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### Scrutiny Co-ordination Committee

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**Time and Date**

10.30 am on Wednesday, 23rd January, 2019

**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 previous meeting held on 12th December, 2018

(b) Matters Arising

**4. Coventry Tourism Strategy 2019-23** (Pages 9 - 16)

Briefing Note of the Deputy Chief Executive (Place)

Councillors O'Boyle and Welsh, Cabinet Member and Deputy Cabinet Member for Jobs and Regeneration have been invited to the meeting for the consideration of this item

**5. West Midlands Combined Authority (WMCA) Productivity and Skills Strategy** (Pages 17 - 24)

Report of Dr Julie Nugent, WMCA, who has been invited to the meeting for the consideration of this item.

Councillor Duggins, Cabinet Member for Policy and Leadership, Councillor Maton, Cabinet Member for Education and Skills and Councillors O'Boyle and Welsh, Cabinet Member and Deputy Cabinet Member for Jobs and Regeneration have also been invited to attend.

**6. Scrutiny Co-ordination Committee Work Programme 2018/2019 and Outstanding Issues** (Pages 25 - 30)

Report of the Scrutiny Co-ordinator

## 7. Any Other Items of Public Business

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

### Private Business

Nil

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

Tuesday, 15 January 2019

- Notes:1) The person to contact about the agenda and documents for this meeting is Liz Knight, Democratic Services, Council House, Coventry, telephone 7683 3073, alternatively E-mail: [suzanne.bennett@coventry.gov.uk](mailto:suzanne.bennett@coventry.gov.uk)/[liz.knight@coventry.gov.uk](mailto:liz.knight@coventry.gov.uk)
- 2) Council Members who are not able to attend the meeting should notify Liz Knight no later than 9.30 a.m. on the day of the meeting, giving their reasons for absence and the name of the Council Member (if any) who will be attending the meeting as their substitute.
  - 3) Scrutiny Board Members who have an interest in any report referred to this meeting, but who are not Members of this Committee, have been invited to notify the Chair by 12 noon on the day before the meeting that they wish to speak on a particular item. The Member must indicate to the Chair their reason for wishing to speak and the issue(s) they wish to raise.

Membership: Councillors N Akhtar, A Andrews, J Clifford (Deputy Chair), D Gannon, T Khan (Chair), J McNicholas, M Mutton, G Ridley and R Singh

By invitation: Councillors G Duggins, K Maton, J O'Boyle and D Welsh

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 Scrutiny Co-ordination Committee held at 10.30 am on**  
**Wednesday, 12 December 2018**

Present:

Members: Councillor T Khan (Chair)  
Councillor N Akhtar  
Councillor J Clifford  
Councillor G Crookes, substitute for Councillor Andrews  
Councillor D Gannon  
Councillor J McNicholas  
Councillor M Mutton  
Councillor R Singh

Other Members: Councillors P Hetherton, Cabinet Member for City Services  
and E Ruane, Cabinet Member for Housing and Communities

Other Representatives: Louise Morley, Experts by Experience Group  
Kate Still, West Midlands Housing Group  
Neelam Sunder, West Midlands Combined Authority

Employees:

M Andrews, Place Directorate  
D Ashmore, People Directorate  
S Elliot, Place Directorate  
S Evans, Place Directorate  
G Holmes, Place Directorate  
L Knight, Place Directorate  
A Walster, Place Directorate

Apologies: Councillors A Andrews, B Kaur, Deputy Cabinet Member,  
J O'Boyle, Cabinet Member, and G Ridley

## **Public Business**

### **31. Declarations of Interest**

Councillor N Akhtar declared a disclosable pecuniary interest in the subject of Minute 34 below headed 'Taxi Licensing Matters'. He left the meeting for the consideration of this item.

### **32. Minutes**

The minutes of the meeting held on 14<sup>th</sup> November, 2018 were signed as a true record. There were no matters arising.

### 33. **Draft Housing and Homeless Strategy 2019 - 2024 Public Consultation**

The Committee considered a briefing note and presentation of the Deputy Chief Executive (Place) concerning the public consultation currently being carried out to develop the Housing and Homeless Strategy 2019-2024. Further views or inputs into the Strategy and the supporting Action Plan were sought from Members. Councillor Ruane, Cabinet Member for Housing and Communities, attended the meeting for the consideration of this item along with Kate Still, West Midlands Housing Group (WMHG), and Neelam Sunder, West Midlands Combined Authority. Louise Morley also attended as the representative of the Experts by Experience Panel. The response to the Strategy from the Experts by Experience had been circulated with the briefing note. These representatives addressed the Committee setting out their views on the draft Strategy.

The briefing note indicated that under Section 1 of the Homelessness Act 2002, the Council was required to develop and publish a Strategy to prevent homelessness every five years. An up to date Homelessness Strategy was required from 2019 and the Council had decided to combine this with the Housing Strategy so the Strategy was not seen in isolation. At their meeting on 3rd October, 2018 Cabinet had approved a public consultation on the draft Strategy.

The draft Strategy focussed on the following four main themes:

- i) Preventing homelessness and supporting homeless households
- ii) New housing development
- iii) Improving the use of existing homes
- iv) Support for people and communities.

A draft action plan had been published alongside the draft Strategy. Once approved, the action plan would be regularly reviewed and updated to ensure that the actions were being progressed and responding to any changes. Reference was made to the transfer of Council's housing stock to Whitefriars Housing in 2000 and the need for the Council to work proactively with developers and registered providers. Attention was drawn to the Homelessness Reduction Act 2017 and to the changes to the Council's homelessness duties required by the Act. The duty to refer process had only recently commenced and was to be reviewed in due course.

The briefing note informed that key stakeholders, partners, advice agencies and other Council departments had been engaged throughout the development of the strategy. The consultation would run from 6<sup>th</sup> November to 18<sup>th</sup> December, 2018. The purpose was to ensure that the correct priorities had been identified for housing and homelessness issues faced by the city, along with the correct actions. The results would be reviewed and any necessary changes made to the strategy and action plan prior to final consideration by Cabinet and Council in February 2019.

The Committee were informed that to date, 99 responses had been received to the consultation. At 30<sup>th</sup> November, the majority of the responses had been received from individuals, 79%, with the remainder from interested groups and organisations. The majority of these responses showed support for the principles and actions included in the draft Strategy. The briefing note set out a summary of

the key points raised in response to the four strategy themes. A summary of all the responses would be included in an appendix to the final report.

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

- What support was currently being provided by WMHG for tenants with multiple complex needs and how would this be improved
- Concerns about the impact on the wider community and taking into account the needs of existing residents when placing tenants with multiple complex needs in the community
- Concerns about Housing First, in particular the level of support for tenants with multiple complex needs and whether the financial resource was sufficient to meet the required level of support be considered as part of the consultation process
- Particular concerns about the high levels of support required by tenants with mental health issues
- Details about attendees at the Homeless Forum which held on 9<sup>th</sup> November
- That the comments from the Experts by Experience should be considered seriously as part of the consultation feedback and if there were any operational quick wins in their suggestions, these should not have to wait until the political sign off of the Strategy to be implemented
- There should be immediate action on a safe place for women who were rough sleepers
- Generally, residents with multiple complex needs should have a sufficient support package to prevent them from becoming homeless, particularly at pinch points such as discharge from hospital and release from prison
- Further information about how the consultation has been publicised
- The consultation should be promoted as much and as widely as possible so that as many stakeholders could comment on the draft Strategy, including members of the community
- When the Council considered land for sale, that the social value of the land be considered rather than maximising capital receipts, in order to promote the building of social housing
- The Council should enforce the policy on proportions of affordable homes within development and not agree to variation orders to maximise the number of social houses
- Concerns that there were a lot of people in unsuitable accommodation
- Where Neighbourhood Plans were considered to be developed, consultation should involve all parts of the community affected, not just the vocal minority
- The Choice Based Lettings system, Homefinder, should be reviewed – this had already been included on the work programme for the Communities and Neighbourhoods Scrutiny Board
- The Committee supported the proposals by the Cabinet Member for Housing and Communities to strengthen the housing department in the Council, with recruitment to senior posts and a Head of Housing.
- The implications of the introduction of universal credit for tenants in WMHG accommodation.

**RESOLVED that:**

- (1) The consultation measures being carried out as part of the development of the Housing and Homeless Strategy 2019-2024 be noted.**
- (2) The representation made to the Committee from the Experts by Experience be noted.**
- (3) The concerns about Housing First, in particular the level of support for tenants with multiple complex needs and whether the financial resource was sufficient to meet the required level of support be considered as part of the consultation process, with a further briefing being provided as appropriate and at a later date.**
- (4) The Cabinet Member for Housing and Communities be requested to consider all the issues raised during the course of the discussion as part of the consultation feedback.**
- (5) An update report be submitted to a future Scrutiny meeting detailing progress with actions following adoption of the strategy and after a period of six months.**

**34. Taxi Licensing Matters**

The Committee considered a briefing note of the Scrutiny Co-ordinator concerning two issues from the recent review of the requirements and processes for taxi drivers, vehicles and operators in Coventry. A report on the review had been considered by Cabinet at their meeting on 27<sup>th</sup> November, 2018 and a copy of the report was set out at an appendix to the briefing note. The matters under consideration were the proposals to consult on a move away from age based vehicle licensing restrictions to a requirement based on emissions and the implementation of new conditions of licence to allow Pedicabs and Tuk Tuks to be licensed. Councillor Hetherton, Cabinet Member for City Services attended the meeting for the consideration of this item.

The briefing note indicated that the City Council kept its arrangements for licensing taxi drivers, vehicles and operators in Coventry under regular review in order to ensure that only 'fit and proper' individuals held a licence in Coventry; licensing processes were up to date and accessible and that taxi services in Coventry met the needs of customers.

At their meeting in November, Cabinet had approved the recommendations set out in the report which focussed on the following five proposals:

Part 1 – To update and replace the existing Private Hire Operator Conditions of Licence to incorporate requirements around the use of automated systems including the provision to grant licences to operators based outside of Coventry, subject to specific requirements

Part 2 - To implement changes to current processes for new and existing driver and vehicle licence holders following consultation with key stakeholders

Part 3 – To consult on a move away from age based vehicle licensing restrictions to a requirement based on emissions

Part 4 - To implement new Conditions of Licence to allow Pedicabs and Tuk Tuks to be licensed

Part 5 - Approve the continuation of the existing limit on the number of traditional hackney carriage vehicle licences at 859 in accordance with the recommendations in the recent hackney carriage vehicle unmet demand survey.

The Committee had been asked to consider Parts 3 and 4. The proposal to move away from age based vehicle licensing to a requirement based on emissions was in support of Local Air Quality Management requirements.

Members questioned the officer on a number of issues and responses were provided, matters raised included:

- Concerns about drivers being licensed by other Local Authorities and then operating in the city
- Support for the standards and requirements operated by the Council
- A request that Coventry drivers be allowed to drive other vehicles not on the list and be allowed more flexibility
- A concern about the short vehicle modification date
- Further information about the Coventry frame and the cap on the number of Hackney Carriage vehicle licences
- Concerns about the financial difficulties facing Coventry drivers in light of the requirement to have a new vehicle by 2024, particularly in light of the competition from Uber drivers
- Information of the package of measures to help the trade
- Concerns about drivers using the public highway to maintain and service their vehicles
- Further information about electric vehicles
- The suggestion that there should be national standards based on the standards operated by the City Council or a regional policy
- Concerns about the proposal that Tuk Tuks be pre-booked when the expectation is that they will be used by tourists visiting the city, especially in 2021.

**RESOLVED that:**

**(1) The proposals to move away from age based vehicle licensing restrictions to a requirement based on emissions as set out in paragraphs 1.3.1 to 1.3.6 of the Cabinet report be noted.**

**(2) The conditions set out in Appendix A of the Cabinet report regarding vehicle conditions for licensing Pedicabs and Tuk Tuks be noted.**

**(3) The Cabinet Member for City Services be requested to seek support for a regional taxi licensing policy based on the current standards operated by Coventry Council.**

**35. West Midlands Combined Authority - Overview and Scrutiny Committee**

The Committee noted a briefing note of the Scrutiny Co-ordinator which provided an update on the work of the West Midlands Combined Authority (WMCA) Overview and Scrutiny Committee and its Sub-Groups.

The briefing note informed of the recent call-in by the Overview and Scrutiny Committee of a decision of the Housing and Land Delivery Board at their meeting on 25<sup>th</sup> October concerning the Town Centre Programme, in particular 'the lack of transparency within the report, supplementary information document and minutes as to the process used leading up to the selection and naming of the sites chosen'. At their meeting on 20<sup>th</sup> November, 2018 to discuss the call-in, the Committee agreed with the decision to allocate the funding to the town centres, however they were unhappy with the levels of transparency in the process for decision making. They agreed recommendations to provide scrutiny members with more information on the work programmes of all the sub-groups of the WMCA. The briefing note listed all the recommendations.

The Committee noted that, as the meeting wasn't quorate, these recommendations would need to be ratified at the next quorate meeting. Members expressed concerns that Scrutiny meetings of the WMCA were inquorate. They were informed that concerns were being raised at a national level about the high level quorum required for Combined Authority Overview and Scrutiny meetings.

The briefing note referred to the two meetings of the Health and Wellbeing Working Group. The focus for this group had been agreed as mental health, digital innovation and the justice system.

**RESOLVED that:**

**(1) The contents of the briefing note be noted.**

**(2) The concerns being raised at a national level concerning the high level quorum required for Combined Authority Overview and Scrutiny meetings be noted.**

**36. Scrutiny Co-ordination Committee Work Programme 2018/2019 and Outstanding Issues**

The Committee noted their work programme for the current municipal year.

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

There were no additional items of public business.

(Meeting closed at 1.20 pm)





Coventry City Council

## Briefing note

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**To: Scrutiny Co-ordination Committee**

**Date: 23<sup>rd</sup> January 2019**

**Subject: Coventry Tourism Strategy**

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

- 1.1 To inform members of Scrutiny Co-ordination Committee of the action plan and priorities within the Coventry Tourism Strategy 2019-23 agreed by Cabinet on 27<sup>th</sup> November 2018.

### **2 Recommendations**

Scrutiny Co-Ordination Committee is recommended to:

- 1) Consider the content of the presentation.
- 2) To make recommendations to the Cabinet Member for Jobs and Regeneration regarding the implementation of the Coventry Tourism Strategy Action Plan to ensure successful delivery of the Strategy

### **3 Information/Background**

- 3.1 The presentation in Appendix 1 provides information on the following
- 1) Tourism in Coventry – the current position
  - 2) Tourism Strategy 2019-2023
  - 3) Action Plan Priorities for January – June 2019
- 3.2 The presentation will be given at the meeting by David Nuttall, Strategic Lead (European City of Sport, UK City of Culture and Commonwealth Games).

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# Coventry Tourism Strategy



SCRUCO – 23 January 2019

## Tourism in Coventry – Current Position

- Tourism generates £385m spend per annum
- Supports 6,921 FTE jobs (5.9% of local employment)
- 94% of visitors to Coventry would recommend it to a friend
- 95% of visitors to Coventry would return

### **BUT**

- Reason for 77% of people who have not visited - “not sure what’s there”
- Visitor spend is low (circa £5 per hour for day visitors)
- The city needs to encourage people to stay and spend (venues, cafes, bars, retail etc.)
- ‘Nightlife’ and ‘Variety of Things to Do’ score lowest for satisfaction
- There are clear gaps in the current accommodation offer
- Litter and cleanliness were the main things visitors wanted to see improved

### **HOWEVER**

- There is huge potential for tourism growth

# Tourism Strategy 2019-2023

Approved by Cabinet 27 November 2018

## **Vision:**

“By 2023 perceptions and awareness of Coventry as a leisure and business tourism destination will have grown and residents will be even more proud, active ambassadors of their city. The city will be recognised as a host for major events and the city will be attracting more than 10 million visitors a year”

## **Seven measures of success:**

1. Development of a successful delivery partnership to manage the DMP
2. Increase in overall visitor numbers
3. Increase in overnight visitors
4. Increase in yield per visitor
5. Growth in jobs supported via the visitor economy
6. Increase in awareness of Coventry as a destination
7. Improved perceptions of Coventry as a destination

## **Action Plan 2019-2023:**

Framed around (i) Partnership (ii) Product (iii) Place (iv) Positioning

## Action Plan Priorities for January – June 2019

### Partnership

- Employ Destination Partnership Manager (Y1)
- Establish Destination Partnership Board with clear governance (Y1)
- Agree roles and responsibilities of partner organisations (Y1)
- Confirm projects for Year One and potential funding sources for delivery (Y1)

### Product

- Development of packages for key product themes identified (Y1-3)
- Commission accommodation study to inform developments (Y1)

### Place

- Build on the Great Places programme to develop Welcome Training and skills and capacity of tourism businesses and partners (Y1-3)
- Develop Visitor Information strategies including information in high footfall areas (Y1-3)
- Align developments with visitor hotspots and city gateways (Y1-5)

### Positioning

- Develop key messages and images to use when positioning Coventry to visitors (Y1-2)
- Develop ambassadorial initiatives with residents, students and businesses (Y1-5)

# Recommendations

## **Scrutiny Co-Ordination Committee is recommended to:**

1. Consider the content of the presentation.
2. To make recommendations to the Cabinet Member for Jobs and Regeneration regarding the implementation of the Coventry Tourism Strategy Action Plan to ensure successful delivery of the Strategy

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## The WMCA Productivity and Skills Strategy

*For Coventry City Council Scrutiny Co-ordination Committee meeting 23<sup>rd</sup> January 2019*

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### Background

The Productivity & Skills Portfolio has been an area of focus since the development of the West Midlands Combined Authority (WMCA) and a key part of the first devolution agreement signed in November 2015. Cllr Duggins became the first portfolio lead for Productivity & Skills in June 2016 and has since overseen the delivery of the productivity and skills elements of two devolution agreements (second deal agreed November 2016), the West Midlands Skills Deal (July 2018) and the publication of the Regional Skills Plan in June 2018. These deals have brought new investment to the region as outlined below:

- The WMCA Skills Deal with Government secured £69m investment for meeting our productivity and skills challenges:
  - £40m Apprenticeship funds (to pilot a new approach with the ESFA & DfE to transfer unspent levy funds)
  - £5m Digital Retraining Fund
  - £1m on careers, particularly targeting low-waged, low-skilled residents
  - £1m EdTech (developing new tech solutions, including Artificial Intelligence, to support adult education)
  - £2m for a combination of funding for progression coaches, Apprenticeships marketing campaign, work experience, T Level support, cyber skills etc.
  - £20m planned investment from the WMCA
- This was in addition to funding already secured through our two Devolution Deals:
  - c. £120m+ Adult Education Budget (annually, from 2019)
  - £5m Construction Retraining Fund
  - £4.7m Employment Support Pilot
  - £2m Career Learning Pilot

### West Midlands Productivity and Skills Commission

To support the development of the skills strategy for the WMCA area, the West Midlands Productivity and Skills Commission was set up in 2017 to:

- identify the skills and productivity challenges in the region;
- identify the causes of low productivity and skills;
- make practical recommendations to address these.

The Commission, chaired by Dr Andy Palmer, Chief Executive and President of Aston Martin Lagonda, brought together leading academics and business representatives to support and sense check the analysis and identify actions required to tackle the challenges identified.

Over 12 months, the Commission undertook 'deep dives' into the region's transformational sectors, selected due to a high productivity gap or a high skill need. These deep dives, led by private sector leads from the Commission's Productivity Leadership Group, involved detailed analysis of existing data and systematic consultation with a range of regional sector stakeholders.

The Commission's work was given additional impetus with the publication of the Government's Industrial Strategy White Paper in November 2017. Following a Call for Evidence, the Commission's work quickly progressed to include in-depth analyses of the 'Five Foundations of Productivity' as outlined in the White Paper. This work provided an invaluable evidence base for the development of the West Midlands' Regional Skills Plan (RSP) and Local Industrial Strategy (LIS).

## Productivity and skills challenges in the West Midlands and Coventry

- Low productivity:
  - The WMCA's indexed productivity per head was c.19 points behind (at 80.9) in 2016; the region's GVA declined steadily between 1998-2008 – from 91.6 to 81.4 – and has since hovered in the low 80s.
- Low employment rate:
  - 67.5% of working age residents are in work; the region's unemployment rate is 6.6% which is higher than the national figure of 4.2%.
  - In Coventry, 71.3% of working age residents are in work and 4.9% are unemployed.
- High youth unemployment:
  - the region's youth unemployment level stands at 4.9% – approximately 15,000 people aged 18-24 (compared to a national level of 3.2%);
  - this is proving to be a persistent problem and, given the age profile of the region (a very young population), a particularly significant one.
  - In Coventry, 1.6% of people aged 18-24 are unemployed.
- Low educational attainment:
  - 13.1% of the region's economically active people have no qualifications, which is significantly higher than the national figure of 7.7%.
  - Our skills challenge is growing –
    - in 2004, 21.8% of economically active people (16-64 year olds) in the WM were qualified to Level 4 and above, compared to 26.1% nationally – a difference of 4.3%;
    - in 2017, 29.6% were qualified to L4+ compared to 38.6% nationally – a difference of 9%.
    - *In Coventry, 9.7% of economically active residents have no qualifications while 34.7% are qualified to L4+. Again, the gap between those qualified to L4+ in Coventry compared to the national average has widened (from a difference of 1.8% in 2004 to a 3.9% gap currently).*
    - This situation and the direction of travel are critical because the share of jobs requiring higher level skills (level 4+) is set to grow; by 2024, 42% of jobs expected to need higher level skills while only 36% of jobs expected to require up to L2 skills.

*Evidently, the figures demonstrate a more favourable employment and skills situation in Coventry than the West Midlands averages. However, there are pockets of deprivation in Coventry, with correspondingly poor employment and skills profiles, that are masked by the local authority area averages. Whilst Coventry out performs the region on the majority of measures many are behind national averages.*

## The WMCA Regional Skills Plan

The Regional Skills Plan (RSP) builds on the WMCA's Strategic Economic Plan, setting out priorities, for the next three years, to address the challenges highlighted above. The plan also takes forward delivery of the freedoms, flexibilities and pilots agreed in the two West Midlands Devolution Deals.

The development of the RSP was complemented by extensive engagement with key stakeholders and stakeholder groups, including local authorities, Local Enterprise Partnerships (LEPs) and education and training providers. Key businesses and business representatives have also been involved and endorse our plans to improve regional skills.

The RSP is deliberately focused on actions – what the WMCA and key stakeholders can and will do to improve the regional skills base. It has been developed in parallel with the Local Industrial Strategy and will serve as the 'People' element to this.

The RSP puts skills at the heart of our drive for improving productivity and securing inclusive growth with the following aims:

- more people in employment
- more people in higher skilled jobs
- more skilled employees to support business growth and productivity
- all communities benefitting from the region's economic growth
- an agile and responsive skills system that is more aligned to the needs of business and individuals.

The RSP also fulfils a key role in commissioning the future delivery of the Adult Education Budget (AEB). This will transfer to the WMCA from 2019/20, however, for 2018/9, the region's colleges and adult and community learning providers will set out how they intend to respond to key local and regional priorities, including:

- addressing high youth unemployment and low skills with an increased focus in priority wards to be agreed with local authorities;
- increasing the volume and level of skills provision in priority sectors.

The RSP sets out five key action areas:

- Prepare our young people for future life and work
- Create regional networks of specialist, technical education and training
- Accelerate the take-up of good quality Apprenticeships across the region
- Deliver inclusive growth by giving more people the skills to get and sustain good jobs and careers
- Strengthen collaboration between partners to support achieving more collectively

These actions will be focused in the RSP's four priority sectors: automotive, business and professional services (BPS), construction and digital.

## Achievements to date and key priorities

### **Preparing our young people for future life and work**

- The WMCA has been working with an organisation, Movement to Work, on a *Transition to Work* project to develop a better understanding of the challenges faced by young

unemployed people and their experience of local support and to get a better understanding of the characteristics of young unemployed people. The output from this piece of work will support the design of future programmes and also feed in to the Employment Support Framework. *Coventry has been particularly successful in reducing youth unemployment and WMCA will be working with officers to better understand how this has been achieved.*

- The WMCA has been working with Jobcentre Plus (JCP) to pilot *Progression Coaches* (PCs) in Birmingham to focus on young people. 10 PCs are now in place and, to date, 258 young people have been signed up, 28 people have already moved into jobs (3 of which are Apprenticeships), and JCP has fed back that the additional time spent is positively helping young people, including those from challenging cohorts, to move into work. *Discussions are taking place to explore how this approach can be scaled up across the WMCA area through securing further funding to do so.*
- *Mayor's Mentors*, the WMCA's mentoring programme primarily focused on young people, has already matched 1,300 young people to mentors, surpassing its original target (of 1000 mentees). *Mayor's Mentors has five partner organisations in Coventry (Caludon Castle School, Foxford School and Community Arts College, President Kennedy School, The Westwood Academy and Coventry College) and mentoring is due to start in January 2019.*
- The WMCA is working with partners to improve careers guidance and develop an all-age careers offer. £1m has been secured to date through the Skills Deal to support this activity. *Representatives from Coventry City Council and Coventry & Warwickshire LEP have been engaged in developing initial ideas and mapping activity.*
- Key priorities for 2019 include developing an all-age Careers Strategy and (online) Careers Learning Hub as well as developing approaches to NEET prevention (for those young people not in education, employment or training).

#### **Creating regional networks of specialist, technical education and training**

- The WMCA has been developing plans for the introduction of T-Levels, a new technical qualification aimed at 16-18 year olds to be introduced in 2020. *The WMCA is working closely with the Further Education Skills & Productivity Group (FESPG) on this agenda, of which Coventry College is an active member.*
- The WMCA has secured £5m funding from the DfE's National Retraining Scheme, focused on construction, expected to benefit 2,280 residents across the region. This *Construction Gateway* project delivers construction skills courses based on needs articulated by local employers, with certification and a guaranteed interview upon completion. The project has already enjoyed a successful conversion rate from training to employment of 66%. *Coventry College is a delivery partner, due to start training in January 2019, with an initial target of supporting 360 residents and at least a 50% conversion rate. Additional provision will be available in order to meet any further demand.*
- The WMCA has also secured £2.3m funding from the DfE's Construction Skills Fund (delivered via the Construction Industry Training Board) for *on-site construction training*, expected to benefit 1,450 residents across the region. *Proposals for sites in Coventry currently under consideration include Coventry University's estate expansion, the development of the new Alan Higgs Sports Centre, the development of Salt Lane car park and other developments related to Coventry's forthcoming City of Culture status, with decisions due by the end of March 2019.*

- The WMCA secured a further £5m from the DfE's National Retraining Scheme to be focused on digital skills, primarily for upskilling existing workers, including those at risk of automation, to higher levels (L3+) and thereby meeting identified employer demand. This is expected to benefit 2,000 residents across the region.
- Linked to a national initiative steered by the Department for Culture, Media and Sport, the West Midlands established a *Digital Skills Partnership*, a public-private partnership including employers and training providers established to identify and address the region's digital skills challenges. *The West Midlands DSP was launched at Coventry College in December 2018 and Coventry University's Institute of Coding is a member of the DSP board.*
- The WMCA is steering £1m DfE funds towards the development of new technological solutions, including Artificial Intelligence, to support adult education.
- Key priorities for 2019 include developing regional skills action plans in the automotive and business and professional service sectors as well as brokering corresponding training offers for employers and individuals.

#### **Accelerating the take-up of good quality Apprenticeships across the region**

- The Government has agreed that the West Midlands can retain £40m of *unspent Apprenticeship levy* to target STEM Apprenticeships in SMEs. Work has been commissioned to support the development of a detailed understanding of the largest levy payers in the region alongside an engagement plan to encourage those levy payers to transfer up to 10% of their levy into the West Midlands apprenticeship levy fund. *Coventry City Council is planning to use all of its unspent levy, though discussions are ongoing as to whether a proportion of Coventry's funds may yet be pooled in support of STEM-related Apprenticeships. Local residents and businesses will be able to benefit from the initiative.*
- In October 2018, the Mayor launched the WMCA's *Apprenticeship Promise*, guaranteeing all 16-24 year olds in the region access to an Apprenticeship or training scheme.
- Key priorities in 2019 include engagement with the forthcoming national promotional campaign around Apprenticeships as well as continuing to develop relationships that enable the take-up of Apprenticeships. *WMCA will work with Coventry City Council, Coventry & Warwickshire Chamber of Commerce and Coventry & Warwickshire LEP to ensure that the regional campaign connects with local initiatives and has impact on the ground.*

#### **Delivering inclusive growth by giving more people the skills to get and sustain good jobs and careers**

- The WMCA has secured £4.7m of DWP funding for the *Connecting Communities* programme to pilot new delivery models focused on unemployed/low-waged residents in nine communities across the region. The Connecting Communities programme will support 4,500 people across the region. *In Coventry, the City Council identified Binley and Willenhall as the location in which to deliver the pilot. Following a procurement process Reed in Partnership were commissioned to deliver the Coventry pilot. They are delivering support from community venues (WEET Centre, Hagard Community Space and John White Community Centre) and it is expected to benefit over 500 Coventry residents.*
- The WMCA is developing an *Employment Support Framework* to influence the future commissioning and co-ordination of employment-related activities in the region and to strengthen the impact of those employment support activities. *In order to better understand*

*how the employment support system works on the ground three 'deep dives' are currently being undertaken, one of which is in the Foleshill area of Coventry. Officer from Coventry City Council have supported the engagement of local people and organisations in this piece of work.*

- The WMCA is enabling residents already in employment to develop their skills and earning potential through a *Career Learning Pilot*, using £2-3m DfE funds to subsidise a selection of qualifications (specifically through subsidised advanced learner loans). *This has been promoted well in Coventry, with three information events held in August 2018. Coventry College is a delivery partner (as are two other colleges in the Coventry and Warwickshire LEP area); enrolment data will be reported in due course and the DfE will report on impact upon completion of this one-year pilot.*
- The WMCA is engaging with the DWP's Work and Health programme, which provides specialist support for those unemployed for over two years and, on a voluntary basis, to those with health conditions or disabilities. *Referrals and starts data relating to Coventry residents is currently aggregated into the DWP's (Mercia) district-level data; the WMCA is working with the DWP to secure more local data and to share this with colleagues in Coventry (and other local authorities).*
- Key priorities for 2019 include gaining extensive endorsement by commissioners and related stakeholders for the Employment Support Framework as well as securing and steering resources towards the Framework's recommendations from the UK's Shared Prosperity Fund.

#### **Strengthening collaboration between partners to support achieving more collectively**

- The WMCA is working collaboratively with local authorities, Local Enterprise Partnerships, colleges, through FESPG, universities, private training providers and welfare to work providers.
- The WMCA has established a joint Apprenticeship and Technical Education Taskforce as well as an employer-led Construction Taskforce.
- The WMCA has been working with the TUC and Careers Service to engage more low-paid adults in upskilling by waiving adult loans for level 3 courses in priority sectors.
- Key priorities for 2019 include establishing employer led taskforces to develop and support sector skills action plans.

## **The devolved Adult Education Budget (AEB)**

As part of the first devolution deal, the WMCA secured influence over the Adult Education Budget (AEB). From the 2019/20 academic year, the WMCA will take responsibility for the AEB and how it is delivered. Based on previous delivery (2017/18), the total budget is expected to be circa £126m; this will be confirmed before the end of January 2019.

The AEB is currently deployed through the Education and Skills Funding Agency (ESFA) and follows national policy and national funding rules. Regional control over the AEB funding policy and rules, through the WMCA, will better enable regional priorities to be met.

The WMCA will ensure the AEB supports residents in the region to gain qualifications and employment as well as those in low income jobs to upskill and improve their earning potential, in

line with the RSP. The WMCA will work with the region's local authorities, colleges and training providers to ensure that the courses offered provide learners with the right skills and qualifications for the region's growth sectors.

### Devolved approach

- Through devolution, the WMCA is committed to:
  - prevent destabilisation of the market;
  - influence existing provision through delivery agreements;
  - commission some new provision;
  - ensure better value for money.
- Colleges and local authorities are currently agreeing delivery frameworks that will be incorporated into their grant agreements.
- The WMCA is encouraging integrated provision at local levels across adult and community learning and further education.
- There will also be some provision (c.15%) – currently with private training providers – that will be put out to competitive tender in 2019 to deliver against local and regional skills priorities.
- The procured element of funding be split as follows:
  - 50% of the procurement pot will be steered towards:
    - tackling unemployment especially amongst young people;
    - more grass-roots provision to better engage hard-to-reach communities and address local skills needs;
    - and targeted provision to engage and support priority groups, including care leavers, homeless, and long-term unemployed.
  - The other 50% of the procurement pot will be steered towards:
    - improving skills of low-paid, low-skilled workforce;
    - focusing on pre-Apprenticeship provision, to increase take-up of Apprenticeships in the region;
    - and increasing delivery in the RSP priority sectors.
- This proposed commissioning approach is due to be considered by the WMCA Board meeting on 11<sup>th</sup> January 2019.
- Subject to WMCA Board decision, the invitation to tender will then be issued and responses will be reviewed to identify if there any gaps or needs to be filled through a further round of procurement. The approach will be continually reviewed by the Skills Advisory Board (with meetings scheduled in May and November 2019).

*Coventry City Council and Coventry College will continue to receive the same amount of grant funding in 2019/20 that they have spent on WMCA residents in the previous year. During the 2017/18 academic year, £8.6m AEB funding supported 12,860 enrolments (Coventry residents) through the local authority, colleges and training providers. While the majority of delivery to residents was through the local authority and Coventry College, over 130 providers delivered to Coventry residents. WMCA is working with local partners to ensure that commissioning responds to local strategies and plans and local authorities have been given the opportunity to feed in their priorities and information about potential local delivery venues to inform the invitation to tender.*

## Conclusion

WMCA is committed to collaboration with local areas to ensure maximum impact of devolved powers and funding for local people. Officers from Coventry City Council and Coventry & Warwickshire LEP have been closely involved in the development of the WMCA Productivity & Skills agenda and will continue to play a leading role as we translate our joint plans into action.



# Agenda Item 6

SCRUCO Work Programme 2018/19

23<sup>rd</sup> January, 2019

Please see page 2 onwards for background to items

<b>13<sup>th</sup> June 2018</b>
Child Poverty Strategy
<b>18<sup>th</sup> July 2018</b>
Delivering City Centre Capital Projects Scrutiny Work Programmes – 2018-19
<b>5<sup>th</sup> September 2018</b>
Meeting rearranged for 26 <sup>th</sup> September 2018
<b>26<sup>th</sup> September 2018</b>
Modernising Domestic Violence Abuse Services and Sexual Violence and Abuse Services West Midlands Combined Authority
<b>10<sup>th</sup> October 2018</b>
Council Performance Report 2017/18 City of Culture 2021
<b>14<sup>th</sup> November 2018</b>
Private Sector Housing Enforcement Policy 2018
<b>12<sup>th</sup> December 2018</b>
Homelessness and Housing Strategy Consultation Taxi Licensing Matters West Midlands Combined Authority
<b>23<sup>rd</sup> January 2019</b>
Coventry Tourism Strategy WMCA Productivity and Skills Strategy
<b>6<sup>th</sup> February 2019</b>
Selective Licensing - consultation Additional Licensing - consultation Draft Hate Crime Strategy Report back on attendance at the 29 <sup>th</sup> General Assembly of International Association of Peace Messenger Cities (IAPMC) 'International Forum of People's Diplomacy' in Volgograd
<b>27<sup>th</sup> February 2019</b>
West Midlands Combined Authority City of Culture 2021 Overseas Conference Reports
<b>3<sup>rd</sup> April 2019</b>
West Midlands Combined Authority Modernising Domestic Violence Abuse Services and Sexual Violence and Abuse Services
<b>17<sup>th</sup> April 2019</b>
St. Michael's PSPO
<b>2018/19</b>
Emergency Planning and Resilience Friargate Development Progress Update Community Safety Partnership Action Plan West Midlands Police Transformation Programme update Knife Crime and Gang Culture
<b>2019-20</b>
Housing and Homelessness Strategy – 6 months progress report (September)
<b>In addition the following dates are "if required", 13<sup>th</sup> March 2019</b>

<b>Date</b>	<b>Title</b>	<b>Detail</b>	<b>Cabinet Member/ Lead Officer</b>
<b>13<sup>th</sup> June 2018</b>	Child Poverty Strategy	Following a referral from the Education and Children's Services Scrutiny Board, the Board will consider aspects and the actions arising from the Child Poverty Strategy	Liz Gaulton Cllr Caan
<b>18<sup>th</sup> July 2018</b>	Delivering City Centre Capital Projects		
	Scrutiny Work Programmes – 2018-19	To consider the work programme for the year, including suggestions from the All Scrutiny Members meeting on 18 <sup>th</sup> June	Adrian West
<b>5<sup>th</sup> September 2018</b>	Meeting rearranged for 26 <sup>th</sup> September 2018		
<b>26<sup>th</sup> September 2018</b>	Modernising Domestic Violence Abuse Services and Sexual Violence and Abuse Services	Last municipal year, Scrucro received a report on the Domestic Violence and Abuse Strategy. This will provide information about the commissioning process to support the strategy	Liz Gaulton Cllr AS Khan
	West Midlands Combined Authority	An update from the Board meetings on 20 <sup>th</sup> July and 14 <sup>th</sup> September and O&S from 4 <sup>th</sup> September	Cllr Duggins Cllr T Khan
<b>10<sup>th</sup> October 2018</b>	Council Performance Report 2017/18	To consider the Council's end of year performance report. Possibly to look at performance from a gender equality aspect.	Si Chun Lam Cllr Duggins
	City of Culture 2021	To scrutinise the developing plans for City of Culture including seeking assurance that there is sufficient capacity to deliver the programme and that other areas of the Council will not be overshadowed as a result. Also to look at governance arrangements.	David Cockcroft/ David Nuttall
<b>14<sup>th</sup> November 2018</b>	Private Sector Housing Enforcement Policy 2018	To scrutinise the report which went to Cabinet in October on Private Sector Enforcement Policy.	Davina Blackburn
<b>12<sup>th</sup> December 2018</b>	Homelessness and Housing Strategy Consultation	Following a meeting on 24 <sup>th</sup> January 2018, Scrucro requested a further item on this subject. To include contribution from service	Mark Andrews Cllr Ruane

Date	Title	Detail	Cabinet Member/ Lead Officer
		users. To be included as part of the consultation on the strategy.	
	Taxi Licensing Matters	To discuss elements of the Taxi Licensing Matters report which went to Cabinet on 27/11/18, particularly the proposal to consult on a move away from age based vehicle licensing restrictions to a requirement based on emissions in support of Local Air Quality Management requirements	Andrew Walster
	West Midlands Combined Authority	An update on the Overview and Scrutiny business of the WMCA	Cllr Duggins Cllr T Khan
<b>23<sup>rd</sup> January 2019</b>	Coventry Tourism Strategy	At their meeting on the 27 <sup>th</sup> November Cabinet approved a tourism strategy and destination management plan – Coventry Tourism Strategy 2019-2023. Scruco will be able to consider further any actions or details developed since then.	Claire Mitchell David Nuttall Cllr O’Boyle
	WMCA Productivity and Skills Strategy	The Leader is the portfolio holder for this piece of work across the West Midlands Combined Authority and it cuts across the remits of SB2 and SB3. Members of these Boards to be invited when this item is considered	Cllr Duggins Cllr Maton Cllr O’Boyle Dr. Julie Nugent -WMCA
<b>6<sup>th</sup> February 2019</b>	Selective Licensing - consultation	Consultation for the proposed scheme was approved by Cabinet on 8 <sup>th</sup> January 2019. This is an opportunity for Members to contribute to the consultation before a decision on the final scheme is made.	Cllr AS Khan Cllr Ruane Adrian Chownes
	Additional Licensing - consultation	Consultation for the proposed scheme was approved by Cabinet on 8th January 2019. This is an opportunity for Members to contribute to the consultation before a decision on the final scheme is made.	Cllr AS Khan Cllr Ruane Adrian Chownes
	Draft Hate Crime Strategy	The strategy will be in draft form for Members to contribute to the consultation	Cllr AS Khan Craig Hickin
	Report back on attendance at the 29 <sup>th</sup> General Assembly of International	A report back on the visit by Cllrs P Akhtar, A Khan and J Mutton on 27 <sup>th</sup> October – 2 <sup>nd</sup> November 2018	Cllr P Akhtar Cllr AS Khan Cllr J Mutton

<b>Date</b>	<b>Title</b>	<b>Detail</b>	<b>Cabinet Member/ Lead Officer</b>
	Association of Peace Messenger Cities (IAPMC) 'International Forum of People's Diplomacy' in Volgograd		
<b>27<sup>th</sup> February 2019</b>	West Midlands Combined Authority	An update from the Board meetings on 11 <sup>th</sup> January and 8 <sup>th</sup> February and O&S from 25 <sup>th</sup> February	Cllr Duggins Cllr T Khan
	City of Culture 2021	Chenine Bhathena has been invited to attend the meeting and will provide a particular focus on how communities will be engaged as plans for 2021 are drawn up.	Cllr Duggins David Nuttall
	Overseas Conference Reports	A report covering feedback from several overseas conferences	Adrian West
<b>3<sup>rd</sup> April 2019</b>	West Midlands Combined Authority	An update from the Board meeting on 8 March	Cllr Duggins
	Modernising Domestic Violence Abuse Services and Sexual Violence and Abuse Services	Following on from their meeting on 26 <sup>th</sup> September, the Committee requested a further update on progress, including information on waiting times for counselling services	Liz Gaulton Paul Hargrave Cllr AS Khan
<b>17<sup>th</sup> April 2019</b>	St. Michael's PSPO	To consider the final cabinet report before a decision is made	Craig Hickin Cllr AS Khan
<b>2018/19</b>			
	Prevent Strategy (2019/20)	To receive an update on the Prevent Strategy and duties associated with it.	Chief Superintendent Danny Long Geoff Thomas
	West Midlands Combined Authority Renewal Plan (2019/20)	SCRUCO will invite WMCA Mayor, Andy Street, to discuss his renewal plan.	

Date	Title	Detail	Cabinet Member/ Lead Officer
	Emergency Planning and Resilience	Following the item in October 2017, SCRUCO requested that an item on Emergency Planning and Resilience is brought to the Board annual to enable them to review the arrangements in the city to minimise risks, respond to emergencies, ensure effective communication and provide reassurance.	Michael Enderby Cllr Duggins
	Friargate Development Progress Update	Referred by SB1 to SCRUCO on 18 <sup>th</sup> April 2018. To look at the whole development, including the Station Master Plan and the progress of Friargate 2 to include financial information.	David Cockcroft
	Community Safety Partnership Action Plan	To look in detail at the action plan for the Community Safety Partnership	Craig Hickin Cllr AS Khan
	West Midlands Police Transformation Programme update	An update on progress on local policing.	Cllr AS Khan Craig Hickin
	Outside Bodies Report		
	Knife Crime and Gang Culture	To look in more detail about how a whole system public health approach can reduce knife crime and gang culture – also to include the work of the police panels in schools	Liz Gaulton Cllr Caan
	FGM (2019/20)		
<b>2019-20</b>	Housing and Homelessness Strategy – 6 months progress report (September)	At their meeting on 12 <sup>th</sup> December, Members requested a progress report on the strategy 6 months from being implemented	Cllr Ruane

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