

**21 April 2016 8.00am – 10.00am  
1 City Place, Chester**

### **CHESTER GROWTH PARTNERSHIP MEMBERS**

Guy Butler, Cllr Brian Crowe, Cllr Samantha Dixon, Katrina Michel, Phil Mayall, Peter Carstensen, Liz Carnie, Claire Griffiths, Dean Paton, Fran Burgess, Sally Pilott, Andy Foster

### **WORKING GROUP MEMBERS**

Chris Capes, Ruth Wojtan, Caroline Thomas, Roz Munslow, Beth Skinner, Helen Crampton, Jane Makin, Liz Royles, Rob Windsor, James Lutton, Nick Hodson, Geoff Willis, Matt Staines, Ben Lamont, Alexander Siddell, Jonathan Bellis, Alison Duckworth, Jenny Tegg, Vicky Titmuss

### **OTHER ATTENDEES**

Alison Knight, Steffan Holmes, Peter Cocker

### **APOLOGIES**

Gemma Davies, Phil Harris, Will Heath, Chris Matheson MP, Lisa Rowe, Susanna Posnett, Ed Oliver, Harry Bolton, Emily Ghazarian, Peter Howell-Jones, Chris Hulme, Clive Sykes, Tony Chester

#### **Action Points**

- AK agreed to pick up Parking Strategy consultation details with SP
- All attendees to email CC three names to add to the invite list for the London event by Monday 25<sup>th</sup>.
- BS to arrange a tour around the theatre for board and workstream members

<b>1.</b>	<p><b>Welcome and Introduction</b></p> <p>GB welcomed attendees to the Board and Workstream meeting. The current business plan activity should be completing in the next 6 weeks and a new 2 year plan will be put in place which will focus on delivery.</p> <p>The progress updates from each working group prior to each board meeting have proved useful, which PC will use to create a review report of what has been achieved over the last 8 months.</p> <p>The minutes of the last meeting were agreed as accurate with the following review of action points made:</p> <ul style="list-style-type: none"> <li>• The question of resources raised at the last meeting has been addressed with a CGP officer working group to set up. Minor financial resource is available if required and any members who aren't clear on the resources available are to discuss with CC.</li> <li>• WH is following up with the University for a representative join the Housing Working Group.</li> <li>• Work is ongoing with the Dwell Working Group to engage the Racecourse</li> </ul>	<b>GB</b>
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	<ul style="list-style-type: none"> <li>The Chester Growth Partnership website was completed and made live before MIPIM with further work ongoing to make it more active.</li> </ul> <p>GB discussed the creation of a Investment Prospectus which would pull together a list of opportunities/sites in one document for Chester. The Investment Map provided a talking point at MIPIM which needs to be followed up with tangible opportunities to discuss. The work will be led by PC and it aims to be in place for the London event at the end of June where printed copies will be available, however it will also remain as a PDF working document that is continuously updated.</p> <p>GB provided an update on the private sector funded lunch event held at MIPIM which received good PR with Chester reporting more profile than Liverpool. Momentum has been created which now needs to be backed up, with GB meeting a developer following on from the event.</p> <p>GB and PM recently met with Charlie Seward at CWaC to discuss the Northgate project which is highly important for the regeneration of the city centre, and an ongoing dialogue will continue.</p>	
2.	<p><b>Investment Working Group Update – Phil Mayall &amp; Liz Carnie</b></p> <p>PM gave an update from the Investment Working Group. The Chester Investment Map was completed for MIPIM which involved a lot of work from the team and this coordinated approach brought something new.</p> <p>Looking forward, the next piece of work that the group are looking at is ‘Chester by Numbers’ as the group/board have identified there is no one stop shop for baseline information in the city. Two further strands of work for the group include the skills gap and commercial opportunities in the city.</p> <p>Steffan Holmes, Strategic Intelligence at CWaC updated on the Economic Dashboard which provides key information for Cheshire West and Chester in 31 data sets. The latest information is gathered from different sources and is collated onto the live document which is continually developed. The dashboard is in the final stages of approval to be released to the public.</p> <p>PM informed of elements missing from the dashboard such as hotel occupancy data which KM could provide. Skills is proving most challenging however key software is available to capture what is out there and whether it be a board/private/council provided resource, it would prove useful.</p>	PM/ LC
3.	<p><b>Housing Working Group Update – Claire Griffiths &amp; Andy Foster</b></p> <p>CG gave an update from the Housing Working Group. Objectives for the group include a Housing Opportunities Plan for Chester which has begun by looking at sites within the walls. The group are struggling to get engaged with the University and WH is following up on this.</p> <p>Short term objectives include looking at city centre opportunities, medium term objectives include linking with the Local Plan Part 2 and a long term objective for the group would be to link in with devolution.</p>	CG/ AF

	<p>15 sites have been identified for the Chester Housing Opportunities Map which are currently being narrowed down, as owners and agents are being contacted. Sites will be finalised over the next month for the map to be produced.</p> <p>AF updated on the objective to encourage more residential above the Rows. Partial information is available however the resource required to obtain the remaining data prohibits it moving forward. There is a need to plug into key commercial agents to influence future leaseholders and reigniting the debate in the city will bring publicity. AF highlighted that residential at row level should not be supported as this should be occupied commercially.</p> <p>CG gave an overview of the bigger strategic objectives for the group which includes the potential for devolution, housing opportunities for possible shortages in relation to new jobs created and obtaining key data to feed into the overall strategy.</p>	
4.	<p><b>Infrastructure Working Group Update – Sally Pilott</b></p> <p>SP gave an update from the Infrastructure Working Group. Progress made includes producing a supporting letter from Chester Growth Partnership to add to the response on the government consultation for strategic transport investment.</p> <p>Mott McDonald have been commissioned to set out options for the Chester Gateway work which is nearly complete. Testimonials and logos have been collated to be attached to the CWaC/LEP prospectus setting out rail proposals such as electrification and improved services to Chester.</p> <p>A recent meeting took place with Ken Prior from CWaC parking who discussed the councils aims to focus on the Park and Ride services. SP highlighted the new technology is encouraging but needs to be pushed further. A consultation is ongoing for the Chester Parking Strategy where further details would be useful.</p> <p><b>Action Point</b> – AK agreed to pick up Parking Strategy consultation details with SP</p> <p>A meeting has taken place with Charlie Seward to discuss the lobbying for Rail and once council elections are finalised a Higher Level Rail Strategy Meeting will take place which Chester needs to be involved in, with the group continuing to work closely with the council.</p>	SP
5.	<p><b>Dwell Working Group Update – Dean Paton &amp; Fran Burgess</b></p> <p>DP gave an update from the Dwell Working Group. The key aims of the group include increasing dwell time, enhancing the evening economy, supporting existing main attractions (walls, zoo etc.) and development of a 'What is going on in Chester' website.</p> <p>The group are supporting the work on the evening economy the BID are leading on which includes shopping after 6pm. The new BID manager Carl Kritchlow will be joining the working group.</p> <p>The Walls and Towers will be manned 6/7 days a week from the Summer with staff from the Cathedral. Big Heritage have secured a 3 year lease on Water Tower and work is ongoing to progress the idea of a joined up city attraction ticket.</p>	DP/ FB

	<p>Chester Zoo will be bringing their dinosaur attraction into the city centre with a trail around the city, and smaller events can now be uploaded for free onto the Marketing Cheshire website.</p> <p>Looking forward the next piece of work the group will be looking at is to produce an attractions prospectus to sell Chester to organisations for new attractions e.g. Mattel in Albert Dock. Piggybacking from the £50k funding Big Heritage secured from the Wellcome Trust a feasibility study will be undertaken to look at the spaces available in the city.</p>	
6.	<p><b>Engage Working Group Update – Katrina Michel &amp; Peter Carstensen</b>  KM gave an update from the Engage Working Group. Objectives include improving awareness of Chester to people who aren't in Chester, working together to promote the city and to be the guardians of the CGP Business Plan.</p> <p>KM updated on the Chester@MIPIM private sector led event which launched the Chester Investment Map. The Financial Times North Correspondent attended the lunch which led to publicity in the Financial Times with a business tourism article. Two weeks before the event a press release announced Chester's attendance at MIPIM which increased coverage highlighting the need to create momentum beforehand.</p> <p>The group are currently working on an 'Invest in Chester' event which will take place on 29<sup>th</sup> June at Grosvenor HQ in London. The event will showcase the Chester Investment Prospectus and will target potential investors and the media, with an invite list currently being built.</p> <p><b>Action Point</b> – All attendees to email CC three names to add to the invite list for the London event by Monday 25<sup>th</sup>.</p>	<b>KM/PC</b>
7.	<p><b>Workshop Session</b>  A workshop session took place with each working group lead to look at the progress to date on the current business plan and discuss the objectives looking forward at the next 2 years. The following highlights from each working group included:</p> <ul style="list-style-type: none"> <li>• Housing <ul style="list-style-type: none"> <li>○ Paramount for the University to be involved in the group</li> <li>○ Need to marry up strategic data and link to jobs, accommodation etc.</li> <li>○ A realistic assessment needs to be undertaken for the city centre</li> </ul> </li> <li>• Investment <ul style="list-style-type: none"> <li>○ A focus on data gathering to ensure the prospectus is a living document</li> <li>○ Focus on 2/3 projects to seal investment</li> <li>○ Target investors coming into Chester</li> </ul> </li> <li>• Engage <ul style="list-style-type: none"> <li>○ Produce a calendar of Chester's activity; MIPIM Cannes, MIPIM London, London Event, Fam Trips</li> <li>○ Ongoing marketing for the CGP LinkedIn group</li> <li>○ Creating a shopping festival and undertaking retail fam trips</li> <li>○ Website – after the London event each working group to produce content/blog post, however there is a need for a marketing budget</li> </ul> </li> </ul>	<b>ALL</b>

	<p>(SEO)</p> <ul style="list-style-type: none"> <li>• Infrastructure <ul style="list-style-type: none"> <li>○ Long term objectives such as lobbying for electrification to continue</li> <li>○ Hope to achieve an express train to Manchester within the next 2 years</li> </ul> </li> <li>• Dwell <ul style="list-style-type: none"> <li>○ Gather baseline data to establish current dwell time in Chester</li> <li>○ Work on a joint attraction ticket for the city possibly linking with other areas such as the Rural board</li> <li>○ Engage the National Students Union to join the group</li> <li>○ Develop an attractions prospectus working with key retail agents</li> </ul> </li> </ul>	
8.	<p><b>AOB</b></p> <p>SD updated on Devolution after spending two days in London speaking to the senior level of government. Big opportunities are available for Cheshire, Warrington and North Wales and support is important, with an announcement expected within weeks.</p> <p>AF raised the question of when the new theatre (Storyhouse) will be opening, which will be at the end of 2016. GB informed of a recent tour around the site which would be great for the board and workstream members to undertake.</p> <p><b>Action Point</b> – BS to arrange a tour around the theatre for board and workstream members</p>	<b>ALL</b>
9.	<p><b>Date of Next Meeting</b></p> <p>Thursday 16 June 2016, 8am</p>	<b>ALL</b>