

Cheltenham Borough Council Cabinet

Meeting date: Tuesday, 20 May 2025

Meeting time: 6.00 pm

Meeting venue: Council Chamber - Municipal Offices

Membership:

Councillors Paul Baker, Victoria Atherstone, Flo Clucas, Mike Collins, Iain Dobie, Rowena Hay, Peter Jeffries, Alisha Lewis and Izaac Tailford

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SECTION 1 : PROCEDURAL MATTERS

1 Apologies

2 Declarations of interest

3 Minutes of the last meeting (Pages 5 - 10)

Minutes of the meeting held on 8 April 2025.

4 Public and Member Questions and Petitions

Questions must be received no later than 12 noon on Friday 9 May

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 Physical activity and sport strategy for Cheltenham - Action Plan (Pages 11 - 48)

Report of the Leader

SECTION 6 : BRIEFING SESSION

6 Briefings 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

BRIEFING NOTE

Corporate Risk Register Briefing Note

Briefing notes are circulated with Cabinet papers for information but are not on the agenda



Cheltenham Borough Council

Cabinet

Minutes

Meeting date: 8 April 2025

Meeting time: 6.00 pm - 6.40 pm

In attendance:

Councillors:

Victoria Atherstone, Flo Clucas, Iain Dobie, Rowena Hay, Martin Horwood, Peter Jeffries and Izaac Tailford

Also in attendance:

Gareth Edmundson (Chief Executive) and Richard Gibson (Head of Communities, Wellbeing and Partnerships)

1 Apologies

Apologies were received from Councillors Collins and Lewis.

2 Declarations of interest

There were none.

3 Minutes of the last meeting

The minutes of the meetings held on:

- 18 February 2025
- 11 March 2025
- 18 March 2025

were approved and signed as a true record.

4 Public and Member Questions and Petitions

There were no public or Member questions or petitions had been received.

5 Warm Homes: Social Housing Fund Grant Bid

The Cabinet Member for Climate Emergency introduced the report, welcoming the award of £3.688million which would help bring the council significantly closer to its target of all social housing achieving EPC Level C or above by 2030. He said the ongoing process has multiple benefits, including reduction in heat and energy demand, energy costs for residents, and CO2 and other greenhouse gas emissions. The improved properties will also be more beneficial to residents health, and move the council closer to its Net Zero goal. He encouraged Cabinet Members to approve the recommendation, which will bequeath a significant and positive legacy beyond the lifetime of CBC.

The Cabinet Member for Housing and Customer Services said we often forget about the impact a grant such as this will have on tenants, their homes, their children and their ability to live better lives. Helping to achieve Net Zero is good, but caring for our tenants is at the core of everything we do as a housing authority.

Members made the following points:

- the council has a long history of helping and supporting tenants, from introducing the Decent Homes Standard to investing to improve the tenant experience. As a critical, forward-thinking council, we take advantage of government announcements such as this; thanks to the Cabinet Members for bringing this forward;
- the council has been successful in bidding for this government funding, formerly known as the Social Housing Decarbonisation Fund and, knowing the benefits of good, energy-efficient homes, it is brilliant that we are on track to have all homes Level C and above.

RESOLVED THAT:

- **the £3.688 million grant offered by Department for Energy Security and Net Zero (DESNZ) under Warm Homes: Social Housing Fund Wave 3 is accepted.**

6 To note the decisions made by the Community Infrastructure Levy Joint Committee

The Leader introduced her report, reminding Members that the CIL Joint Committee, comprising Cheltenham Borough, Tewkesbury Borough and Gloucester City Councils, was established with the agreement to pool strategic CIL contributions and allocate funds to projects which affected all three areas. The three councils have now got together to discuss allocation of 70-80% of the fund (less admin costs and the very important CIL neighbourhood allocations), and will contribute significant amounts to many projects, including the Junction 10 and Junction 9 Ashchurch improvement schemes, the Mass Rapid Transit Scheme, enhancement of the Honeybourne cycle path, and further works to the Gloucester to Bishops Cleeve

cycle spine. Those schemes not funded will be considered next time, and 15% of the fund is to be allocated to the districts to pick up more localised strategic works. Although the decisions have already been made by the CIL Joint Committee, the Leader was keen to share these with Members and the public.

A Member was very pleased to see the extension of the cycle path on the Honeybourne Line, for which Max Wilkinson MP campaigned hard when he was a borough councillor.

No vote was required on this item, but Members:

- **noted the decisions of the Community Infrastructure Levy (CIL) Joint Committee.**

7 Interim Collections Development Policy 2025-2027

Introducing his report, the Cabinet Member for Economic Development, Wellbeing and Culture thanked Richard Gibson of CBC, Lisa Edgar, Director of Arts and Heritage at the Cheltenham Trust, and Philippa Turner, Senior Curator at The Wilson, for all their work in cataloguing the entire official collection at the Art Gallery and Museum. He said this fascinating collection of documents demonstrates the enormous wealth of artefacts, history and art that we hold in trust for the people of Cheltenham, from items donated by famous Cheltenham families to priceless collections of textiles, ceramics and a world class Arts and Crafts collection.

He invited Members to approve the Interim Collections Development Policy, and two supporting policy statements: the Care and Conservation Policy, which allows for rationalisation of the collection, and the Collections Documentation Policy, which removes the requirement to catalogue every single item where appropriate. Members were also asked to endorse the decision to no longer accept large depositions from outside CBC's boundary, although finds of significant interest will still be accepted, and to deaccession Tram 21, the last operational tram in Cheltenham, and develop a viable plan to bring it out of storage and into public view.

In response to a Member's question about how frequently the various collections held by the Art Gallery and Museum are viewable, the Cabinet Member for Economic Development, Wellbeing and Culture said an assortment of items are brought out and displayed throughout the year. In addition, the BIG Museum project this year invites everyone in Cheltenham to engage, giving a view on what most interests them and what they would like to see on display. People can take part on line or in person.

RESOLVED THAT:

- 1. the updated Interim Collections Development Policy (2025-2027) attached as Appendix 2, which will run for a two-year period to end of March 2027, is approved;**

2. **the two supporting policy statements - the Interim Collections Care and Conservation Policy and the Interim Collection Documentation Policy attached as Appendices 3 and 4 – are approved;**
3. **the specific section of the Collection Development Policy in relation to archaeology, whereby the Wilson will no longer accept archaeological depositions from outside Cheltenham borough boundaries – see Section 5 – is endorsed;**
4. **Tram 21 is deaccessioned*, subject to a viable plan being agreed which secures the tram's future in Cheltenham, makes it accessible to the public and allows its story to be told – see Section 6**

*[*deaccession in the context of arts collections is the process whereby a work of art or other object is permanently removed from a museum's collection to be disposed of.]*

8 Briefing from Cabinet Members

The Leader invited Members to share any briefings.

The Cabinet Member for Waste Services, Recycling and Public Realm shared two items:

- after concern from the public, the council and the Civic Society, Gloucestershire County Council as highways authority agreed to an on-site meeting about the resurfacing of the Promenade, as a result of which the proposed works have been halted, allowing stakeholders time to find and discuss alternatives. This is a good opportunity for the county to collaborate with CBC, BID, the Civic Society and the wider public for a more appropriate solution which respects the heritage and public realm at the same time allowing vibrant markets and events to continue;
- he has spent four hours earlier today planting trees at Boroughs Field, together with the CBC greenspace team, the Mayor, the local ward councillor and volunteers, including children from Leckhampton High School, participating as part of their Eco Day. It was good to see them getting involved and learning about greenspace, trees, and improving wildlife habitat. He thanked Mark Beaney of Leckhampton Rovers for organising and all the volunteers, who like many others around the borough work so hard to maintain and improve our greenspace.

The Cabinet Member for Safety and Communities also had two items to share:

- from a community perspective, she was delighted to have attended the recent relaunch of Cheltenham Churches Together at Bethesda, which brings together many different community groups and church organisations to collaborate and share information;
- from a safety perspective, she and the Chair of Licensing, Councillor Willingham, have written a letter to Jess Phillips MP, the Parliamentary Under-Secretary of State for Safeguarding and Violence Against Women and Girls, requesting that

she takes another look at the loophole in the licensing of sexual entertainment venues, which impacts on Cheltenham during race events, and inviting her to Cheltenham to discuss the matter in more detail.

The Cabinet Member for Housing and Customer Services said she had been invited to the Strasbourg Congress of the Council of Europe to speak about the safety of women and what can be done to improve matters. She spoke about the huge amount of work that Cheltenham does, such as working with schools and colleges, and offering training for bar and club staff, and challenged those present to come together to learn from our example about what can be done to make a difference.

The Cabinet Member for Economic Development, Wellbeing and Culture was happy to report that he had signed off the final list of health and wellbeing grants, largely funded by the local NHS and based on good medical evidence about the issues facing Cheltenham. Some of the very worthwhile projects to be supported include:

- Let's Cook with Josie at Ridge Academy in Whaddon;
- the Archie Matthews Trust, dealing with young men's mental health;
- the Art for All project, which uses art to tackle isolation and mental health;
- the Everyman Theatre Centre Stage Arts for social impact in West Cheltenham;
- Young Gloucestershire, which helps young people at risk of exploitation;
- Men in Sheds, which tackles isolation and uses practical skills;
- Home-Start North and West Gloucestershire, for young mums facing mental health challenges.

He thanked Richard Gibson for all his work, the local Director of Public health, and other NHS colleagues, saying that this is a good example of local knowledge and ideas from the community helping to create some amazing projects and tackle difficult issues.

The Leader reported a busy month, and highlighted an annual event she recently attended at Gloucester Cathedral, to celebrate the county's legal system and declare the new High Sheriff of Gloucestershire. She attended in her capacity as Leader of CBC and also as a magistrate for the last 37 years. The outgoing High Sheriff presented an award to magistrates for 25 years of mock trials which have engaged young people and brought together schools from across the county; CBC's council chamber has been used for these events. The new High Sheriff is Julie Kent, who is well known in Cheltenham, and will support charities across Gloucestershire.

She ended by thanking Councillor Horwood, Cabinet Member for Economic Development, Wellbeing and Culture (and formerly Cabinet Member for Customer and Regulatory Services) for his three years' service on the Cabinet. He will step down on 12 May to take on the role of Deputy Mayor.

9 Cabinet Member decisions since last meeting

24 March 2025: [To review the Local Developer Guide in context of Cheltenham's statutory responsibilities as local planning authority and submit a response by the deadline](#)

In the absence of the Cabinet Member for Planning and Building Control, the Leader said the Local Developer Guide is a living, breathing document which needs to be reviewed, and was pleased to note that CBC had submitted its response.

08 April 2025: [Cheltenham Lido – variation to parking income threshold](#)

The Cabinet Member for Economic Development, Wellbeing and Culture reported on his decision to adjust the council's financial arrangements with the Lido to reflect substantial investment in its car park. This shouldn't result in any loss of income for the council, as the car park's turnover is expected to rise. He is happy to support the Lido, which raises a lot of funds for charity, and is an absolute gem of Cheltenham..

He added that it had been an absolute privilege to serve on CBC's Cabinet for three years, and that he was now taking two years out to serve in a non-political role. He said CBC officers are outstanding, thanked the Leader and other Cabinet Members for their excellent work and support, and concluded that although the future of the council is uncertain, if CBC retains the talents and values that drives it now as an exceptional and progressive Liberal Democrat authority, there is reason to be optimistic.

Cheltenham Borough Council

Cabinet – 20 May 2025

Physical activity and sport strategy for Cheltenham - Action Plan

Accountable member:

Cllr Rowena Hay - Leader

Accountable officer:

Richard Gibson - Head of Communities, wellbeing & partnerships

Ward(s) affected:

n/a

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, to improve and further develop sport provision and help ensure more opportunities for external funding in order to improve health and wellbeing opportunities for local people”

In 2023, the Council worked collaboratively with stakeholders including local clubs and national governing bodies to develop an overarching [vision for physical activity and sport](#) that was agreed by Cabinet in July 2023.

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

The Council also updated its playing pitch and built leisure and sports facilities strategies which were endorsed by Cabinet in 2024. These strategies provide a picture of current infrastructure and how well it meets future needs, along with a set of recommendations to improve provision.

The action plan has been developed to respond to the recommendations from the playing pitch and built leisure and sports facilities strategies, plus information from demographic data, recent consultations and ongoing engagement with the national

governing bodies across the sports identified by the playing pitch and built leisure and sports facilities strategies.

Recommendations: That Cabinet:

- 1. endorses the physical activity and sports action plan, attached as Appendix 2.**
 - 2. delegates authority to the Director for Community and Economic Development, in consultation with the Leader, to make any final amendments to the action plan as it is presented in its final designed format.**
 - 3. uses the action plan to establish a sports and physical activity steering group that will oversee the progress of the action plan identifying where partners can work collaboratively to support delivery.**
-

1. Implications

1.1 Financial, Property and Asset implications

Whilst there are no direct financial implications from the physical activity action plan, there are a number of projects that will have financial implications for the Council.

These costs, be they capital or revenue, will be fully understood and approval sought in line with the Council's usual financial and budget processes.

Signed off by: gemma.bell@cheltenham.gov.uk

1.2 Legal implications

There are direct legal implications arising from this report. The Council has discretionary powers under various legislative provisions to provide sport and leisure facilities and also provide financial assistance to others to do so.

One Legal will be able to provide legal advice and assistance surrounding potential grant funding opportunities to the Council or from the Council or third parties, and any procurement requirements for necessary goods, works or services arising as a result of this report. It should be noted that the Council is required to consider whether there are any Subsidy Control implications and One Legal will be able to assist with this.

Signed off by: legalservices@onelegal.org.uk, One Legal

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 Action Plan



It is proposed that specific sustainability guidance for sports and physical activity is developed that will provide practical advice to support community leads who manage and maintain built leisure & sports facilities and playing pitches to encourage sustainable transitions, to effectively target investment, and reduce negative environmental impacts.

The guidance will sign post to nationally recognised organisations such as Sports England and the Local Council documents to support with improving facility energy efficiency, reducing greenhouse gases, and mitigating flood risk. Local case studies will also be included to showcase projects which are achieving effective energy efficiency and flood risk management.

The guidance will also ensure actions taken within the Physical activity and sports action plan align with the Council's net zero ambitions, mitigate negative environmental impacts and support with effectively targeting investment.

Signed off by; Maizy McCann, Climate Officer

1.4 Corporate Plan Priorities

The Physical Activity and Sports Strategy will contribute to Priority 4: 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**. The action from the impact assessment is to deliver the three actions from the action plan that specifically progress equality and diversity commitments.

1.6 Performance management – monitoring and review

The action plan sets out what actions will be taken under each of the outcomes. The actions are identified for those to be taken in the current year, in the medium-term and in the longer-term.

The plan also identifies which person or organisation is responsible for the action and suggested measures of success.

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

Consideration will also be given to placing the action plan on the forward plan for the Council's overview and scrutiny committee to test the monitoring and performance in future years

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, to improve and further develop sport provision and help ensure more opportunities for external funding in order to improve health and wellbeing opportunities for local people”

2.2 In 2023, the Council worked collaboratively with stakeholders to develop an overarching vision for physical activity and sport that was agreed by [Cabinet in July 2023](#).

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

2.3 This vision was supported by three outcomes:

- Our physical and community infrastructure is accessible and affordable but also high-quality and sustainable;
- Cheltenham is a place where all our communities enjoy and benefit from physical activity and

- We will collaborate to create active and inclusive communities.

2.4 The Council also committed to updating its playing pitch and built leisure and sports facilities strategies. These strategies provide a picture of current infrastructure and how well it meets future needs, along with a set of recommendations to improve provision.

2.5 Work on the supporting strategies commenced in July 2023 with work on the Built Leisure and Sports Facilities strategy being reported to [Cabinet in April 2024](#). The Playing Pitch strategy was prepared on a longer timeframe to enable the full assessment of both winter and summer sports provision. This was presented to [Cabinet in July 2024](#).

2.6 Alongside the playing pitch and built leisure and sports facilities strategies, the Council has also sourced demographic data from Sport England and undertaken engagement activities direct with sport's governing bodies and where relevant local sports clubs, set out in more detail in section 4. In addition regard has been given to recent engagement undertaken with young people by the St. Giles Trust that was reported to [Cabinet in February 2025](#).

3 Reasons for recommendations

3.1 The development of the action is one of the commitments set out in the 2023-2027 corporate plan and was actioned by.

- working with stakeholders to agree a vision and outcomes for physical activity and sports
- undertaking detailed assessments of the infrastructure that supports the delivery of physical activity and sports
- reviewing the latest data on physical activity and reviewed engagement findings.

3.2 The action plan provides an important part of the evidence base for the consideration of planning applications and an input into the preparation of the Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan

3.3 The action plan has been developed to respond to the recommendations from the playing pitch and built leisure and sports facilities strategies, plus information from demographic data and recent consultations which Cabinet is now being asked to endorse.

3.4 Cabinet will note that some of the actions are reliant on a number of stakeholders for their delivery alongside securing funding. Developing a steering group will be a key action to work collaboratively on the action plan and will be an important group in monitoring progress and identify any challenges/blockages.

4 Consultation and feedback

4.1 The Council carried out a physical activity survey between January and March 2024 and which had 163 responses. This was reported to [Cabinet in April 2024](#)

- 87% of respondents felt either reasonably or very active;
- 90% of respondents are either reasonably or very interested in being more active;
- Over 60% of respondents enjoy being active either around their neighbourhood, in local parks or in the countryside.

4.2 Top five ways of keeping active:

Option	Total	Percent
1. Walking	104	63.80%
2. Cycling	45	27.61%
3. Running	44	26.99%
4. Pilates / yoga	44	26.99%
5. Indoor swimming	38	23.31%

4.3 Top five barriers:

Option	Total	Percent
1. Costs of taking part	68	41.72%
2. Lack of time	53	32.52%
3. Having to book in advance, or be a member	38	23.31%
4. Feeling nervous to start a new activity or go to a new place	34	20.86%
5. Getting to places to be active	29	17.79%

4.4 In the summer of 2024, the Council worked with the St. Giles Trust to engage with local young people. Via a survey, which had 578 responses and which was reported to Cabinet in February 2025, young people told us that their most popular free time activities were

- hanging out with friends (62%);
- online activities (59%);
- and sport/physical activity (45%).

4.5 Given the interest of young people in sport and physical activity, there are three recommendations from the [St. Giles Trust report](#). These are:

- Enhance sports infrastructure: Investment in youth-specific sports facilities such as more gyms, football pitches, and recreational areas to meet demand;

- Offer affordable physical activity programmes: Collaborating with local sports organisations to offer free or low-cost programmes to help remove financial barriers and increase participation;
- Promote inclusive sports opportunities: Developing programmes that cater to a wide range of interests and abilities will ensure all young people, regardless of skill level, feel welcome to participate.

5 Key risks

5.1 The key risks are that without a robust and up to date 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.
- Not have an appropriate evidence base to inform the preparation of the Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan, feed into Community Infrastructure Levy funding opportunities and updates to the Infrastructure Delivery Plan and not being able to negotiate effectively on development sites across the borough and maximise investment in sports provision to meet the needs of local communities.

Report author:

Richard Gibson
Head of communities, wellbeing and partnerships
Richard.gibson@cheltenham.gov.uk

Appendices:

- i. Risk Assessment
- ii. Cheltenham action plan for promoting physical activity and sports
- iii. Climate Change Impact Assessment
- iv. Equality Impact Assessment

Background information:

[Report to 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](#)

[Report to Overview and Scrutiny 25 March 2024](#) - Physical activity and sport strategy for Cheltenham – Phase 2 – built facilities and playing pitch assessments

[Report to Cabinet 2 April 2024](#) - Physical activity and sport strategy for Cheltenham
– [Part 2 Built Facilities strategy](#)

[Report to Cabinet 23 July 2024](#) - Physical activity and sport strategy for Cheltenham
– [Phase 2 –Playing Pitch Strategy](#)

[Report to Cabinet 18 February 2025](#) - Youth Voice – a process for hearing the voice
of young people in Cheltenham

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	Leisure & Culture Venues - If the Council does not have a long term vision & investment plan in place for its leisure & culture venues then significant unplanned maintenance, repairs & investment may be required to keep the venues running & it may undermine the ability of the Trust (or any future provider) to run leisure & culture services in a profitable way.	Claire Hughes	5	4	20	Reduce	- Detailed maintenance plan to be developed - Project to review and appraise venues and identify investment required. - procurement to commence to secure external consultancy support on future options for the leisure-at and PoW site	Richard Gibson	Brief finalised by 31 March 2025
	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 be met appropriately via the current Cheltenham Plan and the emerging Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan.	Tracey Birkinshaw	2	1	2	Reduce	Ensure the Council is using up to date playing pitch and built facilities findings as the basis of negotiations with developers across all relevant planning applications.	Richard Gibson	Strategies completed Risk will be closed upon agreement of the action plan by Cabinet and the set up of a steering group.

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Cheltenham action plan for promoting physical activity and sports – 2025-2028

Introduction

As Cabinet Member for Economic Development, Culture and Wellbeing for Cheltenham Borough Council, I am proud to introduce Cheltenham's Physical Activity and Sports Action Plan. This plan is a vital step towards creating a healthier, more active, and inclusive community for all our residents, regardless of age, background, or ability.

We know that regular physical activity is essential for maintaining both physical and mental health. But today's world is constantly throwing challenges at us - illness, inequality and anxiety can all undermine our health and so many distractions on screens and TVs draw us into less healthy, sedentary lifestyles.

This action plan is designed to address those barriers and create an environment where everyone in Cheltenham can enjoy the benefits of sport and physical activity. Developed in partnership with local sports clubs, national governing bodies, Sport England, and community stakeholders, this plan lays out a roadmap for improving our facilities, supporting local initiatives, and fostering a culture of active living throughout the borough.

Through collaboration, investment, and a clear focus on inclusion, we aim to ensure that Cheltenham is a place where physical activity is accessible, enjoyable, and part of daily life for all. Together, we can create a vibrant and active community that thrives on well-being, connection, and the joy of movement.

Let's get active!

Summary of progress to date

In the Council's corporate plan 2023-2027, we set out our commitment to develop a sports strategy.

In 2023, the Council worked collaboratively with stakeholders, including our local sports clubs and the national governing bodies of sport across Cheltenham to develop an overarching [vision for physical activity and sport](#). [This vision](#) was agreed by Cabinet in July 2023.

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

We want this vision to be supported by three outcomes:

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

The Council also committed to updating its playing pitch and built leisure and sports facilities strategies. These strategies provide a picture of current infrastructure and how well it meets future needs, along with a set of recommendations to improve provision. It provides a snapshot in time and will need to be reviewed in the future

Work on the supporting strategies commenced in July 2023 with work on the [Built Leisure and Sports Facilities strategy](#) being endorsed by Cabinet in April 2024. [The Playing Pitch strategy](#) was prepared on a longer timeframe to enable the full assessment of both winter and summer sports provision. This was endorsed by Cabinet in July 2024.

Cabinet, in April 2024 also agreed to commission consultants to undertake an options appraisal of the future provision of Leisure at Cheltenham and the Prince of Wales stadium as these are important civic facilities which both face maintenance and development challenges ahead given the age of these facilities.

Cabinet also endorsed the move to the third phase which will see an overarching physical activity and sports action plan which is presented in this document.

The key findings from the built leisure and sports facilities and playing pitch strategies

Although key findings and recommendations from the built leisure and sports facilities and playing pitch strategies have already been approved by Cabinet, the summary below identifies those recommendations that are being taken forward in the action plan. The full list is provided in appendix 1.

The key findings and recommendations from the **Built Facilities Strategy** include:

- Sports Halls (Leisure At Cheltenham). Given its importance as the only year-round public sports facility in the borough, plus its extensive off-peak availability and proximity to communities that might have greater health inequalities, it is recommended that the Council considers options for the future of the site
- Sports Halls (schools-based). Recommendation to work in partnership with schools to increase community access to their sports halls via community use agreements, and to encourage investment and/or modernisation where community access is given;
- Swimming Pools (Leisure At Cheltenham). Recommendation to consider options to replace and/or reconfigure the 52 year old Leisure at Cheltenham to ensure future water space meets the demand of the local population and major clubs like the Cheltenham Swimming & Water Polo Club and maximises programme flexibility;
- Prince of Wales Stadium (Athletics) – Given that England Athletics (EA) see the venue as being strategically important in the South West with three affiliated athletics clubs based there, the recommendation is to work with EA to lever capital investment into the resurfacing the track to protect its long-term future. Disability access should also be included in any track or facility upgrade. Given the stadium's regional importance, the Council should look beyond its own boundaries in considering the scope of Community Infrastructure Levy which could be drawn on to support this facility;

- Community use agreements – Recommendation to protect community access to school-based sports facilities wherever possible with formal community use agreements;
- Cheltenham, Gloucester and Tewkesbury Strategic & Local Plan – Protect built leisure and sports facilities required to meet the need and demand of Cheltenham's population in the SLP and develop a detailed approach to the use of developer contributions e.g. through a Supplementary Planning Document.

The key findings and recommendations from the **Playing Pitch Strategy** include:

- Football – 44 sites currently provide 95 pitches, 54 available for community use, 39 in good condition and 19 in poor condition. Protect all existing sites, seek to secure community use of sites not currently secured for community use, and work with Gloucestershire Football Association and the Football Foundation to update the Local Football Facilities Plan for Cheltenham;
- 3G pitches - There is only one full-sized 3G pitch in Cheltenham at All Saints Academy meaning a shortfall of 4 full size artificial grass pitches. Via the local football facility plan, the recommendation is to develop a prioritised plan to secure investment to provide additional 3G pitches and encourage feasibility work at sites identified as having 3G potential, e.g. Prince of Wales Stadium, Pittville School and Bournside School and ensure longer term maintenance plans are in place at existing sites;
- Cricket - 12 sites in the Borough that provide 22 grass cricket pitches, 20 in good condition but there are current and future shortfalls at peak periods. - the recommendation is to protect existing cricket pitches, explore opportunities to bring unmarked pitches back into use, improve pitch quality at Swindon Village Park, support local clubs to improve ancillary provision including parking, explore how new housing developments can help to meet demand;

Other sports

As the format for the built leisure and sports facilities and playing pitch strategies follows national guidelines, it sometimes means that smaller sports

are not considered. In Cheltenham's case these smaller sports include two – archery and croquet – where Cheltenham boasts clubs of national significance as well as novel sports and new physical activities with potential to reach less engaged demographics such as bouldering and padel.

The Council recognises the value of these sports and holds an open door to conversations and wider engagement with organisations such as Archery GB, Croquet England, Parkrun and the wide range of local clubs and stakeholders to identify needs and opportunities for these activities as well.

Demographic data

From the latest Sport England data (Nov 22-23) from Sport England, 71% of Cheltenham's population are considered to be active (exercising for at least 150 minutes a week) and 18.9% are considered to be inactive (exercising for fewer than 30 minutes a week).

Although this compares favourably with national and county rates, there are areas of Cheltenham and groups of people where inactivity levels will be higher. Reasons for this include:

Low income - People living in our lower income neighbourhoods are at risk of lower activity levels. Nationally, 1.5 times people are classed as inactive in our most deprived communities when compared to the least deprived communities.

Disabled people – Nationally, we know that 40.8% of people who class themselves as disabled are inactive compared to only 20.7% who class themselves as non-disabled – a participation gap of c.20%.

Ethnicity - Nationally, 33% of people from the Asian ethnic group are classed as inactive, compared to 24.3% of people from white British origin.

Younger women - Whilst similar rates of adult women are classed as active when compared to men, school data from the Gloucestershire online pupil survey showed that whilst 60% of boys do the recommended level of activity, only 48% of girls achieve this.

Children and young people – from Sport England's active lives data for children and young people (2023-24), whilst 48.3% of children are active in Cheltenham (doing the recommended average of 60 minutes or more a day), 30.9% are classed as less active (less than an average of 30 minutes of activity a day).

Deprivation and the link to health inequalities

In an update report titled "[Tackling Multiple Deprivation](#)" that was presented to the Council's Overview and Scrutiny Committee in October 2024, it was noted that whilst Cheltenham has a close to county average life expectancy for males and females, there is significant inequality in life expectancy between most and least deprived residents. Whilst Cheltenham has a close to county average life expectancy there are significant inequality in life expectancy between the most and least deprived residents.

The report also mentioned that data from One Gloucestershire showed that health inequalities are most acutely seen in West Cheltenham, in the wards of Hesters Way, St Marks and St Peters. These areas have a higher prevalence of chronic obstructive pulmonary disease, obesity, smoking and depression.

Consultation and Engagement

The Council carried out a physical activity survey between January and March 2024 and which had 163 responses. A summary of these responses is provided below.

- 87% of respondents felt either reasonably or very active;
- 90% of respondents are either reasonably or very interested in being more active;
- Over 60% of respondents enjoy being active either around their neighbourhood, in local parks or in the countryside.

People were asked what activities they took part in to keep active, the top 5 ways included:

Option	Total	Percent
1. Walking	104	63.80%
2. Cycling	45	27.61%
3. Running	44	26.99%
4. Pilates / yoga	44	26.99%
5. Indoor swimming	38	23.31%

People were also asked what they considered the barriers to keeping active were, the top 5 responses received were:

Option	Total	Percent
1. Costs of taking part	68	41.72%
2. Lack of time	53	32.52%
3. Having to book in advance, or be a member	38	23.31%
4. Feeling nervous to start a new activity or go to a new place	34	20.86%
5. Getting to places to be active	29	17.79%

In the summer of 2024, the Council worked with the St. Giles Trust to engage with local young people. This engagement included a survey, which had 578 responses and which was reported to [Cabinet in February 2025](#). Young people told us that their most popular free time activities were:

1. hanging out with friends (62%);
2. online activities (59%);
3. and sport/physical activity (45%).

Given the interest of young people in sport and physical activity, there are three recommendations from the St. Giles Trust relevant to this action plan. These are:

1. Enhance sports infrastructure: Investment in youth-specific sports facilities such as more gyms, football pitches, and recreational areas to meet demand;
2. Offer affordable physical activity programmes: Collaborating with local sports organisations to offer free or low-cost programmes to help remove financial barriers and increase participation;
3. Promote inclusive sports opportunities: Developing programmes that cater to a wide range of interests and abilities will ensure all young people, regardless of skill level, feel welcome to participate.

In the Council's experience, it is potentially easier to build voluntary capacity for project management, fundraising and development projects in more affluent communities than in less affluent communities, yet as the data presented here shows very clearly, it is in those latter communities that the health inequalities are greater and there is greatest need for more active lifestyles. While resource is a challenge, the Council will seek ways e.g. through seeking external funding to add capacity to voluntary clubs in the communities that are facing the greatest challenges.

Future stakeholder engagement

For this action plan to make meaningful change, it will require the whole system to work together - not just the Council. Working with stakeholders creates more capacity across different sectors, and longer-lasting impacts.

Examples of organisations that could be involved include:

- Sporting clubs and their national governing bodies
- Local physical activity providers
- Community-based partners
- Health and wellbeing partners
- Business partners that share values around social responsibility

The action plan proposes that a sports and physical activity steering group is established to bring these partners together - but with a clear focus on outcomes and monitoring the progress of this action plan. Active Gloucestershire, the county's active partnership, have committed to supporting the Council with future engagement.

PART 2: Cheltenham's action plan for promoting physical activity and sports (2025 - 2028)

PRIORITY: Our physical and community infrastructure is accessible and affordable but also high-quality and sustainable				
Summary of key issues from the evidence base and demographic data	Proposed activity	Who	Timescale Short / Medium / Long	Targets / Measures
3G pitches The Playing Pitch Strategy indicates that there is a shortfall of four full-sized 11v11 3G pitches.	<p>The Council will work with key stakeholders including Football Foundation, Gloucestershire Football Association, clubs and sites to support the creation of new 3G pitches in the following locations:</p> <ul style="list-style-type: none"> Bournside School Pittville School <p>The following sites need more work in terms of feasibility, funding and community engagement:</p> <ul style="list-style-type: none"> Prince of Wales stadium King George V playing fields <p>For potential 3G pitches, providers should include consultation on use and potential external funding with local clubs and bodies representing other sports including rugby and lacrosse who will benefit from 3G pitches</p>	CBC – communities team	Delivery – medium and longer-term	Target of 2 new 3G pitches to be available by 2028
Grass Football Pitches The forecast demand is for 34 new teams across the borough. 19 existing pitches were assessed as poor quality, all 12 of those available for community use being Council-owned. The PPS recognises that these pitches need investment to sustain the level of activity on them: <ul style="list-style-type: none"> Brizen - youth 11v11 	<p>Continue to work with the Gloucestershire Football Association and the Football Foundation to update and publish the Local Football Facilities Plan.</p> <p>With £12.5k allocated from the UK Shared Prosperity Funding, the Council will commission detailed pitch assessments for the 5 sites and then work with key stakeholders including Football Foundation, Football Association, clubs and sites to secure investment via the Football Foundation pitch improvement funds, via the Council's own</p>	CBC – communities team & green space team	Seek external funding for pitch improvements– short to medium term Delivery – medium and longer-term	Target to complete pitch assessments of the 5 sites by end of March 2026.

<ul style="list-style-type: none"> • KGV - three poor quality adult pitches • Priors Park - two poor quality adult pitches & one poor quality youth 9v9 pitch • Springfield Park - one poor quality adult pitch • Swindon Village - one poor quality adult pitch, 2 poor quality youth 11v11 pitches 	<p>grounds maintenance budgets, and where appropriate, via s106 and Community Infrastructure Levy contributions</p> <p>Explore opportunities to bring unmarked pitches back into use for football.</p> <p>As per the health inequalities section above, the Council will prioritise its own resources on supporting improvements in areas facing the highest health inequalities.</p>			<p>If funding permits, seek to secure improvements to 4 pitches by 2028.</p>
<p>Ancillary Football Facilities</p> <p>The Playing Pitch Strategy indicates that there are a number of Council-owned and managed sites across the Borough that have poor quality ancillary facilities and need investment to maximise their contribution to sports and physical activity.</p>	<p>From the Local Football Facility Plan, the priority projects are:</p> <ul style="list-style-type: none"> • Petersfield Park • Swindon village; • Priors; • King George V playing fields. <p>Subject to external funding being available, the Council will work with key stakeholders including Football Foundation, Football Association, clubs and sites to secure investment via the Football Foundation pitch improvement funds and via the Council's own grounds maintenance budgets, plus the potential for off-site contributions via Planning Section 106 agreements and where appropriate submit schemes CIL contributions for potential funding via Community Infrastructure Levy.</p> <p><i>As per the health inequalities section above, the Council will prioritise its own resources on supporting improvements in areas facing the highest health inequalities.</i></p>	<p>CBC – communities team & green space team</p>	<p>Seek to secure external funding – medium term</p> <p>Delivery – medium and longer-term</p>	<p>If funding permits seek to secure improvements to at least 2 sites' ancilla facilities by 2028</p>

Cricket pitches and ancillary facilities The Playing Pitch Strategy recommends that the Council should protect existing cricket pitches, explore opportunities to bring unmarked pitches back into use	Subject to external funding being available, the Council will explore how best to improve pitch capacity on Council-owned sites	CBC – communities team & green space team	Seek external funding – short to medium term Delivery – medium to longer-term	Measure – number of cricket pitches improved
Leisure At Cheltenham The Built Facilities Strategy recognises the importance of Leisure At Cheltenham for Cheltenham given that it is the only public facility in the borough, its extensive off-peak availability and its proximity to some of more deprived areas. The Built Facilities Strategy also recognises that Leisure At Cheltenham requires a long-term programme of investment.	The Council is undertaking an analysis of the existing Leisure At Cheltenham facilities. The review will consider a needs analysis, site assessment, facility mix options, financial appraisal and will make recommendations for the Council to take forward.	CBC - Leadership Team	Options study is short term Implementation will be longer term	Target - delivery of options appraisal by Q3 25/26 Council agreement to longer-term strategy for the site by 26/27
Prince of Wales – athletics track The Built Facilities Strategy recognises that the venue is strategically important in the South West with three affiliated athletics clubs based there, but that the track needs replacing and does not meet England Athletics standards for competitions.	The Council is undertaking an analysis of the existing Prince of Wales facilities. The review will consider a needs analysis, site assessment, facility mix options, financial appraisal and will make recommendations for the Council to take forward.	CBC - Leadership Team	Options study is short term Implementation will be longer term	Target - delivery of options appraisal by Q3 25/26 Council agreement to longer-term strategy for the site by Q1 26/27
Cheltenham Zero	It is proposed that specific sustainability guidance for sports and physical activity is developed that will provide practical advice to	CBC – climate team	Short term, with implementation	Measure – number of

<p>In the 2023 vision document, it stated that the Council should 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</p>	<p>support community leads who manage and maintain built leisure & sports facilities and playing pitches to encourage sustainable transitions, to effectively target investment, and reduce negative environmental impacts.</p> <p>The guidance will sign post to nationally recognised organisations such as Sports England and the Local Council documents to support with improving facility energy efficiency, reducing greenhouse gases, and mitigating flood risk. Local case studies will also be included to showcase projects which are achieving effective energy efficiency and flood risk management.</p> <p>The guidance will also ensure actions taken within the Physical activity and sports action plan align with the Council's net zero ambitions, mitigate negative environmental impacts and support with effectively targeting investment.</p>		<p>being medium to longer term</p>	<p>energy reduction and climate mitigation projects delivered by 2028 to benefit our sporting infrastructure</p>
<p>Strategic housing developments The Playing Pitch Strategy sets out strategic housing developments planned that will result in an increase in the population and demand for outdoor sports facilities.</p>	<p>The Council will use the information set out in the playing pitch strategy and built facilities strategy as the basis of negotiating with developers of housing sites for on-site provision and off-site contributions as part of the relevant planning applications and as an important evidence base to inform the preparation of the Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan.</p>	<p>CBC – communities, planning policy and development management teams</p>	<p>Short term, with implementation being longer term</p>	<p>Measure – amount of investment secured for offsite contributions into sporting infrastructure</p>

PRIORITY: Cheltenham is a place where all our communities enjoy and benefit from physical activity

Summary of key issues from the evidence base and demographic data	Proposed activity	Who	Timescale Short / Medium / Long	Targets / Measures
Feel Good Pass Data suggests that 1.5 times people are classed as inactive in the most deprived communities (33.7%) when compared to the least deprived communities (20.5%).	The Council will work with partners to launch the Cheltenham Feel Good Pass that will incentivise users to take up memberships at Leisure- at Cheltenham and other physical activity providers. This will be funded from the Council's allocation of NHS funding.	CBC – communities team	Short term to medium term	Target to have 200 active users of the Pass by Q4 25/26
NCLB Youth Activity Pass Sports England data suggests that only 48% of young people are doing the minimum recommended level of physical activity. The St. Giles Trust survey suggests that young people want more programmes to remove financial barriers and increase their participation in sports and physical activity.	With an allocation of £20k from the UK Shared Prosperity Funding, the Council will scope out a Youth Activity Pass that will give young people growing up in low-income families or neighbourhoods the chance to improve their physical and mental health through an exciting range of physical, social, creative and cultural activities that they would not be able to access otherwise.	CBC – communities team	Delivery – medium and longer-term	Target – to develop a youth activity pass ready to go live by Q4 25/26 Target to have 200 active users of the pass by Q4 26/27
Building capacity In the 2023 vision document, it stated a concern that some of our low-income communities do not have the same access to physical activity opportunities than more affluent communities. For instance, (at the time) there were no youth football teams	To help build capacity within our sporting clubs and activity providers, the Council will work with Gloucestershire Rural Community Council and Go Volunteer Glos to help advertise volunteering opportunities. The Council will also support clubs to identify national governing bodies funding that can help build the skills and capacity of local sporting clubs.	CBC – communities team	Delivery – medium and longer-term	Measure number of organisations benefiting from additional capacity.

serving West Cheltenham in the whole Cheltenham Youth League.	In terms of increasing the capacity of specific sporting clubs and activity providers that serve our more deprived communities, approaches will also be made to some of the areas larger construction projects, businesses and public sector partners via their social value strategies to encourage volunteering and investment to support local grassroots sporting clubs.			
Overcoming barriers to activity Data suggests that disabled people, women and girls and people from ethnically diverse backgrounds can be at higher risk of not being physically active.	Recognising the barriers that some members of our community face; the Council will work with local partners and national governing bodies to secure additional investment for programmes that both listen and engage with communities and create more active opportunities where everyone feels welcome.	CBC – communities team	Seek external funding – short to medium term Delivery – medium to longer-term	Measure: the amount of additional funding secured to overcome barriers to activity
Working with Friends of Groups Feedback from a local friends of group to the playing pitch strategy has shown some concern that the Council is taking a narrow definition of physical activity and solely focused on investing in playing pitches within our parks and green spaces.	The Council will continue to work with local Friends of groups to ensure that, where funding is available, there is a range of non-sport activity in parks and gardens. Recent examples of this include the work with Friends of Sandford Park to install the outdoor fitness equipment and with Friends of Naunton Park to install a circular pathway. The Council will also prioritise the safety of park users and where appropriate, work with Friends of Groups to bid for community safety funding to install safety schemes such as lighting schemes.	CBC – communities team and green spaces team	Seek external funding – short to medium term Delivery – medium to longer-term	Measure: the amount of additional funding secured for park improvements

PRIORITY: We will collaborate to create active and inclusive communities				
Summary of key issues from the evidence base and demographic data	Proposed activity	Who	Timescale Short / Medium / Long	Targets / Measures
Sports and physical activity steering group For the action plan to make meaningful change, it will require the whole system to work together - not just the Council. Working with stakeholders could create more capacity across different sectors, and longer-lasting impacts. Examples of organisations that could be involved include: <ul style="list-style-type: none"> • Sporting clubs and their national governing bodies • Local physical activity providers • Community-based partners • Health and wellbeing partners • Business partners that share values around social responsibility 	<p>The Council will establish a sports and physical activity steering group to bring partners together - but with a clear focus on action.</p> <p>The group will help oversee the progress of the action plan identifying where partners can work collaboratively to support delivery and that there are also building links to wider priorities within the town.</p> <p>Active Gloucestershire, the county's active partnership, have committed to supporting the Council with future engagement.</p> <p>The Council will continue to work closely with Sport England, national governing bodies and local clubs to secure investment into both sporting facilities and into the programmes that encourage participation in physical activity.</p>	CBC – communities team working with Active Gloucestershire	Establish the steering group in the short term	Measure – number of partners engaged with the steering group
Working with schools Local schools provide much of Cheltenham's sporting infrastructure. <ul style="list-style-type: none"> • 4 schools provide swimming pools which the community can use • 11 schools provide community access to their sports pitches • 9 schools provide community access to their sports halls. 	<p>The Council will encourage investment and/or modernisation into school sporting infrastructure including sports halls where community access is given;</p> <p>The Council will also continue to liaise with local secondary schools on at least an annual basis to help secure investment into new sporting facilities whilst also protecting existing facilities via community use agreements, particularly for those pools and sports halls that do not have secured community access</p>	CBC – communities team	Short to long term	Measure – number of review meetings held with local schools Number of community agreements secured.

Working with Parishes Parish Councils are key providers of sporting infrastructure as they have access to their own funding via their precepts and access to community infrastructure levy from any development occurring within their boundary.	The Council will work with parishes via the C5 group (representing the 5 Cheltenham parish councils) to encourage investment of their parish community infrastructure levy allocations into meeting the vision and outcome of this strategy.	CBC – communities team via C5 group	Medium term	Measure – amount of additional investment into the town’s sport and physical infrastructure from parish councils
Engagement with young people The St. Giles Trust survey suggests that young people want more programmes to remove financial barriers and increase their participation in sports and physical activity.	<p>The Council will continue to work alongside No Child Left Behind as part of the Year of Youth Action to engage with local young people to explore how best we take forward the three recommendations from the St. Giles Trust report; enhancing sports infrastructure, offering affordable physical activity programmes and promoting inclusive sports opportunities.</p> <p>This may include identifying contemporary sports and leisure activities that are popular with young people, e.g. bouldering, wheeled-sports, and others, and opportunities to develop and promote them.</p>	CBC – communities team	Short term - 2025	Measure: the number of young people engaged via No Child Left Behind
Engagement with the planning system	<p>The council will ensure that vision and outcome of the physical activity and sports strategy is reflected in policies and requirements in the emerging Cheltenham, Gloucester & Tewkesbury Strategic and Local Plan. Specifically:</p> <ul style="list-style-type: none"> • Building in requirements as part of any allocations for development. • Protection of existing football pitches, cricket pitches, bowling greens, outdoor tennis courts and also the number of unmarked pitches where there is potential for these to be brought back into use. • Take findings of the playing pitch strategy and built leisure and sports facilities strategy and ensure appropriate policy framework within Strategic and Local Plan. 	CBC – communities team	Short to medium term	Target – creation of an effective planning framework for sports and physical activity set out in the Strategic and Local Plan.

Resources and capacity As a place leader, the council needs to take a leadership role in delivering the vision for sports and physical activity and the commitments set out in this action plan	<p>The Council will review its financial and staffing resources that support sports and physical activity to ensure that wherever possible, they align with the aspirations of this action plan.</p> <p>The Council will also seek external funding for it to employ a sports development officer to support implementation of this action plan and also to add capacity to local clubs and potential new clubs to assist with start-up, project management and fundraising and grants applications with a focus on initiatives that will tackle inactivity inequalities in communities with the least capacity</p>	Leadership Team	<p>Seek external funding – short to medium term</p> <p>Delivery – medium to longer-term</p>	Measure: the amount of additional funding secured to support delivery of this action plan
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Monitoring and reporting

The action plan sets out what actions will be taken under each of the outcomes. The actions are identified for those to be taken in the current year, in the medium-term and in the longer-term.

The plan also identifies which person or organisation is responsible for the action and suggested measures of success.

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

The action plan will be placed on the forward plan for the Council's overview and scrutiny committee within 18 months of its cabinet approval to test the monitoring and performance in future years.

Appendix 1

The key findings and recommendations from the **Built Leisure and Sports Facilities Strategy** are as follows:

- Sports Halls (Leisure At Cheltenham). Given its importance as the only year-round public sports facility in the borough, plus its extensive off-peak availability and proximity to communities that might have greater health inequalities, it is recommended that CBC consider options for the future of the site – **see action plan**
- Sports Halls (schools-based). Recommendation to work in partnership with schools to increase community access to their sports halls via community use agreements, and to encourage investment and/or modernisation where community access is given; **see action plan**
- Sports halls (community-based) Community halls are important local assets particularly in areas of greatest unmet demand and for sports that don't require high ceilings such as yoga, Pilates and martial arts, and in turn freeing up capacity elsewhere for sports that do need high ceilings;
- Swimming Pools (Leisure At Cheltenham). Recommendation to consider options to replace and/or reconfigure the 52 year old Leisure at Cheltenham to ensure future water space meets the demand of the local population and major clubs like the Cheltenham Swimming & Water Polo Club and maximises programme flexibility; **see action plan**
- Swimming Pools (community-based). Despite Cheltenham having large supply of pool space, the recommendation is to retain and invest in the pool sites and encourage access to school sites through good communication, partnership and community use agreements;
- Gym and fitness – Change in fitness facilities will need to be considered to reach the potential growth in fitness numbers and provision of additional facilities should be tested for financial viability. Studios should be considered within new builds or refurbishments to ensure sports halls are not occupied by fitness classes;
- Prince of Wales Stadium (Athletics) – Given that England Athletics (EA) see the venue as being strategically important in the South West with three affiliated athletics clubs based there, the recommendation is to work with EA to lever capital investment into the resurfacing the track to protect its long-term future. Disability access should also be included in any track or facility upgrade. Given the stadium's regional importance, the Council should look beyond its own boundaries in considering the scope of Community Infrastructure Levy spending; **see action plan**
- Tennis - Recommendation to protect park tennis and explore opportunities for an indoor tennis centre and protect outdoor clubs at Prestbury and Leckhampton, for instance through the Local Plan;
- Village Halls – Recommendation to explore opportunities for village halls to take more sports that do not require a high sports hall ceiling;
- Bowls – protect existing bowls greens through the local plan and support improvements to meet disability access requirements;
- Indoor Cricket – consider working with Gloucestershire County Cricket to find and provide suitable accommodation for cricket clubs to access indoor cricket facilities. Consider cricket nets in any redevelopment of Leisure at Cheltenham and ensure indoor cricket is considered in any new sports hall development;
- Wheeled Sports – consider building a new skatepark as part of the strategic housing development at North-West Cheltenham;
- Gymnastics – support the Gym Centre Gymnastics Club and British Gymnastics to explore club-led development of new facilities;
- Indoor football – protect important facility at Leisure at Cheltenham in any redevelopment there;
- Cycling - protect existing indoor cycling spin studios, consider cycle infrastructure at planning stage if Leisure at Cheltenham is rebuilt and support community cycling hubs including pump tracks and learn to ride areas in future developments;
- Netball – all netball courts across Cheltenham should be protected and netball courts should

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be marked on all new MUGAs and look to negotiate community use agreements for netball through the planning process on education sites;

- Table Tennis - Start a dialogue with Table Tennis England about future provision of outdoor tables in schools, public places and new housing developments;
- Community use agreements – Recommendation to protect community access to school-based sports facilities wherever possible with formal community use agreements; **see action plan** and
- Strategic & Local Plan – Protect built leisure and sports facilities required to meet the need and demand of Cheltenham's population in the SLP and develop a detailed approach to the use of developer contributions e.g. through a Supplementary Planning Document. **see action plan**

The key findings and recommendations from the **Playing Pitch Strategy** are as follows:

- Football – 44 sites currently provide 95 pitches, 54 available for community use, 39 in good condition and 19 in poor condition. Protect all existing sites, seek to secure community use of sites not currently secured for community use, and work with Gloucestershire FA and the Football Foundation to update the Local Football Facilities Plan for Cheltenham; **see action plan**
- 3G pitches - There is only one full-sized 3G pitch in Cheltenham at All Saints Academy meaning a shortfall of 4 full size artificial grass pitches. Via the local football facility plan, the recommendation is to develop a prioritised plan to secure investment to provide additional 3G pitches and encourage feasibility work at sites identified as having 3G potential, eg Prince of Wales Stadium, Pittville School and Bournside School and ensure longer term maintenance plans are in place at existing sites; **see action plan**
- Rugby - 43 rugby union pitches within the Borough across 15 sites, 28 pitches are on education sites. The recommendation is to protect and improve pitches and work with clubs and the RFU to improve pitches and ancillary facilities and improve clubs' security of tenure. Identify opportunities for Cheltenham Phoenix rugby league club within Cheltenham;
- Hockey – 5 clubs with 25 teams, 11 full-size AGPs, 8 available for community use – the recommendation is to encourage all AGP owners to ensure maintenance is planned to maintain AGPs at hockey standard and work with clubs, sites and England Hockey to explore how to create sufficient future capacity to address the lack of access to artificial pitches;
- Cricket - 12 sites in the Borough that provide 22 grass cricket pitches, 20 in good condition but there are current and future shortfalls at peak periods. - the recommendation is to protect existing cricket pitches, explore opportunities to bring unmarked pitches back into use, improve pitch quality at Swindon Village Park, support local clubs to improve ancillary provision including parking, explore how new housing developments can help to meet demand; **see action plan**
- Lacrosse – Protect existing pitch at the Civil Service Sports Ground and consider how future 3G provision could help meet training demand

Physical Activity & Sports Strategy Action Plan



Key

	Significant and/or long-term positive impact identified. No changes needed.
	Slight or short-term positive impact identified. No changes needed but could be reviewed to improve.
	Not applicable or no cause for concern.
	Slight or short-term negative impact identified. Review to identify possible improvements.
	Significant and/or long-term negative impact identified. Changes needed before proceeding.

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Introduction

An Equality Impact Assessment (EqIA) is a method for assessing the effects or impacts of a council policy or function on removing barriers to equality.

The Equality Act 2010 includes a public sector equality duty which requires public authorities to try and eliminate discrimination; advance equality of opportunity between persons who share a relevant protected characteristic and those who do not share it and promote equality and good relations across a range of protected characteristics.

The protected characteristics are:

Age	Disability	Gender Reassignment
Marriage and civil partnership	Pregnancy and maternity	Race
Religion or belief (including lack of belief)	Sex	Sexual orientation

An EqIA should be completed with the full range of protected characteristics considered during the initial stages of developing new strategies, policies, functions or services, prior to starting a procurement exercise and before decisions are made.

Examples of when an EqIA should be completed are:

<ul style="list-style-type: none">Any proposals to introduce or add to a service	<ul style="list-style-type: none">Any proposals to adopt policy priorities, strategies and plans
<ul style="list-style-type: none">Any proposals to remove, reduce or alter a service	<ul style="list-style-type: none">Changes to staffing structure where groups of employees are likely to be negatively affected
<ul style="list-style-type: none">Any new policies or changes to policies	<ul style="list-style-type: none">Any proposals in relation to procured or commissioned services

Stage 1 - Equality Screening

Whenever a policy/service or function is reviewed, changed, developed or removed an initial equality impact assessment stage 1 will need to be undertaken. This is a screening template and will help establish whether a full assessment is needed. This should be done at an early stage of the process so that it is part of policy development.

Stage 2 – Equality Impact Assessment

This is the full EqIA and seeks to identify the equality considerations that have been taken into account including any mitigating actions proposed and ensures decisions are based on evidence. The EqIA will need to be agreed with the appropriate Head of Service or Director and should be included on the decision making report, along with commentary on the assessment in the main body of the report.

1. Identify the policy, project, function or service change

a. Person responsible for this EqlA

Officer responsible: Richard Gibson	Service Area: Communities
Title: Head of communities, wellbeing & partnerships	Date of assessment: 10 March 2025
Signature: R J Gibson	

b. Is this a policy, function, strategy, service change or project?

Policy

If other, please specify:

c. Name of the policy, function, strategy, service change or project

Physical activity and sports strategy action plan

Is this new or existing?

New or proposed

Please specify reason for change or development of policy, function, strategy, service change or project

Commitment in 2023-2027 corporate plan to develop a sports strategy

d. What are the aims, objectives and intended outcomes and who is likely to benefit from it?

Aims:

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.

Objectives:

Outcomes:

Three outcomes:

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

Benefits:

To address inactivity inequalities within our communities

e. What are the expected impacts?

Are there any aspects, including how it is delivered or accessed, that could have an impact on the lives of people, including employees and customers.

Yes

Do you expect the impacts to be positive or negative?

Positive

Please provide an explanation for your answer:

The action plan sets out a number of commitments that will help deliver the vision 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.

If your answer to question e identified potential positive or negative impacts, or you are unsure about the impact, then you should carry out a Stage Two Equality Impact Assessment.

f. Identify next steps as appropriate

Stage Two required

Yes

Owner of Stage Two assessment

Richard Gibson

Completion date for Stage Two assessment

Please forward this completed form to and move on to Stage 2 if required.

2. Engagement and consultation

The best approach to find out if a policy etc, is likely to impact positively or negatively on equality groups is to look at existing research, previous consultation recommendations, studies or consult with representatives of those equality groups.

a. Research and evidence

List below any data, consultations (previous, relevant, or future planned), or any relevant research, studies or analysis that you have considered to assess the policy, function, strategy, service change or project for its relevance to equality.

From the latest Sport England data (Nov 22-23) from Sport England, 71% of Cheltenham's population are considered to be active (exercising for at least 150 minutes a week) and 18.9% are considered to be inactive (exercising for fewer than 30 minutes a week). Although this compares favourably with 21.5% inactive for the county and 25.7% inactive nationally, there are areas of Cheltenham and groups of people where inactivity levels will be higher.

Low income - People living in our lower income neighbourhoods are at risk of lower activity levels. Nationally, 1.5 times people are classed as inactive in the most deprived communities (33.7%) when compared to the least deprived communities (20.5%).

Disabled people – Nationally, we know that 40.8% of people who class themselves as disabled are inactive compared to only 20.7% who class themselves as non-disabled – a participation gap of c.20%.

Ethnicity - Nationally, 33% of people from the Asian ethnic group are classed as inactive, compared to 24.3% of people from white British origin.

Younger women - Whilst similar rates of adult women are classed as active when compared to men, school data from the Gloucestershire online pupil survey showed 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 found it embarrassing compared with only 21% of boys.

Children and young people – from Sport England's active lives data for children and young people (2023-24), whilst 48.3% of children are active in Cheltenham (doing the recommended average of 60 minutes or more a day), 30.9% are classed as less active (less than an average of 30 minutes of activity a day).

b. Consultation

Has any consultation be conducted?

Yes

Describe the consultation or engagement you have conducted or are intending to conduct. Describe who was consulted, what the outcome of the activity was and how these results have influenced the development of the strategy, policy, project, service change or budget option.

If no consultation or engagement is planned, please explain why.

The council carried out a physical activity survey between Jan and March 2024 and which had 163 responses.

- 87% of respondents felt either reasonably or very active;
- 90% of respondents are either reasonably or very interested in being more active;
- Over 60% of respondents enjoy being active either around their neighbourhood, in local parks or in the countryside.

Top 5 ways of keeping active:

Option	Total	Percent
1. Walking	104	63.80%
2. Cycling	45	27.61%
3. Running	44	26.99%
4. Pilates / yoga	44	26.99%
5. Indoor swimming	38	23.31%

Top 5 barriers:

Option	Total	Percent
1. Costs of taking part	68	41.72%
2. Lack of time	53	32.52%
3. Having to book in advance, or be a member	38	23.31%
4. Feeling nervous to start a new activity or go to a new place	34	20.86%
5. Getting to places to be active	29	17.79%

3. Assessment

a. Assessment of impacts

For each characteristic, please indicate the type of impact (positive – contributes to promoting equality or improving relations within an equality group, neutral – no impact, negative – could disadvantage them).

Please use the description of impact box to explain how you justify the impact and include any data and evidence that you have collected from surveys, performance data or complaints to support your proposed changes

Protected Characteristic	Specific Characteristic	Impact	Description of impact	Mitigating Action
AGE	Older people (60+)	Positive	The action plan identifies a specific action to address inactivity inequalities within this group	None identified
	Younger People (16-25)	Positive	The action plan identifies a specific action to address inactivity inequalities within this group	None identified
	Children (0-16)	Positive	The action plan identifies a specific action to address inactivity inequalities within this group	None identified
DISABILITY A definition of disability under the Equality Act 2010 is available here . <i>See also carer responsibilities under other considerations.</i>	Physical disability	Positive	The action plan identifies a specific action to address inactivity inequalities within this group	None identified
	Sensory Impairment (sight, hearing)	Neutral	None identified	None identified
	Mental health	Positive	The action plan identifies a specific action to address inactivity inequalities within this group	None identified
	Learning Disability	Neutral	None identified	None identified
GENDER REASSIGNMENT		Neutral	None identified	None identified
MARRIAGE & CIVIL PARTNERSHIP	Women	Neutral	None identified	None identified
	Men	Neutral	None identified	None identified
	Lesbians	Neutral	None identified	None identified
	Gay Men	Neutral	None identified	None identified
PREGNANCY & MATERNITY	Women	Neutral	None identified	None identified
RACE*	White	Neutral	None identified	None identified

Further information on the breakdown below each of these headings, is available here . For example Asian, includes Chinese, Pakistani and Indian etc	Mixed or multiple ethnic groups	Positive	The action plan identifies a specific action to address inactivity inequalities within this group	None identified
	Asian	Positive	The action plan identifies a specific action to address inactivity inequalities within this group	None identified
	African	Positive	The action plan identifies a specific action to address inactivity inequalities within this group	None identified
	Caribbean or Black	Positive	The action plan identifies a specific action to address inactivity inequalities within this group	None identified
		Choose an item.		
RELIGION & BELIEF** A list of religions used in the census is available here	See note	Neutral	None identified	None identified
SEX (GENDER)	Men	Neutral	None identified	None identified
	Women	Positive	The action plan identifies a specific action to address inactivity inequalities within this group	None identified
	Trans Men	Neutral	None identified	None identified
	Trans Women	Neutral	None identified	None identified
SEXUAL ORIENTATION	Heterosexual	Neutral	None identified	None identified
	Lesbian	Neutral	None identified	None identified
	Gay	Neutral	None identified	None identified
	Bisexual/Pansexual	Neutral	None identified	None identified
Other considerations				
Socio-economic factors		Positive	The action plan identifies a specific action to address inactivity inequalities within this group	None identified

(income, education, employment, community safety & social support)				
Rurality i.e. access to services; transport; education; employment; broadband		Neutral	None identified	None identified
Other (e.g. caring responsibilities)		Neutral	None identified	None identified

* To keep the form concise, race has not been included as an exhaustive list, please augment the list above where appropriate to reflect the complexity of other racial identities.

** There are too many faith groups to provide a list, therefore, please input the faith group e.g. Muslims, Buddhists, Jews, Christians, Hindus, etc. Consider the different faith groups individually when considering positive or negative impacts. A list of religions in the census is available [here](#)

4. Outcomes, Action and Public ReportingPage 45

a. Please list the actions identified through the evidence and the mitigating action to be taken.

Action	Target completion date	Lead Officer
Recognising the barriers that some members of our community face; the Council will work with local partners and NGBs to secure additional investment for programmes that both listen and engage with communities and create more active opportunities where everyone feels welcome.	2026	Richard Gibson
The council will work with partners to expand the existing Feed Cheltenham activity pass. The current pass incentivises food bank users to take up memberships at Leisure-at Cheltenham, but there is scope to expand both the groups being able to access the card, and the range of physical activity providers. This will be funded from the council's allocation of NHS funding.	Implementation from April 2025	Richard Gibson
Subject to funding being available, the Council wishes to engage with young people to explore whether a Youth Activity Passport might be beneficial. The passport could give young people growing up in low-income families or neighbourhoods the chance to improve their physical and mental health through an exciting range of physical, social, creative and cultural activities that they would not be able to access otherwise.	2026	Richard Gibson

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Briefing Note

Committee name: Cabinet

Date: 20 May 2025

Responsible officer: Victoria Bishop – Governance, Risk and Assurance Manager

This note provides information to keep Members informed of matters relating to the work of the Cabinet or a committee but where no decisions from Members are needed.

If Members have questions relating to matters shown, they are asked to contact the officer indicated.

Cheltenham Borough Council corporate risk register

There are currently 41 risks on the corporate risk register. Below is a summary of some of the recent changes and an overview of how the risks are being managed.

The corporate risk register is being managed by the Governance Risk and Assurance Manager, using Microsoft lists. This is an interim measure until our new platform Verto is live. Lists provides some of the functionality of Verto, such as a link to a data dashboard so that CBC has data on risks, however Verto has even more functions. Going forward Verto will be used to manage all risk registers at CBC. It will be able to provide data on risks through a dashboard, extensive analysis and allow for tracking of risks across time. In addition, Verto provides the opportunity to have more detail on risk mitigation, understand what controls are in place and how effective they are. Verto will also allow us to document what the risk is before controls were in place, what the current risk is (the risk as it is now with the current controls in place), and what the residual risk is (the risk that remains after all controls are in place). The initial focus for risk in Verto will be the corporate risk register, however once this is added then the Governance Risk and Assurance manager will work with colleagues to add operational risk register from all business areas.

New risks:

Two risks were added in March 2025:

- 412 - Provisions required by the building safety regulator - if the pending audit from the building safety regulator results in recommendations or actions (extent to which is unknown) then there is a risk of sanctions on individuals and the authority if we do not meet these requirements (what these sanctions are is currently unknown). If these recommendations or actions increase BC

workload, then there is further risk that BC will not have the capacity to meet expected demand.

- 413 – M5 J10 Planning - If CBC and TBC do not come to an agreement with GCC as Local Highways Authority, in regard to the highway capacity in advance of the full build out of M5 J10, then this may have a major impact on how planning applications are considered and impact on meeting the councils 5-year housing land supply.

One risk was closed:

- 357 - High Street Defects (Risk Closed) - If the defects to the High Street are not resolved by external companies, then CBC may have to rectify at their own cost.

One risk was discussed however this risk has materialised and therefore is not on the risk register as a risk. It is being actively managed by the Strategic Procurement Manager:

- 411 - Visibility of commercial activity and procurements - If we do not promptly cleanse the contracts register data from the go live date 24.02.2025 and understand pipelines, then there is a risk that the procurement team will not have visibility of all commercial activity, and something could be missed.

Overview of risks:

A total of six risks increased since their last assessment. Those that increased were:

- 127 - Cheltenham Carbon Neutral - If we fail to make Cheltenham carbon neutral by 2030 then we will not achieve our corporate objectives.
- 126 - Failure to make the Council Carbon Neutral by 2030 - If we fail to make the Council carbon neutral by 2030 then we will not achieve our corporate objectives.
- 199 - Government's Fair Funding Review - If the Government review concludes significant changes to business rate retention, Government grant funding or Council Tax generation for Cheltenham then the MTFS budget gap may increase, requiring greater savings than already planned.
- 410 - Devolution – If Gloucestershire is not part of an effective strategic authority it may reduce or limit the councils ability to secure funding and investment and take advantage of devolution powers offered.
- CH2 - Property Compliance - If there is ineffective management of property compliance then this will result in regulator intervention and reputational damage.

- CH1 – Housing Revenue Account - If the housing revenue account becomes unviable then this may result in the council being unable to fund service delivery, investment in existing homes and the delivery of new housing.

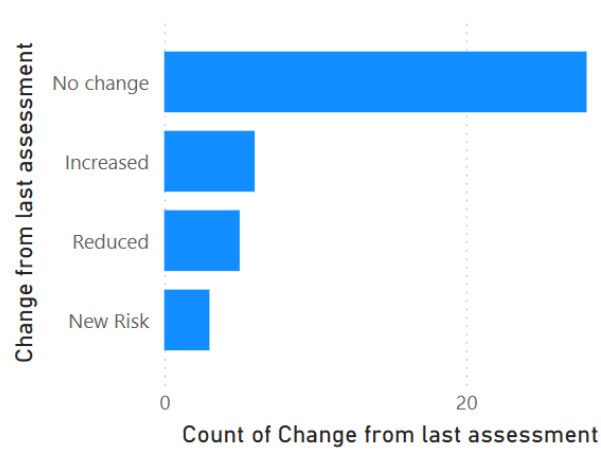
Five reduced since their last assessment. Those that reduced were:

- 52 - Medium Term Financial Strategy - If CBC is unable to come up with long term solutions which bridge the gap in the medium-term financial strategy, then it will find it increasingly difficult to prepare revenue budgets year on year without making unplanned cuts in service provision.
- CH3 - Stock Condition Data - If there is a failure to maintain accurate, in date stock condition data then this means we are unable to plan spend, evidence investment, demonstrate accurate decent homes data and provide assurance that tenant's homes are safe.
- 360 - Cost of Living Crisis - If the cost-of-living crisis continues with energy, interest and other costs driving up inflation (compounded by global tariffs and economic instability) then there is a risk of recession which will impact on the councils financial stability, our ability to deliver services & major developments and have a negative impact on our customers & staff.
- 347 - Energy Costs (Gas & Electric) - If energy costs keep rising / fluctuating as per the current market then it impacts on our ability to accurately budget/forecast expenditure & may impact on the investments we can make in projects / programmes whilst still being able to achieve our MTFS.
- 168 - Ability to resource/manage multiple concurrent incidents - If we have multiple concurrent incidents we may not be able to resource them all & this will impact effectiveness of response & impact business continuity.

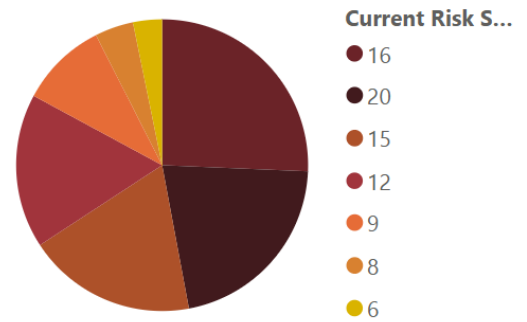
The below data shows that most risks did not change from their last assessment.

The three business areas that hold the most risks on the corporate risk register are housing, finance, and general organisational risks.

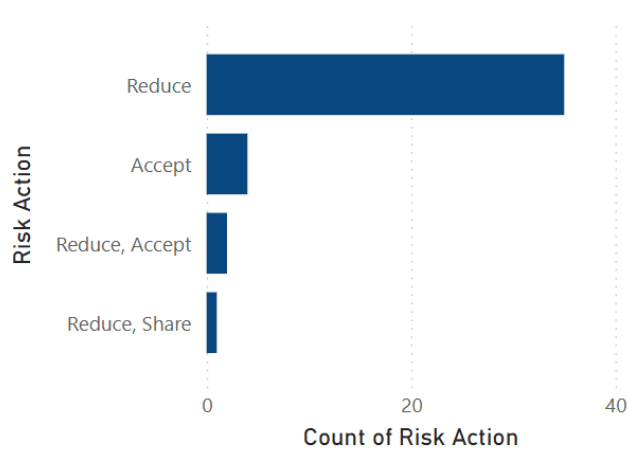
Change from last assessment



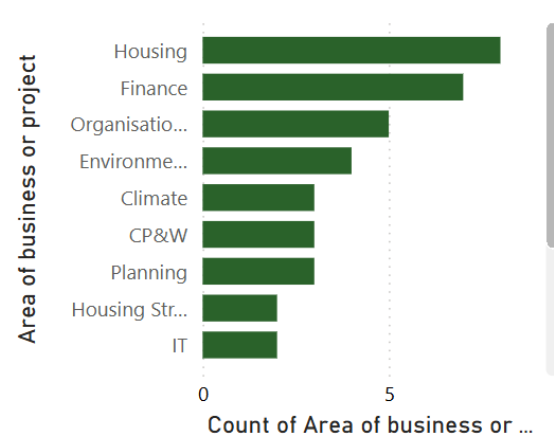
Current Risk Score



Risk Action



Area of Business



The highest risks on the corporate risk register are:

The below risks have a risk score of 20 overall.

1. Golden Valley - If a high contribution to J10 is required then this will significantly impact financial viability and If GCC do not agree to the Highways modelling approach, local network improvements and active travel measures then it will delay Outline Planning Approval (OPA) and the overall programme.
2. Leisure & Culture Venues - If the council does not have a long-term vision & investment plan in place for its leisure & culture venues then significant unplanned maintenance, repairs & investment may be required to keep the venues running & it may undermine the ability of the Trust (or any future provider) to run leisure & culture services in a profitable way.
3. Carbon Neutral - If we fail to make Cheltenham carbon neutral by 2030 then we will not achieve our corporate objectives.
4. Government's Fair Funding Review - If the Government review concludes significant changes to business rate retention, Government grant funding or Council Tax generation for Cheltenham then the MTFS budget gap may increase, requiring greater savings than already planned.
5. Prioritisation of capital resources – If CBC are unable to prioritise medium term projects and programmes which require significant capital financing then it will increasingly have to rely of borrowing to fund service investments increasing the pressure on our revenue budgets to fund repayments

Contact Officer: Victoria Bishop

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