

# BID bulletin

Coventry City Centre Business Improvement District Enriching our city

October 08



## Exciting Master Plan for the City Centre Now Ready

American planning and architectural consultancy Jerde have now prepared a radical, long term master plan for the retail growth of the City Centre. A presentation on their proposals is scheduled for the meeting of the Business and Retail Forum on 21st October to which all BID members are invited. For those unable to attend we will circulate details with the minutes of the meeting. The plans will also be widely publicised, including a temporary exhibition which is being set up in October in one of the City Arcade units.

## Marc takes up New BID Post

Marc Dwyer took up the new post of BID Liaison Executive in August. He will be walking about in the City Centre for the majority of the working day, from Tuesday to Saturday, taking action on any concerns raised by members. He will also be your first line contact for the systems already in use by CV One to combat retail crime, including the state of the art radio network. If you feel you need more assistance on retail crime prevention please contact Marc direct on **07500 821492** and he can arrange an early visit.



## News on Crime, Cleansing and Footfall

Overall crime figures in the city centre have reduced by an impressive 17% in the last 12 months. During the three years of the BID so far, overall crime has reduced by over 34%. During this period shop theft specifically reduced by over 17%, compared to only 10.2% average in the total West Midlands force area.

Cleansing levels are at a similar level to 2007 and well above Government targets. Levels continue to be monitored objectively. At a visit in September 2008 ENCAMS inspectors gave the city centre a score of 97%. We have also purchased another specialist piece of equipment, MiracleClean, to remove chewing gum.

Footfall has improved since the poor performance against national averages seen in the Spring. We are now similar to the rest of the UK. However the whole country is still significantly below 2007 figures, as a result of consumer uncertainty in the light of national economic conditions and price rises.



## Britain in Bloom – Gold Again!

The city centre entry, which this year was linked to projects with Whitefriars Housing and Coventry City Council, has again won a Gold Award at Heart of England in Bloom, as overall winner in the large city category. The extra planting to achieve this standard would not be possible without the support of the BID.

# Farmers' Market Returns in Style

This market was reinstated in a new location in Market Way North from May. It runs on the first Thursday of the month. So far it appears very popular, but a full review of footfall generated and customer survey responses will take place when the 6 month trial completes in October.

# Welcome to New Brands

The following new stores have opened since our last Newsletter

<b>Apple Media, Gimme Gismo, Past Times, A&amp;M Accessories, Shuropody, Starbucks</b>	West Orchards
<b>Tesco Express</b>	Corner of Market Way/ Shelton Square
<b>Dunwood Travel, Xpress Wok</b>	Trinity Street
<b>Marysienka Polish Deli</b>	Hales Street
<b>Funky Accessories</b>	Sherbourne Arcade
<b>Virgin Media</b>	Upper Precinct
<b>Label</b>	Lower Precinct
<b>Coral</b>	Broadgate
<b>Rosie Malone's Irish Bar</b>	Jordan Well
<b>TCO Delicatessen</b>	City Arcade

# Christmas 2008

As we go to print a major Christmas marketing campaign is being designed to maximise seasonal footfall. Awareness of the City Centre's Christmas offer will also be promoted through the "Feel Alive" magazine, which from the Christmas 2008 issue will now be distributed to 150,000 households. This is an increase of 50,000 copies, which will be sent to selected target markets in the sub-region, in addition to the existing distribution to our core city residents and loyal shoppers.

# FREE Leafleting – Book in Early!

Another reminder that as a BID member you are entitled to 2 full days free leafleting using 2 people, per year. Please book in advance by ringing Toni on 7683 4988 if you have not used your allocation for 2008-9.

# Anniversaries for Lower Precinct and Retail Market

The Retail Market celebrations on November 4th are still being finalised but will certainly be the biggest celebration the city has seen for some time. This will include TV and film celebrities, and a full day of fantastic entertainment, giveaways, promotions, musical and film premieres and live TV and radio broadcasting from the market hall.

To celebrate their 50th anniversary Lower Precinct will be hosting parties on 16th and 17th October between 11.00 am and 4.00 pm. The entertainment will be predominately music based. They are also looking for people to send in their memories (photographs etc) which can be put on display.



# Bigger and better "Feel Alive"

The next issue of the magazine will appear in November, and will be a bumper Christmas issue. Anyone wishing to book advertising space in this leading publication, which now goes to 150,000 homes, more than many national titles, should contact Lucie Watson in the CV One Commercial Team on 76 607055 as soon as possible.

# Switch it Off

You can help combat climate change through Coventry and Warwickshire's "Switch It Off" campaign, a major Coventry Telegraph initiative involving businesses, local authorities, schools and families. Watch out for details in the Coventry Telegraph.

# Need a Venue?

Looking for training or meetings venues for your business? IKEA are now offering modern facilities in the city centre. Please contact Caroline Sweeney on 0797 630 1288.

# Christmas Late Night Shopping – Advance Dates

## West Orchards

All shops will be open till 9pm on every Wednesday from 12th November plus 17, 18, 19, 22, 23 December. Some shops open late on other dates.

## Lower Precinct

All shops will be open till 9pm every Wednesday from 19th November plus 18, 19, 22, 23 December.

## Cathedral Lanes

All shops will be open till 8pm on Wednesday 19th and 26th November and then till 9pm on 3rd, 10th and 17th December.