

@CWCHAMPIONS

Coventry and Warwickshire

Champions



Ian Harrabin

Complex Development Projects



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Champions



Ken Taylor, OBE – Fostering and Adoption Champion

It's time to make a difference

Ken Taylor, OBE

Coventry Adoption and Fostering
Champion



**ADOPT AND
FOSTER FOR
COVENTRY**



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The background is a complex, abstract composition of numerous overlapping, three-dimensional geometric shapes and lines. The colors are vibrant and varied, including shades of blue, green, red, yellow, and black. The shapes appear to be rectangular prisms or beams of light, some pointing towards the viewer and others receding into the distance, creating a sense of depth and movement. The overall effect is a dynamic and visually busy pattern.

Nick Eastwood – Wasps



Wasps & The Ricoh Arena
June 2014



WASPS HISTORY

Founded in 1867

Turned professional in 1995

Wasps have won at least one of each of the major European competitions or knock-out tournaments in the past decade

The last English club to win the European Cup

Heineken Cup Winners 2003/04, 2006/07

Anglo-Welsh Cup Winners 1999, 2000, 2006

Premiership Winners 1990, 1997, 2003, 2004, 2005, 2008



OUR VISION/ASPIRATION

To return Wasps to the forefront of domestic and European club rugby

Build the highest turnover in world club rugby

Deliver the best match day experience in world club rugby

Establish the Ricoh Arena as one of the most successful multi-use Arenas in the UK

Build success on community and fan engagement

Build synergies between Wasps and Ricoh Arena brands and businesses



OUR COMMITMENT

- To invest in strength and depth of the rugby squad
- Substantial marketing and promotional budget
- Develop vision and business strategy for the Arena
- Invest in management and sales resources for the Arena business
- Build UK leading training centre in city
- Invest in Academy and Community Development programmes
- Build long term relationships with all stakeholders



OUR PARTNERSHIPS

Coventry City Council

Coventry City FC

Coventry Rugby Club and all C&W community clubs

Academy and Community programmes will be run in conjunction with local junior and senior clubs

Develop co-programmes with Coventry Sports Foundation and others – 'The UK's first Rugby City'

Build close relationships with major local businesses



FIRST IMPRESSIONS/NEXT STEPS

Facilities are world class

Support from CCC and everyone we have met has been overwhelming

Everything focussed on opening game!

Identify and build leading training centre – mid 2016

Work with Coventry Sports Foundation and others on vision for 'The UK's first Rugby City'

Build new Academy programme once new areas are finalised



More Sales



Lower Cost



Risk Managed



THE BUSINESS AIMS

Build a sustainable, profitable and ground breaking rugby model

Regularly play in the top European competitions and be seen as a main contender

Develop a reputation as delivering the best in class facilities, services, hospitality and events

Drive additional business to the Arena through proactive sales and exciting events



ARENA STRATEGY

To be the best club rugby stadium in the world

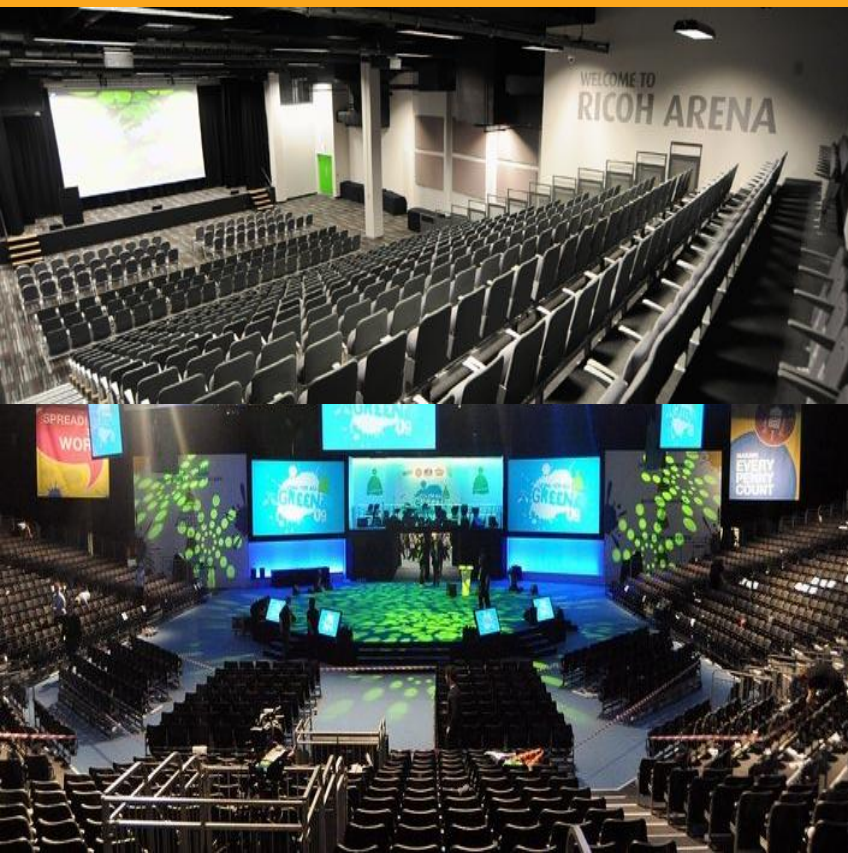
Continually develop the arena to be a state-of-the-art technological stadium, utilising partner skill sets to ensure that we set world standards

For the Arena and Wasps brand to be seen as one and the same

Develop the Arena's reputation as a live music venue

Develop its reputation for one-off sports events and tournaments

Identify new ways to increase the utilisation of the sports bowl such as ground share with CCFC and other uses



CONFERENCE/EXHIBITION AREA STRATEGY

Increase all areas of the International Events Centre (IEC)

Develop the brand link between the IEC and Wasps

Create USPs for the IEC that differentiate it from its competitors

Upsell partners of Wasps to use the IEC facilities and thus create a partner/business ecosystem

Provide an all encompassing package for customers that no other rugby team can provide on this scale



HOSPITALITY SERVICES STRATEGY

Develop the brand within the region as a hospitality venue for a wide variety of market needs

Develop the pre and post match hospitality services and offerings to enhance match day experience for home and away fans

Ensure that the quality of hospitality provided is a KSP and USP for the other services provided by the IEC

Increase the number of on-site hotel rooms with new developments on the Arena site

Deliver an unrivalled product set that offers fine dining to casual drinking on match days

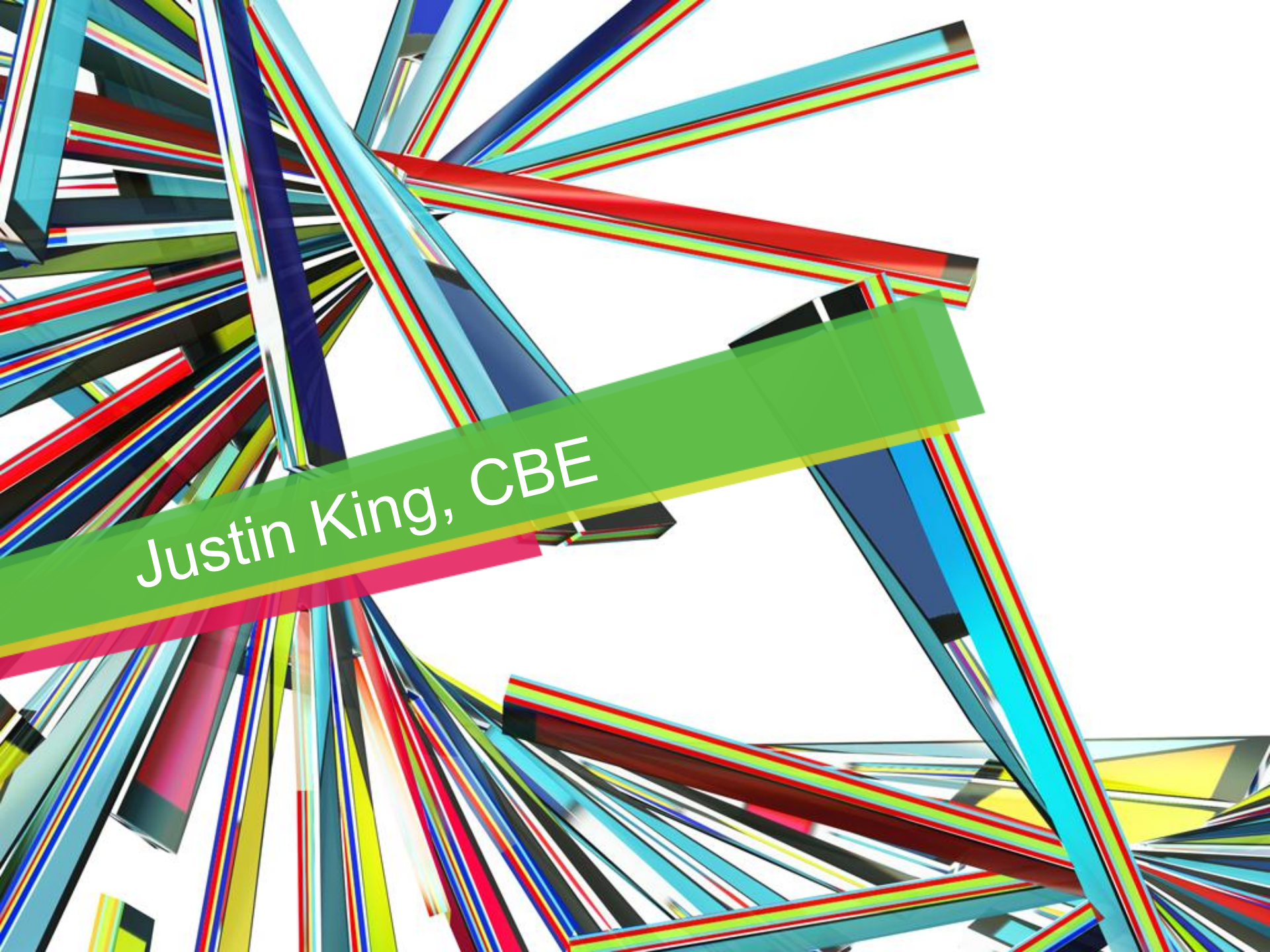


Wasps & The Ricoh Arena
June 2014



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Justin King, CBE



Coventry and Warwickshire is everyone's business

Coventry and Warwickshire Champions is a scheme that will unite businesses, organisations and individuals across the area in a powerful network to change perceptions of the place and raise its profile.

Coventry and Warwickshire Champions will be proactive advocates for the city and sub-region both nationally and internationally with the power to effect how it is marketed, how it is portrayed in the media and at events and to get it known and thought about by the people that matter.

Coventry and Warwickshire Champions will bring together the knowledge, networks, passion, and determination of businesses, organisations and individuals as a powerful force, helping the place compete, attracting investment, business and visitors to create a more successful economy

Coventry and Warwickshire Champions

- Ardencote Manor Hotel
- Boston Fieldgate
- British Gas Business
- Broad Street Meeting Hall
- Culture Coventry
- CW Growth Hub
- D&P Holt Ltd
- Fairtrain
- FarGo Village
- Handelsbanken – Coventry
- Muntz Associates
- Othen Creative
- Santander
- Stratford-upon-Avon College
- Study Inn Group
- SVB Solutions



Coventry and Warwickshire Champions

Wednesday 21st January 2015

7.45 – 9.30am

www.coventry-warwickshire.co.uk





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