

Business & Retail Networking Forum Minutes
Tuesday 8th April 2008 2:00-3:30pm
My China Restaurant

Chairman - Andy Talbot - Centre Manager, West Orchards and
Chair of the BID Sub-Committee

1. Introduction from Andy Talbot the BID Chairman

Andy welcomed everyone and then ran through the meeting's agenda and thanked Charles & Kathryn Lim for the use of My China as the Forum meeting venue. He then handed over to David Soutter, Pro-Vice Chancellor of Coventry University, to present their major development plan.

2. Coventry University Major Development Plan Presentation – Pro-Vice Chancellor (Resources) David Soutter.

David opened his presentation by announcing exciting plans for Coventry University. The following PowerPoint presentation outlined the University's history, aspirations and proposed developments

Strategic Objectives:

- Advanced level skills and knowledge
- Work-related learning
- New courses for new sectors
- Enterprise and entrepreneurship
- Capability development in the workplace
- Award winning innovation

Statistics then illustrated their applied and user driven research success:

- 78% academic staff engaged in applied research
- 50% year on year growth in applied research

David used the term 'Skills Escalator' to describe the route from schooling to University to work placements:

- Phoenix Partnership with 60+ Schools and Colleges
- Generous Bursary and Scholarship Scheme
- 17,000 students; two thirds from the region
- 43% of graduates stay in the region to work
- Widening Participation
- 97% from state schools
- 41% from social classes 4-7
- 21% from low-participation neighbourhoods
- 38% ethnic minorities
- National pilot for Employer Engagement Programme

- 2592 jobs created through start-ups

The following bullet points defined the Universities future aspirations:

- Increase the number of our students through employee programmes
- Guarantee the opportunity for work experience with a regional employer
- Double business start-up capacity
- Triple income from applied research
- 2 more pioneering Institutes
- Develop transformative programmes with the City

David continued by stating Coventry University's challenge; that to be a catalyst for the region, they need the right environment. Their current campus is not fit for purpose. David went on to illustrate the need and plans for refurbishment and expansion within the current University locations in Coventry. Their aim is to increase the number of students by 1% each year, resulting in 17,000 students by 2012. This would be aided by the estimated £160million spend on building work throughout the campus. David concluded by saying that the University were committed to staying within the ring road, and committed to feeling defined yet approachable within the City Centre.

For hard copies of the PowerPoint presentation contact David Mooney on 02476 607051

3. Feel Alive & City Centre Marketing, Mick McLaughlin, Marketing & Communications Manager, CV One Ltd

- Mick addressed the need for a supply of news stories for the Feel Alive Magazine from BID members.
- He also stated that the Visit Coventry website was weak in respect of the retail sector, this was being updated.
- With this year's Godiva Awards website now live, businesses were urged to nominate their favourite venues in the City Centre.
- Mick then asked for suggestions with reference to the Christmas Marketing budget - for example should we continue with the TV campaign or increase pagination within Feel Alive?
- He asked members to complete questionnaires he had prepared, for return before 21st April, seeking members' views on how this budget might be used in 2008.

4. City Centre Development, Paul Beesley, Team Leader – Property Development, City Centre Development Directorate.

Paul thanked David for his presentation and reiterated the importance to all businesses of University growth in the City Centre. Alongside that exciting project Paul went on to say that Jerde were now well into their consultation period and looking to report back their findings in the summer.

The Ironmonger Row closure and tunnel strength problems would require a continuation of the current traffic ban in this area; the solution could take a number of months. However, Paul reassured businesses that the major redevelopment promised for that area would continue, albeit delayed

It was confirmed that Tesco Express would be taking the former MVC music unit in Shelton Square, which would create a major footfall boost for the area, and that a late summer opening was expected.

For the Millennium View site an additional 3 months has been allocated to the developer, which should enable them to submit a planning application.

The extension to the Herbert Art Gallery & Museum was nearing completion and should be open to the public again by late summer.

Outside the ring road, the University of Warwick's initial expansion plans had been approved, also 300 jobs will be created in Binley by Nationwide. The meeting was also assured that the Belgrade Plaza project was on schedule which would in turn secure 600 + job opportunities.

A question came from the floor with regard to Jerde taking into consideration the areas of importance with their plans. Would the Canal Basin be classed as an area of importance? Paul confirmed that the Canal Basin was included in Jerde's plans.

5. City Centre Police issues – update by Sergeant Nigel Pagdin, Police Liaison Manager

Nigel opened by giving apologies for Wendy Bailey's absence, and then proceeded to present the crime figures for 2007/2008.

Firstly, a general overview of the City Centre's successes:

- Recorded reduction of 800 offences
- Equivalent to an 22% reduction in crime overall
- Violent crime down 13%
- Decrease of 48% in vehicle crime
- Criminal damage reduced by 21%
- Robbery decreased by 13%
- Decrease of 6% in shop-theft (reduction of 51 offences)

These figures were then broken down into bar graphs to indicate the level of success alongside neighbouring areas of Coventry. Aside from 'Criminal damage', all of the City Centre figures are a marked improvement on the year on year neighbourhood comparisons.

Nigel put the success of these findings down to the following factors:

- Funding from Coventry Community Partnerships of £21,000

- Working closely with partnerships already established including the Business Improvement District and continuing to build further links
- Improved patrol strategies
- Extra staff

Building on their success for the year, they had set themselves the following future target areas:

- Vagrancy/Begging
- Shop-lifting
- Theft from person
- Anti-Social Behaviour
- Continued enforced licensing

A question was asked about the coming year, and whether police numbers would be cut. Nigel stated that this was not the case, and in fact six new officers would be drafted in.

A second question asked how to tackle counterfeit bank notes. Nigel suggested acquiring specialist pens that are available through the Police as the best way to check for fake notes. It was also claimed that CCTV footage had been taken to the Police station by a City Centre retailer, to be told that they couldn't deal with CCTV of counterfeiters at this time. Nigel assured us that this response was not customary, and that he would be following up this issue personally.

6. Business Improvement District (BID), Shirley Kent, Head of Commercial Development CV One Ltd

Shirley first confirmed the success of the BID vote and thanked all of those who had used their votes. She then gave a brief overview of City Centre projects coming to Coventry.

- Greyfriars Walk launch incorporating the City Arcade, Shelton Square and Bull Yard area of the City Centre
- The relaunch and relocation of the Farmers Market commencing 8 May
- Live Coventry a new food and lifestyle event in the Upper & Lower Precinct
- Saracens vs. Munster Rugby match generating extra footfall to the City Centre.
- Belgrade Plaza – 3 new leisure brands to be introduced within the next 12 months.

Due to the success of the BID revote, it was announced that CV One had created a new post of BID Liaison Executive who would serve as a contact point and also an on-site radio trainer to retailers. The on street parking scheme had now commenced and would run for a trial period of 18 months in Hales and Fairfax Streets offering 20 spaces from 7pm to 7am. This should be a major benefit for traders in Millennium and Priory Place.

Question:

- Why had the St George's Day event been stopped? – The event calendar had been restricted for this financial year because of reduced funding. Attendance at this particular event had been previously low, so regrettably this was one of the events that would not be happening this year this year, although assurance was given that this was not necessarily a permanent exclusion.

Date of next meeting: Tuesday 15 July 2:00-3.30pm at the Britannia Hotel, Fairfax Street, Coventry.

BID Sub-Committee Representatives

Please note that the membership of this Committee is currently as shown below, in line with the constitution of the committee as a sub- Committee of CV One's Board. All BID accounts are separately managed and independently audited.

Chair: Andy Talbot Manager, West orchards Shopping Centre

Richard Ansell IKEA (CV One Board)

David Hartley Coventry and Warwickshire Chamber

Karl Kelly Wish

Mick Leape Inspire

Wendy Lord Newsome Vaughan

Liz Millett CV One (CV One Board)

Plus a new appointment representing Leisure Attractions,
to be announced shortly.