



Business, Economy and Enterprise Scrutiny Board (3)

Time and Date

10.00 am on Friday, 8th July 2016

Place

Committee Rooms 2 and 3 - Council House

Public Business

1. **Apologies and Substitutions**

2. **Declarations of Interest**

3. **Minutes** (Pages 3 - 8)

The minutes of the meeting held on 13th April 2016 are attached.

4. **Public Transport in Coventry** (Pages 9 - 14)

Briefing Note of the Executive Director of Place providing a current position statement on public transport.

5. **Delivering the Jobs and Growth Strategy - Annual Progress 2015/16**
(Pages 15 - 40)

Report of the Executive Director of Place

6. **Work Programme 2016/2017, Select Committee and Task and Finish Groups** (Pages 41 - 46)

Briefing Note of the Scrutiny Co-ordinator

7. **Outstanding Issues**

There are no outstanding issues

8. **Any other items of public 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
Thursday, 30 June 2016

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 Ali (By Invitation), R Auluck, J Birdi, R Brown, K Caan (By Invitation), M Hammon, R Lancaster, A Lucas, J McNicholas (Chair), J O'Boyle (By Invitation), G Ridley, H Sweet and D Welsh (By Invitation)

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 10.00 am on Wednesday, 13 April 2016

Present:

Members: Councillor R Lakha (Chair)
Councillor L Bigham
Councillor J Birdi
Councillor G Crookes
Councillor K Mulhall
Councillor M Mutton
Councillor H Sweet
Councillor S Walsh

Members of the
Communities and
Neighbourhood Scrutiny
Board (4) (By Invitation):

Councillor P Male
Councillor D Skinner

Other Members
(By Invitation):

Councillor K Maton (Cabinet Member for Business,
Enterprise and Employment)
R Brown (Deputy Cabinet Member for Business,
Enterprise and Employment)
F Abbott (Cabinet Member for Community Development,
Co-operatives and Social Enterprise)

By Invitation:

Jonothan Neelands, Associate Dean Creativity, Warwick
University Business School
Laura McMillan, Manager of Coventry City Culture of
Trust

Employees (by Directorate):

Place D Fitzhugh, D Nuttall

Resources G Holmes, M Salmon

Public Business

44. Declarations of Interest

There were no disclosable pecuniary interests made.

45. Minutes

The minutes of the meeting held on 16th March 2016 were agreed and signed as a true record.

Further to Minute 39/15, headed 'Feedback on the Local Plan and City Centre Area Action Plan Periods of Public Consultation (18 January 2016 - 29 February 2016)', the Board noted that the representations and summary notes of public meetings, ward forums and drop in sessions and the schedule of proposed minor

changes had been submitted to the Secretary of State for further consideration on 1st April 2016 and an inspector had been allocated. Progress could be viewed at www.coventry.gov.uk/localplan.

Further to Minute 40/15, headed 'Parks and Friends Groups Task and Finish Group Recommendations', the Board noted that with the agreement of the Chair, the recommendations, that would be submitted to the Cabinet Member for Business, Enterprise and Employment meeting on 21st April 2016, had been amended to ensure they were included in the refreshed Green Space Strategy.

Note: Further to consideration of the matter headed 'Recommendations from the Business, Economy and Enterprise Scrutiny Board (3) Task and Finish Group on Discretionary Licensing' (minute 31/15 refers), the Board noted that the Cabinet Member for Business, Enterprise and Economy had considered the report at his meeting on 29th March 2016 (his minute 63/15 refers) and had made a change to recommendation 1) to ensure that Ward Councillors were involved in discussions regarding promoting the implementation of the Scheme, including meetings with local resident and landlord. The Board also noted that Discretionary Licensing would be a future agenda item for the Board to enable them to consider the outcome of the consultation on the local scheme.

46. **Destination, Events and UK City of Culture**

The Business, Economy and Enterprise Scrutiny Board (3) received a presentation and briefing note of the Executive Director of Place that provided background detail of the linked areas of destination and tourism, events and Coventry's bid to be UK City of Culture 2021. Professor Jonothan Neelands, Associate Dean Creativity, Warwick University Business School who was leading the City of Culture bid and Laura McMillan, Manager of Coventry City Culture of Trust, attended the meeting to support this item. Members of the Communities and Neighbourhoods Scrutiny Board (4) and the Cabinet Member for Community Development, Co-operatives and Social Enterprise, were also invited to attend the meeting for consideration of this matter.

- Coventry as a Destination – the objectives of Coventry City Council's Plan 2014-2024 ('Coventry – A Top Ten City'); The Coventry Tourism Economic Impact Assessment 2013 that evaluated the economic impact of tourism in the city; Recruitment to the Conferencing and Business Relationships posts and Destination Information and Marketing posts in the Council's Destination and Business Relationships Team; and promoting Coventry as a destination for leisure visits and tourism
- Cultural Strategy - the development of a new ten-year partnership cultural strategy for the city, due for renewal in 2017; matters to be included in the strategy process; and the establishment of a Cultural Strategy Steering Group

- Tourism and Audience Development Research – the work of the University of Warwick in leading on commissioning: a new tourism profile study for the city to generate a better understanding of the visitor market and implications of recent trends, to identify new product and marketing opportunities and to incorporate opportunities into regional and local strategies; and new audience development research to map audience profiles across the city's and County's cultural venues building a view of cultural audiences, highlighting areas of commonality, difference and migration between venues.
- City Centre Destination Leisure Facility - The brief for the facility and details of the external design of the building reflecting the city's ribbon-weaving history with the internal central core of the building designed around a spiral ramp serving as an active entry to the waterpark area.
- Coventry's bid to be UK City of Culture – The role and remit of the Coventry City of Culture Steering Group; details of the Cabinet report in February 2016 on progress in developing bid governance structures; formation of the Coventry City of Culture Trust; recruitment of the bid Co-ordinator to the Coventry 2021 bid team; research; fundraising; marketing and communications; university support; workshops and open events; competing cities; and key milestones and priorities in the bid work programme for 2015, 2016 and 2017
- City-Wide Events Programme - samples of additions to the diverse Programme provided through the city's cultural destinations and open spaces including: last year's Coventry Godiva Festival successes including the Tourism Event of the Year award 2015 presented at the inaugural Coventry and Warwickshire Tourism and Culture Awards 2015 and the Best Live Event award in the Coventry Telegraph's People's Choice Awards, and this year's Festival dates in July; MTV Crashes Coventry in May 2016; Coventry's Half Marathon event in February 2016; Great Britain Men's Ice Hockey in April 2016 and a concert in May 2016 at the Coventry Skydome ; Coventry Motofest in June 2016; and proposals to develop a programme of events across late 2016 and into 2017, to celebrate and showcase the city's cultural talents, capabilities and potential as a growing cultural destination, in support of the City's bid in 2017 for the UK City of Culture 2021 title

The Board questioned officers and discussed the following issues:

- City of Culture bid - the establishment of a company for the bid that was independent of the Local Authority and registered as a charity, and the recent implementation of a bid Team comprising roles of bid Manager, bid Advisor and bid Support Officers.
- Support for the bid from the Warwick Business School - the role and remit of Jonothan Neelands, who was providing his services to the bid at no charge to the Local Authority.
- The bid Programme - the current status of the details of the events programme, which was commercially sensitive at the present time.

- Marketing and Promotion of the bid - the need for greater marketing and promotion of the City and of bid events including a request to the Council's Communications Section for funding to develop a Visitors Guide, the co-ordination of linking culture, leisure and sporting events together; and the exploration of a 'What's On' App offering a facility for individual organisations to upload their own events.
- Bid Inclusion - the inclusion and involvement of all people, cultures, languages, education, with particular emphasis on young people, and engagement with Registered Social Landlords and the Coventry Society, in the development of the Cultural Strategy and the bid. The submission of an item of business on the bid to the Cabinet Member for Community Development, Co-operatives and Social Enterprise Disability Equality Advisory Panel.
- CW8 – an independent network of 8 Coventry and Warwickshire partners working as a collaborative on culture.
- Coventry City of Culture Steering Group - the composition and roles of representatives on the Steering Group.
- Research - the benefits of the evidence and data captured and the on-going audience research on the City and its people to assist the bid.
- Sports and events for all religions and cultures represented in the bid – a sample of events and sports would be put forward as demonstration projects representative of the City, the detail of the bid, which was a later part of the process, considered the specifics to ensure complete inclusion of all groups. The importance of ensuring that all sports and events, including food events and markets, community events and social activities, some of which were already in place and had been running for some time, were included in the bid.

The Board requested that they be provided with the link to the 'Visit Coventry and Warwickshire' Website.

RESOLVED that the Business, Economy and Enterprise Scrutiny Board (3):

- a) **Endorses the partnership work in progress to deliver a new Cultural Strategy for Coventry.**
- b) **Endorses new tourism and audience development research programmes being commissioned through the University of Warwick (Warwick Business School).**
- c) **Endorses current events secured within the Coventry city-wide Event Programme and plans for a further Events Programme for 2016-2017 linked to the build-up to Coventry bidding to be UK City of Culture 2021.**

d) Makes the following recommendation to the Cabinet Member for Culture, Leisure, Sports, Parks and Events:

The Cabinet Member for Culture, Leisure, Sports, Parks and Events be requested to explore ways in which the University of Warwick Business School can continue to be engaged beyond the work of the bid.

47. Outstanding Issues

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

48. Work Programme Review of 2015/16 Scrutiny Activity

The Business, Economy and Enterprise Scrutiny Board (3) received a briefing note of the Executive Director of Resources that reviewed the work of the Board carried out during the course of the Municipal Year 2015/2016 and requested that the Board identified any priorities or issues for consideration when planning next year's scrutiny work programme.

During the year the Board met seven times and considered the items set out in the Work Programme detailed in Appendix 1 to the Briefing Note. The Business, Economy and Enterprise Scrutiny Board (3) have also carried out two Task and Finish Groups on Discretionary Licensing and Friends of Parks.

Recognising that the Board could not cover everything, the Work Programme was used to prioritise issues for consideration. There were some issues on the Work Programme that were not covered during the year and some areas of Cabinet Member portfolios that were not addressed. The national and local policy landscape was also constantly changing.

During the year, Scrutiny Boards carried out their business through a range of activities including traditional Board meetings, Task and Finish Groups and visits. Boards gathered evidence from and engaged with Cabinet Members, council officers, partner organisations from the public, private and third sectors and with members of the public.

The Board discussed the business they had transacted during the year highlighting the issues and meetings where there had been positive outcomes, and identified matters that should be taken into account and prioritised when planning arrangements for next year.

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.

RESOLVED that the Business, Economy and Enterprise Scrutiny Board (3) reviewed the activities and issues covered by the Board during the year and agreed:

- 1) That the following items be added to the Board's Work Programme for the Municipal Year 2016/2017:
 - City of Culture bid – Progress Update
 - Employment Support Service – Update
 - European Funding for LEP Projects – Outcome of bids for funding

- 2) That the following recommendation be submitted to Scrutiny Co-ordination Committee:

A Working Group, comprising cross-party Scrutiny Members, be established in the New Municipal Year to consider and review the role and remit of scrutiny to ensure an effective scrutinising function for the future.

- 3) The following work, carried out by the Board in 2015/2016, be referenced in the Annual Scrutiny Report:
 - Discretionary Licensing
 - City Centre
 - Environment and Sustainability
 - The Employment Support Service

49. 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 11.45 am)



Coventry City Council

Briefing note

To: **Business, Economy and Enterprise Scrutiny Board (3)**

Date: **08 July 2016**

Subject: **Public Transport in Coventry**

1 Purpose of the Note

To provide the Business, Economy and Enterprise Scrutiny Board with background information on the governance, responsibilities and operation of public transport services in Coventry, to inform the select committee meeting on 21st September 2016.

2 Recommendations

The Business, Economy and Enterprise Scrutiny Board are recommended:

- 1) To note the contents of the report;
- 2) To identify and agree topic areas which require further scrutiny at the select committee planned for 21st September 2016.

3 Information/Background

3.1 Nationally, public transport includes a range of different modes of travel, including heavy rail, tram and light rail, rapid transit systems, bus, taxi and cycle hire. In Coventry, public transport provision is currently primarily concentrated around bus, rail and taxi services, however the focus of this note is the mass passenger carrying modes of transport, namely rail and bus.

3.2 Bus and rail services are governed by various pieces of legislation and are planned and operated by a variety of organisations and companies. This note is structured to provide an overview of the major elements involved such as legislation, governance and the key services provided to the public. It also outlines any important legislative changes which may have an impact on the provision of public transport in the future.

4 Legislative Framework

4.1 The following summarises the most recent Transport Acts and Rail Act which set out changes to legislation related to transport including the governance of bus and rail services and infrastructure.

- Transport Act 1985 – This Act introduced changes to public transport through the privatisation and deregulation of bus services in Great Britain which came into force in Oct 1986. This meant that municipally-owned bus services (outside London) under

the control of Public Transport Executives (PTE's) were transferred, ultimately, to the control of private companies. This removed the ability for PTE's to regulate bus routes and fares. PTE's however retained a role of maintaining bus infrastructure and financing "socially necessary" bus services (see Bus Subsidy below). The Act also covered the role of Traffic Commissioners who are responsible for the licensing and regulation of companies who operate buses, coaches and heavy goods vehicles, and the registration of local bus services.

<http://www.legislation.gov.uk/ukpga/1985/67>

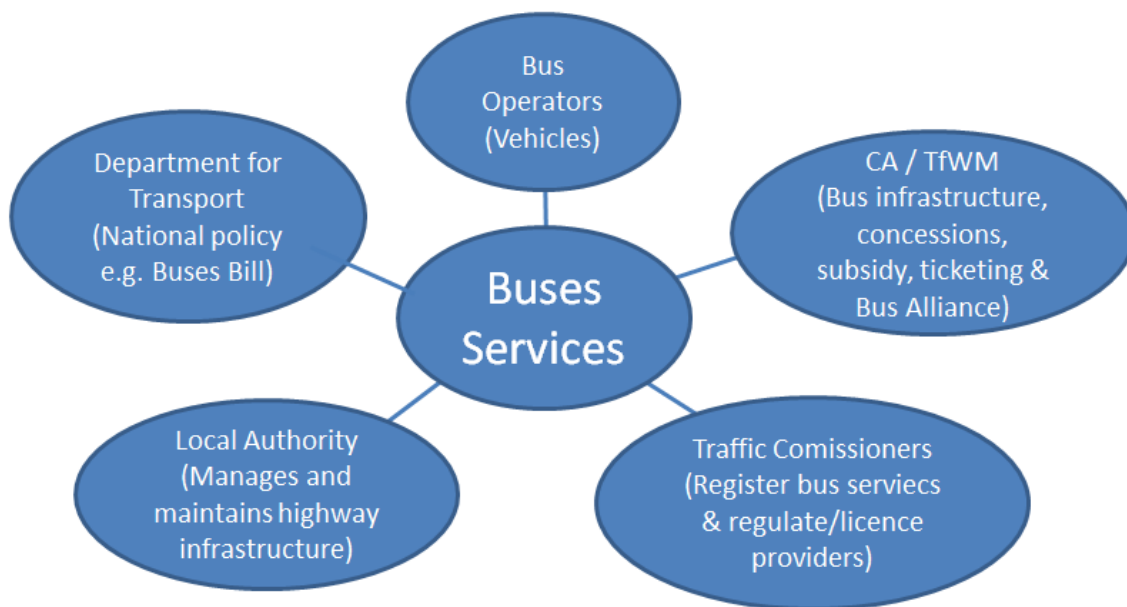
- Transport Act 2000 – This Act introduced the ability to introduce Bus Quality Partnerships, Bus Quality Contracts, changes to bus ticketing schemes and the provision of bus information. It also introduced a requirement for all Transport Authorities to produce a Local Transport Plan and a Bus Strategy. In the West Midlands area (including Coventry) the production of these plans was the responsibility of Centro and the PTA, however they were also adopted by each local authority. The Act made changes to the structure of the privatised railway system through the introduction of the Strategic Rail Authority (SRA), which was later abolished in 2005, and its functions replaced by Network Rail and the Department for Transport. <http://www.legislation.gov.uk/ukpga/2000/38/contents>
- Local Transport Act 2008 – This Act introduced changes to the role of Passenger Transport Authorities (PTAs) renaming them as Integrated Transport Authorities (ITAs), however Public Transport Executives (PTE's), the delivery bodies for PTA's, (e.g. Centro) retained their existing names. The bill also strengthened the powers of PTEs/ITAs to regulate bus services and retained the responsibility to produce Local Transport Plans. <http://www.legislation.gov.uk/ukpga/2008/26/contents>
- Railways Act 2005 – The main changes brought about through this Act include the abolishment of the Strategic Rail Authority (SRA), and changes which gave the Secretary of State for Transport more influence over the development of the railways through the High Level Output Specification (HLOS) process. It also established Passenger Focus as a single national consumer representation body.

5 Bus Services – Key Issues

- 5.1 The Authority for public transport in Coventry is Transport for the West Midlands (TfWM), the transport arm of the new West Midlands Combined Authority (WMCA). Until recently this role was fulfilled by Centro and the West Midlands Integrated Transport Authority (WMITA). These organisations both transitioned into WMCA on 17th June 2016.
- 5.2 **Transport for the West Midlands (TfWM)** is responsible for installing new and maintaining existing bus infrastructure in the West Midlands metropolitan area (excluding buses) including bus shelters, bus flags, timetables and bus stations such as pool meadow. TfWM is also responsible for the Network West Midlands Brand, integrated ticketing including the new Swift card, bus passes, and the West Midlands Strategic Transport Plan. TfWM also develops strategic transport infrastructure such as Metro and rapid transit networks. As part of the CA, part of the local strategic highway will be designated as a Key Route Network with the objective of using highway capacity more effectively to cater for public transport services. The highway itself will remain the responsibility of the City Council as the Highway Authority.

Coventry City Council is responsible for the provision and maintenance of the public highway and associated infrastructure which supports public transport such as traffic signals, signs and road markings. It is also responsible for the enforcement of bus lanes and illegal parking.

An indicative model outlining the roles of the organisations involved in bus service provision in Coventry is shown below:



5.3 **Bus Operators** - Since 1986 all bus services outside London have been delivered by private sector bus operators; under the current legislation the WMCA is not legally permitted to operate bus services. In Coventry there are three main bus operators:

- **National Express Coventry** which is a subsidiary of the UK bus division of National Express PLC*;
- **Stagecoach** which is part of Stagecoach Group PLC*, and;
- **Mike de Courcey Travel** who are a Coventry family run and owned business.

*Also a global bus, rail and metro operator.

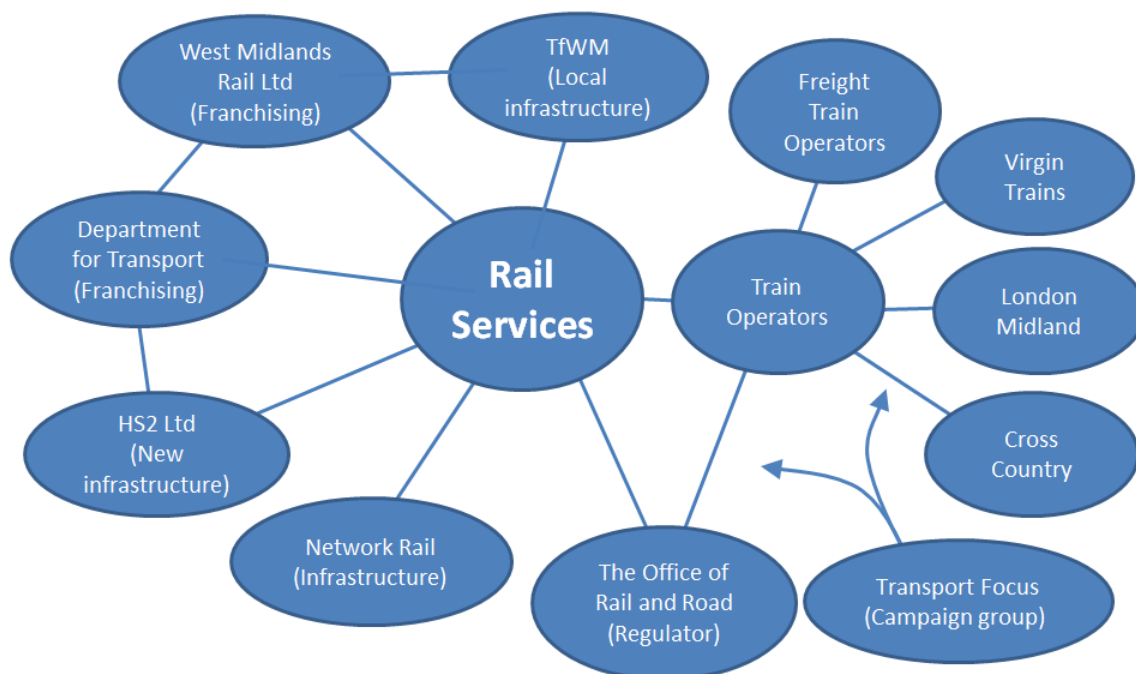
5.4 **Bus Subsidy** - All Council organisations have the ability under the 1985 Transport Act to subsidise what are known as socially necessary bus services. These are bus services that the commercial bus operators do not provide, but there is considered to be a strong social need for them. Virtually all bus services in Coventry are operated by private bus operators without any subsidy from TfWM or local authorities. Along with Wolverhampton, Walsall, Sandwell, Dudley, Birmingham and Solihull Councils, Coventry funds the TfWM through a Levy to discharge the policy to provide subsidised bus services.

5.5 **West Midlands Bus Alliance** - The Bus Alliance is a new way of delivering partnership working, and unlike previous partnerships it directly involves the LEP's and local highway authorities through a Partnership Board. The board is made up of key representatives from the bus operators, WMCA (both officers and elected members), the Highway Authorities, LEPs, Transport Focus and the Police. The board has set a number of objectives to improve bus services between now and 2020 which are:

- Network Development Plans for all areas
 - Creation of the Key Route network
 - Maintain the funding for the Safer Travel Police
 - The operators to provide open data for travel planning and disruption management
 - Development of consistent brand for bus services
 - Contactless smartcards
 - Improving bus emissions with all buses being at least Euro V and Euro VI on key routes by 2020
- 5.6 **West Midlands Transport Strategy** - The Combined Authority has adopted all existing policies and strategies transferred from the ITA, however there is an opportunity to review them to ensure they remain fit for purpose. The main strategy relevant to public transport is The West Midlands Strategic Transport plan: Movement for Growth. This sets out policies for all modes of public transport including bus and rail.
- 5.7 **Bus Network Reviews** - TfWM is currently working with Coventry City Council and other stakeholders to create a Bus Network Development Plan for the City which will map out how we collectively would like the bus network to evolve to meet the changes in land use and demands over the next 5 to 10 years. As part of this process key milestone(s) will be identified as to when there will be a need to undertake formal bus network reviews to revise the bus services to meet new or amended demands
- 5.8 **Bus Concessions** - The English National concessionary scheme is administered by TfWM in the West Midlands metropolitan area, and provides older and disabled people free travel by bus anywhere in England during 'off-peak' times. Residents in the West Midlands are also entitled to free train and Metro travel during off-peak times. Off peak travel is between 9.30am to 11.00pm Monday to Friday, all day at weekends and on public holidays. In the West Midlands this is extended to include the last service of the day which is those after 11pm.
- 5.9 **Bus Park and Ride** - There is currently one bus based park and ride service operating in Coventry called Park and Ride South which operates from the War Memorial Park. The service is currently operated by Stagecoach as part of the X16 and 17 services.
- 5.10 **Ring and Ride** - This service is mainly funded through the levy from the seven West Midlands local Authorities which make up the WMCA, and is provided by a charitable organisation called West Midlands Special Needs Transport. This demand responsive service provides transport for people who can't access mainstream bus services. Following a review of the service, all users have to pay a fare to use it (concessionary tickets are not valid) and the charity is now encouraged to look for opportunities to generate additional income to help fund the service. Ring and Ride are looking at contract opportunities, e.g. special needs school contracts and in recent years have started operating mainstream bus services under the LGO brand, mainly under contract to WMCA.
- 5.11 **Buses Bill** - Linked to the devolution deal for the West Midlands CA, an elected Metropolitan Mayor would have the ability to ask for bus franchising powers through the new Buses Bill (Bus Services Act 2016). Whilst this has potential advantages, such as creating a more comprehensive and connected bus network to meet social needs, the new powers will not come with any additional funding required to pay operators to run services which are not commercially viable. As well as franchising powers, the Buses Bill aims to strengthen partnership working and will include a partnership model similar to the new West Midlands Bus Alliance.

6 Rail Services – Key Issues

An indicative model outlining the roles of the organisations involved in rail services within Coventry and the wider West Midlands is shown below:



6.1 **Rail Operators** - Similar to buses, rail services are operated by private operators under a franchise agreement, in most cases, with the Department for Transport, however there are plans to devolve franchising powers (see Devolved Rail Franchising below). The main passenger rail operators in the West Midlands are:

- Virgin Trains operate express long distance services between the North, Birmingham, Coventry and London as part of the Intercity West Coast franchise which is due to be renewed in April 2018.
- London Midland operate local and intermediate services through Coventry, such as those between Birmingham and Coventry and Nuneaton to Coventry as part of the West Midlands franchise which is due for renewal in Oct 2017.
- Cross Country Trains operate services between the North and south Coast via Coventry and Leamington as part of the Cross Country franchise.

6.2 **Rail Infrastructure** - Railway tracks, signalling and stations are owned by Network Rail who is financed by the Department for Transport, and through income gained from track usage charges and property. Nationally strategic stations, such as Euston and New Street are also managed by Network whilst local stations are managed by the local rail operator, as outlined above. Coventry station is currently managed by Virgin Trains and Canley, Tile Hill and Arena are managed by London Midland.

6.3 **Rail Planning and Strategy**- The planning process for the upgrading of railway infrastructure is led by Network Rail through Route Utilisation Strategies, Route Plans the Long Term Planning Process, and investment Control Periods.

- 6.4 As part of the CA and Midlands Engine, a strategic transport strategy is being developed for the East and West Midlands area called Midlands Connect. The strategy is looking at ways of improving the strategic rail and road networks to support economic growth objectives. The City Council is fully engaged in the development of that strategy by ensuring that the Coventry's rail strategy is embedded within it (see below). The West Midlands Strategic Transport Plan contains policies relating to the development of the local rail network including new stations.
- 6.5 The City Council has adopted its own rail strategy called the Coventry Rail Story. This sets out the Council's ambitions to enhance local and long distance rail connectivity and identifies where capacity enhancements are required to meet the increasing demand for rail services. The strategy includes the delivery of the Coventry Station Masterplan which aims to improve Coventry Railway Station and the surrounding area including improved integration with other modes of transport such as buses, walking and cycling routes.
- 6.6 **Rail Concessions** - The English National concessionary scheme (as outlined above) allows older people to travel free by bus during off-peak periods, however in the Metropolitan West Midlands area this is extended to include off-peak rail and Metro journeys such as those between Wolverhampton and Coventry. This is paid for by the TfWM levy which is funded by all local authorities in the metropolitan West Midlands area.
- 6.7 **Rail Park and Ride** - Canley and Tile Hill Stations currently operate as rail based park and rides sites. They offer free car parking to encourage people to use public transport as part of their journey. This is funded by TfWM through the levy.
- 6.8 **Devolved Rail Franchising** - As part of the refranchising process, from Oct 2017 the Department for Transport is supporting the devolution of the West Midlands rail franchise (currently held by London Midland) to be operated as a separate limited company. This franchise operation will be governed through a new umbrella organisation called West Midlands Rail Limited (WMR) which is made up of a partnership of fourteen Metropolitan District, Shire and Unitary local transport authorities that cover the proposed map of the devolved rail services. WMR will give partner Authorities (including Coventry) greater control and influence over future franchises for example, the timetabling and quality of services.
- 6.9 Local authorities within the operating area, including Coventry, will now have the opportunity to work with and influence what happens to local rail services. The new areas of local influence include timetable specifications and the livery and brand of the trains that are operated in the West Midlands area. The new West Midlands franchise competition is now underway and is due to commence in October 2017. WMR are working with government to develop plans for a fully devolved rail franchise for the region in the future.
- 6.10 **High Speed Rail** - Subject to royal ascent of the HS2 Hybrid Bill, HS2 phase 1 is due to open in 2026. This would see high speed services operate between Birmingham and London Euston. The nearest stop to Coventry will be at the Interchange station close to Birmingham Airport. It is likely that local rail services on the classic rail networks will change after 2026 as the government anticipates that a high proportion of existing long distance rail passengers will transfer on to HS2 services. The Department for Transport is due to consult on what those changes might be in the future.

Nigel Mills
Senior Officer Transport Strategy
Place
Ext 1563



Public Report

Cabinet Member

Business, Enterprise and Employment Scrutiny Board (3)
Cabinet

8th July 2016
2nd August 2016

Name of Cabinet Member:

Cabinet Member for Jobs and Regeneration – Councillor O’Boyle

Director Approving Submission of the report:

Executive Director of Place

Ward(s) affected:

City-wide

Title:

Delivering the Jobs and Growth Strategy – Annual Progress 2015/2016

Is this a key decision?

No - Although the matter within the report can affect all wards in the City, as this is a progress report, it is not anticipated that the impact will be significant and it is therefore not deemed to be a key decision

Executive Summary:

The Jobs and Growth Strategy for Coventry was endorsed by the Council in May 2014. The Strategy supports the vision and priorities of the Council Plan. It articulates how the council will use its resources to make Coventry a city that supports growth, providing jobs and prosperity for local people.

The Jobs and Growth Strategy is in its second year of delivery. This report summarises the progress made to deliver the strategy in the twelve months from 1 April 2015 to 31 March 2016. Performance was at or above target for all measures.

The Economy and Jobs service, part of the City Centre and Development Division, has directly contributed to creating 1,694 new job opportunities against a target of 1,000 set for the year.

£323m of business investment has also been secured for the benefit of the city, with the Council's services directly supporting 398 businesses to grow and develop.

The number of people engaging with the Council’s Employment Team has far exceeded targets set. In the past 6 months over 6,800 workless, unemployed and vulnerable adults and young people have accessed employment support. 1,844 people who have engaged with the services provided have progressed into work. This is a significant achievement. The majority of these individuals are engaging through the Council’s city centre Job Shop located in Bull Yard.

Recommendations:

The Business, Economy and Enterprise Scrutiny Board (3) are requested to:

1. Consider and endorse the progress made by the Jobs and Growth Strategy for Coventry in Year 2 from April 2015 – March 2016.
2. Forward any recommendations to Cabinet for consideration.

Cabinet is recommended to:

1. Consider any recommendations from the Business, Enterprise and Employment Scrutiny Board (3).
2. Consider and endorse the progress made by the Jobs and Growth Strategy for Coventry in Year 2, from April 2015 - March 2016.
3. Ask officers to work on the development of the West Midlands Combined Authority Growth Company. Coventry and the surrounding geography should be considered for the physical location of this West Midlands wide body, because of the City's track record in attracting inward investment, as well as its world renowned business base.

List of Appendices included:

Appendix 1: Jobs and Growth Strategy for Coventry: Action Plan (Year 2, April 2015 - March 2016)

Other useful background papers:

None

Has it been or will it be considered by Scrutiny?

Yes – Business, Enterprise and Employment Scrutiny Board (3) – 8th July 2016

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No

Will this report go to Council?

No

Report title: Delivering the Jobs and Growth Strategy – Annual Progress 2015/2016

1. Context (or background)

- 1.1 The Jobs and Growth Strategy for Coventry was endorsed in May 2014. It is the second 3 year Jobs and Growth strategy the Council has published. It plays a key role in driving growth, investment and creating the opportunity for local people to share in the growth of the City.
- 1.2 The key objectives of the strategy are: securing jobs through investment; helping people get jobs; and helping improve the skill levels of residents. The focus on supporting young people who are not in education, employment or training (NEETs) remains as well.
- 1.3 The strategy plays an integral part in achieving the outcomes of the Council Plan. It delivers on the commitments of “driving growth and investment in the local economy that can be shared by all of its citizens”.
- 1.4 The wider economy has seen positive growth in business numbers (resulting in the city being identified as “one of five stand-out cities for jobs and business in the past 10 years” by *The Guardian*), a resurgence in manufacturing, high workplace earnings and an improving city centre (up to 47th in the UK retail ranking from 58th in 2013).
- 1.5 However there are some economic challenges in the city, having a relatively low business stock, low GVA per worker, large inequalities between workforce and resident wages, a large proportion of residents with no formal qualifications and a large decline in the share of workers employed in intermediate occupations. In general, the city is an economic position where it has an opportunity to maximise its strengths, utilise its assets (a growing population, two thriving Universities and a number of strong sectors) and tackle its underperforming attributes.
- 1.6 Local intelligence gained from the relationships developed with local businesses, show that businesses are optimistic about their future prospects and investment plans.
- 1.7 With regards to the City’s labour market, post-recession the city’s economy saw a pattern of job creation with little if any impact on resident employment levels. In addition to this the city saw a fall in unemployment levels, with figures suggesting that those local residents moving out of unemployment were more likely to become economically inactive rather than moving into work.
- 1.8 In recent years (2012-15) this trend appears to have changed. Resident employment levels have increased; the picture of how the number of jobs within the city boundary has changed is less clear. One data source (Annual Population Survey - APS) shows no net change in jobs in the city between 2012 and 2015 and another (Business Register and Employment Survey - BRES) indicates an increase up to 2014. These figures, which are more in line with national trends than previously, suggest a stronger internal economy within the city with more of those residents moving from unemployment moving into employment rather than becoming inactive. In the last 6 months however, there are signs that resident employment and unemployment numbers have levelled off (although due to survey reliability short-term trends in this data may be due to survey error rather than actual trends).
- 1.9 The overall employment situation still remains challenging for particular groups, such as those people who have been out of work for some time and groups such as young people who continue to find it difficult to gain sustainable employment, given the competitive nature of the labour market.

Coventry	Number	Time period and data source	Short-term trend (12 months)	Long-term trend (3 year)
Residents in employment	142,300	Jan – Dec 2015 Annual Population Survey, ONS	Flat	Increasing
Jobs in the city	180,600	Jan – Dec 2015. Annual Population Survey, ONS	Increasing	No change/Increasing*
Residents unemployed	9,600	Jan – Dec 2015 Annual Population Survey, ONS	Falling	Falling
Resident economically inactive (aged 16-64)**	69,400	Jan – Dec 2015 Annual Population Survey, ONS	Flat	Increasing
JSA claimants	4,315	April 2016 Claimant count, ONS	Falling	Substantially falling
Key out-of-work benefits	22,460	October – December 2015 DWP benefit claimants - working age client group	Falling	Falling

* APS shows no change between 2012-15 and BRES shows an increase between 2012-14

**An estimated 26,800 of the inactive are students. Much of the 3 year increase quoted was amongst students.

- 1.10 The Council plays both a strategic and delivery role in all of the key objectives of the Jobs and Growth Strategy. Its strategic role is particularly important. In this role the Council actively supports the Coventry and Warwickshire Local Enterprise Partnership (LEP). The Council has been instrumental in assisting the LEP in developing both the Strategic Economic Plan and the European Structural and Investment Fund Strategy.
- 1.11 The Council delivers the Jobs and Growth Strategy, primarily through the work of the Place Directorate and specifically the City Centre and Development Division. Services include those delivered through Economy and Jobs. Other areas of the Council also contribute to delivering the aspirations of the Strategy. For example, Workforce Development in Resources Directorate, Adult Education and the Education and Inclusion Service in the People Directorate.
- 1.12 The strategy's progress is being driven through the excellent partnership working that already exists between the Council and its partners. Key partners include investors, Jobcentre Plus, The Chamber of Commerce, Warwickshire County Council, Universities, FE Colleges, Third Sector Agencies, training providers, Partnership for Coventry, the Growth Hub and the Coventry & Warwickshire Local Enterprise Partnership. When new opportunities arise new partner relationships are forged.

2. Options considered and recommended proposal

- 2.1 There are a number of implications for the local area, its residents and businesses, if the Council chose not to implement its Jobs and Growth Strategy: a steeper decline in the economic wellbeing of the city and its residents would be likely; by not acting proactively to seize investment opportunities, these would be lost to other areas, and Coventry would lose out on the positive benefits of job creation; reducing inequalities across Coventry, actively linking job creation to local residents looking for work would not be so easily achieved.

- 2.2 Appendix 1 contains details of the progress made against the specific actions in 15/16 which will deliver the Jobs and Growth Strategy.

The table below shows performance for April 2015 – March 2016, compared to the target for the year.

	Actual	Target	Target
People	April 2015 - March 2016	2015-16	2016-17
Customers Assisted	37,249	28,500	28,000
People engaged/ registered	6,869	4,100	5,319
People into work	1,844	1,000	1,437
NEETS into work, education or training	395	150	167
Investors and business sectors			
Investment into the city (£million)	£323.2m	£75m	£50m
Jobs created in the city and across the sub-region	1,694	1,000	1,219
Businesses and enquiries assisted	398	266	243
New Businesses Investing in Coventry	5	5	5
Skills			
People helped to improve their skills	226	66	17
Organisations influenced in their delivery of skills provision	6	6	6

- 2.3 Through 2015/16 398 businesses have been supported to help them grow and develop. This work has contributed to over £323 million of business investment and the creation of 1694 jobs. The Business Support Team has directly assisted businesses to access finance, find new premises, improve their staffs health and well-being and support their growth plans across Coventry and Warwickshire during 2015-16. The team successfully secured European funding for a 3 year SME Business Competitiveness programme, aimed at creating long-term relationships with SME's in Coventry & Warwickshire to encourage competitiveness and growth and supply chain opportunities and to support SME's to achieve the Workplace Wellbeing Charter accreditation. This programme will result in 18 businesses being assisted, 30 new jobs created and 48 businesses supported towards achieving Charter accreditation.
- 2.4 The City has benefited from significant Chinese investment with notable examples being the London Taxi Company (Geely) and Covpress Assembly (Shandong Yongtai). These investments alone have resulted in £280 million of investment, safeguarded over 500 jobs and created 1,100 new jobs.
- 2.5 Chinese success is just one output of the International Strategy. Work to link investment and economic development with the civic function of the Lord Mayor's office has resulted in strengthened links to markets in China and India. Highlights include an inward delegation of

ICT companies from India who visited the area to investigate trade and investment opportunities and forge on-going relationships with our local companies. In addition, delegations from Dalian in China and Olofstrom in Sweden have been hosted with a view to developing successful relationships that will result in future investment in to Coventry.

- 2.6 Business events aimed at supporting local companies to trade in overseas markets have been held covering China, India and Poland. These have been delivered in collaboration with key partners such as Santander Bank, State Bank of India, China Britain Business Council and UK Trade and Investment.
- 2.7 Companies we have welcomed to the City include Formula One Autocentres, ice hockey equipment supplier Contact Sports UK, automotive consultants Landar Ltd and over-50s travel specialists Staysure Travel, whose offices were officially opened by the Lord Mayor in September 2015.
- 2.8 The service has been successful attracting European Regional Development Funds (ERDF) to help businesses in Coventry and Warwickshire who are looking to invest in capital equipment and create jobs. Throughout 2015/16 these funds have been utilised to provide grants totalling £1.01m, attracting £5.2m of private investment and creating 147 jobs in the region. The success of this funding stream has been the basis for a successful bid to the next round of the European Structural and Investment Fund (ESIF). This support is due to commence in June 2016 and the project will run through to 31 December 2018. .
- 2.9 Innovation is a key driver for economic growth, enabling businesses to increase productivity, capital investment and create new jobs. The Innovative Coventry team supports local businesses to grow by encouraging and providing opportunities for innovation; supporting trials and using the city as a test-bed; promoting the adoption of new ideas and technologies and creating the smart/future city concept. The Innovative Coventry Programme brings together projects that are supporting the implementation of crucial infrastructure work required to ensure the city remains on a level playing field with other major cities in the UK and Europe. The team also played an important role in establishing and driving the need for a Digital Strategy that incorporates digital activity in the city.
- 2.10 A European Structural Investment Fund grant of £1.7m to support SMEs with developing and testing new innovative products has been secured. The Innovative Coventry team will provide grants of over £25,000 to businesses with products that are at the testing and commercialisation stages. The funding will also support collaboration projects between businesses and other organisations such as the universities, Catapult centres and other relevant innovation providers, with funding of £450K revenue grants and £800K capital grants.
- 2.11 In order for local businesses to remain competitive the city has supported SMEs with funding superfast broadband connections. The Superfast Broadband Connection Voucher project has been highly successful over the past two years. 2,000 SMEs have been engaged and approximately 1,500 vouchers have been issued with values up to £3,000.
- 2.12 Low carbon emission vehicle activity will continue to be a priority for the city, ensuring Government targets are met for air quality issues and future regulations that will be in place in the next 4 to 10 years. Planning ahead for these eventualities is essential to prevent unnecessary expenditure and encourage the uptake of Ultra Low Emission Vehicles (ULEV) into the city. The Innovative Coventry Team will support businesses and work closely with Transport for London's LoCity scheme to acquire knowledge and advice on the next steps.
- 2.13 The Skills 4 Growth project concluded with excellent results, exceeding all targets. The project, funded by the Regional Growth Fund, supported 37 SMEs in the advanced manufacturing and engineering sector, with skills training support for over 8,500 hours of training for 156 employees. In addition 17 graduates were employed on 12-month

employment placements, 88% of whom have progressed into positive destinations. The additional Skills 4 Growth funding secured from the Growth Hub extended the programme from July 2015 to March 2016. A further 32 SMEs were engaged resulting in a total of 152 employees receiving skills support.

- 2.14 In March 2016, the West Midlands Combined Authority (WMCA) Shadow Board considered establishing a Growth Company, which would accelerate the productivity gains and economic impact of the region's infrastructure plans. Senior Officers have been working with others from across the WMCA geography to influence the design and development of a Growth Company. This work is on-going. The roles of a Growth Company being explored include strategy, co-ordination and delivery across a range of functions. A set of guiding principles for the Growth Company are being developed. Coventry's strong track record in attracting inward investment, as well as supporting its world renowned business base are being considered in discussions about role, function and location of a Growth Company.
- 2.15 Over 6,800 workless, unemployed and vulnerable adults and young people have engaged with the Council's Employment Services in the past year, significantly exceeding the target of 4,100 set for the year. Our primary engagement route is through the city centre Job Shop and the services offered continually evolve to meet the changing needs of customers. As such the shop continues to experience high demand for its employment services and helped 1,844 people into employment last year – almost double the annual target of 1,000 which is a significant achievement.
- 2.16 The Employment Team has also seen an incredible benefit from new services created such as the Employer Hub. The Hub has actively worked with local employers to promote over 533 job opportunities for Coventry residents. The Hub has built strong business relationships with a range of employers, helping them to tailor vacancies, recruit locally and use the Job Shop to directly recruit. Companies such as Sitel, Ikea, E.on, BAM Construction, Staysure, National Express, Brose, Mission Foods, National Grid and many others have held recruitment days, delivered employability training directly to customers and ultimately offered hundreds of jobs to local people. We are also leading on ground breaking work to improve the quality of jobs available and encourage local employment for the care sector. This involves several local employers, including Consummate Care, Dignus, Platinum Care, Crossroads, MBI and others, holding regular recruitment events at the Job Shop.



- 2.17 The Council is committed to supporting young people into employment, particularly those who fall into the NEET category (young people not in education, employment or training). Work to tackle youth unemployment has resulted in 1983 young people accessing careers advice, training on CV writing, IT skills and employability skills. 395 young people have been supported into a positive destination as a result, which includes work, apprenticeships, further education and self-employment. 45 young people have been supported into paid work placements this year with a range of businesses across the city. For those who have completed their placement, at least 81% are sustaining employment with either their placement employer or another business.
- 2.18 Significant resource has been secured through the European Structural Investment Funds to continue and expand our work with young people. We are leading on Ambition Coventry, an £8m programme which will significantly improve prospects for NEETS, particularly our most vulnerable young people.
- 2.19 Work has also taken place to support better connections between schools and local employers. All local careers advisors are now receiving regular current labour market information and we have brokered relationships between employers such as Primark and The Builders Federation and a number of local schools, helping to build aspirations and promote career pathways for young people.
- 2.20 The Construction Shared Apprenticeship Scheme has taken on 53 apprentices in the period up to 31 March 2016, ahead of schedule to achieve its target of 60 before the end of March 2017. A total of 25 apprentices have achieved their apprenticeship framework and 100% have gone on to employment, self-employment or further learning. This includes one learner who dropped out of the scheme due to personal reasons but asked to return, and with support and a lot of determination on his part successfully completed his apprenticeship and secured employment.
- 2.21 The 'Think Local' work that supports the council's commitment to social value has generated a number of positive outcomes for local people and local businesses. 55 businesses have benefitted from supply chain opportunities from major developments in the city, a total of 56 apprenticeship weeks have been worked by apprentices on major developments and well over 1,000 young people have attended site visits or careers talks. Further joint working between the Business Investment Team and the Employer Hub has resulted in 13 companies employing 44 people. In addition, much work has been done with colleagues in the Procurement Team of the Resource directorate to ensure that social value considerations are embedded into all city council procurement and commissioning, so much so that 59 contracts are currently being appraised for social value consideration.
- 2.22 We have been working positively with planning colleagues to include employment clauses in planning conditions where appropriate, and to date have applied conditions to six applications over the last few months which will generate employment, placements, work experience, education to employment links and local supply chain opportunities. In addition, skills and employment plans are being delivered against on The Friargate Development (Bowmer & Kirkland), Belgrade Plaza student accommodation (George Downing Construction), and Coventry University's Health and Life Sciences Building (BAM Construct UK). To date this has resulted in nine apprentices starting on site achieving a total of 85 working weeks, 12 schools and colleges visiting sites or being visited by site staff in school which has involved 210 young people, and 121 local people have been employed on the sites.
- 2.23 The performance table above shows that targets for 2015/16 have been met or exceeded. Targets have been set for 16/17 based on known activity and activity planned but subject to confirmation of securing external funding. If these targets are met in 16/17, then the Jobs and Growth Strategy will have met or exceeded its 3-year target.

3. Results of consultation undertaken

- 3.1 A key element of delivering the strategy is to engage and consult with stakeholders and partners, and secure joint commitment with partners in its delivery. This happened through the range of strategic partnerships we chair or are part of.

4. Timetable for implementing this decision

- 4.1 The Jobs and Growth Strategy for Coventry is a three year strategy from April 2014 to March 2017. Progress against the strategy is reported at half year intervals and annually.

5. Comments from Executive Director of Resources

5.1 Financial implications

There are no direct financial implications from the recommendations in this report.

The 3-year Jobs and Growth Strategy for Coventry as approved in May 2014 is funded from a number of sources, estimated spend of £5.94m over the 3 year period.

In 2015/16, total expenditure for the Economy and Jobs Service was £2.41m compared to the forecast of £2.63m. This was funded by £1.32m city council revenue funding, £0.3m of reserves and £0.78m of external funding and contract income.

The Jobs and Growth Strategy requires the service to raise new income to support some of the costs of service provision included in the projected 3-year spend above. The assumptions behind these income projections are based on realistic expectations based on past performance and the known availability of future grant and contract funding opportunities. The grant levels available/achieved do vary from year to year resulting in the service needing to respond on an on-going basis to reflect available resources. External funding is becoming increasingly challenging to secure. However, the services which deliver the Jobs and Growth Strategy have a highly successful track record of securing funding and an excellent reputation with funders. Core revenue funding is critical in enabling external funding to be secured, as match funding is nearly always required when funds are being bid for competitively.

Funding available to the service fell significantly in 2015/16 compared to previous years. This is as a result of both the fall-out of the one-off resources, which ended during 2015/16 and the reduction in core funding from 2015/16 as a direct impact of the ER/VR round. This will result in reduced capacity to provide some services.

5.2 Legal implications

The pursuit of economic well-being is strongly aligned with the core functions of local authorities, with the mandate for local authorities to promote economic well-being provided by the Local Government Act 2000. Section 4 of the Act requires local authorities to join with other bodies to establish a sustainable community strategy for promoting or improving the economic, social and environmental well-being of their area. The power in the 2000 Act for local authorities to take any steps they consider likely to promote or improve the economic, social or environmental well-being of their area and its residents (the "well-being power") has now been repealed and replaced by the new general power of competence for local authorities in the Localism Act 2011.

6. Other implications

Any other specific implications

6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?

The Jobs and Growth Strategy for Coventry is integral to the delivery of the Council Plan. It supports the delivery of the Council's Social Value Policy (2014) by applying community clauses to contracts to ensure local companies and local people benefit from the work the Council procures.

The strategy strongly aligns to delivering the priorities of the Coventry and Warwickshire Local Enterprise Partnership Strategic Economic Plan and European Investment Strategy. The Jobs and Growth Strategy for Coventry also aligns strongly with the priorities of the Partnership for Coventry priorities: Getting People into Good Jobs; and Raising Income and Financial Inclusion.

6.1.1 Tackling Health Inequalities

The objectives of the strategy are at the heart of the City's new Marmot Strategy and will address three out of the four priorities: improve quality of jobs; help vulnerable people into work; and improve levels of education, employment and training.

Outcomes from the Jobs and Growth Strategy will also impact on the employment related indicators reported in the Public Health Outcomes Framework including: 16-18 year olds not in education, employment or training; and the gap in the employment rate between those with a long-term health condition and the overall employment rate. The City Council's Joint Health and Social Care Self-Assessment and the Adult Social Care Outcomes Framework, reports on the outcomes of the work of the TESS service.

6.2 How is risk being managed?

The key risks associated with the *Jobs and Growth Strategy for Coventry* are:

- The reduction in funding to the service as described in 5.1 above brings real financial challenges to deliver this service. Alternative funding will be pursued whenever appropriate e.g. local authority budgets, public health funding, partner funding. However recent discussions around particular services have highlighted the financial challenges and competing priorities other organisations face. There are increasingly limited external funding opportunities, with more external funding being based on a payment by result model. The service is proactively responding to these changes through identifying more innovative ways of funding priorities, and developing further partnership approaches to delivery.

6.3 What is the impact on the organisation?

As funding to deliver the Jobs and Growth Strategy reduces, as described in 5.1 above, there may be an effect on the number of staff working in this service area. Any reduction in staff would involve Trade Union and staff consultation, plus the Council's Security of Employment Agreement would be applied.

6.4 Equalities

One of the key objectives of the Jobs and Growth Strategy is to have a significant positive impact on people within Coventry who are identified as more vulnerable in terms of economic

wellbeing and gaining sustainable employment. Services offered are tailored to meet the needs of the following groups: workless people not supported by the Government's Work Programme; priority client groups such as families with complex needs, those lacking relevant skills and experience; the most vulnerable in society including those with mental health problems and people with learning disabilities; and young people not in education, employment and training (NEETS).

Services within the Place Directorate play a key role in contributing towards the aims and objectives of the Corporate Equality Strategy, and its key priorities around Economy Learning, Skills and Employment.

In the absence of the Strategy, we would expect there to be more inequalities across the city in terms of employment. Those who are more vulnerable find it more difficult to secure employment, fare even worse as a result.

The strategy also makes a positive contribution to Coventry as a Marmot City, in terms of having a positive impact on an individual's health and wellbeing when they find work.

Proactively encouraging investment by existing business and businesses looking to locate in the city brings new jobs to the area creating employment opportunities and wealth in the local economy.

6.5 Implications for (or impact on) the environment

The Jobs and Growth Strategy supports investment in key sectors including energy and low carbon vehicles. The Council supports the adoption of emerging technologies that in turn create entirely new markets and support additional jobs. Creating the conditions for future growth through the development of the city's infrastructure including electric vehicle charging infrastructure will have a positive impact on the environment.

6.6 Implications for partner organisations?

The Strategy explicitly calls upon partner organisations and other stakeholders in the city to make a commitment to work with the Council to deliver its aims. Within the strategy it sets out the clear premise that "Coventry City Council cannot deliver a Jobs and Growth Strategy on its own. It is looking to engage with and draw on the work, skills and resources of other partners and stakeholders" to ensure its successful implementation.

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This report is published on the council's website: www.coventry.gov.uk/councilmeetings

A JOBS AND GROWTH STRATEGY FOR COVENTRY April 2014 - March 2017

Action Plan for Year 2



Objective 1: Secure Job Opportunities through Investment

Action	Service Area	Expected Outcome	Progress	Contribution Towards Headline Target & Priorities
Delivery of business support activities	Business Investment Team	<ul style="list-style-type: none"> • Individual businesses assisted to develop and grow • Business collaboration networks supported • Well Being Charter delivered in line with service contract 	<ul style="list-style-type: none"> • 235 individual businesses were assisted to develop and grow in the year. • Business networks supported and facilitated are CWFirst (Business and Professional Services); Coventry and Warwickshire Aerospace Forum; Tech Central (Digital and Creative); and health and well-being. • The Well Being Charter was successfully delivered in line with the service contract and exceeded targets. 	<ul style="list-style-type: none"> • In total 1,694 new jobs were created as a result of the assistance provided by the team.
Delivering investment grant and loan schemes	Business Investment Team	<ul style="list-style-type: none"> • Regional Growth Fund, ERDF, and other initiatives delivered as contracted • CIF supported 	<ul style="list-style-type: none"> • All investment finance initiatives were delivered to target. • CIF was supported where appropriate. 	<ul style="list-style-type: none"> • Over £323m in private sector investment was secured.
Developing the local economy	Business Investment Team	<ul style="list-style-type: none"> • Influence and support CWLEP's strategies and Business Groups • Engage with and support the Coventry and Warwickshire Growth Hub 	<ul style="list-style-type: none"> • The team work closely with the CWLEP and its Business Groups, particularly on the Drive West Midlands collaboration over the last year, and will continue to work closely with the CWLEP and partners with specific regard to Combined Authority proposals. 	<ul style="list-style-type: none"> • Working in collaboration with key partners to achieve city and sub-regional targets and develop the local economy.

		<ul style="list-style-type: none"> • Engage and support the work of the Employer Hub in Coventry • Exchange intelligence with other local authority economic development teams 	<ul style="list-style-type: none"> • The team works closely with the C&W Growth Hub referring businesses to each other wherever appropriate and working in collaboration on events such as investor delegations. • The team works closely with the Employer Hub to promote its services to businesses and refers businesses looking for recruitment support to the Employer Hub. • The team has been an active member of the Coventry & Warwickshire Economic Prosperity Group. 	
<p>Delivering key infrastructure initiatives that directly benefit businesses and/or showcase technology</p>	<p>Business Investment Team</p>	<ul style="list-style-type: none"> • Deliver Super Connected Coventry project – ultra high speed broadband • Support the Future Cities model to create the data necessary to introduce new delivery mechanisms • Licence open access wireless and 4g Capability 	<ul style="list-style-type: none"> • The Innovative Coventry team awarded over 1,150 broadband connection vouchers worth over £1.3 million in total to SME's as demand soared between April and the close of the scheme in mid October, this is in addition to over 400 SME's benefitting from a broadband connection voucher the previous year. • The Innovative Coventry team has continued its support with the Future Cities agenda, specifically with the Innovate UK funded SBRI project - the development of an Energy Data Integrated System (EDIS). The team will now look at the commercialisation aspects of this project along with the Sustainability Team. • The Innovative Coventry team has 	<ul style="list-style-type: none"> • Profile and reputation of the city raised • Competitive advantages for Coventry business secured • Increased productivity

			<p>supported the procurement process for a free public city wifi scheme and 4G network along with colleagues in ICT. These projects are in progress and plan to be completed in 16/17.</p> <p>The Innovative Coventry Team is providing business development support to CityFibre to help increase the uptake of Ultrafast broadband by businesses in the city. The team is implementing a plan with support from the C&W Growth Hub to offer businesses advice and increase knowledge about the benefits of fibre connectivity.</p>	
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Attracting new investors	Business Investment Team	<ul style="list-style-type: none"> • Maintain web based, social media, App and hard copy materials to publicise Coventry as a place to invest • Secure new investors to Coventry from the wider industrial and technology sectors • Proactively engage with targeted overseas locations and businesses to secure investments • Further develop the on line property enquiry system • Work with partners including the Growth Hub and UKTI to secure new investments 	<ul style="list-style-type: none"> • A refreshed 'Invest in Coventry' website has been developed and is available at www.coventry.gov.uk/InvestinCoventry. Browsealoud functionality provides seamless translation ensuring the site is accessible for overseas markets. The @InvestCoventry twitter account continues to grow and now has in excess of 1,600 followers. • Investors that have been attracted include Staysure Travel, Landar Ltd, Formula One Autocentres and Contact Sports UK. Additional overseas investment has been secured via Geely / London Taxi Company and Shandong Yongthai / CovPress Assembly. • Links with China continue to strengthen, evidenced by the significant Chinese investment in to the City. Ambassadorial visits to the City during the year include Mexico, and Germany. Additionally, links have been forged with Olofstrom, a region of Sweden, with a view to directly stimulating company investment in to the Coventry area from the region. A delegation of 12 Indian ICT companies hosted with a view to securing trade and investment. Follow up work continues. • Partnership working the Growth Hub, UKTI and local universities underpins much of this work. 	<ul style="list-style-type: none"> • New jobs created • Investment secured • Profile and reputation of the city raised
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<p>International Trade</p>	<p>Business Investment Team</p>	<ul style="list-style-type: none"> • Work with the Leadership, the Lord Mayor and senior executives to maximise the impact of incoming and outgoing trade missions and civic visits 	<ul style="list-style-type: none"> • The Investment and International Team has worked closely with the Lord Mayor's office and is represented at the monthly Mayoralty meetings attended by the Lord Mayor, Council Leader and Cabinet Member. 	<ul style="list-style-type: none"> • New jobs created • Investment secured • Profile and reputation of the city raised
<p>Secure external funding to support this objective</p>	<p>Business Investment Team</p>	<ul style="list-style-type: none"> • Search out and secure project funding to further the work of the Team from local, national and European sources • Work with colleagues and partners to secure programme funding 	<ul style="list-style-type: none"> • European funding has been secured for a 3 year SME Business Competitiveness programme, aimed at creating long-term relationships with SMEs in Coventry & Warwickshire to encourage competitiveness and growth and supply chain opportunities and to support SMEs to achieve the Workplace Wellbeing Charter accreditation. • The Innovative Coventry has secured ERDF funding to a new Innovation Programme to support businesses in developing new innovative products and testing in the city and Warwickshire. • The Innovative Coventry team has been invited to bid for the second stage OLEV Taxi Scheme funding to provide top up grants for taxi drivers to purchase new hybrid vehicles and for the installation of new electric charging infrastructure across the city. • The Innovative Coventry team successfully secured the first round of an ESPON bid with Coventry University to deliver a research project to promote sustainable and inclusive economic development. . Coventry is leading the bid and 	<ul style="list-style-type: none"> • New jobs created • Investment secured • Profile and reputation of the city raised • Enhanced working partnerships and relationships with other main organisations including the University of Warwick, Warwick Manufacturing Group, Coventry University and the private sector.

			<p>stakeholders include Vejle in Denmark, Torino in Italy and Oeiras in Portugal.</p> <ul style="list-style-type: none">• The Innovative Coventry team has played a key role in supporting bids for expanding the superfast and ultrafast broadband networks for the city. These have included the CWLEP Growth Deal and ERDF bids with Warwickshire and ICT's Growth deal bid for extending the fibre connectivity in the city.• The Innovative Coventry team has partnered with other organisations and international cities this year to increase Coventry's exposure within the European funding arena. This has included H2020 bids, Innovate UK Internet of Things with the West Midlands and the European Capital of Innovation Competition. Many of these bids have been in partnership with the University of Warwick and Coventry University.	
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Objective 2: Help People get Jobs

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Action	Service Area	Expected Outcomes	Progress	Contribution Towards Headline Target & Priorities
Delivery of advice and employment support to the unemployed	The Employment Team	<p>Yearly Targets:</p> <ul style="list-style-type: none"> • Employment Support to 4,100 people • 1000 people supported into work 	<ul style="list-style-type: none"> • 6,869 people engaged with the Council's Employment Team and 1,844 of Coventry's vulnerable residents were helped into work. These residents were predominately those not accessing or gaining the assistance they require to find work through other services and agencies. Many of whom were families living in poverty, young people without any support network and people facing significant challenges to securing work, such as a learning disability. 	<ul style="list-style-type: none"> • People into jobs
Delivery of Coventry's flagship employment service at the Job Shop	The Employment Team	<ul style="list-style-type: none"> • Delivery of flexible partnership services to meet customer need • Holistic support including triage, careers, employability skills and employment advice. 	<ul style="list-style-type: none"> • The City Council's Job Shop has become a key feature of the way in which employment services are delivered to all those looking for work in the City and last year the footfall was 37,249. • Jobcentre Plus, Prospects, FE Colleges, learning providers and specialist agencies all deliver services within the facility and 710 residents accessed a range of workshops delivered by our partners. 	<ul style="list-style-type: none"> • People into jobs
Developing equality of access to work through	The Employment Team	<ul style="list-style-type: none"> • Tailored employment provision for customers with a learning disability, autism or severe mental ill health 	<ul style="list-style-type: none"> • 66 people with severe & enduring mental ill health, autism or a disability were referred to TESS, 18 people have undertaken work experience placements and 38 people secured 	<ul style="list-style-type: none"> • People into jobs • Reducing the impact of poverty

support for the most vulnerable		<ul style="list-style-type: none"> • Provision of employment related money advice to remove debt, benefit and financial barriers to work 	<p>employment. 100 people are supported at any one time to remain in employment. A supported internship programme with UHCW and Hereward College for people with learning disabilities was launched.</p> <ul style="list-style-type: none"> • Money advice and advocacy was delivered to 1,515 residents ranging from managing debt to financial assessments, helping to make work pay for local people. 	<ul style="list-style-type: none"> • Protecting and supporting the most vulnerable • Reducing health inequalities
Further develop services to help young people into work	The Employment Team	<ul style="list-style-type: none"> • Develop the Youth Zone at the Job Shop, delivering in partnership a distinct offer to young people • Delivery of the young people's placement programme and other paid placement opportunities • Further develop the education to employment pathways for young people, including enhanced careers activity, schools participation within the Youth Zone, the disabled young people's pathway and a range of other transition activities. • Partnership delivery of training and vocational learning opportunities, including apprenticeships, traineeships, paid graduate internships, supported internships, employability workshops and bespoke training for NEETS (e.g. 	<ul style="list-style-type: none"> • 395 young people have been supported by the Employment Team into work, further education, self-employment or another positive outcome, of which 356 were previously NEET (not in education, employment or training). This is a significant achievement, enabling Coventry's young people to create more positive and independent futures. • Based at the Job Shop, services such as the Youth Zone and the Employer Hub continue to support young people and adults into paid placements, apprenticeships and quality jobs. • 29 marginalised young people took part in the Coventry Boot Camp. 	<ul style="list-style-type: none"> • Local people into jobs • NEETs into work, education or training

Develop our Employer Partnerships to create access to work	The Employment Team	<p>Boot Camp)</p> <ul style="list-style-type: none"> • Further develop the Employer Hub to provide local business with skills and employment solutions, on behalf of key strategic partners • Engage with and support the Coventry and Warwickshire Growth Hub • Deliver Employer Events at the Job Shop, promote use of recruitment and interview facilities on site and engage young people into jobs with training (apprenticeships / paid placements etc.) 	<ul style="list-style-type: none"> • The Employer Hub has become an integral feature of the Job Shop bringing recruiting employers into the facility most weeks. The Employer Hub has worked with a wide range of businesses to both create jobs and fill vacancies with local people who would otherwise have struggled to be considered for these opportunities. • Business-tailored services have been developed for a range of sectors including care, call centre, engineering, retail, production & warehouse, hospitality & catering, civil engineering, driving, construction and security. Companies such as Sitel, Ikea, E.on, BAM Construction, Staysure, National Express, Brose, Mission Foods and a range of SMEs (e.g., Agema Engineering, Induction Technology Group Ltd.) have all used this service to directly recruit and address their skills needs. Last year 283 businesses were assisted and 533 vacancies were managed through this service. 	<ul style="list-style-type: none"> • People into jobs • NEETs into work, education or training • Business Assisted • People helped to improve their skills
Developing inclusive economic growth	The Employment Team	<ul style="list-style-type: none"> • Influence and support the CWLEP Strategies and Business Groups • Engage and influence Coventry and Warwickshire Growth Hub skills and employment activities • Engage and influence the growing 	<ul style="list-style-type: none"> • Close working with the CWLEP, providing information for the Skills Business Group. Played a key role in developing the CWLEP European Structural Investment Funds Strategy, leading on priority-setting for £58 million of ESF funding locally. • Secured significant funds, over £8 	<ul style="list-style-type: none"> • People into jobs

		<p>private sector market in employment and welfare provision</p> <ul style="list-style-type: none"> • Influence the local response to national reform of rehabilitation services 	<p>million for future delivery from the European Structural Investment Funds (YEI) to support NEETS into work or education.</p> <ul style="list-style-type: none"> • Supported the LEP with the development of the Strategic Economic Plan (SEP) and we continue to work closely with the Growth Hub. In terms of the welfare sector positive relationships with most major private providers and have both advised on their development of services in the locality and secured grants from this source. 	
Secure external funding to support this objective	The Employment Team	<ul style="list-style-type: none"> • Work collaboratively with partners, including Public Health, prime contractors and others to develop and fund local employment and skills solutions • Guide, shape and seek to attract funding for employment initiatives through the European Social Fund 	<ul style="list-style-type: none"> • Robust partnership arrangements working closely with key local agencies such as Jobcentre Plus, Prospects, private contractors and public health. Played a key role in developing the LEP's European Structural Investment Fund Strategy and continue to bring partners together to form consortiums, work collaboratively and identify added value, allowing them to access grant for local residents. • Led three major consortium bids for European funds in the city, secured approximately £8million of grant and continue to work with partners to meet the ever-changing needs of vulnerable Coventry residents. 	

Objective 3: Help People Improve their Skills

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Action	Service Area	Expected Outcomes	Progress	Contribution Towards Headline Target & Priorities
Developing a clear evidence base for skills data and information.	Skills & Growth	<p>Understanding national and local data around:</p> <ul style="list-style-type: none"> • Qualification and progression levels • Sector skills forecasts • Local skills provision • Funding for skills provision 	<ul style="list-style-type: none"> • Qualification levels of residents in city - broken down by ward/ethnicity/ gender/age/ employment status - completed but needs refreshing on an on-going basis. • Skills networks - completed but needs updating periodically • Sector Skills Councils - completed but needs updating periodically 	<ul style="list-style-type: none"> • People into jobs • People helped to improve their skills
Disseminate skills data widely	Skills & Growth	<ul style="list-style-type: none"> • To influence skills funding provision with skills funding providers such as Skills Funding Agency, National Apprenticeship Service. • Influence local training providers to deliver courses that meet the needs of the local economy i.e. providing courses in skills gap areas. 	<ul style="list-style-type: none"> • Skills data is regularly posted on Coventry City Council Website with insight information. • In addition to the data posted on the website, skills data is disseminated to CWLEP, colleges and partners as appropriate. 	<ul style="list-style-type: none"> • People helped to improve their skills
Utilising the Social Value Act and ensuring the Authority's Social Value Policy is maximised to harness	Skills & Growth	Think Local for Coventry clauses to be included wherever possible in the procurement process.	<p>Monitoring system being developed that captures all of the Social Value work:</p> <ul style="list-style-type: none"> • Education to employment • Planning • Procurement and council contracts • Major projects 	<ul style="list-style-type: none"> • Jobs Created • Business Assisted • People into jobs

<p>economic development and business growth initiatives for employment outcomes.</p>			<ul style="list-style-type: none"> • Grants • Skills & employment plans • Disposals <p>Coventry Toolkit developed – for officers, the toolkit guides them through how to apply social value considerations</p> <p>Social Value apprentice has been appointed</p> <p>Graduate placement Jan – May 2016 that started looking at monitoring & measuring of social value</p> <p>Developing the ‘economy’ accreditation element of the business charter for social responsibility</p> <p>Nine case studies have been developed to showcase this work, with more planned.</p>	<ul style="list-style-type: none"> • People helped to improve their skills
<p>Skills Development of NEETs</p>	<p>Skills & Growth</p>	<p>Deliver the Construction Shared Apprenticeship Scheme as a routeway into work with a clear focus on skills.</p>	<p>Have now been successfully awarded Youth Employment Initiative funding to continue the scheme.</p>	<ul style="list-style-type: none"> • (Young) People helped to improve their skills • (Young) People into jobs
<p>Encouraging a skilled qualified future workforce <i>(higher level skills/graduate retention)</i></p>	<p>Skills & Growth</p>	<p>Work with agencies to ensure that we are producing the right skills in the right occupations for students to stay in the city once their studies are complete.</p> <p>To break down barriers and provide support for under-represented groups,</p>	<ul style="list-style-type: none"> • Skills 4 Growth graduate programme delivered • Delivered 17 graduate placement opportunities in AME SMEs 	<ul style="list-style-type: none"> • People helped to improve their skills • People into jobs

		particularly those entering the Advanced Manufacturing and Engineering Sector.		
Working with those in employment to up-skill (<i>medium level skills - workforce development</i>)	Skills & Growth	<p>Deliver the City Deals Skills 4 Growth programme</p> <p>Work to identify funding to support companies to encourage low qualified employees to upskill and turn skills into qualifications.</p>	<ul style="list-style-type: none"> • RGF Project completed and extension funding via Growth Hub secured, concluding 31 March 2016. 	<ul style="list-style-type: none"> • People into jobs • Supporting businesses to grow • Business Assisted • People helped to improve their skills
Raising the skills levels of those with no skills and low skills (<i>lower level skills - unemployed</i>).	Skills & Growth	<p>Equipping our residents with skills which are in demand in the labour market.</p> <p>Encourage partners to support residents to turn skills into qualifications.</p> <p>Work to negotiate flexible funding to deliver more accessible provision.</p>	<ul style="list-style-type: none"> • Working with schools to link education to employment. • Skills 4 Growth has supported employees to upskill including those with low or no skills. 	<ul style="list-style-type: none"> • People helped to improve their skills
Secure external funding to support this objective	Skills & Growth	<p>Work collaboratively with partners including Skills Funding Agency, National Apprenticeship Service, training providers and others to develop and fund local skills solutions</p> <p>To influence, guide and seek to attract funding such as European funding to support skills initiatives.</p>	<ul style="list-style-type: none"> • ESIF bid for skills support for the workforce being developed • Youth Employment Initiative Funding secured for shared apprenticeship scheme 	<ul style="list-style-type: none"> • People helped to improve their skills



Coventry City Council

Briefing note

To: Business, Economy and Enterprise Scrutiny Board

Date: 8th July 2016

Subject: Establishment of a task and finish groups and select committee as part of the work programme

1 Purpose of the Note

- 1.1 To formally establish the task and finish groups agreed at the informal meeting of the Business, Economy and Enterprise Scrutiny Board on the 8th June 2016

2 Recommendations

- 2.1 The Business, Economy and Enterprise Scrutiny Board is recommended to:
- 1) Establish the following task and finish groups to consider:
 - a. Digital for Business
 - b. Greenspace Strategy
 - c. European issues
 - d. Tourism and Marketing
 - 2) To agree a select committee approach to considering public transport issues;
 - 3) To identify membership of the task and finish groups;
 - 4) To agree the work programme attached;
 - 5) To receive recommendations from the task and finish groups for the appropriate Cabinet Members, at subsequent meetings.

3 Information/Background

- 3.1 At their informal meeting on 8th June 2016, members of the Board considered areas of work and the approach they would like to take to scrutinise the issues.
- 3.2 Members agreed that they wanted to look at several items in more depth through task and finish groups and a select committee.
- 3.3 The proposed work programme and timescales is attached at Appendix A .

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Business, Economy and Enterprise (3)

Appendix A

Scrutiny Work Programme 2016/17

Select Panel Work
Public Transport Infrastructure
Task and Finish group subjects
Tourism and Marketing European Funding Digital for Business Refreshed Green Space Strategy
Progress Reports
Selective Licensing – progress report
6th July 16
Public Transport background and context
21st Sept 16
Select Committee – Public Transport
2nd November 16
MIPIM Conference report Refreshed Green Space Strategy T&F Report
14th December 16
Select Committee – Public Transport report back
18th January 17 22nd March 17
Digital for Business T&F report back Tourism and Marketing T&F report back

Date	Title	Detail	Cabinet Member/ Lead Officer
Select Panel Work	Public Transport Infrastructure	To look in more detail at the transport infrastructure of the city. Maybe link with the LEP single infrastructure plan for Coventry and Warwickshire and the devolved powers as part of the Combined Authority. Consider the relationship with the business sector. To include service providers, commissioners and users as witnesses.	Cllr O'Boyle Colin Knight Paul Boulton Rebecca Young
Task and Finish group subjects	Tourism and Marketing	To look in more detail at the Tourism Strategy, involving partners and the LEP (September)	Cllr O'Boyle David Nuttall
	European Funding	To consider the European funding that supports projects in Coventry	
	Digital for Business	To consider in more detail the work that the Council is doing to support high-speed connectivity, for both domestic and commercial users.	Cllr O'Boyle Rebecca Young David Cockroft
	Refreshed Green Space Strategy	The Green Space Strategy will be refreshed. Members wanted to ensure that recommendations made as a result of the Parks task and finish group were included in the Strategy, as agreed by the Cabinet Member.	Graham Hood Cllr Caan
Progress Reports	Selective Licensing – progress report	Following the acceptance of the recommendations from the T&F group on selective licensing Members requested the outcome of the consultation is considered by scrutiny before a final decision is made.	Helen Caves/Marcus Fothergill Cllr O'Boyle
6th July 16	Public Transport background and context	A briefing note providing the current position and background to public transport in the city to prepare Members for the select panel in September	Nigel Mills Cllr O'Boyle
21st Sept 16	Select Committee – Public Transport		Cllr O'Boyle Colin Knight

Date	Title	Detail	Cabinet Member/ Lead Officer
2nd November 16	MIPIM Conference report	A report from the MIPIM conference	Cllr Maton
	Refreshed Green Space Strategy T&F Report	The Green Space Strategy will be refreshed. Members wanted to ensure that recommendations made as a result of the Parks task and finish group were included in the Strategy, as agreed by the Cabinet Member.	Graham Hood Cllr Caan
14th December 16	Select Committee – Public Transport report back	Report back on the evidence provided at the public transport select committee in September	Cllr O’Boyle Colin Knight
18th January 17			
22nd March 17	Digital for Business T&F report back		
	Tourism and Marketing T&F report back		

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