



Cabinet Member (Policy and Leadership)

Time and Date

1.00 pm on Thursday, 28th November, 2013

Place

Committee Rooms - Council House

Public Business**1. Apologies****2. Declarations of Interest****3. Minutes** (Pages 3 - 4)

- a) To agree the minutes from the meeting held on 11th July, 2013 (attached)
- b) Matters Arising

4. Petition - To Coventry City Council and Arena Coventry Limited (Pages 5 - 12)

To consider a petition bearing 18 signatures, accompanied by a print out of an ePetition from 'change.org' bearing 531 signatures. The Petition Organiser has been invited to attend the meeting.

Report of Executive Director of Resources (attached)

5. Citivision Magazine (Pages 13 - 20)

Report of the Chief Executive (attached)

6. Outstanding Issues

There are no outstanding issues to report.

7. Any Other Items of Public Business

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

Private Business

Nil

Chris West, Executive Director, Resources, Council House Coventry

Wednesday, 20 November 2013

Note: The person to contact about the agenda and documents for this meeting is Michelle Rose

Membership: Councillors J Blundell (Shadow Cabinet Member) and A Lucas (Cabinet Member)

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 Rose

Telephone: (024) 7683 3111

e-mail: michelle.rose@coventry.gov.uk

Agenda Item 3

Minutes of the meeting of Cabinet Member held at 1.00 pm. on 11 July, 2013

Present:

Cabinet Members: Councillor Mrs Lucas (Chair)

Other Members: Councillor Taylor
Councillor Andrews

Employees (by Directorate):

Chief Executive's: J Venn

Customer & Workforce Services: M Rose

Apology: Councillor Blundell

Public business

1. Declarations of Interest

There were no declarations of interest.

2. Minutes [\(Minutes\)](#) [\(Minutes\)](#)

The minutes of the meetings held on 17th January and 21st February, 2013 were noted. There were no matters arising.

3. Development of a Key Cities Group [\(Report\)](#) [\(Appendix\)](#)

The Cabinet Member considered a report of the Chief Executive that provided Members with information regarding the Centre for Cities report "Mid-size cities; their role in England's economy" and the discussions and advantages of closer collaboration with similar sized cities working together, including the development of a "key cities" group.

Members discussed the importance of collaborative work and noted that Coventry had experience working with other areas including sub-regional neighbours.

RESOLVED that the Cabinet Member:

(1) Note the recommendations of the Centre for Cities report "Mid-size cities; their role in England's economy" at appendix 1.

(2) Agree that the Council should continue to support a collaborative approach to joint working between similar sized English cities including the development of a new "Key Cities" Group.

4. Outstanding Issues

The Cabinet Member noted that there were no Outstanding Issues to report.

5. **Any Other Public Business**

There were no other items of public business.

(Meeting closed at: 1.30 p.m.)



Cabinet Member

Cabinet Member (Policy and Leadership)

28th November 2013

Name of Cabinet Member:

Cabinet Member (Policy and Leadership) - Councillor Ann Lucas

Director Approving Submission of the report:

Executive Director of Resources

Ward(s) affected: All

Title:

Petition – To Coventry City Council and Arena Coventry Limited

Is this a key decision?

No

Executive Summary:

A valid petition with 18 signatures was handed to the Council on 22 October 2013 accompanied by a print out of an ePetition from 'change.org' with 531 signatures on. The petition requested both the City Council and Arena Coventry Limited to undertake some specific actions with a view to facilitating the return of Coventry City Football Club to play its home football matches at the Ricoh Arena in Coventry.

In accordance with the City Council's procedure for dealing with petitions this is to be considered by the Leader of the Council as the Cabinet Member for Policy and Leadership.

Recommendations:

(1) The Cabinet Member is recommended to:

Consider the petition and the report supporting the general aim of bringing club back to Coventry and ensure that the City Council does all it can to achieve the best outcome for the city, Coventry taxpayers and their asset.

List of Appendices included:

Appendix 1 – Petition

Other useful background papers:

None

Has it been or will it be considered by Scrutiny?

No

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

No

Will this report go to Council?

No

Petition – To Coventry City Council and Arena Coventry Limited

1. Context (or background)

- 1.1 A valid petition with 18 signatures was handed to the Council on 22 October 2013 accompanied by a print out of an ePetition from 'change.org' with 531 signatures on. The petition requested both the City Council and Arena Coventry Limited to undertake some specific actions with a view to facilitating the return of Coventry City Football Club to play its home football matches at the Ricoh Arena in Coventry. The petition is attached to this report at Appendix 1.

2. Options considered and recommended proposal

- 2.1 As the title of the petition implies, some of the points raised and questions asked are directed at Arena Coventry Limited (ACL) and its directors. ACL is an independent company limited by guarantee. Whilst the City Council is a shareholder in this company, it is not the sole shareholder, and it is not appropriate for the City Council to comment on the actions of the company or on any legal or commercial issues pertaining to it.
- 2.2 In addition, the City Council is currently subject to an application for Judicial Review regarding a loan arrangement it has with ACL. Despite the fact that the application has already been comprehensively rejected by a judge in the strongest terms, the claimants, a group of Sisu related companies, have chosen to appeal this decision as to whether there is a case to be heard and this limits the extent to which the City Council is able to comment publicly on some of these matters at the current time.
- 2.3 The City Council has consistently maintained that it wants to see Coventry City Football Club play at what it, and the vast majority of its fans, believes to be its true home, the Ricoh Arena in Coventry. The City Council has and will continue to support efforts to attempt to bring the football club back home.
- 2.4 The Leader of the City Council has publically stated that she is willing to talk to anyone who has realistic and evidence based plans for the long term future of the football club and the Ricoh Arena – and the ability to make it happen. She has also made it clear that all options are available for discussion and that the City Council will be prepared to discuss, subject to contract, and without prejudice to the on-going court case, the issue of stadium ownership with any serious interested parties.
- 2.5 In addition, as has been widely reported in the media, the Leader of the City Council has personally and proactively sought to open dialogue with the current owners of the football club with a view to building a relationship and creating the conditions in which the football club will be able to return.
- 2.6 As a result, the Leader of the Council met Joy Seppala, Chief Executive of SISU Capital Ltd, on 8 November 2013. The following media statement was issued after the meeting and once SISU had confirmed publically that the meeting had taken place:

“A Coventry City Council spokesman said: “We can confirm that Cllr Ann Lucas, Leader of the Council, met Joy Seppala today for private talks about the future of CCFC and the Ricoh Arena. No further talks are planned at this stage.

“Both parties agreed that the details of these talks should remain private, so no further comment will be made by the Council at this time.”

- 2.7 In its role as a shareholder of ACL, the City Council is also aware that the company has sought, and continues to seek, negotiations with the owner of the football club in an attempt to reach a rental agreement which will see the football club return to the Ricoh Arena. While the detail of any such arrangement would need to be agreed between ACL and the football club, the City Council also supports these actions.
- 2.8 It must be noted, however, that a decision about where Coventry City Football Club plays its home matches can only be determined by the owners of the club in consultation with the Football League. In the same way, it must be recognised that the decision to take the football club from Coventry and to relocate in Northampton was taken solely by the owners of the football club again in consultation with the Football League.
- 2.9 The City Council recognises the importance of having a successful football league club playing in the city. However the Ricoh Arena complex hosts a range of other facilities, services and events and recognises that ACL may now be seeking to develop its business in other areas which are not related to the activities of Coventry City Football Club. This will include other events which will make use of the stadium bowl.
- 2.10 In the short term, it is understood that this should not impact on the football club being able to return to the arena, should they choose to do so and an agreement be reached, but clearly this cannot be guaranteed in the longer term should the football club owners continue to play 'home' matches away from Coventry.
- 2.11 The economic importance of Coventry City Football Club to the city's economy is recognised. Recent policy decisions of the City Council demonstrate that regeneration and economic growth are key priorities for this administration. Should the football club not choose to come back to the Ricoh Arena, the City Council recognises that the actions ACL plans to take to strengthen and grow the business will begin to mitigate some of the economic impact being felt by the football club relocating to Northampton.

3. Results of consultation undertaken

- 3.1 None

4. Timetable for implementing this decision

- 4.1 None

5. Comments from the Executive Director, Resources

- 5.1 Financial Implications

5.1.1 There are no direct financial implications arising from this report.

- 5.2 Legal implications

5.2.1 There are no direct legal implications arising from this report.

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)?**

6.1.1 The report's recommendation that the Council supports the general aim of bringing Coventry City Football Club back to the city and will do all it can to achieve the best outcome for the city and taxpayers is in line with the Council's corporate objectives.

6.2 How is risk being managed?

6.2.1 There are no risks with the proposal as there is no action that the Council can legally take to support the request outlined in the petition.

6.3 What is the impact on the organisation?

6.3.1 No direct impact.

6.4 Equalities / EIA

6.4.1 There are no equality issues arising from this report as the recommendations are not a change in policy or service.

6.5 Implications for (or impact on) the environment

6.5.1 No direct impact.

6.6 Implications for partner organisations?

6.6.1 No direct impact.

Report author(s): Barry Hastie, Assistant Director Finance

Directorate: Resources

Tel and email contact:

Barry.hastie@coventry.gov.uk

02476 833710

Enquiries should be directed to the above person.

Contributor/approver name	Title	Directorate or organisation	Date doc sent out	Date response received or approved
Contributors:				
Fran Collingham	Communications	Chief Executives	14/11/13	15/11/13
Michelle Rose	Governance Services Officer	Resources	14/11/13	15/11/13
Jenni Venn	Corporate Policy	Chief Executives	14/11/13	15/11/13
Clarissa Evans	Commercial team manager	Resources	14/11/13	15/11/13
Names of approvers for submission: (officers and members)				
Finance: Barry Hastie	Assistant Director Finance	Resources	14/11/13	18/11/13
Legal: Name Clarissa Evans	Commercial team manager	Resources	14/11/13	15/11/13
Director: Chris West	Executive Director of Resources	Resources	14/11/13	18/11/13
Members: Cllr Ann Lucas	Leader of the Council		15/11/13	16/11/13

This report is published on the council's website:

www.coventry.gov.uk/meetings

Appendix 1 – Petition

To Coventry City Council & Arena Coventry Limited:

A large number of Coventry fans & city taxpayers just want Coventry City FC back at the Ricoh Arena as soon as possible – regardless of who owns either.

We believe Ricoh Arena freehold owners Coventry City Council - as well as the club's owners Sisu/ Otium, the Football League and others - must share responsibility for the city losing our proud football club.

We now call on councillors to take control of the situation for the good of the city's economy, pride and reputation.

We say campaigning by fans' groups so far has taken place outside Sisu HQ and 'home' games at Northampton, but not the Council House - despite the popular view that all sides must take responsibility.

We call on the council and its part-owned Ricoh management company Arena Coventry Limited to accept its costly legal attempts to oust Sisu failed - and Sisu/Otium on August 2 won the crucial Football League's "golden share".

We call on the council to conduct a survey of the impact on the city's economy of losing its football club (a) temporarily over up to 5 years, and (b) permanently, if & when a new stadium is built in Warwickshire following the Northampton ground share.

We ask councillors, "What is the point of having an empty taxpayer-supported Ricoh Arena as a white elephant, without the club it was built for?"

We call on the council to explain to fans and city taxpayers what strategy it now has, if any, for returning the Sky Blues to the Ricoh Arena as soon as possible.

We call on councillors to explain the council's business plan for the Ricoh Arena without the football club.

We are concerned that a so-called "public asset" without the football club it was built for could soon become a "public liability". It has already this year been propped up with £14million of taxpayer support.

We call on the council and ACL to explain where the money is coming from for legal and PR fees in its dispute with the club's owners. Is this further risk to the taxpayer?

This independent campaign is not "pro-Sisu", but recognises all parties must urgently resume talks over stadium revenues and ownership - not simply a return to having the club as tenants.

Many fans believe whoever owns the club should own the stadium to help maximise crucial club revenues - and that selling the Ricoh Arena to the current owners could represent the best possibility of a Sisu exit strategy.

We therefore say the council should not exclude from negotiations selling the stadium - on a freehold or leasehold arrangement - to the club's legal and rightful owners, whoever they may be.

We call on the council/ACL directors Martin Reeves and Chris West to explain why they have had ownership talks with other potential investors in the club, but not for months with the current owners.

We will hold an initial peaceful demonstration outside Coventry City Council House on Tuesday, October 22, from 1-2pm, before a full council meeting at 2pm.

This page is intentionally left blank



Cabinet Member (Policy and Leadership)

28 November 2013

Name of Cabinet Member:

Cabinet Member (Policy and Leadership) – Councillor Mrs Lucas

Director Approving Submission of the report:

Chief Executive

Ward(s) affected: All

Title:

Citivision Magazine

Is this a key decision?

No

Executive Summary:

This report outlines options for producing Coventry Citivision magazine in the future including how often it is distributed and how it is funded.

Recommendation:

The Cabinet Member (Policy and Leadership) is recommended to approve the continued production of four issues per year of Citivision magazine with an overall reduction in the budget of £12,000 a year to be offset by an increase in contributions from partner organisations (ie the Police, Universities, University Hospital Coventry and Warwickshire, Whitefriars Housing).

List of Appendices included:

None

Other useful background papers:

None

Has it been or will it be considered by Scrutiny?

No

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

Yes

Audit Committee 19 August 2013

Will this report go to Council?

No

Report title: Citivision magazine

1. Background

- 1.1 Coventry Citivision was first produced in December 2004 to inform local people, businesses and key organisations in Coventry about the Council's services, initiatives and policies. The publication was produced on a bi-monthly basis until 2010, when production was reduced to quarterly.
- 1.2 Citivision costs £14, 370 per issue to produce and deliver – a cost of 11p for every Coventry household.
- 1.3 Over the past year the Council has been able to take advantage of a print tender through the joint procurement service with Solihull MBC which has reduced the print cost from £9,862 per issue to £8,965. Approximately 127,000 copies of Citivision are delivered to homes with 2,000 delivered to libraries, schools, health centres and Council receptions.
- 1.4 Funding for Citivision comes from the Council's centralised communications budget, which funds all marketing, publicity and promotions across all departments in the organisation. This has been reduced from £1.3m to £380,000 over the past five years, with a further reduction of £50,000 a year planned for 2014/15.
- 1.5 As a result of the reductions in the communications budget the production of marketing material across the Council has been significantly reduced, as has been the case in partner organisations facing similar budget pressures. Communications staff now work with directorates to promote services and initiatives by using Citivision where possible, rather than produce separate leaflets or other marketing materials.
- 1.6 Examples of this include campaigning to mitigate the effects of welfare reform (full page advert and double page welfare focus feature July 2013), regular what's on listings on publicising community and parks events, the city centre job shop (profiled on the front page March 2013) Switch and save energy supplier campaign (full page ad, March 2013).
- 1.7 The content includes contact numbers and web links to ensure residents get practical, useful information about Council services, policies and initiatives. Members and local MPs and MEPs details are also publicised, alongside details of regular surgeries held by councillors. Feedback and comments from readers are encouraged, and competitions (with prizes contributed by partners) regularly get more than 100 entries.
- 1.8 In the past around £3,000 - £3,200 of advertising income an issue was generated, but this has fallen to nearer £2,500 an issue as a result of the economic climate which has reduced marketing spend across many organisations in the city.
- 1.9 In October 2012 the magazine was rebranded as a Coventry Partnership magazine. Although edited and produced by the Council's communications team an editorial group was set up including partners from a wide range of organisations including West Midlands Police, health partners, universities, City College, Henley College, The Herbert, Coventry Transport Museum, The Belgrade Theatre and Whitefriars Housing.
- 1.10 As a result of this joint working the Council now supplies approximately 70 per cent of the content with partners (particularly those who have stopped producing their own resident publications) contributing the remainder of the content.

2 Options considered and recommended proposal

For Cabinet Member (Policy and Leadership) to consider options for future print savings by reviewing the way Coventry Citivision is funded and whether the Council and its partners should continue publishing the magazine four times per year in its current format.

- 2.1 Continue **producing four issues a year** with no formal income target.
- 2.2 Continue **producing four issues a year**, but set an income target to encourage contributions from partners. Potential contributions £500 per issue from organisations would provide around £3,000 to £4,000 an issue = **Savings of £12,000 to £16,000 a year.**
- 2.3 Produce **three issues a year** – (October, February and June), plus contributions from partners approximately £500 from each organisations, saving around £3,000 to 4,000 per issue. Savings from partner contributions would be around £9,000 to £12,000. Plus savings from reducing to three issues of around £15,000 = **Savings of £24,000 to £27,000 a year.**
- 2.4 Reduce to **twice a year** November and June – based on approach above. Plus a further two online issues in February and September with contributions from partners of up to £6,000 to £8,000 = **Savings of £36,000 to £38,000 per year.**
- 2.5 Stop producing Citivision completely and produce a quarterly online version at a cost of £1,000 an issue = **Savings of £56,000 per year.**

3 Results of consultation undertaken

- 3.1 An on-line survey was conducted in July 2013 to a wide range of local people with 220 responses. Of these:
 - 91.9% said they had seen a copy of Citivision magazine in the past
 - 60% said they had received the June edition (In April 2012 a telephone survey of more than 500 residents found that 50% of people had received the most recent issue)
 - 90.4% said they were aware that Citivision is produced by Coventry City Council
 - 79.9% said they were aware that the magazine is delivered quarterly to Coventry households
 - 81% of residents like the frequency of the publication.
 - 90.4% said they had read a copy of Citivision in the past
 - 98% said they, on average, read all or some of Citivision magazine.
 - 87% rate the content as very good or good.
 - 87% said articles on local events was informative while 80% who replied value the coverage of local news.

Partner organisations feedback

WM Housing Group (PR and Communications Manager) - Since Whitefriars ceased its own customer magazine Citivision provides an excellent channel for sharing information with the citizens of Coventry. It is particularly good for sharing partnership work and making connections and has a high credibility and perceived quality amongst Whitefriars customers.

University Hospitals Coventry and Warwickshire NHS Trust (Head of Communications)

For seasonal health messages such as norovirus this is extremely useful as we cannot afford to reach every household ourselves and therefore would have to use other media channels. Previously we worked with NHS Coventry to include information in their quarterly publication Health Matters – this stopped (producing a cost savings) and instead we put information in Citivision.

Henley College (Marketing Manager)

Henley College Coventry has run adverts in Citivision and we always get a good response to our advertising. We promote Henley's Restaurant, and also regularly advertise for host families for our international students. As soon as the magazine goes out we receive emails and phone calls and our restaurant fills up. The international department have tried many other forms of advertising but Citivision works the best because it is well read.

Citizens' Advice Bureau (Marketing Manager)

Citivision has promoted information about advice services and the projects run by Coventry Citizens Advice Bureau. We see it as an essential way to inform Coventry people about the services we provide and share information about the issues affecting them, e.g. scam awareness. The magazine has been instrumental in promoting The Big Difference Fund; we have seen a marked increase in the number of vulnerable people contacting this project as a direct result of the feature.

City College Coventry (Marketing Manager)

Citivision is a useful platform for communicating the culture and feel of City College directly to those who live and work in Coventry. It gives us the opportunity to showcase some of the great things that happen at the College and celebrate the students' achievements. The College's marketing budget is limited and it's likely that inclusions would be treated alongside advertorials and promotions in the Coventry Telegraph and on the local radio.

Coventry Transport Museum (Marketing and Communications Officer)

Citivision is a really important communication channel for Coventry museums – it gives us a cost-effective way of letting the vast majority of Coventry's residents know about what's going on at the museums – without spending thousands of pounds on a solus direct mail campaign it really is the best (and only) way of ensuring that our local community knows what we're up to and how they can get involved with and enjoy the museums' collections, special exhibitions and family events.

Coventry University (communications assistant)

Citivision is a valuable communications channel which allows city wide organisations to share information about their activities, events, campaigns etc and which also provides a platform to disseminate news direct to the city's residents.

Belgrade Theatre (Marketing Officer)

We always feel that it offers great exposure for our shows and really helps to drive sales. The fact that it is distributed to so many households, many of which are key areas where our audience reside means we never hesitate to use it as a promotional tool to advertise our future productions.

4. Timetable for implementing this decision

- 4.1 We have a commitment with our suppliers and our partners to produce the December 2013 issue of Citivision but after this time it would be possible to introduce the agreed decision immediately.

5. Comments from Executive Director, Resources

5.1 Financial implications

Although bigger headline financial savings could be achieved through the implementation of one of the options 2.3 to 2.5, the view of officers is that option 2.2 offers the best value for money. This recommended option strikes a balance between delivering savings and maintaining regular information on the activities of the Council and its key partners. It is difficult to estimate the financial impact of maintaining a regular effective means of communication delivered to every Coventry household.

However, Citivision contains frequent promotion of Council services that earn income or help avoid costs in a way that provides tangible financial benefit to the Council. Citivision also enables the Council and its partners to avoid having to run other specific separate promotional activities at additional cost. Given the savings already achieved in this area in recent years including a further £50,000 in 2014/15, the strong view is that any further reduction in Citivision's regularity publication would be counter-productive from a financial as well as a service perspective.

The recommended option offers savings of between £12,000 and £16,000 per year from 2014/15 onwards that will contribute to the JEEP campaign target to be included within the forthcoming Pre-Budget Report.

5.2 Legal implications

None

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)?

The production of Citivision supports the City Council's values, as stated in the Council Plan, "to be honest, fair and transparent when we make decisions".

Allowing greater and easier access to the Council's decision making process supports the Council's corporate objectives of: making places and services easily accessible; encouraging a creative, active and vibrant city; and developing a more equal city with cohesive communities and neighbourhoods.

It also promotes the Council's Inform, Consult and Involve Strategy.

6.2 How is risk being managed?

6.3 What is the impact on the organisation?

Keeping people informed about the Council's services and enabling residents to respond to issues.

6.4 Equalities / EIA

Social media has a pivotal role in communications by the Council both for its customers and its staff. The Council's website and intranet has regularly updated news pages and is used an important vehicle for listening and responding to residents' comments and

concerns. With the current number of Council Facebook friends at almost 30,000 and more than 12,000 Twitter Followers it is important that Citivision includes a variety of social media links to encourage the use of the full range of marketing information.

However, latest figures indicate more than eight million (16.3% of the UK's adult population) have never used the internet. (LGA March 2012). People least likely to be connected are older people, disabled people, people on a low income and the unemployed and Coventry Citivision offers a more traditional method of accessing public/community sector news and information.

6.5 Implications for (or impact on) the environment

By producing one quarterly magazine this consolidating the amount of paper information leaflets produced by printing details using one marketing method.

6.6 Implications for partner organisations?

Refer to partners comments above

Report author:

Name and job title: Darren O'Shaughnessy

Directorate: Chief Executive's Directorate

Tel and e-mail contact: 024 7683 1075 darren.o'shaughnessy@coventry.gov.uk

Enquiries should be directed to the above person.

Contributor/approver name	Title	Directorate or organisation	Date doc sent out	Date response received or approved
Contributors:				
Fran Collingham	Assistant Director, Communications	Chief Executive's Directorate	31 October 2013	4 November 2013
Chris Boyce	Communications Manager	Chief Executive's Directorate	31 October 2013	4 November 2013
Names of approvers for submission: (officers and members)				
Finance:Paul Jennings	Finance Manager (Corporate Finance)	Resources Directorate	31 October 2013	4 November 2013
Legal:Christine Forde	Assistant Director Legal and Democratic Services	Resources Directorate	31 October 2013	31 October 2013
HR: Jaz Bilen	HR Business Partner (Service Support)	Resources Directorate	31 October 2013	1 November 2013
Cllr Ann Lucas	Leader		13 November 2013	13 November 2013

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