CHELTENHAM BOROUGH

ENGAGING COMMUNITIES PROJECT REPORT

PART 1
PROJECT SUMMARY REPORT

January 2017

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

List of Contents	Page

Section 1: Introduction and Context to the Project	2
Section 2: Methodology	4
Section 3: Community findings	11
A) Key messages by community	11
1 – Benhall and The Reddings	11
2 – Charlton Kings	12
3 – Fairview	13
4 – Leckhampton with Warden Hill Parish	14
5 – Oakley	14
6 – Pittville	15
7 – Prestbury	15
8 – St Marks and Hesters Way	16
9 – St Paul's	18
10 - Swindon Village	19
11 – Town Centre	21
12- Up Hatherley	22
B) Key messages by theme	23
i. Built environment	23
ii. Natural environment and green spaces	26
iii. Economy	27
iv. Social, cultural, wellbeing and recreation	28
v. Transport, roads, walkways and cycleways	30
Section 4: Concluding comments	33
Annex A: Cheltenham Borough Engaging Communities Toolkit	36
Annex B: Extracts from Community Chapters forming Part 2 of the Cheltenham Engaging Communities Project Report	62
1 - Benhall and The Reddings	62
2 - Charlton Kings	63
3 - Fairview	66
4 - Leckhampton with Warden Hill Parish	69
5 - Oakley	74
6 - Pittville	76
7 - Prestbury	79
8 - St Marks and Hesters Way	82
9 - St Paul's	83
10 - Swindon Village	86
11 - Town Centre	89
12 - Up Hatherley	92

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 CECP 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
Benhall	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
Charlton Kings	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
Fairview	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

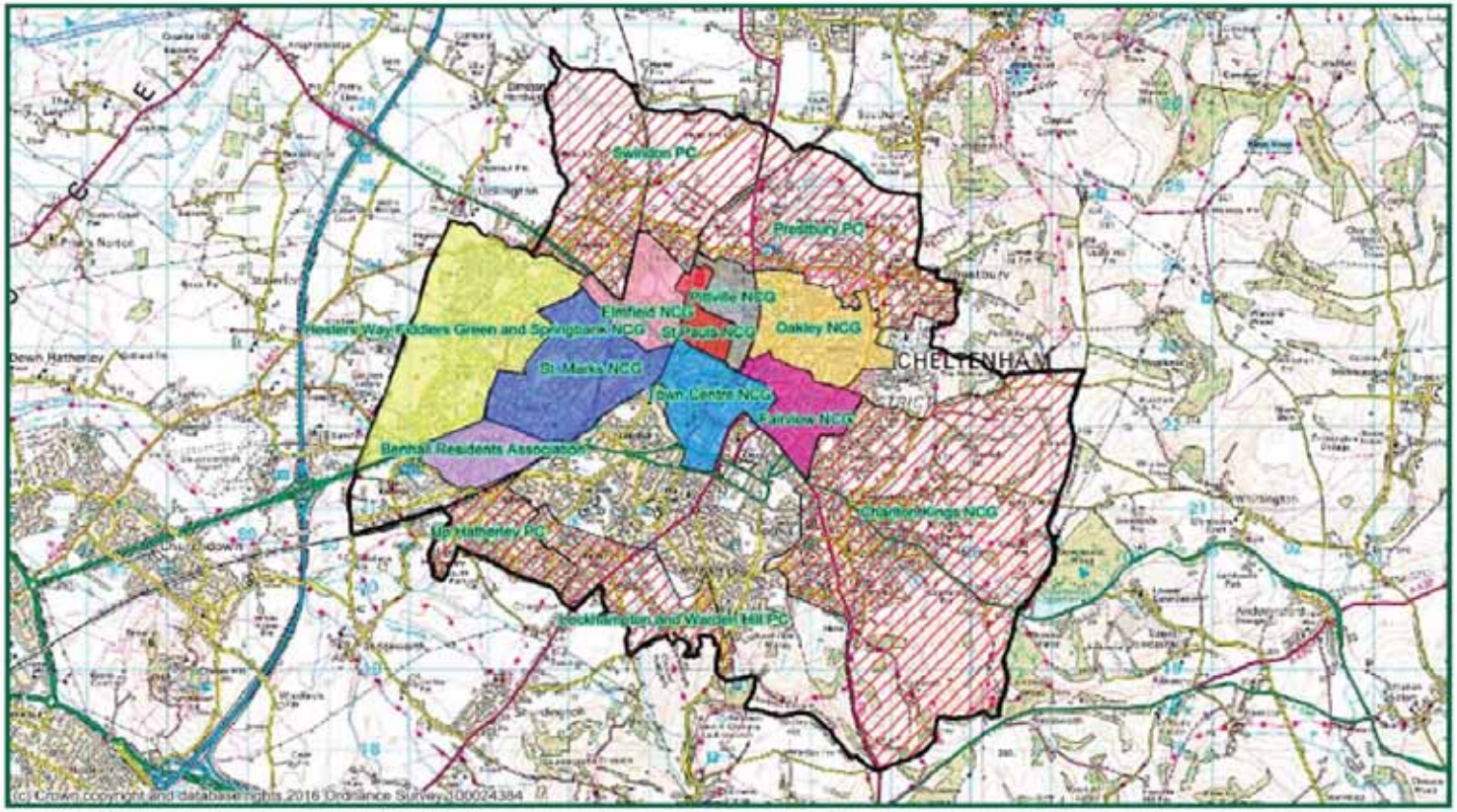
				Guidance on management of Community Buildings	
Leckhampton with Warden Hill	Leckhampton with Warden Hill Parish Council	Development of a Concept Statement for Leckhampton with Warden Hill 2012-13 Community consultation survey 2015 Cheltenham Partnership Connecting Communities surveys 2015 Community traffic surveys Work on Local Green Space Study	Analysis of community survey Drawing together elements of previous work	Profile framework production Process advice – NDP and CECP work Overview analysis of 2015 survey	Neighbourhood Development Plan (NDP) process
Oakley	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
Pittville	Pittville Neighbourhood Co-ordination Group	Previous NCG meetings Work on Local Green Space	NCG meeting discussions Community priorities workshop	Profile framework production Guidance on CECP	Plans for enhancing Pittville Park Campaign group work

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



Section 3: Community Findings

Communities' work on the CECP 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 CECP 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 a 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 though 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 CECP 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:

- Manging 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 CECP 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 CECP 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. o Address the current imbalance of residential community growth and managed / supported community buildings and space o No additional 'land grab' for inappropriate development
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: • 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)
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	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.
Pittville	Sensitive management of any new developments in terms of scale in relation to other developments
Prestbury	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. 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'
St Marks and Hesters Way	**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 **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
St Paul's	To foster / encourage appropriate growth and development of the centre of the community along the St Paul's Road. **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 (ie prioritise local people) • Enforcement of planning powers in respect to low rise two storey terrace Victorian style properties in keeping with the area o fit for purpose 'look and feel' o eco friendly o maintaining characteristics of conservation requirements without restricting households due to financial budgets o Putting a check on any increased density of occupation
Swindon Village	Proposed development to the north west of Swindon Village • To potentially use the future development as an opportunity to bridge the community divide (community integration) between Wymans Lane (Brook) and Tewkesbury Road. • 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). • To ensure that the new development housing tenure and type is mixed and importantly aligns with a thriving Swindon Village community
Town centre	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. Conservation should go hand in hand with preservation. • 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

Up Hatherley	• Attractive development of derelict sites

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	**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
Charlton Kings	• 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) • Effective use of soft landscaping in recreational and community areas to mirror the open countryside to the East of the parish.
Leckhampton with Warden Hill Parish	Protect green space, the landscape and support nature conservation.
Pittville	• 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
Prestbury	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
St Marks and Hesters Way	**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 **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 ensure that further housing developments factor in linkages with green space and not just industrial units.
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	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.
Pittville	• Encouragement of a broader range of independent retail outlets • Consideration of how Pittville residents and enterprises can gain a greater portion of tourist revenue, in order to maintain the area for all
St Marks and Hesters Way	**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

	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.
Town centre	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.
Up Hatherley	Improved appearance of Caernarvon Court shops

Social, Cultural, Wellbeing and Recreation

Community	**Aspiration and/or objective**
Benhall and The Reddings	• 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)
Charlton Kings	• Establish Church Piece and Grange Field as the prime centre for village activities and events • Extending the programme of events in the parish • Enhancing the range of routes and guided walks around the parish to highlight its rich environmental and cultural heritage • Continue the strong tradition of volunteers maintaining footpaths in the parish, working with Cotswold Wardens
Fairview	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
Leckhampton with Warden Hill Parish	• Encourage a thriving and prosperous community that delivers an excellent quality of life for all its residents.
Oakley	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 and wellbeing perspective
Pittville	• Increase in local resident/business and tourist access to Pittville's heritage assets- especially Pittville Pump Rooms • Stronger links between university, local businesses and residents • Retention and enhancement of a strong ethos of co-operation and co-working within the community
St Marks and Hesters Way	**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
St Paul's	• To be a safe and welcoming community. • To cherish and love St Paul's as its own area and not an extension of the town centre – creating a sense of place
Swindon Village	• 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. • Any development does not have an adverse effect on social and economic environment. • 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. • 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.
Town centre	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. • All town centre residents should have access to clean and inclusive collection of household waste.
Up Hatherley	• Maintenance of facilities including Renewal and improvements to playground equipment • Improved local sporting facilities and bringing local leisure facilities, such as the 'M+G field', into use • Increased use of local facilities by local people e.g. Hillview Community Centre • Reduced petty crime and antisocial behaviour.

Transport, roads, walkways and cycleways

Community	Aspiration and/or objective
Benhall and The Reddings	**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
Charlton Kings	• 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 • Clear, signposted walking and cycling routes linking the main facilities within the parish and linking the parish with the town centre and open countryside.
Fairview	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
Leckhampton with Warden Hill Parish	Seek ongoing improvements to transport to reduce use of private cars and ensure alternatives are appropriate and safe.
Oakley	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
Pittville	• Creation of a sustainable, pleasant corridor/ safe boulevard to connect Pittville with the town centre • 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)
Prestbury	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
St Marks and Hesters Way	**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 **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: • Manging the flow of traffic in the area • Joined up cycle routes To ensure connectivity between green spaces by developing walking routes with signage
St Paul's	**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 **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.
Swindon Village	• More positive planning for pedestrians (& cyclists) and not negative planning - 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 • Swindon Village aspires to be part of and involved with the early stages of highways planning alongside other county council departments. • 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.
Up Hatherley	• 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

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

CHELTENHAM BOROUGH COUNCIL

Gloucestershire Rural Community 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
GRCC Gary Stacey – garys@grcc.org.uk
Elin Tattersall – 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)	www.neighbourhood.statistics.gov.uk	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)	www.neighbourhood.statistics.gov.uk	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 Lower	Understanding Cheltenham	https://inform.gloucestershire.gov.uk/get/ShowResourceFile.aspx?ResourceID=154	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

Super Output Areas (LSOAs) 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	http://www.gct-jcs.org/	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)	https://www.cheltenham.gov.uk/downloads/file/3031/schedule_of_saved_local_plan_policies	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	http://www.cheltenham.gov.uk/downloads/file/776/cheltenhams_flood_zone_map	Web page features a link to view and download a PDF version of flood zones map.
Nature conservation and biodiversity	MAGIC interactive map	http://magic.defra.gov.uk/	1. Click on 'Get Started' 2. Click on the 'Designations' box on the left hand bar. 3. Expand 'Land-based Designations' 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.
Listed buildings	English Heritage Listed Buildings Map Search	https://historicengland.org.uk/listing/the-list/map-search?clearresults=True	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 http://maps.glosdistricts.org/map/Aurora.svc/run?script=\Aurora\CBC+ListedBuildings.AuroraScript%24&nocache=1762328048&resize=always&workflow_Id=FindListedBuilding#workflowId=b5b2e14c61f24bf2bb3e548e0a4a0096	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	https://gloucestershire.firmstep.com/default.aspx/RenderForm/?F.Name=B75apJt4Qgo&HideToolbar=1	A customisable, zoomable map displaying all public rights of way in Gloucestershire.
Cycle paths	Sustrans Cycle Map	http://www.sustrans.org.uk/ncn/map?lat=56.54737192673878&lng=-3.142090281250036&zoom=5&route-type=all-routes&filters=	Zoomable map of all cycle routes in the UK with a key.
Past and current planning applications	Cheltenham Borough Council's planning portal	http://publicaccess.cheltenham.gov.uk/online-applications/	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	https://inform.gloucestershire.gov.uk/viewpage.aspx?c=page&page=-Deprivation (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	http://www.cheltenham.gov.uk/downloads/file/4178/local_green_space_study_report	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	http://www.cheltenham.gov.uk/info/20007	On this page you can view the rates (and types) of vacant

vacant housing in Cheltenham	Borough Council's 'Housing performance statistics' page	4/planning/995/performance_indicators/3	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	http://www.cheltenhampartnership.org.uk/cheltenhampartnership/downloads/file/693/cheltenham_needs_analysis	Similar to 'Understanding Cheltenham' but not as detailed.
Where the Green Belt around Cheltenham lies	MAGIC interactive map	http://magic.defra.gov.uk/	1. Click on 'Get Started' 2. Expand the 'Designations' box on the left hand bar. 3. Expand 'Land-based Designations' 4. Expand 'Non-statutory' 5. Tick box next to 'Green Belt'. *Please note that some designations may be subject to change upon adoption of the Joint Core Strategy
The location of any scheduled monuments in your area	MAGIC interactive map	http://magic.defra.gov.uk/	1. Click on 'Get Started' 2. Expand the 'Designations' box on the left hand bar. 3. Expand 'Land-based Designations' 4. Expand 'Statutory' 5. Tick box next to 'Scheduled Monuments'.
Footpaths	Gloucestershire County Council interactive map	https://gloucestershire.firmstep.com/default.aspx/RenderForm/?F.Name=B75apJt4Qgo&HideToolbar=1	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 http://www.cheltenham.gov.uk/info/200023/conservation/644/cheltenhams_conservation_areas/3	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	http://maps.glosdistricts.org/map/Aurora.svc/run?script=\Aurora\CBC-FindNearest.AuroraScript%24&resize=always	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	https://www.google.co.uk/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&cad=rja&uact=8&ved=0ahUKEwixnaqXuvXMAhWHB8AKHa-MD8wQFgggMAI&url=http%3A%2F%2Fwww.cheltenham.gov.uk%2Fdownload%2Fdownloads%2Fid%2F4174%2Ffinal_report_-_evidence_to_support_the_cheltenham_economic_strategy&usg=AFQjCNFoLb5yuZ6LwyeUBNGIH4YVrxeesA	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 *e.g. age groups, interest groups, families, businesses etc.*	**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

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.

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.

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.

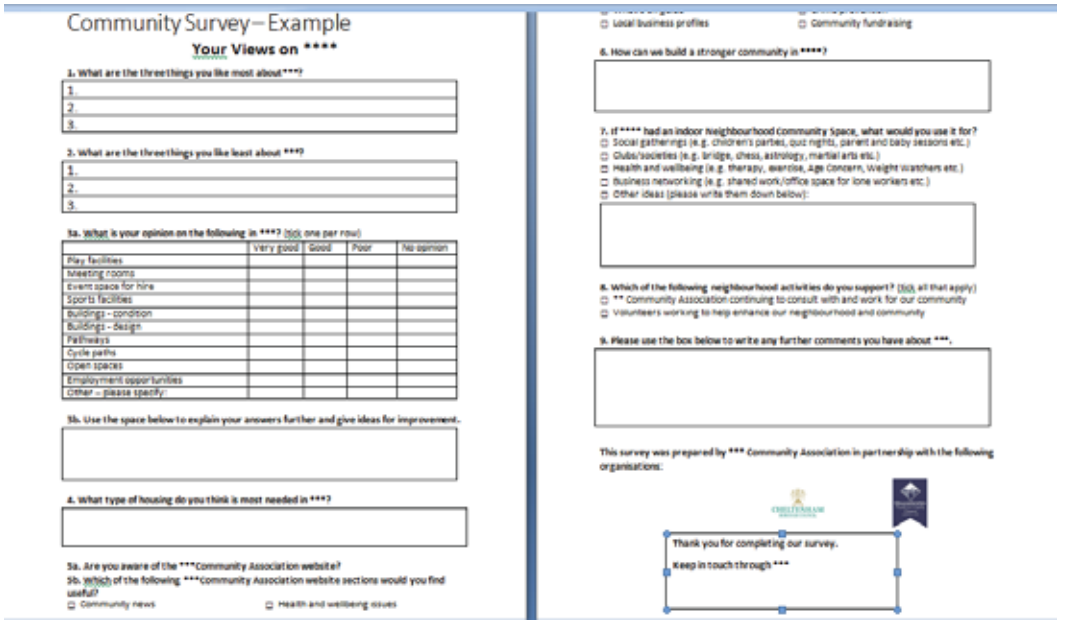
Thinking of composing a community survey? Design Top Tips

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

☐ Local business profiles ☐ Community fundraising

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 continuing 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. • Beauty (views out and in or the site itself • Historic significance (heritage connections) • Recreation (formal and informal sport		The site must be demonstrably special to your community and hold a particular local significance Note any designations e.g. AONB but also record subjective thoughts.

and play, walking, allotments) • Wildlife (important species, land use designations) • Tranquillity (absence of road noise, dark skies) • Or other reason		Consider, where relevant, views out as well as the site itself. During consultation people will add their thoughts Can include ponds and spaces around
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 your 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 Neighbourhod 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 2nd half of the 20th 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

Strengths	• Safe & Friendly community • Local Pride and look after each other • An active volunteer group • Green space (park / hedge rows and tree lined roads) • Nearby shops • A wide range of ages groups • Generally a desirable place to live (school / public transport – car specific)
Weaknesses	• No 'indoor' central place to come together • Reddings v Benhall (a defined boundary) • Limited youth activity (including representation on the residents group) • Transportation – car oriented not bicycle (car 'rat run') • Green space (park) not utilised effectively with potential for more inclusive use
Opportunities	• Merge with the Redding's area (a combined community café) • Community space / building (coffee shop) • To give a 'voice' to the youth • To promote new idea projects such as a community garden / meadow project including 'habitats for animals'
Threats	• Loss of any future 'youth' involvement when there has been objections to some of the previous projects (e.g. art project) • Residents Group being able to continue without increase in involvement • Transportation – increase in use of the area as a 'rat run' • No plan to maximise the underutilised green space

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 CECP 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 • Close proximity to town (40 comments) • Friendly Neighbours (37 comments) • Community Spirit (33 comments)
What are the three things you least like about Fairview? (open question)	Most frequent responses • Parking (42 comments) • Graffiti / run-down buildings (23 comments) • Traffic (16 comments)
What is your opinion on cycle paths (rating)	60% - poor 14% - good/very good 26% - no opinion/no reply
What is your opinion on play facilities (rating)	41% - good 16% - very good 17% - poor 25% - no opinion/reply
What is your opinion on meeting rooms (rating)	28% - poor 25% - good 3% - very good 43% - no opinion/ reply

The close proximity to the town centre and friendly neighbours featured strongly in responses to what was most liked about the Fairview area as did the community spirt 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[1] 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 Fiields 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 CECP 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 CECP 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

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

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

5. Oakley (Extracts from Chapter 5 Part 2 of CECP 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 CECP 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 28th 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 CECP Report Part 2, Chapter 5, Appendix 2.

Question	Number of responses
What is your opinion of employment opportunities in Oakley?	• 32 - good/v good • 26 - poor • 13 - no opinion
What is your opinion of access to police support?	• 36 - good/ v good • 23 - poor

	• 8 - no opinion
What is your opinion of Oakley Neighbourhood Project?	• 58 - good/ v good • 1 - poor • 11- no opinion
What is your opinion of access to sports facilities?	• 32- good/ v good • 23- poor • 12 - no opinion
What is your opinion of open spaces?	• 50 - good/ v good • 13 - poor • 8 - no opinion
What is your opinion of access to health services?	• 45 - good/ v good • 18 - poor • 4 - no opinion
What improvements would you suggest?	• Social activities / community - 11 comments • Parks / green spaces / play area - 9 comments • Pavements & roads - 9 comments
Please describe the characteristics that you feel are important in any new development in Oakley or any area of Cheltenham?	• Roads, pavements & parking – 20 comments
How can we build a stronger community in our local area?	• Community events / activities – 13 comments • Meeting places – 7 comments

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 CECP 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 CECP 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 20th 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.

What are your priorities for Pittville? Category	**Number of responses**
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 CECP 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 CECP 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 2nd 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

Strengths	• Location – village has a central core • Strong sense of 'pride' and proud to live in Prestbury • Town v county - you can work in the town but live in the country • Local assets – lots of assets in the community (Library / Church) • Safe Environment

Weaknesses	• Location – community divided (community other side of Evesham Road) • Local assets – limited use of assets due to ownership (memorial ground) • Limited facilities of younger population (8 – 15 year olds) • Lack of support vulnerable persons (time bomb for deprivation issues)
Opportunities	• Location – address community the other side of Evesham Road • Build upon and cross workings with existing community groups • Grow / Expand the core of the village to strengthen Prestbury offering (Town centre not offering a Cotswolds experience)
Threats	• Town v county - impact on house prices and change in pop structure • Location – changing boundaries would not address a divided community but rather reduce funds for PC to support Prestbury • Economic issue for local shops if residents not shopping/staying local.

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 CECP 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 CECP 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 vison, 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 CECP 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 CECP 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 Pauls 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 Pauls 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 Pauls 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 8th 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?	• Proximity to town (12 comments) • Parks (9 comments) • Community spirit (11 comments)
Q2- What are the three things you most like to see improved in St Paul's?	• Crime/Safety/Antisocial Behaviour (15 comments) • Traffic (Inc. volume and speed) (12 comments) • Appearance and cleanliness (11 comments)
Q4- Aspects with highest number of people indicating provision was poor	• Getting around St Paul's by car (13 good/v good; 10 poor) • Access to public transport (19 good/ v good; 11 poor) • Buildings –condition (16 good/ v good; 11 poor) • Facilities for older people (14 good/ v good; 10 poor)
Q6- In what ways do you think pedestrian and cycle links could be improved around St Paul's?	• Parking and Traffic (7 comments) • Pavements and Road Surfaces (6 comments)
Q7 - Please describe the characteristics (such as parking, design, garden provision, infrastructure) that you feel are important in any new development	• Parking Provision (12 comments) • Garden Provision (5 comments)

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

Strengths	• An all-encompassing (family ties / heritage) community • Health services (range of medical services)

	• Close proximity to the town centre • Access to leisure centre
Weaknesses	• Separation of community – e.g. areas Cheltenham Borough Homes (CBH) managed and not integrated to the rest of the community • Transient population (HMO). • Isolation of older population with neighbours changing regularly • So little green space • Residents come a close third in terms of local control behind the University and landlords
Opportunities	• University Campus – integration with community residents as well as services / facilities • Utilisation of community buildings (the old school) • Street view – conservation area but limited focus on front gardens
Threats	• English not the 1st language for some limiting integration • Imbalance in population (high level of less than 24 year olds) • Property o Too many rental properties to date with the concern of the continued growth of landlord with multiple rentals pricing out local residential purchases o No affordable family homes o 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. • 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. • St Paul's 'rat run' for car traffic – continued issues with the CTP & JCS changes being made

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 2nd July at the local school event. Seven questions, mainly open questions, enabled respondents to consider what they valued about the local area and improvements they felt would be beneficial. One question asked respondents to rate key facilities in the parish.

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?	• Character (21 comments) • Community (18 comments) • Park & Green Spaces (24 comments)
2a. What three things do you think need improving in Swindon Village?	• Traffic (21 comments) • Amenities & facilities (18 comments) • Sports & activities (especially for children) (13 comments)
4. How do you think pedestrian and cycle links could be improved around Swindon Village?	• Pavements & Road Surfaces (12 comments) • Cycle Paths (12 comments)
5. Swindon Parish Council has made a formal application to designate Swindon Fields as a Local Green Space. If successful, how would you like to	• Walking/recreation (16 comments) • Nature reserve (10 comments)

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.	• Parking Provision (12 comments) • Design Considerations (10 comments) • Traffic & Transport (10 comments)

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

SWOT Analysis

Strengths	• Village character, historic centre • Rural setting views, abundant wildlife • Good footpaths, for countryside walks • yet close to town - • Good amenities close by (Wymans Brook shops / Gallagher retail park) • Friendly Community • Good for families • Local School • Local Church • Playgroups • Well used village hall and park • Good Park – wild flowers
Weaknesses	• Traffic congestion on major routes – Manor Road, Wymans Lane, Swindon Lane. • Feeling that the area is not supported enough – the Borough seems to concentrate on the town not the whole Borough. • Borough council should consider implications of changes in the Town on the outlying villages • Level crossing and low Railway Bridge – causes traffic and separation of the area. • Lack of car parking for school • Footpaths stop in critical areas on Wymans Lane / Swindon Road and Manor Road • Cycle lanes non-existent or stop • Limits to PC resources – people and financial to make improvements • Poor lighting in winter at School / village hall – safety concern. • Confusing boundaries: Roads divide the community – Wymans Brook and village road from Swindon. Parliamentary boundary – Tewkesbury; Local Authority = Cheltenham.
Opportunities	• Improvements to Park - path and improved play area for older Children – Swings / all-weather MUGA / Skate area • Recycling area • Improve pavements and park for wheelchair access • Village Hall increased use – requiring improved car parking & dual entrance • Playing field car park enlargement

	• More community events – large fete, street parties • Extension to village hall for parish council meetings • Cycle lane link to Honeybourne line • Nature reserves on local green space area • Community Orchards • More allotments • Better footpaths - maintained.
Threats	• Insufficient road infrastructure - Increased traffic with further development of retail park and industrial area • Increased traffic with increased use of racecourse • Manor Road, Church Road and Brockhampton Lane being used as rat run • Traffic from development of Elms Park to Bishops Cleeve • Flooding through loss of green field soak away • Flooding from poor drains on Church Road • Pollution from traffic • Brockhampton Lane – narrow, threat of heavy goods vehicle use. • Litter from irresponsible users of fast food outlets close by • Manor Road car sales offloading more vehicles on the road causing traffic congestion and risk of danger to pedestrians

11. TOWN CENTRE (Extracts from Chapter 11 Part 2 of CECP 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 CECP 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 CECP 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 Cheltenham Town Centre is a safe place Cheltenham Town Centre is an attractive place	Agree 36, disagree 10 Agree 34, disagree 13 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.

What was most like about the Town Centre area:	• The diversity of the shops, theatres and restaurants • The proximity to all the amenities – very accessible by foot • The diverse mix of social and economic opportunities • The fantastic Parks & Gardens • Availability of parking including the free areas in the evening • The population mix – including tourists coming to Cheltenham • Good transportation (buses etc…) • The balance of social activities on offer • Mix of architecture (buildings / infrastructure) • Clean environment
What was least liked about the Town Centre area	• Traffic congestion • Housing - the growth of the retirement residential properties at the expense of affordable housing for local residents • Limited employment opportunities • Loss of local companies being replaced by residential developments • Building conditions – heritage and continual upkeep • Lack of facilities for young people – it's not just all about the nightlife • Shops catering for certain demographics – non family orientated • Entertainment – focused on a type of person (festival / events focus) • The adverse effect of 'out of town' growth of the retail park(s) offering
The future for the Town Centre area	To be a balanced area in relation to: • Shop types • Food types (especially takeaways) • Property Design o 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. o Type of housing developed that must not just be for one demographic in relation to retirement • Servicing the needs of the under 30's as well as families • Living up to the local 'conservation' requirements • 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

	• To be an accessible town centre for all in relation to:
	• Access
	  o Pathways (deterioration)
	  o Traffic Management (heavy vehicles v cars)
	• Living
	  o Employment opportunities
	  o Housing needs
	• Tourist
	  o For Cheltenham to be featured as part of the Cotswolds and not miss out on tourism opportunities

10. UP HATHERLEY (Extracts from Chapter 12 Of Part 2 of the CECP 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 CECP 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?	• Green spaces • Close to countryside/town centre • Quiet/village feel • Good bus services • Safe neighbourhood/low crime levels • Good schools, shops, pharmacy, library, post office, etc
What three things do you think need improving in Up Hatherley/what improvements would you like to see?	• Road, pavement, footpath and drainage repairs • Additional pedestrian crossings in various areas • Traffic & parking issues – congestion, speeding, inconsiderate parking inc around schools • Litter and dog mess – need for more bins
Ideas for improving community spirit	• More active parish council • More community events
Satisfaction with facilities	• 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) • Around 60% of those who expressed an opinion felt that sports facilities were poor.

The full survey analysis report can be found in CECP 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

Strengths	• A mature community • Bounded by open countryside • Great views from the community • Good access to town through public transport and walking • Balanced community • Good facilities – play, meeting places, shopping facilities • Improvements to carriageways via funds made available to parish council via county councillor • Good building condition/ design • Community magazine – The Up Hatherley Record • Events – summer – garden competition and annual prize giving evening and Winter carol service

	• Appetite for additional community events • Green spaces within the parish
Weaknesses	• Illogic of boundaries – Boundaries should reflect association with the community • 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. • Sports facilities (felt to be poor by 77 people (3 felt they were excellent; 40 good, 77 poor and 33 no reply) • Maintenance • Litter • Lack of local policing
Opportunities	• Improve existing facilities • Create more of a community spirit – expand • Encourage greater enjoyment of countryside through footpath network • Better signage of footpaths between facilities enabling greater use • Improvement of children's play facilities • Expanding local community schedule of events • Co-operation with neighbouring parish councils to improve maintenance of community amenities
Threats	• Increased car use putting pressure on volume and speed of traffic plus car parking • Reduction in green belt • Decrease in investment on local road infrastructure • Shrinking police service • Shrinking Highways budget • Closing of some of local retail facilities

CHELTENHAM BOROUGH

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 1

BENHALL AND THE REDDINGS

January 2017

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

Chapter 1: Benhall

Report Context

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

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

> Part 1 of the report provides an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.
>
> Part 2 of the report contains 12 separate chapters, each devoted to one community, tracking their approach to the task and drawing out their conclusions, aspirations and priorities. Each chapter contains Appendices which provide fuller detail of a profile produced by the community and outputs from engagement activities they have conducted as part of this project and relevant previous activity.

This document forms Chapter 1 of Part 2 of the Cheltenham Engaging Communities Project Report and contains information about Benhall and The Reddings.

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 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 Appendix 1.

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

Strengths	• Safe & Friendly community • Local Pride and look after each other • An active volunteer group • Green space (park / hedge rows and tree lined roads) • Nearby shops • A wide range of ages groups • Generally a desirable place to live (school / public transport – car specific)
Weaknesses	• No 'indoor' central place to come together • Reddings v Benhall (a defined boundary) • Limited youth activity (including representation on the residents group) • Transportation – car oriented not bicycle (car 'rat run') • Green space (park) not utilised effectively with potential for more inclusive use
Opportunities	• Merge with the Redding's area (a combined community café) • Community space / building (coffee shop) • To give a 'voice' to the youth • To promote new idea projects such as a community garden / meadow project including 'habitats for animals'
Threats	• Loss of any future 'youth' involvement when there has been objections to some of the previous projects (e.g. art project) • Residents Group being able to continue without increase in involvement

	• Transportation – increase in use of the area as a 'rat run' • No plan to maximise the underutilised green space

Aspirations

3 key elements were highlighted and an aspiration developed for each plus objectives to be met in order to achieve that aspiration:

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

Outputs from meeting in January 2017

Benhall Residents Association members felt that while the above aspirations and objectives may be considered by CBC when developing the Cheltenham Plan, they wished for this work to also lead to practical activity 'on the ground'. Members recognised that the Association has limited capacity for action compared with some Neighbouhood Co-ordination Groups and parishes in Cheltenham therefore decided to use GRCC support to help them develop a pragmatic Action Plan to move forward its priority for local action. Therefore the meeting in January 2017 revolved around developing an action plan in relation to a key community facility- Benhall Park. This has been in existence since the estate was built

and is a focal point for many groups within the community. As a key open space it provides the best location in the community for people to meet and could therefore move forward Aspiration 3 above. Ideally it could be enhanced through a dedicated indoor space which would meet Aspiration 1.

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 Appendix 3.

Appendix 4 contains information on previous consultations carried out by the group which were considered during workshops.

Appendix 1: Community Profile

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

Benhall and The Reddings forms part of the Neighbourhood Co-ordination Group (NCG) area that includes the following four wards: Benhall and Reddings, Warden Hill, Up Hatherley and part of Park. However, as this NCG is no longer active, the community profile provides data that is best fit to the Benhall and Reddings ward.

People and Households

Data

Data about people and households in Cheltenham is gathered at a ward level, so for the purposes of this research, the ward of Benhall and The Reddings has been used. The population of the ward is approximately 5,090 (MAIDeN mid-2013 population estimates).

Key facts

Census information (MAIDeN Neighbourhood Profiles) for the ward indicates that:

- Around 49.3% of residents are male and around 50.7% are female
- There are 27.61 persons per hectare in the ward, which means that it is in the top 35% most densely populated wards in the county.
- Some indicators related to children and young people are in the top 35%, indicating a higher level of need than average for areas such as emergency admissions of under 17s, achievement of Key Stage 2 pupils in Maths and English, and Key Stage 4 pupils' achievement in English.
- The ward ranks in the top 35% for the county in terms of disabilities experienced by its residents.
- Crime indicators show that crime levels in the ward are fairly average for Gloucestershire, although instances of criminal damage rank in the top 35%. Compared to other areas of the borough, indicators suggest that this ward experiences the lowest levels of crime in Cheltenham.
- The most critical area of need in the ward is in the areas of healthy living and older people. The number of social work and domiciliary care assessments in the ward are ranked in the top 10% for the county, with mental health assessments, use of day care services, use of independent living equipment and use of meal services all ranking in the top 35%.

Deprivation

A Lower Layer Super Output Area (LSOA) is a geographic area designed to improve the reporting of small area statistics in England and Wales. Each LSOA is graded based on where it falls in its score for multiple deprivation, across five divisions in the full range. Benhall and The Reddings ward is made up of three LSOAs. Of these, the two in the centre of the ward are in the highest quintile for deprivation while the other two are in the second-highest quintile. This indicates that there are generally low average

levels of deprivation for residents of the ward on the whole and that deprivation may not be a critical issue for most residents, but it does not rule out the presence of specific kinds of deprivation, or multiple deprivation in a small number of households.

Educational Achievement

The number of working-age residents of Benhall and The Reddings ward with no qualifications (15%) is roughly in line with the Cheltenham average (13%) but much lower than national averages (22%). There is a relatively high number of people with a degree-level qualification (35%), which again is in line with Cheltenham figures (36%) and is higher than regional and national figures (both 27%). Most levels of qualification between these two ends of the spectrum are roughly in line with other averages.

History and Heritage

- Benhall Wood was recorded as existing in the area as early as 1230.
- In Elizabethan times, the original Arle Court was built, but over the years it deteriorated and was eventually demolished, with its Victorian namesake being built nearby.
- The area has been a small settlement since the seventeenth century. Benhall Farm stood in the area, surrounded by mainly pastureland.
- In the mid-nineteenth century, a new Arle Court was built, its estate being part of the manor of Redgrove.
- At about the same time, the development of the Golden Valley railway line turned the area into a substantial village, with houses and smallholdings springing up.
- In the 1930s, the area was home to Dowty, and became the centre of aircraft manufacturing, with the buildings of Arle Court being adapted and expanded to accommodate the processes.
- In the 1950s and 60s, Benhall Estate was built on Benhall Farm's land.
- The Reddings was built over the 1970s, 1980s and 1990s to accommodate Cheltenham's growing population.

There are no conservation areas in the ward. Only a small number of older buildings remain, such as Arle Court, Arle Court Lodge and Redgrove Cottages, all of which are listed.

Physical Character

Much of the ward is residential, with most housing being built during the second half of the 20th century. Many streets tend to be fairly uniform, owing to the larger-scale development that occurred, rather than infill, but there is a reasonable variety of building styles, representing architecture from the 1950s through to the 1990s. Benhall consists of housing predominantly built in the 1950s and 1960s, and The Reddings was built in the 1990s.

Unlike the tight Victorian grids of more central Cheltenham areas, the street layout on both estates is looser, incorporating crescents, squares, courts, cul-de-sacs and curving road shapes. These road layouts allow for a slightly more spacious feel, as does the reasonable amount of mature greenery and open spaces such as Benhall Wood and the green space flanking Hatherley Brook, which runs through the ward.

The more modern nature of many of the houses means that nearly all homes have front gardens, which adds to the spaciousness, and abundant off-road parking takes the strain off on-street parking. Flats

tend to be three- or four-storey, and set out in squares or within lawns, again giving a more spacious feel.

Another fairly dominant feature of the ward is the commercial area off Hatherley Lane, which consists of modern buildings housing various large retail units, the Nuffield hospital, a supermarket, a hotel and Arle Court Park and Ride, which gives a public transport option for visitors coming in on the A40. Arle Court, a grand Victorian mansion, is on the edge of this commercial area and is now an event venue.

Roads, Transport and Access

Roads

The ward is bounded on three sides by busy roads: The major route of the A40 from Gloucester runs along the north-western and north-eastern borders of the ward, and Badgeworth Road, which runs between the A40 and A46 runs along the western border. Several arterial roads run through the ward: Hatherley Lane connects the A40 to the ward's residential roads and to Up Hatherley and beyond to the east, and Grovefield Way performs a similar function, but is located further out of town and is less heavily used than Hatherley Lane. Reddings Road joins Badgeworth Road with Hatherley Lane. North Road West joins Badgeworth Road with Grovefield Way. Most other roads in the area provide access for residential populations, although some minor arterial roads connect small residential streets with main routes in and around town.

Cycle ways

There are shared use footways that can be used by cyclists on portions of the A40 and along Grovefield Way. Elsewhere in the ward, cyclists must use the roads. Roads in the area have been graded by the Cheltenham and Tewkesbury Cycling Campaign as being either quiet, reasonably quiet or medium, apart from the A40, which has the highest rating for being busy and fast, and the portion of Hatherley Lane closest to the A40, which has a medium rating. A higher rating needs a higher level of skill from the cyclist.

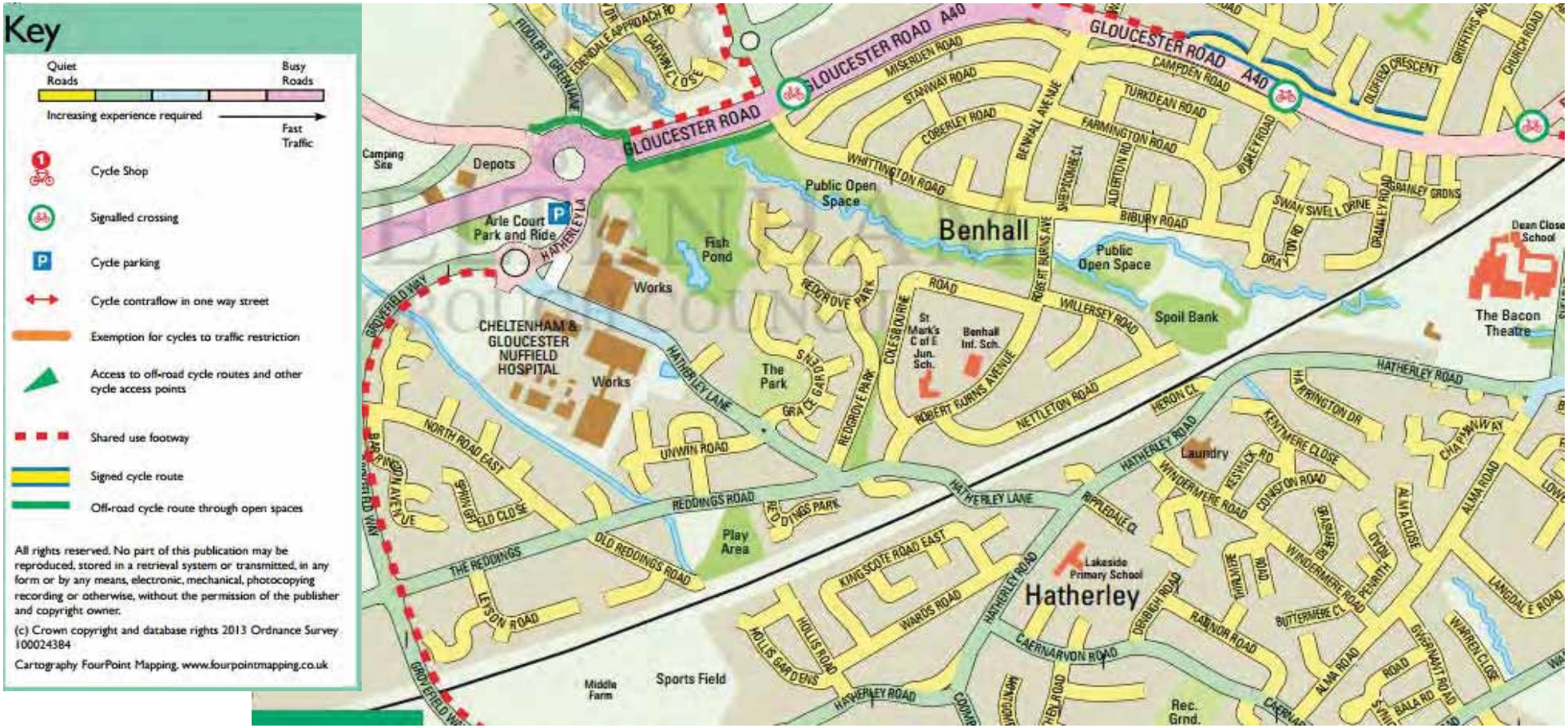
Public Transport

Cheltenham Railway Station is roughly 29 minutes' walk, or 1.5 miles, away from the geographical heart of the ward (Hatherley Lane, GL51 6PL - Google Maps). The bus station is a 2.3 mile or 46-minute walk, but some buses do go through the area, such as the J (Cheltenham – Benhall – Hatherley), K (Cheltenham – Up Hatherley), 99 (Cheltenham Racecourse – Cheltenham Hospital – Gloucestershire Hospital), 94 (Gloucester – Cheltenham), 97/98 (Gloucester – Innsworth – Churchdown – The Reddings – Cheltenham) and 511 (Arle Court Park & Ride – Cheltenham.)[1]

Parking

The vast majority of houses in the area have an off-road parking option, meaning that on-road parking is relatively easy for visitors. However, parking spaces are more scarce for residents of flats. There are no council car parks in the ward. Commercial units, and neighbouring buildings such as the hospital, have their own car parks, meaning that their employment and customer parking is largely self-contained.

[1] ThinkTravel website http://www.thinktravel.info/files/uploads/Cheltenham_Bus_Map_V2.pdf



Extract from Cheltenham and Tewkesbury cycle map (http://www.cyclecheltenham.org.uk/docs/cyclemap.pdf)

Community Services and Facilities

Healthcare

There are no GP surgeries within the area, with Hatherley Surgery on Glebe Farm Road, and Hesters Way Healthy Living Centre on Cassin Way being the nearest. There are no dental surgeries in the ward either, with the nearest dental surgeries being Coronation Dental Practice in on Princess Elizabeth Way and 8 Libertus Road Dental Practice on Libertus Road. There is no pharmacy in the ward, and there has recently been a petition with the aim of Badhams Pharmacy coming to the area. At present, the closest pharmacy is on Windemere Road in Up Hatherley.

Libraries

The nearest library is in Up Hatherley and is roughly a 20-minute walk from the geographical centre of the ward.

Places of Worship

The area has one active place of worship: Christian City Church on Hatherley Lane. It offers some degree of community engagement and activity.

Community Spaces and Facilities

There is one dedicated community centre in the area: The Reddings Community Centre on North Road West.

Pubs can sometimes offer a community space. The ward contains one pub: The Redgrove, on Hatherley Lane. It is not known whether the pub offers any community spaces.

A recycling bank is based at Asda Superstore, near the centre of the ward.

Recreation and Leisure

There are tennis courts located just off Hatherley Lane, as well as a sports ground off Grace Gardens.

There are several playing fields in the ward, such as Redgrove Park, Humpty Dumps (with play areas for children and for young adults) and Benhall Park (with children's play area). The nearest swimming pool is Leisure @ Cheltenham on Tommy Taylor's Lane, which is 1.6 miles away, or 31 minutes' walk, from the heart of the neighbourhood area.

Green Spaces

There are a lot of green spaces in the area, including Redgrove Park, Benhall Park, Humpty Dumps and greenery along the A40 corridor and Grovefield Way. Benhall Residents' Association took part in the Local Green Spaces Study conducted in 2015, in partnership with GRCC and Cheltenham Borough Council, applying to designate (as local green space) the A40 corridor (decision pending at time of reporting). There are some allotments in the ward, of Reddings Road; the plot is a medium size, and there is a fairly long waiting list (3 years at time of writing).

Some of the green open space on the western edge of the ward forms part of Cheltenham's green belt.

Educational Facilities

The area contains two primary schools:

- Benhall Infant School (Robert Burns Avenue)
- St Marks C of E Junior School (Robert Burns Avenue)

There is no secondary school in the ward, and the nearest is Bournside School (Warden Hill Road), which is around 1.2 miles away, or a 24-minute walk from the heart of the ward. Dean Close School (independent, 3-18) is one mile away from the heart of the ward, and Chosen Hill School in Churchdown is around 3 miles away, both of which may be options for some residents.

The ward is home to several early years settings, including:

- Foxcubs Day Nursery (Old Reddings Road)
- Benhall Nursery (Robert Burns Avenue)

Economy

Employment

Benhall and The Reddings ward is fairly residential, so many residents are required to travel out of the area to get to work, although they may not have to go far. However, opportunities within the ward include the Asda superstore, Travelodge, B&Q superstore, TGI Fridays, Premier Inn and Ultra Electronics (manufacturing). GCHQ is just outside of the north-western boundary of the ward, providing specialist, professional and administrative employment. The ward is a medium-length bus ride away from central Cheltenham retail and administrative employment, with the town centre being around 2.5 miles away.

Income

The ward area is also a Middle Layer Super Output Area (MSOA), which is a small geographical area used to analyse average household income in England and Wales 2007–8. Benhall and The Reddings falls within an MSOA known as Cheltenham 010, and area that had an average weekly income of £730 at that time. This is in the second-highest quintile for income nationally.

Retail and Services

The area off Hatherley Lane provides numerous retail and service units and includes Asda Superstore, B&Q and Pets At Home, attracting local and county-wide customers. There is also a row of shops on Benhall Avenue, which includes a convenience store, takeaways, and an estate agent, and a newsagent on The Reddings. There is a post office just outside of the ward, in Up Hatherley.

Housing[2]

Housing Tenure – proportions

More houses are owned in the ward than the national, regional or borough averages, and mortgaged properties are more common in the ward too, although there is not such a gap. Social rentals are very low (around one third the proportion of social rentals than Cheltenham's social rent proportion overall, and around one fifth of the national average). Private rental numbers are at only half the overall Cheltenham level.

Area	Owned outright %	Owned w mortgage %	Social housing shared ownership %	Social housing rent from CBC & HAs %	Private rent %	Other %
Benhall & Reddings	45.7	39.6	0.7	2.9	9.1	2.0
Cheltenham	32.1	32.4	0.7	12.2	20.1	2.4
Gloucestershire	35.5	32.0	0.8	12.9	13.8	3.0
England	30.6	32.8	0.8	17.7	15.4	2.7

[2] All information in this section taken from the 2011 Census

Appendix 2: Workshop Output- November 2016

The workshop in November 2016 was organised by the Benhall Residents Association and attended by 10 Benhall residents. A SWOT analysis was completed and a high level vision produced (see main body of report). The following table contains more detail to support the aspirations and objectives.

Aspect	**Aspiration**	**How we know this**	**Other points raised** **(e.g. potential solutions/ next steps to meet aspiration)**
Community Spaces - buildings	**High level aspiration** 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)	Community Profile Pharmacy Survey 2013 Residents Association AGM 2013	• To start to create and manage 'community annual' events to support community space aspiration • Identification of suitable location – within the local shopping area or Park. • Community wide needs assessment for a social community meetings space • Managed change is required to ensure the area is brought 'up to date' (health check required) so that a balance can be achieved between social / economic and the environment. • Centrally promoted and supported 'community Hub' to the area which will require a 'needs assessment' carried out to ascertain what the community would like to see.
Transportation (Getting Around)	**High level aspiration** Benhall will be a safe place to cycle and walk around the community to get to shops /	Residents Association AGM 2016	• To redesign Robert Burns Road to a 'one way' only • Address parking restrictions on the roads by the park.

	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.		• Concerns that the development of West Cheltenham will negatively impact on Benhall with an increase in traffic and cars parking. • A concern that there was not been a wider view taken by CBC planning for the area in respect to the roads and pathways. Specifically up keep as well as growth in cars transiting through the area and using roads which are by the school and which have parked cars already on. Limited integrated bus transport placing more focus on use of cars to get to central and outside Cheltenham town destinations.
Community spaces – green /open spaces	**High level aspiration** 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	Strong link between community spaces and increase in community involvement/ community cohesion Residents Association AGM 2016 & community workshop	Local survey / consultative activity (potentially in association with GRCC) Recognition that making use of the green space is what makes a community - not just space itself. Consideration of zoning in the Park (from Kids Zone to wildlife areas)

Appendix 3: Benhall Residents Association Meeting January 2017

The meeting aimed to concentrate on Benhall's key facility – Benhall Park. The GRCC facilitated discussion led to defining a statement of aims plus a list of actions.

Benhall Vision:

Be a model of how Communities everywhere can change for the better by being healthy, safe, environmentally friendly and all-inclusive.

Long term planning focus for Benhall:

Benhall Park - Benhall has a unique asset in the form of its large Benhall Park. This was agreed as a community asset when the estate was first built and remains a focal point for many groups within the community.

Aspiration - This space has 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.

There is a recognized need for a Community Hub, in some form, as an important aspiration for community cohesion, located somewhere within our community, preferably situated reasonably centrally and easily accessible. The parks green space enables most of this to happen, though an added indoor space would be desirable. It would:

- Encourage social life and integration.
- Be a place for youth to meet.
- Provide an area for interest groups to book and use, including keeping fit.
- Provide space for other social events such as children's parties, wedding receptions etc.

Benhall Residents Association (BRA) has objectives for the Park which include:

1. It remains – forever – a community facility
2. It remains an open space
3. It develops as a space with great biodiversity (less a grass monoculture, and more a mixed green space)
4. It develops as a space for different users including:
    a) A learning zone
    b) A children's zone
    c) A dog friendly zone
    d) An exercise zone
    e) 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.)
    f) A nature zone

    Not all zones are mutually exclusive, but we want to diversify and make good use of the space we have.
5. The Park develops as an active hub, which is recognised as a Community Hub for meeting multiple community needs, which helps us to achieve our local vision.

Next Steps / Action Plan

There are a lot of activities we need to think about to move this plan forwards. Much of it relies on the good will of the Benhall community and the buy-in from decision makers and stakeholders who can help us turn this vision into reality. Next steps include:

1. Talk with Local Planners about how we can protect the space, how to influence its future, how to make this a core outcome both for Benhall and the wider Cheltenham community and how to plan improvements without destroying the very thing we are trying to create (e.g. greater access to green space v transport to get there).
2. Consult with local residents, and in particular consider the needs of different communities of interest within the area. E.g.:
    a) Mums with toddlers (pushchairs) and young children
    b) Dog walkers
    c) People who want quiet space
    d) School(s) and school children
    e) Young teenagers
    f) Older folk
    g) People wanting a space for outdoor exercise, etc.
3. Consult with exemplars. There are other local communities who have made great use of their local park (e.g. Pittville Park). There is also some great national best practice (e.g. Lottery Funded Park Projects). There is a lot to learn from other places to get us started and help us avoid early mistakes in taking this forwards.
4. To consider having a separate, dedicated group to move forward the aspirations for the Benhall Open Space (e.g. "Friends of Benhall Open Space/Park") and set up a Trust that could support added events for community benefit – might include "The Big Benhall Picnic" or" Benhall Festival" etc.
5. Look for stakeholders who can help us. Local Planners are one of these, but this might include Lottery, local sponsors, neighbouring communities who might like to 'buy-in' to the park as an asset, etc. Funding sources are key to success.
6. Consider unwanted 'knock-on' effects that we need to take account of as part of the strategic planning process. These might include:
    a) Managing how people get to the park. If we make it very attractive, the people will come from further afield. This presents transport challenges around parking, competing road users (car versus bike versus pedestrians). Well-managed sustainable access is going to be a key aspiration,
    b) Managing air quality
    c) More use may destroy the very thing we are creating – how do we make zones sustainable and resilient?
    d) How do we avoid traffic and air pollution spoiling the 'natural and quiet spaces'.
7. Consider positive knock-on effects and how to capitalise on these. For example:

a) Will a good Park bring added patronage to support the pub, shops (we have lost our local shop recently, but have a chip shop and a Chinese take away), and potential new amenities. E.g. Many in the Benhall community would welcome a community café. Pittville Park, Sandford Park and Crickley Hill Country Park have all opened popular cafes that depend on park visitors.
b) Can the Park serve as an asset for a Sustainable Urban Drainage System (SUDS). We know that the underpass on the A40 roundabout flooded to within inches of the roof early last year. All predications are that these events will become more severe and more frequent. Well-managed green spaces have great potential for reducing flood risk whilst providing local amenity (e.g. ponds and bog habitats).

Appendix 4: Previous Consultations and events

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

- Pharmacy survey -this was carried out approx. early 2013 and there was "strong local support for the potential usage and benefits a local Pharmacy would provide "In spite of this an application for a Pharmacy was rejected on the grounds that there was access to public transport and existing services were satisfactory. (AGM Address March 2015)
- Transportation - many references in the past Benhall Residents Association minutes to the traffic congestion and danger to children along Robert Burns Avenue. Also references to inconsiderate parking by sub-contractors along many of the Estate roads, both a danger by blocking views at junctions and nuisance value as roadside parking areas are filled for complete working days not allowing local residents and visitors to park easily in the community. Reference to both these problems in March 2016 AGM address.
- Reactive comments to local situations and polls at the AGM regarding important local issues e.g. A40 bus lane/footpaths/parking restrictions.

CHELTENHAM BOROUGH

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 2
CHARLTON KINGS

January 2017

Report compiled by GRCC, working in partnership with Charlton Kings Parish Council

Chapter 2: Charlton Kings

Report Context

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

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

> Part 1 of the report provides an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.
>
> Part 2 of the report contains 12 separate chapters, each devoted to one community, tracking their approach to the task and drawing out their conclusions, aspirations and priorities. Each chapter contains Appendices which provide fuller detail of a profile produced by the community and outputs from engagement activities they have conducted as part of this project and relevant previous activity.

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

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) 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 – eg 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 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

Themes to explore in the questionnaire

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 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

Outputs from workshop with GRCC January 2017: Community Aspirations

The workshop with GRCC considered all information gleaned through engagement and desk top research to compose the profile. It resulted in the following 'aspiration' statement, which will be amended as appropriate as Charlton Kings Parish Council finalises its parish plan.

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 a 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 though 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 (Hiighways) 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 eg through Balcarras School

Next steps for Charlton Kings Parish Council

CKPC will continue to develop its parish plan during 2017, including detailed action planning to enable the parish council to identify actions and key partners/ deliverers. This will be presented in a parish plan document and progress of actions will be monitored through parish council meetings.

Appendix 1: Community Profile

This profile has been produced by Charlton Kings Parish Council. GRCC provided a basic framework and some desk top researched data about the area as a starting point and the parish council reworked the section, using their local knowledge and perspectives. Any additional community commentary, giving a flavour of local feeling on the topics is shown *in italics.*

Charlton Kings Parish is a mature, residential and rural area in the south east of the borough. It is 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. The area is situated on the lower slopes of the Cotswold escarpment.

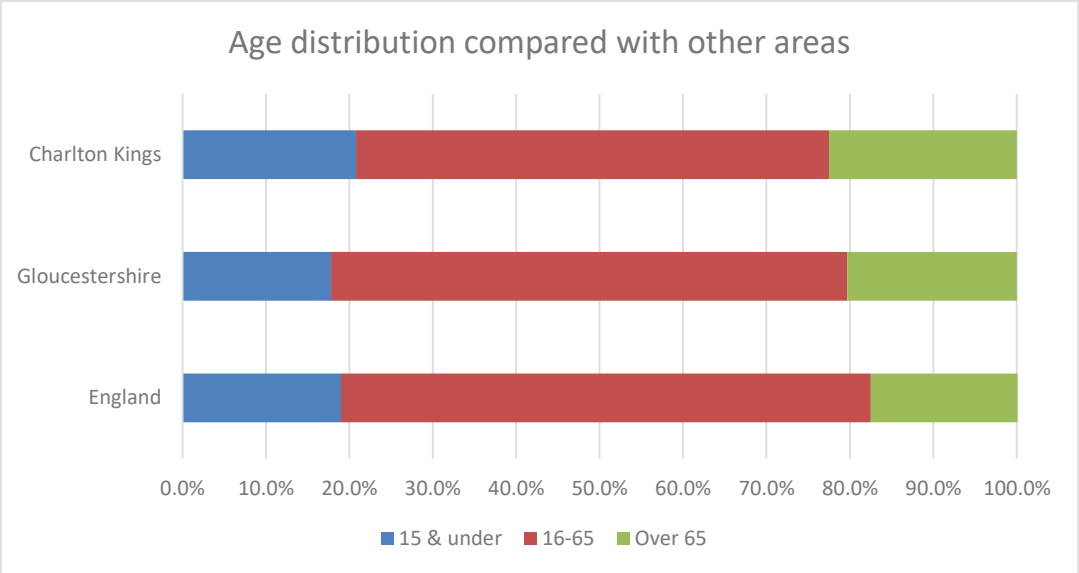
People and Households

Charlton Kings Parish is home to 10,230 people, living in approximately 4,000 households and 93% of people identify themselves as white British.[1]

Key facts

Census information for the parish indicates that around 47.5% of residents are male and 52.5% are female. The parish is in the top 10% for population density for Gloucestershire areas, with 9.04 persons per hectare.[2] This would be expected in a parish at the edge of Cheltenham Borough.

The area has a higher proportion of the 0 to 15 and 65+ age-groups than in Gloucestershire and England, as shown in the chart and table below:



	0 – 15	16-65	65+
Charlton Kings	20.8%	56.7	22.5%
Gloucestershire	17.8%	61.9	20.3%
England	19%	63.5	17.6%

[1] Inform Gloucestershire Local Insight Profile Charlton Kings 2016
[2] MAIDeN Neighbourhood Profile

Unemployment benefit claimants and children in out-of- work households are lower than the Gloucestershire and England averages.

Crime indicators are consistent with other areas forming part of a town or city. Levels of burglary, theft, arson, criminal damage and violence rank in the highest 35% for Gloucestershire. However, instances of anti-social behaviour are lower, at just a third of the county average.[3]

The uptake of many services for healthy living and for older people is higher than the county average. For instance, the level of uptake for care management assessments, mental health assessments, equipment for independent living, meal services and assessments on those aged over 75 are all in the highest 35% for the county. The number of people over the age of 75 being assessed is in the top 10% for the county.

Deprivation

A Lower Layer Super Output Area (LSOA) is a geographic area designed to improve the reporting of small area statistics in England and Wales. Each LSOA is graded based on where it falls in its score for multiple deprivation, across five divisions in the full range. Charlton Kings Parish contains all or part of 7 LSOAs. Of these, six are in the lowest quintile for deprivation, but the remaining one (labelled Charlton Kings 2, a small area between the A435 and A40) is in the second-lowest quintile for deprivation.
According to inform Gloucestershire's Local Insight profile for Charlton Kings, 10.5% of households in Charlton Kings are in fuel poverty, compared with 10.6% in England.

Educational Achievement

According to the 2011 Census, highest qualification held by all working-age residents is on average higher than the borough, regional and national averages, with a huge 44.2% holding a degree-level qualification. (The England average is just 27%, and the Gloucestershire average is 29.9%.)[4] There are fewer than average residents with no qualifications and with lower-level qualifications. The Inform Gloucestershire Local Insight Profile for Charlton Kings shows that educational achievement in the early years stages (pre-school) is particularly high compared with the England average.

History and Heritage[5]

Charlton Kings was a settlement as early as the Iron Age, but the name Charlton Kings comes from Anglo-Saxon times, when the area housed a farmstead. It formed part of the royal manor of Cheltenham. Eventually, the small homesteads in the area gave way to large manor houses, including Charlton House.

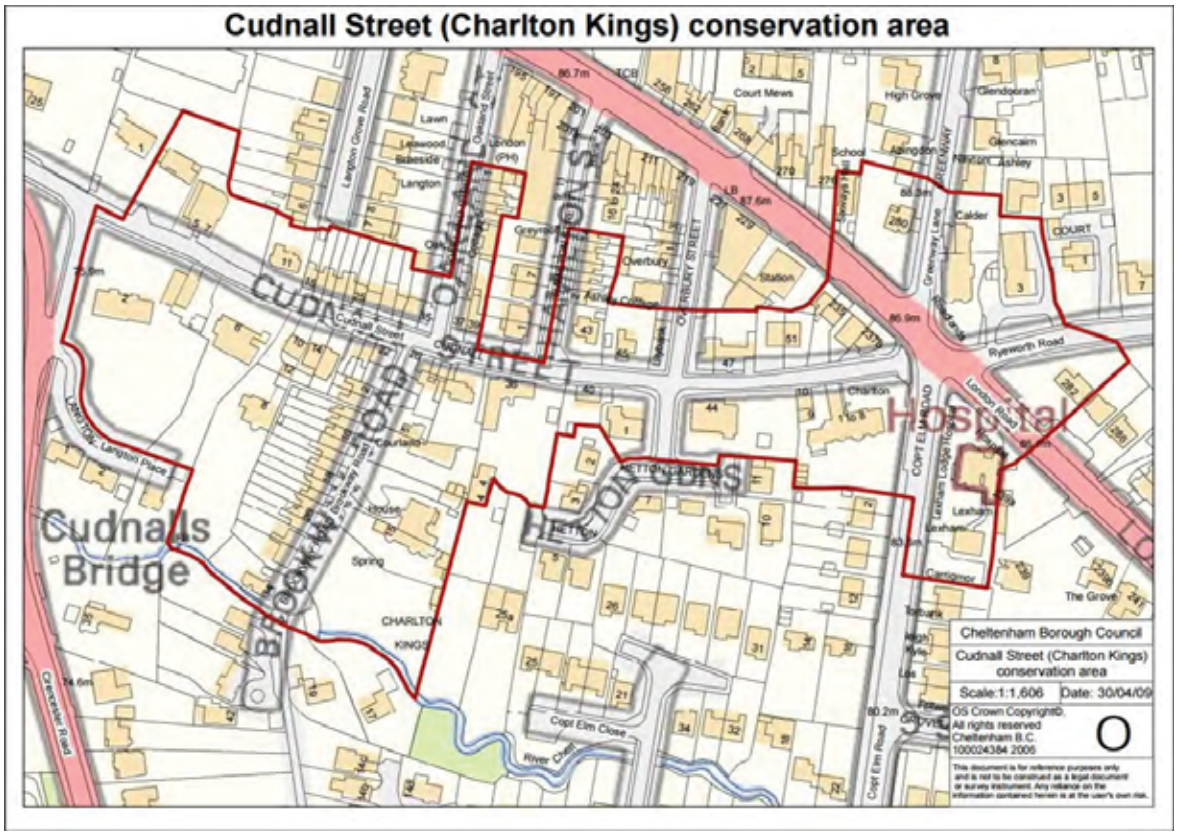
Author Lewis Carroll visited Charlton Kings where, it is said, he got his inspiration for writing *Alice in Wonderland*. The mirror that inspired the book's sequel, *Through the Looking Glass*, still hangs in a house in the area.

[3] MAIDeN Neighbourhood Profiles
[4] Inform Gloucestershire Local Insight Profile Charlton Kings 2016
[5] This section is mainly a summary of information from http://www.charltonkingsparishcouncil.gov.uk/charlton-kings/, http://www.battledown.co.uk/history.asp, https://en.wikipedia.org/wiki/Charlton_Kings and http://www.cheltenham4u.co.uk/charltonkings_history.asp?area=Charlton+Kings

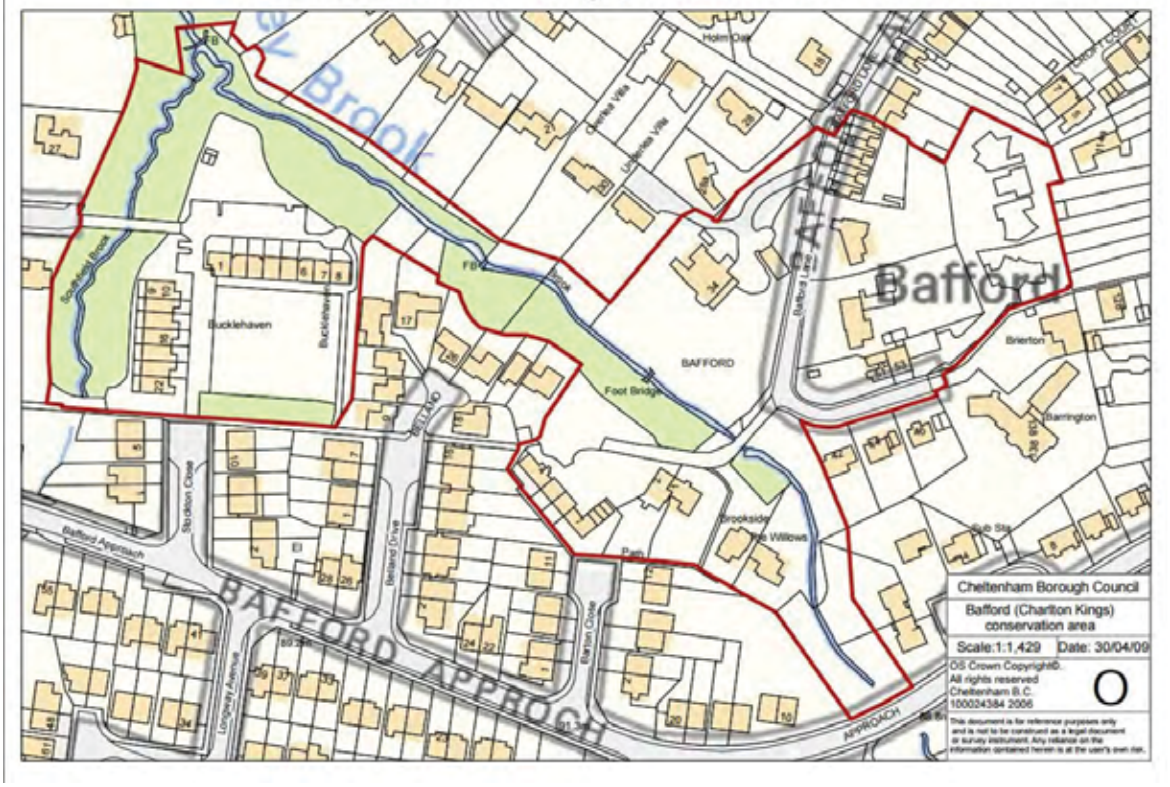
Development took place along the main roads through the area mainly in the nineteenth century, with the areas between the major routes being filled out with small estates and residential roads in the twentieth century.

Battledown was originally a settlement for Baedala, a Saxon, who built an enclosure there. The area remained wooded until the 12th century, when it was cleared for agriculture. The estate that is now situated there was built as a private residential estate from 1860s right through until the 1920s. Newer infill development has taken place, made possible by the very large gardens of the existing houses.

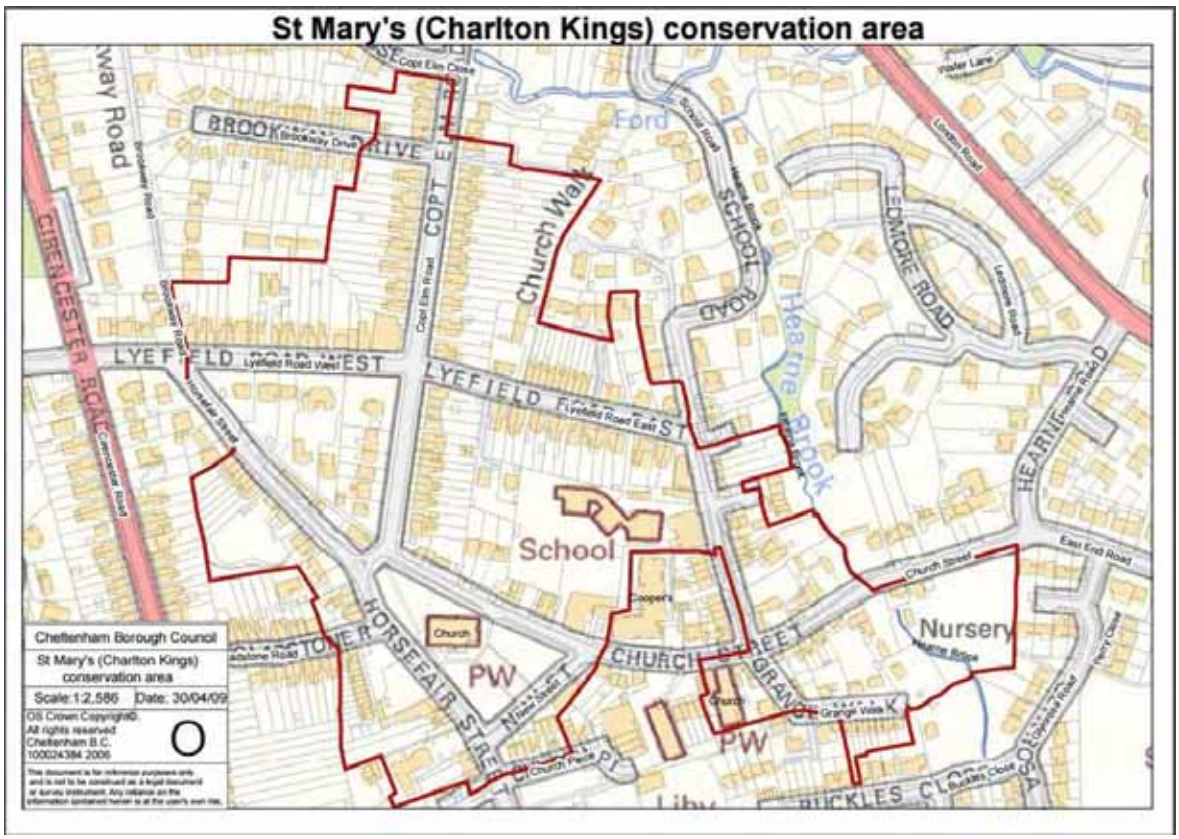
There are three conservation areas in the parish (see maps), and there are more than 100 Grade 1 and 2 listed Buildings and Objects in the parish, the majority of which are in the conservation area. Battledown Camp, St Mary's churchyard cross and Northfield round barrow are all designated as ancient monuments.



Bafford (Charlton Kings) conservation area



St Mary's (Charlton Kings) conservation area



Physical Character

Housing in Charlton Kings Parish is of very mixed age and style but a unifying feature is the presence of mature greenery and open spaces.

The housing estates in the parish are more homogenous but as the developments are numerous and small, there is still a good variety in terms of style and layout. While conserving space is always a concern on developments, the estates in Charlton Kings maintain a fairly spacious feel and benefit from mature trees and a reasonable amount of green space on most streets.

Roads, Transport and Access

Roads

The parish is largely bounded to the west by the A435 Cirencester Road that connects central Cheltenham and Charlton Kings with Cirencester. The A40 London Road runs roughly horizontally through the middle of the parish and joins central Cheltenham with Andoversford in the east and, eventually, Oxford and London. The B4075 Hales Road bounds the north western corner of the parish and joins the A40 in the south east with Prestbury and the north east of the borough. Most other roads in the area provide access for the residential population, although some small lanes run east from the parish to farms and hamlets.

Cycle Ways

A cycleway runs from Cox's Meadow to Moorend Road alongside the Lillibrook, on the boundaries of the parish, but otherwise cyclists travelling through and around it currently use the roads. Roads in the parish have been graded by the Cheltenham and Tewkesbury Cycling Campaign as being either quiet, reasonably quiet, apart from the A40 and A435, which are classed as busy or very busy. A higher rating needs a higher level of skill from the cyclist.

Public Transport

Cheltenham Railway Station is 2.8 miles away, or 1 hour's walk from the centre of the parish (Greenway Lane, GL52 6PN)[6]. The bus station is a 1.7 mile or 37-minute walk from the heart of the parish[7], but some buses do go through the parish, such as the 51 (Cheltenham – Cirencester), P/Q (merged with V) (Town centre to Charlton Kings to Ewans Farm, Little Cleevemont and back to town centre), 801 (Moreton-in-Marsh - Stow-on-the-Wold - Bourton-on-the-Water - Northleach – Cheltenham), 853 (Gloucester – Cheltenham – Northleach – Oxford) and B (town centre to Charlton Kings- Wymans brook- Swindon Village- Arle Farm).[8]

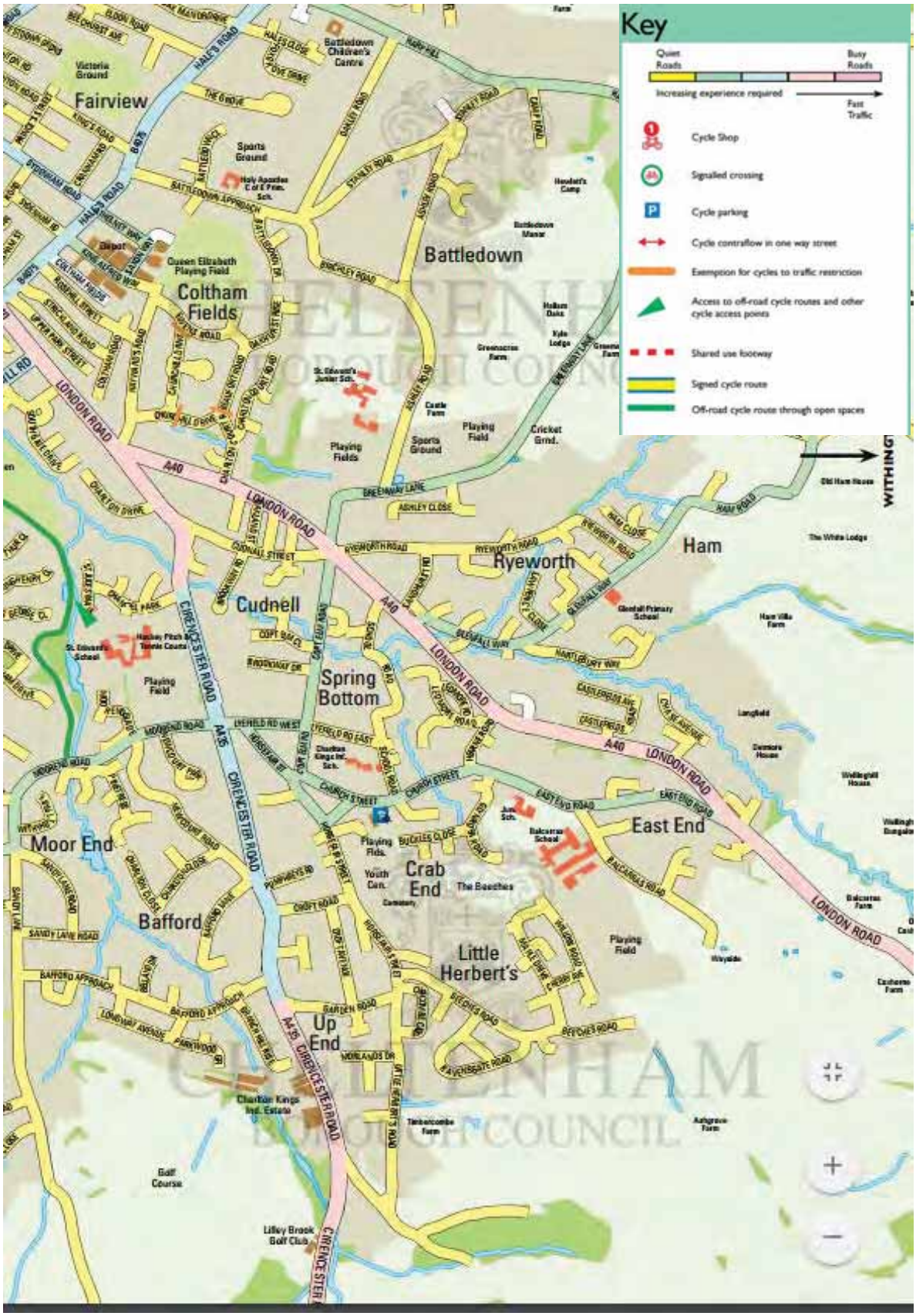
The Inform Gloucestershire Local Insight Profile shows that average travel times by walking and public transport to key services vary between 6 minutes and 20 minutes which is lower than averages in Gloucestershire or England. These include key services such as school, further education, GP, hospital.

Car ownership

The majority of houses in the parish have an off-road parking option and there are two free public car parks in the parish- one at Sixways and one at Church Piece. The Inform Gloucestershire Local Insight Profile shows that the proportion of households with no car is 13.5% which is lower than the county

[6] Google Maps
[7] Google Maps
[8] ThinkTravel website: http://www.thinktravel.info/files/uploads/Cheltenham_Bus_Map_V2.pdf

average of 17.1%. Proportion of households with 2 cars is 35.8%, compared with 30.8% Gloucestershire average for 2 car households.



Extract from Cheltenham cycle map (http://www.cyclecheltenham.org.uk)

Community Services and Facilities

Healthcare

There is one GP surgery in the parish: Sixways Clinic on London Road. It is home to one dental surgery: Arden House Dental Clinic on London Road. There are two pharmacies in the parish: Badham Pharmacy on London Road and Charlton Pharmacy on Lyefield Road West.

Libraries

Charlton Kings Library is situated on Church Street.

Places of Worship

The parish has four active churches: Holy Apostles Church (London Road), St Mary's Church (Church Street), Charlton Kings Baptist Church (Church Street) and Sacred Hearts Church (Moorend Road). All four churches offer various church-run groups and activities.

Community Spaces and Facilities

There are several community spaces in the parish:

- Holy Apostles Church Hall (London Road)
- St Mary's Parish Centre (New Street)
- Baptist Church (2 rooms for hire)
- Parish Council Stanton suite
- Kings Hall
- Catholic Church (Moorend Road)
- Sacred Hearts Catholic Church – hall

Pubs can sometimes offer a community space, and the parish is home to five pubs:

- The Royal Charlton Kings (Horsefair Street)
- The Langton (London Road)
- Clock Tower (Cirencester Road)
- The London Inn (London Road)
- The Merry Fellow Inn (School Road)

It is not known whether these pubs offer any community spaces.

There are two recycling banks in the parish: one in Sixways car park, off London Road, and the other in Church Piece car park.

Recreation and Leisure

Balcarras School houses a sports centre open to the public, as does The Barcelo Cheltenham Park Health and Leisure Club, on Cirencester Road. Lilley Brook Golf Club is on the edge of the parish, in the south east. The nearest year-round swimming pool is 2.4 miles away from the heart of the parish (Cheltenham Ladies' College Sports Centre), although Sandford Lido provides a seasonal swimming option just 1.3 miles or 26 minutes' walk from the centre of the parish. Charlton Kings Cricket Club can be found off Greenway Lane. Sacred Hearts Catholic Church has a badminton court and St Edwards swimming pool is opened to the public outside school hours (known as Aquazone).

Green Spaces

The parish took part in the Local Green Spaces Study conducted in 2015 in partnership with GRCC and Cheltenham Borough Council. The parish council applied to designate Newcourt Green as a local green space (decision pending at time of writing).

Charlton Kings Parish contains much green space in the form of open agricultural land, but not many open spaces to be used by the public – Beeches Playing Fields (featuring a skate park and play area) is used by many residents, as is the open green space within Battledown, which also features play areas for both younger and older children.

There are four allotment sites in the parish: Ryeworth, Haver in the North, Sappercombe and Croft in the south. Currently there are a small number of vacant plots.

Leckhampton Hill and Charlton Kings Common lie within the Cotswolds Area of Outstanding Natural Beauty, which covers the south of the parish.

Educational Facilities

The parish contains four primary schools:

- Charlton Kings Junior School (East End Road)
- Charlton Kings Infant School (Lyefield Road East)
- Glenfall Community Primary School (Glenfall Way)
- Holy Apostles' C of E Primary School (Battledown Approach)

Balcarras School is a secondary facility that is based in the heart of the parish (East End Road). St Edwards (Cirencester Road) is an independent school with a wide age range of 1–18. The parish also houses several early years settings, including St Edwards Nursery (London Road), St Mary's Playgroup (Church Road), Battledown Children's Centre (on Harp Hill which serves special needs pupils from Cheltenham area), Charlton Kings Kindergarten (Lyefield Road East), The Nursery School (Church Street), The Little Kingdom Nursery and Preschool (Church Street) and Glenfall Pre-School (Glenfall Way).

Economy

Employment

The parish is largely residential, although there are some retail opportunities owing to the cluster of busy shops on London Road that bring trade from across the county. Battledown Trading Estate also offers employment opportunities as do the commercial employment centres off the Cirencester Road, including Bences & Yorkshire Building Society (formerly Chelsea) and the Spirax Sparco. The parish is a short bus ride or two away from central Cheltenham retail and administrative employment, with the town centre being around 1.7 miles away.

The Inform Gloucestershire Local Insight Profile for Charlton Kings shows that the 3 largest industry groups for businesses based in Charlton Kings are professional, scientific and technical (27.6%) post and telecom (14%) and construction (13.4%). Over 80% of local businesses are made up of those which employ 0-4 people, while 12.2% employ 5 – 9 people and 6.1% employ 20 or more people.

55.9% of Charlton King's working population work in Managerial, professional or associate professional employment, compares with 40.9% in Gloucestershire and 41.1% in England.

Income

Weekly household income for Charlton Kings Parish is £747 – higher than the average for Gloucestershire and England (both at £673) (Office of National Statistics 2007-8)

Retail

London Road has a cluster of mainly independent and small chain shops that serve local, borough and county populations.

Aside from London Road, retail in the parish is mostly small and serves the local population. This includes:

- Lyefield Rd West shops – vets, chemists, florist, cafe & convenience store also housing the Post Office (within Smith and Mann/NISA)
- Cirencester Rd – small supermarket (Sainsbury's); convenience store, butcher, hairdressers, beauty salon

Housing

Housing Tenure – proportions

Charlton Kings has a larger proportion of owner occupation than the England average and it has a larger proportion of detached and semi-detached homes than in England and a lower proportion of flats. Social rental is very low, and private rental is much lower than average for Cheltenham but less different from county and regional averages.

Housing Types

Detached houses are the most common housing type in the parish and detached and semi-detached houses together make up almost 74% of the dwelling stock.

Housing Affordability

According to the Inform Gloucestershire Local Insight Profile for Charlton Kings the median detached house price in Charlton Kings is £588,810. The majority of properties are within council tax bands C, D and E (A is the lowest and H the highest).

Source: Inform Gloucestershire Local Insight profile Charlton Kings 2016	Owner occupation	Council tax bands- combined C,D,E	Detached	Semi detached	Flats (purpose build, converted houses and communal properties)
Charlton Kings	84.4%	67.3%	37.8%	36.1%	11.6%
Gloucestershire	70.3%	47.3%	30.6%	33.8%	15.1%
England	64.1%	46.3%	22.3%	30.7%	22.1%

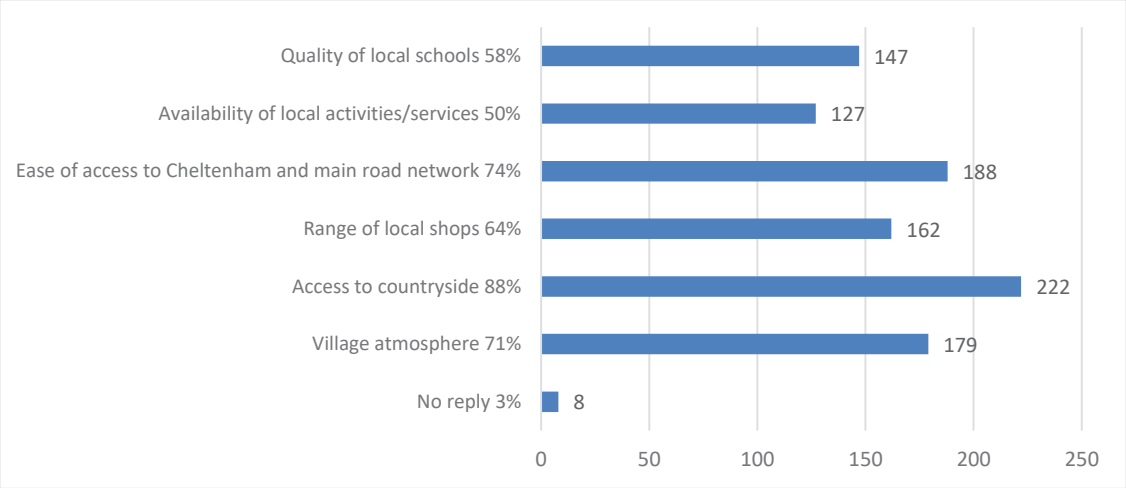
Appendix 2: Consultation – Charlton Kings Parish Plan Questionnaire (Results Autumn 2016)

During Autumn 2016, a hard copy questionnaire was distributed to all Charlton Kings residents via the Cheltenham Local Answer publication. It was divided into 2 sections- Part 1 and, in a separate questionnaire, Part 2. Both questionnaires were available online as well as in hard copy. The following report provides a summary of answers to all 'tick box' questions. The questionnaires can be found at the end of this section.

Part 1

Overall 253 respondents completed Part 1 of the questionnaire. The report has been filtered to show the responses for 'All Respondents'.

Q1. What do you like about living in Charlton Kings? Tick as appropriate.



Q4. For the future it is most important to… (please tick one option per issue):

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree Strongly	No reply
Maintain green areas around the village	2 (1%)	-	6 (2%)	62 (25%)	182 (72%)	1 (0%)
Improve range of local community spaces/venues	1 (0%)	11 (4%)	88 (35%)	88 (35%)	56 (22%)	9 (4%)
Ensure key services such as schools, doctors and others, keep pace with the rising population	-	3 (1%)	15 (6%)	82 (32%)	152 (60%)	1 (0%)
Develop roads and utilities in Charlton Kings to support future growth of Cheltenham and its surroundings	15 (6%)	38 (15%)	63 (25%)	72 (29%)	56 (22%)	9 (4%)
Improve through traffic flow in Charlton Kings	14 (6%)	18 (7%)	40 (16%)	75 (30%)	102 (40%)	4 (2%)

Improve road safety throughout Charlton Kings	2 (1%)	4 (2%)	40 (16%)	70 (28%)	134 (53%)	3 (1%)
Ensure future housing development is sympathetic to the existing street-scene	3 (1%)	4 (2%)	19 (8%)	83 (33%)	142 (56%)	2 (1%)
Maintain a good mix of housing including starter and retirement homes	2 (1%)	13 (5%)	45 (18%)	104 (41%)	86 (34%)	3 (1%)
Increase amenities and business opportunities with more local shops/cafes	6 (2%)	41 (16%)	79 (31%)	71 (28%)	51 (20%)	5 (2%)
Increase commercial opportunities with more types of businesses	16 (6%)	52 (21%)	101 (40%)	56 (22%)	22 (9%)	6 (2%)
Make Charlton Kings a more vibrant place with: better social activities	4 (2%)	20 (8%)	99 (39%)	81 (32%)	40 (16%)	9 (4%)
- more cultural performances	5 (2%)	12 (5%)	102 (40%)	89 (35%)	32 (13%)	13 (5%)
- regular community events	3 (1%)	8 (3%)	87 (34%)	95 (38%)	48 (19%)	12 (5%)

Q6. About you

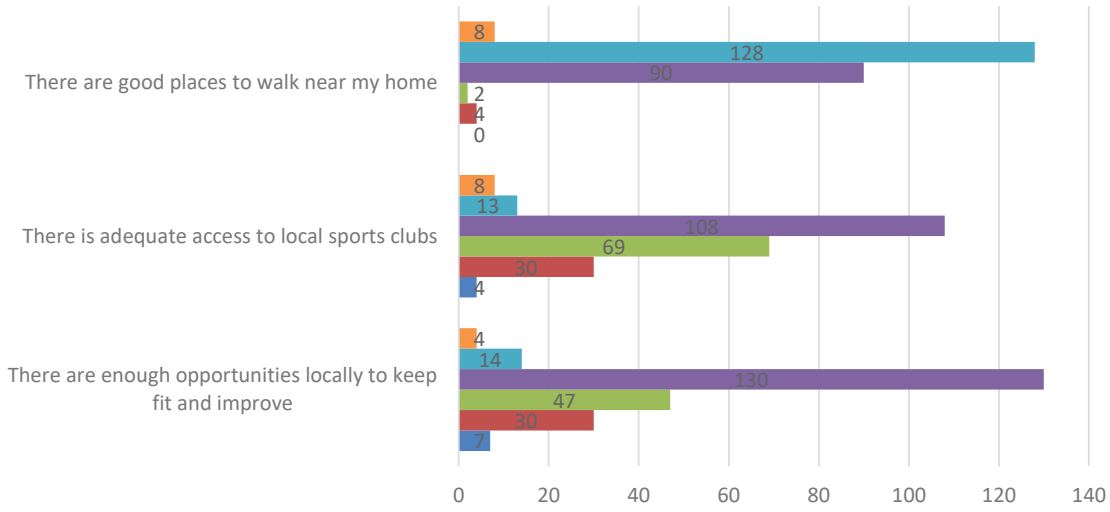
Please note, the 'Yes' figure includes those where the respondent had not ticked any box but had specified areas of Charlton Kings in the free text box.

	Yes	No	No reply
Do you live in Charlton Kings?	247 (98%)	5 (2%)	1 (0%)
Do you work in Charlton Kings?	50 (20%)	180 (71%)	23 (9%)
Do you participate in sports in Charlton Kings?	59 (23%)	181 (72%)	13 (5%)
Do you participate in cultural activities?	147 (58%	95 (38%)	11 (4%)
Do you think of Charlton Kings as one entity?	171 (68%)	69 (27%)	13 (5%)
Do you think of it as separate areas?	113 (45%)	74 (29%)	66 (26%)

Part 2

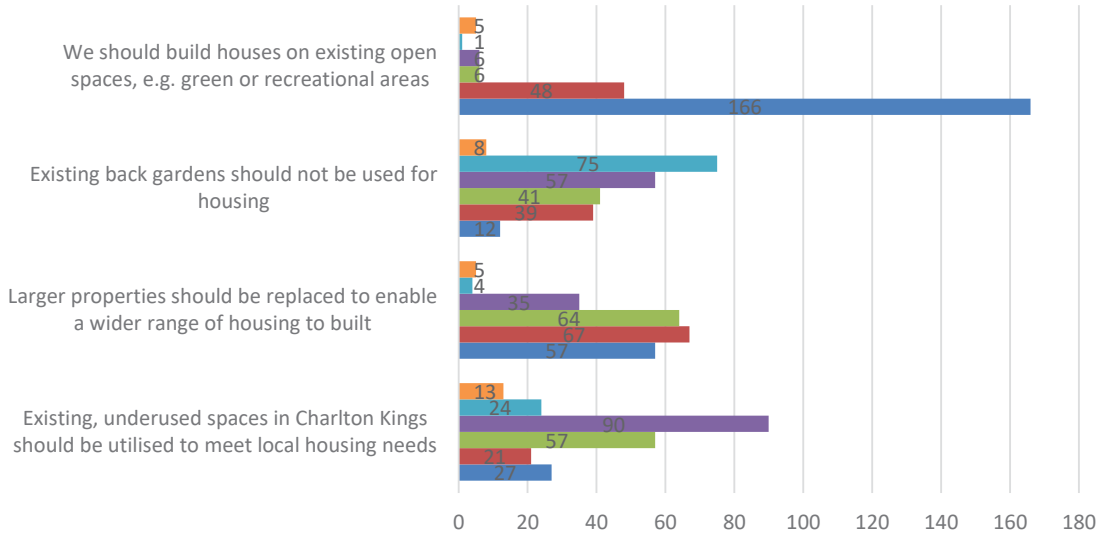
This report was generated on 17th November 2016. Overall 232 respondents completed this questionnaire. The report has been filtered to show the responses for 'All Respondents'.

Q1. Keep fit and healthy



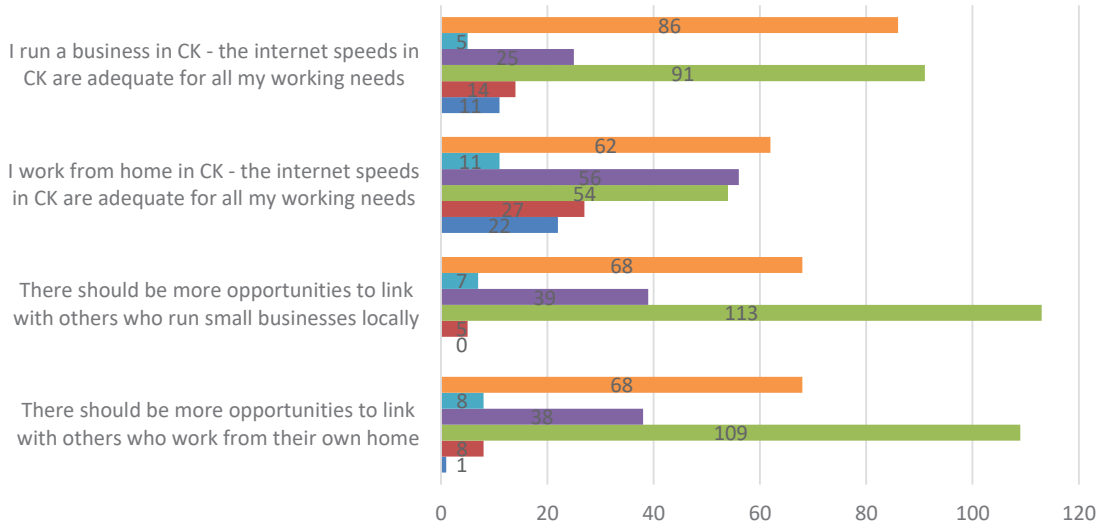
	There are enough opportunities locally to keep fit and improve	There is adequate access to local sports clubs	There are good places to walk near my home
No reply	4	8	8
Agree strongly	14	13	128
Agree	130	108	90
Neither	47	69	2
Disagree	30	30	4
Disagree strongly	7	4	0

Q2. Housing and Development Issues



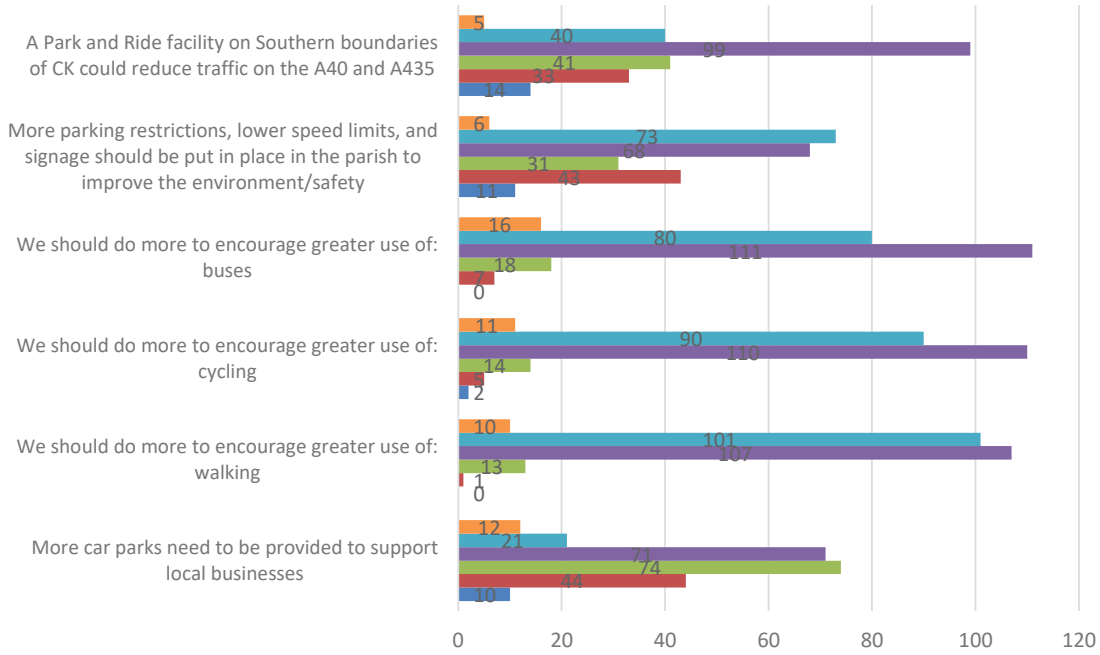
	Existing, underused spaces in Charlton Kings should be utilised to meet local housing needs	Larger properties should be replaced to enable a wider range of housing to built	Existing back gardens should not be used for housing	We should build houses on existing open spaces, e.g. green or recreational areas
No reply	13	5	8	5
Agree strongly	24	4	75	1
Agree	90	35	57	6
Neither	57	64	41	6
Disagree	21	67	39	48
Disagree strongly	27	57	12	166

Q3. Business Opportunities and Home Working



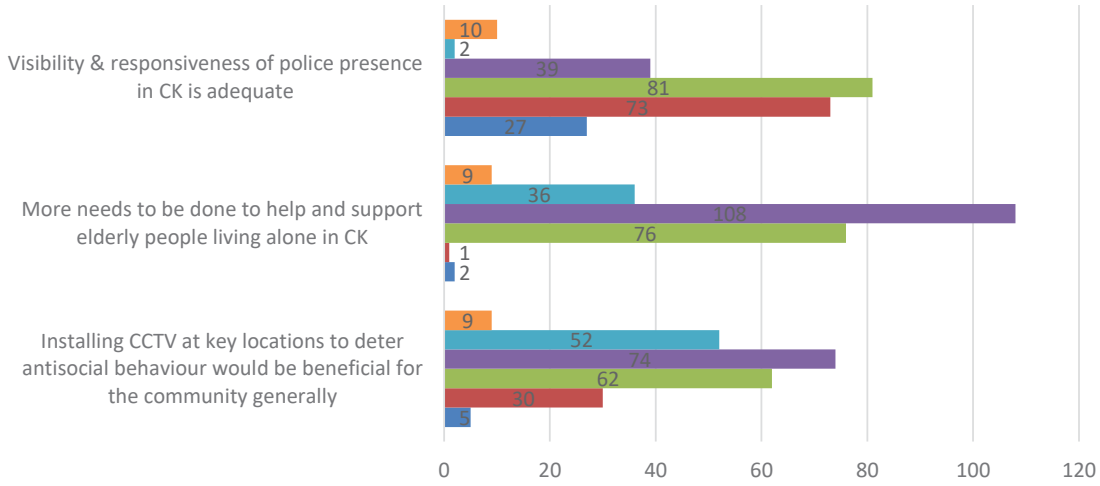
	There should be more opportunities to link with others who work from their own home	There should be more opportunities to link with others who run small businesses locally	I work from home in CK - the internet speeds in CK are adequate for all my working needs	I run a business in CK - the internet speeds in CK are adequate for all my working needs
No reply	68	68	62	86
Agree strongly	8	7	11	5
Agree	38	39	56	25
Neither	109	113	54	91
Disagree	8	5	27	14
Disagree strongly	1	0	22	11

Q4. Transport and Traffic Provision



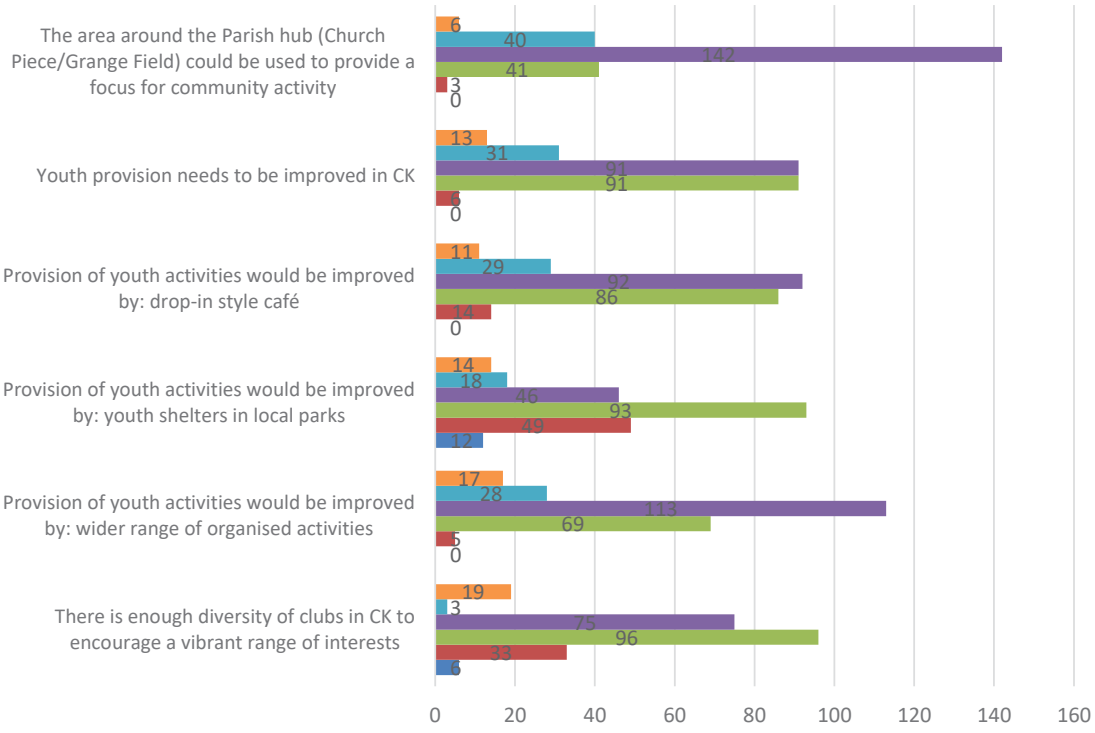
	More car parks need to be provided to support local businesses	We should do more to encourage greater use of: walking	We should do more to encourage greater use of: cycling	We should do more to encourage greater use of: buses	More parking restrictions, lower speed limits, and signage should be put in place in the parish to improve the environment/safety	A Park and Ride facility on Southern boundaries of CK could reduce traffic on the A40 and A435
No reply	12	10	11	16	6	5
Agree strongly	21	101	90	80	73	40
Agree	71	107	110	111	68	99
Neither	74	13	14	18	31	41
Disagree	44	1	5	7	43	33
Disagree strongly	10	0	2	0	11	14

Q5. Safety and Well-being



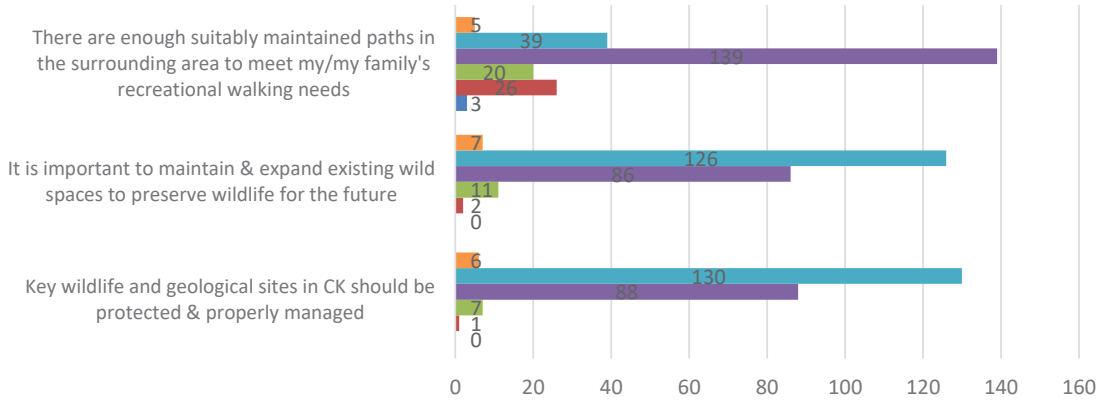
	Installing CCTV at key locations to deter antisocial behaviour would be beneficial for the community generally	More needs to be done to help and support elderly people living alone in CK	Visibility & responsiveness of police presence in CK is adequate
No reply	9	9	10
Agree strongly	52	36	2
Agree	74	108	39
Neither	62	76	81
Disagree	30	1	73
Disagree strongly	5	2	27

Q6. Community



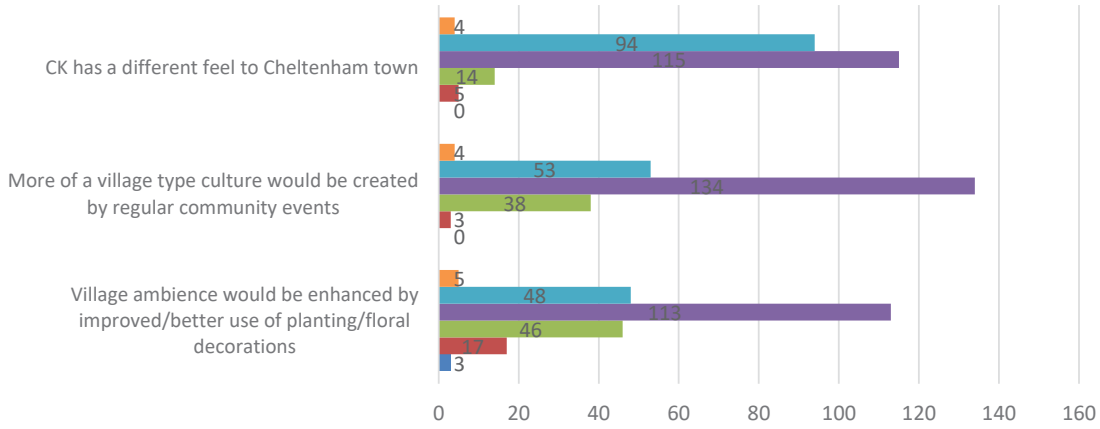
	There is enough diversity of clubs in CK to encourage a vibrant range of interests	Provision of youth activities would be improved by: wider range of organised activities	Provision of youth activities would be improved by: youth shelters in local parks	Provision of youth activities would be improved by: drop-in style café	Youth provision needs to be improved in CK	The area around the Parish hub (Church Piece/Grange Field) could be used to provide a focus for community activity
No reply	19	17	14	11	13	6
Agree strongly	3	28	18	29	31	40
Agree	75	113	46	92	91	142
Neither	96	69	93	86	91	41
Disagree	33	5	49	14	6	3
Disagree strongly	6	0	12	0	0	0

Q7. Access to the countryside, wildlife and conservation



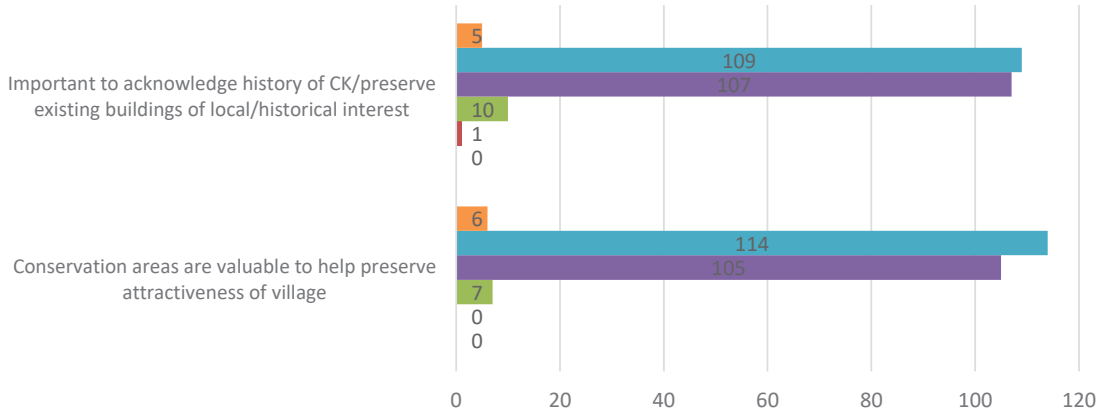
	Key wildlife and geological sites in CK should be protected & properly managed	It is important to maintain & expand existing wild spaces to preserve wildlife for the future	There are enough suitably maintained paths in the surrounding area to meet my/my family's recreational walking needs
No reply	6	7	5
Agree strongly	130	126	39
Agree	88	86	139
Neither	7	11	20
Disagree	1	2	26
Disagree strongly	0	0	3

Q8. Sense of Identity



	Village ambience would be enhanced by improved/better use of planting/floral decorations	More of a village type culture would be created by regular community events	CK has a different feel to Cheltenham town
No reply	5	4	4
Agree strongly	48	53	94
Agree	113	134	115
Neither	46	38	14
Disagree	17	3	5
Disagree strongly	3	0	0

Q9. Heritage



	Conservation areas are valuable to help preserve attractiveness of village	Important to acknowledge history of CK/preserve existing buildings of local/historical interest
No reply	6	5
Agree strongly	114	109
Agree	105	107
Neither	7	10
Disagree	0	1
Disagree strongly	0	0

Q10. About you

Please note, the 'Yes' figure includes those where the respondent had not ticked any box but had specified areas of Charlton Kings in the free text box.

	Yes	No	No reply
Do you live in Charlton Kings?	225 (97%)	5 (2%)	2 (1%)
Do you work in Charlton Kings?	68 (29%)	150 (65%)	14 (6%)
Do you participate in sports in Charlton Kings?	75 (32%)	151 (65%)	6 (3%)
Do you participate in cultural activities?	158 (68%)	67 (29%)	7 (3%)
Do you think of Charlton Kings as one entity?	162 (70%)	60 (26%)	10 (4%)
Do you think of it as separate areas?	68 (29%)	132 (57%)	32 (14%)

Charlton Kings Questionnaire Part 1

Charlton Kings Parish Council

Charlton Kings Parish Plan Questionnaire

Your opportunity to help shape our community

Many parishes across the country are preparing parish plans to help them create a vision for the future of their communities. The Charlton Kings Parish Council is starting the process of developing a parish plan for Charlton Kings, which will guide the work of the parish council and shape its programme for the next five to ten years.

As part of this process we would like to know what your views are on a range of issues affecting our community. We want to hear from residents of the parish, old and young, and from those of you who run businesses, organisations and groups across Charlton Kings to give everyone the chance to get involved and to contribute.

To help us do this we have put together this questionnaire for you to complete. A follow-up more detailed questionnaire will be available at various pick-up and return points around Charlton Kings, and both questionnaires can also be accessed online via the Parish Council website **www.charltonkingsparishcouncil.gov.uk**. The pick-up and return points will be signposted around the parish; details will also be posted on the parish council website and listed in the Local Answer.

The questionnaire is anonymous, individuals will not be identified by their answers, and all responses will be analysed collectively. We will let you know the results of the resulting analysis, we will keep you informed throughout the process, and we will consult you on future actions.

Please take the time to fill in the questionnaires and return them by **1st November 2016** - your views are very important to us!

Parish Plan Questionnaire Part 1

Q1 What do you like about living in Charlton Kings? Tick as appropriate.

- Village atmosphere ☐
- Access to countryside ☐
- Range of local shops ☐
- Ease of access to Cheltenham and main road network ☐
- Availability of local activities/services ☐
- Quality of local schools ☐
- Other - please specify

Q2 What is the most important issue that would improve your enjoyment of Charlton Kings?

Q3 Anything else?

Q4 For the future it is most important to (please tick one option per issue):

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
Maintain green areas around the village	☐	☐	☐	☐	☐
Improve range of local community spaces/venues	☐	☐	☐	☐	☐
Ensure key services such as schools, doctors and others, keep pace with the rising population	☐	☐	☐	☐	☐
Develop roads and utilities in Charlton Kings to support future growth of Cheltenham and its surroundings	☐	☐	☐	☐	☐
Improve through traffic flow in Charlton Kings	☐	☐	☐	☐	☐
Improve road safety throughout Charlton Kings	☐	☐	☐	☐	☐
Ensure future housing development is sympathetic to the existing street-scene	☐	☐	☐	☐	☐
Maintain a good mix of housing including starter and retirement homes	☐	☐	☐	☐	☐
Increase amenities and business opportunities with more local shops/cafes	☐	☐	☐	☐	☐
Increase commercial opportunities with more types of businesses	☐	☐	☐	☐	☐
Make Charlton Kings a more vibrant place with: better social activities	☐	☐	☐	☐	☐
- more cultural performances	☐	☐	☐	☐	☐
- regular community events	☐	☐	☐	☐	☐

Q5 Please add your own comments and ideas for ways some of these issues could be addressed.

Q6 About you

	Yes	No
Do you live in Charlton Kings?	☐	☐
Do you work in Charlton Kings?	☐	☐
Do you participate in sports in Charlton Kings?	☐	☐
Do you participate in cultural activities?	☐	☐
Do you think of Charlton Kings as one entity?	☐	☐
Do you think of it as a number of separate areas? If yes, please specify number of areas	☐	☐

Thank you for completing this questionnaire

Clerk: E R Dowle Tel: 01242 250087 email: clerk@charltonkingsparishcouncil.gov.uk
www.charltonkingsparishcouncil.gov.uk

Charlton Kings Questionnaire Part 2

Charlton Kings Parish Council

Charlton Kings Parish Plan Questionnaire - Part 2

Your opportunity to help shape our community

Many parishes across the country are preparing parish plans to help them create a vision for the future of their communities. The Charlton Kings Parish Council is starting the process of developing a parish plan for Charlton Kings, which will guide the work of the parish council and shape its programme for the next five to ten years.

As part of this process we would like to know what your views are on a range of issues affecting our community. We want to hear from residents of the parish, old and young, and from those of you who run businesses, organisations and groups across Charlton Kings to give everyone the chance to get involved and to contribute.

To help us do this we have put together this questionnaire for you to complete. This is a follow-up to the shorter Parish Plan Questionnaire Part 1 and asks for your views on a wider variety of issues. Both questionnaires can be accessed online via the Parish Council website **www.charltonkingsparishcouncil.gov.uk**.

The questionnaire is anonymous, individuals will not be identified by their answers, and all responses will be analysed collectively. We will let you know the results of the resulting analysis, we will keep you informed throughout the process, and we will consult you on future actions.

Please take the time to fill in the questionnaires return them by **1st November 2016** - your views are very important to us!

For each of the questions below please tick the option which most closely matches your views.

Q1 Keeping fit and healthy

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
There are enough opportunities locally to keep fit and improve health	☐	☐	☐	☐	☐
There is adequate access to local sports clubs	☐	☐	☐	☐	☐
There are good places to walk near my home	☐	☐	☐	☐	☐

Please add any additional comments

Q2 Housing and development issues

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
We should build houses on existing open spaces e.g. green or recreational areas	☐	☐	☐	☐	☐
Existing back gardens should not be used for housing	☐	☐	☐	☐	☐
Larger properties should be replaced to enable a wider range of housing to be built	☐	☐	☐	☐	☐
Existing, underused spaces in Charlton Kings should be utilised to meet local housing needs.	☐	☐	☐	☐	☐

If you agree, please give examples. Please add any additional comments.

Q3 Business opportunities and home working

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
I run a business in Charlton Kings - the internet speeds in Charlton Kings are adequate for all my working needs	☐	☐	☐	☐	☐
I work from home in Charlton Kings - the internet speeds in Charlton Kings are adequate for all my working needs	☐	☐	☐	☐	☐
There should be more opportunities to link with others who run small businesses locally	☐	☐	☐	☐	☐
There should be more opportunities to link with others who work from their own home	☐	☐	☐	☐	☐

Please add any additional comments

Q4 Transport and traffic provision

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
A Park and Ride facility on Southern boundaries of Charlton Kings could reduce traffic on the A40 and A435 Cirencester Road	☐	☐	☐	☐	☐
More parking restrictions, lower speed limits, and signage should be put in place in the parish to improve the environment and safety generally	☐	☐	☐	☐	☐
We should do more to encourage the use of alternative means of getting around by greater use of: buses	☐	☐	☐	☐	☐
- cycling	☐	☐	☐	☐	☐
- walking	☐	☐	☐	☐	☐
More car parks need to be provided to support local businesses	☐	☐	☐	☐	☐

Please add any additional comments

Q5 **Safety and Well-being**

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
The visibility and responsiveness of the police presence in Charlton Kings is adequate	☐	☐	☐	☐	☐
More needs to be done to help and support elderly people living alone within Charlton Kings	☐	☐	☐	☐	☐
Installing CCTV at key locations to deter antisocial behaviour would be beneficial for the community generally.	☐	☐	☐	☐	☐

If you agree, please list places you think they should be located. Please add any additional comments.

Q6 **Community**

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
The area around the Parish hub in Church Piece and Grange Field could be used to provide a focus for community activity	☐	☐	☐	☐	☐
Youth provision needs to be improved in Charlton Kings	☐	☐	☐	☐	☐
The provision for youth activities would be improved by: a drop-in style cafe	☐	☐	☐	☐	☐
- youth shelters in local parks	☐	☐	☐	☐	☐
- wider range of organised activities	☐	☐	☐	☐	☐
There is enough diversity of clubs in Charlton Kings to encourage a vibrant range of interests for the community	☐	☐	☐	☐	☐

Please add any additional comments

Q7 **Access to the countryside, wildlife and conservation**

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
There are enough suitably maintained paths in the surrounding area to meet my needs and those of my family for recreational walking	☐	☐	☐	☐	☐
It is important to maintain and expand our existing wild spaces to preserve our wildlife for the future	☐	☐	☐	☐	☐
Key wildlife and geological sites in Charlton Kings should be protected and properly managed	☐	☐	☐	☐	☐

Please add any additional comments

Q8 **Sense of identity**

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
Charlton Kings has a different feel to Cheltenham town	☐	☐	☐	☐	☐
More of a village type culture would be created by regular community events	☐	☐	☐	☐	☐
The village ambience would be enhanced by improved and better use of planting and floral decorations	☐	☐	☐	☐	☐

Please add any additional comments

Q9 **Heritage**

	Disagree strongly	Disagree	Neither agree nor disagree	Agree	Agree strongly
It is important to acknowledge the history of Charlton Kings and where buildings of historical/local interest exist they should be preserved	☐	☐	☐	☐	☐
Conservation areas are valuable to help preserve the attractiveness of the village	☐	☐	☐	☐	☐

Please add any additional comments

Q10 **About you**

	Yes	No
Do you live in Charlton Kings?	☐	☐
Do you work in Charlton Kings?	☐	☐
Do you participate in sports in Charlton Kings?	☐	☐
Do you participate in cultural activities?	☐	☐
Do you think of Charlton Kings as one entity?	☐	☐
Do you think of it as a number of separate areas?	☐	☐

If yes, please specify number of areas

Thank you for completing this questionnaire

Clerk: E R Dowle Tel: 01242 250087 Email: clerk@charltonkingsparishcouncil.gov.uk
www.charltonkingsparishcouncil.gov.uk

CHELTENHAM BOROUGH

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 3

FAIRVIEW

January 2017

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

Chapter 3: Fairview

Report Context

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

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

> Part 1 of the report provides an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.
>
> Part 2 of the report contains 12 separate chapters, each devoted to one community, tracking their approach to the task and drawing out their conclusions, aspirations and priorities. Each chapter contains Appendices which provide fuller detail of a profile produced by the community and outputs from engagement activities they have conducted as part of this project and relevant previous activity.

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

Introduction to Fairview

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

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

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

Fairview Community Association's engagement with the wider community

In order to build an understanding of the vision, community aspirations / priorities and key issues in relation to the Fairview area, Fairview Community Association (FCA) went through a number of key stages.

The first stage was to review and consider a community profile that included desktop evidence from national and local data. Members of the FCA considered desk top evidence along with information from previous work / discussions by the residents' group and used a basic framework provided by GRCC to produce a profile of Fairview. The profile contains sections on history, economy, housing, community services & facilities, transport, physical environment and the characteristics of the population. The full profile can be found in Appendix 1.

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

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

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

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

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

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

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

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

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

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

- ☐ Community news
- ☐ What's on guide
- ☐ Local business profiles
- ☐ Health and wellbeing issues
- ☐ Crime prevention
- ☐ Community fundraising

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

7. The Fairview Community may be offered a community space in the Maple Leaf Pub re-development. This depends on support and interest from local residents. If this space became available how would you use it?

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

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

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

Some questions about health

9a. Which GP practice are you registered with?

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

☐ Yes ☐ No

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

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

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

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

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

Outputs from community engagement activities

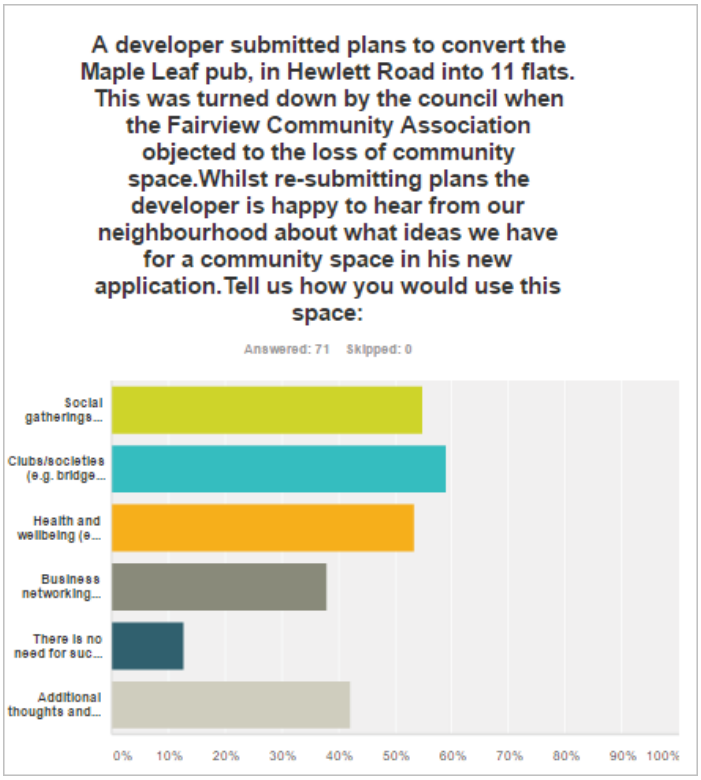
A) Community Fun Day responses

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

Question	Responses
What are the three things you most like about Fairview? (open question)	Most frequent response type • Close proximity to town (40 comments) • Friendly Neighbours (37 comments) • Community Spirit (33 comments)
What are the three things you least like about Fairview? (open question)	Most frequent responses • Parking (42 comments) • Graffiti / run-down buildings (23 comments) • Traffic (16 comments)
What is your opinion on cycle paths (rating)	60% -poor 14% good/very good 26%- no opinion/no reply
What is your opinion on play facilities (rating)	41% - good 16% very good 17% poor 25% no opinion/reply
What is your opinion on meeting rooms (rating)	28% poor 25% good 3% very good 43% no opinion/ reply

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

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



Survey Monkey via www.fairviewcommunity.uk 2016

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

Outputs from October 2016 workshop

During the workshop discussion overarching visions for Fairview emerged:

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

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

Aspiration 1: related to community safety and roads

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

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

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

- Tackling Inconsiderate parking
- Availability of additional parking for residents

Aspiration 2: related to the built environment

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

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

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

Aspiration 3: related to community facilities

Creation of a social community meeting space for Fairview residents

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

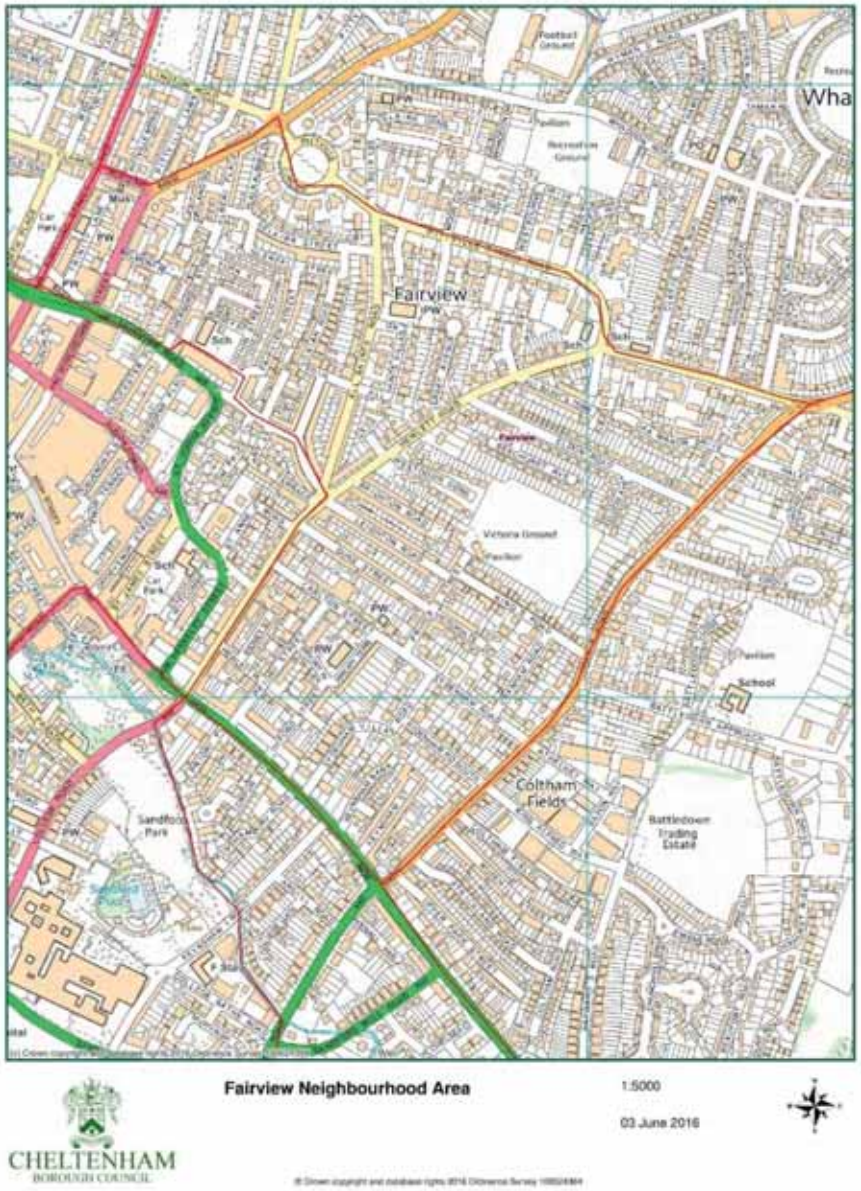
- Identification of suitable location
- Sourcing funding
- Recognition that people make communities- not just spaces
- Make best use of the willingness of stakeholders to engage

Further points discussed during the workshop are shown in Appendix 3.

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

Appendix 1: Community Profile

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



Location

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

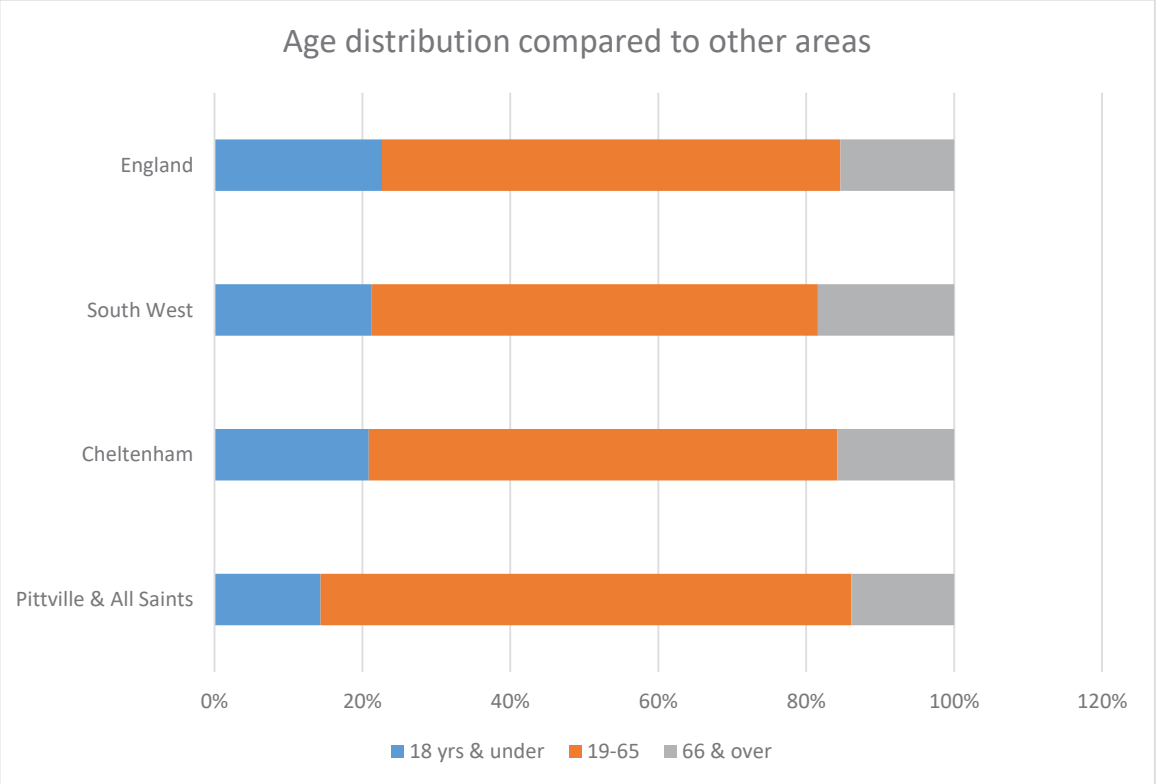
People and Households

Data

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

Key facts

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



[1] http://www.fairviewcommunity.uk/, accessed 02/06/2016

Deprivation

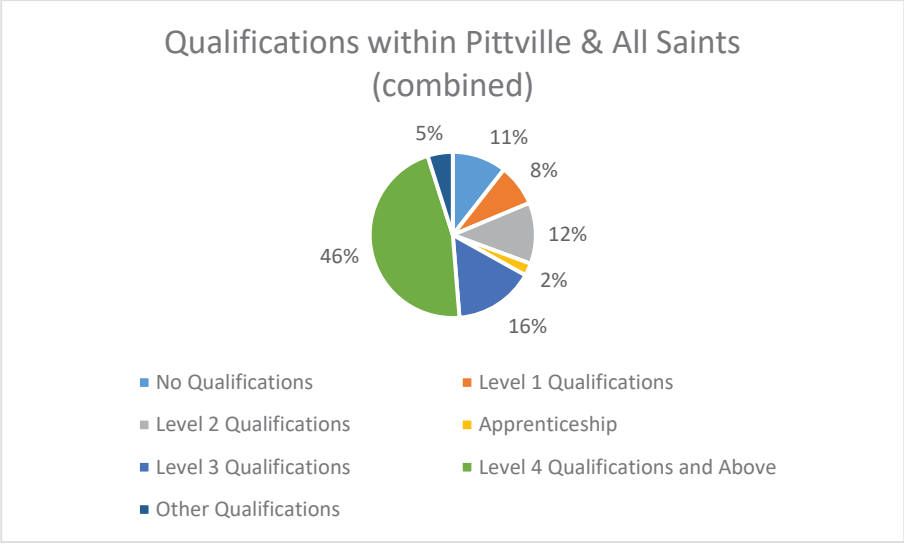
The Indices of Multiple Deprivation measure relative levels of deprivation in 32,844 small areas or neighbourhoods, called Lower-layer Super Output Areas (LSOAs), in England.

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

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

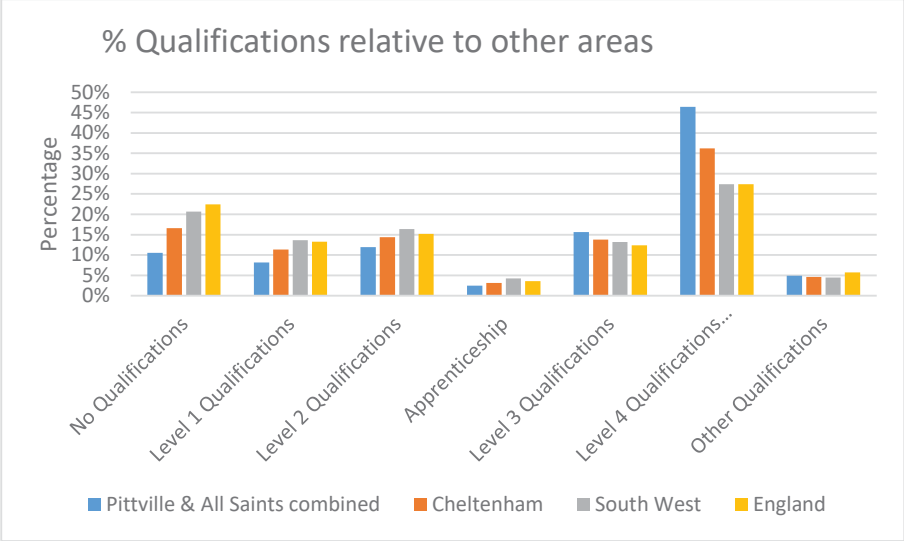
Educational Achievement

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



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

[2] Information from Census 2011


% Qualifications relative to other areas
Percentage
50%
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
No Qualifications
Level 1 Qualifications
Level 2 Qualifications
Apprenticeship
Level 3 Qualifications
Level 4 Qualifications...
Other Qualifications
Pittville & All Saints combined
Cheltenham
South West
England

History and Heritage

Fairview (named after a cottage built in 1805 by a Charlton Kings farmer, no doubt for its pleasant view of the Cotswolds[3]) was part of an expansion of the town out on previous agricultural land[4]. Expansion began in the 1820s with streets like Duke Street, initially clusters of artisan cottages with gaps in between. The area was not particularly affluent and so houses were crammed together somewhat as the need for expansion continued, including some 'backyard' houses. The Carlton Brewery operated on Carlton Street until the 1890s. The area was also home to the Kemble Brewery, now Kemble Brewery Pub. The Cricket Club moved into the neighbourhood in 1897.

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

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

Physical Character

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

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

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

[3] http://www.cheltenham4u.co.uk/battledown_history.asp?area=Battledown%2C+Fairview
[4] https://cheltonia.wordpress.com/category/fairview/

Central conservation area

Roads, Transport and Access

Roads

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

Cycle ways

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

Public Transport

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

Parking

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

Community Services and Facilities

Healthcare

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

Libraries

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

Places of Worship

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

Community Spaces

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

Recreation and Leisure

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

Educational Facilities

The neighbourhood is served by two primary schools, Holy Trinity Primary (205 on roll as of January 2016) and Holy Apostles C of E (212 on roll). Berkhampstead Preparatory School is a private school on the border of the neighbourhood, which teaches 3–11 year olds (265 on roll[5]). There are seven early years settings in the area: Abbots Day Nursery (37 on roll), Holy Apostles Playgroup (40 on roll), Smiley Faces (26 on roll), Battledown Centre for Children and Families (47 on roll), All Saints Playgroup (38 on roll), The Lodge Day Nursery & Pre-School (capacity of 66 according to their website), Circus Day Nursery (168 on roll) and Berkhampstead Day Nursery (43 on roll).[6] The nearest secondary school, Pittville School, is outside the NCG area and is a twenty-minute (1 mile) walk from the centre of Fairview.

Crime and Policing

Cheltenham Borough has experienced crime rates similar to the overall rate for England and Wales now for the last 3 years having been above national and regional rates for 9 years preceding this[7].

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

[5] http://www.berkhampsteadschool.co.uk/school-life/faq.php

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

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

Bob Lloyd[8] confirms that this remains approximately proportionate (~6%) to its population within total Cheltenham. Fairview is not one of Cheltenham's areas of highest crime.

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

Crime levels in Fairview between December 2015 and November 2016[9]

Community Life

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

[8] https://sites.google.com/site/cheltenhamnhwa/
[9] http://www.police.uk/gloucestershire/AB3/crime/stats/

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

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

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

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

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

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

- Regular children's film screenings

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

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

Cheltenham Cricket Club

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

Economy

Employment

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

Income

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

Retail and eateries

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

Hewlett Road Shops (Cheltenham4U)

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

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

Planning Landscape

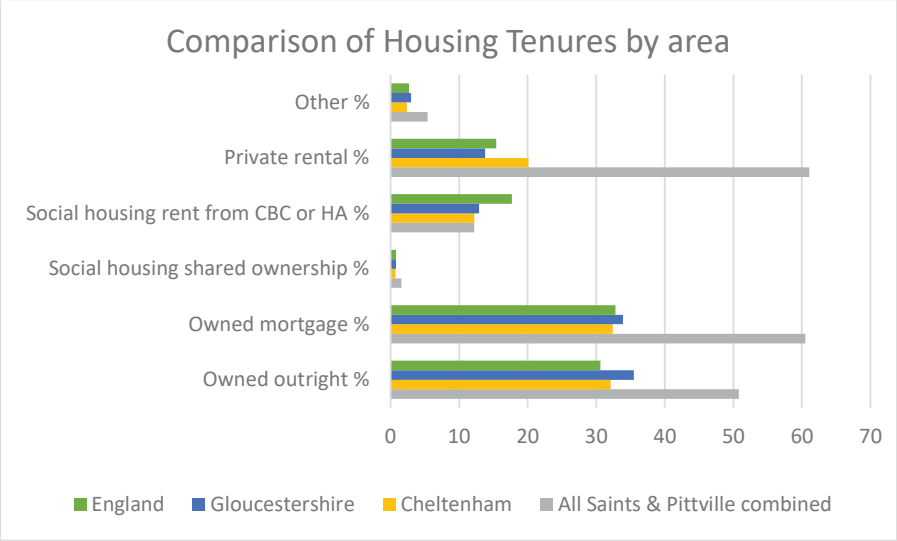
Pub closures such as those of the Britannia Inn and the Fairview pub, reputedly the oldest pub in Cheltenham, over thirty years ago have accelerated into a significant decline in the number of pubs within Fairview. Over the last decade four pubs have been lost to the area plus a further two on boundaries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

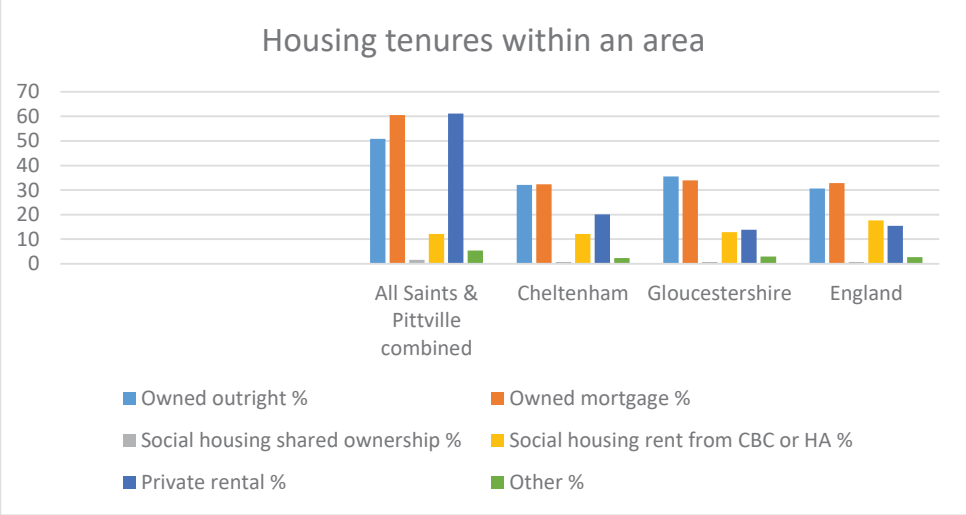
Within the last couple of years there have also been planning applications to replace the following local businesses: the Prince of Wales pub, the RAOB Club, a nightclub in Albion Street, a hotel in Hewlett Road and a warehouse with housing.

Housing

Housing Tenure – proportions

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


Comparison of Housing Tenures by area
Other %
Private rental %
Social housing rent from CBC or HA %
Social housing shared ownership %
Owned mortgage %
Owned outright %
0
10
20
30
40
50
60
70
England
Gloucestershire
Cheltenham
All Saints & Pittville combined


Housing tenures within an area
70
60
50
40
30
20
10
0
All Saints & Pittville combined
Cheltenham
Gloucestershire
England
Owned outright %
Owned mortgage %
Social housing shared ownership %
Social housing rent from CBC or HA %
Private rental %
Other %

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

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

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

The Analysis

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

The top three responses were:

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

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

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

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

The top three responses were:

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

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

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

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

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

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

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

Comments

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

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

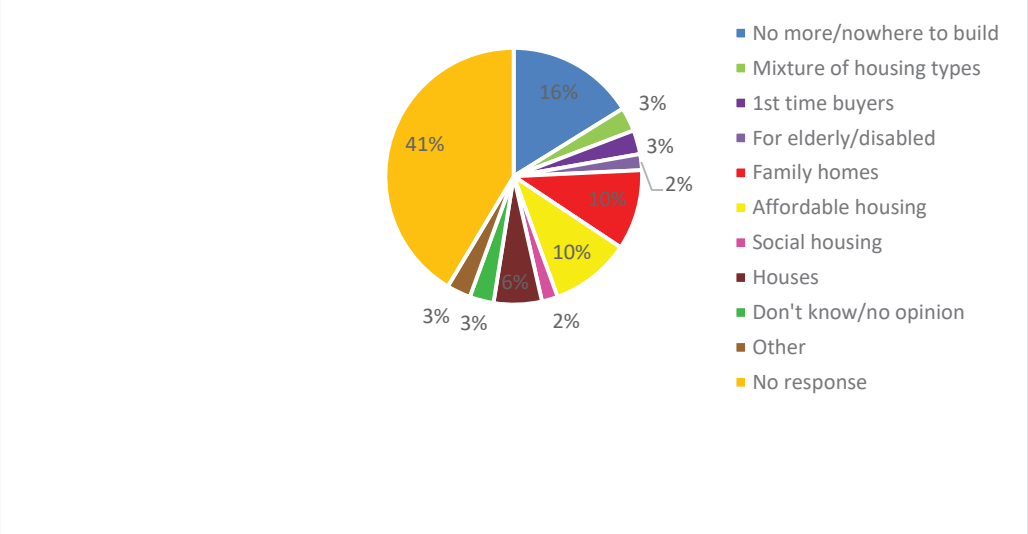
4. Use the space below to explain your answers further and give ideas for improvement

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

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

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

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



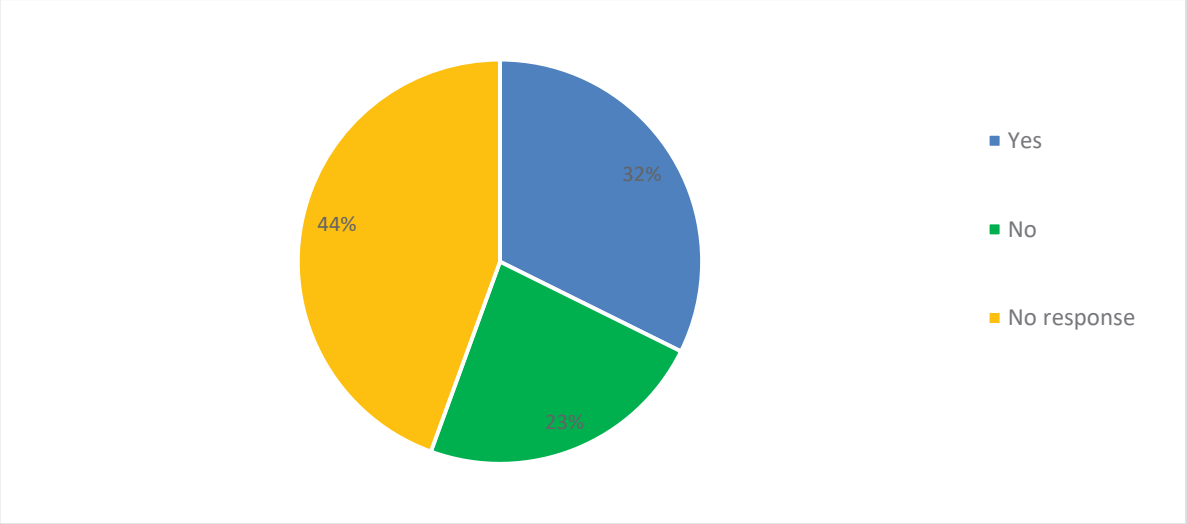
The responses in the 'Other' category were:

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

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

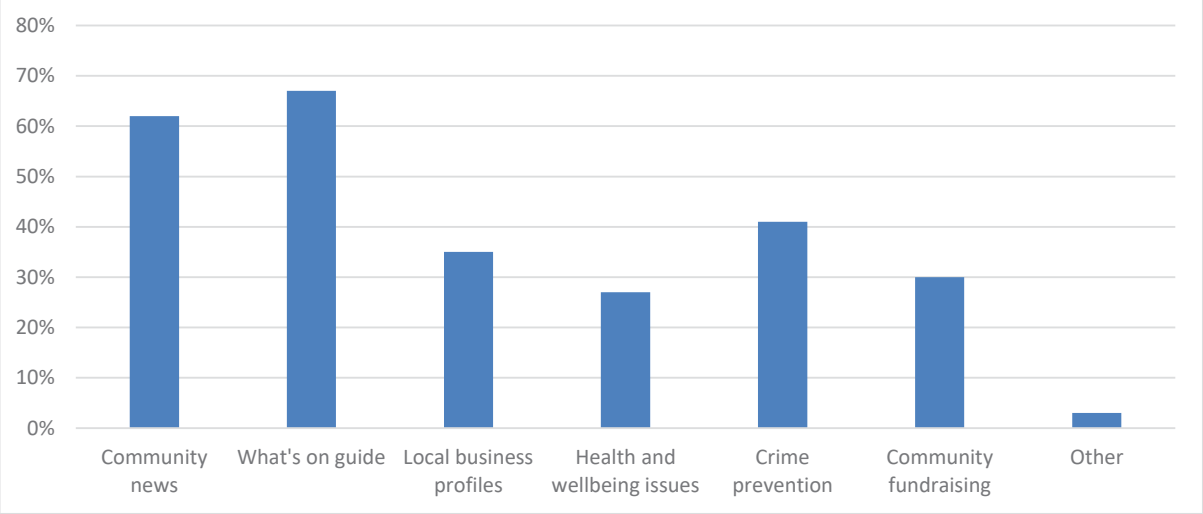
In addition to the categories indicated in the chart, 5% of responses made specific reference to the necessity of including parking within any new housing developments.

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



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

Respondents were able to select more than one answer.



The comments under 'Other' were:

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

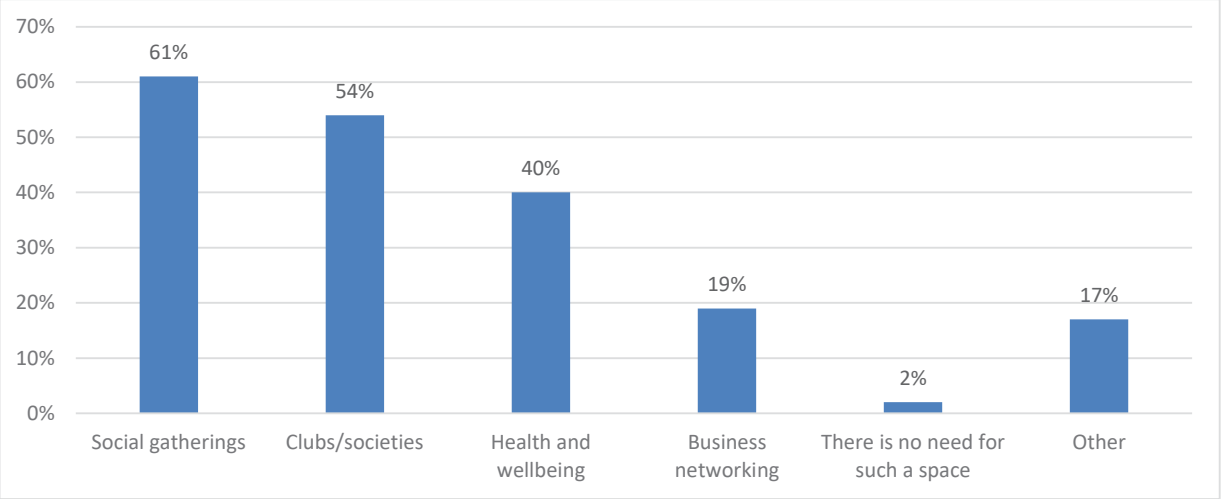
8. How can we build a stronger community in Fairview?

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

Theme	Number of responses	Selection of comments
Community events/activities	27	• Community day excellent idea • More community functions • Make best use of regular events • More events at Cricket ground • The Teddy Bear trail is a great start – well done! Cherry blossom festival in Berkeley Gardens
Communication	9	• Promote what is going on locally • More newsletters/communications with community events • Have a noticeboard by the shops
Community involvement/partnerships	7	• Involve people who live in it • Get more people involved
Meeting places	9	• Encourage growth of coffee shops/pubs/schools • Pub re-open in Hewlett Road • Community centre – possible pub • Activities at Maple Leaf could be really valuable
Other	6	• With flowers • As you are doing • Keep on doing what you are doing. Momentum is happening

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

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



'Other' comments:

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

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

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

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

11. Any further comments about Fairview

13 people made additional comments, as below:

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

Appendix 2a

Q4. Full comments – ideas for improvement

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

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

Q5. Full comments – housing type

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

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

Q8. Full comments – Building a stronger community

Community events/activities (27)

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

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

Communication (9)

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

Community involvement/partnerships (7)

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

Meeting places (9)

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

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

Other (6)

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

Appendix 3: Workshop Outputs

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

Aspect	**Aspiration** **(by 2031, Fairview will be.....)**	**How we know this**	**Other points raised (e.g. potential solutions/ reality check)**
Getting around	**High level aspiration** 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	One of most populated areas in Cheltenham. Number of flats and smaller homes mean a large number of households in the area (Ref: Community Profile) Criticisms of current systems for cycling where, in some places, cyclists go against the flow of traffic (Ref: Community Survey) Lack of joining of cycle routes Parking issues identified, especially parking on pavements restricting access for pedestrians	
Community – the environment	**Higher level aspiration** 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:**	Closure of 4 public houses in the past 6 years No public indoor community space Currently 'top heavy' in terms of residential development- which causes parking issues.	If brownfield sites are developed they should be for mixed use, not for residential only. Mixed developments defined as a combination of small work units, useable green space which complements other

	• Address the current imbalance where there is a large proportion of residential dwellings and flats and little community space, meeting places and non-retail business space. • Improved Fairview based provision (e.g. Doctor's surgery, dentists)	Limited land available for development but some industrial units seem unused People from Fairview tend to go outside the area for local facilities (e.g. no Dr surgeries, one primary school. Aspiration for people to access facilities locally (and walk/cycle to them) More 2-3 bed homes required- not flats (Ref: Community Survey)	green space in the areas A genuine community meeting place (like community halls in villages and towns)- for hire by local residents, for local community association meetings, , meeting (Ref: Maple Leaf Consultation & Community Survey)
Community spaces – buildings	**High level aspiration** 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	Discussions re Fairview Hub (on old pub site) is welcome. There will still be a need for a local community, social space (Ref: Community Survey). Survey showed desire for local clubs and activities- yoga, Strong link between community spaces and community cohesion	Pittville also does not have a community meeting space Although there is a church, this is currently well used therefore little scope for additional activity. Likewise – cricket club. Some people do not feel comfortable entering churches/ pubs for community events.

Appendix 4: Previous Consultations and Events

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

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

CHELTENHAM BOROUGH

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 4

LECKHAMPTON WITH WARDEN HILL PARISH

January 2017

Report compiled by GRCC, working in partnership with Leckhampton with Warden Hill Parish Council

Chapter 4: Leckhampton

Report Context

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

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

> Part 1 of the report provides an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.
>
> Part 2 of the report contains 12 separate chapters, each devoted to one community, tracking their approach to the task and drawing out their conclusions, aspirations and priorities. Each chapter contains Appendices which provide fuller detail of a profile produced by the community and outputs from engagement activities they have conducted as part of this project and relevant previous activity.

This document forms Chapter 4 of Part 2 of the Cheltenham Engaging Communities Project Report and contains information about the parish of Leckhampton with Warden Hill.

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 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[1] 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 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 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 Fiields 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 outline profile of Leckhampton with Warden Hill can be found in 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 comments

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 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

2014 Warden Hill Survey

The results of the Connecting Warden Hill surveys are provided in Annex 1 of 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 while tables providing a overview analysis of responses to tick box questions is provided in Appendix 2b

A full analysis of findings from Warden Hill respondents can be found in Annex 2 of Appendix 4

The Neighbourhood Plan will contain a full analysis of all responses from the parished area of Leckhampton and neighbouring areas.

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

Community Aspirations

Through consideration of the survey findings and points expressed during the creation of the concept statement, the community has identified 6 themes which will be represented within the NDP:

- Housing
- Local Green Space
- Roads, Traffic and Transport
- Community Halls and Facilities
- Air & Water Quality
- Protected Views from and into Leckhampton from the Cotswolds Escarpment including Tree Preservation.

Warden Hill representatives isolated the results for the Warden Hill area from the 2015 NDP survey and considered these in conjunction with results from the Cheltenham Partnership – Connecting Warden Hill survey in 2014.

This resulted in definition of five objectives to explore as a part of the Neighbourhood Plan process (See also Appendix 4 for links between survey responses and suggested policy areas). Please note that these Objectives are at an early draft stage and will be refined by the NDP Group prior to presentation in a Draft Neighbourhood Plan for the parish. Refinement will take into consideration full results of consultation to date, results of further engagement and consideration of aspects appropriate to include in a Neighbourhood Plan.

A number of policy areas under key themes were also developed but as these related to Warden Hill alone they have not been included in this report.

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. Involve local people in an ongoing basis in the process of plan-making, monitoring and delivery of development.

Next steps and Forward Plan

The NDP group will further explore and add detail to this Chapter's work in the coming months in order to inform the Vision, Objectives and policies of the Leckhampton with Warden Hill NDP. A Forward Plan on Leckhampton & Warden Hill Neighbourhood Plan has been developed which contains actions to address outstanding work including:

1. Housing Requirement both current and future, Affordability and Type, to be informed by the LWWHPC Neighbourhood Planning Questionnaire and JCS Evidence Base.
2. Traffic Assessment to 2030 to be informed by JCS Saturn Modelling and Additional Traffic Counting to GCC Highways Methodology, analysis to include danger areas, junction design and congestion.
3. Air Quality, accurate measurement and mapping of NO2 and 2.5/10 micron particulates in traffic congested areas, purpose to assess health impact on residents, this work will seek advice from the Gloucestershire NHS Trust, DEFRA UK Air on air quality measurement and health and the JCS Evidence ENAT109.
4. Water Quality Assessment, Habitat and Policy, to include Hatterley Brook and Moorend Stream.
5. Protected Views into and from Warden Hill and Leckhampton, to be informed by the JCS and Evidence Base, ENAT references below, these to be added to the LWWHPC Local Green Space Application.
6. Tree Preservation Orders, re-assessment required across the parish and applications made to CBC and included in the LWWHPC Local Green Space Application.
7. Assessment of the need for Community Halls and Facilities, this community work to be in concert with CBC Local Planning, consultation Spring 2017 and included in the Neighbourhood Plan.

REFERENCES

[1] Leckhampton with Warden Hill Parish Council Neighbourhood Planning NPPF Concept Plan & Local Green Space Application July 2013 75pp - Published here

Authors: Parish Councillors Cllr. Dr Adrian Mears CBE, FInstP , Cllr. Viv Matthews
Neighbourhood Forum Members Mrs Margaret White, Dr Elizabeth Pimley PhD (Cam), CEnv, MIEEM, Cllr. Ian Bickerton CEng., MIET
National Planning Policy Framework & the Natural Choice Mr Martin Horwood MP
Leckhampton History Mr Eric Miller and Mr Terry Moore-Scott
Ecology, Wildlife & Habitat Dr Elizabeth Pimley PhD (Cam), CEnv, MIEEM, Prof Adrian Philips CBE, IUCN, WCPA, Mr Ray Woolmore DipTP, MRTPI, FRGS

[2] Warden Hill perspective on the Neighbourhood Plan for Leckhampton with Warden Hill Parish (v0.1) Nov 2015 *Authors Parish Councillors Angela Swales and Anne Regan*.

[3] Leckhampton with Warden Hill Parish Council Neighbourhood Planning Revised Local Green Space Application - Dec 2015. Leckhampton Fields LGS application minus Appendices 4-11.pdf

[4] Office for National Statistics – 2011 Census
[5] Cheltenham Partnership - Connecting Warden Hill survey 2014
[6] Warden Hill residents' responses to LWWHPC Neighbourhood Plan Public Consultation July 2015

Joint Core Strategy References informing the Neighbourhood Plan (published here)

EXAM 121 LHWHPC Priorities for the Leckhampton fields green space
EXAM 121 A Community LGS common ground for the Inspector
EXAM 121 B K.Pollock Leckhampton LGS advice
EXAM 121 C Community LGS Submission
EXAM 232 Inspector's Interim Report – 31st May 2016
EXAM 146 Inspector's Preliminary Findings on Green Belt Release Spatial Strategy and Strategic Allocations
EXAM146A JCS Response to th inspectors preliminary findings
ENAT100 Green Belt Review (Sept 2011)
ENAT101 Habitats regulations assessment – screenings report (Dec 2011)

ENAT102 Landscape Characterisation Assessment & Sensitivity Analysis (Sep 2013)
ENAT 103 Strategic Flood Risk Assessment (SFRA) Level 1 - Halcrow, December 2007

Cheltenham Borough

b.1) CBC_Flood_Warning_Zones_Mapping
b.2) CBC_Flood_Zone_Mapping
b.3) CBC_Geology_Mapping
b.4) CBC_Historic_Flooding_Mapping
b.5) cheltenham_borough_council_level_1_sfra
b.6) Climate_Change_Mapping
b.7) SFRA_Appendices
b.8) Watercourse_Mapping

ENAT104 Strategic Flood Risk Assessment (SFRA) Level 2 Halcrow (Oct 2011)
a) Assessments
b) SUDS Maps
c) Flood Hazard Maps
d) Blockages Maps
e) Flood Extent Maps

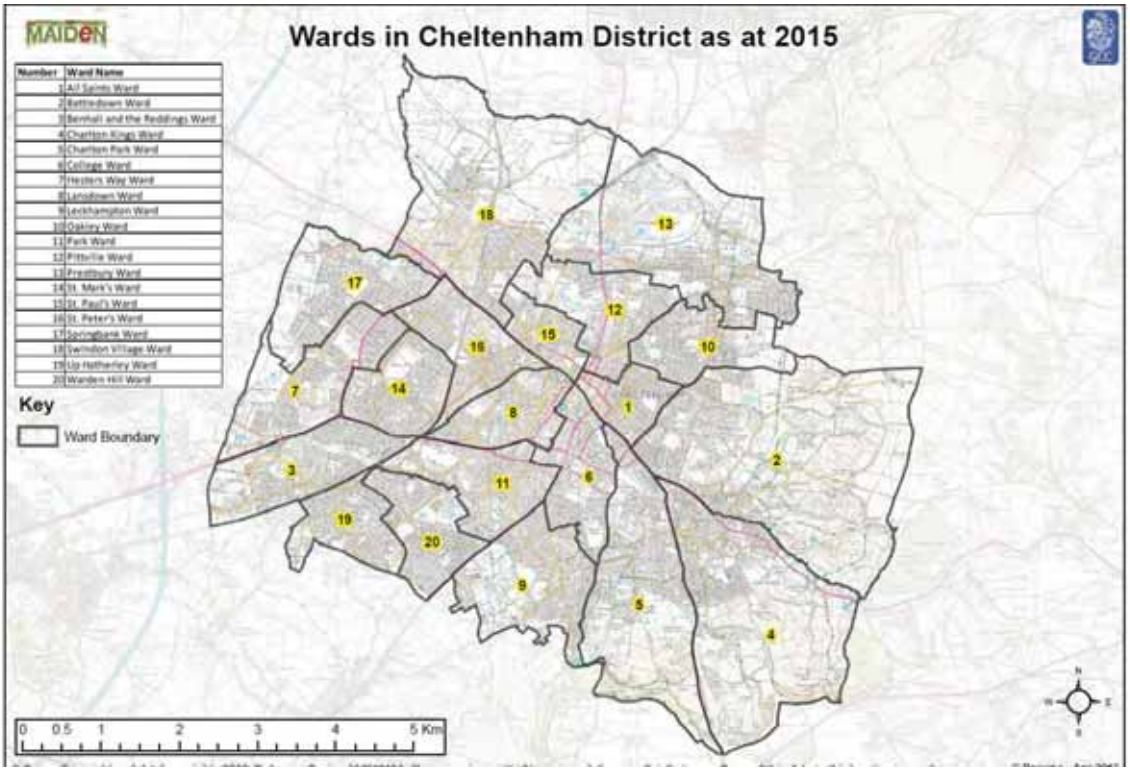
ENAT106 Ecological Survey Work (Cheltenham 2010, 2011, 2012; Gloucester 2006, 2010; Tewkesbury 2009, 2010, 2011)
ENAT107 Joint Core Strategy Historic Environment Assessment (Mar 2014) ECUS
ENAT108 Green Infrastructure Strategy (Jun 2014)
ENAT109 JCS Strategic Air Quality Study (Phase 1) (Jun 2014) Atkins
EXAM 91 LEGLAG letter to TBC re. Redrow Homes application 15/07/15
EXAM 94 Officer report on Bovis and Miller Homes Leckhampton planning application 17/07/15
EXAM 94A Officer update report on Bovis & Miller Homes Leckhampton planning application 17/07/15
EXAM 98A Leckhampton ASV Route 21/07/15
EXAM 98B Leckhampton site visit recommendations 21/07/15
EXAM 252 RPS for Bovis Miller – Response to Leckhampton Query 18/07/16
EXAM 252A Ken Pollock Response to Leckhampton Transport Query 20/07/16
EXAM 252B Leckhampton with Warden Hill PC response to Leckhampton Transport Query 20/07/16
EXAM 252C LEGLAG Response to Leckhampton Transport Query 20/07/16
EXAM 81 AERC Green Belt Review 2007
EXAM 107 Natural England greenspace guidance June 2010

Appendix 1: Leckhampton with Warden Hill Parish Profile

This profile has been produced by Leckhampton with Warden Hill Parish Council. GRCC provided a basic framework and some desk top researched data about the area as a starting point and the parish council reworked the section, using their local knowledge and perspectives. Any additional community commentary, giving a flavour of local feeling on the topics is shown *in italics.*

Location

Leckhampton with Warden Hill Parish is a mature residential and fairly rural area to the south of Cheltenham town centre. It is shown in green on the map below and is one of five parishes in Cheltenham Borough. It is the southernmost part of the Borough, and adjoins 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).



© Crown copyright and database rights 2016 Ordnance Survey 100024384

People and Households

Data

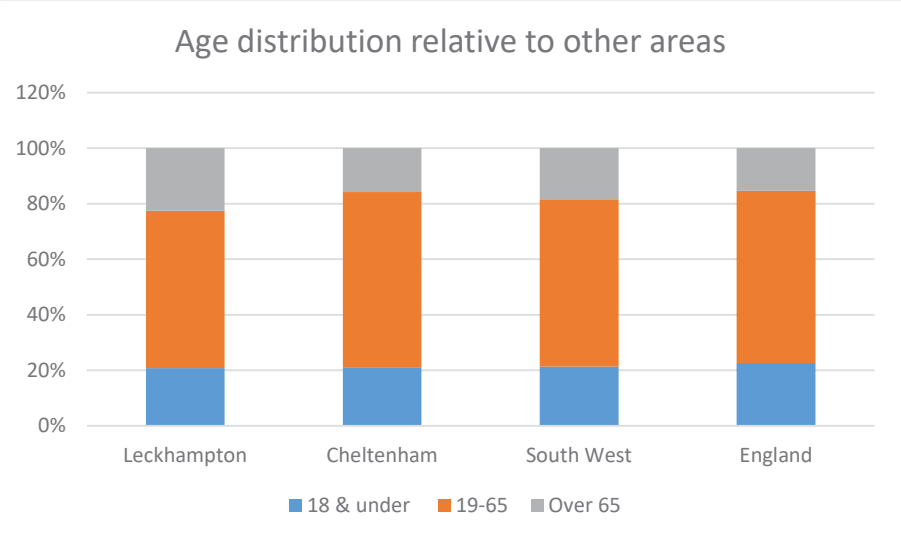
Leckhampton with Warden Hill Parish is home to 4,610 people, according to the Inform Gloucestershire Local Insight profile of the parish and 94% identify themselves as white British.

Census information for the parish indicates a roughly even division between males and females and that there is a higher than county-average number of people under the age of 5 and over the age of 75 living in the parish[1]. According to the Inform Gloucestershire Local Insight Profile of the parish, 30% of households in Leckhampton with Warden Hill are pensioner households, compared with 20.7% nationally.

[1] MAIDeN Neighbourhood Profile

The parish is in the top 10% for population density for Gloucestershire areas, as would be expected in a parish on the outskirts of Cheltenham Town. The breakdown of the two key areas of the parish shows that Warden Hill has a rate of 41.3 people per hectare while Leckhampton has 24.5 per hectare (and Cheltenham 24.8 per hectare) [1] .

Although the Concept Statement states that crime levels are low for the area the frequency of some types of crime are in the top third for the county (such as burglary, violence and arson), and the number of crimes against those aged 75 or over is in the top 10% in Gloucestershire.[2]



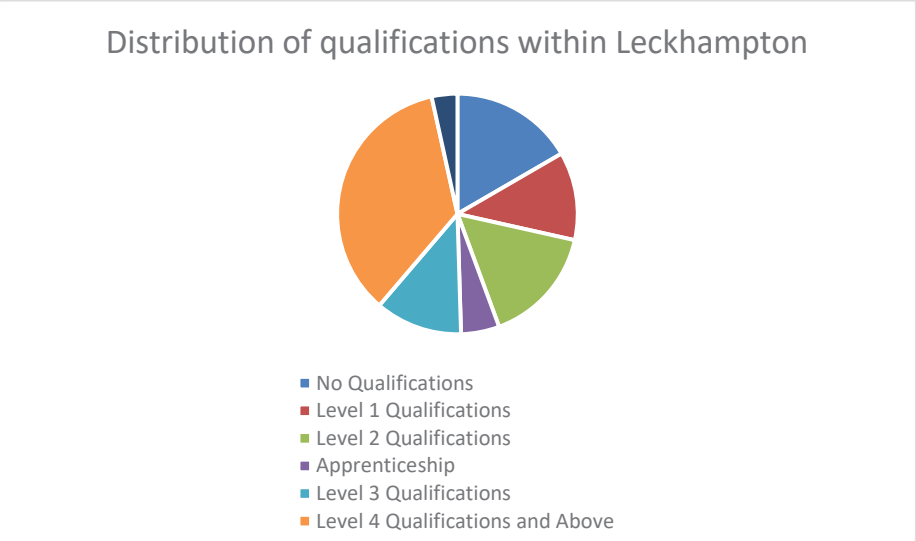
Deprivation

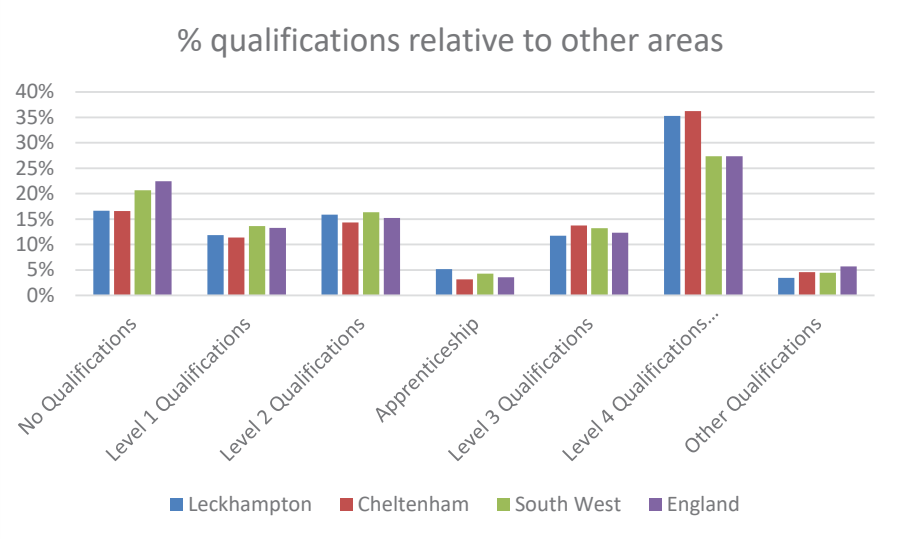
A Lower Layer Super Output Area (LSOA) is a geographic area designed to improve the reporting of small area statistics in England and Wales. Each LSOA is graded based on where it falls in its score for multiple deprivation, across five divisions in the full range. All LSOAs in the Leckhampton with Warden Hill parish are in the lowest quintile for deprivation ratings, indicating that deprivation levels are relatively low.
According to the Inform Gloucestershire Insight Profile, the number of children in out-of work households in the parish is 5% compared with 11.1% Gloucestershire and 15.2% in England.

Educational Achievement

According to the 2011 Census, Leckhampton has a higher proportion (36%) of adults with a degree-level qualification than the England average of 27.4%, and a lower-than-average proportion of (16.4%) people with no qualification compared with 22.5% nationally. Instances of levels of qualification are roughly in line with Cheltenham statistics.

[2] MAIDeN Neighbourhood Profiles

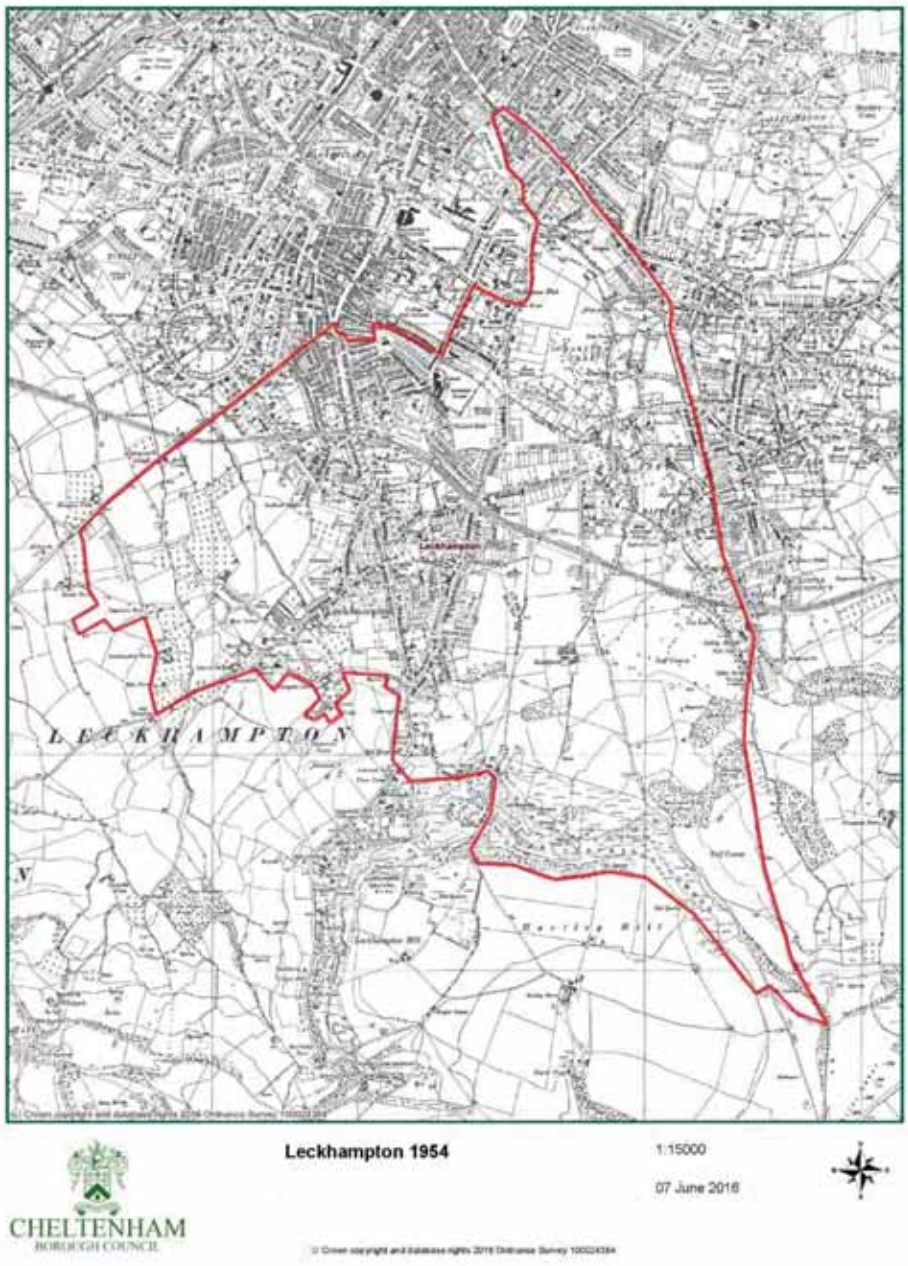




History and Heritage

Leckhampton once served as the vegetable garden for the Anglo-Saxon manor of Cheltenham. In the early 14th century, Leckhampton Court was built, and with this a village developed over time. At the end of the 18th century, quarries were formed in the area, along with a horse-drawn railway to carry the stone to Cheltenham. This led to previously common land being enclosed, which was met with protests from local people. In 1929, Cheltenham Town Council bought the land and made it accessible to the public once again.

Warden Hill has been known as such since at least 1617. Over time, a farm came to be established there, which took the location's name. Some development around existing roads took place from the early 19th century, but much of the area remained as farmland until the 1950s when the area to the north of Farmfield Road was developed. The area to the south and west of Farmfield Road was developed mainly from 1970 to 1990.



There are no conservation areas in the parish, but there are numerous Grade I and II listings of one or more clusters of buildings and objects.

Physical Character

Housing in the Leckhampton village area of the parish is partly Victorian and Regency and partly post-1960s, with some older dwellings that as noted earlier contribute to its rural feel. Warden Hill housing is suburban, much of it built in the 1950s with more recent development on its south side down to Up Hatherley Way. The developments along Farm Lane are also recent. Compared to more central areas of the town, the area has a rural appearance

and nature, with even the more densely built areas and estates appearing comparatively leafy, with a spacious feel. Although Warden Hill is suburban, its proximity to open countryside and of open views to Leckhampton Hill contribute to feeling of space within the parish.

Community commentary: Leckhampton Village has a rural feel and that is because despite the development it is still surrounded on three sides by green land and because of the considerable variety of styles and ages of buildings. Leckhampton Court, St Peter's Church and the other Medieval buildings also contribute importantly to the village and its rural feel; also important is the proximity to Leckhampton Hill and the AONB.

Roads, Transport and Access

Roads

The parish is roughly divided in half by the major route of the A46 Shurdington Road, which joins the east of the town centre to Shurdington and beyond towards Stroud and Bath. Up Hatherley Way runs along the south boundary of the parish and joins the A46 with Up Hatherley and eventually the A40. Along the eastern boundary of the ward, Leckhampton Road joins the town centre with Leckhampton Hill, which is within the Cotswolds AONB. Other highways within the area serve a mostly residential population. Church Road continuing via Leckhampton Lane to the A46 at Shurdington and via Kidnappers Lane to the A46 and Up Hatherley Way provides the only route round the south side of Cheltenham and is heavily congested as a result. Other roads in the parish including Salisbury Avenue mostly serve the residential population.

Community commentary: Under roads it is important to note that Leckhampton Lane and Church Road is the main traffic route round the south side of Cheltenham and liable to bad congestion and gridlock in the peak periods. The Bovis-Miller appeal was rejected by the Secretary of State partly because the cumulative traffic congestion would be severe and Church Road is a big factor in this.

Cycle ways

There are no recognised cycle trails in the parish, so cyclists travelling through and around it currently use the roads. Roads in the parish have been graded by the Cheltenham and Tewkesbury Cycling Campaign as being either quiet, reasonably quiet or medium, apart from the A46 Shurdington Road, which is very busy. A higher rating needs a higher level of skill from the cyclist. Cycling on Church Road is also hazardous in peak traffic periods.

Community commentary: On cycle ways, Church Road is a problem because of the congestion in peak periods and the parked cars. It makes commuting by bicycle difficult. The parked cars and the narrowness and winding of Church Road also make it somewhat dangerous at many times of the day.
There are no good side road routes. Access by foot from Leckhampton is hampered by the very poor state of the pavements in Leckhampton Road – a particular problem to wheel chair users but a hazard to all older people. There are serious concerns over the viability of public transport in both Leckhampton and Warden Hill, both financially and because of the effect of traffic congestion on journey times. This was a point that was made very strongly to the JCS Examination in Public by Stagecoach.

Public Transport

Cheltenham Railway Station is 1.7 miles away, or a 35 minutes' walk[3]. The bus station is also an 1.7 mile, 35-minute walk from the heart of the parish[4], but some buses go through the parish, such as the K (Cheltenham-Up Hatherley), F (Rowanfield-Cheltenham-Leckhampton), D (Warden Hill-Cheltenham), 61 (Cheltenham-Painswick-Stroud-Stonehouse-Dursley) and 10 (Cheltenham-Brockworth-Gloucester-Tuffley).

[3] Google Maps
[4] Google Maps

Parking

The character of much of the housing in Church Road means that on-street parking is used by residents and visitors and this contributes to the traffic congestion. In other areas of the Parish the more modern housing means that there is more off-street parking available. There are no municipal car parks in the parish apart from the car park at the Brizen playing field along Up Hatherley Way for people using the recreation facilities and the Brizen Young People's Centre.

Community Services and Facilities

The length of time taken to walk or use public transport from Leckhampton with Warden Hill to reach key services is lower than England and Gloucestershire averages. Job centre, GP and primary and secondary school can be reached in between 6 and 15 minutes from Warden Hill by foot although longer from Leckhampton Village. Further Education, hospital and town centre can be reached in between 18 and 28 minutes by foot and public transport and in 30 to 40 minutes by foot.

Community commentary: there is a shortage of secondary school places and some children have needed to attend more distant schools. This is the reason that local people have been very concerned about secondary schooling.

Healthcare

The Sue Ryder hospice now occupies Leckhampton Court and provides care to a wide catchment of patients. There are no GPs within the parish boundary, but Hatherley Surgery is just a few metres from the western edge of the parish. There are no dental surgeries in the parish, so residents rely upon dental services in the town centre or in Leckhampton north of the Parish, or on Community Dental Clinic on Charlton Lane, to the east of the parish. There are no pharmacies in the parish, but the nearest pharmacy is at Morrisons in Up Hatherley, which is just to the south of the parish and adjacent to Hatherley Surgery. There are two pharmacies in the Bath Road Shopping Area.

Libraries

There is no library in parish. However, Up Hatherley Library is just outside the boundary and very accessible to Warden Hill residents especially. The heart of the parish is 1.9 miles (40 minutes by foot) from Cheltenham's central library, which is co-located with the county's children's library.

Places of Worship

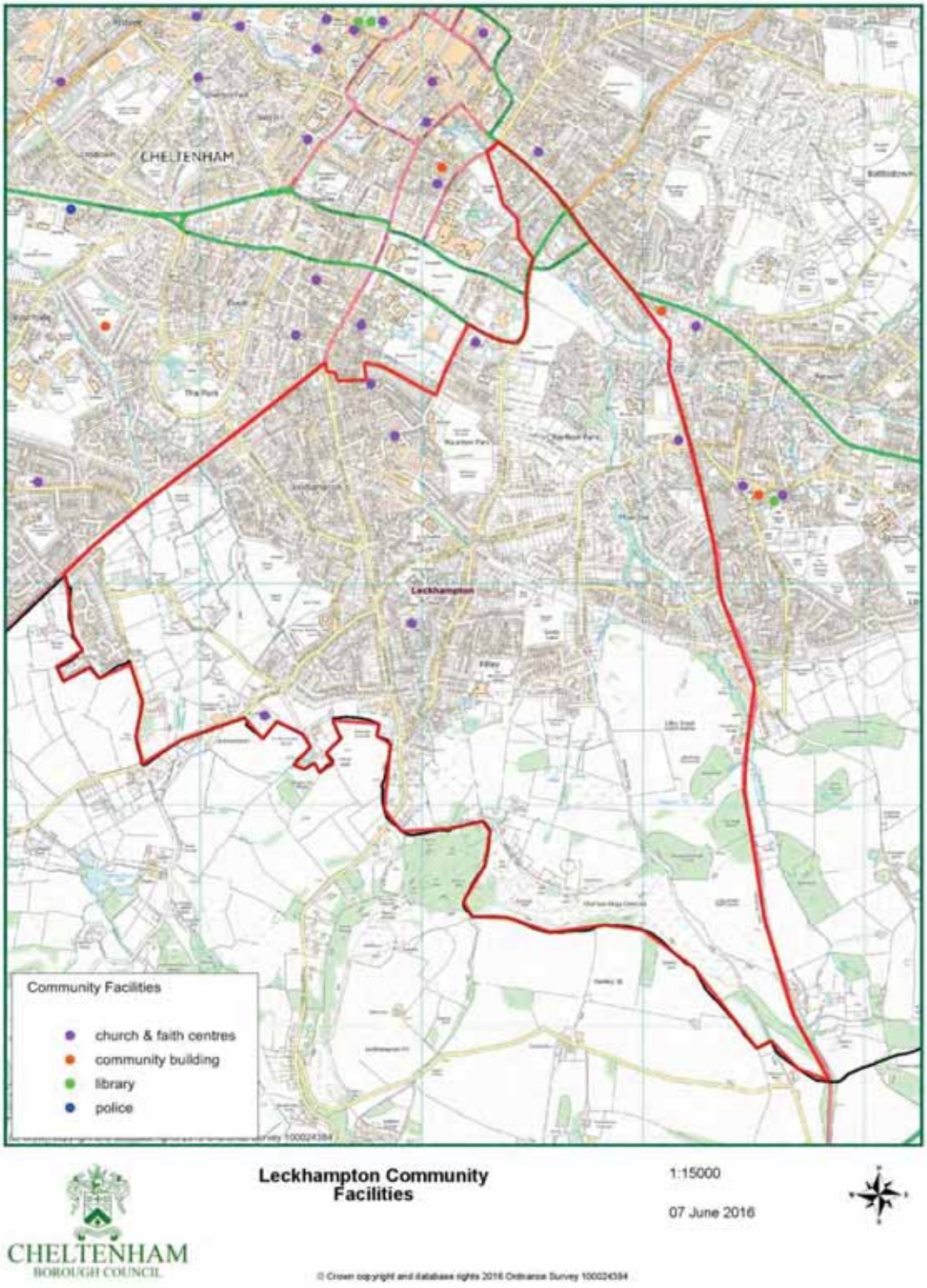
The parish has three active churches – St Peter's Church (Church Road), St Christopher' Church (Salisbury Avenue) and United Reform Church (Salisbury Avenue). All three churches offer church-run clubs and groups. Operationally, St Christopher's and the URC are amalgamated as the Church in Warden Hill.

Community Spaces

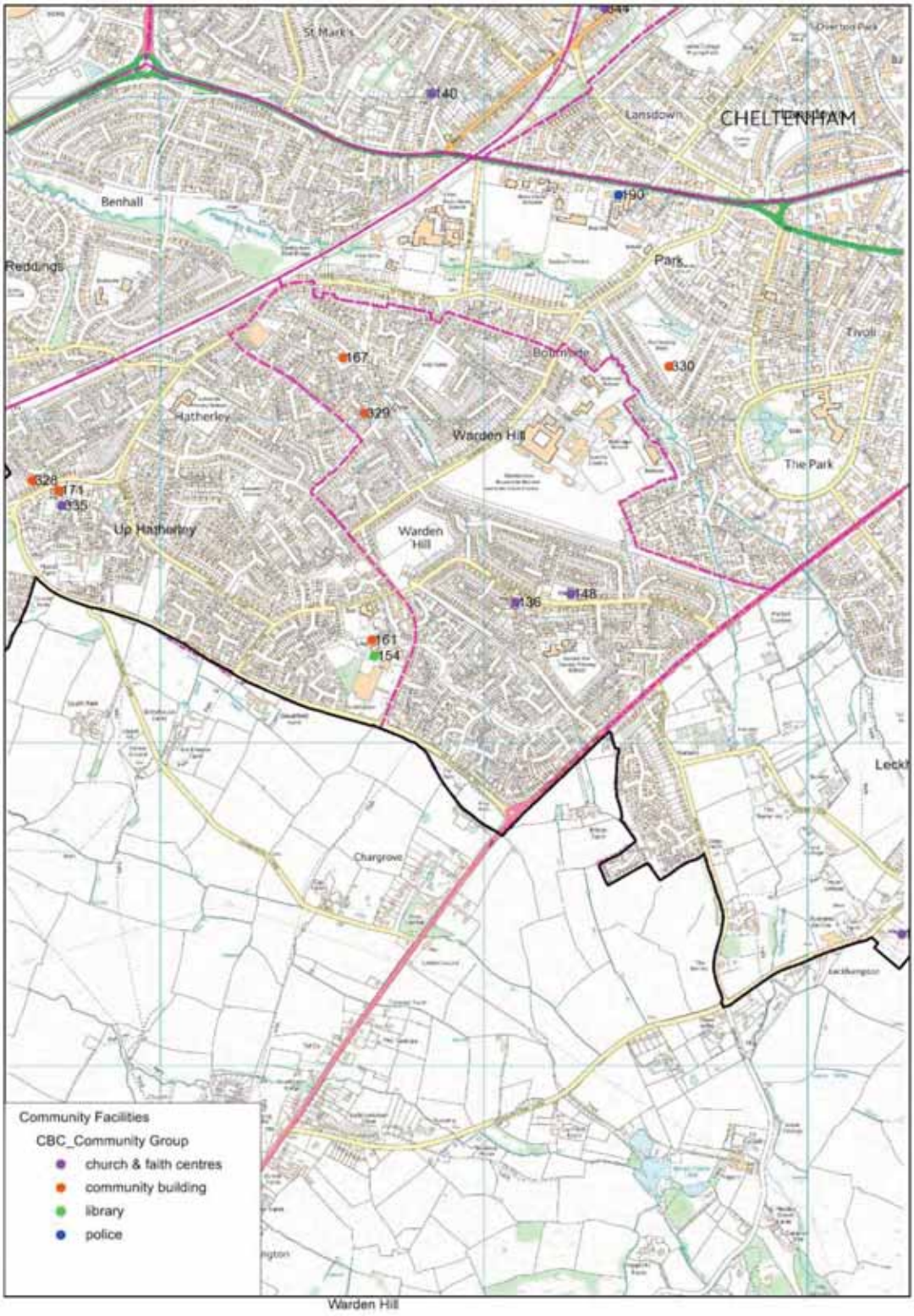
There are several community spaces in the parish, many of them churches. Places of worship also serving as community spaces are: St Peter's Church (Church Road), St Christopher's Church (Salisbury Avenue) and United Reform Church (Salisbury Avenue). Dedicated community spaces are Leckhampton Village Hall and Brizen Young People's Centre.

Community commentary: *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 sometimes used for concerts and the church cottages provide a room and facilities for small events.*

In Warden Hill, the two churches also have halls and meeting rooms that are available to the community and well used. In Leckhampton, the Parish Council is looking at the possible need for a further hall or recreational centre because of the very high usage of the existing facilities, evidenced by the need to book long in advance.



Community Commentary- Brizen Young People's Centre is missing from this map.



© Crown copyright and database rights 2016 Ordnance Survey 100024384

Recreation and Leisure

The health and leisure club Sport and Fitness on Leckhampton Road is no longer in use as it has been developed for housing. There is a skateboard park and basketball court at Brizen Recreational Field. Just outside the parish there is a tennis club in Charlton Park, and a croquet association plus Burrows Playing Field on Moorend. Sandford Park Lido is a 1.7 mile or 34-minute walk from the heart of the parish.

Educational Facilities

The parish contains two primary schools: Leckhampton C of E Primary and Warden Hill Primary. There is also The Richard Pate School, which is independent and teaches 3-11 year olds and is located a short distance east of the parish. The nearest state secondary school is Bournside, which is just north of the Warden Hill portion of the parish. The parish also houses several early years settings, including St Peter's toddler group, a toddler group at the village hall, Pip and Jim's pre-school at the Brizen Young People's Centre, St Christopers Pre-School at Warden Hill Primary School. The Richard Pate School Nursery on Southern Road is a short distance east of the parish and the Broadlands Pre-School is on Burrows Field just north of Leckhampton Village.

Economy

Employment

The parish is almost exclusively residential and therefore has few employment opportunities within it, but it is in most cases a short bus ride away from central Cheltenham retail and administrative employment, with the centre being 1.8 miles away. Accessing employment in one of the many retail parks to the north west of the town centre, e.g. Kingsditch Retail Park, is less easy as these are roughly three miles away so require a car or two bus rides.

According to the Inform Gloucestershire Local Insight profiles, 49.1% of people in the parish are in managerial, professional or associated professional occupations (compared with 41% nationally) and 15.8% in admin/secretarial roles (compared with 13.9% nationally).

77/%% of local employers employ 0-4 people and 12.6% employ 5-9 people.

Income

Warden Hill falls entirely into Middle Layer Super Output Area (MSOA) area Cheltenham 013, which was used to analyse average household income in England and Wales 2007-8. This area is in the second highest quintile for income, with the average weekly income at £740 at that time. Leckhampton is within Middle Layer Super Output Area (MSOA) area Cheltenham 015, which is in the highest quintile for income, with the average weekly income at £880.

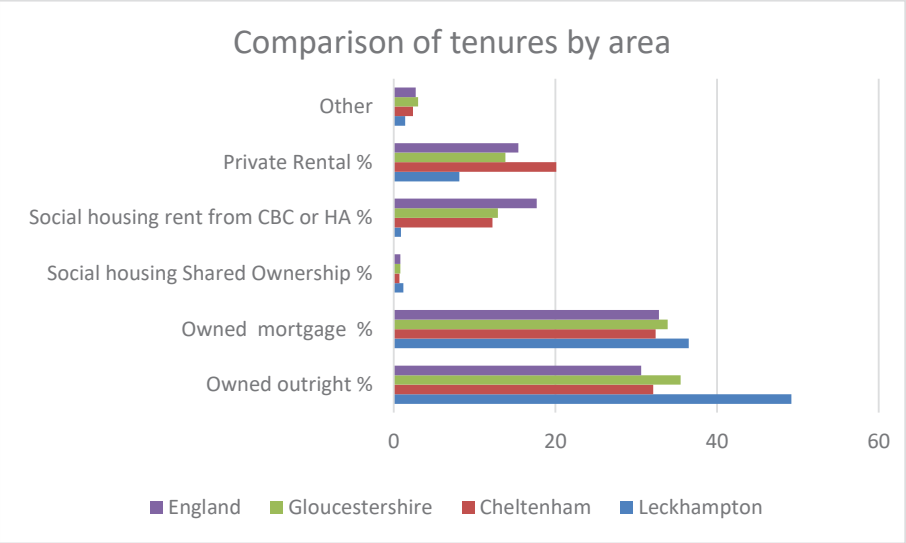
Retail

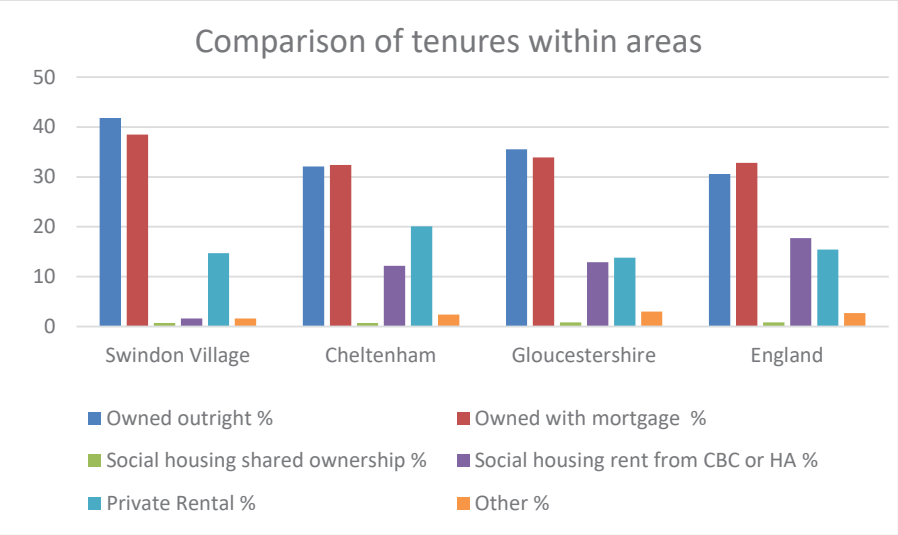
The area is mostly residential. Within the parish there is a small shopping area in Salisbury Avenue in Warden Hill and a Co-op supermarket and a convenience store in Leckhampton at the corner of Church Road and Leckhampton Road. The excellent Bath Road Shopping Area is about a mile north of the parish with good access by bus, a municipal car park and fairly easy street parking. There is a Post Office on Salisbury Avenue in Warden Hill and also a Post Office in the Bath Road Shopping Area.

Housing types and affordability

Housing Tenure – proportions

Leckhampton's homes are much more likely to be owned outright or owned with a mortgage than many other areas in England. Social rental is very low, and private rental is fairly low when compared to England averages, and much lower than Cheltenham average figures.





Area Source: ONS 2011 Census	Owned outright %	Owned – mortgage or loan %	Shared Ownership %	Social – council %	Social – other %	Private Rental %	Private other %	Rent free %
All Saints	22	31	1.1	1.2	4.7	37.6	1.6	0.8
Pittville	30.8	29.5	0.5	3.3	3.0	23.5	1.2	1.8
Cheltenham	32.1	32.4	0.7	8.0	4.2	20.1	1.3	1.1
Gloucestershire	35.5	33.9	0.8	5.9	7.0	13.8	1.6	1.4
South West	35.4	32.0	0.8	5.8	7.5	15.2	1.9	1.4
England	30.6	32.8	0.8	9.4	8.3	15.4	1.4	1.3

According to the Inform Gloucestershire Local Insight Profile for the parish there is a higher proportion of detached and semi-detached housing in Leckhampton with Warden Hill (84.8%) than in Gloucestershire (64.4%) and England (53%).

The average house price is £306,443, slightly higher than the England average of £300,314 and Gloucestershire average of £268,856. There are a higher proportion of homes in Council tax bands C,D,E and F than is the national average and a lower number of the lower banded A and B than is the national average.

84.4% of homes in the parish were built between 1945 and 1999, compared with 3.8% built pre 1900 and 7.7% built between 1900 and 1939.

Appendix 2a) Survey questions Leckhampton with Warden Hill Parish and surrounding area. Summer 2015

Leckhampton with Warden Hill Parish Council

Neighbourhood Plan Public Consultation

Very many thanks to those who replied to the Local Green Space (LGS) Consultation in January. The replies, from a total of 1510 residents, have been analysed in great detail and have provided a mass of valuable information. We will use the findings in evidence to the Joint Core Strategy Examination in Public (JCS EiP) and on developers' applications and appeals. The findings have also been sent to Cheltenham and Tewkesbury borough councils. They are available at www.lwwhpc.org.uk/publications.html together with all of the other strong evidence that the Parish Council has submitted in support of the LGS.

The LGS is the first part of the Neighbourhood Plan. We are now moving on to develop the full plan. Neighbourhood planning was introduced by the Localism Act 2011. Its purpose is to restore local democracy by **listening properly to local views** and **giving people a greater say about the future of their area.** Recent public inquiries and high court cases have shown that neighbourhood plans carry a lot of weight and many hundreds of parishes and neighbourhoods are now developing plans.

The Neighbourhood Plan covers just the area of the Parish, but we need to consider the views of all residents affected by the issues in the plan. Please therefore respond to this survey even if you do not actually live in the Parish. **This is your opportunity to ensure your views and concerns are fully taken into account**. As well as being used for the Neighbourhood Plan, the findings will also help your borough and county councillors and the Cheltenham Local Plan. **With the huge pressure for development, we need the Neighbourhood Plan in order to fight for the best outcome for local people.**

For authentication purposes, please give us your name(s) and address. These will be kept strictly confidential and this page will not be included in any electronic record.

Name(s) & address:

……

IF POSSIBLE, PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE TO US BY 10 JULY

Either return the form in an envelope or fold it in three with the Clerk's address showing and seal lightly along the edges with tape. Post it to the Clerk or drop it through the letter box at one of the following addresses from which the Council will collect it. If we receive your form by 10 July we can use it in evidence to the Leckhampton session of the JCS EiP on 15 July. Otherwise, please return the form to us by 24 July.

(Addresses supplied)

Please use black or dark blue ink. If you need more space for comments please insert an extra A4 sheet inside the form. The form is designed for you to reply as a household. If you wish to reply individually, please photocopy the form or download an extra form from www.lwwhpc.org.uk.

1. Please say how many people there are in your household

Family members: Adults … Secondary school … Primary … Under 5's … / Adults sharing …

How many bedrooms do you have? ..... How many more, if any, would you like in the near future?.....

2. Are you concerned about:	**No**	**Yes**	**Very**	**Extremely**
(a) Housing and development	☐	☐	☐	☐
(b) Traffic congestion / pollution	☐	☐	☐	☐
(c) Green open space	☐	☐	☐	☐
(d) Schooling	☐	☐	☐	☐
(e) Safe cycling and walking	☐	☐	☐	☐
(f) Employment / local economy	☐	☐	☐	☐
(g) Health and social services	☐	☐	☐	☐
(h) Policing / Crime	☐	☐	☐	☐
(i) Strong community	☐	☐	☐	☐
(j) Other issues	☐	☐	☐	☐

Please list any other issues:

3. What do you most value about living in Leckhampton / Warden Hill and in Cheltenham?

(Tick all that apply; double tick if very important; circle any that want improving or increasing)

Town's beauty ☐ Its size ☐ Reputation ☐ Trees ☐ Flowers ☐ Architecture ☐ Parks ☐ Culture ☐ Festivals ☐ Entertainment ☐ Nightlife ☐ Restaurants ☐ Coffee bars ☐ Takeaways ☐ Pubs ☐ Town centre shops ☐ Bath Road shops ☐ Leckhampton Road shops ☐ Salisbury Avenue shops ☐ Post offices ☐ Bus services ☐ Rail services ☐ Coach services ☐ Car travel ☐ M5 ☐ A417 ☐ A40 ☐ Primary schools ☐ Secondary schools ☐ Private schools ☐ Pre-schools /nurseries ☐ Play

areas ☐ Allotments ☐ Sports fields ☐ Sports clubs ☐ Other local clubs/societies ☐ Voluntary organisations ☐ Churches ☐ Village Hall ☐ Other community facilities ☐ Safe area ☐ Friendly caring community ☐ Amenities for young ☐ Amenities for retired ☐ Jobs ☐ Local employers ☐ Working environment ☐ Travel to work ☐ Leckhampton Hill ☐ Leckhampton Fields ☐ Weavers Field ☐ White Cross Green ☐ Cotswold AONB ☐ Care for locality / environment ☐ Cheltenham General Hospital ☐ Local history ☐ Relatively low crime ☐ Other ☐ (please specify)

What does the local area lack?

4. <u>What are your chief concerns over development in this area?</u> *(double tick if very important)*

None ☐ More traffic / pollution ☐ Loss of local character ☐ More crime ☐ Lack of school places ☐ Social problems ☐ Flood risk ☐ Loss of green space ☐ Loss of views ☐ Demands on services ☐ Providing affordable/social housing ☐ Supporting much larger old population ☐ Other ☐ (please specify)

5. <u>Housing and development</u>

How much housing is needed in the area of Leckhampton and Warden Hill?

A lot more ☐ Some more ☐ No more ☐ Too much housing already ☐

Comments

Please answer the following questions *(double/triple tick any you feel strongly/very strongly about)*

Should planning for this area be used to ……	No	Yes	Not sure
(a) Attract new employers and provide housing for their employees?			
(b) Ensure high traffic congestion does not damage the local economy?			
(c) Give priority to housing for local people (if legally allowed in the future)?			
(d) Reduce car use and traffic congestion?			
(e) Provide homes that younger people could afford to buy/rent?			
(f) Provide a balanced community of owned/rented/social housing?			
(g) Encourage downsizing which would free up larger properties?			
(h) Protect bungalows and other housing particularly suitable for older people?			
(i) Encourage extensions / conversions to increase size of existing houses?			
(j) Encourage conversions / in-filling to provide more homes?			
(k) Favour high density housing to reduce prices and to save green space?			
(l) Favour 2.5 or even 3-storey housing if cheaper and visually acceptable?			
(m) Provide plenty of housing even at the cost of building on more green fields?			

(n) Maximise affordable/social housing by building on more green fields?			
(o) Provide lower density housing / larger gardens by using more green fields?			
(p) Conserve the Leckhampton Fields and AONB as much as possible?			
(q) Provide amenity space / allotments, especially for high density housing?			
(r) Encourage 'garden village' housing and layouts?			
(s) Provide plenty of local amenity space / safe roads for children?			
(t) Provide sufficient parking space to avoid on-road parking?			
(u) Beautify roads by encouraging more trees?			
(v) Use housing/street layout to encourage strong community / neighbourliness?			
(w) Use good amenity space and play areas to encourage stronger community?			
(x) Encourage working from home and retirement housing to reduce peak traffic?			
(y) Meet or exceed statutory requirements for reducing carbon emissions?			
(z) Keep pollution in all areas within EU safe limits?			

In your own experience, particularly if you have been looking **to move home or set up home**, what type of housing is in short supply? ***(please tick all the apply, double tick if shortage is severe)***

1 bed to rent ☐ 1 bed to buy ☐ 1-2 bed social/affordable ☐ 2 bed to rent ☐ 2 bed to buy ☐
3 bed to rent ☐ 3 bed to buy ☐ 3 bed social/affordable ☐ 4 bed to rent ☐ 4 bed to buy ☐
4 bed social/affordable ☐ 5 bed to rent ☐ 5 bed to buy ☐ 5 bed social/affordable ☐ Don't know ☐
Houses with medium/large gardens ☐ Houses with very large gardens ☐ Flat/house to share ☐

If you were at some time thinking of **moving/downsizing to a retirement property**, what features would be most important to you? ***(please tick all that apply, double tick any that are particularly important)***

Price ☐ Low maintenance ☐ Luxury ☐ New build ☐ Good services ☐ 1 bed ☐ 2 bed ☐ 3 bed ☐ Good sized rooms ☐ Light rooms ☐ Quiet ☐ Small garden ☐ Communal garden ☐ Good views ☐ Adjacent to countryside ☐ Available allotments ☐ Rural footpaths/wildlife nearby ☐ Good bus service ☐ Safe area ☐ Easy access to shops ☐ Good parking ☐ Sheltered housing ☐ Retirement village ☐ Garden village ☐ Care home ☐ Good older community ☐ Good mixed community with children ☐

Other ☐ (please specify)

6. <u>Traffic congestion and pollution</u>	No	Yes	Very	N/A
a. Are traffic levels in your road a serious problem?	☐	☐	☐	☐
b. Is parking difficult in your road?	☐	☐	☐	☐
c. Do you sometimes notice/smell traffic pollution in your road?	☐	☐	☐	☐
d. If you drive children to school, is traffic danger the reason?	☐	☐	☐	☐
e. Do bad pavements deter you from walking into town or to shops?	☐	☐	☐	☐
f. If you cycle a lot, do you find traffic is a serious danger?	☐	☐	☐	☐
g. Does traffic deter you from cycling?	☐	☐	☐	☐
h. Do potholes / bad roads deter you from cycling?	☐	☐	☐	☐

i. Would you favour 20 mph speed limits? ☐ ☐ ☐ ☐

j. If cycling, where (if any) are traffic hazards worst?
……..……..……..

k. If walking, where would better pavements help most?
……..

l. What do you think would encourage greater use of buses rather than cars?
……..……

7. Green open spaces

Comments would be very welcome on the report of the LGS public consultation, and also comments on any other green spaces in the area and their maintenance and protection. Please insert an additional A4 sheet.

8. Schools and childcare

Have you had problems getting places for a child at: ***(tick if yes, double tick if major problem)***

Childcare ☐ Nursery ☐ Pre-school ☐ Primary school ☐ Secondary school ☐ Baby-sitting ☐

Child-minding ☐ None ☐ N/A ☐ ? Comments
……..……..……..

9. Health and social services

Have you found any problems getting care for self or others? ***(tick if yes, double tick if major problem)***

GP ☐ Dentist ☐ A&E ☐ In patient ☐ Out patient ☐ Community nurses ☐ Social services ☐

Home care ☐ Residential care ☐ None ☐ Other ☐
……..……

10. Strong community

a. Roughly how long have you lived at your present address? …… years.

b. Is neighbourliness: very good ☐ good ☐ fair ☐ poor ☐ ?

c. Do neighbours look out for each other on: crime ☐ care ☐ lifts ☐ shopping ☐ loneliness ☐ ?

d. Do you have any suggestions for amenities or initiatives/measures that could strengthen community?

……
….

11. Employment and local economy

Cheltenham needs to continually respond to change and generate enough economic growth for residents to enjoy a good quality of life. CBC is developing an economic strategy as part of the new

Cheltenham Plan. If you have ideas you would like to suggest, please enclose an extra sheet inside the form.

12. Further comments and suggestions

If you would like to give further comments or explanation on any issues in this consultation or suggest other issues that should be addressed in the neighbourhood plan, please insert an extra A4 sheet inside.

Thank you very much for responding to this consultation.

Helplines: Cllr Ian Bickerton ***, Margaret White ****, Amanda Winstone (clerk) ***

Appendix 2b: Consultation – Leckhampton Survey Results (survey conducted in July 2015)

The following are responses from surveys identified to be within Leckhampton and Warden Hill Parish. Please note that the results are presented by household with no weighting applied to number of people in each household.

2: Are you concerned about	No	Yes	Very	Extremely	Weighted (yesx1; very x2; extremely x3)
(a) Housing and development	15	66	64	179	731
(b) Traffic congestion / pollution	6	51	61	207	794
(c) Green open space	6	59	81	179	758
(d) Schooling	77	88	54	73	415
(e) Safe cycling and walking	18	86	98	113	621
(f) Employment / local economy	49	135	66	52	423
(g) Health and social services	18	96	105	105	621
(h) Policing / Crime	34	110	97	74	526
(i) Strong community	23	141	85	55	476
(j) Other issues	41	27	16	27	140

3. What do you most value about living in Leckhampton / Warden Hill and in Cheltenham?	Important	Very Important (2 ticks)	Ticks weighted (1 tick x1; 2 ticks x2)
Leckhampton Hill	191	86	363
Leckhampton Fields	144	104	352
Bath Road Shops	217	59	335
Cheltenham General Hospital	165	84	333
Trees	216	58	332
Parks	230	42	314
Cotswold AONB	141	81	303
Relatively Low Crime	218	40	298
Town's beauty	204	43	290
Flowers	205	28	261
Post Offices	184	34	252
Bus Services	154	48	250
Care for locality/environment	152	48	248
Weavers Field	124	55	234
Architecture	180	26	232
Its size	172	25	222
Festivals	159	30	219
White Cross Green	89	62	213
Friendly caring community	174	19	212
Culture	151	29	209
Town Centre Shops	177	13	203
Salisbury Avenue Shops	140	26	192
Safe Area	131	29	189
Car Travel	148	17	182
Leckhampton Road Shops	133	21	175
Reputation	135	17	169
Village Hall	142	12	166
Restaurants	154	5	164
Local History	137	13	163
Sports Fields	123	19	161
M5	136	12	160
Amenities for retired	119	19	157
Churches	127	11	149
Play Areas	107	20	147
A417	116	15	146
Primary Schools	98	23	144
Amenities for young	109	17	143
Rail Services	120	11	142
Allotments	102	18	138
Secondary Schools	92	19	130
A40	109	10	129
Entertainment	113	5	123

Travel to work	89	13	115
Jobs	80	14	108
Local employers	81	12	105
Pubs	92	6	104
Voluntary organisations	90	7	104
Other clubs/societies	92	5	102
Coffee Bars	95	2	99
Sports Clubs	84	5	94
Coach Services	70	6	82
Working environment	66	7	80
Pre-schools / Nurseries	54	7	68
Other Community Facilities	60	2	64
Takeaways	36	0	36
Private Schools	25	2	29
Nightlife	13	0	13

4. What are your chief concerns over development in this area?	**Important**	**Very important (2 ticks)**	**Ticks weighted (1 tick x1; 2 ticks x2)**
None	3	0	3
More traffic / pollution	123	182	487
Loss of local character	132	106	344
More crime	93	41	175
Lack of school places	116	78	272
Social Problems	82	32	146
Flood risk	128	82	292
Loss of green space	119	173	465
Loss of views	109	106	321
Demands on Services	138	110	358
Providing Affordable/social housing	79	17	113
Supporting much larger older population	81	33	147

5. Housing and Development	
How much housing is needed in the area of Leckhampton and Warden Hill?	**Tick**
A lot more	5
Some More	80
No More	177
Too much Housing already	51

Question 5 - Should Planning in this area be used to …..	**No**	**Yes**	**Not Sure**
(b) Ensure high traffic congestion does not damage the local economy?	5	269	11
(s) Provide plenty of local amenity space / safe roads for children?	5	264	18

(z) Keep pollution in all areas within EU safe limits?	11	260	16
(t) Provide sufficient parking space to avoid on-road parking?	11	250	28
(d) Reduce car use and traffic congestion?	14	247	22
(u) Beautify roads by encouraging more trees?	14	244	34
(p) Conserve the Leckhampton fields and AONB as much as possible?	11	239	5
(y) Meet or exceed statutory requirements for reducing carbon emissions?	12	237	36
(w) Use good amenity space and play areas to encourage stronger community?	9	232	49
(v) Use housing/street layout to encourage strong community / neighbourliness?	10	223	56
(h) Protect bungalows and other housing particularly suitable for older people?	27	219	51
(c) Give priority to housing for local people (if legally allowed in the future)?	29	198	68
(q) Provide amenity space / allotments, especially for high density housing?	48	184	54
® encourage 'garden village' housing and layouts?	27	181	81
(x) Encourage working from home and retirement housing to reduce peak traffic?	26	166	98
(i) Encourage extensions / conversions to increase size of existing houses?	47	156	90
(f) Provide a balanced community of owned/rented/social housing?	69	152	68
(j) Encourage conversions / in-filling to provide more homes?	84	132	70
(g) Encourage downsizing which would free up larger properties?	86	103	93
(l) Favour 2.5 or even 3 story housing if cheaper and visually acceptable?	146	78	63
(a) Attach new employers and provide housing for their employees?	162	41	70
(k) Favour high density housing to reduce prices and save green space?	163	36	88
(o) Provide lower density housing / larger gardens by using more green fields?	222	17	34
(m) Provide plenty of housing even at the cost of building on more green fields?	246	6	7
(n) Maximise affordable/social housing by building on more green fields?	243	6	11

In your experience, particularly if you have been looking to move home or setup home, what type of housing is in short supply?	
	Yes
Don't Know	157
Houses with medium/large gardens	60
2 bed to buy	35
3 bed to buy	30
1-2 bed social/affordable	28
4 bed to buy	26
Houses with very large gardens	21
1 bed to buy	18
2 bed to rent	14
3 bed social/affordable	13

1 bed to rent	10
5 bed to buy	9
3 bed to rent	8
Flat/house to share	6
4 bed social/affordable	4
4 bed to rent	3
5 bed social/affordable	3
5 bed to rent	2

If you were some time thinking of moving/downsizing to a retirement property, what features would be most important to you?	
	Yes
Good bus service	214
Easy access to shops	212
Light rooms	198
Quiet	198
Low maintenance	191
Good sized rooms	182
Price	176
Good services	176
Safe area	174
Good parking	167
Rural footpaths/wildlife nearby	157
Small garden	151
Good views	145
Adjacent to countryside	144
2 bed	140
Good mixed community with children	75
Good older community	61
Communal Garden	55
Garden village	51
3 bed	48
Available allotments	46
Retirement village	46
Sheltered housing	38
Luxury	34
New build	23
Other	22
1 bed	21
Care home	14

6. Traffic congestion and pollution	No	Yes	Very	N/A	weighted (yes x1, very x2)

a. Are traffic levels in your road a serious problem?	174	66	63	6	192
b. Is Parking difficult in your road?	185	76	40	16	156
c. Do you sometimes notice/smell traffic pollution in your road?	182	93	27	6	147
d. If you drive children to school, is traffic danger the reason?	29	22	10	236	42
e. Do bad pavements deter you from walking into town or to shops?	195	64	25	23	114
f. If you cycle a lot, do you find traffic is a serious danger?	26	86	48	136	182
g. Does traffic deter you from cycling?	73	112	34	84	180
h. Do potholes / bad roads deter you from cycling?	51	114	52	85	218
i. Would you favour 20mph speed limits?	113	151	33	6	217

8. Schools and childcare		
Have you had any problems getting places for a child at:	**Yes**	**Major**
Childcare	2	0
Nursery	7	0
Pre-school	0	0
Primary school	15	2
Secondary school	9	9
Baby-sitting	0	0
Child-minding	1	0
None	26	
N/A	227	

9. Health and Social Services		
Have you found any problems getting care for self or others?	**Yes**	**Major**
GP	54	10
Dentist	32	6
A&E	28	9
In patient	3	1
Out patient	18	1
Community nurses	9	1
Social services	6	3
Home Care	4	3
Residential Care	5	2
None	159	

10. Strong Community

329

	Very Good	Good	Fair	Poor
Is neighbourliness …..	113	149	51	7
	34%	45%	16%	2%

	Crime	Care	Lifts	Shopping	Loneliness
Neighbours look out for each other on:	239	144	79	75	73
	73%	44%	24%	23%	22%

Appendix 3: Extracts from Concept Statement 2013

P2- The Joint Neighbourhood Forum at its third meeting on 4 February 2013 resolved under the Act to draft a NPPF Neighbourhood Concept Plan and to make a formal Local Green Space (LGS) application for the Leckhampton Green Field Land. This land is detailed in the maps of Appendix 1 and lies in both parishes. The Concept Plan builds on a previous proposal for a Cheltenham Country Park, which was supported by a petition signed by some two thousand local residents and was well received by Cheltenham Borough Council, the response from the Leader of the Council, Cllr Steve Jordan at full council, 10th November, 2011) - *'Cheltenham Borough Council takes the issues raised in the petition very seriously and the resolution I am proposing to Council this afternoon restates the intention to protect Green Belt and open countryside around Cheltenham'*.

P3- The Council has gathered the views of local residents about the future of the Leckhampton land. Chiefly this was done through a Council survey that was conducted at the exhibition held by the developers' consortium on 22 September 2012 to present their initial development proposals for public comment. The survey showed overwhelming public opposition to development. A similar finding came from the exit polls conducted by Leglag at all four of the public exhibitions that were held. The main public concerns are over the loss of the green field land and over the problems of traffic congestion, secondary schooling and flooding.

This submission seeks to make a positive input into the Joint Core Strategy on the current strategic site allocation and to contribute to the process of updating the Cheltenham Borough Council and Tewkesbury Borough Council local plans to be NPPF-compliant.

P8- The village of Leckhampton 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. The village has retained much of its rural character and this character is greatly valued by residents in the village and also by people in Cheltenham who use the Leckhampton Green Field Land and Leckhampton Hill. The village also has easy access to Cheltenham by foot, bicycle and bus route F every 30 minutes along Leckhampton Road. Crime levels are low and the village has a relatively good, friendly and caring community. The village is very heavily used for many activities. There is an OFSTED outstanding primary school (Leckhampton Primary School) and the village attracts families with young children, although as already noted some then move away to find secondary schooling. The village in mainly residential and has little local employment. Residents commute mainly into Cheltenham, and to Gloucester and locations north and south along the M5 and via the rail services from Cheltenham.

P10-12

ISSUES AFFECTING RESIDENTS IN LECKHAMPTON & WARDEN HILL

A neighbourhood plan is primarily about the use and development of land and buildings. It forms part of the planning for shaping the future of the area, alongside a sustainable community strategy. In modern times Leckhampton has retained its rural character whilst being well connected to the urban centre with good schools, health care and work opportunities within the town and local area. This section reviews some of the main issues and public concerns with large scale development and provides inputs to the neighbourhood planning process.

Roads and commuting: Leckhampton and Shurdington suffer from heavy traffic congestion at peak times on Shurdington & Church Roads; the local network is near capacity. As a direct result, in recent years we have seen a deterioration of air quality on Church Road and now evident on the Shurdington Road with a new monitoring tube added in March 2013. Both monitoring positions in Leckhampton will break the EU limits of 40µg/m^3 of Nitrogen Dioxide (NO_2) in some months, this may be linked to a worrying increase in the incidence of respiratory disease at local schools (NHS report and schools nursing organisation). Leckhampton is also the most car dependent ward in Cheltenham as reported by the County Statistics Office.

Both LWWH and Shurdington are mainly residential, with little employment located in the parishes. Residents commute mainly by car. Safer cycling routes would be helpful, but unfortunately the narrow roads, congestion and density of parked cars make this difficult. A more frequent bus service with routes connecting to more parts of the Cheltenham area would be helpful. Unfortunately, however, there is a viability problem in that people will not use buses if there is a long wait for the bus or long delays in changing buses, but providing frequent buses and a rich route network is only feasible financially if the buses are well used. The number 10 bus runs every 10 minutes along the A46 in peak times. Yet it was observed during the traffic surveys along the A46 that very few people seem to be using it to travel to work. The developers proposing to build houses on the Leckhampton Green Field Land have suggested that greater use of the buses could solve the traffic problem. But there seems little hope of inducing significantly more people to use buses. A park-and-ride scheme on the A46 has been considered many times, the width constraints of the A46 make a bus lane impossible. Experience with park-and-ride schemes elsewhere in Cheltenham shows it can be hard to make these really successful even in more favourable locations. Traffic and the link to air quality is a concern on Church Road and along the A46 and this is discussed further in Annex 2.

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. Only a minimal flood protection scheme has been put in place on a small section of the Shurdington Road and all proposed new development is on the other side of this barrier.

Health and fitness: Encouraging people to walk more would be beneficial for health as well as traffic congestion. 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: Shurdington Parish Council sees a need for a steady trickle of new development in Shurdington Village in order to bring in younger residents and to maintain the balance and vitality of the community. Leckhampton and Warden Hill on the other hand are much larger communities where 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. LWWH PC raised this issue strongly in its response to the JCS consultation in February 2012. According to the Cheltenham and Gloucester Connectivity Study Draft Phase 1 Report May 2010, Cheltenham suffered a decline in local employment of around 2% per annum from 2003 to 2008; this requires further study.

Shopping and community facilities: The LWWH area has 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.

The young unemployed remains a problem, commerce & business enterprise would benefit from closer links with the University and Colleges to improve job opportunities, working on vocational training, job creation in spin out companies and applied research. A large proportion of the town's population have higher educational qualifications and local skills are underutilised.

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: Leckhampton has been farmed for centuries and local food production will become increasingly important in a renewed drive to transition the UK to a low carbon economy. For every calorie of food produced, modern farming requires up to 10 calories of input energy from the fossil fuels used in fertilizers and pesticides and for powering farm machinery and transporting food over long distances. This energy demand makes the system vulnerable as carbon emission and global warming become increasingly serious. The need to increase the land use for food production will become more important in the coming decades as global warming takes greater

affect, with large projected rises in global population (9.1 billion by 2050), and the prospect of soaring food prices, food security will come to the top of the international agenda [7]. In the last decade the UK balance of trade in all foods has seen an increasing deficit to -£18.5 Billion (DEFRA AgriStats[8]) in combined arable and livestock production, an increased deficit of over 120% in just one decade. However, in Gloucestershire there are real opportunities in local fruit and vegetable production, the Countryside & Communities Research Unit reported on county production[10], *'demand for local produce is high in the county along the entire food supply chain, listing the local grower's name with the produce does differentiate the product and boost sales, as local provenance is increasingly valued*'.
Gloucestershire Food Vision predict an inability to meet local demand of fruit & vegetables, '*an integrated food policy for the people of Gloucestershire'* (Gloucestershire First, 2005), highlighted that there is *'a distinct lack of good Gloucestershire evidence around food related issues'* and that *'research that is distinct to Gloucestershire needs is essential'.* This finding reinforced an earlier observation of the Gloucestershire Food Procurement Strategy Group (2004) that - *'Despite a vast array of products it is well known that Gloucestershire is very heavily focused on meat and dairy items. We would be in short supply to meet the demand for fruit and vegetables. That said, there is no specific evidence base from which to work... we recommend a detailed audit be carried out of every item produced within Gloucestershire.'* There are real economic growth opportunities in local fruit and vegetable production within the county, the Leckhampton Green Land is a valuable agricultural asset.

There is a high demand in Cheltenham for more allotments and this should be encouraged. One objective of the Local Green Space application would be to make more allotment land available and possibly to introduce one or more community-supported agriculture (CSA) schemes. CSAs are already popular in the US, Japan and France. There are many different CSA models but essentially they involve local people buying an interest in a small farm, small-holding or market garden and in return getting a share of the produce. Some CSAs start with a producer looking for local supporters and consumers; others are started by communities forming co-operatives that acquire land and/or glasshouses and produce food on it. Sometimes the effort is all voluntary; sometimes the CSA has employed staff as well as volunteers. CSAs are one of the ideas for enabling the Leckhampton Green Field Land to benefit more Cheltenham people and to help residents connect more strongly to the land and food production. A CSA can also help to build more community involvement and volunteering.

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 and also through CSAs.

P31- **Traffic Congestion and poor air quality**
Probably the biggest issue for sustainable development in the Leckhampton area is the traffic congestion on the A46 and in Church Road. According to the Gloucestershire Local Transport Plan 2011-2026 (LTP3), workday traffic flows on the A46 are 15,000-20,000 vehicle a day. In the maps on pages 24 and 25 of LTP3, the A46 south of Shurdington is marked as being the worst congestion hot-spot in the Cheltenham-Gloucester area in 2003 and is shown as remaining a severe congestion hot-spot in 2026.

The traffic flow on the A46 is quite high throughout the day, but the major congestion occurs in the workday morning traffic peak between 07:30 and 09:15, when a traffic queue builds back from the junction with Moorend

Park Road. This queue extends about 1.2 km, varying between 1.0 km and 1.4 km under normal conditions depending on the level of traffic. There is also traffic congestion in Shurdington caused particularly by vehicles queuing to turn right into Leckhampton Lane at the Bell Inn junction.

P33 Flood Risk

The JCS evidence base has provided valuable information on the increasing flood risk to the Leckhampton area and is in agreement with surface flooding experienced by residents in recent decades.

The Gloucester, Cheltenham & Tewkesbury Joint Core Strategy Level 2 Strategic Flood Risk Assessment, HALCROW Summer 2011, report extract covering the Leckhampton area:

- *Significant surface water runoff is generated from the area to the south*
- *Areas of historic flooding identified outside the modelled flood risk areas*
- *Two key risk areas identified along Hatherley Brook (upstream Church Road & rural land adjacent to eastern branch), a number of existing roads affected by flooding*

Hatherley &Ham Brook in Leckhampton identified as higher flood risk, a hydraulic model of Ham Brook is required, significant surface water runoff and an area of historic flooding, highways are also affected. The Halcrow report again, *'where historical records show incidents of flooding and surface water, then these areas should be treated as Flood Zone 3a; at risk and not suitable for development. Areas of existing open space acting as informal flood storage areas should be safeguarded from development'*, the open fields at Leckhampton provide important protection of areas to the west of the Shurdington Rd from flood risk due to surface water. In general Halcrow state that*, 'areas of existing open space acting as informal flood storage areas should be safeguarded from development'.*

This is the case in Leckhampton where open land is protecting Warden Hill where flooding has been a serious problem, a minimal flood protection scheme has been put in place on a small section of the Shurdington Road, it is worth noting that all proposed new development is on the other side of this barrier. The area of open countryside adjacent to the flooded area provides important protection to the wider area of Leckhampton Lanes & Warden Hill.

Halcrow again*, 'in some areas high hazard surface water risk areas affect locations outside of Flood Zones 2 and 3. Such areas should be treated as Flood Zone 3a with regard to the Sequential Test process'*, the heavy clay soil at Leckhampton regularly floods due to water run-off from Leckhampton hill.

A water survey had been completed from the 5th Nov. 2006 to the 17th Nov. 2006, this had been combined with an archaeological survey. Residents spoke to the team of university archaeologists and have a photographical record of the survey work conducted on behalf of David Wilson Homes & Martin Dawn PLC. Most of the 20m x 4m trenches (14 in number) were for a geological/water survey, confirmed by the archaeological team at the time and were marked 'water' with wooden stakes to differentiate from the three archaeological trenches.

David Wilson Homes & Martin Dawn PLC did not report the findings of the survey carried out in 2006, which would have confirmed a very high level of water table and wetness class for the majority of the proposed site caused by Infiltration form Leckhampton Hill. This whole area along Church Road (formally Collum streete) has

had problems with flooding, with tithing records dating back to medieval times due to the close proximity of Leckhampton Hill.

P39- concept of Cheltenham Park

The term "Cheltenham Park" was intentionally not fully qualified/explained, as this was left open for discussion with local people and other stakeholders. However, it could envisage some development but of a form consistent with a park, and improving the beauty of some of the fields and streams. It also envisages maintaining a country feel.

The Country Park is a good basis for the Neighbourhood Local Green Space application, since it is already favoured by the local people. This would incorporate alternative uses for the land such as a city farm where children and adults could view traditional farming practices. This would be an extension of the existing small holdings where sheep, chickens, pigs, goats and small breeds of cattle are kept. There could be displays of how wool is obtained from sheep, milk and eggs are gathered and maybe local cheese (and meat) production. The orchards within this area could be enhanced and better managed to increase fruit production which could be harvests as PYO by the local community. Bee-keeping could be instated which would provide pollinators for the orchards which would in term provide the bees with a food source from the fruit tree blossoms among other wild flowers in the area. This would also provide a much sort after product – local honey. In addition to the city farm, a tie-in with Gloucestershire University using some land for hydroponics to grow local food efficiently and show people how this can be achieved. As the green space supports a wealth of wildlife, it is also envisaged that circular walk routes could be published to guide people to the best flora, fauna and stream lines in the area. Bat and dawn chorus guided walks have taken place, organised by local residents, these have been well-attended and there are plans for further wildlife events in the future.

Some financial backing would be required to give return to the land owners, and various possibilities could be found once the Country Park/Green Space application is given the opportunity to go forward, this may result in some development. There are other possible paybacks apart from the food production already discussed, for example renewable energy, educational projects, organised events and agricultural research while maintaining a local green area and the Country feel.

Two Town & Village Green applications have been submitted to the Gloucester County Council, detailed in the maps of Appendix 1, both have received the maximum scoring against the assessment criteria. These are Lott Meadow & White Cross, the latter being the best candidate for an extension to the greenbelt in the JCS area [ ].

Appendix 4: Warden Hill's perspective on the Neighbourhood Plan for Leckhampton with Warden Hill Parish Council (Produced in November 2015)

Leckhampton with Warden Hill Parish Council are developing a Neighbourhood Plan under the Localism Act 2011. This will give more control over the type, location, size, pace and design of development in their area. This document gives initial thoughts from a Warden Hill prospective on what is important to incorporate into the Neighbourhood Plan for Warden Hill.

Location and History

Warden Hill is on the South-West edge of Cheltenham and is accessed from A46 (Shurdington Road) There is also good access to the A40/M5 about 3 miles away.

Warden Hill is a Cheltenham Borough Council ward and is also within the Leckhampton with Warden Hill Parish. It is a densely populated area with a rate of 41.3 people per hectare [based on 2011 Census, Ref 1 and Appendix 3] compared to Leckhampton at 24.5 and Cheltenham at 24.8. Most of the housing was built in 1950's/1960's consisting of mainly bungalows. In mid 1990's further housing was built which is interspersed with maintained grassed open spaces and trees . Almost half the population is aged over 45 [Ref 1] with 28% over 60. It has a higher percentage of people aged over 75 compared to other areas of Cheltenham.

Although Warden Hill is densely populated it values its open spaces and trees. It has a Parish Council owned play area in Salisbury Avenue. Also there is an open space known as Weavers Field which received Queen Elizabeth II field status in 2012 and there is Brizen recreational field both owned by Cheltenham Borough Council.

How the Warden Hill view of the Neighbourhood Plan was prepared

The Warden Hill view of the Neighbourhood Plan has been prepared using Warden Hill residents' responses to LWWHPC Neighbourhood Plan Public Consultation July 2015 [Ref 3] and also responses to the Cheltenham Partnership - Connecting Warden Hill survey 2014 [Ref 2]. These results were analysed by the Warden Hill Parish Councillors to form an initial proposal of objectives and policies that support the views of the Warden Hill community.

Overall 645 households responded to the Public Consultation exercise [Ref 3]. 143 (22%) were from Warden Hill residents. This represented only a minority (5.8%) of Warden Hill households, 143 households out of 2,472 households [Ref 1]. Also it appears that there were very few responses from households with children. Total number of children acknowledged in responses, 37 out of 1154 (3.2%).

Due to the low response from Warden Hill residents different processes, other than just surveys, need to be used to engage with residents for the development of this Neighbourhood Plan.

Five objectives were identified and a number of policies in five different themes (Housing, Environment, Transport, Local Economy and Community) were formed to help achieve these objectives.

Objectives

6. Encourage a thriving and prosperous community that delivers a huge quality of life for all its residents.
7. Seek ongoing improvements to transport to reduce use of private cars and ensure alternatives are appropriate and safe.
8. Protect green space, the landscape and support nature conservation.
9. Delivery of a housing growth strategy tailored to the needs and context of the Parish.
10. Involve local people in an ongoing basis in the process of plan-making, monitoring and delivery of development.

Policies Required

Housing:

- More (28%) or a lot more (2%) housing needed OR no more housing needed (54%), too much housing already (17%) in area
- Include homes for younger people to buy or rent – **81% agreed**
  Should not impact on existing services and infrastructure (eg schools, GP surgeries etc) – **21% problems getting care from GPs**
- Should not impact on existing transport routes – **highest rated concern**
- Must not increase risk of flooding – **4th rated concern regarding development**
- Sympathetic to planning applications to adapt existing housing to meet full life needs of residents – **10 households would like or need one or more bedrooms**

Environment:

- Protect Warden Hill green spaces, Weavers Field, Salisbury Avenue play area and Brizen – **2nd highest rated concern**
- Protect existing trees in Warden Hill and look to plant new trees in appropriate positions in open spaces, not near pavements – **2nd highest rated valued category and 2nd highest category that needs improving**
- Adequately maintain footpaths, green spaces, Brizen drainage ditches and hedges for access and security reasons.
- Adequately maintain Warden Hill flood defences as many houses were flooded in the floods of 2007 and again in 2016 - – **4th rated concern regarding development**

Transport:

- Reduce traffic congestion on main roads into/out of Warden Hill – **top scoring concern**
- Promote environmentally friendly transport policies – **top scoring concern traffic congestion/pollution**
- Reduce speeding in residential areas – **48% favour 20mph speed limit**
- Quality of roads, good maintenance to reduce risk of potholes forming – **29% deterred from cycling because of potholes**
- Improve pathways to reduce risk of people falling and encourage more people to walk – **16% deterred from walking into town**
- Improve cycling routes to encourage more people to cycle – **25% deterred from cycling**

- Regular bus service to access services eg town centre, railway station, hospital, Bath Road Shops etc – high scoring valued categories for Rail Services, Bath Road shops and Hospital

Local Economy:

- Encourage retail businesses to maintain presence in community – **Salisbury Avenue shops second highest scored valued category**

Community:

- Ensure hospital facilities are maintained in Cheltenham and are easy accessible from Warden Hill – **highest scoring feature that needs improving**
- Provide and maintain sufficient community and leisure facilities, URC, St Christopher's and Brizen halls are used to capacity and often bookings are turned away – [Ref 2] Best thing about Warden Hill, friendly neighbours and Facilities/amenities
- Ensure GP surgery services are easily accessible with possibility of drop-in weekly clinic within Warden Hill - **21% problems getting care from GPs**
- Raise awareness of how to stay safe and keep house and property safe to reduce crime in the area – some concern shown for policing/crime and high score for valued category of relatively low crime
- Maintain primary school within Warden Hill and actively ensure local secondary school places are available. (not much data to back these, very low response from households with children)
- Provide good quality childcare, day nursery and pre-school – **2% problem getting nursery places**
- Involve local people in an ongoing basis in the process of plan-making, monitoring and delivery of development

References:

[1] Office for National Statistics – 2011 Census

[2] Cheltenham Partnership - Connecting Warden Hill survey 2014

[3] Warden Hill residents' responses to LWWHPC Neighbourhood Plan Public Consultation July 2015

Appendix 1

Connecting Warden Hill

Background

We are very fortunate to live at a time when life expectancy is increasing. Many people are living longer and are fortunate to be in good health. However, at the same time there is an increase in people living alone with an increased risk of becoming isolated.

In recognition of this, In 2013 Cheltenham Partnership agreed one of the priorities for its new action plan was to set up a task and finish group to undertake a mapping exercise to understand where older people might be living alone, and where the clubs and activities geared towards older people are. There was also a commitment to undertake some survey work to ascertain the views of older people on loneliness and isolation.

The work of the Task and Finish Group

The task and finish group decided to focus their work on one ward to start with. If the work was effective then the project could be rolled out to other wards in Cheltenham. The ward that the task and finish group decided to start with was Warden Hill. Warden Hill was chosen because of its high proportion of over 75 year olds.

Research was undertaken to find out what activities were available in the area suitable for 50+ year olds. The group was looking at 50+ because they felt that the group could try and reduce people's chances of becoming isolated and lonely later on in life plus to help the transition period into retirement.

A booklet was produced in order to highlight the wide range of activities, clubs and societies discovered in Warden Hill. The booklet gave the opportunity for residents of Warden Hill to become more connected to what's going on in the area and to create social links within their community in order to reduce their risk of loneliness and isolation in later life.

Within the booklet there was a questionnaire, which aimed to gain information in order to connect residents, as well as to seek information about other community activities that are not already in this booklet.

The booklet was distributed here:

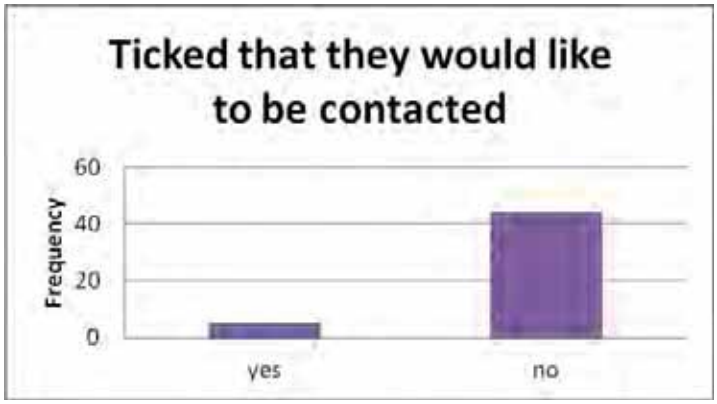
To give residents an incentive, everyone who returned a completed questionnaire were put into a prize draw for the chance to win a hamper donated by The Church in Warden Hill.

The questionnaire could be returned via Freepost delivery to the Municipal Offices using the enclosed envelope. There were also extra copies of the questionnaire plus boxes for questionnaires to be popped into at St Christopher's Church.

Cheltenham Partnership would like to create a follow up booklet and/or an event to celebrate positive results from the questionnaire as well as inform the community of any other community activities.

Survey Results

55 Warden Hill residents participated in the questionnaire survey. This gives a 6% return rate as the booklet was delivered to approx. 850 houses.



Out of the 55 people who took part in the questionnaire survey, 6 residents ticked the box to say yes they would like to be contacted in order to be connected to other residents in the area.

The table below shows what interests and skills the 5 residents would like to learn/share locally

Code name	Age category	Gender	What would help you participate more in your community?	Interests you would like to share locally	Things like to learn locally
A	71-80	Male	local activities/events/meetings to my interests	organisational skills - but on too many committees	
B	71-80	Female	Knowing what is on	sewing, patchwork	sewing
C	Under 50	Female	evenings after 7pm	sugar craft, baking, interviewing, human resources	Like to keep pub, dog share programme, take dogs for walks, visit elderly
D	71-80	Female	To know what's available in the day time		**social club**, gentle exercise, singing for pleasure sitting down
E	51-60	Male	More local groups - am interested in starting one	local history, photography	social club

F	51-60	Female	More evening events/clubs	Gardening, listening skills	Volunteering and **social club**

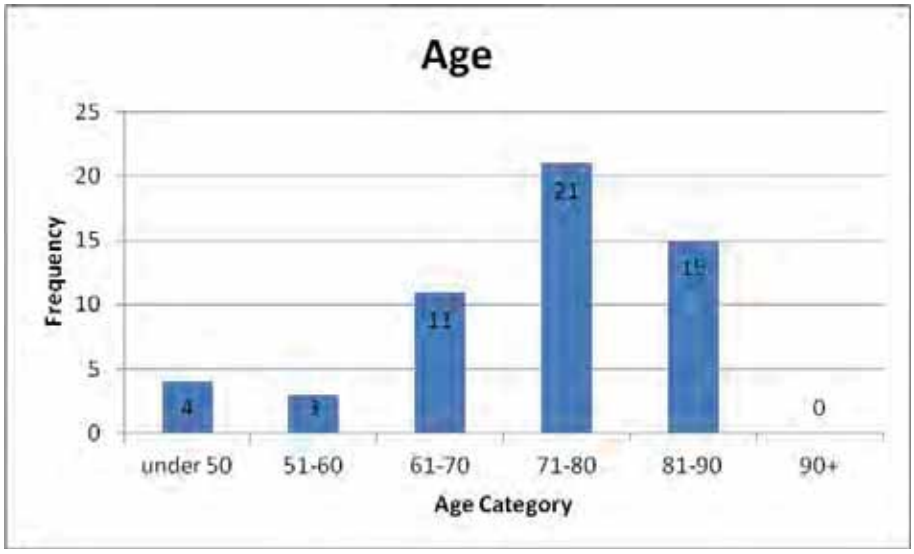
The dog share programme would be a project which the task and finish group could support person C to set up. This programme could help those older residents who have a dog but can no longer take it out for long walks.

The need for a social club was mentioned by many of the 54 respondents. Person E wrote in his survey that he would be interested in setting up a social club in Warden Hill. This is another project which the task and finish group could help support.

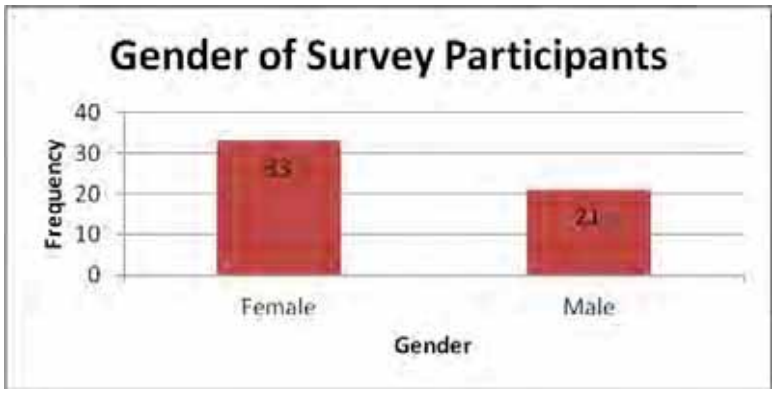
What is the best thing about Warden Hill?

This wordle demonstrates the most popular responses from this question. The bigger the word, the more times it was used.

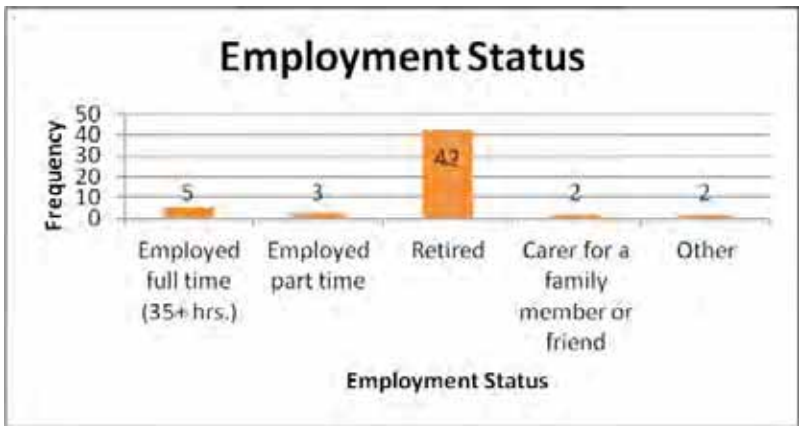
Many people mentioned more than one thing in their response. The most used response was “Friendly Neighbours”, 47% of the participants said that Friendly Neighbours was one of the best things about Warden Hill. The second most popular response with 37% was facilities/amenities. These positive words should be celebrated in Warden Hill.



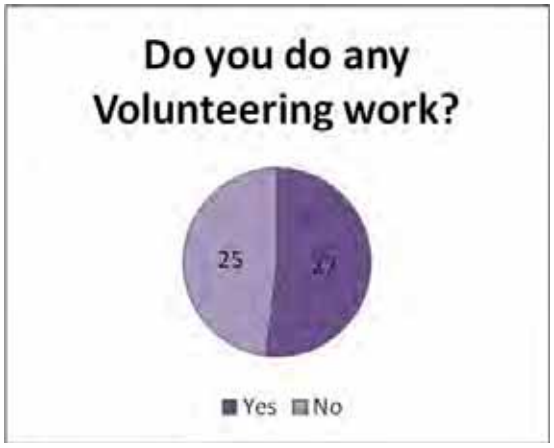
67% of those who completed the survey were 71+ and 93% of the participants were over the target age of 50+.



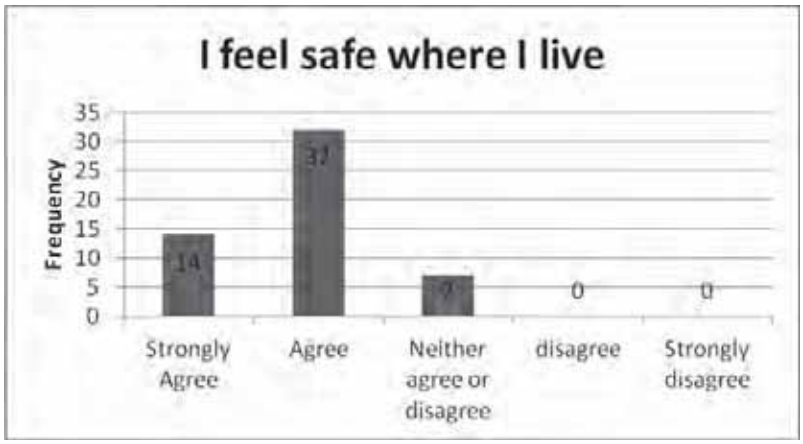
61% of the participants were female and 39% were male.



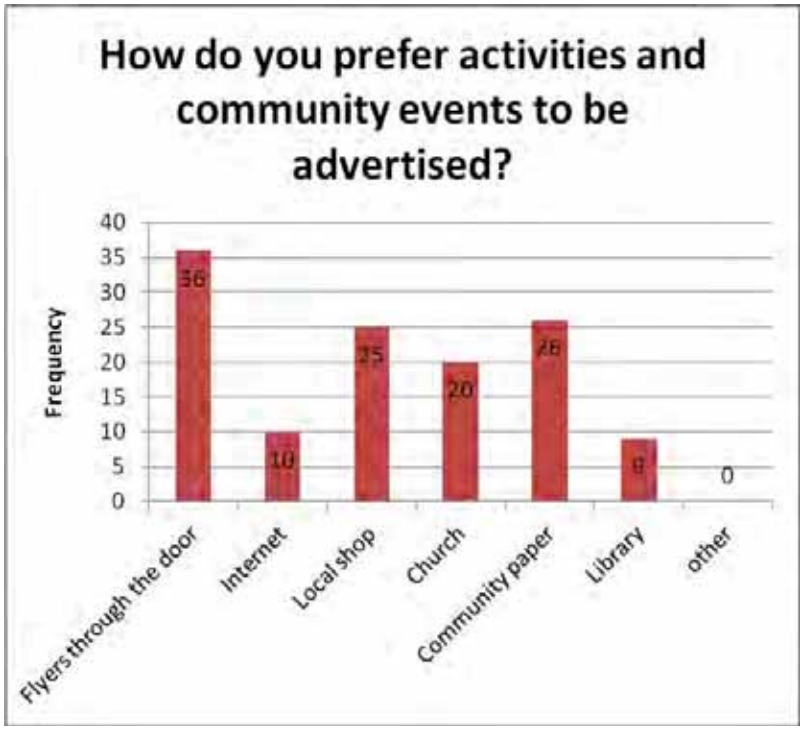
Most (78%) of the participants were retired.



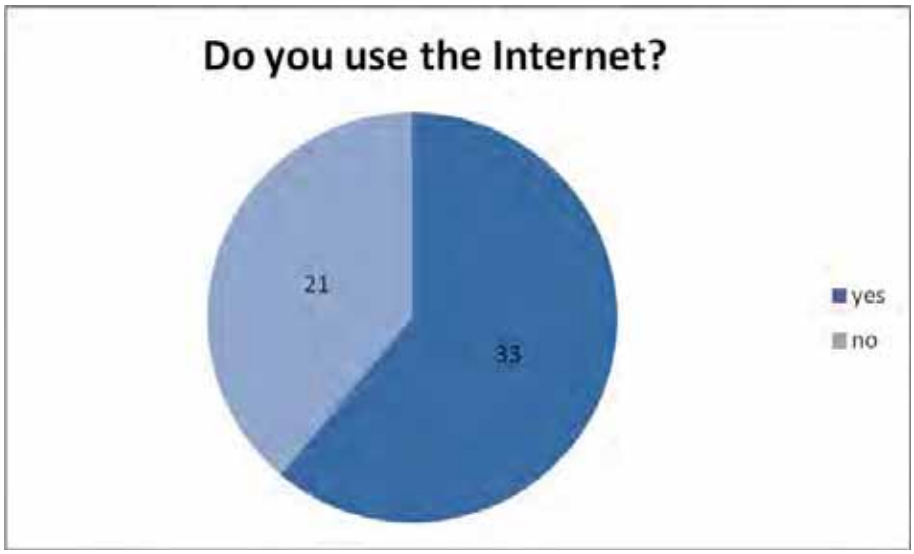
Just over 50% of the participants volunteer.



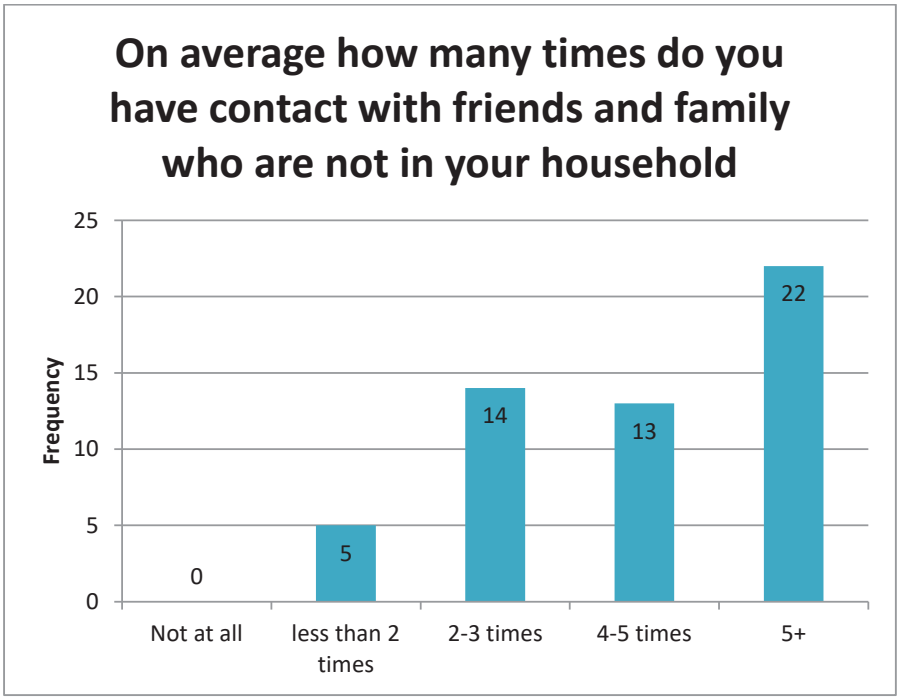
85% of the participants strongly agreed or agreed that they feel safe where they live. No participants disagreed with the statement.



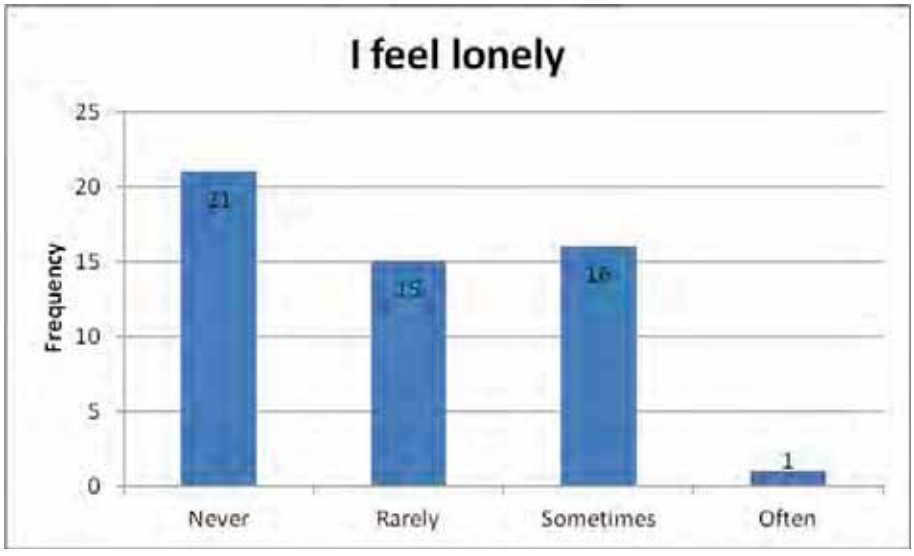
67% of the participants said that they would like activities and community events to be advertised to them via flyers through the door. 47% of the participants said that they would like advertisement of activities and community events through both local shops and in a community paper.



61% of the participants asked used the internet at home. There were a few who use it on their phones and at work.



All participants have contact with friends and family at least once a week. Although, 35% have contact less than four times a week.



This graph mirrors the previous graph. Where 31% of participants asked sometimes, to often, feel lonely. This can be demonstrated by the cross analysis below. As you would expect the individuals who see friends and family regularly are less likely to feel lonely.

	I feel Lonely				
On average how many times do you have contact with friends and family who are not in your household, per week?		**Never**	**Rarely**	**Sometimes**	**Often**
	Less than 2	1	2	2	1
	2-3	4	2	8	0
	4-5	5	5	3	0
	5+	11	6	3	0

Cross analysis of I feel Lonely against contact with friends and family.

What would help you to participate more in your community?

This wordle demonstrates the most popular responses from this question. The bigger the word, the more times it was used.

The three main answers given were More Time, Advertisement and Improved Health. Many respondents said how useful the booklet was and how there were many groups they were unaware of. Many of which said they will now try some of these groups out.

What would you like to learn/do locally?

This wordle demonstrates the most popular responses from this question. The bigger the word, the more times it was used.

The most popular response was the need for both a social club and a book club. This is something the task and finish group could support residents in setting up.

What would interests (skills) would you like to share locally?

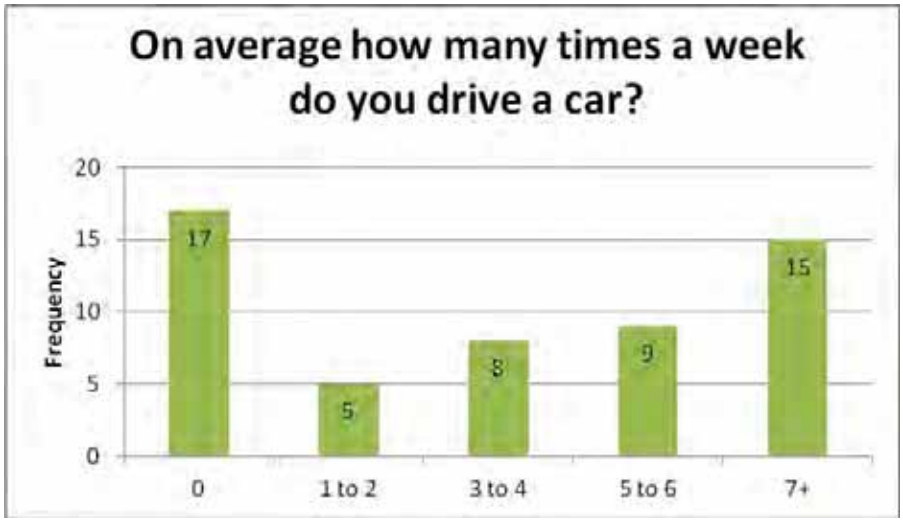
This wordle demonstrates the most popular responses from this question. The bigger the word, the more times it was used.

The three most popular interests were Gardening, Listening and Knitting.

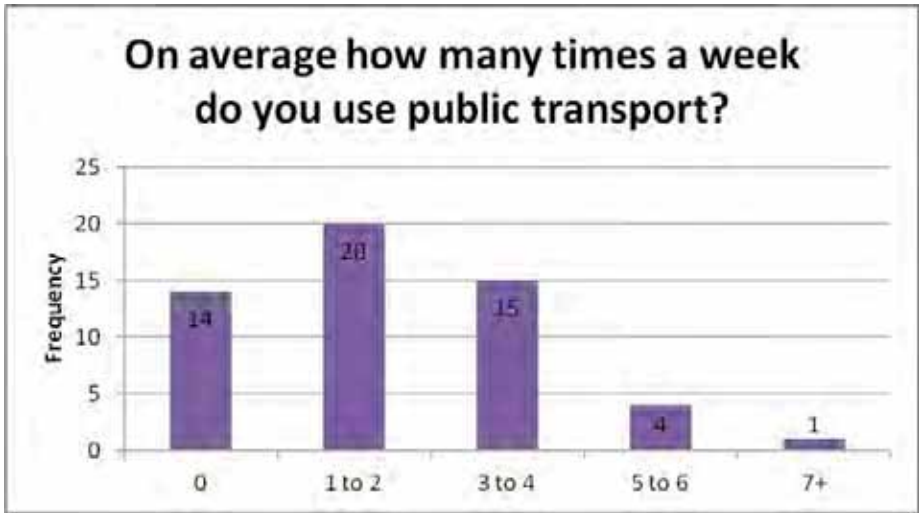
The booklet advertised both Warden Hill in Bloom and St Christopher's Gardening Club. Those with an interest of Gardening are now aware of these two opportunities.

With regards to knitting and gardening this is something we could look at supporting residents to do.

The listening would come hand in hand with joining a group. Plus there may be a need to advertise volunteering opportunities such as befriending and Samaritans.



31% of the respondents do not drive; of those who do drive, the majority (41%) use their car 7+ times a week.



74% of the respondents use public transport. However, public transport is not used as frequently with 50% of those who use public transport using it only 1-2 times a week.

	On average how many times a week do you use public transport?					
On average how many times a week do you drive a car?		**0**	**1-2**	**3-4**	**5-6**	**7+**
	0	3	6	4	3	1
	1-2	1	2	2	0	0
	3-4	1	4	3	0	0
	5-6	1	3	5	0	0
	7+	7	6	1	1	0

Cross analysis of average times respondent drives a week against average times respondent uses public transport.

There were three people who do not drive or travel by public transport. This would suggest that these people are at high risk of becoming isolated and lonely.

One of the residents commented saying that he does have a scooter, this would correlate with him ticking that he "never" gets lonely. However, the other two respondents ticked that they rarely/sometimes get lonely.

Furthermore, those who can drive tend to go out more than those who only use public transport. This can be demonstrated in the first column and the first row across. 70% of those who only drive get out 7+ times a week, compared to 1% of those who only use public transport getting out of Warden Hill 7+ times a week.

Findings from the survey

31% of the respondents get lonely sometimes-often. Advertisement of activities and improved health would help older people in Warden Hill to participate more in their community. Activities are preferred to be advertised through flyers through the door, in local shops or in a local community paper. The most wanted community activity is a social club and/or a book club. The three most popular interests are; gardening, knitting and listening. Most people get out at least once a week. However, those who do not drive do not tend to go outside Warden Hill as much as those who only use public transport.

Next steps: Older people task and finish group to meet to discuss results. In particular to discuss how we can support the dog share programme and the setting up of a social club.

Appendix 2

Results from Questionnaires from a Warden Hill view

649 forms returned in total.
There are 143 forms from Warden Hill, 22% of the returns. 118 are definitely from Warden Hill residents and the remaining 25 are probably from Warden Hill based on their answers. They were separated into two groups in the questionnaire analysis so the results for each question are shown as Warden Hill, Prob Warden Hill and 'All' for comparison.
Group 2 – Warden Hill (118 forms)
Group 9 – probably Warden Hill (25 forms)

Q1 Please say how many people there are in your household.

Family members: Adults … Secondary school … Primary … Under 5's … / Adults sharing ……

How many bedrooms do you have? ..... How many more, if any, would you like in the near future?.....

	Warden Hill	Prob Warden Hill	All
Number of households	118	25	645
Single parent households	5	0	10
Children in single parent households	8	0	16
Two parent households	18	1	111
Children in two parent households	32	4	233
Single households with no children	36	8	150
Families with 2 adults and no children	49	10	281
Families with 3 or more adults, no children	4	2	53
Families with 3 or more adults and children	1	2	14
Non-family households with adults sharing	2	1	9
No information given	3	1	17
Number of adult family members	199	44	1195
Number of adults sharing (non-family)	6	2	26
Children of secondary school age	14	3	72
Children of primary school age	11	2	101
Under 5's	6	1	76
Total residents	236	52	1470
Average household size	2.05	2.17	2.34
Households giving information on bedrooms	106	20	578
Number of bedrooms	287	55	1826
Average number of bedrooms per household	2.71	2.75	3.16
Average occupancy (residents per bedroom)	0.76	0.84	0.80
Households needing one more bedrooms	10	0	28
Households needing two more bedrooms	0	0	2

Q2 Are you concerned about:	No	Yes	Very	Extremely
(a) Housing and development	☐	☐	☐	☐
(b) Traffic congestion / pollution	☐	☐	☐	☐
(c) Green open space	☐	☐	☐	☐
(d) Schooling	☐	☐	☐	☐
(e) Safe cycling and walking	☐	☐	☐	☐
(f) Employment / local economy	☐	☐	☐	☐
(g) Health and social services	☐	☐	☐	☐
(h) Policing / Crime	☐	☐	☐	☐
(i) Strong community	☐	☐	☐	☐
(j) Other issues	☐	☐	☐	☐

Average number of ticks given for each concern			
	Warden Hill	Prob Warden Hill	All
Housing and development	1.84	1.88	2.14
Traffic congestion / pollution	1.97	1.92	2.35
Green open space	1.95	2.04	2.32
Schooling	0.87	1.08	1.29
Safe cycling and walking	1.67	1.68	1.90
Employment / local economy	1.19	1.44	1.27
Health and social services	1.77	1.72	1.83
Pollcing / crime	1.58	1.72	1.59
Strong community	1.25	1.32	1.46
Other issues	0.33	0.60	0.39
Mean	1.57	1.64	1.79

Q3. What do you most value about living in Leckhampton / Warden Hill and in Cheltenham?

(Tick all that apply; double tick if very important; circle any that want improving/more of locally)

Town's beauty ☐ Its size ☐ Reputation ☐ Trees ☐ Flowers ☐ Architecture ☐ Parks ☐ Culture ☐
Festivals ☐ Entertainment ☐ Nightlife ☐ Restaurants ☐ Coffee bars ☐ Takeaways ☐ Pubs ☐
Town centre shops ☐ Bath Road shops ☐ Leckhampton Road shops ☐ Salisbury Avenue shops ☐
Post offices ☐ Bus services ☐ Rail services ☐ Coach services ☐ Car travel ☐ Relatively low crime ☐
Primary schools ☐ Secondary schools ☐ Private schools ☐ Pre-schools /nurseries ☐ Play areas ☐
Allotments ☐ Sports fields ☐ Sports clubs ☐ Other local clubs/societies ☐ Voluntary organisations ☐
Churches ☐ Village Hall ☐ Other community facilities ☐ Safe area ☐ Friendly caring community ☐
Amenities for young ☐ Amenities for retired ☐ Jobs ☐ Local employers ☐ Working environment ☐
Travel to work ☐ Leckhampton Hill ☐ Leckhampton Fields ☐ Weavers Field ☐ White Cross Green ☐
Cotswold AONB ☐ Care for locality / environment ☐ Cheltenham General Hospital ☐ Local history ☐

Other ☐(please specify) ……..……..……..

What does the local area lack? ……

	Average number of ticks for each feature			Number of circles for features that want improving/increasing		
	Warden Hill	Prob Warden Hill	All	Warden Hill	Prob Warden Hill	All
Town's beauty	0.7	0.9	0.92	0	0	2
Its size	0.6	0.6	0.68	0	0	0
Reputation	0.4	0.6	0.52	0	0	0
Trees	0.9	0.9	1.01	7	0	14
Flowers	0.8	0.8	0.82	3	0	5
Architecture	0.6	0.7	0.76	1	0	5
Parks	0.9	1.0	1.00	3	0	7
Culture	0.5	0.7	0.71	3	0	3
Festivals	0.6	0.6	0.73	0	0	0
Entertainment	0.4	0.5	0.40	1	0	1
Nightlife	0.1	0.1	0.06	0	0	1
Restaurants	0.4	0.6	0.58	0	0	1
Coffee bars	0.3	0.5	0.39	0	0	1
Takeaways	0.1	0.1	0.11	1	0	4
Pubs	0.3	0.5	0.33	1	0	3
Town centre shops	0.6	0.7	0.62	3	0	8
Bath Road shops	0.9	1.1	1.14	1	0	6
Leckhampton Road shops	0.3	0.5	0.61	1	0	4
Salisbury Avenue shops	0.9	1.1	0.39	0	0	6
Post offices	0.8	1.0	0.76	4	2	20
Rail services	0.9	0.9	0.76	3	0	27
Bus services	0.4	0.8	0.48	4	1	28
Coach services	0.3	0.4	0.29	0	0	4
Car travel	0.5	0.6	0.52	2	0	7
M5	0.5	0.5	0.46	1	0	7
A417	0.4	0.5	0.43	5	2	36
A40	0.4	0.5	0.39	2	0	13
Primary schools	0.3	0.4	0.45	1	0	8

Secondary schools	0.3	0.5	0.43	5	1	29
Private schools	0.0	0.0	0.10	0	0	0
Pre-schools / nurseries	0.2	0.2	0.20	0	0	1
Play areas	0.4	0.5	0.44	5	0	14
Allotments	0.3	0.4	0.43	3	0	5
Sports fields	0.4	0.4	0.51	3	0	5
Sports clubs	0.3	0.4	0.29	2	0	2
Other local clubs / societies	0.3	0.5	0.30	1	0	3
Voluntary organisations	0.3	0.6	0.32	1	0	2
Churches	0.4	0.4	0.43	0	0	1
Village Hall	0.3	0.5	0.50	4	0	5
Other community facilities	0.3	0.2	0.21	1	0	3
Safe areas	0.6	0.6	0.61	2	0	5
Friendly caring commuity	0.6	0.8	0.68	2	0	3
Amenities for young	0.4	0.6	0.42	3	1	13
Amenities for retired	0.5	0.8	0.48	2	1	11
Jobs	0.4	0.6	0.33	2	0	9
Local employers	0.3	0.5	0.30	2	0	8
Working environment	0.2	0.3	0.23	0	0	2
Travel to work	0.3	0.4	0.34	3	0	11
Leckhampton Hill	0.9	1.1	1.18	3	0	9
Leckhampton Fields	0.8	0.8	1.13	3	0	16
Weavers Field	0.6	0.9	0.63	2	0	4
White Cross Green	0.2	0.5	0.58	2	0	8
Cotswold AONB	0.6	0.8	0.87	3	1	8
Care for locality / environment	0.6	0.8	0.77	6	0	17
Cheltenham General Hospital	1.0	1.1	1.06	11	1	49
Local history	0.4	0.6	0.49	2	0	3
Relatively low crime	0.8	1.0	0.92	0	1	6
Other	0.1	0.0	0.05	0	0	0

Q4. What are your chief concerns over development in this area? *(double tick if very important)*

None ☐ More traffic / pollution ☐ Loss of local character ☐ More crime ☐ Lack of school places ☐
Social problems ☐ Flood risk ☐ Loss of green space ☐ Loss of views ☐ Demands on services ☐
Providing affordable/social housing ☐Supporting much larger old population ☐Other ☐ (please specify)

Average number of ticks for each concern			
	Warden Hill	**Prob Warden Hill**	**All**
None	0.0	0.0	0.0
More traffic / pollution	1.3	1.2	1.4
Loss of local character	0.8	0.8	1.0
More crime	0.5	0.6	0.5
Lack of school places	0.5	0.7	0.8
Social problems	0.4	0.7	0.4
Flood risk	0.8	0.8	0.8
Loss of green space	1.2	1.3	1.4
Loss of views	0.7	0.7	0.9
Demand on services	0.9	1.0	1.1
Providing affordable / social housing	0.4	0.4	0.3
Supporting much larger old population	0.5	0.6	0.4
Other	0.1	0.1	0.1
Number for forms	*118*	*25*	*649*

Q5 Housing and development

How much housing is needed in the area of Leckhampton and Warden Hill?

A lot more ☐ Some more ☐ No more ☐ Too much housing already ☐

How much more housing is needed in the area of Leckhampton and Warden Hill?			
	Warden Hill	**Prob Warden Hill**	**All**
A lot more	4%	4%	2%
Some more	27%	21%	28%
No more	50%	58%	54%
Too much housing already	19%	17%	17%
Number answering	114	24	608
Number of forms	118	25	649

Please answer the following questions *(double/triple tick any you feel strongly/very strongly about)*

Should planning for this area be used to ……

Answers compiled in 2 tables:

- Warden Hill results with All areas results
- Probably Warden Hill results with All areas results

Should Planning for this area be used to	Warden Hill								All areas					
No of forms: 118	**No**			**Yes**			**Not sure**	**No reply**						
Ticks	**1**	**2**	**3**	**1**	**2**	**3**			**No**	**Yes**	**Not sure**	**No**	**Yes**	**Not sure**
Attract new employers and provide for their employment	51	4	0	15	1	1	33	13	53%	17%	30%	60%	18%	22%
Ensure high traffic congestion does not damage the local economy	2	0	0	89	12	7	4	4	2%	95%	3%	2%	95%	3%
Give priority to housing for local people (if legally allowed in the future)	11	0	0	68	4	2	25	8	10%	68%	22%	11%	65%	24%
Reduce car use and traffic congestion	7	0	0	75	15	3	14	4	6%	83%	11%	5%	89%	6%
Provide homes that younger people could afford to buy/rent	5	0	0	78	6	3	17	9	4%	81%	15%	12%	68%	20%
Provide a balanced community of owned/rented/social housing	23	0	1	62	6	1	18	7	22%	63%	16%	23%	53%	24%
Encourage downsizing which would free up larger properties	32	0	0	40	5	0	32	9	29%	43%	29%	29%	40%	31%
Protect bungalows and other housing particularly suitable for older people	9	0	0	78	11	1	12	7	8%	82%	10%	9%	74%	17%
Encourage extensions / conversions to increase size of existing houses	15	3	0	52	1	1	37	9	17%	50%	33%	17%	56%	27%
Encourage conversions / in-filling to provide more homes	25	5	1	48	0	0	30	9	31%	43%	27%	28%	50%	23%
Favour high density housing to reduce prices and to save green space	48	9	3	16	0	0	34	8	57%	14%	29%	58%	15%	27%
Favour 2.5 or even 3-storey housing if cheaper and visually acceptable	35	5	3	41	1	2	26	5	40%	38%	21%	45%	33%	22%
Provide plenty of housing even at the cost of building on more green fields	79	16	12	2	0	2	3	4	93%	4%	2%	93%	3%	4%
Maximise affordable/social housing by building on more green fields	76	17	11	4	1	1	3	5	92%	6%	2%	93%	3%	4%
Provide lower density housing / larger gardens by using more green space	75	10	10	4	1	0	13	5	86%	4%	10%	84%	6%	10%
Conserve the Leckhampton Fields and AONB as much as possible	7	0	1	67	27	11	4	1	6%	91%	3%	4%	94%	1%
Provide amenity space / allotments, especially for high density housing	18	0	0	63	4	1	25	7	16%	62%	22%	14%	71%	15%
Encourage 'garden village' housing and layouts?	9	0	0	63	2	2	34	8	8%	62%	30%	9%	64%	27%
Provide plenty of local amenity space / safe roads for children	2	0	0	85	13	5	9	4	2%	91%	7%	2%	92%	6%
Provide sufficient parking space to avoid on-road parking	6	0	0	85	9	7	9	2	5%	88%	7%	4%	88%	8%
Beautify roads by encouraging more trees	8	0	0	77	12	5	13	3	6%	83%	10%	4%	86%	9%
Use housing/street layout to encourage strong community / neighbourliness	4	0	0	84	3	2	16	9	4%	82%	14%	3%	80%	17%
Use good amenity space and play areas to encourage stronger community	4	0	0	83	3	3	18	7	3%	81%	16%	2%	83%	14%
Encourage working from home and retirement housing to reduce peak traffic	7	0	0	58	2	1	43	7	6%	56%	38%	8%	63%	29%
Meet or exceed statutory requirements for reducing carbon emissions	3	0	0	72	15	3	21	4	2%	81%	17%	4%	87%	9%
Keep pollution in all areas within EU safe limits	5	0	0	84	12	7	10	0	4%	89%	8%	2%	93%	4%

Should Planning for this area be used to	Prob Warden Hill								All areas					
No of forms: 25	**No**			**Yes**			**Not sure**	**No reply**						
Ticks	**1**	**2**	**3**	**1**	**2**	**3**			**No**	**Yes**	**Not sure**	**No**	**Yes**	**Not sure**
Attract new employers and provide for their employment	9	1	0	7	0	0	4	4	49%	33%	19%	60%	18%	22%
Ensure high traffic congestion does not damage the local economy	0	0	0	19	3	1	1	1	0%	96%	4%	2%	95%	3%
Give priority to housing for local people (if legally allowed in the future)	1	0	0	16	1	1	4	2	4%	80%	16%	11%	65%	24%
Reduce car use and traffic congestion	2	0	0	12	1	2	4	4	9%	74%	17%	5%	89%	6%
Provide homes that younger people could afford to buy/rent	2	0	0	14	1	0	4	4	9%	72%	19%	12%	68%	20%
Provide a balanced community of owned/rented/social housing	3	0	0	11	1	0	4	6	15%	64%	21%	23%	53%	24%
Encourage downsizing which would free up larger properties	5	1	1	9	0	0	5	4	38%	40%	22%	29%	40%	31%
Protect bungalows and other housing particularly suitable for older people	2	0	0	18	1	0	1	3	9%	87%	4%	9%	74%	17%
Encourage extensions / conversions to increase size of existing houses	2	0	0	9	2	0	8	4	9%	55%	36%	17%	56%	27%
Encourage conversions / in-filling to provide more homes	4	1	0	11	1	0	5	3	24%	54%	22%	28%	50%	23%
Favour high density housing to reduce prices and to save green space	10	0	0	3	0	0	9	3	45%	14%	41%	58%	15%	27%
Favour 2.5 or even 3-storey housing if cheaper and visually acceptable	7	0	0	6	0	0	8	4	33%	29%	38%	45%	33%	22%
Provide plenty of housing even at the cost of building on more green fields	19	2	1	0	0	0	0	3	100%	0%	0%	93%	3%	4%
Maximise affordable/social housing by building on more green fields	17	2	1	1	0	0	2	2	88%	4%	8%	93%	3%	4%
Provide lower density housing / larger gardens by using more green space	17	2	1	2	0	0	1	2	88%	8%	4%	84%	6%	10%
Conserve the Leckhampton Fields and AONB as much as possible	1	0	0	18	4	2	0	0	3%	97%	0%	4%	94%	1%
Provide amenity space / allotments, especially for high density housing	4	1	0	14	0	0	2	4	26%	65%	9%	14%	71%	15%
Encourage 'garden village' housing and layouts?	4	1	0	12	2	0	2	4	24%	67%	9%	9%	64%	27%
Provide plenty of local amenity space / safe roads for children	1	0	0	14	3	0	3	4	4%	82%	13%	2%	92%	6%
Provide sufficient parking space to avoid on-road parking	1	0	0	15	3	1	3	2	4%	84%	12%	4%	88%	8%
Beautify roads by encouraging more trees	1	0	0	14	1	1	4	4	4%	78%	18%	4%	86%	9%
Use housing/street layout to encourage strong community / neighbourliness	2	0	0	14	2	0	3	4	9%	77%	14%	3%	80%	17%
Use good amenity space and play areas to encourage stronger community	2	0	0	15	0	0	3	5	10%	75%	15%	2%	83%	14%
Encourage working from home and retirement housing to reduce peak traffic	3	0	0	12	2	1	4	3	13%	71%	17%	8%	63%	29%

Meet or exceed statutory requirements for reducing carbon emissions	3	0	0	12	2	1	3	4	13%	74%	13%	4%	87%	9%
Keep pollution in all areas within EU safe limits	3	0	0	17	2	1	1	1	12%	85%	4%	2%	93%	4%

Q5 Housing and development (continued)

In your own experience, particularly if you have been looking **to move home or set up home**, what type of housing is in short supply? ***(please tick all the apply, double tick if shortage is severe)***

1 bed to rent ☐ 1 bed to buy ☐ 1-2 bed social/affordable ☐ 2 bed to rent ☐ 2 bed to buy ☐
3 bed to rent ☐ 3 bed to buy ☐ 3 bed social/affordable ☐ 4 bed to rent ☐ 24 bed to buy ☐
4 bed social/affordable ☐ 5 bed to rent ☐ 5 bed to buy ☐ 5 bed social/affordable ☐ Don't know ☐
Houses with medium/large gardens ☐ Houses with very large gardens ☐ Flat/house to share ☐

No Answers provided in spreadsheet

If you were at some time thinking of **moving/downsizing to a retirement property**, what features would be most important to you? ***(please tick all that apply, double tick any that are particularly important)***

Price ☐ Low maintenance ☐ Luxury ☐ New build ☐ Good services ☐ 1 bed ☐ 2 bed ☐ 3 bed ☐
Good sized rooms ☐ Light rooms ☐ Quiet ☐ Small garden ☐ Communal garden ☐ Good views ☐
Adjacent to countryside ☐ Available allotments ☐ Rural footpaths/wildlife nearby ☐ Good bus service ☐
Safe area ☐ Easy access to shops ☐ Good parking ☐ Sheltered housing ☐ Retirement village ☐
Garden village ☐ Care home ☐ Good older community ☐ Good mixed community with children ☐
Other ☐ (please specify) ……

If you were thinking of moving/downsizing to a retirement property what features would be important to you?	Warden Hill		Prob Warden Hill		All	
Ticks	1	2	1	2	1	2
Price	61	8	13	2	320	36
Low Maintenance	67	8	13	2	331	46
Luxury	8	0	3	0	60	3
New build	6	0	2	0	36	3
Good services	61	7	12	2	320	29
1 bed	13	0	4	0	34	0
2 bed	61	2	8	0	273	7
3 bed	12	1	1	1	96	8
Good sized rooms	66	3	13	0	340	25
Light rooms	76	2	14	0	368	25
Quiet	73	5	12	0	342	42
Small garden	63	2	12	0	297	17
Communal garden	18	0	3	0	98	2
Good views	45	2	11	0	252	18
Adjacent to countryside	40	3	11	0	242	26
Available allotments	14	0	3	1	85	6
Rural footpaths / wildlife nearby	49	4	10	1	260	34
Good bus service	72	13	15	1	363	64
Safe area	56	5	13	1	304	41
Easy access to shops	78	7	15	1	381	47
Good parking	47	8	12	0	311	31
Sheltered housing	3	5	7	0	81	8
Retirement village	14	0	2	1	87	3
Garden village	15	1	3	0	96	6
Care home	2	0	2	0	38	0
Good older community	21	0	4	1	106	8
Good mixed community with children	30	1	5	1	167	9
Other	6	0	1	0	32	0

Order of importance of features if downsizing (weighted average number of ticks given, weighting of double ticks = 1	**Warden Hill**	**Prob Warden Hill**	**All**	**Order of importance**	
No of forms:	**118**	**25**	**649**	All	WH
Good bus service	0.78	0.66	0.71	1	1
Easy access to shops	0.75	0.66	0.70	2	2
Quiet	0.68	0.48	0.62	4	3
Light rooms	0.67	0.56	0.62	3	4
Low Maintenance	0.67	0.64	0.62	5	5
Price	0.62	0.64	0.58	7	6
Good services	0.61	0.60	0.56	9	7
Good sized rooms	0.60	0.52	0.58	6	8
Small garden	0.56	0.48	0.50	11	9
2 bed	0.54	0.32	0.44	13	10
Safe area	0.54	0.58	0.56	8	11
Good parking	0.50	0.48	0.55	10	12
Rural footpaths / wildlife nearby	0.47	0.46	0.48	12	13
Good views	0.41	0.44	0.43	15	14
Adjacent to countryside	0.38	0.44	0.43	14	15
Good mixed community with children	0.27	0.26	0.28	16	16
Good older community	0.18	0.22	0.18	17	17
Communal garden	0.15	0.12	0.16	20	18
Garden village	0.14	0.12	0.16	19	19
Available allotments	0.12	0.18	0.14	21	20
Retirement village	0.12	0.14	0.14	23	21
3 bed	0.11	0.10	0.17	18	22
1 bed	0.11	0.16	0.05	27	23
Sheltered housing	0.09	0.28	0.14	22	24
Luxury	0.07	0.12	0.10	24	25
New build	0.05	0.08	0.06	25	26
Other	0.05	0.04	0.05	28	27
Care home	0.02	0.08	0.06	26	28

Q6. Traffic congestion and pollution

	No	Yes	Very	N/A
a. Are traffic levels in your road a serious problem?	☐	☐	☐	☐
b. Is parking difficult in your road?	☐	☐	☐	☐
c. Do you notice/smell traffic pollution in your road?	☐	☐	☐	☐
d. If you drive children to school, is traffic danger the reason?	☐	☐	☐	☐
e. Do bad pavements deter you from walking into town or to shops?	☐	☐	☐	☐
f. If you cycle a lot, do you find traffic is a serious danger?	☐	☐	☐	☐
g. Does traffic deter you from cycling?	☐	☐	☐	☐
h. Do potholes / bad roads deter your from cycling?	☐	☐	☐	☐
i. Would you favour 20 mph speed limits?	☐	☐	☐	☐

j. If cycling or walking, where (if any) are traffic/pavement hazards worst? ……..

……

k. What do you think would encourage greater use of buses rather than cars? ……

……

6. Problems of traffic congestion and pollution – Warden Hill																																	
a. Traffic levels				b. Parking				c. Pollution				d. Driving to school				e. Bad pavements				f. Cycling danger				g. Traffic and cycling				h. Roads and cycling				i. Favour 20 mph limit?			
n	y	v	na	n	y	v	na	n	y	v	na	n	y	v	na	n	y	v	na	n	y	v	na	n	y	v	na	n	y	v	na	n	y	v	na
Warden Hill																																	
74	24	17	0	70	28	13	4	71	30	7	4	11	4	1	91	73	19	12	6	12	29	16	50	32	29	10	36	19	34	18	37	35	57	17	3
63%	20%	14%	0%	59%	24%	11%	3%	60%	25%	6%	3%	9%	3%	1%	77%	62%	16%	10%	5%	10%	25%	14%	42%	27%	25%	8%	31%	16%	29%	15%	31%	30%	48%	14%	3%
Prob Warden Hill																																	
16	7	1	0	15	5	2	1	13	6	1	1	3	0	0	19	12	5	3	2	3	6	3	9	7	7	3	5	3	10	4	5	11	9	0	1
64%	28%	4%	0%	60%	20%	8%	4%	52%	24%	4%	4%	12%	0%	0%	76%	48%	20%	12%	8%	12%	24%	12%	36%	28%	28%	12%	20%	12%	40%	16%	20%	44%	36%	0%	4%
All																																	
312	147	116	13	326	163	88	29	353	175	47	17	64	41	19	437	381	141	36	30	52	162	90	261	146	202	65	169	114	205	105	162	218	291	54	11
50%	24%	19%	2%	52%	26%	14%	5%	56%	28%	8%	3%	10%	7%	3%	70%	61%	23%	6%	5%	8%	26%	14%	42%	23%	32%	10%	27%	18%	33%	17%	26%	35%	47%	9%	2%

Q7. Green open spaces

Comments would be very welcome on the report of the LGS public consultation or on any other green spaces in the area and their maintenance and protection. Please insert an additional A4 sheet.

No data in spreadsheet

8. Schools and childcare

Have you had problems getting places for a child at: ***(tick if yes, double tick if major problem)***

Childcare ☐ Nursery ☐ Pre-school ☐ Primary school ☐ Secondary school ☐ Baby-sitting ☐
Child-minding ☐ None ☐ N/A ☐ ? Comments ……..……

8. Problems over schools and childcare															
child-care		nursery		pre-school		primary school		secon-dary		baby-sitting		child-minding		None	N/A
1	2	1	2	1	2	1	2	1	2	1	2	1	2		
Warden Hill															
0	0	2	0	0	0	0	0	1	1	0	0	0	0	14	91
0%	0%	2%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	12%	77%
Prob Warden Hill															
0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	21
0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	84%
All															
2	0	11	1	1	1	30	6	19	16	2	0	5	1	52	423
0%	0%	2%	0%	0%	0%	5%	1%	3%	3%	0%	0%	1%	0%	8%	68%

Q9. Health and social services

Have you found any problems getting care for self or others? ***(tick if yes, double tick if major problem)***

GP ☐ Dentist ☐ A&E ☐ In patient ☐ Out patient ☐ Community nurses ☐ Social services ☐
Home care ☐ Residential care ☐ None ☐ Other ☐ ……

9. Healthcare and social services																			
GP		Dentist		A&E		In patient		Out patient		Comm. nurses		Social serv.		Home care		Resid. Care		None	Other
1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2		
Warden Hill																			
25	6	14	2	12	2	3	1	10	0	4	1	4	2	1	0	1	0	57	7
21%	5%	12%	2%	10%	2%	3%	1%	8%	0%	3%	1%	3%	2%	1%	0%	1%	0%	48%	6%
Prob Warden Hill																			
2	0	1	1	1	0	0	0	1	0	0	0	0	0	1	0	1	0	15	0
8%	0%	4%	4%	4%	0%	0%	0%	4%	0%	0%	0%	0%	0%	4%	0%	4%	0%	60%	0%
All																			
100	17	51	10	51	16	7	2	20	2	15	2	13	5	10	4	8	2	313	13
16%	3%	8%	2%	8%	3%	1%	0%	3%	0%	2%	0%	2%	1%	2%	1%	1%	0%	50%	2%

Q10. Strong community

a. Roughly how long have you lived at your present address? …… years.

b. Is neighbourliness: very good ☐ good ☐ fair ☐ poor ☐ ?

c. Do neighbours look out for each other on: crime ☐ care ☐ lifts ☐ shopping ☐ loneliness ☐ ?

d. Do you have any suggestions for amenities or initiatives/measures that could strengthen community?

……

10. Strong community									
Years at address	Neighbourliness				crime	care	lifts	shop-ping	lone-liness
	vg	g	f	p					
Warden Hill									
20.4	31	62	19	4	73	43	27	23	29
	26%	53%	16%	3%	62%	36%	23%	19%	25%
Prob Warden Hill									
21.75	7	8	9	1	16	9	6	6	6
	28%	32%	36%	4%	64%	36%	24%	24%	24%
All									
19	220	277	90	16	449	278	133	134	134
	35%	44%	14%	3%	72%	45%	21%	22%	22%

Appendix 3

Information from 2011 Census taken from Office for National Statistics

Age Structure – Warden Hill compared to Leckhampton and Cheltenham (non-Metropolitan District)

	WARDEN HILL		LECKHAMPTON		CHELTENHAM	
Total Population	5,468		5,275		115,732	
Age 0-4	280	5.1%	347	6.6%	6,486	5.6%
Age 5-9	283	5.2%	333	6.3%	5,689	4.9%
Age 10-15	366	6.7%	360	6.8%	7549	6.8%
Age 16-19	225	4.1%	188	4.5%	6,208	5.4%
Age 20-29	537	9.8%	375	7.1%	18,509	16%
Age 30 - 44	1,093	20%	1,121	21.3%	24,033	20.8%
Age 45 - 59	1,150	21%	1,117	21.2%	21,544	18.6%
Age 60 – 74	918	16.8%	842	15.9%	15,796	13.6%
Age 75 – 89	565	10.3%	524	10%	8,753	7.6%
Age 90 +	51	0.9%	68	1.3%	1,165	1.0%

Key Statistics

		WARDEN HILL	LECKHAMPTON	CHELTENHAM
	Measure			
Total Population	Count	5,468	5,275	115,732
Males	Count	2647	2550	56,512
Females	Count	2821	2725	59,220
Density (rate of people per hectare)	Rate	41.3	24.5	24.8
Number of households	Count	2,472	2,276	50,929
Households who owned accommodation outright	%	42.8	47.7	32.1
Households who owned accommodation with mortgage	%	38.2	37.7	32.4
Very Good Health	%	47.4	55.1	49.9
Good Health	%	36.5	31.5	34.3
Day to Day activities Limited a Lot	%	7.1	5.5	6.6
Economically Active: Employee Full Time	%	42.5	39.9	41.9
Economically Active: Employee Part-Time	%	16.0	15.3	13.4
Economically Active: Self-Employed	%	9.1	13.1	9.6
Economically Active: Unemployed	%	2.3	1.9	3.3

Appendix 5: Extracts from JCS Examiner's Reports relating to Leckhampton with Warden Hill

Introduction

Inspector Ord has reviewed the Cheltenham C6 strategic site under the EiP, her recommendations are informed by the three main environment reports covering the wider area which includes the TBC administered area of White Cross/SD2.

These are the JCS Natural Environment and Broad Locations series reports and relevant sections

- EBLO 106 JCS Landscape and Visual Sensitivity (Oct 2012), section 6, p14-17, extract [E1];
- ENAT 100 JCS Greenbelt Assessment (Final, Sept. 2011), sections (5.2.6), (5.4.5) and (7.3.8), and
- E104 JCS Halcrow Strategic Flood Risk Assessment level 2, (Final July 2012), reference site T10 (SD2), section 7

Inspector Ord has convened five sessions on Leckhampton and made three formal visits to the area including Leckhampton Hill. Additional common ground work was requested from the Parish Council on their NPPF Local Green Space application. Cheltenham completed the first public consultation on their local plan this summer, Local Green Space was included and CP107 is the designation given to a small Local Area of Play (LAP) which is on the TBC administered White Cross/SD2 area. This important green space amenity has not been given consideration by Tewkesbury Borough Council in granting planning permission ahead of the completion of the JCS and C6 Masterplanning, reference paras 112- 125 Leckhampton, the discussion on Local Green Space below.

Extracts from Inspector Ord's JCS Interim Report – South Cheltenham

6. The demographic OAHN for the Gloucestershire Housing Market Area has been assessed in accordance with the National Planning Policy Framework (NPPF) and the Planning Practice Guidance (PPG). This assessment uses the 2012-based population and household projections as the starting point, making adjustments based on appropriate assumptions and judgements to come to the demographic figure of 31,830 dwellings. The overall figure is then broken down into figures for the three districts resulting in demographic needs of 13,290 dwellings for Gloucester, 9,900 dwellings for Cheltenham and 8,640 dwellings for Tewkesbury. I accept the workings of this assessment and the resultant figures.

7. Nonetheless, taking account of updated economic evidence and the Councils' revised economic strategy for the JCS area, in my judgement, the full OAHN should be economically led to accommodate the proposed 39,500 jobs target. Given the uncertainties of economic forecasts, a broad-brush approach to assessment is appropriate. Therefore, taking the average number of required dwellings in the adjusted employment OAHN note6, with a range between 31,200 and 36,600, seems a reasonable approach. This results in an OAHN of 33,500 dwellings for the JCS area for the Plan period (2011-2031). 33,500 is, therefore, the OAHN for the JCS area.

23.For these reasons, there should be a policy uplift of 5% on 33,500 (1,675), making a total housing requirement of 35,175 dwellings. In order to boost significantly the supply of housing in accordance with national policy, this requirement should be expressed as a minimum figure. There is no justifiable reason to defer the provision of any of the housing requirement to the next Plan review and full provision should be made now within the JCS.

26.On the figures presented in the most recent trajectories only Tewkesbury could demonstrate a 5 year housing land supply using the Sedgefield method. Whilst the figures will change with the recommendations set out in this report, there is nonetheless a good argument for using the Liverpool method. In order to increase the chances of maintaining a 5 year housing land supply, particularly in the case of Cheltenham, I take the view that the Liverpool method is justified.

51.For the reasons set out in my Preliminary Findings, I take the view that the JCS spatial strategy, which focuses on urban extensions to Gloucester and Cheltenham, and strategic allocations at Tewkesbury, is generally sound. However, there should be greater emphasis on the development potential of the wider Tewkesbury Town urban area to reflect its sustainable location for housing and its planned employment growth.

55.As set out in my Preliminary Findings, due mainly to land constraints around Gloucester and Cheltenham and their inability to meet need outside the Green Belt, exceptional circumstances exist for the release of some Green Belt land for Gloucester's and Cheltenham's urban extensions. However, Tewkesbury does not have such land constraints and there are sustainable strategic sites available in the vicinity of the wider Tewkesbury Town area, which are outside the Green Belt and accord with the spatial strategy. These alternative sites could make a significant contribution to Tewkesbury's requirements and, if brought forward, would enable the urban extensions around Gloucester and Cheltenham to serve primarily the needs of those areas.

57.In order to meet the three authorities' housing requirements there needs to be a re–balancing of land supply towards Gloucester and Tewkesbury. Despite the land constraints around Gloucester, there are appropriate options available. I therefore recommend additional urban extensions around Gloucester to replace supply from Cheltenham's extensions and to meet Gloucester's housing requirements. I also recommend additional strategic allocations within the wider Tewkesbury Town area, outside the Green Belt, to meet Tewkesbury's requirements and to replace supply from Gloucester's and Cheltenham's extensions.

58.Subject to a small increase in District capacity, Cheltenham has sufficient

supply within its urban extensions to meet its requirements in full. Therefore, no additional allocations are recommended. However, a small release of Green Belt land is recommended adjacent to the north Cheltenham urban boundary to free up smaller sites for potential allocation in the Cheltenham District Plan.

63.In percentage terms 52% would be in Tewksbury, 26% would be around Cheltenham and 22% would be around Gloucester. If the additional 1,670 dwellings were to be allocated according to these percentages, Tewksbury would have an additional 868 dwellings totalling 9,508, Cheltenham an additional 434 totalling 10,334, and Gloucester an additional 367 totalling 13,657. Adding a further 5% would result in a requirement of 9,983 for Tewkesbury, 10,851 for Cheltenham, and 14,340 for Gloucester.

64.For the reasons set out in my Preliminary Findings65 I am minded to find that, with the exception of North Churchdown, the proposed strategic allocations are sound, subject to reductions in the extent of development at North West Cheltenham and Leckhampton. In reaching these conclusions, I have considered all additional evidence submitted subsequent to my Preliminary Findings.

Cheltenham

101. The housing requirement for Cheltenham is 10,851 dwellings, and the district capacity95 (excluding strategic allocations) is 4,827, leaving a residual requirement of 6,024 (10,851 – 4,827) dwellings.

102. The Cheltenham side of the North West Cheltenham allocation is proposed for 2,225 dwellings and the Tewkesbury side for 2,560, totalling 4,785. The Leckhampton allocation is proposed for 1,124 dwellings in the JCS but has since increased to 1,141, consisting of 764 dwellings on the Cheltenham side and 377 on the Tewksbury side. Taking this higher Leckhampton figure of 1,141, the total number of proposed dwellings amounts to 5,926 which, if accepted, would leave another 98 (6,024 – 5,926) dwellings to find.

103. I indicated in my Preliminary Findings, that I was minded to find both of these allocations sound, at least in part. This remains my view for North West Cheltenham, albeit with some reduction in housing numbers. With respect to Leckhampton, I take the view that the housing numbers should be substantially reduced, bringing it below the JCS threshold for strategic allocation within the JCS. I am therefore recommending its removal from the JCS. I shall now consider each proposed allocation in turn.

Leckhampton

112. In my Preliminary Findings I indicated that I was not minded to find the Tewksbury side of the Leckhampton allocation, West of Farm Lane, sound and that overall, built development should avoid areas of high landscape and visual sensitivity. Having considered additional evidence submitted since then, including Redrow's planning application documents relating to Land West of Farm Lane, I remain of this view.

113. Whilst the Cotswolds Conservation Board did not object to the West of Farm Lane planning application, the Board commented that the most suitable option for the land's future management and retention of character would be to leave it undeveloped as agricultural land. Although Natural England in their letter of August 2015 stated they did not wish to comment, deferring to the Conservation Board's knowledge of the location, they did raise significant concerns over the impact on the AONB in their earlier letter of November 2014.

114. I also note that the Council's Landscape Officer referred to stunning views from Leckhampton Hill from the Devils Chimney and Cotswold Way, which would be negatively impacted, bringing the perception of the southern edge of Cheltenham closer to the viewer with a greater mass of conurbation in view. In my judgement, development on the West of Farm Lane site is environmentally unsustainable mainly due to its impact on the setting of the Cotswold Hills AONB and the high landscape and visual sensitivity of the site.

115. Tewkesbury Borough Council has granted planning permission for the West of Farm Lane site and the developers are ready to proceed. Whilst it was suggested at the March hearing that this part of the allocation could be retained for pragmatic integration reasons, in my judgement, this is inappropriate. The permission is now being challenged by residents and a letter before claim has been issued. Consequently, the permission could be overturned. Given my finding of unsoundness and the uncertainty surrounding the site, I recommend that it be removed from the allocation and the urban extension boundaries be accordingly redrawn.

116. As the Tewkesbury side of the allocation was proposed for 377 dwellings, removing this site increases the number of remaining dwellings to find to 975 (598 + 377).

117. From my site visit observations, the adjacent land, East of Farm Lane, is also highly sensitive to development mainly due to its proximity to the AONB and stunning views into and out of the AONB. The various significant heritage assets in the south of the site add further interest and sensitivity, rendering this area unsuitable for built development on environmental sustainability grounds. Therefore, the area to the south of the allocation, coloured red for high landscape and visual sensitivity on

the Landscape and Visual Sensitivity plan113, should remain as green infrastructure.

118. Furthermore, the Urban Extensions Definition Study shows other areas of high landscape sensitivity114 scattered throughout the site. Additionally, there are important views from the A46 Shurdington Road across the site onto the Cotswolds Hills, the most spectacular being from the junction with Kidnappers Lane115.

119. Moreover, the site is crossed by an intricate network of footpaths over the fields, providing impressive views of the Hills from the site's own pleasant, rural environment. On landscape and visual grounds Natural England and the Conservation Board objected to the recently dismissed Bovis/Miller planning appeal for development of up to 650 dwellings on the Cheltenham side of this allocation116.

120. I note that the Cheltenham Assessment of land availability117 states "In general, a site is considered unsuitable where it is assessed as being of 'high' landscape sensitivity." On this basis, a large part of the site would be unsuitable for built development and, in my judgement, the extent of the proposed development should be significantly reduced.

121. Of further concern is the impact of traffic generation from the proposed allocation. The limited highway capacity on the surrounding roads has been highlighted in the evidence before me, and the issue has recently been examined in detail at the Bovis/Miller Homes inquiry. I have considered the Inspector's report on this appeal118 and particularly the sections on transport. Taking account of the Inspector's finding that the cumulative impact of the proposed development would be severe119, this strengthens my view that the extent of residential development at this location should be significantly reduced.

122. Whilst Stagecoach highlights issues with new bus services to the south of the site, it supports some development on the northern flank on public transport grounds. It indicates that an existing bus service could directly serve the northern part of the allocation and that a small diversion might be possible, bringing a larger proportion of the allocation within convenient reach of a bus stop.

123. Overall, in my judgement, a limited amount of development could be supported towards the north of the site where public transport is more accessible, subject to the avoidance of land of high landscape and visual sensitivity. Therefore, for reasons of landscape/visual amenity and highway impacts, I recommend that the Cheltenham part of the site be allocated for a modest level of built development in the order of 200 dwellings.

124. This remaining modest level of housing would not classify as an urban extension and, therefore, it would be more appropriate to allocate the site in the emerging Cheltenham Local Plan rather than in the JCS. It is, therefore, my recommendation that the Leckhampton urban extension be removed in its entirety from the JCS.

125. As the Cheltenham side of the allocation is proposed for 764 dwellings, lowering the capacity to 200 reduces the overall supply by 564, thereby increasing the number of remaining dwelling to find to 1,539 (975 + 564).

Overall conclusion

150. The removal of Leckhampton as a strategic allocation and the reduction of housing numbers at North West Cheltenham leaves Cheltenham with a need to find alternative housing capacity. The newly proposed strategic allocation of West Cheltenham will go part way to doing this, although a deficit still remains. In my judgement there is additional potential capacity in non-strategic Green Belt sites, which could significantly increase Cheltenham's district capacity and which could be allocated in the emerging Cheltenham Local Plan. Releasing these areas of Green Belt now within the JCS would facilitate these sites coming forward and contributing to Cheltenham's five year housing land supply. Following this approach should also enable Cheltenham's housing requirements for the Plan period to be met in full.

Local Green Space

174. As indicated in my Preliminary Findings, in my judgement, the case for Local Green Space designation within both the proposed North West Cheltenham and Leckhampton urban extensions has been made out166. However, as I am recommending the removal of Leckhampton as a strategic allocation, the Local Green Space designation can be made in either the emerging Cheltenham Local Plan or the forthcoming Neighbourhood Plan. Consequently, I no longer propose recommending indicative areas for Local Green Space in the JCS.

EXAM 146 - Inspector's Preliminary Findings on Green Belt Release Spatial Strategy and Strategic Allocations

EXTRACT FROM INSPECTOR ORD's PRELIMINARY JCS REPORT

Inspector Ord made two site visits to Leckhampton and knows the development history, the report is referenced to the JCS ENAT Environmental Reports. Inspector Ord raised some important points on the Leckhampton allocation and requested a small amount of additional work, this was **highlighted** in the original text; please see below, para's 56, 59 and 66.

7. Turning to none-GB allocations, I have reservations about parts of the Leckhampton site. The two allocations at Ashchurch, I find to be sound.

8. In terms of the designation of Local Green Space (LGS), I find that this is justified in principle at both the Leckhampton site and the North West Cheltenham site.

Leckhampton (A6)

47. The third non-GB allocation is at Leckhampton on the south western edge of Cheltenham, located partly in Cheltenham and partly in Tewksbury. It is proposed as an urban extension to Cheltenham, contributing 1,124 dwellings towards Cheltenham's housing supply41. The site lies reasonably close to Cheltenham town centre and is partly enclosed by existing development.

48. Although that part of the site which lies to the south-west of Farm Lane (within Tewkesbury Borough) was considered by the AMEC GB Assessment to have potential to be added to the GB42, the report stopped short of recommending its inclusion. The AERC GB Review of Cheltenham[43] found that the Cheltenham part of the site did not score highly against defined GB purposes.

49. The Strategic Allocations Report[44] and Landscape Report[45] indicate that its overall landscape sensitivity is high to medium, and that whilst the site lies generally within flood-zone 1, there are small areas which fall within flood-zone 2.

50. A section of the site's southern boundary lies adjacent to the AONB and some areas of the site are very sensitive to development. In the SA it 10 scored major negative against the landscape sustainability objective, meaning that it is assessed as having a problematical sustainability effect, with mitigation likely to be difficult and/or expensive[46]. It is the only strategic allocation to have scored a negative effect above minor against any objective.

51. The Landscape Report indicates that a large part of the allocation, (including land to the south west of Farm Lane) falls within the highest category of landscape and visual sensitivity. One of the key considerations in the Report is that the site has a *"very prominent landform and field pattern to the south adjacent to the AONB which is vulnerable to change and is considered a valuable landscape resource"* [47].

52. I have reservations about the soundness of developing that part of the proposed allocation which is highly sensitive and which, from my site visit, I noted to be in clear view from within the AONB and other public recreational areas.

53. A number of heritage assets also require careful consideration, including the moated site at Church Farm, the Rectory, Leckhampton Farmhouse and Barn, the Olde England Cottage, the Moat Cottage and Church Farm[48]. The Historic Environment Assessment states that *"there are major heritage concerns*

to development" due to the high contribution the area makes to the setting of designated buildings and the high potential for archaeological remains of medium regional significance[49]. Development should be avoided that could have a significant impact on these assets unless appropriate mitigation were demonstrated.

54. The section south west of Farm Lane, within Tewkesbury's boundaries, is an existing allocation within the Tewkesbury Borough Plan. However, the Inspector examining the Tewkesbury Borough Plan had reservations about developing this area and recommended its deletion as an allocation [50]. This recommendation was not taken forward by the Council.

55. Tewkesbury Borough Council has recently resolved to grant planning permission for 377 dwellings on the Farm Lane site51, despite objections from Cheltenham Borough Council [52] and seemingly without integrated master-planning for the whole site.

56. Whilst these dwellings are intended to contribute to Cheltenham's housing supply, it is unclear how this will work in practice, as there is no mechanism in place to achieve this at present and, as the main reason for the resolution seems to be Tewkesbury's lack of a five year housing supply. **The JCS authorities are invited to provide further explanation.**

57. I have reservations about developing this area of high landscape and visual sensitivity, adjacent to the AONB and GB. I understand that the application is now with the National Planning Unit following a request for a call in [53].

58. The Cheltenham part of the allocation is proposed for 764 dwellings with no employment land54. An outline planning application for residential development of up to 650 dwellings and a mixed use local centre is currently the subject of an appeal and a decision from the Secretary of State is pending. However, it is not known how this will be decided and my preliminary findings have not been influenced by this appeal. I understand that another application for additional development is expected [55].

59. In summary, balancing the harms and benefits of this site56, in my judgement some residential development is justified on the Cheltenham part of the site. Nonetheless, this should not be on those areas that have high landscape and visual sensitivity. With this proviso, I am minded to find that the Cheltenham part of the allocation is sound. **Submissions are invited from the JCS authorities only on what capacity is justified on this site in view of my comments.**

60. On the other hand, for reasons of landscape sensitivity, I am not minded to find the Tewkesbury part of the allocation sound. However, this finding may be overtaken by events, depending on the results of the call in request.

61. Leckhampton with Warden Hill Parish Council has proposed the designation of LGS within the strategic allocation. Both the Parish Council and the JCS authorities have requested that I make a finding on the soundness of such a designation [57]. Therefore, LGS designation should only be made on areas of this site which are inappropriate for development.

62. The NPPF states that local communities should be able to identify green areas of particular importance to them for designation through local or neighbourhood plans, which is consistent with the planning of sustainable development.

63. The criteria for designation, as set out in the NPPF58, are that the green space is in reasonably close proximity to the community it serves, it should be demonstrably special to the community and hold particular local significance, and it should be local in character and not be an extensive tract of land.

64. What is an extensive tract of land is largely a matter of judgement and will depend on the circumstances of each designation. However, I consider the original area put forward by the Parish Council, as referred to in the Local Green Space Study Report [59], to be too large (54 hectares) and to conflict in part with areas that are justified for development. Nonetheless, there is scope for designation within the allocation.

65. Turning to the merits of designation, the proposed LGS lies close to the local community, and is well supported by local people60. Following public consultation, a range of reasons was submitted in support of the designation. Amongst other things, these relate to the beauty and interest of views, the importance of the network of footpaths for dog walkers and others, opportunities for all year round exercise such as jogging, enjoyment of the historic buildings, hedgerows and trees, and the area's overall tranquillity [61].

66. In my judgement, the evidence suggests that the NPPF criteria are met and LGS designation is justified. **The JSC authorities are requested to consider indicative areas for LGS designation based on two scenarios:**
1) development not proceeding on the Farm Lane site;
2) development proceeding on the Farm Lane site. Further input from relevant developers and Leckhampton with Warden Hill Parish Council, limited to indicative areas, is invited at the forthcoming hearings. Detailed boundaries are best left for either the Cheltenham Borough Plan or the forthcoming Neighbourhood Plan.

REFERENCES
37 EXAM130, page 45
38 EBLO 102,October 2013, pages 91-94
39 EBLO 106, October 2012, pages 58-59
40 See Exam 87 for summary
41 EXAM 130, page 45
42 ENAT 100-AMEC Green Belt Assessment, September 2011, page 55, paragraph 7.3.8
43 EXAM 81, see Fig C: Ranked Scoring of Areas Against Green Belt Purposes
44 EBLO 102,October 2013, pages 72-74
45 EBLO 106, October 2012, pages 14-15
46 SAPR 100, page 100; SASUB 100, page 101
47 EBLO 106, October 2012, page 15
48 ENAT 107-Historic Environment Assessment, March 2014, page 75
49 ENAT 107, page 76, paragraphs 10.4.2 and 10.4.3
50 EXAM 144C, see particularly paragraphs 2.25.15 and 2.25.17
51 EXAM 127-Farm Lane Application; EXAM 144A Tewkesbury Borough Council planning committee minutes
52 EXAM 121A, Annex C
53 EXAM 144B
54 Councils' Matter 8 written statement, answer to question 137
55 JCS Statement Matter 8: Strategic Allocations, answer to question 148, page 30
56 See summary of benefits in EXAM 87

CHELTENHAM BOROUGH

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 5

OAKLEY

January 2017

Report compiled by GRCC, working in partnership with Oakley Neighbourhood Project and Oakley Regeneration Partnership

Chapter 5: Oakley

Report Context

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

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

> Part 1 of the report provides an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.
>
> Part 2 of the report contains 12 separate chapters, each devoted to one community, tracking their approach to the task and drawing out their conclusions, aspirations and priorities. Each chapter contains Appendices which provide fuller detail of a profile produced by the community and outputs from engagement activities they have conducted as part of this project and relevant previous activity.

This document forms Chapter 5 of Part 2 of the Cheltenham Engaging Communities Project Report and contains information about Oakley.

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 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.

The first stage was to review and consider a community profile that included desktop evidence from national and local data. 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 Appendix 1.

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 28th 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.

1. What is your opinion on the following in Oakley? (tick one per row)

	Very good	Good	Poor	N/a
Play facilities				
St Michael's Church and Cornerstone Centre				
Oakley Neighbourhood Project				
Whaddon Youth Centre				
Getting around Oakley by car				
Getting around on foot				
Getting around by bike				
Getting around if you're disabled				
Access to public transport				
Sports facilities				
Buildings - condition				
Buildings - design				
Open spaces				
Employment opportunities				
Access to shops and services				
Access to Health services				
Access to Police support				
Facilities for older people				
Facilities for families and young children				
Facilities for adults				
Other – please specify:				

2. What improvements would you suggest?

3. Please describe the characteristics (such as parking, design, garden provision, infrastructure) that you feel are important in any new development in Oakley or any area of Cheltenham.

4. What activities and groups would you like to see going on in this area?

5. How can we build a stronger community in our local area?

6. The Vision for our local area – please complete the following sentences:

a) In five years' time Oakley should be a place where….

b) In twenty years' time Oakley should be a place where….

7. What improvements are needed to our green spaces? (please name the green space)

Name: …….

Email Address: …….

Home address (Street): …….

Phone Number: …….

Thank you for completing our survey which was prepared by Oakley Neighbourhood Project

Following the closure of the Oakley Neighbourhood Project and bearing in mind the reduced capacity of the organisations to participate in the Cheltenham Engaging Communities project, GRCC facilitated a meeting of a sub group of the Oakley Regeneration Partnership to explore points that had been raised during the community consultation, previous consultations and findings from the community profile. The group used the information to draw out aspirations and key issues for the community.

Outputs from community engagement activities

A) Community consultation during the Oakley Fun Day

The following provides a summary of the key results and a full analysis report can be found in Appendix 2.

Question	Number of responses
What is your opinion of employment opportunities in Oakley?	32- good/v good 26- poor 13- no opinion
What is your opinion of access to police support?	36- good/ v good 23- poor 8 –no opinion
What is your opinion of Oakley Neighbourhood Project?	58- good/ v good 1 –poor

	11- no opinion
What is your opinion of access to sports facilities?	• 32- good/ v good • 23- poor • 12- no opinion
What is your opinion of open spaces?	• 50- good/ v good • 13 – poor • 8 – no opinion
What is your opinion of access to health services?	• 45- good/ v good • 18- poor • 4 – no opinion
What improvements would you suggest?	• Social activities / community- 11 comments • Parks / green spaces / play area- 9 comments • Pavements & roads- 9 comments
Please describe the characteristics that you feel are important in any new development in Oakley or any area of Cheltenham?	Roads, pavements & parking – 20 comments
How can we build a stronger community in our local area?	• Community events / activities – 13 comments • Meeting places – 7 comments

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.

B) Workshop to draw out aspirations

The community identified four key community aspects with associated aspirations and objectives which are summarised below. Additional points raised during the workshop session can be found in Appendix 3.

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 objectives 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 3; 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.

Appendix 4 contains link to previous consultations carried out by ONP and which are reflected in the workshop output as well as the community profile.

Appendix 1: Community Profile

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

Location

Oakley 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 nearby Cotswolds escarpment and is largely a residential area, comprising a mix of social and private housing.

People and Households

Data

Data about people and households in Cheltenham is gathered at a ward level, so for the purposes of this research, the ward of Oakley has been used. The population of the ward is approximately 5,765[1].

Key facts

Census data[2] for the area provides the following information:

- 48.7% of residents are male and around 51.3% are female
- There are 41.72 persons per hectare in Oakley ward, which means that it is in the top 10% most densely populated wards in the county.
- Nearly all data indicators for children and young people are in the highest 10%, which suggests that needs in this area are high. Indicators include aspects such as free school meals, emergency admissions and educational achievement.
- Many indicators that affect economy and enterprise of an area are ranked in the highest 10%. For example, the number of lone parents and the number of carers are both high.
- Crime indicators suggest that crime levels are fairly high, with numbers for violence, victims under 20 and arson all being in the highest 10% for the county. All crime indicators are in top 35% of levels across the county.
- Needs relating to healthy living and older people are closer to county averages, but mental health assessments, occupational therapy assessments and uptake of daycare services are all in the highest 35% of county levels.

Deprivation

A Lower Layer Super Output Area (LSOA) is a geographic area designed to improve the reporting of small area statistics in England and Wales. Each LSOA is graded based on where it falls in its score for multiple deprivation, across five divisions in the full range. Oakley is made up of four LSOAs. Of these, the two in the centre of the ward are in the highest quintile for deprivation while the other two are in the second-

[1] MAIDeN mid-2013 population estimates
[2] MAIDeN Neighbourhood Profiles

highest quintile. This demonstrates that the area features a fairly high level of multiple deprivation, with some households being very deprived.

Educational Achievement

The number of working-age residents of Oakley with no qualifications is high (35%) when compared to borough (17%), regional (21%) and national (22%) figures. This is balanced out by the much lower number of people with a degree-level qualification (19% in Oakley, compared to 36% Cheltenham-wide).

History and Heritage

- Oakley was documented as a good source of timber in medieval times, hence the name.
- The name 'Oakley' was adopted by a farm that once stood in the area.
- Some of the area was developed in the 19th century, once neighbouring Pittville became a popular destination for spa visitors
- The first housing developments in the Whaddon area started to be built in 1929.
- The Lynworth Farm Estate was built shortly after the Second World War, which is also when much of the other development in the ward occurred.
- GCHQ was situated just east of the ward boundary from 1951. In recent years, the site became increasingly inactive until finally being decommissioned in 2012.

There is no conservation area in the ward, but there are a small number of listed buildings in the area, including Cheltenham Cemetery and Crematorium and associated buildings.

Physical Character

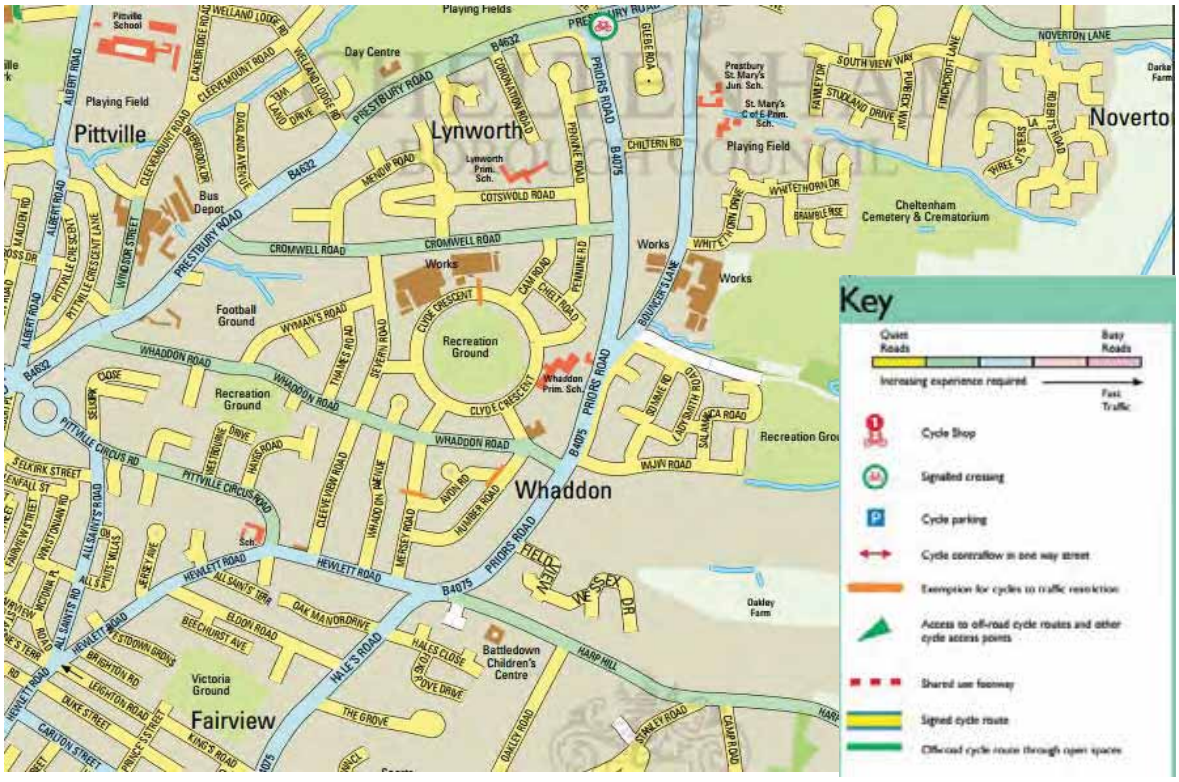
Much of the ward is residential, with most housing being built during the second half of the 20th century, aside from a few streets closest to Pittville. Many streets tend to be fairly uniform, owing to the larger-scale development that occurred rather than infill, but there is a variety of building styles, representing architecture from the 1920s through to very recent years.

Unlike the tight Victorian grids of more central Cheltenham areas, the street layout in the area is slightly looser, incorporating crescents, squares, courts, cul-de-sacs and curving road shapes. While much of the housing was built as social housing and therefore is fairly tightly packed, the road layouts allow for a slightly more spacious feel, as does the reasonable amount of greenery and open spaces, the most distinctive of which is the park in the centre of circular Clyde Crescent. The more modern nature of many of the houses means that nearly all homes have front gardens, which adds to the spaciousness, and abundant off-road parking takes the strain off on-street parking. Flats tend to be three- or four-storey, and set out in squares or within lawns, again giving a more spacious feel. One exception to this is the recent estate close to the former GCHQ site, which has incorporated regency elements of design and has situated buildings very close together with little green space.

Roads, Transport and Access

Roads

Several arterial roads run through the area: Priors Road runs roughly vertically through the ward and connects the A40 in the south to Prestbury and the Cotswolds. Prestbury Road runs along the north-western boundary of the ward, joining the town centre with Prestbury. Most other roads in the area provide access for residential populations, although some minor arterial roads connect small residential streets with main routes in and around town.



Cycle ways

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

Extract from Cheltenham and Tewkesbury cycle map
(http://www.cyclecheltenham.org.uk/docs/cyclemap.pdf)

Public Transport

Cheltenham Railway Station is roughly 48 minutes' walk, or 2.4 miles away (Google Maps). The bus station is a 1.3 mile or 27-minute walk from the heart of the ward (Clyde Crescent, GL52 5QY), but some buses do go through the area, such as the A (Lynworth – Cheltenham – Benhall – GCHQ), 606 (Cheltenham – Greet – Willersey) and V (Sainsbury's – Cheltenham – Cleevemount Estate).

Parking

The vast majority of houses in the area have an off-road parking option, meaning that on-road parking is relatively easy for visitors. There are no council car parks in the ward. Sainsburys superstore and industrial

units in the ward have their own car parks, meaning that employment parking is largely self-contained. Many houses have off-road parking, but parking spaces are more scarce for residents of flats and of the newer estate close to Sainsbury's.

Community Services and Facilities

Healthcare

There are no GP surgeries within the area, but Severnposts Surgery, on Prestbury Road, is just north of the ward boundary. The nearest dental surgery is Hewlett Road Dental Surgery in Fairview. There is one pharmacy in the ward, which is on Whaddon Road.

Libraries

The nearest libraries are in the town centre and in Prestbury.

Places of Worship

The area has five active places of worship: Akanishta Buddhist Centre (Whaddon Road), Harvest Field Church (Lynworth Hall), St Michaels Church (Whaddon Rd), St Marks Methodist Church (near the Crematorium), Evangelical Church (on Whaddon Road). All of them offer some degree of community engagement and activity.

Community Spaces and Facilities

There are three dedicated community centres in the area: Oakley Community Resource Centre (Clyde Crescent) and Parklands Community Centre (Wyman's Road). Cornerstones Café is a community centre where many different groups meet and it houses IT facilities and a launderette as well as a café.

Pubs can sometimes offer a community space. The ward contains two pubs: The Hewlett Arms (Harp Hill) and The Beehive (Bouncers Lane). It is not known whether either pub offers any community spaces.

There are two recycling banks in the ward, one in Sainsbury's car park and the other situated close to Whaddon Road football ground.

Recreation and Leisure

The ward is home to Cheltenham Town FC (Whaddon Road Football Ground). There are no other built sports facilities in the ward.

There are several playing fields in the ward, such as Whaddon Rec, Clyde Crescent and Prior's Sportsfield and all of these have sports pitches. The nearest swimming pool is Leisure @ Cheltenham on Tommy Taylor's Lane, which is 1.6 miles away, or 31 minutes' walk, from the heart of the neighbourhood area. There is a bowling club on Whaddon Road.

Green Spaces

There are a lot of green spaces in the area, some with designations and some without. Cheltenham Crematorium (accessed via Bouncers Lane) holds a Registered Parks and Gardens status. Important green spaces include Whaddon Recreation Ground, Clyde Crescent and the recreation ground at the end of Imjin

Road. Oakley Regeneration Partnership took part in the Local Green Spaces Study conducted in 2015, in partnership with GRCC and Cheltenham Borough Council, applying to designate (as local green space) Lynworth Green and Prior's Fields (decision pending at time of reporting). There are some allotments near to The Robins.

Educational Facilities

The area contains three primary schools:

- Berkhampstead School (independent) (Hewlett Road)
- The Ridge Academy (Clyde Crescent)
- Oakwood Primary School (Cotswold Road)

There is no secondary school in the ward, and the nearest is Pittville School (Albert Road), which is around 1.2 miles away, or a 24-minute walk.

The ward is home to several early years settings, including:

- Oakwood Children's Centre (Clyde Crescent)
- Berkhampstead Kindergarten (Hewlett Road)
- Battledown Children's Centre on southern edge of ward (Hewlett Road)

Economy

Employment

Oakley ward is mainly residential, so many residents are required to travel out of the area to get to work. However, the Sainsbury's superstore and Kohler Mira manufacturing centre offer some employment opportunities within the ward. Oakley is a medium-length bus ride away from central Cheltenham retail and administrative employment, with the town centre being around 1.5 miles away. Cheltenham Racecourse is also about 1.5 miles away, and its infrastructure provides some jobs that may be accessible to residents. GCHQ was a local employer but it has closed its offices in Oakley.

Income

The ward area is also a Middle Layer Super Output Area (MSOA), which is a small geographical area used to analyse average household income in England and Wales 2007–8. Oakley is known as Cheltenham 006, an area that had an average weekly income of £520 at that time. This is in the lowest quintile for income.

Retail and Services

The area close to the old GCHQ site is the largest retail centre in the ward with its large supermarket, a petrol station and nearby takeaways, but there are three smaller retail and service clusters in Oakley:

- Whaddon Road: pharmacy, takeaway, convenience store
- Lynworth Place: convenience store; fish and chip shop, florist, hairdresser
- Hewlett Road: Tesco Express, hairdresser, 3 takeaways, off-licence

Housing[3]

[3] All information in this section taken from the 2011 Census

Housing Tenure – proportions

Fewer houses in this area are owned outright than the national, regional or borough averages, and mortgaged properties are lower too, although there is not such a gap. Social rentals are very high (over three times more social rentals than Cheltenham's social rent proportion overall and over three times the national average). Private rental numbers are at only half the overall Cheltenham level.

Housing types[4]

Area	Owned outright %	Owned – mortgage or loan %	Shared Ownership %	Social – council %	Social – other %	Private Rental Landlord%	Private other %	Rent free %
Oakley	23.5	28.6	0.4	30.2	4.2	10	0.8	2.1
Cheltenham	32.1	32.4	0.7	8.0	4.2	20.1	1.3	1.1
Gloucestershire	35.5	33.9	0.8	5.9	7.0	13.8	1.6	1.4
South West	35.4	32.0	0.8	5.8	7.5	15.2	1.9	1.4
England	30.6	32.8	0.8	9.4	8.3	15.4	1.4	1.3

[4] Source NOS Census 2011

Appendix 2: Consultation – Oakley Community Survey (Summer 2016)

This report consists of an analysis of the 72 responses to the Oakley questionnaire received by GRCC. Respondents included people who completed the questionnaire during or after the Oakley Fun Day or those who visited the community centre.

Responses to open questions have been categorised by theme and a summary of the number of responses in each category provided followed by the comments themselves.

1. What is your opinion on the following in Oakley?

Respondents were asked to give a rating of 'Very good', 'Good', or 'Poor' (or indicate if it did not apply to them) on a variety of aspects of Oakley. The ratings are set out in the table below, along with the number of respondents to each part of the question. Please note that not every respondent gave a rating (or registered N/A) for every option.

	Very Good	Good	Poor	N/A
Play facilities	12	40	5	10
St Michael's Church and Cornerstone Centre	44	20	1	7
Oakley Neighbourhood Project	31	27	1	11
Whaddon Youth Centre	11	22	5	30
Getting around Oakley by car	14	40	4	13
Getting around on foot	26	36	4	4
Getting around by bike	14	30	8	15
Getting around if you're disabled	8	26	13	22
Access to public transport	24	32	7	7
Sports facilities	4	28	23	12
Buildings – condition	10	47	6	7
Buildings – design	10	42	6	12
Open spaces	20	30	13	8
Employment opportunities	9	23	26	13
Access to shops and services	24	41	3	2
Access to Health services	9	36	18	4
Access to Police support	11	25	23	8
Facilities for older people	10	33	14	13
Facilities for families and young children	19	28	13	12
Facilities for adults	14	29	14	10

An 'Other' option was included to allow respondents to add their own suggestions. Two additional responses were given:

- No public loos
- Toilets - good

2. What Improvements would you suggest?

51 of those taking part in the survey responded to this question, although some made more than one suggestion within their answer and three comments specified that the respondents had no suggestions.

These comments have been divided into themes as indicated in the table. Where more than one suggestion was made within a comment those suggestions have been divided and included in the relevant themes, giving a total of 75 suggestions. A selection of comments are included below. The full list of comments can be found in appendix 2a.

Theme	Number of comments
Social activities/community	11
Parks/green spaces/play area	9
Pavements and roads	9
Crime and safety	8
Other	7
Health services	6
Disabled access	6
Sports/fitness	5
Parking	5
Appearance and cleanliness	4
No suggestions	3
Public transport and traffic	2

A selection of comments

- Pavements and roads; public transport even if it's once per hour on the Priors Farm estate. No cycling or parking on pavements. Doctors or dentist surgery.
- More litter bins; litter wardens; responsibility for vandalism; no cycling on paths.
- Condition of roads and pavements to be improved. Better access for wheelchairs.
- More facilities in the local park.
- We could do with a better play area and better youth centre.
- The roads and pavements are in very poor condition, the parks amenities need improvement and police response time is poor.

- Lack of meeting places for adults – pubs closed – no sports facilities except football/bowls. Could do with a gym. With growing population here, could do with health centre. Skate park.
- 1. Stop filling in gaps of the open spaces; 2. Health service are good if GPs don't close (Prestbury Road); 3. Access to police support – Lynworth station closed and Cheltenham and poor 999 service; 4. Small business support/development – university 3rd age local opp?
- 1. Speed bumps on Severn Road/Whaddon Road – cars racing extremely fast danger to children and animals, elderly. Someone will get hurt. Please; 2. Pavements uneven, trip hazard, and cars on pavements; 3. More police on the beat especially at night during summer. Increase in antisocial behaviour on streets by shop/church late at night, young people getting drunk and disorderly.
- Improvements for getting around for disabled on the path and also where parked on the drop curbs. Cheltenham Borough Council need to think about health and safety of the public.

3. Please describe the characteristics (such as parking, design, garden provision, infrastructure) that you feel are important in any new development in Oakley or any area of Cheltenham

42 respondents provided an answer to this question. The answers have been divided into themes, with answers providing multiple suggestions being divided across the relevant themes, and a selection of comments included below the table. The full list of comments can be found in appendix 2a.

Theme	Number of comments
Roads, pavements and parking	20
Parks and open/green spaces	8
Other	8
Design	7
Garden provision	7
Cleanliness	3

A selection of comments

- More help tidying street
- The design of houses in the area are very good and all facilities are good especially the Cornerstone where we do our art group and other activities
- Adequate parking, pleasing design, green spaces, access to schools/healthcare
- More parking spaces on the road
- Too much litter at CTFC
- It's a difficult area to be more open for parking as there is already limited parking or access for everyone. But it's a pretty and developing area for room of any improvements. People are generally happy.

- Community minded design green open spaces
- Design elements to fit into existing characteristics
- Bigger houses and bigger gardens
- Roundabout on Whaddon Road – be nice to have wild flowers growing on there like in PE Way. Encourages wild life and bees etc. Don't ever get rid of any parks, this is so important to have plenty of space for sport and for children to play and dogs to go for walks.

4. What activities and groups would you like to see going on in this area?

43 respondents provided an answer to this question, several of whom made multiple suggestions for activities and groups. These have been divided by theme as appropriate, with some comments duplicated if they apply to multiple themes. Longer comments and those that do not fit into the various identified themes are included below.

Sports/fitness

- Swimming pool
- Dance classes suitable for adults e.g. salsa
- Running club/cycling club
- Exercise classes
- Sports throughout the year
- More sports in the 6 weeks
- Hockey
- Sport activities
- Sport for kids
- More football tournaments for kids
- More sports
- Physical activities for children
- Football activities for age 5 up
- Aerobics
- Running club
- Cycle club
- More sports activities young and teenage disabled people
- Exercise group/equipment for the elderly

Age-specific (children/young people)

- Sport for kids
- More football tournaments for kids and other activities
- Physical activities for children
- Football activities for age 5 up
- More sports activities young and teenage disabled people
- More arts and crafts, children and adults
- Youth clubs
- Computer clubs for kids
- More things for children
- Scouts
- Drama/sports etc for 5+
- More things for children
- Play groups
- More activities for children
- More fun activities for children during holidays
- More activities in school holidays
- More activities in school holidays

Age-specific (adults/older people)

- Dance classes suitable for adults e.g. salsa
- More arts and crafts, children and adults
- Keep classes for adults
- Older people activities
- Older people activities
- Exercise group/equipment for the elderly

Classes

- Dance classes suitable for adults e.g. salsa
- Cooking classes
- Keep classes for adults
- Taught art class
- French, Spanish conversation
- Bicycle maintenance
- Art classes (art/photography)

Arts/crafts/music

- More arts and crafts, children and adults
- Arts and crafts
- Choir
  Music groups/singing

All-age	Suitable for people with disabilities	Support groups
• Facilities suitable for all age groups • More meetings and get-togethers of all ages. Old and young in the same group • More things for every age group	• More sports activities young and teenage disabled people • More group activities for disabled people	• Support groups • Groups to help support people with mental health • Groups for people who find it hard to understand basic life needs

Comments

- Physical activities for children to get them off their ipads etc for the benefit of their future health
- Dentist, doctors surgery
- More group lunches
- We attend the Cornerstone on Thursday morning for art group and we look around the corner shop, which offer a lot of help and support for everyone
- None
- If they could have an early evening Bingo, joke or comedy leisure where people are not afraid to express or show what there made of
- Fun days and group activities
- Bingo + cinema at Cornerstones is etc. Do what is needed to encourage these
- Nature/wildlife
- Army and RAF groups in the area
- Men shed project
- Encourage children to respond and clean after themselves

5. How can we build a stronger community in our local area?

Answers were received from 35 respondents. These responses have been divided into themes, with responses providing more than one suggestion being divided between the themes as appropriate. Full comments by theme can be found in appendix 2a.

Theme	Number of responses	Selection of comments
Community events/activities	13	• With more community groups/gathering fetes, etc • More community days • Organise more events inviting all members of the community • More activities in the holidays
Communication	4	• More publicity • Need positive news articles. We're stuck with a bad reputation even though it's not as bad as what people say

Community involvement/partnerships	5	• By encouraging people to invite friends or encourage others who could do with someone open a door to join in on days like today, and not being stuck indoors • If everyone mixed more
Meeting places	7	• Support Cornerstones • Lack of meeting places is a problem • Have more community buildings
Safer community	3	• Strong presence of PCSOs/police working with local children. There is a strong community but if we are not careful children could fall into crime/antisocial behaviour
Other	5	• Keep trying – the uninterested individuals may not thank you but keep trying • Already strong

6. In five years' time Oakley should be a place where…

Answers were received from 38 respondents. A selection of comments are below, the complete list can be found in appendix 2a:

- Everybody feels welcome
- Community is strong
- People feel supported and valued
- People feel safe and there are more facilities e.g. based at the neighbourhood project/parks
- You feel safe and proud to live in (which I do already). There are many opportunities for young people to thrive and be the best they can be
- The name 'Whaddon' ceases to be a joke
- Children feel safe and can make lots of friends
- The services liaise regularly with each other

7. In twenty years' time Oakley should be a place where…

Answers were received from 35 respondents. A selection of comments are below, the full list of comments can be found in appendix 2a:

- Everyone is respected and valued
- People would want to live
- Everyone can feel safe and trust local friends, services and have the time when needed. Somewhere they can always go.
- No more potholes
- Kids can play out in front of the house

- People feel safe and have good communication between the authorities and local community
- A lot of people are in employment, children are being supported in education and do well at school. One can only hope the best

8. What improvements are needed to our green spaces?

Answers were received from 28 respondents. Most did not name a specific green space, instead responding in general terms. However, the following green spaces were referred to specifically:

Clyde Crescent – 4 comments

- C Crescent Whaddon better play area bigger
- Lockable gates in Clyde Crescent
- Lockable gates to Clyde Crescent to stop scooter riders
- Rubbish cleared glass etc… Clyde Crescent park

Old GCHQ/Priors Farm – 1 comment

- Some of the fields towards the old GCHQ (Priors Farm) are very overgrown if walking with small dog almost impossible to walk through.

Whaddon park – 1 comment

- Whaddon park could do with more for the kids to play in

Oakley park – 1 comment

- Oakley Park – more climbing frames even more allotments

The remaining comments have been divided by theme:

Cleanliness/safety

- Kids should not vandalise
- More parks and dog bins
- To encourage local community not leave rubbish or things broken and to help keep all green areas within park, surrounding safe for everyone
- Cleaned regular needles found
- More bins for less litter
- Pick up litter
- Community clean up, sharing skills

Facilities/equipment

- More fun things for the older kids
- More play equipment
- Park facilities catered for young children
- Exercise equipment for older residents

Plants/greenery

- More flowers
- Road blocks need to have more trees
- Flowers and park land

- More care taken to improve them. More planting and flowers
- Wild flowers
- Green spaces left community to enjoy not got building on

Other

- Can't comment
- N/A
- Dog restrictions
- Hopefully there will be green spaces left before the developers get hold of them
- There are a couple of cafes and the open spaces have more use made of them
- Community allotments to feed people who are not so well off/single families, etc/ elderly

Appendix 2a

Q2. Full comments – what improvements would you suggest?

Pavements and roads – 9 comments

- Pavements and roads
- No cycling or parking on pavements.
- No cycling on paths
- Condition of roads and pavements to be improved.
- Paving slabs levelled out
- Potholes are repaired!
- The roads and pavements are in very poor condition
- The pavements and potholes in roads
- Pavements uneven, trip hazard, and cars on pavements.

Parking – 5 comments

- Parking not great
- More car parking
- More parking
- No pavement parking
- Parking on streets

Public transport and traffic – 2 comments

- Public transport even if it's once per hour on the Priors Farm estate
- Speed bumps on Severn Road/Whaddon Road – cars racing extremely fast danger to children and animals, elderly. Someone will get hurt. Please.

Appearance and cleanliness – 4 comments

- More litter bins; litter wardens
- Maybe a general painting of public areas, bus stops, etc; more rubbish bins around the area
- Bushes in Clyde Crescent need to be pruned more often; more litter bins
- Litter/dog poo

Health services – 6 comments

- Doctors or dentist surgery
- Doctors surgery
- Health service are good if GPs don't close (Prestbury Road)
- Doctors/dentists surgeries which people (inc older ones) can walk to
- With growing population here, could do with health centre.
- Dr surgery

Crime and safety – 8 comments

- Responsibility for vandalism
- More police presence
- More visible police presence in area
- Access to police support – Lynworth station closed and Cheltenham and poor 999 service

- Police presence on foot more often
- Stop drug dealers
- Police response time is poor
- More police on the beat especially at night during summer. Increase in antisocial behaviour on streets by shop / church late at night, young people getting drunk and disorderly

Parks/green spaces/play area – 9 comments

- More places to walk dog
- More facilities in the local park
- Better play area
- More play equipment for older children in play area
- Better play area
- We could do with a better play area
- The parks amenities need improvement
- Oakley park/play field needs more climbing frames and things for children to play on.
- Bigger play area

Social activities/community – 11 comments

- More social activities in day time at Cornerstones
- More facilities and entertainment for older people. In common with most other Churches, the accent is on children. They should realise that older people often keep things going by volunteering and finance
- More for kids
- Just more encouragement for children's activities, learning
- Maybe some more groups for all ages
- More school holiday free activities. Community BBQ area
- More to do for kids in holidays
- More things for school ages 6+
- More for working families; more for children
- Lack of meeting places for adults – pubs closed
- Some pubs and social clubs + more places to socialise

Sports/fitness activities – 5 comments

- Sport facilities
- More chance for sports/running
- We need a place where you safely learn to ride a bike that is only for bikes
- Accessibility to do further wide range of sports or group fun and family together
- No sports facilities except football/bowls. Could do with a gym. Skate park

Disabled access – 6 comments

- More for disabled to get around. More drop curbs
- More for people older and disabled and people with illness
- More drop kerbs as got a m scooter
- Improvements for getting around for disabled on the path and also where parked on the drop curbs. Cheltenham Borough Council need to think about health and safety of the public

- Better access for wheelchairs
- Paving slabs levelled out – bad for wheelchair

Other – 7 comments

- We need a place where you safely learn to ride a bike that is only for bikes
- To be given more money to continue in your great service. To advertise more so more people will attend
- Stop filling in gaps of the open spaces
- Small business support/development – university 3rd age local opp?
- Better youth centre
- Employment opportunities and wider variety of shops
- Council should listen to people and what they say. Don't leave properties empty, i.e. the old school

No suggestions – 3 comments

- None
- I can't think of any
- None

Q3. Full comments - please describe the characteristics (such as parking, design, garden provision, infrastructure) that you feel are important in any new development in Oakley or any area of Cheltenham

Cleanliness – 3 comments

- More help tidying street
- A new wheel bin as I am disabled
- Too much litter at CTFC

Roads, pavements and parking – 20 comments

- Improve roads and pavements
- Better parking facilities
- Adequate parking
- Mostly have to park on roads
- Parking design
- More parking spaces on the road
- It's a difficult area to be more open for parking as there is already limited parking or access for everyone. But it's a pretty and developing area for room of any improvements. People are generally happy
- Road surfaces could be repaired ASAP. Off street parking poor.
- More place to park on the road.
- Too many cars parking on pavements.
- Parking in town low to no charge and more of it (killing the town)
- Not much parking around the Crescent and other areas
- Disabled access and parking centred towards young families
- Better parking required
- Parking
- Thames Road pavement needs fixing. Stop parking on pavements, children can't play on the pavement.

- Car parking. Cars always parked half on and half off of pavements
- Parking is dangerous on some roads – more towards town e.g. Hewlett Road, bottom of Prestbury Road. Ensure development includes adequate parking provision.
- Parking spaces by the flats.
- More parking, especially for disabled people

Garden provision – 7 comments

- Garden provision
- Pleasant gardens
- Decent size garden
- Nicer gardens
- Bigger gardens
- Bigger gardens
- Design and garden provisions is important

Parks and open/green spaces – 8 comments

- Pittville park is very good
- Plenty of open space
- Green spaces
- Open green space. Community BBQs.
- Parks, shops, cafes
- Green open spaces
- More trees on the streets
- Roundabout on Whaddon Road – be nice to have wild flowers growing on there like in PE Way. Encourages wildlife and bees etc. Don't every get rid of any parks, this is so important to have plenty of space for sport and for children to play and dogs to go for walks.

Design – 7 comments

- The design of houses in the area are very good.
- Pleasing design
- More 1 bed bungalows with gardens for people with pets
- Community minded design
- Design elements to fit into existing characteristics
- Bigger houses
- Housing for young single people

Other – 8 comments

- All facilities are good, especially the Cornerstone where we do our art group and other activities.
- Access to schools/healthcare.
- Better disabled facilities
- None
- Family, friendly. More community
- Health centre

- Not on Priors – the forgotten estate
- There should be more cash points around for people to access money

Q5. Full comments - How can we build a stronger community in our local area?

Meeting places – 7 comments

- Support Cornerstones
- Have more community buildings
- A lot more people using Cornerstones and Prodig Centre
- A lot more people using Cornerstones and Prodig Centre
- Community gardens
- Lack of meeting places is a problem
- Have more community buildings

Community events/activities – 13 comments

- More community based activities
- More activities in the holidays
- Have more activities in the holidays
- Organise fun things to do like today
- A lot more people getting together
- More local groups and activities involving everyone
- Children play groups
- With more community groups/gathering fetes, etc
- More community days
- Have more things going on in the community
- Organise more events inviting all members of the community.
- Have more community meetings
- By doing more groups, activities, etc to bring people together as a community

Communication – 4 comments

- Communication
- More publicity
- Need positive news articles. We're stuck with a bad reputation even though it's not as bad as what people say
- Going around talking asked communities what they like and open days on the estate showing the community what has been there estate can be more like a community

Community involvement/partnerships – 5 comments

- By more contact with the local community
- Involve everyone
- By encouraging people to invite friends or encourage others who could do with someone opening a door to join in on days like today, and not being stuck indoors
- Encourage people to join/come along
- If everyone mixed more

Safer community – 3 comments

- By having police on patrol more often
- For people to feel safe

- Strong presence of PCSOs/police working with local children. There is a strong community but if we are not careful children could fall into crime/antisocial behaviour.

Other – 5 comments

- More litter campaigns
- By seeing more people at church on a Sunday would be good
- Already strong
- Asset based community development
- Keep trying – the uninterested individuals may not thank you but keep trying

Q6. In five years' time Oakley should be a place where…

- Carry on being friendly place
- Awareness for disabled people and church
- We can all be happy together
- All ages meet and greet
- Community is strong
- All are/have time/place to enjoy sporting activities
- Everyone feels safe
- Families can play together and feel safe
- To continue for the next generation
- To be able to get around easier
- Families and community are not divided
- We feel safe and all areas are free from rubbish
- Everybody feels welcome
- No more potholes
- People feel safe and free from crime
- People to feel safe and happy
- We learn
- Children have plenty to do
- Children feel safe and can make lots of friends
- We love to live
- More trees are planted
- We are a strong community and where people feel safe
- My children will grow up happy
- People feel supported and valued
- It is clean, safe and fun
- Hopefully no crime etc
- Nicer place to live
- It should be a nice place to live
- The services liaise regularly with each other
- There is a doctors surgery
- There is better access to health services
- The name 'Whaddon' ceases to be a joke
- People feels safe and there are more facilities e.g. based at the neighbourhood project/parks

- People would like to live
- You feel safe, and proud to live in (which I do already). There are many opportunities for young people to thrive and be the best they can be.
- Families feel safe and healthy
- Community see council are friendly tell true communities and can really help not being fobbed off
- Children and families feel safe and welcome to come and go freely.

Q7. In twenty years' time Oakley should be a place where…

- Ongoing shop improvement and café
- The community gets together more
- Everyone wants to live
- Everyone is respected and valued
- People would want to live
- Community can all be friendly towards one another
- To continue
- There is more community buildings
- People can park along the road more easier
- Everyone can feel safe and trust local friends, services and have the time when needed. Somewhere they can always go
- Crime is less
- People feel happy to move here
- More trees and flowers
- No more potholes
- No more potholes and less traffic
- People to feel safe
- We learn more
- As above *(respondent answered previous question as "children have plenty to do")*
- People are happy and there will be no forms to fill in
- We love to live
- More bins
- Flowers can grow
- We are a strong community and where people feel safe
- There are support groups community feel
- Kids can play out the front of the house
- No drug dealers are about
- It should be a nice place to live
- People feel safe and have good communication between the authorities and local community
- Proud of
- There are more activities going on that are sustainable
- There is more to do in the area
- A lot of people are in employment, children are being supported in education and do well at school. One can only hope the best
- The residents can be proud of where they live

- I don't know
- It's safe and welcoming where everyone gets along as a community. Where people feel their children will be safe.

Appendix 3: Workshop Output

The meeting in, November 2016, of a sub group of the Oakley Regeneration Partnership to explore points that had been raised during the community consultation, previous consultations and findings from the community profile was organised and facilitated by GRCC. The following table contains more detail on the workshop's outputs.

Aspect	**Aspiration**	**How we know this**	**Other points raised (e.g. potential solutions/ reality check)**
Transport	**High level aspiration** Oakley will be a safe place to cycle and walk. **The achievement of this vision 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	(Ref: Community Survey) Lack of joining of cycle routes Parking issues identified, especially parking on pavements restricting access for pedestrians.	The roads and pavements are in very poor condition.
Built Environment	**Higher level aspiration** To achieve a balance between residential dwellings, community spaces and buildings for economic and social use **The achievement of this vision requires the following objectives to be met:** To fully utilise the existing assets available to the community to meet unmet needs in the local community.	Ref: Community Activities Survey 2012	Limited storage areas / space for residents. Cheltenham Borough Homes (CBH) own garage sites that could offer storage space. The Youth Centre – to use the building rather than let an asset lie dormant.
Cultural & Creational	**High level aspiration**	Strong link between community spaces and community cohesion where communities can build around	Oakwood School – importance of a local centre to provide sustainability and

	Aspire to ensure that buildings are kept and managed to envelop into the social community. **The achievement of this vision requires the following objectives to be met:** Improved Oakley based service provision from a health & well being perspective.	the spaces (Ref: Community Survey) Doctor's surgery located within community space (Ref: Community Activities Survey 2012) Need to additional sports activities (Ref: Oakley Wheeled Space Project – 2015)	community engagement. Youth Centre – flexibility of use rather than no use of the building.
Economy	**High level aspiration** Any new development to support the economic and social sustainability of the Oakley community. **The achievement of this vision requires the following objectives to be met:** To promote and encourage businesses to locate into the local area where there is development opportunities.	Loss of Premier Products company and employment opportunities	Cheltenham Football Club Development – Parklands area. Options to attract services / shops / businesses (gym / health centre) to both service the local community and offer employment opportunities.

Appendix 4: Previous and parallel consultations

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

- Oakley Wheeled Space Project – Clyde Crescent Park
    - Door to door consultation 2015
    - 161 residents were engaged through one-to-one conversations with 74 being in favour of the project and 5 against
    - Clyde Crescent chosen as a proposed site:
        - Central Location
        - Popular with young people
        - Large enough to accommodate ramps without disruption to other users or housing
- Community Activities Survey 2012
    - 70 participants
    - Six questions posed as part of the questionnaire
    - The following summary of top ranking results
        - What sort of training would you like?
            - Information Technology
        - What sort of health activities would you like?
            - Exercise classes
        - What sort of advice would you like?
            - Budgeting & Job Seeking
        - What sort of social activities would you like?
            - Sports
        - What sort of activities for children and young people would you like?
            - After school clubs
        - Is there anything else you would like to see in the community space?
            - Doctors
- Community Audit January 2017
  This audit was carried out by Cheltenham Borough Homes as reported in the OAkely Workshop notes January 2017
  CBH have now spoken to over 100 people - 11% of CBH tenant population via a phone survey.

  The key issues emerging are:

    - 77% people enjoy living in this area – there is a great deal of pride in the community.
    - 63% felt that there is a good range of housing
    - 63% felt that the resource centre is a good building

- 87% felt safe

- But, many people don't know what's going on
- There is a definite appetite for volunteering
- People want more training
- There are still some concerns about the level of anti-social behaviour in the local area.
- A higher proportion of respondents have some form of disability

- **Feedback from Oakley Residents Association Meeting 19th January 2017**
  Residents feel that there are particular issues with the following:

  A lack of visible police presence; some concerns that changes in policing structures has meant that PCSOs that had built up good links with the local community have been moved elsewhere. This means that people are less likely to come forward and share information with the police, meaning the police lose out on valuable community intelligence.

  A lack of universal youth work; meaning that the areas has seen an increase in ASB, plus some risks to more vulnerable young people.

  A risk around wellbeing, isolation and poor mental health; there is a need for residents to meet each other and engage, plus ongoing concerns about healthy eating and access to GPs

  An assessment of activities in the area by age has found only 5 sessions for 11-16s, and 8 sessions for 16+s.

- **Feedback from Festive Events**
  Residents had been given the opportunity to share any issues of concern in the Cheltenham Borough Homes Family Festive Event. The following were raised:

  Concerns:

  - Drugs
  - Speeding
  - parking

  Would like to see more:

  - Messy play
  - Bingo
  - Support for young children
  - More events
  - Trips
  - Keep fit
  - Reading and writing classes
  - Drop-in sessions for young mums to meet and chat to provide mutual support

  Many attendees had indicated that they would be happy to help out on providing activities.

CHELTENHAM BOROUGH COUNCIL

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 6

PITTVILLE

January 2017

Report compiled by GRCC, working in partnership with Pittville Neighbourhood Co-ordination Group

Chapter 6: Pittville

Report Context

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

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

> Part 1 of the report provides an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.
>
> Part 2 of the report contains 12 separate chapters, each devoted to one community, tracking their approach to the task and drawing out their conclusions, aspirations and priorities. Each chapter contains Appendices which provide fuller detail of a profile produced by the community and outputs from engagement activities they have conducted as part of this project and relevant previous activity.

This document forms Chapter 6 of Part 2 of the Cheltenham Engaging Communities Project Report and contains information about Pittville.

Introduction to Pittville

Pittville is a mature, residential suburban area to the north and north east of Cheltenham town centre. The area adjoins St Pauls 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 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 NCG used the framework headings and initial research to revise the Community Profile for Pittville and this can be found in 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 20th 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.

What are your priorities for Pittville? Category	**Number of responses**
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 Appendix 2.

B) Workshop outputs November 2016

Task 1: Pittville today - grouped responses

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 eg 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) eg sink holes which can affect roads and properties.
- Some facilities are not easily accessible to the public, eg 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 (eg 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 (eg 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

Task 2: Vision and aspects to address – grouped responses

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

Details of the workshop and individual 'table groups' discussions can be found in Appendix 3.

Appendix 1: Community Profile

This profile has been produced by Pittville Neighbourhood Co-ordination Group. GRCC provided a basic framework and some desk top researched data about the area as a starting point and the residents association reworked the section, using their local knowledge and perspectives. Any additional community commentary, giving a flavour of local feeling on topics is shown *in italics.*

Location

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

The Pittville Neighbourhood Coordination Group (NCG) covers the area bound by the Pittville ward boundaries to the North and West, and Clarence Square and Clarence Road to the South. Prestbury Road forms the Eastern boundary but the NCG takes in Pittville Circus, Selkirk Close and Selkirk Gardens.

Community Commentary: There is some overlap with neighbouring NCGs as communities tend to be determined by where residents feel they belong, rather than by lines on a map.

People and Households

Data

Data about people and household numbers in Cheltenham is gathered at polling district level, so for the purposes of this section only, the polling district LA has been used. At the August 2016 electoral register update, this comprised 3,045 voters in 1,743 households.

Community Commentary: If we assume that 10% of households do not register to vote that would suggest around 3,400 adults in 1,900 households.

Deprivation

Pittville ward is made up of four LSOAs (Lower Layer Super Output Areas). These are geographic areas designed to improve the reporting of small area statistics in England and Wales and are graded across five divisions based on scores for multiple deprivation factors. There are two LSOAs in the Pittville NCG area: the north west LSOA falls in the highest quintile and the north east LSOA falls into the second-highest quintile, which means that Pittville has low levels of deprivation.

Educational Achievement

According to the 2011 Census, working-age residents in Pittville ward are on average better qualified than the borough, regional and national averages, with 45% holding a degree-level qualification. (The England average is 27% and the Cheltenham average is 36%). There are fewer than average residents with no qualifications or with lower-level qualifications.

History and Heritage

In medieval times, the area now known as Pittville was recorded as being marshy land used for grazing. The development of housing in the area was the result of the plans of a lawyer named Joseph Pitt, later

MP for Cricklade, who saw an opportunity to open a new spa when numbers of visitors to and residents of Cheltenham experienced a 'boom' in the late eighteenth and early nineteenth centuries.

During the 1820s and 30s, a large private estate with gardens and a variety of houses was created. This development included Pittville Pump Room and its surrounding green spaces, walks and rides. From the mid 1820s, lots were created and sold for development. These lots were freehold but subject to a small rent for the upkeep of the roads and open spaces of the Estate. The Estate came into public ownership in 1890 when the large open space became Pittville Park, with the addition of land to the west of Evesham Road.

By end of the nineteenth century, further development had occurred in the north and east of the ward area. The area north of Pittville Park also saw the development of post-war housing, including Albermarle Gate to the north of the West side of the Park. In the twentieth and twenty-first centuries, some larger houses in the ward have been converted to apartments. There have also been small clusters of one-off developments in the ward in recent years, including blocks of flats and large single dwellings.

Pittville Park

The park is registered as Grade II on the National Register of Parks and Gardens of Special Historic Interest in England and is located within Cheltenham's Central Conservation Area (Pittville Area). The size of the park is approximately 30 ha.

Pittville was started in 1825 by Joseph Pitt, as a scheme for an estate to rival Cheltenham with lots for between 500 and 600 houses. The scheme was designed with ornamental pleasure grounds, walks and rides centred on a classically inspired Pump Room with spa water available. The Pump Room is listed as Grade 1 on the National Register of Listed Buildings.

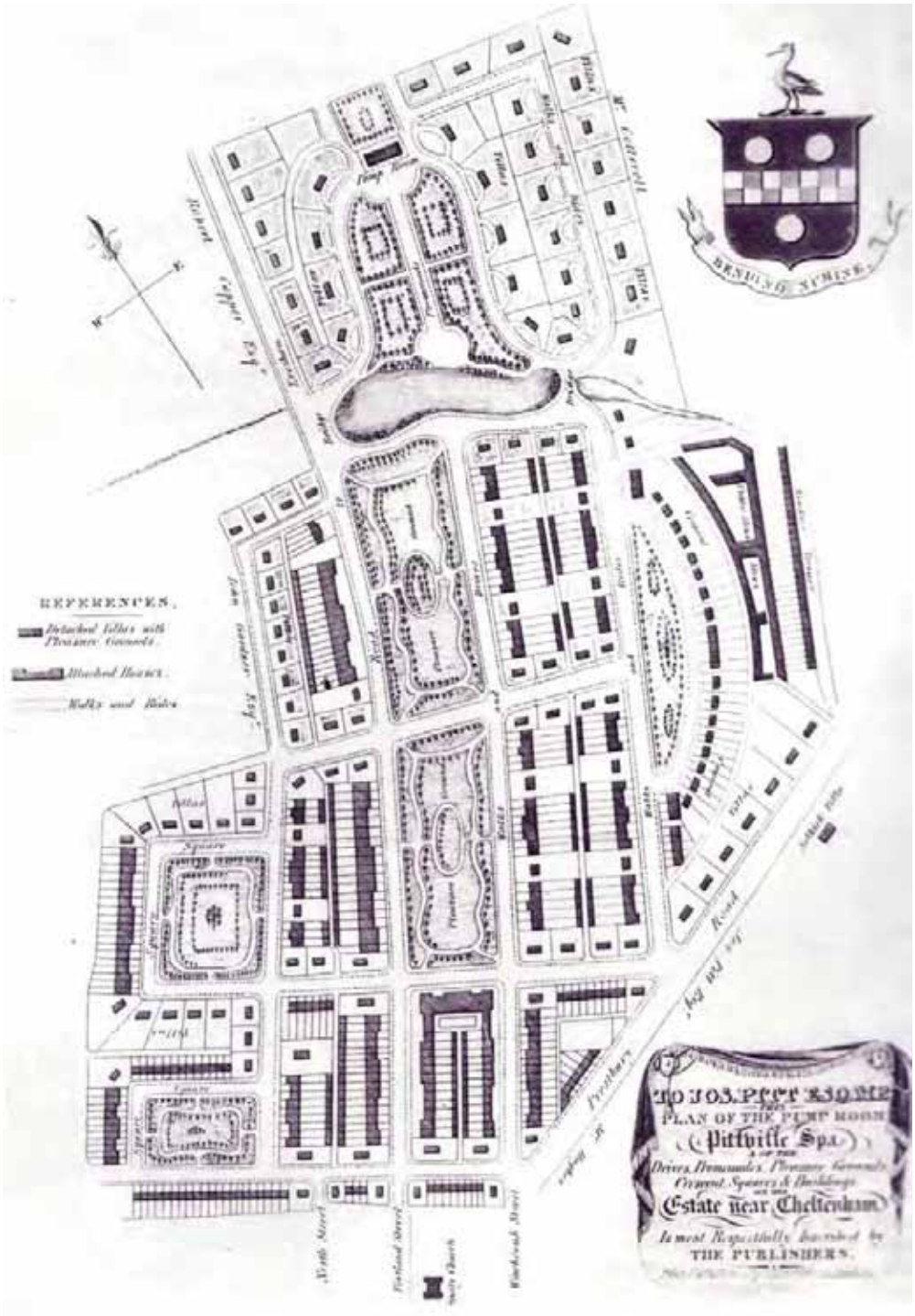
In 1890 the council bought the Pump Room and the Pittville gardens, and in 1892 the land now occupied by the aviaries and play area. The council also bought land to the west of Evesham Road, including the lake, to create pleasure gardens for the people of Cheltenham. Money for the adjacent recreation ground was given by the local MP Sir James Tynte Agg- Gardner and now bears his name. Altogether, the land purchased by the council was opened on 25 April 1894 as Pittville Park. Further land was purchased by the council in the 20th century to the west of Evesham Road to create the park as it is today.

The east side of the park is more formal, reflecting the original layout, and is surrounded by many buildings that are listed on the National Register and some locally listed buildings and structures. It contains the Pump Room which is used for a variety of events, the lake with its two ornamental bridges, the play area and aviaries, cafe and toilets. Among the grassed areas both north and south of the lake is a large, varied and historic collection of trees that help create the ambience of the park.

Much of the west side of the park is the same as when it was created in 1894 with boating lake, boathouse and recreation ground. The tennis courts, skateboard park, 9 hole golf course, adventure playground, and Multi Use Games Area, have been added over the years. There are extensive grassed areas, urban flower meadows and a large number of varied trees.

To the west of Tommy Taylors Lane is a further area of park that used to be part of the old Folly Lane brickworks and refuse tip. This area is mainly left with longer grass in which paths have been mown for dog walkers and for occasional cyclo-cross events. Tree planting has been carried out over the last few years to encourage the bird population and wildlife in order to develop a more diverse area.

The park, while being at the heart of Pittville, is used by the wider Cheltenham population and visitors to the town. The view of the Pump Room across the lake is often used in marketing Cheltenham to the wider world. In 2016 the high standard of the park was rewarded with the national Green Flag award and the heritage recognised with Green Heritage Site Accreditation.



Plan of the intended Pittville Estate, 1826. (GCL)

Physical Character

The central and southern parts of Pittville are within Cheltenham's central conservation area, which is divided into 19 'character areas'. Most of the area's conservation area is categorised as the 'Pittville' character area. There are numerous listed buildings, most being clustered around the south-eastern corner.

Much of Pittville consists of mature, tree-lined residential streets, with large Regency and early Victorian houses, some laid out as villas and some in terraces. Pittville Park is a central feature and adds to the spacious feel, as do numerous green spaces and well-tended front gardens.

The area in the north, close to Evesham Road, houses more recent residential suburban estates, where the character is different. The housing here is mainly in a post-war style, with exposed red brick being predominant. The size of houses varies greatly, from small bungalows close together on narrow streets to grand modern houses on spacious roads overlooking the northern edge of Pittville Park. On-street parking is relied upon by many residents, which can create a slightly cluttered feeling on some streets in the area.

The section of housing in the east near Prestbury Road is more modern than the central section, but older than the off-Evesham Road development. Houses here are mainly early twentieth-century and consist of semi-detached or detached houses and bungalows built in exposed red brick. The roads are fairly wide and front gardens add to the leafy spacious feel, but many residents rely on on-street parking, which takes away some of the space.

Roads, Transport and Access

Roads

Several arterial roads run through the area. The A435 (Evesham Road) runs roughly north-south through Pittville and connects the town centre with the northern section of the borough and beyond. The B4632 (Prestbury Road) runs along much of the eastern boundary, linking the town centre with Prestbury. Albert Road runs roughly north-south from Pittville Circus to the B4075 (New Barn Lane) in the north. Tommy Taylors Lane connects Swindon Lane, which comes into Pittville from the west, with the north of the borough. Most other roads in the area provide access for residents, although some minor arterial roads connect small residential streets with main routes.

Cycle ways

There is a short stretch of off-road dedicated cycle trail through Pittville Park, connecting Evesham Road and Pittville Lawn, and a much larger one on the west side of the park. Away from the park, cyclists travelling through and around the area currently use the roads. Roads in the area have been graded by the Cheltenham and Tewkesbury Cycling Campaign as being either quiet, reasonably quiet or medium, apart from the A435 Evesham Road, which is graded as fairly busy with fairly fast traffic.

Community Commentary: Cycling on the pavement is an issue in certain areas.

Public Transport

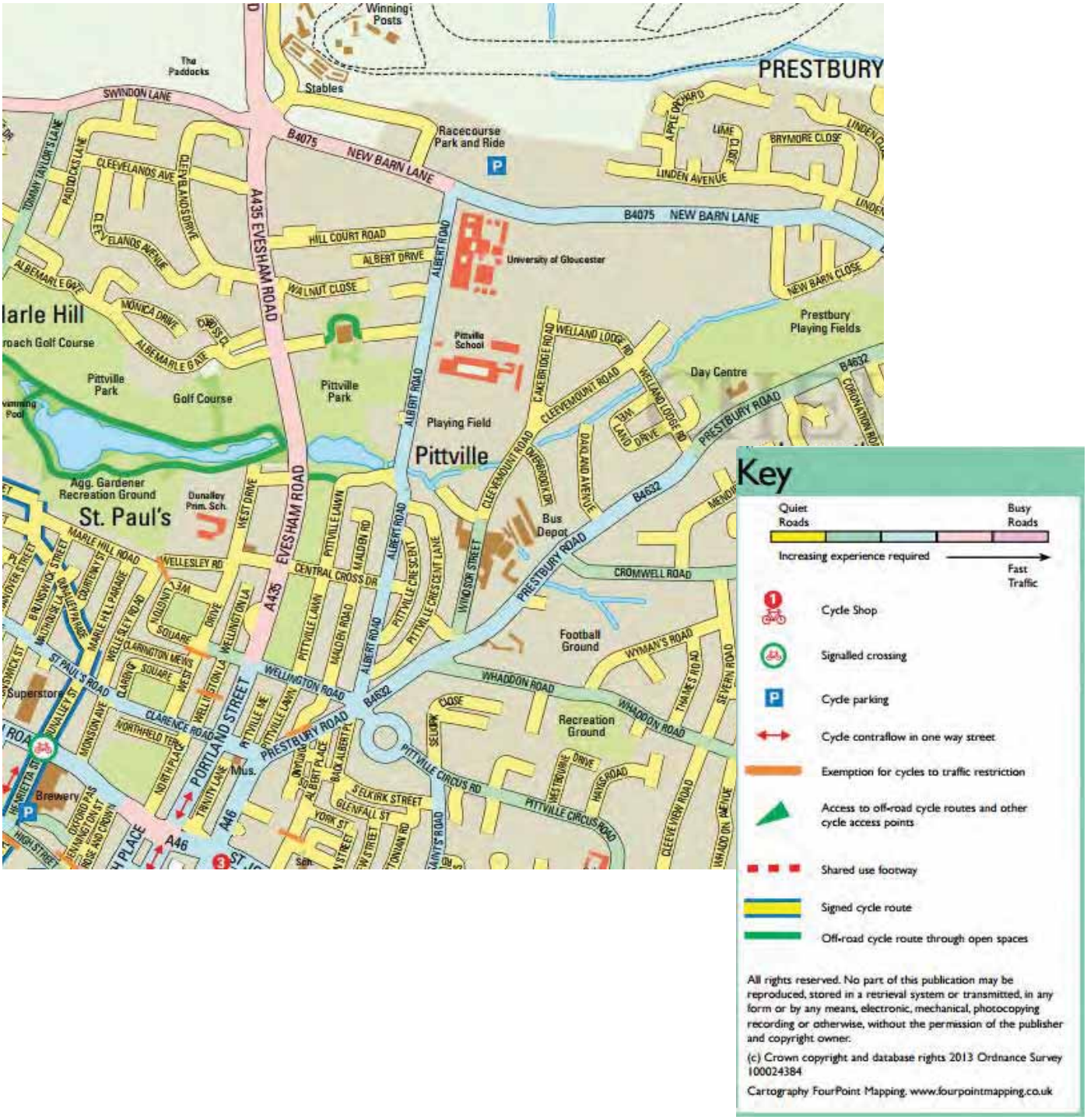
Cheltenham Railway Station is 1.8 miles away.[1] The bus station is 0.8 miles from the centre of Pittville (West Drive, GL52 2AN)[2]. Buses that go through the area are the 527 (Gotherington – Bishop's Cleeve – Woodmancote – Cheltenham), A (Racecourse to Gloucestershire College), D (Gotherington – Bishop's Cleeve – Racecourse Park & Ride – Cheltenham – Cheltenham Spa Station – Warden Hill – Hatherley), 94U (Gloucester – Cheltenham), H (Swindon Village – Wyman's Brook – Cheltenham), N (Cheltenham – Prestbury – Noverton Park or Orchid Road) and V (Sainsbury's (Whaddon) - Cheltenham - Cleevemount Estate).[3]

Parking

Parking options vary across the area, with some streets having sufficient off-street parking and others relying almost exclusively on on-street parking. There are council car parks behind the Pump Room and off Albermarle Gate designed for park users and the Pump Room. There are also car parks at the Prince of Wales Stadium and at Leisure @ Cheltenham for users of those facilities.

Community Commentary: Pittville was covered by the Gloucestershire County Council Cheltenham Parking Review and new arrangements came into operation in July 2015. This has had a mixed reception. The new Play Area in Pittville Park, which opened in the Summer of 2016, has created substantially increased pressure on parking spaces in the vicinity of the park.

[1] Google Maps
[2] Google Maps
[3] ThinkTravel website: http://www.thinktravel.info/files/uploads/Cheltenham_Bus_Map_V2.pdf



Extract from Cheltenham and Tewkesbury cycle map (http://www.cyclecheltenham.org.uk/docs/cyclemap.pdf)

Community Services and Facilities

Healthcare

There are no GP surgeries in Pittville. The nearest health centre is the St Pauls Medical Centre on Swindon Road. There is one dental surgery (Hilltop Dental Practice in Tommy Taylors Lane) and a private dentist in Pittville Lawn. There is one pharmacy, which is on Prestbury Road.

Libraries

The nearest libraries are in the town centre and in Prestbury.

Places of Worship

The area has no places of worship. The nearest churches are Trinity Cheltenham on Winchcombe Street, St Paul's in St Paul's Road and All Saints in All Saints Road.

Community Spaces and Facilities

The area has no dedicated community centre. The three buildings operated by the Cheltenham Trust (the Pump Room, the Prince of Wales Stadium and Leisure@Cheltenham) offer discounts on bookings for community groups. Rooms are also available for hire by the public at the Cheltenham Holistic Health Centre in Wellington Road and at the Wilson Centre in Bradbury Gardens, West Drive (accommodation for students of the National Star College).

The schools in the area have rooms to hire and also offer space for free on occasion.

The building known as the Scout Hut in Pittville Park, opposite the Central Cross Café, is a former Air Raid Wardens' building which has been leased to the Scouts for many years (the current lease to the 10th Cheltenham (All Saints) Scout Group expires in February 2021).

There are three cafes in the Park (Central Cross Café on the east side, the Boathouse on the west side and a kiosk at the play area), and a coffee shop (Havanas Coffee) at 14 Prestbury Road.

There are no recycling banks in the ward but the one at the football ground in Whaddon Road is fairly close by.

Recreation and Leisure

Pittville ward is home to Leisure @ Cheltenham (Tommy Taylors Lane), which includes a gym, health club and swimming pool and is one of the borough's main sporting venues. Opposite this is the Prince of Wales Stadium. Pittville Tennis Courts on Evesham Road provide tennis facilities for residents of the ward and for Cheltenham in general.

Pittville School was granted planning permission in 2016 to create a detached sports hall and gymnasium plus outdoor tennis courts and an all-weather hockey pitch. The proposal is that this facility will be available for community use outside of school hours. However, funding for this project depends upon finding a developer to build 58 dwellings on one of its underused playing fields.

Pittville Park provides various leisure options including the playing fields in the Agg Gardner Recreation Ground and the adjoining play area (off Marle Hill Road, adjacent to Dunalley School), a boating lake, a skate park, a golf course, fishing, walking and jogging routes, the tennis courts mentioned above and the new play area.

Pittville Pump Room is used for concerts, weddings, exhibitions and leisure activities. It also has a number of smaller rooms for hire.

The Holst Birthplace Museum, one of only two composer birthplace museums in the country, is in Clarence Road.

The provision of leisure opportunities for Cheltenham as a whole (and beyond) is a feature of Pittville.

Green Spaces

There are many green spaces in the area, some with designations and some without.

Pittville Park is Grade II listed on the Register of Historic Parks and Gardens and gained Green Flag status and Green Heritage Site Accreditation in 2016.

Other important green spaces include the Agg Gardner Recreation Ground (part of the Park), Pittville Circus, the Honeybourne Line and the open spaces in Clarence and Wellington Squares and at the front of Pittville Crescent, which provide green space for residents and others.

In 2015, a community group applied for Abermarle Orchard Garden to become a designated local green space (decision pending at time of reporting).

The Pittville NCG area also includes the Midwinter allotments.

Educational Facilities

The area contains one primary school (Dunalley Primary School in West Drive) and one of the borough's secondary schools (Pittville School in Albert Road).

Pittville is also home to the Pittville Campus of the University of Gloucestershire, although the boundary of Prestbury Parish runs through the middle of the campus and student accommodation is located in Prestbury. Planning permission was granted in 2015 to increase the number of student beds on the campus to almost 800 from the present 215, thereby creating a student village on Pittville's borders. Work is due to be completed in time for the student intake in September 2017.

There are early years nursery/child care facilities at Dunalley School and at the Treetops Nurseries at 22 Wellington Road and 213 Prestbury Road.

Economy

Employment

Pittville is almost entirely residential, so the majority of residents travel out of the area to get to work.

Income

The area features several parts of Middle Layer Super Output Areas (MSOAs), which are small geographical areas used to analyse average household income in England and Wales 2007–8. According to the data, mapped to show the different MSOAs, there is a wide range of incomes across the area, the richest being the eastern side of the ward, which is part of LSOA 'Cheltenham 008', with an average of £730 per week at that time, putting it in the second-highest quintile nationally. However, the western part of Pittville is part of 'Cheltenham 004', which on average had an income of £510 per week at that

time. As Cheltenham 004 also includes much of St Pauls and some of St Peters, it may not be wholly representative of income for Pittville residents in the west of the ward.

Retail and Services

There is a row of shops at the south end of Prestbury Road with a café, hairdresser, beautician, two estate agents, three takeaways and two convenience stores. The only pub in the area is here. The area also has shops that attract customers from outside the immediate area (kitchen design, bathroom design, tattoo artist, flooring shop, electric bike shop, independent financial adviser and two advice centres).

On Prestbury Road there are two car dealerships, one filling station and a funeral director.

There is no Post Office in the ward, with the nearest being on Whaddon Road in Oakley or on the High Street in the town centre.

Housing

Housing Tenure – proportions

Homes in Pittville are inhabited under a range of tenures. The number of homes owned outright is roughly in line with borough, regional and national averages at 30.8% of all homes. The proportion of houses owned with a mortgage is slightly lower (29.4%) than average for Cheltenham (32.4%), the South West (32.0%) and England (32.8%) but the difference is not large. Social rental is low in Pittville (7.1% compared to Cheltenham's 12.2% or England's 17.7%), but private rental (30.6%) is higher than average for Cheltenham and almost double the national average.

Housing types (Source: ONS 2011 Census)

Area	Owned outright %	Owned – mortgage or loan %	Shared Ownership %	Social – council %	Social – other %	Private Rental Landlord%	Private other %	Rent free %
Pittville Ward	30.8	29.4	0.5	3.3	3.8	29.4	1.2	1.2
Cheltenham	32.1	32.4	0.7	8.0	4.2	20.1	1.3	1.1
Gloucestershire	35.5	33.9	0.8	5.9	7.0	13.8	1.6	1.4
South West	35.4	32.0	0.8	5.8	7.5	15.2	1.9	1.4
England	30.6	32.8	0.8	9.4	8.3	15.4	1.4	1.3

Appendix 2: Consultation – Pittville Survey 2015

Please note that the following survey was carried out during 2015 and not specifically as part of the Cheltenham Engaging Communities Project. However as people's opinions about 'top 2 priorities' for Pittville were sought responses to that questions are included below.

Context to the 2015 survey

In 2015 The Pittville Parish Council Campaign Group contracted with GRCC (Gloucestershire Rural Community Council) as an independent body to carry out a survey to test Pittville residents' opinions on the proposal to form a Parish Council for Pittville.

GRCC became involved in the process following the campaign group's discussions with GAPTC (Gloucestershire Association of Parish and Town Councils) and the campaign group's decisions regarding geographic boundaries for the proposed parish. GRCC worked with the campaign group to define the format and reach of the survey and to form the survey questions. It was felt that responses from 135+ households would provide a sound barometer of responses and point the way forward towards next steps.

A door to door surveying technique was used and GRCC staff carried out the survey on 2 full days during July (2 staff members) and a further 6 evenings (between 4:30 and 7:30pm) during September (2-3 staff members on each occasion). If there was no response at a residence a hard copy of the questionnaire (including explanation) was left and residents had the option of completing the survey online or sending a hard copy response to the GRCC postal address.

598 homes were visited and 128 response forms completed 'on the doorstep'. In many cases householders preferred to consider the questions in their own time and 18 responses were subsequently received by post and 16 online giving a total response number of 162.

Responses to question exploring opinions on priorities for Pittville

Question 2 was an open question exploring respondents' top 2 priorities for Pittville and the table below shows the responses categorised by issue. A full list of the comments raised under each category is also provided below. 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.

What are your priorities for Pittville? Category	**Number of responses**
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

Categorisation of comments received in response to Question 2 (What are your top 2 priorities for Pittville?)

The numbers (1) and (2) in brackets after each comment refer to whether the respondent placed the issue in first place or second place

Parks/green spaces (40 comments)

- Pittville Park (1)
- Pittville Park (1)
- Pittville Park - maintain and improve (2)
- Maintaining Pittville Park (1)
- Preserving Pittville Park and its environs (1)
- Upkeep of and improvements to Pittville Park (1)
- Maintenance of park green spaces (1)
- Maintenance of park/green spaces (1)
- Park maintenance (1)
- Park is kept in good condition (1)
- Conservation of the park (2)
- Keep park in good order (1)
- Keep the Park as it is. A wonderful local facility. (1)
- Keep the park (1)
- Park - green spaces (1)
- To get the park back to its former glory (1)
- To maintain our beautiful park (1)
- Looking after green spaces and community areas (1)
- Upkeep green spaces (2)
- Completion of groundswork/green area (Pas Seul, Denman) (2)
- Access to green spaces (2)
- Keeping green spaces (1)
- Preserve green spaces (1)
- Protecting green spaces (2)
- Protecting green spaces to prevent development (1)
- Protecting green belt
- Non-development of park (1)
- No green belt development (1)

- Maintaining and improving green spaces - promoting ecological conservation (2)
- Maintaining immediate environment. Parks. (1)
- Improving the wildflower parts of Pittville Park (2)
- Preserve environment. Ecological. (2)
- Balance of overuse of parks and right facilities. Protection. (2)
- Pittville Park - more for kids (1)
- Disabled swing in park for child (2)
- More playgrounds in the area (2)
- Segregated cycle and scooter on paths in park (2)
- Rugby in Prestbury park (1)
- Safe areas for children to play and explore (1)
- More bike locks in Pittville Park (2)

Cleanliness/tidiness (37 comments)

- Litter (2)
- Litter (2)
- Litter collection (1)
- Litter from the school (2)
- Litter! (1)
- Street litter (1)
- Kept litter free e.g. the park (1)
- Litter in the park in the children's area (1)
- Litter in the park in the children's area (1)
- Clean up dog poo (1)
- Dog fouling (2)
- Dog fouling (2)
- Dog muck clean up (2)
- Dogs fouling pavement!! (1)
- Clean up park (2)
- Park clean (1)
- Area clean and tidy (1)
- Cleanliness (2)
- It should feel cared for (2)
- Keep area looking clean and tidy (2)
- Keep the area looking nice! (1)
- Keeping area in good order (1)
- Keeping clean and tidy (1)
- Tidy (1)
- Keeping the area in good order (1)
- Keeping the area tidy (1)
- Kept in nice order (1)
- Maintaining the area (2)
- Visual upkeep of area (2)
- Preserving the visual amenity of the area (2)
- Smartening up some areas e.g. Prestbury Road (2)
- Street cleaning on all streets (2)
- Keeping streets clean (1)
- Cleanliness of roads (2)
- Wild flower area is untidy (2)
- Clearing the leaves - safety (1)
- Removal of telephone box - currently used as a public convenience (2)

Crime & safety (31 comments)

- Safety (1)
- Safety (1)
- Safety (1)
- Safety (1)
- Safety (1)
- Safety (1)
- Safety (2)
- Safety (feeling safe from crime, accidents, antisocial behaviour) (1)
- Safety in the home (1)
- Being a safe environment to live in (1)
- Safety - burglaries (1)
- To feel safe in the neighbourhood (2)
- Nice, safe, friendly (1)
- Safe, calm community (1)
- Child safety/neighbourhood watch (2)
- Security - local policing (1)
- Security (1)
- Security (2)
- Security, cameras in alley (1)
- Crime (1)
- Crime (1)
- Crime (2)
- Crime (2)
- Crime and security (1)
- Free of crime (2)
- Reduce crime (1)
- Good record on low crime and ASB (1)
- Police presence (community police) (1)
- Policing (2)
- Stamp out drug dealing in Clarence Square area (1)
- Anti-social behaviour (1)

Road surfaces (30 comments)

- Potholes (1)
- Potholes (1)
- Potholes (1)
- Potholes (1)
- Potholes (1)
- Potholes (1)
- Potholes (2)
- Potholes (2)
- Potholes [not sure of next two words - could be Gutters Clean] (1)
- Potholes in Tommy Taylors Lane (1)
- Filling potholes (1)
- Improve roads/potholes/kept white (paint) (1)
- Roads - potholes on Tommy Taylors Lane (1)
- Roads Tommy Taylors - potholes (1)
- Mend holes in road (1)
- Road surface (2)

- Road surface management (1)
- Road surfaces (1)
- Road surfacing (1)
- Improve road surfaces (1)
- Road surfacing on Prestbury Road/all roads (2)
- Road repaired (1)
- Road repairs (1)
- Condition of road (1)
- Condition of road (1)
- Conditions of the road and pavement (2)
- Consistent maintenance of highway and pavements (1)
- Quality of roads and pavements (2)
- Upkeep of roads, pavements, paving stones (1)
- Upkeep roads, pathways (2)

Parking (23 comments)

- Parking (1)
- Parking (1)
- Parking (1)
- Parking (1)
- Parking (2)
- Parking (2)
- Parking (2)
- Parking (2)
- Parking (2)
- Car parking (1)
- Issues with parking (1)
- Improve parking for residents (1)
- Parking - residents permits needed (1)
- Remove Residents only parking (1)
- Commercial vehicles parking in residential area (2)
- A more logical visitor parking system (2)
- Parking - Prince of Wales estate (horrendous) (1)
- Parking on Prestbury Road (2)
- Review of town parking (2)
- Improve parking in town so there is more parking for residents and support the High Street (2)
- Control over parking during races (2)
- Traffic - parking. Managing events parking. (2)
- Traffic calming causes danger because of parking (1)

Planning/development (18 comments)

- Planning (1)
- Planning (1)
- Planning (1)
- Planning (2)
- Input into planning (2)
- Having an input in planning process (2)
- Consultation of planning (2)
- Appropriate housing (2)
- Less planning (2)
- Garders planning permission STOP (2)

- Controlling development (1)
- Stop more building/development (1)
- Protecting green spaces to prevent development (1)
- Appropriate developments - design and scale. No green belt development. (1)
- Resist further housing (2)
- Conversion of houses to flats (2)
- Keep building projects to a minimum (2)
- Possible development (2)

Amenities/services (13 comments)
- Amenities (1)
- Lack of amenities (2)
- Keep amenities in good order (1)
- To maintain our facilities (1)
- Good schools (2)
- Better schools, primary and secondary (2)
- More parent/baby groups (1)
- Improve Winchombe Street shopping (2)
- Prestbury Road - bars and restaurants (2)
- Continuing services. Gas, water. (1)
- Improve broadband speed (1)
- Preserving the cultural amenity of the area (2)
- Recycling (2)

University/students (9 comments)
- Student accommodation (1)
- Student accommodation (2)
- Student building - pollution/noise (1)
- New student building - impact on area (1)
- Monitoring the student village (1)
- Social problems that may be associated with university development (2)
- Control new students (1)
- Too many students (worried) (2)
- Limiting power of University to change the area (2)

Traffic (9 comments)
- Traffic (2)
- Slow traffic down in Tommy Taylors Lane! (2)
- Traffic calming (2)
- Traffic calming causes danger because of parking (1)
- Improvement to Albert Road traffic management system (2)
- Safe roads (1)
- Safety on roads (1)
- Dangerous bollards (Albert Road)/University (2)
- Cycle paths - more (2)

Character/heritage (8 comments)
- Maintain character (1)
- Preserving the character of the place (1)
- Maintaining the unique and individual character of Pittville (1)
- Maintaining heritage/character (2)
- The Regency status of the buildings (1)

- Important buildings keep conservation status (2)
- Keeping the balance between rural and urban living (2)
- Keeping area rural (1)

Community (7 comments)
- Creating a community (2)
- Creation of a community which identifies with Pittville (1)
- Bringing the community of Pittville closer together (2)
- Community for all (1)
- Keeping sense of community (1)
- Community activities (2)
- Dynamics of the area (2)

Roads (general) (6 comments)
- Roads (1)
- Roads (1)
- Roads (2)
- Appropriate road system (2)
- Decent roads (2)
- Road services (2)

Transport (5 comments)
- Bus services (2)
- Good bus service (1)
- Transport, access into town (1)
- Being able to get into town easily (2)
- Upkeep of and improvements to the Honeybourne Line (you may not classify that as Pittville) (2)

Trees (3 comments)
- Tree preservation (2)
- Upkeep of trees and verges (2)
- Maintaining and improving trees - promoting ecological conservation (2)

Health (2 comments)
- Good access to doctor's surgeries (2)
- NHS (2)

Noise (2 comments)
- Noise at night (2)
- Not too much noise (2)

Seagulls (2 comments)
- Deal with seagull problem (2)
- Seagulls (2)

Other (12 comments)
- It should remain a nice place to live (1)
- Keeping Pittville a pleasant environment to live in (2)
- Retaining wonderful place (1)
- Comfortable in area (1)
- Access disabled (2)
- Green issues (1)

- Sustainability (1)
- Pay less council tax (1)
- Better use of funds for local projects (2)
- Supporting Friends of Pittville (2)
- An opportunity for our local voices to be heard (1)
- A Parish Council would not just be a one issue organisation - i.e. park or planning - we need a rounded approach to the issues of the area (2)

Appendix 3: Workshop Output

Pittville Community Priorities workshop 30.11.16

Aim of workshop: A focus group session was facilitated by GRCC to enable Pittville residents to consider their aspirations for the Pittville area of Cheltenham. The session was held at Pittville School and attended by 22 people.

Two key tasks were completed during the evening.

Task 1: SWOT analysis

Each table considered Pittville's current strengths and weaknesses, threats facing the area and future opportunities for Pittville and recorded these in note form (SWOT analysis). Each table then contributed to a group discussion and points were recorded in a 'combined SWOT analysis'.

Task 2: Vision and areas to address

Following the compilation of the SWOT analysis, each table group considered their aspirations for Pittville by completing the statement 'By 2031, Pittville will be a place where….'. They then added points under the heading 'in order to achieve this vision, the following aspects will need to be addressed/ tackled'. Again each group fed back and a combined response was formed. Group discussion then led to listing of aspects to address in order to achieve the vision.

Grouped responses are listed in the main body of this document (Cheltenham Borough Engaging Communities Project Report Chapter 6 pages 3 -6) while individual tables' responses are shown below.

Individual 'table group' responses to the SWOT analysis task (Task 1)

Table	PITTVILLE- STRENGTHS	PITTVILLE- WEAKNESSES	PITTVILLE- OPPORTUNITIES	PITTVILLE- THREATS
1	• Pleasant spaces, parks • Playground, unique complete squares • Homogeneous unit, schools, (incl. Star centre, Bradbury Court) • Leisure centre, Prince of Wales • University presence, museum, pump room • Good bus coverage	• Little retail • Geology: traffic impact on roads etc • Some facilities not easily accessible to public (Pump room) • Street lighting	• Use community talents more effectively • Greater use of facilities like Pump room • Extension of GRW line to Tommy Taylors Lane • Better relations with University of Gloucester	• Infill developments, unsympathetic development • Spread of commuter parking • Poor quality developments. • Traffic (especially heavy)
2	• Diverse character • Green space/green heritage/green flag • Facilities • Trees • Strong and voluntary group • Pump room/3 hotels/leisure centre and museum	• 50% transient population footprint • Pressure on facilities • Two main arteries in/out town • Flooding • Sub strata – sand/roads/property	• Prestbury Road shopping area • Proximity to town centre • Leisure/sport facilities • Cycle tracks • Steam railway • Student population • Skills transfer	• Not geographically defined/big legal issue • Trees (council/contracts/Sheffield) • Traffic • Over use of facilities • Joint Core Strategy traffic increases • Cheltenham Transport Plan traffic increases
3	• Green spaces • Trees Park Space • Heritage (Architectural)	• Inside space • No local HUB • 1 pub	• New developments • New people – social capital • Energy	Over development Traffic Infrastructure overload Un themed

DRAFT

	• Buildings • Proximity to town • Scout hut – but limited	• Pump room not easily accessible (commercially proximity to town run) • Infrastructure overload • Flooding. Find its own level	• Outdoor facilities for young • Leisure centre (indoor) • Sustainable transport • Cycle ways • Steam railway • Community talents • Green training "In the park" 10 year management plan • CBC/FOP/Community ranger • Social cohesion	Defining the boundaries Working together – Opportunity or Threats?
4	• Clearly defined (geographically) • Green spaces • Planned as entity • Proximity to town centre • Iconic buildings • Architectural heritage • Recreational opportunities • Bus services (in parts) • Community pride	• Lack of social cohesion – communities spread out • No buildings as community centre • Divided by main roads • Construction traffic • Some bus services weak at night	• Pittville Park and Pump room • More community access to Pump room • Development of North Place • Portland Street as way of developing • Town centre improvements (John Lewis will be retail opportunity) • Improve Prestbury Road shopping (district shopping area) similar to Bath Road or Tivoli and small additional parking • 20 is plenty speed limits	• Developing areas around perimeter • Pressure on facilities • Extra traffic • Cars continuing to go too fast
5	• Large open space • Middle of town • Gateway to Cotswolds • Conservation area	• Lack of village shops • Bad traffic • Lack of community feel • Need to take a car everywhere • Lack of pedestrian areas	• Use of the scout hut • To bring people together • Vertical living	• University campus –growth and scattered – Bitty • Green belt under threat • Traffic

DRAFT

Appendix 2: Individual table responses to the prompts relating to vision (Task 2)

Table number	**Vision**: In 2031 Pittville will be a place where …
1	• We still have a park and all the other key features of Pittville's vision • All key features cared for and enhanced • Green heritage maintained/developed • Working infrastructure (lighting, roads) • Coherent community • Development sensitive to geology • Traffic and transport is green • Heritage attractions thrive and get fair share of resources • Broader range of independent retail
2	• People aspire to live and visit • Supportive community • Maintenance of green spaces • Heritage features • Inclusivity • Small economics
3	• All the major components roads, transport, connectivity. The infrastructure is fit for purpose - it grows with new housing • We will still be Cheltenham's primary green lung • Roads, drainage, community facilities dedicated flood management to local residents • Housing development remains limited and manageable, given Pittville's unique shape • Green spaces protection is enshrined in law • A dedicated community building

DRAFT

	• "two way process continues with the town – Pittville flow • Network of sustainable transport (to do list - Social contract- Visitors spend money therefore can Pittville get a slice back?)
4	• Heritage preserved and enhanced • All green spaces preserved • Traffic managed sensibly • Infrastructure copes with all demands • Identifiable community facilities • Connections developed with rest of Cheltenham (eg North Place, Portland Street) vibrant street scenes. • Halt on 1 way systems – bike and pedestrian friendly • No concrete bollards or unnecessary street furniture • Integration of University population • University facilities available for general population • Encourage development of Pittville School
5	• People feel a sense of community • There are adequate indoor and outdoor facilities for Pittville residents • Will be considered as part of the Cheltenham plan. • Access to Pittville should be more attractive

DRAFT

CHELTENHAM BOROUGH

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 7

PRESTBURY

January 2017

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

Chapter 7: Prestbury

Report Context

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

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

> Part 1 of the report provides an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.
>
> Part 2 of the report contains 12 separate chapters, each devoted to one community, tracking their approach to the task and drawing out their conclusions, aspirations and priorities. Each chapter contains Appendices which provide fuller detail of a profile produced by the community and outputs from engagement activities they have conducted as part of this project and relevant previous activity.

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

Introduction to Prestbury Parish

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

How Prestbury Parish Council approached the Cheltenham Engaging Communities Project

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

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

Engaging with the community

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

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

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

Outputs from community activities

A) SWOT Analysis

The outline SWOT analysis was compiled during the October 2016 workshop

Strengths	• Location – village has a central core • Strong sense of 'pride' and proud to live in Prestbury • Town v county - you can work in the town but live in the country • Local assets – lots of assets in the community (Library / Church) • Safe Environment
Weaknesses	• Location – community divided (community other side of Evesham Road) • Local assets – limited use of assets due to ownership (memorial ground) • Limited facilities of younger population (8 – 15 year olds) • Lack of support vulnerable persons (time bomb for deprivation issues)
Opportunities	• Location – address community the other side of Evesham Road • Build upon and cross workings with existing community groups • Grow / Expand the core of the village to strengthen Prestbury offering (Town centre not offering a Cotswolds experience)
Threats	• Town v county - impact on house prices and change in pop structure • Location – changing boundaries would not address a divided community but rather reduce funds for PC to support Prestbury • Economic issue for local shops if residents not shopping/staying local.

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

B) Aspirations

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

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

The following aspirations and objectives were put forward. Fuller explanations are provided in Appendix 2.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

C) Suggestions for Prestbury Parish Council consideration

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

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

A further note about green spaces and Green Belt

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

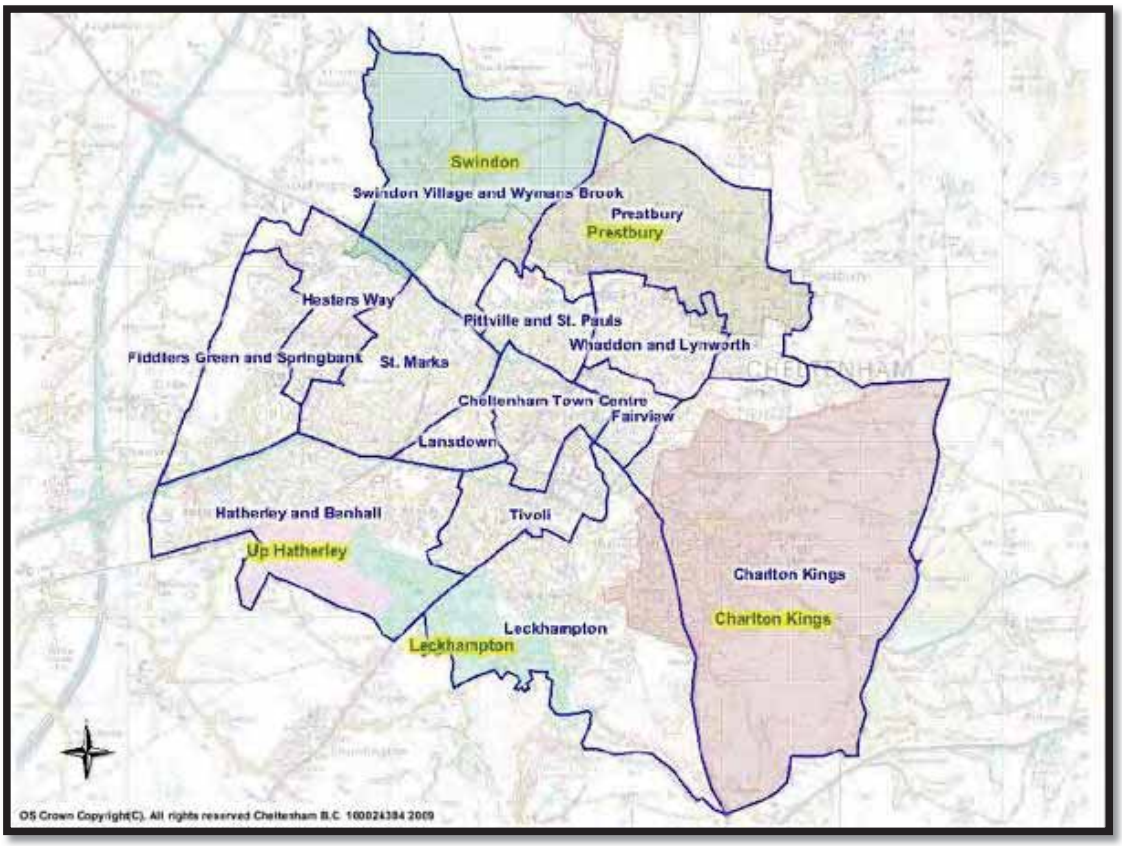
the Green Belt which were felt to be particularly special, with the possibility of designating those areas of land as Local Green Spaces. The decision was that the community firmly believes the whole of the Green Belt is special and must continue to be protected from development therefore it would be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

Appendix 1: Community Profile (Part1)

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

Geographical Context

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



People and Households

Data

Data about people and households in Cheltenham is gathered at a parish level, so exact data for Prestbury Parish is available and has been used in this section. The parish is home to approximately 7,000 people[1].

Key facts

[1] Inform Gloucestershire Local Insight Profile- Prestbury Parish.

Census information for the parish indicates that around 47.2% of residents are male and 52.8% are female[2] and that the parish has a lower than average proportion of under 16s (15.3%) than is the Gloucestershire (17.9%) and Engalnd (19%) averages. There is a higher than average proportion of those over the age of 65 living in the parish (27.5%) than is the Gloucestershire (20.3%0 and England (17.6%) average.

Crime indicators are fairly low considering Prestbury's proximity to a large town. However, some types of crime are frequent, with levels of burglary being in the top 35% in the county. Also, there is a high number (top 35% for the county) of victims of crime aged 75+, although this is, in part, perhaps due to the age demographic of the area[3].

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

Deprivation

A Lower Layer Super Output Area (LSOA) is a geographic area designed to improve the reporting of small area statistics in England and Wales. Each LSOA is graded based on where it falls in its score for multiple deprivation, across five divisions in the full range. Prestbury Parish contains all or part of 6 LSOAs. Of these, five are in the lowest quintile for deprivation, with one (labelled Prestbury 2) is in the second-lowest quintile. This indicates that there are lower levels of deprivation for residents of the parish on the whole, but does not rule out specific kinds of deprivation, or multiple deprivation in a small number of households.

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

Educational and Employment

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

History and Heritage

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

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

[2] Inform Gloucestershire Local Insight Profile Prestbury Parish.
[3] MAIDeN Neighbourhood Profile

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

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

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

Roads, Transport and Access

Roads

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

Cycle ways

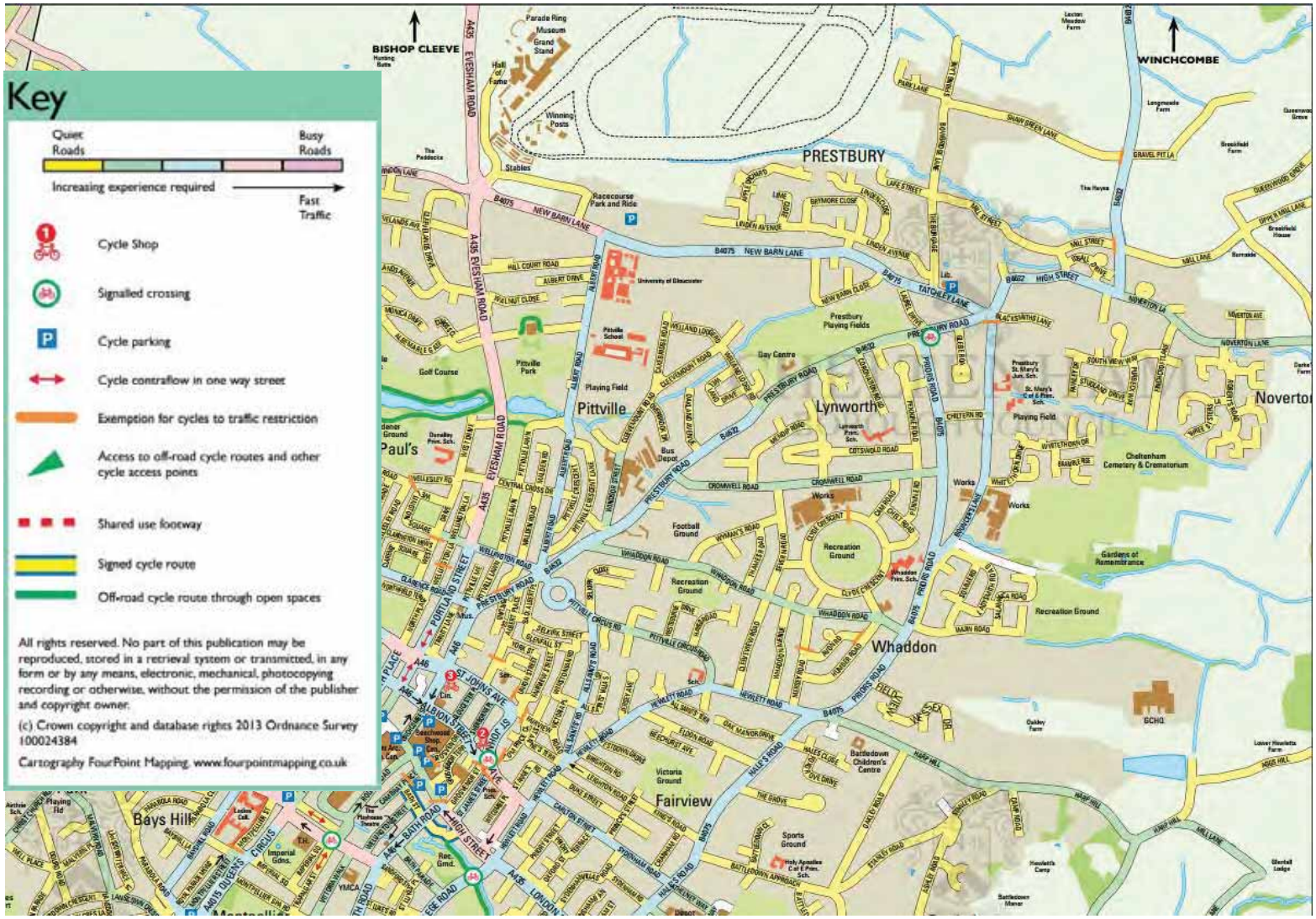
There are no recognised cycle trails in the parish, so cyclists travelling through and around it currently use the roads. Roads in the parish have been graded by the Cheltenham and Tewkesbury Cycling Campaign as being either quiet, reasonably quiet or medium, apart from the area around the intersection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

Public Transport

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

Parking

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



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

Community Services and Facilities

Healthcare

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

Libraries

Prestbury Library is situated on The Burgage.

Places of Worship

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

Community Spaces and Facilities

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

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

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

Recreation and Leisure

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

Green Spaces

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

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

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

Educational Facilities

The parish contains two schools:

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

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

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

Social Environment

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

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

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

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

Economy

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

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

Income

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

Retail

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

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

Housing [4]

Housing Tenure – proportions

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

Housing Types

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

Housing Affordability

The median detached house price is £348,054.

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

Source: ONS 2011 Census

78.4% of homes in Prestbury Parish were built between 1946 and 199, with 6.6% built pre 1900 and 11% between 1900 and 1939.

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

Appendix 1: Community Profile (Part 2)

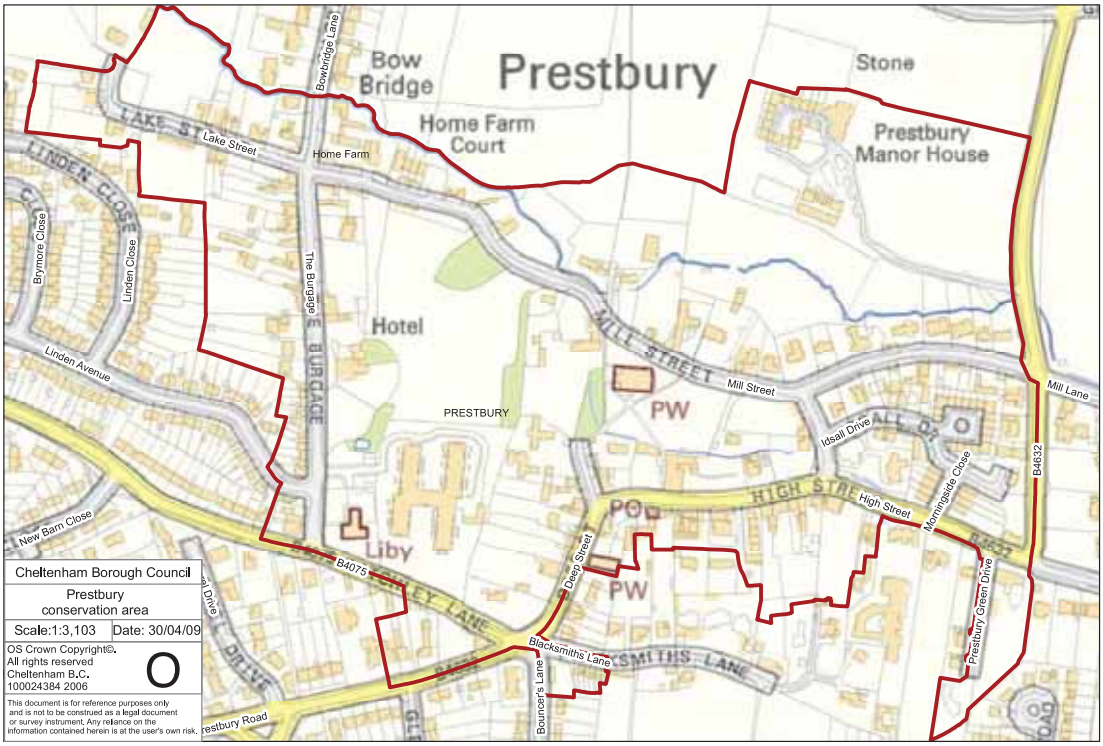
Expansion of SWOT analysis by Prestbury Parish Council

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

Strengths

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

Prestbury conservation area



2. *Despite Prestbury often being described as suburb of Cheltenham, and the loss of clear demarcation between Prestbury and the adjoining wards, the village centre provides an important identifiable feature. A feature in which many residents take particular pride, and are passionate about its preservation.*

3. Prestbury is a quiet residential area, a fact that is increasingly desirable. Particular amongst the professional groups, enabling them to 'work in town' and 'live in the country'.

4. *Prestbury has a limited range of assets, but those it has are well supported and valued.* The Prestbury Branch of the Women's Institute has a strong membership supporting an annual programme of events. All the local churches are well supported, as they too provide a range of social events including coffee mornings, bring and buy sales etc. The Prestbury Memorial Trust provides a vital service to the elderly of the village including Lunch Clubs, Exercise Clubs shopping trips and home visits. Prestbury

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

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

Weaknesses

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

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

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

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

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

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

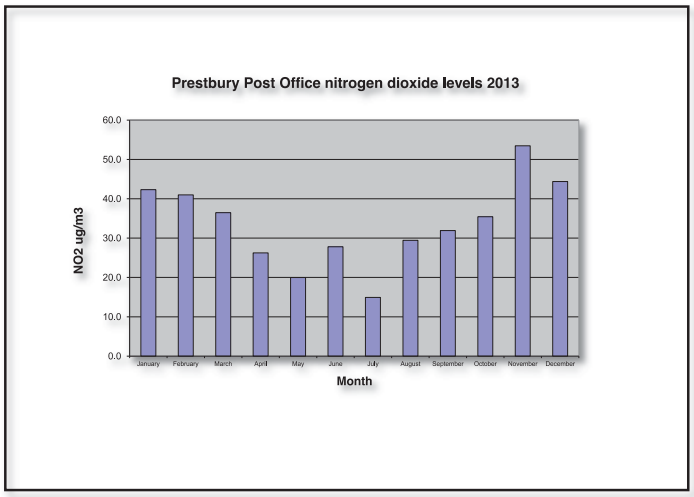
   Prestbury has only three venues that could reasonably described as being suitable for a public event. The Parish Hall and the WI Hall, both in Bouncers Lane, both halls hold about 140 people. However, car parking is very limited. The meeting hall at St Nicholas's Church on Swindon Lane, has a similar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

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

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

Opportunities

1. *The Parish Council has limited scope to develop strategies that address the issue of the divided village, the Evesham Road represents a tangible barrier to full integration.*
2. *The Parish Council will however make strenuous effects to welcome the residents Furlong Rise and Prestbury Chase to the village, and encourage them to take full advantage of the services available in the village.*
3. Supporting local businesses is critical to the preservation of the 'village feel'. *In recent years as many of the businesses have operated in a very challenging market place. The nearby presence of a large supermarket, the closure of the GP surgery and the lack of car parking have all had or will have an adverse impact on the trading environment. A heavily trafficked High Street has led to higher than acceptable pollution levels, a noisy and potentially dangerous environment. Should the opportunity arise the Parish Council would be supportive of a by-pass that took through traffic away from the High Street.*



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

Threats

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

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

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

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

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

2. *Inward migration into Prestbury as a consequence of developing the Green Belt would undoubtedly have a marked negative impact. Most of the potential sites are difficult to access as was highlighted in the AMEC Report. The development of Furlong Rise and Prestbury Chase has already created its own pressures on the local infrastructure. St.Mary's School is over-subscribed, and is in the process of redefining its admission policy. In 2017 the only GP surgery is closing and the future of the Pharmacy and Post Office remain in the balance.*

3. *The demographic is changing, as is evidenced by the demand for school places. This change will see increasing numbers of families, many of whom live busy lives living in Prestbury. Modern lifestyles are very different from those experienced by the traditional Prestbury resident, and regrettably Prestbury currently has few facilities to support younger residents.*

4. *Lack of investment by Gloucestershire County Council in the Prestbury infrastructure has led to poorly maintained roads and pavements. The Prestbury High Street is one of the worst roads in the Parish, riddled with potholes, cracks and an uneven surface. The situation is exacerbated by the high volumes of traffic, including many HGVs. The historic buildings on the High Street have resulted in a narrow two lane road, suitable for the traffic when it was first constructed, but totally unsuitable for the volume of traffic today.*

Appendix 2: Workshop Output

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

Aspirations

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

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

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

Aspect	Aspiration	How we know this	Other points raised (e.g. potential solutions/ reality check / how to tackle)
Village Centre Environment	**High level aspiration** 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 objectives 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	Recent local traffic census (Ref: Parish Council workshop / meeting only) 2015 – Installed parking for three cars (Ref: Parish Council workshop / meeting only)	• Traffic Management strategy
Village Centre Environment	**Higher level aspiration** To bring economic and continued social activity to the centre of the village.	2010 / 2011 shop(s) existed but unable to sustain the business opportunity due to	• Local business strategy (business

	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 objectives to be met:** • Improved transport management. • Promotional and alignment of village attraction.	passing trade unable to stop and shop (Ref: Parish Council workshop / meeting only)	rates / incentives etc...) • Working closely with the tourist board / Local Enterprise Partnership
Community spaces / open spaces / green space / buildings	**High level aspiration** 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 objectives to be met:** • Sourcing funding • Removal of the MUGGA • Improved parking facility • Flood lighting in place for evening use • All weather playing surface	Limited parking for clubs using the green space / field – impact on nearby residential roads. From September to March no evening use and limited use when weather is poor. (Ref: Parish Council workshop / meeting only)	Local survey / consultative activity (potentially in association with GRCC) Recognition that making use of the green space is what makes a community - not just space itself. Income source for the Parish to hire out facilities rather than just a current cost.
Housing Development	**High level aspiration** 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'	Local Green Space study – 2015	

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

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

1. A joined up community

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

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

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

2. Developing Cultural / Educational Activities

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

3. Developing sporting facilities

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

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

4. Business support and growth

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

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

5. Infrastructure & Transport

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

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

6. Community wellbeing

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

CHELTENHAM BOROUGH

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 8

ST MARKS & HESTERS WAY

January 2017

Report compiled by GRCC, working with Hesters Way Partnership

Chapter 8: St Marks & Hesters Way

Report Context

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

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

> Part 1 of the report provides an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.
>
> Part 2 of the report contains 12 separate chapters, each devoted to one community, tracking their approach to the task and drawing out their conclusions, aspirations and priorities. Each chapter contains Appendices which provide fuller detail of a profile produced by the community and outputs from engagement activities they have conducted as part of this project and relevant previous activity.

This document forms Chapter 8 of Part 2 of the Cheltenham Engaging Communities Project Report and contains information about St Marks and Hesters Way.

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 Parish 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 vison, 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. As stated above the first stage was to review and consider a community profile, including desktop evidence from national and local data. Members of HWP considered desk top evidence along with information from previous work / discussions by the residents' group and Neighbourhood Forum work, using a basic framework provided by GRCC to produce a profile of the St Marks and Hesters Way area.

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 Appendix 1.

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

A) 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 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

B) Prioritising Aspirations

Following the workshop and meetings the following vision statements were identified for St Marks and Hesters Way:

- 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. The full output can be found in Appendix 3 and the aspirations and related objectives are listed below:

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:

- Manging 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

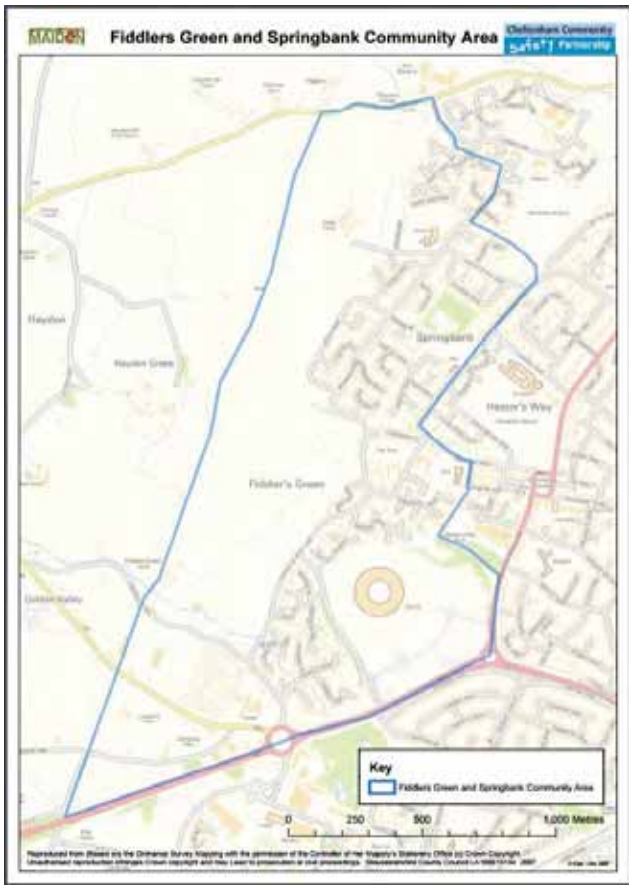
The Joint Core Strategy Inspection (2016) recommended consideration of a strategic development site in the West Cheltenham area, with potential impact on the Green Belt. As part of the Cheltenham Engaging Communities Project (CECP), the NCG areas of St Marks and Hesters Way were asked to consider areas 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 in Hesters Way Resource Centre 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 ensure there was 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.

Appendix 4 contains links to previous consultations carried out by the community which are reflected in the workshop output.

Appendix 1: Community Profile

Location

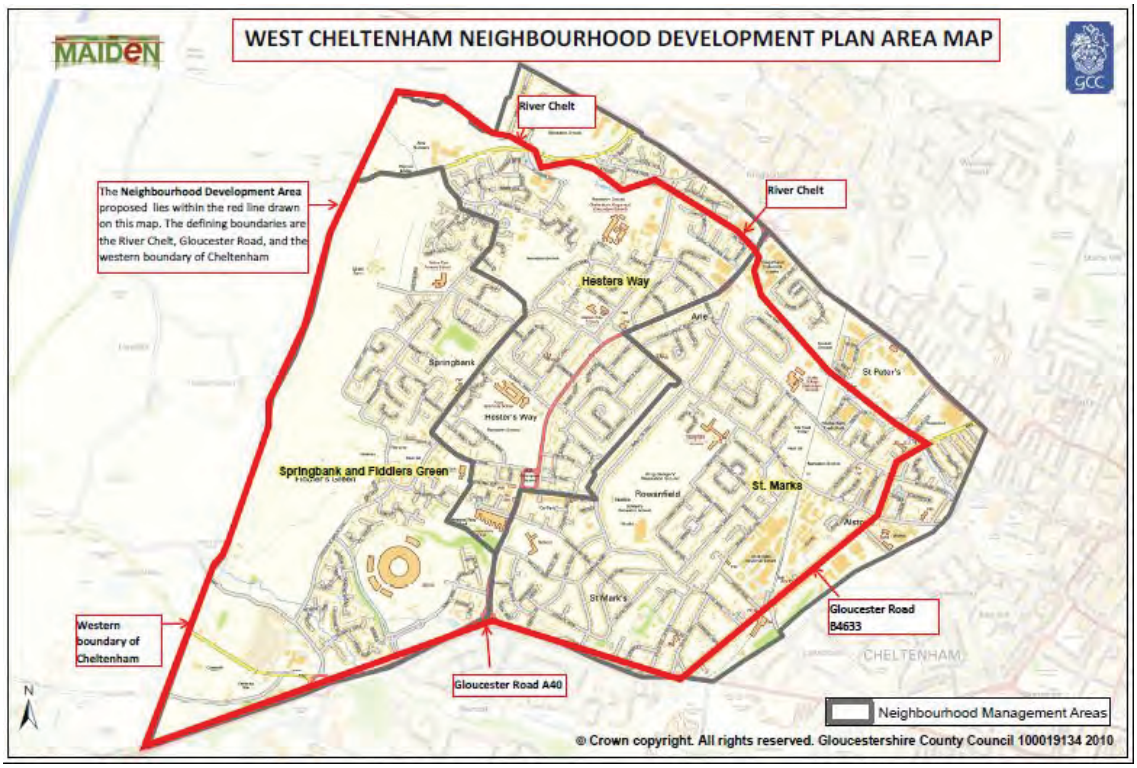


People and Households

Data

Data about people and households in Cheltenham is gathered at a ward level. Ward boundaries are different in places from those of the NDP three NCGs, so it has only been possible to present data from wards that when combined most closely resemble the NDP NCG areas' expanse. This means that this profile relates to the wards of Hesters Way, Springbank and St Marks, which roughly represent the NDP NCG area (see map below).

The population of these three wards is approximately 19,670[1].



Key facts

Census information[2] for the area indicates that:

- Around 48.9% of residents are male and around 51.1% are female
- There are 33.75 persons per hectare in Springbank and 33.97 in Hesters Way, both ranking in the top 35% for population density in the county. St Marks is in the top 10% with 47.0 persons per hectare.
- The population of under-17s is in the top 10% across Hesters Way and Springbank wards.
- The area has some high needs for young people and ranks in the highest 10% in Gloucestershire for the number of emergency admissions, number of free school meals (over twice the county average in all three wards) and English as an additional language. Pupil achievement is patchy, indicating that many pupils may not make good progress at various points in their education. Many other indicators for young people rank in the top 35%.

[1] MAIDeN mid-2013 Population Estimates
[2] MAIDeN Neighbourhood Profiles

- Some indicators that affect economy and enterprise ranked in the highest 10%: the number of lone parents and the number of carers are consistently high across the three wards.
- Crime indicators suggest that crime levels are fairly high, with there being 50% more victims of crime in the area than the county average.
- Needs relating to healthy living and older people are varied, with the highest need in the areas of domiciliary care and social work.

Deprivation

A Lower Layer Super Output Area (LSOA) is a geographic area designed to improve the reporting of small area statistics in England and Wales. Each LSOA is graded based on where it falls in its score for multiple deprivation, across six divisions in the full range. Hesters Way, St Marks, St Peters, Fiddlers Green and Springbank contain all or part of 17 LSOAs. Of these LSOAs, four are in the highest quintile for deprivation, six are in the second-highest quintile, five are in the middle quintile and two are in the second-lowest quintile. This indicates that the area features a varied level of multiple deprivation, with some households being very deprived.

History and Heritage

- St Marks was developed mostly in the 1920s–40s.
- The area of Hesters Way was largely fields and farmland until the 1950s, specifically Hesters Way Farm (known as such since early 1800s, and previously as Hesters Way).
- The area was also home to the hamlet of Alstone, to which Alstone Lane used to lead, and the village of Arle, home to Arle Court House, built in the late 16th century and rebuilt in the 19th century.
- In the 1930s, Brooklyn Road was developed, followed by Tanner's Road in 1939.
- Dowty moved to Arle Court in 1935.

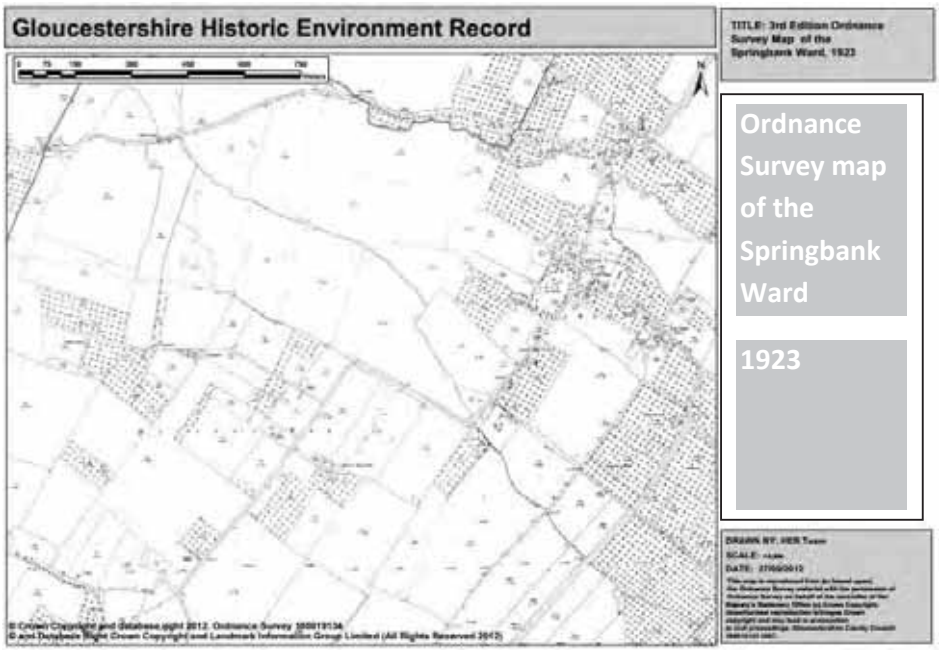
ARLE COURT HOUSE, KINGSMEAD ROAD

SPRINGBANK COTTAGE, HOPE ORCHARD

- In 1951, Princess Elizabeth Way was built, with Hesters Way housing estate following behind. The estate was built to house the workers of GCHQ (which moved to the area in 1952) and nearby engineering works.
- Most of Springbank was developed in the 1960s and 1970s to accommodate the growing population of Cheltenham. It was built as a mix of social and private houses and remains that way now. The area is named after a cottage built there in 1880, built on a bank above a spring.
- Several newer housing developments close to GCHQ were completed/in progress alongside

GCHQ's rebuild of their main buildings in the 2000s.

- Musician's blocks were demolished and replaced with new housing c 2004.
- Many of the blocks of flats on Princess Elizabeth Way have been given facelifts in recent years. Two tower blocks; India and Pakistan Houses were demolished in 2006 and replaced with semi-detached and terraced housing.



The 'Poets' conservation area covers the group of houses around Shakespeare Road. The area is described by Cheltenham Borough Council as follows: "Houses are set in well-spaced plots which create a unifying rhythm along the street. Roads are often tree-lined with the trees forming a distinctive visual characteristic of the area. The overall form and layout of the development is based upon 'garden city' principles. There is a strong influence of the Arts and Crafts movement to be found in the architecture of the houses…"[3]

There are also several listed buildings[4] in the area, although relatively few considering the size of the area. They are as follows:

- Nesley Croft, on Fiddler's Green Lane
- Two large properties adjacent to the Griffiths Avenue Nature Reserve – one of which is now a care home
- St Marks C of E Church
- Lamp post on the roundabout near the Railway Station
- Vine Cottage on Alstone Lane
- 52, 54 and 58, Alston Lane
- Alstone House
- Cheltenham Gas Company Building and Walls Adjoining (Gloucester Rd)

MILTON ROAD PART OF "THE POETS"

[3] https://www.cheltenham.gov.uk/info/52/conservation/644/cheltenhams_conservation_areas/9
[4] www.britishlistedbuildings.co.uk

- 2 GRADE ll listed White House, corner of Village Road and Kingsmead Road
- 2 GRADE ll listed Arle Court House, in Kingsmead Road.

Physical Character

The area is so large that the character is enormously varied throughout. Much of it is residential, with most housing being built during the second half of the 20th century, aside from St Marks and the few houses that formed the original old hamlets and villages. Many streets tend to be fairly uniform, owing to the larger-scale development that occurred rather than infill, but there is a rich variety of building styles, representing architecture from the 1920s through to very recent years.

Unlike the tight Victorian grids of more central Cheltenham areas, the street layout in the area is more modern, from the concentric crescents and joining roads of St Marks to the loops and cul-de-sacs of Springbank. While these non-linear street layouts may have sought to create a more spacious feel, the area does still have a busy character, although not necessarily unpleasantly so. The amount of greenery and open spaces is higher than within the town centre, allowing some 'breathing space'. The modern nature of many of the houses means that nearly all homes have front gardens, which adds to the spaciousness, and abundant off-road parking means that streets have a more open appearance. Flats tend to be three- or four-storey, and set out in squares or within lawns, again giving a more spacious feel.

The amount of employment activity nearby adds to the busy nature of the area, with GCHQ based in the Springbank neighbourhood area and Gloucester College based in the Hesters Way neighbourhood area.

Roads, Transport and Access

Roads

Several busy arterial roads run through the area: Princess Elizabeth Way runs north to south and connects the A40 from Gloucester to the A4019 Tewkesbury Road, so is used by through-traffic to avoid the town centre as well as for the retail parks around Tewkesbury Road. Gloucester Road splits from the A40 and runs north-east along the eastern of St Marks before meeting the High Street, so again it serves as a route for traffic destined for the railway station and the north of the town. The southern boundary of Fiddler's Green and Springbank neighbourhood runs along the A40, which is a very busy route that links Cheltenham to Gloucester and the M5 north and south. Most other roads in the area provide access for residential populations, although some minor arterial roads connect small residential streets with main routes in and around town.

Cycle ways

There is shared-use footway on along Princess Elizabeth Way and a small part of the A40 that can be used by cyclists, and there are bike parking facilities on Edinburgh Place (Coronation Square) and Tewkesbury Road. There are no other dedicated cycle trails or facilities in the area, so cyclists travelling through and around the area currently use the roads. Roads in the area have been graded by the Cheltenham and Tewkesbury Cycling Campaign as being either quiet, reasonably quiet or medium, apart from Princess Elizabeth Way, the A40 and Tewkesbury Road. A higher rating needs a higher level of skill from the cyclist.

Public Transport

Cheltenham Railway Station is in very easy reach for the residents of St Marks and the lower portions of Hesters Way. For Springbank, the station is roughly 40 minutes' walk, or 2.4 miles (Google Maps). The bus station is a 1.6 mile or 30-minute walk from the heart of the area (Orchard Avenue in Hesters Way, GL51 7LE), but some buses do go through the area, such as the C (Springbank – Fiddlers Green – Cheltenham), A (Lynworth – Cheltenham – Benhall – GCHQ), B (Springbank – Wymans Brook Cheltenham – Charlton Kings) and F (Rowanfield – Cheltenham – Leckhampton). The number 94 bus goes from Cheltenham to Gloucester along the Gloucester and Lansdown Roads along the southern boundary of the area.

Parking

The vast majority of houses in the area have an off-road parking option, meaning that on-road parking is easy for visitors. The high usage of the railway station leads to commuters parking in the vicinity, which

EXTRACT FROM CHELTENHAM CYCLE MAP

can cause parking problems for residents. (A GCC managed parking permit scheme is at the proposal

stage) There is one council car park in the area, behind the shops at Coronation Square. Gloucestershire College and GCHQ have their own self-contained parking, meaning that employment parking is largely self-contained. Although there are considerable issues at GCHQ with contractors' cars regularly parked in local residential streets much to the irritation of locals. Many houses have off-road parking, but parking spaces are more scarce for residents of the many flats in Hesters Way.

Community Services and Facilities

Healthcare

There are two GP surgeries within the area: Hesters Way Healthy Living Centre (Cassin Drive), Springbank Surgery (Springbank Way). There are four dental surgeries in the area or very close by: Springbank Dental Surgery (Springbank Way), Coronation Dental Practice (Princess Elizabeth Way) Michael Dental Care (Fiddlers Green Lane) and 8 Libertus Road Dental Practice (Libertus Road). There are three pharmacies in the area, and these are Lloyds Pharmacy (Coronation Square), St Marks Pharmacy (Tennyson Road), Cheltenham Pharmacy (Springbank Way).

Libraries

Hesters Way Library (Goldsmith Road) is close to the cluster of shops on Coronation Square and operates a limited 21 hours per week service.

Places of Worship

The area has five active churches: Hesters Way Baptist Church (Ashlands Rd), St Barnabas Church (Orchard Way), St Aidans Church (Oasis Centre), St Marks Methodist Church (Gloucester Road) Bethany Gospel Hall (Newton Road) and St Marks C of E Church (Church Road).

All churches offer a wide variety of community engagement and activities including coffee shops, youth groups, toddler / playgroups as well as weekly services and hire of church premises for community groups and activities.

Community Spaces and Facilities

There are three dedicated community centres in the area: Springbank Community Resource Centre (Springbank Way), Hesters Way Community Resource Facility (Cassin Drive, also home to the Chinese Centre) and St Marks Community Centre (Brooklyn Road). Create on the Square and Axiom Arts Thursday and Friday markets (Coronation Square).

There is a recycling bank in Edinburgh Place car park, off Coronation Square.

Pubs

The Midland, next to the train station has a large community space / function room for hire[5].

The Umbrella on Orchard Way, is a community pub with a large skittle alley/function room with own bar, pool table and dart board. It also offers skittles and darts teams and regular live music.

THE MIDLAND

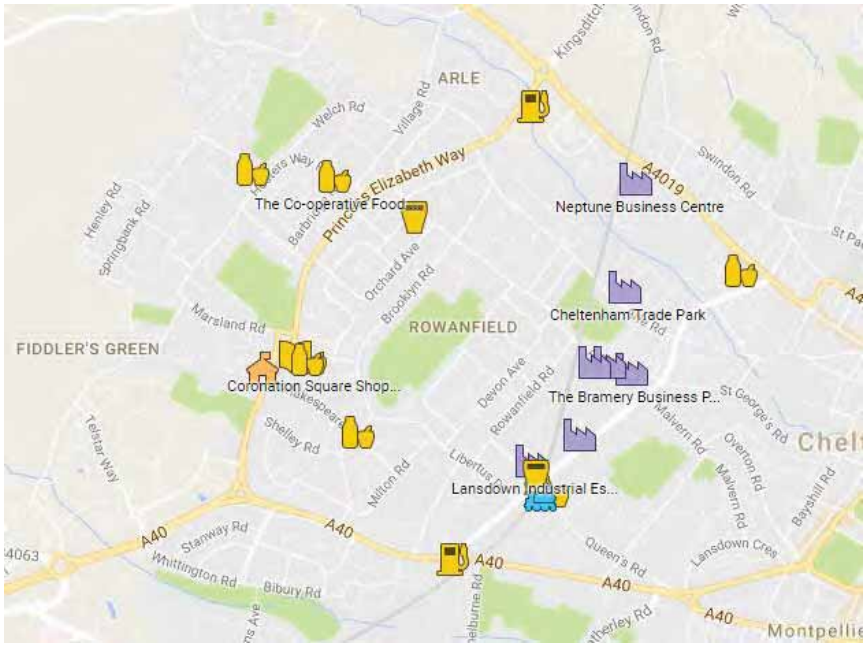
[5] http://midlandcheltenham.co.uk

Community Facilities Map

The Community Facilities map locates all the venues included in the Hesters Way Partners Directory[6]. It can be accessed using the Google link below the image.

https://www.google.com/maps/d/viewer?hl=en&authuser=0&mid=1tz6Xk-tf4Rq7C0xJ_jI9t8I9pHE

Businesses and Business Parks map



https://www.google.com/maps/d/viewer?mid=1JFmozVQPp-VWvuFGASh863UTTGU

[6] http://hwpartnership.org.uk/directory

Recreation and Leisure

There are several sports facilities in the area[7]:

- YMCA Sports Hall (Arle Road)
- Oasis Centre (Coronation Square)
- Otium Leisure Club (Fiddlers Green Lane)

There are several playing fields in the area such as Springfields Park, Triscombe Way, Pilgrove Way and King George V Playing Fields. There is a skate park and MUGA at Springfields Park. Other green spaces include; Chelt Walk Park and Griffiths Avenue Nature Reserve, The nearest public swimming pool is Leisure@Cheltenham on Tommy Taylor's Lane, which is 1.9 miles away, or 37 minutes' walk, from the heart of the neighbourhood area.

Green Spaces

There are a lot of green spaces in the area, some with designations and some without. The green belt of the town runs along the western border of the area. The neighbourhoods took part in the Local Green Spaces Study conducted in 2015 in partnership with GRCC and Cheltenham Borough Council, applying to designate (as local green space) Pilgrove Way, George Readings Park, Triscombe Way, Christ College, Monkscroft School Field and the green space around St Marks Community Centre (decision pending at time of reporting).

Educational Facilities

The area contains six primary schools:

- Hesters Way Primary (Dill Avenue)
- St Thomas More Primary School (Lewis Rd)
- Springbank Primary Academy (Springbank Way)
- Rowanfield Junior School (Alstone Lane)
- Rowanfield Infant School (Alstone Lane)
- Gloucester Road Primary School (Gloucester Rd)

It also contains two secondary schools:

- All Saints' Academy (state) (Blaisdon Way)
- Pate's Grammar School (state) (Princess Elizabeth Way)

The area also contains several early years' settings, including:

- Puddles Nursery (HWCRC, Cassin Drive)
- Giggles Nursery (Springbank CRC Springbank Way)
- Hesters Way Children's Centre (Dill Avenue)
- Rowanfield Children's Centre (Alstone Lane)
- Toddler group at St Barnabas Church

[7] http://hwpartnership.org.uk/directory

- Toddler group at St Marks Methodist Church

Economy

Employment

The area is mainly residential, so many residents are required to travel out of the area to get to work. However, Gloucester College, Lansdown Industrial Estate and GCHQ offer a number of employment opportunities within the area. The area is a medium length bus ride away from central Cheltenham retail and administrative employment, with the town centre being 2.7 miles away. The concentration of retail and trade along Tewkesbury Road is in relatively easy reach, especially for residents of Springbank.

Income

The area features several parts of Middle Layer Super Output Areas (MSOAs), which are small geographical areas used to analyse average household income in England and Wales 2007–8. According to the data, mapped to show the different MSOAs, there is a very wide range of incomes across the area, with some areas at an average of £810 and £730 per week at that time, while other areas are in the lowest quintile with an average of £520 per week at that time and others at the second lowest income quintiles with an average of £570 per week.

Retail and Services

The largest retail cluster in the area is around Coronation Square, on the eastern edge of the area. This cluster includes Farmfoods, Iceland, Greggs, Sue Ryder, Age UK, two cafés, two betting shops, a greengrocers, an optician, a travel agency and several takeaways.

There are several smaller retail and service clusters elsewhere in the area:

- Convenience stores on Hesters Way Road, Hesters Way Lane, Springbank Road, Gloucester Road and Arle Road / Merriville Road
- A cluster including a hairdresser, takeaways, butchers, motor shop and convenience store on Tennyson Road
- An empty block of shops at the end of Springbank Way
- Post Office on Hesters Way Road
- Shell garage on Princess Elizabeth Way

Planning Landscape

Recent planning and development had taken place at the White House on Village Road, the former Spirax Sarco site off Tennyson Road and the land on the former Christ College School on Arle Road. Developments have been planned but not agreed behind Lucinia Mews and at Springbank Shopping Centre.

The recent JCS indicate plans pending approval for a new “Tech Hub/ Business Park” on land beyond Fiddlers Green and 1100 plus houses on land west of Springbank.

Housing[8]

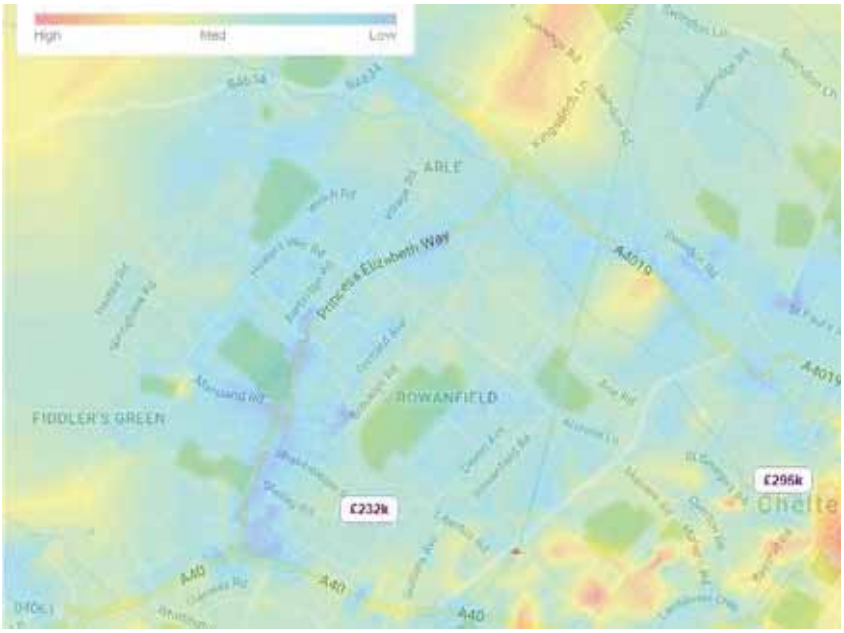
Area	Owned outright %	Owned with mortgage %	Social housing shared ownership %	Social housing rent from CBC or HA %	Private Rental %	Other %
Hesters Way Partnership	21.2	32.4	1.6	38.7	12.5	1.8
Cheltenham	32.1	32.4	0.7	12.2	20.1	2.4
Gloucestershire	35.5	33.9	0.8	12.9	13.8	3
England	30.6	32.8	0.8	17.7	15.4	2.7

Housing Tenure – proportions

Far fewer houses in this area are owned outright than the national, regional or borough averages, but mortgaged properties are roughly in line with local and national averages. Social rentals are very high (25% more social rentals than Cheltenham's social rent proportion overall and over twice the national average). Private rental numbers are low when compared to Cheltenham overall, but closer to national averages.

Housing affordability

Zoopla's heat map of property prices for West Cheltenham[9]:



[8] All information in this section taken from the 2011 Census
[9] http://www.zoopla.co.uk/heatmaps/

St Marks & Hesters Way Partnership

Area	Owned outright %	Owned – mortgage or loan %	Shared Ownership %	Social – council %	Social – other %	Private Rental Landlord%	Private other %	Rent free %
St Marks	22.8	32.9	0.8	23.6	6.1	11.0	1.5	1.2
Hesters Way	17.5	28.4	2.1	23.8	11.8	14.0	1.5	<0.1
Springbank	23.3	35.8	1.8	16.1	8.4	12.5	0.1	1.0
Cheltenham	32.1	32.4	0.7	8.0	4.2	20.1	1.3	1.1
Gloucestershire	35.5	33.9	0.8	5.9	7.0	13.8	1.6	1.4
South West	35.4	32.0	0.8	5.8	7.5	15.2	1.9	1.4
England	30.6	32.8	0.8	9.4	8.3	15.4	1.4	1.3

Source: ONS 2011 Census

Appendix 2: Neighbourhood Development Forum Output

The following information contains key notes from the Hesters Way Partnership Neighbourhood Forum Workshops on 14th July and 14th September 2016. A variety of themes were considered using the following prompts- 'What we have/ value'; 'Considerations', 'What we want to achieve'.

Economy

What we have:

- Business retail space
- Coronation Square – retail centre- Keep the Square
- Small pockets of retail elsewhere
- Horticultural/green space in middle
- Trading estates
- Appearance of GCC Building
- Opportunities – Cyber park

Considerations:

- Employment – skills, facilities
- Opportunities for local people –suitable local employment fitting skills of the area and training available
- Employment
- SMEs
- Business with employment

Vision:

- Attracting more businesses employing local residents
- Encouraging businesses to take apprentices
- A development of Coronation Square that attracts users - pleasant environment.

Business Sector and Retail

What we have:

- Coronation Square (under redevelopment)
- Hesters way shops & Post Office/Co-op/ Charity shop H/W Project
- St Marks shops (Tennyson Road)
- Glos Road (by the railway station)
- Lansdown Trading Estate
- Yellow Box Co (bottom of P.E. Way)
- Petrol station

What is needed:

- It would be good to see a pound shop/discount shop/Home Bargains
- We need things to attract families
- Coffee shop that sells retail as well.

- Greggs does well? Combine & seating area. Salad bar including gluten free, sugar free, dairy free, additive free.
- Good idea to put car park at front and put CBH housing in back & parking for staff
- Christmas/ Seasonal shop, sell allotment stuff
- GCHQ staff help & virtual reality shop for kids.
- Rent office space for short times. Rent space for a day
- Use GCHQ to encourage IT skills for local people

Vision:

- A pleasant, attractive business & retail area which will draw people in
- Retain what we have
- Niche shops to attract football
- Local businesses run by local people

Environment and green infrastructure

- People value the flowers (wild) on grass verges
- Make Benhall roundabout more attractive (lighter Trees)
- Plant bulbs (could use to form words), replant daffodils on verges- find a business to sponsor park warden to maintain/clear/parks
- Planting to soften landscapes – verges, middle of road, more wild flowers please!
- Hesters Way in bloom could be a possible action
- Get all information on green spaces – their use, ownership, size, access, value to public, why it needs protecting. Cul-de-sac green.
- Green buffer on Pheasant lane & Hayden Lane
- Monkscroft site - field next to care home, Shelley Road: College playing field between Arle Road and Alstone Lane
- Encourage more bus use so less need for parking
- Sort junction 10 so lorries not using Princess Elizabeth Way
- Shops and services – face the community they serve

Vision:

- Connectivity between green spaces
- Vibrant spaces that people are proud of and which are visually inspiring

Climate Change

What we have:

- Large residential areas interspersed with green spaces
- Verges planted with bulbs
- Educational boards about wildlife in park
- Also smoke free area
- Cycle lanes

- Green spaces
- Good – Brilliant school facilities (Educational)
- Excellent green areas for sport
- CBH arranging solar panels on suitable houses
- Wind turbine in Springfield Park
- Only National Policy
- South facing property/Effective drainage

What is needed

- Promote walking, cycling & public transport usage
- Take up offers of grants for insulation
- We would like free green bags again or economical brown bins
- Standards in building
- Better use of multi
- Green space strategy
- Flooding/Flood protection
- Garden permeability/ House permeability/ more visible soil
- Trees/Use the environment
- Potholes caused by bad weather (in part are being mended but slowly)
- There are still some areas which flood

Vision: Good Developments to include

- Living. Working and socialising in this area we would hope that we didn't have a negative impact on the environment.

Roads and transport

- Junction 10 M5 opened to relieve traffic in the area.
- Improvement in the bus services – either arrive all at once or not turning up at all
- Adequate car parking for new builds (Flats housing and business)
- Paving stones to be replaced all over town where needed
- GCHQ new employment builds to supply adequate parking for workers
- Safe walkways through grass areas
- More safe pedestrian areas in all car park areas
- Apply by-law parking restriction for paths and grass verges (to prevent obscuring vision).

Vision:

- This area will be a place where everyone is safe and has adequate access to transport.

Facilities and services (including health)

What we value: - Important to retain what we have:-

- Market that can grow –valued
- A good network of clubs/associations

- Faith groups/schools/centres
- Youth groups(Brownies/scouts/Boys' brigade)
- Exercise classes (Belly dancing/zumba/balance)
- A library
- Slimming clubs
- Ability hub
- Axiom arts
- Children's centre
- Nurseries/pre-school

What is needed/issues to address:

- Encourage people to get out more!
- Banking/Post Office/Credit union (Access to finances is important)
- Venue/Entertainment
- Health services/Pharmacy
- Pub/Café/Restaurants with a pleasant outlook/ view - eg in Parks
- Sports/Bowling Green

Vision:

- A key thought is to have inter-generational spaces/hubs – a whole area where old and young mix all the time
- Complimentary services eg In Health centres we need dentistry, podiatry
- Translation Services

Community Facilities

What we have:

- MUGA – to – be
- Church "halls" & associated activities
- Sports centre
- Parks
- Pub
- St Marks (Brooklyn Road) Community centre (Play group/Lunch club)
- See directory!!
- Library
- Family space organisation
- Educational opportunities- Tutoring
- Opportunities for young people
- Using community facilities more flexibly
- Library
- Oasis
- Springbank – lots of spaces but not joined up
- Hesters Way

- St Marks community centre
- H.W. Baptist, St Marks £25, St. B's £22 per session
- Bethany Gospel Hall
- Swindon Village Hall
- Saracens
- Schools

What is needed:

- Better facilities for young people
- Priorities to be tailored to the community
- Using community facilities more flexibly
- Better transport, open more time
- Activities not to clash
- Price less for locals
- Need to work together and have things on at the same time

Vision:

- This area will be a place where people can meet and gather and enjoy company and activities together.
- Leisure facilities suited for all needs
- Where facilities work together for the good of the community
- Leisure and community facilities suited to all needs

Housing

Timespan of development 1870-2016

- 1900 - Old Farm properties/Glos Road
- 1920 - St Marks Estate
- 1930 - Anne Road/Gardens
  Brooklyn Road
- 1950s – Princess Elizabeth Way/Concrete Houses
- 1960s – Fill in
- 1970s – Springbank/Fiddlers green
- 1980s – Springbank/Fiddlers Green
- 1990 – present fill in N/S Court

Also- Christ College (Saxon)

What do we need?

- Affordable
- Mixed ownership/ tenant
- Varied price
- Well designed

To consider:

- Redway:
- Houses with multiple occupation (HMOS)
- Quality+
- Eco +
- Parking
- Listed Properties – consider new
- Redevelopment policies are needed for houses with multiple occupation

Vision: Good Developments to include

- Green spaces overlooked by property
- Green spaces will linked to housing
- Parking sufficient for housing
- Trees

Historic Buildings

What we have:

- St. Marks church (C of E) Iconic building under Glos. Diocese
- The Midland Pub - Victorian Hotel & Pub brings in a good revenue during races and from rail travellers
- Lansdown Railway station- Essential for commuters and commerce
- St Marks Methodist church – Frontage
- Poets estate 1924
- Arle House Kingsmead Road
- White House Village Road
- Sherry bar (Douglas Hydraulics)
- Gatehouse
- Hope Farm – a barn
- 2 buildings on road up to B & Q on opposite sides of road
- Buildings with a significant meaning to the community

What is needed:

- Wish to keep all of the above
- Opportunities continued use for benefit of history, slight changes to include more community activities
- Challenges – The upkeep
- Being out of town we don't have extremely historic buildings but more well-known loved and recognised. As time goes by these may have to be brought into more modern use while retaining the historic façade
- Maintain our historic buildings/Preserve them
- Other buildings not necessarily in need of preservation as long as there is sustainable change
- Buildings with a significant meaning to the community

Vision:

- An area where historic buildings are preserved

Task 2: Desirable characteristics of new housing development

Characteristics that are valued in new housing developments

- Privacy – not overlooked too much
- Variety of bedroom numbers
- Houses and flats – increase in proportion of houses
- Home suitable for single people as there is currently a large proportion of two bed flats
- Green - trees and gardens
- Easy access to both front and back entrances to homes
- Effective soundproofing (building regulations)
- Integrate local shops/services/ indoor and outdoor 'meeting spaces' into new development (encourages mixing and counters antisocial behaviour)
- Integral meeting spaces in new developments – indoor and outdoor
- Easy access to green space from several points (eg. Springfields has many entrances – which is better than KGV which has only 3)
- Green spaces which are clearly overlooked by homes (Green spaces not overlooked can be problematic)
- Encourage grassed areas (flooding not a particular issue except around the Square and side streets. However there is a good deal of concrete in the area and no more opportunity for natural drainage should be lost).
- Cul-de-sac encourages neighbourliness
- Efficient road design around new developments

Appendix 3: Workshop Output to bring together aspirations

Aspect	**Aspiration**	**How we know this**	**Other points raised** **(e.g. potential solutions/ reality check / how to tackle)**
Local Environment (green infrastructure + space / historic buildings)	**High level aspiration** 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	Reference: NCG meetings & PPP meeting Two listed buildings in Springbank (The White House, corner of Village Road and Kingsmead Road, and Arle Court House, in Kingsmead Road).	Challenges faced – the upkeep. Being out of town there is not extremely historic buildings but more well-known loved and recognised buildings. Places mentioned in the HWP Directory could help to inform a list of cherished buildings.

	the area for continued use and historical benefit • Promote those building with significant meaning to the community		
Local Environment (green infrastructure + space / historic buildings)	**High level aspiration** To ensure connectivity between green spaces **The achievement of this aspiration requires the following objectives 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.	Reference: Local Green Space project, NCG meetings and NDF meetings. In terms of new development the landscape of the roads is quite distinctive in this area (i.e. having a green strip with trees on it in between the road and the pavement), and that this should be retained in any future new developments. It also acts as a good flood defence. Springfield Park has so many access points and that it is great to be able to access it from all directions.	The need for a focused local Green Space Strategy – to ensure current and future green space allocation is designed around existing and potential development. To ensure appropriate flood protection is in place It is also important to have seating for the older people. A map of the area which identifies where the green spaces are in the area, including what is available, access points etc. is available on the website: http://www.hwpartnership.org.uk/HestersWayMap.html
Local Environment (green infrastructure + space / historic buildings)	**High level aspiration** To have vibrant spaces that people are proud of and which are visually inspiring. **The achievement of this aspiration requires the following objectives to be met:** • To encourage wildlife corridors to ensure vibrant flora and fauna • To ensure that the main parks (e.g. 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	Reference: Local Green Space project, NCG meetings and NDF meetings.	Make Benhall roundabout more attractive (lighter Trees) Planting to soften landscapes – verges, middle of road, more wild flowers Maintain Springfield Park as a destination park.

Housing Development	**Higher level aspiration** 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.	Reference: NCG meetings & PPP meeting	There is a need to take into consideration what is going to happen in the future (e.g. welfare reforms), and also that any development needs to be sustainable with the inclusion of recreational facilities.
Economy (business sector & retail)	**Higher level aspiration** To ensure businesses can be retained and attracted to the area offering local residents employment opportunities. **The achievement of this aspiration requires the following objectives 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	Business Breakfast Presentation by HWP September 2015. Reference: PPP meeting	It is clear that the success of small businesses plays a key role in the regeneration of inner-city areas and activities described can make a significant impact in addressing this issue. • Encouraging businesses to take apprentices • Working in partnership with Cheltenham Borough Council departments • Establishing a Business Partnership Programme • Publicity campaigns / including shopping destination The number of takeaways is concerning which attracts anti-social behaviour having a negative effect on the image of the area.
Economy (business	**Higher level aspiration**	Traders Forum	To address the Branding, Identity and Perception of Coronation Square via developing a comprehensive **publicity** plan to raise the profile of the area -

sector & retail)	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 objectives to be met:** To address the development requirements of Coronation Square to attract users and creates a pleasant environment.	Could make better use of the car park and improve signage to make it a destination shopping area. The Traders Forum is considering this in his proposals for a car park at the front and more housing on the square. Shops footfall will be greater when the new housing development is built.	work with the Tourist Board has resulted in extension of the 'tourist map' to include the inner-city for the first time Create a list of the top five places to visit in the area so that in 15 years' time people can say there have been improvements.
Transport / traffic management	**High level aspiration** 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 objectives 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		To ensure safe walkways through grass areas as well as more safe pedestrian areas (including in all car parks) Apply by-law parking restriction for paths and grass verges (to prevent obscuring vision). Restricted access streets for improved cycle and pedestrian safety and convivial living Cycle and pedestrian permeable routes across the area and towards the town centre
Transport / traffic management	**High level aspiration** 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 objectives to be met:**	Badly designed roads can cause a lot of problems for cyclists (and pedestrians).	Reduction of traffic on Princess Elizabeth Way as it divides the community Designing wider roads so that a cycle lane can be included

	• Manging the flow of traffic in the area • Joined up cycle routes		
Facilities / Local Services	**High level aspiration** 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 objectives 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	Reference: Children & Young Peoples meetings, NCG meetings and NDF meetings	It is important to make best use of existing assets that may be underutilised. Promotion of the online local directory

In addition the following provides a summary of issues discussed (without prejudice) during the workshop on the Joint Core Strategy and the Springbank Greenbelt area:

- No connectivity for green spaces – current areas plus 'new' green spaces. Green route from most distant houses into Fiddlers Green, Henley Way etc.…
- Integration of what is currently here with new – seamless
- Employment straight up to houses – not good. Green all round? Should be a buffer zone
- Views – sunset etc... Very important to retain.
- Must check the flooding situation and impact of further development etc.…
- Important that current infrastructure is supported and not competing + displacing activity in current area
- Theoretical re-mapping for green spaces – involve Gloucestershire University
- To develop houses / property and allocate green space first and then 'worry' about Industrial Units afterwards
- There is disproportional amount of industrial versus green space (Staverton has units available)
- Industrial units are just spaces to rent – lots of empty shops and houses

Appendix 4: Previous Consultations

During 2016 there have been numerous community engagement activities with respect to the Neighbourhood Development Planning (NDP) process. At each of the occasions detailed NDP has either been on the agenda or has formed a discussion topic, some with local providers other with residents and many with both. The tenor of responses are indicated in the relevant sections above but they can also be found through the following links:

- Neighbourhood Coordination Group meetings (28th April, 7th July & 13th October)
- Children and Young People's meetings (19th June, 22nd September & 1st December)
- Partners meetings (21st March, 18th August, 21st November)
- Eco fun day (24th September)
- Easter fair (12th March)
- St Barnabas Church (9th May)
- Hester's Way Children's Centre (22nd April)
- PPP (16th July)
- Viewpoint magazine (February, June & November)
- Website Facebook twitter - regular updates

CHELTENHAM BOROUGH

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 9

ST PAUL'S

January 2017

Report compiled by GRCC, working in partnership with St Paul's Residents Association

Chapter 9: St Paul's

Report Context

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

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

> Part 1 of the report provides an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.
>
> Part 2 of the report contains 12 separate chapters, each devoted to one community, tracking their approach to the task and drawing out their conclusions, aspirations and priorities. Each chapter contains Appendices which provide fuller detail of a profile produced by the community and outputs from engagement activities they have conducted as part of this project and relevant previous activity.

This document forms Chapter 9 of Part 2 of the Cheltenham Engaging Communities Project Report and contains information about St Paul's.

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 engagement with the wider community

In order to build and 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 Appendix 1.

The next stage involved community engagement activity during summer 2016 in order to find out other residents' opinions and priorities and inform the conclusions drawn. This was formed of two parts.

The first was a questionnaire completed by residents on the 8th 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.

1. What are the three things you value most about St Paul's?

2. What are the three things you would most like to see improved in St Paul's? This could include particular places/sites or community services and facilities or transport related issues or any other ongoing problems that you have noticed.

3. Please describe the improvements you would like to see

4. What is your opinion on the following in St Paul's? (tick one per row)

	Very good	Good	Poor
Play facilities			
St Paul's Church, Herrington Rooms & Old School Community Centre			
St Paul's Hub			
Gas Green Youth & Community Centre			
Getting around St Paul's by car			
Getting around on foot			
Getting around by bike			
Access to public transport			
Sports facilities			
Buildings - condition			
Buildings - design			
Open spaces			
Employment opportunities			
Access to shops and services			
Facilities for older people			
Facilities for families and young children			
Facilities for teenagers and young adults			
Other – please specify:			

5. What improvements would you suggest?

6. In what ways do you think pedestrian & cycle links could be improved around St Paul's?

7. Please describe the characteristics (such as parking, design, garden provision, infrastructure) that you feel are important in any new development in St Paul's.

8. How can we build a stronger community in St Paul's?

Results of the survey and findings from the profile were considered during a workshop organised by SPRA in November 2016 and facilitated by GRCC. The community used this information to conduct a SWOT analysis and to draw out aspirations and key issues for the community.

Outputs from community engagement activities

A) Community survey

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?	• Proximity to town (12 comments) • Parks (9 comments) • Community spirit (11 comments)
Q2- What are the three things you most like to see improved in St Paul's?	• Crime/Safety/Antisocial Behaviour (15 comments) • Traffic (Inc. volume and speed) (12 comments) • Appearance and cleanliness (11 comments)
Q4- Aspects with highest number of people indicating provision was poor	• Getting around St Paul's by car (13 good/v good; 10 poor) • Access to public transport (19 good/ v good; 11 poor) • Buildings –condition (16 good/ v good; 11 poor) • Facilities for older people (14 good/ v good; 10 poor)
Q6- In what ways do you think pedestrian and cycle links could be improved around St Paul's?	• Parking and Traffic (7 comments) • Pavements and Road Surfaces (6 comments)
Q7 - Please describe the characteristics (such as parking, design, garden provision, infrastructure) that you feel are important in any new development	• Parking Provision (12 comments) • Garden Provision (5 comments)

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 Paul's 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 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 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 and Aspirations are below and further outputs from the workshop can be found in Appendix 3.

SWOT Analysis

Strengths	• An all-encompassing (family ties / heritage) community • Health services (range of medical services) • Close proximity to the town centre • Access to leisure centre
Weaknesses	• Separation of community – e.g. areas Cheltenham Borough Homes (CBH) managed and not integrated to the rest of the community • Transient population (HMO). • Isolation of older population with neighbours changing regularly • So little green space • Residents come a close third in terms of local control behind the University and landlords
Opportunities	• University Campus – integration with community residents as well as services / facilities • Utilisation of community buildings (the old school) • Street view – conservation area but limited focus on front gardens

Threats	• English not the 1st language for some limiting integration
	• Imbalance in population (high level of less than 24 year olds)
	• Property
	  o Too many rental properties to date with the concern of the continued growth of landlord with multiple rentals pricing out local residential purchases
	  o No affordable family homes
	  o 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.
	• 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.
	• St Paul's 'rat run' for car traffic – continued issues with the CTP & JCS changes being made

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 the 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:

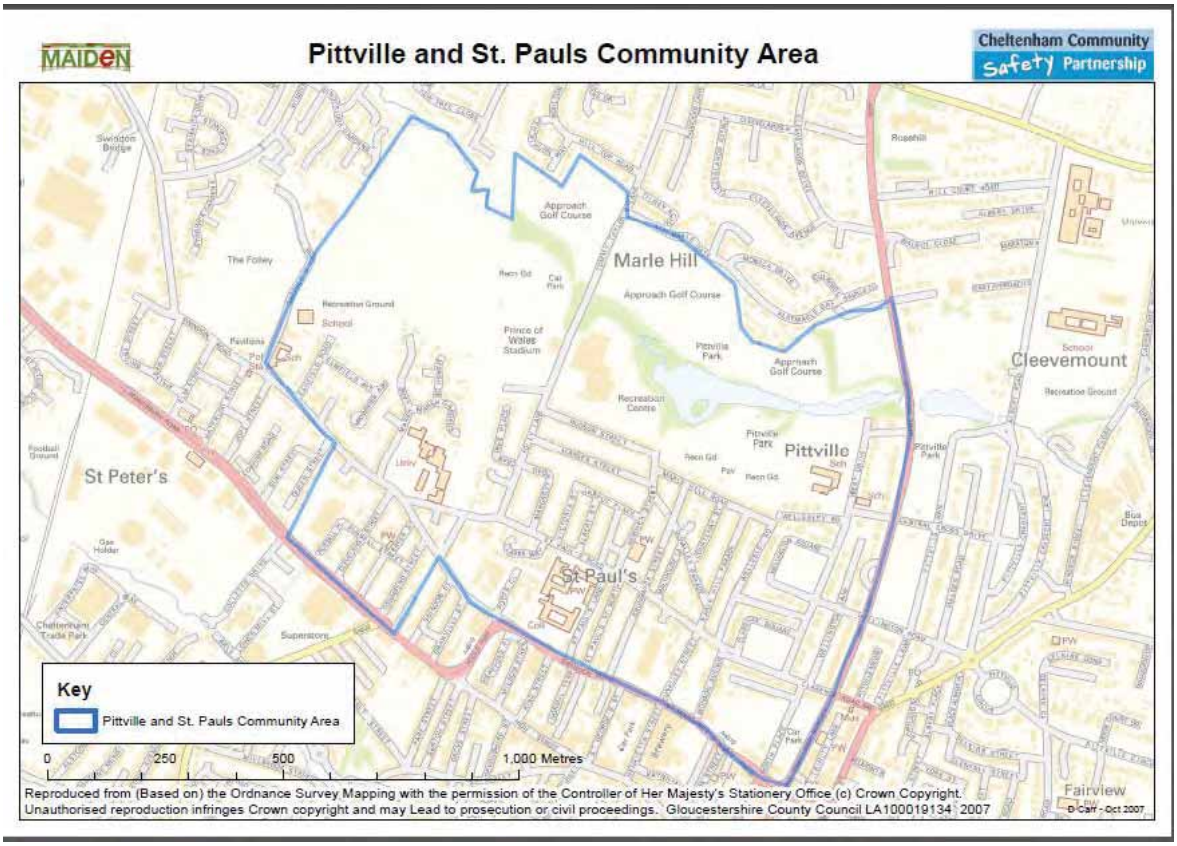
- Limit development to affordable housing that can be bought or rented by local people (ie prioritise local people)
- Enforcement of planning powers in respect to low rise two storey terrace Victorian style properties in keeping with the area
    - fit for purpose 'look and feel'
    - eco friendly
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

Appendix 4 contains link to previous consultations carried out or responded to by the group and which are reflected in the workshop output as well as the community profile.

Appendix 1: Community Profile

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

There have been various boundary changes to the Neighbourhood Coordination Group (NCG) area, so for data purposes the ward of St Paul's has been used to represent the area. *As a result the St Paul's Residents Association has identified that the community profile not only relates to the St Paul's NCG localised area but also information applying to ward level resulting in this St Paul's profile also including elements of the wider area of Cheltenham.*



People and Households

Data

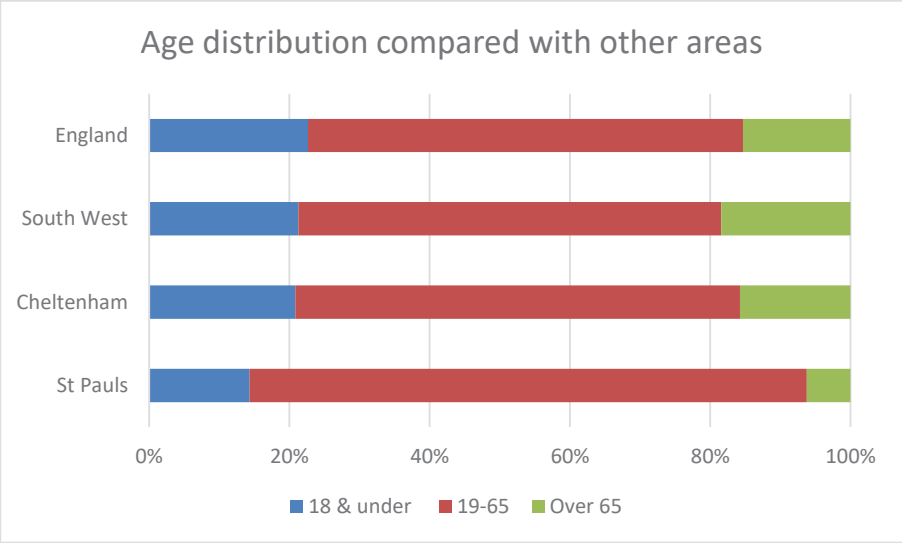
Data on people and households in Cheltenham is gathered at a parish or ward level, and for the purposes of 'best fit' data from the ward of St Paul's has been used in the following sections.[1]

Key facts

The Maiden mid-2013 population estimates state that St Paul's ward has 6,509 residents and Census statistics indicate that:

[1] The St Paul's NCG area roughly covers census lower layer super output areas Cheltenham 004C & 004E, but even this is not an exact match for data collection, and not all data is available at this level

- around 47.6% of residents are male and 52.4% female
- there is a significantly higher proportion of people of working age in St Paul's compared to the Cheltenham, South West and England and conversely lower numbers of children and people over 65.
- at 93.51 people per hectare, St Paul's is a high density area, within the top 10% for Gloucestershire.



Deprivation

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

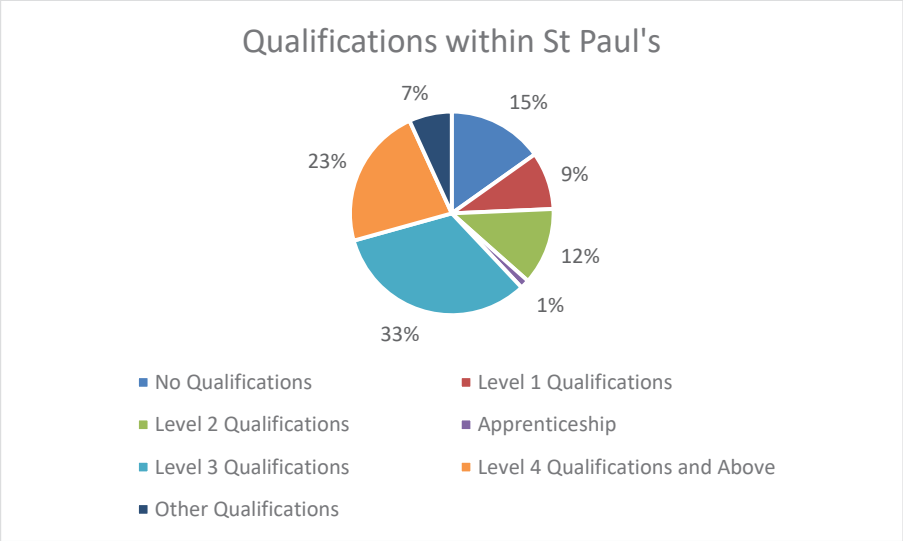
Each LSOA is graded based on where it falls in its score for multiple deprivation, across five divisions in the full range from the most severe to least severe scores for multiple deprivation. This is done using data from various sources, mostly from the 2012/13 period. There are seven domains of deprivation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

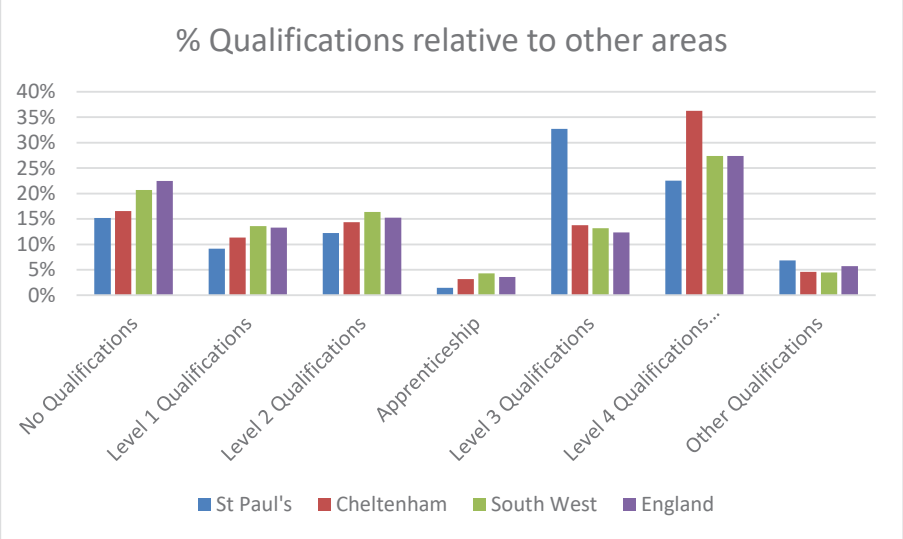
Maps produced to indicate areas of deprivation use colour coding to show which division an area falls into, with red being the most deprived, followed by orange, then yellow and then pale green and finally darker green for the least deprived quintile. The map for St Paul's indicates it is an area of relatively high deprivation with around a quarter of the area being shaded in red and a further quarter shaded orange. The remaining areas are shaded yellow. The crime rate for St Paul's is in the top 10% for Gloucestershire, being double that recorded for the county as a whole. It is also in the top 10% for numbers of pupils having English as a second language and the top 25% for numbers of pupils claiming free school meals.

Educational Achievement

St Paul's has low numbers of people with no or lower level qualifications in comparison with Cheltenham, the South West and England and has a high proportion of people with a level 3 qualification equivalent to A levels - higher than the national, regional and county figures[2]. These figures may be slightly distorted by the number of undergraduate students living in student accommodation in the ward.

[2] Census 2011





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

History and Heritage

A large part of St Paul's is within Cheltenham's Central Conservation area. This includes the Lower High Street, the St Paul's Road area and Old Town. The Lower High St Area is one of the oldest parts of Cheltenham, comprising a commercial street with terraced housing both sides, and a number of chapels, now mostly put to other uses. The Old Town character area is on the easternmost side of the ward and includes the Brewery Quarter.

The St Paul's character area is entirely within the St Paul's NCG area. This area is largely residential, much of the development having taken place in the latter half of the 19th century in order to provide housing for the town's artisan workers. Typical housing in these areas has been provided in narrow, densely terraced streets laid out in a compact grid pattern the streets mostly running north/south between the

two main roads, the Swindon Road and St Paul's Road. The exception is Dunalley Parade which lies diagonally across the area. Many of the houses front directly onto the street pavements and most rely on on-street parking for their vehicles.

The compact layout of the streets has left little space for trees and grass verges along them. Landmark buildings within this area include St Paul's Church, Dunalley House, Francis Close Hall and Chapel and the Elms. Francis Close Hall currently houses the campus of the University of Gloucestershire and combines a range of historic buildings with more modern University buildings in an open space setting. Public open space can be found to the front of St Paul's Church and the recently created St Paul's Walk between Hudson and Manson Streets. Pittville Park borders the St Paul's neighbourhood on the north.

Community commentary: In recent years there has been a number of small scale infill development, mostly in back streets on former garage and garden sites, e.g. Wellesley Road, Malthouse Lane, St Paul's Lane. The conservation areas have been unevenly enforced, and not all recent development has been sympathetic, so their character has been eroded. There is some feeling in the Lower High Street that the conservation area could be a barrier to economic regeneration. A number of residents in the St Paul's area value the historic character, and there is interest by some who have attended NCG meetings in extending this further west to include streets such as Marsh Lane.

Physical Character

St Paul's mainly consists of residential, red brick terraced houses that were built to accommodate the town's artisan population in the 19th century. The oldest houses in the area date back to the 1830s (St Paul's Street North). The grid-like street layout and the closeness of the houses and streets gives the area a unique identity. Other important character elements include the university campus, which mixes smart modern buildings with historical 19th century grand buildings, and St Paul's Medical Centre, built in the 1990s.

Although there has been relatively little small scale modern infill development, there have been a number of larger developments such as:

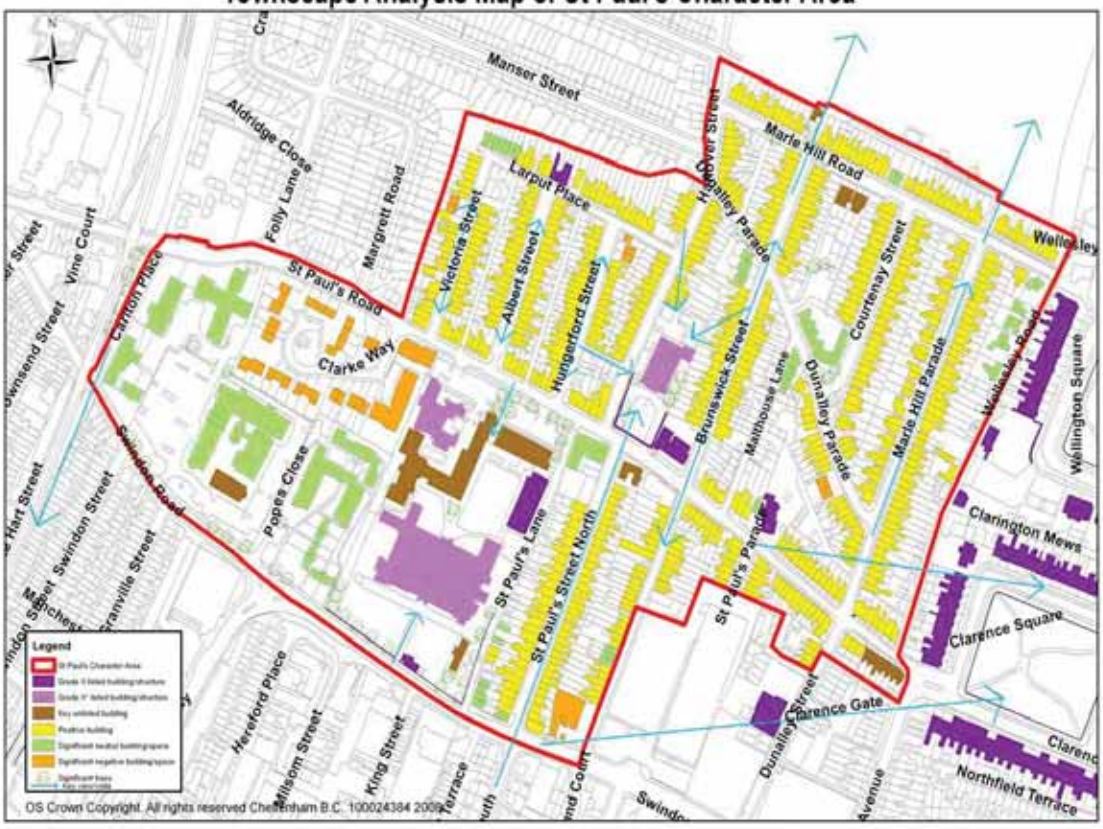
- a Holiday Inn Express,
- Pope's Close retirement development (1980's)
- a new housing development for people with learning disabilities on the site of Burkes Scrapyard in Dunalley Street
- St Paul's Medical Centre & Clarke Way on the site of the former Cheltenham Union Workhouse.

Planning permission has been granted for a supermarket on the former Black and White Site in North Place, though this has not been built out and development has stalled.

Recent developments

The former Whitbread Brewery has been developed into the Brewery Quarter, a leisure destination comprising cinemas, gym, bowling alley, bars and restaurants and some retail, with the most recent phase of this taking in the north side of the High Street between Henrietta St and Bennington St. The Keg store on Dunalley Street has been developed for residential use, and the site of the former Whitbread offices on St Margaret's Road is now an NCP car park.

Townscape Analysis Map of St Paul's Character Area



Roads, Transport and Access

Roads

The A4019 Northern Relief Road dominates St Paul's and is the main East-West corridor through the north side of town.

Community Commentary: Due to traffic volumes and a lot of unsynchronised traffic lights along the A4019, St Paul's Road, Swindon Road through Elmfield and the south side of Clarence Square are being used as a rat run. Traffic levels, speeds and noise are high which can make walking along them an unpleasant experience. Despite St Paul's Road having only one lane of traffic in places and dangerously narrow pavements, it sees rush hour traffic volumes not far below the A4019. Traffic levels are forecast to increase dramatically with the closure of Boots Corner, and no plans for mitigation are yet in place. The planned JCS development of 4500 homes in north-west Cheltenham will also increase traffic volumes.

There is a high level of vacant buildings alongside this road which also makes it unattractive. Congestion, exacerbated by several sets of poorly synchronised traffic lights, has driven traffic into residential streets, including St Paul's Road, Townsend Street, and the part of Swindon Road through Elmfield. This has a negative effect on the air quality and the quality of life for residents living on these streets.

Freight routes through the town are poorly defined and signposted, so despite weight limits and low bridges, HGVs regularly use St Paul's Road and Swindon Road through Elmfield. There is no weight limit on Townsend St, and the properties on the street shake when an HGV goes past.

The traffic causes problems with air quality. CBC readings show air quality on St Paul's Road to be as bad as and worse than the A4019.

AIR QUALITY SCREENSHOT FROM WWW.CHELTENHAM.GOV.UK

The residents of St Paul's have previously asked Cheltenham Borough Council planning policy department about drawing up 'asthma maps' to show prevalence of respiratory disorders geographically, as anecdotal evidence suggest large numbers of asthma sufferers around St Paul's Road.

Heavy traffic also has a negative effect on community cohesiveness. The traffic noise makes conversation on the pavement difficult, and it creates a physical barrier between neighbours on opposite sides of the residential street. Studies from Bristol give evidence of the negative effects of traffic on community cohesiveness.[3]

The south side of Clarence Square falls within the St Paul's ward. This terrace forms part of a grade II listed Square[4]*. However, it is cut off from the rest of the square by a busy road. Residents are concerned about the effect of the traffic on the historic buildings and their foundations and are in the process of applying for a traffic sensitivity order.*

Residents have suggested more traffic calming measures on St Paul's Road to make it less attractive to through traffic and friendlier to pedestrians and cyclists. Options suggested include the introduction of pedestrian crossings, pavement widening, and blocking the road to through motorised traffic with the use of bollards midway (as is done on residential streets previously used as rat runs in Bristol).

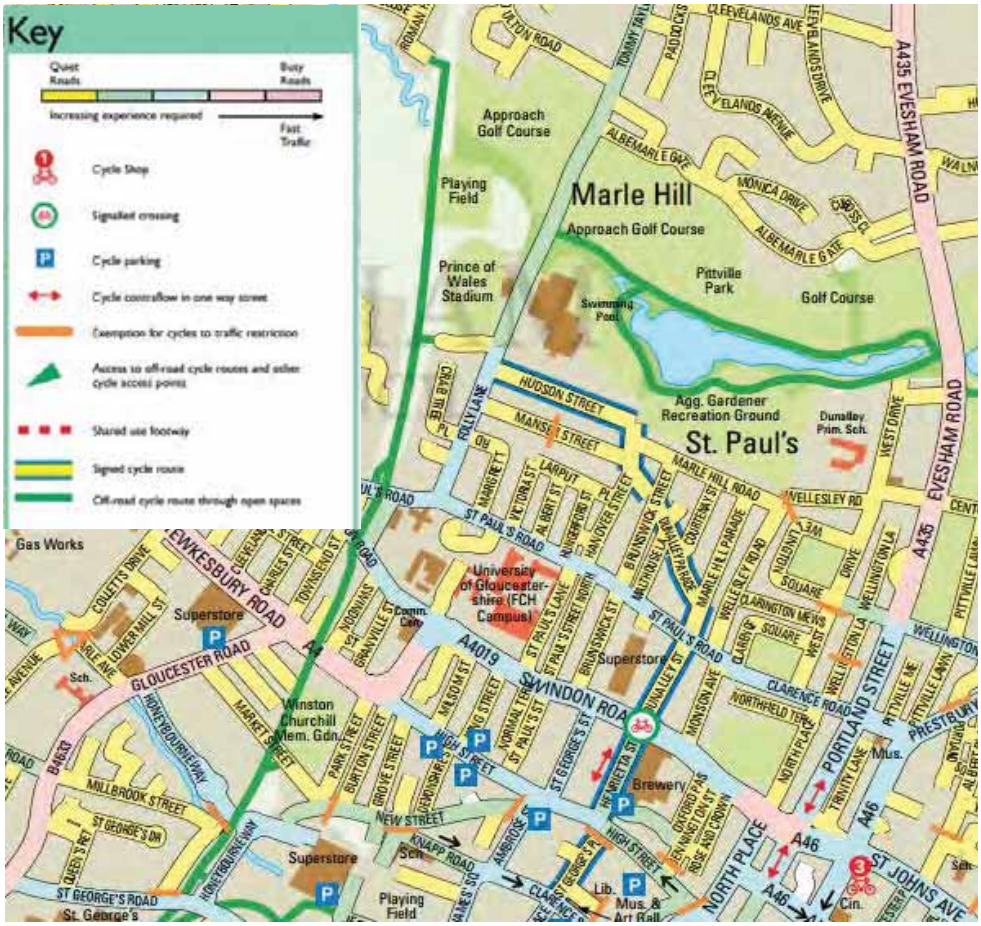
Cycle Ways

Honeybourne Line, which is a converted railway line, provides a leafy off-road cycle route that runs north to south through the west side of town, and through St Paul's, with entrances on the High Street, St Paul's Road and Tommy Taylors Lane. This provides a direct traffic free route to Cheltenham Spa Railway station (less than 10 minutes). There have been talks about extending this cycle route to Bishops Cleeve. The Northern Relief road travelling east to west has cycle paths marked on it, but it is only recommended to the most confident cyclists. There are no other recognised cycle trails in St Paul's, so cyclists travelling through and around St Paul's currently use the roads.

Community commentary: Although the residential through roads (St Paul's Road, Swindon Road through Elmfield, Townsend Street) should be reasonably cyclable, the volume of traffic including heavy vehicles combined with a poor road surface make them unattractive and only suitable for more confident cyclists.

[3] Hart & Pankhurst "Driven to distraction: the impact of traffic on three Bristol streets'" http://eprints.uwe.ac.uk/15513/1/WTPP_Hart_ParkhurstJan2011prepub.pdf

[4] www.britishlistedbuildings.co.uk



EXTRACT FROM CHELTENHAM CYCLE MAP (WWW.CYCLECHELTENHAM.ORG.UK)

The Cheltenham Transport Plan (CTP) aimed to make all parts of the High Street accessible for 2 way cycling. Sadly, this has been severely compromised by the road design of the Lower High Street between Henrietta St and Bennington Street, where there is no space for a bike and a bus to pass each other safely. This is a barrier to cycle access to and across the town centre for St Paul's residents. The Brewery Quarter will not allow cycles to be parked on its premises (offering instead a cycle park the on the opposite side of the Northern Relief Road, next to the multi-storey car park) thus restricting sustainable transport options for its visitors and employees.

Public Transport

Cheltenham Railway Station is within 1.3 miles or 25 minutes' walk away, and can easily be accessed on foot or cycle by the Honeybourne Line. There is a regular bus service to the station from the Lower High Street. Several local bus services can be accessed from the Lower High Street whilst the bus station is only 0.7miles or 14 minutes' walk from the heart of St Paul's. The Swindon Village/Cheltenham town centre bus is routed through St Paul's connecting the area to employment and the retail parks in Swindon Village.

Footpaths

Community Commentary: Pavements within the residential area of St Paul's are narrow and uneven. This is a particular problem for older people, people with disabilities and people with young children. Gloucestershire County Council Highways has acknowledged that some narrow pavements on St Paul's Road - where it is not possible for pedestrians to pass each other without stepping into the road - are dangerous, especially given the speed and volume of traffic on that stretch. Wellesley Road, formerly a

service lane of garages, has now largely been developed as housing, but no pavement has been installed. All streets in the residential area should have pavements.

On rubbish collection days, many pavements are entirely obstructed by bins. Some wheelie bins are left permanently on the pavement as residents have nowhere to store them off the street.

Street lighting

Community Commentary: Residents have requested better street lighting in the residential area. St Paul's was one of the first areas to be given the new LED lighting. This does not have as much throw as the older street lighting and leaves lots of darkness on the pavements. On many streets the street lighting is only on one side, which is adequate on narrower streets, but on wider ones such as St Paul's Street North it means that one side is left in darkness.

Given the unevenness of the pavements and obstacles this makes the street difficult to navigate after dark. A lot of the population are students or under 30, so often go out in the evening, or work in the night time economy. The area's proximity to the town centre facilitates this. However a lot of young people, especially women feel unsafe walking around the area after dark, and the poor lighting contributes to this. Evidence of this feeling unsafe can be seen the comments made in this petition:

https://www.change.org/p/cheltenham-borough-council-place-cctv-on-brunswick-street-st-paul-s-north-street-swindon-road-honeybourne-line-the-high-street-the-promenade-and-other-areas-to-prevent-violent-crime-in-cheltenham

Poor street lighting along St Paul's Road means that pedestrians are not readily visible to cars after dark, and bicycles, even with regulation lights are not easily visible. Back streets which have been largely changed into residential streets (Wellesley Road and St Paul's Lane) are particularly badly lit and feel unsafe. Un-adopted service lanes and roads have no street lighting.

Community Services and Facilities

Healthcare

There are five GP surgeries, a 'walk in' treatment centre, a dental surgery and a number of complementary medical services based at St Paul's Medical Centre. The sexual health centre is very nearby on Milsom Street. There is a large NHS dentist practice at the Brewery. There are two pharmacies, one at St Paul's Medical Centre and one on Swindon Road. Cheltenham General Hospital is just 1.2 miles or 22 minutes' walk away. The nearest stop for the hospital bus service (99) is on Clarence Parade. The nearest children's hospital is in Gloucester.

Libraries

There is no library in St Paul's neighbourhood area. However, the neighbourhood is 22 minutes' walk or 1.2 miles from Cheltenham's Central Library, which is co-located with the county's children's library.

Places of Worship

St Paul's has four active places of worship – St Paul's Church on St Paul's Street, Gas Green Baptist Church on Russell Street and Cheltenham Hindu Community Centre and Temple on Swindon Road. The High Street Mosque lies just to the south of the ward.

Community Spaces and Facilities

There are several spiritual centres to be found within St Paul's ward, including St Paul's CofE Church, Gas Green Baptist Church, the Cheltenham Hindu Community Centre and Temple, the High Street Mosque and the Cheltenham National Spiritual Church. Community centres are provided at the Hindu Temple and Gas Green Baptist Church as well as an additional Salvation Army Centre.

St Paul's Church has a number of community spaces including the church itself, the Herrington Rooms next door, and the Old School. The Old School was designated a community building in 2013 and has a trust managing it. Despite this, it is still seen by many in the area as a church rather than a community building. Recently a café set up on social enterprise lines has opened in the Old School. This may help open it up to non-church goers in the community.

Cheltenham Borough Homes operates a community hub in St Paul's Walk. This offers facilities such as job club during the day and youth clubs in the early evening. It mainly operates during office hours, so not weekends. Outside the CBH area, few people realise it exists, and it is seen as a resource for CBH tenants (primarily non- working ones due to the opening hours and nature of activities).

There is a recycling bank in the High Street car park.

The University has spaces (a bar, a chapel with meeting room, social facilities) but these are primarily for university students and staff.

Community Commentary: A sports pavilion in Agg Gardners playing field has the potential for additional uses than just as a changing room as it is a large building. But most people would be reluctant to use it after dark, and it has only a grass path as access.

A community edible garden has been set up in partnership between the university and the residents association. This is quite well hidden, and has to be kept locked when not in use for security reasons.

Recreation and Leisure

Cheltenham Leisure Centre and the Prince of Wales Stadium are on the edge of St Paul's area - 0.5 miles or 9 minutes' walk away. There is a football pitch on Agg Gardners playing field, and a Multi Use Games Area. Other facilities in Pittville Park include playgrounds, boating, fishing, pitch and putt. The Brewery hosts a number of leisure facilities including a gym with a swimming pool, bowling, cinemas, children's soft play centre, bars and restaurants.

Green Spaces

Community Commentary: St Paul's has limited green space. Cheltenham Borough has listed several areas in and around St Paul's as public green space, and more are pending designation.

Current public green spaces include Honeybourne Line, which runs through St Paul's, and Wellington Square, Clarence Square and Pittville Park (which includes play areas), which all border the ward. The green spaces at Circa Green Link (between the allotments and the stadium) and on St Paul's Walk were identified as a potential public green space and in 2015 the Local Green Spaces Study applied for designation for this area, as was Marsh Field on Swindon Road. This decision is currently pending as at preparation of this profile document.

Community Commentary: Elmfield playing field is another area of green space enjoyed by residents, and it features a play area. This was not included in the Local Green Space designation application as it was hoping to obtain Village Green status at the time. If this is not the case then the community will explore whether it possible for St Paul's to seek Local Green Space designation for Elmfield Park or whether that is best pursued through the Big Local area's Neighbourhood Plan.

St Paul's is home to the Midwinter allotment plot, which is a relatively large site with a very short waiting list.

Educational Facilities

The neighbourhood is served by two primary schools, Dunalley Road Primary (192 on roll as of January 2016) and Gardners Primary School (184 on roll)[5]. Gardners Lane Children's Centre, a former Sure Start centre provides early years care and support as well as antenatal and baby care[6]. Dunalley Ducklings provides pre-school education from age 2. A number of children from the area also attend St Gregory's RC primary school.

St Paul's falls within the catchment area of two secondary schools, both outside the ward: Pittville School, is 18 minutes' walk or a four-minute drive from St Paul's. All Saints Academy, a faith based academy is 1.6 miles away. Despite being outside the catchment, a significant number of children in St Paul's attend Cleeve secondary school.

Pittville School does not have a sixth form. The nearest post 16 (KS5) education is at All Saints Academy.

Economy

Employment

A relatively high proportion of St Paul's residents are claiming benefits of some kind, being in the top quartile for Gloucestershire. The neighbourhood is predominantly residential although there are employment opportunities at the university, the Leisure Centre and St Paul's Medical Centre. In addition, it is well situated for central Cheltenham retail and administrative employment, with the town centre being 0.6 miles away and for the industrial and retail parks at nearby Swindon Village (accessible by bus).

Community Commentary: In recent years Cheltenham has lost a number of large employers: Kraft, The Chelsea Building Society, Countryside Agency, with these sites being converted into old people's accommodation. Many of the larger insurance companies have moved to out of town sites and the number of people employed in the public sector locally (other than GCHQ) has been cut massively. New job opportunities in Cheltenham are likely to be in retail, service sector and care. These jobs though often offering flexible employment which is an advantage for some people (e.g. students) rarely provide a living wage to match Cheltenham living costs – particularly housing costs. This has led to an increase in commuting, from people living in Cheltenham to better paid jobs elsewhere, and from people working in Cheltenham who cannot afford to live within easy reach of the centre. Many people living in St Paul's in full time employment commute elsewhere for work in Gloucester, Bristol and Swindon.

Income

St Paul's falls entirely into Middle Layer Super Output Area (MSOA) area Cheltenham 004, which was used to analyse average household income in England and Wales 2007-8. This area is in the lowest quintile for income, with the average weekly income at £510 at that time.

Retail

There are two convenience stores on St Paul's Road, a Matalan and a wide range of shops along the Lower High Street. The High Street and the town centre are the local shopping streets for many in St Paul's and are easily reached on foot. The town centre is mostly national chains, but the Lower High Street, Henrietta Street and Bennington Street host a number of independent shops.

Community Commentary: The Thursday market in the Henrietta Street car park no longer operates, but Woody's has a vegetable stall there 6 days a week and this is popular with local residents.

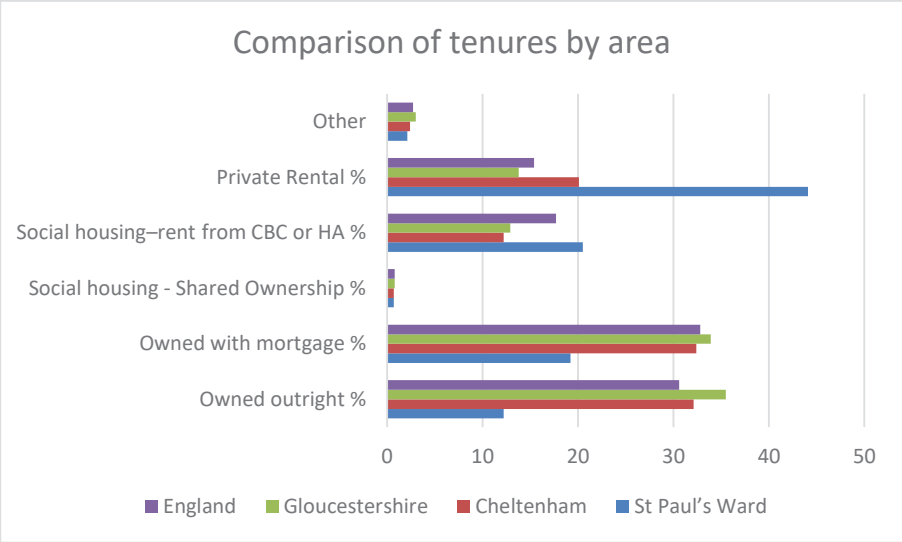
There are supermarkets within walking distance at Waitrose, Lidl and Tesco, Collets Way. A car journey away there are a range of shops available at Kingsditch (these are not easily accessible by foot or bike due to traffic volumes, the absence of footpaths and car-centred design).

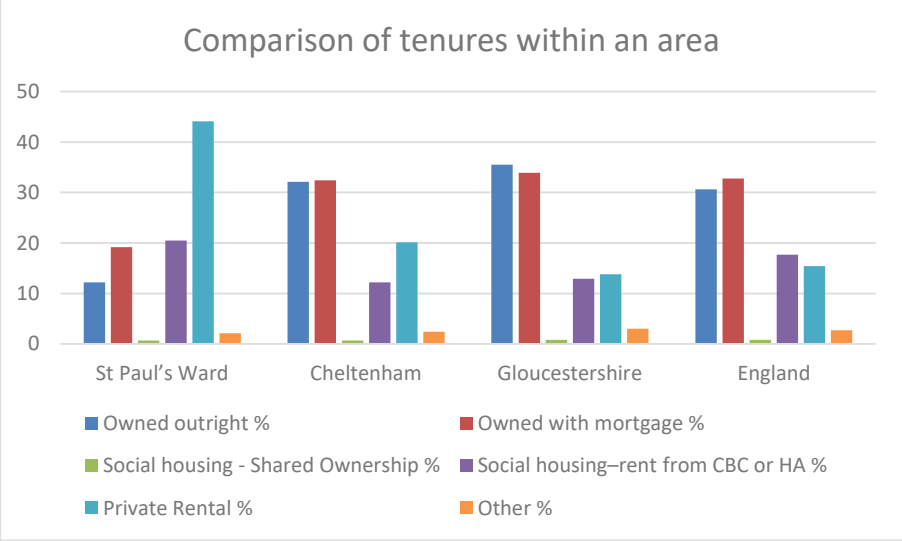
[5] All numbers-on-roll figures taken from latest Ofsted report as of 9/5/16 unless otherwise specified.
[6] http://www.cheltcc.org.uk/gardners-lane/about-gardners-lane/overview/

Housing

Housing Tenure – proportions

Across the neighbourhood, St Paul's has relatively low rates of home ownership and relatively high rates of social housing when compared with the rates for Cheltenham, the South West and England. Moreover more than 40% of residents are in private rented property, many of them being students in Houses of Multiple Occupancy.





Cheltenham Borough Council has a vacant and derelict buildings strategy[7] which aims to encourage owners of vacant and derelict property to bring the buildings back into use.

Houses of Multiple Occupation (HMOs)

[7] http://www.cheltenham.gov.uk/info/200077/private_housing/79/vacant_and_derelict_property accessed 9/5/16

Community Commentary: St Paul's has a very large proportion of HMOs, particularly in the older terraced streets. Many of these streets are over or nearing 50 % HMOs in terms of housing stock. One street is 85% HMOs. This creates a significant community imbalance. Nationally the tipping point for the level of HMOs has been identified as 10%. Many of these HMOs are student lets, but not all.

The effects of large numbers of HMOs are a transient, young population, many living away from home for the first time. They have little stake in the community. Landlords are largely absent. Older people surrounded by student houses and ever changing neighbours feel increasingly isolated. Non-student houses have a similar level of turnover, if not more frequent, especially where there are several sharers in the house.

There is no minimum room size and internal conversions are undertaken to maximise the number of rental rooms. This has led to a number of examples locally where a 2 bedroom terraced house has been converted with partition walls to house 6 tenants. This creates an over density of occupation of the house and the area as a whole, putting pressure on the whole community. They produce large amounts of rubbish. Households with little space inside lead to residents socialising outside which disturbs neighbours.

The potential rental yield on HMOs has driven up house prices locally, so the area is no longer an option to young couples and families looking to buy their first home. There is also a shortage of rental properties (outside the social housing sector) available/ affordable to families. A small 2/3 bedroom terraced house let as an HMO will typically house 5 tenants at a rent of over £2000 per calendar month. In St Paul's there are have fewer and fewer families living in the area outside the social housing sector. This has an impact on the local primary schools. There are whole blocks of new build housing which have been bought up and let as HMOs (Marshalls Parade, Kings Court on King Street).

Cheltenham Borough Council is currently undertaking a review of HMOs in the ward with a view to introducing Additional Licensing and an Article 4 direction. Currently only HMOs with 5 or more tenants and 3 or more storeys are required to be licensed. Given the shortage of family homes in the area, the St Paul's community would wish to maintain the presumption against sub-division (dividing a house into separate flats) in the last Cheltenham Local Plan. Recently we have seen landlords subdividing shared houses, ostensibly to avoid HMO regulation.

Student Accommodation

There are 3 university managed halls of residence in the St Paul's area at the FCH and Hardwick campuses, housing between them 235 students (mainly first year students). There is other purpose built, privately managed student accommodation on the Lower High Street and St Georges Street. A large number of students live in St Paul's in privately rented HMO accommodation.

Community Commentary: Students bring a vibrancy to the area and benefit the town's economy. However, too many in one area contributes to a community imbalance. Students are a community in themselves and integrate little with the settled community. Some students, believing the area is a rough area, are nervous of locals.

The University plans to continue to grow and increase its number of students, and will need accommodation for them. If as looks likely, there are restrictions in the future on the number of properties that can be converted into HMOs, this will necessitate the building of more purpose built residences. (This is backed up by the JCS "12.The SHMA (Strategic Housing market Assessment) indicates that additional growth in student numbers is estimated to result in about 450 new private dwellings in the private rented sector over the plan period, although this growth has largely been accounted for in the OAHN and, therefore, no additional provision is required. However, there is an additional need for campus accommodation over and above the OAHN. The JCS should reflect this by setting out clearly the potential

additional units of accommodation required and how and where it is envisaged this accommodation will be provided".)

Most future expansion of the University's teaching facilities is likely to be in Gloucester. Since a number of courses transferred their teaching to Gloucester, the St Paul's have noticed an increase in the level of student car ownership and use locally as the students continue to choose to live in Cheltenham. This puts additional pressure on parking in St Paul's and has increased the number of vehicle journeys.

Cheltenham and Gloucester need to work together and with the university to plan for student accommodation to match the availability of accommodation to the provision of teaching in each urban centre, and to ensure that as much as possible students are able to live near their place of study. The University of Gloucestershire aspires to be a green university, therefore should have an interest in promoting sustainable travel. There is the opportunity to improve cycle links between Cheltenham campuses and halls of residence.

Halfway Houses/ Supported Housing

St Paul's is home to a few supported housing developments. CBH has a number of old people's flats in the area and there is also some high dependency supported housing.

Apart-hotels

Community commentary: Apart-hotels are rooms/ flats let for very short periods and with no management present on the premises. These create a far higher turnover of residents and a higher density of occupation than conventional HMOs. Despite causing recurrent problems for neighbours, under the current licensing/ regulatory regime, Cheltenham Borough Council public protection officers have not been able to address the issues in St Paul's. For example, on St Paul's Street North, there is a block of flats let on this basis (3 two-bed flats each let as a six-way let, and a three-bed flat let as an eight-way let). These are actively promoted to stag parties at weekends, and during the week are often let to short term labourers. These premises have led to complaints of anti-social behaviour, and there is a lot of street drinking, often obstructing the pavement and making passers-by feel intimidated. Apart-hotels run on this basis are not appropriate in residential areas, and the loopholes that allow them to operate should be closed off, as they are in London for example.

Community Space – Environment & Appearance

Community commentary: Many residents' concerns centre on the appearance of the neighbourhood. Issues such as litter, fly tipping, properties and streets looking uncared for.

The artisan style terrace houses can be attractive. Some have decorative brickwork; others are painted in a range of pastel colours.

Elsewhere whole stretches are painted in magnolia, creating far less visual interest and adding to a lack of legibility as streets become interchangeable, especially as even the front gardens contain nothing but wheelie bins

Front gardens where they exist are an opportunity to add colour and greenery, sadly many are full of rubbish.

Community commentary: There is an opportunity for this to be addressed through HMO additional licensing as in Bath which sets out expected standards for front and back gardens.[8] Alternatively, the local authority could exercise section 215 orders to require property owners to clear up their property.

[8] http://www.bathnes.gov.uk/sites/default/files/sitedocuments/Housing/Landlords-and-tenants/guidance_1st_july_2015.pdf

Estate agent boards

Community commentary: With rooms in HMO rental properties being available to let once a year or more, the street scene can become dominated with estate agent 'To Let' boards. Although they should only be put up when there is a room available in the property, they can also be put up when a room will become available at a foreseeable date in the future (e.g. at the end of the academic year). This has led to some landlords leaving 'To Let' boards up for a year or more at a time. St Paul's Resident Association has anecdotal evidence from the police that this makes student properties more visible to would-be burglars, putting those tenants at greater risk of crime. The university accommodation team provide marketing for student lets, but not all landlords wish to pay the £70 fee, or meet the standards expected by the university.

Parking

There are two council car parks in St Paul's: West End, close to Poole Way (36 spaces) and High Street, off Swindon Road and behind Henrietta Street (126 spaces) with both in high demand. There is an NCP carpark on St Margaret's Road, opposite the Brewery quarter (360 spaces). Planning permission granted for the former Black & White site on North Place includes a car park.

Community commentary: Typically housing is densely packed terrace housing or flats with little off-road parking provision. A number of former garage sites have been developed for housing without alternative parking being provided. Demand for parking comes from local residents, people working or visiting the town centre, University staff and students, and staff at the Royal Mail sorting office on Poole Way. Both university campuses and the sorting office provide some parking, but not enough, so staff and student parking puts additional pressure on parking in nearby residential streets. The density of occupation of many houses in St Paul's (a high proportion of terraced houses are HMOs shared by 4 or more adults) increases the demand for parking from residents.

Much of the east side of the ward already has a permit parking scheme in place. This is running at 100% capacity (permits allocated/ spaces available). Consultation is in progress on the introduction of a permit scheme in the Lower High Street area. Residents on the west side of the ward are complaining of parking pressures, made worse since the introduction of parking permit schemes elsewhere, and since much of the sorting office car park is now given over to delivery vehicles instead of staff parking.

Un-adopted Service Lanes

Community commentary: There are a number of un-adopted service lanes in St Paul's. The council has been discussing adopting these for many decades, but it has not happened. There is a lot of fly tipping around the ward. The Borough Council is not obliged to remove fly tipped items from non-adopted lanes so they attract more fly tipping.

Planning Landscape

Community commentary: According to data provided by Cheltenham Borough Council planning department, in the last two years, St Paul's has had the fourth highest rate of activity in terms of planning applications and redevelopment. Overall a total of 364 new dwellings have been provided, many of them being infill development or change of use (eg from retail to residential). As mentioned there has also been a trend for dividing properties into flats or converting them into Houses of Multiple Occupancy and a number of garages have been demolished to allow for the erection of new dwellings. Many of these developments have been very small and piecemeal, reducing the level of section 106 obligations and preventing a unified plan and response. These small developments have also led to a loss of gardens and garages. In some areas, particularly along the Lower High Street, planning permissions are secured but not built out, leaving empty and unsightly buildings and sites.

Major local developments include the former Brewery site, now in phase 2 of its development, and the still to be developed North Place site (planning has been given for a supermarket, hotel and carpark).

Appendix 2: Consultation – St Paul's Community Survey (Results October 2016)

This report comprises an analysis of the 32 responses received by GRCC, collected largely through GRCC and SPRA attendance at the Dunalley Road School Fete in July 2016. Not every person taking part in the survey answered all the questions, or all parts of the questions.

Responses to open questions have been categorised by theme and the number of responses in each category provided, followed by a selection of comments. The full comments for each question can be found in appendix 2a.

Where applicable, responses to open questions may be divided up into different themes. For example, if someone identified 'Access to park/town' as one of the things most they valued about the area, rather than categorising this response under the broad theme 'Location' the answer could be divided into two themes:

- Proximity to park: 'access to park'
- Proximity to town: 'access to town'

This is intended to provide greater detail as to the views and opinions of the residents who took part in the survey than broad, overarching themes.

1. What are the three things you value most about St Paul's?

The top three responses were:

- *Proximity to town – 12 comments*
- *Community spirit – 11 comments*
- *Proximity to park(s) – 9 comments*

The other things residents identified that they value most about St Paul's are:

Friends/family/neighbours – 8 comments	*Facilities – Schools – 8 comments*
Facilities – Park & Leisure@Cheltenham – 8 comments	*Location – general/other – 7 comments*
Other – 5 comments	*Facilities – Church – 3 comments*
Facilities – other – 3 comments	

Selected comments:

- A great sense of community
- Great surroundings (Pittville Park – Clarence, Wellington Squares)
- Living in St Paul's is very central. I have always lived in St Paul's
- Some helpful neighbours
- Hub – access to staff
- Location i.e. so close to town & parks
- Closeness to Medical Centre
- Pittville Park, Leisure@Cheltenham

2. What are the three things you would most like to see improved in St Paul's?

The question provided examples such as "particular places/sites or community services and facilities or transport related issues or any other ongoing problems that you have noticed."

The top three responses were:

- *Crime/Safety/Antisocial Behaviour – 15 comments*
- *Traffic (inc. volume and speed) – 12 comments*
- *Appearance and Cleanliness – 11 comments*

The other things residents would most like to see improve in St Paul's are:

Parking – 10 comments	*Pavements and Road Surfaces – 9 comments*
Amenities/Services/community – 5 comments	*Other – 4 comments*

Selected comments:

- Traffic – St Paul's Road/pedestrian crossing needed on Tommy Taylors Lane between leisure centre & Honeybourne
- Cars driving too fast
- Reduced traffic on St Paul's Road
- Sporadic A.S.B. lack of policing
- More lights, when dark here is dark; antisocial behaviour – children mostly
- Wider road and better condition, footpaths as well
- Potholes (all of them)
- Parking is still an issue even with permits
- More traffic enforcement in permit areas
- Scrap the parking permit!! I live nowhere near the centre
- Rubbish (especially bin days)
- Tidier front gardens (student houses)
- Should still have a pub

3. Please describe the improvements you would like to see

Where respondents wrote "As above", the residents' comments from question 2 have been repeated here. These answers are indicated by *(as above)* beside the response.

Theme	Number of responses
Parking	6
Appearance and Cleanliness	6
Traffic	6
Pavements and Road Surfaces	5
Crime/Safety/Antisocial Behaviour	5
Amenities/Services/Community	5
Parks and Green Spaces	3
Other	7

Selected comments:

- Bad parking on corners, and blocking roads emergency's not being able to get through
- Council doing more litter picking and possibly an extra bin collection for students to help contain the litter
- Fix the potholes. All of them not just some
- Pavements evened or relaid as dangerous to walk on, as well as unsightly
- Reduced speed limit on St Paul's Road
- More presence from PCSO/police around Manser Street/Hanover area to deter crowds from gateway and mopeds racing around
- Action taken on street drinking (rubbish cans & vomit, broken bottles)
- Refurbishment of Victoria/St Paul's Tavern
- Put more benches in Pittville Park
- I think compared to ten years ago it has improved a lot.
- Less HMOs. Landlords to take more responsibility for tenants and property

- Bus service along St Paul's as there is quite a lot of elderly people in St Paul's. We have no transport to town or to our Drs. Taxis become expensive when you only have your pension.

4. What is your opinion on the following in St Paul's?

Respondents were asked to give a rating of 'Very good', 'Good', or 'Poor' on a variety of aspects of St Paul's. Not all of the 32 respondents gave a rating for each aspect. The ratings are set out in the table below, along with the number of respondents to each part of the question.

	Very Good	Good	Poor	Total
Play facilities	15	7	5	27
St Paul's Church, Herrington Rooms & Old School Community Centre	12	12	4	28
St Paul's Hub	10	8	4	22
Gas Green Youth & Community Centre	4	9	4	17
Getting around St Paul's by car	4	10	10	24
Getting around on foot	15	13	3	31
Getting around by bike	16	9	2	27
Access to public transport	6	13	11	30
Sports facilities	16	11	1	28
Buildings – condition	5	11	11	27
Buildings – design	8	14	6	28
Open spaces	12	10	7	29
Employment opportunities	2	10	9	21
Access to shops and services	13	11	6	30
Facilities for older people	2	12	10	24
Facilities for families and young children	10	11	5	26
Facilities for teenagers and young adults	6	8	9	23

An 'Other' option was included to allow respondents to add their own suggestions. Only two comments were received under 'Other':

- Many of the above don't apply to me. Left blank.
- *Relating to young children and teenagers:* Nowhere for these groups to meet up like years ago i.e. Scouts, Boys Brigade, Brownies, etc.

5. What improvements would you suggest?

These suggestions have been divided into themes as before. Some of the answers contained suggestions which fall under more than one theme so they have divided accordingly. One answer referred back to the respondent's answer to question 2 and so the suggestions have been repeated from there. These answers are indicated within the full comments in appendix 2a.

Theme	Number of responses
Crime/Safety/Antisocial behaviour	9
Appearance and Cleanliness	9
Traffic	5
Amenities/Services/Community	4
Pavements and Road Surfaces	3

Parking	3
Other	2

Selected comments:

- More police patrols in the area
- More cameras to deter any bad behaviour and/or crimes
- Rubbish clearance
- A lot of the buildings are looking very old and tatty, mainly general cleanliness as mentioned overleaf
- Send the Council round to tidy up. Fine untidy properties. Get some pride back into SPI
- Holes in road, maintenance of roads and pavements
- Walking is also terrible, many holes and hills … need resurfacing not patch work
- More community groups i.e. Toddler groups, local sports, teens
- I would suggest a play area in the new build (Crabtree Place)
- Remove all cars from the street and footpaths. Driving through should be easy (now it's blocked all the time).
- Staggered railings between north and south Hudson Street to stop speeding mopeds *(Q2)*
- Less student accommodation

6. In what ways do you think pedestrian and cycle links could be improved around St Paul's?

The suggestions made have been divided into themes, with answers split into relevant themes where more than one suggestion has been made.

Theme	Number of responses
Parking and Traffic	7
Pavements and Road Surfaces	6
Cycle Paths	4
Other	3
Signage and Lighting	2
Don't know	2

Selected comments:

- Pavements had to be re-done, using a pram can be a nightmare as the front gets stuck in holes, especially whilst crossing the road which is putting the baby at risk (St Paul's Road)
- Cycleways integrated into rest of cycling/transport infrastructure
- Less cars parking on footpaths
- Stopping through traffic
- Perfectly adequate already
- Speed limit in St Paul's without a doubt traffic is mad along St Paul's Road after 6pm at night some doing well over 30mph. To increase weight limit of vehicles as by St Paul's Church but not enforced. Bring it in for all St Paul's Road

7. Please describe the characteristics (such as parking, design, garden provision, infrastructure) that you feel are important in any new development in St Paul's

The answers have been divided into themes, with answers providing multiple suggestions being divided across the relevant themes. One respondent wrote 'As before' so the comment made by that respondent in question 6 has been included in these details.

Theme	Number of responses
Parking Provision	12
Garden Provision	5
Other	4
Design Considerations	3
Restrictions on Cars	3
Cleanliness	2

Selected comments:

- Parking is a nightmare – drives on Folly Lane would be a big improvement
- Frustrating at times being unable to park outside your own home or at times even near
- Adequate parking – new housing at St Paul's already congested – cars parked in turning area. No more trees in parking spaces
- Fences higher in gardens due to balls, toys, etc coming into garden
- Nice front gardens, shows that St Paul's is up and coming to better things
- Needs to be a local pub as there is nowhere for local residents to socialise
- Getting potholes repaired, Tommy Tailor Lane a disgrace
- Space for recycling rubbish so that it is not left on pavements

8. How can we build a stronger community in St Paul's?

These responses have been divided into themes, with responses providing more than one suggestion being divided into the themes as appropriate.

Theme	Number of responses
Collaboration and Communication	7
Events and Meeting Places	6
Other	4
Cleanliness	2
Crime and Safety	2
Don't know	1

Selected comments:

- Trips for adults & children run by Hub and as above for OAPs
- By providing a social club, like Parkland and St Marks where everyone can go
- We need to work together to that there is no us and them
- Communicate with groups such as SPRA. Listen to residents' concerns and aspirations.
- We are very happy as a family living in St Paul's. We have no problems with anything at all, only one thing that I have mentioned is the litter problems

- Reduce crime & make it more family friendly again
- Encourage young professionals with kids to live here.
- More communication between different community groups; more noticeboards; maybe a newsletter from CBC. Not everyone reads the Echo or has the internet.

Appendix 2a – full comments

Q1. What are the three things you value most about St Paul's?

Friends/family/neighbours - 8

- Friendly neighbours
- Friends
- Other family
- Friendliness
- Neighbours
- Good neighbours
- The people
- Some helpful neighbours

Community Spirit - 11

- Diverse community
- Community spirit
- Lovely community
- A great sense of community
- Community links
- Good community
- The community spirit
- Good spirit
- Community cohesion
- Community Association
- Community

Proximity to town - 12

- Location i.e. so close to town
- Access to town
- Close to town centre
- Close to town
- Close to town
- Closeness to town
- Close to the centre
- Living in St Paul's is very central. I have always lived in St Paul's
- Closeness to town
- Central location
- Near to town centre
- 5 mins from town

Proximity to park(s) - 9

- Close to Pittville Park
- Location i.e. so close to parks
- Great surroundings (Pittville park)
- Access to park
- Pittville park is close by
- Near a park
- Access to parks
- Close to Pittville Park
- Near to the Park

Location – general/other - 7

- Great surroundings (Clarence, Wellington Squares)
- Location
- Close to leisure centre
- Closeness to medical centre
- Close to shops
- Location
- Closeness to facilities

Facilities – Schools - 8

- Catchment for excellent schools
- Good school
- Friendly wonderful school
- Good school
- Dunally School
- Dunalley
- Dunalley School
- Ducklings Nursery

Facilities – Park & Leisure@Cheltenham - 8

- The park
- Great park
- Pittville park
- The park
- The park
- The recreation centre
- Pittville Park, Leisure@Cheltenham
- Leisure@Cheltenham

Other - 5

- Parking permits
- Attractiveness of housing
- Parking close to your home
- Nice home – eco friendly
- A roof over my head

Facilities – other - 3

- The shops
- Hub – access to staff
- Excellent facilities

Facilities – Church – 3

- Church
- St Paul's church
- Church

Q2. What are the three things you would most like to see improved in St Paul's?

Traffic (inc. volume and speed) - 12

- Cars driving too fast
- Speed bumps/traffic calming down Hanover and Maser Street
- Traffic – St Paul's Road/pedestrian crossing needed on Tommy Taylors Lane between leisure centre and Honeybourne
- Reduced traffic on St Paul's Road
- Traffic volume on St Paul's Road
- Lower speed limit on St Paul's Road
- Lower speed limit or crossing on Folly Lane
- Staggered railings between north and south Hudson Street to stop speeding mopeds
- Speed restriction along St Paul's Road down to 20
- Traffic volumes
- Speeds of traffic
- Stop cars speeding

Crime/Safety/Antisocial behaviour - 15

- Drug dealing on the streets & house in Folley Lane
- Gates entrance to Pittville Park at end of Hanover Street needs CCTV
- Sporadic A.S.B. lack of policing
- Crime rate lowered
- More patrol of police (a very rare breed) (nearly extinct)
- Behaviour
- Behaviour
- Behaviour
- More lights, when is dark here is dark; antisocial behaviour – children mostly
- Children not running the streets ay 10-11pm
- Antisocial behaviour local youth & students making noise, crime
- Less crime
- Noise from student houses and them going out and coming home late early morning
- More street lighting
- Street lights (too dark)

Appearance and cleanliness - 11

- Cleaner streets. Rubbish from students etc
- Rubbish (especially bin days)
- Tidier front gardens (student houses)
- CBH to take better care of housing stock
- Litter
- Less litter
- Litter. The place is getting really untidy. I can only do so much
- Front gardens of student houses
- Pavements with hedges/trees and weeds cleared. Growth/weeds on all pavements lower the look of the area.
- Less litter about, cig ends in particular
- Clean streets (dog mess, litter)

Parking - 10

- Parking is still an issue even with permits
- Ease of parking for residents
- More traffic enforcement in permit areas
- Parking
- Parking could be improved
- Parking, too many people in houses with cars
- More parking spaces – use useless grass and front gardens
- Scarp the parking permit!! I live nowhere near the centre
- More careful parking – more room on pavement
- Illegal parking

Pavements and road surfaces - 9

- Holes in road
- Roads fixed
- Bad pavements
- Potholes in road
- Better pavements
- Road surfaces
- Wider road and in better condition, footpaths as well
- Potholes (all of them)
- Pavements, roads (potholes)

Amenities/services/community - 5

- More community focused buildings/groups that are not at the church. Would like a pub back!
- More play areas nearer Hub as it's a danger for children to go alone to the park
- Access to the Hub
- Should still have a pub
- Lazer tag

Other - 4

- More attention to problems in council houses
- There could be more transport
- Clarence Square

- Fewer students

Q3. Please describe the improvements you would like to see

Where respondents wrote "As above", the residents' comments from question 2 have been repeated here. These answers are indicated by *(as above)* beside the response.

Parking – 6 comments

- Parking is a pain
- More parking spaces
- Bad parking on corners, blocking roads emergency's not being able the get through
- Front gardens should be transferred into driveways to unlock the streets and make footpaths the real footpaths – not wheels (car) paths
- Scrap the parking permit. I have to pay for people to come and visit. I have to pay to park on my own road!
- Traffic wardens late at night

Appearance and cleanliness – 6 comments

- Council doing more litter picking and possibly an extra bin collection for students to help contain the litter
- Improved bin collection
- Litter picker/more bins
- Less litter *(as above)*
- Clean the place up. It's very untidy.
- Cleaning streets

Traffic – 6 comments

- Bicycle lane St Paul's Road
- Reduced speed limit on St Paul's Road
- Lower the speed limit and crossing on Folly Lane
- Staggered railings between north and south Hudson Street to stop speeding mopeds *(as above)*
- Traffic stopped on St Paul's Road
- 20mph speed limit

Pavements and Road Surfaces – 5 comments

- Definitely holds and road & tarmac done in Hanover Street, especially road surfaces
- Fill in potholes
- Resurface roads and pavements
- Fix the potholes. All of them not just some
- Pavements evened or re-laid as dangerous to walk on, as well as unsightly

Crime/Safety/Antisocial Behaviour – 5 comments

- More to be done with drug abuse as it is worrying with having young children growing up in the area
- More presence from PCSO/police around Manser Street/Hanover area to deter crowds from gateway and mopeds racing around
- More security cameras as this place does not make me safe
- Action taken on street drinking (rubbish cans & vomit, broken bottles)
- Children not running the streets at 10-11pm *(as above)*

Amenities/Services/Community – 3 comments

- More play areas nearer Hub as it's a danger for children to go alone to the park *(as above)*
- More groups in the Hub
- Refurbishment of Victoria/St Paul's Tavern
- It would be nice to have some seats in the Square
- Bus service along St Paul's as there is quite a lot of elderly people in St Paul's. We have no transport to town or to our Drs. Taxis become expensive when you only have your pension.

Parks and Green Spaces – 3 comments

- Put more benches in Pittville Park
- More community green spaces
- More children playing out, more art & greenery

Other – 7 comments

- I think compared to ten years ago it has improved a lot
- Licensing for HMO properties
- Few defects in our house which has been flagged up before and still waiting for them to be repaired
- Something done about neglected pets – dogs living in sheds, constantly barking, and cats wearing sparkling collars but stealing food

because they're starving. Limits on numbers and types of pet.
- Faster response when you report things to the council.
- Less HMOs. Landlords to take more responsibility for tenants and property
- Street lights need to be stronger

Q5. What improvements would you suggest?

One answer referred back to the respondents' answer to Q2 so the suggestions have been included again but will be identified by *(Q2)* beside the relevant comments.

Crime/Safety/Antisocial Behaviour – 9 comments

- More Patrolmen (Policemen) in Park
- More police patrols in the area
- Better policing
- More cameras to deter any bad behaviour and /or crimes
- Antisocial behaviour
- Also children's bad language & lack of respect for people's cars
- Children not running the streets at 10-11pm *(Q2)*
- More CCTV to stop the people egging my house and stabbing my tyres
- More community police

Appearance and cleanliness – 9 comments

- Rubbish clearance
- A lot of the buildings are looking very old and tatty, mainly general cleanliness as mentioned overleaf
- Cleanliness/bin collections
- More litter bins
- Less litter *(Q2)*
- Send the Council round to tidy up. Fine untidy properties. Get some pride back into SPI
- Clean the streets
- Stop fly-tipping
- Rubbish collections weekly. Majority of households in St Paul's have no wheelie bins so use black bags etc and these are broken when put out for collection

Traffic – 5 comments

- Traffic flows
- Staggered railings between north and south Hudson Street to stop speeding mopeds *(Q2)*
- Box junction at the end of St Paul's Street North, Swindon Road because you can never get out when the road is busy
- Home zones (traffic less roads)
- Less traffic

Amenities/Services/Community – 4 comments

- More things for teenagers to stop them hanging around on the streets
- More community groups, i.e. Toddler groups, local sports, teens
- I would suggest a play area in the new build (Crabtree Place)
- More to do. More facilities

Pavements and Road Surfaces – 3 comments

- Holes in road, maintenance of road and pavements
- Walking is also terrible, many holes and hills … need resurfacing not patchwork
- Fix the potholes

Parking – 3 comments

- More parking spaces
- More traffic warden patrols
- Remove all cars from the street and footpaths. Driving through should be easy (now it's blocked all the time)

Other – 2 comments

- Less student accommodation
- Contracts enforced by CBH

Q6. In what ways do you think pedestrian and cycle links could be improved around St Paul's?

Parking and Traffic – 7 comments

- Less cars parking on footpaths
- Stopping through traffic
- Red routes, car free areas, bollards in SPR
- Fewer cars and heavy vehicles
- Speed limit in St Paul's without a doubt traffic is mad along St Paul's Road after 6pm at night some doing well over 30mph. To increase weight limit by St Paul's Church but not enforced. Bring it in for all St Paul's Rd
- St Paul's Road, only access to residents to reduce the amount of traffic passing through. Zebra crossing on St Paul's Road.
- Stop cars parking in pedestrian areas

Pavements and Road Surfaces – 6 comments

- Pavements had to be re-done, using a pram can be a nightmare as the front gets stuck in holes, especially whilst crossing the road which is putting the baby at risk. (St Paul's Road)
- Pavements level would be good
- Resurfacing everywhere
- Cleaner streets
- Glass – broken – less
- Clearer road markings

Cycle paths – 4 comments

- Cycle paths
- Cycle ways integrated into rest of cycling/transport infrastructure
- Cyclist lane
- Cycle paths

Other – 3 comments

- The best rebuild of all – demolish all old moulded houses and build new town with nicer roads
- Perfectly adequate already
- Teach people how to ride properly and know their road signs – 1 way means 1 way not necessarily the way they are going

Signage and lighting – 2 comments

- Better signs
- Better lighting

Don't know – 2 comments

- Don't think there is one
- ?

Other – 2 comments

- Less student accommodation
- Contracts enforced by CBH

Q7. Please describe the characteristics (such as parking, design, garden provision, infrastructure) that you feel are important in any new development in St Paul's

One respondent wrote 'As above' so their answer to question 6 has been repeated here and indicated by Q6 beside the answer.

Parking Provision – 12 comments

- Parking is a nightmare – drives on Folly Lane would be a big improvement
- Parking is key!
- Off road parking
- Frustrating at times being unable to park outside your own home or at times even near
- Parking
- Ensure there is sufficient parking in new developments
- Parking for every house – not on the street
- No permit parking
- Adequate parking – new housing at St Paul's already congested – cars parking in

Garden Provision – 5 comments

- Nice front gardens, shows that St Paul's is up and coming to better things
- That there is green space
- Stop garden grabbing to put more buildings in St Paul's we have no more available parking spaces to take more cars etc.
- Green front gardens
- Gardens for family homes, community gardens for flats so tenants don't have to sit on front steps smoking

turning area. No more trees in parking spaces
- Parking properly and respecting people using the pavements with pushchairs/older people with trolleys, hedges cut down [and in to ? – *can't make out final part of response*]
- 1x parking per new house

Other – 4 comments

- Needs to be a local pub as there is nowhere for residents to socialise
- Needs to be discussed with people who live there
- HOM licensing
- Getting potholes repaired, Tommy Tailor Lane a disgrace

Design Considerations – 3 comments

- Fences higher in gardens due to balls, toys, etc. coming into garden
- Wide roads
- That they are not from the Alaskan Fish Cannery School of Architecture

Restrictions on Cars – 3 comments

- Not suitable, car everywhere
- Making sure that four or more persons living in one house, don'[t have a car
- Fewer cars and heavy vehicles (Q6)

Cleanliness – 2 comments

- Glass – broken – less (Q6)
- Space for recycling rubbish so that it is not left on pavements

Q8. How can we build a stronger community in St Paul's?

Collaboration and Communication – 7 comments

- Communication
- Stick together over issues that concern us
- We need to work together so that there is no us and them
- Communicate with groups such as SPRA. Listen to residents' concerns and aspirations
- By giving out better information. Use the board by the pub, publish info on the meetings and any conclusions
- More communication between different community groups, more noticeboards, maybe a newsletter from CBC. Not everyone reads the Echo or has the internet.
- By letting people know of things that can happen. Notice board that has failed recently. Things like possible art action been talked about number of years but no action.

Events and meeting places – 6 comments

- More community events, less service providers
- Do events to bring people together. Put on more clubs for young children 2+ so they can get involved in community projects.
- Local pub
- Trips for adults & children run by Hub and as above for OAPs
- Community gathering
- By providing a social club, like Parkland and St Marks where everyone can go.

Other – 4 comments

- Behaviour courses for every child. There is a huge lack of it.
- Encourage young professionals with kids to live here
- There is a strong sense of community already
- Carry on

Cleanliness – 2 comments

- We are very happy as a family living in St Paul's. We have no problems with anything at all, only one thing that I have mentioned is the litter problems
- Clean it up!

Crime and Safety – 2 comments

Don't know – 1 comments

- Reduce crime & make it more family friendly again
- Move the troublemakers on. Make it safer
- Really don't know.

Appendix 2b: Consultation – SPRA online survey

SPRA online questionnaire results a link to full spreadsheet version detailing summary of community responses can be found at:

https://docs.google.com/spreadsheets/d/1WTP2JJpusoLm2bsiuPM7ypD_WeLJ5TQ2U2eBP8ISQL8/edit?usp=sharing

Appendix 3: Workshop Output

The workshop in November 2016 was organised by the St Paul's Residents Association and attended by representatives of SPRA and local residents. A SWOT analysis was completed and a high level vision produced (see main body of report). They used this information to compile aspirations and then considered objectives which would need to be met in order to meet each aspiration.

Aspirations

During the community vision / aspirations and key issues workshop a high level vision was discussed and from that 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 the St Paul's as its own area and not an extension of the town centre – creating a sense of place

Aspect	Aspiration	Evidence / reference	Other points raised (e.g. potential solutions/ next steps to meet aspiration)
Transportation (Getting Around)	**High level aspiration** 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 vision 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	Whilst the traffic on St Paul's Road has been one of SPRA's chief concerns since its foundation in 2008 the local community continues to have ongoing concerns. Reference to Community Profile – Roads, Transport and Access and also NCG meeting notes in 2015/16. The most recent traffic census survey is survey carried out as part of CTP consultation. In addition Cheltenham& Tewkesbury Cycle campaign cycle censuses.	• Restrict access to St Paul's road o Time of day o Type of traffic o Restrict/ remove 'through traffic' • Traffic Management strategy for St Paul's Road aligned to the local environment and other means to get around the local area.
Community Space - the Environment & Appearance	**High level aspiration** To ensure community cohesion St Paul's community to develop and promote a village environment along the St Paul's road creating a sense of place and belonging.	Housing policy is integral to this aspiration. Current prevalence of HMOs has created a very transient community. Reference Community Profile – Housing and Community Space sections.	• Local survey / consultative activity (potentially in association with GRCC) • Local business strategy (business rates / incentives etc...) will be relevant if the business area extended to the Lower High. • Working closely with local partners (University / Local Enterprise Partnership and other related services)

	The achievement of this vision 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.	Importance of local pub to this. 2016 St Paul's Tavern designated Asset of Community Value (ACV) campaign led by CAMRA and Walklett. NCG Meeting records. (Better street lighting, Student CCTV petition, survey carried out with street watch). Issues raised by landscape architecture students from observation and consultation with focus groups of locals. St Paul's as a ward has a relatively high proportion of private rental properties (as opposed to owner occupied) and this needs to be rebalanced.	• To create a sense of belonging signage in and out of St Paul's (this was one of the options and mitigation put forward to the CTP. Sadly in practice CTP mitigation funding is inadequate for this). • Reduce reliance on car ownership by promoting car sharing schemes. (As many commercial car share schemes only accept drivers aged 21 or more, the University may want to look at setting up its own scheme to cater for students living in the area). • New houses should be built with sufficient parking only adds to demonstrable existing pressures. Additionally, residential properties without parking are only likely to be attractive to the buy to let market, not owner occupiers.
Aspect	**Aspiration**	**Evidence / reference**	**Other points raised** **(e.g. potential solutions/ next steps to meet aspiration)**
Housing	**High level aspiration** 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 vision requires the following objectives to be met:** • Limit development to affordable housing that can be bought or rented by local people • Enforcement of planning powers in respect to low rise two storey terrace Victorian style properties in keeping with the area	Reference Community Profile – Housing Section	St Paul's Residents Association have a meeting with CBC re future options for conservation area. Chief concerns are unevenness of application of conservation rules.

	o fit for purpose 'look and feel' o eco friendly o maintaining characteristics of conservation requirements without restricting households due to financial budgets		

Appendix 4: Previous Consultations, events and representations

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

Transport

Cheltenham & Tewkesbury Cycle Campaign cycle count

- No real trends at St Paul's Road count location
- http://www.cyclecheltenham.org.uk/counts.html

HGVs on St Paul's Road.

- Part of St Paul's Road has a 7.5T weight limit. HGVs also create more pollution (diesel, dust, noise and vibrations) than most other vehicles. SPRA with Streetwatch have been asking for several years now to be able to do a lorry watch (and speed watch). However due to cuts to GCC Trading Standards and Gloucestershire Constabulary this has not been possible.
- Previous local councillor worked to communicate the weight limits to SatNav companies so their route planning could be updated, but not all HGVs use an HGV specific satnav.
- The signage of the weight limit does not give vehicles enough notice in order to be able to take an alternative route. This was raised at the St Paul's NCG meeting Jan 2015. On the advice of the GCC rep at the meeting the Residents Group wrote to Highways officer for Cheltenham, giving details of the problem 26/01/2015. (No action taken).

Air Quality

- Latest data from Cheltenham Borough Council is from 2015. Nitrogen oxides level outside 22 St Paul's Road 44.09 (i.e. over 40). This reading is only 1m from number 22's front door. https://www.cheltenham.gov.uk/downloads/file/5237/no2_data_2015
- Pollution mainly comes from vehicle emissions. https://www.cheltenham.gov.uk/info/66/environmental_protection_and_pollution/288/air_quality/2

Street lighting

- A petition for CCTV in May 2015 showed that many student residents (particularly female) felt unsafe walking around St Paul's after dark https://www.change.org/p/cheltenham-borough-council-place-cctv-on-brunswick-street-st-paul-s-north-street-swindon-road-honeybourne-line-the-high-street-the-promenade-and-other-areas-to-prevent-violent-crime-in-cheltenham
- At the subsequent SPRA meeting in July 2015 the issue of street lighting was also discussed and GCC representative agreed to look at it if survey undertaken. Survey undertaken in partnership with Streetwatch in summer 2015. Sent to Highways officer. Also raised in site meeting with the new Highways officer and County Councillor September 2016. (No action taken)

Traffic issues generally

- St Paul's representation to Gloucestershire's LTP3 March 2015 (https://drive.google.com/file/d/0B3qmGlS5oAADS3NtYXhyWk1uM28/view?usp=sharing)
- (The LTP3 (local transport plan) outlined in the consultation included the offer of a 20mph zone and place making at the entrances to St Paul's, which we supported).

Cheltenham – Town Centre initiatives

Initiative type	Transport mode	Initiative description	Delivery Mechanism
Behavioural	Thinktravel	Cheltenham Railway Station Travel Plan	2015/16 LSTF Funded
Operational	Bus	Lower High Street reallocation of inbound highway for buses and taxies	Part of revised town centre traffic management package. Subject to outcome of Traffic Regulation Orders being granted and feasibility testing
	Highways (local)	St. Pauls area 20 mph zone	
	Highways (local)	St. Georges Place weight restrictions and remove signals for Monson Street junction	
	Highways (local)	London Road MOVA Traffic signal upgrade and right turn ban from College Road	
	Highways (local)	St. Margaret's Road Corridor - MOVA Traffic signal upgrade	
	Highways (local)	Imperial Square north turning bans	
	Highways (local)	Bath Rd / St Lukes turning bans	
	Highways (local)	Bath Rd / Oriel Road zebra crossing	
Physical	Active Travel	Poole Way / Kings St / St Margaret's Rd/ North Place / Brewery / Fairview Rd– pedestrian connections	Part of revised town centre traffic management package. Subject to outcome of Traffic Regulation Orders being granted and feasibility testing
	Active Travel	Hales Road / Bath Road improved pedestrian crossing	
	Active Travel	Bath Road / High Street improved pedestrian crossing	
	Active Travel	Bath Road / Suffolk Road improved pedestrian crossing	
	Active Travel	Keynsham Road / Sandford Park improved pedestrian crossing	
	Active Travel	College Road – improved pedestrian crossing	
	Bus	Cheltenham Bus Station Improvements	
	Highways (local)	High Street /Poole Road / Albion Street –gateway scheme	
	Highways (local)	Market Street - access improvement	
	Highways (local)	Folly Lane / St. Pauls Church / Marle Hill junction improvements	
	Highways (local)	St. Pauls / Swindon Rd; St. Pauls Street North; Clarence Square – gateway scheme	
	Highways (local)	London Road / St James improvements – gateway scheme	
	Rail	Cheltenham Spa Railway Station Improvements	Growth Fund Bid

Screenshot from Page 32 of LTP3[9] Consultation document

- LTP3 consultation reiterated Nov2015 – Feb 2016 with specific support for St Paul's traffic mitigation and Lorry watch removed
    - SPRA response Feb 2016
    - Public questions at County Council 11/5/2016 on why these issues were dropped from the reconsultation of LTP3 opened November 2015.
    - Item 32 on agenda of 11 May 2016 meeting (http://glostext.gloucestershire.gov.uk/ieListDocuments.aspx?CId=333&MId=8123&Ver=4)
- SPRA representation to the JCS enquiry on traffic issues. (https://drive.google.com/file/d/0B3qmGlS5oAADdThEaHBaZk1PR1Atakg4NUl2MUdPZ0t2Unc4/view?usp=sharing)
- Effects of traffic on social interaction (UWE study).

Community space

- St Paul's Tavern listed as Asset of Community Value 14 April 2016 http://www.cheltenhamcamra.org.uk/campaign/assets-of-community-value/
- Regular street parties hosted by the former licensee of St Paul's Tavern in Hanover Street
- The old school declared a community and church asset in 2013. Community based social enterprise café opened September 2016 http://www.stpaulscheltenham.com/old-school

Green Space

- St Paul's has the least green space of any ward in Cheltenham and very little public space. (Local Green Spaces survey, 2008 Conservation Area Character Assessment.
- There are spaces nearby, particularly in Pittville Park which is valued by the community.

Housing

HMOs

- Tipping point at which the number of HMOs causes a community imbalance
- 10% National HMO Lobby http://hmolobby.org.uk/lobbybalancedcomms.htm
- 10% of Properties & 20% of Population www.birmingham.gov.uk Planning Policy

[9] Http://www.gloucestershire.gov.uk/CHttpHandler.ashx?id=62921&p=0

- 25% Bath HMO policy http://www.bathnes.gov.uk/sites/default/files/sitedocuments/Planning-and-Building-Control/Planning-Policy/HMOs/hmo_faqs.pdf
- Email sent to Chief Exec of CBC re HMOs when fed up that a survey of HMOs with a view to regulation had been on the council work plan for years but kept being postponed. (https://drive.google.com/file/d/0B3qmGlS5oAADWjRFdVUzR3p6aGM/view?usp=sharing)

Serviced apartments

- Following a number of complaints about anti-social behaviour, SPRA committee member contacted MP.
- Copy of reply to MP from DCLG dated 19/5/2014
- https://drive.google.com/file/d/0B3qmGlS5oAADVkJ2amJ2U1FwVGc0eVI3a1JRaTVmTDVvcmFn/view?usp=sharing
- Copy of email sent to The Echo by a committee member on behalf of SPRA. 8/6/14 https://drive.google.com/file/d/0B3qmGlS5oAADMHJaY3VmUkUxV0E/view?usp=sharing

Supported accommodation

- Concerns about lack of consultation with residents and existing supported housing providers about new developments. Impact on area and existing facilities – raised at SPRA meeting related to new facility for adults with drug and alcohol problems opening on St Georges Street and its impact on Bramah House, supported housing for young adults 16-25.

CHELTENHAM BOROUGH

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 10

SWINDON VILLAGE

January 2017

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

Chapter 10: Swindon Village

Report Context

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

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

> Part 1 of the report provides an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.
>
> Part 2 of the report contains 12 separate chapters, each devoted to one community, tracking their approach to the task and drawing out their conclusions, aspirations and priorities. Each chapter contains Appendices which provide fuller detail of a profile produced by the community and outputs from engagement activities they have conducted as part of this project and relevant previous activity.

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

Introduction to Swindon Parish

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

How Swindon Parish Council approached the Cheltenham Engaging Communities Project

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

Swindon Parish Council's engagement with the wider community

In order to build an understanding of the vision, community aspirations / priorities and key issues in relation to the Swindon Village area, the community went through a number of key stages. The first stage was to review and consider a community profile including desktop evidence from national and local data. Members of Swindon PC considered desk top evidence along with information from previous work /

discussions by the residents' group and used a basic framework provided by GRCC to produce a profile of Swindon Village. The profile contains sections on the location, history, economy, housing, community services, transport, physical environment and the characteristics of the population and makes use of data on the parish from the Inform Gloucestershire Insight profile population statistics. The full profile can be found in Appendix 1.

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

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

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

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

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

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

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

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

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

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

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

Outputs from community engagement activities

A) Questionnaires

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

Question	Top Responses
1. What are the three things you most value about Swindon Village?	• Character (21 comments) • Community (18 comments) • Park & Green Spaces (24 comments)
2a. What three things do you think need improving in Swindon Village?	• Traffic (21 comments) • Amenities & facilities (18 comments) • Sports & activities (especially for children) (13 comments)
4. How do you think pedestrian and cycle links could be improved around Swindon Village?	• Pavements & Road Surfaces (12 comments) • Cycle Paths (12 comments)
5. Swindon Parish Council has made a formal application to designate Swindon Fields as a Local Green Space. If successful, how would you like to see these spaces used for the benefit of your community?	• Walking/recreation (16 comments) • Nature reserve (10 comments)
6. Describe the characteristics that you feel are important in any new development in or around Swindon Village.	• Parking Provision (12 comments) • Design Considerations (10 comments) • Traffic & Transport (10 comments)

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

B) SWOT Analysis

Strengths	• Village character, historic centre • Rural setting views, abundant wildlife • Good footpaths, for countryside walks • yet close to town - • Good amenities close by (Wymans Brook shops / Gallagher retail park) • Friendly Community • Good for families • Local School • Local Church • Playgroups • Well used village hall and park • Good Park – wild flowers

Weaknesses	• Traffic congestion on major routes – Manor Road, Wymans lane, Swindon Lane. • Feeling that the area is not supported enough – the Borough seems to concentrate on the town not the whole Borough. • Borough council should consider implications of changes in the Town on the outlying villages • Level crossing and low Railway Bridge – causes traffic and separation of the area. • Lack of car parking for school • Footpaths stop in critical areas on Wymans lane / Swindon Road and Manor Road • Cycle lanes non-existent or stop • Limits to PC resources – people and financial to make improvements • Poor lighting in winter at School / village hall – safety concern. • Confusing boundaries: Roads divide the community – Wymans brook and village road from Swindon. Parliamentary boundary – Tewkesbury Local Authority = Cheltenham.
Opportunities	• Improvements to Park - path and improved play area for older Children – Swings / all-weather MUGA / Skate area • Recycling area • Improve pavements and park for wheelchair access • Village Hall increased use – requiring improved car parking & dual entrance • Playing field car park enlargement • More community events – large fete, street parties • Extension to village hall for parish council meetings • Cycle lane link to honeybourne line • Nature reserves on local green space area • Community Orchards • More allotments • Better footpaths - maintained.
Threats	• Insufficient road infrastructure - Increased traffic with further development of retail park and industrial area • Increased traffic with increased use of racecourse • Manor Road, Church Road and Brockhampton lane being used as rat run • Traffic from development of Elms park to Bishops Cleeve • Flooding through loss of green field soak away • Flooding from poor drains on Church road • Pollution from traffic • Brockhampton lane – narrow, threat of heavy goods vehicle use. • Litter from irresponsible users of fast food outlets close by • Manor Road car sales offloading more vehicles on the road causing traffic congestion and risk of danger to pedestrians

C) Aspirations

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

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

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

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

1. **Built Environment**

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

2. **Built Environment**

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

3. **Transport**

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

4. **Culture and Recreation**

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

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

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

Community – the environment

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

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

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

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

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

Transportation – getting around

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

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

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

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

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

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

Housing

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

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

Community Space – infrastructure

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

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

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

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

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

Next Steps

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

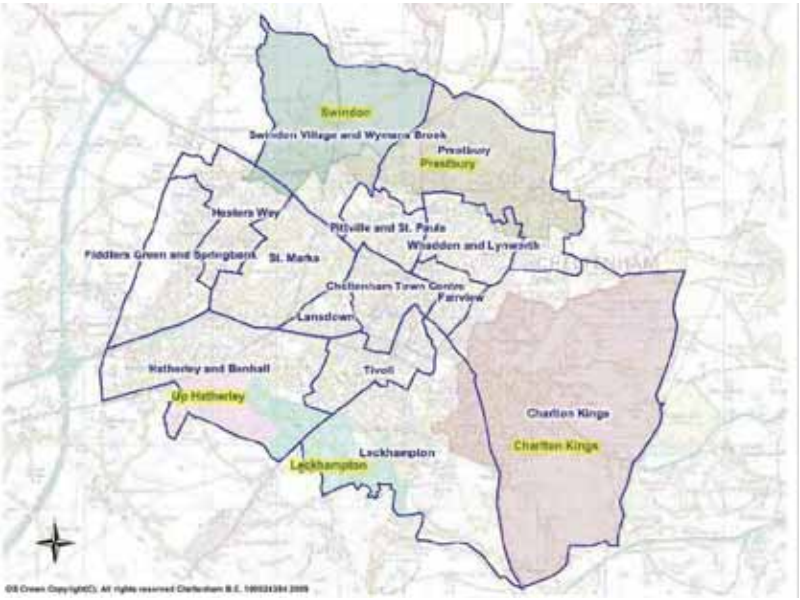
- Appropriate interaction with Borough Council/planning teams to ensure Parish Council needs are met
- Provision of a bridge over river Swilgate so that the footpaths can link up the playing field and Dog Bark Lane due to river
- Parish Council must be an active consultee and be listened to. The Council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

Appendix 1: Community Profile

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

Location

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



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

AERIAL VIEW OF THE VILLAGE (ARROW INDICATES APPROXIMATE NORTH)

People and Households

Data

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

Key facts[2]

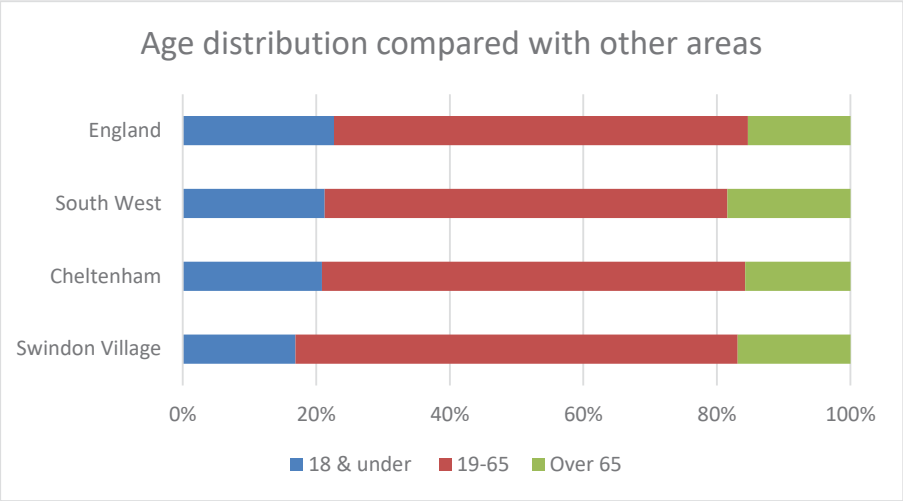
Census information for the parish indicates that around 50.6% of residents are male and 49.4% are female, and that there is a lower than average number of children under 16 living in the parish (13.3%) compared with the Gloucestershire (17.8%) and England (19%) averages. There is a larger proportion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

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

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

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

[1] Inform Gloucestershire Local Insight Profile -Swindon Parish- 2016
[2] MAIDeN Neighbourhood Profile



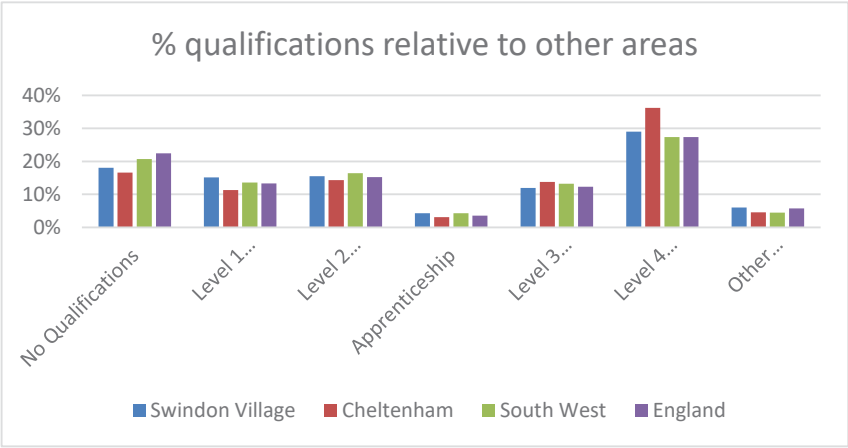
Deprivation

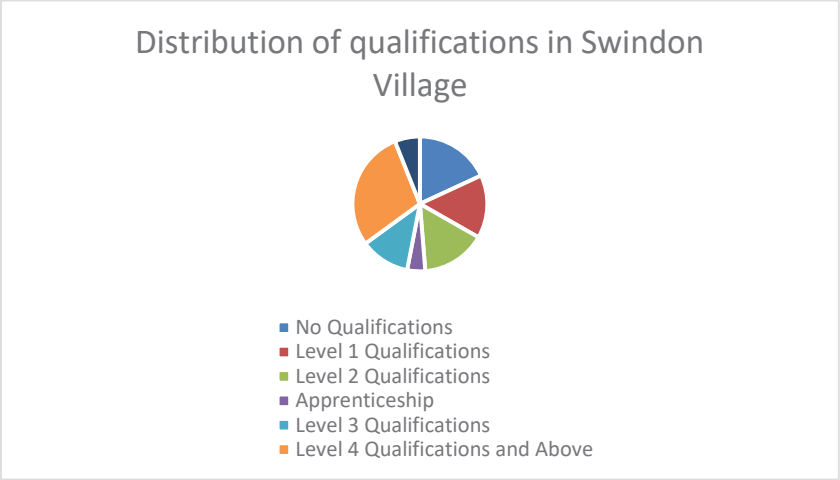
A Lower Layer Super Output Area (LSOA) is a geographic area designed to improve the reporting of small area statistics in England and Wales. Each LSOA is graded based on where it falls in its score for multiple deprivation, across five divisions in the full range. Swindon Parish contains all or part of 4 LSOAs. Of these, three are in the second-lowest quintile for deprivation, although Swindon Village 2 is in the highest quintile for deprivation indicating that there may be very varied levels of deprivation for residents of the parish on the whole.

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

Educational Achievement

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





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

History and Heritage

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

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

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

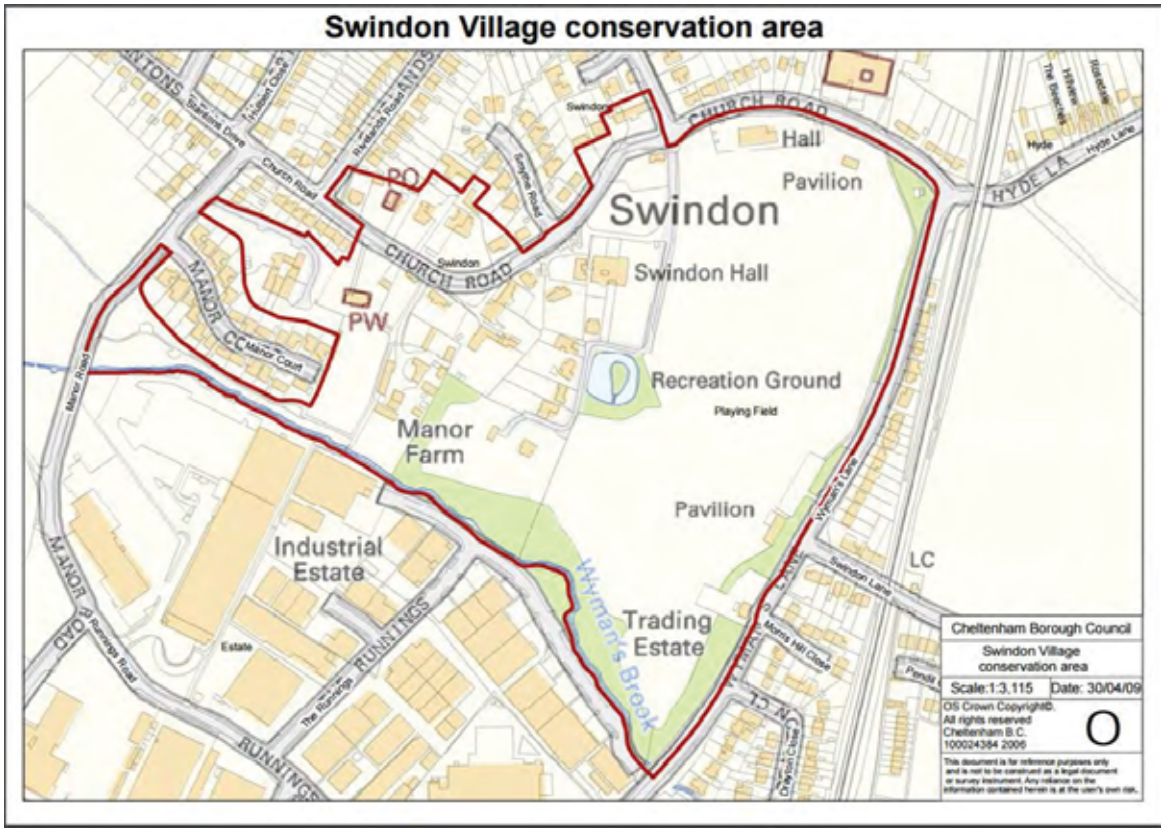
Wyman's Brook was largely developed from agricultural land into a housing development in the 1960s and 1970s. Many of its streets are named after winners of Cheltenham Gold Cup winners due to the proximity to Cheltenham Racecourse.

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

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

HYDE LANE RAILWAY BRIDGE

GREEN DEAN FURLONG FIELD ALONGSIDE BROCKHAMPTON LANE



Physical Character

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

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

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

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

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

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

HOME FARM

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

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

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

Roads, Transport and Access

Roads

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

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

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

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

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

PHOTOGRAPHS ILLUSTRATING THE MISSING FOOTPATHS ALONGSIDE KINGSDITCH LANE AND SWINDON ROAD

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

PHOTOGRAPHS SHOWING THE NARROW RAILWAY BRIDGE IN SWINDON ROAD

Pedestrians trying to pass by each other on the narrow footpath

Cycle ways

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

Roads in the parish have been graded by the Cheltenham and Tewkesbury Cycling Campaign as being either quiet, reasonably quiet or medium, apart from the main routes around the commercial section of the parish, namely Tewkesbury Road, Kingsditch Lane, Wymans Lane, Runnings Road, Swindon Lane and Manor Road, which are all classed as fairly busy and with fairly fast traffic. A higher rating needs a higher level of skill from the cyclist.

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

VIEW ALONG DOG BARK LANE

Footpaths

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

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

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

The Wymans Brook area of the parish benefits from several footpaths that link to the wider community of Wymans Brook and to other footpaths that connect to Prestbury and Cheltenham town centre. It is unfortunate that the links between Wymans Brook and the facilities and amenities of Swindon Village such as the school, recreation ground, Village Hall, allotments and play groups are all made by crossing the heavily trafficked Wymans Lane via the one controlled crossing point close to the junction of Wymans Lane with Swindon Lane.

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

Public Transport[3]

Cheltenham Railway Station is 2.6 miles away, or a brisk 51 minutes' walk from the centre of the parish (Quat Goose Lane, GL51 9RP). The bus station is a 2.4 mile or 46-minute walk from the heart of the parish, but some buses do go through the parish, such as the H (Swindon Village - Wyman's Brook – Cheltenham). The 41 (Cheltenham – Tewkesbury – Northway), 42/42A (Cheltenham – Walton Cardiff – Tewkesbury – Mitton or Priors Park – Northway – Ashchurch) and C (Springbank – Cheltenham) can all be picked up from Tewkesbury Road on the southern boundary of the parish[4].

FOOTPATH AT STANTONS DRIVE

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

Parking

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

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

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

Community Services and Facilities

Healthcare

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

Libraries

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

[3] Distances via Google Maps
[4] ThinkTravel website

Allotments

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

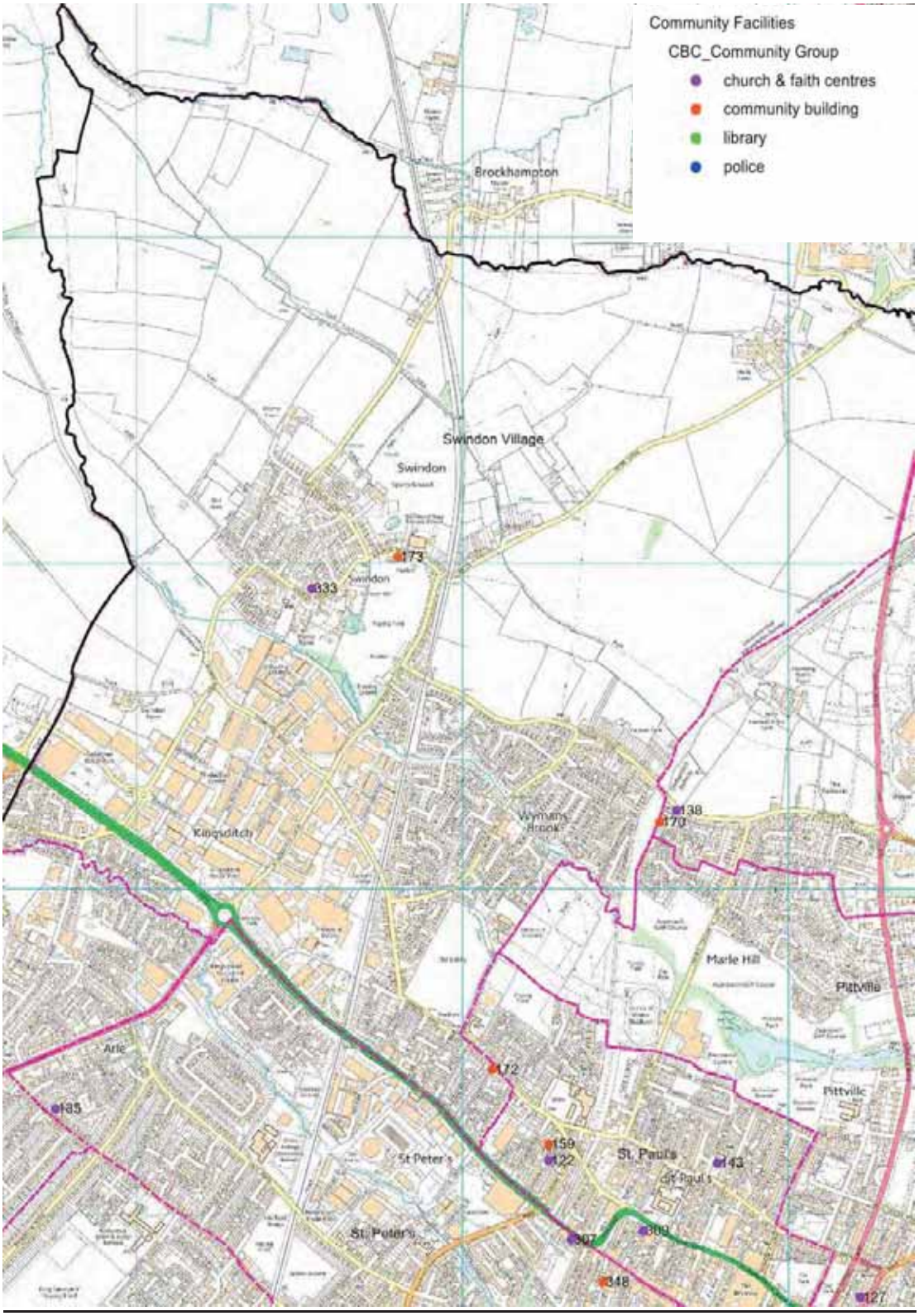
Places of Worship

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

Community Spaces and Facilities

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

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



© Crown copyright and database rights 2016 Ordnance Survey 100024384

Swindon Village Location of Community Facilities

Recreation and Leisure

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

FOOTBALL TRAINING GROUND AT SEASONS COMPLEX ON QUAT GOOSE LANE

Green Spaces

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

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

Educational Facilities

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

Economy

Employment

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

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

Income

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

Retail

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

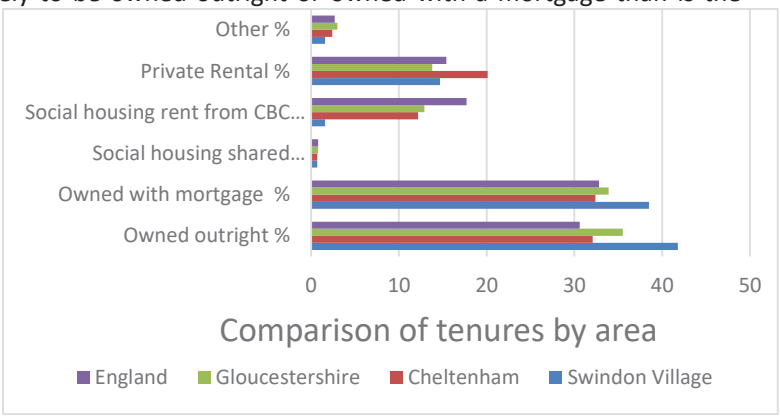
These are used as a destination shopping area by the wider Cheltenham community and beyond. There is also a local centre on Windyridge road. The nearest Post Office is outside of the parish, on Tewkesbury Road, and Hesters Way Road Post Office may be an option for some residents.

Planning Landscape

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

Housing

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



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

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

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

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

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

"The quiet village atmosphere. Lack of much traffic."

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

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

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

Character - 21 comments

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

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

Community – 18 comments

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

Amenities/facilities – 16 comments

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

- Support local school (3)

Park and green spaces – 24 comments

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

Location – 6 comments

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

Traffic and Transport – 9 comments

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

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

Other – 4 comments

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

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

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

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

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

Traffic – 21 comments

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

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

Amenities and Facilities – 18 comments

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

Flooding and Drains – 6 comments

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

Pavements and Roads – 8 comments

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

Park and Green Spaces – 6 comments

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

Transport – 8 comments

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

Sports and Activities (especially for children) – 13 comments

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

Other – 3 comments

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

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

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

Theme	Number of responses
Traffic	10

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

Traffic – 10 comments

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

Amenities and Facilities – 7 comments

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

Flooding and Drains – 4 comments

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

Pavements and Roads – 4 comments

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

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

Park and Green Spaces – 5 comments

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

Transport – 3 comments

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

Sports and Activities (especially for children) – 3 comments

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

Other – 4 comments

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

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

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

	Excellent	Good	Poor	Total	Suggested improvements
Play facilities	4	22	5	31	• More disabled access • More equipment • Need a bigger play area • More for older children • Needs swings and slides • More for older children

Village Hall	12	17	3	32	• Not well utilised • Needs updating, no lights • More inclusive activities • Gates to village hall could be closed at night
Getting around Swindon Village by car	8	18	5	31	• Stop shortcut through village, widen path/road 'Manor Road' • Sort flooding in Manor Road • Better traffic control • Few pot holes need filling • Traffic at school times • 20 miles signs • School times are bad • Need sleeping police • Except main route through village at peak times *(rated car travel 'Good')*
Getting around by foot/bicycle	8	15	8	31	• Currently no cycle links so anything safer • Hedge cutting • Wider paths • Bad pavements • Traffic calming • Needs a bicycle lane • Pavements bad condition • Pavements could be improved • Better pavement surface • Pavements need improving • Less cars
Sports facilities	5	16	9	30	• All weather MUGA • Not aware of many • Not very much apart from football • Gym equipment in park • Park could benefit from drainage improvements – fields • ? Tennis court • Only football though
Buildings – condition &/or design	8	19	2	29	• Drainage on Church Road • Apart from newer builds *(rated as 'Excellent')*

Employment opportunities	3	13	12	28	• Could be better • Only retail • N/A • ??
Other – please specify					• Renewable energy • Wildlife & green spaces • Bus

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

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

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

Pavements and Roads – 12 comments

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

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

Cycle paths/links – 12 comments

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

Parking and traffic – 5 comments

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

Signage and Lighting – 1 comments

- Street lights to improve safety and visibility.

Other – 5 comments

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

Don't know – 2 comments

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

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

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

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

Nature reserve – 10 comments

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

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

Community orchard/allotments – 6 comments

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

Walking/recreation – 16 comments

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

Other – 8 comments

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

Don't know – 1 comments

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

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

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

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

Parking Provision – 12 comments

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

Design Considerations – 10 comments

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

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

Traffic and Transport – 10 comments

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

Infrastructure – 8 comments

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

Other – 2 comments

- Poo bins useful!
- Energy efficient

Appendix 3: Workshop Output

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

Aspirations

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

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

Aspect / Theme	Aspiration	How we know this	Other points raised (e.g. potential solutions/ reality check / how to tackle / next steps)
Local Environment (green infrastructure + space / historic buildings)	**High Level Aspiration** A planned integrated community **The achievement of this vision requires the following objectives to be met:** • Infrastructure • Schools • Roads • Village hall • Incorporation of local green space management of LGS • integrated footpaths – create link bridge from amenity area / dog bark lane to playing field	Incorporation of the local green space as agreed by the Government inspector. How to maintain the LGS – can the Parish Council buy the land for a nominal fee? Need assurance that new school will be built as first homes are built else there will be pressure on existing schools Current footpaths are in poor state of repair. The Parish is aware that there is little to no money set aside in the County Council highways maintenance budget to repair and maintain footpaths. Some of the footpaths in the Parish are old and narrow and are now beginning to show signs of deterioration. The Village is proud of its rural setting and character preferring not to have street lights installed. Some of the narrow footpaths are not wide enough for two	GRCC to provide direction and support to appropriate interaction with Borough council / planning teams to ensure PC needs are met. Need for a bridge over river Swilgate so that the footpaths can link up the playing field and dog bark lane due to river. There is a walk through the wooded area at the South-West corner of the recreation ground that runs along the River Swilgate but the walk terminates at the boundary of the recreation ground and is unable to link to the footpath in the amenity area because of land in private ownership. A bridge across the Swilgate on to the opposite bank alongside Runnings Road would provide a means of linking the recreation ground to the footpaths which link to Dog bark Lane and would also provide a link for people on the trading estate to be able

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

		have for the area and the management of traffic around it. Highways refuse to acknowledge current and future concerns of traffic chaos. Highways and have said that Highways England refuse to develop M5 2 ways.	Constraints. The documentation that has been provided during the JCS consultation process and can be referenced online and does not include for any improvements to the level crossings in Swindon Lane and Brockhampton Lane, low bridge and narrow railway bridge are not planned to have any improvements.
Facilities / Local Services	**High level aspiration** An Integrated and safe environment that has the needs and accessibility of its residents at its core. **The achievement of this vision requires the following objectives to be met:** • Access for all around playing field Requires circular path • Cycle paths • Save Pavements • Wider Bridge on Swindon Road to allow 2 cars to pass, walkers and cyclists.	Pavement gaps at Wymans Lane / Swindon Road – community requests have been ignored (See profile)	

PLANNED DEVELOPMENT

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

Community – the environment

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

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

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

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

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

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

Transportation – getting around

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

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

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

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

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

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

Housing

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

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

Community Space – infrastructure

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

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

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

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

Appendix 4: Previous Consultations

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

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

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

CHELTENHAM BOROUGH

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 11

TOWN CENTRE

January 2017

Report compiled by GRCC, working with West End Partnership

Chapter 11: Town Centre

Introduction

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

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

> Part 1 of the report provides an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.
>
> Part 2 of the report contains 12 separate chapters, each devoted to one community, tracking their approach to the task and drawing out their conclusions, aspirations and priorities. Each chapter contains Appendices which provide fuller detail of a profile produced by the community and outputs from engagement activities they have conducted as part of this project and relevant previous activity.

This document forms Chapter 11 of Part 2 of the Cheltenham Engaging Communities Project Report and contains information about Cheltenham Town Centre.

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 Pauls 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 Pauls 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 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 Appendix 1.

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. The questions are listed below:

1. Do you
   - **a.** Live in the town centre?
   - **b.** Work in the town centre?
   - **c.** Visit the town centre and also live in Cheltenham outside the town centre?
   - **d.** Visit the town centre and don't live in Cheltenham?

2. What are the three things you most like about the town centre?

3. What are the three things you like least about the town centre?

4. Complete the following comment: *In five years' time Cheltenham town centre should be a place where.....*

5. Complete the following comment: *In twenty years' time Cheltenham town centre should be a place where.....*

6. Tick the answer that most agrees with your opinion:

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Cheltenham town centre is a friendly place					
Cheltenham town centre is a safe place					
Cheltenham town centre is an attractive place					

Please explain your reasons for these answers

7. On the subject of green spaces: Parks and Gardens are important to Cheltenham so please answer the following questions about specific green spaces in the town centre. You only need to complete those parks where you have knowledge or an opinion.

   Questions relating to each of the following green space (Montpelier Gardens, Imperial Garden, The Long Garden, The Minster Grounds (St Mary's Churchyard), Jenner Garden, Winston Churchill Memorial Garden, Sandford Park (West of College Road).

   Do you live or work near this green space? (yes/ no)
   What do you most like about this green space?
   What would improve the green space?

   Have you ever witnessed what you would consider inappropriate behaviour in this green space (yes/ No)
   If you answered YES, please say
   What the behaviour was related to (alcohol, drugs, noise, sexual behaviour, other
   How often does this behaviour happen)daily, weekly monthly, less often)
   When did you last witness this behaviour (day, month, year)

8. If there anything else you would like to say about the town centre or about the green spaces that has not been covered by this survey we would be very interested in your views.

Workshop

CWEP arranged for the October 25th 2016 Town Centre Neighbourhood Coordination Group (NCG) meeting to include a participatory workshop session co-facilitated by GRCC to consider the community profile and to conduct analysis to draw out aspirations and key issues for the community. The discussion focused on what was least and most liked about the community as well as the future of the Town Centre.

Outputs from community engagement activities

A) 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 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 Cheltenham Town Centre is a safe place Cheltenham Town Centre is an attractive place	Agree- 36, disagree 10 Agree 34, disagree 13 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.

B) Workshop

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).

What was most like about the Town Centre area:	• The diversity of the shops, theatres and restaurants • The proximity to all the amenities – very accessible by foot • The diverse mix of social and economic opportunities • The fantastic Parks & Gardens • Availability of parking including the free areas in the evening • The population mix – including tourists coming to Cheltenham • Good transportation (buses etc...) • The balance of social activities on offer • Mix of architecture (buildings / infrastructure) • Clean environment
What was least liked about the Town Centre area	• Traffic congestion • Housing - the growth of the retirement residential properties at the expense of affordable housing for local residents • Limited employment opportunities • Loss of local companies being replaced by residential developments • Building conditions – heritage and continual upkeep • Lack of facilities for young people – it's not just all about the nightlife • Shops catering for certain demographics – non family orientated • Entertainment – focused on a type of person (festival / events focus) • The adverse effect of 'out of town' growth of the retail park(s) offering
The future for the Town Centre area	To be a balanced area in relation to: • Shop types • Food types (especially takeaways) • Property Design

	○ 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. ○ Type of housing developed that must not just be for one demographic in relation to retirement • Servicing the needs of the under 30's as well as families • Living up to the local 'conservation' requirements • 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 • To be an accessible town centre for all in relation to: • Access ○ Pathways (deterioration) ○ Traffic Management (heavy vehicles v cars) • Living ○ Employment opportunities ○ Housing needs • Tourist ▪ For Cheltenham to be featured as part of the Cotswolds and not miss out on tourism opportunities

Using the output from the workshop Cheltenham West End Partnership documented a set of Aspirations for the Town Centre. Fuller details of the session outputs can be found in Appendix 3

Aspiration 1 (Built environment)

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 (Culture and Recreation)

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 (Culture and Recreation)

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 (Built Environment)

Conservation should go hand in hand with preservation.

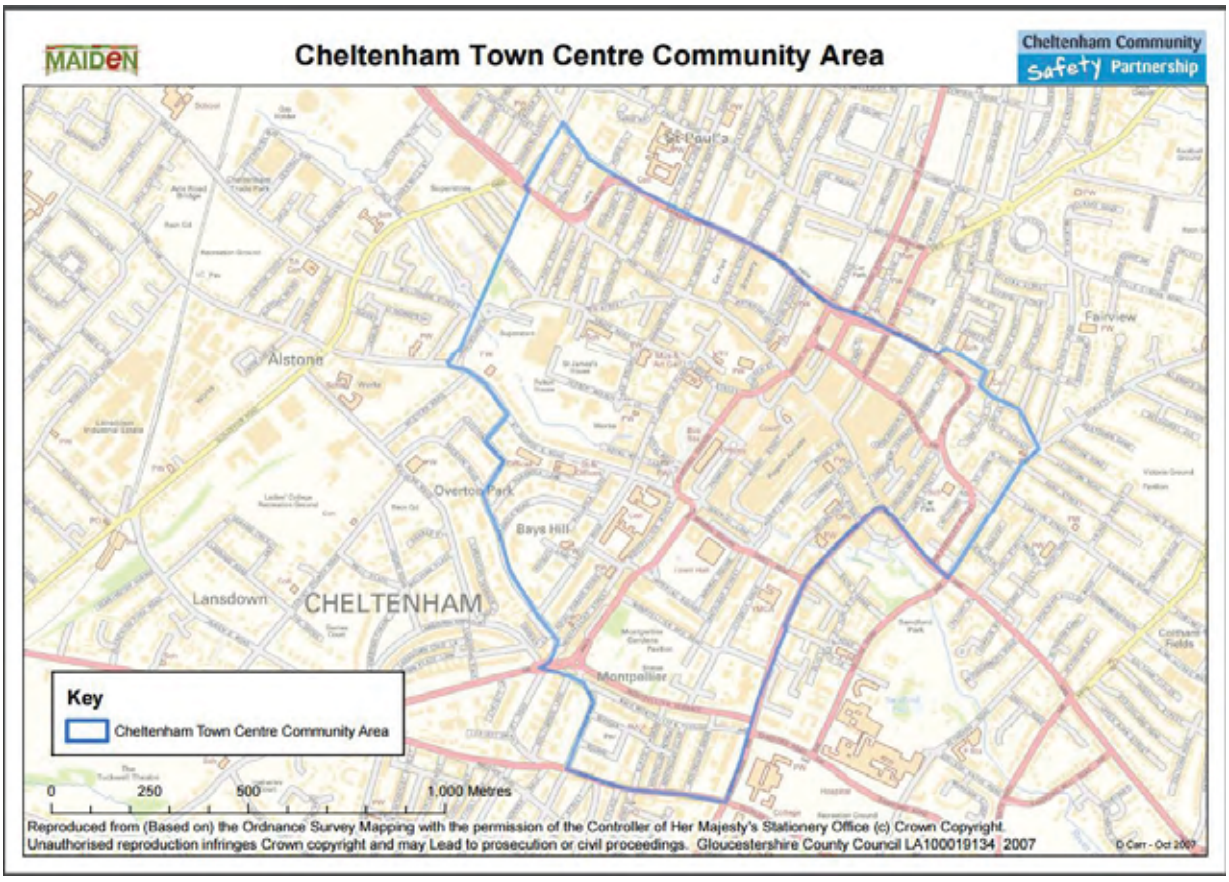
The achievement of this aspiration requires the following objectives to be met:

- 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

Appendix 4 contains a link to previous consultations carried out by the CWEP and the Town Centre NCG, which are reflected in the workshop output as well as through commentary in the community profile.

APPENDIX 1: Community Profile

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



Location and main areas of the Town Centre

High Street

Cheltenham High Street, which runs between Gloucester Road/Tewkesbury Road to the west and London Road/Bath Road to the east, forms the medieval core of Cheltenham. This part of Cheltenham is much older than any other part of Cheltenham and significantly predates those parts of the town centre developed after the discovery of the mineral wells.

Community commentary: The High Street lacks unity and could be considered to be in four parts.

1. The Lower High Street, to the west of St Georges Square.

This part of Cheltenham was traditionally the working class area providing housing and shops. Many of the buildings within the area were demolished as part of slum clearance programmes in the nineteenth and early twentieth centuries and replaced with more modern buildings, with many people rehoused on the peripheral council housing estates. *Community commentary: This part of Cheltenham is the most ethnically diverse in Cheltenham and consequently provides a number of specialist food shops and takeaways. There are also seven cheap off-licences on this part of the High Street which has for some time resulted in issues relating to alcohol and anti-social behaviour. The area is generally quite run down and has resulted in a recent regeneration working group being set up to assess problems and find solutions.*

2. The Lower High Street between Boots Corner and St Georges Square.

   This part of the High Street contains the Brewery Quarter. Phases two and three of the Brewery Quarter development has included demolition of a row of shops on north side of the street to be replaced with a modern link to existing Brewery complex. This has included improvements to the road and pavement surfaces. The south side of the street includes three alleyway entrances to Cheltenham Minster and these are the subject of a current art project.

3. The High Street between Boots Corner and Cambray.

   This part of the High Street includes the main entrance to the Regent Arcade as well as high profile shops such as Marks and Spencer, Monsoon, H & M, River Island and Topshop. The area is pedestrianised in the most part.

4. The Strand.

   Community commentary: The eastern most part of the High Street needs improvement. It is run down and has a number of empty units. It includes what was once the entrance to the Beechwood arcade which closed in 2016 and the site will be converted to house a new John Lewis store to open in 2018. It is felt that the introduction of John Lewis into the area is likely to trigger other improvements in this part of the High Street.

The Brewery Quarter

The Brewery Quarter, with entrances from high street (2), St Margaret's Road and Henrietta Street, is a 200,000 sq ft leisure complex situated just off the High Street attracting over 3 million visitors a year. Phase One of this complex, which was previously a brewery, boasts an eleven screen cinema and IMAX, the luxury Screening Rooms cinema, bowling centre, gym and a large choice of restaurants and bars. Phases two and three, currently under construction will provide a link between the High Street and the brewery leisure complex as well as new retail accommodation.

Regent Arcade

With over 60 stores, 7 restaurants and parking for 500 cars the Regent Arcade is Cheltenham's main shopping centre in the heart of the town, linking the High Street with Regent Street and the Promenade.

Cheltenham Minster

Located in a green space right in the heart of the town, Cheltenham Minster was the parish church of Cheltenham and is the town's oldest building, which has its origins in the 11th century with major changes made to it in the 14th century. The grounds surrounding the area are a popular spot for visitors and workers to enjoy lunch on a summer's day. Unfortunately the space which is tucked away and not overlooked also attracts drug and alcohol users and some anti-social behaviour.

Promenade

The Promenade is the heart of Regency Cheltenham, a refined tree lined Main Street filled with examples of the architecture that help define Cheltenham to visitors. It is mainly a retail street with some eating and drinking establishments. The Long Gardens which separate the Promenade from the Municipal Offices, home to Cheltenham Borough Council, are home to Neptune's Fountain, fashioned on the Trevi fountain in Rome, the war memorial and a statue of Edward Wilson who once lived in the town. The Promenade also provides the venue for Cheltenham's regular farmers and craft markets as well as the continental markets that visit at Christmas and during Cheltenham Festivals.

Montpellier and Montpellier Gardens

The upmarket Montpellier district is situated at the southern end of the Promenade. Originally developed in the 1830s in conjunction with the spas, it is now known for its bars, cafés, restaurants and range of specialist shops.

Community commentary: Whilst being in close proximity to the town centre, Montpellier has the character of a town within a town and its active traders association hosts a number of events throughout the year including a popular street fair.

The area includes three of the most iconic images of Cheltenham:

- The Caryatids in Montpellier Walk which date from the mid nineteenth century.
- Eagle Tower built in the 1960s as the head office for the Eagle Star Company and Cheltenham's tallest building. Eagle Towers currently offers flexible office space which could potentially be replaced in the future by apartments.
- The Rotunda which was one of Cheltenham's Pump Rooms. This building is currently occupied by Lloyds Bank.

Montpellier Gardens were originally developed at the beginning of the 19th century as pleasure gardens to provide an appropriate setting for the pump room and for society to meet and promenade. In 1864 the bandstand was constructed, making it one of the oldest public bandstands in the country. Along with Imperial Gardens the Montpellier Gardens provide the main venues for Cheltenham Festivals.

Town Hall and Imperial Gardens

Backing onto Imperial Gardens is the Town Hall, built in 1902-03 to provide a venue for the many balls and concerts that made up the town's social calendar at the turn of the 20th century. Apart from the

Centaur Centre at the racecourse it is now the town centre's largest venue for live music, comedy, festivals and exhibitions.

Imperial Gardens is the most formal of Cheltenham's parks and gardens and houses and includes the outdoor Imperial Gardens Bar. Along with Montpellier Gardens the Imperial Gardens provide the main venues for Cheltenham Festivals.

Waitrose Complex
Opened in 2007 on what had previously been the St James Railway Station site. The station was closed in 1966 as part of the railway closures following the Beecham Report 'The Reshaping of British Railways", 1963. The site also contains other retail outlets and office accommodation. The site's development also enabled improvements to the river and environs which run along the south side of the site.

Royal Well
Royal Well consists of an attractive Regency crescent completed in 1810. The area to the front of the crescent is now the town's bus station, but was originally part of an Elm tree lined walk way between St Mary's Parish Church and the original Royal Well in Bayshill.

Community commentary: The crescent is an important building but it is hidden behind the bus station and faces the ugly rear of the Municipal Offices.

St Georges Road area
St Georges Road provides a main thoroughfare between the town centre and Cheltenham's western housing estates. The road contains good examples of eighteenth and early nineteenth century architecture and well preserved examples of the decorative metal work that Cheltenham was once well known for. The north side of the road backs onto the River Chelt. Gloucestershire's Magistrates Court is located in St Georges Road. Bayshill Road which runs southward off St Georges Road is home to Cheltenham Ladies College.

People and Households

Data

Data about people and households in Cheltenham is gathered at a ward level. The NCG area for the town centre overlaps 4 different wards – St Peters, College, Lansdown and St Pauls. There is considerable contrast between these wards and super output areas within them with the general pattern being that St Paul's ward area has relatively higher levels of deprivation while Lansdown Ward has low levels of deprivation.

Deprivation

A Lower Layer Super Output Area (LSOA) is a geographic area designed to improve the reporting of small area statistics in England and Wales. Each LSOA is graded based on where it falls in its score for multiple deprivation, across five divisions in the full range. The Town Centre NCG area contain all or part of 11 LSOAs.

https://inform.gloucestershire.gov.uk/App_Themes/GCC/images/user/Deprivation/IA/atlas.html for a map of the LSOAs and more detail about deprivation in each). Of these LSOAs, one (St Pauls 2) is in

the highest quintile for deprivation, three (All Saints 3, St Pauls 3, Lansdown 1) are in the second-highest quintile, four (St Peters 4, Lansdown 3, Lansdown 4, College 2) are in the middle quintile, one (College 1) is in the second-lowest quintile, and two (Park 2 and Park 3) are in the lowest. This indicates that the area features wide varieties of levels of multiple deprivation, with some households being very deprived.

History and Heritage

Early records indicate that Cheltenham has been a settlement since at least the eighth century. In the Domesday Book (1086) it is described as a royal manor. In 1226, it was granted a market charter. The following information is taken from Cheltenham Borough Council's website: (https://www.cheltenham.gov.uk/info/37/local_history_and_heritage)

"Following the discovery of mineral springs in 1716 Cheltenham gained a reputation as a health and holiday spa town resort. The spa waters still flow today at Pittville Pump Room. The town is also well known for the horse racing festival, which began in 1902 as well as international literature, music, jazz and science festivals. Cheltenham is said to be 'the most complete regency town in England'."

Although the discovery of the mineral springs had an early effect on Cheltenham's fortunes it was not until the visit of King George 111 in 1788 that Cheltenham really developed as a popular resort. Early pictures of the town show some of the earliest developments sitting within farm land, as these of Royal Crescent and Well Walk demonstrate."

Well Walk

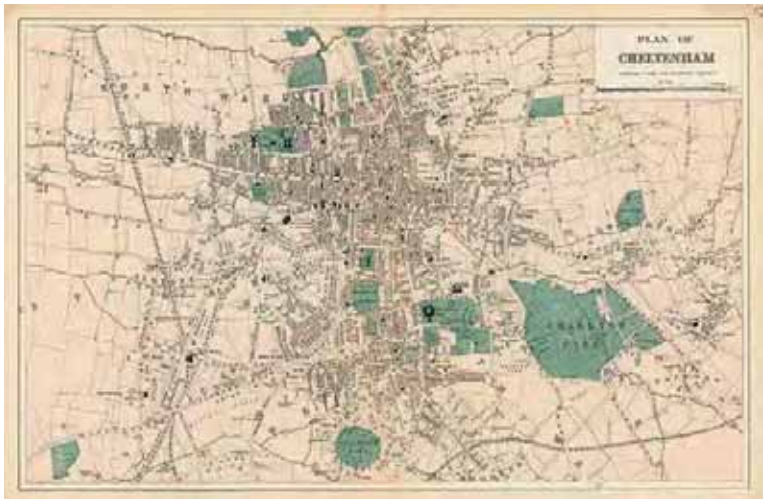
Circa 1840

Apart from the High Street, which formed the original market town of Cheltenham, the majority of the town centre has been built over the past 200 – 250 years. Below is a taste of some of these later developments.

- 1810 Royal Crescent completed
- 1820 Promenade completed
- 1823 Original Cavendish House established
- 1825 Pump Room opened
- 1891 Everyman Theatre built
- 1899 Cheltenham Art Gallery opens
- 1903 Cheltenham Town Hall opened
- 1931 Existing Cavendish House opened
- 1935 Cheltenham synagogue (built 1830s and closed in 1903) reopens
- 1985 Regents Arcade opens
- 1987 Wishing Fish Clock installed
- 1991 Beechwood Shopping Centre opened
- 2006 Brewery Quarter opened

The two maps below demonstrate the extent of the development of Cheltenham through the 19th century.

Cheltenham circa 1820



Cheltenham 1885

The whole of the town centre is within the central conservation area, based on the valued distinctive characters of the central spaces of the town. Owing to the differences between particular sections of the central area, the conservation area has been divided into nineteen zones. The NCG area falls mostly into four zones (Lower High Street, Old Town, Bayshill and Montpellier). More can be read about each character area and the relevant management plans on Cheltenham Borough Council's website.
https://www.cheltenham.gov.uk/downloads/download/1047/central_conservation_area_character_appraisals_and_management_plans .

There is a large number of listed building in the area, and one scheduled ancient monument, the churchyard cross in St Mary's.
http://maps.glosdistricts.org/map/Aurora.svc/run?script=\Aurora\CBC+ListedBuildings.AuroraScript%24&nocache=1762328048&resize=always&workflow_Id=FindListedBuilding

Physical Character

Character is enormously 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 (importantly this is because it forms the medieval core of the town) 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 area contains the town's retail core as well as administrative and light industrial centres, making the roads and walkways very busy. The area is surrounded by urban development, limiting views out to nearby countryside, although Cleeve Hill is visible from some parts of the area.

The nature of the town and the desire to preserve its important physical character means that access for people with disabilities can sometimes be limited.

Roads, Transport and Access

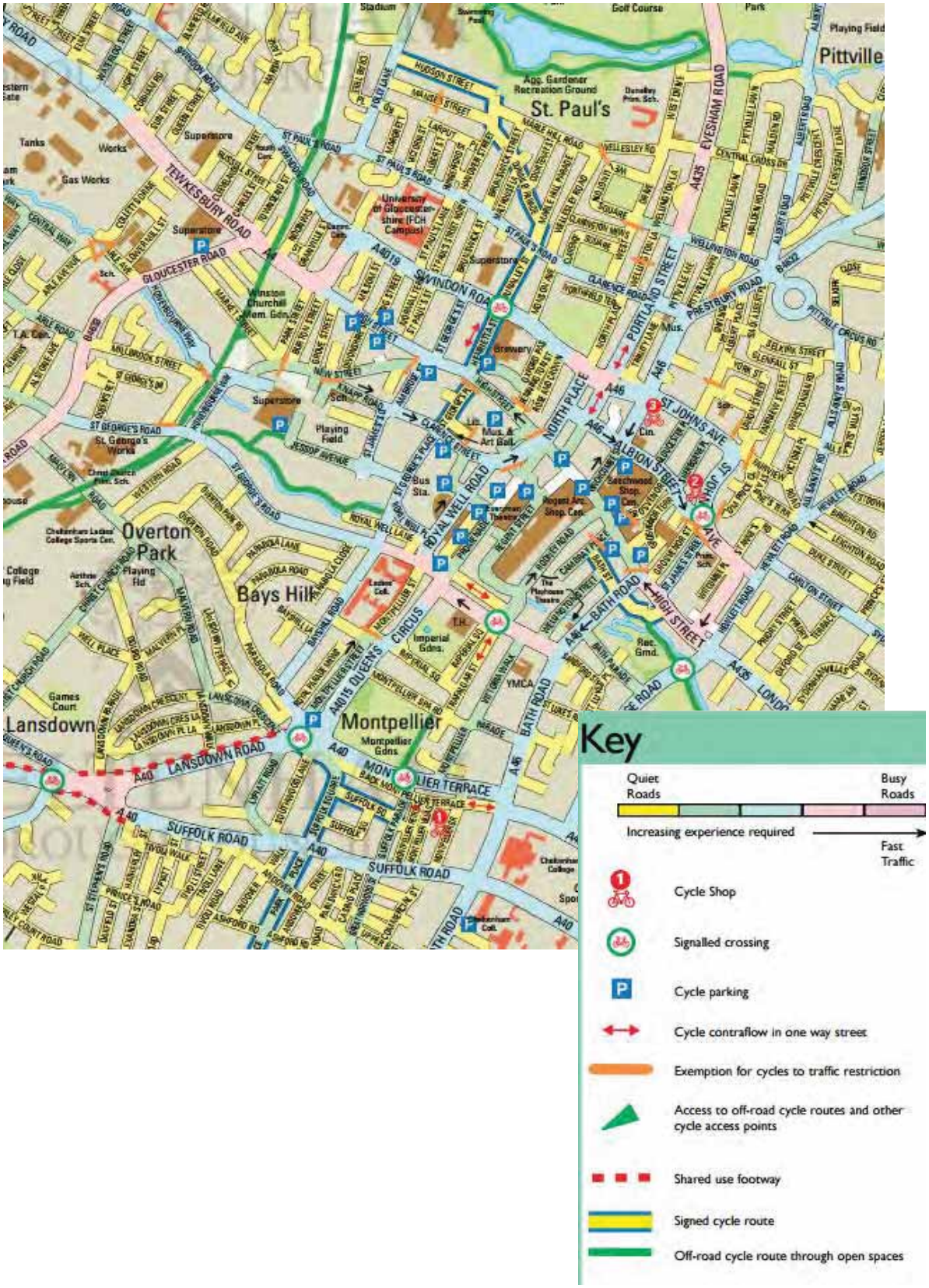
Roads

Many busy arterial roads run through the area: The A4015 joins the A40 Gloucester Road in the south west of the town with the Tewkesbury Road and A4019 Swindon Road in the north of the town, so is used by through-traffic. St Georges Road joins the Gloucester Road as it curves round the west side of the town to meet Tewkesbury Road, with the central retail area of the town. The A4019 Swindon Road forms some of the northern boundary of the NCG area, meeting with the roughly vertical A46 Bath Road that cuts through the town centre. Once-residential streets now serve traffic moving along or between major routes or accessing the business and leisure opportunities in the area. Owing to the high amount of traffic, many roads are very busy, with only small residential terraces being quieter.

The nature of Cheltenham's road system mean that much of the traffic going north south or east west has to pass through parts of the town centre. The Cheltenham Transport Plan which is currently being implemented is designed to ease this situation.

Cycle ways

There is one dedicated cycle route in the area, along the repurposed Honeybourne railway line, which goes north-easterly through the area, as well as splitting off along the River Chelt. There are no other dedicated cycle trails or facilities in the area, so cyclists travelling through and around the area currently use the roads and pavements. Roads in the area have been graded by the Cheltenham and Tewkesbury Cycling Campaign as being mainly medium to busy, therefore needing a higher level of skill from the cyclist than quieter areas. (Map below from Cheltenham and Tewkesbury cycle map http://www.cyclecheltenham.org.uk/docs/cyclemap.pdf)


Key
Quiet Roads
Busy Roads
Increasing experience required
Fast Traffic
Cycle Shop
Signalled crossing
Cycle parking
Cycle contraflow in one way street
Exemption for cycles to traffic restriction
Access to off-road cycle routes and other cycle access points
Shared use footway
Signed cycle route
Off-road cycle route through open spaces
St. Paul's
Pittville
Overton Park
Bays Hill
Montpellier
Lansdown
TEWKESBURY ROAD
GLOUCESTER ROAD
SWINDON ROAD
ROYAL WELL ROAD
ALBION STREET
HIGH STREET
BATH ROAD
LANSDOWN ROAD
SUFFOLK ROAD
MONTPELLIER TERRACE
EVESHAM ROAD
PRESTBURY ROAD
PORTLAND STREET
NORTH PLACE
ST JOHN'S AVE
CIRCUS
QUEENS
Superstore
Gas Works
Tanks Works
Playing Field
Golf Course
Stadium
Brewery
Bus Sta.
Rec. Gmd.
Imperial Gdns.
Montpellier Gdns.
Games Court
YMCA
Lib.
Mus. & Art Gall.
Cin.
Theatre
Sainsbury's
Regent Arc. Shop. Cen.
Saxchwood Shop. Cen.
Playhouse Theatre
Chelt. Coll.
Ladies' Coll.
Univ. of Gloucestershire (Fdn) Campus
Winston Churchill Mem. Gdn.
St. George's Works
Agg. Gardener Recreation Ground
Donalley Prim. Sch.
Knapp Sch.
Chelt. Ladies' College Sports Cen.
Pittville Circus Rd
Pittville Lawn
Albert Road
Hudson Street
Wellington Road
Clarence Road
Jelkyn Street
Glenfall St
Lypiatt Terrace
Suffolk Parade
Suffolk Mews
Suffolk Square
Montpellier Walk
Montpellier Street
Montpellier Spa Road
Bayshill Road
Pittville Crescent Lane
Pittville Circus Road
Albert Place
Albert Terrace
Hudson Street
Wellington Square
Clarence Square
Portland Street
Prestbury Road
Jelkyn Street
Glenfall Street
Bath Parade
Bath Terrace
Royal Well Lane
Royal Well Place
Regent Street
Albion Street
Shop St
Ave
Brunswick Street
Clarence Street
Rodney Road
Winchcombe Street
Sherborne Street
Grosvenor Terrace
Grove Street
Prom. Sch.
Rec. Gmd.
Oxford Street
Prince's Street
Duke Street
Carlton Street
Princess Street
Victoria Street
Henley Road
Lansdown Road
Lansdown Crescent
Lansdown Place
Lansdown Terrace
Lansdown Cres La
Lansdown Pl La
Lansdown Pl
Lansdown Mews
Lansdown Walk
Lansdown Gdns
Lansdown Ct
Lansdown Ct Gdns
Lansdown Ct Rd
Lansdown Rd
Lansdown Ct Mews
Lansdown Ct Lane
Lansdown Ct Close
Lansdown Ct Cres
Lansdown Ct Pl
Lansdown Ct Ter
Lansdown Ct Walk
Lansdown Ct Way
Lansdown Ct Yard
Lansdown Ct Gdns
Lansdown Ct Rd
Lansdown Ct Mews
Lansdown Ct Lane
Lansdown Ct Close
Lansdown Ct Cres
Lansdown Ct Pl
Lansdown Ct Ter
Lansdown Ct Walk
Lansdown Ct Way
Lansdown Ct Yard

Public Transport

Cheltenham Railway Station is a 21 minute, or 2.1 mile, walk from the heart of the NCG area (The Promenade, GL50 1NW - Google Maps). The bus station is within the NCG area, on Royal Well Road. This bus station is used mostly for private coaches and distance public transport. Local public transport bus stops are located in the Promenade, Clarence Street, Pittville Street and High Street so after a short walk, residents can access any bus operating in the area (Full details of bus routes can be found at http://www.thinktravel.info/files/uploads/Cheltenham_Bus_Map_V2.pdf)

There are four main taxi ranks in the town centre located at the bus station in Royal Well Road, in the Promenade, in Pittville Street and in Montpellier Walk.

Parking

The demand for parking in the town centre is very high. The age of many houses means that off-road parking is less common than more modern suburbs of the town, and this, combined with visitors to central retail, tourism and leisure opportunities, results in intense parking. There are ten council-operated car parks in the area:

- High Street
- West End
- Chelt Walk
- St Georges Road
- Royal Well
- Regent Arcade
- Rodney Road
- St James Street
- Town Centre East
- Sherbourne Place
- Swindon Road

Community Services and Facilities

Healthcare

There are seven GP surgeries in the NCG area:

- Royal Crescent Surgery (Royal Crescent)
- The Surgery (Crescent Bakery, St Georges Place)
- Overton Park Surgery (Overton Park Road)
- Yorkleigh Surgery (St Georges Road)
- Berkeley Place Surgery (High Street)
- Dr Hollands (at the University of Gloucestershire)
- Underwood Surgery (St Georges Road)

There are seven pharmacies within the NCG area:

- James Pharmacy (St Georges Road)

- Badham Pharmacy (St Georges Place)
- Spa Pharmacy (Rotunda Terrace)
- Boots (High Street)
- Superdrug (High Street)
- Lloyds (Waitrose)
- Badham (Swindon Road)

There are nine dental surgeries in the NCG area:

- Oriel Villas Dental Practice (Oriel Road)
- Rodney Road Dental Practice (Rodney Road)
- Cambray Dental (Cambray Place)
- Bath Street Dental (Bath Street)
- Montpellier Dental Surgery (Montpellier Terrace)
- Cheltenham House Dental Practice (Winchcombe Street)
- Cheltenham Dental Practice (Brewery, St Margarets Road)
- Michael Shipway & Associates (Ormond Terrace)
- Smilright (High Street)

Community commentary: N.B. While the area has a higher concentration of healthcare services than any other area of Cheltenham, it's important to note that many of these services serve visitors to the area as well as residents, which means that demand may be high when compared to other areas, even if they have fewer services overall.

Libraries

The 19th Century saw Cheltenham develop as a centre for education and the imposing public library, situated adjacent to the Wilson in Clarence Street, was opened in 1889. The area is home to the central Cheltenham Library, the county's children's library and the local history library.

Places of Worship

The area has fourteen active places of worship:

- High Street Mosque (High Street)
- Elim Christian Centre (St Georges Road)
- Cheltenham Synagogue (Synagogue Lane)
- St Gregory's Catholic Church (St James Square)
- St Mary's Church (Well Walk) - Minster
- St Matthew's Church (Clarence Street)
- St Andrews United Reform Church (Montpellier Street)
- Cheltenham National Spiritual Church (Bennington Street)
- Bangladeshi Mosque (Sherbourne Place)
- Cambray Baptist Church (Cambray Place)

- Hindu Centre, Swindon Road
- Spiritualist Church, Bennington Street
- Salvation Armsy Church (Bath Road)
- Bayshill Unitarian Church (Royal Well Lane)

Community Spaces and Facilities

There are two dedicated community centres in the area:

- Salvation Army (Bath Road)
- Cheltenham West End Partnership Community Resource Centre (Grove St)

Groups can also access rooms for use at the Municipal Offices if booked in advance.

Pubs can sometimes offer a community space, and there are many pubs in the town centre NCG area, including:

- St Georges Vaults (Clarence Street)
- The Bayshill Inn (St Georges Place)
- The Bank House (Clarence Street)
- The Railway Inn (New Street)
- Old Restoration (High Street)
- The Vine (High Street)
- The Swan (High Street)
- The Strand (High Street)
- Sandford Park Alehouse (High Street)
- Frog and Fiddle (High Street)
- The Shamrock (High Street)
- Adam and Eve (Townsend Street)
- Cotswold Inn (Portland Street)
- Prince of Wales (Portland Street)
- The Moon Under Water (Bath Road)
- Montpellier Wine Bar (Montpellier Street)
- All Bar One (Montpellier Walk)
- The Rotunda (Montpelier Walk)
- Bentley's (High Street)
- The Spectre (High Street)
- Yate's (Crescent Terrace)
- Revolution (Clarence Parade)
- Tailors (Cambray)
- Copa, Regent Street
- Slug and Lettuce, Regent Street
- Bottle of Sauce, Ambrose Street
- Also clubs Labour Club, United Services Club

Community commentary: It is not known whether any of these pubs offer community spaces, and in fact, in this number, pubs could present more challenges than they solve by contributing to anti-social behaviour. Cheltenham has the biggest night time economy in the area between Bristol and Birmingham as well as a thriving retail base. It is therefore natural that crime is likely to be higher in the town centre than elsewhere. However, Cheltenham Safe which includes the Pubwatch scheme, Nightsafe, is a strong and effective partnership initiative aimed at reducing crime, disorder and antisocial behaviour in the night time economy (night) and retail outlets (day). Members include the police, the Council and around 75 premises licensed to sell alcohol or late night refreshment, predominantly in the town centre. Members have the benefit of a dedicated coordinator, a radio link scheme providing direct contact with other members, police and the CCTV control room, an offender exclusion scheme, regular licensing updates and a secure online database providing information about excluded offenders and alerts. This has resulted in Cheltenham being considered as a relatively safe place at night compared with other places of similar size (extracted from the Purple Flag submission 2016)

There are two recycling banks in the NCG – one in High Street car park and the other in St James Street car park.

Late night venues

With the introduction of the Late Night Levy in 2014, a number of late night venues decided to close at midnight, however there are still venues within the town centre to attract the late night clientele.

In 2016 Cheltenham was awarded the Purple Flag which is a quality mark for the Night Time Economy.

Community commentary: The younger crowd are attracted to nightclubs such as MooMoo, Thirteen Degrees, Subtone and Under the Prom. Late night bars such as Lily Gins, 21 Club, the Apartment, Six Degrees of Separation and Coco Lush appeal to a wider age range.

Arts and culture

Cheltenham is famous for its Regency architecture and is often described as “the most complete Regency town in England”.

The Wilson (named after Antarctic explorer Edward Wilson, a native of Cheltenham) is Gloucestershire’s premier museum and art gallery, hosting events and exhibitions throughout the year. It also holds a notable collection of decorative arts from the Arts and Crafts Movement.

The Everyman in Regent Street is Gloucestershire’s theatre and has been serving the county since 1891. The main auditorium is considered to be an architectural masterpiece and was designed by famous theatrical architect Frank Matcham. The theatre has a full programme of events throughout the year including plays, ballet and the ever popular Christmas pantomime.

The Playhouse Theatre in Bath Road is a community theatre which presents a mix of non-professional and small scale productions as well as providing an avenue for dance classes, mother and toddler and other community groups.

The Parabola Arts Centre in Bayshill Road, owned by Cheltenham Ladies' College, is used by the school for performances, exhibitions and events as well as providing a creative hub in Cheltenham within a Grade II listed building.

Cheltenham's Town Hall, unlike most town halls, is a public venue and not the seat of the borough council, and it hosts a full programme of entertainment and exhibitions throughout the year.

There are a number of pubs in the town centre now providing live music and other entertainment with venues such as the Swan, the Vine and the Frog and Fiddle organising annual 'festivals'.

In addition the Cheltenham Festivals programme makes use of the Town Centre – which includes Jazz, Science, Music and the Times Literature Festival.

The Wilson Art Gallery & Museum

Cheltenham has an outstanding museum and art gallery. Following a recent major rebuild costing in the region of £6 million 'The Wilson' has four new floors housing extensive galleries including:

- A world famous Arts and Crafts Movement collection inspired by William Morris.
- The story of Edward Wilson, a son of Cheltenham, and his explorations with Scott of the Antarctic.
- A collection of important Dutch 17th and 19th century paintings, rare Oriental porcelain and English ceramics.
- The social history of Cheltenham, Britain's most complete Regency town and archaeological treasures of the Cotswolds.

Recreation and Leisure

There are several sports facilities in the area:

- Cheltenham Spa Bowling Club (St Georges Square)
- Fitness First (Henrietta Street)
- Reset Health & Fitness (St Georges Place)
- Chelsea Spa Ladies Leisure Club (Clarence Street)
- Fitness4less (Grosvenor Terrace)
- YMCA (Vittoria Walk)
- Montpellier Tennis Courts (Montpellier Walk)
- Up and Running (High Street)
- Fitness First (Brewery)

Cheltenham Spa Bowling Club is located in St Georges Square, adjacent to the High Street, the Cheltenham Spa Bowling Club's green and pavilion has attracted bowlers from across the South West since it was established in 1924.

Cheltenham Ladies' College is situated in the NCG area and offers sports facilities including a swimming pool. Sandford Lido is close to the south-eastern corner of the NCG, and Leisure @ Cheltenham is located just to the north west of the NCG, near Pittville Park.

There is a mini soccer pitch in Sandford Park, just to the east of the boundary.

Green Spaces

There are a lot of green spaces in the area, including:

- Montpellier Gardens
- Imperial Gardens
- Green area flanking River Chelt north of St Georges Road
- Winston Churchill Memorial Gardens
- Sandford Park
- Honeybourne Line (part)
- Long Gardens – Promenade

Lansdown Crescent is just outside the town centre area.

The NCG took part in the Local Green Spaces Study conducted in 2015 in partnership with GRCC and Cheltenham Borough Council, applying to designate (as local green space) Hardwick Campus, just to the north of the NCG area (decision pending at time of producing the Cheltenham Engaging Communities Report).

Educational Facilities

The NCG area contains three primary schools:

- St Gregory the Great (Knapp Rd)
- St Johns C of E Primary (Albion St)
- Holy Trinity Primary (Jersey Street), on boundary with Fairview neighbourhood area

The area contains Cheltenham Ladies' College (independent, ages 11-18), but no state secondary schools, with the nearest being:

- Pittville School (Pittville area)
- All Saints (Springbank area)
- Pates (Hesters Way area)
- Bournside (Warden Hill area)

The area also contains several early years settings, including:

- St Gregory's Childcare Trust (St James Square)
- Monkey Puzzle (St James Square)
- Bright Eyes Day Nursery (Knapp Road)
- Brightlands Day Nursery (St Georges Road)
- Bumps and Babes (St Andrews Church, Montpellier Street)
- Primary Colours Day Nursery (Montpellier Terrace)
- Hickory Dickorys Day Nursery (Cambray Place)

Economy

Employment

There are numerous retail, leisure, administrative and tourism employment opportunities within the NCG area, meaning that many residents can choose to work in their locality or very close by. Transport links are also good, so access to employment further afield is relatively easy.

Income

The area features several parts of Middle Layer Super Output Areas (MSOAs), which are small geographical areas used to analyse average household income in England and Wales 2007–8. According to the data, mapped to show the different MSOAs, there is a very wide range of incomes across the area, the highest income being in the south-eastern portion of the NCG (labelled Cheltenham 009) with an income of £690 per week at that time, and the eastern portion of the NCG area (labelled Cheltenham 008) with an income of £730 per week at that time; both areas were in the second-highest quintile nationwide. The next highest income area in the NCG is the section to the south west (labelled Cheltenham 007), which had an average weekly income of £590 per week at that time. Least affluent is the area in the north west of the NCG (labelled as Cheltenham 004), which had a weekly income of £510 on average at that time.

Retail and Services

A vast number of shops and services are based in the NCG area, including shops and services for residents, such as convenience stores, hairdressers, florists and estate agents. However, the area also has several small retail clusters in the area, for instance, on High Street, Fairview Road, Bath Road and Montpellier Street.

Housing

Community commentary: Housing across the town centre is mixed in both type and standard. The south eastern side of the town centre contains some of the most expensive and attractive housing in Cheltenham whilst the area to the North West has some of the poorest in both terms of value and standard.

Although the town centre contains little in the way of social housing it does contain some supported housing. Along the High Street many of the shops have accommodation above and some are rented out for multiple occupation.

APPENDIX 2: Consultation – Town Centre Community Survey (2016)

This report was created in November 2016, based on the analysis of 58 responses received to the Cheltenham Town Centre survey by 23rd November.

The survey was divided into views on the town centre itself, followed by views and experiences of the various green spaces in and around Cheltenham town centre. Not everyone who took part in the survey answered every question or every part of each question, particularly the green spaces section.

Please note, percentages may not sum to 100 due to rounding. Responses to open questions have been categorised by theme and a summary of the number of responses per category provided. The full comments for each question can be found in the appendix.

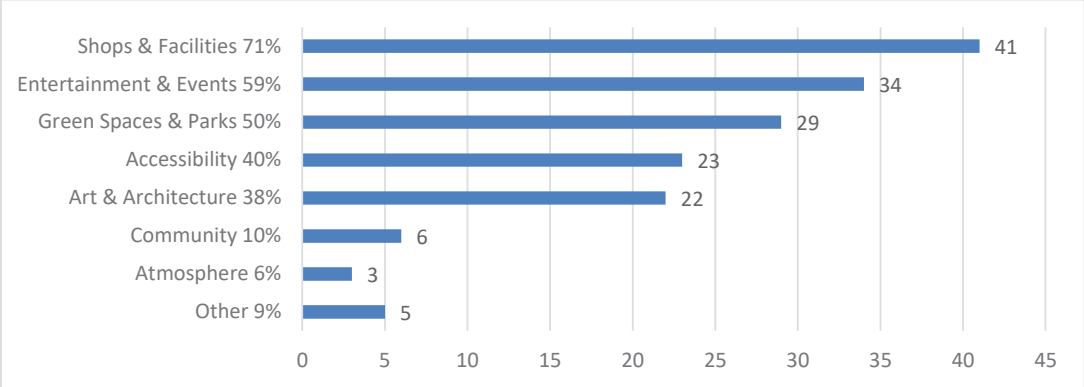
Part 1. Cheltenham Town Centre

1. Do you… live in/work in/visit the town centre?

Do you…	Number	Percentage
Live in the town centre?	28	48
Work in the town centre?	8	14
Visit the town centre and also live in Cheltenham outside the town centre?	20	35
Visit the town centre and don't live in Cheltenham?	1	2

2. What the three things you most like about the town centre?

Comments have been divided into themes and the themes ranked by number of responses. In some cases the comments have been divided across more than one theme, for example if a comment referred to the variety of both shops and bars or restaurants, the comment would be included under both 'Shops & Facilities' and 'Entertainment & Events'. For clarity, 'Accessibility' includes the comments on the compact nature of the centre, pedestrian areas, and transport, while 'Parks & Green Spaces' includes references to floral displays and tree-lined streets. 'Other' incudes comments on safety and cleanliness.



Examples of comments by theme

Shops & Facilities:

- The choice of shops all in one location
- Variety of smaller independent shops just outside the centre, e.g. lower High St, Henrietta St, Bath Road
- Markets on Prom
- The array and variation of shopping and retail opportunities

Entertainment & Events:

- A good variety of night time venues/activities
- Easy access to restaurants, shops, places of entertainment
- One square mile of cafés, restaurants
- The festivals

Green Spaces & Parks

- Proximity of parks and green spaces
- That for the most part it is very green – with tree lined streets and parks and gardens
- The well-proportioned and good numbered green 'break out' spaces
- Green spaces/trees/floral displays

Accessibility

- You can walk from one end to the other in 20 minutes, east west and north south
- No need to use my car most of the time
- Ease of access
- Pedestrian areas

Art & Architecture

- Centre pieces such as the fountain
- The visually pleasing parts of the town centre such as the Prom and fountain
- Georgian architecture both original and "re-defined"
- Period buildings are still used (as well as tasteful newer buildings e.g. Lower High Street development)

The full set of comments can be found in the appendix.

3. What are the three things you like least about the town centre?

Comments have been divided into themes and the themes ranked by number of responses. As above, in some cases the comments have been divided across more than one theme.

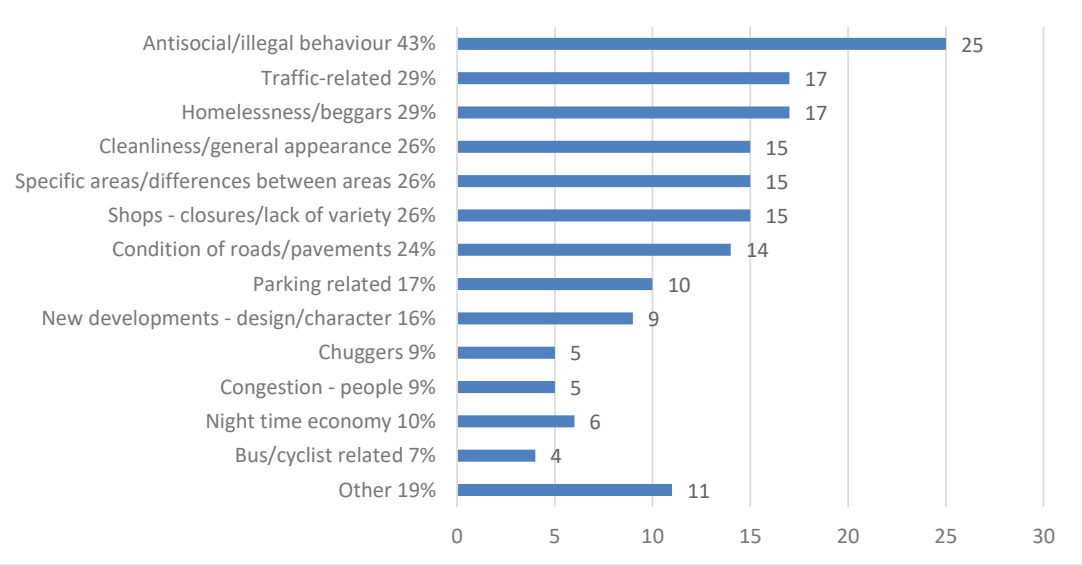
Examples of comments by theme

Antisocial/illegal behaviour:

- The levels of antisocial behaviour that can occur
- Alcohol/drug abusers occupying shopping areas and green spaces
- Antisocial behaviour and there is an obvious increase in violence

Traffic-related:

- Rat-run roads that need traffic calming measures
- Traffic due to road changes
- The one-way system



Homelessness/beggars:

- People begging and drinking on the streets
- The difficulty of passing homeless individuals who should be helped and given opportunities to live a fulfilling life
- The local parks are becoming drinking areas

Cleanliness/general appearance:

- Some of the buildings (especially in the Lower High Street) aren't well maintained (need painting and removal of plants from masonry)
- Lack of bins and containers for responsible dog owners to deposit the mess
- People spitting, throwing down matches and ciggy ends

Specific areas/differences between areas:

- The difference between the wealth and poverty that exists within Cheltenham is evident by the way different parts of the town centre are treated in terms of streetscape, cleansing, etc

- Difference in feel between lower High Street, High Street and areas like Montpellier and the Promenade
- Some areas have been neglected, where others money thrown at it

Shops – closures/lack of variety:

- Lack of independent shops
- Shops closing down
- Not enough variety of shops

Condition of roads/pavements:

- State of the High Street surface from Bath Road to Winchcombe Street
- The pavement is uneven in places, especially problematic when it rains and big puddles form
- Dreadful state of roads and pavements

Parking related:

- Expensive car parks
- Poor parking/deliveries blocking roads
- Lack of free short-term parking

New developments – design/character:

- The number of expensive retirement accommodation being built when what the town actually needs is more affordable accommodation for young people to be able to buy or rent and more employment space.
- The increasing blandness/lack of character
- The height and scale of the new developments, esp The Brewery

Chuggers:

- Charity 'muggers' who ask if you have '5 minutes'
- The charity representatives
- Chuggers on the High Street

Congestion – people:

- The Lower High Street opposite the new Brewery with the busy bus stops etc blocking the pavements etc
- Some streets are occasionally a bit congested: e.g. when people wait for buses in the High Street there is little space for people walking

Night-time economy:

- The Night Time Economy
- Largely only mainstream bars/clubs

Bus/cyclist related:

- The bus stops are scattered around the entire centre – bring back one station!
- No provision for cyclists
- Careless cyclists

Other:

- There is no food market!
- No available free water to drink
- The hare statues on the Prom

4. Complete the following comment: In five years' time Cheltenham town centre should be a place where:

Answers were received from 52 respondents. A selection of comments are below, the complete list can be found in the appendix:

- You can live safely and enjoy a night or day out with friends and families
- People choose to come for business, leisure and recreation, staying for longer than they do at present
- Everywhere has disabled access
- There is a balance between the big chains/services which attract shoppers and make money for the town, small individual traders and something for the arts/culture/public engagement, such as an arts, education or community centre that truly caters for all, not just those who can afford big prices
- All members of society live happily in a town which has a high standard of living
- Residents and the local council work together to provide a safe and pleasant place for all
- People feel safe and happy
- We can fully enjoy outings without getting harassed for money by beggars or drunken people
- House prices haven't gone through the roof
- Environment is valued, respected, clean safe and friendly

5. Complete the following comment: In twenty years' time Cheltenham town centre should be a place where…

Answers were received from 51 respondents. A selection of comments are below. The full list can be found in the appendix:

- Should be a regional centre for the South West because of the excellence of its retail, leisure and tourism offering
- Families can shop, socialise and feel safe in a multi-cultural environment
- There is a high standard of living such as the Scandinavian countries, Singapore or Japan
- The needs of a thriving, diverse community is reflected
- Those parts of Cheltenham currently poorer and more run down (Lower High Street and Strand) are more integrated and economically viable
- It will be THE place to visit and live
- Still have historic buildings but it moves with changing needs of the town
- People are drawn to the thriving social atmosphere and independent retailers
- It is green, lush and plenty of unique shops to put it on the shopper map again
- All buses (local, commuter and national) can be easily found in one station, with clear information to get around the town and from town to town
- That has set a standard of excellence. Imagine a town having an arts and culture plan, a public art plan, delivering major arts festivals, supporting skills and talent development, and enabling communities to commission art works
- My children still want to live in, with great choice, clean and safe streets

6. Tick the answer that most agrees with your opinion

	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
Cheltenham town centre is a friendly place	5	31	8	10	0
Cheltenham town centre is a safe place	3	31	7	12	1
Cheltenham town centre is an attractive place	7	35	2	11	0

A selection of reasons people gave for their answers are below. The full range of comments can be found in the appendix:

- The closed and disused buildings impact on the rest of the town centre. There can be a lot of crime, homelessness and anti-social behaviour which can make the town centre feel unfriendly and unsafe. But this is few and far between
- I feel relaxed and safe in the day time. At night it is a different matter. Some parts of the town centre are not pleasing on the eye.
- Neither my husband nor I are from Cheltenham but our children were born here and we are all very happy in Cheltenham. I think that the town is as safe as most others in the UK and still go into town at night. As for the attractiveness of the town, it really is a mixed bag. Some parts are just beautiful yet some are really grotty and an eyesore.
- I think there are a lot of anti-social people in Cheltenham - there are also an increasing number of homeless people and they should be being helped out of their situation. I think the town is attractive but only when the homeless people aren't there, and those who think it is ok to drop litter, spit and fight are not there either.
- I find the town centre relatively friendly and safe. However, there are distinct areas that are unattractive such as lower high street. Too much focus is placed on Montpellier and the Promenade which are definitely promoted as higher grade shopping areas
- Overall, my experience of living in Cheltenham in the past 5 years, as both a student and now a working resident, has been very positive. It has a good balance of historic, impressive architecture and modern development and has maintained key aspects which set it apart from other UK towns. As a student town, there is generally little trouble especially at night and I have only ever heard good things about the area from those people who have come to visit.
- People seem to keep themselves to themselves and there is a great divide between those who have and those who don't. It seems safe during the day but not so much at night. Once the building work has been completed I'm sure it will improve but the town is blighted by appalling roads and pavements.
- I avoid going out at night whenever possible The Architecture is a big plus for Cheltenham I would not describe the town centre as friendly I particularly dislike Charity Muggers or Chuggers in the high street

Part 2. Green Spaces

Montpellier Garden

Do you live or work near Montpellier Garden?	**16 Yes**	**36 No**

What do you like most about this green space?

Answers were received from 42 respondents. A selection of comments by theme are found below. The full range of comments can be found in the appendix.

Cleanliness/Tidiness

- Tidiness
- Open, free for dogs and children to play, cafe, gallery, playground/skatepark etc all well kept
- It is well used by a variety of people. It is excellent space for community events. it is well cared for.

Attractive place to relax

- It is an attractive part of the town centre which provides a meeting/sitting place for shoppers and workers and a venue for festivals
- Elegant feel bordered by beautiful houses.
- Pleasant place to relax.

Play area for children

- Somewhere for children to kick a ball around, tennis courts and skateboard area.
- The inclusion of activities for children and young people, a big space for events, wide pathways
- The trees, and cherry blossom. The open grass space, where there's enough space for family football, and young people's ball games, and you can cycle through it.

Events

- It is well used by a variety of people. It is excellent space for community events. it is well cared for.
- Use for festivals and the fact it is nice green space in town! I do find it hard when the flowers are put in and the lower high street doesn't even have litter or bin collections!
- It is very open and situated practically in town. It serves as a great venue for festivals as well as for private picnics, dog walks and sunbathing!

What would improve the green space?

Answers were received from 34 respondents. A selection of comments by theme is found below. The full range of comments can be found in the appendix.

Cleanliness/Tidiness

- Less litter
- The entrance into the gardens (opposite ASK) - it gets very muddy where people walk over the grass verge
- Better litter picking. I pick litter every time I walk through. Council Litter pickers are haphazard.

Facilities

- Facilities for those on lower incomes - - community cafe or even a drinking fountain as the price of refreshments is high
- A bit more for kids to play on
- Shelters from rain
- More bins.
- More benches and tables
- More flower beds like Imperial Gardens

Type of usage

- Use the bandstand!
- Less restrictions on its use which is caused by a few residents who live near by objecting to activities in the park.
- Less official festivals and more community ones

Have you ever witnessed what you would consider inappropriate behaviour in this green space?	**20 Yes**	**30 No**
What was the behaviour related to? **(Please note: answers under 'Other' giving more than one of the previous categories, e.g. 'drugs and alcohol' have been split between the individual options)**	Alcohol - 9 Sexual behaviour - 1	Drugs - 8 Other – 3

Other (all comments including those split in the table above):

- Drugs and alcohol issues
- I am allowing myself some light-hearted humour and say the sight of the belly dancers at one of the Festivals!
- All of the above!! Mainly drugs and alcohol and at night inappropriate acts when walking through! But this is typical of all parks!!!
- Never
- Alcohol drugs more prevalent in Winston Churchill Park particularly evenings, regular basis.
- Groups siting drinking and leaving rubbish
- My son (16) was attacked in the park.
- Urinating
- Dog poo
- People setting up to live in a tent. People sleeping rough. Vandalism. Dropping litter.

How often does this behaviour happen?	**Daily – 4 (alcohol; drugs; rough sleeper; litter)**	**Weekly – 8 (alcohol, drugs; sexual behaviour; litter)**
	Monthly – 1 (alcohol)	Less often – 6 (alcohol; belly dancers; violence; urination; dog poo)

When did you last witness this behaviour?	**2016** • 12/7/2016, 18.30 - alcohol • 1/8/2016 – alcohol • 1/8/2016, 13.23 - urinating • 28/8/2016, 02.00 – drugs, alcohol, sexual behaviour • 1/10/2016, 15.00 – drinking, litter • 12/10/2016, 17.00 - alcohol • 17/10/2016, 14.00 - alcohol • 17/10/2016, 24.45 – alcohol **2014** • 15/7/2014, 14.30 – belly dancers **2009** • 9/1/2009, 21.30 – my son (16) was attacked in the park

Imperial Garden

Do you live or work near Imperial Garden?	**18 Yes**	**34 No**

What do you like most about this green space?

Answers were received from 41 respondents. A selection of comments by theme is found below. The full range of comments can be found in the appendix.

Cleanliness/Tidiness

- Always clean and tidy
- It is central and it well cared for.

Attractive place to relax

- It is an attractive part of the town centre which provides a meeting/sitting place for shoppers and workers and a venue for festivals and art exhibitions
- It is very open, surrounded by beautiful buildings, and the flower beds are inspirational! It is situated in town and serves as a great resting place, as well as a watering hole. It is also great for private picnics, and sunbathing!
- Nice place to sit in the sun. Like the Garden Bar. Good flowers

Events

- Outdoor events in summer, and bar/cafe
- Attractive area in centre of town, exhibitions etc
- Landscaping; events and exhibitions

Formal landscaping/flower beds

- More formal counterpart to Montpellier Gardens
- The formal gardens are very well kept and beautiful. Offers lovely contrast to open space of Montpellier Gardens
- Wonderful floral displays, the Holst statue

What would improve the green space?

Answers were received from 30 respondents. A selection of comments by theme is found below. The full range of comments can be found in the appendix.

Cleanliness/Tidiness

- Less litter
- Tough fines for Litter being dropped! Or more bins -
- Better and more frequent litter picking.

Facilities

- More green screening of the office block. Some more permanent shelter at the refreshment outlet.
- More places to sit
- More choice of cafe's

Planting

- More inspiring planting, rather than 1970s municipal style. Bee friendly plants? Begonias are not!

- Replant beds with sustainable planting

Events

- More displays such as the art exhibition
- Remove the festivals
- Not having Cheltenham festivals marquees on it

Have you ever witnessed what you would consider inappropriate behaviour in this green space?	**14 Yes**	**29 No**
What was the behaviour related to? **(Please note: answers under 'Other' giving more than one of the previous categories, e.g. 'drugs and alcohol' have been split between the individual options)**	Alcohol - 6 Noise - 1	Drugs – 4 Other – 6

Other (all comments including those split in the table above):

- Drugs and alcohol
- Homeless man rough sleeping
- Urination
- Litter and rubbish being left which was a shock from the "well spoken" group which were sat near us!
- Rubbish left by youth
- Antisocial behaviour. Drinking other than in designated seating area. Litter
- Dropping litter. Throwing beer cans etc around and walking off.

How often does this behaviour happen?	**Daily – 4 (drugs; littering; antisocial behaviour)**	**Weekly – 6 (alcohol; drugs; noise; litter)**
	Monthly – 1 (alcohol)	Less often – 4 (alcohol; rough sleeper; urination; litter)
When did you last witness this behaviour?	**2016** • 9/6/2016, 19.30 – rough sleeper • 8/8/2016, 15.00 – alcohol • 11/8/2016, 16.00 – noise • 24/8/2016, 17.00 - alcohol • 2/9/2016, 18.30 – alcohol • 1/10/2016, 14.00 – antisocial behaviour – alcohol, litter • 7/10/2016, 00.01 - drugs • 10/10/2016, 16.00 - alcohol	

The Long Garden

Do you live or work near the Long Garden?	**10 Yes**	**35 No**

What do you like most about this green space?

Answers were received from 21 respondents and are sorted by theme below.

Design/attractiveness

- The long gardens are and attractive feature and enhance the Prom.
- Flower bed usually look good
- A gem of design
- It provides colour along the Promenade which fits well with the buildings.
- Colour
- Looks pretty
- Always has a lovely floral display
- Pleasant
- The composition of the flower beds is marvellous
- Well presented
- Flower beds Back drop of Municipal Office Use of area for periodic street markets
- Excellent flower beds
- Flower beds.

Proximity to town centre/Promenade

- Close to town centre
- Because it complements the Promenade
- Adds to the attractiveness of The Promenade
- The flower displays; the central location

Unsure of location

- Not entirely sure what The Long Garden is. If it's on The Prom outside Municipal Offices, then love the statues and marks of remembrance
- Don't know where this is
- I don't know this green space
- I don't know where this is

What would improve the green space?

Answers were received from 16 respondents and are sorted by theme below.

Traffic – including taxi rank and bus stops

- It is cut off from surrounding areas by a car park and bus stops, so is usually empty, despite number of seats there.
- Sort out the traffic! improve it for pedestrians inc better air quality
- Less cars on either side of it and buses opposite - they completely obliterate its existence!
- Removal of taxi rank Bus stops

Costs

- Planting that doesn't require replacing so many times during the year. This must be expensive.

- Community project where it is more sustainable and not so "showy" money is spent across the town not just to make the council offices look nice

No improvement needed

- Nothing the space is always well maintained
- Nothing really and it's quite a limited green space anyway in terms of size
- Nothing
- Nothing
- Fine as it is
- Can't think of anything

Other

- Railings and refurbishment of the Scout Hut
- Roses
- Stopping people walking on the grass
- Tree management.

Have you ever witnessed what you would consider inappropriate behaviour in this green space?	**4 Yes**	**25 No**
What was the behaviour related to? **(Please note: answers under 'Other' applying to the previous categories have been counted under the relevant category)**	Alcohol - 2 Other - 2	Drugs – 1

Other:

- Threat of Violence, antisocial behaviour during the night at taxi rank Urination!
- Verbal abuse/swearing over parking spaces
- Not in the garden but in the street next to it, alcohol.

How often does this behaviour happen?	**Daily – 1 (drugs)**	**Weekly – 1 (antisocial behaviour)**
	Monthly – 1 (verbal abuse/swearing)	Less often – 2 (alcohol; unspecified)
When did you last witness this behaviour?	**2016** • 15/7/2016, 11.30 - alcohol • 9/9/2016, 03.00 – antisocial behaviour at taxi rank	

The Minster Grounds (St Mary's Churchyard)

Do you live or work near the Minster Grounds?	**21 Yes**	**21 No**

What do you like most about this green space?

Answers were received from 38 respondents. A selection of comments sorted by theme is below. The full comments can be found in the appendix.

The church building

- Beautiful church, quiet space just off the High Street
- The beautiful Minster building. Access to the grounds.
- The Minster and the Lamp Posts

Peaceful haven in town centre

- It is a green oasis in the middle of town.
- It is an often peaceful place in a busy town centre
- Quiet sanctuary in the middle of the town
- It's a patch of green/haven of peace in a concrete jungle!

Wildlife and greenery

- Wildlife, spring flowers
- The wild life Except pigeons
- Hidden green space
- A green space with trees is restful

What would improve the green space?

Answers were received from 37 respondents. A selection of comments sorted by theme is below. The full comments can be found in the appendix.

Safety/Security

- Improving the alleys, regular police or other uniformed presence to deter drinkers and drug users and other anti-social behaviour
- Continue the work started with the alleyways project and improve the approaches from all sides to make the grounds somewhere that is always safe and pleasant to visit.
- Better pathways and security lighting to make it feel safer. The damaged old gate posts need repairing. The huge office building make it feel too dark and foreboding.

Maintenance including pathways

- Better maintenance of the area, e.g. improved lighting, CCTV.
- Needs to be properly maintained
- Improve the pathways and make it more welcoming. Perhaps hold events in there.
- The paths through the churchyard are very uneven and they get very muddy. The alleys into the churchyard from the Lower High are not well lit and not inviting. Well Walk is not attractive - would be vastly improved if it wasn't used to park vans/resurfaced/flower baskets. There are few places to sit. It would appear better maintained if there was grass (rather than mud) - or if this doesn't easily grow because of lack of light some other kind of ground cover (bark chippings?). Not well lit at night.

Antisocial behaviour

- Getting rid of the drunks
- Moved out the alcoholics and drug addicts
- More patrols of police/wardens to combat the drug users and drunks that frequent it every day
- Remove the drunks and improve the paths

Have you ever witnessed what you would consider inappropriate behaviour in this green space?	**34 Yes**	**7 No**
What was the behaviour related to? **(Please note: answers under 'Other' applying to the previous categories have been divided and counted under the relevant category as appropriate)**	Alcohol - 21 Noise - 3	Drugs – 8 Other - 9

Other (all comments, including those split in the table above):

- Can't say exact date but during the day in the summertime.
- alcohol and drugs
- Mother letting her child pee against the church wall
- There is often a lot of litter and I wouldn't walk through the area at night. I would probably walk through Imperial Gardens and Montpelier Park though.
- Disrespecting the monuments, littering and urinating in public.
- Drugs and alcohol
- All of the above. When it is dark it feels very unsafe to walk through even at late winter evening! During the day a lot of people use it including for drug dealing and smoking drugs riding through with bolt cutters etc. There is much litter and food waste around this area which doesn't look nice but also shows people do not care. Inappropriate sexual behaviour and violence in the past after clubs and pubs finish happen regularly and passing urine daily in the alley ways leading to it!
- drug users/ drunks/ fights/ and lots of litter/ used as a public toilet
- leaving litter
- Down and outs drinking
- It wouldn't let me select more than one! Alcohol and drugs - drinking in the day with homeless people/down and outs sleeping etc.
- General antisocial behaviour gatherings of youths on the cross
- Littering
- people sitting on the graves drinking

How often does this behaviour happen?	**Daily – 15 (alcohol; drugs; urination; litter; antisocial behaviour)**	**Weekly – 12 (alcohol; drugs; noise; litter)**
	Monthly – 1 (alcohol; drugs; rough sleepers)	Less often – 4 (alcohol; drugs; noise; urination)
When did you last witness this behaviour?	**2016** • 19/5/2016, 13.30 – alcohol	

- 10/7/2016, 10.00 – drugs
- 20/7/2016, 13.30 – noise
- 1/8/2016, 13.30 – alcohol, drugs

- 6/10/2016, 13.00 – antisocial behaviour
- 8/9/2016, 14.00 – alcohol
- 7/10/2016, 09.30 - alcohol
- 8/10/2016, 20.00 - alcohol
- 5/10/2016, 16.00 – alcohol
- 13/10/2016, 15.00 – alcohol, drugs, litter, urination
- 18/10/2016, 13.00 - alcohol
- 20/10/2016, 16.00 – alcohol
- 21/10/2016, 12.00 – alcohol
- 21/10/2016, 112.00 – antisocial behaviour
- 23/10/2016, 13.00 - alcohol
- 24/10/2016, 15.15 – litter, urination
- 31/10/2016, 14.30 - alcohol

Jenner Garden

Do you live or work near the Jenner Garden?	**17 Yes**	**29 No**

What do you like most about this green space?

Answers were received from 23 respondents. The comments sorted by theme are below.

Quiet

- Beautiful hidden away church yard
- Tranquil
- It is secret! (after 6 years in town we only found it recently!)
- Small space amongst town buildings etc
- It is a peaceful space that has been attractively refurbished.

Planting/appearance

- Recently restored so very attractive.
- A place to sit. Interesting planting.
- Hidden gem. Beautiful summer flowers. Well kept
- The lavender bushes
- Secluded walkway and lavender
- Planting
- The Lavender is lovely
- The compactness and planting

History

- The history of it.
- Historical connections, planting scheme
- Nice quiet beauty spot to relax in. The information boards relating to Dr Jenner
- The graves are interesting

Unaware of it/do not use it

- Don't know where it is.
- I don't know this green space
- I don't
- Don't know where this is
- Don't know it
- Never visit

What would improve the green space?

Answers were received from 19 respondents. The comments sorted by theme are below.

Better publicised including opening times

- Signpost it more clearly so it gets used more, and discourage anti-social behaviour. It is very tucked away
- More promotion of the history and more planting.
- Sometimes closed for no obvious reason. Groups of young men can appear intimidating although have never caused me problems
- Let people know where it is!

- Let more people know it is there
- Advertise it? But on second thoughts, maybe no...

Improved maintenance

- Replacing some of the planting that has been there for a number of years. Not having it closed so often.
- More regular general upkeep of the path
- Remove winos! Take more care of garden
- Better grounds maintenance

Antisocial behaviour

- Apart from removing drunken louts, trimming the lavender so paths are wider
- Get rid of the rough drinkers
- To be maintained better and police patrolled more often to stop the street drinkers taking over the benches and causing anti social behaviour issues
- People being asked to move on from the area when they are dealing drinking or taking drugs in the day time
- Enforce the drinking ban!
- Fewer street drinkers

None needed

- Nothing
- N/A
- No

Have you ever witnessed what you would consider inappropriate behaviour in this green space?	**13 Yes**	**15 No**
What was the behaviour related to? **(Please note: answers under 'Other' applying to the previous categories have been divided and counted under the relevant category as appropriate)**	Alcohol – 11 Noise - 1	Drugs – 5 Other – 2

Other (all comments, including those split in the table above):

- Groups of people drinking/using drugs.
- Drug/Alcohol and noise issues
- Alcohol and drugs daily! I used to work near this and it was a similar sized group of people who frequent the area to do what they need to do, mainly drinking but would also be stopped and asked for change if I walked through the park - so I stopped
- Drink/drugs/ used as public toilet
- Bad behaviour more prevalent in summer months. Gates were locked at one stage this year which is sad as it's an interesting attractive area to sit peacefully.

	Daily – 5 (alcohol; drugs; urination)	**Weekly – 1 (alcohol; drugs)**

How often does this behaviour happen?	Monthly – 2 (alcohol; antisocial behaviour)	Less often – 1 (alcohol)
When did you last witness this behaviour?	**2016** • 15/4/2016, 11.30 – alcohol • 20/6/2016, 12.30 – alcohol, drugs • 1/8/2016, 13.30 – alcohol • 1/9/2016, 13.00 – alcohol, drugs • 9/10/2016, 10.30 – alcohol, drugs, urination • 16/10/2016, 17.15 – alcohol, drugs, noise • 20/10/2016, 16.00 - alcohol	

Winston Churchill Memorial Garden

Do you live or work near the Winston Churchill Memorial Garden?	**24 Yes**	**24 No**

What do you like most about this green space?

Answers were received from 33 respondents. A selection of comments by theme is below. The full comments can be found in the appendix.

Facilities for children

- Play park and the fact it links with Honeybourne line
- Nice play area. Good for dog walking. Lovely space
- A place for children to play and people to walk dogs
- Children's Play area

Location

- Tucked away area in a really urban part of town.
- An oasis of calm just off the busy lower high street. The feeling of a Victorian Walled Garden to a large house
- Playground is very popular, pleasant entrance/exit to Honeybourne Line, pleasant green space in high density area
- It's a pleasant surprise off the high street! Nice play area for kids

Attractiveness and planting

- Open green space
- Very attractive to look at
- Combination of children's play area, trees and open grassed area. Access to Honeybourne Line. Well maintained yew trees. Use of the chapel for marshal arts (good alternative use for building that might otherwise be unused). Wild flower planting
- Wild flower borders

What would improve the green space?

Answers were received from 28 respondents. The comments sorted by theme are below.

Entrance improvements

- Improve that building near the High Street entrance. It is obviously a historic building but is neglected and looks forbidding and uncared for. Doesn't make you want to explore beyond.
- Access could be improved - a bit off-putting at the moment.
- To open it up from the High Street so that people knew there was a park there.

Improved landscaping

- The same standard of landscaping as Montpellier gardens!!!
- Better planting
- More places to sit (it now only has 2 benches, both of which are in full sun). The planted area is now quite woody and overgrown - would be nicer to perhaps have some flowers (colour) and replace the rosemary/lavender for younger plants

Improved facilities

- Updated play park like Pittville!
- Upgrade the play area
- Mend drinking fountain
- Some improvements to play area eg new play equipment, stepping stones amongst trees in play area (?)

Safety/security

- Patrols during the day time
- CCTV, permanent warden, remove avenue of trees that are security risk
- Refurbishment of St. Mary's Mission with Heritage lighting acting as security and enhancement. Policing of drug abusers and drug dealers and not encouraging them in as a way of getting them off the High Street. CCTV on front and back roof of the Mission as a deterrent. Better usage and maintenance of the Mission building. A budget for the voluntary Green Space Volunteers.

Have you ever witnessed what you would consider inappropriate behaviour in this green space?	**22 Yes**	**17 No**
What was the behaviour related to? **(Please note: answers under 'Other' applying to the previous categories have been divided and counted under the relevant category as appropriate)**	Alcohol – 15 Noise - 5 Other - 8	Drugs – 14 Sexual behaviour - 1

Other (all comments, including those split in the table above):

- Alcohol drugs and noise
- Why can't you put more than 1 option? Have witnessed drug taking, drug dealing sexual activity, passed out people, people drinking, and debris from all the above (needles, cans, bottles, and condoms). Also often find cut through bike locks which suggests other illegal activity. And dog fouling. I am not here daily but witness something every time I am there.
- Frequently find used needles along perimeter railings. Frequently see evidence of other drug use/dealing (little plastic packets around benches and on the grass). Paths clean but frequently see copious litter, particularly in playground, although bins emptied regularly. Occasional fly tipping. (Visit daily for dog walking)
- Drugs & alcohol
- Homeless people sleeping rough in the park.
- All the above except sexual behaviour - why can I not tick more than one!?
- I have seen alcohol misuse and drug misuse in the park. Also rowdy teenagers
- alcohol/drugs
- Seen a few 'street drinkers' in there but they weren't causing any problems so I wouldn't consider it inappropriate
- Drug dealing, taking Alcohol use, urinating in open
- Alcohol drugs vandalism littering
- I have avoided the Winston Churchill Memorial Garden for quite some time and it seemed to have been overrun by gangs. They made me feel unwelcome and that I was disturbing them, despite being a public space.

- Alcohol and drug dealing - loads of Polish beer cans left
- Alcohol/drug taking - I really can't say when so I am totally guessing!
- Alcohol, noise probably drugs. Groups of youngsters acting in a way that makes it unattractive to walk through.

How often does this behaviour happen?	**Daily – 9 (alcohol; drugs; urination; litter)**	**Weekly – 7 (alcohol; drugs; noise, rough sleepers; litter; vandalism)**
	Monthly – 1 (alcohol; drugs; antisocial behaviour)	Less often – 2 (alcohol; drugs)
When did you last witness this behaviour?	**2016** • 10/7/2016,13.30 – alcohol, drugs • 10/9/2016, 07.30 – rough sleepers • 14/9/2016, 15.30 - noise • 1/10/2016, 10.00 –alcohol, drugs • 4/10/2016, 15.00 - alcohol • 7/10/2016, 10.00 – alcohol, drugs, litter • 13/10/2016, 17.30 – alcohol, drugs • 19/10/2016, 14.00 - alcohol • 21/10/2016, 11.30 - drugs • 25/10/2016, 14.30 – drugs, litter **2013** • 6/7/2013, 16.00 - intimidation	

Sandford Park

Do you live or work near the Sandford Park?	**11 Yes**	**34 No**

What do you like most about this green space?
Answers were received from 26 respondents. The comments sorted by theme are below.

Variety

- Cycle route through the park. Annecy garden
- Community garden, water features.
- The diversity of what it offers between formal and informal.
- Lots of space for activities
- Not sure which side is west... The park closest to the town is a lovely combination of formal flower beds and open grass areas. The wild flower beds were particularly beautiful this summer. Very well maintained. Good footpaths through the park to all the exits. The park adjoining the hospital offers a huge area of grass for ball games/picnics and is a great asset and compliments the more formal town side. Good children's play area. Lovely to have the river running through both parks.
- Large open space multi purpose
- It has several different interesting sections: it is always delightful to wander round.
- The various spaces with different characters, and the public art.
- Good play area for kids. Lovely gardens
- Mixed designs. Italian. Water features. Sculptures. Wisteria pagodas. Trees.

Planting

- The flowers
- Lovely gardens/water features/wildlife/
- Flowers
- Sandford Park is pleasant and provides a stimulus for satisfying the human sensory emotions in accordance with notions of biophilia.
- Landscaping; flower displays; kitchen garden
- Vegetable garden

River

- Bit quirky in design. The stream
- Proximity to the Chelt and the pergola
- The River Chelt running through it
- Trees River Chelt

Other

- Very lucky to have such a park in the town centre. In the main it is well maintained. it's closeness to the hospital means it is a facility for hospital staff, outpatients and visitors to enjoy.
- Don't know it very well
- Size. Sculpture. Fountain.
- Great to run around open too all and accessible
- Large open space for sports / running

What would improve the green space?

Answers were received from 19 respondents. The comments sorted by theme are below.

Facility improvements

- Better entrance to cycle route from Bath Road
- The Italian garden (near Weatherspoons) is less attractive.
- More Seating
- Keeping it more clean
- Better grounds maintenance.

Security/antisocial behaviour

- No drinkers
- CCTV or patrols as it is large
- Police patrols in the evenings and nights!
- Remove the drinkers
- Discouragement of antisocial behaviour

Unsure/none needed

- Unsure.
- Don't know
- Nothing
- Nothing
- Not sure
- Nothing
- Can't think of anything

Other

- Help to its Friends of group.
- The parks expansiveness and the limited compartmentalisation enables people to personalise the space which is conductive to a more participatory and democratic environment that everybody can contribute towards and take ownership over for short durations at a time

Have you ever witnessed what you would consider inappropriate behaviour in this green space?	**16 Yes**	**18 No**
What was the behaviour related to? **(Please note: answers under 'Other' applying to the previous categories have been divided and counted under the relevant category as appropriate)**	Alcohol – 12 Noise - 1 Other - 2	Drugs – 2 Sexual behaviour - 1

Other (all comments, including those split in the table above):

- Alcohol being consumed during the day with groups of people using benches near the edible gardens
- drugs/alcohol/ drunken men in bushes/ using it as a public toilet
- All of the above

- My younger son (15) was attacked in the park

How often does this behaviour happen?	**Daily – 5 (alcohol; drugs; noise; sexual behaviour; urination)**	**Weekly – 4 (alcohol; drugs)**
	Monthly – 2 (alcohol)	Less often – 1 (alcohol)
When did you last witness this behaviour?	**2016** • 12/5/2016, 14.00 – alcohol • 7/7/2016, 19.30 - alcohol • 30/7/2016, 18.00 – alcohol • 9/8/2016, 13.30 – alcohol, drugs, urination • 1/9/2016, 11.00 – alcohol • 25/9/2016, 10.00 - alcohol • 12/10/2016, 10.00 - alcohol **2015** • 1/9/2015, 16.30 - violence	

If there is anything else you would like to say about the town centre or about the green spaces that has not been covered by this survey we would be very interested in your views.

27 respondents made additional comments. These are sorted by theme below.

Town centre

- I hope the town can find a way to remain commercially and financially viable without having to succumb to blandness (such as the latest upgrade to the Regents arcade which reminds me of a prison). At least the Beechwood had a green centre with some living water in it. I hope shoppers can be offered something as well as the chain stores and I hope come individuality will be kept. I very much hope something can be done to boost the West End, as someone who was born and brought up in St Pauls I hope those who live and work in that area will not be forgotten and that some cohesion with the rest of the town can be achieved.
- Most of the town centre is a conservation area containing a number of listed buildings. This is a good thing overall but there is no point in having a conservation area if it is not then conserved. Planning rules stop people modernising buildings within the area so they are left to become run down and unattractive. there needs to be some strategy regarding the conservation area.
- The changes that have occurred to the town over the last few years have made Cheltenham an even nicer place to live and work. The flower baskets are beautiful and having them the full length of the High Street (not just in the main shopping areas) makes a big difference. The buildings in the town centre are well maintained and the new developments are very tasteful (the Regent style houses on Albion Street are very attractive, the new front entrance to Regent Arcade looks very authentic, and the development of the Brewery, despite it being very modern, looks like it will be a huge improvement to what it used to be like and will be complimentary. The wild flower planting is wonderful - maybe this could be extended to other areas eg to the green area beside Townsend Street. I am hopeful that the Brewery development and the other work going on in the Lower High Street will improve that part of town. It would make a huge difference if the road surfaces were better maintained (particularly if they were properly resurfaced rather than pot holes just being filled in).
- More street cleaning i.e. removal of chewing gum from pavements Washing of pavement in Pittville Street on KFC side Mandatory no parking in this side of street Max 3 taxis All buses to turn off engines whilst stationary This does not happen at the moment (please monitor)? The tree plantings and resurfacing of High Street has much improved area Provide more litter bins encourage responsible disposal of chewing gum Publicise fines for littering have more visible patrols i.e. PCSO's
- Cheltenham is undervalued for what is a unique town environment and history that cannot be recreated. People need to have more encouragement and facilities to engage with its environment and contribute.
- The parking charges are far too high
- What about on the fringes all around the town centre??

Parks and green spaces

- I would like to see the same amount of money spent on all green spaces in the town centre and not just in the wealthy parts of town!!

- Pittville Park - although this is a fantastic venue with a lot of activities for all ages I feel that the Skate park could do with some updates and maybe extending it as its use by all ages and on a very regular basis. The area needs an overhaul and money spent on it and maybe involving the kids that us the park could be consulted.
- The town centre needs more cohesion
- There are huge disparities in what is being invested between Cheltenham's open areas and a clear misuse in some parts of facilities which means others are less likely to use them! It is a shame parks close to the lower high street do not have a similar investment to those in Montpellier! Parks need investment to ensure they do not turn into no go areas!!!!!
- Provide more and lots more seating
- Have realised how little I use the green spaces (apart from Pittville Park and the Honeybourne Line as its near my house)
- Green spaces are very important; as a place to rest, meet, take time out, play games, be active, and to be accessible for all.
- Open green spaces need to be protected at all costs as they provide rest and sanctuary for both residents and visitors. They provide a calming atmosphere for the town and make the town centre such an attractive place to shop and eat. Regents arcade needs to re populate and provide an area which will need to attract people to shop otherwise they will undoubtedly miss out to the new and growing Brewery quarter
- The few pockets of green spaces we have in the centre are vitally important - they really do increase well-being and allow for more trees, flowers and other plants to be near us, even in the heart of the town - eg: Clarence Square; the messy green space off Jessop Ave behind Waitrose; the square on the corner of Hewlett Road and the High Street with its beautiful blossom trees; and going out of town there are two green square flower gardens on London Road next to Oxford Street. I hope these will always be available to humans, animals, and plants alike to enjoy!

Community involvement

- Given the diminishing resources within local government and growing reliance of Volunteer groups I would like to see CBC create a Borough wide association of Friends of Groups and have in place a strategy and plan to support and grow these bands of Volunteers. They should be seen as a valuable human resources Asset to the Town and given greater encouragement advice and guidance. The Community Ranger service needs to be beefed up to add to the efforts of a very small team of enthusiastic staff.
- The work of the Council is appreciated. Greater involvement of the public and institutions, businesses should be encouraged. Involvement of ethnic communities

Antisocial behaviour

- Cheltenham could be a fabulous place to live for everyone. Why let a few drunks and some irresponsible traders spoil it for us all.
- There is often rubbish littering around, there are often people drinking, especially in the quieter parks. It's a shame that we have such a wonderful resource that people can't take care of. There is also a lot of dog poo around which is not very nice.
- Would be good if the drink/drug laws were actually and seriously enforced. more patrols and police presence to re-assure residents and visitors to these green spaces

- The people who make these places uninviting should be dealt with more severely. Cheltenham is known as town within parks not the park are where these people stop other going
- Drink, drugs and other inappropriate behaviour by a few causes concern for others, especially with children.
- I think they should be policed more and remove those littering the parks whilst drunk or dealing in drugs (Winston Churchill)
- I haven't mentioned dates or timings for antisocial behaviour. For dog poo, any time; for the Winston Churchill gardens evenings; for St Mary's Saturday midday... That's when I happen to walk there. Just to add that I think we are lucky in Cheltenham having so many and nice green spaces. I personally would love to see a food market in town (vegetables, meat, fish…). It's a pity that the closest best place appears to be the M5 Gloucester Services!

About the survey

- Sorry but I felt unable to offer answers for many of the questions as 'near' is far to ambiguous - this questionnaire needs a big rethink/reworking & put some distances in PLEASE! Why have you not asked about the little area at the end of Park St, or walk along the Chelt from Little Bayshill to Glos Rd, or the green at Waitrose Rbt!?
- I would be more than happy to go into more detail and help in some shape or form in the future.

Appendix

Included below are the full comments received for questions in the Cheltenham Town Centre survey.

Q2. What are the three things you most like about the town centre?

1	2	3
The choice of shops all in one location	The events that are organised	The community aspect
Clean	Shops	The way its organised
Shopping in the town centre	Centre pieces such as the fountain	Christmas lights where they have a celebrity to turn them on
Mix of businesses	Increasing variety of restaurants	Architecture
You can walk from one end to the other in 20 minutes, east west and north south	All the usual shops are in the centre	There are plenty of smaller independent shops too
Range of shops and facilities	Public Open Spaces	Range of restaurants and bars
The visually pleasing parts of the town centre such as the Prom and fountain	St Mary's church	Sandford Park
The social aspect	Shops	Coffee shops and bars
I have most things I need in walking distance so don't need a car	Variety of smaller independent shops just outside the centre, e.g. lower High St, Henrietta St, Bath Road	The architecture
Facilities	Green spaces	Period buildings
Facilities	Period features	Landscaping
Easy access to restaurants, shops, places of entertainment	The Festivals	The mix of interesting buildings and on spaces
The Promenade	The green spaces and parks	The festivals
Variety of shops	Easily accessible	Proximity of parks and green spaces
Trees and green spaces	Georgian architecture both original and "re-defined"	Diversity of shops and eating places, Festivals.
Architecture	Facilities	Green spaces
That it has an excellent variety of shops, restaurants and entertainment within a walkable area.	That for the most part it is very green – with tree lined streets and parks and gardens	That it is a welcoming place
A good variety of night time venues/activities	Many festivals/events	Great variety of shops
Access to shops, restaurants, etc.	No need to use my car most of the time	The attractiveness of my surroundings

Good shops	Wide range of bars	Lovely parks
Easy access to a range of shops		
Easy to get to places	Interesting things happening	Good shopping
Vibrant	Art and culture	Shopping, banks, library
Lots of people	Variety of businesses	Green spaces
Range of shops	Green spaces	Development
Pedestrianised	Combination of shops and cafés and cinema/theatre	Period buildings are still used (as well as tasteful newer buildings e.g. Lower High Street development)
Ease of access	Buildings	Safe environment
Pedestrian areas	Street food vendors	Pavement cafés
Good shops	Restaurants/eating houses/festivals/etc	Surrounded by lovely parks
Buildings	Parks	Markets on prom
Compact	Mainly traffic free	Some of the independent gems
The array and variation of shopping and retail opportunities	The well-proportioned and good numbered green 'break out' spaces	The vernacular architecture and historical elements of the built environment
Easily accessible	Attractive architecture	Largely pedestrianised
Beautiful tree-lined street and lovely vistas	Variety of retail and catering offerings	Friendly people
Buildings	Coffee shops	Brewery
Easy to walk around/pedestrianised area	Green spaces/trees/floral displays	Café culture
Promenade	Imperial Gardens	Montpellier
The general atmosphere	Easily accessible	Safe to walk about in
Easy access to all amenities in the town	Do not need to use my car as often	
The pedestrianised areas	The trees that line the Promenade	The parks that are situated so close to the shopping streets
Convenient shopping	Theatres and cinemas	Local interest groups
History	Gardens	Places to eat
Pedestrianised spaces	Sense of spaciousness/green spaces	Cultural opportunities
The fact that most things are within reach of each other in a relatively short space	Loads of places to meet and eat	The Regency town, character and beautiful gardens

Shops and restaurants	Accessibility by foot	Parks and green spaces
The architecture	The Gardens	
Regency buildings and parks	Independent shops and major changes	One square mile of cafés, restaurants
Pubs	Shops	Parks
Range of shops	Lots of restaurants	Cinema
It is compact and it is easy to walk around	It has reasonable shopping facilities and amenities	It feels pleasant
Pittville Park	Sandford Park	Promenade
Sense of community	Meetings and chatting with people	Variety of shops, cafés, etc. and entertainment
Clean	Shopping reasonably close to suit everyone	Buses close for people with goodies to catch easily.

Q3. What are the three things you like least about the town centre?

1	2	3
Homelessness	The levels of antisocial behaviour that can occur	
Racists	Posh people	Security guards
Graffiti	Shops closing down	Christmas Market
State of the High Street surface from Bath Road to Winchcombe Street	Growing number of expensive developments for the elderly	Beggars
The litter	The broken pavements	People pretending to be homeless and begging
Driving through	Car parks	Beggars
The increasing blandness/lack of character	The increasingly narrow range of type of business (chain stores, 'service shops' such as phone shops)	The divide between the west end and rest of town centre
No green spaces	Beggars	Seagulls
Loss of employment sites (other than retail and leisure)	Would like more 'useful' shops – butchers, greengrocers, etc and more independent shops	People begging and drinking on the streets
Rat run roads	ASB	Unmaintained roads and pavements
Antisocial behaviour	Rat run roads than need traffic calming measures	Unmaintained roads and pavements
The state of the pavements	Inconsiderate cyclists, skateboarders, etc.	Litter and rubbish
Homelessness/boarded-up shops	The top end of town (from The Strand to M&S)	Lack of independent shops
Charity 'muggers' who ask if you have '5 minutes'	Drunks/homeless/junkies in high street	Bus traffic and bus queues along pavements on high street
Traffic flow, i.e. congested corners pushing out pedestrians	Beggars who aren't homeless, i.e. the same old faces year on year	Alcohol/drug abusers occupying shopping areas and green spaces
Speeding drivers	Careless cyclists	E-cigarette smokers
The difference between the wealth and poverty that exists within Cheltenham is evident by the way different parts of the town centre are treated in terms of streetscape, cleansing, etc.	There is sometimes a lack of imagination in design of new buildings, developments can be quite bland.	The number of expensive retirement accommodation being built when what the town actually needs is more affordable accommodation for young people to be able to buy or rent and more employment space.
Expensive car parks	Lots of takeaways in one area	The local parks are becoming drinking areas
The drinking culture on the weekend leading to people urinating and vomiting near to me home	Antisocial behaviour and there is an obvious increase in violence	Lack of bins and containers for responsible dog owners to deposit the mess
Antisocial behaviour	Lack of music venues	Building work especially on retirement villages

Not enough variety of shops	Too many brand shops, need more artisan shops	Difference in feel between lower High Street, High Street and areas like Montpellier and the Promenade
Drug addicts on the streets	Alcoholics on the streets	Walking down the Lower High Street
The divide between Montpellier and the Lower High Street	The fact the Lower High Street and Strand do not have equal investment	People who conduct illegal activities in the street!
Rubbish	Closed businesses	
Traffic due to road changes	More community groups	Pot hole
The pavement is uneven in places, especially problematic when it rains and big puddles form	Some of the buildings (especially in the Lower High Street) aren't well maintained (need painting and removal of plants from masonry)	The charity representatives
Amount of traffic	Traffic lights	Litter
The hare statues on the Prom	Street vendors not food	Road surfaces
Drug dealing/antisocial gangs	Street drinking/beggars on the High Street	Lack of police presence and litter wardens
Graffiti	Too many barbers shops	Homeless beggars
How packed it is on a Saturday – stay away from it then!!	The Primark corner crossing	Largely only mainstream bars/clubs
The fragmented pedestrianised areas and car-dominated streets	The scale of car parking facilities and deteriorating pedestrian and cycling environments as a result	The difficulty of passing homeless individuals who should be helped and given opportunities to live a fulfilling life
Poor surface quality/paving	The one-way system	Lack of independent shops
Traffic queues!	Being asked for money or to buy something	Drunkenness at night
Chewing gum and cigarette butts on the floor	Traffic wardens being over keen!	Parking charges
Some areas have been neglected, where others money thrown at it	Beggars	No welcome views of Crescent by bus station
Poor parking/deliveries blocking roads	Begging (although there are not too many)	Lack of investment in Lower High Street (past Bowling Green)
Lower High Street	Pavements	Parking
The litter in the streets	The traffic	Properties not maintained properly by their owner.
Drunks hanging around at top of High Street near convenience store	Antisocial behaviour, littering, drinking in Winston C park	West End is improving but shop fronts look scruffy.
The High Street chain shops have killed Cheltenham's personality and encourage expensive renting rates: where did all the independent shops go?	The bus stops are scattered around the entire centre – bring back one station!	I avoid going to the Prom (the road part) where glum-faced commuters wait for their buses – this ruins Cheltenham's Prom!

Drinking	Raucous and unruly behaviour	Beggars
The Lower High Street opposite the new Brewery with the busy bus stops etc blocking the pavements etc	The beggars illegally being left by the police to beg and down the class tone of Cheltenham	All the down market shops in the Lower High Street
The height and scale of the new developments, esp The Brewery	Night-time mayhem	No provision for cyclists
Poor patchwork paving	Chuggers on the High Street	The through traffic on Boots corner cutting through the High Street
Dreadful state of roads and pavements	Beggars	Chuggers
The Night Time Economy	Dirty streets particularly Pittville Street and fly posting	Empty shop units/offices
New architecture not in keeping with the town, there are some good ones	Ring road	West end High Street needs upgrade
Lack of free short-term parking	Scattered bus stops	One-way system
Lower end of the High Street	Expensive parking	Introduction of permits
Some streets are occasionally a bit congested: eg when people wait for buses in High Street there is little space for people walking	The Lower High Street needs a bit of greening	There is no food market!
Lower High Street	Kaspas junction area	No available free water to drink
Beggars pavement begging (in welfare society!)	Graffiti and litter and rubbish	Excessively loud busking
Pavements all around need mending	People spitting, throwing down matches and ciggy ends	Evenings and weekends rubbish, vomit, bottles, cans

Q4. Complete the following comment: In five years' time Cheltenham town centre should be a place where:

Answers were received from 52 respondents:

- You can live safely and enjoy a night or day out with friends and families
- Everybody should be respected
- It is a peaceful and busy thriving place full of shops and plenty of jobs and looks posh to match our name
- People choose to come for business, leisure and recreation, staying for longer than they do at present
- Everywhere has disabled access
- There is employment, great rang of retailers and associated leisure facilities that attract visitors; plus a 'one stop' shop to access public services out of normal office hours
- There is a balance between the big chains/services which attract shoppers and make money for the town, small individual traders and something for the arts/culture/public engagement, such as an arts, education or community centre that truly caters for all, not just those who can afford big prices
- Families can shop, socialise and feel safe in a multicultural environment
- There is a thriving mix of employment opportunities, not reliant on low pay retail service sector
- All members of society live happily in a town which has a high standard of living
- Residents and the local council work together to provide a safe and pleasant place for all
- There continues to be a mix of residential living, business and entertainment
- People come to meet, marvel at its beauty, shop and spend, whether you're a local or from further afield
- People feel safe and happy
- Cars feature less. Pedestrians and cyclists feature more. Public transport is integrated and doesn't have to transfer in the Town Centre
- Pedestrians are 100% secure
- Everyone and anyone feels welcome and catered for
- All ages can find venues/activities to do in the day and night
- People come to enjoy the town and all the festivals, etc. It should be a good place to live where residents have a good quality of life
- People from the country flock to for food, shopping, entertainment and culture
- More cohesive
  You can take your kids out without having to dodge drug addicts and alcoholics on the street
  Positivity is encouraged – people want to be and feel more safe
  People can meet and feel safe
  I am happy to bring family and friends
  People are safe and can enjoy all it has to offer (shops, eateries, theatre)
  People can visit and enjoy
  Everyone can hang out, eat food, shop and feel safe and independent retailers are encouraged
- We can fully enjoy outings without getting harassed for money by beggars or drunken people
- House prices haven't gone through the roof
- The physical environment and streetscapes will be representative of a more egalitarian society and retail/commercial functions are complemented by a rise in the experience economy
- The social, cultural and environmental aspect of development has been equally considered
- People live, work and visit safely and healthily

- Shop
- The independent shops have a place along with the bigger companies
- Everyone feels safe, welcomed and that they'd want to come again (or live her again)
- It is a pleasure to shop and browse
- Every street and park is attractive and welcoming
- It's even better to live
- Independent shops thrive, giving locals the opportunity to provide their goods to the local community, whilst creating an individual town market – a real attraction for visitors!
- Everyone feels safe to walk around
- It becomes more of a destination place to visit
- Our expectations are exceeded and we encounter the extraordinary every day
- Business is thriving from all the new developments
- Everyone feels safe regardless of the time of day
- Visitors most want to come to in Gloucestershire
- Traffic flows freely; more park and ride
- Cars don't go
- It is pleasant to walk, day evening or night
- More events should happen and people would gather round more often
- Environment is valued, respected, clean safe and friendly
- Bobbies will be seen on the beat, especially evening wk end

Q5. Complete the following comment: In twenty years' time Cheltenham town centre should be a place where…

Answers were received from 51 respondents:

- Should be a place where more job opportunities, more shops and night life venues
- It attracts a lot of tourists
- Should be a regional centre for the South West because of the excellence of its retail, leisure and tourism offering
- Everyone feels safe
- There is more than retail and flats for the over 60s
- Can't answer this one – too many unknown
- Families can shop, socialise and feel safe in a multi-cultural environment
- A place where people can afford to live, work, shop and relax
- It is comparable with the standard of living and cleanliness of Singapore
- There is a high standard of living such as the Scandinavian countries, Singapore or Japan
- The needs of a thriving, diverse community is reflected
- The shops are open and people are visiting the town centre
- My children feel safe and happy
- Only electric or carbon neutral vehicles are allowed. Retail is a mix of big brands AND small independents. No beggars or rough sleepers roam
- There are no cars
- Those parts of Cheltenham currently poorer and more run down (Lower High Street and Strand) are more integrated and economically viable
- The Strand and Lower High Street become more connected to the main town centre
- It will be THE place to visit and live
- People want to be!

- No class demarcation between shopping areas
- The town is complete and thriving
- Still have historic buildings but it moves with changing needs of the town
- People get together
- There are still green spaces
- People visit as a destination with great shops, entertainment, and a tasteful combination of well-maintained period buildings and complementary new development
- People visit and enjoy a space without traffic
- People are drawn to the thriving social atmosphere and independent retailers
- Don't know. Unable to envision that far ahead!!!
- Feel safe 24/7
- You can get to the railway station easier than by bus or a long walk!
- Other places model their ideals of a more human scale environment that truly meets the needs and aspirations of difference social-economic groups living and visiting the city
- Visitors and residents can enjoy a variety of amenities in a town centre that hasn't lost its traditional, cultural roots
- People live, work and visit safely and healthily
- Shop
- It is green, lush and plenty of unique shops to put it on the shopper map again
- Tradition is valued and new ideas embraced to enable communities to live, work and visit
- It is vibrant and innovative and civilised!!
- Every street and park is attractive and welcoming. I live in the town
- Looks generally more cared for
- All buses (local, commuter and national) can be easily found in one station, with clear information to get around the town and from town to town
- There is no begging, drinking or drug taking
- It becomes more appealing to visit
- That has set a standard of excellence. Imagine a town having an arts and culture plan, a public art plan, delivering major arts festivals, supporting skills and talent development, and enabling communities to commission art works
- My children still want to live in, with great choice, clean and safe streets
- People choose to visit in preference to larger towns and cities
- Free of traffic more. More pedestrian walkways and trams to the centre
- I have no idea
- The character is maintained but buildings and infrastructure are tastefully updated and maintained
- Less homeless people treat the shops' front doors as their home
- People go to socialise and be entertained and spirits lifted
- To come when we get the first five years in order

Q6. Please explain your reasons for these answers

- The closed and disused buildings impact on the rest of the town centre. There can be a lot of crime, homelessness and anti-social behaviour which can make the town centre feel unfriendly and unsafe. But this is few and far between
- I feel that Cheltenham town is somewhere friendly safe but then every town has that.

- It has been awarded Purple Flag status because of the safety of the night time economy. In the daytime it is in the main a friendly and welcoming place with much stunning architecture.
- No one says hello to people they pass by, not even acknowledge the presence of others. Safe during the day, apart from bikes on pavements, broken paving (especially at the top end of the Prom and elsewhere). Certainly would not choose to be in town when youngsters are falling out of clubs. The litter is dreadful, I'm ashamed of it. Overgrown hedges, weeds in the verges, etc.
- The mix of architecture, the Promenade and parks make Cheltenham attractive.
- Cheltenham town centre is attractive except for the lower high street - which it shouldn't be.
- I feel relaxed and safe in the day time. At night it is a different matter. Some parts of the town centre are not pleasing on the eye.
- I usually feel safe in the town centre. Exception is weekend evenings and nights when the drunken anti-social behaviour is very off-putting. So much for the continental cafe style lifestyle 24 hour licensing was supposed to introduce! Also Race Week. Even though I live and work in the town centre, I do my best to avoid it during race week. The town centre is attractive in parts. It feels like all the attention is given to certain areas and not others. The buses (though a useful service) blight some of our main shopping streets. A dedicated bus station could improve this. We have lost some big employers in Cheltenham in recent years (Kraft, Chelsea Building Society, Countryside Agency) and those sites have been turned into old people accommodation. Other big employers (Whitbread, C&G, Eagle Star, Endsleigh, UCAS) have moved out of the town or to out of town locations. Increasingly employment opportunities in the town centre are based on retail and leisure work, which don't pay much. But housing around the centre is expensive. People who can afford to live in Cheltenham often work elsewhere. People who work here can't afford to live here. So we have a lot of people commuting. Other issue is Cheltenham doesn't have a bypass. So a lot of congestion around town caused by through traffic including freight both on trunk roads and rat running through nearby residential areas. It looks like this is only going to get worse. Closing some A roads will not solve this problem, it will only push the problem into nearby streets.
- There is no sense of community in Cheltenham town centre and I have never found local residents very friendly, compared with other places I have lived across the UK. Cheltenham town centre is not a safe place after dark due to ASB from some people.
- 1. I often see the same faces or meet people I know. 2. Although I am rarely out after midnight, I have no qualms about walking around the town centre during the day or evening. 3. The mix of buildings and open spaces are easy on the eye and fun.
- Neither my husband nor I are from Cheltenham but our children were born here and we are all very happy in Cheltenham. I think that the town is as safe as most others in the UK and still go into town at night. As for the attractiveness of the town, it really is a mixed bag. Some parts are just beautiful yet some are really grotty and an eyesore.
- Most people are friendly and helpful, but I often feel anxious passing groups of drunks/junkies along the high street, particularly while I'm carrying my baby and holding my small child's hand. It's often hard to pass between people queuing for buses and homeless people sleeping on the pavement. Particularly hard to parents with prams and wheelchair users. The prom/imperial gardens/Montpellier are all very attractive (though planting schemes in the gardens could be a bit more imaginative). High street area may be better in a couple of years after construction, but for now it remains very down at heel.

- I agree the Town Centre is friendly, but I rarely frequent it at night. I feel some places do not feel safe. I agree it is an attractive space but very attractive in some places and unattractive in others namely the lower High Street.
- I do think that Cheltenham is safe, friendly and attractive but not entirely so. It sometimes looks and feels a bit drab as though the authorities feel complacent about it.
- The town centre is and attractive area although there are many empty shops which need to be filled.
- During the day, it is a pleasant friendly place where people acknowledge each other. This is particularly true of the dog walking community and local traders. It changes at the weekend and we have to tolerate shouting, screaming, littering and using the streets as a toilet. Clubs stay open until the small hours and then we have the fighting in taxi ranks and disgusting behaviour outside the local chip shop. Why does a chip shop remain open until 5.00am on a Sunday? The litter in Royal Well place is disgusting, mainly chip boxes and papers. Fast food traders should be made responsible for clearing up the litter instead of council workers.
- I think there are a lot of anti-social people in Cheltenham - there are also an increasing number of homeless people and they should be being helped out of their situation. I think the town is attractive but only when the homeless people aren't there, and those who think it is ok to drop litter, spit and fight are not there either.
- I find the town centre relatively friendly and safe. However, there are distinct areas that are unattractive such as lower high street. Too much focus is placed on Montpellier and the Promenade which are definitely promoted as higher grade shopping areas
- It's a horrible place to live and work, there is more serious violent crimes happening and I don't feel safe walking in the street anymore
- I have seen many street fights and drug deals in broad day light! There is a presence of "I don't care" in terms of litter! I genuinely feel concerned locking my bike up everywhere in the town having had friends have their locked bikes stolen I think there is an increase in evening crime - fights etc
- Feels an intimate town while offering a huge range of shops and other activities. Period buildings (if well maintained) are attractive alongside sympathetic newer developments. At night there can be a huge number of people under the influence of alcohol which can be intimidating if out on my own.
- Town centre can be a friendly place, but becomes unpredictable when approached by people under the influence of drugs/alcohol and street beggars can be quite intimidating.
- Friendly - its fine but not noticed anything overly friendly about it (Saturday afternoons personally make me feel pretty unfriendly and misanthropic as it's SO busy though...) Safe - Yes, I have no real issues with walking home alone (female) at night Attractive - the Prom is nice but the High Street is pretty average. You wouldn't want to sit and have a coffee outside on the High Street
- Generally Cheltenham is what I would personally regard as a very pleasant and aspiring 'middle class' town built on its heritage as a spa resort which are renown and were originally conceived for the very purpose of being attractive for a certain section of the population; it retains this demeanour due to the regency architectural style and the quality of some public spaces although there is certainly scope for improvement. As a 6dt 2, 24 year old white male the

issue of personal safety may well contrast with other demographic groups, but I find Cheltenham and the Town Centre very safe indeed due to the variety of activity and vitality generated throughout the day and the evening as well as the level of residential accommodation in the area that provides a high degree of informal surveillance and 'eyes on the street'. I am from further north so my perception of friendless are perhaps slightly bias with a general feeling that Cheltenham can be typical of conurbations located further south in terms of the level of quality interaction with others in the vicinity!

- Overall, my experience of living in Cheltenham in the past 5 years, as both a student and now a working resident, has been very positive. It has a good balance of historic, impressive architecture and modern development and has maintained key aspects which set it apart from other UK towns. As a student town, there is generally little trouble especially at night and I have only ever heard good things about the area from those people who have come to visit.
- Compared to data on other towns, and from personal experience thinking about place I have lived.
- Too many drunks and crack heads in town
- The town has gone down in the last few years it does not have the friendly appearance as before, homeless on or by most cashpoints dirty streets, litter paving slabs dirty, (needs a good clean). Safe place maybe during some parts of the day, but since recent reports of stabbings etc. Cheltenham has lost its identity the regency building are being replaced with modern, sometimes nice.
- My experience has been broadly positive although I know that it not the case for others. There are issues with accessibility, some young people have been in vulnerable situations when clubbing etc.
- I have never felt threatened during day time activities in and around the town and have always found people helpful and friendly. I am not so sure after dark however especially at weekends. The town could be more attractive away from the promenade which is, in my opinion our major asset. More pedestrian areas and more trees would be wonderful
- It is my experience. I live in the town and walk about in it frequently.
- Actual town centre is improving with the development of Brewery Quarter. Lots of renovations on going close to the centre. As a single person I feel generally safe walking alone just some reservations re top end of High Street in the West End and by the Bowling Green where drunks congregate.
- Our town centre is fairly friendly - eg: if you want to sit on a bench and there are no completely free ones, I have always asked if I may join someone, people have always responded politely and positively. Also, people generally say sorry if you bump into them during crowded times in the centre. I have never found Cheltenham a particularly safe place after dark - this is only fuelled by alcohol consumption. Also, there have been reports of students being attacked in Sandford Park - which you are well aware of. Cheltenham is generally clean and well-kept. The architecture is fairly well maintained and it is this that makes this town attractive. It would be even more attractive without all the faceless chain stores...
- Whilst most people are friendly there are still some people whose attitude or behaviour is not good for the general environment. The safety of the town is often different during certain times of the night it seems not safe if there are a lot of drunken people about. Cheltenham is

generally very attractive except for when at night litter is dropped over the High Street and it looks untidy.

- Totally safe until one ventures from Boots Corner towards the Lower High Street. The police fail to move on groups of people
- People are friendly; so long as you are friendly yourself in the first place! While I know there have been recent safety issues on the high street, I have never experienced this personally as I am usually not in town at night time. The town has attractive buildings with character, there are some beautiful and interesting art such as the Hare and Minotaur or Holst statue in the gardens. The Promenade is attractive with all the trees and Montpellier and Pittville Parks are not far away.
- People seem to keep themselves to themselves and there is a great divide between those who have and those who don't. It seems safe during the day but not so much at night. Once the building work has been completed I'm sure it will improve but the town is blighted by appalling roads and pavements.
- I avoid going out at night whenever possible The Architecture is a big plus for Cheltenham I would not describe the town centre as friendly I particularly dislike Charity Muggers or Chuggers in the high street
- Self-evident reasons
- 1. I haven't seen fights (eg weekends/evenings) or witness negative attitudes. 2. I would say "I neither agree nor disagree" rather than have no opinion. I feel safe during the day time, but the fact that there are no many quiet places opened in the evening in some areas (eg cafes, bars rather than just night clubs) means that after shopping hours it is sometimes a bit eerie. Particularly some narrow alleyways, which attract crime (eg Elmstone St, from High St to the dead end in Station Street). 3. Some areas are very attractive (Promenade, Gardens, Bath Rd...) but some less so (Lower High St). In some cases it may be just a matter or repairing and maintaining buildings, or updating shop frontages.
- Beggars should not be tolerated in a welfare society. Graffiti should be removed immediately. The overall environment should be valued and respected by all
- The centre is a safe place during the day, but in the evening and especially the week end, unless I am with other people I am always wary. Cheltenham town centre is a very attractive place.

Montpellier Garden

What do you like most about this green space?

- Tidiness
- Somewhere for children to kick a ball around, tennis courts and skateboard area.
- It is an attractive part of the town centre which provides a meeting/sitting place for shoppers and workers and a venue for festivals
- It is picturesque.
- Use it least of the parks - mainly to walk through on my way to Montpellier or the Bath Road
- Love the bandstand!
- Open, free for dogs and children to play, cafe, gallery, playground/skatepark etc all well kept
- Elegant feel bordered by beautiful houses.
- Surrounding buildings

- It is well used by a variety of people. It is excellent space for community events. it is well cared for.
- Pleasant attractive place to visit.
- Please define 'near' ^^
- It's a lovely place to sit and relax but also take small children.
- Generally attractive and well maintained
- Peaceful and beautiful
- Use for festivals and the fact it is nice green space in town ! I do find it hard when the flowers are put in and the lower high street doesn't even have litter or bin collections!
- Openess
- Plenty of benches to sit on. Large grass area for ball games.
- Time to sit and reflect
- Irrelevant to me as up the hill and for the wealthy
- Pleasant place to relax.
- Flowers
- The bike stands on the Montpelier Walk side - convenient!
- The regular events / festivals
- Regency architecture nearby and close to work
- Open, green and a place to escape for a while
- The inclusion of activities for children and young people, a big space for events, wide pathways
- Restful and civilised
- It is just that, a green space.
- Attractive green space in centre of town, festivals
- It is very open and situated practically in town. It serves as a great venue for festivals as well as for private picnics, dog walks and sunbathing!
- orderly and neat
- Fab amenity
- The trees, and cherry blossom. The open grass space, where there's enough space for family football, and young people's ball games, and you can cycle through it.
- Well kept gardens
- Its central location
- The trees the Gardens Gallery The Cafe The free public events held there
- Parks department up keep
- It is in the centre; the venue for the Festivals; family friendly.
- The Cheltenham Festivals taking place
- Tennis. Cafe. Mum's and babies. Open space. Few 'rules'.
- Clean and relaxing

What would improve the green space?

- already perfect
- Nothing
- Less money spent here and more on other parts of the town centre!
- Use the bandstand!
- Take the top 6 stories off Eagle Star house! Replace missing railings.
- Strict dog control
- Less restrictions on its use which is caused by a few residents who live near by objecting to activities in the park.

- Less litter
- Nothing!
- A bit more for kids to play on
- Facilities for those on lower incomes - - community cafe or even a drinking fountain as the price of refreshments is high
- Litter picker
- The entrance into the gardens (opposite ASK) - it gets very muddy where people walk over the he grass verge
- more seating less dog poo
- Affordable cafe
- nothing
- shelters from rain
- Scultpures/art??
- Improved landscaping
- Less offical festivals and more community ones
- removal of undesirables
- Not sure
- Wild flower areas
- Greater participation in voluntary schemes, such as Friends of Honeybourne Line and Winston Churchill Gardens
- More bins.
- more benches and tables
- More flower beds like Imperial Gardens
- Removing the festivals
- Happy with it as it is!
- It's fine as it is
- More seating
- more fenced in parks
- Not much, perhaps update the garden cafe.
- Better litter picking. I pick litter every time I walk through. Council Litter pickers are haphazard.

Imperial Garden

What do you like most about this green space?

- always clean and tidy
- Good mix of open and recreational spaces
- More formal counterpart to Montpellier Gardens
- it is an attractive part of the town centre which provides a meeting/sitting place for shoppers and workers and a venue for festivals and art exhibitions
- Gardens Gallery and nearby cafe
- Nice landscaping.
- Nice place to sit in the sun. Like the Garden Bar. Good flowers
- The flowers, its proximity to the town centre, the café
- Outdoor events in summer, and bar/cafe
- Openness
- Planting
- It is central and it well cared for.

- Lovely floral gardens.
- The beautiful flowers
- Calm and peaceful
- Open space and use for other reasons
- Versatility
- The formal gardens are very well kept and beautiful. Offers lovely contrast to open space of Montpellier Gardens
- Cafe close to town
- floral displays,
- ? Not part of my routine
- The bar and well kept grounds
- As for Montpelier Gardens
- It's green!
- green space
- Wonderful floral displays, the Holst statue
- Beautiful flower beds and the Holst statue
- Attractive area in centre of town, exhibitions etc
- It is very open, surrounded by beautiful buildings, and the flower beds are inspirational! It is situated in town and serves as a great resting place, as well as a watering hole. It is also great for private picnics, and sunbathing!
- neat appearance
- Idyllic and beautifully kept gardens
- Open space in the centre of town, nice flower planting
- The gardens and the cafe
- Its central location
- The trees and flower beds and especially the Holst Sculpture The Art in the Park event
- trees
- Formal flower beds
- Landscaping; events and exhibitions
- Gustav Holst' fountain
- Flower beds. Bar area. Walled garden.
- Clean and relaxing

What would improve the green space?

- already perfect
- Nothing
- Less money spent here and more on other parts of the town centre!
- Nothing, it's always clean and tidy
- More inspiring planting, rather than 1970s municipal style. Bee friendly plants? Begonias are not!
- More green screening of the office block. Some more permanent shelter at the refreshment outlet.
- Stopping litter
- It is too formal and therefore very old fashioned.
- Less litter
- Nothing
- Tough fines for Litter being dropped ! Or more bins -

- Nothing
- More places to sit
- more choice of cafe's
- more open air entertainment for everyone
- ? Not been in it. Therefore haven't answered 17. as it would be N/A
- More seating
- As for Mont gardens
- Kick out the druggies
- replant beds with sustainable planting
- More displays such as the art exhibition
- People not leaving litter behind them.
- more benches and tables
- Nothing
- Remove the festivals
- Removing the horrible bedding plants and planting shrubs, grasses etc
- Not having Cheltenham festivals marquees on it
- Can't think of anything...
- Better and more frequent litter picking.
- None

The Minster Grounds (St Mary's Churchyard)

What do you like most about this green space?

- The community aspect
- in the summer you see a lot of people sit on the green to eat and hang out.
- Easily accessible for shoppers in the High Street
- Can be a quiet peaceful place to sit
- beautiful church, quiet space just off the High Street
- The church.
- Hidden green space
- Unsure
- Wildlife, spring flowers
- The Minster and the Lamp Posts
- Peacefulness
- It is a green oasis in the middle of town.
- Not a lot
- The beautiful Minster building. Access to the grounds.
- Very peaceful
- It is an often peaceful place in a busy town centre
- Can be beautiful
- Nice space for lunch at times
- Quiet away from bustle of the high street, St Mary's church
- building
- Green
- apart from the church and wildlife. nothing much else
- quiet
- The history

- total haven from hussle and bussle of town
- Quiet sanctuary in the middle of the town
- Nothing
- It is just that. A green space in the very centre of the town
- It is a good cut through.
- a green space with trees is restful
- Nice tranquil place
- That it exists in the centre of town.
- Its a patch of green/haven of peace in a concrete jungle!
- Its location within the town centre
- The wild life Except pigeons
- Short cut
- Quietness
- Small oasis in middle of shops and buildings

What would improve the green space?

- put in a seating area
- continue the work started with the alleyways project and improve the approaches from all sides to make the grounds somewhere that is always safe and pleasant to visit.
- improve footpaths
- Improving the alleys, regular police or other uniformed presence to deter drinkers and drug users and other anti-social behaviour
- Better maintenance of the area, e.g. improved lighting, CCTV.
- Reducing the tree canopy, more interesting planting, better paths, proper seating, fewer vehicles.
- Unsure
- Better ground keeping, additional planting
- Better pathways and security lighting to make it feel safer. The damaged old gate posts need repairing. The huge office building make it feel too dark and foreboding.
- No litter
- Improve the pathways and make it more welcoming. Perhaps hold events in there.
- cleaner access areas, brightening up the whole churchyard with better walk ways and signage and better lighting in the evenings/nightimes
- Repair the paths, and get rid of the graffiti.
- Getting rid of the drunks
- Needs to be properly maintained
- Moved out the alcoholics and drug addicts
- Lighting and possible locked at night
- The paths through the churchyard are very uneven and they get very muddy. The alleys into the churchyard from the Lower High are not well lit and not inviting. Well Walk is not attractive - would be vastly improved if it wasn't used to park vans/resurfaced/flower baskets. There are few places to sit. It would appear better maintained if there was grass (rather than mud) - or if this doesn't easily grow because of lack of light some other kind of ground cover (bark chippings?). Not well lit at night.
- open up too cramped
- Planting esp roses
- more patrols of police/wardens to combat the drug users and drunks that frequent it every day

- tidy up surrounding buildings
- i don't know
- removal of Cheltenham House to open the area alitle
- More lighting, more flowers
- Have it patrolled
- We have seen several plans but nothing seems to happen. ie get on with implementing proposals. Also, the grounds effectively belong to the church. Their members could do a bit more to make it attractive.
- Less shady characters lurking.
- more landscaping
- Remove the drunks and improve the paths
- More openness
- Better walkways to get there
- New paths, improved lighting, abolish all car parking, adopt current plans to improve churchyard and vicinity
- Better foot paths they are in an appalling state and have been for years
- Better path surfaces. More businesses opening on to it. More Police patrols.
- Make it better known so there are more people walking around and less chance for antisocial behaviour
- Proper grounds maintenance. Paths refurbished. Surrounding walls cleaned up. Remove groups sitting around drinking and smoking.

Winston Churchill Memorial Garden

What do you like most about this green space?

- The all round space
- Tucked away area in a really urban part of town.
- Links to Honeybourne Line
- Been there once and it was very run down. However, I hear that the Friends of WCMG are doing really good things.
- Great space for dogs & children
- An oasis of calm just off the busy lower high street. The feeling of a Victorian Walled Garden to a large house
- Proximity to Honeybourne Path
- It is a beautiful space and much used by local residents.
- It’s a small oasis in the middle of a busy area
- Open green space
- Very attractive to look at
- Generally well maintained, good children’s provision
- It can be brilliant when all the kids are there
- Play park and the fact it links with honey Borne line
- Combination of children's play area, trees and open grassed area. Access to Honeybourne Line. Well maintained yew trees. Use of the chapel for marshal arts (good alternative use for building that might otherwise be unused). Wild flower planting
- Trees
- nice play area. good for dog walking. lovely space

- wild flower borders
- Cute little space on and an access point onto the cycle path
- Cheltenham secret green space
- Well kept
- The fact that it is a green space in a "rougher" area of the town.
- Just 5 mins from my house, Its lovely.
- It is very beautiful and has a lovely layout.
- a place for children to play and people to walk dogs
- Lovely secret park
- That it exists
- It's a pleasant surprise off the high street! Nice play area for kids
- Playground is very popular, pleasant entrance/exit to Honeybourne Line, pleasant green space in high density area
- Never visit
- Its large size
- Children's Play area
- Green oasis

What would improve the space?

- patrols during the day time
- Improve that building near the High Street entrance. It is obviously a historic building but is neglected and looks forbidding and uncared for. Doesn't make you want to explore beyond.
- The same standard of landscaping as Montpellier gardens!!!
- Access could be improved - a bit off-putting at the moment.
- Not entirely sure as it's not somewhere I would probably visit.
- Update playground equipment, more regular litter picking, enforcement of dog fouling laws, regeneration of gardens
- Refurbishment of St. Mary's Mission with Heritage lighting acting as security and enhancement. Policing of drug abusers and drug dealers and not encouraging them in as a way of getting them off the High Street. CCTV on front and back roof of the Mission as a deterrent. Better usage and maintenance of the Mission building. A budget for the voluntary Green Space Volunteers.
- Better planting
- To open it up from the High Street so that people knew there was a park there.
- to be able to see through the gardens from one end to the other
- CCTV, permanent warden, remove avenue of trees that are security risk
- Used more
- It needs to be patrolled regularly to ensure troublemakers are controlled
- Bring back the play rangers in this area
- Updated play park like Pittville!
- More places to sit (it now only has 2 benches, both of which are in full sun). The planted area is now quite woody and overgrown - would be nicer to perhaps have some flowers (colour) and replace the rosemary/lavender for younger plants
- upgrade the play area
- mend drinking fountain
- Less steep access onto the cycle path!
- stop drug dealing in the park
- Planting

- More volunteers for the "Friends of Honeybourne Line and Winston Churchill Gardens". Greater engagement with the Polish community in the area.
- Generally tidying and more care which the volunteer group are doing and I belong to
- More benches.
- I would replace the sign on the play area referring to it as the Winston Churhill park - total disrespect to a war leader
- Some improvements to play area eg new play equipment, stepping stones amongst trees in play area (?)
- More flower displays, more attractive landscaping
- Being more lit in the night time

Appendix 3: Workshop Output

CWEP arranged for the October 25th Town Centre Neighbourhood Coordination Group (NCG) meeting to include a participatory workshop session co-facilitated by GRCC. The discussion focused on what was least and most liked about the community as well the future of the Town Centre. Using the workshop analysis the CWEP later identified four key community aspects and associated aspirations / objectives, summarised as follows:

Aspect	Aspiration	How we know this	Other points raised (e.g. potential solutions/ reality check)
Built Environment	**High level aspiration** Town centre residents should expect housing quality and services to be of a good and appropriate standard. **The achievement of this vision 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.	Many of the people surveyed (ref: Community Survey), particularly the NCG members recognise that Cheltenham has a housing crisis in terms of cost, availability and in some cases quality. Currently many do not have bins and there are little or no collections of food and household recycling. Recycling points in car parks and at supermarkets have mostly been removed. With the recycling centres being outside of the town centre those who do not have cars have no opportunity to recycle.	CBC should go beyond the statutory requirement on licensing of private rented accommodation (particularly HMOs) in order to ensure that everybody has access to decent housing standards. One solution would be to provide community bins for recycling and for general household waste.
Culture & Recreation	**Higher level aspiration** Cheltenham should provide a balanced range of facilities in the town centre. **The achievement of this vision 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	There are issues with cleansing and anti-social behaviour in those parts of town where there is a concentration of off licences and takeaways such as the lower High Street. These two points were raised consistently in the survey, by the NCG members and with the Lower High Street consultation.	An example of where this has been done elsewhere can be seen at http://www.lancashiretelegraph.co.uk/news/4456689.Bid_to_limit_number_of_new_takeaways_in_Rossendale/

	achieve this by encouraging/targeting independent retailers into the town centre.		
Culture and recreation	**High level aspiration** Conservation should go hand in hand with preservation. **The achievement of this vision 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.	Feedback from businesses in the lower High Street (Ref: Lower High Street consultation) raised this particularly as an issue, but it has also been raised by residents across the town centre. People care about the town and are proud that it is being conserved, but are concerned that parts of the town centre are looking tired and worn and nothing is done to make property owners address this (Ref: Community Survey)	Some form of simple guidance for property owners would be useful. Sometimes people do nothing because doing something is too complicated. Some flexibility on how owners can improve properties would be helpful to enable them to afford to do it.
Built Environment	**High level aspiration** A sense of cohesion that covers all parts of the town centre area should be encouraged and celebrated. **The achievement of this vision 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.	From the community survey and other feedback people feel that there is a lack of cohesion in the town centre. This is a positive as well as a negative with areas such as the Promenade and Montpellier being particularly attractive. However, other parts of town are not cared for as much. That this is currently the case is most evident in the High Street which has four distinct parts to it.	Hidden History projects could help to promote the less well known parts of town. Unfortunately the Cheltenham BID area does not cover some of the poorest parts of the town centre which could result in even more of a disparity in quality as the investment will be concentrated in the already better areas.

Appendix 4: Previous Consultations

The community has taken advantage of opportunities to participate in consultations by the borough or county councils and responses are usually co-ordinated by CWEP. Knowledge of the content of those responses informed workshop discussions. The group has also carried out its own recent consultation for the Lower High Street Re-generation Project – 2016 and again information from those responses were brought to the discussions.

CHELTENHAM BOROUGH

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 12

UP HATHERLEY

January 2017

Report compiled by GRCC, working in partnership with Up Hatherley Parish Council

Chapter 12: Up Hatherley

Report Context

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

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

> Part 1 of the report provides an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.
>
> Part 2 of the report contains 12 separate chapters, each devoted to one community, tracking their approach to the task and drawing out their conclusions, aspirations and priorities. Each chapter contains Appendices which provide fuller detail of a profile produced by the community and outputs from engagement activities they have conducted as part of this project and relevant previous activity.

This document forms Chapter 12 of Part 2 of the Cheltenham Engaging Communities Project Report and contains information about the parish of Up Hatherley.

Introduction to Up Hatherley Parish

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 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:

UP HATHERLEY PARISH COUNCIL
Community Survey – Your Views on Up Hatherley

Up Hatherley Parish Council would be grateful if you would complete and return this survey by mid-day on 18th January 2017. Your responses will be used to make decisions on our parish priorities.
How to return this survey:
This form can be completed and returned to any of the following addresses: ***

1. In order to check that we are receiving views from across the parish please provide your road name
2. What are the three things that you value most about Up Hatherley?

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

4. Please describe any improvements you would like to see.

5. Please use this space to provide ideas on how to improve community spirit in Up Hatherley

6. Are you currently a member of a Neighbourhood Watch Scheme?
Yes No

7. If yes- please give details of your scheme.

8. If no, might you be interested in joining a Neighbourhood Watch Scheme?

- As a member Yes No (If yes- please email ***)
- As a co-ordinator Yes No (If yes- please email ** or phone ***

9. What is your opinion on the following in Up Hatherley?

	Excellent	Good	Poor	Suggested Improvements?
Play facilities				
Village Hall/ meeting places				
Sports facilities				
Buildings – condition/ design				
Employment opportunities				
Shopping facilities				
Other				

10. How would you like to see Chargrove Open Space and Redthorne Way used for the benefit of our community?

11. Please give your opinion on introducing the following road safety measures in and around Up Hatherley

	Excellent	Good	Poor	Comment eg location / explanation of response
20 mph scheme				
Traffic calming speed bumps				
New pedestrian crossings				
Improve road condition				

12. How do you think pedestrian & cycle links could be improved around Up Hatherley?

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 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?	• Green spaces • Close to countryside/town centre • Quiet/village feel • Good bus services • Safe neighbourhood/low crime levels • Good schools, shops, pharmacy, library, post office, etc
What three things do you think need improving in Up Hatherley/what improvements would you like to see?	• Road, pavement, footpath and drainage repairs • Additional pedestrian crossings in various areas • Traffic & parking issues – congestion, speeding, inconsiderate parking inc around schools

	• Litter and dog mess – need for more bins
Ideas for improving community spirit	• More active parish council • More community events
Satisfaction with facilities	• 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) • Around 60% of those who expressed an opinion felt that sports facilities were poor.

The full survey analysis report can be found in 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

Strengths	• A mature community • Bounded by open countryside • Great views from the community • Good access to town through public transport and walking • Balanced community • Good facilities – play, meeting places, shopping facilities • Improvements to carriageways via funds made available to parish council via county councillor • Good building condition/ design • Community magazine – The Up Hatherley Record • Events – summer – garden competition and annual prize giving evening and Winter carol service • Appetite for additional community events • Green spaces within the parish
Weaknesses	• Illogic of boundaries –. Boundaries should reflect association with the community • Poor condition of facilities that the community relates to which fall outside the parish (eg 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. • Sports facilities (felt to be poor by 77 people (3 felt they were excellent; 40 good, 77 poor and 33 no reply) • Maintenance • Litter • Lack of local policing
Opportunities	• Improve existing facilities • Create more of a community spirit – expand • Encourage greater enjoyment of countryside through footpath network

	• Better signage of footpaths between facilities enabling greater use • Improvement of children's play facilities • Expanding local community schedule of events • Co-operation with neighbouring parish councils to improve maintenance of community amenities
Threats	• Increased car use putting pressure on volume and speed of traffic plus car parking • Reduction in green belt • Decrease in investment on local road infrastructure • Shrinking police service • Shrinking Highways budget • Closing of some of local retail facilities

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 purposes.

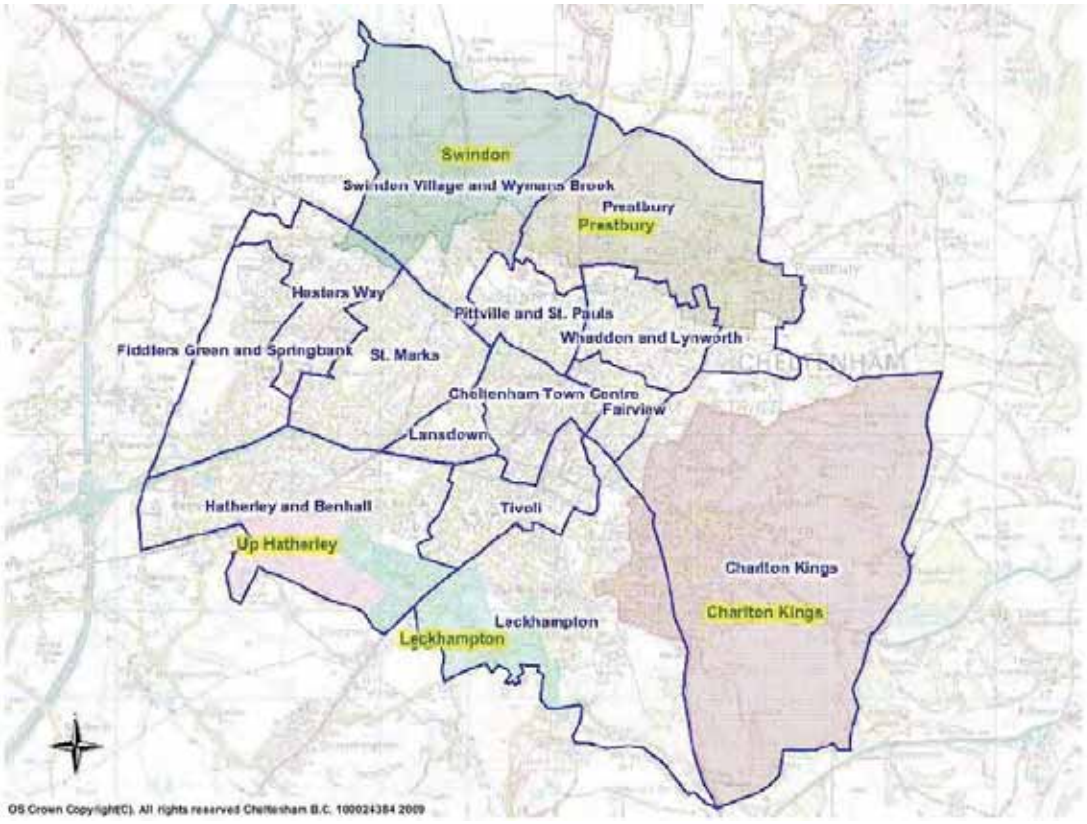
In order to achieve this aspiration/ vision the following will need to be addressed:

- 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

Appendix 1: Community Profile

This profile has been produced by Up Hatherley Parish Council. GRCC provided a basic framework and some desk top researched data about the area as a starting point and the parish council reworked the section, using their local knowledge and perspectives. Any additional community commentary, giving a flavour of local feeling on topics is shown *in italics.*

Up Hatherley Parish is a mature, residential suburban area on the south west boundary of Cheltenham Borough. It is one of five parishes in the borough and adjoins Leckhampton Parish to the east and 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 Shurdington, Chargrove and Badgeworth being the nearest settlements in the south.



People and Households

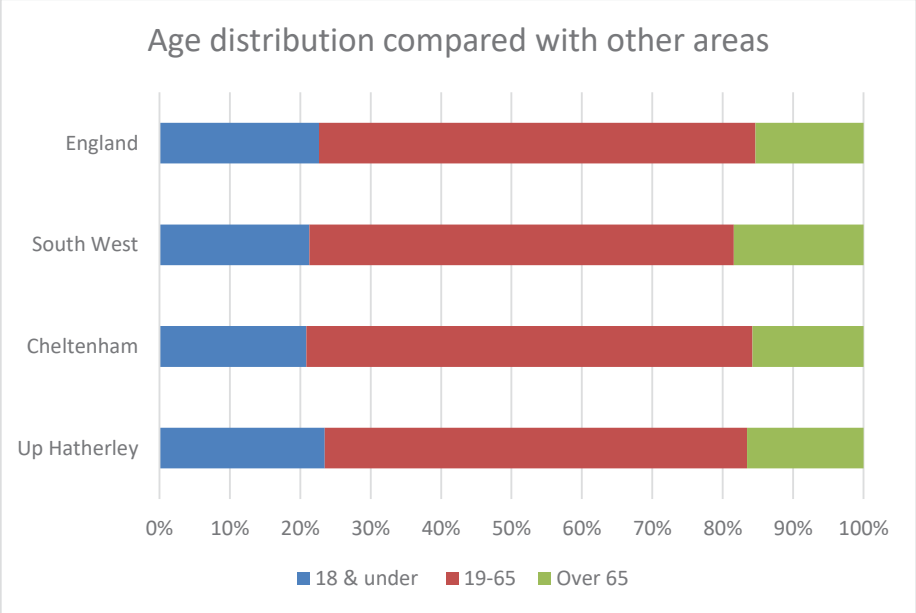
Up Hatherley Parish is home to 6,135 people living within 2,595 households.

Key facts

Census information for the parish indicates that 48.4% of residents are male and 51.6% are female. 93.1% of the parish population identify themselves as being White British. The proportion of people aged 0- 15 matches the England average (at 19%) while working age population is slightly lower than the England average (61.4% compared with 63.5%) and over 65s account for 19.6% of the population (compared with 17.6% for England). The proportion of 0-15s is 1.2% higher than the Gloucestershire average of 17.8% while proportion of over 65s is 0.7% lower than the Gloucestershire average of 20.3%.

There are 47.21 persons per hectare in the parish therefore it is ranked in the top 10% density for the county. This is typical in areas that form part of cities and large towns.

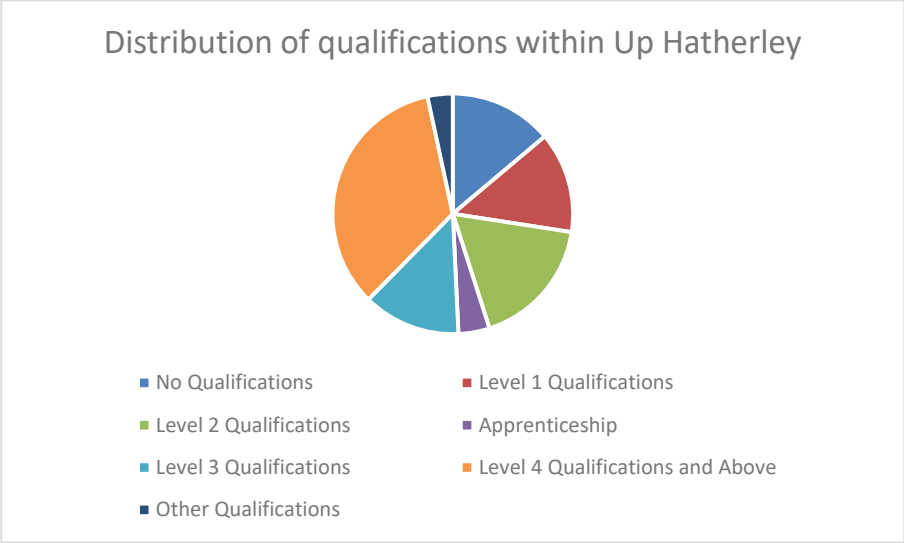
Crime indicators in the Inform Gloucestershire Local Insight Profile for Up Hatherley shows that the overall crime rate is lower than the average across England in all areas except burglaries which stand at 1.78% compared with 1.64% in England.

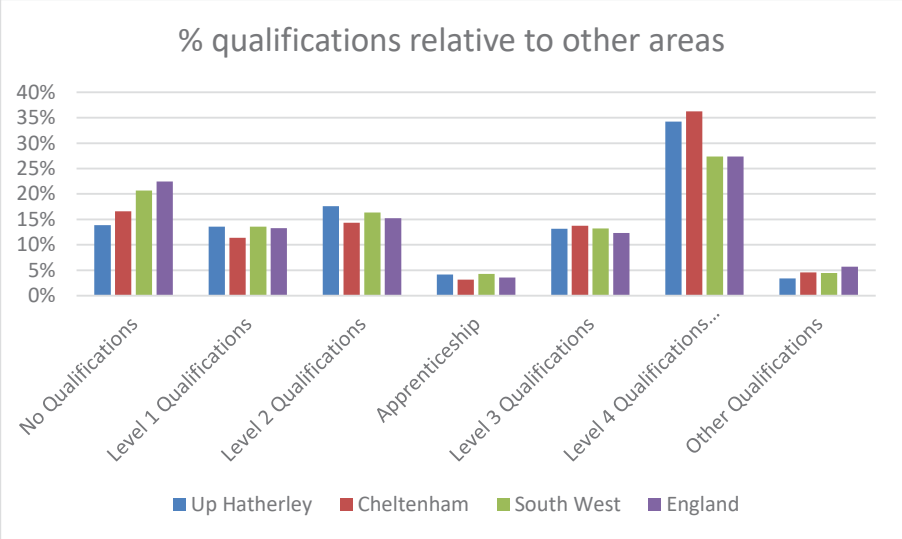


Deprivation

A Lower Layer Super Output Area (LSOA) is a geographic area designed to improve the reporting of small area statistics in England and Wales. Each LSOA is graded based on where it falls in its score for multiple deprivation, across five divisions in the full range. Up Hatherley Parish contains all or part of 4 LSOAs. Of these, three are in the lowest quintile for deprivation, and the other (Up Hatherley 3) is in the second-lowest quintile. This indicates that multiple deprivation is not widespread in the parish.

Educational Achievement





According to the 2011 Census, the highest qualifications held by residents aged 16 and over are generally higher than national averages. For instance, the number of residents with no qualification in Up Hatherley is 8% lower than in England overall. The number of people holding a degree-level qualification is 7% higher than the national average but 2% lower than the borough average (which is unusually high).

History and Heritage

Up Hatherley was first mentioned in a record dated 1018 as a manor. In the 13th century it was owned by Gilbert de Clare, a baron, and was then bequeathed to the Priory of Usk. A chapel existed in the settlement as early as 1535 but it is likely that it became a casualty of Henry VIII's attacks on religious buildings.

Up Hatherley became a parish in 1886 when the Church of Saints Philip and James was built by Mrs Gretton, a rich resident of the area. At this time, Up Hatherley was a hamlet of perhaps around 30 residents, with several farms. This rose to 113 residents by 1901. In 1939 Hatherley Park (ornamental gardens) opened for the enjoyment of all Cheltenham residents, but the 1951 the population of the parish was still only around 187.

Between 1951 and 1971, the population increased from 187 to 1195 when the area was developed to accommodate Cheltenham's expanding population.

The late Brian Jones, one of the founding members of The Rolling Stones, lived at 335 Hatherley Road with his parents and sister, Barbara, from 1950 to approximately 1961 when he moved in to flats around the town centre. In May of 1962, he placed an ad in the English paper *Jazz News* seeking musicians for a new blues band. He recruited singer Mick Jagger, guitarist Keith Richards, bassist Bill Wyman and drummer Charlie Watts and named the band The Rolling Stones, one of rock 'n roll's biggest and most enduring bands. Although he was originally the leader of the group, Jones developed a serious drug problem over the years and his role in the band steadily diminished. He left the Rolling Stones in June 1969 and guitarist Mick Taylor took his place in the group. Jones died less than a month later by drowning in the swimming pool at his home on Cotchford Farm in Hartfield, East Sussex on 3 July 1969. He is buried in Cheltenham cemetery.

There is no conservation area in the parish, but there are two listed buildings[1], being SS Philip and James Church and The Rusty Shilling, the area around which a housing estate was recently built.

Physical Character

Nearly all of the housing in Up Hatherley was built during the post-war period. Many streets tend to be fairly uniform, owing to the larger-scale development that occurred rather than infill, but there is a rich variety of building styles representing architecture from the 1940s through to 1990s. Over 95% of dwellings were built between 1945 and 1999.

Unlike the tight Victorian grids of more central Cheltenham areas, the street layout in much of Up Hatherley is looser lines and loops. This gives the feel of more 'breathing space', along with a reasonable amount of greenery and open spaces. The modern nature of many of the houses means that nearly all homes have front gardens, which adds to the spaciousness, and abundant off-road parking means that streets have a more open appearance.

Roads, Transport and Access

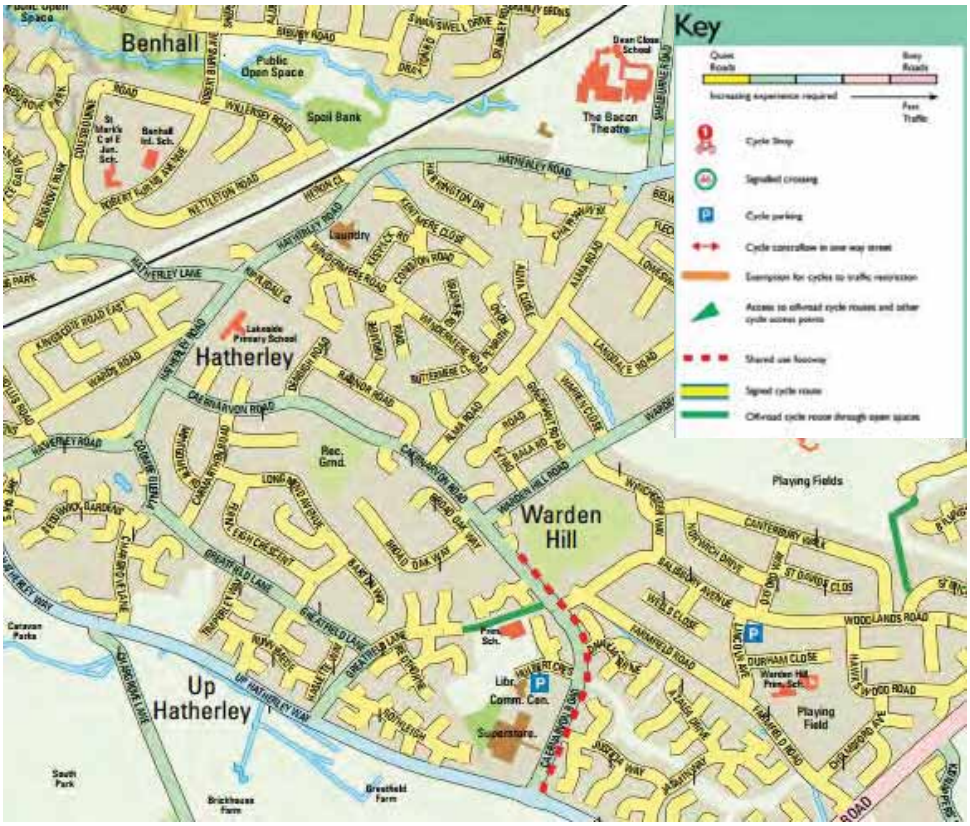
Roads

Up Hatherley Way runs along the southern boundary of the parish, connecting smaller residential roads with the major route of A40 to the west and the A46 to the east. Hatherley Road curves around the western side of the area, joining the parish to the centre. Most other roads in the area provide access for residential populations.

Cycle ways

There is a small stretch of shared-use footway on Caernarvon Road that can be used by cyclists, and bike parking facilities are located on Hulbert Crescent and Lincoln Avenue. There are no other dedicated cycle trails or facilities in the parish, so cyclists travelling through and around the area currently use the roads. Roads in Up Hatherley have been graded by the Cheltenham and Tewkesbury Cycling Campaign as being either quiet, reasonably quiet or medium. A higher rating needs a higher level of skill from the cyclist.

[1] www.britishlistedbuildings.co.uk



Extract from Cheltenham cycle map (www.cyclecheltenham.org.uk)

Transport

Cheltenham Railway Station is 1.5 miles away, or 30 minutes' walk, from the centre of the parish (Carmarthen Road, GL51 3JZ)[2]. The bus station is a 2.3 mile or 45-minute walk from the heart of the parish[3], several bus routes go through the parish, such as the 97/98 (Gloucester – Innsworth – Churchdown – The Reddings – Cheltenham), K (Cheltenham - Up Hatherley) and D (Gotherington – Bishop's Cleeve – Racecourse Park & Ride – Cheltenham – Cheltenham Spa Station – Warden Hill – Hatherley).[4]

Parking

12.45 of households in Up Hatherley do not own a car (compared with the England and Gloucestershire averages of 12.4%). Ownership of one car is 3-4% higher than the Gloucestershire and England averages and ownership of 2 cars is nearly 10% higher than the national average and 4% higher than the Gloucestershire average. The design of the majority of homes in Up Hatherley includes an off-road parking option, meaning that on-road parking is available for visitors. There are no council car parks in the parish but free parking is available in the commercial sections of the parish eg the cluster of services and retail in the south eastern corner of the parish (Morrisons superstore, Up Hatherley Library, Greatfield Primary School) have a dedicated parking spaces.

[2] Google Maps
[3] Google Maps
[4] ThinkTravel website: http://www.thinktravel.info/files/uploads/Cheltenham_Bus_Map_V2.pdf

Community Services and Facilities

The Inform Gloucestershire Local Insight Profile for Up Hatherley shows that average time to reach key facilities by walking or public transport ranges between 7 and 37 minutes. Time to get to GP surgery, primary school and supermarket is 7 to 12 minutes while secondary school, further education and employment centres can be reached within 17 minutes.

Healthcare

There is one GP surgery within the parish (Hatherley Surgery on Glebe Farm Court Road). Hatherley dental surgery is located just north of the parish boundary in Grasmere Road. There is one pharmacy in the parish: Morrisons Pharmacy (Caernarvon Road). Hawkes Pharmacy lies just north of the parish boundary.

Libraries

Up Hatherley Library is located with the Hillview Community Centre in Hulbert Crescent, Caernarvon Road. It is close to Greatfield Park Primary School and to other local services and retail.

Places of Worship

The parish has one active church: The Church of Saints Philip and James (Cold Pool Lane). The church offers church-run clubs and groups as well as community space.

Community Spaces and Facilities

There are three community spaces in the parish: Hillview Community Centre (Hulbert Crescent), the Church of Saints Philip and James Centre (Cold Pool Lane) and Up Hatherley Village Hall (Cold Pool Lane). Brizen Young People's Centre (Up Hatherley Way) is located on the edge of the Parish Boundary.

Pubs can sometimes offer a community space, and the parish has two pubs: The Greatfield (Caernarvon Road) and The Hatherley (Hatherley Road). It is not known whether these pubs offer any community spaces.

There is a recycling bank at Morrisons superstore.

Recreation and Leisure

There are no sports facilities in the parish, but just to the north of the parish, Bournside Fitness Centre offers a variety of activities. There are several playing fields in the parish and a skate park and basketball court is located at Brizen Young People's Centre on the edge of the Parish Boundary. The nearest swimming pool is 2.1 miles away, or 42 minutes' walk, from the heart of the parish (Sandford Park Lido).

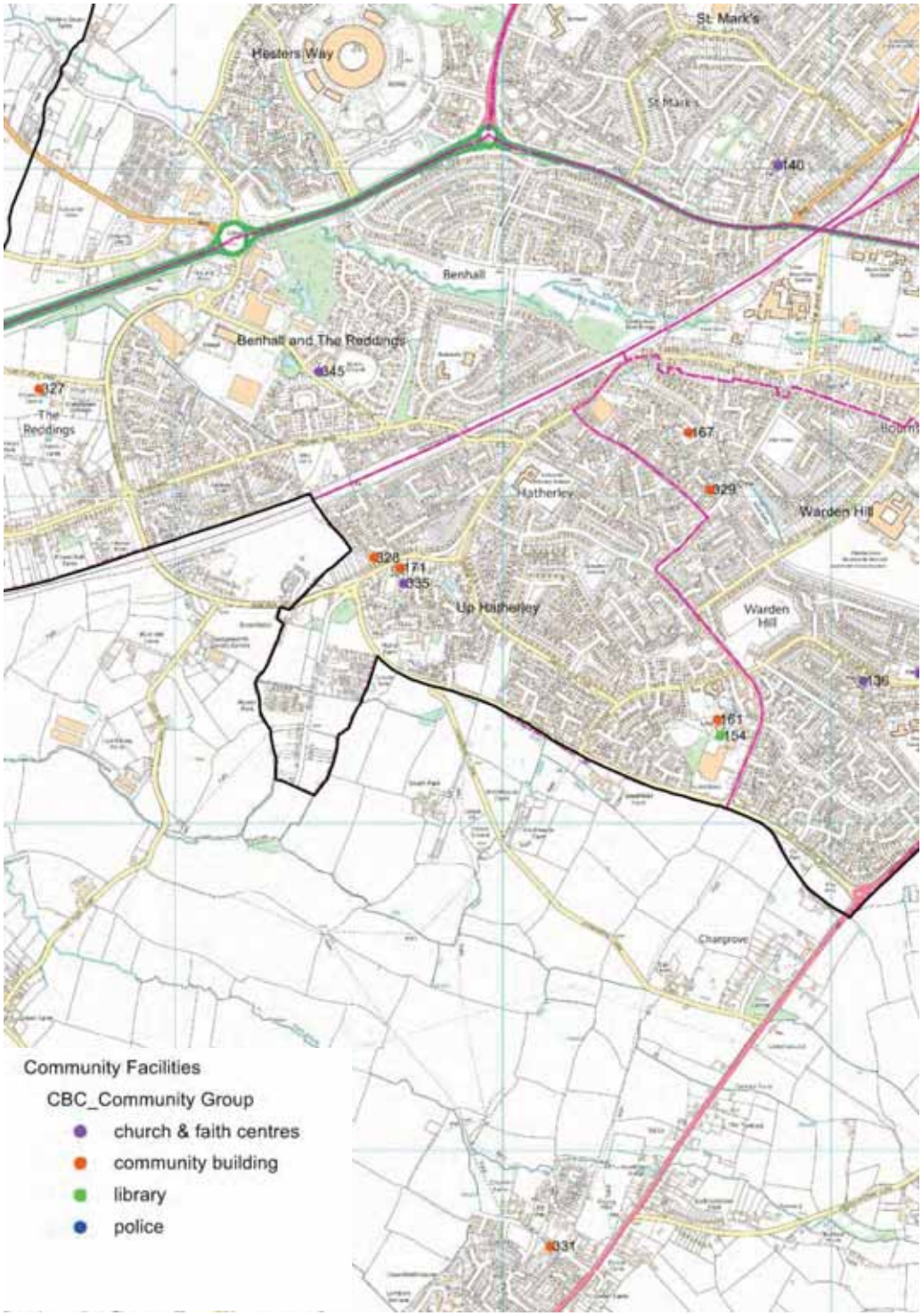
Green Spaces

There are several green spaces in the parish, some with designations and some without. There is a small portion of the parish designated as green belt, which is the southernmost 'peninsula' of land containing the caravan parks. The parish council took part in the Local Green Spaces Study conducted in 2015 in partnership with GRCC and Cheltenham Borough Council, identifying Chargrove Open Space, Broad Oak Way Open Space, Caernarvon Park, Redthorne Way, Open Space (AKA Cheriton Park), the space between Davallia Drive and Justicia Way, Fernleigh Green as valuable open spaces. The Parish council has applied to designate Chargrove Open Space and Redthorne Way and subsequently Caernarvon Park, as Local Green Spaces (decision pending at time of producing the Cheltenham Engaging Communities report).

Caernarvon Park is an important green space for residents, in part because it features a children's play area.

Educational Facilities

The parish contains two primary schools: Greatfield Park Primary School (Hulbert Crescent) and Lakeside Primary School (Hatherley Road). The nearest state secondary school is Bournside Secondary School, just to the north of the parish. and Pates Grammar, in Hesters Way. The parish also houses several early years settings, including Up Hatherley Children's Centre (Caernarvon Road), Greatfield Playgroup (Hulbert Crescent), Elfin Nursery Pre-School (Cold Pool Lane) and Playhouse Day Nursery (Hatherley Road).



© Crown copyright and database rights 2016 Ordnance Survey 100024384

Up Hatherley map of community facilities

Economy

Employment

The parish is mainly residential, so many residents travel out of the parish to get to work. However, Morrisons superstore offers a number of retail employment opportunities. The parish is close to central Cheltenham retail and administrative employment opportunities, with the town centre being 2.7 miles away. Within the parish nearly 80% of businesses employ between 0 and 4 people while 13.7% employ 5 to 9 people.

44% of people in Up Hatherley between the ages of 16-74 are employed, compared with the England average of 39%. There is a slightly higher proportion of people in Up Hatherley employed in managerial, professional or association occupations than in Gloucestershire or England (42.9% compared with 40.9% and 41.1% respectively)

Income

Up Hatherley parish falls entirely into Middle Layer Super Output Area (MSOA) area Cheltenham 013, which was used to analyse average household income in England and Wales 2007-8. This MSOA is in the second highest quintile for income, with the average weekly income in Up Hatherley at £740 at that time, compared with £673 for both Gloucestershire and England.

The Inform Gloucestershire's Local Insight Profile for up Hatherley states that 5.9% of children in Up Hatherley live in 'out of work' households compared with 15.2% nationally. 8.5% of children in Up Hatherley are in poverty compared with 20.1% nationally

Retail

As mentioned above, there is a large Morrisons supermarket in the parish which has a pharmacy & café. The Morrisons Centre shops adjacent to the supermarket include an Opticians, Dry Cleaners, Motor accessories & CycleShop and a Newsagent also selling gifts, clothing etc.

There is also a local retail and service centre at Caernarvon Court, including a convenience store, estate agents, Chinese takeaway and a hairdresser. Just outside the parish there is a convenience store and takeaway on Windermere Road, but the Greatfield Farm Shop, just outside the southern boundary, is due to close in the near future.

The parish also features a Post Office on Hatherley Road.

Housing[5]

Housing Tenure – proportions

More houses are owned outright or mortgaged than the national, regional or borough averages, with social and private rentals being relatively uncommon (20% less than Cheltenham's rent proportion overall). Social rental and private rental numbers are both less than half the Cheltenham average. The number of people living rent-free is much lower than for borough, regional and national levels.

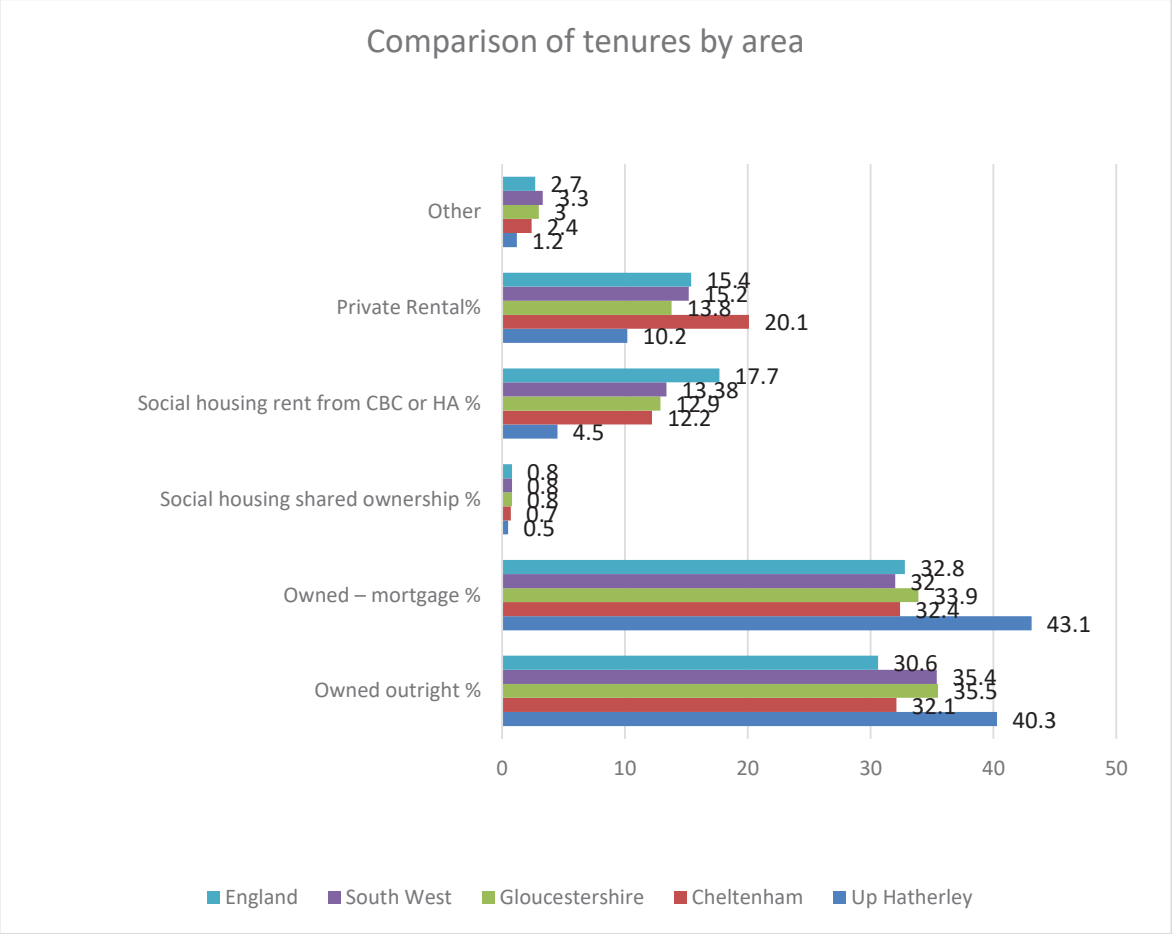
Housing types

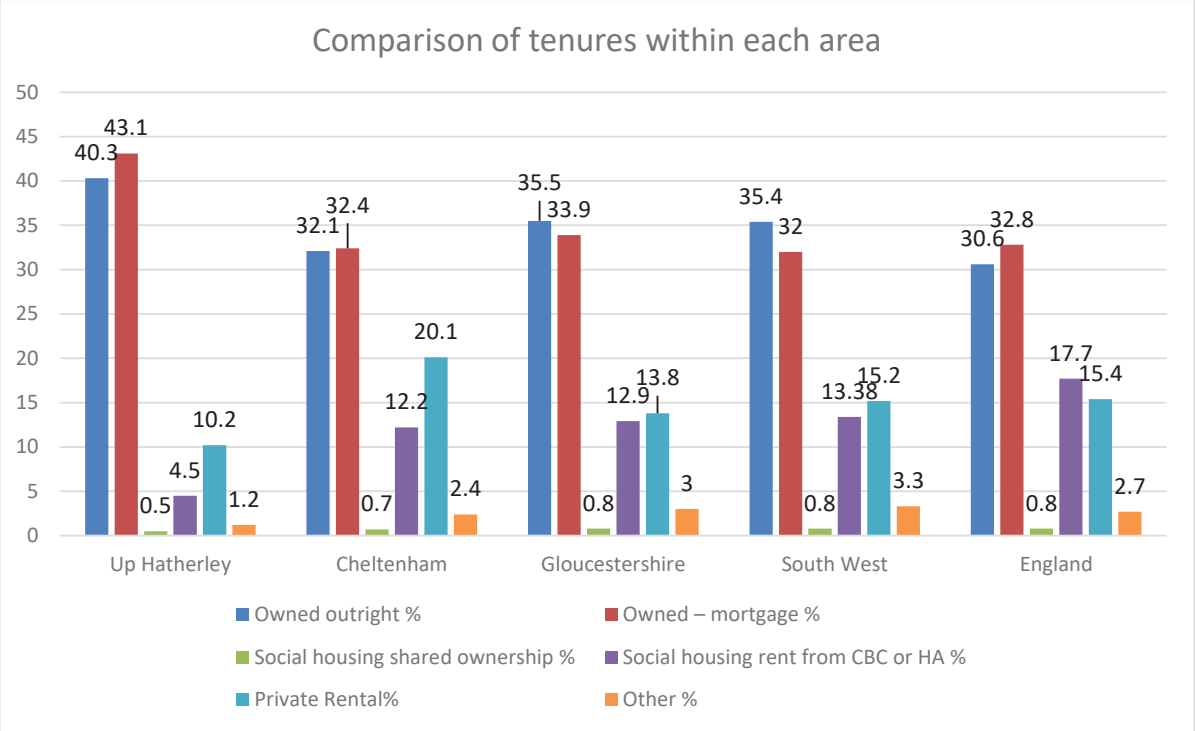
The most common type of housing in the parish is semi-detached (43.4%), with detached being the next most common (30.3%). Terraces make up 17.7% of accommodation in the area, with flats and temporary accommodation being the least common types of accommodation at just 8.6% combined.

[5] All information in this section taken from the Inform Gloucestershire Local Insight Profile for Up Hatherley

Housing affordability

The median detached house price in the parish is £250,000 which is higher than the average for Gloucestershire which in January 2016 was £194,561.




Comparison of tenures within each area
50
45
40
35
30
25
20
15
10
5
0
40.3
43.1
0.5
4.5
10.2
1.2
32.1
32.4
0.7
12.2
20.1
2.4
35.5
33.9
0.8
12.9
13.8
3
35.4
32
0.8
13.38
15.2
3.3
30.6
32.8
0.8
17.7
15.4
2.7
Up Hatherley
Cheltenham
Gloucestershire
South West
England
Owned outright %
Owned – mortgage %
Social housing shared ownership %
Social housing rent from CBC or HA %
Private Rental%
Other %

Appendix 2: Consultation – Up Hatherley Parish Council Survey Results

Introduction

The questionnaires were distributed in hard copy format to all households in the parish during late December 2016/ early January 2017 and contained a mixture of tick box and open ended questions. There was an option to complete the survey online. This report comprises an analysis of the 153 responses received to the survey. Not every person taking part in the survey answered all the questions, or all parts of each question.

2. What are the three things that you value most about Up Hatherley?

The top responses were identified as:

- Green spaces
- Close to countryside/town centre
- Quiet/village feel
- Good bus services
- Safe neighbourhood
- Good schools, shops, pharmacy, library, post office, etc
- Low crime levels
- Farm shop

3. What three things do you think need improving in Up Hatherley?

149 of the 153 people who took part in the survey made at least one response. The parish council will rank the suggestions in due course but thoughts are intimated in the Question 4 analysis below.

4. Please describe any improvements you would like to see.

Suggestions were received from 121 survey respondents.

Comments for questions 3 and 4 have been combined due to the similar themes tackled. A selection of issues and areas where Up Hatherley residents would like to see improvements is found below:

- Roads repairs & drainage /pavement & footpath repairs (both major issues) individuals commented on:
    - Path top of Long Mynd Avenue
    - Road & Pavement surfaces Sunnyfield Lane including Hedge trimming
    - Uneven pavement from Coldpool Lane (Roundabout to the School)
    - Pavements Kingscote Road East
- Better signage on footpaths
- Playground equipment repair/updating
- Covered shelter, seats & litter bins in Chargrove open space & Redthorne
- Major dislike of new lights especially when dipped
- Tarmac path needed across Chargrove open space from Timperley way to Holmer Crescent and from Caernarvon road to “crosspath” North
- Inconsiderate car parking on roads
- Cars speeding – particularly Caernarvon Road & Up Hatherley Way (major issue)
- Pedestrian crossing by GP surgery & Greatfield School (There has been an accident?)
- Tarmac path from GP surgery to Morrisons?

- Pedestrian crossing at Farm Shop (major issue)
- Pedestrian crossing Hollis Road to Church entrance
- Danger of tree branches falling on road in The Poplars (2 have fallen in last year)
- Morrisons - fix lighting in car park
- Parking Lakeside school (major Issue)
- Cutting back hedges from pavements (major issue)
- Better sports facilities
- Parking outside of Village Hall
- Litter & more litter bins at bus stops etc (major issue)
- Chargrove Lane Nature Reserve (assumed to be in the Parish)
- Reduce petty crime & antisocial Behaviour
- Traffic congestion B&Q roundabout
- Dog mess & more bins (major Issue)
- Bus shelter at bus stop by Hatherley Post Office
- Pedestrian crossing near Hatherley Post Office
- Cycle paths especially whole of Up Hatherley Way & to link areas
- Cycle path from Coldpool Lane past Morrisons to Shurdington Road
- Derelict garage & shop Alma Road/Garage Broadway
- Caernarvon Court pavement/general appearance of site (major issue)
- More shrubs & trees planted within Parish
- Lack of a Police Presence
- Roundabout top of Sunnyfield lane needs cutting back and 30MPH needs extending in roundabout area
- Bus service needed to /from Bath Road & Hospital

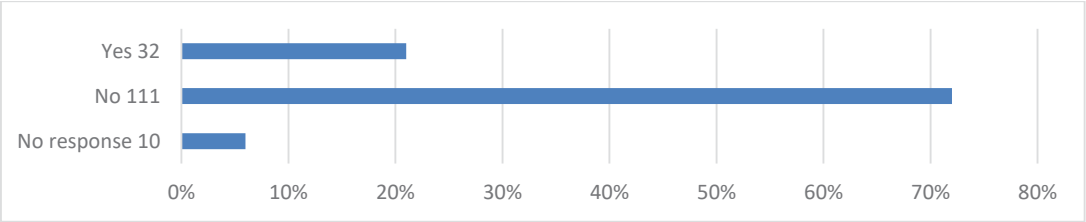
5. Please use this space to provide ideas on how to improve community spirit in Up Hatherley.

Suggestions were received from 96 respondents. A selection of comments is below:

- Parish Council needs to be more active
- More activity at Village Hall – Drama Group/Showing Films/Craft etc
- Neighbourhood litter pick-ups/ Care of open spaces
- Encourage street parties/ Know your Neighbour activities
- Coffee morning – meet your parish neighbours at village hall
- Summer Fete
- Volunteering for community litter clearing etc – register at library
- Hatherley Picnic/Family events
- More use of Hillview Community Centre
- Clubs for the elderly to join
- Update Parish Council Meetings to make them more community friendly/modern
- More Parish newsletters
- More seating in green space environment
- Skate/Skateboard park

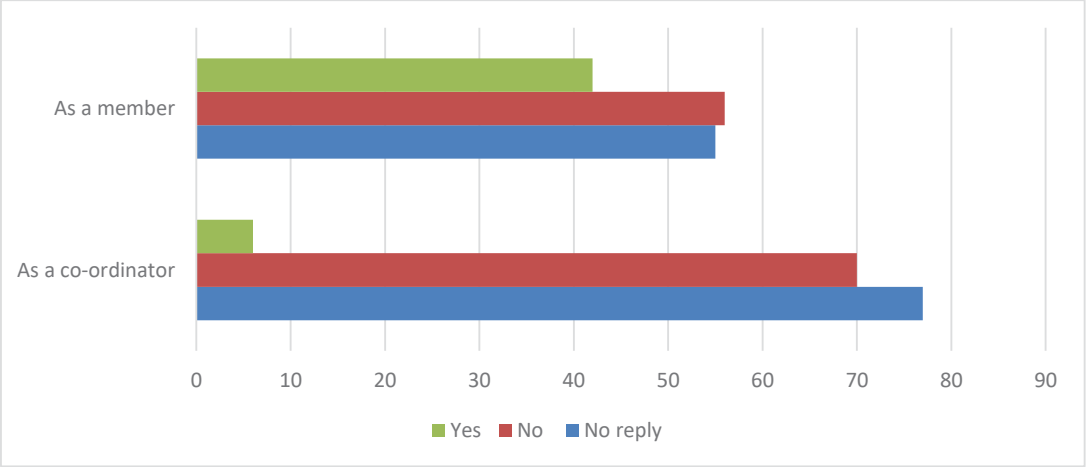
6. Are you currently a member of a Neighbourhood Watch Scheme? Q7 If yes – please give details of your scheme & Q8 If no, might you be interested in joining a Neighbourhood Watch Scheme

143 survey respondents answered this question.



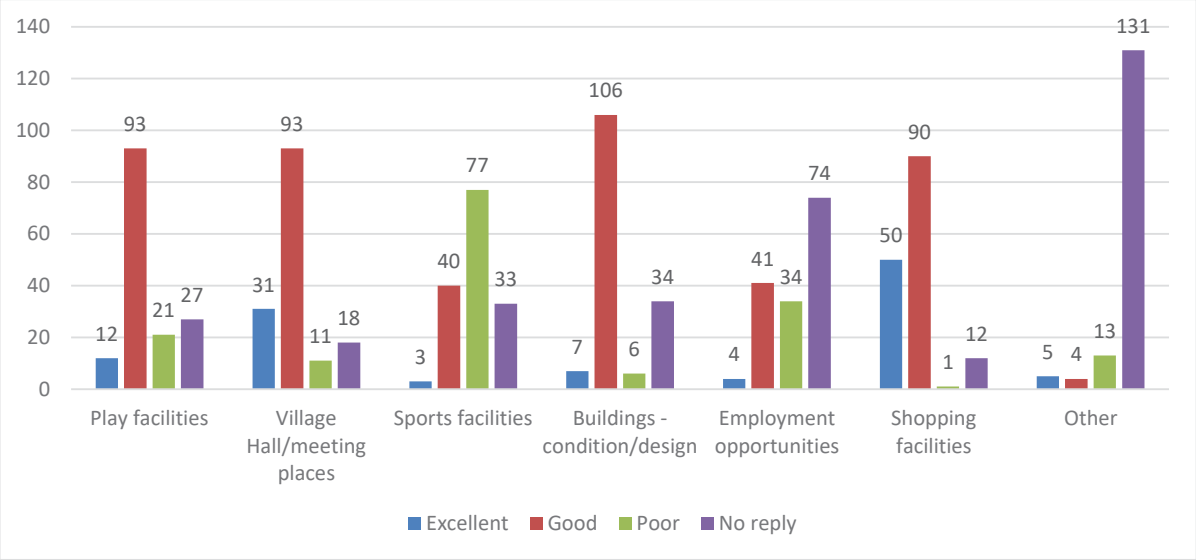
Neighbourhood Watch schemes mentioned by respondents were:

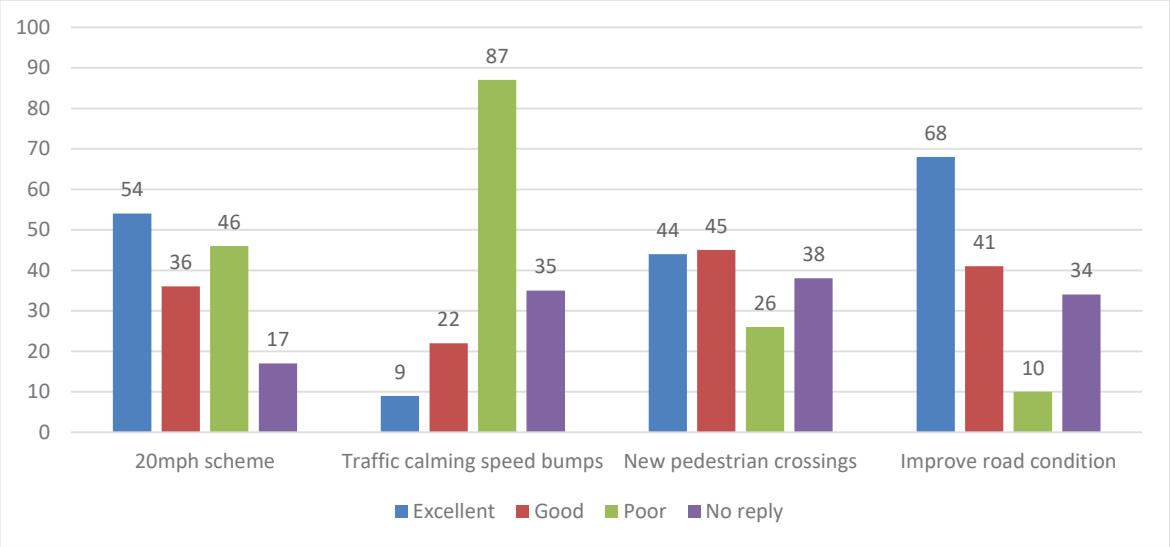
- Holmer Crescent
- Sedgewick Gardens
- Haslette Way
- Hollis Road & Gardens
- Kingscote Gardens
- Greatfield Lane
- Witley Lodge Close
- Hatherley Brake & part of Hatherley Road
- Kingscote Avenue
- Rippledale Close
- Winterborne Close
- Ward Road
- Rothermere Close



9. What is your opinion on the following in Up Hatherley?

148 of those taking part in the survey responded to this question. Not all of these respondents expressed an opinion on every element.



11. Please give your opinion on introducing the following road safety measures in and around Up Hatherley.

144 of those taking part in the survey responded to this question. Not all of these respondents expressed an opinion on every element.