

**Coventry City Council**  
**Minutes of the Meeting of Cabinet Member for Jobs, Regeneration and Climate**  
**Change held at 12.00 pm on Tuesday, 12 March 2024**

Present:

Members: Councillor J O'Boyle (Cabinet Member)

Other Members: Councillor R Simpson (Shadow Cabinet Member)

Others Present: C Crane – Chief Executive, Coventry Chamber of  
Commerce (for Minute 22 below)

P Michael – Chair, Destination Coventry Board (for  
Minute 22 below)

Employees (by Service Area):

Law and Governance S Bennett, E Kirby, N Kapoor

Regeneration and Economy D Nuttall

## **Public Business**

### **20. Declarations of Interest**

There were no disclosable pecuniary interests.

### **21. Minutes**

The Minutes of the meeting held on 20 December, 2023 were agreed as a true record.

There were no matters arising.

### **22. Destination Coventry - Proof of Concept**

Further to Minute 9/21, the Cabinet Member considered a report of the Director of Regeneration and Economy which indicated that, in July 2021, approval was given for a collaboration between Coventry City Council and Coventry and Warwickshire Chamber of Commerce, to deliver a pilot Destination Management Organisation (DMO) for the City. A DMO is the umbrella term for arrangements established in a place to support co-ordination and collaboration across the tourism sector's many stakeholders.

The new pilot DMO, named Destination Coventry, was publicly launched in December 2021 as a proof-of-concept to test the long-term viability of a public and private sector funded entity to promote Coventry as a destination of distinction for both leisure and business tourism. The report outlined in detail the outputs and impact of Destination Coventry that have been achieved during the proof-of-

concept period, alongside consideration of the context and opportunities presented by recent changes to national and regional destination management structures.

The report sought the necessary approvals to extend the pilot period, in order to facilitate detailed exploration with the Destination Coventry Oversight Board and the Coventry and Warwickshire Chamber of Commerce of the next steps to establish a permanent public and private sector funded destination management operating model for the City.

Corin Crane, Chief Executive, Coventry Chamber of Commerce and Paul Michael Chair, Destination Coventry Board both attended the meeting for consideration of this item.

**RESOLVED that the Cabinet Member for Jobs, Regeneration and Climate Change:-**

- 1. Notes the outputs and impact of Destination Coventry that have been achieved during the proof-of-concept covering the period from 1 August 2021 up to March 2024.**
- 2. Notes the successes achieved by Destination Coventry in the delivery of the aims set out in the Destination Coventry Business Plan to March 2024 set out in paragraphs 1.5-1.12 of this report.**
- 3. Approves an extension of the Destination Coventry hosting arrangement with the Coventry and Warwickshire Chamber of Commerce to 31 March 2025, in order to facilitate detailed exploration with the Coventry and Warwickshire Chamber of Commerce for a permanent public / private funded destination management operating model for the city.**
- 4. Approves revenue funding totalling £332k for the period 1 April 2024 to 31 March 2025, funded from existing approved Council resources to be utilised towards the delivery of the destination management and tourism aims associated with the proof-of-concept set out in this report.**
- 5. Notes that the financial contribution to the collaboration will include payment for Council staff in relevant service areas which have been seconded to Coventry & Warwickshire Chamber of Commerce until the end of the agreement.**
- 6. Delegates authority to the Director of Regeneration and Economy, following consultation with the Director of Law & Governance, and the Director of Finance and Resources to negotiate and undertake all associated and ancillary actions (including the authority to finalise such legal documents) as are necessary to give full effect to the recommendations set out in this report.**

23. **Outstanding Issues**

There were no outstanding issues.

24. **Any Other Items of Urgent Public Business**

There were no items of urgent public business.

(Meeting closed at 12.30pm)