

## 1. Response Report 3 – In Person Events

- 1.1. This Response Report summarises what people told us at in-person events during the Cheltenham, Gloucester and Tewkesbury Strategic and Local Plan Regulation 18 consultation.
- 1.2. The consultation was held between January 15<sup>th</sup> – March 13<sup>th</sup> 2024. During the consultation, seven in-person events were held at the following locations:
  - Cheltenham – Regent Arcade Shopping Centre – 6<sup>th</sup> February 2024 10:00am – 3:00pm
  - Tewkesbury – Town Hall – 8<sup>th</sup> February 2024 2:30pm – 7:00pm
  - Cheltenham – Regent Arcade Shopping Centre – 10<sup>th</sup> February 2024 10:00am – 3:00pm
  - Gloucester – Kings Walk Shopping Centre – 14<sup>th</sup> February 2024 10:00am – 3:00pm
  - Winchcombe – Abbey Fields Community Centre – 15<sup>th</sup> February 2024 2:30pm – 7:00pm
  - Churchdown – GL3 Community Hub – 20<sup>th</sup> February 2024 2:30pm – 7:00pm
  - Gloucester – Kings Walk Shopping Centre – 24<sup>th</sup> February 2024 10:00am – 3:00pm

## 2. What was at the events?

- 2.1. A number of display boards illustrating the purpose and scope of the consultation were displayed at each event. Officers were present to explain the context, answer any questions, and encourage members of the public to share their views. Some of the display boards had space for people to add their comments on post-it notes to the boards.

## 3. Images of the display boards

- 3.1. The display boards that were presented at the events are set out below:

# Strategic & Local Plan

Cheltenham, Gloucester & Tewkesbury

## Strategic & Local Plan

Cheltenham, Gloucester & Tewkesbury

Cheltenham Borough Council, Gloucester City Council and Tewkesbury Borough Council are working together to draw up the Strategic and Local Plan.

### Get involved

We need your views. Tell us about important local issues and help us decide how our area should change for the better.



- How many new homes and jobs should we plan for and where should they go?
- What can we do about climate change?
- How can we protect nature?
- What is special about the area that we should protect?
- What infrastructure, shops and services do we need?

**Tell us what you think**  
Visit [strategiclocalplan.org](http://strategiclocalplan.org) or call in to your local library  
email: [info@strategiclocalplan.org](mailto:info@strategiclocalplan.org)




  

## Strategic & Local Plan

Cheltenham, Gloucester & Tewkesbury

### Why we need a Strategic and Local Plan (SLP)

- The number of people living and working in the area will **continue to grow** and, as a society, we are becoming older.
- This means we need **more homes** of the right type, workspaces, schools, shops and other buildings and services.
- New development needs to be in the right places so that we can **support regeneration, help combat climate change and enhance the natural environment**.
- The SLP will contain policies to guide development in the **best way possible** over the next 20 – 30 years.
- We therefore need **YOUR help** in shaping the SLP.

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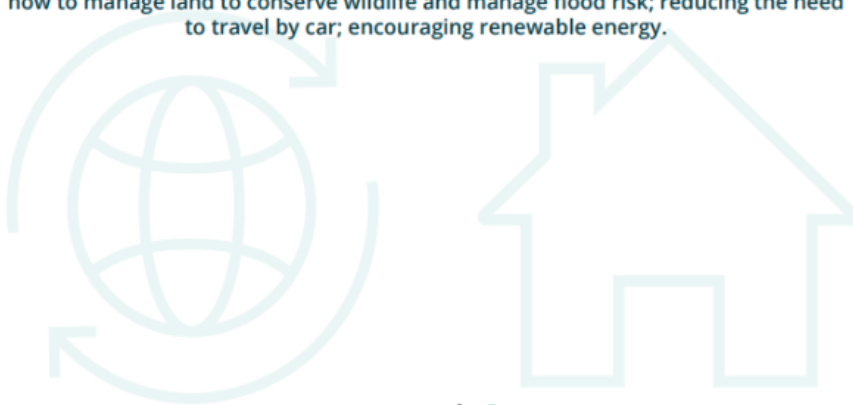
**How can we protect and improve nature?  
What is special about the area that  
should be protected?**



**Strategic &  
Local Plan**  
Cheltenham, Gloucester & Tewkesbury

**What measures could the SLP include  
to combat climate change?**

Some of the actions that we could consider are requiring energy efficient homes; how to manage land to conserve wildlife and manage flood risk; reducing the need to travel by car; encouraging renewable energy.



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# Strategic & Local Plan

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## How should we plan for future communities and business?

How many homes do communities need; what types of locations and sites should we consider? What infrastructure, shops and services should be provided alongside them? How can we support economic growth?



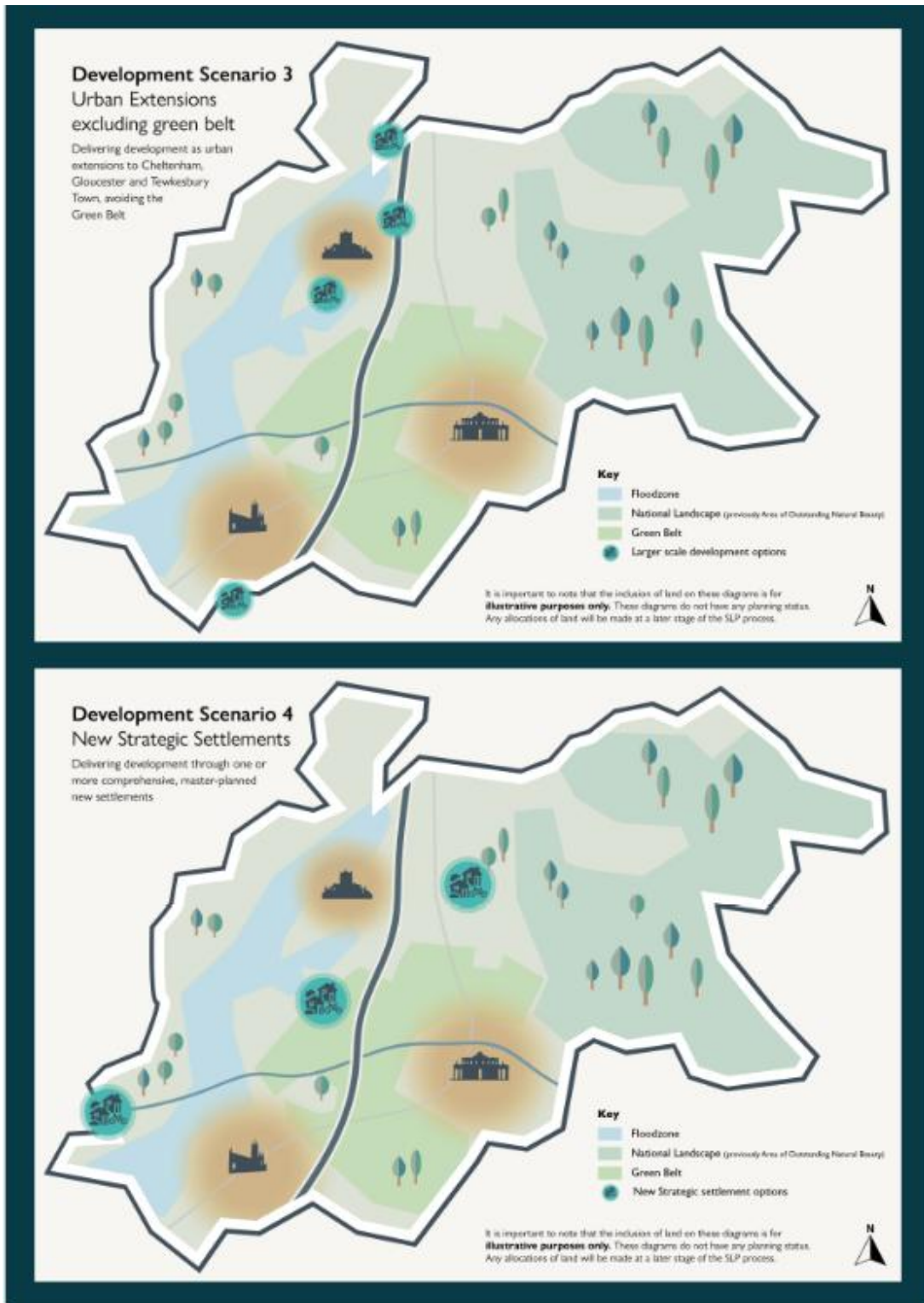
The following boards illustrate different scenarios that we could consider.

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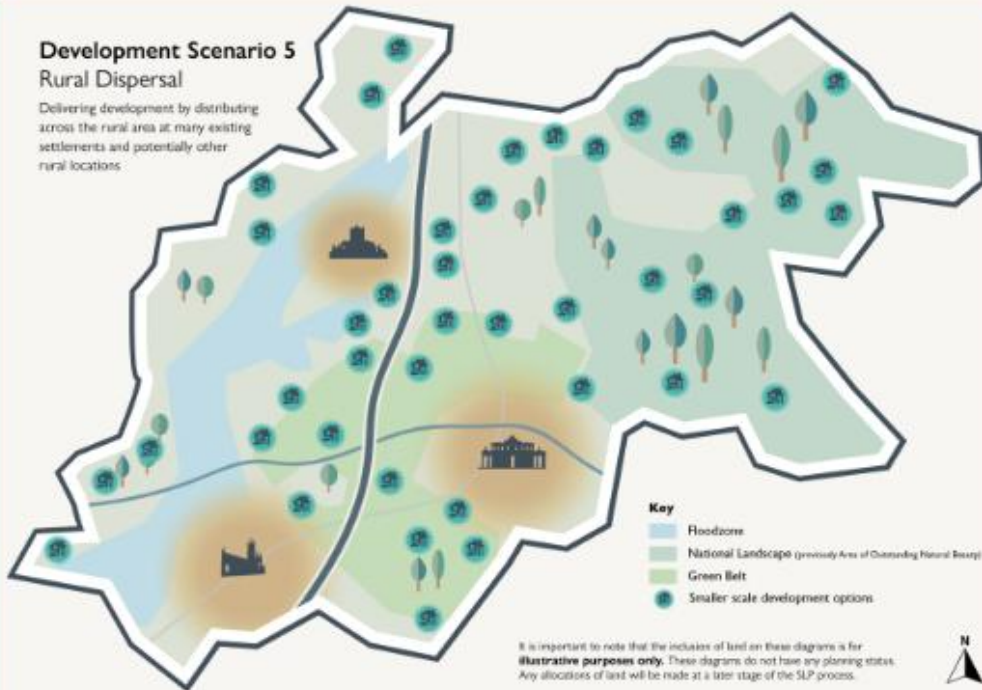
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## Development Scenario 5

### Rural Dispersal

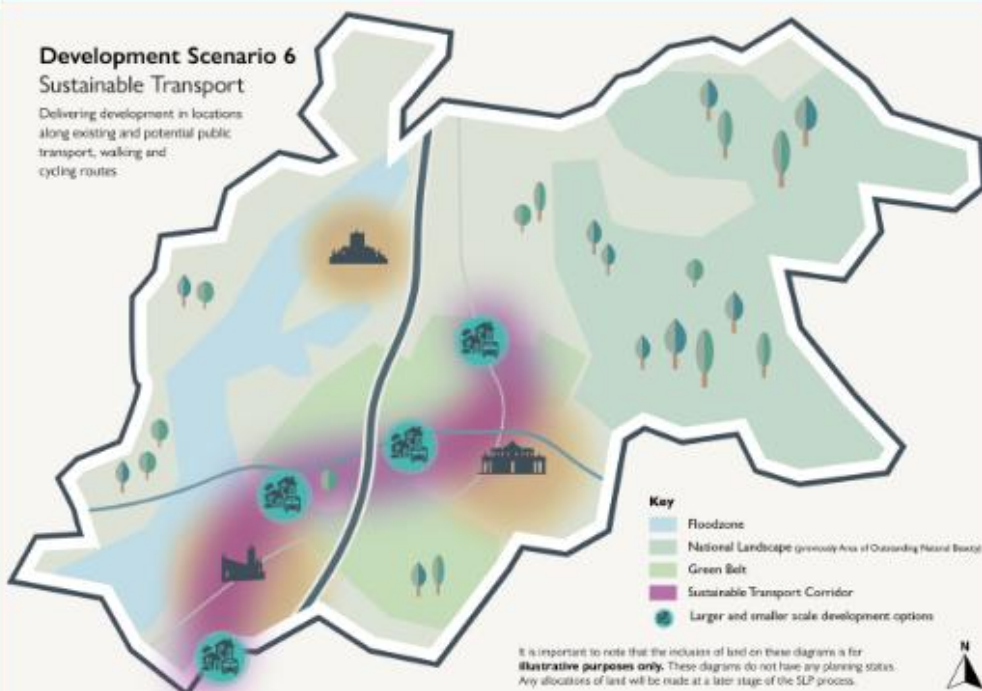
Delivering development by distributing across the rural area at many existing settlements and potentially other rural locations.



## Development Scenario 6

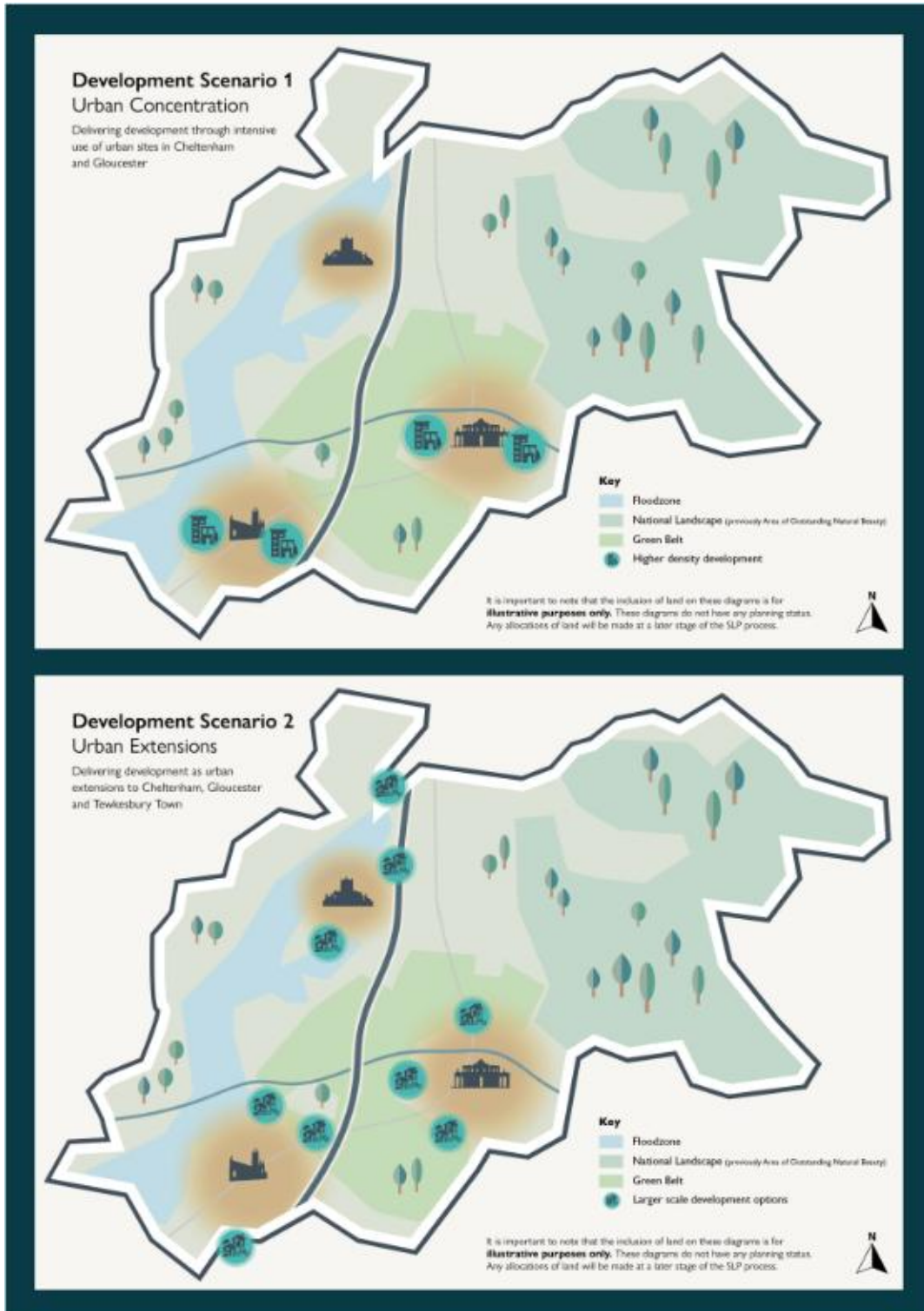
### Sustainable Transport

Delivering development in locations along existing and potential public transport, walking and cycling routes.



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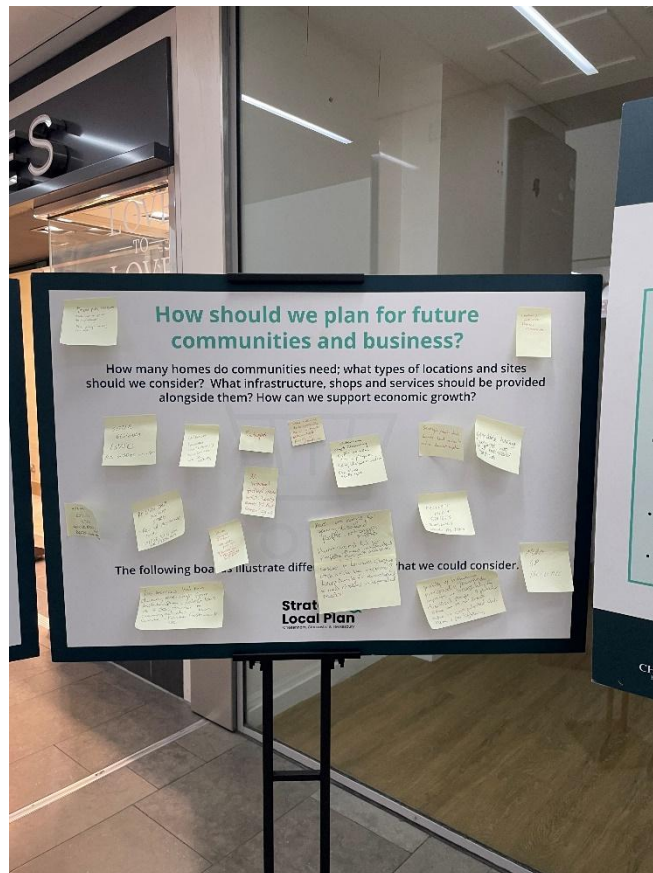
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3.2. Below shows a sample of photographs that were taken at the events:

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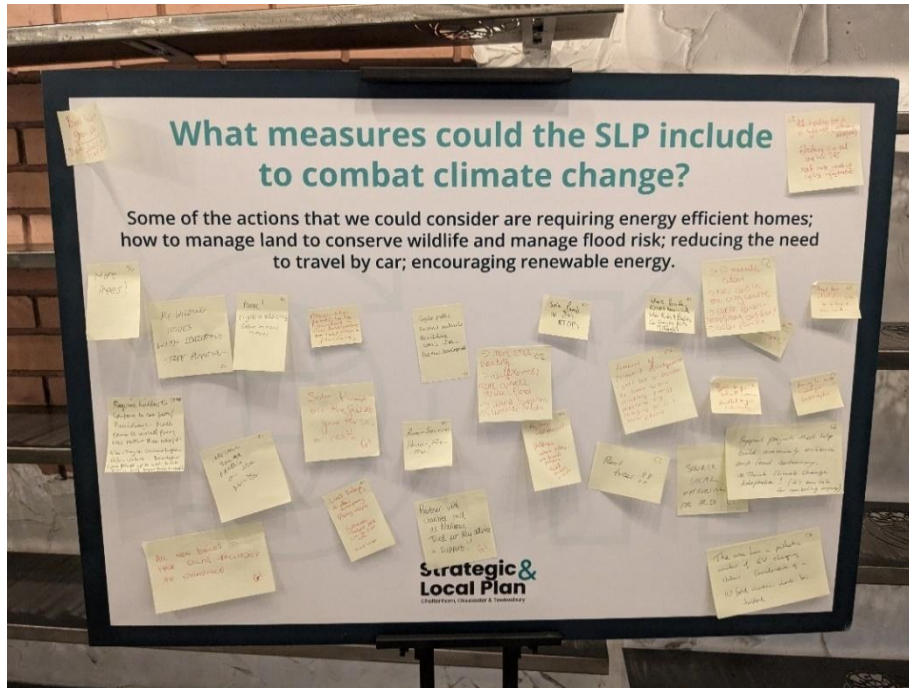
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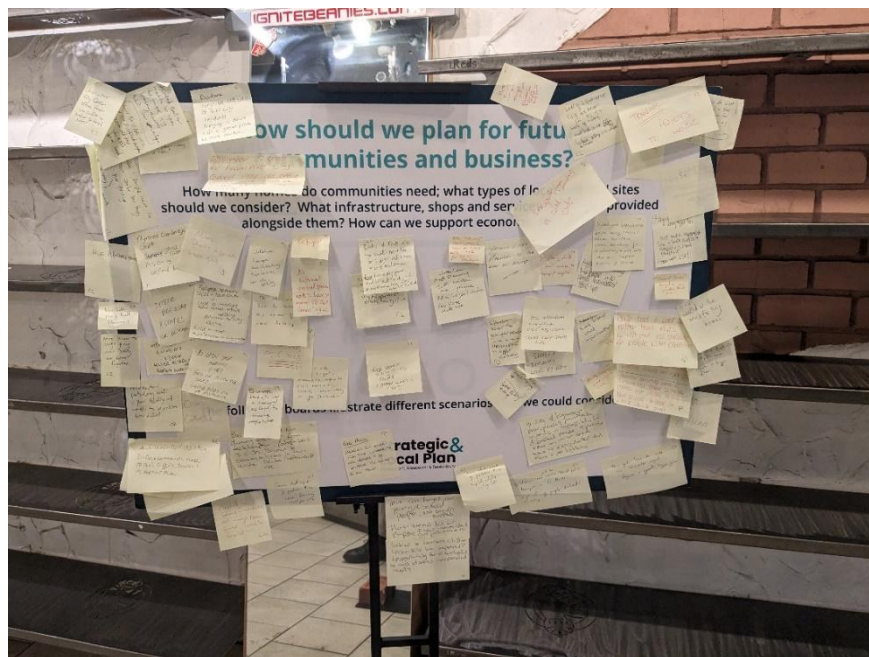
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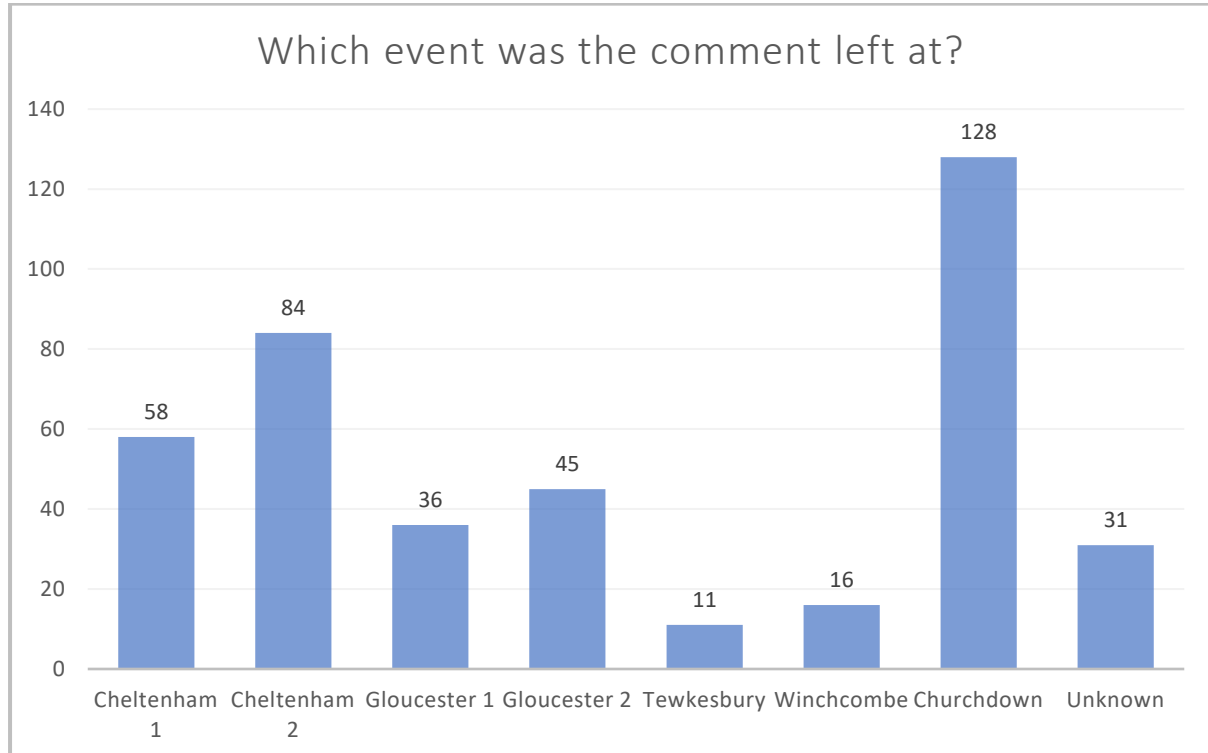


## 4. Who participated at the events?

4.1. Officers counted the number of individual / group conversations that they held at each event:

Cheltenham – 6th February	49
Tewkesbury – 8th February	12
Cheltenham – 10th February	56
Gloucester – 14th February	57
Winchcombe – 15th February	30
Churchdown – 20th February	110
Gloucester – 24th February	63
<b>Total</b>	<b>377</b>

4.2. We also received 410 comments on individual post-it notes. The graph below sets out how many comments were left at each event:



## 5. What did you tell us?

5.1. Below is a summary of the post-it notes that were submitted at each event<sup>1</sup>.

### Cheltenham event 1

- 5.2. Respondents frequently mentioned the need for improved public transport, particularly evening services, and better transport infrastructure to reduce congestion. There were concerns about the decline of town centres, and the need for strategic planning that includes local services.
- 5.3. Accessibility issues were highlighted, with calls for more accessible shops and facilities, as well as care homes for young disabled people. In addition, there were calls for more GP facilities.
- 5.4. The preservation of rural and agricultural landscapes was a common theme, with many respondents opposing development on Green Belt land. There was a strong sentiment against high-density housing without adequate infrastructure, and a preference for using brownfield sites for new developments. In addition, mixed-use development was suggested as an efficient use of space.
- 5.5. Environmental considerations were also prominent, with suggestions for rewilding; using renewable energy sources like solar panels, and ensuring new housing includes features like attenuation ponds to prevent flooding.
- 5.6. It was highlighted that there is a need for local authorities to pool resources and operate as one team rather than 3 separate district teams.
- 5.7. Overall, the feedback indicates a desire for sustainable development that balances growth with environmental protection and improved infrastructure.

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<sup>1</sup> Some summaries in this document were generated using Citizen Lab (now Go Vocal) AI Insights tools and cross checked by officers.

## Cheltenham event 2

- 5.8. Respondents expressed concerns about infrastructure, particularly the need for better roads, cycle lanes, and public transport. Some people thought the new cycle lanes were not very good. There was a call for more affordable and diverse housing options, including for young people, single men, and families. Accessibility issues were highlighted, especially for disabled individuals.
- 5.9. Safety concerns in centres were mentioned as well as the impact of new developments on local services like schools and hospitals. The need for better planning and inclusion of social housing was also noted.
- 5.10. Environmental concerns were reiterated with calls to protect green spaces and avoid building on floodplains. The importance of community and nature was emphasised.
- 5.11. There were suggestions that existing buildings should be repurposed for residential use and a few comments on the need for more public toilets and regeneration of town centres. Some respondents suggested that development is profit-driven and should not just be based on government targets.
- 5.12. In summary, respondents called for improved infrastructure and transportation options, more affordable and diverse housing provision, better planning, enhanced accessibility for disabled individuals, protection of green spaces and environmental considerations in development plans, and the repurposing of existing buildings to meet community needs.

## Tewkesbury event

- 5.13. Respondents expressed a desire for improved transportation options, including more trains stopping at Ashchurch, the introduction of bus services to service villages like Twyning, and the creation of protected cycle routes connecting Tewkesbury with Gloucester, Cheltenham, Stroud, and Bristol.
- 5.14. There was a focus on housing development, with suggestions for high-density housing that includes good soundproofing and management of

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communal areas and for the reuse of potential sites within Tewkesbury for housing. Respondents proposed that new settlements should have proper infrastructure, home working should be encouraged, and local enterprise should be supported.

- 5.15. Environmental considerations were also highlighted, with calls for builders to adhere to net zero or Passivhaus standards, and suggestions for low-density development in a woodland setting in the Green Belt between Cheltenham and Gloucester.
- 5.16. However, there was also concern about the risk of overdeveloping rural areas and the need for any development to be sensitive to the Green Belt. Some respondents believed that development should be limited to prevent sprawl in Tewkesbury Borough, and that rural dispersal should be considered only if it includes necessary facilities to benefit current residents.

## Churchdown

- 5.17. Respondents frequently expressed concerns about the impact of new housing developments on local infrastructure, with many highlighting the strain on healthcare services, schools, and roads. There was a strong sentiment against building on Green Belt land, with calls to protect natural spaces and wildlife. The need for sustainable development was emphasised, including using development sites for solar panels instead of new houses, ensuring all new homes have solar panels, and that brownfield sites should be developed first.
- 5.18. Many respondents called for the preservation of community spaces and intergenerational care homes and stressed the importance of green areas for mental health. There was also a desire for improved walking routes and better public transport options to reduce car dependency and to improve access to green spaces.
- 5.19. Concerns about traffic congestion and pollution were frequently mentioned, with some suggesting reopening train stations to alleviate these issues. Respondents also mentioned the need for careful consideration of flood risk and proper drainage systems. There was frustration over the new cycle lane and its impacts on the B4063 which inconveniences drivers.

- 5.20. Overall, there was a clear call for responsible development that prioritised existing community needs, environmental protection, and sustainable practices over unchecked expansion and profit-driven construction.

## Winchcombe

- 5.21. Respondents expressed a strong need for improved public transport services, particularly between Winchcombe, Ashchurch train station, services such as doctor surgeries and larger town centres like Tewkesbury. There was also a call for low carbon travel options and sustainable development, with suggestions for incorporating green and carbon-neutral guidelines into new housing. The need for appropriate drainage and sewage infrastructure was also raised. There was also concern that there are too many Airbnb's in the area.
- 5.22. The importance of local services, such as additional doctors' surgeries, schools, shopping areas, and care home provision was also highlighted. There was clear opposition by some to large-scale building on greenfield sites within Areas of Outstanding Natural Beauty (AONB)<sup>2</sup> in Winchcombe.
- 5.23. Overall, the emphasis was on sustainable development, improved public transport, and maintaining local facilities to support diverse populations.

## Gloucester event 1

- 5.24. Respondents were generally against urban sprawl and building on greenfield sites, with many concerns raised in respect of this development scenario. There was a strong preference for more affordable homes, using brownfield sites and converting existing empty buildings for housing. The concept of a 15-minute city<sup>3</sup> and building medium-rise housing instead of detached homes was mentioned, as well as co-working. Respondents also suggested that new housing should be within walking distance to city centres and that this should be in character with the local area.

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<sup>2</sup> AONBs are areas of countryside that were designated for conservation due to their significant landscape value. Now referred to as the Cotswolds National Landscape (CNL).

<sup>3</sup> Also known as '20 minute neighbourhoods' - [The 20-minute neighbourhood - Town and Country Planning Association](#)

- 5.25. There were calls for more affordable and key worker housing, particularly in city centres. Solar energy and eco-friendly measures were also a focus, with suggestions for solar panels on all new builds and fields. The importance of not building on floodplains was also highlighted.
- 5.26. Transport issues were mentioned, with suggestions for park and ride systems, road repairs, and the possibility of a tram system. There was also a desire to create green corridors and make more of the canal and riverside areas.
- 5.27. A few comments suggested that local residents need to be more positive and focus on Gloucester's positive points. Some respondents felt developers were dishonest and profit driven. Lastly, there was a call for cooperation within the community and charities to create better development outcomes.

## [Gloucester event 2](#)

- 5.28. Respondents expressed a variety of concerns and suggestions focused on sustainable development, environmental protection, and community well-being. A recurring theme was the need for more sustainable housing development, including the reuse of derelict buildings for housing, requirements for low carbon new builds, the development of brownfield sites and using compulsory purchase before expanding into greenfield land.
- 5.29. Many respondents highlighted the importance of integrating trees, green spaces and environmental considerations into urban planning, such as rewilding, creating green buffers around buildings and protecting the existing Green Belt. The promotion of alternative energy sources like solar panels, solar hot water and wind turbines were also mentioned.
- 5.30. Transportation improvements were frequently suggested, including maintaining cycleways, prioritising walking and cycling infrastructure and enhancing public transport options. Building flats without parking in the city centre was also suggested. Respondents also called for better connectivity between areas, such as improved signage from the docks to the city centre.

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- 5.31. Food security and waste management were also matters of concern, with suggestions for community allotments, organic farming, sustainable sewage reuse, managing food waste and supporting local shops over supermarkets.
- 5.32. Several comments referred to social aspects, such as the need for more social housing, education facilities to match housing growth and designing the built environment to support good mental health and well-being.
- 5.33. There were calls to avoid building on flood-prone land, to incorporate renewable energy measures in homes and to provide more outdoor activities for young people.

## Unknown location comments

- 5.34. Several comments were received that were more general and it was not possible to identify which event they had been left at. These are summarised below:
- 5.35. Respondents advocated for sustainable and environmentally friendly development and frequently mentioned the need for solar panels on new builds, zero carbon housing and carbon-neutral homes. There was a call for the integration of green infrastructure, such as planting more trees and support for wind farms.
- 5.36. Several responses highlighted the need to improve existing infrastructure, with suggestions to incentivise quicker completion of road works to reduce congestion and pollution and to link retail with transport. There was also concern about the pressure on services such as schools, hospitals, dentists and roads due to new housing developments.
- 5.37. The issue of building on green spaces was raised, with a strong sentiment against this and a preference for reusing and refurbishing empty buildings. Respondents suggested repurposing empty offices and shops in town centres to provide housing and to rejuvenate these areas.
- 5.38. There was also a call for policies on retrofitting older homes to improve efficiency, and to regulate multi-home ownership to address issues like

second homes and empty properties. In addition, some respondents emphasised the need for more affordable housing options for young people and more bungalows.

- 5.39. There was a concern about the adequacy of public transport and the need for improvements to handle the increased demand from new housing.
- 5.40. Finally, the issue of climate change was mentioned, both as a matter of concern and with scepticism about its severity.

### Overall summary of comments

- 5.41. Below is an overall summary of the 410 post-it notes:
- 5.42. Overall, comments left at the events expressed a strong preference for sustainable and environmentally friendly housing, with numerous calls for all new homes to include net-zero features such as heat pumps and solar panels. Conversely a couple of respondents were sceptical of climate change.
- 5.43. There was significant concern about protecting green spaces and the Green Belt, with many advocating the use of brownfield sites and derelict buildings for new developments. Respondents also highlighted the importance of infrastructure, including roads, schools, shops, medical facilities, and public transport in supporting new housing.
- 5.44. High-density housing was seen as efficient for infrastructure. However, it was suggested that any high-density housing would need good soundproofing and communal areas would need to be managed. There was a call for smaller homes (rather than large, detached homes) to meet affordable housing needs and several responses indicated a need for more affordable homes in general.
- 5.45. The impact on wildlife and biodiversity was a major concern, with many respondents urging that it should be a significant consideration in planning. Flooding and the use of floodplains for development were also mentioned as issues to avoid.

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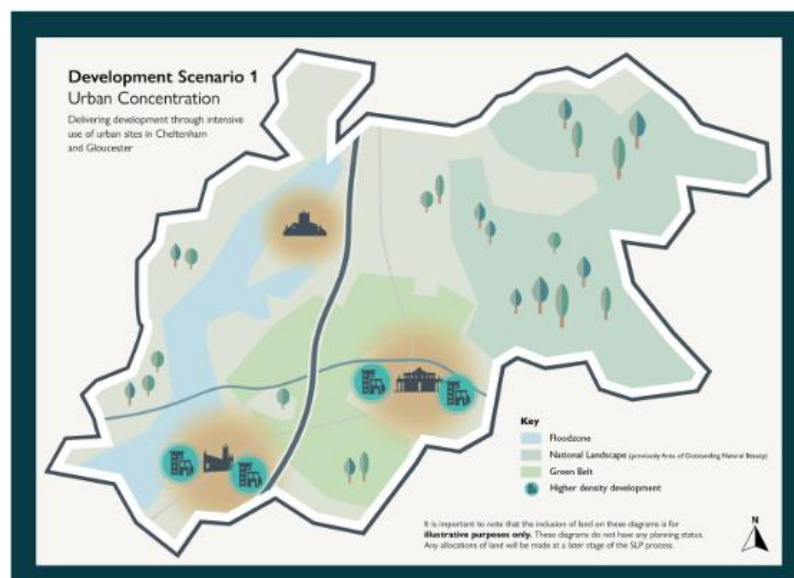
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- 5.46. A number of comments focused on the need for better public transport and cycling infrastructure to reduce car dependency and improve accessibility. There was also a desire for more community-focused developments that supported mental health and well-being, with suggestions for green spaces and access to nature.
- 5.47. Overall, the feedback indicated a strong preference for sustainable development that prioritises brownfield sites, protects green spaces, includes necessary infrastructure and considers the impact on local communities and the environment.

## 6. Comments on Scenarios

- 6.1. The above comments have been summarised by the event they were left at. This section looks at which boards the comments were left on.

### [Summary of all comments left on Development Scenario 1 board – Urban Concentration](#)



- 6.2. There were 45 post-it notes left on this board. Respondents were generally concerned about the impact of new housing on infrastructure and the

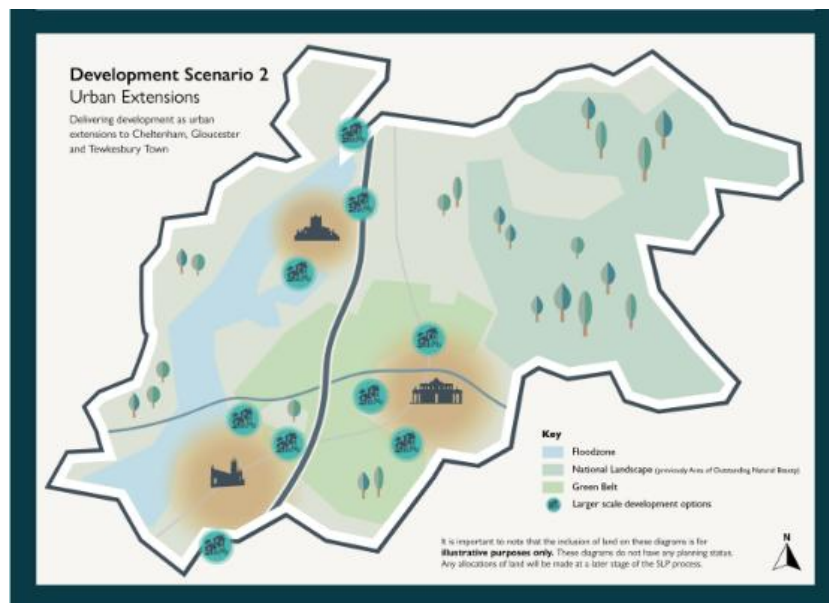
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environment. High density housing was seen as efficient for infrastructure, and additionally there was a strong preference for the use of brownfield sites and repurposing existing buildings over developing on green spaces or floodplains.

- 6.3. Urban sprawl was widely rejected, with a call instead for maintaining vibrant existing towns. There was a demand for more council housing and smaller homes to meet affordable needs, as well as ensuring that infrastructure such as roads, schools, and medical facilities are provided before building new homes.
- 6.4. Mixed-use developments were also mentioned as an efficient use of space. There was a sentiment that current house building is profit-driven and does not meet actual demand. Respondents also suggested that developers should be more accountable for community infrastructure and that there should be good management of communal areas in high-density housing.

## [Summary of all comments left on Development Scenario 2 board – Urban Extensions](#)

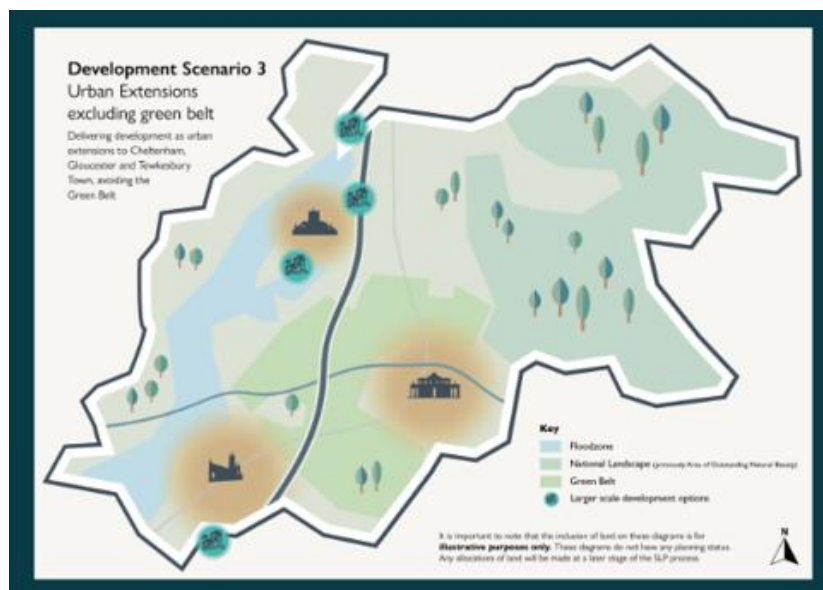


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- 6.5. There were 14 post-it notes left on this board. Respondents were concerned about overdevelopment, particularly on green spaces and floodplains, with multiple comments on the need to avoid building on these areas.
- 6.6. There was a significant emphasis on the strain that new developments place on local infrastructure, including roads, public transport and services like schools and healthcare. Suggestions included improving public transport, regulating multi-home ownership and redeveloping existing urban sites instead of green spaces.
- 6.7. There were also calls for specific local improvements such as redeveloping the existing St. John's shopping area in Cheltenham and also a desire for more bungalows. The need to prioritise brownfield sites over greenfield sites was also frequently highlighted.

## [Summary of all comments left on Development Scenario 3 board – Urban Extensions avoiding the Green Belt](#)



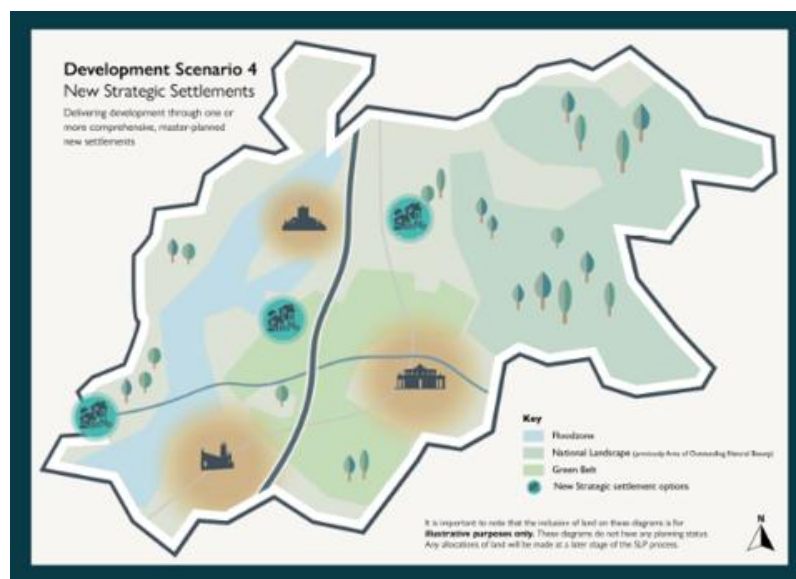
- 6.8. There were 13 post-it notes left on this board. Respondents were generally concerned about the negative impacts of new developments proposed in Scenario 3. The most frequently mentioned issues include concerns about increased traffic congestion and strains on local infrastructure, particularly in terms of healthcare accessibility.

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- 6.9. There was also a strong sentiment against building on greenfield sites, with a preference for using brownfield land instead to protect farmland and avoid "urban sprawl". One respondent suggested that the government should reconsider the housing requirement and questioned whether housing is the answer to the root cause. It was suggested to reduce the number of new houses to prevent creating a "concrete jungle".
- 6.10. Additionally, there were concerns about noise, pollution and the potential increase in crime. Suggestions include improving public transport services and ensuring that the youth have access to facilities within walking distance.

## [Summary of all comments left on Development Scenario 4 board – New Strategic Settlements](#)



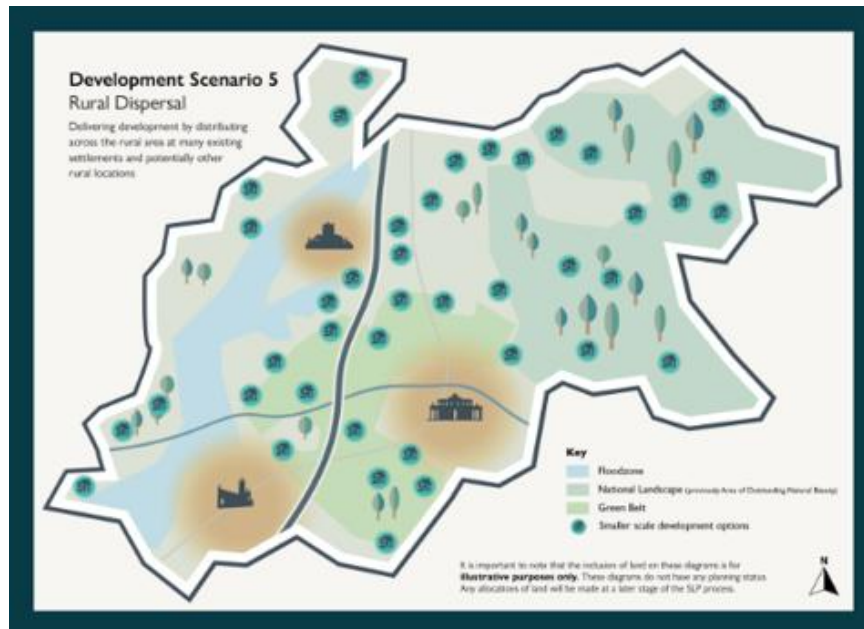
- 6.11. There were 29 post-it notes left on this board. The respondents were primarily concerned with the protection of Green Belt areas, emphasising the importance of preserving nature, preventing flooding, protecting heritage and maintaining open spaces. There was a strong sentiment against building on Green Belt land, with suggestions to focus on brownfield sites instead.

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- 6.12. Respondents also highlighted the need for infrastructure to support new housing, such as schools, GP surgeries and roads and suggest that new settlements should be self-contained, on a frequent bus route and with all necessary amenities (for example, local centres on every corner). Concerns about food security and the need to preserve farmland were also mentioned.
- 6.13. Some feedback indicated dissatisfaction with the current housing market, pointing out issues like too many unsold houses, too many holiday lets and not enough affordable rentals for locals. There was also a call for new developments to be purposeful, accessible and to include a variety of housing types to support home working and local enterprise.
- 6.14. There were two suggestions for suitable new settlement sites. One suggested land around junction 9 of the M5 and the other at Gloucestershire Airport. Conversely there were respondents that stressed that Gloucestershire Airport should not be built upon.
- 6.15. One respondent highlighted that new settlements may be necessary to prevent existing urban settlements becoming too large.

## Summary of all comments left on Development Scenario 5 board – Rural Dispersal



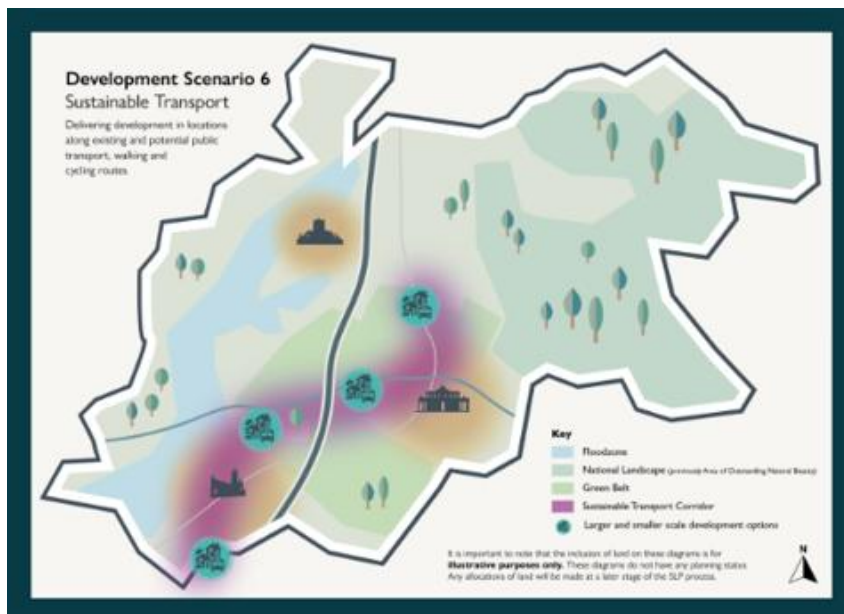
- 6.16. There were 23 post-it notes left on this board with some mixed responses received. Respondents expressed concerns about the use of Green Belt land and the importance of preserving green areas, with several advocating for the use of brownfield sites instead.
- 6.17. Public transport was a recurring theme, with calls for better services and more frequent buses to reduce car dependency. Concerns about overpopulation, limited access routes and the need for additional facilities to support any new housing developments were also mentioned.
- 6.18. Some respondents highlighted the potential negative impact on communities and local infrastructure if rural areas are overdeveloped. There were also suggestions for low-density development that respects the landscape and for improvements to local facilities to benefit current residents. Concern was raised about too many housing estates containing very little green areas / natural habitats and it was stressed that green areas are essential for good mental health.

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- 6.19. It was suggested that the rural dispersal scenario isn't a good idea as it is too car reliant and there are no services to sustain this. Conversely other respondents supported the scenario with one suggesting that the Green Belt between Cheltenham and Gloucester could be developed at a low density in a woodland setting.
- 6.20. Additionally, another respondent suggested that limited rural dispersal could be acceptable if facilities are also built out so current residents can see the benefits of development. In addition, a further respondent considered that rural dispersal is crucial to allow the national landscape areas to maintain local facilities and a diverse population.

## [Summary of all comments left on Development Scenario 6 board – Sustainable Transport](#)



- 6.21. There were 35 post-it notes left on this board. Respondents were primarily concerned with the need for improved public transportation and infrastructure to support any new development. Many suggested enhancing walking and cycling options, with frequent comments on the need for better cycle lanes and paths. There was a call for more reliable bus services and

the reopening or improvement of train stations. Some respondents were interested in the possibility of a tram system.

- 6.22. There was a strong sentiment against further development without adequate infrastructure, with concerns about increased traffic congestion and insufficient public services like healthcare and education. Respondents also highlighted the importance of low carbon travel and sustainable transport corridors.
- 6.23. The feedback indicated a general desire for a more integrated and sustainable approach to transport that supports existing and future communities without exacerbating current issues such as congestion, pollution, and pressure on local services.

## 7. What happens next?

- 7.1. The next step is to further process and evaluate the responses and use them to inform the next stage of the process. The nature of Regulation 18 is that engagement will be ongoing with key service providers and other stakeholders. If you would like to be involved in the next stage of the process please join the planning policy database [here](#).