**Visions and Aspirations for the Hesters Way Neighbourhood Development Plan**

**Comments Regarding aspirations**

Vision/aspiration relates to … ‘ In 15 years’ time, the West Cheltenham (Hesters Way) will be a place where…..

Objectives relate to ‘ In order to achieve this vision, the following will need to be addressed/ achieved’

**High level vision (3 key aspirations) e.g.**

* 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 and gather and enjoy company and activities together with leisure and community facilities suited to all needs for the good of the community
* (Andy to confirm – three bullet sentences at most to offer the high level vision for the area.

All the aspirations in relation to specific aspects below relate to achieving this ultimate vision

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| **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) | **High level aspiration**  To cherish and protect the buildings valued by the community  **The achievement of this vision 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 | Via NDP process (NDF to reference as appropriate) | Challenges faced – the upkeep.  Being out of town there is not extremely historic buildings but more well-known loved and recognised buildings. |
| Local Environment (green infrastructure + space / historic buildings) | **High level aspiration**  To ensure connectivity between green spaces  **The achievement of this vision requires the following objectives 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 a destination park * To develop walking routes with signage * To ensure that further housing developments factor in linkages with green space and not just industrial units. | Via NDP process (NDF to reference as appropriate) | * The need for a focused local Green Space Strategy – to ensure current and future green space allocation is designed around existing and potential development. * To ensure appropriate flood protection is in place   ( NDF to validate) |
| Local Environment (green infrastructure + space / historic buildings) | **High level aspiration**  To have spaces with vibrant spaces that people are proud of and which are visually inspiring.  **The achievement of this vision requires the following objectives to be met:**   * 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 | Via NDP process (NDF to reference as appropriate) | * Make Benhall roundabout more attractive (lighter Trees) * Planting to soften landscapes – verges, middle of road, more wild flowers |
| **Aspect** | **Aspiration** | **How we know this** | **Other points raised**  **(e.g. potential solutions/ reality check / how to tackle)** |
| Housing Development | **Higher level aspiration**  To ensure that any future development takes into consideration the current housing provision including type, design and layout in relation to green space and industrial / retail allocation.  **The achievement of this vision 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 (Green spaces not overlooked can be problematic) * Efficient road design around any new developments. | Via NDP process (NDF to reference as appropriate) | (NDF to provide comment as appropriate) |
| Economy (business sector & retail) | **Higher level aspiration**  To ensure businesses can be retained and attracted to the area offering local residents employment opportunities.  **The achievement of this vision requires the following objectives 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 | Via NDP process (NDF to reference as appropriate) | 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.   * Encouraging businesses to take apprentices * Working in partnership with Cheltenham Borough Council departments * Establishing a Business Partnership Programme * Publicity campaigns / including shopping destination |
| **Aspect** | **Aspiration** | **How we know this** | **Other points raised (e.g. potential solutions/ reality check / how to tackle)** |
| Economy (business sector & retail) | **Higher level aspiration**  To ensure the reinvigoration of the Coronation Square as part of a focused retail and economic hub.  **The achievement of this vision requires the following objectives to be met:**  To address the development requirements of Coronation Square to attract users and creates a pleasant environment. | Via NDP process (NDF to reference as appropriate) | To address the Branding, Identity and Perception of Coronation Square via developing a comprehensive **publicity** plan to raise the profile of the area - work with the Tourist Board has resulted in extension of the 'tourist map' to include the inner-city for the first time |
| Transport / traffic management | **High level aspiration**  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 vision requires the following objectives 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** | Via NDP process (NDF to reference as appropriate) | * To ensure safe walkways through grass areas as well as more safe pedestrian areas (including in all car parks) * Apply by-law parking restriction for paths and grass verges (to prevent obscuring vision). * Restricted access streets for improved cycle and pedestrian safety and convivial living * Cycle and pedestrian permeable routes across the area and towards the town centre |
| Facilities / Local Services | **High level aspiration**  To ensure that leisure and community facilities are suited to all needs for the good of the community.  **The achievement of this vision requires the following objectives 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 | Via NDP process (NDF to reference as appropriate) | (NDF to update as appropriate) |