

CHELtenham BOROUGH COUNCIL

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 6 PITTVILLE

January 2017

Report compiled by GRCC, working in partnership with Pittville
Neighbourhood Co-ordination Group

Chapter 6: Pittville

Report Context

GRCC was commissioned by Cheltenham Borough Council in 2016 to support twelve communities in Cheltenham Borough to consider their aspirations and present these in order to inform the Cheltenham Plan, a planning strategy document being produced by Cheltenham Borough Council during 2016-2017. The Cheltenham Engaging Communities Project builds on previous partnership working between GRCC and Cheltenham Borough communities in 2014-2015 which resulted in evidence gathering and recommendations by communities for designation of Local Green Spaces across Cheltenham Borough. The findings from that Local Green Spaces Study were summarised in a [report](#) presented to Cheltenham Borough Council in 2015.

The Cheltenham Engaging Communities Project Report is structured in 2 Parts:

Part 1 of the report provides an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.

Part 2 of the report contains 12 separate chapters, each devoted to one community, tracking their approach to the task and drawing out their conclusions, aspirations and priorities. Each chapter contains Appendices which provide fuller detail of a profile produced by the community and outputs from engagement activities they have conducted as part of this project and relevant previous activity.

This document forms Chapter 6 of Part 2 of the Cheltenham Engaging Communities Project Report and contains information about Pittville.

Introduction to Pittville

Pittville is a mature, residential suburban area to the north and north east of Cheltenham town centre. The area adjoins St Pauls and All Saints wards to the south, Prestbury Parish to the north, Swindon Parish to the west and Oakley ward to the east.

How Pittville Neighbourhood Co-ordination Group (NCG) engaged with the Cheltenham

Engaging Communities Project

GRCC had worked with Pittville Neighbourhood Co-ordination Group (NCG) on the Local Green Space Study and the aims and process for the Cheltenham Engaging Communities Project was introduced to NCGs during a presentation in July 2016. GRCC support was used to produce a framework profile for the area which the NCG group then amended to provide local flavour and commentary. GRCC met with NCG members to discuss possible approaches to engaging with the wider community and subsequently facilitated a community workshop organised by the NCG in December 2016.

Pittville Neighbourhood Co-ordination Group's engagement with the wider community

A door –to –door survey conducted in 2015 had explored people's opinions in relation to setting up a parish council for Pittville. At the time of the Cheltenham Engaging Communities Project that initiative was being pursued as a separate exercise however as one question in the 2015 survey gathered opinions on people's top 2 priorities for Pittville, responses to that question are included below.



The Neighbourhood Co-ordination Group invited people from local organisations and residents to 2 workshop sessions in November and the second workshop was facilitated by GRCC. It was attended by 22 people from different groups in Pittville, involved small group and whole group discussions and resulted in a SWOT analysis and a list of aspirations and objectives for Pittville.

The NCG used the framework headings and initial research to revise the Community Profile for Pittville and this can be found in [Appendix 1](#). The profile indicates a neighbourhood of around 3,000 people with low levels of deprivation and high levels of qualifications. Housing consists of large Regency and Victorian homes around Pittville Park with homes closer to Prestbury being of early 20th century origin and post war housing near Evesham Road.

Central and southern parts of Pittville are within Cheltenham's central conservation area and many of the streets are tree lined. Pittville Park, is an important local, Cheltenham and Gloucestershire attraction and includes a boating lake, play areas, fishing, golf course as well as walking and jogging routes. There are a few shops and cafes in the area, but no meeting places, GP surgery or library, with residents using facilities in the town centre. There is one primary and one secondary school in the neighbourhood and the area has sporting facilities including a sports centre and tennis courts.

Outputs from community engagement activities

A) Pittville Survey 2015

Question 2 of the 2015 Pittville survey was an open question exploring respondents' top 2 priorities for Pittville. 162 questionnaires were returned and the table below shows the responses categorised by issue. Preserving and maintaining parks and green spaces, particularly Pittville Park, featured strongly as did improving general tidiness of the area. Eighteen respondents referred to safety and security in the area and twelve further comments referred to crime/ fear of crime or crimes such as burglary or anti-social behaviour. Fifteen respondents listed pot holes as a priority area and a further fourteen comments related to road surfaces, repairs or the condition and upkeep of roads. Comments relating to parking largely revolved around needs for improved parking for residents. Comments under the heading 'planning' related to need for appropriate housing, control of development and input into the planning process.

What are your priorities for Pittville? Category	Number of responses
Parks/green spaces	40
Cleanliness/tidiness	37
Crime & safety	31
Road surfaces	30
Parking	23
Planning/development	18
Amenities/services	13
University/students	9
Traffic	9
Character/heritage	8
Community	7
Roads (general)	6
Transport	5
Trees	3

Health	2
Noise	2
Seagulls	2
Other	12

The survey analysis report, including contextual information and individual comments in response to Question 2 can be found in [Appendix 2](#).

B) Workshop outputs November 2016

Task 1: Pittville today - grouped responses

Strengths

- Parks and pleasant spaces
- Trees
- Proximity to town
- Bus services
- Proximity to Racecourse
- Facilities (Pump room, 3 hotels, museum etc)
- Schools (including a school for disabled pupils)
- Clearly defined
- Gateway to the Cotswolds
- Conservation area
- Architecture/Heritage
- Diverse character /Diverse demographic
- Links with university (student accommodation in Pittville)
- Strong voluntary groups eg Park, Museum, Friends of Pittville, 200 Years Group

Weaknesses

- Very local grocery shops etc have been replaced by other types leaving a lack of small grocery shops and post office (there is, however, a chemist in Prestbury Road)
- Community is spread over a large area therefore lack of social cohesion
- Proximity to town
- Lack of inside space for community activity
- Substrata of the area (geology) eg sink holes which can affect roads and properties.
- Some facilities are not easily accessible to the public, eg Pump room.
- Two main roads with fast traffic cross the area (both have 30mph limits)
- Currently under pressure from construction traffic)
- Pressure on infrastructure (roads, transportation etc) is not keeping pace with development.
- Broadband is slow in parts
- Flooding – recent history.
- Visitors (eg dog walkers, park users, concert users) leave litter, having an impact on the local area

Opportunities

- ‘In the park’ café – bringing people into the park and for local activities
- New developments bring more people who bring ideas and energy (social capital)
- Sustainable transport- opportunities for more cycle tracks, steam trains.
- Using community talents more effectively



- Although Pittville Road has some shops, it could be more like Bath Road (ordinary and specialist shops)
- Better use of the Scout hut and the school
- Conservation training. (Building conservation, environmental conservation (eg making use of the In the Park Café providing information and catering for interests, walks etc
- Skills transfer to young people wanting to start businesses – peer mentoring
- Greater cooperation with the University
- Opportunities for more activities and facilities
- Car park
- Attractive link between Pittville and town centre
- North Place plans
- 10 year park plan
- Develop heritage
- Develop land West of Tommy Taylors Lane – suggestions already made regarding wildlife area in the area within Pittville Park.
- Greater links with schools, eg more curriculum sheets linking local area with aspects of National curriculum
- Growth of Pittville racecourse
- Traffic calming
- Opportunities for various groups to work together

Threats

- Loss of trees (consider recent loss of trees in Sheffield)
- Infill developments- too many of poor architectural design and build quality
- Traffic - through increased housing-Cheltenham traffic plan – concerns on town centre
- Letting traffic find its own way out after leaving town centre
- Construction traffic
- Although there is a clear Ward boundary some feel that the heart of Pittville is not geographically defined
- Potential impact of new University of Gloucestershire campus- may lead to an imbalance between number of students and permanent residents
- Flooding-homes/ buildings and roads
- Pittville becomes a place for traffic and water to find its own way through – No available parking to Pump room, visits to festivals, park. Students who bring cars (only asked not to) need to be managed
- Parking
- Development around perimeter of area- green belt
- Hunting Butts development
- High rise building - development at low cost, low quality

Task 2: Vision and aspects to address – grouped responses

In 2031, Pittville will be a flagship area of Cheltenham and a place where people aspire to live and to visit. It will be an inclusive, coherent community, offering a variety of leisure and cultural pastimes and welcoming residents and tourists who come to participate in activities and events. Pittville's heritage and green spaces will have been preserved and enhanced and its infrastructure will have kept pace with new development. Cheltenham will continue to be known as the 'Garden Town of England' and Pittville will be recognised as the 'green lungs' of Cheltenham. There will be improved connectivity between Pittville Park and the town centre, especially for walkers and cyclists.



In order to achieve this vision the following will need to be addressed:

- Creation of a sustainable, pleasant corridor/ safe boulevard to connect Pittville with the town centre
- Increase in local resident/business and tourist access to Pittville's heritage assets- especially Pittville Pump Rooms
- Maintenance of all Pittville's green spaces
- Continued enhancement Pittville Park as a place for local residents as well as a destination for visitors
- Lack of availability of indoor meeting places
- Retention of Green Flag Award and Green Heritage Site Accreditation (5*) status of Pittville Park
- Effective and sensible management of vehicular and people traffic, including enhancement of the current traffic control measures in place for race events.
- A strategy for traffic movement and parking for Cheltenham Borough working with Gloucestershire County Council Highways, Cheltenham Borough Council and other Cheltenham communities
- Development of a network of sustainable transport
- Effective development of infrastructure (roads, flooding resilience measures, services)
- Sensitive management of any new developments in terms of scale in relation to other developments
- Encouragement of a broader range of independent retail outlets
- Stronger links between university, local businesses and residents
- Retention and enhancement of a strong ethos of co-operation and co-working within the community
- Consideration of how Pittville residents and enterprises can gain a greater portion of tourist revenue, in order to maintain the area for all

Details of the workshop and individual 'table groups' discussions can be found in [Appendix 3](#).

Appendix 1: Community Profile

This profile has been produced by Pittville Neighbourhood Co-ordination Group. GRCC provided a basic framework and some desk top researched data about the area as a starting point and the residents association reworked the section, using their local knowledge and perspectives. Any additional community commentary, giving a flavour of local feeling on topics is shown *in italics*.

Location

Pittville is a mature, residential suburban area to the north and north east of the town centre. The area adjoins St Pauls and All Saints wards to the south, Prestbury Parish to the north, Swindon Parish to the west and Oakley ward to the east.

The Pittville Neighbourhood Coordination Group (NCG) covers the area bound by the Pittville ward boundaries to the North and West, and Clarence Square and Clarence Road to the South. Prestbury Road forms the Eastern boundary but the NCG takes in Pittville Circus, Selkirk Close and Selkirk Gardens.

Community Commentary: There is some overlap with neighbouring NCGs as communities tend to be determined by where residents feel they belong, rather than by lines on a map.

People and Households

Data

Data about people and household numbers in Cheltenham is gathered at polling district level, so for the purposes of this section only, the polling district LA has been used. At the August 2016 electoral register update, this comprised 3,045 voters in 1,743 households.

Community Commentary: If we assume that 10% of households do not register to vote that would suggest around 3,400 adults in 1,900 households.

Deprivation

Pittville ward is made up of four LSOAs (Lower Layer Super Output Areas). These are geographic areas designed to improve the reporting of small area statistics in England and Wales and are graded across five divisions based on scores for multiple deprivation factors. There are two LSOAs in the Pittville NCG area: the north west LSOA falls in the highest quintile and the north east LSOA falls into the second-highest quintile, which means that Pittville has low levels of deprivation.

Educational Achievement

According to the 2011 Census, working-age residents in Pittville ward are on average better qualified than the borough, regional and national averages, with 45% holding a degree-level qualification. (The England average is 27% and the Cheltenham average is 36%). There are fewer than average residents with no qualifications or with lower-level qualifications.

History and Heritage

In medieval times, the area now known as Pittville was recorded as being marshy land used for grazing. The development of housing in the area was the result of the plans of a lawyer named Joseph Pitt, later



MP for Cricklade, who saw an opportunity to open a new spa when numbers of visitors to and residents of Cheltenham experienced a 'boom' in the late eighteenth and early nineteenth centuries.

During the 1820s and 30s, a large private estate with gardens and a variety of houses was created. This development included Pittville Pump Room and its surrounding green spaces, walks and rides. From the mid 1820s, lots were created and sold for development. These lots were freehold but subject to a small rent for the upkeep of the roads and open spaces of the Estate. The Estate came into public ownership in 1890 when the large open space became Pittville Park, with the addition of land to the west of Evesham Road.

By end of the nineteenth century, further development had occurred in the north and east of the ward area. The area north of Pittville Park also saw the development of post-war housing, including Albermarle Gate to the north of the West side of the Park. In the twentieth and twenty-first centuries, some larger houses in the ward have been converted to apartments. There have also been small clusters of one-off developments in the ward in recent years, including blocks of flats and large single dwellings.

Pittville Park

The park is registered as Grade II on the National Register of Parks and Gardens of Special Historic Interest in England and is located within Cheltenham's Central Conservation Area (Pittville Area). The size of the park is approximately 30 ha.

Pittville was started in 1825 by Joseph Pitt, as a scheme for an estate to rival Cheltenham with lots for between 500 and 600 houses. The scheme was designed with ornamental pleasure grounds, walks and rides centred on a classically inspired Pump Room with spa water available. The Pump Room is listed as Grade 1 on the National Register of Listed Buildings.

In 1890 the council bought the Pump Room and the Pittville gardens, and in 1892 the land now occupied by the aviaries and play area. The council also bought land to the west of Evesham Road, including the lake, to create pleasure gardens for the people of Cheltenham. Money for the adjacent recreation ground was given by the local MP Sir James Tynte Agg- Gardner and now bears his name. Altogether, the land purchased by the council was opened on 25 April 1894 as Pittville Park. Further land was purchased by the council in the 20th century to the west of Evesham Road to create the park as it is today.

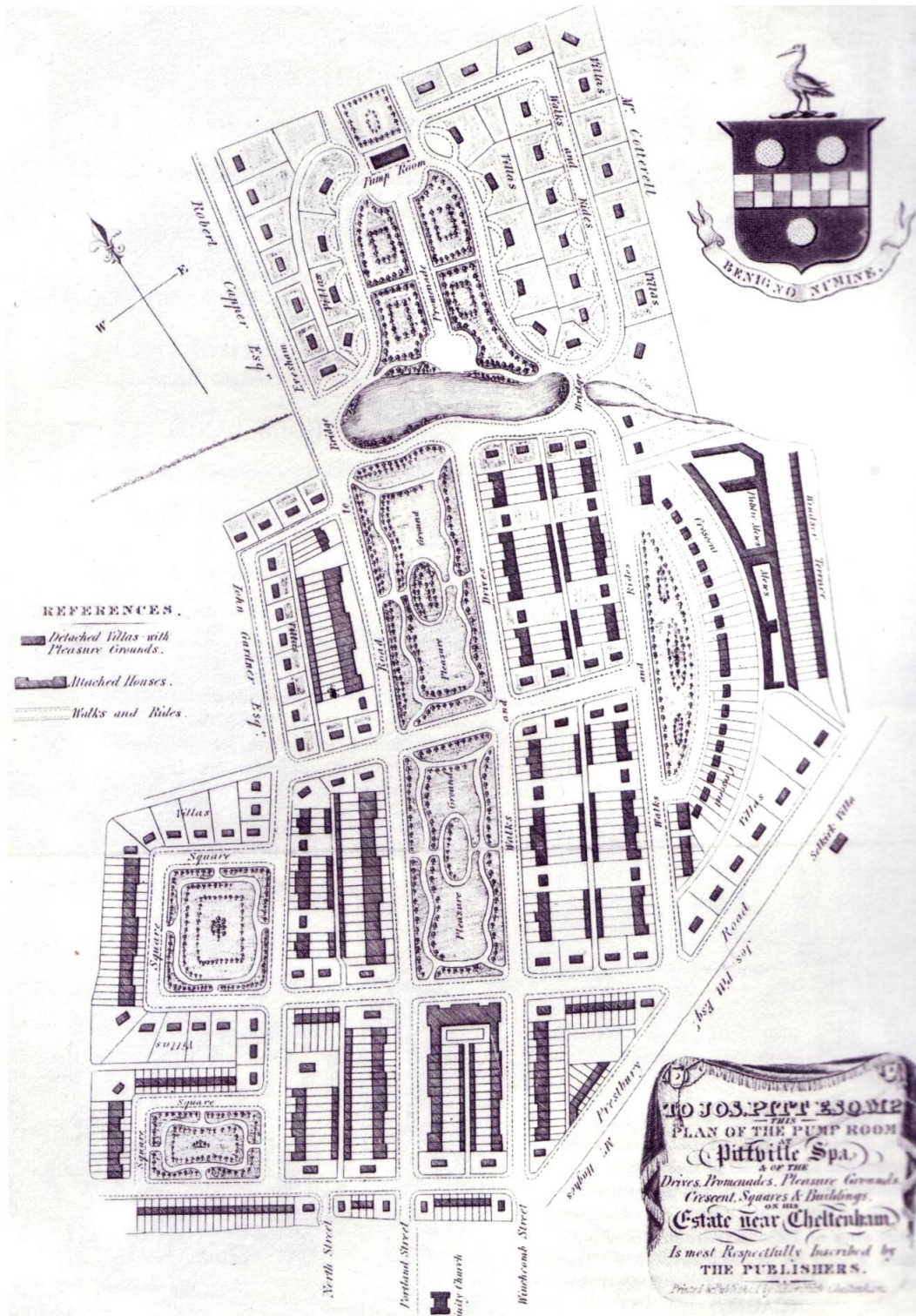
The east side of the park is more formal, reflecting the original layout, and is surrounded by many buildings that are listed on the National Register and some locally listed buildings and structures. It contains the Pump Room which is used for a variety of events, the lake with its two ornamental bridges, the play area and aviaries, cafe and toilets. Among the grassed areas both north and south of the lake is a large, varied and historic collection of trees that help create the ambience of the park.

Much of the west side of the park is the same as when it was created in 1894 with boating lake, boathouse and recreation ground. The tennis courts, skateboard park, 9 hole golf course, adventure playground, and Multi Use Games Area, have been added over the years. There are extensive grassed areas, urban flower meadows and a large number of varied trees.

To the west of Tommy Taylors Lane is a further area of park that used to be part of the old Folly Lane brickworks and refuse tip. This area is mainly left with longer grass in which paths have been mown for dog walkers and for occasional cyclo-cross events. Tree planting has been carried out over the last few years to encourage the bird population and wildlife in order to develop a more diverse area.



The park, while being at the heart of Pittville, is used by the wider Cheltenham population and visitors to the town. The view of the Pump Room across the lake is often used in marketing Cheltenham to the wider world. In 2016 the high standard of the park was rewarded with the national Green Flag award and the heritage recognised with Green Heritage Site Accreditation.



Plan of the intended Pittville Estate, 1826. (GCL)

Physical Character

The central and southern parts of Pittville are within Cheltenham's central conservation area, which is divided into 19 'character areas'. Most of the area's conservation area is categorised as the 'Pittville' character area. There are numerous listed buildings, most being clustered around the south-eastern corner.

Much of Pittville consists of mature, tree-lined residential streets, with large Regency and early Victorian houses, some laid out as villas and some in terraces. Pittville Park is a central feature and adds to the spacious feel, as do numerous green spaces and well-tended front gardens.

The area in the north, close to Evesham Road, houses more recent residential suburban estates, where the character is different. The housing here is mainly in a post-war style, with exposed red brick being predominant. The size of houses varies greatly, from small bungalows close together on narrow streets to grand modern houses on spacious roads overlooking the northern edge of Pittville Park. On-street parking is relied upon by many residents, which can create a slightly cluttered feeling on some streets in the area.

The section of housing in the east near Prestbury Road is more modern than the central section, but older than the off-Evesham Road development. Houses here are mainly early twentieth-century and consist of semi-detached or detached houses and bungalows built in exposed red brick. The roads are fairly wide and front gardens add to the leafy spacious feel, but many residents rely on on-street parking, which takes away some of the space.

Roads, Transport and Access

Roads

Several arterial roads run through the area. The A435 (Evesham Road) runs roughly north-south through Pittville and connects the town centre with the northern section of the borough and beyond. The B4632 (Prestbury Road) runs along much of the eastern boundary, linking the town centre with Prestbury. Albert Road runs roughly north-south from Pittville Circus to the B4075 (New Barn Lane) in the north. Tommy Taylors Lane connects Swindon Lane, which comes into Pittville from the west, with the north of the borough. Most other roads in the area provide access for residents, although some minor arterial roads connect small residential streets with main routes.

Cycle ways

There is a short stretch of off-road dedicated cycle trail through Pittville Park, connecting Evesham Road and Pittville Lawn, and a much larger one on the west side of the park. Away from the park, cyclists travelling through and around the area currently use the roads. Roads in the area have been graded by the Cheltenham and Tewkesbury Cycling Campaign as being either quiet, reasonably quiet or medium, apart from the A435 Evesham Road, which is graded as fairly busy with fairly fast traffic.

Community Commentary: Cycling on the pavement is an issue in certain areas.

Public Transport



Cheltenham Railway Station is 1.8 miles away.¹ The bus station is 0.8 miles from the centre of Pittville (West Drive, GL52 2AN)². Buses that go through the area are the 527 (Gotherington – Bishop’s Cleeve – Woodmancote – Cheltenham), A (Racecourse to Gloucestershire College), D (Gotherington – Bishop’s Cleeve – Racecourse Park & Ride – Cheltenham – Cheltenham Spa Station – Warden Hill – Hatherley), 94U (Gloucester – Cheltenham), H (Swindon Village – Wyman’s Brook – Cheltenham), N (Cheltenham – Prestbury – Noverton Park or Orchid Road) and V (Sainsbury’s (Whaddon) - Cheltenham - Cleevemount Estate).³

Parking

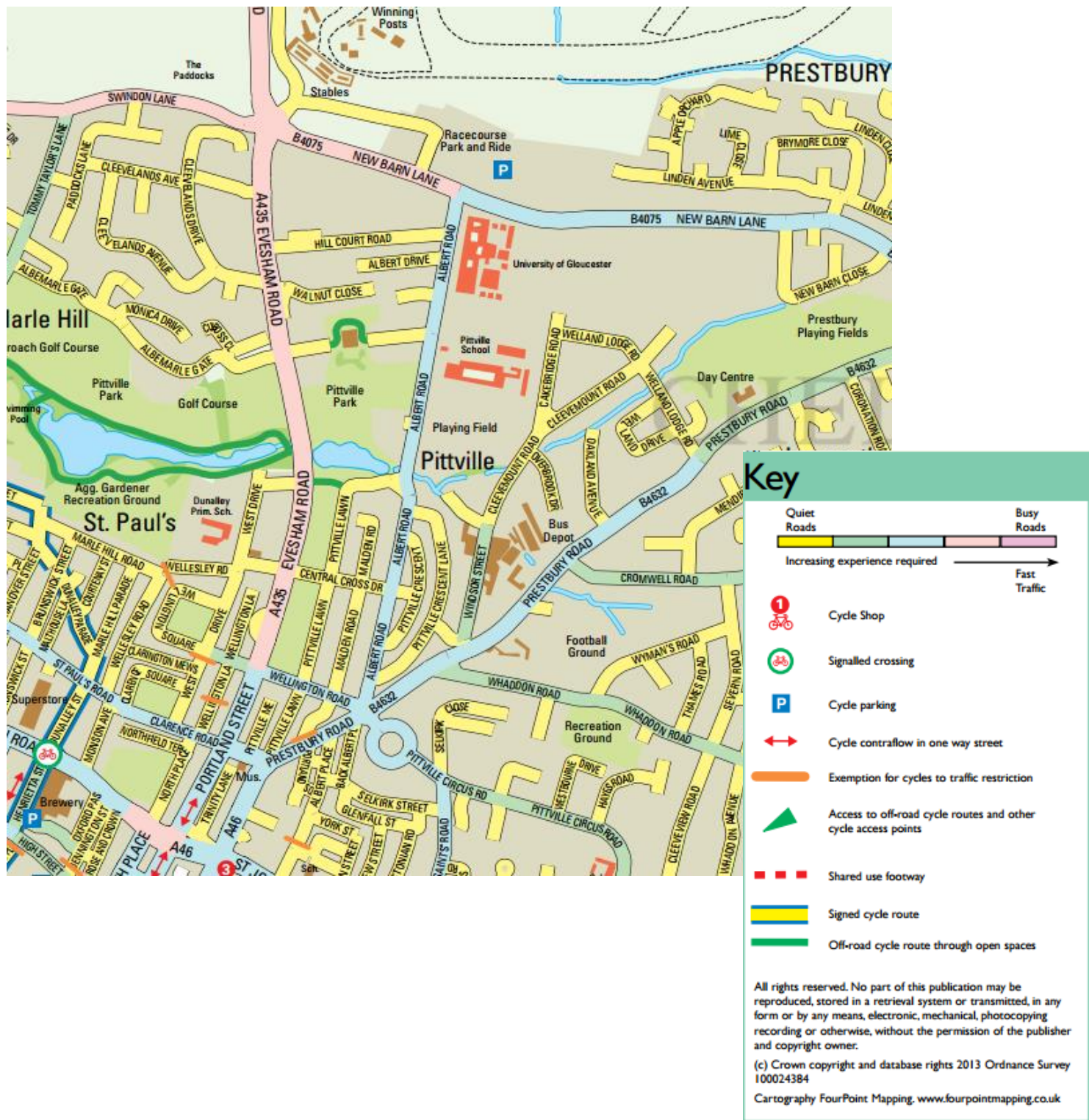
Parking options vary across the area, with some streets having sufficient off-street parking and others relying almost exclusively on on-street parking. There are council car parks behind the Pump Room and off Albermarle Gate designed for park users and the Pump Room. There are also car parks at the Prince of Wales Stadium and at Leisure @ Cheltenham for users of those facilities.

Community Commentary: Pittville was covered by the Gloucestershire County Council Cheltenham Parking Review and new arrangements came into operation in July 2015. This has had a mixed reception. The new Play Area in Pittville Park, which opened in the Summer of 2016, has created substantially increased pressure on parking spaces in the vicinity of the park.

¹ Google Maps

² Google Maps

³ ThinkTravel website: http://www.thinktravel.info/files/uploads/Cheltenham_Bus_Map_V2.pdf



Extract from Cheltenham and Tewkesbury cycle map
<http://www.cyclecheltenham.org.uk/docs/cyclemap.pdf>

Community Services and Facilities

Healthcare

There are no GP surgeries in Pittville. The nearest health centre is the St Pauls Medical Centre on Swindon Road. There is one dental surgery (Hilltop Dental Practice in Tommy Taylors Lane) and a private dentist in Pittville Lawn. There is one pharmacy, which is on Prestbury Road.

Libraries

The nearest libraries are in the town centre and in Prestbury.

Places of Worship

The area has no places of worship. The nearest churches are Trinity Cheltenham on Winchcombe Street, St Paul's in St Paul's Road and All Saints in All Saints Road.

Community Spaces and Facilities

The area has no dedicated community centre. The three buildings operated by the Cheltenham Trust (the Pump Room, the Prince of Wales Stadium and Leisure@Cheltenham) offer discounts on bookings for community groups. Rooms are also available for hire by the public at the Cheltenham Holistic Health Centre in Wellington Road and at the Wilson Centre in Bradbury Gardens, West Drive (accommodation for students of the National Star College).

The schools in the area have rooms to hire and also offer space for free on occasion.

The building known as the Scout Hut in Pittville Park, opposite the Central Cross Café, is a former Air Raid Wardens' building which has been leased to the Scouts for many years (the current lease to the 10th Cheltenham (All Saints) Scout Group expires in February 2021).

There are three cafes in the Park (Central Cross Café on the east side, the Boathouse on the west side and a kiosk at the play area), and a coffee shop (Havanas Coffee) at 14 Prestbury Road.

There are no recycling banks in the ward but the one at the football ground in Whaddon Road is fairly close by.

Recreation and Leisure

Pittville ward is home to Leisure @ Cheltenham (Tommy Taylors Lane), which includes a gym, health club and swimming pool and is one of the borough's main sporting venues. Opposite this is the Prince of Wales Stadium. Pittville Tennis Courts on Evesham Road provide tennis facilities for residents of the ward and for Cheltenham in general.

Pittville School was granted planning permission in 2016 to create a detached sports hall and gymnasium plus outdoor tennis courts and an all-weather hockey pitch. The proposal is that this facility will be available for community use outside of school hours. However, funding for this project depends upon finding a developer to build 58 dwellings on one of its underused playing fields.

Pittville Park provides various leisure options including the playing fields in the Agg Gardner Recreation Ground and the adjoining play area (off Marle Hill Road, adjacent to Dunalley School), a boating lake, a skate park, a golf course, fishing, walking and jogging routes, the tennis courts mentioned above and the new play area.



Pittville Pump Room is used for concerts, weddings, exhibitions and leisure activities. It also has a number of smaller rooms for hire.

The Holst Birthplace Museum, one of only two composer birthplace museums in the country, is in Clarence Road.

The provision of leisure opportunities for Cheltenham as a whole (and beyond) is a feature of Pittville.

Green Spaces

There are many green spaces in the area, some with designations and some without.

Pittville Park is Grade II listed on the Register of Historic Parks and Gardens and gained Green Flag status and Green Heritage Site Accreditation in 2016.

Other important green spaces include the Agg Gardner Recreation Ground (part of the Park), Pittville Circus, the Honeybourne Line and the open spaces in Clarence and Wellington Squares and at the front of Pittville Crescent, which provide green space for residents and others.

In 2015, a community group applied for Abermarle Orchard Garden to become a designated local green space (decision pending at time of reporting).

The Pittville NCG area also includes the Midwinter allotments.

Educational Facilities

The area contains one primary school (Dunalley Primary School in West Drive) and one of the borough's secondary schools (Pittville School in Albert Road).

Pittville is also home to the Pittville Campus of the University of Gloucestershire, although the boundary of Prestbury Parish runs through the middle of the campus and student accommodation is located in Prestbury. Planning permission was granted in 2015 to increase the number of student beds on the campus to almost 800 from the present 215, thereby creating a student village on Pittville's borders. Work is due to be completed in time for the student intake in September 2017.

There are early years nursery/child care facilities at Dunalley School and at the Treetops Nurseries at 22 Wellington Road and 213 Prestbury Road.

Economy

Employment

Pittville is almost entirely residential, so the majority of residents travel out of the area to get to work.

Income

The area features several parts of Middle Layer Super Output Areas (MSOAs), which are small geographical areas used to analyse average household income in England and Wales 2007–8. According to the data, mapped to show the different MSOAs, there is a wide range of incomes across the area, the richest being the eastern side of the ward, which is part of LSOA 'Cheltenham 008', with an average of £730 per week at that time, putting it in the second-highest quintile nationally. However, the western part of Pittville is part of 'Cheltenham 004', which on average had an income of £510 per week at that

time. As Cheltenham 004 also includes much of St Pauls and some of St Peters, it may not be wholly representative of income for Pittville residents in the west of the ward.

Retail and Services

There is a row of shops at the south end of Prestbury Road with a café, hairdresser, beautician, two estate agents, three takeaways and two convenience stores. The only pub in the area is here. The area also has shops that attract customers from outside the immediate area (kitchen design, bathroom design, tattoo artist, flooring shop, electric bike shop, independent financial adviser and two advice centres).

On Prestbury Road there are two car dealerships, one filling station and a funeral director.

There is no Post Office in the ward, with the nearest being on Whaddon Road in Oakley or on the High Street in the town centre.

Housing

Housing Tenure – proportions

Homes in Pittville are inhabited under a range of tenures. The number of homes owned outright is roughly in line with borough, regional and national averages at 30.8% of all homes. The proportion of houses owned with a mortgage is slightly lower (29.4%) than average for Cheltenham (32.4%), the South West (32.0%) and England (32.8%) but the difference is not large. Social rental is low in Pittville (7.1% compared to Cheltenham's 12.2% or England's 17.7%), but private rental (30.6%) is higher than average for Cheltenham and almost double the national average.

Housing types (Source: ONS 2011 Census)

Area	Owned outright %	Owned – mortgage or loan %	Shared Ownership %	Social – council %	Social – other %	Private Rental Landlord %	Private other %	Rent free %
Pittville Ward	30.8	29.4	0.5	3.3	3.8	29.4	1.2	1.2
Cheltenham	32.1	32.4	0.7	8.0	4.2	20.1	1.3	1.1
Gloucestershire	35.5	33.9	0.8	5.9	7.0	13.8	1.6	1.4
South West	35.4	32.0	0.8	5.8	7.5	15.2	1.9	1.4
England	30.6	32.8	0.8	9.4	8.3	15.4	1.4	1.3

Appendix 2: Consultation – Pittville Survey 2015

Please note that the following survey was carried out during 2015 and not specifically as part of the Cheltenham Engaging Communities Project. However as people's opinions about 'top 2 priorities' for Pittville were sought responses to that questions are included below.

Context to the 2015 survey

In 2015 The Pittville Parish Council Campaign Group contracted with GRCC (Gloucestershire Rural Community Council) as an independent body to carry out a survey to test Pittville residents' opinions on the proposal to form a Parish Council for Pittville.

GRCC became involved in the process following the campaign group's discussions with GAPTC (Gloucestershire Association of Parish and Town Councils) and the campaign group's decisions regarding geographic boundaries for the proposed parish. GRCC worked with the campaign group to define the format and reach of the survey and to form the survey questions. It was felt that responses from 135+ households would provide a sound barometer of responses and point the way forward towards next steps.

A door to door surveying technique was used and GRCC staff carried out the survey on 2 full days during July (2 staff members) and a further 6 evenings (between 4:30 and 7:30pm) during September (2-3 staff members on each occasion). If there was no response at a residence a hard copy of the questionnaire (including explanation) was left and residents had the option of completing the survey online or sending a hard copy response to the GRCC postal address.

598 homes were visited and 128 response forms completed 'on the doorstep'. In many cases householders preferred to consider the questions in their own time and 18 responses were subsequently received by post and 16 online giving a total response number of 162.

Responses to question exploring opinions on priorities for Pittville

Question 2 was an open question exploring respondents' top 2 priorities for Pittville and the table below shows the responses categorised by issue. A full list of the comments raised under each category is also provided below. Preserving and maintaining parks and green spaces, particularly Pittville Park, featured strongly as did improving general tidiness of the area. Eighteen respondents referred to safety and security in the area and twelve further comments referred to crime/ fear of crime or crimes such as burglary or anti social behaviour. Fifteen respondents listed pot holes as a priority area and a further fourteen comments related to road surfaces, repairs or the condition and upkeep of roads. Comments relating to parking largely revolved around needs for improved parking for residents. Comments under the heading 'planning' related to need for appropriate housing, control of development and input into the planning process.

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Traffic	9
Character/heritage	8
Community	7
Roads (general)	6
Transport	5
Trees	3
Health	2
Noise	2
Seagulls	2
Other	12

Categorisation of comments received in response to Question 2 (What are your top 2 priorities for Pittville?)

The numbers (1) and (2) in brackets after each comment refer to whether the respondent placed the issue in first place or second place

Parks/green spaces (40 comments)

- Pittville Park (1)
- Pittville Park (1)
- Pittville Park - maintain and improve (2)
- Maintaining Pittville Park (1)
- Preserving Pittville Park and its environs (1)
- Upkeep of and improvements to Pittville Park (1)
- Maintenance of park green spaces (1)
- Maintenance of park/green spaces (1)
- Park maintenance (1)
- Park is kept in good condition (1)
- Conservation of the park (2)
- Keep park in good order (1)
- Keep the Park as it is. A wonderful local facility. (1)
- Keep the park (1)
- Park - green spaces (1)
- To get the park back to its former glory (1)
- To maintain our beautiful park (1)
- Looking after green spaces and community areas (1)
- Upkeep green spaces (2)
- Completion of groundwork/green area (Pas Seul, Denman) (2)
- Access to green spaces (2)
- Keeping green spaces (1)
- Preserve green spaces (1)
- Protecting green spaces (2)
- Protecting green spaces to prevent development (1)
- Protecting green belt
- Non-development of park (1)
- No green belt development (1)



- Maintaining and improving green spaces - promoting ecological conservation (2)
- Maintaining immediate environment. Parks. (1)
- Improving the wildflower parts of Pittville Park (2)
- Preserve environment. Ecological. (2)
- Balance of overuse of parks and right facilities. Protection. (2)
- Pittville Park - more for kids (1)
- Disabled swing in park for child (2)
- More playgrounds in the area (2)
- Segregated cycle and scooter on paths in park (2)
- Rugby in Prestbury park (1)
- Safe areas for children to play and explore (1)
- More bike locks in Pittville Park (2)

Cleanliness/tidiness (37 comments)

- Litter (2)
- Litter (2)
- Litter collection (1)
- Litter from the school (2)
- Litter! (1)
- Street litter (1)
- Kept litter free e.g. the park (1)
- Litter in the park in the children's area (1)
- Litter in the park in the children's area (1)
- Clean up dog poo (1)
- Dog fouling (2)
- Dog fouling (2)
- Dog muck clean up (2)
- Dogs fouling pavement!! (1)
- Clean up park (2)
- Park clean (1)
- Area clean and tidy (1)
- Cleanliness (2)
- It should feel cared for (2)
- Keep area looking clean and tidy (2)
- Keep the area looking nice! (1)
- Keeping area in good order (1)
- Keeping clean and tidy (1)
- Tidy (1)
- Keeping the area in good order (1)
- Keeping the area tidy (1)
- Kept in nice order (1)
- Maintaining the area (2)
- Visual upkeep of area (2)
- Preserving the visual amenity of the area (2)
- Smartening up some areas e.g. Prestbury Road (2)
- Street cleaning on all streets (2)
- Keeping streets clean (1)
- Cleanliness of roads (2)
- Wild flower area is untidy (2)
- Clearing the leaves - safety (1)
- Removal of telephone box - currently used as a public convenience (2)



Crime & safety (31 comments)

- Safety (1)
- Safety (1)
- Safety (1)
- Safety (1)
- Safety (1)
- Safety (1)
- Safety (1)
- Safety (2)
- Safety (feeling safe from crime, accidents, antisocial behaviour) (1)
- Safety in the home (1)
- Being a safe environment to live in (1)
- Safety - burglaries (1)
- To feel safe in the neighbourhood (2)
- Nice, safe, friendly (1)
- Safe, calm community (1)
- Child safety/neighbourhood watch (2)
- Security - local policing (1)
- Security (1)
- Security (2)
- Security, cameras in alley (1)
- Crime (1)
- Crime (1)
- Crime (2)
- Crime (2)
- Crime and security (1)
- Free of crime (2)
- Reduce crime (1)
- Good record on low crime and ASB (1)
- Police presence (community police) (1)
- Policing (2)
- Stamp out drug dealing in Clarence Square area (1)
- Anti-social behaviour (1)

Road surfaces (30 comments)

- Potholes (1)
- Potholes (1)
- Potholes (1)
- Potholes (1)
- Potholes (1)
- Potholes (1)
- Potholes (2)
- Potholes (2)
- Potholes [not sure of next two words - could be Gutters Clean] (1)
- Potholes in Tommy Taylors Lane (1)
- Filling potholes (1)
- Improve roads/potholes/kept white (paint) (1)
- Roads - potholes on Tommy Taylors Lane (1)
- Roads Tommy Taylors - potholes (1)
- Mend holes in road (1)
- Road surface (2)



- Road surface management (1)
- Road surfaces (1)
- Road surfacing (1)
- Improve road surfaces (1)
- Road surfacing on Prestbury Road/all roads (2)
- Road repaired (1)
- Road repairs (1)
- Condition of road (1)
- Condition of road (1)
- Conditions of the road and pavement (2)
- Consistent maintenance of highway and pavements (1)
- Quality of roads and pavements (2)
- Upkeep of roads, pavements, paving stones (1)
- Upkeep roads, pathways (2)

Parking (23 comments)

- Parking (1)
- Parking (1)
- Parking (1)
- Parking (1)
- Parking (2)
- Parking (2)
- Parking (2)
- Parking (2)
- Parking (2)
- Car parking (1)
- Issues with parking (1)
- Improve parking for residents (1)
- Parking - residents permits needed (1)
- Remove Residents only parking (1)
- Commercial vehicles parking in residential area (2)
- A more logical visitor parking system (2)
- Parking - Prince of Wales estate (horrendous) (1)
- Parking on Prestbury Road (2)
- Review of town parking (2)
- Improve parking in town so there is more parking for residents and support the High Street (2)
- Control over parking during races (2)
- Traffic - parking. Managing events parking. (2)
- Traffic calming causes danger because of parking (1)

Planning/development (18 comments)

- Planning (1)
- Planning (1)
- Planning (1)
- Planning (2)
- Input into planning (2)
- Having an input in planning process (2)
- Consultation of planning (2)
- Appropriate housing (2)
- Less planning (2)
- Garders planning permission STOP (2)



- Controlling development (1)
- Stop more building/development (1)
- Protecting green spaces to prevent development (1)
- Appropriate developments - design and scale. No green belt development. (1)
- Resist further housing (2)
- Conversion of houses to flats (2)
- Keep building projects to a minimum (2)
- Possible development (2)

Amenities/services (13 comments)

- Amenities (1)
- Lack of amenities (2)
- Keep amenities in good order (1)
- To maintain our facilities (1)
- Good schools (2)
- Better schools, primary and secondary (2)
- More parent/baby groups (1)
- Improve Winchombe Street shopping (2)
- Prestbury Road - bars and restaurants (2)
- Continuing services. Gas, water. (1)
- Improve broadband speed (1)
- Preserving the cultural amenity of the area (2)
- Recycling (2)

University/students (9 comments)

- Student accommodation (1)
- Student accommodation (2)
- Student building - pollution/noise (1)
- New student building - impact on area (1)
- Monitoring the student village (1)
- Social problems that may be associated with university development (2)
- Control new students (1)
- Too many students (worried) (2)
- Limiting power of University to change the area (2)

Traffic (9 comments)

- Traffic (2)
- Slow traffic down in Tommy Taylors Lane! (2)
- Traffic calming (2)
- Traffic calming causes danger because of parking (1)
- Improvement to Albert Road traffic management system (2)
- Safe roads (1)
- Safety on roads (1)
- Dangerous bollards (Albert Road)/University (2)
- Cycle paths - more (2)

Character/heritage (8 comments)

- Maintain character (1)
- Preserving the character of the place (1)
- Maintaining the unique and individual character of Pittville (1)
- Maintaining heritage/character (2)
- The Regency status of the buildings (1)



- Important buildings keep conservation status (2)
- Keeping the balance between rural and urban living (2)
- Keeping area rural (1)

Community (7 comments)

- Creating a community (2)
- Creation of a community which identifies with Pittville (1)
- Bringing the community of Pittville closer together (2)
- Community for all (1)
- Keeping sense of community (1)
- Community activities (2)
- Dynamics of the area (2)

Roads (general) (6 comments)

- Roads (1)
- Roads (1)
- Roads (2)
- Appropriate road system (2)
- Decent roads (2)
- Road services (2)

Transport (5 comments)

- Bus services (2)
- Good bus service (1)
- Transport, access into town (1)
- Being able to get into town easily (2)
- Upkeep of and improvements to the Honeybourne Line (you may not classify that as Pittville) (2)

Trees (3 comments)

- Tree preservation (2)
- Upkeep of trees and verges (2)
- Maintaining and improving trees - promoting ecological conservation (2)

Health (2 comments)

- Good access to doctor's surgeries (2)
- NHS (2)

Noise (2 comments)

- Noise at night (2)
- Not too much noise (2)

Seagulls (2 comments)

- Deal with seagull problem (2)
- Seagulls (2)

Other (12 comments)

- It should remain a nice place to live (1)
- Keeping Pittville a pleasant environment to live in (2)
- Retaining wonderful place (1)
- Comfortable in area (1)
- Access disabled (2)
- Green issues (1)

- Sustainability (1)
- Pay less council tax (1)
- Better use of funds for local projects (2)
- Supporting Friends of Pittville (2)
- An opportunity for our local voices to be heard (1)
- A Parish Council would not just be a one issue organisation - i.e. park or planning - we need a rounded approach to the issues of the area (2)



Appendix 3: Workshop Output

Pittville Community Priorities workshop 30.11.16

Aim of workshop: A focus group session was facilitated by GRCC to enable Pittville residents to consider their aspirations for the Pittville area of Cheltenham. The session was held at Pittville School and attended by 22 people.

Two key tasks were completed during the evening.

Task 1: SWOT analysis

Each table considered Pittville's current strengths and weaknesses, threats facing the area and future opportunities for Pittville and recorded these in note form (SWOT analysis). Each table then contributed to a group discussion and points were recorded in a 'combined SWOT analysis'.

Task 2: Vision and areas to address

Following the compilation of the SWOT analysis, each table group considered their aspirations for Pittville by completing the statement 'By 2031, Pittville will be a place where....'. They then added points under the heading 'in order to achieve this vision, the following aspects will need to be addressed/ tackled'. Again each group fed back and a combined response was formed. Group discussion then led to listing of aspects to address in order to achieve the vision.

Grouped responses are listed in the main body of this document (Cheltenham Borough Engaging Communities Project Report Chapter 6 pages 3 -6) while individual tables' responses are shown below.

Individual 'table group' responses to the SWOT analysis task (Task 1)

Table	PITTVILLE- STRENGTHS	PITTVILLE- WEAKNESSES	PITTVILLE- OPPORTUNITIES	PITTVILLE- THREATS
1	<ul style="list-style-type: none"> Pleasant spaces, parks Playground, unique complete squares Homogeneous unit, schools, (incl. Star centre, Bradbury Court) Leisure centre, Prince of Wales University presence, museum, pump room Good bus coverage 	<ul style="list-style-type: none"> Little retail Geology: traffic impact on roads etc Some facilities not easily accessible to public (Pump room) Street lighting 	<ul style="list-style-type: none"> Use community talents more effectively Greater use of facilities like Pump room Extension of GRW line to Tommy Taylors Lane Better relations with University of Gloucester 	<ul style="list-style-type: none"> Infill developments, unsympathetic development Spread of commuter parking Poor quality developments. Traffic (especially heavy)
2	<ul style="list-style-type: none"> Diverse character Green space/green heritage/green flag Facilities Trees Strong and voluntary group Pump room/3 hotels/leisure centre and museum 	<ul style="list-style-type: none"> 50% transient population footprint Pressure on facilities Two main arteries in/out town Flooding Sub strata – sand/roads/property 	<ul style="list-style-type: none"> Prestbury Road shopping area Proximity to town centre Leisure/sport facilities Cycle tracks Steam railway Student population Skills transfer 	<ul style="list-style-type: none"> Not geographically defined/big legal issue Trees (council/contracts/Sheffield) Traffic Over use of facilities Joint Core Strategy traffic increases Cheltenham Transport Plan traffic increases
3	<ul style="list-style-type: none"> Green spaces Trees Park Space Heritage (Architectural) 	<ul style="list-style-type: none"> Inside space No local HUB 1 pub 	<ul style="list-style-type: none"> New developments New people – social capital Energy 	<p>Over development Traffic Infrastructure overload Un themed</p>

	<ul style="list-style-type: none"> • Buildings • Proximity to town • Scout hut – but limited 	<ul style="list-style-type: none"> • Pump room not easily accessible (commercially proximity to town run) • Infrastructure overload • Flooding. Find its own level 	<ul style="list-style-type: none"> • Outdoor facilities for young • Leisure centre (indoor) • Sustainable transport • Cycle ways • Steam railway • Community talents • Green training “In the park” 10 year management plan • CBC/FOP/Community ranger • Social cohesion 	Defining the boundaries Working together – Opportunity or Threats?
4	<ul style="list-style-type: none"> • Clearly defined (geographically) • Green spaces • Planned as entity • Proximity to town centre • Iconic buildings • Architectural heritage • Recreational opportunities • Bus services (in parts) • Community pride 	<ul style="list-style-type: none"> • Lack of social cohesion – communities spread out • No buildings as community centre • Divided by main roads • Construction traffic • Some bus services weak at night 	<ul style="list-style-type: none"> • Pittville Park and Pump room • More community access to Pump room • Development of North Place • Portland Street as way of developing • Town centre improvements (John Lewis will be retail opportunity) • Improve Prestbury Road shopping (district shopping area) similar to Bath Road or Tivoli and small additional parking • 20 is plenty speed limits 	<ul style="list-style-type: none"> • Developing areas around perimeter • Pressure on facilities • Extra traffic • Cars continuing to go too fast
5	<ul style="list-style-type: none"> • Large open space • Middle of town • Gateway to Cotswolds • Conservation area 	<ul style="list-style-type: none"> • Lack of village shops • Bad traffic • Lack of community feel • Need to take a car everywhere • Lack of pedestrian areas 	<ul style="list-style-type: none"> • Use of the scout hut • To bring people together • Vertical living 	<ul style="list-style-type: none"> • University campus –growth and scattered – Bitty • Green belt under threat • Traffic

Appendix 2: Individual table responses to the prompts relating to vision (Task 2)

Table number	Vision: In 2031 Pittville will be a place where ...
1	<ul style="list-style-type: none"> • We still have a park and all the other key features of Pittville's vision • All key features cared for and enhanced • Green heritage maintained/developed • Working infrastructure (lighting, roads) • Coherent community • Development sensitive to geology • Traffic and transport is green • Heritage attractions thrive and get fair share of resources • Broader range of independent retail
2	<ul style="list-style-type: none"> • People aspire to live and visit • Supportive community • Maintenance of green spaces • Heritage features • Inclusivity • Small economics
3	<ul style="list-style-type: none"> • All the major components roads, transport, connectivity. The infrastructure is fit for purpose - it grows with new housing • We will still be Cheltenham's primary green lung • Roads, drainage, community facilities dedicated flood management to local residents • Housing development remains limited and manageable, given Pittville's unique shape • Green spaces protection is enshrined in law • A dedicated community building

	<ul style="list-style-type: none"> • “two way process continues with the town – Pittville flow • Network of sustainable transport <p>(to do list - Social contract- Visitors spend money therefore can Pittville get a slice back?)</p>
4	<ul style="list-style-type: none"> • Heritage preserved and enhanced • All green spaces preserved • Traffic managed sensibly • Infrastructure copes with all demands • Identifiable community facilities • Connections developed with rest of Cheltenham (eg North Place, Portland Street) vibrant street scenes. • Halt on 1 way systems – bike and pedestrian friendly • No concrete bollards or unnecessary street furniture • Integration of University population • University facilities available for general population • Encourage development of Pittville School
5	<ul style="list-style-type: none"> • People feel a sense of community • There are adequate indoor and outdoor facilities for Pittville residents • Will be considered as part of the Cheltenham plan. • Access to Pittville should be more attractive