



Business, Economy and Enterprise Scrutiny Board (3)

Time and Date

2.00 pm on Wednesday, 16th July, 2014

Place

The Job Shop, 1 Bull Yard, Coventry

PLEASE NOTE VENUE - Members of the Board are requested to meet at The Job Shop

Public Business**1. Apologies and Substitutions****2. Declarations of Interest****3. Minutes** (Pages 3 - 8)

(a) To agree the Minutes of the meeting held on 16th April 2014

(b) Matters arising

4. Tour of the Job Shop

The Council's Economy and Jobs Manager and the Employment Manager will take Members of the Scrutiny Board on a tour of The Job Shop.

5. Delivering the Jobs Strategy - Annual Progress 2013-2014 (Pages 9 - 12)

Briefing Note of the Council's Economy and Jobs Manager providing an update on the progress made to deliver the Jobs Strategy 2011-2014 in its final year from 1st April 2013 to 1st March 2014.

6. Outstanding Issues

Outstanding Issues are included in the Board's Work Programme

7. Work Programme 2014/15 (Pages 13 - 16)

Report of the Scrutiny Co-ordinator

8. Meeting Evaluation

To evaluate the effectiveness of the meeting

9. **Any other items of business which the Chair decides to take as matters of urgency because of the special circumstances involved**

Private Business

Nil

Chris West, Executive Director, Resources, Council House, Coventry
Tuesday, 8 July 2014

Note: The person to contact about the agenda and documents for this meeting is Michelle Salmon, Governance Services, Tel: 024 7683 3065, Email: michelle.salmon@coventry.gov.uk

Membership: Councillors R Bailey, L Bigham, J Birdi, G Duggins (Chair), K Mulhall, T Skipper, H Sweet, S Walsh and D Welsh

By invitation:

Councillor K Maton (Cabinet Member (Business, Enterprise and Employment))

Councillor J McNicholas (Deputy Cabinet Member (Business, Enterprise and Employment))

Councillor A Khan (Cabinet Member (Culture, Leisure, Sports and Parks))

Please note: a hearing loop is available in the committee rooms

If you require a British Sign Language interpreter for this meeting
OR if you would like this information in another format or language please contact us.

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Coventry City Council
Minutes of the Meeting of Business, Economy and Enterprise Scrutiny Board (3)
held at 2.00 pm on Wednesday, 16 April 2014

Present:

Members: Councillor T Skipper (Chair)
 Councillor M Auluck
 Councillor D Galliers
 Councillor M Hammon
 Councillor K Maton
 Councillor J Mutton (substitute for Councillor Welsh)
 Councillor K Taylor

Other Members (by Councillor L Kelly
invitation): (Cabinet Member (Business, Enterprise and Employment))

Employees (by Directorate):

Place K Mawby
 G Simpson
 M Waters

Resources K Larsen
 M Salmon

Apologies: Councillor F Abbott and Councillor D Welsh

Public Business

57. Declarations of Interest

Councillor Hammon indicated that, in respect of the matter in minute 59/14 below headed "Coventry Rail Story/Rail Investment Strategy", he owned land that would be affected by HS2. As the matter related to NUCKLE his interest was not deemed to be a Disclosable Pecuniary Interest or Other Interest, he remained in the meeting for consideration of the matter.

58. Minutes

The minutes of the meeting held on 19th March 2012⁴ were agreed and signed as a true record.

59. Coventry Rail Story/Rail Investment Strategy

The Board received a briefing from the Council's Transportation Manager that provided an update on the progress and development of the Coventry Rail Investment Strategy. An outline presentation summarised the work to date.

Coventry had been historically overlooked by the rail industry in formal investment and planning strategies, despite record passenger growth at the rail station in recent years. To address and respond to and inform Network Rail's Long Term

Planning Process, which would determine national rail priorities for 2019 through to 2024, an evidence base was being developed that would set out what connectivity would benefit Coventry's economic growth. Initially called 'Coventry Rail Story', this was being developed on an evolving basis into a Rail Investment Strategy.

The Board questioned the officer and discussed a number of issues arising from the presentation, including:

- The preparation of a Business case for £30m of funding, of which £7.5m has already been secured through devolved local funding.
- £3,700 jobs expected from increased rail connectivity.
- Developing further electrification of trains to enable faster delivery and running times.
- The potential for increased economic growth for the City through the development of the Nuneaton to Leicester rail line.
- Masterplan – boulevard to Coventry Station (included in Friargate proposals), new entrance and improved setting, refurbishment/upgrade of Station buildings and improved car parking provision – all proposals are Friargate linked.
- Improved capacity through the re-designation of existing carriages from first class to standard class.
- Promotion of the West Coast Main Line to ensure its primary use.

RESOLVED that the Business, Economy and Enterprise Board (3) notes the update on the progress and development of the Coventry Rail Investment Strategy and requested that any further financial commitments and business cases be submitted to the Scrutiny Board for consideration.

60. **Jobs and Growth Strategy for Coventry 2014-2017**

The Board considered a briefing note of the Council's Economy and Jobs Manager, that provided details of the Draft Jobs and Growth Strategy 2014-2017 and sought amendments and/or additions to 3 key objectives and the associated outputs section of the document, that should be considered by the Cabinet Member (Business, Enterprise and Employment) in finalising the Strategy prior to its consideration at the meeting of Cabinet on 13th May 2014.

The Jobs and Growth Strategy supported the vision and priorities of the Council's Plan – Coventry Open for Business: Globally connected and locally committed. It also supported other City Council priorities in reducing poverty levels in the City; alleviating pressure from welfare cuts, reducing health inequalities and improving well-being. The Strategy reflected recent economic indicators showing improvements - unemployment was falling, business confidence was rising and new infrastructure was being built in the City. Despite the more favourable economic climate, it was recognised that many people still faced a multitude of barriers to finding employment.

The key objectives of the Strategy, including the focus on supporting young people who were not in education, employment or training (NEETs), remained unchanged from the first Strategy:

- Secure job opportunities through investment – businesses and investors continue to recognise Coventry as the right place for them to invest and grow.
- Help people get jobs – pursuing prosperity so that in Coventry everyone who wants a job will have the opportunity to secure one that matches their skills.
- Help people improve their skills – local universities, colleges and businesses will equip people with skills that businesses and investors want and will locate in Coventry to secure.

Targets set for 2014-2017, set at a similar or higher level compared to the estimated actual performance of the first 3 year strategy, had been based on prudent assumptions around securing external funding, as well as that Council annual funding remained at the same level as for 2014-2015.

The Board questioned the Officers on specific objectives in the Strategy as well as outputs and made the following points:

- The objectives needed prioritising and the Board recommended that the objective that related to job creation needed the strongest emphasis throughout the Strategy.
- The Strategy needed to be more ambitious: some targets were too soft such as recording the number of customer assists, and hard outcomes such as jobs gained needed recording. In addition, some targets were too low and not aspirational enough particularly ‘new businesses investing’ and ‘organisations influenced in their skills delivery’. Also, the outputs didn’t go far enough in driving the proposed activity forward and weren’t explicit i.e. instead of how many new jobs, it should state how many specific jobs e.g. scientists there would be.
- The table of targets gave a partial picture; more information was needed to measure the success of the Strategy. In terms of new jobs, the number of jobs lost over the same period as well as gained would show the net gain of jobs created. The same detailed context was needed for NEETs to provide details of how many people in total were NEET in each category, work, education and training.
- Following discussion on areas highlighted in the Strategy as issues, such as skill shortages and graduate retention, Members felt that no solutions were offered to rectify these situations. In respect of one of the three objectives relating to equipping people with skills that businesses and investors wanted, the question was raised as to who was predicting the skills needed and how were they going to be measured. Members did however recognise that this was a very difficult area to measure.
- Sufficient credit needed to be given to partners in improvements seen in the economy; the City Council had a key role as an influencer in this arena but could not take the entire credit for improvements made.
- The ability to put local procurement clauses into contracts was highlighted as an area that needed further consideration as a means of ensuring procurement processes were suitable for local businesses.

The Board would review progress on the Jobs Strategy as part of their future Work Programme.

RESOLVED that the Business, Economy and Enterprise Board (3) notes the details of the draft Jobs and Growth Strategy 2014-2017 and agrees that the points raised by the Board be forwarded to the Cabinet Member (Business, Enterprise and Employment) for her consideration in finalising the Strategy, and included in the report to be submitted to Cabinet on 13th May 2014.

61. **End of Year Review**

The Board received a Briefing Note of the Scrutiny Co-ordinator that reviewed the work of the Business, Economy and Enterprise Scrutiny Board carried out during the course of the Municipal Year 2013/2014, and sought to identify priorities or issues for consideration when planning the Municipal Year 2014/2015 Scrutiny Work Programme.

During the year, the Board had met 8 times and considered the items set out in the Work Programme. Recognising that the Board could not cover everything, the Work Programme was used to prioritise issues for consideration. Some issues were not covered during the year and some areas of Cabinet Member portfolios were not addressed. Scrutiny Boards had carried out their business through a range of activities including traditional Board meetings, task and finish groups and visits. Boards had gathered evidence from and engaged with Cabinet Members, Council Officers, partner organisations from the public, private and third sectors and Members of the Public.

The Board acknowledged that the involvement of partners and external experts had been of particular benefit to their meetings and had worked most effectively. They requested that the issues that the Board had not considered during the Municipal Year 2013/2014 be taken into account when planning for the Municipal Year 2014/2015. In addition they suggested that: scrutinising and monitoring Planning processes; a Board visit to City Centre businesses; the progress on NEETS; and housing, also be considered for next year's Work Programme.

RESOLVED that the Business, Economy and Enterprise Scrutiny Board (3) noted the Briefing Note and suggested that:

- 1) Future meetings of the Board would benefit from the continued involvement of partners and external experts.**
- 2) In addition to the remaining issues that the Board had not considered in the Municipal Year 2013/2014, the following issues be considered for the Work Programme when planning for the Municipal Year 2014/2015:**
 - **Planning – the Scrutiny and monitoring of processes**
 - **A Board visit to City Centre Businesses**
 - **Progress on NEETS**
 - **Housing**

62. **Outstanding Issues**

Outstanding Issues were included in the Board's Work Programme.

63. **Work Programme 2013/14**

RESOLVED that the Business, Economy and Enterprise Scrutiny Board (3) notes the Work Programme issues that have not been considered in the Municipal Year 2013/2014 and requests that these be taken into account in the Work Programme planning for the Municipal Year 2014/2015.

64. **Meeting Evaluation**

The Board commented that the presentations and briefings had been very informative. Comments given by Members would be used to ensure the efficiency and effectiveness of future meetings.

RESOLVED that the Chair thanked Members and Officers for their support and contributions to meetings during the year and the Board placed on record their appreciation for the work of the Chair.

65. **Any other items of public business which the Chair decides to take as matters of urgency because of the special circumstances involved**

There were no other items of public business.

(Meeting closed at: 3.45 p.m.)

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Briefing Paper for Business, Economy and Enterprise Scrutiny Board (3) 16th July 2014

Annual Performance of the Council's Jobs Strategy 2013/2014

Introduction

This paper gives details of the City Council's Jobs Strategy performance for 2013/2014, which will be considered by Cabinet on 5th August 2014.

Ahead of Cabinet, Scrutiny Board is asked to make any comments or recommendations on the annual progress of the Job Strategy for 2013/14.

Overview

The Jobs Strategy for Coventry was endorsed in March 2011, during a difficult economic climate. Over the strategy's three year timeframe economic circumstances changed. Economic indicators began to show improvements: unemployment fell, business confidence grew and new infrastructure projects came forward in the city. The Jobs Strategy for Coventry outlines the action that Coventry City Council is taking to lead in the creation of new jobs in the city, and the promotion of economic growth.

This paper summarises the progress made to deliver the strategy in its third and final year from April 1st 2013 to March 31st 2014. Key Objectives within the Jobs Strategy are to:

- Secure job opportunities through investment
- Help people get jobs
- Help people improve their skills

All performance measures have been met and have exceeded the targets set for the year. The following table shows the performance of the Jobs Strategy in 2013/14 against the targets set.

	Target 2013-14	Actual 2013-14
Business Investment		
a) Business Assisted	150	309
b) New jobs created	1,250	1,292
c) New Investment	£60m	£107.16m
d) New businesses investing	3	6
Employment		
e) No. of people engaged	2,500	6,959
f) No. of people into jobs	1,000	1,216
g) No. of young people into positive destinations	250	302

Secure Job Opportunities through Investment

Working with local businesses 1,292 job opportunities across the sub region have been created. This is through new businesses moving into the City as well as existing businesses expanding and creating new jobs. These businesses were primarily in the wider manufacturing and digital sectors and the professional and financial services sector that supports them. In total these businesses have invested over £100m to grow and improve their operations.

The Council is ensuring that businesses continue to recognise Coventry as the right place for them to invest and grow. The Council actively supported 6 new companies to invest in the city.

Council services have supported 309 businesses during 2013/14. This includes offering advice on a range of issues: financial, marketing, business planning, people management and well-being.

Help People get Jobs

The number of people engaging with the Employment Team far exceeded the target of 2,500 set for the year with nearly 7,000 people accessing employment support. 1,216 of Coventry's vulnerable residents that have engaged with the service have progressed into work. Many of these individuals have used the service offered through the Council's city centre Job Shop.

302 young people who are NEET (not in Education, Employment or Training) have been supported by the Council into work, further education, self-employment or another positive outcome. This is a significant achievement in light of the continuing difficult economic climate for the customers the service focuses on supporting.

The City Council's Job Shop has become a key feature of the way in which employment services are delivered to those looking for work in the City, which typically sees around 150 people each day. A new space has been created at the Job Shop, called the Youth Zone, which means that employer and recruitment events can also be held there. Recently 700 young people mostly NEETS, were engaged in two apprenticeship events at the Shop. Employers, such as Boots, Severn Trent, Blue Arrow, Harvester, Central Site and Jaguar Land Rover are also using the Shop from which to recruit or to participate in events.

In February 2014 a new service called the Employer Hub was launched, designed to meet businesses recruitment and skills needs, whilst widening access to vacancies for local people. Local business now has a facility from which to recruit and a central point of access for any recruitment or skills help, whatever their sector.

Help People Improve their Skills

The Skills and Growth Team have been focusing on providing up to date skills data and analysis that is available to all those organisations involved with the skills agenda. This has been used to strategically influence training delivery in the City to ensure that curriculum delivery matches skills demands. Significant support has been given to the LEP in relation to its Skills Strategy and the associated Action Plan.

The Skills and Growth Team is involved in the direct delivery of a number of skills projects. The Construction Shared Apprenticeship scheme won a number of awards and met its performance target of 30 young people starting an apprenticeship. To date 92% of those completing the scheme have progressed onto employment, self-employment or further training.

Community benefit clauses are now being written into development contracts that the Council procures as well as including wording in grant awards to businesses, and in our sales particulars when we sell Council land or property. Through the Social Value Policy which the Council adopted as a response to the Social Value Act, the “Think Local” message is being embedded into the commissioning and procurement process. This will create additional employment and training opportunities for unemployed people in the city.

Financial Implications

The 3 year Jobs Strategy for Coventry, has been funded from a number of sources amounting to approximately £11.4m over 3 years. This includes core revenue funding from the Council of £1.2m for 2013/14. External funding has played a major part in funding the range of services that deliver the Jobs Strategy. Typically this funds 50% of the total expenditure in this area.

Conclusion

If Coventry City Council was not to implement a Jobs Strategy a slower and a less inclusive improvement in the economic wellbeing of the city and its residents would be seen. By not acting proactively to seize investment opportunities, these may be lost to other areas, and Coventry would lose out on the positive benefits. The strategy plays a key role in reducing inequalities across Coventry, through ensuring that support is provided to those who need it most. If this did not happen, it would result in widening the inequalities gap across the city.

In May 2014, Cabinet approved the Council’s second three-year strategy for Jobs and Growth for 2014-2017. Progress will be reported to SB3 at half yearly and annual points.

Rebecca Young
Economy and Jobs Manager
3rd July 2014

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Business, Economy and Enterprise Scrutiny Board (3)

16th July 2014

Work Programme 2014/15

For more details on items, please see pages 2 onwards

Meeting Date

16th July 2014

Jobs Strategy Update 2011-14

10th September 2014

City Deal

Coventry and Warwickshire Strategic Economic Plan

18th September joint meeting with SB2

NEETs

8th October 2014

MIPIM outcomes (briefing note only)

Carbon Management Plan

12th November 2014

Core Strategy/ Coventry Development Plan

Housing Allocation/planning policy

17th December 2014

Job Strategy half yearly results

28th January 2015

Sports Strategy

Tourism/Heritage item

11th March 2015

Skills Strategy Update

Climate Change Strategy

Report back from the task and finish group looking at the private rented sector

1st April 2015

Homelessness Service

Coventry Homefinder Choice Based Lettings Policy

Date to be identified

Transport

Scrutiny Co-ordination Committee Work Programme 2014/15

Page 14

Meeting Date	Work programme item	Lead Officer	Brief Summary of the issue	Source
16 th July 2014	Jobs Strategy Update 2011-14	Rebecca Young	To look at the progress of the action plan in the Jobs Strategy for the previous year	Meeting 18/11/13
10 th September 2014	City Deal	Martin Yardley/Paula Deas	This could be two items or taken as one with the feedback on the Strategic Economic Plan	15/01/14
	Coventry and Warwickshire Strategic Economic Plan	Martin Yardley/Paula Deas	Feedback on the consultation on the Strategic Economic Plan	15/01/14
18 th September joint meeting with SB2	NEETs	Rebecca Young	Approaches being taken to tackle NEETs with emphasis on the older cohort of NEETs. Look to having a joint meeting with SB2 to discuss the whole issue with Cabinet Member for Education as well as Cabinet Member for Business, Enterprise and Employment.	SB3 meeting 16/04/14
8 th October 2014	MIPIM outcomes (briefing note only)	Deidre Fitzhugh	A conference report to be presented for MIPIM 2014 and Board requested an update briefing note on the outcomes and progress made on the follow ups from the MIPIM 2013 conference. – David Cockroft to add progress info	Meeting 5/11/13
	Carbon Management Plan	John Kyffin Hughes	Revision of plan, reporting on progress against targets from last 5 years	SB4 June 2013
12 th November 2014	Core Strategy/ Coventry Development Plan	Jim Newton	As part of the new core strategy, the links with Social Housing need to be considered, including links with other policies.- October as going to Cabinet in Sept	All Members briefing 26/6/13
	Housing Allocation/planning policy	Jim Newton		SB3 meeting 16/04/14
17 th December 2014	Job Strategy half yearly results	Rebecca Young	To report on the first six months performance data of the new Jobs Strategy	Meeting 18/11/13
	City Centre Developments	David Cockroft	The Board are interested in businesses in the city centre – arranging a visit	SB3 meeting 16/04/14

Scrutiny Co-ordination Committee Work Programme 2014/15

Meeting Date	Work programme item	Lead Officer	Brief Summary of the issue	Source
28th January 2015	Sports Strategy	David Nuttall	If possible to hold the meeting at the AT7 The relocation of the Sports Centre and consultation associated with the new facilities also the links between physical activity and health.	
	Tourism/Heritage item	David Nuttall		
11th March 2015	Skills Strategy Update	Martin Yardley/Paula Deas	A year on from the launch of the Skills Strategy a report on Progress	15/01/14
	Climate Change Strategy	Michael Checkley	Update on the strategy	19/06/14
	Report back from the task and finish group looking at the private rented sector		Members –Cllrs Welsh, Walsh, Bigham, Bailey and invite someone from SB4/Scruco to look at the quality of private sector housing – what implications are there from the rise in the private sector – Discretionary Licensing	19/06/14
1st April 2015	Homelessness Service	Ayaz Maqsood	Report back on the performance of the new service implemented in April 2014 run by the Salvation Army	
	Coventry Homefinder Choice Based Lettings Policy	Ayaz Maqsood	Report back on the impacts of the policy, following on from the first full year implementation.	19th March 2014
Date to be identified	Transport	Mike Waters		

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