

# ***Information/Discussion Paper***

## **Overview and Scrutiny - 18th January 2021**

### **Cllr Victoria Atherstone, Cabinet Member Economy & Development - 12 month plan**

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 In September 2020 two new cabinet members were appointed to Cheltenham Borough Council to focus on two key development areas for the borough; Climate and Communities, and Economy and Development. The Overview and Scrutiny Committee have requested the presence of the Cabinet member for Economy and Development to understand what her priorities are for the coming year and what she hopes to achieve.

#### **2. Summary of the Issue**

- 2.1 The O&S committee wish to hear the personal views of the Cabinet member for Economy and Development to understand her plans for the council in terms of economic development over the next 12 months. The cabinet member's portfolio is particularly relevant due to a number of key priorities for the borough; Cheltenham's COVID-19 economic recovery growth plans, development of sustainable and affordable housing supply, town centre and counter culture vision, the visitor economy and inward investment, and ecosystem support for Cyber Central UK engaging with schools, colleges, universities and local businesses to lay the growth foundations for the Golden Valley Development in West Cheltenham.

#### **3. Summary of evidence/information**

The Cabinet member for Economy and Development has ambitious plans to support the development of her portfolio including;

##### **3.1 Economy**

- CERTF – Cheltenham's Economic Recovery Task Force, including Town Centre Vision, Counter Culture and Skills sub groups. Cllr Victoria Atherstone will support the 9 key priorities as detailed in the recently published [CERFT business plan](#) including the re-imagination and development of; the town centre, cyber, inward investment, local business resilience and jobs, green growth, sustainability and environment, skills and education, funding opportunities, visitor economy and lobbying of Government and key stakeholders

- Cllr Atherstone is keen to grow Cheltenham's visitor economy, attract new businesses and residents, support local business resilience, retain young talent and invest in Cheltenham's eco-tourism economy
- Inward Investment – the Cabinet member is working alongside GFirst LEP and other key stakeholders to position Cheltenham attractively as a location for new inward investment
- Town Centre Vision – as a CERTF board member for Cheltenham's town centre vision sub group Cllr Atherstone wishes to collaborate on the reimagining of the High Street including sustainably developing key priority areas including Cambray Place
- Skills - as a CERTF board member for Cheltenham's skills sub group the Cabinet member is determined to provide opportunities for Cheltenham residents, businesses, communities and education providers
- Counter Culture – the Cabinet member is determined to facilitate the innovative partnership of local businesses, communities, cultural producers and digital innovators to repurpose empty retail units across Cheltenham and create opportunities for stimulating town centre footfall as part of our response to recovery

### 3.2 Development

- Cheltenham's Local Plan – Cllr Atherstone will help to support the supply of sustainable and affordable housing across Cheltenham. She is determined to continue housing delivery that fosters good relations, tackles prejudice, and promotes understanding between communities and is keen to develop Cheltenham's local skills & employment plan
- Joint Core Strategy – the cabinet member will support the existing and future developments of Cheltenham's partnership delivery plans
- Minsters Innovation Exchange – Cllr Atherstone will support the exciting new town centre innovation and cultural hub that will provide a safe and accessible 'go-to' destination for Cheltenham residents, businesses and visitors while offering opportunities for local businesses, communities and cultural activities
- Infrastructure – the cabinet member will continue to support partners in the delivery of key infrastructure that will support the ongoing growth of Cheltenham, including delivery of M5 Junction 10.

## 4. Next Steps

- 4.1** Cllr Atherstone appreciates the need for broad stakeholder engagement to succeed, especially with Cheltenham's ambitious economic delivery plans and is therefore actively seeking collaboration from local individuals, businesses, community groups and education providers to help realise the Borough Council's bold and exciting economic and development plans
- 4.2** The Cabinet member for Economy and Development suggests the Overview and Scrutiny Committee track her progress over the coming months by reading or watching when published; CERTF monitoring reports, Cheltenham Borough Council's

economy and development publications, cabinet and council meetings and reports, social media channels in particular Cheltenham Borough Council, Marketing Cheltenham, Golden Valley Development, Visit Cheltenham, Moving to Cheltenham, Cheltenham BID and Cllr Atherstone's Twitter account @LibDemVix

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**Background Papers**

CERTF Business Plan  
[https://movingtocheltenham.com/wp-content/uploads/2020/12/CERTF-Business-Plan\\_FINAL.pdf](https://movingtocheltenham.com/wp-content/uploads/2020/12/CERTF-Business-Plan_FINAL.pdf)

**Contact Member**

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**Accountability**

Click here and type the cabinet deputies name

**Scrutiny Function**

Click here and type the relevant overview and  
scrutiny committee