

Cheltenham Borough Council
Cabinet – 22nd December 2020

Cheltenham Economic Recovery Task Force – Business Plan

Accountable member	Councillor Victoria Atherstone, Cabinet Member for Economy and Development
Accountable officer	Tracey Crews – Director of Planning
Ward(s) affected	All
Key Decision	Yes
Executive summary	<p>Covid-19 has presented a challenge to Cheltenham Borough that it has not seen since the Second World War. The impact on our economy, our communities and our Borough will be significant and long lasting.</p> <p>On the 7th July 2020 Cabinet approved a Covid-19 Recovery Strategy. To support the delivery of this the Cheltenham Economic Recovery Task Force was established to help respond to the economic challenges facing the borough.</p> <p>The Task Force has prepared a business plan which sets out the priorities and outcomes that will be worked on during its 18 month programme of activities. The purpose of this report is to endorse the Task Force business plan as presented at Appendix 2.</p>
Recommendations	<ol style="list-style-type: none"> 1. That Cabinet endorse the Cheltenham Economic Recovery Business Plan. 2. That the Director of Planning reports on the outcomes of the Business Plan to Overview and Scrutiny as part of the reporting on the Recovery Strategy as agreed by Cabinet on 7th July 2020.
Financial implications	<p>None arising from this report</p> <p>Contact officer: Jon.Whitlock@publicagroup.uk, 01242 264354</p>
Legal implications	<p>None arising directly from this report and recommendations. Any projects or proposals arising out of the business plan may need to be subject to separate legal advice and support and/or decision-making.</p> <p>Contact officer: One Legal, legal.services@tewkesbury.gov.uk, 01684 272012</p>

HR implications (including learning and organisational development)	Cheltenham Borough Council is providing officer capacity to support the outcomes of the Cheltenham Economic Recovery Task Force, the demands arising will be kept under review Contact officer: julie.mccarthy@publicagroup.uk , 01242 264355
Key risks	See Appendix 1.
Corporate and community plan Implications	The Cheltenham Economic Recovery Task Force Business Plan responds to the Cheltenham Recovery Strategy, Place Vision, and emerging Culture Strategy.
Environmental and climate change implications	
Property/Asset Implications	None arising from this report. Contact officer: Dominic.Stead@cheltenham.gov.uk 01242 264151

1. Background

- 1.1** Covid-19 has presented a challenge to Cheltenham that it has not seen since the Second World War. The impact on our economy, our communities and our Borough will be significant and long lasting. In response to this, on the 7th July 2020, Cabinet approved a Covid-19 Recovery Strategy.
- 1.2** The Cheltenham Economic Recovery Task Force was established in September 2020 to support the thinking and help deliver the outcomes on how we address some of the economic challenges presented. The Task Force has a particular focus on the town centre as a result of the Covid-19 pandemic whilst also maintaining the longer term vision; essentially supporting the economy now in such a way that does not preclude current thinking on future ambitions including but not limited to climate action and inclusive growth.
- 1.3** Hosted by Cheltenham Borough Council, the Task Force is a vehicle with which conversations and actions focussed on economic recovery can be driven forward in partnership with the Borough Council and wider partners. The Task Force membership includes members that represents political leadership at both Cheltenham and Gloucestershire County Council, public, private, voluntary and charity sector representation focussed on the industry knowledge and experience around property, retail, commercial, sustainability and environment, culture, place making. Bringing together this Task Force demonstrates the commitment the Borough Council has made to deliver the commitments made in its Recovery Strategy.
- 1.4** At its inception meeting on 9th September the Task Force agreed its key priorities, these have now been developed into a business plan presented at Appendix 2 of this report.. It is important that this helps set priorities and outcomes, but is cognisant of wider concerns and flexible enough to be fleet footed/opportunistic in its approach in order to adapt to changing circumstances. The business plan is therefore. a living document and will be amended in light of changes in priorities as a response to Covid-19 recovery and continued engagement with the Task Force.
- 1.5** The business plan summaries the key actions and priorities that will guide the Task Force over the next 18 months, where appropriate task and finish sub groups are being established to drive forward actions and priorities, utilising the skill sets and experience of the Task Force members and wider partners and stakeholders.

1.6 Key priorities as outlined in more detail in the business plan attached include;

<ul style="list-style-type: none"> • Town Centre 	<ul style="list-style-type: none"> • Local business resilience and jobs 	<ul style="list-style-type: none"> • Skills and education
<ul style="list-style-type: none"> • Cyber 	<ul style="list-style-type: none"> • Visitor Economy 	<ul style="list-style-type: none"> • Lobbying of Government and other key stakeholders
<ul style="list-style-type: none"> • Inward Investment (including catalyst sites) 	<ul style="list-style-type: none"> • Green growth/ sustainability/ environment 	<ul style="list-style-type: none"> • Funding opportunities

2. Reasons for recommendations

2.1 To provide Cabinet support to the priorities and outcomes of the Cheltenham Economic Recovery Task Force. The outcomes of the business plan will support the priorities of the Councils Corporate Plan, Cheltenham Recovery Strategy and emerging Cultural Strategy.

3. Consultation and feedback

3.1 The ethos of the Task Force is partnership working both through its members and with external partners and stakeholders. The Task Force is an advisory board not a decision making body. All material relating to the Task Force, including the business plan is available via <https://movingtocheltenham.com/certif>.

4. Performance management –monitoring and review

4.1 The business plan as presented includes monitoring.

4.2 In approving the Cheltenham Recovery Strategy on 7th July 2020 cabinet agreed a report on the recovery strategy be presented to Overview and Scrutiny for periodic review. Monitoring of the Cheltenham Economic Task Force Business Plan will feed into this wider monitoring.

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Appendices	1. Risk Assessment 2. Cheltenham Economic Recovery Task Force Business Plan
Background information	https://movingtocheltenham.com/certif

The risk				Original risk score (impact x likelihood)			Managing risk				
Risk ref.	Risk description	Risk Owner	Date raised	Impact 1-5	Likelihood 1-6	Score	Control	Action	Deadline	Responsible officer	Transferred to risk register
	<p>Recovery Strategy Implementation If the Council and its partners do not have effective governance then it is likely that recovery from Covid-19 will not be joined up and will risk duplication</p>	DK	June 2020	4	4	16	Reduce: Clear internal governance and workstreams to monitor delivery.	Governance and workstreams established and regularly reviewed by the Executive Director for People and Change in partnership with other Executive	Actions in place	DK	No
<p>Explanatory notes</p> <p>Impact – an assessment of the impact if the risk occurs on a scale of 1-5 (1 being least impact and 5 being major or critical)</p> <p>Likelihood – how likely is it that the risk will occur on a scale of 1-6 (1 being almost impossible, 2 is very low, 3 is low, 4 significant, 5 high and 6 a very high probability)</p> <p>Control - Either: Reduce / Accept / Transfer to 3rd party / Close</p>											