

Appendix 4 Proposed Alignment of Strategies

Context

To sustain momentum and unlock further economic, cultural, and social value, a coordinated yet focused approach is required across three interlinked areas, so the city is setting out clear goals and realistic actions.

1. Tourism Strategy:

Focused on boosting visitor numbers, extending nighttime and hotel stays and occupancy and showcasing Coventry's heritage, cultural assets, and growing hospitality sector – led by **Paula Deas, Strategic Lead for Business Engagement and Paul McMahon, Managing Director, Destination Coventry**

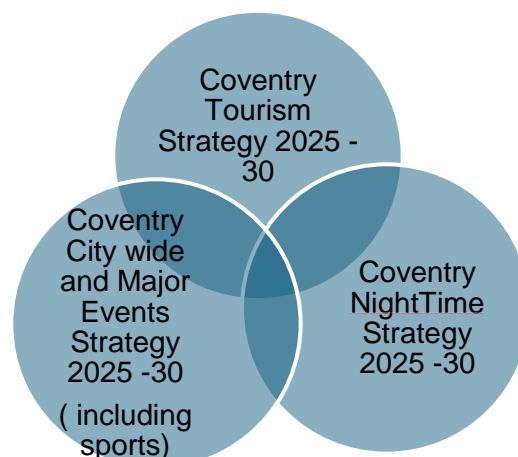
2. Major Events Strategy:

Designed to attract and retain large-scale national and international events that drive footfall, raise the city's profile, and generate local economic benefit – **led by David Nuttall, Strategic Lead – Culture, Sport and Events and Jon Hogan, Regeneration and Economy Directorate**

3. Night-Time Economy (NTE) Strategy:

Aims to enhance the safety, vibrancy, and economic potential of the city between 6pm and 6am, supporting hospitality, culture, and leisure sectors – **led by Davina Blackburn, Strategic Lead – Regulation and Communities**

Together these 3 strategies will provide a clear set of related objectives and action plans that describe how a resident, a visitor or a business experiences the rich destination offer whether you want to take a day out, hold a major event or conference here or enjoy the varied cultural and night time offer the city has to offer be that eating and drinking, going to the theatre or enjoying festivals and music.



Rationale for Alignment: The above 3 strategies are interdependent for the following reasons

- **Shared Stakeholders:** Businesses, cultural institutions, and residents are impacted by all three domains.
- **Economic Synergies:** Events drive tourism; both support night-time activity.
- **Efficient Resource Use:** Coordinated delivery avoids duplication and strengthens impact.
- **Policy Cohesion:** Aligned strategies support the wider City Centre South regeneration, the Cultural Gateway and wider cultural investment plans, and will enable the city to articulate our asks via the West Midlands Combined Authority Growth Plan and emerging grant and funding opportunities via the newly published Industrial Strategy