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### Scrutiny Co-ordination Committee

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**Time and Date**

10.00 am on Wednesday, 5th November, 2014

**Place**

Committee Rooms 2 and 3 - Council House

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**Public Business****1. Apologies and Substitutions****2. Declarations of Interest****3. Minutes**

(a) To agree the minutes of the previous meeting held on 8th October, 2014 (Pages 3 - 8)

(b) Matters Arising

**4. Air Quality (Pages 9 - 18)**

Briefing Note of the Executive Director, People

**10.45 a.m.****5. Tourism in Coventry (Pages 19 - 24)**

Briefing Note of the Executive Director, Place

Councillor Maton, Cabinet Member (Business, Enterprise and Employment) and Councillor McNicholas, Deputy Cabinet Member have been invited to the meeting for the consideration of this item

**11.30 a.m.****6. Outstanding Issues**

All outstanding issues have been included in the work programme below

**7. Scrutiny Co-ordination Committee Work Programme 2014/2015 (Pages 25 - 28)**

Report of the Members and Elections Team Manager

**8. Any Other Items of Public Business**

Any other items of public business which the Chair decides to take as a matter of urgency because of the special circumstances involved.

## **Private Business**

**Nil**

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Chris West, Executive Director, Resources, Council House Coventry

Tuesday, 28 October 2014

- Notes: 1) The person to contact about the agenda and documents for this meeting is Liz Knight, Democratic Services, Council House, Coventry, telephone 7683 3073, alternatively E-mail: [liz.knight@coventry.gov.uk](mailto:liz.knight@coventry.gov.uk)
- 2) Council Members who are not able to attend the meeting should notify Liz Knight no later than 9.00 a.m. on the day of the meeting, giving their reasons for absence and the name of the Council Member (if any) who will be attending the meeting as their substitute.
- 3) Scrutiny Board Members who have an interest in any report referred to this meeting, but who are not Members of this Committee, have been invited to notify the Chair by 12 noon on the day before the meeting that they wish to speak on a particular item. The Member must indicate to the Chair their reason for wishing to speak and the issue(s) they wish to raise.

Membership: Councillors J Blundell, J Clifford (Deputy Chair), G Duggins, J Innes, R Sandy, B Singh, T Skipper (Chair), K Taylor and S Thomas

By invitation Councillors K Maton and J McNicholas

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.

**Liz Knight, Governance Services - Telephone: 024 7683 3073**  
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**Coventry City Council**  
**Minutes of the Meeting of Scrutiny Co-ordination Committee held at 10.00 am on**  
**Wednesday, 8 October 2014**

Present:

Members: Councillor T Skipper (Chair)  
Councillor J Clifford  
Councillor G Duggins  
Councillor R Sandy  
Councillor B Singh  
Councillor K Taylor  
Councillor S Thomas

Other Members: Councillor A Gingell, Cabinet Member (Health and Adult Services)

Employees (by Directorate):

G Holmes, Resources Directorate  
L Knight, Resources Directorate  
Dr J Moore, Chief Executive's Directorate  
T Richardson, Chief Executive's Directorate  
T Savill, Resources Directorate  
A West, Resources Directorate

Other representatives: Sue Bent, Coventry Law Centre  
Martin Buxcey, Department of Works and Pensions  
Daniel Conteh, Celestineceleste Community Organisation  
Janet Gurney, Coventry Law Centre  
Daksha Piparia, Citizens Advice Bureau  
Virginia Ringane, Celestineceleste Community Organisation  
Mary-Ann Stephenson, Warwick University

Apologies: Councillors J Blundell and J Innes

## **Public Business**

### **17. Declarations of Interest**

There were no disclosable pecuniary interests declared.

### **18. Minutes**

The minutes of the meeting held on 3<sup>rd</sup> September, 2014 were signed as a true record. There were no matters arising.

### **19. Overview and Scrutiny Management**

The Committee noted that a report of the Executive Director, Place headed 'Draft Strategic Housing Land Availability Assessment (SHLAA) – Technical Evidence Paper' had been considered by the Cabinet Member (Business, Enterprise and

Employment) at his meeting on 11<sup>th</sup> September, 2014. The Committee noted that Councillor Skipper, Chair of Scrutiny Co-ordination Committee had attended the meeting and agreed that the decision was urgent and that call-in should not apply.

In accordance with Part 3E, paragraph 19.4 of the Council's Constitution, the report was presented to Scrutiny Co-ordination Committee to inform them of the reason for urgency. The reason for urgency was that the publication of the draft Strategic Housing Land Availability Assessment (SHLAA) update formed an integral part of the Local Plan public engagement process, which commenced on 12<sup>th</sup> September, 2014. This was particularly in relation to the Duty to Cooperate and the Council's on-going engagement with its neighbouring authorities in relation to housing need and supply. The SHLAA was also a technical evidence paper, which would help inform local communities and stakeholders about the Council's housing land supply and allowed for consultation feedback to be collected and used to help inform the final version of the document. As such, it was urgent that the draft SHLAA was made available alongside the Local Plan paper to support the public engagement process.

## 20. **Welfare Reform - The Impact of Benefit Sanctions on People in Coventry**

The Committee considered a briefing note of the Scrutiny Co-ordinator and two presentations concerning the impact of benefit sanctions on people in Coventry. Sue Bent and Janet Gurney, Coventry Law Centre, Martin Buxcey, Department for Work and Pensions (DWP), Daksha Piparia, Citizens Advice Bureau and Mary-Ann Stephenson, Warwick University attended the meeting for the consideration of this matter.

The briefing note referred to the partnership working of the Working Together on Welfare Reform Group which continued to meet to discuss common issues, share knowledge and work together to tackle problems arising from the wide scale changes to the welfare system. Both Coventry Law Centre and the Citizen's Advice Bureau had recently worked with Coventry Women's Voices and the Centre for Human Rights in Practice at the University of Warwick on a research project looking at the impact of sanctions and how to address some of the issues. A copy of the report was attached at an appendix to the briefing note. The findings of the project strongly supported the findings of national research and research conducted locally elsewhere in the country.

Mary-Ann Stephenson, Warwick University gave a presentation which set out the background to the research project and highlighted the new sanctions. The methodology was explained and reference was made to two national studies undertaken by the Joseph Rowntree Foundation and Mathew Oakley. The problems with the sanctions process were explained along with the negative impacts including the impact on job seeking behaviour. The conclusions of the project were:

- (a) The sanctions process did not meet standards set out in the Oakley review
- (b) Sanctions were having a serious negative impact on individuals and families in Coventry
- (c) Sanctions were making it harder to look for work.

Attention was drawn to the meeting of the 'Working Together' Group with Martin Buxcey, DWP, which had already agreed a number of actions as a result of these findings. These included working to develop a local protocol that could be used to

escalate to DWP concerns about individual case; having a single point of contact at DWP; and joint training between DWP and partners to focus on early intervention and prevention so that consistent advice and support was provided. The two main recommendations of the report were (i) change was needed in the sanctions policy at a national level and (ii) even within the existing policy there was significant scope for improving practice.

Tim Savill, Head of Revenues and Benefits, gave a presentation on the work of the 'Working Together' Group which detailed the challenges to be faced; informed about the monthly meetings; the positive outcomes; and what this partnership working had achieved. Copies of the presentation slides and the Groups' strategy and key priorities were set out at appendices 2 and 3 of the briefing note.

Members questioned the officers and representatives on a number of issues and responses were provided. Matters raised included:

- The potential impact of the report
- How the findings of the report would be publicised
- How national policies impacted on local decisions
- The negative viewpoint created by the media towards benefit claimants
- The intention for lessons to be learnt from the individual case studies
- Further details about the personalisation of job seeking agreements and the training provided for employees at DWP
- Clarification about the timeframe for initial interviews and the timescale for the hearing of appeals

**RESOLVED that:**

**(1) The continued work of the Working Together on Welfare Reform Group be supported.**

**(2) A further report on progress with the actions agreed to address concerns about sanctions be submitted to the meeting of Scrutiny Co-ordination Committee scheduled for 4th February, 2015 and all members of the Council be invited to attend.**

**(3) Cabinet be asked to consider whether there are any further practical steps that the local authority can take to mitigate the serious problems arising for Coventry residents as a result of welfare benefit sanctions.**

## **21. Female Genital Mutilation**

The Committee considered a report and presentation from Councillor Gingell, Cabinet Member (Health and Adult Services) on the issue of Female Genital Mutilation (FMG) in Coventry. Daniel Conteh and Virginia Ringane, Celsetineceleste Community Organisation attended the meeting for the consideration of this item.

The report provided an outline of what Female Genital Mutilation was; the legislation in relation to FMG; the implications of the practice on women and the outcomes for survivors; the prevalence of FMG and details of local actions so far. It also informed of the national recommendations to eliminate the practice of FMG

and set out the local recommendations which were to be submitted to the Health and Well-being Board.

The presentation highlighted the prevalence of FMG in Coventry. UHCW midwifery had reported 34 women affected by FMG between April and August 2014. Data from West Midlands Police indicated that for 2014 to date there had been 84 referrals, 48 of which were from Coventry. Attention was drawn to the FMG conference to be held in Coventry on 13<sup>th</sup> November, 2014.

The representatives from the Celestine Community Organisation, a group who provided support and education to those who were victims of or were at risk of FMG, informed of their current work and the attitudes towards FMG from different communities. The Committee placed on record their appreciation for their attendance at the meeting and for the work they undertook.

The Committee questioned the Cabinet Member, the officers and the community representatives on a number of issues and responses were provided. Matters raised included:

- Cultural acceptance
- The different roles of men and women within the African communities where FMG was practiced, both in supporting and challenging the practice
- The difference between a medical model and a cultural or social model that could be used to address the issue
- The barriers to schools for providing education programmes
- The positive role that UHCW plays in identifying and reporting cases of FMG
- The view of the United Nations

The report set out the following proposals for action:

- a. A multi-faceted awareness campaign is implemented targeting health, education, social care, voluntary sector, practising communities and other relevant professionals.
- b. Further partnership work between the Council, Coventry University and the Voluntary Sector to effectively engage with communities to ensure the Female Genital Mutilation campaign is successful
- c. The implementation of training programmes across Coventry for professionals and communities.
- d. Coventry should strive to prevent Female Genital Mutilation through Law Enforcement. Professionals and Communities need to continue to support the Police to enforce the law against parents / guardians who permit Female Genital Mutilation and the practitioners who carry it out and prevent women and girls being taken out of UK legal jurisdiction with the intention of carrying out Female Genital Mutilation.
- e. All suspected cases should continue to be referred as part of existing child safeguarding obligations. Information and support should be given to families to protect girls at risk. Better awareness of Female Genital Mutilation and the law amongst professionals should be implemented as part of a specialised training programme.

- f. If a child has already undergone Female Genital Mutilation she should be offered medical help, psychological support and counselling. Action should be taken to protect any female relatives who are at risk and to investigate possible risk to other children in the practicing community
- g. Key stakeholders support UHCW in their work to offer women access to a specialist Female Genital Mutilation midwife or consultant through the provision of dedicated clinic time.
- h. Community based clinics and primary and secondary care professionals should ask individuals if they have undergone Female Genital Mutilation or if themselves or members of their families are at risk.
- i. Data gathered should be shared across all agencies to ensure Coventry has a clear as possible picture of the prevalence of Female Genital Mutilation in Coventry. Share that information systematically: Develop protocols for sharing information about girls at risk of – or girls who have already undergone Female Genital Mutilation with other health and social care agencies, education and the police.
- j. Implementation of a Project Manager.

The Committee noted that they would receive a progress update at a later date.

**RESOLVED that:**

**(1) The proposals for action detailed above be supported and the Coventry Health and Well-being Board be recommended to accept these proposals.**

**(2) Consideration to be given to alternative educational approaches for dealing with the issue of Female Genital Mutilation which will encourage local schools to engage in raising pupils' awareness of FMG.**

**22. Outside Bodies - Reporting Arrangements 2014/15**

The Committee considered a briefing note of the Scrutiny Co-ordinator concerning the reporting arrangements for outside bodies to Scrutiny during 2014-15. Details of the proposed reporting routes were set out at an appendix attached to the note. A draft report template highlighting the content and requirements was set out at a second appendix.

The briefing note indicated that it was a constitutional requirement for the Committee to decide at the start of the municipal year which outside bodies it wished to receive reports from. The criteria currently applied to determine consideration was set out along with several proposed changes. In particular, the approach to secondary school governing bodies, trusts and foundations had been inconsistent and it was recommended that these did not report to Scrutiny unless requested by the Chair of Education and Children's Scrutiny Board (2).

The Committee discussed whether it was good value to continue to receive such reports. There was an acknowledgment that if there was an issue with a particular organisation then the onus would be on the member to report back with their concerns.

**RESOLVED that:**

**(1) The Committee to receive report backs from the eight organisations who receive financial assistance from the City Council.**

**(2) A letter be sent to all Councillor representatives on the other organisations part way through the year asking if there are any issues that require consideration by the Committee.**

**(3) The content and requirements of the report template be approved.**

**(4) Officers be requested to timetable the required outside bodies reports on the Committee's work programme.**

**23. Civic Visit to Kiel Germany for 132nd Kieler Woche**

The Committee considered a report of the Lord Mayor, Councillor Hazel Noonan concerning her civic visit to Kiel, Germany from 20<sup>th</sup> to 23<sup>rd</sup> June, 2014 for 132<sup>nd</sup> Kieler Woche.

The Lord Mayor took part in a programme of events hosted by Kiel City Council to mark the formal opening of Kieler Woche. This was the largest summer festival in northern Europe and the largest sailing sports event in the world. The report detailed both the costs and benefits of attendance.

**RESOLVED that the report of the Lord Mayor's civic visit to Kiel and associated Kieler Woche celebrations be endorsed.**

**24. Outstanding Issues**

The Committee noted that all outstanding issues had been included in the work programme for the year.

**25. Scrutiny Co-ordination Committee Work Programme 2014/2015**

The Committee considered a briefing note of the Scrutiny Co-ordinator, appended to which was the 2014/15 work programme.

It was recommended that Child Sexual Exploitation to be considered at the meeting scheduled for 10<sup>th</sup> December, 2014 and Welfare Reform be considered at the 4<sup>th</sup> February, 2015 meeting.

**RESOLVED that the work programme be updated as indicated.**

**26. Any Other Items of Public Business**

There were no other items of public business.

(Meeting closed at 12.40 pm)





Coventry City Council

## Briefing Note

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**To:** Scrutiny Co-ordination Committee

**Date:** 5 November 2014

**Subject:** Air Quality

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### 1 Purpose of the Note

- 1.1 Local authorities are required to put in place an Air Quality Action Plan to address areas of poor air quality. Coventry's current Plan was introduced in 2009 and requires updating to reflect national and local changes. This note sets the context in which the Plan will be reviewed and provides the opportunity for the Scrutiny Co-ordination Committee to identify any issues which officers and Cabinet Members should consider in developing the revised Plan.

### 2 Recommendations

It is recommended that the Scrutiny Co-ordination Committee:

- (i) Review the current position in relation to air quality in Coventry and the national framework within which it is regulated;
- (ii) Makes recommendations to officers and the Cabinet Members about the issues and priorities that should be addressed in the revision of the Plan.

### 3 Information/Background

- 3.1 The Environment Act 1995 introduced a national framework for managing air quality, requiring all local authorities to review air quality within their boundary. They must then assess the air quality against specified objectives for the pollutants concerned. In Coventry, the monitoring role is led by the Environmental Protection team in Regulatory Services.
- 3.2 The Act requires local authorities to put in place an Action Plan to address where monitoring shows that the national Air Quality Objectives (see Appendix 1) have been exceeded. Air quality is compromised through the burning of fossil fuels to generate heat or electricity and to power vehicles. Poor air quality is generated by transport vehicles, agriculture, from domestic sources and through industrial processes. The government set the Air Quality Objectives to reflect the importance they attach to public health and the environment, while balancing these objectives have been balanced against economic goals including growth.
- 3.3 There are considerable health and environmental impacts of poor air quality. In addition there is a detrimental financial impact where EU air quality standards are breached, as the EU is imposing a fine on the UK government (£400m). This fine may be passed to the respective local authorities, including Coventry, via provisions in part 2 of the Localism Act 2011.

- 3.4 Collectively these impacts demand that Coventry works with local partners to improve air quality through a comprehensive range of measures. Officers within the Environmental Protection team in Regulatory Services carry out air quality monitoring duties under the Environment Act 1995. It has been known for some time that there are several areas of the city that exceed the national and European limits for air quality, primarily but not exclusively due to excess traffic pollution.
- 3.5 Coventry City Council last implemented an Air Quality Action Plan in 2009 and much has changed since then. At a national level the planning policy framework has changed significantly, placing a high level of importance on sustainable development. At a local level the last five years has seen physical changes to the city's environment and infrastructure as well changes to both the Council, such as taking on responsibility for Public Health, and its partners, such as the role being taken by the Local Enterprise Partnership.
- 3.6 As a result, Coventry City Council needs to update its Air Quality Action Plan to make it fit for purpose. It also needs to take into account various other issues that are linked to good air quality, such as public health impacts and sustainable transport requirements.
- 3.7 This note provides the Scrutiny Co-ordination Committee with the opportunity to identify any issues which it feels should be considered in developing the revised Plan, particularly in how the Plan can support the delivery of a range of Council priorities which include public health, reducing health inequalities, improving the environment, promoting sustainable transport and achieving economic growth.

#### **4 Impact of Poor Air Quality on Health**

- 4.1 Poor air quality puts people's health at risk, damages the environment and places a burden on local health service providers. In 2009 the Committee on the Medical Effects of Air Pollution (COMEAP) estimated that air pollution in the UK caused 29,000 premature deaths. The Environmental Audit Commission (EAC) estimated that the cost to health from poor air quality in the UK ranges from £8.5 to £20 billion per annum which is equivalent to the economic cost of obesity. Recent research shows that vehicle emissions account for more deaths in the UK than road traffic accidents and passive smoking combined.
- 4.2 The young and old, and those with respiratory and circulatory problems are particularly at risk from poor air quality. Several studies in cities have shown that those living in close proximity to busy roads have higher risks than the rest of the population of suffering the symptoms of asthma and cardiovascular diseases. The Marmot report makes reference to the role poor air quality plays in compounding health inequalities. Furthermore, recent evidence suggests poor air quality can increase the risk of hypertension and pre-eclampsia in pregnancy.
- 4.3 Public Health England have more recently estimated the impact of poor air quality on mortality rates at a local authority level. For Coventry, there were an estimated 168 deaths in over 25 year olds in 2010 based on modelled estimates of PM<sub>2.5</sub> concentrations. For comparative purposes Appendix 2 shows mortality rates in Coventry and Warwickshire (as compared to England) attributed to poor air quality as they compare to mortality from alcohol related-illnesses, smoking and obesity. Although not directly comparable, these figures are indicative of the public health importance of air quality as a cause of mortality. Smoking and alcohol mortality data refers to estimates for 2010-2012, and obesity-related mortality is based on the best available estimate. 6% of deaths in the UK in 1998 were attributable to obesity. It can be seen that air quality is associated with higher mortality estimates than obesity and alcohol-related conditions.

## 5 Air Quality Measurement in Coventry

- 5.1 In line with national requirements air quality is routinely measured in Coventry using a range of mechanisms. Areas of poor air quality are dealt with using local mechanisms implemented through the Local Air Quality Management (LAQM) regime. The role of the review and assessment process is to identify all those areas where Air Quality Objectives are being, or are likely to be exceeded. Where exceedances occur the Council is required to declare an Air Quality Management Area (AQMA). In Coventry, the national Air Quality Objectives for NO<sub>2</sub> were not met within the statutory timeframe and therefore a citywide AQMA was declared in 2009.
- 5.2 Further reporting in January of this year has included modeling using national, regional and local data to identify likely areas of poor air quality. The main transport corridors to the North and North East (linked to M6) are areas identified as being most likely to exceed the NO<sub>2</sub> standard. The report (brief extract included as appendix 3) provides some indication of worsening air quality in Coventry and confirms that the city-wide AQMA needs to remain in place. The Council are therefore required to produce an updated Air Quality Action Plan to demonstrate how we intend to work towards meeting the Air Quality Objectives in the city. Many of the actions identified to reduce the levels of Nitrogen Dioxide will relate to existing Council policies and strategies, particularly the Local Development Plan, which is undergoing public engagement in September and October 2014, and the Local Transport Plan, prepared in collaboration with Centro and other partners.

## 6 West Midlands Action to Improve Air Quality

- 6.1 Coventry City Council is a member of the West Midlands Air Pollution Group which acts as a strategic forum to identify best practice in the field of air quality management; to promote the co-ordination of Air Quality Action Plans and their delivery; and to work together to deliver the West Midlands Local Transport Plan air quality target.
- 6.2 Outside of London, the West Midlands suffers the most extensive exceedances of the EU limit for NO<sub>2</sub> in the UK.
- 6.3 Research demonstrates that emissions from road transport are the principal source of elevated concentrations of NO<sub>2</sub>. Therefore seven West Midlands local authorities have formed a partnership, the Low Emissions Towns and Cities Programme (LETCP), to produce regional air improvement strategies, in part funded through DEFRA. Through the LETCP a range of initiatives have been taken forward over recent years. Within this Coventry has led on the development of best practice guidance on the use of public sector procurement to reduce vehicle emissions and good practice in planning and designing developments.

## 7 Local Action to Improve Air Quality

- 7.1 Coventry City Council is supporting the delivering of over £100m of transport schemes which will have a direct and positive impact on Air Quality Objectives. Some of the projects will help to improve reduce congestion and queuing traffic which will improve air quality.
- **Cycle Coventry** – The construction of new cycle routes, cycle parking and the offer of cycle training has encouraged more people to take up cycling which is a zero emission mode of travel.
  - **Pinch Point programme** – Two packages of junction improvements will reduce queuing traffic accessing major trip attractors such as the hospital, the University of Warwick and Westwood Business Park.

- **Investment in Urban Traffic Management Control (UTMC)** – The City Councils UTMC system uses hi-tech traffic management technologies to improve the efficiency of traffic flows to reduce road congestion which supports reductions in vehicle emissions.
- **Junction of A45 / Kenilworth Road.** This extremely busy junction has recently been upgraded which has reduced queuing traffic and significantly improved crossing facilities for pedestrians and cyclists.
- **Ring road junction 1** – The project will improve traffic flows at the junction of Foleshill Road and the ring road, and improve crossing facilities for pedestrians and cyclists between the city centre and canal basin.
- **Public Realm** – This on-going project has transformed parts of the city centre which has improved the environment for more sustainable travel such as walking and cycling.
- **NUCKLE** – The introduction of improved rail services on the busy Coventry – Nuneaton commuter corridor will help encourage a reduction in car use.
- **Whitley Bridge** - The construction of a new road bridge at Whitley will reduce queuing traffic exiting the Jaguar Land Rover site thereby reducing emissions from cars.
- **Friargate bridge** – The new bridge deck over the ring road will improve the environment for walking, cycling and public transport which are less damaging to the environment.
- **Coventry Station Access scheme** - This project will help encourage the take-up of rail travel, which is less polluting than cars use, by improving access to the station and the surrounding station area environment.
- **Electric Vehicles** – There is an on-going trial of Low emissions vehicles within the City Councils fleet such as electric cars and hybrid technology.
- **Park and Ride South** – This service helps to reduce overall car use by encouraging the use of buses for part of the journey. The service currently uses electric buses.
- **M6 Active Traffic Management** - The City Council is working with Highways Agency to promote active traffic management on the M6 which can have a major direct impact on air quality.
- **Tollbar Island** – The City Council is supporting the delivery of the Highways Agency's scheme. The junction previously suffered from high concentrations of poor air quality due to queuing traffic on the A46 and A45.

## 8 What More Can be Done to Improve Air Quality?

- 8.1 Air quality and the action needed to improve it are massive issues both UK and worldwide, however, rather than being seen as an insurmountable problem there are potentially huge development and new employment opportunities to be realised.
- 8.2 There is the need to scope for further improvements through the Air Quality Action Plan such as:
- It is important that planning processes consider the impact of developments on transport requirements for a population and on their exposure to fumes (e.g. proximity of houses to roads and provision of footpaths, cycle parks etc. for example). There is a reference to air quality in the draft Local Plan but greater recognition of the impact of the 'hidden killer' needs to be provided. This will be considered further as the Local Plan develops, along with the potential for supplementary planning documents.
  - The developing transport policy and strategy recognises the links between transport, air quality, health objectives, active travel and road congestion. Apart from measures to directly manage congestion and encourage use of sustainable modes of transport, the strategy is to pursue the uptake of low emission vehicles and alternative fuels such as electric, hydrogen and hybrid technologies. This will help to reduce pollution at the point of emission, thereby improving air quality at the local level.
  - Publicity campaigns aimed at raising awareness of poor air quality and the behaviour change required to improve it (such as walking, cycling and use of public transport)

- Further advances and adoption of clean vehicle technology, including cleaner fuel and low emission vehicles (including retrofitting abatement equipment on vehicles)
- The use of public and private sector procurement processes
- Provision of incentives for low emission vehicles and measures to penalise the use of high emission vehicles
- The designation of low emission zones and reducing traffic congestion hot-spots
- The City has a history of ingenuity stemming from the 1860s with James Starley inventing and manufacturing bicycles in Coventry. That inventiveness is being continued through Coventry pioneering itself as an “Electric City”, developing an industry for the development and use of smart transport technologies and low emission vehicles. A roadmap for the delivery of Electric City is being established including a funding strategy. The project is supported by a consortium of partners including CENTRO, MIRA, Coventry University and a number of Coventry and Warwickshire based OEMS and technical companies

### **Officer Contact Details**

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## Air Quality Strategy Objectives

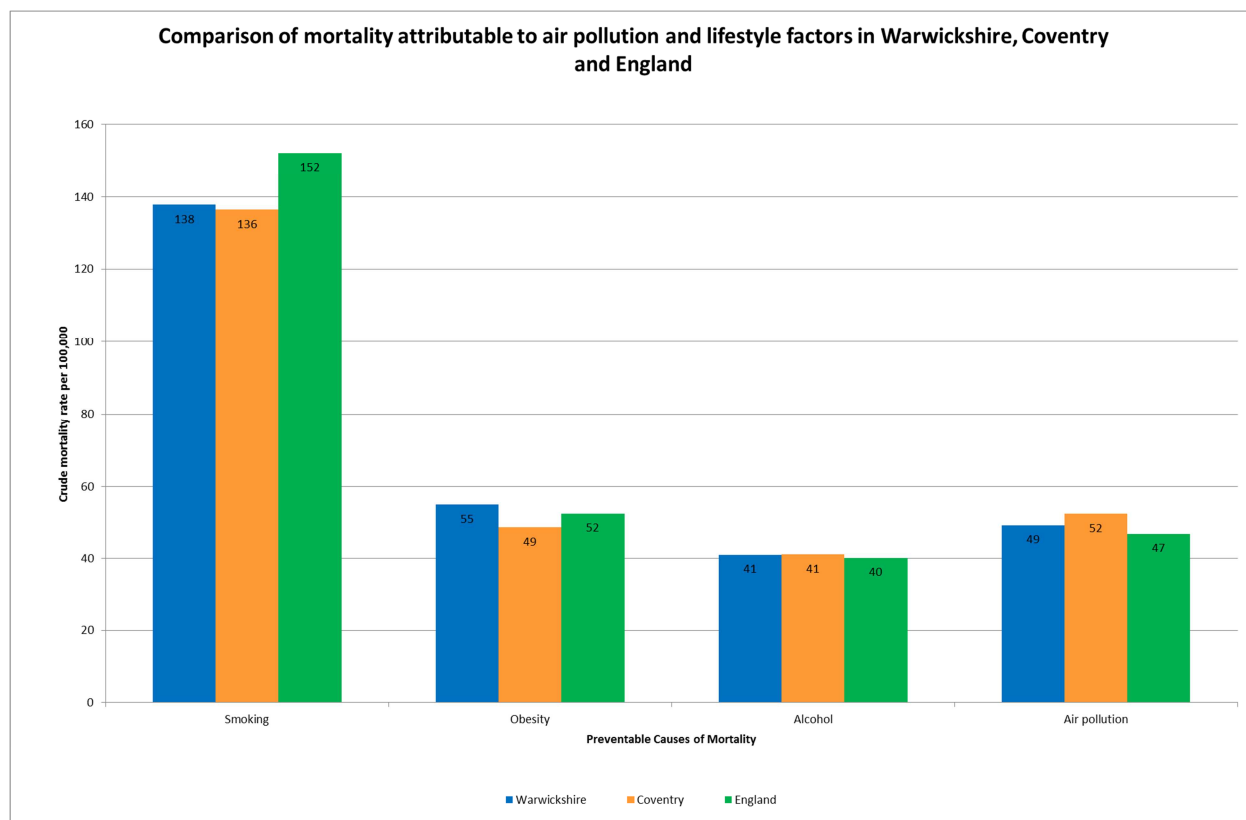
There are a range of pollutants that can impact on air quality including oxides of nitrogen (NO<sub>x</sub>), and particulates (PM<sub>10</sub> and PM<sub>2.5</sub>). The National Air Quality Objectives for NO<sub>x</sub> and PM<sub>10</sub> which the UK must comply with are summarised below. These objectives are policy targets based on the effects of each pollutant on health. An exceedance occurs when the maximum concentration of the pollutant is greater than the required target, or when there are more than a permitted number of times a target is reached within a specific timescale. Although there is a limit specified for the EU in terms of particulates, the World Health Organisation (WHO) have determined that there is no actual safe level for particulates as any level could cause health issues.

**Particulate matter** is categorised on the basis of the size of the particles, e.g. PM<sub>10</sub> comprises particles of less than 10µm. The biggest source of particulates in the UK is transport. Particulates are thought to have the largest impact on mortality as they can penetrate deep into the lungs with smaller particulates (PM<sub>2.5</sub>) having a stronger association with ill health.

**Oxides of nitrogen (NO<sub>x</sub>)** are produced by the combustion process and road transport is the main source. Nitrogen dioxide (NO<sub>2</sub>) irritates and causes inflammation of the airways meaning that long term exposure can affect lung function. NO<sub>2</sub> also enhances the response to allergens in some people.

Pollutant	Objective	Measured as	Compliance Date
<b>Nitrogen dioxide</b>	200 µg/m <sup>3</sup> Not to be exceeded more than 18 times per year	1 Hour mean	01-Jan-10
	40 µg/m <sup>3</sup>	Annual Mean	01-Jan-10
<b>Particles (PM<sub>10</sub>)</b>	50 µg/m <sup>3</sup> Not to be exceeded more than 35 times per year	24 Hour Mean	31-Dec-04
	40 µg/m <sup>3</sup>	Annual Mean	31-Dec-04

**Mortality Estimates**



**Sources:**

Local Tobacco Control Profiles for England (2010-2012):

<http://www.tobaccoprofiles.info/>

Obesity and Mortality, Public Health England 2014 (estimates from 1998):

[http://www.noo.org.uk/NOO\\_about\\_obesity/mortality](http://www.noo.org.uk/NOO_about_obesity/mortality)

Local Alcohol Profiles for England (2010-2012)

<http://www.lape.org.uk/LAPprofile.aspx?reg=X25002AE>

Estimating local mortality burdens associated with particulate air pollution in 2010, Public Health England 2014

[http://www.hpa.org.uk/webc/HPAwebFile/HPAweb\\_C/1317141074607](http://www.hpa.org.uk/webc/HPAwebFile/HPAweb_C/1317141074607)

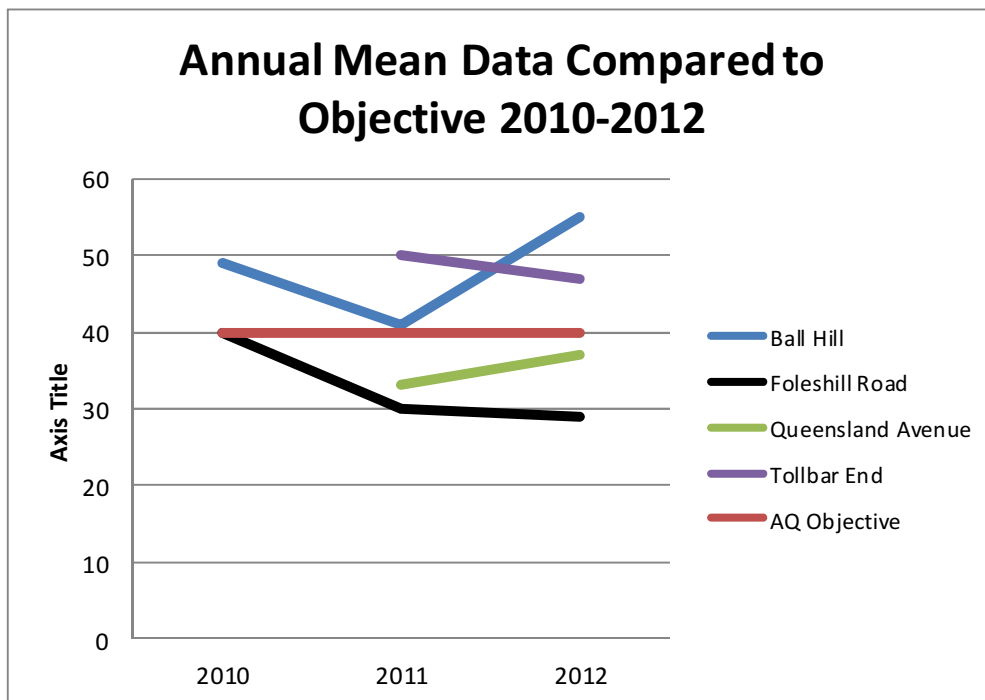
**Extracts from Air Quality Monitoring Report (January 2014)**

**Automatic Monitoring**

The city has 5 automatic monitoring units, all of which measure nitrogen dioxide. All 5 sites are located on roadsides and have remained unchanged since the declaration of the city wide AQMA in 2009. For some of the past 3 year period data capture rates have been below the 85% required by DEFRA due to a number of technical difficulties with the units. However it provides an indication of whether the air quality in the city is improving.

A summary of the annual mean data for each station in the past 3 years is given below. Where no data is reported (-) technical difficulties resulted in significant data losses. Hales Street was set up in 2012 but was not running in this period due to on-going power faults.

**Annual Mean Nitrogen Dioxide at Automatic Units 2010-2012**



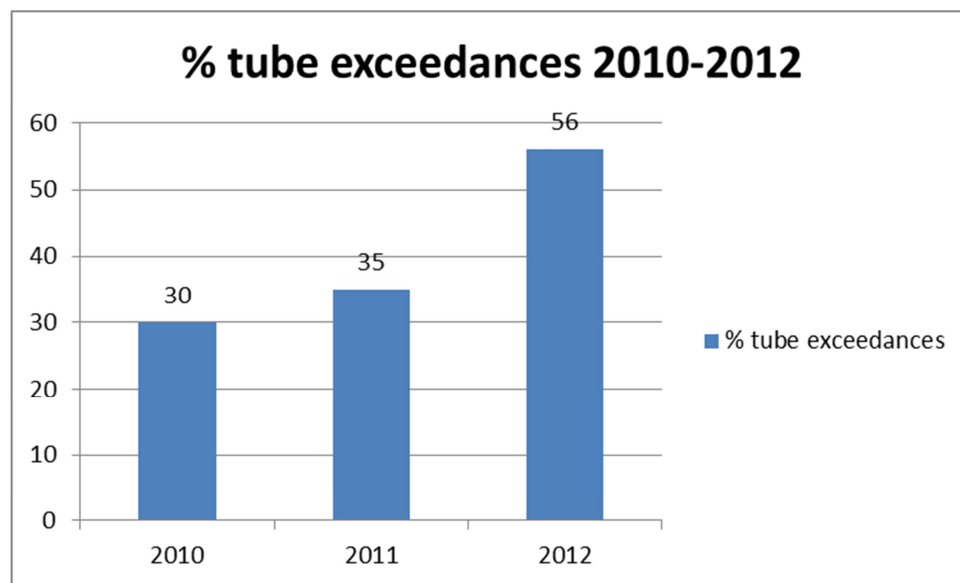


## Non-Automatic Monitoring

The Council operates a network of diffusion tubes in the city: in 2010 80 tubes; in 2011 127 tubes; and in 2012 118 tubes.

In summary, the % of exceedances in the period of the total number of tubes with a data capture rate of equal to/greater than 25% are shown below.

### Summary of Diffusion Tube Data in Period



### Areas of exceedence

At the end of 2012 only 2 automatic unit locations exceeded the annual mean air quality objective – Ball Hill and Tollbar.

Tollbar is currently subject to a major Highways Agency scheme which will see a major change to the road network and the volume and flow of traffic. This has been considered by the Highways Agency as part of the scheme's approval. The monitoring unit was switched off in July 2013 and will be re-located once the scheme is complete depending on public exposure.

The diffusion tube data shows a different picture of increasing nitrogen dioxide levels across the city, with a larger percentage of tubes exceeding the air quality objective. It should be noted that in terms of accuracy the automatic units produce more accurate and valid data, whilst the diffusion tube results are purely indicative at an accuracy of +/- 25%. However, this aside the diffusion tube data does indicate a worsening picture of air quality in the city.

All areas represent main road transport corridors in the city and as such generate traffic related pollution.

It should be noted that in some locations the annual diffusion tube results exceed  $60\mu\text{g}/\text{m}^3$ . DEFRA indicate that where this is the case it is likely that the hourly mean  $\text{NO}_2$  objective will be exceeded. As diffusion tubes measure data in terms of months and an annual mean, it is not possible to clarify this from the data available.

The monitoring data indicates that the city wide Air Quality Management area needs to remain in place.

## Airviro Modelling

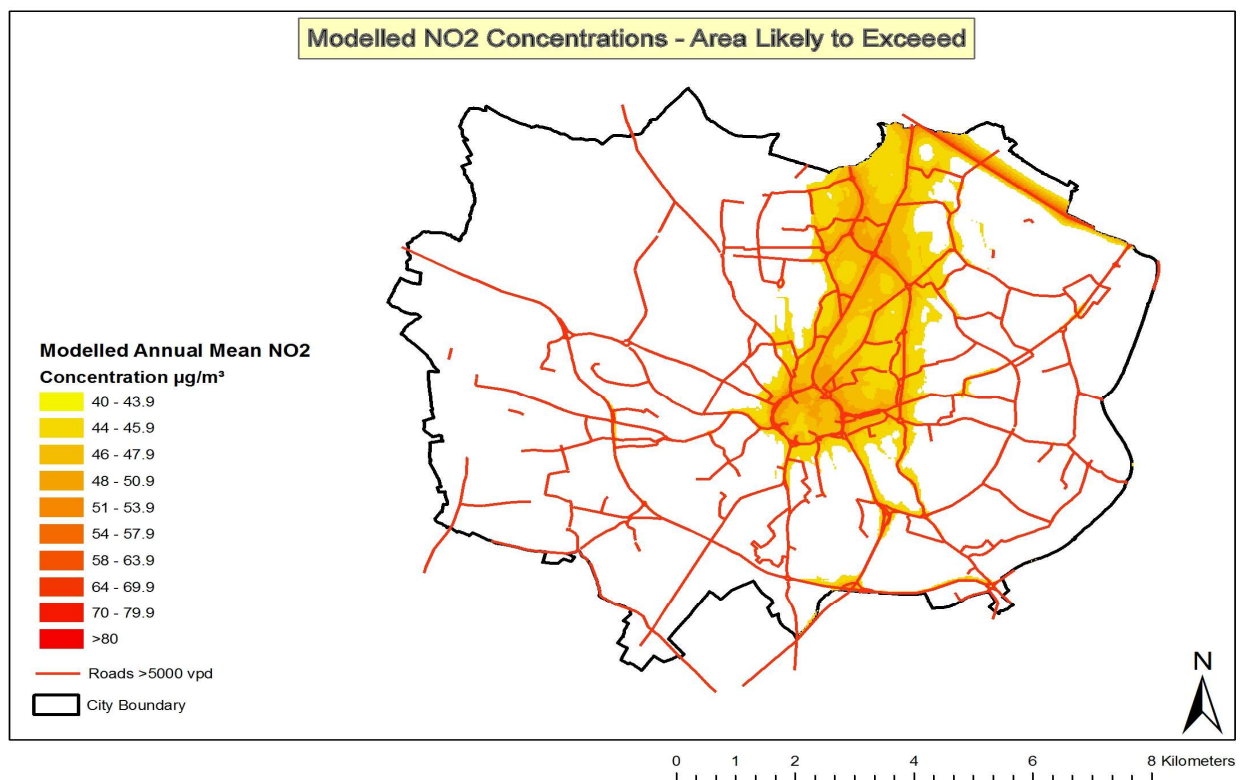
Figure 8 shows the results of this modelling. The main transport corridors to the North and North East of the city are highlighted as those most likely to exceed the annual mean nitrogen dioxide air quality objective. This is likely to be linked to the location of the M6 motorway to the North of the city, as vehicles use nearby routes to access the M6.

There are also areas of exceedance to the South of the city that correlate with access to the A45, though exceedance on the local adjoining roads is not as extensive.

Individual junctions are also highlighted such as Radford Road and Hall Green Road which highlight areas of local congestion.

The modelled results have been compared to the measured results in the period 2010-2012. The automatic unit results indicate that only at Tollbar and Ball Hill is the objective exceeded. Foleshill Road unit does not show an exceedance. However, the diffusion tubes located on the main transport corridors do correlate with the modelling results to a greater extent. The tubes do provide a more spatial indication of the areas of exceedance rather than a monitoring unit at a specific location.

### Map showing modelled areas of NO<sub>2</sub> exceedance





Coventry City Council

## Briefing Note

To: Scrutiny Coordination Committee

Date: 5 November 2014

Subject: Tourism in Coventry

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### 1 Purpose of the Note

- 1.1 On 19 March 2014, the Business, Economy and Enterprise Scrutiny Board (3) received a presentation considering the need for the development of a tourism strategy for Coventry, and the recommended structures and tools required to deliver such a strategy.
- 1.2 This briefing note provides the background to a further presentation and discussion for the meeting of Scrutiny Coordination Committee on 5 November 2014, which will consider Coventry's current performance in the tourism sector and the local developments in the past 12 months relating to the sector's performance, key structures and services.

### 2 Recommendations

It is recommended that the Scrutiny Coordination Committee:

- (i) Review the performance of Coventry's tourism sector in the context of national and regional visitor trends.
- (ii) Review proposals and the rationale for the relocation of Coventry's Tourist Information Centre.
- (iii) Endorse the proposed establishment of a Destination Management Organisation for Coventry.
- (iv) Recommend to Cabinet Member (Business Enterprise and Economy) key considerations and priorities for the development of the Council's tourism services.

### 3 Information/Background

- 3.1 On 19 March 2014, the Business, Economy and Enterprise Scrutiny Board (3) received a presentation considering the need for the development of a tourism strategy for Coventry, and the recommended structures and tools required to deliver such a strategy. Scrutiny Board further reviewed proposals for tourism products that were in development through, and with the support of, the Council's Business Relationship and Tourism Team.

### 4 Tourism and Destination

- 4.1 Tourism currently generates £18,707m of expenditure within the UK economy in England alone. In the past seven years, expenditure within the sector in Coventry has risen from £72m to £84m, generated through over 590,000 trips per annum to the city.

4.2 Coventry is now the fastest growing West Midlands City for holidays and short breaks. Furthermore, Coventry is now in the Top 20 destinations in Great Britain for the total number of trips (at number 17) and ranks as the eighth visitor destination for business trips in Great Britain. However, the City does not feature in the Top 20 cities and towns for total expenditure generated or the Top 10 for business expenditure generated.

#### 4.3 VisitEngland Great British Tourism Survey Q2 2014 Update Report

West Midlands average spend per night for all tourism is up 10.12% and average spend per trip for all tourism is up 3.05%.

Year-to-date (June 2014) All Tourism average spend per night for all tourism is up 5.93% Q3 2014 available shortly.

##### TOTAL SPEND (million)

England	2006 = £16,044	2013 = £18,707
West Midlands	2006 = £523	2013 = £541
Coventry	2006 = £72	2013 = £84

##### TOTAL TRIPS

England	2006 = 98,265 million	2013 = 103,500 million
West Midlands	2006 = 3,540 thousand	2013 = 3,560 thousand
Coventry	2006 = 544 thousand	2013 = 590 thousand

##### Most Visited Towns and Cities 2013 for Great Britain (GB) residents – Trips

Coventry is now in the Top 20 total trips at number 17 and Coventry is number 8 in the Top 10 for business trips in Great Britain since 2007.

##### Most Visited Towns and Cities 2013 for GB residents – Spend

Coventry is not in the Top 20 towns for total spend or Top 10 for business spend.

##### Top towns for 'Staying Visits' by inbound visitors 1999 – 2013

Coventry was in the Top 20 until 2005 and has not been back in the Top 20 since.

As a result of the above, Coventry has seen an increase in visitors from GB residents (staycations) and is currently the fastest growing West Midlands city, however, Coventry is not in the Top 20 for international visitors.

## 5 Coventry – The Past 12 Months

5.1 Coventry is the fastest growing West Midlands City for holidays and short breaks:

- (i) Phase one of both the visitor and conference websites have gone live and are fully operational.
- (ii) Phase one of the visitor app is live and fully operational.
- (iii) 20,000 visitor guides have been used at various levels to promote the destination.
- (iv) Successfully submitted several joint bids with partners for major events. Insomnia - the UK's biggest gaming festival, was one of these, which has attracted over 60,000 visitors to Coventry.
- (v) The first combined Coventry and Warwickshire presence at 'International Confex', the largest conference and events exhibition in the UK.
- (vi) MIPIM = working with 14 partners and securing £125k sponsorship.
- (vii) Supporting the newly formed hoteliers group.
- (viii) The Tourism Team is currently supporting delivery of a £100k city centre trial scheme for a new technology-driven click and collect scheme to support Coventry's Business Improvement District.

## **5.2 Business Tourism – successes and future work**

- (i) Building on Partnership approach - secured 4 key sponsors (total £40k in) undertaking a programme of three major conference and meetings exhibitions.
- (ii) Trade Only is returning to Coventry (Ricoh) in January 2015. This show attracts over 5,000 delegates from 52 countries to the area.
- (iii) VisitEngland Relationship. Press Trips – organising a press trip for seven international business tourism journalists in December 2014.
- (iv) MIPIM 2015 – Work in progress.
- (v) Business engagement with the Wasps.

## **5.3 Leisure Tourism – successes and future work**

### Work in progress

- (i) Working with VisitEngland to promote Coventry's heritage in a national campaign Heritage in Spring 2015.
- (ii) Working with key contacts at Birmingham Airport to co-develop new Coventry and Warwickshire off-shelf short stay packages.
- (iii) Working in partnership with city centre attractions to have a Coventry presence at travel trade shows (Coach Operators and Tour Organisers).
- (iv) Working with Wasps (warm welcome, greetings programme, match promotion, supporting materials, links with sponsors).
- (v) Members of working group to co-ordinate the first Coventry & Warwickshire Tourism Awards.

### Aspirational work

- (i) Develop phase two of the visitor website.
- (ii) Develop phase two of the visitor app.
- (iii) Produce new Visit Britain video material.
- (iv) Develop multi-lingual visitor guide.
- (v) Consider developing a work stream to capitalise on the Rugby World Cup 2015.
- (vi) A virtual recreation of Coventry's original city wall and gatehouses working jointly with the Freemans Guild (bid for Heritage Lottery Funding).
- (vii) Team identifying a potential route for the Passport for Leisure scheme incorporating digital technology.

## **6 Structures and Services**

- 6.1 Coventry's tourism structures and services are currently in a stage of transition. In the past 12 months, the Council's Business Relationships and Tourism Services have been consolidated with Sports, Arts, Heritage and Events Services, but it is anticipated services will be subject to further review following current HR processes to align staff terms and conditions and review the potential service impact from current ER/VR processes.
- 6.2 The consolidated service has started to adopt greater cross-service working – helping to change the perception of the local authority offer – not offering partners an unlimited public purse, but taking a key role in developing a sense of place.
- 6.3 The Service is now selling its expertise, knowledge of the sector and maximising its contacts whilst pulling together a programme of regular activity to promote the place. Team members have introduced new ways of working by engaging with partners and stakeholders in new ways.
- 6.4 New partnerships formed around collaboration have therefore been established and are continually being built upon, supported by the City's key venues and stakeholders. But the service remains in transition at this stage:

- (i) Out of a core service team of five, two posts are currently held open pending service review.
  - (ii) Impact of ER/VR is to be confirmed.
  - (iii) Future focus towards destination.
  - (iv) The location of Coventry's Tourist Information Centre is under review.
- 6.5 Coventry Tourist Information Centre (TIC) is currently located in the base of St. Michael's Tower within the Cathedral Ruins in the city-centre.
- 6.6 Although the TIC is now located within a key heritage quarter of the City with a high level of profile with visitors to the City, St. Michael's Tower is considered to be an unsuitable location for the TIC for the following reasons:
- (i) The staff facilities do not meet appropriate modern day standards (e.g. there is no mains water supply or toilet within the building).
  - (ii) The Old Cathedral Spire is not Disability Discrimination Act (DDA) compliant and changes to the building are restricted by its heritage listing.
  - (iii) There are restrictions on TIC opening hours.
  - (iv) There is insufficient storage space for stock.
  - (v) The ICT infrastructure is inadequate for current and future service needs.
- 6.7 Re-location has been under review for some time but has been constrained by discussions both over the cost and service model.
- 6.8 Work is currently underway to test the feasibility of moving the TIC to the Mercers Room, to promote greater alignment and synergies between tourism services and the visitor offer and experience at St. Mary's Guildhall.

## **7 Destination Management Organisation**

- 7.1 Currently Coventry does not have a Destination Management Organisation. Creating a Destination Management Plan isn't just about marketing; it is about developing the total visitor experience (e.g. transportation, accommodation, culinary and cultural experiences, signage, information, technology, infrastructure etc.).
- 7.2 Experience shows that without collaboration, coordination and a continued focus, places do not evolve with a common purpose. To create a successful and sustainable visitor economy in an area, all the components that make a successful destination need to be managed in an integrated and long-term way, with a clear focus on the needs of residents, businesses and visitors.
- 7.3 Officers are working closely with Coventry and Warwickshire LEP to develop sub-regional working on tourism. The Executive Director of the Royal Shakespeare Theatre is leading this work and is supportive of the whole Coventry and Warwickshire tourism economy. The importance of tourism has been strengthened by its inclusion in the Strategic Economic Plan and there is a commitment to help formulate emerging Destination Management Plans with the potential for funding support. A Cultural Business Tourism group is due to be setup imminently and Coventry will be invited onto the steering group.

## **8 Drivers for a Destination**

- 8.1 Whilst the structures and services for Tourism in Coventry are in a transitional phase, partnership work across both the business tourism and leisure tourism sectors has developed and progressed significantly in the past 12 months. Coventry has developed new thematic campaigns in partnership with Visit England, the City has an increasing partnership presence at key trade shows, and a range of new tourism and destination products have been successfully launched (including new print material, an innovative App, visitor website, conference website and BID website).

- 8.2 At a time of significant regeneration within Coventry, the opportunities to develop and enhance the visitor experience and truly promote Coventry as a 'Destination City' are significant. Current considerations over whether the City should bid to be UK City of Culture 2021 or European Capital of Culture 2023 further bring into focus key opportunities to celebrate and promote the City's diverse and vibrant cultural offer to potential business and leisure visitors.

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## Scrutiny Co-ordination Committee

### Work Programme 2014/15

*For more details on items, please see pages 2 onwards*

#### 16 July 2014

- Dog Control Orders
- Council Plan – Performance Report 2013/14
- Scrutiny Work Programme

#### 3 September 2014

- Equalities

#### 8 October 2014

- Female Genital Mutilation
- Welfare Reform
- Outside Bodies reports back

#### 5 November 2014

- Air Quality Action Plan
- Tourism/Heritage

#### 10 December 2014

- Child Sexual Exploitation

#### 7 January 2015

#### 4 February 2015

- Welfare Reform

#### 4 March 2015

#### 1 April 2015

#### Dates to be determined

- Review of Coventry Police and Crime Board
- Commissioning of Domestic Violence and Abuse services
- Community Safety Partnership
- Regulatory Services

Meeting Date	Work programme item	Lead Officer	Brief Summary of the issue	Source
16 July 2014	Dog Control Orders	Craig Hickin	During the last twelve months the Council has received complaints concerning dogs in public places which are not adequately supervised by their owners. The City Council can adopt Dog Control Orders to assist in dealing with this issue and most neighbouring local authorities have taken this route. The Cabinet Member has asked scrutiny to contribute to the review and proposed consultation prior to a Cabinet Member report.	Referred by the Cabinet Member Community Safety and Equalities
	Council Plan – Performance Report 2013/14	Jenni Venn / Si Chun Lam	This performance report summarises progress in 2013/14 in relation to the plans priorities and a set of key headline indicators. The Council's equality objectives have also been revised in light of the new Council Plan; the headline equality indicators have been included in this report. Reviewing the plan provides an opportunity to identify any issues of concern for inclusion in the Scrutiny work programme for the coming year.	Annual report
	Scrutiny Work Programme	Adrian West	Review of the draft scrutiny work programme for the coming year.	Scrutiny management
3 September 2014	Equalities	Jenni Venn/ Surindar Nagra	To review the Council's annual equalities report and identify any priorities or concerns for future action or review.	Annual review
8 October 2014	Female Genital Mutilation	Tanya Richardson	Following discussion at full Council, the 24 <sup>th</sup> February meeting of The Health and Well-being Board commissioned some work with partners to develop an action plan specific for Coventry which includes gathering knowledge and intelligence on the extent of the problem in Coventry, how it is been addressed by various partners and the barriers in dealing with Female Genital Mutilation locally. After reviewing the most recent evidence, the group will make recommendations for consideration by Scrutiny prior to being presented to the Health and Wellbeing board.	Council 03/12/13, and Scrucoc 11/12/13

Scrutiny Co-ordination Committee Work Programme 2014/15

Meeting Date	Work programme item	Lead Officer	Brief Summary of the issue	Source
	Welfare Reform	Scrutiny Co-ordinator	To review the outcomes of work being undertaken by Coventry Law Centre and local partners on appeals against sanctions. This is part of the Committee's wider oversight of the impacts of the Welfare Reform.	Scruco 11/12/13 and 19/03/14
	Outside Bodies reports back	Scrutiny Co-ordinator	To identify which outside bodies appointed to by the Council at their annual general meeting report to Scrutiny Co-ordination Committee and other Scrutiny Boards.	Annual review
<b>5 November 2014</b>	Air Quality Action Plan	Hamish Simmonds	To review progress on the development of a city-wide plan involving other services and external partners to address identified problem areas. To include the impact of road transport and the effects on public health.	Informal meeting 23/06/14
	Tourism/Heritage	David Nuttall	To look in more detail at what is being done to address poor performance in visitor numbers in 2012 and to follow up the recommendations made to CM at the meeting on 19 <sup>th</sup> March 2014.	Scruco 3/9/14
<b>10 December 2014</b>	Child Sexual Exploitation	Yolanda Corden	A response from Coventry following the report into Child Sexual Exploitation in Rotherham.	Scruco 3/9/14
<b>7 January 2015</b>				
<b>4 February 2015</b>	Welfare Reform	Scrutiny Co-ordinator	Following on from the Sanctions report, Members requested an update that would include progress on addressing issues with the implementation of the policy, issues with the specific details of the policy and whether the ethos behind the sanctions approach is an effective one. Also that all Members would be invited to attend.	Scruco 8/10/14
<b>4 March 2015</b>				
<b>1 April 2015</b>				
<b>Dates to be determined</b>	Review of Coventry Police and Crime Board	Sara Roach/ Simon Brake	To review the impact of changes to the Community Partnership requested by the Police and Crime Commissioner and implemented in September 2013	Scruco 16/04/14
	Commissioning of	Sara Roach/	To review progress on the implementation and delivery of	Scruco 06/11/13

Meeting Date	Work programme item	Lead Officer	Brief Summary of the issue	Source
	Domestic Violence and Abuse services	Mandie Watson	better outcomes by the re-shaped services, following discussion at the Committee on 6 November 2013.	
	Community Safety Partnership	Sara Roach/ Mandie Watson	To receive a progress report on crime and community safety issues relating to the Community Safety Partnership/ Police and Crime Board including progress against Police, Crime and Community Safety Plan priorities; the strategic assessment; and annual performance on crime and nuisance.	Annual Review
	Regulatory Services	Simon Brake/ Hamish Simmonds	At its January meeting, Scrucro considered a pilot approach to reviewing risk levels and thresholds for intervention and how this could affect the way the service operates and engages with local people. It was agreed that the outcomes of the pilot and proposals for rolling this approach out be considered at a future meeting early in the 2014/15 municipal year.	Informal Scrucro meeting 10/06/13 and Scrucro 22/01/14

In addition the following dates are available if required: 19 November, 21 January 2015, 18 February, 18 March, 22 April