

Cheltenham Plan

Draft Vision and Objectives, December 2013

What do we want our plan to deliver (our themes)?

1. A place where people live in strong, safe, healthy, well-served and well-connected communities
2. A place with a prosperous and enterprising economy where employment opportunities are increasing and diversifying, and where the benefits are felt by all
3. A place where the quality and sustainability of our cultural assets and natural and built environment are valued and recognised locally, nationally and internationally

Objectives linked to three main Vision themes

1. A place where people live in strong, safe, healthy, well-served and well-connected communities

- Recognise the local distinctiveness of Cheltenham's various neighbourhoods, promoting their integration and regeneration where appropriate
- Ensure provision of sufficient housing land and other opportunities for residential development that meets the needs of the current and future population
- Ensure that new communities are integrated with neighbouring communities to promote cohesion and reduce social isolation
- Enable investment in schools, healthcare and other community facilities and meeting places in order to support new and existing communities
- Increase opportunities for sport and active leisure, particularly in areas of under-provision
- Ensure that places are designed in a way that is accessible to all and promotes walking, cycling and use of public transport
- Support a network of neighbourhood centres that provide an appropriate range of local amenities to support sustainable communities
- Ensure that new development protects public safety and amenity and creates environments that contribute to reducing crime and fear of crime

2. A place with a prosperous and enterprising economy where employment opportunities are increasing and diversifying, and where the benefits are felt by all

- Ensure provision of sufficient employment land and other opportunities for economic development to attract new businesses and to enable existing businesses to grow and develop within Cheltenham
- Promote the development of adaptable and flexible employment space within Cheltenham so that sites and buildings can be re-used with minimal environmental impact
- Assist in developing and maintaining an attractive retail offer in the town centre and other designated centres
- Encourage the delivery of sustainable transport infrastructure, a range of transport options and better links across the borough including parking provision and public transport

3. A place where the quality and sustainability of our cultural assets and natural and built environment are valued and recognised locally, nationally and internationally

- Conserve and enhance Cheltenham's architectural, townscape and landscape heritage, particularly within the town's conservation areas
- Support development of Cheltenham's sporting, cultural, arts and tourism infrastructure (including public art) to ensure that the borough maintains its reputation as a cultural destination and continues to be an attractive place to visit
- Address the challenge of climate change, ensuring that development meets high design and sustainability standards and is built to be adaptable over the long term
- Create a walkable network of interconnected, multifunctional green spaces that link with the wider countryside
- Support provision, maintenance and continued investment in a high quality public and private realm, including formal and informal green spaces and private gardens that contribute to local amenity and wildlife biodiversity
- Manage and reduce the risk of flooding within the borough