

Background Paper One: Targets and Outputs for Parklife: 2009-2011

The targets outlined below are to be measured and reported on via quarterly updates between the Parklife Business Advocate and Commissioning Officer for Cheltenham Borough Council. These have been agreed between Parklife, Gloucestershire First and the Cheltenham Borough Council economic development team.

Lansdown

- Consult with key traders to develop a strategy toward achievement of independence and sustainability
- Continue contact as mentor only while developing Cheltenham Enterprise Trade Park by March 2010, with the view to an amalgamation of the two groups for 2010-2011 (or sooner, if can be achieved)
- Hold regular network meetings for B2B opportunities

Kingsditch

- Maintain one Business Centre at Vibixa
- Further develop level of engagement by businesses
- Provide an integrated service linking employment, skills, regeneration and aftercare services to businesses
- Assist development of physical infrastructure, e.g. specify and deliver an initiative for site signage
- Develop business directory
- Work toward sustainability / independence of network
- Assist where possible with the boy racer/cruiser issue
- Hold regular network meetings for B2B opportunities

Cheltenham Enterprise Trade Park

- Build network / business group on this CBC owned development
- Achieve 1:1 with minimum of twenty businesses
- Review the need for a business centre for businesses use
- Developing the CETP business group network by March 2010, with the aim of an amalgamation of the group with Lansdown for 2010-2011 (or sooner, if can be achieved)
- Support Cheltenham Borough Council, other landlords and agents to achieve an increase in occupancy
- Provide an integrated service linking employment, skills, regeneration and aftercare services to businesses:
- Gain understanding issues facing businesses
- Support CBC crime reduction initiatives through engagement with local police
- Develop business directory

Space Business Centre. Neptune Business Park

- Build network / business group on this brand new development
- Assist new businesses to find their way via Business Link, Gloucestershire First, Cheltenham Borough Council and Parklife products and services
- Working with the business centre management and Indus Property Management directors to support inward investment (new business take-ups and support) in order to achieve an increase in occupancy
- Achieve 1:1 with minimum of twenty businesses
- Review the need for a business centre for businesses use with the business centre management and Indus Property Management directors

- Developing the SBC business group network by February 2011 (possible amalgamation of the group with Lansdown or Kingsditch for March 2011, or independence in its own right)
- Provide an integrated service linking employment, skills, regeneration and aftercare services to businesses
- Gain understanding issues facing businesses
- Support CBC crime reduction initiatives through engagement with local police
- Develop business directory

General for all sites

- Facilitate training – outputs to be reviewed and agreed at each quarterly review meeting
- Introduce collaborative purchasing opportunities to support reduction of business costs
- Attend Cheltenham Borough Council once per annum to update councillors on project achievements, via Overview & Scrutiny panel (November 2009, and then as requested)
- Maximise any potential PR opportunities – to work with Cheltenham Borough Council to explore avenues of best practice
- Develop, produce and distribute a quarterly newsletter to all Parklife business members
- Number of businesses signed up to the **Business Development Programme** – target of 5 businesses over 24 months to attain NVQ Level 4
- **Redundancy Support Programme** – identify and assist those businesses at risk, and feeding back to Cheltenham Borough Council on a quarterly basis the outcomes
- Number of businesses engaged in the **Environmental Management Programme** – Deliver environmental briefing sessions with a view to 5 businesses progressing to attain an environmental awareness certificate
- Number of businesses partaking in the **Graduate Challenge** – a target of 20 businesses over a 24 month period. Quarterly updates will also include feedback on the number of graduates engaged and any jobs created
- Number of new businesses engaged with Parklife – County target for growth is 30% per year therefore provisional target for Cheltenham is 10 %. Sign up will not just be measured through attendance at events, but by number of businesses that Parklife is currently engaged with. This may be through one-to-one advice or wider networking meetings
- Management of network growth within the Borough – Number and frequency of businesses visited in Leckhampton and Cheltenham Enterprise Park and their subsequent involvements with Parklife via the Kingsditch and Lansdown forums. This will be measured via general feedback at quarterly updates
- Number of businesses engaged in events e.g. Meet the Buyer - Feedback on businesses engaged per annum
- Number of business start ups - Parklife work does not directly affect this so cannot report. However, will provide a general business update to include information on any problem areas and needs arising

Outcomes	Target
To gain the hearts & minds of additional locations (Leckhampton, Cheltenham Enterprise Park & Space Business Centre)	Minimum of 2
To support existing networks	2
To achieve 1-2-1s per quarter, with direct advice and/or outcomes	10
Business park network meetings	Minimum of 10
Facilitate Business-to-Business activity (e.g. joint procurement, training, etc)	25 businesses
Graduate Challenge take-up	20 businesses
Business Development Programme	5 businesses
Recruitment fairs (if applicable due to recession issues)	1
Number of new businesses engaged with Parklife	10% growth
Business to Business event (e.g. joint procurement)	1 per 12 months
Develop business directories	Across 4 sites
Assist development of physical infrastructure, e.g. signage	2
To work with Cheltenham Borough Council for all PR	Ongoing
To promote and utilise the Parklife services - provide case studies	10
Examples of positive PR per quarter	1
Produce number of newsletters per annum	4
Quarterly reports/reviews	4
Annual Report	2
Attend Cheltenham Business & Economic Partnership meetings	8
Attend CBC O&S committee to provide updates to councillors	1 + upon request

Partnership Work Areas

The Parklife Business Parks project will provide support in the following ways, to help Cheltenham Borough Council in the delivery of its economic development strategy and action plan within Borough:

- Promote and contribute, where relevant, to any initiatives and projects that Cheltenham Borough Council may be undertaking within the business community, particularly those on Kingsditch and Lansdown Business Parks
- Provide invites to all meetings organised through the Parklife project in the Borough. This will include the open networking meetings and the Kingsditch and Lansdown Business group meetings
- Provide feedback and demonstrate evidence on project work, which may include Highway issue progress, Bus routes/ Travel planning, Crime reduction - Crime and Disorder issues
- Provide feedback and data, where relevant, which are relevant to the future economic development of the area and report on key issues arising within the business community
- To provide timely quarterly review documents and a final review document where required
- To assist the Cruiser Working Group with business information to enable it to tackle the issue together via proactive approaches such as signage/barriers, etc
- Assist Cheltenham Borough Council in developing stronger and closer working relationships with the local business community
- Be the key co-ordinator for a roll out of the project into other areas of the Borough – which are Space Business Centre and the Cheltenham Enterprise Park, with a view to providing advice/assistance to these businesses via the two established networks at Kingsditch and Lansdown
- Identify and encourage ‘hard to reach groups’ to engage with the partnership, e.g. people working from home near these specific locations, where appropriate

- Liaise with Cheltenham's town centre manager to explore collaborative opportunities on a quarterly basis, for joint-procurement, etc
- Assist in the delivery of any relevant actions within the economic development action plan and responses to changing economic conditions outside of this plan, e.g. improved signage on business parks, support for growing businesses
- Contribute to the Cheltenham Business & Economic Partnership and support those actions relevant to the Business Parks
- Assist, support and advise with business or networking events organised by the Borough Council

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