



CHEL TENHAM
BOROUGH COUNCIL

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Cheltenham Recovery Strategy

A Local New Deal for Cheltenham



Now is the time to lead recovery

Unique challenges require a unique response. Covid-19 has tested Cheltenham's communities, economy and way of life in a way that hasn't been seen since the Second World War. Our Borough has lost loved ones, business has been disrupted and we've all had to re-learn a new existence that tries to retain our human connections while being apart. We give our grateful thanks to the thousands of key workers and volunteers across health and front-line services both in Cheltenham and nationally that have responded so selflessly to keep the country going and to care, protect and shield us from Covid-19. We are proud to witness the strength and resilience of our town in the face of this challenge

Overcoming Covid-19 involves more than finding a medical cure. There will be difficult decisions to make and it will take time so we must also focus on how we can rebuild our economy and communities to be stronger than before. In Cheltenham, we remain just as committed to making our Borough the Cyber Capital of the UK and helping our town to continue to thrive. But the challenge of this global pandemic requires a response that is more innovative and ambitious and one that will be built on new foundations.

Following the Great Depression in 1933, Franklin Roosevelt famously launched a 'New Deal' to reignite the economy, improve national infrastructure and enhance wellbeing and growth in communities across America. We need a similarly bold vision to rebuild after Covid-19. In Cheltenham, we firmly believe we have the people, skills and local solutions to deliver a recovery that won't just repair the damage, but will deliver renewal, improvement and strong, sustainable communities for the future. Locally driven investment in projects, spaces and places will allow us to collectively deliver tailored responses to challenges and seize the opportunities in our town as part of the national effort to rebuild.

This document does not replace our Place Vision or Corporate Plan but compliments these strategic documents, which further underpins our ambitions for Cheltenham.

This is our proposal for a 'Local New Deal' for Cheltenham and we encourage all of our public, private, voluntary and government partners to join and invest in a positive future for our Borough.

Cllr Steve Jordan

Leader of Cheltenham Borough Council





Our principles that guide our approach to recovery:



We will ensure our decision making and investment takes into account our ambition for making Cheltenham Carbon Neutral by 2030



We will use data and technology and build on the foundations put in place throughout the crisis, including insight from our customers, residents, businesses and visitors, to help us make the right business decisions



We will achieve inclusive growth so all our communities can benefit and prosper from investments made in the borough



We will provide strategic co-ordination across Cheltenham's agencies, partnerships and networks to drive social and economic recovery



We will continue to have a strong leadership role in investing for growth



We will invest in and develop our people so they can continue to provide excellent services to residents and are prepared to meet the opportunities and challenges ahead



We will continue to be commercially focused where needed so that we are financially self-sufficient



Action plans will underpin each of the priorities to manage delivery and to achieve the performance

Key priority

REVITALISING AND RESHAPING THE ECONOMY



Re-launch our plans to make Cheltenham the Cyber Capital of the UK and work with partners to ensure this remains an internationally recognised opportunity for investment and driver for economic growth and green infrastructure



Present investment opportunities to partners to expedite and bring forward the development of the site to create jobs. This includes expanding land ownership to maximise its potential and work with county and national partners on fast tracking infrastructure projects such as improvements to Junction 10



Encourage collaboration across sectors to ensure that culture, hospitality and creativity is interweaved into our economic recovery plans particularly in enhancing our cyber investment plans, supporting the creative revitalisation of the High Street, and the imaginative use of our open spaces.



Work with the Culture Board and the wider cultural sector to develop a new Culture Strategy that will make Cheltenham a place that fuses culture, creativity, inclusivity, and digital innovation better than anywhere else in the country.



Recognise the need for immediate action through cultural activities to re-boost the local economy and encourage footfall by looking at how Cheltenham can be a 'town in a park'



Allow greater flexibility for local borrowing/ investment for the Council to take a greater ownership role in the high street such as supporting the development of Workshop Cheltenham to help small cyber businesses grow



Provide capacity and support for bids to Arts Council, Sport England and other national bodies for capital investment and to deliver creative projects that will increase footfall and support the local economy



Work with the creative and arts sector to creatively activate retail units and other spaces to encourage footfall and support the local economy



Work with Government to create the framework to enable a more creative use of high street premises

HOW SUCCESS WILL BE MEASURED

- *Securing the investment to take forward Cyber Central and supporting infrastructure*
- *Through the Culture board the Culture Strategy & action plan created*
- *Increase in the jobs sustained and created in the borough*
- *£ Value of inward investment achieved*
- *Growth in visitor numbers and overall footfall to help support Cheltenham's retail, leisure and cultural offer*
- *Reduction in potential CO2 emissions*





CHEMIST

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Recher

Recher

THE SPAPHARMACY
Shop & Therapy
Centre

THE SPAPHARMACY
FREE Prescription
Collection & Delivery
Prescriptions
Medicines
Health, Beauty
& Shaving Products
THE SPAPHARMACY

CHELTEHAM IN BLOOM

Cheltenham & District
Council





gardens gallery

gg

free entrance

Opening Hours

Monday to Sunday 10am - 5pm

gg

Key priority

IMPROVED WELLBEING AND CREATING STRONG COMMUNITIES



Expedite and lobby government to bring forward significant investment in new and affordable homes to tackle the national shortage and to provide more funding and powers to support climate change initiatives



Review our partnership with Cheltenham Borough Homes to see how more effectively we can take forward the £100m housing investment plan to support wider regeneration



Invest in and develop the strength and presence of our voluntary sector in our communities to help support the most vulnerable, including tackling child poverty, inequality, climate change, and build upon how well communities have come together



Explore ways to further develop walking and cycling as primary modes of transport to improve air quality, reduce carbon footprint and reduce car ownership



Work with our cultural and leisure partners to deliver programmes that support re-connecting with our communities, building resilience and improving mental and physical health



Further encouraging use of public transport, walking and cycling to support a cleaner green Cheltenham and to find ways for enhancing the natural environment



HOW SUCCESS WILL BE MEASURED

- *No. of new homes directly delivered*
- *No. of new green homes built*
- *Value of social value achieved from spending and investments*
- *Participation in programmes and ongoing participation in leisure and /or cultural activities*
- *Achieve resident satisfaction of 85% or more*
- *Progress against our 2019 climate change baseline*

Key priority

A MODERN, EFFICIENT AND RESPONSIVE COUNCIL



Increase the use of technology to make services more responsive and efficient



Increase flexible and smart working and build on the use of innovative ways to keep our staff, partners and customers connected



Maximise shared use of council buildings and assets to unlock value and deliver efficiencies



Review how we work and the resource needed to deliver the recovery plan and the future needs of our borough



Capitalise on innovative solutions to make sure that every resident has the opportunity to access services and support



HOW SUCCESS WILL BE MEASURED

- *Value of efficiency savings made*
- *Resident satisfaction with the Council will meet the Local Government Association benchmark*
- *Increased satisfaction of residents, communities and businesses with the way the Council communicates*
- *Increase in the number of digital and self-service transactions*
- *High staff satisfaction levels*



THE MEMORIAL IS DEDICATED TO
THE MEMORY OF THOSE OFFICERS
AND SOLDIERS WHO SERVED IN
THE GREAT WAR AND WHO
DIED IN THE LINE OF DUTY
DURING THE PERIOD FROM
1914 TO 1918. THE NAMES
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MEMORIAL.

ERECTED BY THE NATIONAL WAR MEMORIAL FUND
ON 15th JULY 1917
BY ALAN BUCKLE AND OTHERS

OFFICERS N.C.A. AND MEN WHO
BELONGED TO THE 1ST BRITISH
DIVISION IN THE GREAT WAR
AND WHO DIED IN THE LINE OF
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Adventure by Air
Participate with us!
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Key priority

WORKING WITH OUR DIRECT SERVICE DELIVERY PARTNERS



Encourage all partners funded by the Council to produce recovery plans that focus on creative opportunities to deliver commercial income, efficiency and improved services



Review existing partnership arrangements to ensure they will deliver the future ambitions of the Borough.



Encourage more apprenticeships and local employment opportunities



PUBLICICA

HOW SUCCESS WILL BE MEASURED

- Partners operate at a surplus
- New income streams created
- Reduction in Council subsidies
- Progress partners make against carbon reduction targets



Key priority

A SECURE FINANCIAL FUTURE



Work with local, regional and national government partners to secure a sustainable financial future for the Council and its commissioned partners



Offer a range of financial and investment opportunities to reignite the local economy, encourage business start-ups and entrepreneurs to help our town to grow and thrive



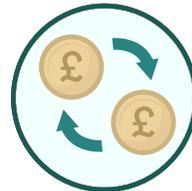
Review and fast track local infrastructure projects to create short and medium term jobs and longer term growth, especially those initiatives that support the climate emergency roadmap



Prioritise investment projects that deliver inclusive growth and opportunities to deprived communities, reduce carbon footprint or support innovation and development of cyber and green technologies



The new recovery environment provides an opportunity for the Council to re-think and re-set its commercial services to enable a greater role in supporting community and economic recovery



Conduct a council wide review of expenditure and service provision to focus resource on recovery



HOW SUCCESS WILL BE MEASURED

- *Increased income from commercial activity*
- *Balanced budget*
- *Income benchmarked against pre-Covid-19 levels*





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WINNERS **MJ**

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and Entrepreneurship
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