



Coventry and Warwickshire

Champions



Adam Dent, Advent Communications

The background is a complex, abstract composition of numerous overlapping, semi-transparent geometric shapes and lines. The colors are vibrant and varied, including shades of teal, blue, green, yellow, red, and purple. The shapes are elongated and angular, creating a sense of depth and movement. A prominent red banner with a slight gradient and a thin cyan border is positioned diagonally across the lower half of the image, containing the text.

*Huw Williams, Warwick Racecourse*



Circa 1707

RACECOURSE & EVENTS



Your local  
Favourite!

# The British Horseracing Industry

- Global TV audience
- Sports attendance
- Racegoers
- Bet on British Racing
- Economic impact
- Employed in the industry



1 Billion

2<sup>nd</sup>



5.6m

£10b

£3.4b



100,000

263 years at the heart of racing

£350m + into prize money in the last 10 years – averages £110,000 prize money per fixture

1.8m attendances at the 15 JC courses in 2012

£155m invested in state of the art facilities in last 10 years

The Jockey Club  
1750

Stages 25% of the racing fixtures

Record turnover in 2012 of £150.3m

1 Stakeholder – British Racing

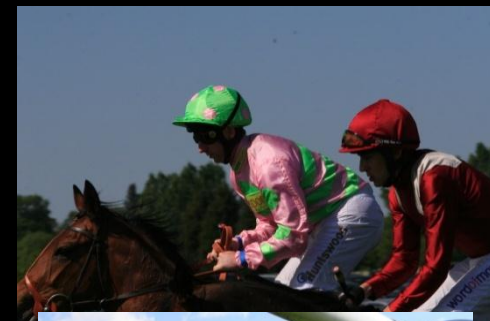




# Warwick

RACECOURSE & EVENTS

- 1707 inaugural race
- 1809 the first grandstand
- 1831 2 mile hurdle, 1<sup>st</sup> in the Calendar
- 1906-10 NH Steeplechase
- 1931 Tote
- 1996 McCoy, fastest ever century
- 2002 McCoy, all-time winners in a season







- 21 days racing per year – Flat & Jump
- Highly regarded reputation as a prep track for major racing Festivals.
- Grass roots racing at its best
- Best venue for sporting entertainment, networking and events.
- Race day and non-race day alike.

## Remaining 2013 Fixtures

- Jun 17
- Jun 20
- Jun 27
- July 5
- July 11
- Aug 21
- Aug 26 BH
- Oct 3
- Nov 6
- Nov 20
- Dec 8
- Dec 31





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Les Ratcliffe, Chair of Coventry and Warwickshire Place Board

# Why?

- area 'punching below its weight'
- no shared ambition
- need for a new economic narrative
- senior private sector engagement
- private sector resources
- new model for place leadership
- need to compete
- drive economic growth locally

# Place Board membership

- Advent Communications
- Alumet Group
- Coventry and Warwickshire Chamber of Commerce
- Connexions
- Coventry Ambassadors
- Coventry and Warwickshire First
- Coventry City Council
- Coventry Telegraph
- Coventry University
- CWLEP
- Henley College
- Jaguar Land Rover
- Orbit Heart of England
- Peugeot Citroën
- Progressive Educational Tools
- Ricoh Arena
- Severn Trent
- Shortland Horne
- University of Warwick
- Warwick District Council



the very best Coventry and Warwickshire journey we want to travel

the Coventry and Warwickshire











WELCOME TO  
**RICOH**  
**ARENA**

*Singers* Bar & Bistro

CAPPUCCINO ESPRESSO  
HOT CHOCOLATE MOCHA CAFFE

A LITTLE  
SOMETHING  
ON THE SIDE?

A LITTLE  
SOMETHING  
ON THE SIDE?

COSTA





Coventry and Warwickshire

Champions







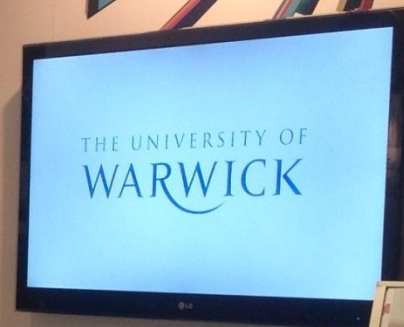
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Coventry and Warwickshire

re-engineering engineering



# Making Place the Hero



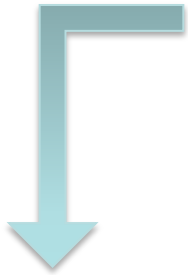
Jackie Sadek, CEO, UK Regeneration:

“11 out of 10 for the approach and the attitude” and “7 out of 10 and a “could do better” for the messages (a bit diffuse, needed sharpening up)”

<http://www.estatesgazette.com/blogs/jackie-sadek/2013/03/lets-have-some-fun-while-were-at-it.html>



# LEP BOARD



## Executive Delivery Board



## Business Groups

- Inward Investment
- High Value Manufacturing
- Skills
- Planning
- Low Carbon
- SME
- Funds/Access to Finance
- Transport

Admin

Comm  
s

Office  
M'ment

Place  
Board

# Coventry and Warwickshire: a beacon for moving on and moving up



Connection:  
Warwickshire  
Birmingham,  
London



Innovation,  
technology,  
enterprise and  
learning



Peace and  
reconciliation



Event central



Coventry and Warwickshire

Champions









Coventry and Warwickshire

Home to a number of leading companies such as E.ON, Land Rover and Severn Trent. Major centre for the

Leading

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



Coventry and Warwickshire

Beacon

Home to the internationally renowned Coventry University and University of Warwick, with over 100,000 students

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

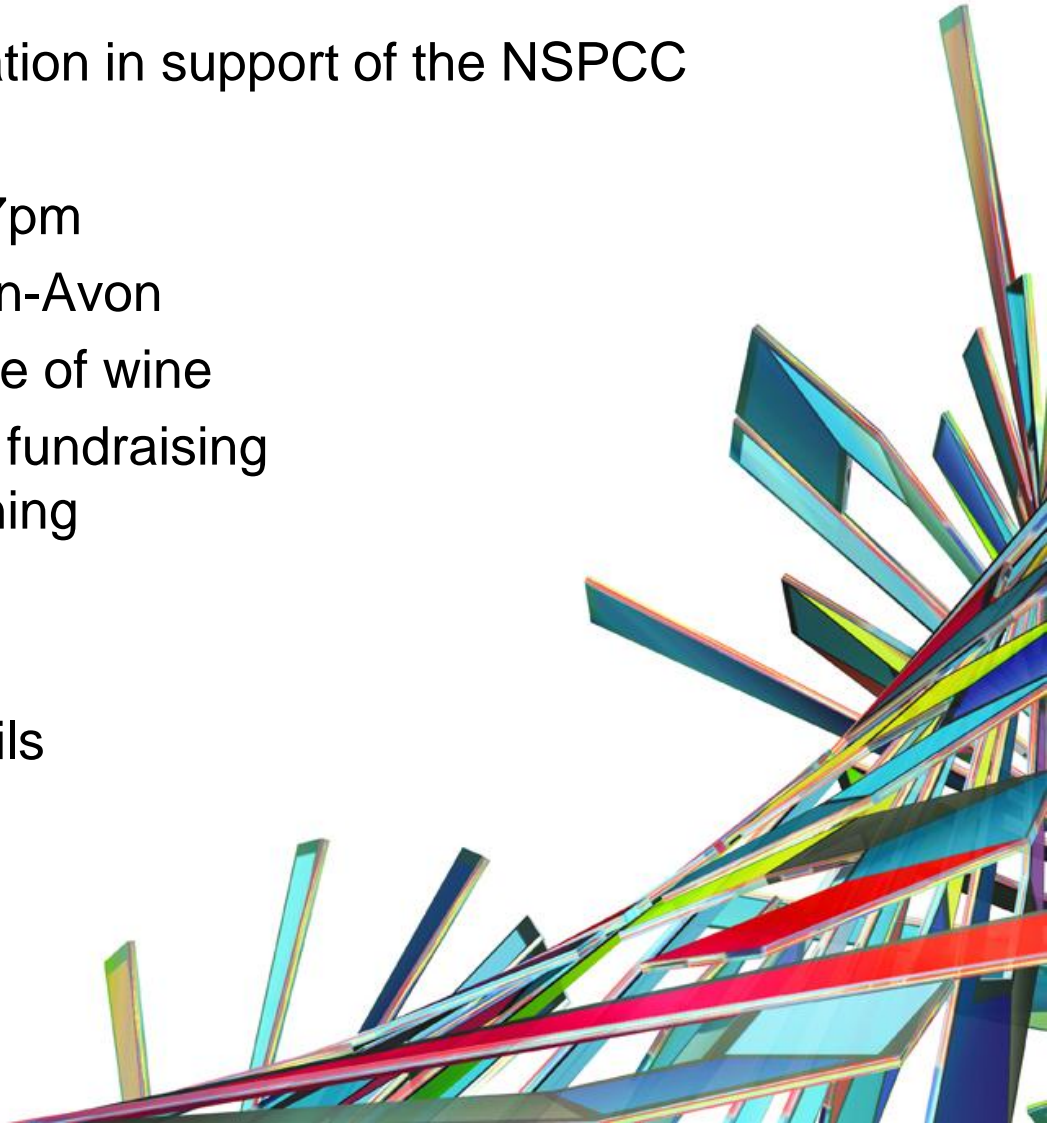
# A Midsummer Night's Ball

Hilton in the Community Foundation in support of the NSPCC

- Friday 21<sup>st</sup> June 2013, from 7pm
- Hilton Warwick/Stratford-upon-Avon
- 5 Course gala dinner inclusive of wine
- Mixture of entertainment and fundraising activities throughout the evening

Please see leaflet for more details


[www.hilton-foundation.org.uk](http://www.hilton-foundation.org.uk)





Coventry and Warwickshire

Champions



Alister Whelan, Jaguar Sports Cars



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Paul Kehoe, Birmingham International Airport

# Best Major UK Airport Winner 2011

Which? Magazine Survey

# Best Airport Winner 2012

National Transport Awards

# Airport of the Year 2013

Global Air Rail Awards

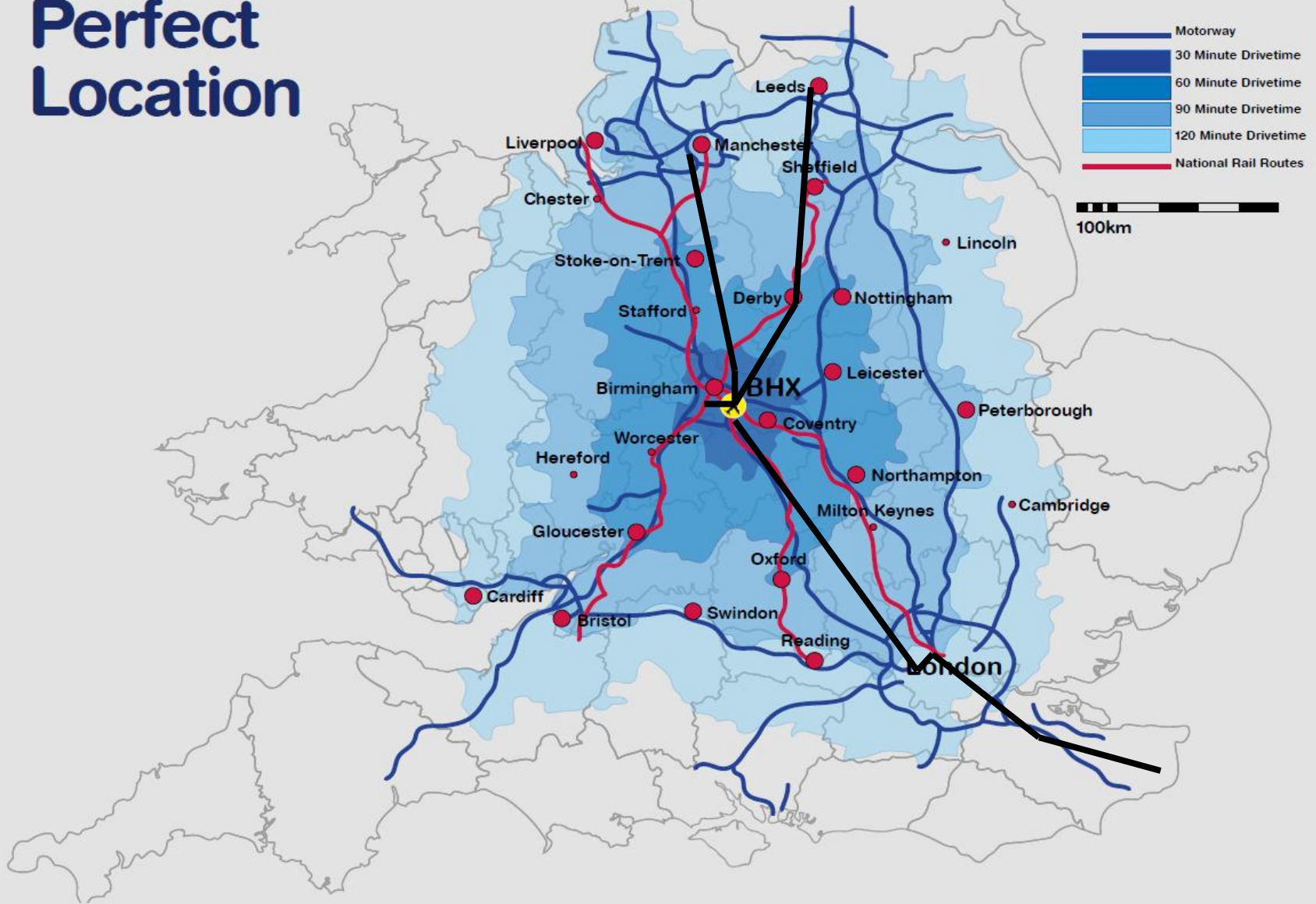
# Birmingham Airport - presentation to Coventry & Warwickshire Champions

# Agenda

- **The Airport today**
- **Growth - short-term solution**
- **Growth - a long-term strategy**
- **Q & A**



# Perfect Location



# Perfect Location

**Release date:** Friday 10<sup>th</sup> May

**Birmingham Airport is Britain's most accessible airport and should be used to alleviate pressure on overheated South East** (by Steer Davies Gleave and Capital Economics, leading transport and economics experts into passenger travels times and impact on jobs and growth).

Birmingham Airport currently serves the greatest number of passengers within two hours travel by road and rail and with High-Speed Two (HS2), will serve the greatest number of passengers within a one hour journey of the airport.

# The Airport today



# Airlines, Routes and Capability

## – Airlines and Routes

- 140 direct services
- 400 Connections
- 2 Carrier alliances - 43 airlines

## – Passengers

- 9m passengers today
- 18m pax capacity today
- 36m pax single runway
- Longer-term options post-Davies

## – Staff

- 530 Airport Staff
- 5500 Airport Partner employees
- 143 Companies



“People see Heathrow and realise it is better to travel from Birmingham if you take the total travel times into account.”

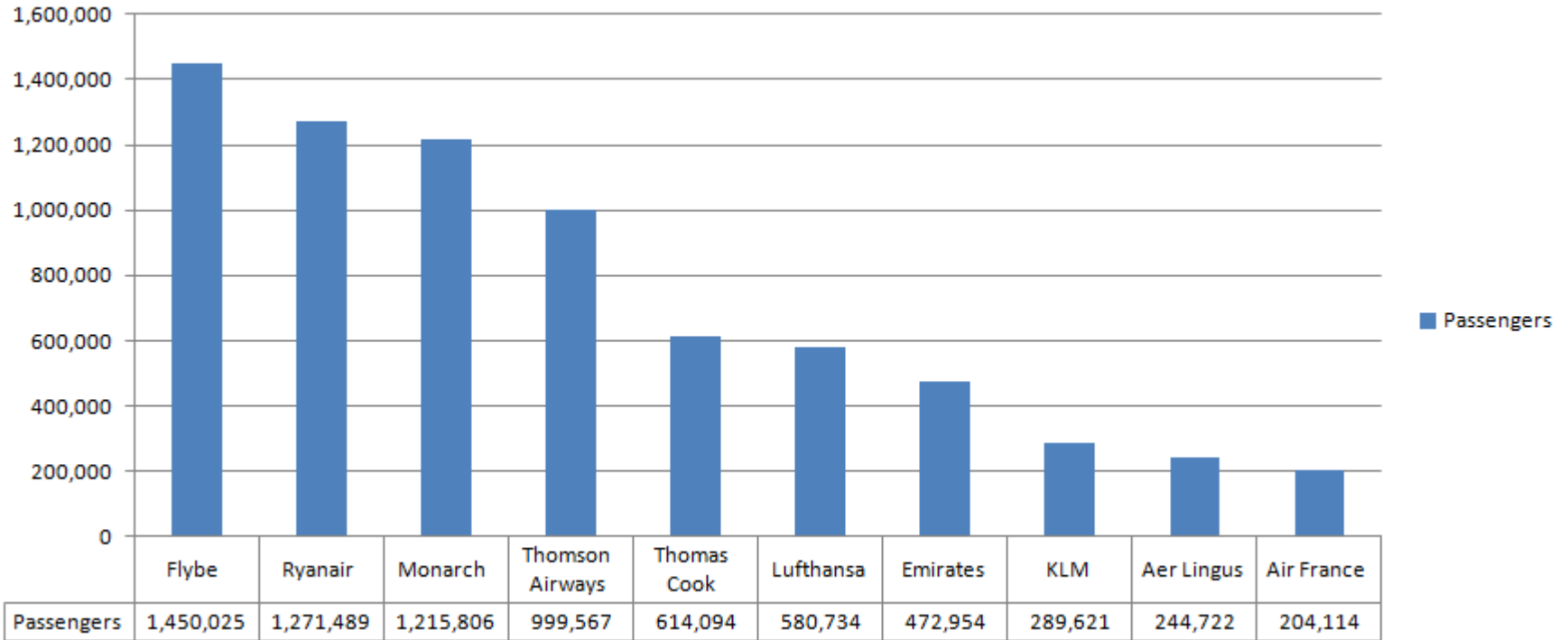
Christian Schindler, Lufthansa UK



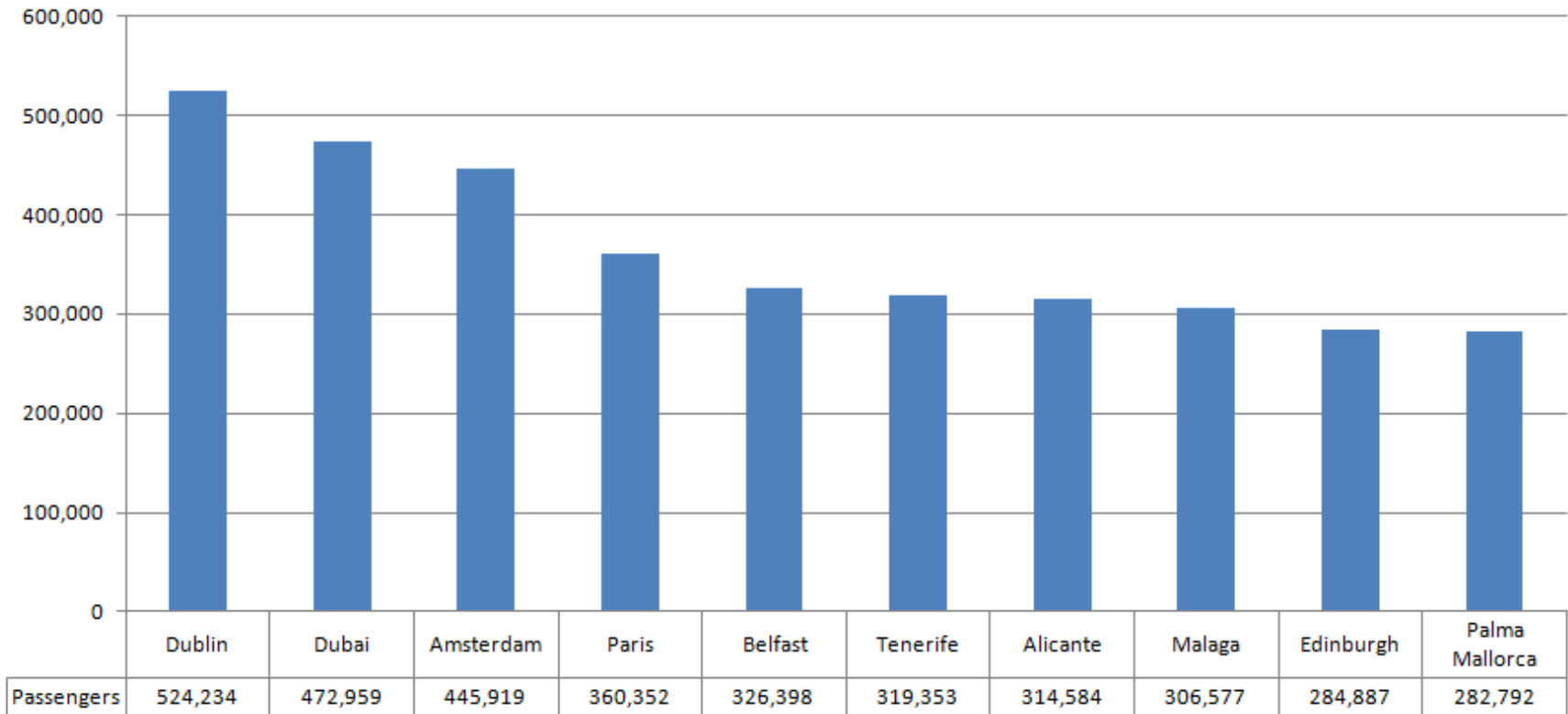
“Birmingham is in the perfect position to respond to the ‘Heathrow Problem’ . . .”

Laurie Berryman, Vice President UK & Ireland, Emirates,

# Top 10 airlines at BHX - 2012



# Top 10 destinations from BHX - 2012



# Midlands' Contribution to UK Business

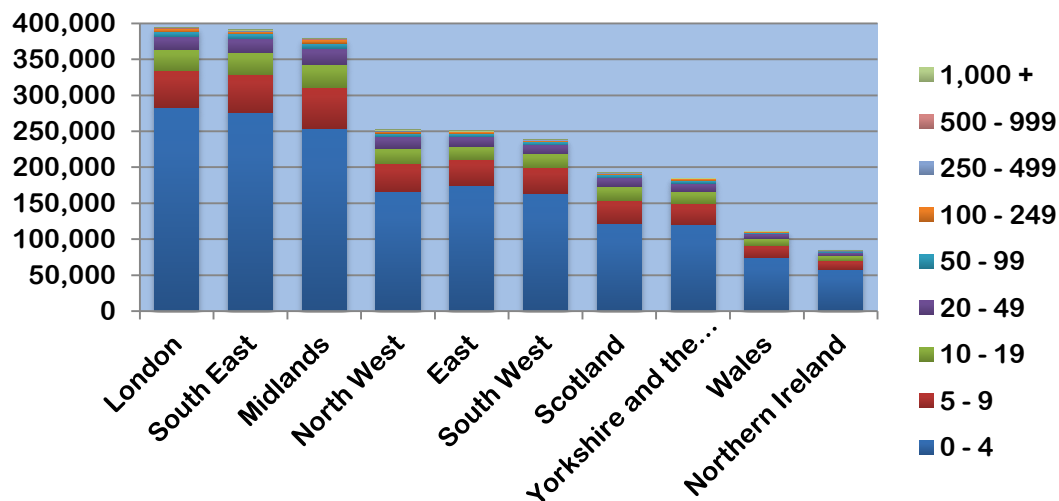
15% of all UK businesses are located in the Midlands, BHX's core catchment



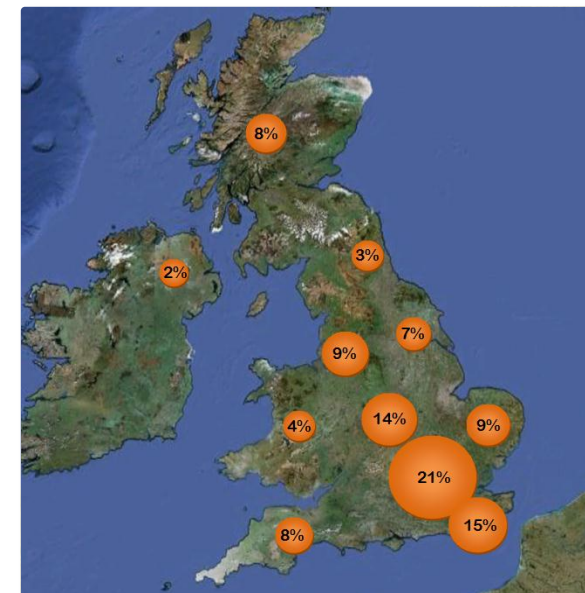
The Midlands contribute 14% to UK GDP

This is more than the North West (9%) or Scotland (8%)

UK Businesses by region and number of employees



Source: Office for National Statistics (2010)



# Community engagement

## – Noise

- 154 community noise complainants
- 3000 homes noise insulated
- 98% on track departures

## – Planning

- Zero Public enquiries
- Few 106 encumbrances
- Local Community Support

## – Community

- £1m in community investment - 2012
- £500k in investment in public transport
- £7m improvement in local infrastructure



# Growth - Short Term



**It takes ages to build an airport.  
We've already built one.**

And it's just over an hour away from Euston.

Easy to reach. Hassle-free check-in.  
And flights around the world.

[www.balancedaviationdebate.com](http://www.balancedaviationdebate.com)

 **Birmingham  
Airport**

Capacity available now



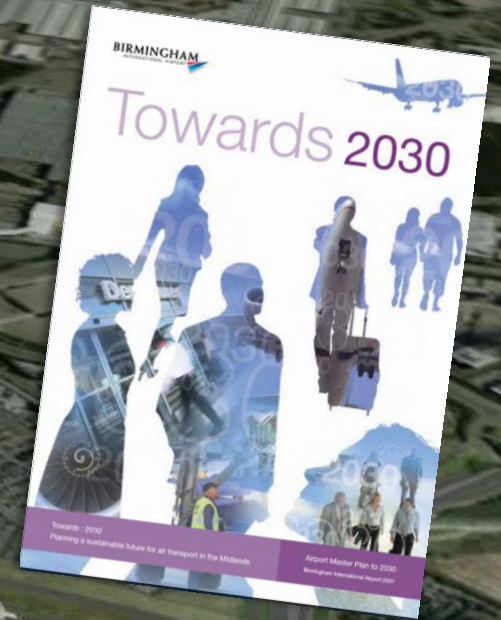
# New Air Traffic Control Tower

Opening 2013

# Investment -New Radar



# Airport Capability



Extending our runway 400 metres will allow the airport to reach long-haul destinations.

# Investment - A45 Road Diversion



# Investment - A45 Road Diversion



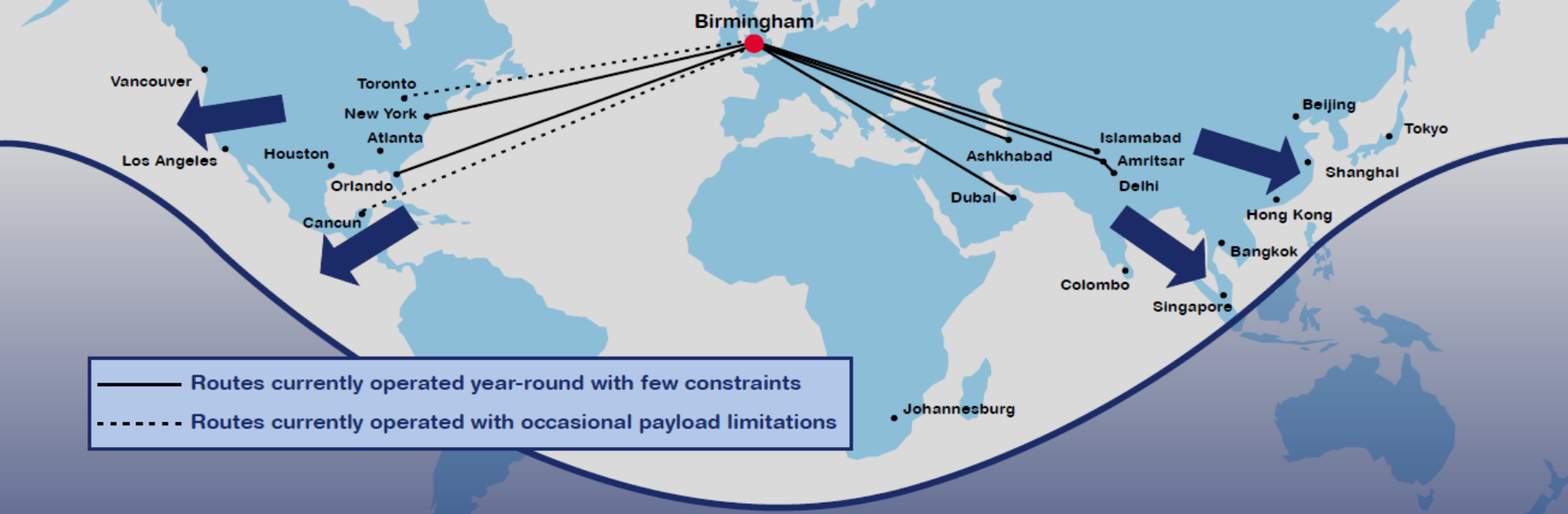












- **Extended runway: 3,000m TORA**

# Runway extension capability by 2014

- Extended runway: 3,000 TORA
- Maximum range: 2,000 nautical miles
- Full passenger and cargo payload can be achieved under all weather conditions on current long-haul routes
- Brings new routes within economic reach
- Extends capability to US West Coast, South America, South East Asia and China
- Extension brings huge potential in terms of reaching key markets and global population centres

# New Monarch Hangar





# Growth – A Long Term Strategy

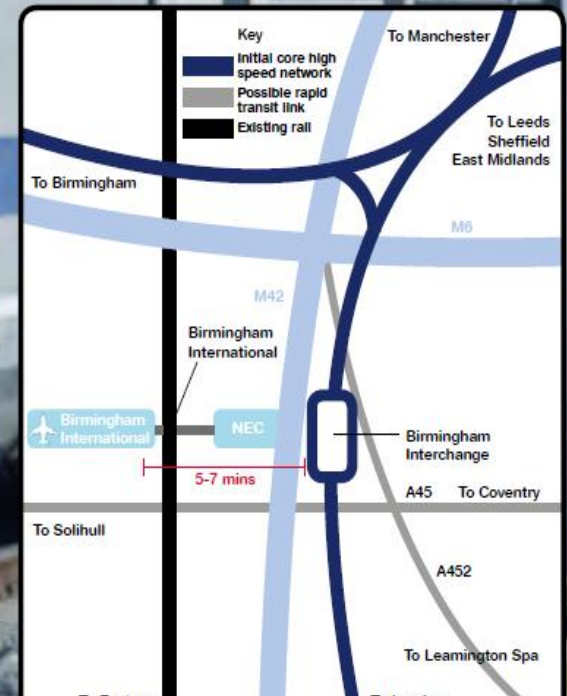
- National debate
- All our eggs in one basket?
- A network of airport operations
- HS2 - a game changing opportunity
- Rebalancing UK economy
- Can BHX help with UK hub status?



# High speed rail connectivity

Birmingham Interchange  
connections from High Speed Two

- High Speed Rail Terminal planned for the airport
- 2010 train time to London - 70 minutes
- 2014 train time to London - less than an hour
- 2025 train time to London - as little as 31 minutes



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## Q and A



# Coventry and Warwickshire Champions

17<sup>th</sup> July 2013

18<sup>th</sup> September 2013

20<sup>th</sup> November

7.45 – 9.30am





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