

**Our Future Cirencester...**  
**A Community Plan**

**TECHNICAL APPENDIX ONE:**  
**SUMMARY OF CONSULTATION**  
**RESPONSES**

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## TECHNICAL APPENDIX ONE

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This Technical Appendix gives detail of the consultations that have informed the Community Plan. Most references are to Cotswold District Council's "Towards a Vision for Cirencester" project (engagement exercise 2007) and the Town Centre Health Check (2002-3).

### Previous exercises that generated public views

The table shows the various initiatives that have taken place since 2000. Their conclusions and recommendations have been taken into account where relevant.

| YEAR        | PROJECT  | DESCRIPTION  |
|-------------|--|--|
| 1996 - 2003 | <b>Cirencester Traffic and Environment Plan (CTEP)</b> | A partnership between the District and County Councils agrees a programme of works to change traffic and urban environment in Cirencester Town Centre. Phase 1 is completed as a new traffic scheme on Park Lane and Silver Street. Funding is dropped by the District Council for later phases including a redevelopment of the Market Place.   |
| 2003-2004   | <b>Cirencester Town Centre Health Check</b>            | A complete review of all aspects of public service provision, economic health, amenities, etc. is undertaken following guidance from the Countryside Agency on the production of Parish Plans and the Gloucestershire Market Towns Forum. Consultation identifies what people in Cirencester would like their town to become in the future.  |
| 2004-2008   | <b>Market Place renewal project</b>                    | Action Cirencester, a local community group, puts together proposals to revive and modify the CTEP proposals for the Market Place. A small consultation exercise is held with local shop owners and other interested parties and there is significant media interest.  |
| 2006 - 2008 | <b>Towards a Vision for Cirencester</b>                | Cotswold District Council does work to bring together a number of its evolving policy initiatives and requirements with high developer interest in the town centre. It also considers Action Cirencester's proposals for the Market Place. A detailed consultation exercise is undertaken to learn people's views about what they want. The main focus is to produce land use planning policies and to strengthen the land use aspects of the Council's archaeology strategy. A wide range of stakeholders are included in the exercise, including the Town Council. |
| 2007        | <b>Archaeology</b>                                     | The District Council completes its draft   |

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|              | <b>Strategy</b>  | Archaeology strategy, taking into account land use planning matters arising from the Vision exercise.  |
| 2007 - 2008  | <b>Market and Coastal Towns Initiative (MCTA)</b>                    | The Town and District Councils are successful in their joint application to the Market and Coastal Towns Association for a £20,000 grant to produce a Community Plan for Cirencester.  |
| 2008         | <b>Cirencester Town Centre Supplementary Planning Document (SPD)</b> | The District Council publishes its land use strategy for the town centre. This forms the basis of decisions on planning applications for the following 10 years. It is not an implementation strategy  |
| 2008         | <b>CDC SPD Action Plan</b>   | The District Council identifies a number of projects arising from the SPD that it can progress, e.g.: parking, pedestrianisation, cycling, etc. In addition, planning applications will be decided in accordance with the SPD and the Vision that informed it.   |
| 2008         | <b>Cirencester Conservation Area management plans</b>                | The District Council publishes further planning policies that deal specifically with conservation areas and listed buildings.  |
| 2008         | <b>Community Plan: Our Future Cirencester</b>                        | The Town Council uses the MCTA grant to produce a Community Plan called "Our Future Cirencester". The basis of the Community Plan is to draw out issues that have been raised in all the preceding exercises and consultations, and that are within the remit of the Town Council and its partners. The Community Plan will contain an implementation and funding strategy for a range of specific projects. |
| 2008 onwards | <b>Community Plan: Implementation Phase</b>                          | The Community Plan will be implemented. The Town Council is a partner in all aspects of the Plan and will provide the lead and support where appropriate.  |

Our thanks are given to Cotswold District Council for supplying this information in support of the Community Plan.

## **CDC Vision for Cirencester: Views of the Development Sector**

### **DEVELOPER'S SEMINAR**

**30 November 2006**

As part of the Vision project, CDC hosted a consultation event for professionals in the development industry such as architects, planners and estate agents to understand their views on what Cirencester needed. This was held on 30 November 2006.

Though the primary aim of the event was to determine the Council's land use planning policies in the preparation of the Supplementary Planning Document, some issues raised are relevant for the Community Plan.

- Need better legibility for tourists and visitors, signposting does not help strangers to find key landmarks and open spaces
- Lack of vibrancy during weekends and evenings so people go elsewhere
- Focus more on the history of the town
- Need imaginative public art
- Need Town Centre Manager and other long term management and stewardship
- Market Place to be pedestrian dominant with some restricted access
- City Bank has potential to become a "different" kind of park from Abbey Grounds because of location in flood plain

# **CDC Vision for Cirencester: Views of the Public and Stakeholders**

## **STAKEHOLDER EVENT**

**10 MARCH 2007**

## **CDC VISION FOR CIRENCESTER: VIEWS RAISED DURING CDC CONFERENCE, 19 MARCH 2007**

A round table conference was held by CDC as part of the Vision exercise. The event began with speeches by the Portfolio Holder, Mark Tufnell, and the Chairman of the Chamber of Commerce, Jonathan Davies, and the Director of Development Services, Andrea Pellegram. The attendees were then split into groups dealing with five different themes: Character, Connectivity, Commerce, Choice and Culture. A number of points were raised that are directly relevant to the Community Plan.

- Some parts of town are not user friendly to young people
- There's not much for young people to do (12-18 year olds) - they feel left out, and have few places to meet or things to do that they can afford
- Floral displays and attractive shop fronts
- Cafe culture (similar to Stroud)
- Market Cirencester (French Towns)
- Poor signage generally (confusing, too much): improve signage to make it more interesting, unique to Cirencester, legible, cohesive
- Poor access to some of the historic buildings
- Events programme for the year
- Covered area for market as in Stroud
- More public art
- Easily comprehensible signs to help visitors navigate/interpret the town and its attractions
- Theatre at Brewery Arts to provide a music and performing arts venue in the heart of the town

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- Dedicated cycle route to Kemble along track bed of dismantled railway
- Appoint a Town Centre Manager to coordinate initiatives and promote the town
- Seven day opening of shops
- Shop mobility
- Stronger management/community leadership to override sectional interests
- Limited opening times of cafes and high prices
- Town is dead on Sundays
- Lots to do for retired people

## **CDC Vision for Cirencester: Views Raised During CDC Vision Exercise**

### **LETTERS TO CDC AND THE PRESS**

#### **SPRING 2007**

These comments have been extracted from letter to CDC and the Wilts & Gloucs Standard as part of the Vision Engagement exercise in Spring 2007. The comments recorded here are restricted to those that do not refer to land use issues or other matters that fall under the responsibility of the District Council.

Patrick wise, 20 March 2007

- Lots to do for retired people
- Able to walk to doctor's surgery
- Having a local hospital is important and don't want to see local services cut – large hospitals in more urban situations are more difficult to get to and less satisfying as an experience
- Pedestrian access should be encouraged
- Loading at shops/businesses should be before 9.00 am and after 5.00 pm
- Shared space concept should work in Cirencester
- Endorses improvement/opening up of market place/square and would enable improvements to markets
- Need better access for cyclists: cycle lanes in Abbey Grounds park, to Kemble/Siddington along railway
- Make more of Cirencester's history (Chester/York/Coleshester)
- Better to market Cirencester as a medieval town rather than Roman one since there is little above-ground evidence of Romans
- Need an "off centre" bus station (i.e. not in market place)
- Would like to see more constables on the beat
- Young people need more facilities: bike park (Thame in Oxford), skateboard track, meeting places

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Action Cirencester, 31 March 2007

- Need to restrict number of large multiple retailers to allow small family run businesses to continue to thrive
- Tourist offer is undersold
- Dearth of good quality hotels
- Partial pedestrianisation of the market place with creation of permanent public space
- Evening economy in town centre
- Vigorous effort to reveal Cirencester's heritage as part of any redevelopment
- Amphitheatre is only a haven for dog walkers, cut off from town
- No clear safe cycle routes
- Few safe crossing points for pedestrians and cyclists
- Too many redundant signs with insufficient house style
- Shared space on Cricklade Street
- Lack of cinema
- No space for large outdoor public events
- Public art

Tim Charsley, 26 March 2007

- Roman and medieval periods hidden
- Coppergate excavation, Jorvik Viking Centre are big draw for York
- Excavation of Amphitheatre and Abbey Grounds could be interesting for tourists and citizens

Alison Lot, 26 March 2007

- Do not allow larger chain retailers to drive out small businesses
- Strategically placed info boards
- Minimise road signage
- Pedestrianise market square maintaining market and disabled parking
- Outside eating facilities

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- Adequate litter bins
- Add some trees and shrub borders

Dierdre Waddell, 21 March 2007

- Cycle routes to be joined up in town and to countryside (safer for pedestrians and good exercise)

Dreeena Chamberlain, 19 March 2007

- Trail routes through the town with audio guides, plaques, boards at different boards to draw attention to special features
- Amphitheatre should be properly excavated and become a central feature in this Roman town
- Brewery Arts centre is a blessing

Mr,Mrs Richens, Standard, 8 March 2007

- Pedestrianise market place
- Cinema
- Cycle way on old railway line to Kemble

M Gardner, Standard, 8 March 2007

- Need more small ordinary cafes

Sophieka Piebbenga, 8 March 2007

- Much better cycle provision needed (cycle rack, paths/routes)

Brian Green, 2 March 2007

- Ability to hire out a recorder for a walking tour of Cirencester

Pip Young, 23 February 2007

- Good service given in Cirencester shops compared to larger towns in the area
- Al fresco dining should be encouraged
- Need a fun pool for young swimmers separate from the adult pool
- Cotswold Water World in the water park!

James Scott-Hopkins, 25 February 2007

- Pedestrianising the market place would kill off the centre of Cirencester

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- Need to keep out large multiples
- Having good access to the centre of town encourages a thriving retail and restaurant economy
- Cafe culture is not good given the English weather

Brian Hudson, 22 February, 2007

- Cinema

Jonathan Davies, 23 February 2007

- Good mix of small and large retailers is desirable shopping experience
- Cirencester should market itself as a great day out for both shopping, eating and visitor attractions
- Quality cafes and restaurants are essential – need to maintain a mix of establishments open at various times throughout the day/evening

ME O’Gorman, 22 February 2007

- Disabled persons need to be taken into account in any pedestrian scheme for market place, particularly when visiting adjacent businesses

Peter Sheppaard, 20 February 2007

- Having parking spaces in market place encourages drivers to come there to find a space thus increasing traffic
- Should have a total ban on parking during day on Monday to Saturday, but parking available evenings and weekends
- Should prevent traffic from crossing the town via the market place

Justine Renting, 17 February 2007

- Market place one flow of traffic on one side with larger pedestrian space
- Need youth club and cinema to provide teenagers someplace to go in the evenings

Standard, 2 March, 2007, page 7

- Need more provision for young people
- Save Brewer Arts, need a cinema

Anonymous comment

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- Shabby, poor road surfaces and pavements, litter, gum
- Lack of facilities for young people, no cinema, 10 pin bowling
- Outer areas of town neglected
- Seating in Abby Grounds and by church poor
- Need cycle racks,
- Pedestrianise market place

M Baynham, 28 March 2007

- Lack of public seating
- Lack of cinema

## **CDC Vision for Cirencester: Views Expressed by Young People Attending Secondary Schools**

### **KINGSHILL AND DEER PARK SCHOOLS**

**SPRING 2007**

In Spring 2007, CDC Planners visited Kingshill and Deer Park schools to learn what young people wanted for their town. Different techniques were used for each school (a SWAT analysis for Kingshill and small group discussions for Deer Park). Though the discussion was lively at both schools, only a limited number of themes emerged. Teenage children in Cirencester want to have more activities aimed specifically at their age group and they want the urban environment to reflect their specific needs.

#### **ACTIVITIES FOR THIS AGE GROUP**

|         |  |
|---------|--|
| Retail  | <ul style="list-style-type: none"><li>• More places to eat, fast food</li><li>• Shops aimed at this age group (offer and price)</li></ul>  |
| Fitness | <ul style="list-style-type: none"><li>• The Leisure Centre is too restricted in its offer to this age group</li><li>• Five a side (outdoors)</li><li>• Free Running (Parkour)</li><li>• Gym Club</li><li>• Basketball court</li><li>• Skate park</li><li>• Tennis courts</li><li>• Cricket</li><li>• Astroturf</li></ul> |
| Play    | <ul style="list-style-type: none"><li>• Games arcades and Play Station centre</li><li>• Paint balling</li></ul>  |

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|                      |  |
|----------------------|--|
|                      | <ul style="list-style-type: none"><li>• Go Karting</li></ul>   |
| Organised activities | <ul style="list-style-type: none"><li>• Help finding jobs</li><li>• Youth centres</li><li>• Evening activities</li><li>• Youth disco</li><li>• More internet cafes</li><li>• Concerts</li><li>• Need a place for teenage events (Nicolle Theatre, Corn Hall, etc.)</li></ul> |

### URBAN ENVIRONMENT

|              |  |
|--------------|--|
| Public Realm | <ul style="list-style-type: none"><li>• Better loos which are open</li><li>• Relocate Farmer's Market to Forum car park</li><li>• Pedestrianise Market Place</li><li>• Shelters in Abbey Grounds</li><li>• Restrict delivery times</li><li>• Not enough bins</li><li>• Need more greenery in the town centre</li><li>• Too many office blocks</li><li>• Not enough child friendly places</li><li>• Lack of seating outdoors</li><li>• Too muddy around lake at Abbey Grounds</li></ul> |
| Transport    | <ul style="list-style-type: none"><li>• Need better bus services that run later in the evening and go to more locations</li><li>• Need more and better bus shelters</li><li>• Need places for parents to drop off and collect children who cannot drive yet</li><li>• Better facilities for cyclists</li></ul>   |
| Safety       | <ul style="list-style-type: none"><li>• More CCTV</li><li>• More community policing</li><li>• vandalism</li></ul>  |

### Deer Park

#### Strengths

- Leisure Centre
- Cyber Café
- Good Schools
- Abbey grounds
- Farmers market
- Good food shops
- Good eateries
- Tourist attractions
- Cirencester Park
- Outdoor swimming Pool
- A&E
- Big supermarkets
- Churches
- History
- Four Acres Field, etc
- Corn Hall Concerts, Markets

#### Weaknesses

- Few outdoor eateries
- No exposed archaeology
- Poor variety of shops
- Poor games arcade/maintenance
- Not enough bins
- Too many office blocks
- Not enough child friendly places
- Better bus services - later etc
- Gym too restricted for young people
- Job Opportunities for young people
- Lack of youth centres
- Not much to do in the evenings
- Vandalism
- Lack of seating outdoors
- Too muddy around lake in Abbey Grounds

#### Opportunities

- Paint Balling

- Youth Disco
- Fast Food
- Eco Town
- Better loos which are open
- Five-a-side football (outdoors)
- Shopping mall
- Cinema
- Parkour facility (free running)
- Go Karting
- Game Station Centre
- Relocate Farmers' market – Forum
- Pedestrianise market place
- Shelters in Abbey Grounds
- More CCTV/Audio
- More internet cafes
- More community policing
- Graffiti walls
- Gym club
- Restrict delivery times

### Threats

- Businesses v. Leisure facilities (Land Use)
- Insufficient political representation for youth
- Too much tourism
- Vandals
- Cars, especially in places like Cricklade Street
- Becoming too big like Swindon

### **Kingshill - 29 March 2007**

Yellow stickies from maps

#### **MAP 1**

Kingshill

- Fast food restaurants

Abbey grounds

- More shelter
- Ice Cream
- Basketball court
- Concerts

Dyer Street

- Don't use it
- Nothing attractive
- It is a through route

Market Place

- Better shops
- Plants
- Fast food
- Not expensive
- Drop off points for parents

Corn Hall

- Have seen concerts there
- Only place to shelter for the bus
- Sports presentation there
- Don't use markets

Brewery Court

- Don't really use the Brewery Court area
- Place for teenage events - Nicolle Theatre

Cricklade Street

- Arcades
- Fast Food

- Clothes shops
- HMV

Antiques are boring

### **MAP 2**

Kingshill

- Park and ride

Abbey grounds

- Develop benches

Market Place

- More greenery
- More places for bikes to be locked up
- Put 2 way road one side of the market place and pedestrianise completely the other side
- Bus shelters

Sheep Street Island and Station Car Park

- Cinema and access/parking (modern design)
- Grass on roof of cinema (sustainable development)
- Complex near cinema inc. food

Brewery Court

- Food shops/restaurants (good quality)

Waterloo and Forum Car parks

- Refurbish toilets

City Bank

- Needs to be cleared up
- Skate park
- Tennis courts
- Cricket
- Astro turf
- Small hard court

St. Michael's field

- Develop benches

Keep Tesco

### **MAP 3**

Kingshill

- Houses to look more traditional and blend in Waterloo Car Park

- Make more use of it  
Develop areas of potential parking

Architecture attractive

Guided Walk

Make no decking!

## **CDC Vision for Cirencester: District Councillor Views**

### **MEMBER SEMINAR**

**22 MAY 2007**

As part of the Vision project, CDC hosted an externally facilitated consultation event for elected District Councillors to understand their views on what Cirencester needed. This was held on 22 May 2007.

Though the primary aim of the event was to determine the Council's land use planning policies in the preparation of the Supplementary Planning Document, some issues raised are relevant for the Community Plan.

- Market Place extended to Bingham House, traffic free and with a spectacular fountain, trees
- Cinema
- Cafe culture down Cricklade Street
- Archaeology exposed to reveal Roman history
- Flowers and open spaces
- Different types of markets on different days.

## **Town Council “Our Future Cirencester” Progress and Report (2004)**

Gloucestershire Market Towns Forum  
Our Future Cirencester  
- progress  
Market Town Partnership  
for Cirencester  
Health Check started in November 2002

Completed over the summer of 2003

Good involvement from Community

Much of the statistical work done by co-ordinators Jane Winstanley and Ian Donaldson of South Cotswold Voluntary Service

Analysis

In February 2004 a well attended meeting of the community met to conduct a SWOT analysis considering the Key Issues identified by the Healthcheck.

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An initial Partnership Steering Group was appointed

Phases

Steering Group met once in April 2004

Phase 1 ended May 2004

Phase 2 began in January 2006

3<sup>rd</sup> Consultation

Brewery Courtyard Sept 06