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**Report to**  
Council

12 July 2005

**Report of**  
Head of Corporate Policy

**Title**  
Best Value Review: Promoting Coventry

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## 1 Purpose of the Report

- 1.1 Council agreed at its meeting on 21 June 2005 to establish a Best Value Review Group on *Promoting Coventry*. This report requests you to nominate the Chair, Vice Chair and members of the Review Group.

## 2 Recommendations

- 2.1 You are recommended to nominate the Chair, Vice-Chair and members of the Review Group on *Promoting Coventry*.

## 3 Information/Background

- 3.1 Local authorities have a statutory duty under the Local Government Act, 1999 to conduct Best Value Reviews of their functions. These reviews are expected to:
- challenge why, how and by whom a service is being provided
  - compare their performance with others across a range of relevant indicators, taking into account the views of both service users and potential suppliers
  - consult with local stakeholders as to their experience of local services and their aspirations for the future
  - use fair and open competition wherever necessary as a means of securing efficient and effective services.
- 3.2 Council has agreed to use this process to review the value, effectiveness and impact of activity by the City Council and its partners to promote the city of Coventry and to recommend how improvements might be made. The terms of reference agreed for the review are as follows:
- to examine the extent, quality, value for money and cost effectiveness of work to attract inward investment from the UK and abroad and evaluate its impact

- to review the effectiveness of promotion of the city as a location for tourism, conferences and study
- to examine ways in which the image of the city can be improved to attract public services to relocate to Coventry
- to consider the role of events in attracting visitors and improving the city's image
- to develop a promotional strategy to support the council's ambitions to regenerate the city, increase its population and play a major role in the regional economy
- to define clear and measurable outcome measures for promotional activity.

#### 4 Proposal and Other Option(s) to be Considered

4.1 It is proposed that the Review Group should be established with the terms of reference shown in paragraph 3.2 above and that the membership should be drawn from the political groups as follows:

- Conservative Group – 3 members
- Labour Group – 2 members
- Minority Groups – 1 member.

#### List of background papers

Proper officer: Head of Corporate Policy

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Papers open to Public Inspection

**Description of paper** None

**Location**