



Scrutiny Co-ordination Committee

Time and Date

10.00 am on Wednesday, 22nd January, 2014

Place

Committee Rooms 2 and 3 - Council House, Earl Street, Coventry

Public Business**1. Apologies and Substitutions****2. Declarations of Interest****3. Minutes**

- (a) To agree the minutes of the previous meeting held on 11th December, 2013 (Pages 5 - 8)
- (b) Matters Arising

4. Overview and Scrutiny Management (Pages 9 - 18)

The following matter is reported to Scrutiny Co-ordination Committee, in accordance with paragraph 2.6.4 of the City Council's Constitution, it being responsible for the overall co-ordination of the Overview and Scrutiny function and related responsibilities:

Cabinet Member (Education) Item of Urgent Public Business**Proposed Expansion of Edgewick Primary School 2015/16**

The Acting Cabinet Member (Education) considered the above report at his meeting on 19th December, 2013. Councillor Clifford, the nominee of the Chair of Scrutiny Co-ordination Committee, attended the meeting and agreed that the decision was urgent and call-in should not apply. In accordance with paragraph 4.5.3.1 of the Council's Constitution, the report is presented to Scrutiny Co-ordination Committee to inform them of the reason for urgency. The reason for urgency was that in order to meet commitments towards the grant conditions for targeted basic need, the statutory consultation needs to be completed by the end of May 2014 and to meet this deadline formal consultation needed to begin on 6th January, 2014 for recommendation to Cabinet in March, 2014.

Report of the Director, Education and Inclusion (attached to assist Members in understanding the reason for urgency).

10.10 a.m.

5. **Public Safety - Pilot Risk Assessment to Manage Service Demand**
(Pages 19 - 24)

Briefing Note of the Deputy Director Strategy and Communities

Councillor Townshend, Cabinet Member (Community Safety and Equalities) has been invited to the meeting for the consideration of this item

10.45 a.m.

6. **Effectiveness and Quality of Recent Consultation Exercises carried out by Coventry City Council** (Pages 25 - 34)

Report of the Chief Executive

A Briefing Note from the Cabinet Member (Community Safety and Equalities) consideration of this matter on 18th December, 2013 is appended to the report.

Councillor Townshend, Cabinet Member (Community Safety and Equalities) has been invited to the meeting for the consideration of this item.

11.30 a.m.

7. **Fact-finding and Civic Visit to Jinan, China** (Pages 35 - 42)

Report of the Lord Mayor and the Executive Director, Place

8. **Outstanding Issues**

All outstanding issues have been included in the Work Programme

9. **Scrutiny Co-ordination Committee Work Programme 2013/2014** (Pages 43 - 48)

Report of the Scrutiny Co-ordinator

10. **Any Other Items of Public Business**

Any other items of public business which the Chair decides to take as a matter of urgency because of the special circumstances involved.

Private Business

Nil

Chris West, Executive Director, Resources, Council House Coventry

Tuesday, 14 January 2014

Notes:1) The person to contact about the agenda and documents for this meeting is

Liz Knight, Democratic Services, Council House, Coventry, telephone 7683 3073, alternatively E-mail: liz.knight@coventry.gov.uk

- 2) Council Members who are not able to attend the meeting should notify Liz Knight no later than 9.00 a.m. on the day of the meeting, giving their reasons for absence and the name of the Council Member (if any) who will be attending the meeting as their substitute.
- 3) Scrutiny Board Members who have an interest in any report referred to this meeting, but who are not Members of this Committee, have been invited to notify the Chair by 12 noon on the day before the meeting that they wish to speak on a particular item. The Member must indicate to the Chair their reason for wishing to speak and the issue(s) they wish to raise.

Membership: Councillors F Abbott, J Blundell, J Clifford (Deputy Chair), C Fletcher (Chair), T Khan, R Sandy, T Skipper, S Thomas and K Taylor

By invitation Councillor P Townshend

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.

Liz Knight, Governance Services - Telephone: 024 7683 3073
E-mail: liz.knight@coventry.gov.uk

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Agenda Item 3a

Minutes of the Meeting of Scrutiny Co-ordination Committee held at 10.00 a.m. on 11th December 2013

Present:

Committee Members: Councillor Clifford (Deputy Chair)

Councillor Blundell
Councillor Sandy
Councillor Skipper
Councillor Taylor
Councillor Thomas

Other Members: Councillor Mrs Lucas (Cabinet Member (Policy and Leadership))

Employees (by Directorate):

Chief Executive's: H. Shankster

People: S. Brake, C. Storey

Resources: S. Bennett, T. Savill, A. West

Apologies: Councillors Abbott, Mrs Fletcher

Others present: S. Bent (Coventry Law Centre)
S. Brooke (Chair of Working Together on Welfare Reform Group)
M. Buxcey (District Operations Manager, Department of Work and Pensions)
J. Cooper (Universal Credit Implementation Lead, Department of Work and Pensions)
C. Gibbons (Chief Executive, Citizens Advice Bureau and Chair of Coventry Partnership)

Public Business

48. Chair

In the absence of Councillor Mrs Fletcher, Councillor Clifford chaired the meeting.

49. Declarations of Interest

There were no declarations of interest.

50. Minutes

The minutes of the meeting held on 6th November, 2013 were signed as a true record.

Further to Minute 41 headed 'Strategic Built Environment Group', the Committee noted that work was underway in relation to the actions resulting from consideration of this item.

Further to Minute 42 headed “Commissioning of Domestic Violence and Abuse Services”, the Committee noted and welcomed that Cabinet had approved the recommendation from the Committee in relation to Domestic Violence and Abuse (their Minute 82/13 refers)

51. **Welfare Reform**

The Committee considered a Briefing Note of the Scrutiny Co-ordinator, together with comprehensive presentations on issues relating to the Government’s Welfare Reform agenda, which had introduced an unprecedented level of change in welfare reform to which the City Council and partners were responding. The Committee reviewed:-

- The latest information on the implications of the Welfare Reform changes on local people, communities and the City
- The way services and support to local people are being co-ordinated in the City
- The impact on the City Council and how the authority is discharging its responsibilities

Background information to support the presentations, questions and discussions at the meeting was appended to the Briefing Note. In addition, working with local partners, the Council’s Corporate Research Team had produced a detailed analysis of the impacts of the Welfare Reform changes on individuals, communities and the City, which was also appended to the Briefing Note, and which detailed the issues and challenges emerging from this analysis to date which were being considered by partners.

The Committee welcomed the fact that, through the Coventry Partnership, the Working Together on Welfare Reform Group had brought together partners including Advice Services Coventry, the Citizen’s Advice Bureau, Coventry City Council, Coventry Law Centre, Department for Work and Pensions (DWP), Midland Heart and Whitefriars Housing. Monthly meetings were being held to discuss common issues, share knowledge and work together to tackle emerging problems. This had led to a range of initiatives and interventions and the Chair of the Group, Simon Brooke, together with representatives of some of the partner organisations, attended the meeting and contributed to the discussions.

The Briefing Note also detailed the City Council’s position and indicated that a number of council services provided support to people to help meet long, medium and short term needs, as well as help people in emergency situations. The Council was working to ensure that these were as joined up as possible, particularly at the point of access. The Council’s Benefits Service had dealt with a number of additional pressures through the Governments significant programme of Welfare Reforms and which included:-

- The introduction of Council Tax Support (replacing Council Tax Benefit)
- The size restriction in socially rented properties (also referred to as the “bedroom tax” or spare room subsidy)
- A new Community Support Grant Scheme (replacing Crisis Loans and Community Care)

- Grants – previously administered by the Department for Work and Pensions (DWP)
- Administering the National Benefit Cap from July 2013
- Additional funding to support people impacted by the changes through the Discretionary Housing Payment Fund

In addition, the Briefing Note outlined progress on Discretionary Housing Payments and the new Community Support Grant scheme.

The Committee questioned officers and the partner representatives on a number of issues, including:-

- The non-financial impacts of Welfare reform, such as the effects on public Health
- Details relating to the case studies provided in the analysis documentation
- The impact of benefits sanctions and the number of appeals lodged and won against the imposition of those sanctions. In relation to this issue, the Committee welcomed the fact that the DWP indicated that they would be commissioning work to review data on appeals and that the Coventry Law Centre are co-ordinating monitoring work on the application and input of sanctions.
- Severe Disablement Benefits and the Independent Living Fund
- The Council's performance in relation to processing new claims for Housing Benefit/Council Tax support and spend against the Discretionary Housing Payment fund
- The joined up working between the partners and the benefits this had achieved
- Payments being made to households rather than individuals and the impact on those people at risk of financial abuse that may be exacerbated by this change

RESOLVED:-

- 1. That the Cabinet Member (Strategic Finance and Resources) be requested to seek to continue to pursue a joined up approach in relation to Welfare Reform and that voluntary organisations are involved, as appropriate, in the developing work on a single point of access.**
- 2. That the Cabinet Member (Strategic Finance and Resources) be requested to seek to protect funding to those organisations providing advice and dealing with transitional processes in relation to Welfare Reform.**

3. That the Committee supports future work undertaken on the impact of Welfare Reform, focusing on non-financial aspects, such as public health, and that the Committee consider, at an appropriate time, the work being commissioned by the Marmot Steering Group on the wider impact of Welfare Reform.
4. That the Committee receive a further report in due course on the impact on those people at risk of financial abuse that may be exacerbated by payments being made to households rather than individuals.
5. That the Committee supports the in depth analysis currently being undertaken into the impact of Welfare Reform and requests that this work be extended to include the impact on disabled people.

52. Scrutiny Co-ordination Committee Work Programme 2013/14

The Committee considered the Work Programme for 2013-2014 and noted that, following consideration by the City Council on 3rd December, 2013, the issue of Female Genital Mutilation would be included in the Committee's Work Programme.

53. Outstanding Issues

The Committee noted that all outstanding issues had been included in the Work Programme for the current year.

54. Any Other Items of Public Business

There were no additional items of public business.

(Meeting closed: 12.30 p.m.)



Public report
Cabinet Member

Cabinet Member (Education)

19 December 2013

Name of Cabinet Member:

Acting Cabinet Member (Education) – Councillor D Chater

Director Approving Submission of the report:

Director: Education and Inclusion

Ward(s) affected:

Foleshill

Title: Proposed Expansion of Edgewick Primary School 2015/16

Is this a key decision?

No

Executive Summary:

The City is experiencing a significant rise in birth rate and inward migration. For September 2014 admissions, sufficient places are available for the citywide reception cohort, but there are insufficient reception places to meet parental demand in some parts of the City. This report seeks approval to consult on a proposal to increase the number of school places at Edgewick Primary School from one to two forms of entry (1 to 2 FE) with effect from September 2015.

Recommendations:

The Acting Cabinet Member is requested to approve the following recommendations:

1. To formally consult on proposals to increase the size of Edgewick Primary School from one to two forms of entry with effect from September 2015;
2. Delegate authority from the Cabinet Member (Education) to the Director of Education and Inclusion to agree any necessary consultation arrangements;
3. To agree to refer a report on the outcome of the consultation to Cabinet in March 2014;
4. To present a further report to Cabinet in Spring 2014 recommending the publication of formal statutory notices to expand additional schools in September 2015.

List of Appendices included:

Appendix 1: List of Expanded Primary Schools 2008-2014

Other useful background papers:

Cabinet Report 5th March 2013- Proposed Expansion and Changes to Admission Numbers for 12 Primary Schools for September 2014: Determination of Statutory Notices.

Has it or will it be considered by scrutiny?

In accordance with paragraph 4.2.27 of the Constitution, Councillor Clifford, as the nominee of the Chair of Scrutiny Co-ordination Committee, has been invited to attend the Cabinet Member (Education) meeting to agree the need for urgency such that call-in arrangements will not apply. The reason for urgency is that in order to meet commitments towards the grant conditions for targeted basic need, the statutory consultation needs to be completed by the end of May 2014 and to meet this deadline formal consultation will begin on 6th January 2014 for recommendation to Cabinet in March 2014.

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

Proposed Expansion of Edgewick Primary School 2015/16

1. Context (or background)

- 1.1 In response to a significant rise in birth rate and inward migration the Council has been increasing primary school admission numbers and providing additional permanent classrooms since September 2008. During the period 2008 to 2012 an additional 615 reception places have been created at 28 schools across the City (refer to Appendix 1). Despite this increase for the first time in many years the Council agreed to allocate an additional 135 reception places at 5 schools for September 2012 only as a consequence of unprecedented numbers seeking reception places at primary schools in the north and east of the city.
- 1.2 Numbers of pupils requiring reception places are continuing to rise and at its meeting on 5th March 2013 Cabinet determined statutory notices to expand a further 12 schools which will provide an additional 330 reception places from September 2014 (refer to Appendix 1). It deferred a decision on proposals to expand a further 8 schools to help meet forecast demand beyond 2014.
- 1.3 In March 2013, the Government announced one-off funding for a Targeted Basic Need Programme (TBNP) to support areas of the country that are experiencing high levels of demand for additional pupil places in schools. In April 2013 bids were submitted on behalf of 7 Coventry school expansion projects. Six of these applications were for projects already included in the approved Education Capital Programme plus Edgewick Primary School which had been identified as an additional priority scheme.
- 1.4 An application was submitted to expand Edgewick from 1FE to 2FE through a complete rebuild. It would not be possible to expand the existing building given the existing site and building constraints. An initial feasibility study has established that even with these significant site constraints a new build at two storeys is achievable. The current buildings are of CLASP construction and are in need of replacement. The basis of the application, which had to meet stringent DfE criteria was as follows:
- Edgewick is located in Planning Area 1B with Broad Heath, Hill Farm, Joseph Cash, Stanton Bridge, St. Augustine's Catholic and St. Elizabeth's Catholic. There are currently 420 reception places available which includes the 30 additional reception places created at Broad Heath in September 2012. Forecast numbers suggest that provision for approximately 460 reception children will be required in 2018/19 – 483 including a 5% planning margin. On the basis of the current number of reception places available therefore, there will be a shortfall of approximately 63 reception places assuming a 5% planning margin. The proposed increase at Edgewick would therefore reduce the shortfall to 33 places. The Tauheedul Schools Trust is likely to apply for a new primary free school located within this Planning Area which if successful could address this shortfall, without the need for the Council to provide any further places in LA maintained schools. In any event providing sufficient places in existing schools would be difficult to achieve given that the majority of schools in the area have already been expanded.
 - All 9 of the community primary schools within 1 mile of Edgewick are either proposed to be or have been expanded in the last 5 years.
 - It is a popular school and first preferences for reception places is consistently above the PAN;
 - The school is rated as good by OFSTED;
 - The school is one form of entry – the ability to deliver a broad curriculum, provide opportunities for professional development and deliver efficient use of resources is better provided in schools of 2FE and above

- Edgewick is located in a densely populated area. Whilst the current site is undersized the City Council owns some adjacent land, potentially unlocking a very constrained site.
- 1.5 On 18 July 2013 the Council were informed that 5 of the applications - Little Heath, Hollyfast, Corpus Christi, Whitley Abbey and Edgewick Primary Schools – had been approved. Each application was for a 1FE expansion of the existing school.
 - 1.6 Officers are therefore now proposing that Edgewick should be expanded from 1FE to 2FE through a complete school rebuild to open in September 2015. OJEU notices and advertisement for a partnering design team and a partnering contractor have commenced with the aim of completing interviews to select the partnering design team and contractor by February 2014.
 - 1.7 Schedule 2 and 4 of The School Organisation (Prescribed Alterations to Maintained Schools) (England) Regulations 2007 (as amended) set out the alterations that can be made by Governing Bodies and Local Authorities (LAs). Those bringing forward statutory proposals to expand a school must consult interested parties, and doing so must have regard to the Secretary of State's guidance.
 - 1.8 The DfE guidance states that statutory proposals are required where it is proposed to increase the admission number by 27 or more. Paragraph 12 of the DfE guidance states that statutory proposals are required for enlargement of the premises if the physical capacity of the school is increased by more than 30 pupils and by 25% or 200 pupils whichever is the lesser.
 - 1.9 Consultation must take place with the Governing Body of the school subject to the proposal, families of pupils, teachers and other staff at the school, any other Local Authorities likely to be affected by the proposal, the Governing Bodies, teachers and other staff of any other school that may be affected, families of any pupils at any other schools who may be affected by the proposal, trade unions who represent staff, the appropriate diocesan authorities or the relevant faith group where the proposal is likely to affect a school which has a particular religious character, MPs whose constituencies include the school or whose constituents are likely to be affected by the proposal, Early Years Development Partnership, those who benefit from a contractual arrangement giving them use of the premises and such other persons as appear to be appropriate.

2. Options considered and recommended proposal

- 2.1 Under Section 14 of the 1996 Education Act, the City Council has a statutory responsibility to provide sufficient places for pupils in the city. The position for September 2015 admissions is extremely tight.
- 2.2 In 2008, the Council set out its "Strategy for Change" which included a Strategy for Growth to accommodate the increase in demand for primary school places. The Strategy for Growth was widely consulted on including, a full public consultation, primary heads, special school heads, children and young people and parents. The strategy sets out the systematic increase of primary schools through analysing school sites and providing additional permanent accommodation on sites capable of expanding and where demand exceeds supply, including the 5% planning margin.
- 2.3 It is therefore proposed to consult on the permanent expansion of Edgewick Primary School given that it is the only viable proposal in that area of the City.

3. Results of consultation undertaken

3.1 Preliminary consultation has taken place with the school's Headteacher and Governing Body who are supportive of the proposal.

4. Timetable for implementing this decision

4.1 Consultation on the proposed permanent expansion of Edgewick Primary School for September 2015 is planned for the Spring Term 2014. A report will be brought to Cabinet in March 2014 on the outcome of the consultation.

4.2 Subject to the outcome of the consultation and necessary approvals, the revised admission number of 60 will apply to school admissions from the academic year commencing in September 2015.

4.3 The draft timetable for consultation is outlined below:

Outline Schedule	Activity
6 January – 31 January 2014	Consultation period, 4 weeks (including) <ul style="list-style-type: none"> • Publish the consultation material and distribute to parents, staff and governors at the school. • Hold meetings with staff, governors and parents /carers / community about the proposed changes to the admission number. • Write to inform neighbouring Local Authorities, schools and their parents. • Consult with other stakeholders and partners.
31 January 2014	Closing date for consultation responses
4 March 2014	Report outcome of the consultation to Cabinet
17 March 2014	Publish Statutory Notice Representation period – 4 weeks
11 April 2014	End of period to register objections / support
To be arranged	Cabinet Advisory Committee for School Organisation Proposals: considers any objections made in response to the Statutory Notices (if required)
13 May 2014	Report to Cabinet
27 May 2014	Allow 2 weeks for possible Scrutiny call -in
TBC – if required	Allow 4 weeks for any Governing Body appeals against the Local Authority's decision
TBC – if required	Send to Schools Adjudicator Allow 6 weeks

5. Comments from Executive Director, Resources

5.1 Financial implications

The Local Authority currently receive annual revenue funding for schools, and school-related services (i.e. funding for employee costs, running costs etc), based on the level of city wide pupil numbers at the relevant count date. This funding will therefore reflect increases/decreases in city wide pupil numbers. Funding is delegated to schools via the Fair Funding Formula, approximately 75% of this is based on pupil numbers.

The Local Authority has received higher levels of capital funding for the period 2008/09 to 2013/14 to reflect the increasing pupil places. Capital funding allocated by the DfE for 2013/14 onwards will be required to expand Edgewick and work will need to commence during 2014/15 to ensure the additional places are available for September 2015. Subject to formal approval, it is therefore anticipated that the Edgewick scheme will be funded from a combination of Targeted Basic Need grant awarded this year and existing People directorate capital programme resources.

5.2 Legal implications

The City Council has a statutory duty under Section 14 of the 1996 Education Act to provide sufficient school places. The permanent extension of Edgewick Primary School from September 2015, will require the publication of a statutory notice under Section 19(1) of the Education and Inspection Act 2006.

The consultation and determination arrangements will meet the requirements of The Education and Inspection Act 2006 and The School Organisation (Prescribed Alterations to maintained Schools) (England) Regulations 2007 (as amended). Failure to comply with these statutory requirements would leave the Council unable to expand school places as required and subject to action by DfE.

The public sector equality duty under section 149 of the Equalities Act 2010 imposes on decision makers when carrying out any of its functions, the duty to have due regard to the need to 1) eliminate discrimination, 2) advance equality of opportunity and 3) foster good relations across all of the protected characteristics (which as relates to education are disabilities, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation). "Due regard" requires more than just an awareness of the equality duty. It requires demonstration of a rigorous analysis by the decision maker. Decision makers must be consciously thinking about the three aims as part of their decision making process with rigour and with an open mind. The duty is continuing and non delegable. Consideration must be given to the potential adverse impacts of any proposal and the measures needed to minimise any discriminatory effects.

6. Other implications

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)?

Local Authorities have a statutory duty to ensure sufficient school places are available to meet local needs. The permanent expansion of primary schools would increase the places available for reception pupils and enable the City Council to fulfil its legal obligations.

6.2 How is risk being managed?

Provision of sufficient school places is included on the Corporate Risk Register. Officers regularly (weekly) review the position in relation to admissions to ensure that there are sufficient places to meet demand.

6.3 What is the impact on the organisation?

Schools and officers will form part of the partnering teams together with the design teams and contractors to develop the designs and construction of the schools to be extended for September 2014.

6.4 Equalities / EIA

The proposed expansion of Edgewick Primary School and increase of its admission number aims to ensure that all Coventry children have access to education in accordance with their needs. Any revised accommodation changes and admission arrangements take into account the provisions of the Equality Act 2010 in the context of their possible impact on equal opportunities.

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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Contributor/approver name	Title	Directorate or organisation	Date doc sent out	Date response received or approved
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Paul Whitmore	Lead Accountant	Resources	6/12/13	10/12/13
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David Haley	Director: Education and Inclusion	People	6/12/13	9/12/13
Councillor D Chater	Cabinet Member (Education)	-	6/12/13	9/12/13

This report is published on the council's website: www.coventry.gov.uk/councilmeetings

Coventry Primary Schools Expanded, 2008 to 2014

Appendix 1

Year Expanded	School Name	Reception Class Places		Additional Reception Class Places
		Before Expansion	After Expansion	
September 2008	Aldermoor Farm	45	60	15
	Ernesford Grange	45	60	15
	Gosford Park	45	60	15
	Hill Farm	60	90	30
	Joseph Cash	45	60	15
	Walsgrave C of E	45	60	15
Sub total 2008				105
September 2009	Broad Heath	30	60	30
	Manor Park	75	90	15
	Richard Lee	60	90	30
	Stanton Bridge	45	60	15
Sub total 2009				90
September 2010	Courthouse Green	60	90	30
	Foleshill C of E	45	60	15
	Hollyfast	45	60	15
	Moseley	45	60	15
	Willenhall	45	60	15
Sub total 2010				90
September 2011	Hearsall	45	60	15
	Henley Green	30	60	30
	Holbrook	60	90	30
	John Gulson	75	90	15
	Moseley*	60	90	30
	Sacred Heart	45	60	15
	Southfields	30	60	30
	Spon Gate	30	60	30
	Stoke Heath	45	60	15
Sub total 2011				210 (180 in future years)
September 2012	Alderman's Green	45	90	45
	Allesley	45	60	15
	Grange Farm	30	60	30
	St Augustine's Catholic	45	60	15
	St Bartholomew's C of E	45	60	15
	Ernesford Grange*	60	90	30
Sub total 2012				150 (120 in future years)
September 2014	Aldermoor Farm	60	90	30
	Broad Heath	60	90	30
	Clifford Bridge	30	60	30
	Coundon	60	90	30
	Corpus Christi Catholic	60	90	30
	Frederick Bird	90	120	30
	Moat House	45	60	15
	Hollyfast	60	90	30
	Little Heath	30	60	30
	Park Hill	45	60	15
	Whitley Abbey	30	60	30
	Wyken Croft	90	120	30
Sub total 2014				330
Grand Total				915

Notes:

*Moseley 2011 the increase in reception class places is for one year only.
*Ernesford Grange 2012 the increase in reception class places is for one year only.

September 2012: additional places allocated at Broad Heath (90), Clifford Bridge (60)
Ernesford Grange (90) Frederick Bird (120), & Moat House (60)

September 2013: Increased PAN for Broad Heath (90), Clifford Bridge (60) Frederick Bird
(120), & Moat House (60) maintained pending permanent expansion from
September 2014.



Briefing note

To: Scrutiny Co-ordinating Committee

Date: 22 January 2013

Subject: Public Safety – Pilot Risk Assessment to Manage Service Demand

1 Purpose of the Note

- 1.1 Regulatory Services receives over 6,000 complaints and incidents each year covering the areas of Trading Standards, Environmental Health, Environmental Protection and Licensing. With resources in the service area having reduced by 21% since 2010, it is no longer possible to respond to every issue. Service demand needs to be prioritised, intelligence led and supported by signposting or self-help mechanisms so that expectations can be properly managed in future.
- 1.2 The use of national systems of risk assessment to prioritise proactive work (i.e. inspections) is long established in Regulatory Services and used, for example, to determine the frequency and type of visit to businesses. Other than the Health and Safety Executive Incident Selection Criteria Guidance, there are no other recognised models to risk assess and prioritise reactive casework across the functions of Regulatory Services.
- 1.3 A risk assessment tool for reactive work was developed initially in the Trading Standards teams and it is now proposed to trial the model across all of Regulatory Services. After the trial, approval would be sought to use it in future to formally manage the level and types of response to reactive casework in all teams.
- 1.4 This note outlines the proposal for a trial of the draft model across Regulatory Services in areas where there is currently no recognised guidance. Where reactive work is determined as low risk or lower medium risk, then officers will identify how service demand could be met in other ways, such as through website information, standard guidance, referral or recording as intelligence only.

2 Recommendations

- 2.1 That Committee notes, a risk based analysis of reactive casework is to be trialled across Regulatory Services for two months.
- 2.2 That Committee supports a report back on the outcome of the trial and, based on the evidence, consider a proposal for future implementation of a wide risk based assessment of reactive casework in Regulatory Services.

3 Information/Background

- 3.1 In Regulatory Services there is national guidance regarding assessing risk at business premises during proactive visits (i.e. inspection risk ratings) but there is very little in relation to reactive casework, such as complaints and investigations.
- 3.2 The issue for the service area is managing the volume of workload, which remains the same or in some areas is actually increasing, at a time when resources are reducing. The difficulty comes in determining what will or won't be dealt with and managing expectations.
- 3.3 Risk assessment is key to the 'better regulation' agenda and plays a crucial part in all of its principles: accountability, transparency, proportionality, targeted and consistent.
- 3.4 The Better Regulation Delivery Office Regulators' Code 2013 states that regulators should base their regulatory activities on risk and allocate resources where they would be most effective in addressing those priorities.
- 3.5 In Coventry, Regulatory Services receives over 6,000 complaints each year against businesses and individuals. It is not realistic or effective for officers to attempt to undertake a full investigation into all of these complaints. The response therefore has to be focused on adopting a standard approach to risk assessment that will enable managers to prioritise resources and record the basis for these day to day decisions to ensure transparency.
- 3.6 To complement the risk assessment and prioritisation of reactive casework, it is important to note that Coventry Direct, Citizens Advice Consumer Service, the Council website and officers are able to offer sign-posting and self-help solutions to support customers who may need advice and guidance but their case will not be investigated further.
- 3.7 A simple process of day to day triage can be used to manage resources for reactive casework, which varies in urgency, potential harm, the quality of the evidence and the complexity of response required. However this lacks a framework which would help to ensure transparency and consistent levels of response.
- 3.8 A common risk assessment framework for regulators was explored in a report by the LBRO (now BRDO) in December 2011. However this did not extend beyond proactive inspection work and they were not aware of any examination of a risk model for reactive casework.
- 3.9 Over the last 2 years or so, the service has been developing a risk matrix that has been tested for viability in Trading Standards already. The tool rates the impact on the individual or the community against a number of attributes. For example;
 - Has an individual suffered any injury or impact on their health from product?
 - Have they suffered stress from a rogue trader?
 - How much money have they lost?
 - Are they vulnerable or can they resolve the matter themselves?
 - How many other people may have been affected by the reported incident?
- 3.10 The tool also considers the likelihood of compliance and so considers;
 - Is this a new or established business?
 - Do they understand the regulatory environment and attempt to comply?
 - Are they acting recklessly or dishonestly?
 - Has there been previous enforcement action?
- 3.11 All these factors are graded, combined and an overall rating assigned in bands (high, upper medium, lower medium and low risk).

3.12 An overview of the full risk assessment is given below.

Outline	A - Impact					B- Likelihood of Compliance		
RISK RATING	Health / physical impact	Emotional	Financial	Vulnerability	Number affected	Management Competence	Complaint history	Compliance on inspection
Low	None	Minimal stress	<£100	Resolve on own	One off	Good control	None	Full Compliance
Lower Medium	Minor	Stress noted	£100 - £500	Assistance needed	Limited / some	Unknown/ complaints may continue	New or previous	New or mainly compliant
Upper Medium	Harmful	On-going stress	>£500 - 2000	Unable to resolve	Large number	No effort to resolve	Similar complaints	Partial
High	High Risk	Prolonged stress/ anxiety	>£2000	Taken advantage of	Wide scale	Reckless /deliberate	Enforcement Action	Non-compliant

3.13 The risk assessment can be used by team managers to consider what level of intervention is appropriate. In the more serious cases, this can be a rapid response to a rogue trader incident or a full investigation in to alleged breaches of Trading Standards Law. In less serious cases, it may be suitable for business advice, customer advice from the Citizens Advice Consumer Service, or recording as intelligence. If further information is received then the risk assessment would be reviewed and the level of intervention reconsidered.

3.14 The tool has now been developed further so that other teams in Regulatory Services can use it. It is hoped that this could be a standard measure to determine the risk associated with reactive casework. The proposal is for it to be used by all 7 regulatory teams with a two month trial commencing in January 2014.

3.15 The trial will examine how the risk assessment tool works in practice and show what, if any, improvements might be needed. Managers can then plan their team’s response to lower risk work, as well as how customer expectations are managed. It is expected that further self-help solutions would have to be developed.

3.16 Some examples of lower risk work are given in the appendix. Lower risk complaints would not trigger further investigation. Members of the public would either be provided with guidance and self-help on how to manage the problem themselves and/or the matter would be recorded for information only. As the risk model being devised uses a scoring system, it is possible to adjust levels of response according to a specific threshold or risk band, which in turn can be matched to the officer resources available.

3.17 As well as use of the risk tool to manage individual decisions, it is worth noting that the Regulatory Services Management Team already monitors intelligence data to inform the service enforcement priorities. A monthly management review of business premises generating the majority of problems is undertaken. This is to ensure that teams understand each other’s current activity and where there may be any overlaps or gaps in resource allocation. Also, current trends are reviewed so that this can be used to inform the allocation of resources. For example, consumer complaint trends and issues at licensed premises.

Nigel Woollorton, People Directorate, ext. 1862

Hamish Simmonds, People Directorate, ext. 1872

Appendix – Examples of potentially low risk complaints and how they can be handled

Environmental Protection

Some examples where the team might send the complainant an information leaflet, diary sheet, refer to the website, refer the complainant to the correct authority or give verbal advice;

- Nuisance complaints where nuisance has not been witnessed by officers, the complaint is new and from one resident only
- Enquiries about what type of wood burning stove or fuel residents need to buy in a smoke control area
- Complaints where we are not the enforcing authority such as water pollution (refer to Environment Agency), invasive weeds (police or landowner), smoky lorries (VOSA)
- Complaints about 'one off' events such as a bonfire on bonfire night, noise from concerts at Ricoh Arena and Godiva events in the city centre, where the impact is very time limited.

Trading Standards

Initial enquiries are handled by Citizens Advice Consumer Service (CAcs) who give basic consumer advice and record the information on their database. Enquiries involving a potential breach of law are referred to Trading Standards. Examples of low risk cases are as follows;

- Consumer complains about a misleading price ticket in a shop where there is no history of non-compliance and the premises risk rating is low. It is likely to be a 'one off' error.
- Consumer reports a petrol pump price display clicks on by 1p when the nozzle is put back. The premises history would be checked. If satisfactory, advice to the consumer would be given rather than testing the pump. If there are further complaints of a more severe nature then the risk rating may increase and a visit become necessary.
- Consumer has fallen for a scam air ticket website. They have no details other than a now defunct website. The consumer paid via bank transfer so unlikely they will get any redress. CAcs have given advice. Matter can be recorded and referred to the Trading Standards e-crime unit but very unlikely any local investigation will be successful.

Environmental Health - Food and Health & Safety

Food Poisoning

Campylobacter is the most common cause of food poisoning in the UK. It is considered to be responsible for around 460,000 cases of food poisoning, 22,000 hospitalisations and 110 deaths each year and most of these cases come from poultry. Campylobacter can also be found in red meat, unpasteurised milk and untreated water.

The organism is essentially ubiquitous, and the solution is to correctly cook raw meat and prevent cross contamination (usually in the home). Officers therefore merely send out advice leaflets, with a request to contact us with any issues.

Risk Assessment confirms this approach and we would be looking to further signpost rather than ask individuals to contact us directly for further advice.

The potential risk with this approach is that we may miss two or more related cases, where there is an association with a commercial food premises.

Large Chain Food Complaints

Complaints concerning foreign bodies (including insects) contained in packaged food purchased from major Supermarkets are often upsetting to the consumer. Several of these have received newspaper coverage.

However the risk of harm is low, not least because management/audit systems in place at larger supermarkets are good.

Currently the food team carry out preliminary investigations when appropriate, identifying the foreign body and possible issues.

However with a low risk rating and unlikely progression to formal action, all such cases could be dealt with by signposting and advice.

The potential risk with this approach is managing media and consumer expectations.

Hotel Conditions

Complaints concerning poor conditions in selected Hotels in the City are frequent. Customers are upset about cleanliness, leaks, mould, unwashed bedding, gym cleanliness and a range of issues not directly connected to any regulatory enforcement powers.

Any risk assessment on regulatory enforcement issues will score low and point us to no longer having any direct involvement in such cases unless there are several complaints.

However, the risk is that such matters invariably indicate poor management. Subsequent investigation typically reveals other enforcement issues which can be resolved, often as a package including the original complaint issues. This would be missed.

Another often made point is that such hotels are the focus of anyone visiting the City and give a poor impression. Any lack of response to such complaints would possibly enhance this view.

Licensing

Complaints may need to be referred to other teams or joint visits undertaken to investigate issues raised about noise, underage sales or to monitor licensing conditions. A better understanding of the risk rating of licensing complaints and enquiries needs to be developed before decisions on what would or would not be dealt with can be made.

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Public report
Cabinet Member

Cabinet Member (Community Safety and Equalities)
Scrutiny Co-ordination Committee

18 December 2013
22 January 2014

Name of Cabinet Member:

Cabinet Member (Community Safety and Equalities) - Councillor Townshend

Director Approving Submission of the report:

Chief Executive

Ward(s) affected:

All

Title: Effectiveness and quality of recent consultation exercises carried out by Coventry City Council

Is this a key decision?

No

Executive Summary:

Following a request by the Cabinet Member this report addresses the effectiveness and quality of recent consultation exercises conducted by Coventry City Council. Ensuring that those with limited access to ICT facilities are enabled and supported to take part was a particular concern.

The report provides examples of consultation methods used for a sample of high profile recent consultations and demonstrates that a range of ways to take part has been offered. It emphasises that in order to maximise participation of those most interested or affected, consultations should be designed to: use the engagement methods preferred by those most affected; remove barriers to participation; be meaningfully written or explained; be carefully promoted. Guidelines and good practice already exist within the Council, along with mechanisms to help officers leading consultations. It is important that these continue to be provided and promoted across the Council to ensure that future consultations are fit for purpose and offer the most appropriate consultation methods to encourage participation by those most affected.

Recommendations:

The Cabinet Member is recommended to:

- Note and endorse the report;
- Request that officers continue to ensure that future consultations are undertaken in ways that enable those who are most affected to take part

Scrutiny Co-ordination Committee is recommended to:

- Examine this issue further with particular regard to developing the role of elected members in promoting good consultation practice and make any comments or recommendations to the Cabinet Member (Community Safety and Equalities)

List of Appendices included:

None

Other useful background papers:

Coventry Partnership Inform, Consult, Involve Guidance
<http://www.coventrypartnership.com/research>

Best Value Statutory Guidance
<https://www.gov.uk/government/publications/best-value-statutory-guidance--4>

Citizens and Local decision Making: What Drives Feelings of Influence?
<http://www.urbanforum.org.uk/research-reports/citizens-and-local-decision-making>

Has it been or will it be considered by Scrutiny?

Yes, it will be considered by Scrutiny Co-ordination Committee on 22.01.14

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: Effectiveness and quality of recent consultation exercises carried out by Coventry City Council

1. Context (or background)

1.1 On 13th September 2013 the Cabinet Member requested a report into the effectiveness and quality of recent consultation exercises carried out by the Council. Ensuring that those with limited access to ICT facilities are enabled and supported to take part was a particular concern. This is an especially important issue during the current climate of cuts to Council budgets and the consequent need for the Council to make difficult decisions about how it spends its money.

2. Options considered and recommended proposal

2.1 The Council aims to be honest, fair, and transparent when making decisions, and to achieve this it is important that high standards are applied consistently to its informing, consultation, and involvement activities. Engaging people (who are affected by decisions) in the process of making those decisions is both a statutory requirement and a prerequisite to providing effective and efficient services.

2.2 The Council already has a dedicated team that promotes good consultation practice, which is guided by the *Coventry Partnership Inform, Consult and Involve Good Practice Guide*. The team provides advice and support to plan, deliver, and analyse consultations. The recommended proposal is to continue this work, emphasising that all City Council consultations should encourage greater participation in consultation by those people and organisations who are directly affected by or interested in the subject of the consultation.

In practice this involves:

- *Using consultation methods that are fit for purpose.* This begins with identifying which people or organisations will be most affected by or interested in consultation proposals and then choosing consultation methods preferred by those affected. Face to face methods (e.g. interviews, focus groups, workshops) should be used when those most affected cannot or do not generally use ICT or who would otherwise be least likely to get involved.
- *Making consultations meaningful and making it easy to take part.* This involves clearly explaining proposals - whether in writing or verbally. Consultations should provide genuine opportunities for people to explain the impact on them and to suggest alternatives.
- *Removing barriers to having a say.* This is done by addressing specific equality issues to ensure consultations are inclusive and accessible to those people most affected. This will also mean offering paper alternatives to electronic surveys and making it clear that these are available and providing a named contact. Sufficient time must be allowed for those affected to take part (including for organisations to consult within their networks).
- *Effectively promoting consultation.* This is achieved by inviting participation from those affected, either by direct invitation or through partner/partnership networks and organisations. Social media such as Facebook and Twitter can also be used to advertise and garner interest. Where essential small incentives may be used to encourage involvement from vulnerable groups who are directly affected but least likely to take part.

- 2.3 Overall, the ideal is to offer a range of opportunities to have a say. However the Council needs to be mindful of the duty of best value and must ensure that resources used for consultation are proportionate to the importance of the decision to be made.
- 2.4 When conducting electronic surveys the Council offers a paper alternative and the number of consultation surveys responses collected recently is provided below. In addition to surveys, consultations have included a range of other methods which vary from consultation to consultation.

Directorate	2012/13		2013 /14 (to Aug 13)	
	Total responses	Surveys	Total responses	Surveys
Children, Learning & Young People	1161	19	1627	17
Community Services	1671	27	947	7
City Services & Development	1570	20	541	8
Customer & Workforce Services	1164	14	57	2
Chief Executives	4222	30	2069	11
Finance & Legal	770	6	416	5
Coventry Partnership	70	2	188	2
TOTAL:	10628	118	5845	52

Recent examples of high profile consultations are provided below along with the range of methods used to engage those affected.

- *Domestic violence and abuse services new delivery model:* views were sought using a range of methods including a series of service provider workshops, focus groups, and creative workshops with victims and perpetrators, and general surveys.
- *Neighbourhood Working Review:* views were sought from residents on the proposals for the future of neighbourhood working in the City through electronic surveys, paper surveys in libraries, and briefings at Neighbourhood Forums and Safer Neighbourhood Groups.
- *Youth Service Review:* views on changes to staffing, location, and delivery of services were sought through eight public meetings, a group discussion with children with special needs, group sessions at Youth Centres with young people, online surveys, paper surveys in libraries and youth centres (at which support to complete surveys was provided).
- *Homelessness and Ex-Offenders Review:* this review carried out a formal consultation with providers of supported accommodation, other stakeholders, referring agencies, and service users, to design a more streamlined and simplified service mode. It used paper surveys and online surveys for voluntary sectors providers and general public, focus groups with service users, feedback workshops, and a service user online survey via Homefinder.
- *Expansion of Primary School Places 2014/15:* a total of 54 consultation meetings for staff, governors and parents/carers were held across each of the 20 schools affected. In addition an online and postal survey was conducted and responses were invited via email/letter.

2.5 A good example of an effective and good quality consultation is the on-going "A Bolder Community Services" Review. A range of ways were used to publicise the consultation and collect in views of those affected, including:

- Direct and targeted contact with staff, service users, and family carers who will potentially be affected by the proposed changes;
- Community Services staff briefing sessions;
- Contact with all commissioned service providers, Voluntary Action Coventry (VAC) members, respondents to the Adult Social Care and Carers Surveys (where involvement in future consultation was requested), and Adult Social Care lead Partnership members (Learning disabilities, Older People and Physical and Sensory Impairment);
- Contact with all members of staff from Coventry and Rugby Clinical Commissioning Group, their GP practices, and Patient Reference Groups;
- Public drop-in sessions;
- Media including Facebook and Twitter;
- Posters in libraries, Council reception areas etc.

2.6 This demonstrates that considerable effort has gone into ensuring that individuals and groups have a range of opportunities to participate in consultation exercises, and that these opportunities were not limited to those that have access to ICT facilities.

2.7 In the current climate of service cuts and re-prioritisation it is almost inevitable that dissatisfaction with consultation will increase. National research has found that the extent to which residents are satisfied with the quality of consultation activities is driven by a range of factors, including the provision of effective information, the quality of the consultation experience, and whether the views they have expressed have been acted upon. They are also strongly linked to experiencing tangible improvements to the local area and to the quality of services.

3. Results of consultation undertaken

3.1 This report is about reviewing the consultation approach adopted by the Council and suggesting steps to improve this process.

4. Timetable for implementing this decision

4.1 If the recommendations are accepted implementation will be a continuation of existing arrangements and therefore be immediate.

5. Comments from Executive Director, Resources

5.1 Financial implications

There are no direct financial implications from the recommendations in this report. When decisions are made on appropriate consultation methods, lead officers need to ensure that the financial resources required are proportionate to the importance of the decision to be made. Costs of consultation are generally met from within the existing service areas budgets.

5.2 Legal implications

Statutory Best Value Guidance sets out requirements for local authorities to consult with those affected by or interested in its services, policies, and decisions.

Local authorities are legally bound to consult by statutory best value guidance and through a duty to act “fairly”. Expectations about what makes a consultation fair is set out in case law: consultation must take place before a decision is taken, there must be sufficient information to enable intelligent consideration of the proposal(s) (including information about any equality impacts), sufficient time should be allowed for consideration and response, and decision-makers must consider consultation findings at the time of decision-making.

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 Council aims to be honest, fair, and transparent when making decisions. The proposed option will help to achieve this through promoting and supporting application of high standards consistently to its informing, consultation and involvement activities.

People are more likely to feel that they can influence decisions if key service providers provide them with sufficient and appropriate information, if they listen to people's views, act upon them and then demonstrate how people's views have improved delivery of services. Good quality consultation provides evidence to help to achieve high quality relevant public services that meet the needs of our most vulnerable communities, and aids us in making difficult decisions on the best use of public resources.

6.2 How is risk being managed?

A dedicated team within the Council provides advice and support to plan, conduct, and analyse consultation activities. The team works collaboratively with the Council's Legal Service to manage identified risks resulting from concerns about the fitness for purpose of proposed consultations.

6.3 What is the impact on the organisation?

None

6.4 Equalities / EIA

The Council has produced a guide to statutory consultation and equality duties that outlines how consultation processes should support equality impact assessments and consider the effects on protected groups for any proposed change of service or policy. The Equality and Consultation Analysis process captures both consultation evidence and evidence of equality impacts and consideration of how any adverse effects might be mitigated. By bringing processes for equality impact analysis and consultation the consideration of equality impacts is strengthened.

6.5 Implications for (or impact on) the environment

None

6.6 Implications for partner organisations?

The Coventry Partnership "Inform, Consult and Involve" Guidance underpins advice provided to officers leading consultations. It sets out principles that partner organisations will work towards when undertaking informing, consulting or involving work. The principles will support the delivery of high quality consultation and effective engagement across partner organisations. Continuing with existing co-ordination and support arrangements makes best use of established partner networks and established collaborative working.

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Members: Cllr Townshend	Cabinet Member (Community Safety and Equalities)	Coventry City Council	05.12.13	05.12.13

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To: Scrutiny Co-ordination Committee

Date: 22 January 2014

Subject: Effectiveness and quality of recent consultation exercises carried out by Coventry City Council - Cabinet Member (Community Safety & Equalities) Resolutions

1 Purpose of the Note

This note sets out the decisions taken by the Cabinet Member (Community Safety and Equalities) concerning the report 'Effectiveness and quality of recent consultation exercises carried out by Coventry City Council' at the Cabinet Member meeting held on 18th December.

2 Information/Background

The Cabinet Member considered a report of the Chief Executive which, following a request by the Cabinet Member, addressed the effectiveness and quality of recent consultation exercises conducted by Coventry City Council. Ensuring that those with limited access to ICT facilities are enabled and supported to take part was a particular concern. The report is also to be considered by the Scrutiny Co-ordination Committee on 22nd January 2014.

The report provided examples of consultation methods used for a sample of high profile recent consultations and demonstrated that a range of ways to take part had been offered. It emphasised that in order to maximise participation of those most interested or affected, consultations should be designed to use the engagement methods preferred by those most affected; remove barriers to participation; be meaningfully written or explained and be carefully promoted. Guidelines and good practice already exist within the Council, along with mechanisms to help officers leading consultations. It was important that these continue to be provided and promoted across the Council to ensure that future consultations were fit for purpose and offered the most appropriate consultation methods to encourage participation by those most affected.

In addition to the recommendations in the report, the Cabinet Member agreed two further resolutions and these are shown in bold and italics:

RESOLVED that the Cabinet Member (Community Safety and Equalities):

1. (i) Endorses the report.
- (ii) Requests that officers continue to ensure that future consultations are undertaken in ways that enable those who are most affected to take part.
- (iii) Consult broadly with Trade Unions, faith groups and residents groups with a view to promoting policies that will develop good consultation practices with any recommendations to be submitted to the Cabinet Member with responsibility for Legal and Democratic Services.***

2. Scrutiny Co-ordination Committee be requested to examine this issue further with particular regard to developing the role of elected members in promoting good consultation practice and make any comments or recommendations to the Cabinet Member with responsibility for Legal and Democratic Services.
3. ***A further report reflecting the broader consultations and Scrutiny Co-ordination Committee's recommendations to be submitted to a Cabinet Member meeting on or before 1st May 2014.***

Helen Shankster
Chief Executive's Directorate
024 7683 4371



Coventry City Council

Public report

REPORT BACK ON CONFERENCE/SEMINAR

REPORT TO: Scrutiny Co-ordination Committee

22nd January 2014

REPORT OF: Lord Mayor and the Executive Director, Place

TITLE: Fact-finding and civic visit to Jinan, China

DATE: 21st – 28th October 2013

VENUE: Jinan and Beijing, China

1. Recommendation

The Scrutiny Co-ordination Committee is recommended to:

- 1.1.1 endorse the report of the fact-finding and civic visit to Jinan and Beijing and the positive outcomes achieved.
- 1.1.2 agree that the Leadership's initiative to more closely engage the Lord Mayor Office in economic development matters is beneficial
- 1.1.3 support the development of a detailed action plan to facilitate further trade and investment opportunities with selected overseas destinations.

1.2 Development of a detailed Action Plan

As recommended in section 1.1.3, the Business Investment Team is developing a detailed Action Plan to facilitate further trade and investment opportunities with selected overseas destinations. The ultimate objective of such a plan will be to stimulate trade, increase business investment and create new jobs.

The plan which will be completed by end of January 2014, will cover:

- **Resources:** Officer time and skills, revenue and marketing costs
- **Organisation:** Internal structures and relationships with key bodies (incl UKTI, Overseas embassies, local partners and other interested bodies)
- **Engagement:** Optimising impact of the Lord Mayor's Office, Senior Officers, Elected Members and Council Leadership
- **Potential destinations:** Review of destinations in addition to Shandong Province, China
- **Detailed pathways:** Actions to achieve the objectives
- **Timescales**

2 Background

This is the 30th year anniversary of the twin city relationship between Coventry and Jinan, capital of Shandong Province – China's third largest province.

The City Council's International Trade and Investment Group (ITIG) identified that Jinan and Shandong Province represented a good starting point for establishing a strategic international trade and investment link with China.

John Norton and Parmy Singh, Business Development Advisors from the Business Investment Team, undertook a fact finding mission in conjunction with the Lord Mayor Cllr. Gary Crookes and Lady Mayoress Shirley Crookes civic visit. This ensured that the appropriate cultural groundwork and economic assessment was in place for possible future activity in China.

The visit was facilitated by the China Britain Business Council (CBBC), a membership organisation which specialises in UK China trade activity, effectively acting as the arm of UK Trade and Investment (UKTI) in China.

The itinerary included both high level civic events and business meetings in Jinan and Beijing. This provided an excellent insight into future trade and investment opportunities with China and emphasised the importance of retaining and building on relationships with key decision makers from both the Chinese Government and the Chinese business community.

3 Specific Events

The delegation arrived in Jinan on the evening of Tuesday 22nd October 2013 and was met by representatives from the **Jinan Foreign Affairs Office (JFAO)** which included the Deputy Director Ms Liu Yanqiu.

In the morning of Wednesday 23rd October 2013, the delegation met with Mr Jiantao Lv (Executive Deputy Director) and Mr Bill Liu (Manager) of **China International ICT Innovation Cluster (CIIC)** based at Qilu Software Park. CIIC is the only combined international and innovative park at state level for the ICT sector in China. The visit by the delegation to Jinan's High Tech Development Zone was filmed and aired on Jinan's state television channel, helping to raise the profile of Coventry to a potential audience of nearly seven million people.

A meeting then followed with the senior management team from **Jinan Haishui Science and Technology Co. Ltd.** Opportunities were explored for potential future collaboration, particularly with Coventry's Serious Games Institute.

In the afternoon the delegation visited the manufacturing plant of **Geely**, who recently purchased the Coventry based **London Taxi Company (LTC)**. This provided an opportunity to meet with Mr Li Xiaohu, General Manager within the Geely Group. Mr Li was involved in the acquisition of Manganese Bronze Holdings plc, this enabled discussion around the company's UK expansion plans.

Following the visit to Geely's manufacturing facility the delegation made its way to the headquarters of **Jinan Municipal People's Government**. A meeting took place with representatives from JFAO led by Mr Zhao Ning (Deputy Chief), CIIC and **the local Chamber of Commerce**. Discussions took place at the workshop around improving economic ties and cooperation between Coventry and Jinan.

In the evening a meeting took place with a number of dignitaries, with discussions led by Coventry's Lord Mayor Councillor Gary Crookes and **Mr Yang Luyu, Mayor of Jinan**. A formal banquet followed to mark Coventry's 30th year twinning relationship with Jinan, the event was hosted by Mayor Yang.

On Thursday 24th October the delegation were accompanied by Jinan's Deputy Chief Mr Zhao Ning visiting Baotu Spring. In the afternoon the delegation met with representatives from **Shandong Foreign Affairs Office (SFAO)**, headed by their Deputy Director-General Mr Jigang Zhang. At this meeting it was agreed that Jinan would act as the gateway to Shandong Province, hence firming up our working relationship with both Jinan Foreign Affairs Office and SFAO.

On Friday 25th October high level meetings took place at the **British Embassy Beijing**. This provided an opportunity to meet with **UKTI's Head of Investment (Beijing)** Peter Wyithe and **Deputy Director (Inward Investment) for China** Chad Woodward. A number of discussions took place around future economic cooperation between UKTI China and Coventry, including the recent purchase of Coventry's largest manufacturer Covpress by Shandong Yongtai, a company based in Shandong Province.

Photographs taken at key events are included in Appendix A

4 Cost of attending

	Costs Approved by Cabinet/Cabinet Member	Total of Actual Costs
Flights	£3,894	£3,459
Accommodation	£1,560	£1,350
Subsistence	£600	£381
Insurance	£120	£119
Visas	£609	£470
Visit support costs inc. transfers, Beijing, CBBC representative	£4,847	£3,888
Total	£11,630	£9,667

The expenditure limit stated on the Travel Approval form was £11,630, actual costs were therefore £1,963 under this limit. This saving was primarily made as an opportunity arose to utilise the services of a representative from Jinan Foreign Affairs Office, therefore the delegation did not have to hire a full-time interpreter whilst in China - an approach taken which was more cost effective.

The Lady Mayoress paid her own costs.

5 Benefits

The fact-finding visit in conjunction with the biennial civic visit enabled the delegation to investigate and identify potential trade and investment opportunities between companies in Coventry and Jinan / Shandong Province. For example, the initial meetings with the China International ICT Innovation Cluster and Jinan Foreign Affairs Office highlighted the huge potential for trade and investment activity between Coventry and China.

The visit built on the existing twinning link between Coventry and Jinan with the aim of developing and capitalising on the relationship to ensure Coventry is favourably positioned to maximise the opportunity for two way trade with this extremely ambitious and rapidly developing region of China. Strategically Coventry is well placed to focus on this particular geographic area due to the well-developed relationship with Jinan which is based on 30-years of communication between these two cities.

Furthermore, the intelligence gathered indicates the sector specialisms of Jinan closely reflect the priority areas of the Coventry and Warwickshire Local Economic Partnership (CWLEP) – notably advanced manufacturing, digital technologies and automotive - it is therefore apparent that close ties with the region could be very beneficial for both economies going forward. In addition we should not underestimate the significance of how our civic and officer level relationships with Jinan may be utilised to open doors for local businesses to trade with China through dedicated sector specific trade delegations. Indeed a key feature which continually emerged from the visit was that relationships, also termed 'guanxi', are an integral component of the business culture in China.

The Lord Mayor Cllr. Gary Crookes noted that, *'The presence of the Lord Mayor, to reinforce the relationship with our twin city of Jinan, was seen as a positive step, much appreciated by our Chinese hosts and probably helped to gain access to higher and wider levels of local government and therefore increased opportunities. Mayor Yang Luyu, an elected official with executive powers, expressed his surprise that our Lord Mayors were civic heads elected annually and therefore did not give the continuity which the Chinese would appreciate. However, we have the opportunity to benefit by providing this much desired continuity from within our officer base. This is my firm recommendation.'*

6 Future opportunities resulting from the visit include:

- Trade delegations (both inward and outward) for suitable companies (primarily advanced manufacturing and automotive) to be held in 2014 (proposed March (Jinan / Shandong Province) and September (Coventry and Warwickshire)).
- As a direct result of a workshop between Coventry and Jinan, the Jinan Municipal Bureau of Commerce (BCJM) has expressed an interest to visit Coventry in the first quarter of 2014 with a delegation of manufacturing companies.
- Use the intelligence / data gathered regarding sectors and specialisms in the Jinan area to identify and match-make relationships between companies in the two areas that have real opportunities for developing successful trade relationships. This information can then be used to plan, and ensure the success of, any future trade delegations.
- Training exchange courses to be provided by the Serious Games Institute (SGI) in Coventry and the Jinan High Tech Development Park for company executives to facilitate expertise development and knowledge transfer between the two areas.
- An extension of the Business Support offer in Coventry to include increasing awareness and understanding of potential Chinese investment, for example, addressing cultural nuances that need to be adhered to when dealing with Chinese businesses; how investment can potentially be secured and which support agencies are best placed to facilitate e.g. JFAO, UKTI, CBBC
- For the respective business representative organisations in each area to raise awareness and actively promote the sector specialisms and trade/investment opportunities within the business communities they represent. For example along with Geely's pledge to invest £150m in the London Taxi Company's Coventry factory and expand production to develop a new TX5 model over 5-years; the company is exploring the possibility manufacturing automotive components in the UK – placing Coventry in strong position for future manufacturing plants
- Following the meeting at the British Embassy with UKTI China, the Head of Investment met with Mr You, the owner of Shandong Yongtai, and his feedback stated *"...the Chairman was very grateful for all of the support he had received from Coventry local government around the purchase and since... the Chairman was very positive about his Coventry acquisition and his plans to get into the global supply chain of major auto manufacturers."* Such testimonials serve well to attract further inward investment into Coventry and increase trade opportunities for local companies.
- As a result of our engagement with the British Embassy the Head of Investment (Beijing) will be visiting Coventry in December 2013
- The feedback supports the delegation's own observations that maintaining and building on relationships with key representatives and organisations is crucial to benefit from future trade and investment opportunities with China.
- In particular Coventry City Council's relationship with China Britain Business Council is key for economic success and influence within China, as we aim to progressively develop our business networks in the region. Dedicated resource would be required to support future activity, as this would enable the best prospect of maximising long-term economic prosperity between Coventry and China through trade and investment.

List of background papers

Proper Officer: Executive Director, Place

Author: Parmy Singh, Business Development Advisor, Place

Tel Number: 024 7683 1368

(Any enquiries should be directed to the above)

Other contributors: Lord Mayor Cllr. Gary Crooks; John Norton, Business Development Advisor; Graham Simpson, Business Investment Manager; Rebecca Young, Economy & Jobs Manager; David Cockroft, Assistant Director

Papers open to public inspection: Nil

Description of paper: Report Back on Conference/Seminar

Location: CH60

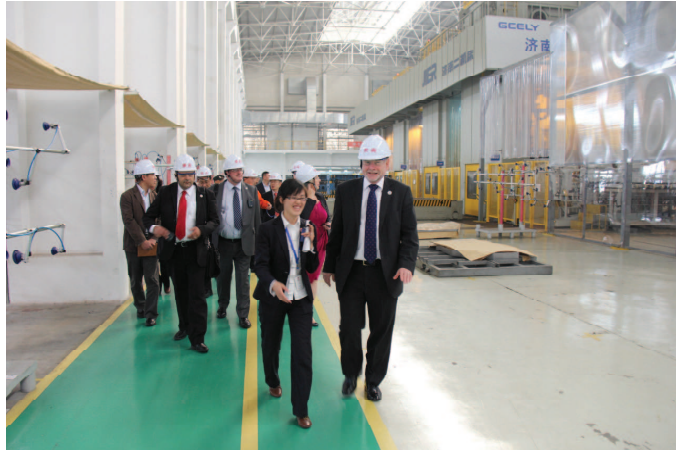
Approved by Cabinet Member on: 30th September 2013

Appendix A – Map of China



Appendix B – Delegation Photos

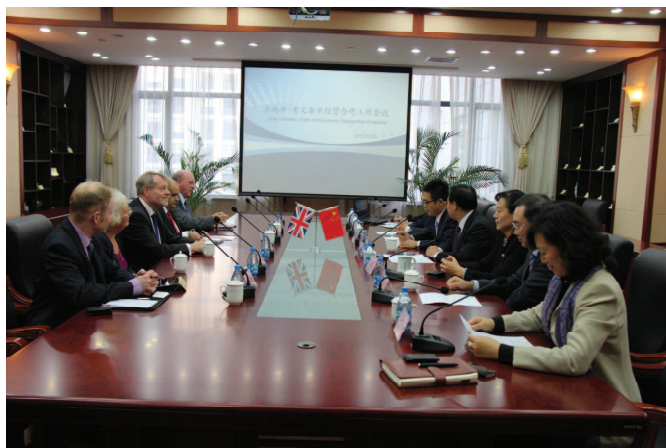
I. Delegation visit Geely manufacturing plant in Jinan



II. Lord Mayor and Lady Mayoress with General Manager Mr Li Xiaohu in front of London Taxi at Geely



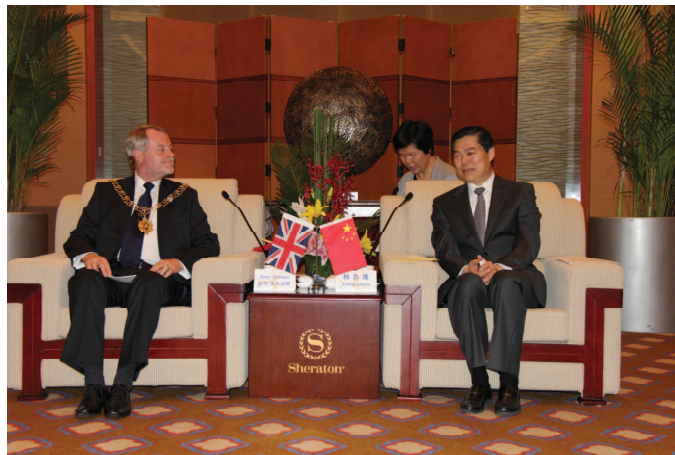
III. Meeting with representatives from Jinan Foreign Affairs Office, local Chamber of Commerce and China International ICT Innovation Cluster



IV. Visit to Qilu Software Park, Jinan Hi-Tech Development Zone



V. Lord Mayor Cllr. Gary Crookes with Mr Yang Luyu, Mayor of Jinan



VI. Meeting with Jinan Haishui Science and Technology Co. Ltd



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Scrutiny Co-ordination Committee

Work Programme 2013/14

For more details on items, please see pages 2 onwards

10th July 13

- Alcohol Strategy
- Olympic Legacy Scrutiny Panel
- Outside Bodies reports back
- Review of Coventry Community Safety Partnership (CSP)

7th Aug 13

- Equalities
- Equalities in Employment
- Changes to the Constitution

11th Sept 13

- Houses in Multiple Occupation Task and Finish group
- Conference Reports –
 - Civic Visit to Volgograd
 - Delegation to City of Volgograd
 - Presentation to the European Union
 - Civic Visit to Kiel

9th Oct 13

- Council Wide Marmot Plan
- Statutory Advisor on Health

6th Nov 13

- Built Environment Enforcement
- Commissioning of Domestic Violence and Abuse services

11th Dec 13

- Welfare Reform

22nd Jan 14

- Public Safety Services
- Effectiveness and quality of recent consultation exercises carried out by Coventry City Council

19th Feb 14

- Evaluating Asset Based Working in Coventry

19th March 14

16th April 14

Date to be identified

- Review of Coventry Partnership
- Community Safety Partnership Annual Report
- Transition between Children's and Adult's Social Care
- Immigrant communities – access to healthcare and support services, promoting values
- Organisational Change

Meeting Date	Work programme item	Lead Officer	Brief Summary of the issue	Source
10 th July 13	Alcohol Strategy	Jane Moore/ Olivia Taylor	Alcohol has wide ranging impacts on people and communities particularly in relation to health and community safety. A draft Alcohol Strategy has been prepared for consideration by the Community Safety Partnership and Cabinet Member (Health and Adult Services) setting out the position in Coventry and proposals for action and the Scrutiny Co-ordination Committee will contribute to this.	Informal Scrucro meeting 10/06/13
	Olympic Legacy Scrutiny Panel	Gennie Holmes	To feedback and report on progress on the work of the task and finish group established following the Cabinet Member (Policy, Leadership and Governance) meeting on 30 th November 2012. A progress report was presented to Scrucro at their meeting on 17 th April 2013.	Scrucro 17/4/13
	Outside Bodies reports back	Scrutiny Officer	To identify which outside bodies appointed to by the Council at their annual general meeting report to Scrutiny Co-ordination Committee and other Scrutiny Boards.	Annual review
	Review of Coventry Community Safety Partnership (CSP)	Sara Roach	To present to the Board the proposed changes to the CSP requested by the Police and Crime Commissioner	Informal Scrucro meeting 10/06/13
7 th Aug 13	Equalities	Jenni Venn/ Surindar Nagra	To review the Council's annual equalities report and identify any priorities or concerns for future action or review.	Informal Scrucro meeting 10/06/13
	Equalities in Employment	Shokat Lal	This item will look at the diversity of the Council's workforce and how the Council is encouraging a more diverse workforce. Referred to Scrucro for monitoring from CM(Equalities and Community Safety)	CM(Equalities and Community Safety)
	Changes to the Constitution	Christine Forde/ Carol Bradford	For the Board to discuss and comment on proposed changes to the Constitution	
11 th Sept 13	Houses in Multiple Occupation Task and Finish group	Gennie Holmes/ Vicky Castree	To feedback and report on progress on the work of the task and finish group established following the Scrucro meeting on 20 th March 2013	Scrucro 20/3/13

Scrutiny Co-ordination Committee Work Programme 2013/14

Meeting Date	Work programme item	Lead Officer	Brief Summary of the issue	Source
	Conference Reports – - Civic Visit to Volgograd - Delegation to City of Volgograd - Presentation to the European Union - Civic Visit to Kiel	Cllr Sawdon, Cllr Crookes, Cllr J Mutton	Conference reports for several civic visits.	
9 th Oct 13	Council Wide Marmot Plan	Jane Moore	To review the Council's work as one of the Marmot Cities to improve life chances and reduce health inequalities	Informal Scrucro meeting 10/06/13
	Statutory Advisor on Health	Jane Moore	To review the role and impact of the Director of Public Health's responsibilities as the Council's Statutory Advisor on Health	Informal Scrucro meeting 10/06/13
6 th Nov 13	Built Environment Enforcement	Sara Roach	To review the effectiveness of initiatives to ensure that enforcement activity (across housing, planning, environment and community safety) is effectively joined up to deliver the best outcomes for local people and the environment, including the work of the Strategic Built Environment Group. This could include information on how the issue of empty properties is being addressed.	Informal Scrucro meeting 10/06/13
	Commissioning of Domestic Violence and Abuse services	Sara Roach/ Mandie Watson	An update on progress since the Streets and Neighbourhoods Scrutiny Board (4) meeting on 21 st November 2012, to include an update on progress on actions and any further actions from the recent SCR's.	SB4 Meeting 21/11/12
11 th Dec 13	Welfare Reform	Simon Brake	To consider the approach the Council and partners are taking to co-ordinate services and support for those people affected by Welfare Reform. To include: current position; financial impact on the Council (including Discretionary Housing Payments and the Community Support Grant); impact on individuals, communities and the city. Also links to Credit Unions, Making Every Contact Count and Marmot.	

Meeting Date	Work programme item	Lead Officer	Brief Summary of the issue	Source
22nd Jan 14	Public Safety Services	Sara Roach	To contribute to a review of risk levels and thresholds for intervention as part of review of how the service operates and engages with local people.	Informal Scrucro meeting 10/06/13
	Effectiveness and quality of recent consultation exercises carried out by Coventry City Council	Helen Shankster	To consider issues raised in a report prepared for the Cabinet Member (Community Safety and Equalities) on the effectiveness and quality of recent consultation exercises, and particularly the role of elected members in promoting good consultation practice	Chair of Scrucro
19th Feb 14	Evaluating Asset Based Working in Coventry	Sara Roach/ Jane Moore	At his meeting of 9 th July, the Cabinet Member (Community Safety & Equalities) considered a proposal for the future of Neighbourhood Working proposals and requested that Scrutiny support the development and monitoring of performance measures for the new Community Development Service. This will include progress on Asset Based Working including evaluation.	Cabinet Member (Community Safety & Equalities) 09/07/13 and Informal Scrucro meeting 10/06/13
19th March 14				
16th April 14				
Date to be identified	Review of Coventry Partnership	Jenni Venn	To review the current priorities and working model of the Coventry Partnership in the context of new national and local initiatives including the LEP	Scrucro 17/4/13
	Community Safety Partnership Annual Report	Mandie Watson	The Annual Report of the Community Safety Partnership as well as the strategic assessment informing priorities for working	
	Transition between Children's and Adult's Social Care			SB2 2012/13

Scrutiny Co-ordination Committee Work Programme 2013/14

Meeting Date	Work programme item	Lead Officer	Brief Summary of the issue	Source
	Immigrant communities – access to healthcare and support services, promoting values		Prompted by Referral and Assessment Service visit by Scrutiny Board 2 during 2012/13	Prompted by RAS visit SB2 2012/13
	Organisational Change		To scrutinise the impact of the significant organisational change being planned with the creation of the People and Resources Directorates.	All Scrutiny Members meeting 26/6/13
	Female Genital Mutilation			Council 03/12/13, and Scrucro 11/12/13
	Welfare Reform		During its discussion on Welfare Reform on 11 th December, the Committee agreed that it should return to this item later in the year to review progress in relation to issues including: work being undertaken to understand the non-financial impacts of Welfare Reform, such as public health, and including work commissioned by the Marmot Steering Group; the impact on those people at risk of financial abuse that may be exacerbated by payments being made to households rather than individuals; the full impacts on disabled people and the work to understand the application and impacts of sanctions.	Scruco 11/12/13

In addition the following dates are “if required” 5th February, 5th March, 2nd April

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