

# Hesters Way Neighbourhood Development Plan 2020 – 2031

HWNP Draft 19 – 13 01 21



# Hesters Way Neighbourhood Development Plan 2020-2031

## FOREWORD

### Hesters Way Forum Steering Committee

In 2016 a group of local people got together with the hope of coming up with a plan to make Hesters Way a better place to live. After hundreds of hours of conversation, discussion and debate the Neighbourhood Development Plan (NDP) is now taking shape. The Steering Committee would very much like to thank everyone involved for their effort, goodwill, and encouragement throughout the process.

Thanks for taking the time to read the Hesters Way Neighbourhood Development Plan we hope you agree that the NDP presents a fabulous vision for the future and offers the chance for every resident to thrive.

## CONTENTS

### Foreword

<b><u>01</u></b>	<b>Summary</b>	<b>3</b>
<b><u>02</u></b>	<b>Introduction</b>	<b>6</b>
<b><u>03</u></b>	<b>Background and History</b>	<b>11</b>
<b><u>04</u></b>	<b>Vision and Objectives</b>	<b>28</b>
<b><u>05</u></b>	<b>The Policies</b>	<b>36</b>
<b><u>06</u></b>	<b>Community Projects</b>	<b>57</b>
<b><u>07</u></b>	<b>Consultation and Evidence</b>	<b>59</b>
<b><u>08</u></b>	<b>Glossary</b>	<b>62</b>
<b><u>09</u></b>	<b>Appendices</b>	<b>64</b>

Summary

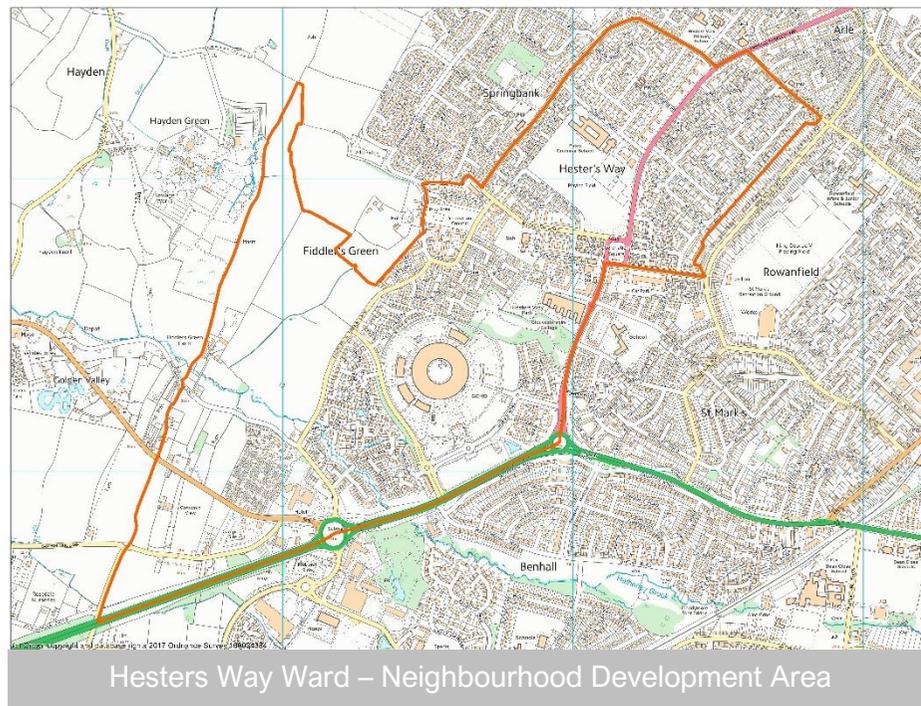
01

# Summary

## What is the Hesters Way Neighbourhood Development Plan?

The Hesters Way Neighbourhood Development Plan (NDP) is a legal document which will guide what sorts of new development should take place in the ward.

The ideas included in the NDP are based on local opinion gathered by the Hesters Way Forum (HWF) made up of local residents, organisations, and businesses. The HWF has run public meetings, consultation events and talks, distributed thousands of flyers and produced a website to help residents share their ideas, hopes and fears for the future of the ward.



## Vision statement:

What people say they want Hesters Way to become:

**“Hesters Way must be a safe, green and sustainable place that people are proud to call home, with work, leisure and community facilities that are accessible and inclusive and encourage community togetherness. It should be a beautiful and welcoming place where people thrive.”**

## Important Issues and Themes

The document explains the history of West Cheltenham and how Hesters Way has come to be like it is today. It describes the housing, employment, parks and play areas and how people get around. Where the area is good it celebrates this, where the area needs improvement it suggests ways that this can be achieved.

It explains how the community would like to see Hesters Way develop in the future, making better homes for people and providing better jobs and training. The document describes the great parks and play facilities, community centres and sports facilities but where additions and improvements are needed it says where these should be and what they should look like.

The NDP also highlights the need for action against climate change with proposals for renewable energy and energy efficiency. It suggests ideas to make cycling and walking safer and more enjoyable and tackles transport problems, roads, and parking.

The issues and themes presented below have been raised during the

consultation and are of considerable importance to Hesters Way's residents, businesses, and community groups.

- **Residential areas and affordable housing**
- **Business employment and the proposed Cyber Garden Village**
- **Green spaces parks and wildlife**
- **Play and community facilities**
- **Walking, cycling, public transport and cars**
- **Infrastructure and sustainability**

It explains why the area needs investment and a vision for Hesters Way in the future offering aspirations for how developments in the ward can make Hesters Way a better place to live.

These aspirations have then been translated into policies which when implemented will make sure that the new developments address the issues raised and force development to meet local need. We are creating a template for good design and development based on local knowledge and opinion that planners must use to improve the area on our behalf.

### **We would like to see**

- **Affordable housing for all in need in mixed tenure estates.**
- **Sports and leisure facilities to meet local need**
- **Leisure and community facilities suited to all.**
- **Well-connected and biodiverse green spaces**
- **Vibrant visually inspiring spaces.**
- **Employment and training opportunities to residents.**
- **Cycling and walking given priority**
- **A reliable and effective public transport system**
- **Sustainable infrastructure for vehicles, services, and utilities**
- **Buildings valued by the community cherished and protected**

- **Proper parking facilities**
- **Renewable energy locally generated**

### **Community Infrastructure Levy**

Developers are obliged to make contributions called the Community Infrastructure Levy (CIL) which pay for parks and leisure improvements, public art and sports provision. Once the NDP is "made" the Hesters Way Forum will negotiate with Borough Council to ensure the infrastructure proposals put forward in the NDP are fully supported. The HWF will be entitled to 25% of the CIL fund if the NDP is accepted.

### **Referendum**

If the NDP is accepted by a referendum of registered voters in Hesters Way ward (over 50% of votes must be in favour) then it will be "made" and developers will have to abide by its policies.

### **Community Projects**

Alongside the policies to guide development the NDP recommends community projects to help improve the area. These will include business partnerships, schools mentoring projects, parks and gardens membership schemes, litter picking and community growing projects and sports and leisure projects

For more information about how the NDP works, the full list of aspirations and the policies that back them up please read on!

[Top](#)

**Introduction**

**02**

# Introduction

## What is the Hesters Way Neighbourhood Development Plan?

The Hesters Way Neighbourhood Development Plan (NDP) is a community-led framework for guiding the future development, regeneration, and conservation of Hesters Way ward. It is a platform for local people to shape their surroundings such as housing, employment, parks, community facilities and transport.

The Localism Act 2011 established the right of communities to prepare NDPs if they could gather 21 people to form a Neighbourhood Development Forum and allocate a Neighbourhood Development Area. Any plan area must be approved by the local community and the planning authority, in our case Cheltenham Borough Council.

The Hesters Way community must be consulted on the detail of the NDP and critically 50% must vote for it at a local referendum. The statutory status gives NDPs lots of power to influence planning when the developers come along.

Non-strategic policies, like those described in our NDP should be used by local planning authorities and communities to set out more detailed policies for specific areas, neighbourhoods, or types of development. This can include allocating sites, the provision of infrastructure and community facilities at a local level, establishing design principles, conserving, and enhancing the natural and historic environment and setting out other development management policies.

Neighbourhood planning gives communities the power to:

- **Develop a shared vision for their area.**
- **Shape, direct, and help to deliver sustainable development**
- **Influence local planning decisions**

## Hesters Way Forum

The Hesters Way Forum (HWF) was set up by a group of residents,



Hesters Way Community Resource Centre – At the heart of it!

employees, and volunteers with the aim of producing a Neighbourhood Development Plan for the area. After much discussion, the Hesters Way ward was chosen as the NDP area, and an application was submitted and then approved by Cheltenham Borough Council in December 2017. (See page 10 for Hesters Way Neighbourhood area map)

The HWF has been awarded grants from Locality the government body administering the NDP process to help with technical support in preparing the NDP including public engagement, professional fees, meeting rooms, conferences, printing, advertising, and publicity.

## Hesters Way Neighbourhood Plan

The HWF set about gathering the views and opinions of local people with a real interest in the community. The HWF has run information gathering and consultation exercises across the area at church halls, community events, with business leaders and local hubs and clubs. The monthly steering group meetings and coffee mornings welcomed committee members and residents to learn about the process and to have their say.

This process of engagement has shaped the NDP's vision, aspirations, and objectives and has identified what local people feel most strongly about

## Key Issues in Hesters Way

Consultation indicated that the key issues locally are:

- Affordable housing
- Employment and training
- The proposed Cyber Garden Village
- Green spaces and corridors
- Play and community facilities
- Transport infrastructure, traffic and parking
- Sustainability and climate change

## Preparation of the NDP

The aspirations of the community have been assessed in respect of the key themes and issues and a host of exciting and ambitious proposals have been put forward.

The aspirations have in turn been used to design planning policies that must be addressed when new development takes place. The policies are not only based on local opinion, but also backed by strong evidence. You can find that evidence in the appendices at the back of the document.

## Draft Consultation

The draft NDP must be subject to a 6-week consultation with the public, statutory consultees, and the local authority.

## Submission and examination

Once agreed by the community the NDP is passed on to the Local Planning Authority for an independent examination. This submission will include the following documents.

- A map defining the plan area
- Consultation statement
- The proposed Neighbourhood Development Plan
- A basic conditions and legal requirements statement



The Umbrella, Hesters Way's only pub!

Should the NDP require minor modifications these are made, and the plan is passed over for public referendum. If the examination shows that even with changes, the plan will not meet the basic conditions it will then be rejected.

## Referendum

People on the electoral register in the Hesters Way ward will be entitled to vote on the question.

*“Do you want Cheltenham Borough Council to use the NDP for Hesters Way to help decide planning applications in the neighbourhood area?”*

If more than **50% of those voting say yes** then the local planning authority will bring the NDP into force. i.e. the NDP will be “made”.

## Implementation

Planning applications presented to the planning authority at Cheltenham Borough Council must meet the criteria proposed in the NDP before being accepted. However, like all planning policy documents, neighbourhood plans will gather increasing weight as a material consideration, the closer they get to becoming a 'Made' Plan.

### Joint Core Strategy and Local Plan

The NDP will form part of a legislative framework which defines what local development takes place.

The most powerful strategic element of the framework is the Gloucester, Cheltenham and Tewkesbury Joint Core Strategy (JCS) 2011 to 2031 (adopted in 2017) which defines new developments in specific areas of Gloucestershire. Included in the JCS is that part of the Hesters Way ward (land at Fiddlers Green and Springbank ) designated for the Cyber Garden Village.

Subordinate to the JCS lies the Cheltenham Borough Local Plan to 2020 - 2031 (yet to be adopted), the Borough Council's plan for future development in the town which lie outside those areas designated as JCS.

Any proposals included in the NDP cannot override either the JCS or the Cheltenham Borough Local Plan documents but can take account of local context and add detail and flavour to the main strategic approaches.

Whilst a Neighbourhood Development Plan cannot determine 'strategic' planning policy, it can influence the detailed 'local' matters and it is many of these matters identified by residents, that the NDP policies are seeking to address.

Once a neighbourhood development plan has been brought into force, the policies it contains take precedence over existing non-strategic policies unless they are superseded by strategic or non-strategic policies that are adopted subsequently. However, NDPs should not promote less development than set out in the JCS or the Cheltenham Borough Local Plan or undermine those strategic policies.

### Local planning policy

These policies in the [JCS](#) are of direct relevance to the NDP because the plan needs to be in general conformity with them:

- Policy SD3: Sustainable Design and Construction
- Policy SD4: Design Requirements
- Policy SD5: Green Belt
- Policy SD6: Landscape
- Policy SD8: Historic Environment
- Policy SD9: Biodiversity and Geodiversity
- Policy SD15: Health and Environmental Quality
- Policy INF1: Transport Network
- Policy INF2: Flood Risk Management
- Policy INF3: Green Infrastructure
- Policy INF4: Social and Community Infrastructure
- Policy INF6: Infrastructure Delivery
- Policy INF7: Developer Contributions
- Policy A7: West Cheltenham

# Hesters Way Neighbourhood Plan Area



## **Background and History**

# **03**

# Background and History

## History of West Cheltenham

The urbanisation of west of Cheltenham occurred largely since the turn of the last century. Previously the area had been a rural backwater dedicated to arable farming and orchards at Hope Farm, Arle Farm and Arle Court Farm. Aside from a brick works and a mill on the River Chelt, Hesters Way remained as fields and farmland until as late as the 1950s.

Recent archaeological excavations on the site of the All Saints Academy in the Springbank ward revealed a much longer history. The survey conducted in 2011 unearthed evidence of pre-historic activity, Roman and early Medieval settlement, and the remains of two human burials radiocarbon dated to the 7th century. Other early finds nearby include Roman pottery and coins from the former allotment site at Howell Road and a Neolithic stone axe head from the new housing development site on Village Road.



Hesters Way in 1896



St Mark's Estate from the south, Hesters Way beyond, 1935.

However, it is the developments of the 20th century that have most significantly shaped the character of the area. The initial growth occurred in the inter war years with the construction of the St Marks estate south of the ward which began in 1921. This area, now designated for conservation, includes roads named after famous 18<sup>th</sup> century British writers, hence the nickname "The Poets".

Between 1945 and 1953 the Cheltenham Corporation purchased land on which to build hundreds of new council houses to meet growing post war demand. There were also developments to accommodate GCHQ staff who moved to the new Benhall site in 1952. Later that year Princess Elizabeth visited and planted a tree in Benhall to mark beginning of the construction of the new estate. Subsequently, schools, churches, a library, and new shopping centre in Coronation Square were completed by 1960. The area was now booming.

Having had some of its sports field compulsorily purchased to make way for the estate, Cheltenham Grammar School moved from its town centre site to establish a new school in 1965. The school was designed by Chamberlin, Powell and Bon who also developed the Barbican in London and was uncannily similar in design to the Murray Edwards College, Cambridge (formerly New Hall) built in 1962-66. In 1986 the school took the name Pates after a merger with the girl's grammar school of that name.

Three further schools opened before 1975 to accommodate the rapidly expanding population. In the meantime, developments saw housing estates at Netherwood Gardens located between the 1930s Brooklyn Road and the art deco style properties at Arle Drive. This urban growth continued with privately funded housing projects in Fiddlers Green, Springbank and Cavendish Park. Recently developments have taken place on land adjacent to GCHQ and at Newlands Park in Springbank.

Many of the housing developments of the late 50s and early 60s had failed to provide either the physical or social and community benefits originally intended. In 1995 a regeneration project was devised by the Borough Council based on recommendations of the PIEDA report commissioned to establish the reasons for the decline. The result was the demolition of India and Pakistan Houses (Tower blocks on Coronation Square) and Sochi Court (opposite the shops on Edinburgh Place) and their replacement with terraced houses and low-rise flats. The 1950's blocks on Princess Elizabeth Way were remodelled and improvements made to the through road.

The most significant developments recommended by PIEDA were arguably on the site of the former Monkscroft Secondary School which included the new Glos College campus, Oasis Youth Centre, Hesters Way Community Resource Centre, and Police Station. These great new builds combined with the redevelopment of the GCHQ "doughnut" completed in 2002, reversed the downward decline and offered great hope for the future.



Hesters Way and former GCHQ as major works begin in 1999

*For further details see the documentary of local history edited by Chris Green with contributions from a wide variety of local folk: <http://historyofhestersway.co.uk/>*

## Population and Demographics

Today the population of the ward is approaching 7,000. Census information<sup>1</sup> for the area indicates that:

- Around 49.8% of residents are male and around 50.2% are female
- There are 33.97 people per hectare in Hesters Way, ranking in the top 35% for population density in the county.
- The proportion of under-17-year olds living in the Hesters Way ward is in the highest 10% in the town.
- Young people have some high needs. Hesters Way ranks in the highest 10% in Gloucestershire for emergency hospital admissions, English as an additional language and the number of free school meals (over twice the county average)
- Pupil achievement is inconsistent, indicating that many pupils may not make good progress at key points in their education.
- 29% of children are living in poverty in Hesters Way and Springbank compared with 19% across England
- Some indicators that affect economy and enterprise ranked in the highest 10%: the number of lone parents and the number of carers is consistently high across the ward.



Bus at Coronation Square c1968.

- Crime indicators suggest that crime levels are fairly high, there are 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.

Total Population	Aged 0-15	Working age population	Aged 65+	Dependency ratio
6,880	1,525	4,465	890	0.57
49.8% male; 50.2% female	22.1% (England average = 19.1%)	64.9% (England average = 62.8%)	13.0% (England average = 18.0%)	England average = 0.58 (ratio of non-working age to working age)

Source: Mid-Year Estimates (ONS) 2017

## Housing

The initial developments in the ward were of 512 houses paid for by central government to accommodate the arrival of staff at the new GCHQ Benhall complex in 1952. This development in Ashlands, Barbridge, Oldbury and Hesters Way Roads, along with Newton and Ellison Roads of largely family housing was accompanied by the construction of 400 flats at Scott and Edward Wilson Houses and Monkscroft.

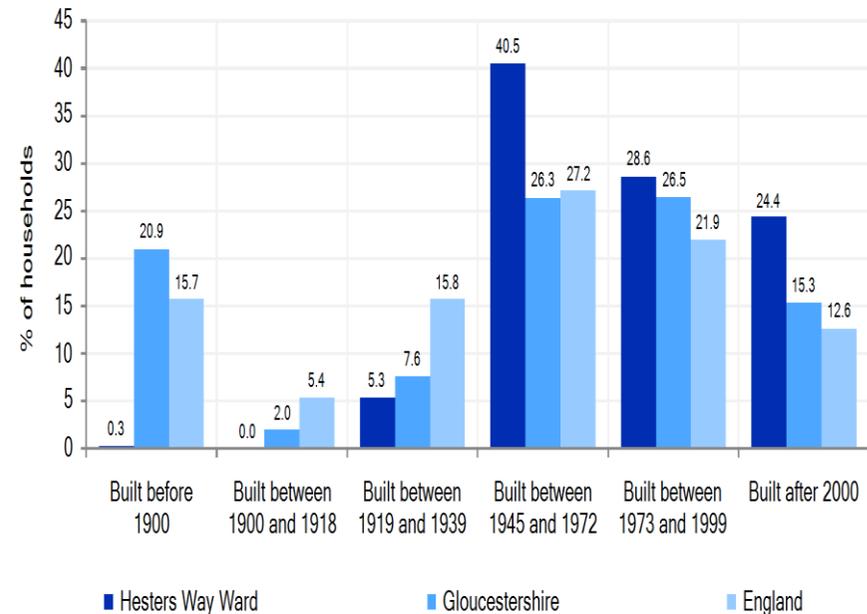
The Borough Council continued to expand building across the estate in the mid to late 1950's with construction of 3 story flats at Sochi Court, and tower blocks called India and Pakistan Houses on Coronation Square. Expansion has continued apace with new council and housing association dwellings filling most of the available land.



Edward Wilson House (1954) now managed by Cheltenham Borough Homes

## Timespan of development 1951-2020

- 1951-54 – Ashlands, Barbridge, Oldbury and Hesters Way Roads; Newton and Ellison Roads family homes
- 1952-54 – Princess Elizabeth ; Scott and Edward Wilson Houses flats
- 1960s – India and Pakistan Houses and Sochi Court flats
- 1970's – Family housing estates south of GCHQ
- 1980s – Fiddlers Green estates north and west of GCHQ
- 1990s – Various in fill at Graham, Stanley, and Falkland Places
- 2000s – Demolition of India and Pakistan Houses and Sochi Court and replacement with low rise housing developments
- 2000's – Further estates adjacent to GCHQ including North and South Courts and housing on the former Monkscroft School site



Sochi Court 1968. Demolished 2002

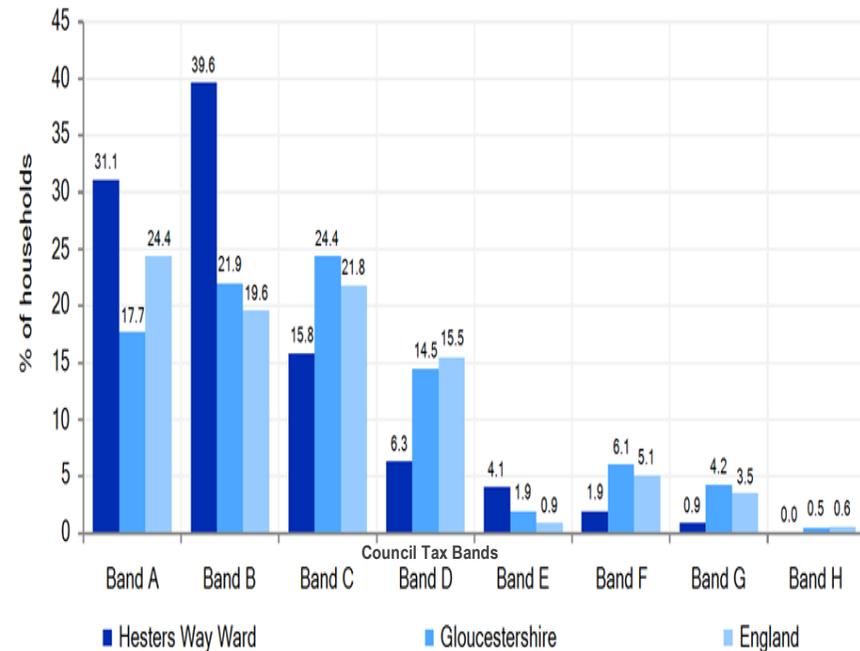


India and Pakistan Houses 1995. Demolished in 2006

## Housing Mix and Tenure

There are less than half the number of detached properties and double the number of purpose build flats in the ward than the UK average. The proportion of these which are socially rented (33%) is nearly double the national average. Two thirds of the socially rented accommodation is managed by Cheltenham Borough Homes. The two other key housing providers in the area are Guinness Trust and Bromford who together own 10% of the total housing stock.

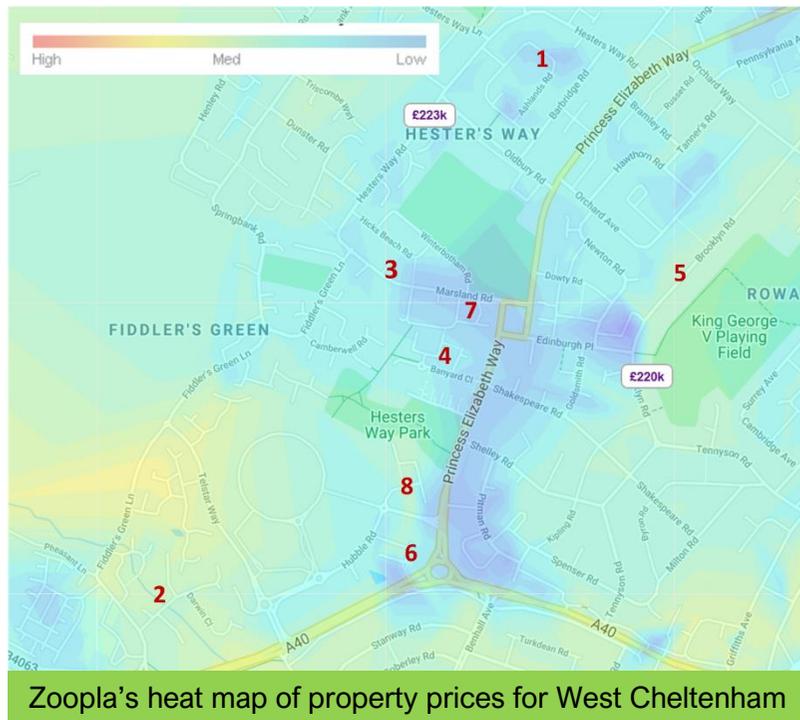
Just over half the homes are owner occupied with nearly half of those owned outright. The remaining properties are largely privately rented at 13%, just under the national average.



## Housing Affordability

Houses in Hesters Way are generally cheaper than their equivalents in the rest of Cheltenham. Zoopla's heatmap below indicates where prices are highest and shows similarities to the deprivation indices map (p23)

There is a general shortage of affordable properties in Cheltenham but a large proportion of those that are available are in the west of the town. The concentration of cheaper accommodation and the resulting demography and deprivation are issues which must be accounted for when considering large scale developments. The situation in Hesters Way clearly show that housing tenure can affect local pressure on schools and health services and potentially undermine economic regeneration.



## Employment and Economy

The local economy of Hesters Way is dominated by GCHQ which employs over 7,000 full and part time staff plus a large number of contractors. Many people in the ward are employed at GCHQ but the bulk of the workforce comes from other parts of the town and beyond.

There are various small and medium sized employers locally including those at located at Hesters Way Community Centre and at the Coronation Square shopping centre, which although adjacent to the area in fact lies in the St Marks ward. Employers include:

- GCHQ
- Gloucestershire College
- Cheltenham Borough Homes
- Jury's Inn Hotel
- Coronation Square (Including: Iceland, Lloyds Pharmacy, Greggs, Farm Foods, British Heart Foundation and more)
- The Kingsditch Trading Estate, also beyond the ward boundary, offers many employment opportunities to ward residents.

Unemployment levels in the ward are currently comparable with the national figures with more people employed than the national average. Many people are in full time work but 30% fewer than average are self-employed. Local people are particularly vulnerable to economic downturns as indicated during 2008-9 when unemployment rates spiked. Wages are on average approximately 20% below national figures. One quarter of the adult population have no qualifications and 7% fewer than average have level 3 and 4 qualifications

The HWF has held and attended events at which the development of local economy has been discussed with local businesses. The main emphasis was to ensure that the area is an attractive place for business and that business was integral to continued regeneration.



GCHQ, viewed from above Fiddlers Green Meadow

## Business Partnership

To create a successful local economy, partnerships should be encouraged between large and small private businesses. Key players will include local businesses and Cheltenham Borough Council, Growth Hub and other public bodies, the voluntary sector and wider community. An area-wide strategy could involve:

- a business mentoring programme, large businesses can partner with local businesspeople in an exchange of skills and opportunities
- networking for businesses to share skills and experiences
- accessible business advice and support services
- a community investment programs working with Business in the Community and large companies,
- signposting service to new and established businesses through production of a business directory to include office space and co-working opportunities
- establishment of a local traders' association and credit union in West Cheltenham

## Training and Skills

Development of opportunities for local people through job-based training and liaison with Gloucestershire College for tailor-made courses. College / schools partnerships could promote

- Apprenticeships
- Young enterprise
- Business mentors

## Office and Retail Development

Proposals to encourage shopping locally would include

- Landscaping the public spaces adjacent to shops
- Publicity campaigns to showcase the shopping destination

- Promotion of the weekly trader's market
- Free parking for shoppers

Gloucestershire College, local training provider



## Landscape and Natural Environment

The natural environment is precious to the community. Research and workshops at HWF events identified aspects of the area which are cherished and opportunities for green improvements.

### Parks and Gardens

The ward contains two large and contrasting public parks.

**Hesters Way Park** known locally as Fishy Park lies to the west of Princess Elizabeth Way and was designated as part of the development of the initial estate in Hesters Way. The park contains a wide variety of well-established trees including horse chestnut, poplar, willow, hawthorn, cedar, cherry, cypress, false acacia, pedunculate oak, silver birch and holm oak, with many non-native tree species also present. In March 2004, the Queen visited the park to unveil a plaque commemorating the replacement of an oak tree that she had originally planted near GCHQ, Benhall in 1952.

The 2006 biodiversity survey (BS 2006) indicated the presence of yellowhammer and starling (red data list species of conservation concern) and considered likely that the UK Biodiversity Action Plan priority species bullfinch and song thrush may use the habitats present on site.

The play area dates to 2005 as does the stone circle commissioned by the borough council (<https://gordonyoung.info/listeningstones/>) The park offers access to the estates in Fiddlers Green, Gloucestershire College and to the rear entrance of GCHQ

**Fiddlers Green Park** is the rather poorer cousin having been established as part of the Fiddlers Green development in the 1980s. There are fewer trees, shrubs or flowers, the play facilities are poor and there is no pathway so limiting access especially during winter. An opportunity to link the park as a wildlife and sustainable transport corridor to the new Cyber Garden Village has been identified as part of the HWF master planning project.

Hesters Way Park boasts a wide range of established trees



Fiddlers Green Meadow and site of potential Cyber Hub



**Farmland at Fiddlers Green Lane** lies in the far west of the ward, includes the boundary of Cheltenham and is the largest area of local green space. Currently used mainly for grazing cattle the fields are home to wide variety of flora and fauna. Recent sightings include Fallow, Roe and Muntjac deer, buzzards, ..... It is recognised by Gloucestershire Wildlife Trust a key wildlife site and offers superb views to the countryside and the hills beyond.

The biodiversity survey conducted in 2006 indicated the Fiddlers Green Lane Meadow as an area of semi-natural grassland (SO913226) and of high value as a wildlife corridor. Scattered broadleaved trees occur across the site, some of which have the potential as future veteran trees. The hedgerows include mature trees, notably ash and oak.

The survey suggests that the mature trees may have potential for bats. The stream to the south of the site is likely to provide a foraging route for bats and has potential for dispersing otters. It has low-moderate suitability for water voles because of the heavy shading. The stream also has low-moderate potential for white clawed crayfish.

**Other valued green spaces** have been identified as part of the street audit conducted in 2018 by the Hesters Way Forum. These include Gloucester Road open space, North Court Gardens, Ashlands Green, Blenheim Square, Coronation Square, Niven Courtyard, Caine Square, land at council properties along Princess Elizabeth Way, St Aiden church site and smaller green spaces on Hawthorne Road, Oldbury Road and Camberwell Road.

Although not officially “designated green spaces” the community want to keep them in public ownership and protect them from development.

No allotments are located in the ward though **Terry Ashdown** Allotments on Henley Road is nearby.

## Community Facilities

### Valued Services

Throughout the process of creating the Neighbourhood Development Plan local people have described the facilities, services and buildings that are most important to them. We have categorised these below.

**Buildings** Important buildings a list of the key local facilities which provide valuable services to the community:

- Hesters Way Community Resource Centre lies in the middle of the ward and provides invaluable services including the West Cheltenham Surgery, Puddles Nursery, Cheltenham Borough Homes offices and payments office and a variety of local charities and starter business units. The centre is also home to JT's Café, the only public café in the ward.
- Oasis Centre adjacent to the Community Centre offers a home to the West Cheltenham Churches and Family Space. The community and sports halls are used regularly by community groups including the Ability hub



- The Multi Use Games Area (MUGA) in front of Oasis provides the only outdoor sports facility in the area and is free to users.
- Hesters Way Baptist Church on Ashlands Road offers Sunday services, courses and community activities.
- Hesters Way Neighbourhood Shop is an Aladdin's cave of second hand bargains whose takings support the Hesters Way Neighbourhood Project.
- The Umbrella, the only pub in the ward is a friendly and welcoming community hub on Orchard Way
- The Co-op on Hesters Way Road at the north end of the ward houses the Hesters Way Post Office which serves the wider west Cheltenham community.

**Schools** The children of Hesters Way ward are educated at a range of schools across the west of the town. St Thomas More Catholic Primary School and associated nursery lies in the ward, Hesters Way Primary School and Children's Centre lie just beyond the northern boundary but serve many local families. Secondary education is provided by Pates but on a highly selective basis, so All Saints Academy is the key provider for secondary students in the ward.

**Colleges** Gloucestershire College offers great educational opportunities for anyone over 16 years old with a wide range of courses from cookery to cyber security and plenty of support for the most disadvantaged young people.

### Community services nearby but serving the Hesters Way Ward

- Hesters Way Library
- St Marks Community Centre
- Create on the Square
- The Police
- Bromford
- Guinness Trust
- Science Centre



## Transport and Infrastructure

The very busy Princess Elizabeth (PE) Way bisects the ward linking the M5 junction 11 with the town centre and the Tewkesbury Road. Traffic flow is heightened by the lack of an all ways junction north of the town which makes PE Way in effect the west Cheltenham ring road. GCHQ as the biggest employer in the town also attracts substantial traffic leading to high congestion at peak hours. Road improvements are planned for 2020 on the A40 and Telstar Way in the vicinity of GCHQ as much in anticipation of the forthcoming Cyber Garden Village development as to address the current flow issues.

The development of Junction 10 (M5) as an all-way junction received government support in March 2020 and will be completed by 2024. If all goes to plan this welcome change will certainly address the current traffic issues and may also lessen the impact of construction works, cyber business and residential traffic at the new Cyber Garden Village development.

Speeding vehicles on residential streets and excessive use by large lorries and coach parking on Fiddlers Green Lane have been raised for many years by concerned residents

### Public Transport

Public transport is well used in the area as one quarter of the households live without a car. The A, C and F bus services provide reasonable links to the town centre from the northern, central, and southern parts of the ward but the south west is less well served. However, there remains a very high number of short distance car journeys to work taken within the ward. (p25 Systra 2019)

To reduce car use and to meet the sustainability targets set by the Borough Council new bus routes are essential. New road infrastructure will be required particularly linking the Cyber Village to the town centre, the railway station, economic hubs at GCHQ and Tewkesbury Road.



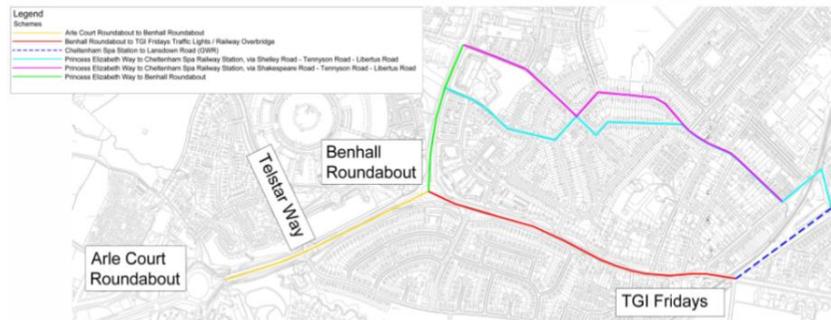
### Cycling Infrastructure

Approximately 7% of journeys to work from the ward are by bike, however, journeys to workplaces in the ward are 11%, the highest in the town. Provision of cycle routes is limited and sporadic. The best provision is the shared cycle and walkway along PE Way, but this needs maintenance and upgrade. A recent route signage project identified the more frequently used routes to the town centre and the railway station. These could be the focus of a strategic plan for improved walking and cycling infrastructure. Restricted access streets would also offer improved cycle and pedestrian safety and convivial living.

## Walking

The street audit conducted by the HWF indicated that most pathways were in reasonable condition but that some required maintenance and improvement. It was also noted that there were unsafe pedestrian areas in car park areas and insufficient safe crossing points along PE Way (see street audit in appendices)

Some of the local streets allow for safe pedestrian routes across the area and towards the town centre but there is scope to develop walking routes with signage to link key sites (e.g. Oak leaf of English Heritage/ feet or animal signs on pavements) and through parks particularly for access to the new cyber developments (see Cyber Masterplan)



New GCC Highways cycle infrastructure proposals 2020

## Parking

GCHQ as the biggest employer in the town also attracts substantial traffic leading to high congestion at peak hours and considerable parking issues on the residential streets in its vicinity (e.g. Kempton Grove, Fiddlers Green Lane). Suggestions for increased parking facilities to accommodate all staff have been regularly made. In the more recent residential developments insufficient car parking spaces have been provided (e.g. Pinewood Drive)

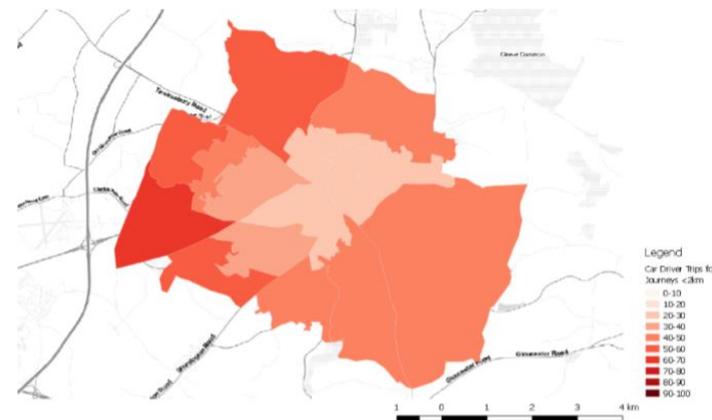
## Noise

Gloucester Road and PE Way constitute two of the three key “noise important areas” in the town. i.e. areas where road noise can have adverse impacts on health, quality of life and the environment, and needs to be carefully managed by the Highways Agency. (see appendix noise management)

## Car Use

Although almost one quarter of households in the ward is car-less the number of daily journeys of less than 2km is the highest in the town. The number of commuter vehicles going to and from Gloucester daily is 9,500 with 78% passing along PW Way / Gloucester Road by car. This does not account for visiting traffic coming in from the A40 and M5 throughout the week and at weekends.

## Travel to Work – Short Journey Car Mode Share (trip distance <= 2km)



Short journeys <2 km by car are highest in the town

## Hesters Way General Statistics

 <b>Population</b>	<p>There are 6,880 people living in Hesters Way Ward</p>
 <b>Vulnerable groups</b>	<p>29% of children are living in poverty in Hesters Way Ward compared with 19% across England. Large numbers of vulnerable people are socially isolated</p>
 <b>Housing</b>	<p>6.6% of housing is overcrowded double the national average, 3% of lack central heating. House prices are 25% lower than the county average. 45% of properties are rented, 20% to CBC and 10% to housing associations</p>
 <b>Crime &amp; safety</b>	<p>The overall crime rate is marginally higher than the average across England. However, anti-social behaviour is double the national average</p>
 <b>Health &amp; wellbeing</b>	<p>17% of people have a limiting long-term illness in Hesters Way Ward compared with 18% across England. Smoking related illness is significantly higher than the national average. Obesity amongst adults is 28.5%</p>

 <b>Education &amp; skills</b>	<p>25% of people have no qualifications in Hesters Way Ward compared with 22% across England. Pupil attainment is slightly below the national average at Key stages 1 to 4.</p>
 <b>Economy</b>	<p>45% of adults are in full-time employment compared with 39% across England though 10% fewer are in managerial posts and 80% in the public sector. The ward is the third highest provider of employment to Cheltenham residents</p>
 <b>Transport</b>	<p>26% of households have no car in Hesters Way Ward compared with 26% across England. Access to public transport is good to the north but only average elsewhere</p>
 <b>Communities &amp; environment</b>	<p>The % of people 'satisfied with their neighbourhood' (85%) is higher than the average across England (79%)</p>
 <b>THINK!</b>	<p>The data for the area is made to appear stronger by the inclusion of the housing to the west of GCHQ and Fiddlers Green. Without this the overall picture would be exaggerated.</p>

Source; [inform.gloucestershire.gov.uk](http://inform.gloucestershire.gov.uk)

## **Conclusions**

### **Sustainability**

The Neighbourhood Development Plan must promote sustainability in relation to continued social and economic regeneration and the climate emergency declared by the Borough Council. Improving the lives of future generations must be the benchmark of the NDP.

### **Housing**

Local housing issues are linked to the lack of mixed tenure estates and the concentration of affordable housing leading to skewed demand for services. New estates must take account of this and ensure the best mix of housing tenure to ensure communities are diverse and sustainable. New housing, in fact all new buildings must meet exceptional sustainability design standards and offer attractive carbon neutral environments.

### **Economy**

The local economy is weak with few local employers aside from GCHQ. Many of the residents are in low paid work and are more susceptible to economic downturns than the average across the town. Any new developments must take account of their potential to regenerate the area not least the Coronation Square shopping centre. This is the commercial hub of the neighbourhood but is tired, unwelcoming and in need of substantial investment and, potentially, a full redevelopment. Training and education are the keys to create strong links between the new cyber business district and the existing community including strong partnerships between local businesses, schools, and colleges.

### **Green spaces**

Local people love their green spaces. Existing green spaces need to be protected and their facilities enhanced to maximise the benefits for health and fitness. Green spaces need to offer varied and attractive habitats and promote biodiversity. Corridors to the countryside beyond must be created to reduce habitat fragmentation and encourage wildlife into the town.

### **Community Facilities**

The community facilities now in place provide strong and valued services to the community but austerity has shown how vulnerable these can be if government funding is withdrawn. Play facilities are reasonable in some parks but in others they are limited and in need of upgrade or replacement. Sports facilities are limited in scope and not widespread catering to a limited clientele. New communities must have local medical services, but they must not put existing facilities at risk.

### **Movement**

The local transport infrastructure and associated pollution and noise has blighted the area with PE Way dominating and dividing the area. Although road accidents are not noticeably worse than might be expected there is still a great opportunity to improve safe crossing of the PE Way and for the development of safe, direct and attractive walking and cycling routes both within the area and to town centre. Car ownership is lower than the average, but car use especially for travel to work is high. New road infrastructure will be needed to ensure public transport can offer an alternative to the car for residents and the cyber workforce and to address the climate emergency

[Top](#)

# Vision and Objectives

# 04

## Vision and Objectives

### Vision statement:

**“Hesters Way must be a safe, green and sustainable place that people are proud to call home, with work, leisure and community facilities that are accessible and inclusive and encourage community togetherness. It should be a beautiful and welcoming place where people thrive.”**

### We would like to see

- A thriving community where people are proud to live.
- A place where old and young people can meet and enjoy activities together
- Sustainability embodied in all new development
- Leisure and community facilities suited to all.
- Well-connected and biodiverse green spaces
- Vibrant visually inspiring places.
- Provision of affordable housing in mixed tenure estates
- Businesses offering employment and training opportunities to residents.
- Cycling and walking given priority
- A reliable and effective public transport system
- Sustainable infrastructure for vehicles, services, and utilities
- Buildings valued by the community, cherished and protected
- Future developments which complement and enhance the current housing provision and green spaces.
- Opportunities for children and young people who are resident, work or are educated to maximise their life chances and allow them to achieve or exceed their own expectations.



Urban art by Inkie at Arundel House, PE Way 2019

## Aspiration 1: Living

**New housing developments should integrate well with the existing residential context and provide a wide variety of good quality, well-designed, sustainable homes for all.**

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

- New developments should address the housing needs of the local community and in doing so provide a substantial proportion of affordable homes
- Developments should offer mixes of tenure i.e. housing should be available for social rent, part ownership and commercial sale
- Housing should be for all and include designs specifically for people with disabilities, students, single people, single parents, families, and those in later life.
- Wider development should include a mix of housing type i.e. family housing, starter homes and apartments or flats.
- Housing should meet high design and build quality and meet best practice environmental standards
- Housing developments should have convenient links with community facilities and green spaces.
- The NDP should ensure strategic developments identified in the JCS are integrated into the existing communities of so that they do not function as separate places.
- Provision of sufficient car parking areas adjacent to new homes to avoid the need for on street parking.
- Allocation of spaces for eco self-build projects.
- Provision of home office designs where appropriate to take account of new working practices



Passivhaus, [Goldsmith Street](#), Norwich Sterling Award 2019

## Aspiration 2: Working

**Commercial and retail development should provide sustainable growth for the town whilst also meeting the employment and training needs of local people.**

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

- New visually appealing businesses premises to meet the highest sustainable design standards especially in respect of energy use and efficiency
- Office spaces should be flexible allowing for changes of use and future business expansion
- New office and commercial developments should offer alternative schemes to reduce car travel and where this is not possible enough both onsite and offsite parking for employees and contractors
- Shortcomings of existing local retail centres need to be addressed and given equal priority by Cheltenham Borough Council to the town centre sites.
- Spaces suitable for co-working, small businesses and self-employment should be incorporated into new developments
- Workspaces should be designed to encourage training, collaboration, and partnerships between businesses large and small, private, and public.
- Establishment of a local trade and business associations providing a signposting service to new and established businesses



Office interiors e.g. WWF – Sustainable Planet Centre, Basingstoke



Office design trends; ambius.com

### Aspiration 3: Green Spaces

**To ensure the provision of beautiful and well-connected green spaces offering health and leisure opportunities whilst also mitigating the effects of climate change through sustainable drainage, tree planting and by promoting wide biodiversity.**

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

- Well-designed parks and play spaces featuring high quality equipment for all ages
- Green spaces should act as havens for diverse flora and fauna
- Community growing spaces and allotments should be incorporated in to the ward
- Native trees and shrubs should be planted to support wildlife and mitigate climate change
- Green spaces should be connected by wildlife corridors to other urban green sites and link to the countryside
- A green buffer between new development on Fiddlers Green, Pheasant, and Hayden Lanes should be a priority
- Housing should be located within a short walking distance of public green spaces
- The play and leisure features of existing local parks should be enhanced in consultation with local people
- A maintenance plan should be designed for public green spaces to include a park warden where sponsorship permits
- A destination park (e.g. Pittville Park) should be an integral part of any new development
- Wildflowers planting on grass verges especially evident around Coronation Square should be encouraged
- Improvements to planting at Benhall roundabout including more attractive, lighter-leafed trees
- Increased spring bulbs including daffodils on verges.
- Hester's Way in bloom project could be implemented

- Provide local opportunities to achieve the National Trust [50 things to do before you're 11 3/4](#)
- Fiddlers Green and Fishy Park should be protected
- Local green spaces should be protected from development
- Contributions to local tree planting a stipulation of planning



Wildflower planting Coronation Square

## Aspiration 4: Community

**To create a sustainable, vibrant, visually inspiring community featuring healthy and happy spaces that people are proud of and offering leisure, health, education and community facilities for all.**

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

- Provision of locally managed community facilities with multiple potential uses
- Expansion of services to meet identified community needs.
- Support for existing well known and loved buildings in the area to be maintained for continued use and historical benefit
- Provision of primary school facilities and expansion of secondary facilities nearby to meet demand.
- Improve the quality of existing educational buildings.
- Ensure buildings provide the opportunity for young people to meet their aspirations and exceed their expectations
- Prioritisation of facilities tailored to the community health needs taking account of current provision
- Promote, cherish, and protect those buildings with significant value to the community
- Integration of local shops / services / indoor and outdoor 'meeting spaces' into any new development to encourage community cohesion and to counter antisocial behaviour.
- Development of new sports facilities to meet local need including 4G pitches, multi-use games areas and indoor sports facilities



Potential new community buildings at the Cyber Hub



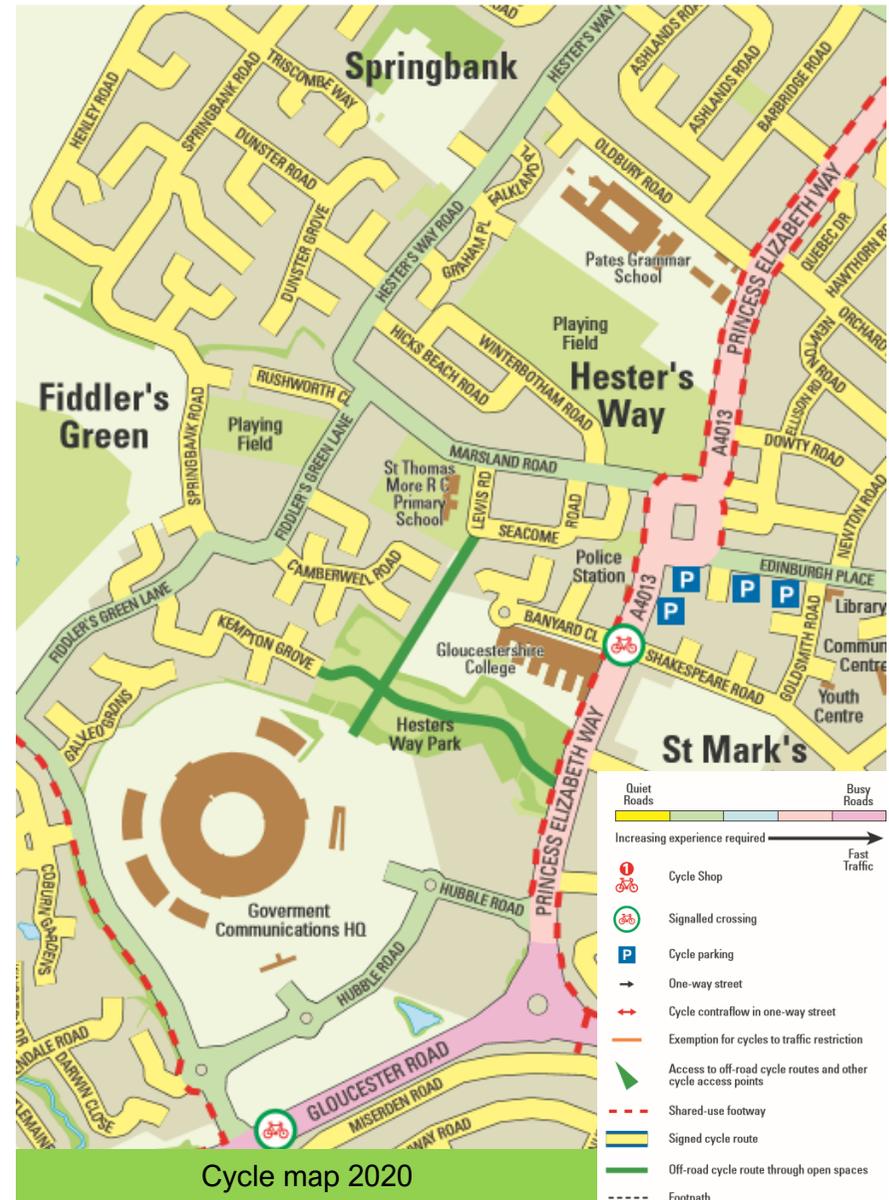
## Aspiration 5: Getting Around

To promote reliable and safe connectivity across the area, to the town centre and local hubs with emphasis placed on walking, cycling, public transport and reduced car use.

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

- Efficient traffic flow management across the area especially during and after new cyber village developments
- Adopting traffic speed limits to 20mph in all residential areas
- A dense network of signed, direct, walking and cycling car free routes linking key employment and education hubs and to the town centre
- Safe and occasionally car free streets prioritising walking and cycling and walking routes to work, shops, and schools.
- An attractive network of streets including restricted access, one-way boulevards, well positioned street furniture and landscaping to promote healthy streets and liveable neighbourhoods.
- Improvement in the bus services ensuring good quality, fast and frequent routes linking main employment and education hubs to the local area with plenty of accessible stops.
- New communities are well connected to, and feel part of, the wider town
- Managing parking in the area to reduce on street business parking, provision of park and ride schemes for new businesses and provision of suitable parking in new business and residential developments.
- Increased car parking capacity at GCHQ site to accommodate both permanent employees and temporary contracted staff.
- Safe street designs around community buildings taking account of children and the elderly and those with mobility issues
- Green transport schemes to reduce the need for car use for local businesses, schools, and community centres e.g. walking bus, car sharing

- Reduction of the high car-based mode share at GCHQ.
- Reduction of noise and pollution along Glos Rd and PE Way



Cycle map 2020

## Aspiration 6: Infrastructure

**Provision of efficient, safe, effective and sustainable utilities and services for residents and the local economy.**

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

- Provision of sustainable drainage systems for all new development (SUDS) managing wastewater through wetlands, infiltration basins and underground storage facilities.
- Inclusion of rain gardens, vegetated swales, green roofs, porous pavements, and reducing the size of paved surfaces
- Incorporation of appropriate renewable energy technologies to include but not limited to solar, ground source, wind into all buildings
- Environmental design standards in relation to energy efficiency in all buildings
- Provision of electric car charging points across the ward.
- Connections to the existing high-speed network to ensure broadband for domestic and commercial use prior to sale or let.
- High quality design and materials for all buildings to meet the highest Building Research Establishment Environmental Assessment Method (BREEAM) standards.
- Design to minimise crime meeting “Secure by Design” standards including broad and well-lit thoroughfares, minimal alley ways and “hidden” spaces which are clearly overlooked by homes
- Minimisation of air pollution within published standards
- Cycling and walking infrastructure to ensure rapid, direct safe and attractive routes and to promote modal shift from car use.
- Efficient road design around any new developments.
- Sharing of information and plans by infrastructure providers



Green building design ideas [web.uponor.hk](http://web.uponor.hk)



SuDS sustainable drainage system

- Provision of easily maintained and future proofed service strips must be considered early in the design process and integrated into the overall scheme

[Top](#)

**The Policies**

**05**

## Policies and Proposals

### Building a Sustainable Community in Hesters Way

The strategic vision and aspiration of the Neighbourhood Development Plan is to create a cohesive, vibrant and sustainable community with a sense of place, belonging and identity. To achieve this requires a combination of both physical interventions such as appropriate housing, workplaces, schools, roads, cycle ways and parks and social environments which address employment, volunteering, community involvement, well-being and cultural life. The NDP aims to create the social, environmental, and physical infrastructure to meet current and future needs of the people living and working in the area. We have used the following definition of social sustainability to frame our approach:

*“A process for creating sustainable, successful places that promote wellbeing, by understanding what people need from the places they live and work. Social sustainability combines design of the physical realm with design of the social world – infrastructure to support social and cultural life, social amenities, systems for citizen engagement and space for people and places to evolve.”* Social Life (2012)

The NDP supports the town’s Cyber Garden Village aspirations within the constraints provided by local evidence and climate predictions. It supports new housing, especially affordable housing, with a suitable mix of tenures and sizes and promotes good design principles relating to housing and commercial development.

Employment and job opportunities are encouraged within the NDP, not just through the new cyber developments but by support for the current communities of Hesters Way and beyond. The NDP also supports the sustainable growth of the Coronation Square shopping Centre adjacent to the neighbourhood area. The social dimension of a sustainable community is addressed by various policies, but the main focus is on the provision of facilities promoting a place where the community can meet, access public and private services, build local networks and share social

experiences communicate and enjoy themselves in pleasant surroundings. Local parks and green spaces are vital contributors to well-being, as well as providing opportunities for active leisure. A specific example of a social need is that for further youth provision.

The quality of the local environment was identified as important through the public consultation processes. A range of policies address this aspect of a sustainable community, including conservation of the built and natural environment, enhancement of streets and parks.

Underlying the above requirements for a sustainable community is the need to maintain and enhance physical infrastructure especially a need for improved connectivity both within the new Cyber development and from it to nearby communities and to the town centre. The provision of renewable energy not limited to the Cyber Garden Village site will be critical to ensuring the development meets the Borough Council’s 2019 climate emergency emissions targets.

*“Social sustainability is about people’s quality of life, now and in the future. It describes the extent to which a neighbourhood supports individual and collective well-being.”*



Passivhaus, [Goldsmith Street](#), Norwich Sterling Award 2019

## **The Hesters Way Neighbourhood Development Plan Policy Framework**

The framework of policies for the development and use of land and buildings is based on the six key aspirations and objectives from Section 4 of the NDP above.

### **1. Living**

Encourage an appropriate mix of dwelling types, sizes and tenures, with a focus on the provision of affordable housing.

Encourage measures to create and maintain surroundings that design out crime and establish safe and accessible environments.

### **2. Working**

Support the improvement of employment prospects by encouraging economic development and training opportunities.

Encourage high quality and well-designed commercial buildings and environments incorporating biodiverse green spaces.

### **3. Green Spaces**

Provide access to a variety of high-quality open spaces and sport and leisure opportunities in line with Borough policies and local need.

Protect and enhance bio-diversity rich areas, balancing any loss of green areas with significantly improved quality on site.

### **4. Community**

Ensure that the interests of disabled people and other minority groups are appropriately protected in accordance with the requirements of the Equalities Act 2010 or similar.

Support developments which enhances the availability and accessibility of social infrastructure, especially those which promote health and well-being.

### **5. Getting Around**

Support the promotion of sustainable modes of transport, including foot and cycle, and improved public transport including access within the area, to rail services, employment, educational sites and the town centre.

### **6. Infrastructure**

Encourage measures to adapt to the impacts of climate change including locating development away from areas at risk of flooding, and promotion of sustainable surface water drainage and sustainable energy use

Support the inclusion of substantial renewable energy generation infrastructure in both housing and commercial developments and in addition community wide renewable energy schemes to provide carbon neutral development.

Following on from the overarching policy framework above, a major objective is the enhancement of the existing local centres within Hesters Way and adjacent wards, providing a suitable mix of community facilities, commercial opportunities, and people-friendly spaces.



## Section 1: Living, Housing and Buildings

Community housing needs are identified by the Local Housing Needs Assessment the Cheltenham Plan and the JCS including differing densities and catering to age ranges and household sizes that reflect current trends. (as defined in the NPPF – see appendix p68)

### **POLICY HW1a Affordable Housing**

Proposals for the development and use of land and buildings will only be supported if they supply affordable housing that meets the needs of the community as described in the JCS and the Cheltenham Plan.

1. Affordable housing should be well integrated with help to buy, build to rent properties and market housing and not isolated or segregated to encourage community cohesion, to reduce future concentrations of deprivation and to underpin social mobility and opportunity.
2. The physical environment adjacent to residential areas, must include the creation of a safe and pleasant pedestrian and cycle network incorporating trees and green spaces into the street scene.
3. New developments should integrate well with the existing community with accessible and connected public transport routes whilst also offering nearby community facilities mutually beneficial to new and existing communities.
4. Developments meet ‘Secure by Design’ standards and include measures to improve natural surveillance and create active street frontages. (see appendix)

### **POLICY HW1b Policy Excellence in Building Design and Sustainability**

Proposals for the development and use of land and buildings will only be supported if they ensure that all new built development achieves very high standards of sustainable design and construction.

1. all new build residential properties must achieve the highest standards in sustainable design and construction, as described the **Code for Sustainable Homes Level 6**
2. all new built non-residential properties must achieve the highest standards in sustainable design and construction, as described in the **BREEAM Excellent standard** for construction.
3. All new development should strive to implement ‘outstanding or innovative designs’ which help raise the standard of design more generally in the area; and demonstrate that adaptability for future needs has been incorporated in the design.
4. All new build residential developments should be assessed against the 12 objectives in the **Buildings for Life 12** guidance, and obtain green levels in at least 9 of the 12 with no red flags and pursue a fabric-first approach to low energy design: and
5. development proposals will not be supported if they are of poor design that fails to improve the character and quality of the area and the way it functions.



Hanham Hall, Bristol Sustainable Homes Award 2014

### **POLICY HW1c Zero Carbon Emissions**

Proposals for the development residential and commercial buildings will only be supported if they achieve zero carbon emissions as defined by the Code for Sustainable Homes and BREEAM or equivalent standards by maximising the use of appropriate current renewable energy and energy efficiency technologies



[Chandler Court Henbury](#) RIBA SW Sustainability award 2018

### **POLICY HW1d Design in the ‘forgotten’ elements**

Developers must demonstrate that they have considered frequently forgotten elements early in the design process and show best practice solutions for their integrated into the overall scheme:

1. The following items shall be included in a design schedule with a full description of how they will be integrated into any new build scheme
  - I. fibre optics
  - II. utility connections
  - III. bin stores and recycling facilities
  - IV. cycle stores
  - V. letter boxes
  - VI. meter boxes
  - VII. street lighting
  - VIII. flues and ventilation ducts
  - IX. gutters and pipes
  - X. satellite dishes and telephone lines
  - XI. boundary fences
  - XII. hedges and dividing features
  
2. Service strips should be included in the residential and commercial designs to allow for easy maintenance and upgrade of services, particularly phone, broadband, internet and utilities

### **POLICY HW1e Sense of Place**

Developments must create a sense of place ensuring that there are distinctive characteristics that vary within the development.

Residents and their community organisations and housing organisations have made great headway in improving the ‘feel’ of the local area; this progress needs to be maintained and relevant public and private landowners encouraged to participate positively in this process.

1. Open views towards the countryside, or across open spaces, must be maintained from key existing locations.
2. Views along streets and/or open spaces to the surrounding countryside must be created within new developments where there are opportunities to do so.
3. Any development must maintain the local character of the landscape and not result in any loss or diminution in aesthetic value.

4. Views of The Malvern Hills, May Hill and the Forest of Dean must be maintained (p71)
5. Key entrances or gateways to the area or parts of the area must be deliberately and prominently marked promoting a sense of place and local distinctiveness. This should be done not only by a sign but more substantially by architectural design, materials, public art, lighting, signage, or a combination of these.
6. The Hesters Way Gateways document contains a list of proposed locations and an indication of the potential type of 'area marker'; the locations are indicated on map (see appendix)
7. Windfall sites of 0.4 hectares or more, public open space that is appropriate to the character and location of the site should be provided.
8. Allocation of a minimum of 2 hectares space for high quality experimental self-build projects with exceptional environmental credentials



## Section 2: Working

### Business and Retail in Hesters Way

The strategic objective of the Neighbourhood Development Plan is to create and maintain good employment opportunities for new and existing residents of Hesters Way and beyond. It also requires the retail and community infrastructure to support the people living in and using the area.

Employment and opportunities are encouraged within the NDP, not just through the new Cyber developments but by support for the existing local business community. The NDP supports the sustainable development of the Coronation Square shopping Centre adjacent to the neighbourhood area.

#### **POLICY HW2a Office Space**

Proposals for the development will be supported which provide for office space for cyber based industries as detailed in the JCS, small scale employment opportunities for start-up businesses and co-working spaces

Offices must provide welfare facilities and a working environment that's healthy and safe for everyone in the workplace, including those with disabilities. They must include:

1. welfare facilities – the right number of toilets and washbasins, drinking water and having somewhere to rest and eat meals
2. a healthy working environment – a clean workplace with a reasonable working temperature, good ventilation, suitable lighting and the right amount of space and seating
3. a safe workplace – well-maintained equipment, with no obstructions in floors and traffic routes, and windows that can be easily opened and cleaned



#### **POLICY HW2b Retail and Hospitality**

Proposals for retail and hospitality will be supported which provide for the demands made by the new residential and commercial areas on the cyber site whilst not undermining the existing provision.

1. Proposals for the development will be supported which encourage a suitable supermarket, general stores, newsagent, bars, cafes and restaurants to set up in the new cyber centre
2. Proposals for the development will be supported which promote the improvement of existing local retail and employment infrastructure. Particularly at the following sites:

- I. Hesters Way Community Centre
- II. Hesters Way Road shops
- III. Oasis
- IV. Springbank Way shop (out of plan area)
- V. Coronation Square (out of plan area)

3. Proposals to encourage shopping locally would include;

- I. Landscaping the public spaces adjacent to shops
- II. Publicity campaigns to showcase the shopping destination
- III. Promotion of the weekly trader's market

4. Proposals for the development will be supported which include residential uses on floors above retail outlets to promote security

#### **POLICY HW2c Jobs and Training**

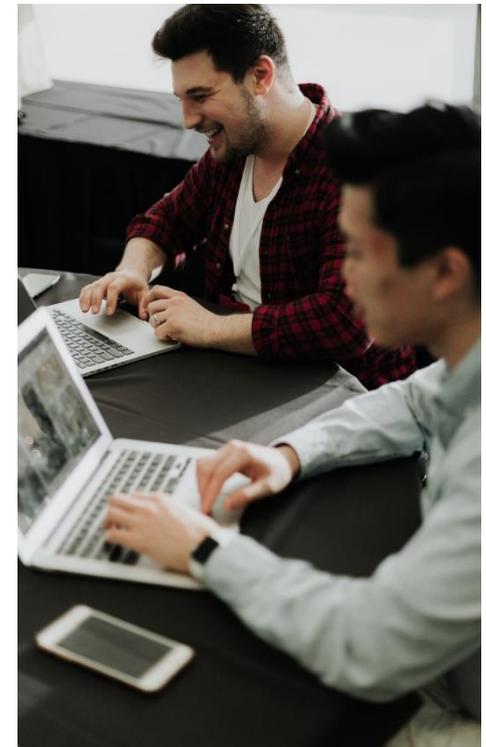
Commercial developments of over 300m<sup>2</sup> should actively support the Employment and Skills Plan as described in the Cheltenham Plan to help facilitate the creation of employment opportunities for local people both during and after construction.

- 1. Local partners will create an Employment and Skills Plan (ESP) to encourage and support employers to identify and provide good jobs, deliver opportunities for people to progress and develop, and help the area become more productive.
- 2. The model for the ESP will be co-designed in consultation with businesses, employers and employees and the public across the area.
- 3. The ESP will be an important mechanism for increasing sustainable economic growth, local employment and wages.
- 4. The ESP will help support and encourage employers to share excellent practice, access support to progress to higher standards, and help them become more successful as a result and may also include sections on;

- I. Secure work
- II. Flexible work
- III. A living wage
- IV. Workplace engagement & voice
- V. Excellent recruitment practices & progression
- VI. Excellent people management
- VII. A productive & healthy workplace
- VIII. Non-discriminatory and inclusive workspaces

5. The ESP will offer three categories of involvement as follows

- I. Supporters - for those employers who support the aims of the ESP but are not yet able to meet the requirements of accreditation
- II. Membership – requiring employers to demonstrate excellent practice in key characteristics of employment practice.
- III. Advocates - employers who meet high standards in all the key employment characteristics to be members, encouraging other employers to raise employment standards and join the ESP process.



## Section 3: Green Spaces

### Environment and Open/Green Space

The NDP recognises the importance of green space for biodiversity water management and health and wellbeing and seeks to enhance the quality of the environment and open spaces. Development should achieve the Build with Nature excellent standard.

#### **POLICY HW3a Healthy Neighbourhoods**

Development must be designed, constructed and managed in ways that improve health and promote healthy lifestyles to help to reduce health inequalities

1. Developments must improve and make best use of the environmental assets in the area, especially the parks, water courses and green spaces for health benefit.
2. Developments must not negatively affect air, water, and land pollution levels and where possible encourage improvements in existing conditions.
3. Development must not impose unacceptable environmental impacts on neighbouring people and properties.
4. Developments must ensure light pollution is kept to a minimum by including low level and low energy use lighting schemes. Streetlights to be turned down between midnight and 5am.
5. Developments should ensure effective sound insulation in domestic properties and avoid noise likely to have significant adverse impacts on health and the quality of life

#### **POLICY HW3b Community Growing Spaces**

Proposals for green spaces must include use of land for allotments, leisure gardens and community-based horticultural social enterprises

1. New development must provide community growing spaces whilst taking account of demands met by allotments in adjacent wards at Henley Road and Hayden Lane.
2. There is also an opportunity to widen the concept of allotments to allow for edible crops to be incorporated into public parks and school facilities to encourage fruit and vegetable growing throughout the area. Each new garden should include at least one native fruit tree or potentially fruit espaliers could be used instead of fences. Pocket orchards should be considered as part of the green space strategy



Wildflower planting at Cox's Meadow in Cheltenham

### **POLICY HW3c Biodiversity**

All green spaces (including formal parks and open spaces, informal spaces, private gardens, and green corridors) should provide valuable habitat resources at the local level. Where green infrastructure is retained or created as part of new development, its role in providing habitat and biodiversity is recognised and promoted.

1. At the local scale, the design of individual buildings, green spaces, including private gardens, will help to ensure that the existing local species not only survive but thrive. This is crucially in line with the national planning guidance for achieving net biodiversity gain through all new development. Examples include:
  - I. Boundaries between dwellings should be made hedgehog friendly
  - II. Local varieties for fruit tree should be planted
  - III. Planting schemes can encourage bees and other pollinators by including nectar-rich plants.
  - IV. Tenants in new housing developments can be encouraged to adopt a wildlife-friendly approach to gardening through inclusion of educational literature in 'home-information' packs.
2. To reinforce the above policies this NDP will encourage developers to take up the Building with Nature benchmark (GWT, 2017) which sets the standards for high quality green infrastructure in the county. The Building with Nature standards ensure new development is better for water management, public safety and the health and wellbeing of individuals and communities, as well as creating space for nature in existing and new development.
3. Overall, the NDP intends that there will be a balance in favour of good quality green spaces.



### **POLICY HW3d Hedgerows and Veteran Trees**

Development must ensure that existing hedgerows and veteran trees are retained. This is particularly important where the loss of any such features would result in harm to or loss of irreplaceable habitats.

1. Veteran trees should be incorporated into landscaping in new developments and protected from damage by fencing or provision of circular hedging. This can make a very attractive feature and focal point for a public open space. Even dead trees can be retained safely in this way.
2. If hedgerows must be removed where alternative site access not possible proportionate replacements must be provided on site

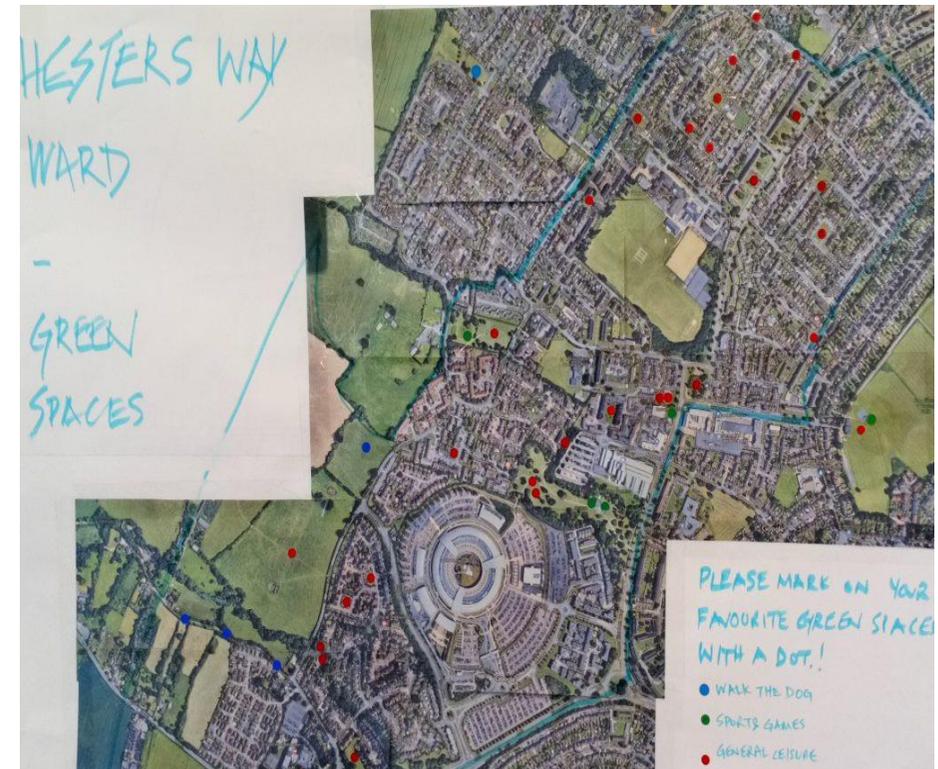
## **POLICY HW3e Protect and enhance existing green spaces**

Public open space and school fields shown on map and listed below must be maintained as open space and any development thereon will only be acceptable if it enhances and protects that use. (see map p 72)

1. Valued green spaces include but are not limited to
  - I. MUGA at Princess Elizabeth Way
  - II. St Thomas More School Field
  - III. Pates School Field
  - IV. Henley Road allotments (In Springbank ward nearby)
  - V. Gloucester Road
  - VI. Caine Square
  - VII. Sotherby Drive
  - VIII. Niven Courtyard
  - IX. Camberwell Road
  - X. Coronation Square
  - XI. Blenheim Square
  - XII. Ashlands Road
  - XIII. Hawthorne Road
2. Where existing areas of open space and landscaping are of low amenity and ecological value, may adversely affect perceptions of security and are not specifically protected here, then alternative uses of them will be considered. Turning some of these spaces into small allotment or garden spaces could improve security levels, increase community cohesion, enable local food production and improve habitat provision, whilst potentially reducing the expenditure on maintenance.
3. Well integrated amenity space/ landscaping (including new open spaces and allotments) should be incorporated into any major development and be of high quality, of an appropriate type, standard and size to suit the character of the local area and the

requirements of the community as evidenced at the time of development.

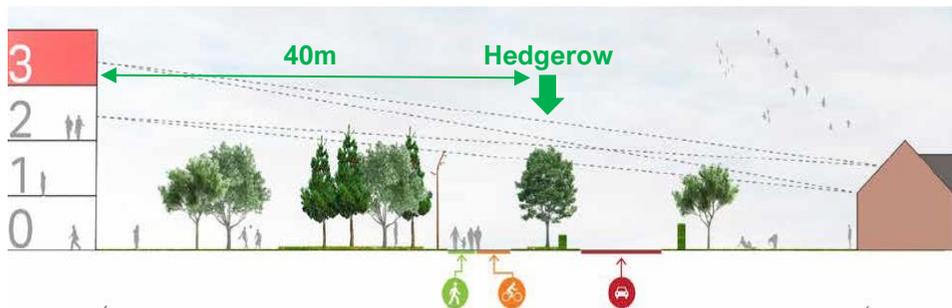
4. New open space will be expected to successfully link routes with destinations along desire lines and promote existing and desired cycle and pedestrian routes in line with policy.



## POLICY HW3f Cyber Boundary

The layout and size of buildings close to eastern boundary of the Cyber Hub should be thoughtfully designed in partnership with community stakeholders and include development sympathetic with community opinion. Particular consideration should be given to the area within 40 metres from the existing hedgerow along Fiddlers Green Lane.

1. The intermediate space should be integrated with existing housing by creating an accessible landscaped area which might feature parking, seating, play areas and sheltered meeting places
2. Below is an example of the biodiverse planting regime which would be supported and some native tree suggestions.
3. Support would be given to walking and cycling routes linking the current residential area to the new development within the green landscaped area.
4. Parking or other low-level developments in keeping with the dimensions of adjacent housing would be considered



Beech



Lime



Birch

Map from Cyber Hub Masterplan showing cyber boundary



The Masterplan map here shows cyber boundary running from the marked number 7s adjacent to the current residential area. The white buildings are suggestive only.

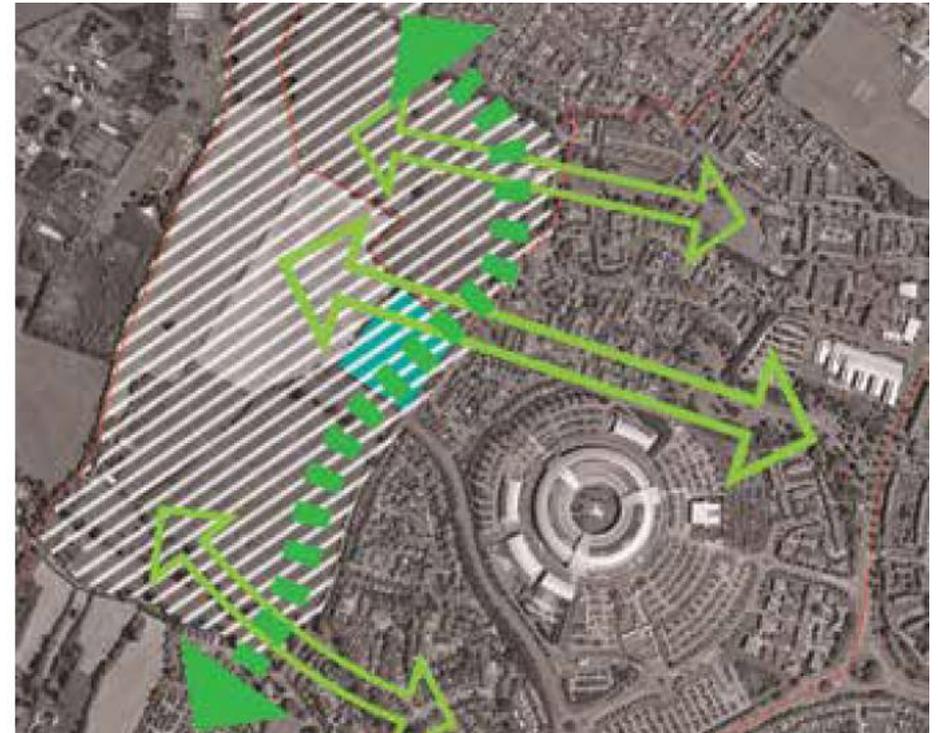
### **POLICY HW3g Wildlife Corridors**

Any development proposals must retain existing wildlife corridors and where new developments occur these corridors should be extended to ensure a link from the town's urban areas to the countryside beyond.

1. At the strategic scale, the importance of retaining habitats and designing development to incorporate and link up to existing wildlife corridors is paramount to increasing biodiversity and to the viability of protected species.
2. Key local green spaces form part of three wildlife corridors running to the new Cyber Hub development into the heart of the town via;
  - I. Fiddlers Green Park
  - II. Hatherley Brook
  - III. Hesters Way Park (Fishy Park)

These corridors should be extended to ensure a link from the town's urban areas to the countryside beyond.

3. Additionally, where possible green corridor connections should be made between existing and parks and to other green infrastructure.



Wildlife corridors across the ward linking the to the countryside

## Section 4: Community

### Community Facilities Leisure and Wellbeing in Hesters Way

The strategic objective of the Neighbourhood Development Plan is to create and maintain good community infrastructure to support the people living, working and visiting the area.

The social dimension of a sustainable community is addressed by various policies, but the main focus is on the provision of facilities seen as a place where the community can meet, access public and private services, communicate and enjoy themselves in pleasant surroundings.

**The Hesters Way Neighbourhood Development Plan will seek to provide community facilities for the new and existing residents of the ward.**

#### **POLICY HW4a Community Facilities**

Development proposals should include community facilities that meet the needs of the new and existing residents, promote community well-being and be accessible to all.

Community facilities must

1. Be located within neighbourhood centres and should be easily accessible by all members of the community
2. Form an integral part of development as they help to generate community spirit and sense of place
3. Provide for needs based medical facilities for the new and existing working and residential communities
4. Include a primary school and nursery if required by the anticipated new local residential population
5. Include sports and play facilities to meet the requirements of the local population
6. Incorporate car free leisure walking and cycling access

7. Encourage entertainment-opportunities such as a restaurant, pub, cinema and theatre where evidence of viability can be proven
8. Provide good community transport hubs and waiting facilities

Some of these facilities may be provided in the Garden Village development area that lies in the Springbank ward

#### **POLICY HW4b Community Centre / Quarter**

Development proposals in the new Garden Village must include a multi-purpose community centre or quarter to support health, social activity, public information, community cohesion and the local economy.

The new community centre should be developed early in the phasing schedule of the new development by way of appropriate planning conditions and managed by a local provider. The Community Centre or quarter should offer multi-functional facilities to best serve a diverse population and should include;



Potential multi functioning community / retail building

- I. Youth provision including appointment of Community Development and Youth Worker staff to help establish pioneer community activities and services
  - II. Community shop and café will act as a meeting point and hub for interaction and activity
  - III. Meeting / training rooms for community groups and as an income source
  - IV. Community nursery (offered in addition to primary school site provision)
  - V. Drs surgery and dentist
  - VI. Community library (if not possible the Hesters Way Library should be enhanced, and the hours of opening extended from 21 to 35 per week)
2. Community centres in smaller communities can be viable if offering multi functioning spaces or as part of a community quarter. Viability will depend on occupancy rates and rental potential. The combination of various facilities under one roof will enhance usage and income so enabling effective resourcing.



Potential Destination Park

3. Community centre management regimes should be proposed in partnership with community groups. Community development and youth staff should be employed to begin the process of community building across the new development and integrating services with existing communities.
4. The provision of new community centres should only be considered if the viability of nearby facilities is not compromised. In such circumstances, maintenance, refurbishment, and revenue payments to nearby centres should be made in partnership with their community centre management.

#### **POLICY HW4c Sport and Leisure Facilities**

Development proposals at the cyber hub must provide new leisure facilities to serve the community. These proposals must meet local need and be of a scale commensurate with the site and its surroundings, particularly in terms of the built form, traffic generation and parking

1. In particular, the provision of the following will be strongly encouraged:
  - I. Accessible outdoor sport and physical exercise facilities (e.g. multi-use games areas / outdoor gym )
  - II. New sports pitches to appropriate playing standards; including 3G astro turf pitches for hire by sports clubs the public and for drop in use.
  - III. Multi-function indoor sports and physical exercise facilities including racket sports and bowling / skittles based on demand and viability.
  - IV. The provision of a large pond or small lake for the enjoyment of the community on any of the strategic allocations will be encouraged.
  - V. Places for adults to meet e.g. park cafes / pub / restaurant
2. The location of the new facilities must be generally accessible by foot/bicycle and within or adjacent to the residential areas. (See p166 JCS infrastructure Delivery Plan)

#### **POLICY HW4d Improved Play Facilities**

Residential development proposals must provide new play facilities and enhance and maintain current facilities as increased local need requires.

Proposals to provide additional play facilities will be expected to address the needs of children of all ages through a wide range of DDA compliant play equipment. Proposals will be strongly encouraged which:

1. Support the play needs of the new population through Neighbourhood Equipped Areas for Play (NEAPs).
2. Provide a new multi-purpose destination park provision
3. Extend existing play provision at Fiddlers Green Park and Hesters Way Park.
4. Address the needs of older children, the provision of infrastructure for wheeled sports (such as BMX track/dirt jumps and a scooter/skate park) is encouraged. Such provision should ideally be located close in safe, well-lit, and overlooked areas.

Where the public open space is to be transferred to the Borough Council, a commuted maintenance sum will be required to reflect the initial maintenance costs. In cases where the public open space is to remain in the developer's ownership, a maintenance regime is to be secured via a planning condition.

#### **POLICY HW4e Health Centres**

Residential development proposals in the Garden Village must offer new health facilities and services to meet the demands of new residents, whilst also ensuring that existing facilities in of West Cheltenham not undermined.

1. Cheltenham urban expansion should provide the following health services on one site
  - I. Drs surgery

- II. Pharmacy
- III. Dental service

2. Facilities at the Hesters Way and Springbank Community Centres must not be jeopardised by any new service provision.

#### **POLICY HW4f Schools, Nurseries and Children's Centres**

Residential development proposals must provide educational facilities to meet the new demand either through new provision or by enhancing existing local primary and secondary schools and nursery facilities.

1. Where demand is generated by new commercial and residential developments that cannot be met locally an additional nursery and primary school must be incorporated into the development and also an expansion of local secondary school provision.
2. Such premises must meet the design standards expected of residential and commercial buildings as described in the NDP.

Pates Grammar School Sixth Form Centre



New facilities should be designed for both school and community use where appropriate.

3. It must be recognised that many local children are educated at schools outside the Hesters Way NDP area and that local schools, including Pates, also meet the needs of pupils who are resident outside the ward some of whom are “looked after children”.

#### **POLICY HW4g Public Art**

Proposals will be encouraged which incorporate public art into designs of buildings, parks, public open spaces, street furniture, transit hubs and gateway features across the ward.

1. Opportunities to incorporate public art should be included at the beginning of the design phase of new developments and must include consultation with representatives from a wide range of community stakeholders.
2. All built development should be considered as providing an opportunity for public art including street furniture,
3. The [Public Art Strategy](#) for Cheltenham should be used as a best practise guide for the inclusion of public art in new developments and to enhance the existing built environment.
4. New public art should be incorporated into the existing West Cheltenham [public art trail](#) and be accessible to the public
5. Local artists must be offered the opportunity to tender for projects.

#### **POLICY HW4h Heritage and Community Assets**

Developments should ensure the imaginative conservation, preservation and use of heritage assets, particularly buildings of community value

1. The Hesters Way Forum has identified buildings of community value in the Hesters Way Schedule of Community Assets (see appendix)
2. Management of these community assets should be focussed on maximising community benefit.



## Section 5: Getting Around

### Connectivity and Movement

The NDP seeks to enhance connectivity by prioritising cycling and walking within the area and to the rest of the town. Local people have expressed concerns about road safety, noise and vehicle emissions associated with the volume and speed of traffic passing through the area. The community wants to minimise the impact of additional traffic generated by new development, particularly around Fiddlers Green Lane. The community will support plans as follows:

#### **POLICY HW5a Road Safety and Traffic Management**

Developments should show how they will effectively manage traffic and calming measures, promote road safety, reduce congestion especially around GCHQ and the new Cyber Hub, reduce in pollution and noise levels at critical locations.

1. Development will not be permitted where it will cause an adverse impact, or increases in the volume of traffic, or an increase in noise or pollution, that cannot be acceptably mitigated.
2. Traffic measures should be introduced to minimise flow through the new Cyber Hub and where flow does exist calming measures should be implemented as exemplified in Manual for Streets
3. Developments must address cyclist, pedestrian, driver, and passenger safety as well as the specific transport needs of children, the elderly and those with mobility impairments.
4. Where the roads are wide and busy new pedestrian and cycled crossings will be encouraged e.g. at PE Way opposite the entrance to Hesters Way Park
5. Schemes that introduce re-modelling of the street to reduce vehicle speeds will be encouraged, as will areas for socialising, tree and other planting, and integrated parking as exemplified in Manual for Streets

6. A speed limit of 20mph is supported in all streets with 30mph limit on arterial roads e.g. PE Way
7. Developments must ensure that new roads meet standards sufficient to be adoptable by Gloucestershire Highways Agency



Cyclists enjoying car free route; Honeybourne Line Cheltenham

#### **POLICY HW5b Parking**

Developments should ensure sufficient parking is provided especially for staff and contractors at GCHQ and the new Cyber Hub to eliminate parking pressure in the nearby residential streets.

1. Car parking capacity should be sufficient at the new Cyber Hub site to cope with the anticipated numbers of employees whilst also encouraging modal shift to more sustainable forms of transport.

2. On street parking should be restricted wherever it is not required by residents to park their own vehicles. Parking in non-designated spaces and on link roads should be prohibited.
3. For new residential developments, the following minimum parking standards shall apply for the provision of off-road parking:
  - I. 1-bed dwelling 1 off-road car parking space
  - II. 2-bed dwelling 2 off-road car parking spaces
  - III. 3-bed dwelling 2 off-road car parking spaces
  - IV. 4-bed dwelling 3 off-road car parking spaces
  - V. 5+ bed dwelling 4 off-road car parking spaces
4. Most parking should be provided on-plot, preferably to the side of the or in front of residences. Only where it has clearly been demonstrated that such provision is not possible or appropriate will alternative off-plot layouts be considered. On major developments (as defined in the NPPF), a 0.25 space per dwelling allowance should be made for visitor parking off plot.

#### **POLICY HW5c Cycle and Walking Network**

Developments should prioritise and promote the enhancement of high quality coherent, direct, safe, comfortable, and attractive walking cycling network including segregated shared routes for cycling and walking

1. Development plans must provide new cycle and walking routes from the Cyber Hub and residential developments via the existing communities to the railway station and the town centre.
2. Developments must ensure all cycle infrastructure meets approved design standards, e.g. Manual for Streets, Department for Transport cycle design guidance and best practice (see appendix)
3. All destinations must incorporate secure cycle parking and additional visitor cycle parking plus cycle hire docking stations where a hire system is in operation
4. Cycle routes suggested by the community groups are included in page the HWF masterplan document (see appendices p 70) and include:



Cycle routes from Hesters Way (see Cyber Hub Masterplan p19)

- I. Fiddlers Green Park (via a new dedicated path through the park) linking to Fiddlers Green Lane and Marsland Road to Coronation Square
  - II. Fiddlers Green Lane via Camberwell Road to Banyard Close and via Shakespeare Road towards the Railway station
  - III. Fiddlers Green Lane via Kempton Grove through Hesters Way Park and via Kipling Road towards the Town Centre
  - IV. Old Gloucester Road via Pheasant Lane to the centre of the Cyber Hub
5. Routes from the new Cyber Hub and residential developments must link up with these routes where appropriate. Signage for these routes should be clear, frequent, and visible.
  6. Developments must support and promote a leisure cycle network and retain the existing Public Rights of Way whilst ensuring their continued aesthetic value.

7. Development of cycle and walking paths must successfully address the following issues:
  - I. appropriate lighting
  - II. high quality path surface
  - III. maintenance including surfaces, edging and overhanging trees and shrubs
  - IV. clear and frequent direction, distances and time signage on all routes
  - V. path marking to encourage cyclists and pedestrian make full allowance and take due consideration for each other; and

#### **POLICY HW5d Travel Planning**

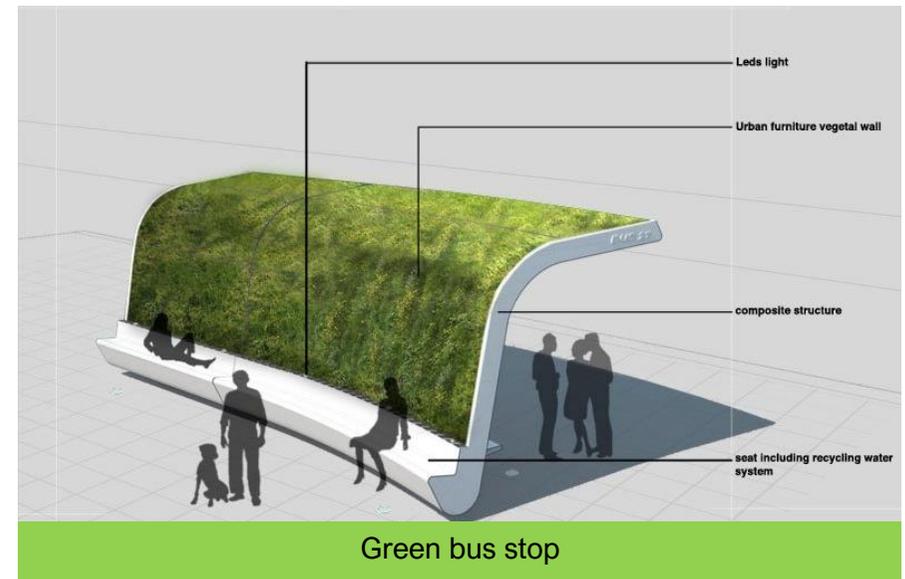
Developers must provide a travel plan and offer planning information to all new residents and employees to encourage use of sustainable transport as stipulated in the JCS

1. To ensure the best uptake of public transport and active travel opportunities developers will be encouraged to adopt a basket of options which may include the following.
  - I. Employ a travel plan coordinator as the first residential and commercial premises become occupied.
  - II. Provide travel information packs for all households including Cheltenham Cycle map
  - III. Develop a website with travel information
  - IV. Notices with travel information and travel plan promotions
  - V. Initial household visit from site management team
  - VI. Voucher to each household towards cycle purchase
  - VII. Cycle proficiency training
  - VIII. Prepaid Stagecoach card to each household
  - IX. Provision of car hire club infrastructure e.g. dedicated parking bays, online payments and signage

#### **POLICY HW5e Public transport**

Developments should ensure excellent accessibility to public transport routes and promote regular and frequent connections across the area, to the town centre and major employment and educational sites

1. Roads must be designed to comfortably accommodate buses and ensure good access to bus stops and transit hubs from residential areas to encourage the use of public transport
2. No household should be more than a maximum of 300m from a bus stop
3. Incidental bus stops must be designed to protect passengers well from inclement weather and passing traffic
4. Bus stops should incorporate climate change mitigation features such as solar panels or green / living roofs.
5. Consideration should be taken to ensure bus passengers do not have to cross cycle paths whilst boarding or alighting the vehicle



## **POLICY HW5f Transit Hubs**

Developments should include a network of transit hubs which must be designed to accommodate multiple modes of transport. (including at least bus, bike, car, and taxi access) and prioritise passenger safety.

1. A transit hub must offer proven passenger safety and security and be resilient to climate change impacts, intentional undesired anti-social events as well as heavy traffic.
2. Hubs must provide sufficient secure and covered cycle parking facilities
3. Hubs must be close to important locations and facilities and provide comfort to the commuter. They should be placed in dense residential, retail, commercial, and mixed-use areas.
4. Transit hubs must be regarded as key social, environmental, and commercial drivers and be integral to mixed use developments and public spaces. They must exhibit good design standards and should, where viable, incorporate public art.



Stockport's new transport hub

## Section 6: Infrastructure

The NDP supports effective sustainable infrastructure for the existing community and the new Cyber Hub as described in as in the JCS and Cheltenham Plan. Infrastructure policies will address provision of, water, waste, transport, energy, telecommunications systems.

Support will be given to systems which show they are future proofed and resilient particularly in relation to climate change.

### POLICY HW6a Sustainable Drainage Systems (SuDS)

Developments must include SuDS designed and managed to include soft, green landscaping features and wetland habitats, providing opportunities to enjoy wildlife close to where people live.

1. Existing water courses should be enhanced through new development, by sensitively managing drainage and providing attenuation features on-site, such as SuDS, to minimise rapid flow into the water course.
2. New developments should adopt a blue infrastructure approach to the design of water and flood management, enhancing the provision of wetland habitat for wildlife and thus opportunities for the enjoyment of wildlife close to where people live. New developments should include an imaginative and varied range of water features, including swales with standing water all year round, ponds and pond complexes of varying sizes and designs, reed beds/rushes/grasses and enhancement for character species such as water voles and dragonflies.
3. Information about the multi-benefits of SuDS should be included in “The Green Living Plan” in new development, to encourage understanding and engage community members in supporting its long-term management.
4. SuDS should be incorporated into new development to reduce the run-off of surface water to the maximum set by Gloucestershire County Council in its SuDS Design and Maintenance Guide (see p72).

### POLICY HW6b Flood Mitigation

Development proposals are expected to demonstrate that they will not increase the existing risks to the drainage network using effective modern solutions. For surface water drainage, this means demonstrating that all reasonable and sustainable options have been considered in accordance with the surface water hierarchy.



1. Where new development is required to deliver flood mitigation measures an accompanying ongoing management plan must include the following:
  - I. Details of how the scheme will be professionally serviced in perpetuity.
  - II. What resources will be required and how these will be provided to maintain good level of flood defence, water storage, enhancements to the landscape and wildlife habitat, as appropriate.
  - III. Opportunities for safe access, leisure, and participation by local people to care for and enhance the scheme.
  - IV. Local flood warden network

2. Existing open watercourses should not be culverted. Where feasible, opportunities to open culverted watercourses should be sought to reduce the associated flood risk and danger of collapse whilst taking advantage of opportunities to enhance biodiversity and green infrastructure.
3. Hatherley Brook should be considered as a potential wet basin including both a permanently wet area for wildlife or treatment of runoff and an area that is usually dry to account for flood attenuation. Walking and cycling should be provided for leisure activity

#### **POLICY HW6c Energy saving**

All new dwellings and commercial developments should be laid out to maximise solar energy gain and apply best practice techniques and methodology in energy efficiency.

1. Materials used in development should be sustainably sourced and incorporate low levels of energy use in production and transportation
2. Insulation to minimise heat loss should meet the highest standards
3. Heating equipment should meet the highest efficiency standards

#### **POLICY HW6d Renewable energy**

New commercial and residential developments must include renewable technologies appropriate to their location, designed to maximise energy production and viability.

1. Development should include infrastructure for:
  - I. district heating generation for major housing and commercial developments using where appropriate the latest wind, solar, ground source, biomass or other viable technologies
  - II. renewable energy storage and local distribution
  - III. maximising the use of appropriate current renewable energy technologies

- IV. integrating solar electricity and heating systems in commercial and residential properties
- V. community energy projects to address fuel poverty and investment for community projects
- VI. car clubs and use of electric and alternative fuel vehicles including bikes and scooters.
- VII. provision of residential and commercial recharging points for electric vehicles or installation of ducting to enable future provision



#### **POLICY HW6e Broadband connectivity**

All new residential, commercial and community should be served by a superfast broadband (fibre optic) connection. This should be installed on an open-access basis with the realistic future-proof upgrade capability.

1. Every effort should be made to offer free to use broadband in community hub spaces and leisure and retail hubs
2. Ducting should be provided within the site to facilitate ease of installation of superfast broadband connections.

3. Masts or relays providing wireless broadband using radio waves or similar should be sympathetically sited and their use as locations for public art be not unreasonably refused
4. Clear, concise and relevant connectivity statements must be provided to demonstrate how matters relating to broadband connectivity will be addressed in residential, commercial and community properties.

### **POLICY HW6f Street Design**

Streets must be designed to take account of local topography and meet the highest design code specifications in relation to road and pavement widths, car parking, street furniture and planting.

1. Street design in new developments should be guided by the Manual for Streets (see p72) and must include
  - I. a clear and well-connected street network
  - II. well defined public and private spaces
  - III. streets that can be used safely by a wide range of people with consideration of lane and pavement widths, gateways, bus stops and appropriate traffic calming measures
  - IV. multiple street functions integral to their design
  - V. alternative opportunities for social interaction
  - VI. opportunities for public art eg graphic art on street furniture or through artful design of street features to incorporate seating
  - VII. Biodiverse planting schemes
  - VIII. Suitable access to all buildings for emergency and waste collection vehicles
2. Streets should prioritise active travel, be pedestrian friendly and incorporate traffic calming measures and be landscaped to mitigate visual impact. Where streets pass through residential,

commercial, retail, or busy pedestrian areas they should have a 20mph speed limit.

### **POLICY HW6g Use of Community Infrastructure Levy (CIL)**

Community Infrastructure Levy contributions made by developers will be used to fund projects consulted upon by the HWF but not limited to those projects described in the NDP.

1. The HWF proposes key uses for the CIL funds in the following projects: destination park, tree and hedge planting, gateway public art.
  - I. A destination park located adjacent to both the current residential area and the new development will offer an opportunity to join the two communities.
  - II. tree and hedge planting to add to the green provision both within the development and in the existing residential areas. Specific parks and locations could be identified as having growing or planting potential.
  - III. gateway public art could be a further project theme. Including a poetry trail and arts landscaping (see gateway and public art proposals in appendices)
2. Additionally, expenditure could be included which contributes towards the creation of
  1. street scene improvements including benches / seating
  2. cycling and walking infrastructure
  3. improvements to local parks
  4. creation of various pocket parks
  5. community facilities
  6. health facilities
3. All projects could benefit from being community led and volunteer driven via the HWF. [Top](#)

# Community Projects

# 06

## Community Projects

Included here are potential community projects which have been identified through HWF's community consultation that are important to the community but are not all land-use planning policies.

These projects are important issues for the community to follow up which will add further value to the proposals for the built environment advocated in the rest of the NDP.

CIL funds that the HWF receives for all new development may be allocated to fund some of these projects.

### Section 1: Environment

#### 1. Green Flag Parks

The NDP proposes a programme of improvements for Fiddlers Green and Hesters Way Parks to achieve Green Flag status

Where CIL funds are available the development of formal parks in the area to be implemented by Cheltenham Borough Council to enhance the environmental benefits and community use with the aim to achieve Green Flag status

Improvements appropriate to designated green spaces at Hesters Way Park (Fishy Park) and Fiddlers Green Park should include.

- I. boundaries and entrances should be enclosed by good quality and distinctive boundaries with substantial and clearly visible gateways in appropriate locations
- II. opportunities should be taken to improve facilities in the parks, for example, of sporting and leisure activities, but also for the provision of green infrastructure.
- III. Development of friends of groups for active involvement of local residents to support park initiatives

#### 2. Fiddlers Green Park

The community has been engaged in consultation exercises to address the impact of local parks on health and wellbeing. Plans have been developed based on community need and the current facilities available in the existing parks. Both Hesters Way Park and Fiddlers Green Park have been scrutinised, the latter offers best opportunity for development as it currently offers only a narrow array of activities and presents a natural link with the new cyber hub. A plan put together for the improvement of the park as demonstrated in the drawings below.



Rathav Park. Ambleside Lake District

### 3. Destination Park

As part of the review of existing parks an exercise was undertaken to establish what local communities regard as key components of a destination park. Research has shown that the west Cheltenham area whilst offering a reasonable variety of green spaces it lacks a park which attracts people from further afield as exemplified by Pittville Park. As such the cyber hub development offers the opportunity to provide a similar facility and thereby address the health inequalities experienced in the west of the town.

### 4. Friends of Parks and Gardens

To ensure the local parks continue to offer a quality experience local neighbourhood schemes should be promoted. Partnerships should be encouraged between users, Borough Council Parks department, community organisations and the wider community. Parks which would benefit from such schemes would include Hesters Way Park, Fiddlers Green Park and the new destination park. These schemes could include

- I. Litter picking; To ensure the local parks continue to offer a quality experience local neighbourhood schemes should be promoted. Partnerships should be encouraged between users, Borough Council Parks department, community organisations and the wider community. Parks which would benefit from such schemes would include Hesters Way Park, Fiddlers Green Park and the new destination park.
- II. community growing schemes (e.g. orchard groups) ,
- III. tree planting (e.g. CIL tree allocations),
- IV. sports and leisure groups (e.g. park runs)
- V. Fund raising

### 5. Green Living Plan

Developer contributions will be sought from development on JCS sites to support a Green Living Plan (GLP) addressing both existing and proposed development. These financial contributions will fund a GLP coordinator, who will be responsible for producing the GLP as specified in the Delivery Strategy. (See appendix p71)

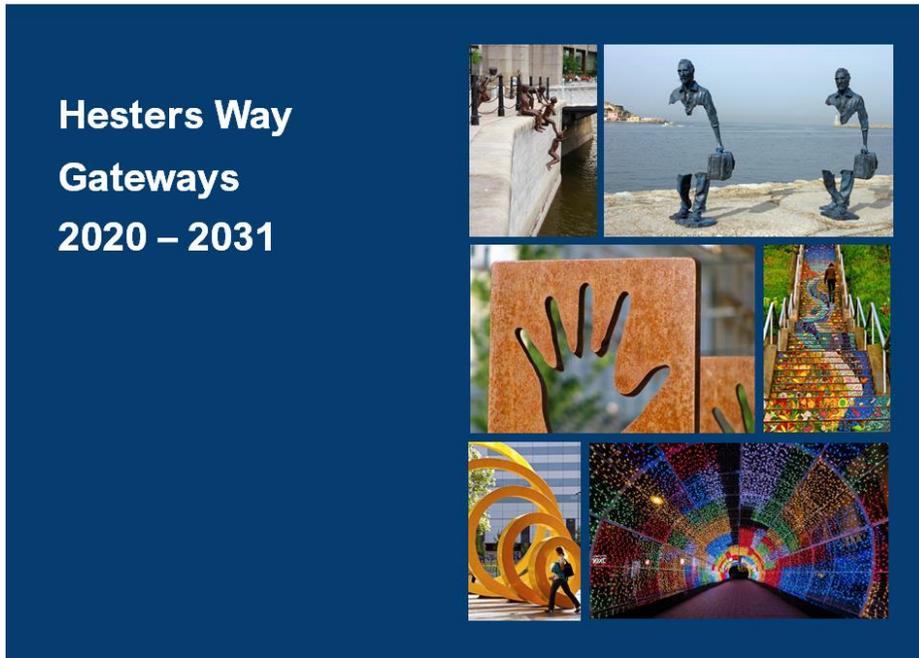
1. The GLP will build on existing initiatives and generate new ones, including:
  - I. initiatives to encourage the use of local shops
  - II. improving recycling, including commercial waste
  - III. encouraging walking, cycling and public transport use
  - IV. encouraging reduction in energy and water use
  - V. promoting car sharing
  - VI. increasing awareness of Cheltenham's Green Infrastructure, including promoting allotments and awareness of biodiversity

### Hesters Way Green Living Plan 2020 – 2031



## 6 Gateways

The inclusion of gateways to the new cyber hub development has been identified as a way of creating a sense of place and orientation. Proposals for signage and artistic interpretations including landscaping and public art have been sketched out in the gateways document appended to the neighbourhood plan. Community engagement will be a necessary starting point for the development of these key placemaking spaces.



## Section 2: Retail and Commerce

### 1. Hesters Way Shops

A survey was undertaken to establish community's' views on improvements to this rather run-down set of shops in the north of the ward. The results showed that all respondents felt that a variety of physical interventions would make the area more attractive and function more effectively.

The plan developed here show how the shops could look with some redevelopment.



### 2. Business Partnerships

Partnerships should be encouraged between large and small private businesses to create a successful local economy. Key players will include local businesses and Cheltenham Borough Council, Growth Hub and other public bodies, the voluntary sector and wider community. An area-wide strategy should involve:

- a business mentoring programme where large businesses can partner with local businesses offering an exchange of skills and opportunities
- networking for businesses to share skills and experiences
- accessible business advice and support services
- a community investment programs working with Business in the Community and large companies,
- signposting service to new and established businesses through production of a business directory to include office space and co-working opportunities
- establishment of a local traders' association and credit union in West Cheltenham

### 3. Employment Skills Plan

Local partners will create an Employment Skills Plan (ESP) to encourage and support employers to identify and provide good jobs, deliver opportunities for people to progress and develop, and help the area become more productive.

The model for the ESP will be co-designed in consultation with businesses, employers and employees and the public across the area. The ESP will help support and encourage employers to share excellent practice, access support to progress to higher standards, and help them become more successful as a result.

The ESP may include the following:

- Supporters - for those employers who support the aims of the ESP but are not yet in a position to meet the requirements of accreditation.
- Membership – requiring employers to demonstrate excellent practice in key characteristics of employment practice;
  - I. Secure work
  - II. Flexible work
  - III. A living wage
  - IV. Workplace engagement & voice
  - V. Excellent recruitment practices & progression
  - VI. Excellent people management
  - VII. A productive, healthy, and safe workplace.
- Advocates - employers who meet high standards in all the key employment characteristics to be members, encouraging other employers to raise employment standards and join the Charter process.

The ESP will be an important mechanism for increasing economic growth, local employment and pay in the area.



All Saints Academy – Secondary School provider

### 4. Training and Skills / Schools mentoring projects

Development of opportunities for local people through job-based training and liaison with The University of Gloucestershire and Gloucestershire College for tailor-made courses. College / schools partnerships could promote

- Apprenticeships
- Young enterprise
- Business mentors
- Work placements

### **Section 3: NDP Monitoring**

To ensure the continued alignment with NDP policies the HWF will monitor and review the NDP over the plan period to assess its effectiveness. Further studies regarding the impact of the proposals on environmental, quality of life and other key indicators will be undertaken periodically

- i. Travel monitoring surveys covering five and seven years (subject to meeting targets)

[Top](#)

# Consultation and Evidence

# 07

## Consultation and Evidence base

*We will include here.*

- *Consultation Statement here which will contain full details of our consultation activity, including analysis of responses.*
- *Summary consultation strategy: including surveys, open days that have been held, interaction with schools and community groups.*

Much of the other evidence used to inform the conclusions reached is included in the appendices

### Consultation and Evidence Gathering Events

#### Places where we have gathered data include:

Coffee Shop / Café – Oasis/ JTs  
Umbrella Pub  
Outside Farm Foods / Iceland  
Hesters Way Childrens Centres  
Hesters Way Park  
Easter Eggstravaganza community event  
Coronation Square  
Outside Glos College  
Dog Walkers in the area  
Hesters Way Baptist Church  
St Aidan and Silas Churches  
Hesters Way Library

#### Community Events where we have discussed the NDP

Create on the Square  
Rowanfield Rocks  
Ability Hub  
PTA School events

[Top](#)



### Online and paper communications

Website – HW Forum  
Facebook pages HW Forum  
Viewpoint magazine  
Church newsletters  
Local radio  
Noticeboards  
Hesters Way Shops Questionnaire  
Parks Questionnaire [Top](#)

**Glossary**

**08**

# Glossary of Terms

**Affordable housing** – housing rented below the market rate

**Biodiversity** – a broad mix of flora and fauna

**Building Research Establishment Environmental Assessment Method (BREEAM)**

**Business mentoring** - support given by larger more experienced businesses to smaller less experienced ones

**Cheltenham Corporation** – old name for Cheltenham Borough Council (CBC)

**Cheltenham Plan** – local plan for Cheltenham not included in the JCS

**Community Infrastructure Levy** – financial contribution made by developer to mitigate developments or to support infrastructure. A proportion can be spent on NDP proposals

**Credit union** – organisation offering saving, banking and small loans

**Cyber Hub and Garden Village-** proposed development in former greenbelt land west of Fiddlers Green and Springbank

**Cyber Hub masterplan** – A proposal developed by HWF for the boundary between the Cyber Hub and Garden Village and the current properties in west Cheltenham

**Disability Discrimination Act (DDA)** compliant establishments and service providers open to the public must take reasonable steps provide access for disabled people.

**Developer Contributions-** financial payments to mitigate developments or to support infrastructure

**Demographics** – details of the population e.g. age, gender, ethnicity

**Deprivation indices** – data about relative social economic and health differences in

**Employment and Skills Plan (ESP)** plan to offer excellent employment and skills opportunities, especially for local people.

**Golden Valley development** – see Cyber Hub and Garden Village ([www.westcheltenham.com](http://www.westcheltenham.com))

**Green Belt** – land on which most building is prohibited

**Green spaces** – parks, gardens, and allotments

**Hesters Way Forum-** Local voluntary group producing the NDP

**Historic environment** – old building and, infrastructure

**Housing Tenure** – ownership status of properties e.g. rented/ owned

**Inform Gloucestershire**– statistics department of the County Council producing and analysing community data

**Infrastructure-** the framework of the area e.g. roads schools, utilities

**Joint Core Strategy (JCS)** – the main development plan for Cheltenham Gloucester and Tewkesbury

**Landscaping** – a process for development amongst competing land uses while protecting natural processes and significant cultural and natural resources for public benefit with aesthetic qualities

**Local Planning Authority** – The organisation which grants planning permission for development

**Localism Act 2011** – the national government act which legislated for NDPs

**Locality** - the national government body which oversees NDPs

**Looked after children** - children in public care, who are placed with foster carers, in residential homes or with parents or other relatives

**Lower Super Output Areas (LSOA)-** an area one quarter of a ward

**Made Plan** – a NDP that has been successfully voted on at referendum and passed to law

**National Planning Policy Framework (NPPF)** – the overarching national government legislation for planning

**Natural environment** – trees, fields plants and animals

**Neighbourhood Development Area NDA** – the area within which the NDP operates

**Neighbourhood Development Plan (NDP)** – locally produced the vision aspirations and policies for a NDA

**Non-strategic policies** – planning policies not included in the JCS or Cheltenham Plan

**PIEDA report** – CBC commissioned report on the state of Hesters Way in 1995

**Regeneration** – social economic and physical regrowth and investment

**Sustainability** – the state of being forever renewed

**Veteran trees** – trees of a great age, great age relative to others of the same species, or in an ancient stage of life or due to its biological, aesthetic, or cultural interest

**Wildlife corridors-** links between green spaces and preferably the countryside

# Appendices

# 09

# Appendices

## Links to Evidence Documents

Cyber Hub Masterplan [http://hesterswayforum.co.uk/wp-content/uploads/2019/04/Hesters-Way-Masterplan\\_FINAL\\_24.04.19\\_LR.pdf](http://hesterswayforum.co.uk/wp-content/uploads/2019/04/Hesters-Way-Masterplan_FINAL_24.04.19_LR.pdf)

Street Audit <http://hesterswayforum.co.uk/wp-content/uploads/2018/10/Hesters-Way-Forum-Street-Audit-Analysis.docx>

Visions and Aspirations <http://hesterswayforum.co.uk/wp-content/uploads/2019/01/Vision-and-aspirations-NDP-May-2018-1.docx>

Updated Aspirations 2019 <http://hesterswayforum.co.uk/wp-content/uploads/2019/04/Aspirations-for-the-Neighbourhood-plan-March-2019.docx>

Engaging Communities Report [http://hesterswayforum.co.uk/wp-content/uploads/2019/01/CECP\\_Part\\_2\\_Chapter\\_8\\_St\\_Marks\\_Hesters\\_Way.pdf](http://hesterswayforum.co.uk/wp-content/uploads/2019/01/CECP_Part_2_Chapter_8_St_Marks_Hesters_Way.pdf)

Local Green Space report  
[https://www.cheltenham.gov.uk/downloads/file/4178/local\\_green\\_space\\_study\\_report](https://www.cheltenham.gov.uk/downloads/file/4178/local_green_space_study_report)

Local Green Space Topic Paper; The Cheltenham Plan 2011 – 2031  
[https://www.cheltenham.gov.uk/download/downloads/id/6615/ns007\\_-\\_topic\\_paper\\_-\\_local\\_green\\_space.pdf](https://www.cheltenham.gov.uk/download/downloads/id/6615/ns007_-_topic_paper_-_local_green_space.pdf)

Biodiversity Report 2006 <http://hesterswayforum.co.uk/wp-content/uploads/2019/01/biodiversityreportcompressedversion.pdf>

Green Pledge <https://www.gloucestershirenature.org.uk/green-infrastructure-pledge>

JCS Document library <https://www.jointcorestrategy.org/jcs-examination-document-library>

Code for Sustainable homes  
[www.designingbuildings.co.uk/wiki/Code\\_for\\_Sustainable\\_Homes](http://www.designingbuildings.co.uk/wiki/Code_for_Sustainable_Homes)

Schedule of Community Assets <http://hesterswayforum.co.uk/documents>

Secure by Design [www.securedbydesign.com](http://www.securedbydesign.com)

Gateway marker locations map <http://hesterswayforum.co.uk/documents>

Hesters Way Urban Design Framework - TBC

Buildings for Life [www.builtforlifehomes.org](http://www.builtforlifehomes.org)

Build with Nature [www.buildingwithnature.org.uk](http://www.buildingwithnature.org.uk)

Cheltenham Borough Council green spaces strategy  
[www.cheltenham.gov.uk/site/scripts/download\\_info.php?downloadID=410&fileID=1389](http://www.cheltenham.gov.uk/site/scripts/download_info.php?downloadID=410&fileID=1389)

Cheltenham Borough Council playing pitch strategy  
[www.cheltenham.gov.uk/downloads/file/3618/playing\\_pitch\\_strategy](http://www.cheltenham.gov.uk/downloads/file/3618/playing_pitch_strategy)

Cheltenham Borough Council Public Art Strategy  
[https://democracy.cheltenham.gov.uk/documents/s24385/2017\\_12\\_05\\_CAB\\_Public%20Art%20Strategy\\_Appendix.pdf](https://democracy.cheltenham.gov.uk/documents/s24385/2017_12_05_CAB_Public%20Art%20Strategy_Appendix.pdf)

Local Transport Plan TBC

Noise management  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/813666/noise-action-plan-2019-roads.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/813666/noise-action-plan-2019-roads.pdf)

Manual for Streets  
[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/341513/pdfmanforstreets.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/341513/pdfmanforstreets.pdf)

Socially Sustainable Communities  
[https://www.cheltenham.gov.uk/downloads/file/5561/socially\\_sustainable\\_communities](https://www.cheltenham.gov.uk/downloads/file/5561/socially_sustainable_communities)

Social Sustainability Report – The Berkley Group  
<https://www.berkeleygroup.co.uk/media/pdf/7/8/berkeley-reports-and-opinions-social-sustainability-reports-creating-strong-communities-part-one.pdf>

Gloucestershire SuDS Design and Maintenance Guide  
[https://www.gloucestershire.gov.uk/media/6846/gloucestershire\\_suds\\_design\\_and\\_maintenance\\_guide\\_-\\_dec\\_2015-compressed-63334.pdf](https://www.gloucestershire.gov.uk/media/6846/gloucestershire_suds_design_and_maintenance_guide_-_dec_2015-compressed-63334.pdf)

National Planning Policy Framework [NPPF Top](#)

# The view across Fiddlers Green Meadow



## Hesters Way Green Spaces

