

APPENDIX 2: Place Strategy – Engagement Plan

It is proposed that there will be an ongoing engagement process up to 31 December 2016. This document broadly outlines how this will be managed.

The purpose of the engagement will be two-fold:

- Develop the challenges and opportunities section of the document – what do our stakeholders and residents perceive to be the key challenges that the town faces, and the strengths we can build on. What are the key risks for the town in the future?
- Develop a compelling and ambitious vision for the long-term future of the town. What do our stakeholders and residents see as key to making Cheltenham stand out in the future from its competitors?

Key documents

- Place strategy ‘storybook’
- Vision – working draft
- Agreed survey

Key Consultation activities

The consultation processes will be tailored around the type of placemaking approach (as set out in section 3, Methodology of the Cabinet report) and the type of outcome desired.

Strategic placemaking

Discussion groups and workshops with key partners to see where ambitions may align and identify projects which support Cheltenham’s placemaking ambitions.

The following organisations are likely to be key partners:

- Cheltenham Development Taskforce
- University of Gloucester
- Local high tech companies
- Gloucestershire airport
- Cheltenham BID
- GCC
- LEP

Creative placemaking

A similar approach to the Strategic placemaking but engaging with cultural and creative partners at a higher level and also linking with local neighbourhoods to empower them to support the growth of their own creative agenda.

Key partners include;

- Cheltenham Trust
- Cheltenham Festivals
- The Racecourse
- Active Gloucestershire
- & Local community groups

Strength-based and restorative placemaking

Engagement with community groups and Cheltenham Partnerships through existing networks with a new focus on Placemaking. Outreaching to unrepresented groups where there are gaps with workshops to build relationships to set up a basis for a longer term relationships.

As part of this, we will establish a web-page including outline ambitions for the town, used for gathering public ideas and comments and to build a virtual community thinking about Cheltenham's sense of place.

We also want to put a particular effort into engaging with young people in the town. We will work through local youth groups, primary and secondary schools to ensure school-age children can have their say about what kind of town they want Cheltenham to be in the future. We will also engage with students at both GlosCol and the University to understand about their future aspirations for growing their careers in Cheltenham.

Marketing-based placemaking

As part of our marketing placemaking approach, we will engage with those that have a vested interest in how Cheltenham markets itself to the outside world; this will include:

- The hospitality trade
- Local retailers
- Cheltenham BID
- Cheltenham Trust
- Cheltenham Festivals

Project-based placemaking

Projects emerge for this process principally through the engagement already identified above. The engagement processes will evolve new temporary projects contributing to place and empower groups to make their own small scale interventions where these support the placemaking agenda.

A branding strategy for Cheltenham is being developed over a similar times line to the placemaking so there will be considerable opportunities for cross-fertilisation of ideas between the two processes. Research gathered through the branding exercise can feed into placemaking to help Cheltenham better understand its appeal to visitors and how this could be enhanced.

As the process evolves and strong themes come forward the web page will be adapted to summarise and 'sell' the ambitions of the town.