

Summary of key responses to CP Scoping Questionnaire

| Q1 | Q2 | Q3 | Q4 | Q5 |
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| Do you have any comments on the timetable for producing the Cheltenham Plan? | Do you have any comments on the current Corporate Vision and JCS Vision and how they should relate to the Cheltenham Plan? | Please tell us your Vision for Cheltenham | What do you think about the idea of a themed Vision? | Name one thing in Cheltenham that you like |
| Significant number of “no comment” responses. In broad terms an equal split in other responses between those urging plan preparation to proceed more rapidly and those raising concern about the timetable and the plan apparently rushing ahead of the JCS. In essence: some people think we’re going too fast, others think we’re going too slow. | Some support for extant corporate vision, some criticism of emerging JCS vision. Salient points include: - Infrastructure improvements should be included (transport, community facilities); - provision of sufficient housing should be included, together with enhanced tourism offer and re-use of previously developed land; - tendency for existing visions to relate to “anytown” needs to be addressed – more specificity for the town needed; - vision could be bolder. | General categories (in order of frequency of citation): - a place with better public transport provision (road & rail); - achievement of balance between a range of potentially conflicting concerns such as growth versus conservation of valued assets; - maintenance of the town’s vibrancy and attractiveness; - encouragement of sustainability and protection of green assets; - other infrastructure improvements (affordable housing, crime prevention); - ensuring the vision is distinctively about Cheltenham. | Generally this proposal is strongly supported, particularly as a way of making the vision more specific to Cheltenham. A few respondents disagree, while the support of others is tempered with concern that there must be a good relationship between the themes to avoid loss of depth and obscuring of more detailed or nuanced issues. | The quality of Cheltenham’s built environment – including its open spaces, parks and trees – is highly prized by many, as is the town’s broader landscape setting. Culture and the various festivals cited by several respondents, as is the town’s vitality. |

| Q6 | Q7 | Q8 | Q9 | Q10 |
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| Name one thing in Cheltenham you think needs to change | Below is a list of objectives compiled from existing plans. Please indicate how important you think each of these objectives are: | Are there any other objectives that you would suggest? | How can we make the objectives more specific to Cheltenham? | Do you think that we have missed anything? |
| <p>Most frequently cited are traffic/transport/congestion issues and the effects of increased pedestrianisation.</p> <p>Other candidates for change:</p> <ul style="list-style-type: none"> - poor quality suburbs; - the blight of brownfield sites and shabby buildings; - persistent threat to the green environment from new development/growth; - poorly linked retail centres. <p>Specific areas cited include Pitville Campus Tower Block and the High Street.</p> | <p>Important to note that most objectives are deemed by most respondents to be either very important or quite important. Whilst proportionately there are significantly smaller numbers of “not very important” or nil responses, the instance of responses of this type is relatively high for some objectives.</p> <p>Design, landscape/green environment, re-use of brownfield land, economic vitality and sustainable transport has the highest number of “very important” responses.</p> <p>Safeguarding existing employment land and provision for the elderly/disabled has the highest number of “quite important” responses. The highest number of “not very important” responses relates to safeguarding existing employment land and preventing the coalescence of Cheltenham with other settlements – recreation/leisure and tourism also attracts a noticeably high instance of responses in this category.</p> | <p>Very wide range of suggestions including:</p> <ul style="list-style-type: none"> - greater emphasis on cycle/walking provision ; - green infrastructure, landscape protection and biodiversity; - catering for the elderly population; - vacant shops; - local shopping provision; - brownfield redevelopment; - affordable housing and housing generally; - conservation of the built and natural environment; - preservation of agricultural land; - green belt protection; <p>objectives that are distinctive to Cheltenham</p> <ul style="list-style-type: none"> - listening to the views of local people; | <p>Several comments revolve around building upon the essential character of Cheltenham - Regency architecture/layout, landscape setting and related matters. Some calls for greater “local” responsiveness that recognises the individual character of the various urban and suburban components of the town and its peripheral villages. Some concern expressed about not allowing these local distinctions to be compromised or homogenised by JCS growth proposals –some fear that Cheltenham’s distinctiveness will be threatened by major growth.</p> | <ul style="list-style-type: none"> - “Cultural hinterland” (??); - cycle paths rather than marked lanes on roads; - greater emphasis on arts and culture as an important part of the town’s economy and “offer”; - regeneration of the High Street; - the sense of a transport strategy guiding the element of the plan; - the link between the nature of the town and its economic success/quality of life; - crime prevention and designing out crime; - affordable homes; - farming and agriculture; - sufficient reference to sport and the racecourse; - meeting the needs of young people and the unemployed |

| Q11 | Q12 | Q13 | Q14 |
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| Do you have any suggestions, specific to Cheltenham, for how we should develop these policy areas? | What do you think are the key considerations in ensuring that our plan is deliverable? | If you have any further comments, please write them below | How did you hear about the Cheltenham Plan Consultation |
| <p>- Ensure better co-ordination with JCS partner authorities;</p> <p>- Undertake face-to-face research interviews to establish people’s concerns about living in and visiting Cheltenham;</p> <p>- Specific policy for Cheltenham Racecourse;</p> <p>- Gypsy and traveller accommodation needs to be covered;</p> <p>- strategy needed for conservation, enhancement and promotion of the historic environment</p> <p>- environment:</p> <ul style="list-style-type: none"> • establish green network; • reinstate Local Plan environmental objectives; • strengthen approach to development affecting landscape, AONB, biodiversity; • water improvement and pollution prevention policies needed. | <p>Cost/finance the most frequently cited :</p> <ul style="list-style-type: none"> • funding streams; • viability; • investment; • affordability <p>Other considerations:</p> <ul style="list-style-type: none"> - political support/consensus; - realistic and achievable aspirations; - user-friendly plan; - public input; - partnership working; - robust evidence base; - protecting, enhancing, maintaining broad environmental quality of Cheltenham; - no policy conflicts with JCS | <p>Many and various, including:</p> <ul style="list-style-type: none"> - importance of partnership working, particularly within JCS; - Natural Environment should be a theme: “protecting natural resources and using them wisely”; - more detail needed on how JCS and CP will dovetail, together with detail on Sustainability Appraisal; - how will the plan facilitate and inform Neighbourhood Planning? - self-sufficiency in housing provision should be a plan objective; - maximise urban capacity through a positive policy on unallocated development sites; - Waste Core Strategy policies need to be taken into account; - airport should be included; - need for a transport strategy; - better cycling infrastructure; - 70% of residents live and work in the borough – maximise opportunities for more sustainable modes of transport given relatively short journey distances. | <p>Most by email, several from website, a few via media, social networks and letter.</p> |

