

BID bulletin

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

February 09



Master Plan for the City Centre

Jerde's plans for the retail growth of the City Centre have now been widely publicised, including a temporary exhibition last October. Public comments have been taken into account, and the final proposals will go to the City Council's Cabinet meeting on March 10th, with potential planning applications from May onwards.

Farmers' Market

The market was confirmed as permanent from October and has reopened after the Christmas break, in its new location in Market Way North, from February. It runs on the second Thursday of the month.



Retail Crime Initiatives

Members are being approached to display window stickers to confirm their participation in the Exclusion Orders Project for frequent offenders. If you feel you need more assistance on this or any other aspect of retail crime prevention, please contact Marc Dwyer direct on 0750 0821492.

Latest on Crime, Cleansing and Footfall

Total crime in the city centre has fallen 6% over the past year. There have been positive falls in the number of violent crimes and shoplifting, falling 9% and 3% respectively, although theft and vehicle crime is on the rise (10% and 14%). Our annual survey has shown that these falls in actual city centre crime have been reflected in visitors' perceptions with only 5% of users feeling unsafe during the day, the lowest recorded since the survey began in 1999.

City centre cleansing levels, despite slightly declining against 2007 levels, remain well within the government target and outperform both citywide and national averages.

The current economic climate has hit footfall in the city centre hard with figures falling 5% for the year. Despite the poor footfall figures during the run up to Christmas, footfall was up 7% for Christmas week and up 9% for the following week.

Welcome to new brands

The following new businesses have opened since our last Newsletter

Esquires Coffee House / / Coventry Transport Museum

Baguette Express / / Orchard Link

Chicken Cottage / / Trinity Street

Dougie's Coffee Shop / / Cathedral Lanes

Unite Sandwich Bar / / New Union Street

A further 8 new Leisure brands are expected to open shortly not counting the new Belgrade Plaza units.

Re-openings and extensions

Coventry Curtain Fabric Centre / / Bishop Street

Liquid Café Bar / / City Arcade

Litten Tree / / Warwick Row

Eden / / Hill Street

The Deli / / Jordan Well

Italian Markets

A new Italian street market has been booked for the 12th/14th June, with options on a similar market for mid-May.

FREE leafleting

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

Promote your business in "Feel Alive"

The next issue of the lifestyle magazine will appear in April, and now goes to 150,000 homes, including both the City and selected areas of the sub-region. Anyone wishing to book advertising space should contact Lucie Watson in the CV One Commercial Team on 024 7660 7055 as soon as possible.



Free Training

Do you want to explore free staff training? The "Train to Gain" programme is funded by the Learning and Skills Council. Level 2 training, Apprenticeships, and modular units which include Customer Service and Marketing and Sales, are now available. Some courses are completely free and others subsidised. If you're interested ring Businesslink on 0845 113 1234 and ask for John McLoughlin who can explain the choices.



Events

Dates are now confirmed for the following: Jazz Festival 21-25 May, Godiva Festival 3-5 July, Coventry Car Run 5-6 September. The Popular Dr Who exhibition will be launched at the Coventry Transport Museum on 13 March. Members who might be planning to host outdoor events within the City Centre should contact Mick Emerson, Head of Events at CV One, on 024 7629 4527, for advice on licensing and other practical issues.

Christmas Retail support

There was a major redesign of the Christmas Marketing campaign. In addition the BID funded the Precinct Fountain stage, and booked childrens' walkabout figures for the weekends leading up to Christmas and the final late night shopping evening. Once again, and only with BID support, we were successful in obtaining the Council's agreement to a free Christmas parking offer covering all major shopper's car parks in the city centre. Our research shows that this had a significant effect on both footfall and parking figures for the relevant dates.