

Independent review of the Addendum to Economic Impact Statement for 125-133 Promenade, Cheltenham (SF Planning February 2025 - Planning References 24/01762/FUL and 24/01763/FUL)

This brief overview, prepared by The South West Research Company Ltd, is produced at the request of Cheltenham Borough Council to provide a professional review of the data used to support the proposal put forward in the Addendum to Economic Impact Statement for 125-133 Promenade report (SF Planning February 2025).

It is our opinion that whilst the document removes some of the concerns raised regards the data used in our review of the original Economic Impact Statement (SPF Planning October 2024), particularly in providing up to date information relating to tourism in Cheltenham/Gloucestershire post-Covid, it fails to address other points raised.

In particular, data provided in the original Economic Impact Statement about the business performance, influence and impacts on the local area has not been updated to reflect post-Covid performance. Whilst it is acknowledged that newer accounts are available no detail has been provided for them and as such the impacts of the proposal are still based around the data used in the original document which was largely influenced by Covid restrictions. No new details or data are provided in the addendum which address this point.

