

CHEL TENHAM BOROUGH

ENGAGING COMMUNITIES

PROJECT REPORT

PART 2 – CHAPTER 3

FAIRVIEW

January 2017

Report compiled by GRCC, working in partnership with Fairview
Residents Association

Chapter 3: Fairview

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 3 of Part 2 of the Cheltenham Engaging Communities Project Report and contains information about Fairview.

Introduction to Fairview

Fairview is a mature, largely residential area bordering the north east side of Cheltenham town centre. Cheltenham town centre lies to the south west of Fairview, Pittville and St Pauls to the North West, Whaddon / Lynworth (Oakley) to the north and Charlton Kings to the east. From the centre of Fairview it is a 15 minute walk to the town centre.

How Fairview Community Association (FCA) approached the Cheltenham Engaging Communities Project

The Fairview Community Association (FCA) worked with GRCC to prepare this Chapter 3 of the Cheltenham Engaging Communities Project which includes contributions from local residents during community consultation. GRCC had previously worked with FCA during the Local Green Spaces Study and FCA is the Neighbourhood Co-ordination Group for the local area. FCA made use of GRCC support to gather opinions during the Fairview Day and analyse questionnaire results, to facilitate a meeting enabling FCA to draw out key messages from the engagement exercises and to conclude on aspirations and priorities. GRCC also provided advice during meetings about the Maple Leaf development.

Fairview Community Association'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 Fairview area, Fairview Community Association (FCA) 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 the FCA 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 Fairview. The profile contains sections on history, economy, housing, community services & facilities, transport, physical environment and the characteristics of the population. The full profile can be found in [Appendix 1](#).

The next stage involved community engagement activity during summer 2016 in order to find out about other residents' opinions and priorities and inform the conclusions drawn. There were two strands to this work:

Firstly, on Fairview Day in June 2016 adults were asked to answer a survey as they participated in the adventure trail and quiz around fourteen designated points of interest in Fairview. Those who did not have time to answer the questions during the day were encouraged to complete the questionnaire, also available on the Fairview Community website. Additional questions provided information to Healthwatch Gloucestershire (Health and Social Care champion) to inform its feedback to providers but those results are not included in this report. The questions were a mixture of open and closed (rating) questions and they are listed below:

1. What are the three things you like most about Fairview?

2. What are the three things you like least about Fairview?

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

	Very good	Good	Poor	No opinion
Play facilities				
Meeting rooms				
Event space for hire				
Sports facilities				
Buildings - condition				
Buildings - design				
Pathways				
Cycle paths				
Open spaces				
Employment opportunities				
Other – please specify:				

3b. Use the space below to explain your answers further and give ideas for improvement.

4. What type of housing do you think is most needed in Fairview?

5a. Are you aware of the Fairview Community Association website?

5b. Which of the following Fairview Community Association website sections would you find useful?

- | | |
|--|--|
| <input type="checkbox"/> Community news | <input type="checkbox"/> Health and wellbeing issues |
| <input type="checkbox"/> What's on guide | <input type="checkbox"/> Crime prevention |
| <input type="checkbox"/> Local business profiles | <input type="checkbox"/> Community fundraising |

6. How can we build a stronger community in Fairview?

7. The Fairview Community may be offered a community space in the Maple Leaf Pub re-development. This depends on support and interest from local residents.

If this space became available how would you use it?

- ☐ Social gatherings (e.g. children's parties, quiz nights, parent and baby sessions etc.)
- ☐ Clubs/societies (e.g. bridge, chess, astrology, martial arts etc.)
- ☐ Health and wellbeing (e.g. therapy, exercise, Age Concern, Weight Watchers etc.)
- ☐ Business networking (e.g. shared work/office space for lone workers etc.)
- ☐ There is no need for such a space
- ☐ Other ideas (please write them down below):

8. Which of the following neighbourhood activities do you support? (tick all that apply)

- ☐ Fairview Community Association continuing to consult with and work for our community
- ☐ Volunteers working to help enhance our neighbourhood and community

Some questions about health

9a. Which GP practice are you registered with?

9b. Are you easily able to access an appointment with your GP?

- ☐ Yes ☐ No

9c. What health and care services work well in your community?

9d. What health and care services in your community need to improve or change?

10. Please use the box below to write any further comments you have about Fairview.

The second part of the work focussed specifically on the development of the Maple Leaf pub in Hewlett Road and gaining ideas from the neighbourhood on how a community space in the proposed development might be used. The Fairview Community set up an on line survey to seek views about this and options included social gatherings, clubs/society use, health and wellbeing activities, business networking. There was also an option 'there is no need for such a facility' and a space to add other thoughts.

In order to consider the results of the research and draw conclusions the FCA organised a small working group workshop facilitated by GRCC during October 2016, attended by three members of the FCA committee to consider the community profile and results of surveys. They used this information to draw out aspirations and key issue for the community and consulted with other members of the FCA following the meeting.

Outputs from community engagement activities

A) Community Fun Day responses

In total 99 written survey responses were received and the following table provides a summary of the key results while the full analysis report can be found in [Appendix 2](#).

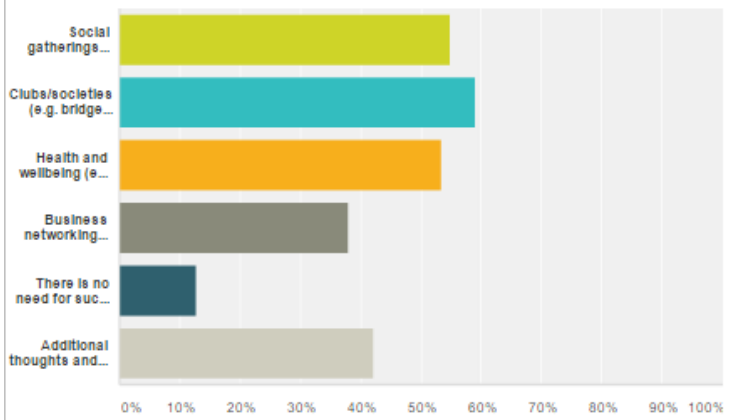
Question	Responses
What are the three things you most like about Fairview? (open question)	Most frequent response type <ul style="list-style-type: none"> • Close proximity to town (40 comments) • Friendly Neighbours (37 comments) • Community Spirit (33 comments)
What are the three things you least like about Fairview? (open question)	Most frequent responses <ul style="list-style-type: none"> • Parking (42 comments) • Graffiti / run-down buildings (23 comments) • Traffic (16 comments)
What is your opinion on cycle paths (rating)	60% -poor 14% good/very good 26%- no opinion/no reply
What is your opinion on play facilities (rating)	41% - good 16% very good 17% poor 25% no opinion/reply
What is your opinion on meeting rooms (rating)	28% poor 25% good 3% very good 43% no opinion/ reply

The close proximity to the town centre and friendly neighbours featured strongly in responses to what was most liked about the Fairview area as did the community spirit that exists amongst residents. Respondents referred to the traffic and parking as problems/issues, along with the condition of some buildings as the least liked characteristics about Fairview. There was a low satisfaction level with regard to cycle paths whilst there was a high level of opinion with regard to access to play facilities. Comments relating to how a stronger community could be built in the local area largely revolved around communication and access to community events / activities as well as places to meet.

- B) The second part of the research was focussed specifically on the development of the **Maple Leaf pub in Hewlett Road**. The Fairview Community set up an on line survey to seek views about this and there were more than 70 responses. The following provides a summary of the key results:

A developer submitted plans to convert the Maple Leaf pub, in Hewlett Road into 11 flats. This was turned down by the council when the Fairview Community Association objected to the loss of community space. Whilst re-submitting plans the developer is happy to hear from our neighbourhood about what ideas we have for a community space in his new application. Tell us how you would use this space:

Answered: 71 Skipped: 0



Survey Monkey via www.fairviewcommunity.uk 2016

With only 2% of the respondents from the community fun day responding, in Question 7, that there is no need for a community space in Maple Leaf Pub site, the online survey results provided support to ideas for how a community space is used. Respondents were able to give more than one answer to this question with the space to be used for clubs / society's usage and social gatherings featuring strongly in the responses with health and well-being activities having a high level of interest.

Outputs from October 2016 workshop

During the workshop discussion overarching visions for Fairview emerged:

- To foster/ encourage a community spirit
- To foster/ encourage an identity for Fairview
- A safe and welcoming community

The group then identified aspirations and objectives which would enable the vision to be met, bearing in mind the points raised during community consultation and their knowledge as FCA members.

Aspiration 1: related to community safety and roads

Fairview will be a safe place to cycle and walk. People will be encouraged to use cycling and walking routes to get to work/shops / schools safely and efficiently

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

- Efficient traffic management- especially when considering any new development/ change of use applications.
- Improvements in cycling routes and space

- Tackling Inconsiderate parking
- Availability of additional parking for residents

Aspiration 2: related to the built environment

To achieve a balance between residential dwellings, community spaces and buildings and economic (retail and non-retail) buildings.

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

- Address the current imbalance where there is a large proportion of residential dwellings and flats and little community space, meeting places and non-retail business space.
- Improved Fairview based provision (e.g. Doctor's surgery, dentist)

Aspiration 3: related to community facilities

Creation of a social community meeting space for Fairview residents

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

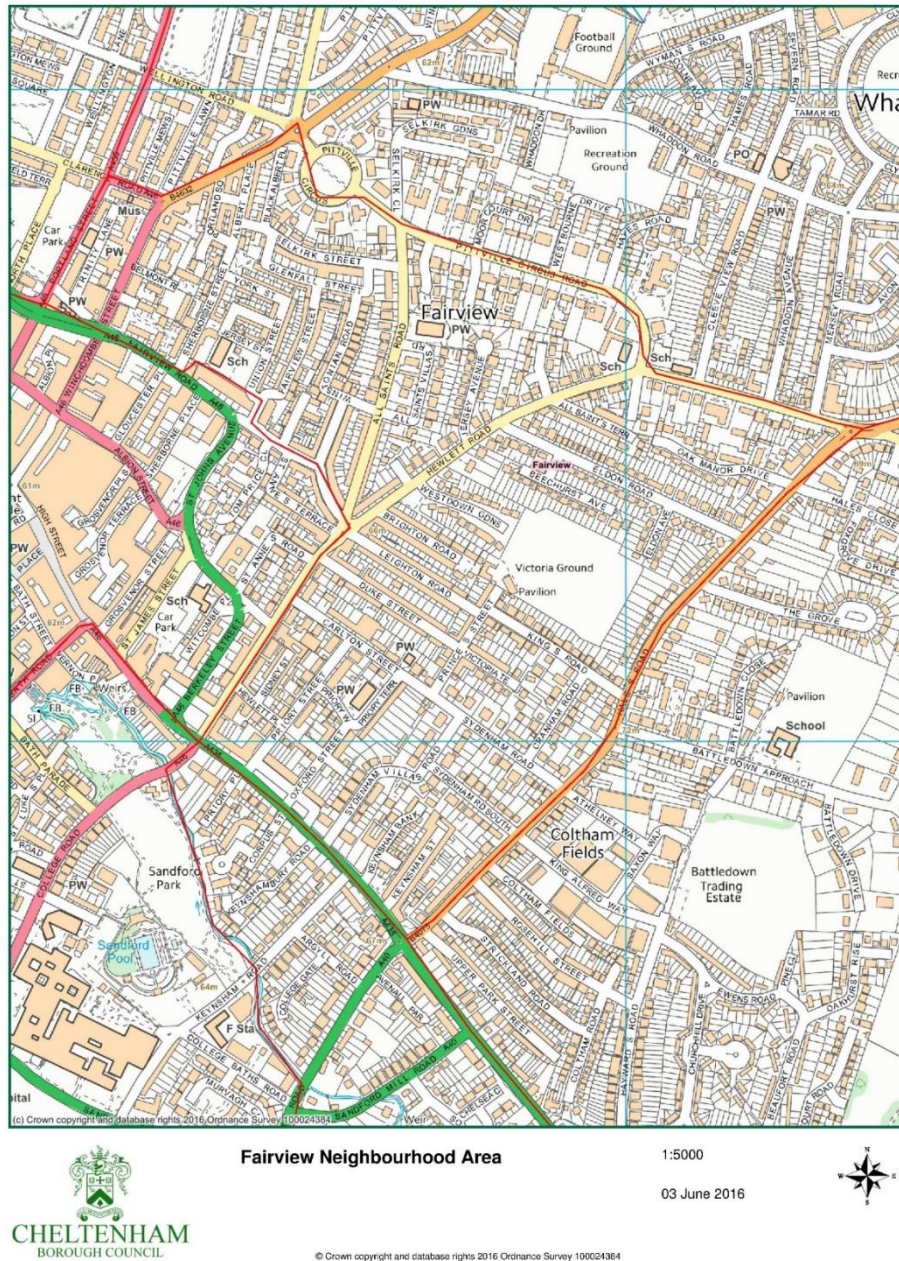
- Identification of suitable location
- Sourcing funding
- Recognition that people make communities- not just spaces
- Make best use of the willingness of stakeholders to engage

Further points discussed during the workshop are shown in [Appendix 3](#).

[Appendix 4](#) contains links to previous consultations and events carried out by the group and which are reflected in the workshop output and in the community profile.

Appendix 1: Community Profile

This profile has been produced by Fairview Community Association (FCA). GRCC provided a basic framework and some desk top researched data about the area as a starting point and the Association reworked the section, using their local knowledge and perspectives. Any additional community commentary, giving a flavour of local feeling on topics is shown *in italics*.



Location

Fairview is one of fifteen Neighbourhood Coordination Group (NCG) areas in Cheltenham Borough. The neighbourhood has defined boundaries that bring together several parts of administrative wards, with Pittville and All Saints wards making up the majority of the area.

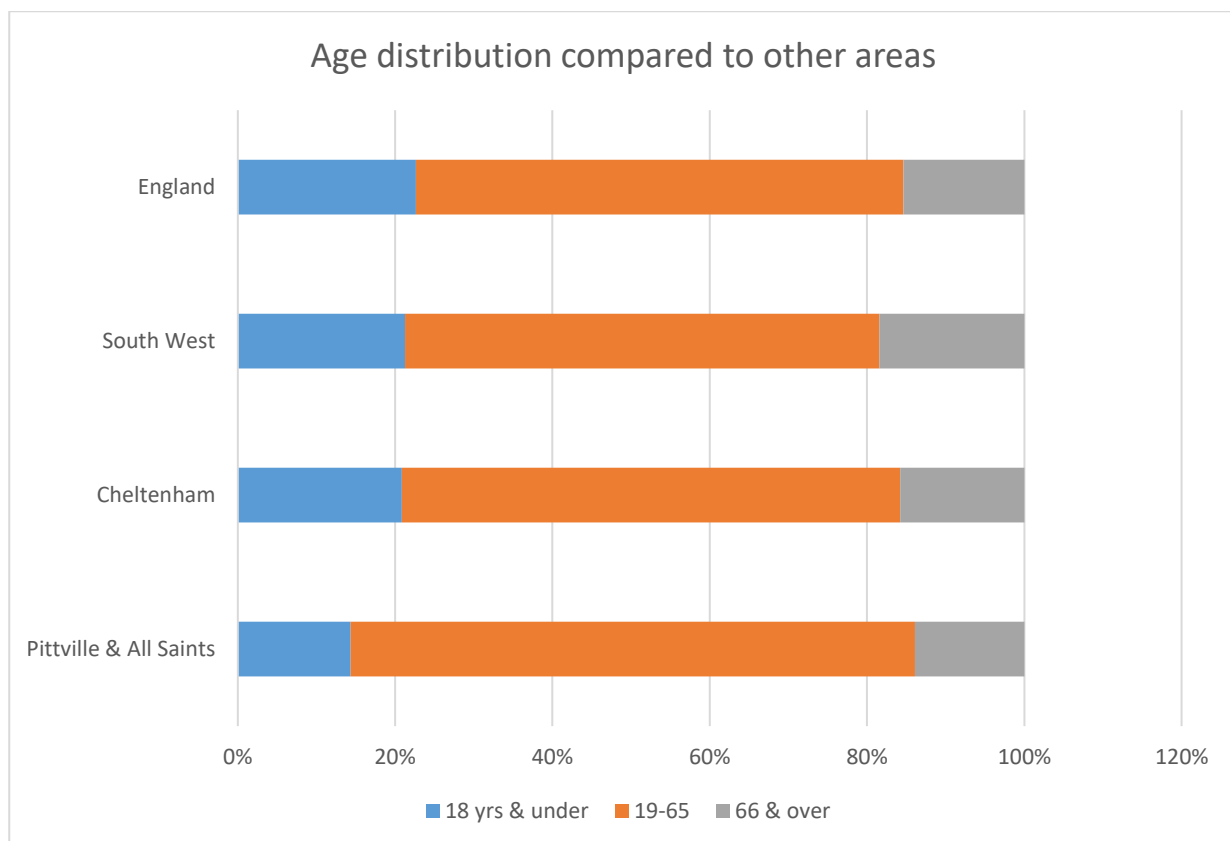
People and Households

Data

Data on people and households in Cheltenham is gathered at a parish or ward level, and the neighbourhood area of Fairview brings together parts of several wards. Therefore, for the purposes of 'best fit', this section will present data from the Pittville and All Saints wards, as Fairview contains a significant area of both these wards, so they should reflect Fairview's demographic reasonably well. Fairview Community Association estimates that there are approximately 7,000 people living in the neighbourhood.¹

Key facts

Census information for Pittville and All Saints wards (which together form the most part of the Fairview neighbourhood area) indicates that around 51.2% of residents are male and 48.8% female, and that there is a much higher than county-average number of people aged 16 to 64 living in the neighbourhood. Population density for All Saints is within the top 10% and Pittville is in the top 35% (for Gloucestershire) as is the case for many urban wards in Gloucestershire. Both Pittville and All Saints wards rank in the county's top 35% for the number of mental health assessments carried out in 2012-13 financial year.



¹ <http://www.fairviewcommunity.uk/>, accessed 02/06/2016

Deprivation

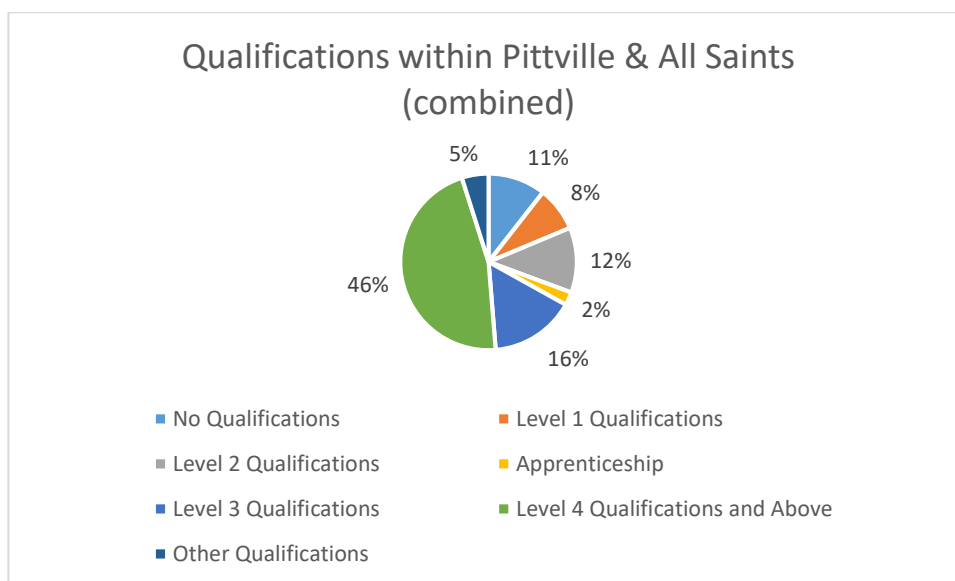
The Indices of Multiple Deprivation measure relative levels of deprivation in 32,844 small areas or neighbourhoods, called Lower-layer Super Output Areas (LSOAs), in England.

Each LSOA is graded based on where it falls in its score for multiple deprivation, across five divisions in the full range from the most severe to least severe scores for multiple deprivation. This is done using data from various sources, mostly from the 2012/13 period. There are seven domains of deprivation that make up the overall ranking of each LSOA: income, employment, education, health, crime, barriers to housing and services, and living environment.

Fairview has varying levels of deprivation across the four 4 LSOAs in total. A map produced by Inform Gloucestershire (not displayed as individual properties can be identified) uses colour coding to show which division it falls into, with red being the most deprived, followed by orange, then yellow and then pale green and finally darker green for the least deprived quintile. The area defined as Fairview falls largely in the yellow and pale green areas, with a small area of orange in one corner.

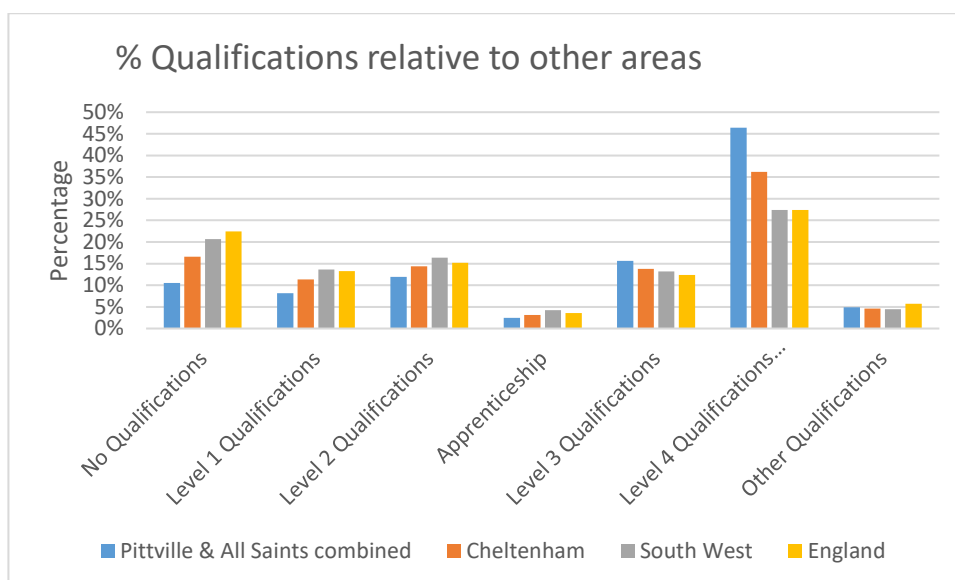
Educational Achievement

Fairview has a high concentration of people with a higher education qualification such as a degree. 45% of Pittville ward residents and 48% of All Saint Ward residents hold a level 4 qualification or above, higher than the national, regional and county figures. In parallel, the number of people with no qualification is much lower than the county and national averages.²



(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)

² Information from Census 2011



History and Heritage

Fairview (named after a cottage built in 1805 by a Charlton Kings farmer, no doubt for its pleasant view of the Cotswolds³) was part of an expansion of the town out on previous agricultural land⁴. Expansion began in the 1820s with streets like Duke Street, initially clusters of artisan cottages with gaps in between. The area was not particularly affluent and so houses were crammed together somewhat as the need for expansion continued, including some 'backyard' houses. The Carlton Brewery operated on Carlton Street until the 1890s. The area was also home to the Kemble Brewery, now Kemble Brewery Pub. The Cricket Club moved into the neighbourhood in 1897.

The area continued to fill up as Cheltenham's expansion continued, with street development extending in the early twentieth century, and with new, smaller streets created in between the existing older ones. By this point, the area was already densely populated and large-scale development of rural areas beyond Fairview had started. As a result, only a relatively small infill of post-war (for example Jersey Avenue) and post-1980s (for example, Keynsham Bank) development exists in Fairview.

The east and central sections of Fairview are within the Cheltenham central conservation area. There are numerous listed buildings in the neighbourhood and these are concentrated towards the western border, towards the town centre.

Physical Character

The majority of the housing in Fairview ranges in age from late Regency to Victorian, with a small amount of early 20th-century infill development and a very small amount of post-1980s development.

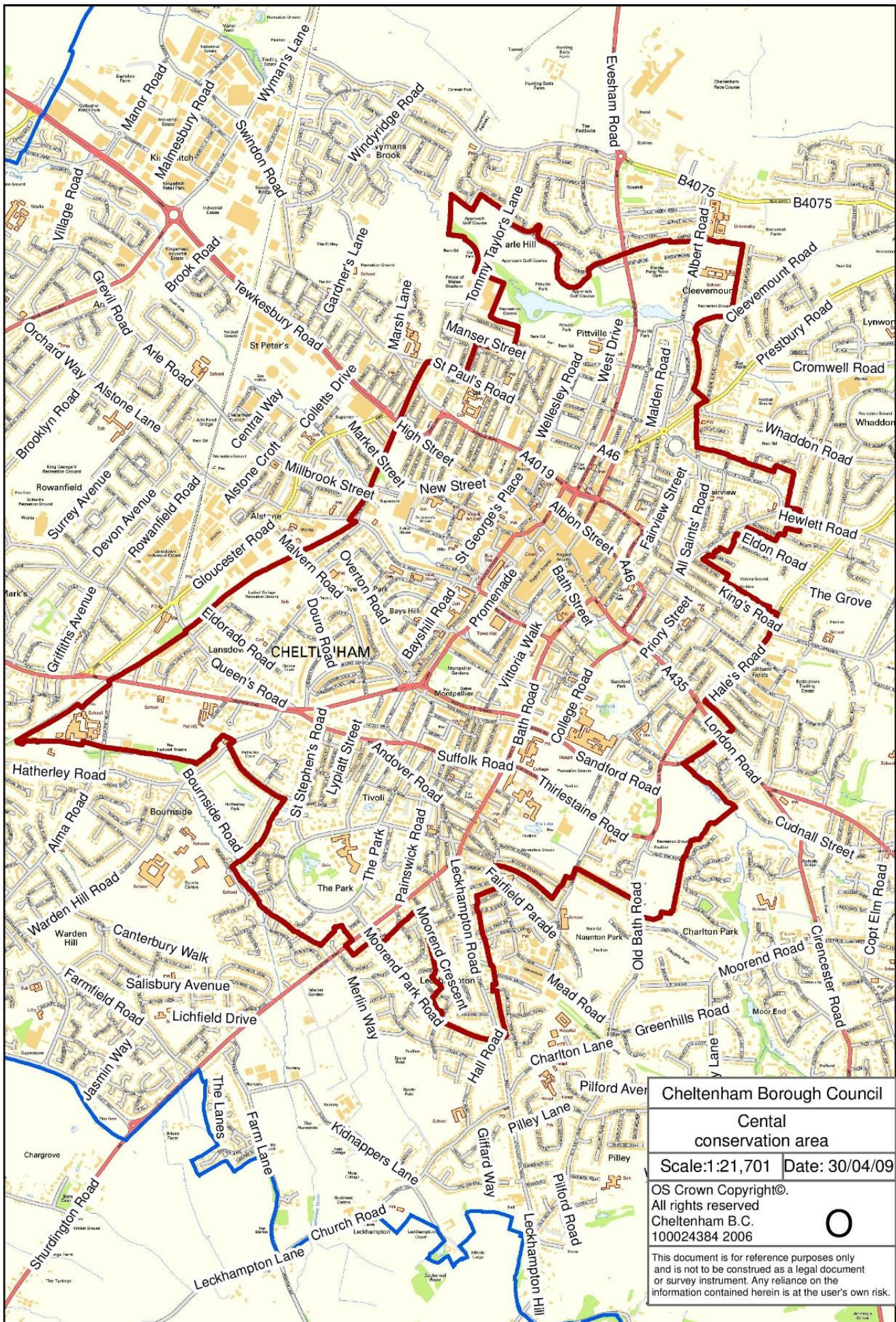
Owing to the age of much of the housing (late Regency and Victorian with some more 20th century infilling in the gaps), Fairview is characterised by straight and fairly long, narrow streets which are reputedly difficult to navigate. Houses often have no front garden, or a small one, and even if detached are likely to be close together.

Some streets in Fairview are instantly recognised for their brightly coloured painted frontages, for example Duke Street, St Anne's Terrace and Selkirk Street.

³ http://www.cheltenham4u.co.uk/battledown_history.asp?area=Battledown%2C+Fairview

⁴ <https://cheltonia.wordpress.com/category/fairview/>

Central conservation area



Cheltenham Borough Council	
Central conservation area	
Scale: 1:21,701	Date: 30/04/09
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This document is for reference purposes only and is not to be construed as a legal document or survey instrument. Any reliance on the information contained herein is at the user's own risk.	

Roads, Transport and Access

Roads

Fairview is bounded by major A-road routes through Cheltenham. Highways within the area serve a mostly residential population although the B4075 runs through the area from the south west to the north east, forming a route that links the A40 with Prestbury and beyond.

Cycle ways

There are no recognised cycle trails in Fairview, so cyclists travelling through and around Fairview currently use the roads. Roads in Fairview have been graded by the Cheltenham and Tewkesbury Cycling Campaign as being either quiet, reasonably quiet or medium, with a higher rating needing a higher level of skill from the cyclist.

Public Transport

Cheltenham Railway Station is two miles away, or a 40 minutes' walk. The bus station is an 18-minute walk from the heart of Fairview, but some buses go through Fairview, such as the P/Q (Charlton Kings – Cheltenham) and the V (Sainsbury's in Whaddon – Cheltenham – Cleevemount Estate). Several other routes can be picked up from Prestbury Road on the north-western border of the neighbourhood. There are bus stops along Prestbury Road, Hewlett Road (running vertically through the middle of Fairview) and Hales Road (on the eastern border).

Parking

There are no council-run car parks in Fairview and the character of much of the housing in Fairview means that there are limited off street parking therefore on-street parking is relied upon by residents and visitors.

Community Services and Facilities

Healthcare

The nearest GP is located just outside the western neighbourhood boundary (Berkeley Place Surgery). The neighbourhood is served by Hewlett Road Dental Surgery. There are no minor injury units or hospitals in the neighbourhood, but Fairview is 0.6 miles or 12 minutes' walk away from Cheltenham General Hospital.

Libraries

There is no library in Fairview neighbourhood area. However, the neighbourhood is fifteen minutes' walk or 0.8 miles from Cheltenham's central library, which is co-located with the county's children's library.

Places of Worship

Fairview has three active churches – Holy Trinity Church, All Saints Church (pictured right) and Highbury Congregational Church. St. Luke's is additionally the Church of England parish church for much of Fairview even though it is situated outside of Fairview itself. All churches offer church-run clubs and groups, with Highbury also renting out event space to interested groups and children's parties.



Community Spaces

There are no dedicated community centres in Fairview. Local groups rely on neighbouring community centres and the Friends Meeting House (Warwick Place/158), as well as neighbourhood pubs (The Feathered Fish on Winchcombe Street, The Sudeley Arms on Prestbury Road, Kemble Brewery Inn on Fairview Street and the Hewlett Arms on Hewlett Road), churches (All Saints Church (336), Holy Trinity Church (127) and Highbury Congregational Church (125)) – or the Cricket Ground pavilion. There are a number of active groups including scouts and guides, social sessions for older people and interest groups.

Recreation and Leisure

The neighbourhood is home to Victoria Cricket ground, which is the town's cricket ground with a wide catchment area. The character and location of the area means that there are no other dedicated leisure facilities in Fairview although the leisure centre is 1.3 miles or 26 minutes' walk away and the Sandford Lido is 14 minutes' walk away.

Educational Facilities

The neighbourhood is served by two primary schools, Holy Trinity Primary (205 on roll as of January 2016) and Holy Apostles C of E (212 on roll). Berkhamstead Preparatory School is a private school on the border of the neighbourhood, which teaches 3–11 year olds (265 on roll⁵). There are seven early years settings in the area: Abbots Day Nursery (37 on roll), Holy Apostles Playgroup (40 on roll), Smiley Faces (26 on roll), Battledown Centre for Children and Families (47 on roll), All Saints Playgroup (38 on roll), The Lodge Day Nursery & Pre-School (capacity of 66 according to their website), Circus Day Nursery (168 on roll) and Berkhamstead Day Nursery (43 on roll).⁶ The nearest secondary school, Pittville School, is outside the NCG area and is a twenty-minute (1 mile) walk from the centre of Fairview.

Crime and Policing

Cheltenham Borough has experienced crime rates similar to the overall rate for England and Wales now for the last 3 years having been above national and regional rates for 9 years preceding this⁷.

According to the 2015-16 detailed data included for Fairview on the Police.uk web-site, there are routinely between 30 – 50 incidents of crime each month in the area covered by FCA. Comparison with total Cheltenham crime figures reported routinely to the Cheltenham NHW Committee by Police liaison Officer

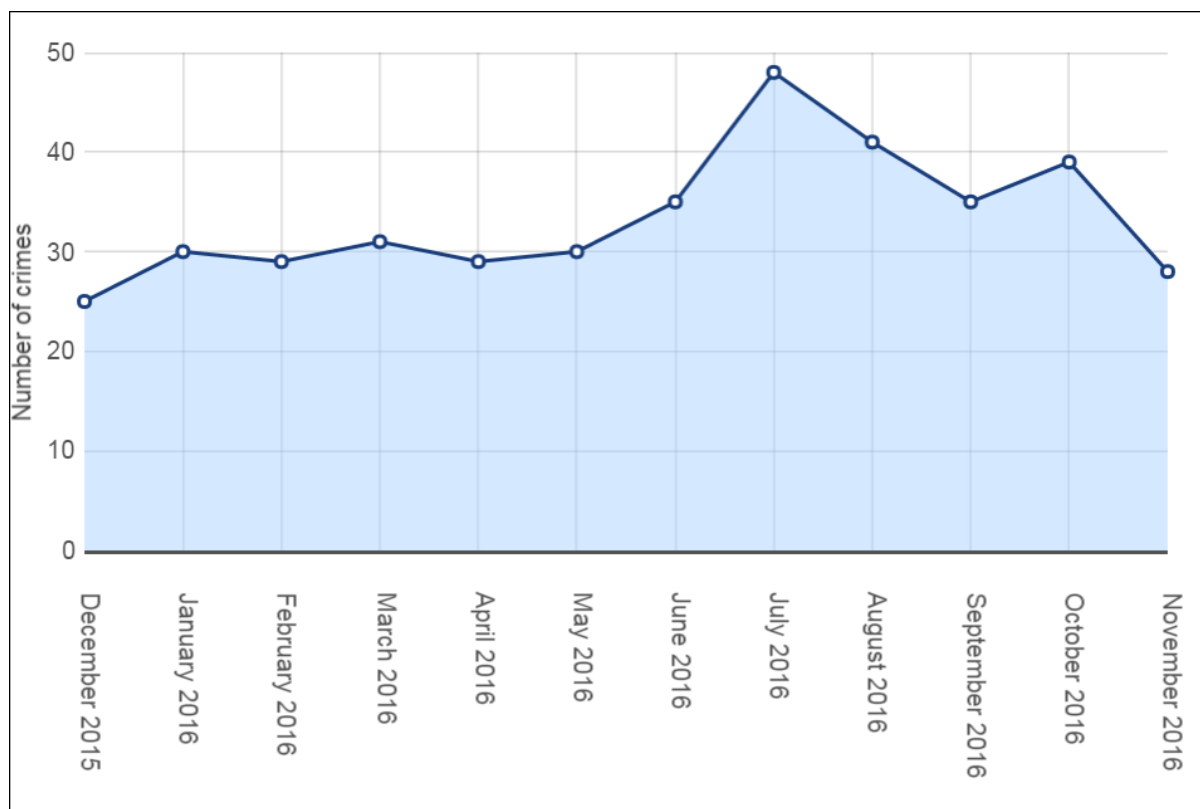
⁵ <http://www.berkhampsteadschool.co.uk/school-life/fag.php>

⁶ All numbers-on-roll figures taken from latest Ofsted report as of 9/5/16 unless otherwise specified.

⁷ "Understanding Cheltenham 2015", Strategic Needs Analysis Team, Gloucestershire County Council

Bob Lloyd⁸ confirms that this remains approximately proportionate (~6%) to its population within total Cheltenham. Fairview is not one of Cheltenham's areas of highest crime.

Since 2012/13, the police have increased the recording of anti-social behaviour (ASB) in Cheltenham to better understand and deal with the negative impact ASB has on a local community. Again, Fairview is not atypically high in these ASB rates when compared to other Cheltenham areas.



Crime levels in Fairview between December 2015 and November 2016⁹

Community Life

The FCA was established around 2011 as part of community development initiative to make improvements to the Fairview area including organising community events (street parties), litter picking exercises and looking after flower beds on both London and Hewlett Roads. The Neighbourhood Co-ordination Group (NCG), supported jointly by the Police and Cheltenham Borough Council (CBC), was incorporated within the FCA, collating and providing information to help make the area safer.

⁸ <https://sites.google.com/site/cheltenhamnhwa/>

⁹ <http://www.police.uk/gloucestershire/AB3/crime/stats/>



Since the first closure of The Fiery Angel pub (later The Maple Leaf) in 2013 the FCA has been rejuvenated as an important organisation to support the development of the area. Under FCA management and leadership the annual Community Fireworks evening, managed and staffed by volunteers, has become an essential feature of the area and calendar. It has grown to an annual attendance of over 1,000 local, adult residents (children attend free) and is a large fund-raiser for the Community, local charities and schools in addition to providing income to the Cricket Club on whose ground it is held (<https://www.youtube.com/watch?v=AVdlRJbikUM>). Its increasing success has, in large measure, been due to the innovation of two, tailored displays with a unique, early display created specifically for pre-school children and families.

This in turn has led to funding and organising other social activities including an annual Christmas Party and, in 2015, an activity-based Active Together event exploring Fairview for which Gloucester County Councillor Colin Hay provided a grant. An art project has recently been initiated with the three, local junior schools. It will create a mosaic for a Fairview public space to enhance local awareness and pride in our local environment

FCA Commentary : *The biggest community challenge now lies before Fairview – to provide a community space for activities, socialising and meetings. The Maple Leaf pub was acquired in September 2015 by a developer with plans to convert it solely into residential housing. The CBC Planning Committee refused this proposal in February 2016 for the reason that it resulted “in the loss of a public house and associated function room which is a valued local community facility. Its loss would therefore be detrimental to the quality of life of local residents and to the sustainability of the Fairview Community.” The FCA then worked alongside the developer and his team over the past 11 months to ensure that the future plans continue providing a community facility as originally in the public house. On this basis a Planning Application was approved in December 2016.*

During these discussions a community group of interest has emerged - independent of the FCA. This Special Interest Group has several proposals (Maple Leaf Consultation presentation 26 July 2016) to utilise this space with a number of different components based on our research of what the local community want and can provide. This group is still working on its business plans with initial ideas indicating that it will likely take on the form of part retail, part food as well as an area for classes and working hub. It is important that this group has a stipulation that the space is available to the local community rather than it developing into a space that is used solely for private or commercial activity. This is planned to become available as a community facility on completion in 2018.

The Highbury Congregational Church is open to the community at numerous times of the day and provides a venue for community activities including church led ‘open to all’ activities including:

- A community café (every Thursday morning).
- Friendship group for those people living alone (on the first Saturday afternoon of every month).
- Parent and Toddlers group (Tuesday mornings).

- Regular children's film screenings

Other regular community activities available at Highbury through hire of its community space include Scout Group, Girl Guides, Slimming World and Monkey Music classes.

The Cheltenham Cricket Club is used on an ad hoc basis for non-cricket activities and these are organised through direct contacts within the club. Activities include private fitness classes, dance classes, art classes, choir practice, skittles evenings and private family functions. Berkhamstead School has used the field space for more than 50 years on a weekly basis throughout the year for sports and games as the school does not have its own facility.



Cheltenham Cricket Club

In addition to the cricket, the Club hosts an active social scene of both club and local community events. Their most significant events are the annual Beer Festival, screening of international sporting broadcasts and quizzes.

Economy

Employment

Figures for benefit claimants, available from Inform Gloucestershire's MAIDeN Neighbourhood Profiles show that in All Saints ward (which makes up around half of Fairview's area), 7% of residents are claiming benefits of some kind, which is in the top quartile for Gloucestershire. In the Pittville ward area (which makes up roughly the other half of Fairview), this falls to around 5%. The neighbourhood is almost exclusively residential and therefore has few employment opportunities within it, but is well situated for central Cheltenham retail and administrative employment, with the town centre being only 0.8 miles away and for the retail parks in the Kingsditch area (a 16-minute bus journey from the centre, or 2.3 miles in total).

Income

Fairview falls entirely into Middle Layer Super Output Area (MSOA) area Cheltenham 008, which was used to analyse average household income in England and Wales 2007-8. This area is in the middle quintile for income, with the average weekly income at £730 at that time.

Retail and eateries

Hewlett Road runs through the area and provides some local independent shops including a convenience store, chemist, florist, two hairdressers, traditional beer store, local cafe and a small furniture store.

On Winchcombe Street there are further local independent businesses including a beauty salon, two hairdressers, a chemist and takeaway food shop (the video store in the area closed in 2013). Fairview also includes one of two of Cheltenham's breweries in Battledown Brewery, together with its sister gin distiller Siblings, the 7th most-visited visitor attraction in Cheltenham (Trip Advisor).



Hewlett Road Shops (Cheltenham4U)

The Fairview Inn, reputed to be the oldest pub in Cheltenham, was situated on Fairview Road and has since been replaced by housing (The Lost Pubs Project, 2013). In addition the Fiery Angel pub located on Hewlett Road finally closed (as) in 2015 leaving only three remaining public houses of which two are located on Winchcombe Street; which cuts through the boundary of the area. These are all typical town-centre pubs with little, or no, outside space.

Planning Landscape

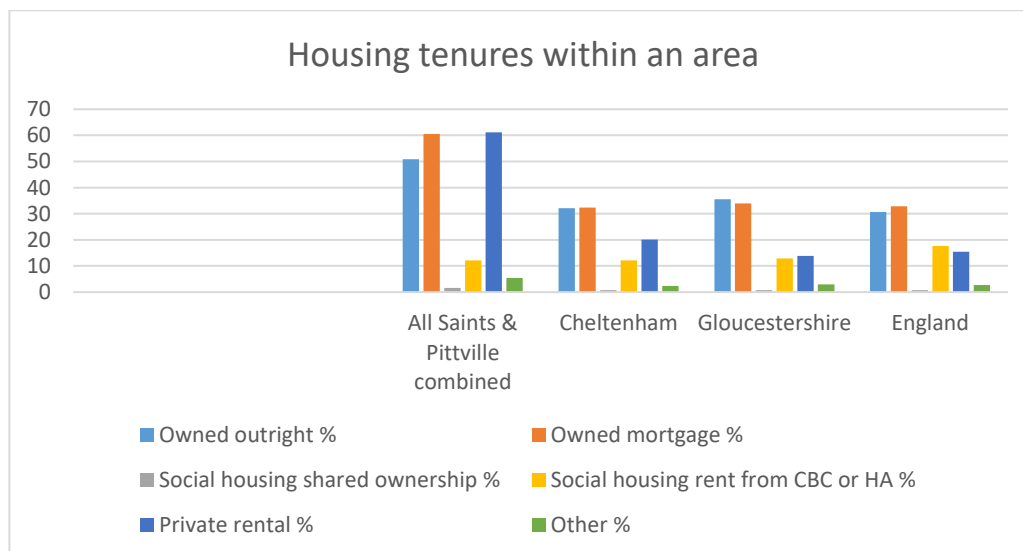
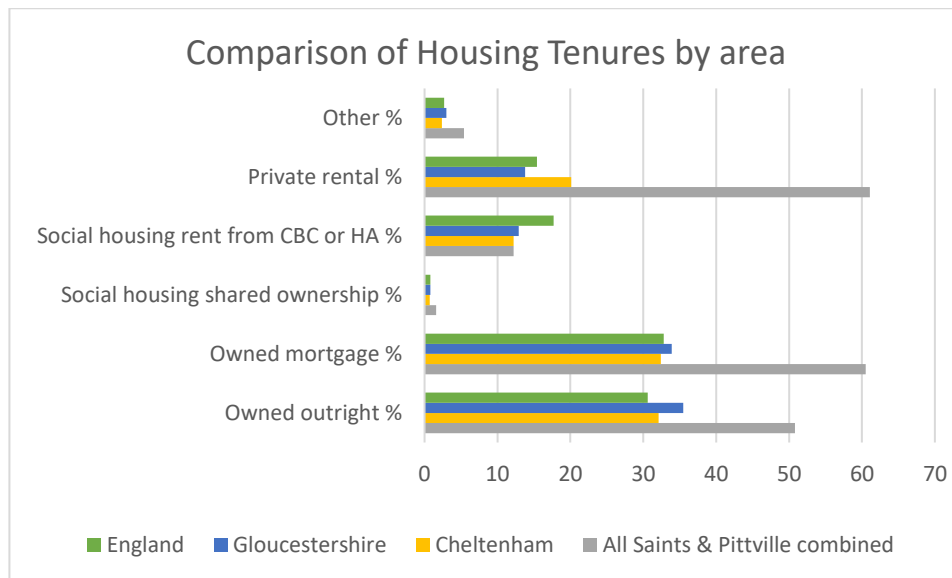
Pub closures such as those of the Britannia Inn and the Fairview pub, reputedly the oldest pub in Cheltenham, over thirty years ago have accelerated into a significant decline in the number of pubs within Fairview. Over the last decade four pubs have been lost to the area plus a further two on boundaries with Pittville and Oakley. The majority have been demolished and replaced with housing.

Within the last couple of years there have also been planning applications to replace the following local businesses: the Prince of Wales pub, the RAOB Club, a nightclub in Albion Street, a hotel in Hewlett Road and a warehouse with housing.

Housing

Housing Tenure – proportions

Across the neighbourhood, Fairview residents own outright fewer houses than the national and regional averages. Social rentals are also significantly lower than average. Balancing these two aspects out is the large number of private renters – more than double the national average and almost twice the Borough average.



Appendix 2: Consultation – Fairview Community Survey (June 2016)

The community survey was carried out as part of the Fairview Day. Most of the Fairview Day surveys were conducted face to face while some were taken away to be filled in and others were completed later online. GRCC compiled the results.

In total, 99 completed surveys were received. Not every person taking part in the survey answered all the questions, or all parts of questions. Please note, percentages may not sum exactly due to rounding. Responses to open questions have been categorised by theme and a summary of the number of responses in each category provided. The full comments for each question can be found in [Appendix 2a](#).

The Analysis

1. What are the three things you like most about Fairview?

The top three responses were:

- Close proximity to town (40)
- Friendly neighbours (37)
- Community Spirit (33)

The other things residents identified that they like most about Fairview are:

Local independent shops (including 2 mentions of the chemist) (28)	Parks (including mention of ABC, QE2, and Pittville Park) (20)	Schools (13)	Cricket (11)
Area in general/old buildings/architecture (11)	Easy access to facilities/good facilities for families/children (10)	Trees/flowers (7)	Mixed area/diversity (7)
Clean and tidy (5)	Near country (4)	Fireworks (3)	Beer festival (2)
House prices (2)	Pub in Grenfall Street (2)	Highbury church (2)	Running/biking (2)
Church (2)	Events (2)	Wildlife (1)	Bus services (1)

2. What are the three things you like least about Fairview?

The top three responses were:

- Parking (inc. town workers parking in Fairview/obstructive pavement parking) (42)
- Graffiti/rundown buildings (inc. Banksy/Maple Leaf/Battledown trading estate) (23)
- Traffic (inc. lorries – All Saints Road/too many cars/speed/narrow roads/travelling wrong way on one-way street) (16)

The other things residents identified that they like least about Fairview are:

Dog fouling (15)	Antisocial/criminal behaviour (13)	Lack of community space/venues (inc. pub/restaurant) (13)	Road condition/no cycle paths/ potholes (12)
Rubbish (lack of bins/glass on pavements) (12)	Condition of pavements (10)	Animals (barking dogs/seagulls/foxes) (3)	Property issues (new estates/listed buildings/prices) (3)
Lack of public transport (2)	Loan shop (2)	Tree issues (2)	No seat in shops (1)
Gate between All Saints/Jersey Avenue (1)	Lack of play area (1)	People from other Cheltenham areas (1)	

3. What is your opinion on the following in Fairview?

Respondents were asked to give a rating of 'Very good', 'Good', or 'Poor' on a variety of aspects of Fairview, or to indicate if they had 'No opinion' on an issue. The ratings are set out in the table below with percentages given for each option. Not everyone ticked an option on each issue, so those who did not respond are recorded as 'No answer'.

	Very Good %	Good %	Poor %	No opinion %	No answer %
Play facilities	16	41	17	16	9
Meeting rooms	3	25	28	37	6
Even space for hire	8	23	29	34	5
Sports facilities	9	31	29	21	9
Buildings – condition	13	62	8	10	7
Buildings – design	22	54	10	8	6
Pathways	4	42	35	7	11
Cycle paths	2	12	60	15	11
Open spaces	17	48	20	7	7
Employment opportunities	7	22	14	40	16

An 'Other' option was included, inviting residents to make their own suggestions. Seven comments were added. These are listed below:

Comments

- We have a mixed view of building design
- Some cycle paths against traffic
- More PSCOs
- We need another meeting room now The Maple Leaf has closed

- Play facilities n/a at moment
- Roads very poor
- The Banksy building is a disgrace

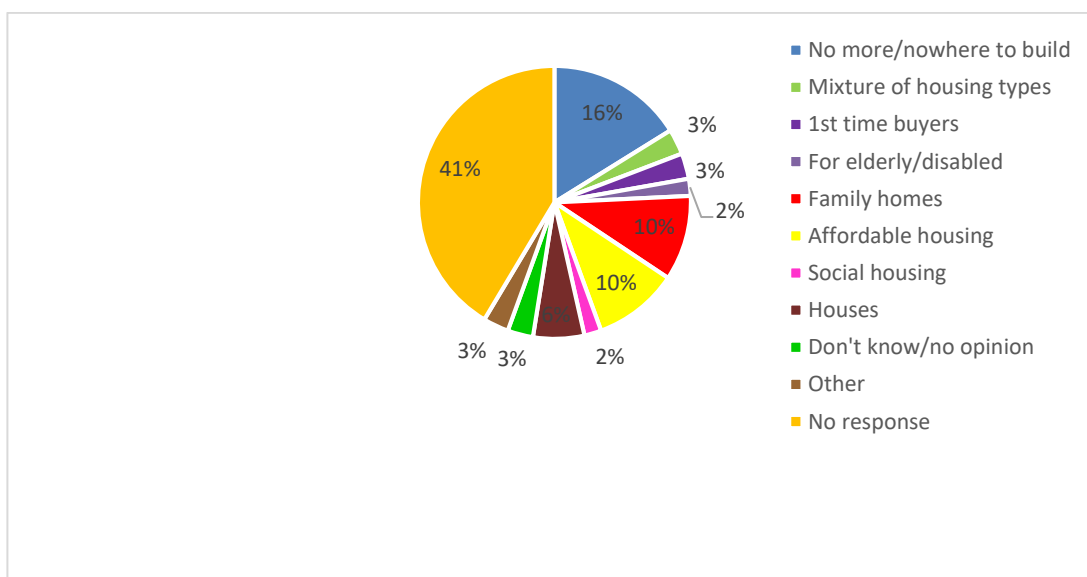
4. Use the space below to explain your answers further and give ideas for improvement

Residents were given the opportunity to expand on their thoughts and to make any other suggestions for improvement that they wished. A selection of comments are set out below, and the full comments can be found in the appendix:

- Maybe we need a multi-use space where local parents and children can meet and play, have their birthday parties, music, art and crafts, yoga, discussions, talks etc. can be arranged from time to time by interested parties without a profit motive, religious or political agenda
- Some pavements on Hewlett Road and All Saints Road very poor. I have tripped up lots of times
- Tenants/landlord responsible for condition of outside of buildings some are really scruffy and awful (St Anne's). Nowhere to open to sit, could do with more seats in spaces - near Londis
- Design of modern blocks of flats planted in middle of attractive houses is very unattractive eg flats replacing Greyhound Pub in Hewlett Road, and also St Anne's Road (or Terrace) off Hewlett Road
- It is a lovely place to live (we have for 24 yrs) our children went to Holy Trinity Primary, cycle path would be very useful. Footpaths need to be kept clear of dog mess and greenery!
- Parking a nightmare as people working in town park in residential street (eg Jersey Avenue) all day so locals can't park outside own home. Same applies to builders trucks and wardens don't come down that far
- Pavement refurbishment need to be given priority. We could follow Bath Road example and cheer up ugly street equipment...roundabouts..etc
- Pavements and road could be improved, Duke street should be one way traffic

5. What type of housing do you think is most needed in Fairview?

This was an open text question. Responses have been grouped by category to produce the chart below. Those who did not respond to this question are identified as 'No response'.



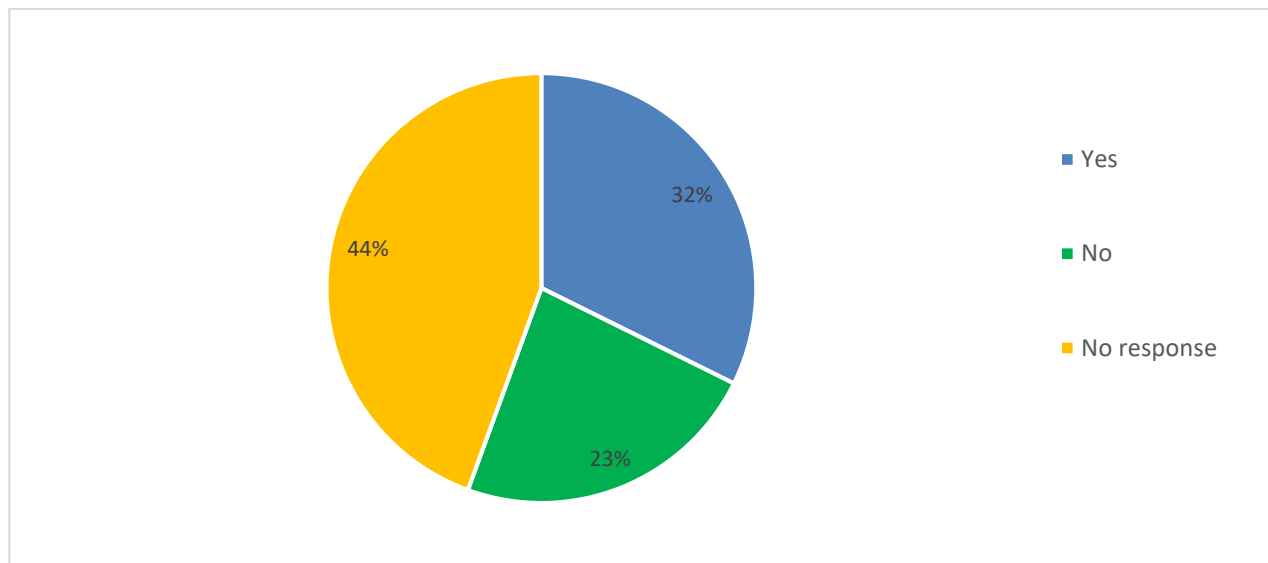
The responses in the 'Other' category were:

- Too many to let
- Filling in places like Carlton Street, Old PO building, etc
- Not apartments due to the lack of parking

The highest number of responses (16%) were that there is no need or no space for more housing in Fairview.

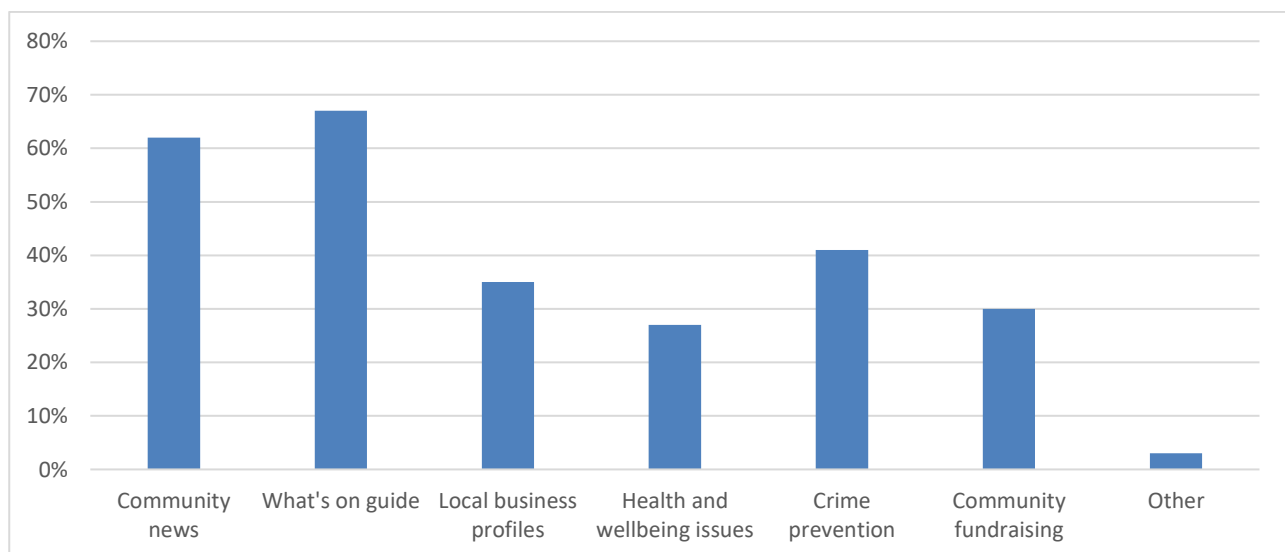
In addition to the categories indicated in the chart, 5% of responses made specific reference to the necessity of including parking within any new housing developments.

6. Are you aware of the Fairview Community Association website?



7. Which of the following Fairview Community Association website sections would you find useful?

Respondents were able to select more than one answer.



The comments under 'Other' were:

- Tell us who are the people organising things
- Larger social gathering spaces
- Links to wider Cheltenham

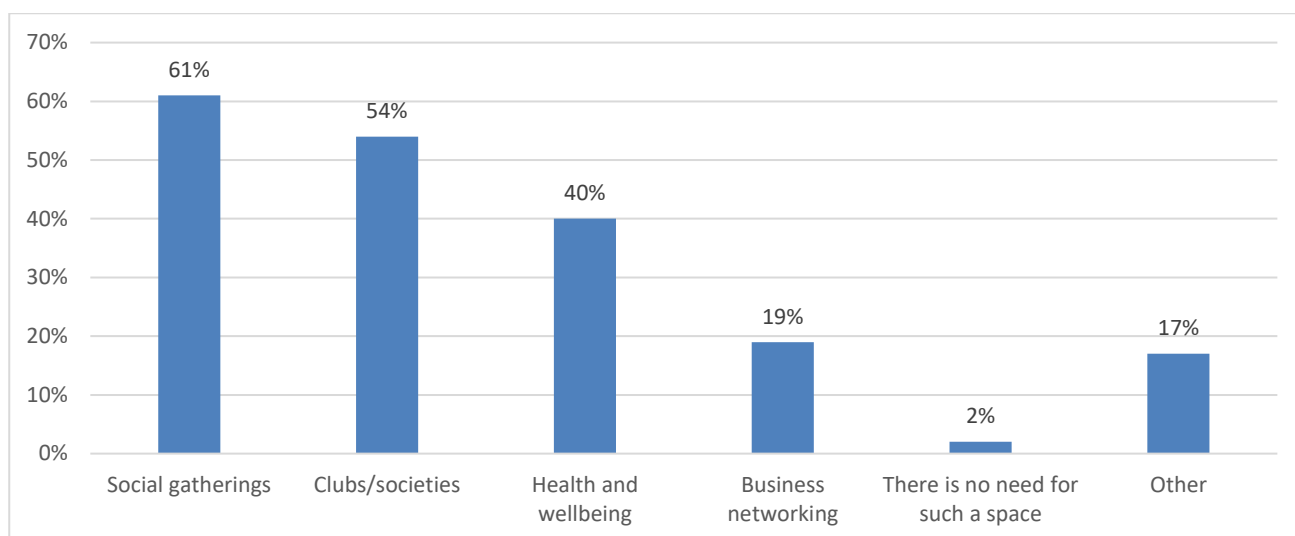
8. How can we build a stronger community in Fairview?

This was an open text question. Answers were received from 52 respondents. These responses have been divided into themes, with responses providing more than one suggestion being divided between the themes as appropriate. Full comments by theme can be found in the appendix.

Theme	Number of responses	Selection of comments
Community events/activities	27	<ul style="list-style-type: none"> • Community day excellent idea • More community functions • Make best use of regular events • More events at Cricket ground • The Teddy Bear trail is a great start – well done! Cherry blossom festival in Berkeley Gardens
Communication	9	<ul style="list-style-type: none"> • Promote what is going on locally • More newsletters/communications with community events • Have a noticeboard by the shops
Community involvement/partnerships	7	<ul style="list-style-type: none"> • Involve people who live in it • Get more people involved
Meeting places	9	<ul style="list-style-type: none"> • Encourage growth of coffee shops/pubs/schools • Pub re-open in Hewlett Road • Community centre – possible pub • Activities at Maple Leaf could be really valuable
Other	6	<ul style="list-style-type: none"> • With flowers • As you are doing • Keep on doing what you are doing. Momentum is happening

9. The Fairview Community may be offered a community space in the Maple Leaf pub redevelopment. This depends on support and interest from local residents. If this space became available, how would you use it?

Respondents were able to give more than one answer to this question. The comments added under 'Other' are listed after the chart – some of these are specific suggestions for one of the other options, such as yoga or a youth club, rather than additional ideas.



'Other' comments:

- Yoga
- Fitness space, gym
- Youth club
- Children's parties
- Keeping this building as community area is vital
- It would be very useful, Axiom Equipment
- Scouts
- Pub!
- A community centre could support the Fairview community ethos. Please refer to the AXIOM centre – closed and forever missed by a large number of the Cheltenham population
- Yes this would be an excellent use for the building. (Although I would not use it for office space – this could be very useful for others)
- Discussed at N Watch. Only difficulty will be the parking problem
- Art Club
- Kids art classes
- Small exhibition/gallery space (occasional use)
- What is the Maple Leaf pub development?
- Internet access and job club
- A smaller bar would be good

10. Which of the following neighbourhood activities do you support?

Respondents were able to tick both options if they wished, which 32 did. 58 respondents did not tick either option.

- Fairview Community Association continuing to consult with and work for our community: 37
- Volunteers working to help enhance our neighbourhood and community: 36

11. Any further comments about Fairview

13 people made additional comments, as below:

- Nice but dull
- Wish I could afford to live here!
- Lived here 33 years, love living in my house. Don't use the area much.
- Thank you for your efforts!
- Need something for the teens..a basketball centre – ABC? A shelter to sit under ABC and other places like Pittville Park
- Faster appointments even if not with a GP
- Lack of rubbish bins
- Please sort out the parking. I worry about emergency services not having access
- The 'Banksy' building is a disgrace. A tourist site lost by a council dragging its feet
- Excellent day with lots of engagement from families
- We do love living in Fairview but do feel there is a slight lack in community spirit
- Sixways
- **[Please note: minor edits made to preserve anonymity]** I live near Fairview and like the area. I do have one comment to make about the community day: compared with other areas e.g. Prestbury/The Suffolks there was very little publicity. Also things were very spread out so no-one knew where anything was or what time things were happening. The poor Guides had no-one there at all when I went past and I only saw them when I parked up to go to Havanas. Some big flags and huge arrows pointing things out were desperately needed and I saw some very confused looking people wandering around near the dentist, as Fairview is a large area. The posters could have been quite a bit bigger and banners/bunting on Pittville gates plus signage. I live only a street away and if my daughter hadn't said about it, I would have had no idea. Also, Bishop's Cleeve had a PA system announcing what was on, so people knew. Your area is much more spread about, so this is difficult, and you captured quite a few people going up Prestbury Road but only a tiny number of people know what was happening. Maybe the Guides could have been moved to just behind Pittville gates (where the double yellow lines are) so everyone is together and captures Prestbury Road. Alternatively, move dancers, dog shows (always popular) and Guides to Pittville Circus so all's in one place with lots of big signs directing people to the group of shops in Prestbury Road - even ask air cadets/guides etc to act as Guides (muggers!!) to point people the right way. Maybe use big gloves/hands like the Olympic games makers. Music helps loads but of course, you have to think about local residents. Maybe work on this for the Cheltenham half marathon as lots of shops in Winchcombe Street and Montpellier have stalls/jelly babies/music when runners go past and supporters wait. Even if you don't sell as such, people may want then to go back to the area.

Appendix 2a

Q4. Full comments – ideas for improvement

- Maybe we need a multi-use space where local parents and children can meet and play, have their birthday parties, music, art and crafts, yoga, discussions, talks etc. can be arranged from time to time by interested parties without a profit motive, religious or political agenda.
- To deliver meaningful services where they benefit the least well off
- Tenants/landlords responsible for condition of outside of buildings. Some are really scruffy and awful (St Anne's). Nowhere to open to sit, could do with more seats in spaces – near Londis
- ABC park could do with a revamp
- Roads are very bad/bumpy. Litter is terrible, especially on Selkirk Street
- ABC Park is poor. No cycle paths
- Some pavements on Hewlett Road and All Saints Road very poor. I have tripped up lots of times
- Pavements in Elder(?) Road uneven; Pittville Circus Road very many potholes - needs repair
- Improved roads and pavements
- Areas where pavements are sinking causing uneven and dangerous sections of pavement could do with being repaired
- Design of modern blocks of flats planted in middle of attractive houses is very unattractive eg flats replacing Greyhound Rub in Hewlett Road, and also St Anne's Road (or Terrace) off Hewlett Road
- Please tackle the drug problem
- I've always used other church halls/village halls for events as there doesn't seem to be many locally
- Pot holes problem
- Parking dreadful
- Parking a nightmare as people working in town park in residential street (eg Jersey Avenue) all day so locals can't park outside own home. Same applies to builders trucks and wardens don't come down that far
- Litter picking
- More cycle paths, dog fouling getting worse
- Better cycle routes, better pavements for prams
- Local pub and café
- Permit parking; signs and fines for dog poo
- Pavement refurbishment need to be given priority. We could follow Bath Road example and cheer up ugly street equipment...roundabouts etc
- A Booklet of photographs of area on show would be appreciated
- Ideas in section 7 - Maple Leaf could be a valuable asset
- Traffic along Hales Road causes bad congestion, at roundabout near Tesco also traffic along Eldon Road. Speeding. I like all the trees in the area - good for the atmosphere
- Hoping to find out more after the walk!
- Lots of dogs' mess
- Safer parking areas
- Only one play park, the ABC. Resurface Pittville Circus Road
- Restore the Banksy please!



- Pavements and road could be improved. Duke Street should be one way traffic
- Real community hub
- It is a lovely place to live (we have for 24 yrs) our children went to Holy Trinity Primary, cycle path would be very useful. Footpaths need to be kept clear of dog mess and greenery!
- The provision of younger children's play equipment
- The buildings conditions will improve soon
- No sports facilities within easy reach
- I would like more pcos or police patrols around the school and ABC park to discourage antisocial behaviours that seem to be increasing in frequency. The Banksy house, street behind it are in a very bad condition and look awful. It's a shame the local pub has failed so many times. Mostly due to the same clientele
- Make the landlord clean it up or paint it over (*relates to the Banksy house*)

Q5. Full comments – housing type

- Is there somewhere to build?
- Nice mixture. Lots of old and families
- Nowhere to put it
- First time buyers 25-25 year olds
- None
- Affordable
- No more there is enough
- Affordable housing
- More flats in the area for the elderly
- Starter homes first time buyers
- Affordable to buy houses
- Affordable housing
- Family housing
- Terraced family housing
- Don't know
- I don't believe there is any space for more housing!
- All ok
- Family
- Tricky – don't think there is any room for more houses!
- Family and elderly provision
- Low cost affordable housing
- Not social housing but more affordable
- Social housing
- No opinion
- None
- More opportunity for first time buyers
- More assisted bungalows
- Too many to let
- Family homes
- Family 2-3 bed

- Filling in places like Carlton St, Old PO building, etc
- I think Fairview is well served for housing, can't think of a need
- Affordable
- Houses with integral parking
- Family housing
- Housing with consideration for parking. Council cannot expect people coming into town for work or shopping to all come by bike!
- Housing with parking
- Not apartments due to the lack of parking
- More family housing at more affordable price
- More social housing
- No space for more housing
- Current is sufficient
- Everything above
- Two bed houses
- Family home with parking – but nowhere to put them
- Not enough room for more
- No more needed
- Don't know
- Affordable housing for families on medium incomes
- Affordable
- 2-3 bed reasonable cost housing
- Housing that complements its surroundings, that also have driveways to ease parking issues
- Detached. High ceiling houses (not flats)
- None. There is already an adequate range of varied housing sizes and designs.
- Terraced family homes
- Preferably no more
- It's fine as it is.
- Affordable

Q8. Full comments – Building a stronger community

Community events/activities (27)

- Community day excellent idea
- More community functions
- More events like this
- Make best use of regular events
- Events
- Days like today, more events at Cricket ground
- Street party perhaps? More events
- More events like this
- More meeting and events
- More events like today
- More events to bring community together

- More events
- More regular community activities at cricket ground
- Events like this are excellent
- Events like this
- A small garden/renovation project
- Organise more events like this
- More events like this
- More events like today
- More events for community – like today!
- The Teddy Bear trail is a great start – well done! Cherry blossom festival in Berkeley Gardens
- Charity events
- More events, litter picking, volunteering, etc
- More community activities
- To continue with the wonderful family-friendly events that bring everyone together
- Continue with the Fairview community activities – fireworks, Fairview day, perhaps a street fair or family picnic day, a bouncy castle will always attract people!
- I think you have started with Fairview day

Communication (9)

- Leaflet drop (admittedly expensive) to all homes with info about FCA
- Advertising
- Promote what is on locally
- More newsletters/communications with community events
- Newspaper flyers
- To promote the activities of the Association regularly
- Have a noticeboard by the shops
- Continue to communicate well with neighbours
- Keep up communications, leaflet drops at the houses to increase awareness.

Community involvement/partnerships (7)

- By meeting regularly to express new ideas about the community
- Involve people who live in it
- Link in with PAB and other associations active in the area; develop partnerships in this way; a collective sense. Neighbourhood Watch
- Try and get more people involved
- Get more people involved
- Stronger community ties
- Encourage more volunteer participation

Meeting places (9)

- Encourage growth of coffee shops/pubs/schools
- Utilise the Fiery Angel
- Pub re-open in Hewlett Road
- Community centre – possibly pub

- Activities at Maple Leaf could be really valuable
- Have a community meeting place
- Need a local 'hub' venue: something that is 'multi use' e.g. Fiery Angel being adapted for multi-use pub/meeting room/post office/ internet café
- Community space
- Have a community centre and reopen pubs

Other (6)

- With flowers
- Look people in the eye without fear and relax, perhaps look up from the pavement and smile sometimes instead of hurrying inside and locking the door to avoid any contact.
- As you are doing
- Good luck
- Keep on doing what you are doing. Momentum is happening
- Look out for each other

Appendix 3: Workshop Outputs

FCA representatives attended the workshop and considered the findings from the profile and community engagement activities, as well as their knowledge of previous workshops/events. They used this information to compile aspirations and then considered objectives which would need to be met in order to meet each aspiration.

Aspect	Aspiration (by 2031, Fairview will be.....)	How we know this	Other points raised (e.g. potential solutions/ reality check)
Getting around	<p>High level aspiration</p> <p>Fairview will be a safe place to cycle and walk.</p> <p>People will be encouraged to use cycling and walking routes to get to work/shops / schools 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 new development/ change of use applications. • Improvements in cycling routes and space • Tackling Inconsiderate parking • Availability of additional parking for residents 	<p>One of most populated areas in Cheltenham. Number of flats and smaller homes mean a large number of households in the area (Ref: Community Profile)</p> <p>Criticisms of current systems for cycling where, in some places, cyclists go against the flow of traffic (Ref: Community Survey)</p> <p>Lack of joining of cycle routes</p> <p>Parking issues identified, especially parking on pavements restricting access for pedestrians</p>	
Community – the environment	<p>Higher level aspiration</p> <p>To achieve a balance between residential dwellings, community spaces and buildings and economic (retail and non-retail) buildings.</p> <p>The achievement of this aspiration requires the following objectives to be met:</p>	<p>Closure of 4 public houses in the past 6 years</p> <p>No public indoor community space</p> <p>Currently ‘top heavy’ in terms of residential development- which causes parking issues.</p>	<p>If brownfield sites are developed they should be for mixed use, not for residential only.</p> <p>Mixed developments defined as a combination of small work units, useable green space which complements other</p>

	<ul style="list-style-type: none"> Address the current imbalance where there is a large proportion of residential dwellings and flats and little community space, meeting places and non-retail business space. Improved Fairview based provision (e.g. Doctor's surgery, dentists) 	<p>Limited land available for development but some industrial units seem unused</p> <p>People from Fairview tend to go outside the area for local facilities (e.g. no Dr surgeries, one primary school. Aspiration for people to access facilities locally (and walk/cycle to them)</p> <p>More 2-3 bed homes required- not flats (Ref: Community Survey)</p>	<p>green space in the areas</p> <p>A genuine community meeting place (like community halls in villages and towns)- for hire by local residents, for local community association meetings, , meeting (Ref: Maple Leaf Consultation & Community Survey)</p>
Community spaces – buildings	<p>High level aspiration</p> <p>Creation of a social community meeting space for Fairview residents</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> Identification of suitable location Sourcing funding Recognition that people make communities- not just spaces Make best use of the willingness of stakeholders to engage 	<p>Discussions re Fairview Hub (on old pub site) is welcome. There will still be a need for a local community, social space (Ref: Community Survey). Survey showed desire for local clubs and activities- yoga,</p> <p>Strong link between community spaces and community cohesion</p>	<p>Pittville also does not have a community meeting space</p> <p>Although there is a church, this is currently well used therefore little scope for additional activity. Likewise – cricket club. Some people do not feel comfortable entering churches/ pubs for community events.</p>

Appendix 4: Previous Consultations and Events

Fairview Community Association has taken advantage of opportunities to participate in consultations by the borough or county council. In its meetings it has also considered issues raised by community members. Knowledge of these responses and issues were brought to the discussions when considering Fairview's future priorities.

- Community Consultation evening on the 26th July 2016 to discuss establishing a community space in the Maple Leaf development on Hewlett Road. 35 attendees including councillors and local MP.
- Fairview Community Association Bi-annual General Meeting on the 11th April 2016. 15 attendees. Agenda included
 - Integration of a part of the Charlton Kings Parish Council into the Fairview Neighbourhood Co-ordination Group which increases the Fairview area to around 7000 residents.
 - Consultation meeting on the changes to the transport system in Cheltenham plus recognition of green spaces in the area.
 - FCA Involvement with the rejection of planning permission to convert the Maple Leaf pub into flats and defining the building as Community
 - Fairview Day and consultation with community with the support of GRCC
- Fairview Community and NCG meeting on the 13th July 2015. 12 attendees. Agenda included:
 - Community Initiative – With no physical community centre locally the community are keen to work towards creating a virtual hub that can provide a place to share local information. The starting point of this is the community website followed by the Fairview Day in 2016.
- Fairview Community and NCG meeting on the 14th December 2014. 21 attendees. Agenda included:
 - Introduction and initial assessment to the Cheltenham Borough Council Local Green Spaces project with GRCC
- Fairview Community stakeholder's workshop in October 2013. 45 attendees. Output from the workshop provided ideas and issues (including spatial and action planning) for the community association to take back to the residents for future consultation.