

Business Plan Monitoring Report January 2021

	Priority	Actions	Progress Updates
1	Town Centre	<ul style="list-style-type: none"> Options for vacant units Input into future planning strategy - move to a more dynamic blend of retail, commercial and residential New town centre vision Investigating opportunities for digital innovation Opportunities for a new town centre hub/focal point Investigating opportunities that help build community cohesion Temporary relaxation of planning restrictions Supporting the night-time economy Supporting local business resilience and jobs, including town centre uses outside retailing Integration of cyber Support delivery of Reopening the High Street Safely 	<ul style="list-style-type: none"> Town Centre Vision sub group established and initial actions agreed. Focus on priority areas and developing clear narrative Counter culture proposal scoped. Project initiation document drafted. Early engagement with potential landlord Support for CBC approach to Covid-19 relaxation of restrictions relating to temporary structures Commitment by GCC on closer engagement on town centre regeneration
2	Cyber	<ul style="list-style-type: none"> Engaging with the cyber community to develop opportunities and maximise benefit to Cheltenham and wider Gloucestershire Support for Golden Valley Development considering how benefits can be maximised Overview of Minster Innovation Project and set up of Cheltenham Growth Hub Support skills development for the next generation workforce 	<ul style="list-style-type: none"> Reviewing opportunities where CERTF can add value Link to skills cub group
3	Inward Investment (including catalyst sites)	<ul style="list-style-type: none"> Supporting development of We're Moving to Cheltenham platform 	<ul style="list-style-type: none"> Support for content on WMTC (https://movingtocheltenham.com) Feedback on CBC disposals

		<ul style="list-style-type: none"> • Supporting reinvestment/inward investment – encouraging bold and innovative development proposals • Providing review of development ideas and emerging schemes • Input into review of CBC asset review 	
	Local business resilience and jobs	<ul style="list-style-type: none"> • Working with GFirst LEP and Cheltenham Borough Council to ensure that government messaging is disseminated and clear for businesses to deliver in a safe Covid environment • Support delivery of Reopening the High Street Safely • Working with GFirst LEP and Growth Hubs to ensure local signposting in place for job search and retraining opportunities • Developing the town centre Growth Hub 	<ul style="list-style-type: none"> • Support to We are Open and Christmas campaign delivered by Marketing Cheltenham • Encouraging business adoption of national ‘We’re Good to Go’ scheme and Covid-compliant EH.
4	Visitor Economy	<ul style="list-style-type: none"> • Defining Cheltenham as a world class destination • Using culture as a lever for growth and investment • Defining our Eco Tourism strategy with local partners including Marketing Cheltenham, Visit Gloucestershire, GFirst LEP. 	<ul style="list-style-type: none"> • Engagement with VisitEngland’s regional task force and business support programme for industry • Secured additional £120k from the national Discover England Fund alongside Cotswold Tourism – including programme of targeted business support and product development • Reopening and recovering campaigns delivered to support high street/town reopening (We’re Open Jun – Sept; Great Taste of Cheltenham Oct-Nov; Christmas – Shop Local Nov-Dec) • Developing reopening and recovering campaign plans for 2021 alongside visitor economy and cultural partners • Strategic input and shaping of proposed Gloucestershire Tourism Strategy/Destination Management Plan
5	Green growth/sustainability/environment	<ul style="list-style-type: none"> • Opportunities for infrastructure investment • Considering how broader climate change agenda can feed in across CERTF priorities 	<ul style="list-style-type: none"> • Recruitment of CERTF members to support sustainability/environmental/green growth agendas • Support for Cheltenham climate change conference

		<ul style="list-style-type: none"> Working with partners and GCC to accelerate town centre modal-shift Looking at opportunities for best practice Accelerating green growth initiatives Opportunities to work with partners on response to 2030 Carbon Neutral target Feeding into Visit Gloucestershire eco tourism strategy 	<ul style="list-style-type: none"> Review of Infrastructure investment pipeline ensuring link to Connecting Cheltenham
6	Skills and education	<ul style="list-style-type: none"> Capitalise on opportunities between recognised growth sectors (Gfirst LEP Industrial Strategy), and education and employment Work collaboratively to better link local and regional industry and academia Encourage the young and disadvantaged Supporting local start-up and scale-up businesses to obtain and retain local talent 	<ul style="list-style-type: none"> Work progressing on establishing a skills sub group and defining its scope
7	Lobbying of Government and other key stakeholders	<ul style="list-style-type: none"> Review of planning reforms Review of changes in government policy/legislation Lobbying on key issues impacting on economic recovery 	<ul style="list-style-type: none"> Submission made on Planning reforms (December) Lobbying letter submitted on business rates in connection to counter culture proposal
8	Funding opportunities	<ul style="list-style-type: none"> Keeping up to date across funding opportunities and alignment with Task Force outcomes Utilise CERTF member technical support in preparation of funding bids Exploring new access to finance options for sustainable investments and developments 	<ul style="list-style-type: none"> Early engagement with GCC to map out opportunities for Gerashift funding (currently no steer on when funding will be released)

Wider engagement

Date	Organisation/action	Issues covered
9/11/20	CERTF November newsletter	https://mailchi.mp/994b29773a1a/cheltenham-economic-recovery-taskforce?e=1e5ca6e83c 61.6% open rate; 19.8% CTR
10/11/20	ERDF Start & Grow	Intro to CERTF & opportunities around counter culture proposal
14/11/20	Alex Chalk	Intro to CERTF & counter culture proposal

16/11/20	Cheltenham Chamber exec board	Intro to CERTF
18/11/20	Gloucestershire business insight – festival of business & innovation	panel member on property forum
25/11/20	Visit Gloucestershire	Intro to CERTF. Adding Visit Gloucestershire into CERTF forward plan
25/11/20	Retail Sector Council	Workshop on retail circular economy
12/20	MJ article	Challenges to town centre and retailing
3/12/20	Chair - Cheltenham Civic Society	Informal engagement
19/12/20	CERTF newsletter – Brexit edition	https://mailchi.mp/a3d6b592d59e/cheltenham-economic-recovery-taskforce-9465784?e=[UNIQID] Special Brexit focused edition of CERTF/We're Moving to Cheltenham newsletter. 38.6% open rate. 2.3% CTR
20/01/21	Cheltenham Chamber meeting	Discussion on CERTF business plan & priorities, engagement and intelligence gathering with Chamber members