



CHEL TENHAM

BOROUGH COUNCIL

Notice of a meeting of Cabinet

Tuesday, 17 December 2019
6.00 pm
Pittville Room - Municipal Offices

Membership	
Councillors:	Steve Jordan, Flo Clucas, Chris Coleman, Rowena Hay, Alex Hegenbarth, Peter Jeffries and Andrew McKinlay

Agenda

	SECTION 1 : PROCEDURAL MATTERS	
1.	APOLOGIES	
2.	DECLARATIONS OF INTEREST	
3.	MINUTES OF THE LAST MEETING Minutes of the meeting held on 5 November.	(Pages 3 - 20)
4.	PUBLIC AND MEMBER QUESTIONS AND PETITIONS These must be received no later than 12 noon on Wednesday 11 December 2019.	
	SECTION 2 :THE COUNCIL <i>There are no matters referred to the Cabinet by the Council on this occasion</i>	
	SECTION 3 : OVERVIEW AND SCRUTINY COMMITTEE <i>There are no matters referred to the Cabinet by the Overview and Scrutiny Committee on this occasion</i>	
	SECTION 4 : OTHER COMMITTEES <i>There are no matters referred to the Cabinet by other Committees on this occasion</i>	
	SECTION 5 : REPORTS FROM CABINET MEMBERS AND/OR OFFICERS	
5.	CYBER CENTRAL GARDEN COMMUNITY - DRAFT SUPPLEMENTARY PLANNING GUIDANCE Report of the Leader of the Council	(Pages 21 - 118)

6.		HOUSING REVENUE ACCOUNT REVENUE AND CAPITAL - REVISED BUDGET 2019/20 AND INTERIM BUDGET PROPOSALS 2020/21 FOR CONSULTATION Report of the Cabinet Member Finance- TO FOLLOW	
7.		GENERAL FUND REVENUE AND CAPITAL - INTERIM BUDGET PROPOSALS 2020/21 FOR CONSULTATION Report of the Cabinet Member Finance- TO FOLLOW	
8.		INDEPENDENT RESIDENT SATISFACTION SURVEY 2019 Report of the Cabinet Member Finance	(Pages 119 - 176)
		SECTION 6 : BRIEFING SESSION <ul style="list-style-type: none"> • Leader and Cabinet Members 	
9.		BRIEFING FROM CABINET MEMBERS	
		SECTION 7 : DECISIONS OF CABINET MEMBERS Member decisions taken since the last Cabinet meeting	
		SECTION 8 : ANY OTHER ITEM(S) THAT THE LEADER DETERMINES TO BE URGENT AND REQUIRES A DECISION	
		Section 10: BRIEFING NOTES (Briefing notes are circulated for information with the Cabinet papers but are not on the agenda) Briefing note to follow - Cheltenham Town Hall-Masterplan Scoping Study	

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Cabinet

**Tuesday, 5th November, 2019
6.00 - 7.15 pm**

Attendees	
Councillors:	Steve Jordan (Leader of the Council), Flo Clucas (Cabinet Member Healthy Lifestyles), Rowena Hay (Cabinet Member Finance), Alex Hegenbarth (Cabinet Member Corporate Services), Peter Jeffries (Cabinet Member Housing) and Andrew McKinlay (Cabinet Member Development and Safety)

Minutes

- 1. APOLOGIES**
Apologies were received from Councillor Coleman.
- 2. DECLARATIONS OF INTEREST**
There were none.
- 3. MINUTES OF THE LAST MEETING**
The minutes of the meeting held on 8th October 2019 were approved and signed as a correct record.
- 4. PUBLIC AND MEMBER QUESTIONS AND PETITIONS**
PUBLIC QUESTIONS

1.	Question from Chris Nelson to the Cabinet Member Development and Safety, Councillor Andrew McKinlay
	Your report states that "a 20% increase in traffic has been taken as the threshold for an acceptable level of traffic growth." This 20% figure seems a rather arbitrary figure that has just been 'plucked out of the air'. Can you please explain why 19.9% is regarded as acceptable and 20.1% is no longer acceptable?
	Response from Cabinet Member
	<p>The cabinet report at section 3.1 refers directly to the CTP phase 4 update report produced by GCC as the highways authority and notes key highlights of that report on the experimental traffic order at Boots Corner. The full report is also provided at appendix 2.</p> <p>Consequently I refer to section 3.2 of that appendix which explains the methodology for assessing growth with reference to UK government traffic growth forecasts for Cheltenham and experience of a previous closure at Boots Corner in 2009.</p> <p>Given the full explanation provided by the highways authority in the papers, I do not accept that the figure was 'plucked from the air'. As the assessment provides a clear rationale for this threshold I am happy to</p>

	accept the basis for the analysis and recognise that having a threshold helps us to identify those locations where further investigation and work may be required.
	Supplementary question from Chris Nelson to the Cabinet Member Development and Safety, Councillor Andrew McKinlay
	The 20% traffic threshold has been broken by 3 roads, which is clearly unacceptable, to use the language of the report. But are you not also concerned about the cumulative impact of all the displaced traffic around town, when so many residential roads are experiencing traffic increases just below the 20% threshold. Does that not concern you?
	Response from Cabinet Member
	<p>The Cabinet Member advised that, as per the Cabinet report, there were 6 roads that had seen an increase in traffic greater than 10%, a significant number of roads had also seen a decrease in traffic and traffic across the town as a whole had decreased.</p> <p>He explained that Gloucestershire County Council had drawn up contingencies for areas which were of concern and mitigation measures would be put in place should the TRO committee and GCC Cabinet agree to make the trail permanent.</p>
2.	Question from Chris Nelson to the Cabinet Member Development and Safety, Councillor Andrew McKinlay
	Your report although comprehensive and full of detail is not always easy to understand. Please explain which road, post the Boots Corner changes, has experienced the biggest percentage increase in traffic since the 2015 baseline? What measures are proposed to mitigate this increase so that it is less than the 20% level deemed to be acceptable? If the mitigation measures do not reduce the traffic growth to less than 20%, what level will be achieved?
	Response from Cabinet Member
	<p>Again I refer to the GCC report at appendix 2, specifically table 1 which utilises seven-day 24 hour two-way flows as the primary indicator for assessing and comparing the traffic flow at each site, as the scheme is in place 24 hours a day, 7 days a week. This shows a growth of 73% at Winchcombe Street South from November 2015 to March 2019 and is explicitly referred to in the text under 3.3.4.</p> <p>We understand that GCC has explored options for traffic calming on Rodney Road which is the feeder route for this traffic counter, with the aim of mitigating this increase. Our understanding is that the GCC preference is to undertake works once a decision is known on CTP phase 4 as this creates scope for engagement with local residents and businesses before deciding upon 'permanent' rather than temporary changes to best reflect the high profile of the High Street here.</p> <p>As the report highlights traffic levels are generally falling reflecting modal shift and changing work patterns, so what level will be achieved as behaviours change is difficult to forecast and will depend on the type of interventions supported.</p>
	Supplementary question from Chris Nelson to the Cabinet Member Development and Safety, Councillor Andrew McKinlay

	<p>Your answer makes clear that Winchcombe Street South is the road most affected by the Boots Corner trial, with an increase in traffic of 73%, way beyond the 20% threshold figure. The report cleverly disguises this 73% figure, which is only obvious when you read Table 1 in detail. Also, Figure 5 fails to show the 20% threshold point for Winchcombe Street South, further hiding the fact that it is breached to such a large extent.</p> <p>This road and Rodney Road are now 'accidents waiting to happen', given their proximity to John Lewis and the maximum concentration of shoppers milling around. Given this is such a high-profile road in the centre of town, why are you not more concerned about whether it is even feasible to mitigate such a large traffic increase down to the 20% threshold level?</p>
	Response from Cabinet Member
	<p>The Cabinet Member agreed that the increase in traffic flow on Winchcombe Street was significant, however, reasoned that the percentage increase was so great as levels of traffic on the road were low initially. Nonetheless, he agreed that the increased levels were unacceptable and confirmed that GCC were drawing up mitigation measures to address the issue. He advised that Phillip Williams, the Lead Commissioner at GCC had considerable information on this should it be requested.</p>
3.	Question from Alan McDougall to Cabinet Member Development and Safety, Councillor Andrew McKinlay
	<p>While the cut off 20% increase in traffic flow stated in reports is seen as "<i>credible and acceptable</i>" to both Councils, a figure agreed by a closed body of experts, it is however unacceptable to residents affected by the dispersement traffic fallout from the Boots Corner trial closure. The justification for the Boots Corner trial closure is based on a required significant reduction of traffic flows, but more importantly on reduced NO2 levels it suggests that any increase on residential roads traffic is therefore equally unjustified, dangerous and unacceptable.</p> <p>A nonetheless significant increase in traffic volumes in Clarence Square (15%) where traffic flow monitors in both Clarence Square and Monson Avenue have been put in place, however, there are no NO2 monitors and evidence has not been provided.</p> <p>The official 2019.11.05 CAB Cheltenham Transport Plan appendix 3 air quality report concludes that "<i>from the data considered (above) is that the CTP Ph.4 has made very little difference, either positive or negative to air pollution levels across the town. This is probably not surprising, as the scheme was not explicitly designed as a project to improve air quality</i>".</p> <p>As the Councils cannot argue for clean air in one town centre area at the expense of another residential area, can the Council(s) evidence that there has been a reduction to previously monitored NO2 levels in support of public safety in <u>all</u> affected areas?</p>
	Response from Cabinet Member
	<p>The CTP air quality data is collected by the CBC environmental health team and the air quality report is set out at appendix 3 in full.</p>

	<p>Cheltenham has an extremely comprehensive air quality collection regime that complies with the council's legal duties. This does not extend to air quality monitoring in every street in the town. The team have extensive understanding of monitoring and monitors sites where they anticipate problems to occur based upon a range of factors including traffic flows, width of streets, and ability for pollution to disperse.</p> <p>The report does not show clean air in one area at the expense of another area, but rather a gradual reduction in NO levels over time which mirrors the general reduction in traffic, less polluting vehicles, modal shift and changing work patterns. The area wide benefits of this should not be underestimated however we will continue to focus upon the persistent long term challenges at Poole Way which existed long before the trial. The planned traffic signal works by GCC along the A4019 in the next financial year should help alleviate this challenge.</p>
4.	Question from Alan McDougall to Cabinet Member Development and Safety, Councillor Andrew McKinlay
	<p>It is quite understandable that John Lewis will show their position on the High Street as a success otherwise they would not be in business and is based on their business model irrespective of the trial closure. It is also true that The Brewery Quarter will have a significant uplift in footfall due to the adjacency of the NCP car park, benefit from debt fuelled investment from the Restaurant Group, Mitchell and Butler etc., but more importantly from the coincidental major new access created through to the High Street.</p> <p>Given the fact that in general High Street retail sales are down significantly and casual dining is not sustainable at present levels can CBC provide a detailed response regarding:</p> <p>a) What was the projected sales target, not just footfall numbers, given by John Lewis Partnership to the Council pre-agreement, pre-opening and pre-June 2018 compared to figures quoted around October 2019?</p> <p>b) In terms of risk assessment and due diligence, does the Council consider the fiscal debt of all the parent companies currently based in The Brewery to be acceptable?</p> <p>c) As the Council supports east-west/west-east footfall in the High Street as a benefit over the demise of the more unique retail differences in The Promenade and other surrounding streets, can they please publish like-for-like figures specific to those areas before and since the BC trial closure in order to show that benefit footfall and sales have not just migrated to the High Street?</p>
	Response from Cabinet Member
	<p>a) The data requested is not available to this Council and will have to be requested directly from John Lewis and partners, although I suspect it will be commercially sensitive and unavailable.</p> <p>b) This council does not undertake due diligence assessments of organisations operating in the Brewery or wider town other than for properties owned by the Council, where covenant strength is a material factor in any lease determination.</p>

	<p>c) Again sales are not a matter of public record so I am unable to advise. Footfall data for side streets does not exist so I am unable to provide further assistance,</p> <p>However there was no intention of favouring one part of the town centre over another. The success of any town centre depends upon the vibrancy and mix of the offer and Cheltenham, whilst suffering from certain 'brand' losses like every town centre continues to attract new names – Oliver Bonas, Urban Outfitters, the Alchemist – and equally continues to benefit from investment as demonstrated at the Quadrangle and 111-117 High Street.</p>
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MEMBER QUESTIONS

1.	<p>Question from Councillor Tim Harman to Cabinet Member Development and Safety, Councillor Andrew McKinlay</p>
	<p>The impact on air quality, both at Boots Corner and elsewhere in the town arising from the trial closure, is of concern to many residents. The figures in the report paint a rosy picture.</p> <p>However, at a seminar held in the Council Chamber prior to the trial commencing, concern was expressed by Members cross party that there was limited data available at that stage to form a starting point.</p> <p>Is the Cabinet Member confident that there is an adequate pre-trial basis of data from key sites to enable a valid statistical comparison with the current situation, and does he have any concerns about any specific locations?</p>
	<p>Response from Cabinet Member</p>
	<p>The environmental health team have produced a comprehensive report based not only on recent but long term changes and patterns, with some data as far back as 1993. On this basis I am confident of the data produced by CBC staff and believe that the extensive monitoring programme can be relied upon.</p> <p>This report essentially shows that the current trial has been benign in terms of air quality; no major spikes up or down. Rather what they have evidenced is a gradual long term improvement across the town reflecting lower emissions from vehicles, falling traffic volumes (as highlighted by GCC), modal shift and changing work patterns.</p> <p>They clearly cite the long term challenge on the A4019 at Poole Way and we are hopeful that the planned GCC interventions in new, smarter, signals in 2020 will assist with that problem.</p>
	<p>Supplementary question from Councillor Tim Harman to Cabinet Member Development and Safety, Councillor Andrew McKinlay</p>
	<p>Questioned whether the Cabinet Member was confident that adequate pre trial data was available and as such, whether that all the keys sites were valid in terms of comparisons?</p>
	<p>Response from Cabinet Member</p>
	<p>The Cabinet Member confirmed that CBC are obliged to monitor air pollution levels on behalf of DEFRA. 20 sites had been recommended for monitoring and an additional 10-15 sites had been included in order to try and assess the impact of CTP Phase 4 on the air quality of the local</p>

	<p>area.</p> <p>He explained that the scale of Cheltenham's air quality monitoring was amongst some of the highest in the County and he was confident that adequate air monitoring had taken place before the trail.</p> <p>He highlighted that the traffic volumes across Cheltenham between 2008 and 2015 had decreased by approximately 13% and they were continuing to fall and in 2018, traffic volumes across Cheltenham were approximately 20% lower than they were in 2008.</p>
2.	Question from Councillor Tim Harman to Cabinet Member Development and Safety, Councillor Andrew McKinlay
	<p>The Public Convenience Provision report includes a proposal to close the Bath Terrace Public Toilets in my Ward. Can the Cabinet Member specify what consultation has taken place with the Bath Road Traders and their response?</p> <p>Can he also confirm whether likely alternative community provision would be available to members of the public who might not be customers of the premises involved?</p>
	Response from Cabinet Member
	<p>The council has been consulting on proposals to improve access to wcs by exploring a community partnership initiative with commercial businesses which aims to access more and better maintained wcs with longer opening hours. The initial feedback from the consultation and dialogue with Gloucester City Council has given the council confidence that a community partnership scheme can be developed in Cheltenham. As a result the Cabinet is due to consider a report which proposes the closure of 3 council run wcs subject to an alternate community partnership scheme being delivered which would deliver savings to offset the cost of a new wc facility at Sandford Park and the cost of the new changing places facility in Pittville Park.</p> <p>The Bath Road Traders were consulted but did not respond, however, following a Cabinet decision further targeted consultation will take place in the Bath Road to develop a community partnership scheme ahead of any final decision.</p> <p>The purpose of a community partnership scheme is to sign up businesses to allow people to use their wcs even if they are not making a purchase.</p>
	Supplementary question from Councillor Tim Harman to Cabinet Member Finance, Councillor Rowena Hay
	<p>He questioned whether the Cabinet Member would be happy for him to be involved in meetings with the Bath Road traders in order to assist the process.</p>
	Response from Cabinet Member
	<p>The Cabinet Member explained that Bath Road traders had already been contacted, however, they hadn't responded to the consultation process. As per the Cabinet report, specific consultation was taking place with local businesses and traders and she could see no reason why Members couldn't be involved in the process. The intention was to consult with</p>

	<p>the traders again to see if they could come to an arrangement.</p> <p>She highlight that businesses would be compensated for signing up to the scheme and the intention was to offer an improved service to members of the public.</p> <p>She was happy to pass on the suggestion to the Cabinet Member Clean and Green Environment.</p>
3.	Question from Councillor Matt Babbage to Cabinet Member Development & Safety, Councillor Andrew McKinlay
	To provide information around road safety statistics pre- and post-Boots Corner closure on affected roads.
	Response from Cabinet Member
	The county council receives information from the police on injury collisions which it publishes on its web site. Data are analysed over a three year period as the number of such collisions is low and some fluctuation can be expected within statistical tolerances. Information on injury collisions in the town centre is currently being collated for publication within the papers to be considered by the Traffic Regulation Committee in December.
4.	Question from Councillor Matt Babbage to Cabinet Member Development & Safety, Councillor Andrew McKinlay
	To provide an assessment of the impact of the Clarence Parade / Clarence Street two-way changes.
	Response from Cabinet Member
	<p>The GCC component of the report makes a very specific claim in its opening paragraph which I repeat here.</p> <p>The traffic data collected during March 2019 suggests the closure of Clarence Street as part of the Cheltenham Transport Plan Experimental Traffic Regulation Order is having only a limited effect on the wider traffic network.</p>
5.	Question from Councillor Matt Babbage to Cabinet Member Development & Safety, Councillor Andrew McKinlay
	To ask what plans have been considered to address the increase in traffic now driving along the High Street, between Rodney Rd and Winchcombe St.
	Response from Cabinet Member
	We understand that GCC have considered options for traffic calming on Rodney Road which is the feeder route for the Winchcombe Street South traffic counter. Such traffic calming is also likely to have a deterrent effect on the number of users. Our understanding is that the GCC preference is to undertake works once a decision is known on CTP phase 4 as this creates scope for more appropriate 'permanent' rather than 'temporary' works.
6.	Question from Councillor Matt Babbage to Cabinet Member Development & Safety, Councillor Andrew McKinlay
	To provide an update on plans for a bus station in Cheltenham.
	Response from Cabinet Member
	CBC has just completed the Connecting Cheltenham commission by Systra. This itself will feed into the GCC Local Transport Plan review which we understand will have a fundamental shift in emphasis towards

	<p>sustainable transport with a particular emphasis on public transport. All of which accords with the Connecting Cheltenham key messages.</p> <p>We believe that GCC will be recommending, subject to public consultation a number of interchange points around the town to encourage modal shift.</p> <p>In the light of this I am not sure that a single bus station for Cheltenham is necessarily the right solution. We do however understand that as part of both the Systra work and LTP review, Stagecoach are keen to explore options for re-routing certain town centre services but this depends upon the outcome of the CTP phase 4 trial.</p>
7.	Question from Councillor Matt Babbage to the Leader, Councillor Steve Jordan
	To provide an update on any discussions with Gloucestershire LEP regarding a bus station in Cheltenham.
	Response from Cabinet Member
	Given the response to Qu 6 above, it would be premature to be engaging in any discussions until an agreed solution had been established.

5. RESPONDING TO THE CLIMATE EMERGENCY

The Cabinet Member Corporates Services introduced the report, he explained that in February 2019, Full Council unanimously called on the Cabinet to declare a Climate Emergency and had requested that a report be brought back with the local actions that the Council intended to take to address the emergency. The report outlined the actions needed and an indicative timetable, as well as the initial resources required. On 14th October 2019, Full Council unanimously endorsed the recommendations as outlined in the report.

The Cabinet Member thanked Councillor Wilkinson for bringing such an important motion forward.

The Leader highlighted the key role that the council had to play in terms of leadership on such an important topic and welcomed the recommendations in the report. He acknowledged that an additional £150,000 was needed to facilitate the initiatives and that maximising community input was paramount. He further noted that one of the key objectives of the Cheltenham Transport Plan was to encourage modal shift which was essential in tackling climate change.

RESOLVED THAT:

- 1. The findings of the 'Carbon Neutral Cheltenham Leadership through Stewardship' report and its associated roadmap be considered and endorsed;**
- 2. Provision be made in the 2020/2021 budget to make the resources available to deliver the 2030 roadmap (section 7 of the report);**
- 3. The resources needed to deliver the actions required to meet the 2030 carbon neutrality targets be considered, prioritised and identified;**
- 4. An annual reporting process be developed to effectively track progress;**

5. **Authority be delegated to the Executive Director People & Change and the Director of Environment, to develop the roadmap into a realistic action plan for project delivery, with appropriate business case development taking account of the impact on the Council's financial position.**

6. **CHELTENHAM TRANSPORT PLAN**

The Cabinet Member Development and Safety introduced the report, he explained that as the Council had recently declared a climate emergency a number of changes needed to be implemented in order to meet the target. The management of traffic flow and the reduction of vehicle emissions being one of the main ones within the council's remit. Whilst the Cheltenham Transport Plan (CTP) predated the more modern concerns surrounding climate change, he felt that it was timely and an opportunity to address environmental issues.

The phased implementation of the CTP to date had seen positive changes across Cheltenham, including making Albion Street and Oriel Place two-way as well as the re-configuration of Royal Well Road. He highlighted that it was a CBC promoted scheme and GCC were acting as the agent.

He confirmed that Phase 4 of the plan had seen a reduction in traffic around Boots Corner by 85% and had only had a limited impact on the highways network as a whole. The main roads affected as evidence at section 3.6 of the report were being reviewed and options considered to address the increases in traffic flow. Pedestrian footfall around Boots Corner had increased by 130%, and there was a 140% increase in the number of wheelchair/mobility scooter users in the area. Similarly, there had been a 4% increase in bus usage compared with a national average decrease.

He acknowledged that the number of vacant shop units was at 8%, which was invariably higher than they would like, however, this was still below the national average of 12%. He highlighted that that the retail market was under significant pressure due to a range of changing economic factors and that a number of retailers who had opted to withdraw from other towns had chosen to remain in Cheltenham. Knight Frank had also ranked Cheltenham town centre 9 out of 200 nationally in terms of investment.

He felt that overall the trial had been a success as could be evidenced by a range of indicators including the increased connectivity, decreased car usage, the major boost to the economy of the town centre and Brewery Quarter as well as the improved environmental standards in the town centre in terms of air quality. The GGC report set out detailed information regarding traffic monitoring and highlighted any areas of concern and proposed mitigation measures. The alternative to making the scheme permanent would be to allow 10,000 cars back through the town centre everyday. He reasoned that the majority of these were not shopping in the centre but using it to get across town.

Following questions from Members, the Cabinet Member confirmed that GCC, as the transport authority, were responsible for gathering the data regarding

traffic flows. All the monitoring work that had been undertaken had been checked and verified to ensure it was accurate. The only data that was collected by CBC was the air quality data as stipulated by DEFRA.

Cabinet Members reasoned that the thought of having an additional 10,000 cars back through the town centre each day now seemed unfathomable. They stressed that doing nothing was not an option and that other towns such as Bath and Bristol were also taking measures to reduce traffic through the town centre. They acknowledged that improvements still needed to be made but felt that the proposals would be beneficial for future generations. They noted that the retail market was generally struggling nationally and globally and that footfall figures around Boots Corner had actually increased considerably. Cabinet Members highlighted that the scheme had been funded by the sustainable transport fund in order to create modal shift and tackle climate change. They further noted that Sat Nav could not be amended unless the scheme was made permanent and so there was a necessity to make a decision as soon as possible.

RESOLVED THAT:

- 1. In light of the economic and other evidence, and based upon GCC traffic flow data, CBC air quality data, and wider considerations, the GCC Traffic Regulation Order Committee (TRO) and GCC Cabinet be urged to make the Experimental Traffic Regulation Order (phase 4) of the Cheltenham Transport Plan permanent;**
- 2. The Managing Director Place & Growth be authorised to write to GCC and the TRO committee to make CBC's position clear.**

7. WEST CHELTENHAM/CYBER CENTRAL UPDATE REPORT

The Cabinet Member Development and Safety introduced the report, he explained that the scheme was arguably the most important scheme to come before the council in 50 years. The council had already made a significant investment by purchasing 45 hectares of land but still had a huge amount of work to do in terms of bringing the project forward in collaboration with partners and other agencies.

He explained that West Cheltenham is a strategic Joint Core strategy (JCS) allocation that allows for the delivery of around 1,100 homes. The aim is for Cheltenham to attract local and international talent to a vibrant new sustainable community and continue as the cyber capital of the UK.

He explained that the programme, as set out in the report, is complex and challenging and that the council were assembling a multidisciplinary high skilled team of officers and external advisors to deliver the project. A joint programme board had also been established between Tewkesbury Borough Council and CBC to promote and drive forward the vision and growth potential. He acknowledged the significant cost of a project of this scale but explained that the costs would be mitigated through partnership arrangements with a future delivery partner. The Council had also successfully targeted external funding

and the project had been promoted by a number of members of government including the Secretary of State and local MPs.

Cabinet Members felt that the project showcased the potential for a town of Cheltenham's size and had the potential to become an exemplar for environmental and sustainable development. They further acknowledged that the site was one of the strategic housing delivery sites for affordable housing and the provision of housing would assist in addressing issues with Cheltenham's 5 –year land supply. A Cabinet Member highlighted that the County loses between 400/500 young people a year and stressed the importance of providing not just housing and jobs but a cultural offer in order to retain young people to the area.

The Cabinet Member Development and Safety explained that they were still in the process of drawing up the masterplan and that whilst the detail was yet to emerge the intention was to create an area where people could live and shop with great transport links. He explained that because the council own a chunk of the site, they can have considerable more input in to the plans.

RESOLVED THAT:

1. Continued support to the ongoing Cyber Central work programme be approved, to include:

- **delivery vehicle / route to market for development / investment partner(s)**
- **further land assembly**
- **land management**
- **collaboration with landowners**
- **collaboration with Tewkesbury Borough Council, other public sector stakeholders and government agencies**
- **occupier requirements**
- **progression of Garden Communities programme**

2. The spend to date on the Cyber Central Programme and the projected financial position until the end of 2020 be noted;

3. Authority be delegated to the Managing Director Place and Growth, in consultation with the relevant Cabinet Member and the Executive Director of Finance and Assets, to approve and submit planning applications to the relevant planning authorities.

8. LEASE RENEWAL - SANDFORD PARKS LIDO

The Cabinet Member Finance introduced the report, she explained that Sandford Lido Limited approached the Council to seek an early surrender of their current lease and requested a new lease for a term of 35 years. The approach was so they could more easily secure funding and grants required to carry out improvements and much needed larger repairs and modernisation.

She highlighted that the council had followed due process as set out in legislation and that failure to do so would have put the council at risk of challenge from other third sector groups and charities renting council property.

She confirmed that draft heads of terms had now been agreed between the Council and the Lido. The lease will follow the same basis as the current one, with the main differences being the current lease is for a term of 25 years, whereas the proposed new lease will be for 35 years, she proposed that the user clause would be for sporting, social, and recreational activities and other activities that the Council may permit at its absolute discretion and as a public car park. The lease would now also include provisions aimed at the Lido being financially accessible for all.

She proposed that the Lido Trust would pay a nominal rent of £5 per year and retain every pound of car parking income up to £365,000 - a figure in excess of the current income generated by the car park. In a further boost, the Trust would retain 50% of all revenue above £365,000

The Council sought two independent specialist advisors in order to help with the renewal process and to help agree appropriate new terms for the lease. The Cabinet Member thanked all those involved in the process, particularly Rebecca Conway and the Lido Trustees.

The Leader thanked all those who had been involved in the process to date and acknowledged the need to follow due process.

RESOLVED THAT:

- 1. An early surrender of the lease to SLL be agreed, and a new lease be granted for a term of 35 years of the land shown edged red on the attached plan, on the rental basis set out in the report;**
- 2. Authority be delegated to the Executive Director of Finance and Assets in consultation with the Borough Solicitor, to agree the remaining terms of the lease and conclude the surrender and grant of a new lease.**

9. THE FUTURE OF PUBLIC CONVENIENCE PROVISION – CONSULTATION OUTPUT

The Cabinet Member Finance introduced the report, she explained that in May 2019 a report was submitted to Asset Management Working Group (AMWG) that detailed the current situation with regard to the Authority's public toilets and four options for how the Authority might manage the amenity in the future. The options were to:

- Retain and invest in the facilities currently operational;
- Close all facilities and seek a community partnership initiative to provide public access to alternative facilities;
- Retain selective facilities and seek a community partnership initiative to provide public access to alternative facilities; or
- Retain and invest in the facilities currently operational and introduce charging.

In July Cabinet approved the recommendation to adopt a strategy to guide future decision making with regard to public conveniences and the recommendation that a consultation exercise be undertaken in respect of option 3, "to retain selective facilities and seek a community partnership initiative to provide public access to alternative facilities".

She highlighted that a changing places facility had been installed in Pittville Park and they were looking at another site in the town centre to support those with significant needs. This could potentially be in Regent Arcade and so would allow access into the evening once the new cinema complex was open.

She stressed that the council were keen to improve access to better facilities which were available for longer hours and had explored various options including the option for a community partnership scheme. This would involve local business allowing the public to freely use public conveniences in their premises even if individuals do not make a purchase and the council would pay a fee to the business premises to include them in the scheme.

The review had concluded that the council should:

- Retain wcs in parks where there is high usage and invest in these facilities including a brand new facility in Sandford park;
- Close 2 very poor the town centre facilities (Royal Well, Imperial gardens) subject to accessing alternative facilities via a community partnership scheme; and
- Close Bath Terrace and introduce a community partnership scheme on the Bath road subject to accessing alternative facilities via a community partnership scheme.

She stressed that they would not close any toilets unless they could secure partners to be involved in the community partnership scheme.

RESOLVED THAT:

- 1. Selected facilities be retained and selected facilities be closed subject to achieving access to alternative appropriate facilities via a community partnership scheme as recommended in the report at paragraph 4.4 and subject to a post implementation review after 1 year;**
- 2. A community partnership initiative be developed to provide public access to appropriate alternative facilities;**
- 3. Authority be delegated to the Head of Property and Asset Management (in consultation with the Cabinet Member Clean and Green Environment, and the Cabinet Member Finance) to implement public convenience asset investment and rationalisation in line with potential opportunities raised in the report, including approval of Heads of Terms for any agreements or transactions involving third parties;**
- 4. Authority be delegated to the Borough Solicitor to complete such documents as she considers appropriate to implement the Heads of Terms agreed in accordance with Resolution 3.**

10. LOCAL COUNCIL TAX SUPPORT SCHEME FOR 2020/21

The Cabinet Member Finance introduced the report, she explained that since 2013 the council had been required to set its local council tax support scheme each year for working age people. She advised that council tax support for pensioners is not localised and continues to be provided for by a national scheme.

She explained that council tax support costs 5.6m annually and the cost is met by the council and the precepting authorities. Government funding for the scheme had reduced by 10% in 2013/14 and had since been rolled in to revenue support grant. She advised that CBC no longer receives a revenue support grant and so must fund its share of the cost of the scheme.

She confirmed that the council tax support scheme introduced for 2019/20 is based on 5 income bands with the highest band providing support at 100% of the council tax liability, then reducing to 80%,60%,40% and 20% as household income increased. One of the main aims of the scheme was to continue to provide 100% support to the most vulnerable and those with the lowest income. She advised that officers had been monitoring the 2019/20 council tax support scheme and the impact of Universal Credit, and as a result some changes were being proposed to the scheme for 2020/21. A consultation had been undertaken in respect of these proposals and the results were included at appendix 4 of the report.

She advised that the proposed changes were supported by the majority of responses to the consultation and were as follows:

- Increase the income disregard for each disabled child from £65 to £100 per week to provide additional support to families with disabled children;
- Ignore the Limited Work Capability allowance which will ensure that certain customers continue to receive the maximum support when they transition to Universal Credit; and
- Increase the income levels for each band slightly to keep pace with moderate increases in pay or welfare benefits.

The changes being proposed would ensure that support continued for the most vulnerable residents, although they would increase the cost by an estimated £90k. Moving to the scheme based on income bands in 2019/20 had reduced the total cost of the scheme in excess of the estimated £420,000, based on the current caseload. The estimated savings would continue to be achieved with the introduction of the proposed changes to the scheme for 2020/21.

Cabinet Members thanked both officers and the Cabinet Member Finance for all their essential work in supporting vulnerable people within the community.

RESOLVED THAT:

1. **The outcome of the consultation on proposals to change the Local Council Tax Support scheme in Appendix 4 be noted;**
2. **The council tax support scheme for working age customers in Appendix 2 and summarised in Appendix 3 as the preferred option for 2020/21 be approved;**
3. **It be recommended that Council approves the proposed Local Council Tax Support Scheme for working age customers for 2020/21.**

11. BUDGET MONITORING REPORT 2019/20 - POSITION AS AT SEPTEMBER 2019

The Cabinet Member Finance introduced the report, she explained that the report provided Members with an update on the Council's current financial position for the financial year 2019/20.

She highlighted that the key revenue variances related to Ubico, waste and recycling, salary variances, car parking and planning as shown in table 2.1 of the report. This amounted to a predicted overspend of £7k.

The main reasons for the variances were as follows:

- Ubico were currently forecasting an underspend of £265k. This was due to a £50K saving on the staff budget for grounds maintenance and £215k from a delay in the procurement of vehicles scheduled for replacement in 2019/20. This was simply as a result of the timing of the vehicle purchases and would not be continued into 2020/21.
- For the Waste and Recycling area, there was a £305k overspend and the majority of this was a savings target of £200k which was anticipated through service redesigns, efficiencies and investment in new vehicles. She highlighted that any savings from service delivery changes and efficiencies had been offset by the introduction of an additional refuse round in June 2019. The remaining overspend was due to an anticipated £60k shortfall in recycling credits income due to lower than budgeted tonnages of recycling material collected and an anticipated overspend of £50k on the disposal cost of recycled wood. This was due to higher than budgeted volumes of wood and a delay in the procurement of a new disposal contractor.
- There would be an estimated £120k income surplus for car parking in 2019/20. However, as a result of additional staffing costs being incurred and increased pay by phone and card charges, the total estimated surplus for car parking for 2019/20 was £60k.
- There would be a reduction in the Planning income received in 2019/20 as there had been a reduction in applications.

She further advised that the revenue account is currently showing a net surplus of 72K and the HRA capital expenditures is in line with the current approved budget. Similarly, the collection of council tax and business rates income as at

the end of September 2019, the projected outturn for 2019/20 and the outstanding sundry debt were all in line with the norm for this time of the year.

RESOLVED THAT:

1. The contents of this report be noted, including the key projected variances to the 2018/19 budget and the expected delivery of services within budget.

12. BRIEFING FROM CABINET MEMBERS

The Cabinet Members gave the following updates:

- The Cabinet Member Healthy Lifestyles confirmed that the first draw of the Cheltenham Lottery would take place on Saturday 9th November. 35 local organisations had signed up and this was expected to grow. The council were also working on developing a cultural strategy for Cheltenham and as part of this were looking at the children's festival for next year. She explained that she had been invited to speak about the work that Cheltenham was doing in terms of the no child left behind project, West Cheltenham development and the climate emergency at conferences in both Paris and Moscow. She stressed that this was paid for by organisations and national bodies. With regards to Cheltenham hospital, she thanked REACH for the work they had done in ensuring that Cheltenham would have an A&E.
- The Cabinet Member Finance explained that a joint press release had gone out regarding the Lido lease.
- The Cabinet Member Housing advised that they were undertaking a count on behalf of Central Government on the number of people sleeping rough in Cheltenham and would brief colleagues on the figures accordingly.
- The Leader advised that there was to be a Members' safety briefing taking place, which was particularly pertinent given the General Election.

13. CABINET MEMBER DECISIONS SINCE THE LAST MEETING OF CABINET

Cabinet Member	Decision	Link
Development & Safety	Approve the revised Sexual Entertainment Venue Policy for consultation	https://democracy.cheltenham.gov.uk/ieDecisionDetails.aspx?ID=1270
Finance	To pay £22,361 to the Cheltenham Playhouse theatre company to support the next phase of the redevelopment of the theatre.	https://democracy.cheltenham.gov.uk/ieDecisionDetails.aspx?ID=1282
Leader	To authorise the Head of	https://democracy.cheltenham.gov.uk/ieDecisionDetails.aspx?ID=1282

	Property & Asset Management, Property Services to take decisions to purchase dwellings which he considers to be suitable for use as affordable housing.	ov.uk/ieDecisionDetails.aspx?ID=1281
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Chairman

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Cyber Central Garden Community – Draft Supplementary Planning Document

Accountable member	Councillor Jordan – Leader
Accountable officer	Tracey Crews – Director of Planning
Ward(s) affected	Springbank, St. Peters, St. Marks, Hesters Way
Executive summary	<p>This report seeks authority to consult on Cyber Central Garden Community Draft Supplementary Planning Document for a period of 5 weeks. It is recommended that consultation commences on the SPD 13th January 2020.</p> <p>The draft SPD has been subject to engagement with key stakeholders and the wider community of West Cheltenham through a series of face to face engagement sessions. The draft has been subject to technical review by specialist officers across Cheltenham Borough Council, Tewkesbury Borough Council and Gloucestershire County Council.</p> <p>The SPD has been informed by The Gloucester, Cheltenham and Tewkesbury Joint Core Strategy (JCS), the emerging Local Industrial Strategy, Connecting Cheltenham transport strategy, applications for Local Green Space designations and Hesters Way Neighbourhood Plan, together with technical reports and assessment detailing constraints and opportunities for West Cheltenham.</p> <p>This is the first formal stage in the preparation of the SPD. Once consultation has been completed, a full report on the consultation together with any subsequent changes to the SPD will be presented to Council. This is scheduled 22nd April 2020. The amended SPD will be presented to Council for approval, if approved the SPD will become a material consideration to the determination of future planning applications.</p>
Recommendations	<p>That Cabinet:</p> <ol style="list-style-type: none"> 1. Approves the Draft Cyber Central Garden Community Supplementary Planning Document (SPD) for consultation in accordance with Regulation 13 of The Town and Country Planning (Local Planning)(England) Regulations 2012 for a period of 5 weeks (appendix 2), 2. Approves the consultation arrangements set out at appendix 3 of this report, and 3. Delegates authority to the Director of Planning to make editorial changes to the draft SPD in terms of formatting, presentation and accuracy prior to publication for consultation purposes.

<p>Financial implications</p>	<p>The funding for preparation of the SPD was agreed by the Local Planning Authorities. Consultants Avison Young were appointed at a cost of £189,832, shared equally between Cheltenham Borough Council and Tewkesbury Borough Council.</p> <p>Contact officer: Andrew.knott@publicagroup.uk, Tel: 01242 264121</p>
<p>Legal implications</p>	<p>The preparation of an SPD is not a statutory requirement, but a decision for each local planning authority based upon demands for further information to assist in the delivery of sustainable development and they are not subject to independent examination.</p> <p>An SPD cannot in itself establish land use, development management or site allocations policies, but can be used to provide further guidance for development on specific sites or on particular issues.</p> <p>An SPD must contain a reasoned justification of the policies contained within it, must not conflict with the adopted development plan and must have regard to national policies and advice contained in guidance issued by the Secretary of State.</p> <p>In preparing an SPD the Council must comply with its Statement of Community Involvement and must carry out formal public consultation for at least four weeks, accompanied by the provision of a Consultation Statement setting out who was consulted in the preparation of the SPD; a summary of the issues raised; and how those issues have been addressed.</p> <p>Once adopted, the SPD would be a material consideration in the determination of planning applications. A planning authority can adopt an SPD either as originally prepared or as modified to take account of any representations made in relation to the SPD or any other matter they think is relevant.</p> <p>Contact officer: cheryl.lester@tewkesbury.gov.uk, Tel: 01684 272691</p>
<p>Corporate and community plan Implications</p>	<p>The SPD directly supports the delivery of policy A7 of the Gloucester, Cheltenham and Tewkesbury Joint Core Strategy as referenced by the Corporate Strategy. The masterplanning principles of the draft SPD supports wider community planning and delivery of the Cheltenham Place Vision.</p>
<p>Property/Asset Implications</p>	<p>The land is currently occupied under a farm business tenancy, and a small parcel being used as a car park under a lease. This will continue to be managed by the property team in line with common practice until such time it is required for development</p> <p>Contact: dominic.stead@cheltenham.gov.uk 01242 264151</p>
<p>HR implications (including learning and organisational development)</p>	<p>There are no direct HR implications arising from the content of this report.</p> <p>Contact: julie.mccarthy@publicagroup.uk 01242 264355</p>

Key risks	If progress is not made on the preparation and adoption of the Cyber Central Garden Community SPD it reduces our ability to establish our parameters for masterplanning at the development management stage.
Environmental/Social/Equality Implications	Progressing with this stage of consultation will allow full public and stakeholder engagement on the master planning principles for the delivery of the Gloucester, Cheltenham and Tewkesbury Joint Core Strategy (JCS) allocation at West Cheltenham. The JCS was subject to Sustainability Appraisal.

1. Background

- 1.1 The Gloucester, Cheltenham and Tewkesbury Joint Core Strategy (JCS) was adopted by the three JCS Councils December 2017. Three specific policies are relevant to this report, firstly Policy SA1 – Strategic Allocations, secondly Policy A7 - West Cheltenham and thirdly, Policy SD5 – Green Belt.
- 1.2 Policy SA1 is a delivery policy that sets the context of how the JCS strategic allocations will be delivered. It requires that development proposals should enable a comprehensive scheme to be delivered via a masterplan. The policy sets out expectations in policy terms of use of local green space, the planning of infrastructure and strategy for transport.
- 1.3 Policy A7 formally designates land at West Cheltenham for approximately 1,100 new homes and approximately 45 hectares of employment land to be focussed upon a cyber security hub. The policy provides detail within the context of Policy SA1 and Policy SD5 relating to comprehensive master planning, constraints and transport.
- 1.4 Policy SD5 details the JCS policy for green belt, this also includes land identified to meet longer term development needs and allocated as safeguarded land. Land at West Cheltenham immediately adjacent to land allocated for development by Policy A7 is safeguarded. The trigger for development on this area is through a review of the JCS. The policy sets out criteria for development proposals, should such land be released, in terms on integration, transport and infrastructure and not leading to piecemeal, isolated or inefficient use of land in this area.
- 1.5 In spring 2019 the local planning authorities of Cheltenham and Tewkesbury agreed to the commissioning of consultants to prepare a masterplan SPD for West Cheltenham. It was agreed jointly across the two councils that in order to drive quality both in terms of physical buildings, but also good place making in terms of connectivity to existing communities, transport, green space, infrastructure and sustainability, then the councils needed to take a more directional role in the steering of delivery outcomes. Having an SPD in place will provide further planning guidance to supplement JCS policy A7 and add value in the determination of future planning applications.
- 1.6 6 consultancy bids were submitted via Homes England Framework. Following assessment, including interview of 3 shortlisted bids, consultants Avison Young were appointed.
- 1.7 The draft SPD, the subject of this report, has been prepared under the provisions of The Town and Country Planning (Local Planning)(England) Regulations 2012. It is important that the Council as local planning authority takes a lead in the planning of the major strategic allocation at West Cheltenham, by doing so it provides an opportunity for community and stakeholder engagement on the SPD before any decisions are made on this key aspect of delivery of the JCS.

2. Garden Community

- 2.1 In November 2018 a joint bid by Cheltenham and Tewkesbury Councils was made to the Garden Communities programme. The impetus to submit a bid was twofold, firstly concerns around pre application engagement with the site promoters at that time to deliver a successful comprehensive development that embedded the principles of sustainable and mixed communities as set out by the JCS, and secondly to drive the agenda of Cyber Central, building on this opportunity to drive exceptional quality and innovation.
- 2.2 Homes England supported the bid for Garden Communities and this status was awarded June 2019. In providing Garden Community Status to the delivery of West Cheltenham, Homes England will be looking for clear demonstration against the principles set out in the bid, including:
- Diverse living options – varied affordable and flexible tenancies with the first 1000 homes being delivered by CBC
 - Connected – an accessible development that is physically, digitally and culturally integrated
 - A 24/7 campus – a dynamic community that integrates a diverse mixture of uses and people
 - Inclusive – a transformational development that creates strong communities
 - Healthy – a green and biodiverse development that encourages physical and mental well-being
 - Environmentally innovative – an ecologically friendly development that is restorative to its natural surroundings
 - A smart ecosystem – a connected community that is digitally, environmentally and socially intelligent
 - Intense & tranquil – a vibrant and thriving community within a unique landscape setting
 - A world class campus – a collaborative community that brings together leading cyber businesses and innovators alongside academic facilities dedicated to cyber and digital technologies.
- 2.3 In developing this SPD, taking fully into account the principles of Garden Communities we have a unique opportunity to deliver a national exemplar, planning for a pioneering new community that combines world class cyber business and academic facilities, exemplar housing and state of the art amenity and leisure facilities in a highly accessible and environmentally sustainable development. In drafting this SPD Homes England have been fully engaged.

3. Consultation and Feedback

- 3.1 Engagement with the local community and wider stakeholders has been an integral part of the masterplanning process, this has included;
- Internal officer working group - comprising officers from across Cheltenham Borough Council, Tewkesbury Borough Council and Gloucestershire County Council with a remit to consider, advise and inform the emerging SPD, This group has fed into the drafting of the SPD.
 - Engagement with Homes England technical specialists' team.
 - Engagement with stakeholders including NHS, County Education, Gloucestershire Highways, Wildlife and Wetlands Trust, GCHQ, infrastructure providers. Informal engagement has taken place together with an evening workshop on 3rd September 2019. 32 people attended the workshop representing the following groups:

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BAE Systems, Bamboo Technology Group, Boddington Parish Council, Cheltenham Borough Homes, Cheltenham churches, Cheltenham Borough Council, Church of England, First LEP, Gloucestershire County Council, Gloucester Local Nature Partnership, Hester's Way Neighbourhood Plan Forum, Hester's Way Partnership, local residents, Police, Stagecoach West, Swindon Parish Council, Tewkesbury Borough Council, Uckington Parish Council, University of Gloucestershire and, Wildfowl and Wetlands Trust.

- Four community drop in events were held at the following times and locations;
 - 11th September, 12:30-3pm at Hester's Way Community Centre
 - 11th September, 3:30-5:30pm at Springbank Community Centre
 - 19th September, 1-3:30pm at Tewkesbury-Cheltenham West Community Fire Station
 - 19th September, 4:30-7:30pm at Gloucestershire College

The community drop in events provided the opportunity for local residents to give their thoughts and ideas about the area, and the key opportunities as the masterplan was developed. A large map of the area was tabled alongside information boards introducing the project and key diagrams showing our initial ideas. 210 people attended across the four events. Whilst many wider stakeholders and local groups recognise the benefits of Cyber Central and the opportunities it brings for existing and new residents, residents at engagement sessions nearest to the site raised localised issues relating to boundaries, loss of green space and views, and regarding trees and hedgerows.

3.2 The feedback from the engagement to date has been invaluable in shaping the masterplanning process and has resulted in redrafting of the SPD in a number of key areas. From the feedback received during this stage of engagement, we have amended the SPD in the following ways:

- Emphasis on green spaces close to the existing community - the plan has been altered following drop-in events with local residents who were supportive of a new park close to the Springbank neighbourhood.
- Impact of traffic and car parking - aiming for the new development to have enough car parking to serve the employment and residential areas. Sustainable transport modes including improved bus networks and cycle networks will also contribute to improving access and reducing the reliance on the private car.
- Spreading the impact of employment - although the focus for the employment area will be to the south of the SPD area, close to GCHQ, conversations have highlighted the opportunity to focus some employment space with good access to the new road to J10 of the M5.
- Integration - comments have strengthened the focus on delivering links and shared facilities for new and existing residents.
- Response to climate change emergency – opportunity to be innovative.

4. Consultation on draft SPD

4.1 Consultation on this SPD will be undertaken collaboratively by Cheltenham and Tewkesbury Councils and facilitated by the Avison Young consultancy team under the provisions of The Town and Country Planning (Local Planning)(England) Regulations 2012.

4.2 Consultation on the SPD will be undertaken in accordance with the Council's Statement of Community Involvement (SCI). The SCI is available to view on the Council's website: www.cheltenham.gov.uk/info/46/planning_policy/1040/statement_of_community_involvement

- 4.3** Consultation will take place for 5 weeks beginning 13th January 2020 and closing 5pm 17th February 2020. The minimum period for consultation as set by The Town and Country Planning (Local Planning)(England) Regulations 2012 is 4 weeks.
- 4.4** To aid consultation an online community platform is being created by consultancy Commonplace. This will supplement engagement via our more traditional routes of council websites, general notifications and face to face engagement. Using this platform will help the councils reach those who don't engage through the more traditional channels to help us balance our understanding of community needs and views on the draft SPD. Using this platform will give the councils real time community feedback, allowing us to focus our resources on amendments needed to the SPD.
- 4.5** The following list provides the range of consultation methods that will be utilised;
- Commonplace online community platform
 - Letters/e-mails to all interested parties via CBC/TBC online database, including all councillors and relevant parish councils
 - Leaflet drop to locality directly impacted by the area of the SPD
 - E-mails to Gloucestershire Voluntary and Community Sector
 - Press releases
 - CBC/TBC website
 - CBC/TBC social media accounts (Facebook and Twitter)
 - Posters
 - Public exhibitions
 - Deposit locations for hard copies at council offices, community centres and libraries
- 4.6** Any person may make representations on the SPD. Any such representations must be received by the local planning authority by the date specified.
- 4.7** A consultation statement is provided at appendix 3 of this report.
- 4.8** Technical appendices will be prepared to support the SPD for the purposes of consultations including analysis of site context and constraints and a full summary of the early engagement work with stakeholders and the wider community.

5. Reasons for recommendations

- 5.1** Having an SPD in place for West Cheltenham will support the Council in exercising its responsibilities as a Local Planning Authority. An SPD, once approved will help guide future decision making and will have material weight in decision making.

6. Alternative options considered

- 6.1** Consideration was given to producing the SPD in house, however due to demands of the Planning Policy teams across Cheltenham and Tewkesbury and commitments to the review of the JCS, preparation of the Cheltenham Plan and Tewkesbury Borough Plan, together with limited in-house urban design resource neither the time or specialist skills were available to deliver an SPD in a timely manner.
- 6.2** Given the strategic importance of the delivery of West Cheltenham it was not considered suitable to not prepare an SPD.

7. Performance management – monitoring and review

7.1 Following adoption, the Council will monitor the effectiveness of the SPD as part of the planning and development process and will use the results to review policies and practices if necessary.

Report author	Contact: Director of Planning tracey.crews@cheltenham.gov.uk 01242 264126
Appendices	<ol style="list-style-type: none"> 1. Risk Assessment 2. Draft Cyber Central Garden Community Supplementary Planning Document 3. Consultation Statement
Background information	Gloucester, Cheltenham and Tewkesbury Joint Core Strategy https://www.jointcorestrategy.org/

The risk				Original risk score (impact x likelihood)			Managing risk				
Risk ref.	Risk description	Risk Owner	Date raised	Impact 1-5	Likelihood 1-6	Score	Control	Action	Deadline	Responsible officer	Transferred to risk register
	If timely progress is not made on the production and adoption of the Cyber Central Garden Community Supplementary Planning Document it will be more difficult to embed masterplanning principles to deliver against garden community outcomes at the development management stage.	Director of Planning	29/11/2019	4	2	8	Accept	Commence consultation on draft SPD by 13 th January 2020. Seek adoption of the SPD by April 2020.	April 2020	Director of Planning	
<p>Explanatory notes</p> <p>Impact – an assessment of the impact if the risk occurs on a scale of 1-5 (1 being least impact and 5 being major or critical)</p> <p>Likelihood – how likely is it that the risk will occur on a scale of 1-6 (1 being almost impossible, 2 is very low, 3 is low, 4 significant, 5 high and 6 a very high probability)</p> <p>Control - Either: Reduce / Accept / Transfer to 3rd party / Close</p>											

CYBER CENTRAL GARDEN COMMUNITY

WEST CHELTENHAM STRATEGIC MASTERPLAN

DRAFT SUPPLEMENTARY
PLANNING DOCUMENT
December 2019





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PART

A

INTRODUCTION
AND CONTEXT



1 Introduction

1.1 A unique opportunity

Cheltenham is located at the heart of 'Cyber Valley', a regional-scale cluster of cyber-related businesses running along the Severn Valley, but also connects into a much larger 'cyber arc' running from Birmingham to Bristol and beyond. The establishment of Cyber Central – a new cyber security mixed-use cluster in West Cheltenham – is becoming the centrepiece of the town's and wider Gloucestershire's economic development strategy, as set out in the emerging Local Industrial Strategy and Gloucestershire Strategic Economic Plan.

Responding positively to the Government's Garden Communities and National Cyber Security agendas, the objective is to deliver a pioneering new community that combines world-class cyber business and academic facilities, exemplar housing and state-of-the-art amenity and leisure facilities in a highly accessible and environmentally sustainable development.

As part of a number of key strategic sites being identified in the Joint Core Strategy, the site presents a unique opportunity to proactively deliver new investment, new jobs, new homes and new infrastructure in an innovative environmentally sensitive manner. Key requirements for the allocated site can be summarised as follows:

- The delivery of approximately 3,000 new homes, including affordable housing and diverse living options;
- The creation of a mixed-use Cyber Central Cluster including the creation of over 50 Ha of land, bringing together leading cyber businesses and innovators alongside academic facilities dedicated to cyber and digital technologies;
- Creating a cohesive site wide green infrastructure, for the benefit of people, environment and wildlife;
- The establishment of a diverse and vibrant neighbourhood with activities throughout the day and into the evening;
- A development which creates new and helps to transform existing communities, ensuring they are healthy, biodiverse environments which encourage physical and social wellbeing;
- An exemplar development, setting high sustainability and design standards that is responsive to the character of the landscape;
- Deploying new 'smart' technologies to reduce the use of resources including water and energy in both the development construction process, long term use of buildings and environments, and transport connections to, through and from the site; and
- An accessible development that is physically, digitally and culturally integrated.

Context

- 1.1.1 Since the arrival in Cheltenham of GCHQ in the 1950s, the town and its people have played an increasingly important role in the cyber security sector. This role was emphatically underwritten with GCHQ's decision to consolidate operations in West Cheltenham. Their 'Doughnut' HQ facility, which opened in 2005, is a strong and prominent symbol of the existing importance of the cyber security sector in the town, which now boasts an existing cluster of over 200 organisations. Investment has continued, with the GCHQ Cyber Accelerator programme opening in 2017 which provides support for start ups in the UK's cyber security sector.
- 1.1.2 The National Cyber Security Strategy and Industrial Strategy place huge importance on cyber growth. Cheltenham Borough Council's economic development ambitions as defined by the Cheltenham Place Vision, GFirst LEP's Local Industrial Strategy and the Gloucestershire Strategic Economic Plan have all found that tapping into growth opportunities in the cyber security sector will produce high value, high growth employment opportunities which will help achieve key objectives of both of these strategies. Co-ordinated effort to support growth in this sector will help to boost productivity.
- 1.1.3 Cyber Central will be the first of its kind in the UK; a unique location dedicated to the development of cyber research, skills and capability to counter a threat estimated to cost the UK up to £30bn annually. The ambition is to deliver one of the best places in the world to design, create, grow and operate innovative cyber security businesses of any scale. Cyber Central will be a campus that integrates high-tech workplaces with academic facilities, accommodation and leisure, attracting and developing the best talent. These cutting edge facilities will be set within a new garden community with homes of all tenures and types, contributing significantly to local housing needs.

Policy framework and infrastructure needs

- 1.1.4 The full potential of this unique employment-led mixed use development opportunity in West Cheltenham was considered during the preparation of the Gloucester, Cheltenham and Tewkesbury Joint Core Strategy (JCS), adopted in December 2017. This was a direct response to the longer term economic challenges and the need for new employment land. Working with key stakeholders, the JCS Councils collaboratively crafted a new growth strategy for the area.
- 1.1.5 Under JCS Policy A7, the site has been allocated for employment, housing and wider mixed-use development with the ambition to attract very significant levels of inward investment whilst also helping neighbouring communities to regenerate and actively engage in the opportunities new development will create.
- 1.1.6 Connectivity is key for West Cheltenham to maximise its potential, ensuring both direct access to the motorway and the effectiveness of the local highway network, through physical connections and suitable linkages for sustainable transport options. West Cheltenham's close proximity to the M5 is, however, currently undermined by its relatively poor accessibility to the national road network. Cheltenham and Tewkesbury councils are working with Gloucestershire County Council and Highways England to gain government support and direct funding, via the Housing Infrastructure Fund, to deliver upgrades to Junction 10 (M5) to ensure it can fully support the strategic growth earmarked for North and North West Cheltenham.
- 1.1.7 The SPD also seeks to respond to the recent publication of national design guidance (October 2019)¹.

¹ <https://www.gov.uk/government/publications/national-design-guide>

Cyber Central Garden Community

- 1.1.8 The national housing crisis is presenting acute housing supply challenges across the country and particularly the south of England. Homes England, the Government's non-departmental body tasked with accelerating the delivery of housing across England, share Cheltenham and Tewkesbury's vision and ambition for the establishment of a new garden community in Cheltenham. The vision for Cyber Central in West Cheltenham encompasses the widest spectrum of uses and activities, clustered around the core cyber security commercial and research activities, to create an integrated and connected new garden community.
- 1.1.9 There are a number of key elements from the joint Garden Communities bid submitted by Cheltenham and Tewkesbury councils that are intended to be carried through into this SPD including:
- Diverse living options – varied affordable and flexible tenancies with the significant numbers of homes possibly being delivered by CBC
 - Connected – an accessible development that is physically, digitally and culturally integrated
 - A 24/7 campus – a dynamic community that integrates a diverse mixture of uses and people
 - Inclusive – a transformational development that creates strong communities
 - Healthy – a green and biodiverse development that encourages physical and mental well-being
 - Environmentally innovative – an ecologically friendly development that is restorative to its natural surroundings in pursuit of carbon neutrality.
- A smart ecosystem - a connected community that is digitally, environmentally and socially intelligent
 - Intense & tranquil – a vibrant and thriving community within a unique landscape setting
 - A world class campus – a collaborative community that brings together leading cyber businesses and innovators alongside academic facilities dedicated to cyber and digital technologies.
- 1.1.10 Significant challenges will need to be addressed to help realise the potential, but collaborative and co-ordinated action is now being taken to address these issues. Land has been safeguarded for further phases of growth. As well as providing supplementary guidance to help co-ordinate new development within the allocated site, this SPD also looks beyond the current plan period towards further phases of growth, highlighting the potentially very significant benefits associated with the relocation of the Hayden Sewage Treatment Works.
- A living document**
- 1.1.11 This SPD, prepared with the benefit of wide-ranging public and stakeholder engagement, presents a broad and flexible masterplan framework for the allocation site and adjacent safeguarded land. Detailed proposals will be expected, through the development management process, to respond positively to the objectives, principles and guidance contained in this SPD which supplement relevant JCS policies. See also 1.3 below for more information on the status of the document.

1.2 The site

- 1.2.1 The SPD area is shown in Figure 1 which outlines both the strategic allocation land identified in the JCS and the land safeguarded to the west which is earmarked to come forward in the next plan period. The SPD area is located to the west of Cheltenham between the westerly extent of the town and the M5 corridor. The land sits between Junction 10 and 11 of the M5.
- 1.2.2 The 132 Ha allocated site extends from the A4019 in the north to Pheasant Lane in the south. It borders the residential communities of Hester's Way, Springbank and Fiddler's Green to the east. Some of these communities suffer from significant issues of deprivation and therefore the delivery of regeneration benefits from this development is of key importance. The site's western boundary runs along Hayden Lane and the field boundaries close to Hayden Village. The 69 Ha safeguarded area takes in the Hayden Sewage Treatment Works to the south west.
- 1.2.3 A larger strategic allocation site north of the Tewkesbury Road, Elms Park, covers an area of 320 Ha and along with the West Cheltenham site, forms part of the ambitious growth vision for Cheltenham. To the west of this is another area of safeguarded land covering an area of 150 Ha, again planning for Cheltenham's long term development needs.
- 1.2.4 The borough boundary between Cheltenham and Tewkesbury runs north-south through the SPD site and both councils have been joint collaborators on this SPD.

1.3 Status and structure

- 1.3.1 The purpose of this SPD is to provide further guidance and details relating to the interpretation of policies set out in the relevant Development Plans. In this case, the JCS. This SPD supplements a number of JCS policies, but in particular Policy A7 West Cheltenham. The relevant policies include:
- Policy SA1 - a delivery policy that sets the context of how the JCS strategic allocations will be delivered. Development proposals should enable a comprehensive scheme to be delivered via a masterplan. The policy sets out expectations in policy terms of use of local green space, the planning of infrastructure and transport.
 - Policy A7 - formally designates land at West Cheltenham for approximately 1,100 new homes and approximately 45 hectares of employment land. The policy provides detail within the context of Policy SA1 and Policy SD5 relating to comprehensive master planning, constraints and transport.
 - Policy SD5 - details the JCS policy for green belt, this also includes land identified to meet longer term development needs and allocated as safeguarded land. Land at West Cheltenham immediately adjacent to land allocated for development by Policy A7 is safeguarded. The trigger for development on this area is through a review of the JCS.
- 1.3.2 Public and stakeholder engagement has been central to the process of SPD preparation. Having been prepared in accordance with the relevant regulations, the SPD is a material planning consideration and will have substantial weight in the determination of relevant planning applications by the two local planning authorities.
- 1.3.3 This SPD is structured in two parts. Part A introduces the site and its context. Part B contains the strategic masterplan framework, objectives and key principles. This includes the vision and



key objectives for the site which are outlined over several key chapters. Guidance on Placemaking and more detailed design guidance for new development is contained, along with longer term strategic guidance on the potential redevelopment of the Hayden Sewage Treatment Works site.

- 1.3.4 A summary is also provided which set out the next steps and makes reference to a planning and delivery strategy which will be developed in parallel to the SPD.

- 1.3.5 The appendices sets out further detail on the site's context, its physical and environmental constraints and a summary of engagement activities to date.

Assessment matrix

- 1.3.6 New development proposals will be assessed against the objectives and principles outlined in this SPD using the assessment matrix in Section 9.2.

Figure 1 Location of site showing the allocated land (red outline) and safeguarded land (dashed red line)

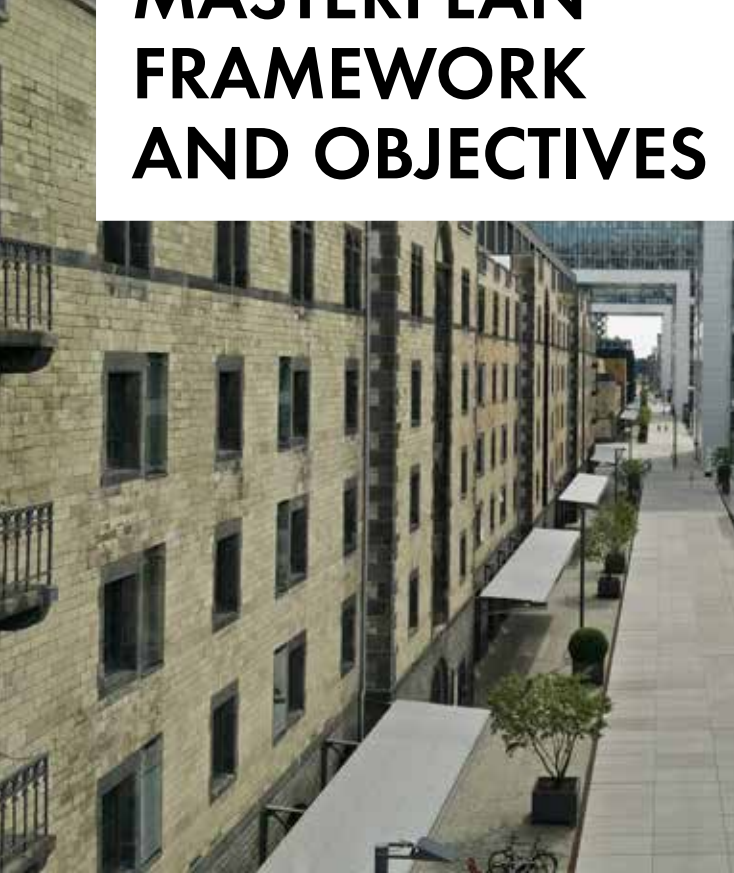




PART

B

**MASTERPLAN
FRAMEWORK
AND OBJECTIVES**



2 Vision and Strategic Objectives

2.1 Vision Statement

Cyber Central creates a vibrant pioneering community integrating hi-tech business, residential and leisure uses. At its heart the UK home of cyber, digital and creative sectors arising from Cheltenham's international reputation for leadership in cyber innovation. This is a sector that is experiencing rapid growth. The ability for the industry to scale-up is essential to maintain and enhance the UK leading role. With a significant development site adjacent to GCHQ in a highly accessible location with great connectivity, the opportunity exists to create a destination of global significance.

This is a place that is culturally rich and exciting, where the edges are blurred between living, working and play. A magnet for businesses, leaders, creators and innovators, built around a strong sense of community, somewhere exciting with soul and with a clear identity. Its energy and creative core will be an attractor to entrepreneurs and investors as much as it will be to local people and visitors.

Cyber Central will be the UK home of hi-tech innovation, nurturing an environment of creativity and collaboration. It is a place where this deep rooted pioneering culture thrives; a place where the boundaries of innovative thinking are constantly pushed. A place that bright minds and young talent co-create and want to live.

It will require the highest standards of environmental sustainability integrating exemplar homes as part of a thriving campus and garden community, defined by its quality in design, public spaces and approach to connectivity both digitally and physically.

Located in the heart of the UK, and anchored between existing centres of industrial and academic excellence in cyber tech such as Bristol, Oxford, Bath, Cardiff, Malvern and Warwick. This significant site is in a highly accessible location with great connectivity.

2.2 The masterplan framework and strategic objectives

2.2.1 The Cyber Central Garden Community Framework Masterplan is presented in Figure 2. The Masterplan Framework encapsulates a number of key objectives for the delivery of the Cyber Central Garden Community. These objectives are as follows:

- **OBJECTIVE A:** Embracing the highest standards of sustainability through ensuring development is resource efficient and carbon neutral; resilient through the application of sponge city principles; will enrich local biodiversity; forms the basis of a sustainable community and embraces the opportunity for sustainable transport and full urban integration.
- **OBJECTIVE B:** Cyber Central, a new and unique dedicated campus for the cyber-tech community, will be the focus of a vibrant, integrated, inclusive and diverse range of uses and activities, serving existing and new communities at densities which make effective use of land.
- **OBJECTIVE C:** Working with the natural landscape and its features to create new environments which integrate existing landscape assets; provision of generous and flexible network of formal and informal open spaces of varying scales which help to integrate with and connect to new and existing communities; create landscapes which help to minimise and mitigate flood risk; promote local food production; support and promote local public art initiatives; and, benefit from an appropriately resourced management regime.
- **OBJECTIVE D:** An integrated and connected extension of West Cheltenham through the establishment of an open and permeable network of streets and routes; the design and delivery of streets and junctions which prioritise the needs of people and sustainable modes of transport; the provision new direct connections to existing communities and facilities; and, a flexible approach to the application of parking standards to ensure development promotes modal shift.
- **OBJECTIVE E:** Promoting the highest standards of design quality through making effective use of land through higher density development, learning from local, national and international exemplars of good design, and applying good urban design principles.


2.2.2 It should be noted that this masterplan framework is indicative and for illustrative purposes only. Whilst it has been prepared in view of a high level understanding of the site's environmental, utilities related, topographic and other assets and constraints, it is meant to be a flexible framework. More detailed work will be required to ensure compliance with all relevant policies in the development plan and that development proposals are viable.

2.2.3 Under each objective, a number of key principles, each with supporting guidance, is outlined in the following sections. These objectives, principles and their guidance will be used when assessing development proposals for the site. See 9.2 for the Qualitative Assessment Matrix which will be used during that assessment process.

Key

- **Higher density mixed use** - Cyber Central related activities including the Innovation Centre, workspace, R&D and academic space, retail and support services
- **Mid density mixed use** - general mixed use development including commercial, community and residential uses
- **Mid density development** - housing-led garden communities including community infrastructure
-  **Cyber Central hub** - cluster of employment, retail, leisure and community activity

- Primary most suitable for ground floor commercial, retail, community and leisure uses
- Formal landscape frontage - development should address these key public spaces
- ↔ Connection with existing green space - urban integration

- ★ Key proposed flexible green open spaces
- Existing bus route
- - - Potential / enhanced bus route
- Pedestrian/cycle connection
-  Vehicular access/connection (major & minor)

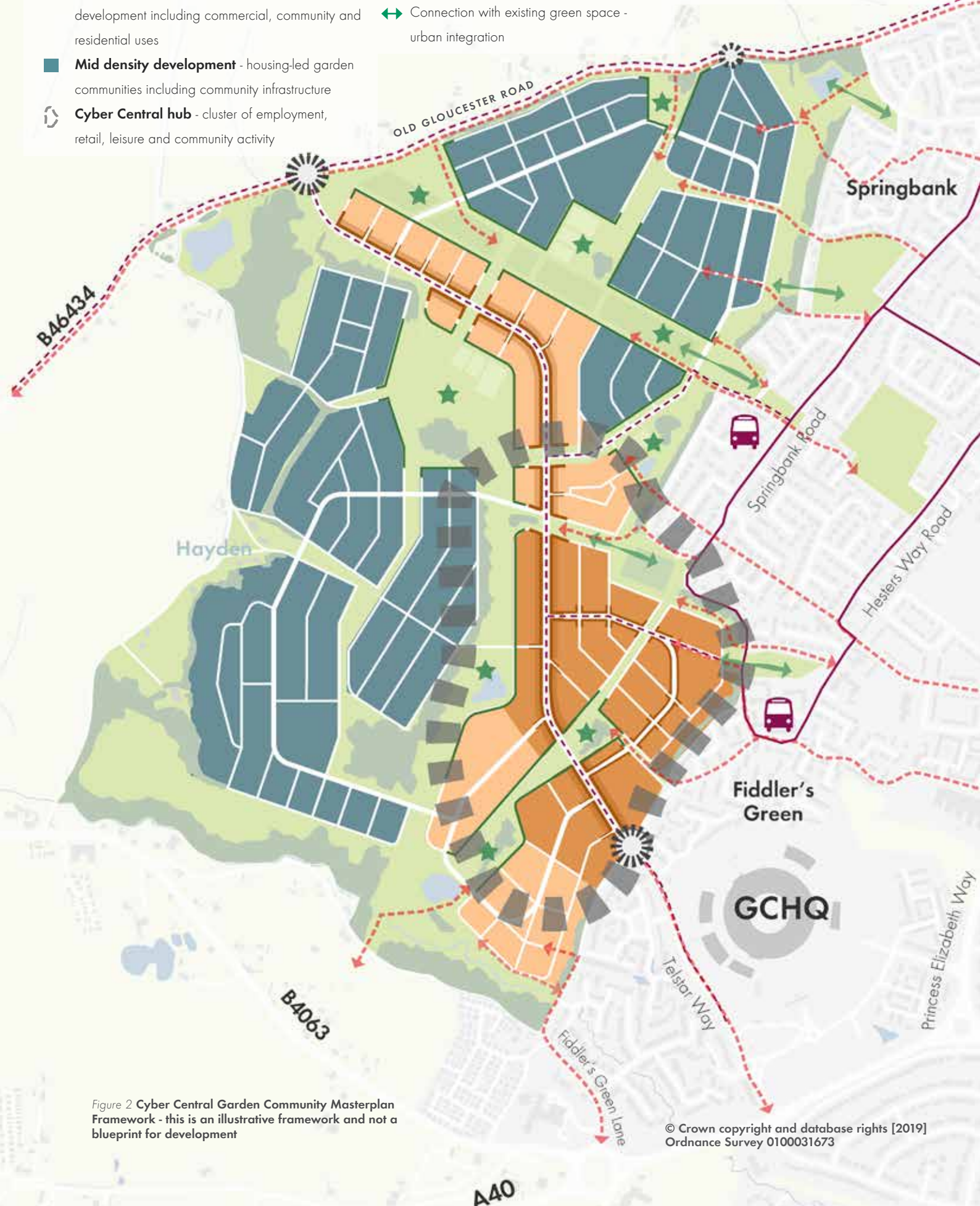


Figure 2 Cyber Central Garden Community Masterplan Framework - this is an illustrative framework and not a blueprint for development

2.3 Key benefits to the wider area

2.3.1 A key objective of the Cyber Central Garden Community Framework Masterplan is to deliver a range of benefits to the wider community and existing residents in the West Cheltenham area. Responding to each of the identified objectives which are addressed in turn in the following sections, the lists below highlight some of the key wider community benefits and improvements that will be made as the development of the Cyber Central Garden Community is delivered:

Objective A - Sustainability

- Infrastructure investment to make the local area more resilient
- Measures to help manage local flood risk which benefits the wider community
- Ecological net gains which will benefit all residents in the wider area
- Provision of new open spaces and community facilities which are accessible to all existing residents
- A new integrated mixed community which is integrated with existing neighbourhoods
- Improvements to local public transport facilities, including improved links to Cheltenham Spa station
- Potential for lower energy bills for residents

Objective B - Land uses and activities

- New community facilities to complement existing local provision and open to the existing community
- New leisure and community services, accessible to existing local residents
- A new local centre to support local community life without undermining but supporting existing local facilities

- Significant new jobs created in this growth sector and inspiration to future generations seeking to address the current levels of deprivation in surrounding areas
- Wider benefits to help strengthen the local supply chain
- Increased local spend will benefit the local economy including potential investment in Coronation Square
- Strengthening links with local education providers to offer improved choices and enhanced facilities to local people in education

Objective C - Landscape

- Extensions to local open spaces
- Creation of a new network of landscape spaces, open to all
- New allotments to help meet increased needs
- New sports facilities
- Enhancements to local biodiversity

Objective D - Movement

- New street network will ensure new facilities are fully integrated with and connected to existing communities
- Expansive network of connected pedestrian and cycle routes and paths
- Improved access to Cheltenham Station and the town centre
- Expansion of and improvements to local bus services and network
- Opportunities for existing local people to gain access to bicycle and car hire schemes



3 Embracing the highest standards of sustainability

3.1 Introduction

- 3.1.1 Alongside many of its partners, Cheltenham Borough Council has declared a climate emergency and is committed to making Cheltenham carbon neutral by 2030.
- 3.1.2 Strategic developments of this scale and nature present unique opportunities to deliver an exemplar development in sustainability, which form catalysts for surrounding communities.
- 3.1.3 Supported and served by completely new site infrastructure, the Cyber Central Garden Community will help demonstrate the far reaching and long-term benefits of planning positively for more sustainable patterns of living and working. The application of smart technologies will have a central role to play in meeting public pledges made to carbon reduction.
- 3.1.4 The sustainability strategy for West Cheltenham is formed of five key themes, within which we outline both the aspiration and several key opportunities specific to the site.
- Resource efficiency
 - Resilience
 - Connection to nature
 - Community and culture
 - Mobility
- 3.1.5 The principles outlined below cover some of the core issues associated with delivering sustainable development and environmental resilience, but all the principles outlined in this SPD have an important role to play in delivering sustainable, carbon neutral, growth which takes proper account of the current climate emergency.
- 3.1.6 Development proposals will be assessed against the following key principles to ensure new proposals within the Cyber Central Garden Community meet this objective. Delivering against this objective will require long term prioritisation of this issue. This action might require the prioritisation of delivery objectives.

The adjacent plan is numbered to highlight some of the key points of the sustainability strategy for West Cheltenham, as follows:

- 1 Site-wide sustainable water conservation and management strategy, including sustainable drainage measures, attenuation areas and technologies to reduce water consumption.
- 2 New development which implements zero/low carbon technologies, delivering buildings with low energy and water demands.
- 3 A permeable network of streets and lanes, which respects existing Public Rights of Way, to help to encourage active and sustainable travel choices.
- 4 Direct pedestrian and cycle connections with immediately adjacent neighbourhoods to help ensure integration and facilitate regeneration.
- 5 Delivery of essential community infrastructure to meet the needs of a growing population.
- 6 A mixed use new community delivering a balance of new jobs and homes.
- 7 Integration of retail, services and community uses that help meet the daily local needs of residents, workers and visitors
- 8 Extension of local allotments - which act as an increasingly important ecological and social/community resource.

Smart Cities

- 3.1.7 Smart city principles will underpin the planning and delivery of the Cyber Central Garden Community. However, this will present challenges and conflicts given the rapidly evolving thinking around the provision of smart infrastructure. These conflicts must be managed and risks identified including timescale and viability considerations for implementation.
- 3.1.8 Therefore the approach within this SPD and masterplan framework is to ensure that infrastructure which is to be delivered from the start of the scheme is done so on the basis of applying smart place thinking and smart place planning. In practical terms this means streets and buildings being well designed at detailed planning stages to ensure that they can support smart technologies as they evolve.
- 3.1.9 See the box on Page 19 below for more reflections on how the principles of Smart Cities could be applied in West Cheltenham.

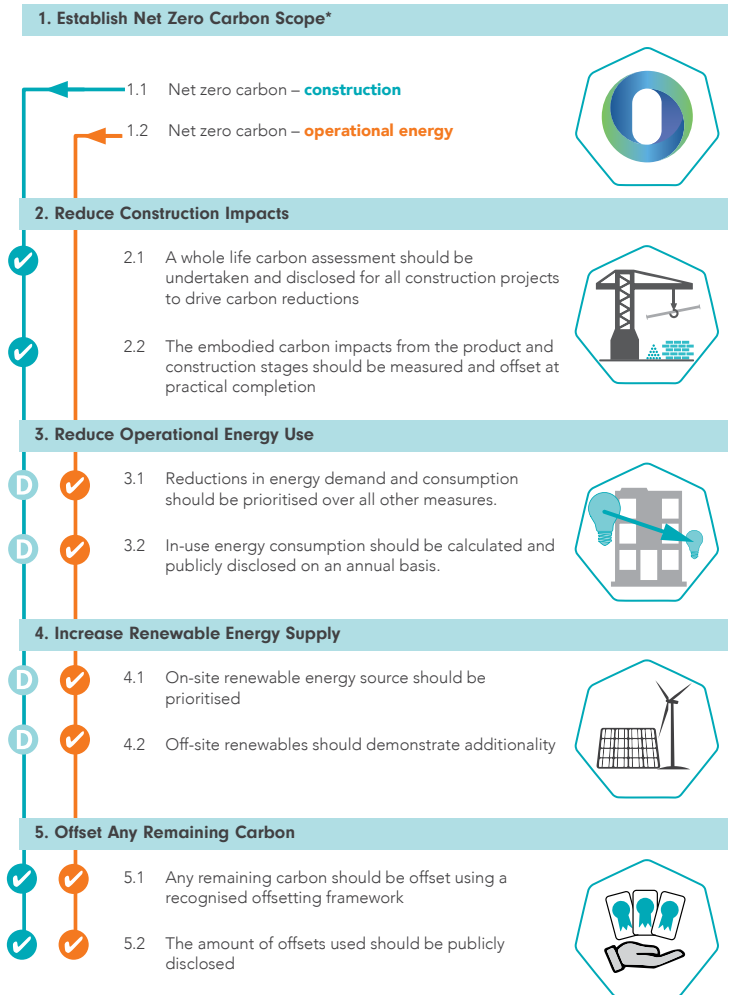


Figure 3 Plan showing sustainability interventions

3.2 Key sustainability principles

A1. Resource efficiency: New development at Cyber Central Garden Community will be net carbon zero (or better) and an exemplar in water and energy conservation and waste management, employing the highest standards of environmental sustainability

- 3.2.1 Low or zero carbon (LZC) technologies will be installed throughout the site, at both at individual plot and community level (see Figure 4 for guidance on steps to achieve a net zero carbon building). Creating decentralised community energy centres for heat and power will add to a sense of social participation and responsible energy management, as well as offering an opportunity for cheaper, greener energy.
- 3.2.2 Technologies such as solar PV, wind, waste to energy, solar thermal and heat pumps (air, water, ground-source) will all have a role to play. The use of active network management tools alongside these technologies will enable the energy-user to control how their energy is used and when. Whilst this up-front investment carry a financial cost, it will help to reduce long term development cost and will help future proof the scheme as a whole.
- 3.2.3 Site-wide masterplanning will take account of opportunities to maximise solar/wind potential whilst minimising wider detrimental impact to views and conflicts with existing landscape assets.
- 3.2.4 An integrated strategy incorporating renewable technologies, energy storage and smart metering/controls will be required. The implementation of an on-site smart-grid will be pivotal in delivering an infrastructure strategy that minimises energy use and positively contributes to decarbonising and decentralising the energy networks.
- 3.2.5 Waste management forms a key part of Gloucestershire planning policy and is contained within its Waste Core Strategy. The scheme



D New buildings and major refurbishments targeting net zero carbon for construction should be designed to achieve net zero carbon for operational energy by considering these principles.

* Please also note, a further scope for net zero whole life carbon (1.3) will be developed in the future.

Figure 4 Steps to Achieving a Net Zero Carbon Building, from Net Zero Carbon Building - A Framework Definition by the UK Green Building Council (UKGBC 2019).

will adopt the principles of the waste hierarchy by minimising waste and promoting material recovery of any construction and demolition waste. In operational terms development should prioritise waste prevention, re-use, recycle, recovery and disposal only as a last resort. Early engagement with Cheltenham and Tewkesbury Councils waste service UBICO will be essential to collaboratively develop effective solutions for waste minimisation and efficiency in disposal.

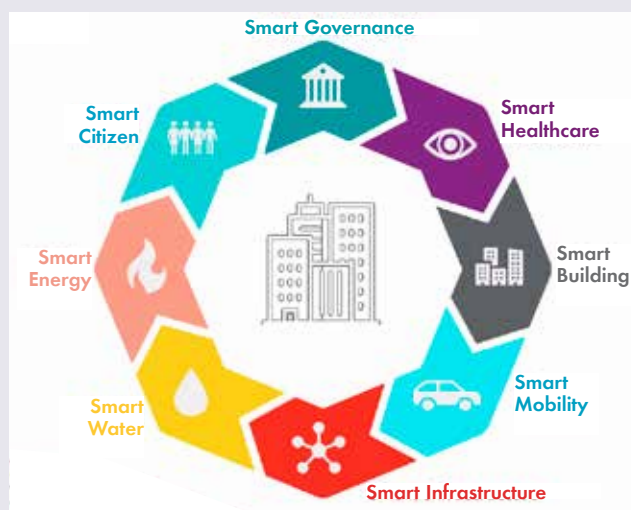
Smart City principles: Opportunities in West Cheltenham

The application of 'Smart City' principles, utilising information technology in the design and management of our cities, towns and villages, offers potentially revolutionary opportunities to improve the efficiency and effectiveness in the delivery of public services and utilities.

The potential to deliver benefits from applying new technologies to existing and planned neighbourhoods and communities should be fully explored with the relevant authorities. These benefits could include but should not be limited to:

- Incorporating measure of reducing energy consumption in buildings:** Buildings will be built to high energy efficiency standards to reduce the need to heating/cooling. In addition, new development will be encouraged to employ smart heating and ventilation systems which use IT to help reduce unnecessary heating and cooling processes.
- Introducing measures for on-site electricity generation:** This will help to reduce energy costs for those in the area, including existing residents in adjacent neighbourhoods. Working with existing housing agencies in both the management of existing stock and the provision and management of new dwellings, smart technologies, potentially designed into new buildings from the outset, can help to move new development towards the Councils' net zero carbon targets.
- Providing live information on public transport services:** Cheltenham town centre already benefits from the provision of live travel information at bus stops, but expanding these measures to surrounding areas will help reduce waiting times, increase revenues for operators, and help support the shift towards more sustainable modes of transport.
- Introducing smart approaches to storing, collecting and processing waste:** The smart waste collection solutions are being developed by waste management companies to improve efficiency of waste collection services. They are based on a network of sensors - acting as fill gauges and identification chips - installed on waste containers. The approach gives those involved - the collection operator and local policy makers - the possibility of anticipating new economic models, including individual incentive pricing that benefits all the parties concerned and users in particular. The benefits are potentially wide ranging, but will help to optimize sorting practices, particularly among the public, and, ultimately, will reduce the volume of waste overall.
- Creation of a digital twin:** A visualisation model of the site that can assist in the customisation of the housing product which may link with modern methods of construction. There is scope for this technology to also support the capturing of data flows from smart infrastructure and associated revenue streams to help to maintain and manage the site via a management company.

Figure 5 A smart city is a designation given to a city that incorporates information and communication technologies (ICT) to enhance the quality and performance of urban services
©AESG, 2019



- 3.2.6 The new development within West Cheltenham will promote the shift towards a circular economy. This will include disclosure of material embodied carbon and material efficiency at design stages, exemplary levels of recycling and reuse during construction, modularisation and standardisation of components and the ability to disassemble components for reuse at end of life.
- 3.2.7 The adjacent Hayden Sewage Treatment works could provide opportunities in terms of waste heat or energy production. However, as this site is being earmarked for a future phase of development, decisions regarding further investment in this facility will need to be taken in view of the facility's potential future relocation.

A2. Resilience: The design of new buildings, streets, open spaces and other required infrastructure will ensure new development is resilient in terms of flooding and overheating

- 3.2.8 Minimise the risk of flooding through the incorporation of sustainable drainage measures. This will include the provision of street trees, landscape verges including swales and the use of permeable surfaces. This thinking should extend across all scales, from how surface water is managed as it moves across the site to how rainwater and greywater could be harvested and reused to reduce the site's environmental footprint.
- 3.2.9 Careful development of building form and position of glazing in response to orientation is required. Minimising the solar exposure of south and west facing glazed elements reduces risk of overheating during summer months. Careful street planning and provision of external shading (including shading devices, balconies and facade articulation) will be used to limit solar exposure.
- 3.2.10 Increasing the provision of blue and green infrastructure and proximity to green space and large water bodies (within 100m radius) reduces the localised impacts of heat island effect, absorbing less heat and stabilising temperatures during peak summer conditions.
- 3.2.11 The landscape strategy outlined in this SPD for the site as a whole (see Objective C) has been devised in response to the topographic profile of the site, with locations identified for the provision of stormwater attenuation. The generous network of open spaces will play an important role in helping to manage surface water and reduce the risk of flooding across the new community.
- 3.2.12 Flexibility in terms of how buildings and spaces might be used over the long term is a fundamental principle of sustainability. Developers will be asked to demonstrate how their proposals (buildings and spaces) have been designed to be flexible and capable of conversion, adaptation and reuse over the course of their life.



Figure 6 The "Triangle" by Glenn Howells Architects was supported by the Government's Low Carbon Investment Fund. Homes have bicycle storage built in to the front canopy of each house

Sponge City principles: Opportunities in West Cheltenham

'Sponge cities' incorporate urban design that aims to reduce the risk of floods, by enabling environments to absorb water. In bringing development proposals forward for the site, the role played by green infrastructure in reducing the risk of flooding should be considered at every scale.

Large area of impervious hardstanding should not be provided within dwellings, parking courts and other areas for parking should employ permeable surfaces, streets design should incorporate sustainable drainage measures, the design of public open spaces and the wider network of green spaces which help to link neighbourhoods together should be designed to retain existing landscape features such as hedgerows and trees, with new trees and planted



Figure 7 Upton SuDS flood attenuation measures integrated into public space design

areas provided. Within the wider green infrastructure network, appropriated sized water attenuation areas should be provided which are not in areas already liable to flood. These will provide, in the longer term, a valuable ecological resource.

A3. Connection to nature: Development at Cyber Central Garden Community will enrich local ecology and biodiversity and will take proper account of air quality issues

- 3.2.13 Air quality is an issue in West Cheltenham due largely to pollution from road vehicles. New development will need to consider off-site effects from traffic accessing and egressing sites through an existing area of poor air quality to ensure air quality remains within acceptable levels.
- 3.2.14 The provision of new, and management of existing, landscape areas and features across the entire site is one the most exciting aspects of the Cyber Central Garden Community. These will include the provision of informal naturally landscaped spaces; new allotment spaces to meet both existing currently unmet and future demand; formal sports provision; and, new high quality and well managed flexible formal spaces which provide opportunities for meanwhile uses, events and other outdoor activities.
- 3.2.15 The site's biodiversity and ecology opportunities are of particular significance, with scope for collaborative working with key partners within the Gloucestershire Local Nature Partnership. All principal public sector partners involved in bringing this site forward through the JCS have signed up to the Gloucestershire Green Infrastructure Pledge. New development will be assessed against the Building with Nature Benchmark.
- 3.2.16 Working collaboratively with the Gloucestershire Local Nature Partnership, and particularly the Wildfowl and Wetlands Trust, the site presents a unique opportunity to support and foster birdlife in the context of the nearby Slimbridge Wetland Centre.

A4. Community and culture: Cyber Central Garden Community will mature into a thriving and mixed sustainable community, providing jobs, homes and community facilities for existing and new residents in a beautiful landscape setting

- 3.2.17 The Cyber Central Garden Community will, first and foremost, be a place for people. The Garden Community will provide a diverse range of environments including vibrant tech-based flexible workspaces, local community hubs serving new and nearby existing neighbourhoods and mixed residential neighbourhoods with a mix of housing types and tenures.
- 3.2.18 A connected network of streets and lanes will ensure different districts and environments of the development are linked and fully integrated, the design of which helps to encourage active and sustainable patterns of movement.
- 3.2.19 Whilst potential locations for new school premises are identified in the masterplan framework, additional financial contributions will be required through a S106 agreement towards provision of pre-school and primary school places.
- 3.2.20 The proposed new secondary school at Elms Grove has been planned at a size to serve that housing development. Financial contributions will be required and additional land may be required within the SPD area to allow the secondary school to be planned at a larger size if necessary to meet increasing needs. However, timing and delivery of development will be critical and it may be necessary to provide additional places at All Saints Academy if the Elm Grove development is not progressing to the same timescale.

- 3.2.21 Through ongoing liaison with health care providers and their relevant authorities, contributions towards additional health facilities will be required to ensure the health needs of new communities are adequately catered for.



Figure 9 Precedents: Kingsbrook Aylesbury, Set a new benchmark for wildlife friendly housing development. 2,459 homes have been built on greenfield land, and designed so wildlife can move freely through the residential areas. Swift boxes are shown here, built into the roofs of new home

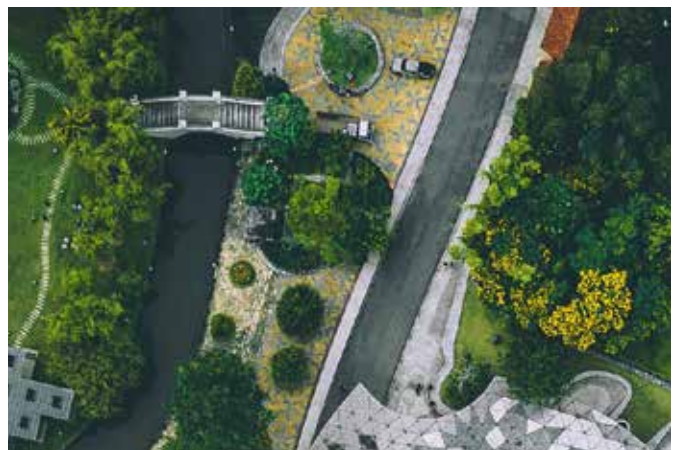


Figure 8 Flood management scheme

A5. Mobility: Cyber Central Garden Community will be an integrated and fully connected extension of west Cheltenham

- 3.2.22 New development will be supported by infrastructure which helps to support local employees, visitors and residents to choose active and sustainable modes of travel. Electric bicycle and car hire facilities will be required in new development to meet the day-to-day needs of those who live in, work in and visit the area. New development will embrace new technologies in the rapidly evolving car and mobility sector. Car charging facilities will be made available to new residents and dwellings will be designed to take proper account of the space requirements of bicycle ownership for all occupiers.
- 3.2.23 New smart street furniture provides the opportunity to help support the delivery of smart new technologies. Street lighting provides scope to improve the efficiency of street lighting as well as supporting other initiatives such as integrated CCTV, movement detection to support smart traffic management measures, air pollution detection and WiFi services.
- 3.2.24 Connections to existing public transport infrastructure will be provided and contributions to the delivery of improvements to existing services will be required. This will include improved cycle and walking linkages to Cheltenham Spa Railway Station, the expansion of existing bus services across the site, and the establishment of pedestrian and cycle linkages to immediately adjacent neighbourhoods, including the provision of safe routes to schools – both those provided within the development and those nearby planned or existing schools which will help to meet demand for school places from new

development. The site is well placed to benefit from more strategic improvements in public transport between Cheltenham and Gloucester, including the ambition to bring forward a mass transit option. Development at West Cheltenham should take proper account of any such opportunities through the provision of interchange facilities as part of any such provision or other appropriate contributions.



Figure 10 Top: scooter hire is convenient and integrated into local neighbourhoods and, Bottom: electric vehicle car clubs

4 A vibrant and diverse range of uses and activities, serving existing and new communities

4.1 Introduction

- 4.1.1 In 2015 as part of its revised National Cyber Security Strategy, the UK government announced that it would be setting up two Cyber Innovation Centres, one in London and one in Cheltenham. The innovation centre will foster an increase in the number of UK companies able to grow their business to a critical mass and compete internationally.
- 4.1.2 Cyber Central aims to be the first of its kind in the UK – a unique location dedicated to the development of cyber technology research, skills, business and capability. It will be an integrated and inclusive community where people can live, work and play and enjoy excellent quality of life.
- 4.1.3 Cyber Central will be a world class campus that integrates high-tech work places and academic facilities with supporting facilities which will serve those who live and work in the area. New dwellings will offer a wide range of living options and will support a tenure mix that matches the needs of the workforce in Cyber Central and the town more widely.
- 4.1.4 The Cyber Innovation Centre will measure itself against other world class facilities such as the Cyberspark Campus in Israel which is combining military intelligence, academia and industry in one place, and leading examples of innovation buildings such as the Bright building at Manchester Science Park.
- 4.1.5 Cyber Central will be an exemplar of social and environmental sustainability which provides for the educational needs of the new community, enables healthy and active lifestyles and where mental and physical well-being is a priority. Once established, the site will host a connected community that functions 24/7 and is digitally, environmentally and socially responsive.

The adjacent plan is numbered to highlight some of the key points of the land use strategy for West Cheltenham, as follows:

- 1 Cyber Central - an expansive mixed-use campus and clustering of business, enterprise, R&D and education activities within the cyber-tech sector.
- 2 Innovation Centre - a state of the art shared, semi-public facility which acts as a hub for interaction, knowledge share and exchange and events for the cyber-tech community.
- 3 Integration of retail, services and community uses that help meet the daily local needs of residents, workers and visitors.
- 4 A mix of sites and locations which will provide wide ranging and flexible opportunities for inward investment - many of which may form part of the cyber-tech supply chain.
- 5 A number of attractive, beautifully landscaped neighbourhoods, each with their own character. These will provide a mixed and balanced range of residential accommodation and tenures, including affordable housing and housing for more specialists sectors.
- 6 A new primary school to help meet the education needs of a growing local population.
- 7 Open market employment spaces of varying sizes which will enjoy good access to the motorway network and provide new job opportunities for local people.

- 4.1.6 The distribution of uses in the masterplan must have regard to the existing town and neighbouring communities and also the property market drivers which will underpin a successful and viable project. The Cheltenham area is already home to a dynamic and growing network of several hundred Cyber Technology Businesses, ranging from highly innovative start-ups to established international players such as BAE Systems, L3 TRL, Raytheon and many others.
- 4.1.7 The masterplan envisages a vibrant and diverse range of uses and activities which will serve both the existing and new communities. The range of uses will combine to deliver a successful Garden Community, making the best use of land to create vibrancy, local character, new facilities and services, integrated and accessible transport, innovative uses of technology and beautiful green spaces.

Key

- **Higher density** - Employment-led tech-sector, retail, leisure & community with residential
- **Mid density mixed use** - A balanced mix of residential, employment and other uses
- **Mid density development** - Housing-led garden communities
- **Potential school** - Primary school to serve new and adjacent neighbourhoods
- Cyber Central hub** - Cluster of employment, retail, leisure and community activity

Potential improvements to M5 J10 proposed



Figure 11 Land use concept plan

4.2 Key mixed use principles

B1. Delivered in partnership, a high profile and state of the art 'Cyber Innovation Centre' will be the focal point of the Cyber Central Garden Community

- The Innovation Centre and the surrounding campus will provide comprehensive infrastructure to support and foster the cyber tech industry, providing an open and welcoming environment where collaboration, research and innovation takes place. This would include:
 - A variety of flexible workspaces and R&D facilities to accommodate growing businesses through their lifecycle from hot-desking to stand-alone buildings;
 - Links with universities, education, and skills programmes such as the University of Gloucestershire, Gloucestershire College, C11 Berkeley, Universities of Bristol, Cardiff and West of England and UTC Swindon;
 - Support services such as business support, marketing, funding and legal advice;
 - Digital and physical infrastructure that is future-proofed and upgradable;
- A place that promotes creativity and innovation through leading cultural and event programmes;
- State of the art facilities, landmark architecture and inspirational surroundings;
- An environmental exemplar including a mix of commercial, residential and amenity buildings in a green landscape; and
- A new centre at the heart of the cyber tech network with direct links with existing cyber tech business networks including CyNAM and their Hub8 co-working space in Cheltenham town centre.
- Delivery of the Cyber Innovation Centre will require a committed partnership between business and the public sector. A dedicated organisational structure and operational model will be devised to drive forward the vision and provide leadership and the management and operational expertise to represent the key interests. These are envisaged to include Government agencies, local authorities, universities and educators, SMEs and industry, leisure and retail providers and local communities.



Figure 12 Employment and learning uses with active retail frontages at ground floor at Westworks, part of the White City campus (Allies and Morrison)

B2. 45Ha of mixed-use employment land, focussed around the Cyber Central hub, will provide flexible business space, hotels, retail and leisure provision and cultural and community uses to serve the local community and wider region

- Cyber Central proposal has the scale to deliver circa 2m square feet of commercial space on 45 hectares supporting circa 7,500 jobs. This critical mass of employment land will enable the cyber tech cluster to develop adjacent to GCHO and offer a range of property types to support business through their growth lifecycle.
- Cyber Central will be highly connected, physically, digitally and socially. Cyber Central will have access to the best digital infrastructure available to support the development and incubation of cyber enterprise. The development is perfectly located to take advantage of the UK's high capacity fibre network, providing completely secure, ultra-high-speed and unlimited fibre connectivity to the site.
- Beyond the Cyber Innovation Centre, the Cyber Central hub will be a mixed-use zone with a focus of commercial, community, leisure and residential uses, located centrally to best serve existing and new communities, all served by a high quality and flexible public realm.
- The Cyber Central hub will serve a vibrant and thriving community located within a unique landscape setting. The hub would be open and active at all times of the day and throughout the week and would host significant events and cultural facilities designed to attract the broadest range of users and visitors
- With access to the site being radically improved through the planned improvements to Junction 10 of the M5, the main street axis through the site will provide opportunity for a wide range of uses and activities which would benefit from prominent and accessible locations.
- A new primary school will be required to serve the new residential community and potentially the wider area. The new school should be designed to ensure community access to shared facilities.
- Secondary school capacity will be met by existing nearby schools and a planned new secondary school north of the site.



Figure 13 The Cyber Centre hub area will be a focus of a mix of activities, open to all (Grant Associates)

B3. A sustainable and deliverable range of housing tenures, including affordable housing and self-build, to meet local needs supported by community infrastructure

- New housing will need to address local needs and contribute to the creation of mixed and balanced sustainable communities. This means providing sufficient housing of the right sizes, types and mix to meet current and future needs as the West Cheltenham extension evolves over the delivery period.
- Delivering a mix of market tenures, from market sale to market rent, will underpin the economic viability of the development. In particular, market tenures will play a critical role in meeting the potential housing needs of younger professionals who will be attracted by the employment opportunities in new and emerging technologies, the ambitious vision of the area, the range of supporting infrastructure and the quality of the environment being created. The delivery of market rent housing has the potential to meet growing demand for this form of housing which is being supported by institutional investors.
- There will be a range of living space responding to the needs of the cyber tech start-up community. This could include co-living (shared apartments designed for new graduates), build to rent housing and apartments, self-build parcels, live/work space and affordable and key worker housing for employees.
- The Housing Investment Strategy will see Cheltenham Borough Council take a leading role in bringing forward high quality and affordable homes offering different tenures. New housing development will need to meet the requirements of current policy regarding affordable housing including levels of provision (35% within JCS Policy SD12) and tenure blind distribution throughout the site. Affordable housing is also expected to contribute towards meeting the identified housing needs as outlined in the relevant Local Housing Needs Assessment.
- New communities will be supported by the provision of social infrastructure including

Figure 14 The Cyber Central Garden Community will provide mixed housing types and tenures at a range of densities but in all cases building should positively address public realm and prioritise people over cars (Allies and Morrison)



B4. Higher densities and a range of dwelling typologies which make the best use of available land

- A key driver of the SPD is to increase densities in order to make the best use of land and deliver an exemplar development that creates a sense of community. The SPD promotes a flexible approach in terms of the type of housing provided. Apartments, stacked maisonettes and other forms of higher density housing will have a role to play in helping to ensure Cyber Central is supported by an appropriate housing mix and housing densities.
- The planning authority and its partners will support the delivery of higher density development to help meet the strategic objectives of the JCS. Both

Cheltenham and Tewkesbury Borough Councils support the focus on making the very best use of the land within the area in a way that delivers high quality homes.

- The development proposals are expected to facilitate higher densities through measures which will include:
 - The use of innovative housing and mixed typologies, especially in the southern area including mixed use buildings with apartments over other ground floor uses;
 - Densities in the west of the site are expected to go above 'conventional' housing densities that might otherwise be built on a rural edge in light of the potential future reserve land (HSTW);
 - New development should learn from local and national precedents which demonstrate how successful higher density development can work alongside Garden Community objectives – see Section 7.2; and
 - Areas within the Cyber Central hub and along the main street axis will be designed to foster the establishment of mixed use environments with a higher proportion of apartments and smaller unit sizes.



Figure 15 Employment buildings that sit comfortably within a mixed use setting in Earlsfield, London (Allies and Morrison)

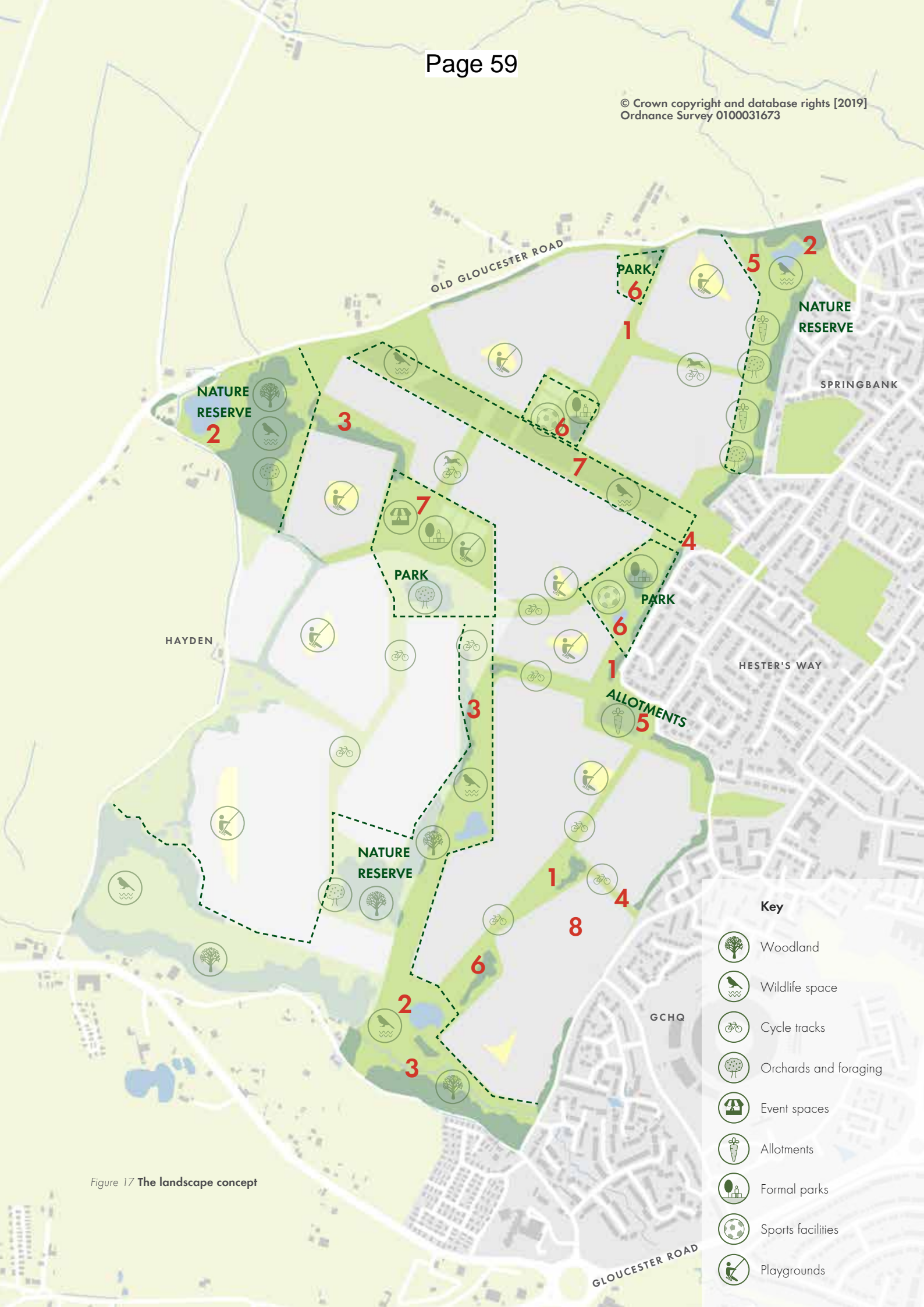
5 Working with the natural landscape and its features

5.1 Introduction

- 5.1.1 The Masterplan framework for the West Cheltenham SPD takes a 'landscape first' approach to site planning. This means that existing assets within the site such as waterways, trees and hedgerows are incorporated into the planning of site wide green infrastructure and new public spaces.
- 5.1.2 The overall strategy proposes an inter-linked network of natural, semi natural and more formal open spaces that together form connected routes through the site, between existing and new communities, and to the countryside beyond. These spaces will be designed to support the social, environmental and ecological objectives contained within this document.
- 5.1.3 It is important to cross reference the adjacent landscape concept plan (Figure 17) with the constraints plan (see appendix). This help explains the extent and location of some of the open spaces which are often defined by constraints such as flooding, existing trees and hedgerows and watercourses.
- 5.1.4 The following principles have shaped the landscape strategy and will need to be met when delivering growth in west Cheltenham:

The adjacent plan is numbered to highlight key points of the green infrastructure strategy. The strategy for West Cheltenham should:

- 1 Retain existing landscape assets including hedgerows, trees and water bodies which will help to inform the design of a multifunctional and connected green infrastructure network
- 2 Integrate a site-wide SuDS strategy that is informed by the existing topography, geology and soils. The potential for SuDS features to maximise amenity and habitat should be explored
- 3 Integrate strategic ecological corridors and create and connect a diversity of habitats through the site. Opportunities for habitat creation will be explored at all scales from site wide, to the design of development layouts, public spaces, streetscapes, and buildings. To include nature reserves
- 4 Create pedestrian and cycle connectivity with existing communities and facilities in West Cheltenham. To include the integration and expansion of PRoW and the promotion of nearby regional and local cycle routes
- 5 Establish a food strategy to enable food growing and foraging across the site. The Terry Ashdown allotments will be expanded for new and existing residents, alongside community orchards. Land will be safeguarded with statutory protection to ensure long term demand for allotments can be accommodated
- 6 Create a network of new public spaces that each create a focal point for a new neighbourhood, or form a connection between existing residents and the emerging community
- 7 Provide sports and recreational opportunities and a quantum of space typologies in line with CBC/TBC Open Space Policy
- 8 Create a formal and flexible space which creates a focus within Cyber Central. This space will present opportunities for a wide range of events and activities



Key

- Woodland
- Wildlife space
- Cycle tracks
- Orchards and foraging
- Event spaces
- Allotments
- Formal parks
- Sports facilities
- Playgrounds

Figure 17 The landscape concept



Figure 18 The public realm between buildings will be multi- purpose, incorporating SuDS, trees and seating areas (Grant Associates)



Figure 19 The scale of the Cyber Central Garden Community will opportunities to nurture a wide range of landscapes, including wildflower planting (Grant Associates)



Figure 20 Natural areas will be designed to be accessible to all (Grant Associates)



Figure 21 Development proposals for the site should work with existing water features and channels (Grant Associates)



Figure 22 Hard landscaped areas within the Cyber Central hub will be designed to offer flexibility for a range of activities and events (Grant Associates)



Figure 23 Tree avenues and planting form soft edges to development areas, with informal leisure routes helping to link communities (Grant Associates)



Figure 24 SuDS attenuation basin and swales can create natural boundary edges (Grant Associates)

5.2 Key landscape principles

C1. Development must positively integrate existing landscape assets and features and use these features to inform the development of a green infrastructure network for the site

- Existing assets will be considered early in the design process and integrated within development proposals.
- These natural assets should form the backbone of the landscape strategy and in doing so, play a key role in defining the size, location, boundaries and extent of proposed development parcels.
- Proposals should deliver biodiversity net gain to help diversify and enhance the existing landscape.
- Assets to be considered include;
 - The network of hawthorn hedges and hedgerow trees
 - Mature and veteran trees and patches of woodland
 - Existing streams, ditches and water bodies

C2. Proposals should respond to views into and out of the site and react to the existing topography and strategic landscape character

- Proposals need to respond to strategic opportunities to create visual and ecological connection with/to the wider landscape and countryside.
- Long views to the Cotswolds AONB and Hayden Hill need to be carefully considered during the design of the location and layout of open spaces and built development
- Proposals will need to consider the impact of built form/massing/roofscape/layout on views both in and out of the site.
- The topography of the site should influence the location of routes which traverse the topography and work with the fall of the land, creating views from existing and proposed public open spaces.
- At a more local scale, the network of hawthorn hedges and hedgerow trees give the impression of a well treed landscape and provide good visual containment and screen views to some areas in the wider landscape.



Figure 25 Development proposals for the site should work with existing water features and channels (Grant Associates)



Figure 26 Existing long views west from the site (Allies and Morrison)



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Figure 28 Precedent: North West Cambridge
 Top - the integration of soft landscaped spaces within the street scene alongside cycle routes and pavements
 Bottom - attenuation spaces with a natural character incorporated within a country park (AECOM)

C3. Proposals shall include a network of public spaces to meet local open space requirements

- Existing spaces at Springbank and Hester's Way should be considered in the planning of the location of new spaces and connections, noting Pilgrove Way playground, Henley Road open space, Elm Farm open space and the Terry Ashdown allotments in particular.
- New spaces should be overlooked by new development to improve surveillance and community ownership of spaces.
- Figure 27 sets out the range of typologies of formal and more natural open spaces which will need to be accommodated within any future detailed masterplan for West Cheltenham. This will include a complete spectrum of managed spaces to more natural areas which will feel more like part of the wider countryside.
- Public spaces must be accessible and include areas of seating, shade and accessible paths in order that the widest range of the community is able to enjoy new spaces.
- In line with both borough's open space and sports standards, at a minimum the open spaces will provide a range of amenity spaces (2.91ha), natural and semi-natural spaces (0.61 ha), parks and garden (1.49ha), play spaces for children and young people (0.10ha), and sports facilities including 1 adult football pitch and 1 youth football pitch.
- Allotments will also be provided to serve the new population (0.63ha) alongside reallocation of statutory allotments to meet future demands currently allocated elsewhere in Cheltenham.
- Constraints to built development such as the overhead power cables create areas of open space which must be carefully integrated within the masterplan (see National Grid provides guidelines for development <https://www.nationalgridet.com/document/130626/download>).
- The masterplan shall integrate green infrastructure proposals in order to achieve Building with Nature Design accreditation, with a view to achieving full accreditation ('Excellent') upon delivery to exceed the statutory minima for green infrastructure.

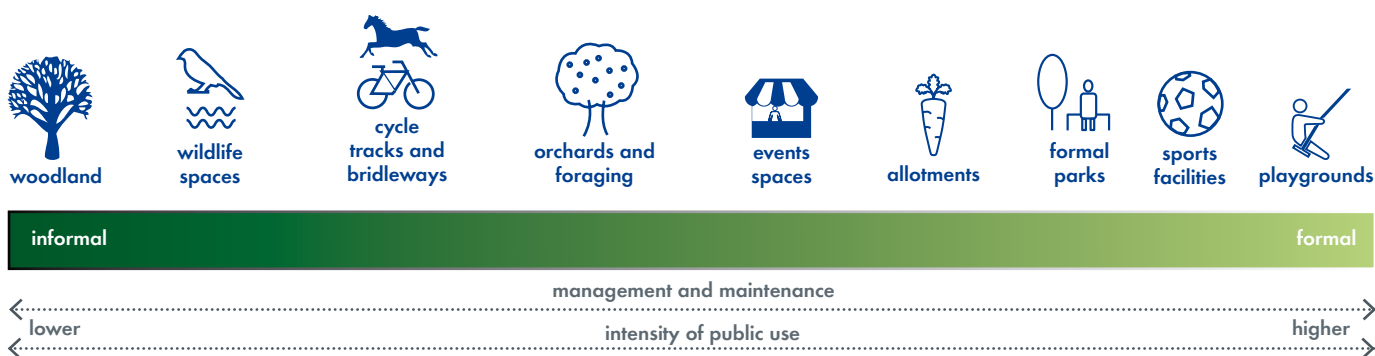


Figure 27 All of the above types of formal and more natural open spaces will need to be accommodated within any future detailed masterplan for West Cheltenham. The spectrum illustrates how open spaces across the site will vary in the extent to which they are managed. The spaces which are most intensively used by the public will often require the most maintenance, whilst spaces which are intended as natural or wildlife spaces will feel more like part of the wider countryside, left as wilder spaces for nature and wildlife (Allies and Morrison)



C4. A high quality new public space will be provided at the gateway of Cyber Central which will be designed to provide flexible spaces for events and activity

- The quality of the landscape at Cyber Central will be a distinguishing factor that makes this development exemplary.
- A formal space will provide a distinctive, high quality and stand-out address around which new buildings will cluster alongside the new Innovation Centre.
- This flexible space will create spaces for community events, provide spill out opportunities for the bars and cafes to serve the surrounding neighbourhood, working with existing water features across this part of the site.
- The masterplan aims to promote 'Sponge City' principles, where the development is part of a permeable system that allows water to filter through the ground and be absorbed to be re-used within the area (see Section 3.2). Interconnected green spaces, green roofs, porous surfaces and water recycling methods should all be considered to contribute to this system. In this way, residential properties can play an important role in rainwater recycling for grey-water as part of the overall SuDS strategy.
- Locations for attenuation water storage are shown indicatively on the masterplan (labelled 2 on Figure 17), which need to be downslope of the proposed development parcels within each catchment (please see the appendix for more technical detail).

C5. New development should take a creative approach to sustainable drainage to reduce the long-term risk of flooding

- Surface water drainage will need to be planned at a site-wide scale alongside the planned green infrastructure and network of routes.
- It must be a multifunctional asset that has amenity, ecological and educational value, whilst improving the quality of water in the public realm and therefore the wider hydrological catchment. There should be an exemplary approach to the use of wetland habitats, sustainable drainage and rainwater gardens.

C6. Development should promote a strategy for new tree planting and retention of existing species

- A tree planting strategy will help support ecological, water management, food production and broader environmental and design aspirations.
- The strategy should include a mix of native and non-native trees as well as an appropriate mix of life expectancy and size.
- The aspiration for a Community Woodland over the whole of the site will help to drive this ambition. The potential for the development to achieve 20% canopy cover across the whole site shall be evaluated at the start of the masterplanning process and a % aim agreed with the LPA. Canopy cover aims shall be taken forward as part of the green infrastructure strategy.

C7. The boundaries with existing communities, the wider countryside, the sewage works, and between phases of development shall be carefully planned and designed to maximise opportunities for physical and visual integration

- New development must respond positively along the edges where the masterplan area interfaces with existing homes, with a need for particularly high quality architecture and landscape provision.
- New landscape which is delivered to help respect the amenity of existing neighbourhoods should provide connections and shared facilities for all local residents. Landscape must not create leftover space or barriers.
- The Telstar Way entrance is the site's principal gateway and a high profile point of arrival. Architecture of the highest quality and street design with landscaping and tree planting will help to mediate between the character of new and existing places.

C8. The development must promote a positive approach to local food growing through the adequate provision of allotments as part of a wider strategy to meet existing and future need

- The Terry Ashdown allotments will be expanded for new and existing residents, alongside community orchards. Allotments will also be provided to serve the new population (0.63ha) alongside reallocation of statutory allotments to meet future demands currently allocated elsewhere in Cheltenham.
- The location of new allotments and other food growing opportunities must be in accessible locations that could be tools to help build a sense of community.
- Opportunities should be explored to connect to existing food networks and initiatives such as community supported agriculture projects, and local food banks to help improve the supply and availability of fruit and vegetables locally.
- The management of these spaces will need to be considered as a key part of the wider management strategy for the site and advice taken from organisations such as the Gloucestershire Orchard Trust.
- Allotment should be a key part of a wider strategy to enable food growing and foraging across the site. Other opportunities might include:
 - Private gardens and balconies to accommodate growing spaces
 - Shared community gardens and orchards.
 - Wilder and more natural spaces for foraging.

Figure 29 Allotments in semi-natural open space in Bristol (Grant Associates)



C9. Proposals should be devised with partners to develop and deliver an innovative public art programme

- The role and identity of any new public art should help to celebrate the natural setting and assets within the site.
- Opportunities for use in wayfinding and in helping to shape the identity of neighbourhoods within the overall area could be explored.
- This strategy should be considered in conjunction with informal playful spaces.
- Public art projects could also play a role in encouraging community participation and integration during the early build out phases together with helping to tie in cyber tech with everyday engagement of business users, residents and businesses.

C10. A management strategy shall be developed across the site to inform the design process and with consideration to longer term sustainability

- The strategy should be designed to plan and design for a low maintenance landscape, with reference to climate change and low resource inputs.
- The strategy will include the establishment of intended responsibilities and broad maintenance standards for the streetscape within residential areas and the cyber park, for parks and public spaces, growing spaces, sports facilities, and site wide green infrastructure.
- The streetscape design will be required to demonstrate that landscape and planting proposals have been fully coordinated with highways and drainage design.
- Discussions are required at an early stage to explore the potential for partnership working with charitable trusts such as the Woodland and Wetland Trusts. Setting up a Community Land Trust may be one possibility to help organise the management of spaces.
- Broad landscape management principles will need to be agreed with the Local Planning Authority early in the design process/at the pre-application stage.
- Any future planning application must include a detailed 25 year management and maintenance plan.



Figure 30 Public art precedents
(Allies and Morrison)

6 An integrated and connected extension of West Cheltenham

6.1 Introduction

6.1.1 Cheltenham Borough Council's recently published Connecting Cheltenham report outlines an ambitious long-term strategy and delivery plan for transport in Cheltenham. In outlining a series of drivers for change, the strategy acknowledges that priority must be given to supporting more active, shared and sustainable modes of transport alongside the overriding need for streets to be attractive, pleasant and accessible for all. The Cyber Central Garden Community provides a unique opportunity to demonstrate how the principles outlined in the Connecting Cheltenham strategy can be delivered.

6.1.2 JCS Policy A7 West Cheltenham includes the requirement for new development to be integrated with the existing neighbourhoods and communities on the western side of Cheltenham. Fundamental to this objective is the delivery of physical connections which provide direct and safe routes between the development opportunities at West Cheltenham and the Springbank and Hester's Way neighbourhoods. Further afield it will also be important to ensure connections with Cheltenham Rail Station and the town centre beyond. The site will be a place for people and local trips by sustainable modes and will ensure that it is attractive to make segments of longer trips (i.e. by rail) on foot or by cycle.

6.1.3 The local highway network in the adjacent communities is characterised by roads which provide frontage access to housing, have high levels of on-street parking and provide traffic calming. The impact of potential traffic generation on these local roads as a result of the phased delivery of the West Cheltenham development is a particular concern for local people. Priority will be given to pedestrian, cycle and public transport

connections which will encourage sustainable travel to and from the development whilst ensuring it is fully integrated into the existing community.

6.1.4 Sustainable travel will be encouraged between different uses on the site (i.e. residential and employment) and this will also assist with containing trips within the site. The creation of sustainable networks and priority bus measures will also encourage existing residents living locally to walk, cycle and travel by bus to the site for employment use.

6.1.5 New development will help to deliver real behaviour change to tackle both local air quality and global climate change issues and the design will positively embrace and drive a modal shift from car use. In this regard, and to encourage sustainable travel and connect into wider sustainable travel initiatives, the development will tie in with and facilitate the measures set out in Connecting Cheltenham.

The adjacent plan is numbered to highlight some of the key points of the movement strategy for West Cheltenham, as follows:

- 1 Principal all modes vehicular junction to the site - these are the primary first impression places, the gateways to the site. The quality of the environment here is of particular importance.
- 2 The alignment of the principal vehicular route across the site is informed by existing below ground constraints.
- 3 Secondary vehicular access - providing local access to an articulated early residential phase of development.
- 4 Potential bus gate access - controlled bus-only access.
- 5 Opportunities to extend local bus routes to serve the site.
- 6 To ensure new development is integrated with existing communities, direct connection with and improvements to the pedestrian / cycle link between Springbank and Coronation Square will be delivered.
- 7 These routes illustrate how the masterplan can secure a network of pedestrian and cycle routes which are directly informed by the existing pattern of PRoW across the site.

- Key**
- Potential extended bus routes
 - Potential street-based pedestrian / cycle network
 - - - Potential park-based pedestrian / cycle network
 - ☼ Principal all modes junction
 - ▣ Local vehicular access
 - Bus gate access
 - Potential pedestrian / cycle access integration
 - Ⓜ Cycle hire, electric charging points and car clubs



Figure 31 Movement strategy

6.2 Key movement principles

D1. The design and delivery of new development will prioritise and support active and sustainable travel patterns and behaviour – public transport

- The Cyber Central Garden Community strengthens the case for new investment in radically improved public transport infrastructure linking Cheltenham and Gloucester along the A40 axis. Integration of or interchange with any such investment will radically improve connections to and from Cyber Central.
- Existing bus services will be diverted through the site and frequencies increased to serve new residents and employees as well as improve services for existing residents. This will encourage a modal shift to public transport for existing and potential future residents. Scope for improved services include:
 - Route C – Town centre to Kingsditch and Springbank;
 - Route A – GCHQ and Coronation Square to Cheltenham town centre;
 - Route H – Cheltenham town centre to Wymans Brook, Swindon Village and Arle Farm; and
 - Route 94 – Cheltenham to Churchdown and Gloucester.
- Within the site itself, bus priority measures, supporting by smart technology, will be provided across the street network and beyond.
- Opportunities to provide cleaner buses using electric or hydrogen fuel sources should also be provided to help address air quality issues.
- To mitigate against the threat of rat running on local streets, the use of bus gates (or similar) should be considered, particularly in the vicinity of Henley Road.

D2. Deliver new direct pedestrian and cycle connections to existing communities and facilities

- New pedestrian and cycle connections will be created with existing routes and paths in neighbouring communities. These walking and cycling routes will be direct, safe, well lit, comfortable and attractive. This will help to ensure new development at West Cheltenham is fully integrated with its surroundings.
- The following opportunities exist for the establishment of new pedestrian and cycle connections along the existing west Cheltenham boundary which will ensure good linkages are established with Coronation Square, Springbank Community Centre, All Saints Academy, Gloucester College Hester's Way community centre, Cheltenham Station and Cheltenham town centre and other important local facilities and locations:
 - In the vicinity of Meadow Close, towards the southern end of Fiddler's Green Lane;
 - On the east-west axis of Niven Courtyard;
 - At the existing agricultural access point opposite Lazenby Court;
 - At the junction with Telstar Way;
 - South of Beverley Croft;
 - At the existing stile off Beverley Croft;
 - At Springbank Road open space;
 - Adjacent to the Terry Ashdown Allotments off Henley Road;
 - Opposite Gloucester Road to link with the existing foot and cycle path;
 - At the northern bend in Henley Road, either side of the pylons;
 - Off Hope Orchard;
 - Off Harry Yates Way at Wheatlands Drive; and
 - At Pilgrove Way open space.



Figure 32 Typical primary street with carriageway, cycle lanes and footpaths with avenue tree planting, Jarmers Square, Copenhagen, Denmark (Grant Associates)



Figure 33 Shared space at junctions to slow traffic and promote pedestrian movement, Poynton (Grant Associates)



Figure 34 Dedicated cycle routes with planted verges and street lighting, Boulogne, France (Grant Associates)

- Other points of pedestrian and cycle connections will be provided around the remainder of the site perimeter to take account of Public Rights of Way, footpaths and other desire lines.
- The site will have both commuter and leisure trails for cycling. Routes adjacent to main streets will have segregated walking and cycling infrastructure, including a 3m wide segregated cycling lane. Leisure routes linking urban areas within the site would have a shared footway / cycleway width of 3 metres.
- Routes will need to accommodate provision for electric bikes (or low carbon alternatives), subject to legislation and these modes will need to be a key consideration within the design.
- The site will facilitate improved connections to Springbank and Hester's Way, Cheltenham Station and the town centre beyond, in accordance with the Connecting Cheltenham strategy. A continuous and high quality off-carriageway link to Cheltenham Rail Station will be provided linking to the site from the southern access and via Telstar Way and the A40. Signage and road marking improvements for cyclists will be considered within existing residential areas to further encourage and facilitate sustainable travel via direct routes.
- Fiddler's Green Lane offers scope to provide enhanced cycle connections towards Arle Court roundabout, the park and ride and areas to the south of the site, further strengthening the connections to the surrounding area.

D3. Creation of an open network of streets and routes which can be managed to meet local needs

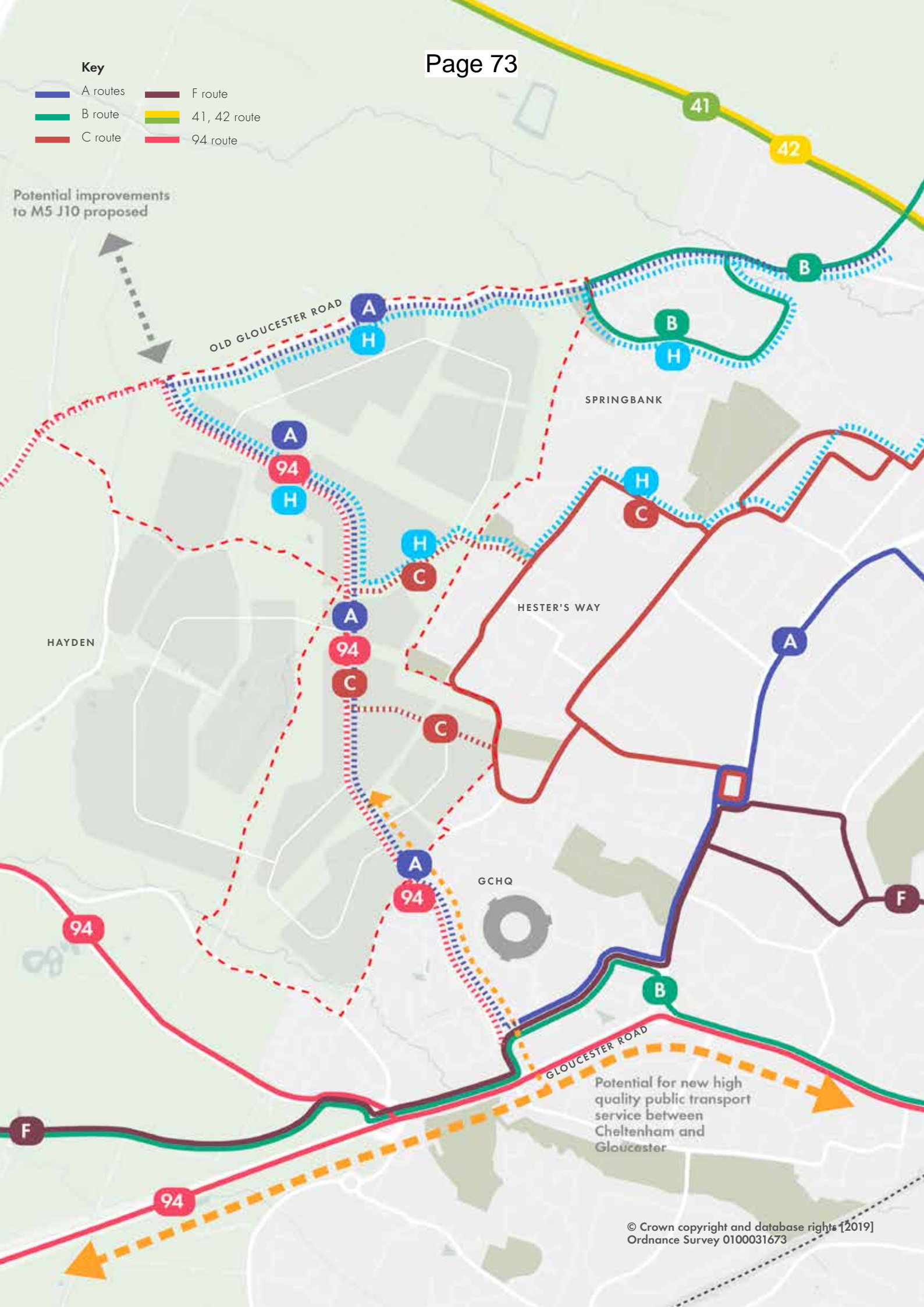
- As endorsed through the Connecting Cheltenham strategy, successful places are connected, accessible and open places which are easy to find and easy to navigate. The phased delivery of development at West Cheltenham will establish a network of streets, walking and cycling routes which will ensure new development is fully integrated with, and not separated from, existing adjacent communities.
- The delivery of fully integrated communities, connected in a straightforward manner by legible streets, will enable and support the wider long-term regeneration of the existing neighbourhoods of west Cheltenham.
- Development should generally take a perimeter block form resulting in a clear distinction between private and public space. To ensure walking and cycling movements are shortest and quickest, additional routes away from traffic will offer direct and attractive links between areas within the site.
- Conditions on existing local roads will be a key consideration. New routes will be aligned to provide direct connections to existing neighbourhoods. These routes will be managed to ensure the impact of new development on existing neighbourhoods is acceptable and to prevent 'rat running'.
- Analysis tools such as Space Syntax or similar should be used to assess levels of connectivity and integration. The Transport for New Homes checklist may also be useful in this assessment.

Figure 35 Potential future bus routes

Key

- A routes
- B route
- C route
- F route
- 41, 42 route
- 94 route

Potential improvements to M5 J10 proposed



D4. Delivery of a new 'main street' between Telstar Way and Old Gloucester Road, designed as a street for people, not a road for vehicles

- The site will accommodate a main street connecting Telstar Way with the anticipated new road linking to an improved 'all directions' M5 Junction 10 to the north. The nature of this key piece of infrastructure through the site will play a very significant role in determining the character of West Cheltenham.
- This 'main street' should not be viewed as a high-speed direct route through the site, but as an integrated part of West Cheltenham, with mixed-use development providing frontage activity along its length.
- It will be designed to slow vehicle speeds through the site and encourage walking, cycling and public transport through the provision of footways, 3m cycleways and bus priority measures along its length.
- Subject to detailed design and capacity constraints, the main street should be a single carriageway road with a design speed of 30mph and straight sections would be of a short length to assist in enforcing low vehicle speeds. Frontage activity and side junctions will also assist in reducing vehicle speeds. It would incorporate at-grade pedestrian crossings and bus stops.

D5. Principal junctions should be designed to minimise land take and create safe and direct crossing points for pedestrians and cycles

- The key junction at the southern end of the site will be designed to give priority to pedestrian and cyclist movements. The walking / cycling routes will continue onto Telstar Way and provide a continuous pedestrian / cycle link between and within the site and onto the A40 and the wider area.
- The key junction in the north of the site would tie into the proposed M5 J10 link road. The J10 link road is proposed as a dual carriageway and the site access could either be a roundabout or signalled junction. A roundabout would allow for a transition from single to dual carriageway, as well as acting as a traffic calming measure to slow vehicle speeds entering and exiting the site. Formal crossings will be provided on the key arms of the roundabout to facilitate crossing movements, although pedestrian and cyclist activity is likely to be lower at this location than at other accesses across the site.
- Where further vehicular access points are provided, priority will be given to walking and cycling movements. Further connections directly into the existing Hester's Way and Springbank areas will be provided to ensure the site is fully permeable and integrated into the existing community. These links will encourage walking, cycling and public transport.
- If feasible, vehicle connections could be provided although these would need to consider the impact of vehicle movements on existing local streets and pedestrian / cycle environments.

D6. Provision of safe routes to schools, which will be provided within or beyond the West Cheltenham site

- Safe routes to local schools will be delivered through the network of walking and cycling routes within the site and numerous connections to the existing areas. These routes will provide dedicated, safe, direct, overlooked and well-lit routes which connect externally to the Springbank Primary Academy, St Thomas More Primary School, All Saints Academy as well as the required new primary school within the West Cheltenham site and the planned new secondary school at Elms Grove to the north.
- Where access across main roads is required, good quality dedicated controlled crossings will be required.

D7. A flexible and creative approach to the application of parking standards and emerging and new vehicle technologies and initiatives

- Attitudes towards car use and ownership are changing. Levels of car ownership, particularly for younger people, are generally falling and car hire services (car clubs) are becoming increasingly popular in built up areas. These changes are helping to reduce reliance on the private car and development at West Cheltenham will positively take account of the opportunities these trends raise.
- The planning system, and the local authorities' response to planning applications submitted in response to this SPD, will need to respond to these rapid societal changes as plans are prepared and reviewed and as standards are revised. The special and unique nature and scale of the development at West Cheltenham provides an opportunity to take a fresh and bespoke approach to the application of parking standards, supported by a robust management regime.
- Flexible and innovative approaches to the provision of residential parking will be encouraged, including implementing unallocated parking on-street parking, particularly in high density areas. Flexible parking between employment and residential uses will be introduced to maximise the use of the same parking spaces during different periods of demand. This will help to ensure that development is more resilient to the ongoing changes in personal mobility and vehicle technology, thereby helping to future proof the long-term phased delivery of the development as a whole.
- The development will be supported by good electric bike and car charging facilities and hire schemes (subject to legislation). A cycle parking and hire scheme 'hub' will be provided to encourage cycling throughout the site. It will be highly attractive to cycle within and around the site utilising the extensive network of dedicated routes.
- Provision of a decked parking structure will be supported within the Cyber Central campus hub. This will provide parking capacity for the new employment uses and the wider development as a whole. Large expanses of surface parking will not be permitted.
- Parking management measures such as Controlled Parking Zones and contractor parking strategies may be required to help protect local residents from the impacts of new development. This would reduce the attractiveness of travelling by car to workplaces and encourage and enhance sustainable travel behaviour.

7 Promoting the highest standards of design quality

7.1 Introduction

- 7.1.1 Although there is one overall vision for the Cyber Central Garden Community, there will be a range of neighbourhoods within the area which should each have a distinctive local identity.
- 7.1.2 This section provides some specific design guidance about a number of site wide themes including densities, building typologies and developing locally distinctive places within Cyber Central that are 'friendly relatives' of the regency character of the town centre.
- 7.1.3 Principle E3 expands the description and zooms in to a number of key locations within the adjacent neighbourhoods to help communicate the varied character and identity within Cyber Central Garden Community. This guidance is set out within four themes; streets and movement; character and scale; landscape and public realm; and uses and activities. The Local Planning Authority will require design review to be built into the pre application and application process with appropriate time built into the process to allow recommendations to inform the detailed masterplanning process.
- 7.1.4 The adjacent plan is numbered to highlight some of the key neighbourhoods within the Cyber Central Garden Community at West Cheltenham.

1 Cyber Central neighbourhoods

Focus of the employment-led mixed-use zone with a strong physical relationship with GCHQ. Vibrant and thriving within a high-quality landscape setting dedicated to the development of cyber technology research. Cyber Central neighbourhoods will form the heart of the community, with shops, a public square, leisure spaces and community uses

2 Main Street neighbourhoods

A collection of accessible smaller mixed residential neighbourhoods and employment areas along the main street through the Cyber Central Garden Community

3 Old Gloucester Road neighbourhoods

Mixed use residential neighbourhoods with shared community facilities including a new school and public open spaces for new and existing communities

4 The Works - Future neighbourhoods

See Chapter 8 for details



Figure 36 Framework plan - neighbourhoods

7.2 Key character and placemaking principles

E1. New development will deliver a range of housing densities and typologies to ensure effective use of land is made

- 7.2.1 Releasing land from the green belt can only be done in exceptional circumstances. The case was made through the preparation of the JCS that the opportunity presented by West Cheltenham to deliver a new highly connected, diverse and mixed use sustainable garden community was an exceptional one.
- 7.2.2 To justify this position and ensure that the optimum use of land is made, housing typologies should be mixed to ensure there is a range of tenures and forms of housing to meet a wide range of needs.

- 7.2.3 The guidance provided below demonstrates the range of housing typologies considered to be appropriate for the Cyber Central Garden Community. The densities outlined are higher than those found in the immediately adjoining neighbourhoods, but higher densities will help to ensure best use is made of the new infrastructure provided.
- 7.2.4 Within the best connected and most diverse areas, housing typologies that deliver higher densities will be most appropriate, including more apartments, stacked maisonettes, town and terraced houses. Other neighbourhoods further away from services will also need to deliver a range of higher densities through housing typologies including mews, terraces, town houses and semi-detached properties.

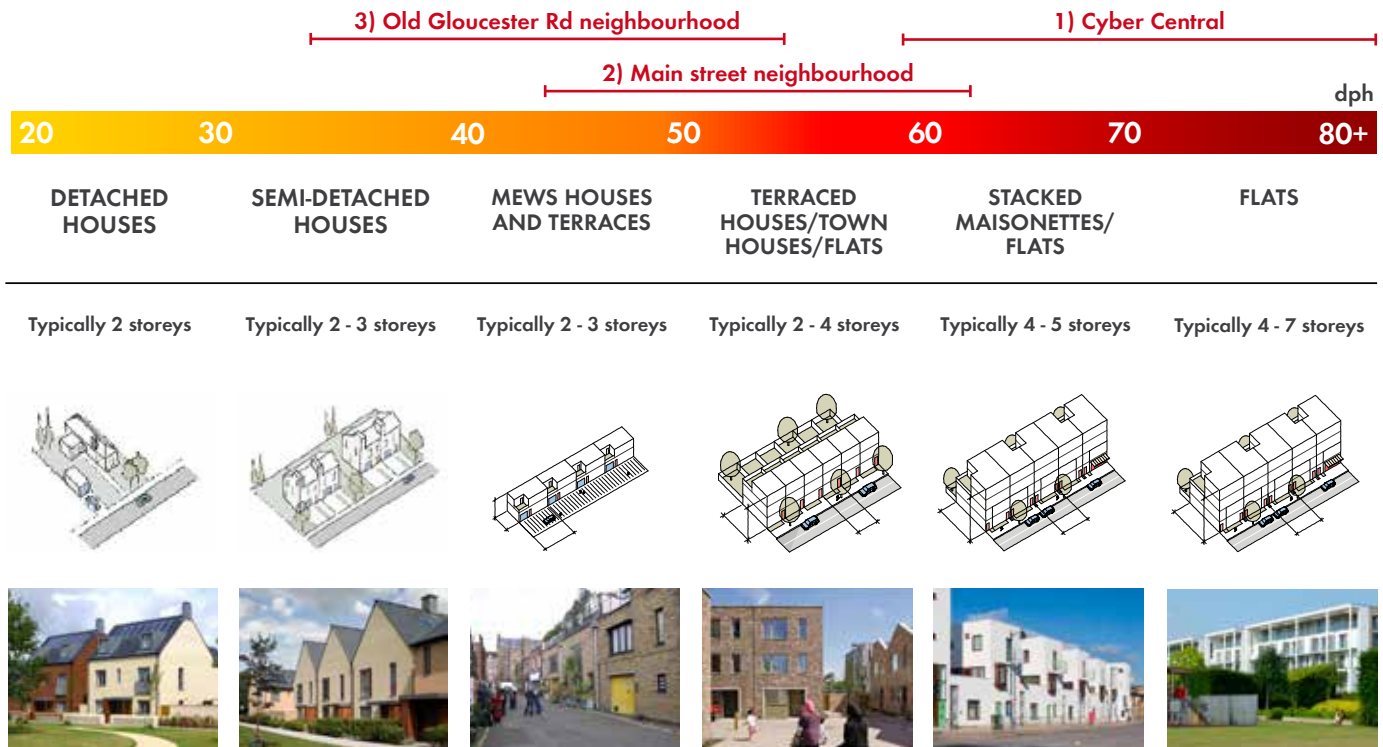


Figure 37 Density and typology spectrum
This spectrum illustrates the range of housing typologies and their likely densities which should be promoted within each of the neighbourhoods within the Cyber Central Garden Community (Allies and Morrison)



Figure 38 Plans and photos of Goldsmith Street - diverse housing typologies, quality spaces and architecture (© Mikhail Riches)

Goldsmith Street, Norwich

The 2019 RIBA Stirling Prize winning residential scheme for Norwich City Council at Goldsmith Street provides a good practice precedent as a higher density, environmentally friendly Passivhaus, Council-led residential scheme of exceptional design quality:

Numbers:

- 45 houses and 60 flats
- 112 dwelling per hectare / 1.04 FAR density

Block types:

- Typically two storey houses with three storey roof pop-ups and corner blocks
- Corner blocks consisting of flats with their own front door to the street, generous lobby for prams and bikes and private balconies.

Street widths:

- Typically 3.5m front gardens/space, 3.5m pavements, and 4m road (generally 12-14m front to front dimensions). Dimensions are tighter than allowed by policy but precedents from Norwich's historic terraced street typologies are used as precedents to justify local distinctiveness.
- On street parking conditions (2.5m parking with a smaller 1.5 pavement)

Character and open spaces:

- Secure and shared 'ginnels' between back gardens to encourage children to play together and a wide landscaped walkway within the street
- Materials to reference the city's history - black roof pantiles, creamy clay bricks.
- Passivhaus standards, consideration of building orientation, sun shading and recessed windows.
- Only residential use - no integration of employment or community spaces

E2. New development will look to local precedent in Cheltenham to help deliver locally distinctive forms of development

7.2.5 Cheltenham has a rich and diverse built character which provides exciting opportunities for contemporary architecture that does not slavishly copy its past. Opportunities should be taken to create sophisticated contemporary ‘relatives’ of the existing buildings and townscape. Future planning applications should deliver high architectural quality that is ‘of Cheltenham’ using robust and locally distinctive materials that celebrate the special mix of Victorian and regency proportions in the town. Some examples from Cheltenham which set out a number of key learning points for Cyber Central Garden Community are highlighted here:



Figure 39 A dense four storey typology with use of stone - a modern relation to the rhythm of the regency Cheltenham style (Bath, Alison Brooks Architects)

Royal Crescent

Numbers: 75 homes within 0.6ha = 125 dph

Description: Grand regency crescent in the town centre. 3.5 to 4.5 storeys with half basements and some roof extensions.

Street widths: Half basements and grand entrance staircases provide set back space from street (around 2m). 3m pavements and 12m carriageway with on street chevron parking.

Learning for West Cheltenham:

- A typology to deliver higher density development, but in a style that is ‘of Cheltenham’
- A typology that is flexible and resilient and can be houses, apartments or offices.
- A precedent for restrained but consistent facade decoration and features including balconies, window proportions and materials.



Victoria Place

Numbers: 55 homes within 0.74ha = 74dph

Description: Two storey Georgian terraced homes stepping up to larger houses at the end of the blocks, terraced and back to back gardens.

Street widths: 0-3m gardens, 1.5m pavements and 7.5 - 9m carriageway with on street parking. 12 - 18m building front to front.

Learning for West Cheltenham:

- Mixed use at the corners of blocks and some internal yards to incorporate employment spaces.
- Range in house sizes within a block - narrow two bed terraced houses alongside larger double fronted homes.
- Narrower streets with on-street car parking to make best use of land and help increase densities.



Albert Street

Numbers: 110 homes within 1.11ha = 99dph

Description: Very narrow Victorian two storey terraced homes with more prominent corner plots, alleyways for access at rear.

Street widths: No front gardens, 1.5m pavements and 6.5m carriageway with on street parking. 9 - 12m building front to front. 3.5m alleyways at rear.

Learning for West Cheltenham:

- Sustainable building typology due to efficient use of land and potential for well insulated forms.
- Bins and bikes are stored at rear and accessed via alleyways to reduce the overall street section.
- The character of the street is defined by the rhythm of the facade treatment.
- Homes were built with basements/cellars, many of which have been converted to living space.



7.3 Character studies

E3. New development will contribute to the distinct character of its neighbourhood whilst delivering the overall vision for Cyber Central Garden Community

7.3.1 This section contains character studies of our contrasting areas across the Cyber Central Garden Community. The three areas have been chosen to correlate with the three character areas (with the exception of the Hayden Works site) identified in Figure 41. They are as follows:

- 1 The Cyber Central cluster area, the area's principal arrival point, community hub with services and facilities;
- 2 The Gloucester Road neighbourhood, a predominantly residential area to the north of the site.
- 3 The main street area, a mixed use area with some employment uses and residential uses, centred around a main through route passing through the heart of the site; and

7.3.2 For each area the following design and development guidance is provided.

- An illustrative site plan - this is not a blueprint but a guide to demonstrate important principles and opportunities for the area.
- Urban design guidance relating to streets and movement, character and scale; landscape and public realm; and land uses and activities.
- An annotated artist impression or CGI view of each neighbourhood to help communicate an appropriate scale and character for new development and provide a vision for the public realm in each area.



Figure 40 Temple Gardens, Temple Cloud, Bristol. Reinterpretation of traditional forms and fenestration with use of brick and stone window surrounds. A design that feels rooted in place without resorting to pastiche. (Archio)

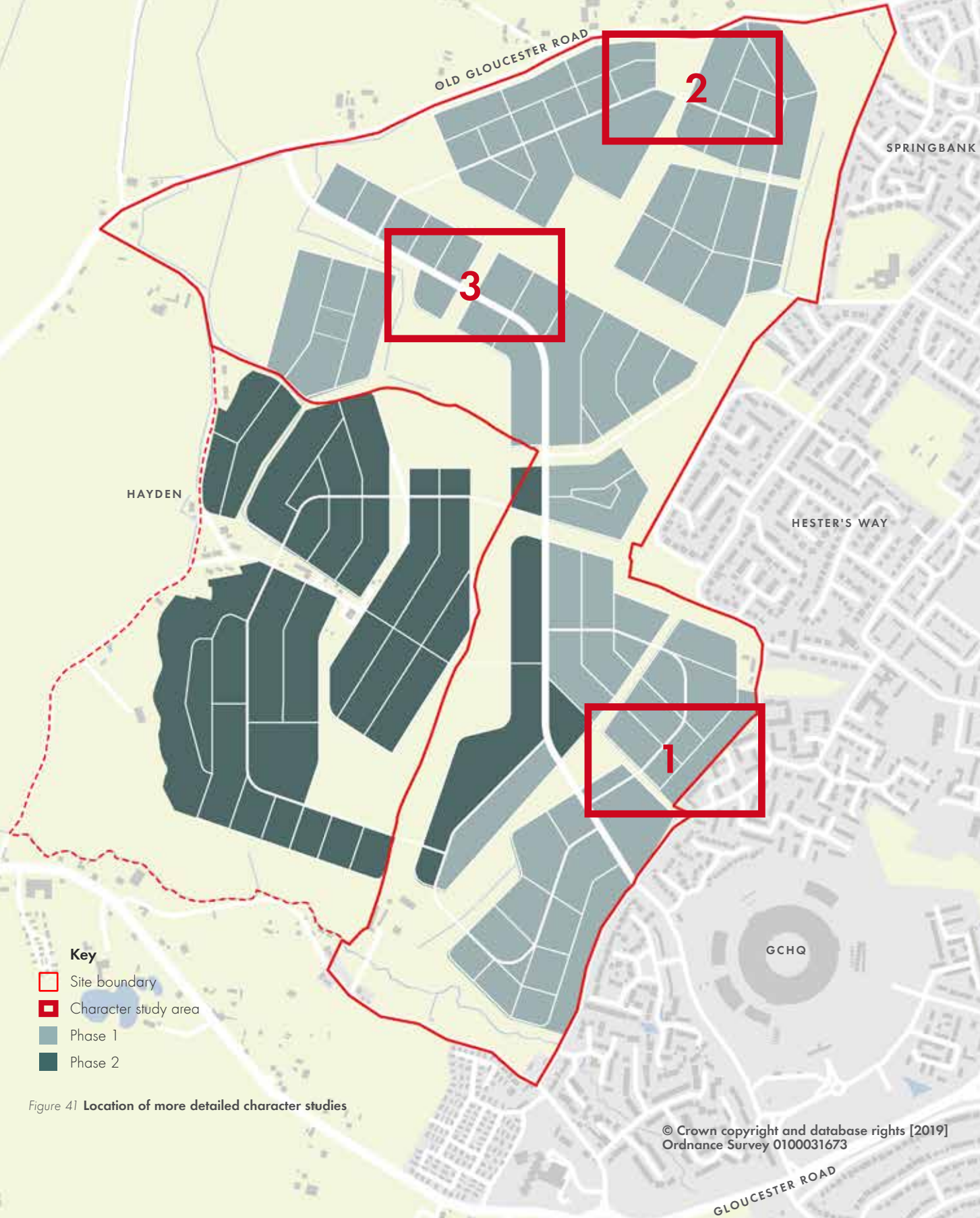


Figure 41 Location of more detailed character studies

7.4 Place 1: Cyber Central hub

Indicative layout plan

7.4.1 Figure 42 shows an indicative prospective layout plan for part of the Cyber Central hub, the principal gateway to, and community hub for, the new garden community. The annotations on the plan provide an overview of some of the more important opportunities that any proposals coming forward will be expected to respond positively to.

Streets and movement

- 1 A tree lined boulevard will be the principal connection for vehicles and buses to Telstar Way and the wider Hester's Way Neighbourhood. This will have active frontage provided by the mixed use buildings and have an easily navigable route for pedestrians and cyclists.
- 2 A new signalled junction at the main entrance to the site will have a smaller land take and allow new development to have a stronger street frontage, as well as delivering a more cycle and pedestrian friendly environment.
- 3 Scope for a multi-storey car park will ensure that enough car parking is provided to serve employment uses. Car parking in this form, rather than surface car parking, allows the land to be intensively uses and the environment to not be dominated by tarmac.
- 4 A high quality and regular bus service will make this sustainable mode an obvious choice to get to Cyber Central. A pull-in area will allow people to be dropped in the most convenient location and allow a shuttle service to the station to easily operate.

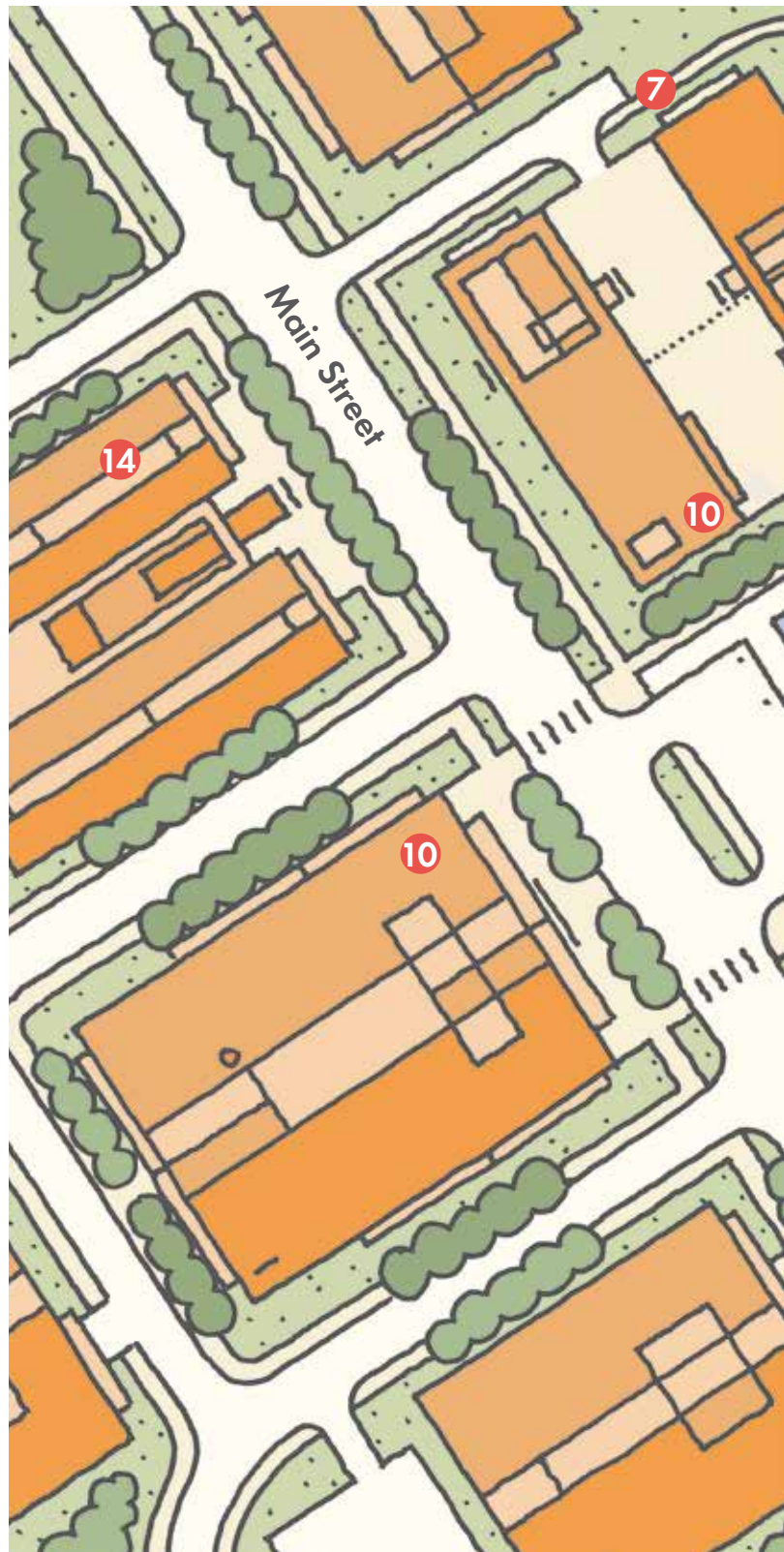
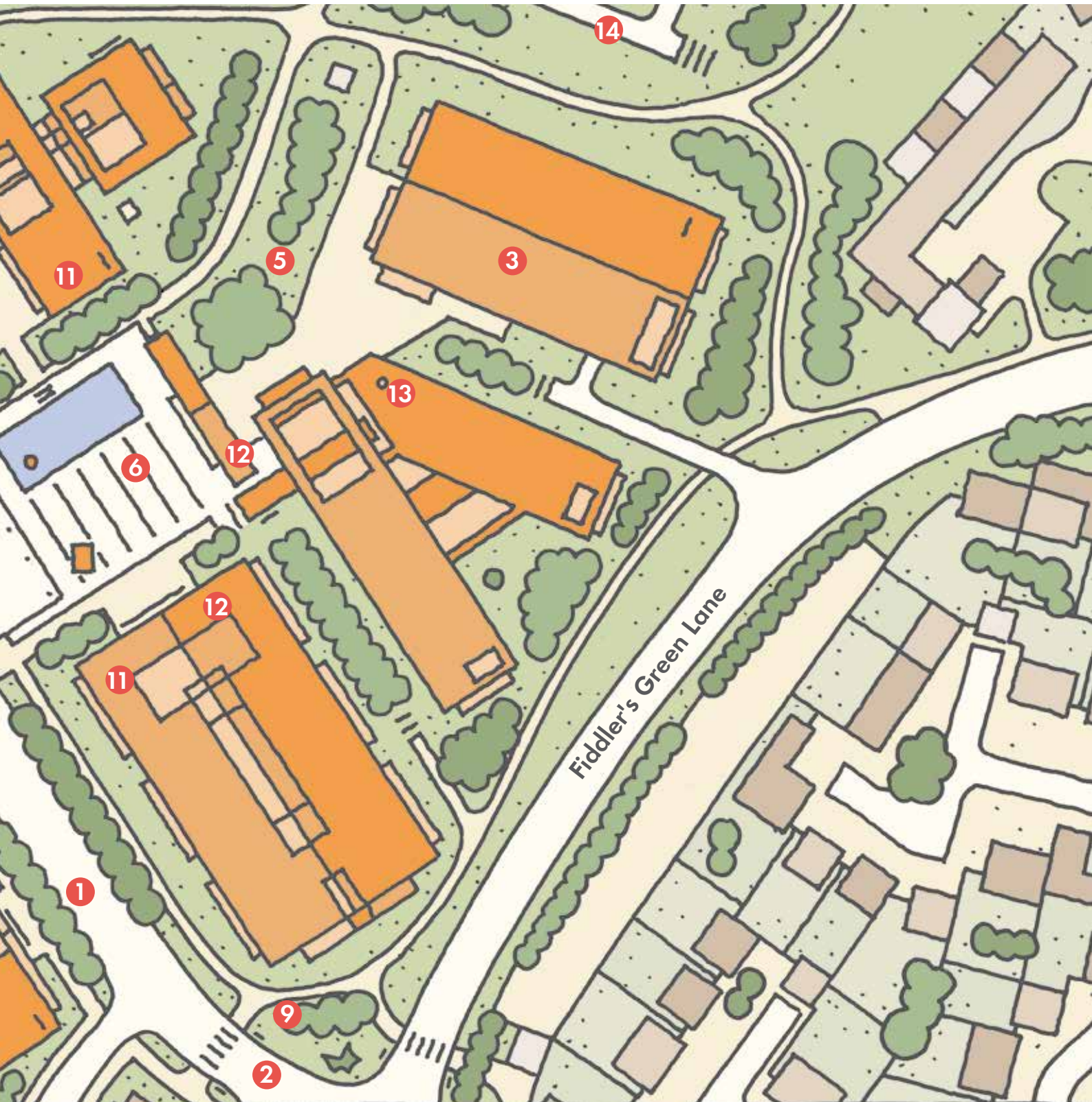


Figure 42 A sketch plan illustrating the character and identity of the neighbourhood at the threshold of Cyber Central, with the existing area at Telstar Way. These high level sketches are designed to give an indicative sense of the character of the place. Their purpose is not to provide detailed design guidance on street layout, building design or layout (Allies and Morrison)



Landscape and public realm

- 5 The high quality landscape setting will be a key part of what sets Cyber Central apart. Its landscape will be part of its distinct identity and will be a key attractor to new businesses locating here.
- 6 A hard landscaped event spaces will allow festivals, markets and community events and help signpost the 'heart' of cyber central, adjacent to the Innovation Centre.
- 7 A network of off-road cycle and pedestrian routes will provide direct connections between buildings, through the green infrastructure network.
- 8 New buildings will make intensive use of the land, whilst balancing the need to deliver appropriate green infrastructure and create high quality streets and spaces by enhancing the existing assets within the site such as mature trees and waterways.

Character and scale

- 9 A distinctive and exciting threshold for the Cyber Central Garden Community. A high quality point of arrival where new buildings will have a positive relationship with this important corner. Public art and high quality landscaping will help mark the arrival.
- 10 Generally mixed use buildings will range from three to six storeys and will vary in scale and proportion to deliver the required range of uses. The grain of this area is likely to be coarser than other areas of Cyber Central Garden Community with larger and taller buildings, given the focus of employment mixed-use intended within this area.



Figure 43 The Kings Cross masterplan is a framework for incremental mixed use with spaces and routes driving placemaking (Allies and Morrison)



Land uses and activities

- 11 The Cyber Central hub will be home to an Innovation Centre - a flexible workspace facility to be shared with representatives from industry, academia and government. This facility will occupy a prominent location in the heart of Cyber Central, surrounded and supported by a wide range of uses and facilities within a high quality landscaped environment.
- 12 Shops, cafes, bars, restaurants, community and other leisure uses will be incorporated into buildings to serve employees and local residents and provide activity to streets and spaces.
- 13 Other uses such as hotels will be incorporated into this part of Cyber Central, serving the business community and local residents
- 14 Residential uses will also be located within the immediate area. These new homes are likely to be a mix of flats and town houses



Figure 44 New development in Hereford creates mixed use streets and spaces delivering shops, leisure and employment uses within characterful buildings that are locally distinctive (Allies and Morrison)



Figure 45 A CGI of what the Innovation Centre at Cyber Central could look like (for illustrative purposes only) (Allies and Morrison)

Residential areas are mixed with more employment focused streets to ensure that people are in Cyber Central throughout the day and into the evening

The high quality landscape is a distinctive part of the identity of Cyber Central

Shops, cafes, hotels and leisure spaces bring activity to Cyber Central - making it a 24 hour campus



The Innovation Centre is a landmark building and will be the most prominent address in Cyber Central. Event and meeting spaces, support services and public cafes make the building the hub of the campus

Hard landscaped spaces have been created that provide the platform for an exciting programme of events throughout the year, animating the public realm

An electric bus shuttles people into Cheltenham and to the station



Figure 46 An artist's impression of what the Cyber Central community hub might look like (Allies and Morrison)

High quality cycling infrastructure will help to encourage residents and commuters to choose other means of transport than the private car

Ground floors that provide the street edge with overlooking and activity - to help make streets and spaces feel safer for all uses

Priority is given to sustainable transport modes including bus provision



A range of types of dwelling to meet the needs of a wide cross section of people - including apartments suitably sized for families

New development is set around new high quality public space with area of planting, places to play and spaces for events and activity

New development steps up in height at the corners given the well connected location. Office and employment space in accessible locations which help to create mixed use environments and create footfall throughout the day

7.5 Place 2: Old Gloucester Road neighbourhood

Indicative layout plan

7.5.1 Figure 47 shows an indicative prospective layout plan of the area proposed for the residential neighbourhoods within the north of Cyber Central Garden Community. The annotations on the plan provide an overview of some of the more important opportunities that any proposals coming forward will be expected to respond positively to.

Streets and movement

- 1 New properties will actively address the Old Gloucester Road but retain the existing mature trees and hedgerows. Homes will be accessed from lanes within the new development.
- 2 There will only be a small number of vehicular connections out onto the Old Gloucester Road but regular pedestrian and cycle connections.
- 3 Bus services will stop along Old Gloucester Road to serve the primary school, existing residents and new homes. Buses will also stop on the main street, a short walk from school. These routes will need to be carefully designed with crossings and wide pavements to ensure safe route to schools.
- 4 A strong network of Rights of Way and cycle connections will link existing neighbourhoods to the east and out towards the countryside to the west.
- 5 Residential streets will be delivered through a series of connected streets (not cul-de-sacs). Residential parking will be provided in a range of ways including integrated garages, on-plot and on-street spaces.

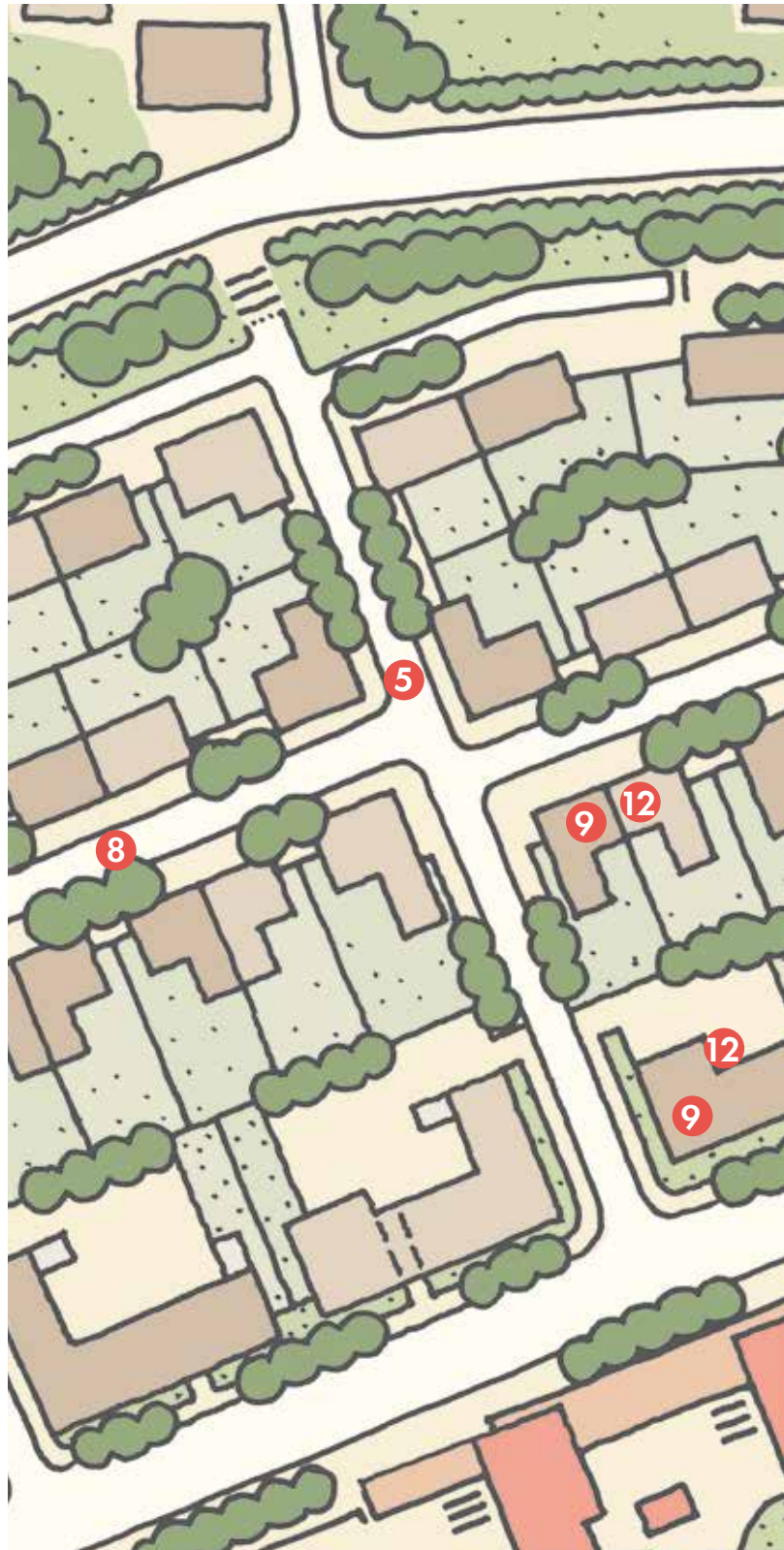


Figure 47 A sketch plan illustrating the character and identity of neighbourhoods near Old Gloucester Road. These high level sketches are designed to give an indicative sense of the character of the place. Their purpose is not to provide detailed design guidance on street layout, building design or layout (Allies and Morrison)



Character and scale

- 6 The scale and grain of this area will be more modest in comparison to areas of Cyber Central to the south nearer Telstar Way. Buildings will generally be two to four storeys with scope for taller buildings on key corner plots or for significant locations and uses.
- 7 Employment uses, leisure and community facilities such as schools will need larger land parcels and buildings.
- 8 Residential streets will have a more intimate scale which may be shared space or home-zones to incorporate green infrastructure, play spaces, and car parking.
- 9 Residential typologies will vary which will influence the character and scale of streets. Some streets will be denser with flats and town houses, whilst other areas will incorporate slightly lower densities to include terraced houses and semi-detached homes. This variety will be important to deliver a varied and interesting neighbourhood as well as meeting a variety of housing needs.



Figure 48 Residential neighbourhoods must incorporate a range of typologies, tenures and densities. These photos illustrate examples of terraced houses, town houses and flats sitting comfortably within the same street (Allies and Morrison)





Landscape and public realm

- 10 New green spaces will be generous and accessible, within the heart of neighbourhoods, overlooked by homes. These spaces will provide opportunities for play, sport and community activities.
- 11 Existing green infrastructure such as mature trees and waterways will influence the structure of new spaces and green routes.

Land uses and activities

- 12 A diversity of residential typologies will offer a wide range of high quality and distinctive homes. This should include homes of a complete mix of tenures, including affordable homes, and homes for every stage of life.
- 13 A primary school and a cafe will be located at the corner of the park, forming the centre of this neighbourhood.



Figure 49 Lower and higher density housing typologies should always address the street directly with door and windows (Allies and Morrison)



Figure 50 An artist's impression illustrating the environment within the residential neighbourhoods in the north of Cyber Central Garden Community (Allies and Morrison)

New schools and community facilities form the centre of local neighbourhoods

Slightly higher densities at key locations to help improve legibility and support viability of local businesses

Play spaces in central and well overlooked places at the heart of new communities. Places designed for people - that bring people together to help build community spirit



Electric vehicles charging points and e-bike hire docks provide an integrated sustainable travel network

A range of types of dwelling to meet the needs of a wide cross section of people - including apartments suitably sized for families

High quality cycling infrastructure will help to encourage residents and commuters to choose other means of transport than the private car



7.6 Place 3: Main street neighbourhood

Indicative layout plan

7.6.1 Figure 51 shows an indicative prospective layout plan of the area proposed for the neighbourhoods along the Main Street, to the north west of Cyber Central Garden Community. The main street axis will provide the opportunity for a range of uses and activities - employment, community, commercial and residential - to share good quality access. The annotations on the plan provide an overview of some of the more important opportunities that any proposals coming forward will be expected to respond positively to.

Streets and movement

- 1 Designed as a multi-purpose street not a road designed only to efficiently move traffic along. Although this is likely to be a busy road for traffic, the route will have a priority measures for buses and cyclists to help prioritise sustainable modes.
- 2 Tree planting, high quality public realm and pavements of a comfortable dimension will help the environment feel like a good street.
- 3 A number of high quality crossings will allow pedestrians and cyclists to easily cross the boulevard, accessing the linked network of green open public spaces.
- 4 There will be on-street parking to allow people to easily park to visit friends or local businesses.



Figure 51 A sketch plan illustrating the character and identity of neighbourhoods along the main street through the area. These high level sketches are designed to give an indicative sense of the character of the place. Their purpose is not to provide detailed design guidance on street layout, building design or layout (Allies and Morrison)



- 5 Residential properties will have car parking provided in a range of ways including integrated garages, on-plot and on-street car parking. Segregated access lanes would enable good quality access and frontage if access is restricted from the main street direct.
- 6 Employment areas will have car parking provided in multi-storey or small decked car parks to make most efficient use of land. In some places, service areas and small parking courts may be provided if well landscaped and carefully designed, away from the primary frontage.

Character and scale

- 7 The scale of development should step up towards the main street to balance the scale and width of this street. This might include development of four and five storeys in some areas.
- 8 Generally residential neighbourhoods located along the main street will consist of a range of typologies from flats and terraced homes in the most accessible locations, to semi-detached homes in more secluded locations.
- 9 Employment buildings will be mixed in typologies from small office buildings to semi-industrial sheds, coarser and larger in grain and footprint.



Figure 52 Glider bus, Albertbridge Road, Belfast



Figure 53 Southwark Street is a busy traffic route with regular buses and heavily uses as a route for cyclists. Tree planting, pedestrian crossings, cycle parking and high quality public realm create a positive street environment (Google)



Figure 54 Signage, planting and a changes in surfacing indicates that the street is a Home Zone, a residential space designed to be safely shared by people, children and vehicles (Northam Home Zone)

Landscape and public realm

- 10 A meadow grassland public space is established under the existing pylons axis to the rear. See National Grid design guidance for support and ideas on the potential design and uses for these spaces (<https://www.nationalgridet.com/document/130626/download>).
- 11 To the south of the main road is a nature reserve that is publicly accessible but intended to be a quieter area with varied habitats.
- 12 Existing landscape assets such as waterways and mature trees have shaped the development coming forward and have influenced the proposed connected future network. A small stream is retained and enhanced and will form an attractive feature between more employment and residential focused areas.

Land uses and activities

- 13 Accessible areas of mixed employment are located here, with good access to the proposed road to the M5 junction.
- 14 Residential areas of mixed tenure and type are accessed from the main street through the site.



Figure 55 Tree lined streets with on-street parking provides a flexible and space efficient way of meeting parking demands (Grant Associates)



Figure 56 An artist's impression illustrating the environment along the main street through the Cyber Central Garden Community (Allies and Morrison)

Employment spaces provide activity to the main street and are a mix between small offices, workshops and semi industrial space

A green route connects across the street, linking two new open spaces, following the line of an existing water course

A cycle and bus only lanes means that sustainable transport modes have priority and are appealing to use



New homes provide activity to the street and have their front doors facing this main route

On street parking allows visitors to homes and businesses to easily stop

Pavements are provided all the way along the road with high quality materials and landscaping

8 Longer term phases of growth - Hayden Works site

8.1 Introduction

8.1.1 Through the adoption in December 2017 of the JCS, the Hayden Sewage Treatment Works (HSTW) site, whilst not forming part of the West Cheltenham strategic allocation under Policy A7, was removed from the Green Belt and earmarked as 'safeguarded land'. This policy shift was made in view of the longer-term opportunity to bring the works site forward for redevelopment as part of the Cyber Central Garden Community. It is anticipated that the site will be included in the emerging JCS first review, as a forthcoming site allocation. If the JCS review is adopted by 2021, this would require extending the plan period to at least 2041.

8.1.2 To do so, the existing operational treatment works would need to be suitably relocated. This would be an expensive and complex operation, but if a suitable and viable alternative location can be agreed and the replacement facility is made operational in advance, the release of this site for redevelopment would potential deliver significant benefits. Further technical assessments (such as Odour Modelling and Contamination Assessments) will be required to aid the delivery of the allocated land. It is accepted that the delivery of homes and employment space on the allocated land will come forward well in advance of that on the safeguarded land. Appropriate provision of infrastructure must therefore be considered at a wider strategic level. Principles set out in Part B of this SPD shall inform the delivery of development on the 'wider site' as a whole, potentially delivering circa 3000 homes and 50ha employment land up to 2041 over both the strategic allocation and the safeguarded land as a whole.

8.1.3 Redevelopment of the works site at Hayden would contribute positively to many of the key objectives for the Cyber Central Garden Community development at West Cheltenham. Reflecting on each the key objectives outlined in the preceding chapters, this section provides an overview of the positive contribution redevelopment of the site could make to the Cyber Central Garden Community. Should this site opportunity come forward for development earlier than expected, any new development must be fully considered and tested against the context of the policy requirements set for the wider existing allocation including this SPD. Furthermore, at whichever time the site does come forward any new development is expected to conform to the design principles set out in this SPD.

The adjacent plan is numbered to highlight some of the key points relating to the longer term phases of growth for West Cheltenham, as follows:

- 1 A natural extension of the Cyber Central Garden Community development, with on principal road but two access points. This principal vehicular route would be suitable for bus services.
- 2 Landscape features will provide high quality landscape setting between different phases of development and help to reduce the impact of the redevelopment of the Hayden Works site on adjacent residents.
- 3 A permeable network of routes will provide access to all parts of the development and help to shorten walking distances between destinations thereby helping to encourage active and sustainable travel choices.
- 4 Access for pedestrian and cycles only will be possible via Hayden Lane. There will be no car access to the redevelopment via Hayden Lane.
- 5 New development should respect the rural character and scale of Hayden Village.
- 6 Hayden Knoll farm house is retained, with development to respect the setting and amenity of this existing building.

Key

- Site boundary
- Water
- Existing building
- Potential bus junction
- Potential bus access point
- Potential junction
- Potential access point
- Proposed primary route
- Proposed secondary route
- Proposed tertiary route

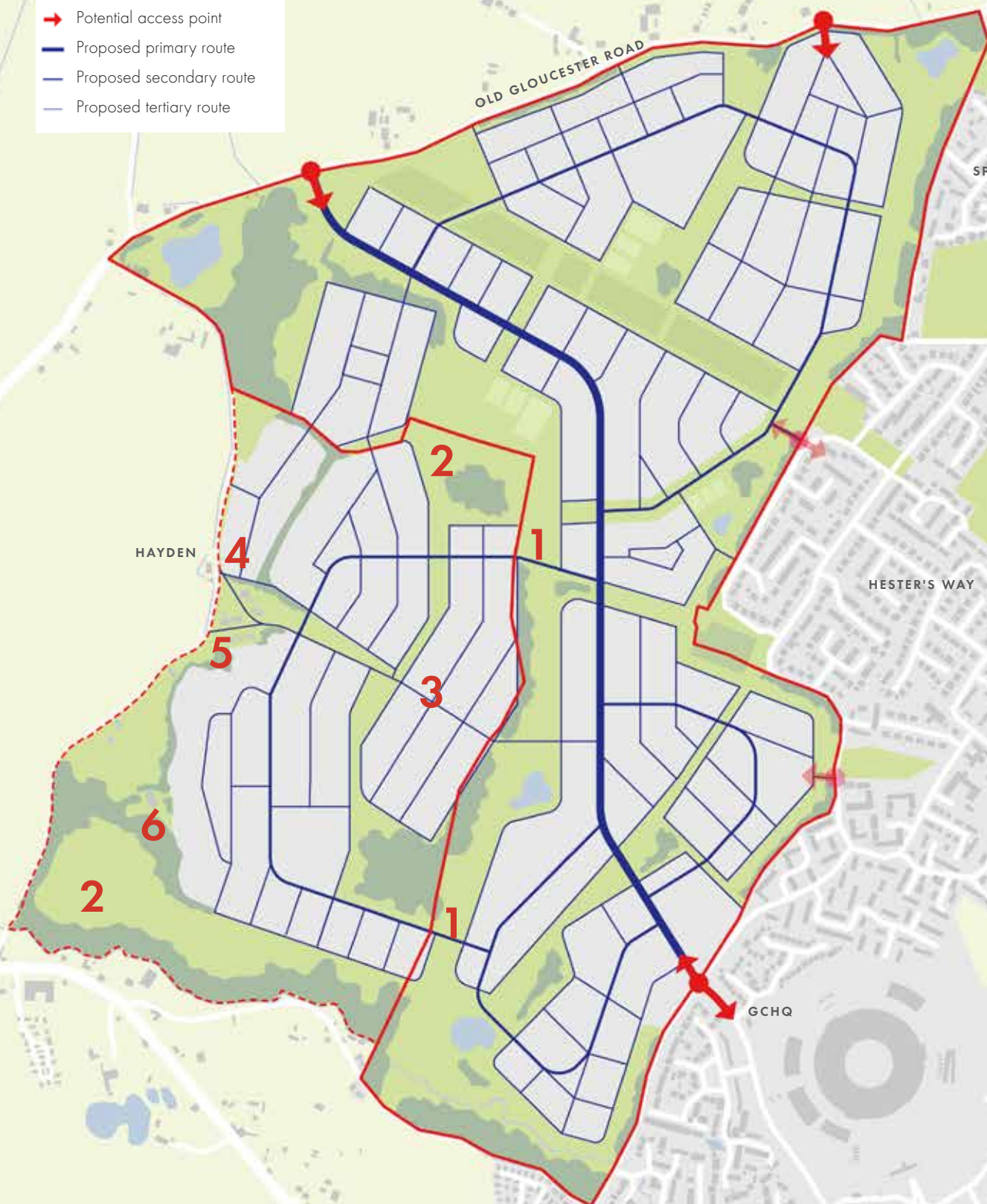


Figure 57 Illustrative masterplan - longer term phases of growth

8.2 Key principles for Hayden Sewage Treatment Works site

SUSTAINABILITY - Embracing the highest standards of environmental sustainability

- 8.2.1 Redevelopment of the HSTW site does present exciting opportunities to continue a further phase of growth within the Cyber Central Garden Community. The latest technologies should be employed to reduce water and energy consumption of new development and the Smart Cities objectives within this SPD should be considered for the HSTW site.

LANDSCAPE - Working with the natural landscape and its features

- 8.2.2 Earlier phases of development are likely to have put a landscape structure in place which forms the basis of the establishment of a country park on the western side of the site. The availability of the HSTW site will underpin the establishment of a country park. Existing landscape assets and features will be retained where possible to help influence the form of development. In particular, existing hedgerows, trees and the mature features along the Hatherley Brook should be retained to help ensure new development is appropriately integrated with existing communities.

MOVEMENT - An integrated and connected extension of West Cheltenham

- 8.2.3 A permeable and connected network of streets and lanes will allow the later development of the HSTW site to be fully integrated with the development at Cyber Central Garden Community. New communities within the site will benefit from infrastructure which supports active and sustainable travel choices. New dwellings will be supported by vehicle charging points, which will be designed to have dedicated space for bicycle storage and will have access to the use of environmentally friendly vehicle hire schemes. The area will also be served by appropriate extensions to the local bus services.

LANDUSES - A vibrant and diverse range of uses and activities, serving existing and new communities

- 8.2.4 This objective is not directly relevant to the HSTW site and it is acknowledged that the relocation of the HSTW will be of significant cost and therefore any alternative uses are likely to be residential led in order to generate the required land values. The cluster of cyber-tech uses will be concentrated on the West Cheltenham allocation site. Street design will incorporate sustainable drainage features to ensure flood resilience. New development will be designed to high energy and efficiency standards.
- 8.2.5 The design quality of both the houses and the public realm and landscape context of development across the HSTW site will be of paramount importance to its long-term environment, social and economic success and sustainability. Garden communities principles, which have underpinned the development of the core West Cheltenham SPD site, will be applied to the design of new housing neighbourhoods across the HSTW site. Fundamental to this is the application of good urban design principles which include creating safe and accessible streets and neighbourhoods, a clear distinction between public and private land, developments which create strong street edges which ensure public spaces are overlooked, and a mix of dwelling types and tenure to meet local needs.

Key




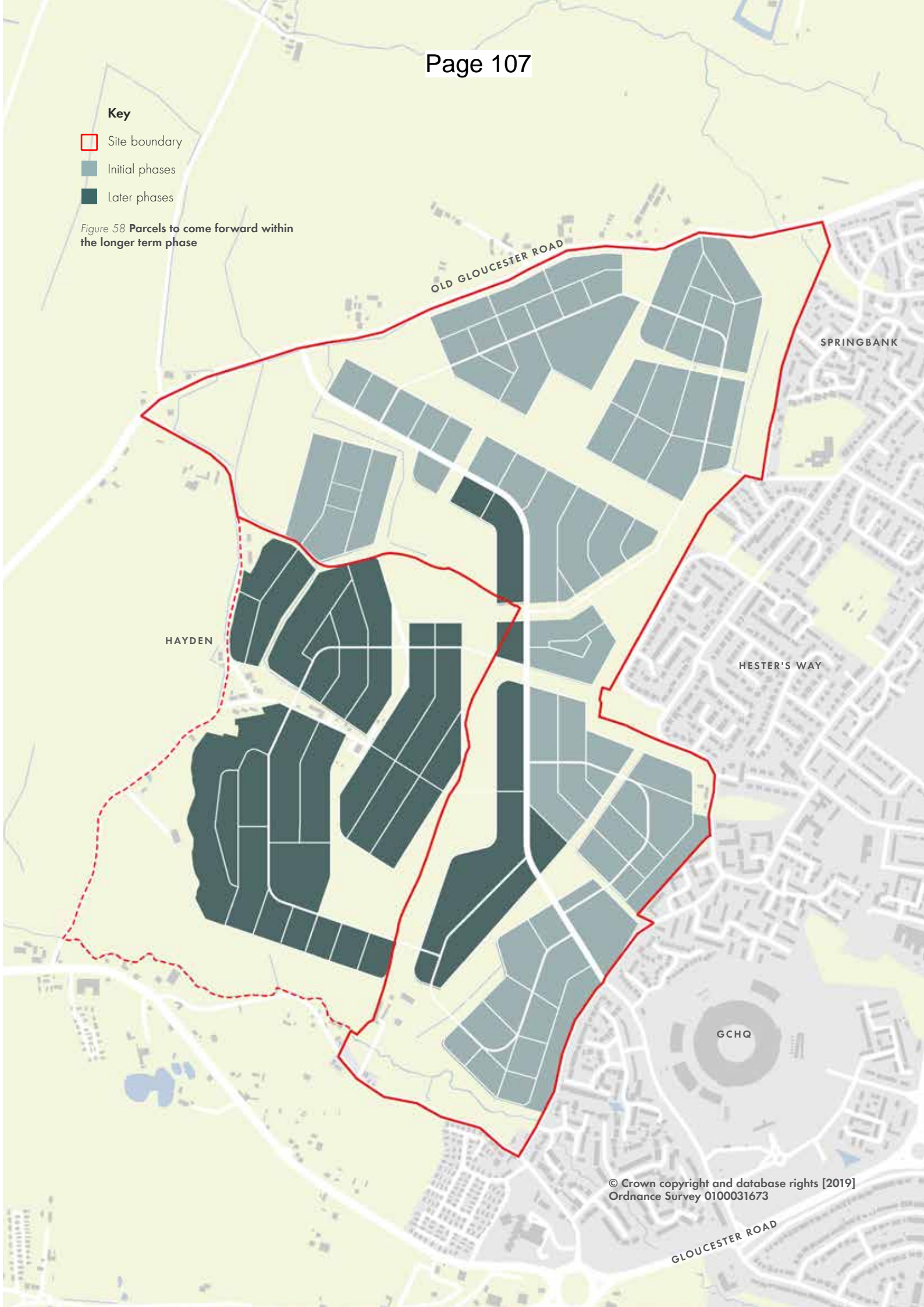
-  Site boundary
-  Initial phases
-  Later phases

Figure 58 Parcels to come forward within the longer term phase





CYBER PARK



9

NEXT STEPS

9 Longer term phases of growth - Hayden Works site

9.1 Next steps

- 9.1.1 As established by JCS policy A7, the Councils require a comprehensive and coordinated approach to development. This is in order to deliver the aspirations of this planning framework which is a material planning consideration (and is therefore offered considerable weight in the determination of planning applications), and the wider policy framework including the policies within the Joint Core Strategy and the relevant local plans.
- 9.1.2 In their role as enablers, the Councils may use their statutory powers including compulsory purchase powers to facilitate comprehensive development and delivery of the site in order to deliver the policy framework.
- 9.1.3 Cheltenham and Tewkesbury Borough Councils will consider in conjunction with relevant partners, the following key stages (or subsequent stages to be agreed) which will need to be carried out, as outlined in Figure 60.

Validation checklist

- 9.1.4 In addition to the assessment of proposals against the objectives and principles outlined in this SPD, the following strategies and reports are likely to be required in support of forthcoming planning applications:
- 9.1.5 Landscape strategy
- 9.1.6 Utilities strategy
- 9.1.7 Energy strategy
- 9.1.8 Maintenance strategy
- 9.1.9 Employment plan
- 9.1.10 Other strategies/plans arising from SPD objectives.



Figure 59 Draft SPD programme

Stage of Delivery	Task
Stage 1- Mechanism for Delivery	<p>A Delivery Options Report has been prepared for CBC (as landowner) in parallel to the preparation of this SPD to inform the identification of the preferred delivery mechanism for the Council's land in the context of the whole site. This will assist TBC and CBC as LPAs to identify and agree a strategy for physically delivering development on the overall site.</p> <p>This SPD is being informed by a delivery testing model with high level informed inputs to understand the headline position and conditions required in order to ensure that a commercially viable proposition can come forward. However given the high level nature of the masterplan, the SPD is not based on fully costed infrastructure provisions or confirmed planning obligation costs. This analysis will need to take place during stage 2 below.</p>
Stage 2- Pre-Planning Application Submission	<p>Formation of one or more planning applications; pre application discussions with both LPAs, further technical and modelling works will be undertaken, and further public consultation will take place. The delivery of infrastructure and future management of such provision will need to be considered as early as possible in the planning process, this will include the mechanisms for delivery either via Section 106, CIL or other means being established.</p> <p>Given the extent of works required to open up the site these costs are likely to be significant and therefore further viability analysis will be required to identify any shortfalls and where external funding opportunities may need to be explored. Therefore, an Infrastructure Delivery Plan will need to be agreed by developers and landowners prior to the submission of the first planning application on site, this plan will need to set out a timely manner in which infrastructure will be delivered and include site wide phasing and trigger targets. The Delivery Plan will need to ensure that the scheme remains commercially viable and market facing.</p>
Stage 3- Formal Planning Application Submission(s)	<p>Submission of a formal planning application(s); Irrespective of which LPA boundary the application(s) fall in, officers at both CBC and TBC will be provided with an opportunity to comment on technical and design elements of each planning application, based on the requirements of the SPD, national and local planning policy.</p>
Stage 4 - Condition Discharge and Phased Development	<p>Commencement of development and key infrastructure secured through S106 agreement(s) / CIL shall be delivered on site in accordance with the agreed phasing and trigger mechanisms.</p>

Figure 60 Future stages of work

9.2 Assessment matrix and Design Review

- 9.2.1 The masterplan framework, its objectives and principles as outlined in this SPD will be used to assess development proposals as they come forward. To aid this process, all those involved in the preparation, assessment and determination of development proposals are encouraged to use assessment matrix below (Figure 61) to make qualitative assessments of how proposals can be considered to perform against key masterplan principles.
- 9.2.2 Alongside this process, schemes will be assessed through a formal design review process and, in the case of residential development, through the Design Council Cabe's Building for Life 12 assessment (or current equivalent) and requirement for Building with Nature.

ASSESSMENT RATING

Red Amber Green

CYBER CENTRAL GARDEN COMMUNITY VISION					
V	Does the proposal accord with the spirit of the Cyber Central vision and would its implementation help to realise this vision?				V
OBJECTIVE A: Embracing the highest standards of sustainability					
A1	Resource efficiency: New development at Cyber Central Garden Community will be net carbon zero (or better) and an exemplar in water and energy conservation and waste management, employing the highest standards of environmental sustainability				A1
A2	Resilience: The design of new buildings, streets, open spaces and other required infrastructure will ensure new development is resilient in terms of flooding and overheating				A2
A3	Connection to nature: Development at Cyber Central Garden Community will enrich local ecology and biodiversity and will take proper account of air quality issues				A3
A4	Community and culture: Cyber Central Garden Community will mature into a thriving and mixed sustainable community, providing jobs, homes and community facilities for existing and new residents in a beautiful landscape setting				A4
A5	Mobility: Cyber Central Garden Community will be an integrated and fully connected extension of west Cheltenham				A5
OBJECTIVE B: A vibrant and diverse range of uses and activities, serving existing and new communities					
B1	Delivered in partnership, a high profile and state of the art 'Cyber Innovation Centre' will be the focal point of the Cyber Central Garden Community				B1
B2	45Ha of mixed-use employment land, focussed around the Cyber Central hub, will provide flexible business space, hotels, retail and leisure provision and designed to maximise opportunities for physical and visual integration				B2
B3	A sustainable and deliverable range of housing tenures, including affordable housing and self-build, to meet local needs supported by community infrastructure				B3
B4	Higher densities and a range of dwelling typologies which make the best use of available land				B4
OBJECTIVE C: Working with the natural landscape and its features					
C1	Development must positively integrate existing landscape assets and features and use these features to inform the development of a green infrastructure network for the site				C1
C2	Proposals should respond to views into and out of the site and react to the existing topography and strategic landscape character				C2
C3	Proposals shall include a network of public spaces to meet local open space requirements				C3
C4	A high quality new public space will be provided at the gateway of Cyber Central which will be designed to provide flexible spaces for events and activity				C4
C5	New development should take a creative approach to sustainable drainage to reduce the long-term risk of flooding				C5
C6	Development should promote a strategy for new tree planting and retention of existing species				C6
C7	The boundaries with existing communities, the wider countryside, the sewage works, and between phases of development shall be carefully planned and designed to maximise opportunities for physical and visual integration				C7
C8	The development must promote a positive approach to local food growing through the adequate provision of allotments as part of a wider strategy to meet existing and future need				C8
C9	Proposals should be devised with partners to develop and deliver an innovative public art programme				C9
C10	A management strategy shall be developed across the site to inform the design process and with consideration to longer term sustainability				C10
OBJECTIVE D: An integrated and connected extension of West Cheltenham					
D1	The design and delivery of new development will prioritise and support active and sustainable travel patterns and behaviour - public transport				D1
D2	Deliver new direct pedestrian and cycle connections to existing communities and facilities				D2
D3	Creation of an open network of streets and routes which can be managed to meet local needs				D3
D4	Delivery of a new 'main street' between Telstar Way and Old Gloucester Road, designed as a street for people, not a road for vehicles				D4
D5	Principal junctions should be designed to minimise land take and create safe and direct crossing points for pedestrians and cycles				D5
D6	Provision of safe routes to schools, which will be provided within or beyond the West Cheltenham site				D6
D7	A flexible and creative approach to the application of parking standards and emerging and new vehicle technologies and initiatives				D7
OBJECTIVE E: Character and placemaking					
E1	New development will deliver a range of housing densities and typologies to ensure effective use of land is made				E1
E2	New development will look to local precedent in Cheltenham to help deliver locally distinctive forms of development				E2
E3	New development will contribute to the distinct character of its neighbourhood whilst delivering the overall vision for Cyber Central Garden Community				E3
P1	Cyber-centra hub - streets and movement; landscape and public realm; character and scale; land uses and activities				P1
P2	Gloucester Road neighbourhood - streets and movement; landscape and public realm; character and scale; land uses and activities				P2
P3	Main street neighbourhood - streets and movement; landscape and public realm; character and scale; land uses and activities				P3

Figure 61 Qualitative assessment matrix

Allies and Morrison Urban Practitioners is not responsible for nor shall be liable for the consequences of any use made of this Report other than that for which it was prepared by Allies and Morrison Urban Practitioners for the Client unless Allies and Morrison Urban Practitioners provides prior written authorisation for such other use and confirms in writing that the Report is suitable for it. It is acknowledged by the parties that this Report has been produced solely in accordance with the Client's brief and instructions and without any knowledge of or reference to any other parties' potential interests in or proposals for the Project.

Allies and Morrison Urban Practitioners accepts no responsibility for comments made by members of the community which have been reflected in this report.



Garden Community Supplementary Planning Document (draft): Consultation Statement

1. Introduction

1.1 This statement is the 'Consultation Statement' for the Cyber Central Garden Community Supplementary Planning Document (SPD) as required by the Town and Country Planning (Local Planning) (England) Regulations 2012. This statement sets out how the public and other stakeholders will be consulted upon the SPD. Following the consultation period, this statement will be expanded to summarise the comments received during the consultation period, including details of how the issues raised have been dealt with in working towards a final SPD for adoption.

2. Town and Country Planning Regulations

2.1 The SPD is produced in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012. The relevant regulations relating to the consultation process are explained below.

- Regulation 12: Regulation 12(a) requires the Council to produce a consultation statement before adoption of the SPD, this must set out who was consulted, a summary of the issues raised, and how these issues were incorporated in to the SPD.
- Regulation 12(b) requires the Council to publish the documents (including a 'consultation statement') for a minimum 4 week consultation, specify the date when responses should be received, and identify the address to which responses should be sent.
- This statement is the 'Consultation Statement' for the SPD as required by Regulation 12(a). The document also sets out information about the consultation as required by Regulation 12(b). Following the consultation period, as the SPD progresses towards adoption, the 'Consultation Statement' will be expanded to recognise involvement by outside bodies and public participation during this consultation period.
- Regulation 13: Regulation 13 stipulates that any person may make representations about the SPD and that the representations must be made by the end of the consultation date referred to in Regulation 12. This consultation statement sets out this requirement.
- Regulation 35: Regulation 12 states that when seeking representations on an SPD, documents must be made available in accordance with Regulation 35. This requires the Council to make documents available by taking the following steps:
 - Make the document available at the principal office and other places within the area that the Council considers appropriate;
 - Publish the document on the Council's website.

3. The Statement of Community Involvement (SCI)

3.1 This consultation statement has been prepared within the context of the SCI's of Cheltenham and Tewkesbury councils and reflects the 2012 Regulations, set out above. The relevant SCI's set out how the councils will consult and involve people in the preparation of local plans, including Supplementary Planning Documents. Consultation on the draft SPD is being carried out in line with the principles of the adopted SCI.

4. Early Consultation

4.1 The aims and objectives, and design principles within the draft SPD have been the subject of early discussions and consultations with key stakeholders, partners and the wider local community as part of a collaborative approach. This engagement has included:

- Internal officer working group - comprising officers from across Cheltenham Borough Council, Tewkesbury Borough Council and Gloucestershire County Council with a remit to consider, advise and inform the emerging SPD, This group has fed into the drafting of the SPD.
- Engagement with Homes England technical specialists' team.
- Engagement with stakeholders including NHS, County Education, Gloucestershire Highways, Wildlife and Wetlands Trust, GCHQ, infrastructure providers. Informal engagement has taken place together with an evening workshop on 3rd September 2019. 32 people attended the workshop representing the following groups:

BAE Systems, Bamboo Technology Group, Boddington Parish Council, Cheltenham Borough Homes, Cheltenham churches, Cheltenham Borough Council, Church of England, First LEP, Gloucestershire County Council, Gloucester Local Nature Partnership, Hester's Way Neighbourhood Plan Forum, Hester's Way Partnership, local residents, Police, Stagecoach West, Swindon Parish Council, Tewkesbury Borough Council, Uckington Parish Council, University of Gloucestershire and, Wildfowl and Wetlands Trust.

- Four community drop in events were held at the following times and locations;
 - 11th September, 12:30-3pm at Hester's Way Community Centre
 - 11th September, 3:30-5:30pm at Springbank Community Centre
 - 19th September, 1-3:30pm at Tewkesbury-Cheltenham West Community Fire Station
 - 19th September, 4:30-7:30pm at Gloucestershire College

4.3 A total of 210 people attended across the four public engagement events. The feedback from the engagement so far has been invaluable in shaping the design process. From the feedback received during this stage of public engagement, the masterplan has been amended in the following ways:

- Emphasis on green spaces close to the existing community - the plan has been altered following drop-in events with local residents who were supportive of a new park close to the Springbank neighbourhood.
- Impact of traffic and car parking - aiming for the new development to have enough car parking to serve the employment and residential areas. Sustainable transport modes including improved bus networks and cycle networks will also contribute to improving access and reducing the reliance on the private car.
- Spreading the impact of employment - although the focus for the employment area will be to the south of the SPD area, close to GCHQ, conversations have highlighted the

Page 117
opportunity to focus some employment with good access to the new road to J10 of the M5.

- Integration - comments have strengthened the focus on delivering links and shared facilities for new and existing residents.
- Response to climate change emergency – opportunity to be innovative.

This engagement has helped to shape the current draft for formal consultation.

5. Consultation Information

5.1 Consultation on the SPD is being carried out in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012. The SPD and this Consultation Statement will be made available for inspection by the public for a five week period between Monday 13th January 2020 and 5pm Monday 17th February 2020. A copy of the SPD and this consultation statement is available to view at:

consult.cheltenham.gov.uk/consult.ti/cybercentral/

5.2 Copies of the draft SPD and consultation statement are available to view on the Council's website at: **consult.cheltenham.gov.uk/consult.ti/cybercentral/**

5.3 Further information is available by contacting the Planning Policy team by email at planningpolicy@cheltenham.gov.uk

5.4 As part of the consultation, a 'targeted' e-mail will be sent to relevant individuals, organisations and bodies advising of forthcoming consultation.

5.5 The consultation period runs from Monday 13th January 2020 and any person can make representations on the draft SPD before 5.00p.m on Monday 17th February 2020.

5.6 Public engagement sessions have been scheduled on the dates, times and locations shown below. These face to face engagement sessions will offer the opportunity to meet with the consultancy team and officers to discuss any elements of the draft SPD.

Thursday 23rd January:

- 12:30 - 3:30pm at Springbank Community Centre
- 4:30 - 7:30pm at Hesters Way Community Centre

Saturday 1st February:

- 10:30am - 1:30pm Regents Arcade
- 2:30 - 5:30pm at Cheltenham West Community Fire Station

5.7 Copies of the SPD will be available to view at both Cheltenham Borough Council and Tewkesbury Borough Council offices during normal working hours throughout the consultation period.

5.8 Representations on the draft SPD can be made:

- **Via Commonplace online community platform**
<https://cybercentral.commonplace.is/> (will be live in line with consultation dates)
- **By e-mail to** planningpolicy@cheltenham.gov.uk
- **In writing to Planning Policy Team, Cheltenham Borough Council, Municipal Offices, Promenade, Cheltenham, GL50 9SA**

Commonplace online community platform is **Page 118** method of contact. Should you choose to write, the preferred method of contact is by email. Please keep you communication focussed to changes you are looking for to inform the final version of the SPD.

Cheltenham Borough Council

Cabinet 17th December 2019

Independent Resident Satisfaction Survey 2019

Accountable member:	Cllr. Rowena Hay, Cabinet Member with responsibility for Finance
Accountable officer:	Darren Knight, Executive Director for People & Change Richard Gibson, Strategy & Engagement Manager
Ward(s) affected:	All
Key/Significant Decision:	No
Executive summary:	<p>Residents' surveys are frequently carried out by local Councils in order to collect statistically robust views from a representative sample of residents.</p> <p>This year, an independent resident satisfaction survey was requested by the Cabinet member for Finance to provide the Council with a series of statistically reliable perception measures from a representative sample of the borough's population.</p> <p>The BMG Cheltenham Residents Survey 2019 provides a range of resident insight that can help inform current and future decision making, as well as providing a baseline against which future improvements can be measured.</p> <p>The report shows that overall 84% of Cheltenham residents are satisfied with their local area as a place to live. This score is higher than the Local Government Association (LGA) benchmark (80%) and the BMG urban authority benchmark (80%).</p>
Recommendations:	<p>Cabinet considers the report and supports the following recommendations:</p> <ul style="list-style-type: none"> • The Cabinet acknowledge the 2019 Resident Satisfaction Survey results and the baseline they provide for the Council's Corporate Plan and Place Vision • The survey is repeated in three years' time to measure the impact of the Council's corporate plan on resident satisfaction levels • The results are used to inform Council service plans to address areas in need of performance improvement and/or further investigation • The results from the survey are communicated to the Council's partners that have lead responsibilities for areas where further improvement has been identified

Financial implications:	<p>There are no Finance implications identified as a result of this report.</p> <p>Martin Yates Business Partner Accountant Martin.Yates@publicagroup.uk</p>
Legal implications:	<p>There are no Legal implications identified as a result of this report.</p> <p>Sarah Freckleton Head of Legal legalservices@teWKesbury.gov.uk</p>
HR implications: (including learning and organisational development)	<p>There are no HR implications identified as a result of this report.</p> <p>Corry Ravenscroft HR Business Partner Corry.ravenscroft@publicagroup.uk</p>
Property/Asset Implications:	<p>There are no property implications identified as a result of this report.</p> <p>Simon Hodges Senior Property Surveyor simon.hodges@cheltenham.gov.uk</p>
Key risks:	<p>There are no risks currently identified with this initiative.</p>
Corporate and community plan Implications:	<p>The survey results provide a series of baseline performance measures to underpin the Council's new corporate plan; https://www.cheltenham.gov.uk/info/19/corporate_priorities_and_performance/790/our_corporate_strategy</p>
Environmental and climate change implications:	<p>The survey results show:</p> <ul style="list-style-type: none"> • More than four in five Cheltenham residents agree that the Council should play a role in tackling air quality issues (83%), enabling people to walk/ cycle more (82%) and enabling public transport use (81%) • Three quarters (75%) of residents agree that Cheltenham Borough Council should try to reduce vehicle emissions in the borough

1. Background:

- 1.1 Residents' surveys are frequently carried out by local Councils in order to collect statistically robust views from a representative sample of residents. In 2019, the Cabinet Member for Finance requested an independent resident satisfaction survey to gain insights from a statistically representative sample of the borough's population.
- 1.2 The benefits of undertaking such a survey allows the Council to:
- Compare the views of residents to national data sets;
 - Explore priorities at a local level;
 - Set baselines/track perceptions of service quality;
 - Collect insight to inform strategy - e.g. channel shift and communications plans;
 - Collect data on new or emerging issues
 - Provide a set of baseline measures for the Council's Corporate Plan and Place Vision
- 1.3 Following a competitive procurement process, BMG Research (<https://www.bmgresearch.co.uk/bmg/about-us/>), were commissioned to undertake the survey on behalf of the Council. BMG Research are members of the Market Research Society and comply with industry standards for research, insight and analytics through membership of the Market Research Society; <https://www.mrs.org.uk/about>

2. Survey Methodology:

- 2.1 A total of 5,500 postal addresses were randomly sampled across all Cheltenham wards. Residential addresses were randomly sampled using Royal Mail's Postal Address File (PAF), the most complete list of addresses that is available. This ensured all residents had an equal and fair chance of being selected for the survey. Within each ward addresses were sorted by the Index of Multiple Deprivation (IMD) before applying the random sampling.
- 2.2 This ensured that a proportional cross section of households was included in the sampling. Moreover, the number of addresses selected per ward was proportional to the size of the resident population. Taken together, this approach guaranteed that the 5,500 households who were invited to complete the survey were representative of the borough as a whole.
- 2.3 A postal methodology was commissioned on the basis that it provides a cost-efficient way of delivering large survey volumes (thus allowing analysis at area level within the borough), while being underpinned by random household selection. This random household selection gives the survey a wider reach and a more robust statistical underpinning relative to other consultation approaches such as online surveys promoted via the Council's own communication channels. Such an online approach would have risked much poorer geographical coverage in the survey responses.
- 2.4 The survey was conducted during July and August 2019. The initial mailing of 5,500 questionnaires was followed after three weeks by a second copy of the questionnaire being sent to non-responding households, to encourage completion of the survey. At the end of the fieldwork period 1,594 completed surveys had been received. This includes 234 sampled residents who completed the survey via the online option, rather than through the return of the paper survey. Therefore, the survey had a response rate of 29%, above the rate now typical in surveys of this type (20-25%).

3. Statistical Confidence:

- 3.1 Based on the population of Cheltenham aged 16+, the survey sample size of 1,594 has a confidence interval of +/-2.43 at a 95% level of confidence. This means that we can be 95% certain that the percentages reported from this sample are within 2.43 percentage points of the percentages that would be observed if the entire borough population was interviewed. Typically, +/-3% is considered an acceptable level of confidence on research of this type, so the +/- 2.43% for this sample is an improvement upon this.

- 3.2** In order to correct for uneven response rates both geographically and demographically, weights were applied to the survey responses to ensure that they provide a representative data set. Given the purpose of this research was to identify variations in opinion at an area level, weights were applied by ward. Weights were also applied by age and gender at borough level. This weighting ensures that the data is representative of Cheltenham overall.
- 4. Key Findings:**
- 4.1** The full set of survey results, analysis and supporting context is included at Appendix 2 –‘BMG Cheltenham Residents Survey 2019’. Summarised below are a number of key findings drawn from the report:
- 4.2** The report shows that overall 84% of Cheltenham residents are satisfied with their local area as a place to live. This score is higher than the Local Government Association (LGA) benchmark (80%) and the BMG urban authority benchmark (80%)
- 4.3** Before being asked about their satisfaction with their local area, residents were asked, “*what one change could Cheltenham Borough Council make that would make the largest difference to the quality of life for you/your family?*” This was asked in order to understand the most important factors impacting upon residents’ daily lives, which contextualises their overall satisfaction levels.
- 4.4** Since the question was asked at the beginning of the survey, and was answered with an open text box, it provides unfiltered insights into residents’ experiences.
- 4.5** The themes that came through in resident’s answers were grouped together and quantified. The top three most common themes are shown in the below figure:
- Improve quality of roads/pavements (22%);
 - Improve traffic management control (14%);and,
 - Improve parking availability (11%)
- 4.6** All respondents were given the opportunity within the survey to select up to three priority issues for Cheltenham Borough Council to focus upon. From these, the priorities that were most commonly selected were:
- Providing more affordable housing (32%);
 - Tackling homelessness (30%); and,
 - Promoting walking, cycling and public transport (29%)
- 4.7** The results show that 18% of residents are dissatisfied with the way the Council runs things (13% are fairly dissatisfied and 5% very dissatisfied). Among the remainder, almost twice as many are satisfied (55%) than are neutral (23%). The relatively high proportion of neutral respondents found on this indicator should be the target for the Council in its efforts to improve satisfaction further. To put these results into context, the BMG urban authority benchmark for satisfaction with the way Councils are run is 59%. Therefore, the views Cheltenham residents hold in relation to their Borough Council are broadly in line with this benchmark at 55%.
- 4.8** The Council’s provision of parks and opens spaces is a relative strength, with 84% satisfied with the Council in this respect.
- 4.9** Seven in ten residents are satisfied with the household collections of domestic waste (79%) and recyclables (72%). There is scope to improve satisfaction with these services further given that the remainder more commonly are dissatisfied rather than neutral.
- 4.10** The most common reasons for individuals for moving away from the borough were economic, with

45% suggesting that job opportunities and career progression best explained these moves out of the borough

4.11 The full report provides a range of valuable insight that can be used to inform future decision making and priority setting as well as a baseline for the Council’s Corporate Plan. It is worth highlighting that the Council has already started to take action to address issues highlighted within the report findings with examples including:

- Providing more affordable: the Council has announced up to £100m of funding for Cheltenham Borough Homes to increase the supply of affordable housing
- Job Opportunities: 45% of respondents suggesting that job opportunities and career progression best explained these moves out of the borough so the Council is looking to increase future job opportunities by working towards making Cheltenham the Cyber Capital of the UK in West Cheltenham and by supporting other initiatives such as Workshop Cheltenham
- Promoting walking, cycling and public transport: bus travel is up 4% against a national decline of 2% as a consequence of the Council’s Cheltenham Transport Plan
- Street Cleanliness: The results show six in ten residents (61%) are satisfied with the cleanliness of the streets in their local area. The survey results will be used to ensure that future programmes of work deliver the same standards in the west of Cheltenham where residents, according to this recent survey, were less satisfied with street cleansing standards. As part of a review of street cleansing this year, the Council has recently invested in new mechanical street sweepers for Ubico to use which will improve standards of cleanliness across the borough. Those areas of town with higher densities of parked cars on roads are more difficult to keep clean. The Council and its service delivery partner, Ubico, will continue to work with the Highways Authority, the public and social housing providers/landlords to improve street cleansing within available resources.
- Tackling homelessness: The district Councils within Gloucestershire have been successful in acquiring over £2m from various funding bids to support rough sleeping initiatives. CBC are using this to firm up pathways into independent living by enhancing the provision of Assertive Outreach Services, providing Somewhere Safe to Stay hubs, and employing Navigators and other support and accommodation services to help some of our most vulnerable residents receive the help they need to get them back onto a more stable footing. The Council has increased its investment in the Housing Options Service, following increased funding from MHCLG. This investment has helped the council place even greater focus on delivering strong homelessness prevention outcomes. For instance, in 2018/19 we prevented 230 households from becoming homelessness, compared with 145 households for the previous year.

5. How this links to the Place Vision & Corporate Plan:

5.1 The survey results provide a number of baseline performance measures from which future improvements can be measured against.

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Appendices:	1: Risk Assessment 2: BMG 2019 Cheltenham Resident Satisfaction Survey
Background information:	Corporate Plan 2019/2023 https://www.cheltenham.gov.uk/info/19/corporate_priorities_and_performance/790/our_corporate_strategy

Risk Management

The risk			Original risk score (impact x likelihood)			Managing risk				
Risk description	Risk Owner	Date raised	Impact 1-5	Likelihood 1-6	Score	Control	Action	Deadline	Responsible officer	Transferred to risk register
There are no risks currently identified with this initiative							1.			
							1.			
Explanatory notes Impact – an assessment of the impact if the risk occurs on a scale of 1-5 (1 being least impact and 5 being major or critical) Likelihood – how likely is it that the risk will occur on a scale of 1-6 (1 being almost impossible, 2 is very low, 3 is low, 4 significant, 5 high and 6 a very high probability) Control - Either: Reduce / Accept / Transfer to 3rd party / Close										

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Research Report



Cheltenham Residents' Survey 2019

Prepared for: Cheltenham Borough Council

Prepared by: BMG

Cheltenham Residents' Survey

Prepared for: Cheltenham Borough Council

Prepared by: Steve Handley and Shona MacAskill

Date: 4th October 2019



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1. Introduction

Background to the Research

In March 2019, Cheltenham Borough Council commissioned BMG to partner with the organisation in understanding residents' perceptions and experiences of living in Cheltenham, and in understanding how the Council can best implement its corporate strategy to improve the lives of all residents across the borough.

BMG

BMG is an independent research agency, established in 1988. We work with our clients to fully understand the challenges faced by their organisations, identify priorities for action, and evaluate the impact of change. We use our understanding of markets, people and society to support clients in making informed business decisions, based on insight from objective, robust data.

Residents Surveys

Residents' surveys are frequently carried out by local Councils in order to collect statistically robust views from a representative sample of residents. They also provide residents with an opportunity to feed into Council decision-making. The purpose of the data collected in residents' surveys is to empower Councils to improve their services and direct their resources to the issues that matter most. Moreover, by enabling Councils to understand the extent to which they are thought to keep residents informed and engaged, residents' surveys can be used to shape communication, messages and channels. Finally, surveys can be used to support an open and transparent relationship between residents and their Councils. In summary, the primary benefits of a residents' survey are that they allow Councils to:

- Compare the views of residents to national data sets;
- Explore priorities at a local level;
- Set baselines/track perceptions of service quality;
- Collect insight to inform strategy - e.g. channel shift and communications plans;
- Collect data on new or emerging issues.

Research Objectives

Following discussions between Cheltenham Borough Council and BMG, this research was undertaken to collect statistically robust data on: Cheltenham residents' perceptions of living in Cheltenham, and the Council's role in informing these; levels of satisfaction with the Council; and residents' views of key local issues. The insight from this data will inform the implementation of the Council's Corporate Plan 2019-2023.

Methodology

A postal methodology was commissioned on the basis that it provides a cost-efficient way of delivering large survey volumes (thus allowing analysis at area level within the borough), while being underpinned by random household selection. This random household selection gives the survey a wider reach and a more robust statistical underpinning relative to other consultation approaches such as online surveys promoted via the Council's own

communication channels. Such an online approach would have risked much poorer geographical coverage in the survey responses.

A total of 5,500 postal addresses were randomly sampled across all Cheltenham wards. Residential addresses were randomly sampled using Royal Mail's Postal Address File (PAF), the most complete list of addresses that is available. This ensured all residents had an equal and fair chance of being selected for the survey. Within each ward addresses were sorted by the Index of Multiple Deprivation (IMD) before applying the random sampling. This ensured that a proportional cross section of households was included in the sampling. Moreover, the number of addresses selected per ward was proportional to the size of the resident population. Taken together, this approach guaranteed that the 5,500 households who were invited to complete the survey were representative of the borough as a whole.

The survey was conducted during July and August 2019. The initial mailing of 5,500 questionnaires was followed after three weeks by a second copy of the questionnaire being sent to non-responding households, to encourage completion of the survey. At the end of the fieldwork period 1,594 completed surveys had been received. This includes 234 sampled residents who completed the survey via the online option, rather than through the return of the paper survey. Therefore, the survey had a response rate of 29%, above the rate now typical in surveys of this type (20-25%).

Statistical Confidence

Based on the population of Cheltenham aged 16+, the survey sample size of 1,594 has a confidence interval of +/-2.43 at a 95% level of confidence. This means that we can be 95% certain that the percentages reported from this sample are within 2.43 percentage points of the percentages that would be observed if the entire borough population was interviewed. Typically, +/-3% is considered an acceptable level of confidence on research of this type, so the +/- 2.43% for this sample is an improvement upon this.

Data weighting

In order to correct for uneven response rates both geographically and demographically, weights were applied to the survey responses to ensure that they provide a representative data set. Given the purpose of this research was to identify variations in opinion at an area level, weights were applied by ward. Weights were also applied by age and gender at borough level. This weighting ensures that the data is representative of Cheltenham overall.

Report contents

This document contains a concise summary of the key findings to emerge from this survey. It aims to highlight the positive messages in the data, plus any areas of concern that require further consideration.

The data used in this report are rounded up or down to the nearest whole percentage point. It is for this reason that, on occasions, tables or charts may add up to 99% or 101%. Where tables and graphics do not match exactly to the text in the report this is due to the way in which figures are rounded up (or down) when responses are combined. Results that differ in this way should not have a variance that is any larger than 1%.

To give the geographical analysis in the report a more robust statistical basis, responses have been reviewed using five ward groupings rather than at individual ward level. The composition of these ward groupings is shown by the table below.

Table 1: Definition of ward groupings

Central	Lansdown, St. Pauls, College and All Saints
Cheltenham West	St. Peters, St. Marks, Hesters Way and Springbank
Cheltenham North	Swindon Village, Prestbury, Oakley and Pittville
Cheltenham south west	Benhall, Warden Hill, Park, Up Hatherley
Cheltenham south east	Leckhampton, Charlton Park, Charlton Kings, Battledown

Throughout this report, the term 'significant' is only used to describe differences within groups that are statistically significant. These are differences that are proven to be real by use of the T-test, which is a statistical method used to evaluate the differences between two opposing groups.

Benchmarking using LGA polling

A bespoke questionnaire was used for the 2019 residents' survey. The design of the survey moved away from a Council-centric question set that traditionally looks to get feedback on specific services. Instead, a number of questions sought input from residents on aspects of their lives including their community and local area, environmental issues and the quality of the offer provided by Cheltenham town centre.

Several questions were included to allow perceptions of Cheltenham Borough Council to be benchmarked against polling conducted nationally by the Local Government Association (LGA).

The latest LGA polling highlighted in this report (Wave 23) was conducted between 13th and 16th June 2019, among a representative random sample of 1,004 British adults (aged 18 or over). Although consistent question wording was used it should also be noted that there are differences in methodology that may influence findings. The LGA polling was carried out by telephone, compared to the postal methodology used for this research. The impact of this on the findings, if any, cannot be quantified.

Typically, the largest difference in findings is produced by a self-completion methodology (e.g. postal, online) compared to an interviewer-administered survey (telephone, face to face). Self-completion surveys can produce less inhibited, more critical responses; this may be replicated to a lesser extent when respondents complete a survey by telephone (LGA). This difference should be considered when benchmarking comparisons are made.

Where possible BMG has also provided its own benchmarks on Council perceptions which have been generated through our work with other local authorities on similar projects. The

benchmarking dataset we have used is based specifically on urban authorities, for which residents' surveys have been delivered in 2018 or 2019.

2. Key Messages

Cheltenham Borough Council has set out its purpose, principles and priorities in the Corporate Plan 2019-2023. This document defines the strategic priorities of the Council over this five-year period, the actions the Council is taking to deliver on these priorities, and the intended outcomes that the Council is measuring its success against. The five priorities described in the Corporate Plan 2019-2023 are:

- Making Cheltenham the cyber capital of the UK;
- Continuing the revitalisation and improvement of our vibrant town centre and public spaces;
- Achieving a cleaner and greener sustainable environment for residents and visitors;
- Increasing the supply of housing and investing to build resilient communities;
- Delivering services to meet the needs of our residents and communities.

The key messages provided by this research that have a direct relevance to four of these priorities, the findings of which are summarised below.

Resident priorities

In order to help inform the Council's future priorities, all residents were also given the opportunity within the survey to select up to three priority issues for Cheltenham Borough Council to focus upon. A total of 15 possible priorities were presented for residents to choose from. From these, the priorities that were most commonly selected were:

- Providing more affordable housing (32%);
- Tackling homelessness (30%); and,
- Promoting walking, cycling and public transport (29%).

Encouragingly, the priority that residents give to housing issues aligns clearly with the Council's existing key Corporate Plan priority to increase the supply of housing and to invest to build resilient communities. The relatively high support for sustainable transport promotion is also aligned with the proposed development of a new Cheltenham transport plan.

Key Priority: Continuing the revitalisation and improvement of our vibrant town centre and public spaces

Residents' perceptions of Cheltenham town centre are largely positive, with four in five satisfied with it overall as a place to visit during the day (80%) and with safety during the day (84%). Perceptions are less positive of the town centre after dark, both overall as a place to visit (40%) and in terms of safety (38%), but this is not an uncommon finding in residents' surveys. A majority of residents are also satisfied by the range of amenities available, ranging from 84% in terms of restaurants/cafes to 67% for shops.

Residents were also asked what they would consider a priority for the town centre from a given list. By far the most popular choice is improving maintenance overall (44%). This was the most popular choice for each age group. The second highest ranked priority is making it easier to cycle and walk to the town centre (12%), something closely aligned to the Council's priority to achieve a cleaner and greener environment. It should also be noted that among the 9% of residents who feel that their local area has got better, there are references to the investment that has already taken place in Cheltenham town centre.

Key Priority: Achieving a cleaner and greener sustainable environment for residents, businesses and visitors

A specific section covering environmental issues was included in the survey to directly explore public views on the role the Council might play in tackling environmental issues. For all of the options presented, a majority of residents agree that the Council should take actions to deliver improved environmental outcomes. Support ranges from 86% agreement for increasing biodiversity in green spaces and using more plants to support pollinating insects, to 67% for trying to reduce how much people use their cars.

Only half of residents feel that Cheltenham as a whole has good air quality (52%), with a slightly larger proportion saying it is good in their local area (60%). A sizeable proportion of residents in both cases feel it is neither good nor bad (27% and 21% respectively). Furthermore, almost half of residents believe either reducing traffic in general (25%) or improving traffic management (20%) will make the greatest difference to air quality. There was also support for improved public transport and greener ways of getting around. Just under a third of residents believe promoting walking, cycling and public transport should be one of the Council's top three priorities (29%) and 12% of residents believe the priority for the town centre should be making it easier to walk and cycle there.

Conversely, although there is a desire by some to reduce traffic in Cheltenham, improved services for drivers remains important to a large proportion of residents (50% of residents use their own car or vehicle most days). When asked what the one change the Council could make to improve quality of life, all three of the highest scoring measures were related to driving: improving roads/pavements (22%), improving traffic management (14%), and improving parking availability (11%). Moreover, of the 28% of residents who feel that their local area has got worse, over half of the reasons why are driving related.

Key Priority: Increasing the supply of housing and investing to build resilient communities

Although housing issues were not a key theme within the survey design, it is still an important issue to residents. When asked to select up to three priorities for the Council in the coming years, providing more affordable housing (32%) and tackling homelessness (30%) are the two most popular choices. Additionally, of the 9% of residents who have had a household member move out of Cheltenham in the past five years, a third say this was due to the affordability of housing (31%), second only to job opportunities and career progression (45%).

Key Priority: Delivering services to meet the needs of our residents and communities

Overall, just 18% of all residents are dissatisfied with the way Cheltenham Borough Council runs things (13% are fairly dissatisfied and 5% are very dissatisfied). Among the remainder, almost twice as many are satisfied (55%) than are neutral (23%). The relatively high proportion of neutral respondents found on this indicator should be the target for the Council in its efforts to improve satisfaction further. The 55% of residents satisfied with Cheltenham Borough Council compares to the BMG urban authority benchmark of 59% and the most recent LGA polling benchmark of 63%.

When considering the value for money Cheltenham Borough Council provides, there appears to be some uncertainty given that 36% of residents neither agree nor disagree. Among the remainder, marginally more residents agree (31%) than disagree (25%) that value for money is provided. There appears to be a disconnect between this value for money indicator and the positive views of the Council delivery (e.g. parks) and of the borough as a place to live seen elsewhere in the dataset.

The Council's provision of parks and open spaces is a relative strength, with 84% of residents satisfied with Cheltenham Borough Council in this respect. While seven in ten residents are satisfied with the household collections of domestic waste (79%) and recyclables (72%), there is scope to improve satisfaction with these services further given that among the remainder more residents are dissatisfied rather than neutral.

Street cleanliness is a potential explanation of wider views on the value the Council provides. Only six in ten residents (61%) are satisfied with the cleanliness of the streets in their local area, while 25% are dissatisfied with local cleanliness.

In terms of its approach to managing its economic resources three in four residents agree that the Council should reduce demand for Council services by focusing on prevention (76%). Seven in ten residents also agree that the Council should be targeting services that have higher levels of need (70%).

Majority support (75%) is also evident for the Council making investments that reduce the need for future Council Tax increases. Just 7% of residents oppose such an approach. In a context where the Council is making significant investments in the borough such as the new Cyber Park development, this would seem to suggest the Council's strategy is largely in line with public opinion. However, it should be noted that when residents were asked a similar question in relation to the Council making investments outside of the borough to reduce the need for future Council Tax increases, agreement drops by 20-percentage points to 55%.

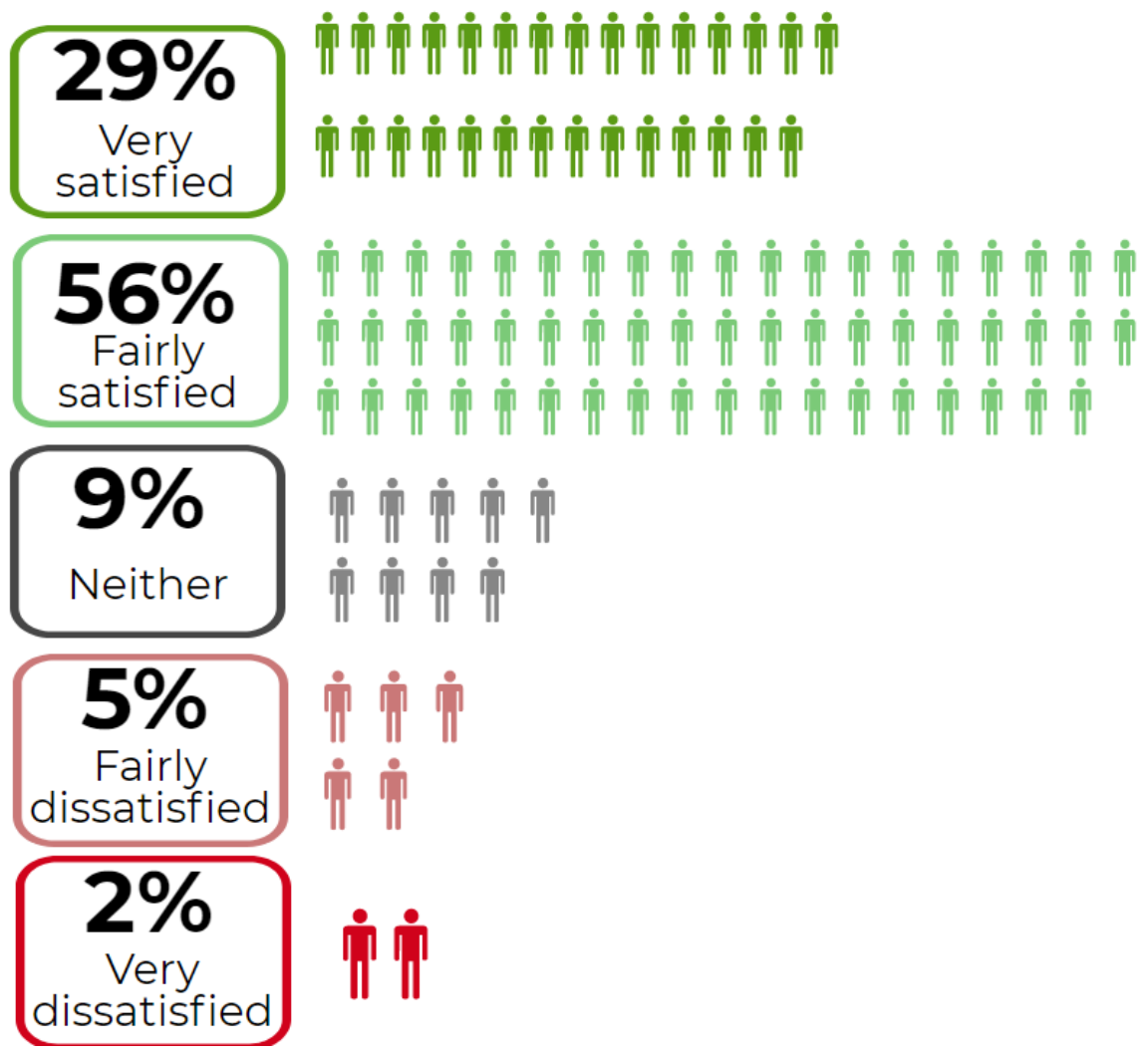
The weakest public support is for the approach of generating more income through being more commercial which 50% of residents support. This approach received the highest proportion of neutral responses, perhaps suggesting that the concept of a commercial strategy may need to be more clearly explained.

3. Living in Cheltenham

Satisfaction with the local area

The majority of Cheltenham residents are satisfied with their local area as a place to live, with 84% saying they feel satisfied. This compares favourably with the both the BMG urban benchmark at 80% and the latest LGA benchmark also at 80% (notwithstanding the methodological differences outlined above which make this a guideline rather than a direct comparison). Of those who said they were satisfied, more than a third (34%) said they were very satisfied. This amounts to 29% of all residents, who said they are very satisfied with their local area.

Figure 1: Summary of satisfaction with local area (All valid responses)



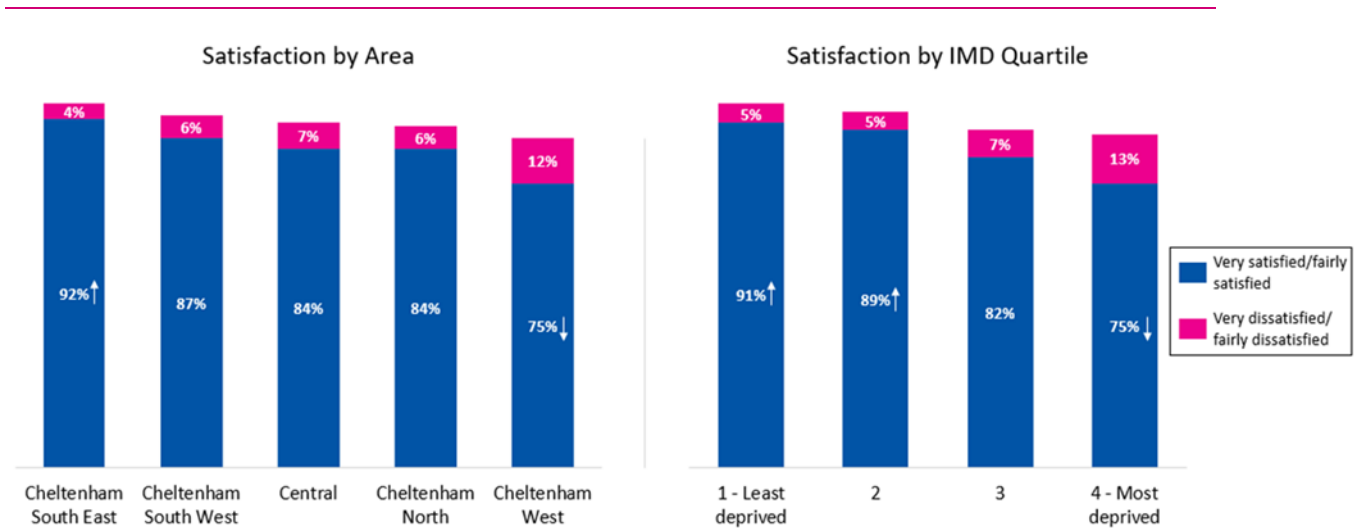
Unweighted sample base: 1,572

Satisfaction is broadly constant across demographic groups, although it peaks among female residents (87%) and those aged 35-44 (90%). Reviewing responses geographically shows that residents of the South East of Cheltenham are significantly more satisfied than the Cheltenham average, with 92% describing themselves as either fairly or very satisfied.

Conversely, West Cheltenham evidences the lowest levels of satisfaction, as 75% of residents in this area say they are satisfied. It should be noted however, that although this is significantly below the Cheltenham average, statistically, it is not significantly below the LGA benchmark.

The regional variation in satisfaction levels mirrors the pattern evidenced when we review the responses by IMD quartile. As is often seen in residential satisfaction studies, the lower the levels of multiple deprivation, the higher the levels of satisfaction that are evidenced in the data. Overlaying this onto the regional analysis provides important context to the regional data. Of those residents in the least deprived quartile, 52% are in the South East, where satisfaction is highest, whilst conversely, none of the residents surveyed who are in the least or second least deprived quartile live in West Cheltenham, where satisfaction is lowest.

Figure 2: Summary of satisfaction with local area by Ward Grouping and Deprivation Quartile



Unweighted bases vary, Arrows indicate significant difference versus the total sample at 95%

Before being asked about their satisfaction with their local area, residents were asked, “what one change could Cheltenham Borough Council make that would make the largest difference to the quality of life for you/your family?” This was asked in order to understand the most important factors impacting upon residents’ daily lives, which contextualises their overall satisfaction levels. Since the question was asked at the beginning of the survey, and was answered with an open text box, it provides unfiltered insights into residents’ experiences. The themes that came through in resident’s answers were grouped together and quantified. The top three most common themes are shown in the below figure.

Figure 2: One change the Council could make to improve quality of life (All valid responses)

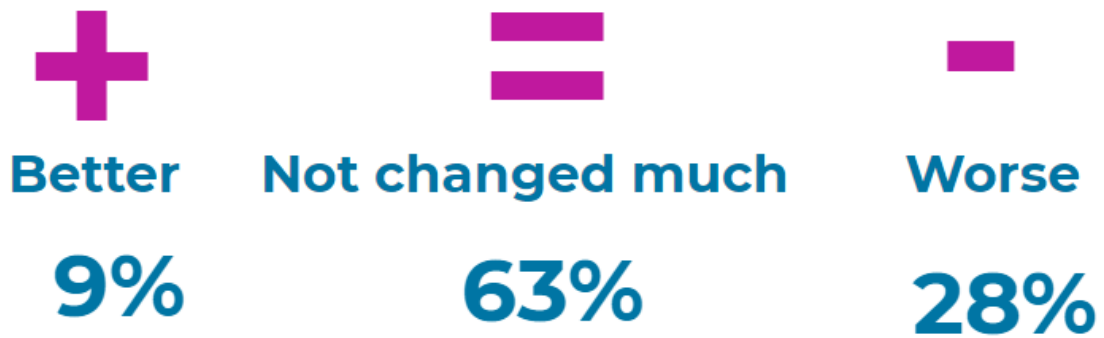
Unweighted sample base: 1,230, Themes mentioned by more than 5% of respondents shown.

The theme that came through most strongly was improvement to the quality of roads or pavements, mentioned by 22% of respondents, followed by improvements to traffic management, cited by 14% and parking, cited by 11%. The responses to this question were broadly consistent across each ward grouping, but in the South East there was a higher focus on traffic management (20%) whilst a smaller proportion of residents cited parking (6%), highlighting factors that are more pertinent to that area. There was also little variation in the answers given by those who said they were satisfied, compared to those who said they were dissatisfied. The only notable difference in the answers of dissatisfied residents was that 12% (of 89) mentioned crime or ASB, compared to just 4% of satisfied residents.

Perceived Changes to the Local Area in the Past Year

When asked to consider the direction of change in their local area during the past year, the most common response (63%) was that it was unchanged. Where change was identified, more residents suggested that their area had got worse to live in (28%) than had got better (9%). Perceptions of improvement are particularly high in Central Cheltenham, where 16% of residents said their local area had improved. This proportion is significantly higher than in any other ward grouping.

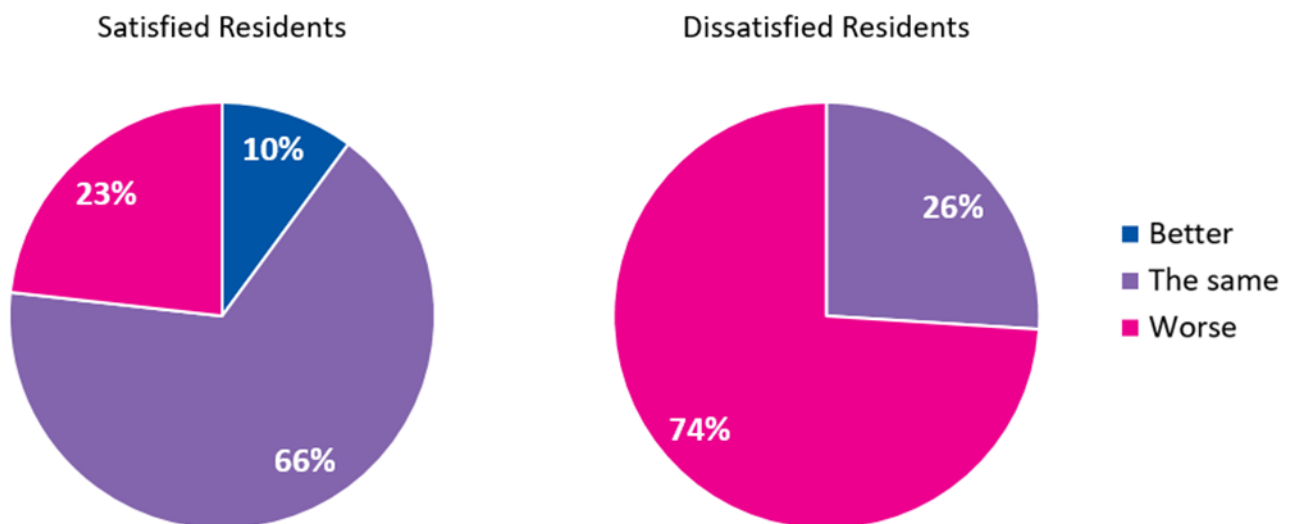
Figure 4: Perceptions of Change in Area in the Last Year (All who have lived in Cheltenham for at least one-year. Valid responses)



Unweighted sample base: 1,534

Perceptions of change have a strong relationship with overall satisfaction, with both sentiments likely feeding into the other. Those residents who are satisfied with their local area are significantly more likely than dissatisfied residents to feel that their local area has improved or stayed the same. Ten percent of satisfied residents think the area has improved, compared to 0% of dissatisfied ones, whilst 67% do not think much has changed, compared to 26% of dissatisfied residents. On the other hand, the majority of dissatisfied residents, 74%, think that the local area has worsened over the past year, as Figure 5 below shows.

Figure 5: Perceptions of Change in Area in the Last Year by Satisfaction Level



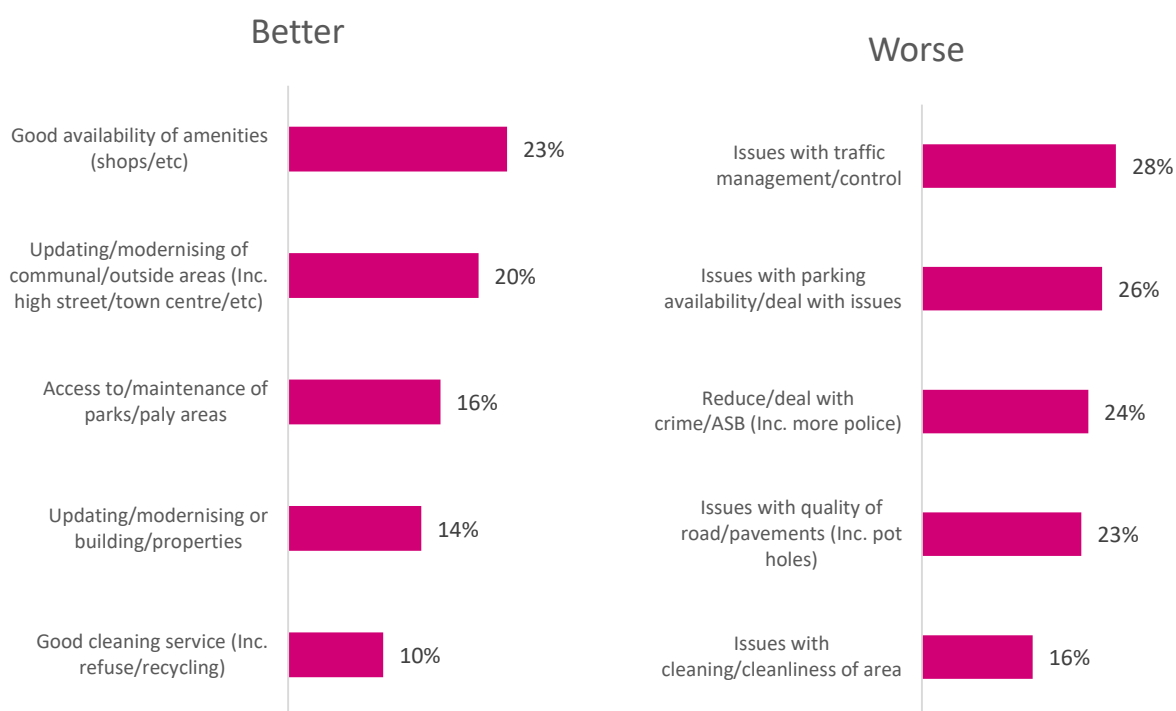
Unweighted sample base: 1,289 /104

Understanding the roots of residents' perceptions regarding changes in the local area is imperative in recognising the next steps for the borough. Questions were included in the survey so that residents could explain in their own words why they feel their local area has changed in either a positive or negative way. All of these text responses were reviewed after the survey period and were grouped into themes.

Among those who identify positive change in their local area this is most commonly attributed to good availability of amenities, cited by 23%, followed by updating or modernising communal or outside areas, (such as the high street or town centre), mentioned by 20%. This suggests some recognition of the investment carried out in the town centre.

Residents who feel that their local area has got worse most commonly say this is due to issues with traffic management (28%), parking availability (26%), crime (24%) and issues with roads or pavements (23%). This echoes the sentiments and opinions voiced when residents were asked what one thing the Council could change to improve their quality and life, and the data therefore pinpoints the issues that are most pertinent to residents.

Figure 3: Top 5 explanations of why the local area has got better or worse (All valid responses)



Unweighted sample base: 102/469

In order to inform responses to these findings the Council should note that:

- Issues with traffic management were more commonly cited by residents in the South East (42%) and less commonly by those in the West (19%).
- Issues with parking are most prominent in the South West (36%).
- Concerns regarding crime and anti-social behavior are highest in the West (33%).

As means of gathering insight into the reasons that residents may move away from Cheltenham, all survey respondents were initially asked whether any member of their household has left Cheltenham in the last 5 years to live permanently elsewhere. Respondents were asked to exclude anyone who has left for university but returns outside of term time. In total, 9% of residents have had a household member permanently move out of Cheltenham in the last five years. This proportion ranges between 7% among residents of Cheltenham North to 12% in Cheltenham West.

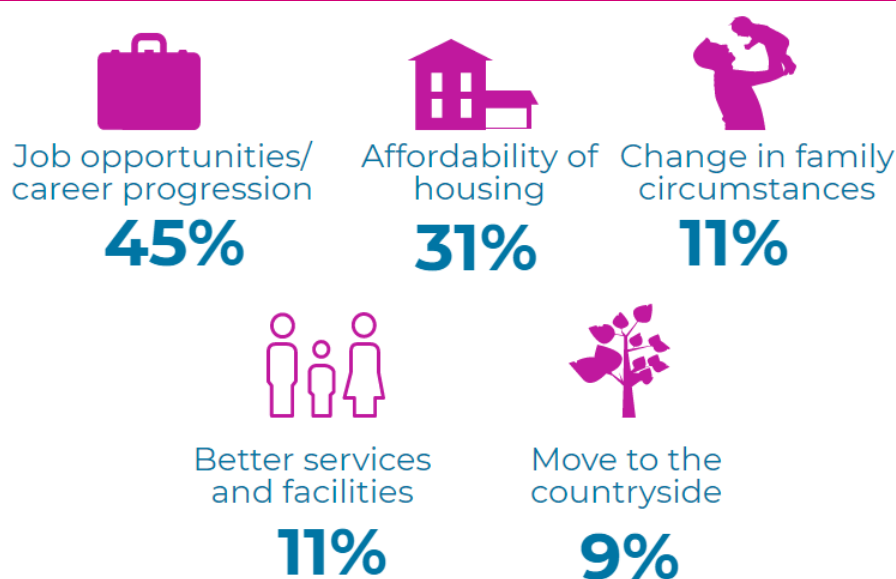
The most common reasons for these individuals having left were economic, with 45% suggesting that job opportunities and career progression best explained these moves out of the borough. Views on Cheltenham as a place where careers can be developed and as a place that offer young people opportunity will be examined later in this chapter (from page 13). The next most commonly cited reason for outward migration is the affordability of housing (31%). Later in the analysis of local priorities, housing issues will feature prominently, suggesting that the focus that this issue has in the Council's Corporate Plan is justified.

Other key reasons for residents having left the city within the last five years are:

- Change in family circumstances (i.e. starting a family, downsizing etc.) (11%);
- To access better services and facilities (11%); and,
- To move to the Countryside (9%).

The nature of the question asked did not allow any further probing of what type of service or facilities individuals left in order to access, but it is notable in itself that residents are attributing some of the city's outward migration to local service and facility provision.

Figure 4: Reasons why residents left Cheltenham (All those who say a household member left in the last five years)



Unweighted base: 161

The Cheltenham experience now and in the future

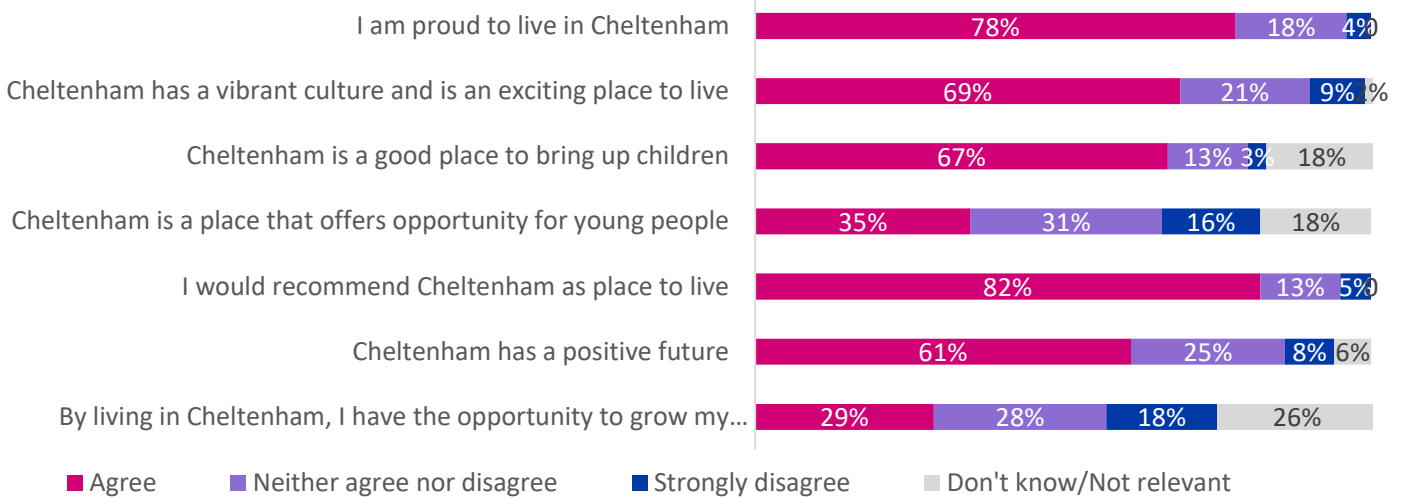
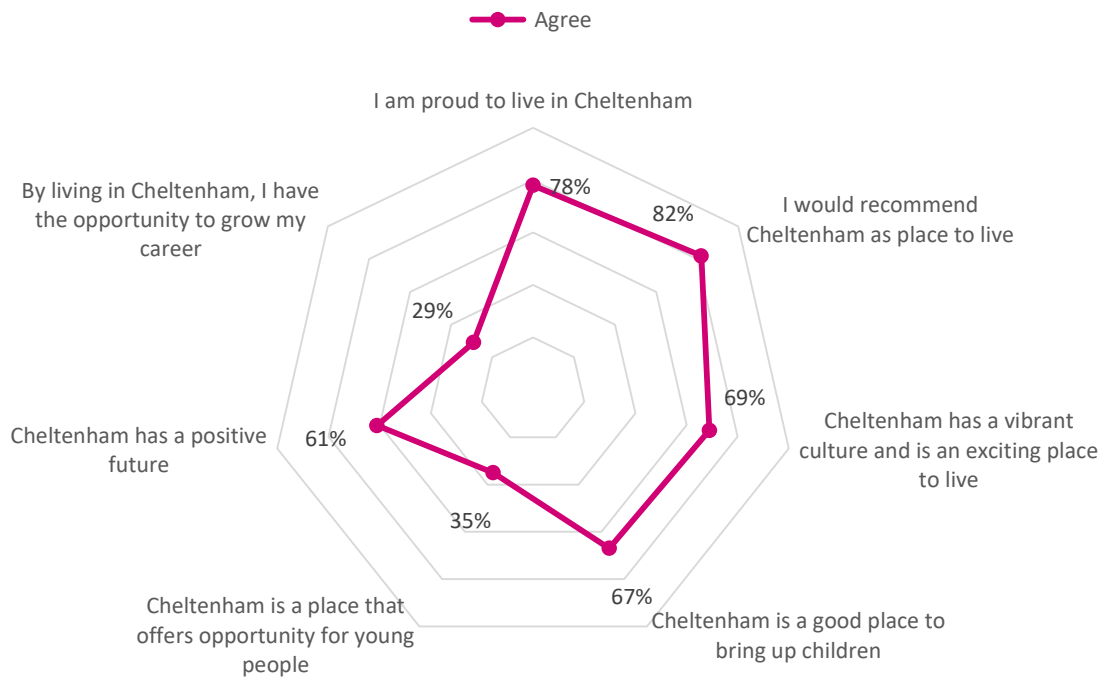
In its Corporate Plan 2019-23, Cheltenham Borough Council state its ambition to make the borough an even greater place for all; a place that is celebrated for its strong economy, its vibrant cultural offer, and as a place where communities benefit from inclusive growth. In the context of this vision a number of attitudinal statements were included within the survey, designed to ascertain how residents perceive Cheltenham as a place to live, and how they rate its economic and cultural offer. Questions were also included to measure optimism regarding the borough's future.

As illustrated in Figure 5, pride in the borough comes through strongly among residents, with almost four in five (78%) stating that they are proud to live in Cheltenham. This includes 38% who give the most positive response possible of 'strongly agree.' This translates into advocacy of the borough, given that 82% of residents would recommend Cheltenham as a place to live. Seven in ten (69%) agree that Cheltenham has a vibrant and exciting culture. Among the remainder neutral rather than negative responses are dominant (21% and 9% respectively).

Views on whether Cheltenham is a good place in which to bring up children and whether it offers opportunity for young people are influenced by the fact that 18% answered don't know to each of these points. If these don't knows removed from the sample base and the percentages are recalculated, agreement on these statements rises to 81% and 43% respectively.

Looking forwards, 61% of residents agree that Cheltenham has a positive future. Only 8% disagree that this is the case, while 25% give a neutral response. It was not possible to explore further the reasons behind these perceptions, but it is reasonable to suggest that wider uncertainty economically and politically at the national level may be playing out in the Cheltenham specific context.

Figure 5: Agreement with statements about Cheltenham experience (All valid responses)



Unweighted sample bases vary

A number of salient points can be identified through further exploration of this data:

- Pride regarding living in Cheltenham is consistent across all age groups and does not vary significantly by deprivation quartile. Among those dissatisfied with their local area as a place to live significantly fewer individuals are proud to live in Cheltenham (44%) relative to those who are satisfied with their local area (84%).
- Among those who have children in their household 92% indicate that they believe Cheltenham is a good place to bring up children. Among the same group 43% agree that Cheltenham is a place that offers opportunity to young people. While this is significantly above the survey average, it still is a minority view. 32% of those with children in their household give a neutral response regarding whether Cheltenham offers opportunity for young people.
- The views regarding opportunities for young people are on balance positive among those aged 16-34 (37% agree, 20% disagree), but the views among this age group for whom such opportunities are most important are not notably more positive than the rest of the population.
- Among those currently in employment full time 40% indicate that by living in Cheltenham they have the opportunity to grow their career. Among those who work part time 33% give this response. 22% of each group disagree. It was beyond the scope of this research to capture whether such individuals work in Cheltenham or the nature of their work / employment. But even taking the approach of removing from the analysis those who are not in work, there is a lack of strong sentiment about Cheltenham as a place associated with career progression.
- It is well recognized that young people place an increasing emphasis on experience rather than materialism. Looking at the views of those aged 16-34 on the borough's culture 71% agree that the borough is a vibrant and exciting place to live. However, this is not notably different from other age groups.

4. Views on Cheltenham Town Centre

One of the Council's key priorities within its Corporate Plan is continuing the revitalisation and improvement of Cheltenham town centre and public spaces. This priority will be delivered by continued investment in the high street and public spaces, developing a new Cheltenham transport plan and a clear cultural strategy.

When residents consider the town centre just under half feel improving the overall maintenance of the town centre is the most important priority (44%), and this is considerably more than any of the other priorities listed. Around one in eight residents would like it to be made easier to cycle and walk to the town centre (12%), and one in ten would like to see more amenities (seating, public toilets, bins etc) in the town centre (9%).

Improving overall maintenance is the highest priority for all age groups. However, beneath this some age variations can be identified. Younger residents (aged 16-34) are significantly more likely to want more green spaces (11%) and more urban regeneration (12%). Among residents aged 45-54 a higher proportion want cycling and walking to the town centre to be made easier (19%). A similar proportion of residents with children in their household also want it to be made easier to cycle and walk to the town centre (18%), as do those living in Cheltenham South East (17%). In terms of transportation users, it's those who ride a bike that also want to see it made easier (28%).

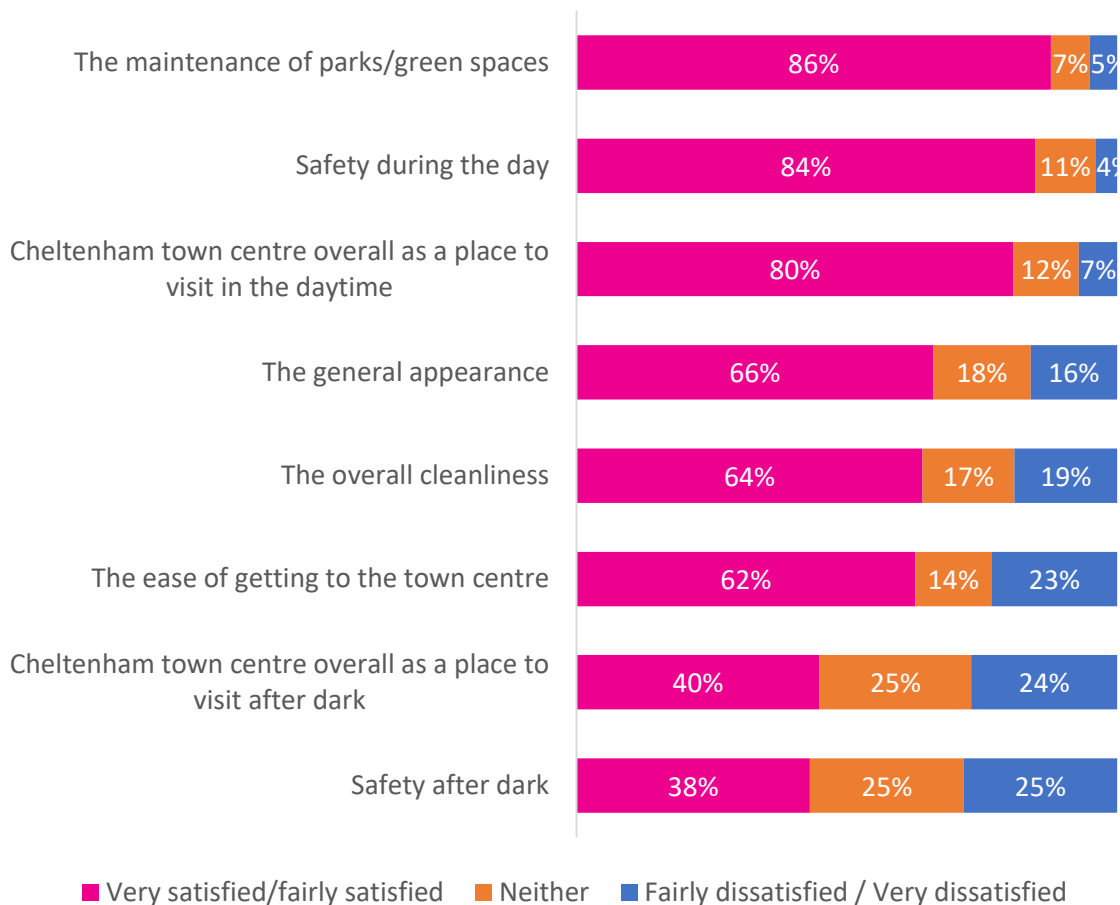
Figure 6: Priorities for the town centre (All valid responses)



Unweighted base: 1339, Themes mentioned by more than 7% of respondents,

Within the town centre, a majority of residents are satisfied with the maintenance of parks/green spaces (86%), as well as daytime safety (84%) and with centre as a place to visit in the daytime (80%). Notably, perceptions of the town centre after dark, including safety, are less positive, with only around two in five residents satisfied. However, a decline in positivity is common on residents' survey when comparing perceptions after dark and during the day. Dissatisfaction is disproportionately high compared to satisfaction for ease of getting to town, with a quarter of residents dissatisfied (23%) and only 14% uncertain. Dissatisfaction on this issue is consistent across all four ward groupings, although it is slightly lower in Cheltenham North (23%).

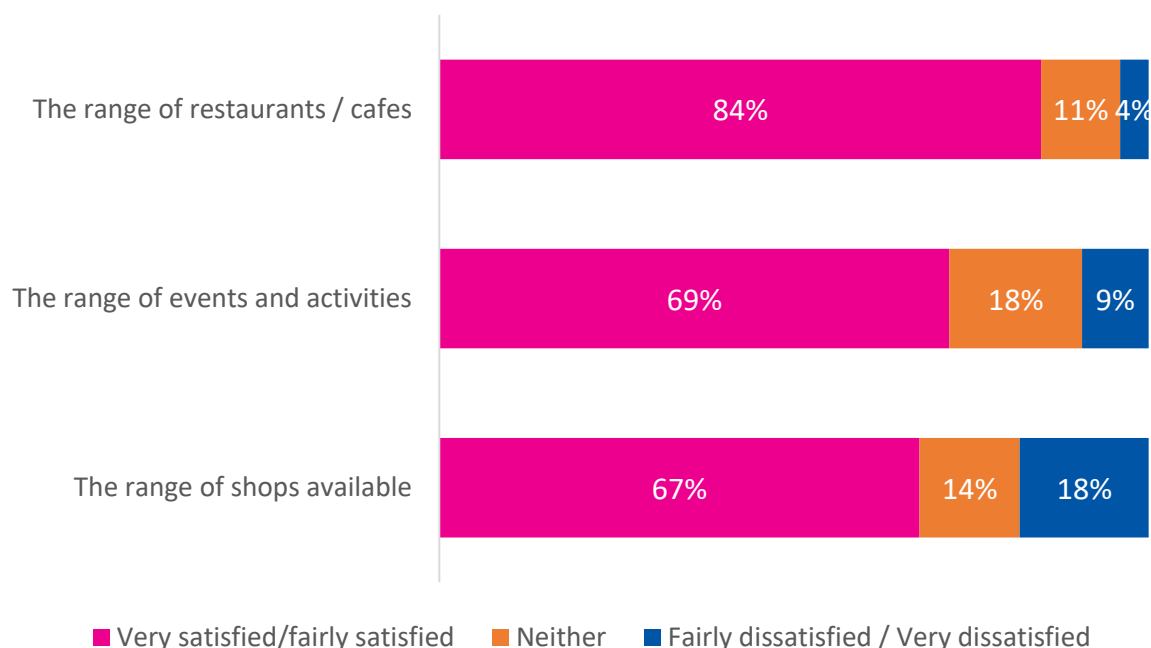
Figure 7: Satisfaction with Cheltenham town centre (All valid responses)



Unweighted sample bases vary

Residents were also asked about their satisfaction with amenities in the town centre. Although satisfaction is generally high, particularly with the range of restaurants and cafes (84%), one in five residents are dissatisfied with the range of shops (18%). By age, residents aged 16-34 are significantly more satisfied with both the range of shops (75%) and the range of restaurants and cafes (90%). It is those aged 55-64 who are least satisfied with the range of all three amenities.

Figure 8: Satisfaction with town centre amenities (All valid responses)

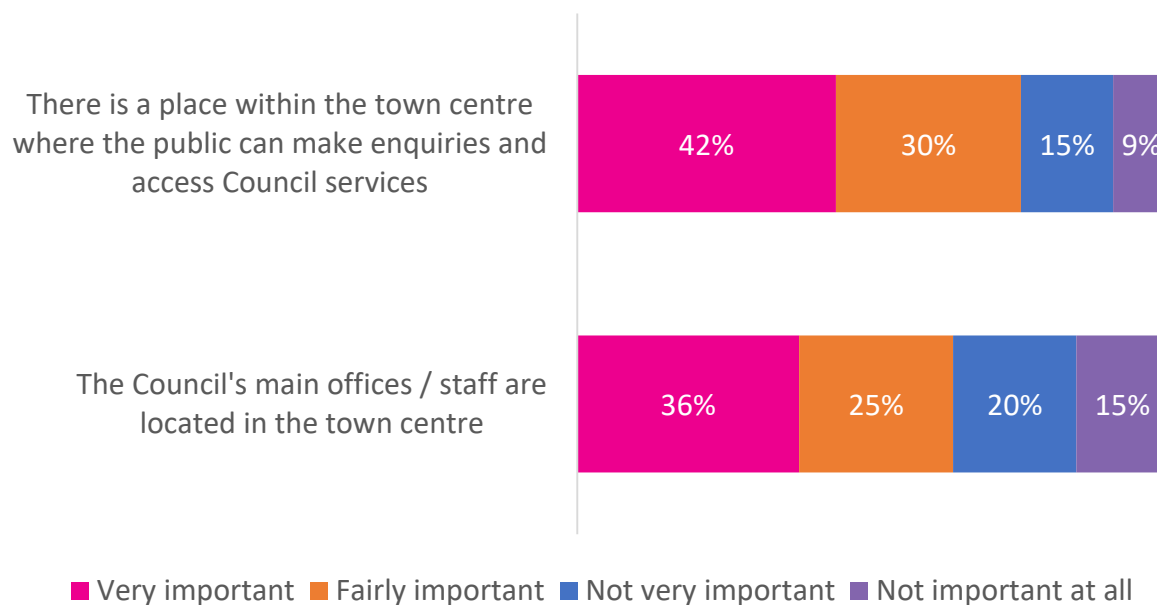


Unweighted sample bases vary

The final section that was asked in relation to the town centre sought to explore the balance of public opinion regarding the Council’s physical presence. Although three in four residents (72%) feel that it is important that there is a place in town where the public can make enquiries and access Council services, only three in five residents (61%) feel that it is important that the Council’s main offices are located in Cheltenham town centre. Only 3% of residents are unsure, with the remainder saying it is not important.

As might be anticipated, it is older residents who are more likely to say that a Council presence in the town centre is important. Among those aged 65 and over 87% say it is important for Council services to be accessible within the town centre and 80% feel it is important that the Council’s main office be positioned centrally. Other groups who are also more likely to say it is important that the Council’s main office is in the town centre include those who are not managing financially and residents who rent for a housing association or RSL.

Figure 9: Views on the importance of the Council's presence within the town centre (All valid responses)



Unweighted sample bases vary

This balance of public opinion should be recognised in the context of any future decision making regarding the existing Municipal offices.

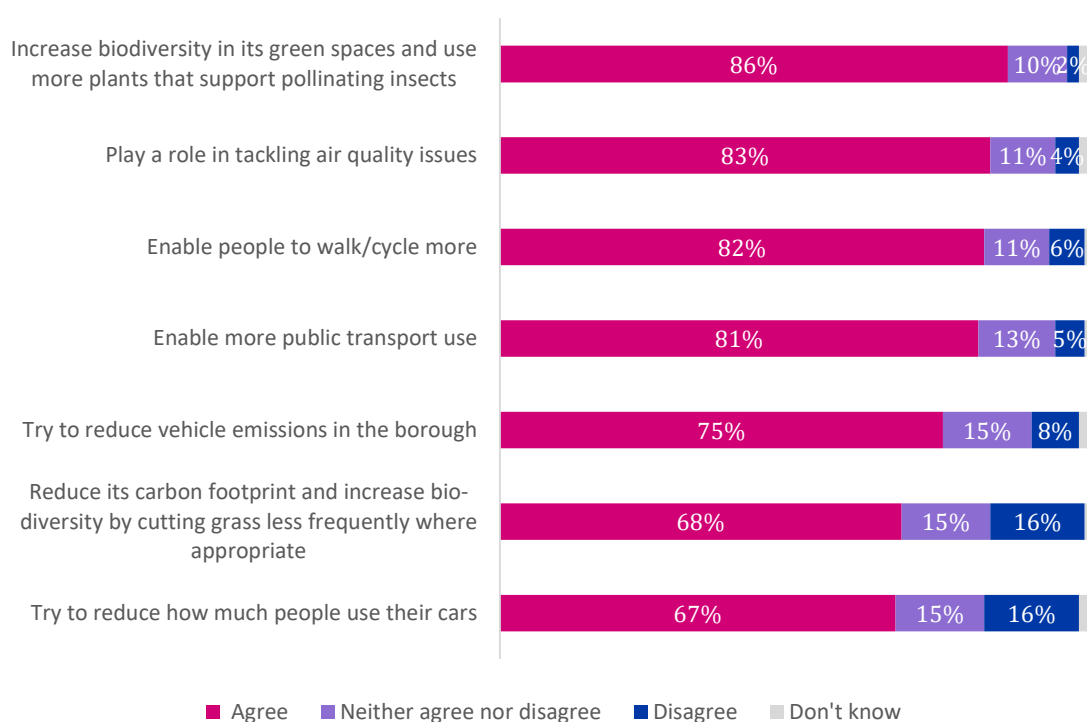
5. Environmental Issues

In its meeting on 9th July Cheltenham Borough Council's Cabinet declared a climate emergency following earlier unanimous resolutions in February 2019. The motion included the following points:

- To make Cheltenham carbon neutral by 2030;
- To call on Westminster to provide the powers and resources to make achieving this target possible and to work with other governments (both within the UK and internationally) to determine and implement best practice methods to limit Global Warming to less than 1.5°C;
- To continue to work with partners across the town, county and region to deliver this new goal through all relevant strategies and plans;
- To report to the full Council with the actions the authority will take to address this emergency.

In this context, questions were included in the 2019 resident's survey to provide up to date insight into the role Cheltenham residents feel that the Council should play in tackling environmental issues. As shown by the figure below, only a small minority of residents actively disagree that their Council should take actions or support policies that help the environment.

Figure 10: Perceptions of CBC's role in tackling environmental issues (All valid responses)



Unweighted sample bases vary

More than four in five Cheltenham residents agree that the Council should play a role in tackling air quality issues (83%), enabling people to walk/ cycle more (82%) and enabling public transport use (81%). As is reported elsewhere in this document (see Figure 20), promoting, walking cycling and public transport is one of the areas of activity that was most commonly selected when residents were asked to consider what the Council's priorities should be in the coming years. These findings would suggest that potential environmental benefits of infrastructure changes or improvements e.g. road closures should be communicated clearly to residents.

Three quarters (75%) of residents agree that Cheltenham Borough Council should try to reduce vehicle emissions in the borough. Specific views on the air quality within the Borough and at neighbourhood level will be examined in detail below. Among those who feel that the air quality in Cheltenham is poor, the proportion who feel that Cheltenham Borough Council should pay a role in reducing vehicle emissions rises to 85%. However, even among those who feel the borough's air quality is good 73% still agree that the Council has a role in emission reduction.

Among the seven possible environmentally focused actions that residents were asked to comment upon, the lowest support received is for trying to reduce how much people use their cars. While a majority of 67% support this approach, 16% disagree that the Council should do this, with a further 15% giving a neutral response.

Recent national and international coverage of environmental concerns has focused on the Greta Thunberg inspired youth pressure to raise environmental issues on the political agenda. This survey collected views of residents aged 16 and over, so it does not provide insight from those of school age. However, it is still pertinent to look at the views expressed by individual age groups in order to identify if there are differing levels of support for the Council's role in tackling environmental issues.

As is evident in the table overleaf, while there is some variation in agreement, a majority of all age groups agree that the Council should be taking the listed environmentally focused actions. For those aged 16-34, air quality appears to be a particular concern given that 90% of this age group agree that the Council should play a role in tackling this, significantly above the survey average of 83%. However, the views of this age group are not consistently higher to those held by older residents. While residents aged 55 to 64 are less likely to support a Council role in reducing how much people use their cars and vehicle emissions, such approaches are still supported by at least six in ten of this age group.

Table 2: Support by age for CBC's role in tackling environmental issues (All valid responses)

% agree	Total	16 to 34	35 to 44	45 to 54	55 to 64	65+
Play a role in tackling air quality issues	83%	90%	85%	77%	79%	84%
Try to reduce how much people use their cars	67%	72%	72%	67%	61%	64%
Try to reduce vehicle emissions in the borough	75%	81%	76%	73%	69%	76%
Enable people to walk/cycle more	82%	87%	87%	85%	79%	77%
Enable more public transport use	81%	81%	85%	82%	81%	82%
Increase biodiversity in its green spaces and use more plants that support pollinating insects	86%	89%	86%	91%	85%	83%
Reduce its carbon footprint and increase bio- diversity by cutting grass less frequently where appropriate	68%	71%	76%	69%	66%	63%

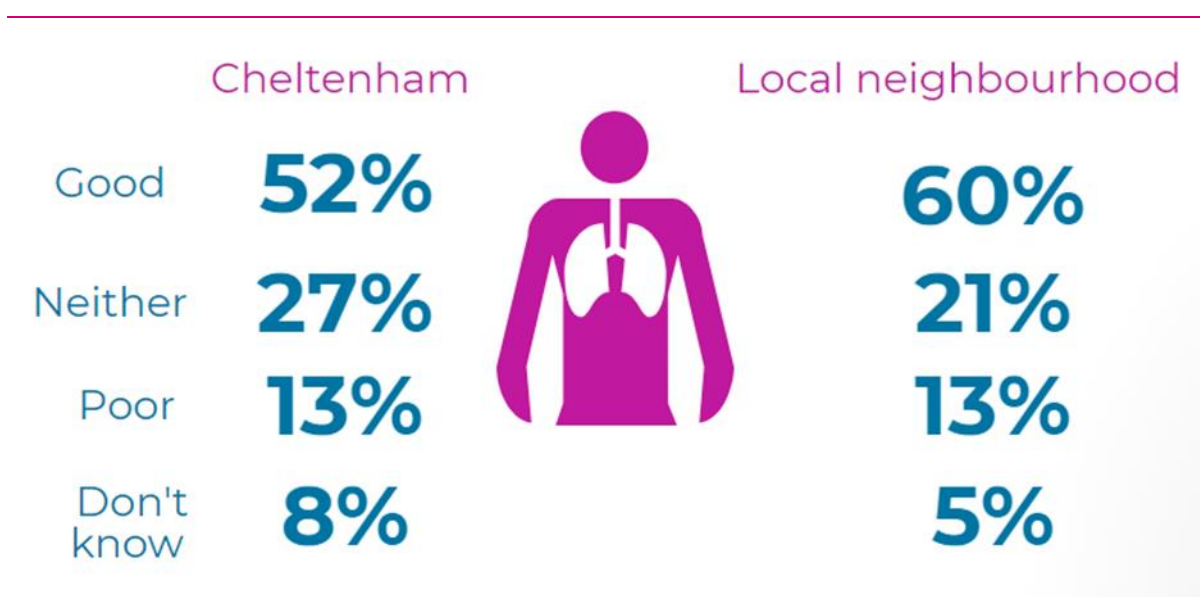
It is also possible to identify the specific views of regular vehicle users on these environmental issues. Among those who indicate that they use their vehicle on most days, four in five (81%) agree that the Council should play a role in tackling air quality issues, only marginally below the survey average. However, among these high frequency vehicle users the proportion who feel that the Council should try to reduce how much people use their cars is 59%, 8-percentage points lower than the survey average. These frequent vehicle users are also relatively less likely to support the Council enabling people, to walk and cycle more. However, given that more than three quarters of these vehicle users (77%) support such an action, it is clearly not the case that high frequency vehicle users oppose promotion of alternative transportation.

Air quality

In response to increased press coverage of air quality issues, particularly in relation to the impact of diesel vehicles, questions on this topic were included in the survey. Delivering improved local air quality (and associated health benefits) is a cross cutting component within the delivery of the Council's key priorities (e.g. contributing to improving public spaces as well as more generally improving environmental sustainability).

Residents were asked to rate the air quality both in their neighbourhood, i.e. the area 15-20 minutes walk from their home, and also within Cheltenham as a whole. At a borough level, 52% of residents feel that air quality is good, while 13% feel it is poor. Among the remainder, 27% of residents suggest that Cheltenham's air quality is neither good nor poor and 8% are unsure.

When answering specifically about their neighbourhood (15-20 mins walk from their home), residents are slightly more likely to indicate that their air quality is good (60%). Within this, 15% go as far as to say that it is very good. Among the remaining responses the balance of opinion is similar to that seen for the borough level responses, with 13% of residents indicating that the air quality in their neighbourhood is poor.

Figure 11: Ratings of local air quality (All valid responses)

Unweighted sample base: 1553 /1527

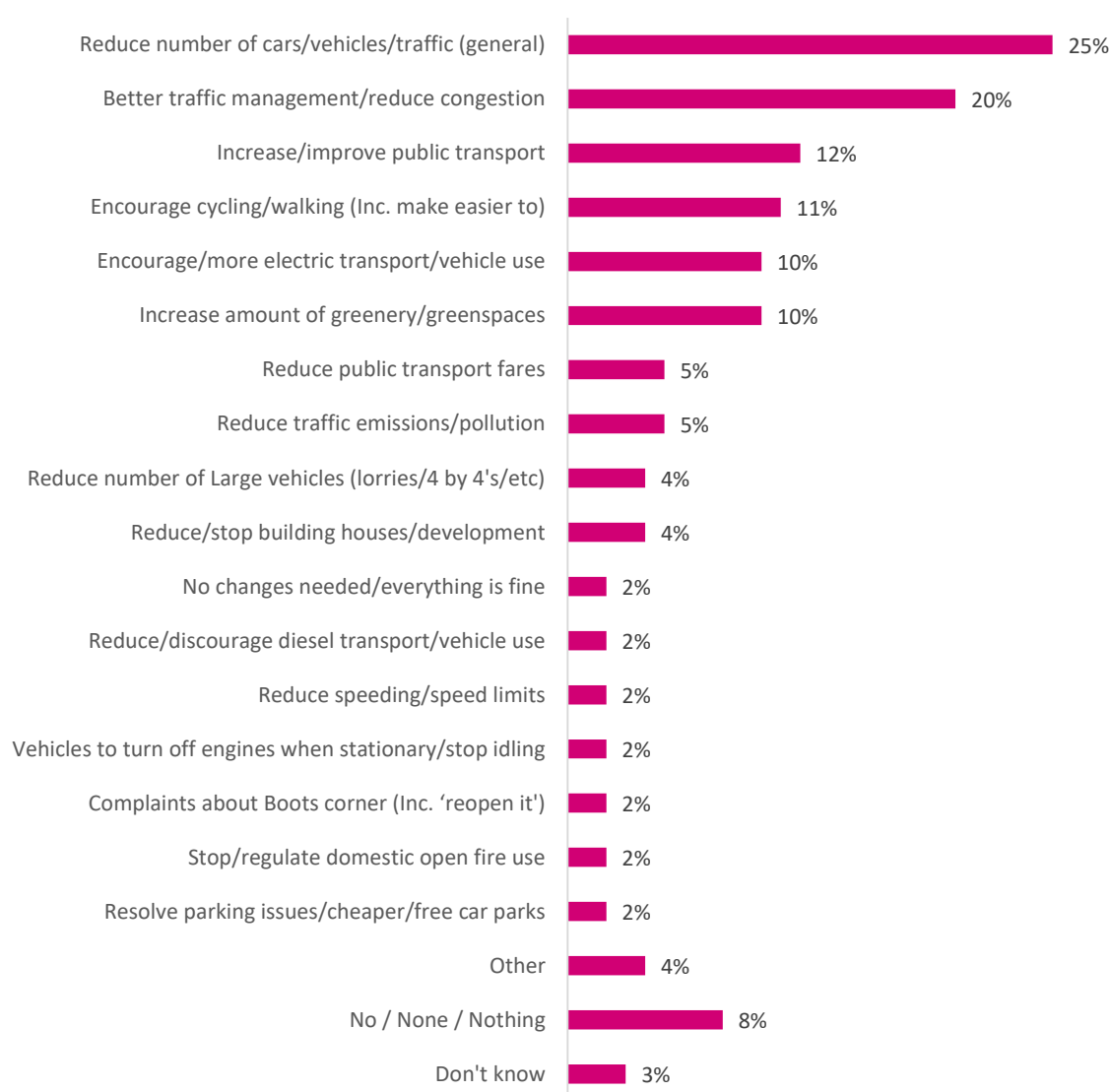
Breaking responses down geographically shows that residents living within the Cheltenham West area are most likely to describe their neighbourhood air quality as poor (18%). Just over half of residents in this area (54%) describe it as good. Residents of Cheltenham South West (67%) and Cheltenham South East (also 67%) are most likely to describe their neighbourhood air quality as good. Interestingly, there is also a clear variation in responses on air quality by deprivation. While seven in ten (71%) of those in the least deprived quartile of the borough describe their local air quality as good, this proportion drop significantly to 55% among those living in the most deprived quartile.

Table 3: Rating of neighbourhood air quality by deprivation quartile (All valid responses)

	Total	1 - Least deprived	2	3	4 - Most deprived
Good	60%	71%	60%	57%	55%
Neither good nor poor	21%	16%	21%	26%	19%
Poor	13%	8%	14%	14%	18%
Don't know	5%	6%	5%	3%	8%
Unweighted Bases	1553	469	454	367	263

All Cheltenham residents were also asked to state in their own words what would make the most difference to improving air quality in their local area. Based on the responses given, residents clearly attribute air quality issues to vehicles and road traffic. The most common response (25% once answers had been grouped into themes) was that reducing the number of cars/traffic would improve air quality. A further 20% suggest that better traffic management/congestion reduction would have this effect. The full range of responses given is shown in the figure overleaf.

Figure 12: What do you think would make the most difference to improve air quality in your local area? (All valid responses)

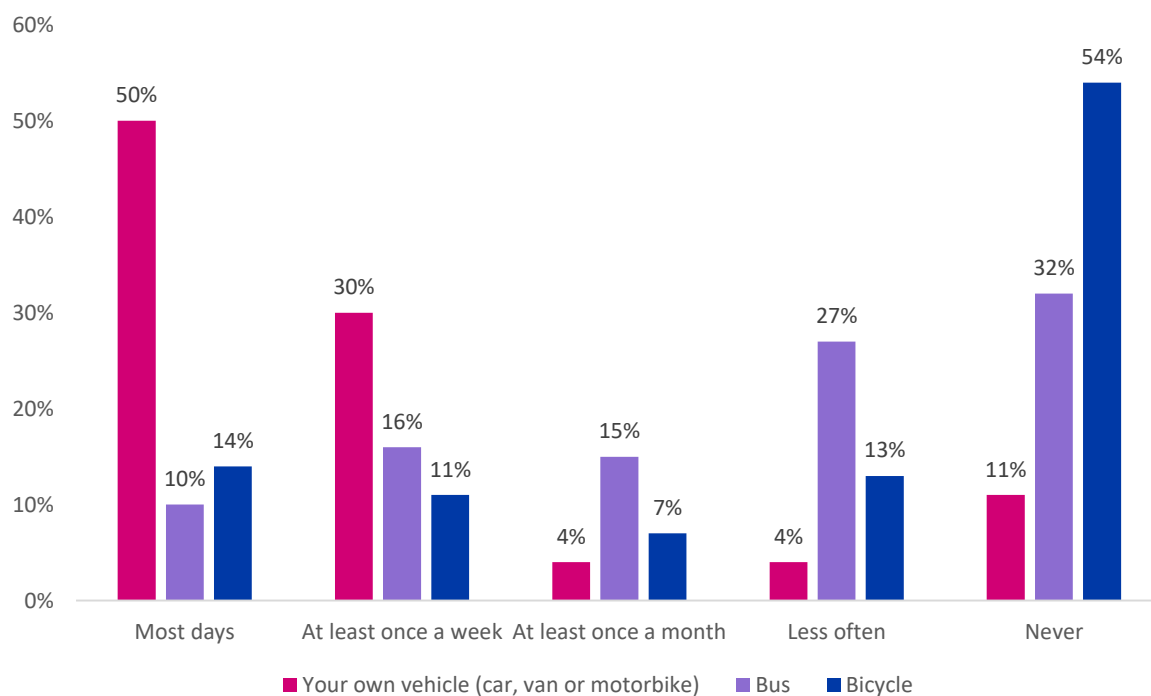


Unweighted sample base: 916

Given the prevalence of traffic related issues in these responses it is appropriate to drill down into the specific views of those who use their own vehicle on most days. Even among this group reducing the numbers of cars and improved traffic management (both 19%) are most commonly identified as the approaches that would make the most difference to local air quality.

In order to put the above views on environmental issues into context, the frequency with which respondents use key forms of transport to travel within Cheltenham are shown in the figure below. Half (50%) of residents indicate that they use their own vehicle to travel around Cheltenham most days. In comparison, only 10% indicate that they use a bus with this level of frequency, while 14% cycle most days. Just over half of residents (54%) indicate that they never use a bicycle to travel around Cheltenham while 32% indicate that they are non-bus users.

Figure 13: How often do you use these forms of transport to travel around Cheltenham? (All valid responses)



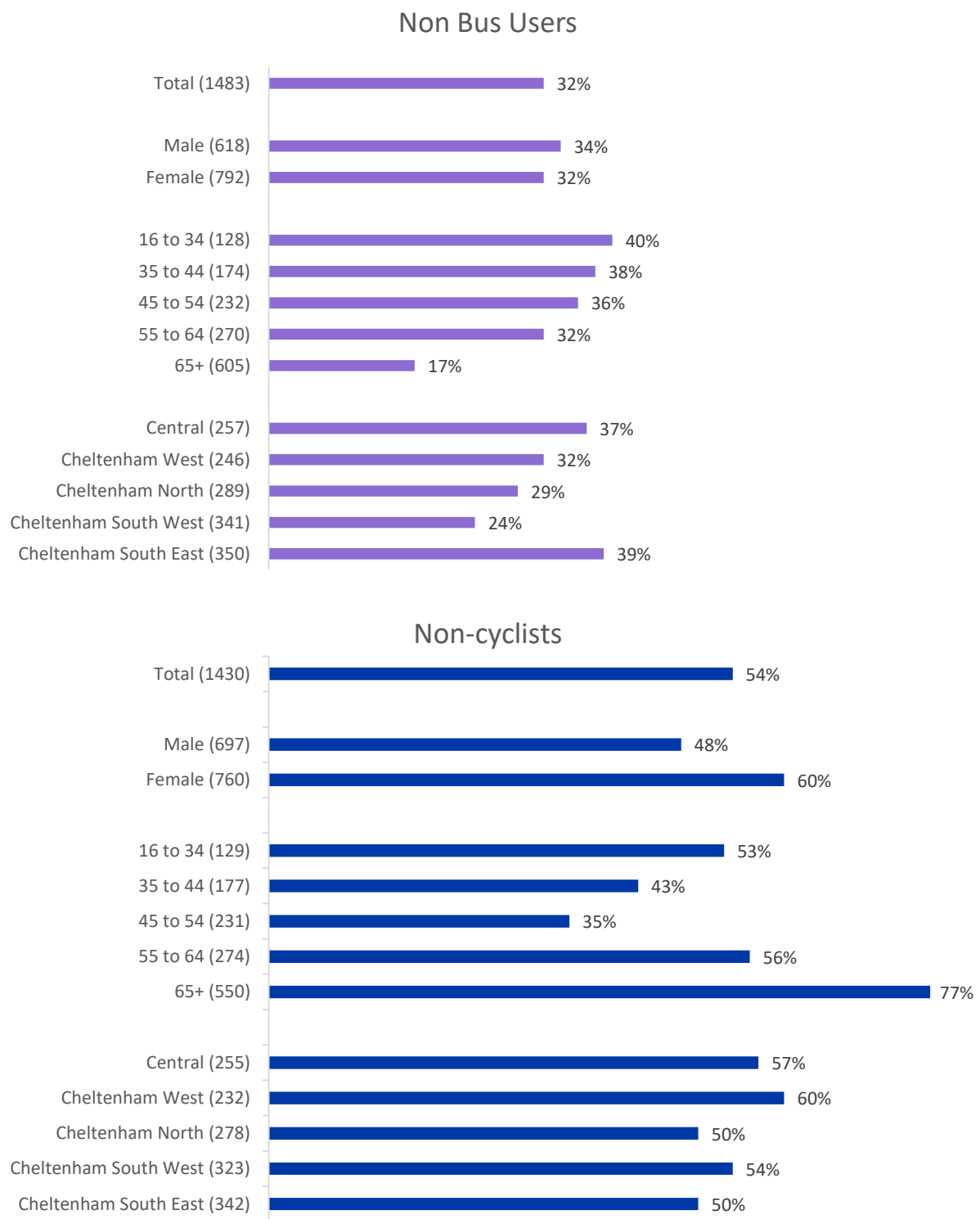
Unweighted sample bases vary

While transportation decisions are often complex trade-offs between various factors, the profile of non-bus users and non-cyclists is provided overleaf, in terms of age, gender, and geography.

In terms of gender, non-bus users are equally likely to be males and females. However, there is a significant variation for cycling, with females significantly more likely than males to be non-cyclists.¹ Those who never cycle are most commonly found in the 55-64 and 65+ age groups (56% and 77%) and among those at the other end of the age spectrum, among those age 16-34 (53%).

¹ This variation is seen nationally, for instance: <https://www.bbc.co.uk/news/uk-england-leicestershire-41737483>

Figure 14: Profile of non-bus users and non-cyclists (All valid responses)



Unweighted sample bases in brackets

Perennial Planting

The Council has traditionally planted seasonal flowers in hanging baskets and town centre gardens that are grown in greenhouses, then planted and replaced twice per year. Recently it has started to replace some of these beds with perennial plants that do not need replacing, require less watering and maintenance, and are more beneficial to pollinating insects. All survey respondents were asked whether or not they supported such an approach. As shown by the figure below there is clear support for this approach with 89% agreeing that it is correct and just 5% suggesting the opposite.

Figure 15: Support for replacing season plant with perennials (All valid responses)



Unweighted sample base: 1548

6. Your Council Services

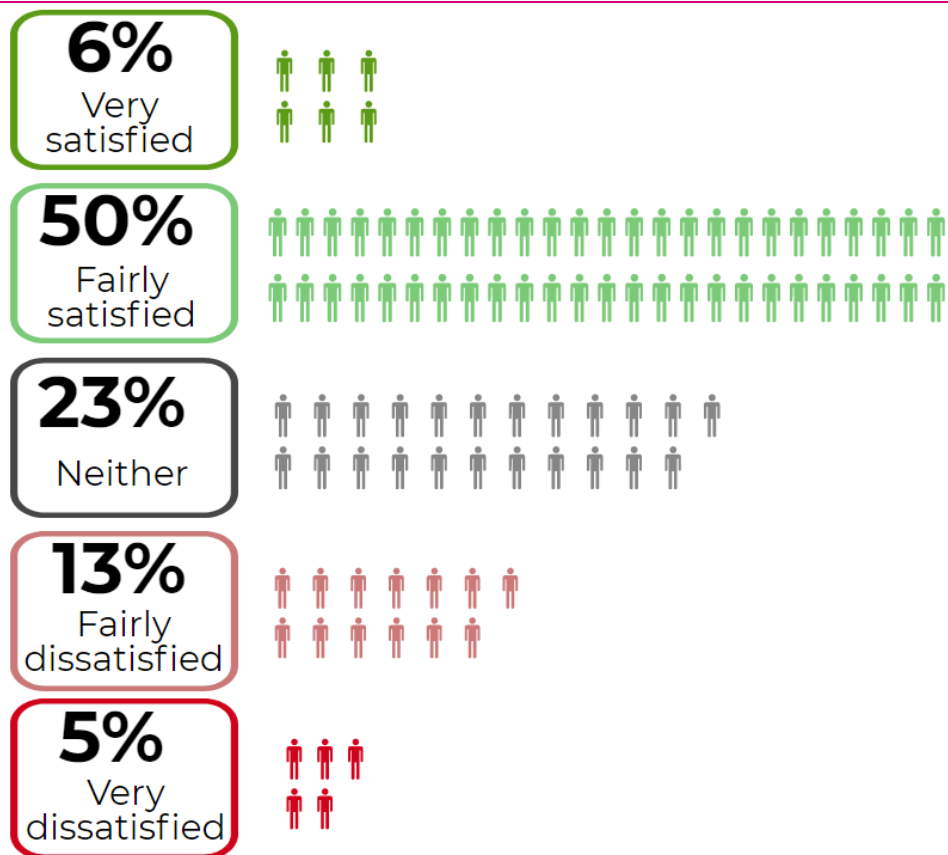
Satisfaction with the way the council runs things

All residents were asked to give an overall satisfaction rating regarding how well Cheltenham Borough Council runs things. In the preamble to this question the respective role of the borough relative to County and parish Councils was explained:

“Your local area receives services from two councils, or sometimes three if you live in a parished area. Cheltenham Borough Council is responsible for services such as refuse collection, street cleaning and planning, parks and economic development, and Gloucestershire County Council, is responsible for roads and pavements, social care and education. Parish councils tend to provide more local services such as grounds maintenance, providing youth clubs or running community centres.”

As shown by the figure below, just 18% of all residents are dissatisfied with the way Cheltenham Borough Council runs things (13% are fairly dissatisfied and 5% are very dissatisfied). Among the remainder, almost twice as many are satisfied (55%) than are neutral (23%). The relatively high proportion of neutral respondents found on this indicator should be the target for the Council in its efforts to improve satisfaction further.

Figure 16: Satisfaction with the way Cheltenham Borough Council runs things (All valid responses)



Unweighted sample base: 1555

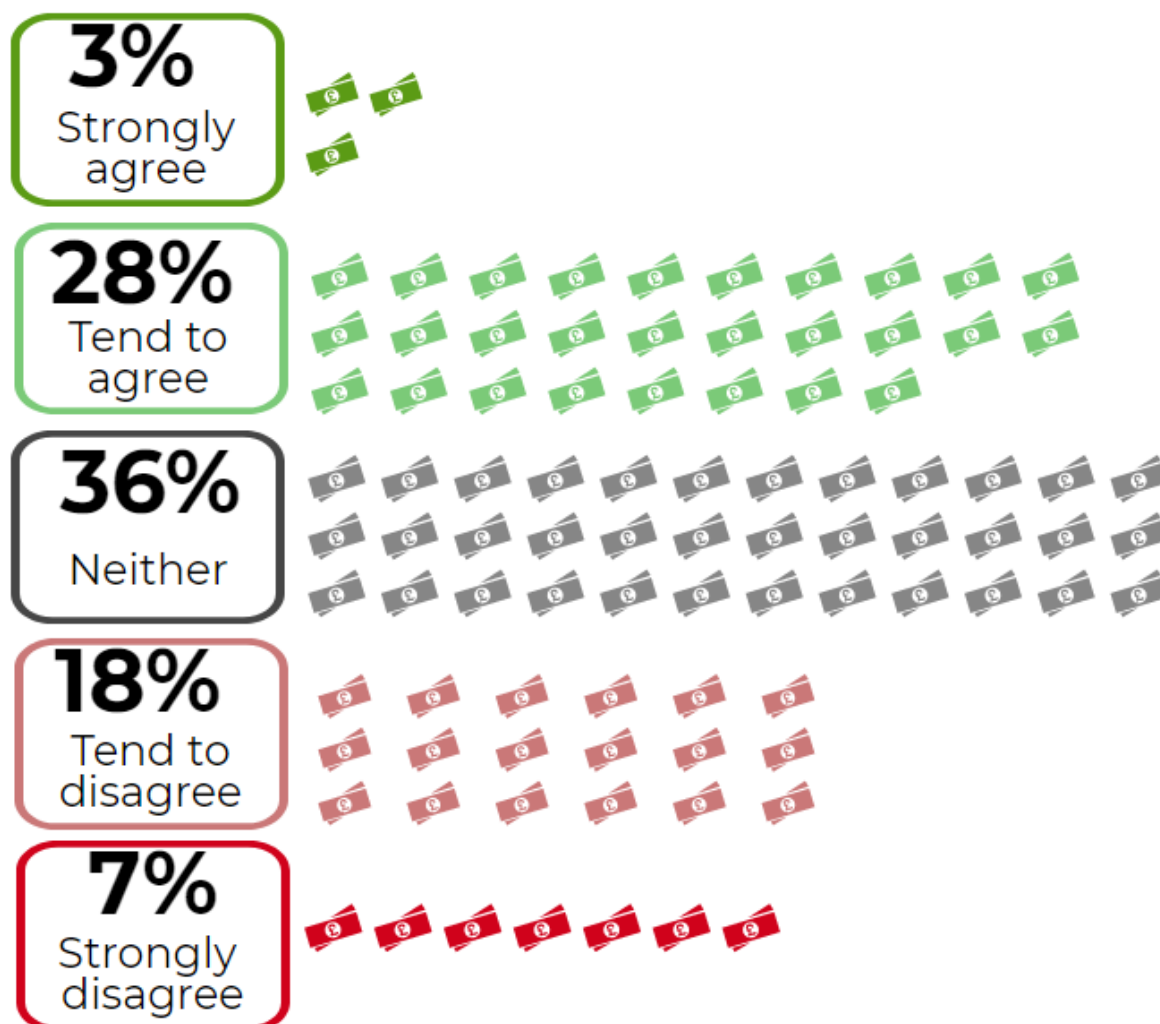
To put these results into context, the BMG urban authority benchmark for satisfaction with the way Councils are run is 59%. Therefore, the views Cheltenham residents hold in relation to their Borough Council are broadly inline with this benchmark at 55%. Furthermore, the most recent LGA telephone polling found Council satisfaction to be at 63%, although it should be recognised that this benchmark is from national polling and therefore will encompass views from both urban and rural locations. Residents in rural areas have a tendency to have higher satisfaction levels than those living in urban areas.

Value for money

All residents were also asked to give their views on the level of value for money Cheltenham Borough Council provides. In considering the next question, respondents were encouraged to think about the range of services Cheltenham Borough Council provides to the community as a whole, as well as the services their household uses. It is important to note that residents were not given the context of what proportion of their Council Tax goes to the Council. For an average band D dwelling, 12% of Council Tax income goes to the Borough Council, whilst 74% goes to the County Council and 14% goes to the Police.

As the figure below shows, when considering the value for money Cheltenham Borough Council provides, there appears to be some uncertainty given that 36% of residents neither agree nor disagree. Among the remainder, marginally more residents agree (31%) than disagree (25%) that value for money is provided. There appears to be a disconnect between this value for money indicator and the positive views of the Council delivery (e.g. parks) and of the borough as a place to live seen elsewhere in the dataset.

Figure 17: Cheltenham Borough Council provides value for money (All valid responses)



Unweighted sample base: 1546

Agreement that Cheltenham Borough Council provides value for money is below the most recent LGA average of 48% and the BMG urban authority benchmark of 52%, due to the proportion of residents who are answering neither agree nor disagree.

Older residents, i.e. those aged 65 and over are most likely to be satisfied with the value for money Cheltenham Borough Council provides (40%), but there are no notable variations by age beyond this. As might be anticipated, views on the Council’s value for money delivery are strongly interlinked with other perceptions within the dataset. However, even among those with positive views on other issues the proportion who describe their Council as providing value for money remain low. For example, even among those who are satisfied with their local area 35% of residents agree that their Council provides value for money. Among those who are satisfied with cleanliness two in five (40%) agree that their Council provides value for money and among those satisfied with parks and greens spaces the same proportion is 35%.

On this basis it would seem to suggest that residents are not making the strong connection between the Council’s role and their wider experiences of the borough and/or that they are lacking sufficient information to feel able to make a judgement on value for money.

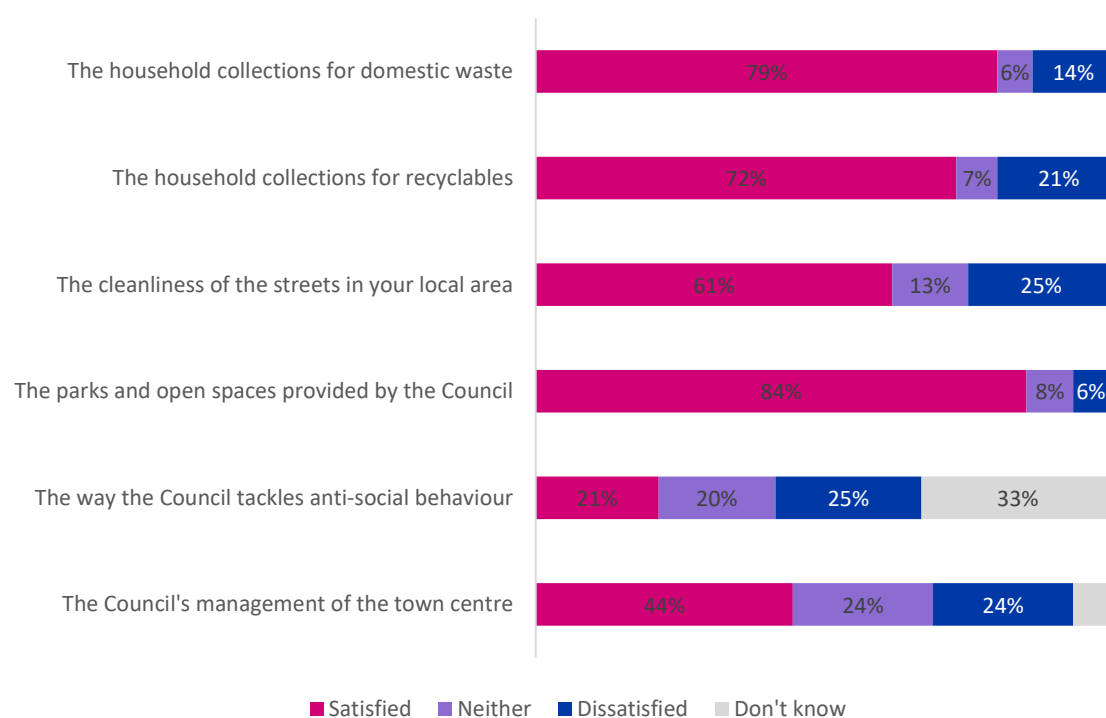
In order to contextualise the above headline measures of Council satisfaction, views were also sought regarding some of the Council's key areas of service delivery. In the design stage of this research it was recognised that a survey delivered to a random sample of residents is not the optimum means by which to gather views on the specifics of the Council's many services. However, in order to add insight to the above measures of satisfaction and value for money, a question was included in order to explore the views of residents on service aspects that are universal.

These responses that are summarized in the figure below suggest the Council's provision of parks and opens spaces is a relative strength, with 84% satisfied with Cheltenham Borough Council in this respect. While seven in ten residents are satisfied with the household collections of domestic waste (79%) and recyclables (72%), there is scope to improve satisfaction with these services further given that the remainder more commonly are dissatisfied rather than neutral.

Street cleanliness is a potential explanation of wider views on the value the Council provides. Only six in ten residents (61%) are satisfied with the cleanliness of the streets in their local area, while 25% are dissatisfied with local cleanliness.

When considering the way the Council tackles anti-social behavior over a third answered don't know, which is likely to indicate that for a sizable proportion of residents this is not something they have suffered experience of to comment. However, the fact that 25% of Cheltenham residents are dissatisfied in relation to the Council's ASB response does indicate that for some residents this is a matter of concern.

Finally, when considering the management of the town centre, less than half of residents are satisfied. This is surprising considering that the majority of residents are satisfied with different aspects of the town centre, including: amenities, general appearance (66%), general cleanliness (64%) and the town centre overall as a place to visit during the day (80%). Satisfaction only falls to around 40% when analysing it as a place to visit after dark and safety after dark.

Figure 18: Perceptions of the Council's delivery (All valid responses)

Unweighted sample sizes vary

Probing the issues of street cleanliness shows that:

- Those who rent from a Housing Association/ Registered Social landlord are the tenure group that are most commonly dissatisfied (37%) with street cleanliness locally.
- There is also clear relationship with deprivation. While only 13% of those in the least deprived quartile of the borough are dissatisfied with street cleanliness this proportion rises to 31% in quartile 3 and to 38% in the most deprived quartile.
- Spatially this dissatisfaction peaks in Cheltenham West (40%) suggesting additional focus on this issue might be required within the wards that make up this area.

Turning now to the issue of tackling ASB, it is again those in the most deprived quartile who are most commonly dissatisfied with Cheltenham Borough Council (34%). But these same residents are also most likely to be satisfied with the Council's response on this issue (30%), which perhaps indicates that those in more deprived areas have more direct experience of this. There are no significant variations in dissatisfaction with ASB handling by ward grouping.

Although views on Cheltenham town centre have been reported upon in detail earlier in the report, it is interesting to examine which groups most commonly express dissatisfaction in relation to the Council's town centre management. Peaks in dissatisfaction on this indicator are found among those aged 55 to 64 (34%), those who won their home outright (28%), those who are retired (28%) and those living in Cheltenham North (31%).

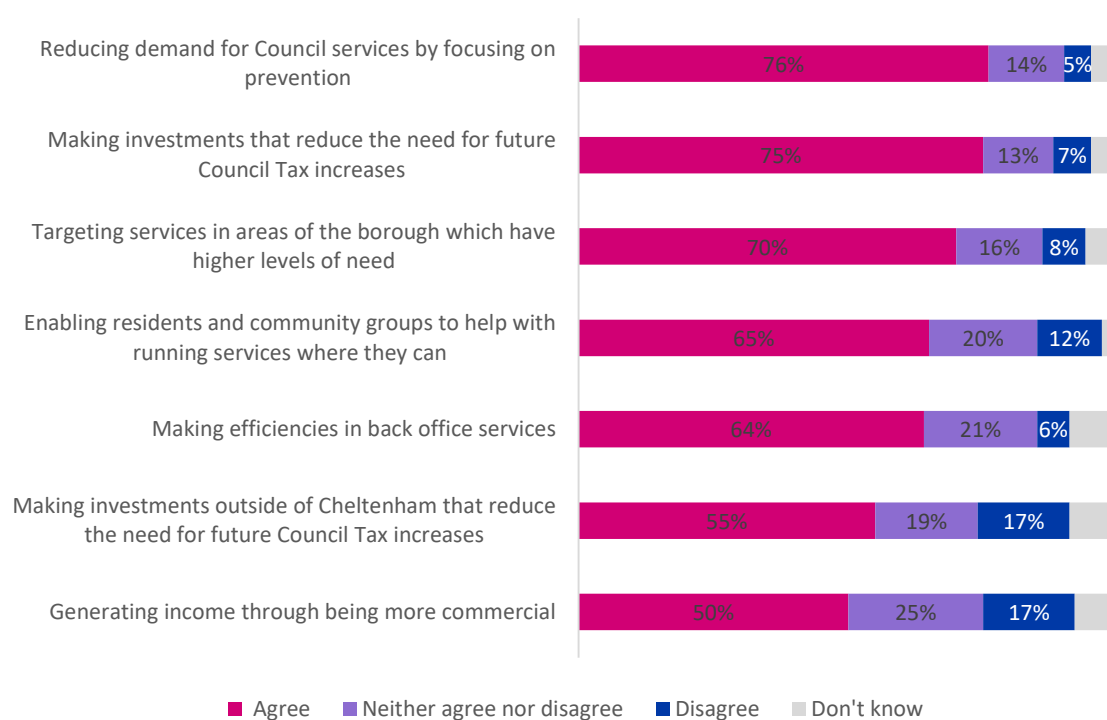
Views on future budget management approaches.

Reductions to the Council's budget mean that more than ever it is looking at the most efficient ways to deliver services. Some of these strategies have generated adverse publicity in the past. Therefore, this research was used as an opportunity to explore public support for the different ways the Council can manage its budget in challenging economic times. The wording in this question focused upon general principles / approaches, rather than specific decisions or investments.

The balance of opinion in relation to each of these strategies is shown in Figure 19. Just over three quarters (76%) of residents agree with the approach of reducing demand for Council services by focusing on prevention. Seven in ten (70%) also agree with targeting services in the areas of the borough which have higher levels of need. Probing response on this particular strategy in more depth shows that agreement with this approach does not vary significantly by deprivation quartile (a potential proxy measure of service need).

Majority support is also evident for the Council making investments that reduce the need for future Council Tax increases (75%). Just 7% of residents oppose such an approach. In a context where the Council is making significant investments in the borough such as the new Cyber Park development, this would seem to suggest the Council's strategy is largely in line with public opinion. However, it should be noted that when residents were asked a similar question in relation to the Council making investments outside of the borough to reduce the need for future Council Tax increases, agreement drops by 20-percentage points to 55%. For this approach disagreement increases by 10-percentage points, with the remaining responses moving to either 'don't know' or a neutral response.

The weakest public support is for the approach of generating more income through being more commercial which 50% of residents support. This approach received the highest proportion of neutral responses, perhaps suggesting that the concept of a commercial strategy may need to be more clearly explained.

Figure 19: Views on the ways in which the Council can manage its budget (All valid responses)

Unweighted sample bases vary

Resistance to an outside investment approach is significantly higher among those who describe their financial condition as just about managing (19%). However, no strong variation is evident by deprivation quartile. Geographically the highest disagreement that the Council should make investments outside of the borough is found in Cheltenham North (22%).

Looking specifically at those who currently describe themselves as dissatisfied with Cheltenham Borough Council, majority support is found for the following strategies:

- Reducing demand for Council services by focusing on prevention (66%);
- Making efficiencies in service delivery (65%);
- Making investments that reduce the need for future Council Tax increases (64%); and,
- Targeting services in areas of the borough which have higher levels of need (58%).

For the remaining approaches those who are dissatisfied with Cheltenham Borough Council give more muted support for:

- Making investments outside of Cheltenham that reduce the need for future Council Tax increases (50%);
- Enabling residents and community groups to help with running services where they can (48%); and,
- Generating income through being more commercial (43%).

This suggests that any future implementation of these approaches may well need to be accompanied by particularly careful communication of why they are anticipated to be of benefit to both residents and the Council.

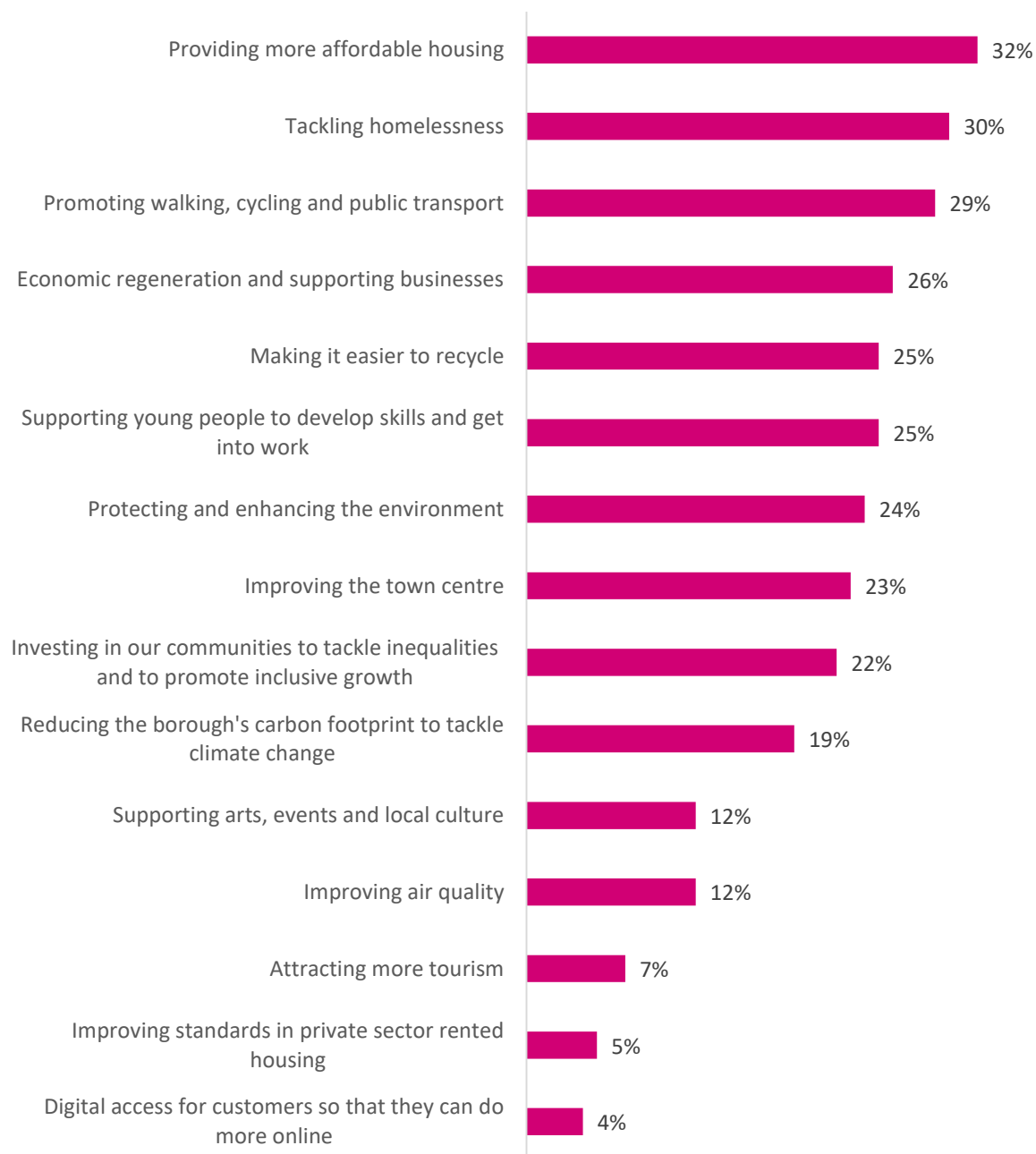
Council priorities

In order to help inform the Council's future priorities all residents were also given the opportunity within the survey to select up to three priority issues for Cheltenham Borough Council to focus upon. A total of 15 possible priorities were presented for residents to choose from. From these, the priorities that were most commonly selected among the responses given were:

- Providing more affordable housing (32%);
- Tackling homelessness (30%); and,
- Promoting walking, cycling and public transport (29%).

Encouragingly, the priority that residents give to housing issues aligns clearly with the Council's existing key Corporate Plan priority to increase the supply of housing and to invest to build resilient communities. The relatively high support for sustainable transport promotion is also aligned with the proposed development of a new Cheltenham transport plan.

The full level of endorsement for each possible priority is shown by the figure overleaf. In this it is notable that around a quarter of residents selected priorities that are economic e.g. regeneration and supporting business (26%), supporting young people to develop skills and get into work. Similar proportions also suggest that the Council should prioritise environmental concerns such as making it easier to recycle (25%) and environmental protection and enhancement (24%). On this basis it appears that sustainable economic development is something that appeals to the borough's residents.

Figure 20: Selected priorities for Cheltenham Borough Council for the coming years (All valid responses – maximum 3 choices per respondent)

Unweighted sample base: 1513

Given that both priorities and service needs can vary by life stage, the table below shows the top three priorities that were selected per age group. Interestingly it is the 55-64 and 65+ age groups who most commonly selected affordable housing as a priority. Making it easier to recycle features as a top three priority among those aged 16-34 and those age 35-44, but does not feature among older age groups.

Table 4: Top three priority issues for the Council to focus upon by age group (All valid responses)

<p>16-34</p> <p>Making it easier to recycle (33%) Tackling homelessness (32%) Promoting walking, cycling and public transport (31%)</p>	<p>35-44</p> <p>Tackling homelessness (34%) Promoting walking, cycling and public transport (31%) Making it easier to recycle (28%)</p>
<p>45-54</p> <p>Economic regeneration and supporting businesses (33%) Promoting walking, cycling and public transport (32%) Providing more affordable housing (30%)</p>	<p>55-64</p> <p>Providing more affordable housing (36%) Promoting walking, cycling and public transport (32%) Tackling homelessness (31%)</p>
<p>65+</p> <p>Providing more affordable housing (42%) Supporting young people to develop skills and get into work (33%) Tackling homelessness (28%)</p>	

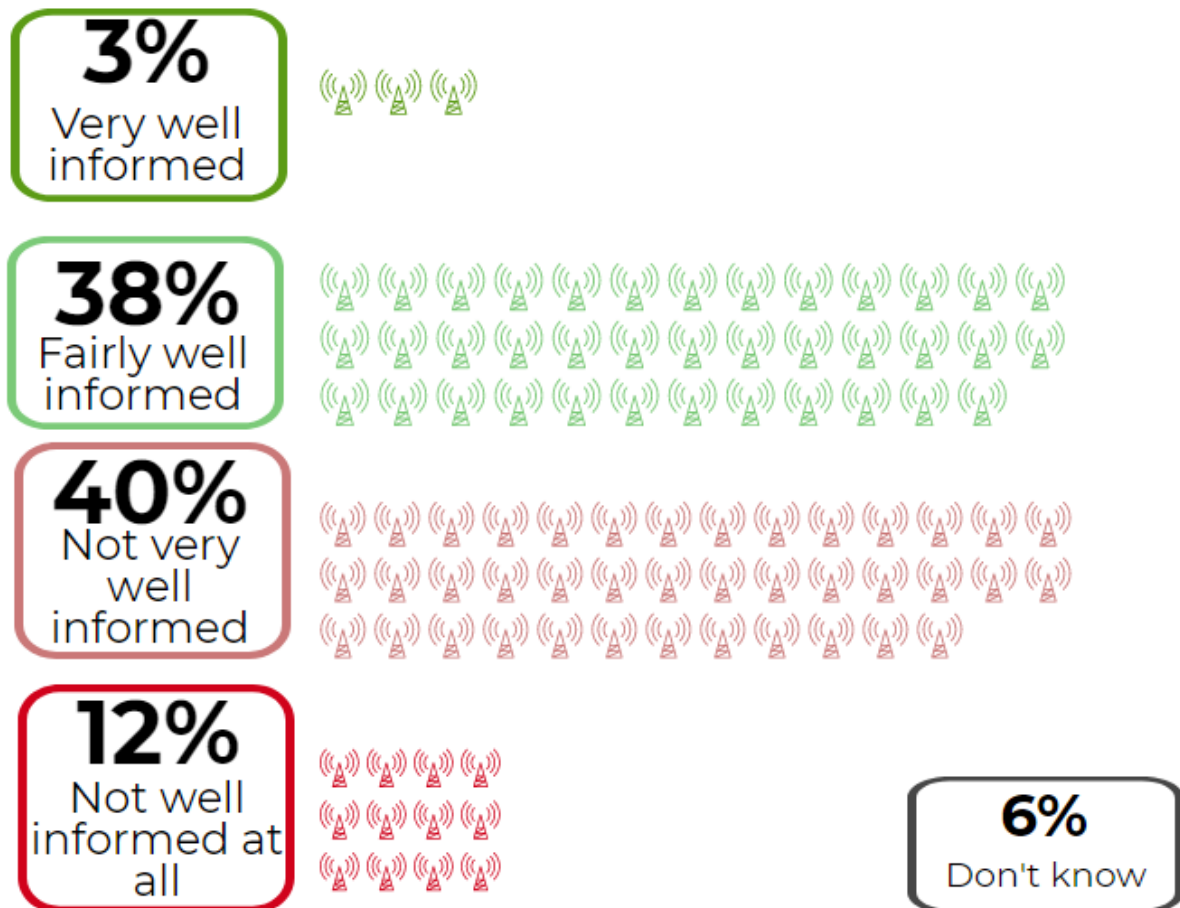
7. Interaction with Cheltenham Borough Council

Feeling informed

Two in five (41%) Cheltenham residents feel very or fairly informed about the Council and the services and benefits it provides. However, a further two in five (40%) do not feel very well informed, while 12% do not feel well informed at all. The latest LGA national benchmark on this measure (June 2019) shows 59% of residents feel very or well informed about Council Service and benefits.

Although causation cannot be proven, it is notable that among those who feel informed about the Council 71% are satisfied with the way it runs things. Among those who do not feel informed the same proportion is significantly lower at 45%.

Figure 21: Feeling informed about the Council and its services (All valid responses)



Unweighted sample base: 1563

In order to inform future communication strategies, it should be noted that the following demographic groups are most likely to describe themselves as un-informed about the Council's services and benefits:

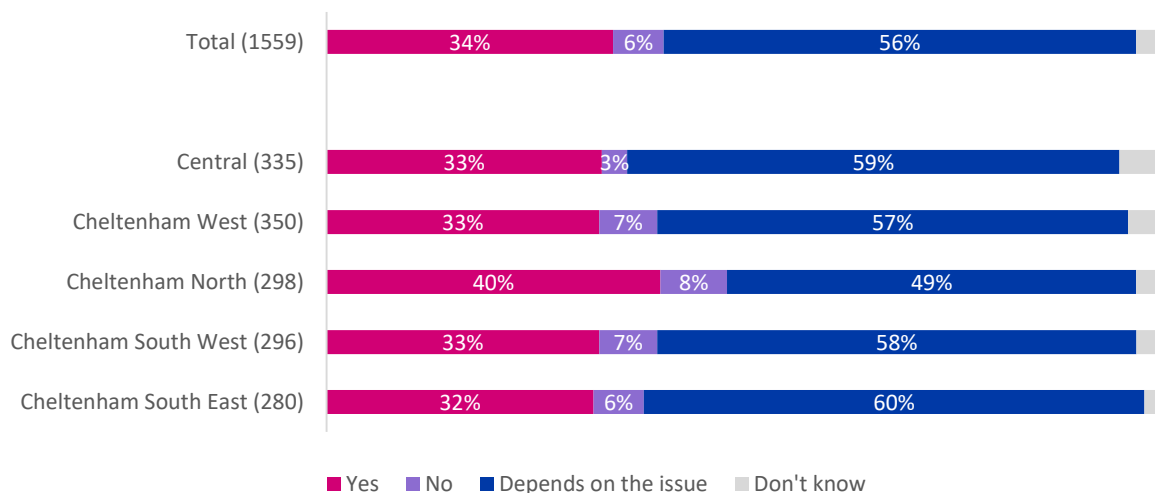
- Those aged 16-34 (60%) and 35- to 44 (61%);
- Those with children in the household (59%) relative to those who do not have children (50%);
- Those who describe their financial situation as not managing well (69%) although there are no significant differences by deprivation quartile.

Influencing decisions

When asked whether they agree or disagree that they can influence decisions that affect their local area, more than twice as many residents disagree (48%) than agree (19%). Among the remainder a quarter (26%) answered neither agree nor disagree and a further 7% answered don't know. In order to better understand this negative balance of opinion, views on this issue are best examined in the context of whether individuals would like to be more involved in the decisions that affect their local area. When asked about this a third of all residents (34%) said that they would like to be more involved, and 56% said that it depends on the issue. Just 6% of residents say that they would not want to be more involved in the decisions that affect their local area.

Given that the wording of this question focused on the local area, responses are shown below split out geographically. This illustrates that residents of Cheltenham North are significantly more likely (40%) than the survey average (34%) to want to be more involved in the decisions that affect their local area.

Figure 22: Generally speaking, would you like to be more involved in the decisions that affect your local area? (All valid responses)



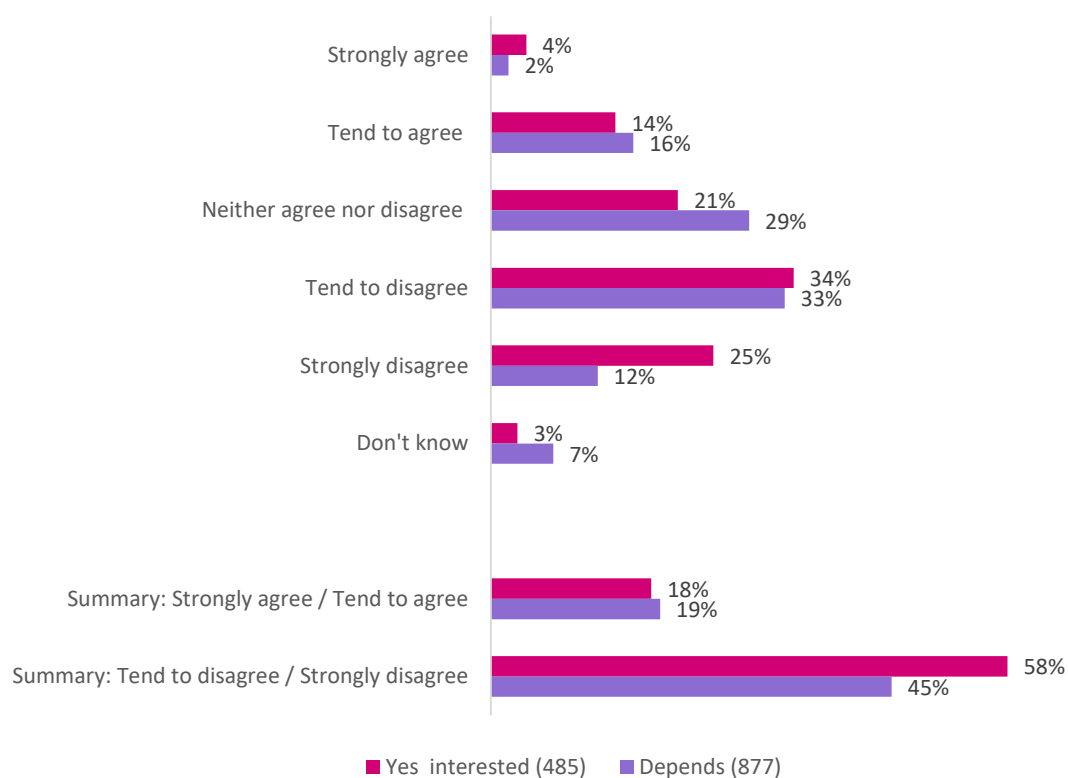
Unweighted sample bases in brackets

To help inform future engagement by the Council and its partners it should be noted that the following groups are also more likely to have answered 'yes' regarding having more local influence in the future:

- Males (38%) compare to females (31%);
- All age groups below 65 years of age. Among those aged 65 the level of interest drops to 25%;
- Those whose ethnicity is White Other (53%);
- Those who work full time (39%).

The impetus for better engaging residents with an interest in local decision making is shown by the figure below. This shows the current agreement that residents can have an influence on local decision among those who say they would be interested in doing so and among those who might be interested depending on the issue. In both groups the proportion who disagree that they can have an influence is well above the 18% and 19% respectively who agree.

Figure 23: Views on local influence by interest in this (All valid responses)

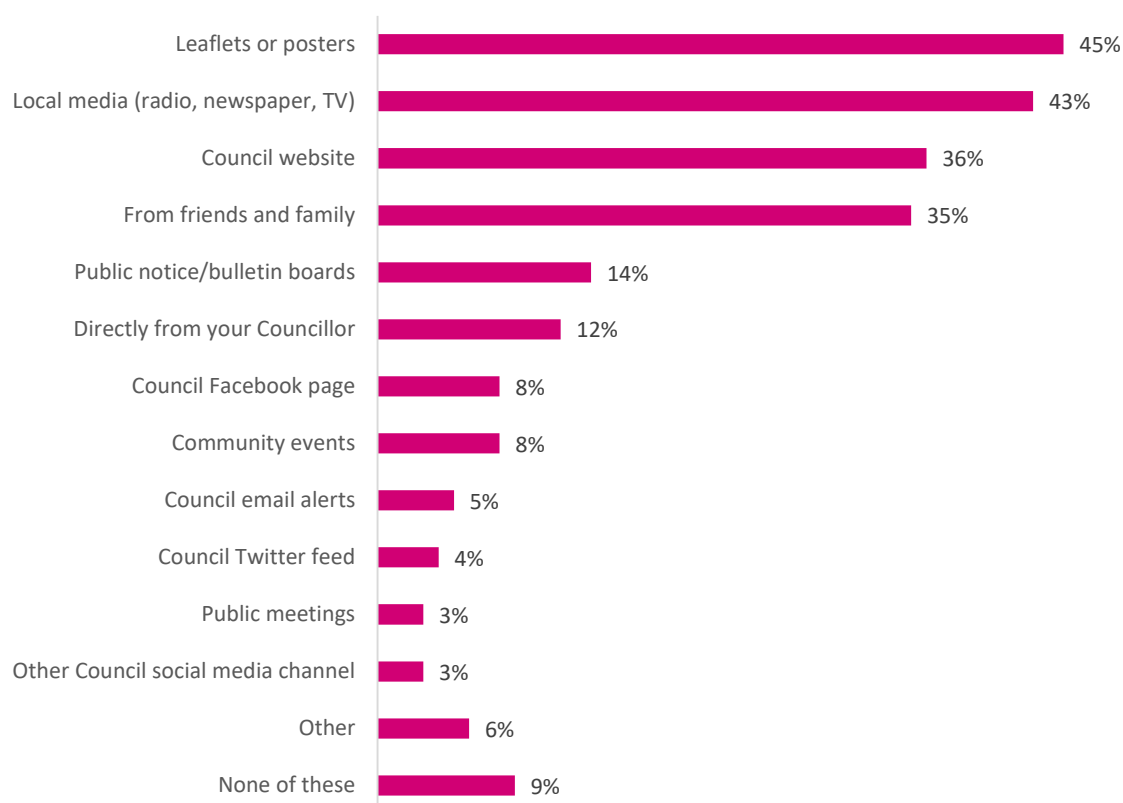


Unweighted sample bases in brackets

Finding out about Cheltenham Borough Council

The key sources from which Cheltenham residents receive information about their council, are leaflets /posters (45%), followed by local media (43%). The Council website is the third most commonly cited information source (36%), while 35% mention word of mouth via friends and family.

Figure 24: Sources of information about Cheltenham Borough Council (All valid responses)



Unweighted sample base: 1556

When examining the interaction between information channels and overall satisfaction with Cheltenham Borough Council it is notable that those who are dissatisfied more commonly state that they get information from the local media (49%), but are also more likely than those who are satisfied to use the Council's Facebook page (13% cf. 6%) and other Council social media channels (7% cf. 2%).

Given the propensity of different age groups to interact with traditional and digital communication channels to differing extents, the top five sources of Council information per age group are shown in the table below. This analysis shows that for 16-34 year olds the Council website is the most commonly used source of information, whereas for all other age groups the top answer is either local media or printed materials. While the Council website is a top 5 source of information for all age groups, only among those aged 16-34 does the Council's Facebook page feature among the top five information channels mentioned.

Table 5: Most common sources of information from about Cheltenham Borough Council Per Age Group (All valid responses)

16-34	35-44
Council website (43%)	Leaflets or posters (48%)
Leaflets or posters (36%)	Council website (45%)
Local media (radio, newspaper, TV) (31%)	Local media (radio, newspaper, TV) (41%)
From friends and family (31%)	From friends and family (37%)
Council Facebook page (15%)	Directly from your Councillor (11%)

<p>45-54</p> <p>Leaflets or posters (52%) Local media (radio, newspaper, TV) (45%) Council website (40%) From friends and family (35%) Public notice/bulletin boards (13%)</p>	<p>55-64</p> <p>Local media (radio, newspaper, TV) (54%) Leaflets or posters (52%) From friends and family (35%) Council website (33%) Directly from your Councillor (17%)</p>
<p>65+</p> <p>Local media (radio, newspaper, TV) (55%) Leaflets or posters (49%) From friends and family (37%) Council website (22%) Directly from your Councillor (21%)</p>	

This question included a 'none of these' option. By looking at those who gave this response we can identify particular groups most likely to be completely disengaged with Council information. In total, 9% of the survey sample gave this response. This proportion rises significantly to 14% among those aged 16 to 34, to 12% among those living in Cheltenham South West and to 21% among those who are neither renters nor owner occupiers.

8. Sample profile

The table below summarises the demographic profile of the survey respondents prior to the application of weighting.

	Count	%
Gender identity		
Male	652	41%
Female	861	54%
Other	3	<0.5%
Prefer not to say	58	4%
Not answered	20	1%
Age		
16 to 24	18	1%
25 to 34	113	7%
35 to 44	183	11%
45 to 54	238	15%
55 to 64	294	18%
65 to 74	358	22%
75+	306	19%
Prefer not to say	69	4%
Not answered	15	1%
Children in household		
Yes	288	18%
No	1241	78%
Prefer not to say	65	4%
Not answered	0	0%
Ethnic Group		
White - British	1404	88%
White - Irish	23	1%
White - East European	13	1%
White - Gypsy, Roma or Irish Traveller	0	0%
Any other White background	34	2%
Black or Black British - Caribbean	3	<0.5%
Black or Black British - African	3	<0.5%
Any other Black background	0	0%
Mixed - White & Black Caribbean/Black British Caribbean	1	<0.5%
Mixed - White & Black African Black British African	0	0%
Mixed - White & Asian/British Asian	6	<0.5%
Any other Mixed background	1	<0.5%
Asian or Asian British - Indian	12	1%
Asian or Asian British - Pakistani	0	0%
Asian or Asian British - Bangladeshi	0	0%
Asian or Asian British - Chinese	4	<0.5%
Any other Asian background	7	<0.5%
Any other ethnic group	5	<0.5%
Prefer not to say	78	5%

8. Appendix: Statement of Terms

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2015) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management (ISO 27001:2013).

Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not publish any part of these results without the written and informed consent of the client.

Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.

