

Coventry City Council
Minutes of the Meeting of Scrutiny Co-ordination Committee
held at 2.00 pm on Thursday, 25 September 2025

Present:

Members: Councillor G Lloyd (Chair)

Councillor A Jobbar
Councillor R Lakha (substitute for Councillor M Ali)
Councillor J Lepoidevin
Councillor M Mutton (substitute for Councillor L Kelly)
Councillor E M Reeves (substitute for Councillor J McNicholas
for part of the meeting)
Councillor R Singh

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Other Members: Councillor G Duggins, Cabinet Member for Policy and
Leadership

Employees (by Service Area):

Communications and Policy C Holloway (Director), N Hart

Land Governance S Bennett, D Cahalin- Heath, A Chowns, S Elliott, G Homes

Planning and Performance C Boden-Hatton (Director)

Apologies: Councillors M Ali, L Kelly, J McNicholas, C Miks and G Ridley

Public Business

20. Declarations of Interest

There were no disclosable pecuniary interests.

21. Minutes

The Minutes of the meeting held on 21 August, 2025 were agreed and signed as a true record.

Further to Minute 15/25 relating to “One Coventry Plan Annual Performance Report (April 2024- March 2025)” it was noted that the issue relating to enforcement cameras in each Ward would be picked up as an action from the One Coventry Plan deep dives undertaken by Scrutiny

22. **Communications, Reputation and Insight**

The Scrutiny Co-ordination Committee considered a presentation of the Director of Communications and Policy on Communications, Reputation and Insight.

The presentation covered:-

- The importance of local authorities communicating effectively with residents, media, partners and employees
- Where the Council is now in terms of the Communications Strategy
- The Focus for 2025/26 and what is trying to be achieved
- Campaign priorities September 2025 to March 2026:-
 - Working for you
 - Fairer Cov
 - Love Cov
 - Click and Easy
- Shouting about what we do - so far in 2025
- Improving Reputation- LGA 12 Reputation Drivers –
 - Adopt a highly visible, strongly branded council cleaning operation
 - Set up one phone number for the public to report local environmental problems
 - Know your grot spots – and deal with them
 - Aim to remove abandoned cars and fly-tipping within 24 hours
 - Win a Green Flag award for at least one park
 - Ensure no gaps or overlap in Council cleaning and maintenance contracts
 - Educate and enforce to protect the environment
 - Manage the media effectively to promote and defend the Council
 - Provide an A-Z guide to Council services
 - Publish a regular Council magazine or newspaper to inform residents
 - Ensure the Council brand is consistently linked to services
 - Good internal communications – make sure staff and members are informed
- Improvements currently being made
- Campaign Highlights
 - Wall of Shame
 - Spon End and Street Lights
 - You Said, We Did Feature
 - Working for You Campaign
 - Talking up Cov
- What are people talking to us about
- Myth busting
- Ward level Intelligence, data and insight
- Horizon scanning
- Internal communications
- Measuring the impact
- Promoting the work of Scrutiny

The Committee asked questions, sought assurances and made comments on a number of issues including:-

- Involving Ward Councillors in Council videos more. It was noted that videos were created in line with the media protocol and that further social media training would be provided for all Members in the near future to enable them to be more confident to create their own social media content.
- The creation of videos to promote the work of Scrutiny, fronted by the Chairs of Scrutiny.
- It was noted the Council had moved from being a supplier of information to a publisher of information.
- The difficulties experience by members of the public in reporting issues and problems via the Council website and the need to ensure it was as simple as possible. The Committee noted the extensive work currently being undertaken in this regard, which involved the redesign of the website and welcomed the fact that members of the public were being involved in the process.
- The Committee stressed the importance of ensuring that the website is user friendly and works towards a “one log in” system wherever possible
- It was noted that there was currently a moratorium on anymore “digital front doors” being created on the website.
- Work being undertaken in communities with residents and businesses to reinstall pride in local areas and the key role that Comms will play in this work.
- Difficulties experienced by digitally excluded members of the public. The Cabinet Member for Policy and Leadership outlined his concerns in this regard also and indicated that he proposed a new Policy to deal with this issue.
- Issues around arranging charity events in the City via the Eventbrite site on the website, which officers undertook to investigate.
- Ward data available to Councillors and accessing this information via a dashboard. It was noted that this information would be provided to the Committee.
- How information and data gathered on social media and enforcement activity was being used to form the content of future campaigns and promotions and direct resources more effectively.
- The importance of resident engagement and consultation and using different methods of collecting customer feedback, including face to face surveys. It was noted that it was intended to introduce minimum standards in this regard.
- Managing public perception and expectations on consultations.
- The provision and circulation of the Council’s newsletter which was delivered to all households in the City.
- How the refreshed Comms Strategy aligned with the One Coventry Plan and the mechanisms in place to ensure buy in to the new Strategy from staff, the Leadership Board and Councillors. It was noted that the Staff Survey was currently open.
- How the Comms Strategy was measured.
- Engagement with National Government, the current media landscape and the importance of focusing on issues unique to Coventry, such as Very Light Rail.

- Proactive Comms engagement with Scrutiny and ways to achieve this.

RESOLVED that the Committee notes the comprehensive presentation and:-

- 1) Recommends that the review of the Council's website be undertaken at the earliest opportunity and that this work ensures that the website is user friendly and works towards a "one log in" system wherever possible.**
- 2) Supports the Cabinet Member for Policy and Leadership's proposal for the introduction of a Digital Exclusion Policy.**
- 3) Requests that the Committee receives a 12 month progress report on all work taken in this regard.**

23. Scrutiny Work Programmes 2025/26

The Scrutiny Co-ordination Committee considered a Briefing Note of the Director of Law and Governance, appended to which were the Work Programmes for 2025/26 the Scrutiny Co-ordination Committee and the 5 Scrutiny Boards which provided the Committee with an oversight for the Municipal Year.

RESOLVED that the Scrutiny Work Programmes for 2025/26 be noted.

24. Any Other Items of Urgent Public Business

There were no other items of urgent public business.

(Meeting closed at 3.45pm)