

**6<sup>th</sup> September 2023,  
11am, Municipal Offices  
Notes**

No.	Item
1	<p><b>Attendees:</b> Diane Savory, Tracey Birkinshaw, Rowena Hay, Helen Mole, Nigel Jobson, Ian George, Tom Dunn</p> <p><b>Guests:</b> Lindsey Holland (Chamber of Commerce) for item 5 Ken Ford (Pacific Shelf) /Richard Nichol (Canada Life) &amp; Michelle Payne (CBC) for item 6</p> <p><b>Apologies:</b> Gareth Edmundson, Kristine Scott, Kamal Beckhoum, Rob Loveday, Dorian Wragg, Raechel Kelly</p> <p>To note Kamal is leaving Gloucestershire University, our thanks to Kamal for his contribution to CEAB, including help guide it's set up. Kamal will be replaced on the Board by Jackie Labbe (prof) Deputy Vice Chancellor following Clare Marchant joining the University as the new Vice Chancellor on 18<sup>th</sup> September 2023.</p>
2	<p><b>Declarations of Interest:</b> No interests to declare.</p>
3	<p><b>Notes of previous meeting:</b> Notes of 10 May 2023 meeting signed off as a correct record.</p>
4	<p><b>Action Matrix and Matters Arising:</b></p> <p>All on track. Ongoing live action re. Golden Valley and partnership working. Consideration of establishing a sub group still live, but CBC now entered into a 1 year contract with Plexal (Front Door) which is focussing on how to best manage interactions with Golden Valley. Once more details are established this will be brought to CEAB to feed in.</p> <p>Update on economic evidence base – infographic circulated for information. <b>Action:</b> All to supply TB with any further information that can be incorporated into the next economic update if CEAB members feel there are gaps.</p> <p>Approaching anniversary of formation of CEAB (October 2022). We are working across the business plan. Anticipated changes to LEP but timing/funding unknown. CEAB enables local voice to form part of the wider discussions and priorities. <b>Action:</b> TB to email group to gain any reflections from the first year.</p>

	<p>GEGJC committee has now been extended several times. Request for clarity on role and function</p> <p><b>Action:</b> RH to update on position of City Region Board at next meeting to inform discussion around how CEAB can interact.</p>
<p><b>5</b></p>	<p><b>Large Enterprise Action Group &amp; Business &amp; Education Project:</b></p> <p>The Business &amp; Education Project formed out of the LEAG (Large Enterprise Action Group). CEAB have received previous updates on LEAG.</p> <p>LEAG – focussed on large enterprises re (those who feature from Cheltenham in top 100 businesses in Gloucestershire in terms of turnover). Actions to date:</p> <ul style="list-style-type: none"> <li>• Meeting took place in March to gain feedback from businesses in relation to the problems around recruitment.</li> <li>• Further meeting being planned for Spring by Cheltenham Chamber of Commerce alongside County Business Show,</li> <li>• Further meeting led by Cheltenham Chamber of Commerce in the Autumn.</li> </ul> <p>Business &amp; Education Project – Identifying the gap between schools and local businesses. Actions to date:</p> <ul style="list-style-type: none"> <li>• conversations with career leads at different education establishments to ascertain struggles.</li> <li>• Liaison with Cheltenham Education Partnership, Cheltenham BID, NCLB, GFirst LEP, DWP, Young Gloucestershire, Job Centre etc. to see how they are addressing the problems that schools are facing.</li> <li>• Identified gaps – limited contacts, demand vs supply (total students in Cheltenham, total career support, total business), need to resolve problems now, not look to others.</li> <li>• Considering solutions – website – consider this is pivotal to support outcomes, apprenticeship awareness, mentoring.</li> </ul> <p>Next steps: Funding - £10k identified, need to match this amount before starting commission on website.</p> <p><b>CEAB discussion:</b></p> <ul style="list-style-type: none"> <li>• Website good idea, start with larger companies.</li> <li>• Careers advice missing.</li> <li>• Need to be addressing from beginning of secondary school, too late when year 10+</li> <li>• Worcester are ahead of Cheltenham with support around this, have something similar – look to share the best practice for Worcester and other areas</li> <li>• Connectivity piece, feels a little isolated at the moment – how can the dots be joined up?</li> <li>• Some businesses doing it better than others, need to address balance – accounting, engineering and cyber doing well, creative industries not doing so well, definite gap in different careers. Larger companies can lead by example, smaller companies need more support.</li> <li>• Big partnership piece, needs to sit alongside Chamber, but needs wider linkages. Opportunity to be more integrated.</li> <li>• Partnership piece missing from presentation i.e. Growth Hub, Golden Valley etc</li> <li>• UK prosperity funding given to project happening in year 3 linked to GCC, outside</li> </ul>

	<p>of schools but about people with lower level skills that need to get into apprenticeships. Has this link been made?</p> <ul style="list-style-type: none"> <li>• Need to create solid base for everyone to join together.</li> <li>• What is the ask for CEAB? How can CEAB help with functionality around partnerships. CEAB has previously offered supporting with a sub group. That offer remains on the table.</li> </ul> <p><b>Action:</b> TB to circulate presentation to group.  <b>Action:</b> LH to advise on how considers CEAB can support and liaise back to TB  <b>Action:</b> HM/LH to arrange meeting to follow up to consider operational opportunities.</p>
6	<p><b>Catalyst site: Cavendish House: CONFIDENTIAL</b></p> <p>Presentation shared by Canada Life/Pacific Shelf. Confidential briefing as part of early stage in pre-application process. Opportunity for CEAB to feed in early thoughts and reflections.</p> <p>Key issues:</p> <ul style="list-style-type: none"> <li>• Working position is that House of Fraser could withdraw post Christmas. Closures have already taken place elsewhere in the Fraser portfolio.</li> <li>• Canada Life have undertaken wide assessment of the options from disposal to redevelopment.</li> <li>• An important building, but not a listed building. Set within conservation area.</li> <li>• Been a retail venue for over 200 years and has evolved. It is not a single building, but a series of buildings</li> <li>• Removal of Regents Street bridge</li> <li>• Looking at most realistic economical and commercial option to restore the site – complete redevelopment – demolishing and replacing with a three-building format, on a demand led assessment; <ul style="list-style-type: none"> <li>○ residentially led (165 apartments of 1 -3 beds) build to rent format (not for sale)</li> <li>○ a Hometel building (Have signed an accord with Room2)</li> <li>○ Retail, commercial elements along frontage, building on café culture. Considering health &amp; beauty halls</li> </ul> </li> <li>• Courtyard design feature – investigating ideas such as St Christophers Place, London</li> <li>• Enhanced connections between Regent Street and Promenade through new walkways</li> <li>• Development within sustainable boundaries.</li> <li>• Car free proposal, consider a scheme of this nature does not need parking when Regents Arcade car park is accessible.</li> <li>• Scheme focussed at young professionals, this is supported by market research</li> <li>• Basement – possible use of gym alongside cycle/waste storage</li> <li>• A taller building with setback. Massing is key to make economics of scheme work</li> <li>• Feedback from planners and lead members to date is that need to look at a landmark/statement building in terms of design – relooking at the elevations in light of this</li> <li>• Catalyst is to bring an economic benefit to an underutilised building that could soon be vacant</li> <li>• 18 – 24 month delivery project</li> </ul>

- Prestige development with a global investor, commerciality is driving the scheme as want to be in a position to deliver.

**CEAB discussion:**

- All public space? Will there be elements of security and control for the residents living within the development . Careful consideration and management needed, how do you strike the balance? Needs to contribute to the overall sense of place. How can this be better integrated, using the building and the space within and between as an opportunity to create a focal point. There are numerous options, but there needs a clear understanding of what space is activated
- Opportunity to make the frontage a central point of town – could more public space be created at the front balanced by a smaller courtyard option, building on existing public realm and enhancing this?
- Regents Street has a lot of opportunity, how does this proposal fit within this larger place context
- Who is the customer to Hometel? Not sure on the concept, is it niche? How would it read into the demands and needs of the market?
- Opportunities to build in the opportunity for events to build into the festival culture – how can this be enabled around the space with residential?
- Not clear on how servicing would work
- Regeneration project – needs to bring benefit to town.
- Broad demographic – part business and part tourist
- Link into Golden Valley; ideal for property rental market.
- Question health & beauty as retail leads – is this viable? Need to think carefully about the inter relationship between different uses. Need to be clear on intention for retail. What are the gaps in town, do not want to see a model of displacement from elsewhere in the town
- Need to satisfy demand.
- Will need specialist exercise to remove asbestos. How has this been factored into viability. Given the age of the building, this could be a challenge and significant
- Challenge back on zero car parking, anticipate GCC highways will support car free. If that is the case what is the alternative?
- Need to look at sustainability and social value, inter-relationships.
- CBC/Cheltenham BID vacant units action plan going to Cabinet on 19 September encouraging residential but highlighting retail less important in town centre.
- Don't need more retail space, need to be clear on intentions and the role and function of retail within a challenging market.
- Municipal Offices – currently looking at development brief; linkages with place making. Acknowledge timings do not align, but proposals for Cav House needs to acknowledge wider context
- Needs to be linkages between all parts of the town – how does this scheme help to join dots.
- Costs challenge – Is the scheme affordable?
- Design – needs to be bolder, feels too safe

**Action:** TB to pull together response letter to Canada Life in coordination with DS before sharing with group; Invite Canada Life to future meeting when proposal has evolved.

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**Golden Valley Development update:**  
Item postponed.

<b>Standing Items</b>	
<b>8</b>	<p><b>Updates from Chair &amp; CEAB Members:</b></p> <p><b>Changes to LEP:</b>  Withdrawal of LEP core funding from 1 April 2024</p> <p>LEP functions will transfer to Upper Tier LA's (or MCA's where they exist) – subject to being a functional economic area of population above 500,000.</p> <p>Upper tier LA's will be expected to have an economic growth board with meaningful independent business engagement.</p> <p><b>City fibre:</b>  Project on pause. Procurement between City Fibre and Kier come to an end. City Fibre going back out to procurement.</p> <p><b>Vacant units action plan:</b>  Draft previously circulated to CEAB for comment. Update on progress to Cabinet and roll out of key actions. As part of outcomes, looking to change the language and perceptions, role of CEAB as ambassadors in highlighting the positive</p>
<b>9</b>	<p><b>CEAB communications:</b></p> <p>Refresh of CEAB pages on website underway.</p> <p>CEAB business plan – final check and will be published as part of the refresh of website.</p>
<b>10</b>	<p><b>UKSPF update:</b>  Paper circulated.</p>
<b>11</b>	<p><b>Any Other Business:</b>  Thinking how Western Gateway can support Cheltenham re. cyber etc. Looking to organise curated session with CEAB, CBC and Golden Valley – to have conversation with Western Gateway.</p> <p><b>Action:</b> TB to liaise with GE/PJ around session.</p> <p>Gloucestershire Economic Strategy – engagement underway  <b>Action:</b> bring to next meeting</p>