

@CWCHAMPIONS

Coventry and Warwickshire

Champions



Adam Dent, Advent Communications



Chris Reynolds, Amadeus/Riverside



Coventry and Warwickshire

Champions



Stephanie Kerr, BID Leamington

Sarah Horne, Sarah Horne Flower

Royal
Leamington
Spa

Taking RLS to RHS Chelsea in 2014





Stephanie Kerr

Executive Director
BID Leamington

Sarah Horne

Sarah Horne
Flowers

Programme

1. INTRODUCTION
2. HISTORY OF BID LEAMINGTON
3. WHAT WE DELIVER ...
4. RHS CHELSEA - MAY 2014
5. Q & A SESSION



What is a BID?

- Business Improvement District (BID)
- Business led partnership
- Addresses local needs
- Independent from Councils
- Established by ballot – 2008
- Renewed by ballot in 2013
- Funded by local businesses
- 400 businesses included
- Core income of £300,000
- At least 20% additional income



“They are about the innovative interpretation of local business needs...”

What We Deliver



The RLS Story & Bigger Picture

Joined & Accessible

Proud to be
Different

The Power of Posh



Royal Leamington Spa
A sublime regal experience...

The Royal Leamington Spa Brand



"We must be clear about why we are unique and communicate it powerfully"

The Delivery Plan

Project Delivery Expenditure

- 39% Marketing & Promotion
- 24% Events
- 10% Hanging Baskets
- 11% Christmas Lights
- 9% Discover & The 'Welcome'
- 7% Monitor, Report, Influence



Tapping into the town's DNA, our aim is to enhance the RLS 'Experience'

Food & Drink Festival



*Attracting over 25,000 visitors in 2 days
One of the top 10 in the UK - Daily Telegraphy 2013*



Looking to
RHS Chelsea

LEAMINGTON SPA



RHS Chelsea - May 2014



*Royal Leamington Spa
The Garden Town of Shakespeareland*

RHS Chelsea - May 2014



Taking inspiration from the town



From the ground up



The Regency Arbour - Our Legacy



Hand made & coming back to the town



Indulgence at the Aviary Café



The Hot-House in Jephson Garden



The Banks of the River Leam

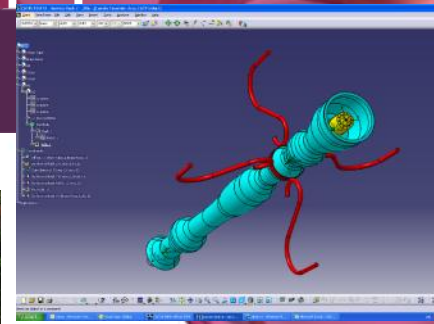


Love on the Lake - Table & Chairs

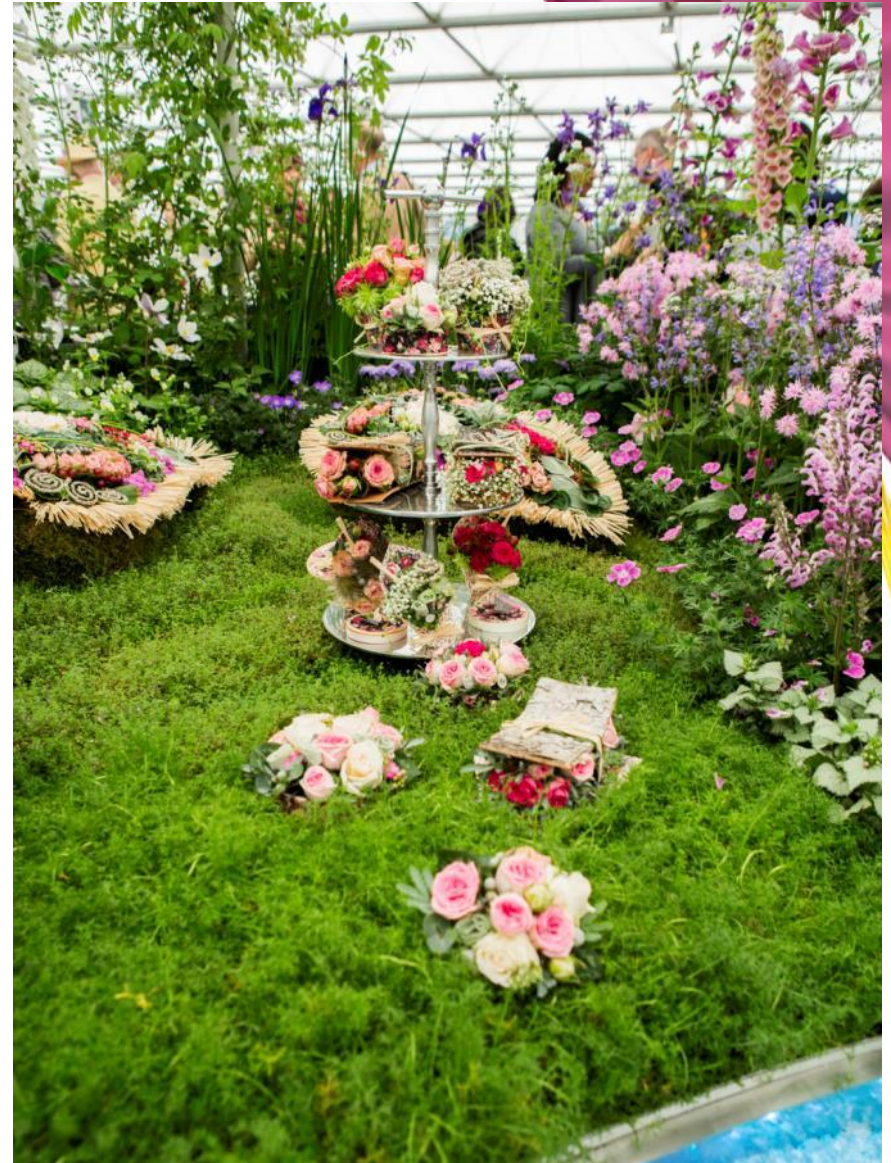




Candelabra Water feature



A Floral Picnic in the Park



The Three Elephants of ...





The Impact

- RHS Chelsea Silver Medal
- **£65,000** financial & In-kind support from 80 businesses
- EAV **£80,000** TV Coverage (18min) over 4 channels
- EAV upward of **£150K**
- At least 15min on Radio
- Exhibit Document - **8000 copies**
- **Engaged the community** 'blooming buddies'



Special Features & What's Next

- **Community funded** and hugely ambitious
- A wonderful **showcase of the town, the wider region and supporting partners**
- It is the **most prestigious flower show in the world**
- **Unique** & taps into the **floral DNA** of the town
- It is **timely – anniversaries & energy ...**
- It has a strong **legacy ...**
 - **Bringing it home ..** Work in progress
 - **Celebration event - 2014**
 - **Flower festival – 2015**
- **Collaboration – the heart of this project ...**

www.bloomingleamington.com



THANK YOU's ... we have a lot!



Over 80 businesses from across the region

OUR CHALLENGE ...

To find another business with another ambitious idea - that we can work together with to help make fly!

'The Road to RHS Chelsea' Film in production

Questions?

Royal LEAMINGTON Spa



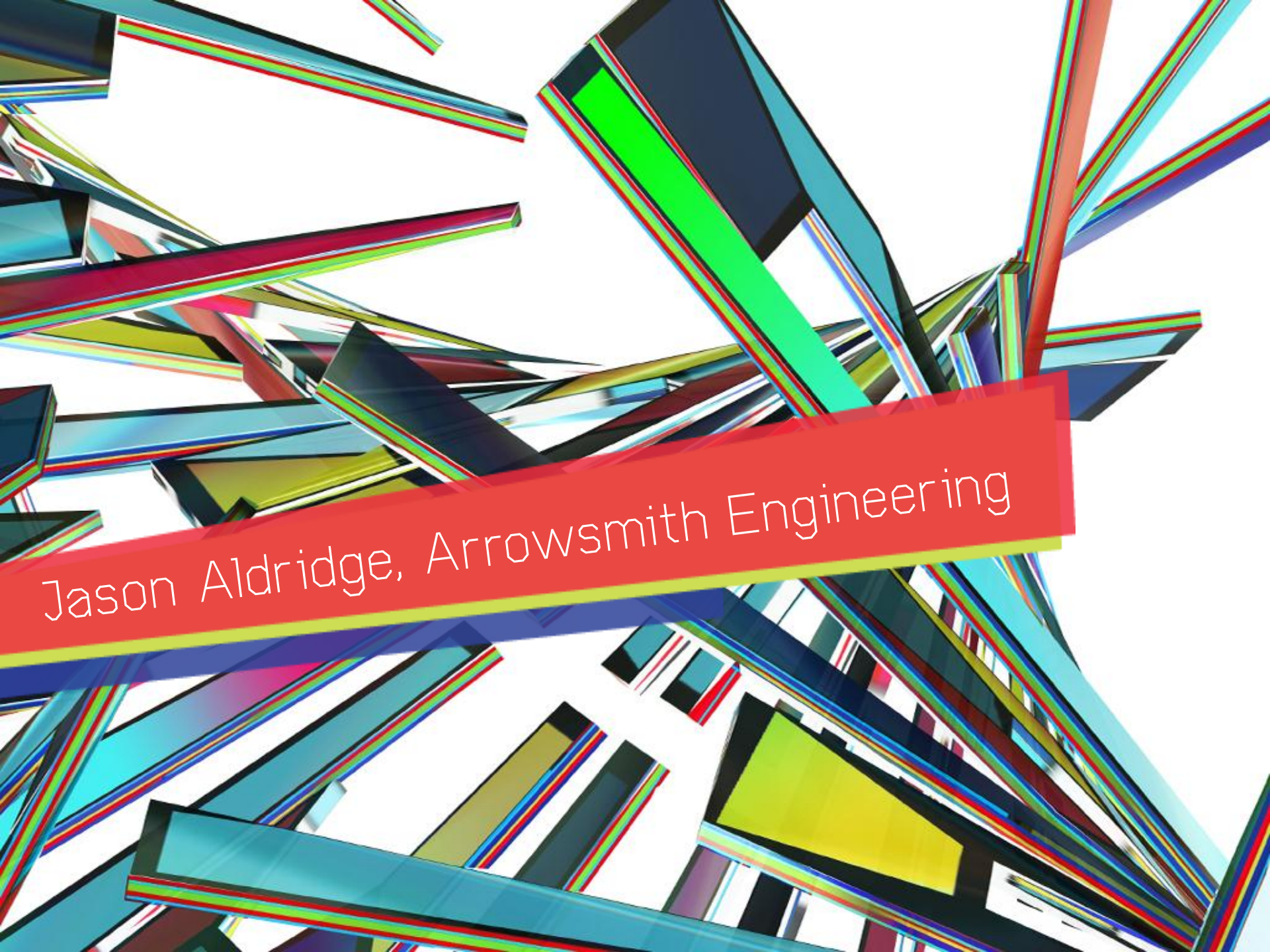


The End
Thank you for
your time

The background features a complex, abstract composition of overlapping, multi-colored geometric shapes and lines. The colors include shades of red, blue, green, yellow, and black, creating a sense of depth and movement. The shapes are primarily rectangular and triangular, some appearing as if they are layered or stacked, while others are thin, sharp lines that intersect and cross each other. The overall effect is a dynamic and modern visual style.

Coventry and Warwickshire

Champions



Jason Aldridge, Arrowsmith Engineering



Capability

- AS9100, IS14001, NADCAP
- Multi axis CNC Turning and Milling
- Separate Grinding facility
- NDT, Pressure Testing and Part Marking
- Development, Production and After sales
- Project Management

Business Background

Arrowsmith Engineering Ltd, a privately owned company established in 1967 and commenced working for Rolls Royce Aerospace in 1970. Arrowsmith work solely in the Aerospace sector for tier one customers. A highly skilled workforce including six graduates taken on in the last 3 years Arrowsmith are presently SC21 Bronze level and were awarded the Goodrich Self Sustainment Award in 2012. 2010 the Coventry and Warwickshire 'Small Business of the Year'.



**Integrated supply chain solutions
to the Aerospace industry**

CWAF
Coventry & Warwickshire
Aerospace Forum

Arrowsmith Engineering (Coventry) Limited



**Intergrated supply chain solutions
to the Aerospace industry**



13 companies in the supply chain with a turnover equating to over £100m

The group help, work and collaborate with each other.

Examples - Farnborough, NATEP, MTC



Arrowsmith Engineering (Coventry) Limited



How important is the aerospace sector within the national picture?

- *Very few World Class industries in UK.....*
- *UK is the 2nd biggest Aerospace industry in the world*
- *R-R future order book is 71.6bn*
- *Industry growth worldwide – double size by 2025*
- *45,000 employed in the midlands, 2014 predicts 5% growth and 4% employment*





CWAFF
Coventry & Warwickshire
Aerospace Forum

**Intergrated supply chain solutions
to the Aerospace industry**



INDUSTRIES



ARROWSMITH

Arrowsmith Engineering (Coventry) Ltd

AES

Assembled Electronic Solutions

Bodycote



Harris RCS

Precision Engineers

JJ Churchill Ltd

PRECISION ENGINEERING



PowerKut Ltd

Engineering Excellence



PLP

Precision Laser Processing



TECHROSET

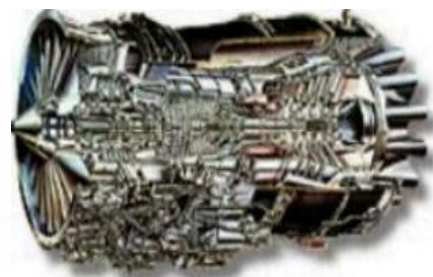


Find us on the
MAA stand
Hall 1



What are the key priorities and major plans on the horizon and how will this impact on the economy in Coventry and Warwickshire

- *Every CWAFF company has seen major growth.*
- *Government is massively promoting and supporting Aerospace*
- *Requirements are demanding and the level of improvements required over the last 2 years has been substantial.*
- *Assist to excel in this area and promote region*





The importance of a combined offer for Coventry and Warwickshire

C&W has an impressive aerospace offering and the opportunity to shine:

- *Prime companies such as Rolls-Royce and Meggitt in the region*
- *A mature supply chain..CWAFA, MAA*
- *Two of the countries seven Catapult Centres. MTC and WMG*
- *Two top Universities. Warwick and Coventry*
- *Two supportive councils*
- *Excellent colleges and innovative new training centres – UTC at WMG*



4th generation engineers, abundance of local machinists and a history to be relished.....

Sir Frank Whittle

The background features a complex, abstract composition of overlapping, multi-colored geometric shapes and lines. The colors include shades of red, blue, green, yellow, and black, creating a sense of depth and movement. The shapes are primarily rectangular and triangular, some appearing as if they are layered or stacked, while others are thin, sharp lines that intersect and diverge. The overall effect is a dynamic, three-dimensional structure that resembles a modern architectural design or a digital data visualization.

Coventry and Warwickshire

Champions

The image features a complex, abstract composition of overlapping, semi-transparent geometric shapes in various colors including blue, cyan, yellow, red, and green. These shapes are arranged in a way that creates a sense of depth and movement, with some elements appearing to recede into the background while others come forward. A prominent red banner, tilted diagonally, is positioned across the middle-right section of the image. On this banner, the name "Simon Lycett" is written in a clean, white, sans-serif font. The overall aesthetic is modern and dynamic, with a focus on vibrant colors and sharp lines.

Simon Lycett

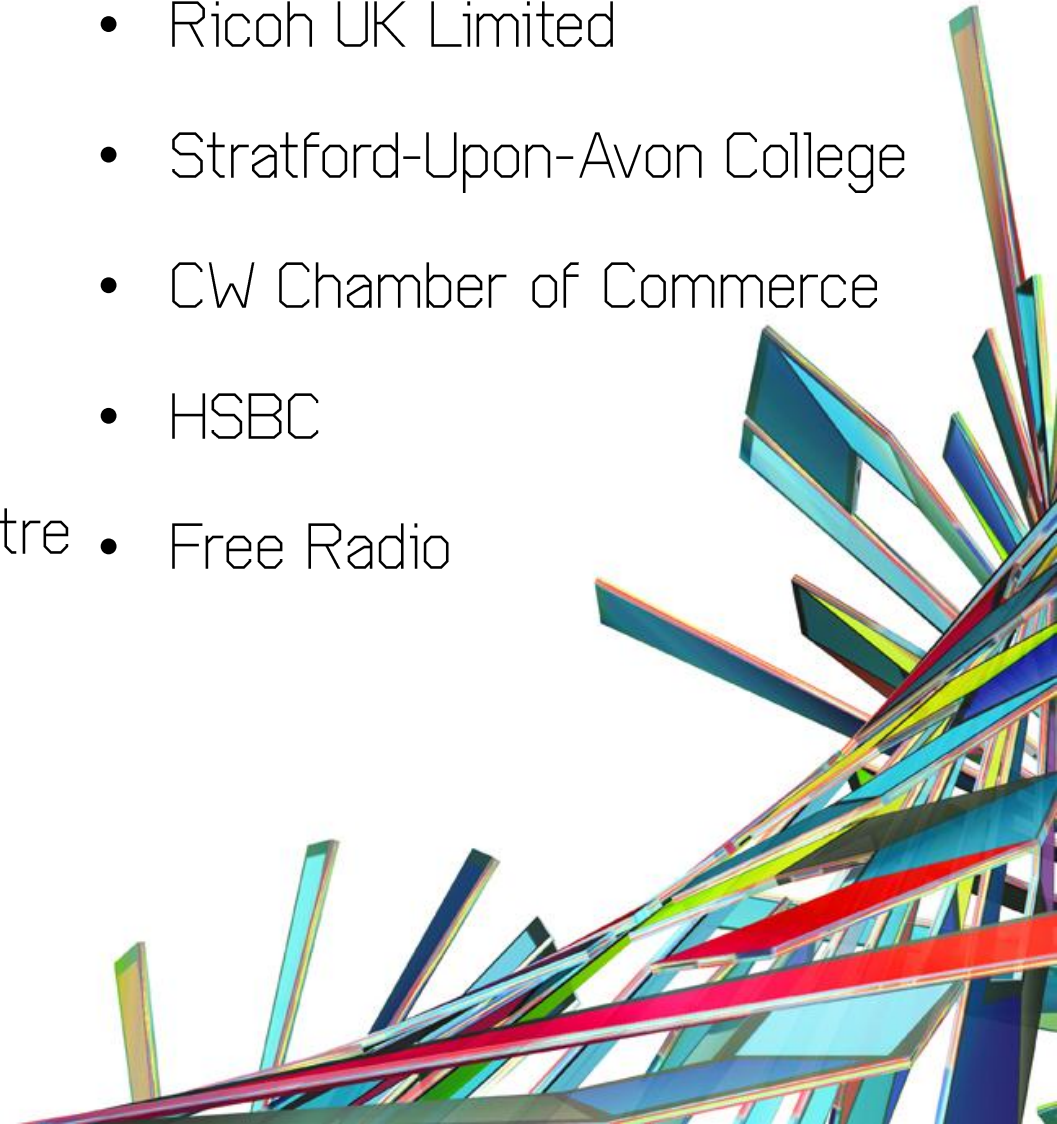


Coventry and Warwickshire

Champions

Coventry and Warwickshire Champions

- Amadeus
- Handelsbanken
- Prime Chartered Accountants
- Riverside Conference Centre
- Severn Trent
- The Jade Studio
- Ricoh UK Limited
- Stratford-Upon-Avon College
- CW Chamber of Commerce
- HSBC
- Free Radio



Coventry and Warwickshire Champions

Wednesday 24th September 2014

7.45 – 9.30am

www.coventry-warwickshire.co.uk





@CWCHAMPIONS

www.coventry-warwickshire.co.uk





Coventry and Warwickshire

Champions