CHELTENHAM | ECONOMIC ADVISORY BOARD

19th October 2022, 11.30am
Pittville Room, Cheltenham Municipal Offices
Notes

No.	Item
1	**Attendees:** Diane Savory, Nigel Jobson, Kristine Scott, Dorian Wragg, Rob Loveday, Kamal Bechkoum, Tom Dunn, Gareth Edmundson, Rowena Hay, Tracey Birkinshaw, Helen Mole Guests: Katherine Martin (GCC) **Apologies:** Clare Bourne, Ian George, Ali Mawle
2	**Getting to know you – Introductions around the table:** The Chair welcomed members to the meeting and gave thanks for giving up their time to support the Advisory Board. Introductions made by all members who gave a brief update of their individual remits. Full bios for each member can be found at www.movingtocheltenham.com
3	**Why are we here? Introduction from the Chair:** The former iteration of this group was the Cheltenham Economic Recovery Task Force (CERTF), which, due to the ever-changing political landscape and continued priority around the role Cheltenham plays in economic growth locally and more regionally, has now been reformed as the Cheltenham Economic Advisory Board (CEAB). Hosted by Cheltenham Borough Council, CEAB is a group of targeted business and professional expertise that has been brought together to provide constructive challenge around economic growth and wider economic related matters, providing a platform for consultation and conversation into our wider business communities and receive feedback from them whilst acting as sounding board to CBC on projects, policies and proposals. There will be a standing item on future agendas, as set out in the Terms of Reference to identify any declarations of interest. *CEAB discussion:* There will be a need to share within individual networks when appropriate. When specific expertise are required from external networks, a conversation will take place within the group around the need to extend the boundaries to outside bodies.
4	**Terms of Reference:** The Terms of Reference have been shared informally with CBC cabinet with one question being raised in relation to the gap around sustainability. Learning from the previous Task Force it proved difficult to recruit the correct person into that specific role *CEAB discussion:* • A point was raised regarding looking at improving Cheltenham and see what is missing outside of Cyber; not looking at Cyber as the silver bullet.

		• Need to look at Golden Valley and key milestones at a future meeting. • TB/HM working on a piece of work in relation to key sectors outside of Cyber which may need support of the CEAB; to be brought back to a future meeting. • Need to get everyone involved in Cyber/Golden Valley, being supportive. **Action:** • CEAB members to put forward suggestions for the sustainability expert vacancy to TB • Agreed that this is a final copy of Terms of Reference - reviews will take place, as set out in the TOR, along with review of membership.
5		**The economic data story – What is the Cheltenham story and what is the data telling us?** A presentation was given highlighting the evidence presented through (indicators used to monitor economy; a wider version has been shared with the Gloucestershire Economic Growth Joint Committee. *CEAB discussion:* • Job Density figure for 2020 of Cheltenham 1.05 - estimation of balance between jobs and people; Cheltenham has more jobs than people. 2020 figure is latest figure available - estimate that job density figure for Cheltenham is actually higher. • More business deaths than births - since Brexit more businesses failing. • No data currently available showing businesses that survived covid (new data due in November). • Information based only on businesses that are registered in Cheltenham. • 7,897 claiming Universal Credit, this figure increasing. Is this a lifestyle choice? Assessed by individuals providing evidence to job centres to prove their eligibility. • Universal credit - no work requirements (not expected to work). Does this include full time students? Yes but generally fairly low numbers. • Data not collected routinely, gap in knowledge, concentrate on more people based. All authorities working on same data, private companies trying to sell data to local authorities. • Across all sectors, concern around recruitment, leading to increase and focus on how to retain staff and facilities they give staff they employ. Also leading to issues around transport i.e. car parking, use of public/private transport, whether need to be in or out of town. Having major impact on decisions employees are making across the County.
6		**Developing the CEAB priorities and business plan:** Big issues on table - impact on young people work/life balance and. Need to develop a business plan, need to keep it light (not a lengthy document), identify priorities and how we will perform and measure going forward. • Where are the agreed areas that we thrive in? • What is happening at a locality level - who do we reach out to and how do we tap into our networks? • Levelling Up approach - 12 missions - how closely do we follow this? • What is the clarity on our goals? • Task Force able to change direction quickly - where do we place Advisory Board in that bigger place narrative? • Board needs to work to join dots up within all the different elements. *CEAB discussion:* • How do we support businesses in their workforce planning? Wider piece around skills - Government saying one thing and employers saying something different. Gap between skills as described and the job role. Multifaceted area - about joining the dots. How do we create a framework? Obvious one is cyber and how we support this going forward. • Need schools to start educating about future jobs. Need someone to sell the jobs to

	youngsters. How do we introduce employers to the youngsters? • Need to make sure we are supporting from GCSEs through to A levels. • Airport is key - with international focus on cyber park - understand their direction of travel - look at what happening around aerospace. • Skills - engaging with schools. Feedback from schools is to sign up to recruitment fairs to enable engagement with students - good opportunity for businesses i.e.cyber. Lots of engagement with Meditech and Agritech - all have digital flavour. Need to grow sectors that feed off the success of cyber park - need to engage with other sectors. • Town centre - issue around people only coming in to top end of town - need to look at hospitality/retail sector and rest of town. • Role of culture and how this integrates. • Need to look at Transport connectivity and sustainability - need freeflow between hubs - need to encourage people to travel but in a sustainable way. • Need the right housing stock in the right places. • CBC have identified an innovation piece via UKSPF looking at footfall. Hopeful that this piece of work will take place this year.
	Standing Items
7	**Updates from Chair & CEAB Members:** Investment Zones - unclear as to how many investment zones will be decided on. Gloucestershire County Council have identified areas they are looking at. • Further discussions to take place with CEAB and advice provided to CBC. However, noted that given changing political context unclear of commitment to IZs
8	**CEAB communications:** Press release
9	**Any Other Business:** New gateway project under development on the edge of the Peak District - want to replicate in other parts of the country.