



# Golden Valley Development SPD Consultation Statement – Appendix 2

Report produced by Commonplace for Avison Young, Cheltenham Council & Tewkesbury Council

Version 1.2 - 23/03/20

# Introduction

The purpose of this presentation is to feedback on the headline issues arising in response to the recent consultation on the Cyber Central Garden Community Supplementary Planning Document (SPD).

Consultation on the SPD was conducted via a online engagement platform – Common Place. This presentation provides a breakdown of the headline data, <https://cybercentral.commonplace.is/>, which ran between 13 January 2020 and 17 February 2020.

On the Commonplace platform proposals were split across 6 different pages, 5 of which included a comment form - this usually comprised an 'emoji' sentiment scale and a combination of multiple choice options and free text fields. Respondents were not required to fill in all fields. Where a comment is mentioned in this presentation, it refers to any response made on any of these pages, regardless of whether a free text response was included. Respondents were able to comment on as few or as many of these pages as they liked - they were also able to make multiple comments on one page if they chose to.

This presentation on the summary of issues slides, also picks up the headlines drawn from comments from statutory consultees and other key stakeholders

The postcode question and all demographic questions were optional.

2979

People visited the website

157

People gave feedback

213

Comments were made

191

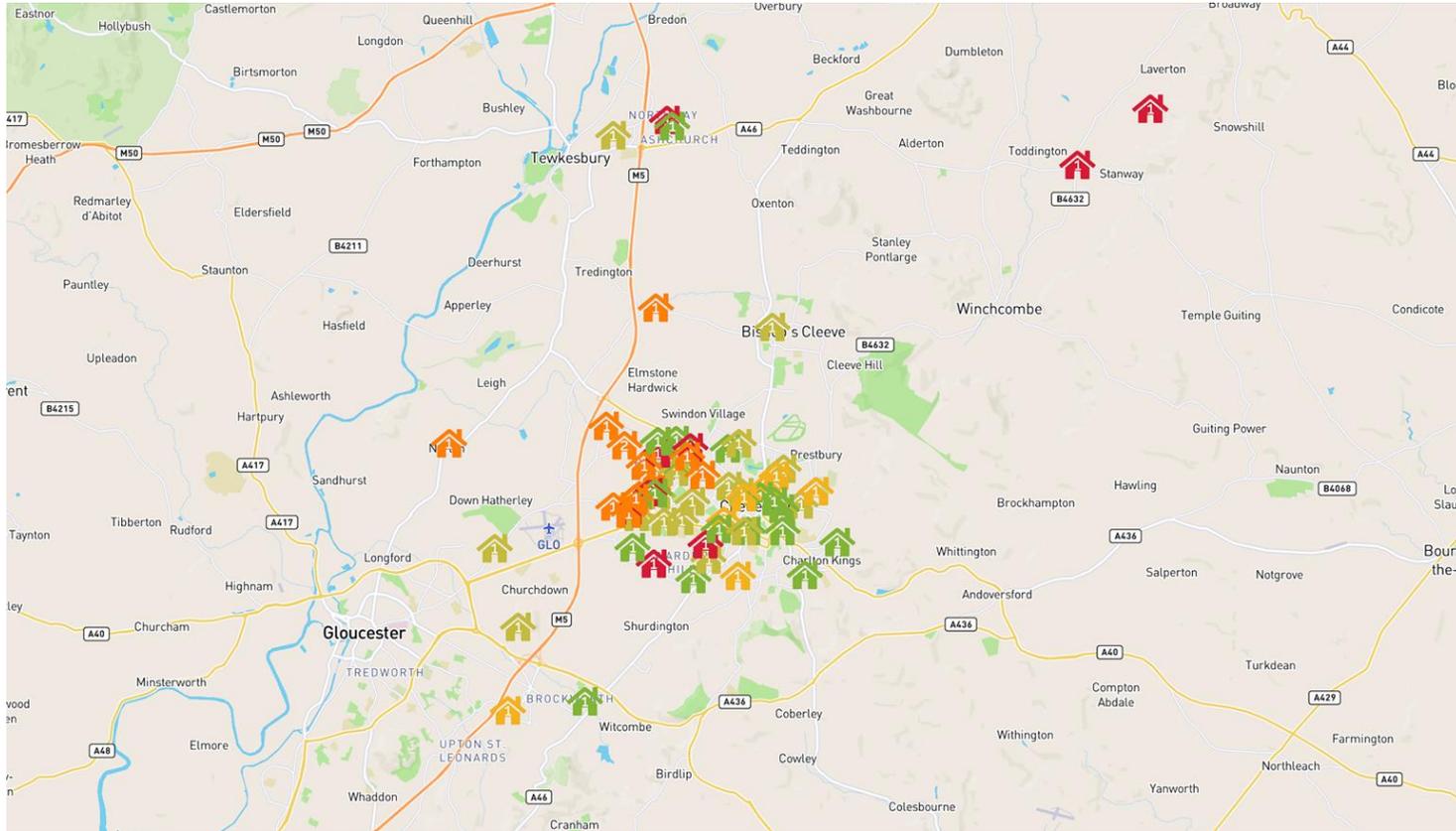
Agreements were made

78

People subscribed to project news

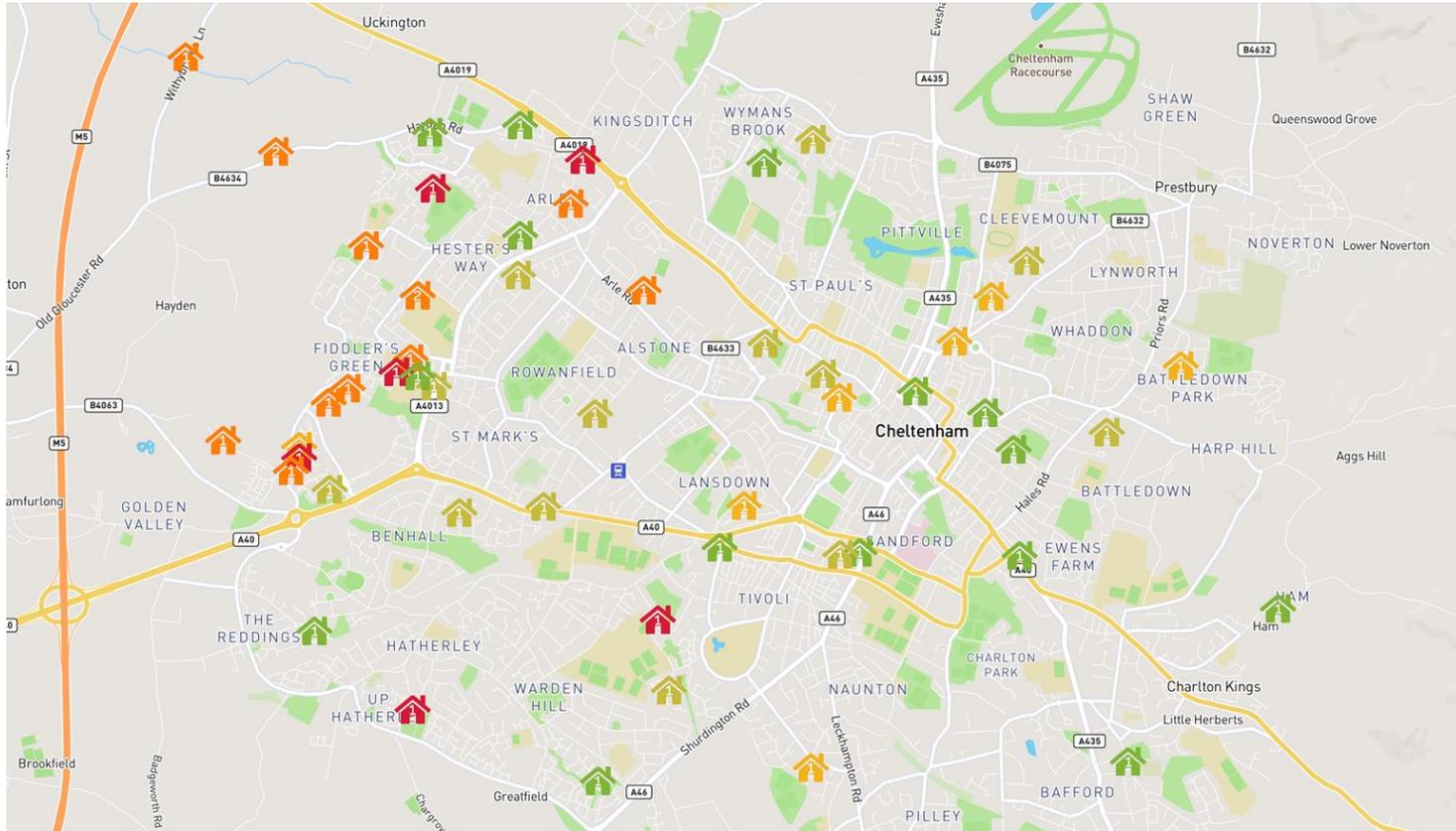
Headline figures

# Respondent analysis



This is a map of respondents' postcodes. The number corresponds to the number of respondents from that postcode, the colour corresponds to the average sentiment of those respondents across all comments they made.

# Postcode map



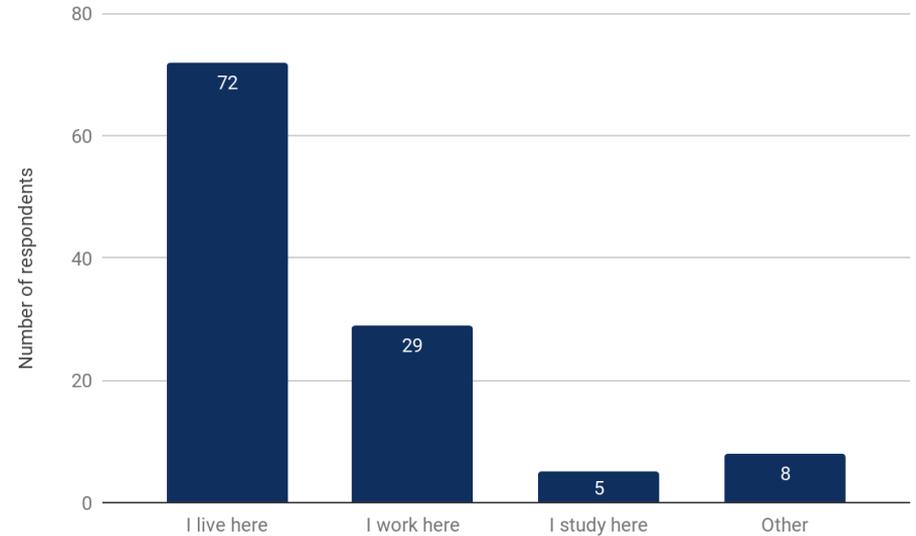
This is a map of respondents' postcodes. The number corresponds to the number of respondents from that postcode, the colour corresponds to the average sentiment of those respondents across all comments they made.

Postcode map (zoomed)

# Connection to the area

The chart opposite shows what connection respondents had to the local area.

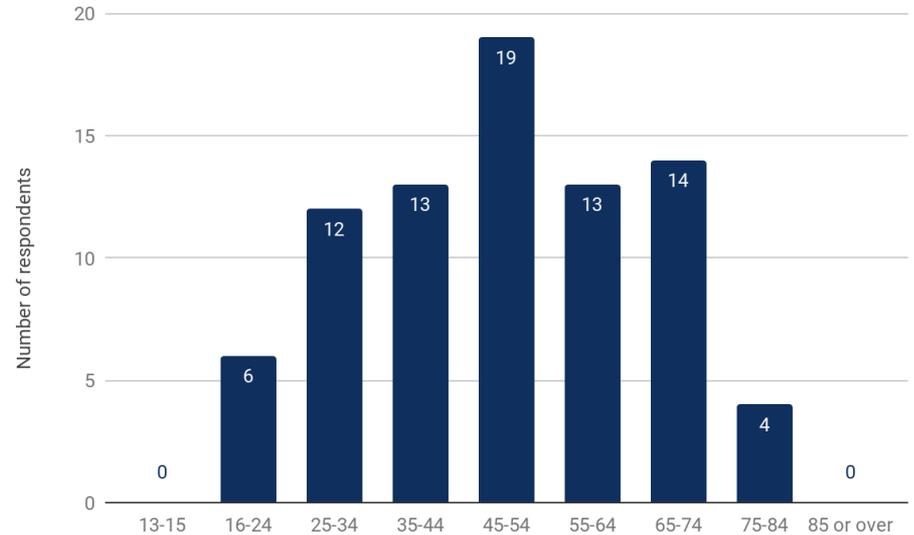
Respondents could choose multiple options and the question was optional.



# Age group

The chart opposite shows the age group breakdown of respondents who chose to share this information.

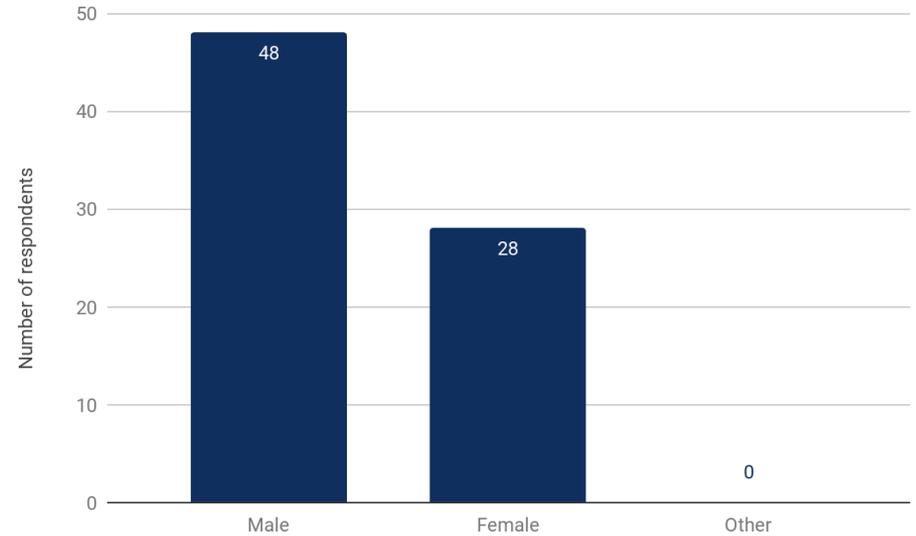
This question was optional.



# Gender

The chart opposite shows the gender breakdown of respondents who chose to share this information.

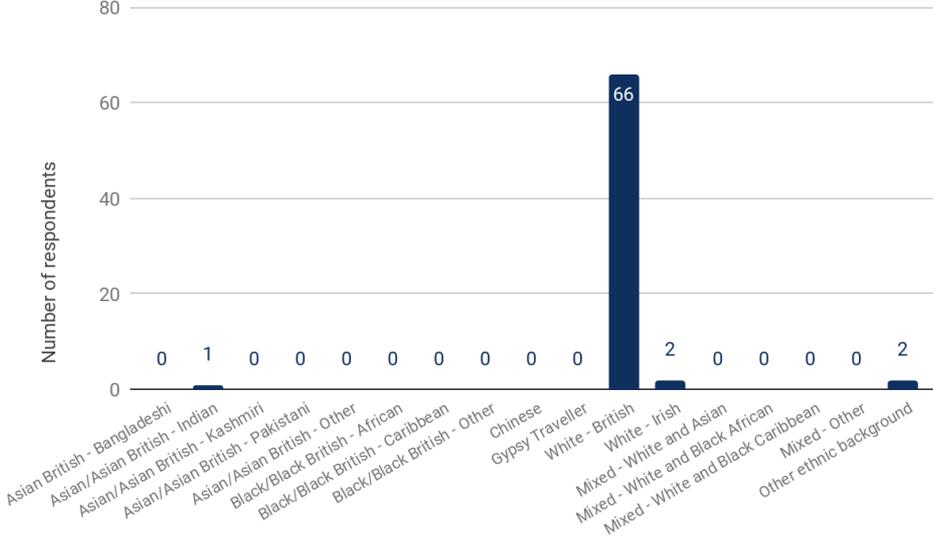
This question was optional.



# Ethnicity

The chart opposite shows the ethnicity breakdown of respondents who chose to share this information.

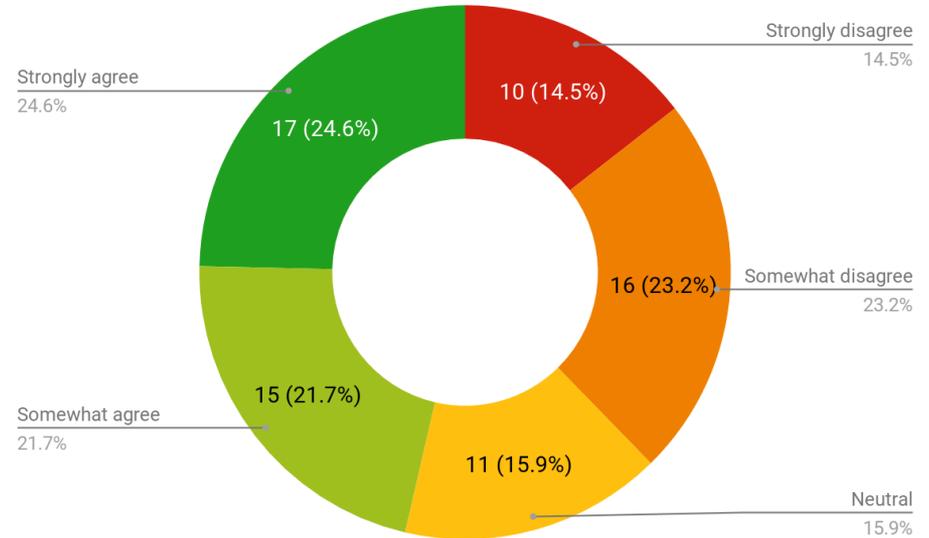
This question was optional.



# Contribution analysis

# The Vision for Cyber Central

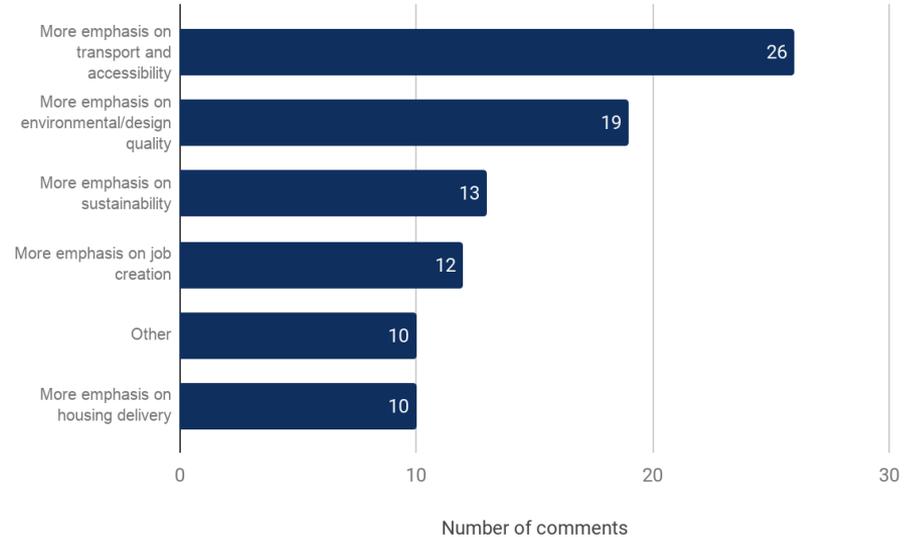
Respondents were asked to indicate their response to the question 'How strongly do you agree with the vision for the Cyber Central Garden Community?' using the emoticon scale shown below. The chart opposite shows how many times each face was selected.



# The Vision for Cyber Central

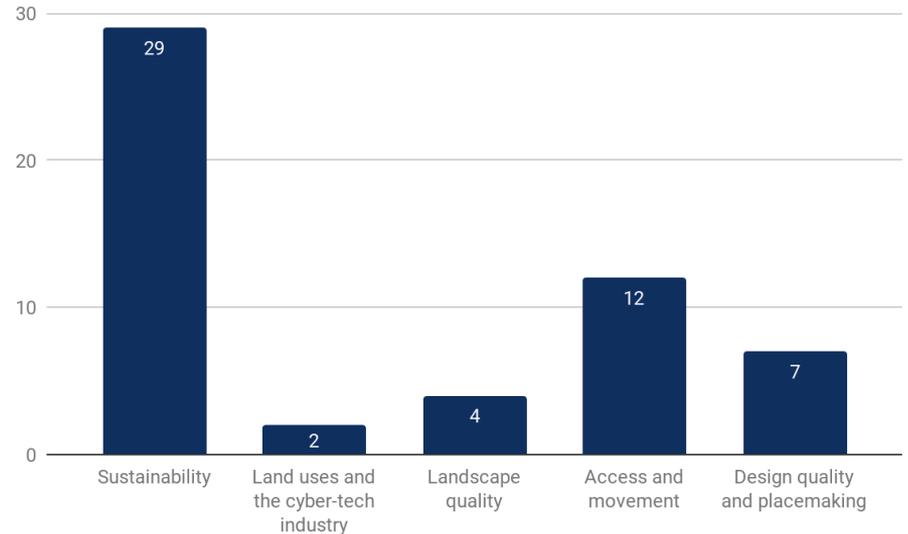
This chart shows responses to the question 'Are there elements to the vision which you feel are missing?'.

Multiple options could be selected from a list of pre-set answers.



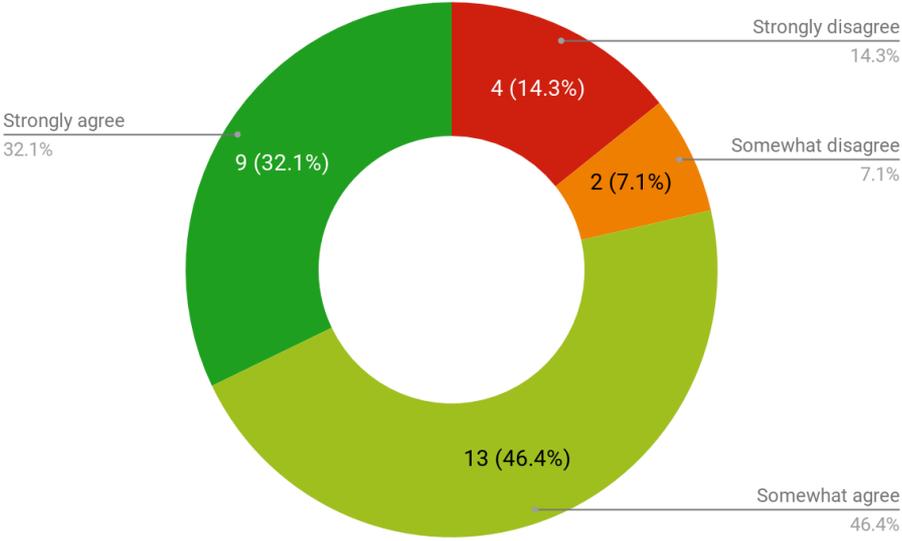
# The Vision for Cyber Central

Respondents were asked 'The masterplan for Cyber Central encompasses a number of themed strategies. Of the following, which masterplan theme do you think should take priority in future decision making as development comes forward?', and were able to rank the following options in order of priority: 'Sustainability', 'Land uses and the cyber-tech industry', 'Landscape quality', 'Access and movement' and 'Design quality and placemaking'. The chart opposite shows how many times each option was ranked as top priority.



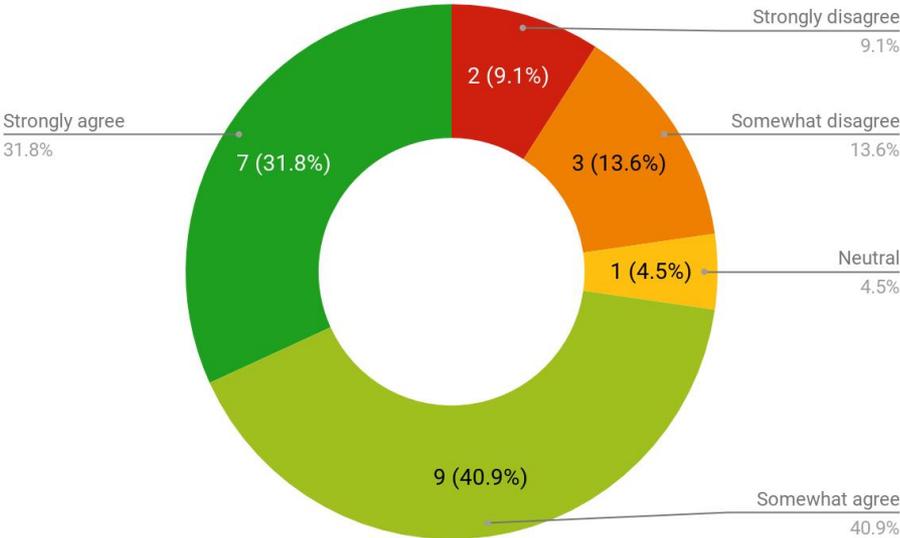
# Sustainability and Land Use

Respondents were asked to indicate their response to the question 'Do you agree with the sustainability objective?' using the emoticon scale shown below. The chart opposite shows how many times each face was selected.



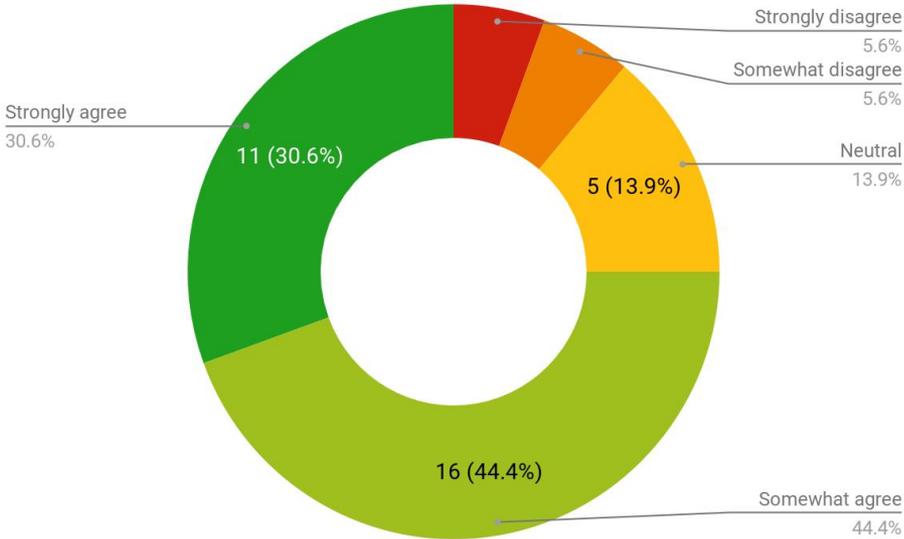
# Sustainability and Land Use

Respondents were asked to indicate their response to the question 'Do you agree with the land use objective?' on a scale from 'strongly disagree' to 'strongly agree'. Only one option could be selected. The chart opposite shows how many times each option was selected.



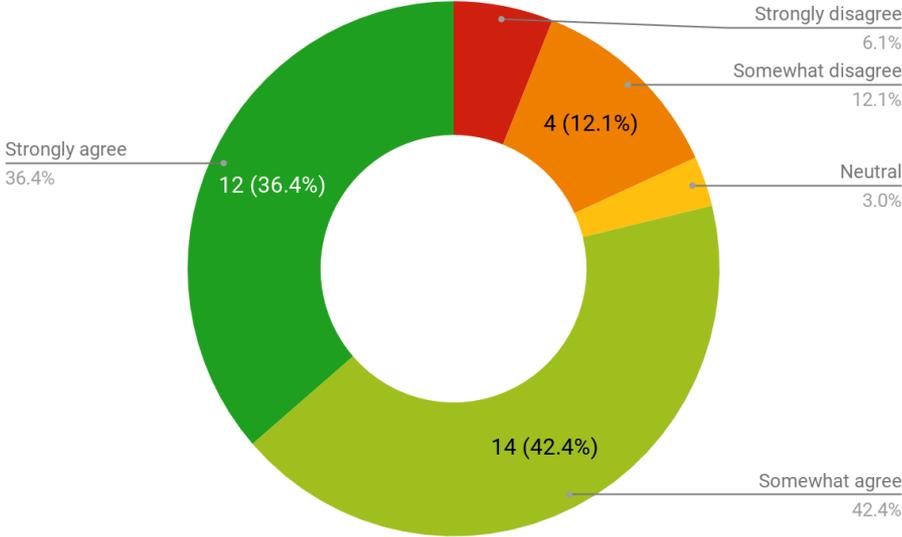
# Landscape and Movement

Respondents were asked to indicate their response to the question 'Do you agree with the landscape objective?' using the emoticon scale shown below. The chart opposite shows how many times each face was selected.



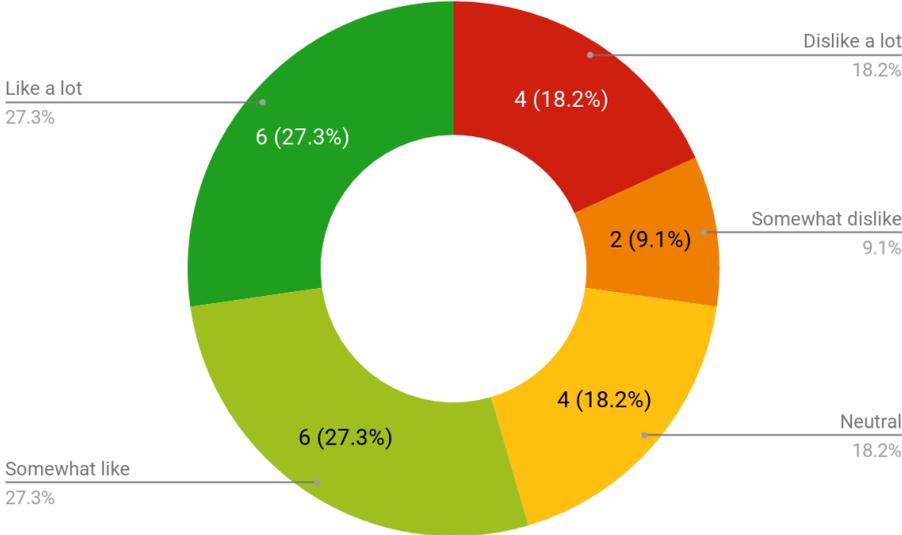
# Landscape and Movement

Respondents were asked to indicate their response to the question 'Do you agree with the movement objective?' on a scale from 'strongly disagree' to 'strongly agree'. Only one option could be selected. The chart opposite shows how many times each option was selected.



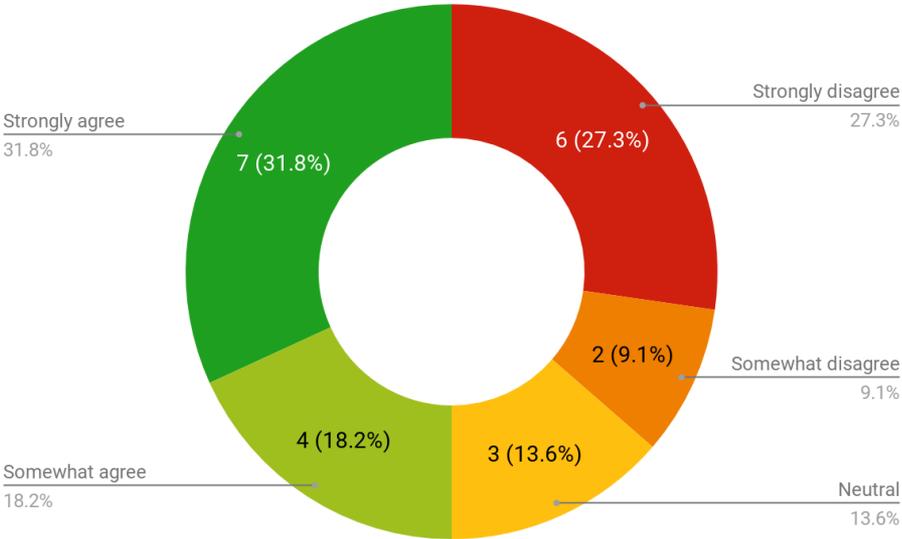
# Placemaking and Design Quality

Respondents were asked to indicate their response to the question 'Do you like the vision presented for the different places within Cyber Central?' using the emoticon scale shown below. The chart opposite shows how many times each face was selected.



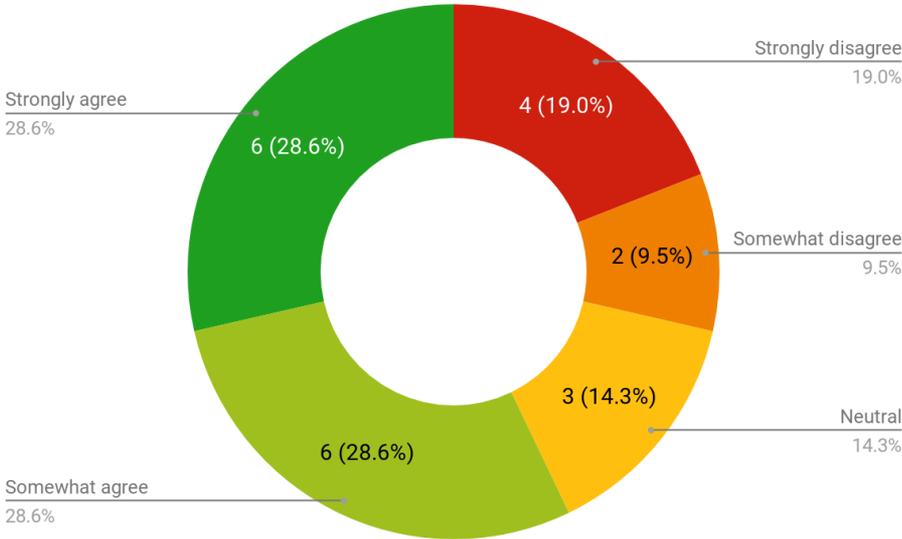
# Placemaking and Design Quality

Respondents were asked to indicate their response to the question 'The focus of Cyber Central, dedicated to the development of cyber technology research, skills, business and capability, is seen as near the junction with Telstar Way, close to GCHQ. Do you agree with this?' on a scale from 'strongly disagree' to 'strongly agree'. Only one option could be selected. The chart opposite shows how many times each option was selected.



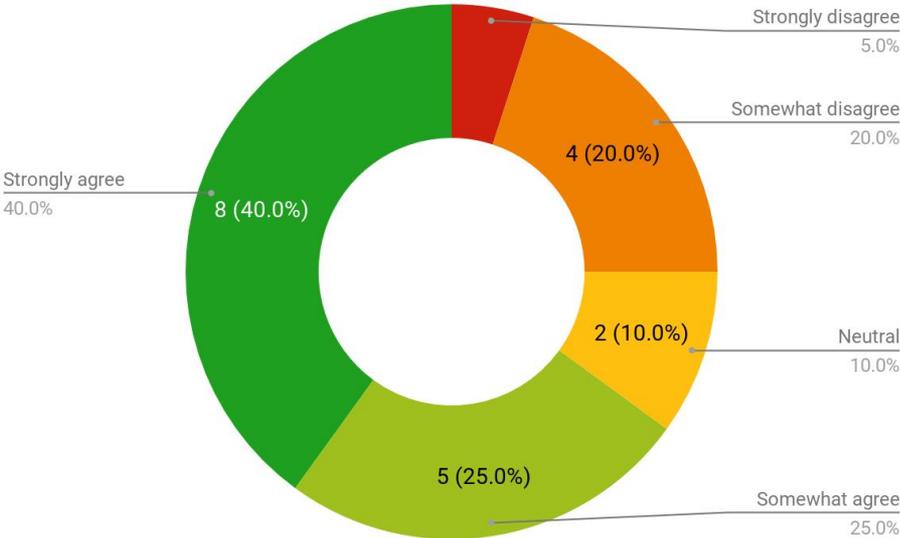
# Placemaking and Design Quality

Respondents were asked to indicate their response to the question “Main Street’ will connect Telstar Way with the proposed new link road (to join an improved M5 J10), this should be designed to give priority to pedestrians, cyclist and public transport, rather than private vehicles. Do you agree with this?’ on a scale from ‘strongly disagree’ to ‘strongly agree’. Only one option could be selected. The chart opposite shows how many times each option was selected.



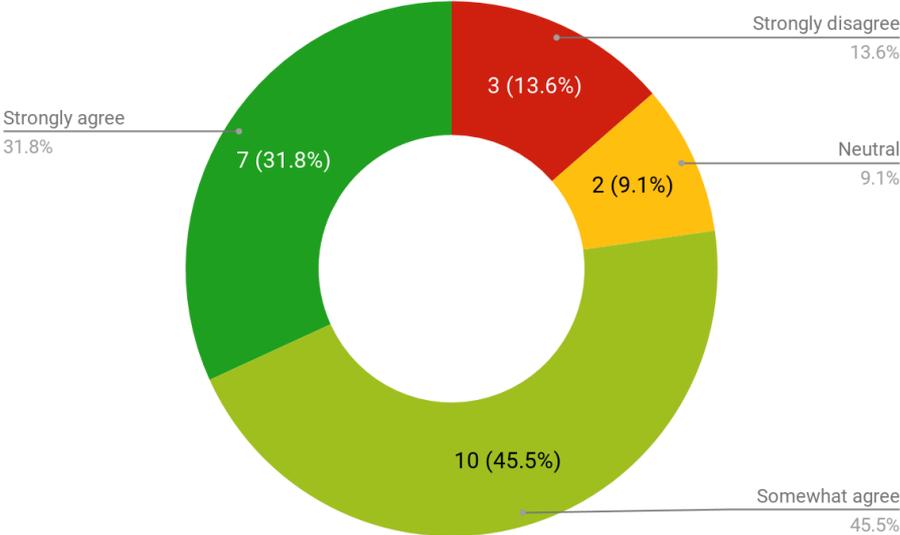
# Placemaking and Design Quality

Respondents were asked to indicate their response to the question 'Do you agree that the northern areas of the Masterplan should have a greater focus for housing and neighbourhoods?' on a scale from 'strongly disagree' to 'strongly agree'. Only one option could be selected. The chart opposite shows how many times each option was selected.



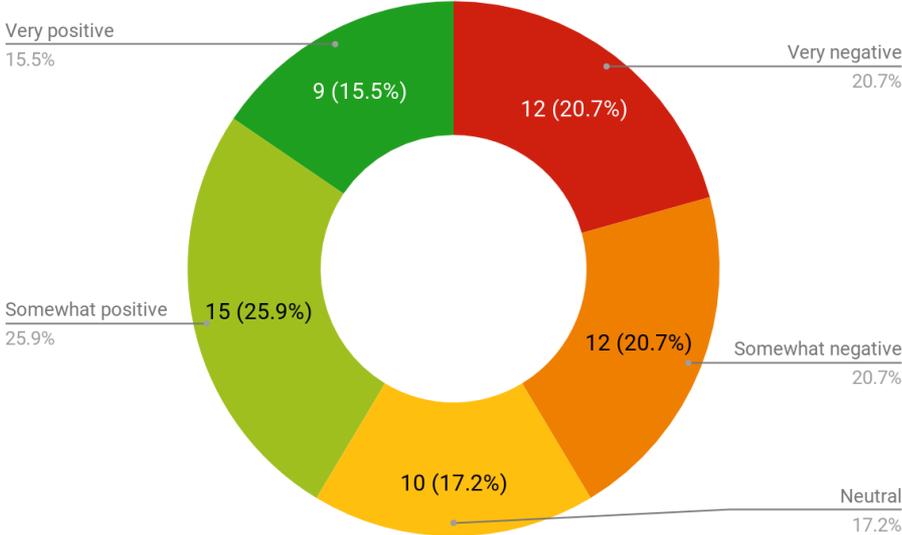
# Placemaking and Design Quality

Respondents were asked to indicate their response to the question 'The Masterplan seeks to ensure that new development is fully integrated with existing communities. Do you agree with this aspiration?' on a scale from 'strongly disagree' to 'strongly agree'. Only one option could be selected. The chart opposite shows how many times each option was selected.



# Masterplan Overall

Respondents were asked to indicate their response to the question 'How do you feel about the masterplan overall?' using the emoticon scale shown below. The chart opposite shows how many times each face was selected.



# Summary of key issues

- Traffic, parking and infrastructure concerns. Challenges around existing issues and future impact arising from development
- Detailed comments from bus operator in regard to bus routes, linkages and wider public transport considerations
- Status of M5 junction 10 & West Cheltenham Transport improvement works (A40)
- Provision of affordable homes
- Education and facilities provision – clearer link and recognition of opportunity needed
- Support for sustainability principles
- Support for smart city principles, but some questions around future proofing and deliverability
- Climate change support within development proposals - needs to be emphasised as huge opportunity at this scale. Should SPD be striving for carbon positive?
- Concern over location of high density and tall buildings, also link to airport flight paths in this regard
- Support for waste strategy
- There is a clear challenge between respondents that are looking for the SPD to have more detail and those that are looking for less detail

# Summary of key issues - continued

- Clarity on status of allocated JCS site and safeguarded site. Clarity on garden community status
- A number of detailed comments which is looking for information that is most appropriate for consideration at development management stage e.g. transport modelling, viability testing, design criteria etc.
- Recognition of importance between housing and employment delivery, but also challenges highlighted in context of understanding mix/phasing/overall numbers
- Concerns regarding air quality and how this can be managed at this strategic scale coupled with amount of employment space allocated
- Green Infrastructure, including ecology and drainage. General support for level of provision, but some questions over certainty within the masterplan. Challenge for references to be further strengthened amid concerns ambition could get watered down at planning application stage. Requests for further references to SUDs/flood mitigation/management
- Deliverability of ambition – challenge from respondents with some questioning whether this goes far enough and others that it is set too high

## Summary of key issues - continued

- Connections into the wider built up area of Princess Elizabeth Way / Springbank, links to Coronation Square
- Request for inclusion of food strategy
- Remove the direct link to the safeguarded land and improve clarity and link to JCS

Report produced by Commonplace for Avison Young, Cheltenham  
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