



CHELtenham
BOROUGH COUNCIL

Social Value Strategy v.2

2024

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1. Executive Summary

At Golden Valley, integrating social value into every stage of development is key to building a strong, inclusive community. Social value means that the Golden Valley Development (GVD) will create positive impacts for Cheltenham and surrounding areas. It will create opportunities, support local talent, and help the community grow in ways that benefit everyone. By focusing on education, jobs, and community collaboration, Golden Valley will improve quality of life and bring businesses and residents closer together for lasting change.

The Golden Valley Development, led by Cheltenham Borough Council (CBC) and developer Henry Boot Development (HBD), is designed to blend seamlessly into West Cheltenham, offering a new part of town that fits well with its surroundings. Located next to Hester's Way and Springbank, these are areas facing significant income and employment challenges, the project aims to make a positive impact on these communities.

To understand the needs of the community and to kickstart our social value journey, we launched a 3-month community engagement program, meeting with 10 local community groups to discuss how the development can support them. These discussions have resulted in 10 social value activities, which are already being implemented (see Appendix 1).

The scale of the development should match its positive impact. The new buildings must not feel exclusive or separate from the wider town; everyone should benefit from housing, jobs, education, sustainability, and community support. This document outlines how the Golden Valley Development team and businesses using the site will follow social value goals and manage their contributions.

For social value to succeed, we will continue engaging with community partners, local groups, schools, and Councillors to gather feedback. All actions will align with the Council's priorities, including the No Child Left Behind Charity. This updated strategy, originally created by HBD in 2022, will be reviewed regularly to ensure it stays on track.



2. Introduction to Social Value

Social value is about the positive impact a project has on society and the community. It's becoming more important, especially in technology and research projects. When a new campus is built, it can have a big effect on the local area and economy.

Social value focuses on creating lasting growth, improving communities, and being responsible. Modern developments care about more than just making money—they aim to benefit society, support innovation, and protect the environment.

Benefits of Social Value:

- **Community Benefits:** Creating jobs and offering skills training to improve life for local people.
- **Environment:** Using sustainable practices to reduce waste and protect the planet.
- **Inclusivity:** Making sure everyone can take part and benefit, no matter their background or ability.
- **Partnerships:** Working with local schools, businesses, and groups to support community goals.
- **Long-term Impact:** Creating lasting benefits that make the community stronger.
- **Quality of Life:** Improving the well-being of individuals and families in the area.

A clear social value strategy connects the work done on campus with the needs of the local community, like creating jobs, teaching skills, and supporting local businesses. For Golden Valley, this means building a diverse workforce, offering training and apprenticeships, and providing job opportunities for all skill levels — from maintenance workers to tech experts.

By working with our local schools, colleges, and organisations, Golden Valley can help create a skilled workforce that meets the needs of both the community and the growing tech and research sectors.

Environmental responsibility is also important. Sustainable practices like energy-saving, waste management, and resource conservation show a commitment to protecting the environment. Green initiatives, such as nature-friendly public spaces and using renewable energy, make sure the project benefits both the community and the environment.

Adding social value to a technology and research campus like Golden Valley helps to support people and protect the planet, helping to build stronger local economies and a more connected society. We want to work closely with our Councillors, local community groups, and schools to make sure the right projects and initiatives are in place, ensuring the Golden Valley Development has a positive impact.

3. Long-Term Vision and Legacy

The Golden Valley development aims to make Cheltenham a leader in innovation, community strength, and sustainability. Focused on long-term benefits, it aligns with Cheltenham's values, emphasizing sustainable growth, community involvement, and investment in people and the environment. Golden Valley seeks to create a positive legacy, benefiting both Cheltenham and the wider county. The following outlines CBC's and HBD's aspirations for this development:

Leading Innovation:

Golden Valley will invest in technology and cyber industries, making Cheltenham a top destination for high-tech businesses. This will attract talent and companies from across the UK and beyond.

Creating Jobs and Skills:

The development will create ongoing job opportunities, especially in technology, cyber, and green industries. It will also offer a range of support roles and entry-level positions to help local residents build careers and support long-term economic growth.

Building Stronger Communities:

Golden Valley will strengthen local networks by providing accessible facilities, cultural programs, and community support services, helping residents feel connected and engaged in Cheltenham's future.

Caring for the Environment:

Golden Valley is committed to environmental sustainability with green spaces, biodiversity programs, and eco-friendly design. These efforts will protect natural areas and create vibrant outdoor spaces for the community.

Promoting Inclusivity:

Golden Valley will ensure the development is inclusive, with public spaces and workplaces that support fairness and equality for all, including underrepresented groups.

Supporting Cheltenham's Culture:

Golden Valley will invest in local arts, festivals, and community programs, helping Cheltenham remain a place where innovation and culture thrive together.

Boosting Local Economy:

The development will support local businesses and encourage new enterprises, ensuring the project benefits both current and future generations economically.

4. Social Value Principles

Our five principles of social value are designed to guide every aspect of the Golden Valley development, shaping how we engage with the local community, environment, and economy. These principles were set through a careful review of Cheltenham's unique needs and aspirations by key members of CBC and HBD, aiming to build a sustainable, inclusive, and thriving community hub.

Each principle serves a distinct purpose and together, these principles form a roadmap for responsible development, helping us create a legacy of social and environmental value.

Our strategy sets our 5 clear principles for GVD's Social Value:

- 1) Provide life-changing employment and skills opportunities to increase aspiration, opportunity, and accessibility for Cheltenham's residents.**
Fostering accessibility and ambition.
- 2) Support Cheltenham's and the wider region's economy to thrive and prosper with a focus on innovation.**
Allows Cheltenham to thrive as a forward-thinking hub of progress.
- 3) Contribute to Cheltenham's rich cultural offering and invest in, and collaborate with, community partners to address key societal challenges.**
Enriching Cheltenham's vibrant social fabric.
- 4) Deliver exceptional standards of health, safety, and wellbeing.**
Ensures that the development is a safe and supportive environment for all.
- 5) Protect and enhance Cheltenham's natural environment and biodiversity.**
Reinforces our role as stewards of the region's biodiversity, ensuring a positive ecological impact and mitigating any challenges from construction.

5. Social Value Charter

To help Golden Valley achieve our Social Value goals, we will create a Social Value Charter that all occupiers and tenants must agree to as part of their lease. This Charter will protect the Council's vision for the future, ensuring a lasting, positive impact on Cheltenham and beyond.

The Charter will provide a clear framework for businesses to contribute to the environment, economy, and local community, supporting both their long-term success and the wider area. This will include a Social Value Fund, which will be a small, optional annual contribution from tenants to support ongoing social value projects. However, we still need to finalise the details on how it will be managed and whether it will be included as a suggestion in the Charter. We are confident that future occupiers will be keen to contribute. This money will be reinvested directly into the local community and managed under agreed governance, with CBC involvement. The fund would support initiatives like skills training, local scholarships, and community improvements and target resources to areas with the greatest need.

The Charter will outline the commitments occupiers must follow while operating within Golden Valley. We will work closely with the Cheltenham community to ensure their needs are reflected in the Charter, with engagement already underway through workshops, site visits, and presentations.

The Charter will cover key areas such as:

1. Community Engagement

- **Supporting Local Initiatives:** Encouraging businesses to get involved with local charities, community projects, and social enterprises.
- **Job Creation:** Promoting local hiring practices and creating job opportunities for people in the surrounding area.

2. Environmental Sustainability

- **Energy Efficiency:** Committing to sustainable practices that reduce energy use, manage waste, and conserve water.
- **Carbon Footprint Reduction:** Taking action to reduce carbon emissions, including using renewable energy and promoting eco-friendly transport.

3. Inclusive and Accessible Spaces

- **Diversity and Inclusion:** Ensuring equal opportunities for people from all backgrounds, including underrepresented groups in the workforce.
- **Accessibility:** Making sure that workplaces are accessible to people with disabilities and offering fair access to services and facilities.

4. Workplace Well-being

- **Health and Well-being:** Promoting a healthy work environment that supports employees' mental and physical health.

- **Workplace Flexibility:** Offering flexible working options and creating a positive, inclusive workplace culture.

5. Economic Impact

- **Supporting Local Businesses:** Encouraging occupiers to buy from local suppliers and hire local contractors.
- **Investing in Local Skills:** Offering training, apprenticeships, and mentoring to help develop the local workforce.

6. Long-term Positive Impact

- **Commitment to Sustainability:** Aligning business practices with long-term social, economic, and environmental goals.
- **Monitoring and Reporting:** Tracking and reporting on the social and environmental impacts of business activities.

The Social Value Charter will give occupiers the tools and guidance they need to contribute to a positive, lasting impact on Cheltenham and the wider region.

We plan to have the Charter ready by the end of Phase 1 of construction, so it will be in place when tenants and businesses begin moving into the Innovation Centre and Mobility Hub.

Benefits of the Occupier Social Value Charter:

- **Enhances Reputation:** The Charter shows our commitment to economic, social, and environmental responsibility in the local community.
- **Attracts High-Quality Tenants or Partners:** Golden Valley will attract tenants who share these values, giving us a competitive edge.
- **Boosts the Local Economy:** The Charter supports local jobs, businesses, and community projects, helping build a stronger economy.
- **Fosters a Positive Work Environment:** We are committed to creating a workplace culture that focuses on well-being, inclusivity, and sustainability.

The Social Value Charter will help ensure that Golden Valley is a place where businesses thrive while benefiting the local community and the environment.

6. Construction

Incorporating social value during the construction phases benefits the local community, environment, the developer HBD, tenants, and CBC. By focusing on sustainability, the buildings become more than just workplaces—they help create long-term success for the community.

As part of the tender process, we are setting clear targets for the main contractor. Together, we will develop and implement a Social Value Plan throughout each of the construction phases. Here are the key elements of the Social Value tender requirements:

1. Community Impact and Engagement

- **Job Creation:** Offering local job opportunities during construction through apprenticeships and by using local businesses, where possible, for various construction tasks.
- **Education:** Visiting schools and colleges to talk about construction jobs and career paths. We'll also arrange site visits for students.
- **Skills Development:** Providing training and apprenticeships to help build a skilled local workforce and reduce unemployment.
- **Support for Local Businesses:** Sourcing materials and services from local suppliers to support small businesses.
- **Building Community Connections:** Hosting community events and collaborating with local organisations to strengthen ties with the area.
- **Cultural Integration:** Creating spaces for cultural events or supporting local artists to connect the development with the community.
- **Positive Local Perception:** Showing a commitment to social value can improve public perception, strengthening relationships with local residents and businesses.

2. Environmental Sustainability

- **Reduced Carbon Footprint:** We aim to use sustainable construction methods, energy-efficient materials, and minimising waste to protect the environment.
- **Green Building Certifications:** We want our contractors to work towards earning special eco-friendly certificates that show they are using the best sustainable building practices.

3. Improved Building Performance

- **Operational Efficiency:** Using sustainable building methods to lower long-term operating costs, such as energy and water bills.

By including these Social Value commitments in the tender process, Golden Valley will not only deliver sustainable buildings but also create lasting benefits for the local community, economy, and environment. After each construction phase is finished, we will review all the Social Value goals and achievements to understand and share the positive impact that was made.

7. Measurement, Key Performance Indicators (KPIs) and Governance

To make the Social Value Strategy at Golden Valley successful, we will set clear goals and track progress with Key Performance Indicators (KPIs). These KPIs will help us measure social, economic, and environmental outcomes. The following areas will be tracked:

1. Employment and Skills Development

- **Local Jobs:** Track how many jobs are filled by Cheltenham residents, with a focus on diversity.
- **Apprenticeships/Internships:** Measure the number of local apprenticeships and internships.
- **Educational Partnerships:** Track workshops and partnerships with local schools and colleges.

2. Community Engagement and Accessibility

- **Event Participation:** Measure attendance and feedback from community events.
- **Facility Access:** Monitor how often local residents use the facilities to ensure accessibility.

3. Environmental Sustainability

- **Carbon Reduction:** Track carbon offsets from energy-efficient practices and renewable energy.
- **Waste and Recycling:** Measure waste diversion and recycling rates.
- **Green Space:** Track the area of green space preserved and monitor biodiversity.

4. Charitable Contributions and Volunteering

- **Donations:** Track monetary donations to local charities.
- **Volunteering:** Measure the number of volunteer hours contributed to community projects.
- **Pro-bono Services:** Record the amount of pro-bono work provided to charities.

We will set specific KPIs for each phase of the project, tailored to the activities and goals of that stage. For example, KPIs for construction will differ from those for the businesses moving in. As the project progresses, KPIs will evolve to reflect the growing social value efforts.

Social Profit Calculator (SPC)

HBD and CBC will use a Social Profit Calculator (SPC) or a similar tool to track and measure social value throughout the project. This will help us see how well the project is meeting its goals and show its impact over time.

Governance and Oversight

A Social Value Project Team was established in November 2024 and will manage all social value activities. The project team includes social value leaders from CBC, Plexal and HBD and members of the CBC and HBD communications teams. Any important decisions will be escalated to Councillors for review and guidance. The team will meet regularly to track progress and make sure there are enough resources to achieve the goals.

We will report on KPIs every quarter, sharing progress with the Project Steering Group and Project Board. These reports will help us find areas for improvement and make any adjustments as needed.

Communication and Public Relations

Both CBC and HBD communications leads will be part of the Social Value project team and will work together to share success stories and positive updates about the project. Monthly project meetings will ensure good news is communicated to the public, building a positive image of the development.

By tracking KPIs and using the Social Profit Calculator, we'll ensure Golden Valley creates a lasting, meaningful impact on the community, economy, and environment, staying transparent and accountable.



8. Appendices

Appendix 1.

The following table outlines the short- and long-term social value activities that have already begun or are due to start and have been guided from discussions with local community groups in the Summer 2024.

Short term activities (deliver by June 2025)

NO	ACTIVITY
1.	Provide free event space for community events – such as the Lives of Colour 10th Anniversary of Black History Month
2.	Help digital skills providers that will directly upskill local children through digital programmes such as Code Ninjas and Jam Coding.
3.	Support community initiatives such as the pantries by running food collections at Hub8 MX
4.	Start to circulate the HBD monthly GVD newsletter to local community groups to keep them informed and updated.

Long term activities (deliver by end of Phase 1 construction)

NO	ACTIVITY
1.	Help young people to build careers in tech by providing work experience through our occupier networks
2.	Create a Community Social Value Charter for all businesses inside Golden Valley
3.	Develop the proposition for the Social Value Fund for Golden Valley members
4.	Set up appropriate networks within Golden Valley – e.g. Neurodiversity, BAME, Women's' Early Careers etc
5.	Ensure priority is given to local postcodes when applying for jobs in running/maintaining Golden Valley

Appendix 2.

The following tables outline the actions we intend to include in the Social Value Charter and as part of the Social Value Plan our main contractors will aim to deliver during construction phases. This was gained from feedback and discussions with potential Golden Valley occupiers and local community groups. Each table aligns with a Social Value principle.

1. Provide life-changing employment and skills opportunities to increase aspiration, opportunity, and accessibility for Cheltenham's residents.

Skills and education for local people	Description
Construction Apprentices and T-Levels	The development will aim to hire several construction apprentices throughout the process of development. Partnering with local education providers such as Gloucestershire College to promote these opportunities and support students with the application process will enhance its impact.
Local Hiring	The development will aim to generate new employment opportunities for the benefit of Cheltenham's residents. The new positions will be employment opportunities linked to the scheme and some will be offered to those in vulnerable groups which could include jobseekers, NEET, care-leavers, refugees, ex-forces or those experiencing homelessness.
Funded Work Placements of Internships	GVD will promote short-term paid work experience placements aimed at giving residents skills and experience required to get into longer term employment. Placement students would work with either the principal contractor or sub-contractors to offer a range of experience.
Short-term work placements of pre-employment courses	Working with local education providers, GVD will promote and support students to apply for short term placements or pre-employment courses aimed at offering them experience and skills to support their future careers.
Visits to site for local education providers	GVD will arrange for site visits to the scheme throughout the duration of the construction phase. Visitors will experience the site and interact with those delivering it, to showcase the range of career opportunities in construction and to create local engagement with the project.
Educational Curriculum-based activities and engagement	Partnering with local education providers, GVD will deliver careers education outreach workshops. These could include careers talks, project updates, mentoring, women in construction, curriculum-linked challenges or volunteering partnerships.
Work and interview Assistance, Career Guidance	The development should aim to work alongside the local Job Centre to deliver at employment workshops for local jobseekers. These workshops could include an introduction to careers in construction and employment pathways, CV writing workshops, mock interviews, and "Meet the Employer" events.

2. Support Cheltenham's economy to thrive and prosper with a focus on innovation.

One of the clearest pathways to contributing to the local area is to provide routes for jobs and skills development. Many of the communities within West Cheltenham experience a high level of deprivation and community needs, and this development allows for us to address some of those, particularly with providing those out of work with a route back in, and to open up new career pathways for young people.

Skills and talent	Description
Apprenticeships	The development should encourage tenant companies to hire apprentices, particularly from the local talent pool, to provide inclusive, alternate pathways into technical roles.
Internships	The development should encourage tenant companies to provide summer internships, year in industries or similar opportunities that help those earlier in their careers gain critical exposure to industry.
Work Placements	Working with industry partners to provide work placements within suitable companies, whether these are technology/digital jobs, or opportunities to work within chosen amenity providers for Golden Valley
School Outreach	Each company within Golden Valley should commit to providing time and resource towards working with local schools across Cheltenham and Gloucestershire. This could include talks at careers days or fairs, or support for mentoring children in their development where applicable.
Local Hiring	Each company in GVD should commit to hiring a percentage of their new hires from the local area. A suitable figure will need to be determined on what is achievable from the current and predicted talent pipeline.
Reskilling	Companies should be highly encouraged to engage and partner with the GVD skills hub and to support programmes delivered to help those looking to reskill to get into the digital and cyber sectors. Individuals could be those not in work or those looking to change career.
The GVD Skills Hub	The Skills Hub is a proposed support network run by Gloucestershire County Council, The University of Gloucestershire and Golden Valley, along with industry partners. It seeks to make it simpler for any individual from any background to get into a digital role. Companies in GVD will be encouraged to be involved and to hire from this programme.
Networks	By integrating local community networks in Golden Valley, we can create an active support system that addresses both resident needs and business interests, fostering a sense of shared community and collaboration. This will include partnerships with organisations that provide local employment resources, skills training, community events and inclusivity and accessibility requirements.

3. Contribute to Cheltenham's rich cultural offering and invest in, and collaborate with, community partners to address key societal challenges.

Social and Community Integration

Community integration is key to ensuring that the Golden Valley development becomes a positive presence in Cheltenham, and particularly West Cheltenham, blending seamlessly with the needs of local residents while meeting the demands of occupier businesses. Golden Valley will prioritise initiatives such as local discount programmes to support residents, shared community spaces for events and clubs, and outdoor quiet zones for reflection and relaxation. The development could also create well-lit running and cycle routes and open its spaces to schools, cultural groups and sports activities, promoting engagement and healthy living across the community.

Social and community integration initiative	Description
Local Discount Program	GVD could work with amenity organisations to provide discounts to certain resident groups in the area, potentially partnering with groups such as the West Cheltenham Pantry, to achieve this. This would allow those in deprivation to acquire good quality food for a more achievable price.
Outdoor Quiet Zones	Part of providing an accessible space, but also a useful support for residents, outdoor quiet zones in green spaces could be a good place to give mindful, reflective areas and provide a place for people to go to if the main campus environment proves too busy.
Community Health Engagement	Golden Valley will promote healthy living by investing in accessible facilities and programmes for exercise and sport, including potentially partnering with local health organisations to provide wellness programmes.
Cycle/ Running/ Dog-walking Routes	Routes that encourage people to be active or provide a mentally easy choice for a run or cycle. Marking out these routes so people have a clear route to follow, particularly useful who may be less familiar with the area, and ensuring they are well lit to ensure safety.
Community Networks	By integrating local community networks in Golden Valley, we can create an active support system that addresses both resident needs and business interests, fostering a sense of shared community and collaboration. This will include partnerships with organisations that provide local employment resources, skills training, community events and inclusivity and accessibility requirements.
Schools	Ensuring that GVD's spaces, both event spaces, indoor and outdoor, and green spaces are useable by schools, and also any possible educational spaces (museum, labs, skills hub etc) to help inspire the next generation.
Sports	GVD should contribute towards the provision of space, but also the funding of healthy living and exertive exercise for residents in the local area.
Clubs/ Activities	GVD can work with local charitable and community groups to allow for the use of GVD spaces outside of core working hours and at weekends for the delivery of community health, meetings and clubs.
Cultural	GVD can open its event space to activities promoting the needs of other cultures in Cheltenham and Gloucestershire, such as through the Lives of Colour group.

Social and community integration initiative	Description
Charitable Engagement	Golden Valley will actively support local charities through a combination of financial contributions, employee volunteering and skilled pro-bono services, fostering a culture throughout the development of community involvement.

Development of a Golden Valley Social Value Fund

As described on page 6, a Social Value Fund will be part of the Social Value Charter, with the aim to reinvest directly into the local community. Managed under agreed governance, with CBC involved, the fund would support initiatives like skills training, local scholarships, and community improvements.

An independent Social Value Committee, made up of key stakeholders including members of CBC, will oversee the fund to ensure transparency and target resources to areas of greatest need, ensuring a lasting social impact.

Social Value Fund initiative	Description
STEM	The social value fund should utilise part of its money to invest in sponsoring skills development in the local area particularly supporting those from deprived areas across Cheltenham and Gloucestershire.
Facilities Management	The fund can also use part of its funding towards maintaining and enhancing top-grade community facilities, ensuring they remain accessible and beneficial to all local residents and businesses.
Community Infrastructure	The social value fund should spend some of its money on helping to build local community infrastructure for health, sports, skills and to reinvigorate community assets.
Charity Support	Some funding from the SV fund should be put towards supporting the activities of local charities. This work can be undertaken prior to the construction of the buildings, and that money could be spent on skills for local people, job applications, or other uses.
Broader SV Activities	There may be other social value activities captured in the process of engaging with occupiers and existing community groups which can be prioritised under one of these existing pillars or under a new focus of activity.

4. Deliver exceptional standards of health, safety, and wellbeing.

Inclusivity and accessibility are central to creating thriving workspaces at Golden Valley. By prioritizing accessible facilities and inclusive environments, businesses can build a diverse workforce that supports people with different needs, abilities, and backgrounds. This fosters innovation, equity, and a healthier workplace culture.

Golden Valley will design spaces that accommodate neurodiversity, provide wheelchair access, offer quiet zones, and support flexible working. The design will also consider childcare needs and mental health initiatives, ensuring spaces are welcoming, safe, and easy to navigate for both staff and residents.

Accessibility and inclusivity initiative	Description
Inclusive Workplaces	Workspaces should be designed for equitable use, incorporating Universal Design and Inclusive Design principles. It is important to incorporate an element of flexibility to adapt for varying needs (for example the ability to adjust height of desks or being able to change light intensity).
Indoor Quiet Zones	Ensuring there are areas of calm and relaxation, where individuals can sit undisturbed, whether that be to work quietly, to take a break or engage in mindfulness and meditation.
Covered Outdoor Spaces	Providing covered outdoor spaces in the development will increase the accessibility of outdoor spaces whatever the weather, ensuring there are places of shelter.
Occupier & Resident Safety	Close attention should be paid to the safety of residents and those employed within the development. Standard safety procedures should be followed including CCTV networks, secure entry systems and appropriate lighting. However further consideration should be given through initiatives such as safe nighttime walking routes, community watches and designing open outdoor spaces so they do not create hiding spaces.
Protected Characteristics	To support people with protected characteristics, Golden Valley will foster an environment of fairness and equity, ensuring inclusive policies and accessible opportunities for all. For individuals with wider disabilities, we are committed to designing accessible spaces and providing resources that allow everyone to fully participate in the community and workplace.
Disabilities	
BAME	
Amenity Opening Hours	The development should accommodate for a range of working hours with the opening time of amenities. It is important that individuals working within the development are able to pick up shopping on their way home from work or get food into the evening if working late.
Networks	The development should have a range of networks available including, but not limited to, LGBTQ+ Network, Women's Network, Disability Network and Neurodiversity Network. These networks provide a crucial platform for individuals to connect and advocate for their needs as a collective.

5. Protect and enhance Cheltenham's natural environment and biodiversity.

Environment and sustainability are at the core of the vision for the Golden Valley campus, ensuring that the development is not only a hub for innovation and technology but also a model for environmental construction and stewardship. The project aims to achieve BREEAM Outstanding and NABERS 5.5 Star

ratings on the National Cyber Innovation Centre, demonstrating its commitment to the highest standards in sustainable construction. Golden Valley will prioritise energy efficiency through the use of renewable energy and green technologies, while also creating biodiverse spaces like green roofs, public parks and outdoor quiet zones. These initiatives will promote well-being and reduce the environmental footprint.

Sustainability and environment initiative	Description
Energy Efficiency	Energy Efficiency throughout the construction process, in terms of the materials used and the method of construction is highly important, but so also is the lifespan of the building. Utilising energy efficiency techniques, but also holding occupiers to a proscribed set of energy-saving activities is key to achieving the campus' sustainability goals.
Sustainable Transport	Encouraging and incentivising electric and other sustainable transports options are extremely important. The use of public transport to also reduce the number of individuals driving to and from GVD could be incentivised with a GVD members pass which discounts bus travel along that single route.
Biodiversity	Biodiversity should be considered in both the design and delivery of green spaces, and all occupiers and nearby residents should be aware of their roles that they play in helping to maintain the biodiversity.
Green Spaces	Provision of secondary green spaces has been considered under the planning for GVD. However, the utilisation of the green spaces within the campus should also be considered, and there should be the option for fitness classes, outdoor walking groups and other community uses.
Recycling	There should be requirements for each occupier to recycle their waste where appropriate in line with current regulations and requirements from Cheltenham Borough Council.
Local Produce for Amenity	GVD will aim where achievable, to source produce for its amenities such as cafes, bars and restaurants from local providers, whether that is direct from source, or through local delivery partners. GVD will also commit to selecting local companies to provide the amenities on campus.
Community Networks	By integrating local community networks in Golden Valley, we can create an active support system that addresses both resident needs and business interests, fostering a sense of shared community and collaboration. This will include partnerships with organisations that provide local employment resources, skills training, community events and inclusivity and accessibility requirements.
Zero Carbon Construction Practices	Ensuring that all construction undertaken minimises carbon emissions during both the building phase and the lifecycle of the structure, including using energy-efficient machinery and sustainable materials.