

**CHELTENHAM**



**ECONOMIC  
RECOVERY  
TASK FORCE**

**Diane Savory OBE DL – Chair Task Force  
Tracey Crews – Director of Planning**

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**WE ARE LIVING IN  
CHANGING TIMES**

**Be Bold, Swift & Brave**

# Our Vision - Diane Savory OBE DL

## Chair Cheltenham Economic Recovery Task Force



# Now is the time to lead recovery

*“There will be difficult decisions to make and it will take time, so we must focus on how we build our economy and communities to be stronger than before...the challenge of this global pandemic requires a response that is more innovative and ambitious and one that will be built on new foundations”* **Leader, Cheltenham Borough Council. June 2020**

- Capitalising on the strengthened partnerships that have developed through Covid-19
- Build upon the successes of Cheltenham Development Task Force
- Test new models for action and create the environment to innovate, building upon our cultural and creative DNA
- Be strong in local leadership both at the locality level and feeding into the big conversations
- Provide independent check and challenge

# Taskforce Members

Diane Savory	Independent Chair
Rowena Hay	Leader of Cheltenham Borough Council
Gareth Edmundson	Chief Executive Cheltenham Borough Council
Andrew McKenzie	Representing sustainability and environment
Victoria Atherstone	Cheltenham Borough Council Cabinet Member for economy and development
Nigel Jobson	Representing retail /digital
Darren Stevens	Representing business / marketing
Madeline Howard	Representing skills / young people
Tim Atkins	Representing Golden Valley Development
Eoin McQuone	Representing sustainability and environment
Nicola Inchbald	Representing retail / landlords / property
Ian George	Representing Culture Board / Charity
Antonia Shield	Representing legal
Dorian Wragg	Representing property
Joe Roberts	Representing place making
Dave Entwistle	Representing voluntary sector
Nigel Moor	Gloucestershire County Council Cabinet Member for environment and planning
Patrick Molyneux	Gloucestershire County Council Cabinet Member for economy, education and skills
Tracey Crews	Director of Planning (portfolio includes economic development & inward investment/marketing/infrastructure)

	Independent Chair
	Delivering skills and knowledge from sector
	Delivering skills and knowledge public sector
	Delivering skills and knowledge from community

# Business plan – informed by business survey

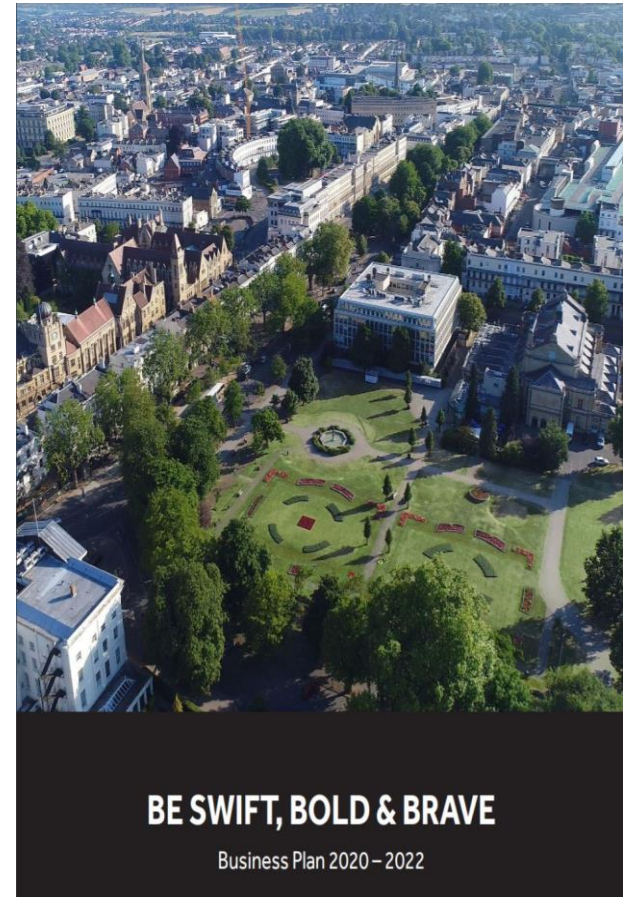
Provided a snapshot of issues (Summer 2020) key challenges and issues raised included;

- Importance of driving customer confidence
- Understanding of Government guidelines on social distancing and safety measures
- Developing new ways of working, product and service diversification
- Importance of digital
- Impact on unemployment short term (impact of furlough/loss of casual contracts) and medium/longer term (impact of changes in business models that is reducing staffing requirements)

# Business Plan - Our commitment to recovery

- Business resilience
- Re-imagining our town centre – a centre for people
- Green growth & climate change
- Cyber & digital
- Value of culture as a major economic driver
- Inward investment
- Skills development and education
- Re-establish consumer trust
- Catalyst sites
- Working with key partners – Cheltenham BID, Gfirst LEP, Golden Valley Development, Gloucestershire County Council, government departments, Cheltenham Chamber of Commerce, developers, landlords & agents

**\* Regular monitoring reporting \***



***Endorsed by Cabinet Cheltenham  
Borough Council 22<sup>nd</sup> December  
2020***



# Sub Groups

**Town Centre Vision** – working with stakeholders including, Civic Society, Cheltenham Chamber of Commerce, Cheltenham BID, developers, landlords & agents, community, Marketing Cheltenham, Gloucestershire County Council

**Counter Culture** – working with stakeholders including Cheltenham Festivals, Cheltenham BID, landlords & agents, Marketing Cheltenham

**Skills** – working with stakeholders including Gfirst LEP, University, Gloucestershire College, Cheltenham Chamber of Commerce, Cheltenham BID, Cheltenham Growth Hub

**Hospitality** – working with stakeholders including TURF, Cheltenham BID, Marketing Cheltenham, Cheltenham Growth Hub

# Outcomes

- To be tangible
- To engage across business community
- To be interactive in both outcomes and engagement methods
- identify priority projects with the greatest positive impact to support economic development recovery and contribute towards our climate change objectives
- Demonstrate creativity and innovation
- Contribute to Place Making
- Challenge barriers to recovery
- Collaborate not duplicate
- Help create point of difference for Cheltenham

# Success will be delivered by partnership working

- Business Plan – a living document
- Sharing expertise – understanding the issues, challenges and opportunities
- Accessing specialist skill sets across CERTF members and wider partnerships
- Delivery of tangible outcomes
- Lobbying of Government
- Working with key stakeholders





# Stay in touch / keep informed

<https://movingtocheltenham.com/certif>

Meeting agendas, notes, papers, presentations & newsletters (and sign-up for updates)

- <https://www.cheltenham.gov.uk/coronavirus>
- <https://movingtocheltenham.com>
- <https://www.gfirstlep.com>
- <https://www.gov.uk/coronavirus>
- <https://www.gov.uk/transition>
- <https://www.thegrowthhub.biz/euexit>
- <https://www.visitcheltenham.com/>
- <https://cheltenhambid.co.uk/>
- <https://cheltenhamchamber.org.uk/>
- <https://www.fsb.org.uk/>
- <https://glostext.gloucestershire.gov.uk/ieListMeetings.aspx?Committeed=725>  
Gloucestershire Economic Growth Committee
- <https://www.visitgloucestershire.co.uk/>
- <https://www.goldenvalleyuk.com/>
- <https://western-gateway.co.uk>

## MEETINGS & NEWSLETTERS

### MEETING NOTES

9 September 2020

- Meeting Notes
- We're Moving to Cheltenham Briefing

23 September 2020

- Meeting Notes

### NEWSLETTERS

- November 2020

[Sign-up to future newsletters here](#)

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**Questions & Discussion**