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**To:** Business, Economy and Enterprise Scrutiny Board (3)

**Date:** 26<sup>th</sup> September 2018

**Subject:** The Wheelhouse

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## 1 Purpose of the Note

- 1.1 To inform the Business, Economy and Enterprise Scrutiny Board of current activity in relation to The Wheelhouse and their establishment of shared office space in the Council House.
- 1.2 To seek the support and guidance of the Business, Economy and Enterprise Scrutiny Board in considering further options in relation to the St. Mary's Guildhall offer.

## 2 Recommendations

- 2.1 The Business, Economy and Enterprise Scrutiny Board is recommended:
  - 1) To continue to support and promote the growth of The Wheelhouse and their shared office space within the Council House.
  - 2) To identify any additional recommendations for the Cabinet Member

## 3 Background

- 3.1 In May 2018 Scrutiny Board were informed that The Wheelhouse had opened at the Council House as a means of generating an income from otherwise underutilised space within the Council.
- 3.2 The Wheelhouse (Coventry) opened in April 2018, within the former Communications Team offices converted to offer:
  - Dedicated desk spaces
  - Co-working desk spaces
  - Relaxed working spaces
  - Meeting room spaces
- 3.3 This report and Scrutiny Board on 26<sup>th</sup> September seeks to update Scrutiny Board on progress over the past three months.

## 4 Information and Update

- 4.1 The Wheelhouse report that they are on course for achieving targets in business growth and tangible income is now being received from The Wheelhouse which is ahead of forecast.

- 4.2 Hot desk membership is underperforming, however the number of fixed desk membership is ahead of forecast, which over-compensates revenue-wise for the hot desks.
- 4.3 The membership base is further increasing over the period following the usual summer lull with additional hot desk enquiries and a significant fixed desk enquiry supporting growth for September.
- 4.4 A renewed marketing campaign is being launched through September and October to capitalise on the 'new term' opportunities; social media, local business forums, press releases and event hosting all support the marketing campaigns.
- 4.5 A referral system is in place for all Coventry City Council Employee.
- 4.6 A visit to The Wheelhouse is welcomed from Scrutiny Board.

## **5 Officer Contacts**

Richard Moon  
Director – Project Management and Property Services  
Coventry City Council

Grant McKelvie  
Commercial Business Director  
Coventry City Council