

GLOUCESTER HERITAGE URBAN REGENERATION COMPANY LTD

MINUTES OF THE JOINT BUSINESS AND RESIDENTS & COMM. FORUM MEETING

Venue: Cory Room, British Waterways Museum, Gloucester

Monday 23rd November 2009

Present	Business Forum - Board Members	
	Michael Tallett-Williams (MTW) Chair	Ian Jarvis (IJ)
	Sally Pickering (SP) Chair	Mark Owen (MO)
	David Bush (BD) Vice Chair	Martin Seccombe (MSc)
	Peter Foyle (PF) Vice Chair	Mary Smith (MS)
Present	Residents & Community Forum Members	
	Bryan Lyall (BL)	Mavis Wall (MWa)
	David Tate (DT)	Phil Hanman (PH)
	Doreen Davies (DD) (standing in for Roger Hanbury)	Philip Lowry (PL)
	Jenny Lapington (JL)	Sholto Thomas (ST)
	Mark Boyce (MB)	
GHURC	Chris Oldershaw (CO)	Nicky Godding (Public Relations)
	Martin Wallace (MW)	
Guests	Judy Chadwick (Gloucester Works)	
	Sarah Danson (Gloucester Works)	

Refs.	Item Title	ACTION
68/09	Apologies	
	Adele Owen, Angela Presdee, Barry Leach, Chris Gabb, Denis Collins, Fred Reed, Geoff Day, Howard Francis, Ian Simpson, John Price, Neil Draper, Paul Bolton, Rachel Hossle, Roger Hanbury, Tony Markey,	
69/09	Declaration of Interest:	
	None	
70/09	Minutes of the Previous Business Forum and Residents & Comm Forum held in September 2009	
	Minutes accepted as an accurate record of the meetings	
71/09	Matters arising from those minutes:	
	<p>Residents & Community Forum:</p> <ul style="list-style-type: none"> ▪ James Llewellyn had been invited to the joint forum meeting to provide an update on the Elmbridge Major Transport Scheme but declined as the business case was still being finalised and he did not want to be in a position where potentially inaccurate information was being provided. The Local Transport Plan3 (LPT3) consultation is proposed for January 2010 at which point he would be happy to make a presentation on the major scheme ▪ Gloucester Quays Exit Survey (see agenda item 74/09) ▪ Local Job creation (see agenda item 73/09) 	

	<ul style="list-style-type: none"> Best Practice Visits: Dates to be emailed (York on the 21st December 2009 will focus on the reuse of heritage buildings). <p>Business Forum</p> <ul style="list-style-type: none"> Bakers Quay development programme timescales: Tabled at meeting 	
72/09	Feedback from the Board meeting 25th September 2009	
73/09	Gloucester Works Team – Activities / Update New Jobs created and impact on deprived areas: Judy Chadwick & Sarah Danson	
	<p>Gloucester Works have been in operation over the past 15 months and have worked with clients within the city as well as further afield e.g. Longford and Staverton.</p> <ul style="list-style-type: none"> Unemployed clients on programme 1296, area split 25% North, 33% South, 42% Central Currently working with 38 other local providers Clients currently in employment 1435 Engaged with 717 companies Needs analysis conducted with 250 hard to reach companies 473 clients have commenced and / or completed “Skills for Life” 802 clients have achieved Level 1, 2 or 3 qualifications 1559 clients have attended non accredited courses (duration 1-5 days) enabling clients to write CV’s through to employment. 72% retention rate on programme More than 400 employed outcomes. 200% over forecast, looking to increase spend Gloucester Quays had been a huge focus of activity Recruitment fair held in April 09 advertising vacancies for 44 outlet stores Identified difficulty in filling managerial posts Currently assisting ‘Nike’ to recruit pending their opening, week ending 27th November 09 <p>Second employment fair held in September. Not as many new retailers as the first</p> <ul style="list-style-type: none"> An additional 89 face to face meetings held with employers, 28 signed up to the jobs fayre, 20 actually attended on the day. The focus widened to include hotels / fortis/ graduate services 13% hard to reach businesses Looking forward to engaging / the inclusion of the financial services <p>Comments from the joint forum:</p> <p>Q: Gloucester works were originally set up to reduce un-employment at neighbourhood level and those ‘Hard to reach’</p> <p>A: Due to current employment climate, persons coming to Gloucester Works are not being turned away. Gloucester Works are also looking towards working with voluntary services.</p> <p>Revisiting baseline data (takes a long time to move persons on) Meeting employers in those hard to reach areas</p> <p>SP noted one to one support was necessary and resource intensive and focus seemed to be on employers</p> <p>A: unemployed still retained on programme. One of the recent difficulties was that Sainsbury’s maintained on-line applications</p> <p>Q: PL asked if they had detailed data on target wards</p> <p>Q: DB following confirmation of the jobsfairs being held at the Gloucester Rugby Club, wanted to know what the working relationship was like with Job Centre Plus</p> <p>Ans: 25% clients come via Job Centre Plus</p> <p>MO commended the work of Gloucester Works noting it was a lot tougher than was</p>	

	<p>first thought PH added that the training was excellent Members were encouraged to look at the website www.gloucesterworks.co.uk</p> <p>The forum agreed that more work is needed to be done within the originally identified deprived wards and that more meaningful data was required More linkage into existing schemes helping people back into work. There were concerns that Gloucester Works may be taking the easy route into filling vacancies, and wanted to see a focus on URC areas within the centre, hard to reach and long term unemployed. Closer one to one working was recommended</p>	
74/09	<p>Gloucester Quays Exit Survey – Ian Jarvis</p>	
	<p>Ian Jarvis gave a presentation of the Exit Survey conducted in the Summer 2009 It looked at the demographic of shoppers, areas they came from, modes of transport, car-parking, frequency of visits, perceptions of quality and shoppers overall opinion. The time people spent in the Centre was less than expected and was put down to the lack of restaurants and the fact the centre was not fully occupied. A range of marketing activity had taken place nationally and is on-going which attributed to people travelling from wider afield</p> <p>Fora comments</p> <ul style="list-style-type: none"> ▪ Very few people using park & ride ▪ Pleasing to see people parking in the city and walking to the DOC ▪ Buses unable to use Llanthony Rd due to shared space ▪ Mass advertising, how many revisit as a result ▪ 11% of visitors didn't see advert ▪ Not enough coach parties visiting the centre / they are not encouraged / facilities need to be put in place to cater for coach parties ▪ Not enough coming via trains, special promotions required ▪ Cabot Circus advertising at similar times as Gloucester Quays ▪ In the mapping shown, there was not many from the east of Cheltenham, could provide a focus for future marketing ▪ Comparisons were made of free Parking at Cribbs Causeway and other DOCs ▪ Requests were made of footfall <p>▪ IJ: commented that the Quays Designer Outlet had not yet achieved full expectations and that this could be attributed to the difficult economic climate and the fact that the restaurants and bars were not yet open. It was anticipated that Nandos and Pizza express would be open before Christmas. The forum recommended the presentation be given to the January Board Meeting</p>	
75/09	<p>Fora Review / Discussion:</p> <ul style="list-style-type: none"> • What has worked well in the last year and what hasn't? • How can we increase awareness of the URC Regeneration programme in the wider community? 	
	<ul style="list-style-type: none"> ▪ MWa: commented that in the 3Bridges areas, various events had taken place and the URC presence had been worthwhile ▪ DB: added the Kings Holme & Wotton Partnership and Parry Gardens Assoc noted progress had been visible in the Quays but not in Kings Square. The proposed links were important to visitors' more than local residents and that the URC had 100% of their support. ▪ SP: encouraged the URC to contact all neighbourhood partnerships and establish links. Some forum members wanted to see more open transparency from the County Council regarding issues of Transport and the Railway Triangle ▪ MS: wanted to know with the changing community, how do you measure it? ▪ MO: there are changes in individual attitude. 	

	<p>Other comments: The message is that Gloucester is continually changing...things have to change in Kings Square for people to feel that the city is being regenerated Emphasis on quality... the Tall Ships festival was great.</p> <ul style="list-style-type: none"> ▪ IJ: Fly through video was the best investment for the Quays in visualising what it would look like ▪ PH: Llanthony Prior just been illuminated, little things turn into bigger things ▪ PF: a large percentage of people still didn't know about the regeneration; should we be doing more? ▪ MWa: 3Bridges distribute over 4000 leaflets in their areas and provide information on the regeneration and encouraged other partnerships to do the same ▪ MO: The Tall Ships festival set a benchmark. Have to hit as many targets as you can ▪ MS: expressed concern about the language of regeneration and terminologies used in some of the URC's publications ▪ DB: Residents Community forum happy that issues are fed back both ways ▪ MB: recognised a tone change from sceptical to now constructive <p>Chris was congratulated on being 'a good captain steering a lively ship', there is a good continuity of membership and people can see things happening</p> <ul style="list-style-type: none"> ▪ DT: Regeneration is a slow process and the URC has a very strong team ▪ MO: There is a sense of historical pride ▪ SP: felt that there is now a hard core of members on the forum that know what's going on 	
76/09	<p>Main Board Agenda Items</p> <ul style="list-style-type: none"> ▪ 	
	<p>361/09: Programme Performance Update</p> <p>CO gave a breakdown of the summary update</p> <ul style="list-style-type: none"> ▪ Greater Blackfriars: County Council confirm that Blackfriars is their preferred location for the Language Immersion Centre and DCSF confirm £5m grant funding. SWRDA have agreed to invest £1.5m in works to North Range and Clutch Clinic. There was growing interest in the Fleece hotel ▪ Gloucester Docks: £7.4m funding for economic linkages confirmed. Contract awarded to Britannia Construction for Route 1 Docks Section with start on site on 23rd November 2009. EIG decision on their proposed HQ development at Southgate Moorings anticipated December 2009. ▪ Gloucester Quays: A number of new retailers due to open before Christmas including Nike, Pizza Express and Nando's. IJ advised that the Antiques Centre is considering expansion. Planning application submitted for first phase of Bakers Quay, decision expected January 2010. ▪ Canal Corridor: No major change, section 106 agreement awaiting completion. ▪ Greyfriars: Linden Homes revised designs proposals would be presented to the Board on Friday ▪ Kings Quarter; Some delays with appointment of Development Partner, now expected to be appointed by City Council in January 2010. Awaiting confirmation of funding from HCA who are under going the "Single Conversation" across the country. When asked if we could just knock down the Golden Egg building the forum were advised that Aviva who own the building want to see the final plan before demolishing it ▪ Railway Triangle: Masterplan being finalised following decision of Allstones to remain on their current site who were offered alternative sites at Javlin Park and the Northern Triangle including a land swop but have turned them down. MS informed the forum that there was no planned increase for recycling or an incinerator in the city 	

	<ul style="list-style-type: none"> ▪ Social & Economic Projects: Gloucester Works have reported that 400 vacancies were made available in the first phase of the Quays development. ▪ Marketing Gloucester: Christmas programme moving ahead including the largest Advent Calendar at the 'Golden Egg' and Belgian Spiegel tent in Kings Square. Date for city land train pending ▪ Public Art: Three new artworks to be commissioned as part of the Economic Linkages project. ▪ Community Engagement: The URC Community Engagement team have assisted Linden Homes with their 12 week consultation events for Greyfriars and have developed a major schools programme and re-launched the Urban Youth Forum. 	
	362/09: Greyfriars	
	Covered under the Programme Performance Update	
	364/09: Greater Railway Triangle Masterplan	
	Covered under the Programme Performance Update	
77/09	Any Other Business	
	<ul style="list-style-type: none"> ▪ DB was appalled at Network Rail who had not included lifts to link platforms in their proposals to improve Gloucester Central station and felt it was important if Gloucester was to have the best station and in order to attract tourism. He wanted the forum to object to Network Rail "No Lifts". <p>The forum noted it was not just about disability access points but for all wheeled chair users and those that find the stairs difficult.</p>	
	Future Meeting Dates	
	<ul style="list-style-type: none"> ▪ Business Forum: 25th January, 6:00pm, British Waterways - Board Room - Commercial Road ▪ Residents & Community Forum: 27th January: 5:30pm GAVCA, Eastgate St ▪ Joint Business and Residents & Community Forum: 22nd November, 6:00pm, Cory Rooms - Waterways Museum 	

Author: Martin Wallace