

20 April 2017 8.00am – 10.00am
Mottershead Suite, Cedar House, Chester Zoo

CHESTER GROWTH PARTNERSHIP MEMBERS

Guy Butler, Cllr Brian Crowe, Peter Carstensen, Liz Carnie, Dean Paton, Sally Pilott,
 Fran Burgess, Harry Bolton

WORKING GROUP MEMBERS

Chris Capes, Beth Skinner, Ruth Wojtan, Roz Munslow

OTHER ATTENDEES

Chloe Taylor, Jordi Morell, Jamie Christon, Rachel McQueen, Carl Critchlow

APOLOGIES

Phil Harris, Cllr Sam Dixon, Katrina Michel, Peter Cocker, Alison Knight, Andy Foster,
 Claire Griffiths, Phil Mayall, Chris Matheson MP, Ed Oliver

Action Points

- CC to circulate date for result of parking strategy consultation
- Think about potential for Rows 'Champion for Development'
- Explore holding future board meeting at Storyhouse
- Find out date for Bus Interchange opening and circulate

1.	<p>WELCOME AND INTRODUCTION</p> <p>GB welcomed board members to the meeting and workstream chairs began with the latest update from each workstream:</p> <ul style="list-style-type: none"> • Housing - looking at sites to be delivered, broadened scope and gathering additional evidence • Investment - updated version of Investment Map produced for MIPIM, holding a property forum event in May with agents which will help populate investment prospectus • Dwell - currently joining up organisations and key attractions around key theme of play • Engage - PR function, promoting Chester as a destination for business • Infrastructure - pushing GT360 campaign, supporting lobby for Crewe hub, waiting to hear back from parking consultation <p>ACTION - CC to circulate date for result of parking strategy consultation</p>	GB
2.	<p>CHESTER ZOO 10 YEAR DEVELOPMENT PLAN</p> <p>Jamie Christon, Chief Operating Officer at Chester Zoo gave a presentation on the</p>	JC

	<p>draft strategic development plan for 2017-2027 with the following highlights:</p> <ul style="list-style-type: none"> • Zoo welcomed 1.9m visitors last year, £50m GVA to the North West and £30m GVA to Cheshire West and Chester • Key assumptions for plan - visitors want more interaction, improve off peak visitation, aspire to be a 'world class visitor experience' • Grasslands, Forest and Islands are the habitats for the zoos animal Collection based around the world's major world biodiversity hotspots • £3m to be spent on parking improvements, phase 2 of Islands currently underway to open in Summer, improvements on Oakfield House in 2018 • Halo land development - better use of arable land, conference facilities etc. • Forecast to increase GVA to North West to £66m by 2020, will employ over 900 staff in 2017, average dwell time is 4-6 hours. Investment looking at being up to £100m over 10 years. 	
3.	<p>NEW RESIDENTIAL STRATEGY</p> <p>HB gave an overview of the current work the housing group are undertaking with the following highlights:</p> <ul style="list-style-type: none"> • Group refocused the scope and started looking at key areas that can be influenced, including reoccupying vacant units above Row level. • Discussed how the authority deals with applicants bringing buildings back into use and are building an evidence base of case studies to highlight the issues identified. • Developer's perception it can be complicated to develop here, looking to generate a best practice for developing complex buildings in Chester. This needs to be looked at carefully with all parties. • Planning and Conservation need to work together and the process needs to be clear for all parties so issues can be resolved quickly and efficiently, process and challenges to be discussed with conservation and planning in CW&C. <p>RM mentioned the Rows Conservation Management Plan currently being drafted which will detail the complexities of dealing with the Rows and include best practice case studies.</p> <p>ACTION - Consider potential for Rows 'Champion for Development'</p>	HB
4.	<p>HOTEL INTEREST</p> <p>Rachel McQueen, Director of Tourism at Marketing Cheshire gave an overview on the latest hotel occupancy levels. Currently operating at approx. 70-80%, and 90% on weekends. Chester was recently voted by Colliers as number one for hotel opportunities. There is a need to develop hotel beds now to plan for future visitor growths.</p>	RM
5.	<p>POKEMON GO AND WELLCOME TRUST</p> <p>DP gave an overview of the work Big Heritage are currently undertaking with the following highlights:</p> <ul style="list-style-type: none"> • Chester is to become the world's first Pokemon Go heritage city, a plan is being put together for Chester Heritage Festival which will create a guide around the city creating points of interest at key heritage sites. Pokemon Go currently has 63 million active users a day. • Niantic/Nintendo will be using their own PR to promote and it is expected to 	DP

	<p>bring 1000s of people into the city, important to link up with retailers</p> <ul style="list-style-type: none"> • Sick to Death opened in the Towers last year and has proved very successful. 	
6.	<p>AOB</p> <p>CC updated on the short term piece of work to open the Castle complex which will be opening over the Summer.</p> <p>Jordi Morrell from the West Cheshire BID introduced himself to the board, currently putting together proposals for Bumpers Lane - West Cheshire Employment Park, bid goes to occupiers this year.</p> <p>CC gave an update on the Property Forum event being organised by the Investment workstream for 25th May. The event will engage agents from the city and provide an opportunity to share what we are doing, as well as discuss potential sites to be included in the Investment Prospectus. Invitations will be circulated asap to the agents network and can be booked via Eventbrite.</p> <p>Storyhouse will be opening on 11th May. Question raised when the Bus Interchange will be opening.</p> <p>ACTION - Explore holding future board meeting at Storyhouse</p> <p>ACTION - Find out date for Bus Interchange opening and circulate</p>	ALL
7.	<p>Date of Next Meetings</p> <p>Thursday 25th May, 8am, CGP Board and Workstreams Meeting</p>	ALL