

**Friday 18<sup>th</sup> September 2020 8.30am-10.30am  
Online Meeting**

**CHESTER GROWTH PARTNERSHIP MEMBERS**

Peter Carstensen, Harry Bolton, Cllr Stuart Parker, Cllr Adam Langan, Carl Critchlow, Andy Foster, Andy Farrall, Nicholas Dobbs, Gemma Davies, Nicola Said, Katrina Kerr, Andrew Bentley, Richard Grove

**OTHER ATTENDEES**

Andrew Arditti, Robert Gatensbury, Beth Skinner, Roz Munslow, Denise Heayns, Luke Arnold, Andy Seddon

**APOLOGIES**

Peter Cocker, Phil Harris, Chris Matheson MP, Cllr Richard Beacham, Andrew Lewis, Steph Ramsden

	<p><b><u>ACTION POINTS</u></b></p> <ul style="list-style-type: none"> <li>• <b>CC will circulate further feedback on the action plan to board members</b></li> <li>• <b>Invite Chester Football Club to first meeting in 2021 and add item to agenda</b></li> </ul>
1.	<p><b>Welcome and Introductions – Harry Bolton</b> HB welcomed board members to the online meeting and the minutes from the last meeting on 7<sup>th</sup> August 2020 were approved.</p>
2.	<p><b>Northgate Project Update – Andrew Arditti</b> AA gave an update on the progress of the Northgate Project and latest drainage works with the following highlights:</p> <ul style="list-style-type: none"> <li>• The project has started on site with a sod cutting ceremony taking place on 13<sup>th</sup> July</li> <li>• Site is currently being levelled off towards St Martins Way</li> <li>• Archaeology work is being overseen by Historic England with a rare roman gaming piece amongst the first finds</li> <li>• Phase 1 completion is expected in March 2022</li> <li>• A new drain will need to be installed in the City and will take 1 year to complete</li> <li>• Clockwise campaign will run from November 2020-21 and will change the flow of City traffic to a one-way system</li> <li>• Comms will be going out in the next few weeks to ensure everyone is aware of the works</li> </ul> <p>Further consultations are about to be undertaken on future phases of Northgate with engagement strategies in place for full stakeholder input.</p>
3.	<p><b>Chester City Gateway – Harry Bolton</b> HB gave an update on the Chester City Gateway project with the following highlights:</p>

	<ul style="list-style-type: none"> <li>• The first part of engagement has been undertaken and thematic areas have now been established</li> <li>• Joint work is ongoing to look at options for Hoole Bridge and how to consolidate the number of car parks around the station</li> <li>• Five areas have been identified to look at: <ul style="list-style-type: none"> <li>○ City Links <ul style="list-style-type: none"> <li>▪ Improve wayfinding routes into the city</li> <li>▪ Options for traffic management on Brook Street</li> </ul> </li> <li>○ Bars Roundabout <ul style="list-style-type: none"> <li>▪ Key obstacle in pedestrian access to the city</li> </ul> </li> <li>○ Station Square <ul style="list-style-type: none"> <li>▪ Key introduction to the City</li> <li>▪ Make a friendlier and more flexible environment</li> </ul> </li> <li>○ Hoole Edge <ul style="list-style-type: none"> <li>▪ Better opportunity for more residential/mixed use in that area</li> <li>▪ CWaC and NR have a number of ownerships</li> </ul> </li> <li>○ Flookers Brook <ul style="list-style-type: none"> <li>▪ Network Rail owned asset and currently engaging to look at ways to move forward</li> <li>▪ Improve connectivity to the greenway</li> </ul> </li> </ul> </li> <li>• Next stages for the project will be to move towards working up the masterplan over the next few months, building on discussions with stakeholders with draft proposals reporting in the new year</li> </ul> <p>A discussion took place on the need for urban design to ensure the masterplan is joined together and to look at the best position to supplement any planning document. Brook Street was also discussed and the need for engagement and support from traders.</p>
4.	<p><b>Heritage Action Zone, Destination Chester and Tourism Action Zone – Robert Gatensbury/Nicola Said</b></p> <p>RG gave an update on the Chester Heritage Action Zone with the following highlights:</p> <ul style="list-style-type: none"> <li>• HAZ is a key project in the city at the moment and progress is being made</li> <li>• The opening of Shrub has had a massive impact on the corner of the Rows and Place for Arts Chester has opened two pop up units.</li> <li>• A timeline of the programme so far: <ul style="list-style-type: none"> <li>○ April – Offer letter received from HE</li> <li>○ June – Simple pleasures campaign</li> <li>○ July – Pop-up shop opens</li> <li>○ August – Grant agreement signed, ministerial visit, community engagement plan produced, cultural programme pilot scheme</li> <li>○ September – Scheme Programme was updated, capital feasibility</li> </ul> </li> <li>• Next steps also include Rows business community research, Christmas engagement campaign and the shop front grants starting in April 21.</li> <li>• The boundary of the HAZ has been extended to encompass the old library building part of Northgate phase one.</li> </ul> <p>A discussion took place on the different signage in the city and on the Rows and the need for one identity and feel. RG confirmed signage is part of the HAZ and a consistent approach will be developed, with NS mentioning branding/marketing of the Rows will be looked at.</p>

	<p>NS gave an update on the work of Marketing Cheshire and Destination Chester with the following highlights:</p> <ul style="list-style-type: none"> <li>• The first Destination Chester meeting took place in March so the priorities were initially set pre-Covid. They included strategic marketing, events programme, cross marketing, data intelligence and product development</li> <li>• Have taken an engagement approach during lockdown and have supported the reopening of retail</li> <li>• Summer campaign included messages of reconnecting with friends and family, safety and reassurance whilst promoting national initiatives</li> <li>• #simplepleasureschester campaign has 152,291 impressions to date</li> <li>• Generally, revenue from businesses is currently improving although employment shifts are a concern for autumn/winter</li> <li>• The next phase includes the #escapetheeveryday autumn campaign with a Chester specific focus including walks, cycle routes and food and drink festival</li> <li>• Tourism Action Zones will be developed with more than 5 across the country with MC awaiting further guidance</li> </ul> <p>The impact of the Eat out to Help Out scheme was mentioned being noted that many Chester restaurants are carrying on with the deal or something similar into September.</p> <p>RM mentioned the local level research of the Chester Hospitality Association with forward bookings over the next 2/3 months looking more positive.</p> <p>A discussion took place on the plans for Christmas in Chester with a working group being set up to look at what the offer will be, with the main messages continuing as promoting safety. The 110 show Christmas production at Storyhouse was launched yesterday.</p>
<p>5.</p>	<p><b>Report back on meeting with Police and Crime Commissioner regarding current ASB issues – Carl Critchlow</b></p> <p>Following on from the last board meeting in early August, CH1 BID along with Chester Residents Association Group and Pub Watch wrote a joint letter to the PCC, MP and others to highlight the rise in Anti-social Behaviour in the city centre and seek support. A letter of concern was also sent on behalf of CGP.</p> <p>An online meeting took place last week with the PCC who is very aware of the issue in the city and a robust action plan needs to be put together to address it. Practical options are being investigated for reporting with a web based front end to 101 and Cheshire West systems.</p> <p><b>ACTION: CC will circulate further feedback on the action plan to board members</b></p>
<p>6.</p>	<p><b>AOB</b></p> <p>A presentation was circulated in advance of the meeting for the proposed Walker Williams Aparthotel on Nicholas Street, that has just been validated as a planning application. It was asked whether CGP would be happy to provide a letter of support to the application.</p> <p>PC advised that the Board are supportive of the delivery of projects identified in the One City Plan and are supportive at a strategic level to measures which support the growth of the visitor economy in Chester. The Board tend not to comment on individual applications which are submitted. This view was agreed by other Board members.</p>

	<p>KK informed of the 'How to start an independent business in Chester' programme launching in mid-October and encouraged board members to share with contacts.</p> <p>AL suggested inviting Chester Football Club to a future meeting to hear about the work that they do and discuss how they can work closer with the City.</p> <p><b>ACTION: Invite Chester Football Club to first meeting in 2021 and add item to agenda</b></p>
7.	<p><b>Date of Next Meeting</b> Friday 20<sup>th</sup> November 2020, 8.30am</p>