

CHELtenham BOROUGH

ENGAGING COMMUNITIES PROJECT REPORT

PART 2 – CHAPTER 8

ST MARKS & HESTERS WAY

January 2017

Report compiled by GRCC, working with Hesters Way
Partnership

Chapter 8: St Marks & Hesters Way

Report Context

GRCC was commissioned by Cheltenham Borough Council in 2016 to support twelve communities in Cheltenham Borough to consider their aspirations and present these in order to inform the Cheltenham Plan, a planning strategy document being produced by Cheltenham Borough Council during 2016-2017. The Cheltenham Engaging Communities Project builds on previous partnership working between GRCC and Cheltenham Borough communities in 2014-2015 which resulted in evidence gathering and recommendations by communities for designation of Local Green Spaces across Cheltenham Borough. The findings from that Local Green Spaces Study were summarised in a [report](#) presented to Cheltenham Borough Council in 2015.

The Cheltenham Engaging Communities Project Report is structured in 2 Parts:

Part 1 of the report provides an overview across Cheltenham Borough, summarising each community's approach and drawing out key messages.

Part 2 of the report contains 12 separate chapters, each devoted to one community, tracking their approach to the task and drawing out their conclusions, aspirations and priorities. Each chapter contains Appendices which provide fuller detail of a profile produced by the community and outputs from engagement activities they have conducted as part of this project and relevant previous activity.

This document forms Chapter 8 of Part 2 of the Cheltenham Engaging Communities Project Report and contains information about St Marks and Hesters Way.

Introduction to St Marks and Hesters Way

The area of Hesters Way, Fiddlers Green and St Marks is a mature, residential suburban area to the west of the town centre. The area adjoins the town centre to the east, Wymans Brook and Swindon Parish to the north, and Up Hatherley and Benhall to the south.

Approach to the Cheltenham Engaging Communities (CEC) Project

GRCC had previously worked with Hesters Way Partnership (HWP) and the Neighbourhood Coordination Groups (NCG) on the Local Green Space Project in 2015. During 2015 and 2016 Hesters Way Partnership began to co-ordinate the creation of a Neighbourhood Forum for West Cheltenham and, in early meetings with GRCC regarding the Cheltenham Engaging Communities Project, it was decided that the approach should enable progression of the Neighbourhood Forum's work as well as leading to the production of the St Marks and Hesters Way chapter for the CEC Project.

The work carried out by the Neighbourhood Forum eg research and presentation of information on the 'location, context and character' of the proposed Neighbourhood Area was used to produce the Community profile for the area (see below).

GRCC support therefore concentrated on facilitating a series of workshop sessions with the Neighbourhood Forum to draw out the values and strengths of the area and to develop the community's stated aspirations.



Engagement with the Neighbourhood Forum and wider community

In order to build an understanding of the vision, community aspirations / priorities and key issues in relation to the St Marks and Hesters Way area, the community went through a number of key stages, led by the Neighbourhood Forum. As stated above the first stage was to review and consider a community profile, including desktop evidence from national and local data. Members of HWP considered desk top evidence along with information from previous work / discussions by the residents' group and Neighbourhood Forum work, using a basic framework provided by GRCC to produce a profile of the St Marks and Hesters Way area.

Please note that for Appendix 1 of this report, the community has presented data from wards that when combined most closely resemble the NDP NCG area's coverage. The result is that the profile relates to the wards of Hesters Way, Springbank and St Marks and St Peters, which roughly represent the Neighbourhood Co-ordination Group area. The profile contains sections on the location, history, economy, housing, community services, transport, physical environment and the characteristics of the population. The full profile can be found in [Appendix 1](#).

The next stage involved working with the Neighbourhood Forum (NDF) to explore issues of importance in the area. GRCC attended NDF meetings in July and September 2016 to facilitate conversations to consider the community profile and capture the aspirations and priorities for the community. The workshop sessions comprised a presentation about the Neighbourhood Plan process followed by workshop to explore needs in relation to specific themes. Sub groups considered the themes under the headings of 'what we have/ value; 'considerations' and 'what we want to achieve'. One session also included a consideration of characteristics valued in new housing developments. 30 people attended the workshops.

The final stage involved a representative from the HWP meeting with GRCC in October 2016 to discuss and prioritise the outputs from the workshop sessions. These were then shared in Forum meetings in November 2016 and January 2017.

Following this stage, the intention was that the suggested aspirations would be shared with the wider community in order to further refine them for use in the Neighbourhood Development Plan.

Outputs from community engagement activities

A) Neighbourhood Forum workshop sessions

Two workshop sessions were facilitated by GRCC to enable consideration of issues of importance in the area. Outputs for each theme can be found in [Appendix 2](#), including elements of current provision which is valued, future needs and considerations and a vision for the future in relation to:

- Economy
- Business sector
- Environment and green infrastructure
- Climate change
- Roads and transport
- Facilities and services
- Community facilities



- Historic buildings
- Housing

B) Prioritising Aspirations

Following the workshop and meetings the following vision statements were identified for St Marks and Hesters Way:

- A green and sustainable local community where people are proud to live
- The area will be a place where old and young people can meet, gather and enjoy company and activities together, with leisure and community facilities suited to all needs for the good of the community

Using the output from the workshop and meetings the community documented a set of Aspirations for St Marks and Hesters Way. The full output can be found in [Appendix 3](#) and the aspirations and related objectives are listed below:

Aspiration 1: To cherish and protect the buildings valued by the community

The achievement of this aspiration requires the following objectives to be met:

- To maintain the existing well known and loved buildings in the area for continued use and historical benefit
- Promote those building with significant meaning to the community

Aspiration 2: To ensure that any future development takes into consideration the current housing needs including type, design and layout in relation to green space and industrial / retail allocation.

The achievement of this aspiration requires the following objectives to be met:

- Integration of local shops/services/ indoor and outdoor 'meeting spaces' into any new development (encourages mixing and counters antisocial behaviour)
- Green spaces which are clearly overlooked by homes
- Efficient road design around any new developments.

Aspiration 3: To ensure connectivity between green spaces

The achievement of this aspiration requires the following to be met:

- To obtain all information on green spaces – their use, ownership, size, access, value to public, why it needs protecting. Cul-de-sac green.
- To develop walking routes with signage
- To ensure that further housing developments factor in linkages with green space and not just industrial units.

Aspiration 4: To have vibrant spaces that people are proud of and which are visually inspiring.

The achievement of this aspiration requires the following to be met:

- To encourage wildlife corridors to ensure vibrant flora and fauna

- To ensure that the main parks (e.g. Springfield, KGV and Fishy Park) are protected from development
- To source a business to sponsor for a park warden to maintain/clear/parks
- To develop a destination park

Aspiration 5: To ensure businesses can be retained and attracted to the area, offering local residents employment opportunities.

The achievement of this aspiration requires the following to be met:

- To integrate Cheltenham Borough Council's shop-front improvement programme.
- Promote and strengthen partnerships between large and small private businesses.
- Establishment of influential local traders' associations.
- Providing a signposting service to new and established businesses

Aspiration 6: To ensure the reinvigoration of the Coronation Square as part of a focused retail and economic hub.

The achievement of this aspiration requires the following to be met:

- To address the development requirements of Coronation Square to attract users and create a pleasant environment.

Aspiration 7: To ensure the area will be a place where everyone is safe, has adequate access to transport with consideration taken for sustainability.

The achievement of this aspiration requires the following to be met:

- Green transport schemes for local businesses and community centres
- Improvement in the bus services and routes linking main centres to the local area.
- To ensure adequate car parking areas are created to support the needs of the area. Consideration for parking in new developments

Aspiration 8: To ensure the area will be a safe place to cycle and walk. People will be encouraged to use cycling and walking routes to get to work/shops / schools safely and efficiently.

The achievement of this aspiration requires the following to be met:

- Managing the flow of traffic in the area
- Joined up cycle routes

Aspiration 9: To ensure that leisure and community facilities are suited to all needs for the good of the community.

The achievement of this aspiration requires the following to be met:

- Prioritisation of facilities to be tailored to the community (e.g. Access to finances is important)
- To be able to use community facilities more flexibly

A further note about green spaces and Green Belt

The Joint Core Strategy Inspection (2016) recommended consideration of a strategic development site in the West Cheltenham area, with potential impact on the Green Belt. As part of the Cheltenham Engaging Communities Project (CECP), the NCG areas of St Marks and Hesters Way were asked to consider areas within the Green Belt which were felt to be particularly special, with the possibility of designating those areas of land as Local Green Spaces as part of any future development. The emerging Neighbourhood Forum planned to commission a Landscape Assessment to add technical expertise to local views, using funding available from national government for communities undertaking Neighbourhood Development Plans. This may, or may not, have led to designation of Local Green Spaces within the Green Belt. The decision by Cheltenham Borough Council not to approve the proposed designated Neighbourhood Area not the Forum (December 2016) meant that the funding was unavailable to the group within the timescales of the CECP. There is a West Cheltenham Greenbelt Group in existence which is building a case to oppose development on the Green Belt.

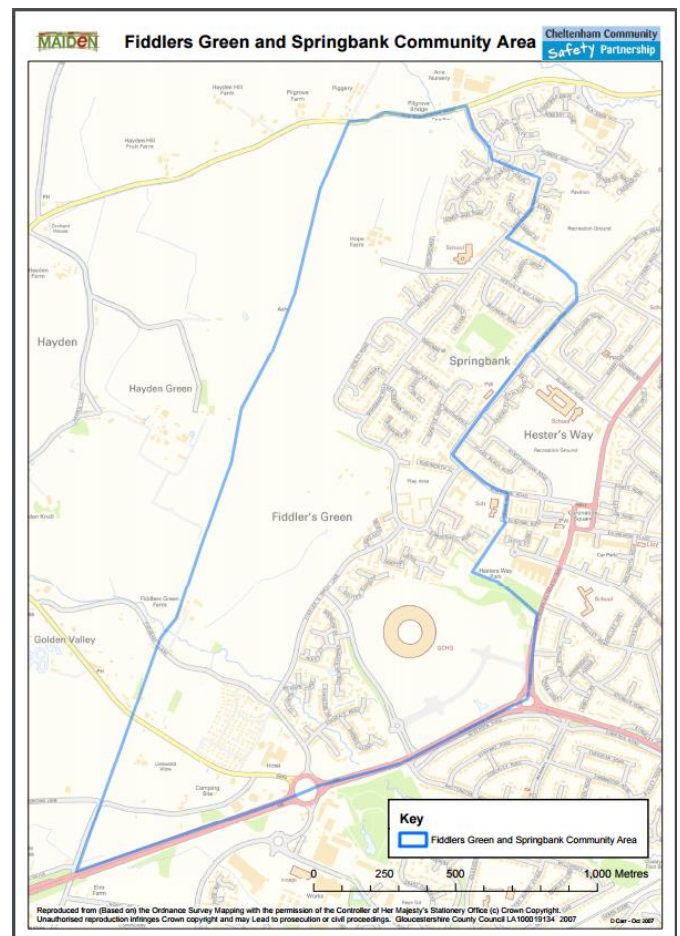
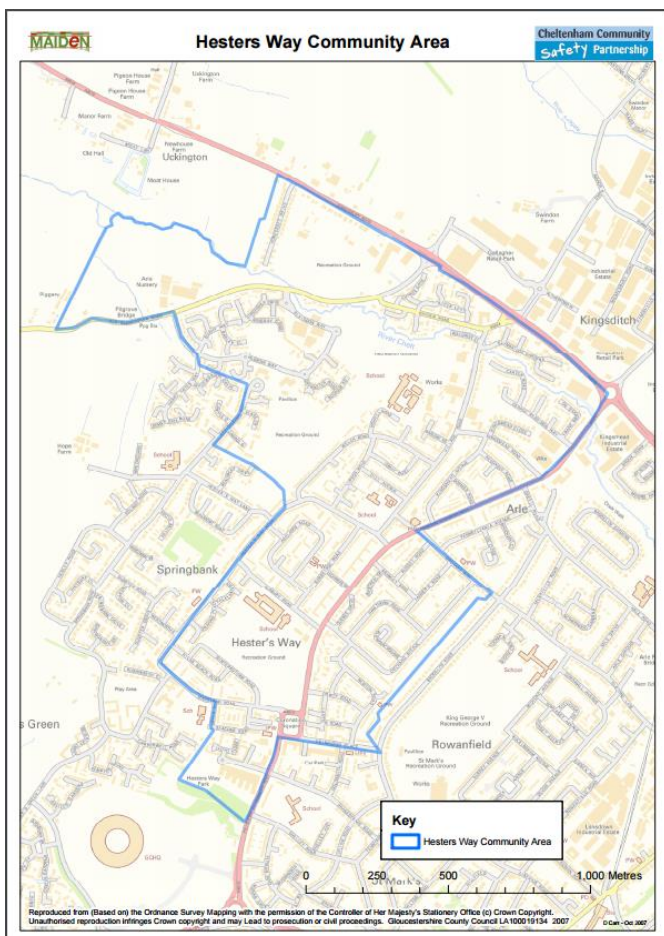
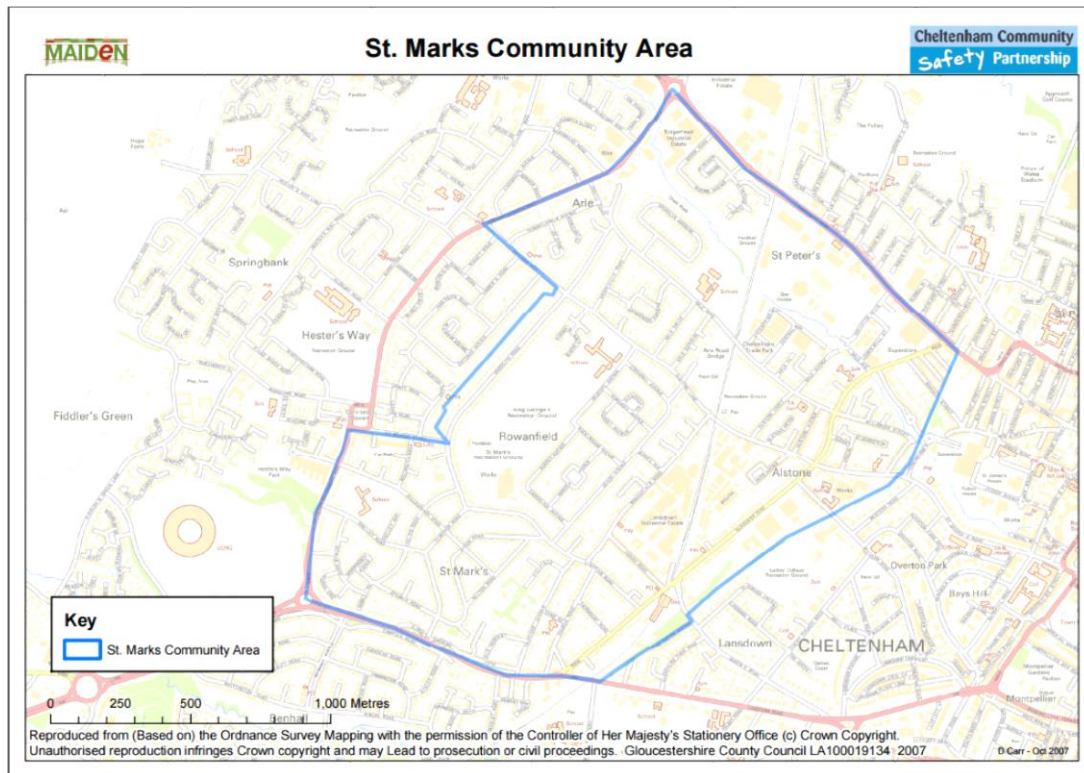
The NDP Forum meeting in Hesters Way Resource Centre on 18.1.17 was attended by a representative of Hunter Page Planning (potential developer of West Cheltenham site) who intimated that they, as developer, would ensure there was full community engagement about the site's design, allowing local people to shape the development should the JCS be passed allocating the West Cheltenham strategic site.

[Appendix 4](#) contains links to previous consultations carried out by the community which are reflected in the workshop output.



Appendix 1: Community Profile

Location

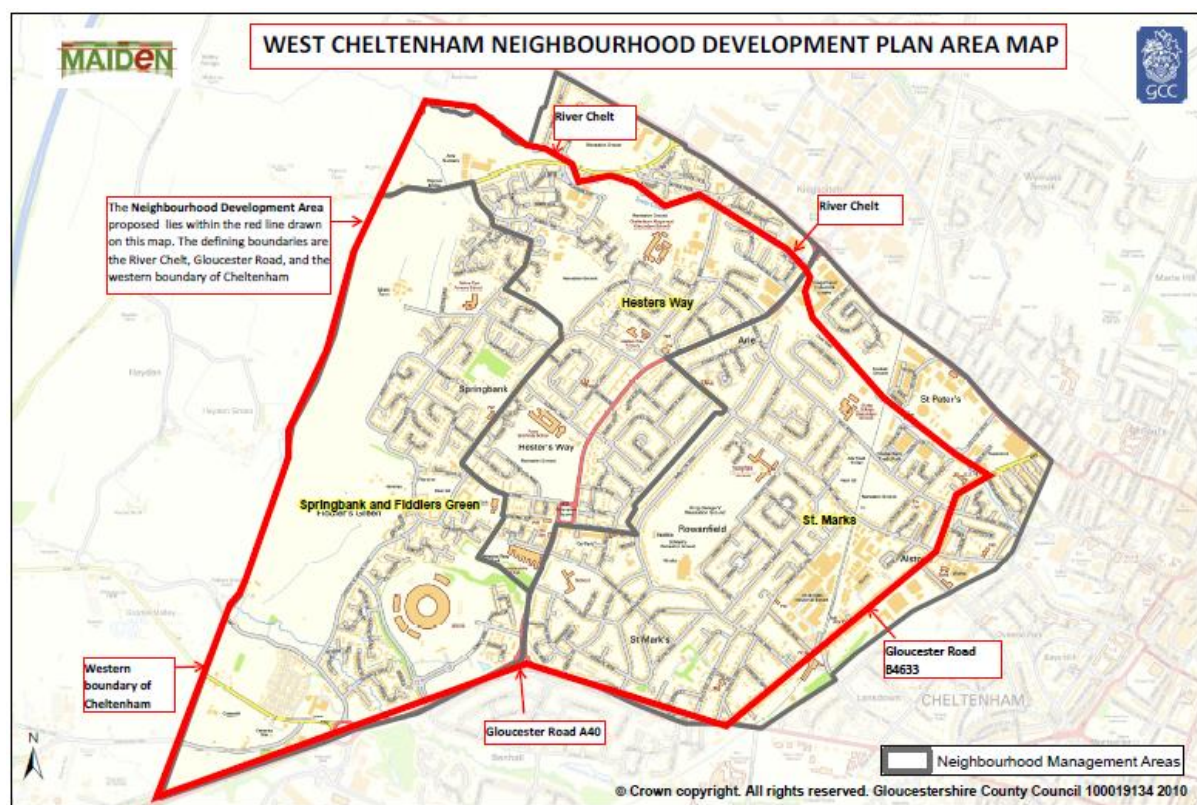


People and Households

Data

Data about people and households in Cheltenham is gathered at a ward level. Ward boundaries are different in places from those of the NDP three NCGs, so it has only been possible to present data from wards that when combined most closely resemble the NDP NCG areas' expanse. This means that this profile relates to the wards of Hesters Way, Springbank and St Marks, which roughly represent the NDP NCG area (see map below).

The population of these three wards is approximately 19,670¹.



Key facts

Census information² for the area indicates that:

- Around 48.9% of residents are male and around 51.1% are female
- There are 33.75 persons per hectare in Springbank and 33.97 in Hesters Way, both ranking in the top 35% for population density in the county. St Marks is in the top 10% with 47.0 persons per hectare.
- The population of under-17s is in the top 10% across Hesters Way and Springbank wards.
- The area has some high needs for young people and ranks in the highest 10% in Gloucestershire for the number of emergency admissions, number of free school meals (over twice the county average in all three wards) and English as an additional language. Pupil achievement is patchy, indicating that many pupils may not make good progress at various points in their education. Many other indicators for young people rank in the top 35%.

¹ MAIDeN mid-2013 Population Estimates

² MAIDeN Neighbourhood Profiles

- Some indicators that affect economy and enterprise ranked in the highest 10%: the number of lone parents and the number of carers are consistently high across the three wards.
- Crime indicators suggest that crime levels are fairly high, with there being 50% more victims of crime in the area than the county average.
- Needs relating to healthy living and older people are varied, with the highest need in the areas of domiciliary care and social work.

Deprivation

A Lower Layer Super Output Area (LSOA) is a geographic area designed to improve the reporting of small area statistics in England and Wales. Each LSOA is graded based on where it falls in its score for multiple deprivation, across six divisions in the full range. Hesters Way, St Marks, St Peters, Fiddlers Green and Springbank contain all or part of 17 LSOAs. Of these LSOAs, four are in the highest quintile for deprivation, six are in the second-highest quintile, five are in the middle quintile and two are in the second-lowest quintile. This indicates that the area features a varied level of multiple deprivation, with some households being very deprived.



History and Heritage

- St Marks was developed mostly in the 1920s–40s.
- The area of Hesters Way was largely fields and farmland until the 1950s, specifically Hesters Way Farm (known as such since early 1800s, and previously as Hesters Way).
- The area was also home to the hamlet of Alstone, to which Alstone Lane used to lead, and the village of Arle, home to Arle Court House, built in the late 16th century and rebuilt in the 19th century.
- In the 1930s, Brooklyn Road was developed, followed by Tanner's Road in 1939.
- Dowty moved to Arle Court in 1935.



ARLE COURT HOUSE, KINGSMEAD ROAD



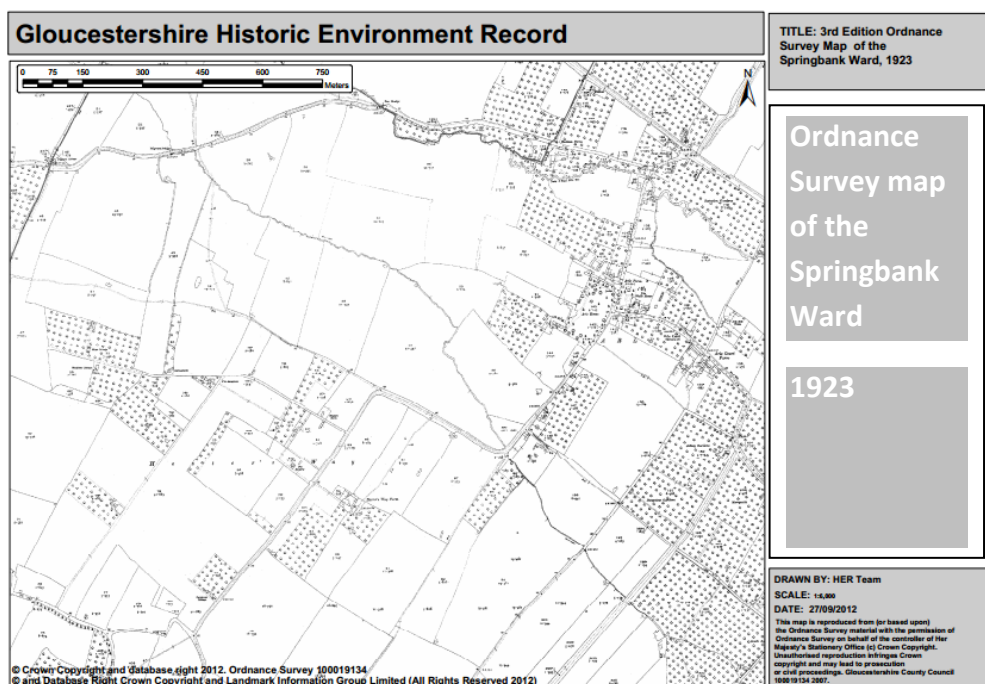
SPRINGBANK COTTAGE, HOPE ORCHARD



- In 1951, Princess Elizabeth Way was built, with Hesters Way housing estate following behind. The estate was built to house the workers of GCHQ (which moved to the area in 1952) and nearby engineering works.
- Most of Springbank was developed in the 1960s and 1970s to accommodate the growing population of Cheltenham. It was built as a mix of social and private houses and remains that way now. The area is named after a cottage built there in 1880, built on a bank above a spring.
- Several newer housing developments close to GCHQ were completed/in progress alongside

GCHQ's rebuild of their main buildings in the 2000s.

- Musician's blocks were demolished and replaced with new housing c 2004.
- Many of the blocks of flats on Princess Elizabeth Way have been given facelifts in recent years. Two tower blocks; India and Pakistan Houses were demolished in 2006 and replaced with semi-detached and terraced housing.



The 'Poets' conservation area covers the group of houses around Shakespeare Road. The area is described by Cheltenham Borough Council as follows: "Houses are set in well-spaced plots which create a unifying rhythm along the street. Roads are often tree-lined with the trees forming a distinctive visual characteristic of the area. The overall form and layout of the development is based upon 'garden city' principles. There is a strong influence of the Arts and Crafts movement to be found in the architecture of the houses..."³

There are also several listed buildings⁴ in the area, although relatively few considering the size of the area. They are as follows:

- Nesley Croft, on Fiddler's Green Lane
- Two large properties adjacent to the Griffiths Avenue Nature Reserve – one of which is now a care home
- St Marks C of E Church
- Lamp post on the roundabout near the Railway Station
- Vine Cottage on Alstone Lane
- 52, 54 and 58, Alston Lane
- Alstone House
- Cheltenham Gas Company Building and Walls Adjoining (Gloucester Rd)



MILTON ROAD PART OF "THE POETS"

³ [https://www.cheltenham.gov.uk/info/52/conservation/644/cheltenham conservation areas/9](https://www.cheltenham.gov.uk/info/52/conservation/644/cheltenham%20conservation%20areas/9)

⁴ www.britishlistedbuildings.co.uk

- 2 GRADE II listed White House, corner of Village Road and Kingsmead Road
- 2 GRADE II listed Arle Court House, in Kingsmead Road.

Physical Character

The area is so large that the character is enormously varied throughout. Much of it is residential, with most housing being built during the second half of the 20th century, aside from St Marks and the few houses that formed the original old hamlets and villages. Many streets tend to be fairly uniform, owing to the larger-scale development that occurred rather than infill, but there is a rich variety of building styles, representing architecture from the 1920s through to very recent years.



Unlike the tight Victorian grids of more central Cheltenham areas, the street layout in the area is more modern, from the concentric crescents and joining roads of St Marks to the loops and cul-de-sacs of Springbank. While these non-linear street layouts may have sought to create a more spacious feel, the area does still have a busy character, although not necessarily unpleasantly so. The amount of greenery and open spaces is higher than within the town centre, allowing some 'breathing space'. The modern nature of many of the houses means that nearly all homes have front gardens, which adds to the spaciousness, and abundant off-road parking means that streets have a more open appearance. Flats tend to be three- or four-storey, and set out in squares or within lawns, again giving a more spacious feel.

The amount of employment activity nearby adds to the busy nature of the area, with GCHQ based in the Springbank neighbourhood area and Gloucester College based in the Hesters Way neighbourhood area.

Roads, Transport and Access

Roads

Several busy arterial roads run through the area: Princess Elizabeth Way runs north to south and connects the A40 from Gloucester to the A4019 Tewkesbury Road, so is used by through-traffic to avoid the town centre as well as for the retail parks around Tewkesbury Road. Gloucester Road splits from the A40 and runs north-east along the eastern of St Marks before meeting the High Street, so again it serves as a route for traffic destined for the railway station and the north of the town. The southern boundary of Fiddler's Green and Springbank neighbourhood runs along the A40, which is a very busy route that links Cheltenham to Gloucester and the M5 north and south. Most other roads in the area provide access for residential populations, although some minor arterial roads connect small residential streets with main routes in and around town.

Cycle ways

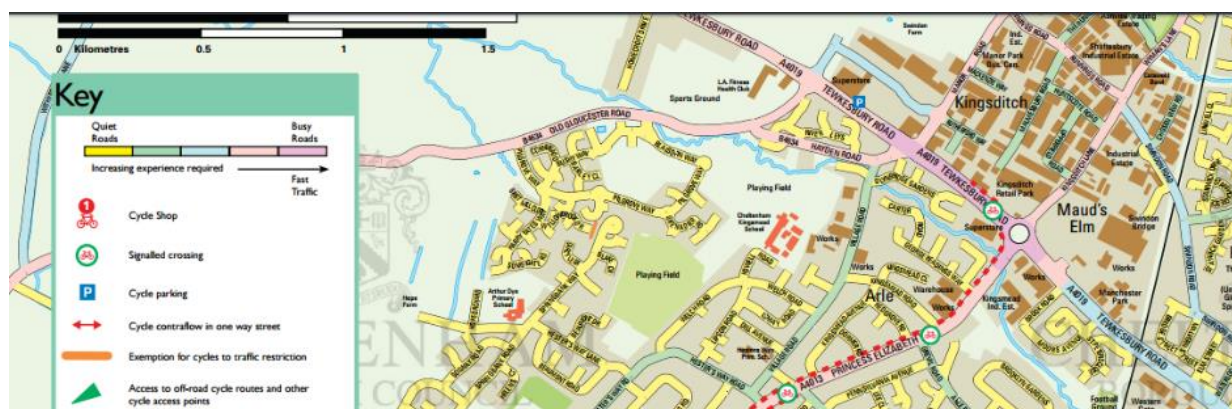
There is shared-use footway on along Princess Elizabeth Way and a small part of the A40 that can be used by cyclists, and there are bike parking facilities on Edinburgh Place (Coronation Square) and Tewkesbury Road. There are no other dedicated cycle trails or facilities in the area, so cyclists travelling through and around the area currently use the roads. Roads in the area have been graded by the Cheltenham and Tewkesbury Cycling Campaign as being either quiet, reasonably quiet or medium, apart from Princess Elizabeth Way, the A40 and Tewkesbury Road. A higher rating needs a higher level of skill from the cyclist.

Public Transport

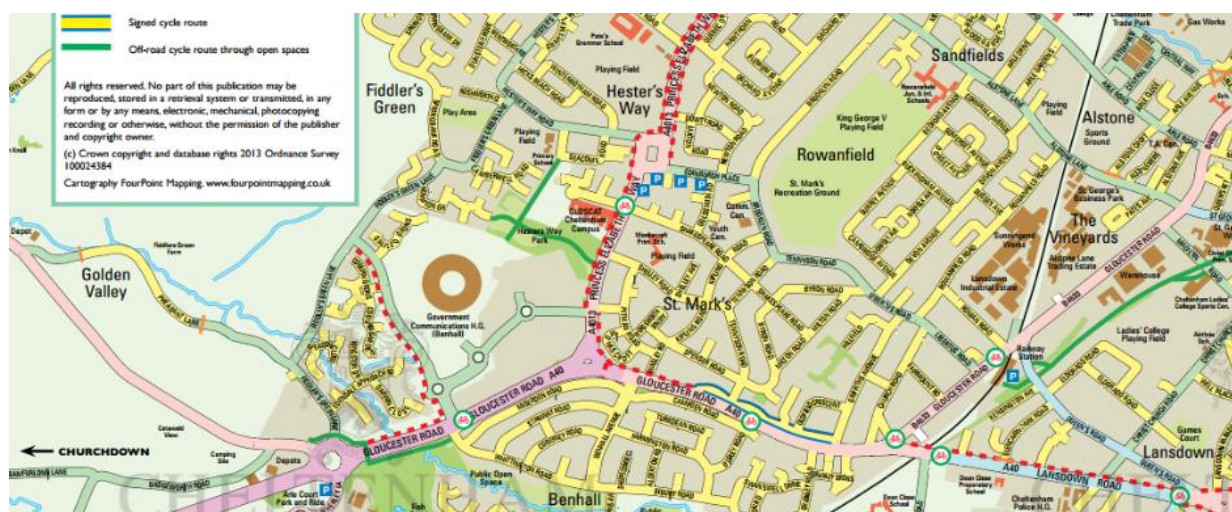
Cheltenham Railway Station is in very easy reach for the residents of St Marks and the lower portions of Hesters Way. For Springbank, the station is roughly 40 minutes' walk, or 2.4 miles (Google Maps). The bus station is a 1.6 mile or 30-minute walk from the heart of the area (Orchard Avenue in Hesters Way, GL51 7LE), but some buses do go through the area, such as the C (Springbank – Fiddlers Green – Cheltenham), A (Lynworth – Cheltenham – Benhall – GCHQ), B (Springbank – Wymans Brook Cheltenham – Charlton Kings) and F (Rowanfield – Cheltenham – Leckhampton). The number 94 bus goes from Cheltenham to Gloucester along the Gloucester and Lansdown Roads along the southern boundary of the area.

Parking

The vast majority of houses in the area have an off-road parking option, meaning that on-road parking is easy for visitors. The high usage of the railway station leads to commuters parking in the vicinity, which



EXTRACT FROM CHELTENHAM CYCLE MAP



can cause parking problems for residents. (A GCC managed parking permit scheme is at the proposal

stage) There is one council car park in the area, behind the shops at Coronation Square. Gloucestershire College and GCHQ have their own self-contained parking, meaning that employment parking is largely self-contained. Although there are considerable issues at GCHQ with contractors' cars regularly parked in local residential streets much to the irritation of locals. Many houses have off-road parking, but parking spaces are more scarce for residents of the many flats in Hesters Way.

Community Services and Facilities

Healthcare

There are two GP surgeries within the area: Hesters Way Healthy Living Centre (Cassin Drive), Springbank Surgery (Springbank Way). There are four dental surgeries in the area or very close by: Springbank Dental Surgery (Springbank Way), Coronation Dental Practice (Princess Elizabeth Way) Michael Dental Care (Fiddlers Green Lane) and 8 Libertus Road Dental Practice (Libertus Road). There are three pharmacies in the area, and these are Lloyds Pharmacy (Coronation Square), St Marks Pharmacy (Tennyson Road), Cheltenham Pharmacy (Springbank Way).

Libraries

Hesters Way Library (Goldsmith Road) is close to the cluster of shops on Coronation Square and operates a limited 21 hours per week service.

Places of Worship

The area has five active churches: Hesters Way Baptist Church (Ashlands Rd), St Barnabas Church (Orchard Way), St Aidans Church (Oasis Centre), St Marks Methodist Church (Gloucester Road) Bethany Gospel Hall (Newton Road) and St Marks C of E Church (Church Road).

All churches offer a wide variety of community engagement and activities including coffee shops, youth groups, toddler / playgroups as well as weekly services and hire of church premises for community groups and activities.

Community Spaces and Facilities

There are three dedicated community centres in the area: Springbank Community Resource Centre (Springbank Way), Hesters Way Community Resource Facility (Cassin Drive, also home to the Chinese Centre) and St Marks Community Centre (Brooklyn Road). Create on the Square and Axiom Arts Thursday and Friday markets (Coronation Square).

There is a recycling bank in Edinburgh Place car park, off Coronation Square.

Pubs

The Midland, next to the train station has a large community space / function room for hire⁵.

The Umbrella on Orchard Way, is a community pub with a large skittle alley/function room with own bar, pool table and dart board. It also offers skittles and darts teams and regular live music.

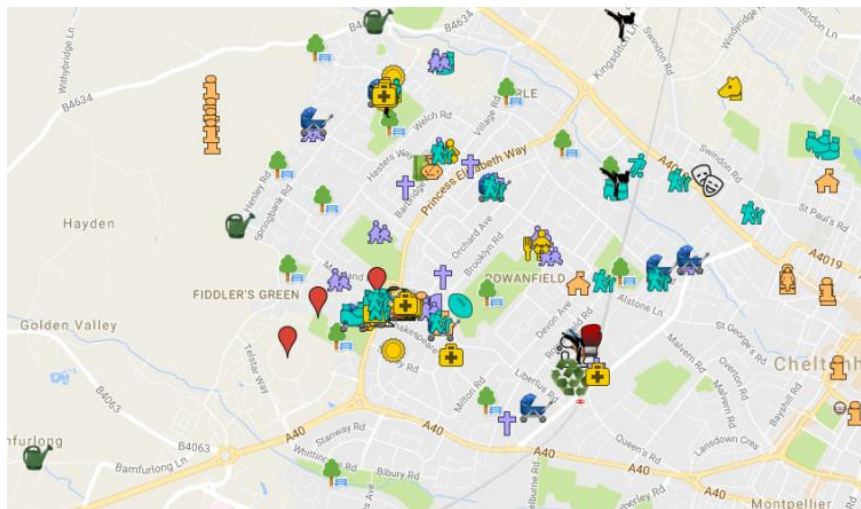


THE MIDLAND

⁵ <http://midlandcheltenham.co.uk>

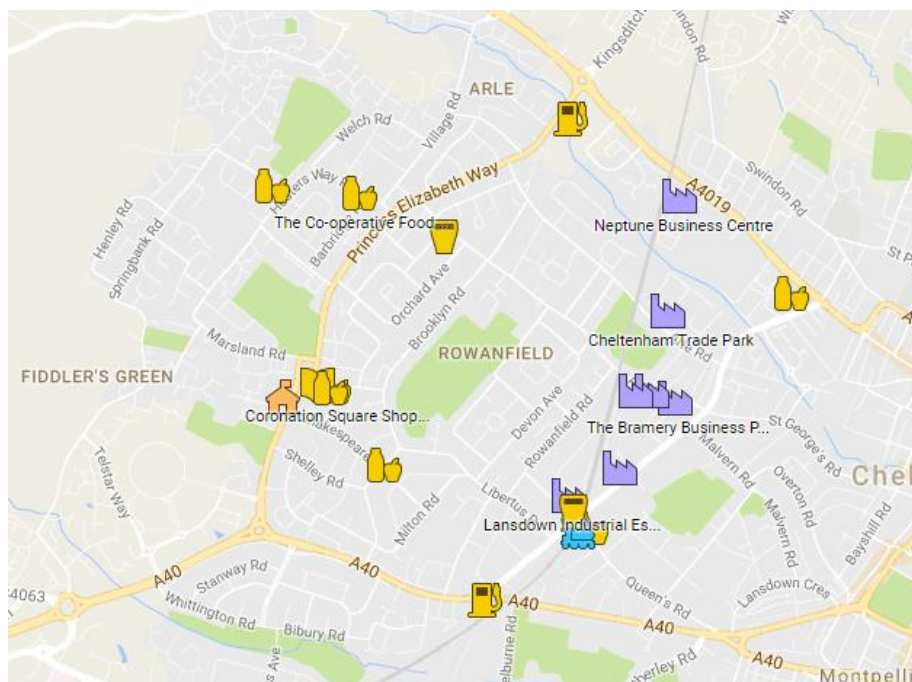
Community Facilities Map

The Community Facilities map locates all the venues included in the Hesters Way Partners Directory⁶. It can be accessed using the Google link below the image.



https://www.google.com/maps/d/viewer?hl=en&authuser=0&mid=1tz6Xk-tf4Rq7C0xJ_jl9t8l9pHE

Businesses and Business Parks map



<https://www.google.com/maps/d/viewer?mid=1JFmozVQPp-VWvuFGASh863UTTGU>

⁶ <http://hwpartnership.org.uk/directory>

Recreation and Leisure

There are several sports facilities in the area⁷:

- YMCA Sports Hall (Arle Road)
- Oasis Centre (Coronation Square)
- Otium Leisure Club (Fiddlers Green Lane)

There are several playing fields in the area such as Springfields Park, Triscombe Way, Pilgrove Way and King George V Playing Fields. There is a skate park and MUGA at Springfields Park. Other green spaces include; Chelt Walk Park and Griffiths Avenue Nature Reserve, The nearest public swimming pool is Leisure@Cheltenham on Tommy Taylor's Lane, which is 1.9 miles away, or 37 minutes' walk, from the heart of the neighbourhood area.



Green Spaces

There are a lot of green spaces in the area, some with designations and some without. The green belt of the town runs along the western border of the area. The neighbourhoods took part in the Local Green Spaces Study conducted in 2015 in partnership with GRCC and Cheltenham Borough Council, applying to designate (as local green space) Pilgrove Way, George Readings Park, Triscombe Way, Christ College, Monkscroft School Field and the green space around St Marks Community Centre (decision pending at time of reporting).

Educational Facilities

The area contains six primary schools:

- Hesters Way Primary (Dill Avenue)
- St Thomas More Primary School (Lewis Rd)
- Springbank Primary Academy (Springbank Way)
- Rowanfield Junior School (Alstone Lane)
- Rowanfield Infant School (Alstone Lane)
- Gloucester Road Primary School (Gloucester Rd)

It also contains two secondary schools:

- All Saints' Academy (state) (Blaisdon Way)
- Pate's Grammar School (state) (Princess Elizabeth Way)

The area also contains several early years' settings, including:

- Puddles Nursery (HWCRC, Cassin Drive)
- Giggles Nursery (Springbank CRC Springbank Way)
- Hesters Way Children's Centre (Dill Avenue)
- Rowanfield Children's Centre (Alstone Lane)
- Toddler group at St Barnabas Church



⁷ <http://hwpartnership.org.uk/directory>

- Toddler group at St Marks Methodist Church

Economy

Employment

The area is mainly residential, so many residents are required to travel out of the area to get to work. However, Gloucester College, Lansdown Industrial Estate and GCHQ offer a number of employment opportunities within the area. The area is a medium length bus ride away from central Cheltenham retail and administrative employment, with the town centre being 2.7 miles away. The concentration of retail and trade along Tewkesbury Road is in relatively easy reach, especially for residents of Springbank.



Income

The area features several parts of Middle Layer Super Output Areas (MSOAs), which are small geographical areas used to analyse average household income in England and Wales 2007–8. According to the data, mapped to show the different MSOAs, there is a very wide range of incomes across the area, with some areas at an average of £810 and £730 per week at that time, while other areas are in the lowest quintile with an average of £520 per week at that time and others at the second lowest income quintiles with an average of £570 per week.

Retail and Services

The largest retail cluster in the area is around Coronation Square, on the eastern edge of the area. This cluster includes Farmfoods, Iceland, Greggs, Sue Ryder, Age UK, two cafés, two betting shops, a greengrocers, an optician, a travel agency and several takeaways.

There are several smaller retail and service clusters elsewhere in the area:

- Convenience stores on Hesters Way Road, Hesters Way Lane, Springbank Road, Gloucester Road and Arle Road / Merriville Road
- A cluster including a hairdresser, takeaways, butchers, motor shop and convenience store on Tennyson Road
- An empty block of shops at the end of Springbank Way
- Post Office on Hesters Way Road
- Shell garage on Princess Elizabeth Way

Planning Landscape

Recent planning and development had taken place at the White House on Village Road, the former Spirax Sarco site off Tennyson Road and the land on the former Christ College School on Arle Road. Developments have been planned but not agreed behind Lucinia Mews and at Springbank Shopping Centre.

The recent JCS indicate plans pending approval for a new “Tech Hub/ Business Park” on land beyond Fiddlers Green and 1100 plus houses on land west of Springbank.

Housing⁸

Area	Owned outright %	Owned with mortgage %	Social housing shared ownership %	Social housing rent from CBC or HA %	Private Rental %	Other %
Hesters Way Partnership	21.2	32.4	1.6	38.7	12.5	1.8
Cheltenham	32.1	32.4	0.7	12.2	20.1	2.4
Gloucestershire	35.5	33.9	0.8	12.9	13.8	3
England	30.6	32.8	0.8	17.7	15.4	2.7

Housing Tenure – proportions

Far fewer houses in this area are owned outright than the national, regional or borough averages, but mortgaged properties are roughly in line with local and national averages. Social rentals are very high (25% more social rentals than Cheltenham's social rent proportion overall and over twice the national average). Private rental numbers are low when compared to Cheltenham overall, but closer to national averages.

Housing affordability

Zoopla's heat map of property prices for West Cheltenham⁹:



⁸ All information in this section taken from the 2011 Census

⁹ <http://www.zoopla.co.uk/heatmaps/>

St Marks & Hesters Way Partnership

Area	Owned outright %	Owned – mortgage or loan %	Shared Ownership %	Social – council %	Social – other %	Private Rental Landlord %	Private other %	Rent free %
St Marks	22.8	32.9	0.8	23.6	6.1	11.0	1.5	1.2
Hesters Way	17.5	28.4	2.1	23.8	11.8	14.0	1.5	<0.1
Springbank	23.3	35.8	1.8	16.1	8.4	12.5	0.1	1.0
Cheltenham	32.1	32.4	0.7	8.0	4.2	20.1	1.3	1.1
Gloucestershire	35.5	33.9	0.8	5.9	7.0	13.8	1.6	1.4
South West	35.4	32.0	0.8	5.8	7.5	15.2	1.9	1.4
England	30.6	32.8	0.8	9.4	8.3	15.4	1.4	1.3

Source: ONS 2011 Census

Appendix 2: Neighbourhood Development Forum Output

The following information contains key notes from the Hesters Way Partnership Neighbourhood Forum Workshops on 14th July and 14th September 2016. A variety of themes were considered using the following prompts- 'What we have/ value'; 'Considerations', 'What we want to achieve'.

Economy

What we have:

- Business retail space
- Coronation Square – retail centre- Keep the Square
- Small pockets of retail elsewhere
- Horticultural/green space in middle
- Trading estates
- Appearance of GCC Building
- Opportunities – Cyber park

Considerations:

- Employment – skills, facilities
- Opportunities for local people –suitable local employment fitting skills of the area and training available
- Employment
- SMEs
- Business with employment

Vision:

- Attracting more businesses employing local residents
- Encouraging businesses to take apprentices
- A development of Coronation Square that attracts users - pleasant environment.

Business Sector and Retail

What we have:

- Coronation Square (under redevelopment)
- Hesters way shops & Post Office/Co-op/ Charity shop H/W Project
- St Marks shops (Tennyson Road)
- Glos Road (by the railway station)
- Lansdown Trading Estate
- Yellow Box Co (bottom of P.E. Way)
- Petrol station

What is needed:

- It would be good to see a pound shop/discount shop/Home Bargains
- We need things to attract families
- Coffee shop that sells retail as well.

- Greggs does well? Combine & seating area. Salad bar including gluten free, sugar free, dairy free, additive free.
- Good idea to put car park at front and put CBH housing in back & parking for staff
- Christmas/ Seasonal shop, sell allotment stuff
- GCHQ staff help & virtual reality shop for kids.
- Rent office space for short times. Rent space for a day
- Use GCHQ to encourage IT skills for local people

Vision:

- A pleasant, attractive business & retail area which will draw people in
- Retain what we have
- Niche shops to attract football
- Local businesses run by local people

Environment and green infrastructure

- People value the flowers (wild) on grass verges
- Make Benhall roundabout more attractive (lighter Trees)
- Plant bulbs (could use to form words), replant daffodils on verges- find a business to sponsor park warden to maintain/clear/parks
- Planting to soften landscapes – verges, middle of road, more wild flowers please!
- Hesters Way in bloom could be a possible action
- Get all information on green spaces – their use, ownership, size, access, value to public, why it needs protecting. Cul-de-sac green.
- Green buffer on Pheasant lane & Hayden Lane
- Monkscoft site - field next to care home, Shelley Road: College playing field between Arle Road and Alstone Lane
- Encourage more bus use so less need for parking
- Sort junction 10 so lorries not using Princess Elizabeth Way
- Shops and services – face the community they serve

Vision:

- Connectivity between green spaces
- Vibrant spaces that people are proud of and which are visually inspiring

Climate Change

What we have:

- Large residential areas interspersed with green spaces
- Verges planted with bulbs
- Educational boards about wildlife in park
- Also smoke free area
- Cycle lanes

- Green spaces
- Good – Brilliant school facilities (Educational)
- Excellent green areas for sport
- CBH arranging solar panels on suitable houses
- Wind turbine in Springfield Park
- Only National Policy
- South facing property/Effective drainage

What is needed

- Promote walking, cycling & public transport usage
- Take up offers of grants for insulation
- We would like free green bags again or economical brown bins
- Standards in building
- Better use of multi
- Green space strategy
- Flooding/Flood protection
- Garden permeability/ House permeability/ more visible soil
- Trees/Use the environment
- Potholes caused by bad weather (in part are being mended but slowly)
- There are still some areas which flood

Vision: Good Developments to include

- Living. Working and socialising in this area we would hope that we didn't have a negative impact on the environment.

Roads and transport

- Junction 10 M5 opened to relieve traffic in the area.
- Improvement in the bus services – either arrive all at once or not turning up at all
- Adequate car parking for new builds (Flats housing and business)
- Paving stones to be replaced all over town where needed
- GCHQ new employment builds to supply adequate parking for workers
- Safe walkways through grass areas
- More safe pedestrian areas in all car park areas
- Apply by-law parking restriction for paths and grass verges (to prevent obscuring vision).

Vision:

- This area will be a place where everyone is safe and has adequate access to transport.

Facilities and services (including health)

What we value: - Important to retain what we have:-

- Market that can grow –valued
- A good network of clubs/associations

- Faith groups/schools/centres
- Youth groups(Brownies/scouts/Boys' brigade)
- Exercise classes (Belly dancing/zumba/balance)
- A library
- Slimming clubs
- Ability hub
- Axiom arts
- Children's centre
- Nurseries/pre-school

What is needed/issues to address:

- Encourage people to get out more!
- Banking/Post Office/Credit union (Access to finances is important)
- Venue/Entertainment
- Health services/Pharmacy
- Pub/Café/Restaurants with a pleasant outlook/ view - eg in Parks
- Sports/Bowling Green

Vision:

- A key thought is to have inter-generational spaces/hubs – a whole area where old and young mix all the time
- Complimentary services eg In Health centres we need dentistry, podiatry
- Translation Services

Community Facilities

What we have:

- MUGA – to – be
- Church “halls” & associated activities
- Sports centre
- Parks
- Pub
- St Marks (Brooklyn Road) Community centre (Play group/Lunch club)
- See directory!!
- Library
- Family space organisation
- Educational opportunities- Tutoring
- Opportunities for young people
- Using community facilities more flexibly
- Library
- Oasis
- Springbank – lots of spaces but not joined up
- Hesters Way



- St Marks community centre
- H.W. Baptist, St Marks £25, St. B's £22 per session
- Bethany Gospel Hall
- Swindon Village Hall
- Saracens
- Schools

What is needed:

- Better facilities for young people
- Priorities to be tailored to the community
- Using community facilities more flexibly
- Better transport, open more time
- Activities not to clash
- Price less for locals
- Need to work together and have things on at the same time

Vision:

- This area will be a place where people can meet and gather and enjoy company and activities together.
- Leisure facilities suited for all needs
- Where facilities work together for the good of the community
- Leisure and community facilities suited to all needs

Housing

Timespan of development 1870-2016

- 1900 - Old Farm properties/Glos Road
- 1920 - St Marks Estate
- 1930 - Anne Road/Gardens
Brooklyn Road
- 1950s – Princess Elizabeth Way/Concrete Houses
- 1960s – Fill in
- 1970s – Springbank/Fiddlers green
- 1980s – Springbank/Fiddlers Green
- 1990 – present fill in N/S Court

Also- Christ College (Saxon)

What do we need?

- Affordable
- Mixed ownership/ tenant
- Varied price
- Well designed

To consider:

- Redway:
- Houses with multiple occupation (HMOS)
- Quality+
- Eco +
- Parking
- Listed Properties – consider new
- Redevelopment policies are needed for houses with multiple occupation

Vision: Good Developments to include

- Green spaces overlooked by property
- Green spaces will linked to housing
- Parking sufficient for housing
- Trees

- **Historic Buildings**

What we have:

- St. Marks church (C of E) Iconic building under Glos. Diocese
- The Midland Pub - Victorian Hotel & Pub brings in a good revenue during races and from rail travellers
- Lansdown Railway station- Essential for commuters and commerce
- St Marks Methodist church – Frontage
- Poets estate 1924
- Arle House Kingsmead Road
- White House Village Road
- Sherry bar (Douglas Hydraulics)
- Gatehouse
- Hope Farm – a barn
- 2 buildings on road up to B & Q on opposite sides of road
- Buildings with a significant meaning to the community

What is needed:

- Wish to keep all of the above
- Opportunities continued use for benefit of history, slight changes to include more community activities
- Challenges – The upkeep
- Being out of town we don't have extremely historic buildings but more well-known loved and recognised. As time goes by these may have to be brought into more modern use while retaining the historic façade
- Maintain our historic buildings/Preserve them
- Other buildings not necessarily in need of preservation as long as there is sustainable change
- Buildings with a significant meaning to the community

Vision:

- An area where historic buildings are preserved

Task 2: Desirable characteristics of new housing development

Characteristics that are valued in new housing developments

- Privacy – not overlooked too much
- Variety of bedroom numbers
- Houses and flats – increase in proportion of houses
- Home suitable for single people as there is currently a large proportion of two bed flats
- Green - trees and gardens
- Easy access to both front and back entrances to homes
- Effective soundproofing (building regulations)
- Integrate local shops/services/ indoor and outdoor 'meeting spaces' into new development (encourages mixing and counters antisocial behaviour)
- Integral meeting spaces in new developments – indoor and outdoor
- Easy access to green space from several points (eg. Springfields has many entrances – which is better than KGV which has only 3)
- Green spaces which are clearly overlooked by homes (Green spaces not overlooked can be problematic)
- Encourage grassed areas (flooding not a particular issue except around the Square and side streets. However there is a good deal of concrete in the area and no more opportunity for natural drainage should be lost).
- Cul-de-sac encourages neighbourliness
- Efficient road design around new developments

Appendix 3: Workshop Output to bring together aspirations

Aspect	Aspiration	How we know this	Other points raised (e.g. potential solutions/ reality check / how to tackle)
Local Environment (green infrastructure + space / historic buildings)	<p>High level aspiration</p> <p>To cherish and protect the buildings valued by the community</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> • To maintain the existing well known and loved buildings in 	<p>Reference: NCG meetings & PPP meeting</p> <p>Two listed buildings in Springbank (The White House, corner of Village Road and Kingsmead Road, and Arle Court House, in Kingsmead Road).</p>	<p>Challenges faced – the upkeep.</p> <p>Being out of town there is not extremely historic buildings but more well-known loved and recognised buildings.</p> <p>Places mentioned in the HWP Directory could help to inform a list of cherished buildings.</p>

	<p>the area for continued use and historical benefit</p> <ul style="list-style-type: none"> Promote those building with significant meaning to the community 		
Local Environment (green infrastructure + space / historic buildings)	<p>High level aspiration</p> <p>To ensure connectivity between green spaces</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> To obtain all information on green spaces – their use, ownership, size, access, value to public, why it needs protecting. Cul-de-sac green. To develop walking routes with signage To ensure that further housing developments factor in linkages with green space and not just industrial units. 	<p>Reference: Local Green Space project, NCG meetings and NDF meetings.</p> <p>In terms of new development the landscape of the roads is quite distinctive in this area (i.e. having a green strip with trees on it in between the road and the pavement), and that this should be retained in any future new developments. It also acts as a good flood defence.</p> <p>Springfield Park has so many access points and that it is great to be able to access it from all directions.</p>	<p>The need for a focused local Green Space Strategy – to ensure current and future green space allocation is designed around existing and potential development.</p> <p>To ensure appropriate flood protection is in place</p> <p>It is also important to have seating for the older people.</p> <p>A map of the area which identifies where the green spaces are in the area, including what is available, access points etc. is available on the website: http://www.hwpartnership.org.uk/HestersWayMap.html</p>
Local Environment (green infrastructure + space / historic buildings)	<p>High level aspiration</p> <p>To have vibrant spaces that people are proud of and which are visually inspiring.</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> To encourage wildlife corridors to ensure vibrant flora and fauna To ensure that the main parks (e.g. KGV and Fishy Park) are protected from development To source a business to sponsor for a park warden to maintain/clear/parks To develop a destination park 	<p>Reference: Local Green Space project, NCG meetings and NDF meetings.</p>	<p>Make Benhall roundabout more attractive (lighter Trees)</p> <p>Planting to soften landscapes – verges, middle of road, more wild flowers</p> <p>Maintain Springfield Park as a destination park.</p>

Housing Development	<p>Higher level aspiration</p> <p>To ensure that any future development takes into consideration the current housing needs including type, design and layout in relation to green space and industrial / retail allocation.</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> • Integration of local shops/services/ indoor and outdoor ‘meeting spaces’ into any new development (encourages mixing and counters antisocial behaviour) • Green spaces which are clearly overlooked by homes • Efficient road design around any new developments. 	Reference: NCG meetings & PPP meeting	There is a need to take into consideration what is going to happen in the future (e.g. welfare reforms), and also that any development needs to be sustainable with the inclusion of recreational facilities.
Economy (business sector & retail)	<p>Higher level aspiration</p> <p>To ensure businesses can be retained and attracted to the area offering local residents employment opportunities.</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> • To integrate Cheltenham Borough Council's shop-front improvement programme. • Promote and strengthen partnerships between large and small private businesses. • Establishment of influential local traders associations. • Providing a signposting service to new and established businesses 	<p>Business Breakfast Presentation by HWP September 2015.</p> <p>Reference: PPP meeting</p>	<p>It is clear that the success of small businesses plays a key role in the regeneration of inner-city areas and activities described can make a significant impact in addressing this issue.</p> <ul style="list-style-type: none"> • Encouraging businesses to take apprentices • Working in partnership with Cheltenham Borough Council departments • Establishing a Business Partnership Programme • Publicity campaigns / including shopping destination <p>The number of takeaways is concerning which attracts anti-social behaviour having a negative effect on the image of the area.</p>
Economy (business)	Higher level aspiration	Traders Forum	To address the Branding, Identity and Perception of Coronation Square via developing a comprehensive publicity plan to raise the profile of the area -

sector & retail)	<p>To ensure the reinvigoration of the Coronation Square as part of a focused retail and economic hub.</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <p>To address the development requirements of Coronation Square to attract users and creates a pleasant environment.</p>	<p>Could make better use of the car park and improve signage to make it a destination shopping area. The Traders Forum is considering this in his proposals for a car park at the front and more housing on the square.</p> <p>Shops footfall will be greater when the new housing development is built.</p>	<p>work with the Tourist Board has resulted in extension of the 'tourist map' to include the inner-city for the first time</p> <p>Create a list of the top five places to visit in the area so that in 15 years' time people can say there have been improvements.</p>
Transport / traffic management	<p>High level aspiration</p> <p>To ensure the area will be a place where everyone is safe, has adequate access to transport with consideration taken for sustainability.</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> • Green transport schemes for local businesses and community centres • Improvement in the bus services and routes linking main centres to the local area. • To ensure adequate car parking areas are created to support the needs of the area. Consideration for parking in new developments 		<p>To ensure safe walkways through grass areas as well as more safe pedestrian areas (including in all car parks)</p> <p>Apply by-law parking restriction for paths and grass verges (to prevent obscuring vision).</p> <p>Restricted access streets for improved cycle and pedestrian safety and convivial living</p> <p>Cycle and pedestrian permeable routes across the area and towards the town centre</p>
Transport / traffic management	<p>High level aspiration</p> <p>To ensure the area will be a safe place to cycle and walk. People will be encouraged to use cycling and walking routes to get to work/shops / schools safely and efficiently</p> <p>The achievement of this aspiration requires the following objectives to be met:</p>	<p>Badly designed roads can cause a lot of problems for cyclists (and pedestrians).</p>	<p>Reduction of traffic on Princess Elizabeth Way as it divides the community</p> <p>Designing wider roads so that a cycle lane can be included</p>

	<ul style="list-style-type: none"> • Managing the flow of traffic in the area • Joined up cycle routes 		
Facilities / Local Services	<p>High level aspiration</p> <p>To ensure that leisure and community facilities are suited to all needs for the good of the community.</p> <p>The achievement of this aspiration requires the following objectives to be met:</p> <ul style="list-style-type: none"> • Prioritisation of facilities to be tailored to the community (e.g. Access to finances is important) • To be able to use community facilities more flexibly 	Reference: Children & Young Peoples meetings, NCG meetings and NDF meetings	<p>It is important to make best use of existing assets that may be underutilised.</p> <p>Promotion of the online local directory</p>

In addition the following provides a summary of issues discussed (without prejudice) during the workshop on the Joint Core Strategy and the Springbank Greenbelt area:

- No connectivity for green spaces – current areas plus ‘new’ green spaces. Green route from most distant houses into Fiddlers Green, Henley Way etc....
- Integration of what is currently here with new – seamless
- Employment straight up to houses – not good. Green all round? Should be a buffer zone
- Views – sunset etc... Very important to retain.
- Must check the flooding situation and impact of further development etc....
- Important that current infrastructure is supported and not competing + displacing activity in current area
- Theoretical re-mapping for green spaces – involve Gloucestershire University
- To develop houses / property and allocate green space first and then ‘worry’ about Industrial Units afterwards
- There is disproportional amount of industrial versus green space (Staverton has units available)
- Industrial units are just spaces to rent – lots of empty shops and houses

Appendix 4: Previous Consultations

During 2016 there have been numerous community engagement activities with respect to the Neighbourhood Development Planning (NDP) process. At each of the occasions detailed NDP has either been on the agenda or has formed a discussion topic, some with local providers other with residents and many with both. The tenor of responses are indicated in the relevant sections above but they can also be found through the following links:

- Neighbourhood Coordination Group meetings (28th April, 7th July & 13th October)
- Children and Young People's meetings (19th June, 22nd September & 1st December)
- Partners meetings (21st March, 18th August, 21st November)
- Eco fun day (24th September)
- Easter fair (12th March)
- St Barnabas Church (9th May)
- Hester's Way Children's Centre (22nd April)
- PPP (16th July)
- Viewpoint magazine (February, June & November)
- Website Facebook twitter - regular updates