

# News release

25 April 2022

## Installation of new roof signs begins at Coventry Building Society Arena

From today, work starts on installing new roof signs at Coventry Building Society Arena which will be seen far and wide by millions of visitors from across the country and people in and around the city.

Two huge blue and white signs, each weighing seven tonnes and the size of three double decker buses, will be fitted with LED lighting and will stand tall over Coventry's skyline at a height of around 40m with installation works set to be completed over the next fortnight.

The monumental task of constructing all 28 letters of the logo in 13 separate sections set into seven large frames will take place on the ground before lifting each frame individually with truck mounted cranes. The first sign will be installed on the south side of the stadium facing the Arena Retail Park, followed by a second sign positioned on the north side which will be seen along Jimmy Hill Way.

**Darin Landon, Chief Commercial Officer at Coventry Building Society, said:** "We're immensely proud of our home city and to have our name on the roof of one of the most famous landmarks is a real honour.

"Changing the name of the Arena has literally put our name on the map, raising our profile across the country and cementing our support for the local community. While these enormous signs will look great to the millions of people visiting the venue and the city each year, we hope people driving back to Coventry will know when they see the signs they're home again.

For more information or additional comment please contact the press office on **0800 121 6868** or email [media@thecoventry.co.uk](mailto:media@thecoventry.co.uk)

Calls to 0800 numbers are free when made from the UK. You may be charged for calls to all other numbers, please contact your service provider for further details.

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“Our partnership with the Arena is really special and we’ve always said the venue would become a focal point for the local community. Together we’ve made sure even more people in the city and surrounding area have been able to experience their first taste of live sport and music.

“We’ve hosted events for schoolchildren and celebrated their achievements here, used our fantastic new space, The Coventry Lounge, to host befriending events for local residents and provide a meeting space for local charities. Great things continue to happen and we’re delighted our name will be fixed firmly for all to see.”

**Paul Michael, Commercial Director at Coventry Building Society Arena, said:** “This is a definitive day in our relationship with Coventry Building Society. We have been working closely with them since our partnership began to implement a wide range of external and internal visual changes at the Arena. This is without doubt the biggest one!

“Throughout the rebranding process we have been constantly asked about the large roof signs and when they will be in place - and now people can start seeing for themselves.

“They look fantastic and will be seen by the millions who visit the Arena, whether it be to attend a business, sporting or music event, or to stay at our onsite hotel. The signs will also become a highly visual landmark for the thousands of drivers who pass Coventry Building Society Arena every day.

“Our partnership with Coventry Building Society has seen numerous benefits for the local community, visitors to the Arena and our clients. We look forward to continuing working together to deliver programmes and initiatives across the UK and in the city of Coventry.”

Coventry Building Society Arena is the home of Wasps Sport and Coventry City Football Club, and will see tens of thousands more visitors through its doors this summer with the upcoming Commonwealth Games.

The installation work has taken hundreds of hours of meticulous planning with teams of people working on constructing, delivering and installing the new signs while working around the Arena’s busy schedule of events.

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#### Notes for Editors

#### Coventry Building Society

Coventry Building Society is the UK's second largest building society and a top ten UK savings and mortgage provider.

Coventry Building Society is committed to making financial services simple and open for its members. Its website allows savers to compare the Coventry's savings accounts with similar products across the whole of the market.

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