

11th January 2023, 11.00am – 12.30pm

Virtual Meeting via WebEx

Notes

No.	Item
1	<p>Attendees: Diane Savory, Nigel Jobson, Kristine Scott, Dorian Wragg, Rob Loveday, Tom Dunn, Gareth Edmundson, Rowena Hay, Tracey Birkinshaw, Helen Mole, Clare Bourne, Ian George, Ali Mawle</p> <p>Guest: Jeremy Bamberg & Paul Minnis (item 5)</p> <p>Apologies: Kamal Bechkoum</p>
2	<p>Declarations of Interest: No interests to declare.</p>
3	<p>Notes of previous meeting: Notes circulated with agenda and previously signed off as a correct record via email.</p>
4	<p>Action Matrix and Matters Arising: Looking for sustainability lead member - Raechel Kelly put forward, active within Cheltenham community. Looking for feedback from the group as to whether to extend invitation to Raechel.</p> <p>Deadline of tomorrow for comments on draft Business Plan; will be picked up at February meeting for sign off.</p> <p>Action: CEAB members to feed back to TB via email re. Raechel Kelly and Business Plan.</p>
5	<p>Golden Valley Development (GVD)</p> <p>Strategic overview by Paul Minnis: Outline of process of agreeing development partner. Development agreement signed in June 2022 HBDxFactory are the lead with CBC as a key partner. CBC purchase 2 main areas of land within the area known as GVD. Focus on first phase that will include the national innovation centre. Public consultation 26-28 January, just the start, further engagement as programme goes forward. Planning submission Summer 2023 with anticipated sites works 2024 and delivery 2026.</p> <p>Cyber tech focussed but with substantial element of residential as well as retail, leisure, greenspace, common public open areas, garden community, etc. Consultation in January is a process that will endure over the lifetime of the project.</p> <p>Innovation centre - currently refining the design to ensure it remains cost effective.</p> <p>Review by Jeremy Bamberg: How can we look at the art of the possible, including how we work with CEAB. In order to embed the confidence in delivery is to develop the firm pipeline in respect of facilitating the population of the innovation centre. Need to develop a Marketing Strategy which GVD team is in the final stages of pushing through and implementing. Need to look at what events need to run and key groups to target both locally and internationally.</p> <p>1. Mapping out key activities and events across 2023, much of this is local. How we can</p>

join up key announcements – develop a much more coherent strategy. Ask that work collectively on this with CEAB

2. Support for the town and how we amplify key messages, promoting activities to the town.
3. Syncing up partners, stakeholders – e.g. visit Cheltenham, but there is lot more we can work on collectively.
4. Cyber tech community – develop a common narrative. GVD is a key intervention, but not the only part of the wider ecosystem. Need to work and support on common narrative around what is happening more widely across the town, outside the parameters of cyber/digital.

CEAB discussion/points to highlight:

- Where is the business voice as part of the consultation?
- Is there a portal that CEAB can access the most up to date information? Is there a disconnect between the tech sector and the wider business community that would value a clear engagement strategy Action agree updated marketing strategy required
- Seems to be a lack of information and understanding on where we are going - businesses can be impatient, so momentum is key. Is there a missing in drawing in key stakeholders? need to keep updating on progress.
- Week commencing 23 January Cynam sending survey to members to gather thoughts on what they think Cynam should be involved in. Happy to open out to Golden Valley.
Action: JB to speak with CB, CEAB members to contact CB if anything to add.
- Golden Valley Social Value Group ongoing - met 5 December with reps from CEAB. Needs some joining up between what is happening there and the wider piece.
- Can GVD team share mapping to date? Action: GVD team to review to review. Need to discuss how we can get all input. CEAB need access to thoughts and events going forward, will help to spread word, ideas etc.
- Need to develop a sequence of events through 2023 to celebrate fusion of culture and tech. Thinking around getting group together to discuss sequence of events - need a joined up approach. Potentially a sub-group? **Action:** GVD team to review
- Lot of conversations taking place with businesses around what is happening with GVD - disconnect with tech community and other business sectors - all of Gloucestershire should benefit from GVD but huge disconnect. Frustration in business community around lack of information.
- Need to appreciate not all can be instant, huge project with a lot of masterplanning, lot of collaboration with landowners etc. takes a lot of time, needs recognition; lot of steps to go through. Things still happening but takes time.
- Reason for events and stakeholder exercise, to find different routes to spread message, aware that need more engagement to get message out.
- Implementation and approval of Marketing Strategy is key.
- Need to keep saying the same thing over and over to hit the point. Joining up culture and cyber but need to include education. Recent event took place with 18 schools, need to ensure including this sector. Ask that education is kept elevated, note that a key part of outcomes of GVD, again joining up will be key to this **Action:** GVD team to review
- CBC had peer review around economic development, undertaken by Exeter Council, who were successful in regeneration sector. They were not leveraging businesses in the private sector to communicate their messages. There has been active engagement across cynam, hub8 etc., but is this indicating that the knowledge is being held within the sector. The benefits go beyond the cyber community, so is the conversation about how we break through. Value of CEAB is to help influence who else we engage with, pushing the challenge also to groups like Cynam/Workshop/Growth Hub to work as ambassadors. Cyber feels closed off to rest of community. There is knowledge out there but not going beyond that sector. How do we fix this? Need to challenge others on group to talk to the wider sector.
- People can see the opportunities but no one engaging with them directly. Other schemes

	<p>happening in Hartpury, Cirencester and Gloucester but GVD message may be getting lost.</p> <ul style="list-style-type: none"> • Is there a steer from GFirst LEP? Is there a role via sector groups in helping make the connections? Careful thought about what the messages are. Messages need to resonate with the sector groups as need to be relevant to the sectors. Action : PM to have conversation with TB/HM/JB to discuss route forward and way to spread to business community. • 25% of cynam members are not cyber/digital, so push back on where the dots are not aligning, also briefings to Cheltenham Chamber of Commerce. CEAB way of getting dots joined up? • From LEP perspective, can do more. May have said a lot but may not have been heard, need to talk about those things that are of interest to a particular group; need to get engagement. RL happy to help with sector groups within the LEP. • Need to be more vocal. CEAB press release due to go out, this would reach different people on database - can push out to businesses, schools etc. Has this been missed? Press release not yet released Action: HM to refine press release and tailor to reflect work on GV rather than information just around launch of CEAB. • Need to think about attracting cyber but also messaging needed around why this is important to others; need to look at other targeted audiences and how identifies with these sectors. • Need to look at relevancy, many different stakeholders, need to look at how relevant to everyone, including retail and leisure. • Challenging but needs to resonate with others. • Need to task some tangible actions. What are the messages the wider business section would like to hear? How do you frame the progress, how do we use partnerships? We have a growth hub in Hub8 which is about the wider progress business community - what can they do re. GV? <p>Action: TB to pick up with JB & PM. KS/DW/IG/NJ/CB to be involved in workshop session around key messages. Is the tech sub group of the culture board an appropriate vehicle to support this also?</p>
6	<p>Feedback from Lisbon visit: End of last year visit to Factory Lisbon. AM shared short presentation.</p> <p>Key Learnings from trip:</p> <ol style="list-style-type: none"> 1. Importance of culture - making events exciting, dynamic and fun, big part of development. Hundreds of events around music and culture. The Cheltenham Culture Board is a useful vehicle to support GVD, tech sub-group set up as working group. Need to reinvent heritage of Cheltenham. 2. Importance in Lisbon of having single brand - specific website, one central brand. Need single point of contact for GV. All committed to same thing. 3. Investment around infrastructure – Value of everyone working together. What could be our equivalent to Lisbon web summit? Need something big that attracts people via an annual conference. Lisbon made it easy for tech entrepreneurs to get visas etc. This all helps grow businesses and enables us to compete with other centres of investment. We have the environment, but do we have the infrastructure support? Investment in start-ups pilots - we need to look at how to attract to allow people to grow their companies - don't want to lose business to other countries. <p>CEAB discussion:</p> <ul style="list-style-type: none"> • Data from 'Meet in Cheltenham' is that there is a call for a large conference venue. Marketing Cheltenham are collating these enquiries for evidence to build evidence case for a large venue. • 'Moving to Cheltenham' brand - central point of reference, early brand with work still to do. Potential starter to solve some of issues discussed in GVD item. Role at Marketing Cheltenham is promoting town - lot of potential to help join the dots. Action: HM/JB to discuss potential of 'Moving to Cheltenham' brand.

	Standing Items
7	<p>Updates from Chair & CEAB Members: No updates.</p>
8	<p>CEAB communications: Press release to be published. Action: Newsletter – HM to draft newsletter, TB/KS to touch base so no duplication.</p>
9	<p>UKSPF governance update: The UKSPF funding approved prior to Christmas - successful in bids. Within points of governance referenced the CEAB as check in point for activities - will update at this group (standing item). 12/13 projects to carry out between now and 31 March 2025. Action: HM to produce a summary of each project for next meeting.</p>
10	<p>Any Other Business: None.</p>