

## Business Plan Monitoring Report January 2021

	Priority	Actions	Progress Updates
1	Town Centre	<ul style="list-style-type: none"> <li>Options for vacant units</li> <li>Input into future planning strategy - move to a more dynamic blend of retail, commercial and residential</li> <li>New town centre vision</li> <li>Investigating opportunities for digital innovation</li> <li>Opportunities for a new town centre hub/focal point</li> <li>Investigating opportunities that help build community cohesion</li> <li>Temporary relaxation of planning restrictions</li> <li>Supporting the night-time economy</li> <li>Supporting local business resilience and jobs, including town centre uses outside retailing</li> <li>Integration of cyber</li> <li>Support delivery of Reopening the High Street Safely</li> </ul>	<ul style="list-style-type: none"> <li>Town Centre Vision sub group established and initial actions agreed. Focus on priority areas and developing clear narrative</li> <li>Counter culture proposal scoped. Project initiation document drafted. Early engagement with potential landlord</li> <li>Support for CBC approach to Covid-19 relaxation of restrictions relating to temporary structures</li> <li>Commitment by GCC on closer engagement on town centre regeneration</li> </ul>
2	Cyber	<ul style="list-style-type: none"> <li>Engaging with the cyber community to develop opportunities and maximise benefit to Cheltenham and wider Gloucestershire</li> <li>Support for Golden Valley Development considering how benefits can be maximised</li> <li>Overview of Minster Innovation Project and set up of Cheltenham Growth Hub</li> <li>Support skills development for the next generation workforce</li> </ul>	<ul style="list-style-type: none"> <li>Reviewing opportunities where CERTF can add value</li> <li>Link to skills cub group</li> </ul>
3	Inward Investment (including catalyst sites)	<ul style="list-style-type: none"> <li>Supporting development of We're Moving to Cheltenham platform</li> <li>Supporting reinvestment/inward investment –</li> </ul>	<ul style="list-style-type: none"> <li>Support for content on WMTC (<a href="https://movingtocheltenham.com">https://movingtocheltenham.com</a>)</li> <li>Feedback on CBC disposals</li> </ul>

		<p>encouraging bold and innovative development proposals</p> <ul style="list-style-type: none"> <li>• Providing review of development ideas and emerging schemes</li> <li>• Input into review of CBC asset review</li> </ul>	
	Local business resilience and jobs	<ul style="list-style-type: none"> <li>• Working with GFirst LEP and Cheltenham Borough Council to ensure that government messaging is disseminated and clear for businesses to deliver in a safe Covid environment</li> <li>• Support delivery of Reopening the High Street Safely</li> <li>• Working with GFirst LEP and Growth Hubs to ensure local signposting in place for job search and retraining opportunities</li> <li>• Developing the town centre Growth Hub</li> </ul>	<ul style="list-style-type: none"> <li>• Support to We are Open and Christmas campaign delivered by Marketing Cheltenham</li> <li>• Encouraging business adoption of national 'We're Good to Go' scheme and Covid-compliant EH.</li> </ul>
4	Visitor Economy	<ul style="list-style-type: none"> <li>• Defining Cheltenham as a world class destination</li> <li>• Using culture as a lever for growth and investment</li> <li>• Defining our Eco Tourism strategy with local partners including Marketing Cheltenham, Visit Gloucestershire, GFirst LEP.</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement with VisitEngland's regional task force and business support programme for industry</li> <li>• Secured additional £120k from the national Discover England Fund alongside Cotswold Tourism – including programme of targeted business support and product development</li> <li>• Reopening and recovering campaigns delivered to support high street/town reopening (We're Open Jun – Sept; Great Taste of Cheltenham Oct-Nov; Christmas – Shop Local Nov-Dec)</li> <li>• Developing reopening and recovering campaign plans for 2021 alongside visitor economy and cultural partners</li> <li>• Strategic input and shaping of proposed Gloucestershire Tourism Strategy/Destination Management Plan</li> </ul>
5	Green growth/sustainability/environment	<ul style="list-style-type: none"> <li>• Opportunities for infrastructure investment</li> <li>• Considering how broader climate change agenda can feed in across CERTF priorities</li> <li>• Working with partners and GCC to accelerate town centre modal-shift</li> </ul>	<ul style="list-style-type: none"> <li>• Recruitment of CERTF members to support sustainability/environmental/green growth agendas</li> <li>• Support for Cheltenham climate change conference</li> <li>• Review of Infrastructure investment pipeline ensuring link to Connecting Cheltenham</li> </ul>

		<ul style="list-style-type: none"> <li>Looking at opportunities for best practice</li> <li>Accelerating green growth initiatives</li> <li>Opportunities to work with partners on response to 2030 Carbon Neutral target</li> <li>Feeding into Visit Gloucestershire eco tourism strategy</li> </ul>	
6	Skills and education	<ul style="list-style-type: none"> <li>Capitalise on opportunities between recognised growth sectors (Gfirst LEP Industrial Strategy), and education and employment</li> <li>Work collaboratively to better link local and regional industry and academia</li> <li>Encourage the young and disadvantaged</li> <li>Supporting local start-up and scale-up businesses to obtain and retain local talent</li> </ul>	<ul style="list-style-type: none"> <li>Work progressing on establishing a skills sub group and defining its scope</li> </ul>
7	Lobbying of Government and other key stakeholders	<ul style="list-style-type: none"> <li>Review of planning reforms</li> <li>Review of changes in government policy/legislation</li> <li>Lobbying on key issues impacting on economic recovery</li> </ul>	<ul style="list-style-type: none"> <li>Submission made on Planning reforms (December)</li> <li>Lobbying letter submitted on business rates in connection to counter culture proposal</li> </ul>
8	Funding opportunities	<ul style="list-style-type: none"> <li>Keeping up to date across funding opportunities and alignment with Task Force outcomes</li> <li>Utilise CERTF member technical support in preparation of funding bids</li> <li>Exploring new access to finance options for sustainable investments and developments</li> </ul>	<ul style="list-style-type: none"> <li>Early engagement with GCC to map out opportunities for Gerashift funding (currently no steer on when funding will be released)</li> </ul>

### Wider engagement

Date	Organisation/action	Issues covered
9/11/20	CERTF November newsletter	<a href="https://mailchi.mp/994b29773a1a/cheltenham-economic-recovery-taskforce?e=1e5ca6e83c">https://mailchi.mp/994b29773a1a/cheltenham-economic-recovery-taskforce?e=1e5ca6e83c</a> 61.6% open rate; 19.8% CTR
10/11/20	ERDF Start & Grow	Intro to CERTF & opportunities around counter culture proposal
14/11/20	Alex Chalk	Intro to CERTF & counter culture proposal
16/11/20	Cheltenham Chamber exec board	Intro to CERTF
18/11/20	Gloucestershire business	panel member on property forum

	insight – festival of business & innovation	
25/11/20	Visit Gloucestershire	Intro to CERTF. Adding Visit Gloucestershire into CERTF forward plan
25/11/20	Retail Sector Council	Workshop on retail circular economy
12/20	MJ article	Challenges to town centre and retailing
3/12/20	Chair - Cheltenham Civic Society	Informal engagement
19/12/20	CERTF newsletter – Brexit edition	<a href="https://mailchi.mp/a3d6b592d59e/cheltenham-economic-recovery-taskforce-9465784?e=[UNIQID]">https://mailchi.mp/a3d6b592d59e/cheltenham-economic-recovery-taskforce-9465784?e=[UNIQID]</a> Special Brexit focused edition of CERTF/We're Moving to Cheltenham newsletter. 38.6% open rate. 2.3% CTR
20/01/21	Cheltenham Chamber meeting	Discussion on CERTF business plan & priorities, engagement and intelligence gathering with Chamber members