

# Cheltenham Borough Council Cabinet [Extraordinary Meeting]

**Meeting date:** Tuesday, 25 July 2023

**Meeting time:** 5.00 pm

**Meeting venue:** Council Chamber - Municipal Offices

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## **Membership:**

Councillors Rowena Hay, Peter Jeffries, Victoria Atherstone, Flo Clucas, Mike Collins, Iain Dobie, Martin Horwood, Alisha Lewis and Max Wilkinson

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## **Important notice – filming, recording and broadcasting of Council meetings**

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**Contact:** [democraticservices@cheltenham.gov.uk](mailto:democraticservices@cheltenham.gov.uk)

**Phone:** 01242 264 246

## **SECTION 1 : PROCEDURAL MATTERS**

### **1 Apologies**

### **2 Declarations of interest**

### **3 Minutes of the last meeting**

The draft minutes of the meeting held on 11 July will be brought to the meeting on 19 September.

### **4 Public and Member Questions and Petitions**

Questions must be received no later than 12 noon on the seventh working day before the date of the meeting. These must relate to the agenda items to be considered.

## **SECTION 2 :THE COUNCIL**

*There are no matters referred to the Cabinet by the Council on this occasion*

## **SECTION 3 : OVERVIEW AND SCRUTINY COMMITTEE**

*There are no matters referred to the Cabinet by the Overview and Scrutiny Committee on this occasion*

## **SECTION 4 : OTHER COMMITTEES**

*There are no matters referred to the Cabinet by other Committees on this occasion*

## **SECTION 5 : REPORTS FROM CABINET MEMBERS AND/OR OFFICERS**

### **5 Local Development Scheme 2023 (Pages 5 - 26)**

Report of the Leader, Councillor Rowena Hay

### **6 Physical activity and sport strategy for Cheltenham, Part 1 - draft vision and outcomes (Pages 27 - 60)**

Report of Cabinet Member for Economic Development, Culture, Tourism and Wellbeing, Councillor Max Wilkinson

### **7 Appointment of a supplier for delivery of fixed power supply**

Report of Cabinet Member for Finance and Assets, Councillor Peter Jeffries – TO FOLLOW

## **SECTION 6 : BRIEFING SESSION**

- Leader and Cabinet Members

### **8 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**

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## Cheltenham Borough Council

### Cabinet – 25 July 2023

### Local Development Scheme 2023

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**Accountable member:**

Cllr Rowena Hay, Leader of the Council

**Accountable officer:**

Tracey Birkinshaw, Director of Community & Economic Development

**Ward(s) affected:**

All

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**Key Decision:**

Yes. Climate Change impact assessment not completed for this decision as relates wholly to the timetable of preparation of the council's statutory development plan. However, the outputs driven by the decision will be subject to assessment.

**Executive summary:**

The Cheltenham Borough Local Development Scheme (LDS) outlines the timetable for preparing statutory development plan documents in the Borough. It is a statutory requirement under section 15 of the Planning and Compulsory Purchase Act 2004 (as amended). The published version of Cheltenham's LDS (2022) requires revision as the timetable has been refreshed and an updated approach to plan preparation set out, as such, an up to date LDS is required.

In preparing this LDS, the councils of Cheltenham, Gloucester and Tewkesbury have applied the requirements of the Regulations whilst presenting an approach to plan making that:

- builds in longer term efficiencies,
- builds on our mature collaborative cross boundary relationships
- recognises the importance each council has for sovereignty in plan making at the local plan policy making level and ensuring locally specific issues and detail are retained.

This will deliver the Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan. In simple terms this will draw together 4 core elements within a single examination; collectively this being the CGTSLP and made up of:

1. The **strategic plan** policies (incorporating any generic policies that are relevant across the Cheltenham, Gloucester and Tewkesbury administrative areas),
2. Cheltenham **local plan** policies
3. Gloucester **local plan** policies
4. Tewkesbury **local plan** policies

An updated Partnership Agreement will provide the safeguards that sets out the terms and conditions for the operation of the partnership. This would include a clear protocol that individual districts would not seek to fetter the discretion of the other district authorities in the drafting of the local plan policies.

## Recommendations:

### Cabinet is asked to:

1. **adopt the updated Local Development Scheme for Cheltenham Borough, attached to the report at Appendix 2 to take effect immediately. This is the programme for preparation of the Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan (CGTSLP) which includes;**
  - **strategic plan policies covering the entirety of the area of Cheltenham, Gloucester and Tewkesbury administrative areas (this will include any relevant generic policies that affect all individual areas equally), and**
  - **local plan policies addressing any locality specific issues of the individual administrative areas**
2. **delegate authority to the Director of Community & Economic Development, in consultation with the Leader, to prepare the Local Development Scheme for publication correcting any minor errors such as spelling, grammar, typographical and formatting changes that do not affect the substantive content of the Local Development Scheme.**

## 1. Implications

### 1.1. Financial, Property and Asset implications

The Council's contribution to the Local Development Strategy will be funded in 2023/24 using the relevant earmarked reserve. At the time of the setting of the 2023/24 the costs and funding profile for future years had yet to be confirmed and subject to the approval of the recommendations in this report, will be reflected in the medium-term financial strategy for 2024/25 onwards.

There are no direct property or asset implications for the Council as a result of the recommendations in this report.

**Signed off by:** Director of Finance and Assets (Deputy Section 151 Officer)

[gemma.bell@cheltenham.gov.uk](mailto:gemma.bell@cheltenham.gov.uk)

### 1.2. Legal implications

The preparation and maintaining of a Local Development Scheme is required under section 15 of the Planning and Compulsory Purchase Act 2004 (as amended by the Localism Act 2011). This must specify (among other matters) the documents which, when prepared, will comprise the Local Plan for the area

(development plan documents), the subject matter and geographical area to which each document is to relate, which if any are to be prepared jointly with one or more other local planning authorities and the timetable for the preparation and revision of those documents. The Local Plan, together with Neighbourhood Plans as well as any Mineral and Waste Local Plans, make the Development Plan for the Borough.

Section 28 of the Planning and Compulsory Purchase Act 2004 provides that where a development plan document is prepared jointly by two or more local planning authorities any step which may be or is required to be taken in relation to the document (including adoption) must be done by each of the authorities.

**Signed off by:** One Legal, [legalservices@onelegal.org.uk](mailto:legalservices@onelegal.org.uk)

### 1.3. Environmental and climate change implications

None arising directly from this report. However, any documents subject to the programme set by the Local Development Scheme are key in terms of the delivery of the sustainable growth of Cheltenham and will have social and environmental implications. The outcomes of the statutory development plan will be key tools in articulating part of the council's response to the Climate Emergency. The Council's Climate Change Impact Assessment tool will be used across the documents relevant to the LDS which consider both micro and macro impacts including;

- Creating strong communities and ensuring social welfare, reflecting healthy place shaping commitments
- Addressing the climate crisis and some of the main causes of climate change. Considering the impacts of the climate emergency and the council's commitment to being net zero by 2030 will help to ensure projects and policies are approved are in line with these climate commitments
- Addressing the ecological crisis, which has highlighted the negative impact our actions and behaviours have on plant and animal life. The UK has lost a lot of biodiversity (variety of plant and animal life) which is critical for our collective survival.

**Signed off by:** Climate Emergency Programme Officer, [laura.tapping@cheltenham.gov.uk](mailto:laura.tapping@cheltenham.gov.uk)

### 1.4. Corporate Plan Priorities

This report, through the facilitation of the development plan, supports delivery across the five corporate plan priorities:

1. Enhancing Cheltenham's reputation as the cyber capital of the UK
2. Working with residents, communities and businesses to help make Cheltenham net zero by 2030
3. Ensuring residents, communities and businesses benefit from Cheltenham's future growth and prosperity
4. Increasing the number of affordable homes through our £180m housing investment plan
5. Being a more modern, efficient and financially sustainable council

### 1.5. Equality, Diversity and Inclusion Implications

There are no specific equality implications on the updated Local Development Scheme. Consideration will need to be given though to carrying out an equality impact assessment on the arrangements for the

three consultation phases as set out in the LDS in order that these are made as accessible as possible to all sections of the community

**Signed off by:** Head of communities, wellbeing & partnerships, [richard.gibson@cheltenham.gov.uk](mailto:richard.gibson@cheltenham.gov.uk)

## 1.6. Performance management – monitoring and review

Managing the programme and risks associated with development plan preparation is active and managed using the Clearview tool. Programme management is active and reported to the Senior Responsible Owner and managed through agreed programme arrangements.

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## 2. Background

- 2.1. Local Planning Authorities are required by law to prepare, publish, and maintain a Local Development Scheme (LDS) setting out the timetable for preparing statutory Development Plan Documents (DPD), which form the Local Plan.
- 2.2. The Council's current LDS was adopted in 2022 and is in need of updating. There are a number of reasons for this including;
  - Impact and challenge of resources (finance and people)
  - Recruitment and retention
  - Extensive evidence base development
  - Uncertainties arising from government changes
  - Need to make efficient use of resources and maximise public funding in plan preparation
  - Opportunity to lead on best practice and build resilience in plan making.
- 2.3. Part of Cheltenham's development plan, the Gloucester, Cheltenham and Tewkesbury Joint Core Strategy (JCS) is now beyond 5 years and in line with government guidance needs to be updated. The partner authorities have reaffirmed their commitment to the benefits of continued joint working and this LDS sets out the programme alongside a refreshed approach to delivering the plan making for our area.
- 2.4. Government guidance on plan making articulates the role of the development plan, which is to "set out a vision and a framework for the future development of the area, addressing needs and opportunities in relation to housing, the economy, community facilities and infrastructure – as well as a basis for conserving and enhancing the natural and historic environment, mitigating and adapting to climate change, and achieving well designed places. It is essential that plans are in place and kept up to date."
- 2.5. Planning is at the heart of place making, strengthening the connection between people and the places they share, if we get this right, we will deliver connected and active communities. The



development plan is at the heart of the planning system and will be a fundamental tool in helping to support the council's five priorities as set out in the [corporate plan 2023 - 2027](#).

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### 3. Reasons for recommendations

3.1. The purpose of the LDS is to set out the Local Development Documents that are to be Development Plan Documents (DPDs) and which will be prepared by the Authority. The LDS also needs to give details as to what they will contain and timescales for their production. It is important that plans for the future of the Borough are produced in a timely and efficient manner. If they are not, development which is necessary for the Borough's continued growth and prosperity may be delayed or abandoned, the coordination of housing development and infrastructure provision may be difficult to achieve and there is the potential for development to be approved on appeal in locations that the Authority does not consider suitable.

3.2. Cheltenham planning service was subject to an independent peer review led by Planning Advisory Service/Local Government Association which concluded April 2023. A key overarching message and supporting recommendation arising from this review was:

*"The adoption of an up to date development plan (the JSP) is critical to success and needs to be given the highest priority".*

*"There is a critical need for the new JSP to be adopted as quickly as possible. This has to be a corporate priority as without it, the vision for the Borough will not be delivered"*

The updated LDS sets out the route to achieve the programme to deliver the council's statutory plan making and this is presented at Appendix 2.

3.3. Cheltenham, Tewkesbury and Gloucester councils alongside Gloucestershire County Council have been debating the most effective approach to deliver development planning in an ever-challenging environment. It is worth remembering that at the time at which the JCS was prepared, cross boundary plan making was new to all Councils. We have an embedded joint working relationship, there will undoubtedly be challenges along the way, but we have a mature partnership and mechanisms in place to reach agreement for effective cross boundary working and plan effectively for our area.

3.4. The councils agree that they remain committed to the partnership with the continued key benefits across our area particularly in respect of:

- The three authorities share functional economic and housing market areas;
- Administrative boundaries are tightly drawn around the large built-up areas, and therefore the duty to co-operate across boundaries remains key;
- Infrastructure demands go beyond administrative boundaries, and
- Strategic and local highway and public transport networks operate across the area, if we are going to drive modal shift, managing investment and interventions across boundaries will be key.

3.5. The LDS as presented offers a fresh approach to plan making for our area. In preparing this LDS, the councils of Cheltenham, Gloucester and Tewkesbury have applied the requirements of the Regulations whilst presenting an approach to plan making that takes account of:

- Efficiency and effectiveness in preparing the evidence base required for sound and robust plan making
- Efficiency in examination and consistency across plan making
- Financial cost of plan making in the context of local authority budgets and impact on wider financial demands – to support more predictable and consistent spend. The model proposed via this LDS would move Cheltenham, Gloucester and Tewkesbury councils to alignment of programming around a single examination, removing the need for four separate examinations, which is the current position, for context, the Cheltenham Plan examination cost c. £450,000. This would bring cost benefits longer term across the councils and potentially position the councils as leaders in plan making across boundaries. This potential is already being recognised by the Department for Levelling Up, Housing and Communities (DLUHC) identifying Planning Advisory Service resourcing to support the councils in project management capacity in the approach proposed. This resource has now been committed and officers will be activating an inception meeting shortly, this will provide programme management support and provide a direct link back to DLUHC.
- Staff recruitment and retention, developing specialisms across the team with less reliance on commissioning of consultants
- Responding to Government change/uncertainty
- Builds on our mature collaborative cross boundary relationships
- Recognises the importance each council has for sovereignty in plan making at the local plan policy making level and ensuring locally specific issues and detail are retained.

3.6. The LDS presents a combined DPD made up of:

1. Clear vision for growth agreed by Cheltenham Borough Council, Tewkesbury Borough Council and Gloucester City Council - The Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan (CGTSLP). Like the previous Joint Core Strategy, the CGTSLP will set out the strategic development strategy; development requirements (jobs, houses and retail); joint strategic and generic policies as well as locally specific policies. The CGTSLP will replace the JCS in its entirety. Taking climate change as the golden thread, this will be a key steer to establishing the spatial distribution of development.
2. Locality based policies that address any area/community specific issues agreed by individual councils supporting the joint general and strategic policies of the CGTSLP. This element will replace any saved polices and the Cheltenham Plan. This element of plan making is key to articulating and ensuring we have the correct processes in place to deliver positive change (for example around our climate change and growth ambitions) and help protect key features which make Cheltenham special (for example our local green spaces, heritage and landscape). Whilst there is much uncertainty triggered by proposed government changes around key documents such as supplementary planning documents and national development management policies, we continue to see this level of detailed guidance important as part of our approach to positive planning.

The CGTSLP will make up the development plan for Cheltenham<sup>1</sup> and will fulfil our statutory plan making functions.

**So what does this mean for Cheltenham?**

3.7. The key difference in the model to development plan making as proposed, is that

- There is a single examination,
- Collective use of the core officer team to support plan preparation,
- Joint funding.

As noted above, this helps to address the identified challenges, particularly around efficiencies and resilience alongside further embedding our commitment to effective joint working. . In simple terms this will draw together 4 core elements within a single examination; collectively this being the CGTSLP and made up of:

1. The **strategic plan** policies (incorporating any generic policies that are relevant across the Cheltenham, Gloucester and Tewkesbury administrative areas,
2. Cheltenham **local plan** policies
3. Gloucester **local plan** policies
4. Tewkesbury **local plan** policies

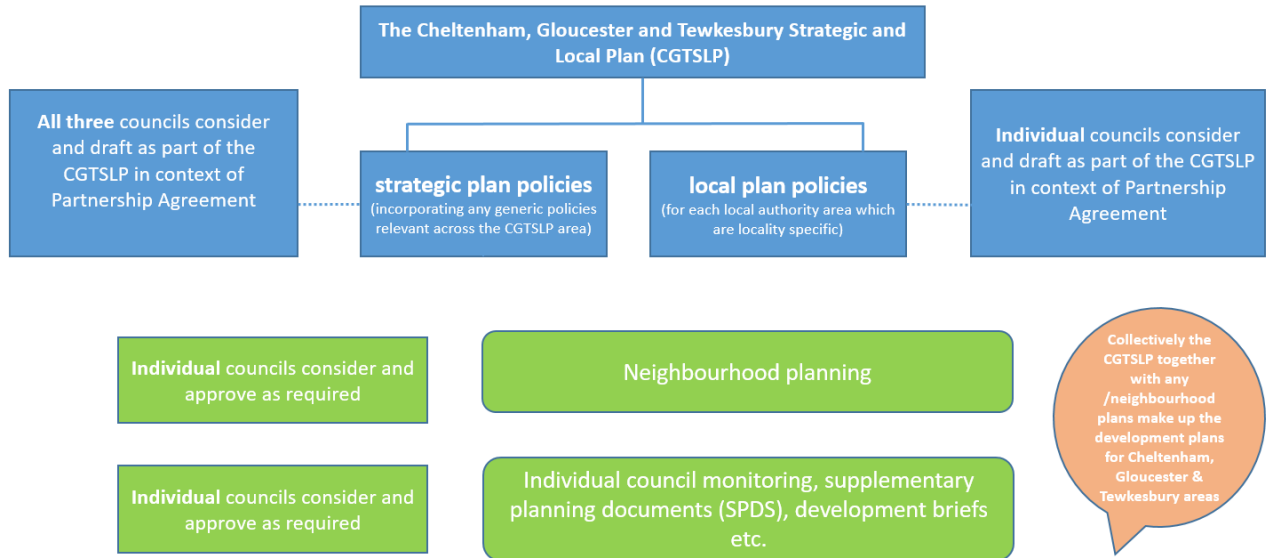
An updated Partnership Agreement will provide the safeguards that sets out the terms and conditions for the operation of the partnership. This would include a clear protocol that individual districts would not seek to fetter the discretion of the other district authorities in the drafting of the local plan policies.

Collectively these will form Cheltenham's development plan. The diagram below seeks to articulate this collective DPD approach.

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<sup>1</sup> Alongside those documents specified in [Gloucestershire County Council's Minerals and Waste Development Scheme](#), as well as any Neighbourhood Development Plans that are made within Cheltenham Borough

**The Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan (CGTSLP)**



3.8. The priority for Cheltenham, in the context of current housing land supply issues, is that the Council progress an updated development plan for the Borough as quickly as possible whilst ensuring that it is robust. The CGTSLP with a **single** examination is the proposed way forward working in partnership with our partners Tewkesbury, Gloucester and Gloucestershire County Council. As noted above, the production of a collective DPD will help drive efficiencies and build longer term resilience across the three councils.

3.9. It is recognised that all the partner councils wish to retain sovereignty over the drafting of their locality based policies and as noted above Cheltenham values the ability to plan at this more localised and community based level alongside ensuring our leadership within the wider strategic plan making. There is a strong relationship between plan making at this level with stakeholders and communities and it is important that this commitment to local level policies is retained. As outlined in the diagram above, this refreshed approach to plan preparation seeks to embody the strengths of joint plan making, build upon the mature cross boundary collaboration whilst at the same time retaining the single council inputs at the local plan and neighbourhood level that recognises the importance of sovereignty at this level and the value and importance of building in community and local knowledge.

3.10. The key stages for the CGTSLP are set out in the updated LDS in Appendix 2 but are also shown in Figure 1 below. The intention is to seek the necessary approval in September 2023 for the next Regulation 18 stage. This is the next consultation stage as we prepare a new development plan, the consultation will seek feedback on what the plan needs to address and what the priorities should be. This means we can work to make the plan reflect local aspirations while meeting government expectations.

3.11. At Regulation 18 we will have reviewed a wide range of evidence, for example:

- Housing needs and markets
- The green belt
- Urban capacity
- Transport

- Economic development
- Flood risk
- Climate change
- Environmental
- Infrastructure

3.12. A key challenge to the LDS is the uncertainties now embedded within the National Planning Policy Framework (NPPF) consultation. The consultation on this has closed with no clear timetable provided on when Government will report back. Clarity on this will emerge in due course, but at the present time the Government has presented a trigger date of June 2025 for the kick in of changes. Pre June 2025, any development plans submitted for examination will be considered under existing policy and regulations, post June 2025, these would be examined under the proposed policy and regulations. Government are indicating that October 2026 is the earliest date that the first new style examinations would commence.

3.13. Our approach therefore, building on the recommendations of the peer review, is not to build in delay, but to maintain momentum in plan preparation. The LDS timetable will need to be kept under review, particularly in light of the forthcoming national policy changes.

Figure 1: Local Development Scheme

<b>The Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan (CGTSLP)</b> (produced by Gloucester City Council, Cheltenham Borough Council and Tewkesbury Borough Council)	
Role and subject / Geographical coverage	<p>This will set out the development strategy; development requirements; policies (strategic and non-strategic) and site allocations for Gloucester City Council, Cheltenham Borough Council and Tewkesbury Borough Council.</p> <p><b>strategic plan policies</b> – drafted jointly by Gloucester City Council, Cheltenham Borough Council and Tewkesbury Borough Council with the support of Gloucestershire County Council</p> <p>Cheltenham <b>local plan policies</b> – drafted by Cheltenham Borough Council.</p>
When adopted, will supersede	<ol style="list-style-type: none"> <li>i. Gloucester, Cheltenham and Tewkesbury Joint Core Strategy 2011-2031 (adopted December 2017);</li> <li>ii. Cheltenham Plan (adopted July 2020); and</li> <li>iii. Remaining, yet to be replaced ‘saved’ retail policies of the Cheltenham Borough Local Plan Second Review (adopted June 2006).</li> </ol>

<b>Timetable – Key Stage<sup>2</sup></b>	
Consultation on Spatial Options and Key Policy Areas (Regulation 18)	Commencing October 2023
Consultation on Preferred Options (Regulation 18)	Commencing March 2025
Consultation of Pre-submission (Regulation 19)	Commencing January 2026
Submission to Secretary of State (Regulation 22)	April 2026
<b>Stages below subject to Planning Inspector Programme)</b>	
Hearings (sometimes referred to as Examination in Public <sup>3</sup> ) (Regulation 24) and Major Modifications Consultations (the latter if needed)	TBC
Inspector’s final report sent to LPA (Regulation 25)	TBC
Adoption (Regulation 26)	TBC

3.14. Whilst the Development Plan can also comprise Neighbourhood Development Plans (NDP) that are ‘made’, NDPs are developed by local communities rather than being directly progressed by the Authority. As such, the LDS does not contain detail on the timescales for any emerging NDPs.

3.15. Supplementary Planning Documents (SPDs) aren’t identified in the diagram. SPDS do not undergo the same process as development plan documents (Local Plans) and there is no regulatory requirement to refer to SPDs in the LDS.

#### **4. Alternative options considered**

4.1. Because the LDS is a statutory requirement, there is no suitable alternative to its production.

#### **5. Consultation and feedback**

5.1. The LDS Scheme functions as a maintained timetable of the Authority’s commitment to produce Development Plan Documents. Whilst there is no statutory requirement to consult on the LDS itself, any Development Plan Documents described within it are subject to various consultation requirements.

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<sup>2</sup> Regulation references taken from [The Town and Country Planning \(Local Planning\) \(England\) Regulations 2012 as amended](#)

<sup>3</sup> The examination begins when the Plan is submitted to the Planning Inspectorate and is completed when the final report is sent to the Local Planning Authorities.

## 6. Key risks

- 6.1. As set out in Appendix 1, the risk set out can be avoided through having an up-to-date Local Development Scheme.
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### Report author:

Tracey Birkinshaw, Director of Communities and Economic Development,  
[tracey.birkinshaw@cheltenham.gov.uk](mailto:tracey.birkinshaw@cheltenham.gov.uk)

John Spurling, Planning Policy Manager (Interim)  
[john.spurling@cheltenham.gov.uk](mailto:john.spurling@cheltenham.gov.uk)

### Appendices:

1. Risk Assessment
2. Local Development Scheme
3. Frequently Asked Questions (FAQs)

### Background information:

[Cheltenham Corporate Plan \(2023-2027\)](#)

[Planning and Compulsory Purchase Act \(as amended\)](#)

[Government Guidance on Plan Making](#)

**Appendix 1: Risk Assessment**

Risk ref	Risk description	Risk owner	Impact score (1-5)	Likelihood score (1-5)	Initial raw risk score (1 - 25)	Risk response	Controls / Mitigating actions	Control / Action owner	Deadline for controls/ actions
	If the Council does not have an up to date Local Development Scheme then it will not be performing part of its statutory duty	Director of Communities & Economic Development	3	1	3	Avoid the risk	Close	This risk will be mitigated by the Cabinet decision.	25 July 2023





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# Local Development Scheme 2023-2026

## 1. Introduction

- 1.1 Cheltenham Borough Council has a statutory duty to maintain an up-to-date LDS<sup>1</sup>. This LDS sets out the Development Plan Documents (DPDs)<sup>2</sup> that will be prepared and the programme for their preparation. This LDS supersedes any previously published LDS.

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<sup>1</sup> Section 15 of the [Planning and Compulsory Purchase Act 2004 \(as amended\)](#)

<sup>2</sup> A document setting out the Council's planning policies and proposals. They are subject to community involvement, consultation and independent examination by an independent Planning Inspector

**2 Proposed Development Plan Document (DPD)**

2.1 Cheltenham Borough Council, in conjunction with Gloucester City Council and Tewkesbury Borough Council, are intending to produce one DPD as can be seen in Figure 1.

Figure 1: Proposed Development Plan Document

<b>The Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan (CGTSLP)</b> (produced by Gloucester City Council, Cheltenham Borough Council and Tewkesbury Borough Council)	
Role and subject / Geographical coverage	<p>This will set out the development strategy; development requirements; policies (strategic and non-strategic) and site allocations for Gloucester City Council, Cheltenham Borough Council and Tewkesbury Borough Council.</p> <p><b>Strategic plan policies</b> - drafted jointly by Gloucester City Council, Cheltenham Borough Council and Tewkesbury Borough Council with the support of Gloucestershire County Council</p> <p>Cheltenham <b>local plan policies</b> – drafted by Cheltenham Borough Council</p>
When adopted, will supersede	<ul style="list-style-type: none"> <li>i. Gloucester, Cheltenham and Tewkesbury Joint Core Strategy 2011-2031 (adopted December 2017);</li> <li>ii. Cheltenham Plan (adopted July 2020); and</li> <li>iii. Remaining, yet to be replaced ‘saved’ retail policies of the Cheltenham Borough Local Plan Second Review (adopted June 2006).</li> </ul>
<b>Timetable – Key Stage<sup>3</sup></b>	
Consultation on Spatial Options and Key Policy Areas (Regulation 18)	Commencing October 2023
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<b>Stages below subject to Planning Inspector Programme</b>	

<sup>3</sup> Regulation references taken from [The Town and Country Planning \(Local Planning\) \(England\) Regulations 2012\) as amended](#)

Hearings (sometimes referred to as Examination in Public <sup>4</sup> ) (Regulation 24) and Major Modifications Consultations (the latter if needed)	TBC
Inspector's final report sent to LPA (Regulation 25)	TBC
Adoption (Regulation 26)	TBC

### Policies Map

- 3.1 The Policies Map spatially illustrates policies contained in DPDs on an Ordnance Survey base map. The Policies Map will be updated as the CGTSLP is progressed. The Policies Map will show matters including:
- i. designations, e.g. settlement boundaries; and
  - ii. site allocations, e.g. sites may be allocated for a variety of uses including housing.

### 4 Neighbourhood Plans

- 4.1 Neighbourhood Plans are prepared to timescales that are set by the qualifying body, such as a Parish Council and not by Cheltenham Borough Council. Therefore, the timetable for their preparation is not contained within this LDS. Following successful examination and referendum, Neighbourhood Plans become part of the statutory Development Plan.
- 4.2 For communities that may wish to develop their own Neighbourhood Plan, information can be found via [Neighbourhood Plans](#).

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<sup>4</sup> The examination begins when the Plan is submitted to the Planning Inspectorate and is completed when the final report is sent to the Local Planning Authorities.

## **Appendix 3: Frequently Asked Questions (FAQs) relating to the Cheltenham, Tewkesbury and Gloucester Strategic and Local Plan (CGTSLP)**

### **Background**

The Joint Core Strategy (JCS) sets out strategic policies for meeting future development needs across Cheltenham, Tewkesbury and Gloucester up to 2031 i.e. it identifies overall housing and economic needs and allocates sites for the very largest future developments.

The councils have also adopted non-strategic policies and allocations in separate district-level local plans. Cheltenham's Local Plan is ready for review whilst Gloucester and Tewkesbury's plans were both adopted within or just over the last 12 months.

The JCS is now five years old and new strategic policies are needed to manage development needs up to 2041 and beyond. Formal revisions to the three authorities' Local Development Schemes (LDSs), setting out the programme for plan preparation are programmed for adoption in the summer of 2023.

In this context, careful consideration has been given to how plan making for the three areas can most effectively be rolled forward, in the context of delivering sound, resilient and efficient plan making.

The LDS presents a combined Development Plan Document (DPD). The reasons for preferring this approach are set out in the form of FAQs below:

### **What are the advantage of the combined DPD?**

There are substantial benefits, principally:

- Government places a legal obligation for co-ordination of local plans across administrative boundaries through the "Duty to Co-operate". It is also likely that some form of co-ordination will be retained under future planning reforms with the proposed "Alignment Test". The geography of our three councils is such that there are very strong inter-relationships and dependencies in housing, employment, infrastructure and transport patterns. This combined approach would continue to greatly simplify the duties around cross-boundary co-ordination, both within the Gloucester-Cheltenham-Tewkesbury area and beyond (e.g. with Stroud, Cotswold and the Forest of Dean councils).
- Co-ordination with Gloucestershire County Council as strategic planning, highway and education, etc. authority would be embedded through the combined DPD.
- Engagement with national bodies such as the Environment Agency, Homes England and National Highways can most effectively be achieved through working on a combined DPD.

- Local plans are required to be justified with robust evidence base around areas such as housing and employment needs, land availability, transport impacts, flood risk, Green Infrastructure, Biodiversity Net Gain, renewable energy and Green Belt. A combined DPD means we can co-ordinate the collection of evidence base and ensure it is consistent across the area, as well as achieving cost savings.
- A combined DPD would require just one Public Examination, rather than three if separate plans were to be prepared (or four if a one strategic and three separate district plans were prepared). This should also achieve significant cost savings.

### **What are the alternatives?**

We could prepare one Strategic Plan (covering the three Councils) and continue to draw up local policies plans individually. However, as noted above, there are distinct advantages in holding a single plan examination rather than four. There are also considerable benefits in terms of staff efficiencies and resilience in working together on a combined DPD, alongside bringing plan making into a single timescale. There are also substantial risks that one or more individual plans could become delayed, which in turn could delay future reviews of one strategic plan.

Whilst other local planning authorities have gone down different routes, i.e. the Partnership for South Hampshire (PfSH) in terms of certain aspects of work, including housing; energy and green environment and cultural and creative industry initiatives, this does not have the substantial benefits of producing a combined DPD as set out above. Alternatively, we could prepare entirely discrete local plans. However, we would still need to discharge the Duty to Co-operate and inevitably would need to commission an evidence base that straddles the three council areas.

### **How can the distinct development needs and environmental priorities of each of the three areas be reflected in a combined DPD?**

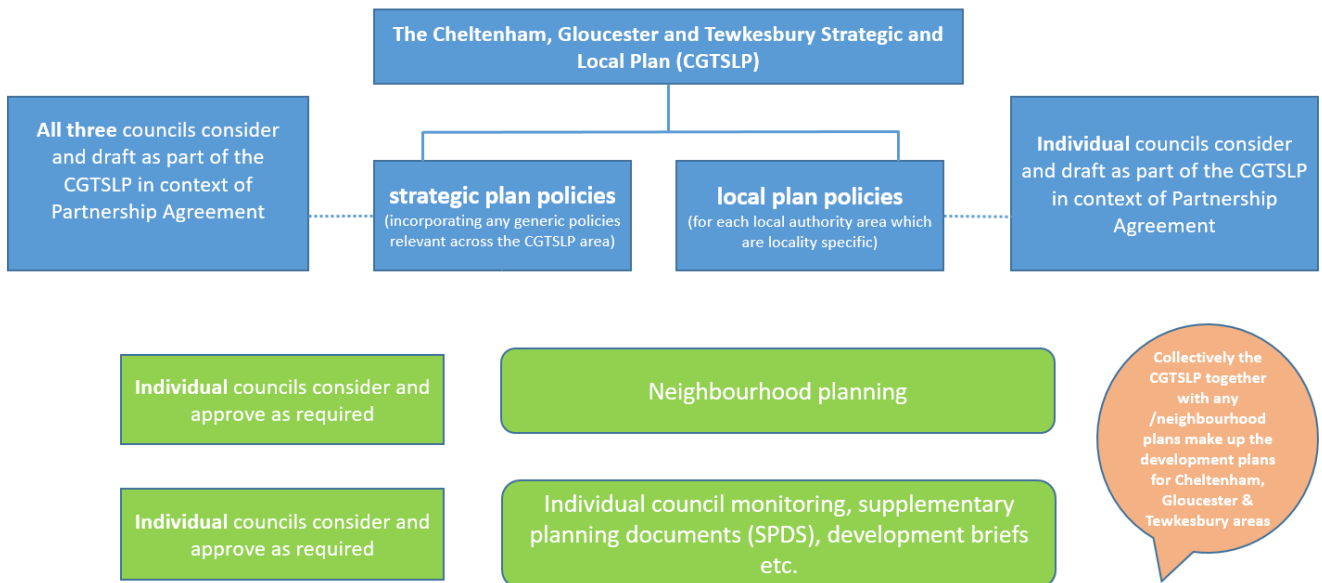
Whilst a combined DPD would be prepared and examined, there would remain considerable scope for individual districts to draft their own local plan policies according to their own characteristics and needs and which would otherwise be set out in district local plans.

### **How could my Authority be sure our own priorities would not get lost in a combined DPD, or decisions vetoed by another Authority?**

The working arrangements will be set out in a formal Partnership Agreement to be signed by all three Authorities and Gloucestershire County Council. This would include a clear protocol that individual districts would not seek to fetter the discretion of the other district authorities in the drafting of the local plan policies. This can be best demonstrated in the diagram below:



**The Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan (CGTSLP)**



**Would it be cheaper for my Authority simply to produce its own Plan?**

No, the need for a robust and coordinated evidence base would remain but would be more complicated to assemble. Equally the Duty to Co-operate would be more complex to discharge and cost savings associated with combined working would not be achieved. It is estimated that if four Plans were produced (one strategic and three separate district plans), the total cost (including staffing) could be in the order of £17 million. Conversely, for a combined DPD to be produced, the costs (including staffing) are estimated to be around £8 million.

The Planning Practice Guidance (PPG) sets out some of the benefits in producing a combined DPD, including that this can offer a more strategic framework across a larger geographical area, as well as sharing specialist resources and reducing costs such as sharing evidence base work or examination costs.

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## Cheltenham Borough Council

### Cabinet - 25 July 2023

# Physical activity and sport strategy for Cheltenham – Part 1 - our draft vision and outcomes for physical activity and sport in Cheltenham

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**Accountable member:**

Councillor Max Wilkinson Cabinet Member Economic Development, Culture, Tourism and Wellbeing

**Accountable officer:**

Richard Gibson, Head of Communities, wellbeing & partnerships

**Ward(s) affected:**

All

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**Key Decision:** No**Executive summary:**

In the council's corporate plan 2023-2027, we set out our commitment to work with partner organisations to develop a sports strategy for Cheltenham in the expectation that this will improve sports provision and help improve health and wellbeing opportunities for local people.

The strategy is needed to help the council address some of the following challenges:

- Determining the longer-term future of Leisure At Cheltenham and the Prince of Wales Stadium.
- Addressing long-term health inequalities within some of our communities
- Addressing inequalities in access to community-based physical activity opportunities

But also needed to harness some significant opportunities:

- How we support communities to meet their own ambitions to be physically active and help secure investment into improving local facilities;
- How we use sport and physical activity to support the longer-term growth ambitions of Cheltenham by ensuring people lead healthy, fulfilling and productive lives

Over the past few months, the council has worked with a wide range of stakeholders to develop a draft vision and outcomes for physical activity and sport set within a robust understanding of the Cheltenham context as set out in the attached document (appendix 2).

Alongside the draft vision and outcomes work, the council has also committed to update its playing pitch and built facilities assessments. Together, these studies will provide a rich picture of our current infrastructure and how well it will meet the future needs in our communities, along with an investment plan for how we secure funding to improve provision.

This second phase of work was the subject of a procurement exercise and this has now concluded with consultants Max Associates appointed to carry out both the playing pitch and built sports facilities assessments.

### **Recommendations: That Cabinet:**

- 1. agrees our draft vision and outcomes for physical activity and sport document as attached as Appendix 2;**
- 2. notes the progress with appointing consultants to undertake a comprehensive assessment of the borough's playing pitches and built sports facilities up to 2041.**

## **1. Implications**

### **1.1 Financial, Property and Asset implications**

Budget to carry out the playing pitch and built facilities assessments has been identified from within ring-fenced grant income on cost code GBD001 (Community Welfare Grants), which has been carried forward from prior year. (see extract provided by service manager below)

<b>Income on R9100 CPN002 2022/23</b>	
Allocation for sports strategy	27500
active glos payment for sports strat	-5000
former CEV - to be used for sports strat	33500

Signed off by: Andy Taylor, Principal Commercial Accountant, [andy.taylor@cheltenham.gov.uk](mailto:andy.taylor@cheltenham.gov.uk)

### **1.2 Legal implications**

The Council has discretionary powers under various legislative provisions to provide sport and leisure facilities and also provide give financial assistance to others to do so. There are no legal implications associated with the recommendation.

The Council is proposing to procure a consultant under a framework agreement which One Legal has reviewed. The proper use of framework agreements established for use by local authorities is compliant with the Council's contract rules and procurement legislation. One Legal should be instructed to prepare the contract with the successful bidder. In terms of the contract between the council and the successful bidder for the playing pitch and built facilities assessments, this will be via the Sport England Active Lives framework. One Legal have reviewed the terms of the framework agreement.

Signed off by: [legalservices@onelegal.org.uk](mailto:legalservices@onelegal.org.uk)

### **1.3 Environmental and climate change implications**

The completed dashboard and summary report are attached as **appendix 3**. The strategy is generally

positive in its contribution to environmental and social outcomes

### Physical Activity & Sports Strategy



**Signed off by:** Laura Tapping, Climate Emergency Programme Officer,  
[laura.tapping@cheltenham.gov.uk](mailto:laura.tapping@cheltenham.gov.uk)

### 1.4 Corporate Plan Priorities

The Physical Activity and Sports Strategy will contribute to the following Corporate Plan Priorities

- Ensuring residents, communities and businesses benefit from Cheltenham's future growth and prosperity

### 1.5 Equality, Diversity and Inclusion Implications

The completed community impact assessment is attached as **appendix 4**. There key action for the board; ensuring the effectiveness of the Equitable Futures group and moving forward to recruit a young person's representative.

### 1.6 Performance management – monitoring and review

As part of the work to undertake the playing pitch and built facilities assessments, a full strategy will be brought back to Cabinet to endorse later in the year. The full strategy will include an action plan that will set out how the Council and its partners can deliver against the strategy in order that we can demonstrate that it is making progress towards the achieving the vision as set out in **appendix 2**.

The action plan, which will be refreshed on an annual basis, will set out what actions will be taken under each of the objectives and shared commitments. The actions will be identified for those to be taken in the next year, in the medium-term and in the longer-term.

The plan will also identify which person / organisation is responsible for the action and a timescale.

Progress against the action plan will be monitored via Board meetings at which those that are accountable for actions will be asked to supply updates.

Consideration will also be given to placing the strategy on the forward plan for the council's overview and scrutiny committee

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## 2. Background

2.1 In the council's corporate plan 2023-2027, we set out our commitment to work with partner organisations to develop a sports strategy for Cheltenham in the expectation that this will improve sports provision and help improve health and wellbeing opportunities for local people.

2.2 The strategy is needed to help the council address some of the following challenges:

- We need to determine the longer-term future of CBC physical activity facilities, particularly Leisure At Cheltenham and Prince of Wales Stadium. Due to their age, both facilities require significant investment.
- When looking at health data, it is clear that some of our geographic communities face long-term health inequalities; local partners have assessed data relating to a range of health conditions including obesity, depression and COPD. The data paints a picture that low income communities have worse health outcomes than more affluent communities.
- We are also aware that some of our low income communities do not have the same access to physical activity opportunities as more affluent communities. For instance, we are aware that there are no youth football teams serving West Cheltenham in the whole Cheltenham Youth League.

2.3 But the strategy is also needed to harness some significant opportunities:

- Our communities are ambitious and are coming forward with plans to deliver improved activity and sports facilities; both Cheltenham Saracens FC and Belmont School have developed multi-million pound sporting schemes. A new strategy can help create the framework by which these communities can access external investment.
- Creating opportunities to be more physically active and to enjoy sports is going to be central to creating sustainable and healthy communities in our growth areas – Elms Park and Golden Valley. A new strategy will set out how we use physical activity and sports to support the longer-term growth ambitions of Cheltenham.

## 3. Process

3.1 Over the past few months, the council has worked with a wide range of stakeholders to develop a draft vision and shared outcomes for physical activity and sport.

3.2 Supported by colleagues from the national [Leadership Centre](#) – a national organisation that helps build leadership capacity across the public sector, we began working with stakeholders in October 2022 which saw initial agreement to the emerging themes and cross-cutting issues relating to physical activity.

3.3 A series of engagement workshops in January were attended by 62 stakeholders representing a wide range of sectors including sports clubs, community organisations, NHS, parish councils and schools. They took part in participatory discussions on the current context, challenges and opportunities, plus consideration of shared values and an emerging vision.

3.4 At a further stakeholder workshop in April, the draft vision and outcomes were further refined in ahead of them coming to Cabinet for approval.

## Page 31

- 3.5** In addition, colleagues at Active Gloucestershire contributed their knowledge in relation to which groups are active and where inactivity inequalities might exist.
- 3.6** The vision and outcomes for physical activity and sport, if agreed by Cabinet, will then create a framework for the second phase of the strategy. This will comprise an assessment of the physical infrastructure that underpins sports and physical activity in Cheltenham, split into both an assessment of our playing pitches and an assessment of our built sporting facilities.
- 3.7** The assessments will provide a technical evidence base to shape future investments within the context of:
- An up-to-date picture of our population;
  - An up-to-date picture of current provision;
  - An up-to-date assessment of future needs in respects of sports and recreation facilities, clearly identifying any under/over provision up to 2041.
- 3.8** The assessments will also set out how the planning system, changes in policy and potential funding bids can deliver improvements to the physical infrastructure that underpins sports and physical activity.
- 3.9** The council went out to procurement via Sport England's Active Environments Framework and two bids were received. After a thorough analysis, Max Associates have been appointed to carry out both the playing pitch and built sports facilities assessments.
- 3.10** The intention is that the consultants will commence their work over the summer and to conclude the built facilities assessment by December 2023 and the playing pitch assessment by March 2024.

## **4. Summary of the shared vision and outcomes**

**4.1** The draft vision is as follows:

**4.2** *Cheltenham is a place where everyone has the opportunity to enjoy and benefit from physical activity and sports, creating active, healthy and happy communities*

**4.3** The three draft outcomes are as follows:

- **Cheltenham is a place where all our communities enjoy and benefit from physical activity;**
- **Our physical and community infrastructure is accessible and affordable but also high-quality and sustainable; and**
- **We will collaborate to create active and inclusive communities.**

## **5. Next steps**

- 5.1** Alongside the commissioning of the playing pitch and built facilities assessments, in September, the first meeting of a physical activity and sports network will take place that will share best practice and support organisations via mutual training opportunities.
- 5.2** In October, using expertise from the network, a programme of community engagement will begin with communities where there are inactivity inequalities; people on low incomes, disabled people, women and girls and people from ethnically diverse communities so that insight is used to form future plans for increasing activity levels.

**5.3** In March next year, a final strategy will be prepared that will include the strategic elements from the playing pitch and built facilities assessments alongside the final outcomes and vision, plus detailed engagement and insights from communities where there are inactivity inequalities.

## **6. Key risks**

**6.1** The key risk is that without a robust strategy, the council will be unable to develop a long term vision and investment plan for Leisure-at Cheltenham and the Prince of Wales Stadium.

---

### **Report author:**

Richard Gibson, Head of Communities, Wellbeing & Partnerships

[richard.gibson@cheltenham.gov.uk](mailto:richard.gibson@cheltenham.gov.uk)

### **Appendices:**

1. Risk Assessment
2. Our vision and outcomes for physical activity and sport in Cheltenham
3. Climate Change Impact Assessment
4. Equality Impact Assessment

### **Background information:**

N/A



## Appendix 1: Risk Assessment

Risk ref	Risk description	Risk owner	Impact score (1-5)	Likelihood score (1-5)	Initial raw risk score (1 - 25)	Risk response	Controls / Mitigating actions	Control / Action owner	Deadline for controls/ actions
385	If the council does not have a long term vision and investment plan in place for its sports and leisure venues then significant unplanned maintenance, repairs and investment may be required to keep the venues running and it may undermine the ability of the Trust (or any future provider) to run leisure services	Richard Gibson	4	4	16	Reduce	source external consultancy support to deliver sports assessment and recommendations for investment  Develop long term investment plan and specific options appraisal of leisure venues	Richard Gibson	
	If the council is not able to set out a robust assessment of current sporting and physical activity provision and a strategy for how to meet demand, there is a risk that provision will not meet demand	Tracey Birkinshaw	3	2	6	Reduce	Undertake phase 2 work – playing pitch strategy and built facilities assessment.  Once complete incorporate assessments with the review of the statutory development plan for Cheltenham	Richard Gibson	

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**CHELTENHAM**  
BOROUGH COUNCIL

# Our draft vision and outcomes for physical activity and sport

[cheltenham.gov.uk](http://cheltenham.gov.uk)



# Foreword

Cheltenham is in an incredibly exciting place. The council's new corporate plan sets out our ambitions to be the cyber capital of the UK, to lead the way in our collective efforts to help make Cheltenham net zero by 2030, increase the number of affordable homes and ensure our residents, communities and businesses benefit from Cheltenham's future growth and prosperity.

At the heart of these ambitions is our work to make sure people living in Cheltenham can live healthy, fulfilling and productive lives.

But having looked at the data and spoken with a wide range of partners as part of the development of this document, we know that not all our residents have the same opportunities to lead healthy lives.

We also know that the communities with the lowest levels of physical activity often have the highest levels of people with disabilities and poor health. But we also know that the most successful agents of change will be people themselves – so building confidence and giving people the confidence, tools and encouragement will make the greatest difference to people's lives.

Part 1 of our physical activity & sports strategy therefore sets out our collective vision that

**Cheltenham is a place where everyone has the opportunity to enjoy and benefit from sport and physical activity.**

We have also agreed three outcomes that will guide our work

- Cheltenham is a place where all our communities enjoy and benefit from physical activity
- Our physical and community infrastructure is accessible and affordable but also high-quality and sustainable
- We collaborate to create active and inclusive communities

I'd like to thank all the people and organisations that have played a part in the development of this document and I look forward to continuing to work with you as we develop and implement our strategy.

I'd also like to thank Mari Davis and Theo Miller from the Leadership Centre for all their invaluable guidance and support.

**Cllr Max Wilkinson**

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## PART 1

# SETTING THE SCENE AND OUR VISION

## Introduction

Cheltenham is fortunate to be seen as an active town; 67.1% of our population is already classed as active enjoying 150 mins of activity every week – compared to 66% for the county and 63% nationally.

We are blessed with many much loved parks, gardens and informal green spaces, which provide a significant resource for wide range of formal and informal sports and activities.

We have a range of leisure provision in both public, education and private sectors, including 6 swimming pools.

There is an appetite to be more active – from our recent household survey, 68% of residents choose to walk, cycle or use public transport more instead of using a car with a further 18% willing to make this change in the next few years

We have a wide range of community-based organisations that are leading the way in keeping people physically active including our sporting clubs, schools, friends of groups, community projects and many of these have contributed to the development of this document via a series of stakeholder workshops.





## The benefits of physical activity

Nationally, physical inactivity is associated with 1 in 6 deaths in the UK and is estimated to cost the UK £7.4 billion annually (including £0.9 billion to the NHS alone).

Unfortunately, the UK population is around 20% less active than in the 1960s. If current trends continue, it will be 35% less active by 2030.

Being physically active has significant benefits for health, both physical and mental, and can help to prevent and manage over 20 chronic conditions and diseases, including some cancers, heart disease, type 2 diabetes and depression.

In addition, physical activity, when undertaken outdoors, and with others, can help people:

- Improve their mood and feelings of self esteem
- increase ability to concentrate and be productive in both school and at work
- be sociable and make friends
- lower stress and anxiety
- improve their sleep



## Why we need a strategy?

As you will read, we have a number of compelling reasons to come forward with our strategy:

We need to determine the longer-term future of CBC physical activity facilities, particularly Leisure-at Cheltenham and Prince of Wales Stadium. Due to their age, both facilities require significant investment. A new strategy is needed to provide the framework by which we can generate and test future options for the site.

Our communities are ambitious and are coming forward with plans to deliver improved activity and sports facilities; both Cheltenham Saracens FC and Belmont School have developed multi-million pound schemes. A new strategy can help create the framework by which these communities can access external investment.

When looking at health data, it is clear that some of our geographic communities face long-term health inequalities; local partners have assess data relating to a range of health conditions including obesity, depression and COPD. The data paints a picture that low income communities have worse health outcomes than more affluent communities. A new strategy will set out how we can encourage communities to be more active.

We are also aware that some of our low income communities do not have the same access to physical activity opportunities than more affluent communities. For instance, we are aware that there are no youth football teams serving West Cheltenham in the whole Cheltenham Youth League. A new strategy will set out how we address these inequalities in opportunities.

Creating opportunities to be more physically active and to enjoy sports is going to be central to creating sustainable and healthy communities in our growth areas – Elms Park and Golden Valley. A new strategy will set out how we use physical activity and sports to support the longer-term growth ambitions of Cheltenham.







## Scope of our strategy

We have entitled this document our vision and outcomes for physical activity and sport to reflect our focus on being as inclusive as possible and that getting people more physical active is the right starting point.

So within scope of this strategy are all the things we things we can do as a community to encourage, promote more people to be physically active.

But we recognise the absolute importance of sports and Cheltenham's rich sporting heritage and are determined that this strategy puts in place the means to encourage more people to enjoy and benefit from sports be that as a beginner or at elite levels.

Cheltenham Borough Council is not the transport authority, but we recognise the importance of active travel. This is reflected in our Connecting Cheltenham report and our ongoing engagement with Gloucestershire County Council on transport policy. To ensure focus on deliverable outcomes, this strategy will not duplicate existing work on active travel.

## Timescales and process

We have split the work to develop a physical activity and sports strategy into two phases. The first phase will develop a collective vision and high-level shared outcomes. This will be scrutinised by cabinet in summer 2023. This work started with initial stakeholder workshops in Oct 2022 to gain agreement to emerging themes and cross-cutting issues.

A series of stakeholder workshops were then held in Jan/Feb 2023 to begin the work of agreeing a vision, outcomes and objectives. These were then further refined at a stakeholder workshop in April.

The second phase will see the council commission consultancy support to update the Cheltenham playing pitch & built leisure and sports facilities assessments. The consultants will deliver a full strategy in spring 2024, following technical work and appropriate consultation.

## PART 2

# THE CONTEXT FOR PHYSICAL ACTIVITY AND SPORTS IN CHELTENHAM

### Summary of data

We know that 21% of our population is considered inactive and although this compares with 23% inactive for the county and 26% nationally, there are areas of Cheltenham and groups of people where inactivity levels are far higher.

**Low income** - People living in our lower income neighbourhoods are at risk of lower activity levels. Twice as many people are classed as inactive in our most deprived communities (38%) when compared to our least deprived communities (19%). We also know that obesity in women affects 39.5% of those living in most deprived areas compared with 22.4% from least deprived areas.

**Disabled people** - we know that 36% of people who class themselves as disabled are inactive compared to only 17% who class themselves as non-disabled – a participation gap of c.20% .

**Ethnicity** - Nationally, 37% of people from the Asian ethnic group are classed as inactive, compared to 24.5% of people from white British origin. In the Asian and white British ethnic groups, women are more likely to be inactive than men.

**Younger women** - Whilst similar rates of adult women are classed as active when compared to men, school data from the Gloucestershire online pupil survey shows that whilst 60% of boys do the recommended level of activity, only 48% of girls achieve this. In addition, 46% of girls don't exercise because they find it embarrassing compared with only 21% of boys.

## What our stakeholders have told us

From several workshops held to develop the strategy, our stakeholders have painted a rich picture of the challenges that some of our communities face when accessing physical activity:

### Accessibility challenges

- Cost is a barrier for many people - only going to get worse with cost of living
- Childcare can be a barrier
- Perceptions of feeling safe when exercising
- Unequal geographic distribution of facilities and opportunities - exacerbated by lack of bus services

### Infrastructure challenges

- Not enough pitches and courts to meet demand
- Lack of funding or awareness of eligible funding for investment
- Some facilities could be better used - e.g. schools sports facilities
- Lack of facilities for diverse needs of younger people e.g. skate parks

### Organisations & working together challenges

- Lack of volunteers to provide services and confidence of volunteers
- How do we future proof organisations
- Lack of joint working on sports

### Engagement and communication challenges

- We are not hearing from a broad enough range of voices
- Lack of a joined-up approach across partners - how we make physical activity a priority
- How is physical activity marketed?
- Celebrate the normality of being active
- Overcoming increasingly sedentary lifestyles



## PART 3

# OUR SHARED VISION AND MISSION

### **Vision**

Cheltenham is a place where everyone has the opportunity to enjoy and benefit from physical activity and sports, creating active, healthy and happy communities.

### **Mission**

Together we will work as a whole system to make sure that everyone can benefit from and have access to affordable and sustainable physical activity opportunities, providing the necessary support and making it easier for people to join in.







## PART 4

# OUTCOMES AND SHARED COMMITMENTS

Working with a wide range of partners and stakeholders, we have developed a set of three outcomes and associated objectives that set out what are we committing to do via our strategy.

### 1) Cheltenham is a place where all our communities enjoy and benefit from physical activity:

- We will explore how best to support communities increase their engagement in physical activity where we know inactivity inequalities are the greatest:
  - Those on low incomes (including children living in poverty)
  - Disabled people and people with long-term health conditions
  - Women and girls
  - People from ethnically diverse communities
  - Others (older people, carers, refugees)
- We will engage with relevant communities to identify and address barriers and opportunities, plus explore funding to support specific programmes and work with social prescribers to connect with activity
- We will also work with partners to address safety concerns – not feeling safe when exercising is seen as a significant barrier to participation



## 2) Our physical and community infrastructure is accessible and affordable but also high-quality and sustainable:

- We will commission a playing pitch strategy & built leisure and sports facilities assessment that will provide a set of recommendations for future provision including funding and investment opportunities
- Following these assessments, we will then develop options for Leisure At / Prince of Wales
- We will work with sport national governing bodies to better understand their investment plans
- We will work with community-based organisations to identify their ambitions and support their fund-raising and investment plans
- We will work with schools and organisations like Move More to explore opportunities for great engagement in physical activities and to ensure communities can benefit from their resources
- We will work with the county-based volunteering infrastructure to ensure greater supply of volunteers to support community-based physical activity and sports projects
- We will explore how best to invest in energy reduction and climate mitigation projects for our sporting infrastructure to support their resilience as part of our commitment to Cheltenham Zero

## 3) We collaborate to create active and inclusive communities:

- We will set up a physical activity and sports network to share best practice and support each other. For example, via mutual training opportunities
- We will explore opportunities to share resources across the network eg schools
- We will explore partnerships with other organisations where they can support our vision and outcomes
- We will encourage organisations, groups and employers to work collaboratively to develop a campaign – a movement for change where people in Cheltenham feel enabled and empowered to be more active
- We will be clear about the social value of our work to promote physical activity
- We will look to develop a communications plans to ensure people are aware of the physical activity and sporting opportunities in their community, and that we are linking with national and local campaigns - the message needs to be that being active is not just fulfilling and fun but can also be an easy choice.



# PART 5

## NEXT STEPS

### What are we going to do next?

Our immediate commitments to support the vision, mission and outcomes of this document are as follows:

#### July 2023

**In July**, we will commission consultancy support to undertake the playing pitch assessments and the built leisure and sports assessments. Together, these studies will provide a rich picture of our current infrastructure and how well it will meet the future needs in our communities, along with an investment plan for how we secure funding to improve provision.

#### September 2023

**In September**, we will have the first meeting of a physical activity and sports network that will share best practice and support each other eg via mutual training opportunities.

#### October 2023

**In October**, using expertise from the network, we will begin to engage the communities where we believe there are inactivity inequalities; those on low incomes, disabled people, women and girls and people from ethnically diverse communities so that we use insight to form future plans for increasing activity levels.

#### March 2024

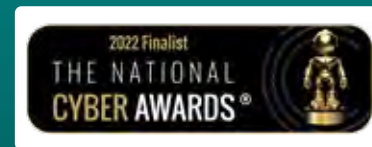
**In March** next year, a final strategy will be prepared that will include the strategic elements from the playing pitch and built facilities assessments alongside the detailed engagement and insights from communities where there are inactivity inequalities.





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**Photo credits**

- **Front cover** - Visit Cheltenham
- **Page 04** - Visit Cheltenham and Sandford Parks Lido
- **Page 05** - Goals Beyond Grass
- **Page 06** - (skateboarder) Visit Cheltenham and (cyclists) Belmont School
- **Page 07** - The Cheltenham Trust and Cheltenham Rugby Club
- **Page 9** - Cheltenham Town Community Trust
- **Page 11** - Visit Cheltenham
- **Page 12** - Cheltenham Town Ladies FC
- **Page 13** - Alex Rotas c/o Gloucestershire Cricket Foundation and (Girl dancing) Lives of Colour
- **Page 15** - (family cyclists) Visit Cheltenham

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# Impact Assessment Tool - v.1

## Physical Activity & Sports Strategy

**Physical Activity & Sports Strategy**



<b>ENVIRONMENTAL</b>	<b>Scores</b>	<b>Action</b>	<b>Justification</b>	<b>Reviewed</b>	<b>Recommendation</b>
GHGs	4	No action required	The strategy has a specific objective about how best to invest in energy reduction and climate mitigation projects for our sporting infrastructure to support their resilience as part of our commitment to Cheltenham Zero	Accepted	
Air quality	0	No action required.	N/A		
Sustainable Transport	4	No action required	The strategy has a focus on encouraging more physical activity opportunities within local neighbourhoods	Accepted	
Biodiversity	0	No action required.	0		
Land use change	0	No action required.	0		
Soil and waterway health	0	No action required.	0		
Climate Change Adaptation	4	No action required	The strategy has a specific objective about how best to invest in energy reduction and climate mitigation projects for our sporting infrastructure to support their resilience as part of our commitment to Cheltenham Zero	Accepted	Furthermore, promotion of team sports and better embedding a sports hub for community meetings can improve climate resilience by ensuring people are supported in the face of a disaster.
Energy Use	1	No action required	The strategy has a specific objective about how best to invest in energy reduction and climate mitigation projects for our sporting infrastructure to support their resilience as part of our commitment to Cheltenham Zero	Accepted	
Waste	0	No action required.	0		
Sustainable Materials	0	No action required.	0		



<b>SOCIAL</b>	<b>Scores</b>	<b>Action</b>	<b>Justification</b>	<b>Reviewed</b>	<b>Recommendation</b>
Food	1	No action required	0		
Health	0	No action required.	The strategy has a vision to make sure that Cheltenham is a place where everyone has the opportunity to enjoy and benefit from physical activity and sports, creating active, healthy and happy communities	Accepted	
Housing	1	No action required	0		
Education	1	No action required	0		
Community	0	No action required.	as part of the second phase, the council is commissioning a study of playing pitches throughout Cheltenham that will come forward with recommendations for how best to improve them	Accepted	
Culture	0	No action required.	The strategy recognises the link between sports and physical activity and associated social opportunities and wants to create more opportunities within local communities	Accepted	
Accessibility	0	No action required.	The strategy sets recognises that there are barriers to taking part in physical activity including cost, childcare, safety as well as demographic barriers - it sets out an outcome to address these barriers	Accepted	

Local Economy and Jobs	0	No action required.	The strategy sets out the link between sports and the local economy and commits to actions around linking improved physical activity opportunities with golden valley		
Safety	1	No action required	The strategy recognises that not feeling safe when exercising is a major barrier to people - the strategy sets out an outcome and an objective to improve feelings of safety	Accepted	
Democratic Voice	0	No action required.	One of the next steps with the strategy is to carry out more detailed engagement with the cohorts that are potentially facing inactivity inequalities.	Accepted	
Equity	0	No action required.	Recognising that there are specific inactivity inequalities, the strategy identifies certain communities where we need to do more to understand barriers to do more to encourage physical activity	Accepted	

# Community impact assessment – Physical activity & sports strategy – appendix 4

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## What is a community impact assessment?

A community impact assessment is an important part of our commitment to delivering better services for our communities. The form will help us find out what impact or consequences our functions, policies, procedures and projects have on our communities, as well as employees and potential employees

By undertaking an impact assessment, we are able to:

1. Take into account the needs, experiences and circumstances of those groups of people who use (or don't / can't use) our services.
2. Identify any inequalities people may experience.
3. Think about the other ways in which we can deliver our services which will not lead to inequalities.
4. Develop better policy-making, procedures and services.

## Background

<b>Name of service / policy / project and date</b>	<b>Physical Activity &amp; Sports Strategy</b>
<b>Lead officer</b>	<b>Richard Gibson</b>
<b>Other people involved in completing this form</b>	<b>None</b>

## Step 1: About the service, policy or project

<b>What is the aim of the service / policy / project and what outcomes is it contributing to</b>	To set out a collective vision and outcomes for physical activity and sport in Cheltenham - Cheltenham is a place where everyone has the opportunity to enjoy and benefit from sport and physical activity.
<b>Who are the primary customers of the service / policy / project and how do they / will they benefit</b>	Sporting and physical activity stakeholders, communities and residents of Cheltenham
<b>How and where is the service / policy / project implemented</b>	Across Cheltenham
<b>What potential barriers might already exist to achieving these outcomes</b>	<p>Stakeholders have identified the following barriers to achieving the vision:</p> <ul style="list-style-type: none"> <li>• Cost is a barrier for many people - only going to get worse with cost of living</li> <li>• Childcare can be a barrier</li> <li>• Perceptions of feeling safe when exercising</li> <li>• Unequal geographic distribution of facilities and opportunities- exacerbated by lack of bus services</li> </ul>

## Step 2: What do you already know about your existing and potential customers?

<b>What existing information and data do you have about your existing / potential customers e.g. Statistics, customer feedback, performance information</b>	<p>We have access to data from Sports England and other local data such as the online pupil survey:</p> <p>We know that 21% of our population is considered inactive and although this compares with 23% inactive for the county and 26% nationally, there are areas of Cheltenham and groups of people where inactivity levels are far higher.</p> <p>Low income - People living in our lower income neighbourhoods are at risk of lower activity levels. Twice as many people are classed as inactive in our most deprived communities (38%) when compared to our least deprived communities (19%). We also know that obesity in women affects 39.5% of those living in most deprived areas compared with 22.4% from least deprived areas</p> <p>Disabled people – we know that 36% of people who class themselves as disabled are inactive compared to only 17% who class themselves as non-disabled – a participation gap of c.20%</p> <p>Ethnicity –Nationally, 37% of people from the Asian ethnic group are classed as inactive, compared to 24.5% of people from white British origin. In the Asian and white British ethnic groups, women are more likely to be inactive than men</p>
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	<p>Younger women – Whilst similar rates of adult women are classed as active when compared to men, school data from the Gloucestershire online pupil survey shows that whilst 60% of boys do the recommended level of activity, only 48% of girls achieve this. In addition, 46% of girls don't exercise because they find it embarrassing compared with only 21% of boys.</p>
<p><b>What does it tell you about who uses your service / policy and those that don't?</b></p>	<p>It is clear from the data that some of our communities face inactivity inequalities, most notably:</p> <ul style="list-style-type: none"> <li>• People living in our lower income neighbourhoods</li> <li>• Disabled people</li> <li>• Younger women</li> <li>• People from ethnically diverse communities</li> </ul>
<p><b>What have you learnt about real barriers to your service from any consultation with customers and any stakeholder groups?</b></p>	<p>We plan to carry out specific engagement with these communities to understand the real barriers to physical activity</p>
<p><b>If not, who do you have plans to consult with about the service / policy / project?</b></p>	

### Step 3: Assessing community impact

How does your service, policy or project impact on different groups in the community? Please outline what you are already doing to benefit this group, what you are doing that might disadvantage this group, what you could do differently to benefit the group.

Group	What are you already doing to benefit this group	What are you doing that might disadvantage this group	What could you do differently to benefit this group	No impact on this group
<b>People belonging to race, cultural and ethnic groups</b>	One of the strategy's priorities is to explore how best to support communities increase their engagement in physical activity where we know inactivity inequalities are the greatest: <ul style="list-style-type: none"> <li>• People from ethnically diverse communities</li> </ul>	Nothing identified	Carry out further engagement to identify barriers and opportunities	
<b>People who are male or female</b>	One of the strategy's priorities is to explore how best to support communities increase their engagement in physical activity where we know inactivity inequalities are the greatest: <ul style="list-style-type: none"> <li>• Women and girls</li> </ul>	Nothing identified	Carry out further engagement to identify barriers and opportunities	
<b>People who intend or plan to undergo or who are undergoing or have undergone gender reassignment</b>	Nothing identified	Nothing identified	Nothing identified	
<b>People of different ages, including children and older people</b>	One of the strategy's priorities is to explore how best to support communities increase their engagement in physical activity where we know inactivity	Nothing identified	Carry out further engagement to identify barriers and opportunities	

	<p>inequalities are the greatest:</p> <ul style="list-style-type: none"> <li>• Women and girls</li> </ul>			
<b>People with disabilities and/or mental health conditions</b>	<p>One of the strategy's priorities is to explore how best to support communities increase their engagement in physical activity where we know inactivity inequalities are the greatest:</p> <ul style="list-style-type: none"> <li>• Disabled people and people with long-term health conditions</li> </ul>	Nothing identified	Carry out further engagement to identify barriers and opportunities	
<b>People who have a religion or belief, or who do not</b>	Nothing identified	Nothing identified	Nothing identified	
<b>People who are who are gay, lesbian, bisexual, heterosexual</b>	Nothing identified	Nothing identified	Nothing identified	
<b>People who are married or in a Civil Partnership</b>	Nothing identified	Nothing identified	Nothing identified	
<b>People who are pregnant or subject to maternity arrangements</b>	Nothing identified	Nothing identified	Nothing identified	
<b>Other groups or communities</b>	<p>One of the strategy's priorities is to explore how best to support communities increase their engagement in physical activity where we know inactivity inequalities are the greatest:</p> <ul style="list-style-type: none"> <li>• Those on low incomes (including children living in poverty)</li> <li>• Others (older people, carers, refugees)</li> </ul>	Nothing identified	Carry out further engagement to identify barriers and opportunities	

Step 4: What are the differences?

<b>Are any groups affected in different ways to others as a result of the service / policy / project?</b>	Nothing further identified
<b>Does your service / policy / project either directly or indirectly discriminate?</b>	The strategy puts in place measures to ensure that the delivery of physical activity is done in a non-discriminatory way, but also is used to drive a powerful message of equity and inclusion,
<b>If yes, what can be done to improve this?</b>	N/A
<b>Are there any other ways in which the service / project can help support priority communities in Cheltenham?</b>	

Step 5: Taking things forward

<b>What are the key actions to be carried out and how will they be resourced and monitored?</b>	We plan to carry out specific engagement with these communities to understand the real barriers to physical activity
<b>Who will play a role in the decision-making process?</b>	CBC
<b>What are your / the project's learning and development needs?</b>	None identified
<b>How will you capture these actions in your service / project planning?</b>	Via the action plan