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### **Business, Economy and Enterprise Scrutiny Board (3)**

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#### **Time and Date**

2.00 pm on Wednesday, 11th April, 2018

#### **Place**

Committee Room 3 - Council House

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#### **Public Business**

1. **Apologies and Substitutions**
2. **Declarations of Interest**
3. **Minutes** (Pages 3 - 8)
  - (a) To agree the Minutes of the meeting held on 15<sup>th</sup> February, 2018
  - (b) Matters arising
4. **Local Enterprise Partnership (LEP)** (Pages 9 - 44)
  - a) Coventry and Warwickshire Local Enterprise Partnership Funding Update
  - b) Coventry and Warwickshire Local Enterprise Partnership Growth Hub
5. **Outstanding Issues**

There are no outstanding issues
6. **Work Programme** (Pages 45 - 50)

Briefing Note of the Scrutiny Co-ordinator
7. **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**

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Martin Yardley, Deputy Chief Executive (Place), Council House Coventry

Tuesday, 3 April 2018

Note: The person to contact about the agenda and documents for this meeting is

Michelle Rose Tel: 024 7683 3111 Email: michelle.rose@coventry.gov.uk

Membership: Councillors R Ali (By Invitation), R Auluck, K Caan (By Invitation), J Clifford (By Invitation), G Crookes, M Hammon, L Harvard, J Innes (By Invitation), R Lancaster, J McNicholas (Chair), J O'Boyle (By Invitation), B Singh, H Sweet, K Taylor 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.

Michelle Rose Tel: 024 7683 3111 Email:  
michelle.rose@coventry.gov.uk

**Coventry City Council**  
**Minutes of the Meeting of Business, Economy and Enterprise Scrutiny Board (3)**  
**held at 10.00 am on Thursday, 15 February 2018**

Present:

Members: Councillor J McNicholas (Chair)  
Councillor G Crookes  
Councillor M Hammon  
Councillor L Harvard  
Councillor B Singh  
Councillor K Taylor

Employees (by Directorate):

Place G Hood, K Mawby, M Salmon, A West, A Williams

Others in attendance: A Spray – Green Space Strategy Development Consultant

Apologies: Councillor O’Boyle (Cabinet Member for Jobs and Regeneration) – By Invitation

## **Public Business**

### **34. Declarations of Interest**

There were no declarations of disclosable pecuniary interests.

### **35. Minutes**

The minutes of the meeting held on 17<sup>th</sup> January 2018 were agreed and signed as a true record. There were no matters arising.

### **36. Coventry's Economic Growth and Prosperity Strategy 2018-2022**

The Business, Economy and Enterprise Scrutiny Board (3) considered a report and briefing note of the Deputy Chief Executive (Place), that would also be considered by the Cabinet at their meeting on 6th March 2018 and Council at their meeting on 13th March 2018, that presented the Council’s Economic Growth and Prosperity Strategy 2018-2022.

Since 2011 Coventry had a Jobs Strategy that set out the Council’s plan and approach to growing the number of jobs and economic opportunities in the City. In order to deliver a modern and fit-for-purpose service for the people of Coventry, it was proposed that a more holistic approach be adopted with a new Economic Growth and Prosperity Strategy (EGPS) to replace the previous jobs strategies. The new five-year Strategy set out Coventry’s vision to deliver sustainable and inclusive economic growth which would enable all residents and businesses to prosper. Set against three strategic themes: Business; People; and Place, the

EGPS would also deliver directly against priorities of the Council's Plan. It would also deliver against the Coventry & Warwickshire Local Enterprise Partnership (CWLEP) Strategic Economic Plan, the West Midlands Combined Authority (WMCA) Strategic Economic Plan and the emerging local industrial strategy.

Coventry was ranked 8th best City to live, work and do business in the UK (Good Growth for Cities Index 2017), and had a flourishing national and international reputation. The City's successful bid for 2021 UK City of Culture would further increase its attractiveness to domestic and international investment. In addition, the UK Government had selected Coventry as the location for the National Battery Manufacturing Facility and would provide £80m of funding into the Facility, further enhancing the area's competitive advantage in automotive manufacturing and the creation of up to 10,000 new high quality jobs.

The briefing note set out details of the financing of the EGPS, which sought to build on existing core Council funding to secure external resources from a variety of sources. For every £1 invested by the Council, it was anticipated that £40 of additional investment in local economic growth would be created. The Economic Development and Employment teams had secured EU and other funding for a range of projects which would continue into the start of the EGPS period. Bids for new funding had been secured or were in progress, providing funding for successor projects to finance the remainder of the EGPS. Regardless of the outcome of Brexit, the final rounds of EU funding for the UK had been agreed and were in the process of being allocated.

The Employment Team was submitting bids to the European Social Fund for Programmes from 2018-2022, providing services to employers and employment support and skills development for local people, including the most disadvantaged.

Coventry City Council would continue to lobby central Government regarding the Shared Prosperity Fund – the proposed successor to EU funding. They would also continue to build relationships with stakeholders and central Government in order to secure funding from a variety of other sources. The region had already shown success in winning the Faraday Challenge bid to secure £80m for the UK Battery Industrialisation Centre. Working with the West Midlands Combined Authority would be key to maximising opportunities through devolution.

Members noted that the Economic Growth and Prosperity Strategy was an overview Strategy and not specifically detailed. More details action plans would follow with detail on how the specifics would be delivered.

Members welcomed the strategy and made the following observations and comments:

- The EGPS is based around aspirations with high level targets.
- The EGPS is designed to be a strategic overview document that will be underpinned with activity and action plans and link to other Strategies, particularly the Cultural Strategy and plans for City of Culture 2012. The target indicators will be regularly monitored and adjusted if needed.
- The City of Culture bid is recognised in the Business section regarding investment but could also be incorporated at the start of the People section about Coventry being a great place to live and work.

- The Scrutiny Board raised the importance of the Strategy bringing in investment and an increase in business rates.
- The connection between procurement and Social Value was discussed and opportunities will continue to be explored with anchor institutions.

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

**1) Supported the recommendations set out in the report to Cabinet and Council.**

**2) Agreed that the following be recommended to Cabinet:**

- a) The importance of the cultural and leisure offer of the city should be emphasised in the strategy and given more prominence.**
- b) The clustering ambitions of the region should be elaborated upon in the business section text.**
- c) The connection between transport infrastructure and connecting people with jobs should be made more explicit in the text under place.**
- d) The place box on “shaping the future of automotive” should be updated to reflect the recent success in securing £80m for the uk battery industrialisation centre update through the faraday challenge.**
- e) An addition be made to the place target:**
  - a. 130,000m of new commercial and skills space provided and occupied**

**3) Agreed to receive regular progress reports throughout the lifetime of the Economic Growth and Prosperity Strategy 2018-2022.**

### **37. Greenspace Strategy Progress Update**

The Business, Economy and Enterprise Scrutiny Board (3) considered a briefing note of the Deputy Chief Executive (Place) on the progress being made in the development of the City Council’s Greenspace Strategy which was due to terminate on 31st March 2018.

In March 2017 Community First Partnership were commissioned to develop a Greenspace Strategy for the City Council in accordance with an agreed scope. A review of local, regional and national policy affecting greenspace provision and management had been completed and a report issued in July 2017. A review of the existing strategy (2018 -2018 Greenspace Strategy) aims and objective achievements was also been completed and issued in July 2017.

The first phase of the consultation process that included a number of surveys, stakeholder meetings and workshops, had been completed. The findings resulting from the consultation processes were reported and summarised in Appendix A to the briefing note. A second phase of consultation comprising two workshops, took place in early February 2018. These provided an update on work to date on the formation of the strategy, explored emerging themes and prioritised recommendations. The results of the workshops would be documented shortly.

A quality assessment based on Green Flag Award methodology has been undertaken on a total 223 open spaces. The results of this extensive piece of work was reported in Nov 2017 and a summary of the results were detailed in Appendix A to the briefing note.

A fundamental building block for the Strategy that would inform planning policy and local standards, extensive work had been required to update the mapping dataset and which had changed considerably due to development with some sites having been lost and others partially lost to development. Since 2008 mapping had focused on Council owned and managed land, this dataset needed to be expanded to cover all green spaces regardless of ownership. Further classification of these sites had also been required. The 2008 strategy recorded 521 spaces totalling 1960 hectares but did not fully consider the accessibility of spaces. Based on understanding of the supply of accessible green space, there was a similar number of accessible green spaces within Coventry but the area had decreased significantly from 1980 hectares to 1376. The final dataset was completed in January 2018 along with the quantity analysis report.

A number of emerging themes had been identified resulting from the earlier surveys and consultations and these were summarised in Appendix A to the briefing note. These themes had been used as a basis for establishing strategic recommendations and priorities as part of the second phase of workshops.

The delivery programme for the Strategy, set out in Appendix B to the briefing note, anticipated that the draft would be produced by the end of February 2018 for public consultation and the final by early April 2018. The end dates however, could vary slightly depending upon public consultation on the draft Strategy.

The Board discussed various aspects of the Strategy and the work undertaken to date. They questioned the Officers and agreed that the following be addressed in the report to the Cabinet Member for Public Health and Sport:

- a) Quality Assessment – Criteria scores depressed by the inclusion of sites which are abandoned and/or derelict and which are not being maintained – provide clear explanation of issue and the effects on the scores.
- b) Wild flower planting in the City – elaborate on success of project.
- c) Green Space – further emphasis and promotion of space as an asset, not a liability.
- d) How the Green Space Strategy links with the Tourism Strategy.
- e) Recognition of the extensive work of officers on the Strategy.

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

- 1) Notes progress in the development of the Greenspace Strategy as detailed in the briefing note.**
- 2) Notes the information contained in the appendices to the briefing note covering:**
  - a) Household and stakeholder consultation**
  - b) Quality Assessments undertaken**
  - c) Draft Strategy**

- 3) **Notes the delivery programme, set out in Appendix B to the briefing note.**
- 4) **Agreed that there were no further recommendations for submission to the Cabinet Member for Public Health and Sport.**

38. **Outstanding Issues**

There were no outstanding issues.

39. **Work Programme 2017/2018**

The Business, Economy and Enterprise Scrutiny Board (3) noted the business scheduled for the 21<sup>st</sup> March meeting of the Board and that an additional meeting had been booked for 11<sup>th</sup> April 2018, this meeting was likely to move to early May. Councillor Hammon will be invited to attend the last meeting of the Municipal Year if it is held in May.

40. **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 11.05 am)

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Coventry City Council

## Briefing note

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

**Date: 11<sup>th</sup> April 2018**

**Subject: Coventry and Warwickshire LEP**

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### **1 Purpose of the Note**

1.1 To introduce reports from Coventry and Warwickshire LEP (CWLEP)

### **2 Recommendations**

2.1 The Business, Economy and Enterprise Scrutiny Board are recommended to:

1) Consider the content of the reports attached

a. CWLEP Funding Update

b. CWLEP Growth Hub Update

2) Make any recommendations to the Cabinet Member as the Council's representative on CWLEP Partnership Board

### **3 Information/Background**

3.1 The Business, Economy and Enterprise Scrutiny Board receive regular report on the work of CWLEP

3.2 Members are requested to consider the information provided with this briefing note on the work of the LEP. Since the inception of the Coventry and Warwickshire Local Enterprise Partnership in 2011, more than £450 million of funds have been managed to contribute to projects which further the Strategic Economic Plan for the region.

3.3 Members are also provided with a report to understand the Coventry & Warwickshire Growth Hub, its current operation and performance to date.

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Scrutiny Co-ordinator  
Place Directorate  
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## Coventry City Council Business, Economy and Enterprise Scrutiny Board 3

**Date: 11<sup>th</sup> April 2018**

**Title: CWLEP Funding Update**

### 1 Background

**1.1** Since the inception of the Coventry and Warwickshire Local Enterprise Partnership in 2011 more than £450 million of funds have been managed to contribute to projects which further the Strategic Economic Plan for the region.

**1.2** The total funds are made up of:

- Over £220 million in grant funding from the UK Government and the European Union
- £138 million in public sector funding
- £84.1 million in private sector funding

**1.3** The UK Government and European funding programmes that have contributed to the development of the Coventry & Warwickshire region include the following:

Table 1 – CWLEP Funding

Programme	Funding £m	Date Secured	Type of Funding
Local Growth Fund (Growth Deal)	£131.8m	2014	Capital Infrastructure Funding for Cov & Warks
Growing Places	£12.3m	2011	Capital Infrastructure Funding for Cov & Warks
European Funding	£9.35m	2016	Business support – SME, Low Carbon and Innovation
Local Full Fibre Network	£5.5m	2018	Extending provision of full fibre network in Coventry, Warwickshire and Solihull.
Skills4Growth	£1.14m	2016	Skills Funding Programme for SMEs
Housing Infrastructure Fund	£35m	2018	Funding to establish 3 key housing developments in Coventry & Warks
Whitley South	£35m	2016	Capital funding for improvements to Whitley South Junction.
<b>Total</b>	<b>£230.09m</b>		

**1.4** In recent years the CWLEP has taken a leading role in ensuring the local area pursues funding which drives key economic development in the area. This has included a successful bid in November 2017 by the CWLEP, Coventry City Council and WMG to be the home of the new £80 million National Battery Manufacturing Development Facility (NBMDf). This new facility will enhance the reputation of the region as a world leader in battery research and development. The £80m was awarded through a competition led by the Advanced Propulsion Centre, supported by Innovate UK as part of the Faraday Challenge - a £246m commitment over the next four years on battery development for the automotive sector.

## **2 CWLEP Aims/Priorities**

**2.1** The CWLEP's 2016 Strategic Economic Plan (SEP) outlined the ambition, priority and objectives of the CWLEP which are reflected within its funding portfolio. The SEP identified targeted interventions across five pillars of activity:

- Unlocking Our Growth Potential.
- Advanced Manufacturing & Engineering.
- Growing Our SMEs.
- Growing Our Talent.
- Culture & Tourism

These five pillars are what the CWLEP believe to be key contributors to GVA growth in the Coventry and Warwickshire area. Table 2 details the projects delivered by the CWLEP as listed under one or more of the five pillars of activity (Table 2).

**2.2** The CWLEP Objectives outlined in the SEP include:

- Improve Coventry & Warwickshire's economic competitiveness.
- Address the existing productivity gap between the CWLEP area and the UK average.
- Ensure strong road, rail and broadband connectivity across the full CWLEP area.
- Become a global centre for R&D in Advanced Manufacturing and Engineering.
- Create a supportive environment within which businesses can grow and prosper.
- Invest in employment and skills provision to meet evolving demands of employers, providing a world-class apprenticeship offer.
- Grow the creative and cultural industries with Coventry becoming UK Capital of Culture 2021.

Table 2 – CWLEP Projects Aligned to the Strategic Pillars

Unlocking our Growth Potential	Advanced Manufacturing and Engineering	Growing Our Talent	Growing Our SMEs	Culture and Tourism
<ul style="list-style-type: none"> <li>Coventry Station</li> <li>Kenilworth Station</li> <li>Unlocking Development Sites</li> <li>Coton Arches</li> <li>A46 Stanks</li> <li>Very Light Rail</li> <li>CSW Broadband</li> <li>Friargate Connectivity</li> <li>Nuneaton Transformation</li> <li>A45 Corridor</li> <li>Coton Arches</li> <li>A46 Stanks</li> <li>Growing Places</li> <li>Whitley South</li> <li>Housing Infrastructure Fund</li> <li>Local Full Fibre Network</li> </ul>	<ul style="list-style-type: none"> <li>National Transport Design Centre</li> <li>Trident Warks College</li> <li>R&amp;D Steel</li> <li>Dynamic Routing</li> <li>WMG Academy Pre – Dev</li> <li>AME Expansion</li> <li>WMG Degree Apprenticeship Centre</li> <li>UK BIC</li> </ul>	<ul style="list-style-type: none"> <li>Coventry College Advice Centre</li> <li>Warks College Construction Expansion Centre</li> <li>Warks College Stem</li> <li>Coventry College STEM</li> <li>Rugby Construction Technology and Innovation Centre</li> <li>Skills4Growth</li> </ul>	<ul style="list-style-type: none"> <li>Venture House</li> <li>Duplex Fund</li> <li>SME Support Programme (ESIF)</li> <li>Green Business Programme (ESIF)</li> <li>Low Carbon Programme (ESIF)</li> </ul>	<ul style="list-style-type: none"> <li>Warwick Arts Centre 20:20</li> </ul>
Total: £166.2m	Total: £103.6m	Total: £3.2m	Total: £11.52m	Total: £2.0m

**2.4** The aims within the CWLEP’s SEP are also clearly reflected within the City Council’s Economic Growth and Prosperity Strategy. Having coherent strategies both at a local and Coventry and Warwickshire level allows the CWLEP and CCC to be well placed to contribute locally, regionally and nationally, to execute the development of the emerging Industrial Strategy.

### 3 Governance and Structure

#### CWLEP Governance

**3.1** The CWLEP has clear governance structure and this is documented in the CWLEP’s Assurance Framework<sup>1</sup>. The CWLEP Governance Structure can be seen in Appendix one.

**3.2** Following the 2017 Annual Conversation with BEIS the CWLEP was given an overall performance rating of good, which included its governance and delivery. It was recognised that the LEP’s approach to strategy development which is supported by the SEP refresh is considered exceptional.

*“Stephen Jones, Director of Cities and Local Growth Unit said “I applaud your ambition to be ‘best in class’ and the fact that you actively seek to continuously improve governance”.*

<sup>1</sup> [https://www.cwlep.com/sites/default/files/cwlep\\_assurance\\_framework\\_2017\\_final.pdf](https://www.cwlep.com/sites/default/files/cwlep_assurance_framework_2017_final.pdf)

- 3.3** Each council within the CWLEP area has a seat on the CWLEP Board, including Coventry City Council which is represented by Cllr Jim O’Boyle.

### **Councils Role as Accountable Body**

- 3.4** Coventry City Council is the Accountable Body for the Coventry & Warwickshire LEP funding. With the increasingly important role that the LEPs have, it is important to Government that there is a strong emphasis on ensuring that LEPs have the highest standards in place, and are able to act effectively as key drivers of growth in their places.
- 3.5** The City Council’s Economic Development Service acts as the Accountable Body for the CWLEP for a number of programmes including the Local Growth Fund (Growth Deal), Growing Places and Growth Hub Revenue funding. The Accountable Body is annually evaluated as part of their involvement for the CWLEP delivering the Growth Deal Programme. The latest evaluation for the 2016-17 Growth Deal programme identified the positive role undertaken by the Accountable Body:

*“The overall governance and decision-making processes within the CWLEP are robust and transparent.”<sup>2</sup>*

## **4 Coventry & Warwickshire Local Growth Fund**

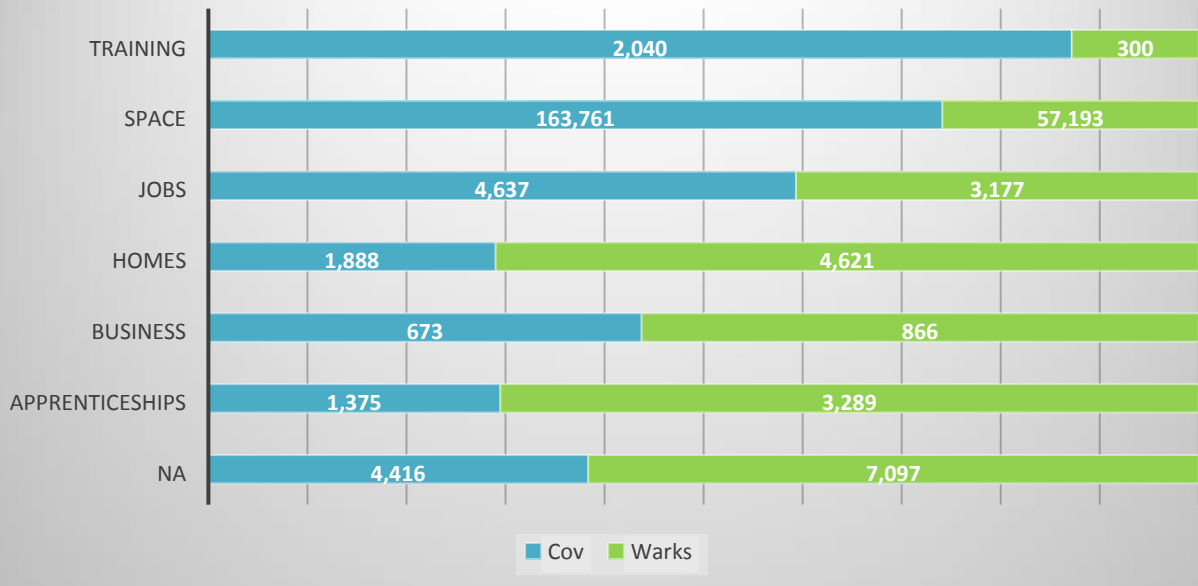
- 4.1** An example of a key programme that the CWLEP is responsible for delivering is the Local Growth Fund (Growth Deal). This is a significant £131.8m capital infrastructure fund that was awarded to the CWLEP by the Government in 2014. The programme runs from 2015-2021. Growth Deal currently operates 39 projects throughout the Coventry and Warwickshire area.
- 4.2** Growth Deal has and will have a significant impact on Coventry. The programme has already seen the completion of a number of projects within the city such as the new Advice and Science Technology Engineering and Maths (STEM) Centres at Coventry College, and the opening in May 2017 of the new National Transport Design Centre at Coventry University.
- 4.3** Going forward there are key projects that are currently progressing within Coventry including the well-publicised Very Light Rail scheme, Coventry Station Masterplan and City Centre Public Realm works. As part of the award of Growth Deal 3 funding in December 2015 further projects for the area are due to commence imminently including the new Degree Apprenticeship Centre at Warwick University and the work at Friargate.
- 4.4** The programme is delivering significant outputs for the locality including significant numbers of jobs, new apprenticeships, new commercial and retail space. Table 3 outlines the outputs the programme expects to achieve by 31st March 2021.

### Table 3 – CWLEP Growth Deal Outputs

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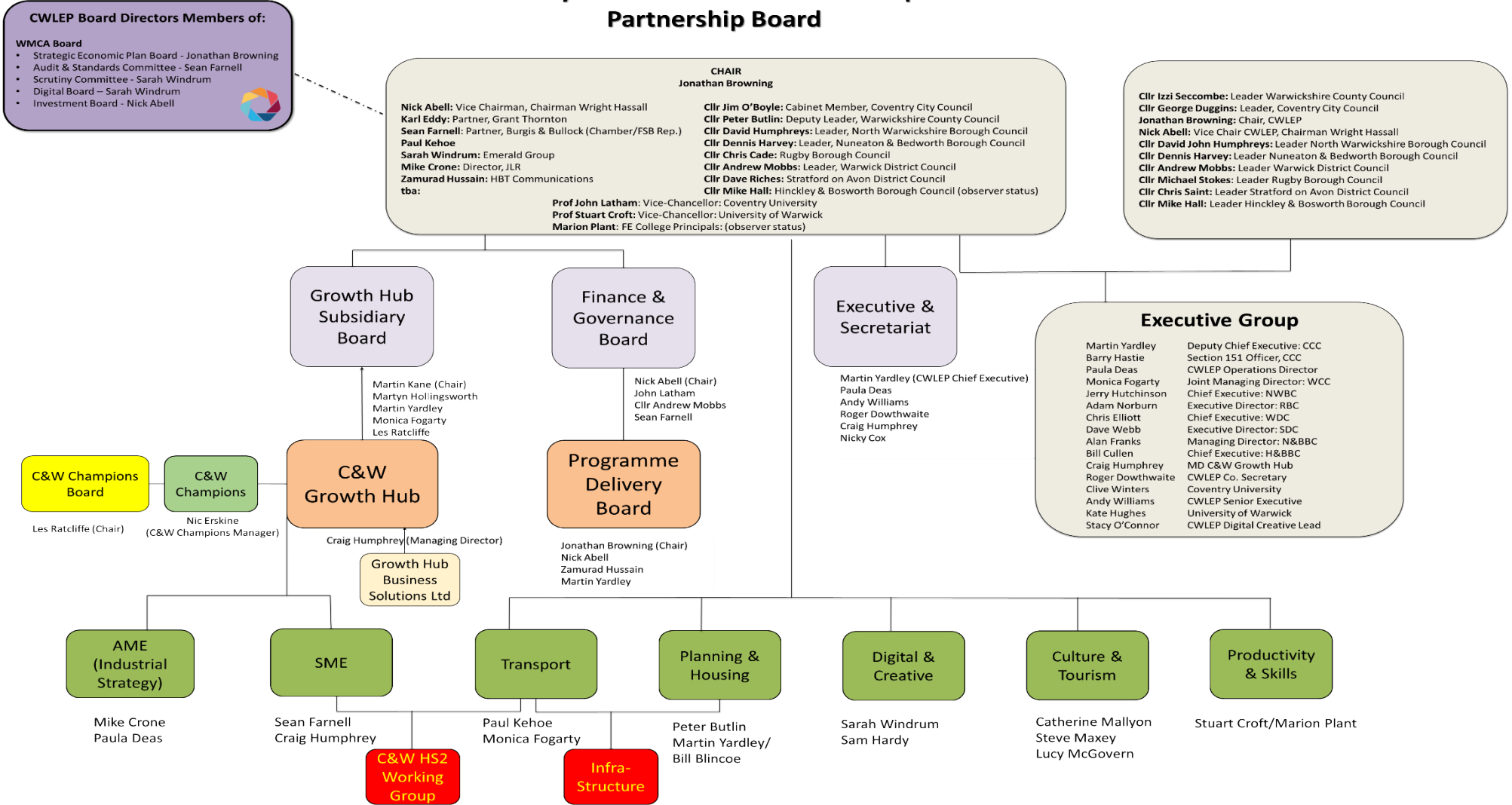
<sup>2</sup> Carney Green. Coventry and Warwickshire Growth Deal – 2016/17 Evaluation

## Coventry & Warwickshire Growth Deal Outputs



**APPENDIX ONE – CWLEP STRUCTURE**

**Coventry & Warwickshire Local Enterprise Partnership Board**





**APPENDIX TWO – GROWTH DEAL PROJECT LIST**
**Coventry Based Projects**

Projects	Position	Location	Deliverer	CWLEP Funding (£m)
<b>North-South Rail And Coventry Station Package</b> (Infrastructure)	In Delivery	Coventry	Coventry City Council	27.5
<a href="#">National Transport Design Centre</a> (Innovation)	Complete on site	Coventry	Coventry University	7.0
<a href="#">City College Advice Centre</a> (Skills)	Complete on site	Coventry	City College Coventry	0.077
<b>Coventry City Centre</b> (Infrastructure)	Complete on site	Coventry	Coventry City Council	5.00
<b>Coventry A45</b> (Infrastructure)	In Delivery	Coventry	Coventry City Council	0.95
<b>Very Light Rail</b> (Infrastructure/Innovation)	In Delivery	Coventry	Coventry City Council	2.46
<b>Dynamic Routing (IVMS)</b> (Infrastructure/ Innovation)	In Delivery	Coventry	Coventry City Council	2.489
<b>City College STEM (Digital Industries Network and Telecommunications)</b> (Skills)	Complete on site	Coventry	City College Coventry	0.220
<b>R&amp;D Steel GD extension</b> (Innovation)	In Delivery	Coventry	WMG	1.00
<b>WMG Academy Pre Development</b> (Innovation/Skills)	In Delivery	Coventry	WMG	0.77
<a href="#">Warwick Arts Centre</a> (Culture)	Contracting	Coventry	Warwick University	2.00
<b>Friargate and City Centre Connectivity</b> (Infrastructure)	Contracting	Coventry	Coventry City Council	11.80
<b>AME Expansion</b> (Innovation)	Contracting	Coventry	Coventry University	1.00
<b>WMG Degree Apprenticeship Centre</b> (Skills)	Contracting	Coventry	WMG	10.00

## Warwickshire Based Projects

Projects	Position	Location	Deliverer	CWLEP Funding (£m)
<a href="#">Trident Apprenticeship Centre</a> (Skills)	Complete on site	Warwickshire	Warwickshire College	1.300
<a href="#">Venture House</a> (formerly Progress House) (Business Support)	Complete on site	Warwickshire	Stratford District Council	0.450
<a href="#">Connectivity To UK Central</a> (DfT Reserved Scheme)	In Delivery	Warwickshire	Warwickshire County Council	19.600
<b>A46 Stanks Junction</b> (Infrastructure)	In Delivery	Warwickshire	Warwickshire County Council	4.100
<b>Kenilworth Station</b> (Infrastructure)	In Delivery	Warwickshire	Warwickshire County Council	3.490
<b>Construction centre Leamington</b> (Skills)	Complete on site	Warwickshire	Warwickshire College	0.239
<b>Leamington STEM centre</b> (Skills)	Complete on site	Warwickshire	Warwickshire College	0.160
<b>Coton Arches</b> (Infrastructure)	In Delivery	Warwickshire	Warwickshire County Council	2.000
<a href="#">CSW Broadband</a> (Infrastructure)	Contracting	Warwickshire	Warwickshire County Council	1.00
<b>Rugby Construction, Technology and Innovation Centre</b> (Skills)	Contracting	Warwickshire	Warwickshire College	1.50
<b>Rugby Parkway Station</b> (Infrastructure)	Contracting	Warwickshire	Warwickshire County Council	4.00
<b>A452 Europa Way Corridor</b> (Infrastructure)	Contracting	Warwickshire	Warwickshire County Council	3.60
<b>Nuneaton Town Centre</b> (Infrastructure)	Contracting	Warwickshire	Warwickshire County Council	7.50

## Combined Warwickshire and Coventry Projects

Projects	Position	Location	Deliverer	On site Start Date	Completion Date	CWLEP Funding (£m)
<a href="#">Growth Hub</a> (Business Support)	Complete - ongoing monitoring	Coventry and Warwickshire	Growth Hub / CWLEP	15/16	Ongoing	0.328
<b>Unlocking Development Sites</b> (Infrastructure Programme)	In Delivery	Coventry and Warwickshire	Various	15/16	17/18	4.994
<b>Duplex Fund</b> (Business Support)	In Delivery	Coventry and Warwickshire	Coventry City Council	18/19	19/20	1.300

# Examples of Publicity

## The new Local Growth Fund Newsletter

**CWLEP** Coventry & Warwickshire  
**MIDLANDS ENGINE** 850  
 The Government

**Local Growth Fund Coventry and Warwickshire**

Welcome to the first Local Growth Fund e-newsletter which will provide an update on projects funded throughout Coventry and Warwickshire.

In 2017, the Government awarded £42.44 million to the Coventry and Warwickshire Local Enterprise Partnership (CWLEP) through the Local Growth Fund to invest in the area to help create jobs, support businesses and

## Dynamic Routing

Article by **CHRIS MIDDLETON** 14/11/2017

**INNOVATIVE APP TO REDUCE CONGESTION IN COVENTRY**

Commuters in Coventry are being urged to trial an innovative research app which aims to reduce traffic congestion heading into the city centre.

The Intelligent Variable Message Systems (IVMS) is the first of its kind in the UK. It is designed to allow motorists to plan their travel along three main roads into Coventry from the M5 – the A46 Binsky Road, the A444 and the A4600 Watgrave Road.

The ground-breaking project, which is known as Dynamic Routing, has received £2.5 million of funding from the Government's Local Growth Fund through the Coventry and Warwickshire Local Enterprise Partnership.

**SO MUCH MORE THAN AN ERP SYSTEM**  
 Start your digital transformation journey with Sage 200c

## R&D Steel

Article by **CHRIS MIDDLETON** 11/12/2017

**NEW R&D STEEL FACILITY OPENS AT WMG**

Businesses of all sizes in Coventry and Warwickshire can take advantage of a state-of-the-art facility to develop the next generation of lightweight steel products.

WMG (Warwick Manufacturing Group) at the University of Warwick has created a cutting-edge research, design and skills infrastructure zone in its advanced

## North South Rail

Article by **CHRIS MIDDLETON** 03/11/2017

**£82M COVENTRY STATION MAKEOVER TAKES A STEP FORWARD**

New computer images have been released of the potential £82 million Coventry Station Masterplan which will transform part of the city centre.

The planning application for the multi-million-pound plans to regenerate the fastest growing station

## A46 Stanks

**Work on warwick traffic improvements to begin**

IMPROVEMENTS to Warwick town centre are set to begin with the implementation of a 20mph zone.

## Warwickshire College

**STEM centre opens at Royal Leamington Spa College in town**

## Coventry City Council Business, Economy and Enterprise Scrutiny Board 3

**Date: 11<sup>th</sup> April 2018**

**Title: CWLEP Growth Hub Update**

### **1 Purpose of Paper**

**1.1** The purpose of this paper is to give Scrutiny Board 3 an understanding of the Coventry & Warwickshire Growth Hub, its current operation and performance to date.

### **2 Introduction**

**2.1** There are 38 Growth Hubs in England, Growth Hubs are local public/private sector partnerships led by Local Enterprise Partnerships (LEPs), which join up national and local business support so it is easy for businesses to find the help they need.

**2.2** The CWLEP Growth Hub (CWGH) was launched in April 2014, and over the last 4 years has successfully helped thousands of businesses across the region to access funding, tap into supply chains, increase production and reach their full potential. The CWGH is a single gateway to navigating the best private and public sector business support available, offering a one-stop shop for support and advice for businesses throughout the region.

**2.3** CWGH currently receives financial support from the Department for Business, Energy & Industrial Strategy, European funding and Local Authority contributions; as part of the City Deal and include Coventry City Council. These are negotiated on an annual basis. Public funding for the Hub is augmented by revenue generated from the private sector with a view to supporting long term sustainability.

### **3 Growth Hub Delivery**

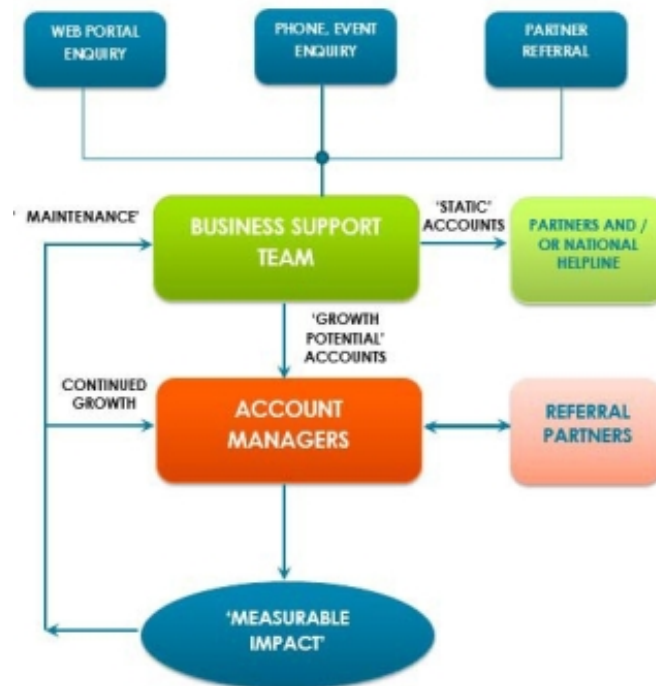
**3.1** CWGH offers one to one advice and ongoing support to businesses with ambitions to grow. Currently the Hub's services are free at the point of access and are open to businesses of any size or sector. Businesses contacting the Hub receive an initial triage from the Business Support Team who then broker them into the right support including one to one support from the Hub's team of specialised Account Managers (see figure 1)

**3.2** This core support service has enabled the Account Managers to focus on High Growth businesses, strategic accounts (including Direct Foreign Investment opportunities), and also to develop plans to work on a Supply Chain with a sector and OEM basis. For example there are Account Managers working in the HS2 Supply Chain work Stream and the CWLEP's Digital Sector strategy.

**3.3** Account Managers build relationships with businesses to transform their potential into growth and increase productivity and have experience in a wide range of sectors. Other support and services offered at the Hub include:

- mentoring,
- financial advice,
- growth planning
- networking opportunities

Figure 1



#### 4 Coventry & Warwickshire Business Festival 2017

**4.1** In November 2017 CWGH ran the inaugural Coventry & Warwickshire Business Festival over a two-week period. It comprised of 114 events across the area and attracted 5,000 attendees – including 56% of businesses who had not engaged with support in the last 6 months. It was the region’s largest business event and attracted significant national and international attention.

**4.2** The event was based on a successful Business Festival Model originally delivered in Leicester. The main objectives of the Coventry & Warwickshire festival were to:

- Prove the commerciality of such an initiative and ensure a strong long-term return on Investment structure for CWGH.
- Showcase and promote the region, its businesses and its economy as ‘The Knowledge Capital of the UK’
- Allow CWGH to advance their position as the region’s leading ‘business support network’ by succinctly communicating the range of services they offer whilst softly showcasing their support and method of building growth across the region.
- Increase engagement from those businesses who have not been actively engaged within the ‘local business community’

**4.3** The festival was launched by Margot James, Under Secretary of State at the Department for Business, Energy and Industrial Strategy, at the new Friargate offices in Coventry City Centre. The festival was a huge success, and received extensive positive feedback in the local and national press. The Hub are now in the process of planning for the next festival scheduled for November 2018, picking up any lessons learnt from this year’s activity. This will include fewer events, more focused, higher quality sessions, and include specific events in London and Birmingham to promote the sub-region.

## 5 Impact and Performance

**5.1** Since its launch the Hub has supported c3,500 Coventry & Warwickshire businesses approx. one third have been businesses based in Coventry, and supported the creation of just under 5,000 jobs approx. one third of which in Coventry. In addition, more than £65m of private sector investment for local businesses has been secured.

**5.2** CWGH is helping thousands of businesses across the region to access funding, tap into supply chains, increase production and reach their full potential. In January the CWGH won their first award “Business Mentor of the Year” – Midlands’s trophy at the 2017 Consultancy & Advisory Awards.

### 5.3 2017/18

**5.4** Performance in 2017/18 has shown a positive increase across all performance indicators, showing that the CWGH are continuing to support the growth of the businesses across the region.
















	Performance Indicator	Coventry and Warwickshire	Coventry
↑	New business engaged	1,191	415 (35%)
↑	Cumulative total for maintaining support	3,456	1,168 (34%)
↑	Focus on Small, Medium sized businesses	40%	
↑	Engagement with large OEM’s	78%	
↑	Referrals with Added Value	1,100 referrals, £23m AV	423 referrals, £4.19m
↑	Predicted and safeguarded jobs	1,300 predicted, 700 safeguarded	281 predicted, 302 safeguarded

## 5.5 Previous Performance

### 5.5.1 Coventry & Warwickshire

Financial Year	New Engagement	Cumulative clients	Jobs created	Jobs Safeguarded	GVA new jobs £million	GVA £million (inc safeguarded)
14/15	493	493	1,395	88	£52.31	£55.61
15/16	527 ↑	1,020 ↑	986 ↓	1,066 ↑	£36.98 ↓	£76.95 ↑
16/17	987 ↑	2,007 ↑	1,165 ↑	311 ↓	£43.69 ↑	£55.35 ↓
17/18	1,191 ↑	3,198 ↑	1,316 ↑	914 ↑	£49.35 ↑	£83.63 ↑

### 5.5.2 Coventry

Financial Year	New Engagement	Cumulative clients	Jobs created	Jobs Safeguarded	GVA new jobs £million	GVA £million (inc safeguarded)
14/15	170	170	616	59	£23.10	£25.31
15/16	145	315 	265 	675 	£9.94	£35.25 
16/17	311 	626 	332 	144 	£12.45 	£17.85 
17/18	415 	1041 	281 	502 	£10.54	£29.36 





# Coventry & Warwickshire Business Festival 2017

## CWLEP Board Report



20<sup>th</sup> November – 1<sup>st</sup> December 2017



# INTRODUCTION



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The CWLEP Growth Hub (CWGH) engaged Associate Events in September 2016. The request was for the company to review the feasibility around replicating and capitalising upon the successful ‘Business Festival’ model formed in Leicester in 2014 but with a specific focus on Coventry and Warwickshire.

The objectives of this engagement were four fold. The first was to prove the commerciality of such an initiative and ensure a strong long-term return on investment structure for CWGH. The next was to showcase and promote the region, its businesses and its economy as ‘The Knowledge Capital of the UK’ on a regional and national level. This would be achieved by uniting the local business community and its advanced business activities under one structured umbrella brand to ultimately drive interest, inward investment and economic growth across the region. CWGH were keen to advance their position as the region’s leading ‘business support network’ by succinctly communicating the range of services they offer, whilst ‘softly’ showcasing their support and method of building growth across the region - driving initiatives such as the Coventry and Warwickshire Business Festival. Lastly and arguably the more challenging of the four objectives was to increase engagement from those businesses who have not been actively engaged within the ‘local business community’ over the past year or more - and more specifically those who had yet to engage with or hear of CWGH.

Within seven months of contract execution we developed, designed, launched and delivered the first Coventry and Warwickshire Business Festival (CWBF) in its entirety from concept to delivery generating the exceptional results outlined within this report and delivering upon these four key objectives and all of its contractual terms.

Attending more than 300 meetings, travelling thousands of miles and dealing with more than 3000 operational emails, from a

standing start, the team has delivered a Business Festival that achieved the budget set and achieved a total media circulation of 31.6M (reach of 5.54M).

The Festival comprised 114 events, saw nearly 5,000 attendees (56.1% of whom had not been to a local business / networking event in the past 6 months or more) across the two weeks and engaged a total of 501 individuals who all subscribed to hear more about CWGH’s services. Remarkable, in an incredibly short space of time, the Festival became ‘the region’s largest business event’ attracting national and international attention not to mention attendees.

The seven months of activity successfully engaged the local business community, who truly showcased why the region is such a beacon for investment; with stories of cross-sectorial engagement and examples of inward investment continuing to roll in.

CWBF is something that all partners, suppliers, and the region can be proud of and continue to build on the lessons learnt in 2017 for not only the future of the festival, but also the region too.

Associate Events has been delighted to be contracted to work on such an innovative and impactful project. There is indeed a great deal to learn, amend and improve from the experiences of 2017 and we look forward to working with the CWLEP and all partners in 2018 onward to build upon this incredible foundation.

I would like to take this opportunity to thank everyone for their continued support and commitment to the venture.

Craig Humphrey  
 Managing Director CWLEP Growth Hub

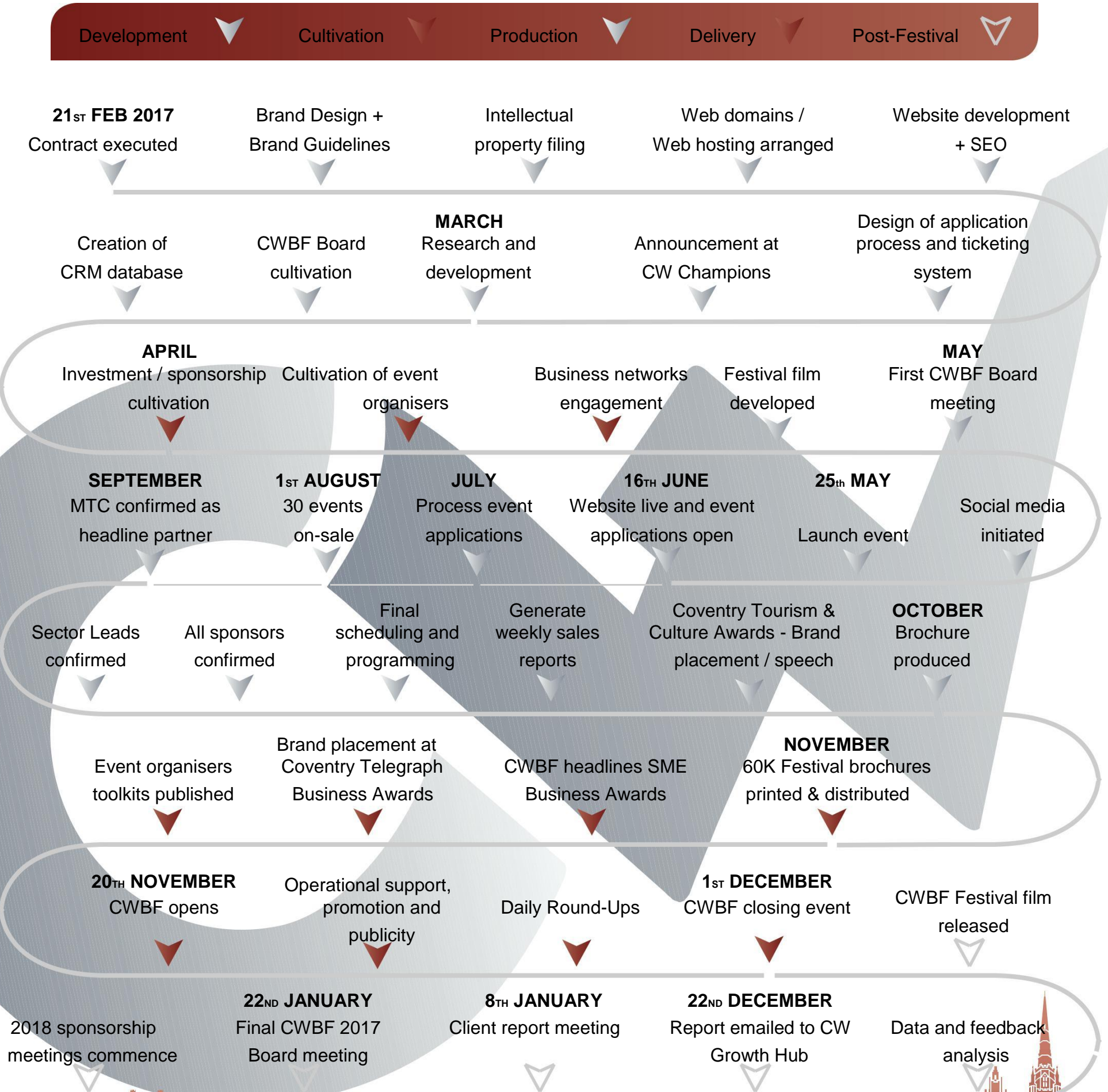


# HEADLINE STATISTICS

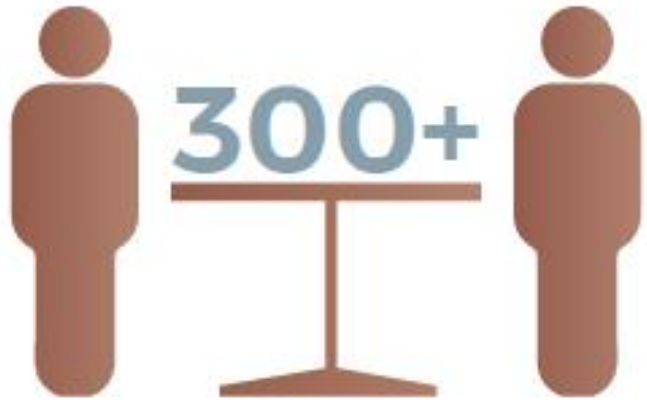


Estimated as of 18/12/17  
 \*Those who have booked tickets via CWBF

# ASSOCIATE EVENTS DELIVERABLES



# DELIVERABLES



Over 300 external meetings



More than 3000 operational emails sent



762 post-its scribbled



1905 calls made, including 14 conference calls



1,897 cups of coffee consumed

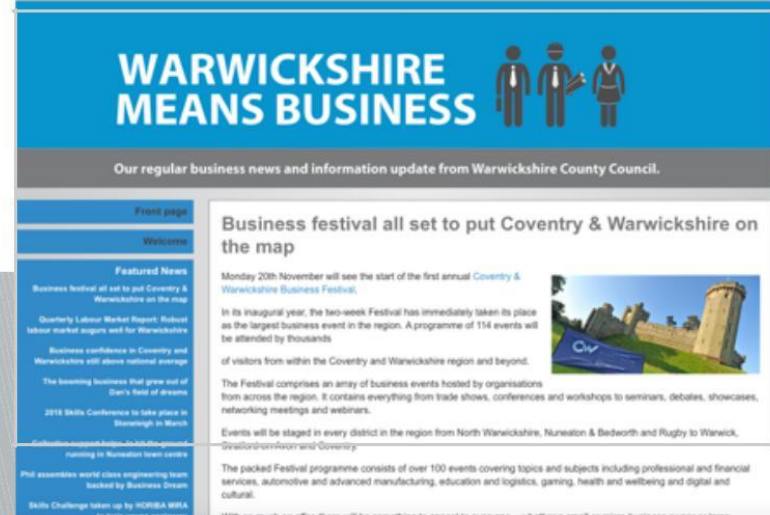
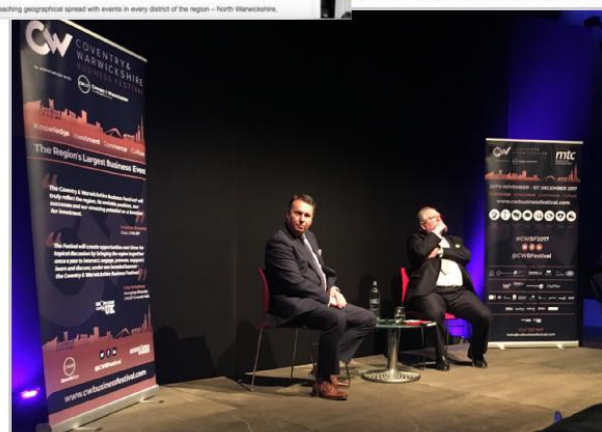


4,324.35 minutes on the phone

Travelled in excess of 2,498 miles



**BRAND PLACEMENT**



# BRAND PLACEMENT

**SME** COVENTRY & WARWICKSHIRE BUSINESS AWARDS 2017  
**GRAND FINAL**  
 28TH NOVEMBER 2017  
 DOOR: ALBERT HOTEL, SHINKLOW ROAD, BINELEY, WARWICKSHIRE



active  
 News  
 Severn Trent looks for new ways to help cut leakage at Coventry and Warwickshire Business Festival



## Business festival is hailed great success

**INAUGURAL EVENT ATTRACTING REGION'S MOVERS AND SHAKERS...**  
 By TELEGRAPH REPORTER

The inaugural Coventry & Warwickshire Business Festival is well underway this week after an impressive launch at One Frangoe - the first purpose-built building in Coventry's new Frangoe development.

More than 100 guests joined Business Festival launch Coventry & Warwickshire Growth Hub and the Coventry & Warwickshire Local Enterprise Partnership to see key business and political figuresheadlines take to the stage to launch the first Coventry & Warwickshire Business Festival.

Keynote speakers included Margot James MP Minister for Small Business, Consumers and Corporate Responsibility; Jonathan Browning, Chair of the Coventry & Warwickshire Growth Hub; LEP; Cllr Jim O'Boyle, CWLEP Director and Coventry City Councillor; Fleur Seston, Managing Director of P&T Xl Training; Craig Humphrey, Managing Director of the CWLEP Growth Hub; and Ken Young, Technical Director of the Manufacturing Technology Centre (MTC) - the Business Festival's headline partner.

The Business Festival is running over the next two weeks and contains 114 events put on by local organisations to encourage collaboration, networking, innovation, learning and sharing opportunities.

Jonathan Browning, chair of the Coventry & Warwickshire LEP said: "The Business Festival is not only a celebration of Coventry and Warwickshire but it underlines our ambition to keep growing our economy across all sectors, and emphasises our role as Knowledge Capital of the UK. Headline partner, the MTC playing an integral role in the Business Festival, in addition to running an event for manufacturing SMEs entitled 'Increase Manufacturing Productivity', the organisation is also hosting the Coventry & Warwickshire Small Business Conference organised by the FSB, as well as the closing event of the festival.

The Business Festival encompasses a wide range of events, including seminars, lectures, workshops, conferences, award ceremonies and most events are completely free to attend. Craig Humphrey, managing director of the Coventry & Warwickshire Growth Hub said: "The momentum around the first Coventry & Warwickshire Business Festival has really been building and there is no more fitting place to launch this amazing two weeks than in one of the newest investment areas in our region.

For more information, email [help@cwbusinessfestival.com](mailto:help@cwbusinessfestival.com)

It underlines our ambition to keep growing our economy and emphasises our role as Knowledge Capital of the UK.  
 - Jonathan Browning  
 CWLEP

## 100 events at first Business Festival

By LEIGH MENCARINI  
 Content Direct Editor  
[leighb@cwbusinessfestival.com](mailto:leighb@cwbusinessfestival.com)

THE countdown to the inaugural Coventry & Warwickshire Business Festival is well under way.

The first annual Coventry & Warwickshire Business Festival fortnight opens next Monday.

A two-week programme of free events staged by business for business, there are more than 100 events taking place, ranging from impressive trade shows and conferences to workshops, seminars and small networking meetings.

There is a far-reaching geographical spread with events in every district of the region - North Warwickshire, Nuneaton and Bedworth, Rugby, Warwick, Stratford-on-Avon and Coventry.

Developed by the Coventry and Warwickshire Local Enterprise Partnership (LEP) and the Coventry and Warwickshire Growth Hub, the festival has already become the region's largest business event with 114 events in the programme and more than 7,000 people anticipated to attend - with 15 per cent of these expected to be from outside the region.

Craig Humphrey, managing director of the Coventry and Warwickshire Growth Hub, said: "We wanted to create a brand new concept that would bring the whole business community together as well as promote the fantastic opportunities that this region has to offer on a global stage.

"With 114 events in the programme, there will be plenty going on over the fortnight, and something for everyone whether they are a small or micro-business owner or a large corporate organisation."

The 2017 Business Festival is being supported by headline partners, the Coventry and Warwickshire Chamber of Commerce, Coventry University, Jaguar Land Rover and the University of Warwick. Sponsors include CityFibre, Coventry University Enterprises, the Federation of Small Businesses and The Futureworks.

The MTC is heading the line partner, the Manufacturing Technology Centre (MTC), Coventry City Council, Coventry University, North Warwickshire Borough Council, Nuneaton and Bedworth Borough Council, Rugby Borough Council, and the MTC said: "Our mission is inspiring Great British manufacturing on the global stage. We take ideas from universities, utilising the best innovative manufacturing processes and technologies, and drawing on the skills of our people, we look to make those great ideas become reality.

"We have an opportunity to illustrate this during this month's inaugural Coventry and Warwickshire Business Festival, which we are proud to be sponsoring."

The MTC is heading the line partner, the Manufacturing Technology Centre (MTC), Coventry City Council, Coventry University, North Warwickshire Borough Council, Nuneaton and Bedworth Borough Council, Rugby Borough Council, and the MTC said: "Our mission is inspiring Great British manufacturing on the global stage. We take ideas from universities, utilising the best innovative manufacturing processes and technologies, and drawing on the skills of our people, we look to make those great ideas become reality.

## New festival champions commerce, culture and innovation

Raising the profile of Coventry and Warwickshire as a driving force in business and beacon for investment is at the heart of a new festival for the region.

Taking place for the first time from November 20 to December 1 this year, the Coventry & Warwickshire Business Festival will stage an exciting two weeks of inspiring business events.

The festival has been developed by the Coventry & Warwickshire Local Enterprise Partnership (LEP) and the Coventry & Warwickshire Growth Hub with the intention of stimulating business growth in the area.

A fortnight of events will create opportunities for topical discussion, enabling the region to come together once a year to interact, engage, promote, support, learn and discuss business.

The news was announced at a prestigious launch at Warwick Castle when business and political leaders heard how the two-week festival will put Coventry and Warwickshire's business on a national stage.

Being run by business for business, the festival aims to show Coventry and Warwickshire's place as a centre for knowledge, commerce, culture and innovation and a fantastic area for new companies to invest.

Jonathan Browning, chair of the Coventry & Warwickshire Local Enterprise Partnership (LEP), said: "The Business Festival aims to raise the profile of Coventry and Warwickshire to a local, regional and national audience in a way that's never been done in this region before.

"It will provide a spectacular platform to show how our businesses can unite to be a driving force in commerce, innovation and culture. We want to use the Business Festival to demonstrate how Coventry and Warwickshire is the 'Knowledge Capital of the UK' and show the rest of the UK Coventry and Warwickshire's strengths, opportunities and potential as a beacon for investment."

Any business or organisation of any size can apply to run an event. They can take any shape from a small networking meeting, workshop or seminar to a large trade show or a national conference.

For more information, or to get involved visit [www.cwbusinessfestival.com](http://www.cwbusinessfestival.com)

COVENTRY & WARWICKSHIRE BUSINESS FESTIVAL  
 20TH NOVEMBER - 1ST DECEMBER 2017  
 BOOK YOUR TICKETS NOW

**BUSINESS & INNOVATION** Magazine  
 HOME ABOUT REGIONS SECTORS MAGAZINE SUBSCRIPTION ARCHIVE CONTACT US

## Coventry & Warwickshire Business Festival is underway!

by Business & Innovation Magazine Reporter • 21 Nov, 2017



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Coventry & Warwickshire Business Festival launched

Coventry and Warwickshire is set to have a new 'festival of business' taking place from November 20-December 1 this year.

The Coventry & Warwickshire Business Festival will stage an exciting two weeks of inspiring business events across the region.

As the agency is



Deeley  
 News  
 Our team to start of Coventry & Warwickshire Business Festival

WARWICK  
 News & Events  
 Warwick to showcase business support services to SMEs

Warwick to showcase business support services to SMEs

Press welcome to attend

The University of Warwick is joining forces with the region's first Coventry and Warwickshire Business Festival to showcase its range of business support services to SMEs on Monday 20th November - alongside business events to support Coventry's bid to become City of Culture 2021.

Warwick's annual Meet the University event

touchfm  
 Coventry & Warwickshire Business Festival

Host an event in the Coventry & Warwickshire Business Festival, from the 20th November to the 1st December.

A fantastic fortnight of events run by business for business. Showcasing the regions knowledge, commerce, culture and innovation.

Proudly partnered by the Coventry & Warwickshire LEP\* and Growth Hub, the University of Warwick, Coventry University, the Coventry & Warwickshire Chamber, and managed by

**mtc** Manufacturing Technology Centre

## MTC BACKS COVENTRY & WARWICKSHIRE BUSINESS FESTIVAL

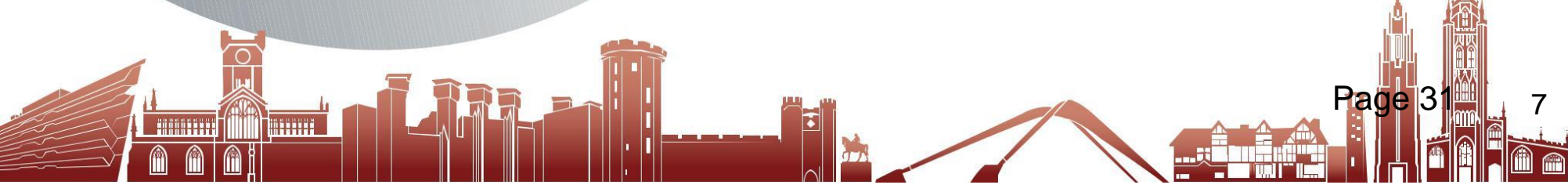
Date: Tuesday 17 October 2017  
 News: MTC backs Coventry & Warwickshire Business Festival

The Coventry & Warwickshire Business Festival has secured the Manufacturing Technology Centre (MTC) as its headline partner.

As one of the country's leading research and technology centres, the MTC is the perfect fit to drive home the region as the Knowledge Capital of the UK.

Based at Arsky Park, Coventry, the MTC is one of seven High Value Manufacturing Catapult centres, and is home to some of the UK's leading experts across a range of areas including digital manufacturing, 3D printing and robotics.

The Business Festival, developed by the Coventry & Warwickshire Growth Hub and the Coventry & Warwickshire



**MEDIA LOG** PRINT ONLINE BROADCAST RADIO

Encompassing commercial newspapers and magazines; online media channels; television and radio.



**22**

Press releases issued between 25 May & 4 December (average of 3.6 press releases p.m.)

**4K**

Nearly 4,000 journalists, bloggers and reporters reached

**25.3M**

Media online & print circulation

**Printed media:** Including Coventry Telegraph, Rugby Advertiser, Leamington Courier, Stratford Herald, Nuneaton News, Cotswold Life, Business & Innovation Magazine

**Online media:** Including Coventry Telegraph, Conference News, Midlands Business News, Asian Today, Coventry Observer, Fruitnet.com

**24,000** approx.

**BBC Coventry & Warwickshire Radio**

- Opening event on Monday 20th November
- Live Autumn Budget Review (Thursday 23rd November)

**492,000** approx.

**Quidem Radio Group (Touch FM, Banbury Sound, Rugby FM)**

- 'Get involved' message 4 weeks' (mid-Aug - 15th Sept)
- 'Book Tickets' message 6 weeks' (16th Sept - 17th Nov)



**460,000** approx.

**ITV Central News**

Coverage of Business Festival launch at Warwick Castle on 24th May 2017 reached nearly half a million people.

**Total circulation: 26.3M**

Includes print, online, broadcast and radio.



# MEDIA LOG

## SOCIAL MEDIA & FESTIVAL WEBSITE



**3,877** Links to ticketing system  
**369** Posts made  
**746** Mentions  
**557** Retweets  
**340** Likes  
**421** Website session referrals



**6,385** Links to ticketing system  
**252** Posts made  
**170** Post engagements  
**107** Website session referrals



**2,682** Links to ticketing system  
**200** Posts made  
**110** Website session referrals

**Total circulation: 168,453** Social media

**282%** more website session referrals from Twitter than any other social media channel

**65%** more links to ticketing system through Facebook than any other social media channel



# www.cwbusinessfestival.com

CW Business Festival web and on-line traffic, comprising CWBF website and Business Festival booking system, Ticketleap.

Created content and built site which went live on 21 June 2017.

**7,742** Website sessions

**50.4%** New users  
**49.6%** Returning visitors

**Peak Day:** Monday 20 November (270 sessions)  
**Peak Week:** 19 - 25 November (1124 sessions)

### Traffic Acquisition:

**43.95%** Direct  
**34.78%** Organic search  
**31.1%** Referral  
**8.37%** Social Media

### Popular Pages:

**54%** Home  
**5.45%** Apply  
**4.77%** Venues

**122,428**

Ticketleap sessions

**Total circulation: 130,170**  
 Website and Ticketleap

**MEDIA LOG**

EMAIL & ONLINE MARKETING



**34%**

Open rate (approx. 8,246)  
 Industry average 13.6%

**24,415**

Individual emails sent out

**11.75%**

Click rate (approx. 2,868)  
 Industry average 1.1%

Set up branded email templates using Mailchimp. Numerous campaigns issued, including the following:

- Launch event**..... Invitations, reminders, joining instructions
- Event Organisers' Information**..... Inviting application submissions; event organisers' newsletter; CWBF Toolkit; roller banner information
- CWBF General Newsletters**..... August, September, October, November
- District Newsletters (x6)**..... Coventry, Rugby, Stratford-on-Avon, Nuneaton & Bedworth, Warwick, North Warwickshire
- Sector Newsletters (x8)**..... Automotive and Advanced Manufacturing; Construction; Creative, Digital, Culture and Tourism; Logistics; Games Development and Serious Gaming; Professional and Financial Services; Healthcare; Education
- Opening Event**..... Invitations, reminders, joining instructions
- Daily Festival Updates (x10)**..... Photo of the day, top tweets, featured events coming up
- Closing Event**..... Invitations, reminders, joining instructions
- End of Festival Round-Up**..... December 4th

**Total circulation: 24,415**

Email and online marketing

# MEDIA LOG

## EXTERNAL/PARTNER COMMUNICATION

Numerous partners have engaged with CWBF issuing a variety of communication across varied channels encompassing: emails, newsletters, printed materials, on-line articles, web blogs and posts.



### Advocates include:



### Circulation:



**76,900**

Partners' emails, newsletters and printed materials  
 (This excludes Associate Events/CWBF emails - covered above)

**4,879,777**

Partners' web and online communication  
 (This excludes CWBF website and Ticketleap figures - covered above)

There have also been many meetings and conferences where CWBF has had a presence and prominent brand placement. This has included for example, the SME Business Awards; Coventry Telegraph Awards; CW Champions event; Tourism & Culture Awards; Apprentice of the Year Awards etc.

**62,460**

Brand placement at events

**Total circulation: 5,019,137**

NB. This is based on known communication only. In essence, this figure could be far greater.



**MEDIA LOG** SECTOR SPECIFIC COMMUNICATION

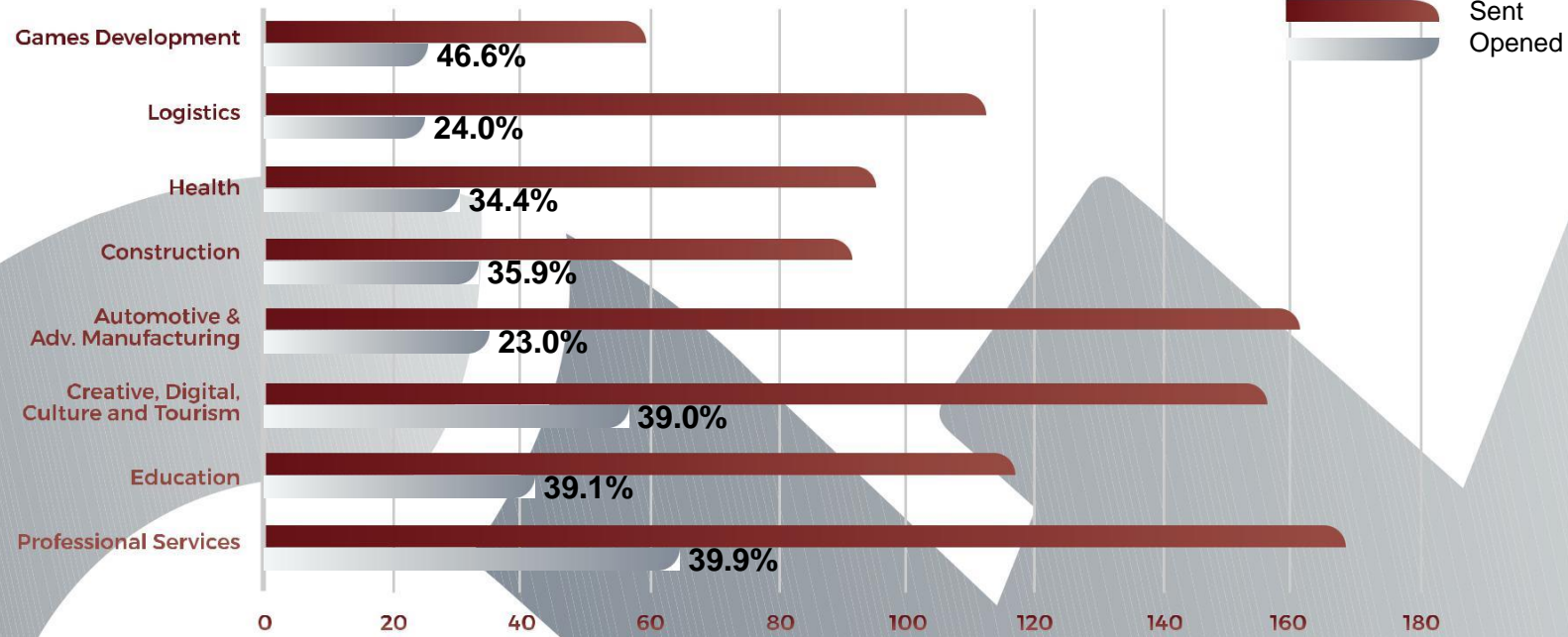
Sector specific newsletters were created for each of the eight key sectors. These highlighted the events in the sector, along with details about the sector and it's importance in the region.

These were sent to the sector leads, relevant sector event organisers and anyone in the database who, from the information they supplied, was deemed to be working in, or had already booked onto an event in that sector.

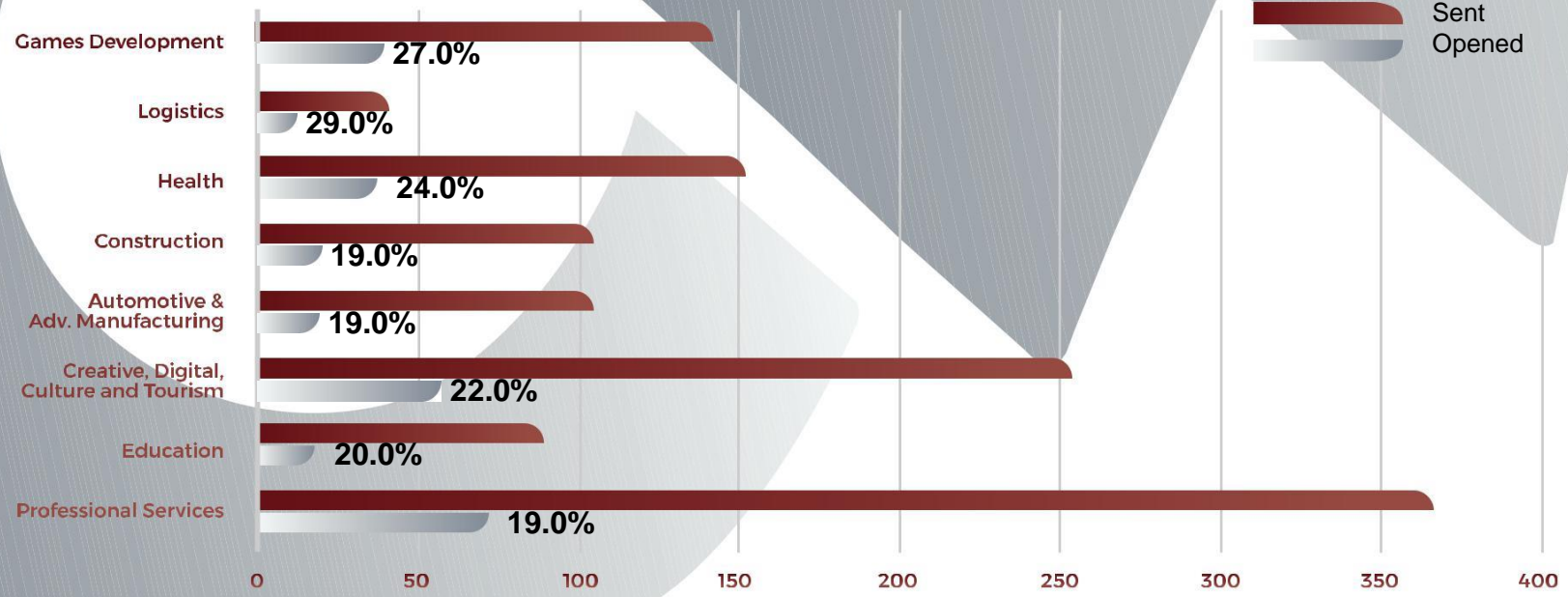
Press releases containing a link to the sector newsletters were also then issued to specialist press, relevant journalists and bloggers, industry and trade press. Each release also included a quote from the sector lead.



**Sector Newsletters**



**Sector Press Releases**



**Total reach: 2,221**

# MEDIA LOG

# PHOTO, VIDEO, NEWSLETTERS

Please click the links below to be taken to your selection online.

## Daily Round-Ups

- [Monday 20 Nov](#)
- [Tuesday 21 Nov](#)
- [Wednesday 22 Nov](#)
- [Thursday 23 Nov](#)
- [Friday 24 Nov](#)
- [Monday 27 Nov](#)
- [Tuesday 28 Nov](#)
- [Wednesday 29 Nov](#)
- [Thursday 30 Nov](#)
- [Friday 1 Dec](#)

[Final Festival Round-Up](#)

## District newsletters:

- [Coventry](#)
- [Warwick](#)
- [Nuneaton & Bedworth](#)
- [Rugby](#)
- [North Warwickshire](#)
- [Stratford-on-Avon](#)

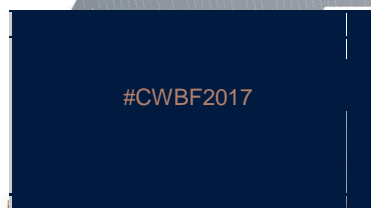
## Sector newsletters:

- [Automotive and Advanced Manufacturing](#)
- [Construction](#)
- [Creative, Digital, Culture and Tourism](#)
- [Education](#)
- [Games Development and Serious Gaming](#)
- [Health and Wellbeing](#)
- [Logistics](#)
- [Professional and Financial Services](#)

## Videos:



[Coventry & Warwickshire Business Festival Official Opening](#)



[Coventry & Warwickshire Business Festival 2017](#)

[Coventry & Warwickshire Business Festival 2017 Image Gallery >](#)



[CW Champions Event](#)



[Meet the University of Warwick](#)



[Collaborate to Train Coventry & Warwickshire](#)



[Finances to the Cloud](#)



[Coventry - Our Heart and Soul Headquarters](#)



[Tourism & Leisure Networking Event](#)



[Manufacturer's Day](#)

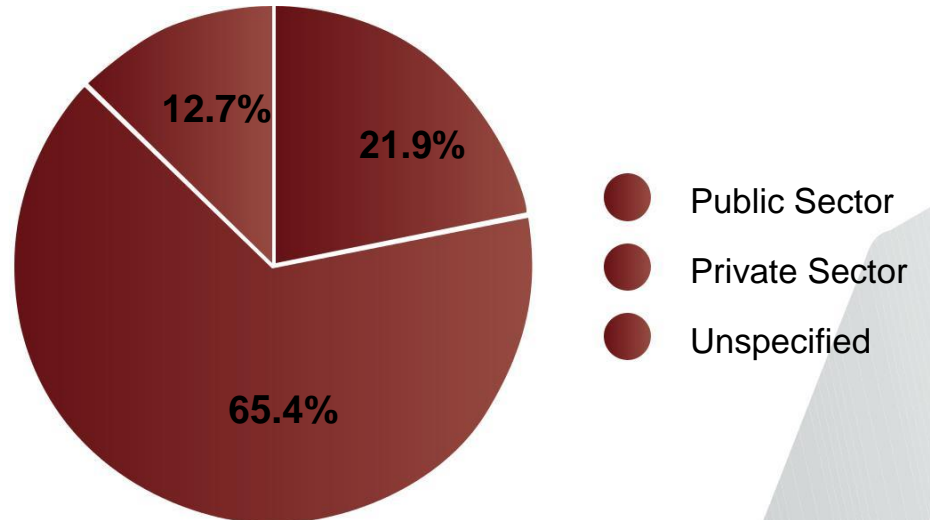
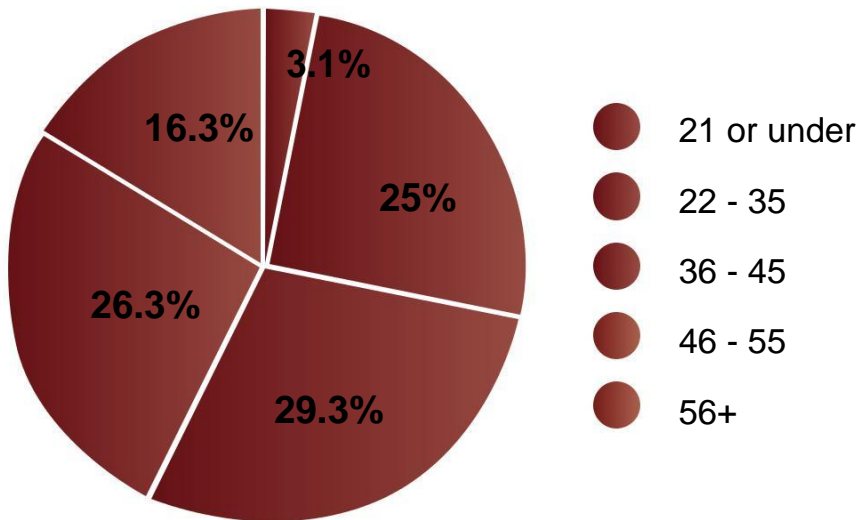


[Fixing Business](#)

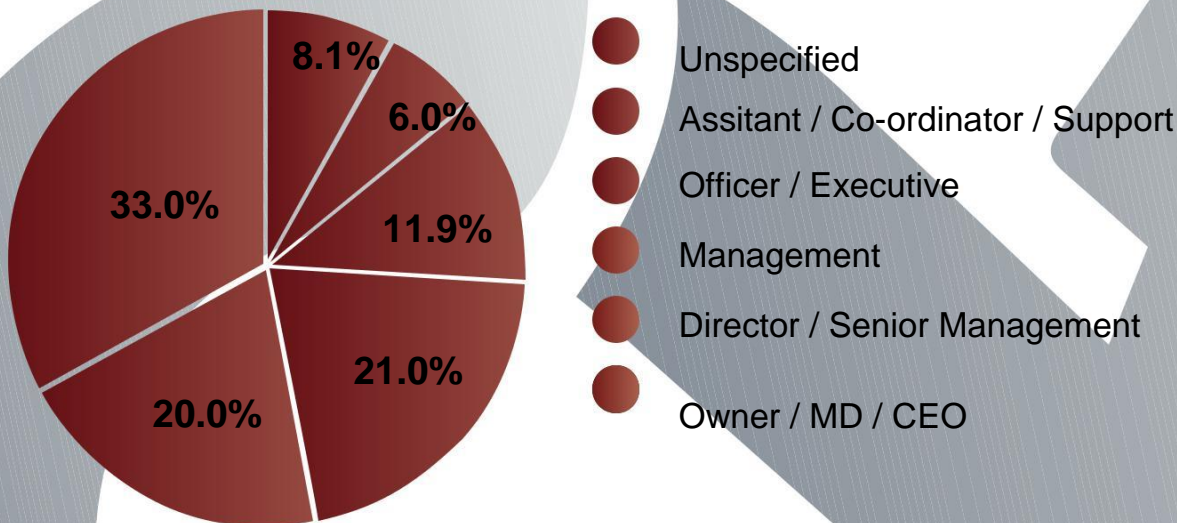
# ATTENDEE DATA

# TICKETLEAP BOOKINGS ONLY

## Age:



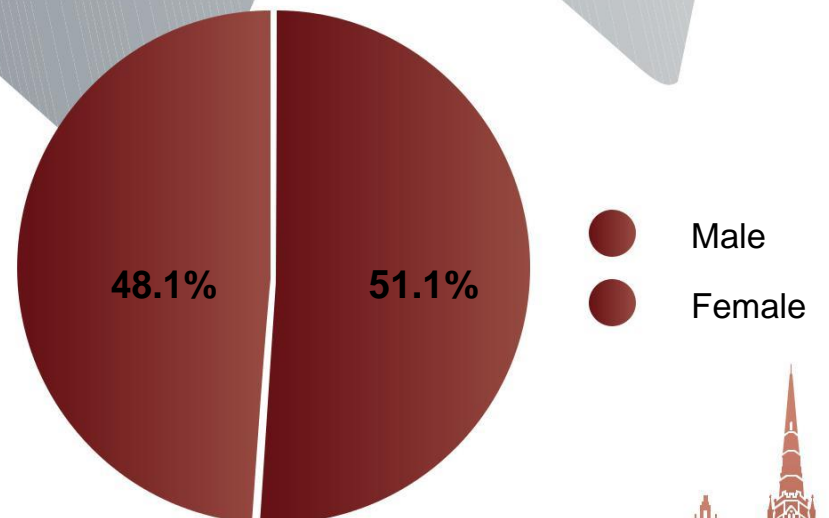
## Employment level:



## Sector

Automotive & Advanced Manufacturing.....	8.1%
Construction.....	5.1%
Creative, Digital, Culture & Tourism.....	17.3%
Education.....	10.4%
Games Development & Serious Gaming.....	0.8%
Health and Wellbeing.....	3.5%
Logistics.....	1.4%
Professional Services.....	0.3%
Other.....	1.1%
Full time education.....	31.4%
Unemployed or not in education.....	20.5%

## Gender:

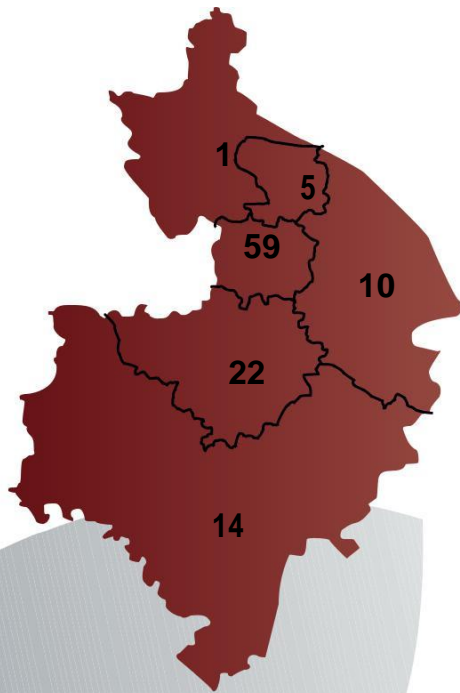


# EVENTS DATA

DISTRICT, DAY, SECTOR

## EVENTS IN PROGRAMME ONLY

### Spread by region:



	Week 1	Week 2	TOTAL
Coventry	24	35	59
Warwick	10	12	22
Nuneaton & Bedworth	4	1	5
Rugby	7	3	10
North Warwickshire	1	0	1
Stratford-on-Avon	9	5	14
Online webinars	1	2	3

### Spread by day:

	MON	TUE	WED	THU	FRI	TOTAL
Week 1	8	13	11	12	12	56
Week 2	13	16	14	9	6	58

### Spread by sector:



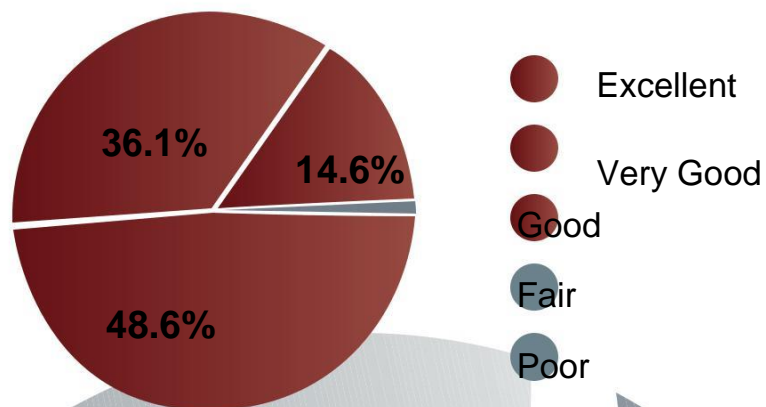
# FEEDBACK

## RESULTS FROM FEEDBACK FORMS

Following Coventry & Warwickshire Business Festival, feedback surveys were sent to event attendees to gain insight into their thoughts and feelings around the events they attended.



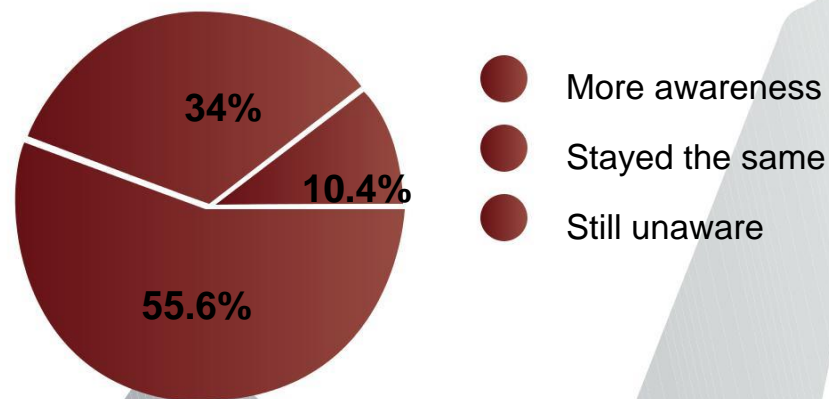
Overall, how would you rate the quality of the event?



**99.3%**

Rated events 'Good' to 'Excellent'

Are you more aware of the business support available to you in Coventry & Warwickshire as a result of the Festival?

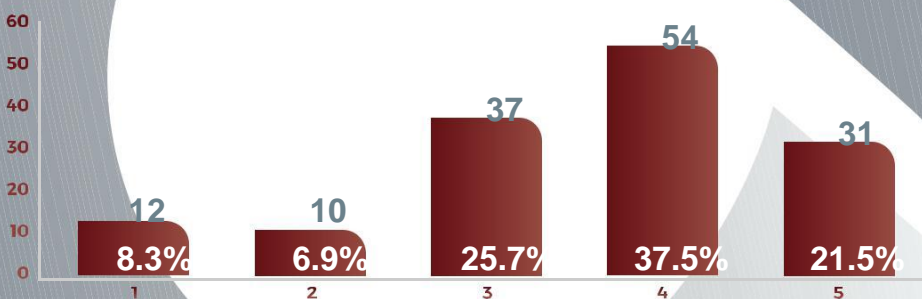


**55.6%**

More aware of business support in Coventry & Warwickshire

Did Coventry & Warwickshire Business Festival have a positive impact on you or your business?\*

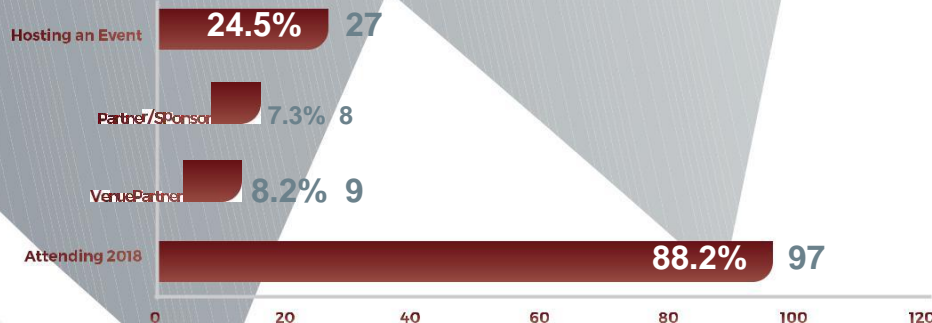
\*On a scale of 1 to 5



**84.7%**

Had a positive impact on themselves or their business

Would you be interested in getting involved in Coventry & Warwickshire Business Festival 2018?



**88.2%**

Interested in attending CWBF 2018



**FEEDBACK** ANECDOTAL & TWEETS

**Suggested improvements:**

(Taken from the feedback form)

“More awareness throughout the city from the events and the venues taking part please. Social Media, Traditional Media”

“More engagement and support from the businesses in the area”

“Marketed more to students”

“Yes, better marketing materials and more PR. Dealing with no-shows more effectively.”

“Get better known, tap into schools for introducing the workforce of tomorrow”

“Better promotion through social media campaigns”

“Events outside of normal 9-5 hours would help”

**Top Tweets about the Festival:  
 @CWBFestival #CWBF2017**

**Conference Centre**  
 @CovConfCentre Following

We really enjoyed being a part of @CWBFestival over the last couple of weeks. It was great to be a venue for this and we really loved meeting lots of new people. Here are some pictures taken from Tuesdays event. #Coventry #Business #CWBF2017

**Penny Shinfield**  
 @PShinfield\_CU Following

Wow what a fantastic first go at the @CWBFestival . We have reached the end of an amazing 2 weeks of unusual, informative, exciting events right across the region #thisiscoventry @Coventry2021 @CityOfCulture21

**Deeley Group**  
 @DeeleyGroup Following

We're delighted to have been the Construction lead for the 2017 @CWBFestival. It was a great festival! Thanks to @DavidPenn100 of @BromwichHardy & @cwchamber and @robtalliss of @CovUniEstates for their presentations at our offices. Let's get ready for CWBF2018!

**Bill Hunt**  
 @DCEWarwickdc Following

A massive thank you to everyone involved in the #CWBF2017 It was a great way to highlight the strengths of #Coventry & #Warwickshire and our business base. Looking forward to next year @CWBFestival @CW\_LEP @CW\_GrowthHub



# TESTIMONIALS

## FROM THOSE INVOLVED

### Linsey Luke, FSB

Event: The Coventry and Warwickshire Small Business Conference Event

“Really great night. Amazing venue and Christian and Oliver were compelling and engaging speakers. We finished on a lighter note with some hula hooping and an excellent tour of the apprenticeship facilities at MTC.”



### Lord Digby Jones

Event: Fixing Business

“The Business Festival is exactly what Britain needs and I feel warm in my heart that Coventry and Warwickshire are leading this national initiative...”

### Sandra Garlick, Woman Who...

Woman Who...

“Today went really well and the social media channels are buzzing. I’ve been approached by several venues and potential sponsors who want to get involved so thank you. Lovely to see the room full and only a handful of no shows.”

### Asma Samueal, HMRC

“I attended the business festival in Rugby. As someone new to both HMRC and the growth agenda, I found it to be a useful day in terms of understanding the wider range of partners involved in both trying to evaluate and drive business growth. Thank you for the opportunity” to attend.

### Peter Tooke, Natwest

“This is just a quick note to congratulate you all on an excellent festival event this year and to register an interest in perhaps hosting an event in next years festival.”

### Edward Hudson, Deeley Group

“[...] may I just say I’ve been very impressed with the organisation of the festival. It’s been a well-oiled machine! Peter [Deeley] was getting compliments from our partners in the industry that we’re one of the few private companies noted on the supporters board adjacent to all the councils. Excellent coverage for us.”

### Nick Powell, Astheimer

“We are an innovative and growing design studio in the region. During the summit we had a face to face discussion with both Aston Martin and LEVC, which was very helpful in terms of starting to develop relationships with new customers in the region.”

### Penny Shinfield, Coventry University

The Business Festival gave Coventry University a real chance along with other stakeholders, to demonstrate to the local, regional and in some cases international business community what the Coventry & Warwickshire areas have to offer

# TESTIMONIALS

## FROM EVENT ORGANISERS

Event organisers said their events would support Coventry & Warwickshire to drive inward investment and economic growth by...



“Highlighting important and ground-breaking developments in the automotive sector - UK and globally”

“Signposting companies on where to access the latest equipment, how to get business support and how to collaborate with the University and apply for joint funding- leading to quicker product development and troubleshooting & provide a competitive advantage to business in C&W.”

“Addressing the forecasted skills shortage in the region and help to close the gender pay gap.”

“Ensuring Coventry and Warwickshire’s education and training activities are business-led, fit-for-purpose and responsive to the needs of local employers.”

“Demonstrating the opportunities for the region’s industries to benefit from the new technologies in the Augment and Virtual Reality sectors and how they provide competitive advantages that will become invaluable over the coming years.”

“Improving the ways in which HE, FE, local authorities and other stakeholders work together with businesses to provide high quality and effective education and training services in a more collaborative, user-led way. “

“Raising awareness of mental health issues and signpost employers to support available, as Mental Health has been identified as one of the key barriers to productivity costing our regional economy an estimated £2m per year in lost working hours.”

“Demonstrating that we have the necessary network infrastructure, expertise and culture to attract businesses that rely on effective communication and collaboration to be successful in our region.”

Exploring the specific challenges faced by women-led businesses and makes recommendations for improving support, developing mentoring networks, and increasing the diversity of business ambassadors.



## LESSONS LEARNED

POST-FESTIVAL 2017

### SECTORS

Fully review the sectors and re-define the sectorial split.  
Create a new sector:- 'Business and Communications'.  
Minimise events categorised as 'Other'.  
Split out large sectors such as 'Creative, Digital, Tourism and Culture'.

### REVIEW SECTOR LEADS / STEERING GROUP:

#### EVENTS:

**Run an event for event organisers** - Associate Events to arrange a 'How to run an amazing event' event aimed at event organisers.

**Location:-** Improve on area spread, particularly in Nuneaton / North Warwickshire.

**Scheduling:** Ensure key events don't clash and reserve several spaces for featured events before the start of the booking process. The provisional programme of events will be discussed and agreed upon between Associate Events and CW Growth Hub.

**Attendance:-** Overbook all events by 25% to allow for drop-outs. Send additional reminders to attendees including an early one and the day before. Highlight to event organisers the importance of contacting their attendees themselves prior to the event.

**Manage sold out events** – Operate a waiting list system and add clear text to Ticketleap with instructions on what is to happen if the event is full.

**Banners** – large venues should have their own supply of banners for use by the event organisers and if possible, left up for the duration of the festival and placed strategically.

**Event changes** – Prevent changes being made to event titles once the brochure deadline has passed.

**Limit external bookings** – Bookings only to be made via Ticketleap as far as possible. External sites such as Eventbrite may be used in special circumstances and with prior agreement.

**Manage Expectations** - Be clear what is expected of event organisers, especially in terms of their own Promotion. KB to add a flow chart of the Event Organiser process to the CWBF website and send out a branded schedule.

#### TERMS & CONDITIONS:

Establish firm T & C's to cover all points above



# Agenda Item 6

Business, Economy and Enterprise (3) Work Programme 2017/18

Last updated 28/3/18

**Please see page 2 onwards for background to items**

<b>Task and Finish Groups</b>
Refreshed Green Space Strategy T&F Report – recommendations made Digital Strategy – Broadband Providers – recommendations made Electric Vehicles Charging Points and battery development – picked up in Innovation item Canal and Canal Basin
<b>28<sup>th</sup> June 2017</b>
Informal meeting to discuss work programme
<b>26<sup>th</sup> July 2017</b>
Select Committee – Public Transport Cabinet Report Electric Vehicle background Work Programme Detail
<b>20<sup>th</sup> September 2017</b>
Coventry and Warwickshire Growth Deal Jobs and Growth Strategy 2014-17 Coventry Canal and Basin
<b>15<sup>th</sup> November 2017</b>
Tourism Strategy St Mary's Guildhall Digital Strategy T&F Recommendations
<b>17<sup>th</sup> January 2018</b>
Coventry Innovation – Battery Plant, Autonomous Vehicles, Light Rail and Track Destination Management Strategy
<b>Thursday 15<sup>th</sup> February 2018</b>
Economic Growth and Prosperity Strategy 2017-20 Refreshed Green Space Strategy
<b>11<sup>th</sup> April 2pm</b>
Local Enterprise Partnership Coventry and Warwickshire Growth Hub
<b>15<sup>th</sup> May 2018</b>
St. Mary's Guildhall progress up-date Destination Management Strategy Recommendations from Canal and Basin Task and Finish Group
<b>Date to be determined</b>
Outcome of the Bus Lane Review HS2 Canal Basin recommendations
<b>Progress from Select Committee on Public Transport 2016/17</b>
Promoting and Encouraging Bus Usage Congestion and Public Transport Multi-modal ticketing for Public Transport Accessible Transport
<b>2018-19</b>
Coventry Innovation – Battery Plant, Autonomous Vehicles, Light Rail and Track

Date	Title	Detail	Cabinet Member/ Lead Officer
<b>Task and Finish Groups</b>	Refreshed Green Space Strategy T&F Report – recommendations made	The Green Space Strategy will be refreshed. Members wanted to ensure <b>that recommendations made as a result of the Parks task and finish group were included in the Strategy, as agreed by the Cabinet Member.</b>	Graham Hood Cllr Caan
	Digital Strategy – Broadband Providers – recommendations made	To meet with the three main broadband providers to discuss access issues across the City including in new housing developments following the conclusion of the CSW Broadband tendering process. This item was identified by the Digital Strategy Task and Finish Group. Invite Cllr R Singh to sit on the Task and Finish Group.	Lisa Commane/ Paul Ward Cllr O'Boyle
	Electric Vehicles Charging Points and battery development – picked up in Innovation item	To consider policy development in the provision of charging points and battery development. To take into account the current developments as well as future developments.	Colin Knight Cllr O'Boyle
	Canal and Canal Basin	To look at the issues affecting the canal basin and the 5.5 miles of canal in Coventry. Following an item on City Centre Developments at Scruco on 6 <sup>th</sup> September this was referred to SB3 for consideration	
<b>28<sup>th</sup> June 2017</b>	Informal meeting to discuss work programme		
<b>26<sup>th</sup> July 2017</b>	Select Committee – Public Transport Cabinet Report	To consider the recommendations to Cabinet as a result of the Select Committee on Public Transport held in March 2017	Cllr McNicholas Gennie Holmes
	Electric Vehicle background	Background briefing note to brief Members in preparation for the Select Committee	Colin Knight Cllr O'Boyle
	Work Programme Detail	Following the informal meeting on 28 <sup>th</sup> July a draft work programme, covering the items discussed	Gennie Holmes
<b>20<sup>th</sup> September 2017</b>	Coventry and Warwickshire Growth Deal	To consider in more detail the programmes proposed as part of the Coventry and Warwickshire Growth Deal	Andy Williams Cllr O'Boyle

Business, Economy and Enterprise (3) Work Programme 2017/18

<b>Date</b>	<b>Title</b>	<b>Detail</b>	<b>Cabinet Member/ Lead Officer</b>
	Jobs and Growth Strategy 2014-17	To consider the final report on the Jobs and Growth Strategy 2014-17 before it goes to Cabinet.	Kim Mawby Cllr O'Boyle
	Coventry Canal and Basin	To look at the issues affecting the canal basin and the 5.5 miles of canal in Coventry. Following an item on City Centre Developments at Scruco on 6 <sup>th</sup> September this was referred to SB3 for consideration	Cllr O'Boyle
<b>15<sup>th</sup> November 2017</b>	Tourism Strategy		David Nuttall
	St Mary's Guildhall	To consider potential options for the best use of the Guildhall. To look in more detail as to how make best use of the asset.	David Nuttall Cllr O'Boyle Cllr Bigham
	Digital Strategy T&F Recommendations	Recommendations arising from the Select Committee with Digital Suppliers	Gennie Holmes/Paul Ward
<b>17<sup>th</sup> January 2018</b>	Coventry Innovation – Battery Plant, Autonomous Vehicles, Light Rail and Track	To cover developments relating to: Battery Plant Autonomous Vehicles Light Rail and Track	Colin Knight Cllr O'Boyle Cllr Innes Mike Waters – TfWM Andy Williams /Richard Moon
	Destination Management Strategy	To look in more detail at how Coventry can manage and promote its cultural and heritage offer and to invite Andrew Dixon Cultural Consultant and Coventry City of Culture Bid Advisor	David Nuttall Cllr O'Boyle
<b><u>Thursday</u> 15<sup>th</sup> February 2018</b>	Economic Growth and Prosperity Strategy 2017-20	To consider the new Jobs and Growth Strategy which will be going to Cabinet in February	Kim Mawby/Andy Williams Cllr O'Boyle

<b>Date</b>	<b>Title</b>	<b>Detail</b>	<b>Cabinet Member/ Lead Officer</b>
	Refreshed Green Space Strategy	Members of the task and finish group requested a report on the alternative service models proposed as part of the Green Space Strategy Refresh	Graham Hood Andrew Walster Cllr Caan
<b>11<sup>th</sup> April 2pm</b>	Local Enterprise Partnership	Members requested a progress report on the work of the Local Enterprise Partnership	Paula Deas Cllr O'Boyle
	Coventry and Warwickshire Growth Hub	To look in more detail at the work of the Growth Hub.	Andy Williams Cllr O'Boyle
<b>15<sup>th</sup> May 2018</b>	St. Mary's Guildhall progress up-date	Following the recommendations made at their meeting on 15 <sup>th</sup> November, Members requested further progress on implementation of the consultants brief	David Nuttall Cllr O'Boyle
	Destination Management Strategy	Following the item at their meeting on 17 <sup>th</sup> January Members requested a progress update	David Nuttall Cllr O'Boyle
	Recommendations from Canal and Basin Task and Finish Group	Recommendations from the task and finish group on how to improve access and usage of the canal and canal basin in Coventry	
<b>Date to be determined</b>	Outcome of the Bus Lane Review	Following the select committee on public transport last municipal year, Members wanted to look in more detail at the outcome of the bus lane review	Colin Knight Cllr Innes
	HS2	Members requested an update on progress with HS2	Colin Knight
	Canal Basin recommendations	Recommendations from the T&F group on the canal and canal basin	
<b>Progress from Select Committee on Public Transport 2016/17</b>	Promoting and Encouraging Bus Usage	Following the select committee on public transport last municipal year, Members wanted to look in more detail at how to encourage people to use the bus more, especially to address perceived safety issues.	Colin Knight Cllr O'Boyle
	Congestion and Public Transport	Following the select committee on public transport last municipal year, Members wanted to look in more detail at the ways to	Colin Knight Cllr O'Boyle



Date	Title	Detail	Cabinet Member/ Lead Officer
		address the effect congestion and road works have on public transport	
	Multi-modal ticketing for Public Transport	Arising from the select committee on public transport last municipal year, Members wanted to look in more detail at the possibilities of multi-modal ticketing and for travel cross-boundary, especially with our Combined Authority partners beyond the TfWM area	Colin Knight Cllr O'Boyle
	Accessible Transport	Following on from the select committee on 15 <sup>th</sup> March 2017, Members requested a more in-depth look at the accessibility of transport, wider than public transport	Colin Knight/ Andrew Walster
<b>2018-19</b>	Coventry Innovation – Battery Plant, Autonomous Vehicles, Light Rail and Track	Further progress following the meeting on 17 <sup>th</sup> January 2017	Colin Knight Cllr O'Boyle Cllr Innes Mike Waters – TfWM Andy Williams /Richard Moon

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