



### **Cabinet Member (Business, Enterprise and Employment)**

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#### **Time and Date**

10.00 am on Monday, 21st October, 2013

#### **Place**

Diamond Room 2 - Council House

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#### **Public Business**

1. **Apologies**

2. **Declaration of Interests**

3. **Minutes**

(a) To agree the minutes of the Cabinet Member (Business, Enterprise and Employment) meeting held on 9th September 2013 (Pages 3 - 6)

(b) Matters Arising

4. **Response to Petition - Signage for Public Conveniences** (Pages 7 - 12)

Report of the Executive Director, Place

To consider the above petition bearing 49 signatures, which has been submitted by Councillor Bains, an Upper Stoke Ward Councillor, who has been invited to the meeting for the consideration of this item along with the petition organiser.

5. **Outstanding Issues**

There are no outstanding issues

6. **Any other items of public business which the Cabinet Member decides to take as matters of urgency because of the special circumstances involved.**

#### **Private Business**

Nil

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Chris West, Executive Director, Resources, Council House Coventry

Friday, 11 October 2013

Note: The person to contact about the agenda and documents for this meeting is Matthew Rossi (Tel. 024 7683 3079).

Please note: a hearing loop is available in the committee rooms

If you require a British Sign Language interpreter for this meeting  
OR if you would like this information in another format or  
language please contact us.

**Matthew Rossi**

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# Agenda Item 3a

## Minutes of the meeting of Cabinet Member (Business Enterprise and Employment) held at 10am on 9<sup>th</sup> September 2013

Present:

Cabinet Members: Councillor Kelly

Other Members: Councillor Duggins (for minute 16 below)  
Councillor Harvard (for minute 16 below)  
Councillor Lepoidevin (for minute 15 below)  
Councillor Taylor

Employees (by Directorate):

Place: N. Clews, M. Fothergill, C. Knight, A. Walimia,  
M. Waters

Resources: C. Evans, M. Rossi

### **Public business**

#### **12. Apologies**

There were no apologies for absence.

#### **13. Declarations of Interest**

There were no declarations of interest.

#### **14. Minutes**

The minutes of the Cabinet Member (Business, Enterprise and Employment) meeting held on 24<sup>th</sup> June 2013 were agreed and signed as a true record. There were no matters arising.

#### **15. Petition – Alderminster Road Londis Shop Development**

The Cabinet Member considered a report of the Executive Director Place, concerning a petition bearing 487 paper signatures and 49 e-signatures, which had been submitted by Councillor Lepoidevin, who was invited to the meeting and spoke on behalf of the petitioners.

The petitioners were concerned with the condition of the Londis shop development site on Alderminster Road and were urging the Council to write to the shop owners to make the property safe and presentable to public view. The petitioners reported that following the submission of the petition the site had improved and further requested that officers periodically inspect the site.

The Executive Director, Place clarified that following the submission of the petition, officers had written to the property owners and the area management of the Londis Company to make improvements to the site and confirmed that regular inspections would be undertaken.

**RESOLVED, that after due consideration of the report and the matters raised at the meeting, the Cabinet Member approved to:**

1. **Note the content of the petition**
2. **Forward the petition to the property owners and the area management of the Londis Company, as per the petitioner's request.**

16. **Petition – Termination of Park and Ride North Services**

The Cabinet Member considered a report of the Executive Director Place, concerning a petition bearing 253 signatures, which had been submitted by Councillor McNicholas, who was invited to the meeting and spoke on behalf of the petitioners. Councillor Duggins, a Longford Ward Councillor also attended the meeting and spoke in support of the petition.

The petitioners were concerned with the lack of consultation from Centro with local residents and ward councillors. They were further concerned with the absence of the Park and Ride North service in a deprived area of the City and that the AT7 Centre would soon be opening with a swimming pool, which would bring more people to the area.

The Executive Director, Place confirmed that the decision to terminate the service was one made by Centro due to the low level of usage (2.8 average per trip). It was further noted that Centro would be encouraged to explore different public transport services when the swimming pool opens at the AT7 Centre.

**RESOLVED, that after due consideration of the report and the matters raised at the meeting, the Cabinet Member approves that the petition objecting to the termination of Park and Ride North services is forwarded to Centro to provide a formal response direct to the petitioner.**

17. **Disposal of Small Surplus Sites and Buildings**

The Cabinet Member considered a report of the Executive Director, Place concerning the disposal of 14 small surplus sites and buildings.

The sites were:

1. Land at 604-622 Stoney Stanton Road
2. Land adjacent 206 Bell Green Road
3. Fairlands Park, Cannon Park
4. Land at Ribble Road, Gosford Green
5. Land North East of the Butts, Spon End
6. Harry Rose Road, Wyken
7. Manor Farm House, Henley Road, Henley
8. Land off Newdigate Road, Paradise, Upper Stoke
9. Car Park, Cromwell Street, Paradise, Upper Stoke
10. Land at Honiley Way, Wood End
11. Binswood Close Flats, Wood End

12. Briscoe Road, Former Holbrooks Library
13. The Barley Lea, Former Offices, Lower Stoke
14. Priory Row Cottages, St Michaels

**RESOLVED, that after due consideration of the report and the matters raised at the meeting, the Cabinet Member approved -**

1. **The disposal of the sites identified in the report by auction or tender.**
2. **To prepare and submit an Outline Planning Application in respect of specific sites only.**
3. **To publish a car park closure notice on site number 9 and invite objections.**
4. **To Delegate Authority to the Executive Director, Resources to complete the necessary legal documentation and collect the consideration for the sale.**

18. **Outstanding Issues**

There were no outstanding issues

19. **Any Other Public Business**

There were no other items of public business.

(Meeting closed at: 10.25am)

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Cabinet Member (Business Enterprise & Employment)

21<sup>st</sup> October 2013

**Name of Cabinet Member:**

Cabinet Member (Business Enterprise & Employment) - Councillor Kelly

**Director Approving Submission of the report:**

Executive Director, Place

**Ward(s) affected:**

St Michael's

**Title:**

Response to Petition - Signage for Public Conveniences

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**Is this a key decision?**

No

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**Executive Summary:**

A petition with 34 signatures has been presented requesting that more signage indicating the locations of public conveniences in the city centre be provided along with the opening times.

**Recommendations:**

The Cabinet Member (Business, Enterprise and Employment) is recommended to:

- 1) Accept the principle that additional physical signage, identifying the locations of the public conveniences would be beneficial.
- 2) Endorse that due to current financial constraints additional signage is regrettably not a financial priority and therefore cannot be delivered by the Council at this time.
- 3) Approve that Officers contact and encourage property owners / destinations and attractions which already have signs indicating their location in the city centre and have toilet facilities which are available to the public to add at their expense the toilet symbol to their current finger post sign.

**List of Appendices included:**

None

**Other useful background papers:**

None

**Has it been or will it be considered by Scrutiny?**

No

**Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?**

No

**Will this report go to Council?**

No



**Report title:** Response to Petition Signage for Public Conveniences

**1. Context (or background)**

- 1.1 A petition has been received from the Coventry & Warwickshire Accessible Transport Committee seeking more signage indicating the locations of public conveniences (Pool Meadow, Central Library, West Orchards, Market Way, Herbert Art Gallery, Coventry Transport Museum, Cathedral) and their opening times.
- 1.2 Currently the 'way finding' signage, assisting in the navigation around the city centre, is primarily achieved by the location of 'finger' posts indicating the direction to various locations, attractions and facilities.
- 1.3 Within the city centre (which for these purposes also includes the immediate area outside the railway station) there are 38 locations at which directional 'finger post' signs are sited. Of these 14 indicate the general direction to toilets maintained at the public expense, located in Central Library, Pool Meadow Bus Station and Belgrade Plaza multi storey car park.
- 1.4 Of the 14 directional toilet signs, 4 have the specific destination/location indicated with the signs just indicating the general direction towards toilet facilities.
- 1.5 With the exception of the 3 publically maintained facilities there are 17 additional publically accessible toilet facilities identified in the city centre. These are located within private / commercial developments where the public, customers, patrons are invited to use the facilities provided. The Council is not in control of these facilities; when they are open or if there are charges levied for their use. Although a number of these attractions/locations may have a directional sign, the availability of the toilet facilities are currently not indicated on them.
- 1.6 The last review of the directional 'finger' signs took place in April 2011 resulting in no changes as an emerging 'signage strategy' was to consider the finger posts in conjunction with the public realm improvements.

**2. Options considered and recommended proposal**

- 2.1 Clear, legible, signed routes across the city centre to aid residents and visitors to the city, helping to support the visitor experience and economic vibrancy of the city centre is the aim of the Council.
- 2.2 A recent sample review of the signs indicated that of the 14 signs directing people towards public conveniences across the city centre, the only named destination was the Central Library.
- 2.3 It is recognised that to aid clarity it would be beneficial for all signs directing people to toilet facilities to also specify the specific building/ development within which the facilities are located.
- 2.4 Following initial conversations with the sign manufacture, budget costs for replacing / adding additional information to each sign is anticipated to cost approximately £150 per 'finger' and for providing a new 'finger' sign with agreed wording at a cost of approximately £350 each.

- 2.5 On the basis that there are already numerous signs indicating the direction in which toilets can be found across the city centre, however recognising their limitations and the scope for improvement, it is suggested that at present based on the Councils reducing capital budgets means that replacing / improving city centre signs is not a priority.
- 2.6 As the city centre continues to evolve and change, especially with plans for City Centre South development, there will be an opportunity to reconsider the signage through the city centre and an appropriate time to improve the current signs.
- 2.7 In the meantime it may be beneficial to engage with the owners of the shopping centres and visitor attractions to enquire if they wish to promote the availability of their toilet facilities by the addition of the toilet facility symbols (including disabled facilities as appropriate) to their existing 'finger' signs. They may see this as a way of driving additional footfall to their destination and be prepared to cover the cost of any additional signage. If deliverable this would increase the visual availability of public conveniences around the city centre.
- 2.8 Due to the size of each of the individual 'finger' signs only limited information can be displayed on it. As such the detailed information requested by the petition to provide the opening times for the public conveniences would not be possible to incorporate on the 'finger' signs. This option is therefore not recommended. It is suggested that a more appropriate method of supplying this information to the public would be via the general marketing information produced by each location / attraction which today will also be available electronically via the company / organisations web site.
- 2.9 The recommended options are therefore:-
  - To not make changes to the existing toilet signs currently.
  - To encourage other properties owners who already have their location identified by way of a finger to fund the additional symbols indicating the availability of toilet facilities at their cost.
  - Encourage that the signage be reviewed as part of any significant future proposal to physically alter the city centre.

### **3. Results of consultation undertaken**

- 3.1 In responding to the petition no specific consultation as to the need to provide more signage has been undertaken.

### **4. Timetable for implementing this decision**

- 4.1 If the recommendations are accepted as drafted, those locations which are already signposted and have toilet facilities available will be contacted within a month asking if they wish to have their facilities identified and arranged to be amended.

### **5. Comments from the Executive Director, Resources**

- 5.1 Financial implications  
The recommendations do not identify any financial capital contribution from the Council.
- 5.2 Legal implications  
None.

### **6. Other implications**

None

**6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?**

The improvement of toilet provision signage in the city centre would overall only indirectly help to deliver a small improvement in usability of the city centre and is therefore not a key objective or key objective.

**6.2 How is risk being managed?**

Not applicable in this case

**6.3 What is the impact on the organisation?**

None

**6.4 Equalities / EIA**

No equality impact assessment has been carried out as the recommendations do not constitute a change in policy or service.

**6.5 Implications for (or impact on) the environment**

*None*

**6.6 Implications for partner organisations?**

None

**Report author(s):**

**Name and job title:**

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Team Leader - Property Development Team

**Directorate:**

Place

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Enquiries should be directed to the above person.

<b>Contributor/approver name</b>	<b>Title</b>	<b>Directorate or organisation</b>	<b>Date doc sent out</b>	<b>Date response received or approved</b>
<b>Contributors:</b>				
Matthew Rossi	Governance Services Officer	Resources	22/08/13	28/08/13
Richard Moon	Senior Development Executive	Place	22/08/13	23/08/13
<b>Names of approvers for submission:</b> (officers and members)				
Finance: Phil Helm	Finance Manager	Resources	22/08/13	22/08/13
Legal: Clarissa Evans	Commercial Team Manager	Resources	22/08/13	22/08/13
Director: Nigel Clews	Assistant Director	Place	17/09/13	17/09/13
Members: Councillor Lynnette Kelly	Cabinet Member (Business, Enterprise and Employment)		01/10/13	01/10/13

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