

<b>APPLICATION NO:</b> 14/01928/FUL	<b>OFFICER:</b> Mrs Lucy White
<b>DATE REGISTERED:</b> 23rd October 2014	<b>DATE OF EXPIRY :</b> 22nd January 2015
<b>WARD:</b> Pittville	<b>PARISH:</b> PREST
<b>APPLICANT:</b>	Uliving And University Of Gloucestershire
<b>LOCATION:</b>	Pittville Campus, Albert Road, Cheltenham
<b>PROPOSAL:</b>	Erection of a student village incorporating 577 new-build student bedrooms, the refurbishment of the existing media centre (which will include a reception/security desk, a gym, retail facilities, multi-faith area, refectory and bar, quiet study area, laundrette, ancillary office space), and the provision of a mixed use games area. In addition, the proposal involves the demolition of existing teaching facilities and the retention and refurbishment of 214 existing student rooms.

### ADDITIONAL REPRESENTATIONS

Flat 2  
 Malvern Hill House  
 East Approach Drive  
 Cheltenham  
 Gloucestershire  
 GL52 3JE

**Comments:** 9th July 2015

Pittville Campus Concerns - final summing up of objections

Before the Council Planning Meeting on 16 July, Pittville Campus Concerns wishes to re-stress the dangers of this application, all dismissed by the UoG as not its responsibility or not planning issues. We support the need for the UoG to provide additional student accommodation, but "400 not 800" is what would be needed to resolve the dangers of this application which:

- Crams 800 students, plus staff, guests and visitors onto a tiny site of 6.5 acres far away from teaching facilities and town centre. Nowhere else in the UK will have so many students on such a small site in such a residential area
- Will increase local population density to 11 times greater than rest of Pittville
- Has only 120 parking spaces for up to 1,000 site users. Students are not allowed to bring cars to site and will be forced to park them wherever they can in the area
- Has potential for much increase in local traffic and jamming at peak times
- Will put substantial additional pressure on utilities: eg local foul drainage, increasing flooding risk, plus much increased use of electricity, broadband and gas.
- Has an untested, hypothetical "800 student management plan" depending on 10 student volunteers, and a few managerial, security and support staff
- Is an "experiment", U-Living admits no experience in managing this type of site
- Will lead to substantial increase in "foot traffic" in main streets and Pittville Park, threatening the quality of a beautiful and unique Conservation Area
- Will increase noise and anti social behaviour perpetrated by minority of students at night, proposed transport to take students home from night clubs is inadequate
- No police resources available, student patrols not sustainable in long term.
- The buildings remain too high, too harsh, not in keeping with the area
- Is residential only, its private retail element might adversely affect local shop

This application as it stands will lead to a serious degradation of quality of life for local residents and contravenes Borough Council development policy. It does NOT "create an attractive

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environment" nor "reduce the need to travel" nor "make provision for parking" as stipulated by Policy CP1 "Effective protection of the environment".

With regard to Policy CP4 "Safe and Sustainable Living", this application does NOT refrain from causing unacceptable harm to the amenity of adjoining land users and the locality, it does NOT refrain from causing environmentally unacceptable levels of traffic, it does NOT refrain from giving rise to potential crime, or to the significant fear of crime and it could endanger public safety. It will also degrade Cheltenham's beautiful heritage.

All the problems described above would be resolved or at least reduced at a stroke by having "400 not 800" students or even 450-500 students, with the resultant reduction in buildings, population density, car parking, travel, and utilities use. This would be fair to the University and to Pittville residents. However the University, despite its efforts on paper on its "student management plan" has consistently ignored the residents root concern, ie the development has too many people in the wrong place.

Dr Diane Savory  
Oxstalls Campus  
Oxstalls Lane  
Gloucester  
GL2 9HW

**Comments:** 8th July 2015

We know that Gloucestershire is a prosperous economic area with huge latent potential. However, it needs help in unlocking that potential in order to achieve the type of economic growth that the whole country should aspire to - high skill, knowledge intensive, sustainable, with a high proportion of manufacturing and export industries, and offering an exceptional quality of working life.

The Gloucestershire Local Enterprise Partnership's (GFirst LEP) work with the University of Gloucestershire is playing a crucial role in helping drive economic growth in both Cheltenham and the wider county.

The University brings over £151 million of value to Gloucestershire every year and supports more than 2,160 jobs in the county. Its graduates add almost £200 million of value to the UK economy every year and the student community spends £28.3 million annually in Gloucestershire.

If we are to realise our plans for the county, it is crucial that our education institutions are supported to thrive and grow, so we can attract and retain talent to the county and realise the objectives GFirst LEP has set out in its Strategic Economic Plan for Gloucestershire.

Working with the University, we have already together established The Growth Hub at the Oxstalls Campus with plans to develop offices throughout the county. I believe that the success of the University's planning application for the Pittville Student Village is crucial to Gloucestershire's continued economic development.

In our Strategic Economic Plan for Gloucestershire, we have set the target of creating over 33,000 new jobs. We also know from the Gloucestershire Skills Statement that there will be shift away from lower-skilled employment and that many employers are reporting skills gaps. With an aging population, it is vital that the county can attract new talent and the University plays a crucial part in achieving this. More than a third of its graduates already choose to stay and make their career in the county.

Part of the University's ambition for growth involves attracting additional students in an increasingly competitive market. Redeveloping the Pittville Campus to create a 791-bed student

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village will allow the university to strengthen and grow its position in the fiercely competitive higher education sector by providing the kind of high quality accommodation the market demands. Realisation of this project will release millions of pounds to enable the University to invest heavily in developing additional outstanding teaching facilities that is crucial if the University of Gloucestershire is to appeal to prospective students.

A highly skilled workforce for Gloucestershire is one of the key aims in GFirst LEP's Strategic Economic Plan, and so every effort made towards this will support the growth of the county's economy. We will continue to support the University of Gloucestershire's ambition to develop and expand, as a vital component in the economic growth of our county. Cheltenham must continue to support the University too, as failure to do so will not only severely compromise the growth of the university, but negatively impact the growth of the economy of Cheltenham and the wider county.