



**Nathaniel Lichfield
and Partners**

Planning Design Economics

**CHELTENHAM BOROUGH
COUNCIL**

EMPLOYMENT LAND REVIEW

Appendices

Offices also in:
Manchester
London
Newcastle-upon-Tyne

Nathaniel Lichfield & Partners Ltd
1st Floor, Westville House
Fitzalan Court
Cardiff CF24 0EL

T 029 2043 5880
F 029 2049 4081
E cardiff@nlpplanning.com
www.nlpplanning.com

CONTENTS

APPENDIX 1: CONSULTEES	3
APPENDIX 2: EMPLOYMENT LAND COMPLETIONS, 1991-2007	5
APPENDIX 3: OUTSTANDING EMPLOYMENT PERMISSIONS IN CHELTENHAM: ADDITIONS.....	7
APPENDIX 4: LOSS OF EMPLOYMENT LAND, 1991-2007	9
APPENDIX 5: OUTSTANDING EMPLOYMENT PERMISSIONS IN CHELTENHAM: LOSSES.....	13
APPENDIX 6: SECTORS AT RISK OF DECLINE	16
APPENDIX 7: ANNEX E, EMPLOYMENT LAND REVIEWS GUIDANCE NOTE, ODPM....	17
APPENDIX 8: SITE DESCRIPTIONS.....	18
APPENDIX 9: SITE RANKING TABLE	36
APPENDIX 10: SITE LOCATION PLANS	37
APPENDIX 11: FORECAST ECONOMIC GROWTH.....	38
APPENDIX 12: CHELTENHAM TRAVEL TO WORK AREA.....	40
APPENDIX 13: EMPLOYMENT CHANGE IN CHELTENHAM 2006-2026	42
APPENDIX 14: REFERENCES	44
APPENDIX 15: GLOSSARY OF TERMS.....	46

APPENDIX 1: CONSULTEES

- | | |
|---|--|
| 1. Hotel on the Park | 21. BME Partnership |
| 2. Charlton Kings Hotel | 22. Cotswold Collections Ltd |
| 3. Cotswold Grange Hotel | 23. UCAS |
| 4. Pie and Mash Limited | 24. Ultra Electronics |
| 5. Grafx Digital Technologies | 25. Health Avery Architects |
| 6. Advanced Documentation Services Ltd | 26. M R Ratcliffe Consultants |
| 7. Mitchell Harris Partnership | 27. Quorum Technical Services |
| 8. D'Arcy Gallery Art | 28. Grimshaw Kinnear Ltd |
| 9. Fraser & Associates | 29. Chelsea Building Society |
| 10. M G Windows Ltd | 30. University of Gloucestershire |
| 11. Mail Boxes etc | 31. Fundraising and Research Consultancy |
| 12. Dair Limited | 32. Gloucestershire Constabulary |
| 13. Clarke Nicholls & Marcel Ltd | 33. Burke Bros |
| 14. Beswick Paper Ltd | 34. Cult Clothing Co |
| 15. D2 Jeans | 35. Horwath Clark Whitehill |
| 16. Beam Construction Ltd | 36. Cheltenham and Tewkesbury Primary Care Trust |
| 17. Cheltenham Diesel Ltd | 37. Ultra Dynamics |
| 18. Nelson Thornes Ltd | 38. Balls Grinding Ltd |
| 19. A V M Transport, Shipping and Storage | 39. Edward Elgar Publishing |
| 20. A E Smith Engineering | 40. In2Print |

41. Bakers of Cheltenham

47. Federation of Small Businesses

42. Marchant's Coaches

48. Business Link

43. Spa Chartered Surveyors

49. John Ryde

44. Bruton Knowles

50. Cheltenham Business Partnership

45. Alder King

51. Gloucestershire First

46. Hunter Page Planning

52. Nicholas Upton and Associates

The consultation stage of this study was undertaken by Cheltenham Borough Council prior to NLP's involvement. The number and range of consultees enabled a clear range of cross section of opinion to have been gathered regarding the employment land situation in Cheltenham. This, together with the other sources of information, was important in demonstrating the existing context in Cheltenham and in achieving an understanding of future aspirations.

APPENDIX 2: EMPLOYMENT LAND COMPLETIONS, 1991-2007

Site	Area (ha)	Use
Rosehill, Evesham Road (95/00596/PR)	2.83	B1 (Gulf Oil, now UCAS) (pp 15.5.92 imp 1993)
Arle Farm (96/00565/PF)	0.66	B2 (pp 1.8.96 imp 1997)
Arle Farm (97/01050/PF)	0.34	B1, B8 (GB Liners) (pp 1.2.98 imp 1999)
Arle Farm, NE Blaisdon Way (99/00654/FUL)	1.27	Warners car sales (permitted on industrial land by LP policy EM 67) (pp 14.10.99 imp 2000)
Jessop Avenue (99/50620/FUL)	0.44	B1 (offices only) Marlborough Stirling (pp 4.9.00 imp 2001)
Lower Mill Street (00/01484/FUL)	0.06	01/01484/FUL (committee 15.12.00 imp 2002)
Land adjacent Alstone Lane Trading Estate (01/00895/REM)	0.16	B1/B2 industrial units. Application 01/00895/REM (pp 13.12.01 imp 2002) Replacement land – linked to Indalex application 02/01615/FUL
Arle Farm (01/01796/FUL)	0.30	B1, B8 (GB Liners) (01/01796/FUL pp 28.3.02 imp 2003)
Land on the south side of Jessop Avenue (99/50620/FUL)	0.44	New 5 storey commercial headquarters. Proposed development 5697sqm.
Former PMF Building, Chosen View Road (03/01990/FUL)	0.7	Partial demolition and alterations (of former storage use & fabrication of metal sections) to form builders merchants (B8).
2-3 Royal Crescent (04/00470/COU)	0.04	C/U of former club buildings into 9 no dwellings (7 no apartments and 2 no duplex apartments), C/U of basement into offices.
54 Hewlett Road (04/00697/COU)	0.02	C/U of first floor residential flat to offices associated with existing funeral business on ground floor.
St Johns House. St Georges Place (04/00968/COU)	0.04	C/U from lecture room, training area and offices to B1 offices.
37 Pestbury Road (05/00359/COU)	0.02	C/U from residential to B1 office accommodation.
Land rear of 2 Suffolk Road (05/00443/COU)	0.0057	C/U from grain store to B1 office.
Units E, F and G Huntscot Road (05/0187/COU)	0.1058	C/U existing units to B8 storage and distribution units.

Cantay House Yard, 62-64 St Georges Place (05/00519/FUL)	0.07	Demolition of existing buildings plus erection of 13 residential apartments and 5 commercial units (B1 office). Flexible commercial space at ground and first floor levels, and associated undercroft and surface car parking.
Leopold and son ltd, Chiltern Road, Prestbury (04/00734/FUL)	0.068	Redevelopment of former bakery site to provide 3 no B1 units and 10 no one bedroom apartments. B1 units (685sqm), apartments (500sqm).
Nordic House, Lansdown Place Lane (04/01119/COU)	0.008	C/U from offices to live/work unit (80sqm).
Prospect House, Parabola Road (04/02171/COU)	0.017	C/U from B1 office to residential use, retaining basement as offices (B1), office allocation 175sqm (formerly 723sqm) – overall loss of site calculated at D13.
Berkeley Mews, 33 High Street (06/01249/COU)	0.0095	Change of use from studio workshops to class B1 (office/workshop), A1 (retail shop), A2 (professional services) and D1 (non-residential institutions).
Riverside House, College Baths Road (06/01253/FUL)	0.0404	Alterations to building to accommodate workshops and staff areas.
2 Royal Crescent (05/00895/COU)	0.035	C/U of ground and upper floors of former club building into B1 office use (Basement level already approved as offices - see site LAN0001E).
3 Royal Crescent (06/00093/COU)	0.035	C/U of ground and upper floors of former club building into B1 office use (Basement level already approved as offices - see site LAN0001E).
23 Imperial Square (05/01947/COU)	0.0095	C/U, ground floor from hair salon (use class A1) to residential (use class C3), basement from financial and professional (use class A2) to offices (use class B1).
2 Suffolk Road (05/01127/COU)	0.0076	C/U part ground floor to retail (class A1), basement area to office use (class A2 and B1), first floor to a one bedroomed flat and installation of shopfront.
Barrington House, Kingsditch Lane (05/01662/FUL)	0.0099	2 storey office extension and entrance canopy.
TOTAL	7.7414	

APPENDIX 3: OUTSTANDING EMPLOYMENT PERMISSIONS IN CHELTENHAM: ADDITIONS

Site	Area (ha)	Current Use
Former Fellmongers, Arle Avenue (02/01616/FUL)	0.79	Borough Council ownership. Vacant. Outline planning permission (99/50527/OUT – 20.01.00) for B2-B8. Within area of Outer West Development Brief. Area for development could be restricted due to River Chelt improvement works. Linked to Indalex applications 02/01615 and 03/01637.
Former Coal Yard Site, Tewkesbury Road (01/01642/OUT)	2.40	Area 2.65 ha. Private ownership. Vacant. Within area of Outer West Development Brief. Site partially affected by proposed Outer West Link Road. Planning permission (01/01642/OUT – 26.8.03) for B2 and B8 uses.
Land to rear of former B&Q, Tewkesbury Road (05/01027/FUL, 05/01028/OUT)	1.56	Application below cover same site. First application covers larger site of 1.56ha. Construction of 27 B1(c) /B2 and B8 class units (05/01027/FUL) Construction of 5 no. terraced B1(c) / B2 and B8 class units (outline) (05/01028/OUT). 0.916ha
Land on the South side of Jessop Avenue (00/00469/OUT)	0.34	Formerly car parking for employees of Marlborough Stirling Plc. 5 storey office development with roof plant, central atrium and undercroft parking (Separate site from 99/50620/FUL identified in additions table)
Arle Court Film studios (05/01093/FUL)	0.525	Extension of existing offices/studios to provide additional floor space and associated works. Proposed development: 2, 400sqm.
Cunningham House, Christowe Lane (05/01505/FUL)	0.036	Two storey building providing offices for local neighbourhood projects and an area office for Cheltenham Borough Homes. GAIN in B1a.
Land To The Rear Of The Range, Tewkesbury Road (05/01903/OUT)	0.4638	Construction of 5no. terraced B1(c)/ B2 and B8 class units.
Land To The Rear Of The Range, Tewkesbury Road (05/01902/FUL)	0.9684	Construction of 27no. terraced B1(c)/B2 and B8 class units. GAIN in B1c, B2 and B8.
45-47 Clarence Street (06/00052/COU)	0.01905	Conversion of upper floors from ancillary office and storage to office use (class B1). GAIN in A4 and B1a.
Cunningham House, Christowe Lane (06/00090/COU)	0.008	Convert existing flat and bedsit on ground floor into office accommodation. GAIN in B1.
Former Post Office Vehicle Depot, Carlton St. (03/01474/OUT)	0.12	Erection of 6 live / work flats and 1 part new build, part refurbishment 1 live / work flat following demolition of the majority of the existing buildings.

Warwick Buildings, Trinity Lane (05/01325/FUL)	0.03	Redevelopment of Warwick Buildings from use class B2 to mixed use B1 and C3. Office (proposed 105sqm and formerly 204sqm)
Land Between 113 And 115 Clyde Crescent (05/01505/FUL)	0.036	Two storey building providing offices for local neighbourhood projects and an area office for CB Homes.
GMR Studios Ltd, 3 Leckhampton Road (06/00651/COU)	0.0137	Change of use of ground floor from dance studio (use class D2) to office use (use class B1).
2-3 Royal Crescent (05/00420/COU)	0.02	C/U from penthouse apartment at top of building to business (B1). Currently office space at ground floor level with 14 residential units above.
2 Royal Crescent (05/00895/COU)	0.01	C/U of former club building into 9no. dwellings (7 no. apartments and 2no. Duplex apartments), change of use of basement into offices.
Cantay House Yard, 62 - 64 St. Georges Place (05/00519/FUL)	0.0708	Demolition of existing buildings plus erection of 13no. 2, 3 and 4 storey residential apartments and refurbished coach house, flexible commercial space at ground and first floor levels, and associated undercroft and surface car parking.
Rear Of 25 Lansdown Place (05/00104/COU)	0.0076	Demolition of existing garage/workshop. Construction of single storey office building (use class B1).
96 Winchcombe Street (06/00777/COU)	0.0117	Conversion and extension of existing property to 10 flats and retention of existing workshop/office (Use Class B1) to rear.
Former Alpha Filling Station, Queens Road (06/00983/FUL)	0.0064	Mixed use development including: retail unit (use class A1, floor area 369 square metres), 14No. 2 bed apartments and 1No. business unit (use class B1).
Former Indalex Site, Tewkesbury Road (06/01018/FUL)	0.4168	Employment development comprising of industrial and storage/distribution units (Class B2 and B8).
TOTAL	7.85325	

APPENDIX 4: LOSS OF EMPLOYMENT LAND, 1991-2007

Site	Area (ha)	Current Use
Tesco, Gloucester Road (91/00444/PO)	2.91	Now retail (pp 12.11.91 imp 1993)
Smiths Industries site (land at Oak Court), Hewlett Road (91/01233/PO)	0.53	Now housing (pp 30.4.92 imp 1994)
'New Rutland Court', Swindon Road (93/01218/PC)	0.34	Now housing (pp 10.3.94 imp 1994)
Meigh Castings site (unit L, Gallagher Retail Park), Manor Road (94/00301/PO)	0.59	Now retail (pp 26.5.94 imp 1995)
Mann Egerton site, Montpellier Gardens (94/00307/PF)	0.18	Now housing (pp 25.1.94 imp 1997)
Land adjoining Queen's Hotel (96/00141/PF)	0.60	Now housing (pp 31.12.96 imp 1998)
Mercian House, London Road (97/00798/PF)	0.21	Now housing (pp 28.5.98 imp 1998)
Reduction in designated area at Arle Court (99/00687/REM)	0.77	Now included in retail site (pp for retail 23.12.94 imp 11.12.97 adoption of LP)
Chelham House (Century Court), Bath Road (98/00150/FUL)	1.07	Now housing (pp 21.5.98 imp 1999)
Lex Mead, Tewkesbury Road (98/00571/PM)	1.10	Now retail (pp 30.7.98 imp 1999)
Grovefield, Hatherley Lane (99/00458/COU)	1.13	Former Dowty offices, now Nuffield Hospital (CB14260/17 pp 17.6.99 imp 2000)
Fairview Trading (99/00249/CD)	0.15	Now housing (CB 16185/02 pp 17.6.99 imp 2000)
Sandford Park Trading Estate (98/00328/CD)	0.99	Now housing (CB 22189/00 pp 22.9.99 imp 2000)
Arle Computer Centre, Old Gloucester Road (99/50598/OUT)	4.09	Eagle Star Computer Centre, now demolished, to be redeveloped for housing. (99/50598/OUT pp 20.12.00 imp 2001)
Temporary car park, Imperial Lane (01/1426/FUL)	0.15	Former dairy (B2), permission for flats. (01/1426/FUL pp 4.7.01 imp 2003)
Malthouse Lane / Dunalley Street (02/00650/FUL)	0.13	(02/00650/FUL pp 27.6.02 imp 2003)

Abattoir and adjoining factory, Gloucester Rd (Belmont Homes) (02/00001/FUL)	1.08	Part of St. James' development, now u/c for housing. (pp 19.2.98 cu imp 2002)
Indalex, Tewkesbury Road (98/00566/OUT, 02/01615/FUL, 03/01637/FUL)	0.64	Mixed development including A1, B1, B2, B8 – area shown would be employment land lost to retail. (98/00566/OUT pp 9.9.99, 02/01615/FUL and 03/01637/FUL)
Whitbread Brewery and Depot, St. Margaret's Road (99/00110/PO)	2.26	Brewery/offices now vacant, permission for retail, leisure, housing. (CB24000/01 pp 12.9.00)
Land at rear of Imperial House, Lypiatt Street (03/00544/FUL)	0.03	Redevelopment of offices by housing. (03/00544/FUL 26.6.03) (nb. This does not duplicate 04/01934/COU. Is situated on Southwood Lane)
Temple House, Windsor Street (02/01511/FUL)	0.26	Redevelopment of employment land (B1) by housing. (02/01511/FUL pp 9.7.03 on appeal)
St. James' House, St. James' Square (north) (04/00246/FUL)	0.06	C/U from office car park to housing. (04/00246/FUL pp 25.3.04)
Land at Gloucester Road (03/01339/OUT)	0.35	C/U from zoned employment land to housing. (03/01339/OUT pp 14.1.04 on appeal)
47 Cleveland Street (02/01906/COU)	0.04	C/U from engineering works to housing. (02/01906/COU pp 1.9.03)
32/34 St Pauls Road (02/00189/OUT, 04/00908/REM)	0.04	Former motor repair garage. Outline application (02/00189/OUT) for residential development and approval (04/00908/REM) of reserved matters – four terraced houses.
Land adjoining 1A Swindon Street (01/01708/FUL)	0.01	Application site is 148.5sqm. Application for the erection of a pair of town houses.
Greville House (37 Gratton Road) (01/00011/CAC)	0.36	Demolition of existing 2 storey office building, single storey garage and associate structures. Application 00/01045/COU (conversion of office to 4 flats/maisonettes and construction of 9 new flats and houses) approved on appeal 27.02.01.
Land at former Lyefield Garage, Lyefield Road West (00/00906/COU)	0.96	Conversion of offices to dwelling and erection of 2 bungalows & 1 detached house, following demolition of existing garage premises.
Unit 23a Lansdown Industrial Estate, Gloucester Road (04/01413/COU)	0.02	C/U of first floor offices to Martial Arts centre (D2).
St Peters Works, Swindon Road (03/00805/OUT, 05/00393/REM)	0.03	Residential development on former light industrial engineering site. (03/00805/OUT & 05/00393/REM)
51 St Georges Place (05/00114/COU)	0.01	C/U from offices to 4no. apartments.

Eagle Lodge, Montpellier Drive (04/02060/COU)	0.04	C/U from B1 office to A3 restaurant with staff accommodation.
1 Bath Street (05/00006/COU)	0.03	C/U of ground floor and first floors from B1 offices to A2 Estate Agency.
Imperial House, Lypiatt Road (04/01934/COU)	0.16	Conversion of offices to 7 residential apartments.
37 St Georges Road (04/02011/COU)	0.0048	C/U of lower ground floor offices to D1 use (consulting rooms) 48sqm.
3 Gloucester Place (03/01047/COU)	0.03	C/U of former commercial premises into 5 apartments involving construction of two-storey extension (revised scheme).
436 High Street – First Floor (04/00253/COU)	0.02	C/U from B1 office to D1 dance studio.
24 St Georges Place (03/01044/COU)	0.04	Erection of 13 flats following demolition of all buildings on site (former offices).
22 Imperial Square (04/00523/COU)	0.02	C/U from offices to single dwelling.
15 Lansdown Crescent (04/00995/COU)	0.0048	C/U of two-storey building (former Coach House) to residential - 48sqm.
394-396 High Street (04/01103/COU)	0.0050	C/U from redundant storage to single dwelling unit - 50sqm.
Land at Coltham Fields – Hales Road (01/01450/FUL)	0.05	Development of 3 2 bedroom dwellings following demolition of existing garage premises. Approved on appeal 22.10.02.
Land at rear of 1, Hanover Street (03/01059/OUT)	0.063	Outline application to construct an L-shaped block of 9 no. 1 bed apartments and the provision of associated car and cycle parking facilities, following the demolition of the existing buildings.
Unit E, F And G, Huntscote Road (05/01087/COU)	0.1058	Change of use of existing units (B2) to B8/storage and distribution use, alterations to external appearance and access/parking arrangements.
First Floor Unit 11, Lansdown Industrial Estate (05/01771/COU)	0.037	Change of use from B1c to D2.
4 Ormond Terrace, Regent Street (06/00033/COU)	0.013	Change of use from office accommodation (B1a) to hairdressing salon.
96 Promenade (05/01875/COU)	0.0138	Change of use of first floor (B1a) to retail (A3) and facilitating works.
Burke's Yard, Dunalley Street (02/00741/FUL)	0.06	5 no. new-build flats and refurbishment of end-of-terrace on site of derelict scrap yard. (02/00741/FUL pp 27.6.02).

Adtech House, 109-117 High Street (06/01383/COU)	0.0366	Change of use of second floor of offices (B1a) to leisure use (family fitness with martial arts theme).
Unit D, Liddington Industrial Estate, Old Station Drive (06/00879/COU)	0.0302	Refurbishment to existing warehouse/office to form three office units and one warehouse/office unit.
Ashley House, Wellington Street (05/00971/COU)	0.2	C/U from offices to 63 bed hotel.
5 Ormond Terrace (06/00901/COU)	0.0135	Change of use of the ground, first, second and third floors from B1 offices (currently vacant) to A2 offices.
51 St. Georges Place (05/00114/COU)	0.038	C/U from offices to 4no. apartments, one on each floor.
7 St Georges Terrace (05/00551/COU)	0.01	Proposed conversion of existing offices over three floors back to single residential dwelling.
6 St Georges Terrace (05/00553/FUL)	0.01	Proposed conversion of existing offices over three floors back to single residential dwelling.
Abbeyholme Stables, Lansdown Crescent Lane (05/01481/COU)	0.016	C/U to 2 no. live/work units from light industrial.
123 Promenade (05/01332/COU)	0.0114	C/U of ground floor from use class B1 (offices) to use class A2 (financial and professional services).
Prospect House, Parabola Road (04/02171/COU)	0.0219	1st floor and 2nd floor to residential use (from offices B1).
Imperial House, Lypiatt Road (05/01687/COU)	0.037	C/U from office accommodation to 7no. residential apartments.
Parish Room Studios, Fairview Street (05/01805/COU)	0.1	Change of use from B1 (Offices) to D1 (Consulting rooms with ancillary activities).
12A Evesham Road (06/00516/COU)	0.014	Change of use from residential outbuilding last used for storage (class B8) to residential dwelling (class C3).
71 New Street (06/00403/COU)	0.0086	Conversion of existing industrial unit into two self-contained two bedroomed flats (corrected description).
TOTAL	22.3344	

APPENDIX 5: OUTSTANDING EMPLOYMENT PERMISSIONS IN CHELTENHAM: LOSSES

Site	Area (ha)	Proposed Use
1A and 1B Swindon Street (05/01319/FUL)	0.02	Demolition of 1A Swindon Street (Motor factor sales & storage) and replace with two dwellings. Extension and alteration to 1B Swindon Street – revised scheme received 19/10/05.
Rear of 98 Wincombe Street (05/01376/FUL)	0.05	Part C/U from B8 use to form an educational facility (use class D1), including an extension to the rear .
Croft Garage, Cirencester Road (03/01957/COU)	0.13	C/U to residential (from garage, workshop, shop and forecourt).
St Lukes Garage, St Lukes Road (04/01157/COU)	0.02	Demolition of garage, alterations and extension to existing workshop to provide 3 dwellings.
Land At 233- 235 Cirencester Road (05/01173/FUL)	0.18	Former garage and house. Proposed residential development consisting of 6apartments and 6 dwelling houses. Section 106 status
94 Bath Road (04/00825/COU)	0.3	C/U from office to residential.
Unit 4 Maida Vales Business Centre, Maida Vale Road (04/01097/COU)	0.14	C/U from industrial starter units/warehousing to sale and storage of motor vehicles.
Former Post Office Vehicle Depot, Carlton Street (04/02175/FUL)	0.1	Erection of 12 live/work units (following demolition of existing building on site). Allowed on appeal.
39-49 Roman Road (04/00902/OUT)	0.0693	Demolition of existing buildings and erection of 13 x 1 bedroom apartments with car parking. Allowed on appeal.
The Workshop – Blacksmiths Lane (04/01138/OUT)	0.0489	Outline application for the erection of 1 dwelling on site of barn workshop following demolition. Allowed on appeal.
Land and Buildings Located to Rear of 29-31 St Pauls Street North & St. Pauls Lane (04/00864/FUL)	0.04	Redevelopment of existing industrial premises to provide 14 residential unites. Allowed on appeal.
Prospect House, Parabola Road (04/02171/COU)	0.14	C/U from B1 office to residential use, retaining basement as offices (B1), office allocation 175sqm (formerly 723sqm) – retained offices calculated at E4.
54-56 Bath Road (05/00883/COU)	0.0205	Conversion of office accommodation to residential (7 apartments). LOSS in B1a.
Parish Room Studios, Fairview Street (05/01805/COU)	0.0112	C/U of first floor from B1 (photographic studio) to a residential apartment in association with the ground floor B1 activities. LOSS B1b for C3.

Imperial House, Lypiatt Road (05/0687/COU)	0.037	C/U from office accommodation to 7no. residential apartments. LOSS in B1a.
Carlton Street (05/01611/FUL)	0.08	Erection of 12 no. live/work units following demolition of existing building on site (UCO B2). LOSS in B2.
The Bakery, Bakehouse Lane (06/00014/COU)	0.0115	C/U of former bakery building into dwelling involving alterations and first floor extension. LOSS in B1c.
Former Post Office Vehicle Depot, Carlton Street (06/01920/CAC)	0.042	Demolition of existing building on site to allow for re-development by 6 x residential houses and 2 x offices. Allowed at appeal
Former Cheltenham Commercial Vehicles Site, Gloucester Road (05/01760/COU)	0.04	C/U from former commercial vehicle repairs and storage to the proposed storage, display and sale of natural stone products.
Land r/o 91 New Barn Lane, Prestbury (07/00076/FUL)	0.1482	Demolition of commercial buildings (B1c) & erection 8 dwellings.
29-30 Suffolk Parade (06/00886/FUL)	0.011	To demolish 2 garages and workshop and erect two 2 bedroom dwellings.
6-8 St. Lukes Road (05/01415/FUL)	0.0056	2no. 3 storey houses (2x3 beds) to replace existing car repair garage.
54-56 Bath Road (05/00883/COU)	0.0205	Conversion of office accommodation to residential (7 apartments).
7-9 Ambrose Street (06/00335/COU)	0.088	Change of use of part ground floor and first floor to create town centre police station with associated parking and installation of 300mm diameter rooftop communications antenna (additional rear elevation plan rec'd 28.04.06).
Bayshill House, Bayshill Road (06/01600/FUL)	0.1695	Construction of new performing arts centre following demolition of existing 1970's extension (currently offices) to Grade II* listed house along with refurbishment of listed house.
12 Lansdown Crescent Lane (05/00083/COU)	0.0157	C/U from light industrial to form work/ live unit.
21 Lansdown Place Lane (06/00806/COU)	0.0076	Change of use of first floor from office (B1) to residential accommodation to include two storey extension to side.
Parish Room Studios, Fairview Street (05/01805/COU)	0.0056	C/U of first floor from B1 (photographic studio) to a residential apartment in association with the ground floor B1 activities.
Warwick Buildings (Anchor House), Trinity Lane (05/01325/FUL)	0.0099	Redevelopment of Warwick Buildings from use class B2 to mixed use B1 and C3 (10 flats).

18 Imperial Square (06/01247/COU)	0.0355	Change of use from offices to single dwelling.
30 Imperial Square (06/01881/COU)	0.024023	Conversion from offices to a single residential dwelling.
R/O 29-31 St. Pauls Street North & St. Pauls Lane (04/00864/FUL)	0.037225	04/00864/FUL: Redevelopment of existing industrial premises to provide 14 residential units OR 04/00163/FUL: Residential development comprising 12 one bedroom flats and 3 studios.
Land Bound By Market Street, Honeybourne Line Footpath & Cycle Way, The New Link Road And Gloucester Road (02/00001/FUL)	0.85397	Redevelopment of B2 and playing field for 246 dwellings (OR).
Corinth House, 117 Bath Road (06/00440/COU)	0.0138	Change of use of ground floor from office (Class B1) to children's day nursery (Class D1) and minor works to create a second fire exit and widen the existing vehicular access. Allowed at appeal.
TOTAL	2.926518	

APPENDIX 6: SECTORS AT RISK OF DECLINE

	Aerospace	Agriculture	Banking and Finance	Basic Metals	Chemicals	Clothing and leather	Electrical Engineering	Electricity	Electronics	Food	Instruments	Mechanical Engineering	Metal Goods	Motor Vehicles	Non-Metallic Mineral Products	Other Transport Equipment	Paper, Print and Publishing	Public Admin and Defence	Rubber and Plastics	Textiles	Total
North East Triangle	6,100	400	1,600	800	1,000	1,800	1,200	1,100	1,500	1,700	1,500	4,100	2,400	3,100	1,600	600	900	2,500	2,300	500	36,700
West of England	4,900	100	1,000	300	300	1,200	200	500	900	600	600	1,400	1,200	500	700	200	500	1,400	800	300	17,600
Swindon	200	0	200	0	100	100	400	300	0	100	100	300	0	300	200	0	100	200	200	0	2,800
Cheltenham and Gloucester	900	100	300	100	400	100	200	300	0	300	600	1,600	600	400	200	0	200	600	500	100	7,500

Source: *The Spatial Dynamics of Change in the Region's Key Sectors*, DTZ, 2005

Note: the sum of each category for the West of England, Swindon and C&G do not equal the NE Triangle total as the Triangle area includes additional areas which are not shown in detail.

APPENDIX 7: ANNEX E, EMPLOYMENT LAND REVIEWS GUIDANCE NOTE, ODPM

Box E.1: Appraisal Criteria for Assessing the Quality, Market Demand and Availability of Existing Portfolio	
0. Base Information	
0.1 Overall size of site/area	
0.2 Floorspace in use (by segment/unit size)	
0.3 Floorspace for sale and vacant (by segment/unit size)	
0.4 Potential development plots (by size)	
1. Quality of Existing Portfolio and Internal Environment	
1.1 Age and quality of buildings	
1.2 Noise and other obvious pollutants	
1.3 State of the external areas and public realm	
1.4 Parking, internal circulation and servicing	
2. Quality of the Wider Environment	
2.1 Adjacent land uses constraining operations or quality of uses on site	
2.2 Perception of the wider environmental quality	
2.3 Local facilities for workforce	
3. Strategic Access	
3.1 Ease of access to main road network	
3.2 Proximity to rail, sea and air freight	
4. Market Conditions/Perception and Demand	
4.1 Strength of local demand in segment	
4.2 Recent market activity on site	
4.3 Likely market demand and viability of development without intervention	
5. Ownership and User Constraints on Development/Redevelopment	
5.1 Identify and number freehold owners	
5.2 Identity of leasehold or other occupiers, lengths of lease etc	
5.3 Ransom strips or other known ownership constraints on development	
6. Site Development Constraints [undeveloped sites only]	
6.1 Site access	
6.2 Topography, size and shape	
6.3 Utilities	
6.4 On-site environmental (nature conservation, trees, cultural heritage, landscape)	
6.5 Contamination/land stability/on-site structures	
6.6 Amenity of adjacent occupiers	
7. Accessibility	
7.1 Workforce catchment	
7.2 Access by public transport	
8. Sequential Test and Brownfield/Greenfield	
8.1 Urban, urban edge or outside urban	
8.2 Previously developed in whole or part	
9. Social and Regeneration Policy	
9.1 Availability of other jobs locally	
9.2 Deprivation in local communities	
9.3 Priority regeneration designation	
9.4 Potential availability of 'gap' funding to develop	
9.5 Ability of site to support particular economic development priority?	
10. Other Policy Considerations	
10.1 Alternative uses if no longer allocated for employment	
10.2 Other material policy considerations	
Source: ERM	

1.1

Source: Employment Land Reviews: Guidance Note (ODPM, 2004)

APPENDIX 8: SITE DESCRIPTIONS

Employment Sites of Very Good Quality

- 1.2 **Gloucester Road – GCHQ Benhall** (16.99ha) (75) is a large site located to the west of the town and is used as the Government Communications Head Quarters (GCHQ). It benefits from an excellent strategic location on the A40 and is close to the M5. It also has good vehicular access off the A40 (Gloucester Road) via Hatherley Lane and good quality internal roads. In addition, the site is located approximately 2.5 km away from Junction 11 of the M5. The on-site environment is excellent with very high quality buildings and an attractive public realm.
- 1.3 **Promenade** (0.55ha) (47) is a town centre site, the majority of which is currently occupied by Cheltenham Borough Council, whilst **121-133 Promenade** (0.33ha) (74) is currently occupied by a number of businesses. These sites are located on The Promenade (A4015) within the town centre. The Regency-style buildings are of an excellent quality and both sites are very well maintained with attractive greenspaces to the front of the buildings. However, the ability of buildings such as this to accommodate modern internal specifications (i.e. air conditioning, IT and communications cabling and open plan office layouts) is a potential disadvantage for occupants. Nevertheless, the quality, appearance and location of the Promenade outweigh such limitations. In addition the town centre location ensures good local facilities for the workforce within these two buildings and excellent accessibility by a variety of modes of transport.
- 1.4 The centrally located **Montpellier Drive/ Bath Road** (1.33ha) (43) includes the Eagle Star Tower – a relatively tall office block which comprises a significant area of office space totalling around 1.7m sqm. All of the buildings on-site are of a good quality and the site benefits from good accessibility and adequate car parking; both over ground and underground spaces are available. However, the internal layout of the on-site building is inefficient due to the layout of lifts and stairwells.
- 1.5 **Jessop Avenue** (1.79ha) (44) is a relatively large site within the town centre. The site is currently occupied by Vertex Financial Services; the quality of the buildings and the on-site environment is very high. The Jessop Avenue site benefits from good accessibility and on-site car parking.

- 1.6 **Royal Crescent & St George's Place** (1.35ha) (48) is located within the town centre and contains high quality buildings which are laid out in a Regency style crescent. The building has been sub-divided into a number of smaller offices. The site is located immediately adjacent to the main bus station and is located a short distance from The Promenade. It benefits from an excellent location within the town centre and is well served by a wide range of local facilities. Nearby sites Royal Well and St James Square Car Park form two of three sites which have been earmarked by the Council for development as part of the Civic Pride scheme. In the case of Royal Well, the Council are in the process of developing initial plans for a new public open space within the crescent and a possible redevelopment of the Municipal Offices, potentially into an upmarket hotel. In addition, plans for St James Square seek to link the Waitrose development site to the centre of town - thus 'opening' up this quieter corner of central Cheltenham.
- 1.7 **Bath Mews** (0.09ha) (66) is located off Bath Parade at the east of the town centre and is currently occupied by a number of tenants including GMB, Britain's General Union and Radcliffe Hall Internet. It has no available space for potential expansion. The quality of the buildings on the site is good, although it is predominantly surrounded by residential uses and a large area of parkland to the north-east. The nature of the uses of the site do not, however, have any adverse impact upon the amenity of neighbouring properties and do not undermine the character of the surrounding area.
- 1.8 **Old Bath Road & Thirlestaine Road** (2.93ha) (56) is located on the south-east edge of Cheltenham town centre and currently occupied by Chelsea Building Society Administrative Head Quarters. The high quality buildings on the site are set within large landscaped grounds which are very well maintained and provide an attractive setting for the commercial operation on the site. Accessibility to the site is good in terms of the private car and in addition to a number of public bus services within walking distance, the Chelsea Building Society subsidise a bus into the town centre .
- 1.9 The **St James's Square** (1.10ha) (67) site is adjacent to Jessop House (44). It is occupied by relatively high density buildings and presently occupied by the Bank of Ireland, Ross Bank and a number of smaller commercial operations. The main access point into the site is off St James's Square and it is also well served by public transport as well as by a wide range of shops and services within the town centre.

- 1.10 **The Quadrangle, Promenade** (0.17ha) (49) is a single, 1970s building located within the town centre, adjacent to The Promenade and Imperial Square. It benefits from an attractive setting alongside Imperial Gardens and the Town Hall. Whilst the building is of a reasonable quality it does appear slightly dated. However, its central location means that it is well served by a wide range of local facilities and amenities and benefits from a very good level of accessibility.
- 1.11 **Vittoria House** (0.18ha) (52) is located off Vittoria Walk, at the south of the town centre. The high quality, Regency style building is presently used as a commercial office and is occupied by Donaldsons Chartered Surveyors. It has been well maintained and the external parts of the site are of a high quality. The site, which is surrounded by a mix of commercial and residential properties, is well located with good access to local facilities and high quality public transport facilities.
- 1.12 **St Georges Road** (0.75ha) (53) contains the Magistrates Court and Social Security Government Offices. Whilst the site has limited capacity for future expansion, the quality of the buildings and the on-site environment is adequate. The site's town centre location contributes towards a good level of accessibility from a variety of modes of transport.
- 1.13 **Cirencester Road** (0.50ha) (34) is located on the south-eastern edge of town. The site, which used by Spirax Sarco as offices and a training facility, comprises a substantial period house, set within extensive grounds, with a number of more modern extensions and out-buildings to the side and rear. The buildings and the grounds are of a very good quality and have no adverse impact upon the surrounding residential area. However, the site is located some distance from the town centre and public transport accessibility is not as good as for other sites. The nearest bus route runs an hourly service to Cirencester and Swindon, whilst two other routes are located within walking distance but are also fairly infrequent. Similarly, it also does not enjoy the same level and quality of local facilities and amenities as those sites within the town centre.
- 1.14 **Parker Court & Brailsford House** (0.05ha) (61) is located to the west of Cheltenham town centre alongside Knapp Lane and New Street. The good quality buildings are occupied by a number of small scale businesses. Access into the site is reasonable although internal circulation and the level of car parking provided within the site is good. As with other sites within the town centre, the image and market attractiveness

of this location is good. Additionally, the site enjoys good public transport access and is well served by a range of local facilities.

- 1.15 **Bayshill Road** (0.49ha) (51) is centrally located within Cheltenham town centre. The site's main building (St Geogre's House) is currently occupied by Kraft and used as office space. The building is well kept and, despite a limited amount of space for expansion, the site has an attractive area of landscaping along St George's Road. The site is surrounded by a mix of residential and employment uses with which are compatible with its office use.
- 1.16 **Lypiatt Road** (0.54ha) (70), which is located in the southern part of Cheltenham town centre, is currently used for B1 Use Class and is occupied by a variety of companies. Residential uses are located to the west of the site whilst employment uses are located to the east. Although the buildings on-site are of differing ages, all are in an excellent condition and the external space, although limited in area, is also of a very high standard.
- 1.17 **Landsdown Road and Lypiatt Lane** (1.29ha) (55) is located to the south west of Cheltenham town centre. The site is currently used for offices and is occupied by companies such as Brewin Dolphin and Maxima Holdings. The site is densely developed but the buildings are of a very good standard and are well maintained. However, the nature of surrounding uses - residential to the east and south and employment to the north and west - and the limited amount of space around the buildings mean that there is very little opportunity for expansion.
- 1.18 **St Margaret's Rd & North Place** (0.30ha) (42) is a small site located to the north-eastern edge of Cheltenham town centre. The site is used as office space by a number of companies including Cheltenham Insurance Brokers, Horsebridge Network Systems, Staybrite Windows and GEO Specialty Chemicals. Adjacent uses are predominantly employment related. The site is located immediately south-west of the A4019 and its main access point is taken from North Place. Due to the site's location close to Cheltenham town centre, it benefits from an excellent range of local facilities for the workforce and public transport linkages.
- 1.19 **New Barn Lane** (2.73ha) (65) is located within the northern area of the Cheltenham urban area. The site is on the southern side of New Barn Lane, adjacent to the roundabout junction with the Evesham Road (A435) and is currently occupied by the offices for Universities and Colleges Admissions Service (UCAS). The buildings on-

site are of an excellent quality and are located within an extensive area of landscaped grounds. However, its location means that local facilities for the workforce are sparse and public transport access is limited to just one bus service (Service D) although this service is frequent and runs every 10 minutes.

Employment Sites of Good Quality

- 1.20 **Princess Elizabeth Way** (5.19ha) (20) is located to the north-west of Cheltenham and currently used for light industrial uses. It lies adjacent to Princess Elizabeth Way (A4013) and close to residential uses and open space. Access from Princess Elizabeth Way (A4013) is reasonable although the site appears to have only one access point, which is located off a fast-moving road. Its strategic access, however, is enhanced by its location to the west of Cheltenham on the A4019.
- 1.21 **Hatherley Lane, The Redding's** (8.57ha) (22) is located within the western urban Cheltenham urban area. The site is advantageously positioned just to the south of the A40 (Gloucester Road), approximately 1.5km from Junction 11 of the M5. However, public transport linkages and local facilities for the workforce are limited, due to the site's out-of-centre location.
- 1.22 The site is currently used by a selection of companies including Smiths Aerospace and Woodward Engineering. Woodward Engineering will be vacating this site in January 2008 and agents are currently considering opportunities for higher-density redevelopment. On-site buildings are functional, of a good quality and well-maintained, although space around the buildings is restricted, leaving little to no option for future expansion. The surrounding areas are relatively compatible; some residential areas are located some distance away to the south and east of the site's boundary. There is a large B&Q store to the west and park land to the north.
- 1.23 **Vittoria Walk & Oriel Road** (0.84ha) (60) is located within Cheltenham town centre. The site is located within a predominantly commercial/office based location. Currently, this site is occupied by office-based uses including companies such as BT, Archant Life, Rickerbys Solicitors, Ecctis, Pickabook, M R Ratcliffe Consultants, The Isbourne Education Centre and Reinsurance Technical Services. The buildings which are located on-site are functional and of a reasonable quality. Due to the site's close proximity to the town centre, public transport linkages and local facilities for the workforce are readily available. In addition, the image of the surrounding area ensures that this site is very attractive to the market.

- 1.24 **Parabola Road/Montpellier St** (0.15ha) (69) is located at the edge of Cheltenham town centre and is used for office development and is occupied by Dezec and Howarth Clark Whitehall. It is located adjacent to a busy junction on the A40 and accessed off Montpellier Street. This access point is suitable for vehicles, though may cause problems for HGVs and servicing vehicles. The site is located within walking distance of the town centre and therefore there is a good range of local facilities for the workforce and good public transport linkages. A large range of bus stops are within walking distance of the site. In addition, Cheltenham Spa railway station is approximately 1km away in the west.
- 1.25 **Cheltenham Trade Park** (3.83ha) (4) is a sizable, relatively modern Trade Park located to the north-west edge of Cheltenham town centre. The north-east of the site is occupied by industrial uses; to the west is the railway line and areas to the south and east are predominantly residential. Local site access is acceptable although appears reliant on residential roads such as Arle Avenue and Arle Road, as a connection to Tewkesbury Road in the north (A4019).
- 1.26 **Kingsditch Trading Estate** is the principal industrial area of Cheltenham; a 1950s estate which is split into seven blocks, each of which have been assessed individually. Kingsditch Block 1-7 are all located within the north-west of Cheltenham urban area. All blocks are positioned adjacent to one another and to the north-east of the A4019. The whole estate is occupied and used for a variety of different uses. Planning permission has been granted for a mixed use development comprising retail warehousing including a garden centre, a restaurant, industrial and storage /distribution units and car showroom and workshop on the former Indalex Site, at the junction of Kingsditch Lane and Tewkesbury Road. The original outline permission for the development was approved in 2000.
- 1.27 **Kingsditch Block 1** (10.51ha) (8) is currently used for retail, wholesale and office developments, whereas **Kingsditch Block 2** (7.72ha) (9) is generally occupied by wholesale and retail. Similarly, **Kingsditch Block 3** (6.66) (10) is used for light industrial and retail and **Kingsditch Block 4** (9.65ha) (11) is home to retail, industrial and some wholesale. **Kingsditch Block 6** (5.71ha) (13) is generally occupied by engineering and car parts, **Kingsditch Block 5** (6.62ha) (12) is occupied by Spirax Sarco and is used for manufacturing whilst **Kingsditch Block 7** (5.54ha) (14) is used for light industrial uses.

- 1.28 Blocks 6 and 7 are both located in the most northerly position and accessed off Runnings Road, The Runnings and Wyman's Lane. The buildings in Blocks 6 and 7 are of a higher quality than those in Blocks 1-5. The buildings within blocks 1-5 are functional although appear slightly tired. However, these older blocks are categorised by low-density buildings which offer opportunities for redevelopment, although it is recognised that the variety of ownerships might limit such prospects of redevelopment.
- 1.29 Nevertheless, common to all blocks in Kingsditch Trading Estate was the good strategic access. All blocks were relatively close to the A4019 which links onto Junction 10 of the M5 (located to in the west approximately 4km away). However, due to the predominantly industrial nature of the site and out-of-town location there are limited local facilities for the workforce and impeded public transport access. A small number of routes are located within walking distance of the site on Wyman's Lane and Manor Road or on the busy Tewkesbury Road (A4019). Services H, 41 and C run routes into and out of the town centre as well as to Tewkesbury and Northway. The frequency of these varies between every 15 to 30 minutes. In addition to this, the area suffers from some adverse effects associated with noise, dirt and smell, all of which originate from the industrial nature of uses on-site and the neighbouring roads (A4019, Kingsditch Lane and Manor Road).
- 1.30 **Tebbit Mews** (0.12ha) (73) is located on the northern section of Cheltenham town centre. The site is located off Winchcombe Street which is located due south of the Fairview Road (A46). It is currently used for office space. Both on-site buildings and the surrounding public realm space are good quality. However, the site has a poor servicing access and limited space for future expansion. In addition, access to Junction 10 of the M5 is via a congested and rather long route (approximately 6 km).
- 1.31 **Gloucester Road** (3.39ha) (1) is located on the western edge of Cheltenham town centre. The site is currently occupied by a variety of companies including Travis Perkins Builders Merchant and the Amethyst Honda and Seat Car dealerships. Playing fields are located to the south-east of the site, north-west, west and south of the site are residential uses and office uses are located to the north of the site (St George's Road, Map No. 3). The residential uses are relatively close and may pose conflicting use problems in the future. The site is located in a highly accessible location, close to public transport nodes such as Cheltenham Spa railway station (under 1 km away) and frequent bus services such as D, A, X94, 94, P.Q, 98 and 97

which run to Gloucester, Cheltenham town centre, Churchdown and local residential areas such as the Reddings, Warden Hill and Rowanfield.

- 1.32 **Bath Road & Suffolk Road** (0.93ha) (57) is located to the south of the town centre and forms two spaces either side of Suffolk Road, at the junction with Bath Road (A46). Both spaces are occupied by office-based businesses. The on-site buildings are of a good quality and there is a good supply of on-site car parking. In addition to this, the site's town centre location allows for a good range of local facilities for the workforce and public transport access. A number of bus routes are located nearby which potentially link the site with the town centre, Swindon Cirencester, Shurdington, Gloucester, Stroud, Nailsworth and the predominantly residential area of Charlton Kings. However, the majority of the longer distance routes are relatively infrequent, running an hourly service.
- 1.33 **Ambrose Street & Knapp Road** (0.21ha) (40) is located within the northern half of Cheltenham town centre. The site is split into two elements, with the first being located between Ambrose Street and Chapel Street. The second element is located a short distance away in a westerly direction and is accessed off Knapp Road. Both elements have been examined as a whole. The sites are presently occupied by office uses. Both the car parking provision and space around the buildings for future expansion is limited. Nevertheless, this employment site represents a decent location, with good public transport access, reasonable quality buildings and public realm, within a good and attractive area in terms of the market.
- 1.34 **Parabola Road** (0.15ha) (68) is located on the south-western edge of Cheltenham town centre and is currently occupied by the Inland Revenue offices. Surrounding uses are predominantly residential and employment and therefore a future office use would be anticipated to create limited conflict. The on-site buildings are of good quality and well-maintained. The site is within a short distance from Cheltenham Spa Railway Station and due to the town centre location, public transport linkages are good. There are a good range and frequency of bus routes run within walking distance of the site; such routes link the site with the town centre, the Railway Station, Gloucester, Churchdown and a number of residential areas within Cheltenham.
- 1.35 **Charlton Kings Industrial Estate** (1.43ha) (19) is located on the south eastern edge of Cheltenham's urban area on Cirencester Road and has some public transport access into the Cheltenham town centre, Swindon and Cirencester. The site suffers some problems with dirt and smells, although the trees and golf course at the

southern end help to maintain a “green” atmosphere. The existing buildings, which are used for light industry, are over 20 years old and of an average quality. A new customer contact centre for Chelsea Building Society is now complete.

- 1.36 **Blaisdon Way, Village Road** (3.13ha) (37) is located on the edge of Cheltenham's urban area, in the north-west of Cheltenham Borough. The site is well located just south of Hayden Road (B4634), which connects onto Tewksbury Road (A4019). Residential uses are located some distance away from the site in the south and therefore do not represent potential conflicts for future uses.
- 1.37 The **Kingsmead Industrial Park** (3.36ha) (80) is located on the opposite side of Princess Elizabeth Way (A4013) to the **Princess Elizabeth Way** site (1.46ha) (20). This site is accessed off Princess Elizabeth Way (A4013) and lies adjacent to a roundabout on Tewkesbury Road (A4019 and A4013). The site is currently used for light-industrial uses. Surrounding uses include a mixture of light-industrial, retail park and residential uses. On-site buildings are functional but of a good quality, whilst the external area and public realm spaces are adequate. Due to the Industrial Park's out-of-centre location, the site has good strategic access via the M5 Motorway and the A4019.
- 1.38 **Winchcombe Street** (0.14ha) (58) is located on the eastern edge of the town centre. It fronts onto Winchcombe Street, close to the street's junction with Warwick Place. The site is occupied by a light industrial use. The buildings on-site are adequate and the site is close to a good range of local facilities for the workforce, located in the town centre. The site is densely developed with inadequate car parking and little room for future expansion. In spite of this, the site is located within a very good area with a good image and market attractiveness. Additionally, its close proximity to the town centre allows for good public transport linkages.
- 1.39 **Wellington St & Bath Rd** (0.36ha) (59) is located in the east of Cheltenham town centre. The site forms three elements, two of which are located on the western side of Bath Road and the remaining one on the eastern side of Bath Road. All are presently used for office purposes. Most of the on-site buildings are of a good quality and the current uses are compatible with the adjacent office and commercial uses, providing a very good range of local facilities for the workforce. The overall image and quality of the local community is excellent.

- 1.40 **Village Road** (1.37ha) (21A) and **Village Road** (0.70ha) (21B) are located opposite each other, in a residential area to the north-west of Cheltenham town. Village Road (21B) is the slightly smaller site located to the east of Village Road, it was previously occupied by Tungum Ltd, but is now vacant. Adjacent uses are mixed although this site is particularly close to residential uses on Kingsmead Close and Village Road.
- 1.41 Village Road (21A) is the larger site located on the western, it is occupied by the NHS and Douglas Equipment Ltd. Adjacent uses are set back slightly more than Village Road (21A) and includes an area of open space to the west of Village Road and residential uses to the north. Whilst both sites are relatively close to Junction 10 of the M5 (approximately 3.5 km to the west), the railway station is a little nearer and approximately 3km to the south.
- 1.42 **Tewkesbury Road Industrial Estate** is made up of three blocks (referred to as Blocks 1-3). The estate is located on the north-western edge of Cheltenham town centre, just south of Tewkesbury Road (A4019). It forms an important trade and business location in the Borough. The estate contains a number of A1 retail users such as Tesco's, Wicks, and MFI.
- 1.43 **Tewkesbury Road, Block 1** (2.75ha) (29) is located adjacent to the railway line, to the east. This block had poor quality on-site buildings although the public realm was deemed reasonable. Access to the site is poor.
- 1.44 **Tewkesbury Road Industrial Estate, Block 2** (5.25ha) (30) is located alongside the eastern boundary of Block 1 and scored the worst out of the three blocks. Although the site was considered to exhibit slightly higher quality on-site building than Block 1, the area suffered from more severe problems associated with noise and smell. In addition, this block was located nearer to residential areas than other blocks.
- 1.45 **Tewkesbury Road, Block 3** (0.94ha) (38) is located on the opposite side of the road to Blocks 2 and 3. This block scored the highest score when compared with the other two blocks. The block suffered the least from problems of noise, smell and dirt and had better internal circulation.
- 1.46 **The Barlands** (2.53ha) (54) is located (approximately 4km) to the south-east of Cheltenham town centre, immediately north of the London Road (A40). Its southern boundary is formed by London Road and greenfield land is located beyond the remaining site boundaries. No residential uses are located nearby. This site is

currently occupied by the Corporate Headquarters of Alan Dick & Company Ltd. Its compatibility with adjacent uses is good and there is space for future growth, but the scope major expansion for will be limited by the proximity of the AONB.

- 1.47 To the west of the town centre, bounded by Alstone Lane, Gloucester Road and the railway line is a 4.43ha 1950s industrial development, containing several industrial estates. At the northern end of the development are **the Bramery, East of St Georges** (1.39ha) (2B) and **St Georges Business Park** (0.53ha) (2C) and to the south is the **Vineyards Industrial estate** (0.22ha) (2E). These all provide industrial accommodation, mostly in buildings of one storey. At the entrance to the Bramery is **Workplace at the Bramery** (0.28ha) (2A), a modern two storey office building. The local road access to the development is poor, with the Bramery and East of St Georges accessed off Alstone Lane and the entrance to the Vineyards provided by a narrow lane between two residential properties. However, the location of the Vineyards on Gloucester Road means that it has good wider strategic access, whilst the rest of the site only has average access. The area has average to low levels of noise, smell and dirt, good parking facilities and offers a good level of attractiveness to the market.
- 1.48 **Colletts Drive & Lower Mill St** (0.68ha) (64) is located on the north-western edge of Cheltenham town centre, just south-west of Tewkesbury Road (A4019). The site is currently occupied by variety of companies including Cotswolds Flower Supplies, Chantals Blinds, Bradford Motors, Connor Plant Hire, Graham Plumbers Merchant and PC Clinic. Adjacent uses include Tesco whilst residential uses are located some distance away to the south of the site. An area of wasteland is located immediately to the south-west. The quality of on-site buildings is adequate and adjacent uses do not pose potential use conflicts. Particular weaknesses of this site relate to car parking, access and image of the area – a factor that has contributed the low market attractiveness of the site.
- 1.49 In the north of the town centre is Ebley Tyre and Exhaust Centre on **Swindon Rd** (0.09ha) (45). This one storey building is of average quality and provides good opportunities for expansion. The quality of the external realm and levels of noise, smell and dirt are average. Due to its central location, the site has good local facilities for its workforce.
- 1.50 **Bouncers Lane** (2.85ha) (24) is located on the north eastern outskirts of the town and is home to Premiere Products, a manufacturing and distribution company. The

one and two storey brick buildings are over 50 years old and of an average quality. The site has good vehicle parking and servicing provision but no space for expansion. Whilst local road access is good, the position of the site on the opposite side of the town from the motorway means that strategic access is poor.

- 1.51 Spirax Sarco (1.25ha) (3) has premises on **St Georges Road**, housing office and industrial uses. The buildings are a mix of ages and of average quality. There is an average level of noise, but low levels of smell and dirt and a good quality wider public realm. Whilst parking provision is good, servicing and internal circulation are poor. Access to the site by the local and strategic road networks is adequate. However, accessibility by public transport is good, with the site being located close to Cheltenham Spa railway station.
- 1.52 Another of Spirax Sarco's several premises in Cheltenham is situated on **Tennyson Road** (0.92ha) (6), to the west of the town. The site is home to office and manufacturing uses, with good quality buildings but little room for expansion. The levels of noise and smell are good, whilst the quality of the public realm and parking facilities are average. There are few local facilities for the workforce, but the quality and image of the local community are good.
- 1.53 **Maida Vale Business Centre** (0.34ha) (16A) is a modern development with 10 businesses including National Shower Spares and Paperbox. The one storey buildings are of average quality and with average levels of noise, but low levels of smell and dirt. The state of the public realm, parking provision, internal circulation and servicing are all of a good standard. However, there are few local facilities for the workforce and strategic access and accessibility by public transport are poor. Local site access is adequate.
- 1.54 **Churchill Trading Estate / Mead Road** (15) (2.46ha) is located in the south of the Borough and accessed off Leckhampton Road (B4070). There are around 50 buildings within the site, mostly one-storey, of average quality and built within the last 50 years. Noise is at an average level and smell and dirt levels are low. The estate is home to light industrial and wholesale uses, with average parking facilities but good servicing and internal circulation provision. Local and strategic road access is poor, with Mead Road serving both residential and commercial traffic and often suffering from congestion. The site also has a limited profile.

- 1.55 Pritchards Graphic Design Consultancy is located to the south of the town on **Chapel Lane & Commercial Street** (0.01ha) (36), just to the west of Bath Road (A46). The two storey brick buildings are over 100 years old and of good quality, being residential in appearance. The quality of the surrounding public realm and local community is good and there are also a range of local facilities available for employees. However, local road access and vehicle parking facilities are poor and servicing provision is very inadequate. There is also no expansion space on site.
- 1.56 **Battledown Industrial Estate** on Hales Road (4.19ha) (7) has poor strategic and local road access, due to its location in the eastern outskirts of the town. It is occupied by a number of industrial businesses, housed in a range of average quality warehouses and brick buildings. The state of the public realm, levels of noise and dirt and the parking and servicing provision are all of an average standard. There is little space to expand the existing buildings, but the site is serviced well by public transport.
- 1.57 On **Lypiatt Street & Tivoli Walk** (0.13ha) (28) to the south west of the town centre are a number of office and light industrial businesses, including Groves Batteries and Printbox Works. The buildings are of good quality and with low levels of noise, smell and dirt. The image of surrounding area is good and road and public transport accessibility are average. However, parking provision and internal circulation are poor and servicing access is highly deficient. There is also no space around the buildings for expansion, with most of them fronting straight onto the street.

Employment Sites of Average Quality

- 1.58 To the south of the Bramery and St Georges Business Park and to the north of the Vineyards is **Alstone Lane Trading Estate** (0.87ha) (2D). This mostly has average quality buildings and public realms and average levels of dirt, noise and smell. It also has average vehicle parking and servicing provision but good internal circulation. The site has adequate strategic access but poor local road access. The uses on the site are not particularly constrained by their adjacent industrial occupiers, but there is little room for expansion.
- 1.59 Kohler Mira on **Cromwell Road** (2.87ha) (25) is located to the north east of the town off the B4075 and is surrounded by a housing estate. The site is home to industrial and office brick buildings of an average quality and less than 50 years old. Internal circulation, servicing and parking provision are good, with over 200 car parking

spaces. The levels of smell, noise and dirt are low and the quality of the public realm and local community are average. However, the strategic and local road access is poor and there are few local facilities for workers. There is little space around the buildings for expansion and the uses on site are somewhat constrained by the surrounding residential development.

- 1.60 To the east of Kingsditch Industrial Estate and the railway line is **Swindon Rd** (0.80ha) (31), which has several businesses including Lyndon Design and Jones and Son. Overall, the buildings are of average quality and the public realm is of an average standard, but there is some variation across the site, with the front of Jones and Son appearing particularly run-down.
- 1.61 **Lansdown Crescent Lane** (0.55ha) (27) is located to the south west of the town centre. It is home to a number of two storey, average quality buildings, which are occupied by a variety of B1 and B2 uses. There is no capacity to expand the existing buildings as they already front straight onto the street and parking provision is extremely poor. However, the site's central location means that it is in an area with a good image and that there are good local facilities nearby.
- 1.62 JMS Garage Services is located on **Ambrose Place & Clarence St** (0.04ha) (62), in the north west of the town centre. The building is of average quality and has average levels of noise, dirt and smell. The state of the public realm, parking provision and local site access are below average and servicing arrangements are extremely poor. However, for the site's employees there public transport accessibility is good and there is a good range of local facilities. The image of the wider surrounding area is also good.
- 1.63 Located to the north west of the town centre on **Bloomsbury Street and Market Street** (0.04ha) (72) is Grafx, an IT company. The building, its public realm, the wider area, the wider community and local image are all average. Parking, servicing provision and local access to the site are poor and there is little space around the building for expansion. However, its location near the town centre means that there is a good range of local facilities available for the workforce.
- 1.64 **Leckhampton Industrial Estate** (0.89ha) (18) is located in the southern outskirts of the Borough, close to the border with Tewkesbury. It is a small estate which provides accommodation for a gym and small industrial users, surrounded by residential uses. The brick buildings are mainly one storey high and of poor quality, with high levels of

noise and dirt. Vehicle parking provision is good and internal circulation and servicing access are adequate. Whilst the local road access is good, the wider strategic access is poor. Public transport accessibility is average and there are few local facilities for employees.

- 1.65 To the east of the town centre on **Carlton Street & Hewlett Road** (0.08ha) (33) are several light industrial and warehouse buildings, including A C Reeves Upholstery and the now vacant Post Office premises. The buildings are of average quality and with average levels of noise and dirt, but are set in a good quality wider public realm. Parking, internal circulation, servicing provision and strategic road access are all poor, whilst local road access is extremely inadequate. There is no expansion space around the buildings.
- 1.66 Off the A4019 (Tewkesbury Road) to the north of the town centre is **Brunswick St** (0.13ha) (32), vehicle repairs premises and some vacant units. Whilst the buildings are of poor quality, the public realm and image of the surrounding area are satisfactory. Parking provision, internal circulation and local and strategic road access are also average. There is little space around the buildings for expansion as they are immediately adjacent to a residential area, although this does not particularly constrain their operations.
- 1.67 On **Grove St & Burton St** (0.43ha) (39) to the north west of the town centre are several businesses including car repairs, light industry and builders. The buildings and warehouses are of an average quality with average to low levels of noise, smell and dirt. Whilst vehicle parking provision is average, internal circulation and servicing are below average and local road access is extremely poor. However, wider strategic road access and public transport accessibility are both adequate.
- 1.68 **Lower High St** (0.07ha) (71) and **Stoneville St & Gloucester Rd** (0.40ha) (63) are also located to the north west of the town. They are home to a number of light industrial uses including DGD Tools and J&R Laboratories. The buildings are of low quality with little to no space for expansion and generally have average levels of noise, smell and dirt. Parking provision and internal circulation are average to poor, whilst servicing arrangements are extremely poor. The sites have poor local road access but average strategic access and adequate public transport accessibility. There are good local facilities for the workforce.

- 1.69 Immediately to the south and east of Maida Vale Business Centre is **Liddington Trading Estate** (2.59ha) (16B), a modern 1980s development. The site has 12 average quality buildings, primarily used for light industry, with average local access but poor strategic access. The site has an average public level of noise but low levels of smell and dirt. The public realm is generally of poor quality and with poor parking and servicing arrangements. The estate is on split levels and somewhat overshadowed by four-storey residential development at the entrance.
- 1.70 Adjacent to Churchill Trading Estate, but of an overall slightly lower quality is **Naunton Park Industrial Estate** (2.46ha) (15B). The site has average noise levels but low levels of smell and dirt. The parking and servicing provision is poor, although internal circulation is good. The site is adjacent to residential development and is therefore constrained by and has a detrimental effect on its neighbours. Whilst local site access is adequate, strategic road access and accessibility by public transport are both poor.
- 1.71 Being located on the A40 close to Junction 11 of the M5, **Arle Court** (0.91ha) (50) has excellent strategic access. The site is home to vehicle parts suppliers Keltruck and concrete suppliers Easy Mix. The buildings on site are overall of a poor quality, being mainly warehouses and a small office, which has the appearance of a residential dwelling. One warehouse on the site is currently vacant. The site suffers from high levels of noise and dirt and has poor local road access. However, operations are not constrained by neighbouring uses and there is space around the buildings to expand. Parking provision on site and accessibility by public transport are both average.
- 1.72 At **Milsom St, Swindon Rd & King St** (0.31ha) (46) to the north west of the town are several office and industrial businesses, including Cheltenham Community Projects, Premier Press and Widdows Motors. Whilst the levels of noise, smell and dirt on site are acceptable, the buildings and wider public realm are overall of a poor quality. Strategic road access and accessibility by public transport are average. There is adequate parking provision but internal circulation and servicing are extremely poor. There is also no capacity to expand the buildings. There is a good range of local facilities for the workforce and the wider area has a satisfactory image.
- 1.73 To the north east of the town, behind Cheltenham Town Football Club, are **Prestbury Rd & Cleevemont Close** (2.48ha) (23), which are home to a range of uses including a bus depot and car repairs. There are also a number of vacant units. The buildings,

public realm and local community are overall of a poor quality. Whilst parking provision on-site and local road access are good, internal circulation is poor and the site is quite noisy. Accessibility by public transport is adequate, but strategic road access is poor and there are few local facilities for the workforce. There is little space around the buildings for expansion and the uses on-site are somewhat constrained by the surrounding residential area.

- 1.74 **Lansdown Industrial Estate** (5.87ha) (5) is situated to the west of and adjacent to Alstone Lane Trading Estate, with the two separated by the mainline railway. The site has over 35 businesses, housed in average quality buildings, with average levels of dirt, noise and smell. The site is accessed off Gloucester Road but entrance to the site is awkward. Internal circulation and servicing are poor on the site, but vehicle parking provision is adequate. Strategic road access is adequate and public transport access is good, as the site is adjacent to Cheltenham Spa railway station. There is no space around the buildings to expand.

Employment Sites of Poor Quality

- 1.75 **Crooks Industrial Estate** (0.38ha) (17) is located to the south of town, just off the B4070 (Leckhampton Road). It houses a number of industrial uses, including H's Motors and EDM Engineering, in buildings which are generally of an average quality. The levels of noise, smell and dirt on the site are average to low and the public realm and image of the wider community are good. However, parking and servicing provision on site and strategic road access are poor. Furthermore, internal circulation and local road access are extremely inadequate and there is no capacity for expansion of the existing buildings. The uses on site are constrained by the surrounding residential development.
- 1.76 To the east of Alstone Lane Trading Estate and to the north east of the Vineyards Industrial Estate, but of an overall lower quality is **Advanced Coated Products** (1.14ha) (2F). The site shares its access off Gloucester Road with the Vineyards, via a lane between two residential properties. The building is of low quality and dirty, although the wider public realm is of average quality. Parking, servicing provision and internal circulation are poor and there is little space available for expansion. However, there are some local facilities available for the workforce and public transport accessibility is good. The amenity of the adjacent residential properties is impacted upon by the site's current use.

- 1.77 On the north eastern outskirts of the town is **Blacksmiths Lane, Prestbury** (0.04ha) (41), a small site with low quality one storey brick buildings. The noise, smell and dirt levels on site are low to average, but parking provision is poor and internal circulation and servicing are extremely limited. Strategic site access is poor and local road access is very poor. There is no space around the buildings for expansion and the uses on site are constrained by the adjacent residential dwellings.
- 1.78 **Keynsham Street** (0.11ha) (26) is located to the east of town, near the A435 (London Road). There are a number of industrial and sui generis uses present, including Keynsham Works and Nippon Motors. The buildings are generally run-down and the parking, internal circulation, servicing provision and local road access are all very poor. There are few facilities for the local workforce but access by public transport is good and the wider area has a positive image.
- 1.79 To the south of the town near Shurdington Road are **Francis St & Exmouth St** (0.07ha) (35), which are home to several small businesses including Slipstream Organics and some vacant units. The brick buildings are generally of poor quality and somewhat dirty and the quality of the wider public realm is low. There is no capacity to expand the existing buildings. The parking provision, servicing, internal circulation and access to the site are all extremely poor and the strategic road access is also weak. However, access to the site by public transport is adequate and there are some local facilities available for the workforce.

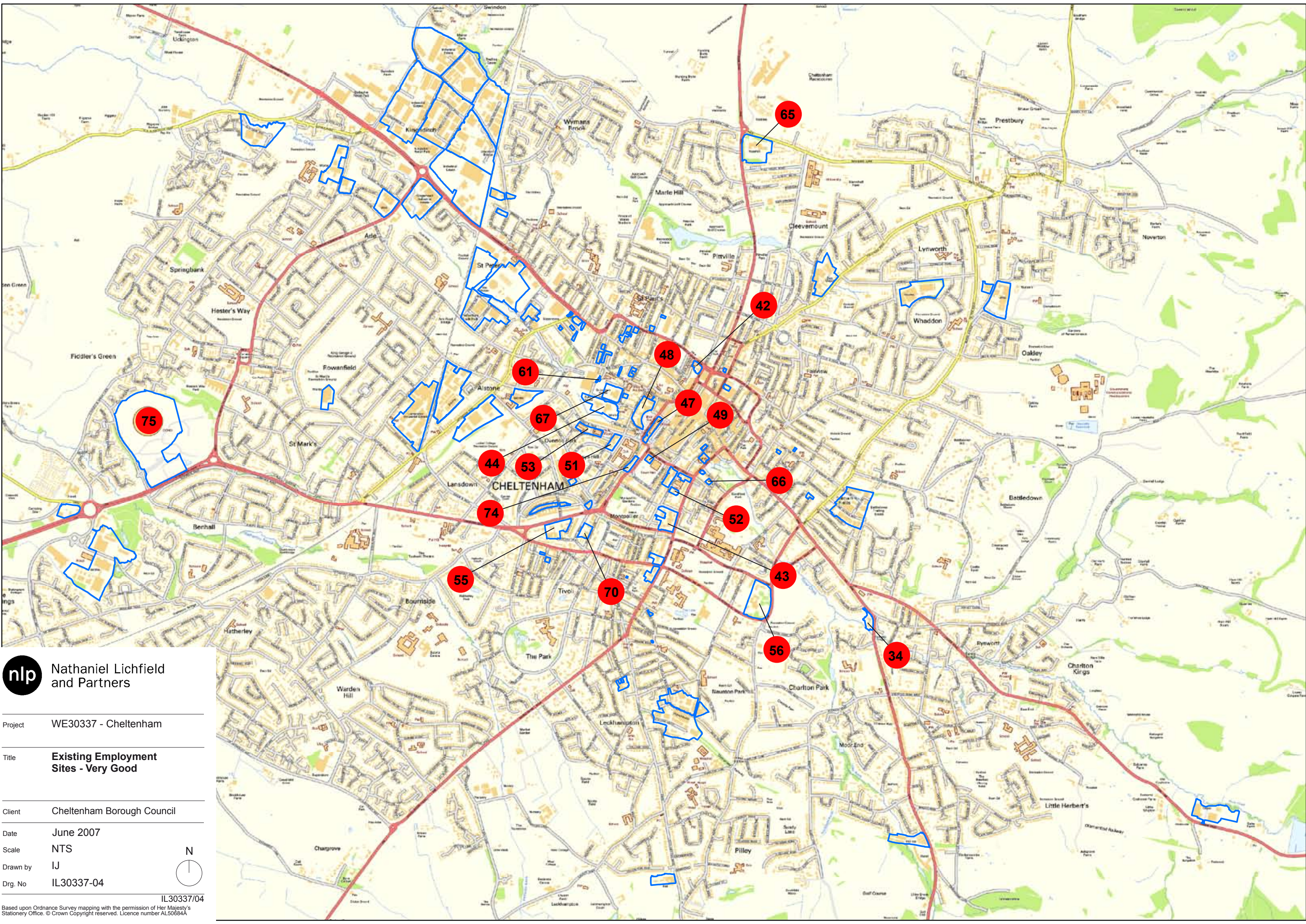
APPENDIX 9: SITE RANKING TABLE

Site address	Map number	Quality of buildings	Noise	Smell	Dirt	State of the external areas and public realm	Car/lorry parking / cycle parking / disabled spaces	Internal circulation	Servicing	Adjacent land uses constraining operations or quality of use	Local facilities for workforce	Strategic Access	Site access	Space around the building(s)	Amenity of adjacent occupiers	Access by public transport	Quality of local community	Image of area	Market attractiveness	TOTAL
Gloucester Road - GCHQ Behall Site	75	5	4	4	4	5	5	4	5	3	4	5	4	3	3	3	3	4	4	72
Promenade - Cheltenham Borough Council, Wiggin & Co	47	5	3	4	4	5	3	3	3	4	5	3	3	2	4	4	5	5	5	70
Montpellier Drive, Bath Road	43	4	3	4	3	5	5	3	4	3	4	3	3	3	4	4	5	5	4	69
Jessop Avenue - Vertex Financial Services (formerly Malborough Stirling)	44	5	4	4	4	4	4	4	3	4	4	3	3	3	4	4	4	4	4	69
121 - 133 Promenade - A Plan Assurance, Jordans Solicitors, The Window	74	4	3	4	4	4	4	3	4	4	5	3	3	1	4	4	5	5	5	69
St Georges Road - Magistrates Court, Social Security Government Offices	53	4	3	4	4	4	5	4	4	4	4	3	4	2	4	4	4	4	4	69
Royal Crescent and St George's Place	48	4	3	4	4	5	4	3	3	4	4	3	3	2	4	4	5	5	5	69
The Quadrangle, Promenade	49	4	3	4	4	4	2	4	4	4	5	3	4	1	4	4	5	5	5	69
Bath Mews, Bath Parade - GMB, Britains General Union, Radcliffe Hall Inn	66	4	4	4	4	4	4	4	3	3	4	3	4	1	4	4	5	5	5	69
Old Bath Road and Thirlestaine Road - Chelsea Building Society Adminis	56	4	4	4	4	5	4	4	3	4	3	2	3	3	4	3	5	5	4	68
St James's Square, St James's House - Bank of Ireland, Ross Bank, Barn	67	4	4	4	4	4	4	4	3	4	4	3	3	3	4	4	4	4	4	68
Vittoria House, Vittoria Walk - Donaldsons Chartered Surveyors	52	4	4	4	4	4	3	3	3	3	4	3	3	3	4	4	5	5	5	68
Cirencester Road - Spirax Sarco	34	4	4	4	4	5	4	4	4	4	2	2	3	4	4	3	4	4	4	67
Parker Court, Knapp Lane	67b	4	4	4	4	4	4	4	2	4	4	3	3	3	4	4	4	4	4	67
Lypiatt Road - Howarth Clark Whitehall, Charles Russel, CGMS Consuting	70	5	3	4	4	4	4	3	2	4	4	3	3	2	4	3	4	4	4	64
Bayshill Road - Kraft	51	4	3	3	3	4	4	4	4	3	4	3	3	3	3	4	4	4	4	64
Princess Elizabeth Way	20	3	3	4	4	3	4	4	4	4	4	4	3	4	3	4	3	3	3	64
Hatherly Lane, The Redding's	22	3	3	4	4	4	4	4	4	3	2	5	4	2	3	3	4	4	4	64
Cheltenham Trade Park, Arle Road	4	4	4	4	4	4	4	4	4	2	2	3	3	4	3	4	3	3	4	63
Kingsditch, Block 6	13	4	3	3	3	3	4	4	4	4	3	4	4	3	4	3	3	3	4	63
Kingsditch, Block 7	14	4	3	3	3	3	4	4	4	4	3	4	4	3	4	3	3	3	4	63
St Margaret's Road and North Place - Cheltenham Insurance Brokers, Ho	42	4	2	3	4	4	3	3	3	4	5	3	3	2	4	4	4	4	4	63
Vittoria Walk and Oriel Road - BT, Archant Life, Rickerbys Solicitors, Ecct	60	3	3	4	3	3	3	4	3	4	4	3	3	1	4	4	5	5	4	63
Tebbit Mews, Winchombe Street	73	4	3	4	4	4	3	2	2	4	4	3	4	1	4	4	4	4	4	62
Parabola Road - Inland Revenue offices	68	4	3	4	4	4	3	3	2	4	4	3	3	2	4	3	4	4	4	62
Gloucester Road-Travis Perkins	1	3	3	4	4	4	4	3	3	4	3	4	3	2	3	4	4	3	4	62
Kingsditch block 1, Manor Road and Malmesbury Road	8	3	3	3	3	3	4	4	4	4	3	4	4	3	4	3	3	3	4	62
Kingsditch, Block 2	9	3	3	3	3	3	4	4	4	4	3	4	4	3	4	3	3	3	4	62
Kingsditch, Block 3	10	3	3	3	3	3	4	4	4	4	3	4	4	3	4	3	3	3	4	62
Kingsditch, Block 4	11	3	3	3	3	3	4	4	4	4	3	4	4	3	4	3	3	3	4	62
Lansdown Road and Lypiatt Lane - Westbury Homes, Brewin Dolphin, Azi	55	4	2	4	4	4	4	3	2	4	4	3	3	2	4	3	4	4	4	62

New Barn Lane - UCAS	65	4	4	4	4	3	3	4	4	3	2	2	3	3	4	3	4	4	4	62
Kingsditch, Block 5 (Spirax Sarco)	12	3	3	3	3	3	4	4	4	4	3	4	4	3	4	3	3	3	4	62
Bath Road and Suffolk Road - LLB Solicitors, HSBC, Bath Road and Suffo	57	4	3	4	4	4	4	3	2	4	3	3	2	3	4	3	4	4	4	62
Parabola Road/ Montpellier Street - Dezac Group and Dyer Associate Arc	69	4	3	4	4	4	3	3	2	4	4	3	3	2	4	3	4	4	4	62
Ambrose Street and Knapp Road - Robert Garland, Creative Publishing S	40	4	3	4	4	3	2	3	3	4	4	3	3	2	4	4	4	4	4	62
Charlton Kings Industrial Estate - Charlton Kings Engineering, Omiga Tec	19	3	4	4	4	4	4	4	4	3	2	2	2	4	3	3	4	4	3	61
Blaisdon Way	37	4	4	3	4	4	3	4	4	3	3	4	4	2	3	3	3	3	3	61
Tewkesbury Road, Block 3	38	3	4	4	4	3	3	4	3	4	3	3	4	2	3	3	3	3	4	60
Kingsmead Industrial park	80	3	3	4	4	3	4	3	3	4	4	3	4	2	3	4	3	3	3	60
Winchcombe Street - Sign Craft	58	3	3	4	4	4	1	4	3	4	4	3	3	1	3	4	4	4	4	60
Wellington Street and Bath Road - Norwich Union (Ellenborough House),	59	4	3	4	3	3	3	2	2	4	4	3	2	1	4	4	5	5	4	60
Tewkesbury Road, Block 1	29	2	3	3	3	3	4	3	2	4	4	4	4	3	4	3	3	3	4	59
The Barlands, London Road - Alan Dick	54	4	4	4	4	4	2	4	4	3	1	2	4	4	3	1	4	4	3	59
Village Road - Douglas Equipment	21A	3	4	4	4	3	2	4	4	3	3	4	4	2	3	3	3	3	3	59
Workplace at the Bramery, Alstone Lane	2B	4	3	4	4	4	4	4	3	4	2	3	3	2	4	3	2	2	4	59
Costelloe Estate, Alstone Lane	2C	3	4	4	4	4	4	4	3	4	2	3	3	2	4	3	2	2	4	59
Village Road - Tungum Ltd	21B	3	4	4	4	3	2	4	3	3	3	4	4	3	3	3	3	3	3	59
Colletts Drive and Lower Mill Street - Cotswold Flowers Supplies, Chantal	64	3	4	4	3	3	2	4	4	4	3	3	4	2	3	4	2	2	3	57
Swindon Road - Ebley Tyre and Exhaust Centre	45	3	3	3	3	3	3	3	3	3	4	3	3	4	3	3	3	3	4	57
Bouncers Lane - Premier Products	24	3	4	3	4	3	4	3	4	3	3	2	4	1	3	3	3	3	3	56
Tennyson Road - Spirax Sarco	6	4	3	4	4	3	3	3	3	3	2	3	2	2	3	3	4	4	3	56
Churchill Trading Estate / Mead Road	15A	3	4	4	4	3	3	4	4	3	2	2	2	2	3	3	3	3	4	56
Tewkesbury Road, Block 2	30	3	2	2	3	3	4	3	2	3	4	4	4	3	3	3	3	3	3	55
Chapel Lane and Commercial Street - Pritchards Graphic Design Consult	36	4	4	3	4	4	2	2	1	3	4	3	2	1	4	3	4	4	3	55
Coltham Fields Industrial Estate, Hales Road	7	3	3	4	3	3	3	4	3	3	3	2	2	2	3	3	4	3	4	55
St Georges Business Park, Alstone Lane	2	3	3	4	3	3	4	4	3	4	2	3	2	2	4	3	2	2	4	55
East of St Georges, Alstone Lane	2	3	3	4	3	3	3	4	3	4	2	3	2	2	4	4	2	2	4	55
St Georges Road, Spirax Sarco	3	3	3	3	3	4	4	2	2	3	4	3	3	2	3	4	3	3	3	55
Maida Vale Business Centre, Liddington Trading Estate	16	3	3	3	3	4	4	4	4	3	2	2	3	2	3	2	3	3	3	54
Alstone Lane Trading Estate, Alstone Lane	2	3	3	4	3	3	3	4	3	4	2	3	2	2	4	3	2	2	4	54
Cromwell Road - Kohler Mira Ltd	25	3	4	4	4	3	4	4	4	2	2	2	2	2	2	3	3	3	3	54
Lypiatt Street and Tivoli Walk - Groves Batteries, Katron Engineering, Inte	28	4	4	3	4	3	2	2	1	3	4	3	3	1	3	3	4	3	4	54
Swindon Road-Lyndon Design & Car dealers	31	4	3	4	4	3	4	4	2	3	2	2	3	2	2	2	4	3	3	54
The Vine Yards, Access off Gloucester Road	2	3	3	3	4	3	3	4	3	4	2	3	2	2	4	3	2	2	4	54

Bloomsbury Street/Market Street	72	3	3	3	3	3	2	3	2	3	4	3	2	2	3	3	4	4	4	54
Lansdown Crescent Lane	27	3	3	4	4	2	1	2	2	4	4	3	2	1	4	3	4	4	4	54
Ambrose Place and Clarence Street - JMS Motors	62	3	3	3	3	2	2	3	1	3	4	3	2	2	3	4	4	4	3	52
Leckhampton Industrial Estate.	18	2	2	3	2	3	4	3	3	3	2	2	4	3	3	3	3	3	3	51
Carlton Street and Hewlett Road - AVM Storage, AC Reeves Upholstery	33	3	3	4	3	4	2	2	2	3	3	2	1	1	3	3	4	4	4	51
Brunswick Street - RW Burt & Co Autobody Repairs, G & L Motors	32	2	3	3	3	3	3	3	2	3	3	3	3	2	3	3	3	3	3	51
Grove Street and Burton Street - Mark Baynes Motors, Ski Tyres, Cheltenham	39	3	3	4	3	2	3	2	2	3	4	3	1	2	3	3	3	3	3	50
Gloucester Road - Tewkesbury Road	81	2	2	2	2	2	4	4	2	3	4	3	3	3	2	4	2	2	4	50
Lower High Street - J R Laboratories	71	2	2	3	3	2	3	3	1	4	4	3	2	2	3	3	3	3	4	50
Nuneaton Park Industrial Estate, Churchill Road	15B	3	4	4	4	3	2	2	2	3	2	2	2	1	3	2	3	3	4	49
Nuneaton Park Industrial Estate	15B	3	4	4	4	3	2	2	2	3	2	2	2	1	3	2	3	3	4	49
Stoneville Street and Gloucester Road - DGD Tool Ltd, Precision Engineering	63	2	3	3	3	3	2	2	1	3	4	3	2	1	3	3	3	3	4	48
Arle Court, Gloucester Road - Keltruck, Easy Mix	50	2	2	3	2	2	3	2	2	4	3	5	2	3	3	3	2	3	1	47
Milsom Street, Swindon Road and King Street - Premier Press, King Street	46	2	3	3	3	2	3	1	1	3	4	3	2	1	3	3	3	3	3	46
Liddington Trading Estate	16	3	3	3	3	2	2	4	2	2	2	2	3	2	2	2	3	3	3	46
Prestbury Road and Cleevemont Close	23	2	2	3	3	2	4	2	3	2	2	2	4	2	2	3	2	3	3	46
Crooks Industrial Estate - H's Motors, Trade Effluent Monitoring Equipment	17	3	3	4	3	3	2	1	2	2	3	2	1	1	2	3	3	3	3	44
Advanced Coated Products, Access via Gloucester Rd	2	2	3	2	1	3	2	2	2	3	3	3	2	2	2	4	2	2	3	43
Blacksmiths Lane, Prestbury	41	2	4	3	3	2	2	1	1	2	3	2	1	1	2	3	4	4	2	42
Keynsham Street - Michael Smith Motors, Nippon Automotive, Battledown	26	2	3	3	3	3	1	1	1	2	2	2	1	1	2	4	4	4	3	42
Lansdown Industrial Estate, Gloucester Road	5	2	2	2	2	2	3	2	2	2	2	3	2	1	3	4	2	2	3	41
Francis Street and Exmouth Street - Zener Designs, The Cotswold Forge, Park Court and Brailsford House, Knapp Lane - Pimseal, Hinton and Wild	35	2	3	3	2	2	1	1	1	2	3	2	1	1	3	3	3	3	3	39
																				0

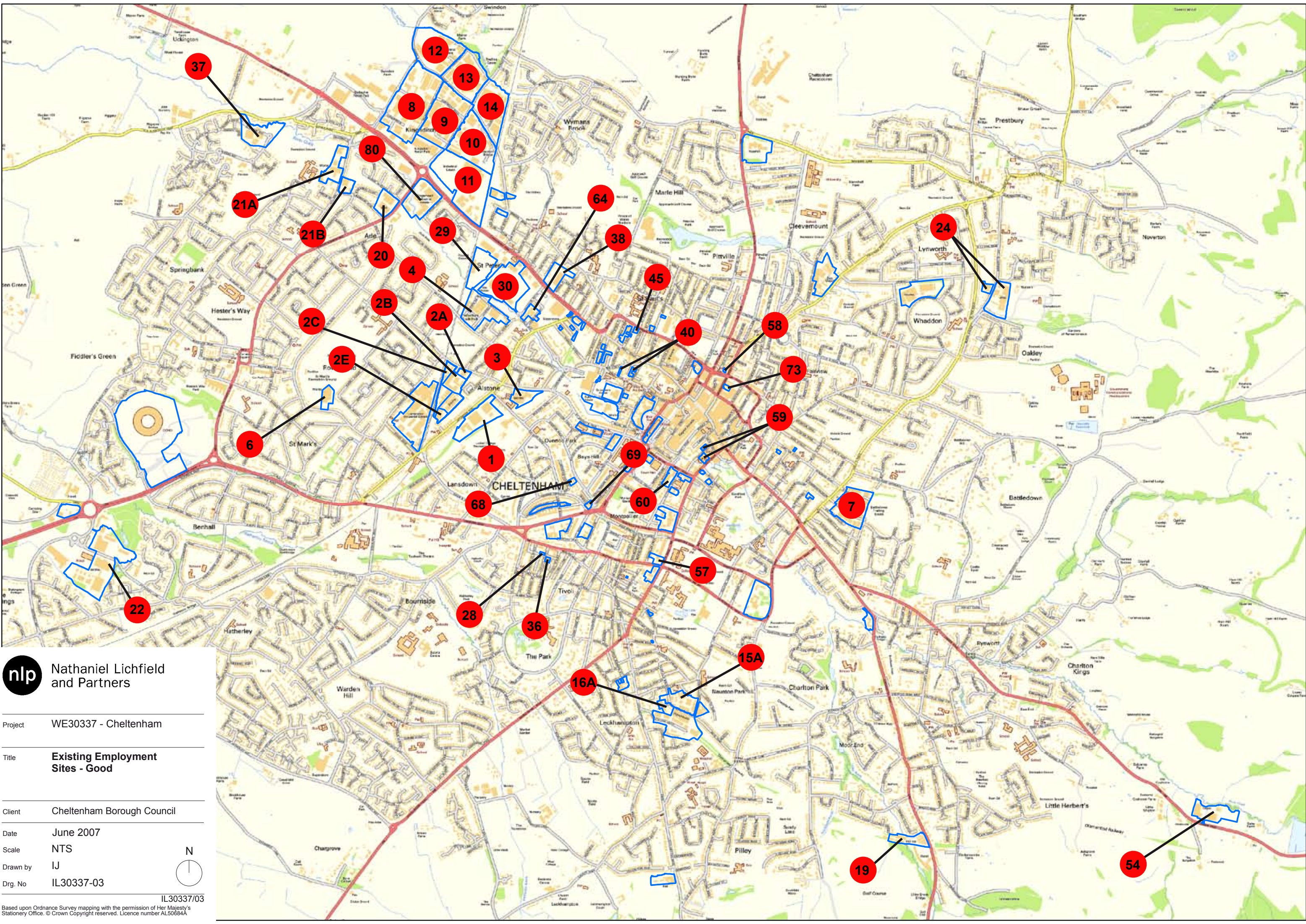
APPENDIX 10: SITE LOCATION PLANS



nlp Nathaniel Lichfield
and Partners

Project	WE30337 - Cheltenham
Title	Existing Employment Sites - Very Good
Client	Cheltenham Borough Council
Date	June 2007
Scale	NTS
Drawn by	IJ
Drg. No	IL30337-04

IL30337/04
Based upon Ordnance Survey mapping with the permission of Her Majesty's
Stationary Office. © Crown Copyright reserved. Licence number AL50684A





Nathaniel Lichfield
and Partners

Project

WE30337 - Cheltenham

Title

Existing Employment
Sites - Good

Client

Cheltenham Borough Council

Date

June 2007

Scale

NTS

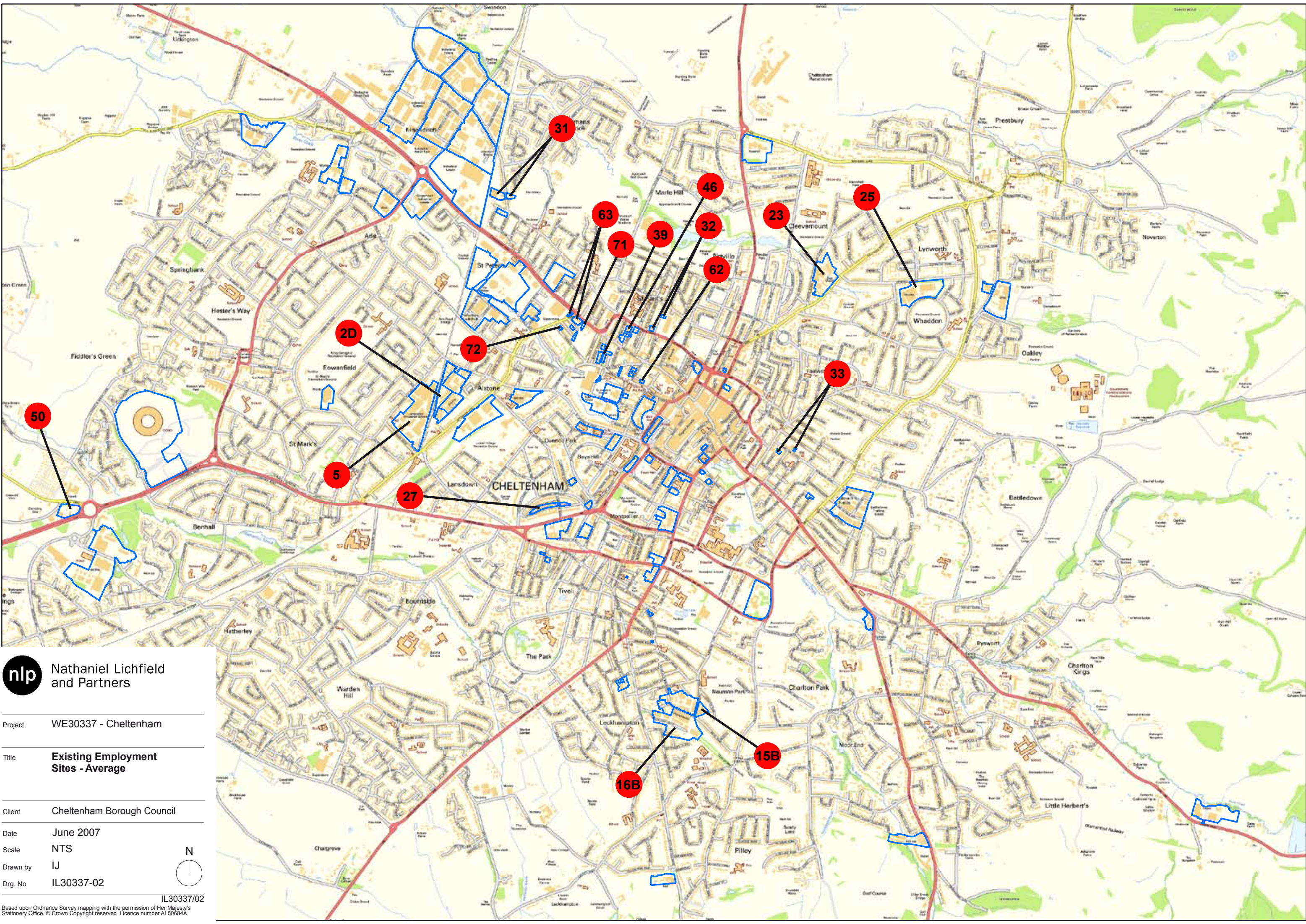
Drawn by


IJ

Drg. No

IL30337-03

IL30337/03
Based upon Ordnance Survey mapping with the permission of Her Majesty's
Stationary Office. © Crown Copyright reserved. Licence number AL50684A






Nathaniel Lichfield
and Partners

Project	WE30337 - Cheltenham
Title	Existing Employment Sites - Average
Client	Cheltenham Borough Council
Date	June 2007
Scale	NTS
Drawn by	IJ
Drg. No	IL30337-02

IL30337/02
Based upon Ordnance Survey mapping with the permission of Her Majesty's Stationary Office. © Crown Copyright reserved. Licence number AL50684A





Nathaniel Lichfield
and Partners

Project	WE30337 - Cheltenham
Title	Existing Employment Sites - Poor
Client	Cheltenham Borough Council
Date	June 2007
Scale	NTS
Drawn by	IJ
Drg. No	IL30337-01

IL30337/01
Based upon Ordnance Survey mapping with the permission of Her Majesty's Stationary Office. © Crown Copyright reserved. Licence number AL50684A



nlp

Nathaniel Lichfield
and Partners

Project

WE30337 - Cheltenham

Title

Possible Future Employment
Locations

Client

Cheltenham Borough Council

Date

June 2007

Scale

NTS

Drawn by

IJ

Drg. No

IL30337-05

IL30337/05

Based upon Ordnance Survey mapping with the permission of Her Majesty's
Stationary Office. © Crown Copyright reserved. Licence number AL50684A

APPENDIX 11: FORECAST ECONOMIC GROWTH

EMPLOYMENT IN BOROUGH: CHELTENHAM (thousands)

<i>TTWA to Borough</i>	0.716	0.716	0.716	0.719	0.719	0.719	0.719	0.719	0.719	0.722
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
1 Agriculture etc	0.716	0.716	0.6444	0.6471	0.6471	0.6471	0.6471	0.6471	0.6471	0.5776
2 Mining & Quarrying	0.0716	0.0716	0.0716	0.0719	0.0719	0.0719	0.0719	0.0719	0.0719	0.0722
3 Food, Textiles & Wood	1.2172	1.2172	1.1456	1.1504	1.1504	1.1504	1.0785	1.0785	1.0785	1.083
4 Printing & Publishing	1.074	1.074	1.1456	1.1504	1.1504	1.1504	1.1504	1.1504	1.1504	1.1552
5 Chemicals & Minerals	1.5036	1.5036	1.432	1.438	1.3661	1.3661	1.3661	1.2942	1.2942	1.2274
6 Metals & Engineering	3.8664	3.7948	3.7232	3.6669	3.595	3.5231	3.4512	3.3793	3.3074	3.249
7 Electronics	3.222	3.3652	3.3652	3.3793	3.3793	3.3074	3.2355	3.1636	3.0917	3.0324
8 Transport Equipment	0.2864	0.2864	0.2864	0.2876	0.2876	0.2157	0.2157	0.2157	0.2157	0.2166
9 Manufacturing nes	0.2148	0.2148	0.2148	0.2157	0.2157	0.2157	0.2157	0.2157	0.2157	0.2166
10 Electricity, Gas & Water	0.0716	0.0716	0.0716	0.0719	0.0719	0.0719	0.0719	0.0719	0.0719	0.0722
11 Construction	4.7256	4.7972	4.7972	4.8892	4.9611	4.9611	5.033	5.1049	5.1768	5.2706
12 Distribution	11.5276	11.6708	11.814	12.0073	12.0792	12.223	12.3668	12.5106	12.654	12.8516
13 Hotels & Catering	7.3748	7.4464	7.5896	7.8371	8.0528	8.1966	8.4123	8.5561	8.6999	8.8806
14 Transport & Comms.	2.148	2.148	2.148	2.157	2.2289	2.2289	2.2289	2.2289	2.2289	2.2382
15 Banking & Insurance	3.1504	3.1504	3.1504	3.1636	3.2355	3.2355	3.2355	3.3074	3.3074	3.3934
16 Other Business Serv.	10.382	10.5252	10.6684	10.9288	11.0726	11.2164	11.3602	11.504	11.576	11.7686
17 Public Admin. & Defence.	8.592	8.5204	8.5204	8.4842	8.4842	8.4123	8.3404	8.2685	8.1966	8.1586
18 Education & Health	11.8856	12.1004	12.2436	12.5106	12.5825	12.7263	12.8701	13.0139	13.158	13.2848
19 Miscellaneous Services	4.296	4.296	4.3676	4.4578	4.5297	4.6016	4.6735	4.7454	4.7454	4.8374
Total Employment	76.3256	76.97	77.3996	78.5148	79.1619	79.5214	80.0247	80.528	80.888	81.586

<i>TTWA to Borough</i>	0.722	0.722	0.722	0.722	0.722	0.725	0.725	0.725	0.725	0.725	0.725
	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
1 Agriculture etc	0.5776	0.5776	0.5776	0.5776	0.5776	0.58	0.58	0.5075	0.5075	0.5075	0.5075
2 Mining & Quarrying	0.0722	0.0722	0.0722	0.0722	0.0722	0.0725	0.0725	0.0725	0.0725	0.0725	0.0725
3 Food, Textiles & Wood	1.0108	1.0108	1.0108	1.0108	1.0108	0.9425	0.9425	0.9425	0.9425	0.87	0.87
4 Printing & Publishing	1.1552	1.1552	1.1552	1.2274	1.2274	1.2325	1.2325	1.2325	1.2325	1.2325	1.2325
5 Chemicals & Minerals	1.2274	1.1552	1.1552	1.083	1.083	1.0875	1.015	1.015	0.9425	0.9425	0.9425
6 Metals & Engineering	3.1768	3.1768	3.1046	3.0324	2.9602	2.9	2.8275	2.755	2.6825	2.61	2.61
7 Electronics	2.9602	2.888	2.8158	2.7436	2.6714	2.5375	2.5375	2.465	2.3925	2.32	2.32
8 Transport Equipment	0.2166	0.2166	0.2166	0.2166	0.2166	0.2175	0.2175	0.145	0.145	0.145	0.145
9 Manufacturing nes	0.2166	0.2166	0.2166	0.2166	0.2166	0.2175	0.2175	0.2175	0.2175	0.2175	0.2175
10 Electricity, Gas & Water	0.0722	0.0722	0.0722	0.0722	0.0722	0.0725	0.0725	0.0725	0.0725	0.0725	0.0725
11 Construction	5.2706	5.2706	5.2706	5.2706	5.2706	5.365	5.365	5.365	5.365	5.4375	5.4375
12 Distribution	12.996	13.1404	13.2126	13.357	13.5014	13.7025	13.8475	13.92	14.065	14.21	14.355
13 Hotels & Catering	9.025	9.1694	9.2416	9.386	9.4582	9.57	9.715	9.7875	9.9325	10.005	10.0775
14 Transport & Comms.	2.2382	2.3104	2.3104	2.3104	2.3104	2.32	2.32	2.32	2.3925	2.3925	2.3925
15 Banking & Insurance	3.3934	3.4656	3.4656	3.4656	3.5378	3.5525	3.5525	3.625	3.625	3.625	3.625
16 Other Business Serv.	11.913	12.0574	12.1296	12.274	12.3462	12.615	12.6875	12.8325	12.905	12.9775	13.1225
17 Public Admin. & Defence.	8.0864	8.0142	7.942	7.8698	7.7976	7.7575	7.685	7.6125	7.54	7.4675	7.395
18 Education & Health	13.4292	13.5014	13.5736	13.6458	13.718	13.8475	13.92	14.065	14.138	14.21	14.2825
19 Miscellaneous Services	4.9096	4.9818	5.054	5.054	5.1262	5.22	5.22	5.2925	5.365	5.4375	5.4375
Total Employment	81.947	82.4524	82.5968	82.8856	83.1744	83.81	84.0275	84.245	84.535	84.7525	85.115

The figures in the top row relates to the translation from Cheltenham TTWA figures to Cheltenham Borough figures (i.e. the percentage of the Cheltenham TTWA jobs contained within Cheltenham Borough)

Employment in Cheltenham: summary tables

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Manufacturing (B1c/B2)	12.572	12.665	12.531	12.538	12.421	12.218	12.033	11.849	11.734	11.598	11.394
Distribution (B8)	4.694	4.741	4.789	4.857	4.910	4.958	5.005	5.053	5.101	5.170	5.218
Offices (B1)	14.778	14.917	15.055	15.325	15.535	15.664	15.793	15.994	16.053	16.322	16.451
Other	44.531	44.899	45.280	46.055	46.558	46.947	47.461	47.903	48.273	48.774	49.164
	76.575	77.223	77.655	78.775	79.423	79.786	80.292	80.799	81.161	81.864	82.228

	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Manufacturing (B1c/B2)	11.260	11.123	10.989	10.855	10.644	10.509	10.302	10.098	9.912	9.916
Distribution (B8)	5.295	5.319	5.367	5.415	5.486	5.534	5.558	5.636	5.684	5.732
Offices (B1)	16.656	16.716	16.848	16.980	17.250	17.310	17.513	17.570	17.628	17.766
Other	49.526	49.725	49.971	50.217	50.726	50.973	51.173	51.536	51.837	52.011
	82.737	82.883	83.175	83.467	84.107	84.327	84.546	84.839	85.060	85.426

Source: Cambridge Econometrics. Forecasts of employment growth for Cheltenham have been prepared on behalf of South West Regional Assembly in preparation for the draft RSS. Figures set out are based on the 3.2% growth scenario which is considered to best reflect the position in Cheltenham

APPENDIX 12: CHELTENHAM TRAVEL TO WORK AREA

	Ward as of 2001	Total employees		
Cheltenham Wards	23UBFA All Saints'	3,700		
	23UBFB Charlton Kings	1,300		
	23UBFC College	2,900		
	23UBFD Hatherley and The Reddings	2,200		
	23UBFE Hesters Way	1,400		
	23UBFF Lansdown	14,800		
	23UBFG Leckhampton with Up Hatherley	800		
	23UBFH Park	3,800		
	23UBFJ Pittville	5,800		
	23UBFK Prestbury	3,600		
	23UBFL St. Mark's	700		
	23UBFM St. Paul's	10,800		
	23UBFN St. Peter's	3,600		
	23UBFP Swindon	3,700	Total employees in Cheltenham Borough	59,200
Elsewhere	23UGFA Ashchurch	5,800		
	23UGFB Bishop's Cleeve East	100		
	23UGFC Bishop's Cleeve North	900		
	23UGFD Bishop's Cleeve South	1,000		
	23UGFL Cleeve Hill	3,000		
	23UGFM Coombe Hill	2,700		
	23UGFN Crickley	600		
	23UGFR Gotherington	400		
	23UGFX Shurdington	300		
	23UGFY Tewkesbury Mitton	500		
	23UGFZ Tewkesbury Newtown	1,100		
	23UGGA Tewkesbury Prior's Park	700		
	23UGGB Tewkesbury Town	2,300		
	23UGGC Twynning	300		
	23UGGD Winchcombe	1,000		
	23UCFE Bourton-on-the-Water	1,300		
	23UCGC Sandywell	700		
	23UCGH Three Rivers	700	Total employees for TTWA	82,700
			Proportion of Borough employees to TTWA employees	71.6%

Source Annual Business Inquiry Employee analysis. ONS Crown Copyright Reserved. Analysis provided by Gloucestershire Labour Market Information Unit
 These figures are aggregates from which agriculture class 0100 (1992 SIC) have been excluded

Note: figures are rounded

APPENDIX 13: EMPLOYMENT CHANGE IN CHELTENHAM 2006-2026

The employment forecasts for Use Classes B1, B2 and B8 have been calculated on the following basis:

3.2% Scenario

	Inclusion of the job numbers from the following categories:	2006-2016	2006-2026
B1	Banking and insurance	0.243	0.475
	Other business services	1.531	2.741
	Allowance for admin of state (9.6% of public admin total)	-0.049	-0.115
	Allowance for publishing (3.7% of manufacturing jobs total)	-0.053	-0.113
	TOTAL	1.673	2.987
B1(c)/B2	96.3% of Food, textiles and wood total	-0.199	-0.334
	96.3% of Printing and publishing total	0.078	0.153
	96.3% of Chemicals and minerals total	-0.266	-0.540
	96.3% of Metals and engineering total	-0.664	-1.210
	96.3% of Electronics total	-0.252	-0.869
	96.3% of Transport equipment total	-0.067	-0.136
	96.3% of Manufacturing total	0.002	0.003
	Motor repair/servicing (3.3% of Distribution)	0.048	0.093
	26% of Construction	0.142	0.185
	TOTAL	-1.178	-2.656
B8	33.26% of Distribution total**	0.488	0.941
	40% of Transport and communications total	0.036	0.098
	TOTAL	0.525	1.038

2.8% Scenario

	Inclusion of the job numbers from the following categories:	2006-2016	2006-2026
B1	Banking and insurance	0.243	0.475
	Other business services	1.314	2.451
	Allowance for admin of state (9.6% of public admin total)	-0.042	-0.108
	Allowance for publishing (3.7% of manufacturing jobs total)	-0.061	-0.121
	TOTAL	1.455	2.696
B1(c)/B2	96.3% of Food, textiles and wood total	-0.199	-0.334
	96.3% of Printing and publishing total	0.078	0.153

	96.3% of Chemicals and minerals total	-0.266	-0.540
	96.3% of Metals and engineering total	-0.734	-1.280
	96.3% of Electronics total	-0.391	-1.008
	96.3% of Transport equipment total	-0.067	-0.136
	96.3% of Manufacturing total	0.002	0.003
	Motor repair/servicing (3.3% of Distribution)	0.041	0.086
	26% of Construction	0.085	0.129
	TOTAL	-1.450	-2.929
B8	33.26% of Distribution total**	0.416	0.868
	40% of Transport and communications total	0.036	0.069
	TOTAL	0.452	0.937

* these figures are based upon an analysis of 2005 ABI data for the South West Region to show the relative importance of components within the Cambridge Econometric (CE) forecast (19 data categories), based upon relevant UK Standard Industrial Classification (SIC) code groups.

** the reason why this figure is so low is because the Distribution category contained within the CE forecasts includes retailing (which accounts for 65.6% of the category total). Having removed this figure to achieve an actual forecast for the distribution sectors, it is then necessary also to account for the inclusion motor repair/servicing (which accounts for 3.3% of distribution) – i.e. the 2006 figure is based upon 34.4% of the category total (11,528) to achieve a specific figure for distribution (3,966) less 3.3% to account for the inclusion of motor repair and servicing. This represents a subtotal of 3,835 jobs plus an allowance of jobs that are included within the transport and communications total (40% of 2,148 = 859). Hence, the distribution total in 2006 is 4,694 jobs. (In other words - 33.26% of distribution plus 40% of transport and communications)

APPENDIX 14: REFERENCES

- Cheltenham Borough Local Plan, adopted July 2006.
- Cheltenham Borough Local Plan, Inspector's Report
- Cheltenham Borough Local Plan, Employment Background Paper
- Cheltenham Annual Monitoring Report, 2005/2006
- Cheltenham Retail and Leisure Study, DPDS, 2006.
- Cheltenham Green Belt Review, AERC Ltd, March 2007.
- Economic Development Strategy for Cheltenham (working document)
- The Economy of Cheltenham: An overview of trends in local productivity and employment 1994-2004, Gloucestershire Labour Market Information Unit, 2007.
- North Road West/Grovefield Way Appeal Decision, PINS Ref No: APP/B1605/A/06/2015866/NWF, May 2007.
- Gloucestershire Structure Plan, Second Review, adopted November 1999.
- Gloucestershire Structure Plan Monitoring Report, 2005.
- Gloucestershire Economic Strategy 2003-2014, Gloucestershire First, 2005.
- Draft Gloucestershire Urban Economic Strategy 2007-2015, Gloucestershire First, 2006.
- Gloucestershire First/SWRDA Gloucestershire Workspace Policy Framework, DTZ, March 2005.
- Creative Industries in Gloucestershire 2005, Gloucestershire County Council, May 2006.
- Regional Spatial Strategy for the South West (formerly Regional Planning Guidance 10), September 2001.
- Draft Regional Spatial Strategy for the South West
- Regional Economic Strategy for South West England 2006-2015, SWRDA, 2006.
- The Spatial Dynamics of Change in the Region's Key Sectors, DTZ for SWRDA, Feb 2005.
- The Demand and Supply of Employment Premises in the South West, DTZ, Jan 2007.

Crossing borders: Responding to the local challenges of migrant workers, Audit Commission, Jan 2007.

The English Indices of Deprivation 2004 (revised), ODPM, April 2004.

Independent Review of Public Sector Relocation: Comparative Assessment of Locations – Prepared for Sir Michael Lyons' Independent Review of Public Sector Relocation, King Sturge, Dec 2003.

Well Placed to Deliver? Shaping the Pattern of Government Service: Independent Review of Public Sector Relocation, by Sir Michael Lyons, commissioned by the Prime Minister and Deputy Prime Minister, March 2004.

Planning Policy Statement 1: Sustainable Development

Planning Policy Guidance Note 4: Industrial, Commercial Development and Small Firms

Planning Policy Statement 12: Local Development Frameworks

Employment Land Reviews Guidance Note, ODPM, December 2004.

Core Strategy Guidance, Planning Advisory Service, Dec 2006.

Policies for Spatial Plans: A guide to writing the policy content of Local Development Documents, Planning Officers Society, July 2005.

Cotswold District Local Plan 2001-2011, adopted April 2006.

Stroud District Local Plan, adopted November 2005.

Forest of Dean District Local Plan, adopted November 2005.

Tewkesbury Borough Local Plan, adopted March 2006.

Developing Birmingham: An Economic Strategy for the City 2005-2015, Birmingham Economy, January 2005.

Stratford-on-Avon District Annual Monitoring Report, 2006.

Coventry and Warwickshire Survey of Employers 2002: Key Findings for Stratford On Avon District, Warwick Institute for Employment Research, October 2002.

Hambleton District Council Core Strategy DPD, adopted April 2007.

North Wiltshire Local Plan: Inspectors Report, May 2006.

Plymouth City Council Core Strategy DPD, adopted April 2007.

South Cambridgeshire District Council Core Strategy DPD, adopted Jan 2007.

APPENDIX 15: GLOSSARY OF TERMS

A guide to the terminology used in this document

Area Action Plan (AAP)	A development plan document covering specific parts of a district. They focus on the implementation of policies, for key areas of opportunity, change or conservation.
Annual Monitoring Report (AMR)	A report on how the Council is performing in terms of the Local Development Framework. It includes a review of the Local Development Scheme's timetable and monitors the success of development plan document policies.
AONB	Area of Outstanding Natural Beauty
Cheltenham and Gloucester Joint Study Area	Area established by South West Regional Assembly to considers potential for growth within and adjacent Cheltenham and Gloucester principal urban areas.
CE	Cambridge Econometrics. Undertook forecasts of employment growth on behalf of South West Regional Assembly in preparation for the draft RSS.
Core Strategy (CS)	Sets out the long term vision for the district and provides the strategic policies and proposals to deliver that vision.
Development Plan Document (DPD)	A Document setting out the Council's planning policies and proposals. They are subject to community involvement, consultation and independent examination. A sustainability appraisal is required for each development plan document.
Department for Communities and Local Government (DCLG)	The Government department responsible for planning policy. It is also responsible for the Government Office of the South West and regional assemblies.
Employment Land	Land used for the group of B Use Classes i.e. B1 (business), B2 (industry) and B8 (warehousing/distribution)
Extant Planning Permission	Planning Permission which is still valid and in existence (i.e. that could still be implemented)
GLMIU	Gloucestershire Labour Market Information Unit
Green Industries	Environmental Technology activities including (for example) waste management, renewable energies and environmental consultancy services
Government Office for South West (GOSW)	The Government's regional office. First point of contact for submitting documents to the Secretary of State
GVA	Gross Value Added. A measure of the contribution of individual sectors, industries or producers to the economy.

Incubator Units	(Generally) small scale business units that cater for new businesses. Tend to be modern facilities that offer full office facilities at relatively competitive rates and access to on-site advice and guidance to assist business development for new companies.
JSA	Job Seekers Allowance. Allowance to support persons of working age but unemployed and actively seeking work.
Local Development Document (LDD)	Any document within the Local Development Framework. They comprise development plan documents, supplementary plan documents and the statement of community involvement.
Local Development Framework (LDF)	This is the term given to the overall portfolio of local development documents (LDDs). Together the LDDs provide the Local Planning Authority's land use and spatial policies for the district.
Local Development Scheme (LDS)	A three year plan which shows the local development documents to be produced and the timetable for their production.
LEFM	Local Economic Forecasting Model developed by Cambridge Econometrics and the Institute for Employment Research to examine the predicted performance of the local economy in terms of employment and productivity over the period from 2003 to 2015.
Location Quotient	A measure of the concentration of an industry in a region compared with the national average.
NOMIS	Official UK Labour Market Statistics
ONS	Office for National Statistics
Planning Inspectorate (PINS)	The government agency responsible for scheduling independent examinations. The planning inspectors who sit on independent examinations are employed by PINs.
Planning Policy Guidance (PPG)	A series of documents setting out the Government's national land use planning policies e.g. housing, transport, employment. They are currently being replaced by Planning Policy Statements.
Planning Policy Statement (PPS)	A series of documents setting out the Government's national land use planning policies that will replace the previous Planning Policy Guidance notes.
Proposals Map	A separate Local Development Document which illustrates on an Ordnance Survey base map all the policies and proposals contained in the development plan documents (DPD) and 'saved' policies. It must be revised each time a DPD is submitted to the Secretary of State.

Regional Planning Guidance (RPG)	Produced by the Government Office of the South West (GOSW) on behalf of the Secretary of State. It provides a regional spatial strategy within which the Local Plan & Local Transport Plan should be prepared. To be replaced by Regional Spatial Strategy.
Regional Spatial Strategy (RSS)	Produced by the South West Regional Assembly. Sets out the Government's policies within the region.
Saved Plan	Cheltenham Borough emerging Local Plan Second Review 2011
Spatial Planning	Includes economic, social and environmental issues as well as the physical aspects of location and land use.
SSTCs	Strategically Significant Towns and Cities.
Statement of Community Involvement (SCI)	A document which sets out how the Council will consult and involve the public at every stage in the production of the Local Development Framework. It also applies to major development control applications. The SCI is not a DPD but will still be subject to an independent examination
Strategic Environmental Assessment (SEA)	An appraisal of the impacts of policies and proposals on economic, social and environmental issues, required by European legislation.
Statutory development plan	Consists of the Regional Spatial Strategy and development plan documents. The starting point for the determination of planning applications.
Supplementary Planning Document (SPD)	This is a local development document which provides additional advice and information relating to a specific policy or proposal in a development plan document (DPD). It does not have DPD status and will not be subject to independent examination.
Supplementary Planning Guidance (SPG)	Additional advice issued by the Local Planning Authority relating to policies in the Adopted Local Plan. To be replaced by Supplementary Planning Documents (see above).
Sustainability Appraisal	These are required under national legislation for emerging policy and include consideration of social & economic impacts as well as impacts on the environment. This Local Development Scheme incorporates Strategic Environmental Assessments into the definition (see below).
Sustainable Community Strategy	The local government act 2000 placed a statutory duty on local authorities to prepare a Sustainable Community Strategy for promoting and improving the economic, social and environmental well-being of their areas, while contributing to the achievement of sustainable development.

The Sustainable Community Strategy is to be prepared and implemented by a local strategic partnership that brings together the key public, private and voluntary sector partners in the area. In Cheltenham, Our Future, Our Choice was produced by Cheltenham Strategic Partnership in October 2003.

SWRDA	South West Regional Development Agency
Spaceless Growth	Economic expansion achieved without additional development e.g. through more intensive working or the adoption of new working practices.
Standard Industrial Classification Codes (SIC)	Used to classify business establishments and other statistical units by the type of economic activities they are engaged in.
Sui Generis	Term given to those uses that do not fall within a particular use class
TTWA	Travel to Work Area. Defined by ONS as a means by which it is possible to assess commuting patterns. The key criterion is that, of the resident economically active population, at least 75% work in the area and that of everyone working in the area at least 75% actually live there; i.e. at least 75% of the economically active population in the Cheltenham TTWA work in Cheltenham whilst at least 75% of people working in Cheltenham live in the Cheltenham TTWA.
VOA	Valuation Office Agency.
VAT	Value Added Tax