



Coventry and Warwickshire

Champions



Adam Dent, Advent Communications



@CWCHAMPIONS

www.coventry-warwickshire.co.uk





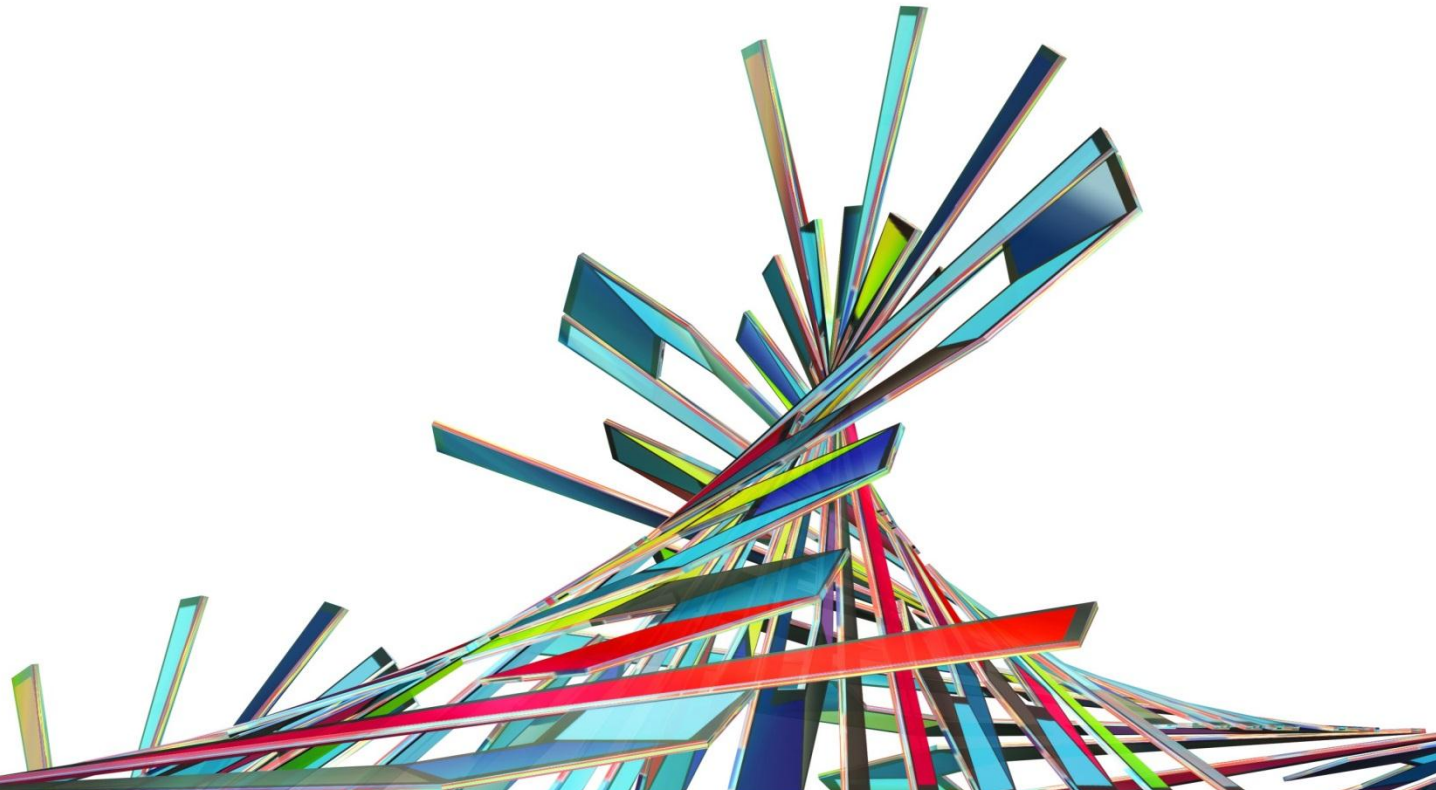
Ray Goy, Henley College

Henley College Coventry welcomes Coventry and Warwickshire Champions

Wednesday 21 May, 2014



Ray Goy
Principal





HENLEY
COLLEGE COVENTRY
Student First



FIFTY YEARS
OF HENLEY
COLLEGE
COVENTRY



Official opening of the new college buildings, March 2014
by Matthew Hancock MP, Minister of State for Skills and Innovation

About Henley ...

- £13.5m turnover
- 310 full-time staff
- 6,300 students
- 260 apprentices
- Also
 - Bespoke courses for business
 - International students
 - 14-16 school pupils




Ofsted

Good

The College's contribution to wealth creation

- Value to the local economy = £23m pa
- Our £4m adult budget produces £100m return to the British economy over the working lives of our current adult learners

Socio-economic position of Henley students among the 846,000 16-18 year-olds in English colleges of further education

most
deprived

most
advantaged



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

And students in the bottom quartile for income deprivation are 50% less likely to succeed at level 3 than their peers

“Learners from local areas of high deprivation succeed at Henley College at a better rate than may be anticipated”



Learning and earning

Achieving 5 GCSEs including English and Maths
= far more likely to get a level 3

Getting a level 3 qualification increases earnings
by up to 22%

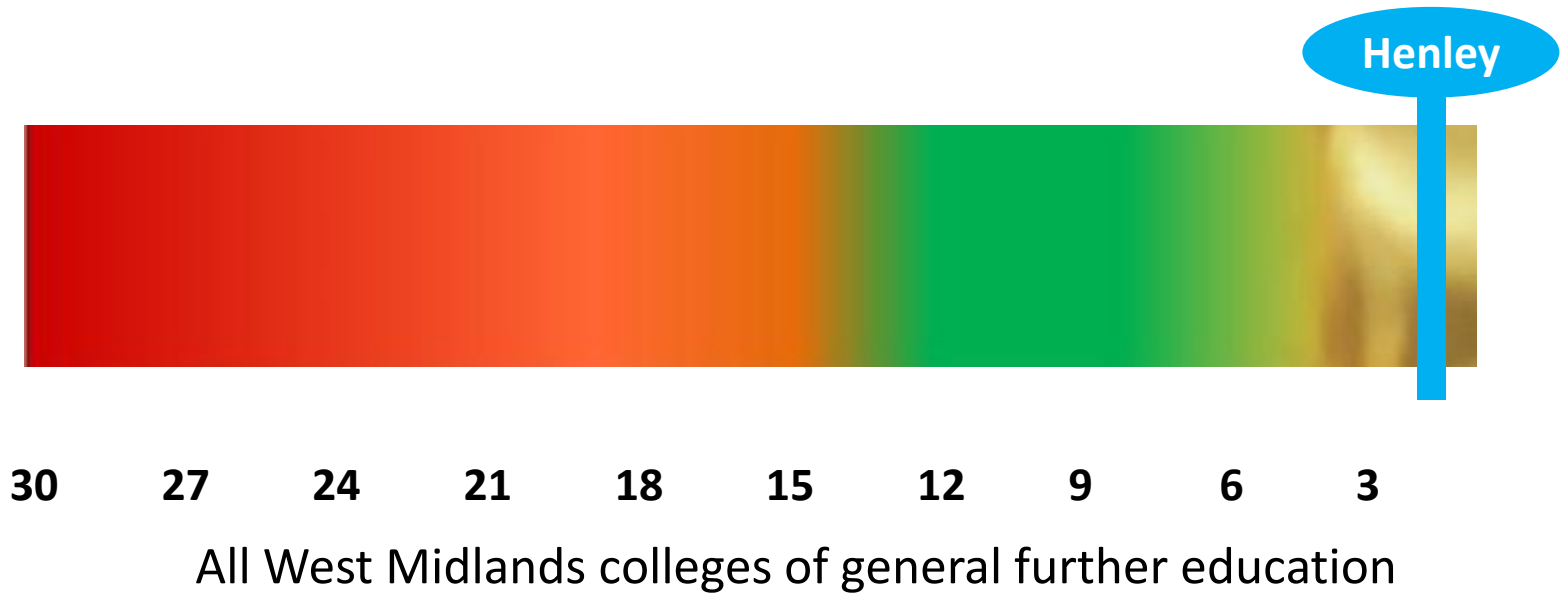
Getting a first degree increases earnings by
approx 27% more than a level 3



Our Mission

...is to be an exceptional college that empowers learners with the skills to enhance the economic and social well-being of themselves and their communities ...

2012-13 Headline Learner Success Rates



Employability and enterprise





***“Teachers at Henley College
develop the employability skills of
learners to a high standard”***





HENLEY
COLLEGE COVENTRY
Student First

Investment in STEM



HENLEY COLLEGE COVENTRY

*making a
difference*

**62% of our students are the first
in their family to go to University***

*Student Destination Survey 2013

Find out more:

Tel: 024 7662 6300

www.henley-cov.ac.uk

HENLEY
COLLEGE COVENTRY
Student First





Coventry and Warwickshire

Champions

The background features a complex, abstract composition of overlapping, three-dimensional geometric shapes. These shapes, in various colors including teal, yellow, red, and dark blue, are oriented in different directions, creating a sense of depth and movement. A prominent green banner with a yellow border is positioned diagonally across the center, containing the text. The overall aesthetic is modern and dynamic.

Gary Hall, Culture Coventry and CW8

What is CW8?

CW8 is the name of the group that came together 12 months ago.
We are the top 8 attractions in Coventry & Warwickshire

- Belgrade Theatre
- Compton Verney
- Coventry Cathedral
- Culture Coventry (Coventry Transport Museum & the Herbert Art Gallery & Museum)
- Royal Shakespeare Company
- Shakespeare Birthplace Trust
- Warwick Arts Centre
- Warwick Castle



Why have we come together?

To promote the fact that art, creativity, myth, spirituality, product and sporting innovation have been fundamental to the success of Coventry & Warwickshire through the ages

- Artists and inventors both create 'something out of nothing'. There is an undeniable link between creative arts, heritage, product innovation, economic and spiritual wellbeing. Our 'sense of place' is matched by few other regions of the UK
- Arts, heritage, and cultural industries in Coventry & Warwickshire are major contributors to economic growth, job creation and prosperity

What do the arts, culture & heritage do for you?

- It creates a region that you can be proud of
- It makes our region a place where people want to live
- And a place where businesses want to invest

We live in a place renowned across the world!

We therefore want to ensure that arts, culture and heritage are recognised for the role it plays in the success of our region

Remember - should the forges cool or the assembly lines slow - we will still be busy creating stories, music, art and performance as inspiration for everyone in our region!

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What does CW8 bring to the region?

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All this, generates £171 million for the local economy!

How we will play a part in the success of our region?

We will work with businesses and local councils, to promote the value of culture and the creative industries in Coventry and Warwickshire by:

- Encouraging inward investment
- Growing national and international tourism to the region
- Enhancing the quality of life for local residents
- Supporting the continued development, innovation and competitiveness of businesses in Coventry and Warwickshire
- Creating employment, apprentice and volunteering opportunities
- Enrich the education curriculum at primary, secondary, FE and HE levels.

What are our priorities?

- We are working with the LEP to ensure that arts & culture are key factors in the development of our region
- We are looking at ways to jointly promote tourism across the region
- We will help training, skills development, and cultural education to support the growth of jobs and a highly skilled, creative workforce
- We want to create vibrant local economies

Creativity and innovation is at the heart of our success.

Our organisations have thrived for decades by inspiring our audiences, creating new ways of doing things and by learning from and working with some of the best people in the world in our businesses

We can therefore help you achieve your business aims because we help make Coventry & Warwickshire a great place to live, work and enjoy!



Coventry and Warwickshire

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The background is a complex, abstract composition of numerous overlapping, semi-transparent geometric shapes and lines. These elements are primarily in shades of cyan, blue, green, and red, creating a sense of depth and movement. The shapes appear to be elongated rectangles and lines that intersect and overlap in various directions, some pointing towards the viewer and others receding into the background. The overall effect is a dynamic, multi-layered visual field.

Les Ratcliffe, Jaguar Land Rover

Place Board membership

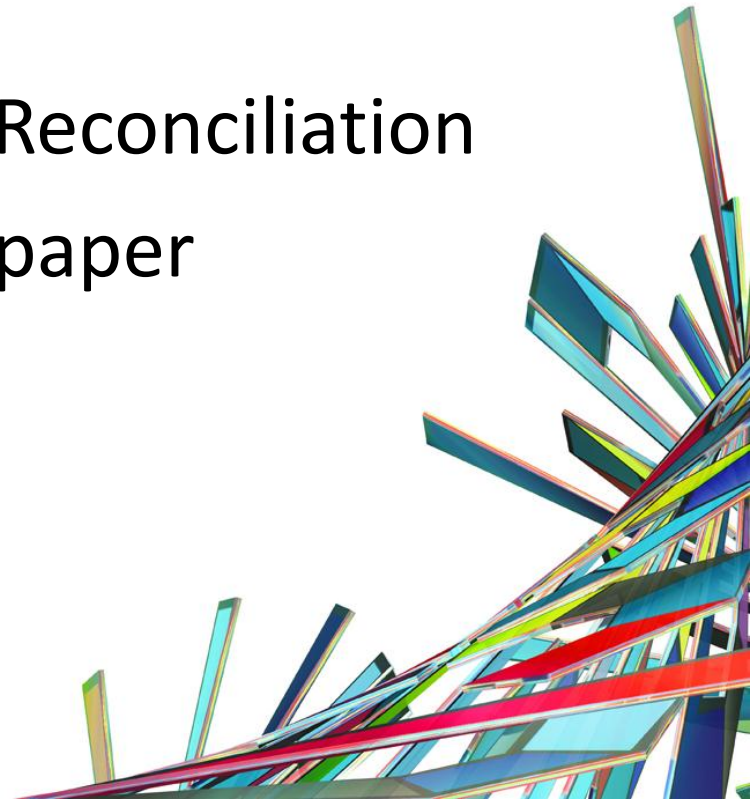
- Advent Communications
- Coventry and Warwickshire Chamber of Commerce
- Connexions
- Coventry Ambassadors
- Coventry and Warwickshire First
- Coventry City Council
- Coventry Telegraph
- Coventry University
- CWLEP
- Henley College
- Jaguar Land Rover
- Orbit Heart of England
- Peugeot Citroën
- Progressive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





2014 plans

- CW on tour – Birmingham
- CW on tour – London
- MIPIM UK
- World Centre for Peace and Reconciliation
- Publication in national newspaper





Future CW Champions

- Letter to be circulated outlining the changes
- September meeting – contributors only
- Contact Sarah Perry to discuss involvement
- New organisations – benefit from two free meetings





Federation of Small Businesses



Herbert
Art Gallery & Museum, Coventry



W
MedwellCreations
EVENT EXPERIENCES



MEGGITT
smart engineering for
extreme environments

orbit
HEART OF ENGLAND



PSA PEUGEOT CITROËN
 
PEUGEOT CITROËN



RICOH ARENA

RSC
ROYAL
SHAKESPEARE
COMPANY


SERIOUS GAMES
INTERNATIONAL

SEVERN
TRENT
WATER

**SHORTLAND
PENN+
MOORE**
spmcommercial.com
024 7623 2970




STONELEIGH PARK


Vagdia and Holmes
Chartered Architects


whitefriars
HOUSING

Coventry and Warwickshire

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

Leading

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

The background features a complex, abstract composition of overlapping, multi-colored geometric shapes and lines. The colors include shades of red, blue, yellow, green, and purple, creating a vibrant and dynamic visual effect. The shapes appear to be layered and slightly offset, giving a sense of depth and movement.

Coventry and Warwickshire

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Chris Hughes, Brand Events

brand·events

Days of Passion

OR

brand·events

**How trying to impress girls at
school became a global business**

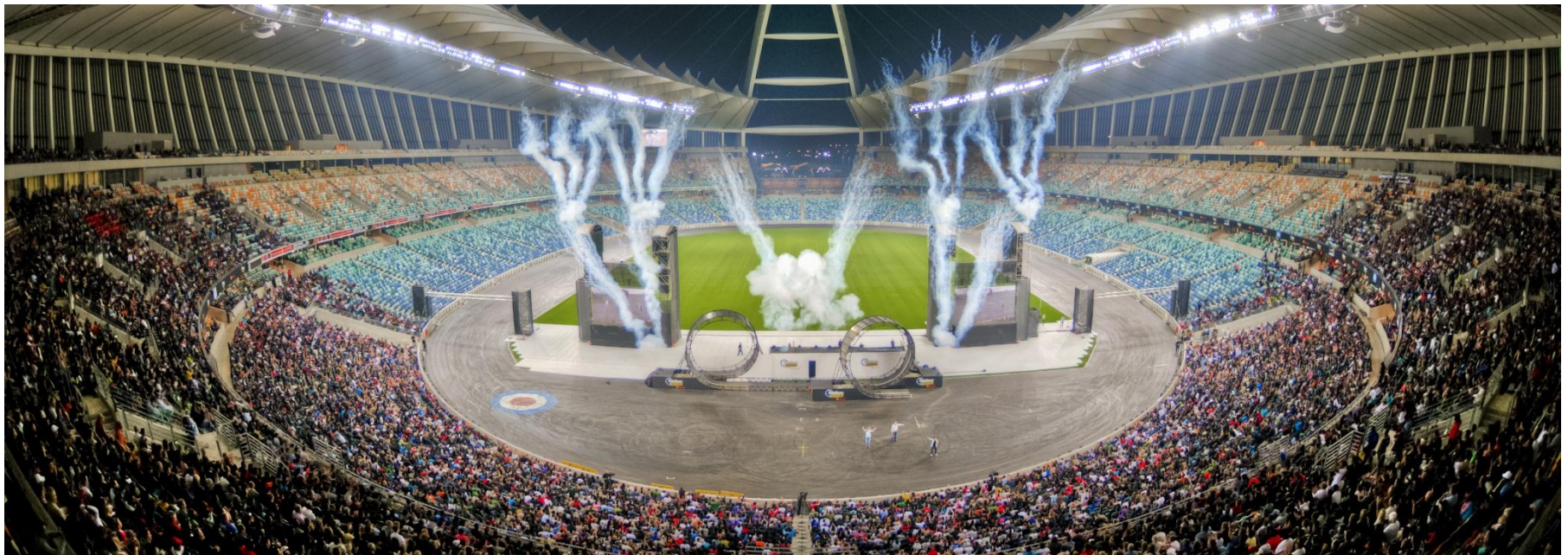
brand•events

Chris Hughes

WHY EVENTS?

Family → School → University

Theatre → Exhibitions → BBC



BRAND EVENTS

- Started 1999
- Investors £250k → £12m
- Approx. 20 - 30 major events per year globally



EVENTS... EXHIBITIONS... FESTIVALS

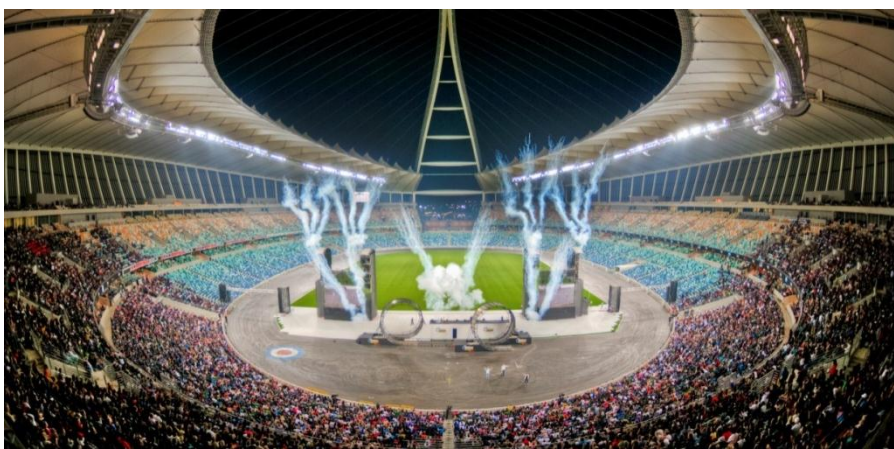


MEDIA... BRANDS... TALENT



GREAT DAYS OUT





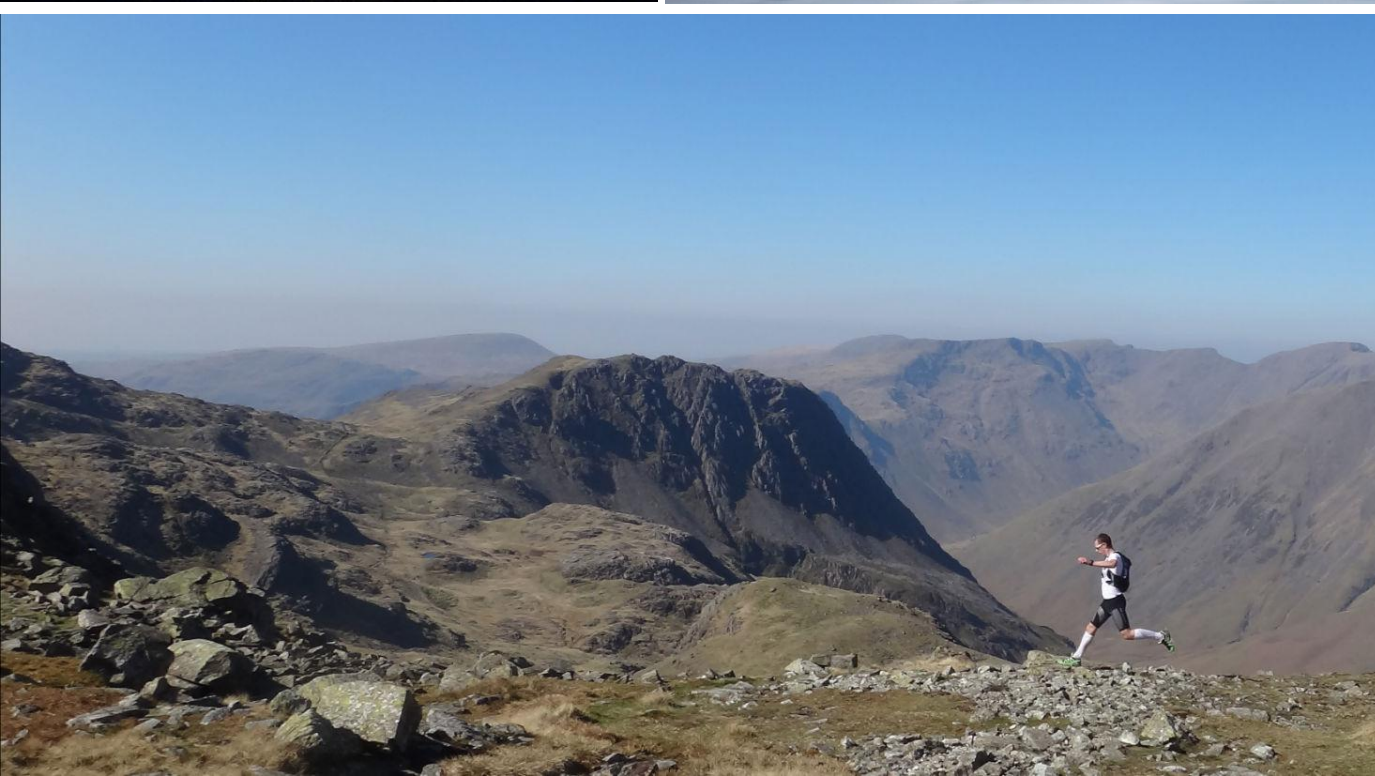




Kirstie Allsopp presents...

THE HANDMADE FAIR





**Keswick
Mountain
Festival**



DARE 26.
welcome to our mountain



**LONDON
PET
SHOW**
Earls Court Two, London
11 & 12 May 2013
www.londonpetshow.co.uk

taste®





MARGARET RIVER
Gourmet
Escape

WHAT HAVE I LEARNED?

1. Faith, risk, confidence
2. Understand your value
3. Plain speaking
4. Passion
5. Values

COMPANY CULTURE

Student union

Values...

- Funny
- Honesty
- Winning
- JFDI
- Up for each other



COVENTRY AND WARWICKSHIRE EVENTS

Why events?

- Economy v promotion
- Venue solutions
- Events defining a place



brand·events

**How trying to impress girls at
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