

**Coventry City Council**  
**Minutes of the Meeting of Business, Economy and Enterprise Scrutiny Board (3)**  
**held at 2.00 pm on Wednesday, 24 July 2019**

Present:

Members: Councillor J McNicholas (Chair)  
Councillor J Birdi  
Councillor T Jandu  
Councillor C Miks  
Councillor E Ruane  
Councillor B Singh

Other Members: Councillor R Singh (Scrutiny Co-ordination Committee)  
Councillor J O'Boyle (Cabinet Member for Jobs and Regeneration)

Employees (by Directorate):

Place V Birchall, G Holmes, M Salmon, A Williams, B Yorke

Apologies: Councillor A Lucas  
Councillor A Andrews  
Councillor G Lloyd  
Councillor G Ridley  
Councillor K Sandhu

## **Public Business**

### **9. Declarations of Interest**

There were no disclosable pecuniary interests.

### **10. Minutes**

The minutes of the meeting held on 24<sup>th</sup> June 2019 were agreed and signed as a true record.

Further to Minute 3 headed 'Tree Wardens', the Board noted that following the Board's aspiration to plant a tree for every person in the City, the Chair of the Board had met with representatives from Severn Trent Water and a City Council Tree Officer, with involvement of the Woodlands Trust, to discuss further tree planting in the city, for which there had been a positive and supportive response.

Further to Minute 5 headed 'Air Quality Action Plan' the Board noted that dialogue was continuing between the Council and JAQU and a Ministerial response would probably be received towards the end of August 2019, ahead of the next Scrutiny Board 3 meeting in September.

## 11. **Tourism Strategy - Update on Progress**

The Business, Economy and Enterprise Scrutiny Board (3) received a Briefing Note of the Deputy Chief Executive (Place) that provided an update on the progress of the Tourism Strategy 2019-2023, further to the presentation to Scrutiny Co-ordination Committee on 23<sup>rd</sup> January 2019 (their minute 40/19 referred). The Note set out the priorities of the Tourism strategy and the timelines for delivery. Members of Scrutiny Co-ordination Committee were invited to attend the meeting for consideration of this matter.

Coventry had a unique opportunity to change perceptions of the city and increase both visitor numbers and expenditure to develop the visitor economy contribution to the overall economy of the city. A tourism strategy was approved by Cabinet on 27th November 2018 (their minute 76/19 referred) with a roadmap of strategic actions to ensure the city maximised all opportunities available to develop a sustainable offer over the next 5 years. A Destination Partnership of public and private partners would deliver the strategy.

The Action Plan Priorities for the Tourism Strategy 2019-2023 for year 1 focussed on 4 key areas:

- Employ Destination Partnership Manager – employed 14<sup>th</sup> January 2019.
- Establish Destination Partnership Board with clear governance - The Destination Partnership had been established and met bi-monthly. Two meetings had been held to date and further meetings were scheduled for September and November 2019.
- Agree roles and responsibilities of partner organisations - Working Groups met monthly. The first Working Groups met in June 2019.
- Confirm projects for year one and potential funding sources - Projects for year one included: Accommodation Audit funded by City of Culture Trust – July 2019; Business events strategy funded by City Council – September 2019; Visitor Welcome training funded by Cultural Destinations fund (managed by City of Culture Trust) – to commence September 2019.

Updates were provided on the following:

### Product

- Development of packages for key product themes identified (Year 1-3) -The Product and Promotions working group would develop 9 identified product packages. This was an on-going work stream.
- Commission the Accommodation Audit to inform developments (Year 1) - The Accommodation Audit report had been completed and actions to progress recommendations identified. Accommodation Audit report was presented to Destination Partnership on 4<sup>th</sup> July 2019.

### Place

- Build on the Great Places programme to develop Welcome Training and skills and capacity of tourism businesses (Year 1-3) - Visitor welcome training was being developed with Visit England accreditation to be delivered to 600 relevant participants. To commence September 2019.

- Develop visitor information strategies including information in high footfall areas (Year 1-3) - Delivered by the City Council Infrastructure department and informed by the Destination Management working group, a Digital Smart Hub project was progressing to develop the visitor information provision across the city in key areas. July - December 2019.

#### Positioning

- Develop key messages and images to use when positioning Coventry to visitors (Year 1-2) - The Product and Promotions working group was developing promotions across the city. An ongoing project but the working group would meet in August 2019.
- Develop ambassadorial initiatives with residents, students and businesses (Year 1-5) - The Destination Management working group (in conjunction with ENV and the Visitor Welcome training delivery team) was responsible for developing and implementing initiatives. An ongoing project but the working group would next meet in July 2019. Visitor Welcome training would commence September 2019.

The Board questioned officers and received responses, and discussed the following issues:

- The Destination Management Partnership – comprises key people from many organisations across the wider region to ensure that as many aspects of the economic wellbeing of the City as possible are covered. It would continue to expand over time, with primary responsibility for the Partnership transferring to the private sector. Coventry City Council would continue to play a key role through continued representation.
- The importance of connecting with Warwickshire, Birmingham and the West Midlands – Coventry should be integral to their work and not operate in isolation.
- Recognising the City Council's role in Tourism in the City, in addition to that of the private sector.
- Selling the Tourism offer – ensure that the Strategy includes marketing the City's offers/ attractions/merits through as many media options as possible/the digital smart hub, including the provision of a 'What's on in Coventry' app.
- Funding available from Public Realm to support the implementation of media and digital provision by 2021.
- Promoting the outdoor cinema experience at the Cathedral Ruins.
- The night time economy - managing and promoting the night time economy to maximise offers and visitor spending
- Accommodation offers – work with universities, as well as hotel providers.
- The provision of a City Centre Music Venue/ Conferencing facility as in other towns and cities – potential to attract many visitors and businesses. To be further progressed once City of Culture events programme has been released.
- Key Performance Targets – aspirations to improve an already increasing footfall, the length of time visitors stay overnight in the City, increase visitor spending and improve perceptions of Coventry as a city and provide awareness of offers and attractions.
- Capital programme – includes projects for which funding bids will be explored/made.

- External promotion of the City – outside the region/nationally/globally – via trade shows, liaising with the WMCA, promotion of the UK overseas, software for selling tickets, data collection, progressing a calendar of events.

The Board noted the progress being made on the Tourism Strategy and requested that they be provided with a copy of the Tourism Strategy document, that included the details of the Key Performance Indicators. They also requested further information on the work being undertaken externally on the promotion of the city and agreed that a further progress report be submitted to the Board in 6 months-time.

**RESOLVED that the Business, Economy and Enterprise Scrutiny Board (3) notes the update on the progress of the Tourism Strategy and request that a further progress report be submitted to the Board in 6 months-time.**

**12. Marche International Des Professionals De L'Immobilier (MIPIM) 2018/2019 - Report back on Attendance and Outcomes**

The Business, Economy and Enterprise Scrutiny Board (3) received a report of the Deputy Chief Executive (Place) that provided details of the Council's attendance at Marche International Des Professionals De L'Immobilier (MIPIM) 2019 and the outcomes of MIPIM 2018, by Coventry and Warwickshire MIPIM partnership.

MIPIM was the leading global forum for real estate professionals and took place annually in March and covered an exhibition, conference programme and sector awards. Industry and government leaders gathered to launch development initiatives and to discuss the current themes and issues of the property sector. It was the largest annual gathering of international property leaders and attracted international industry decision makers: professionals and employers from the property and construction sector, including property developers, investors, funders, end user and intermediaries. There was no cost to the City Council for their attendance at the event.

MIPIM 2019 drew 26,800 top property players with representations from 100 countries - including 6,380 investors, 3,800 CEOs and chairs alongside 3,800 exhibiting companies, 130+ conferences and 480 keynotes and speakers. The primary objective of the Coventry and Warwickshire presence was to attract and encourage investment into the area, raise the area's profile and attract new investment as part of an overall strategy to create and sustain jobs in the region. A total of 131 meetings took place over four days with senior representatives from key property companies, developers, intermediaries and end users within the property sector. All contacts made at MIPIM 2019 continued to be followed up. A number of follow-up actions had already taken place, including meetings with major property development companies, funders and intermediaries. Other clients had received specific/tailored business case data, attended specific site visits, received generic information, and/or had been added to relevant contact databases.

Discussions and announcements included:

- Announcement that Coventry was to be the national centre for Homes England.
- Announcement by The Wigley Group to transform the Sandy Lane industrial estate.
- Announcement that the Charterhouse was to open a fine-dining restaurant by one of the UK's best-known chefs, Glynn Purnell.
- The new 10-year masterplan for the Leamington Creative Quarter was showcased by Complex Development Projects.
- The plans to transform the centre of Nuneaton were showcased.
- The transformation of Cathedral Lanes was highlighted.
- Announcement by Complex Development Projects of the £120m deal to create a new boutique hotel at the former Telegraph HQ.
- Economic impact survey revealing the economic impact of Coventry University and University of Warwick on the city.
- The Rainier Developments plans to transform the former Elliott's site on Gulson Road were showcased.
- MCS Group showcased the plans for their new £2.5m Midlands Headquarters, currently under construction in Warwick.
- Regents Affordable launched their plans for Godiva Gate, the student and mixed-use development as well as building a modular factory in Coventry by 2023. It is also collaborating with Agile Ageing Alliance to build the UK's first 'Neighbourhoods of the Future' multi-generational communities.

Progress made since MIPIM 2018:

- Following further discussions at MIPIM 2018, the Friargate Joint Venture had been agreed and was now progressing.
- Discussions continued with Shearer Property Group in the development of Cathedral Lanes which had resulted in the opening of several new restaurants (The Botanist, Bistrot Pierre, Zizzi and MOD Pizza).
- Shearer Property Group were now on site delivering the Upper Precinct redevelopment plans.
- Discussions were continuing with a potential hotel occupier for Friargate.
- Following discussions with Rainier Developments, they had purchased the former Elliotts site on Gulson Road and released their development plans.
- Conversations with Study Inn had resulted in them planning to redevelop the Vintage House site at the Canal Basin into student accommodation.
- The plans for Bishop Gate East had been announced by Barberry.
- The plans for Abbots Lane had been announced by Complex Development Projects.
- The Wigley Group were a first time MIPIM partner in 2018, ongoing discussions since then resulted in them developing plans 'Daimler Wharf', the Sandy Lane industrial estate, announced at MIPIM 2019.
- Following a meeting with Code, acquisitions of Gala Bingo site and outline plans for Phase 2 had been developed.

It was proposed that Coventry City Council attended MIPIM 2020, with the continued aspiration of zero costs to Coventry City Council. There were already several MIPIM 2019 partners committed to MIPIM 2020 and some new partners interested in joining the partnership.

Following the three-year commitment from DIT of £125k per annum towards the facilitation of a “Midlands Pavilion at MIPIM” from 2017 – 2019, DIT would be looking to continue its support into MIPIM 2020. Coventry and Warwickshire would therefore join other destination partners, LEP’s, Local Authorities and commercial partners from across the region as part of the Midlands UK team, with an ambition to generate growth through collaboration. A meeting and events programme would be co-ordinated. It was envisaged that Coventry UK City of Culture 2021 continued to be a particular focus for Coventry and Warwickshire’s presence at MIPIM 2020.

Members questioned officers and discussed the following issues:

- The progress on the outcomes of both year’s events
- Officer and Elected Member attendance
- The itinerary and location of the 2019 events
- The creation of opportunities with investors
- The delivery of projects that came from attendance at the events
- Attendance at future MIPIM events

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

- 1) Endorses the report and confirms its support of how Coventry City Council delivers MIPIM and the benefit it brings to the City.**
- 2) Supports the recommendation that Coventry City Council attends MIPIM 2020, with the continued aspiration of zero costs to Coventry City Council.**

**13. Report Back on China Inward Investment Mission - October 2018**

The Business, Economy and Enterprise Scrutiny Board (3) received a report of the Deputy Chief Executive that provided details of attendance at the Inward Investment Mission Coventry City Council led to China, alongside the Coventry and Warwickshire Growth Hub, Coventry University and the Department for International Trade.

The Council had played and would continue to play a significant role in attracting Foreign Direct Investment (FDI) to Coventry and its surrounding economy. Working with the Universities, Growth Hubs and local businesses Coventry was able to offer a coherent and attractive investment proposition to potential investors.

It has been accepted that FDI often came as a result of existing trade links and the investment in relationships, particularly with Chinese companies, and was why one of the focuses of this visit was to promote not only the investment opportunities but also the key capabilities of local companies and support organisations to start the dialogue for investment success.

In October 2018, Coventry City Council, alongside delivery partners Coventry University and Coventry and Warwickshire Growth Hub, and with support from Coventry and Warwickshire Chamber of Commerce and local businesses, led a mission to China to promote Coventry and the wider region as a key investment destination, strengthen links with existing strategic partners and create a platform for b2b activity.

The report set out details of the delegation, the itinerary and the costs associated with attendance (approved by Cabinet Member for Jobs and Regeneration, his minute 6/18 referred), together with the direct and subsequent benefits of attending the event.

The visit was undertaken as an initial market exploration opportunity, to follow up on key discussions with existing contacts and to develop new links with previously unknown organisations. It was proposed that future activity be more focused on developing specific opportunities that existed around supply chain management, battery development, bilateral trade, infrastructure and capital investment projects, not only with China but also others key markets such as India, UAE, Germany and Sweden. Work had begun to develop detailed market engagement propositions across these areas and would be submitted to the Cabinet in due course.

Members questioned officers and discussed the following issues:

- Attendance of the delegation – purpose, focus and outcomes
- The creation of opportunities with investors
- Hospitality offered to visiting Chinese delegation
- Attendance at future China Inward Investment Missions

**RESOLVED that the Business, Economy and Enterprise Scrutiny Board (3) endorses the report and confirms its continued support of the work being undertaken by the Economic Development Service to enhance Coventry's international profile, secure Foreign Direct Investment (FDI) and support to local companies to access new markets.**

#### 14. **Canal Update**

The Chair of the Business, Economy and Enterprise Scrutiny Board (3) requested that this matter be kept on the Board's agenda.

**RESOLVED that Canal Update be further added to the Business, Economy and Enterprise Scrutiny Board (3) Work Programme.**

#### 15. **Outstanding Issues**

There were no outstanding issues.

#### 16. **Work Programme 2019/2020**

The Business, Economy and Enterprise Scrutiny Board (3) considered the Work Programme for the Municipal Year 2019/2020, the visits proposed and matters for consideration at future meetings of the Board.

The Scrutiny Co-ordinator provided an update on matters that had been identified at the meeting of the Board on 26<sup>th</sup> June 2019 which fell outside of the remit of the Business, Economy and Enterprise Scrutiny Board (3) and had been agreed by the Chairs of the Finance and Corporate Services Scrutiny Board (1), the Business, Economy and Enterprise Scrutiny Board (3) and the Communities and Neighbourhoods Scrutiny Board (4) as follows:

- Business Rates – to be referred to Scrutiny Board 1 - this was already a standing item on their Work Programme.
- The Preston Model for procuring local services and local goods to support the local economy – the Procurement Strategy had already been to Scrutiny Board 1 with the recommendation that the strategy be refreshed and updated.
- Coventry Council - a real living wage employer – to be referred to Scrutiny Board 1.
- Community Infrastructure Levy (CIL)/Section 106 monies – there was currently a Members Working Group considering Community Infrastructure Levy and how it related to Section 106 contributions - The Government would be confirming new guidance on this imminently and once this had been issued and considered further in terms of its implications for Coventry, a further update would be provided.
- Friargate Progress – to be referred to Scrutiny Co-ordination Committee

**RESOLVED that the Business, Economy and Enterprise Scrutiny Board (3) notes the Board's Work Programme for 2019/2020 and the matters that were being progressed at other Scrutiny meetings and agreed that the following be added to the Work Programme for consideration at the 4<sup>th</sup> September 2019 meeting of the Board:**

- Local Enterprise Partnership – Update
- CIL Levy/106 Monies
- The Preston Model

17. **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 4.00 pm)