

CHEL TENHAM BOROUGH

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 10 SWINDON VILLAGE

January 2017

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

Chapter 10: Swindon Village

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 10 of Part 2 of the Cheltenham Engaging Communities Project Report and contains information about Swindon Village.

Introduction to Swindon Parish

Swindon Parish is a mature, residential and fairly rural area on the North West boundary of Cheltenham Borough boundary. It is one of five parishes in Cheltenham Borough adjoining Prestbury Parish to the east and unparished sections of the town to the southeast and south, including parts of Springbank, St Peter's, St Paul's and Pittville.

How Swindon Parish Council approached the Cheltenham Engaging Communities Project

Having previously engaged in the Local Green Space Project, Swindon Parish Council (PC) worked with GRCC to prepare this Chapter. GRCC guidance included support for early community consultation and facilitation of meetings to discuss progress, aspirations and priorities.

Swindon Parish Council's engagement with the wider community

In order to build an understanding of the vision, community aspirations / priorities and key issues in relation to the Swindon Village area, the community went through a number of key stages. The first stage was to review and consider a community profile including desktop evidence from national and local data. Members of Swindon PC 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 Swindon Village. The profile contains sections on the location, history, economy, housing, community services, transport, physical environment and the characteristics of the population and makes use of data on the parish from the Inform Gloucestershire Insight profile population statistics. The full profile can be found in [Appendix 1](#).

The next stage involved community engagement activity during summer 2016 in order to find out other residents' opinions and priorities and inform the conclusions drawn. This involved a questionnaire completed by residents on the 2nd July at the local school event. Seven questions, mainly open questions, enabled respondents to consider what they valued about the local area and improvements they felt would be beneficial. One question asked respondents to rate key facilities in the parish. Questions are listed below.

1. What are the three things you value most about Swindon Village?

2a. What three things do you think need improving in Swindon Village? These could include particular places/sites or community facilities or transport related issues or anything else that is important to you.

2b. Please describe what improvements you would like to see.

3. What is your opinion on the following in Swindon Village? (tick one per row)

	Excellent	Good	Poor	Suggested Improvements?
Play facilities				
Village Hall				
Getting around Swindon Village by car				
Getting around by foot/bicycle				
Sports facilities				
Buildings – condition &/or design				
Employment opportunities				
Other – please specify:				

4. How do you think pedestrian & cycle links could be improved around Swindon Village?

5. Swindon Parish Council has made a formal application to designate Swindon Fields (see map) as a Local Green Space. If successful, how would you like to see these spaces used for the benefit of your community?

6. Please describe the characteristics (eg parking, design, garden provision, infrastructure) you feel are important in any new development in or around Swindon Village.

Following composition of the profile and community engagement activities, Swindon PC organised a small working group to participate in a workshop session facilitated by GRCC on the 25th November. The two PC members considered the community profile and survey results and used them to complete a SWOT analysis and to draw out aspirations and key issues for the community.

Swindon Parish Council then developed a set of Aspirations for Swindon Parish concentrating on a strategic focus in relation to the planned development adjacent to the parish near to the M5 and to the north-west of Swindon Village. This proposed development will provide over 4,000 new dwellings plus industrial and commercial provision and supporting facilities.

Outputs from community engagement activities

A) Questionnaires

34 written survey responses were returned during the school fete event and the following table provides a summary of the key results. The full analysis report can be found in [Appendix 2](#)

Question	Top Responses
1. What are the three things you most value about Swindon Village?	<ul style="list-style-type: none">• Character (21 comments)• Community (18 comments)• Park & Green Spaces (24 comments)
2a. What three things do you think need improving in Swindon Village?	<ul style="list-style-type: none">• Traffic (21 comments)• Amenities & facilities (18 comments)• Sports & activities (especially for children) (13 comments)
4. How do you think pedestrian and cycle links could be improved around Swindon Village?	<ul style="list-style-type: none">• Pavements & Road Surfaces (12 comments)• Cycle Paths (12 comments)
5. Swindon Parish Council has made a formal application to designate Swindon Fields as a Local Green Space. If successful, how would you like to see these spaces used for the benefit of your community?	<ul style="list-style-type: none">• Walking/recreation (16 comments)• Nature reserve (10 comments)
6. Describe the characteristics that you feel are important in any new development in or around Swindon Village.	<ul style="list-style-type: none">• Parking Provision (12 comments)• Design Considerations (10 comments)• Traffic & Transport (10 comments)

The character parks and green spaces of the area as well as the local community spirit featured strongly in responses to what residents most value about Swindon Village. A high level of respondents suggested that addressing traffic issues, additional amenities and facilities as well as activities for children would improve the Swindon Village community. Addressing pavements and road surfaces and providing cycle paths featured strongly in respondents' suggested improvements to pedestrian and cycle links. A high level of respondents referred to parking provision, overall design and traffic and transport management as being important characteristics for any new development in the area.

B) SWOT Analysis

Strengths	<ul style="list-style-type: none">• Village character, historic centre• Rural setting views, abundant wildlife• Good footpaths, for countryside walks• yet close to town -• Good amenities close by (Wymans Brook shops / Gallagher retail park)• Friendly Community• Good for families• Local School• Local Church• Playgroups• Well used village hall and park• Good Park – wild flowers
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Weaknesses	<ul style="list-style-type: none"> • Traffic congestion on major routes – Manor Road, Wymans lane, Swindon Lane. • Feeling that the area is not supported enough – the Borough seems to concentrate on the town not the whole Borough. • Borough council should consider implications of changes in the Town on the outlying villages • Level crossing and low Railway Bridge – causes traffic and separation of the area. • Lack of car parking for school • Footpaths stop in critical areas on Wymans lane / Swindon Road and Manor Road • Cycle lanes non-existent or stop • Limits to PC resources – people and financial to make improvements • Poor lighting in winter at School / village hall – safety concern. • Confusing boundaries: Roads divide the community – Wymans brook and village road from Swindon. Parliamentary boundary – Tewkesbury Local Authority = Cheltenham.
Opportunities	<ul style="list-style-type: none"> • Improvements to Park - path and improved play area for older Children – Swings / all-weather MUGA / Skate area • Recycling area • Improve pavements and park for wheelchair access • Village Hall increased use – requiring improved car parking & dual entrance • Playing field car park enlargement • More community events – large fete, street parties • Extension to village hall for parish council meetings • Cycle lane link to honeybourne line • Nature reserves on local green space area • Community Orchards • More allotments • Better footpaths - maintained.
Threats	<ul style="list-style-type: none"> • Insufficient road infrastructure - Increased traffic with further development of retail park and industrial area • Increased traffic with increased use of racecourse • Manor Road, Church Road and Brockhampton lane being used as rat run • Traffic from development of Elms park to Bishops Cleeve • Flooding through loss of green field soak away • Flooding from poor drains on Church road • Pollution from traffic • Brockhampton lane – narrow, threat of heavy goods vehicle use. • Litter from irresponsible users of fast food outlets close by • Manor Road car sales offloading more vehicles on the road causing traffic congestion and risk of danger to pedestrians

C) Aspirations

A summary of the aspirations is provided below and further outputs from the workshop can be found in [Appendix 3](#).

From the workshop discussion the following vision statements were identified for Swindon Parish:

- A thriving community that continues to enjoy a rural atmosphere while being close to the Town
- A place where people are proud to live in and work in and others aspire to be there
- A beautiful, well-designed safe place to live and visit well-planned, considered and integrated as part of the whole Borough
- An Integrated and safe environment that has the needs and accessibility of its residents at its core

The Joint Core Strategy (JCS) being prepared by Cheltenham, Gloucester and Tewkesbury Borough Councils has recently allocated land in and adjacent to the parish near to the M5 and to the north-west of Swindon Parish in order to provide over 4,000 new dwellings plus considerable industrial and commercial provision and supporting facilities. Using the output from the workshop the Swindon PC has documented a set of Aspirations for Swindon Parish that have a strategic focus in relation to this significant development. The full output can be found in [Appendix 3](#).

1. Built Environment

- To potentially use the future development as an opportunity to bridge the community divide (community integration) between Wymans Lane (Brook) & Tewksbury Road.
- The need to ensure that there is clarity over the Parish Councils responsibilities & accountabilities pre, during and post development (including the different phases of the development).
- To ensure there is – at an early stage – an understanding over the type of community that is to be built in the Elms Park as there is a direct effect on the Parish Council.

2. Built Environment

- To ensure that the new development housing tenure and type is mixed and importantly aligns with a thriving Swindon Parish community

3. Transport

- A requirement to give pedestrians a level of importance in respect to planning.
- Swindon Parish to have a more connected way to get around the area and ultimately into Cheltenham particularly for pedestrians and cyclists.
- The Swindon Parish area will be considered as part of a wider transport management strategy

4. Culture and Recreation

- Swindon Parish aspires to be part of and involved with the early stages of highways planning alongside other county council departments.
- The village hall is an asset of use but has limited space with the roof space underutilised.

D) Considerations with regard to the proposed development adjacent to the parish near to the M5 and to the north-west of Swindon Village

The Parish Council identified four key community aspects and associated aspirations / objectives in respect to the Elm Park Development which can be summarised as follows:

Community – the environment

- To potentially use the future development as an opportunity to bridge the community divide (community integration) between Wymans Lane (Brook) & Tewkesbury Road.
- In addition there is the opportunity to gain clarity over ward versus parish boundaries in particular the bordering areas of St Peters & the Moors (STPM).

The need to ensure that there is clarity over the Parish Council's responsibilities & accountabilities pre, during and post development (including the different phases of the development).

- Today oversees a population of circa 1.5k which has the potential to rise to 4.5k. To tackle this a must do action is to meet with CBC / GCC to ascertain options for Parish Council planning purposes with options including; (1) sub divide area (2). Change parish boundary (3) require SV Parish Council manage.

To ensure there is – at an early stage – an understanding over the type of community that is to be built in the Elms Park as there is a direct effect on the Parish Council.

- To tackle this a must do action is to meet with CBC / GCC to ascertain options for Parish Council planning purposes.

Transportation – getting around

A requirement to give pedestrians a level of importance in respect to planning.

- The Swindon Parish community have a low level of confidence in respect to planning as a result of the loss of pedestrian access pathway by the Simply Gym / Tops Tiles. Overall an objective must be to have more positive planning for pedestrians (& cyclists) and not negative planning.

Swindon village to have a more connected way to get around the area and ultimately into Cheltenham particularly for pedestrians and cyclists.

- To ensure that there is Enhancement of footpaths linked to the new development and also from manor road farm development. In addition pedestrians should be able to walk into Wymans Brook and then on into Cheltenham as part of accessible pathway consideration.

The Swindon Parish area will be considered as part of a wider transport management strategy

- Especially when wider consideration is given to the impact on 'getting around' Cheltenham as a result of the development by the race course and Elm Park.

Housing

To ensure that the new development housing tenure and type is mixed and importantly aligns with a thriving Swindon Parish community

- Any development does not have an adverse effect on social and economic environment.

Community Space – infrastructure

Swindon Parish aspires to be part of and involved with the early stages of highways planning alongside other county council departments.

- To date there has been lack of integration and involvement with the Swindon Parish community which is not without the best endeavours of the Parish Council.
- Whilst the Parish Council can get a greater understanding of what is required through GAPTC it is important for county planners to ensure that there is an impact assessment of the development on the local Swindon Village infrastructure (from schools / community space to access to green space).

The village hall is an asset of use but has limited space with the roof space underutilised.

- Various groups could greatly benefit from the space being re-designed / developed. Understanding over the impact of the Elm Park development is key when considering how to future proof and establish a 'fit for purpose' village hall to support and existing and / or expanding community.

[Appendix 4](#) contains information on previous consultations carried out by the Parish Council and which are reflected in the workshop output as well as the community profile.

Next Steps

As part of the workshop considering responses to the survey and previous consultations, the parish council working group recommended a number of actions, documented in [Appendix 3](#) and including:

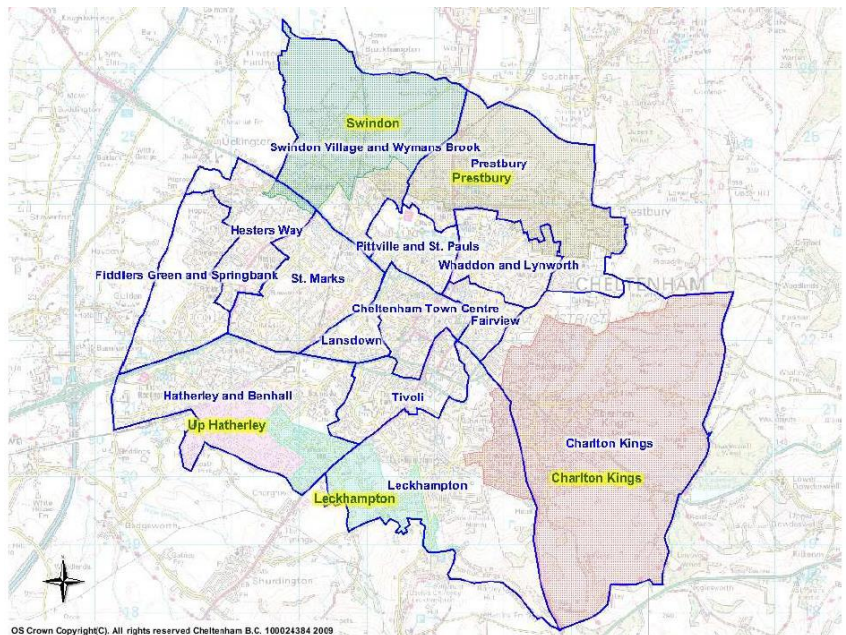
- Appropriate interaction with Borough Council/planning teams to ensure Parish Council needs are met
- Provision of a bridge over river Swilgate so that the footpaths can link up the playing field and Dog Bark Lane due to river
- Parish Council must be an active consultee and be listened to. The Council feels that recent planning application concerns have been dismissed / ignored by CBC
- Consider support/funding for neighbourhood development plan to consider impacts for future
- Meet with developer for frank discussion on concerns/open questions before Parish Council issues their final comments on the planning application
- Involvement with Gloucestershire County Council Highways Department, linking with the Think Travel scheme
- To discuss and address congestion issues and improvements to level crossings and bridges

Appendix 1: Community Profile

This profile has been produced by Swindon 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*.

Location

Swindon Parish is a mature, residential and fairly rural area on the North West boundary of Cheltenham Borough boundary. It is one of five parishes in Cheltenham Borough. It is the northernmost part of the borough, and adjoins Prestbury Parish to the east and unparished sections of Cheltenham town to the southeast and south, including parts of Springbank, St Peter's, St Paul's and Pittville.



AERIAL VIEW WITH HOME FARM IN THE FRONT AND THE COMMERCIAL ESTATE TO THE REAR



AERIAL VIEW OF THE VILLAGE (ARROW INDICATES APPROXIMATE NORTH)

People and Households

Data

Data about people and households in Cheltenham is gathered at a parish level, so exact data for Swindon Parish is available and has been used for the purposes of statistics in this section. The parish is home to 1,780 people.¹

Key facts²

Census information for the parish indicates that around 50.6% of residents are male and 49.4% are female, and that there is a lower than average number of children under 16 living in the parish (13.3%) compared with the Gloucestershire (17.8%) and England (19%) averages. There is a larger proportion of people over 65 living in the parish (20.8%) than the England average (17.6%) although the proportion is similar to the Gloucestershire average of 20.8%.

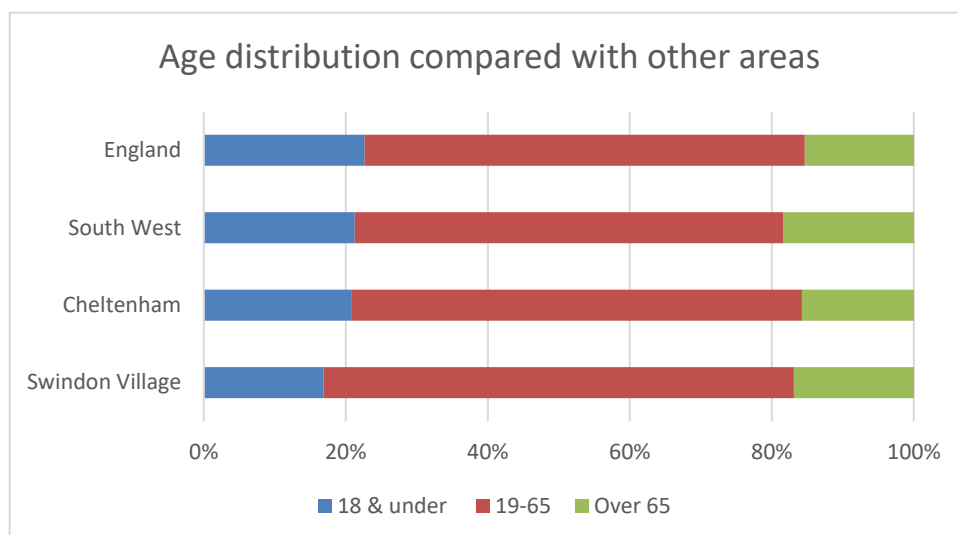
The parish is in the top 35% for population density for Gloucestershire areas, with 5.62 persons per hectare. The England average is 4.1 persons per hectare. This indicates that there is less space per person than on average across the county but considerably more space per person than is available in some of the more urban wards in Cheltenham and Gloucester.

Economic and employment indicators also suggest a higher level of need than average, as do crime indicators; this is not unusual for areas of cities or large towns. For example, levels of theft, violence, anti-social behaviour and arson are all in the highest 10% in the county and higher than the England average for 2016, according to the Inform Gloucestershire Local Insight Profile for the parish.

Uptake of some services for older people is higher than average in the parish, but compared to other categories, needs are lower. For instance, the level of uptake of home care, independent living equipment and delivered meals are in the top 35% for the county.

¹ Inform Gloucestershire Local Insight Profile -Swindon Parish- 2016

² MAIDeN Neighbourhood Profile



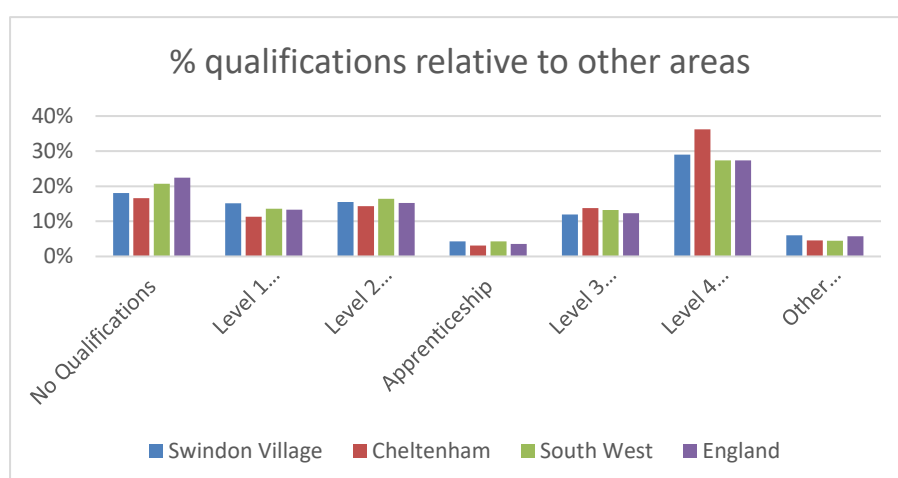
Deprivation

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. Swindon Parish contains all or part of 4 LSOAs. Of these, three are in the second-lowest quintile for deprivation, although Swindon Village 2 is in the highest quintile for deprivation indicating that there may be very varied levels of deprivation for residents of the parish on the whole.

The Inform Gloucestershire Local Insight Profile indicates that for the parish as a whole most of the population is within the 3rd lowest decile for deprivation, but for the indicator of barriers to housing and services the majority fall within the 6th lowest decile (or 4th highest decile for deprivation).

Educational Achievement

According to the 2011 Census, highest qualifications held by all residents aged 16 and over in Swindon Parish are generally in line with national averages. The number of residents with a degree-level qualification is 2% higher than the England average but 7% lower than Cheltenham Borough, which overall has an unusually high level of graduates. Swindon Parish has 3% fewer residents with no qualification, which is broadly in line with Cheltenham as a whole.



Distribution of qualifications in Swindon Village



- No Qualifications
- Level 1 Qualifications
- Level 2 Qualifications
- Apprenticeship
- Level 3 Qualifications
- Level 4 Qualifications and Above

(Note- A full list of levels of qualification can be found on the [gov.uk website](http://gov.uk) but in summary Level 1 equates to GCSE Grades D, E, F, G or equivalent; Level 2 to GCSE Grades A, B, C or equivalent; Level 3 to A Levels or equivalent; Level 4+ to Certificate of Higher Education, Degrees or equivalent)

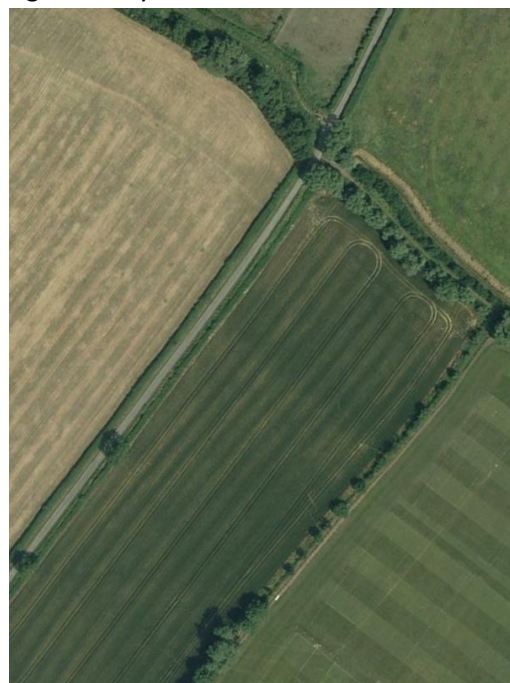
History and Heritage

The historical centre of the village has been designated as a conservation area. The Norman church St Lawrence is a prominent feature in the centre of the village and there are several grade I and II listings of one or more clusters of buildings and objects, all around the church. There are other individual buildings within the parish of local historical importance such as the Forge on Hayden Road and a number of residential buildings on Quat Goose Lane. The 3 farms located in the village are also of historical importance, Swindon Farm, Manor Farm and Home farm.

Swindon Village has been the site of discovery of several Roman coins. Since the 10th century there has been a settlement in the parish. From the 17th century to the start of the 19th century the settlement consisted of a hamlet, with some development starting in the 19th century when Cheltenham became richer and more popular thanks to spa culture. Swindon Hall was completed (in its current form) in 1840.

The original village school was built in 1846 and then rebuilt in 1908 and converted to residential use in the 1970s. The school now is located in a modern building at the entrance to the village on Church Road. There was some development in the parish in the early 20th century, but much more of it occurred after 1950, to the west of the old village.

Wyman's Brook was largely developed from agricultural land into a housing development in the 1960s and 1970s. Many of its streets are named after winners of Cheltenham Gold Cup winners due to the proximity to Cheltenham Racecourse.



SATELLITE PHOTO SHOWING RIDGE AND FURROW IN LITTLE WHEATLANDS AND GREEN DEAN FURLONG (WHICH IS VISIBLE THROUGH THE TRACKS MADE BY A MODERN TRACTOR)

The agricultural area surrounding the village includes historical ridge and furrow fields.



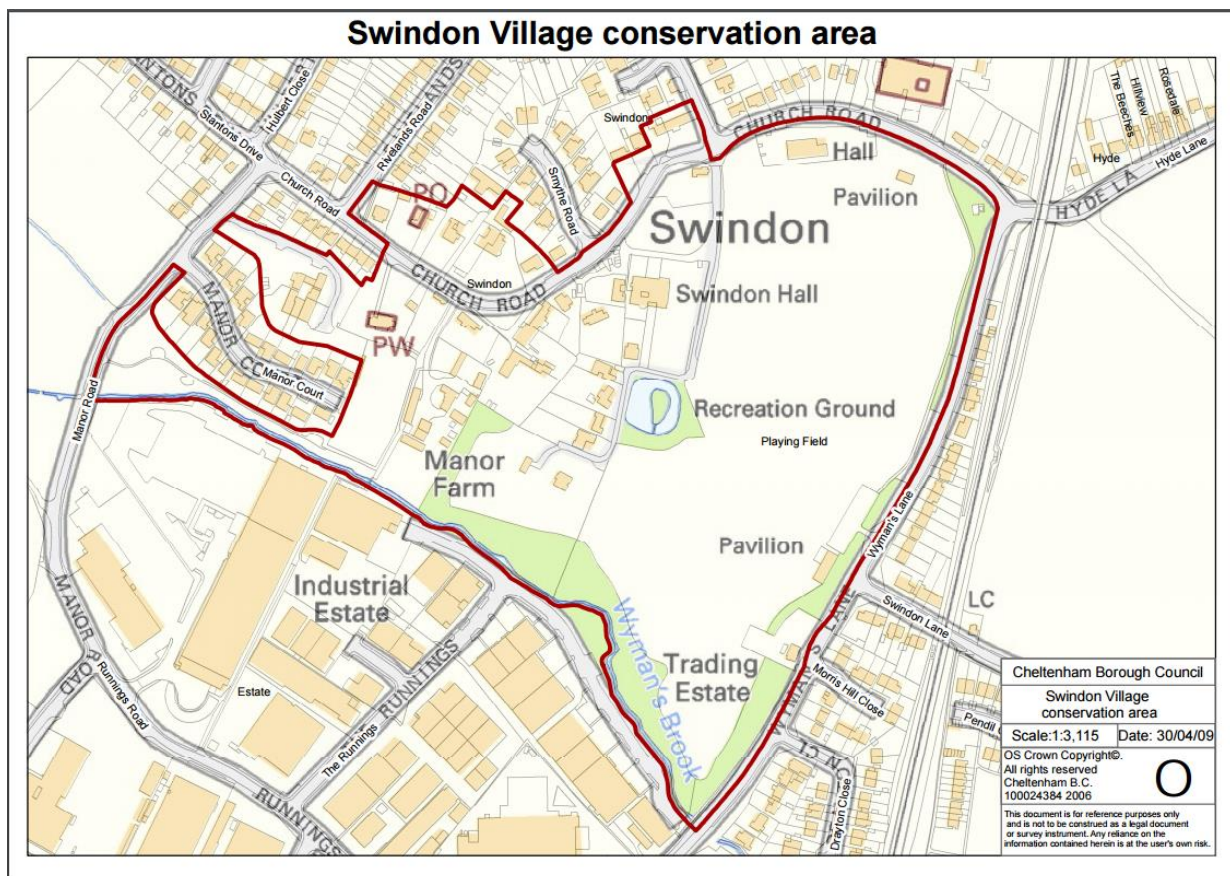


HYDE LANE RAILWAY BRIDGE





GREEN DEAN FURLONG FIELD ALONGSIDE BROCKHAMPTON LANE



Physical Character

Housing in the Swindon Village is of very mixed ages but with a significant proportion of housing built in the post-war period. The village itself has a leafy and somewhat rural character, with a variety of housing styles that work together harmoniously. Manor farm is situated within the conservation area with farm buildings of various ages. The conservation area assessment has the following to say about Swindon Village's conservation area's character: "The area has retained its unique character and appearance through the dominance of historically and architecturally important buildings and their historic settings. Large areas of open space and mature tree growth contribute significantly to the overall appearance and character of the area."



Within the conservation area contained in the east of the village is a large recreation area widely used not only by the local community but also by other communities for sport and recreation. There is a small young Children's play area.

Home Farm is situated to the northwest corner of the village, comprising various historical farm buildings from the 1880s and agricultural land.

Swindon Farm is situated to the south and west, comprising farm buildings and agricultural land. The land of both farms creates a green margin around the village which has green belt land classification.

Opposite Swindon Farm there is a small area of green space alongside the river Swilgate.

The portion of Wymans Brook development that falls within the parish is slightly more tightly packed and homogenous in appearance due to the nature of development. The vast majority of houses in the parish are built from bricks left exposed, but some



HOME FARM

older buildings are finished in stucco. This part of Swindon parish links to the wider Wymans Brook community and uses its facilities including a small parade of shops and a Public House (The Ridge).

The south of the parish consists largely of industrial and retail units, with a range of appearances. There are 2 very popular destination retail parks, serving the wider Cheltenham and Tewkesbury area and other retail outlet areas. Comprising of supermarkets, home and clothing stores and food outlets.

The industrial area provides for some large scale manufacturing facilities including Engineering Co Spirax Sarco and smaller companies including car sales and repair and smaller scale manufacturing. As is perhaps usually the case, the design and appearance of retail areas, e.g. Kingsditch Retail Park, is smarter than the design of units in the industrial sections, e.g. the area to the north of Runnings Road.

Roads, Transport and Access

Roads

The parish is bounded to the south by the A4019 Tewkesbury Road, which carries traffic into the centre and to the retail parks from the west and connects Cheltenham with the M5 (Northbound only), the village of Uckington and joins up with the major route of the A38 which goes to Gloucester to the south and Tewkesbury to the north. Kingsditch Lane links Tewkesbury Road with industrial and retail parks before becoming Wymans Lane and then Hyde Lane, under a restricted height railway bridge, which heads north-east towards Bishops Cleeve. Brockhampton Lane originates in Swindon village centre and heads north-east to the village of Brockhampton over a level crossing. Swindon Lane runs from the Wymans Brook area to the east over a level crossing, eventually linking with a large roundabout by the racecourse that joins several important routes in, out and around the town.

Community Commentary: Swindon Road continues a route from Manor Road and then Runnings Road out of the village leading to the town centre over a narrow restricted width railway bridge. Manor road leads from the west of the village down through the industrial and commercial area towards the Tewkesbury Road. The load and width restrictions on a number of the roads result in considerable traffic congestion on Wymans Lane, Kingsditch Lane, Runnings Road, Swindon Road and Manor Road, particularly at peak times.

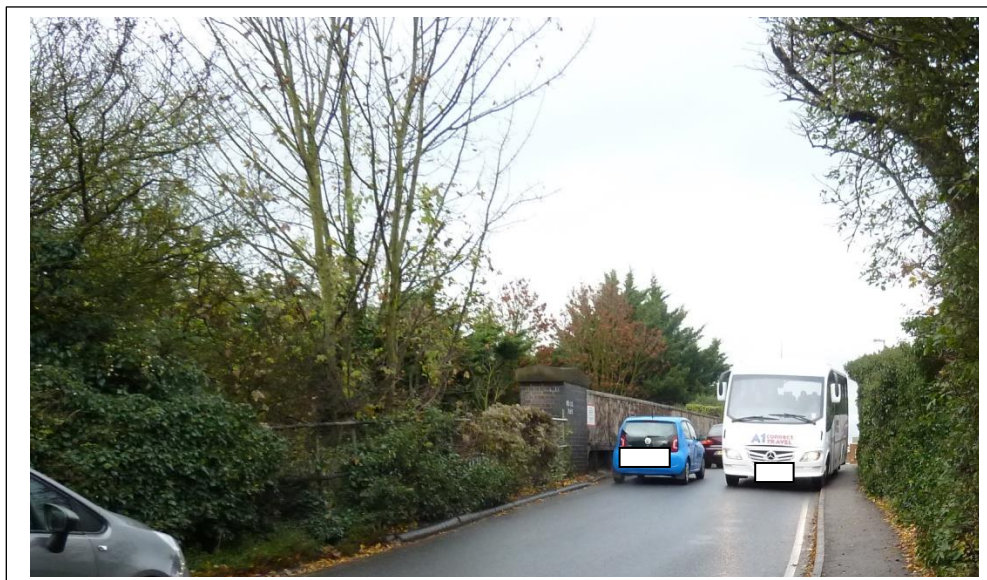
The Route from Hyde Lane, Wymans Lane and Kingsditch Lane is used as a major link from Bishops Cleeve and Woodmancote to Cheltenham, Gloucester and to the M5 and is heavily trafficked at peak times. The route also serves as a major feed for the vehicles attending the various events and functions that are held at Cheltenham Racecourse.

The heavy traffic along two routes the first being Hyde Lane, Wymans Lane and Kingsditch Lane and the second being Manor Road and Runnings Road dissects the parish preventing the parish from being a completely cohesive community. This has resulted in the emphasis of the original historic core of the village which has kept it segregated from the remainder of the parish such as the area of Wymans Brook and whilst this has preserved the village character and with it the village community spirit of those residents that live in that central area, it has not allowed those living in the outer areas such as Glynbridge and Wymans Brook to feel a tight bond with the village area.

Most other roads in the area provide access for residential, industrial or retail populations. But in recent years due to heavy traffic and poor traffic management these minor routes have become by-passes and short-cuts for drivers wishing to avoid queuing with the traffic on the main routes.



PHOTOGRAPHS ILLUSTRATING THE MISSING FOOTPATHS ALONGSIDE KINGSDITCH LANE AND SWINDON ROAD



The coach has to use the narrow footpath and the car in the bottom left is waiting for the coach to vacate the bridge before advancing.

PHOTOGRAPHS SHOWING THE NARROW RAILWAY BRIDGE IN SWINDON ROAD



Pedestrians trying to pass by each other on the narrow footpath

Cycle ways

Community commentary: There are no recognised cycle trails in the parish, so cyclists travelling through and around it currently use the roads and more frequently share the narrow footpaths with pedestrians. Cyclists regularly use the footpath next to Wymans Brook which connects to the Honeybourne Line footpath to the centre of town.

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 main routes around the commercial section of the parish, namely Tewkesbury Road, Kingsditch Lane, Wymans Lane, Runnings Road, Swindon Lane and Manor Road, which are all classed as fairly busy and with fairly fast traffic. A higher rating needs a higher level of skill from the cyclist.

Hyde Lane provides an important cycle route to GEC at the junction of Hyde Lane with the Evesham Road. Hyde Lane is just wide enough for two vehicle lanes with the result that it is very common to see two cyclists during peak times on either side of the road with a very long queue of cars behind them. This problem is frequently made worse by the milk floats which travel to and from the dairy at the Evesham Road end of Hyde Lane.



VIEW ALONG DOG BARK LANE

Footpaths

The parish benefits from a number of footpaths across the fields around Swindon Village linking it with the neighbouring communities of Uckington and Elmstone Hardwicke

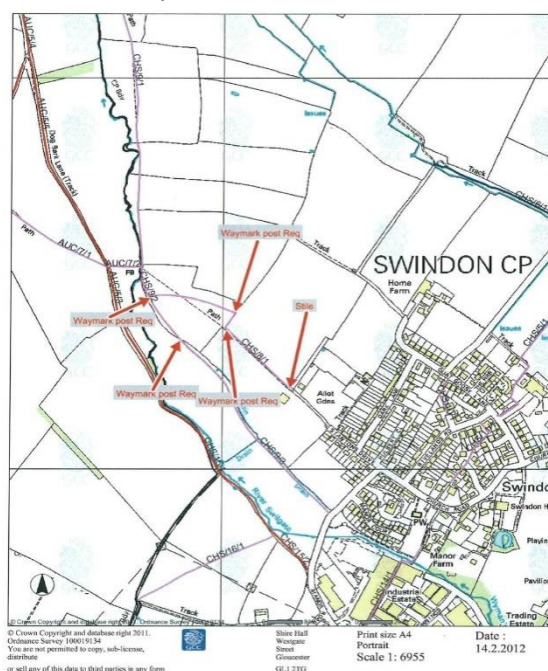
The historical road known as Dog Bark Lane which links Manor Road in Swindon Village to Elmstone Hardwicke is now a frequently used bridleway and footpath.

A footpath through a green space known locally as the Amenity Area runs alongside the River Swilgate and links Dog Bark Lane to the historical centre of the village.

The Wymans Brook area of the parish benefits from several footpaths that link to the wider community of Wymans Brook and to other footpaths that connect to Prestbury and Cheltenham town centre. It is

unfortunate that the links between Wymans Brook and the facilities and amenities of Swindon Village such as the school, recreation ground, Village Hall, allotments and play groups are all made by crossing the heavily trafficked Wymans Lane via the one controlled crossing point close to the junction of Wymans Lane with Swindon Lane.

This map illustrates some of the footpaths and only to the North West of Swindon Village. There are several other paths across the parish.



Public Transport³

Cheltenham Railway Station is 2.6 miles away, or a brisk 51 minutes' walk from the centre of the parish (Quat Goose Lane, GL51 9RP). The bus station is a 2.4 mile or 46-minute walk from the heart of the parish, but some buses do go through the parish, such as the H (Swindon Village - Wyman's Brook - Cheltenham). The 41 (Cheltenham - Tewkesbury - Northway), 42/42A (Cheltenham - Walton Cardiff - Tewkesbury - Mitton or Priors Park - Northway - Ashchurch) and C (Springbank - Cheltenham) can all be picked up from Tewkesbury Road on the southern boundary of the parish⁴.



FOOTPATH AT STANTONS DRIVE

Community commentary: A Park and Ride service operates from Prestbury racecourse to the centre of Cheltenham and to Cheltenham hospital. When there is a function at the racecourse the Park and Ride service relocates temporarily to Whaddon which becomes difficult to access not only because of the increased distance but because the heavy traffic generated by the event at the racecourse.

Parking

The majority of houses in the parish have an off-road parking option and on road parking is also available. Other than the car park at the recreation ground there are no council car parks in the parish. Free parking is busy but plentiful in the commercial sections of the parish.

Community commentary: Unfortunately the parking of some vehicles which cannot be parked within the curtilage of the frontages of the properties in Wymans Lane between Swindon Lane and Hyde Lane takes place on the footpaths as cars parked on the road in this location during peak times restrict flow and create a hazard for cyclists and vehicles and restrict forward visibility.

The Inform Gloucestershire Local Insight Profile indicates that there area larger proportion of households with one car in Swindon Parish (48.1%) than is the Gloucestershire (41.8%) or national (42.2%) averages, but lower than county and national average proportions of households with no car, two or three cars.

Community Services and Facilities

Healthcare

There are no GPs or dental surgeries within the parish boundary, but just past the south-eastern corner lies St Pauls Medical Centre, which hosts several GP surgeries and one dental surgery. There are two pharmacies in the parish: Boots Pharmacy and Lloyds' Pharmacy, (within Sainsbury's) both in the Gallagher Retail Park. There an optician within Sainsbury's. The Wymans Brook area of the parish also benefit from a pharmacy in the parade of shops on Wymans Lane.

Libraries

There is no library in the parish and the closest libraries are over 2 miles away- eg Hesters Way Library is 2.1 miles away, the central Cheltenham Library is 2.3 miles away from the centre of the parish and. Bishops Cleeve Library is 2.8 miles away from the centre of the parish (Using GL51 9RP as the centre of the parish).

³ Distances via Google Maps

⁴ ThinkTravel website

Allotments

The Parish Council owns and manages allotments which are rented out by members of the local community.



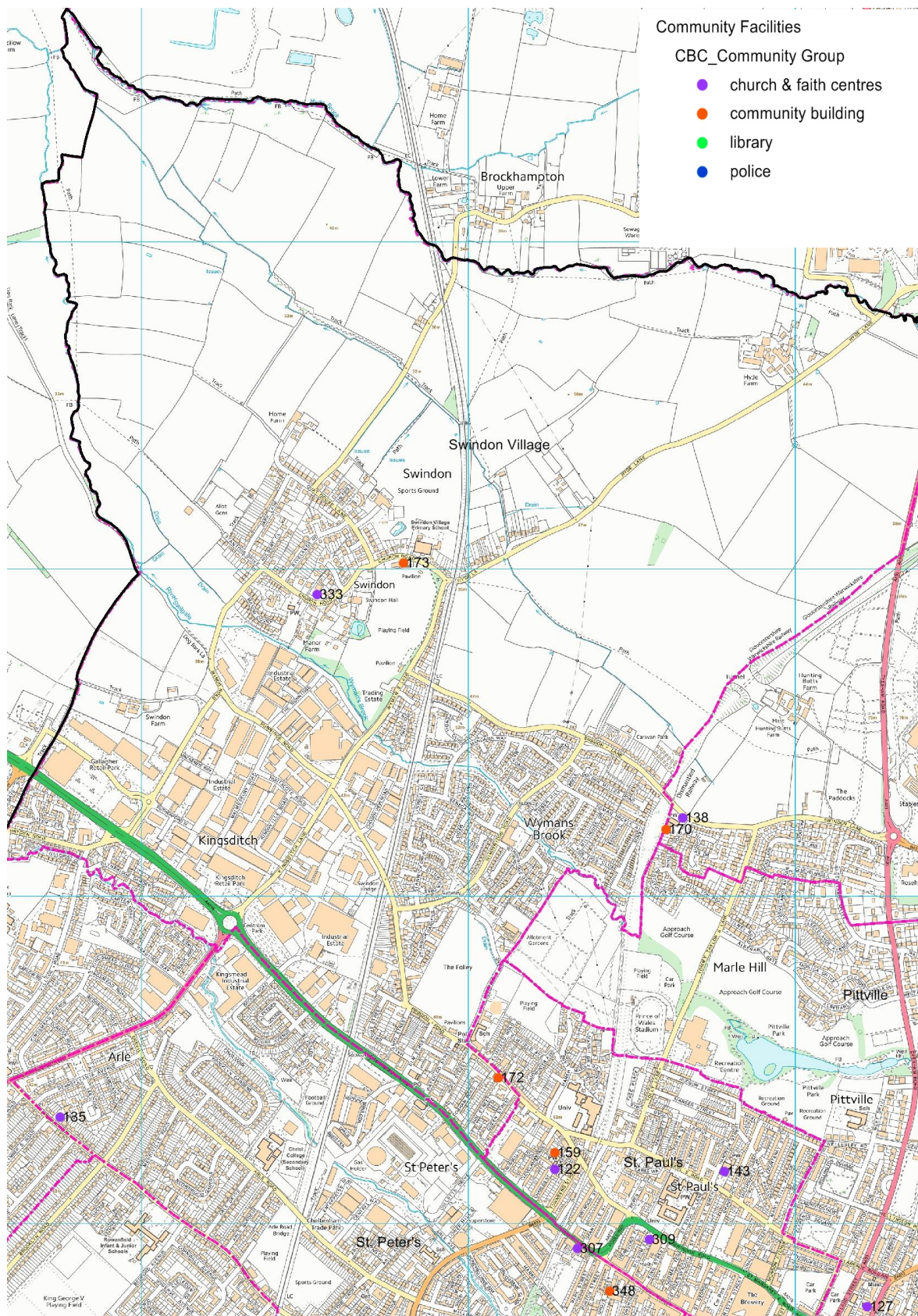
Places of Worship

The parish has one active church: St Lawrence C of E Church (Rectory Lane). The church offers church-run clubs and groups.

Community Spaces and Facilities

There is one community space in the parish: Swindon Village Hall (Church Road). There is one pub in the area, the Cross Hands Beefeater, on Tewkesbury Road. However there are no private community spaces for hire in this pub apart from the usual public bar areas. The Mary Godwin Pavilion at the edge of the recreation ground is used by a playgroup. The conference / business centre / Cheltenham Football club centre can be used for occasional room hire. There is another public house - (the Ridge) on Windyridge Road just outside the boundary but serving the community.

There is a recycling bank at Sainsbury's in Gallagher Retail Park and on Swindon Road.



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SWINDON VILLAGE LOCATION OF COMMUNITY FACILITIES

Recreation and Leisure

Seasons Business and Leisure Complex, is the training ground for Cheltenham FC (The Robins) and is situated on Quat Goose Lane in Swindon Village. The complex features a football pitch and three tennis courts. There is a recreation ground, again located in Swindon Village. The nearest swimming pool is 1.7 miles away from the heart of the parish (Leisure@Cheltenham, Tommy Taylors Lane). There are 3 other gymnasiums in the area, one on Tewkesbury Road, one on Wymans Lane and one within the industrial area plus various fitness centres within the Kingsditch industrial area. A Children's play facility is situated in Chosen View Road.



FOOTBALL TRAINING GROUND AT SEASONS COMPLEX ON QUAT GOOSE LANE

Green Spaces

The West and North of the Parish are bounded by Green belt land primarily used for agriculture. This wraps around from the Gallagher retail park, north to Home Farm and reaches east to the playing fields behind the Seasons business complex. This is a Development Exclusion Zone. The Parish Council has previously submitted a proposal for a local green space designation in August 2015, covering part of this area. This was further refined in the Local Green Spaces Study conducted in 2015 in partnership with GRCC and Cheltenham Borough Council with a view to inclusion in the Joint Core Strategy and Cheltenham Local Plan.

The Swindon Village recreation area is classed by the council as public green space and features two pavilions and a play area on the land. These are part of Swindon Village Conservation Area. There is a plot of allotments on Stantons Drive, to the west of the village.

Educational Facilities

The parish contains one primary school: Swindon Village Primary (Church Road). The nearest state secondary schools are All Saints Academy, which is just south of the southern boundary of the parish, in Springbank ward, and Pates Grammar, in Hesters Way. Many Children also attend Bishops Cleeve and Pitville secondary schools. The parish also houses several early years settings, including Swindon Village Early Years and Mary Godwin Under Fives. Gardners Lane Children's Centre is close to the south-eastern corner of the parish.

Economy

Employment

The parish offers many retail and industrial employment opportunities due to the commercial and retail parks that form the southern portion of the area. The parish is a short bus ride or two away from central Cheltenham retail and administrative employment, with the town centre being 2.7 miles away.

The Inform Gloucestershire Local Insight Profile for the parish shows that there is a lower proportion of people in managerial, professional or associated professional jobs (35.3%) than in Gloucestershire (40.9%) or England (41.1%) and a higher than county and national average in admin/secretarial roles and skilled trades.

Income

Swindon Parish falls entirely into Middle Layer Super Output Area (MSOA) area Cheltenham 001, which was used to analyse average household income in England and Wales 2007-8. This MSOA is in the middle quintile for income, with the average weekly income at £670 at that time.

Retail

As mentioned above, there is a large number of shops and large commercial outlets including vehicle sales and fast food outlets in Gallagher Retail Park and Kingsditch Retail Park, Centrum park and Kingsmead industrial estate that will serve many of parish residents' needs, as well as a concentration of shops, services and vehicle sales along Tewkesbury Road in the south of the parish.

These are used as a destination shopping area by the wider Cheltenham community and beyond. There is also a local centre on Windyridge road. The nearest Post Office is outside of the parish, on Tewkesbury Road, and Hesters Way Road Post Office may be an option for some residents.

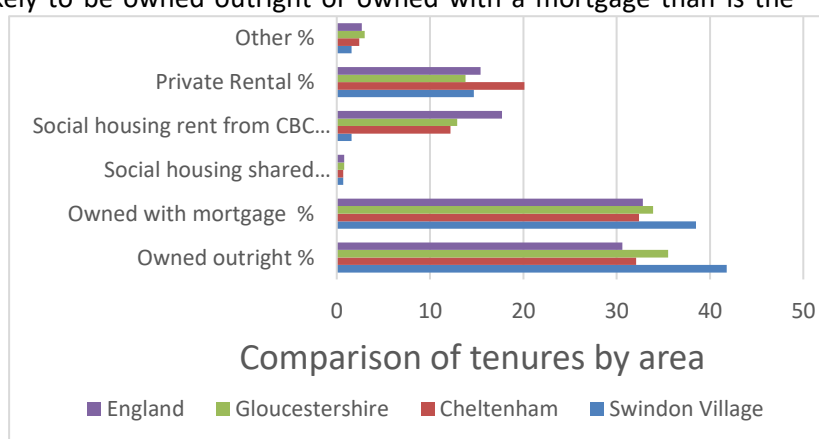
Planning Landscape

Community commentary: Swindon Parish has experienced considerable redevelopment of its industrial and retail areas within the past 5 years. In addition a large volume of residential extensions and improvements to existing housing. According to data provided by Cheltenham Borough Council planning department, Swindon parish has experienced minimal levels (total increase of 3 new dwellings) of residential redevelopment during the last 2 years. However, the Joint Core Strategy being prepared by Cheltenham, Gloucester and Tewkesbury Borough Councils has recently allocated land in and adjacent to the parish near to the M5 and to the north-west of Swindon Village in order to provide over 4,000 new dwellings plus considerable industrial and commercial provision and supporting facilities.

Housing

Swindon Parish's homes are more likely to be owned outright or owned with a mortgage than is the England average. There are very low numbers of social rented properties available and the numbers of households renting privately is also lower than average for Cheltenham although roughly in line with national and regional averages. The number of people living rent-free is much lower than for town, region and country levels.

Most homes in the parish were built between 1945 and 1999 (88%)



Appendix 2: Consultation – Swindon Village Community Survey (August 2016)

This report contains an analysis of the 34 responses to a community questionnaire received by GRCC up to 16th August 2016. Responses to open questions have been categorised by theme and a summary of the number of responses in each category is provided, followed by the comments themselves.

1. What are the three things you value most about Swindon Village?

Please note that some respondents gave more than one answer which could be categorised in the same way, whilst others gave individual answers which could be split over more than one category. For example, one respondent wrote:

“The quiet village atmosphere. Lack of much traffic.”

as a single answer. The first sentence is included in the ‘Character’ theme, with the second categorised as ‘Traffic and Transport’

Theme	Number of responses
Character	21
Community	18
Amenities/facilities (including school, church, etc)	17
Park and green spaces	24
Location	6
Traffic and Transport	9
Other	4

The numbers (1), (2) and (3) after each comment refer to whether the respondent placed it in first, second or third place.

Character - 21 comments

- That it still is a ‘village’ (1)
- Peace & quiet (1)
- The character of the village (1)
- Historic building (3)
- Proper village atmosphere (1)
- Village feel (3)
- Village atmosphere (2)
- Good ambience (2)
- Has a village feel to it (3)
- Peace (2)
- Village effect (3)
- Nice area (1)
- The village setting (1)
- Tranquillity (1)

- Peace (2)
- Older houses (2)
- Look of village environment (3)
- Village 'feel' (1)
- Village/rural feel (3)
- Peace (2)
- The quiet village atmosphere (1)

Community – 18 comments

- The Community (1)
- The friendly atmosphere (2)
- Village news magazine keeps news to villages (2)
- Community (1)
- Quiet & friendly (3)
- Community as a whole (2)
- The community (2)
- Community (3)
- The community spirit (2)
- Friends (3)
- The community spirit (knowing & caring about your neighbours) (2)
- Community (1)
- Community (1)
- Community spirit (1)
- Village community (1)
- Community (1)
- Village community (3)
- Community (1)

Amenities/facilities – 16 comments

- The playgroup/school (2)
- The church (3)
- Having the park and the village hall (3)
- School (3)
- The church (3)
- An excellent junior school (1)
- Village church (3)
- Playgroup & school (2)
- Village hall (3)
- Swindon Village footpaths (2)
- Swindon Village bridle way (3)
- The school (1)
- The playgroup (2)
- The playgroup (1)
- The school (3)

- Support local school (3)

Park and green spaces – 24 comments

- Having the park and village hall (3)
- Park (2)
- The fields and green areas (2)
- Green fields (2)
- Playing field (1)
- Countryside around (2)
- The green belt (1)
- Green fields (1)
- Park (3)
- Swindon Village park (1)
- The beautiful green spaces & views & wildlife (1)
- Lots of green space to play and walk the dogs (2)
- The park (2)
- The countryside (1)
- Fields all round (3)
- The countryside (1)
- Green space (park) (2)
- Green spaces surrounding village (2)
- Fields and countryside surrounding it (2)
- Park facilities (3)
- Park (1)
- The surrounding countryside & its lack of development (2)
- The countryside around us (1)
- Access to the countryside (3)

Location – 6 comments

- On the edge of the countryside and yet close to all facilities (2)
- Amenities are within walking distance (3)
- Close to amenities (1)
- Close to town and local shopping (3)
- The rural life, yet close to town (3)
- Near countryside (2)

Traffic and Transport – 9 comments

- Good walking routes (2)
- Very little traffic so the children feel safe (1)
- Bus route (3)
- Bus service (2)
- Peaceful – low road noise (2)
- Fresh air not polluted by traffic etc (3)
- Quiet roads (3)

- Lack of much traffic (1)
- Small roads (1)

Other – 4 comments

- Size of village (green belt) (1)
- I love it and that's it! (1)
- Country walks (2)
- The diversity of wildlife (3)

2A. What three things do you think need improving in Swindon Village?

The question provided examples such as “particular places/sites or community services and facilities or transport related issues or anything else that is important to you.” Where appropriate, responses have been split across more than one theme.

Theme	Number of responses
Traffic	21
Amenities and Facilities	18
Flooding and Drains	6
Pavements and Roads	8
Park and Green Spaces	6
Transport	8
Sports and Activities (especially for children)	13
Other	2

The numbers (1), (2) and (3) after each comment refer to whether the respondent placed it in first, second or third place.

Traffic – 21 comments

- Traffic management around village school (1)
- Stop heavy goods vehicles transiting down Brockhampton Lane to Brockhampton (2)
- Congestion – Running Rd/Manor Rd/Kingsditch (1)
- The traffic management for the village (2)
- Traffic calming (1)
- The traffic – especially Manor Road/Kingsditch (1)
- Railway level crossing traffic congestion (3)
- Improved roads, a bridge instead of level crossing (2)
- Traffic at school times (2)
- Car transporters dangerously parked (3)
- The traffic chaos (1)
- Right of way out of village (3)
- Speed reduction/speed awareness particularly Manor Road (1)
- Traffic through village is very fast; this needs addressing (1)
- The village is used as a rat run (3)
- Some kind of restriction to heavy vehicles on route through village except in delivery (2)

- Parking by village hall (especially school times) (1)
- Increased traffic along Church Road going to/from retail park (3)
- Pedestrian crossing near village hall (2)
- Parking outside school in morning is dangerous and inconsiderate (3)
- No more industrial development causing yet more chaos with traffic (3)

Amenities and Facilities – 18 comments

- Village hall (1)
- A pub (1)
- Recycling facilities (2)
- Street light at Swindon Lodge by Quat Goose Lane (2)
- Village hall not well visited (3)
- Pub (1)
- Pub (1)
- Pub (1)
- Village hall car park capacity (1)
- Recycle point (3)
- Street lights (1)
- Pub (3)
- Pub (1)
- Street lighting (1)
- Village store/coffee shop (2)
- Pub/village hall – more accessible hours (2)
- Improving use of seasons as family bar/café? (2)
- Access to local shops (3)

Flooding and Drains – 6 comments

- Flooding in Manor Road (2)
- The drains due to flooding (1)
- Better drainage due to flooding near the school (1)
- Railway bridge road flooding & height restriction (2)
- Flooding outside school (1)
- Drains (1)

Pavements and Roads – 8 comments

- Roads, where repair is obvious (1)
- Potholes – Wymans Lane (2)
- Improve pavements (3)
- The pavements especially Manor Road again but most pavements are poor (2)
- Roads need repair (2)
- Road surfaces (1)
- Pavements are not user friendly for wheelchair users (1)
- Pavements are in bad state of repair, need widening in some areas (2)

Park and Green Spaces – 6 comments

- Better use of green space, e.g. improved foot path (2)
- Some of the hedges/green spaces need tidying (2)
- Footpath around perimeter of field (2)
- Better path around the park for buggies/bikes (2)
- The park – it needs a path all the way round it (1)
- The park – circular footpath to enable use in winter (2)

Transport – 8 comments

- A late bus service from the town centre would be great (1)
- More frequent bus service (2)
- Public transport to town especially after 6.15pm (3)
- Cycle path (2)
- Better bus service (2)
- Transport could be better, you can't get a bus to Bishops Cleeve (1)
- Bus service route is now poor – service H (3)
- Bus service (1)

Sports and Activities (especially for children) – 13 comments

- More equipment for children play area (1)
- MUGA for older children (3)
- Updated play area (2)
- Playground (2)
- 3G Football pitch (3)
- Better play equipment in the park for older children (3)
- More in the park for older children (1)
- More things going on for children (2)
- More equipment in the park (1)
- Skate park amenities for teenagers (3)
- Playground only suitable for young children (1)
- The park – increase in facilities for younger and older children (1)
- Existing play areas too busy at peak times, needs more for teenagers (1)

Other – 3 comments

- Less noise from the industrial estate (3)
- Unsociable behaviour in village car park at night (2)

2B. Please describe what improvements you would like to see

24 respondents answered this question, although several respondents made more than one suggestion for improvements which have been categorised individually. Where a respondent has referred to answers to previous questions these have also been included but will be indicated by italics, e.g. (*as above*).

Theme	Number of responses
Traffic	10

Amenities and Facilities	7
Flooding and Drains	4
Pavements and Roads	4
Park and Green Spaces	5
Transport	3
Sports and Activities (especially for children)	3
Other	4

Traffic – 10 comments

- Increase the size of the car park at the village hall to allow an entrance and exit as well as enough parking for all parents dropping/collecting children from school
- Better traffic management – better getting out of Swindon Village in rush hour is very frustrating.
- Sometimes it takes 15 minutes just to go half a mile to get out of the village. Again Manor Road with car transporters & rush hour traffic
- Rat run through Swindon Village. Congestion at Swindon Village school
- Car free zone around the school
- Right of way out of village (*above*)
- Still problems with cars when pick up/drop off school
- Speed awareness signs on Church Road
- I am happy with the village as it is. The excess parking on Church Road actually provides a useful traffic calming measure
- Make lazy parents park in safer parking area & walk!

Amenities and Facilities – 7 comments

- Community orchard and wildlife spaces
- A larger function room
- Our recycle point from Seasons has now gone, another would be good
- Pub. Local shop (bread, milk etc)
- A pub! Better street lighting
- A local hairdresser
- Gates to village hall could be closed at night

Flooding and Drains – 4 comments

- Drains kept clean and road cleaning generally on a regular basis
- Flooding
- Drains (*above*)
- Further investigation into water leakage along Church Road

Pavements and Roads – 4 comments

- Roads are slowly improving which is good
- Better quality pavements
- Road surfaces (*above*)

- Footpaths too narrow, unsafe or close to roads – wider footpaths needed i.e. to Kingsditch/Gallagher retail park

Park and Green Spaces – 5 comments

- More wild flower areas in the park
- The footpaths from Manor Road out to Elmstone Hardwicke could be improved with stiles & fences
- Our park although nice does not have much for older children
- We need to turn old factories into houses/flats and keep the fields
- Footpath in park would enable pushchairs and walkers to use the park more in winter

Transport – 3 comments

- Better public transport
- A cycle path leading into Honeybourne line would be great
- Buses
- More local bus services

Sports and Activities (especially for children) – 3 comments

- Season's to have a 3G Football pitch or school
- More facilities in park – football, play area enlarged. More community events (like today). Would have been nice for Queen's birthday to have street party
- Extended or new play area for older children

Other – 4 comments

- Bell ringing too much on Sundays
- No factory or business near village
- Litter bins especially in Manor Road – liaise with local food/drink takeaways for sponsorship supply & empty
- Buffer zone between LGS and house building

3. What is your opinion on the following in Swindon Village?

Respondents were asked to give a rating of 'Excellent', 'Good', or 'Poor' on a variety of aspects of Swindon Village along with any suggested improvements. Not all of the 34 respondents gave a rating for each aspect. The ratings are set out in the table below, along with the number of respondents to each part of the question and suggestions for improvements.

	Excellent	Good	Poor	Total	Suggested improvements
Play facilities	4	22	5	31	<ul style="list-style-type: none"> • More disabled access • More equipment • Need a bigger play area • More for older children • Needs swings and slides • More for older children

Village Hall	12	17	3	32	<ul style="list-style-type: none"> • Not well utilised • Needs updating, no lights • More inclusive activities • Gates to village hall could be closed at night
Getting around Swindon Village by car	8	18	5	31	<ul style="list-style-type: none"> • Stop shortcut through village, widen path/road 'Manor Road' • Sort flooding in Manor Road • Better traffic control • Few pot holes need filling • Traffic at school times • 20 miles signs • School times are bad • Need sleeping police • Except main route through village at peak times (<i>rated car travel 'Good'</i>)
Getting around by foot/bicycle	8	15	8	31	<ul style="list-style-type: none"> • Currently no cycle links so anything safer • Hedge cutting • Wider paths • Bad pavements • Traffic calming • Needs a bicycle lane • Pavements bad condition • Pavements could be improved • Better pavement surface • Pavements need improving • Less cars
Sports facilities	5	16	9	30	<ul style="list-style-type: none"> • All weather MUGA • Not aware of many • Not very much apart from football • Gym equipment in park • Park could benefit from drainage improvements – fields • ? Tennis court • Only football though
Buildings – condition &/or design	8	19	2	29	<ul style="list-style-type: none"> • Drainage on Church Road • Apart from newer builds (<i>rated as 'Excellent'</i>)

Employment opportunities	3	13	12	28	<ul style="list-style-type: none"> • Could be better • Only retail • N/A • ??
Other – please specify					<ul style="list-style-type: none"> • Renewable energy • Wildlife & green spaces • Bus

4. How do you think pedestrian and cycle links could be improved around Swindon Village?

26 respondents answered this question and their responses have been divided into themes. Where more than one suggestion was made by a respondent, the answer has been split across the relevant themes, or duplicated across both. Where reference has been made to an earlier answer the response has been duplicated here and is indicated by italics.

Theme	Number of responses
Pavements and Road Surfaces	12
Cycle paths	12
Parking and Traffic	5
Signage and Lighting	1
Other	5
Don't know	2

Pavements and Roads – 12 comments

- Better path on Manor Road – too narrow and hedge forces pedestrians to edge of path
- Improved pavements – especially Manor Road
- Making pavements safe to walk on
- Wider paths for pedestrians
- Footpath at level crossing needs to be widened to cope with school pedestrian traffic
- Better paths
- For pedestrians, cut back hedges etc and make sure the pavements are not like a series of lakes!
- We need a better/wider bridge over the railway line (*in Swindon Road*) and footpath to link up to the Honeybourne Line footpath to town. Cycle paths and improved footpaths at Topps Tiles area and towards Sainsbury's



- Footpaths are good
- Improve pavement conditions
- Footpaths generally extended and surface improvements
- The addition of both pedestrian and cycle paths to allow villagers access to amenities in a safe and pleasant environment. Access to Kingsditch and Gallagher currently feels unsafe due to proximity to traffic and lack of continuous foot/cycle paths

Cycle paths/links – 12 comments

- Currently no cycle links so anything would be better
- Better cycle lane
- Cycle routes marked out
- Need a cycle path from the village to link with Honeybourne Line
- Cycle path runs from Tewkesbury Road up to Swindon Road. It could be extended to Swindon Lane/Park
- Cycle path to Cleeve and Cheltenham
- Cycle paths could be made to link to Honeybourne
- Cycle paths on the paths
- Better cycle links with Cheltenham, Bishops Cleeve, railway station
- Cycle lane would help on Hyde Lane
- The addition of both pedestrian and cycle paths to allow villagers access to amenities in a safe and pleasant environment. Access to Kingsditch and Gallagher currently feels unsafe due to proximity to traffic and lack of continuous foot/cycle paths
- Some cycle lanes and less car drivers who think it's ok to turn into cyclists because they are bigger.

Parking and traffic – 5 comments

- Road and pathway 'Church Road' is downright dangerous at school pickup/drop off times
- Increase the size of the carpark at the village hall to allow an entrance and exit as well as enough parking for all parents dropping/collecting children from school (*see 2b above*)
- Less traffic
- With difficulty because of insufficient road space and amount of traffic
- Some cycle lanes and less car drivers who think it's ok to turn into cyclists because they are bigger. Stop parents parking/driving on pavement at school pick up time

Signage and Lighting – 1 comments

- Street lights to improve safety and visibility.

Other – 5 comments

- Especially around the park
- Clipping hedges in Manor Road
- Yes
- Hedges need to be cut back especially Church Road/Maor Road (this includes private households not maintaining their own hedges)
- The right of way on the south of the Swilgate through the industrial estate is always overgrown. Nettle elimination or new surface?

Don't know – 2 comments

- Can't really see how they can be improved. I cycle and walk and have not encountered too many problems. It is obviously more busy at school time but this is inevitable
- Cycling – I cannot comment on as I do not cycle

5. Swindon Parish Council has made a formal application to designate Swindon Fields as a local green space. If successful, how would you like to see these spaces used for the benefit of your community?

28 respondents provided an answer to this question. The answers have been divided into themes. Where more than one suggestion has been made by a respondent, the answers have been split across the appropriate themes.

Theme	Number of responses
Nature reserve	10
Community orchards/allotments	6
Walking/recreation	16
Other	8
Don't know	1

Nature reserve – 10 comments

- A wildlife place for wildlife flowers and wild insects that could be used by school
- Nature areas
- Wildflower meadows, nature reserves
- Wildflower meadows
- Natural section, paths, trees
- Wild/natural meadow
- Wild meadow area where we can play and fly kites and have picnics
- More wild flower planting
- Trees

- Ideally left wild as this is for enjoyment of nature which needs no human 'help

Community orchard/allotments – 6 comments

- Community orchard
- Allotments/wildflowers/composting/orchards/nut groves
- Allotments/community orchards
- Community orchard, community composting, community wildlife areas and more allotments
- Community orchard
- A community orchard managed by the allotment users? Allotments for people in the new development

Walking/recreation – 16 comments

- Fields for public walks
- Walks
- Better footpaths to and from to encourage their use. Perhaps a festival or picnic event also to encourage their use
- Just to be easily accessible to all who want to use these green spaces whether it be for dog walking, recreation for families or relaxing. Plenty of seating and maybe picnic tables would be nice
- More community events/children's clubs
- A circular foot and bridle path around the village
- Dog walking area
- Wild meadow area where we can play and fly kites and have picnics
- General park area but secure from travelling people and undesirables
- Maintained in a natural way for family walking, cycling, dog walking, horse riding
- Park on open land
- Benched, outdoor fitness/play areas, cycle route
- Another park
- Footpaths – with gates for walks – with disabled/elderly access
- Yes, walks, picnic areas, tarmacked walkways for wheelchairs and prams. Pleasant walk to shops instead of feeling you are going to be run over
- As green spaces for people to walk on and exercise

Other – 8 comments

- Renewable energy – solar farm/wind farm
- It seems to be ok at the moment as it is. Walking area, cricket/football pitches and children's play area
- Sport, children's play area
- Bigger play park
- Affordable housing for younger families
- Affordable housing for first time buyers
- Emphasise stream/brook
- Green spaces around Swindon Village are of the utmost importance

Don't know – 1 comments

- No map. I have yet to see the definitive designated Swindon fields

6. Please describe the characteristics (such as parking, design, garden provision, infrastructure) that you feel are important in any new development in or around Swindon Village

22 respondents provided an answer to this question. The answers have been divided into themes, with answers providing multiple suggestions being divided across the relevant themes.

Theme	Number of responses
Parking Provision	12
Design Considerations	10
Traffic and Transport	10
Infrastructure	8
Other	2

Parking Provision – 12 comments

- Adequate parking for 2-3 cars per household
- Proper parking and traffic flow so that any new development does not spill over into the existing village
- Would not like to see too much structure but parking is probably essential
- Plenty of parking, green space, transport links improved to cope
- Impact on traffic and sensible parking need to be considered
- Three car parking bays off the highway
- New houses should have parking spaces
- Parking for school drop offs/pick ups
- We need cycle paths and large garages. Builders need to enlarge garages so cars can get off roads
- Cars must be parked off the road also not parked on pavements
- Houses need provision for at least 2 off road parking sites and pavements for pedestrians
- New houses should have enough space for 2 cars

Design Considerations – 10 comments

- Suitable space on each property to store recycle and waste bins out of sight of front of houses
- Housing design to reflect a village and not a town/city
- Village feel needs to be echoed
- Plenty of parking, green space, transport links improved to cope
- Three storey maybe
- A park in the middle of any development
- Front and back gardens
- Gardens and green spaces

- Buildings should be sympathetic to 'rural' environment
- New houses should have storage space for recycling

Traffic and Transport – 10 comments

- Traffic calming/one way by school AM & PM
- Plenty of parking, green space, transport links improved to cope
- Impact on traffic and sensible parking need to be considered. I don't think any more industrial sites or motor trades are needed. Too many of the later anyway causing congestion problems on main and side roads
- Adequate footpaths and cycleways
- We are already at a critical breaking point with roads towards Tewkesbury Road/Sainsburys and to town. We must improve access to Gallagher Retail Park. We must change the level crossing into a bridge and widen the bridge at Swindon Road. Thank you
- We need cycle paths
- Transport (public) is good but because of road parking the bus does struggle to pass without coming very close to the pavements
- Infrastructure must be in place first – Tewkesbury Road is very congested at certain times of day
- It is important that increased traffic should not be taken through village
- Restrictions imposed to prevent parking of caravans/trucks/large vans at any of the new houses to be build

Infrastructure – 8 comments

- More community engagement/places to go
- Social club for all ages
- Improved foul drainage and stormwater drainage
- Adequate provision for health services and schools
- Community areas for playing, allotments and social meetings
- Some shops to serve the new people. A doctors surgery
- Shops; play area; footpaths; green, flat, well maintained picnic/community areas
- With schools/health facilities and play areas

Other – 2 comments

- Poo bins useful!
- Energy efficient

Appendix 3: Workshop Output

Swindon PC organised a small working group to work with GRCC to consider the community profile and survey results, using them to complete a SWOT analysis and to draw out aspirations and key issues for the community.

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 Swindon Parish:

- A Thriving community that continues to enjoy a rural atmosphere while being close to the Town.
- A place where people are proud to live in and work in and others aspire to be there
- A beautiful, well designed safe place to live and visit, well planned, considered and integrated as part of the whole Borough
- An Integrated and safe environment that has the needs and accessibility of its residents at its core.

Aspect Theme /	Aspiration	How we know this	Other points raised (e.g. potential solutions/ reality check / how to tackle / next steps)
Local Environment (green infrastructure + space / historic buildings)	<p>High Level Aspiration</p> <p>A planned integrated community</p> <p>The achievement of this vision requires the following objectives to be met:</p> <ul style="list-style-type: none"> • Infrastructure • Schools • Roads • Village hall • Incorporation of local green space management of LGS • integrated footpaths – create link bridge from amenity area / dog bark lane to playing field 	<p>Incorporation of the local green space as agreed by the Government inspector.</p> <p>How to maintain the LGS – can the Parish Council buy the land for a nominal fee?</p> <p>Need assurance that new school will be built as first homes are built else there will be pressure on existing schools</p> <p>Current footpaths are in poor state of repair. The Parish is aware that there is little to no money set aside in the County Council highways maintenance budget to repair and maintain footpaths. Some of the footpaths in the Parish are old and narrow and are now beginning to show signs of deterioration. The Village is proud of its rural setting and character preferring not to have street lights installed. Some of the narrow footpaths are not wide enough for two</p>	<p>GRCC to provide direction and support to appropriate interaction with Borough council / planning teams to ensure PC needs are met.</p> <p>Need for a bridge over river Swilgate so that the footpaths can link up the playing field and dog bark lane due to river. There is a walk through the wooded area at the South-West corner of the recreation ground that runs along the River Swilgate but the walk terminates at the boundary of the recreation ground and is unable to link to the footpath in the amenity area because of land in private ownership. A bridge across the Swilgate on to the opposite bank alongside Runnings Road would provide a means of linking the recreation ground to the footpaths which link to Dog bark Lane and would also provide a link for people on the trading estate to be able</p>

		<p>buggies/pushchairs to pass and run alongside roads where there is an increasing traffic density.</p> <p>Unfortunately this places a greater need on ensuring that footpaths are repaired and the surfaces kept level as intended to avoid accidents due to uneven or broken surfaces.</p>	<p>to use the recreation ground during lunch breaks. This link would provide a pleasant pedestrian thoroughfare which would also extend into the pedestrian routes from Wymans Brook.</p>
Housing Development	<p>Higher level aspiration</p> <p>Well-designed place to live</p> <p>The achievement of this vision requires the following objectives to be met:</p> <p>Agree boundaries for parish</p>		<p>Parish Council must be an active consultee and be listened to. The Council feels that recent planning application concerns have been dismissed / ignored by CBC</p> <p>Swindon PC to formally write to GRCC to ask for help with links to Borough council and access to other sources of funds to support planning activity.</p> <p>PC can consider support / funding for neighbourhood dev plan to consider impacts for future</p> <p>PC meet with developer for frank discussion on concerns / open questions before PC issue their final comments on the application</p>
Transport / traffic management	<p>High level aspiration</p> <p>Any new development does not have an adverse effect on traffic /transportation for Swindon Village</p> <p>The achievement of this vision requires the following objectives to be met:</p> <p>Transport – highways improvements to ensure any new development is effectively planned and does not have a detrimental effect on the surrounding areas beyond Tewkesbury road</p>	<p>The Parish Council have had no interaction from highways.</p> <p>As part of JCS Highways will not engage with the Parish. Highways contest that they have provided opportunities for discussion via the small number of general public presentations which they have held. However as these were time-limited and attended by many members of the public from all areas of Cheltenham it did not provide an opportunity for the Parish to discuss the concerns that they</p>	<p>Section 106</p> <p>Involvement with Gloucestershire County Council Highways Department, links with Harris Ethical and Think Travel Scheme</p> <p>Already congested with cars leaving junction 10 onto Tewkesbury Road</p> <p>Severe congestion at peak times on Wymans Lane, Runnings Road and Princess Elizabeth Way.</p>

		have for the area and the management of traffic around it. Highways refuse to acknowledge current and future concerns of traffic chaos. Highways and have said that Highways England refuse to develop M5 2 ways.	Constraints. The documentation that has been provided during the JCS consultation process and can be referenced online and does not include for any improvements to the level crossings in Swindon Lane and Brockhampton Lane, low bridge and narrow railway bridge are not planned to have any improvements.
Facilities / Local Services	<p>High level aspiration</p> <p>An Integrated and safe environment that has the needs and accessibility of its residents at its core.</p> <p>The achievement of this vision requires the following objectives to be met:</p> <ul style="list-style-type: none"> • Access for all around playing field Requires circular path • Cycle paths • Save Pavements • Wider Bridge on Swindon Road to allow 2 cars to pass, walkers and cyclists. 	<p>Pavement gaps at Wymans Lane / Swindon Road – community requests have been ignored</p> <p>(See profile)</p>	

PLANNED DEVELOPMENT

The Joint Core Strategy for Gloucester, Cheltenham and Tewkesbury plans for a strategic site adjacent to the Parish near to the M5 and to the north-west of Swindon Village. The Parish Council identified four key community aspects and associated aspirations / objectives in respect to the Elm Park Development which can be summarised as follows:

Community – the environment

To potentially use the future development as an opportunity to bridge the community divide (community integration) between Wymans Lane (Brook) & Tewksbury Road.

- In addition there is the opportunity to gain clarity over ward versus parish boundaries in particular the bordering areas of St Peters & the Moors (STPM).

The need to ensure that there is clarity over the Parish Councils responsibilities & accountabilities pre, during and post development (including the different phases of the development).

- Today oversees a population of circa 1.5k which has the potential to rise to 4.5k. To tackle this a must do action is to meet with CBC / GCC to ascertain options for Parish Council planning purposes with options including; (1) sub divide area (2). Change parish boundary (3) require SV Parish Council manage.

To ensure there is – at an early stage – an understanding over the type of community that is to be built in the Elms Park as there is a direct effect on the Parish Council.

- To tackle this a must do action is to meet with CBC / GCC to ascertain options for Parish Council planning purposes.

Transportation – getting around

A requirement to give pedestrians a level of importance in respect to planning.

- The Swindon Parish community have a low level of confidence in respect to planning as a result of the loss of pedestrian access pathway by the Simply Gym / Tops Tiles. Overall an objective must be to have more positive planning for pedestrians (& cyclists) and not negative planning.

Swindon village to have a more connected way to get around the area and ultimately into Cheltenham particularly for pedestrians and cyclists.

- To ensure that there is Enhancement of footpaths linked to the new development and also from manor road farm development. In addition pedestrians should be able to walk into Wymans Brook and then on into Cheltenham as part of accessible pathway consideration.

The Swindon Parish area will be considered as part of a wider transport management strategy

- Especially when wider consideration is given to the impact on 'getting around' Cheltenham as a result of the development by the race course and Elm Park.

Housing

To ensure that the new development housing tenure and type is mixed and importantly aligns with a thriving Swindon Parish community

- Any development does not have an adverse effect on social and economic environment.

Community Space – infrastructure

Swindon Parish aspires to be part of and involved with the early stages of highways planning alongside other county council departments.

- To date there has been lack of integration and involvement with the Swindon Parish community which is not without the best endeavours of the Parish Council.
- Whilst the Parish Council can get a greater understanding of what is required through GAPTC it is important for county planners to ensure that there is an impact assessment of the development on the local Swindon Village infrastructure (from schools / community space to access to green space).

The village hall is an asset of use but has limited space with the roof space underutilised.

- Various groups could greatly benefit from the space being re-designed / developed. Understanding over the impact of the Elm Park development is key when considering how to future proof and establish a 'fit for purpose' village hall to support and existing and / or expanding community.

Appendix 4: Previous Consultations

Swindon Parish has taken advantage of opportunities to participate in consultations by the borough or county council, mainly as the Swindon Parish Council and also the “Save The Countryside” group. As required of a parish council, issues raised by residents are considered during parish council meetings.

These include the consultation process and (at the time of producing this document) the on-going examination of the JCS, and also attendance at the C5 group which is a meeting that is held at Cheltenham Borough Council’s offices at which all of the Cheltenham Parish Councils are represented

Knowledge of these responses and issues were brought to the discussions when considering Swindon Village’s future priorities.