

Coventry City Council
Minutes of the Meeting of Business, Economy and Enterprise Scrutiny Board (3)
held at 2.00 pm on Wednesday, 22 October 2025

Present:

Members: Councillor R Singh (Chair)
Councillor P Akhtar
Councillor J Blundell
Councillor T Jandu
Councillor G Lewis
Councillor J McNicholas
Councillor J O'Boyle
Councillor B Singh
Councillor CE Thomas

Other Members: Councillor J O'Boyle - Cabinet Member for Jobs, Regeneration and Climate Change

Employees (by Directorate):

Law and Governance S Bennett, G Holmes

Regeneration and Economy A Williams (Director), P Deas

Others Present: C Crane (Coventry and Warwickshire Chamber)
P McMahon (Destination Coventry)

Public Business

13. Declarations of Interest

There were no disclosable pecuniary interests.

14. Minutes

The Minutes of the Meeting held on 17 September 2025 were agreed and signed as a true record.

There were no matters arising.

15. Destination Coventry

The Scrutiny Board considered a Briefing Note of the Director of Regeneration and Economy which provided an update on progress in establishing Destination Coventry as a sustainable Destination Management Organisation (DMO) for the City, since the last update to the Scrutiny Board in April 2024.

The Scrutiny Board had requested a further report including a performance update reflecting a change to a commercial model of operation, that added value to the local authority contribution to sustain operations.

The Briefing Note provided an update on activity undertaken by the DMO to promote Coventry as a destination for business and leisure tourism, in support of the newly emerging Coventry Tourism Action Plan 2025-2030.

The Scrutiny Board also received a comprehensive presentation at the meeting that provided further information on work undertaken in this regard including:

- Collaborative working between the DMO, Coventry City Council, the Chamber of Commerce and the West Midlands Growth Company.
- The successful re-launch of Destination Coventry in July 2025 and the achievement of key objectives, including reinforcing brand recognition, elevating Destination Coventry's profile within the region and showcasing the organisation as a modern, fit-for-purpose destination management body.
- How the DMO is developing and engaging with the local community and businesses under the new model of operation.
- The two distinctive brands of Visit Coventry and Coventry Bureau.
- Work being undertaken digitally, including the proposed launch of a digital visitor guide in 2026.
- Information regarding the DMO Oversight Board, including the key individuals and governance arrangements.
- Data regarding how, in terms of visitor numbers, Coventry is outpacing other Cities in the West Midlands.
- Key priorities in the collaboration agreement for the current financial year including the creation of a Tourism Action Plan and Strategy 2025-30.
- The proposed alignment of the following three Strategies and work being taken in this regard:
 - Tourism Strategy
 - Major Events Strategy
 - Night-Time Economy
- Scarborough Tourism Economic Activity Monitor (STEAM) latest available data (2023), which is a tourism economic impact model, and which measures how many visitors have come to Coventry.

The Scrutiny Board made comments, asked question and sought assurances on a number of issues, including:

- The importance of the "Coventry market" and how local residents were being targeted. The work undertaken in conjunction with Go CV was noted and welcomed.
- Collaborative work with other organisations, businesses and establishments in the City.
- The use of social media, including Facebook.
- The financial constraints of the DMO and why providing information digitally was more cost effective and provided useful data in terms of user reach.

- The aspiration to develop an App to access the online information when time and resources were available.
- Work being undertaken to enhance the food and drink offer in the City. It was noted that City Centre South would have a beneficial impact in this regard.
- Further information in relation to the STEAM data and the difference between visitor numbers and footfall data.
- The business model of the DMO and how this applies to participating hotels.
- Work being undertaken with train operators to increase service levels to grow visitor numbers. In relation to improving public transport links generally, it was noted that work was being taken in this regard at a regional level including via the West Midlands Combined Authority.
- The use of demographic information to inform decisions and target marketing. It was noted that the DMO would be working with the Council's Insight team in this regard.
- In depth information relating to the website. The Scrutiny Board noted that this was still in the early stages of development and would continue to build and improve over time. The DMO's limited resources were also noted.
- Governance and constitutional arrangements (based on the Nolan principles) and safeguards in place in relation to the DMO Board to ensure transparency and that there are no conflicts of interests.

The Scrutiny Board commended the presentation and the work taken in this regard and requested that the following information be circulated:

- Information regarding visitor numbers for St Mary's Guildhall and The Charterhouse (and whether these have met expectations).
- Triangulation of information between visitor and footfall numbers.
- The Governance and standards of the DMO Board as set out in the handbook and articles provided to all Directors (as referred to in para 4.4 of the Briefing Note).

RESOLVED that the Scrutiny Board:

- 1) Notes and welcomes the contents of the Briefing Note and presentation.**
- 2) Requests that a further progress report be considered in the next Municipal Year and that that update includes clarification on the value for money of the Council's financial contribution to the DMO and up to date data from a variety of sources.**

16. Work Programme 2025/26

The Scrutiny Board noted the Work Programme for 2025/26, including the proposed visit to UKBIC in February/March 2026.

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

There were no other items of urgent public business.

(Meeting closed at 4.10pm)