

CHEL TENHAM BOROUGH

ENGAGING COMMUNITIES

PROJECT REPORT

PART 2 – CHAPTER 11

TOWN CENTRE

January 2017

Report compiled by GRCC, working with West End
Partnership

Chapter 11: Town Centre

Introduction

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 11 of Part 2 of the Cheltenham Engaging Communities Project Report and contains information about Cheltenham Town Centre.

Introduction to the Cheltenham Town Centre Neighbourhood

Cheltenham Town Centre is a mature urban residential, administrative and commercial area at the heart of Cheltenham borough. The area adjoins the Fairview and Tivoli areas to the east, Oakley and St Pauls to the north, St Peters and St Marks to the west and Tivoli and Lansdown to the south. The town centre includes parts of four different wards, namely Lansdown, St Peters, St Pauls and College. It is diverse in character, and holds a large proportion of the borough's historical buildings and other landmarks.

How Cheltenham West End Partnership approached the Cheltenham Engaging Communities Project

Cheltenham West End Partnership (CWEP) and Town Centre Neighbourhood Co-ordination Group (NCG) worked with GRCC to prepare this Chapter which includes contributions from local residents during community consultation. They used the opportunity to combine engagement on general aspirations with gathering specific opinions and information on local park improvements, which formed part of a parallel project. GRCC data analysis support was used plus involvement in focus group workshops to discuss the scope of the work and to define the aspirations for the area. GRCC also

provided the framework and initial data to inform a profile for the area which the Partnership amended to reflect their local knowledge and experience.

West End Partnership's engagement with the wider community

West End Partnership organises regular Neighbourhood Co-ordination Group meetings which has local community representation and a sound grasp of issues affecting the area and aspects valued by local people. They used this knowledge to review and refine a community profile that included desktop evidence from national and local data. Members of Cheltenham West End Partnership (CWEP) considered desk top evidence along with information from previous work / discussions by the residents' group and used a basic framework provided by GRCC to produce a profile of the Town Centre. The profile contains sections on the location, history, economy, housing, community services, transport, physical environment and the characteristics of the population. The full profile can be found in [Appendix 1](#).

The next stage involved community engagement activity during 2016 in order to find out other residents' opinions and priorities and to inform any conclusions drawn. This involved a questionnaire completed by residents online via the CWEP website. The questionnaire was formed of two parts. Part 1 contained six questions covering aspects such as what the community values about the area and rating of community facilities with CWEP specifically using Part 2 (question 7) of the community survey to obtain feedback about green spaces / parks within the Town Centre. The questions are listed below:

1. Do you
 - a. Live in the town centre?
 - b. Work in the town centre?
 - c. Visit the town centre and also live in Cheltenham outside the town centre?
 - d. Visit the town centre and don't live in Cheltenham?
2. What are the three things you most like about the town centre?
3. What are the three things you like least about the town centre?
4. Complete the following comment: *In five years' time Cheltenham town centre should be a place where.....*
5. Complete the following comment: *In twenty years' time Cheltenham town centre should be a place where.....*
6. Tick the answer that most agrees with your opinion:

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Cheltenham town centre is a friendly place					
Cheltenham town centre is a safe place					
Cheltenham town centre is an attractive place					

Please explain your reasons for these answers

7. On the subject of green spaces: Parks and Gardens are important to Cheltenham so please answer the following questions about specific green spaces in the town centre. You only need to complete those parks where you have knowledge or an opinion.

Questions relating to each of the following green space (Montpelier Gardens, Imperial Garden, The Long Garden, The Minster Grounds (St Mary's Churchyard), Jenner Garden, Winston Churchill Memorial Garden, Sandford Park (West of College Road).

Do you live or work near this green space? (yes/ no)
What do you most like about this green space?
What would improve the green space?

Have you ever witnessed what you would consider inappropriate behaviour in this green space (yes/ No)
If you answered YES, please say
What the behaviour was related to (alcohol, drugs, noise, sexual behaviour, other
How often does this behaviour happen)daily, weekly monthly, less often)
When did you last witness this behaviour (day, month, year)

8. If there anything else you would like to say about the town centre or about the green spaces that has not been covered by this survey we would be very interested in your views.

Workshop

CWEP arranged for the October 25th 2016 Town Centre Neighbourhood Coordination Group (NCG) meeting to include a participatory workshop session co-facilitated by GRCC to consider the community profile and to conduct analysis to draw out aspirations and key issues for the community. The discussion focused on what was least and most liked about the community as well as the future of the Town Centre.

Outputs from community engagement activities

A) Survey results

In total 58 survey responses were returned. In Part 1 the community were asked to respond to six questions. The following provides a short summary while the full analysis report can be found in [Appendix 2](#).

Question	Top responses
Q2- What are the three things you most like about the Town Centre? (Open question)	Shops and facilities – 71% of respondents Entertainment & Events- 59% of respondents Green Spaces & Parks – 50% of respondents
Q 3- What are the three things you least like about the Town Centre? (open question)	Anti-social / illegal behaviour – 43% of respondents Traffic related issues – 29% of responses

	Homelessness / homeless people – 29%
Q 6- Cheltenham Town Centre is a friendly place	Agree- 36, disagree 10
Cheltenham Town Centre is a safe place	Agree 34, disagree 13
Cheltenham Town Centre is an attractive place	Agree 42, disagree 11

Question 2 and 3 were open questions exploring respondents' likes and dislikes of the Town Centre area. The Shops and facilities, entertainment and events on offer featured strongly 'likes', as did the green spaces and parks. In relation to 'dislikes' a high level of respondents referred to anti-social and illegal behaviour along with traffic related issues and the homeless people located in the Town Centre.

B) Workshop

The workshop provided the Neighbourhood Co-ordination Group with an opportunity to consider the survey response, along with previous consultation results and their local knowledge. They summarised what people liked and disliked about the town centre and considered responses to the 'visioning' questions (4 and 5).

What was most like about the Town Centre area:	<ul style="list-style-type: none"> • The diversity of the shops, theatres and restaurants • The proximity to all the amenities – very accessible by foot • The diverse mix of social and economic opportunities • The fantastic Parks & Gardens • Availability of parking including the free areas in the evening • The population mix – including tourists coming to Cheltenham • Good transportation (buses etc...) • The balance of social activities on offer • Mix of architecture (buildings / infrastructure) • Clean environment
What was least liked about the Town Centre area	<ul style="list-style-type: none"> • Traffic congestion • Housing - the growth of the retirement residential properties at the expense of affordable housing for local residents • Limited employment opportunities • Loss of local companies being replaced by residential developments • Building conditions – heritage and continual upkeep • Lack of facilities for young people – it's not just all about the nightlife • Shops catering for certain demographics – non family orientated • Entertainment – focused on a type of person (festival / events focus) • The adverse effect of 'out of town' growth of the retail park(s) offering
The future for the Town Centre area	<p>To be a balanced area in relation to:</p> <ul style="list-style-type: none"> • Shop types • Food types (especially takeaways) • Property Design

	<ul style="list-style-type: none"> ○ Some compromises need to be made to ensure the maintenance of buildings that are subject to conservation etc... a more open minded approach is required. ○ Type of housing developed that must not just be for one demographic in relation to retirement • Servicing the needs of the under 30's as well as families • Living up to the local 'conservation' requirements • Building up the high street for areas that are currently used inappropriately (e.g. a store room for a supermarket as well as the 'mission and the old 'chemistry night club' buildings • To be an accessible town centre for all in relation to: • Access <ul style="list-style-type: none"> ○ Pathways (deterioration) ○ Traffic Management (heavy vehicles v cars) • Living <ul style="list-style-type: none"> ○ Employment opportunities ○ Housing needs • Tourist <ul style="list-style-type: none"> ▪ For Cheltenham to be featured as part of the Cotswolds and not miss out on tourism opportunities
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Using the output from the workshop Cheltenham West End Partnership documented a set of Aspirations for the Town Centre. Fuller details of the session outputs can be found in [Appendix 3](#)

Aspiration 1 (Built environment)

Town centre residents should expect housing quality and services to be of a good and appropriate standard.

The achievement of this aspiration requires the following objectives to be met:

- Private rented accommodation in the town centre should be regulated more widely than is currently the case. All accommodation over retail and commercial premises should be licensed to enable regulation of quality, overcrowding and safety.
- All town centre residents should have access to clean and inclusive collection of household waste.

Aspiration 2 (Culture and Recreation)

Cheltenham should provide a balanced range of facilities in the town centre.

The achievement of this aspiration requires the following objectives to be met:

- There should be a limit on the number of certain types of outlets in any given area where this can have an impact on residents comfort and environmental quality through increased incidence of litter, smell, noise, anti-social behaviour and traffic problems. (e.g. number of off-licences or takeaways allowed in close proximity of each other)
- The town's retail, social and cultural offer needs to include things that appeal to people of all ages, economic groups and backgrounds.

- Cheltenham needs to think strategically about the balance between the town centre and out of town retail offerings so that the town centre does not suffer. Possibly achieve this by encouraging/targeting independent retailers into the town centre.

Aspiration 3 (Culture and Recreation)

A sense of cohesion that covers all parts of the town centre area should be encouraged and celebrated.

The achievement of this aspiration requires the following objectives to be met:

- The town centre has distinct areas with different characteristics. These should all be recognised as equally important.
- The poorer parts of the town centre are also the oldest parts. There should be recognition of the hidden histories that embrace the non-regency side of Cheltenham town centre as well as the more obvious parts.
- All parts of the town centre should receive the same level of care and quality so that the feel of it is that it is one town.

Aspiration 4 (Built Environment)

Conservation should go hand in hand with preservation.

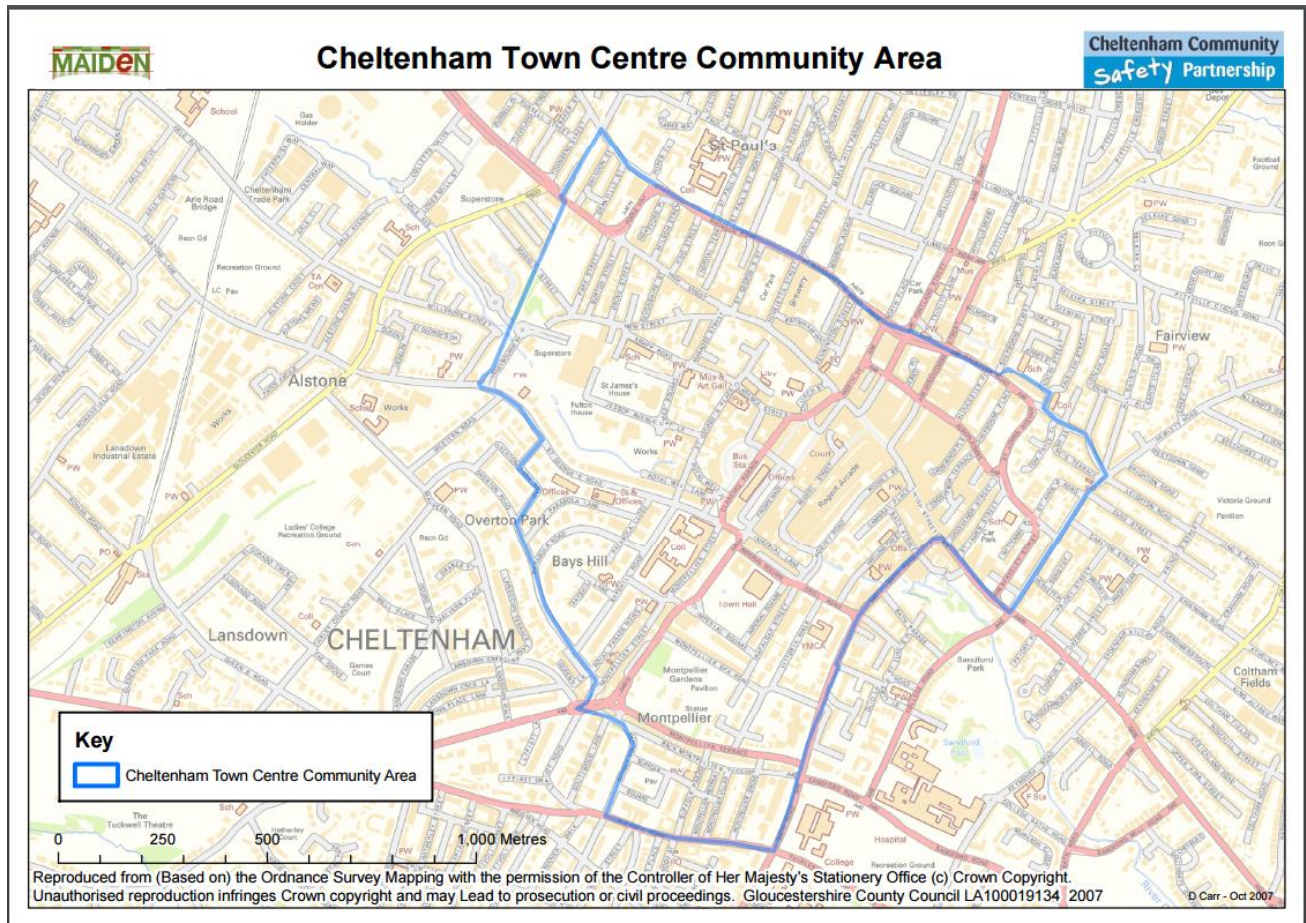
The achievement of this aspiration requires the following objectives to be met:

- There should be a clear set of guidelines for property owners so that they understand what they can and cannot do to buildings within a conservation area.
- More enforcement is required to ensure that property owners take responsibility for preserving the fabric and look of their buildings. However, conservation should not be enforced to the extent where it makes improvements to run down buildings too expensive for the owners.
- Where conversion of retail/commercial properties into living accommodation is an option that improves an area it should be regulated to ensure that the character and historical significance is not lost

[Appendix 4](#) contains a link to previous consultations carried out by the CWEP and the Town Centre NCG, which are reflected in the workshop output as well as through commentary in the community profile.

APPENDIX 1: Community Profile

This profile has been produced by West End Partnership. GRCC provided a basic framework and some desk top researched data about the area as a starting point and the Partnership 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 and main areas of the Town Centre

High Street

Cheltenham High Street, which runs between Gloucester Road/Tewkesbury Road to the west and London Road/Bath Road to the east, forms the medieval core of Cheltenham. This part of Cheltenham is much older than any other part of Cheltenham and significantly predates those parts of the town centre developed after the discovery of the mineral wells.

Community commentary: The High Street lacks unity and could be considered to be in four parts.

1. The Lower High Street, to the west of St Georges Square.

This part of Cheltenham was traditionally the working class area providing housing and shops. Many of the buildings within the area were demolished as part of slum clearance programmes in the nineteenth and early twentieth centuries and replaced with more modern buildings, with many people rehoused on the peripheral council housing estates. *Community commentary: This part of Cheltenham is the most ethnically diverse in Cheltenham and consequently provides a number of specialist food shops and takeaways. There are also seven cheap off-licences on this part of the High Street which has for some time resulted in issues relating to alcohol and anti-social behaviour. The area is generally quite run down and has resulted in a recent regeneration working group being set up to assess problems and find solutions.*

2. The Lower High Street between Boots Corner and St Georges Square.

This part of the High Street contains the Brewery Quarter. Phases two and three of the Brewery Quarter development has included demolition of a row of shops on north side of the street to be replaced with a modern link to existing Brewery complex. This has included improvements to the road and pavement surfaces. The south side of the street includes three alleyway entrances to Cheltenham Minster and these are the subject of a current art project.

3. The High Street between Boots Corner and Cambray.

This part of the High Street includes the main entrance to the Regent Arcade as well as high profile shops such as Marks and Spencer, Monsoon, H & M, River Island and Topshop. The area is pedestrianised in the most part.

4. The Strand.

Community commentary: The eastern most part of the High Street needs improvement. It is run down and has a number of empty units. It includes what was once the entrance to the Beechwood arcade which closed in 2016 and the site will be converted to house a new John Lewis store to open in 2018. It is felt that the introduction of John Lewis into the area is likely to trigger other improvements in this part of the High Street.

The Brewery Quarter

The Brewery Quarter, with entrances from high street (2), St Margaret's Road and Henrietta Street, is a 200,000 sq ft leisure complex situated just off the High Street attracting over 3 million visitors a year. Phase One of this complex, which was previously a brewery, boasts an eleven screen cinema and IMAX, the luxury Screening Rooms cinema, bowling centre, gym and a large choice of restaurants and bars. Phases two and three, currently under construction will provide a link between the High Street and the brewery leisure complex as well as new retail accommodation.

Regent Arcade

With over 60 stores, 7 restaurants and parking for 500 cars the Regent Arcade is Cheltenham's main shopping centre in the heart of the town, linking the High Street with Regent Street and the Promenade.

Cheltenham Minster

Located in a green space right in the heart of the town, Cheltenham Minster was the parish church of Cheltenham and is the town's oldest building, which has its origins in the 11th century with major changes made to it in the 14th century. The grounds surrounding the area are a popular spot for visitors and workers to enjoy lunch on a summer's day. Unfortunately the space which is tucked away and not overlooked also attracts drug and alcohol users and some anti-social behaviour.

Promenade

The Promenade is the heart of Regency Cheltenham, a refined tree lined Main Street filled with examples of the architecture that help define Cheltenham to visitors. It is mainly a retail street with some eating and drinking establishments. The Long Gardens which separate the Promenade from the Municipal Offices, home to Cheltenham Borough Council, are home to Neptune's Fountain, fashioned on the Trevi fountain in Rome, the war memorial and a statue of Edward Wilson who once lived in the town. The Promenade also provides the venue for Cheltenham's regular farmers and craft markets as well as the continental markets that visit at Christmas and during Cheltenham Festivals.

Montpellier and Montpellier Gardens

The upmarket Montpellier district is situated at the southern end of the Promenade. Originally developed in the 1830s in conjunction with the spas, it is now known for its bars, cafés, restaurants and range of specialist shops.

Community commentary: Whilst being in close proximity to the town centre, Montpellier has the character of a town within a town and its active traders association hosts a number of events throughout the year including a popular street fair.

The area includes three of the most iconic images of Cheltenham:

- The Caryatids in Montpellier Walk which date from the mid nineteenth century.
- Eagle Tower built in the 1960s as the head office for the Eagle Star Company and Cheltenham's tallest building. Eagle Towers currently offers flexible office space which could potentially be replaced in the future by apartments.
- The Rotunda which was one of Cheltenham's Pump Rooms. This building is currently occupied by Lloyds Bank.

Montpellier Gardens were originally developed at the beginning of the 19th century as pleasure gardens to provide an appropriate setting for the pump room and for society to meet and promenade. In 1864 the bandstand was constructed, making it one of the oldest public bandstands in the country. Along with Imperial Gardens the Montpellier Gardens provide the main venues for Cheltenham Festivals.

Town Hall and Imperial Gardens

Backing onto Imperial Gardens is the Town Hall, built in 1902-03 to provide a venue for the many balls and concerts that made up the town's social calendar at the turn of the 20th century. Apart from the

Centaur Centre at the racecourse it is now the town centre's largest venue for live music, comedy, festivals and exhibitions.

Imperial Gardens is the most formal of Cheltenham's parks and gardens and houses and includes the outdoor Imperial Gardens Bar. Along with Montpellier Gardens the Imperial Gardens provide the main venues for Cheltenham Festivals.

Waitrose Complex

Opened in 2007 on what had previously been the St James Railway Station site. The station was closed in 1966 as part of the railway closures following the Beecham Report 'The Reshaping of British Railways', 1963. The site also contains other retail outlets and office accommodation. The site's development also enabled improvements to the river and environs which run along the south side of the site.

Royal Well

Royal Well consists of an attractive Regency crescent completed in 1810. The area to the front of the crescent is now the town's bus station, but was originally part of an Elm tree lined walk way between St Mary's Parish Church and the original Royal Well in Bayshill.

Community commentary: The crescent is an important building but it is hidden behind the bus station and faces the ugly rear of the Municipal Offices.

St Georges Road area

St Georges Road provides a main thoroughfare between the town centre and Cheltenham's western housing estates. The road contains good examples of eighteenth and early nineteenth century architecture and well preserved examples of the decorative metal work that Cheltenham was once well known for. The north side of the road backs onto the River Chelt. Gloucestershire's Magistrates Court is located in St Georges Road. Bayshill Road which runs southward off St Georges Road is home to Cheltenham Ladies College.

People and Households

Data

Data about people and households in Cheltenham is gathered at a ward level. The NCG area for the town centre overlaps 4 different wards – St Peters, College, Lansdown and St Pauls. There is considerable contrast between these wards and super output areas within them with the general pattern being that St Paul's ward area has relatively higher levels of deprivation while Lansdown Ward has low levels of deprivation.

Deprivation

A Lower Layer Super Output Area (LSOA) is a geographic area designed to improve the reporting of small area statistics in England and Wales. Each LSOA is graded based on where it falls in its score for multiple deprivation, across five divisions in the full range. The Town Centre NCG area contain all or part of 11 LSOAs.

https://inform.gloucestershire.gov.uk/App_Themes/GCC/images/user/Deprivation/IA/atlas.html for a map of the LSOAs and more detail about deprivation in each). Of these LSOAs, one (St Pauls 2) is in

the highest quintile for deprivation, three (All Saints 3, St Pauls 3, Lansdown 1) are in the second-highest quintile, four (St Peters 4, Lansdown 3, Lansdown 4, College 2) are in the middle quintile, one (College 1) is in the second-lowest quintile, and two (Park 2 and Park 3) are in the lowest. This indicates that the area features wide varieties of levels of multiple deprivation, with some households being very deprived.

History and Heritage

Early records indicate that Cheltenham has been a settlement since at least the eighth century. In the Domesday Book (1086) it is described as a royal manor. In 1226, it was granted a market charter. The following information is taken from Cheltenham Borough Council's website:

(https://www.cheltenham.gov.uk/info/37/local_history_and_heritage)

"Following the discovery of mineral springs in 1716 Cheltenham gained a reputation as a health and holiday spa town resort. The spa waters still flow today at Pittville Pump Room. The town is also well known for the horse racing festival, which began in 1902 as well as international literature, music, jazz and science festivals. Cheltenham is said to be 'the most complete regency town in England'."

Although the discovery of the mineral springs had an early effect on Cheltenham's fortunes it was not until the visit of King George III in 1788 that Cheltenham really developed as a popular resort. Early pictures of the town show some of the earliest developments sitting within farm land, as these of Royal Crescent and Well Walk demonstrate."



Apart from the High Street, which formed the original market town of Cheltenham, the majority of the town centre has been built over the past 200 – 250 years. Below is a taste of some of these later developments.

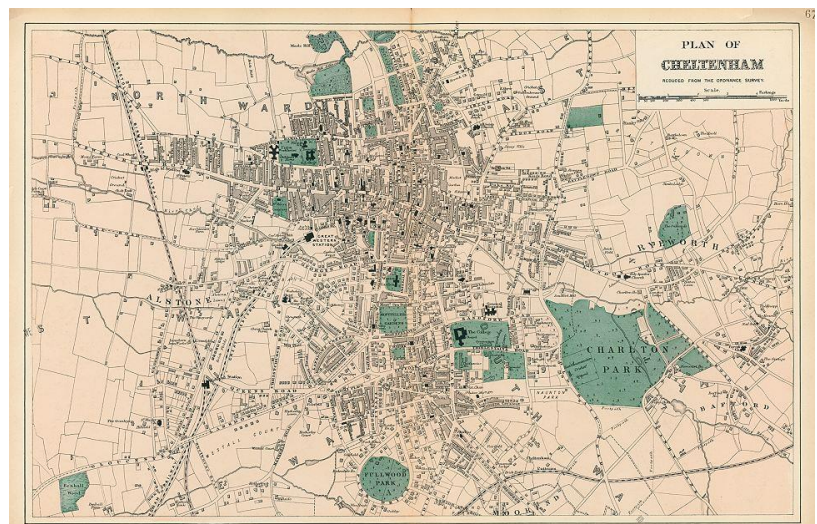
- 1810 Royal Crescent completed
- 1820 Promenade completed
- 1823 Original Cavendish House established
- 1825 Pump Room opened
- 1891 Everyman Theatre built
- 1899 Cheltenham Art Gallery opens
- 1903 Cheltenham Town Hall opened
- 1931 Existing Cavendish House opened
- 1935 Cheltenham synagogue (built 1830s and closed in 1903) reopens
- 1985 Regents Arcade opens
- 1987 Wishing Fish Clock installed
- 1991 Beechwood Shopping Centre opened
- 2006 Brewery Quarter opened

The two maps below demonstrate the extent of the development of Cheltenham through the 19th century.



Cheltenham circa 1820

Cheltenham 1885



The whole of the town centre is within the central conservation area, based on the valued distinctive characters of the central spaces of the town. Owing to the differences between particular sections of the central area, the conservation area has been divided into nineteen zones. The NCG area falls mostly into four zones (Lower High Street, Old Town, Bayshill and Montpellier). More can be read about each character area and the relevant management plans on Cheltenham Borough Council's website.

https://www.cheltenham.gov.uk/downloads/download/1047/central_conservation_area_character_appraisals_and_management_plans.

There is a large number of listed building in the area, and one scheduled ancient monument, the churchyard cross in St Mary's.

http://maps.glosdistricts.org/map/Aurora.svc/run?script=\Aurora\CBC+ListedBuildings.AuroraScript%24&nocache=1762328048&resize=always&workflow_Id=FindListedBuilding

Physical Character

Character is enormously varied throughout the NCG area, so there is no one particular character at work, although the well-preserved Regency buildings may give more visual unity than other towns and cities. The street layout of the northern parts of the NCG area (importantly this is because it forms the medieval core of the town) reflects the medieval usage of the areas, even if buildings are more recent. Street layouts of areas in the south of the NCG more closely reflect Regency design, being mainly grids of some form, featuring crescents and squares regularly. Housing varies in style from compact artisan terraces to formal squares and terraces as well as grand villas. Some areas feature more modern housing, for example Overton Park, built mainly in the 1950s.

The area contains the town's retail core as well as administrative and light industrial centres, making the roads and walkways very busy. The area is surrounded by urban development, limiting views out to nearby countryside, although Cleeve Hill is visible from some parts of the area.

The nature of the town and the desire to preserve its important physical character means that access for people with disabilities can sometimes be limited.

Roads, Transport and Access

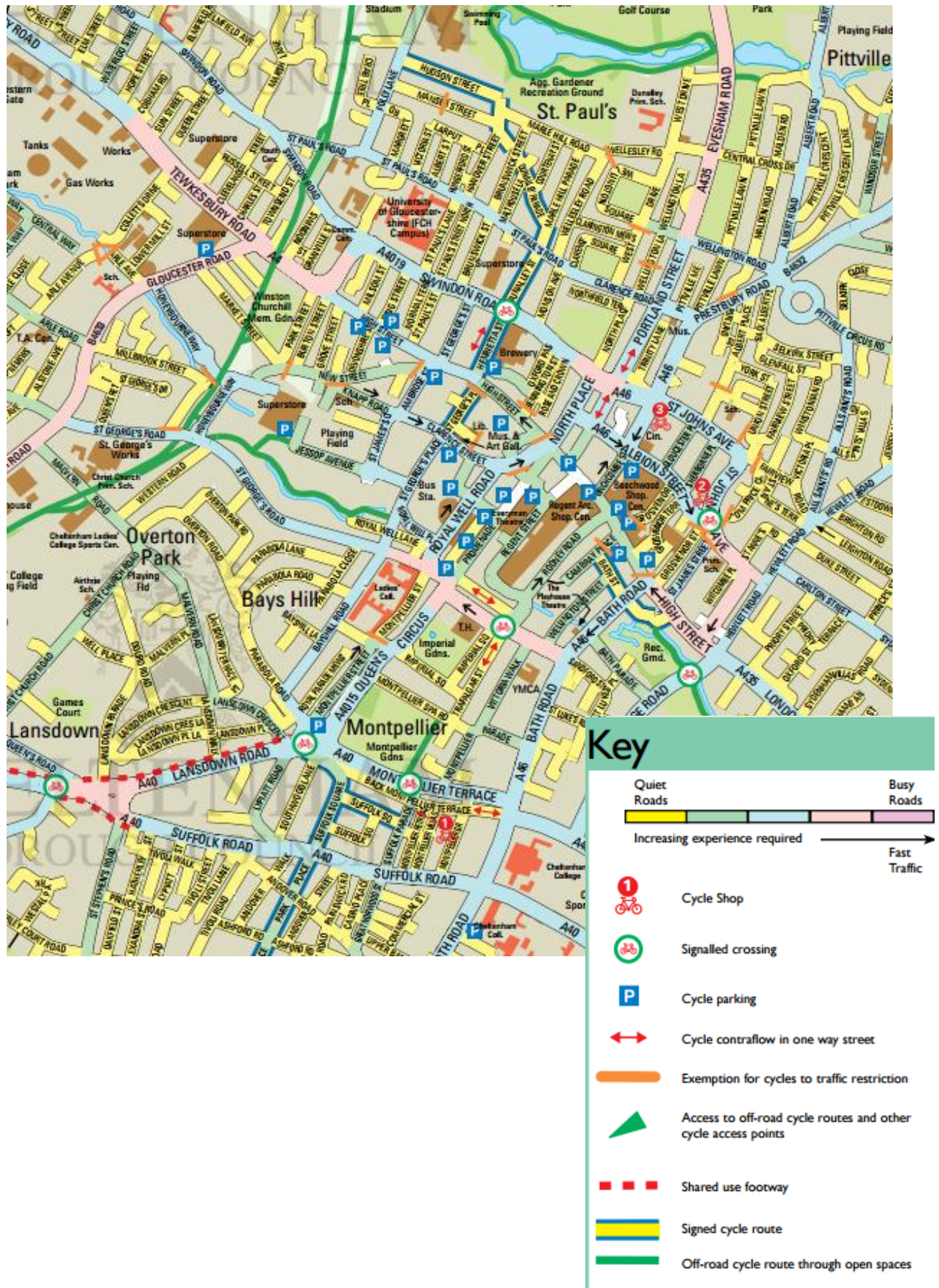
Roads

Many busy arterial roads run through the area: The A4015 joins the A40 Gloucester Road in the south west of the town with the Tewkesbury Road and A4019 Swindon Road in the north of the town, so is used by through-traffic. St Georges Road joins the Gloucester Road as it curves round the west side of the town to meet Tewkesbury Road, with the central retail area of the town. The A4019 Swindon Road forms some of the northern boundary of the NCG area, meeting with the roughly vertical A46 Bath Road that cuts through the town centre. Once-residential streets now serve traffic moving along or between major routes or accessing the business and leisure opportunities in the area. Owing to the high amount of traffic, many roads are very busy, with only small residential terraces being quieter.

The nature of Cheltenham's road system mean that much of the traffic going north south or east west has to pass through parts of the town centre. The Cheltenham Transport Plan which is currently being implemented is designed to ease this situation.

Cycle ways

There is one dedicated cycle route in the area, along the repurposed Honeybourne railway line, which goes north-easterly through the area, as well as splitting off along the River Chelt. There are no other dedicated cycle trails or facilities in the area, so cyclists travelling through and around the area currently use the roads and pavements. Roads in the area have been graded by the Cheltenham and Tewkesbury Cycling Campaign as being mainly medium to busy, therefore needing a higher level of skill from the cyclist than quieter areas. (Map below from Cheltenham and Tewkesbury cycle map <http://www.cyclecheltenham.org.uk/docs/cyclemap.pdf>)



Public Transport

Cheltenham Railway Station is a 21 minute, or 2.1 mile, walk from the heart of the NCG area (The Promenade, GL50 1NW - Google Maps). The bus station is within the NCG area, on Royal Well Road. This bus station is used mostly for private coaches and distance public transport. Local public transport bus stops are located in the Promenade, Clarence Street, Pittville Street and High Street so after a short walk, residents can access any bus operating in the area (Full details of bus routes can be found at http://www.thinktravel.info/files/uploads/Cheltenham_Bus_Map_V2.pdf)

There are four main taxi ranks in the town centre located at the bus station in Royal Well Road, in the Promenade, in Pittville Street and in Montpellier Walk.

Parking

The demand for parking in the town centre is very high. The age of many houses means that off-road parking is less common than more modern suburbs of the town, and this, combined with visitors to central retail, tourism and leisure opportunities, results in intense parking. There are ten council-operated car parks in the area:

- High Street
- West End
- Chelt Walk
- St Georges Road
- Royal Well
- Regent Arcade
- Rodney Road
- St James Street
- Town Centre East
- Sherbourne Place
- Swindon Road

Community Services and Facilities

Healthcare

There are seven GP surgeries in the NCG area:

- Royal Crescent Surgery (Royal Crescent)
- The Surgery (Crescent Bakery, St Georges Place)
- Overton Park Surgery (Overton Park Road)
- Yorkleigh Surgery (St Georges Road)
- Berkeley Place Surgery (High Street)
- Dr Hollands (at the University of Gloucestershire)
- Underwood Surgery (St Georges Road)

There are seven pharmacies within the NCG area:

- James Pharmacy (St Georges Road)

- Badham Pharmacy (St Georges Place)
- Spa Pharmacy (Rotunda Terrace)
- Boots (High Street)
- Superdrug (High Street)
- Lloyds (Waitrose)
- Badham (Swindon Road)

There are nine dental surgeries in the NCG area:

- Oriel Villas Dental Practice (Oriel Road)
- Rodney Road Dental Practice (Rodney Road)
- Cambray Dental (Cambray Place)
- Bath Street Dental (Bath Street)
- Montpellier Dental Surgery (Montpellier Terrace)
- Cheltenham House Dental Practice (Winchcombe Street)
- Cheltenham Dental Practice (Brewery, St Margarets Road)
- Michael Shipway & Associates (Ormond Terrace)
- Smilright (High Street)

Community commentary: N.B. While the area has a higher concentration of healthcare services than any other area of Cheltenham, it's important to note that many of these services serve visitors to the area as well as residents, which means that demand may be high when compared to other areas, even if they have fewer services overall.

Libraries

The 19th Century saw Cheltenham develop as a centre for education and the imposing public library, situated adjacent to the Wilson in Clarence Street, was opened in 1889. The area is home to the central Cheltenham Library, the county's children's library and the local history library.

Places of Worship

The area has fourteen active places of worship:

- High Street Mosque (High Street)
- Elim Christian Centre (St Georges Road)
- Cheltenham Synagogue (Synagogue Lane)
- St Gregory's Catholic Church (St James Square)
- St Mary's Church (Well Walk) - Minster
- St Matthew's Church (Clarence Street)
- St Andrews United Reform Church (Montpellier Street)
- Cheltenham National Spiritual Church (Bennington Street)
- Bangladeshi Mosque (Sherbourne Place)
- Cambray Baptist Church (Cambray Place)

- Hindu Centre, Swindon Road
- Spiritualist Church, Bennington Street
- Salvation Armsy Church (Bath Road)
- Bayshill Unitarian Church (Royal Well Lane)

Community Spaces and Facilities

There are two dedicated community centres in the area:

- Salvation Army (Bath Road)
- Cheltenham West End Partnership Community Resource Centre (Grove St)

Groups can also access rooms for use at the Municipal Offices if booked in advance.

Pubs can sometimes offer a community space, and there are many pubs in the town centre NCG area, including:

- St Georges Vaults (Clarence Street)
- The Bayshill Inn (St Georges Place)
- The Bank House (Clarence Street)
- The Railway Inn (New Street)
- Old Restoration (High Street)
- The Vine (High Street)
- The Swan (High Street)
- The Strand (High Street)
- Sandford Park Alehouse (High Street)
- Frog and Fiddle (High Street)
- The Shamrock (High Street)
- Adam and Eve (Townsend Street)
- Cotswold Inn (Portland Street)
- Prince of Wales (Portland Street)
- The Moon Under Water (Bath Road)
- Montpellier Wine Bar (Montpellier Street)
- All Bar One (Montpellier Walk)
- The Rotunda (Montpelier Walk)
- Bentley's (High Street)
- The Spectre (High Street)
- Yate's (Crescent Terrace)
- Revolution (Clarence Parade)
- Tailors (Cambray)
- Copa, Regent Street
- Slug and Lettuce, Regent Street
- Bottle of Sauce, Ambrose Street
- Also clubs Labour Club, United Services Club

Community commentary: It is not known whether any of these pubs offer community spaces, and in fact, in this number, pubs could present more challenges than they solve by contributing to anti-social behaviour. Cheltenham has the biggest night time economy in the area between Bristol and Birmingham as well as a thriving retail base. It is therefore natural that crime is likely to be higher in the town centre than elsewhere. However, Cheltenham Safe which includes the Pubwatch scheme, Nightsafe, is a strong and effective partnership initiative aimed at reducing crime, disorder and antisocial behaviour in the night time economy (night) and retail outlets (day). Members include the police, the Council and around 75 premises licensed to sell alcohol or late night refreshment, predominantly in the town centre. Members have the benefit of a dedicated coordinator, a radio link scheme providing direct contact with other members, police and the CCTV control room, an offender exclusion scheme, regular licensing updates and a secure online database providing information about excluded offenders and alerts. This has resulted in Cheltenham being considered as a relatively safe place at night compared with other places of similar size (extracted from the Purple Flag submission 2016)

There are two recycling banks in the NCG – one in High Street car park and the other in St James Street car park.

Late night venues

With the introduction of the Late Night Levy in 2014, a number of late night venues decided to close at midnight, however there are still venues within the town centre to attract the late night clientele.

In 2016 Cheltenham was awarded the Purple Flag which is a quality mark for the Night Time Economy.

Community commentary: The younger crowd are attracted to nightclubs such as MooMoo, Thirteen Degrees, Subtone and Under the Prom. Late night bars such as Lily Gins, 21 Club, the Apartment, Six Degrees of Separation and Coco Lush appeal to a wider age range.

Arts and culture

Cheltenham is famous for its Regency architecture and is often described as “the most complete Regency town in England”.

The Wilson (named after Antarctic explorer Edward Wilson, a native of Cheltenham) is Gloucestershire’s premier museum and art gallery, hosting events and exhibitions throughout the year. It also holds a notable collection of decorative arts from the Arts and Crafts Movement.

The Everyman in Regent Street is Gloucestershire’s theatre and has been serving the county since 1891. The main auditorium is considered to be an architectural masterpiece and was designed by famous theatrical architect Frank Matcham. The theatre has a full programme of events throughout the year including plays, ballet and the ever popular Christmas pantomime.

The Playhouse Theatre in Bath Road is a community theatre which presents a mix of non-professional and small scale productions as well as providing an avenue for dance classes, mother and toddler and other community groups.

The Parabola Arts Centre in Bayshill Road, owned by Cheltenham Ladies' College, is used by the school for performances, exhibitions and events as well as providing a creative hub in Cheltenham within a Grade II listed building.

Cheltenham's Town Hall, unlike most town halls, is a public venue and not the seat of the borough council, and it hosts a full programme of entertainment and exhibitions throughout the year.

There are a number of pubs in the town centre now providing live music and other entertainment with venues such as the Swan, the Vine and the Frog and Fiddle organising annual 'festivals'.

In addition the Cheltenham Festivals programme makes use of the Town Centre – which includes Jazz, Science, Music and the Times Literature Festival.

The Wilson Art Gallery & Museum

Cheltenham has an outstanding museum and art gallery. Following a recent major rebuild costing in the region of £6 million 'The Wilson' has four new floors housing extensive galleries including:

- A world famous Arts and Crafts Movement collection inspired by William Morris.
- The story of Edward Wilson, a son of Cheltenham, and his explorations with Scott of the Antarctic.
- A collection of important Dutch 17th and 19th century paintings, rare Oriental porcelain and English ceramics.
- The social history of Cheltenham, Britain's most complete Regency town and archaeological treasures of the Cotswolds.

Recreation and Leisure

There are several sports facilities in the area:

- Cheltenham Spa Bowling Club (St Georges Square)
- Fitness First (Henrietta Street)
- Reset Health & Fitness (St Georges Place)
- Chelsea Spa Ladies Leisure Club (Clarence Street)
- Fitness4less (Grosvenor Terrace)
- YMCA (Vittoria Walk)
- Montpellier Tennis Courts (Montpellier Walk)
- Up and Running (High Street)
- Fitness First (Brewery)

Cheltenham Spa Bowling Club is located in St Georges Square, adjacent to the High Street, the Cheltenham Spa Bowling Club's green and pavilion has attracted bowlers from across the South West since it was established in 1924.

Cheltenham Ladies' College is situated in the NCG area and offers sports facilities including a swimming pool. Sandford Lido is close to the south-eastern corner of the NCG, and Leisure @ Cheltenham is located just to the north west of the NCG, near Pittville Park.

There is a mini soccer pitch in Sandford Park, just to the east of the boundary.

Green Spaces

There are a lot of green spaces in the area, including:

- Montpellier Gardens
- Imperial Gardens
- Green area flanking River Chelt north of St Georges Road
- Winston Churchill Memorial Gardens
- Sandford Park
- Honeybourne Line (part)
- Long Gardens – Promenade

Lansdown Crescent is just outside the town centre area.

The NCG took part in the Local Green Spaces Study conducted in 2015 in partnership with GRCC and Cheltenham Borough Council, applying to designate (as local green space) Hardwick Campus, just to the north of the NCG area (decision pending at time of producing the Cheltenham Engaging Communities Report).

Educational Facilities

The NCG area contains three primary schools:

- St Gregory the Great (Knapp Rd)
- St Johns C of E Primary (Albion St)
- Holy Trinity Primary (Jersey Street), on boundary with Fairview neighbourhood area

The area contains Cheltenham Ladies' College (independent, ages 11-18), but no state secondary schools, with the nearest being:

- Pittville School (Pittville area)
- All Saints (Springbank area)
- Pates (Hesters Way area)
- Bournside (Warden Hill area)

The area also contains several early years settings, including:

- St Gregory's Childcare Trust (St James Square)
- Monkey Puzzle (St James Square)
- Bright Eyes Day Nursery (Knapp Road)
- Brightlands Day Nursery (St Georges Road)
- Bumps and Babes (St Andrews Church, Montpellier Street)
- Primary Colours Day Nursery (Montpellier Terrace)
- Hickory Dickorys Day Nursery (Cambray Place)

Economy

Employment

There are numerous retail, leisure, administrative and tourism employment opportunities within the NCG area, meaning that many residents can choose to work in their locality or very close by. Transport links are also good, so access to employment further afield is relatively easy.

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 very wide range of incomes across the area, the highest income being in the south-eastern portion of the NCG (labelled Cheltenham 009) with an income of £690 per week at that time, and the eastern portion of the NCG area (labelled Cheltenham 008) with an income of £730 per week at that time; both areas were in the second-highest quintile nationwide. The next highest income area in the NCG is the section to the south west (labelled Cheltenham 007), which had an average weekly income of £590 per week at that time. Least affluent is the area in the north west of the NCG (labelled as Cheltenham 004), which had a weekly income of £510 on average at that time.

Retail and Services

A vast number of shops and services are based in the NCG area, including shops and services for residents, such as convenience stores, hairdressers, florists and estate agents. However, the area also has several small retail clusters in the area, for instance, on High Street, Fairview Road, Bath Road and Montpellier Street.

Housing

Community commentary: Housing across the town centre is mixed in both type and standard. The south eastern side of the town centre contains some of the most expensive and attractive housing in Cheltenham whilst the area to the North West has some of the poorest in both terms of value and standard.

Although the town centre contains little in the way of social housing it does contain some supported housing. Along the High Street many of the shops have accommodation above and some are rented out for multiple occupation.

APPENDIX 2: Consultation – Town Centre Community Survey (2016)

This report was created in November 2016, based on the analysis of 58 responses received to the Cheltenham Town Centre survey by 23rd November.

The survey was divided into views on the town centre itself, followed by views and experiences of the various green spaces in and around Cheltenham town centre. Not everyone who took part in the survey answered every question or every part of each question, particularly the green spaces section.

Please note, percentages may not sum to 100 due to rounding. Responses to open questions have been categorised by theme and a summary of the number of responses per category provided. The full comments for each question can be found in the appendix.

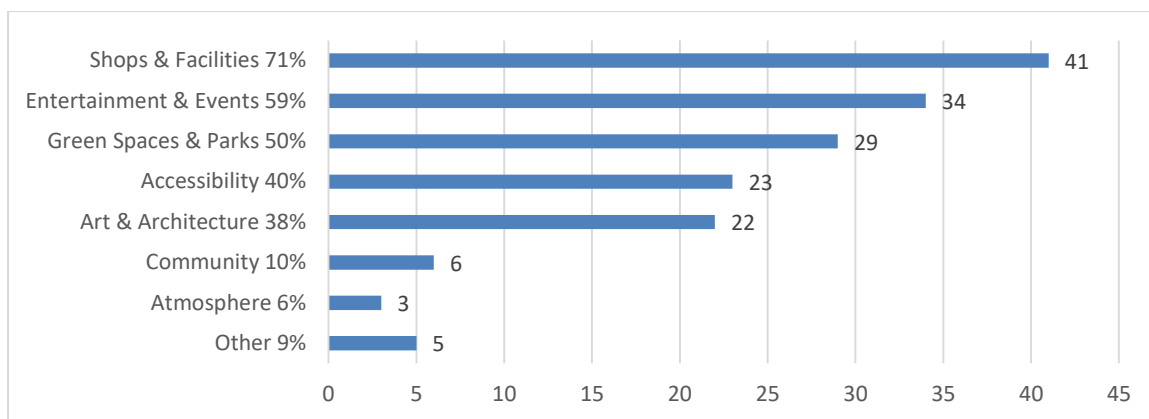
Part 1. Cheltenham Town Centre

1. Do you... live in/work in/visit the town centre?

Do you...	Number	Percentage
Live in the town centre?	28	48
Work in the town centre?	8	14
Visit the town centre and also live in Cheltenham outside the town centre?	20	35
Visit the town centre and don't live in Cheltenham?	1	2

2. What the three things you most like about the town centre?

Comments have been divided into themes and the themes ranked by number of responses. In some cases the comments have been divided across more than one theme, for example if a comment referred to the variety of both shops and bars or restaurants, the comment would be included under both 'Shops & Facilities' and 'Entertainment & Events'. For clarity, 'Accessibility' includes the comments on the compact nature of the centre, pedestrian areas, and transport, while 'Parks & Green Spaces' includes references to floral displays and tree-lined streets. 'Other' includes comments on safety and cleanliness.



Examples of comments by theme

Shops & Facilities:

- The choice of shops all in one location
- Variety of smaller independent shops just outside the centre, e.g. lower High St, Henrietta St, Bath Road
- Markets on Prom
- The array and variation of shopping and retail opportunities

Entertainment & Events:

- A good variety of night time venues/activities
- Easy access to restaurants, shops, places of entertainment
- One square mile of cafés, restaurants
- The festivals

Green Spaces & Parks

- Proximity of parks and green spaces
- That for the most part it is very green – with tree lined streets and parks and gardens
- The well-proportioned and good numbered green ‘break out’ spaces
- Green spaces/trees/floral displays

Accessibility

- You can walk from one end to the other in 20 minutes, east west and north south
- No need to use my car most of the time
- Ease of access
- Pedestrian areas

Art & Architecture

- Centre pieces such as the fountain
- The visually pleasing parts of the town centre such as the Prom and fountain
- Georgian architecture both original and “re-defined”
- Period buildings are still used (as well as tasteful newer buildings e.g. Lower High Street development)

The full set of comments can be found in the appendix.

3. What are the three things you like least about the town centre?

Comments have been divided into themes and the themes ranked by number of responses. As above, in some cases the comments have been divided across more than one theme.

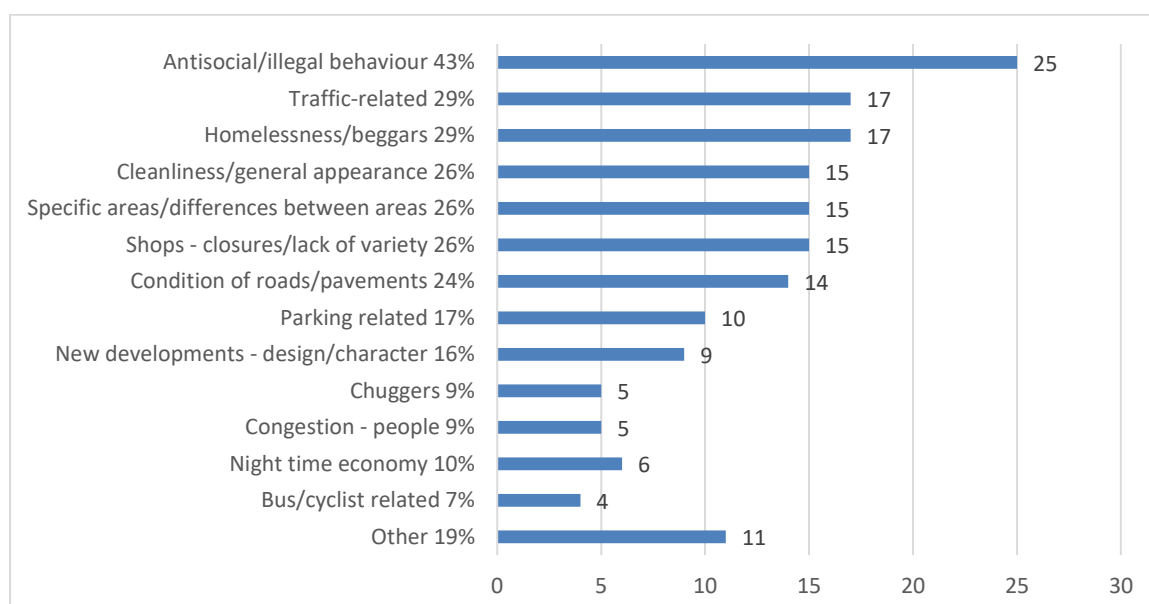
Examples of comments by theme

Antisocial/illegal behaviour:

- The levels of antisocial behaviour that can occur
- Alcohol/drug abusers occupying shopping areas and green spaces
- Antisocial behaviour and there is an obvious increase in violence

Traffic-related:

- Rat-run roads that need traffic calming measures
- Traffic due to road changes
- The one-way system



Homelessness/beggars:

- People begging and drinking on the streets
- The difficulty of passing homeless individuals who should be helped and given opportunities to live a fulfilling life
- The local parks are becoming drinking areas

Cleanliness/general appearance:

- Some of the buildings (especially in the Lower High Street) aren't well maintained (need painting and removal of plants from masonry)
- Lack of bins and containers for responsible dog owners to deposit the mess
- People spitting, throwing down matches and ciggy ends

Specific areas/differences between areas:

- The difference between the wealth and poverty that exists within Cheltenham is evident by the way different parts of the town centre are treated in terms of streetscape, cleansing, etc

- Difference in feel between lower High Street, High Street and areas like Montpellier and the Promenade
- Some areas have been neglected, where others money thrown at it

Shops – closures/lack of variety:

- Lack of independent shops
- Shops closing down
- Not enough variety of shops

Condition of roads/pavements:

- State of the High Street surface from Bath Road to Winchcombe Street
- The pavement is uneven in places, especially problematic when it rains and big puddles form
- Dreadful state of roads and pavements

Parking related:

- Expensive car parks
- Poor parking/deliveries blocking roads
- Lack of free short-term parking

New developments – design/character:

- The number of expensive retirement accommodation being built when what the town actually needs is more affordable accommodation for young people to be able to buy or rent and more employment space.
- The increasing blandness/lack of character
- The height and scale of the new developments, esp The Brewery

Chuggers:

- Charity ‘muggers’ who ask if you have ‘5 minutes’
- The charity representatives
- Chuggers on the High Street

Congestion – people:

- The Lower High Street opposite the new Brewery with the busy bus stops etc blocking the pavements etc
- Some streets are occasionally a bit congested: e.g. when people wait for buses in the High Street there is little space for people walking

Night-time economy:

- The Night Time Economy
- Largely only mainstream bars/clubs

Bus/cyclist related:

- The bus stops are scattered around the entire centre – bring back one station!
- No provision for cyclists
- Careless cyclists

Other:

- There is no food market!
- No available free water to drink
- The hare statues on the Prom

4. Complete the following comment: In five years' time Cheltenham town centre should be a place where:

Answers were received from 52 respondents. A selection of comments are below, the complete list can be found in the appendix:

- You can live safely and enjoy a night or day out with friends and families
- People choose to come for business, leisure and recreation, staying for longer than they do at present
- Everywhere has disabled access
- There is a balance between the big chains/services which attract shoppers and make money for the town, small individual traders and something for the arts/culture/public engagement, such as an arts, education or community centre that truly caters for all, not just those who can afford big prices
- All members of society live happily in a town which has a high standard of living
- Residents and the local council work together to provide a safe and pleasant place for all
- People feel safe and happy
- We can fully enjoy outings without getting harassed for money by beggars or drunken people
- House prices haven't gone through the roof
- Environment is valued, respected, clean safe and friendly

5. Complete the following comment: In twenty years' time Cheltenham town centre should be a place where...

Answers were received from 51 respondents. A selection of comments are below. The full list can be found in the appendix:

- Should be a regional centre for the South West because of the excellence of its retail, leisure and tourism offering
- Families can shop, socialise and feel safe in a multi-cultural environment
- There is a high standard of living such as the Scandinavian countries, Singapore or Japan
- The needs of a thriving, diverse community is reflected
- Those parts of Cheltenham currently poorer and more run down (Lower High Street and Strand) are more integrated and economically viable
- It will be THE place to visit and live
- Still have historic buildings but it moves with changing needs of the town
- People are drawn to the thriving social atmosphere and independent retailers
- It is green, lush and plenty of unique shops to put it on the shopper map again
- All buses (local, commuter and national) can be easily found in one station, with clear information to get around the town and from town to town
- That has set a standard of excellence. Imagine a town having an arts and culture plan, a public art plan, delivering major arts festivals, supporting skills and talent development, and enabling communities to commission art works
- My children still want to live in, with great choice, clean and safe streets

6. Tick the answer that most agrees with your opinion

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Cheltenham town centre is a friendly place	5	31	8	10	0
Cheltenham town centre is a safe place	3	31	7	12	1
Cheltenham town centre is an attractive place	7	35	2	11	0

A selection of reasons people gave for their answers are below. The full range of comments can be found in the appendix:

- The closed and disused buildings impact on the rest of the town centre. There can be a lot of crime, homelessness and anti-social behaviour which can make the town centre feel unfriendly and unsafe. But this is few and far between
- I feel relaxed and safe in the day time. At night it is a different matter. Some parts of the town centre are not pleasing on the eye.
- Neither my husband nor I are from Cheltenham but our children were born here and we are all very happy in Cheltenham. I think that the town is as safe as most others in the UK and still go into town at night. As for the attractiveness of the town, it really is a mixed bag. Some parts are just beautiful yet some are really grotty and an eyesore.
- I think there are a lot of anti-social people in Cheltenham - there are also an increasing number of homeless people and they should be being helped out of their situation. I think the town is attractive but only when the homeless people aren't there, and those who think it is ok to drop litter, spit and fight are not there either.
- I find the town centre relatively friendly and safe. However, there are distinct areas that are unattractive such as lower high street. Too much focus is placed on Montpellier and the Promenade which are definitely promoted as higher grade shopping areas
- Overall, my experience of living in Cheltenham in the past 5 years, as both a student and now a working resident, has been very positive. It has a good balance of historic, impressive architecture and modern development and has maintained key aspects which set it apart from other UK towns. As a student town, there is generally little trouble especially at night and I have only ever heard good things about the area from those people who have come to visit.
- People seem to keep themselves to themselves and there is a great divide between those who have and those who don't. It seems safe during the day but not so much at night. Once the building work has been completed I'm sure it will improve but the town is blighted by appalling roads and pavements.
- I avoid going out at night whenever possible The Architecture is a big plus for Cheltenham I would not describe the town centre as friendly I particularly dislike Charity Muggers or Chuggers in the high street

Part 2. Green Spaces

Montpellier Garden

Do you live or work near Montpellier Garden?

16 Yes

36 No

What do you like most about this green space?

Answers were received from 42 respondents. A selection of comments by theme are found below. The full range of comments can be found in the appendix.

Cleanliness/Tidiness

- Tidiness
- Open, free for dogs and children to play, cafe, gallery, playground/skatepark etc all well kept
- It is well used by a variety of people. It is excellent space for community events. it is well cared for.

Attractive place to relax

- It is an attractive part of the town centre which provides a meeting/sitting place for shoppers and workers and a venue for festivals
- Elegant feel bordered by beautiful houses.
- Pleasant place to relax.

Play area for children

- Somewhere for children to kick a ball around, tennis courts and skateboard area.
- The inclusion of activities for children and young people, a big space for events, wide pathways
- The trees, and cherry blossom. The open grass space, where there's enough space for family football, and young people's ball games, and you can cycle through it.

Events

- It is well used by a variety of people. It is excellent space for community events. it is well cared for.
- Use for festivals and the fact it is nice green space in town! I do find it hard when the flowers are put in and the lower high street doesn't even have litter or bin collections!
- It is very open and situated practically in town. It serves as a great venue for festivals as well as for private picnics, dog walks and sunbathing!

What would improve the green space?

Answers were received from 34 respondents. A selection of comments by theme is found below. The full range of comments can be found in the appendix.

Cleanliness/Tidiness

- Less litter
- The entrance into the gardens (opposite ASK) - it gets very muddy where people walk over the grass verge
- Better litter picking. I pick litter every time I walk through. Council Litter pickers are haphazard.

Facilities

- Facilities for those on lower incomes - - community cafe or even a drinking fountain as the price of refreshments is high
- A bit more for kids to play on
- Shelters from rain
- More bins.
- More benches and tables
- More flower beds like Imperial Gardens

Type of usage

- Use the bandstand!
- Less restrictions on its use which is caused by a few residents who live near by objecting to activities in the park.
- Less official festivals and more community ones

Have you ever witnessed what you would consider inappropriate behaviour in this green space?

20 Yes

30 No

What was the behaviour related to?
(Please note: answers under 'Other' giving more than one of the previous categories, e.g. 'drugs and alcohol' have been split between the individual options)

Alcohol - 9

Drugs - 8

Sexual behaviour - 1

Other – 3

Other (all comments including those split in the table above):

- Drugs and alcohol issues
- I am allowing myself some light-hearted humour and say the sight of the belly dancers at one of the Festivals!
- All of the above!! Mainly drugs and alcohol and at night inappropriate acts when walking through! But this is typical of all parks!!!
- Never
- Alcohol drugs more prevalent in Winston Churchill Park particularly evenings, regular basis.
- Groups sitting drinking and leaving rubbish
- My son (16) was attacked in the park.
- Urinating
- Dog poo
- People setting up to live in a tent. People sleeping rough. Vandalism. Dropping litter.

How often does this behaviour happen?

Daily – 4 (alcohol; drugs; rough sleeper; litter)

Weekly – 8 (alcohol, drugs; sexual behaviour; litter)

Monthly – 1 (alcohol)

Less often – 6 (alcohol; belly dancers; violence; urination; dog poo)

When did you last witness this behaviour?

2016

- 12/7/2016, 18.30 - alcohol
- 1/8/2016 – alcohol
- 1/8/2016, 13.23 - urinating
- 28/8/2016, 02.00 – drugs, alcohol, sexual behaviour
- 1/10/2016, 15.00 – drinking, litter
- 12/10/2016, 17.00 - alcohol
- 17/10/2016, 14.00 - alcohol
- 17/10/2016, 24.45 – alcohol

2014

- 15/7/2014, 14.30 – belly dancers

2009

- 9/1/2009, 21.30 – my son (16) was attacked in the park

Imperial Garden

Do you live or work near Imperial Garden?

18 Yes

34 No

What do you like most about this green space?

Answers were received from 41 respondents. A selection of comments by theme is found below. The full range of comments can be found in the appendix.

Cleanliness/Tidiness

- Always clean and tidy
- It is central and it well cared for.

Attractive place to relax

- It is an attractive part of the town centre which provides a meeting/sitting place for shoppers and workers and a venue for festivals and art exhibitions
- It is very open, surrounded by beautiful buildings, and the flower beds are inspirational! It is situated in town and serves as a great resting place, as well as a watering hole. It is also great for private picnics, and sunbathing!
- Nice place to sit in the sun. Like the Garden Bar. Good flowers

Events

- Outdoor events in summer, and bar/cafe
- Attractive area in centre of town, exhibitions etc
- Landscaping; events and exhibitions

Formal landscaping/flower beds

- More formal counterpart to Montpellier Gardens
- The formal gardens are very well kept and beautiful. Offers lovely contrast to open space of Montpellier Gardens
- Wonderful floral displays, the Holst statue

What would improve the green space?

Answers were received from 30 respondents. A selection of comments by theme is found below. The full range of comments can be found in the appendix.

Cleanliness/Tidiness

- Less litter
- Tough fines for Litter being dropped! Or more bins -
- Better and more frequent litter picking.

Facilities

- More green screening of the office block. Some more permanent shelter at the refreshment outlet.
- More places to sit
- More choice of cafe's

Planting

- More inspiring planting, rather than 1970s municipal style. Bee friendly plants? Begonias are not!

- Replant beds with sustainable planting

Events

- More displays such as the art exhibition
- Remove the festivals
- Not having Cheltenham festivals marquees on it

Have you ever witnessed what you would consider inappropriate behaviour in this green space?	14 Yes	29 No
What was the behaviour related to? (Please note: answers under 'Other' giving more than one of the previous categories, e.g. 'drugs and alcohol' have been split between the individual options)	Alcohol - 6 Noise - 1	Drugs – 4 Other – 6

Other (all comments including those split in the table above):

- Drugs and alcohol
- Homeless man rough sleeping
- Urination
- Litter and rubbish being left which was a shock from the "well spoken" group which were sat near us!
- Rubbish left by youth
- Antisocial behaviour. Drinking other than in designated seating area. Litter
- Dropping litter. Throwing beer cans etc around and walking off.

How often does this behaviour happen?	Daily – 4 (drugs; littering; antisocial behaviour)	Weekly – 6 (alcohol; drugs; noise; litter)
	Monthly – 1 (alcohol)	Less often – 4 (alcohol; rough sleeper; urination; litter)
When did you last witness this behaviour?	2016 <ul style="list-style-type: none"> • 9/6/2016, 19.30 – rough sleeper • 8/8/2016, 15.00 – alcohol • 11/8/2016, 16.00 – noise • 24/8/2016, 17.00 - alcohol • 2/9/2016, 18.30 – alcohol • 1/10/2016, 14.00 – antisocial behaviour – alcohol, litter • 7/10/2016, 00.01 - drugs • 10/10/2016, 16.00 - alcohol 	

The Long Garden

Do you live or work near the Long Garden?

10 Yes

35 No

What do you like most about this green space?

Answers were received from 21 respondents and are sorted by theme below.

Design/attractiveness

- The long gardens are and attractive feature and enhance the Prom.
- Flower bed usually look good
- A gem of design
- It provides colour along the Promenade which fits well with the buildings.
- Colour
- Looks pretty
- Always has a lovely floral display
- Pleasant
- The composition of the flower beds is marvellous
- Well presented
- Flower beds Back drop of Municipal Office Use of area for periodic street markets
- Excellent flower beds
- Flower beds.

Proximity to town centre/Promenade

- Close to town centre
- Because it complements the Promenade
- Adds to the attractiveness of The Promenade
- The flower displays; the central location

Unsure of location

- Not entirely sure what The Long Garden is. If it's on The Prom outside Municipal Offices, then love the statues and marks of remembrance
- Don't know where this is
- I don't know this green space
- I don't know where this is

What would improve the green space?

Answers were received from 16 respondents and are sorted by theme below.

Traffic – including taxi rank and bus stops

- It is cut off from surrounding areas by a car park and bus stops, so is usually empty, despite number of seats there.
- Sort out the traffic! improve it for pedestrians inc better air quality
- Less cars on either side of it and buses opposite - they completely obliterate its existence!
- Removal of taxi rank Bus stops

Costs

- Planting that doesn't require replacing so many times during the year. This must be expensive.

- Community project where it is more sustainable and not so "showy" money is spent across the town not just to make the council offices look nice

No improvement needed

- Nothing the space is always well maintained
- Nothing really and it's quite a limited green space anyway in terms of size
- Nothing
- Nothing
- Fine as it is
- Can't think of anything

Other

- Railings and refurbishment of the Scout Hut
- Roses
- Stopping people walking on the grass
- Tree management.

Have you ever witnessed what you would consider inappropriate behaviour in this green space?

4 Yes

25 No

What was the behaviour related to?
(Please note: answers under 'Other' applying to the previous categories have been counted under the relevant category)

Alcohol - 2
Other - 2

Drugs – 1

Other:

- Threat of Violence, antisocial behaviour during the night at taxi rank Urination!
- Verbal abuse/swearing over parking spaces
- Not in the garden but in the street next to it, alcohol.

How often does this behaviour happen?

Daily – 1 (drugs)

Weekly – 1 (antisocial behaviour)

Monthly – 1 (verbal abuse/swearing)

Less often – 2 (alcohol; unspecified)

When did you last witness this behaviour?

2016

- 15/7/2016, 11.30 - alcohol
- 9/9/2016, 03.00 – antisocial behaviour at taxi rank

The Minster Grounds (St Mary's Churchyard)

Do you live or work near the Minster Grounds?

21 Yes

21 No

What do you like most about this green space?

Answers were received from 38 respondents. A selection of comments sorted by theme is below. The full comments can be found in the appendix.

The church building

- Beautiful church, quiet space just off the High Street
- The beautiful Minster building. Access to the grounds.
- The Minster and the Lamp Posts

Peaceful haven in town centre

- It is a green oasis in the middle of town.
- It is an often peaceful place in a busy town centre
- Quiet sanctuary in the middle of the town
- It's a patch of green/haven of peace in a concrete jungle!

Wildlife and greenery

- Wildlife, spring flowers
- The wild life Except pigeons
- Hidden green space
- A green space with trees is restful

What would improve the green space?

Answers were received from 37 respondents. A selection of comments sorted by theme is below. The full comments can be found in the appendix.

Safety/Security

- Improving the alleys, regular police or other uniformed presence to deter drinkers and drug users and other anti-social behaviour
- Continue the work started with the alleyways project and improve the approaches from all sides to make the grounds somewhere that is always safe and pleasant to visit.
- Better pathways and security lighting to make it feel safer. The damaged old gate posts need repairing. The huge office building make it feel too dark and foreboding.

Maintenance including pathways

- Better maintenance of the area, e.g. improved lighting, CCTV.
- Needs to be properly maintained
- Improve the pathways and make it more welcoming. Perhaps hold events in there.
- The paths through the churchyard are very uneven and they get very muddy. The alleys into the churchyard from the Lower High are not well lit and not inviting. Well Walk is not attractive - would be vastly improved if it wasn't used to park vans/resurfaced/flower baskets. There are few places to sit. It would appear better maintained if there was grass (rather than mud) - or if this doesn't easily grow because of lack of light some other kind of ground cover (bark chippings?). Not well lit at night.

Antisocial behaviour

- Getting rid of the drunks
- Moved out the alcoholics and drug addicts
- More patrols of police/wardens to combat the drug users and drunks that frequent it every day
- Remove the drunks and improve the paths

Have you ever witnessed what you would consider inappropriate behaviour in this green space?	34 Yes	7 No
What was the behaviour related to? (Please note: answers under 'Other' applying to the previous categories have been divided and counted under the relevant category as appropriate)	Alcohol - 21 Noise - 3	Drugs – 8 Other - 9

Other (all comments, including those split in the table above):

- Can't say exact date but during the day in the summertime.
- alcohol and drugs
- Mother letting her child pee against the church wall
- There is often a lot of litter and I wouldn't walk through the area at night. I would probably walk through Imperial Gardens and Montpelier Park though.
- Disrespecting the monuments, littering and urinating in public.
- Drugs and alcohol
- All of the above. When it is dark it feels very unsafe to walk through even at late winter evening! During the day a lot of people use it including for drug dealing and smoking drugs riding through with bolt cutters etc. There is much litter and food waste around this area which doesn't look nice but also shows people do not care. Inappropriate sexual behaviour and violence in the past after clubs and pubs finish happen regularly and passing urine daily in the alley ways leading to it!
- drug users/ drunks/ fights/ and lots of litter/ used as a public toilet
- leaving litter
- Down and outs drinking
- It wouldn't let me select more than one! Alcohol and drugs - drinking in the day with homeless people/down and outs sleeping etc.
- General antisocial behaviour gatherings of youths on the cross
- Littering
- people sitting on the graves drinking

How often does this behaviour happen?	Daily – 15 (alcohol; drugs; urination; litter; antisocial behaviour)	Weekly – 12 (alcohol; drugs; noise; litter)
	Monthly – 1 (alcohol; drugs; rough sleepers)	Less often – 4 (alcohol; drugs; noise; urination)
When did you last witness this behaviour?	2016 <ul style="list-style-type: none"> • 19/5/2016, 13.30 – alcohol 	

- 10/7/2016, 10.00 – drugs
- 20/7/2016, 13.30 – noise
- 1/8/2016, 13.30 – alcohol, drugs

- 6/10/2016, 13.00 – antisocial behaviour
- 8/9/2016, 14.00 – alcohol
- 7/10/2016, 09.30 - alcohol
- 8/10/2016, 20.00 - alcohol
- 5/10/2016, 16.00 – alcohol
- 13/10/2016, 15.00 – alcohol, drugs, litter, urination
- 18/10/2016, 13.00 - alcohol
- 20/10/2016, 16.00 – alcohol
- 21/10/2016, 12.00 – alcohol
- 21/10/2016, 112.00 – antisocial behaviour
- 23/10/2016, 13.00 - alcohol
- 24/10/2016, 15.15 – litter, urination
- 31/10/2016, 14.30 - alcohol

Jenner Garden

Do you live or work near the Jenner Garden?

17 Yes

29 No

What do you like most about this green space?

Answers were received from 23 respondents. The comments sorted by theme are below.

Quiet

- Beautiful hidden away church yard
- Tranquil
- It is secret! (after 6 years in town we only found it recently!)
- Small space amongst town buildings etc
- It is a peaceful space that has been attractively refurbished.

Planting/appearance

- Recently restored so very attractive.
- A place to sit. Interesting planting.
- Hidden gem. Beautiful summer flowers. Well kept
- The lavender bushes
- Secluded walkway and lavender
- Planting
- The Lavender is lovely
- The compactness and planting

History

- The history of it.
- Historical connections, planting scheme
- Nice quiet beauty spot to relax in. The information boards relating to Dr Jenner
- The graves are interesting

Unaware of it/do not use it

- Don't know where it is.
- I don't know this green space
- I don't
- Don't know where this is
- Don't know it
- Never visit

What would improve the green space?

Answers were received from 19 respondents. The comments sorted by theme are below.

Better publicised including opening times

- Signpost it more clearly so it gets used more, and discourage anti-social behaviour. It is very tucked away
- More promotion of the history and more planting.
- Sometimes closed for no obvious reason. Groups of young men can appear intimidating although have never caused me problems
- Let people know where it is!

- Let more people know it is there
- Advertise it? But on second thoughts, maybe no...

Improved maintenance

- Replacing some of the planting that has been there for a number of years. Not having it closed so often.
- More regular general upkeep of the path
- Remove winos! Take more care of garden
- Better grounds maintenance

Antisocial behaviour

- Apart from removing drunken louts, trimming the lavender so paths are wider
- Get rid of the rough drinkers
- To be maintained better and police patrolled more often to stop the street drinkers taking over the benches and causing anti social behaviour issues
- People being asked to move on from the area when they are dealing drinking or taking drugs in the day time
- Enforce the drinking ban!
- Fewer street drinkers

None needed

- Nothing
- N/A
- No

Have you ever witnessed what you would consider inappropriate behaviour in this green space?

13 Yes

15 No

What was the behaviour related to?
(Please note: answers under 'Other' applying to the previous categories have been divided and counted under the relevant category as appropriate)

Alcohol – 11
Noise - 1

Drugs – 5
Other – 2

Other (all comments, including those split in the table above):

- Groups of people drinking/using drugs.
- Drug/Alcohol and noise issues
- Alcohol and drugs daily! I used to work near this and it was a similar sized group of people who frequent the area to do what they need to do, mainly drinking but would also be stopped and asked for change if I walked through the park - so I stopped
- Drink/drugs/ used as public toilet
- Bad behaviour more prevalent in summer months. Gates were locked at one stage this year which is sad as it's an interesting attractive area to sit peacefully.

Daily – 5 (alcohol; drugs; urination)

Weekly – 1 (alcohol; drugs)

How often does this behaviour happen?

Monthly – 2 (alcohol; antisocial behaviour)

Less often – 1 (alcohol)

When did you last witness this behaviour?

2016

- 15/4/2016, 11.30 – alcohol
- 20/6/2016, 12.30 – alcohol, drugs
- 1/8/2016, 13.30 – alcohol
- 1/9/2016, 13.00 – alcohol, drugs
- 9/10/2016, 10.30 – alcohol, drugs, urination
- 16/10/2016, 17.15 – alcohol, drugs, noise
- 20/10/2016, 16.00 - alcohol

Winston Churchill Memorial Garden

Do you live or work near the Winston Churchill Memorial Garden?

24 Yes

24 No

What do you like most about this green space?

Answers were received from 33 respondents. A selection of comments by theme is below. The full comments can be found in the appendix.

Facilities for children

- Play park and the fact it links with Honeybourne line
- Nice play area. Good for dog walking. Lovely space
- A place for children to play and people to walk dogs
- Children's Play area

Location

- Tucked away area in a really urban part of town.
- An oasis of calm just off the busy lower high street. The feeling of a Victorian Walled Garden to a large house
- Playground is very popular, pleasant entrance/exit to Honeybourne Line, pleasant green space in high density area
- It's a pleasant surprise off the high street! Nice play area for kids

Attractiveness and planting

- Open green space
- Very attractive to look at
- Combination of children's play area, trees and open grassed area. Access to Honeybourne Line. Well maintained yew trees. Use of the chapel for marshal arts (good alternative use for building that might otherwise be unused). Wild flower planting
- Wild flower borders

What would improve the green space?

Answers were received from 28 respondents. The comments sorted by theme are below.

Entrance improvements

- Improve that building near the High Street entrance. It is obviously a historic building but is neglected and looks forbidding and uncared for. Doesn't make you want to explore beyond.
- Access could be improved - a bit off-putting at the moment.
- To open it up from the High Street so that people knew there was a park there.

Improved landscaping

- The same standard of landscaping as Montpellier gardens!!!
- Better planting
- More places to sit (it now only has 2 benches, both of which are in full sun). The planted area is now quite woody and overgrown - would be nicer to perhaps have some flowers (colour) and replace the rosemary/lavender for younger plants

Improved facilities

- Updated play park like Pittville!
- Upgrade the play area
- Mend drinking fountain
- Some improvements to play area eg new play equipment, stepping stones amongst trees in play area (?)

Safety/security

- Patrols during the day time
- CCTV, permanent warden, remove avenue of trees that are security risk
- Refurbishment of St. Mary's Mission with Heritage lighting acting as security and enhancement. Policing of drug abusers and drug dealers and not encouraging them in as a way of getting them off the High Street. CCTV on front and back roof of the Mission as a deterrent. Better usage and maintenance of the Mission building. A budget for the voluntary Green Space Volunteers.

Have you ever witnessed what you would consider inappropriate behaviour in this green space?	22 Yes	17 No
What was the behaviour related to? (Please note: answers under 'Other' applying to the previous categories have been divided and counted under the relevant category as appropriate)	Alcohol – 15 Noise - 5 Other - 8	Drugs – 14 Sexual behaviour - 1

Other (all comments, including those split in the table above):

- Alcohol drugs and noise
- Why can't you put more than 1 option? Have witnessed drug taking, drug dealing sexual activity, passed out people, people drinking, and debris from all the above (needles, cans, bottles, and condoms). Also often find cut through bike locks which suggests other illegal activity. And dog fouling. I am not here daily but witness something every time I am there.
- Frequently find used needles along perimeter railings. Frequently see evidence of other drug use/dealing (little plastic packets around benches and on the grass). Paths clean but frequently see copious litter, particularly in playground, although bins emptied regularly. Occasional fly tipping. (Visit daily for dog walking)
- Drugs & alcohol
- Homeless people sleeping rough in the park.
- All the above except sexual behaviour - why can I not tick more than one!?
- I have seen alcohol misuse and drug misuse in the park. Also rowdy teenagers
- alcohol/drugs
- Seen a few 'street drinkers' in there but they weren't causing any problems so I wouldn't consider it inappropriate
- Drug dealing, taking Alcohol use, urinating in open
- Alcohol drugs vandalism littering
- I have avoided the Winston Churchill Memorial Garden for quite some time and it seemed to have been overrun by gangs. They made me feel unwelcome and that I was disturbing them, despite being a public space.

- Alcohol and drug dealing - loads of Polish beer cans left
- Alcohol/drug taking - I really can't say when so I am totally guessing!
- Alcohol, noise probably drugs. Groups of youngsters acting in a way that makes it unattractive to walk through.

How often does this behaviour happen?	Daily – 9 (alcohol; drugs; urination; litter)	Weekly – 7 (alcohol; drugs; noise, rough sleepers; litter; vandalism)
	Monthly – 1 (alcohol; drugs; antisocial behaviour)	Less often – 2 (alcohol; drugs)
When did you last witness this behaviour?	2016	
	<ul style="list-style-type: none"> • 10/7/2016,13.30 – alcohol, drugs • 10/9/2016, 07.30 – rough sleepers • 14/9/2016, 15.30 - noise • 1/10/2016, 10.00 –alcohol, drugs • 4/10/2016, 15.00 - alcohol • 7/10/2016, 10.00 – alcohol, drugs, litter • 13/10/2016, 17.30 – alcohol, drugs • 19/10/2016, 14.00 - alcohol • 21/10/2016, 11.30 - drugs • 25/10/2016, 14.30 – drugs, litter 	
	2013	
	<ul style="list-style-type: none"> • 6/7/2013, 16.00 - intimidation 	

Sandford Park

Do you live or work near the Sandford Park?

11 Yes

34 No

What do you like most about this green space?

Answers were received from 26 respondents. The comments sorted by theme are below.

Variety

- Cycle route through the park. Annecy garden
- Community garden, water features.
- The diversity of what it offers between formal and informal.
- Lots of space for activities
- Not sure which side is best... The park closest to the town is a lovely combination of formal flower beds and open grass areas. The wild flower beds were particularly beautiful this summer. Very well maintained. Good footpaths through the park to all the exits. The park adjoining the hospital offers a huge area of grass for ball games/picnics and is a great asset and compliments the more formal town side. Good children's play area. Lovely to have the river running through both parks.
- Large open space multi purpose
- It has several different interesting sections: it is always delightful to wander round.
- The various spaces with different characters, and the public art.
- Good play area for kids. Lovely gardens
- Mixed designs. Italian. Water features. Sculptures. Wisteria pagodas. Trees.

Planting

- The flowers
- Lovely gardens/water features/wildlife/
- Flowers
- Sandford Park is pleasant and provides a stimulus for satisfying the human sensory emotions in accordance with notions of biophilia.
- Landscaping; flower displays; kitchen garden
- Vegetable garden

River

- Bit quirky in design. The stream
- Proximity to the Chelt and the pergola
- The River Chelt running through it
- Trees River Chelt

Other

- Very lucky to have such a park in the town centre. In the main it is well maintained. it's closeness to the hospital means it is a facility for hospital staff, outpatients and visitors to enjoy.
- Don't know it very well
- Size. Sculpture. Fountain.
- Great to run around open too all and accessible
- Large open space for sports / running

What would improve the green space?

Answers were received from 19 respondents. The comments sorted by theme are below.

Facility improvements

- Better entrance to cycle route from Bath Road
- The Italian garden (near Weatherspoons) is less attractive.
- More Seating
- Keeping it more clean
- Better grounds maintenance.

Security/antisocial behaviour

- No drinkers
- CCTV or patrols as it is large
- Police patrols in the evenings and nights!
- Remove the drinkers
- Discouragement of antisocial behaviour

Unsure/none needed

- Unsure.
- Don't know
- Nothing
- Nothing
- Not sure
- Nothing
- Can't think of anything

Other

- Help to its Friends of group.
- The parks expansiveness and the limited compartmentalisation enables people to personalise the space which is conducive to a more participatory and democratic environment that everybody can contribute towards and take ownership over for short durations at a time

Have you ever witnessed what you would consider inappropriate behaviour in this green space?	16 Yes	18 No
What was the behaviour related to? (Please note: answers under 'Other' applying to the previous categories have been divided and counted under the relevant category as appropriate)	Alcohol – 12 Noise - 1 Other - 2	Drugs – 2 Sexual behaviour - 1

Other (all comments, including those split in the table above):

- Alcohol being consumed during the day with groups of people using benches near the edible gardens
- drugs/alcohol/ drunken men in bushes/ using it as a public toilet
- All of the above

- My younger son (15) was attacked in the park

How often does this behaviour happen?	Daily – 5 (alcohol; drugs; noise; sexual behaviour; urination)	Weekly – 4 (alcohol; drugs)
	Monthly – 2 (alcohol)	Less often – 1 (alcohol)
When did you last witness this behaviour?	2016 <ul style="list-style-type: none"> • 12/5/2016, 14.00 – alcohol • 7/7/2016, 19.30 - alcohol • 30/7/2016, 18.00 – alcohol • 9/8/2016, 13.30 – alcohol, drugs, urination • 1/9/2016, 11.00 – alcohol • 25/9/2016, 10.00 - alcohol • 12/10/2016, 10.00 - alcohol 	
	2015 <ul style="list-style-type: none"> • 1/9/2015, 16.30 - violence 	

If there is anything else you would like to say about the town centre or about the green spaces that has not been covered by this survey we would be very interested in your views.

27 respondents made additional comments. These are sorted by theme below.

Town centre

- I hope the town can find a way to remain commercially and financially viable without having to succumb to blandness (such as the latest upgrade to the Regents arcade which reminds me of a prison). At least the Beechwood had a green centre with some living water in it. I hope shoppers can be offered something as well as the chain stores and I hope some individuality will be kept. I very much hope something can be done to boost the West End, as someone who was born and brought up in St Pauls I hope those who live and work in that area will not be forgotten and that some cohesion with the rest of the town can be achieved.
- Most of the town centre is a conservation area containing a number of listed buildings. This is a good thing overall but there is no point in having a conservation area if it is not then conserved. Planning rules stop people modernising buildings within the area so they are left to become run down and unattractive. There needs to be some strategy regarding the conservation area.
- The changes that have occurred to the town over the last few years have made Cheltenham an even nicer place to live and work. The flower baskets are beautiful and having them the full length of the High Street (not just in the main shopping areas) makes a big difference. The buildings in the town centre are well maintained and the new developments are very tasteful (the Regent style houses on Albion Street are very attractive, the new front entrance to Regent Arcade looks very authentic, and the development of the Brewery, despite it being very modern, looks like it will be a huge improvement to what it used to be like and will be complimentary. The wild flower planting is wonderful - maybe this could be extended to other areas eg to the green area beside Townsend Street. I am hopeful that the Brewery development and the other work going on in the Lower High Street will improve that part of town. It would make a huge difference if the road surfaces were better maintained (particularly if they were properly resurfaced rather than pot holes just being filled in).
- More street cleaning i.e. removal of chewing gum from pavements Washing of pavement in Pittville Street on KFC side Mandatory no parking in this side of street Max 3 taxis All buses to turn off engines whilst stationary This does not happen at the moment (please monitor)? The tree plantings and resurfacing of High Street has much improved area Provide more litter bins encourage responsible disposal of chewing gum Publicise fines for littering have more visible patrols i.e. PCSO's
- Cheltenham is undervalued for what is a unique town environment and history that cannot be recreated. People need to have more encouragement and facilities to engage with its environment and contribute.
- The parking charges are far too high
- What about on the fringes all around the town centre??

Parks and green spaces

- I would like to see the same amount of money spent on all green spaces in the town centre and not just in the wealthy parts of town!!

- Pittville Park - although this is a fantastic venue with a lot of activities for all ages I feel that the Skate park could do with some updates and maybe extending it as its use by all ages and on a very regular basis. The area needs an overhaul and money spent on it and maybe involving the kids that use the park could be consulted.
- The town centre needs more cohesion
- There are huge disparities in what is being invested between Cheltenham's open areas and a clear misuse in some parts of facilities which means others are less likely to use them! It is a shame parks close to the lower high street do not have a similar investment to those in Montpellier! Parks need investment to ensure they do not turn into no go areas!!!!
- Provide more and lots more seating
- Have realised how little I use the green spaces (apart from Pittville Park and the Honeybourne Line as its near my house)
- Green spaces are very important; as a place to rest, meet, take time out, play games, be active, and to be accessible for all.
- Open green spaces need to be protected at all costs as they provide rest and sanctuary for both residents and visitors. They provide a calming atmosphere for the town and make the town centre such an attractive place to shop and eat. Regents arcade needs to be repopulated and provide an area which will need to attract people to shop otherwise they will undoubtedly miss out to the new and growing Brewery quarter
- The few pockets of green spaces we have in the centre are vitally important - they really do increase well-being and allow for more trees, flowers and other plants to be near us, even in the heart of the town - eg: Clarence Square; the messy green space off Jessop Ave behind Waitrose; the square on the corner of Hewlett Road and the High Street with its beautiful blossom trees; and going out of town there are two green square flower gardens on London Road next to Oxford Street. I hope these will always be available to humans, animals, and plants alike to enjoy!

Community involvement

- Given the diminishing resources within local government and growing reliance of Volunteer groups I would like to see CBC create a Borough wide association of Friends of Groups and have in place a strategy and plan to support and grow these bands of Volunteers. They should be seen as a valuable human resources Asset to the Town and given greater encouragement advice and guidance. The Community Ranger service needs to be beefed up to add to the efforts of a very small team of enthusiastic staff.
- The work of the Council is appreciated. Greater involvement of the public and institutions, businesses should be encouraged. Involvement of ethnic communities

Antisocial behaviour

- Cheltenham could be a fabulous place to live for everyone. Why let a few drunks and some irresponsible traders spoil it for us all.
- There is often rubbish littering around, there are often people drinking, especially in the quieter parks. It's a shame that we have such a wonderful resource that people can't take care of. There is also a lot of dog poo around which is not very nice.
- Would be good if the drink/drug laws were actually and seriously enforced. more patrols and police presence to reassure residents and visitors to these green spaces

- The people who make these places uninviting should be dealt with more severely. Cheltenham is known as town within parks not the park are where these people stop other going
- Drink, drugs and other inappropriate behaviour by a few causes concern for others, especially with children.
- I think they should be policed more and remove those littering the parks whilst drunk or dealing in drugs (Winston Churchill)
- I haven't mentioned dates or timings for antisocial behaviour. For dog poo, any time; for the Winston Churchill gardens evenings; for St Mary's Saturday midday... That's when I happen to walk there. Just to add that I think we are lucky in Cheltenham having so many and nice green spaces. I personally would love to see a food market in town (vegetables, meat, fish...). It's a pity that the closest best place appears to be the M5 Gloucester Services!

About the survey

- Sorry but I felt unable to offer answers for many of the questions as 'near' is far to ambiguous - this questionnaire needs a big rethink/reworking & put some distances in PLEASE! Why have you not asked about the little area at the end of Park St, or walk along the Chelt from Little Bayshill to Glos Rd, or the green at Waitrose Rbt!?
- I would be more than happy to go into more detail and help in some shape or form in the future.

Appendix

Included below are the full comments received for questions in the Cheltenham Town Centre survey.

Q2. What are the three things you most like about the town centre?

1	2	3
The choice of shops all in one location	The events that are organised	The community aspect
Clean	Shops	The way its organised
Shopping in the town centre	Centre pieces such as the fountain	Christmas lights where they have a celebrity to turn them on
Mix of businesses	Increasing variety of restaurants	Architecture
You can walk from one end to the other in 20 minutes, east west and north south	All the usual shops are in the centre	There are plenty of smaller independent shops too
Range of shops and facilities	Public Open Spaces	Range of restaurants and bars
The visually pleasing parts of the town centre such as the Prom and fountain	St Mary's church	Sandford Park
The social aspect	Shops	Coffee shops and bars
I have most things I need in walking distance so don't need a car	Variety of smaller independent shops just outside the centre, e.g. lower High St, Henrietta St, Bath Road	The architecture
Facilities	Green spaces	Period buildings
Facilities	Period features	Landscaping
Easy access to restaurants, shops, places of entertainment	The Festivals	The mix of interesting buildings and on spaces
The Promenade	The green spaces and parks	The festivals
Variety of shops	Easily accessible	Proximity of parks and green spaces
Trees and green spaces	Georgian architecture both original and "re-defined"	Diversity of shops and eating places, Festivals.
Architecture	Facilities	Green spaces
That it has an excellent variety of shops, restaurants and entertainment within a walkable area.	That for the most part it is very green – with tree lined streets and parks and gardens	That it is a welcoming place
A good variety of night time venues/activities	Many festivals/events	Great variety of shops
Access to shops, restaurants, etc.	No need to use my car most of the time	The attractiveness of my surroundings

Good shops	Wide range of bars	Lovely parks
Easy access to a range of shops		
Easy to get to places	Interesting things happening	Good shopping
Vibrant	Art and culture	Shopping, banks, library
Lots of people	Variety of businesses	Green spaces
Range of shops	Green spaces	Development
Pedestrianised	Combination of shops and cafés and cinema/theatre	Period buildings are still used (as well as tasteful newer buildings e.g. Lower High Street development)
Ease of access	Buildings	Safe environment
Pedestrian areas	Street food vendors	Pavement cafés
Good shops	Restaurants/eating houses/festivals/etc	Surrounded by lovely parks
Buildings	Parks	Markets on prom
Compact	Mainly traffic free	Some of the independent gems
The array and variation of shopping and retail opportunities	The well-proportioned and good numbered green 'break out' spaces	The vernacular architecture and historical elements of the built environment
Easily accessible	Attractive architecture	Largely pedestrianised
Beautiful tree-lined street and lovely vistas	Variety of retail and catering offerings	Friendly people
Buildings	Coffee shops	Brewery
Easy to walk around/pedestrianised area	Green spaces/trees/floral displays	Café culture
Promenade	Imperial Gardens	Montpellier
The general atmosphere	Easily accessible	Safe to walk about in
Easy access to all amenities in the town	Do not need to use my car as often	
The pedestrianised areas	The trees that line the Promenade	The parks that are situated so close to the shopping streets
Convenient shopping	Theatres and cinemas	Local interest groups
History	Gardens	Places to eat
Pedestrianised spaces	Sense of spaciousness/green spaces	Cultural opportunities
The fact that most things are within reach of each other in a relatively short space	Loads of places to meet and eat	The Regency town, character and beautiful gardens

Shops and restaurants	Accessibility by foot	Parks and green spaces
The architecture	The Gardens	
Regency buildings and parks	Independent shops and major changes	One square mile of cafés, restaurants
Pubs	Shops	Parks
Range of shops	Lots of restaurants	Cinema
It is compact and it is easy to walk around	It has reasonable shopping facilities and amenities	It feels pleasant
Pittville Park	Sandford Park	Promenade
Sense of community	Meetings and chatting with people	Variety of shops, cafés, etc. and entertainment
Clean	Shopping reasonably close to suit everyone	Buses close for people with goodies to catch easily.



Q3. What are the three things you like least about the town centre?

1	2	3
Homelessness	The levels of antisocial behaviour that can occur	
Racists	Posh people	Security guards
Graffiti	Shops closing down	Christmas Market
State of the High Street surface from Bath Road to Winchcombe Street	Growing number of expensive developments for the elderly	Beggars
The litter	The broken pavements	People pretending to be homeless and begging
Driving through	Car parks	Beggars
The increasing blandness/lack of character	The increasingly narrow range of type of business (chain stores, 'service shops' such as phone shops)	The divide between the west end and rest of town centre
No green spaces	Beggars	Seagulls
Loss of employment sites (other than retail and leisure)	Would like more 'useful' shops – butchers, greengrocers, etc and more independent shops	People begging and drinking on the streets
Rat run roads	ASB	Unmaintained roads and pavements
Antisocial behaviour	Rat run roads than need traffic calming measures	Unmaintained roads and pavements
The state of the pavements	Inconsiderate cyclists, skateboarders, etc.	Litter and rubbish
Homelessness/boarded-up shops	The top end of town (from The Strand to M&S)	Lack of independent shops
Charity 'muggers' who ask if you have '5 minutes'	Drunks/homeless/junkies in high street	Bus traffic and bus queues along pavements on high street
Traffic flow, i.e. congested corners pushing out pedestrians	Beggars who aren't homeless, i.e. the same old faces year on year	Alcohol/drug abusers occupying shopping areas and green spaces
Speeding drivers	Careless cyclists	E-cigarette smokers
The difference between the wealth and poverty that exists within Cheltenham is evident by the way different parts of the town centre are treated in terms of streetscape, cleansing, etc.	There is sometimes a lack of imagination in design of new buildings, developments can be quite bland.	The number of expensive retirement accommodation being built when what the town actually needs is more affordable accommodation for young people to be able to buy or rent and more employment space.
Expensive car parks	Lots of takeaways in one area	The local parks are becoming drinking areas
The drinking culture on the weekend leading to people urinating and vomiting near to me home	Antisocial behaviour and there is an obvious increase in violence	Lack of bins and containers for responsible dog owners to deposit the mess
Antisocial behaviour	Lack of music venues	Building work especially on retirement villages

Not enough variety of shops	Too many brand shops, need more artisan shops	Difference in feel between lower High Street, High Street and areas like Montpellier and the Promenade
Drug addicts on the streets	Alcoholics on the streets	Walking down the Lower High Street
The divide between Montpellier and the Lower High Street	The fact the Lower High Street and Strand do not have equal investment	People who conduct illegal activities in the street!
Rubbish	Closed businesses	
Traffic due to road changes	More community groups	Pot hole
The pavement is uneven in places, especially problematic when it rains and big puddles form	Some of the buildings (especially in the Lower High Street) aren't well maintained (need painting and removal of plants from masonry)	The charity representatives
Amount of traffic	Traffic lights	Litter
The hare statues on the Prom	Street vendors not food	Road surfaces
Drug dealing/antisocial gangs	Street drinking/beggars on the High Street	Lack of police presence and litter wardens
Graffiti	Too many barbers shops	Homeless beggars
How packed it is on a Saturday – stay away from it then!!	The Primark corner crossing	Largely only mainstream bars/clubs
The fragmented pedestrianised areas and car-dominated streets	The scale of car parking facilities and deteriorating pedestrian and cycling environments as a result	The difficulty of passing homeless individuals who should be helped and given opportunities to live a fulfilling life
Poor surface quality/paving	The one-way system	Lack of independent shops
Traffic queues!	Being asked for money or to buy something	Drunkenness at night
Chewing gum and cigarette butts on the floor	Traffic wardens being over keen!	Parking charges
Some areas have been neglected, where others money thrown at it	Beggars	No welcome views of Crescent by bus station
Poor parking/deliveries blocking roads	Begging (although there are not too many)	Lack of investment in Lower High Street (past Bowling Green)
Lower High Street	Pavements	Parking
The litter in the streets	The traffic	Properties not maintained properly by their owner.
Drunks hanging around at top of High Street near convenience store	Antisocial behaviour, littering, drinking in Winston C park	West End is improving but shop fronts look scruffy.
The High Street chain shops have killed Cheltenham's personality and encourage expensive renting rates: where did all the independent shops go?	The bus stops are scattered around the entire centre – bring back one station!	I avoid going to the Prom (the road part) where glum-faced commuters wait for their buses – this ruins Cheltenham's Prom!

Drinking	Raucous and unruly behaviour	Beggars
The Lower High Street opposite the new Brewery with the busy bus stops etc blocking the pavements etc	The beggars illegally being left by the police to beg and down the class tone of Cheltenham	All the down market shops in the Lower High Street
The height and scale of the new developments, esp The Brewery	Night-time mayhem	No provision for cyclists
Poor patchwork paving	Chuggers on the High Street	The through traffic on Boots corner cutting through the High Street
Dreadful state of roads and pavements	Beggars	Chuggers
The Night Time Economy	Dirty streets particularly Pittville Street and fly posting	Empty shop units/offices
New architecture not in keeping with the town, there are some good ones	Ring road	West end High Street needs upgrade
Lack of free short-term parking	Scattered bus stops	One-way system
Lower end of the High Street	Expensive parking	Introduction of permits
Some streets are occasionally a bit congested: eg when people wait for buses in High Street there is little space for people walking	The Lower High Street needs a bit of greening	There is no food market!
Lower High Street	Kaspas junction area	No available free water to drink
Beggars pavement begging (in welfare society!)	Graffiti and litter and rubbish	Excessively loud busking
Pavements all around need mending	People spitting, throwing down matches and ciggy ends	Evenings and weekends rubbish, vomit, bottles, cans

Q4. Complete the following comment: In five years' time Cheltenham town centre should be a place where:

Answers were received from 52 respondents:

- You can live safely and enjoy a night or day out with friends and families
 - Everybody should be respected
 - It is a peaceful and busy thriving place full of shops and plenty of jobs and looks posh to match our name
 - People choose to come for business, leisure and recreation, staying for longer than they do at present
 - Everywhere has disabled access
 - There is employment, great range of retailers and associated leisure facilities that attract visitors; plus a 'one stop' shop to access public services out of normal office hours
 - There is a balance between the big chains/services which attract shoppers and make money for the town, small individual traders and something for the arts/culture/public engagement, such as an arts, education or community centre that truly caters for all, not just those who can afford big prices
 - Families can shop, socialise and feel safe in a multicultural environment
 - There is a thriving mix of employment opportunities, not reliant on low pay retail service sector
 - All members of society live happily in a town which has a high standard of living
 - Residents and the local council work together to provide a safe and pleasant place for all
 - There continues to be a mix of residential living, business and entertainment
 - People come to meet, marvel at its beauty, shop and spend, whether you're a local or from further afield
 - People feel safe and happy
 - Cars feature less. Pedestrians and cyclists feature more. Public transport is integrated and doesn't have to transfer in the Town Centre
 - Pedestrians are 100% secure
 - Everyone and anyone feels welcome and catered for
 - All ages can find venues/activities to do in the day and night
 - People come to enjoy the town and all the festivals, etc. It should be a good place to live where residents have a good quality of life
 - People from the country flock to for food, shopping, entertainment and culture
 - More cohesive
- You can take your kids out without having to dodge drug addicts and alcoholics on the street
Positivity is encouraged – people want to be and feel more safe
People can meet and feel safe
I am happy to bring family and friends
People are safe and can enjoy all it has to offer (shops, eateries, theatre)
People can visit and enjoy
Everyone can hang out, eat food, shop and feel safe and independent retailers are encouraged
- We can fully enjoy outings without getting harassed for money by beggars or drunken people
 - House prices haven't gone through the roof
 - The physical environment and streetscapes will be representative of a more egalitarian society and retail/commercial functions are complemented by a rise in the experience economy
 - The social, cultural and environmental aspect of development has been equally considered
 - People live, work and visit safely and healthily

- Shop
- The independent shops have a place along with the bigger companies
- Everyone feels safe, welcomed and that they'd want to come again (or live here again)
- It is a pleasure to shop and browse
- Every street and park is attractive and welcoming
- It's even better to live
- Independent shops thrive, giving locals the opportunity to provide their goods to the local community, whilst creating an individual town market – a real attraction for visitors!
- Everyone feels safe to walk around
- It becomes more of a destination place to visit
- Our expectations are exceeded and we encounter the extraordinary every day
- Business is thriving from all the new developments
- Everyone feels safe regardless of the time of day
- Visitors most want to come to in Gloucestershire
- Traffic flows freely; more park and ride
- Cars don't go
- It is pleasant to walk, day evening or night
- More events should happen and people would gather round more often
- Environment is valued, respected, clean safe and friendly
- Bobbies will be seen on the beat, especially evening wk end

Q5. Complete the following comment: In twenty years' time Cheltenham town centre should be a place where...

Answers were received from 51 respondents:

- Should be a place where more job opportunities, more shops and night life venues
- It attracts a lot of tourists
- Should be a regional centre for the South West because of the excellence of its retail, leisure and tourism offering
- Everyone feels safe
- There is more than retail and flats for the over 60s
- Can't answer this one – too many unknown
- Families can shop, socialise and feel safe in a multi-cultural environment
- A place where people can afford to live, work, shop and relax
- It is comparable with the standard of living and cleanliness of Singapore
- There is a high standard of living such as the Scandinavian countries, Singapore or Japan
- The needs of a thriving, diverse community is reflected
- The shops are open and people are visiting the town centre
- My children feel safe and happy
- Only electric or carbon neutral vehicles are allowed. Retail is a mix of big brands AND small independents. No beggars or rough sleepers roam
- There are no cars
- Those parts of Cheltenham currently poorer and more run down (Lower High Street and Strand) are more integrated and economically viable
- The Strand and Lower High Street become more connected to the main town centre
- It will be THE place to visit and live
- People want to be!

- No class demarcation between shopping areas
- The town is complete and thriving
- Still have historic buildings but it moves with changing needs of the town
- People get together
- There are still green spaces
- People visit as a destination with great shops, entertainment, and a tasteful combination of well-maintained period buildings and complementary new development
- People visit and enjoy a space without traffic
- People are drawn to the thriving social atmosphere and independent retailers
- Don't know. Unable to envision that far ahead!!!
- Feel safe 24/7
- You can get to the railway station easier than by bus or a long walk!
- Other places model their ideals of a more human scale environment that truly meets the needs and aspirations of difference social-economic groups living and visiting the city
- Visitors and residents can enjoy a variety of amenities in a town centre that hasn't lost its traditional, cultural roots
- People live, work and visit safely and healthily
- Shop
- It is green, lush and plenty of unique shops to put it on the shopper map again
- Tradition is valued and new ideas embraced to enable communities to live, work and visit
- It is vibrant and innovative and civilised!!
- Every street and park is attractive and welcoming. I live in the town
- Looks generally more cared for
- All buses (local, commuter and national) can be easily found in one station, with clear information to get around the town and from town to town
- There is no begging, drinking or drug taking
- It becomes more appealing to visit
- That has set a standard of excellence. Imagine a town having an arts and culture plan, a public art plan, delivering major arts festivals, supporting skills and talent development, and enabling communities to commission art works
- My children still want to live in, with great choice, clean and safe streets
- People choose to visit in preference to larger towns and cities
- Free of traffic more. More pedestrian walkways and trams to the centre
- I have no idea
- The character is maintained but buildings and infrastructure are tastefully updated and maintained
- Less homeless people treat the shops' front doors as their home
- People go to socialise and be entertained and spirits lifted
- To come when we get the first five years in order

Q6. Please explain your reasons for these answers

- The closed and disused buildings impact on the rest of the town centre. There can be a lot of crime, homelessness and anti-social behaviour which can make the town centre feel unfriendly and unsafe. But this is few and far between
- I feel that Cheltenham town is somewhere friendly safe but then every town has that.

- It has been awarded Purple Flag status because of the safety of the night time economy. In the daytime it is in the main a friendly and welcoming place with much stunning architecture.
- No one says hello to people they pass by, not even acknowledge the presence of others. Safe during the day, apart from bikes on pavements, broken paving (especially at the top end of the Prom and elsewhere). Certainly would not choose to be in town when youngsters are falling out of clubs. The litter is dreadful, I'm ashamed of it. Overgrown hedges, weeds in the verges, etc.
- The mix of architecture, the Promenade and parks make Cheltenham attractive.
- Cheltenham town centre is attractive except for the lower high street - which it shouldn't be.
- I feel relaxed and safe in the day time. At night it is a different matter. Some parts of the town centre are not pleasing on the eye.
- I usually feel safe in the town centre. Exception is weekend evenings and nights when the drunken anti-social behaviour is very off-putting. So much for the continental cafe style lifestyle 24 hour licensing was supposed to introduce! Also Race Week. Even though I live and work in the town centre, I do my best to avoid it during race week. The town centre is attractive in parts. It feels like all the attention is given to certain areas and not others. The buses (though a useful service) blight some of our main shopping streets. A dedicated bus station could improve this. We have lost some big employers in Cheltenham in recent years (Kraft, Chelsea Building Society, Countryside Agency) and those sites have been turned into old people accommodation. Other big employers (Whitbread, C&G, Eagle Star, Endsleigh, UCAS) have moved out of the town or to out of town locations. Increasingly employment opportunities in the town centre are based on retail and leisure work, which don't pay much. But housing around the centre is expensive. People who can afford to live in Cheltenham often work elsewhere. People who work here can't afford to live here. So we have a lot of people commuting. Other issue is Cheltenham doesn't have a bypass. So a lot of congestion around town caused by through traffic including freight both on trunk roads and rat running through nearby residential areas. It looks like this is only going to get worse. Closing some A roads will not solve this problem, it will only push the problem into nearby streets.
- There is no sense of community in Cheltenham town centre and I have never found local residents very friendly, compared with other places I have lived across the UK. Cheltenham town centre is not a safe place after dark due to ASB from some people.
- 1. I often see the same faces or meet people I know. 2. Although I am rarely out after midnight, I have no qualms about walking around the town centre during the day or evening. 3. The mix of buildings and open spaces are easy on the eye and fun.
- Neither my husband nor I are from Cheltenham but our children were born here and we are all very happy in Cheltenham. I think that the town is as safe as most others in the UK and still go into town at night. As for the attractiveness of the town, it really is a mixed bag. Some parts are just beautiful yet some are really grotty and an eyesore.
- Most people are friendly and helpful, but I often feel anxious passing groups of drunks/junkies along the high street, particularly while I'm carrying my baby and holding my small child's hand. It's often hard to pass between people queuing for buses and homeless people sleeping on the pavement. Particularly hard to parents with prams and wheelchair users. The prom/imperial gardens/Montpellier are all very attractive (though planting schemes in the gardens could be a bit more imaginative). High street area may be better in a couple of years after construction, but for now it remains very down at heel.

- I agree the Town Centre is friendly, but I rarely frequent it at night. I feel some places do not feel safe. I agree it is an attractive space but very attractive in some places and unattractive in others namely the lower High Street.
- I do think that Cheltenham is safe, friendly and attractive but not entirely so. It sometimes looks and feels a bit drab as though the authorities feel complacent about it.
- The town centre is an attractive area although there are many empty shops which need to be filled.
- During the day, it is a pleasant friendly place where people acknowledge each other. This is particularly true of the dog walking community and local traders. It changes at the weekend and we have to tolerate shouting, screaming, littering and using the streets as a toilet. Clubs stay open until the small hours and then we have the fighting in taxi ranks and disgusting behaviour outside the local chip shop. Why does a chip shop remain open until 5.00am on a Sunday? The litter in Royal Well place is disgusting, mainly chip boxes and papers. Fast food traders should be made responsible for clearing up the litter instead of council workers.
- I think there are a lot of anti-social people in Cheltenham - there are also an increasing number of homeless people and they should be being helped out of their situation. I think the town is attractive but only when the homeless people aren't there, and those who think it is ok to drop litter, spit and fight are not there either.
- I find the town centre relatively friendly and safe. However, there are distinct areas that are unattractive such as lower high street. Too much focus is placed on Montpellier and the Promenade which are definitely promoted as higher grade shopping areas
- It's a horrible place to live and work, there is more serious violent crimes happening and I don't feel safe walking in the street anymore
- I have seen many street fights and drug deals in broad day light! There is a presence of "I don't care" in terms of litter! I genuinely feel concerned locking my bike up everywhere in the town having had friends have their locked bikes stolen I think there is an increase in evening crime - fights etc
- Feels an intimate town while offering a huge range of shops and other activities. Period buildings (if well maintained) are attractive alongside sympathetic newer developments. At night there can be a huge number of people under the influence of alcohol which can be intimidating if out on my own.
- Town centre can be a friendly place, but becomes unpredictable when approached by people under the influence of drugs/alcohol and street beggars can be quite intimidating.
- Friendly - its fine but not noticed anything overly friendly about it (Saturday afternoons personally make me feel pretty unfriendly and misanthropic as it's SO busy though...) Safe - Yes, I have no real issues with walking home alone (female) at night Attractive - the Prom is nice but the High Street is pretty average. You wouldn't want to sit and have a coffee outside on the High Street
- Generally Cheltenham is what I would personally regard as a very pleasant and aspiring 'middle class' town built on its heritage as a spa resort which are renowned and were originally conceived for the very purpose of being attractive for a certain section of the population; it retains this demeanour due to the regency architectural style and the quality of some public spaces although there is certainly scope for improvement. As a 6ft 2, 24 year old white male the

issue of personal safety may well contrast with other demographic groups, but I find Cheltenham and the Town Centre very safe indeed due to the variety of activity and vitality generated throughout the day and the evening as well as the level of residential accommodation in the area that provides a high degree of informal surveillance and 'eyes on the street'. I am from further north so my perception of friendless are perhaps slightly bias with a general feeling that Cheltenham can be typical of conurbations located further south in terms of the level of quality interaction with others in the vicinity!

- Overall, my experience of living in Cheltenham in the past 5 years, as both a student and now a working resident, has been very positive. It has a good balance of historic, impressive architecture and modern development and has maintained key aspects which set it apart from other UK towns. As a student town, there is generally little trouble especially at night and I have only ever heard good things about the area from those people who have come to visit.
- Compared to data on other towns, and from personal experience thinking about place I have lived.
- Too many drunks and crack heads in town
- The town has gone down in the last few years it does not have the friendly appearance as before, homeless on or by most cashpoints dirty streets, litter paving slabs dirty, (needs a good clean). Safe place maybe during some parts of the day, but since recent reports of stabbings etc. Cheltenham has lost its identity the regency building are being replaced with modern, sometimes nice.
- My experience has been broadly positive although I know that it not the case for others. There are issues with accessibility, some young people have been in vulnerable situations when clubbing etc.
- I have never felt threatened during day time activities in and around the town and have always found people helpful and friendly. I am not so sure after dark however especially at weekends. The town could be more attractive away from the promenade which is, in my opinion our major asset. More pedestrian areas and more trees would be wonderful
- It is my experience. I live in the town and walk about in it frequently.
- Actual town centre is improving with the development of Brewery Quarter. Lots of renovations on going close to the centre. As a single person I feel generally safe walking alone just some reservations re top end of High Street in the West End and by the Bowling Green where drunks congregate.
- Our town centre is fairly friendly - eg: if you want to sit on a bench and there are no completely free ones, I have always asked if I may join someone, people have always responded politely and positively. Also, people generally say sorry if you bump into them during crowded times in the centre. I have never found Cheltenham a particularly safe place after dark - this is only fuelled by alcohol consumption. Also, there have been reports of students being attacked in Sandford Park - which you are well aware of. Cheltenham is generally clean and well-kept. The architecture is fairly well maintained and it is this that makes this town attractive. It would be even more attractive without all the faceless chain stores...
- Whilst most people are friendly there are still some people whose attitude or behaviour is not good for the general environment. The safety of the town is often different during certain times of the night it seems not safe if there are a lot of drunken people about. Cheltenham is

generally very attractive except for when at night litter is dropped over the High Street and it looks untidy.

- Totally safe until one ventures from Boots Corner towards the Lower High Street. The police fail to move on groups of people
- People are friendly; so long as you are friendly yourself in the first place! While I know there have been recent safety issues on the high street, I have never experienced this personally as I am usually not in town at night time. The town has attractive buildings with character, there are some beautiful and interesting art such as the Hare and Minotaur or Holst statue in the gardens. The Promenade is attractive with all the trees and Montpellier and Pittville Parks are not far away.
- People seem to keep themselves to themselves and there is a great divide between those who have and those who don't. It seems safe during the day but not so much at night. Once the building work has been completed I'm sure it will improve but the town is blighted by appalling roads and pavements.
- I avoid going out at night whenever possible. The Architecture is a big plus for Cheltenham. I would not describe the town centre as friendly. I particularly dislike Charity Muggers or Chuggers in the high street
- Self-evident reasons
- 1. I haven't seen fights (eg weekends/evenings) or witness negative attitudes. 2. I would say "I neither agree nor disagree" rather than have no opinion. I feel safe during the day time, but the fact that there are no many quiet places opened in the evening in some areas (eg cafes, bars rather than just night clubs) means that after shopping hours it is sometimes a bit eerie. Particularly some narrow alleyways, which attract crime (eg Elmstone St, from High St to the dead end in Station Street). 3. Some areas are very attractive (Promenade, Gardens, Bath Rd...) but some less so (Lower High St). In some cases it may be just a matter of repairing and maintaining buildings, or updating shop frontages.
- Beggars should not be tolerated in a welfare society. Graffiti should be removed immediately. The overall environment should be valued and respected by all
- The centre is a safe place during the day, but in the evening and especially the week end, unless I am with other people I am always wary. Cheltenham town centre is a very attractive place.

Montpellier Garden

What do you like most about this green space?

- Tidiness
- Somewhere for children to kick a ball around, tennis courts and skateboard area.
- It is an attractive part of the town centre which provides a meeting/sitting place for shoppers and workers and a venue for festivals
- It is picturesque.
- Use it least of the parks - mainly to walk through on my way to Montpellier or the Bath Road
- Love the bandstand!
- Open, free for dogs and children to play, cafe, gallery, playground/skatepark etc all well kept
- Elegant feel bordered by beautiful houses.
- Surrounding buildings

- It is well used by a variety of people. It is excellent space for community events. it is well cared for.
- Pleasant attractive place to visit.
- Please define 'near' ^^
- It's a lovely place to sit and relax but also take small children.
- Generally attractive and well maintained
- Peaceful and beautiful
- Use for festivals and the fact it is nice green space in town ! I do find it hard when the flowers are put in and the lower high street doesn't even have litter or bin collections!
- Openess
- Plenty of benches to sit on. Large grass area for ball games.
- Time to sit and reflect
- Irrelevant to me as up the hill and for the wealthy
- Pleasant place to relax.
- Flowers
- The bike stands on the Montpelier Walk side - convenient!
- The regular events / festivals
- Regency architecture nearby and close to work
- Open, green and a place to escape for a while
- The inclusion of activities for children and young people, a big space for events, wide pathways
- Restful and civilised
- It is just that, a green space.
- Attractive green space in centre of town, festivals
- It is very open and situated practically in town. It serves as a great venue for festivals as well as for private picnics, dog walks and sunbathing!
- orderly and neat
- Fab amenity
- The trees, and cherry blossom. The open grass space, where there's enough space for family football, and young people's ball games, and you can cycle through it.
- Well kept gardens
- Its central location
- The trees the Gardens Gallery The Cafe The free public events held there
- Parks department up keep
- It is in the centre; the venue for the Festivals; family friendly.
- The Cheltenham Festivals taking place
- Tennis. Cafe. Mum's and babies. Open space. Few 'rules'.
- Clean and relaxing

What would improve the green space?

- already perfect
- Nothing
- Less money spent here and more on other parts of the town centre!
- Use the bandstand!
- Take the top 6 stories off Eagle Star house! Replace missing railings.
- Strict dog control
- Less restrictions on its use which is caused by a few residents who live near by objecting to activities in the park.

- Less litter
- Nothing!
- A bit more for kids to play on
- Facilities for those on lower incomes - - community cafe or even a drinking fountain as the price of refreshments is high
- Litter picker
- The entrance into the gardens (opposite ASK) - it gets very muddy where people walk over the he grass verge
- more seating less dog poo
- Affordable cafe
- nothing
- shelters from rain
- Sculptures/art??
- Improved landscaping
- Less official festivals and more community ones
- removal of undesirables
- Not sure
- Wild flower areas
- Greater participation in voluntary schemes, such as Friends of Honeybourne Line and Winston Churchill Gardens
- More bins.
- more benches and tables
- More flower beds like Imperial Gardens
- Removing the festivals
- Happy with it as it is!
- It's fine as it is
- More seating
- more fenced in parks
- Not much, perhaps update the garden cafe.
- Better litter picking. I pick litter every time I walk through. Council Litter pickers are haphazard.

Imperial Garden

What do you like most about this green space?

- always clean and tidy
- Good mix of open and recreational spaces
- More formal counterpart to Montpellier Gardens
- it is an attractive part of the town centre which provides a meeting/sitting place for shoppers and workers and a venue for festivals and art exhibitions
- Gardens Gallery and nearby cafe
- Nice landscaping.
- Nice place to sit in the sun. Like the Garden Bar. Good flowers
- The flowers, its proximity to the town centre, the café
- Outdoor events in summer, and bar/cafe
- Openness
- Planting
- It is central and it well cared for.

- Lovely floral gardens.
- The beautiful flowers
- Calm and peaceful
- Open space and use for other reasons
- Versatility
- The formal gardens are very well kept and beautiful. Offers lovely contrast to open space of Montpellier Gardens
- Cafe close to town
- floral displays,
- ? Not part of my routine
- The bar and well kept grounds
- As for Montpellier Gardens
- It's green!
- green space
- Wonderful floral displays, the Holst statue
- Beautiful flower beds and the Holst statue
- Attractive area in centre of town, exhibitions etc
- It is very open, surrounded by beautiful buildings, and the flower beds are inspirational! It is situated in town and serves as a great resting place, as well as a watering hole. It is also great for private picnics, and sunbathing!
- neat appearance
- Idyllic and beautifully kept gardens
- Open space in the centre of town, nice flower planting
- The gardens and the cafe
- Its central location
- The trees and flower beds and especially the Holst Sculpture The Art in the Park event
- trees
- Formal flower beds
- Landscaping; events and exhibitions
- Gustav Holst' fountain
- Flower beds. Bar area. Walled garden.
- Clean and relaxing

What would improve the green space?

- already perfect
- Nothing
- Less money spent here and more on other parts of the town centre!
- Nothing, it's always clean and tidy
- More inspiring planting, rather than 1970s municipal style. Bee friendly plants? Begonias are not!
- More green screening of the office block. Some more permanent shelter at the refreshment outlet.
- Stopping litter
- It is too formal and therefore very old fashioned.
- Less litter
- Nothing
- Tough fines for Litter being dropped ! Or more bins -

- Nothing
- More places to sit
- more choice of cafe's
- more open air entertainment for everyone
- ? Not been in it. Therefore haven't answered 17. as it would be N/A
- More seating
- As for Mont gardens
- Kick out the druggies
- replant beds with sustainable planting
- More displays such as the art exhibition
- People not leaving litter behind them.
- more benches and tables
- Nothing
- Remove the festivals
- Removing the horrible bedding plants and planting shrubs, grasses etc
- Not having Cheltenham festivals marquees on it
- Can't think of anything...
- Better and more frequent litter picking.
- None

The Minster Grounds (St Mary's Churchyard)

What do you like most about this green space?

- The community aspect
- in the summer you see a lot of people sit on the green to eat and hang out.
- Easily accessible for shoppers in the High Street
- Can be a quiet peaceful place to sit
- beautiful church, quiet space just off the High Street
- The church.
- Hidden green space
- Unsure
- Wildlife, spring flowers
- The Minster and the Lamp Posts
- Peacefulness
- It is a green oasis in the middle of town.
- Not a lot
- The beautiful Minster building. Access to the grounds.
- Very peaceful
- It is an often peaceful place in a busy town centre
- Can be beautiful
- Nice space for lunch at times
- Quiet away from bustle of the high street, St Mary's church
- building
- Green
- apart from the church and wildlife. nothing much else
- quiet
- The history

- total haven from hussle and bussle of town
- Quiet sanctuary in the middle of the town
- Nothing
- It is just that. A green space in the very centre of the town
- It is a good cut through.
- a green space with trees is restful
- Nice tranquil place
- That it exists in the centre of town.
- Its a patch of green/haven of peace in a concrete jungle!
- Its location within the town centre
- The wild life Except pigeons
- Short cut
- Quietness
- Small oasis in middle of shops and buildings

What would improve the green space?

- put in a seating area
- continue the work started with the alleyways project and improve the approaches from all sides to make the grounds somewhere that is always safe and pleasant to visit.
- improve footpaths
- Improving the alleys, regular police or other uniformed presence to deter drinkers and drug users and other anti-social behaviour
- Better maintenance of the area, e.g. improved lighting, CCTV.
- Reducing the tree canopy, more interesting planting, better paths, proper seating, fewer vehicles.
- Unsure
- Better ground keeping, additional planting
- Better pathways and security lighting to make it feel safer. The damaged old gate posts need repairing. The huge office building make it feel too dark and foreboding.
- No litter
- Improve the pathways and make it more welcoming. Perhaps hold events in there.
- cleaner access areas, brightening up the whole churchyard with better walk ways and signage and better lighting in the evenings/nighttimes
- Repair the paths, and get rid of the graffiti.
- Getting rid of the drunks
- Needs to be properly maintained
- Moved out the alcoholics and drug addicts
- Lighting and possible locked at night
- The paths through the churchyard are very uneven and they get very muddy. The alleys into the churchyard from the Lower High are not well lit and not inviting. Well Walk is not attractive - would be vastly improved if it wasn't used to park vans/resurfaced/flower baskets. There are few places to sit. It would appear better maintained if there was grass (rather than mud) - or if this doesn't easily grow because of lack of light some other kind of ground cover (bark chippings?). Not well lit at night.
- open up too cramped
- Planting esp roses
- more patrols of police/wardens to combat the drug users and drunks that frequent it every day

- tidy up surrounding buildings
- i don't know
- removal of Cheltenham House to open the area alittle
- More lighting, more flowers
- Have it patrolled
- We have seen several plans but nothing seems to happen. ie get on with implementing proposals. Also, the grounds effectively belong to the church. Their members could do a bit more to make it attractive.
- Less shady characters lurking.
- more landscaping
- Remove the drunks and improve the paths
- More openness
- Better walkways to get there
- New paths, improved lighting, abolish all car parking, adopt current plans to improve churchyard and vicinity
- Better foot paths they are in an appalling state and have been for years
- Better path surfaces. More businesses opening on to it. More Police patrols.
- Make it better known so there are more people walking around and less chance for antisocial behaviour
- Proper grounds maintenance. Paths refurbished. Surrounding walls cleaned up. Remove groups sitting around drinking and smoking.

Winston Churchill Memorial Garden

What do you like most about this green space?

- The all round space
- Tucked away area in a really urban part of town.
- Links to Honeybourne Line
- Been there once and it was very run down. However, I hear that the Friends of WCMG are doing really good things.
- Great space for dogs & children
- An oasis of calm just off the busy lower high street. The feeling of a Victorian Walled Garden to a large house
- Proximity to Honeybourne Path
- It is a beautiful space and much used by local residents.
- It's a small oasis in the middle of a busy area
- Open green space
- Very attractive to look at
- Generally well maintained, good children's provision
- It can be brilliant when all the kids are there
- Play park and the fact it links with honey Borne line
- Combination of children's play area, trees and open grassed area. Access to Honeybourne Line. Well maintained yew trees. Use of the chapel for marshal arts (good alternative use for building that might otherwise be unused). Wild flower planting
- Trees
- nice play area. good for dog walking. lovely space

- wild flower borders
- Cute little space on and an access point onto the cycle path
- Cheltenham secret green space
- Well kept
- The fact that it is a green space in a "rougher" area of the town.
- Just 5 mins from my house, Its lovely.
- It is very beautiful and has a lovely layout.
- a place for children to play and people to walk dogs
- Lovely secret park
- That it exists
- It's a pleasant surprise off the high street! Nice play area for kids
- Playground is very popular, pleasant entrance/exit to Honeybourne Line, pleasant green space in high density area
- Never visit
- Its large size
- Children's Play area
- Green oasis

What would improve the space?

- patrols during the day time
- Improve that building near the High Street entrance. It is obviously a historic building but is neglected and looks forbidding and uncared for. Doesn't make you want to explore beyond.
- The same standard of landscaping as Montpellier gardens!!!
- Access could be improved - a bit off-putting at the moment.
- Not entirely sure as it's not somewhere I would probably visit.
- Update playground equipment, more regular litter picking, enforcement of dog fouling laws, regeneration of gardens
- Refurbishment of St. Mary's Mission with Heritage lighting acting as security and enhancement. Policing of drug abusers and drug dealers and not encouraging them in as a way of getting them off the High Street. CCTV on front and back roof of the Mission as a deterrent. Better usage and maintenance of the Mission building. A budget for the voluntary Green Space Volunteers.
- Better planting
- To open it up from the High Street so that people knew there was a park there.
- to be able to see through the gardens from one end to the other
- CCTV, permanent warden, remove avenue of trees that are security risk
- Used more
- It needs to be patrolled regularly to ensure troublemakers are controlled
- Bring back the play rangers in this area
- Updated play park like Pittville!
- More places to sit (it now only has 2 benches, both of which are in full sun). The planted area is now quite woody and overgrown - would be nicer to perhaps have some flowers (colour) and replace the rosemary/lavender for younger plants
- upgrade the play area
- mend drinking fountain
- Less steep access onto the cycle path!
- stop drug dealing in the park
- Planting

- More volunteers for the "Friends of Honeybourne Line and Winston Churchill Gardens". Greater engagement with the Polish community in the area.
- Generally tidying and more care which the volunteer group are doing and I belong to
- More benches.
- I would replace the sign on the play area referring to it as the Winston Churchill park - total disrespect to a war leader
- Some improvements to play area eg new play equipment, stepping stones amongst trees in play area (?)
- More flower displays, more attractive landscaping
- Being more lit in the night time

Appendix 3: Workshop Output

CWEP arranged for the October 25th Town Centre Neighbourhood Coordination Group (NCG) meeting to include a participatory workshop session co-facilitated by GRCC. The discussion focused on what was least and most liked about the community as well the future of the Town Centre. Using the workshop analysis the CWEP later identified four key community aspects and associated aspirations / objectives, summarised as follows:

Aspect	Aspiration	How we know this	Other points raised (e.g. potential solutions/ reality check)
Built Environment	<p>High level aspiration Town centre residents should expect housing quality and services to be of a good and appropriate standard.</p> <p>The achievement of this vision requires the following objectives to be met:</p> <ul style="list-style-type: none"> Private rented accommodation in the town centre should be regulated more widely than is currently the case. All accommodation over retail and commercial premises should be licensed to enable regulation of quality, overcrowding and safety. All town centre residents should have access to clean and inclusive collection of household waste. 	<p>Many of the people surveyed (ref: Community Survey), particularly the NCG members recognise that Cheltenham has a housing crisis in terms of cost, availability and in some cases quality.</p> <p>Currently many do not have bins and there are little or no collections of food and household recycling. Recycling points in car parks and at supermarkets have mostly been removed. With the recycling centres being outside of the town centre those who do not have cars have no opportunity to recycle.</p>	<p>CBC should go beyond the statutory requirement on licensing of private rented accommodation (particularly HMOs) in order to ensure that everybody has access to decent housing standards.</p> <p>One solution would be to provide community bins for recycling and for general household waste.</p>
Culture & Recreation	<p>Higher level aspiration Cheltenham should provide a balanced range of facilities in the town centre.</p> <p>The achievement of this vision requires the following objectives to be met:</p> <ul style="list-style-type: none"> There should be a limit on the number of certain types of outlets in any given area where this can have an impact on residents comfort and environmental quality through increased incidence of litter, smell, noise, anti-social behaviour and traffic problems. (e.g. number of off-licences or takeaways allowed in close proximity of each other The town's retail, social and cultural offer needs to include things that appeal to people of all ages, economic groups and backgrounds. Cheltenham needs to think strategically about the balance between the town centre and out of town retail offerings so that the town centre does not suffer. Possibly 	<p>There are issues with cleansing and anti-social behaviour in those parts of town where there is a concentration of off licences and takeaways such as the lower High Street.</p> <p>These two points were raised consistently in the survey, by the NCG members and with the Lower High Street consultation.</p>	<p>An example of where this has been done elsewhere can be seen at</p> <p>http://www.lancashiretelegraph.co.uk/news/4456689/Bid-to-limit-number-of-new-takeaways-in-Rossendale/</p>

	achieve this by encouraging/targeting independent retailers into the town centre.		
Culture and recreation	<p>High level aspiration Conservation should go hand in hand with preservation.</p> <p>The achievement of this vision requires the following objectives to be met:</p> <ul style="list-style-type: none"> • There should be a clear set of guidelines for property owners so that they understand what they can and cannot do to buildings within a conservation area. • More enforcement is required to ensure that property owners take responsibility for preserving the fabric and look of their buildings. However, conservation should not be enforced to the extent where it makes improvements to run down buildings too expensive for the owners. • Where conversion of retail/commercial properties into living accommodation is an option that improves an area it should be regulated to ensure that the character and historical significance is not lost. 	<p>Feedback from businesses in the lower High Street (Ref: Lower High Street consultation) raised this particularly as an issue, but it has also been raised by residents across the town centre.</p> <p>People care about the town and are proud that it is being conserved, but are concerned that parts of the town centre are looking tired and worn and nothing is done to make property owners address this (Ref: Community Survey)</p>	<p>Some form of simple guidance for property owners would be useful. Sometimes people do nothing because doing something is too complicated.</p> <p>Some flexibility on how owners can improve properties would be helpful to enable them to afford to do it.</p>
Built Environment	<p>High level aspiration A sense of cohesion that covers all parts of the town centre area should be encouraged and celebrated.</p> <p>The achievement of this vision requires the following objectives to be met:</p> <ul style="list-style-type: none"> • The town centre has distinct areas with different characteristics. These should all be recognised as equally important. • The poorer parts of the town centre are also the oldest parts. There should be recognition of the hidden histories that embrace the non-regency side of Cheltenham town centre as well as the more obvious parts. • All parts of the town centre should receive the same level of care and quality so that the feel of it is that it is one town. 	<p>From the community survey and other feedback people feel that there is a lack of cohesion in the town centre.</p> <p>This is a positive as well as a negative with areas such as the Promenade and Montpellier being particularly attractive. However, other parts of town are not cared for as much. That this is currently the case is most evident in the High Street which has four distinct parts to it.</p>	<p>Hidden History projects could help to promote the less well known parts of town.</p> <p>Unfortunately the Cheltenham BID area does not cover some of the poorest parts of the town centre which could result in even more of a disparity in quality as the investment will be concentrated in the already better areas.</p>

Appendix 4: Previous Consultations

The community has taken advantage of opportunities to participate in consultations by the borough or county councils and responses are usually co-ordinated by CWEP. Knowledge of the content of those responses informed workshop

discussions. The group has also

carried out its own

recent consultation for the

Lower High Street Re-generation Project – 2016 and again information from those responses were brought to the discussions.

