



# Golden Valley Development Supplementary Planning Document; a Garden Community and home of Cyber Central UK: Consultation Statement

## 1. Introduction

1.1 This statement is the 'Consultation Statement' for the Golden Valley Development Supplementary Planning Document (SPD) A Garden Community Development and Home of Cyber Central UK. A consultation statement was published as required by the Town and Country Planning (Local Planning) (England) Regulations 2012 to support the SPD consultation that took place January/February 2020. This updated statement, prepared post the consultation sets out the consultation undertaken and summarises the comments received during the consultation period, including details of how the issues raised have been dealt with in working towards a final SPD for adoption.

## 2. Town and Country Planning Regulations

2.1 The SPD is produced in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012. The relevant regulations relating to the consultation process are explained below.

- Regulation 12: Regulation 12(a) requires the Council to produce a consultation statement before adoption of the SPD, this must set out who was consulted, a summary of the issues raised, and how these issues were incorporated in to the SPD.
- Regulation 12(b) requires the Council to publish the documents (including a 'consultation statement') for a minimum 4 week consultation, specify the date when responses should be received, and identify the address to which responses should be sent.
- This statement is the 'Consultation Statement' for the SPD as required by Regulation 12(a). The document also sets out information about the consultation as required by Regulation 12(b). Following the consultation period, as the SPD progresses towards adoption, the 'Consultation Statement' will be expanded to recognise involvement by outside bodies and public participation during this consultation period.
- Regulation 13: Regulation 13 stipulates that any person may make representations about the SPD and that the representations must be made by the end of the consultation date referred to in Regulation 12. This consultation statement sets out this requirement.

- Regulation 35: Regulation 12 states that when seeking representations on an SPD, documents must be made available in accordance with Regulation 35. This requires the Council to make documents available by taking the following steps:
  - Make the document available at the principal office and other places within the area that the Council considers appropriate;
  - Publish the document on the Council's website.

### **3. The Statement of Community Involvement (SCI)**

3.1 This consultation statement has been prepared within the context of the SCI's of Cheltenham and Tewkesbury councils and reflects the 2012 Regulations, set out above. The relevant SCI's set out how the councils will consult and involve people in the preparation of local plans, including Supplementary Planning Documents. Consultation on the draft SPD was carried out in line with the principles of the adopted SCIs.

### **4. Early Consultation**

4.1 The aims and objectives, and design principles within the draft SPD presented for consultation between 13<sup>th</sup> January 2020 and 17<sup>th</sup> February 2020 were developed following early discussions and consultations with key stakeholders, partners and the wider local community as part of a collaborative approach. This engagement included:

- Internal officer working group - comprising officers from across Cheltenham Borough Council, Tewkesbury Borough Council and Gloucestershire County Council with a remit to consider, advise and inform the emerging SPD, This group has fed into the drafting of the SPD.
- Engagement with Homes England technical specialists' team.
- Engagement with stakeholders including NHS, County Education, Gloucestershire Highways, Wildlife and Wetlands Trust, GCHQ, infrastructure providers. Informal engagement has taken place together with an evening workshop on 3<sup>rd</sup> September 2019. 32 people attended the workshop representing the following groups:

BAE Systems, Bamboo Technology Group, Boddington Parish Council, Cheltenham Borough Homes, Cheltenham churches, Cheltenham Borough Council, Church of England, First LEP, Gloucestershire County Council, Gloucester Local Nature Partnership, Hester's Way Neighbourhood Plan Forum, Hester's Way Partnership, local residents, Police, Stagecoach West, Swindon Parish Council, Tewkesbury Borough Council, Uckington Parish Council, University of Gloucestershire and, Wildfowl and Wetlands Trust.

- Four community drop in events were held at the following times and locations;
  - 11th September, 12:30-3pm at Hester's Way Community Centre
  - 11th September, 3:30-5:30pm at Springbank Community Centre
  - 19th September, 1-3:30pm at Tewkesbury-Cheltenham West Community Fire Station
  - 19th September, 4:30-7:30pm at Gloucestershire College

4.3 A total of 210 people attended across the four public engagement events. The feedback from the engagement so far has been invaluable in shaping the design process. From the feedback received during this stage of public engagement, the masterplan has been amended in the following ways:

- Emphasis on green spaces close to the existing community - the plan has been altered following drop-in events with local residents who were supportive of a new park close to the Springbank neighbourhood.
- Impact of traffic and car parking - aiming for the new development to have enough car parking to serve the employment and residential areas. Sustainable transport modes including improved

bus networks and cycle networks will also contribute to improving access and reducing the reliance on the private car.

- Spreading the impact of employment - although the focus for the employment area will be to the south of the SPD area, close to GCHQ, conversations have highlighted the opportunity to focus some employment space with good access to the new road to J10 of the M5.
- Integration - comments have strengthened the focus on delivering links and shared facilities for new and existing residents.
- Response to climate change emergency – opportunity to be innovative.

This engagement helped to shape the draft SPD.

## 5. Draft SPD Consultation

5.1 Consultation on the draft SPD was carried out in accordance with the Town and Country Planning (Local Planning) (England) Regulations 2012. The SPD and its accompanying consultation was made available for inspection by the public for a five week period between Monday 13<sup>th</sup> January 2020 and midnight Monday 17<sup>th</sup> February 2020. A copy of the SPD and this consultation statement was made available to view at: [consult.cheltenham.gov.uk/consult.ti/cybercentral/](https://consult.cheltenham.gov.uk/consult.ti/cybercentral/)

5.2 Copies of the draft SPD and consultation statement were also available to view on the Councils dedicated SPD website at: [consult.cheltenham.gov.uk/consult.ti/cybercentral/](https://consult.cheltenham.gov.uk/consult.ti/cybercentral/). Hard copies were available to view at both Cheltenham Borough Council and Tewkesbury Borough Council offices during normal working hours throughout the consultation period. In addition, in the reception area of Cheltenham Borough Council, visitors could view the presentation boards used at the engagement sessions via a TV monitor and make comments via Ipads and PC's made available.

5.3 Further information was available by contacting the Planning Policy team by email at [planningpolicy@cheltenham.gov.uk](mailto:planningpolicy@cheltenham.gov.uk)

5.4 As part of the consultation, a 'targeted' e-mail was sent to relevant individuals, organisations and bodies advising them of forthcoming consultation. This gave key stakeholders advance notice of the details of the consultation. A full list of those stakeholders contacted is provided at appendix 1

5.6 Public engagement sessions took place on the dates, times and locations shown below. These face to face engagement sessions offered the opportunity to meet with the consultancy team and officers to discuss any elements of the draft SPD.

### **Thursday 23rd January:**

- 12:30 - 3:30pm at Springbank Community Centre
- 4:30 - 7:30pm at Hesters Way Community Centre

### **Saturday 1st February:**

- 10:30am - 1:30pm Regents Arcade
- 2:30 - 5:30pm at Cheltenham West Community Fire Station

5.7 A total of approximately 190 people attended across the four engagement events.

5.8 In response to the analytics drawn from the CommonPlace platform we were able to ascertain the broad demographics of individuals accessing the consultation material. This clearly demonstrated that our reach wasn't extending to the age group of under 25's. In response to this investment was made in boosting social media via Facebook and Instagram and the delivery of two 'pop up' consultations which took place at;

- The Wilson on 6 February 2020, and
- Gloucestershire College on 13 February 2020

5.9 The event at the Wilson was part of a larger, regular cultural event which was celebrating LGBT+ history month. The pop up consultation at Gloucestershire College provided visibility to a significant number of people as well as direct engagement with around 20 students and staff.

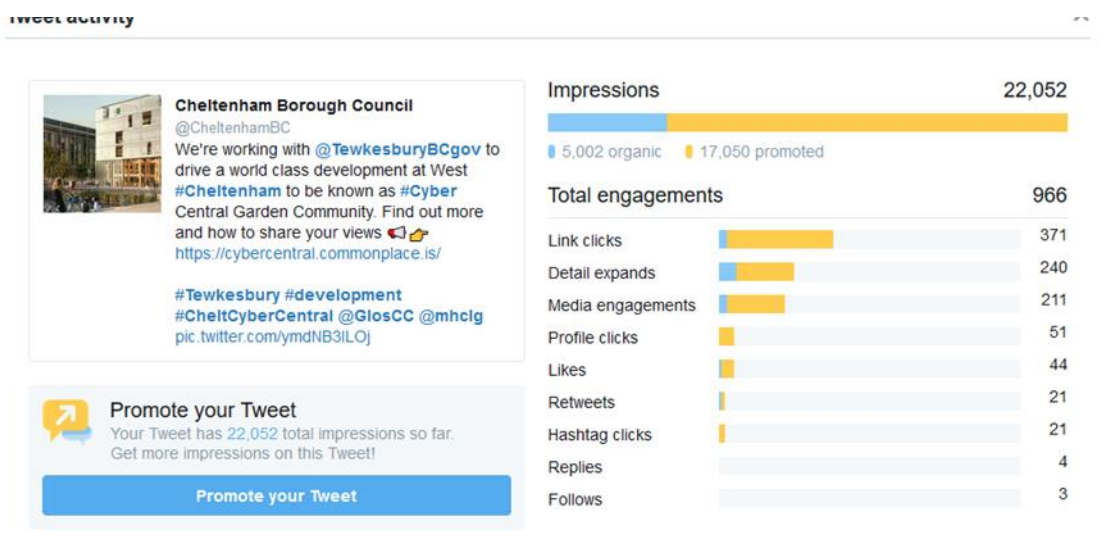
5.10 The engagement sessions were well attended and stimulated detailed discussion across a wide variety of topics. Key issues raised at the engagement sessions included:

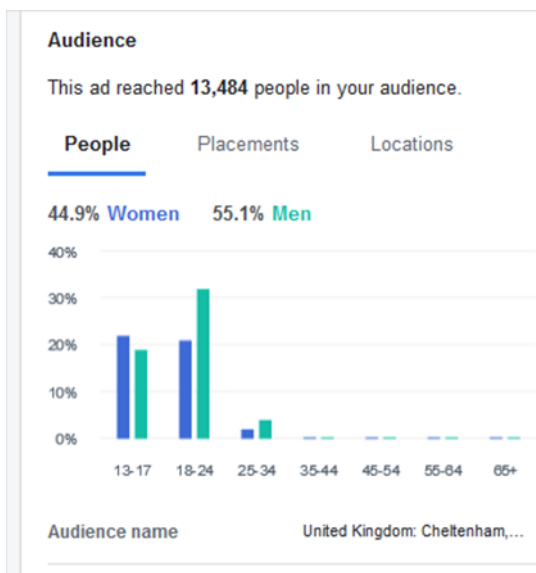
- Support for changes made to green space and its relationship to Springbank
- Concerns over traffic both impact of existing and new development
- Access to new jobs
- Support for sustainability but questioning whether ambitions were achievable
- Concerns over what happens if M5 Junction 10 improvements are not delivered
- Support for lead on Cyber
- Concerns around height of buildings, in particular at the south eastern boundary
- Concerns around densities
- Timing of new school
- Relationship with GCHQ

5.11 Social media was used extensively to maximise engagement. The analytics below summarise the outcomes

**Facebook:** People reached : 37,310, Engagement: 3,718, £170 spent on boosted ads

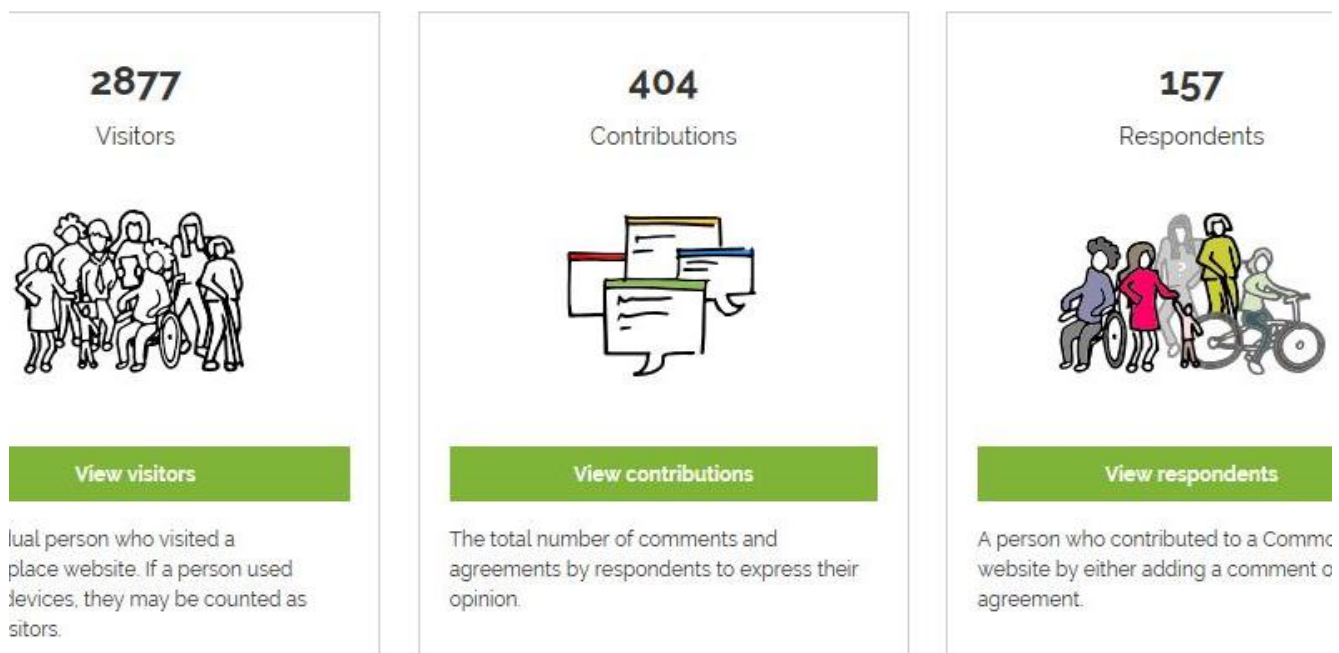
**Twitter:** In January/ February Cheltenham Borough Councils average tweet serve was around 1.3k and an engagement rate of 2%. A targeted campaign with a spend of £135 generated a reach to an audience of 24,314, an example of a popular tweet is shown below.





Instagram and Cheltenham and Tewkesbury council’s websites were also used to help maximise engagements.

**CommonPlace:** Final numbers of visitors and comments achieved through this platform are provided below.



5.12 A report summarising the engagement via CommonPlace is provided at Appendix 2

## 6 How the SPD has been amended in response to the consultation

6.7 A full schedule of comments has been prepared, this is available as APPENDIX 5 of the Council reports (20<sup>th</sup> July 2020 – Cheltenham & 28<sup>th</sup> July 2020 – Tewkesbury) on the request for approval of the Golden Valley Development SPD.

6.8 A summary of the key issues and amendments made to the SPD in response are noted in the Table 1 below.

**Table 1 – A summary of the key issues raised in response to draft SPD consultation and amendments made to the SPD**

Summary of key issues	Summary of amendments made to SPD
Traffic, parking and infrastructure concerns. Challenges around existing issues and future impact arising from development	<ul style="list-style-type: none"> <li>• Further review undertaken of TPA existing transport work undertaken and refinement of text to provide flexibility around response to transport modelling at Development management stage</li> <li>• Review of emerging Gloucestershire Local Transport Plan and refinement of SPD where appropriate to draw in particular on modal shift policy support / last mile deliveries etc</li> <li>• Review of role and function of 'Main Street' and management of transport movements in this context</li> <li>• Inclusion of multi modal transport hubs</li> <li>• References added to car parking management plan</li> <li>• Links to transport assessments and requirements at planning application validation stage.</li> </ul>
Detailed comments from bus operator in regard to bus routes, linkages and wider public transport considerations	<ul style="list-style-type: none"> <li>• Additional engagement undertaken with Stagecoach regarding public transport. Refinement of text within SPD</li> </ul>
Status of M5 junction 10 & West Cheltenham Transport improvement works (A40)	<ul style="list-style-type: none"> <li>• SPD updated to reflect current status</li> </ul>
Provision of affordable homes	<ul style="list-style-type: none"> <li>• Clear link to JCS policy</li> </ul>
Education and facilities provision – clearer link and recognition of opportunity needed	<ul style="list-style-type: none"> <li>• No change to SPD, as linked to negotiations through Development Management process. Ongoing engagement between all relevant infrastructure providers and Local Planning Authorities</li> </ul>
Support for sustainability principles	<ul style="list-style-type: none"> <li>• Helpful suggestions made across a variety of elements. SPD updated where appropriate to improve robustness of SPD and clarity of ambition and outcomes</li> </ul>
Support for smart city principles, but some questions around future proofing and deliverability	<ul style="list-style-type: none"> <li>• Challenging aspect of the SPD as the SPD is prepared at a point in time. Clear link made to Development Management stage</li> </ul>
Climate change support within development proposals - needs to be emphasised as huge opportunity at this scale. Should SPD be striving for carbon positive?	<ul style="list-style-type: none"> <li>• SPD amended to clarify ambition around carbon positive.</li> <li>• Helpful suggestions made across a variety of elements. SPD updated where appropriate to improve robustness of SPD and clarity of ambition and outcomes</li> </ul>
Concern over location of high density and tall buildings, also link to airport flight paths in this regard	<ul style="list-style-type: none"> <li>• Clear reference added to engagement with Gloucestershire Airport</li> <li>• Additional text added to explain importance of boundary relationships</li> <li>• High density in parts of the SPD retained as part of the masterplan</li> </ul>
Support for waste strategy	<ul style="list-style-type: none"> <li>• Additional text added to SPD</li> </ul>
There is a clear challenge between respondents that are looking for the SPD to have more detail and those that are looking for less detail	<ul style="list-style-type: none"> <li>• Careful review of SPD undertaken to ensure the SPD walks an appropriate line that does not frustrate the Development Management process by being too restrictive,</li> </ul>

	but ensures the ambition is not watered down
Clarity on status of allocated JCS site and safeguarded site. Clarity on garden community status	<ul style="list-style-type: none"> <li>• SPD amended to provide clarity of status of JCS strategic allocation, JCS safeguarded land, Garden Community</li> </ul>
A number of detailed comments which is looking for information that is most appropriate for consideration at development management stage e.g. transport modelling, viability testing, design criteria etc.	<ul style="list-style-type: none"> <li>• Reference added to link better to next steps of Development management</li> </ul>
Recognition of importance between housing and employment delivery, but also challenges highlighted in context of understanding mix/phasing/overall numbers	<ul style="list-style-type: none"> <li>• Additional link added to SPD to require delivery strategy as part of Development management process</li> <li>• Clarity added in terms of where 3,000 housing numbers have been arrived at</li> <li>• Clarity added that JCS policy is not a minimum in housing numbers and role of SPD has been to test this and respond to efficient use of land</li> </ul>
Concerns regarding air quality and how this can be managed at this strategic scale coupled with amount of employment space allocated	<ul style="list-style-type: none"> <li>• SPD reviewed with Hydrock and Cheltenham and Tewkesbury Environmental health teams</li> <li>• Link made to detail required at Development Management stage</li> </ul>
Green Infrastructure, including ecology and drainage. General support for level of provision, but some questions over certainty within the masterplan. Challenge for references to be further strengthened amid concerns ambition could get watered down at planning application stage. Requests for further references to SUDs/flood mitigation/management	<ul style="list-style-type: none"> <li>• SPD reviewed with Hydrock</li> <li>• SPD assessed for accreditation by Building with Nature and minor amendments made to reflect requirements</li> <li>• References added to detail required at Development Management Stage</li> </ul>
Deliverability of ambition – challenge from respondents with some questioning whether this goes far enough and others that it is set too high	<ul style="list-style-type: none"> <li>• Careful review of SPD undertaken to ensure the SPD walks an appropriate line that does not frustrate the Development Management process by being too restrictive, but ensures the ambition is not watered down</li> <li>• Strengthening of ambition in some areas, e.g climate change / energy</li> </ul>
Connections into the wider built up area of Princess Elizabeth Way / Springbank, links to Coronation Square	<ul style="list-style-type: none"> <li>• SPD amended to ensure connectivity point is clear</li> <li>• Comments passed onto to other projects e.g Cheltenham Borough Homes Cheltenham West Regeneration project that is looking specifically at the Princess Elizabeth Way corridor</li> </ul>
Request for inclusion of food strategy	<ul style="list-style-type: none"> <li>• SPD amended to include references to food production / food strategy</li> </ul>
Further recognition of heritage assets	<ul style="list-style-type: none"> <li>• SPD amended to include reference to potential historic assets and required impact assessment at application stages.</li> </ul>
Remove the direct link to the safeguarded land	<ul style="list-style-type: none"> <li>• SPD amended to take account of comments and link to JCS review. It remains relevant that the safeguarded land is considered, but this has been removed from the SPD and picked up in the supporting appendices.</li> </ul>

## Appendix 1: Key Stakeholder Groups

Active Gloucestershire  
Akanishta Kadampa Buddhist Centre  
Badgeworth Parish Council  
Benhall Residents' Association  
Bishop Cleeve Parish Council  
British Telecommunications Group Plc  
Cambray Baptist Church  
Charlton Kings Parish Council  
Cheltenham & Tewkesbury Cycling Campaign  
Cheltenham Borough Homes  
Cheltenham Chamber of Commerce  
Cheltenham Flood and Drainage Panel  
Cheltenham Tree Services  
Cheltenham West End Partnership  
Churchill & Asquith Neighbourhood Watch  
Civil Aviation Authority  
Cotswold District Council  
Cotswold Line Promotion Group  
Cotswolds Conservation Board  
CPRE  
Department for Education  
Dowdeswell Parish Council  
Environment Agency  
Friends of Bournside  
Georgian Group  
GFirst  
GFirstLEP  
Gloucestershire Archaeology  
Gloucestershire Centre for Env Records  
Gloucestershire Constabulary  
Gloucestershire County Council  
Gloucestershire County Council Property  
Gloucestershire Geology Trust  
Gloucestershire PRoW  
Gloucestershire Wildlife Trust  
Great Western Railway  
HaShTAG  
Hesters Way Partnership  
Highways England  
Historic England  
Home Builders Federation (HBF)  
Homes England  
HSE  
Keep Prestbury Green  
Leckhampton with Warden Hill Parish Council  
LEGLAG  
Longford Parish Council  
Mobile UK  
N Grid c/o Avison Young  
Natural England  
Natural England  
Network Rail  
Office of Rail and Road



Railfuture  
Sevenhampton Parish Council  
Severn Trent Water Limited  
Shurdington Parish Council  
Sport England  
St Paul's Road Area residents association  
Stagecoach West  
Stoke Orchard & Tredington Parish Council  
Stroud District Council  
Swindon Parish Council  
Swindon Village Society  
Tewkesbury Borough Council  
Thames Water  
The Gardens Trust  
Theatres Trust  
Uckington Parish Council  
Up Hatherley Parish Council  
Wales & West Utilities  
West Cheltenham Greenbelt Group  
Whittington Parish Meeting  
Wiltshire County Council

**Appendix 2: CommonPlace summary report on Golden Valley Development SPD consultation (see separate attachement)**