

Briefing note

To: Cabinet

Date: 10th February 2026

Subject: Coventry Creative Industries Strategy 2026 - 2029

1 Purpose of the Note

- 1.1 The purpose of this note is for Cabinet to consider the comments made by Scrutiny Co-ordination Committee following an item on Coventry Creative Industries Strategy 2026 - 2029 at their meeting on 5th February 2026.

2 Recommendations

- 2.1 Scrutiny Co-ordination Committee recommend that Cabinet
- 1) Accept the recommendations in the report.
 - 2) Consider the comments made by Scrutiny Co-ordination Committee below.

3 Information and Background

- 3.1 At their meeting on 5th February 2026, Scrutiny Co-ordination Committee considered an item on Coventry Creative Industries Strategy 2026 – 2029.
- 3.2 Following an introduction by Strategic Lead of Culture, Sports and Events, Members asked questions and asks that Cabinet consider the following points:
- The strategy strengthens the Council's position to access funding and support a growing sector within Coventry's economy.
 - Concerns were raised about reliance on national data, with an expectation that future versions will include a stronger Coventry-specific baseline drawing on local evidence.
 - The need for more explicit and detailed KPIs was highlighted, with a commitment for clearer measures to be set out in the delivery plan.
 - Few comparable strategies exist at local authority level; most are developed regionally. Coventry is viewed as an early adopter in this space.
 - Universities are recognised as key partners, with potential to further strengthen data, analysis and evaluation within the strategy.
 - Long-term outcomes will be tracked through a structured monitoring approach built into the delivery plan, enabling assessment of progress over time.

- Assurance that the strategy will continue to evolve, with data and KPIs refined as new guidance and evidence become available.

4 Health Inequalities Impact

- 4.1 One of the principal objectives of the Strategy is to address the under-representation of diverse groups within the creative industries workforce. This is particularly significant in Coventry, given the city's young and diverse demographic profile. All proposed interventions will be carefully designed to ensure they provide appropriate support to individuals experiencing disadvantage. The Council will place particular emphasis on engaging effectively with people from a wide range of communities, recognising the differing challenges they may face. This will include working in partnership with locally based community organisations, community leaders, and other trusted stakeholders to promote opportunities.
- 4.2 In light of the limited availability of data across certain parts of the creative industries sector, the Council will also prioritise strengthening data collection and analysis to ensure Coventry is able to contribute meaningfully to national datasets. An Equalities Impact Assessment has been completed.

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