

SCRUTINY CO-ORDINATION COMMITTEE

17th April, 2013

Scrutiny Co-ordination

Committee Members Present: Councillor Abbott
Councillor Mrs Bigham (Chair)
Councillor Blundell
Councillor Mrs Fletcher
Councillor Foster
Councillor Lakha
Councillor Walsh (substitute for Councillor M Mutton)
Councillor Welsh

Other Members present: Councillor J Mutton

Officers Present: H. Abraham (Customer and Workforce Services Directorate)
G. Bayliss (Customer and Workforce Services Directorate)
C. Boyce (Chief Executive's Directorate)
F. Collingham (Chief Executive's Directorate)
D. Ford (Chief Executive's Directorate)
G. Holmes (Chief Executive's Directorate)
L. Knight (Customer and Workforce Services Directorate)
J. Venn (Chief Executive's Directorate)
A. West (Chief Executive's Directorate)

Apologies: Councillor Howells
Councillor M Mutton
Councillor Skipper

Public Business

108. Declarations of Interest

There were no Disclosable Pecuniary Interests declared.

109. Minutes

The minutes of the meeting held on 20th March, 2013 were signed as a true record. In relation to Minute 94/12 headed 'Houses in Multiple Occupation', the Committee were informed that the Task and Finish Working Group had been established and the first meeting was to take place the following week. With reference to Minute 96/12 headed 'Charities Information' the Scrutiny Co-ordinator reported that at his meeting on 11th April, Councillor Townshend, Cabinet Member (Community Safety and Equalities) had accepted the recommendations supported by this Committee and requested a progress report be submitted to his Cabinet Member meeting in June, 2013.

110. Review of Corporate Communications Strategy

The Committee received a presentation from the Assistant Director, Communications on the review of the Council's corporate communications strategy. Councillor Mutton, Cabinet Member (Policy, Leadership and Governance) attended the meeting for the consideration of

this matter.

The Committee were informed about residents' views on what it was like to live in the city, their lifestyles and their views about services provided by the Council. 71% of residents were satisfied with the way the Council ran things. It was proposed to undertake the Coventry telephone survey every six months.

Corporate Communications ensured that the Council, its policies, services and events were promoted to a local, regional and national audience in the most efficient and effective ways possible. Key priorities were as follows:

- Focus on our most effective and most commonly used communications tools
- Use social media innovatively and effectively
- Work with employees through two way communications to encourage employee advocacy and pride
- Achieve a cross-council, one organisation approach to all communications, getting the best possible value for money
- Work with partners to promote Coventry – the city.

In 2007/8 £1.3m was the total budget for all spending on marketing, communications, and publicity across Directorates. Budgets were then centralised and for 2013/14 the total budget was £380,000.

The presentation detailed the main objectives of the 2012 Communications review which had led to a new model for the team with a reduction in staffing and a flexible Communications Hub. Planning and Strategies were outlined along with the day to day activities. Reference was made to the successful use of Facebook and Twitter with the Council having over 28,000 'likes' on Facebook and 10,500 'followers' on Twitter. Use was also made of You Tube and Flickr.

Priorities for the coming year were:

- Embedding new ways of working
- Public Health
- **Abc** programme – getting the message across about difficult decisions
- Welfare reform – working in partnership
- City Centre – events and regeneration

The Committee questioned officers on aspects of the presentation, matters raised including:-

- i) An assurance that the Council would lead for the city on Welfare Reform
- ii) Clarification about the merging of Directorate budgets
- iii) Further details regarding the successful use of Facebook and Twitter
- iv) The implications of the budget reduction
- v) How decisions were taken regarding the most appropriate way to communicate an issue to Coventry residents.

111. **Work of the Coventry Partnership**

Further to Minutes 97, 98 and 99/12, the Committee received a presentation from the

Assistant Director, Policy, Performance and Partnerships on the work of the Coventry Partnership, its priorities and relationship with other partnership bodies in the city and sub-region. Members' views were sought on the future direction of the Partnership. Councillor Mutton, Cabinet Member (Policy, Leadership and Governance) attended the meeting for the consideration of this matter.

The Committee were provided with an explanation of how the Partnership had developed from the City Forum, which involved a collaboration of organisations, and the first Coventry Community Plan, both of which were viewed as examples of good practice. As a result of the Local Government Act 2000, the Coventry Partnership was set up in 2002. Membership of the Partnership was highlighted.

Achievements of the Partnership included the Sustainable Community Strategy; good public, private, voluntary and community involvement; good reputations for partnership working; successful Audit Commission inspections; and funding for the city in excess of £30m.

The following were highlighted as the three year priorities for 2011-2014:

- Create growth, jobs and enterprise particularly through advanced manufacturing and green technologies
- Make the City more vibrant
- Reduce health inequalities
- Improve children and young people's education and opportunities

Attention was drawn to work undertaken in connection with the welfare reform changes which included the establishment of the Welfare Reform Planning Group, road shows, the Pop Up Shop and an article in Citivision in March 2013. Information was also provided on the relationship and networks with the community sector, voluntary sector and private sector and to the events which had been organised by these different organisations.

The presentation concluded with issues for the future direction of the Partnership including the Sub-region, a change of focus, and new ways of working.

The Committee questioned officers on aspects of the presentation, matters raised including further information about the Pop Up shops, the resource implications for the Council and the issue of duplication of work. Concerns were raised that the three year priorities were all being dealt with in other forums. It was clarified that much of the work undertaken by the Coventry Partnership was not promoted as being supported by the Partnership. The Chair, Councillor Bigham, emphasised that the Partnership was entirely focused on Coventry. Members suggested that a review of the Partnership should be undertaken, with particular attention being given to overlap of work.

RESOLVED that Councillor Bigham, Chair of the Committee, work with the Assistant Director, Policy, Performance and Partnerships to put in place a mechanism to ensure effective member input to a review of the Coventry Partnership.

112. Progress on the Olympic Legacy Scrutiny Panel

Further to Minute 73/12, the Committee considered a briefing note of the Scrutiny Co-ordinator which provided an update on the progress made by the Olympic Legacy Scrutiny Panel. A scoping document covering the work of the Panel was set out at an appendix and a report which had been submitted to the meeting of Cabinet the previous day concerning the

development of the role of the Coventry Ambassadors was attached at a second appendix. Councillor Mutton, Cabinet Member (Policy, Leadership and Governance) attended the meeting for the consideration of this item.

At their meeting on 23rd January, 2013, the Committee established the Olympics Legacy Scrutiny Panel to develop proposals for a lasting Olympic Legacy for Coventry. The Panel had met on two occasions and identified a number of recommendations to provide a legacy for the Coventry Ambassadors. A further meeting was planned for 24th April to identify recommendations for other aspects of the Olympic Legacy.

The Panel had agreed the scoping document for the work they were doing, which set out the following areas of work:

- Coventry Ambassadors: how do we continue to support, train and develop the city's greatest asset – its people – to continue and endorse the Coventry Ambassadors scheme?
- Community Games: how do we continue to support and develop the Community Games initiative with no funding allocated for 2013/14 onwards?
- City look and feel: how do we continue to enhance the look and feel of the city in the future?
- Any other area of Olympic legacy that the Panel feel should be considered that aren't being considered elsewhere.

The Panel were very aware of the potential overlap with other Cabinet Advisory Panels and there was a clear steer to avoid duplication of work.

One of the first areas of discussion had been the legacy of the Coventry Ambassadors. In light of the need to identify budget during the current financial year, a report had been considered by Cabinet at their last meeting of the municipal year on 16th April, 2013. This report sought approval of the development and funding proposals of the Coventry Ambassadors Scheme. The Scheme was part of a new social enterprise model to be developed by Coventry University that would play a key role in future events for Coventry, promoting the City to Visitors and residents and helping the City's future bids for major sporting events. Cabinet had approved the following:

- To support the development of the Coventry Ambassadors Scheme as part of a new social enterprise model to be developed by Coventry University.
- To support the funding proposal to provide initial grant funding for the scheme up to £20,250, which would be met from existing Council budgets.
- To agree in principle that an Elected Member is identified at the Council's Annual General Meeting in May 2013 to represent the Council as a director on the Board of the social enterprise company.

Councillor Mutton, Cabinet Member, informed the Board that three volunteers had since secured employment as a result of the confidence gained from working as Ambassadors. He expressed his wish to see a permanent reminder in the City that Coventry had been a host city for the Olympics, possibly by putting the Olympic rings back on display.

RESOLVED that:

- (i) **The content of the scoping document covering the work of the Olympic**

Legacy Scrutiny Panel be noted.

(ii) The content and recommendations in the Cabinet report ‘Creating an Olympic Legacy for Coventry – Coventry Ambassadors’ be noted.

(ii) Agreement be given to receive further updates as the work of the Panel progresses.

113. Report Back on the Work of Outside Bodies – Birmingham Airport Holdings Limited

The Committee considered a report of Councillor McNicholas informing of the work of Birmingham Airport Holdings over the preceding twelve months. The report highlighted the benefits to the Council of this appointment and set out the financial implications for the Council.

RESOLVED that:-

(i) The Council continues to appoint a Director to the Board of Birmingham Airport Holdings Limited.

(ii) A briefing note be circulated to Members of the Committee on the numbers of meetings held and the attendance of the Council representative.

114. Report Back on the Work of Outside Bodies – University of Warwick Science Park Foundation and University of Warwick Business Innovation Centre Limited

The Committee considered a report of Councillor Kelly informing of the work of the University of Warwick Science Park Foundation and the University of Warwick Business Innovation Centre Limited along with details of attendance of the Council representatives. The report also highlighted the benefits to the Council of these appointments.

RESOLVED that the Council continues to appoint to the Boards of the Foundation and the Innovation Centre in accordance with its Constitution, so long as the Council retains an interest in both companies.

115. Report Back on the Work of Outside Bodies – Albany Theatre Trust

The Committee considered a report of Councillor Kershaw informing of the work of the Albany Theatre Trust over the preceding twelve months along with details of attendance by the City Council representative. The report also highlighted the benefits to the Council of this appointment.

RESOLVED that the Council continues to appoint a representative to the Albany Theatre Trust to ensure active representation of the Local Authority in this critical area of cultural and educational developments in the City of Coventry and to oversee the continuing effective use of Local Authority grants.

116. Report Back on the Work of Outside Bodies – Coventry Refugee and Migrant Centre

The Committee considered a report of Councillor Chater informing of the work of the Coventry Refugee and Migrant Centre over the preceding twelve months along with details of attendance by the City Council representatives. The report also highlighted the benefits to the Council of these appointments.

RESOLVED that the Council continues to appoint to the Board of the Coventry Refugee and Migrant Centre.

117. Report Back on the Work of Outside Bodies – Coventry and Solihull Waste Disposal Company Ltd Shareholders Panel

The Committee considered a report of Councillor Harvard informing of the work of the Coventry and Solihull Waste Disposal Company Ltd Shareholders Panel over the preceding twelve months along with details of attendance by the City Council representatives. The report also highlighted the benefits to the Council of these appointments.

RESOLVED that the Council continues to appoint representatives to the Coventry and Solihull Waste Disposal Company Ltd Shareholders Panel.

118. Report Back on the Work of Outside Bodies – Voluntary Action Coventry

The Committee considered a report of Councillor Clifford informing of the work of Voluntary Action Coventry over the preceding twelve months along with details of attendance by the City Council representatives. The report also highlighted the benefits to the Council of these appointments.

RESOLVED that the Council continues to appoint representatives to the Voluntary Action Coventry Board.

119. Report Back on the Work of Outside Bodies – West Midlands Pensions Committee (formerly West Midlands Superannuation Committee)

The Committee considered a report of Councillor Bains informing of the work of the West Midlands Pensions Committee over the preceding twelve months along with details of attendance by the City Council representative. The report also highlighted the benefits to the Council of this appointment.

RESOLVED that:

(i) The work undertaken by the West Midlands Pensions Committee be noted.

(ii) The Council continues to appoint a representative to the West Midlands Pensions Committee.

(iii) The appointed member, irrespective of any political change in the Council during his/her term of office, should serve for a minimum of one year.

120. Report Back on the Work of Outside Bodies – Local Government Association General Assembly

The Committee considered a report of Councillor J Mutton informing of the work of the

Local Government General Assembly over the preceding twelve months along with details of attendance by the City Council representatives. The report also highlighted the benefits to the Council of these appointments.

RESOLVED that the Council continues its membership of the Local Government Association and makes appointments to the General Assembly.

121. Report Back on the Work of Outside Bodies – Coventry Citizens Advice Bureau

The Committee considered a report of Councillor Ruane informing of the work of Coventry Citizens Advice Bureau over the preceding twelve months along with details of attendance by the City Council representative. The report also highlighted the benefits to the Council of this appointment.

RESOLVED that the Council continues to nominate a member to the Coventry Citizens Advice Bureau Management Board.

122. Report Back on the Work of Outside Bodies – The Belgrade Theatre Trust

The Committee considered a report of Councillor Welsh informing of the work of the Belgrade Theatre Trust over the preceding twelve months along with details of attendance by the City Council representatives. The report also highlighted the benefits to the Council of these appointments.

RESOLVED that the Council continues to appoint members of the Council of the Belgrade Theatre Trust.

123. Report Back on the Work of Outside Bodies – Coventry Heritage and Arts Trust

The Committee considered a report of Councillor A S Khan informing of the work of the Coventry Heritage and Arts Trust over the preceding twelve months along with details of attendance by the City Council representatives. The report also highlighted the benefits to the Council of these appointments.

RESOLVED that:

(i) The work undertaken by the Body be noted.

(ii) The Council continues to appoint two Councillors to the Coventry Heritage and Arts Trust.

124. Report Back on the Work of Outside Bodies – West Midlands Fire and Rescue Authority

The Committee considered a report of Councillor Walsh informing of the work of the West Midlands Fire and Rescue Authority over the preceding twelve months along with details of attendance by the City Council representatives. The report also highlighted the benefits to the Council of these appointments.

RESOLVED that:

(i) The Committee notes the vital role that the West Midlands Fire Service plays in providing responsive fire, rescue and emergency services and preventative fire safety advice to the citizens of Coventry.

(ii) In view of this vital role, the Council continues to appoint three elected member representatives to the West Midlands Fire and Rescue Authority in 2013-14.

125. Scrutiny Co-ordination Committee Work Programme 2012/2013

The Committee considered their Work Programme for the current municipal year.

RESOLVED that the Work Programme be noted

126. Outstanding Issues

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

127. Meeting Evaluation

No meeting evaluation took place.

128. Any Other Items of Public Business.

The Chair placed on record her thanks to all Members (including substitutes) and officers who had contributed to the work of the Committee during the course of the year.

Private Business

Nil

Note: The meeting closed at 11.50 a.m.