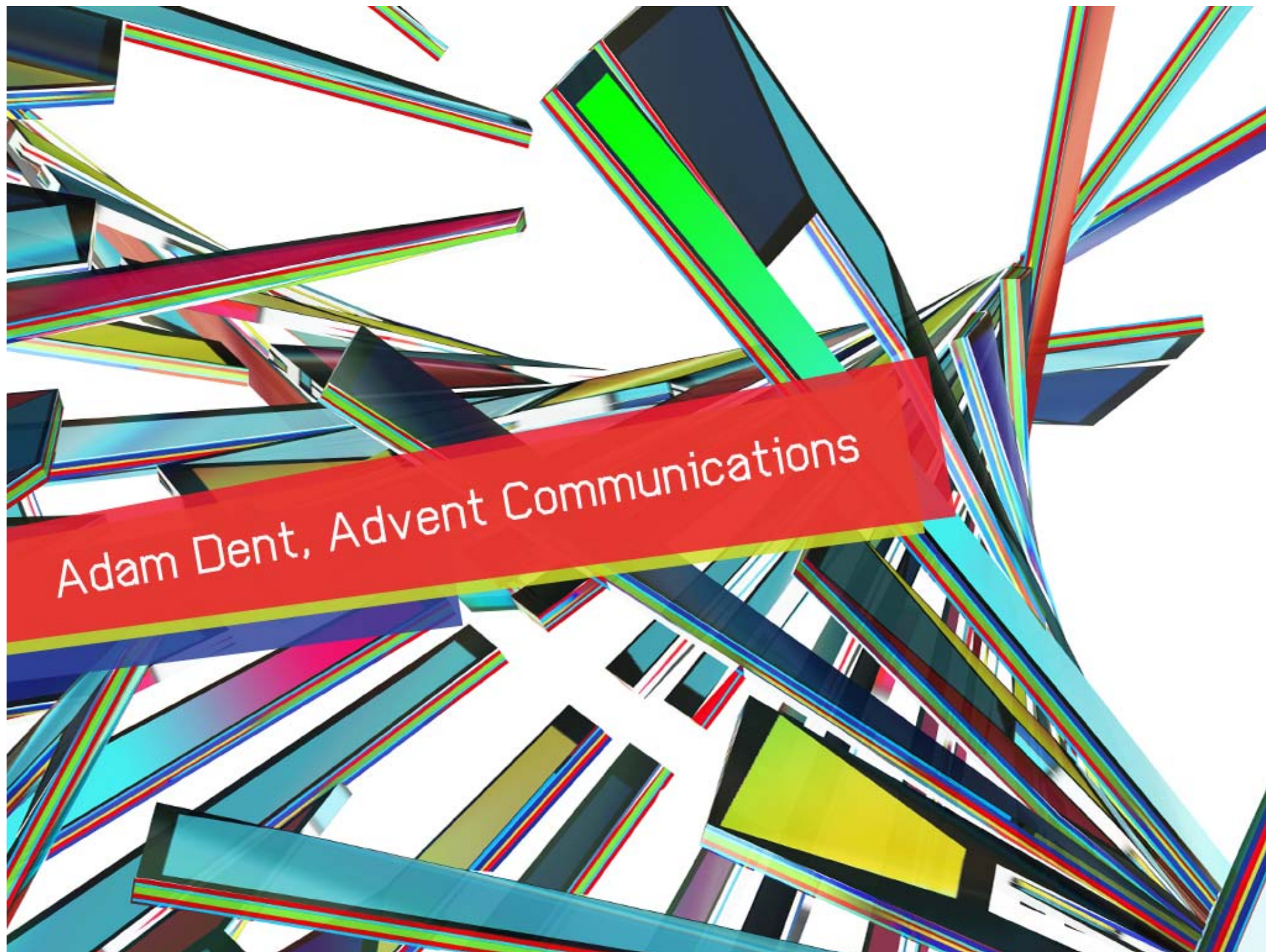




Coventry and Warwickshire

Champions





Adam Dent, Advent Communications





Coventry and Warwickshire

Champions

# Coventry and Warwickshire Champions

21<sup>st</sup> November

23<sup>rd</sup> January

7.45 – 9.30am

[www.coventry-warwickshire.co.uk](http://www.coventry-warwickshire.co.uk)







An abstract geometric composition featuring a dense arrangement of overlapping, translucent planes and lines in various colors including red, blue, yellow, green, and black. The elements are oriented in different directions, creating a sense of depth and movement. A prominent red banner with white text is positioned diagonally across the center-right of the image.

Sara Aspley, RSC







Tony Wray, Severn Trent



SEVERN

TRENT

# Making a difference



# About Severn Trent Water

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- Over 3 million households.
- Humber estuary to Gloucestershire, from South Yorkshire to Mid-Wales.
- We employ 5,000 people directly and many more through the 900 local suppliers with whom we work.
- Lowest average combined water and sewerage bills in England and Wales.
- For about the same price as a litre of milk, we deliver over 300 litres of water a day to the average house – and then take away and clean the sewage.
- Leaders in renewable energy.  
On track to generate 30 per cent by 2015.





# Making the right choices

We are beginning to develop our investment plans for 2015-20.

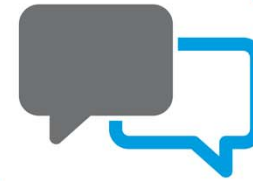
We want to consult with customers and stakeholders in developing our plans.

This consultation will help shape the important choices we need to make about the balance between improvements in services to customers, environmental improvements and keeping bills affordable.

The choices we make will affect us all.



We want to know your views



# Making a difference – our investment

- We have invested £10 billion in the region since 1990
- From 2010-2015 we will be investing £1.3 million a day of capital expenditure
- Our investment goes beyond our core services
- The ripple effect – one person's expenditure is another person's income





# Making a difference – our economic impact

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It isn't only water we pump in to the region...

- We directly employ over 5,000 people – 98% live within the STW region
- £6 million injection in Coventry city centre retail sector
- We help to support 4,000 local businesses
- We have over 900 regional suppliers
- We are investing in the future
- Working to keep your bills down



# Making a difference – environmental and social impact

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Our investment is far from purely financial...

- Public access sites
- Reducing our environmental impact
- Education programme
- Volunteering and community investment
- Being a better neighbour





# The Coventry & Warwickshire story

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A thriving local economy benefits everyone



# Questions

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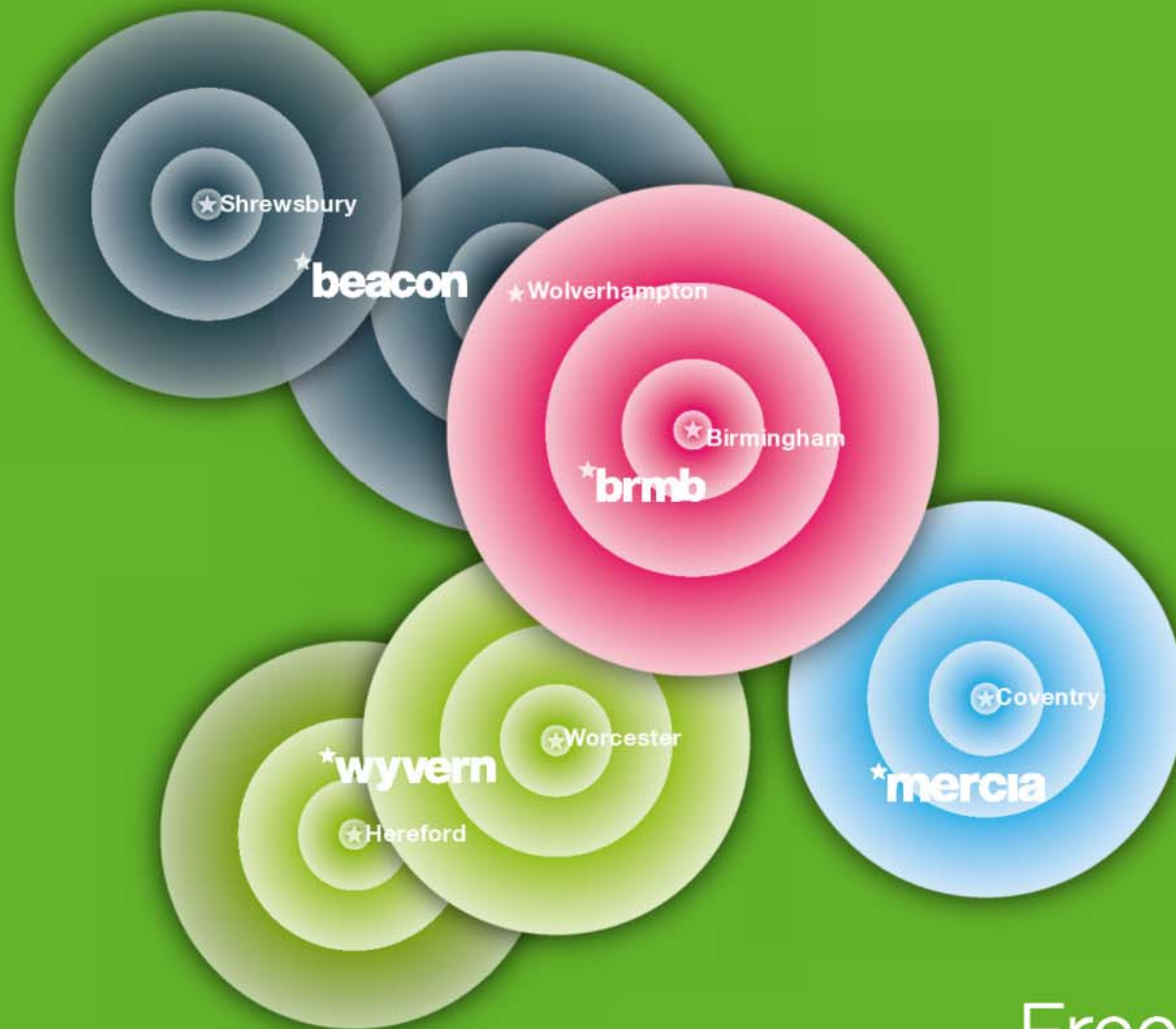




Phil Riley, Orion Media



# Orion West Midlands 2011



★ Broadcast/Transmission Centre

Free radio 



Media has changed since the 70s





# THE CHALLENGE



# Free Radio – what local clients can buy







Primarily a brand name change  
Not a programme change  
Local shows have been retained  
Investing for growth

# WHERE WE SIT



## CAPITAL

Avg. age 29

Want to stand out  
in a crowd

See work as  
career/want to get  
to the top

Like going to trendy  
places



## RADIO 1

Avg. age 33

Male bias

Similar to Capital

Keen sense  
of adventure

Like to listen to new  
bands



## FREE RADIO

Avg age 37

Male/female

Happy with  
standard of living

Love TV

Enjoy a night out  
at the pub



## HEART FM

Avg. age 41

Female bias

Think they are stylish,  
spend lots of  
money on  
cosmetics, toiletries

Reviews major  
influence on  
product decisions



## SMOOTH

Avg. age 52

50+, Retired

Read newspapers

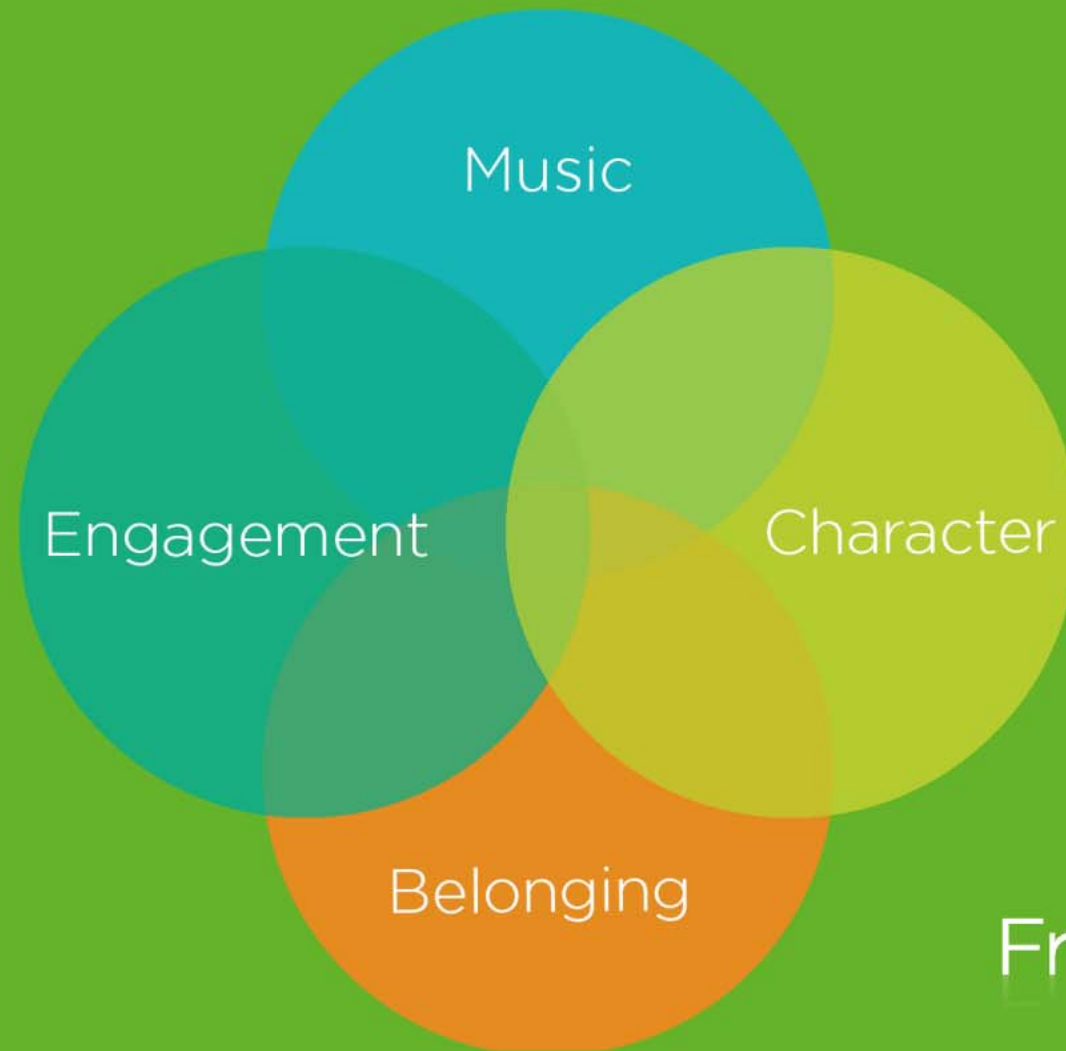
Well informed

Spend lots on travel

Freeradio 



# FOUR PILLARS



# MUSIC



## Today's best music mix

Adult Top 40

Grown up, uplifting, credible variety - with surprises

Music from now and the noughties, with some 80s and 90s spice

Not cheesy

A rich mix of familiar music

Free radio 



# CHARACTER

Entertaining, compelling content and activity  
which stands out and gets talked about.

Real, relatable, friendly presenters





# BELONGING



We reflect what it's like to live round here with news; travel news; weather, sports news, school closures.

The functional information listeners need.

A mirror for our West Midlands cities; supporting the right events; part of the family; reflecting listeners' lives.

Freeradio 



# ENGAGEMENT



Listeners engage and we respond – taking them from touching us to becoming brand advocates.

Feeling a part of it.

Freeradio 

# Free Radio - local positioning

Continuing local breakfast & drive time shows

Continuing local daytime newsfeeds

Majority of peak time output remains local

Shared programming still “from round here”

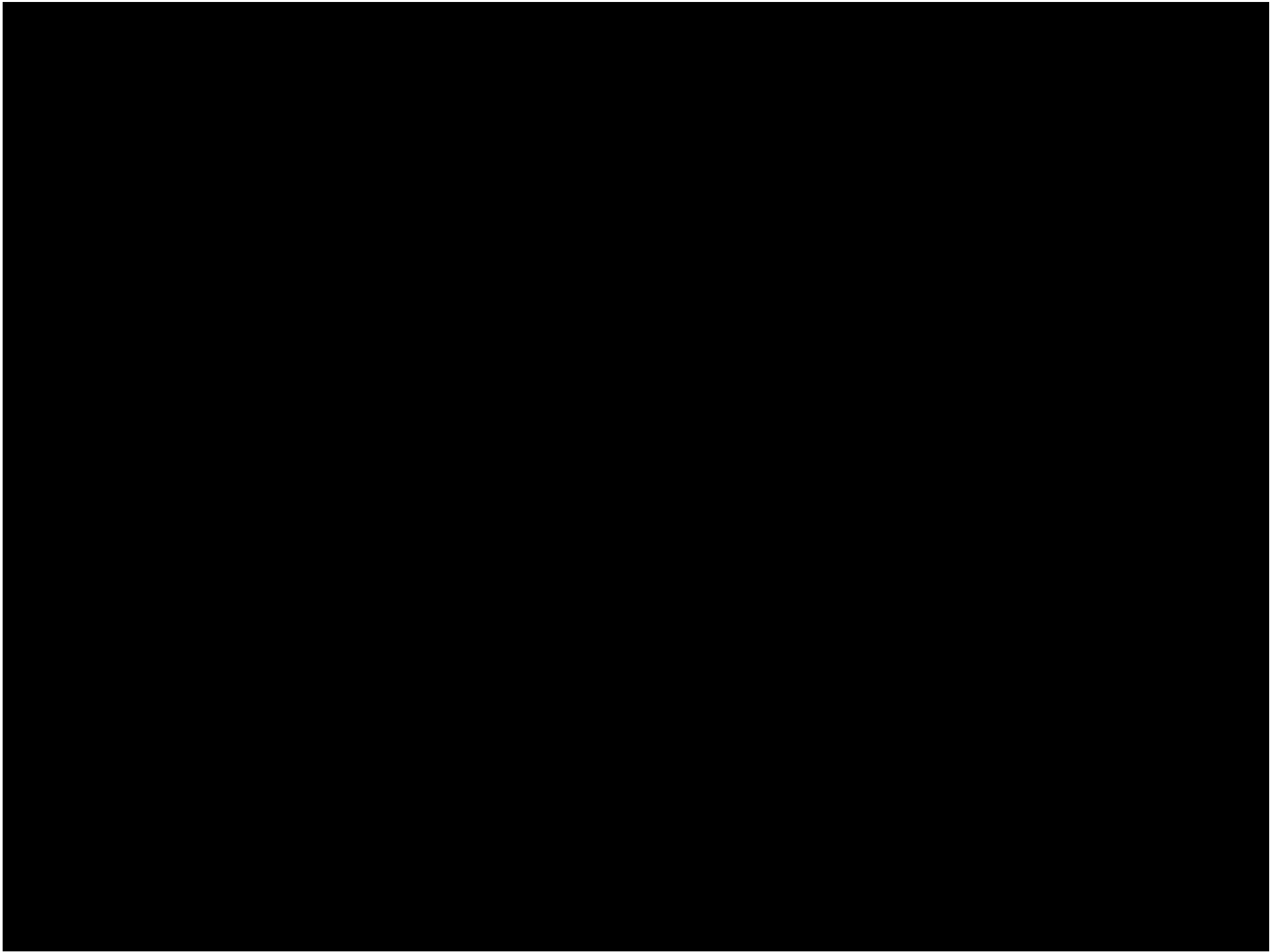
Can contain localised editorial or commercial activity

Belonging still intrinsic to each area

All local TXs still available for local ad purchase

All within a single brand/marketing position





# The JD show





# Football



# Coventry Christmas Lights





# Walk of Warwickshire



# Free radio



Please feel free to ask any questions...





Coventry and Warwickshire

Champions

# Coventry and Warwickshire Champions

Deeley Properties Ltd

Federation of Small Business

Jaguar Land Rover

Medwell Hyde Ltd

PWC

Severn Trent

Stratford Business Forum

De Marco Solicitors

Free Radio

Medwell Creations Ltd

Peugeot

Royal Shakespeare  
Company

State Bank of India

Whitefriars Housing Group







Coventry and Warwickshire

Champions