



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

---

**Time and Date**

2.00 pm on Wednesday, 15th January, 2014

**Place**

Committee Rooms 5 and 6 - Council House

---

**Public Business****1. Apologies and Substitutions****2. Declarations of Interest****3. Minutes** (Pages 5 - 8)

- (a) To agree the Minutes of the meeting held on 13<sup>th</sup> November 2013.
- (b) Matters Arising.

**2.05 p.m.****4. Financial Accountability of Coventry and Warwickshire Local Enterprise Partnership (CWLEP)**

As the Council is the accountable body for the funding that is managed and distributed by the Local Enterprise Partnership, the Board will look at how the funding is contributing to and supporting the CWLEP Strategic Plan and progress.

Presentation by the Executive Director, Place

**2.35 p.m.****5. Coventry and Warwickshire Local Enterprise Partnership (CWLEP) Strategic Plan Consultation**

To enable the Board to feed into the consultation process on the CWLEP Strategic Plan.

The draft Strategic Plan can be found at <http://www.cwlep.com/strategic-economic-plan>

Presentation by the Executive Director, Place

(Note: All Members of the Council have been invited to attend the meeting for consideration of this matter.)

**3.35 p.m.**

**6. Events - Coventry Carnival/Parade**

Overview of recent provision and presentation by Imagineer Productions Ltd

**7. Outstanding Issues**

Outstanding Issues are included in the Work Programme.

**4.05 p.m.**

**8. Work Programme 2013/14 (Pages 9 - 12)**

Report of the Scrutiny Co-ordinator

**9. Meeting Evaluation**

To evaluate the effectiveness of the meeting.

**10. Any other items of business which the Chair decides to take as matters of urgency because of the special circumstances involved**

**Private Business**

**Nil**

---

Chris West, Executive Director, Resources, Council House Coventry  
Tuesday, 7 January 2014

Note: The person to contact about the agenda and documents for this meeting is Michelle Salmon, Governance Services, Tel: 024 7683 3065, Email: michelle.salmon@coventry.gov.uk

**Membership:**

Councillors F Abbott, M Auluck, D Galliers, M Hammon, L Kelly (By Invitation), A Lucas (By Invitation), K Maton, E Ruane (By Invitation), T Skipper (Chair), K Taylor, S Walsh and D Welsh

**By Invitation:**

Councillor L Kelly (Cabinet Member (Business, Enterprise and Employment))  
Councillor Ruane (Cabinet Member (Housing and Heritage))

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.

**Michelle Salmon**

**Governance Services**

**Tel: (024) 7683 3065, Email: michelle.salmon@coventry.gov.uk**

# Agenda Item 3

**Coventry City Council**  
**Minutes of the Meeting of Business, Economy and Enterprise Scrutiny Board (3)**  
**held at 2.00 pm on Wednesday, 13 November 2013**

Present:

Members:                   Councillor T Skipper (Chair)  
                                  Councillor D Galliers  
                                  Councillor M Hammon  
                                  Councillor K Maton  
                                  Councillor M Mutton  
                                  Councillor K Taylor  
                                  Councillor S Walsh  
                                  Councillor D Welsh

Other Members:           Councillor L Kelly (Cabinet Member (Business, Enterprise and  
                                  Employment)) (Invited to attend)

Invited to Attend:        Linsey Luke, Federation of Small Businesses  
                                  Howard Anderson, Chamber of Commerce  
                                  Louise Bennett, Chamber of Commerce

Employees (by Directorate):  
                                  K Larsen, Resources Directorate  
                                  P Mudhar, Resources Directorate  
                                  J Murphy, Resources Directorate  
                                  M Salmon, Resources Directorate  
                                  A West, Resources Directorate  
                                  R Young, Place Directorate

Apologies:                Councillors F Abbott and M Auluck

## **Public Business**

### **21.     Declarations of Interest**

There were no declarations of interest.

### **22.     Exclusion of Press and Public**

**RESOLVED that the Scrutiny Board agrees to exclude the press and public under Section 100(A)(4) of the Local Government Act 1972 for consideration of the private matter in Minute 29 below headed ‘Coombe Abbey Park Hotel’, on the grounds that the item involves the likely disclosure of information relating to the financial or business affairs of any particular person (including the authority holding that information) as defined in Paragraph 3 of Schedule 12A of the Act, and that in all circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.**

## 23. **Minutes**

The minutes of the meeting held on 11<sup>th</sup> September 2013 were agreed and signed as a true record.

Further to minute 14(b)/13 relating to the City Centre, Members were informed that the Chair of BID, Andy Talbot, would be invited to the meeting of the Board on 9<sup>th</sup> December 2013 at which a report from the City Centre Task Force would be presented.

Further to minute 16/13 relating to Advanced Manufacturing and Engineering Skills Analysis for Coventry, Warwickshire, Hinckley and Bosworth, Members requested that they be provided with a response from Cabinet Member (Business, Enterprise and Employment) to the issues detailed in i) to iv) of recommendation 2.

## 24. **Supporting Business Investment in Coventry**

The Board received a briefing note of the City Council's Economy and Jobs Manager, together with presentations from the Federation of Small Businesses and the Chamber of Commerce, outlining the current local business support arrangements, provided key performance data, and some of the challenges faced by investing businesses. Members were also provided with business demography statistics for the City.

Coventry City Council worked with local partners including the Chamber of Commerce, Warwickshire County Council, the Districts and Boroughs, the Federation of Small Businesses and both universities. The partnership defined much of LEP business support strategy and delivered most of its programmes.

The City supported 8665 businesses and that number was rising, driven by an increase in the number of new businesses being created. Public administration, education and health were the largest sector, employing a third of the workforce. Employment in Coventry's manufacturing sector was 10% of the workforce and higher than the national average.

A range of support to businesses was offered by the Authority, through the Business Investment Team, forming the demand side of the current Jobs Strategy, and was underpinned by investing in infrastructure eg ultra-fast broadband, electric vehicle charging and 4G wifi. The Authority's work focused on those sectors that were creating or expected to create the most jobs and these were manufacturing, especially automotive and aerospace, and digital technologies, energy and professional services. In the first half of the year 2013 896 new jobs had been created by 161 businesses that the Council had assisted. Together they had invested over £80m.

The Chamber of Commerce, a not-for-profit organisation, provided business support on issues such as ICT, access to finance, business plans and growth. Support for start-up businesses and university spin-outs was provided by the Chamber of Commerce and the universities and had provided start-up advice to 127 individuals resulting in the creation of 83 new businesses from April – September 2013.

The Federation of Small Businesses was a lobbying organisation that facilitated access to finance, procurement issues and direct costs, particularly for new businesses. They worked closely with the Chamber of Commerce and also had established strong links with the private sector.

Significant Government and European funding was continually being secured to finance the programmes and provide financial assistance to job creating investment projects. Clauses were being added to funding contracts to ensure that businesses benefiting from financial assistance proactively considered Coventry residents for the new job and training opportunities created.

The Board noted that challenges for the future included capacity for growth within small to medium size, skills gaps and skills as a barrier to growth, the need for 'up-skilling' to secure the future of skills in businesses and the retention of apprentices following completion of their training. Assistance with bottom line costs were welcome, particularly for new businesses

The Board suggested that the Authority could 'add weight' to building capacity as a priority, and that funding availability should be sought to enable existing small and medium sized business growth. They outlined the importance of maintaining links with larger companies of strategic importance and encouraging their growth. Members also suggested the establishment of targets for increasing the number of businesses in the City and for reducing the number of business closures, together with identifying the reasons for closures. They noted that the professional and financial business sector was not well represented and that there was a lack of skills in sales and selling in the City.

**RESOLVED that:-**

- 1) The Scrutiny Board notes the briefing note and presentations.**
- 2) Details of the costs to the City Council for providing the Business Investment Team, together with comparative costs of similar support services in the region, be circulated to Members of the Board.**
- 3) The Scrutiny Board makes the following recommendations to the Cabinet Member (Business, Enterprise and Employment) to progress with partners:**
  - i. Investigate opportunities to promote local Small and Medium Enterprises (SMEs) access to procurement opportunities across public sector employers such as the police, fire service and NHS, building on the good practice developed by the City Council and other neighbouring authorities.**
  - ii. Explore ways the Council can support SMEs to reduce their direct costs.**
  - iii. Explore opportunities to share the risks in relation to SMEs taking on apprentices, including reviewing the model whereby colleges operate as employers, such as North Warwickshire College, Apprentice Training Agency.**
  - iv. Encourage partners to identify ways of supporting SMEs to work with the universities to innovate and invest in research and development.**

25. **Outstanding Minutes**

Outstanding Issues were included in the Work Programme.

26. **Work Programme 2013/14**

The Board noted the following changes to the Work Programme:

The agenda items for the meeting of the Board on 9<sup>th</sup> December 2013 would be:

- 1) Overview of Grimsey Review
- 2) City Centre Task Force

The Tourism Strategy, MIPIM Outcomes and the Business Case for Friargate items were moved to dates to be confirmed.

27. **Meeting Evaluation**

The Board evaluated the meeting commenting that the presentations had been very informative. Comments given by members would be used to ensure the efficiency and effectiveness of future meetings.

28. **Any other items of 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.

**Private Business**

29. **Coombe Abbey Park Hotel**

Further to Council minute 70/13 that referred the financial and business aspects of the Council's Investment in the Coombe Abbey Park Hotel to the Business, Economy and Enterprise Scrutiny Board (3) for their detailed consideration, the Board received a presentation of the Executive Director, Resources that provided context, financial performance to date, a five year business plan, the opportunities and risks and the governance and monitoring of the financial loan.

The Board discussed the details of the proposals for protecting the Council's investment in Coombe Abbey Park Hotel. They recognised that the Coombe Abbey Country Park and Hotel were important cultural, leisure and tourist assets for the City and that the Council should aim to maximise commercial opportunities between the Coombe Abbey Hotel and Coombe Abbey Country Park.

**RESOLVED that the Scrutiny Board notes the presentation.**

(Meeting closed at 4.30 pm)

# Agenda Item 8

Last updated 19<sup>th</sup> December 2013

## Business, Economy and Enterprise (3) Programme 2013/14

*For more details on items, please see pages 2 onwards*

5<sup>th</sup> June 13

Job Strategy Update

10<sup>th</sup> July 13

Coventry City Centre

11<sup>th</sup> Sept 13

Tourism Strategy

Research report – Advanced Manufacturing and Engineering Skills

13<sup>th</sup> Nov 13

Promoting small and medium enterprises (SME'S) - business start-ups, growth potential businesses and social enterprises

Coombe Abbey (Private Report)

15th Jan 14

Financial accountability of CWLEP

CWLEP Strategic plan consultation

Events – Coventry Carnival/Parade

12th Feb 14

Presentation - The Grimsey Review

Presentation on the City Centre Task Force

Homefinder Policy

19th March 14

Tourism Strategy

Creative Industries

16th April 14

The Rail Story

Friargate – business case

Carried over to next work programme

Core Strategy/ Coventry Development Plan

Jobs Strategy Update

MIPIM outcomes (briefing note only)

Meeting Date	Work programme item	Lead officer	Brief Summary of the issue	Source
5 <sup>th</sup> June 13	Job Strategy Update	Rebecca Young	An update on progress on the action plan and the new action plan	
10 <sup>th</sup> July 13	Coventry City Centre	David Cockroft/Nigel Clews	This is an opportunity to look at a variety of different policy areas that affect the city centre, such as empty shops, commercial property, tourism, residential developments etc. The Board will also hear from businesses in the city centre and other interested parties.	
11 <sup>th</sup> Sept 13	Tourism Strategy	David Cockroft/ David Nuttall	The Board will consider how the Council promote business, conference and leisure tourism in the city. Particularly looking at the staffing and location of facilities such as the Priory Visitors Centre and the Tourist Information Centre. The Board will look at the links with the cultural and heritage offer and the cultural strategy as well as the role of events in promoting the city. The Board will need to consider links with the Cabinet Member Advisory Panel (Sports Vision and Strategy, Tourism and City Wide Events).	
	Research report – Advanced Manufacturing and Engineering Skills	Paula Deas	The Board are interested to know the outcomes of the research and how this will be used to influence future work by the Council alongside the LEP.	
13 <sup>th</sup> Nov 13	Promoting small and medium enterprises (SME'S) - business start-ups, growth potential businesses and social enterprises	David Cockroft	The Board are interesting at looking at the links between the Council and small businesses, in particular the links with the Chamber and the Federation of Small Businesses. The Board will also consider the fact that the Council has a political commitment to support social enterprise but no explicit strategy on how to do this.	
	Coombe Abbey (Private	Parminder Mudhar	This item was referred by Council to SB3 on 10/9/13	



Meeting Date	Work programme item	Lead officer	Brief Summary of the issue	Source
	Report)			
<b>15th Jan 14</b>	Financial accountability of CWLEP	Martin Yardley/Paula Deas	The Council is the accountable body for the funding that is managed and distributed by the LEP. The Board will look at how the funding is contributing to and supporting the CWLEP strategic plan and progress.	
	CWLEP Strategic plan consultation	Martin Yardley/Paula Deas	The CWLEP will need to publish a strategic plan that will need a wide consultation process. The Board will feed into the consultation process on the strategic plan.	
	Events – Coventry Carnival/Parade	David Nuttall/Lee House	Discussion of Godiva Festival/Carnival	Meeting 12/12/13
<b>12th Feb 14</b>	Presentation - The Grimsey Review	Kristi Larsen	Overview of the Grimsey Review and the key recommendations and their relevance to Coventry.	
	Presentation on the City Centre Task Force	David Cockcroft	Following their meeting on 10 <sup>th</sup> July the Board requested further information on progress on the development of a strategy for the city centre, including contributions from both the City Council and partner organisations. The Chair also requested a response to the recommendations identified in the Grimsey Review.	Meeting 10/7/13
	Homefinder Policy	Ayaz Maqsood	Following a task and finish group last municipal year, the Homefinder Policy is being re-written. The Board are interested in seeing the report before it goes to Cabinet for final decision.	Meeting 10/7/13
<b>19th March 14</b>	Tourism Strategy	David Nuttall	Following their meeting on 11/9/13 the Board requested a further update on progress on a Tourism Strategy - Vision Statement and Terms of Reference	Meeting 11/9/13
	Creative Industries	David Cockcroft/Business Improvement Team	The Board are interested to know what work is being done in the city to promote, develop and nurture the creative industries in the city.	Meeting 10/7/13
<b>16th April 14</b>	The Rail Story	Mike Waters/Cllr McNicholas	The Board will look at the progress and developments or various rail projects in the region, including NUCKLE and HS2.	

Meeting Date	Work programme item	Lead officer	Brief Summary of the issue	Source
	Friargate – business case	David Cockroft/Martin Vickery	The Board requested a report including information on the financial sustainability for the Council and proving the private sector approach, what work is being done to encourage the private sector and also about the robustness of the business case and ensuring that it is good use of public money.	Meeting 10/7/13
<b>Carried over to next work programme</b>	Core Strategy/ Coventry Development Plan	Jim Newton	As part of the new core strategy, the links with Social Housing need to be considered, including links with other policies.	All Members briefing 26/6/13
	Jobs Strategy Update	Rebecca Young/Cllr Howells	To look at the progress of the action plan in the Jobs Strategy, in particular the specific work being undertaken by the Deputy Cabinet Member (Education) on NEETS and the research that was commissioned by the LEP on skills.	
	MIPIM outcomes (briefing note only)	Deidre Fitzhugh	A conference report to be presented for MIPIM 2014 and Board requested an update briefing note on the outcomes and progress made on the follow ups from the MIPIM 2013 conference.	Meeting 5/11/13