

10th February 2023, 9.30am
Pittville Room, Municipal Offices
Notes

No.	Item
1	<p>Attendees: Diane Savory, Nigel Jobson, Rob Loveday, Tracey Birkinshaw, Clare Bourne, Ian George, Ali Mawle, Raechel Kelly, Mike Collins</p> <p>Kamal Beckhoum/Kristine Scott/Dorian Wragg attended virtually</p> <p>Guest: Richard Gibson for item 6</p> <p>Apologies: Gareth Edmundson, Cllr Rowena Hay, Tom Dunn, Helen Mole</p> <p>The Chair welcomed Raechel Kelly, as the new sustainability member for the group, who briefly introduced herself followed by a 'round the table' introduction from each of the Board in order to familiarise Raechel with the individual remits of each member.</p>
2	<p>Declarations of Interest: RK raised the issue of the agenda item regarding the Shared Prosperity Funding and that Vision 21 is a future recipient of this funding.</p>
3	<p>Notes of previous meeting: signed off as a correct record.</p>
4	<p>Action Matrix and Matters Arising: Matrix actions almost complete but new gateway project details to be circulated.</p> <p>TB had productive meeting with DiT recently – DiT relationship sat at County level with GFirst LEP who are currently going through a transition. Discussion around the Cheltenham voice and how this is position on county, national and international level. Need to look at how we gain a whole economy approach - good productive meeting which will now continue on a quarterly basis with access to GFirst data which hasn't been accessible to date. DiT reference to UK Plc rather than Cheltenham Plc – need to all be on the same page.</p>
5	<p>CEAB Business Plan: Business Plan not an action plan more an image based piece to share online. Not creating a strategy but a programme of broad areas of work. CEAB dna based around being fleet of foot, being advisory in nature and having a more check and challenge role. Business Plan still in draft with missings around how do we measure our success? Bring to the group once a year to touch base. Agendas broadly set but not set in stone – May meeting to concentrate on the retail sector.</p>

	<p>CEAB discussion:</p> <ul style="list-style-type: none"> • Does EDI feature heavily enough? • People priority – social value. • Is it possible to see the background of how we got to this position in terms of the values etc? Reflection exercise at close of CERTF in terms of how this group performed, first meeting of CEAB was to look at priorities for the new group; championing young people, growth, business resilience and jobs, lobbying Government and other key stakeholders and funding. Captured under very broad headings. • Can we pull out a separate priority around climate change and sustainable development? Make sure embedded and runs through all other priorities. • Link with National Star College – add in to forward plan. • Priorities describe the problem rather than finding a solution or setting out what the vision is. • How do we champion young people to stay in town? • Is the answer to describe the problem and throw in a challenge. <p>Action: Any further comments to TB by end of w/c 13 Feb.</p>
6	<p>Culture Strategy: Presentation shared with the group giving a general overview of the Culture Board. Community workshops undertaken with VCS (Voluntary Charity Sector), reaching communities to give them a voice. Culture Board representative of Cheltenham as a whole.</p> <p>Lot of cultural activity in Cheltenham but not particularly joined up – coordination and facilitation needs to be easy.</p> <p>Purpose of the Culture Board:</p> <ul style="list-style-type: none"> • Build a strong alliance across Cheltenham’s cultural and creative communities to aid communication, collaboration and capacity building. • Set and deliver a cultural strategy for Cheltenham which makes demonstrable progress towards the Board’s vision of the town. • Advocate for the central role of the creative and cultural sector in the town’s economic and social recovery. <p>2023 Priorities:</p> <ul style="list-style-type: none"> • Holst 2024 celebration. • Launch of MX and Oakley Immersive Storytelling Centre. • Communications. • Spaces audit. <p>CEAB discussion:</p> <ul style="list-style-type: none"> • What age group mainly responded to survey? Mainly 40+, not so much young people. • Culture and tech need to come together creating a vibrant cyber culture. The UK have the greatest opportunity to be leaders because we take people with us – culture at the heart of this.

	<ul style="list-style-type: none"> • Should we have a Golden Valley representative on the Culture Board? Lot of questions around culture and social value. • Importance of oral histories – what could this look like? • Where is sport within the cultural agenda? Looking at the development of sports – draft report going to Cabinet. • Great piece of work, brilliant to see net zero target incorporated into it. • Is there a timeline? 23 priorities - next 3 years to be completed by the end of this year.
7	<p>National review of tourism provision: In 2021 Government commissioned an independent review of Destination Management Organisations (DMOs) in England. Marketing Cheltenham is a DMO along with hundreds of other DMOs across the UK. Too many conversations so need to rationalise the DMO landscape at a local level and address challenges with the structure, funding models and fragmentation of England’s DMO landscape.</p> <p>Strongest DMO in area is Cotswolds DMO of which Cheltenham is a partner. Marketing Cheltenham works with Cotswolds DMO rather than against it, we would never sit alone as more beneficial to be part of a bigger partnership.</p> <p>Visit England to have conversation with Local Visitor Economy Partnerships (LVEPs) - Government will look at any structured funding coming down the line will be challenged through the LVEPs.</p> <p>The Marketing Cheltenham model is a fund based model, based on a subscription into what we do to supply our businesses. As a service it underpins the financial model of Marketing Cheltenham. Every DMO has it’s own funding model – challenge is how do you maintain this?</p> <p>CEAB discussion:</p> <ul style="list-style-type: none"> • Who is leading this? Currently collaborative, funding models big part of the challenge. • Started indexes of different organisations – tourism sector, hard to understand how many organisations do – pulled 150/160 DMO organisations and given ranking as to who is doing what. Hard to get all on same page. • Businesses struggling dealing with different organisations. • Data in the ‘maybe’ platform. • Branding – Cotswolds Tourism brand, is this a problem or a benefit? • Organisations all doing the same thing – waste of money. Need to make more structured. • No big conference centre in Cheltenham that attracts all to one place. • Barriers around public transport when visitors arrive. Who needs to look at this? What is preventing people getting out into different communities and spending money? • Supporting infrastructure is crucial. • Problem with bus services, cannot get services to run to outer areas when problems already within Cheltenham. • Need to think about tourism as being part of the whole economy; how do we map out the visitor journeys? • How do we make the link between inward investment and tourism as part of the inward investment conversation? • Look at vehicles coming into the town. • Cost and availability of transport for students a big issue. • Cost of transport has negative impact on schools attending events. • Need to look at messaging; speak the same language.

	Standing Items
8	<p>Updates from Chair & CEAB Members: No updates.</p>
9	<p>CEAB communications:</p> <p>Agree feedback on GVD to Leader of the Council. Leader to update at next available Council meeting</p>
10	<p>UKSPF governance update: Funding of just over £1m for 3 years. UK government response. Cheltenham spoke to key stakeholders with intention of working on existing priorities. Net zero key priority, intention that good chunk of funding go towards this. 12 projects, 2 of which to be delivered by 31 March, a project with Configured Things and one with Gloucestershire College – support for College to get Construction Skills extension. College looking at DfE funding.</p> <p>Looking for more capital funding; mix of capital and revenue funding.</p> <p>Looking at funding for a variety of projects i.e. Looking to capture a vacant unit to use as a cycle hub, large amount of capital funding to get electricity into Montpellier and Imperial Gardens and working on ice rink for this year etc. The Cheltenham Growth Hub needs investment to provide support for existing and start up businesses – conversations ongoing.</p> <p>Project skilling young people with data skills also being undertaken.</p> <p>CEAB to be part of the governance. Check and challenge.</p>
11	<p>Any Other Business:</p> <ul style="list-style-type: none"> <p>• Large Enterprise Action Group – See information paper & invitation to next LEAG meeting Thursday 23rd March 2023, 2.30pm - 5pm, SLG Brands Brewery Quarter RSVP by Friday 17th February 2023: lindseyholland@cheltenhamchamber.org.uk Project triggered by Cheltenham Chamber – need to connect key businesses and schools.</p> <p>KS to attend on 23 March. Employers saying that schools don't have the skills, schools not equipped to teach skills that pupils need. Need to speak to young people at the right level i.e. Tiktok.</p> <p>• DiT Canadian Cyber Inward Investment Mission to Cheltenham 20th March 6pm (venue tbc). Request for CEAB representative: Action: Clare Bourne to attend as CEAB rep.</p>