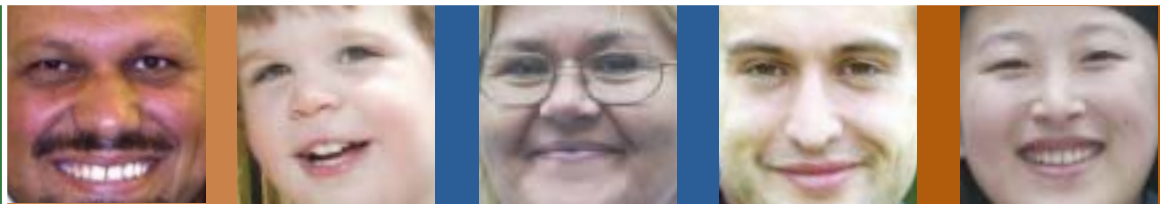
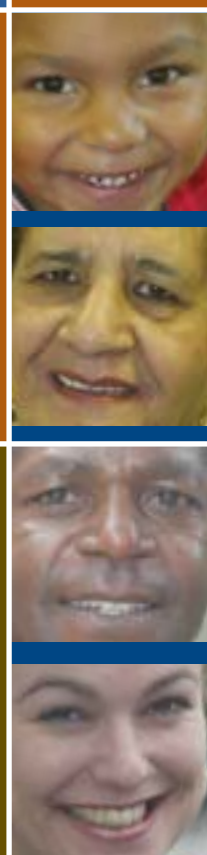


Our future,  
our choice



Cheltenham's  
community  
plan



October 2003  
to March 2007

## Complimentary comments about the draft community plan

- ◆ 'The plan is imaginative and reflects well the town's hopes and aspirations.'

*Michael Browne CBE, Chairman of Police Authority*

- ◆ 'Planning for the community is an enormous challenge but the draft plan tackles it courageously and yet sensitively.'

*Stuart Hobbs, Care and Repair*

- ◆ 'I fully endorse all that the community plan seeks to achieve, and I have no hesitation in endorsing the aims and objectives.'

*Peter Badham, Badham Chemists Limited*

- ◆ 'The plan sets out the issues and challenges facing Cheltenham in a succinct and easily accessible way.'

*Roger Crouch, Learning and Skills Council*

- ◆ 'I have read the content and feel it has met the objectives of providing clear accurate information about Cheltenham and its needs.'

*Meena Patel, CAREdirect*

- ◆ 'Great vision. I would be very happy to participate in any forums.'

*David Browning, Individual Feedback*

- ◆ 'I have just read the Cheltenham Strategic Partnership's Draft Community Plan and would like to congratulate you on the work done so far. We recognise the potential difficulties in getting the kind of consensus needed and putting together an effective and coherent plan in order to achieve the aims of the partnership and this makes your achievement all the more praiseworthy.'

*David Curtis, Government Office South West*

## Contents

	<i>page</i>
Introduction	2
About us, the Cheltenham Strategic Partnership	3
Consultation	4
Background to Cheltenham	6
What makes Cheltenham special and the challenges we face	7
Delivering the vision - our priorities	10
Monitoring our performance and reviewing the plan	24
Getting involved	25
Appendix 1 - How we will deliver on the bigger picture	27
Reference section	36

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## Introduction

There are three clear reasons why this community plan is important for Cheltenham.

- Firstly, the Government has told councils to work with others to produce a community plan. As a result of this, all the main organisations and partnerships in Cheltenham have come together and formed the Cheltenham Strategic Partnership to produce this plan. It is not one organisation's plan, it belongs to all the people of Cheltenham.
- Secondly, the community plan is the result of consulting residents, organisations, businesses, partnerships, voluntary agencies and community groups. Through this consultation, we have been able to listen to what the people of Cheltenham need and want and set out the following vision of how the borough can develop and improve over the next 20 years.

'The vision for Cheltenham in the year 2020 is for it to be a vibrant, safe and sustainable town where residents, workers and visitors enjoy the benefits of social, environmental and economic wellbeing.'

The people of Cheltenham told us they wanted the following.

- An attractive and safe town
- A thriving economy
- A decent standard of living
- To live life to the full
- Safe and accessible travel and transport
- A healthy environment

- Thirdly, and most importantly, this plan is about improving the quality of life for people who live in, work in or visit the borough now and in the future. It will do this by setting out clear priorities for action and encouraging all the organisations in the borough to work together on the issues that matter most. We have identified five main priorities which we need to tackle over the next five years. These priorities, listed below, are based on the results of consultation but also reflect national priorities.

- To reduce crime and disorder, and the fear of crime, in our communities.
- To improve the supply and standard of affordable housing.
- To reduce inequalities in our communities and develop a sense of community.
- To protect and improve the environment of Cheltenham and make it a beautiful and sustainable town (that is, a town that can grow and develop to improve quality of life for all, now and in the future).
- To improve sustainable travel and transport options (that is, transport that allows the whole community to travel safely and easily in an environmentally-friendly way).



Councillor Andrew M<sup>c</sup> Kinlay  
Chair Cheltenham Strategic Partnership

## About us, the Cheltenham Strategic Partnership

We were set up in May 2002, and are made up of an 'executive' and a 'stakeholders' forum'.

### The executive

The executive is made up of representatives from the main partnerships in the borough, along with representatives from the police, the university, the primary care trust, the council, the county council and voluntary agencies. The executive steers the community-planning process and co-ordinates the work of all the partnerships involved in the Cheltenham Strategic Partnership.

The following partnerships are represented on the executive.

- Built Environment Partnership
- Cheltenham Business Partnership
- Cheltenham Learning Town Forum
- Cheltenham Crime and Disorder Partnership
- Cheltenham Health Improvement Partnership
- Cheltenham Regeneration Partnership
- Social Justice Partnership
- Cheltenham Sustainability Panel
- Transport Partnership
- Cultural Partnership

As the issues these partnerships are concerned with are often related, we will make sure the partnerships work together to help deliver the vision for the borough.

We also work with Gloucestershire Strategic Partnership and its partnerships as well as with other local strategic partnerships in neighbouring districts.

### The stakeholders' forum

In recognition of the number of organisations and groups within the borough, a wider stakeholders' forum has been established which meets twice a year. This forum elects a representative on to the Cheltenham Strategic Partnership Executive. The forum is able to express views on, and propose solutions to, the issues affecting the borough.

### Our commitment

We want to make the community plan work. To do this, we will:

- deliver the vision set out in this plan;
- hold an annual review event where we will review our progress towards meeting the vision;
- have clear decision-making procedures; and
- regularly review the plan. (Although this plan covers a 20-year period, it is not set in stone. It will evolve and change to reflect the changes happening in the borough.)

## Consultation

Consultation is at the heart of the community-planning process. The community plan is based on what local people think is important, and how they want to see their area develop.

Following consultation carried out in 1998 and 1999, the council and its main partners published 'Our town, Our future 2000-2005' to set out how the quality of life in Cheltenham could be improved. Over the past three years, 'Our town, Our future' has helped agencies and partnerships to develop their strategies and its success has paved the way for the community plan.

In early 2002 the Viewpoint panel (a panel of 1000 residents who take part in regular surveys) and a sample of residents looked at the priorities identified in 'Our town, Our future 2000-2005' and put them in order of importance. They also identified any priorities that were missing. Their top 20 priorities are given below, in order of importance.

- Reducing crime, the fear of crime and antisocial behaviour.
- Promoting a clean and pleasant environment.
- Protecting air and water quality and controlling noise pollution.
- Protecting and improving Cheltenham's environment.
- Reducing waste and encouraging recycling.
- Providing a quality bus service.
- Reducing inequalities in healthcare.
- Encouraging tolerance and respect.
- Providing opportunities for residents to comment on and influence decisions.
- Providing education and training opportunities.
- Protecting our architecture.
- Reducing vehicle speeds and accidents.
- Reducing accidents at work.
- Providing quick and accurate information to the public.
- Supporting local shops and businesses.
- Reducing the use of water and materials that cannot be replaced.
- Reducing the amount of energy used.
- Promoting good physical and mental health.
- Providing support to help people to live independently.
- Making sure all services and events are open to all.

We held two stakeholder conferences, one in May 2002 and one in September 2002, to look at the issues affecting the borough and identify priorities. We also held a community event in November 2002. This used displays, comment boards and debates to identify any further issues of concern which we had not already identified.

We included the results of our consultation in the draft community plan that we consulted all 550 stakeholders on in February 2003. We also made presentations to 25 local organisations as well as to all five area committees, four out of the five parish councils and three overview and scrutiny committees.

This latest round of consultation has helped us to prepare the final community plan which includes a number of improvements from the original draft. The most significant improvement is a 'delivery framework' that sets out how we will deliver the priorities of the plan. You can get the results of the consultation by e-mailing [communityplan@cheltenham.gov.uk](mailto:communityplan@cheltenham.gov.uk) or by phoning 01242 235 354.

We will publicise the community plan through posters, awareness-raising sessions and articles in the press and the Clarion.

Publishing this plan does not mark the end of the consultation process. We are committed to encouraging ongoing consultation to help make Cheltenham a better place.

The stakeholders' forum will meet twice a year to review progress of the plan and to gather comments. If you want to be involved in the stakeholders' forum, please e-mail [communityplan@cheltenham.gov.uk](mailto:communityplan@cheltenham.gov.uk) or phone 01242 235 354.

The individual partnerships making up the Cheltenham Strategic Partnership will involve local residents in their day-to-day work. If you want to comment on the work of any of the partnerships, their contact details are shown on page 29.

We will hold an annual 'State of Cheltenham' debate as part of one of the stakeholders' events. This debate will allow the community to review the progress we are making on delivering the priorities set out in this plan.

## Background to Cheltenham

Until the late 1700s, Cheltenham was a small market town that became a fashionable resort after spa waters were discovered. Over the years it has attracted major employers and has gained a reputation for being an international festival town. This, together with its architectural heritage, educational facilities and quality environment, makes Cheltenham an attractive place to live, work and play.

However, the wealthy image of Cheltenham sometimes hides the fact that we have areas of poverty and deprivation. A challenge for this community plan is to make sure the two sides of Cheltenham are addressed. The plan needs to improve the economic, social and environmental wellbeing of the whole borough, and make sure that disadvantaged groups and neighbourhoods can enjoy the benefits available to the more well-off areas.

Although Cheltenham is seen as a compact town based in the countryside, we recognise that the borough of Cheltenham includes a number of villages that have their own identity and their own parish councils. As this community plan relates to the whole borough, we will be working with parish councils to make sure that the needs of their communities are reflected in the community plan.

There is a close relationship between Cheltenham and its surrounding areas. Many people living outside the borough boundaries come into Cheltenham to work, visit leisure facilities and use services. On the other hand, many people in the borough go into the countryside for recreation. So the community plan needs to recognise these relationships. We will need to work with neighbouring areas to secure benefits for everyone who has a stake in the future of Cheltenham.

## What makes Cheltenham special and the challenges we face

Cheltenham is very special for its residents, businesses and visitors. It has a high quality of life with good opportunities, a thriving local economy, a high-quality environment and a vibrant social and cultural atmosphere. But this success has led to a number of challenges that we will need to tackle.

### Its people

- On the whole, Cheltenham is a wealthy borough, and most of its residents enjoy an excellent quality of life. However, Cheltenham is increasingly split between the richer areas to the south and east, and poorer areas to the north and west. The Index of Multiple Deprivation 2000 shows that four of the borough's wards are in the top 5% of the richest wards nationally, and four of its wards are in the bottom third of the most deprived wards.
- According to the 2001 census, Cheltenham has a population of 110,000 people, up 3500 from the last census. However, the attractiveness of the area has led to the population growing while the supply of housing, particularly affordable housing, has not met housing demand. This has led to higher than average house prices.
- According to the 2001 census, the borough has a higher than average percentage of 15- to 24-year-olds and 75- to 84-year-olds, but a lower percentage of 55- to 69-year-olds. The percentage of people aged 85 and over is set to rise by 10% in 10 years. We also have a high percentage of single people in one-person households, but a low percentage of married people. We also have a large percentage of students. For this reason, public-sector agencies need to make sure they are providing a range of services to meet the needs of our young people and older people.
- The population has generally good health, with death rates being lower than the national average. But there are inequalities in health. Five wards in the borough rank in the top 10 wards in the county for health need and a relatively high number of people have schizophrenia or commit suicide. Tackling schizophrenia and suicide is a priority for making improvements in health.
- Although Cheltenham's black and ethnic-minority population is small, according to the 2001 census, we have the largest Hindu community in the south west (as a proportion of the total population) and are the third most ethnically wide-ranging community in the region. We need to recognise and encourage the range of cultures in the borough and, although racist incidents are rare, according to the Cheltenham Crime and Disorder Partnership, 107 racist incidents were reported in the Cheltenham area in 2002.
- The level of educational qualifications of the borough's residents is higher than the national average, with 26% of the population, the highest proportion in the south west, having a degree. However, academic achievement is unevenly distributed across the borough and according to the Basic Skills Agency, 21% of the population have low literacy and numeracy skills.
- According to the Gloucestershire Labour Market Information Unit, Cheltenham has a low level of unemployment (2.5% compared with the UK average of 2.7%). But there are areas where unemployment rates are twice as high as in the rest of the borough.
- Cheltenham has a relatively low level of recorded crime when compared with national averages. But recent consultations have shown us that crime is still top of your concerns and while vehicle crimes and burglaries have fallen, violence, vandalism and drunken behaviour have all increased.

### Its economy

- Cheltenham has a thriving local economy. Figures from the Gloucestershire Labour Market Information Unit show that the value of the goods and services produced or provided in the borough (its 'gross domestic product') is 26% higher than the national average. Cheltenham is home to the head

offices of Kraft Foods UK, the Countryside Agency and Marlborough Stirling. The largest employer in the borough, with over 4500 staff, is the Government Communications Headquarters (GCHQ). However, the Cotswold hills to the south and east, and the green belt to the north and west, effectively restrict development. The lack of large development sites means that the council has not been able to increase the supply of affordable housing, which makes it difficult for employers to recruit staff.

- Cheltenham has the biggest and best nightlife scene between Bristol and Birmingham with 87 bars and 15 nightclubs. A study carried out by the University of Gloucestershire in 2001 found that an estimated 20,000 people visit the town centre every weekend and contribute somewhere between £21 million and £31 million to the local economy every year. However, a thriving nightlife brings its own problems of noise, antisocial behaviour and drunkenness that can put other people off using the town centre and disturb local residents.
- Cheltenham is a cultural centre with an international reputation. Approximately 73 days each year are festival days in Cheltenham and our list of festivals includes the National Hunt Festival and the Festival of Literature. A recent study by Comedia found that these festivals attract about 300,000 people each year who contribute roughly £34 million to the local economy. However, extra investment is needed in venues, visitor accommodation and supporting organisations if Cheltenham is to hold further festival and cultural events.
- Estimates for the year 2000 indicate that Cheltenham attracted over 460,000 staying visitors and 5.6 million day visitors. Tourism employs 8000 people in the borough, bringing in some £235 million to the local economy. However, Cheltenham has no major tourist attraction and public surveys indicate that tourists find the range of attractions below average. To continue to compete with

other destinations, Cheltenham needs to continually invest in tourism.

- Cheltenham has an attractive town centre with a long-standing reputation for quality shopping. It is also an important regional town centre, serving a wide-reaching area in central and eastern Gloucestershire and the South Midlands. According to the Experian 2003 Retail Ranking, in terms of demand to open new shops, Cheltenham's town centre is ranked 34th in the country and third in the south west. Shopping is the largest single attraction for day visitors who spend £190 million a year. However, continued investment is needed in improving the town centre environment to make sure that it continues to stand out against local competitors such as Bristol and Birmingham and the continuing threat from out-of-town retailers. We also need to solve the problem of providing enough affordable parking and access for our visitors while working to reduce traffic through the town centre.

## Its environment

- Cheltenham is known as the garden town of England and lies at the foot of the Cotswold Hills. Its parks, gardens and tree-lined avenues have been nationally recognised as some of the best in the country. Cheltenham has won more awards in the annual Britain in Bloom competition than any other area. However, maintaining parks and gardens costs money and there is pressure to invest in the public spaces in the town centre. This leads to funding being drawn away from parks that serve local neighbourhoods. You have told us that you value the cleanliness of the borough and want us to work to improve cleaning standards.
- Cheltenham has one of the largest conservation areas in Europe. It is famous for its elegant Regency architecture (with many buildings dating from between 1800 and 1840) and it has a reputation as the most complete Regency town in England. But the older buildings lead to problems with maintenance, repairs and saving energy.

- Regency Cheltenham has streets and squares that were designed for people to walk in groups deep in conversation, without the interruption of traffic, and then to sit and take the scented air of the gardens or listen to music. As a result, our most famous street is called 'The Promenade'. However, in more recent times Cheltenham has struggled to cope with vehicles and sections of the town centre are now blighted by heavy traffic.
- Cheltenham wants to be a beautiful and sustainable town (that is, a town that can grow and develop to improve quality of life for all). Recent consultations have shown us that the environment, Regency character and heritage of Cheltenham are particularly important to you. So we need to make sure that new developments fit in with their surroundings and that air quality and water quality are protected and noise pollution is controlled. As the changing climate affects Cheltenham, we will need to make sure that our environment can adapt to these changes. Concerns about using up natural resources mean that there are also pressures to reduce waste, recycle products and materials, and use land again in order to save energy and protect and improve Cheltenham's natural resources and wildlife.
- Cheltenham Art Gallery and Museum is one of only 62 collections in the country which the Government considers to be of national importance.
- Education performance levels are well above the national average. There are six LEA-maintained secondary schools in Cheltenham and two of these (Pates Grammar and Balcarras) appear in the top six schools in the county. There are also four independent schools, including Cheltenham Ladies College and Cheltenham College.
- The University of Gloucestershire has 6500 full-time students and 3200 part-time students. It contributes an estimated £98 million to the local economy. The University of Gloucestershire is one of the top two universities in the UK for the job prospects of its graduates. (97% of graduates find work or go on to further study within six months of graduating.)
- Gloscat, Cheltenham's further education college, has recently opened a new campus in Hesters Way. This development, together with the new Hesters Way Resource Centre, police station and youth and community centre, has led to the regeneration of this part of Cheltenham.

## Its organisations

- Cheltenham General Hospital is ranked as one of the best in the country and Cheltenham and Tewkesbury Primary Care Trust and Gloucestershire Partnership Trust have both been awarded three stars for their consistently high performance during the past year.
- Gloucestershire County Council was ranked 'good' in the national performance assessments of county councils carried out in 2002.
- Cheltenham Borough Council was awarded 'Beacon Status' for its work in protecting the quality of the environment.
- Cheltenham is home to the Everyman Theatre, an historic building and the largest performing arts organisation in the county, serving the whole of Gloucestershire.
- Cheltenham has a thriving voluntary and community sector that employs and supports many people, and contributes to the local economy.
- Cheltenham has around 60 places of worship.
- Cheltenham has five thriving parish councils.
- Cheltenham Racecourse is home to the world famous Gold Cup Festival, which takes place over three days every March and attracts 60,000 visitors to the area.

## Delivering the vision - our priorities

The community plan represents the views of the public and businesses. Following the consultation in 2002, we have developed a vision on behalf of the community. This is a long-term vision for how people want Cheltenham to be in 20 years' time.

**'The vision for Cheltenham in the year 2020 is for it to be a vibrant, safe and sustainable town where residents, workers and visitors enjoy the benefits of social, environmental and economic wellbeing.'**

To achieve this vision by 2020, we must tackle and overcome the challenges described in the previous section. We cannot overcome some of these challenges alone as they affect an area greater than Cheltenham.

We will continue to work with the Gloucestershire Strategic Partnership to make sure that we find solutions for the whole of the county. The Gloucestershire Strategic Partnership will sometimes need to act as the voice for Gloucestershire so that issues are raised regionally or nationally.

In order to deliver the vision, we have identified the following five priority areas for the next five years. These priorities are based on the results of consultation but they also reflect national priorities.

- To reduce crime and disorder, and the fear of crime, in our communities.
- To improve the supply and standard of affordable housing.
- To reduce inequalities in our communities and develop a sense of community.
- To improve sustainable travel and transport options (that is, transport that allows the whole community to travel safely and easily in an environmentally-friendly way).
- To protect and improve the environment of Cheltenham and make it a beautiful and sustainable town (that is, a town that can grow and develop to improve quality of life for all, now and in the future).

By making sure that our partners work closely together to meet these priorities and so improve the economic, social and environmental wellbeing of the borough, we will be improving the quality of life in Cheltenham for all people, now and in the future.

## Priority: to reduce crime and disorder, and the fear of crime, in our communities

Like similar towns across the country, Cheltenham is not immune to crime and the fear of crime. In deprived areas there is a higher level of crime and antisocial behaviour, and Cheltenham's active nightlife brings with it antisocial behaviour. As you have told us that crime is still your main concern, we will work with the Crime and Disorder Partnership to tackle the causes of crime and the fear of crime, as well as looking at measures to prevent crime.

The latest crime statistics for the Cheltenham and Tewkesbury Division, published in July 2003, show that while the number of crimes reported has risen over the past year, there have been reductions in car crime, other vehicle crime and burglaries. The main increase is in violent crimes against people, and this apparent increase is partly caused by changes in the way crimes are recorded under the new National Crime Recording Standards.

<b>Partnerships and agencies involved</b>		<b>Their strategies</b>
Cheltenham Crime and Disorder Partnership		Crime Reduction Strategy 2002 - 2005
<b>How we will meet the priority</b>		
<p><b>Tackling crime and disorder</b></p> <ul style="list-style-type: none"> <li>We will support the Crime and Disorder Partnership to help them reduce crime and the fear of crime.</li> <li>The Crime and Disorder Partnership will work to reduce antisocial behaviour, including that which occurs as a result of Cheltenham's active nightlife.</li> <li>The Crime and Disorder Partnership will work with the Health Improvement Partnership to reduce the level of crime associated with drug and alcohol misuse.</li> <li>The Built Environment Partnership will work with the police to reduce opportunities for crime and antisocial behaviour by applying the principles of crime prevention when designing new buildings and developments.</li> <li>All organisations on the executive will explore ways of reducing crime and antisocial behaviour and work to promote responsibility among people in the community.</li> </ul>	<p><b>How we will measure our progress</b></p> <p>We will measure the number of:</p> <ul style="list-style-type: none"> <li>burglaries;</li> <li>violent crimes; and</li> <li>vehicle crime.</li> </ul> <p>We will measure the percentage of residents surveyed who feel 'fairly safe' or 'very safe':</p> <ul style="list-style-type: none"> <li>outside after dark; and</li> <li>outside during the day.</li> </ul>	<p><b>Current situation</b></p> <p>The latest figures for the period from April 2002 to March 2003 are as follows. For every 1000 households in the borough, there were:</p> <ul style="list-style-type: none"> <li>18.6 burglaries;</li> <li>21.2 violent crimes; and</li> <li>16.2 vehicle crimes.</li> </ul> <p>In 2003, 40.7% of residents surveyed felt 'fairly safe' or 'very safe' after dark and 88.5% of residents surveyed felt 'fairly safe' or 'very safe' during the day.</p>
<p><b>Working to reduce hate crimes</b></p> <ul style="list-style-type: none"> <li>The Crime and Disorder Partnership will develop and introduce strategies that will encourage people to report racist and homophobic crimes and incidents (those committed against a person because of their race or because they are gay) and work to reduce repeat incidents.</li> </ul>	<p>We will measure the number of:</p> <ul style="list-style-type: none"> <li>racist crimes and incidents; and</li> <li>homophobic crimes and incidents; reported to the police.</li> </ul>	<p>The latest figures for the period from April 2002 to March 2003 are as follows.</p> <p>There were:</p> <ul style="list-style-type: none"> <li>107 racist crimes and incidents; and</li> <li>7 homophobic crimes and incidents; reported to the police.</li> </ul>

## Priority: to improve the supply and standard of affordable housing

Like many areas of the country, Cheltenham has a thriving housing market with average house prices being some of the highest in the country outside London and the south east. This affects the people living in Cheltenham, particularly the young and those on low incomes who are entering the housing market. A survey carried out in 2000 indicated that 61% of the young people surveyed could not afford a deposit for a home in Cheltenham, and 71% of those living in unsuitable housing could not afford to move to suitable accommodation. A more recent survey carried out in 2003 shows that the average property prices are now up to 50% higher than they were in 2000, with the cheapest one-bedroomed properties now costing 75% more. Using the latest figures for average house prices, a household needs an income of £38,000 a year to buy an average-priced flat or maisonette. Research carried out in July 2003 indicates that over the next five years, 294 affordable homes need to be built each year to meet demand.

Most young people who cannot afford to own their home will rent from a private landlord or simply move elsewhere. There are also a large number of students within Cheltenham who need to rent properties. This has affected the housing market in parts of the borough and broken down some communities. Both of these trends increase homelessness and the threat of homelessness.

The relationship between people's earning power and where they live has also become more pronounced. Council estates and housing association properties are concentrated in areas of deprivation. Although regeneration programmes are addressing issues in these areas, there is still much to be done. All organisations on the executive need to work together on this priority.

<b>Partnerships and agencies involved</b>	<b>Their strategies</b>
Cheltenham Borough Council & Cheltenham Borough Homes	Housing Investment Foundation document 2003/05
	Housing Renewal Strategy 2003/06
	Homelessness Strategy 2003/05
Cheltenham Health Improvement Partnership	Health Improvement Plan
<b>How we will meet the priority</b>	<b>How we will measure our progress</b>
<p><b>Increasing the supply of affordable and appropriate housing</b></p> <ul style="list-style-type: none"> <li>We will work with others to co-ordinate the supply of more affordable and appropriate housing, to meet identified housing need in a way that can be maintained.</li> <li>Organisations on the executive will work to increase housing choices for all sections of Cheltenham's community.</li> <li>The Health Improvement Partnership will work with housing providers to encourage more appropriate housing for Cheltenham's growing elderly population and for those who have physical disabilities, learning difficulties or mental illness.</li> </ul>	<p><b>Current situation</b></p> <p>At 1 April 2003, there were 7,018 affordable homes and social-housing properties.</p> <p>The average house price is currently 7.7 times higher than the average income.</p> <p>We will:</p> <ul style="list-style-type: none"> <li>measure the amount of affordable housing and the number of social-housing properties (those properties that are either rented from the council and housing associations, or are available to buy by people who cannot typically afford to rent or buy houses); and</li> <li>compare the average house price against the average income.</li> </ul>

How we will meet the priority	How we will measure our progress	Current situation
<p><b>Taking action on unfit homes</b></p> <ul style="list-style-type: none"> <li>Cheltenham Borough Council will work to reduce the number of unfit homes (lived in by tenants and owner-occupiers) and reduce the number of homes left empty for long periods.</li> </ul>	<p>We will measure:</p> <ul style="list-style-type: none"> <li>the number of unfit homes lived in by tenants and owner-occupiers; and</li> <li>the percentage of unfit, privately owned homes brought back into use.</li> </ul>	<ul style="list-style-type: none"> <li>There are currently 23 unfit homes for every 1000 homes in the borough.</li> <li>7.6% of unfit, privately owned homes have been brought back into use.</li> </ul>
<p><b>Tackling homelessness</b></p> <ul style="list-style-type: none"> <li>Organisations on the executive will try to release their own resources in a way that offers a choice of housing and reduces homelessness.</li> </ul>	<p>We will measure the number of people who are homeless. (That is, the number of people who are considered to be homeless through no fault of their own and whose application for housing takes priority over others because of their family circumstances or other reasons that makes them vulnerable.)</p>	<p>At the end of March 2003, there were 246 homeless people.</p>

## Priority: to reduce inequalities in our communities and develop a sense of community

Although Cheltenham is a wealthy area where most people enjoy a high quality of life, there are some deprived areas. Four of Cheltenham's wards are in the top 5% of the richest wards in the UK, and four of its wards are in the bottom third of most deprived wards. Within these four wards - Hesters Way, Pittville (parts of which are now known as Oakley ward), St Marks and St Pauls - a number of factors reduce opportunities, increase crime rates and health problems, and lead to lower than average numbers taking part in training. We need to reduce the inequalities between these four wards and the rest of the borough.

There are also inequalities within our communities. Although Cheltenham has the third most ethnically wide-ranging population in the south west, with thriving Hindu, Muslim and Bangladeshi communities, there were 107 racist incidents in the area in 2002. Although violent incidents are rare, the continual, malicious, low-level racism that many in our communities face can undermine their faith in our claims to be improving quality of life. So tackling racism is important as it will help us to deliver the vision of this community plan.

Other members of our community, such as disabled people, elderly people and young people, face inequality and disadvantage through lack of opportunities in life, including access to employment and leisure facilities. So promoting equal opportunities and developing a sense of community are vital if we are to make this plan a success.

Partnerships and agencies involved	Their strategies
Social Justice Partnership	For a better town – a strategy to promote social justice and combat poverty
Cultural Partnership	Never a dull moment – Cheltenham's Cultural Strategy 2002- 2006
Lifelong Learning Forum	Our Town as a Learning Town
Cheltenham Health Improvement Partnership	Health Improvement Plan
Cheltenham Borough Council	Economic Development and Regeneration Strategy

How we will meet the priority	How we will measure our progress	Current situation
<p><b>Promoting a sense of community</b></p> <ul style="list-style-type: none"> <li>We will commit ourselves to fighting intolerance and promoting equal opportunities through all our strategies and actions.</li> </ul>	We will measure the percentage of people surveyed who feel that their local area is a place where people from different backgrounds and communities can live together harmoniously.	68% of people surveyed in July 2003 thought this.

How we will meet the priority	How we will measure our progress	Current situation
<p><b>Promoting equal opportunities</b></p> <ul style="list-style-type: none"> <li>The Built Environment Partnership will push for improvements in disabled access to public buildings, offices and shops and make sure the borough is fully accessible to people with problems getting about.</li> <li>The Social Justice Partnership will make sure that we are responding to the challenges of promoting access and including all sections of society.</li> </ul>	<p>We will measure the percentage of:</p> <ul style="list-style-type: none"> <li>council buildings with facilities for disabled people; and</li> <li>young people (aged 18 to 24) in full-time work or education.</li> </ul>	<ul style="list-style-type: none"> <li>At the end of March 2003, 58% of council buildings had facilities for disabled people.</li> <li>In 2001, 90.2% of young people were in full-time work or education.</li> </ul>
<p><b>Tackling unemployment and social exclusion</b></p> <ul style="list-style-type: none"> <li>Cheltenham Business Partnership will work to make sure everyone living in Cheltenham can contribute to and benefit from the local economy.</li> <li>The Social Justice Partnership will help people in Cheltenham to play a full part in the social, economic and political life of the borough.</li> <li>The Cultural Partnership will work to promote social inclusion through making sure that the whole community can take part in and benefit from cultural activities.</li> </ul>	<p>We will measure the following.</p> <ul style="list-style-type: none"> <li>The percentage of unemployed people as at 31 March each year.</li> <li>The percentage of people aged 18 to 65 who are in work.</li> <li>The percentage of unemployed people claiming benefits who have been out of work for more than a year.</li> <li>The percentage of children under 16 living in low-income households.</li> </ul>	<ul style="list-style-type: none"> <li>On 31 March 2003, 2.5% of the people living in Cheltenham were unemployed.</li> <li>In 2001, 75.8% of working-age people were in work.</li> <li>In 2002, 16.9% of unemployed people had been out of work for more than a year.</li> <li>In 2001, 26.5% of children under 16 were living in households that had low incomes.</li> </ul>
<p><b>Promoting lifelong learning</b></p> <ul style="list-style-type: none"> <li>The Lifelong Learning Forum will work to increase opportunities to get training and develop skills.</li> </ul>	<ul style="list-style-type: none"> <li>We will measure the percentage of 15-year-olds getting five or more GCSEs at grades A to C.</li> </ul>	<ul style="list-style-type: none"> <li>In 2002, 61% of 15-year-olds got five or more GCSEs at grades A to C.</li> </ul>

<b>How we will meet the priority</b>	<b>How we will measure our progress</b>	<b>Current situation</b>
<p><b>Tackling inequalities in health</b></p> <ul style="list-style-type: none"> <li>The Health Improvement Partnership will work to reduce the inequalities in health faced by different groups and communities in Cheltenham.</li> <li>The Health Improvement Partnership will work to reduce the number of people suffering from coronary heart disease and cancer, and reduce the number of unwanted pregnancies among teenagers.</li> <li>The Health Improvement Partnership will work to understand the unusually high levels of suicide and serious mental illness and the higher than average level of hospital admissions.</li> <li>The Health Improvement Partnership will work to improve the access to physical health checks for those with serious mental illness as well as improving and extending community-based services for all people experiencing mental-health problems.</li> </ul>	<p>We will measure the following.</p> <ul style="list-style-type: none"> <li>The number of people under 75 dying as a result of cancer for every 100,000 people in the population.</li> <li>The number of people under 75 dying as a result of circulatory diseases for every 100,000 people in the population.</li> <li>The number of people dying through committing suicide for every 100,000 people in the population.</li> <li>The number of deaths caused by accidents for every 100,000 people in the population.</li> <li>The number of pregnancies in girls under 18.</li> <li>Infant death rates.</li> <li>Life expectancy rates.</li> <li>The percentage of those with serious mental illness getting access to physical health checks.</li> <li>The numbers of people with mental-health problems using local mental health services.</li> </ul>	<p>In 2001:</p> <ul style="list-style-type: none"> <li>117.6 people under 75 died from cancer for every 100,000 people in the population.</li> <li>101.7 people under 75 died as a result of circulatory diseases for every 100,000 people in the population.</li> <li>9.2 people committed suicide for every 100,000 people in the population.</li> <li>12.1 people died as a result of accidents for every 100,000 people in the population.</li> <li>There were 38 conceptions for every 1000 girls aged between 15 and 17 years.</li> <li>Between 1999 and 2001, there were 5.4 infant deaths for every 1000 live births.</li> <li>The life expectancy rates for males are 76.2 years, and the life expectancy rate for females is 81.3 years.</li> </ul> <p>Out of the people with serious mental illness in Cheltenham and Tewkesbury in 2002:</p> <ul style="list-style-type: none"> <li>49% received advice on stopping smoking;</li> <li>54% took part in breast-screening in the last 3 years (for those women aged 50-64);</li> <li>83% had an up-to-date cervical smear.</li> </ul> <p>In 2002, 2000 people used local mental health services.</p> <p>At the moment, 15.2% of our population live in wards that are among the most deprived in the UK.</p>
<p><b>Supporting deprived areas</b></p> <ul style="list-style-type: none"> <li>Cheltenham Regeneration Partnership will support regeneration activities by identifying deprived areas and adopting a co-ordinated approach to tackling social, economic and physical deprivation.</li> </ul>	<p>We will measure the percentage of people who live in wards that are ranked in the most deprived 25% of wards in the UK.</p>	
<p><b>Increasing access to childcare</b></p> <ul style="list-style-type: none"> <li>The Social Justice Partnership will work with the Sure Start initiative to increase and improve childcare facilities and support in Hesters Way and Whaddon, Lynworth and Priors.</li> </ul>	<p>We will measure the number of childcare places for every 1000 children aged 0 to 5 who are not in pre-school education.</p>	<p>There are currently 241 childcare places for every 1000 children aged 0 to 5.</p>

## Priority: to protect and improve the environment of the town and make Cheltenham a beautiful and sustainable town

Cheltenham lies at the foot of the Cotswold Hills and is known as the garden town of England. Its parks, gardens and tree-lined avenues have been nationally recognised as some of the best in the country. These features are a tourist attraction in their own right, and they also act as a valuable community resource.

Some parts of the borough are within an 'area of outstanding natural beauty' and it is also surrounded by green-belt land to the north and the east. In a recent survey, 700 of the 900 people who responded identified the environment, Regency character and heritage of the borough as being particularly important. So it is clear that protecting and improving the environment is a high priority.

Cheltenham has an attractive town centre with a long-standing reputation for quality shopping. But continued investment is needed to improve the environment of the town centre to make sure that it continues to compete with Bristol and Birmingham and the continuing threat from out-of-town retailers. At the same time, we need to tackle air pollution associated with traffic.

As the changing climate affects Cheltenham, we need to reduce the amount of 'greenhouse gas' released (gases that cause climate changes) and make sure the borough can adapt to these changes. Concerns about using up natural resources mean that there are also pressures to reduce waste, recycle products and materials, and use land again in order to save energy and protect and improve our natural resources and wildlife.

Partnerships and agencies involved		Their strategies	
Climate Change Board		Cheltenham Climate Change Strategy	
Cheltenham Borough Council		Civic Pride bid	
How we will meet the priority		How we will measure our progress	
<p><b>Protecting and improving the environment and promoting civic pride</b></p> <ul style="list-style-type: none"> <li>We will support a strategy for improving the public areas in the town centre and getting funding for improvements.</li> <li>The Built Environment Partnership will work to protect open spaces and views, and try to make sure that open spaces are well maintained and meet the community's needs.</li> <li>The Built Environment Partnership will develop and introduce a design framework for the borough, and will develop initiatives to tackle areas of concern.</li> </ul>	<p>We will measure the following:</p> <ul style="list-style-type: none"> <li>The number of parks with green flag or green pennant awards.</li> <li>The percentage of land designated as a conservation area.</li> <li>The number of listed buildings.</li> <li>The percentage of new homes finished in 2002/03 built on land that has been developed before.</li> <li>The percentage of people surveyed who feel pride living in and enjoying the town.</li> </ul>	<p><b>Current situation</b></p> <ul style="list-style-type: none"> <li>At the moment, one park has a green flag award.</li> <li>12.9% of land is in a conservation area.</li> <li>There are 2540 listed buildings in Cheltenham.</li> <li>All new homes have been built on land that has been developed before.</li> <li>80% of people surveyed are proud to live in and enjoy the town.</li> </ul>	

How we will meet the priority	How we will measure our progress	Current situation
<p><b>Promoting cleanliness</b></p> <ul style="list-style-type: none"> <li>The Built Environment Partnership will work with Cheltenham Borough Council to continue to improve cleanliness and maintenance standards across the whole borough.</li> </ul>	<p>We will measure the percentage of sites surveyed that fall below a grade B for cleanliness.</p>	<ul style="list-style-type: none"> <li>At the moment, these figures are not yet available.</li> </ul>
<p><b>Tackling pollution</b></p> <ul style="list-style-type: none"> <li>Cheltenham Borough Council will work to reduce air, water and noise pollution and reduce the amount of contaminated land.</li> </ul>	<p>We will measure the following.</p> <ul style="list-style-type: none"> <li>The number of days when air pollution is moderate or higher.</li> <li>The average nitrogen dioxide concentration in the atmosphere each year.</li> <li>The number of days a year when air pollution is moderate or higher for ozone.</li> <li>The percentage of residents surveyed who are concerned with different types of noise in their area.</li> </ul>	<ul style="list-style-type: none"> <li>There were no days last year when air pollution was moderate or higher.</li> <li>The yearly average nitrogen dioxide concentration is 13 parts per billion.</li> <li>There were 11 days last year when ozone levels were moderate.</li> <li>A county survey carried out in 2000 found that the percentage of residents concerned with different types of noise were as follows. <ul style="list-style-type: none"> <li>43% were concerned with road traffic noise.</li> <li>26% were concerned with animal noise.</li> <li>24% were concerned with aircraft noise.</li> </ul> </li> </ul>
<p><b>Waste</b></p> <ul style="list-style-type: none"> <li>Cheltenham Borough Council will work with members of the Sustainability Panel to reduce the amount of waste that is disposed of in landfill sites by encouraging waste reduction, re-using and repairing goods and materials and promoting recycling and using recycled materials.</li> </ul>	<p>We will measure the following.</p> <ul style="list-style-type: none"> <li>The weight of waste each year and the percentage which is: <ul style="list-style-type: none"> <li>disposed of at landfill sites;</li> <li>recycled; and</li> <li>composted.</li> </ul> </li> <li>The amount of household waste collected each year for each person.</li> <li>The percentage of the population served by a kerbside recycling collection.</li> </ul>	<p>In 2002, of all the waste collected:</p> <ul style="list-style-type: none"> <li>87.1% was disposed of at landfill sites;</li> <li>9.4% was recycled; and</li> <li>3.5% was composted.</li> </ul> <p>In 2002, 480 kg of waste was collected for every person in the borough.</p> <p>Currently, 72% of the population are within one kilometre of a recycling facility or are served by a kerbside recycling collection.</p>
<p><b>Nature conservation</b></p> <ul style="list-style-type: none"> <li>Cheltenham Borough Council will develop a 'green space strategy' and carry out an audit to make sure that Cheltenham's natural environment is protected and improved, so contributing to the Gloucestershire Biodiversity Action Plan.</li> </ul>	<p>We will measure the following.</p> <ul style="list-style-type: none"> <li>The area of land that is set aside as a site of special scientific interest.</li> <li>The area of local nature reserves.</li> </ul>	<p>32 hectares of land in the borough is classified as sites of special scientific interest. There are 10 hectares of local nature reserves.</p>

How we will meet the priority	How we will measure our progress	Current situation
<p><b>Promoting sustainability</b></p> <ul style="list-style-type: none"> <li>Members of the Sustainability Panel will work with the Environment Forum to raise awareness of local and worldwide environmental issues and work to encourage local people and businesses to be more able to support themselves without damaging the environment or using up natural resources.</li> <li>All organisations on the executive will develop their own strategies to promote more efficient use of materials, encourage the use of more environmentally-friendly materials, local products and services, and fair-trade goods, and reduce the use of materials that are dangerous or not produced in an environmentally-friendly way.</li> <li>All organisations on the executive will try to keep to the 'principles of sustainability' and will work to make sure that Cheltenham becomes a sustainable town (that is, it can grow and develop to improve quality of life for all).</li> </ul>	<p>We will measure the following.</p> <ul style="list-style-type: none"> <li>The number of agencies on Cheltenham Strategic Partnership that have a policy for buying environmentally-friendly goods and services.</li> <li>The number of agencies on Cheltenham Strategic Partnership that have an environmental policy.</li> </ul>	<p>No agencies have a policy for buying environmentally-friendly goods.</p> <p>One agency has an environmental policy.</p>
<p><b>Tackling climate change</b></p> <ul style="list-style-type: none"> <li>The Sustainability Panel will support Cheltenham's 'climate change strategy' which will aim to reduce the amount of carbon dioxide released into the atmosphere, improve energy efficiency, encourage the use of renewable energy, and help Cheltenham adapt to the changing climate.</li> </ul>	<p>We will measure the following.</p> <ul style="list-style-type: none"> <li>Carbon dioxide emissions from activities in Cheltenham based on estimated national levels.</li> <li>The percentage of people surveyed who think Cheltenham will be affected by the changing climate and have changed their lifestyle, or who are prepared change their lifestyle.</li> </ul>	<p>In 2001, it was estimated that 1,092,544 tonnes of carbon dioxide was produced.</p> <p>In 2001, 72% of people thought Cheltenham will be affected by the changing climate. 68% of people have changed their lifestyle, or are prepared to.</p>

## Priority: to improve sustainable travel and transport options

Cheltenham is one of the main employment centres in the county which leads to many commuters travelling on our roads. Figures gathered for the Cheltenham Transport Plan (2001) show that 180,000 vehicles move into and out of Cheltenham every weekday. This, together with school runs, brings its own pressures and issues which the community plan needs to tackle. We aim to promote 'sustainable transport'. This is transport that allows the whole community to travel safely and easily in an environmentally-friendly way, while reducing congestion and pollution associated with heavy traffic.

Car use will continue to grow. Estimates indicate that by 2010, national traffic levels are likely to rise by 31% of the figure for 1996. This will have an effect on the way people get access to the town and its services. In order to maintain the town's environment and economy, we will need use the existing road network more efficiently and encourage and provide alternative travel options. We will also need to plan for the changes in people's shopping and employment patterns that will come about through growing use of the internet.

The regional and national travel networks to and from Cheltenham also need to be improved and we will need to push for these improvements.

Partnerships and agencies involved	Their strategies
Cheltenham Borough Council	Cheltenham Transport Plan
Gloucestershire County Council	Local Transport Plan for Gloucestershire

How we will meet the priority	How we will measure our progress	Current situation
<p><b>Improving local public transport services</b></p> <p>The Transport Partnership will work with the main public transport providers in Cheltenham to push for improvements to the public transport system (which includes buses, trains and taxis) to make it more reliable, accessible and affordable, and to encourage it to serve important public facilities.</p> <ul style="list-style-type: none"> <li>The Transport Partnership will explore opportunities for improving the park-and-ride services that serve Cheltenham in order to combat traffic congestion.</li> </ul>	<p>We will measure:</p> <ul style="list-style-type: none"> <li>the number of park-and-ride tickets sold;</li> <li>and</li> <li>the number of bus journeys.</li> </ul>	<p>Last year, there were 410,000 park-and-ride tickets sold and 17 million bus journeys.</p>

How we will meet the priority	How we will measure our progress	Current situation
<p><b>Providing safe and easy travel</b></p> <ul style="list-style-type: none"> <li>We will support a 'sustainable traffic management strategy' that makes best use of the existing roads and supports Cheltenham's wealth.</li> <li>The Transport Partnership will work with the Health Improvement Partnership to increase the safety on our roads and to promote the over-riding health benefits of cycling and walking.</li> </ul>	<p>We will measure the average traffic flow each year for every 1000 km of main road.</p> <p>We will measure the average daily traffic flow on:</p> <ul style="list-style-type: none"> <li>Tewkesbury Road;</li> <li>Evesham Road;</li> <li>London Road;</li> <li>Shurdington Road; and</li> <li>Gloucester Road.</li> </ul> <p>We will also measure the average number of:</p> <ul style="list-style-type: none"> <li>pedestrians;</li> <li>cyclists;</li> <li>motorbike, scooter and moped riders;</li> <li>car users; and</li> <li>other vehicle users;</li> </ul> <p>killed or seriously injured each year over a three-year period.</p>	<p>In 2001, the average traffic flow for every 1000 km of main road was 13,619,384.</p> <p>Traffic flow figures for 2001 were as follows.</p> <p>26,100 vehicles on Tewkesbury Road  14,900 vehicles on Evesham Road  21,200 vehicles on London Road  18,600 vehicles on Shurdington Road (1999)  29,700 vehicles on Gloucester Road</p> <p>For the period 2000 to 2002:</p> <ul style="list-style-type: none"> <li>13 pedestrians;</li> <li>11.3 cyclists;</li> <li>5.6 motorbike, scooter and moped riders;</li> <li>16.6 car users; and</li> <li>1.3 other vehicle users;</li> </ul> <p>were killed or seriously injured each year.</p>
<p><b>Promoting more environmentally-friendly transport</b></p> <ul style="list-style-type: none"> <li>The Transport Partnership will push for improvements to the network of cycle-friendly routes in Cheltenham, and for improved links with the National Cycle Network and surrounding recreational areas, to encourage more people to cycle.</li> <li>The agencies on the executive will develop travel plans for their employees to encourage them to use more environmentally-friendly transport.</li> <li>All organisations on the executive will promote the use of local goods and services to reduce the need to travel.</li> </ul>	<p>We will measure the percentage of people:</p> <ul style="list-style-type: none"> <li>cycling;</li> <li>walking; and</li> <li>taking public transport;</li> </ul> <p>to get to work.</p> <p>We will also measure the number of agencies on the Cheltenham Strategic Partnership that have a travel plan.</p>	<p>In 2002:</p> <ul style="list-style-type: none"> <li>8.7% cycled to work;</li> <li>15.4% walked to work; and</li> <li>4.1% took public transport to work</li> </ul> <p>No agencies have a travel plan.</p>
<p><b>Improving access</b></p> <ul style="list-style-type: none"> <li>The Transport Partnership will push for improvements to the efficiency and effectiveness of Cheltenham's concessionary transport scheme and push for improved community transport and accessibility for disabled people and those who have difficulty getting about.</li> </ul>	<p>We will measure the following.</p> <ul style="list-style-type: none"> <li>The number of people using the concessionary travel scheme.</li> <li>The number of registered users of Cheltenham's community transport scheme.</li> </ul>	<p>Figures for 2002 show that 10,980 people used the concessionary travel scheme and there were 1045 registered users of Cheltenham's community transport scheme.</p>

# Making it happen

We are committed to making this community plan work. We know that there are a number of actions we can take to do this, starting with bringing our own corporate strategies in line with the priorities in the community plan. Our commitment is to deliver plans and improve services, and to raise the quality of our services at all levels.

How we will meet the priority	How we will measure our progress	Current situation
<p><b>Delivering on what matters most to local people</b></p> <ul style="list-style-type: none"> <li>We will encourage all organisations in Cheltenham to recognise how important the community plan is in defining the priorities in Cheltenham and will use it as a framework for their own corporate plans, which in turn will make sure resources are being used in the best way to meet local needs.</li> </ul>	<p>We will measure the number of agencies whose corporate plans reflect the community plan.</p>	<p>One agency has a corporate plan that reflects the community plan.</p>
<p><b>Promoting community activity</b></p> <ul style="list-style-type: none"> <li>All organisations on the executive will recognise the role parish councils, faith groups, the wider community and voluntary groups play in supporting the community plan, and will support their aims so that they are a major force for bringing about change in Cheltenham.</li> </ul>	<p>We will measure the percentage of people surveyed who take part in:</p> <ul style="list-style-type: none"> <li>residents' groups;</li> <li>school groups;</li> <li>faith groups;</li> <li>pressure groups;</li> <li>sports groups;</li> <li>formal volunteering; and</li> <li>other community activities</li> </ul>	<p>In 2003:</p> <ul style="list-style-type: none"> <li>25% took part in residents' groups;</li> <li>13% took part in school groups;</li> <li>22% took part in faith groups;</li> <li>10% took part in pressure groups;</li> <li>12% took part in sports groups;</li> <li>4% took part in formal volunteering; and</li> <li>14% took part in other community activities.</li> </ul>
<p><b>Meeting customers' needs</b></p> <ul style="list-style-type: none"> <li>All organisations on the executive will work to make sure that they set the highest possible standards of service to meet customers' needs and effectively monitor their performance against those standards.</li> <li>All organisations on the executive will provide access to information in languages, formats and locations to meet different needs.</li> </ul>	<p>We will measure the percentage of people surveyed who feel that they can influence decisions affecting their local area.</p>	<p>A county survey carried out in 2000 found that out of the residents surveyed:</p> <ul style="list-style-type: none"> <li>38% felt that they could influence decisions affecting their local area as individuals; and</li> <li>59% felt that they could influence decisions in their neighbourhood by working together.</li> </ul>
<p><b>Engaging with young people</b></p> <ul style="list-style-type: none"> <li>All organisations on the executive will promote young people's rights to take part fully in the life of Cheltenham and work to remove the barriers that prevent this.</li> </ul>	<p>We will measure the percentage of 18-year-olds voting in local elections. We will meet with the Young People's Council every year to review our progress.</p>	<p>In 2002 22% of 18-year-olds voted.</p>
<p><b>Tackling disadvantage</b></p> <ul style="list-style-type: none"> <li>All organisations on the executive will work to bring those not fully involved in our community, because of disadvantage or deprivation, into the mainstream of our community.</li> </ul>	<p>We will measure the percentage of residents surveyed who are satisfied with their local area as a place to live and the percentage surveyed who feel that the area is getting worse.</p>	<p>A county survey carried out in 2000 found that out of the residents surveyed:</p> <ul style="list-style-type: none"> <li>92% of residents were satisfied with their local area; and</li> <li>24% of residents felt that their area was getting worse.</li> </ul>

## ■ Monitoring our performance and reviewing the plan

Although we have set out a vision for 20 years, the community plan will change and adapt over time to reflect the changing world in which we live and people's changing priorities and expectations. We expect this version of the plan to be in place for three years to cover the period from October 2003 to March 2007.

Our executive will monitor the progress we have made in achieving the vision by producing an annual report which will include a review of the priorities shown in the previous tables. We will also monitor the work of the partnerships involved, regularly consult the public and identify national or regional issues which may affect Cheltenham.

Our executive will also identify areas where partnerships can work together and will share information on each partnership's actions to avoid repeated efforts. They will report to the stakeholder forum twice a year on the work they have done and the work they have planned. They will produce an updated action plan every year.

Most importantly, through our partnerships and the stakeholders' forum, we will continue to listen to the people of Cheltenham, to make sure the community plan is owned by the residents, and that the vision for 'a vibrant, safe and sustainable town where residents, workers and visitors enjoy the benefits of economic, social and environmental wellbeing' is achieved.

## Getting involved

It is important that as many people as possible get involved in local issues. Every year we will hold community consultation events where you can have your say on how things are going and hear more about the things that are going on in the borough.

If you are interested in finding out more about a specific issue, contact details for the partnerships are provided below.

### Cheltenham Strategic Partnership executive

Name	Position	Organisation	Address	Contact details
Caroline Fowles	Chief Executive	Cheltenham and Tewkesbury Primary Care Trust	Unit 43 Central Way Arle Road Cheltenham	Website: <a href="http://www.chelttewkpct.org.uk">www.chelttewkpct.org.uk</a> E-mail: <a href="mailto:caroline.fowles@ctpct.nhs.uk">caroline.fowles@ctpct.nhs.uk</a> Phone: 01242 548 800
Christine Laird	Managing Director	Cheltenham Borough Council	Municipal Offices Promenade Cheltenham GL50 1PP	Website: <a href="http://www.cheltenham.gov.uk">www.cheltenham.gov.uk</a> E-mail: <a href="mailto:Managing.Director@cheltenham.gov.uk">Managing.Director@cheltenham.gov.uk</a> Phone: 01242 262 626
Councillor Andrew McKinlay	Leader of the Council	Cheltenham Borough Council	Municipal Offices Promenade Cheltenham GL50 1PP	Website: <a href="http://www.cheltenham.gov.uk">www.cheltenham.gov.uk</a> E-mail: <a href="mailto:cllr.andrew.mckinlay@cheltenham.gov.uk">cllr.andrew.mckinlay@cheltenham.gov.uk</a> Phone: 01242 262 626
Margaret Sheather	Director of Social Services	Gloucestershire County Council	Shire Hall Westgate Street Gloucester GL1 2TG	Website: <a href="http://www.glos.gov.uk">www.glos.gov.uk</a> E-mail: <a href="mailto:margaret.sheather@gloucestershire.gov.uk">margaret.sheather@gloucestershire.gov.uk</a> Phone: 01452 425 000
Councillor Peter Clarke	Leader of the Council	Gloucestershire County Council	Shire Hall Westgate Street Gloucester GL1 2TG	Website: <a href="http://www.glos.gov.uk">www.glos.gov.uk</a> E-mail: <a href="mailto:leader@gloscc.gov.uk">leader@gloscc.gov.uk</a> Phone: 01452 425 000
Kevin Lambert	Chief Superintendent	Gloucestershire Constabulary	Talbot House Lansdown Road Cheltenham	Website: <a href="http://www.gloucestershire.police.uk">www.gloucestershire.police.uk</a> E-mail: <a href="mailto:kevin.lambert@Gloucestershire.Police.uk">kevin.lambert@Gloucestershire.Police.uk</a> Phone: 0845 090 1234
Dr M A Higgins	Chairman	Cheltenham Business Partnership	c/o UCAS New Barn Lane Cheltenham	E-mail: <a href="mailto:CBP@ucas.ac.uk">CBP@ucas.ac.uk</a> Phone: 01242 223 701
Andrew Banfield	Chairman	Social Justice Partnership	c/o Citizens Advice 14 Royal Crescent Cheltenham	E-mail: <a href="mailto:abanfield@cheltenhamcab.org.uk">abanfield@cheltenhamcab.org.uk</a> Phone: 01242 531 301
Paul Drake	Director External Relations	University of Gloucestershire	The Park Cheltenham GL50 2QF	Website: <a href="http://www.glos.ac.uk">www.glos.ac.uk</a> E-mail: <a href="mailto:pdrake@glos.ac.uk">pdrake@glos.ac.uk</a> Phone: 01242 543 581
Chris Hickey	Sustainability Panel	Environment Forum Co-ordinator	c/o Cheltenham Centre for Change Horse and Groom St Georges Place Cheltenham	E-mail: <a href="mailto:c.hickey@talk21.com">c.hickey@talk21.com</a> Phone: 01242 224 321
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Derek Harrison	Built Environment Partnership representative	Architectural Liaison Officer Gloucestershire Constabulary	Talbot House Lansdown Road Cheltenham	Website: <a href="http://www.gloucestershire.police.uk">www.gloucestershire.police.uk</a> E-mail: <a href="mailto:derek.harrison@gloucestershire.police.uk">derek.harrison@gloucestershire.police.uk</a> Phone: 01242 276 696
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Dr Shona Arora	Health Improvement Partnership representative	Director of Public Health Cheltenham and Tewkesbury Primary Care Trust	Unit 43 Central Way Arle Road Cheltenham	Website: <a href="http://www.chelttewkpct.org.uk">www.chelttewkpct.org.uk</a> E-mail: <a href="mailto:shona.arora@ctpct.nhs.uk">shona.arora@ctpct.nhs.uk</a> Phone: 01242 548 800
Isabel White	Cheltenham Learning Town Forum	Director of Community Education	Gloscat Cheltenham Campus Princess Elizabeth Way Cheltenham	Website: <a href="http://www.gloscat.ac.uk">www.gloscat.ac.uk</a> E-mail: <a href="mailto:whitei@gloscat.ac.uk">whitei@gloscat.ac.uk</a> Phone: 01242 532 000
Councillor Lloyd Surgenor	Crime and Disorder Partnership representative	Cheltenham Borough Council	Municipal Offices Promenade Cheltenham GL50 1PP	Website: <a href="http://www.cheltenham.gov.uk">www.cheltenham.gov.uk</a> E-mail: <a href="mailto:cllr.lloyd.surgenor@cheltenham.gov.uk">cllr.lloyd.surgenor@cheltenham.gov.uk</a> Phone: 01242 262 626
Philip Bernays	Cultural Partnership	Chief Executive Everyman Theatre	Regent Street Cheltenham GL50 1HQ	Website: <a href="http://www.everymantheatre.org.uk">www.everymantheatre.org.uk</a> E-mail: <a href="mailto:philip.bernays@everymantheatre.org.uk">philip.bernays@everymantheatre.org.uk</a> Phone: Tel: 01242 512 515
Charles Welsh	Head teacher and stakeholder representative	Gardeners Lane Primary School	Swindon Road Cheltenham	E-mail: <a href="mailto:head@gardenerslane.gloucs.sch.uk">head@gardenerslane.gloucs.sch.uk</a> Phone: 01242 515 761
Jane Grunert	Secretary to the Cheltenham Strategic Partnership  Assistant Director (Policy and Public Relations)	Cheltenham Borough Council	Municipal Offices Promenade Cheltenham GL50 1PP	Website: <a href="http://www.cheltenham.gov.uk">www.cheltenham.gov.uk</a> E-mail: <a href="mailto:jane.grunert@cheltenham.gov.uk">jane.grunert@cheltenham.gov.uk</a> Phone: 01242 264 189

If you would like to speak to someone about any aspect of the plan, please contact:

Richard Gibson	Cheltenham Borough Council	Municipal Offices Promenade Cheltenham GL50 1PP	Website: <a href="http://www.cheltenham.gov.uk">www.cheltenham.gov.uk</a> E-mail: <a href="mailto:richard.gibson@cheltenham.gov.uk">richard.gibson@cheltenham.gov.uk</a> Phone: 01242 235 354
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## Appendix 1 - How we will deliver on the bigger picture

In order to prepare this community plan, we have gathered lots of information about Cheltenham's needs. We used that information to produce a 20-year vision for Cheltenham.

**'The vision for Cheltenham in the year 2020 is for it to be a vibrant, safe and sustainable town where residents, workers and visitors enjoy the benefits of social, environmental and economic wellbeing.'**

The people of Cheltenham told us they wanted the following.

- An attractive and safe town
- A thriving economy
- A decent standard of living
- To live life to the full
- Safe and accessible travel and transport
- A healthy environment

This section sets out how our partnerships will contribute to delivering the vision.

You told us that you wanted an **attractive and safe town**. Our partners are committed to improving the quality of life in Cheltenham by:

- reducing levels of crime and disorder;
- improving the design of new buildings;
- protecting and maintaining parks and gardens and the wider green environment; and
- making Cheltenham more accessible.

You told us that you wanted a **thriving economy**. Our partners are committed to improving the quality of life in Cheltenham by:

- creating jobs and wealth;
- providing opportunities for training and developing skills;
- promoting equal opportunities in the workplace;
- improving Cheltenham's culture and tourism reputation; and
- promoting sustainable business practices (ones that can be maintained without damaging the environment).

You told us you wanted a **decent standard of living**. Our partners are committed to improving the quality of life in Cheltenham by:

- improving the supply and standard of affordable housing;
- increasing access to learning and personal development opportunities;
- allowing communities to take control of their lives;
- providing affordable childcare;
- promoting social inclusion (measures to make opportunities available to all members of society);
- promoting equal opportunities; and
- providing more advice.

You told us you wanted to **live life to the full**. Our partners are committed to improving the quality of life in Cheltenham by:

- increasing access to healthcare;
- promoting healthy lifestyles;
- increasing the number of people taking part in physical activities;
- helping people to live independently; and
- increasing access to culture, leisure and learning opportunities.

You told us you wanted **safe and accessible travel and transport**. Our partners are committed to improving the quality of life in Cheltenham by:

- making the best use of existing roads;
- helping elderly and disabled people to get access to affordable transport; and
- encouraging people to walk, cycle and use public transport.

You told us you wanted **a healthy environment**. Our partners are committed to improving the quality of life in Cheltenham by:

- saving the earth's resources so they meet the needs of future generations;
- adapting our lifestyles to reduce the amount of carbon dioxide released and the effect of the changing climate;
- promoting a clean environment;
- keeping waste to a minimum and promoting recycling;
- protecting birds and other wildlife;
- promoting local goods and services to reduce the need to travel; and
- making Cheltenham a sustainable town (in that it can grow and develop to improve the quality of life for all).

## Providing an attractive and safe town

Our commitment	What our partners will do	Some other agencies involved
<p>To permanently reduce crime and disorder, and the fear of crime, in our communities</p>	<ul style="list-style-type: none"> <li>The Crime and Disorder Partnership will work to reduce antisocial behaviour, including that which occurs as a result of Cheltenham's active nightlife.</li> <li>The Crime and Disorder Partnership will work with the Health Improvement Partnership to reduce the level of crime associated with drug and alcohol misuse.</li> <li>The Built Environment Partnership will work with the police to reduce opportunities for crime and antisocial behaviour by considering crime prevention when designing buildings and developments.</li> <li>All organisations on the executive will explore ways of reducing crime and antisocial behaviour and work to promote responsibility among people in the community.</li> </ul>	<ul style="list-style-type: none"> <li>Cheltenham and Tewkesbury Racist Incidents Group</li> <li>Gloucestershire Community Safety Partnership</li> <li>Gloucestershire Drug and Alcohol Service</li> <li>Cheltenham Minority Ethnic Forum</li> <li>Night-time economy working group</li> </ul>
<p>To improve the design of new buildings</p>	<ul style="list-style-type: none"> <li>The Built Environment Partnership will develop a design framework for the area, and will develop initiatives to tackle areas of concern.</li> <li>The Built Environment Partnership will promote standards for new and renovated buildings.</li> <li>The Built Environment Partnership will encourage developers to use sites that have been built on before.</li> </ul>	<ul style="list-style-type: none"> <li>Cheltenham Urban Character Area Partnerships</li> <li>Civic Society</li> <li>Public Arts Panel</li> </ul>
<p>To protect, maintain and improve parks and gardens and the wider green environment of Cheltenham</p>	<ul style="list-style-type: none"> <li>The Built Environment Partnership will work to protect open spaces and views, and provide clean and well-maintained open spaces that meet the community's needs.</li> <li>The council will develop a 'green space strategy' and carry out an audit to make sure that Cheltenham's natural environment is protected and improved.</li> </ul>	<ul style="list-style-type: none"> <li>Friends of Groups</li> <li>Cheltenham Sustainability Panel</li> <li>Gloucestershire Biodiversity Partnership</li> <li>Gloucestershire Wildlife Trust</li> <li>Keep Cheltenham Tidy Group</li> <li>Cheltenham in Bloom</li> </ul>
<p>To make Cheltenham an accessible town for all</p>	<ul style="list-style-type: none"> <li>The Built Environment Partnership will carry out an audit of how accessible the public areas in the town centre are and support a strategy to increase accessibility. The partnership will also work with Disability Action Cheltenham, and with private and public sectors, to increase accessibility to shops and premises.</li> </ul>	<ul style="list-style-type: none"> <li>Disability Action Cheltenham</li> <li>Learning &amp; Skills Council</li> </ul>

## Providing a thriving economy

Our commitment	What our partners will do	Some other agencies involved
To create jobs and wealth	<ul style="list-style-type: none"> <li>Cheltenham Business Partnership will work to make sure the town supports all sections of the local economy, particularly by providing adequate business premises to meet local business needs.</li> <li>Cheltenham Business Partnership will work to make sure that everyone living in Cheltenham can contribute to and benefit from the local economy.</li> <li>Gloucestershire First will make sure that Cheltenham continues to attract new investment and supports local businesses.</li> <li>The Social Justice Partnership will encourage the sharing of wealth through the social economy including credit unions (community-run savings and loan schemes).</li> </ul>	<ul style="list-style-type: none"> <li>Gloucestershire First</li> <li>Business Link Gloucestershire</li> <li>Cheltenham Business Partnership</li> <li>Lifelong Learning Forum</li> <li>Learning &amp; Skills Council</li> <li>Cheltenham Farmers' Market Steering Group</li> <li>Co-operative Futures</li> </ul>
To provide opportunities for training and developing skills	<ul style="list-style-type: none"> <li>The Lifelong Learning Forum will promote learning in the workplace.</li> <li>Gloucestershire First will support the development of family-friendly employment policies.</li> <li>The Lifelong Learning Forum will promote the training of local people to provide the skills needed to support the local economy.</li> </ul>	<ul style="list-style-type: none"> <li>Business Link</li> <li>Cheltenham Business Partnership</li> <li>Neighbourhood projects</li> <li>Learning &amp; Skills Council</li> <li>Foyer Consortium</li> <li>Gloscat</li> </ul>
To promote equal opportunities for all in the workplace	<ul style="list-style-type: none"> <li>All agencies will encourage the employment of staff from all sections of society.</li> <li>All agencies on the executive will introduce wide-ranging equal opportunity policies.</li> <li>All agencies on the executive will introduce race-equality schemes.</li> </ul>	<ul style="list-style-type: none"> <li>Cheltenham and Tewkesbury Racist Incidents Group</li> <li>Cheltenham Minority Ethnic Forum</li> </ul>
To improve our culture and tourism reputation	<ul style="list-style-type: none"> <li>The Cultural Partnership will look at opportunities to improve the venues and facilities that support arts, culture and entertainment in the town.</li> <li>The Cultural Partnership will look at opportunities to reinforce Cheltenham's reputation as an events town and to increase the arts, cultural and entertainment events in the town throughout the year.</li> <li>Cheltenham Tourism Forum and Cheltenham Borough Council will continue to promote Cheltenham as a quality tourist centre and work to secure improvements to tourist attractions and facilities.</li> </ul>	<ul style="list-style-type: none"> <li>Cheltenham Arts Festivals Ltd</li> <li>Cheltenham Tourism Forum</li> <li>Art Gallery and Museum</li> <li>Everyman Theatre</li> </ul>
To promote sustainable business practice	<ul style="list-style-type: none"> <li>The Climate Change Board will encourage businesses to reduce the amount of carbon dioxide they release into the atmosphere and to adapt to the changing climate.</li> <li>The Climate Change Board will encourage businesses to adopt environmental management systems that will reduce the amount of resources (such as energy and water) they use and so reduce waste and the need for transport.</li> <li>Cheltenham Borough Council will promote the use of fair-trade products where possible.</li> </ul>	<ul style="list-style-type: none"> <li>Business Link Gloucestershire</li> <li>Cheltenham Business Partnership</li> <li>Gloucestershire Environmental Business Forum</li> <li>Sustainability Panel</li> </ul>

# Providing a decent standard of living

Our commitment	What our partners will do	Some other agencies involved
<p>To improve the supply and standard of affordable housing</p>	<ul style="list-style-type: none"> <li>We will work with others to co-ordinate the supply of more affordable and appropriate housing, to meet identified housing needs in a way that can be maintained.</li> <li>Organisations on the executive will work to increase housing choices for all sections of Cheltenham's community.</li> <li>Cheltenham Borough Council will work to reduce the number of unfit homes lived in by tenants and owner-occupiers and reduce the number of homes left empty for long periods.</li> <li>Organisations on the executive will try to release their own resources in a way that offers a choice of housing and reduces homelessness.</li> <li>The Health Improvement Partnership will work with housing providers to encourage more appropriate housing for Cheltenham's growing elderly population and for those who have physical disabilities, learning difficulties or mental illness.</li> </ul>	<ul style="list-style-type: none"> <li>Cheltenham Borough Homes</li> <li>Housing associations</li> <li>Cheltenham Housing Investment Partnership</li> <li>Care and Repair</li> <li>Cheltenham Community Projects – Foyer Consortium</li> </ul>
<p>To increase access to affordable, accessible learning and personal development opportunities</p>	<ul style="list-style-type: none"> <li>The Lifelong Learning Forum will work to improve Cheltenham's reputation for education excellence and will promote Cheltenham as a learning town.</li> <li>The Lifelong Learning Forum will work to increase the educational achievements of school leavers.</li> <li>The Cultural Partnership will encourage schools to use music, heritage, arts and drama as a way of improving educational achievement.</li> </ul>	<ul style="list-style-type: none"> <li>Gloscat</li> <li>University of Gloucestershire</li> <li>Gloucestershire Local Education Authority</li> <li>Connexions</li> <li>Learning &amp; Skills Council</li> </ul>
<p>To allow communities to take control of their lives</p>	<ul style="list-style-type: none"> <li>The Regeneration Partnership will support community development initiatives throughout the borough.</li> <li>The Regeneration Partnership will support the work partnerships and neighbourhood forums do to identify deprived areas and adopt a co-ordinated approach to tackling social, economic and physical deprivation.</li> </ul>	<ul style="list-style-type: none"> <li>Regeneration partnerships</li> <li>Hesters Way Neighbourhood Project</li> <li>Whaddon, Lynworth and Priors</li> <li>Neighbourhood Project</li> <li>Area committees and parish councils</li> </ul>
<p>To provide high-quality, affordable and accessible childcare</p>	<ul style="list-style-type: none"> <li>The Social Justice Partnership will work with the Early Years Development and Childcare Partnership to explore opportunities to increase the number of affordable childcare places in the borough.</li> <li>The Social Justice Partnership will work with the Sure Start initiative to improve childcare and support in Hesters Way and Whaddon.</li> </ul>	<ul style="list-style-type: none"> <li>Hesters Way Neighbourhood Project</li> <li>Whaddon, Lynworth and Priors</li> <li>Neighbourhood Project</li> </ul>
<p>To promote social inclusion and reduce the causes and symptoms of poverty</p>	<ul style="list-style-type: none"> <li>The Social Justice Partnership will provide the necessary support for the people of Cheltenham to play a full part in the social, economic and political life of the borough.</li> </ul>	<ul style="list-style-type: none"> <li>Hesters Way Neighbourhood Project</li> <li>Whaddon, Lynworth and Priors</li> <li>Neighbourhood Project</li> <li>Council for Voluntary Services</li> </ul>

<b>Our commitment</b>	<b>What our partners will do</b>	<b>Some other agencies involved</b>
To promote equal opportunities for all	<ul style="list-style-type: none"> <li>Organisations on the executive will work to develop a sense of community, where there is a sense of belonging for all communities and a reduction in inequalities.</li> </ul>	<ul style="list-style-type: none"> <li>Cheltenham and Tewkesbury Racist Incidents Group</li> <li>Cheltenham Minority Ethnic Forum</li> <li>Making a Difference - Young People's Council</li> <li>Disability Action Cheltenham</li> <li>Cheltenham Volunteer Bureau</li> <li>Cheltenham Pensioners Forum</li> </ul>
To provide access to legal, financial and other advice	<ul style="list-style-type: none"> <li>The Social Justice Partnership will make sure that advice agencies can provide a quality service.</li> <li>The Social Justice Partnership will encourage advice agencies to gain the Community Legal Service quality mark.</li> </ul>	<ul style="list-style-type: none"> <li>Cheltenham Council for Voluntary Services</li> <li>Community Legal Services Partnership</li> <li>Citizens Advice</li> <li>Cheltenham Housing Aid Centre</li> <li>Cheltenham Centre for Unemployed People</li> <li>Cheltenham Community Projects</li> </ul>

## Helping live life to the full

Our commitment	What our partners will do	Some other agencies involved
<p>To increase access to good-quality healthcare, and get rid of inequalities in health</p>	<ul style="list-style-type: none"> <li>The Health Improvement Partnership will work to reduce disease, including coronary heart disease and cancer.</li> <li>The Health Improvement Partnership will work with the Crime and Disorder Partnership to reduce drug and alcohol abuse.</li> <li>The Health Improvement Partnership will reduce the number of unwanted pregnancies among teenagers.</li> <li>The Health Improvement Partnership will work to improve facilities and services for people with mental illnesses and work to promote mental wellbeing for all our residents.</li> <li>The Health Improvement Partnership will work to improve transport links to health-care services.</li> </ul>	<ul style="list-style-type: none"> <li>Cheltenham and Tewkesbury Primary Care Trust</li> <li>Gloucestershire Partnership Trust</li> <li>Gloucestershire County Council</li> <li>Hesters Way Neighbourhood Project</li> <li>Whaddon, Lynworth and Priors Neighbourhood Project</li> <li>Regeneration partnerships</li> <li>Cheltenham Council for Voluntary Services</li> </ul>
<p>To promote healthy lifestyles</p>	<ul style="list-style-type: none"> <li>The Health Improvement Partnership will work to reduce smoking in line with government targets.</li> <li>The Health Improvement Partnership will promote and educate people about the benefits of healthy eating.</li> <li>The Health Improvement Partnership will support the development of more health information centres.</li> <li>Cheltenham Borough Council will continue to encourage the use of allotments to promote physical activity and healthy lifestyles as well as improving access to healthy foods.</li> <li>The Health Improvement Partnership will work to increase opportunities for physical activity and will push for exercise referral schemes to be expanded.</li> </ul>	<ul style="list-style-type: none"> <li>Cheltenham Sports Council</li> <li>Allotment Holders' Association</li> <li>Hesters Way Neighbourhood Project</li> <li>Whaddon, Lynworth and Priors Neighbourhood Project</li> <li>Regeneration partnerships</li> </ul>
<p>To increase the number of people taking part in physical activities, both formally and informally</p>	<ul style="list-style-type: none"> <li>The Cultural Partnership will encourage people to take part in arts-based physical activities.</li> <li>Cheltenham Borough Council will provide holiday programmes for children and young people.</li> <li>Cheltenham Borough Council will look after Cheltenham's playing fields and sports pitches and promote their use.</li> <li>Cheltenham Borough Council will promote the use of green space as part of the development of a green space strategy.</li> <li>Cheltenham Borough Council will work to improve local play areas so that they meet local needs.</li> </ul>	<ul style="list-style-type: none"> <li>Hesters Way Neighbourhood Project</li> <li>Whaddon, Lynworth and Priors Neighbourhood Project</li> <li>Regeneration partnerships</li> </ul>
<p>To help people to lead full, active and independent lives, regardless of their age or disability</p>	<ul style="list-style-type: none"> <li>The Social Justice Partnership will make sure concessionary-travel and community-transport schemes are provided for the elderly and disabled.</li> <li>The Health Improvement Partnership will support initiatives that will help people to adapt their homes so that they can continue to live at home.</li> <li>The Health Improvement Partnership will work with housing providers to provide more appropriate housing for Cheltenham's growing elderly population and for those who have physical disabilities, learning difficulties or mental illness.</li> <li>The Built Environment Partnership will push for improvements in disabled access to public buildings, offices and shops to make sure Cheltenham is as fully accessible as possible to people in wheelchairs.</li> </ul>	<ul style="list-style-type: none"> <li>Cheltenham Borough Council</li> <li>Housing associations</li> <li>Gloucestershire County Council</li> <li>Cheltenham Pensioners' Forum</li> <li>Disability Action Cheltenham</li> <li>Concessionary Transport Users' Group</li> <li>CARE direct</li> <li>Care and Repair</li> <li>Cheltenham Volunteer Bureau</li> <li>Cheltenham Community Transport</li> </ul>
<p>To increase access to high-quality and affordable cultural, leisure and learning opportunities</p>	<ul style="list-style-type: none"> <li>The Cultural Partnership will extend the opportunities for public art, culture and entertainment programmes.</li> <li>The Cultural Partnership will provide opportunities to broaden cultural experiences by promoting more locally-based cultural events, facilities and arts development and through working alongside Cheltenham's black and ethnic-minority communities, young people and disabled people.</li> <li>The Lifelong Learning Forum will promote learning as an enjoyable experience that helps people to achieve their potential and make a full contribution to their community.</li> <li>The Cultural Partnership will promote a greater understanding of our heritage through the services provided by local arts and heritage providers.</li> </ul>	<ul style="list-style-type: none"> <li>Making a Difference - Young People's Council</li> <li>Cheltenham Minority Ethnic Forum</li> <li>Disability Action Cheltenham</li> <li>Adult and Continuing Education and Training</li> <li>Art Gallery and Museum</li> <li>Everyman Theatre</li> </ul>

## Providing safe and accessible travel and transport

Our commitment	What our partners will do	Some other agencies involved
<p>To make the best use of existing roads</p>	<ul style="list-style-type: none"> <li>We will support a 'sustainable traffic management strategy' that makes best use of the existing roads and supports Cheltenham's prosperity.</li> <li>The Transport Partnership will work with the Health Improvement Partnership to increase safety on our roads.</li> <li>The Transport Partnership will support the development of a transport strategy to support Cheltenham's economy and provide improved cost-effective alternatives to driving.</li> <li>The Transport Partnership will work to reduce vehicle crime and fear of crime at public car parks.</li> <li>The Transport Partnership will work to reduce the effect of heavy goods vehicles on the environment of Cheltenham and push for improvements to the A436 to take traffic away from the A40.</li> <li>All organisations on the executive will promote the use of local goods and services to reduce the need to travel.</li> </ul>	<ul style="list-style-type: none"> <li>Gloucestershire County Council</li> <li>Central Severn Vale Strategy Group</li> <li>Cheltenham and Tewkesbury Primary Care Trust</li> </ul>
<p>To help elderly and disabled people to get access to affordable transport</p>	<ul style="list-style-type: none"> <li>The Transport Partnership will push for improvements to the efficiency and effectiveness of Cheltenham's concessionary-transport scheme and push for improved community-transport and accessibility for disabled people and those who have difficulty getting about.</li> <li>The Transport Partnership will encourage employers in Cheltenham to develop travel plans for their employees.</li> </ul>	<ul style="list-style-type: none"> <li>Concessionary Transport Users' Group</li> <li>Cheltenham Community Transport</li> </ul>
<p>To encourage people to walk, cycle and use public transport</p>	<ul style="list-style-type: none"> <li>The Transport Partnership will work with the main public transport providers in Cheltenham to push for improvements to the public-transport system to make it more reliable, accessible and affordable, and to encourage it to serve important public facilities.</li> <li>The Transport Partnership will explore opportunities for improving the park-and-ride services that serve Cheltenham in order to combat traffic congestion.</li> <li>The Transport Partnership will push for improvements to bus stops and the reliability of bus services.</li> <li>The Transport Partnership will push for improvements to the cycle network in Cheltenham, and for improved links with the National Cycle Network and surrounding areas, to encourage more people to cycle.</li> <li>The Transport Partnership will support healthy walking projects.</li> </ul>	<ul style="list-style-type: none"> <li>Stagecoach</li> <li>Cheltenham Cycle Campaign</li> <li>Cheltenham and Tewkesbury Primary Care Trust</li> <li>Bus Quality Partnership</li> <li>Cheltenham Sustainability Panel</li> </ul>

# Providing a healthy environment

Our commitment	What our partners will do	Some other agencies involved
To save the earth's resources to meet the needs of future generations	<ul style="list-style-type: none"> <li>All organisations on the executive will promote the efficient use of renewable and replaceable materials.</li> <li>All organisations on the executive will be encouraged to develop strategies that reduce the use of materials that cannot be renewed or replaced and encourage local products and services.</li> </ul>	<ul style="list-style-type: none"> <li>Cheltenham Environment Forum</li> </ul>
To adapt our lifestyles to reduce the amount of carbon dioxide released and the effect of the changing climate	<ul style="list-style-type: none"> <li>The Climate Change Board will produce a strategy that will reduce the amount of carbon dioxide released into the atmosphere and to help Cheltenham adapt to the changing climate.</li> <li>The Climate Change Board will work to promote the energy-efficiency of buildings in Cheltenham.</li> <li>The Climate Change Board will promote the use of renewable energy.</li> </ul>	<ul style="list-style-type: none"> <li>Forum for the Future</li> <li>Severn Wye Energy Agency</li> <li>Cheltenham Centre for Change Vision 21</li> <li>Sustainability Panel</li> </ul>
To promote a clean environment as well as good-quality water and air	<ul style="list-style-type: none"> <li>Cheltenham Borough Council will work to reduce air pollution, particularly that associated with using vehicles.</li> <li>The Environment Agency will improve water quality in the borough.</li> <li>Cheltenham Borough Council will deliver the 'contaminated land strategy' that will prioritise the clean-up of polluted sites.</li> <li>Cheltenham Borough Council will work to reduce the amount of pesticides and herbicides used in its parks and gardens and encourage others to do the same.</li> </ul>	<ul style="list-style-type: none"> <li>Cheltenham Environment Forum</li> </ul>
To keep waste to a minimum and to re-use, repair and recycle materials wherever possible	<ul style="list-style-type: none"> <li>The Sustainability Panel will work with Cheltenham Borough Council to reduce the amount of waste that is disposed of in landfill sites by encouraging people to reduce waste, re-use and repair products and materials, and promote recycling and the use of recycled materials.</li> </ul>	<ul style="list-style-type: none"> <li>Cheltenham Borough Council - Environmental Maintenance Division</li> <li>Sustainability Panel</li> <li>Cheltenham Environment Forum</li> </ul>
To protect birds and other wildlife	<ul style="list-style-type: none"> <li>Cheltenham Borough Council will develop a 'nature conservation strategy' and carry out an audit to make sure that Cheltenham's natural environment is protected and improved and so contribute to the Gloucestershire Biodiversity Action Plan.</li> </ul>	<ul style="list-style-type: none"> <li>Gloucestershire Biodiversity Partnership</li> <li>Cheltenham Environment Forum</li> <li>Gloucestershire Wildlife Trust</li> <li>Cotswold Area of Outstanding Natural Beauty Partnership</li> </ul>
To promote local goods and services to reduce the need for travel and transport	<ul style="list-style-type: none"> <li>The Sustainability Panel will work to support the Farmers' Market and other initiatives that promote local produce.</li> <li>Cheltenham Borough Council will work with the Sustainability Panel to encourage the catering and hospitality industries to buy foods and supplies from local suppliers.</li> </ul>	<ul style="list-style-type: none"> <li>Farmers' Market Steering Group</li> <li>Cheltenham Tourism</li> </ul>
To make Cheltenham a sustainable town	<ul style="list-style-type: none"> <li>Cheltenham Borough Council and the Sustainability Panel will raise awareness of local and worldwide environmental issues and work to encourage local people and businesses to be more sustainable so that the quality of life in Cheltenham continues to improve.</li> </ul>	<ul style="list-style-type: none"> <li>Cheltenham Environment Forum</li> <li>Vision 21</li> <li>Forum for the Future</li> </ul>

## Reference section

We gathered information from the following sources when producing this community plan.

### Laws and guidance

- Part 1 of the Local Government Act 2000 Website: [www.hmso.gov.uk/acts/acts2000/20000022.htm](http://www.hmso.gov.uk/acts/acts2000/20000022.htm)
- Preparing community strategies:  
government guidance to local authorities Website: [www.odpm.gov.uk](http://www.odpm.gov.uk)
- What the community strategy should include Website: [www.idea.gov.uk](http://www.idea.gov.uk)
- Good practice in community planning Website: [www.idea.gov.uk](http://www.idea.gov.uk)

### Sources of information

- 2001 census Website: [www.neighbourhood.statistics.gov.uk](http://www.neighbourhood.statistics.gov.uk)
- Indices of Multiple Deprivation Website: [www.odpm.gov.uk](http://www.odpm.gov.uk)
- Basic Skills Agency Website: [www.basic-skills.co.uk](http://www.basic-skills.co.uk)
- Gloucestershire Labour Market Information Unit Website: [www.glmIU.co.uk](http://www.glmIU.co.uk)
- Experian Website: [www.experian.co.uk](http://www.experian.co.uk)

### Strategies

- Cheltenham Crime and Disorder Partnership's 'Crime Reduction Strategy 2002 - 2005'
- Social Justice Partnership's 'For a better town - a strategy to promote social justice and combat poverty 2002'
- Cultural Partnership's 'Never a dull moment - Cheltenham's Cultural Strategy 2002 - 2006'
- Lifelong Learning Forum's 'Our Town as a Learning Town 2000'
- Cheltenham Health Improvement Partnership's 'Health Improvement Plan'
- Climate Change Board's 'Cheltenham Climate Change Strategy' (to be published)
- Gloucestershire County Council's 'Local Transport Plan for Gloucestershire'
- Cheltenham Borough Council's:
  - 'Economic Development and Regeneration Strategy 2001'
  - 'Housing Investment Foundation document 2003/05'
  - 'Housing Renewal Strategy 2003/06'
  - 'Homelessness Strategy 2003/05'
  - 'Civic Pride bid'
  - 'Cheltenham Transport Plan 2000'

### Research

- University of Gloucestershire's research 'Cheltenham's Night-Time Economy 2001'
- Comedia's research 'The economic impact of Cheltenham's Festivals December 2002'
- Gloucestershire Labour Market Information Unit's research 'The economy of Cheltenham in 2000' (published January 2003)

**For more information about any of the above, or if you have any questions about the community plan, please e-mail [communityplan@cheltenham.gov.uk](mailto:communityplan@cheltenham.gov.uk) or phone 01242 235 354.**



If English is not your first language and you would like a translation or audio tape of this information we can get one for you. Please contact Cheltenham Borough Council's Equal Opportunities Officer on 01242 264 112

Gujarti

તમારી પહેલી ભાષા અંગ્રેજી નહિ હોય અને તમને આ માહિતીનું ભાષાંતર/સાંભળવાની કસેટ જોઈતી હોય તો અમે તેની વ્યવસ્થા કરી શકીએ છીએ. મહેરબાની કરીને ઈકવલ ઓપોર્ટ્યુનીટીઝ ઓફિસરનો ૦૧૨૪૨ ૨૬૪૧૧૨ નંબર પર સંપર્ક સાંઘશો.

Bengali

ইংরেজী যদি আপনার মাতৃভাষা না হয় এবং এই তথ্যের একটি অনুবাদ/কোলে শোনার টেপ চান, তাহলে আপনার জন্য আমরা তা যোগাড় করে দিতে পারি। দয়া করে ০১২৪২ ২৬৪১১২ নম্বরে ইকোয়াল অর্পর্টুনিটিজ অফিসারের সাথে যোগাযোগ করুন।

Cantonese

如果英文不是你的第一語言，而你希望索取這份資料的中文譯本/錄音帶的話，我們可以為你安排。請聯絡平等機會主任，電話是 01242 264112。

Hindi

यदि अंग्रेजी आपकी पहली भाषा नहीं है और आपको इस जानकारी का अनुवाद चाहिए या यह जानकारी ऑडियो टेप पर चाहिए, तो हम आपके लिए यह तैयार करवा सकते हैं। कृपया ईकवल ऑपॉर्चुनिटीज अफसर के साथ फोन नम्बर 01242 264112 पर संपर्क करें।

Urdu

اگر انگریزی آپ کی مادری زبان نہیں ہے اور آپ کو ان معلومات کا ترجمہ / آڈیو ٹیپ درکار ہے تو ہم اُس کا بندوبست کر سکتے ہیں۔ براہ مہربانی ایکویل اپارٹیٹی آفیسر کو اس 01242 264112 نمبر پر فون کریں۔



Cheltenham Strategic Partnership