

CHEL TENHAM BOROUGH

ENGAGING COMMUNITIES

PROJECT REPORT

PART 2 – CHAPTER 7

PRESTBURY

January 2017

Report compiled by GRCC, working in partnership with
Prestbury Parish Council

Chapter 7: Prestbury

Report Context

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

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

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

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

This document forms Chapter 7 of Part 2 of the Cheltenham Engaging Communities Project Report and contains information about the parish of Prestbury.

Introduction to Prestbury Parish

Prestbury Parish is a mature, predominantly residential area in the north east of Cheltenham Borough. It is one of five parishes in Cheltenham Borough and adjoins Swindon Parish to the west, the neighbourhoods of Pittville, St Pauls and Whaddon to the south, and to the north and east it meets open land, mostly agricultural, with the large village of Bishops Cleeve and the small village of Southam both close to the northern boundary of the parish. The parish includes the village of Prestbury and Cheltenham Racecourse.

How Prestbury Parish Council approached the Cheltenham Engaging Communities Project

GRCC had previously worked with members of Prestbury Parish Council on the Local Green Spaces Project in 2015 and initiated meetings with the council. Prestbury Parish Council involved district councillors and representatives of the Keep Prestbury Green Group in this project.

GRCC support was used to guide the parish council on community engagement methods and use of the profiling activity to lead to a SWOT analysis. GRCC also facilitated meetings of the group, including a concluding meeting to define aspirations and priorities for the council.

Engaging with the community



In order to build an understanding of the vision, community aspirations / priorities and key issues in relation to the Prestbury community area, the community went through a number of key stages. The first stage was to review and consider a community profile that included desktop evidence from national and local data. Members of Prestbury Parish Council considered desk top evidence along with information from previous work / discussions by the Parish Council and used a basic framework provided by GRCC to produce a profile of Prestbury.

The profile is formed of two parts. Part one contains sections on history, economy, housing, community services, transport, social environment and the characteristics of the population. The full profile can be found in [Appendix 1 Part 1](#).

A SWOT analysis was generated following a Parish Council organised workshop, facilitated by GRCC in October 2016, which was attended by a sub group of 5 parish councillors and residents to consider the community profile and to start the process of capturing the aspirations and priorities for the community. During the session the SWOT analysis was used to draw out aspirations and key issues for the community. Subsequently the parish council expanded fully on the SWOT analysis and also produced a priority list for it to consider, to drive forward its programme of work in future years.

Outputs from community activities

A) SWOT Analysis

The outline SWOT analysis was compiled during the October 2016 workshop

Strengths	<ul style="list-style-type: none"> • Location – village has a central core • Strong sense of ‘pride’ and proud to live in Prestbury • Town v county - you can work in the town but live in the country • Local assets – lots of assets in the community (Library / Church) • Safe Environment
Weaknesses	<ul style="list-style-type: none"> • Location – community divided (community other side of Evesham Road) • Local assets – limited use of assets due to ownership (memorial ground) • Limited facilities of younger population (8 – 15 year olds) • Lack of support vulnerable persons (time bomb for deprivation issues)
Opportunities	<ul style="list-style-type: none"> • Location – address community the other side of Evesham Road • Build upon and cross workings with existing community groups • Grow / Expand the core of the village to strengthen Prestbury offering (Town centre not offering a Cotswolds experience)
Threats	<ul style="list-style-type: none"> • Town v county - impact on house prices and change in pop structure • Location – changing boundaries would not address a divided community but rather reduce funds for PC to support Prestbury • Economic issue for local shops if residents not shopping/staying local.



Prestbury Parish Council subsequently expanded upon this SWOT and the full explanations are included within [Appendix 1: Community Profile \(Part 2\)](#)

B) Aspirations

Following the SWOT analysis exercise the following vision statements were identified for Prestbury:

- To be a safe and welcoming community
- To foster/ encourage closer workings amongst local community groups
- To foster / encourage appropriate growth and development of the centre of the village

The following aspirations and objectives were put forward. Fuller explanations are provided in [Appendix 2](#).

Aspiration 1: Prestbury community will reclaim the centre of the village.

Prestbury will reclaim the centre of the village by managing the access in and out of the centre of the village more safely and efficiently.

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

- Efficient traffic management- especially when considering any bypass / traffic flow considerations
- Tackling inconsiderate parking
- Availability of additional parking to support local businesses

Aspiration 2: To bring economic and continued social activity to the centre of the village.

The creation / restoration of a “Cotswolds” craft village to the community giving a balance between residential dwellings and economic (retail and non-retail) buildings in the village centre

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

- Improved transport management.
- Promotional and alignment of village attraction.

Aspiration 3: To maximise the community usage of the green space (fields) by the PC Hall for all age groups.

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

- Sourcing funding
- Removal of the MUGGA
- Improved parking facility
- Flood lighting in place for evening use
- All weather playing surface

Aspiration 4: To ensure that any further residential development in and around Prestbury ‘befits’ the Prestbury community – look / feel / type.



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

- Maintenance and enhancement of the current provision for green spaces
- Limit development to 'garden development'

C) Suggestions for Prestbury Parish Council consideration

Following the workshops, members of Prestbury Parish Council compiled thoughts on how the community could move forward, bearing in mind priorities, capacity to deliver and practicalities/feasibility of achieving some of the high level aspirations. This is not a statement of intent. Full details can be found in [Appendix 3](#) and points are summarised below:

- **Culture and Recreation- a joined up community**
 - Addressing the different aspirations of residents across the Parish is clearly desirable, and whilst the 'village centric' view will persist, it should be possible to ensure that all residents, irrespective of their address should feel a part of Prestbury.
- **Culture and Recreation- development**
 - The library is increasingly being used by clubs and organisations within Prestbury. Parish Council believes there is potential to develop the facilities if the library further to support evening classes / lectures.
- **Culture and Recreation- developing sporting facilities**
 - Whilst Prestbury has a large Playing Field along Prestbury Road it is grossly underused. This large field, which may be enlarged with land donated by Bloor Homes, is the jewel in Prestbury's crown, and has development potential.
- **Economy- business support and growth**
 - The many small businesses in Prestbury play a vital role in the economic vitality of Prestbury, and as such should be supported alongside the sense of tradition and place being enshrined in the development of the village going forward.
- **Transport infrastructure**
 - The road network is poorly supported and so consideration must now be given to making major changes to traffic flow in and around Prestbury.
 - The provision of an evening service bus service would provide the opportunity to enjoy the popular night time economy of Cheltenham.
- **Natural Environment - Community wellbeing**
 - The production of an Emergency Plan would provide the forum to bring the diverse interests together for the common good of the community.

A further note about green spaces and Green Belt

The Joint Core Strategy Inspection (2016) recommended consideration of a strategic development site in the Prestbury area, with potential impact on the Green Belt. As part of the Cheltenham Engaging Communities Project, Prestbury Parish Council was asked whether they wished to consider areas within

the Green Belt which were felt to be particularly special, with the possibility of designating those areas of land as Local Green Spaces. The decision was that the community firmly believes the whole of the Green Belt is special and must continue to be protected from development therefore it would be unproductive to designate specific areas within it as Local Green Spaces.

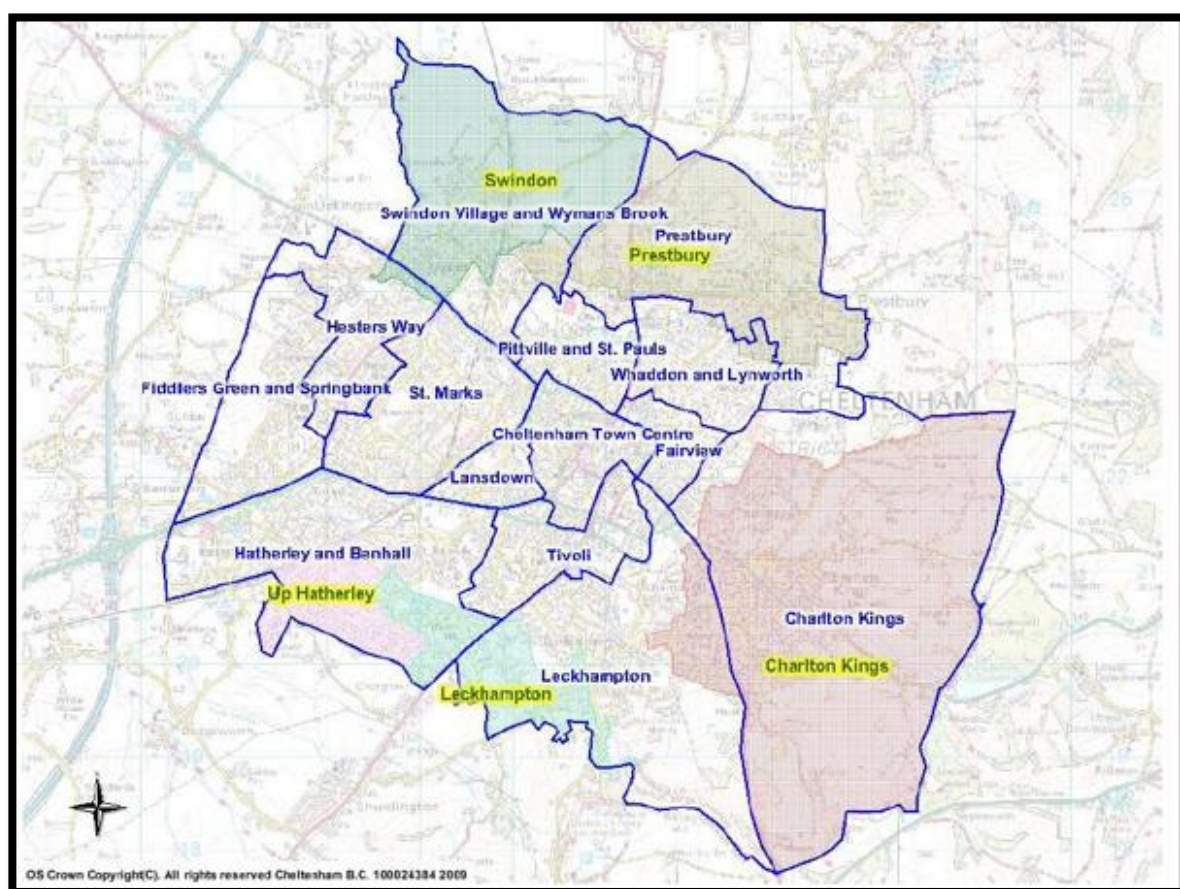


Appendix 1: Community Profile (Part1)

This profile has been produced by Prestbury Parish Council. GRCC provided a basic framework and some desk top researched data about the area as a starting point and the parish council 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*.

Geographical Context

Prestbury Parish, shown in the map below, lies to the north east of Cheltenham town centre. It is one of five parishes in Cheltenham Borough. It is bordered by Swindon parish to the west, the neighbourhoods of Pittville, Oakley to the south and east. To the north, Prestbury borders onto largely agricultural land including part of the Cotswold Escarpment. Close by to the north are the villages of Southam and Bishop's Cleeve, both within Tewkesbury Borough Council area.



People and Households

Data

Data about people and households in Cheltenham is gathered at a parish level, so exact data for Prestbury Parish is available and has been used in this section. The parish is home to approximately 7,000 people¹.

Key facts

¹ Inform Gloucestershire Local Insight Profile- Prestbury Parish.

Census information for the parish indicates that around 47.2% of residents are male and 52.8% are female² and that the parish has a lower than average proportion of under 16s (15.3%) than is the Gloucestershire (17.9%) and England (19%) averages. There is a higher than average proportion of those over the age of 65 living in the parish (27.5%) than is the Gloucestershire (20.3%) and England (17.6%) average.

Crime indicators are fairly low considering Prestbury's proximity to a large town. However, some types of crime are frequent, with levels of burglary being in the top 35% in the county. Also, there is a high number (top 35% for the county) of victims of crime aged 75+, although this is, in part, perhaps due to the age demographic of the area³.

Again perhaps relating to demographic, the uptake of some services for older people is higher than average in the parish. For instance, the level of uptake for care management assessments, meal services and assessments on those aged over 75 are all in the highest 35% for the county.

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. Prestbury Parish contains all or part of 6 LSOAs. Of these, five are in the lowest quintile for deprivation, with one (labelled Prestbury 2) is in the second-lowest quintile. This indicates that there are lower levels of deprivation for residents of the parish on the whole, but does not rule out specific kinds of deprivation, or multiple deprivation in a small number of households.

The Inform Gloucestershire Local Insight Profile for Prestbury Parish shows that although the majority of the population in the parish are in the least deprived 3 deciles, around 500 people in the parish are in the 2nd most deprived decile overall and this includes the aspects of income, employment, education and health.

Educational and Employment

According to the 2016 Oxford Consultants for Social Inclusion (OCSI) local insight profile, 18% of people have no qualifications in Prestbury CP compared with 22% across England. In addition 36% people aged 16-74 are in full-time employment in Prestbury CP compared with 39% across England

History and Heritage

There has been a settlement on the site of Prestbury since the 9th Century, with records detailing the settlement of Preosdabyng. Presteberie is recorded in the Domesday Book of 1086. In the 13th Century the Bishops of Hereford had a "Priests fortified place" in the village. However, a devastating fire during the reign of Henry VII (1485 -1509) destroyed much of the village.

In the 18th Century mineral springs were discovered which led the Lord of the manor, Lord Craven, to develop a short-lived business, offering lodgings and bathing to visitors.

² Inform Gloucestershire Local Insight Profile Prestbury Parish.

³ MAIDeN Neighbourhood Profile

Today the village contains many buildings reflecting the historic and architectural character of Prestbury. The vernacular architecture is manifest in both The Burgage and Mill Street. In the latter, the 17th Century Plough Inn, a former bakery sits in the shadow of St.Mary's, a 12th Century Parish Church.

It is from the historic context that the present day Prestbury has the accolade as 'Britain's most haunted village'. Mill Street, The Burgage and Deep Street being the centres for ghostly activity. The Black Abbot is said to reside in the grounds of St.Mary's church, whilst the ghost of Mrs Preece frequents the area around The Plough, sometimes accompanied by the sound of horses.

The Burgage presents a rather more acceptable ghostly phenomenon, with the sound of a spinet coming from Sundial Cottage. Whilst a lady in a large hat may be seen in the High Street, close to Reform Cottage, close to the Monks burial ground.

Roads, Transport and Access

Roads

The parish is bounded to the east by the B4632 that connects Prestbury with the nearby village of Southam. The B4075 New Barn Lane runs east to west along the southern portion of the parish and connects Prestbury with the A435 Evesham Road, some of which also passes through the parish and joins the town centre with the racecourse, Bishops Cleeve and beyond. At the junction where these two roads meet, Swindon Lane comes in from the west, thus connecting Swindon Village with the area. Two busy routes come into the south of the parish: The B4632 Prestbury Road forms a connection between the town centre and major through-routes, while the B4075 connects Prestbury with the A40 as it heads east out of the town centre towards Charlton Kings. Most other roads in the area provide access for the residential population, although some small lanes run east from the village to farms and hamlets.

Cycle ways

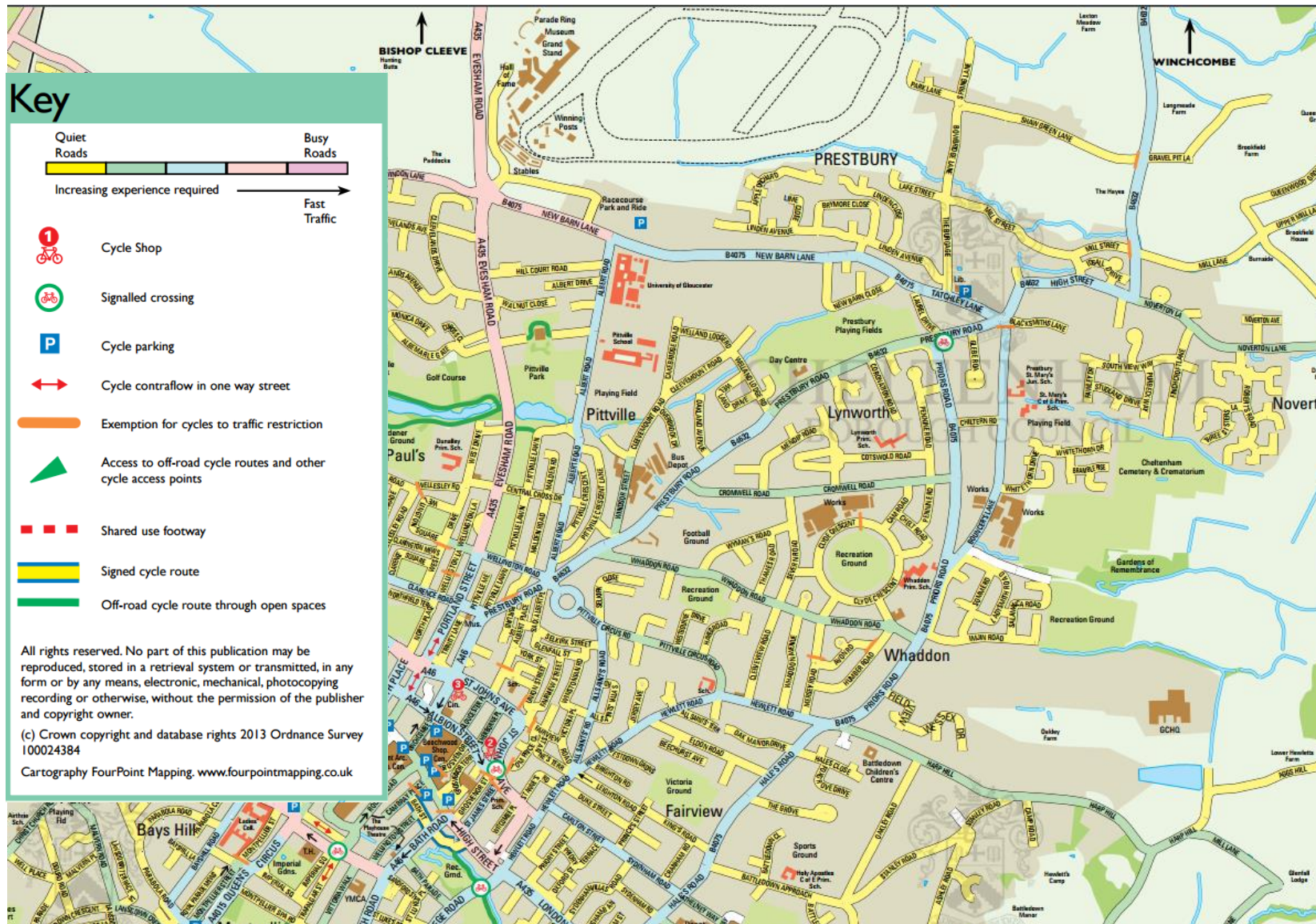
There are no recognised cycle trails in the parish, so cyclists travelling through and around it currently use the roads. Roads in the parish have been graded by the Cheltenham and Tewkesbury Cycling Campaign as being either quiet, reasonably quiet or medium, apart from the area around the intersection of Evesham Road, New Barn Lane and Swindon Lane, which is classed as fairly busy and with fairly fast traffic. A higher rating needs a higher level of skill from the cyclist.

Public Transport

Cheltenham Railway Station is 3.2 miles away, or 1 hour's walk from the centre of the parish (Apple Orchard, GL52 3EH). The bus station is a 2.2 mile or 44-minute walk from the heart of the parish (Google Maps), but some buses do go through the parish, such as the N (Cheltenham – Prestbury – Noverton Park or Orchid Road), V (Sainsbury's (Whaddon) – Cheltenham – Cleevemount Estate), 606 (Cheltenham – Greet – Willersey), 94U (Gloucester – Cheltenham), D ((Gotherington) – Bishop's Cleeve – Racecourse Park & Ride – Cheltenham – Cheltenham Spa Station – Warden Hill – Hatherley) and 527 (Gotherington – Bishop's Cleeve – Woodmancote – Cheltenham). (Google Maps)

Parking

The vast majority of houses in the parish have an off-road parking option, meaning that on-road parking is easy for visitors. There is a CBC owned car park off Idsall Drive.



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

Community Services and Facilities

Healthcare

There is one GP surgery in the parish: Seven Posts Surgery on Prestbury Road. No dental surgeries are situated in the parish, but nearby dentists include Hilltop Dental Practice in Pittville and Hewlett Road Dental Surgery in Fairview. There is a pharmacy on Deep Street.

Libraries

Prestbury Library is situated on The Burgage.

Places of Worship

The parish has three active church: St Nicolas Church (Swindon Lane), St Mary's Parish Church (Mill Street) and Prestbury United Reform Church (Deep Street). All three churches offer various church-run groups and activities.

Community Spaces and Facilities

There are four dedicated community spaces in the parish: the Pavilion Hall on the Memorial Playing Field, St Nicolas Church Hall (Swindon Lane), Prestbury Hall (Bouncer's Lane) and Prestbury Road Youth Shelter. Pubs can sometimes offer a community space, and the parish features four pubs:

- The Royal Oak (The Burgage)
- The Plough (Mill Street)
- The King's Arms (Prestbury High Street)
- The Beehive (Bouncers Lane)

There are recycling banks on the King's Arms car park.

Recreation and Leisure

There are no gyms or built sports facilities in the parish, with the nearest gym being in Swindon parish. The nearest swimming pool is 1.8 miles away from the heart of the parish (Leisure@Cheltenham, Tommy Taylors Lane). Riding for the Disabled, close to the racecourse, offers horse-riding opportunities and there are two tennis courts next to Prestbury Playing Fields.

Green Spaces

The parish took part in the Local Green Spaces Study conducted in 2015 in partnership with GRCC and Cheltenham Borough Council. The parish council applied to designate Prestbury Playing Fields, Blacksmith's Lane Allotments and Robson Memorial Field as local green space (decision pending at time of the Cheltenham Engagement Community Report).

Prestbury Parish contains much green space in the form of open agricultural land, but not many open spaces to be used by the public – the aforementioned Prestbury Playing Fields (featuring a play area) and Robson Memorial Field are the main green spaces for residents' enjoyment.

Blacksmith's Lane Allotments is a large area of ground providing residents with large plots available relatively quickly.



Educational Facilities

The parish contains two schools:

- Prestbury St Mary's Junior School (Bouncer's Lane)
- St Mary's C of E Infant School (Bouncer's Lane)

There are no secondary schools in the parish, with the nearest being Pittville Secondary School.

The parish also houses several early years settings, including Prestbury Playmates (based at St Mary's Junior School) and Playgroup @ Pavilion Hall.

Social Environment

To many residents, particularly those who have lived in Prestbury for a significant part of their lives, Prestbury is a village. Sadly, the reality is somewhat different. The core of the village, The Burgage, Lake Street, Mill Street, High Street, Deep Street and Tatchley Lane, Church Lane, The Bank and Blacksmith's Lane have over the past fifty years been surrounded by extensive residential developments, stretching as far to the west as Windyridge. It is only the presence of the Green Belt on the northern boundary of Prestbury that has prevented the encircling of Prestbury with residential development.

Geographically there is no longer an identifiable boundary between Prestbury and the surrounding neighbourhoods, leading to its official description as a suburb of Cheltenham.

Socio-economically Prestbury residents demonstrate the full spectrum from groups A to E, although traditionally Prestbury has been regarded as an area with an increasingly aged population. However, whilst that trend may continue, the demographic of Prestbury is changing, as is evidenced by the increasing number of children on the waiting list for St. Mary's school.

In developing a plan for the future of Prestbury, the challenge is to balance the views of the residents who are committed to the sense of 'village' with those who have a less village centric view and have a greater affinity to Cheltenham.

Economy

Prestbury is predominately a residential area, with only a small industrial estate at Chiltern Road Business Park. The University and College Admissions Service (UCAS) and Prestbury Park (Cheltenham Racecourse) are major employers in the area, the racecourse employing up to 6000 people during major race meetings. The opening of the Pittville Student Campus next September will offer some employment opportunities to local residents. There are three convenience stores, a garage/general store, four public houses, a Post Office, a Pharmacy, butchers and two hairdressers, two residential care homes and two schools, all of whom provide opportunities for employment.

The provision of high speed broadband has enabled an increasing number of residents to work from home, although exact numbers are not available.

Income

Prestbury Parish falls entirely into Middle Layer Super Output Area (MSOA) area Cheltenham 002, which was used to analyse average household income in England and Wales 2007-8. This MSA is in the second-highest quintile for income, with the average weekly income at £790 at that time.



Retail

Retail in the parish is mostly small and serves the local population. This includes:

- Convenience store on New Barn Lane
- Burgage Stores and hairdresser on Linden Avenue
- Prestbury Village Stores, Post Office, butcher and estate agents on Prestbury High Street
- Convenience store and Garage on Bouncer's Lane

Housing⁴

Housing Tenure – proportions

Prestbury parish's homes are much more likely to be owned outright or owned with a mortgage than many other areas in England. Social rental is very low, and private rental is much lower than average for Cheltenham but roughly in line with county and regional averages. The number of people living rent-free is much lower in Prestbury than for borough, region and country levels.

Housing Types

Semi-detached houses are most common in the parish, with 43.4% of all dwellings being of this type. 35.7% of all houses in the parish are detached, 13.6 are flats and just 6.6% are terraced. A tiny amount (0.6%) of dwellings in the parish are regarded as temporary.

Housing Affordability

The median detached house price is £348,054.

Area	Owned outright %	Owned – mortgage or loan %	Shared Ownership %	Social – council %	Social – other %	Private Rental %	Private other %	Rent free %
Prestbury	48.9	34.1	0.1	5.7	1.5	7.5	0.1	0.1
Cheltenham	32.1	32.4	0.7	8.0	4.2	20.1	1.3	1.1
Gloucestershire	35.5	33.9	0.8	5.9	7.0	13.8	1.6	1.4
South West	35.4	32.0	0.8	5.8	7.5	15.2	1.9	1.4
England	30.6	32.8	0.8	9.4	8.3	15.4	1.4	1.3

Source: ONS 2011 Census

78.4% of homes in Prestbury Parish were built between 1946 and 1999, with 6.6% built pre 1900 and 11% between 1900 and 1939.

⁴ All data in this section is from the 2011 ACRE Rural Evidence Report on Prestbury Parish



Appendix 1: Community Profile (Part 2)

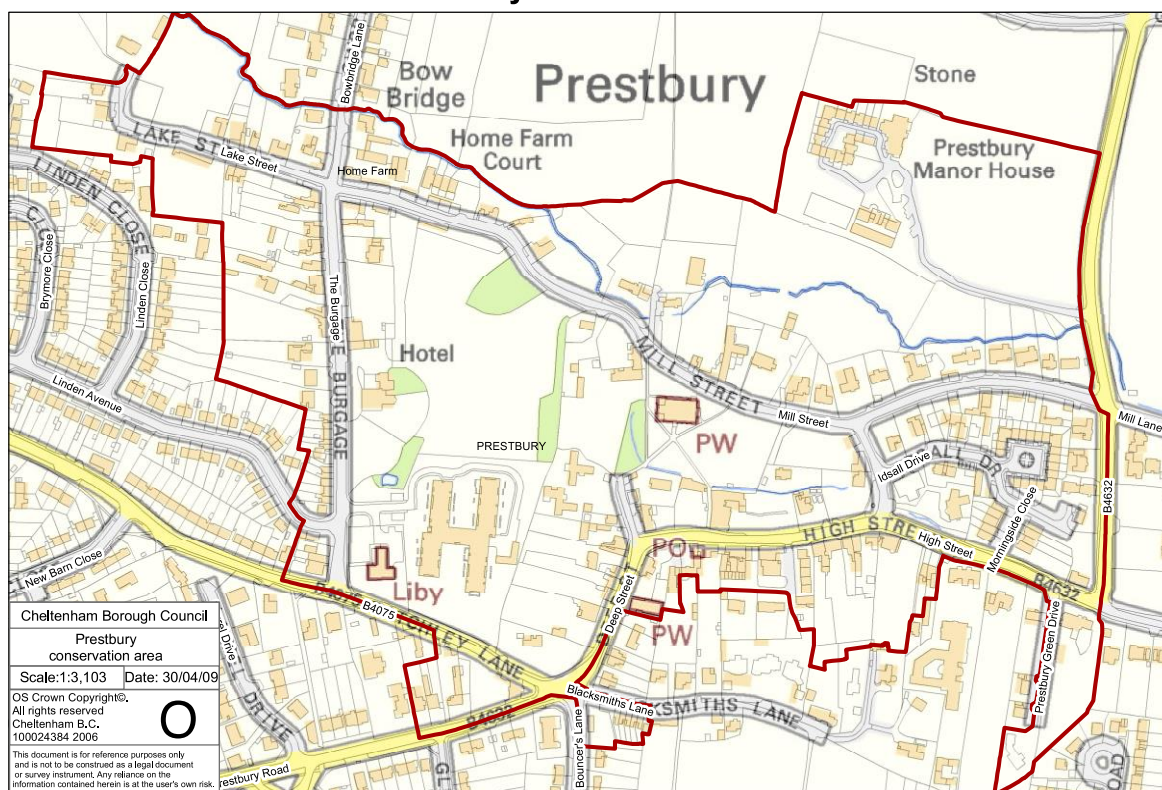
Expansion of SWOT analysis by Prestbury Parish Council

Prestbury Parish Council explored the points that had been raised during the October 2016 community workshop organised and facilitated by GRCC and from previous Parish Council meetings. This resulted in the Parish Council expanding on the SWOT analysis to support the development of future aspirations and objectives.

Strengths

1. Prestbury's location on the northern edge of Cheltenham Borough, and its close relationship to the Area of Outstanding Natural Beauty contributes to the popularity of Prestbury as a residential location, a position strengthened by its Conservation Area.

Prestbury conservation area



2. *Despite Prestbury often being described as suburb of Cheltenham, and the loss of clear demarcation between Prestbury and the adjoining wards, the village centre provides an important identifiable feature. A feature in which many residents take particular pride, and are passionate about its preservation.*
3. Prestbury is a quiet residential area, a fact that is increasingly desirable. Particular amongst the professional groups, enabling them to 'work in town' and 'live in the country'.
4. *Prestbury has a limited range of assets, but those it has are well supported and valued.* The Prestbury Branch of the Women's Institute has a strong membership supporting an annual programme of events. All the local churches are well supported, as they too provide a range of social events including coffee mornings, bring and buy sales etc. The Prestbury Memorial Trust provides a vital service to the elderly of the village including Lunch Clubs, Exercise Clubs shopping trips and home visits. Prestbury

Library is a vital hub in the village. The Library provided by Gloucestershire County Council is supported by a large team of volunteers. The Library also provides the venue for a number of clubs, societies and the monthly meeting of Prestbury Parish Council.

5. No neighbourhood is free from anti-social behaviour or criminality, but Prestbury is proud of the fact that according to police records Prestbury has one of the lowest rates of recorded crime.

Weaknesses

1. *Regrettably Prestbury is a ward polarised by location. On the one hand there is 'the village'; centre of Prestbury steeped in history, legend, myths and superstition. What is not in dispute is the fine range of Cotswold buildings that the support the notion of a Cotswold Village. Many the of village residents are descendants of former residents, and as such have a genuine interest in maintaining the status quo, it provides 'comfort' in an every changing world.*

Events happen 'in the village', the Summer Fayre, the Pancake Races, the WI Produce Show and the Parish Council's Allotment Show, are all 'village centric', simply because there is space to hold the events. *Over the years housing developments have surrounded 'the village', and whilst many of the residents appreciate the location there is not the same connection with Prestbury, in deed it is not unreasonable to suggest that the further from the village centre residents are located, the less is their affinity to Prestbury.*



And herein lies the challenge. In planning for the future is it essential to be inclusive, or is there an argument that supports the view that future developments do not need to focus on wishes of the whole community?

2. *Prestbury has limited assets, and very little available land on which new facilities can be created.* The Parish Council owns two sports fields. The Memorial Field on Prestbury Road, is the home to the Prestbury Tennis Club, and the home ground of the Prestbury Rovers Football Team. There is a children's play area and a Multi-Use Games Area (MUGA). A Pavilion is equipped with changing facilities, a crèche and the included the Parish Council Office.

The Parish Council also owns the Alan J Robson Memorial Field, a piece of land donated to the council for the recreation of the Prestbury residents. Since the destruction of play equipment by vandals the field is simply maintained as a recreational space.

The Parish Council also owns the Blacksmith's Lane Allotment Garden, a large area of green space within the centre of the village. Currently occupancy of the allotments is in excess of 97%. However, the demand for allotments is in decline, it will therefore be necessary to keep this situation under review.

Prestbury has only three venues that could reasonably described as being suitable for a public event. The Parish Hall and the WI Hall, both in Bouncers Lane, both halls hold about 140 people. However, car parking is very limited. The meeting hall at St Nicholas's Church on Swindon Lane, has a similar capacity and adequate car parking.

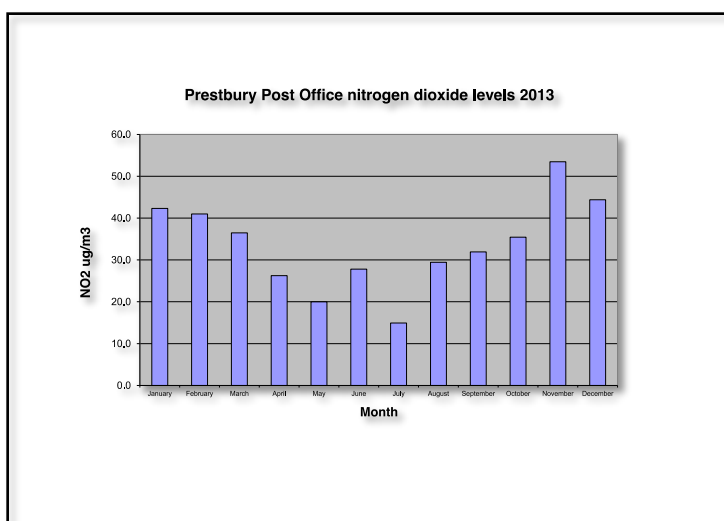
3. *Apart from the Scouts, the Prestbury Rovers Football Club and after school clubs, Prestbury is poorly served by facilities for the younger generation, who as a consequence migrate to Cheltenham for entertainment.*

4. It is recognised that Prestbury has a high percentage of residents over the age of 65, and whilst 65 is not regarded as old, certainly not in Prestbury, where there are a significant number of residents over 90 years of age, many of whom are living on their own. *It is almost heresy to claim that there are vulnerable people in Prestbury, but behind the façade of respectability there are a number of residents who struggle to cope with the simplest of tasks. Were it not for the excellent work of the Prestbury Memorial Trust, their situation would be significantly worse. Next year the situation could potentially be exacerbated following the closure of the local GP Practice.*

Opportunities

1. *The Parish Council has limited scope to develop strategies that address the issue of the divided village, the Evesham Road represents a tangible barrier to full integration.*
2. *The Parish Council will however make strenuous effects to welcome the residents Furlong Rise and Prestbury Chase to the village, and encourage them to take full advantage of the services available in the village.*

3. Supporting local businesses is critical to the preservation of the 'village feel'. *In recent years as many of the businesses have operated in a very challenging market place. The nearby presence of a large supermarket, the closure of the GP surgery and the lack of car parking have all had or will have an adverse impact on the trading environment. A heavily trafficked High Street has led to higher than acceptable pollution levels, a noisy and potentially dangerous environment.*



Should the opportunity arise the Parish Council would be supportive of a by-pass that took through traffic away from the High Street.

4. *The "Spine Road" through the Furlong Rise will, if opened to through traffic have an impact on traffic flows through the village, but will not address the major problem of HGVs using the High Street en-route to Winchcombe.*
5. *Until the traffic and parking issues within the village centre are resolved there will be little incentive for traders to invest in new or expanding enterprises.*
6. *The current review and possible extension of the Prestbury Conservation Area is welcome, and can only serve to protect and enhance the village.*
7. *The Parish Council takes the view that Prestbury would be better served by Government if Prestbury was within the Cheltenham Constituency rather than in Tewkesbury. It is unsatisfactory that Prestbury Ward is under the jurisdiction of Cheltenham Borough Council and Gloucestershire County Council at Ward level and Tewkesbury at Parliamentary Constituency level. This inconsistency has deprived Prestbury of the full support of its Tewkesbury MP, because there is a reluctance on the part of MPs to cross boundaries. Therefore our Tewkesbury MP is unlikely to challenge CBC.*

Threats

1. *The appeal of Prestbury as a location to live is based on its accessibility to Cheltenham, with all the town can offer, shops, entertainment and employment. However, Prestbury's prize attribute has to be its proximity to open countryside, and in particular Cleeve Hill and the surrounding Area of Outstanding Natural Beauty. Prestbury's northern border is composed almost entirely of Green Belt land.*

The Green Belt provides an essential barrier to prevent the coalescence of Prestbury, Southam and Bishop's Cleeve.

In recent times the Green Belt has come under threat of development from a number of sources:

(a). *Jockey Club can be seen as both a threat to Prestbury and as an asset. In a report prepared by the consultants Rapley, it indicated that there was a willingness to sell Green Belt land owned by the Jockey Club, in order to finance developments at the racecourse. A balance has to be achieved between the loss of Green Belt and the potential for more local employment.*

(b). *During the Joint Core Strategy Examination in Public, Inspector Ord put forward a recommendation that the Green Belt sites in Prestbury should be brought forward under the JCS. Her argument was based on her belief that these smaller sites could be brought forward quickly. In the modified JCS documents this recommendation was not included.*



2. *Inward migration into Prestbury as a consequence of developing the Green Belt would undoubtedly have a marked negative impact. Most of the potential sites are difficult to access as was highlighted in the AMEC Report. The development of Furlong Rise and Prestbury Chase has already created its own pressures on the local infrastructure. St. Mary's School is over-subscribed, and is in the process of redefining its admission policy. In 2017 the only GP surgery is closing and the future of the Pharmacy and Post Office remain in the balance.*
3. *The demographic is changing, as is evidenced by the demand for school places. This change will see increasing numbers of families, many of whom live busy lives living in Prestbury. Modern lifestyles are very different from those experienced by the traditional Prestbury resident, and regrettably Prestbury currently has few facilities to support younger residents.*

4. Lack of investment by Gloucestershire County Council in the Prestbury infrastructure has led to poorly maintained roads and pavements. The Prestbury High Street is one of the worst roads in the Parish, riddled with potholes, cracks and an uneven surface. The situation is exacerbated by the high volumes of traffic, including many HGVs. The



historic buildings on the High Street have resulted in a narrow two lane road, suitable for the traffic when it was first constructed, but totally unsuitable for the volume of traffic today.

Appendix 2: Workshop Output

The workshop, held in October 2016, enabled Prestbury Parish Council's working group (5 people including parish and Borough councillors plus local residents) to consider the profile and draw out a SWOT analysis and priorities for future action. The SWOT analysis is contained in the main body of this report (page 3) while the points below expand on the discussions about priorities. Prestbury Parish Council subsequently produced a paper expanding on the SWOT analysis which can be found in [Appendix 1: Community Profile \(Part 2\)](#)

Aspirations

During the community vision / aspirations and key issues workshop a high level vision was discussed and from that discussion the following vision statements were identified for Prestbury:

- To be a safe and welcoming community
- To foster/ encourage closer workings amongst local community groups
- To foster / encourage appropriate growth and development of the centre of the village

All the aspirations in relation to specific aspects below relate to achieving this ultimate vision

Aspect	Aspiration	How we know this	Other points raised (e.g. potential solutions/ reality check / how to tackle)
Village Centre Environment	<p>High level aspiration</p> <p>Prestbury community will reclaim the centre of the village.</p> <p>Prestbury will reclaim the centre of the village by managing the access in and out of the centre of the village more safely and efficiently.</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> • Efficient traffic management- especially when considering any bypass / traffic flow considerations • Tackling inconsiderate parking • Availability of additional parking to support local businesses 	<p>Recent local traffic census (Ref: Parish Council workshop / meeting only)</p> <p>2015 – Installed parking for three cars (Ref: Parish Council workshop / meeting only)</p>	<ul style="list-style-type: none"> • Traffic Management strategy
Village Centre Environment	<p>Higher level aspiration</p> <p>To bring economic and continued social activity to the centre of the village.</p>	<p>2010 / 2011 shop(s) existed but unable to sustain the business opportunity due to</p>	<ul style="list-style-type: none"> • Local business strategy (business

	<p>The creation / restoration of a “Cotswolds” craft village to the community giving a balance between residential dwellings and economic (retail and non-retail) buildings in the village centre</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> • Improved transport management. • Promotional and alignment of village attraction. 	<p>passing trade unable to stop and shop</p> <p>(Ref: Parish Council workshop / meeting only)</p>	<p>rates / incentives etc...)</p> <ul style="list-style-type: none"> • Working closely with the tourist board / Local Enterprise Partnership
Community spaces / open spaces / green space / buildings	<p>High level aspiration</p> <p>To maximise the community usage of the green space (fields) by the PC Hall for all age groups.</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> • Sourcing funding • Removal of the MUGGA • Improved parking facility • Flood lighting in place for evening use • All weather playing surface 	<p>Limited parking for clubs using the green space / field – impact on nearby residential roads.</p> <p>From September to March no evening use and limited use when weather is poor.</p> <p>(Ref: Parish Council workshop / meeting only)</p>	<p>Local survey / consultative activity (potentially in association with GRCC)</p> <p>Recognition that making use of the green space is what makes a community - not just space itself.</p> <p>Income source for the Parish to hire out facilities rather than just a current cost.</p>
Housing Development	<p>High level aspiration</p> <p>To ensure that any further residential development in and around Prestbury ‘befits’ the Prestbury community – look / feel / type.</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> • Maintenance and enhancement of the current provision for green spaces • Limit development to ‘garden development’ 	<p>Local Green Space study – 2015</p>	

Appendix 3: Parish Council Commentary on future priorities for the parish council (also found in page 5)

Following the workshops and activity in relation to the Cheltenham Engaging Communities Project members of Prestbury Parish Council considered the outputs and brought together a commentary on potential future priorities. This is not a statement of intent but is designed to be used as a trigger for parish council discussions. In composing the commentary, the parish council members bore in mind practicalities and feasibility of aspirations ideas brought forward and the parish council's capacity to deliver or drive aspects forward.

1. A joined up community

Clearly, addressing the different aspirations of residents across the Parish is clearly desirable, and whilst the 'village centric' view will persist, it should be possible to ensure that all residents, irrespective of their address should feel a part of Prestbury. It is important that all residents appreciate the role of the Parish Council, and as a consequence this should be the first port of call for any queries.

The Parish Council website carries useful local information, but viewed by less than 10% of the Parish, except in times of crisis, when viewing figures increase significantly. Making the website more interactive may improve use.

There are numerous magazines, newsletters distributed in Prestbury, but nothing from the Parish Council. The publication of a Parish Council Magazine may provide a vehicle to inform all residents of what is happening in the Parish.

2. Developing Cultural / Educational Activities

The library is increasingly being used by clubs and organisations within Prestbury. Parish Council believes there is potential to develop the facilities if the library further to support evening classes / lectures. The contribution from Bloor Homes of £57,000 should be used to support this activity. The Parish Council regards the library as a building of community interest.

3. Developing sporting facilities

Sport appeals to both young and old, and whilst Prestbury has a large Playing Field along Prestbury Road it is underused. This large field, which may be enlarged with land donated by Bloor Homes, is the jewel in Prestbury's crown, and has development potential.

More tennis courts, an all-weather multi-use floodlit pitch, car parking and improved changing facilities are all possible. Funding and the will to undertake this ambition are always challenging aspects, but should not thwart the aspiration.

4. Business support and growth

The many small businesses in Prestbury play a vital role in the economic vitality of Prestbury, and as such should be supported. Many public houses in Prestbury derive their success primarily from the development of the offer to customers, but also in several cases benefit from their historic location, and the sense of tradition. It is therefore essential that the sense of place is enshrined in the development of the village going forward. The Prestbury Conservation Area provides a degree of protection, and is crucial that the provisions of the Conservation Area are upheld in the face of pressure from developers.

Other businesses will continue find the retail trade challenging, and until such time as the issues of excessive traffic and associated pollution are addressed, growth in the village will at best remain static. The loss of the King's Arms car park was a severe blow to the retail trade, and undoubtedly encouraged residents to travel further afield. It is interesting to speculate that should the popularity of the King's Arm decline, the premise could have a use that would encourage visitors and locals alike, for example an antiques centre with a café. It would provide a social hub, and interest for visitors and could potentially free up a much needed car park.

5. Infrastructure & Transport

Prestbury is well served with essential services, water, gas and electricity. High-speed internet connectivity is universally available. As mentioned earlier the road network is poorly supported. Consideration must now be given to making major changes to traffic flow in and around Prestbury.

Prestbury is well served with Public transport during the day, but poorly served after 6.30pm. The provision of an evening service would provide the opportunity to enjoy the popular night time economy of Cheltenham.

6. Community wellbeing

At this time Prestbury, a village known to flood, does not have an Emergency Plan. Going forward, the production of an Emergency Plan would provide the forum to bring the diverse interests together for the common good of the community. A comprehensive plan endorsed by the Police, Emergency services, utility companies and Cheltenham Borough Council, and widely distributed would provide a much needed level of confidence in the sustainability of the community, and would bring particular comfort to the vulnerable residents of Prestbury.