

# BID bulletin

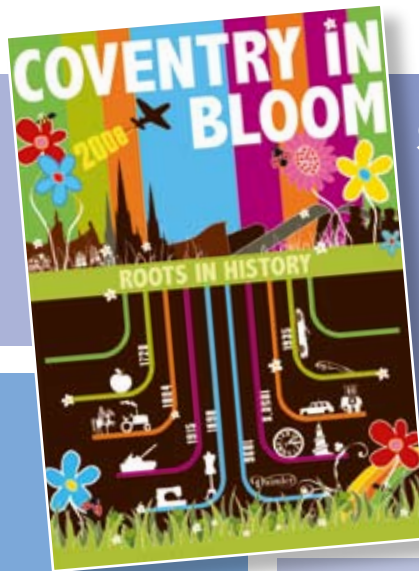
Coventry City Centre Business Improvement District **Enriching our city**



May 08

## Britain in Bloom

The city centre entry is funded by the BID and plans are already in hand for this year's entry, which will have the theme "Roots".



## Successful Renewal Vote!

Thanks to all BID members who used their vote to ensure a very successful result. A majority of 83% by number and 85% by rateable value was achieved.

This improved on the original 2005 ballot figures which were 78% and 75% respectively. This means the BID has financial security for a further 5 years. We can now continue with important projects to improve cleansing and floral planting, reduce crime and market the City Centre. These major projects are designed to strengthen footfall, which benefits all BID businesses.

## Master Plan for the City Centre

As reported at the January Business and Retail Forum meeting an American planning and architectural consultancy called Jerde have been retained to create a long term master plan for the retail growth of the City Centre. The main points are:

- Plan to double retail floorspace
- £2.5m to be put into new office space
- Believed to be the biggest planning change to Coventry City Centre in 50 years

- Cost estimate for the total redevelopment is £1 billion
- 3 years before first groundworks commence
- Approximately 15 years to complete the whole redevelopment
- Undertaken in 4 – 5 phases to reduce disruption to existing tenants
- Includes improvements to ring road access linkages

## New BID Funded Post

The renewal vote now allows us to recruit to the new post of BID Liaison Executive, as described in the Business Plan. This individual will be out and about in the City Centre for the majority of the working day, reporting back and following up any concerns raised by members. They will also play a crucial role in the systems we use to combat retail crime, including the radio network. Anyone who feels they need a refresher for any of their staff on using the radios to best effect please contact Dave Mooney on 76 607051. We can then arrange an early visit once the new post is appointed.

## Crime and Cleansing Figures

City Centre Crime has fallen dramatically, as recently reported by Inspector Wendy Bailey, with 100 fewer offences reported in November and December 2007 alone. Overall crime figures have reduced by 40% from what they were in 2000. During the three years of the BID period itself overall crime reduced by 30%.

Cleansing scores also continue to impress, with an Encams score of over 87% for calendar year 2007, compared to 70% pre-BID. We have now purchased specialist Trafalgar equipment to remove cigarette butts from paving areas, always a difficult problem. The Schmidt heavy duty cleansing machine has also made dramatic improvements, most recently to Hertford Street. This equipment would be unaffordable without BID support.



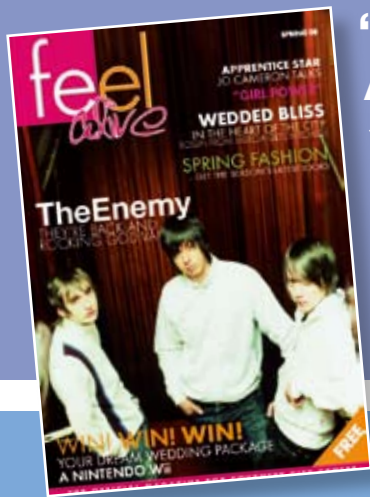
## IKEA Parking Changes

As reported in the press IKEA have lowered the customer spend required to £10 (previously £30) and increased the consequent free parking from 2 to 3 hours, in response to customer feedback.

## On Street Parking

This was finally introduced with effect from 28 March for a trial period of 18 months. This involves 20 spaces available from 7pm to 7am in Hales St and Fairfax Street.





## “Feel Alive” Advertising

The next issue of the magazine will appear in July and anyone wishing to use advertising space should confirm with the CV One Commercial Team on 76 607055 by the beginning of May.

## Ricoh Arena Retail Park Phase 2

Despite strong representations from CV One on behalf of BID members, the City Council have approved this planning application. However the concerns we raised about the potential effect, on comparison goods in particular, has helped to restrict use to bulky goods, with only one of the 4 – 7 units planned trading in leisure goods. The application gives a further 105,000 sq ft of trading space. The decision now awaits ratification from Government Office West Midlands.

## Free Leafleting – Book in Early!

As we begin a new financial year remember that as a BID member you are entitled to 2 full days free leafleting, using up to 2 distributors, per year. Please book in advance by ringing Toni on 7683 4988. We normally allow a maximum of 2 leaflet brands per day, and bookings are taken on a first come first served basis with Saturday and Sunday the most popular days. Leaflets must be related to the direct branding and sales promotions of BID businesses.

## Godiva Awards Nominations?

Get ready to nominate your favourites for the UK's most prestigious lifestyle and Business Awards – “The Godiva Awards”. The awards promote, reward and celebrate excellence in Coventry and Warwickshire, and have become the leading event in the region, recognising businesses with creativity, flair, ingenuity and commitment.

You can nominate your favourite venues and attractions by logging on to [www.godiva-awards.com](http://www.godiva-awards.com) and following the link to the nomination pages. Winners will be announced at the annual ceremony at the Belgrade Theatre on Thursday 16th October.

## Welcome to New Brands

The following new stores have opened since our last Newsletter:

<b>Field and Trek</b>	West Orchards
<b>Sports Direct</b>	Market Way (Woolworths' basement)
<b>Muse</b>	West Orchards (part of Miss Selfridge)
<b>Poundworld</b>	Lower Precinct

## Ironmonger Row Update

Many of you will be aware that major works are now required to strengthen the underground road giving delivery access to the Primark store. This runs underneath Ironmonger Row and because structural problems need tackling our latest information is that this section of road may need to be closed to traffic for a considerable time. The City Council keep CV One's Operations team briefed on progress with this repair.



## Events for 2008

**8th May (all day), Farmers Market**  
Market Way North (new location)

**22nd – 27th May, Coventry Jazz Festival**  
Belgrade Theatre and City Centre

**4th – 6th July, Godiva Festival -**  
**The UK's biggest free family music festival**  
War Memorial Park

**6th – 7th September, Coventry Festival of Motoring**  
Millennium Place and War Memorial Park

**13th – 14th September, Heritage Open Days**  
City Centre

**16th October, Godiva Awards**  
Belgrade Theatre

**16th November, City Centre**  
Christmas Lights Switch On