

CHEL TENHAM BOROUGH

# ENGAGING COMMUNITIES PROJECT REPORT

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## PART 1 PROJECT SUMMARY REPORT

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January 2017

Report compiled by GRCC, working in partnership with  
communities in Cheltenham Borough and Cheltenham Borough  
Council

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## Section 1: Introduction and context to the project

Cheltenham Borough Council, Tewkesbury Borough Council and Gloucester City Council are working in partnership to produce a [Joint Core Strategy \(JCS\)](#) - a co-ordinated strategic development plan to show how the Cheltenham, Tewkesbury and Gloucester local authority areas will develop during the period up to 2031. The JCS considers high level strategic planning issues such as strategic housing allocations, each of over 450 dwellings, across the planning area

In parallel with the later stages of JCS production, each local authority is producing its own Local Plan which will be used in conjunction with the JCS and will focus on delivering growth on smaller local sites within the local authority boundary. The Cheltenham (Local) Plan will provide positive strategies and policies that will, for example, help to unlock brownfield sites and support businesses to start up, encourage growth and help improve the town's overall economic productivity.

The Cheltenham Plan is being delivered into two distinct parts with part one being delivered ahead of part two. Each part will comprise distinct planning topics, which include:

- **Part one:** An economic strategy and policies; local green space designations and policies; the allocation of future development sites in the town
- **Part two:** Heritage and conservation areas, retailing (with the JCS review), natural environment, culture and recreation.

GRCC (Gloucestershire Rural Community Council) was commissioned by Cheltenham Borough Council in 2016 to support communities in Cheltenham Borough to consider their aspirations and present these in order to inform the Cheltenham Plan. This work has been funded by Department of Communities and Local Government (DCLG) as part of its Neighbourhood Planning and Local Planning Service Redesign and Capacity Building Pilot Programme.

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.

GRCC is a registered charity (number 1054282) and a Limited Company (number 3181755), which exists to support Gloucestershire's communities and has considerable experience of providing independent, neutral advice to groups on community-led planning so that they can consider their needs and aspirations and can plan for their future, using frameworks such as parish plans, neighbourhood plans, design statements and community prioritising.

In the context of the CBC Engaging Communities Project, GRCC's role has been to enable groups to understand the process of community-led planning and to provide them with practical, pragmatic support as they explore key ideas, issues and aspirations for consideration by CBC. GRCC has subsequently compiled the community's work into a report. It has not been GRCC's role to carry out the work on behalf of communities, nor to make decisions on behalf of communities, nor to make recommendations to CBC.

The Cheltenham Engaging Communities Project Report has been compiled by GRCC, working in partnership with organisations and leaders in twelve communities. The report is structured in 2 parts:

Part 1 of the report (this document) provides a summary of activity as an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.

Part 2 of the report is presented as 12 separate documents, each containing a Chapter 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, plus relevant previous activity. Extracts from each community's Chapter are also included in Annex B of this report.

List of Part 2 Chapters (full chapter content can be found on [the website](#))

Chapter 1 - Benhall and The Reddings

Chapter 2 - Charlton Kings

Chapter 3 - Fairview

Chapter 4 - Leckhampton with Warden Hill

Chapter 5 - Oakley

Chapter 6 - Pittville

Chapter 7 - Prestbury

Chapter 8 - St Marks and Hester's Way

Chapter 9 - St Paul's

Chapter 10 - Swindon Village

Chapter 11 - Town Centre

Chapter 12 - Up Hatherley

The information contained in Parts 1 and 2 of this report will be considered by CBC in conjunction with evidence collected by CBC officers on development needs which the CBC Local Plan is required to deliver. The Local Plan will also be informed by other parallel community engagement and research initiatives, allowing CBC insight into local community needs including the Place Making Strategy development focussing on Cheltenham's economic growth (report due March 2017).

## Section 2: Methodology

Building on the work of the Local Green Spaces Study, Cheltenham Borough Council determined the twelve communities that GRCC worked with for the project. GRCC and Cheltenham Borough Council Officers co-worked to produce a Cheltenham Engaging Communities Project Toolkit to provide a framework for communities and some consistency in terms of approach. The toolkit can be found in Annex A and was introduced to groups during a Cheltenham Borough Neighbourhood Co-ordination Group (NCG) meeting in July 2016.

GRCC approached and worked with the five parish councils in Cheltenham Borough and with leaders from the established non-parished Neighbourhood Co-ordination Groups. Early meetings with the groups enabled the context and criteria for the project to be clarified, plus consideration of a community profile framework and desk top research conducted by GRCC. This initial outline profile framework was produced by GRCC for each of the twelve areas and considered history, economy, housing, community services, transport, physical environment and demographics. GRCC used desk top evidence to populate the profile with core information. Communities then used their local knowledge and expertise to amend their profile and ensure that it accurately reflected the current situation.

The initial meetings were followed by bespoke ongoing support by GRCC, recognising the different levels of capacity within the areas and bearing in mind how the work could maximise benefits to any parallel initiatives, e.g. Neighbourhood Development Plans (NDPs) and Parish Plans in development. Each organisation was encouraged to consider opinions from the wider community. The approach was based on principles of understanding the current situation, considering strengths and needs in the neighbourhood and then focussing on future needs. A holistic approach was adopted, allowing communities to discuss a wide range of issues of relevance to the community rather than restricting them to land use/ planning-specific topics. GRCC's experience indicates that allowing general discussions with some planning prompts, then drawing out planning related issues is a more effective way to support community-led planning. Each organisation was encouraged to consider results of research and engagement activities and to conclude by drawing up community aspirations for their area. They were then asked to consider what would need to be addressed in order to achieve those aspirations.

### How groups engaged with their wider communities

It was recognised that many of the organisations tasked with developing and presenting their community's aspirations as part of this project are embedded in their neighbourhood and therefore have a sound understanding of local needs. However, as one of the aims of the Cheltenham Engaging Communities Project was to enable the wider community to have an input, each organisation was encouraged to consider how they would reach their wider community. The extent of this broader engagement varied considerably due to timescales, other priorities for communities and individual groups' capacity.

The following table provides an overview of the key organisation involved in the production of their Chapter for Part 2 of the CECR Report, working with GRCC. The table also outlines engagement methods used by the group and support received from GRCC.

Further details of each community's approach can be found in Annex B, and full details of outputs from surveys, focus groups etc. can be found in the respective Chapter for each community which, together, form Part 2 of this report.

## Summary of each community's approach to the Cheltenham Engaging Communities Project (CECP)

Geographic area	Key partner organisation	Relevant previous community engagement activity / information	Group's CECP activity and engagement with the wider community	GRCC Support provided	Links with existing or planned activities
<b>Benhall</b>	Benhall Residents' Association	Previous Residents' Association meetings / AGMs  Work on Local Green Space Study	Benhall Community Workshops November 2016 and January 2017	Profile framework production  Workshop facilitation  Guidance on community engagement activities	Ongoing Residents' Association activities
<b>Charlton Kings</b>	Charlton Kings Parish Council	Previous parish council meetings and initiatives  Work on Local Green Space Study	Interactive sessions during parish council meetings  Parish plan questionnaire  Parish council working group workshop	Profile framework production  Advising on the parish plan and CECP process  Survey and data analysis support  Workshop facilitation	Charlton Kings Parish Plan process
<b>Fairview</b>	Fairview Community Association	Previous Community Association meetings, AGMs and community communications  Work on Local Green Space Study	Community Survey  Fairview Community Association workshop	Profile framework production  Community survey support at events and analysis  Workshop facilitation	Creation of a community meeting space for Fairview residents

				Guidance on management of Community Buildings	
<b>Leckhampton with Warden Hill</b>	Leckhampton with Warden Hill Parish Council	Development of a Concept Statement for Leckhampton with Warden Hill 2012-13 Community consultation survey 2015 Cheltenham Partnership Connecting Communities surveys 2015 Community traffic surveys Work on Local Green Space Study	Analysis of community survey Drawing together elements of previous work	Profile framework production Process advice – NDP and CECIP work Overview analysis of 2015 survey	Neighbourhood Development Plan (NDP) process
<b>Oakley</b>	Oakley Neighbourhood Project (ceased to operate in November 2016) and Oakley Regeneration Partnership	Previous community consultations e.g. Oakley Wheeled Space Project 2015, Community Activities Survey 2012 Work on Local Green Space Study	Community Survey Oakley Regeneration Partnership Workshops	Profile framework production Guidance on process Desktop analysis Workshop facilitation	Transition and community audit following closure of Oakley Neighbourhood Project
<b>Pittville</b>	Pittville Neighbourhood Co-ordination Group	Previous NCG meetings Work on Local Green Space	NCG meeting discussions Community priorities workshop	Profile framework production Guidance on CECIP	Plans for enhancing Pittville Park Campaign group work

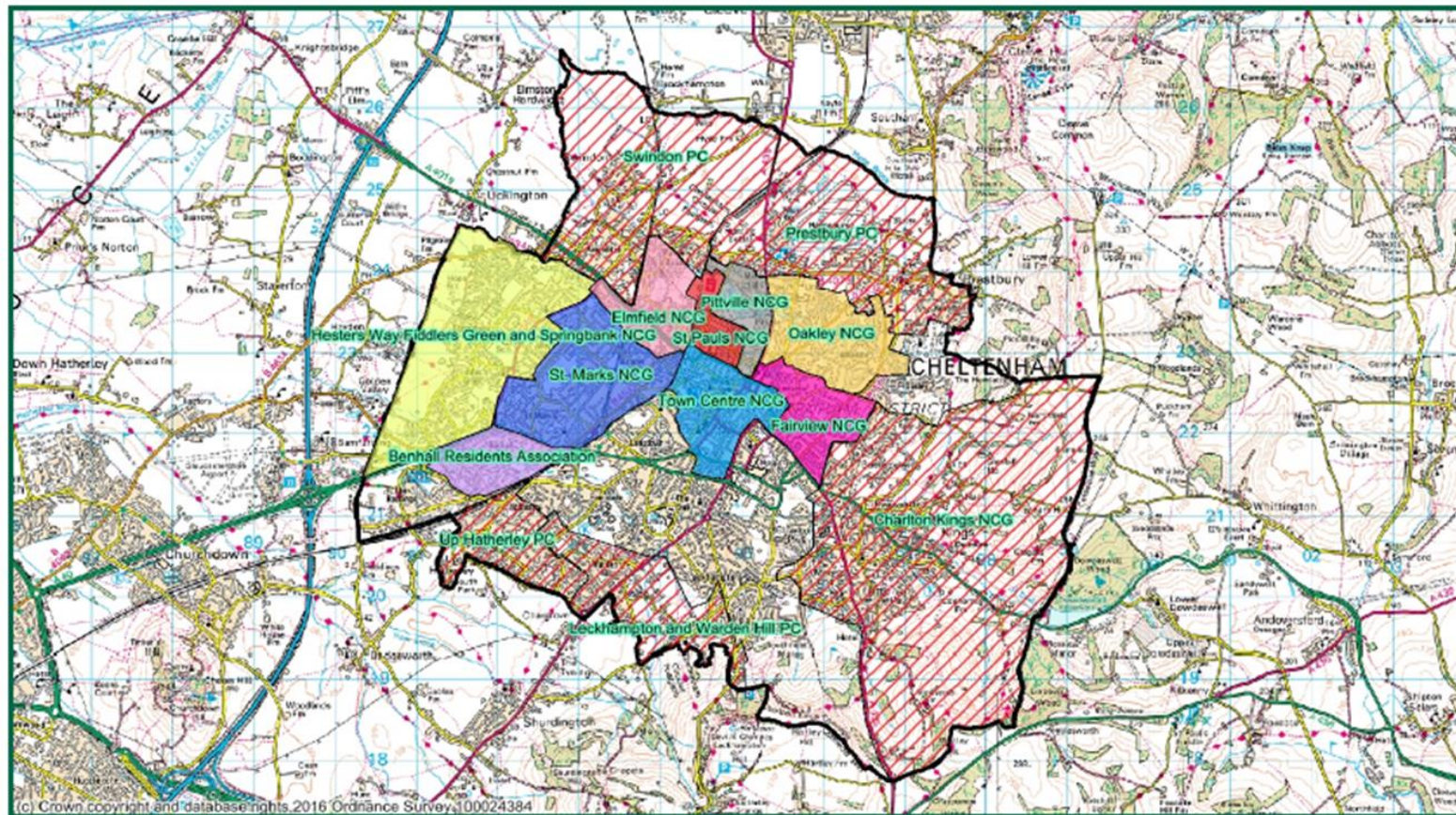


	(NCG)	<p>Study</p> <p>Work of other community groups, e.g.:</p> <p>Survey 2015 by a campaign groups re possible establishment of a parish council</p> <p>Friends of Pittville engagement activities</p>		<p>process</p> <p>Workshop facilitation</p>	to establish a parish council for Pittville
<b>Prestbury</b>	Prestbury Parish Council	<p>Previous parish council meetings</p> <p>Newsletter Publication</p> <p>Work on Local Green Space Study</p>	<p>Prestbury Parish Council</p> <p>Workshop for parish councillors and residents</p>	<p>Profile framework production</p> <p>Involvement in Parish Council meetings discussion groups</p> <p>Workshop facilitation</p>	Parish Council Action Planning
<b>St Marks &amp; Hesters Way</b>	Hesters Way Partnership	<p>Previous community consultations and communications</p> <p>Neighbourhood Forum set up and research</p> <p>Work on Local Green Space Study</p>	Neighbourhood Development Plan (NDP) Forum workshops	<p>Profile framework production</p> <p>Guidance on Neighbourhood Development Planning-meeting attendance and facilitation of workshops</p>	Neighbourhood Development Plan (NDP) process
<b>St Paul's</b>	St Paul's Residents Association	Previous community consultations and	<p>Community Survey analysis</p> <p>St Paul's Community Workshop</p>	Profile framework production	Ongoing Resident Association activities

		communications Work on Local Green Space Study		Attendance at community events and analysis of survey responses. Workshop facilitation	
<b>Swindon Village</b>	Swindon Parish Council	Previous community consultations / communications Parish council meetings Work on Local Green Space Study	Community Survey Swindon Parish Council Workshop	Profile framework production Engagement activities Attendance at community events and survey analysis Workshop facilitation	Parish Council ongoing consideration of the Joint Core Strategy (JCS) and new development
<b>Town Centre</b>	West End Partnership	Previous community consultations / communications Lower High Street Regeneration Project 2016 Work on Local Green Space Study	Community Survey Town Centre Neighbourhood Coordination Group (NCG) workshop	Profile framework production Survey and data analysis Workshop facilitation for West End Partnership	Cheltenham West End Partnership Green Spaces/ Parks consultation and Lower High Street Re-generation Project
<b>Up Hatherley</b>	Up Hatherley Parish Council	Previous parish council meetings Work on Local Green Space Study	Community survey Parish Council working group focus group consideration of responses	Profile framework production Survey and data analysis Focus group meeting facilitation	Parish Council action planning

The map on the next page shows the relative location of the neighbourhoods and parishes in Cheltenham Borough. It should be noted that there are several boundaries in existence, including Ward boundaries, parish boundaries and additional non-statutory boundaries to form Neighbourhood Co-ordination Groups based on neighbourhood policing areas. Annex B contains a short description of the location of each community and key points derived from each community's profile. Fuller descriptions can be found in the relevant Chapters which form Part 2 of this report.

## Map of Cheltenham Borough Neighbourhood Co-ordination Group and parish areas



NCG Structure 2016

1:65000

25 August 2016



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## Section 3: Community Findings

Communities' work on the CECF resulted in the production of a list of key aspirations, together with aspects to address in order to achieve them. This section provides an overview of those aspirations, firstly by community and then by theme. A summary of survey responses and/or SWOT analysis (strengths, weaknesses, opportunities and threats) which contributed to the formation of these aspirations can be found in Annex B and further details can be found in the individual chapter for each community, in Part 2 of this report.

### A) Key messages by community

#### 1. BENHALL AND THE REDDINGS

**Aspiration 1: Benhall community will be supported by appropriate 'fit for purpose' buildings and community activity space to take the community forward for the next 60 years.**

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

- Address the current imbalance of residential community growth and managed / supported community buildings and space
- Improved / targeted local shops to serve the local community
- No additional 'land grab' for inappropriate development (housing numbers now maxed out)
- Creation of a social community meeting space for Benhall residents that is potentially aligned with the needs of the Redding's residents (cross community considerations)

**Aspiration 2: Benhall will be a safe place to cycle and walk around the community to get to shops / schools / park 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 in and around Cheltenham
- Cycling routes and space
- Tackling 'rat run' traffic
- Tackling 'Inconsiderate parking' (specifically by the park)
- Integration of public transport to growth areas in and around Cheltenham

**Aspiration 3: Maintenance and enhancement of the current provision for green spaces**

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

- To maximise the community usage of the Park for all age groups.
- To create a wider sense of 'conservation' management within the Park land

**In a follow up meeting in January 2016, the community concluded that their priority would be to make the best use of their prime facility – Benhall Park and the group produced the following statement:**

Benhall Park is a space with great potential at the heart of our community and we want to make sure it is not only protected as a local amenity, but is enhanced to offer greater service to more people both in Benhall and the wider Cheltenham population.

Benhall Park should:

- Remain – forever – a community facility
- Remain an open space
- Develop as a space with great biodiversity (less a grass monoculture, and more a mixed green space)
- Develop as a space for different users including:
  - A learning zone
  - A children's zone
  - A dog friendly zone
  - An exercise zone
  - A planting zone (might include a community vegetable garden for local children, a bee garden, a flower garden, a quiet space, a pond zone, etc.)
  - A nature zone
- Develop as an active hub, which is recognised as a Community Hub for meeting multiple community needs, which helps us to achieve our local vision.

In order to achieve this, the Benhall Residents Association has created a next steps / action plan which can be found in CECF Report Part 2, Chapter 1, Appendix 3.

## 2. CHARLTON KINGS

### Aspiration

By 2031, Charlton Kings will continue to offer a unique blend of village and town life through its built and natural environment and how it functions as an active, vibrant community. There will be a 'sense of Charlton Kings' wherever people live within the parish.

The area of Church Piece and Grange Field will be seen as an important centre to the village, offering social and recreational activities plus excellent walking links to shops on the London Road and to the facilities around Sixways.

People of all ages will be able to afford to live in Charlton Kings through the mix of housing available and future housing development will be sympathetic to the street scene.

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

- Maintenance and enhancement of current green areas in the parish
- Investigate parish council management of further green spaces, including exercising Community Right to Bid powers (Assets of Community Value)
- Establish Church Piece and Grange Field as the prime centre for village activities and events
- Extending the programme of events in the parish
- Effective use of soft landscaping in recreational and community areas to mirror the open countryside to the East of the parish.
- Mix of housing in future developments enabling Charlton Kings to be home to a healthy mix of ages
- Enhancing the range of routes and guided walks around the parish to highlight its rich environmental and cultural heritage
- Clear, signposted walking and cycling routes linking the main facilities within the parish and linking the parish with the town centre and open countryside.
- Continue the strong tradition of volunteers maintaining footpaths in the parish, working with Cotswold Wardens

- Review of parking arrangements within the parish, including accessible car and bike parking facilities
- Continue to work with Gloucestershire County Council (Highways) to address traffic and speed issues within the parish and to ensure effective maintenance through prioritisation of refurbishment/repairs
- Develop stronger links with local businesses and opportunities for business incubation/entrepreneurship e.g. through Balcarras School

### 3. FAIRVIEW

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 of previous FCA work.

#### **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

#### 4. LECKHAMPTON WITH WARDEN HILL

Leckhampton with Warden Hill Parish combined work on the CECP with work on its Neighbourhood Development Plan (NDP). The following objectives emerged, to be taken forward through the NDP (Please note that these objectives may be refined as the NDP progresses).

##### Neighbourhood Planning Objectives

1. Encourage a thriving and prosperous community that delivers an excellent quality of life for all its residents.
2. Seek ongoing improvements to transport to reduce use of private cars and ensure alternatives are appropriate and safe.
3. Protect green space, the landscape and support nature conservation.
4. Delivery of a housing growth strategy informed by the Joint core Strategy and the Cheltenham Local Plan, with housing type tailored to the needs and context of the Parish.

#### 5. OAKLEY

##### Aspiration 1: relating to community safety and transport infrastructure

Oakley will be a safe place to cycle and walk.

##### 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 road surfaces and potential for cycling routes
- Tackling speed limits

##### Aspiration 2: relating to built environment

To achieve a balance between residential dwellings, community spaces and buildings for economic and social use.

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

- To fully utilise the existing assets available to the community to meet unmet needs in the local community.

##### Aspiration 3: relating to community spaces, culture and recreation

Aspire to ensure that buildings are kept and managed to envelop into the social community.

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

- Improved Oakley based service provision from a health & wellbeing perspective.

##### Aspiration 4: relating to the economy and local opportunities

Any new development to support the economic and social sustainability of the Oakley community.

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

- To promote and encourage businesses to locate into the local area where there is development opportunities.



## 6. PITTVILLE

### Task 2: Vision and aspects to address

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

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

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

## 7. PRESTBURY

The following vision statements were identified for Prestbury:

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

The following aspirations and objectives were put forward. Fuller explanations are provided in CECF Report Part 2, Chapter 7, Appendix 2.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**A further note about green spaces and Green Belt**

The Joint Core Strategy Examination Interim Report (May 2016) recommended consideration of a potentially developable area in the Green Belt to the North of Cheltenham in the Prestbury and Swindon Village Parishes. As part of the Cheltenham Engaging Communities Project, Prestbury Parish Council was asked whether they wished to consider areas within the Green Belt which were felt to be particularly special, with the possibility of designating those areas of land as Local Green Spaces. The decision was that the community firmly believes the whole of the Green Belt is special and must continue to be protected from development therefore it would be unproductive to designate specific areas within it as Local Green Spaces.

## **8. ST MARKS AND HESTERS WAY**

Following workshops and meetings of the emerging Neighbourhood Forum, the following vision statements were identified for St Marks and Hesters Way. It should be noted that further engagement will take place during the NDP process which will lead to refinements and additions.

- A green and sustainable local community where people are proud to live

- The area will be a place where old and young people can meet, gather and enjoy company and activities together, with leisure and community facilities suited to all needs for the good of the community

Using the output from the workshop and meetings the community documented a set of Aspirations for St Marks and Hesters Way.

### **Aspiration 1: To cherish and protect the buildings valued by the community**

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

- To maintain the existing well known and loved buildings in the area for continued use and historical benefit
- Promote those building with significant meaning to the community

### **Aspiration 2: To ensure that any future development takes into consideration the current housing needs including type, design and layout in relation to green space and industrial / retail allocation.**

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

- Integration of local shops/services/ indoor and outdoor 'meeting spaces' into any new development (encourages mixing and counters antisocial behaviour)
- Green spaces which are clearly overlooked by homes
- Efficient road design around any new developments.

### **Aspiration 3: To ensure connectivity between green spaces**

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

- To obtain all information on green spaces – their use, ownership, size, access, value to public, why it needs protecting. Cul-de-sac green.
- To develop walking routes with signage
- To ensure that further housing developments factor in linkages with green space and not just industrial units.

### **Aspiration 4: To have vibrant spaces that people are proud of and which are visually inspiring.**

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

- To encourage wildlife corridors to ensure vibrant flora and fauna
- To ensure that the main parks (e.g. Springfield, KGV and Fishy Park) are protected from development
- To source a business to sponsor for a park warden to maintain/clear/parks
- To develop a destination park

### **Aspiration 5: To ensure businesses can be retained and attracted to the area offering local residents employment opportunities.**

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

- To integrate Cheltenham Borough Council's shop-front improvement programme.
- Promote and strengthen partnerships between large and small private businesses.
- Establishment of influential local traders' associations.
- Providing a signposting service to new and established businesses

### **Aspiration 6: To ensure the reinvigoration of the Coronation Square as part of a focused retail and economic hub.**

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

- To address the development requirements of Coronation Square to attract users and create a pleasant environment.

**Aspiration 7: To ensure the area will be a place where everyone is safe, has adequate access to transport with consideration taken for sustainability.**

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

- Green transport schemes for local businesses and community centres
- Improvement in the bus services and routes linking main centres to the local area.
- To ensure adequate car parking areas are created to support the needs of the area. Consideration for parking in new developments

**Aspiration 8: To ensure the area 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 to be met:

- Managing the flow of traffic in the area
- Joined up cycle routes

**Aspiration 9: To ensure that leisure and community facilities are suited to all needs for the good of the community.**

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

- Prioritisation of facilities to be tailored to the community (e.g. Access to finances is important)
- To be able to use community facilities more flexibly

#### **A further note about green spaces and Green Belt**

The Joint Core Strategy Inspection (2016) recommended consideration of a strategic development site in the West Cheltenham area, with potential impact on the Green Belt. As part of the Cheltenham Engaging Communities Project (CECP), the NCG areas of St Marks and Hesters Way were asked to consider areas within the Green Belt which were felt to be particularly special, with the possibility of designating those areas of land as Local Green Spaces as part of any future development. The emerging Neighbourhood Forum planned to commission a Landscape Assessment to add technical expertise to local views, using funding available from national government for communities undertaking Neighbourhood Development Plans. This may, or may not, have led to designation of Local Green Spaces within the Green Belt. The decision by Cheltenham Borough Council not to approve the proposed designated Neighbourhood Area not the Forum (December 2016) meant that the funding was unavailable to the group within the timescales of the CECP. There is a West Cheltenham Greenbelt Group in existence which is building a case to oppose development on the Green Belt.

The NDP Forum meeting on 18.1.17 was attended by a representative of Hunter Page Planning (potential developer of West Cheltenham site) who intimated that they, as developer, would have full community engagement about the site's design, allowing local people to shape the development should the JCS be passed allocating the West Cheltenham strategic site.

## **9. ST PAUL'S**

From the workshop discussion the following visions were identified for St Paul's:

- To be a safe and welcoming community.

- To foster / encourage appropriate growth and development of the centre of the community along the St Paul's Road.
- To cherish and love St Paul's as its own area and not an extension of the town centre – creating a sense of place

The community identified three key aspirations and associated objectives:

**Aspiration 1: St Paul's will be a safe place to cycle and walk around the community to get to shops / schools and services 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 in and around Cheltenham
- Cycling routes and space
- Tackling 'rat run' traffic with a coordinated through traffic strategic resolution

**Aspiration 2: To ensure community cohesion in St Paul's to develop and promote a village environment along the St Paul's Road creating a sense of place and belonging.**

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

- Efficient traffic management- especially when considering any JCS bypass / traffic flow considerations (links to transportation aspiration)
- Tackling inconsiderate parking
- Availability of parking to support local demand
- Addressing street frontage including the pavements, trees and verges to make pedestrians and residents safer.

**Aspiration 3: To ensure that any further residential changes / development in and around St Paul's 'benefits' the St Paul's community – look / feel as well as tenure type.**

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

- Limit development to affordable housing that can be bought or rented by local people (i.e. prioritise local people)
- Enforcement of planning powers in respect to low rise two storey terrace Victorian style properties in keeping with the area
  - fit for purpose 'look and feel'
  - eco friendly
  - maintaining characteristics of conservation requirements without restricting households due to financial budgets
  - Putting a check on any increased density of occupation

## 10. SWINDON VILLAGE

From the workshop discussion the following visions were identified for Swindon Village:

- 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 Village 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 documented a set of Aspirations for Swindon Village that have a strategic focus in relation to this significant development. The full output can be found in CECF Report Part 2, Chapter 10, 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) & Tewkesbury Road.
- 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).
- 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 Village community

### **3. Transport**

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

### **4. Culture and Recreation**

- Swindon Village 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.

### **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 Village community has 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 Village 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 Village community

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

### **Community Space – infrastructure**

Swindon Village 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 Village 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.

## **11. TOWN CENTRE**

**Aspiration 1: Town centre residents should expect housing quality and services to be of a good and appropriate standard.**



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

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

**Aspiration 2: Cheltenham should provide a balanced range of facilities in the town centre.**

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

- There should be a limit on the number of certain types of outlets in any given area where this can have an impact on residents comfort and environmental quality through increased incidence of litter, smell, noise, anti-social behaviour and traffic problems. (e.g. number of off-licences or takeaways allowed in close proximity of each other)
- The town's retail, social and cultural offer needs to include things that appeal to people of all ages, economic groups and backgrounds.
- Cheltenham needs to think strategically about the balance between the town centre and out of town retail offerings so that the town centre does not suffer. Possibly achieve this by encouraging/targeting independent retailers into the town centre.

**Aspiration 3: A sense of cohesion that covers all parts of the town centre area should be encouraged and celebrated.**

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

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

**Aspiration 4: Conservation should go hand in hand with preservation.**

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

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

## **12. UP HATHERLEY**

### **Aspirations**

In 2031 Up Hatherley will be a place which retains its village feel – a distinct entity with good access to town facilities as well as having its own, attractive, local facilities to enable it to function as a



community. A well maintained footpath network will enable improved walking linkages between local facilities. The countryside will be a vital feature so that Up Hatherley continues to be an important link between Cheltenham Town and open countryside to the South West, offering open views and access to leisure and recreation.

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

- Maintenance of facilities including:
  - Renewal and improvements to playground equipment
  - Improved appearance of Caernarvon Court shops
- Development of improved walking and cycling links between facilities including improvements to pavement condition.
- Retention of good bus services and extension of cycleways to allow convenient access to town without reliance on cars.
- Effective management of traffic, congestion, speeding and parking
- Improved local sporting facilities and bringing local leisure facilities, such as the 'M+G field', into use
- Enhancement of Chargrove Nature Reserve, which although outside Up Hatherley Parish boundary is an important local amenity
- Reduced petty crime and antisocial behaviour.
- Attractive development of derelict sites
- Increased use of local facilities by local people e.g. Hillview Community Centre

## B) Key messages by theme

This section draws together community aspirations and objectives under planning related themes as defined in the CECIP toolkit (see Annex A). Although some objectives could have been allocated to more than one theme, a 'best fit' approach has been used in the table below.

### Built environment

Community	Aspiration and/or objective
Benhall and The Reddings	Benhall community will be supported by appropriate 'fit for purpose' buildings and community activity space to take the community forward for the next 60 years. <ul style="list-style-type: none"> <li>○ Address the current imbalance of residential community growth and managed / supported community buildings and space</li> <li>○ No additional 'land grab' for inappropriate development</li> </ul>
Charlton Kings	Mix of housing in future developments enabling Charlton Kings to be home to a healthy mix of ages
Fairview	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: <ul style="list-style-type: none"> <li>• Address the current imbalance where there is a large proportion of residential</li> </ul>

	<p>dwellings and flats and little community space, meeting places and non-retail business space.</p> <ul style="list-style-type: none"> <li>Improved Fairview based provision (e.g. Doctor's surgery, dentist)</li> </ul>
Leckhampton with Warden Hill Parish	Delivery of a housing growth strategy informed by the Joint core Strategy and the Cheltenham Local Plan, with housing type tailored to the needs and context of the Parish
Oakley	<p>To achieve a balance between residential dwellings, community spaces and buildings for economic and social use.</p> <p>The achievement of this aspiration requires the following objective to be met:</p> <ul style="list-style-type: none"> <li>To fully utilise the existing assets available to the community to meet unmet needs in the local community.</li> </ul>
Pittville	Sensitive management of any new developments in terms of scale in relation to other developments
Prestbury	<p>The creation / restoration of a "Cotswolds" craft village to the community giving a balance between residential dwellings and economic (retail and non-retail) buildings in the village centre</p> <p>The achievement of this aspiration requires the following to be met:</p> <ul style="list-style-type: none"> <li>Improved transport management.</li> <li>Promotional and alignment of village attraction.</li> </ul> <p>To ensure that any further residential development in and around Prestbury 'befits' the Prestbury community – look / feel / type.</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> <li>Maintenance and enhancement of the current provision for green spaces</li> <li>Limit development to 'garden development'</li> </ul>
St Marks and Hesters Way	<p><b>To cherish and protect the buildings valued by the community</b></p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> <li>To maintain the existing well known and loved buildings in the area for continued use and historical benefit</li> <li>Promote those building with significant meaning to the community</li> </ul> <p><b>To ensure that any future development takes into consideration the current housing needs including type, design and layout in relation to green space and industrial / retail allocation.</b></p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> <li>Integration of local shops/services/ indoor and outdoor 'meeting spaces' into any new development (encourages mixing and counters antisocial behaviour)</li> </ul>

	<ul style="list-style-type: none"> <li>• Green spaces which are clearly overlooked by homes</li> <li>• Efficient road design around any new developments</li> </ul>
St Paul's	<p>To foster / encourage appropriate growth and development of the centre of the community along the St Paul's Road.</p> <p><b>To ensure that any further residential changes / development in and around St Paul's 'benefits' the St Paul's community – look / feel as well as tenure type.</b></p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> <li>• Limit development to affordable housing that can be bought or rented by local people (ie prioritise local people)</li> <li>• Enforcement of planning powers in respect to low rise two storey terrace Victorian style properties in keeping with the area <ul style="list-style-type: none"> <li>○ fit for purpose 'look and feel'</li> <li>○ eco friendly</li> <li>○ maintaining characteristics of conservation requirements without restricting households due to financial budgets</li> <li>○ Putting a check on any increased density of occupation</li> </ul> </li> </ul>
Swindon Village	<p>Proposed development to the north west of Swindon Village</p> <ul style="list-style-type: none"> <li>• To potentially use the future development as an opportunity to bridge the community divide (community integration) between Wymans Lane (Brook) and Tewkesbury Road.</li> <li>• The need to ensure that there is clarity over the Parish Council's responsibilities and accountabilities pre, during and post development (including the different phases of the development).</li> <li>• To ensure that the new development housing tenure and type is mixed and importantly aligns with a thriving Swindon Village community</li> </ul>
Town centre	<p>Town centre residents should expect housing quality and services to be of a good and appropriate standard. Private rented accommodation in the town centre should be regulated more widely than is currently the case. All accommodation over retail and commercial premises should be licensed to enable regulation of quality, overcrowding and safety.</p> <p>Conservation should go hand in hand with preservation.</p> <ul style="list-style-type: none"> <li>• There should be a clear set of guidelines for property owners so that they understand what they can and cannot do to buildings within a conservation area.</li> <li>• More enforcement is required to ensure that property owners take responsibility for preserving the fabric and look of their buildings. However, conservation should not be enforced to the extent where it makes improvements to run down buildings too expensive for the owners.</li> <li>• Where conversion of retail/commercial properties into living accommodation is an option that improves an area it should be regulated to ensure that the character and historical significance is not lost</li> </ul>

Up Hatherley	<ul style="list-style-type: none"> <li>• Attractive development of derelict sites</li> </ul>
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**Natural environment and green spaces (Please note that communities had previously made recommendations regarding Local Green Space designation as part of the Local Green Space Study 2015-16)**

Community	Aspiration and/or objective
Benhall and The Reddings	<p><b>Maintenance and enhancement of the current provision for green spaces</b></p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> <li>• To maximise the community usage of the Park for all age groups.</li> <li>• To create a wider sense of 'conservation' management within the Park land</li> </ul>
Charlton Kings	<ul style="list-style-type: none"> <li>• Maintenance and enhancement of current green areas in the parish</li> <li>• Investigate parish council management of further green spaces, including exercising Community Right to Bid powers (Assets of Community Value)</li> <li>• Effective use of soft landscaping in recreational and community areas to mirror the open countryside to the East of the parish.</li> </ul>
Leckhampton with Warden Hill Parish	Protect green space, the landscape and support nature conservation.
Pittville	<ul style="list-style-type: none"> <li>• Maintenance of all Pittville's green spaces</li> <li>• Continued enhancement Pittville Park as a place for local residents as well as a destination for visitors</li> <li>• Lack of availability of indoor meeting places</li> <li>• Retention of Green Flag Award and Green Heritage Site Accreditation (5*) status of Pittville Park</li> </ul>
Prestbury	<p>To maximise the community usage of the green space (fields) by the PC Hall for all age groups.</p> <p>The achievement of this aspiration requires the following to be met:</p> <ul style="list-style-type: none"> <li>• Sourcing funding</li> <li>• Removal of the MUGGA</li> <li>• Improved parking facility</li> <li>• Flood lighting in place for evening use</li> <li>• All weather playing surface</li> </ul>
St Marks and Hesters Way	<p><b>To have vibrant spaces that people are proud of and which are visually inspiring.</b></p> <p>The achievement of this aspiration requires the following to be met:</p> <ul style="list-style-type: none"> <li>• To encourage wildlife corridors to ensure vibrant flora and fauna</li> <li>• To ensure that the main parks (e.g. Springfield, KGV and Fishy Park) are protected from development</li> <li>• To source a business to sponsor for a park warden to</li> </ul>

	<p>maintain/clear/parks</p> <ul style="list-style-type: none"> <li>To develop a destination park</li> </ul> <p><b>To ensure connectivity between green spaces</b></p> <p>The achievement of this aspiration requires the following to be met:</p> <ul style="list-style-type: none"> <li>To obtain all information on green spaces – their use, ownership, size, access, value to public, why it needs protecting. Cul-de-sac green.</li> <li>To ensure that further housing developments factor in linkages with green space and not just industrial units.</li> </ul>
Town centre	Please note that the Town Centre is considering ‘pop up’ parks as a separate project
Up Hatherley	Enhancement of Chargrove Nature Reserve, which although outside Up Hatherley Parish boundary is an important local amenity

## Economy

Community	Aspiration and/or objective
Benhall and The Reddings	Improved / targeted local shops to serve the local community
Charlton Kings	Develop stronger links with local businesses and opportunities for business incubation/ entrepreneurship e.g. through Balcarras School
Fairview	Balance between economic and residential development in future to encourage local employment opportunities within Fairview.
Oakley	<p>Any new development to support the economic and social sustainability of the Oakley community.</p> <p>The achievement of this aspiration requires the following objective to be met:</p> <ul style="list-style-type: none"> <li>To promote and encourage businesses to locate into the local area where there is development opportunities.</li> </ul>
Pittville	<ul style="list-style-type: none"> <li>Encouragement of a broader range of independent retail outlets</li> <li>Consideration of how Pittville residents and enterprises can gain a greater portion of tourist revenue, in order to maintain the area for all</li> </ul>
St Marks and Hesters Way	<p><b>To ensure businesses can be retained and attracted to the area offering local residents employment opportunities.</b></p> <p>The achievement of this aspiration requires the following to be met:</p> <ul style="list-style-type: none"> <li>To integrate Cheltenham Borough Council's shop-front improvement programme.</li> <li>Promote and strengthen partnerships between large and small private businesses.</li> <li>Establishment of influential local traders' associations.</li> <li>Providing a signposting service to new and established businesses</li> </ul>

	<p><b>To ensure the reinvigoration of the Coronation Square as part of a focused retail and economic hub.</b></p> <p>The achievement of this aspiration requires the following to be met:</p> <ul style="list-style-type: none"> <li>To address the development requirements of Coronation Square to attract users and create a pleasant environment.</li> </ul>
Town centre	<p>Cheltenham should provide a balanced range of facilities in the town centre.</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> <li>There should be a limit on the number of certain types of outlets in any given area where this can have an impact on residents comfort and environmental quality through increased incidence of litter, smell, noise, anti-social behaviour and traffic problems. (e.g. number of off-licences or takeaways allowed in close proximity of each other)</li> <li>The town's retail, social and cultural offer needs to include things that appeal to people of all ages, economic groups and backgrounds.</li> <li>Cheltenham needs to think strategically about the balance between the town centre and out of town retail offerings so that the town centre does not suffer. Possibly achieve this by encouraging/targeting independent retailers into the town centre.</li> </ul>
Up Hatherley	Improved appearance of Caernarvon Court shops

### Social, Cultural, Wellbeing and Recreation

Community	Aspiration and/or objective
Benhall and The Reddings	<ul style="list-style-type: none"> <li>Creation of a social community meeting space for Benhall residents that is potentially aligned with the needs of the Redding's residents (cross community considerations)</li> </ul>
Charlton Kings	<ul style="list-style-type: none"> <li>Establish Church Piece and Grange Field as the prime centre for village activities and events</li> <li>Extending the programme of events in the parish</li> <li>Enhancing the range of routes and guided walks around the parish to highlight its rich environmental and cultural heritage</li> <li>Continue the strong tradition of volunteers maintaining footpaths in the parish, working with Cotswold Wardens</li> </ul>
Fairview	<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"> <li>Identification of suitable location</li> <li>Sourcing funding</li> <li>Recognition that people make communities- not just spaces</li> </ul>

	<ul style="list-style-type: none"> <li>• Make best use of the willingness of stakeholders to engage</li> </ul>
Leckhampton with Warden Hill Parish	<ul style="list-style-type: none"> <li>• Encourage a thriving and prosperous community that delivers an excellent quality of life for all its residents.</li> </ul>
Oakley	<p>Aspire to ensure that buildings are kept and managed to envelop into the social community.</p> <p>The achievement of this aspiration requires the following objective to be met:</p> <p>Improved Oakley based service provision from a health and wellbeing perspective</p>
Pittville	<ul style="list-style-type: none"> <li>• Increase in local resident/business and tourist access to Pittville's heritage assets- especially Pittville Pump Rooms</li> <li>• Stronger links between university, local businesses and residents</li> <li>• Retention and enhancement of a strong ethos of co-operation and co-working within the community</li> </ul>
St Marks and Hesters Way	<p><b>To ensure that leisure and community facilities are suited to all needs for the good of the community.</b></p> <p>The achievement of this aspiration requires the following to be met:</p> <ul style="list-style-type: none"> <li>• Prioritisation of facilities to be tailored to the community (e.g. Access to finances is important)</li> <li>• To be able to use community facilities more flexibly</li> </ul>
St Paul's	<ul style="list-style-type: none"> <li>• To be a safe and welcoming community.</li> <li>• To cherish and love St Paul's as its own area and not an extension of the town centre – creating a sense of place</li> </ul>
Swindon Village	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Any development does not have an adverse effect on social and economic environment.</li> <li>• 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 existing and / or expanding community.</li> <li>• Today the parish council oversees a population of circa 1.5k which has the potential to rise to 4.5k (from the proposed new development north west of Swindon Village). 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.</li> </ul>
Town centre	<p>A sense of cohesion that covers all parts of the town centre area should be encouraged and celebrated.</p> <p>The achievement of this aspiration requires the following objectives to be met:</p>

	<ul style="list-style-type: none"> <li>• The town centre has distinct areas with different characteristics. These should all be recognised as equally important.</li> <li>• The poorer parts of the town centre are also the oldest parts. There should be recognition of the hidden histories that embrace the non-regency side of Cheltenham town centre as well as the more obvious parts.</li> <li>• All parts of the town centre should receive the same level of care and quality so that the feel of it is that it is one town.</li> <li>• All town centre residents should have access to clean and inclusive collection of household waste.</li> </ul>
Up Hatherley	<ul style="list-style-type: none"> <li>• Maintenance of facilities including Renewal and improvements to playground equipment</li> <li>• Improved local sporting facilities and bringing local leisure facilities, such as the 'M+G field', into use</li> <li>• Increased use of local facilities by local people e.g. Hillview Community Centre</li> <li>• Reduced petty crime and antisocial behaviour.</li> </ul>

### Transport, roads, walkways and cycleways

Community	Aspiration and/or objective
Benhall and The Reddings	<p><b>Benhall will be a safe place to cycle and walk around the community to get to shops / schools / park safely and efficiently</b></p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> <li>• Efficient traffic management- especially when considering any new development/ change of use applications in and around Cheltenham</li> <li>• Cycling routes and space</li> <li>• Tackling 'rat run' traffic</li> <li>• Tackling 'Inconsiderate parking' (specifically by the park)</li> <li>• Integration of public transport to growth areas in and around Cheltenham</li> </ul>
Charlton Kings	<ul style="list-style-type: none"> <li>• Review of parking arrangements within the parish, including accessible car and bike parking facilities</li> <li>• Continue to work with Gloucestershire County Council (Highways) to address traffic and speed issues within the parish and to ensure effective maintenance through prioritisation of refurbishment/ repairs</li> <li>• Clear, signposted walking and cycling routes linking the main facilities within the parish and linking the parish with the town centre and open countryside.</li> </ul>
Fairview	<p>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</p>



	<p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> <li>• Efficient traffic management - especially when considering any new development/ change of use applications.</li> <li>• Improvements in cycling routes and space</li> <li>• Tackling Inconsiderate parking</li> <li>• Availability of additional parking for residents</li> </ul>
Leckhampton with Warden Hill Parish	<p>Seek ongoing improvements to transport to reduce use of private cars and ensure alternatives are appropriate and safe.</p>
Oakley	<p>Oakley will be a safe place to cycle and walk.</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> <li>• Efficient traffic management - especially when considering any new development/ change of use applications.</li> <li>• Improvements in road surfaces and potential for cycling routes</li> <li>• Tackling speed limits</li> </ul>
Pittville	<ul style="list-style-type: none"> <li>• Creation of a sustainable, pleasant corridor/ safe boulevard to connect Pittville with the town centre</li> <li>• Effective and sensible management of vehicular and people traffic, including enhancement of the current traffic control measures in place for race events.</li> <li>• A strategy for traffic movement and parking for Cheltenham Borough working with Gloucestershire County Council Highways, Cheltenham Borough Council and other Cheltenham communities</li> <li>• Development of a network of sustainable transport</li> <li>• Effective development of infrastructure (roads, flooding resilience measures, services)</li> </ul>
Prestbury	<p>Prestbury will reclaim the centre of the village by managing the access in and out of the centre of the village more safely and efficiently.</p> <p>The achievement of this aspiration requires the following to be met:</p> <ul style="list-style-type: none"> <li>• Efficient traffic management- especially when considering any bypass / traffic flow considerations</li> <li>• Tackling inconsiderate parking</li> <li>• Availability of additional parking to support local businesses</li> </ul>
St Marks and Hesters Way	<p><b>To ensure the area will be a place where everyone is safe, has adequate access to transport with consideration taken for sustainability.</b></p> <p>The achievement of this aspiration requires the following to be met:</p> <ul style="list-style-type: none"> <li>• Green transport schemes for local businesses and community centres</li> <li>• Improvement in the bus services and routes linking main centres to the local area.</li> <li>• To ensure adequate car parking areas are created to support the needs of the area. Consideration for parking in new developments</li> </ul> <p><b>To ensure the area 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</b></p>

	<p><b>safely and efficiently.</b></p> <p>The achievement of this aspiration requires the following to be met:</p> <ul style="list-style-type: none"> <li>• Managing the flow of traffic in the area</li> <li>• Joined up cycle routes</li> </ul> <p>To ensure connectivity between green spaces by developing walking routes with signage</p>
St Paul's	<p><b>St Paul's will be a safe place to cycle and walk around the community to get to shops / schools and services safely and efficiently.</b></p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> <li>• Efficient traffic management - especially when considering any new development/ change of use applications in and around Cheltenham</li> <li>• Cycling routes and space</li> <li>• Tackling 'rat run' traffic with a coordinated through traffic strategic resolution</li> </ul> <p><b>To ensure community cohesion in St Paul's to develop and promote a village environment along the St Paul's Road creating a sense of place and belonging.</b></p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> <li>• Efficient traffic management- especially when considering any JCS bypass / traffic flow considerations (links to transportation aspiration)</li> <li>• Tackling inconsiderate parking</li> <li>• Availability of parking to support local demand</li> <li>• Addressing street frontage including the pavements, trees and verges to make pedestrians and residents safer.</li> </ul>
Swindon Village	<ul style="list-style-type: none"> <li>• More positive planning for pedestrians (&amp; cyclists) and not negative planning - a requirement to give pedestrians a level of importance in respect to planning.</li> <li>• Swindon Village to have a more connected way to get around the area and ultimately into Cheltenham particularly for pedestrians and cyclists.</li> <li>• The Swindon Village area will be considered as part of a wider transport management strategy</li> <li>• Swindon Village aspires to be part of and involved with the early stages of highways planning alongside other county council departments.</li> <li>• 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.</li> </ul>
Up Hatherley	<ul style="list-style-type: none"> <li>• Development of improved walking and cycling links between facilities including improvements to pavement condition.</li> <li>• Retention of good bus services and extension of cycleways to allow convenient access to town without reliance on cars.</li> <li>• Effective management of traffic, congestion, speeding and parking</li> </ul>



## Section 4: Concluding comments

Although it is GRCC's remit to present the findings of each community rather than making recommendations, it is relevant to draw some conclusions on the key messages and process followed by communities as part of the Cheltenham Engaging Communities Project (CECP).

### Engagement

All twelve organisations engaged with the process and drew out aspirations and objectives to inform the Project Report. The extent of engagement with their wider communities varied according to each organisation's capacity within the timescales available (July 2016 to January 2017). The majority engaged with the wider community- e.g. Charlton Kings had over 250 responses to its survey and over 60 attendees at its public meeting to consider results of the survey and prioritise, while Up Hatherley Parish Council had 153 responses to its survey. Other groups, e.g. St Paul's and Oakley, used questionnaires in combination with 'sounding out' residents during local events and considered points raised when drawing up aspirations. In some cases – e.g. Leckhampton with Warden Hill and the Town Centre, the group could draw on results of recent consultations when defining aspirations. For some communities there was limited capacity and time to organise surveys and events, therefore community organisation members were the main contributors, through focus group/ workshop discussions, and they brought to the table their local knowledge of points historically raised by residents.

Involvement in the project has meant that perspectives of communities within all Neighbourhood Co-ordination Group areas is included\*, demonstrating that all communities matter, regardless of size.

### Support

The GRCC enabling support provided not only advice and guidance on process but also practical help to support and analyse surveys and to provide independent facilitation at workshops. The community profile frameworks, produced by GRCC and populated with initial desktop research evidence ready for additions by communities, were a useful starting point for discussion groups. Without support many organisations, especially the smaller ones without paid staff, would not have had input to the process and report.

The approach of encouraging wider community messages before concentrating on planning/land use issues worked effectively. It is clear that communities take a holistic view of 'their place' and do not consider land use in isolation.

A bespoke approach by GRCC, within the general framework provided by the toolkit, allowed communities undertaking other forms of community led planning to make effective use of the support available to progress those Plans.

### Boundaries

The issue of boundaries proved to be a distraction at the early stages of the project due to the fact that the ward boundaries, parish boundaries and Neighbourhood Co-ordination Group boundaries are not contiguous. Where communities felt that this compromised ward-based demographic data this was removed from community profiles. Many communities preferred to use super output area data but maps have not been included in this report as it was possible to identify individual properties from those maps.

\*It should be noted that as the Neighbourhood Co-ordination Group in Elmfield was no longer functioning at the time of this project, the aspirations of this community are not represented in the CECP report.

## Key messages

Section 3b of this report lists aspirations and objectives by theme. A summary of key messages is provided below:

The **Built Environment** category contains aspirations/ objectives from each community and common strands are for a 'healthy mix' in terms of attracting different age groups to areas, types of homes suiting community needs, a balance between economic and residential use of land (e.g. in Fairview a desire for employment land to continue for employment use). Other strands included appropriate use of brownfield sites and opportunities to redevelop derelict buildings. Within the St Paul's and Town Centre aspirations included the need to enforce planning powers and regulations in relation to private homes and houses of multiple occupation (e.g. student housing), and the need to balance conservation with affordability, enabling owners to maintain their properties. Bridging the divide between 'old' and proposed 'new' communities was highlighted by some of the communities where strategic sites are proposed (e.g. Swindon Village). Recognising and celebrating heritage was also a message, not only in the Regency areas of Cheltenham but also in neighbourhoods further away from the town centre- e.g. Charlton Kings and Hesters Way.

The Local Green Space Study (2014-15) had allowed the twelve communities to propose open spaces in their neighbourhoods for Local Green Space designation through the Cheltenham Plan therefore defining green space was not the focus of the CECP. Aspirations and objectives in the CECP report around the theme **Natural Environment and Green Spaces** therefore centred around maintenance and enhancement of green spaces and making best use of them within the community.

Eight communities had aspirations /objectives which could be categorised under the heading of **Economy**. Key messages were related to location of homes in relation to existing facilities and retail outlets so that the viability of current facilities was not undermined. There was a strong desire to retain facilities and services and some objectives related to 'smartening-up' existing retail spaces. Other objectives centred around actions to improve links between businesses- e.g. through traders' associations.

Under the **Social, cultural, wellbeing and recreation** theme heading several communities aspired to have a dedicated community space within their own neighbourhood or a clear centre for their community. There was reference to 'community building' and a recognition that it is people who make communities, not just buildings. Where there are dedicated community facilities in a neighbourhood, actions related to maintaining those facilities and improving usage.

Under the theme of **Transport, Roads, Walkways and Cycleways** a strong aspiration / objective, voiced by virtually every community, was the need for effective transport management. Communities recognised that this required a 'whole Cheltenham' approach and they did not wish to see routes analysed in isolation. Effective measures to reduce pressure on parking for residents was also a common message especially near the centre of town and in areas with terraced housing/flats and

limited off-road parking. Many communities also wished to enhance the walking and cycle network and to see positive planning for pedestrians and cyclists through safe walking and cycle routes. Introducing connectivity between green spaces was important in Hesters Way while developing an attractive walkway linking town centre and Pittville Park was a key message from the Pittville workshop. Practical maintenance issues for roads and footpaths and ways to effectively manage this were also raised by communities.

### **Next steps**

The Cheltenham Engaging Communities Project Report will be considered by Cheltenham Borough Council Planning and Engagement Officers while the Local Plan is under development as well as when considering future needs of communities.

There is also a strong legacy for communities as a result of being involved in the project:

Many of the communities involved in the CECP saw this exercise as a starting point. In three cases (Charlton Kings, Leckhampton with Warden Hill, St Marks and Hesters Way) the work linked strongly with Parish or Neighbourhood Development Plans being undertaken and the findings and aspirations will be further refined as community consultation and engagement continues. The work done with Fairview Community Association enabled the group to progress the concept of a community meeting space.

The project has galvanised other communities (e.g. Benhall Residents Association, Prestbury Parish Council) to produce action plans and position statements to support the aspirations and objectives and it will be important to follow through on these, using them to direct future community activity and messages. Those organisations which had not been able to involve the wider community in developing the aspirations felt it was important for them, as a piece of follow up work, to take their ideas to residents to check that they reflect wider opinion and this could lead to further community action. Other communities, such as Swindon Village, expressed an interest in continuing the community-led planning process in the future.

This has been a positive piece of work, enabling communities to consider 'their place,' define what makes it valued and special, consider issues and use these to determine aspirations, objectives and define actions to build their locality. Follow up work by GRCC and CBC Engagement Officers will allow organisations to reflect on the process and the status of any actions identified by communities, so that momentum is maintained.

## Annex A:

# Cheltenham Engaging Communities Project Toolkit

2016



Department for  
Communities and  
Local Government



CHEL TENHAM  
BOROUGH COUNCIL



## Introduction

This toolkit is designed to guide communities in Cheltenham Borough to input to the composition of the Cheltenham Plan- a ‘forward Planning’ document that will be used to determine future planning applications within the Borough. Cheltenham Borough Council (CBC) has aspired to encourage proactive contribution by communities to shape the Plan rather than simply relying on reactive contributions through responses to consultations.



Funding from Department for Communities and Local Government (DCLG) during 2016 has made it possible for Cheltenham Borough Council to further this aspiration and the local charity GRCC (Gloucestershire Rural Community Council) has been commissioned to work in partnership with CBC to support communities through the process of determining and voicing their communities' aspirations to inform the Plan.

GRCC is using this toolkit as the basis for discussions with community groups (neighbourhood co-ordination groups and parish councils) and to form their approach to gaining widespread community input to determining the aspirations of each neighbourhood or parish. GRCC will also provide practical 'hands on' support to help with consultations, facilitate workshops and support to research, analyse and present engagement responses.

Communities will also find that the information gathered through this work will serve as a building block to a community led plans such as a Neighbourhood Development Plan.

#### **Quick reference**

GRCC Contacts – 01452 528491 [www.grcc.org.uk](http://www.grcc.org.uk)

GRCC Gary Stacey – [garys@grcc.org.uk](mailto:garys@grcc.org.uk)

Elin Tattersall – [elint@grcc.org.uk](mailto:elint@grcc.org.uk)

## **Finding your way around this toolkit**

The toolkit is divided into a number of sections. Parts 1 to 6 will enable each community to produce a community profile to inform the Cheltenham Plan and its policies. Part 7 describes how communities can use this information as the basis for developing a community led plan, including a Neighbourhood Development Plan. Each Part contains guidance and templates to prevent each community having to 'reinvent the wheel'.



## List of contents

[Part 1- Research your area to form a Community Profile](#)

[Part 2- Engage with the community to gain people's perspectives](#)

[Part 3 – Establishing the vision and objectives for your community](#)

[Part 4- Green spaces](#)

[Part 5- Community priorities: Spatial planning and action planning](#)

[Part 6- Bringing it all together](#)

[Part 7- Next steps- progressing to a Neighbourhood Development Plan or other community led plan](#)

## Part 1: Research your area to form a Community Profile

A community profile will give an overview of the facilities and characteristics in your area and this part of the toolkit contains two tables. The first table (in Sub section A) contains links to various online resources and statistics which can be used as a starting point. Sub section B) contains a template grid on which you can record information you find.

In the Cheltenham Engaging Communities Project GRCC has provided a Draft Profile as a starting point for each community.

### A) Desktop Research - table of useful sources of information and links

What you want to find out about	Where you'll find it	Link	Comments
Information on the population and housing types in your area	Neighbourhood Statistics section of Office for National Statistics website (see also below)	<a href="http://www.neighbourhood.statistics.gov.uk">www.neighbourhood.statistics.gov.uk</a>	The left-hand (blue) portal gives you access to in-depth Census information collected in 2011. 1. Enter the area name 2. Select the type of area (for parish councils, select 'Parish'; for wards select 'ward'; for other boundaries, identify the ward(s) that best fit your area and, if necessary, average out the results between two.
Summarised information on population and housing in your area	Neighbourhood Statistics section of Office for National Statistics website (see also above)	<a href="http://www.neighbourhood.statistics.gov.uk">www.neighbourhood.statistics.gov.uk</a>	The right-hand (green) portal takes a postcode and produces a report displayed across several themed tabs. Unlike the above data, the report uses percentages, making it easier to instantly compare local figures with the district and national averages.
A collection of visually represented statistics by wards and <a href="#">Lower</a>	Understanding Cheltenham	<a href="https://inform.gloucestershire.gov.uk/get/howResourceFile.aspx?ResourceID=154">https://inform.gloucestershire.gov.uk/get/howResourceFile.aspx?ResourceID=154</a>	Link will open a PDF of this report, which contains borough statistics and information. "Understanding Cheltenham has been produced to provide an understanding of the district and its communities. It looks at the needs of communities and how we expect them to change in the future and assesses current

<a href="#">Super Output Areas (LSOAs)</a> in Cheltenham			and future health and social care needs of the citizens of Cheltenham.”
Planning strategy for the Cheltenham, Tewkesbury and Gloucester area	Joint Core Strategy	<a href="http://www.gct-ics.org/">http://www.gct-ics.org/</a>	The Joint Core Strategy (JCS) is a partnership between Gloucester City Council, Cheltenham Borough Council, and Tewkesbury Borough Council, supported by Gloucestershire County Council. The JCS was formed to produce a co-ordinated strategic development plan to show how this area will develop during the period up to 2031. The JCS is steered by officers and elected members from each of the three local authorities.
The current local plan for the borough.	Cheltenham Plan (adopted 2006)	<a href="https://www.cheltenham.gov.uk/downloads/file/3031/schedule_of_saved_local_plan_policies">https://www.cheltenham.gov.uk/downloads/file/3031/schedule_of_saved_local_plan_policies</a>	Web page features a link to view and download a PDF version of the Local Plan. It is worth noting that Cheltenham Borough Council are working towards the new Cheltenham Plan, which will replace the 2006 plan. It is the new plan that your consultation will be feeding into.
River catchment and flood plan	Cheltenham Borough Council's flood map	<a href="http://www.cheltenham.gov.uk/downloads/file/776/cheltenhams_flood_zone_map">http://www.cheltenham.gov.uk/downloads/file/776/cheltenhams_flood_zone_map</a>	Web page features a link to view and download a PDF version of flood zones map.
Nature conservation and biodiversity	MAGIC interactive map	<a href="http://magic.defra.gov.uk/">http://magic.defra.gov.uk/</a>	<ol style="list-style-type: none"> <li>1. Click on 'Get Started'</li> <li>2. Click on the 'Designations' box on the left hand bar.</li> <li>3. Expand 'Land-based Designations'</li> <li>4. Click on the boxes next to any items in the list that appears to display any designated areas such as Area of National Beauty, Sites of Special Scientific Interest and many other 'layers' of mapping.</li> </ol>
Listed buildings	English Heritage Listed Buildings Map Search	<a href="https://historicengland.org.uk/listing/the-list/map-search?clearresults=True">https://historicengland.org.uk/listing/the-list/map-search?clearresults=True</a>	An interactive map of all listed buildings in the UK. You can zoom in to view individual locations and then simply click on the marker for a summary of the building's details and a link to view the full listing.

		or <a href="http://maps.glosdistricts.org/map/Aurora.svc/run?script=\Aurora\CBC+ListedBuildings.AuroraScript%24&amp;nocache=1762328048&amp;resize=always&amp;workflow_Id=FindListedBuilding#workflowId=b5b2e14c61f24bf2bb3e548e0a4a0096">http://maps.glosdistricts.org/map/Aurora.svc/run?script=\Aurora\CBC+ListedBuildings.AuroraScript%24&amp;nocache=1762328048&amp;resize=always&amp;workflow_Id=FindListedBuilding#workflowId=b5b2e14c61f24bf2bb3e548e0a4a0096</a>	This link takes you to Cheltenham Borough Council's listed buildings map, but this also includes buildings of local interest.
Information on public rights of way in your area	Gloucestershire County Council's Public Rights of Way map	<a href="https://gloucestershire.firmstep.com/default.aspx/RenderForm/?F.Name=B75apJt4Qgo&amp;HideToolbar=1">https://gloucestershire.firmstep.com/default.aspx/RenderForm/?F.Name=B75apJt4Qgo&amp;HideToolbar=1</a>	A customisable, zoomable map displaying all public rights of way in Gloucestershire.
Cycle paths	Sustrans Cycle Map	<a href="http://www.sustrans.org.uk/ncn/map?lat=56.54737192673878&amp;lng=-3.142090281250036&amp;zoom=5&amp;route-type=all-routes&amp;filters=">http://www.sustrans.org.uk/ncn/map?lat=56.54737192673878&amp;lng=-3.142090281250036&amp;zoom=5&amp;route-type=all-routes&amp;filters=</a>	Zoomable map of all cycle routes in the UK with a key.
Past and current planning applications	Cheltenham Borough Council's planning portal	<a href="http://publicaccess.cheltenham.gov.uk/online-applications/">http://publicaccess.cheltenham.gov.uk/online-applications/</a>	The 'Advanced Search' option is particularly helpful in narrowing down where and when you wish to focus your planning application search.
Deprivation information	'Indices of Multiple Deprivation' section of Inform Gloucestershire	<a href="https://inform.gloucestershire.gov.uk/viewpage.aspx?c=page&amp;page=-Deprivation">https://inform.gloucestershire.gov.uk/viewpage.aspx?c=page&amp;page=-Deprivation</a> (Requires Adobe Flash to be downloaded on your PC.)	"The Indices of Deprivation 2015 are national measures based on 37 indicators, which highlight characteristics of deprivation such as unemployment, low income, crime and poor access to education and health services." The 'Interactive Report' button leads to an interactive map of the county which reveals, by LSOA, deprivation.
Report on green spaces in Cheltenham from 2015 GRCC project	LGS Study	<a href="http://www.cheltenham.gov.uk/downloads/file/4178/local_green_space_study_report">http://www.cheltenham.gov.uk/downloads/file/4178/local_green_space_study_report</a>	Includes completed toolkits from all communities who engaged with the project, along with a list of all green spaces considered for the project.
Number of	Cheltenham	<a href="http://www.cheltenham.gov.uk/info/20007">http://www.cheltenham.gov.uk/info/20007</a>	On this page you can view the rates (and types) of vacant

vacant housing in Cheltenham	Borough Council's 'Housing performance statistics' page	<a href="http://www.cheltenhampartnership.org.uk/planning/995/performance_indicators/3">4/planning/995/performance_indicators/3</a>	housing in the borough, and you can see, on the graphs provided, how the number has changed in recent years.
Report of the most pressing needs of Cheltenham now and in the future	Cheltenham Needs Analysis	<a href="http://www.cheltenhampartnership.org.uk/cheltenhampartnership/downloads/file/693/cheltenham_needs_analysis">http://www.cheltenhampartnership.org.uk/cheltenhampartnership/downloads/file/693/cheltenham_needs_analysis</a>	Similar to 'Understanding Cheltenham' but not as detailed.
Where the Green Belt around Cheltenham lies	MAGIC interactive map	<a href="http://magic.defra.gov.uk/">http://magic.defra.gov.uk/</a>	<ol style="list-style-type: none"> <li>1. Click on 'Get Started'</li> <li>2. Expand the 'Designations' box on the left hand bar.</li> <li>3. Expand 'Land-based Designations'</li> <li>4. Expand 'Non-statutory'</li> <li>5. Tick box next to 'Green Belt'.</li> </ol> <p>*Please note that some designations may be subject to change upon adoption of the Joint Core Strategy</p>
The location of any scheduled monuments in your area	MAGIC interactive map	<a href="http://magic.defra.gov.uk/">http://magic.defra.gov.uk/</a>	<ol style="list-style-type: none"> <li>1. Click on 'Get Started'</li> <li>2. Expand the 'Designations' box on the left hand bar.</li> <li>3. Expand 'Land-based Designations'</li> <li>4. Expand 'Statutory'</li> <li>5. Tick box next to 'Scheduled Monuments'.</li> </ol>
Footpaths	Gloucestershire County Council interactive map	<a href="https://gloucestershire.firmstep.com/default.aspx/RenderForm/?F.Name=B75apJt4Qgo&amp;HideToolbar=1">https://gloucestershire.firmstep.com/default.aspx/RenderForm/?F.Name=B75apJt4Qgo&amp;HideToolbar=1</a>	Zoomable map of the footpaths throughout Gloucestershire. Further detailed maps can be viewed at Gloucestershire County Council's offices, Shire Hall, Gloucester.
For neighbourhoods in the central conservation area, details about specific	Cheltenham Borough Council	Central Conservation Area Character Appraisals & Management Plans <a href="http://www.cheltenham.gov.uk/info/200023/conservation/644/cheltenhams_conservation_areas/3">http://www.cheltenham.gov.uk/info/200023/conservation/644/cheltenhams_conservation_areas/3</a>	Information on the conservation areas throughout the borough, the location(s) and what this means in terms of planning etc.

'character area' management plans			
Which services and facilities are in your area of the borough	Cheltenham Borough Council 'What's in my community?' map	<a href="http://maps.glosdistricts.org/map/Aurora.svc/run?script=\Aurora\CBC-FindNearest.AuroraScript%24&amp;resize=always">http://maps.glosdistricts.org/map/Aurora.svc/run?script=\Aurora\CBC-FindNearest.AuroraScript%24&amp;resize=always</a>	Select an option on the right of the screen to view a particular element. Click on the little markers that appear on the map and a pop-up summary box of that facility/service will appear.
Cheltenham's strategy to maintain and strengthen its economy	Cheltenham economic strategy: developing Cheltenham as a business location	<a href="https://www.google.co.uk/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=3&amp;cad=rja&amp;uact=8&amp;ved=0ahUKEwixnaqXuvXMAhWHB8AKH_a-MD8wQFggqMAI&amp;url=http%3A%2F%2Fwww.cheltenham.gov.uk%2Fdownload%2Fdownloads%2Fid%2F4174%2Ffinal_report_-_evidence_to_support_the_cheltenham_economic_strategy&amp;usg=AFQjCNFoLb5yuZ6LwyUBNGIH4YVrxeesA">https://www.google.co.uk/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=3&amp;cad=rja&amp;uact=8&amp;ved=0ahUKEwixnaqXuvXMAhWHB8AKH_a-MD8wQFggqMAI&amp;url=http%3A%2F%2Fwww.cheltenham.gov.uk%2Fdownload%2Fdownloads%2Fid%2F4174%2Ffinal_report_-_evidence_to_support_the_cheltenham_economic_strategy&amp;usg=AFQjCNFoLb5yuZ6LwyUBNGIH4YVrxeesA</a>	Opens a PDF of the final report

## B) Community Information Grid: recording your research information

You can use the following grid to record information you find about your locality. It's tempting not to bother with the 'Sources' column but if used, it will help you to reference any figures when you write up any findings. As you are the experts in your community it will be possible for you to complete some of the information without the need for further research, and community engagement (see Part 2) will enable you to check with the community that the information is accurate.

This information can be used to form your community profile. An annotated map is often the easiest way to summarise some of the information - especially about location and spread of facilities and services.

Subject/prompts	Information	Source(s) – page number, URL
-----------------	-------------	------------------------------

Population characteristics Total number of people Household types Population distribution by age, ethnicity		
Healthcare services and facilities – pharmacies, GPs, hospitals, dentists		
Retail facilities – shops and Post Office		
Vets		
Restaurants, cafes, take-aways and pubs		
Education – Early years settings, Schools, colleges, libraries		
Sports and play facilities - indoors		
Green spaces		
Community meeting places (halls), including churches		
Geographical features Roads around/through Character – layout of streets Character of buildings Features		
Designations Conservation Area Listed Buildings AONB SSSI		
Previous work on finding out about		

community issues – surveys, door knocking, parish or Neighbourhood Development Plan (what, when, findings)		
Employment		
History		
Major planning applications which could impact upon the local community		
Any further information, please list...		



## Part 2: Engage with the community to gain people's perspectives

The desk top research and audit of facilities and services will provide details of the physical characteristics of the community but does not give an insight into the perspectives and aspirations of the people who live and work there. This part (Part 2) of the toolkit gives guidance on engaging with the community to find out what they value about the area and the issues they feel need to be addressed.

### A) Reaching people

The community groups involved in this Cheltenham Engaging Communities Project have been keen to reach as many people as possible to gain their perspectives.

#### Who to engage with

In order to ensure that you are reaching all groups in your community the table to the right can be used to identify different groups of people in your area and how they might be reached. The table takes into account one of the most important hints relating to engagement - *Don't expect everyone to come to you: Go to where people gather*. Think of their natural 'bumping places' and also make use of events planned by other organisations to gather opinions.

Groups in our community <i>e.g. age groups, interest groups, families, businesses etc.</i>	Where might they gather/ what might interest them	Plans: How to reach this group

## Methods of engagement

A number of resources have been produced to explain different engagement methods. Most recently, guides have been produced by [The Eden Project and their guide to Community Consultation](#) (from page 16) includes sections on:

- Lead in activities
- Workshops (and focus groups)
- Questionnaires
- Fete stalls- and other pop up spaces such as shop fronts
- Hints on making consultation fun
- Making use of models and maps
- Digital engagement and use of social media
- Working across generations and using children as interviewers
- Walking 'the patch'
- Hints on getting people interested- through welcoming spaces and personal invites

Even though this guide has been developed for Neighbourhood Development Plan work, the principles are the same for any community engagement and consultation. The Locality [Top tips on Listening to Your Community](#) is also a useful reference document as it contains a list of eight things to consider when planning community engagement.

### How they did it

Oakley community took advantage of a Fun Day planned for July 2016 to gain the perspectives of the wider community. However they already had information on what people valued and felt needed to be addressed from a survey conducted a few years previously. Therefore they presented the results of those findings and asked people to check them and list anything missing.

## Making connections with groups and organisations in your community

The parishes and neighbourhood groups/ associations involved in the Cheltenham Engaging Communities Project do not have limitless time to complete their contribution to the Local Plan and will need to make efficient use of time and resources. One of these resources is other groups in the community. In every community there is a wealth of contacts and groups who can both participate in the consultation and amplify your message to others. The following is a list of tips when working with other groups in your community to widen engagement

- Within your action group, identify who will contact whom and try to stick to these links throughout in order to build trust and a strong relationship.
- Keep your community contacts informed about the progress of your work. Don't just contact them only when you need something. That said, do be mindful of the frequency of messages so no one suffers 'inbox overload'.
- Be prepared to write a shortened message suitable for newsletters, as many groups and organisations have them and are often grateful for anything to help fill them. If you have a concise version of your message ready to go, you'll increase the likelihood of your information being included.
- Don't reinvent the wheel: When speaking to any local community contacts, try to find out what other consultations, if any, have been done in the area recently. Try not to repeat the same questions as in recent surveys but build on them.
- Explore whether other groups are keen to consult, and whether you could offer a 'one-stop shop' event to make the most of footfall. Likewise, is there an upcoming public event that you can piggyback onto?

**The table below shows the assets a typical community might have to capitalise on when trying to reach the wider community in order to gather opinions:**

Contact	Who to contact	Possible activities
Schools All excellent ways of reaching local families.	Phoning the school office is a good place to start, but follow up with an email with all of the details. Check with school office where this needs to go. One of your group may volunteer in / be linked to the school. Make use of such connections.	Ask if details could be conveyed in a newsletter, or announced in an assembly. If you have printed fliers, deliver enough for one per child (ask the school office how many needed). Consider which schools your community might use, even if they aren't within the neighbourhood.  Citizenship is part of the curriculum, so if you have time you could organise a session with a class of students to get their views. You could also create a 'buzz' by running a competition for children to design a logo for your community
Library	Most libraries have a library supervisor, who might be a good person to phone, ahead of emailing any information.	Libraries are a good place to display fliers and posters. They also work with community groups, so can pass the message on to others.
Shops	Shopkeeper	A good place to display a poster or fliers. You might also want to make an

		approach to investigate whether you could stand outside the shop at a busy time of day to give away fliers and talk to people.
Scouts, Guides, Brownies, Cubs etc.	The group leader's phone number or email address is usually on the group's website.	Ask if leader could make an announcement/distribute fliers. Similar to schools, if you have time, you could run a session with a group to get their opinions.
Churches/ other faith groups	Visit the church's website for contact details of the minister.	Plenty of churches have a notice board, and some have space for fliers. More obliging ministers may also be willing to make a short announcement during a service. Find out about any groups that meet at the church and add them to your contacts list
Neighbourhood policing team	Contact the receptionist or sergeant. Their email addresses are on their webpage – you can find it by going to your constabulary's website and then following a link to find your local policing team.	Generally, the police work with a lot of community teams, so may be willing to forward your message to these. They may also have poster/flier space available.
Early Years settings	From children's centres to playgroups in church halls to nurseries at schools, your area is bound to have at least one early years setting. Contact the centre manager, playleader or head of early years – you can usually find details on the group's website.	Poster and flier display is usually possible. If the group has a newsletter, ask if a message can be put in it.  You might be able to talk to parents about your work for a few minutes if you plan a visit to coincide with a stay-and-play session or with pickup time.
District/Borough Council	Depending on the focus of your work, you might want to contact one of several different departments. For anything to do with 'place', the planning department is your best bet.	Phone or email the manager of the planning team in the first instance. Ask that they forward your message to anyone who they think should know in their list of contacts, including colleagues.
Community Engagement officers	Many areas have a designated community engagement officer – details are often on the council's website.	Officers may be willing to deliver your message to hard-to-reach groups. They can also disseminate your message via email to their community network.  CE officers are also an excellent way to reach vulnerable members of the

		community. As there are special considerations around consulting with vulnerable sectors of society, it is essential that you work with, and follow advice from, your CE officer(s).
Elected officials	Councillors and MPs – you can find email addresses and/or phone numbers for the elected representative for your area on council websites.	Some may be able to forward your message to useful contacts, but the main aim is so that they all know what's happening in their area – or close to it. Many local councillors will be willing to recommend certain groups worth speaking to, and ways of going about consulting with local people.
Developers and owners of large sites	Check local planning applications and local news for details of plans for development. Some sites may have hoardings boards branded with the developer's name and logo.	Phone the developer or land owner. Ask to speak to the representative for that particular site if it's a large company. Developers are often most interested in what's being asked (especially if it concerns their site) and how people responded.
Business owners	Local business club coordinators  Local businesses	Ask if you can attend clubs as a guest to give a brief announcement.  Drop leaflets off at businesses – so the business owners know, and so customers can pick them up.
Via social media	Your group's social media, if applicable  Local council's social media  Partners' social media	Identify your channels of social media and draft several short messages to be sent out, referring people to a webpage or event. Remember to send updates including where and when results are available.
Youth clubs	Youth club coordinator (the club's website will usually feature their contact details)	Ask to attend a session to spread the word, or ask for coordinator to pass on the message / hand out leaflets.
Pubs	Phone or pop in to talk to the owner/manager	Good place for leaving some leaflets or a poster.
Community Transport	Area coordinator	Phone or email the coordinator. Some services may be willing to give leaflets out to their customers.
GPs	Practice manager – phone or check website for a name and email address.	Phone and then follow up with an email with all details. May be willing to display leaflets.

Day services	The manager – usually listed on website.	Email to share information on the activity and to ask them to pass onto customers. They may be willing to pass on some leaflets too.
Emergency Services	Area manager / team leader for fire service and paramedics (police – see above)	Send information so that employees can take part and be aware of process.
Leisure Centres	Centre manager – phone up to establish who this is.	Phone first, and then send information email. May be willing to display leaflets/posters.
Citizens' Advice Bureau	Manager – you may need to phone to establish who this is if not on website.	Phone the manager first, and then send an email. May be willing to display leaflets/posters.
Jobcentres	Centre manager – may be able to identify by visiting their webpage or by phoning.	Phone the manager first, and then send an email. May be willing to display leaflets/posters.
Newspaper	Editor – usually listed on the paper's website.	Press release and/or a paid advert.
Hospital	Reception – usually the generic email address, as listed on website.	Phone ahead to notify reception, and enquire about possibility of displaying leaflets
Community Centre	Centre manager – phone to establish who this is.	Initial phone call plus email. Potential for leaflet display.
Public Advice and Service Centre	Local council in first instance	Contact local council and then specific centres to pass on information and to ask about leaflet display.

### **How they did it: Getting people interested in 'our place'**

The Fairview Community Association used a number of methods to get people talking about 'our place' during their Fairview Day in June 2016.

They set up a number of activity 'stations' in different parts of the community, encouraging people to walk around the whole area. This enabled participants to become more familiar with the extent of the Fairview area and the facilities within it (as well as having fun through activities, fetes, displays and shows)

A number of 'Did you know..?' posters were put on display showing some key facts about Fairview. These were taken from the profile which had been developed.

There was a display of historic photographs of buildings and spaces in the area.

A large map was used to show the extent of the Fairview area.

This drew people in to talk about 'our place' and a survey then provided them with the opportunity to provide their perspectives.

## Thinking of composing a community survey?

### Design Top Tips

A questionnaire survey can be an effective way of gaining opinions from individuals who might be too shy to make their voice heard in a focus group or public meeting.

1. Focus on **what you want to find out** rather than 'creating a questionnaire'. Start by defining what pieces of information you want to gain through the questionnaire. You'll find it much easier to then construct precise and effective questions once you've done this.
2. Don't be tempted to include questions just because you've seen them on other surveys. For instance, asking for age is only helpful if you're going to analyse answers by age.
3. When planning delivery of your questionnaire, keep in mind that **questionnaires delivered and collected by hand** have a much higher response rate than those sent via post – not to mention the cost of postage.
4. Be mindful of the effects of asking numerous **personal questions**. Even if the responses are anonymous it can put potential respondents off, resulting in a lower response rate.
5. Try to avoid numerous '**open box**' questions if tick boxes would be a suitable alternative. Not only are 'open box' questions harder to analyse but they are more daunting for respondents to complete too.
6. Ask 'do **you** need...?' or 'would **you** use...?' rather than 'does the area need...?'. This avoids the issue of respondents ticking 'yes' to everything because they think someone else may use a certain facility or aspect while they themselves would not.
7. Be aware of subtle differences of **phrasing** affecting responses to questions. Use neutral language to avoid producing leading questions. Think about how 'what development would you **like**?' versus 'what development would you find **acceptable**?' would achieve different results overall.

## How they did it

Community Survey—Example

**Your Views on \*\*\*\***

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

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

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

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3a. What is your opinion on the following in \*\*\*? (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 \*\*\*?

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

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

☐ Community news ☐ Health and wellbeing issues

6. How can we build a stronger community in \*\*\*?

7. If \*\*\*\* had an indoor Neighbourhood Community Space, what would you use it for?

☐ 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.)

☐ Other ideas (please write them down below):

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

☐ \*\* Community Association contributing to consult with and work for our community

☐ Volunteers working to help enhance our neighbourhood and community

9. Please use the box below to write any further comments you have about \*\*\*.

This survey was prepared by \*\*\* Community Association in partnership with the following organisations:

Thank you for completing our survey.  
Keep in touch through \*\*\*



8. If you're providing numerical tick boxes, make sure none of them **overlap**, e.g. 1-2 and then 2-3. The respondent whose answer is 2 won't know which to tick.
9. If you're asking for people to **register an interest in volunteering**, remember to include a slip for contact details – separate from the main questionnaire so they can maintain anonymity.
10. If you're asking respondents to **rate facilities** or other elements, it can be easier all round to use a balanced scale from 'very good' through to 'very poor'. If you're using numerical ratings (e.g. 'On a scale of 1 to 10, rate the following'), **be very clear on what the numbers mean** as it's easy for respondents to confuse which end is good and which is poor. It can be useful to link words to each number.
11. **Incentives work!** Consider whether you can run a prize draw for respondents – and make sure you tell everyone about it. Ask around local shops and businesses for donated prizes.
12. Think about whether you can put the **survey online** too. This means that people don't have to physically return the questionnaire to you, and responses will be put into a table straight away, which means no data entry for online responses. Favourite online survey tools are Survey Monkey, Google Forms and Polldaddy, all of which provide basic survey building tools for free (but do check for limits placed on, for example, number of respondents or number of questions to make sure that particular tool will suit your purpose).
13. Give thought to **accessibility** when designing your survey, in other words making your survey easy to read and use for everyone. Stick to the same font throughout a document, and use **bold** for emphasis rather than italics or capitals, again for readability. It's tempting to try to include as many questions as possible on your questionnaire but try to keep the font size at 14 or above

## Connecting with businesses

It is important to try to speak to businesses in your community and the following prompts could be used in a questionnaire or to interview business managers and owners. People often appreciate a personal invitation therefore response rates can be increased if you drop off and pick up surveys in person. Alternatively you can interview each business. This is more time consuming but can provide opportunities to follow up on answers, yielding better quality of data.

#### **Ideas for questions for businesses:**

- Type of business (sector)
  - Size (number of staff- part time/ full time/ local (if known))
  - How long they have been operating
  - Why they located there
  - Positives about location/trading here
  - Biggest challenge
  - 3 key issues restricting growth
  - Top 3 changes to improve trading
  - Plans and aspirations for the future
- 
- You can also ask about travel to work- eg how far employees travel on average to get to work; method used; suitability of forms of public transport to enable people to come to work

#### **How they did it**

The West Cheltenham NDP group, covering parts of Hester's Way and St Marks used the technique of holding a workshop with a smaller group (open invitation) around 20 attendees. The next step is to present this information as 'This is what came out from our workshop session. Please list anything that is missing and add your comments.'

#### **The workshop comprised:**

1. In theme groups, list what you have got in your community (for this theme)
2. Which aspects are valued and why

## Part 3: Establishing the vision and objectives for your community

Most Neighbourhood Development Plans include vision and objectives and they are useful to summarise your community's aspirations following consultations. This can also be included as an open question in your community survey or workshop.

Don't ask people to compose sentences initially- just bullet point the important points and then form them into sentences.

### Hint box

The simplest way to define vision is by giving the prompt In 15 years time \*\*\* will be a place where .....

Objectives can be described as 'in order to achieve this vision the following will need to be tackled:

Objectives would relate to specific aspects e.g. – 'allow scope for the medical practice to grow to accommodate additional patients'.

## Part 4: Green Spaces

Communities in Cheltenham have been invited to make the case for inclusion of Local Green Spaces in the Cheltenham Plan. A full toolkit and related resources such as a Q+A sheet have been produced to support communities to submit an application but the basic process can be summarised as:

List all the green spaces in your area/neighbourhood

Complete the following table to establish which might benefit from Local Green Space designation and thus additional protection

Complete the full toolkit submission for those you wish to apply for designation. This will involve gaining community letters and support – explaining how people and organisations feel each space is special to them.

Question/Aspect	Response	Notes/tips
1. Site name:		Give all known names for the site
2. Site location and address		
3. Size of site (please give units used e.g. hectares)		No 'extensive tracts of land' can be designated as Local Green Spaces but there are no guidelines about size
4. Is the site allocated for development (planning permission granted, pending or named in the current Local Plan or emerging JCS or Local Plan)? Give details.		A site allocated for development cannot be designated as a Local Green Space (although a Local Green Space could be accommodated within the development).
5. Where is the site in relation to the community it serves? How does it connect physically, visually and socially to the local area? How is it reached?		A site must be 'in proximity to the community it serves' e.g. if public access is important it should be within easy walking distance.
6. Describe how the site is used by the community Try to give some idea of scale of use		Could be for recreation (sport), play (formal and informal), sitting, picnicking, leisure, sledging, viewpoint.
7. What is the site noteworthy for? E.g. <ul style="list-style-type: none"> <li>• Beauty (views out and in or the site itself)</li> <li>• Historic significance (heritage connections)</li> <li>• Recreation (formal and informal sport)</li> </ul>		<p>The site must be demonstrably special to your community and hold a particular local significance</p> <p>Note any designations e.g. AONB but also record subjective thoughts.</p>

<p>and play, walking, allotments)</p> <ul style="list-style-type: none"> <li>• Wildlife (important species, land use designations)</li> <li>• Tranquillity (absence of road noise, dark skies)</li> <li>• Or other reason</li> </ul>		<p>Consider, where relevant, views out as well as the site itself. During consultation people will add their thoughts</p> <p>Can include ponds and spaces around</p>
8. Are there any current designations of the site? Eg Site of Special Scientific Interest, conservation area. If so give details.		Use maps provided which show designations
9. Ownership of site- if known		If there is a decision to proceed to designation, CBC will discuss with the landowner
10. Any other comments		
11. Your conclusions: Will you pursue this as a suggested Local Green Space by completing a full assessment using the CBC toolkit (including photos, evidence of how special)? Why/why not?		Remember that open/green spaces are already protected. You are considering additional protection over and above that afforded by the NPPF paragraph 74

## Part 5- Community priorities: Spatial planning and action planning

Not all community aspirations and issues are appropriate to include or represent in a Local Plan (such as the Cheltenham Plan) as these are specifically planning policy documents. If matters do not fit into land use and spatial planning category they will usually be appropriate for a Community Action Plan.

### How to decide

Earlier consultation and engagement will have encouraged people to consider a variety of community matters and when considering these it is a good idea to separate them into those which are relevant to land use and spatial planning, and those which relate more to community activity actions. The following template may help and GRCC and Cheltenham Borough Council can support your group to check the categories.

#### Decision making template- planning/ non planning issues

Aspect	Spatial planning/land use? (yes or no)	Reason (please explain why)

Cheltenham Borough Council officers have provided a 'Starter for ten' list of items which may be relevant to land use and spatial matters and these are shown below. If some of your issues do not fit under spatial planning and land use category then you can form these into an action plan for your community. A template action plan is shown below.

#### Action Plan template

Theme	Action	Lead	Other partners	Timescales

## Starter for Ten: Aspects relating to land use and spatial planning

### Aspects of relevance to land use and spatial planning

#### Built Environment:

- Care of current buildings
- Integration of new development
- Identifying buildings which need extra protection ie through listing etc.
- Green spaces- not just LGS but parks and gardens etc
- Building uses eg. Should the majority of buildings in the area be protected for a specific use office, single residential use, student accommodation etc.

#### Natural Environment:

- Identification of key areas of natural environment deserving of protection, not already protected.
- Use of renewable energies etc on new or existing developments such as solar panels etc.
- Flooding- anything that needs addressing in the local area
- Conservation areas- areas- needs for reviews/ further appraisal work

### Aspects of relevance to land use and spatial planning

#### Economy:

- Is there a part of the neighbourhood which should be actively promoted to attract more retail offer or businesses? Or are there any areas that are already in use but are failing
- Are there any retail areas that should be protected as a local retail area? Or any that are no longer used?

#### Culture and Recreation:

- Identify any unmet needs in the local community in terms of community facilities such as meeting places; sports facilities; allotments etc, but be realistic about what can be achieved

**Transport:** (Please be aware that the local planning authority only has limited powers regarding transport)

- Identify issues that may need addressing such as regular congestion
- Improvements to transport networks including footpaths and cycle routes, or are there any routes that should be further promoted.

## Part 6: Bringing it all together

You will now have a number of sections to incorporate into a full community profile comprising not only desk top research and auditing but also community aspirations in relation to each of the issues. Vision and Objectives can form a separate section of your profile but community perspectives can be added to research and audit information under theme headings. Amend the draft profile you have received from GRCC to add in this community perspectives work. GRCC will then check it with you prior to submission to Cheltenham Borough Council.

## Part 7: Next steps

The work on the Cheltenham Engaging Communities Project will have opened up further avenues for conversation about Forward Planning between communities and CBC. Communities will be interested in how this information is used by CBC and how elements of their profiles are being referenced and used to inform the Cheltenham Plan. The Cheltenham Local Plan page on the CBC website and contact with elected representatives will be important to keep track of the Cheltenham Plan progress. The C5 (Cheltenham Parish Councils) and Neighbourhood Co-ordination Group meetings will also provide opportunities for feedback on progress.

For some communities this exercise will spearhead further community led planning initiatives such as Parish Plan (action plans for communities) or Neighbourhood Development Plan (a document which includes planning policies for a specific neighbourhood , parish or area). Whichever road you take, the community profile produced will be invaluable- in essence you will have completed a major part of any such plan.

Find out more about [community led planning](#) on the GRCC website

The [‘My Community’](#) website is invaluable in gaining more information on Neighbourhood Development Plans.



## **ANNEX B: CHELTENHAM ENGAGING COMMUNITIES PROJECT (CECP)**

### **Extracts from Community Chapters forming Part 2 of the Cheltenham Engaging Communities Project Report.**

The following extracts provide a short introduction to each area plus details on how they engaged with the project and a summary of any survey and SWOT analysis (Strengths, Weaknesses, Opportunities and Threats) conducted by the communities.

#### **1. BENHALL AND THE REDDINGS (Extracts from Chapter 1 Part 2 of CECP Report)**

##### **Introduction to Benhall and The Reddings**

The area of Benhall and The Reddings is a mature, residential suburban area to the south west of Cheltenham Town centre. The area adjoins Fiddlers Green, St Marks and Hesters Way to the north, Up Hatherley to the south east, the town centre to the north east and open agricultural land to the south west.

##### **How Benhall Residents Association approached the Cheltenham Engaging Communities Project**

The community profile presented within this chapter represents both Benhall and The Reddings area. GRCC engaged largely with the Benhall Residents Association to prepare this Chapter, following on from the Local Green Spaces work conducted in 2014-15. They started the process in October 2016 and utilised GRCC help to support formulation of the community profile and to facilitate a number of meetings to discuss aspirations, priorities and action plans.

##### **Benhall Residents Association's research and engagement with the wider community**

In order to build an understanding of the vision, community aspirations / priorities and key issues in relation to the Benhall community area, the Association 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 Benhall Residents Association 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 Benhall and The Reddings. The profile contains sections on history, economy, housing, community services, transport, physical environment and the characteristics of the population. The full profile can be found in CECP Report Part 2, Chapter 1, Appendix 1.

##### **Profile Summary**

The neighbourhood, consisting of approximately 5,000 people, is bounded on three sides by major roads. There are several green spaces including Benhall Park but there are no conservation areas in the neighbourhood. The area is mostly residential with the majority of housing built in the 2<sup>nd</sup> half of the 20<sup>th</sup> century. More houses are owned in the area than national, regional or borough averages. The vast majority of housing in the area has an off road parking option with residents travelling out of the area to work.

There are no GP surgeries or pharmacies in the neighbourhood but there is a row of shops including a convenience store and takeaways and other retail services and facilities including a post office are nearby.

Secondly the Benhall Residents Association organised and invited members of the community to participate in a workshop facilitated by GRCC in November 2016. 10 attendees worked together to consider the community profile and to start the process of capturing the aspirations and priorities for

the community. A SWOT analysis was prepared and used to draw out aspirations and key issues for the community.

This work was further developed in a committee meeting organised by Benhall Residents Association in January 2017, with facilitation support from GRCC, to discuss and prioritise objectives and to define an action plan to move forward their key priority of Benhall Park.

The Association and the local Borough Councillor felt it was also important to gather the perspectives of community groups based in The Reddings. GRCC therefore also met with the Grace Gardens Residents Association in January 2017. Although the residents group felt they could not meaningfully engage with this project within the timescales available, they would wish to contribute to future discussions and initiatives for the Redgrove Park and The Reddings areas.

## Outputs from community engagement activities

### SWOT analysis

<b>Strengths</b>	<ul style="list-style-type: none"> <li>• Safe &amp; Friendly community</li> <li>• Local Pride and look after each other</li> <li>• An active volunteer group</li> <li>• Green space (park / hedge rows and tree lined roads)</li> <li>• Nearby shops</li> <li>• A wide range of ages groups</li> <li>• Generally a desirable place to live (school / public transport – car specific)</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>• No 'indoor' central place to come together</li> <li>• Reddings v Benhall (a defined boundary)</li> <li>• Limited youth activity (including representation on the residents group)</li> <li>• Transportation – car oriented not bicycle (car 'rat run')</li> <li>• Green space (park) not utilised effectively with potential for more inclusive use</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• Merge with the Redding's area (a combined community café)</li> <li>• Community space / building (coffee shop)</li> <li>• To give a 'voice' to the youth</li> <li>• To promote new idea projects such as a community garden / meadow project including 'habitats for animals'</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>• Loss of any future 'youth' involvement when there has been objections to some of the previous projects (e.g. art project)</li> <li>• Residents Group being able to continue without increase in involvement</li> <li>• Transportation – increase in use of the area as a 'rat run'</li> <li>• No plan to maximise the underutilised green space</li> </ul>

## 2. CHARLTON KINGS (Extracts from Chapter 2 Part 2 of CECP Report)

### Introduction to Charlton Kings

Charlton Kings is a mature residential area in the south east of Cheltenham Borough, situated on the lower slopes of the Cotswold escarpment. It forms one of five parishes in Cheltenham Borough and adjoins the Charlton Park and All Saints areas to the west, the neighbourhood of Oakley to the north and open, largely rural, land to the south and east. The area includes the neighbourhood of Battledown as well as the area known as Charlton Kings. Charlton Kings Parish Council worked with GRCC to prepare this Chapter 2 of Part 2 which includes contributions from local residents during community consultation.

## **How Charlton Kings Parish Council (CKPC) approached the Cheltenham Engaging Communities Project**

CKPC had decided to undertake a Parish Plan in 2016 therefore the approach adopted enabled information to shape both the parish plan and the Cheltenham Engaging Communities Project chapter for Charlton Kings. By negotiation GRCC's support time was used by CKPC to provide general guidance on the process, to analyse data from a parish questionnaire in Autumn 2016 and to facilitate a workshop of parish councillors to draw out key aspirations for the community.

### **Charlton Kings Parish Council (CKPC) research and engagement with the wider community**

CKPC holds regular parish council meetings and councillors interact with residents in the neighbourhood. As such, parish councillors have an understanding of the 'hot topics' in the parish – aspects drawn to the attention of the clerk or councillors by residents and items considered at parish council meetings. The parish council has also embarked on projects over the past years including enhancement of community buildings and measures to improve footpaths following a local bequest.

For the parish plan and work on the Cheltenham Engaging Communities Project, the parish council wanted to be confident that its perspectives on important issues reflected that of the wider community and felt that a mix of invitation to 'interactive sessions', the chance to complete a questionnaire and targeting key groups provided a balanced approach to engagement. An interactive session with parishioners during a parish council meeting in summer 2016 identified key themes and, during Autumn 2016, a questionnaire was distributed to all residents via the Cheltenham Local Answer publication. Parish councillors targeted key groups in the parish and conducted discussion groups – e.g. with older people, young people. They also attempted to engage with local businesses.

The parish council considered the findings of the questionnaire and, in January 2017, they invited residents to a second interactive session, with 60 attendees, to present the results and undertake an exercise to prioritise suggested community ideas and solutions. This session also involved input from design consultants Austin Design Works who discussed and received feedback on ideas to improve landscaping in the recreational areas along the theme of 'Grey to Green'. (Austin Design Works were commissioned by the parish council). This was followed by a workshop, facilitated by GRCC in January 2017 and attended by 7 parish councillors, to draw out the aspirations of the community.

The parish council also contributed to the production of an outline profile of the parish, which contains sections on history, economy, housing, community space, transport, physical environment and the characteristics of the population. The full profile can be found in CECP Report Part 2, Chapter 2, Appendix 1. It indicates a large parish, with a population of over 10,000, containing 3 conservation areas on the edge of Cheltenham Borough. It is a reasonably affluent area with very few pockets of deprivation and with excellent access to services. There are higher proportions of people aged 0-15 and over 65 in Charlton Kings than is the average for Gloucestershire and England.

### **Outputs from wider community engagement**

The short questionnaire (Part 1) simply asked people to define what they liked about Charlton Kings and areas of importance for the parish council to concentrate on. Open questions allowed them to define the key areas for improvements and make suggestions for solutions. The more detailed questionnaire (Part 2) also invited people to respond to prompts relating to:

- Keeping fit and healthy
- Housing and Development
- Business opportunities and home working
- Transport and traffic provision
- Safety and wellbeing
- Community
- Access to the countryside, wildlife and conservation

- Sense of identity
- Heritage

Part 1 of the questionnaire was completed by 253 residents and Part 2 (a more detailed questionnaire) was completed by 232 residents. The full analysis reports showing responses to 'tick box' questions can be found in CECP Report Part 2, Chapter 2, Appendix 2. The parish council working group also considered all comments.

#### **What people like about living in Charlton Kings - Top 3 responses (% of respondents selecting)**

- Access to the countryside – 88%
- Ease of access to Cheltenham and main road network – 74%
- Village atmosphere – 71%
- Range of local shops – 64%
- Quality of local schools - 58%

#### **For the future it is important to... (over 50% of respondents strongly agree):**

- Maintain green areas around the village (72% strongly agree)
- Ensure key services such as schools, doctors and others keep pace with the rising population (60% strongly agree)
- Ensure future housing development is sympathetic to the existing street scene (56% strongly agree)
- Improve road safety throughout Charlton Kings (53% strongly agree)


CKPC provided the following summary to reflect questionnaire results during the second Interactive session for residents in January 2017:

##### **Key Themes - practical solutions**

1. It is essential to maintain the green areas around the village, we should maintain a good mix of housing, resist development on back garden land, greenspaces and recreational areas, be sympathetic to the existing street scene.
2. Backing for improvements to Church Piece and the Grange Field area.
3. Support for local transport and traffic initiatives including parking, cycling, walking and buses.
4. Protecting our countryside and maintaining wildlife is important.
5. Our heritage is vital, buildings of local interest and conservation areas should be preserved.
6. People living in Charlton Kings think it has a different feel to Cheltenham and would like to have more regular community events.
7. More amenities and business opportunities for different types of businesses.

## Results of prioritisation exercise – Parish Meeting Interactive Session January 2017

Please place your top 3 items in order of priority by numbering the adjacent boxes 1,2 or 3			
Priority number	1	2	3
1. Improvements to Church Piece and Grange Field area	11	8	2
2. Maintaining the green areas around the village	11	6	9
3. Local transport and traffic initiatives including parking, walking and cycling	4	9	9
4. Protect our countryside and wildlife	9	8	5
5. Preserve our heritage, buildings of local interest and conservation areas	1	4	9
6. Hold more regular community events	2	3	1
7. Create more amenities and local business opportunities	0	0	3

 Indicates highest priority for action as chosen by audience attending the meeting

### 3. FAIRVIEW (Extracts from Chapter 3 Part 2 of CECP Report)

#### 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 research and 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.

Firstly, 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 CECF Report Part 2, Chapter 3, Appendix 1.

### **Profile summary**

Sited between Cheltenham Town Centre and Battledown, the neighbourhood has a population of approximately 7,000 people that has grown with the expansion of the town. With a relatively high population density the neighbourhood has a much higher than county average number of people aged 16 to 64 with a high concentration of people having a higher education qualification. It is largely a residential area with a large number of private renters - double the national average and almost double the borough average. Fairview is not one of Cheltenham's areas of highest crime and it is not a deprived area, although it contains pockets of deprivation.

Fairview is characterised by straight and fairly long narrow streets with limited off street parking. Whilst there are no dedicated community centres in Fairview there are numerous schools, nurseries in the neighbourhood along with good access to services based upon the area's proximity to Cheltenham town centre and the existing local facilities.

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.

## 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"><li>• Close proximity to town (40 comments)</li><li>• Friendly Neighbours (37 comments)</li><li>• Community Spirit (33 comments)</li></ul>
What are the three things you least like about Fairview? (open question)	Most frequent responses <ul style="list-style-type: none"><li>• Parking (42 comments)</li><li>• Graffiti / run-down buildings (23 comments)</li><li>• Traffic (16 comments)</li></ul>
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) Online questions

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. 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.

#### **4. LECKHAMPTON WITH WARDEN HILL PARISH (Extracts from Chapter 4 Part 2 of CECP Report)**

##### **Introduction to Leckhampton with Warden Hill Parish**

The parish of Leckhampton with Warden Hill is situated to the south of Cheltenham, linked to Cheltenham to the north and east by developments along Leckhampton Road. To the west is the Leckhampton Green Field Land and on the south side it borders the Cotswold AONB and the scarp of Leckhampton Hill. It is one of five parishes in Cheltenham Borough, adjoining Shurdington Parish to the south, Up Hatherley to the west, and unparished sections of the town to the north and east (including some of Charlton Park, Naunton Park, Bournside and Pilley). Warden Hill is a suburb of Cheltenham, much of it built in the 1950s with more recent development on its south side down to Up Hatherley Way. Leckhampton Village has more of a village feel, being surrounded by fields on three sides and also having a long history and a number of Medieval buildings including Leckhampton Manor and St Peter's Church.

##### **How Leckhampton with Warden Hill Parish Council approached the Cheltenham Engaging Communities Project**

Leckhampton with Warden Hill Parish Council made the decision to work towards a Neighbourhood Development Plan in 2013 and the parish was designated as a Neighbourhood Area by Cheltenham Borough Council in September 2015. Since 2013 a NDP group has led the process. Its membership includes Leckhampton with Warden Hill (LWWH) Parish Council, Shurdington Parish Council, Leckhampton Green Land Action Group (LEGLAG), two Borough Councillors, and various expert members as required. Shurdington Parish Council is a member because the Leckhampton Fields, although mainly in LWWH Parish, extend into Shurdington west of Farm Lane. Leckhampton Hill and the fields surrounding Leckhampton on the south and east side are also in Shurdington. Leglag has approximately 1100 members actively involved in green space preservation. The NDP group also has informal links to other local organisations including the church, Friends of Leckhampton Hill and Charlton Kings Common (footpath and general maintenance group). The group, which at the time also included the Chairman of Gloucestershire CPRE and the then MP for Cheltenham, produced a 'concept statement' in 2013 for the NDP, focussing particularly on green spaces and traffic problems. The Concept included a proposal for a Local Green Space and the group then worked with GRCC in 2015 on the Local Green Space Study, which included the proposal for designation of part of the Leckhampton Fields as a Local Green Space (revised from the original 2013 LGS proposal in 2014 based on recommendations from CBC. The group has also presented in Joint Core Strategy Inspector hearings during 2016, and changes have subsequently been made to the JCS with regard to proposals for a strategic site around Leckhampton. This has clarified the potential scope for sustainable development, which was a key objective of the 2013 Concept.

The approach to the Cheltenham Engaging Communities Project took this previous activity into account and allowed GRCC to support the parish council in ways which would also inform the progress of the NDP as well as enabling them to produce a Chapter for the Engaging Communities Report. It is recognised that proposals in this report will be enhanced and amended throughout the NDP process therefore final aspirations and themes in the NDP may not be identical to the ones presented in this report. GRCC support centred around the NDP and Engaging Communities Project process, providing a framework profile for the community to amend and a basic analysis of data from the 2015 survey.



## **Leckhampton with Warden Hill Parish Council research and engagement with the wider community**

### **2013**

The concept statement and Local Green Space application was compiled in 2012/13 and submitted to Cheltenham and Tewkesbury Borough Councils in July 2013, this document was countersigned by Shurdington Parish Council. This concept document<sup>[1]</sup> had been prepared in-house by the Neighbourhood Forum with the assistance of CPRE who were government funded to provide Neighbourhood Planning Consultancy. Traffic congestion was a major concern at the forum meetings, the Parish Council undertook extensive traffic surveys and traffic modelling of traffic flow on the A46 in order to understand the scale of the existing peak workday periods of congestion.

### **2014**

The Cheltenham Partnership – Connecting Warden Hill survey was conducted in 2014, with the Task and Finish Group delivering approximately 850 homes of over 50s and receiving responses from 55. The survey aimed to explore people's interests and skills with a view to enabling setting up of more activities for over 50s in the ward and encourage volunteering. Questions also explored extent of loneliness and feelings of personal safety. This was an initiative by CBC, the LWWH Parish Council and the Church- In-Warden Hill to strengthen community; it was a separate activity to the neighbourhood planning, although contributing useful information to it.

### **2015**

A survey of residents and other users of Leckhampton Fields was conducted in early 2015 in order to inform the response to the Local Green Space Study and subsequent presentation to the Joint Core Strategy Inspector. Extracts from the JCS Examiner's Reports relating to Leckhampton with Warden Hill can be found in CECP Report Part 2, Chapter 4, Appendix 5.

In order to gain opinions on wider issues (rather than those focussed on green spaces), the NDP group carried out an additional survey in summer 2015. Questions were largely rating questions, with opportunities to add comments. What people valued about living in Leckhampton was explored through a rating question with 57 areas to consider, including those relating to schools, environment, transport and roads, amenities and health and social care. Other questions centred around concerns, including a list of 9 possible issues to rate. Question 5 explored views on types and strategy relating to housing needs in the area while a follow up question explored opinions on downsizing. Traffic congestion and pollution was the focus of Question 6 and other questions invited opinions on schools, health and social services, strong community and employment and local economy. The full questionnaire can be found in CECP Report Part 2, Chapter 4, Appendix 2a. The geographical catchment area for the questionnaire was broader than the parished area, in order to gain perspectives of those neighbouring the parish boundary but respondents provided information which made it possible to isolate responses from within the parish. Overall 645 households responded to the Public Consultation exercise with 329 identified as being from within the parished area of Leckhampton with Warden Hill.

### **2015 to 2017 – Evidence on Sustainability**

Evidence was submitted in 2015 by LWWH Parish Council, Leglag and developers to the appeal by Bovis Homes and Miller Homes against the rejection by CBC of their planning application to build 650 homes on the Leckhampton Fields. This evidence and the subsequent findings of the Appeal Inspector and of the Secretary of State helped in refining the scope for sustainable development on the Leckhampton Fields. In the same way the evidence given by various parties including the Parish Council and Leglag to the Leckhampton sessions of the JCS Examination in Public together with the JCS Inspector's findings have provided further clarification and also assurance that the LGS application in respect of the

Cheltenham part of the Leckhampton Fields is consistent with the JCS. The finding by the Secretary of State that the development on the Leckhampton Fields as originally proposed in the JCS would cumulatively cause severe traffic congestion is an important clarification on sustainability and supports the findings on traffic congestion in the 2013 Neighbourhood Plan Concept. The Parish Council is conducting further traffic surveys in February and March 2017 to compare with the surveys in the same months in 2013 to see to what extent the traffic levels have changed.

## Profile of the Parish

The profile of Leckhampton with Warden Hill can be found in CECR Report Part 2, Chapter 4, Appendix 1. It contains sections on history, economy, housing, community spaces, transport, physical environment and demographic information. The parish is in two main parts: the village of Leckhampton and the suburban area of Warden Hill with the Leckhampton Fields in between; there is also post-1980 development on land in Leckhampton along Farm Lane. Together they are home to approximately 4,600 people. The parish has a higher than county or national average proportion of under 5s and over 75s, with 30% of households in the parish being pensioner households, compared with 20.7% nationally. Leckhampton with Warden Hill has low levels of deprivation and residents have a relatively high level of qualifications. The parish has easy access to Cheltenham by foot, bicycle and bus and good access to services, even though only primary and pre-school, meeting rooms and sports facilities are within the parish boundary. It is a largely residential parish with little local employment but it borders the Cotswolds AONB and Leckhampton Hill scarp which are popular walking destinations for local residents and people from further afield.

## Community Engagement Outputs

### Concept Statement extracts

Commentary in the Concept Statement 2013 provides a perspective on issues facing the parish in the context of new development. These are summarised in the table below and further extracts from the Concept Statement can be found in CECR Report Part 2, Chapter 4, Appendix 3.

Aspect	Commentary (from Concept Statement 2013)
Roads and commuting:	Heavy traffic congestion at peak times on Shurdington & Church Roads; the local network is near capacity.  As a direct result, in recent years - deterioration of air quality on Church Road and now evident on the Shurdington Road with a new monitoring tube added in March 2013.
Increased Flood Risk:	Leckhampton and Warden Hill has seen an increasing flood risk due to changes in rainfall patterns compounded by surface water runoff due to the close proximity of Leckhampton Hill and the clay soil conditions south of Farm Lane. Forty five homes were impacted by the floods of 2007 in Leckhampton & Warden Hill and now struggle to get home insurance, the fields flood most winters and are saturated for long periods.
Health and fitness:	To encourage walking for fitness and leisure, LWWH PC sponsors four walks around the Leckhampton Green Field Land and on Leckhampton Hill and Charlton Kings Common, providing some funding and effort for footpath maintenance. The Council is also developing a website describing local walks to encourage more people to walk in the countryside. The Cotswold Voluntary Wardens and the Ramblers organize regular local walks. The local footpath infrastructure is maintained by the Friends of Leckhampton Hill and Charlton Kings Common (FOLK), by the

	Cotswold Voluntary Wardens, by the parish councils and by the County Council. The Burrows Sports Field provides facilities for team sports and there are other sports and fitness facilities close by in Cheltenham.
Housing, population balance and employment:	As Leckhampton and Warden Hill has a relatively large population there is a natural cycle with generations move in and out. Leckhampton has an outstanding primary school, which attracts families with young children. Whilst major new development is not needed in Leckhampton to keep the community balanced, there is a general problem in Cheltenham of an ageing population. This is due not only to people living longer but also to a net inward migration of people in the over-60 and over-75 age groups and by net outward migration of younger people and loss of local employment.
Shopping and community facilities:	There is a thriving shopping centre in the Bath Road as well as supermarkets within easy reach and local shops on Leckhampton Road and in Salisbury Avenue. The village hall in Church Road is very well used and is well supported financially by local people. A large hall is available at Leckhampton Primary School able to take public meetings of over 300 people. More use could also be made of St Peter's Church when it is not being used for worship. St Peter's is sometimes used for concerts and the church cottages provide a room and facilities for small events.
Youth facilities and Unemployment:	There are sufficient facilities for youth work. The scout hut in Leckhampton needs major renovation, but this may occur as part of the proposed redevelopment of the adjacent brownfield site. The Brizen Young People's Centre near the Up Hatherley Way roundabout is new and is a good facility that is available for general use as well as for the youth work. The local schools also provide activities. What the area needs is not more facilities but more funding for professional youth workers and more volunteers to help with youth work. The youth work at Brizen Young People's Centre is supported by donations, by revenue from lettings and by funding from LWWH PC. Local churches also fund two professional youth workers serving the south Cheltenham area.
Maintenance of the local area:	With further major austerity cuts coming between now and 2018, the maintenance of the local area and local services will be an increasing problem. The pot-holed state of the roads and the uneven pavements are common complaints from local people and present a risk of injury to cyclists and pedestrians. Dog fouling is a significant local problem; more enforcement is needed, but impossible with the austerity cuts. Littering and dumping are minor problems on the Leckhampton Green Field Land. LWWH PC does occasional litter picks. Litter on Leckhampton Hill is a bigger problem, but the FOLK has frequent volunteer working parties that keep the area pristine. Volunteers also maintain the flower bed at the Leckhampton Road and Moorend Road junction, with funding support from LWWH. In Warden Hill there is strong volunteer activity through In Bloom for Warden Hill maintaining the attractiveness of the area. With the further austerity cuts in the pipeline, more volunteer effort like this is going to be very important.
Agriculture:	The Leckhampton Green Field Land is substantially grade 2 agricultural land. It has been farmed for over a thousand years and until the 1960s it had thriving market gardens, orchards, small holdings and small farms. These declined as a result of modern intensive horticulture but the

	prospects are reasonably good that the area could thrive again both through conventional, zero carbon hydroponic farming with research links to both Gloucestershire and Bristol Universities
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### 2014 Warden Hill Survey

The results of the Connecting Warden Hill surveys are provided in Annex 1 of CECP Report Part 2, Chapter 4, Appendix 4- Questions related to social activities. Most of the 55 respondents were retired, 25 volunteered and 33 used the internet. None felt unsafe in their neighbourhood but 17 sometimes or often felt lonely and 6 wished to be contacted to connect them with other residents

### Summer 2015 NDP survey

The table below summarised key findings provided by parish residents while tables providing a overview analysis of responses to tick box questions is provided in CECP Report Part 2, Chapter 4, Appendix 2b.

A full analysis of findings from Warden Hill respondents can be found in CECP Report Part 2, Chapter 4, Annex 2 of Appendix 4.

### Summary of findings

Total number of responses analysed within Leckhampton with Warden Hill parished area = 329 out of 645 total responses. No weighting applied to number of residents per household.

Question/ area	Findings
Problems in getting care for self/ others	GP- major problems - 10 respondents, problems - 54 respondents: Dentist- major problems - 6 respondents, problems - 32 respondents: A+E- Major problems - 9 respondents, problems - 28 respondents:
Roads and traffic	Traffic deters people from cycling Yes - 112; Very - 34; No - 73; NA - 84 Pot holes deter people from cycling - Yes 114; Very - 52; No - 51; NA - 85 Respondents divided on issue of 20mph limits on roads. No - 113; Yes - 151; Very 33; NA - 6 f. If you cycle a lot, do you find traffic is a serious danger? (No - 26; Yes - 86; Very - 48; NA - 136
Features important for moving/ downsizing to retirement property	Good bus service - 214 Easy access to shops - 212 Light rooms - 198 Quiet - 198 Low maintenance - 191
Types of housing in short supply	Don't know - 157 Houses with medium/ large gardens - 60
Aspects most valued about Leckhampton, Warden Hill and Cheltenham – top 7 responses	Leckhampton Fields Leckhampton Hill Bath Road shops Cheltenham General Hospital

	<p>Trees</p> <p>Parks</p> <p>Cotswold AONB</p>
Chief concerns about development in this area (Leckhampton with Warden Hill) - top 5 responses	<p>More traffic /pollution</p> <p>Loss of green space</p> <p>Demands on services</p> <p>Loss of local character</p> <p>Loss of views</p>
Concerned about - top 5 responses	<p>Traffic congestion and pollution</p> <p>Green open spaces</p> <p>Housing and over development</p> <p>Safe cycling and walking</p> <p>Health and social care</p>
Planning in this area should be used to... (top 11 responses)	<p>(b) Ensure high traffic congestion does not damage the local economy?</p> <p>(s) Provide plenty of local amenity space / safe roads for children?</p> <p>(z) Keep pollution in all areas within EU safe limits?</p> <p>(t) Provide sufficient parking space to avoid on-road</p> <p>(d) Reduce car use and traffic congestion?</p> <p>(u) Beautify roads by encouraging more trees?</p> <p>(p) Conserve the Leckhampton Fields and AONB as much as possible?</p> <p>(y) Meet or exceed statutory requirements for reducing carbon emissions?</p> <p>(w) Use good amenity space and play areas to encourage stronger community?</p> <p>(v) Use housing/street layout to encourage strong community / neighbourliness?</p> <p>(x) Encourage working from home and retirement housing to reduce peak traffic?</p>

## 5. Oakley (Extracts from Chapter 5 Part 2 of CECF Report)

### Introduction to Oakley

The area of Oakley is a mature, residential suburban area to the north east of Cheltenham Town centre, and includes the neighbourhoods of Whaddon, Lynworth and Priors. The area adjoins Pittville and the town centre to the west, All Saints and Charlton Kings to the south, Prestbury to the north and some open farmland to the east. It is very close to the Cotswolds escarpment and therefore the Area of Outstanding Natural beauty (AONB).

### How Oakley Neighbourhood Project and Oakley Regeneration Partnership approached the Cheltenham Engaging Communities Project

The Oakley Neighbourhood Project (ONP) and Oakley Regeneration Partnership (ORP) worked with GRCC to prepare this Chapter which includes contributions from local residents during community consultation. Both organisations are well embedded in the community, with ONP meeting with residents and offering activities on a daily basis and both organisations have a sound grasp of the values of the community and issues affecting local residents, businesses and community groups. ONP and ORP made use of GRCC support to engage with community members during a fun day and to facilitate meetings to discuss future priorities. It is worthy to note that in October 2016, the Oakley Neighbourhood Project closed therefore latter stages of work was conducted with members of Oakley Regeneration Partnership.

### **Oakley Neighbourhood Project and Regeneration Partnership research and engagement with the wider community**

In order to build an understanding of the vision, community aspirations / priorities and key issues in relation to the Oakley area, the community went through a number of key stages.

Firstly, members of ONP 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 Oakley. The profile contains sections on history, economy, housing, community services, transport, physical environment and the characteristics of the population. The full profile can be found in CECF Report Part 2, Chapter 5, Appendix 1.

### **Profile summary**

Oakley is a largely residential area with a population of just under 6,000 people. Fewer houses in the area are owned outright than in other areas of Cheltenham while the proportion of social rentals is considerably higher than the average for Cheltenham. A number of other data indicators, including indices of multiple deprivation, suggest that needs in the area are high.

There are three dedicated community centres in the area, a large supermarket and nearby takeaways as well as three smaller retail and service clusters, plus a number of green spaces.

The next stage involved community engagement activity during summer 2016 in order to explore other residents' opinions and priorities and inform the conclusions drawn. This was based on a community questionnaire to try and gain a wider perspective on issues which had previously been raised, followed by a workshop to consider results and draw conclusions.

During Oakley Fun Day 28<sup>th</sup> July a stand was set up and adults were invited to engage in discussion and answer a questionnaire as they participated in the fun day. Those who did not have time to answer the questions were encouraged to fill in the questionnaire on the ONP website and hard copies of the questionnaire were also available from The Cornerstones Café and Oakley Resource Centre throughout August. The 8 questions included a mix of open and multiple choice questions and explored a number of issues including some relating to future development and how to build a stronger community. In total 72 survey responses were received and analysed by GRCC.

The following provides a summary of the key results and a full analysis report can be found in CECF Report Part 2, Chapter 5, Appendix 2.

Question	Number of responses
What is your opinion of employment opportunities in Oakley?	<ul style="list-style-type: none"> <li>• 32 - good/v good</li> <li>• 26 - poor</li> <li>• 13 - no opinion</li> </ul>
What is your opinion of access to police support?	<ul style="list-style-type: none"> <li>• 36 - good/ v good</li> <li>• 23 - poor</li> </ul>

	<ul style="list-style-type: none"> <li>• 8 - no opinion</li> </ul>
What is your opinion of Oakley Neighbourhood Project?	<ul style="list-style-type: none"> <li>• 58 - good/ v good</li> <li>• 1 - poor</li> <li>• 11- no opinion</li> </ul>
What is your opinion of access to sports facilities?	<ul style="list-style-type: none"> <li>• 32- good/ v good</li> <li>• 23- poor</li> <li>• 12 - no opinion</li> </ul>
What is your opinion of open spaces?	<ul style="list-style-type: none"> <li>• 50 - good/ v good</li> <li>• 13 - poor</li> <li>• 8 - no opinion</li> </ul>
What is your opinion of access to health services?	<ul style="list-style-type: none"> <li>• 45 - good/ v good</li> <li>• 18 - poor</li> <li>• 4 - no opinion</li> </ul>
What improvements would you suggest?	<ul style="list-style-type: none"> <li>• Social activities / community - 11 comments</li> <li>• Parks / green spaces / play area - 9 comments</li> <li>• Pavements &amp; roads - 9 comments</li> </ul>
Please describe the characteristics that you feel are important in any new development in Oakley or any area of Cheltenham?	<ul style="list-style-type: none"> <li>• Roads, pavements &amp; parking – 20 comments</li> </ul>
How can we build a stronger community in our local area?	<ul style="list-style-type: none"> <li>• Community events / activities – 13 comments</li> <li>• Meeting places – 7 comments</li> </ul>

Question 2 was an open question exploring respondents' suggested improvements for the Oakley area. Improvements in social activities / community and parks / green spaces / play area featured strongly as did the roads, pavements and parking. A high level of respondents referred to roads, pavements and pathways as being important characteristic for any new development in Oakley or any area of Cheltenham. There was a low satisfaction level with the local employment opportunities whilst there was a high level of opinion with regard to the Oakley Neighbourhood Project. Comments relating to how a stronger community could be built in the local area largely revolved around access to community events / activities as well as places to meet.

## 6. PITTVILLE (Extracts from Chapter 6 Part 2 of CECR Report)

### Introduction to Pittville

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

### How Pittville Neighbourhood Co-ordination Group (NCG) engaged with the Cheltenham Engaging Communities Project

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

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



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

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

The Pittville Neighbourhood Co-ordination Group used framework headings and initial research provided by GRCC to revise the Community Profile for Pittville and this can be found in CECR Report Part 2, Chapter 6, Appendix 1. The profile indicates a neighbourhood of around 3,000 people with low levels of deprivation and high levels of qualifications. Housing consists of large Regency and Victorian homes around Pittville Park with homes closer to Prestbury being of early 20<sup>th</sup> century origin and post war housing near Evesham Road.

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

## Outputs from community engagement activities

### A) Pittville Survey 2015

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

<b>What are your priorities for Pittville? Category</b>	<b>Number of responses</b>
Parks/green spaces	40
Cleanliness/tidiness	37
Crime & safety	31
Road surfaces	30
Parking	23
Planning/development	18
Amenities/services	13
University/students	9
Traffic	9
Character/heritage	8
Community	7



Roads (general)	6
Transport	5
Trees	3
Health	2
Noise	2
Seagulls	2
Other	12

The survey analysis report, including contextual information and individual comments in response to Question 2 can be found in CECP Report Part 2, Chapter 6, Appendix 2.

## **B) Workshop outputs November 2016**

### **Strengths**

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

### **Weaknesses**

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

### **Opportunities**

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

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

### Threats

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

## 7. PRESTBURY (Extracts from Chapter 7 Part 2 of CECF Report)

### Introduction to Prestbury

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

## How Prestbury Parish Council approached the Cheltenham Engaging Communities Project

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

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

### Engaging with the wider community

In order to build an understanding of the vision, community aspirations / priorities and key issues in relation to the Prestbury community area, the community went through a number of key stages. The first stage was to review and consider a community profile that included desktop evidence from national and local data. Members of Prestbury Parish Council considered desk top evidence along with information from previous work / discussions by the Parish Council and used a basic framework provided by GRCC to produce a profile of Prestbury. The full profile can be found in CECF Report Part 2, Chapter 7, Appendix 1 Part 1.

### Profile summary

The parish of Prestbury is home to approximately 7000 people and, compared with county and national averages, it has a lower than average proportion of under 16's (15.3%) while a higher proportion of the population is over 65% (27.5%). Whilst crime indicators are fairly low the area is in the top 35% in the county for crime victims over the age of 75. On the whole the parish has lower levels of deprivation but indices of deprivation suggest that around 500 people in the parish are in the 2<sup>nd</sup> most deprived decile overall.

The parish has many buildings reflecting the historic and architectural character of Prestbury, clustered around the village area. It has three active churches and there are four dedicated community spaces. Semi-detached houses are most common in the parish with levels of social rental housing very low. The parish includes open agricultural land, with footpaths crossing and a few green spaces for recreational use. Whilst there is no secondary school, there is an infant and junior school in the parish.

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

### Outputs from community activities

#### SWOT Analysis

The outline SWOT analysis was compiled during the October 2016 workshop

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

### **Suggestions for Prestbury Parish Council consideration**

Following the workshops to draw out visions and objectives, members of Prestbury Parish Council compiled thoughts on how the community could move forward, bearing in mind priorities, capacity to deliver and practicalities/feasibility of achieving some of the high level aspirations. This is not a statement of intent. Full details can be found in CECR Report Part 2, Chapter 7, Appendix 3 and points are summarised below:

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

## 8. St Marks and Hesters Way (Extracts from Chapter 8 Part 2 of CEC Project Report)

### Introduction to St Marks and Hesters Way

The area of Hesters Way, Fiddlers Green and St Marks is a mature, residential suburban area to the west of the town centre. The area adjoins the town centre to the east, Wymans Brook and Swindon Village to the north, and Up Hatherley and Benhall to the south.

### Approach to the Cheltenham Engaging Communities (CEC) Project

GRCC had previously worked with Hesters Way Partnership (HWP) and the Neighbourhood Coordination Groups (NCG) on the Local Green Space Project in 2015. During 2015 and 2016 Hesters Way Partnership began to co-ordinate the creation of a Neighbourhood Forum for West Cheltenham and, in early meetings with GRCC regarding the Cheltenham Engaging Communities Project, it was decided that the approach should enable progression of the Neighbourhood Forum's work as well as leading to the production of the St Marks and Hesters Way chapter for the CEC Project.

The work carried out by the Neighbourhood Forum eg research and presentation of information on the 'location, context and character' of the proposed Neighbourhood Area was used to produce the Community profile for the area (see below).

GRCC support therefore concentrated on facilitating a series of workshop sessions with the Neighbourhood Forum to draw out the values and strengths of the area and to develop the community's stated aspirations.

### Engagement with the Neighbourhood Forum and wider community

In order to build an understanding of the vision, community aspirations / priorities and key issues in relation to the St Marks and Hesters Way area, the community went through a number of key stages, led by the Neighbourhood Forum.

Please note that for Appendix 1 of this report, the community has presented data from wards that when combined most closely resemble the NDP NCG area's coverage. The result is that the profile relates to the wards of Hesters Way, Springbank and St Marks and St Peters, which roughly represent the Neighbourhood Co-ordination Group area. The profile contains sections on the location, history, economy, housing, community services, transport, physical environment and the characteristics of the population. The full profile can be found in CEC Project Report Part 2, Chapter 8, Appendix 1.

### Profile summary

The neighbourhoods of Hesters Way, St Marks and Fiddlers Green and Springbank community areas are home to approximately 20,000 people. There is a variety of housing from three to four story flats to semi-detached properties. The area has developed over time with a mix of social and private housing; St Marks in the 1920s to 1940s, Hesters Way later in the 1950's, while most of the Springbank area was developed in the 1960s and 1970s to accommodate the growing population of Cheltenham. Several newer housing developments close to GCHQ were completed in the 2000s. Many houses have off road parking but parking is limited for many residents in the Hesters Way flats.

Data on income levels and indices of multiple deprivation indicate that there are several pockets of deprivation within the neighbourhoods.

The area has five active churches and three dedicated community centres in the area and several sports facilities including the YMCA sports hall, Oasis Centre and Otium Leisure Club. There are several green spaces, some with designations, and a retail area around Coronation Square plus a number of smaller retail clusters across the area. In the neighbourhood there are six primary schools and two secondary schools with the area being served by two GP surgeries. Several busy arterial roads run through the area.

The next stage involved working with the Neighbourhood Forum (NDF) to explore issues of importance in the area. GRCC attended NDF meetings in July and September 2016 to facilitate conversations to consider the community profile and capture the aspirations and priorities for the community. The workshop sessions comprised a presentation about the Neighbourhood Plan process followed by workshop to explore needs in relation to specific themes. Sub groups considered the themes under the headings of 'what we have/ value; 'considerations' and 'what we want to achieve'. One session also included a consideration of characteristics valued in new housing developments. 30 people attended the workshops.

The final stage involved a representative from the HWP meeting with GRCC in October 2016 to discuss and prioritise the outputs from the workshop sessions. These were then shared in Forum meetings in November 2016 and January 2017.

Following this stage, the intention was that the suggested aspirations would be shared with the wider community in order to further refine them for use in the Neighbourhood Development Plan.

### **Outputs from community engagement activities**

#### Neighbourhood Forum workshop sessions

Two workshop sessions were facilitated by GRCC to enable consideration of issues of importance in the area. Outputs for each theme can be found in CECP Report Part 2, Chapter 8, Appendix 2, including elements of current provision which is valued, future needs and considerations and a vision for the future in relation to:

- Economy
- Business sector
- Environment and green infrastructure
- Climate change
- Roads and transport
- Facilities and services
- Community facilities
- Historic buildings
- Housing

Minutes of meetings are available on the Neighbourhood Forum [website](#).

## **9. ST PAUL'S (Extracts from Chapter 9 Part 2 of CECP Report)**

### **Introduction to St Paul's**

St Paul's is a mature, largely residential area bordering the northern side of Cheltenham town centre and approximately 10 minutes' walk from the town centre. It also borders Swindon Village ward to the north-west, Pittville to the north and north-east, and All Saints to the south east.

### **How St Paul's Residents Association approached the Cheltenham Engaging Communities Project**

The Pittville and St Paul's Community Area is one of several Neighbourhood Coordination Groups (NCGs) in Cheltenham Borough and it includes the Pittville and St Paul's administrative wards. GRCC had previously worked with the St Paul's Road Residents Association (SPRA) on the Local Green Spaces Project and continued to work with the group to enable them to prepare this chapter of the Cheltenham Engaging Communities Report.

### **St Paul's Residents Association's research and engagement with the wider community**

In order to build an understanding of the vision, community aspirations / priorities and key issues in relation to the St Paul's area, the community went through a number of key stages.

The first stage was to review and consider a community profile that included desktop evidence from national and local data. Members of SPRA 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 St Paul's. The profile contains sections on history, economy, housing, community space, transport, physical environment and the characteristics of the population. The full profile can be found in CECR Report Part 2, Chapter 9, Appendix 1.

#### **Profile summary**

St Paul's has a population of approximately 6,500 people, with a higher proportion of people of working age compared to Cheltenham and the South West of England. It is a high density area, within the top 10% for Gloucestershire and the area is in the lowest quintile for income in the county and the highest quartile for benefit claimants. A large part of the area is within Cheltenham's central conservation area. A leafy off road cycle route runs through the area and St Paul's is home to the large 'Midwinter' allotment plot. Typical housing is of red brick and built in narrow, densely terraced streets.

St Paul's is prominently residential although there are some employment opportunities at the University Campus based in the area plus retail and leisure employment opportunities. Across the neighbourhood St Paul's has relatively low rates of home ownership and relatively high rates of social housing. More than 40% homes are private rented properties, many of which house students in Houses of Multiple Occupancy.

Cheltenham Borough Homes operates a community hub in the area. Cheltenham Leisure Centre and the Prince of Wales Stadium are on the edge of the area as is the new Brewery development which houses a number of leisure facilities including bars, restaurants, cinema and children's soft play centre. There are also convenience stores and takeaways on the main St Paul's Road. There is a medical centre and four active places of worship; the neighbourhood is served by two primary schools and falls within the catchment of two secondary schools that are outside the area.

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 was formed of two parts.

The first was a questionnaire completed by residents on the 8<sup>th</sup> July Dunalley School Fete and from local shops/clubs visited by SPRA in August / September. 300 hard copy surveys were also printed and distributed by Cheltenham Borough Homes (CBH) to CBH tenant's homes in the neighbourhood but no responses were received. The community were asked to respond to seven open questions covering aspects such as what the community valued about the area and improvements necessary. They also rated community facilities plus transport infrastructure and characteristics of new housing developments. The survey was also made available online via a Survey Monkey survey organised and collated by SPRA.

#### **A) Community survey results**



In total 32 written survey responses were received and the following table provides a summary of the key results.

Question	Key responses
Q1- What are the three things you value most about St Paul's?	<ul style="list-style-type: none"> <li>• Proximity to town (12 comments)</li> <li>• Parks ( 9 comments)</li> <li>• Community spirit (11 comments)</li> </ul>
Q2- What are the three things you most like to see improved in St Paul's?	<ul style="list-style-type: none"> <li>• Crime/Safety/Antisocial Behaviour (15 comments)</li> <li>• Traffic (Inc. volume and speed) (12 comments)</li> <li>• Appearance and cleanliness (11 comments)</li> </ul>
Q4- Aspects with highest number of people indicating provision was poor	<ul style="list-style-type: none"> <li>• Getting around St Paul's by car (13 good/v good; 10 poor)</li> <li>• Access to public transport (19 good/ v good; 11 poor)</li> <li>• Buildings –condition (16 good/ v good; 11 poor)</li> <li>• Facilities for older people (14 good/ v good; 10 poor)</li> </ul>
Q6- In what ways do you think pedestrian and cycle links could be improved around St Paul's?	<ul style="list-style-type: none"> <li>• Parking and Traffic (7 comments)</li> <li>• Pavements and Road Surfaces (6 comments)</li> </ul>
Q7 - Please describe the characteristics (such as parking, design, garden provision, infrastructure) that you feel are important in any new development	<ul style="list-style-type: none"> <li>• Parking Provision (12 comments)</li> <li>• Garden Provision (5 comments)</li> </ul>

The close proximity to the town centre and the parks as well as the local community spirit featured strongly in responses to what residents most value about St Paul's. A high level of respondents' suggested addressing crime / safety /antisocial behaviour as well as traffic (volume and speed) would improve the St Pauls' area. Improvements in social activities / community and parks / green spaces / play area also featured strongly as did the roads, pavements and parking. The appearance and cleanliness of the local area had a high level of importance when considering what could be improved about St Paul's. Addressing parking and traffic, pavements and road surfaces featured strongly in respondents' suggested improvements to pedestrian and cycle links. Respondents referred to parking and garden provision as being important characteristics for any new development in the area.

The full analysis report can be found in CECP Report Part 2, Chapter 9, Appendix 2.

The same survey was formed into an online survey by the SPRA which resulted in an additional 23 responses - a link to the results of this online survey can be found in CECP Report Part 2, Chapter 9, Appendix 2B. Although no summary report was produced by SPRA the community considered all the responses in the subsequent workshop as part of the final stage activity carried out by the community.

## B) Focus group workshop outputs

The SWOT analysis is below and further outputs from the workshop can be found in CECP Report Part 2, Chapter 9, Appendix 3.

### SWOT Analysis

<b>Strengths</b>	<ul style="list-style-type: none"> <li>• An all-encompassing (family ties / heritage) community</li> <li>• Health services (range of medical services)</li> </ul>
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	<ul style="list-style-type: none"> <li>• Close proximity to the town centre</li> <li>• Access to leisure centre</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>• Separation of community – e.g. areas Cheltenham Borough Homes (CBH) managed and not integrated to the rest of the community</li> <li>• Transient population (HMO).</li> <li>• Isolation of older population with neighbours changing regularly</li> <li>• So little green space</li> <li>• Residents come a close third in terms of local control behind the University and landlords</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• University Campus – integration with community residents as well as services / facilities</li> <li>• Utilisation of community buildings (the old school)</li> <li>• Street view – conservation area but limited focus on front gardens</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>• English not the 1<sup>st</sup> language for some limiting integration</li> <li>• Imbalance in population (high level of less than 24 year olds)</li> <li>• Property <ul style="list-style-type: none"> <li>○ Too many rental properties to date with the concern of the continued growth of landlord with multiple rentals pricing out local residential purchases</li> <li>○ No affordable family homes</li> <li>○ Current housing not being used properly (empty properties in non-term time) as well as knock on effect of the environment for permanent residents with rental properties deteriorating.</li> </ul> </li> <li>• Growth in university teaching in Gloucester, while student accommodation (shared Housing) is in Cheltenham has led to a growth in student car ownership and car journeys.</li> <li>• St Paul's 'rat run' for car traffic – continued issues with the CTP &amp; JCS changes being made</li> </ul>

## 10. SWINDON VILLAGE (Extracts from Chapter 10 Part 2 of CECP Report)

### Introduction to Swindon Village and 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 Peters, 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 research and engagement with the wider community

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 CECP Report Part 2, Chapter 10, Appendix 1.

## Profile summary

Swindon Village is the northernmost part of Cheltenham Borough and is home to approximately 1,800 people. There is a larger proportion of people over 65 living in the parish.

The historic centre - the village - has been designated a conservation area with the Norman church of St Lawrence being a prominent feature. There is a large recreation area and small young children's play area in the Conservation area. Housing in the parish varies in age and character with the village itself being leafy and somewhat rural in character. There are very low numbers of social rented properties available in the parish and the majority of the houses in the parish are owned and most properties have an off road parking option.

The south of the parish consists largely of industrial and retail units and West and North of the parish is green belt land which is primarily used for agriculture. The parish benefits from a number of footpaths around the fields linking it to other neighbouring communities. There are no GP or dental surgeries within the parish with residents accessing the St Paul's Medical Centre just outside the parish. The parish has one active church and one community space (Swindon Village Hall). The parish links to the wider Wymans Brook community and makes use of the local shops and pub. There are a large number of retail shops located nearby at the Gallagher and Kingsditch retail parks which also offers employment opportunities.

Community engagement activity was carried out 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 2<sup>nd</sup> 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.

## Questionnaire results

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 CECP Report Part 2, Chapter 10, Appendix 2.

Question	Top Responses
1. What are the three things you most value about Swindon Village?	<ul style="list-style-type: none"><li>• Character (21 comments)</li><li>• Community (18 comments)</li><li>• Park &amp; Green Spaces (24 comments)</li></ul>
2a. What three things do you think need improving in Swindon Village?	<ul style="list-style-type: none"><li>• Traffic (21 comments)</li><li>• Amenities &amp; facilities (18 comments)</li><li>• Sports &amp; activities (especially for children) (13 comments)</li></ul>
4. How do you think pedestrian and cycle links could be improved around Swindon Village?	<ul style="list-style-type: none"><li>• Pavements &amp; Road Surfaces (12 comments)</li><li>• Cycle Paths (12 comments)</li></ul>
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	<ul style="list-style-type: none"><li>• Walking/recreation (16 comments)</li><li>• Nature reserve (10 comments)</li></ul>

see these spaces used for the benefit of your community?	
6. Describe the characteristics that you feel are important in any new development in or around Swindon Village.	<ul style="list-style-type: none"> <li>• Parking Provision (12 comments)</li> <li>• Design Considerations (10 comments)</li> <li>• Traffic &amp; Transport (10 comments)</li> </ul>

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.

### SWOT Analysis

<b>Strengths</b>	<ul style="list-style-type: none"> <li>• Village character, historic centre</li> <li>• Rural setting views, abundant wildlife</li> <li>• Good footpaths, for countryside walks</li> <li>• yet close to town -</li> <li>• Good amenities close by (Wymans Brook shops / Gallagher retail park)</li> <li>• Friendly Community</li> <li>• Good for families</li> <li>• Local School</li> <li>• Local Church</li> <li>• Playgroups</li> <li>• Well used village hall and park</li> <li>• Good Park – wild flowers</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>• Traffic congestion on major routes – Manor Road, Wymans Lane, Swindon Lane.</li> <li>• Feeling that the area is not supported enough – the Borough seems to concentrate on the town not the whole Borough.</li> <li>• Borough council should consider implications of changes in the Town on the outlying villages</li> <li>• Level crossing and low Railway Bridge – causes traffic and separation of the area.</li> <li>• Lack of car parking for school</li> <li>• Footpaths stop in critical areas on Wymans Lane / Swindon Road and Manor Road</li> <li>• Cycle lanes non-existent or stop</li> <li>• Limits to PC resources – people and financial to make improvements</li> <li>• Poor lighting in winter at School / village hall – safety concern.</li> <li>• Confusing boundaries: Roads divide the community – Wymans Brook and village road from Swindon. Parliamentary boundary – Tewkesbury; Local Authority = Cheltenham.</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• Improvements to Park - path and improved play area for older Children – Swings / all-weather MUGA / Skate area</li> <li>• Recycling area</li> <li>• Improve pavements and park for wheelchair access</li> <li>• Village Hall increased use – requiring improved car parking &amp; dual entrance</li> <li>• Playing field car park enlargement</li> </ul>

	<ul style="list-style-type: none"> <li>• More community events – large fete, street parties</li> <li>• Extension to village hall for parish council meetings</li> <li>• Cycle lane link to Honeybourne line</li> <li>• Nature reserves on local green space area</li> <li>• Community Orchards</li> <li>• More allotments</li> <li>• Better footpaths - maintained.</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>• Insufficient road infrastructure - Increased traffic with further development of retail park and industrial area</li> <li>• Increased traffic with increased use of racecourse</li> <li>• Manor Road, Church Road and Brockhampton Lane being used as rat run</li> <li>• Traffic from development of Elms Park to Bishops Cleeve</li> <li>• Flooding through loss of green field soak away</li> <li>• Flooding from poor drains on Church Road</li> <li>• Pollution from traffic</li> <li>• Brockhampton Lane – narrow, threat of heavy goods vehicle use.</li> <li>• Litter from irresponsible users of fast food outlets close by</li> <li>• Manor Road car sales offloading more vehicles on the road causing traffic congestion and risk of danger to pedestrians</li> </ul>

## 11. TOWN CENTRE (Extracts from Chapter 11 Part 2 of CECF Report)

### Introduction to the Cheltenham Town Centre Neighbourhood

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

### How Cheltenham West End Partnership approached the Cheltenham Engaging Communities Project

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

### West End Partnership's research and engagement with the wider community

West End Partnership organises regular Neighbourhood Co-ordination Group meetings which has local community representation and a sound grasp of issues affecting the area and aspects valued by local people. They used this knowledge to review and refine a community profile that included desktop evidence from national and local data. Members of Cheltenham West End Partnership (CWEP) considered desk top evidence along with information from previous work / discussions by the residents' group and used a basic framework provided by GRCC to produce a profile of the Town Centre. The profile contains sections on the location, history, economy, housing, community services, transport, physical environment and the characteristics of the population. The full profile can be found in CECF Report Part 2, Chapter 11, Appendix 1.

## Profile summary

The NCG area for the town centre overlaps 4 different wards – St Peters, College, Lansdown and St Paul's. There is considerable contrast between these wards and super output areas within them, with some households being very deprived– e.g. the super output area of St Paul's 2 is in category for deprivation (red on indices of deprivation maps), All Saints 3, St Paul's 3, Lansdown 1 are in the second-highest quintile (orange category), four areas are in the middle category and the other 3 are in the green categories (least deprived categories).

The area contains the town's retail core as well as administrative and light industrial centres, providing a variety of employment opportunities within the NCG area. It also has several GP, dental surgeries and pharmacies plus a full range of shops, including supermarkets, clothing and household retailers. The town centre is also home to several libraries and a museum plus a number of pubs, clubs and late night venues. There are 10 car parks in the area and a number of sports facilities, including bowling, tennis and fitness clubs. The central bus station is located within the NCG area, with the train station being a 20 minute walk away. There are 3 primary school and around 8 pre-school nurseries in the area and an independent school.

The area is surrounded by urban development, limiting views out to nearby countryside, although Cleeve Hill is visible from some parts of the area. Many busy arterial roads run through the area.

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

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

## Survey results

In total 58 survey responses were returned. In Part 1 the community were asked to respond to six questions. The following provides a short summary while the full analysis report can be found in CECF Report Part 2, Chapter 11, Appendix 2.

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

Q 6 - Cheltenham Town Centre is a friendly place	Agree 36, disagree 10
Cheltenham Town Centre is a safe place	Agree 34, disagree 13
Cheltenham Town Centre is an attractive place	Agree 42, disagree 11

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

### Workshop outputs

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

<b>What was most like about the Town Centre area:</b>	<ul style="list-style-type: none"> <li>• The diversity of the shops, theatres and restaurants</li> <li>• The proximity to all the amenities – very accessible by foot</li> <li>• The diverse mix of social and economic opportunities</li> <li>• The fantastic Parks &amp; Gardens</li> <li>• Availability of parking including the free areas in the evening</li> <li>• The population mix – including tourists coming to Cheltenham</li> <li>• Good transportation (buses etc...)</li> <li>• The balance of social activities on offer</li> <li>• Mix of architecture (buildings / infrastructure)</li> <li>• Clean environment</li> </ul>
<b>What was least liked about the Town Centre area</b>	<ul style="list-style-type: none"> <li>• Traffic congestion</li> <li>• Housing - the growth of the retirement residential properties at the expense of affordable housing for local residents</li> <li>• Limited employment opportunities</li> <li>• Loss of local companies being replaced by residential developments</li> <li>• Building conditions – heritage and continual upkeep</li> <li>• Lack of facilities for young people – it's not just all about the nightlife</li> <li>• Shops catering for certain demographics – non family orientated</li> <li>• Entertainment – focused on a type of person (festival / events focus)</li> <li>• The adverse effect of 'out of town' growth of the retail park(s) offering</li> </ul>
<b>The future for the Town Centre area</b>	<p>To be a balanced area in relation to:</p> <ul style="list-style-type: none"> <li>• Shop types</li> <li>• Food types (especially takeaways)</li> <li>• Property Design <ul style="list-style-type: none"> <li>○ Some compromises need to be made to ensure the maintenance of buildings that are subject to conservation etc... a more open minded approach is required.</li> <li>○ Type of housing developed that must not just be for one demographic in relation to retirement</li> </ul> </li> <li>• Servicing the needs of the under 30's as well as families</li> <li>• Living up to the local 'conservation' requirements</li> <li>• Building up the high street for areas that are currently used inappropriately (e.g. a store room for a supermarket as well as the 'mission and the old 'chemistry night club' buildings</li> </ul>

	<ul style="list-style-type: none"> <li>• To be an accessible town centre for all in relation to:</li> <li>• Access <ul style="list-style-type: none"> <li>○ Pathways (deterioration)</li> <li>○ Traffic Management (heavy vehicles v cars)</li> </ul> </li> <li>• Living <ul style="list-style-type: none"> <li>○ Employment opportunities</li> <li>○ Housing needs</li> </ul> </li> <li>• Tourist <ul style="list-style-type: none"> <li>○ For Cheltenham to be featured as part of the Cotswolds and not miss out on tourism opportunities</li> </ul> </li> </ul>
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## 10. UP HATHERLEY (Extracts from Chapter 12 Of Part 2 of the CECF Report)

### Introduction to Up Hatherley

Up Hatherley Parish is a mature, residential suburban area on the south west boundary of Cheltenham Borough. It is one of five parishes in Cheltenham Borough and adjoins Leckhampton Parish to the east, the neighbourhoods of Benhall and the Reddings to the north west, and Warden Hill to the north east. Open land bounds the south of the parish, with the villages of Shurdington, Chargrove and Badgeworth being the nearest settlements in the south.

### How Up Hatherley Parish Council approached the Cheltenham Engaging Communities Project

Due to time constraints and other priorities Up Hatherley Parish Council was unable to engage with GRCC at the project's onset in early summer 2016 therefore activity was focussed between December 2016 and January 2017. By negotiation GRCC support time was used to aid the development and analysis of a questionnaire, working with a key group of 3 parish councillors, and to facilitate one workshop to analyse findings and draw conclusions.

### Up Hatherley Parish Council research and engagement with the wider community

Up Hatherley Parish Council holds regular parish council meetings which are open to the public and councillors interact with residents in the neighbourhood. Parish Councillors felt they had a good grasp of issues of importance in the parish but wished to check their perception via a questionnaire, providing the opportunity for each resident to contribute their thoughts. The questionnaires were distributed in hard copy format to all households in the parish during late December 2016 and contained a mixture of tick box and open ended questions. There was an option to complete the survey online. In addition to open questions exploring what people value about Up Hatherley and what improvements they would like to see, other questions explored how to improve community spirit in the parish. Opinions on specific facilities were also sought plus those on road safety measures. The parish council was keen to use the opportunity to track membership of neighbourhood watch schemes and to encourage new volunteers to come forward therefore one section of the questionnaire was devoted to this aspect. A list of the questions asked can be found below:

The parish council also contributed to the production of an outline profile of the parish, which contains sections on history, economy, housing, community space, transport, physical environment and the characteristics of the population. The full profile can be found in CECF Report Part 2, Chapter 12, Appendix 1 and it illustrates a mainly residential community, built between 1945 and 1999, comprising c6,000 people within c2,500 households with a demographic split similar to that in England and with an equal proportion of older (over 65) and younger (0-15) age groups. The largest proportion of people fall within the 40-55 age group. Employment rates are higher than national and local averages and poverty and deprivation rates are low. Within the parish there are retail facilities through the local Morrisons store and the Caernarvon Street shops. There are a range of play areas and other forms of recreation



spaces in the parish plus meeting places and most key facilities, including schools and GP surgeries, can be reached by foot or public transport within 7-17 minutes.

### Outputs from wider community engagement

In total 153 surveys were completed by residents and the following table provides a brief summary of the key responses:

Question	Responses
What are the three things that you value most about Up Hatherley?	<ul style="list-style-type: none"> <li>• Green spaces</li> <li>• Close to countryside/town centre</li> <li>• Quiet/village feel</li> <li>• Good bus services</li> <li>• Safe neighbourhood/low crime levels</li> <li>• Good schools, shops, pharmacy, library, post office, etc</li> </ul>
What three things do you think need improving in Up Hatherley/what improvements would you like to see?	<ul style="list-style-type: none"> <li>• Road, pavement, footpath and drainage repairs</li> <li>• Additional pedestrian crossings in various areas</li> <li>• Traffic &amp; parking issues – congestion, speeding, inconsiderate parking inc around schools</li> <li>• Litter and dog mess – need for more bins</li> </ul>
Ideas for improving community spirit	<ul style="list-style-type: none"> <li>• More active parish council</li> <li>• More community events</li> </ul>
Satisfaction with facilities	<ul style="list-style-type: none"> <li>• High level of satisfaction with play facilities, meeting places and shopping facilities (approximately 90% of those who expressed an opinion felt each of these were excellent or good)</li> <li>• Around 60% of those who expressed an opinion felt that sports facilities were poor.</li> </ul>

The full survey analysis report can be found in CECF Report Part 2, Chapter 12, Appendix 2.

### Output from workshop January 2017: Community Aspirations

In January 2017 3 members of the parish council met with GRCC to discuss the profile and survey results, forming a SWOT analysis to summarise findings and then forming a list of aspirations for the community.

### SWOT Analysis

<b>Strengths</b>	<ul style="list-style-type: none"> <li>• A mature community</li> <li>• Bounded by open countryside</li> <li>• Great views from the community</li> <li>• Good access to town through public transport and walking</li> <li>• Balanced community</li> <li>• Good facilities – play, meeting places, shopping facilities</li> <li>• Improvements to carriageways via funds made available to parish council via county councillor</li> <li>• Good building condition/ design</li> <li>• Community magazine – The Up Hatherley Record</li> <li>• Events – summer – garden competition and annual prize giving evening and Winter carol service</li> </ul>
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	<ul style="list-style-type: none"> <li>• Appetite for additional community events</li> <li>• Green spaces within the parish</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>• Illogic of boundaries – Boundaries should reflect association with the community</li> <li>• Poor condition of facilities that the community relates to which fall outside the parish (e.g. Chargrove Nature Reserve, Mercantile and General (M+G) replacement sports field. Up Hatherley used to maintain the nature reserve prior to a boundary review. The nature reserve has since been neglected and has fallen into disrepair.</li> <li>• Sports facilities (felt to be poor by 77 people (3 felt they were excellent; 40 good, 77 poor and 33 no reply)</li> <li>• Maintenance</li> <li>• Litter</li> <li>• Lack of local policing</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>• Improve existing facilities</li> <li>• Create more of a community spirit – expand</li> <li>• Encourage greater enjoyment of countryside through footpath network</li> <li>• Better signage of footpaths between facilities enabling greater use</li> <li>• Improvement of children's play facilities</li> <li>• Expanding local community schedule of events</li> <li>• Co-operation with neighbouring parish councils to improve maintenance of community amenities</li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>• Increased car use putting pressure on volume and speed of traffic plus car parking</li> <li>• Reduction in green belt</li> <li>• Decrease in investment on local road infrastructure</li> <li>• Shrinking police service</li> <li>• Shrinking Highways budget</li> <li>• Closing of some of local retail facilities</li> </ul>