

# ***Information/Discussion Paper***

## **Overview and Scrutiny Committee 22 January 2018**

### **Development of the Place Strategy**

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

#### **1. Why has this come to scrutiny?**

**1.1** Council on 27th March 2017 agreed a place-making vision for Cheltenham and that this would form the basis of an action plan that would come back to Council in March 2018 along with the Council's Corporate Strategy 2018-19.

**1.2** The agreed vision was:

"We want Cheltenham to be a place where everyone thrives. We will do this by linking our heritage to an exciting future by being;

- Creative
- Pioneering
- Nurturing
- Connected and re-connected"

**1.3** Council also agreed that the place strategy action plan will deliver the following four outcomes:

- Businesses thrive in Cheltenham
- Culture thrives in Cheltenham
- People thrive in Cheltenham
- Communities thrive in Cheltenham

**1.4** Work has been progressing to develop the place strategy over the past few months; in terms of partner and stakeholder engagement the place strategy has been discussed at a Civic Society Conference held in June and at a number of partnership meetings held over the Summer and Autumn. We have also held discussions with local businesses and are about to hold discussions with cultural partners.

**1.5** The place strategy outcomes are already helping to shape some of our key projects such as the 5 year tourism strategy, the Cheltenham Town Hall project and how we best improve our public realm.

**1.6** Cabinet and Executive board also held a joint session in October to help shape the development of the strategy. The discussion item at O+S on 22 January will enable us to make further refinements to our thinking before it comes before Cabinet on 6 March and Council on 26 March. The draft strategy could also come to O+S on 26 Feb if that is desirable.

#### **2. What is the place strategy**

**2.1** Cheltenham's place strategy will set out:

- A collective assessment of the challenges that the town faces, and the strengths we can build on.
- A shared vision for Cheltenham –setting out our ambitions for the kind of town we want Cheltenham to be in the future.

- A framework for action – what are the priority projects that will make the biggest impact on our outcomes and ambitions
- 2.2** Whilst Cheltenham Borough Council will take the lead in its development, we want the strategy to be owned by everyone who has a stake in the success of Cheltenham. As such the strategy will:
- Harness the ambitions for success shared by local businesses, agencies and organisations
  - Reflect the pride that people living in Cheltenham feel for their town, and
  - Tell a story of ambition to the outside world, both nationally and internationally, to those people wishing to visit, study in or invest in Cheltenham.
- 2.3** Members of Overview and Scrutiny Committee may wish to refer to the March 2017 Council report to remind themselves of the engagement work undertaken to define the place-making vision.

### **3. Presentation to Overview and Scrutiny Committee**

- 3.1** It is proposed that a presentation is made to O+S on 22 January. An excerpt from the slides is attached as appendix A.
- 3.2** The key areas of interest will be as follows:
- A reminder of the key challenges that we want to address
  - A proposed revision to the outcomes
  - A proposed revision to the values
  - A summary of our updated framework for place
  - A summary of the key themes and ambitions for each outcome
  - An analysis of key themes against the outcomes to identify a set of priority issues

### **4. Questions for Scrutiny**

- 4.1** Do the key challenges feel like the right challenges to be focusing on in the place strategy
- 4.2** Do the revised outcomes and values and the updated framework make sense?
- 4.3** Do the highlighted priority themes for the success of Cheltenham make sense

### **5. Next Steps**

- 5.1** Comments from Scrutiny will be addressed in the revised place strategy and action plan which will go to Cabinet on 6 March 2018 before the final version goes to Council on 26 March 2018 for final approval. As indicated, if members wish, a draft strategy and action plan could be brought to Scrutiny on 26 February 2018

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<b>Background Papers</b>	Place Strategy - Cheltenham Placemaking Vision – Report to Council; 27 March 2017
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<b>Accountability</b>	Leader of the Council
<b>Scrutiny Function</b>	All
<b>Attachments</b>	Appendix A – excerpt of place strategy slides