



COVENTRY & WARWICKSHIRE
CHAMPIONS

#ChampsMay



CWCHAMPIONS



CW_LEP

#ChampsMay

Adam Dent

Managing Director
Advent Communications



COVENTRY & WARWICKSHIRE
CHAMPIONS

coventry-warwickshire.co.uk

WRIGHT
HASSALL
#ChampsMay

Sarah Perry

Managing Partner
Wright Hassall



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@WrightHassall

#ChampsMay

James Breckon

Estates Director
University of Warwick



COVENTRY & WARWICKSHIRE
CHAMPIONS

coventry-warwickshire.co.uk

@warwickuni



WARWICK

Estate Development at the University of Warwick

James Breckon

Director of Estates

May 2018

Estates - “making and caring for inspiring spaces and places”

The University of Warwick

The logo for The University of Warwick, featuring a stylized blue and white mountain-like shape above the word "WARWICK" in blue capital letters.

WARWICK



Looking Forward

Our vision is to be a world-class university. One with a dynamic, enterprising approach to solving global challenges; one that enables students to create their place in the world; one that defines the university of tomorrow.

The University of Warwick

WARWICK



Regional **top** ranking

National **top 10** ranking

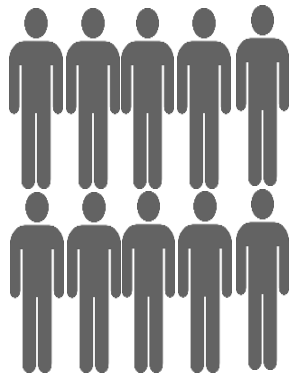
Global **top 100** ranking



Contributes **£1bn** and

supports **18,600** jobs in
the West Midlands each year

Over **5500** employees



26,000

students
2017/18



£600M+
revenue



88% overall
student satisfaction
2017

Regional locations & connections

hectares

290

Main Campus
(CCC/WDC)

190

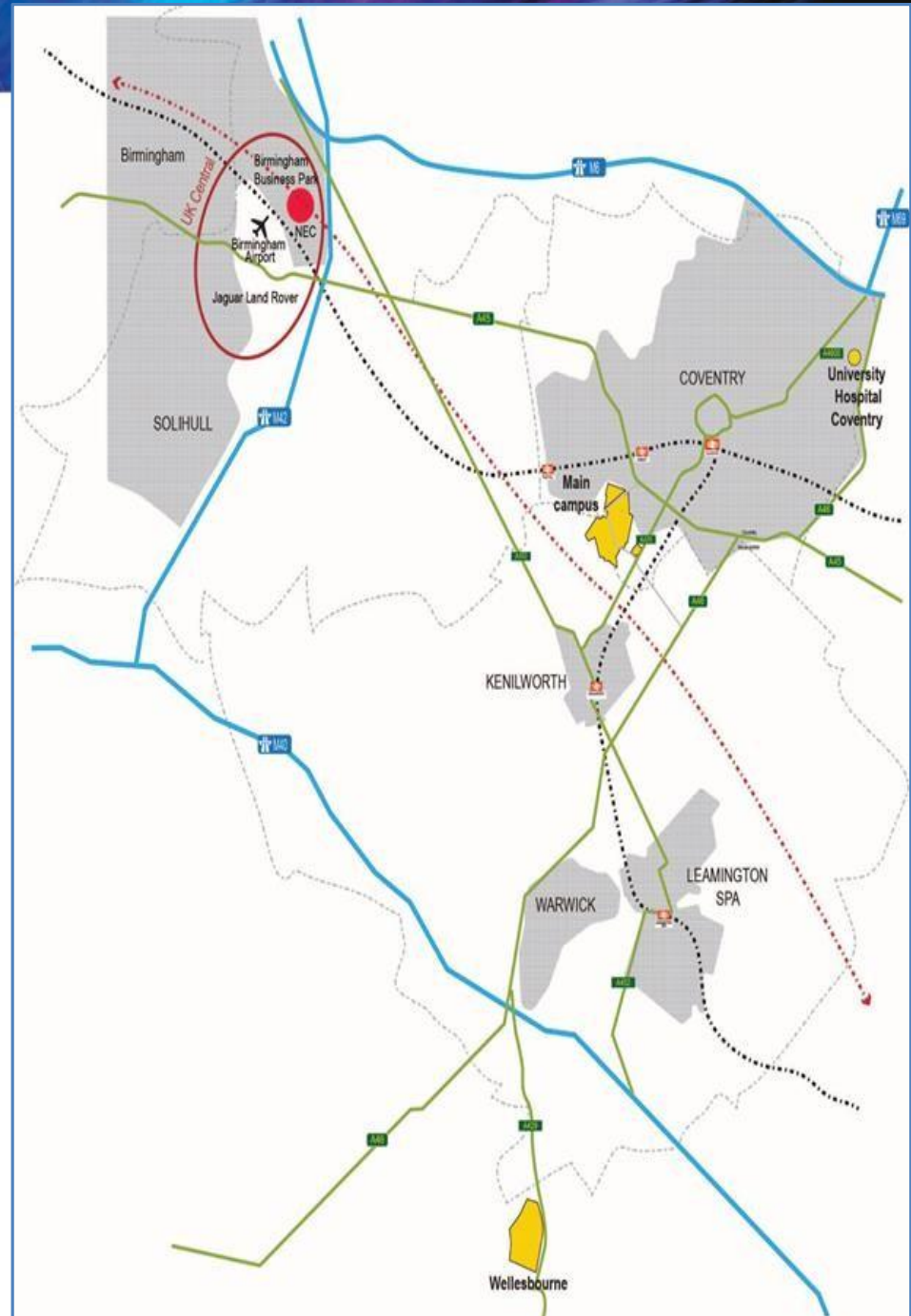
Wellesbourne (SDC)



Circa **700 000** sqm
GIA



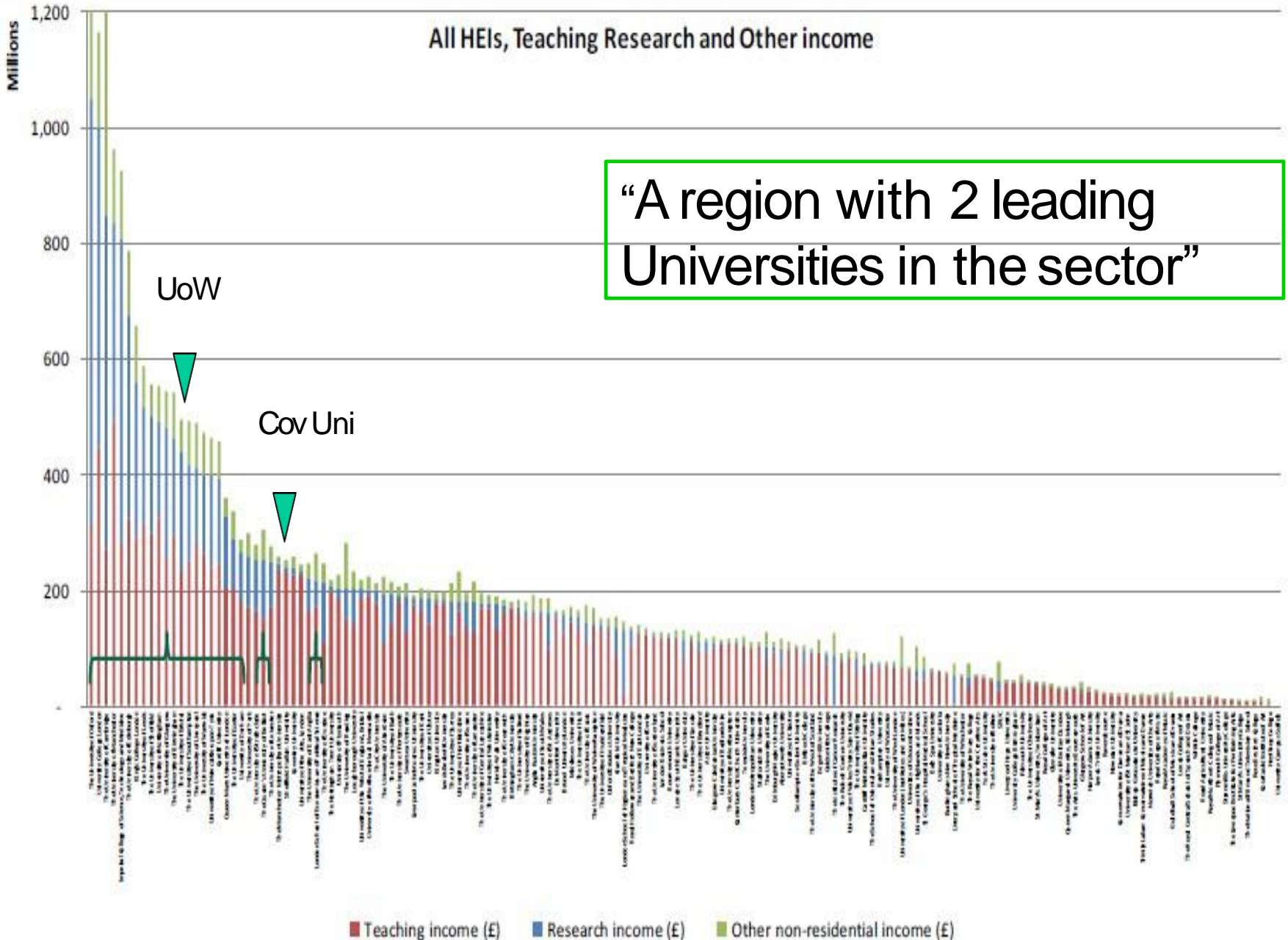
Teaching
Research
Office
Sports
Cultural
Residential
Commercial



The University will be a major contributor to social and economic growth within the region.

extract from Stuart Croft (VC) speech Oct 2017.

- Lead in **collaborating with partners** to attract future regional investment.
- Increase **employment opportunities** driven via targeted capital investment.
- Provide a sustainable, permeable and **accessible campus**.
- Acting as a portal to **attract the very best** talent.
- Providing a **solid foundation within the community** for the next 50 years.

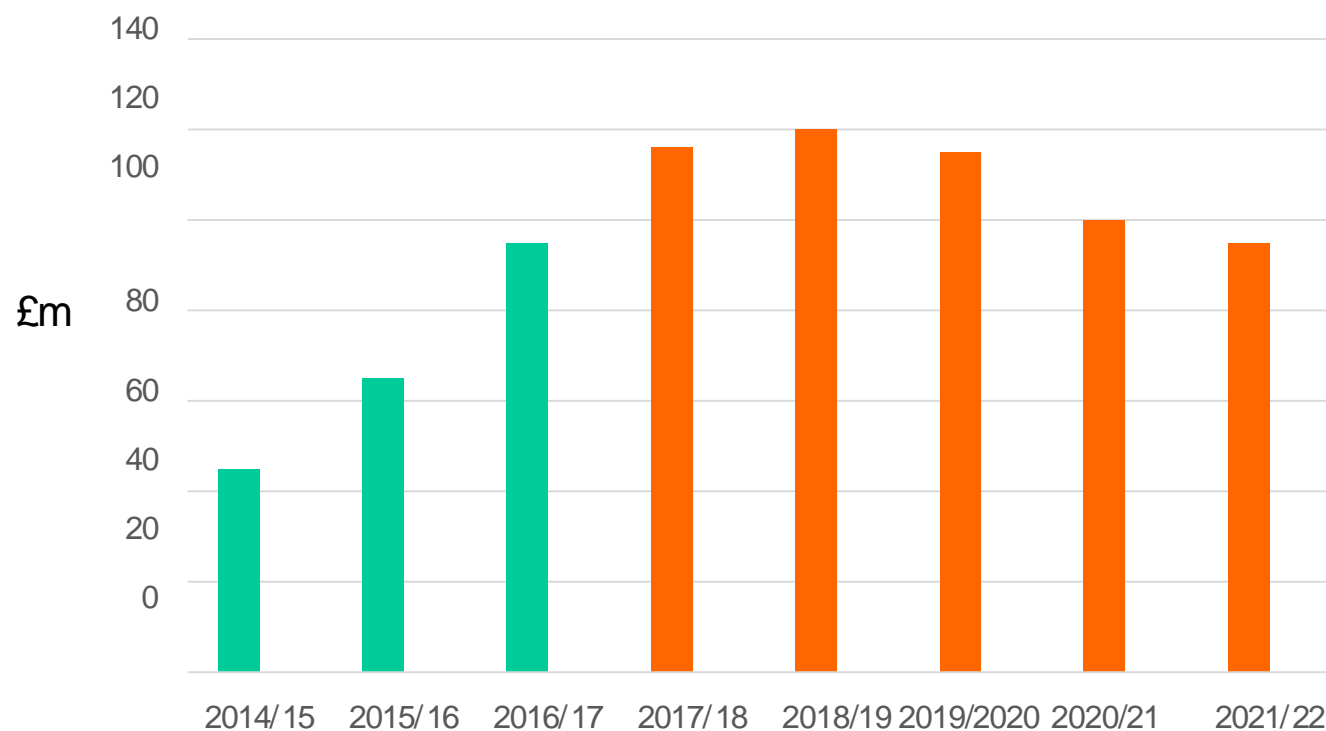


Social and cultural place making.....creating a better place for those who study, live and work here and more sustainable for future generations

- Enable the future
- Build Resilience
- Maintain viability
- Clean and Green



Capital Investment





The Oculus – centrally timetabled teaching facility – completed 2016





National Automotive Innovation Centre – completing 2018



National Automotive Innovation Centre



WBS Phase 3 & “The Shard” London – completed 2015/2018



The Slate – 350 space conference facility – completed 2016

Warwick Accommodation



Student Residences – on campus - 267 beds – completed 2017



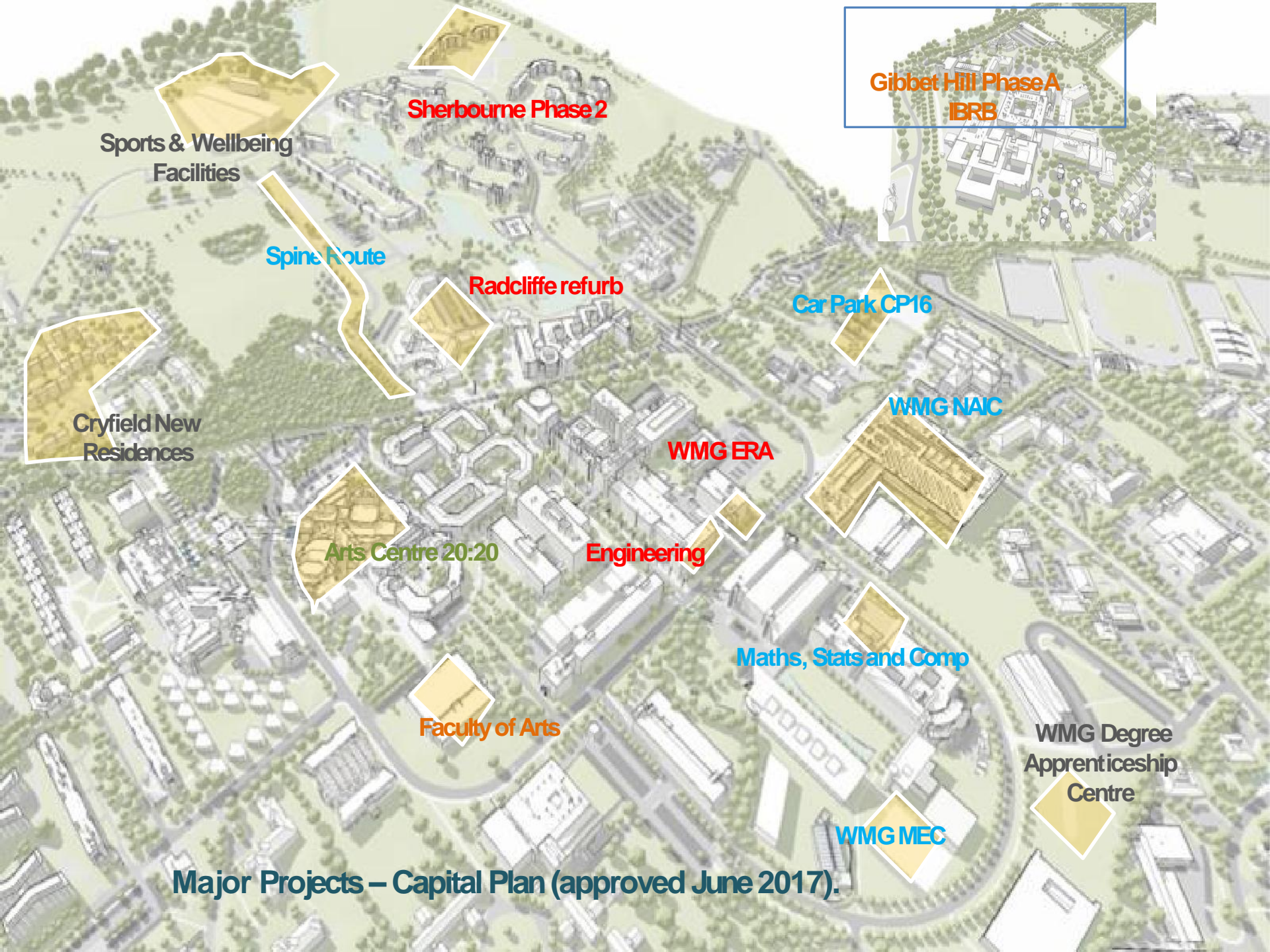
Mathematical Sciences Building – completing 2018



Improvements to public realm and road infrastructure

Future Plans





Sports & Wellbeing
Facilities

Sherbourne Phase 2

Gibbet Hill Phase A
IBRB

Spine Route

Radcliffe refurb

Car Park CP16

Cryfield New
Residences

WMG NAIC

WMG ERA

Arts Centre 20:20

Engineering

Maths, Stats and Comp

Faculty of Arts

WMG Degree
Apprenticeship
Centre

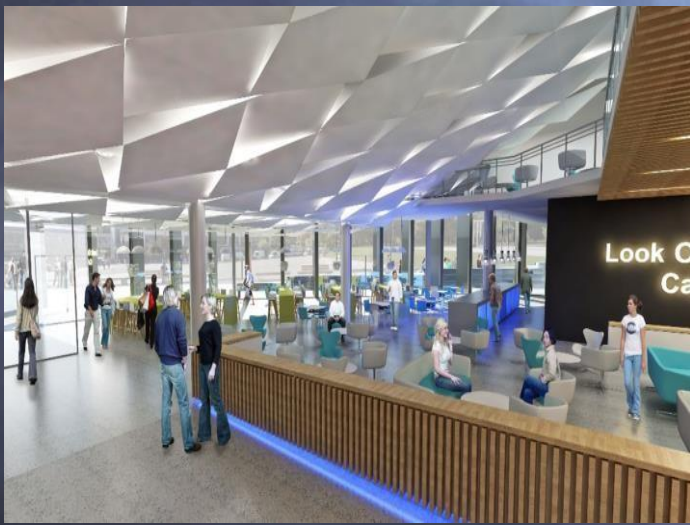
WMG MEC

Major Projects – Capital Plan (approved June 2017).



Sports Hub – completing spring 2019 – open to the public

warwick
arts centre



Arts Centre Development – 20:20 – ready for Coventry City of Culture



Degree Apprenticeship Centre – phases 1 & 2 - 2019



Cryfield Student Residences – 800 beds “on campus”
– 2019/2020



Faculty of Arts Building – replacing old Humanities building - 2021



IBRB - Biomedical Research Building – 2021



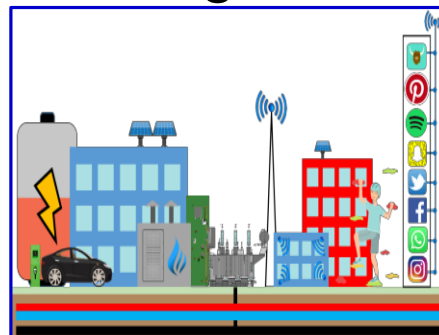
Future planning - to 2030 & beyond....

Key themes emerging

- Campus experience
- “Green” and sustainable
- Data & infrastructure ready
- Connected & accessible for all - integrated

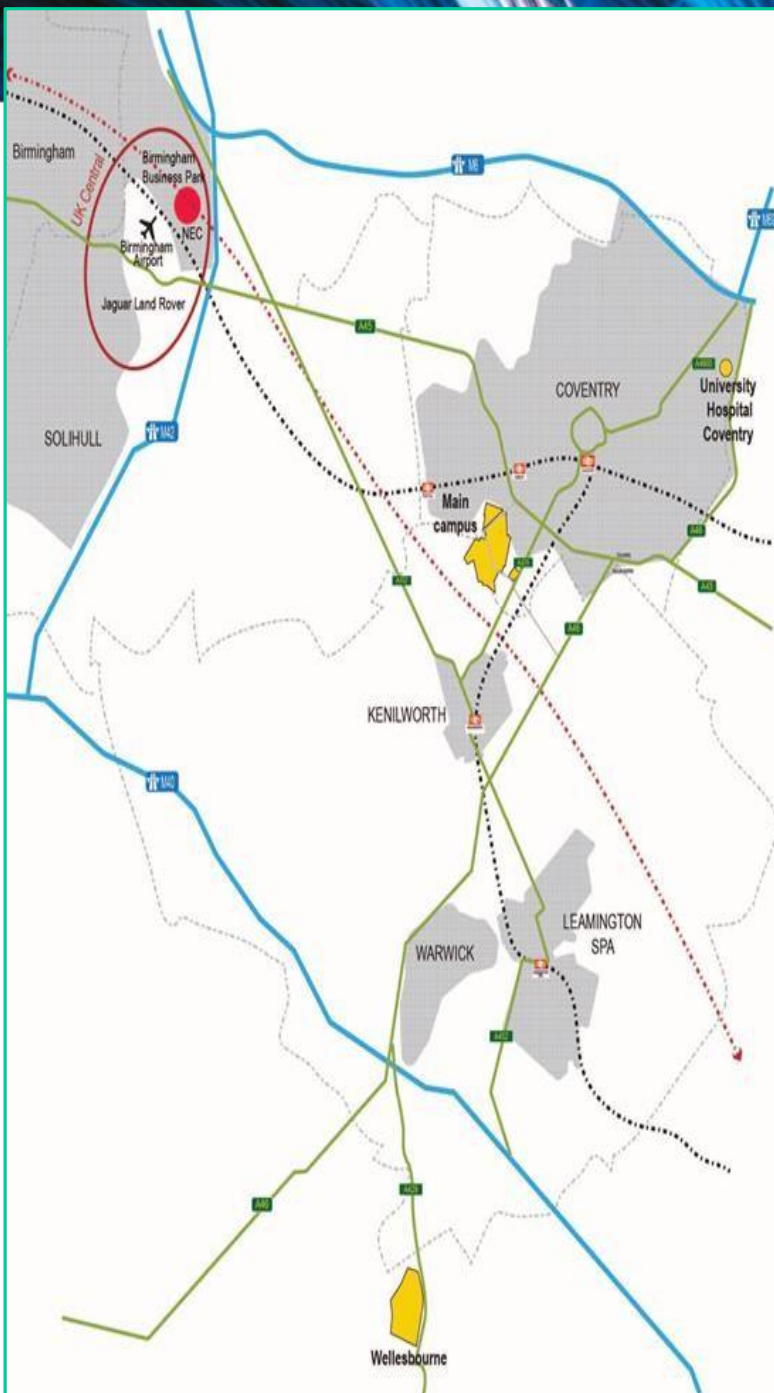


WARWICK



Sustainable travel

- Connectivity to major transport hubs & local towns critical to University
- Mode shift required reducing car use in long term
- Cycle ways, public transport, LWR, car share and other means.
- New technology (CAV/EV/mobility as a service etc)
- Working closely with transport agencies to lobby for greater connectivity across region.



WARWICK



- Potential mixed use development site
 - Academic and enterprise focus
 - 2017 University agreed to plan for the long term
 - Completing feasibility and economic studies
 - Upgrading existing building assets
 - when opportunities arise
- Home to many tenants, inc Life Sciences and WMG
- Seeking to develop in the long term

In Summary

“Universities are a fundamental building block of our society, culture, economic development and sustainable future”.

- UoW aiming for highest standards of academic excellence, equipping students for their successful futures & being an exemplar global University.
- Setting foundations to enable next 50 years of continued success.
- Desire to be an influential & beneficial partner within the region working with our communities.

We are developing and renewing our campuses within the region for the long term.

- Hybrid planning application for main campus - June 2018
- Master-plan renewal underway aligned to strategic development - planning to 2030 +
- May lead to potential future development at Wellesbourne & Science Park
- Actively engaging & consulting with regional stakeholders

#ChampsMay

Sarah Pullen

Regional Managing Director
Trinity Mirror PLC



@PullenSJP

THE UK'S LARGEST PUBLISHER OF REGIONAL NEWSBRANDS

Reach



Reach

WHO IS REACH?

Reach

THE LARGEST NATIONAL & REGIONAL MULTIMEDIA CONTENT PUBLISHER IN THE UK

Reach

24733073

Daily Titles

Weekly Paid Titles

Weekly Free Titles

Major Online Sites

Reach

25.4m

people visit the Reach Regionals online network each month

(That's more than half the UK online population)

Reach





23.1m MOBILE VISITORS

WE REACH PEOPLE WHENEVER, WHEREVER.

Reach

OUR WEST MIDLANDS WEBSITES REACHED MORE THAN

4.6m

IN APRIL 2018

Reach



Reach

Manchester
Evening News

BirminghamLive.co.uk

The  Sentinel

BristolLive

Birmingham
MAIL

ECHO 

Reach

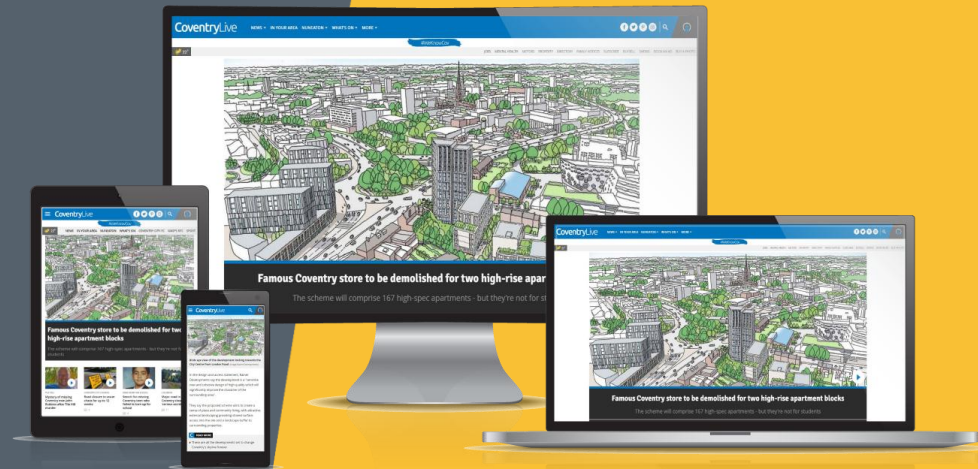
THE CHANGING WORLD OF MEDIA

Source: WARC Feb 2018

Reach

COVENTRY TELEGRAPH

Serving audiences from Midland Daily
Telegraph to Coventry Live



Source: WARC Feb 2018

Reach

127 years of trusted news

Midland Daily Telegraph launched by Iliffe family in 1891.

Renamed Coventry Evening Telegraph in 1941 and became Coventry Telegraph in 2006 when switched to overnight printing.

Continuous publication - it is a myth that the 1941 blitz stopped us, some roads were blocked and the vans couldn't get everywhere.



Who we are

Newspaper that champions
Coventry and Warwickshire

Three editions a day, six days a
week

Coventry, Nuneaton,
Warwickshire

But we are far more than that...



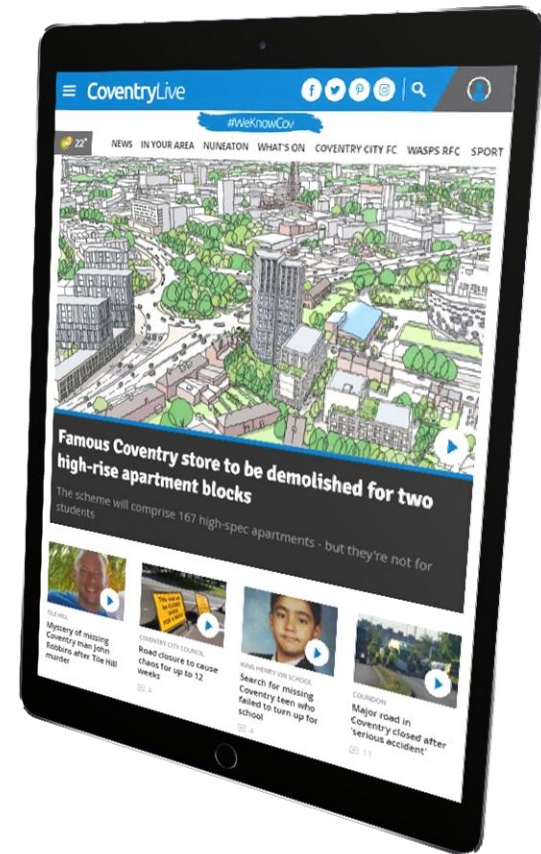
Reach

Who we are

Digital brand became
CoventryLive last month

Fully responsive website for
desktop, mobile and tablet, plus
an app

Breaking news, sport, liveblogs,
traffic and travel, lifestyle and
information

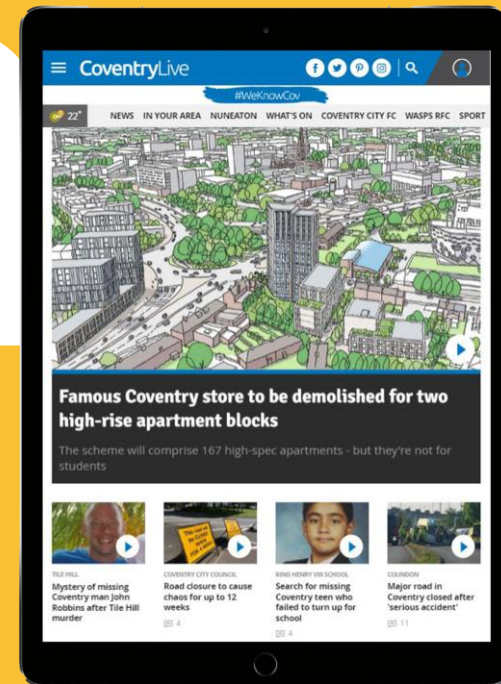


Reach

This is who we really are...

7.2m

PAGE VIEWS IN APRIL 2018



Reach

One big audience

A big audience but our editorial team tailors content for five distinct audiences

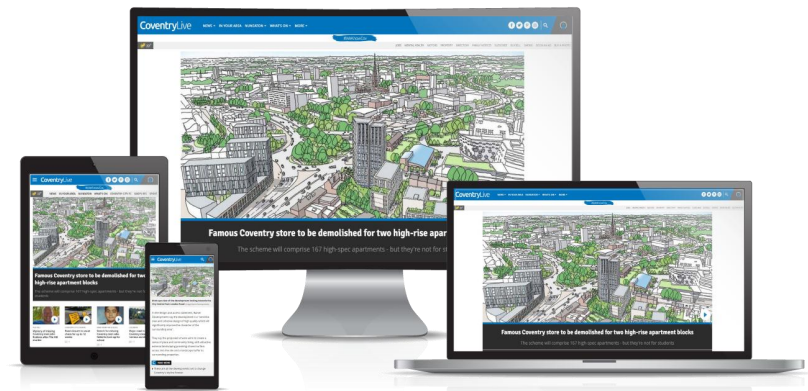
Print - older, more traditional

Homepage - on desktop/mobile, loyal, local

Social - psychology of share, mobile. 61k likes on Facebook, 82k Twitter followers

Search - SEO, 30-day plans, trending, republishing

App - ultra loyal, local



Reach

Changing newsroom

Find a story, write the story, move on

Now, reporters must find a story

Tell the story using the most appropriate digital tools

Find an audience, be part of the conversation

Everything we do is driven by the audience



Changing places

Moved into Corporation Street in 1958

Moved to Coventry Canal Basin in 2012

Proud to be in Coventry - another myth is that we have moved to Birmingham



Reach

THE DIGITAL LANDSCAPE

Reach

An aerial photograph of a city, likely Birmingham, serves as the background. The image is dark and grainy, with a city grid and green spaces visible. Overlaid on this is large, bold text. The top line is in white, the middle line is in large yellow letters, and the bottom line is in white.

EVERY MONTH WE SERVE OVER
22MILLION
AD IMPRESSIONS IN WARWICKSHIRE

Source: Google Analytics | TM Network | Apr 2018

Reach

WE REACH MORE THAN
170,000
USERS IN ROYAL LEAMINGTON
SPA & WARWICK ON OUR
NETWORK


**Top 10 Interests | Users On Our
Network From Leamington Spa**

Monthly Users

TV Lovers	25,077
Entertainment & Celebrity News Junkies	23,500
30 Minute Chefs	18,928
Value Shoppers	17,307
Travel Buffs	16,696
Book Lovers	16,443
Pet Lovers	13,688
Music Lovers	13,683
Sports & Fitness/Sports Fans	12,430
Sports & Fitness/Health & Fitness Buffs	12,244
TV Lovers	25,077
Entertainment & Celebrity News Junkies	23,500
30 Minute Chefs	18,928
Value Shoppers	17,307
Travel Buffs	16,696
Book Lovers	16,443

Source: Google Analytics | TM Network | Apr
2018 | Royal Leamington Spa & warwick

Reach

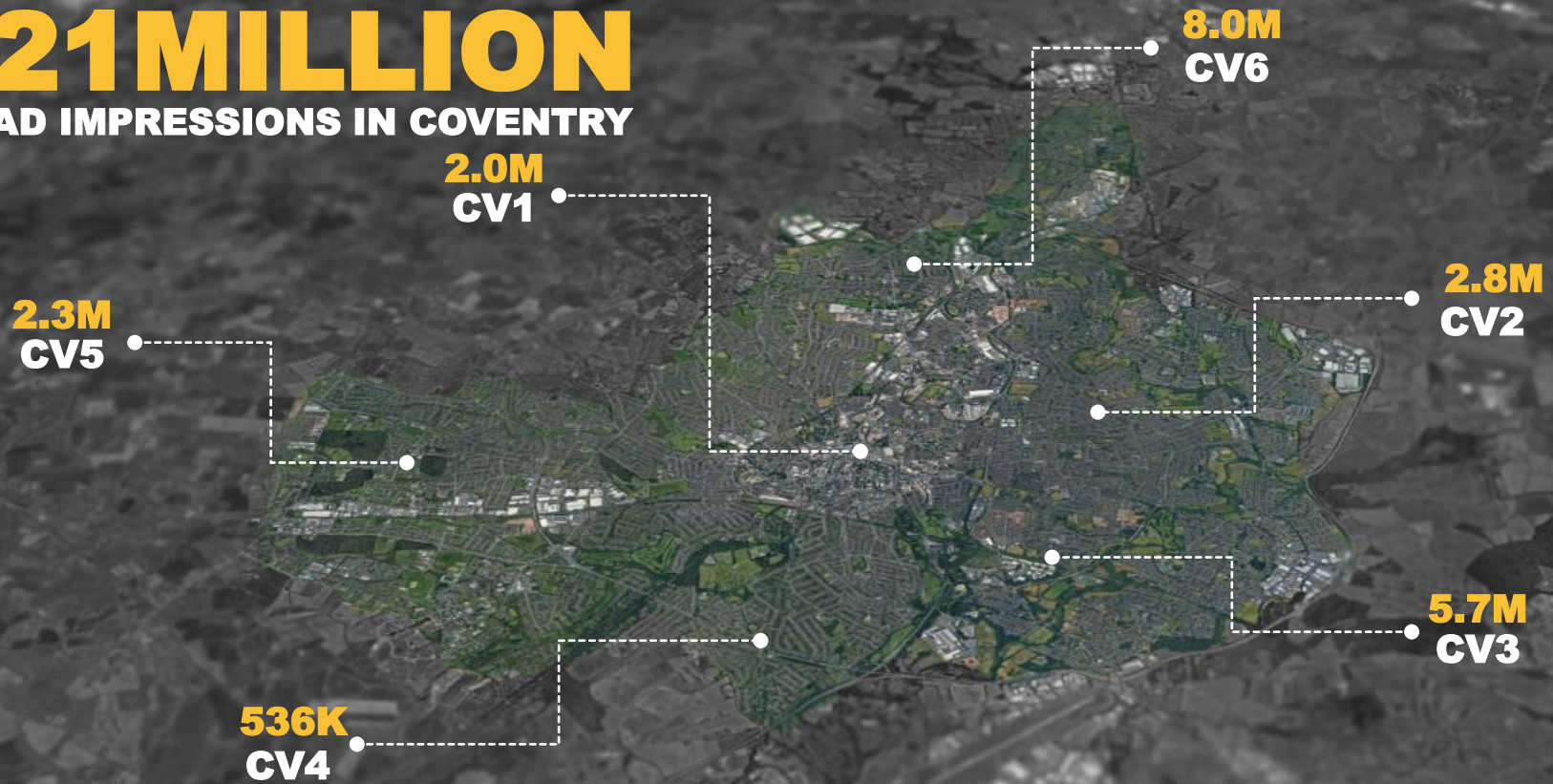


Postcode	Average Monthly Ad Impressions	Postcode	Average Monthly Ad Impressions
B46	350,209	CV32	1,429,018
B49	69,448	CV34	756,505
B50	19,753	CV35	1,596,586
B76	667,312	CV36	50,735
B78	214,831	CV37	1,160,282
B79	794,270	CV4	536,674
B80	73,723	CV7	343,848
B95	172,224	CV8	416,968
CV10	3,217,451	CV9	279,475
CV11	995,824	GL56	237,178
CV12	637,947	LE10	2,823,327
CV21	1,128,021	NN11	488,322
CV22	553,544	OX15	146,942
CV23	128,834	OX17	127,373
CV31	584,214	WR11	1,815,862
B46	350,209	CV32	1,429,018

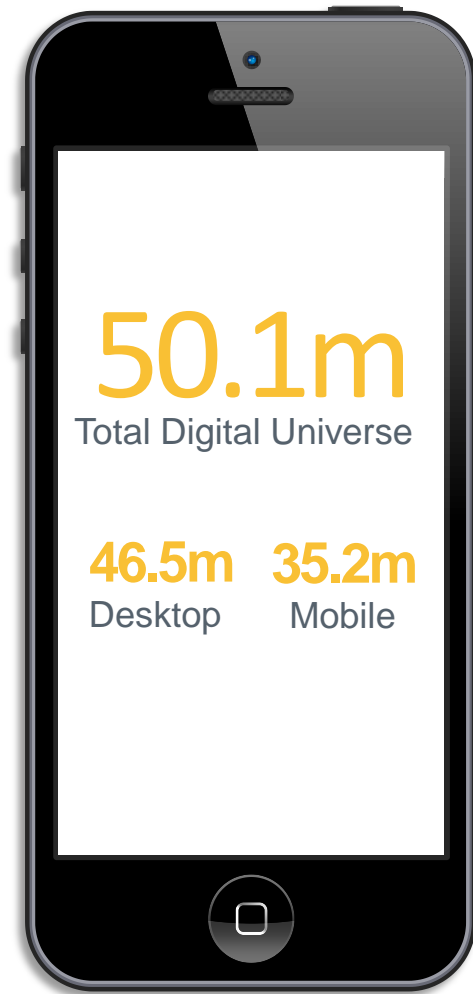
Source: Google Analytics | TM Network | Apr 2018

Reach

EVERY MONTH WE SERVE OVER
21 MILLION
AD IMPRESSIONS IN COVENTRY



TOTAL UK DIGITAL AUDIENCE



Source: comScore MMX Multi-Platform, May (April data) 2016, UK, PC 6+ and Mobile 18+ *MMX MP includes PC browsing, PC video

apps.

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TIME SPENT
WITH DIGITAL
MEDIA TO
GROW

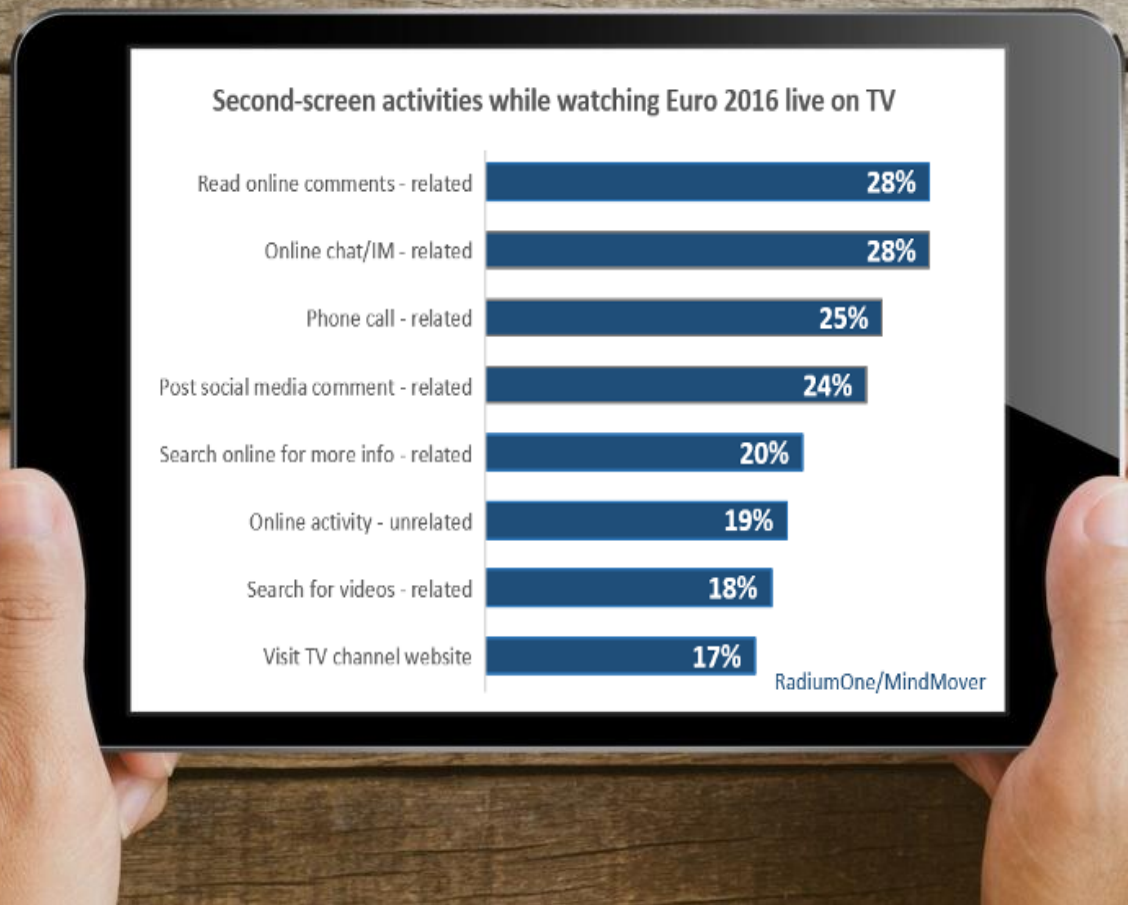
18%

BY 2018 END

59%

ONLINE
USERS
WATCHED
THE
OLYMPICS
AND USED A
SMARTPHONE
SIMULTANEOUSL
Y

‘SECOND SCREEN FEST’.



Source: Econnsultancy – May 2016

82% OF CONSUMERS SWITCH DEVICES DURING TASKS



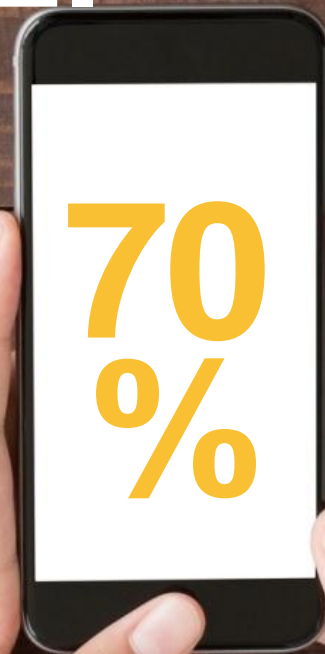
AVERAGE ATTENTION SPANS.



Source: Microsoft Consumer Study 2014

Reach

**70% OF ALL SEARCH
IS NOW MOBILE.**



Reach

MEDIA USAGE ACROSS DAY.

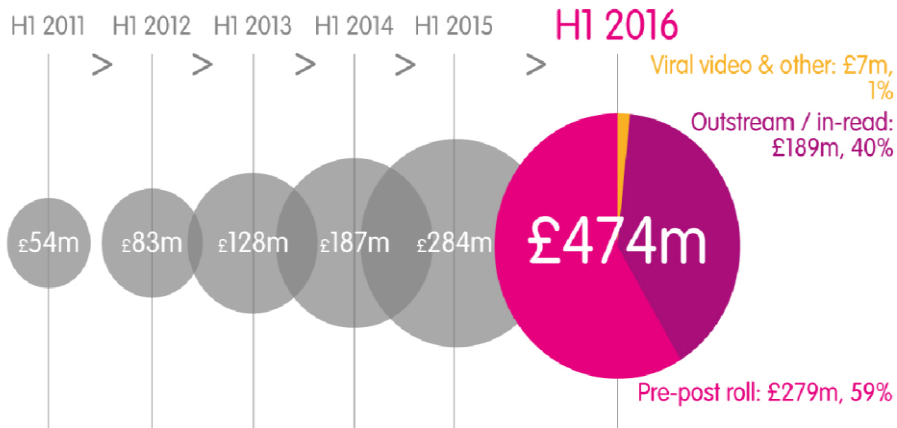


UK DIGITAL ADVERTISING: 58% OF TOTAL MARKET

Source: WARC Feb 2018

Reach

VIDEO UP £190m YR/YR



Source: IAB / PwC Digital Ad Spend H1 2016

Reach

DIGITAL PUBLISHING



Reach

WHY ARE WE CHANGING



AD VIEWABILITY OF
PREMIUM FORMATS

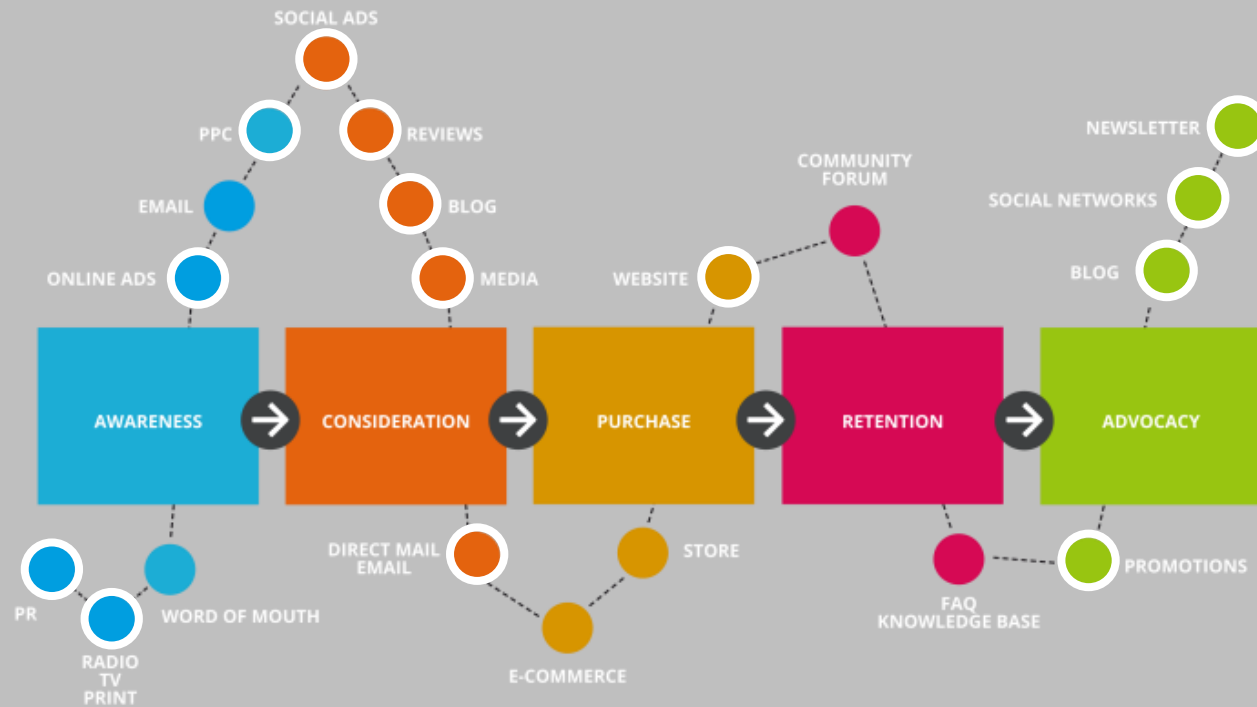
74%
INCREASE

AD VIEWABILITY OF
STANDARD FORMAT

56%
INCREASE

Reach

THE CUSTOMER JOURNEY



OUR PORTFOLIO

Reach



Commercial products that put businesses directly in front of prospective customers



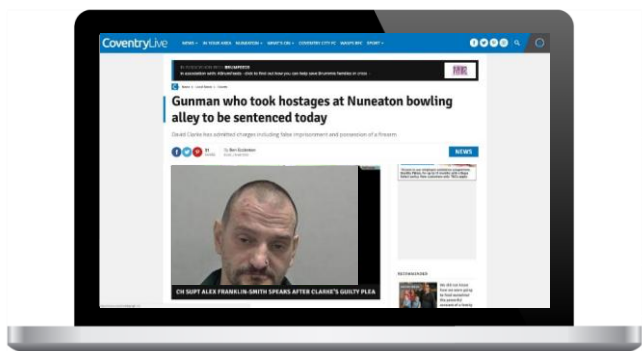
OUR PORTFOLIO



Reach

Covering live news

On the afternoon of Sunday October 22 2017 a man armed with a gun took hostages at a Nuneaton bowling alley.



430,000

Our Live blog recorded the events as they unfolded and registered 430,000 page views.



We also did two Facebook Lives from the scene. Our initial Facebook post reached 126,000 people.

126,000

It was the biggest audience day in the website's history...



691,505

Desktop/Mobile page views



126,222

App views



79,740

Video Initiates



324,000

Uniques

Total: 871,727

In total, 40% of the local adult population went to our site that day. We usually reach 31% across the course of the week.

Reach

CASE STUDY

GWR

Campaign Objectives

- Consistently inspire new & existing customers
- Generate heightened brand awareness
- Increase customer loyalty

The Campaign

Fully integrated media campaign enabled an extensive audience to nominate their local heroes from across the West Country to be acclaimed as one of the 100 Great Westerners and potentially, have one of GWR's new fleet of locomotives named in their honour.

Reach



CASE STUDY

GWR

“The mix of **compelling** editorial and advertising really **resonates** with your reader and is paying dividends for us, particularly around key **community** messaging across the region”

Dan Panes

Head of Communications | GWR

The Results

- 2.2M+** Impressions
- 13K+** Clicks
- 6k+** Hours Exposure Time
- 60+** Editorial Stories
- 950+** Local Hero Nominations



Reach

THANK YOU

Reach



#ChampsMay

Terry Spall

Commercial Director
MIRA Technology Park



COVENTRY & WARWICKSHIRE
CHAMPIONS

coventry-warwickshire.co.uk

@MIRAEngineering



MIRA Technology Park

East and West Midlands.....

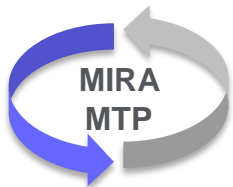
Terry Spall
Commercial Director

May 29, 2018

© HORIBA MIRA Ltd. 2016



MIRA Technology Park – Key Achievements



38
tenant companies



**A5 and Power
Improvements**



11 new buildings



**Growing Global
Reputation –
Automotive
Technology Cluster**



Ranked in top 3



£9.5M Grant



First Senior Royal visit



**THE QUEEN'S AWARDS
FOR ENTERPRISE:
INTERNATIONAL TRADE
2018**



Is this the 3rd Revolution of the Automotive Sector?



1st Assembly Line Manufacture



2nd Low Carbon Technologies



3rd Connectivity & Autonomy

Significant increase in vehicle complexity

40%

Portion of Vehicle Architecture comprising
Electrical and Electronic components



50-100

Typical Number of Micro
Processors in Modern Vehicles



**Artificial
Intelligence**
Required for Unbounded Autonomy

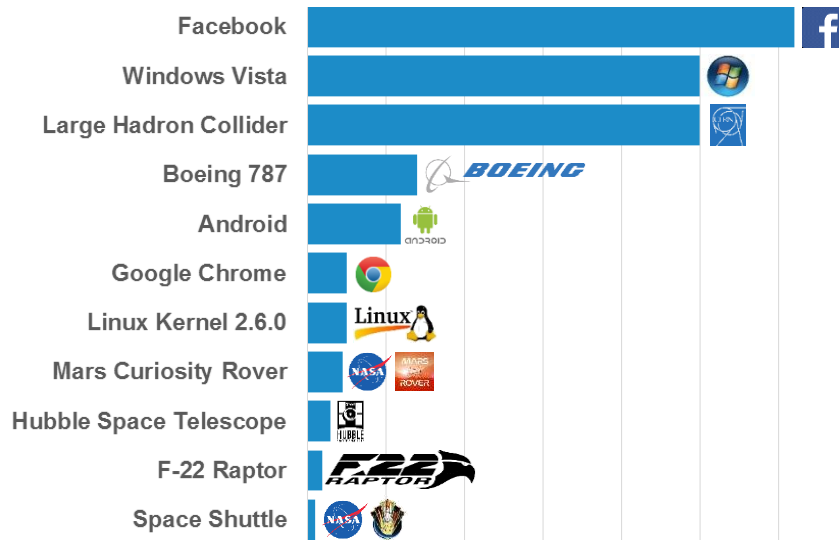


100 Million

Lines of Code in Complex Vehicles & Growing

Mindboggling Software Complexity

Software Size (million Lines of Code)



1-3

Defects per 1,000 lines of well written code in embedded software



HORIBA MIRA: Key facts

Est.
1946

620+
global staff

40
major
facilities

35+
companies
on site

MIRA
Technology Park
Europe's leading automotive
technology cluster

University
partnerships

Offices in
UK
Europe
Asia
Americas

Developing
CAV
VRES
Cybersecurity

Centre of excellence in
transport R&D

62 mile
(100km)
proving
ground

We are a global-leader in engineering, research and product testing and provide a location for transport R&D



**Vehicle Engineering
Consultancy**



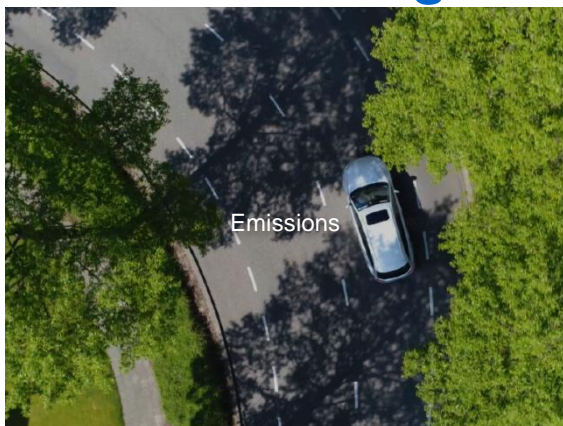
**Test Engineering
Services**



Technology Park

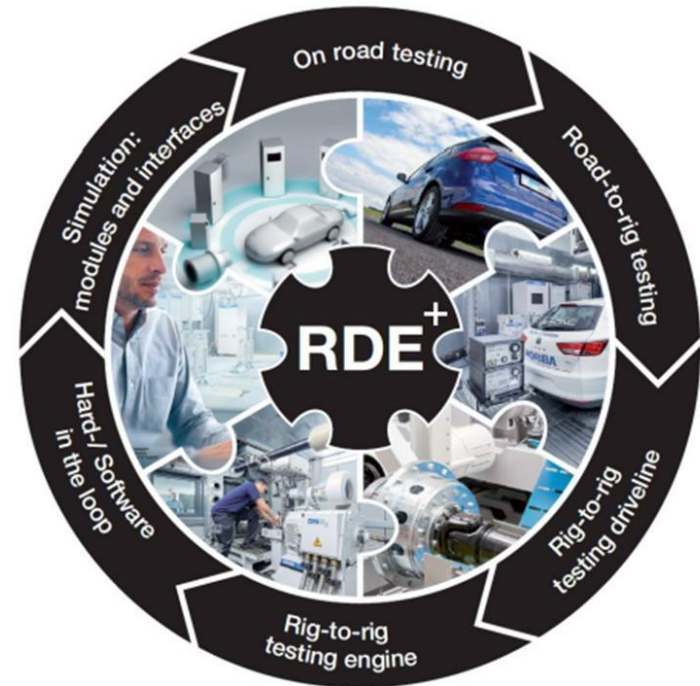
Strategic Themes

“Enabling safe, secure and sustainable vehicles”



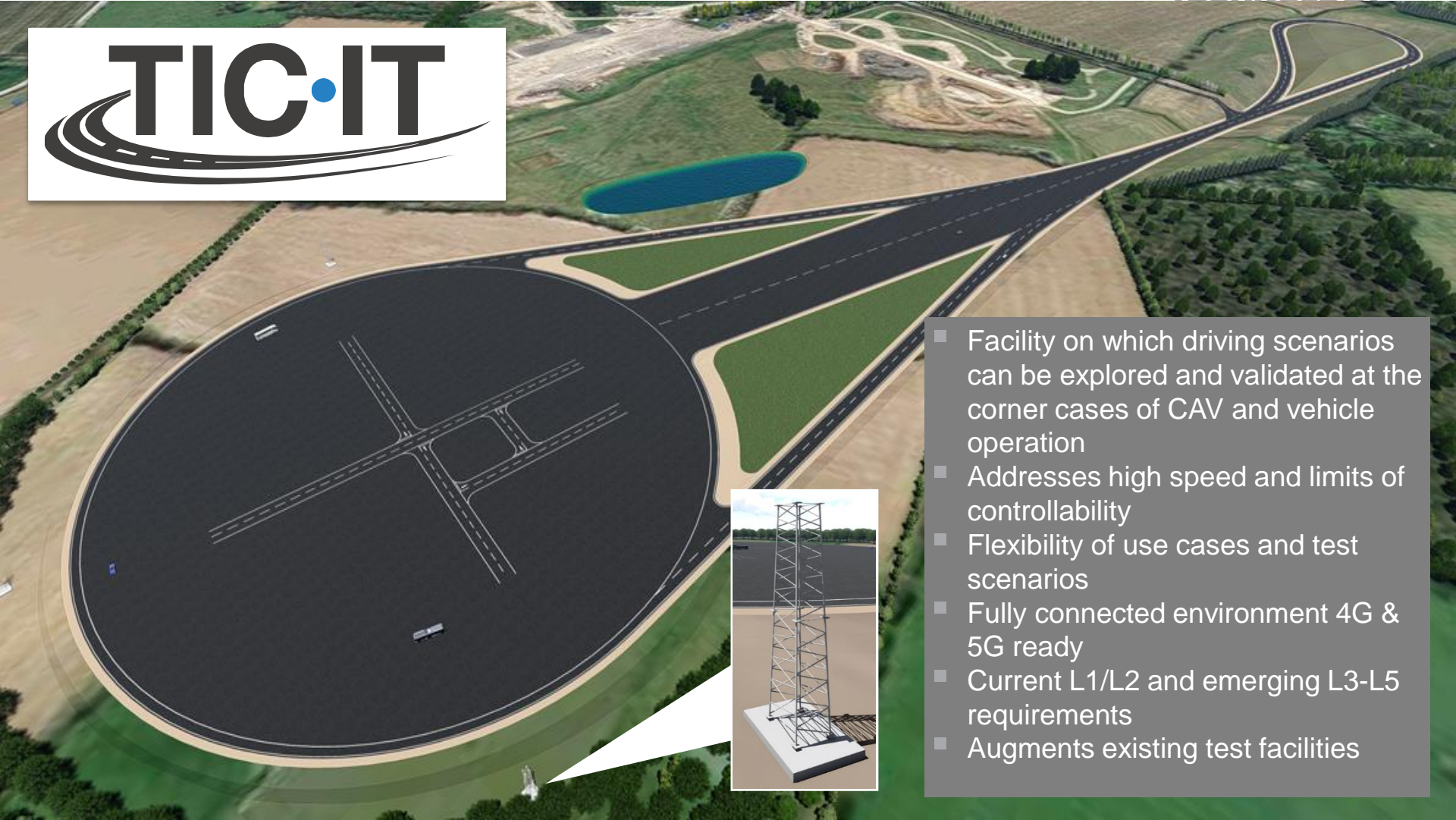
Test Systems : Testing Services : Engineering Consultancy

World Class Emissions Testing Capability



Advanced Battery Development Suite (opened May 2018)





- Facility on which driving scenarios can be explored and validated at the corner cases of CAV and vehicle operation
- Addresses high speed and limits of controllability
- Flexibility of use cases and test scenarios
- Fully connected environment 4G & 5G ready
- Current L1/L2 and emerging L3-L5 requirements
- Augments existing test facilities

Investment in Vehicle Resilience

VEHICLE RESILIENCE

“Ability to design vehicle systems to overcome identified hazards”

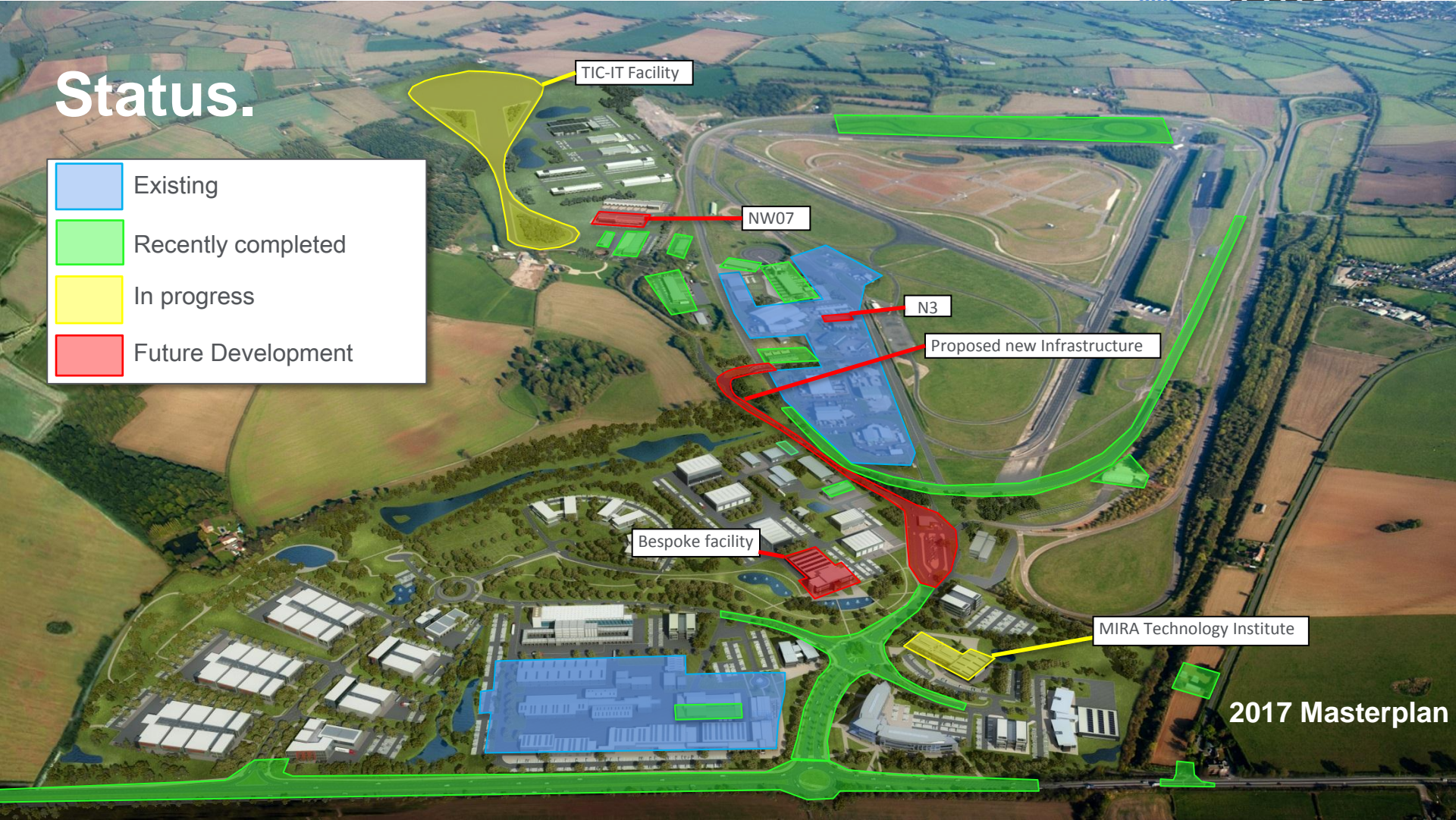




A Growing Automotive Cluster...



Status.



2017 Masterplan

MIRA Technology Institute



*“Our vision is to be a **global centre of excellence** where industry leaders, engineers, technicians and business professionals come to **develop industry essential skills**, key to fuelling their career ambitions and their employers business success.”*

Centre of excellence for
transport Skills
Development

Opens
2018

£9.5m
initial
funding

15
training
rooms

3
workshops

Industry led
course content

PhDs

Masters

Bachelor's
Degrees

Higher Level Apprenticeships

Advanced Apprenticeships & BTEC

Bespoke
and non-
accredited
courses &
sessions

Funded by



Delivery Partners



North Warwickshire
& Hinckley College



Loughborough
University



UNIVERSITY OF
LEICESTER

MIRA Technology Institute – Employer Engagement Event



26th June 2018

- A Chance to learn more about MIRA Technology Institute and how it can benefit your company by delivering a highly skilled and forward-thinking workforce.
- Limited places available - Contact lisa.bingley@horiba-mira.com to register

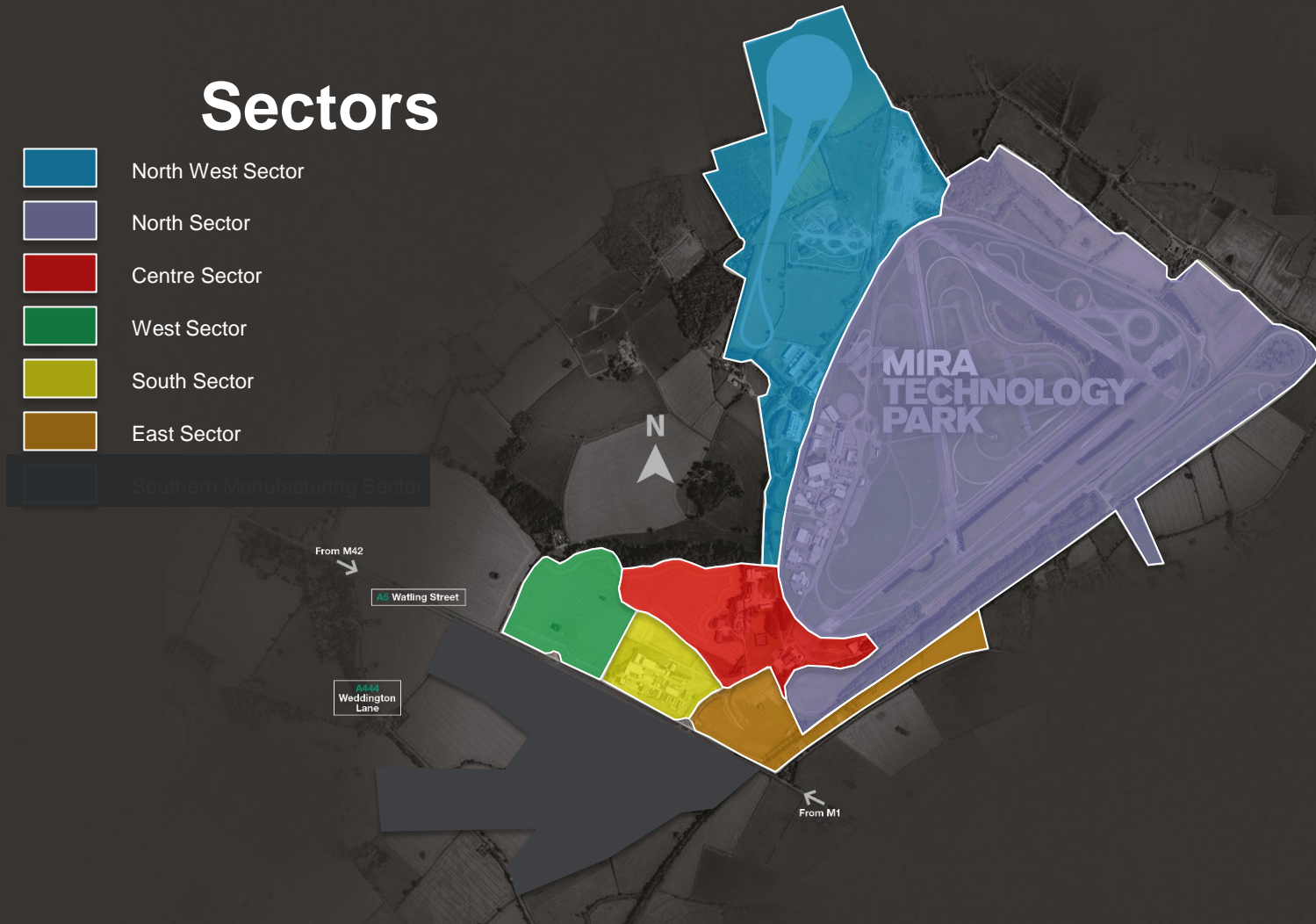
Agenda

- **8:00 - 8:30am** : Breakfast Networking
- **8:30 - 9:00am** : Welcome from Marion Plant, CEO & Principal North Warwickshire and South Leicestershire College and Terry Spall, Commercial Director of MIRA Technology Park
- **9:00 - 10:00am** : An introduction to MTI - The benefits to you as a business
- **10:00am** : Q&A
- **10:30 - 11:00am** - Networking and Information

Sectors

- North West Sector
- North Sector
- Centre Sector
- West Sector
- South Sector
- East Sector

Southern Manufacturing Sector





Prime Land. Prime Automotive Location. Prime Opportunity.

The Southern Manufacturing Sector is a prime development site which is an extension to the world-renowned MIRA Technology Park automotive technology cluster.

In the heart of the UK's automotive industry and part of Europe's largest leading transport technology park, the Southern Manufacturing Sector (SMS) development site comprises 90 acres of prime employment land strategically located opposite the Technology Park and linking directly to the extensive R&D facilities at HORIBA MIRA.

Capable of providing up to 1.5 million sq ft of major R&D and manufacturing facilities, this self-contained site benefits from direct integration with the world-famous test facilities and R&D resources at the Technology Park, as well as the opportunity to promote an occupier's independent corporate identity.

MIRA Technology Park's unique and market-leading status has already attracted global automotive giants such as Aston Martin, Bentley, Honda, Toyota and Jaguar Land Rover. The site inherits HORIBA MIRA's global automotive profile and benefits from 842 acres of R&D engineering resources, world-class test facilities, skills availability and excellent transport links.

The development land already enjoys the advantages of significant infrastructure improvements, including direct access to the upgraded A5 opposite the main Technology Park entrance and improved transport measures.

The SMS represents a rare opportunity to deliver a bespoke facility for engineering companies, and join the list of global brands to become part of one of Europe's fastest growing automotive R&D clusters.



Strong automotive manufacturing area:
Sub region employs over

15,000

in the manufacture of motor vehicles
- 21% of the UK total



Engineering Professionals

Strong concentration of engineering professionals 20% above the UK average

This is growing 4% greater than the UK average



The Southern Manufacturing Sector (SMS)

MIRA TECHNOLOGY PARK

The Midlands Auto Cluster



4 Driverless Car Trials
Home to many of the UK's driverless vehicle trials, with major auto OEMs including CAV Testbed, UK Automotive, UK CITE, IVMS



40 OEMs
Including: Aston Martin, Lagonda, BMW, Caterpillar, Changan, Detroit Electric, Geely, London Electric Vehicle Company, Jaguar Land Rover, Mecalac, Triumph



CAV Cluster
Part of the UK Government Meridian Connected and Autonomous Vehicle R&D Cluster between London and Coventry



New Energy Vehicles
Major centre for low carbon vehicle and new energy vehicle R&D, testing and manufacturing



1st UK EV Factory
Location of the first purpose-built EV factory at Ansty, near Coventry



£80M UK BIC
Home of the new UK Battery Industrialisation Centre (UK BIC), joining the new National Automotive Innovation Campus (NAIC), major focus of UK auto R&D



Surrounded by beautiful English countryside and within easy reach of major UK cities, it borders Leicestershire and Warwickshire and benefits from convenient and easy connectivity:

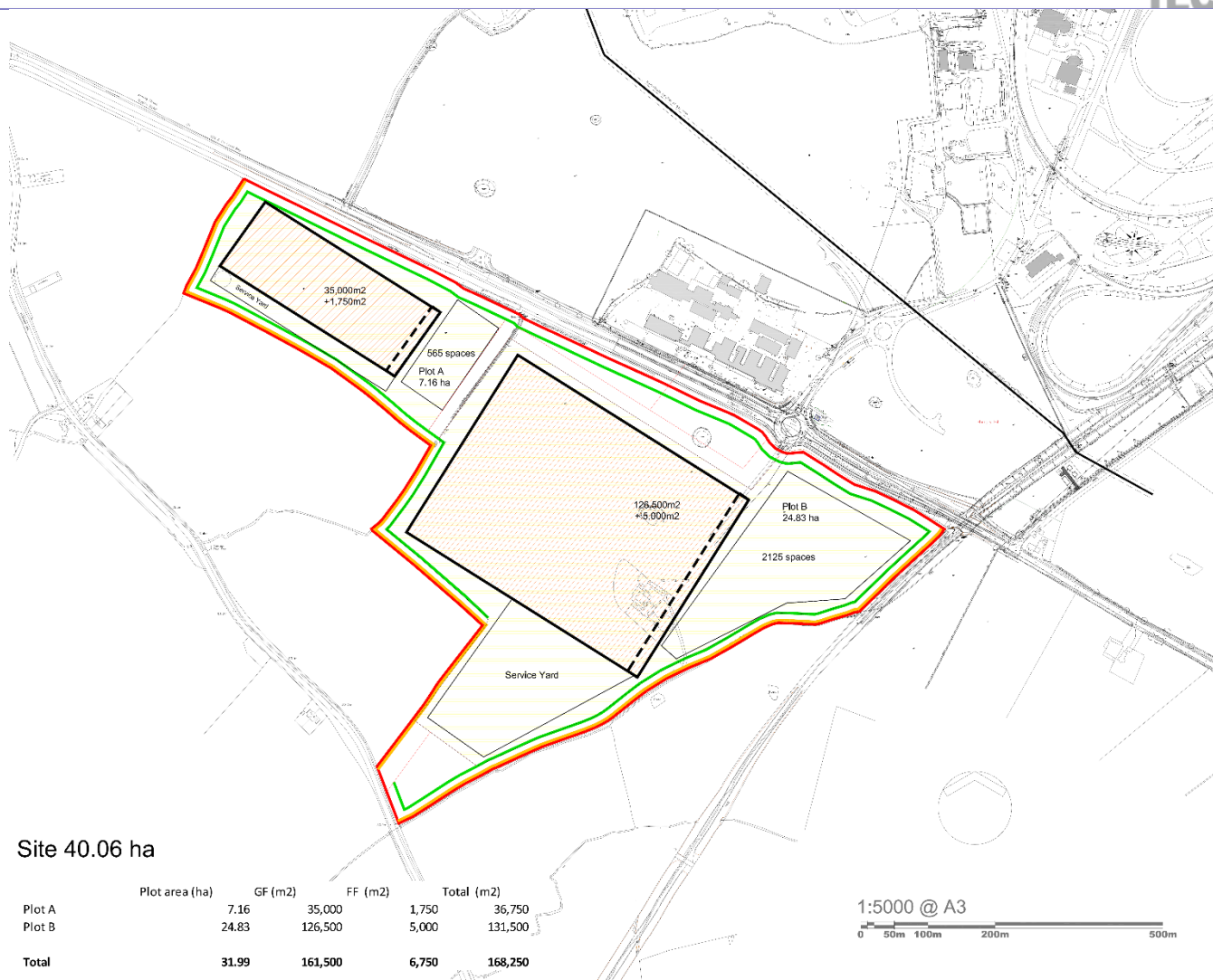
- 30 mins from Birmingham Airport
- One hour commute from London by train
- Local bus networks to surrounding towns and villages

Proposed Development Site – looking South West

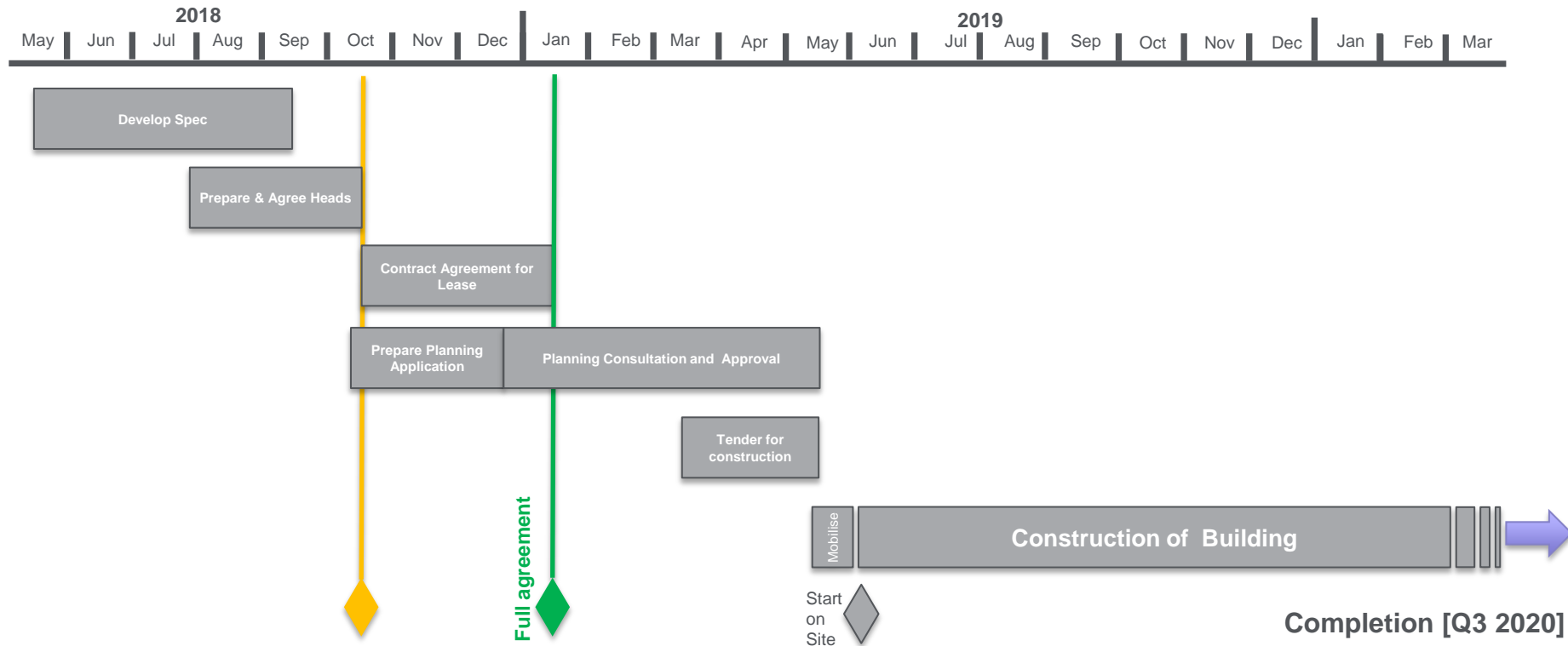


Upgraded A5 Infrastructure Servicing the SMS





Construction and Development Programme



Major Automotive Manufacturing Opportunity

- *92 acre serviced site*
- *Manufacturing facilities from 250,000-1.5m sqft*
- *Integration with Europe's largest automotive sector technology cluster*
- *Access to world class skills and R+D facilities*
- *Excellent transport links*



www.miratechnologypark.com

#ChampsMay

Adam Dent

Managing Director
Advent Communications



#ChampsMay



Coventry & Warwickshire
Local **Enterprise** Partnership

#ChampsMay

BBC
MUSIC

THE BIGGEST WEEKEND

FOUR NATIONS. FOUR LOCATIONS. ONE AMAZING WEEKEND

LIAM
GALLAGHER
STEREOPHONICS
PALOMA
FAITH

UB40 FEATURING ALI, ASTRO & MICKEY

BILLY OCEAN
SNOW PATROL
THE SELECTER
JAMIE CULLUM

SUNDAY 27TH MAY

NIGEL
KENNEDY



WITH THE
BBC CONCERT
ORCHESTRA

MILOŠ
ELIZA CARTHY
& THE WAYWARD BAND
GOGO PENGUIN
ANGELIQUE KIDJO

MONDAY 28TH MAY

STAGE 2

TURIN BRAKES THE WANDERING HEARTS
JALEN N'GONDA CATHERINE MCGRATH
TEN TONNES NIKHIL JOE DOLMAN

JAGUAR LAND ROVER BAND
DINOSAUR JON BODEN
DORCHA JK

WAR MEMORIAL PARK, COVENTRY

BBC
RADIO

2

BBC.CO.UK/BIGGESTWEEKEND

BBC
RADIO

3

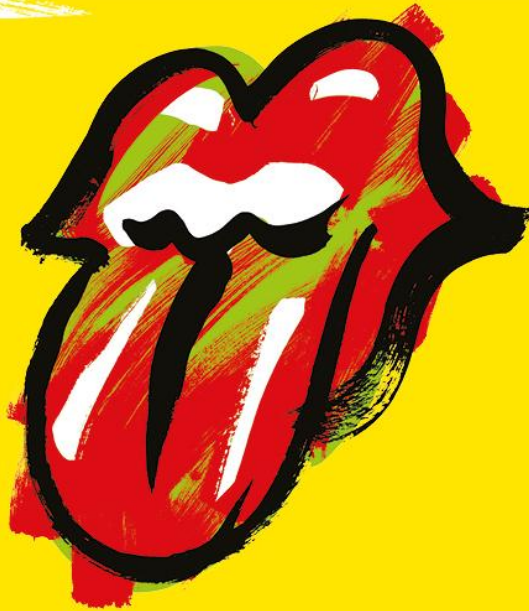
BBC
MUSIC

THE BIGGEST WEEKEND

25TH-28TH MAY 2018

FOUR NATIONS. FOUR LOCATIONS.
ONE AMAZING WEEKEND.

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+ The Specials**

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PRESENTS



#ChampsMay



MOTO
FEST

**RISING
GLOBAL
PEACE
FORUM**

RISING Britain

Foreign Policy after Brexit

14 June 2018, 12:00-15:00 | Coventry, St. Mary's Guildhall



Special guest speaker

Rt Hon Michael Portillo

British broadcaster and
former Cabinet Minister



New Champions

#ChampsMay



CityFibre



Our next Champions event

The next Coventry &
Warwickshire Champions
meeting will take place on:

Wednesday, 4th July 2018

Venue: Warwick Hall,
Warwick School



COVENTRY & WARWICKSHIRE
CHAMPIONS

coventry-warwickshire.co.uk