

APPLICATION NO: 20/00119/COU		OFFICER: Miss Michelle Payne
DATE REGISTERED: 23rd January 2020		DATE OF EXPIRY : 19th March 2020
WARD: Pittville		PARISH:
APPLICANT:	Chapel Spa Ltd	
LOCATION:	Chapel Spa, North Place, Cheltenham	
PROPOSAL:	Change of use of existing spa (Use Class D1) to hotel (Use Class C1) with associated internal and external alterations	

REPRESENTATIONS

Number of contributors	8
Number of objections	0
Number of representations	0
Number of supporting	8

Russet Cottage
Kilham Lane
Shipton Oliffe
Cheltenham
Gloucestershire
GL54 4HX

Comments: 6th April 2020

I have just become aware of the planning applications mentioned above, and felt that I had to offer my support for this proposal. From my direct knowledge I can provide the following information to confirm that this is a very expensive building to maintain

I leased North Place Chapel from the church who owned it in 1994, and converted it into Chapel Rock Gym, installing a large climbing wall attached to the east end wall of the building, and carrying out major building works throughout.

In 2001 I purchased the building and converted it into a Day Spa also investing significantly in order to install a pool and carry out everything necessary to affect the complete change.

In 2004 Centre Parks purchased the building as a day spa, and even though they created additional treatment rooms it failed to make a profit, and they sold it in 2007 for a significant loss.

Another owner, who I do not know, bought the building in 2007 and ran it as a day spa.

In January 2015 I was passing Chapel Spa and noticed that a great deal of exterior stonework was being carried out to the perimeter wall and the front west facing wall of the building.

For quite some years the building had been suffering, firstly with the perimeter wall collapsing and trees growing through it, and the North Place frontage also giving a very shabby and crumbling appearance. I was pleased to see that someone was obviously

taking care of the building, and I was interested enough to pop into the spa to see what was going on.

I met the new owner and he was very interested to find out about my history with the building as he was trying to get a feel for the past experiences of previous owners to be able to use those experiences as a guide on what to do, or not to do, for the future. I thought that was wise, and told him all I knew.

I have a strong emotional attachment to Chapel Spa, it is that kind of building, and with the development that is proposed, it will last and be looked after for a very long time. It is in the owner's interest as a hotel to keep the appearance of the building as good as possible, as appearance counts a great deal for a hotel.

I acknowledge that the present model of Chapel Spa is a concept of its time, it was fresh and novel when I introduced it in 2001, but now it is time to move on, and converting the building to a Spa Hotel will be adding to its history, and underlining that Cheltenham is a destination.

Also there is no other Spa Hotel in the Town Centre, and therefore it would be a good story, as it would show that Cheltenham could move on with the times. The proposals are in keeping with the premises, and would be one of Cheltenham's main destinations.

It seems obvious that this solution is absolutely perfect for the building. It is also brave, in this incredibly difficult time for businesses.

I wholeheartedly support these planning applications.

4 Vale Road
Bishops Cleeve
Cheltenham
GL52 8ER

Comments: 16th April 2020

As the change of use will protect all original features within the building I see no reason for the application not to be approved.

Restricting any change of use within the building will stop this business from diversifying in economically hard times. Allowing this minor change in terms of how the building is used will allow for a more consistent revenue stream and support the local area in terms of tourism and business.

Additional jobs will be created and externally nothing will change for this building. The site already has provision of parking spaces which means No change in terms of impact on the local parking situation.

Unit 3
Maida Vale Business Centre
Maida Vale Road Cheltenham
Gloucestershire
GL53 7ER

Comments: 17th April 2020

We are in full support of this expansion to Chapel Spa. There are multiple benefits that this expansion would have in Cheltenham. It would be a great use of a beautiful historic building, increase employment locally and increase local revenue with all the great events and festivals that Cheltenham holds, to name a few.

Chapel Spa and ourselves have a long business relationship. The owner is a very knowledgeable person and is always looking for ways he can improve his business. Given the global situation, it's great that he is still investing into the business and pursuing his plans to improve.

Rosemead
17 Eldorado Road
Cheltenham
Gloucestershire
GL50 2PU

Comments: 21st April 2020

On behalf of Cheltenham Chamber of Commerce:

We are writing in support of the applications. We fully appreciate that there are a number of difficult issues for consideration such as its Listed status and the lack of alternative uses but on this particular occasion we would suggest that the commercial considerations outweigh the others and hope that you will be able to grant consent so that the business can continue to develop and investment can continue.

5 Sherborne Place
Cheltenham
Gloucestershire
GL52 2RS

Comments: 15th April 2020

This would be a terrific idea and allow a small business to compete in these very hard times. A great use of an Historic building which is all ready being maintained well. The impact on parking etc, would be very low in comparison to a lot of the usual retirement / flat developments which have been allowed locally. To have such a building well maintained and with a chance to compete would be a refreshing change from the steel/concrete/wood clad builder boxes we generally see being built by contractor lead Cheltenham!

I fully support this application.

The Barn, Banks Green
Upper Bentley
Redditch
B97 5SX

Comments: 4th April 2020

I have been going to Chapel Spa for several years, and always thought that it was under used as a building, and could do with expanding upstairs to provide other facilities.

I think the addition of en-suite rooms is an excellent idea, and would also boost the town centre with a few more tourists. Heaven only knows we need some kind of help for our poor town centre businesses, once Coronavirus has been defeated. Now is the time to plan for town centre revivals all over the country.

Well done the owner of Chapel Spa, very brave and go getting, in these awful depressing circumstances.

I sincerely hope that the council also supports your application.

128 London Road
Cheltenham
Gloucestershire
GL52 6HJ

Comments: 17th April 2020

I would like to give strong support to the application has made concerning Chapel Spa.

My main interest in supporting the application is one of preserving an important Cheltenham building.

The building is of historical value in the town, and as such, should be preserved. This will require ongoing financial commitment. I was an elder in North Place church when we undertook large renovation works including a new roof, wall renovation, balcony renovation and new staircases in the entrance hall. I mention this because I know only too well the costs of the upkeep of such a building. Having seen inside Chapel Spa and spoken to, I believe that he is sufficiently aware of these costs and is prepared to meet them. He has looked after the building amazingly well. I doubt that you would find anyone else with such a commitment to preserving the building. I would mention, for example, the commitment to replacing the ground floor windows in line with the original design, as mentioned in the other supporting documentation. Not many prospective owners would consider doing this. No doubt you are aware of the historic place the building holds in the town. To preserve it needs an owner who is prepared to provide the required financial commitment. has this commitment.

My secondary reason for supporting the application concerns encouraging business in the town.

Without the extra income that a Hotel service would provide it is doubtful that the Spa services alone could survive. This would not only mean a loss of jobs, but closing down

the business would also mean that this would become one more area in our town that would fall into disrepair.

In short, I believe that granting application is the only viable route to keeping the building in good repair, and, at the same time, helping the local economy.

One more thing. is also concerned about usage of the building. It is his desire that the building would not become a nightclub or some other "less reputable" place. Please find your way to accepting application.

78 Vale Road
Bishops Cleeve
CHELTENHAM
GL52 8ER

Comments: 15th April 2020

I'm in full support of this application - the exterior of the chapel will remain intact and in keeping with it's current form, helping to ensure the aesthetics of the property remain unchanged.

The spa is a welcome addition to the local area which currently does not have many options for this. Adding rooms inside will increase the employment requirements of the company, meaning more staff will be employed locally. Given the current situation it is great that a local company is still looking to invest in their business, and having more ability for people to come and stay at the spa will also increase the footfall for local restaurants by people coming to stay.