

The image is a horizontal collage of four distinct scenes. From left to right: 1. A horse race in progress, with several jockeys on horses in colorful silks (blue, green, yellow) competing on a track. A large crowd of spectators is visible in the background. 2. The interior of a cafe or bar, showing a person in a white shirt behind a counter and another person in a red shirt in the foreground. 3. A large, ornate fountain with multiple tiers and a central water spout, set against a clear blue sky. 4. A close-up of a white stone statue, possibly a classical figure, with intricate details. The text 'Cheltenham Placemaking Vision' is overlaid in a white, italicized serif font across the center of the collage.

Cheltenham Placemaking Vision

Cheltenham's inheritance

Cheltenham can take pride in its great history and heritage, and this legacy must be the basis on which its future is built. Over the last 250 years, the town has seen periods of rapid growth, and periods of relative inactivity, but to thrive, the town must evolve and embrace change.

- spa waters discovered 1716
- Salubritas et Eruditio - health & learning
- coaching stop on the Fishguard - London A40
- King George III partakes of the restorative waters 1788
- Cheltenham Gloucester Tramroad 1811
- Forerunner of the University founded 1834
- Merrets town plan 1834
- Pitville Estate 1824
- Teacher Training College 1847
- Cheltenham Gloucester Railway 1840
- Cheltenham Synagogue 1837
- Birmingham & Gloucester Railway 1840
- Josephine Butler campaigner against child prostitution 1857

a place where everybody thrives

- Edward Wilson accompanies Scott to the south pole 1912
- Theresa Bailey awarded the Red Cross 1917
- Festival of Performing Arts 1927
- Cheltenham Music Festival 1945
- Cheltenham Literature Festival 1949
- Gloster Whittle first Jet engine
- Sandford Parks Lido 1935
- Cheltenham Flyer 1931
- Staverton Airport 1931
- Cheltenham Trust founded 2014
- Bangladeshi Community 1995
- UCAS formed 1992
- Superdry founded 1985
- Cheltenham Muslim Association 1984
- M5 motorway 1960's
- GCHQ 1951
- Cheltenham Minster 2014
- Hindu temple 1986

Placemaking vision

To help shape the way Cheltenham will change, the town has embarked on a 'place making' plan. The first step of this journey is seeking to build a consensus for a new vision for how the town can flourish through enhance its unique characteristics.

Core values

Cheltenham's new vision is focused along four core values that form part of the lifeblood and heritage of the town. The vision re-connects with these themes to underpin the vision.

creativity *edgy inventive imaginative inspirational sparky*

a pioneering spirit *original enterprising aspiring*

nurturing *foster cherish nourish sustain regenerate*

connecting & reconnecting *building linking uniting combining community*

Words in the cloud include: economy, choose, app, social, space, sure, range, skills, Linkages, infrastructure, recognising, wide, being, thrive, town, dig, talent, chances, FE, local, feel, secured, brand, access, safety, clear, arrival, wish, new, right, reduction, All, civic, centre, age, night, develop, offer, marketing, relevance, complete, Currently, after, about, diverse, food, businesses, opportunitie, young, sectors, schools, vibrant, employers, affordable, manage.

Cheltenham now

The borough's economy supports around 72,000 jobs across sectors such as; defence, aerospace, electronics and tourism.

But the rate of economic and job growth is below average as are productivity rates.

Tourism plays a large part in defining the town, with festivals and the Gold Cup horse racing event raising the town's profile worldwide.

Yet the number of overnight stays is falling.

Schools in Cheltenham are high performing both in the state sector and the independent sector.

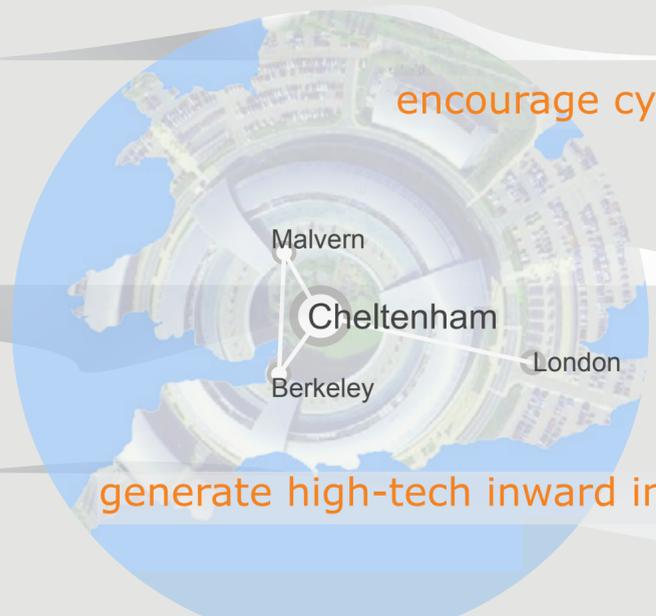
However the town does not have compelling reasons for young people to stay, with high housing costs and limited skilled employment.

Cheltenham has diverse empowered communities, and although the borough has some of the most affluent communities in the country, it also has some of the poorest.

Initial consultation

The first round of consultation with partners and community groups has generated a long list of visions for Cheltenham, a snapshot of some of these ideas are outlined here.

re-define Cheltenham's brand to grow the tourism sector



encourage cycling & walking



generate high-tech inward investment

build links between schools, colleges & the university to employers to expand apprenticeships & traineeships

ensure a cycling legacy from the 'Tour of Britain'

rejuvenate the built heritage to support inward investment

enable a new cyber security centre of excellence



re-invent the Town Hall as a cultural hub

ensure edge of town businesses & town centre businesses can work together

grow the festivals and cultural events to re-animate the town's streets, spaces & parks

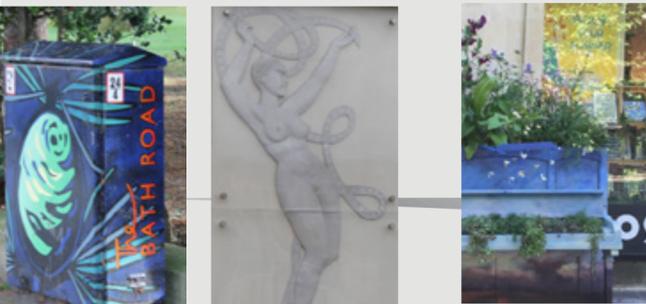
... where businesses choose to invest

... where visitors choose to visit, stay and return

... where younger people can study and prosper

foster an entrepreneurial spirit to encourage pop-up businesses

develop talent pathways to help retain younger people



establish a creative quarter to make space for start-ups

build inclusive communities



inspire resident & volunteer action

create a high quality public realm accessible to all

implement a rapid transit link between the station & town centre

invest in faster connections regionally & to London

encourage family & child focused activities

help older people to be active & connected



re-imagine parks & streets to connect people to the place, heritage & each other

revamp Cheltenham Spa station



lobby for an all direction Junction 10 to support growth

bring together the retail offer across the town centre and local centres

deliver super fast broadband



... where everyone has opportunity to live in thriving communities

Measuring success

The vision is being developed through consultation and this process will continue as the vision builds. Collaborative working is fundamental to our way of working and will be key to defining this new future.

For the vision to succeed it must be measured and tested to benchmark progress. The actions developed through the place making process will demonstrate if the vision is delivering our outcomes.

- the local economy thrives, for employers and employees across a wide range of sectors
- the visitor economy thrives, building on a new brand image for the town
- younger people thrive, and can fulfill their potential in education, employment and free-time
- communities thrive with a sense of wellbeing in a safe, healthy, inclusive environments.

A Place Where Everybody Thrives

Town Hall-

Re-invent as a culture and learning hub, bridging local community activities to national and international audiences, creating Cheltenham as a 'place for people'

Cyber-security hub-

Lever in high quality business spaces and homes in ways that ensure local communities share the benefits.

Affordable housing-

Ensure the growing needs are met by close working with Cheltenham Borough Homes and other providers.

Public realm-

Re-juvenate the towns streets & spaces as inclusive, social and active cultural experiences.

Next steps

This is the start of a conversation about how we work collaboratively to realise the vision. Over the next few months we will be developing an action plan prioritising four ideas.

We look forward to working with you.

key partners

Cheltenham Borough Homes Cheltenham Business Improvement District Cheltenham Chamber of Commerce Cheltenham Civic Society Cheltenham Development Taskforce Cheltenham Festivals Cheltenham Racecourse Cheltenham Trust Cheltenham Voluntary and Community sector Gloucestershire County Council Gloucestershire Local Enterprise Partnership Gloucestershire University

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