

WELCOME TO OUR THIRD UPDATE OF 2012.

Whilst 2012 is clearly a year for public celebration with the Jubilee and Olympics, although sadly not the football, it is also proving to be the year when many of the opportunities that the Task Force have been promoting start to come together.

- In May we heard that the Local Sustainable Transport Fund Bid which had been submitted by GCC with support from CBC and Glos City was successful.
- The Brewery phase 2 scheme was approved by the planning committee on 19th July, as was the extra care scheme on the junction of Gloucester Road/Tewkesbury Road an important gateway site to the town.
- The North Place/Portland Street scheme is anticipated to be submitted for planning in August
- Works continue on upgrading the Eastern side of the Promenade
- Joint working with the diocese has resulted in an opportunities and challenges leaflet concerning St.Mary's which is itself progressing plans for Minster status.
- Improvements to the Regent Arcade car park should assist with encouraging the dwell time of visitors to the town; hopefully something that will be rolled out to other car parks in due course.

Meanwhile other schemes that will help enhance the town are also progressing including the Borough Council extension to the Art Gallery & Museum and the redevelopment of the Regent Arcade frontage.

All in all good indicators of the vibrancy of Cheltenham, its attraction to investors and our objective of supporting the economic recovery.



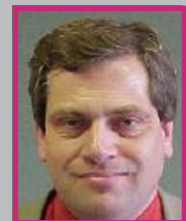
Graham Garbutt – independent chair

IN THIS ISSUE

- Local Sustainable Transport Fund
- Royal Well Development Brief
- High Street Innovation Fund
- Grosvenor Terrace
- Eastern Promenade Works
- Regent Arcade

MEET A BOARD MEMBER

Andrew is one of the Cheltenham Borough Council representative on the Cheltenham Development Task Force.



Andrew represents the Up Hatherley ward as a Borough Councillor and is Cabinet member for Built Environment.

A Housing Manager by profession, Andrew has been a Councillor since 1991.

Andrew is married with three children.

Andrew has been involved in the development of Cheltenham since the 1990's and was heavily involved in the development of the St James Railway Station site with Waitrose.

Andrew is committed to the sustainable development of Cheltenham town centre, and to the objectives of the Task Force initiative.



You can now follow us Facebook
<http://www.facebook.com/cheltenhamdtf>

Municipal Offices, Promenade, Cheltenham GL50 9SA
t: 01242 264328
e: builtenvironment@cheltenham.gov.uk
w: www.cheltenham.gov.uk/developmenttaskforce

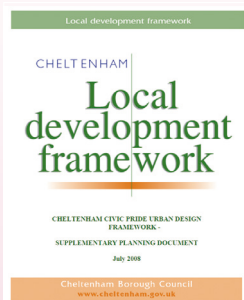
LOCAL SUSTAINABLE TRANSPORT FUND

Gloucestershire County Council, with its partners Gloucester City Council and Cheltenham Borough Council, was successful in securing nearly £5m from the Department for Transport for the 'Cheltenham and Gloucester Sustainable Travel Project'

The project is aimed at supporting economic growth (linking with Cheltenham Civic Pride and Gloucester regeneration projects) and reducing carbon emissions from travel. The package bid involves implementing some junction and traffic flow improvements, (culminating in the potential closure of Boot's Corner to through traffic) measures to reduce traffic speeds in central areas and the promotion of walking, cycling, car sharing, and use of public transport, along with support for car clubs and electric car charging points; the latter all aimed at improving air quality.

The project will be delivered between now, and March 2015.

ROYAL WELL DEVELOPMENT BRIEF



In 2008 a range of documents was approved by Cheltenham Borough Council as part of the former Civic Pride project. Within those documents were development briefs for both North Place and Royal Well. Following further public consultation, the North Place brief was amended in 2010 to allow for

a less restrictive range of options on the site and this created the conditions for the site to be marketed and secure a developer partner.

The success of the Local Sustainable Transport Fund bid and the potential future traffic management changes creates opportunities for the Royal Well site. However, the existing documents are not entirely clear over what is anticipated for the site and the Task Force see the site role as catalytic in terms of the opportunity to generate a significant boost for the town centre. Additionally, informal market testing has identified significant latent demand for some additional retail on the Promenade in response to the positive performance of the Promenade, even in these difficult trading times.

As a result of these factors the task Force have supported and Cheltenham Borough Council cabinet have approved that the development brief be amended subject to further public consultation in order that any future decisions relating to this key strategic site reflect the aspiration of the people of Cheltenham.

HIGH STREET INNOVATION FUND

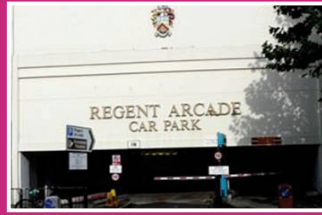
Cheltenham was fortunate to be offered £100k worth of funding from central government to assist with challenges being faced in the High Street. Advice was sought from key retailers and cabinet determined that the funds should be allocated in response to both that advice and guidance from central government. Funds will be targeted as follows

- £65,000 to support rate relief for businesses occupying vacant units. This is specific help to bring empty retail units back into use and hopefully create additional vibrancy in some key central locations.
- £20,000 to deliver targeted training for retailers ranging from basic customer care to more specialised merchandising; this will also include opportunities for highly experienced retail mentors to advise local retailers
- £9,000 to fund some additional hardware to give a town network of footfall cameras. This figure has been kept low by integrating existing systems operated by the major shopping centres
- £6,000 to develop a holistic signage strategy for the whole town. This piece of work will aim to secure a model that key stakeholders can support with for example delineated walking times and advice about what to anticipate when one arrives at the destination. Hopefully this will end the oft asked question "I thought Montpellier was in France" generated by an existing finger post with no other details and mimicked by the real pigeons amongst the artificial.



GROSVENOR TERRACE

Whilst some repair works are scheduled for this autumn, it is understood that the car park will be open throughout thereby minimising any impact on users.



More importantly is the potential changes to the road network enabled by the successful GCC Local Sustainable Transport Fund bid. It is proposed in the future, subject to statutory consultation, to put two way traffic back to this part of Albion Street. This would allow vehicles to access both Grosvenor Terrace and the Beachwood Arcade from both directions rather than being forced onto the existing one way system. The benefit of such a move is that it would make these two car parks with significant capacity (452 car spaces at Grosvenor and 372 car spaces at Beechwood) immediately available to entrants to the town from the East or North. One key to removing congestion is to encourage vehicle drivers to use the first car parks that they encounter rather than "hunting" for car spaces and in so doing joining the one way system and adding to the congestion. Clearly improved signage will be part of the wider requirements to support such a change.

This change fits in with the emerging off street car park strategy with major changes being introduced at the Regent Arcade car park. The barriers have been removed and vehicle drivers will be able to pay for the time they stay rather than having to guess that figure and buy a pre-timed ticket. This removes the risk of an "over-stay" and associated fine. Equally it supports the position of town traders who argue that part of the key to a successful town centre is for visitors to feel relaxed and not have to clock watch about when they have to leave.

The system is managed by the use of ANPR (automatic number plate recognition) so that individuals not paying will be subject to enforcement action.

EASTERN PROMENADE WORKS



Works continue on this scheme although suffered a couple of delays. The first was in order to facilitate the Olympic Torch procession as it rolled through Cheltenham to one of the busiest end-of day finales witnessed at Cheltenham racecourse, and the second has been delays in the delivery of materials.

Fortunately these issues have now passed and GCC with their contractors are progressing the scheme. Next planned phases include similar treatment to the Western side of the Promenade and a refresh of the existing pedestrianised area to the North.

REGENT ARCADE

The works that have begun on this flagship retail centre have created some opportunities for glimpses of Cheltenham not seen very often.

