



belgradeplaza news

coventry just gets better

ISSUE FOUR

Full Steam Ahead

We are all so pleased to be back on site again progressing with the next phase of the £150 million Belgrade Plaza development. This exciting phase will see the building of the Gala Casino, Premier Inn, Bella Italia, Pizza Express, Metro Bar and Grill plus 64 residential apartments which have already been sold.

The latest phase, funded by HSBC, has seen contractor G W Deeley start the piling work. This phase should be completed by Christmas next year, and the facilities open in 2009.

Although not very much can be seen of the site at the moment, behind all the hoardings, it is a hive of activity. The Lunn Poly building has been removed and the site has been cleared and it won't be long before the steelwork will start to come out of the ground. Also watch out for the superb community artwork on the hoardings featured on the back page of this newsletter.

The new car park has already been critically acclaimed by winning a Special Prize at the British Parking Awards. The ease of access, directly from the ring road, 24-hour opening and improved security have been major factors in its success. We are also waiting to hear if we are successful for the Best Loo of the Year award!

Following the opening of the new Belgrade in September, which has won widespread praise, visitors have already been able to appreciate the ease and safety of parking in our car park when walking across to the theatre. Just think what it will be like when this phase is complete - the link between the car park right through to the central core of the city will be a joy.

There is a great deal of development well under way in the city centre and Belgrade Plaza will make a huge impact on the city's cultural, leisure and entertainment offer.

We believe this is vitally important for the people of Coventry and also adds to the city's appeal as a prime location for inward investment.

May we take this opportunity to thank businesses and the community for their patience. You were all brilliant during the construction of the car park, please bear with us a little longer - the end results will be worth it.

Kieran Leahy and Peter Deeley, Oakmoor Deeley



Pictured left to right Peter Deeley, Tim Hurdiss, Manoj Bhardwarj and Kieran Leahy of Oakmoor Deeley

Competition updates

In the previous newsletter we ran a competition to win an overnight stay for two at a Radisson Edwardian Hotel anywhere in the UK. Daphne Plummer from Coundon was our lucky winner.

Radisson
EDWARDIAN
HOTELS

Daphne chose a weekend in London at the Radisson Edwardian in Mayfair, where she was shown the hotel's beautiful and priceless crystal chandeliers. Daphne also made a trip to the West End to see Guys and Dolls and enjoyed her first visit to the Tate Modern. She described the weekend as "wonderful".

Daphne was the first drawn out of the hat for correctly answering 12 for the number of Radisson Edwardian hotels in the UK at that time.

Well done Daphne!



In the same newsletter we also announced that we were going to give away £1,000 to the 50,000th user of the car park. The lucky winner pictured above was Steve Turner he and his girlfriend were going to enjoy a holiday in Las Vegas.

Timetable update

Phase II - Casino, hotel, bars and restaurants, and residential start on site
Autumn 07

Radisson Edwardian start on site
Summer 08

Completion of all works
Spring 09

Lucky Number 3 for Coventry



Premier Inn, the UK's largest and fastest growing hotel chain, will arrive in Coventry for the third time with a brand new hotel situated in the Belgrade Plaza.

The 119-bedroom Premier Inn, due to open February 2009, will offer guests a premier experience without the premier price, along with a good night's sleep guaranteed!

Stylishly designed, all bedrooms will feature fresh, crisp white linen and sumptuous feather pillows teamed with a modern purple padded headboard and purple throw to complete the look. Each room will cater for up to two adults and two children along with en suite bathroom, flat screen TV, spacious desk area and tea and coffee making facilities.

The stunning internal restaurant and bar area offers something for everyone, whether you're after a snack or a relaxing dinner.

The menu features expertly cooked traditional and contemporary dishes in a relaxed and informal environment.

At Premier Inn we believe that breakfast is the most important meal of the day and offer a range to suit everyone. For those guests who take a leisurely approach to their first meal of the day, the Premier Breakfast offers as much as you can eat from the Cooked and Continental selection for just £7.50. For a lighter bite choose from the Continental



Breakfast selection for just £5.25 or simply Grab & Go with a delicious baked croissant with either a coffee or choose from a selection of delicious Twinings tea.

Derek Griffin, Acquisitions Manager comments, "With two highly successful Premier Inn hotels in Coventry already, we are very excited to be building our third in the Belgrade Plaza. We are sure that the hotel will be a huge success and that the great accommodation, coupled with great value will prove a winning formula with our guests."



Competition

Premier Inn have offered a fabulous prize for our December competition. To win a 2 night weekend stay for 2 people with breakfast at any Premier Inn across the UK simply answer the following question:

Q. How many bedrooms will the new Premier Inn have?

Answers by email to: jilly@belgradeplaza.co.uk or write your answer on a postcard with your contact details and send to Jilly Cosgrove at: Barques Design Ltd, 33 Ludgate Hill, Birmingham B3 1EH

The closing date is 19th January 2008 and the winner will be notified by the end of January.

Park Easy - Shop Easy this Christmas

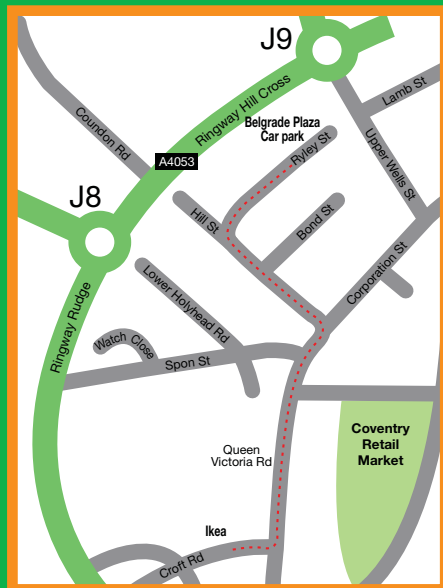
December is a very busy time for most cities - but in Coventry the much anticipated opening of IKEA is around the corner - 16th December in fact!

Knowing how popular Ikea has proven in other cities, Coventry is braced for the impact the store could have on traffic flow. Thankfully the Belgrade Plaza Car Park is ideally placed to assist in avoiding the Christmas rush.

The car park has 1100 spaces and is just a few minutes walk from IKEA so that - added to the ease of use with direct access on and off the ring road at Junctions 8 and 9 - makes

us perfect for visiting city stores this Christmas. Tony Golding and his team will be on hand to help you enjoy the experience.

To make your life easy, we now have five paystations within the car park and theatre goer's, don't forget you can pay for the car park at the box office counter or at the bars in the theatre.



belgradeplazaparking
open 24 hours every day

This car park operates a **PAY ON FOOT** payment system, please retain your entry ticket when parked and on return to the car park, pay the appropriate fee at the pay machine prior to returning to your vehicle.

monday - saturday (7am-6.30pm)		evenings (monday - sunday)	
up to 1 hour	£1.00	6.30pm till midnight	£2.00
up to 2 hours	£2.00	midnight till 7am	£2.00
up to 3 hours	£3.00	lost ticket charge	£9.00
up to 4 hours	£4.00	Parking duration that span over daytime and evening tariffs (i.e. either side of 6.30pm) will be subject to both charges being applicable.	
over 4 hours	£5.00		
sundays and bank holidays		standard tariff applies	
7am till 6.30pm	£1.00	standard tariff applies on good friday	

PARK MARK SAFER PARKING

CAR PARKS MANAGED BY:
CV2
ON BEHALF OF
OAKMOOR-DEELEY PARTNERSHIP
Telephone: 024 76 509900

Whilst every effort is made to ensure the security of your vehicle and its contents the car park owners shall not be held responsible for any loss or damage incurred whilst using this parking facility.

CCTV IN OPERATION
CV2
Managed by CV2 Ltd Limited,
New Union Street, Coventry
Tel: 024 7683 3636



Wednesday Christmas late night shopping has a special tariff of £2 from 3.00 pm until midnight.

Kids can play and win shopping at Belgrade Plaza



Those shopaholics with children need not worry. The kids can soon enjoy some Christmas spirit by entering the Belgrade Plaza 'Count the Santa' competition.

This is a fun competition for the kids. Simply pick up an entry form, count the number of Santas in the stairwell of the car park (they don't have to go anywhere near the cars) and hand it in at the reception desk. On the 23rd December, we will draw 3 names from those who have answered correctly and each will win a £25 voucher to spend at the Entertainer toy store!

Letters to Santa

Don't forget to get the children to write to Santa, they can post their letters into our special Santa's postbox.

We will display some of the letters in the car park reception and, who knows, Santa may fulfil their dreams. Remember, without their name, age and telephone number on the back of their letter Santa won't know how to contact you.

Coventry's community spirit

What a creative city Coventry is!

Since we started work we've been absolutely delighted to work with lots of local people including Kate Turner and the team from ArtsExchange on an impressive range of community artwork.

During the archaeological dig and the building of the the Car Park we were proud to display artwork on our hoardings designed by the children from Spon Gate and St Osburg's Primary Schools, the residents of Bond's Hospital, the Foyer, and Barr's Hill Secondary School.

In addition, when planning the second phase we have worked with several community groups who have produced an incredible showcase of work which

documents the changes taking place and other aspects of the city. All this work will be added to the new hoardings being put up in December. The hoardings will also give a glimpse of what is being built.

As you go about your business please take the time to enjoy this wonderful work, created by so many local people.



The Lamb Street Gallery
Workshop at the Lamb Street Centre



Car City
Workshop at the Grapevine Centre



City Rising
Barr's Hill Extended Schools Project



Friendships Built On Time
Residents of Bond's Hospital, Foyer and former residents of the Belgrade Plaza Site



It Will Be Alright On The Night
Produced by the Belgrade Theatre



Past, Present And Future
Year 5 and 6 children from St Osburg's RC Primary School and Spon Gate Primary School



Stirring Memories
Former residents of the Belgrade Plaza site



Living The High Life
Children who visited the Positive Images Festival in the Lower Precinct



These Boots Were Made For Walking
Workshop at the Salvation Army for International Women's week

editor's note

If you require a large print version of this newsletter - please contact:
Jilly Cosgrove jilly@barques.co.uk 0121 233 2080

A development brought to you by
The Oakmoor Deeley Partnership



www.belgradeplaza.com