

Cheltenham Town Centre Vision

Exploration of a cyber, digital and creative quarter

The role and function of our town centre is changing. This change was occurring pre the Covid-19 pandemic, but the impacts of the past year have accelerated the need to reimagine our town centre and understand how this facilitates the needs of the business, retail and visitor economies, culture and creativity, our community and helps drive inward investment.

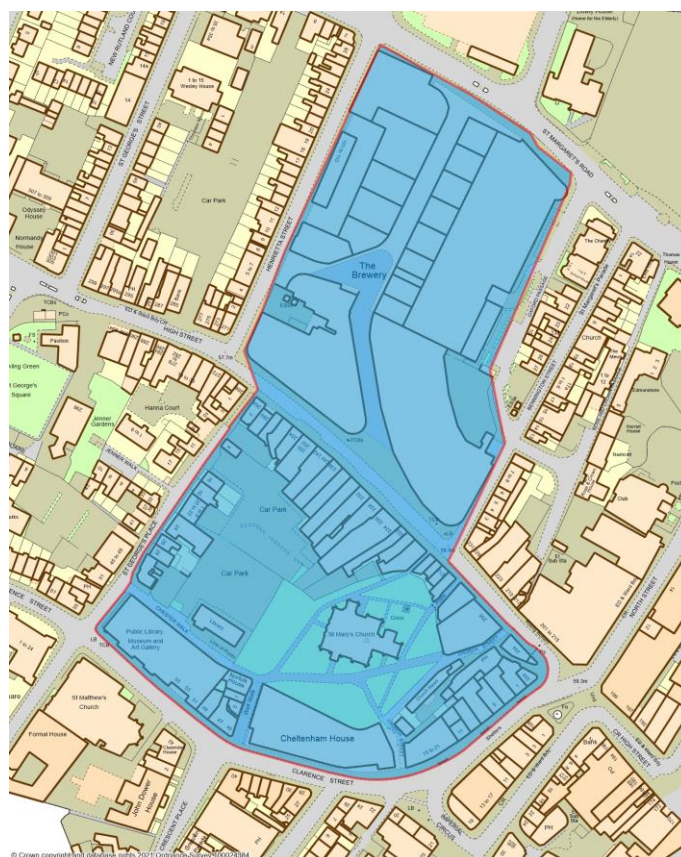
The Cheltenham Economic Recovery Task Force working in partnership with Cheltenham Borough Council and other stakeholders are exploring thinking around future uses and how we can reimagine key areas across the town centre. The scope of this commission looks to draw focus on the area around the Minster Exchange. We feel this location has a real opportunity to link our ambitions around being a world leader across the cyber and digital growth sectors; and how this interplays with creative industries and culture.

What could this look like in terms of a new quarter for Cheltenham?

What is unique and how can we build upon this that will attract inward investment?

What are the key opportunities and constraints?

How can we drive this location as a destination and deliver excellent place making that responds to our ambitions for Cheltenham to be a world-class place?



The objective of this commission is to assess the strengths and weaknesses of the quarter and identify opportunities for change that will position the quarter both in respect of place making outcomes, connectivity and inward investment in the context of the following broad themes:

1. Identify / plot the existing (including those being currently built out) cultural, employment, leisure and retail assets and produce a baseline plan and asset list; including relationship between public and private assets.
2. Scope the opportunity and barriers to identify this location as a quarter within the town centre for cyber, digital, creative, cultural and leisure uses. This will include commentary supported by relevant articulation spatially on how this quarter;
 - a. interacts with the wider town centre
 - b. opens up the quarter to maximise the accessibility and connectivity to historic and cultural assets
 - c. helps realise this location as a destination - a space for people, jobs, interaction, leisure, and culture
 - d. helps articulate and highlight the opportunity which fuses culture, creativity cyber and digital
 - e. identifies opportunities for sustainability and carbon net zero interventions
 - f. Supports the visitor economy and reinforces Cheltenham's place brand
 - g. Enables equality of opportunity for young people
 - h. Helps strengthen the town centre as a neighbourhood and the communities within it
 - i. Identifies barriers and opportunities for delivery
3. Identify the key opportunities that would realise connectivity that opens up the quarter to:
 - a. The High Street
 - b. The Promenade
 - c. The Lower High Street
 - d. The bus station
4. Identify opportunities of movement by walking and cycling that will link to the train station together with wider connections across the town centre, shown clearly on a plan that identifies barriers and opportunities.

The purpose of this commission is to undertake a high-level place assessment that looks at the strengths, weaknesses and opportunities that will:

1. Help guide thinking around a quarter for this location within the context of a wider town centre vision that reflects the ambitions of the Cheltenham Place Strategy, Cheltenham Recovery Strategy, Connecting Cheltenham report and the Cheltenham Economic Recovery Task Force Business Plan.
2. Inform a potential Levelling Up bid to be submitted by Cheltenham Borough Council by mid June 2021.
3. Help inform the approach to undertaking assessments across other identified zones across the Town centre

Given the expectations about this being high level place making assessment and the timescale, we see this as a short focussed piece of work to stimulate wider thinking with key partners.

We would request your initial thoughts on the commission and costs by **Monday 12th April 2021**. The expectation is that the commission would be delivered by **Friday 21st May 2021**.

Background Documents

Cheltenham Place Vision

https://www.cheltenham.gov.uk/info/19/corporate_priorities_and_performance/1392/place_strategy

Cheltenham Recovery Strategy https://www.cheltenham.gov.uk/downloads/download/1820/covid-19_recovery_strategy

Cheltenham Corporate Plan

https://www.cheltenham.gov.uk/info/19/corporate_priorities_and_performance/790/our_corporate_strategy

Cheltenham Economic Recovery Task Force Business Plan <https://movingtocheltenham.com/about-us>

Connecting Cheltenham

https://www.cheltenham.gov.uk/downloads/download/1747/connecting_cheltenham

We're Moving to Cheltenham <https://movingtocheltenham.com/about-us>

Culture Strategy - *note this is currently in draft, but should you be successful in this commission we will facilitate a conversation with a member of the team so you can understand the emerging outcomes.*

Attached

Plan of emerging quarters of the Town Centre *note this is a working draft*

