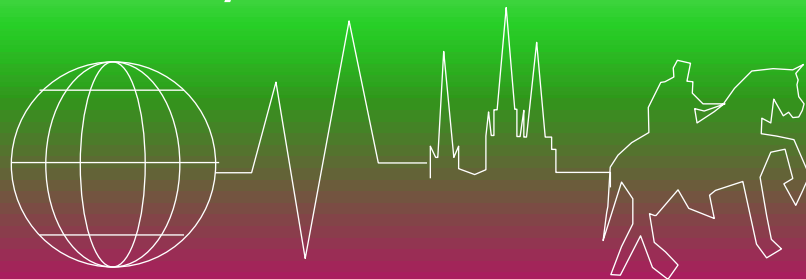


Coventry open for business:

our vision and priorities for the next 10 years

DRAFT

globally connected



locally committed

December 2013

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Foreword

I am proud of Coventry, and I want to see Coventry great again. A city like Coventry should be ambitious for itself and its citizens. We need to do everything we can to make Coventry a city open for business and growth, providing jobs and prosperity for local people.

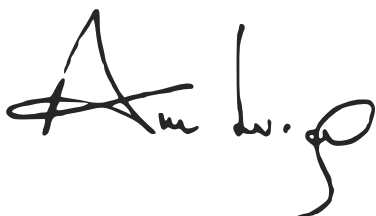
This means making Coventry a *globally connected city* that is attractive to businesses and investors – kickstarting the Friargate development is only the start. Equally important is to make sure that prosperity benefits many people and not just the few, so we will make sure that local residents share in the benefits of growth.

Our resources have been reduced at a rate that we could not have imagined before this Government but we are *locally committed* to improving the quality of life for all our residents, and making sure that our services meet the needs of our most vulnerable citizens.

There is a huge task facing us and the Council cannot do this alone. We need to have fresh conversations with residents, communities and partners to explore different ways of getting things done. Together we can achieve lasting improvements for Coventry and its residents through the combined efforts of the public, private and voluntary sectors and of course, local people.

I make no apology for the ambitious nature of the Council's plan for the next 10 years. Although we face significant challenges there are also tremendous opportunities for us to use to our advantage. This is an innovative plan and it's a flexible plan that can be adapted to respond to changing circumstances.

As a city we have had to reinvent ourselves over the centuries, in times of peace, war and massive industrial and technological change. We are doing so again and together we can show that Coventry is open for business.



Councillor Ann Lucas
Leader
Coventry City Council



Councillor Ann Lucas
Leader
Coventry City Council

Coventry open for business:

Council Plan

Our vision and priorities for the next 10 years

December 2013

Globally connected



Promoting the growth of a sustainable Coventry economy

that benefits the city by:

- ★ supporting business to grow;
- ★ creating the infrastructure for the city to grow and thrive;
- ★ developing the city centre for the 21st century; and
- ★ raising the profile of Coventry.

making sure that residents

- share in the benefits by:
- ★ helping local people into jobs;
 - ★ reducing the impact of poverty; and
 - ★ increasing the supply, choice and quality of housing.

Locally committed



Improving the quality of life for Coventry people

by working with local communities to:

- ★ create an attractive, cleaner and greener city;
- ★ make communities safer;
- ★ improve educational outcomes; and
- ★ improve the health and wellbeing of local residents.

for our most vulnerable residents by:

- ★ protecting and supporting the most vulnerable people; and
- ★ reducing health inequalities.

Delivering our priorities



Maximising the use of our assets; reducing operating costs

Active citizens; strong and involved communities

globally connected, locally committed

Our priorities in more detail: globally connected

Globally connected

Promoting the growth of a sustainable Coventry economy

We will promote the growth of a sustainable Coventry economy that benefits the city by...

Supporting businesses to grow through:

- ★ attracting inward investment;
- ★ helping businesses expand;
- ★ encouraging them to create jobs;
- ★ improving access to skilled workers; and
- ★ retaining skilled graduates in the area.

Creating the infrastructure for the city to grow and thrive by:

- ★ providing leadership to stimulate a new business district near the railway station; and
- ★ making the city more accessible for businesses, visitors and local people through road and rail connections.

Developing the city centre for the 21st century by:

- ★ enhancing the quality of public spaces; and
- ★ bringing the city centre to life with a range of employment, leisure, education and retail opportunities.

Raising the profile of Coventry through:

- ★ encouraging businesses to relocate to the city;
- ★ developing economic, business and trade links with other cities; and
- ★ promoting Coventry as a visitor destination and centre for arts and events.

...and make sure that residents share in the benefits by...

Helping local people into jobs through:

- ★ improving employability through access to skills and qualifications;
- ★ creating routes into work, including apprenticeship opportunities.

Reducing the impact of poverty through:

- ★ supporting those experiencing fuel poverty;
- ★ promoting a living wage;
- ★ supporting families experiencing debt to take greater control of their finances; and
- ★ availability of appropriate and relevant advice and information.

Increasing the supply, choice and quality of housing.

Increasing the range of opportunities for people to access arts and cultural events.

Our priorities in more detail: locally committed

Locally committed

Improving the quality of life for Coventry people

We are committed to **improving the quality of life for Coventry people** by working with local communities to...

Create an attractive, cleaner and greener city through:

- ★ maintaining the street scene (roads/pavements/cleanliness);
- ★ encouraging people to reduce, reuse and recycle their waste; and
- ★ the upkeep of parks and open spaces.

Make communities safer together with the police, to reduce crime and anti-social behaviour:

- ★ working with victims, offenders and neighbourhoods.

Improving educational outcomes by working with schools to continue to improve standards.

Improve the health and wellbeing of local residents by:

- ★ helping them lead healthier lifestyles; and
- ★ helping people to maintain their independence and supporting them when they need help.

...especially for our **most vulnerable residents** by:

Protecting and supporting our most vulnerable people through:

- ★ keeping children and adults safe from harm;
- ★ improving services for people experiencing domestic violence; and
- ★ preventing homelessness and helping people who do become homeless.

Reducing health inequalities:

- ★ giving our children the best start in life.

Our priorities in more detail: delivering our priorities

Delivering our priorities

Maximising the use of our assets;
reducing operating costs

We will **use our increasingly limited resources effectively** to...

Make savings so that we can continue to support front-line services by:

- ★ rationalising our property portfolio;
- ★ reducing operating costs (low carbon);
- ★ maximising our income (Business Rates / Council Tax / Fees and Charges);
- ★ leveraging additional funding through grants and bids;
- ★ using income generated through our commercial property portfolio; and
- ★ reducing staffing costs.

Support the regeneration of Coventry's economy by:

- ★ utilising the Coventry Investment Fund;
- ★ adding social value; and
- ★ encouraging local contracts.

Change how we work to become more flexible and adaptable, including:

- ★ putting local people and their needs at the heart of the customer journey;
- ★ our workforce (culture change);
- ★ shared services; and
- ★ sub-regional working.

Active citizens;
strong and involved communities

We will **have new conversations with residents, communities and partners to do more for themselves** by...

encouraging residents to become active citizens by:

- ★ enabling them to self-serve by maximising the use of new technology;
- ★ early intervention for families who need it; and
- ★ enabling people to exercise choice and control in their daily lives.

engaging with communities to involve them in:

- ★ uncovering and using their own assets to achieve their ambitions;
- ★ shaping and improving local services; and
- ★ designing and implementing solutions that meet local need.

working with partner agencies in the voluntary, public and private sectors by:

- ★ pooling and sharing resources
- ★ working together to solve local problems; and
- ★ encouraging the development of social enterprises, mutuals, and other business models.