

CHELTHENHAM | ECONOMIC RECOVERY TASK FORCE

Diane Savory OBE DL – Chair Task Force
Tracey Crews – Director of Planning

WE ARE LIVING IN CHANGING TIMES

Be Bold, Swift & Brave

Our Vision - Diane Savory OBE DL
Chair Cheltenham Economic Recovery Task Force



Now is the time to lead recovery

"There will be difficult decisions to make and it will take time, so we must focus on how we build our economy and communities to be stronger than before...the challenge of this global pandemic requires a response that is more innovative and ambitious and one that will be built on new foundations" **Leader, Cheltenham Borough Council, June 2020**

- Capitalising on the strengthened partnerships that have developed through Covid-19
- Build upon the successes of Cheltenham Development Task Force
- Test new models for action and create the environment to innovate, building upon our cultural and creative DNA
- Be strong in local leadership both at the locality level and feeding into the big conversations
- Provide independent check and challenge

Taskforce Members

Diane Savory	Independent Chair	Independent Chair
Bowen Hay	Leader of Cheltenham Borough Council	Delivering skills and knowledge from sector
Sarah Edmondson	Chief Executive Cheltenham Borough Council	
Andrew McFadden	Representing sustainability and environment	Delivering skills and knowledge public sector
Victoria Atherton	Cheltenham Borough Council Cabinet Member for economy and development	
Nigel Sibson	Representing retail / digital	Delivering skills and knowledge from community
Samuel Stevens	Representing business / marketing	
Madeline Howard	Representing skills / young people	
Tim Atkins	Representing Golden Valley Development	
Eoin McQuinn	Representing sustainability and environment	
Nicola Inchgald	Representing retail / landlords / property	
Ian George	Representing Culture Board / Charity	
Antonia Shield	Representing legal	
Duncan Wright	Representing property	
Paul Roberts	Representing place-making	
Dave Entwistle	Representing voluntary sector	
Nigel Moor	Gloucestershire County Council Cabinet Member for environment and planning	
Patrick Molyneux	Gloucestershire County Council Cabinet Member for economy, education and skills	
Tracey Crews	Director of Planning (portfolio includes economic development & inward investment/marketing/infrastructure)	

Business plan – informed by business survey

Provided a snapshot of issues (Summer 2020) key challenges and issues raised included;

- Importance of driving customer confidence
- Understanding of Government guidelines on social distancing and safety measures
- Developing new ways of working, product and service diversification
- Importance of digital
- Impact on unemployment short term (impact of furlough/loss of casual contracts) and medium/longer term (impact of changes in business models that is reducing staffing requirements)

Business Plan - Our commitment to recovery

- Business resilience
- Re-imagining our town centre – a centre for people
- Green growth & climate change
- Cyber & digital
- Value of culture as a major economic driver
- Inward investment
- Skills development and education
- Re-establish consumer trust
- Catalyst sites
- Working with key partners – Cheltenham BID, Gfirst LEP, Golden Valley Development, Gloucestershire County Council, government departments, Cheltenham Chamber of Commerce, developers, landlords & agents



Endorsed by Cabinet Cheltenham Borough Council 22nd December 2020

*** Regular monitoring reporting ***

Sub Groups

Town Centre Vision – working with stakeholders including, Civic Society, Cheltenham Chamber of Commerce, Cheltenham BID, developers, landlords & agents, community, Marketing Cheltenham, Gloucestershire County Council

Counter Culture – working with stakeholders including Cheltenham Festivals, Cheltenham BID, landlords & agents, Marketing Cheltenham

Skills – working with stakeholders including Gfirst LEP, University, Gloucestershire College, Cheltenham Chamber of Commerce, Cheltenham BID, Cheltenham Growth Hub

Hospitality – working with stakeholders including TURF, Cheltenham BID, Marketing Cheltenham, Cheltenham Growth Hub

Outcomes

- To be tangible
- To engage across business community
- To be interactive in both outcomes and engagement methods
- identify priority projects with the greatest positive impact to support economic development recovery and contribute towards our climate change objectives
- Demonstrate creativity and innovation
- Contribute to Place Making
- Challenge barriers to recovery
- Collaborate not duplicate
- Help create point of difference for Cheltenham

Success will be delivered by partnership working

- Business Plan – a living document
- Sharing expertise – understanding the issues, challenges and opportunities
- Accessing specialist skill sets across CERTF members and wider partnerships
- Delivery of tangible outcomes
- Lobbying of Government
- Working with key stakeholders



Stay in touch / keep informed

<https://movingtocheltenham.com/cenf>

Meeting agendas, notes, papers, presentations & newsletters (and sign-up for updates)

- <https://www.cheltenham.gov.uk/coronavirus/>
- <https://movingtocheltenham.com>
- <https://www.gfirstlep.com>
- <https://www.gov.uk/coronavirus>
- <https://www.gov.uk/transition>
- <https://www.thegrowthhub.biz/euexit>
- <https://www.visitcheltenham.com/>
- <https://cheltenhambid.co.uk/>
- <https://cheltenhamchamber.org.uk/>
- <https://www.fsb.org.uk/>
- <https://glostext.gloucestershire.gov.uk/ieListMeetings.aspx?CommitteeId=725>
Gloucestershire Economic Growth Committee
- <https://www.visitgloucestershire.co.uk/>
- <https://www.goldenvalleyuk.com/>
- <https://western-gateway.co.uk>

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Questions & Discussion

MEETINGS & NEWSLETTERS

MEETING NOTES

- 5 September 2020
- Meeting Notes
- We're Moving to Cheltenham Briefing
- 28 September 2020
- Meeting Notes

NEWSLETTERS

- November 2020

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