

PARTNERSHIP REPORT TO CSP MANAGEMENT GROUP

Completed by: Period:

Date Completed: Status:

PROGRESS IN LAST PERIOD:

PLANS FOR NEXT PERIOD:

- The partnership has not met since the last CSP meeting, but has received information on the proposed sale of the University's Pittville Campus and the value of volunteering for people who have been made redundant.
- A small group of CBEP members were invited to participate in a workshop session to develop the council's marketing & tourism strategy.
- An initial discussion has taken place about allocating the partnership's funding and a number of potential ideas have been identified:
 - Supporting the replication of the Autumn 09 cross-marketing campaign for the town centre, linked to major events in 2010
 - Developing a project to promote Cheltenham as an investment opportunity to attract new business to the town
 - Supporting the work of Gloucestershire Education Business Partnership (partnership to hear presentation on its work in January)
- These will be taken to the partnership meeting in January for consideration

DATE	OUTCOME
	Partnership meeting on 14 January – main agenda items to be agreed but likely to be: <ul style="list-style-type: none"> • Presentation on Cotswold & Forest Destination Management Organisation marketing plan • Update on council's marketing & tourism strategy • Presentation about Gloucestershire Education Business Partnership • Discussion on ideas for funding

MAIN RISKS AND ISSUES (FOR BOARD ACTION OR DECISION)

None

MAIN RISKS AND ISSUES (FOR BOARD INFORMATION ONLY)

Relevant national indicators for partnership:
 NI 151 – overall employment rate
 NI 152 – working age population on out of work benefits
 NI 186 – per capita reduction in CO₂ emissions in LA area
 NI 172 – VAT registered businesses in area showing growth

Status Key:

- Red – Serious problems impacting programme outcomes, requiring board involvement to resolve
- Amber – Problems impacting some programme outcomes, requiring board awareness
- Green - Otherwise