

Information discussion paper

Agenda Item **10**

Social and Community Overview and
Scrutiny Committee

9 November 2009

This note contains information to keep Members informed of matters relating to the work of the Committee but where no decisions from Members are needed.

Cheltenham West End Partnership Update

Cheltenham West End Partnership (CWEP) is one of Cheltenham's three regeneration partnerships set up to address issues of multiple deprivation. CWEP's area of benefit covers St Pauls, a large part of St Peters and a small part of Lansdown wards. The area stretches from North Place to the east and The Moors to the west; with its north and south borders being Pittville Park and St James' Square respectively.

CWEP is a company limited by guarantee set up as part of the exit strategy for the Lower High Street Single Regeneration Budget Programme in the 1990's.

Funding for the partnership comes, in the main, from renting out space in the Community Resource Centre in the Lower High Street and the building owned by CWEP in Grove Street. Since employing a partnership manager in May 2008 CWEP has been successful in gaining project funding from Cheltenham Borough Council, Cheltenham Strategic partnership and Severn Trent. This has enabled the partnership to develop work with local communities targeting specific areas.

Because, unlike the other two regeneration partnerships in Cheltenham, CWEP does not receive investment funding from either the borough or county councils the capacity of the partnership is limited in terms of resources and is therefore limited to short term projects. CWEP employs a full time partnership manager, a ten hour per week project worker and it funds Cheltenham VCA to provide reception for the Resource Centre. Volunteers and university students on placement complete the workforce.

CWEP does have an action plan for 2009/10 based on priority areas of work. A Report against this action plan follows.

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Cheltenham West End Partnership Report against Action Plan

October 2009

Action Plan priority item	Area of work	project	Project up date	completion date	£
Lower High Street	Traders Forum	Meetings	Last meeting October. Meetings are more positive than previously.	ongoing	
		Business Profiles	Complete. Electronic copy to be shared with CBC economic dev team. Although complete these will require regular updates as businesses close or new businesses open.	July 2009	
		Potential to become Business Improvement District	In Gloucestershire First delivery plan. Nothing to report.		
		Website for Cheltenham West End.	Primarily to promote businesses but will also promote area.	October 2009	£20K LABGHI
		Training for traders	Marketing and PR training to take place run by Business Link	November 2009	
		Property improvement	Many businesses have improved shop fronts over the past six months, some with Business Pride grants. Some of the LABGHI funding has been set aside for shop front improvements including empty properties.	April 2010	
		Other projects	Plans to use remaining LABHGI funding will be made before end of year.	January 2010	
		Christmas lights	Richard Miller leading on this to persuade traders to contribute to Christmas lights this year. Poor response from traders therefore there will be no lights this year.	October 2009	
	Cheltenham Tidy Group	West End Week	Carried out a ' West End Week ' from 13th to 19th July. Activities included litter picks and activities aimed at promoting local businesses.	July 2009	
	Strong & Resilient West	Project Worker	Jon Kelly. Post finished end September. Work will be ongoing. CWEP has agreed to continue	September 2009	£15K from CSP

	End		to employ Jon on ten hours per week.		
		Residents Forum	Meetings held every six weeks. It is hoped that residents will themselves take on roles within the forum and eventually it should become self supporting.	ongoing	
		Survey	Survey complete. Report issued.		
		Parking issues	A number of issues have been raised by residents and parking has been discussed in depth at meetings with CBC responding to issues where possible.	ongoing	
		Cleansing	Working closely with John Marcer, cleansing manager at CBC. Special cleaning of a number of streets has taken place.	ongoing	
		Photography competition	This is something the residents identified as a project. Highly successful and will become an annual event.	Sept 2009	
		Local History project	New group set up with first meeting in October.	ongoing	
		Environmental Improvement project	New group set up with first meeting in October.	ongoing	
		Pub quiz group	New group set up with first meeting in October. Aim is to get each street with a team – assisting in people getting to know their neighbours.	ongoing	
		Report	Report required for CSP including methodology as this was a pilot. Complete.	October 2009	
		Joint resident & trader projects	Community Garden	Planned to create garden in Lower High Street.	
	West End Winter Festival		This event will be held on 12 th December in the grounds of Normandy House hosted by the owners Beam Construction. If successful we would hope to hold winter and summer festivals in the future.	December 2009	
St Paul's Regeneration	Stakeholder group	Coordination	Bid to CBC/CSP for CWEP to provide coordinating role for service delivery to address deprivation and in particular child poverty. This group is working successfully.		£5K from CSP
	LAA Outcome 15 Delivery Group	<i>Improved quality of life for people in the most disadvantaged</i>	County delivery group has been set up and BT is a member of this group.		

		<i>neighbourhoods in Glos..</i>			
The Moors		Identified as a priority area. No action to date.			
Other projects	Community Ambassadors	Training programme for Community Ambassadors	BT requested to develop and deliver a community ambassador training programme for CBC.		£4760 CBC
Resource Centre	Tenants		All rentable space is occupied.		
	Meeting Rooms		Need to increase usage and income. Smart board can be used as a selling point.		
	Maintenance & Repairs	Roof	Ongoing problems with roof. Landlord to		
Links with University		Liaison Group	A group has been set up following issues raised by St Pauls Residents. BT has been invited to become part of this group. the group deals with any issues between students and other residents.		
		Student placements	2008/9 completed. New student wanting to work through summer. Some students carrying on as volunteers.		
Neighbourhood Policing. CWEP area covered by 3 INAs	Town Centre	Town Centre Coordination Group	BT a member		
	Hesters Way	Swindon Village (includes Gardners lane area)	BT invited to join		
	St Pauls		Need to investigate becoming a member		