

Chester Renaissance Board - Minutes
23 July 2015 8.00am – 10.00am
Board Room, 9 Abbey Square, Chester, CH1 2HU

Attendees

Eryl Edwards (EE)	CH1 Chester BID
Councillor Samantha Dixon (SD)	Cheshire West and Chester (CWaC)
Councillor Brian Crowe (BC)	Cheshire West and Chester (CWaC)
Gemma Davies (GD)	Cheshire West and Chester (CWaC)
Peter Cocker (PCo)	Chester Civic Trust
Roger Croston (RC)	Croston Engineering
Katrina Michel (KM)	Marketing Cheshire
Nigel Bruce (NB)	Property Development Consultant
Phil Harris (PH)	University of Chester
Peter Carstensen (PCa)	
Beth Skinner	Chester Renaissance

Presenter's

Guy Butler (GB)	Chair Chester Renaissance
Lee Heywood (LH)	Cheshire West and Chester (CWaC)
Andy Foster (AF)	Andy Foster Architects

Apologies

Nigel Davies	West Cheshire College
Phil Mayall	Muse
Charlie Seward	Cheshire West and Chester (CWaC)
Alison Knight	Cheshire West and Chester (CWaC)
Chris Capes	Cheshire West and Chester (CWaC)

1.	<p>Welcome, Introductions and Appointment of Guy Butler</p> <p>GD welcomed the board and formally introduced Guy Butler, new chair of Chester Renaissance, and introductions were made.</p> <p>The minutes of the previous meeting were agreed as accurate with the following review of action points made: All presentations were circulated along with an update on Dee House. AF to update on the September business conference later on the agenda.</p>	GD
2.	<p>Presentation from the New Chair – Guy Butler</p> <p>GB formally introduced himself to the board and proceeded to give a presentation with the following points highlighted:</p> <ul style="list-style-type: none"> • GB worked at Grosvenor for 15 years and worked on projects in Basingstoke, Liverpool and Mayfair. Also a member on the Chester Cathedral Property Board for 5 years. • GB started a new business called Glenbrook Property in early 2015 in Manchester. • The following points were highlighted for next steps for the board: <ul style="list-style-type: none"> ○ Audit - The One City Plan is a good foundation and now that it is 3/4 years in, it would be a good time to look at the 	GB

	<p>long term priorities and initiatives.</p> <ul style="list-style-type: none"> ○ The board should focus on these 4 key areas: Engage, Investment, Dwell and Housing. ○ Engage – support the city’s local culture with investment made to develop local culture/heritage. Pull together a presentation which is a single source to tell the story of opportunities in Chester which can be taken to London etc. as a marketing piece. ○ Investment – the city centre should be the ‘beating heart’ of innovation, business and networking. Pull together a database of opportunities by speaking to agencies and the council, so that when investors arrive to the city they know what is available. Also build a database of people who want to invest. ○ Dwell – transition from the ‘I want to live there when I’m older’ to ‘I want to stay here now’. Send out Renaissance booklets to events to take advantage of opportunities to promote Chester. Aim to keep people in the city longer. ○ Housing – strong desire for people to live in the heart of Chester, but limited opportunity for first-time buyers, families and low income families. Have an opportunity to bring people back into the city with the requirement for city centre residential properties. Get a plan in place to get housing into the city centre and develop a clear policy. <ul style="list-style-type: none"> ● The approach for the board will be to select ‘quick wins’ and long term strategic goals to achieve sound results and change. ● GB will speak to board members individually for their feedback, will check the progress of the One City Plan and a strategy will be prepared. ● GB would like to share responsibility and engage board members further, and also include more people such as students and young professionals. 	
3.	<p>Board Working Groups – Guy Butler & Board</p> <p>Following on from the introductory presentation, a discussion then took place on the development of Board Working Groups based around the 4 key areas highlighted: Engage, Investment, Dwell and Housing. Working Groups would meet once every 2 months and would report back at board meetings.</p> <p>PCa raised the question of transparency and conflicts of interest from board members. GB stated that during his two year role as Renaissance Chair, Glenbrook will not invest in Chester. SD highlighted that transparency is a good idea for the working groups.</p> <p>SD – felt as though a key area missing from the working groups is ‘movement’ and the Chester Transport Strategy was developed from the One City Plan which could be revisited. With the new Bus Interchange and P&R contract things are already happening, but transport is needed for all of the other areas to work.</p>	GB

<p>GB – agreed stating that the role of the ‘Infrastructure’ working group could be to add clarity and find out what is happening and what isn’t.</p> <p>PCa – suggested a planning working group which would give the chance to provide input to major applications in the city in a formal way, for example sites in the One City Plan. A timeframe could be given to produce a paragraph of why Chester Renaissance are in favour or disagree with the plans.</p> <p>GD – informed that a proforma was created to respond to planning applications to evaluate whether it met the One City Plan. In the past major schemes have been submitted for Renaissance’s views so this is something that could be looked at again. We also have a CWaC Design Review Panel set up which is made up of 20 independent architects, urban designers etc. which consider major applications in the borough.</p> <p>SD – as the member for the city centre ward, SD is notified of every planning application and suggests that this is looked at strategically. The Board could link to the Design Review Panel in advance of the application, however the Civic Trust already comment on significant developments.</p> <p>GB spoke about the Investment working group and the need to look at why bigger investments aren’t happening in Chester.</p> <p>PH – highlighted that a lot of property is empty and underutilised and assets should be better used, with international investment tending to gravitate towards Manchester/Liverpool.</p> <p>GB – suggested that the group could pull together a schedule of opportunities to sell to investors.</p> <p>KM – questioned whether there was enough information to pull together over the next 9 months to take the proposition to MIPIM – an international property exhibition.</p> <p>GB – agreed it would be a good idea to attend MIPIM to present to investors and share our opportunities, maybe coordinating with Manchester.</p> <p>KM and EE both informed that Marketing Cheshire and CH1 BID would sit well within the ‘Dwell’ working group.</p> <p>AF highlighted that we need to take into account what Renaissance is and to redefine it. As the board has no executive power it needs to avoid misconception and have ideas to make a change.</p> <p>GB – agreed that although the board has no power, it can make itself instrumental in the city. The working groups can generate momentum and create their own power within the city.</p> <p>PH – mentioned that transparency is key and the board needs to be privy to decision making, suggesting that a confidentiality agreement needs to be put in place and signed by board members.</p> <p>Action Point – GB to email board members for a response on thoughts about the working groups – topics, who would like to be involved, who would like to lead a group, aims of each group etc.</p>

4.	<p>Board Re-Branding – Guy Butler & Board</p> <p>Lee Heywood, Senior Graphic Designer from CWaC gave an overview on current Chester branding with the following points made:</p> <ul style="list-style-type: none"> • Chester Renaissance needs to define its story/message to be able to rebrand, as branding is much more than a logo. • The current Chester Renaissance brand was created in 2009 and the change in name should reflect the audience i.e. business, residents. • The existing typeface is ‘Exclusively Cheshire’ which is typical for Chester and should be taken into account. • The tone of voice for photography/videography and colour palettes will need to be considered, with certain colour palettes used for different audiences. • An overview of current branding was presented including ‘Chester: Classical, Contemporary, City’, ‘CH1 Chester BID’ and ‘Rural Regeneration’, including their literature and digital outputs. <p>AF – questioned whether the resources for social media are available. GD – informed that Twitter and LinkedIn are possibilities. The Ellesmere Port Development Board has a LinkedIn page so it may be of benefit for all development boards to have use of one. GB – suggested that the leader of each working group could have access to the Twitter account, with the ability to tweet group progress. SD – gave a word of caution as with any public facing representation you will get a mix of positive/negative feedback and until we know what we want to do it would be wise to put this on hold. PH – suggested developing a board communications policy alongside the branding with would create consistent communications. GD – highlighted that the website is a key priority to make sure it is updated and to make it interactive with news stories for projects and links from Twitter etc.</p> <p>Action Point – GB to email board members for their ideas on names and definitions for Renaissance and LH to be invited back to the next board meeting to further discuss the rebranding and policy on social communications.</p>	LH/ GB
5.	<p>Business Event 24th September – Andy Foster</p> <p>AF gave an update on the business event taking place on 24th September, The Future for Business in Chester. KM has organised the Eventbrite for the launch with Chester Business Club offering to host/fund the event.</p> <p>AF suggested that this may be a good area for a working group as we need to find a way of bringing energy/interest into the city and harnessing it.</p> <p>The follow up of the event will be key as something needs to happen as a result. 200 people are on the invitation list with less spaces available, but a more diverse range of young professionals/start-ups are needed, not</p>	AF

	<p>just executive levels. AF requested for any suggestions or contacts to be invited to the business event to be sent through.</p> <p>Action Point - Send through any suggestions or contacts to be invited to the business event to AF.</p> <p>NB – suggested inviting people through social media. KM – highlighted the problem with using social media as there are only a fixed number of places at the event. PH – agreed to support and stated that a database should be pulled together of key business contacts at different levels and this event could be a great platform for debate of business in the city. GB – agreed and highlighted that the follow up is key and should be aligned to the work that we do.</p>	
6.	<p>AOB</p> <p>EE gave an overview of recent activity from CH1 BID. It is the BIDs one year anniversary in September with many successes to date, including Chester Unlocked. Artefacts from Grosvenor Museum are available to view using a map of the city – named Hoots Route. The second phase which includes the ‘Deva Codex’ starts on 1st August. Springboard are installing new counting cameras in the city to measure footfall and mystery shopping is taking place.</p> <p>RC spoke about the repairs to the roman gardens and city walls and how things are happening but are not being communicated. Delivery is scheduled throughout the One City Plan and it is important for the board to know what is happening and when.</p> <p>RC proposed a board walking tour of the city starting at the station to see what is happening and to look at ‘Dwell’. RC also mentioned the Millennium Trail and lack of literature/maps at the train station. KM - informed that literature is available inside but as the station is owned by Arriva there are only so many places it can be placed. KM also mentioned the two members of BID staff walking around the city on weekends, therefore available resources are being used. GB – agreed the challenge of finding volunteers and companies to keep engaged in the city and that will be something to ask of the working group.</p> <p>Action Point - Organise a board walkabout through the city in September</p> <p>PCo mentioned the members briefing note on a Manchester Airport Development Consultation and observed that there was no mention of Chester in it. GD – informed that as part of the public consultation we would send a response to address this. SD – mentioned the role of the board and how it needs to describe what it means, its impact and its opportunities. Some of the other regeneration</p>	ALL

	<p>boards are up to that stage with the Northern Powerhouse to define their offer and it is something that needs to be looked at.</p> <p>KM – mentioned how in 18 months we will have the link to Liverpool Airport through the Halton Curve and the new Manchester Airport development will be a big drive. Cheshire West has seen an increase of 9.5% this year in shopping, restaurants, hotels etc. Chester Cathedral and Cheshire Oaks are strong drivers but we need to elongate tourists stays. We had 10,000 more international visitors in 2014 than in 2013 and with the new incentive for Chinese visitors, which allows a reimbursement of visa's, this will lure visitors away from London.</p> <p>A discussion took place on funding and how it would be useful to define the board budget.</p> <p>GB – the method is to see what ideas the board has and then to see if there is the budget from CWaC.</p> <p>GD – highlighted that Chester Renaissance is a joint partnership between the council and others, and we will need to work collectively.</p> <p>SD – informed that CWaC will have to make savings of £35m in the next 3 years and assistance of the private sector is needed.</p> <p>AF mentioned the CWaC Heritage, Museums and Visual Arts brief that has gone out to tender, and mentioned that it is important for the board to be kept informed of when these things happen.</p> <p>PCa gave an update on the licensing committee that took place for Platinum Lounge. The new licence was declined with reference made to the nature of activity in the area, the changing nature of chester and what was one previously acceptable is no longer accepted.</p>	
7.	<p>Dates of Meetings 2015 24 September, 26 November Boardroom, 9 Abbey Square, Chester 8am-10am</p>	ALL
	<p>Action Points</p> <ul style="list-style-type: none"> • GB to email board members for a response on thoughts about the working groups – topics, who would like to be involved, who would like to lead a group, aims of each group etc. • GB to email board members for their ideas on names and definitions for Renaissance and LH to be invited back to the next board meeting to further discuss the rebranding and policy on social communications. • Send through any suggestions or contacts to be invited to the business event to AF. • Organise a board walkabout through the city in September. 	