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

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#### **Time and Date**

10.00 am on Wednesday, 11th January 2023

#### **Place**

Diamond Rooms 1 and 2 - Council House

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#### **Public Business**

1. **Apologies and Substitutions**
2. **Declarations of Interest**
3. **Minutes** (Pages 3 - 6)
  - (a) To agree the Minutes of the meeting held on 30<sup>th</sup> November 2022
  - (b) Matters arising
4. **Tourism Strategy and Destination Coventry - Progress Report**  
(Pages 7 - 12)

Briefing Note of the Director of Business, Investment and Culture
5. **School Bus Services** (Pages 13 - 16)

Briefing Note of the Director of Transportation and Highways
6. **Electric Vehicle Charging Network** (Pages 17 - 46)

Briefing Note of the Director of Transportation and Highways
7. **Work Programme 2022/23** (Pages 47 - 50)

Report of the Scrutiny Co-ordinator
8. **Any other items of public business which the Chair decides to take as matters of urgency because of the special circumstances involved**

#### **Private Business**

Nil

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Julie Newman, Chief Legal Officer, Council House, Coventry

Tuesday, 3 January 2023

Note: The person to contact about the agenda and documents for this meeting is Michelle Salmon, Governance Services, Email: michelle.salmon@coventry.gov.uk

**Membership of the Board:**

Councillors A Hopkins, T Jandu, A Jobbar, R Lancaster, A Masih, R Simpson, B Singh, R Singh (Chair), A Tucker

**Invited Members:**

Councillor J O'Boyle - Cabinet Member for Jobs, Regeneration and Climate Change

Councillor P Hetheron - Cabinet Member for City Services

Councillor G Lloyd - Deputy Cabinet Member for City Services

Councillor K Sandhu - Cabinet Member for Education and Skills

Councillor J Innes – Chair of Education and Children's Services Scrutiny Board (2)

Councillor L Bigham – City Council Representative on West Midlands Combined Authority Transport Delivery Committee

Councillor P Akhtar – City Council Representative on West Midlands Combined Authority Transport Delivery Committee

**Public Access**

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**Michelle Salmon**

**Governance Services**

**Email: michelle.salmon@coventry.gov.uk**

**Coventry City Council**  
**Minutes of the Meeting of Business, Economy and Enterprise Scrutiny Board (3)**  
**held at 10.00 am on Wednesday, 30 November 2022**

Present:

Members:                   Councillor R Singh (Chair)  
                                  Councillor A Hopkins  
                                  Councillor T Jandu  
                                  Councillor A Jobbar  
                                  Councillor R Lancaster  
                                  Councillor R Simpson  
                                  Councillor B Singh  
                                  Councillor A Tucker

Other Members:           Councillor G Hayre (Deputy Cabinet Member for Public Health and Sport)  
                                  Councillor P Hetherton (Cabinet Member for City Services)  
                                  Councillor K Caan (Cabinet Member for Public Health and Sport)

Employees:

Environmental  
Protection:                N Chaplin

Law and Governance:    V Castree, C Sinclair

Transportation and  
Highways:                 G Raleigh, J Seddon

Apologies:                Councillor G Lloyd (Deputy Cabinet Member for City Services)

## **Public Business**

### **12.     Declarations of Interest**

Councillor Bigham was in attendance and declared an interest in the substantive item as she was the Chair of the WMCA Transport Delivery Committee Members Engagement Group for Air Quality, Congestion & Environmental Impact.

### **13.     Minutes**

The Minutes of the meeting held on 12 October 2022 were signed as a true record with the following additions:

Minute 8 – Bus Update:

The Chair asked that the minutes be amended to say that officers from neighbouring authorities worked together to streamline the current processes to improve the student experience in respect of bus passes.

Minute 9 - City Regional Sustainable Transport Settlement:

The Chair asked that the minutes be amended to suggest that Members have a proactive role in projects and that they are consulted at the first stage.

**Matter Arising:**

Minute 8 – Bus Update:

Reassurance was given that the Board would receive an update on the proposed school bus route withdrawal in due course.

**14. Coventry Local Air Quality Action Plan**

The Board considered a briefing note and received a presentation which provided an update on the Coventry Local Air Quality Action Plan (CLAQAP).

The Board had previously been briefed on the CLAQAP, most recently in March 2020. The briefing note provided an update on progress with the implementation of the CLAQAP approved by the Council's Cabinet in December 2020, and as subsequently included by Government in the Environment Act 1995 (Coventry City Council) Air Quality Direction 2021, issued in May 2021. The Direction made it clear that the Council's preferred package of measures, as approved by Cabinet, was to be implemented.

Government had also approved grant funding of £24.5 million for the implementation of the Action Plan. This had been complemented by grant funding secured from the West Midlands Combined Authority towards the Spon End scheme, the Foleshill Transport Package, and towards Liveable Neighbourhoods. The briefing note also summarised the funding sources that had been secured for the CLAQAP package.

The preferred option comprised an engagement programme aimed at reducing the number of local journeys made by car and encouraging alternative, sustainable, modes of travel such as walking, cycling and public transport to be used for these journeys.

The Briefing Note included details on the following:

- Significant investment in a segregated cycle route between Coundon and the city centre providing a high-quality route that will provide an attractive alternative to driving along the Holyhead Road corridor.
- A series of highway improvements aimed at reducing the volume of traffic on Holyhead Road, where NO<sub>2</sub> levels were at their greatest.
- The opening-up of Upper Hill Street onto the ring road at Junction 8 and alternative option.
- A further package of traffic management measures were proposed for Foleshill Road, with the aim of removing extraneous through traffic and reducing traffic flows, congestion, and NO<sub>2</sub> emissions on this route into the city centre from the north.
- The change control request process.

The Board questioned Officers and received responses on a number of matters arising from the presentation including the following:

In respect of the Coundon Cycle way, Members asked that officers investigate the height of dropped kerbs (citing Barker Butts Lane as an example) as the current height seemed to make it difficult to exit driveways.

In response to a Member's question, Officers clarified that Ward Councillors could seek residents suggestions for uses for the salvage brickwork from the site of the former Black Horse public house and they would facilitate discussion between the contractors and residents on that matter.

**RESOLVED that the Board note the content of the report and presentation and recommend that officers:**

- **Ensure continuing engagement with the public to raise awareness of ongoing works and the expected benefits for the City.**
- **Focus on a city-wide campaign to encourage cycling with information on access to engaging with changes, for example, how to source less expensive bicycles**
- **Bring back to this Board, the plans for Upper Hill Street at the consultation stage.**

**The Board also agreed to receive the following:**

- **Information on new Government Nitrogen Dioxide limits as soon as they were available.**
- **Details of bike hire uptake to be included in the item already on the work programme entitled "Local Cycling and Walking Plans."**

**15. Work Programme 2021/2022 and Outstanding Issues**

The Board noted the Work Programme and also noted that the Chair of Scrutiny Co-ordination Committee had agreed that the Board be invited to the Scrutiny Co-ordination Committee meeting when they considered the Climate Change Strategy.

**16. 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 12.20 pm)

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

**Date: 11<sup>th</sup> January 2023**

**Subject: Tourism Strategy and Destination Coventry - Progress Report**

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

- 1.1 To update Members of the Board on progress in establishing Destination Coventry as a sustainable Destination Management Organisation (DMO) for the City. To review and update on activity undertaken by the DMO to promote Coventry as a destination for business and leisure tourism and to provide an overview of progress in delivering the Coventry Tourism Strategy 2019-2023 outcomes.

### **2 Recommendation**

- 2.1 The Business, Economy and Enterprise Scrutiny Board is recommended:
- 1) To note the contents of the presentation and report.

### **3 Destination Coventry**

- 3.1 In July 2021, a collaboration between Coventry City Council and Coventry & Warwickshire Chamber of Commerce was approved by the Cabinet Member for Jobs, Regeneration and Climate Change to deliver a new, pilot Destination Management Organisation (DMO).
- 3.2 A DMO is the umbrella term for arrangements in a place to support co-ordination and collaboration across the tourism sector's many stakeholders.
- 3.3 A two-year DMO proof-of-concept model was proposed and approved on the recommendation of an independent DMO Advisory Board comprising local sector stakeholders and industry specialists.
- 3.4 The Board considered that testing a proof-of-concept model for Coventry, through a period that included UK City of Culture and the Birmingham 2022 Commonwealth Games, would provide the best opportunities to establish the feasibility of such a new approach.
- 3.5 Destination Coventry was formally established in August 2021, as a public/private collaboration between Coventry City Council and the Coventry and Warwickshire Chamber of Commerce, to deliver this proof-of-concept model.
- 3.6 The following principles were established for the model – that Destination Coventry would:
- Lead in the management, development and promotion of Coventry's leisure and business tourism.
  - Continue to operate the Coventry & Warwickshire Convention Bureau.

- Assume responsibility for the provision of visitor information in the city.
  - Provide opportunities for the private sector to engage in a regular tourism dialogue
  - Coordinate delivery of the 2019-2023 Tourism Strategy, with stakeholders contributing to Strategy reviews and future iterations.
  - Not rely solely on Council funding – but will enable the private sector to contribute financially to the DMO’s destination marketing activities, with the aim of amplifying growth of the city’s visitor economy.
  - Deliver activities to include the development of income streams to ensure sustained financial viability.
- 3.7 The management and operations of Destination Coventry are overseen by an Oversight Board, chaired by the Commercial Director of Coventry Building Society Arena. The Board further includes representatives from the Coventry & Warwickshire Chamber of Commerce, Coventry BID, Coventry City of Culture Trust, Coventry City Council, Visit Britain and representatives of several tourism, leisure and hospitality sector businesses.
- 3.8 In December 2021, Destination Coventry successfully launched its membership scheme, which now incorporates the following membership categories: Full Membership, Patron Membership, Food, Drink and Nightlife Membership, Supplier Membership, joint Destination Coventry / Chamber of Commerce Membership; and Basic Membership.
- 3.9 Destination Coventry’s work through the 17 operational months of the pilot period to date, includes:
- Destination marketing and PR campaigns
  - Hosted buyer familiarisation trips (e.g. for tour operators and travel trade buyers)
  - Visiting media and influencer hosting (e.g. travel editors and social media bloggers)
  - Maximising major events opportunities
  - Producing printed collateral (e.g. promotional materials and official visitor guides)
  - Trade show attendance
  - New product development - including digital development of consumer websites
  - Paid search and search engine optimisation (e.g. Google, YouTube and Facebook)
  - Destination Coventry events (e.g. Annual Tourism Conference and networking events)
  - Sector specialist support (delivering and signposting to grants and business support)
  - Coventry and Warwickshire Convention Bureau (business events booking service)
  - Visitor information provision
  - Retail and merchandise
  - Research projects
- 3.10 Across the pilot DMO’s first 17 months of activity, Destination Coventry has:
- Provided circa £300k Community Renewal Fund and Additional Restrictions Grants, alongside business support, to over 60 businesses through a close partnership with the City Council’s Economic Development Service and the Chamber of Commerce.
  - Engaged with major city / hosted events (Coventry UK City of Culture, Birmingham Commonwealth Games 2022 and International Children’s Games 2022) to maximise the opportunities for Coventry’s visitor economy, as well as the enjoyment of visitors.

- Hosted Destination Coventry's inaugural Annual Tourism Conference in September 2022, delivering keynote lectures, panel discussions and workshops, on subjects such as sustainable tourism, recruitment and skills challenges, and Google advertising, to over 100 senior delegates from the sector
- Launched the Official Coventry Visitor Guides for the 2022 and 2023 years
- Hosted ten international group travel buyer and media familiarisation (fam) trips, from nations such as India, Canada, Australia and the Far East.
- Exhibited at trade shows including The Meetings Show (London), Conference and Hospitality Show (Birmingham), Excursions Group Travel Show (London), Group Leisure and Travel Show (Milton Keynes), and IBTM World (Barcelona) where Destination Coventry attended alongside multiple partners and generated event enquiries valued at over £500k for the region.
- Commissioned a package of research including Coventry's STEAM report (tourism economic impact model), Accommodation Audit, Hotel Market Data and Analysis, Attractions Footfall Monitor, Events & Festival Impact Assessment, Visitor Survey, and Visitor Sentiment Report.
- Operated Visitor Information Centres at Coventry Railway Station and Pool Meadow Bus Station, giving advice and guidance to over 15,000 visitors in 2022 alone.
- Attracted 105 member business across the Destination Coventry Membership Scheme, including seven Patron Members: No Ordinary Hospitality Management, Amadeus, Coventry Building Society Arena, Warwickshire County Council, CV Life, Coventry and Warwickshire Reinvestment Trust, and Coventry City of Culture Trust.

3.11 In 2021, Destination Coventry further achieved:

- 318,059 broadcast TV impressions
- 1,924,846 YouTube views
- Broadcast and digital radio reach of 600,879
- 1,054,940 social media accounts reached
- 455,510 website page views

3.12 The organisation's reach in 2022 will be reported and compared, following analysis of year-end performance figures.

#### **4 Coventry Tourism Strategy 2019-2023**

- 4.1 Continued delivery of Coventry's Tourism Strategy 2019-2023 is a core principle and ongoing key priority for the Destination Coventry model.
- 4.2 Progress is measured against planned priorities and actions outlined in the Coventry Tourism Strategy, across the four key themes of: Partnership, Product, Place and Positioning.
- 4.3 Tourism Strategy deliverables are outlined and monitored through delivery of the Destination Coventry Business Plan and regularly reviewed by the Oversight Board.
- 4.4 Sector performance is also monitored and performance-managed through use of the aforementioned annual Scarborough Tourism Economic Activity Monitor (STEAM) data – a tourism economic impact model that reports how many visitors Coventry attracts each year and that quantifies the contribution the sector makes annually to the local economy. Clearly, the COVID-19 pandemic had a significant impact on the UK hospitality and tourism industry in 2020 and 2021. However, of note in the recently published Coventry 2021 STEAM report, Coventry saw accelerated levels of recovery across all metrics, in comparison to the West Midlands Combined Authority area and the Coventry and Warwickshire sub-region, including:

- A 103% increase (8.20m versus 4.03m) in visitor numbers (compared to a WMCA average of 72%)
- A 115% increase (£495.29m versus £230.88m) in economic impact (compared to a WMCA average of 78%)
- A 95% increase (5,367 versus 2,754) in total employment (compared to a WMCA average of 66%)

4.5 Furthermore, overall visitor numbers doubled (returning to levels above the 2018 baseline for the Strategy) overnight visits were stable at 11% (up from an 8% baseline in 2018) and levels of average Day Visitor Spend and Overnight Visitor Spend were at record levels since the Strategy was launched. It can be concluded that commencement of the UK City of Culture year in May 2021 played a significant part in this recovery, but ongoing benefit is anticipated into 2022, with recovery and performance further supported by wider events such as the Birmingham Commonwealth Games 2022.

The growth in accommodation has also been strong in Coventry across this period. The 2021 STEAM report shows that Coventry has 72 serviced and non-serviced establishments (11,880 beds) which is six establishments (1,722 beds) up on the previous year. In addition, the new Indigo Hotel at Friargate is under construction (100 bedrooms), and there are a further eight developments (2,700 beds) at various stages of planning consent.

## **5 Destination Coventry Budget**

5.1 The Destination Coventry Business Plan included a two-year operational budget, which is monitored on a monthly basis by the Coventry City Council and Coventry & Warwickshire Chamber of Commerce teams, alongside the Destination Coventry team. To date, performance against budget is tracking well, and there is a high level of confidence that the two-year financial plan will be delivered to budget.

## **6 The 'de Bois' Review of Destination Management Organisations and Future DMO Landscape**

- 6.1 A review of Destination Management Organisations in England, commissioned by DCMS, and conducted by VisitEngland Advisory Board Chair, Nick de Bois, was published in September 2021. The review examined and assessed how Destination Management Organisations (DMOs) across England are funded and structured, and how they perform their roles, in order to establish whether there may be a more efficient and effective model for supporting English tourism at the regional level, and if so, what that model may be.
- 6.2 The UK Government published its response to the review in July 2022. The response recognised that Destination Management Organisations are a vital part of England's tourism landscape, connecting with local businesses and Government agencies to attract investment and visitors across the regions, boosting the visitor economy. The response stated that, for this to happen, it is necessary to transform the DMO landscape at a local level and address long-running concerns about the structure, funding models and fragmentation of England's DMO landscape.
- 6.3 As a result, the Department for Digital, Culture, Media & Sport (DCMS) has announced that it will provide £4 million over the next three years for VisitEngland to develop and administer a new accreditation scheme. This funding will also be used to create a pilot in one region of the country, giving one top-tier DMO or a group of local DMOs the opportunity and investment to restructure under a new model.
- 6.4 Under the new accreditation scheme, DMOs will be renamed Local Visitor Economy Partnerships (LVEPs). Running alongside this, the pilot of a tiering model in a region of England will run over the next couple of years. It will give one top tier partnership, or a collection of partnerships (known as a Destination Development Partnership), funding and the

opportunity to focus on activities that ensure their destination remains sustainable, competitive and responsive to challenges such as boosting skills, accessibility and levelling up. This pilot will take place in the North East of England and be led by Newcastle Gateshead Initiative (NGI).

- 6.5 The accreditation scheme for LVEPs features a set of core criteria that organisations will be expected to meet in order to be considered for accreditation. At the point of application, LVEPs will be expected to demonstrate their plans for meeting an additional set of development criteria (with the support of VisitEngland) over an agreed time period.
- 6.6 The likely de Bois recommendations were known to the City Council whilst it was going through the process of developing its new DMO operating model. As a result, both the core and development criteria were built into the operating principles of the model, meaning that Destination Coventry will be well-placed to apply for LVEP status at the appropriate time.

## **7 Health Inequalities Impact**

- 7.1 The establishment of Destination Coventry as a proof-of-concept model for a new DMO was anticipated to increase resources for tourism promotion and destination management, thereby creating opportunities to improve service delivery, invest in the City's visitor offer and strengthen the business and leisure tourism economy within the City and its surroundings.
- 7.2 Destination Coventry has successfully secured additional resources to support tourism promotion and destination management, with a current high level of confidence that the two-year financial plan will be delivered to budget. Whilst it should be noted that the model is still in its relative infancy (with early memberships currently going through their first renewal cycle), the projected success of the DMO model will contribute to sustaining and increasing employment in the tourism and hospitality sectors, creating positive opportunities for local people. This will further promote Coventry as a visitor destination and focus for investment, promoting opportunities for sustainable and inclusive growth in the City, thereby contributing to positive health outcomes for local residents.

### **Authors**

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Coventry City Council

## Briefing note

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

**Date: 11 January 2023**

**Subject: School bus services update**

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

- 1.1 This note provides an update on the future of several dedicated school bus services. It follows discussions at a previous meeting of this Board on 12 October 2022.
- 1.2 This note provides an update on the future of both groups of services.

### **2 Recommendations**

- 2.1 The Board are requested to:
  - 1) Note the contents of this report and the expected continuation of the eight services previously considered at risk of withdrawal.
  - 2) Identify any additional recommendations for the appropriate Cabinet Member.

### **3 Background and Information**

- 3.1 While there are a number of dedicated school bus services operating across the city, eight specific routes were identified at the October meeting as being at risk of being withdrawn in the future. These are divided into two groups:
- 3.2 Three routes (numbers 53, 54 and 55) serving West Coventry Academy. These routes are operated by National Express on a commercial basis. At the time of the October Board meeting, National Express had indicated that they were considering withdrawing these services, as part of a wider review of the bus network
- 3.3 Five routes (numbers S40, S46, S48, S49 and S50) serving Bishop Ullathorne. These routes are funded by Coventry City Council. At the time of the October Board meeting, no funding had been allocated to continue these services beyond the end of 2022/23 academic year.

### **4 Wider context – bus services in Coventry**

- 4.1 Most of Coventry's bus network (including most dedicated school bus services) operates on a commercial basis.

- 4.2 Transport for West Midlands (TfWM) has overall statutory responsibility for the city's bus network and works closely with bus operators. In addition, TfWM also directly funds some services, where these are socially important but would not be commercially viable.
- 4.3 Bus patronage has fallen significantly following the Covid-19 pandemic. As of October 2022, they were around 87% of pre-Covid levels.
- 4.4 As well as lower passenger numbers, bus operators are also experiencing rising costs (particularly fuel costs) and driver shortages. The latter is an industry-wide issue which has caused a significant worsening of reliability.
- 4.5 In the context of the above, TfWM has been working with operators to carry out a review of the bus network. This was previously discussed at the October meeting of this Board, where it was recognised that the frequency and/or hours of operation of some services would be reduced, while others may be withdrawn entirely, from January 2023.

## **5 National Express commercially operated routes**

- 5.1 As part of the bus network review referred to above, National Express initially indicated that they intended to withdraw a total of 15 dedicated school bus services across the West Midlands. These services previously operated on a commercial basis (i.e. without any funding from either TfWM or individual local authorities) and included three routes in Coventry. These were the 53, 54 and 55, serving West Coventry Academy.
- 5.2 Both Coventry City Council and TfWM expressed concern about the potential withdrawal of these services. In particular, it was noted that, although alternative routes are available for many of the children who currently rely on these services, these would be unlikely to have sufficient capacity to accommodate this number of additional passengers.
- 5.3 Following further discussions between TfWM and National Express, TfWM have now advised us that National Express have been able to retain these routes. Therefore, the bus network review will not now directly affect any dedicated school bus routes in Coventry.

## **6 Coventry City Council funded routes**

- 6.1 Separately to the above, Coventry City Council has been funding a small number of dedicated school bus services since the beginning of the 2020/21 academic year.
- 6.2 The Council stepped in to support these services when the previous operator, Travel De Courcey, entered administration. Initially a total of 14 routes, serving 6 schools were affected.
- 6.3 In the first year the Council was able to access a grant from the Department for Transport to fund the continuation of all 14 services. However, this is no longer available and in subsequent years the Council has directly funded the highest priority routes, while providing advice on alternative travel options to students affected where services have unfortunately had to be withdrawn to reduce costs.
- 6.4 In the current academic year, the Council is funding a total of 5 dedicated school bus routes (numbers S40, S46, S48, S49 and S50), all of which serve Bishop Ullathorne Catholic School. In addition, the Council also pays a small fee to

National Express to extend service 14 (which is in general use and is not a dedicated school service) to cover Blue Coat Church of England School.

- 6.5 The total cost of providing these services for a full academic year is £327,375. However, this cost will be partly offset by the income received from parents who are required to buy a specific pass to use any of the dedicated services.
- 6.6 It is currently forecast that £101,196 will be received in pass sales by the end of the academic year. This means that the net cost of providing these services is expected to be approximately £225,000.
- 6.7 As part of the Council's budget setting process for 2023/24, £220,000 has now been allocated for the support of school bus services. Subject to final approval of the 2023/24 budget, the risk that these 5 services could all have to be withdrawn at the end of the current academic year will therefore have been mitigated. However, there is still some risk that rising operating costs will have an impact on the precise level of service that can be secured with this budget.
- 6.8 Council officers will now work with colleagues from TfWM and staff at Bishop Ullathorne to make plans and to secure operators to continue to provide current, or similar, services for the 2023/24 academic year.

## **7 Health Inequalities Impact**

- 7.1 Given the continuation of all the routes covered by this report, there are not expected to be any impacts on health inequalities.

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Coventry City Council

## Briefing note

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

**Date: 11 January 2023**

**Subject: Electric Vehicle Charging Network**

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

1.1 To provide an update on the Electric Vehicle Charging Network in Coventry.

### **2 Recommendations**

2.1 The Business, Economy and Enterprise Scrutiny Board is recommended:

- 1) That any comments and questions on the content of the briefing note and appendix be provided.
- 2) That any further recommendations are identified for the appropriate Cabinet Member

### **3 Background and Information**

3.1 Since 2017, the Council has secured £4.6 million in grant funding from the Office for Zero Emission Vehicles (OZEV) under the Electric Vehicle Charging Infrastructure ("EVCI") programme, resulting in a city-wide network of 603 Electric Vehicle Charging Points (EVCP) being installed, with a further 157 becoming operational by January 2023. This will take the total to 760 EVCP capable of charging 1,030 electric vehicles at any one time (some charge points are capable of charging two vehicles at the same time). This represents the largest EVCP network of any UK city outside London.

3.2 The following table summarises the EV charging infrastructure currently in place within the city:

Type	Number	Notes
On-Street Residential Charge Points	528	For public use – aimed at residents without off-street parking
On-Street Rapid Charge Points	39	For public use – in city centre and district centre locations, aimed at commercial users notably taxis and delivery vans

Off-street Charge Points	36	For public use – sited at Salt Lane and Railway Station Car Parks
Workplace charging	44	For private use by Coventry City Council staff and any visitors, funding through the Plug-in Coventry initiative
Ultra-Low Emission Bus Scheme	10	For private use by bus operator – at Bus Depot. Due to be increased as part of All Electric Bus City programme

There is additional charging infrastructure that has been installed privately by businesses, retailers, and residents, and some charge points have also been installed at petrol stations, examples including the recently re-developed petrol station at Butts Road where two EVCP have been installed.

- 3.3 To deliver the ORCS and rapid charge point network, Coventry City Council has entered into three Contracts to provide, install, maintain, and operate EVCP under the EVCI scheme. These Contracts are with separate commercial operators, and a further Contract to cover future expansion of the EVCP network will be awarded in 2023 subject to Cabinet and Council approval. The Council fully intends to make multiple bids for further funding competitions announced by OZEV to build upon the successful programme completed to date, recognising that since the programme started in 2017 EV car ownership within Coventry has increased fourfold (to around 5,200), and this exponential trend can be expected to continue as the Government’s deadline for phasing out sales of new petrol and diesel cars approaches. The first of the Council bids will be to facilitate an additional 450 charge points installed in residential streets where off-street parking is not available.
- 3.4 Currently, there are 1,255 people registered with the two operators of on-street residential charge points. Only people with an address local to the charge points can register, and therefore it is a reasonable assumption that those people who have registered have an electric vehicle and do not have access to private off-street parking with their own charging facility. Therefore, of the 5,200 electric vehicles registered within Coventry, around a quarter are dependent upon the on-street charge points for charging. As this figure increases, it is anticipated that there will be demand to restrict the on-street parking bays with charge points available for EV use only.
- 3.4 At present, such restrictions only apply to a small number of charge points across the city. There are “1 hour, no return within 2 hours” parking restrictions on the 39 rapid charging bays along with a “4 hours, no return within 6 hours” parking restrictions on a further 26 fast charging bays in the city. These restrictions are managed via sensors installed in the majority of the electric vehicle parking & charging bays. The remaining electric vehicle parking and charging bays, predominantly in residential streets, are advisory only to avoid too much pressure being placed upon on-street parking. This means that non-electric vehicles can use the parking bays without penalty. This approach will be kept under review, and a recent decision by the Cabinet Member for City Services has approved the introduction of restrictions at around 100 of the charge points if justified by the stake of electric vehicles in the area and the usage of the charge points.

- 3.5 In addition to the further expansion of the on-street EVCP network, other projects are underway to support the future development of electric vehicle charging infrastructure in Coventry. Funding has been secured for a feasibility study into the potential development of a multi-fuel charging hub, called the CLEAN Hub, which could meet both strategic and local fuelling needs. The outcome of this feasibility study is expected in late 2023. In addition, a feasibility study has been concluded into a wireless charging project, whereby equipment installed within the road surface charges electric vehicles passing over it. This charging on the move concept is being trialled in other countries, and funding opportunities are being sought that would enable a similar trial to be carried out in Coventry.
- 3.6 Electric charging points are also required to be installed in at least 5% of all new car parking within new developments in Coventry, as set out in the Local Plan. This figure is likely to be increased through the Local Plan Review to reflect increased EV ownership in the city, with over 5,000 electric vehicles now registered in the city.
- 3.7 The recently adopted Coventry Transport Strategy fully supports the further expansion of the charge point network as a critical element of the decarbonisation of the transport system within the city. This will meet the objectives of improving air quality within the city, and in doing so will help to tackle health inequalities. The All Electric Bus City and E-Fleet programmes, which have both been reported to previous Scrutiny Board meetings, also form part of the strategy to decarbonise the city's transport system.

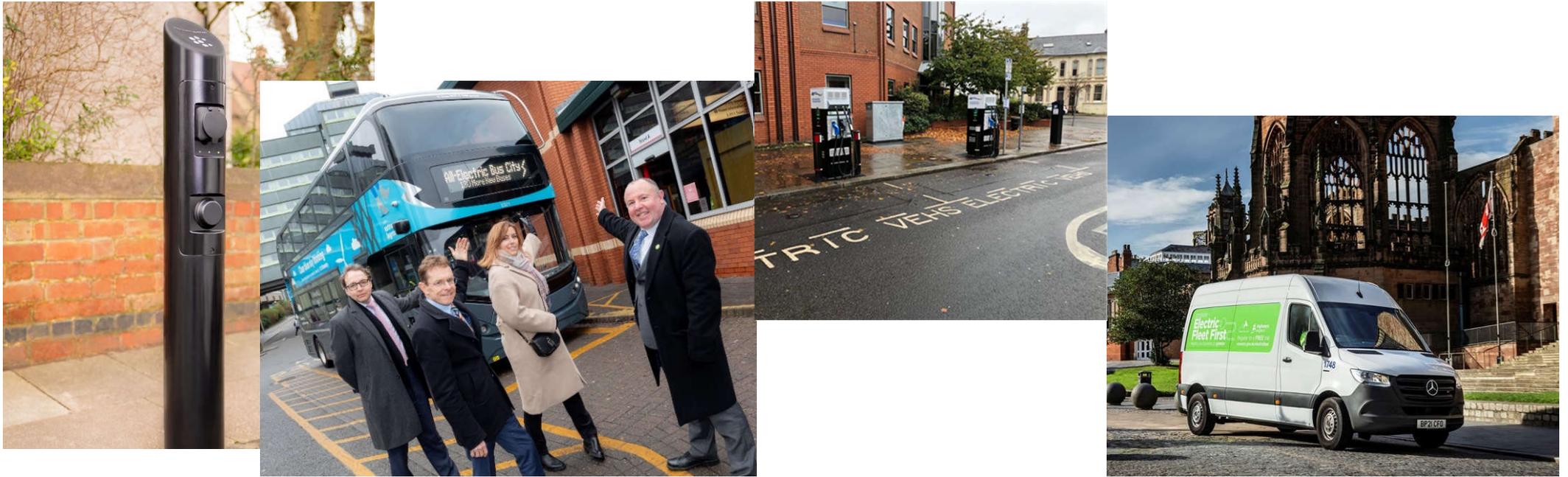
## **Appendix 1 – Coventry – Electric Vehicle Network**

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# Coventry – Electric Vehicle Network

Business, Economy and Enterprise Scrutiny Board – Wednesday 11th January 2023

John Seddon – Head of Transport and Innovation

Shamala Evans-Gadgil - Programme Manager

[John.Seddon@coventry.gov.uk](mailto:John.Seddon@coventry.gov.uk)/[Shamala.Evans-Gadgil@coventry.gov.uk](mailto:Shamala.Evans-Gadgil@coventry.gov.uk)

# Coventry's Transport Strategy

Built around four overarching objectives – informed by existing international, national and regional strategies  
Achieving these requires a significant change to the way we travel:

- Away from car dependency – draft strategy is explicit that in future most people will not need to own a car to access the services they need
- Towards walking, cycling and public transport first
- Main areas of activity:
  - 'Step change' in the city's public transport system (including Very Light Rail)
  - Much better infrastructure for walking and cycling
  - Targeted investment in the road network (i.e. not aimed at simply creating capacity for more cars)
  - Widespread electrification (of public and private transport)
  - Changes to the way we transport freight
  - Encouraging 'behaviour change'

1. Supporting the city's economic recovery and enabling long-term growth

2. Delivering a sustainable, low carbon transport system

3. Ensuring equality of opportunity

4. Maximising health and wellbeing

Approved 6<sup>th</sup> December 2022

# Coventry City Council

- Coventry has one of the most comprehensive EV charging networks outside London. 603 Public Chargers (includes single and dual sockets chargers with a further 157 becoming operational by January 2023. This will take the total to 744 EVCP capable of charging 1,030 electric vehicles at any one time.
- Work Place Charging –44 fast chargers at Council’s properties and Plug-in Coventry project to support charge point provision at business premises
- Ultra Low Emission Buses – Office for Zero Emission Vehicle (OZEV) grant funding of £2.255m for 10 electric buses in partnership with National Express – Launched end of August 2020
- All Electric Bus Town [AEBT] – Coventry secured funding of £50 million to fully electrify the bus fleet in the city and key corridors into Warwickshire – joint project with Warwickshire County Council and major bus companies. 130 double decker electric buses were ordered in January 2022 as first phase of the delivery programme.
- Electric Fleet First project – Coventry has been awarded funding by Highways England for a fleet of electric vans, pool cars and taxis for local businesses to try before they buy electric vehicles for their fleets.
- DynaCoV project – Dynamic Charging of Vehicles, a feasibility study project is underway, completed December 2021

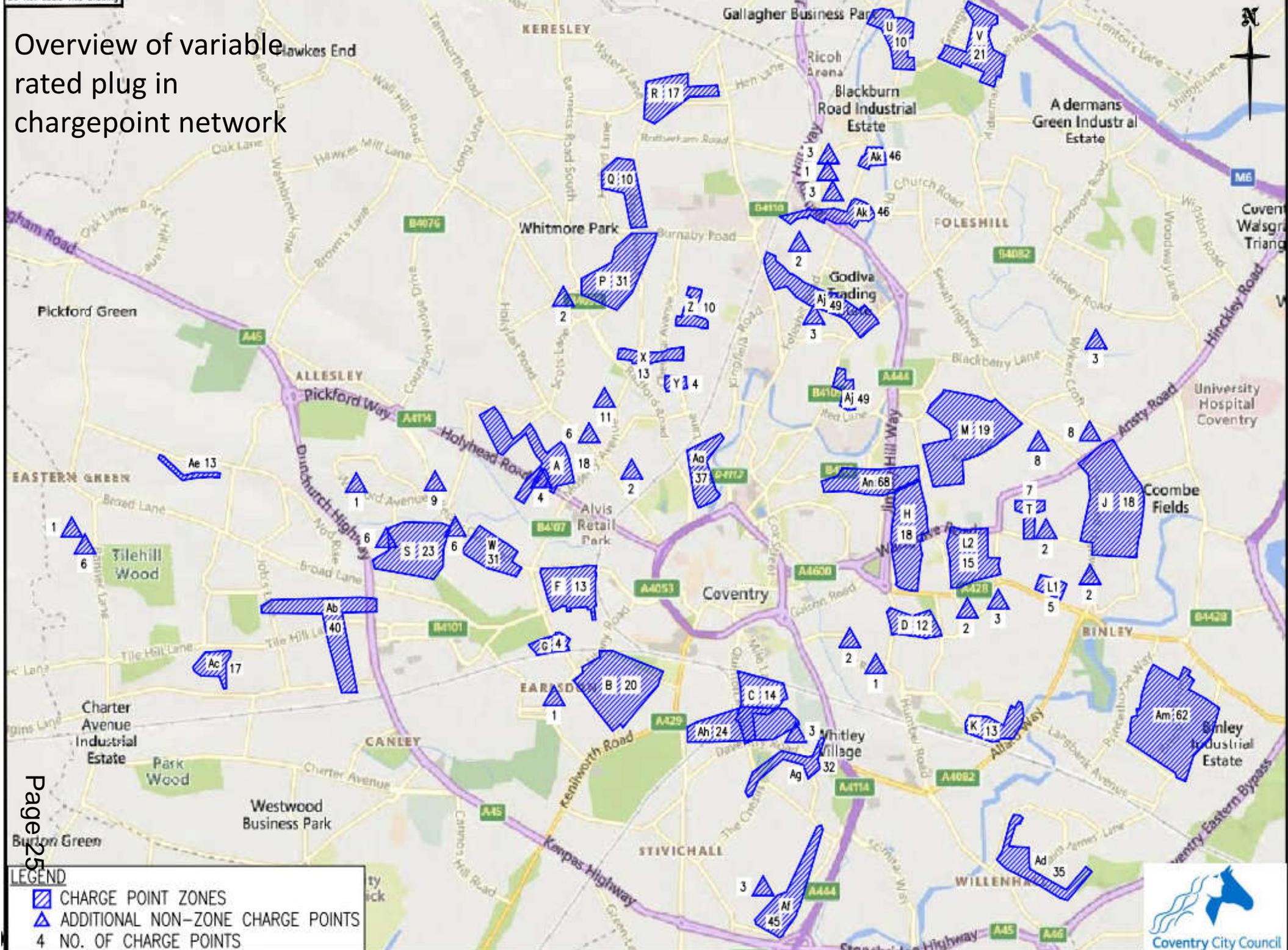
# Developing an EV culture

Page 24

## Central Government Funding

- Private sector investment
- Holistic approach of extending EV charging infrastructure to the wider city
- Access to Charge points in the City of Coventry for Electric Taxi's [Hackney carriages]
- Promote increase use of EV cars through workplace charging, home charging and onstreet charging
- Improve Air Quality
- Future Proofing for Emerging Technology
- Combination of VLR, all electric buses and electric taxi's making a fully electric public transport system in Coventry from 2025

# Overview of variable rated plug in chargepoint network



**LEGEND**

- CHARGE POINT ZONES
- ADDITIONAL NON-ZONE CHARGE POINTS
- 4 NO. OF CHARGE POINTS



# Slow, Standard, Fast and Rapid Charging points

## Rapid Charging

ULEV Taxi Infrastructure Project Siemen/ESB



## Slow & Fast Charging

Onstreet Residential Charging Scheme

Char.gy & Connected Kerb Ltd

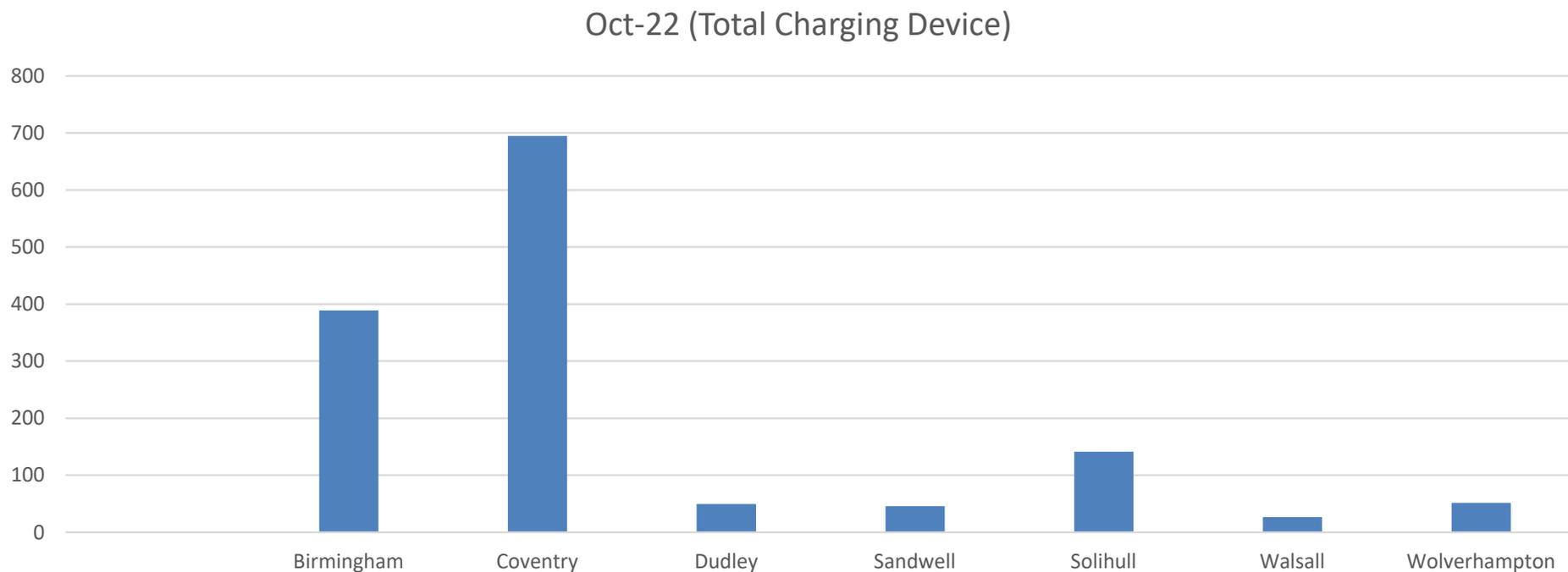


## Slow & Fast Charging

Workplace Charging Scheme



# Dft Official Statistics: Electric vehicle charging device statistics: October 2022



Source: veh0131 - <https://www.gov.uk/government/statistics/electric-vehicle-charging-device-statistics-january-2022/electric-vehicle-charging-device-statistics-january-2022#:~:text=in%20April%202022,-,Headline%20figures,available%2C%205%2C156%20were%20rapid%20chargers>

# Background

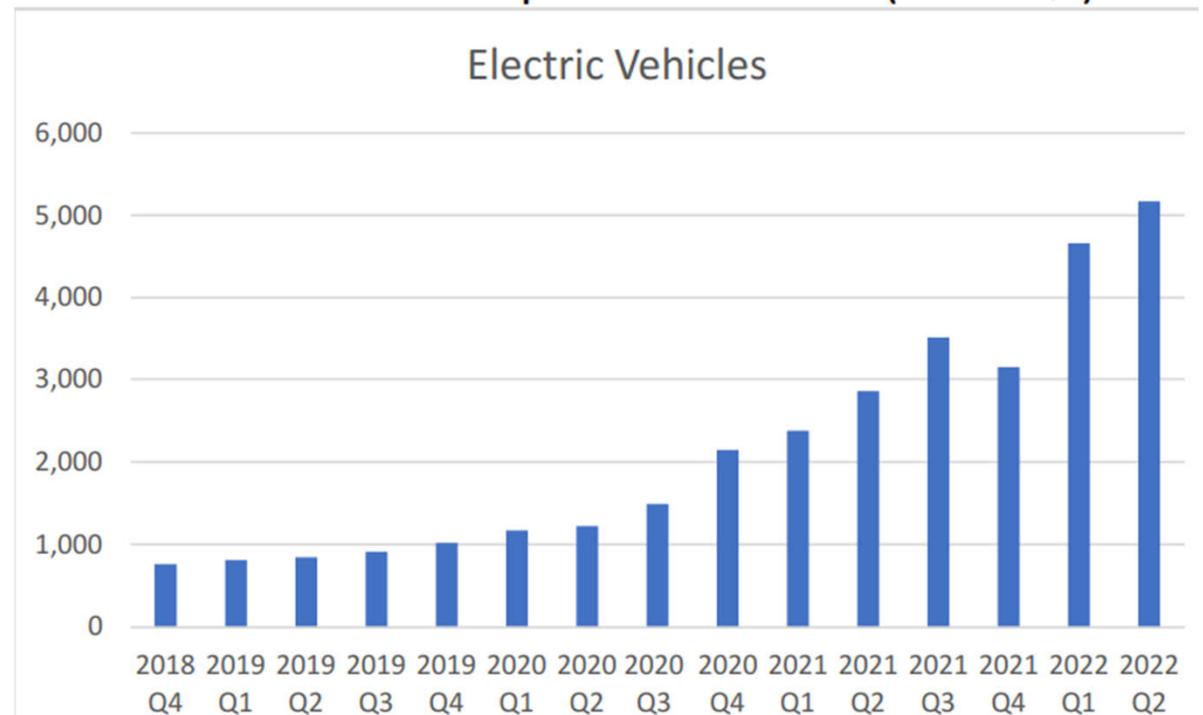
- The first chargers were installed in September 2018
- In Coventry, there are:
  - 39x 50 kW chargers delivered by ESB
  - 373x slow-fast chargers delivered by Charg.y
  - 155x standard-fast chargers delivered by Connected Kerb Ltd
  - 36x standard-fast chargers delivered by EO Charging in two multi storey car parks
  - 44x standard-fast chargers delivered by EO Charging at CCC assets
- These chargers have been delivered using Office for Zero Emission Vehicle funding, chargepoint operator investment and CCC investment
- 1,004 EV owners are registered with Char.gy and 251 are registered with Connected Kerb, and are therefore reliant upon the on-street chargepoints for routine charging needs. This represents around a quarter of the 5,200 EVs registered in the city

# Number of electric vehicles in Coventry

- This graph shows the increase in the number of electric vehicles registered in Coventry since Q4 2018.

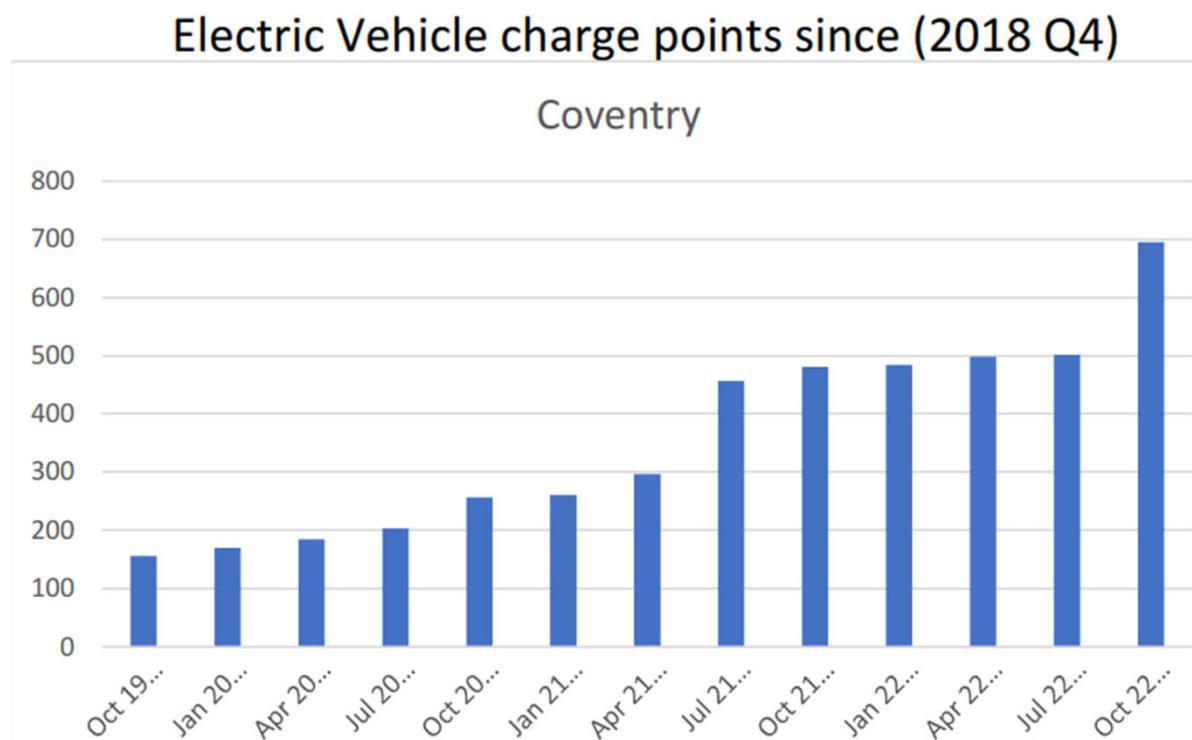
- The increase is significant, with 4,000 more electric vehicles registered in Q2 2022 than in Q4 2018
- There is a dip in 2021 Q4, but this promptly recovers in 2022 Q1

Electric Vehicle uptake data since (2018 Q4)



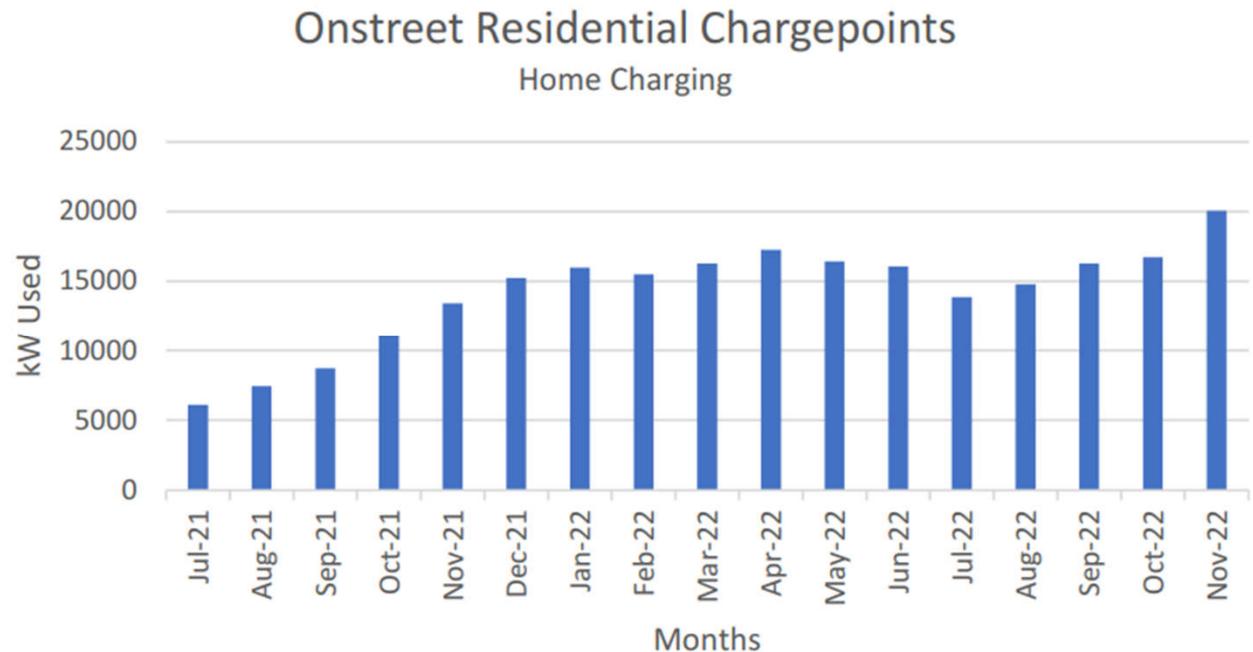
# Number of charging devices in Coventry

- This graph shows the number of charging devices in Coventry between October 2019 and October 2022
- Large increases can be seen in July 2021 and October 2022 where large scale charger installations were completed



# Residential charger usage graph

- This graph shows the usage of the residential chargers between July 2021 and November 2022
- There has been a significant increase in charger usage, with 15,000 kWh more used in November 2022 than July 2021
- There were less charging sessions in July 2022 but this is likely because of price increase and part upgrades to the chargers



# Charger zoning

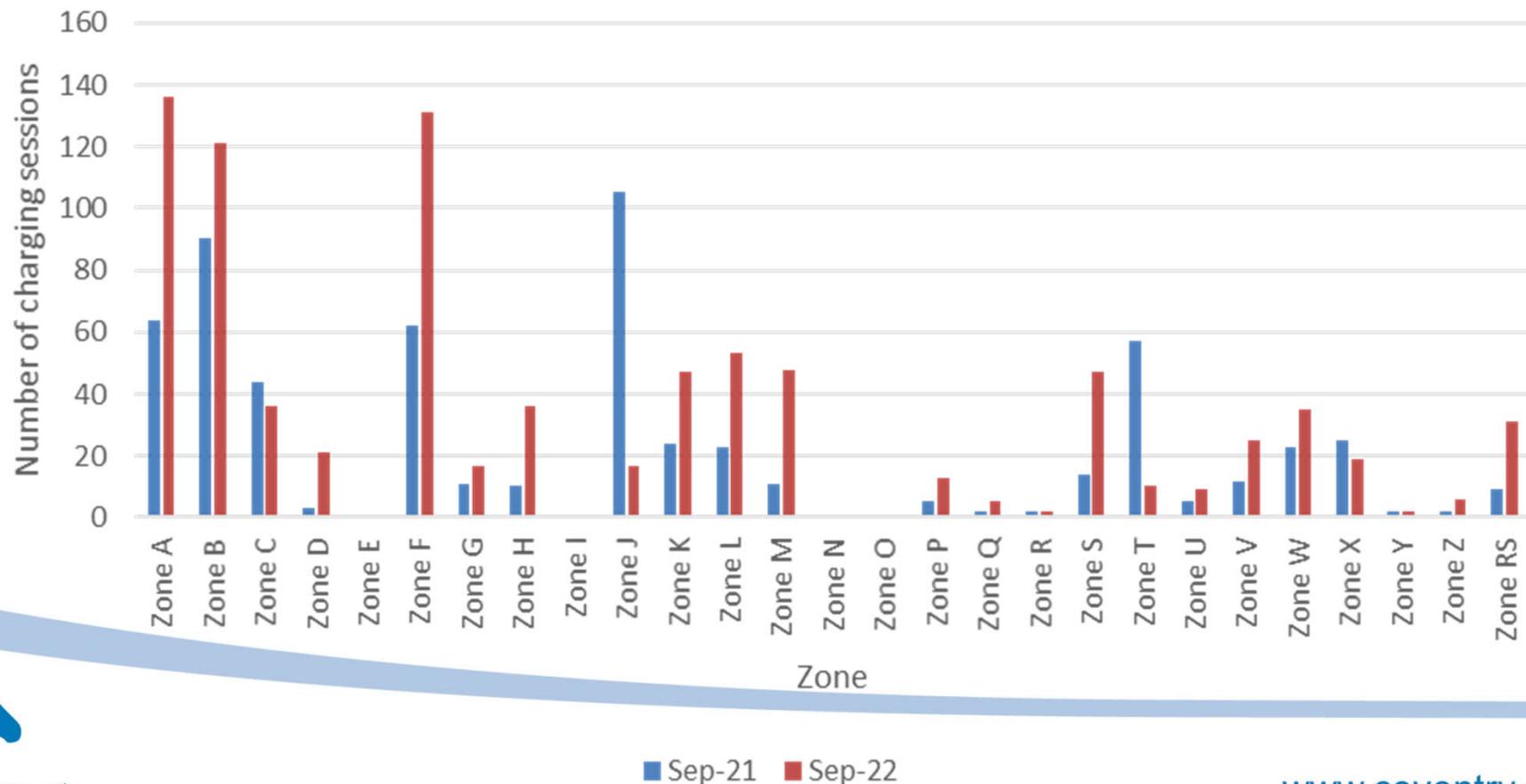
- Coventry was separated into different zones for charger delivery, as can be seen in this table

Zone A	Coundon	19	Zone P	Bablake and Radford	32
Zone B	Earlsdon	19	Zone Q	Bablake and Holbrook	14
Zone C	Cheylesmore	13	Zone R	Holbrook	15
Zone D	Lower Stoke	5	Zone S	Whoberley	21
Zone F	Chapelfield	16	Zone T	Lower Stoke	9
Zone G	Earlsdon North	2	Zone U	Longford	10
Zone H	Walsgrave	17	Zone V	Longford	19
Zone J	Wyken	16	Zone W	Henley	36
Zone K	Lower Stoke	12	Zone X	Wyken	12
Zone L	Lower Stoke	22	Zone Y	Radford	4
Zone M	Upper Stoke	20	Zone Z	Radford	10

# Charger usage by zone

- The graph shows that usage in most zones increased substantially from September 2021 to 2022

Bar chart showing the number of charging sessions per zone in September 2021 and 2022

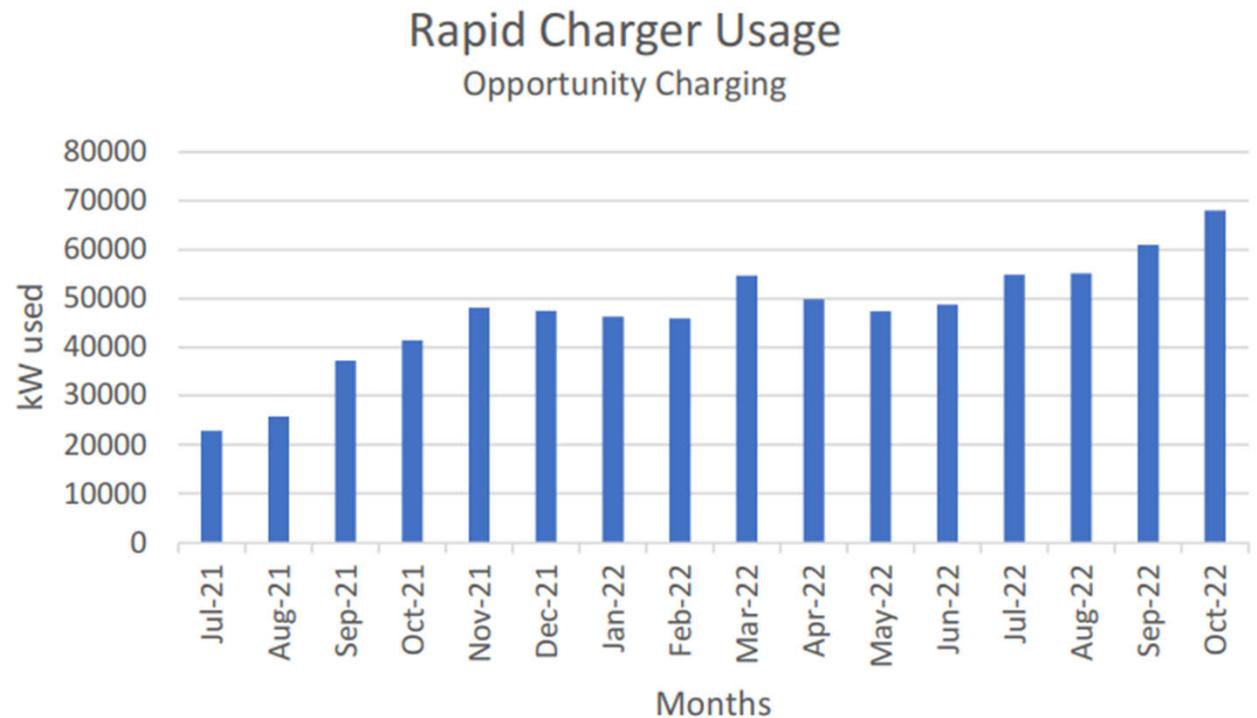


# Charger usage by zone - analysis

- The usage increased in Coundon, Earlsdon and Chapelfields areas
- The usage decreased in Wyken and one part of Lower Stoke. The reasons for this are not known, but possibly reflects the installation of charge points across the Lower Stoke area giving EV users more convenient charging options closer to home
- Bablake, Holbrook and Radford experienced very little chargepoint use, although usage is increasing from a low base.

# Rapid charger usage graph

- This graph shows usage over a 15 month period. This time period was chosen because all 39 rapid chargers had been installed
- Rapids chargers are for both, visitors and residents
- Usage dropped in April-June 2022, coinciding with an increase in the charging tariff. Usage has now recovered

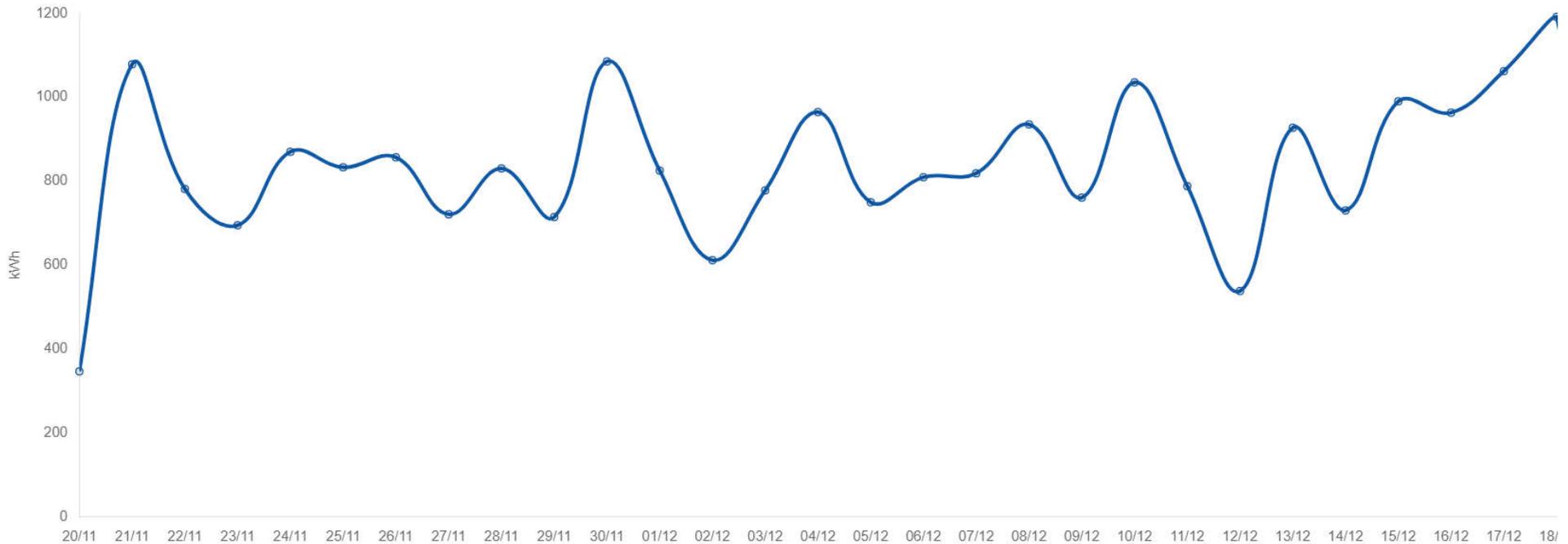


# Popular chargers

- This table shows the five most popular chargepoint sites in Coventry and the average number of charging sessions per month

	ID	Location	Zone	Average number of charging sessions
1	198	5 Queen Isabels Avenue	A	42
2	449	105 – 115 The Barley Lea	K	28
3	381	54 Shakleton Road	F	26
4	317	Opposite 108 Sir Thomas White's Road	F	23
5	1074	124 Bulwer Road	X	21

# Chargepoints Analytics from 20/11/22 to 18/12/22



Energy usage (kWh) was up by 35.9% and utilisation was up by 0.8%

This slide will be updated for 11.01.23

## Coventry, AppyWay & Connected Kerb EV Bay Monitoring

### Use case

AppyWay is working in collaboration with Coventry City Council's EV provider, Connected Kerb to deploy IoT sensors in over 500 EV Bays across the authority.

### City Benefits

Bay occupancy data joined with ECV status creates efficiencies for the enforcement of anti-icing in EV Bays. This will increase up-time of the charge points for residents. The data also provides powerful data insights to Coventry for monitoring ongoing EV adoption.

### Resident Benefits

EV drivers will be able to see true real-time availability of EVCPs. Not only the status and whether the charge point is in use but also if the bay is occupied.

Partners



Bay Occupancy Sensor



Bay Occupancy Sensor



City back office



Resident mobile apps



Enforcement handhelds

AppyWay Platform

## Surface mounted sensors

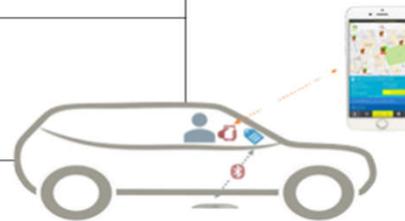


Surface mounted sensor detects vehicle occupancy and updates the platform

Real time parking bay occupancy data, back office analytics, and cashless management portal



Users utilise the mobile app to find available parking in advance and in real-time



VMS signs expose live occupancy for parking guidance



App and website real-time availability



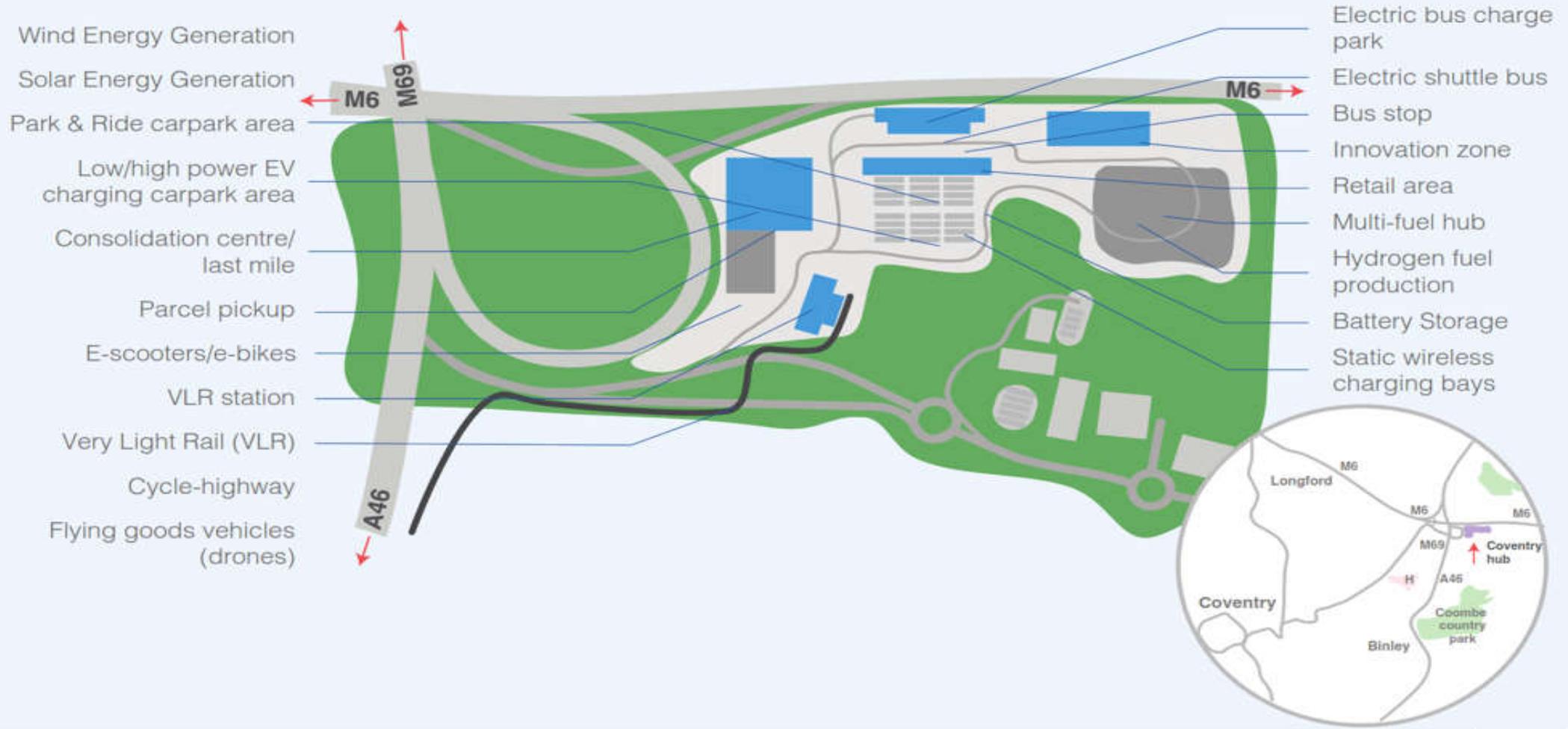
Back office systems integration



# Coventry City Council

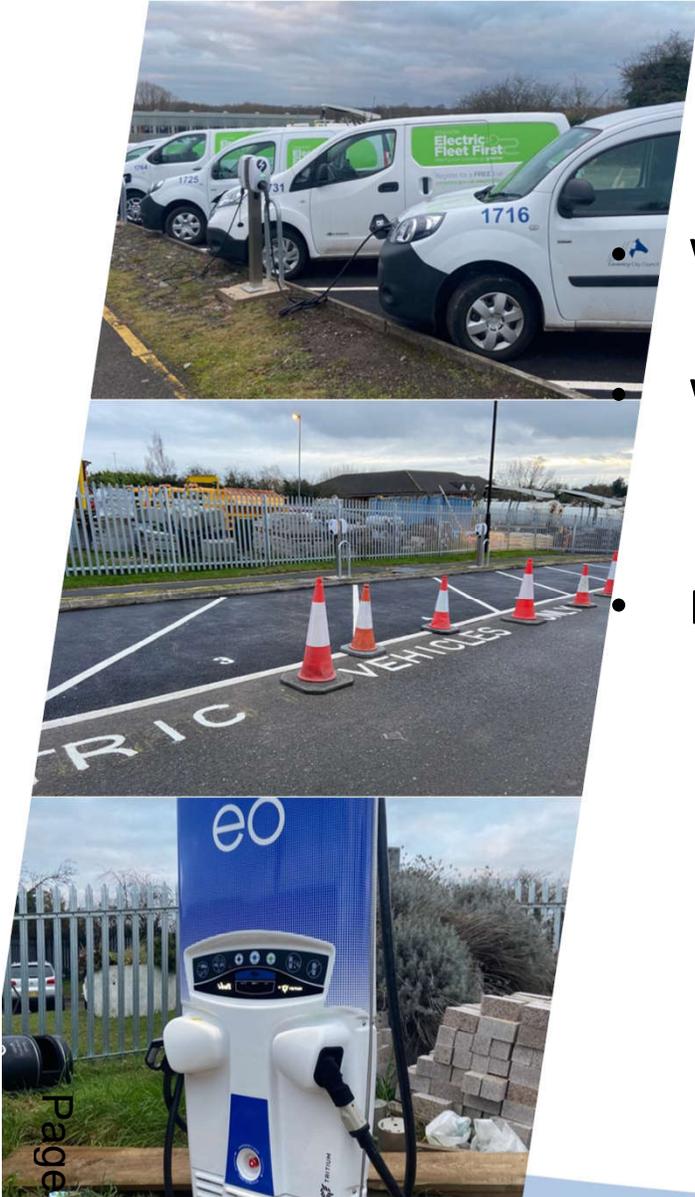


# Coventry & Warwickshire City Linking Energy and Network Hub (CLEAN Hub)





# Progress within the council



Whitley Depot charging bay improvements

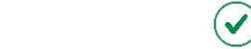


Whitley Depot Rapid Charger



Road Map to a self-sustained green fleet

- Workshop staff EV training
- In house electric MOTs and services
- More depot charge points
- Council commitment policy



# Additional notes

- 6 taxi drivers taken advantage of the DEFRA funding when trading in their EURO 4 taxi for a hybrid equivalent. Due to long lead-times of vehicles this number is likely to increase month by month as other drivers who have committed to purchasing hybrid vehicles are waiting on delivery.
- 2 businesses have placed orders for electric vehicles to replace their business vehicle that is currently petrol/diesel ran
- A further 10 businesses are actively looking at purchasing vehicles when there existing lease is due for renewal later this year
- 320,000 miles driven. According to some carbon emission sites, this equal to 190 tonnes of CO2 savings but these are U.S sites and not 100% these calculators are accurate

<https://www.fleetnews.co.uk/costs/carbon-footprint-calculator/>

# Next Steps

- CCC is in the process of installing 157x 7 kW chargers that will be operational by the end of January
- A bid has been submitted to Office for Zero Emission Vehicles for delivery of 167 additional 7 kW chargers
- Develop and publish an Electric Vehicle Charging Infrastructure Strategy in 2023 to support delivery
- Develop a protocol for implementing Traffic Regulation Orders in electric vehicle charging bays
- Development and presentation of a monthly 'dashboard' to members

# Thank you

John Seddon – Head of Transport and Innovation

Shamala Evans-Gadgil - Programme Manager

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# Agenda Item 7

Business, Economy and Enterprise (3) Work Programme 2022-23

Last updated 19<sup>th</sup> December 2022

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

<b>7<sup>th</sup> September 2022</b>
Portfolio overview and work programme
<b>12<sup>th</sup> October 2022 (moved from 19<sup>th</sup>)</b>
Bus Update City Region Sustainable Transport Settlement
<b>30<sup>th</sup> November 2022</b>
Local Air Quality Action Plan
<b>11<sup>th</sup> January 2023</b>
Tourism Strategy and Destination Coventry – progress report Electric Vehicle network School Bus Services
<b>8<sup>th</sup> March 2023</b>
City Centre South update Local Cycling and Walking Plans
<b>Suggested items for 2022-23</b>
Levelling Up Fund
<b>2023-24</b>
Economic Development Strategy Shared Prosperity Fund Transport Strategy delivery update Bus Service Improvement Plan (early item) For information only - New NO2 Limits Upper Hill Street/Holyhead Rd consultation Culture based jobs and businesses

<b>Date</b>	<b>Title</b>	<b>Detail</b>	<b>Cabinet Member/ Lead Officer</b>
<b>7<sup>th</sup> September 2022</b>	Portfolio overview and work programme	An opportunity to consider the areas covered by the Board's portfolio and identify items for the work programme 2022-23	Adam Hunt, John Seddon, Steve Weir Cllr O'Boyle, Cllr Hetherton
<b>12<sup>th</sup> October 2022 (moved from 19<sup>th</sup>)</b>	Bus Update	To monitor progress on the all-electric bus city to also include ring and ride, circular bus routes	Cllr O'Boyle John Seddon
	City Region Sustainable Transport Settlement	To look in more detail at the projects funded through the grant agreement	Cllr O'Boyle John Seddon
<b>30<sup>th</sup> November 2022</b>	Local Air Quality Action Plan	Progress on implementing the Local Air Quality Action Plan	Cllr O'Boyle Cllr Hetherton Cllr Caan John Seddon
<b>11<sup>th</sup> January 2023</b>	Tourism Strategy and Destination Coventry – progress report	At their meeting on 8 <sup>th</sup> December the Board considered an item on the Tourism Strategy. Members requested that consideration be given to future representation on the Board, and promotional materials, to ensure that the cultural diversity of the city is reflected and represented	David Nuttall Cllr O'Boyle
	Electric Vehicle network	To update on charging network, all-electric bus city	John Seddon Shamala Evans Cllr O'Boyle
	School Bus Services	To look at longer terms plans to maintain school bus provision	David Pipe, Rachael Sugars Cllr Sandhu
<b>8<sup>th</sup> March 2023</b>	City Centre South update	To receive a progress report including provision of social housing, equalities impact and how the CPO enquiry will link to Planning Committee.	Adam Hunt/David Butler Cllr O'Boyle

Business, Economy and Enterprise (3) Work Programme 2022-23

<b>Date</b>	<b>Title</b>	<b>Detail</b>	<b>Cabinet Member/ Lead Officer</b>
	Local Cycling and Walking Plans	To cover plans to encourage walking and cycling, engagement with the public on the benefits of cycling as well as ways to make cycling more accessible. Include figures on cycle hire scheme	John Seddon Cllr O'Boyle
<b>Suggested items for 2022-23</b>	Levelling Up Fund	To consider how the Council is maximising economic opportunities provided by the capital funding opportunities available. Decisions on funding by Jan 2023	Steve Weir Cllr O'Boyle
<b>2023-24</b>	Economic Development Strategy	Progress on implementing the Economic Development Strategy including Levelling Up Fund update and plans for economic growth	Steve Weir, Cllr O'Boyle
	Shared Prosperity Fund	Distributed via through CA funding - communities & place, people & skills, local business scheme	Steve Weir, Kim Mawby
	Transport Strategy delivery update	To include the TfWM Local Area plan for Coventry	John Seddon, TfWM Cllr O'Boyle
	Bus Service Improvement Plan (early item)	To consider the impact of the Bus Service Improvement Plan	John Seddon Cllr O'Boyle TfWM Bus Operators
	For information only - New NO2 Limits	A request for a briefing note on the governments new NO2 limits as soon as they are available	John Seddon
	Upper Hill Street/Holyhead Rd consultation	Changes required as part of the LAQAP to address NO2 levels on the Holyhead Rd have been requested by the Board at the public consultation stage	John Seddon
	Culture based jobs and businesses	To look in more detail at what the legacy of the City of Culture has provided in terms of jobs and businesses. Scrucro will consider the overall legacy in June 2023	

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