

Christmas Retail Success

The Business Improvement District (BID) has continued to deliver increasing value to City Centre businesses in a variety of areas. The key goal is to drive footfall through making the City Centre clean, safe and lively.

The Primark launch boosted footfall by over 11% in its launch week and there has been an overall sustained increase of over 7% from then until 17th December. The week prior to Christmas saw footfall up by 9.5%.

CV One use some of the BID funds to contribute to a Christmas marketing campaign promoting the city centre, this has included a television commercial, billboard posters, the Feel Alive Winter Magazine and the guide to Christmas shopping in Coventry.

The BID funds are targeted at creating an environment that both visitors and new business investors find attractive.



2006 New Christmas Market



Cleansing

The new high tech equipment bought in 2005 has now made a real impact on the appearance of the pedestrian areas, including the difficult problem of chewing gum.

CV One has also successfully renegotiated the cleansing contract with English Landscapes to achieve increased value for money.

The Quick Clean Hit Squad operates

zero tolerance on graffiti and ensures that street furniture and water features are well maintained. Coventry is noticeably cleaner than some of our regional competitors and new visitors often comment on this.

The operations team are also to be congratulated on the Britain in Bloom Best Park National Award for Greyfriars Green.

Crime Prevention

The pioneering work of the BID funded Evening Ambassadors team has influenced perceptions of personal safety at night. The 2006 consumer survey results, also funded by the BID, showed that 31% of respondents felt visible patrols increased their feelings of safety. CV One also funds a 20-plus team of Customer Service Assistants and manages a team of Street Crime Wardens.

Coventry has a comprehensive and state of the art CCTV system with over 300 cameras. This includes camera based 24 hour footfall

counting in key locations; we were the first city centre to use this technology in outdoor pedestrian areas. Our retail radio system is offered to all BID members and builds on close working relationships with the Police to minimize retail crime. We continue to take an active role in enforcing Exclusion Orders and Anti- Social Behaviour Orders.

For the period April – September 2006 total crime figures for the city centre, which include shop theft, were down 15.6% on the previous year. This represents 549 less victims of crime.



Evening Ambassadors launch a campaign to combat underage drinking with the police, city council and licence holders in the City Centre.

Free Events Work!

Our research continues to show that not only do events increase footfall on the day, but they mean visitors are significantly more likely to revisit the city centre in future.

This year's programme has included the best ever Christmas Lights Switch On, including Wallace and Gromit, Chico, Lazy Town and Peter Andre and Katie Price. This attracted regional TV coverage for Coventry.

A new mini Lights Switch on for Children, sponsored by the Coventry Retail Market, was also held in Shelton Square on Saturday 18th November, attended by TV character Peppa Pig. This day also saw the launch of the first ever Christmas Market and Funfair here.

CV One has also arranged many smaller events which had measurable effects on footfall. At present no events costs are a charge on the BID, but are a free benefit funded by CV One itself.



Crowds watch the LifeStyle catwalk event held in the Lower Precinct



Katie Price performs at the npower Coventry Christmas Lights Switch On

Promote Your Business

Have you thought about sponsoring an event to help drive your business?

CV One invests millions of pounds every year in producing events to market Coventry – and as BIDS members you are in a privileged position to be part of them at exclusive rates.

Opportunities are available for between £1000 and £50,000. Other opportunities for marketing your business include advertising in the "Feel Alive" City Centre magazine. There are also a very limited number

of signage opportunities available within the city, including major roundabouts.

From arranging for you to bring a concession to The Godiva Festival, to seeing your name in neon lights as part of the Christmas Lights Switch On, CV One is here to be your partner in a successful 2007.

For further information on these and other marketing opportunities to make 2007 the best year yet please call Jon Westley on 024 7683 4737 or Lucy Moorcroft on 024 7683 4739.

Magazine is a huge hit

The key city centre lifestyle publication "Feel Alive" has increased dramatically in the last year with over double the amount of pages, from 24 in Spring 2005 to 56 in Summer 2006, and its distribution has increased from 80,000 to over 100,000, at no extra cost.

Our research shows that each copy is read by 2-3 people suggesting a readership in excess of 250,000. Contemporary graphics, good

paper quality and the inclusion of national brand advertising give this important promotional tool, funded by the BID, the style and image of a serious glossy magazine.

A growing number of BID members are using the option to advertise in it, reinforcing the quality and choice of brands available in the city centre. We are launching an affordable classified advertising option during 2007. For more information call Jon Westley on 024 7683 4737.



Dates for your diary

The next newsletter will be a summer update, when we should be able to report on detailed plans for the IKEA launch.

The next meeting of the Retail and Business Forum will be at 2pm on Tuesday 30th January at Rooms of Coventry, Corporation Street.