

Gloucester Growth Strategy

Project Brief

August 2023

Gloucester City Council is preparing a Growth Strategy for the city of Gloucester. This project brief presents the background and purpose of the Strategy and it outlines how the Council is drafting it.

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Gloucester is an ambitious and growing city. In recent decades it has changed significantly, seeing new and changing communities, new commerce, and the renewal of much of its former industrial past. In the city centre the past 40 years have witnessed the transformation of the Gloucester Docks and the regeneration of much of the adjacent city centre. The Council maintains an ambitious regeneration programme, supporting and facilitating the redevelopment of key major sites to accommodate new infrastructure, homes and business premises. Issues like climate change, the transformation of the high street, and the emergence

of new industries and ways of working mean that Gloucester needs to continually adapt to grow to meet new opportunities.



What's the purpose?

The Growth Strategy will set-out how Gloucester aims to *build a greener, fairer and better place* (ref Council Plan 2022-24), providing strategic direction not only to the Council but to its partner

organisations, businesses and the public. It will be city-wide and will present a summary of:

- The recent progress made in securing growth and regeneration
- The challenges that need to be addressed through growth
- Gloucester's strengths and the opportunities facing the city.
- Proposed funding/delivery options for identified projects/programmes

The Growth Strategy will also guide the Council's investment in the regeneration of the city centre, highlighting opportunities for its own properties and that of third parties as well as providing context for

- Housing and population growth
- Social inclusion
- Economic inclusion
- Addressing climate change
- City centre regeneration
- Digital infrastructure and inclusion
- Culture and leisure
- Building stronger communities

future bids to external funding sources, including Government. It will focus on physical growth and development within the municipal boundary of the City and will have a nominal five year period (to 2028) to enable short and medium term planning.

How is the Growth Plan being prepared?

The Plan is being drafted by Gloucester City Council in consultation with key partners and stakeholders including the Gloucester City Centre Commission who will provide a more formal advisory role. It will be prepared over the period June to December 2023. Following drafting and consultation with partner organisations the Strategy will be presented to Gloucester City Council Cabinet for adoption in spring 2024.



Section 1 - Context

- Desk top review of strategies and Plans:
- Review of the city's strengths, weakness, opportunities and threats
- Discussion with key stakeholders – within and without Gloucester City Council

Section 2 - Aims and plans

- Key aims and objectives
- Action plans

Section 3: Consultation

- Gloucester City Council members and service managers,
- Partner organisations and stakeholders

Production timescale

June 2023	Presentation of terms of ref to Cabinet Briefing and to City Centre Commission
June 2023	commence recruitment of resources
August – Sept 2023	draft Section 1, including discussions with main partners
Oct 2023	draft Sections 2 and 3
Nov – Dec 2023	consult with partners
Jan 2024	produce draft for submission to SMT and Cabinet Briefing
Feb 2024	Adoption by Cabinet