

Cheltenham Economic Recovery Task Force
 9th September 2020, 12pm
Virtual Meeting via WebEx

Notes of Meeting (published WMTC)

No.	Item
01/20	<p>Attendees: Diane Savory, Steve Jordan, Gareth Edmundson, Dorian Wragg, Nigel Jobson, Darren Stevens, Nigel Jobson, Antonia Shield, Joe Roberts, Nicola Inchbald, Ian George, Tracey Crews Apologies: Nigel Moore, Patrick Molyneux, Madeline Howard, Tim Atkins Guests: David Jackson – Marketing Cheltenham Manager</p>
02/20	<p>Introduction and welcome Chair welcomed members to the meeting and gave thanks for giving up their time to support the activities of the Task Force. Looking for the group to be fleet foot in how Cheltenham positions itself post covid. We know there will be significant need for change. We need a strong USP that reads to big business and small business and is about being a vibrant community.</p> <p>Introductions made by all members. NI not present for this segment, see bio attached at bottom of notes</p>
03/20	<p>Terms of reference Agreement across members that group needs to be fleet of foot. Don't want to be duplicating activities of others, about adding value. The group is set up for 18 months unless we collectively consider it needs to be for longer. Agreement that confidential items will be shared with the Task Force. Notes of meeting will be shared and a public version prepared to be published via the We're Moving to Cheltenham platform.</p>
04/20	<p>Discussion: CERTF members task activity Good feedback on emerging priorities. 2 things we can do are 1) be a sounding board 2) task ourselves with clear outcomes. From feedback to far, we should hone exactly what we are going to do</p> <p>TA will be supporting group on cyber; this is a huge opportunity for Cheltenham, County and nationally, how does CERTF feeds into that? Important we add value, but do not duplicate effort within activities.</p> <p>Biggest fear in short term is not moving and being bold quick enough. Challenge for other towns and cities is that people are walking off the pitch, we need to engage and work out what the vision for repurposing is. What is the purpose for Cheltenham short/medium/long term? Need to be fleet of foot.</p> <p>Need consistency in key problems, particularly for the high street. Being bold, there is a great opportunity to build on youth retention centre, community cohesion, cyber and how we interweave cyber and culture – if we can build around those pillars that would be a great focus</p> <p>What CDTF did well was having the relationship with the private sector – need to speak with building owners and developers – joining up the opportunities that what work for the town. Don't want opportunities to compete – some form of vision/masterplan for town centre.</p>

	<p>We are not just talking about the town centre, not just High St or Prom, need to look at the wider context. CERTF has the USP to building back better by creating that collaboration. Link to youth retention we need to have at the forefront of our minds.</p> <p>Looking forward – what does the landscape look like? How can we create an environment that is fit for purpose – festivals/cyber/retail – how this shifts, becomes diverse. Creating better live work space - our job is to join the dots. Cyber at West Cheltenham needs to be cohesively linked to town centre. What’s fit for purpose and what’s the road map</p>
<p>05/20</p>	<p>Review of Forward Plan</p> <p>How we balance short term with longer term strategy, how do we prioritise – Action add to future agenda and will revisit at every meeting</p> <p>Important we ensure we are clear on what we’re trying to achieve and how we measure ourselves. Need to be mindful of what we need to achieve for the future. What we influence now will influence future generations. It’s fast pace environment we are in, we need to take public and residents with us.</p> <p>Emerging CERTF Strapline – be swift bold and brave</p> <p>How interventionist or supportive can CBC be? GCC are important in the equation for supporting the outcomes of CERTF. We are working well in a reasonably short space of time. Partially constrained by government limitations on funding. We are minded to be interventionist, but are constrained by finances.</p> <p>Local authority financial position is challenging. Had a double hit as CBC has incurred additional costs by our pandemic response. Government only replacing up to 75% of income lost. It means there are ongoing conversations with government about future of local government sector. Corporately we want to retain our ambition and supporting flagship projects, but are constrained by current financial context</p> <p>Chair of CERTF plays a role to play in top level ministerial conversations, which will feed into this group. Will share as appropriate to stimulate the activities of CERTF</p> <p>How do we facilitate things to happen? Funding is important but don’t underestimate the value of support/value – that the door is open. Private sector looks for support, willingness to help and make things happen. Brewery is a good example of what was achieved through the last recession. CBC can give direction, provide support, and think about flexibilities.</p> <p>Not just about supporting opportunities, but about enabling them.</p> <p>Projects that we aspire toward – bring them to the table.</p> <p>Real opportunity for Cheltenham to attract big businesses. Estate agencies are reporting big south east interest for relocation to Cotswolds. How do we provide a co-ordinated response to marketing Cheltenham as a destination – This is a key opportunity.</p> <p>Inward investment piece is led by LEP</p>

<p>06/20</p>	<p>Presentation: rebuilding business confidence and growing inward investment</p> <p>Marketing Cheltenham asked to take the lead, picking up early work started by Darren Stevens & Cheltenham BID. Aims and objectives pre date Covid, but even more relevant now and opportunity even more real in terms of tapping into decentralisation office market. Brief was positioned from a direction that Cheltenham needs to be confident, intelligent and focuses on place.</p> <p>Misconception that change isn't happen – need to reverse that perspective and boost confidence in 1) the business community that is already here and 2) reach out to business not represented. Cheltenham Means business is still at the heart of the platform now created, but we have moved to a marketing proposition 'We're Moving to Cheltenham'</p> <p>Platform creates a dynamic shift, but who is the audience?</p> <p>Still some work we need to do on targeting inward investment, lead is clearly cyber, but want to create the halo effect that those sectors are creating. Attracting and retaining the younger working age group – an ask to think again about Cheltenham and the growth that will happen over the next 10 years and the exciting opportunities and scale of investment</p> <p>Reinforces need for LEP reinvestment piece.</p>
<p>Standing Items</p>	
<p>07/20</p>	<p>Update from Chair on ministerial engagement /GFirst updates</p> <p>DS sits on national high street task force. Devolution will be a live issue, don't want this to be a focus of CERTF as it's a political piece, but need to be aware of context and implications.</p>
<p>08/20</p>	<p>CERTF communications</p> <p>Press release agreed.</p>
<p>09/20</p>	<p>Any Other Business</p> <p>Informal communication – linked in/whatsaap.</p> <p>Next meeting 23 September 2020</p>