

10th May 2023, 11am
Sherbourne Room, Municipal Offices
Notes

No.	Item
1	<p>Attendees: Diane Savory, , Rob Loveday, Tracey Birkinshaw, Clare Bourne, Ali Mawle, Raechel Kelly, Gareth Edmundson, Rowena Hay, Helen Mole, Kristine Scott, Dorian Wragg, Nigel Jobson</p> <p>Matt Bellshaw & Kamal Beckhoum attended virtually</p> <p>Apologies: Ian George, Tom Dunn</p>
2	<p>Declarations of Interest: No interests to declare.</p>
3	<p>Notes of previous meeting: Notes of 10 February meeting signed off as a correct record.</p>
4	<p>Action Matrix and Matters Arising: Nothing to add, all actions on target.</p>
5	<p>Retail & Property Review 2023:</p> <p>Presentation: Challenges & opportunities for retail – Maybe* data and property outlook</p> <p>CEAB discussion:</p> <ul style="list-style-type: none"> • Who is responsible for digital, CBC or the businesses? No one fully in charge, needs to be stakeholders who have a full understanding of digital. • Digital landscape changing at a great pace – opportunities with Golden Valley & GCHQ. • Digital v. physical – as a citizen, key word is trust (need to trust people dealing with). Messaging needs to be right to bring people to town. Use of AI and other emerging technology is key. All interactions with people need to be based on trust and be something they identify with. • Need to focus on Regency Cheltenham. • Are there any other places in the world doing this? Israel – Zen City. Is there an opportunity for Cheltenham to be a world leader? • Need to join the dots – Chamber, Cheltenham BID, Growth Hub. Need to look at education, only small amount of retailers engaging in social media – CBC looked to drive this through ‘reopening the High Street’ funding, but take up was limited. Missing - trust of retailers that social media will work for them. Need to look at training/education and co-ordinate between providers. • Need to look at ‘place’ (future of place board) - identified following planning peer review; lot of really interested voices who want to get involved. • Need to understand what the local conversation is to make social media work successfully. • Need to make easily accessible to all i.e. Cheltenham Intranet.

- What is Cheltenham digitally?
- How do we create a safe digital industry?
- Connection with golden valley – cyber community creating innovation and collaboration; how do we get cyber communities to communicate with local businesses and benefit from the skills available. Need to drive this collaboration.
- Micro businesses doing well on social media but can't get space in Cheltenham town centre – pop ups?
- In terms of aims and objectives, what are we looking to provide – enable retailers to market through digital platform? What will bring these threads together? Need to look at where leadership piece sits and what businesses and consumers need.

Presentation: The Cheltenham and wider regional market – where are our opportunities?

CEAB discussion:

- Multi-channel retailing is the way forward.
- 70% or more people want to return to the office and reconnect; more staff based in offices in Gloucester than Cheltenham.
- Need to get retailers in that reach a younger demographic i.e. Zara.
- Concessions in Cavendish House – is there an opportunity? Cavendish House Key site with huge potential.
- Bristol has a bigger market – different demographic i.e. young people.
- Bristol transport/road network not ideal.
- Need to look at leisure opportunities across the town.
- Look at the data; who is shopping, where are they shopping, how are they shopping. Data key to providing potential retailers with clear picture.
- Retail apprenticeships important element – career opportunities within retail sector how is this championed and promoted?

Presentation: Vacant units assessment – recommendations and emerging action plan

CEAB discussion:

- Constantly moving picture, so outputs will only provide a snapshot.
- Vacant units paper going to Cabinet in July.
- Looking at how planning barriers can be removed, including looking at the challenges around heritage.
- Town Centre Vision – lots of opportunities to bring everything together; no timescale as yet, more conversations to follow. Who owns the place and its story telling?
- Cheltenham needs to recognise the challenge of Gloucester
- Looking at Culture Board and around what can be promoted within the town. Need to make best use of different platforms and websites for promotion and within this recognising the resident alongside visitors from outside the town.
- Gap analysis – what is missing from the town?

Standing Items

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Updates from Chair & CEAB Members:

Feedback from Jazz festival 2023

Tickets sales roughly at pre-covid levels;. 35,000 tickets, 20,000 footfall – 31% increase from last year's year-on-year footfall in town centre during the festival, 23% increase week-on-week footfall on Prom. Looking at more digital content, podcasts etc. Co2 emissions reduction (using vegetable oil to power generators), viewing platforms for wheelchair users and easily accessible toilets now available. Great coverage on BBC, Radio 6 etc. Seeing difference in ticket buying due to cost of living crisis. Top/lower price tickets going quickly, more challenging in the middle – analysing numbers to ensure biggest footfall.

Science festival, drop last year but bouncing back. Introducing cyber conversation at science festival this year - roundtable (national conversation around culture and tech) happening day before festival. Launching 'DataFace' at festival (data skills for young people) – UKSPF

	<p>supporting funding.</p> <p>Feedback from Belfast cyberUK CBC (Paul Jones & Paul Minnis) and team from HBD attended. CyberUK progressing innovation and collaboration across the cyber sector. Raised awareness of Golden Valley, positive feedback around importance of Cheltenham. Good time to be engaging – Council and HBD doing piece of work around how Cheltenham presents itself – GCHQ key player in Golden Valley. Fantastic that Golden Valley achieved awareness and interest in coming to Cheltenham, proximity to GCHQ really important and West Cheltenham site within walking distance; bringing all areas together. Next key period of work around moving towards masterplanning and working as eco-system translating interest into commitments moving forward.</p> <p>Main point is organising all key players in the market and creating more visibility around the process.</p> <p>Science Festival good shop window for all players coming together, need to collaborate to get the message out.</p> <p>Cyber Leadership Board talked about Golden Valley needing to be more international – platform in Germany. Use Science Festival to encourage involvement?</p> <p>Feedback on DiT Canadian mission Recent visit from 7 Canadian cyber businesses who are considering moving to the UK, opportunity to promote Cheltenham. Positive feedback from businesses. Good example of great partnership working across town.</p> <p>GVD – update on planning applications 3 main players on West Cheltenham/Golden Valley development site - 1 planning application been out to consultation (St. Modwen’s), first round of consultation taken place but principle objection around transport modelling. Working with St. Modwen’s to progress. Factory/HBD, looking at outline application – 2 sites; application due approx. September. Third landowner (NEMA) – owns area of land with some restrictions but still looking to present a planning application.</p> <p>Commercial realities – parties need to align what commercial interests are with what is deliverable and when?</p> <p>LVEP update & application process (May 2023) Result of national review of tourism – partnership formed across County. Looking to submit application to Visit England for a regional tourism partnership; waiting for ‘go live’ date.</p> <p>CBC/Cheltenham BID events manager role & and visitor assistants Recruiting full-time events manager. Looking to recruit by Summer.</p> <p>Tourist information available at Municipal Offices reception Monday to Friday; guides/leaflets etc. Visitor welcome staff will be available at the POD on the High Street from today to distribute visitor information.</p>
9	<p>CEAB communications: None.</p>
10	<p>UKSPF governance update: As per briefing circulated</p>
11	<p>Any Other Business:</p> <p>Additions to forward plan:</p>

- UKSPF – full briefing
- Feedback on vacant units plus additional work offline

Format of today's meeting and reflection on what to bring to future meetings and develop forward plan.

North Place - imminent media release, re: residential development. Planning application coming in next 12 weeks.

Clare Bourne leaving Cynam for new role – Our thanks to Clare for her support of CEAB