

Responses to Regeneration & Economic Development Strategy

ITEM	COMMENTS	Gloucester City Council Response
LEISURE	<p>1</p> <p>Having read the development plan one area that is being overlooked is the city park. The current park is not great and is not in a good location. It is in a not very nice part of town and there is no parking. It is just a field with an outdated play area. It is not a place to spend a family day out. Gloucester needs a grand park that will attract families from Gloucester and further afield. Currently I and other families I know have to travel to Pitville park in Cheltenham or further to have a nice day out. I feel our park should be landscaped with flowers, paths, lovely trees and a modern play area including a splash pool and sculptures. The council could ask people to submit ideas for a modern park with something unusual in it to make it stand out. I think the parks should have large no dog zones where families can picnic. For families the park needs a great play area. Brockwell Park in Herne hill, London has a great example of a playground for all ages and a sand area and splash pool.</p> <p>The current park could be sold for housing and a new location found for a new park. Possible locations could be:</p> <ol style="list-style-type: none"> 1) A canal side park--- As you look down the canal with Sainsbury's on your right and the peel centre on the left it would add so much to the area if the ugly factories on the Bristol road could be knocked down and a park built in their place. It could stretch all the way down to the rowing club. A nice family canal side walk could be created with sculptures or art in the pathway like the fish tour of hull. 2) On the edge of the city with nice countryside views and lots of parking, for example, Plock court, fields near C&G round about, fields on the way to Churchdown off the B4063, north Gloucester on the way to Tewkesbury or the Tuffley side of the city. 3) City centre parks--- To enhance the city centre and the shopping experience two parks could be created. One off Westgate Street in the triangle created between Archdeacon street and St Mary's square. The buildings to the side of the Dick Whittington pub could be knocked down up to Three Cocks Lane and the flats to the side of the church up to Archdeacon Street plus knockdown the ugly block of flats in that current triangle. This would enhance the lovely building on the side of the road the Folk museum is on and open up the lovely buildings on St Mary's square. It could be called cathedral park like Deans park in York. If a nice play area was included families could make a day out of visiting the folk museum and Beatrix potter museum and then have a picnic in the park. As it is linked to the cathedral the park could have musical sculptures for children to play on. And an Eastgate street park--- The current Eastgate market is expensive for the council to upkeep so could me knocked down and a park built instead opening up the space behind Gloucester museum and the library and Café Rene. 	<p>Landownership and resource availability are key inhibitors to deliver these agreed aspirations. However the strategy will be strengthened.</p> <p>Action: Amend final paragraph under Objective 2 to include:..... that underpin and strengthen the city centre, <i>including providing an improved network of open spaces and parks, within our regeneration projects.</i></p> <p>Add a further Objective, 6, underpinning the importance of public spaces in the city centre.</p>
LEISURE	<p>2</p> <p>There are lots of great things to do within a 30 minute drive from Gloucester but nothing much in the city. As well as a great park as mentioned above other ideas are:</p> <ol style="list-style-type: none"> 1. A free outdoor splash park like in Brockwell Park, Herne hill, London and Riverside meadows in Stourport on Severn within the new Gloucester Park for families to enjoy on a hot day. 2. An Indoor water park--- I think it would be best on the outskirts of Gloucester not in the centre like Splashdown water park in Poole, Dorset. 3. A Good soft play--- there is not a large scale modern soft play with a cafe serving fresh healthy children's food in the area. The size of Jolly Rogers in Swindon or Gambados would be good but not the dated décor or food. The soft play at Peppa Pig world is a good example of a modern soft play with large windows. The cafe would serve fresh healthy food not sausage beans and chips! 4. Canal trips that the Waterways museum could run- a family day out with a skipper on a canal boat where children can help with the locks and stop half way for a picnic. 	<p>These are not matters which can be delivered by the strategy. Objective 2 already makes reference to delivering heritage projects based around our museums and other attractions. This would encompass canal trips by the Waterways Museum.</p> <p>The leisure component is reinforced through a proposed amendment to Objective 1 which remains the Councils top priority, to reflect the changes to the activities needed to create a vibrant city centre.</p> <p>Action: Amend Objective 1, Point 1 to: <i>Kings Quarter Regeneration Scheme: delivering the "step change" in the city centre, to include retail and leisure components that reflect the aspirations of a modern city.</i></p>
EVENING ECONOMY	<p>3</p> <p>Another area that Gloucester could improve is its night life. Currently the options are Eastgate street or the quays. Eastgate street is dated and tacky. The quays is still quiet with little atmosphere. Here are some ideas for improvement:</p> <ol style="list-style-type: none"> 1. A concert hall maybe in a new complex with a theatre and art gallery like the Malvern theatre. Barton Street is not an ideal place for a theatre, we need a modern one in a good location. Gloucester is gaining a good reputation for alternative theatre through the great festivals such as Strike a light and the Jolt theatre festival. A nice location for this would be in a new park. 2. A Street food festival on Friday nights at docks like in Digbeth. 3. At the top of one of the new proposed hotels and roof top bar with views would be unique to the area. 4. Unique restaurants not chains that can't be find elsewhere or at least out of London – for example Dans Le noir, garlic &shots or restaurants ran by famous local chefs--- e.g. Tom Kerridge or the baker brothers. I am worried that there are too many chains in the quays and disappointed to hear that there is a proposal for a Brewers Fayre coming to the new quays development. I want Gloucester to have a personality and not become another generic city. We want to attract Independent Canal side bars as well and if they had beer gardens with comfy loungers/bean bags along the canal it would create a great atmosphere. 5. Theatre and music in an amphitheatre overlooking the canal. 6. An outdoor cinema. Open air cinema is coming to Cheltenham, we should be attracting things like this. 7. An Art house cinema like the ritzy in Brixton. 8. Stylish Adult only Bowling like Bloomsbury bowling in London. 9. Karaoke bar like the Karaoke box chain. 	<p>Through the successful delivery of the Strategy, and in particular Objective 2, the context will be set to enable these proposals to come forward, to be delivered by the private sector. However the positive impact that cultural activity has on the city is recognized and this is to be reinforced within the strategy.</p> <p>Action: Add to Objective 2, point 4: including our Museums and festivals. <i>Investigate further the provision of a new multi-use cultural venue.</i></p> <p>Add a further objective,7, recognizing and aiming to improve the city's cultural offer.</p>

		10. Pop up restaurants/supper clubs in cathedral and other nice buildings around the city	
<i>TOURISM</i>	4	<p>Currently the main attractions are the Cathedral and the Docks. I feel that Gloucester needs more to do especially for families to make it a place for day trips/weekend breaks/holidays. My ideas:</p> <ol style="list-style-type: none"> 1. A national Roman Museum. There is not a national museum about the Romans that can rival the London museums. It could be a multi--storey interactive museum linked up with the Horrible history team to make it a top class family museum focusing on how the Romans conquered and changed the whole country not just Gloucester, what they did for us, what life was like for children and families etc. Romans are studied in every primary school so it would be a big attraction for school trips. 2. Turn Ladybellgate House into a Robert Raikes museum. He played an important role in the history of education and it would be great to have a museum about him and social history on what life was like at that time for the people he schooled. 3. Linking to the history of the Wool trade in the area, Gloucester could host a modern knitting festival attracting artists from all over the world such as Tatyana Yanishevsky, Magda Sayeg's street art and Patricia Waller. The art work could be shown all over the city including some Yarn bombing-- maybe of the cathedral! 4. Buskers could be encouraged to play along the walkway from the quays to town to link the two. 5. To celebrate Gloucester in literature we could have a tail of Gloucester statue and Dr foster statue plus other notable characters dotted around the city. 6. A large market style food hall full of local food (a bit like the new service station) 	<p>The City already has an excellent cultural offer through its museums, festivals and major events including the Victorian Market and Tall Ships Festival. The strategy also looks to make further improvements to the markets offer which could include a more enhanced food offer. However the importance of events to the city cannot be underestimated and this needs to be recognized through a specific objective</p> <p>Action: A further Objective has been added, 7, aiming to improve the city's cultural offer and recognizing the benefits of a comprehensive events programme.</p>
<i>URBAN ENVIRONMENT</i>	5	<p>There are many lovely buildings in Gloucester but sadly they are either overshadowed by nearby post war developments or are being used by cheap/budget shops with ugly shop fronts and not being looked after. I have the following specific suggestions to improve the town centre:</p> <ol style="list-style-type: none"> 1. Northgate street--- the building on the corner of Worcester street and Northgate street is a real eyesore, could it be knocked down and replaced maybe with a building in a similar style to the white building on the opposite corner of Worcester and Northgate street? Also the buildings either side of the Northend Vaults pub really stand out for the wrong reasons, could these be knocked down and replaced as well? 2. Eastgate street--- Between the Leisure centre and Clarence Street. This is a main street into town and it really lets Gloucester down. It's not a nice area to go out in and the shops are not great. 3. Shop signs--- I am aware that there is council guidance for shop fronts but could there be a way that the council can enforce it on all shops so that they all have the old style fronts like Waterstone's and the Bodyshop. There are some shockingly cheap looking signs on some shops like the signage on the building on the corner of Westgate and Southgate street. 4. Can the council have any say on what type of shops can trade in Gloucester as there are too many discount/ bargain shops--- the 99p food outlet being an all time low for the area. 	<p>The City Council already has a programme to improve ugly facades and tackling smaller sites which detract from the city. Buildings requiring attention are not in the ownership of the City Council although it is highly proactive in working with those owners to secure improvements.</p> <p>Any new signage needs to comply with relevant guidelines which have been developed to improve standards.</p> <p>The Council has limited influence over the types of shops that open in the city.</p> <p>Action: No further change.</p>
	6	<p>There is missing any explicit mention of the need for additional four star hotel development plus other hotel accommodation city centre There is missing the aspiration for the development (or at least investigation into the development) of a new multiuse cultural venue.</p>	<p>Both points are agreed.</p> <p>Action: Objective 2, Point 1 amended to delivering innovative housing, a <i>quality hotel offer</i>, enhanced leisure,....</p> <p>Add to Objective 2, point 4: including our Museums and festivals. <i>Investigate further the provision of a new multi-use cultural venue</i></p> <p>A new objective, 7, has been included which contains a recognition of the need to work towards a state of the art cultural events hub.</p>
	7	<p>I like this document. The priorities feel right to me, and I think a lot has already been delivered in the last 5 years. I bet you don't get many positive emails, so I hope you find comments like this encouraging! Keep up the good work!</p> <p>Only thought would be to keep on looking forward. The improvements planned will be excellent, but will probably make other bits of the city (that currently feel OK) look shabby in comparison (I think, for example, of what Debenhams, perhaps even Kings Walk, will look like alongside a brand new Kings Quarter development of new build units...)</p>	<p>Comments are noted.</p>

	8	<p>What is the plan to buy 27/29 Commercial Road when I was told, by the council, that the conditions of its purchase were too restricting? - The Gloucester Sea Cadets remain interested.</p> <p>I see no mention in the plan about linking bus and rail services, surely this is a priority with the land on the far side of the station now owned by the Council?</p> <p>Bath have proved by their One Stop Shop for Council and 3rd Sector services to be housed in one location and surely this is the Customer focus that should be in the City Centre plan is we are going to effectively serve the residents with the reduce funding we all have.</p>	<p>Discussions are ongoing with a potential developer in relation to 27/29 Commercial Road.</p> <p>Linking bus and rail services is an important aspiration and one that is picked up through relevant transport strategies. The City Council itself is in the process of building a state of the art bus station which will promote linkages.</p> <p>The City Council continually strives to improve services to the citizens of Gloucester. There are no proposals at present to deliver a one stop shop function other than the existing services that the city offers. Although this is subject to continuing review to ensure optimum service delivery.</p> <p>Action: No change</p>
	9	<p>Following an open invitation for comments on the Regeneration and Economic Development Strategy I thought I'd write in.</p> <p>Firstly I'm a Gloucester 'import' having moved here from London in 2009 but this document makes me proud to call this my home. The vision is clear and the evidence is already showing the plan is working.</p> <p>The invitation was to comment on priorities. If there is an area I'd like to see prioritised it's new venues needed to help deliver 'Improved cultural facilities'. At present there is not one conferencing facility for 400+ people and nothing with an auditorium. We are always on the hunt for something to hire for our growing congregation but end up hiring in Cheltenham due to lack of options.</p> <p>Many larger companies based in Gloucester could also benefit from this - I know Lloyds went all the way to Birmingham - imagine if we could provide conferencing locally? Rumours of a new music venue has gathered support and in partnership with The Guildhall a new multipurpose conference facility could bring bigger artists through the city as is exemplified elsewhere in the country.</p> <p>Thank you for inviting opinion, I hope you get the overwhelmingly positive response this vision deserves. Both personally and as One Church we're behind it.</p>	<p>Comments noted.</p> <p>Action: Add to Objective 2, point 4: including our Museums and festivals. <i>Investigate further the provision of a new multi-use cultural venue</i></p> <p>A new objective, 7, has been included which contains a recognition of the need to work towards a state of the art cultural events hub.</p>
OTHER	10	<p>It is incredibly frustrating after all these years of banging on about our peripheral communities that they are still completely marginalised by this strategy, assets that are not in the city centre such as Robinswood Hill are completely disregarded and there seems to be a belief that the heritage of the city does not extend beyond the area around four gate streets, docks and canals.</p> <p>It's all very well committing to ABCD and the development of small sites in words but history has demonstrated that members and developers are most in their comfort zone talking about the city centre regeneration. If I had seen any evidence of investment in the peripheral neighbourhoods of a comparative scale to the city centre over the past decade then I would have more faith in the plan. Until then I will live in hope but with little expectation!</p> <p>I will believe it when I see it.</p> <p>It's just continuous waffle. Claims of increased business, one opens and another closes.</p> <p>It will be as big a white elephant as The Quays and take more away from the historic centre of the City.</p> <p>It will make it more and more difficult for the disabled to get into the centre.</p> <p>Just waffle</p>	<p>The primary issues relating to regeneration and economic development, including solutions, are based in the city centre. However that is not to underplay the importance of the wider society and environment within Gloucester. Eight key objectives are identified within the strategy, one of which, objective 4, which talks about local communities and estate based regeneration proposals.</p> <p>Action: No change</p>
	11	<p>On behalf of my trustees I would like to confirm our complete support for your exciting regeneration plan which we hope to be very much part of.</p>	<p>Noted</p>
	12	<ul style="list-style-type: none"> • Vision21 welcomes the initiative of the City Council in proposing ambitious plans for the regeneration and development of Gloucester city centre and offers its support in taking forward a worthwhile programme. • Vision21 is concerned, though, to see that the development strategy contains little reference to sustainability from either an economic, social or environmental perspective. • Of particular concern is the complete absence of any environmental ambitions, particularly those to do with global climate change, carbon reduction, energy conservation, etc. 	<p>All parts of the city are readily accessible on foot. Good pedestrian linkages have already been provided between the Quays and the city centre. All new development will continue the objective of permeability and linkages for pedestrians.</p>

	<ul style="list-style-type: none"> • Such environmental issues are not to be seen as romantic idealism unrelated to economic development but rather as underlying principles fundamental to any realistic future vision. • Climate change is clearly a global issue but with significant local ramifications, in terms of both mitigation and adaptation: mitigation through reduction in GHG emissions; adaptation through planned resilience to future changes in extreme weather events. • Such environmental ambitions are not in conflict with long-term economic development but will form part of a city profile asserting high standards attractive to potential investors. • Gloucester City centre is already highly fragmented. The physical proposals outlined in the strategy re-inforce this fragmentation, creating many sub-centres, which are too far apart to maintain any spatial coherence. • It is good to see mixed land uses proposed for the central areas particularly to see a range of different types of housing. • There is still an over-reliance on retail as the predominant land use. Retail alone is increasingly recognized as no longer sufficient to sustain central areas and mitigates against evening and night-time footfall. • Vision21 is happy to assist in the further development of the City Centre Strategy, to provide more detailed responses to the draft document if they are welcome, and to participate in any future partnership meetings or work groups. 	<p>Reference will be made to the need for development to be sustainable.</p> <p>Action:</p> <p><i>Amend Objective 1, Point 1 to: Kings Quarter Regeneration Scheme: delivering the “step change” in the city centre, to include retail and leisure components that reflect the aspirations of a modern city.</i></p> <p>Add additional final paragraph in “The Big Picture Section” - <i>Our ambitions for growth will have enshrined as a key objective sustainability. By sustainability we mean achieving growth that meets the needs of our neighbourhoods and the local community in a way that enhances the quality of life and sense of well-being, without damaging the natural environment or compromising the prospects of other neighbourhoods, now and in the future</i></p>
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