

10th June 2021, 9.30am
Virtual Meeting via WebEx
Notes

No.	Item
37/21	<p>Attendees: Diane Savory, Nigel Jobson, Tim Atkins, Dorian Wragg, Darren Stevens, Joe Roberts, Nicola Inchbald, Dave Entwistle, Andrew McKenzie, Eoin McQuone, Tracey Crews, Gareth Edmundson, Ian George, David Jackson, David Gray, Andy Bates, Philip Williams</p> <p>Guests: James Taylor</p> <p>Apologies: Madeline Howard, Victoria Atherstone, Rowena Hay, Antonia Shield</p> <p>Welcome to new members:</p> <ul style="list-style-type: none"> • Cllr David Gray - elected in May to the Winchcombe & Woodmancote division for the County and now covers the Environment and Planning portfolio on Cabinet. Interest in the health and welfare of Cheltenham and its economic recovery. • Andy Bates - passionate about ensuring that Cheltenham and Gloucestershire have the skills pipeline required to succeed. Main aim as a College is to support students and adults looking to fulfil their learning potential and ensure that each individual has access to the skills needed, whatever their background. • David Jackson - Manager of Marketing Cheltenham. Leads on visitor economy primarily, Visit Cheltenham, tourism and hospitality but over the last year focussed on economic development and We're Moving to Cheltenham platform. More widely involved in town centre and economic development. • Phil Williams - Lead Commissioner at Gloucestershire County Council for place based services. GCC keen to work together in partnership with the CERTF to aid recovery.
38/21	<p>Declarations of Interest: Declaration of interest recorded</p>
39/21	<p>Notes of previous meeting: Previously signed off via email.</p>
40/21	<p>Action Matrix and Matters Arising: Ongoing - live actions in hand.</p>

41/21	
42/21	<p>CERTF – Monitoring Report:</p> <p>Positive monitoring report focussed on outcomes and delivery. More thought needed around KPIs - thinking around employment metrics. Furlough doesn't end until the Autumn; Cheltenham below some of national averages - where businesses have furloughed staff will they be put back on payroll? What does Task Force need to do - possible extension of Task Force? Next monitoring report will be of more value as furlough will be coming to an end. Need to look at suitable action plan on how we can intervene going forward; action for Skills Group?</p> <p>Expecting influx of unemployed but training has declined as not mandatory for unemployed to undertake training to receive benefits. Currently over 200 Kickstart vacancies - cannot fill vacancies as not enough young people; also have a record number of apprenticeship vacancies. Furlough has affected this - will we see more unemployed take advantage of training?</p> <p>Increasing levels of vacant units in town centre, however also a number of change overs in vacant units; Counter Culture picks up interventions around this. Bigger conversation needed for next monitoring report.</p> <p>CERTF discussion:</p> <ul style="list-style-type: none"> • Do we have to wait and see how businesses are approaching furlough or are they being asked? • A lot of information currently available is in report. Difficult to know how many people are currently on flexible furlough but do not know how many of these are already in business and on a flexible work pattern and whether some are paid or not paid on furlough. Difficult to ascertain correct data. • KPIs - need to think about how presented next time about making meaningful comparisons on the data. In GE conversations with outside bodies, situation continues to be fluid as question mark around 21 June. Wider piece of work on South West Councils looking at recovery and resurgence. What happens when furlough ends and people return to normality? Need to look at how to build resilience going forward. • Some incidents where businesses keeping people on furlough, that ordinarily would be laid off, as cost is very little; should change gradually over next 3 months. • Wider work of South West Councils on recovery and resurgence. How do we tie into the regional picture
43/21	<p>Counter Culture – overview of costs and sponsorship proposition:</p> <p>Working on getting a fully costed up proposal. Next steps - financial gap which need to fill - sponsorship target set at £50k. £25k identified in from Welcome Back Funding but cannot spend until agreement received. In order to gain momentum need someone to focus time and energy on this project. Once agreed, Welcome Back Funding can be used to get co-ordinator in place and push forward. Commercial element to get retailers and food and beverages element in.</p>
44/21	<p>Updates from Sub Groups:</p> <p>Town Centre Vision:</p> <ul style="list-style-type: none"> • Developing Minster quarter. Recommendations: Improve connections,

	<p>create better public spaces, intensify and diversify activity, celebrate the minster heritage and surrounding cultural assets, festival people and events space, turn backs into active frontages, climate change and improving biodiversity, embrace digital and cyber technology.</p> <p>Next steps: to finalise report, test feasibility and delivery options, engage with relevant Government departments in readiness for funding opportunities, ongoing engagement with CERTF sub-group and key stakeholders, preparing wider engagement utilising Citizen Space engagement platform.</p> <p>Skills:</p> <ul style="list-style-type: none"> • Early days, good variety of members within the group to cover different aspects of skills, both private and public sector. Key focus is making sure we have skills required for growth in Cheltenham. Apprenticeships important - Government channelling majority of funding into this. Other priority is adults that are unemployed or wanting to change careers; apprenticeships may not be suitable, want to retrain and re- skill; giving skills to unemployed. Looking at specific sectors - construction, retail and cyber. Funding opportunities - need to get projects together that are shovel ready so when bid comes up we are good to go. Currently have Bid in for Community Renewal Fund around adult training. <p>CERTF discussion:</p> <ul style="list-style-type: none"> • How do you establish where the skills shortages are which may hold up recovery? Sector identified with significant shortages is chefs. • Over 20 apprenticeship vacancies for hospitality industry, struggling to fill gaps. How do we attract people into the hospitality sector? Need to work with employers to give opportunities. Don't want to train people for jobs that don't exist. • EM added that he was currently leading on a piece of work on green skills matrix for businesses. <p>Hospitality:</p> <ul style="list-style-type: none"> • 14/15 hospitality leaders and businesses from town attended the recent sub-group meeting. Skills - lack of capacity recurring theme, challenges going forward both nationally and locally. Areas discussed at meeting - signage, A boards, car parking etc. - addressing a number of these through intervention with Reopening the High Street or Welcome Back programme. Other areas discussed were around the future of events and cultural offer. Events critical, key drivers of business; desire to engage and use local businesses and suppliers. Definite need to communicate what is being done as big ambitious projects coming forward in Cheltenham. Drive within group to get actions underway with the skills agenda being a priority.
	Standing Items
45/21	<p>Updates from Chair: Retail Sector Council last week - undertaking pilot on green streets, topic that keen to get off ground. Looking to roll out other pilots' once initial pilot in Bradford up and running. Possible future opportunity for Cheltenham.</p>

46/21	<p>Updates from CERTF Members: BID Ballot: BID runs a 5 year term which is coming to end.</p> <p>Science Festival going live - request to group to promote positively on social media.</p>
47/21	<p>CERTF communications: Nothing to report.</p>
48/21	<p>Any Other Business: Glos. College had secured a BID to make Gloucester and Cheltenham campuses carbon zero by 2023; large grant from the public sector for a low carbonisation scheme. Over the Summer ground source heat pumps and solar panels to be installed on campuses.</p> <p>Organisation called Planet Mark is helping businesses raise awareness of Net Zero Carbon commitment. Visiting towns and businesses in an electric bus to promote. Event scheduled for Thursday 17 June (9.00am to 12.00pm) at Ellenborough Park to engage with local businesses.</p>