

Civic Pride Advisory Board Meeting

**Thursday, 28th January 2010 - 2.30pm
Pittville Room, Municipal offices, Cheltenham**

Open Minutes of meeting

Present: Robert Duncan – Property specialist
Graham Garbutt (Independent Chair)
Rob Garnham – CBC Councillor
Mark Hawthorne - GCC Cabinet Member (arrived 3:45 pm)
Duncan Jordan – GCC Director
John Morris – CBC Cabinet Member
Antonia Noble – GCC Councillor
Andrew North – CBC Chief Executive
David Oldham – Legal specialist
Richard Hardy - HSBC

Other: Steve Jordan – CBC Leader
Amanda Lawson-Smith – GCC Principal Transport Planning Officer
Mark Sheldon – CBC Chief Finance Officer
Wilf Tomaney – CBC Urban Design Manager
Jeremy Williamson (Managing Director)

No.	Item	Action
	<p>GG opened the meeting by welcoming all present to the inaugural newly created Advisory Board for Civic Pride.</p> <p>The need to re-order the agenda to deal with a confidential item was noted and all non-Board members (excluding MD) were requested to step outside for two minutes so that a matter could be considered.</p> <ul style="list-style-type: none"> • Members considered the proposed membership of Richard Hardy and Sarah Irvine, both of whom were agreed. <p>Having dealt with this item the meeting reconvened in public.</p>	
01/10	Apologies: Chris Smith & Ian Knight	All
02/10	<p>Developing the Vision & Context and communicating it GG introduced Wilf Tomaney – Urban Design Manager who gave a presentation on the history and context for Civic Pride.</p> <p>This was then followed by a discussion on the wider context – Joint Core Strategy, Single Conversation, Total Place, regional & sub-regional economy. The Board’s work should reflect the principles of environmental, economic and social sustainability.</p> <p>Focus was required on producing a single document and improved blue print, clearly demonstrating the linkage and connectivity between the proposed development sites for ease of communication to both the public and potential developers.</p> <p>Focus was also required around building the relationship between CBC, GCC and Gloucestershire First, and developing an integrated approach to deal with planning proposals in line with economic strategy.</p>	

	<p>To generate site driven funding would enable self-financing, reducing risk and enabling capital receipts to generate funding for further works.</p> <p>Transport and traffic modelling work had begun earlier in the month and at the June meeting the Board will receive a presentation on the traffic model incorporating public transport.</p> <p>The following outcomes were noted for future meetings:</p> <ul style="list-style-type: none"> • The Lower High Street would be included in the Board's deliberations; • Wilf Tomaney would attend future meetings as required and reflect upon comments and feedback; • Work on marketing / communications would be addressed at the next meeting; • Amanda Lawson-Smith would present the completed traffic model to the Board at the June meeting, • The relationship between traffic and car parking needs to be fully considered, • Linking the Economic Strategy with future planning related debates needs to be addressed with Gloucestershire First. 	<p>WT</p> <p>All</p> <p>ALS</p> <p>ALS/JW</p> <p>GG/JW</p>
03/10	Declarations of Interest – none declared.	All
04/10	Confirmation of confidentiality of items – unanimously agreed.	GG
05/10	Minutes of previous meeting This being the inaugural meeting of this Board there were no minutes to consider.	n/a
06/10	Action Matrix This being the inaugural meeting of this Board there were no actions to consider other than items on the agenda.	n/a
07/10	<p>To agree meeting dates for next 12 months</p> <p>JW talked to the proposal previously circulated noting the challenge of avoiding known commitments particularly around scheduled Council or GHURC meetings which certain members attended.</p> <p>Following discussion including known preferences of non-attendees, it was agreed that future meetings would take place on Fridays at 2:00 pm. Finalised dates for 2010 noted as follows:</p> <p>23 April 24 June 29 October</p> <p>If required, additional ad-hoc meetings to be scheduled as necessary. Proposed dates for 2011 to be circulated in due course.</p>	JW
08/10	<p>To finalise and agree protocols papers previously circulated. Graham Garbutt introduced this item and rehearsed how and why the following suite of documents had been arrived at:–</p> <ul style="list-style-type: none"> • (i) Memorandum of Understanding – <i>already approved by funders plus</i> (ii) an operating protocol <i>for information</i>. All members agreed the document in general, but David Oldham would come back with a version that would address minor irregularities. • (iii) Communications - GG noted that a proposed Board member (to be considered under item 13/10) had considerable experience in this area of work and it was therefore proposed that this document 	DO

	<p>be utilised on an interim basis prior to receiving such advice which could result in an amended protocol. Members supported this approach and agreed for this item to come back to next meeting. Meanwhile, it was also agreed that a briefing note clarifying publicity during Purdah (for both national and local elections), would be circulated to all Board members together with a revised media list which separated out stakeholders and included both SWRDA and the HCA.</p> <ul style="list-style-type: none"> • (iv) Register of Members' Interests and (v) Roles & Responsibilities & Code of Conduct - both documents approved. Nb: reminder that <u>all</u> members need to complete and lodge with JW. • (vi) Gloucestershire Urban Partnership (draft). A minor amendment from Gloucestershire First had been received and was tabled. This did not change the spirit of what was to be undertaken. The amended document was endorsed subject to final approval from Gloucester City and GHURC. 	<p>GG</p> <p>All</p> <p>GG/AN</p>
09/10	<p>Identity & branding A background paper had been circulated and this was considered by members.</p> <p>Following consideration of the positive and negative effects of renaming and crucially the need for tight cost control it was decided not to change at this point, but to bring the issue back for debate. Meanwhile further work would be carried out bearing in mind:</p> <ul style="list-style-type: none"> • previous work carried out on branding and its perceived impact • the need to project a professional image and approach that will attract investment from employers and developers; • views around using the term 'Task Force'; • creating something new once in a position to shape the vision; • looking at other professional re-branding experiences to successfully promote community engagement, and finally, • giving due consideration to available funding. <p>It was decided to have a fuller discussion at the next meeting when a potential new member would be in attendance and able to provide some much valued marketing experience.</p>	<p>GG</p>
10/10	<p>Future Agenda Items In addition to proposed items, the following key items were agreed:</p> <ul style="list-style-type: none"> • Business Plan subject to debate on the draft workplan which will include budgetary position and risk register • Position statement – local & regional economy • Best practice reports (show case presentation each meeting) • Walking tour of key sites • Local Transport Plan 3 • Schedule / options (see minute under item 11/10 below). 	<p>All</p>
11/10	<p>Any Other Business</p> <p>(i) JW reported on vacant shop unit murals developed by Cheltenham Business Partnership.</p> <p>(ii) Robert Duncan suggested other sites be included as part of the project. RD to meet JW to explain. It was agreed to consider this for discussion at the next meeting.</p>	<p>RD/JW/ All</p>
12/10	Date & time of next meeting	

	Agreed as 23 April – 2:00 pm in the Pittville Room	
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