

# City Centre Task Force

## What Is It?

- A group formed by Cllr Kelly in response to Coventry Telegraph “Save Our Shops” Campaign.

# City Centre Task Force

## Who Is It?

- Key city centre stakeholders including
  - Coventry City Council
  - Coventry BID
  - Traders
  - Federation of Small Businesses
  - Chamber of Commerce
  - Coventry Artspace

# City Centre Task Force

## What's Its Purpose?

- To bring together key city centre stakeholders.
- To co-ordinate activity.
- To support existing retailers.

# City Centre Task Force

## How Does It Fit?

- It links to:-
  - Coventry BID.
  - The Meantime Strategy.
  - Corporate Property Management.

# Key Issues - Footfall



- Overall, the trend for the city centre is declining.
- In 2013, at week 44, footfall is down by 2.6% compared to the previous year.
- Nationally, footfall is down by 4.0% for the same period.

# Our Response (1) – Presentation



- Look and feel.
- Public realm - improve connectivity by enhancing key pedestrian routes.
- Dressing – flags, banners, planting & planters.



## Hertford Street - Before & After



# Flags & Banners





# Coventry in Bloom 2013 – Gold Award



# Planters

# Our Response (2) - Events



- Brings vitality.
- Link into and add value to existing city centre events programme.
- Stage additional one off events.



# Global Market - August 2012



## BMX Event – July & August 2012



## Farmers Market – 2012/13 and 2013/14



# Coventry Beach - August 2013

# Key Issues – Void Units



- Overall, the trend for the city centre is increasing.
- In 2013, at Q3, there were 65 void units.
- This is an increase of 7 from Q2.
- Of the 65 void units, 22 are Council owned and 43 are privately owned.



# Our Response (1) – Window Dressing

- Improve the appearance of vacant units.
- Council units – dressing & “To Let” advertising.
- Private units – Allied Carpets.





# The Terrace – Before & After



# Express Dry Cleaning – Before & After



## Council Unit – “To Let” Advertising



## Private Units – Allied Carpets

# Our Response (2) – Pop Up Shops



- Alternative uses e.g. creative and information/advice.
- Short term lets.
- Temporary installations.



# Theatre Absolute – Shop Front Theatre



# Theatre Absolute – Christmas Crafts





## Talking Birds – Christmas Pop Up



# Lorsen Camp – The Charity Shop Tour Shop

# Key Issues – Quality of Retail Offer



- Important to maintain our existing retail offer & arrest decline.
- Need to improve our retail offer - quality and range.

# Our Response (1) – Business Support



- Promote our existing offer better.
- Help for existing businesses.

DISCOVER  
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# City Centre Marketing Group – New Branding & Summer Offer Booklet



# Food Event – September 2013



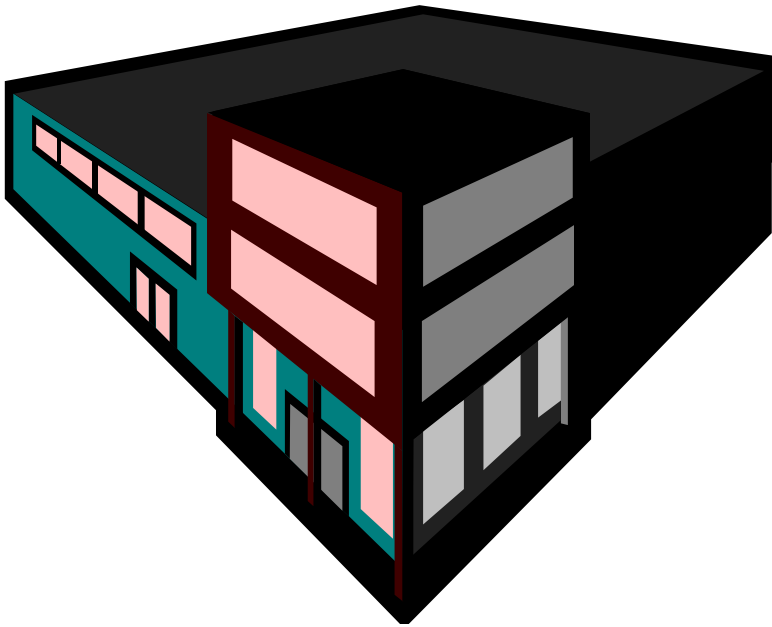
# Mystery Shopping Awards – June 2013



# Create Your Own Footfall – September 2013



# Our Response (2) – City Centre South



- Outline planning permission obtained.
- Development partner appointed.

# City Centre Task Force Next Steps



- Stakeholder workshop – Jan 2014
- Action plan for next twelve months