

BID bulletin

Coventry City Centre Business Improvement District **Enriching our city**

Winter 07

Britain in Bloom – We Win again !

Since 2005 BID monies have contributed significantly to our continuing success in the national horticultural competition Britain in Bloom. This year we joined forces with the City Council and won the top Gold Award in the Large City category. Visitor perceptions of the environment have continued to rise as a result of the improved floral displays in the city centre.



Godiva Award Winners Revealed

The Godiva Awards are the leading lifestyle awards in the region; developed by CV One, the awards celebrate service excellence in the lifestyle, leisure and tourism industries of Coventry and Warwickshire. This year the ceremony returned to the beautifully refurbished Belgrade Theatre with a fabulous party atmosphere and pink carpet welcome. Many congratulations to the following BID members who won awards against stiff competition throughout Coventry and Warwickshire.

Best Bar	Inspire, New Union Street
Best Café	Flames, Bull Yard
Best Restaurant	Turmeric Gold, Spon Street
Best Access	BBC Coventry and Warwickshire Open Centre, Priory Place
Best Business	Cassidy Coventry Blaze Ice Hockey Club, Skydome Arena
Best Bar None Award	Escape Bar, Millennium Place



IKEA Opens its Doors

The store will open for Family Cardholders on Saturday 15th December with full opening to the general public on Sunday 16th. IKEA has sponsored three large Christmas trees for the city centre and will have a dedicated float and balloon parade/giveaway as part of the Christmas lights switch-on Sunday 18th November. There will be a special four page pullout on the IKEA store in the Christmas edition of the BID's *Feel Alive* magazine. This will be distributed from 5th November.

BID Renewal Vote – Use it or Lose it!

The current three year BID comes to an end in March 2008. The vote to renew it for a further five years will take place in January and February. All BID members are urged to use their vote and support renewal. Without a positive vote the following projects, amongst others, risk disappearing completely.



The four man team of Evening Ambassadors

The additional cleansing and planting inputs, including the Britain in Bloom project

The state of the art retail radio system

24 hour monitoring of the CCTV system

The Maintenance Team, who look after street furniture, water features and ensure zero tolerance on graffiti

The production of the “Feel Alive” lifestyle magazine distributed to over 100,000 households in the city and sub-region

The quarter of a million pound city centre generic marketing programme, including the full Christmas campaign with regional TV advertisements

The large annual consumer survey, which helps us understand customer needs and perceptions

The full proposal for the renewal vote will be posted by December on www.coventrybids.co.uk. However, if you have specific queries about the renewal vote please contact Dave Mooney on 024 7660 7051

Improved Performance

Compared to last year, the city centre showed improved performance in the following key areas from January to July

Footfall – up over 2%

Car parking – up 3.5%

Total city centre crime – down 13.5%

Cleansing scores – up over 10%



Free Car Parking Promotion Success

The BID Chairman, Andy Talbot, supported by CV One staff, has managed to obtain support for a further free Christmas parking offer in 2007. All City Council operated car parks, plus West Orchards and Lower Precinct, will be free to visitors entering after 3pm every Wednesday from 14th November to 19th December. This should provide a major boost to late night shopping and help reduce anticipated congestion at weekends.



More fun for Coventry shoppers

Activities have increased dramatically this year, with both Halloween and Winter Festivals designed to boost footfall. To complement members own promotions for Halloween, CV One arranged a themed market, children's fairground attractions and a programme of free activities within the Precinct aimed at families. This is followed by a spectacular new innovation for this year's Winter Festival; an open air Ice Rink in Millennium Place with a celebrity launch on Saturday 17th November. This will be complemented by other attractions, including the return of last year's popular German Market. This launches with live entertainment at the Late Night Shopping event on Wednesday November 14th. The Christmas Lights Switch-On will be on Sunday 18th November where large crowds can be guaranteed. All activities are being strongly promoted.