

22<sup>nd</sup> April 2021, 9.30am  
**Virtual Meeting via WebEx**  
**Notes**

No.	Item
26/21	<p><b>Attendees:</b> Diane Savory, Nigel Moore, Nigel Jobson, Tim Atkins, Rowena Hay, Dorian Wragg, Darren Stevens, , Joe Roberts, Nicola Inchbald, Antonia Shield, Dave Entwistle, Victoria Atherstone, Andrew McKenzie, Eoin McQuone, Tracey Crews</p> <p><b>Guests:</b> David Jackson, Steve Gardner-Collins, Laurie Bell</p> <p><b>Apologies:</b> Gareth Edmundson, Madeline Howard, Ian George, Patrick Molyneux</p>
27/21	<p><b>Declarations of Interest:</b> Nothing to report.</p> <p><b>Action:</b> Members to inform TC/JP if required.</p>
28/21	<p><b>Notes of previous meeting:</b> Previously signed off via email.</p>
29/21	<p><b>Action Matrix and Matters Arising:</b></p> <p>Consideration of future closure of Regent Street as part of wider regeneration of town centre – NM agreed to set up working group with Philip Williams (GCC) as lead officer; PW best placed to decide on GCC resources needed.</p> <p>Electric vehicle charging points - signed off EV Strategy with overall target of 1,000 charging points across the county. Work will be carried out in phases over three years, prioritising residential areas with high levels of on-street parking. Key part of investment will be the installation of 100 charging points in Arle Court Transport Hub, funded from M5 J10 Improvement Scheme - work in this area is well advanced.</p> <p>Ministerial Retail Sector Council - Green Streets initiative; currently nothing to report.</p> <p>Two Sustainability Climate Change Officers appointed - TC shared initial thinking from the Retail Sector Council on Green Streets and has received some positive feedback with interest in how we can look at that in connection with the Cheltenham BID.</p>
30/21	<p><b>Visit Gloucestershire – Tourism Strategy &amp; Recovery:</b> Presentation Steve Gardner-Collins, Director &amp; Chair, The Visit Gloucestershire Partnership CIC. Visit Gloucestershire originated January 2020, a community interest company with</p>

	<p>a 17 member advisory board and existing Destination Management Organisations steering the group through the 30 strong LEP Visitor Economy Group. January 2021 awarded funding for development of a 3 year Tourism Recovery Strategy looking at what visitor economy will look like going forward. 8 key areas of focus; trade, digital, business, food &amp; drink, global, educate, discover and rural. Need to highlight Gloucestershire as a great place to visit for everyone.</p> <p>Need to focus on the opportunities ahead and for successful recovery need longer stays and higher spends. Main aim is to encourage visitors to take up long term stays which will in turn benefit our town centres and encourage higher spending on entertainment and dining.</p> <p><b>CERTF discussion:</b></p> <ul style="list-style-type: none"> <li>• Are there any areas around the green agenda, which link in with Visit Gloucestershire?</li> <li>• Unclear what organisation Visit Cheltenham is within context of Destination Management Organisations (DMOs)? An overarching approach rather than taking over from the existing DMO activity.</li> <li>• Where is the funding coming from? Huge amounts of ambition, review of destination management currently happening.</li> <li>• Funding for next 3 years ring-fenced in consultation with GCC. Activity will only take place if funding comes through. Met with DCMS, Minister of Tourism, 4 DMOs – ensuring Visit Gloucestershire can deliver the Strategy and have funds to do so.</li> <li>• Talent pipeline into the visitor economy - is there scope for Visit Gloucestershire to help support with skills and apprenticeships?</li> <li>• Educate Gloucestershire has its own advisory board which includes Gloucestershire College, Cirencester College and Universities. GCC Education Department sit on board along with LEP colleagues. Plan is to create workplace experience with businesses. Working with Cirencester College on new projects for hospitality which will present new opportunities for apprenticeships.</li> <li>• Outside of Gloucestershire not a great destination brand - need to look at how we work together to encourage visitors to stay longer and achieve success for this vision. In consultation with other areas - listening and learning; with new strategic approach getting more recognition from outer areas.</li> </ul>
31/21	<p><b>Cheltenham Trust – Return to business: challenges and opportunities in delivery of culture activities:</b></p> <p>Impact of pandemic - 5 year business plan approved end 2019, focus on financial sustainability and maximising potential of all venues. Looked at changing modelling and business and refocussed on what we do; also how to generate income and community element, specifically how we can bring people into Cheltenham.</p>

Venues closed 16 March 2020, income stopped overnight, lost over £4m (£2m at Leisure@ and £2.1m hires, shows). No reserves and limited free cash, 100 staff placed in furlough and repurposed business model based on in-house catering. Worked with CBC/GCC on food hub and launched community campaigns.

Repurposed to aide recovery - applied for grants and secured more than c£1.8m. Focussed on outdoor space, creating 2 new outdoor cafes at PPR and Garden Bar at Imperial Gardens. Introduced free music in the park and marquees - economic growth phenomenal - never underestimate café culture.

Looking at new model going forward - recovery will take time. Need to rebuild to pre-covid income levels. Café culture very prominent. Free community events commenced 15 April. Reopening 17 May but with reduced capacity and adapting outdoor spaces all the time.

Need to keep learning and change the way we do things - having agility and imagination, need to embed community confidence, need to talk to the community and listen. Vision is to bring local community and visitors back to enjoy a rounded experience.

Refurbishment of The Wilson - The Wilson to become a community hub for all age groups; entrance being repurposed to incorporate café culture atmosphere.

Working in partnership to make Gloucestershire appealing; redrafting new 5 year Business Plan focussed on a new business model.

***CERTF discussion:***

- What is the scope to utilise the Honeybourne Line as a vehicle to drive increased footfall traffic to Trust key sites and town centre? Looking at heritage trails, predominantly because we know its right to bring Pump Room back to life. Good to have heritage trails around town, Honeybourne Line not as well known to visitors; need to review this.
- How is The Trust working towards net zero carbon targets? How will Trust contribute towards this? With regard to cafes etc, how are The Trust supporting plastic free packaging etc? Making venues energy efficient as well as sustainable working in partnership with CBC, looking at different ideas on how to run buildings more sustainably and efficiently. With regard to Cafes, everything locally sourced and handmade, all local suppliers and all containers recyclable.
- 35 shops vacant around town. Can the Trust work in curating those areas for the next generation going forward? Big opportunity, need to look at how we want to redefine and repurpose our High Street and other areas that are defined by their history and their offer. Need to look at what can be done, redefining use of space etc. Don't want to lose the soul of these areas. Could bring culture to High Street in a different way whilst the Wilson closed for refurbishment.

32/21

**Updates from Sub Groups:**

**Counter Culture**

IG/TC had productive couple of weeks. Full update given at last meeting; action from last meeting was the need to investigate more fully a pipeline of potential access to units across the town centre and beyond. A positive conversation was had with the Brewery around access to units, engagement with 8 active landlords across town centre, landlords keen to get involved. Setting up meeting with this broader landlord group.

Continuing to have conversations across potential partners, conversation took place with Google this week; keen to be engaged. Series of projects that could be a good fit, including digital inclusiveness - enabling communities and businesses to engage in digital.

IG/TC looking at budget piece, how do we draw funding together? Looking for other funding pots but there will be a shortfall.

**Town Centre Vision**

Worked on positive narrative saying town centre open for business. Campaign plans to push this out to businesses, encouraging them to look at town centre. Campaign not commenced as yet as Government made further changes to planning legislation, need to ensure positive narrative goes out with correct information. Focus on designation of zones at last town centre meeting. Appointed Nash Partnership to look at digital, cultural and creative quarter covering Minster and Brewery. Meetings taking place urgently as potential to put in levelling up bid. Council invested in a new engagement platform called Citizen Space. Looking at conversation with wider communities around reimagining the town centre.

**Skills**

First meeting taken place, good engagement and ideas. Andy Bates chairing meetings, representation from wide range of organisations. Lots of ideas with 5 key priorities:

- How do we engage with businesses and support businesses to take on apprenticeships, training, skills? How do we encourage job seekers to take on apprenticeships? Idea to create an employment charter and Cheltenham to run pilot.
- Communications, how do we get this out there? Working with Marketing Cheltenham and Gloucestershire College utilising social media.
- Green skills - identifying that little in terms of accreditation;
- Identified a need for other stakeholders - engaging with DWP and Job Centre.
- Investment and funding to support ambitions going forward.

Suggested that Andy Bates also join CERTF going forward.

**Hospitality**

Discussion on remit - covers wider area than just food and drink. Purpose of group - need to identify priorities as sector goes through transition, coordinated access to funding and joined up activities across other groups; need to

	<p>engage with the sector and get coordination. Need core representation across organisations - welcome other suggestions from group.</p> <p>Suggested to add the word Leisure in name to cover broader area?</p> <p>Benchmarking and intelligence - work with other hospitality organisations; index of how they are doing would be welcome.</p>
	<b>Standing Items</b>
<b>33/21</b>	<p><b>Updates from Chair:</b>  <b>Letter from Luke Hall MP</b>  Response received from Central Government.</p>
<b>34/21</b>	<p><b>Updates from CERTF Members:</b>  Business Plan monitoring on agenda for next meeting</p> <p>Car free day - GCC working on plans for this year to reallocate space in the town centre for special events - Phil Williams (GCC) leading. Community groups setting up events for car free day; suggestion that they are linked in with GCC.</p> <p>What is the electric scooter take up around town? How many people use scooters to go into town? Data collection available to show frequency, direction etc.</p> <p>DS gave thanks and wished farewell to NM who is stepping down from GCC at the election. All expressed their thanks for the support of the Task Force and the years supporting the Cheltenham Development TaskForce</p>
<b>35/21</b>	<p><b>CERTF communications:</b>  Nothing to report.</p>
<b>36/21</b>	<p><b>Any Other Business:</b>  Date of next meeting : 10 June : 9.30am</p>