



Business, Economy and Enterprise Scrutiny Board (3)

Time and Date

2.00 pm on Wednesday, 17th April 2024

Place

Diamond Rooms 1 and 2 - Council House, Coventry

Public Business

1. **Apologies and Substitutions**
2. **Declarations of Interest**
3. **Minutes** (Pages 3 - 8)
 - (a) To agree the Minutes of the meeting held on 6th March 2024
 - (b) Matters arising
4. **2024 Tourism Strategy and Destination Management Organisation (DMO) Model** (Pages 9 - 14)

Briefing Note of the Director of Regeneration and Economy
5. **Domestic Retrofit - Update** (Pages 15 - 24)

Briefing Note of the Director of Regeneration and Economy
6. **Work Programme 2023/24** (Pages 25 - 28)

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

Private Business

Nil

Julie Newman, Director of Law and Governance, Council House, Coventry

Tuesday, 9 April 2024

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:

Councillors F Abbott, P Akhtar, T Jandu, A Kaur, A Masih, J McNicholas, R Simpson, B Singh and R Singh (Chair)

By invitation:

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

Public Access

Any member of the public who would like to attend the meeting in person is encouraged to contact the officer below in advance of the meeting regarding arrangements for public attendance. A guide to attending public meeting can be found here: <https://www.coventry.gov.uk/publicAttendanceMeetings>

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 2.00 pm on Wednesday, 6 March 2024

Present:

Members: Councillor R Singh (Chair)
Councillor F Abbott
Councillor P Akhtar
Councillor T Jandu
Councillor A Kaur
Councillor A Masih
Councillor J McNicholas
Councillor R Simpson
Councillor B Singh

Other Members

(by invitation): Councillor J O'Boyle – Cabinet Member for Jobs, Regeneration and Climate Change

Employees
(by Services Area:

Law and Governance E Jones, G Holmes, M Salmon

Regeneration and
Economy S Weir, P Singh

Transport Innovation J Seddon

Apologies: There were no apologies

Public Business

16. Declarations of Interest

Councillor B Singh declared a disclosable pecuniary interest in the matter the subject of minute 18 below headed 'Support for Businesses and the Work of Coventry and Warwickshire Growth Hub' and left the meeting for consideration of the item.

17. Minutes

The Minutes of the meeting held on 17th January 2024 were agreed and signed as a true record.

Further to minute 13/23 headed 'Bus Delivery Options', the Chair confirmed that a Briefing Note requesting that the Franchising Assessment included the Co-operative Model as part of the final options when the final decision was made by the Metro Mayor in July 2024, had been sent to TfWM with copies to copy to the Leader, the Cabinet Member, and the City Council's Head of Transport and Innovation. The Board requested that a copy of the Briefing Note be circulated to

the City Council's representatives on the West Midlands Combined Authority Transport Delivery Overview and Scrutiny Committee.

18. Support for Businesses and the Work of Coventry and Warwickshire Growth Hub

The Business, Economy and Enterprise Scrutiny Board (3) considered a report of the Director of Regeneration and Economy on the support Coventry City Council (CCC) had been giving to businesses during the 2023/24 financial year, and how the Authority had worked alongside local business support partners including Coventry and Warwickshire (CW) Growth Hub to ensure that needs and opportunities facing Coventry businesses and the local economy were being as effectively addressed as possible.

The Briefing note provided economic context as background information and details of Business Support Activities Led by Coventry City Council, and the Work of CW Growth Hub in Coventry's Business Support Ecosystem.

The Board noted that the jobs that had been created for the local economy through the business support programmes and Inward Investment activities would play an important role in reducing local health inequalities. Giving local people greater access to good employment would play an important role in improving health, and in working in partnership with the Employment and Skills Service and the Employer Hub. The Council were working to match as many local residents as possible with new job and training opportunities that were being created.

In addition, the Authority had worked with its Public Health Team to raise awareness of "A Fairer Coventry" amongst local businesses, and ensure more businesses were considering the benefits of additional measures they could take to reduce health inequalities, as highlighted in the 2021 "Call to Action".

In considering the briefing note, the Board asked questions and received responses on the matters summarised below:

- Many small and medium enterprises (SMEs) in the city received support – business advice and grants. The Business Support Team's work was vital to these businesses who operated very differently from large organisations. The help ensured they operated in the best way possible and were able to consider growth. Recently, assisting with advice on energy bills had been essential for businesses.
- There was criteria for business support, but most small and medium enterprises were eligible.
- Differences in the numbers of businesses supported in each Ward was due to the differences of the numbers of businesses operating in the Wards. Further work would be undertaken to ensure data regarding numbers of businesses were captured and to link with as many businesses as possible in each area.
- A dedicated marketing co-ordinator was in place for organising campaigns, events, social media, pod casts, webinars, apps, etc., to reach out to businesses.

- To maximise inclusion and accessibility, all options for marketing the Council's business support services should be in place, including direct marketing through leafleting, posters and radio and television advertising.
- Members understanding of Business Support Services would enable them to provide details of the services available to residents and signpost them accordingly.
- The West Midlands Investment Zone would offer tax incentives and business rate opportunities for new investment/investors.
- Compared to the national average, Coventry were below the average for skills and employment.
- Recession – if the economy shrinks for two consecutive quarters, it was considered to be a technical recession as growth was expected in future quarters.
- Innovation and working with Universities – foreign investment figures were indicative of the success of the two Universities in the City. The statistics highlighted the attractiveness of the City for investment.
- Health of workforce – work was undertaken with businesses to provide guidance on health programmes for a healthy workforce which was essential to a thriving business and the impact on public health generally.
- Targeted work for business start-ups was undertaken with the unemployed. Work was carried out through The Job Shop, who linked with the Growth Hub.
- The automotive and future mobility, digital, and e-commerce sectors attracted the most foreign investment.
- A co-ordinated cross boundary business support programme was essential for the Coventry and Warwickshire areas and the West Midlands region.
- Business support was available from a number of organisations. The Growth Hub was unique as it carried out a detailed diagnostic with businesses to work out what the best options and solutions were for their specific needs and directed them to appropriate support/help/grant.
- The Growth Hub was 50% Coventry and 50% Warwickshire owned and was a beacon in its work. In Coventry, the Growth Hub's work was reported to the Coventry Shareholder Committee.
- Upgrade work was currently being carried out on the Growth Hub Website.

The Board requested that the Web link to the 'West Midlands Investment Zone' report, being submitted to the meeting of Cabinet on 12th March 2024, be circulated to them. The Board also requested that to maximise inclusion, all options for marketing the Council's Business Support Services should be in place, including direct marketing through leafleting, posters and radio and television advertising.

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

- 1) **Notes the contents of the briefing note.**
- 2) **Had no further recommendations for the Cabinet Member.**

19. **Local Air Quality Action Plan Update**

The Business, Economy and Enterprise Scrutiny Board (3) received a presentation of the Director of Transport and Innovation that provided an update on progress in delivering the actions agreed as part of the Local Air Quality Action Plan (LAQAP).

At their meeting on 30th November 2022 (minute 14/22 referred), the Business, Economy and Enterprise Scrutiny Board (3) considered an item on the Coventry Local Air Quality Action Plan and made recommendations to officers and requested a further update on progress.

The Council recognised the impact of air pollution on health and wellbeing and was committed to taking action to improve air quality in the city. It was recognised that air pollution had effects on health across the life course, contributing to the development or exacerbation of a range of health conditions, as well as to mortality at a population level. The LAQAP package of measures would support the improvement of public health by tackling air quality problems within the city as well as by promoting sustainable and active travel.

The presentation highlighted the following progress of the Plan's actions:

Delivery and Status:

- Spon End / J7 scheme completed 2023
- JAQU report received Dec 23 – identified Holyhead Rd was sole non-compliant site
- JAQU review of Holyhead Road data
- Foleshill Road had achieved compliance
- Coundon Cycleway substantially complete – remedial works and extension to UHS to be done

Spon End / J7

- Spon End / J7 scheme completed 2023
- Allesley Old Road / Hearsall Lane signals upgrade completed
- ASE operational on AOR [Feb 24]
- ASE on Hearsall Lane / Spon End goes live March 24
- Godiva site options report received – under review
- Parking arrangements with Rugby Club extended to Autumn 24
- VMS to be installed on Pickford Way

JAQU Update

- Stage 1 Assessment Report – Nov 23
- Coventry judged to be non-compliant – Holyhead Rd
- Foleshill Road – compliance achieved
- Holyhead Road – conflicting monitoring evidence
- JAQU undertaking further review of monitoring evidence – outcome awaited
- Once review completed, CCC would need to submit a change control with revised scheme
- Upper Hill Street re-opening no longer recommended

Holyhead Rd / Lower Coundon

- Multiple schemes happening in the Lower Coundon / Naul's Mill area
- Completion of Air Quality obligations on Holyhead Road
- Completion of Coundon Cycleway to Upper Hill Street Bridge
- Lower Coundon Liveable Neighbourhood
- Cycle Contraflow Pilot
- Moseley Avenue / Engleton Average Speed Enforcement (ASE)
 - Uncertainty over Network Rail's proposals
 - Barkers Butts Level Crossing

Next Steps

- Completion of JAQU review of Holyhead Road data
- Engagement with community on options for completion of Coundon Cycle Route and related traffic management
- Moseley Avenue / Engleton Average Speed Enforcement (ASE)
- Clarify Network Rail plans for Coundon level crossing and Holyhead Road bridge
- Prepare change control for LAQAP with alternative scheme to submit to JAQU

In considering the presentation, the Board questioned officers, received responses and discussed matters summarised below:

- Ball Hill - early monitoring for CO2 emissions were carried out in 2028/2019 and work undertaken to ensure that Ball Hill came into compliance. Monitors were in place and further work would be undertaken if it was required. Recent work at Ball Hill was a community lead project through Grapevine.
- The Government Ministerial direction on air quality emissions was for Holyhead Road and Foleshill Road.
- Network Rail Plans for Coundon Road level crossing and the Holyhead Road bridge were still unknown at this stage.
- Concerns that should the level crossing on Coundon Road be closed, it could impact businesses in the area, similarly closure of the Holyhead Road for Bridge works. It was important to keep traffic moving and for alternative routes be put in place prior to any closures.
- The Coundon Cycle Lane completion was expected in 2024/25.
- Upper Hill Street - Trend on air conditions (CO2) had reduced. Design work that was undertaken indicated that it was going to be a longer- term project that wouldn't meet JAQU requirements. The case had been superseded.
- Coundon Cycle Lane – consider option of route through Naul's Mill Park.
- Funding had been secured for linking the cycle lane to the top end of Keresley.
- Lower Coundon Liveable Neighbourhood – consultation to be undertaken with the community to identify priorities. Improving air quality was the main objective. Known traffic management issues in the area had resulted in this area being selected for the scheme.
- Spon End Junction 7 – Some traffic management feedback. No feedback from pedestrians using the area. Signing had been enhanced at the junction for left turn into the Butts. Removal of Bus Lanes and upgraded signals had been an improvement.

- Compliance with air quality levels on the Foleshill Rd could possibly be attributed to the use of electric buses on that route.
- Foleshill – £50m had been provided by the Authority for electric buses, in addition to bus company investment. Park and Ride for the area needed to be looked at as part of the Rider Transport Strategy. Oxford, York and Cambridge operated Park and Ride – the Cambridge scheme was subsidised by the Local Authority at a high cost.
- Wider Travel Action Fund – surveys had been carried out on some side streets used as cut throughs for traffic. Further work was needed to improve situation.
- Monitoring was in place to see how the air quality works and the changes at Junction 7 (Spon End) had impacted traffic flows on local roads in area.

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

- 1) Notes the content of the presentation at Appendix 1 to the Briefing Note.**
- 2) Had no further recommendations to make to the Cabinet Member.**

20. Work Programme 2023/24

The Business, Economy and Enterprise Scrutiny Board (3) received a report of the Scrutiny Co-ordinator that detailed issues on the Board's Work Programme for meetings of the Board for 2023/24.

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

- 1) Notes the issues on the Board's Work Programme for 2023/24.**
- 2) Requests that further updates on the Coventry and Warwickshire Growth Hub be submitted to the Board and this be added to the Work Programme for 2024/25.**

21. 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)



Coventry City Council

Briefing note

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

Date: 17th April 2024

Subject: 2024 Tourism Strategy and Destination Management Organisation (DMO) Model

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, in support of delivery of the Coventry Tourism Strategy 2019-2023 outcomes. To review the recent changes in national and regional tourism infrastructure and consider the priorities in securing a sustainable DMO and new Tourism Strategy for the City.

2 Recommendations

- 2.1 The Business, Economy and Enterprise Scrutiny Board (3) is recommended:
 - 1) To note the contents of the presentation and report.

3 Destination Coventry - Background

- 3.1 In July 2021, approval was given by the Cabinet Member for Jobs, Regeneration and Climate Change for a collaboration between Coventry City Council and Coventry and Warwickshire Chamber of Commerce, to deliver a pilot Destination Management Organisation (DMO) for the city. A DMO is the umbrella term for arrangements established in a place to support co-ordination and collaboration across the tourism sector's many stakeholders.
- 3.2 The new pilot DMO, named Destination Coventry, was established in August 2021, and publicly launched in December 2021, as a proof-of-concept model to test the viability of a public and private sector funded entity to promote Coventry as a destination of distinction for both leisure and business tourism. It was considered that testing the proof-of-concept model through the period of UK City of Culture 2021 and Commonwealth Games 2022 delivery would provide the best opportunities to establish the feasibility of such an approach. It should also be noted, however, that in the lead up to this period, the visitor economy was amongst the sectors that was most affected by the COVID-19 pandemic, which impacted on a number of plans and key partner businesses through this period and into the pilot proof-of-concept period.
- 3.3 The following principles were established for the model from the outset – 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
- 3.4 The management and operations of Destination Coventry are overseen by an Oversight Board, chaired by the Managing Director of Coventry Building Society Arena. The Board further includes representatives from the Coventry & Warwickshire Chamber of Commerce, Coventry BID, Coventry City Council, Visit England and representatives of several tourism, leisure, and hospitality sector businesses.

4 Destination Coventry – Headline Aims, Outputs and Impact

- 4.1 A key objective for the proof-of-concept DMO was to test the viability of a public and private sector collaboration, through demonstrating increased investment and amplifying growth in the visitor economy.
- 4.2 Coventry Tourism Strategy targets for the proof-of-concept period – grouped across four themes of Partnership, Product, Place and Positioning – include increasing the number of day and overnight visitors to the city and increasing levels of visitor spend (see below).
- 4.3 A buoyant visitor economy further attracts inward investment opportunities which subsequently go onto create new jobs, further impacting on tourism impact economic value.
- 4.4 Sector performance over this period has been measured through the Scarborough Tourism Economic Activity Monitor (STEAM). STEAM is a tourism economic impact model which measures how many visitors a destination attracts each year and 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, most evidently across 2020 and 2021.
- 4.5 Table 1 below demonstrates that Coventry had already established growth in the sector between 2018 and 2019 (pre-pandemic), and whilst there was an evident and inevitable decline in 2020 and 2021 (due to COVID-19), its strong position and profile (with large-scale major events from the latter part of 2021 and across 2022) ensured it was able to lead the way in the recovery phase, leading all other West Midlands destinations in not only recovering, but exceeding pre-pandemic levels of impact.

Table 1 – Coventry STEAM Data

Measure	YEAR 2018	YEAR 2019	YEAR 2020	YEAR 2021	YEAR 2022
Tourism Economic Impact Value (£M)	£568.30	£594.36	£230.88	£495.29	£750.86
Overall Visitors	7,974,000	10,030,000	4,028,000	8,197,000	11,050,000
Overnight Visits	8%	12%	11%	11%	12%
Day Visitor Spend	£27.77	£38.84	£39.04	£40.46	£46.18
Overnight Visitor Spend	£119.42	£203.95	£209.58	£220.56	£224.74
Jobs - Direct	5,108	5,275	2,176	4,201	5,693
Jobs - Total	6,575	6,760	2,754	5,367	7,534

- 4.6 Achieving a blended (public and private investment) funding model was another objective for the proof-of-concept pilot. Prior to the pilot, Coventry City Council's in-house tourism team operated with a circa £30,000 annual operational budget (excluding salaries). This budget was used to market the destination of Coventry as a place to visit under the Visit Coventry brand, but also to grow the business events sector under the Conference Coventry & Warwickshire brand. Such investment was widely recognised as insufficient for an ambitious city as large as Coventry with such a strong tourism offering and the key events being hosted in the city during 2021 and 2022.
- 4.7 The Council's and Chamber's support to encourage and develop a partnership DMO pilot, with blended public/private investment, has led to Destination Coventry receiving over £209k of private sector funding in this pilot period, via collaborative marketing initiatives and the creation of a compelling membership model for businesses to join.
- 4.8 Membership was crucial to the success of achieving a blended funding model. At the time of reporting, Destination Coventry has 97 active members across all its levels of membership. Since the launch of the membership model in December 2021, the scheme has secured over £107k of membership revenue for investment in DMO activities. Within this model, the patronage scheme has far exceeded any initial targets. This higher-level membership was initially envisaged to elicit more ambassadorial commitments, with a pledge to support destination activities. Currently, a range of organisations such as West Midlands Trains, No Ordinary Hospitality Management, Birmingham Airport, Coventry Building Society Arena, CV-Life, Coventry BID and Warwickshire County Council are all committing to this level of membership.
- 4.9 Due to the extraordinary events of 2020 and 2021, many businesses within the Visitor Economy were at crisis point, as lockdowns and social distancing measures were implemented to curtail the spread of COVID-19. With lockdowns and tiered restrictions introduced, many businesses struggled to mitigate the measures and react to the changing milestones in the road to recovery. Destination Coventry, in collaboration with local private and public sector partners, provided valuable business support to the sector coming through into recovery from these challenging times. Destination Coventry supported the provision of over £300k of 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. Destination Coventry further

responded to the sector's barriers to recovery by creating and supporting innovative programmes and campaigns, such as 'Step into Hospitality', which was a solution created to tackle the shortage of skilled workers in the sector.

4.10 Destination Coventry further hosted Coventry's inaugural Tourism Conference 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.

4.11 Destination Coventry's development and delivery work through the pilot period has further included:

- Delivering a range of key destination marketing and PR campaigns, including those linked to major events hosted in the city through the pilot period
- Hosting buyer familiarisation trips (e.g. for tour operators and travel trade buyers), including international group travel buyers and media familiarisation trips from nations such as India, Canada, Australia, and the Far East
- Hosting visiting media and influencers (e.g. travel editors and social media bloggers)
- Producing printed collateral (e.g. promotional materials and official visitor guides)
- Trade show presence and attendance, 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)
- New product development - including digital development of consumer websites
- Paid search and search engine optimisation (e.g. Google, YouTube and Facebook)
- Delivery of the Coventry and Warwickshire Convention Bureau (business events booking service)
- Visitor information provision across two city centre sites
- Producing Official Coventry Visitor Guides
- Retail and merchandise products
- Commissioning 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 the Visitor Sentiment Report

4.12 Based on recognition of the above success of the pilot DMO and the potential to develop a longer-term, sustainable DMO model, on 12 March 2024 the Cabinet Member for Jobs, Regeneration and Climate Change approved an extension to 31 March 2025 of the Destination Coventry hosting arrangement with the Coventry and Warwickshire Chamber of Commerce, in order to facilitate detailed exploration with the Coventry and Warwickshire Chamber of Commerce for a permanent public/private funded destination management operating model for the city.

5 Coventry Tourism Strategy 2019-2023

- 5.1 Delivery of Coventry's Tourism Strategy 2019-2023 has been a core principle and ongoing key priority for the Destination Coventry model.
- 5.2 Progress has been measured against planned priorities and actions outlined in the Coventry Tourism Strategy, across the four key themes of: Partnership, Product, Place and Positioning.
- 5.3 Tourism Strategy deliverables are outlined and monitored through delivery of the Destination Coventry Business Plan and are regularly reviewed by the Oversight Board.
- 5.4 Sector performance is also periodically monitored and performance-managed through use of the aforementioned Scarborough Tourism Economic Activity Monitor (STEAM) data – a tourism economic impact model that reports how many visitors Coventry attracts in the year of study and that quantifies the contribution the sector makes to the local economy.
- 5.5 Clearly, the COVID-19 pandemic had a significant impact on the UK hospitality and tourism industry in 2020 and 2021. However, as Table 1 above highlights, in both the Coventry 2021 and 2022 STEAM reports, the city saw record-breaking (above pre-pandemic) levels of Tourism Economic Impact Value. Coventry further exceeded its 2023 Tourism Strategy targets in 2022 for overall visitors (by 7.4%); for Day Visitor Spend (by 15.5%); and for Overnight Visitor Spend (by 60.5%). The proportion of Overnight Visits also rose over this period to 12% in 2022 (from a baseline of 8% in 2018).
- 5.6 The growth in accommodation has also been strong in Coventry across this period. The 2022 STEAM report shows that Coventry has 70 serviced and non-serviced establishments offering 13,600 beds, which is 2,146 beds up on the baseline in 2016. This figure excludes the uplift that will be seen from the recent opening of the new Indigo Hotel at Friargate.

6 Visitor Economy Sector Developments and Coventry Tourism Strategy 2024+

- 6.1 A review of Destination Management Organisations in England, commissioned by the Department for Digital Culture Media and Sport (DCMS), and conducted by VisitEngland Oversight Board Chair, Nick de Bois, was published in September 2021, shortly after the establishment of Destination Coventry as a pilot DMO. The review examined and assessed how 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.
- 6.2 The UK Government published its response to the review in July 2022. The response recognised that DMOs 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 DCMS has developed a new accreditation scheme. Under the new accreditation scheme, a streamlined number of DMOs will be renamed Local Visitor

Economy Partnerships (LVEPs), and these LVEPs can be clustered under a top-tier Destination Development Partnership (DDP).

- 6.4 With the support of Coventry City Council, Warwickshire County Council and wider District/Borough Councils in the local geography, a new partnership has been developed to respond to this opportunity – the Coventry and Warwickshire Destination Partnership LVEP (CWDP). This partnership has been accredited as a 'Partnership LVEP'. This allows for the development of shared governance and a collaborative growth plan for the LVEP geography, whilst retaining existing destination management arrangements (e.g. Destination Coventry, Shakespeare's England) and established local sector brands (e.g. Visit Coventry; Conference Coventry and Warwickshire).
- 6.5 The formation of a Partnership LVEP with Warwickshire will secure access for Coventry and Warwickshire to the new national structure and funding model for England's DMO landscape.
- 6.6 To align activity in the local geography, the CWDP will be required to deliver one cohesive overarching Destination Management Plan for the LVEP collaboration. Due consideration will also be given to how this LVEP Plan fits within the West Midlands Destination Development Plan.
- 6.7 It is proposed that work to develop a new Coventry Tourism Strategy 2024+ should reflect (i) the significant progress achieved through the Coventry Tourism Strategy 2019-2023 (ii) proposals for a sustainable DMO for Coventry, and (iii) the landscape developments in the regional and national destination infrastructure, through the emergence of LVEPs and DDPs. It is proposed The Coventry Tourism Strategy 2024+ should be developed in tandem to seamlessly connect to the emerging CWDP Destination Management Plan and the West Midlands Destination Development Plan, whilst articulating the new medium-term destination priorities that are unique and specific to the city.

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 over £209k of additional private sector investment over the pilot period, to support tourism promotion and destination management. Whilst it should be noted that the model is still in its relative infancy and the development of a longer-term sustainable model is required, the projected success of the DMO and Partnership LVEP 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.

Name: David Nuttall

Job Title: Strategic Lead – Culture, Sport, Events and Destination

Contact Details: David.Nuttall@coventry.gov.uk



Coventry City Council

Briefing note

To: Business Economy and Enterprise Scrutiny Board (3)

Date: 17th April 2024

Subject: Domestic Retrofit - Update

1 Purpose of the Note

- 1.1 To update the Business Economy and Enterprise Scrutiny Board (3) on progress of the Council's domestic retrofit programmes.

2 Recommendations

- 2.1 Business Economy and Enterprise Scrutiny Board (3) are recommended to:
 - 1) Note the content of the briefing note.
 - 2) Receive further updates regarding the overall progress of the domestic retrofit programmes across the city.

3 Domestic Retrofit overview

- 3.1 Coventry's draft Climate Change Strategy, published last year, set out an ambitious vision for how the city intends to 'tackle the causes and consequences of climate change', which is a key priority of the One Coventry Plan.
- 3.2 To accompany the strategy, a Net Zero Routemap for Coventry was produced ([net-zero-carbon-route-map-for-coventry](#)), which identifies emissions from homes as the biggest contributor to the city's carbon footprint (totalling 30% of all emissions).
- 3.3 The Routemap also identified that a business-as-usual scenario will likely only reduce emissions by 0.2% by 2050, which is not an option if we are to meet the UK Government target of net zero by 2050. There are currently 143,000 properties in Coventry, of which an estimated 105,000 of these homes are still below an energy performance certificate (EPC) 'C' therefore living in more energy inefficient housing, and the city also has fuel poverty rates exceeding 20%, which has been exacerbated by the cost-of-living crisis. The Net Zero Routemap also identified that 6 of the top 10 most carbon-effective options of reducing carbon relate to domestic retrofit.
- 3.4 This highlights the need to increase the scale of domestic retrofit in the city, which will not only help reduce carbon emissions, but will also reduce household energy bills and help alleviate fuel poverty. Retrofitting is the process of installing and/or replacing parts of an existing building to make it more energy-efficient, which could include installing insulation, lower carbon forms of heating or even reducing draughts and improving heating control.
- 3.5 The UK has one of the oldest and leakiest housing stocks in western Europe. A lot of houses in Coventry, like elsewhere, are not to modern efficiency standards,

meaning that too many Coventry residents live in potentially damp and poorly insulated homes, paying too much to stay warm, or living in cold homes.

- 3.6 Despite being one of the biggest challenges we face, it can also make a huge difference by improving the quality of resident's lives, through creating warmer more efficient homes and helping to lower bills. Well-insulated properties also keep homes cooler in the summer, of great importance to make our homes more resilient to increasing temperatures and increasing likelihoods of extreme heat.
- 3.7 Research shows that housing quality has a significant and material impact on health and wellbeing. In addition, condensation and damp in homes can lead to mould growth. Inhaling mould spores can cause the development or worsening of a wide range of respiratory conditions. Living in a cold home can worsen respiratory illnesses and increase the risk of heart disease and cardiac events. It can also worsen musculoskeletal conditions such as arthritis. Cold or damp conditions can have a significant impact on mental health, with depression and anxiety more common among people living in these conditions. Each year, the NHS spends an estimated £1.4 billion annually on treating illnesses associated with living in cold or damp housing.
- 3.8 There is already considerable work in progress with to improve the energy efficiency of homes across Coventry, which is termed domestic retrofit. Retrofit measures can include improving the insulation of internal and external walls, floors and lofts and the upgrading of windows and doors, alongside more efficient heating, lighting and water systems. Over the last 2 years, the Council (working with partners) will have secured almost £30 million in grant funding to be delivered by March 25, with further investment in the city from the energy company obligation (ECO4), explained further below. This is a significant amount and will help to improve the energy efficiency of up to 2,500 homes (including social housing and private housing tenures).
- 3.9 The Council are committed to continuing to work with partners including the Strategic Energy Partnership, WMCA, Midlands Net Zero Hub, and through the Council's Climate Change Board to scale up retrofit across the city.
- 3.10 Retrofit presents a significant opportunity to address all three priorities in the One Coventry Plan, tackling climate change through lowering emissions and making homes more climate resilient, addressing inequality through targeted interventions to support our most vulnerable residents, tackling fuel poverty and improving public health outcomes, as well as presenting significant economic opportunities through creating new jobs and skills.

4 Current activity

- 4.1 The Council's Climate Change and Sustainability team is currently overseeing the delivery of several retrofit programmes across Coventry. A summary of these programmes is included in the below table, with more detailed information following.

Table 1 – Summary of the domestic retrofit programmes currently in delivery or completed this financial year. Completed / committed means homes that have had all retrofit measures installed or have been approved via batch application for HUG2. SHDF figures include estimate for March 24.

Scheme	Homes Signed up	Homes completed / committed	Total Costs (Inc. co-funding spent to date)	Average / Property
SHDF Wave 2	2028	539	£18,600,000	£34,508
HUG2	28	10	£100,000	£10,000
ECO4 Flex	92	n/a	n/a	n/a
SHDF Wave 1 (Closed down Jun 23)	95	95	£2,205,000	£23,210
LAD3 (Closed down Dec 23)	141	141	£1,709,401	£12,123
Totals	2,384	785	£22,614,401	£15,968

5 Social Housing Decarbonisation Fund (SHDF) 2

- 5.1 SHDF 2 built on the successful partnership with Citizen Housing in delivering the first wave of SHDF. The first wave improved the energy efficiency of 95 properties by June 2023.
- 5.2 The Council and Citizen are now working on the second phase, which has been significantly scaled up through the award of £23.8 million grant (co-funded £44 million by Citizen Housing) to improve the energy efficiency of over 2,000 Citizen properties by September 2025.
- 5.3 Measures include external wall insulation (EWI), cavity wall insulation (CWI), roof insulation top-ups, ventilation upgrades, and new doors and windows where appropriate.
- 5.4 Last month we [reported hitting the milestone](#) of having completed works to 500 properties, keeping on track for this ambitious delivery programme. During this year, over 700 homes were started, over 500 completed and over £9.3 million grant funding has been spent (co-funded by a further £9.3 million by Citizen).
- 5.5 Other benefits of this scheme include the employment opportunities it creates. The scheme creates many retrofit jobs in the delivery of works, but taking this further the principle contractor, Westdale have also set up a training academy, which has enabled previous unemployed residents to secure full-time employment. In developing this, the council have also built strong links with Coventry College who offer a 2-week retrofit bootcamp to give essential skills/knowledge before participants are interviewed for the training academy or by other employee partners, such as Dyson Energy Services. This approach is fully supported by the Council's job shop and skills team.

- 5.6 The Council and Citizen have been included in Department for Energy Security and Net Zero case studies and events indicating best practice in delivering SHDF. Our SHDF project is also the second biggest allocation to a single housing association in the country.
- 5.7 Despite the success of this scheme, it also highlights the scale to which it will cost to support retrofit across the city. This scheme addresses over 2,000 properties, but there approximately 143,000 in Coventry, of which over 105,000 are below EPC 'C' across the city, most of which may need support to help them retrofit.

6 Home Upgrade Grant 2

- 6.1 The Council was awarded £2.8m in 2023 to retrofit around 150 properties which are off-gas. Off-gas homes account for about 5% of total properties across the city.
- 6.2 Nationally, the Home Upgrade Grant has presented difficulties in delivery, which has also been seen within Coventry. The challenges include difficulty in identifying and targeting off-gas properties through existing data, plus challenges around the funding eligibility of households which originally required an income threshold of £31k and capped limits of grant per household has meant that some interventions are not commercially viable.
- 6.3 Working with our Strategic Energy Partner E.ON (delivery partner) and Act on Energy (Customer journey support), we have received 77 applications, of which 28 have been qualified.
- 6.4 To date, 10 properties have been approved to have works completed, against an anticipated 40 homes in the first year of the programme, but it is expected most others will be able to be supported during the 24/25 financial year.
- 6.5 Marketing of the scheme has been via direct mail, door-knocking suitable streets, promotion on social media channels, on the intranet and in the Council's e-newsletter and via press release.
- 6.6 Measures to be installed include solar PV, cavity wall insulation, ventilation, and heating improvements.
- 6.7 Policy changes have been introduced by the Department for Energy Security and Net Zero (e.g. Income threshold increased to £36k from £31k, which may enable further properties to become eligible). We will contact all those currently unsuccessful to see if they can now be supported.
- 6.8 Working with partners, we intend to scale up marketing activity for the next financial year, starting with the creation of the 24/25 marketing and engagement plan shortly.
- 6.9 In total, the programme will aim to support approximately 150 residents by end March 25. If these residents cannot be engaged and properties completed, the funding will not be able to be claimed and government will return it to the treasury which we need to do everything in our power to avoid.

7 Energy Company Obligation (ECO) 4

- 7.1 ECO4 is a government energy efficiency scheme designed to tackle fuel poverty and help reduce carbon emissions.
- 7.2 Large and medium energy suppliers are required by the government to install energy efficiency measures such as insulation and heating upgrades to support vulnerable, fuel poor and low-income households to heat their homes.

- 7.3 The Council is working with E.ON and Agility Eco (managing agent) to maximise ECO across the city, by enabling the Council to sign ECO Flex declarations.
- 7.4 ECO Flex enables the Council to allow additional residents to be supported above the original criteria by signing off flexible eligibility declarations, such as through NHS referral or income thresholds (below £31k income) rather than just those on benefits. It also allows us to work with these organisations to ensure a level of quality control over contractors working across the city. This should help to raise standards and public confidence in the schemes.
- 7.5 Since we started participating last year, the Council have signed 92 declarations (a combination of NHS referrals and referrals from contractors where the household's combined income is below £31k).
- 7.6 The Council will continue to explore opportunities to maximise these routes, with conversations ongoing with E.ON, Agility Eco, contractors, and NHS organisations. Momentum on this scheme is growing with ever increasing numbers of ECO Flex declarations sent onto the Council.

8 Local Authority Delivery 3

- 8.1 The Local Authority Delivery (LAD3) programme was a government-funded grant programme which aimed to support the retrofit of energy efficiency measures for low income and low Energy Performance Certificate (EPC) rated residential households within the city (for properties which were on-gas).
- 8.2 The LAD3 programme was closed by December 2023.
- 8.3 By close-down it supported 141 residents across the city, with range of energy efficiency measures predominantly with insulation (external wall insulation, roof insulation, cavity wall insulation), solar PV and improvement to heating.

9 Challenges

- 9.1 The challenges presented by domestic retrofit are both complex and wide ranging and require a concerted effort from project partners, including the Council, delivery partners, managing agents, training providers, funders and installers to effectively manage them. A summary of some of the key challenges has been included below:

10 Customer take-up (engagement)

- 10.1 The ability for any contractor to be able to carry out installation works for ECO4 (utilising energy supplier funding) has created scenarios where residents are experiencing door-knocking by multiple contractors throughout the year. This has led to a lack of trust and confidence in organisations delivering retrofit in addition to mixed and sometimes confusing messaging to residents.
- 10.2 The response rate to mail outs on domestic retrofit averages out between 1-5%, despite council branding on the letters, and even those that do respond may not be eligible.
- 10.3 A household may have applied for funding from one scheme but due to deadlines associated with the funding or specific funding criteria they may not be able to be completed. There are examples where these properties are forwarded to another related fund which follows with a different set of criteria resulting in them not being eligible under the changed criteria. This affects public satisfaction and confidence in the delivery of the funds and makes it more difficult to recruit households in applying.

- 10.4 Although the schemes can support private rented properties (often with limits imposed relating to number of properties per landlord), there is often low uptake within this tenure. There is coupled with concerns tenants won't benefit from the cheaper energy bills, and instead they may have to pay higher rent to pay for the measures.
- 10.5 The Council have worked with E.ON to promote ECO4 to specific neighbourhoods, in Radford and Longford. There was success in Radford with over 50 applications received, engaged through mail outs, Councillor engagement and drop-in sessions held by E.ON and the Council. However, this was still only a small proportion of those attempted to engage. The Council and E.ON also tried a more targeted street-based approach in Pearson Avenue, Longford but engagement rates in this area were very low, with few people following up on the retrofit opportunities.
- 10.6 As part of current and future retrofit programmes we need to inspire behaviour change, aiming to make retrofit more of a norm with residents wanting to make full use of these schemes.

11 Grant Funding and Finance

- 11.1 There is insufficient grant funding within the cost caps stipulated for retrofit schemes to enable certain measures to be completed. For example, in ECO4, it is not viable to complete external wall insulation (EWI) in many properties (especially those that are EPC D-rated, without also installing new gas central heating etc.). This is an issue in Coventry due to the age of the properties in the City a large proportion of which are solid walled properties which can only be effectively made more energy efficient by the use of costly EWI.
- 11.2 There is insufficient grant funding to enable certain property archetypes to be completed. For example, HUG2 has a cost cap of £15k for solid wall in mid-terrace (which is often very difficult to achieve). This is problematic particularly in Coventry where there are so many properties of this archetype.
- 11.3 The majority of households across the city don't qualify for any grant funding for retrofit measures. However, most of these households also do not have sufficient cash to enable them to pay for retrofit measures themselves. This means that retrofit and investing in energy efficiency measures is not an affordable option for the majority of households.

12 Accuracy of Data to Target Properties

- 12.1 Most government funded retrofit programmes have been developed with a focus on the EPC ratings of properties (both in terms of eligibility criteria and targeted properties). Where many owner occupiers have remained in their properties for so long, they would not have up-to-date EPC ratings (these could be higher or lower than anticipated) or may not have an EPC rating at all which makes it difficult to identify eligible properties.

13 Complex and Inflexible Eligibility Criteria

- 13.1 Programmes such as HUG2 exclude most homes in Coventry due to the funding only being available to properties not heated by a gas boiler. These are particularly hard to find especially within cities.
- 13.2 The complexity of the eligibility criteria can dissuade residents from applying for funding, either because they are unsure if they or their property fit into the required criteria or because they are unsure about providing sensitive eligibility evidence to

delivery partners such as health or income details. This could be even more true for vulnerable residents who we would want to prioritise support for. Strict eligibility criteria also means that often projects have to be pepper potted across streets and the City rather than being able to support a group of properties together.

14 Supply Chain and Skills Shortages

- 14.1 The supply chain has to date not been able to successfully grow to be able to effectively retrofit properties across multiple energy efficiency schemes. This is partly due to the lack of certainty with regards to the levels of future investment going beyond at best a two-year period, leading to a reluctance to invest in the future and the need for growing the workforce, alongside training and skills development. The supply chain and skills gap has led to price increases of retrofit works nationally over the past few years.

15 Housing Stock and Planning

- 15.1 The majority of the housing archetype in the city is made up of old Victorian terraced houses of solid wall construction, many of which have decorative brickwork just below the roof level, and where downpipes are shared between three to four houses which can present a challenge to retrofitting individual properties that may qualify for grant funding and are likely to take the costs of work over the grant cap allowance.
- 15.2 There are difficulties in the technical delivery of measures which may affect the character and appearance of a property, especially with respect to external wall insulation e.g. where brick slips are required to be completed as per the request of planning departments or where decorative brickwork detailing is required to be matched. This can increase difficulty and increase costs of retrofit, but the climate change team and Planning team are currently collaborating in the creation of an EWI Guidance document to help set out acceptable solutions, which is currently in late draft stage.

16 Opportunities

- 16.1 Whilst there are many challenges facing the successful roll out of domestic retrofit across the city, there are opportunities to address this and help scale up delivery:

17 Customer Engagement

- 17.1 We need to help local people better understand the benefits of retrofit and what the process involves, being clear that whilst works can be disruptive, the benefits are well worth it. This means a big communications push, with feedback from local residents who have benefitted from retrofit, development of 'show home' properties for people to look around and better understand the look and feel of retrofit measures and building a toolkit so we can better signpost residents to information, trusted contractors and grant funding opportunities.

18 Funding

- 18.1 The Council are constantly exploring funding opportunities to drive forward domestic retrofit. This includes applying for research funding to look at more effective ways of engaging with residents in the city, including looking at messaging specific to different market segmentations to encourage uptake (in collaboration with University of Warwick). This has to be very focused and targeted work because the barriers to uptake are different for different groups/market segments and that

we need targeted messaging and creative approaches to get people on board. The Council are also exploring a project with University of Birmingham and Citizen Housing to measure the impact of retrofit measures using indoor air quality sensors.

- 18.2 The Council are also working with colleagues at WMCA to ensure an effective set up of the devolution deal single settlement. It is hoped this will enable more flexible use of funding that can be used more effectively to reach a larger number of homes, giving the Council more control in terms of managing the grant criteria and using our local knowledge to target areas.
- 18.3 The Council will continue to seek programmes that could support the so called 'able to pay' group. This groups accounts for households that would not hit the eligibility criteria for the aforementioned programmes but are still likely need support to help retrofit their properties, which is the majority of households in the city.
- 18.4 The Council are working with WMCA to assess opportunities of leveraging private green finance which could be used to provide loans to residents to deliver energy saving measures in a more cost-effective way. WMCA are part of the Government's Local Net Zero Accelerator Programme, which focuses on developing innovative models to support measures such as retrofit. However, even if green finance / mortgages become more common, issues will persist with the high payback periods for certain measures such as EWI, which would often be extremely high.

19 Innovation

- 19.1 Working with the WMCA, we are also exploring the potential to implement innovative approaches and economies of scale such as the Net Zero Neighbourhood project. This could address energy needs (e.g. retrofit, renewables) at a more local scale attracting finance to install energy efficiency measures, but also enable residents to use collective purchasing power to buy renewables (e.g. solar PV) at a cheaper price.
- 19.2 As part of the Strategic Energy Partnership, the Council are working with E.ON to develop a pipeline of projects that will include domestic retrofit. The Partnership is currently developing an Energy Masterplan for the city that will help inform future opportunities for innovation and support a more place-based approach for the development of initiatives such as community district heating schemes.
- 19.3 The Council are working with local modular construction company ModPods to explore opportunities for using modular solutions for retrofit measures, this could include products such as 'clip on' external wall insulation, cutting down the time and disruption of works and potentially creating more accurate replication of brickwork detail.

20 Policy

- 20.1 The Council need to ensure the current Local Plan Review includes policy to support retrofit and ensures new homes of the future are sustainable and don't require retrofit in the future ('net zero ready').
- 20.2 The Council's housing team are also reviewing their HMO licencing conditions and looking at whether the required energy ratings can be increased.

21 Skills

- 21.1 There is already some fantastic work going on in the city through City College's Retrofit Boot Camps and contractors such as Westdale who have established a

retrofit training academy; however, we need to go much further to create a skilled workforce with the capacity to scale up to meet increasing demand.

- 21.2 As part of the Council's Skills Strategy a Green Skills Sub-Group has been established which is working to analyse the green skills gap in the city and the future workforce requirements. Key stakeholders from the private and public sector are part of this sub-group, providing valuable expertise to help shape our response to tackling this challenge citywide.
- 21.3 One of the key strategic aims of the Strategic Energy Partnership is to create new skills and local jobs, which will include retrofit. This will involve helping to develop the local supply chain and skills, create apprenticeships and help support more jobs in this sector.

22 Next Steps

- 22.1 Despite the challenges identified, the work already being carried out across the city shows Coventry has a strong record of delivery in retrofit and will help the city to continue to attract further funding for retrofit and continue the momentum currently achieved.
- 22.2 For 2024/25 the key areas of focus for domestic retrofit will be:
- i. Continue to work in partnership with Citizen Housing in the successful delivery of the SHDF 2 scheme.
 - ii. Maximise uptake of the HUG2 scheme to support as many off-gas grid residents as possible.
 - iii. Maximise uptake of ECO4 within the city and continue to work with partners to ensure effective delivery of this scheme across the city.
 - iv. Develop a 'Toolkit' which will enable residents to better understand which current (and future) schemes they may be eligible for and how to apply for these. We will work with front-line staff and Councillors to encourage residents to access the toolkit, and hopefully increase participation in schemes.
 - v. Increase communications and awareness of retrofit through more media articles, social media, use of Citivision, local radio etc and explore establishing the first 'retrofit show home'.
 - vi. Continue to analyse the challenges identified within retrofit programmes and work with partners to tackle these challenges where possible.
 - vii. Continue to explore other opportunities for funding that could either support more residents or enable projects to work more effectively, including participating in the Local Net Zero Accelerator Programme and development of plans for the city's first Net Zero Neighbourhood, alongside research bids to support engagement and uptake.
 - viii. Continue to work closely with WMCA colleagues to help shape the net zero devolution funding from April 25, to ensure it will be able to be delivered as effectively as possible.
 - ix. We will continue to drive skills related to domestic retrofit, working with the Green Skills Sub Group and partners such as our Strategic Energy Partner to better understand the green skills gap and how we can collectively address this, alongside promoting existing activity such as boot camps and the SHDF training facility.

- x. Work with partners to develop innovative solutions to retrofit, including our Strategic Energy Partner and other key partners across the city including ModPods and organisations on our Climate Change Board.
- xi. Continue to work with the Planning team to ensure local plan considers potential retrofit and need to ensure homes are at least 'net zero ready'.

23 Health Inequalities Impact

- 23.1 Fuel Poverty disproportionately affects householders who are vulnerable and on low incomes, and particularly those with ill-health or disabilities. Increasing the capacity of funding available to support these residents is of vital importance.
- 23.2 Most of these programmes specifically support those residents suffering from fuel poverty or those on low incomes. The improvement of energy efficiency to their homes can help to reduce energy bills, help residents to keep their homes warmer, reduce potential for mould and damp growth, and ultimately help residents to stay healthier.

Name of Author: Matthew Dillow

Job Title: Business Development Manager, Climate Change

Organisation: Coventry City Council

Contact details: Matthew.Dillow@coventry.gov.uk

Agenda Item 6

Business, Economy and Enterprise (3) Work Programme 2023-24

Last updated 8th April 2024

Please see page 2 onwards for background to items

28th June 2023
Bus Update Work Programme 2023-24
27th September 2023 - cancelled 8th November 2023 (moved from 15th)
EV charging point installation roll-out
17th January 2024
Bus Delivery Options
7th Feb (moved) 6th March 2024
Local Air Quality Action Plan Business Support and the Coventry and Warwickshire Growth Hub
17th April 2024 (new date)
Home Upgrade Grant 2 and Homes Retrofit Programmes Update 2024 Tourism Strategy and DMO model
Suggested items for 2023-24
Heatline – ready in early New Year Economic Development Strategy/Skills Strategy Transport Strategy delivery update (March 2024) For information only - New NO2 Limits Cycling and Walking Plan Local Air Quality Action Plan including Upper Hill Street/Holyhead Rd consultation Job Shop Employer Support Rail Update
2024-25
Commonwealth Games Legacy Fund (update due 2024/25) EV charging point installation roll-out Bus Franchising Options Very Light Rail Update Coventry and Warwickshire Growth Hub

Business, Economy and Enterprise (3) Work Programme 2023-24

Page 26

Date	Title	Detail	Cabinet Member/ Lead Officer
28th June 2023	Bus Update	Latest position in terms of bus provision in Coventry	John Seddon Cllr O'Boyle
	Work Programme 2023-24	To consider items for the municipal year 2023-24	Cllr R Singh Gennie Holmes
27th September 2023 - cancelled			
8th November 2023 (moved from 15th)	EV charging point installation roll-out	Presentation on process of identification and Update on progress so far:	Shamala Evans- Gadgil John Seddon Cllr O'Boyle
17th January 2024	Bus Delivery Options	To consider the options considered for bus delivery in the region	John Seddon TfWM – Jon Hayes Cllr O'Boyle
7th Feb (moved)			
6th March 2024	Local Air Quality Action Plan	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. Including Upper Hill Street/Holyhead Rd consultation	John Seddon Cllr Caan/Hetheron/ O'Boyle
	Business Support and the Coventry and Warwickshire Growth Hub	To include the Growth Hub, Shared Prosperity Fund, as well as decarbonisation programme	Cllr O'Boyle Steve Weir/Parmy Singh

Date	Title	Detail	Cabinet Member/ Lead Officer
17th April 2024 (new date)	Home Upgrade Grant 2 and Homes Retrofit Programmes Update	Looking at the how the funding agreed by Cabinet on 29 th August has been delivered, including the role of social landlords. To include SB4.	Cllr O'Boyle/Cllr Welsh Rhian Palmer Matt Dillow
	2024 Tourism Strategy and DMO model	To look at the new Tourism Strategy beyond 2023 in more detail, including an update on the proof-of-concept model for the DMO. To include how links can be made with public transport operators to encourage usage at events and attractions.	Cllr O'Boyle David Nuttall
Suggested items for 2023-24	Heatline – ready in early New Year	Update on the use of Heatline, income generated, efficiency and best use of the resource, how it is contributing to net zero	
	Economic Development Strategy/Skills Strategy	To update on implementation of the strategies agreed by Cabinet on 11 th October 2022	Cllr O'Boyle/Cllr Sandhu Kim Mawby/Steve Weir
	Transport Strategy delivery update (March 2024)	To include the TfWM Local Area plan for Coventry including rail links between Nuneaton, Kenilworth and Leamington	John Seddon, TfWM Cllr O'Boyle
	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
	Cycling and Walking Plan	Progress on implementation of the Plan (same agenda as LAQAP)	John Seddon
	Local Air Quality Action Plan including 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 Cllr Caan/Hetheron/ O'Boyle
	Job Shop Employer Support	To cover the work of the Employer Hub and what support is offered to employers in the city to encourage new entrants to work to ensure young people from Coventry get access to good jobs.	Steve Weir/Kim Mawby Cllr O'Boyle

Date	Title	Detail	Cabinet Member/ Lead Officer
	Rail Update	To update on proposals within Network Rail's 5-year plan that affect the city	John Seddon Cllr O'Boyle
2024-25	Commonwealth Games Legacy Fund (update due 2024/25)	– update due 2024/25	
	EV charging point installation roll-out	An update following the item had 8 th November – to include employer facilities for charging	Cllr O'Boyle Shamala Evans-Gadgil
	Bus Franchising Options	Consider the final report on bus franchising options before the final decision is made in July.	Cllr O'Boyle Cllr Duggins John Seddon
	Very Light Rail Update	Progress and plans for implementing VLR in Coventry – particularly the route proposals and consultation.	Colin Knight/ John Seddon/Nicola Small/ Janet Ford Cllr O'Boyle
	Coventry and Warwickshire Growth Hub	To explore more the work of the Growth Hub, including representation from the Growth Hub	Cllr O'Boyle Steve Weir