

Characteristics of the Cheltenham Plan's Key Employment Sites

The Council will seek to ensure that the best, most versatile employment land, defined as Key Employment Land will remain available for B1, B2 and B8 employment and not eroded for other uses.

The following sites are recognised as having the potential to make a significant contribution to the aim of delivering new jobs and increasing GVA/productivity in Cheltenham over the Plan Period and would assist in meeting the aspirations for growth set out in the Strategic Economic Plan.

A site's designation as a key site is based on one or more of a variety of factors and, to this end, identified sites can exhibit a range of differing characteristics. The following have considered first and foremost:

- Whether the character of the site is predominantly traditional employment-based (use classes B1/B2/B8);
- The location of the site in terms of its strategic and local accessibility;
- Access to the site by public transport, walking and cycling and the site's ability to improve local transport / connectivity;
- The proximity of community facilities to help support the workforce;
- The size of the site and its capacity for expansion in future;
- Whether there is currently a limited supply of such premises / accommodation across the Borough;
- Whether there is market demand / requirements for such locations;
- The lack of constraints (physical or otherwise) to unhindered continued use, or future expansion.

By identifying key sites in this way, it is intended that the Cheltenham Plan will provide a more refined and focussed approach to facilitating economic growth than before, and that by protecting such sites, the Plan will help ensure a more balanced economic strategy which simultaneously helps to capitalise on key areas such as the recent rapid growth in demand for serviced office accommodation.

To not follow such an approach would risk causing further loss of high quality business and enterprise parks and premium grade offices and would delay the Plan's ability to meet the needs of business. The resulting lack of employment space in sustainable locations could result in increased car use as businesses are forced to locate to offices outside the town, negatively impacting the local economy.

Site ref.	Site name / address	Key characteristics	Predominant character
ES1 (Survey refs. 8, 12-14)	Runnings Road - Kingsditch Trading Estate Block 1 & Blocks 5-7	<ul style="list-style-type: none"> • Principal industrial area to north-west of Cheltenham • Good access onto A4019 & M5 J10. • Wholesale; light industrial; engineering; manufacturing. • Mixed quality buildings with investment reqd. in certain buildings to ensure continued fitness for purpose. • Some poor public realm. • Some sites at low density with opportunities for redevelopment / investment. • High profile development where any vacancies on key gateway plots would cause the profile of the estate to deteriorate. 	Industrial Estate
ES2 (Survey ref. 75)	Gloucester Road, Benhall – GCHQ	<ul style="list-style-type: none"> • Located to the west of town • Excellent strategic location off A40 / close to M5 J11 • Good local access off Gloucester Rd. / Hatherley Lane • Good level of parking • Very high quality office accommodation with excellent surroundings • Bespoke buildings occupied by a specific user since 	Large Site / Single Occupier

Site ref.	Site name / address	Key characteristics	Predominant character
		<p>2004.</p> <ul style="list-style-type: none"> • Large employer and important contributor to local economy • Considered a key business in Borough which needs to be retained to avoid vacating the whole site. 	
ES3 (Survey refs. 44 & 67)	Jessop Avenue / St James Square	<ul style="list-style-type: none"> • Substantial prime office space in Cheltenham Town Centre. • Refurbished buildings suitable for blue chip companies. • Expansion opportunities to implement extant planning consent on adjacent car park at Honeybourne Place. • Good access by public transport • Close to many local facilities for workforce. 	High Quality Office (Town Centre)
ES4 (Survey ref. 65)	UCAS – New Barn Lane	<ul style="list-style-type: none"> • Located in northern Cheltenham • Good strategic access off A435 • Good local access to / from Evesham Road • Buildings of excellent quality • Situated in a high quality landscaped environment. • Some buildings given over to student accommodation in recent times. • Still considered an important business in Borough which needs to be retained to avoid vacating the whole site. 	Large Site / Single Occupier
ES5 (Survey ref. 29)	Tewkesbury Road (Block 1), Neptune Business Centre & Space Business Centre	<ul style="list-style-type: none"> • Located on north-western edge of Town Centre • Good strategic access off A4019, 3 miles from M5 • Good local access, well served by public transport. • Adequate parking • Good, modern office space, warehouse and trade counter • Offers a flexible range of unit sizes along with bespoke packages to support occupiers' requirements. • Supports 26 businesses including start-ups and small businesses • Facilities nearby for workforce 	Business Park / small businesses
ES6 (Survey ref. 4)	Cheltenham Trade Park	<ul style="list-style-type: none"> • Located on north-western edge of Town Centre • Good strategic access off A4019, 3 miles from M5 • Acceptable local access via residential roads (e.g. Arle Avenue) • Well served by public transport • Adequate parking • Office and light industrial location providing a range of units and two office buildings. • Some vacant units available. 	Business Park
ES7 (Survey ref. 22)	Hatherley Lane - The Reddings	<ul style="list-style-type: none"> • 2 sites located to the west of the town • Excellent strategic location off A40 / close to M5 J11 • Good local access off Gloucester Rd. / Hatherley Lane • Good level of parking • Good quality / modern properties • Adequate public transport • Some nearby facilities for workforce • Expansion opportunities available south and west of Pure office building • Limited public transport 	Business Estate