

Gloucester CITY VISION

‘A city ambitious for its
future and proud of its past’
2012-2022



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Paul James - Leader of Gloucester City Council

The Gloucester City Vision 2012-2022 document sets out what we want to achieve for the City over the next ten years.

The City Vision lays out our key strategic priorities for the City which all public, private and voluntary sector partners will aspire to

deliver. The City Vision will provide an overarching framework for all partner's strategic plans including important City Council documents such as the Joint Core Strategy and the Gloucester City Plan.

The priorities set out in the City Vision are based on numerous conversations with, and comments received from, more than 1,000 residents and partner organisations during the three month consultation held in Summer 2011. These priorities are supported by statistical evidence about the City. If you want to read the full consultation report, this is available at www.gloucester.gov.uk/cityvision.

Partners in the City have achieved a great deal in recent years, including getting 1000 people back into work, attracting over £500 million of investment in regeneration, reducing crime, supporting 200 new businesses in the City in 2010/11 alone and delivering numerous activities for our children and young people. Furthermore, through working in partnership, we have levered in significant external funding which has directly benefited our communities and we will continue to do so.

I believe we can be proud of our achievements to date, but I know that we still have much to do to deliver the City Vision and by working together we can achieve it.

Paul James

Chair of the Gloucester Partnership
Strategic Group and Leader of
Gloucester City Council



St Oswald's SOTA Retirement Village



The Subways - Gloucester Guildhall



Westgate Street - Gloucester City Centre



The Quays Shopping Centre



Special Exhibitions & events at City Museums



The Candle light sculpture - Gloucester Marina

Your VISION & OBJECTIVES



The Vision for the future of Gloucester as chosen by our residents, is:

Gloucester will be a flourishing, modern and ambitious City, which all residents can enjoy.

The Partnership Board supports the focus on economy and our communities as expressed by our residents. We will work to encourage sustainable economic growth for the City's expanding population by driving forward its regeneration programme. This will strengthen the City, particularly its centre and make the most of our infrastructure.

The five key aims will be delivered through two strands **Your Prosperity** and **Your Community**.



Key aims chosen by our residents are:

- 1 A flourishing economy and City Centre which meets the needs of our residents, businesses and visitors.
- 2 A vibrant evening economy.
- 3 A City which improves through regeneration and development.
- 4 A City where people feel safe and happy in their community.
- 5 A healthy City with opportunities available to all.

How we got here

The City Vision and its aims are based on what residents of the City have told us.

In preparation for writing the City Vision we re-visited all previous Council and partner consultations to build a picture of what you have been telling us. This information was then matched against statistical evidence in order to enhance our understanding of what the City needs.

This draft document was taken out for consultation for three months during summer 2011 for the biggest, most inclusive and robust consultation exercise Gloucester has seen. More than 1,100 residents completed formal responses and many more took part informally at community gatherings and other events around the City.

This new City Vision document has been created by collating all of this information and we are confident we have reflected the true opinions of our residents and partners.



Young people having their say



Gloucester's KEY FACTS &

Cheltenham & Gloucester Head Office



Population, growth & housing

Gloucester City has a population of 119,700 (2008), which is set to grow to 154,300 by 2033.

The age profile of Gloucester is varied, having a considerably higher proportion of young people and working-age people than the rest of the County.

Gloucester is also set to have a sharp population rise in those aged 65 and over, which has serious implications for housing provision, health and adult care services across the City.

The black and minority ethnic population (BME) stands at 9.8% with approximately 100 languages and dialects spoken. Some of the most translated languages are Czech, Polish, Urdu and Chinese.

Emerging predictions from the Joint Core Strategy suggest the City will generate 7,600 new households from 2011 to 2020. To provide for this the current target is to build 325 new dwellings in the City every year, with additional housing being supplied through urban extensions on the City's edge.

The Housing Needs Assessment has suggested 60% of new housing in Gloucester should be private housing and 40% affordable.

House prices in Gloucester are the lowest in the County. Although there is still a high demand for rental properties and affordable housing.

The delivery of new housing developments could mean building on green belt land on the periphery of the City's boundaries, working alongside neighbouring authorities.

Creating place, reducing crime & climate change

61% of residents we spoke to were proud of the City and 51% of our young people agreed.

By April 2011, crimes of local concern had been reduced by 29.3% over the previous three years and during the last two years the number of arson incidents in the City has decreased by 14.6%.

In July 2011, 57.1% of residents in Gloucester surveyed, said they agreed or strongly agreed that the police and local Council were dealing with anti-social behaviour and crime issues that mattered in their local area.

During the Safer Gloucester 'Have your say' events which took place in six areas across the City, 91.8% of residents surveyed felt safe when walking alone in their neighbourhood in daylight and 49.8% of those asked felt safe after dark.

From our consultation, we found 88% of people feel safe or very safe in the City Centre during the day, but this dropped to 44% in the evening.

Gloucester's natural environment includes 17 parks and 141 smaller parks, garden areas and public open spaces. There are seven designated Local Nature Reserves and two Sites of Significant Interest; despite this many residents feel they have a lack of access to green space.

Air quality in the City is generally good, although traffic congestion raises pollution levels particularly at peak times. 2.5 tonnes of carbon dioxide, per resident per year in Gloucester is being emitted (excluding road transport).

Climate change will have an influence on all our lives; it could increase the likelihood of flooding, storm damage and alter our biodiversity.

There are 707 listed buildings in Gloucester.

68% of people we spoke to use public transport regularly; levels of commuting outside of the County are low compared to neighbouring counties.

ISSUES

Health, deprivation & communities

Gloucester has a number of strong neighbourhood and residents' groups. 52% of the people we spoke to felt they volunteered in their local community in both formal and informal ways.

64% of people we spoke to were proud of their local community.

The City has strong community cohesion with 87% of respondents agreeing people in their area get on well together (Place survey 2008).

Gloucester is ranked 118 out of 354 in the deprivation index for local authority areas in England. Four of its wards (Podsmead, Kingsholm and Wotton, Matson and Robinswood and Westgate) have areas which are amongst the 10% most deprived in the country.

Alternatively, there are a number of areas in Gloucester which feature in the most affluent 10%; these include Longlevens and Hucclecote.

Women living in the more affluent areas had a life expectancy at birth of just over 86 years compared to just under 79 years for those living in the most deprived areas. For men in the more affluent areas, life expectancy was 9 years higher than in the most deprived areas.

Health outcomes are worse in some areas and, amongst other things, this can be linked to levels of deprivation.

The 2009-10 Director of Public Health's Annual Report showed the City to have higher levels of smoking, obesity and rates of alcohol related hospital admissions than the County average. It also showed that Gloucester has the highest early death rate from coronary heart disease in the County and a higher rate of respiratory diseases, cancer, anxiety and depression compared to both the County and England rates.

National studies suggest that there may be 1,560 households with no access to basic banking and a further 4,690 that have no current accounts.

81% of people we spoke to felt the City had enough opportunities to keep them healthy with parks, sports groups and great facilities like GL1 being mentioned.

Economy, skills & unemployment

The City's key employment sectors are public sector, finance and business services, manufacturing, care and distribution, retail and wholesale.

Gloucester attracts 5.9 million visitor trips each year. Annually, visitor spend is £207 million. However our consultation found that 59% of visitors said the City didn't meet their expectations, with many stating that it needs to improve as a shopping destination and there is a lack of high quality places to eat.

45% of people shopped in the City rather than visiting other locations.

52% of people didn't visit Gloucester in the evening, with reasons ranging from: they feel unsafe, lack of choice & some people felt Gloucester catered for a younger market.

Unemployment (claimant rate) in Gloucester City stands at 3.9% (Oct 2011), which is level with the national average. Westgate is the highest claiming ward at 7.8%.

Performance in many of the City's schools is high, although educational achievement as a whole for the City's children is lower than we aspire.

50% of young people we spoke to said they needed more support with employment advice especially CV writing and interview skills.

The UK Business Activity, Size and Location 2011 (ONS) estimates in 2010 there were 4,200 businesses in Gloucester equating to approximately 64,000 employees (Business Register and Employment Survey 2010). 53% of people live and work within the City (Annual Population Survey 2008).

The majority of business units are small employers with almost 70% of businesses in Gloucester employing fewer than four employees in 2010.

Key employment opportunities in the City are the City Centre, Kingsway and Waterwells Business Park in the south and Gloucester Business Park on the outskirts of Gloucester in the east.



Your PRIORITIES



Folk Museum Education Centre – Gloucester



Stonemason in Gloucester Cathedral



Gloucester City Museum launch



Baker's Quay

Your Prosperity

To deliver:

- **A flourishing economy and City Centre.**
- **A vibrant evening economy.**
- **A City which improves through regeneration and development.**

The Vision will achieve this by:

- Creating a City centre which has a strong retail offer and a diverse mix of uses, which meets the needs of its residents, businesses and visitors.
- Encouraging a vibrant and diverse evening economy where people feel safe.
- Creating new affordable housing, as well as a good mix of property types across the City, to accommodate our growing population.
- Growing the City's tourism business through promotion and marketing of the City's existing assets, as well as encouraging new attractions within the City.
- Working with businesses, schools and higher education organisations to provide work experiences and apprenticeships to help keep our talented young people in the City.
- Working with Colleges and the University to ensure our young people have the skills needed to work within Gloucester.
- Continuing the physical regeneration of the City attracting new employment opportunities for local people.
- Working together to maximise income for the City's residents.
- Designing out crime from new developments to reduce fear of crime.
- Celebrating the City's historic buildings and working to bring older buildings back into use, using them as a cornerstone of the City's visitor economy.
- Promoting green transport options to our residents and lobbying for better and more regular train links and road routes.
- Promoting inward investment opportunities and employment land for both new and existing businesses, selling Gloucester as a great place to do business.



Your Community

To deliver:

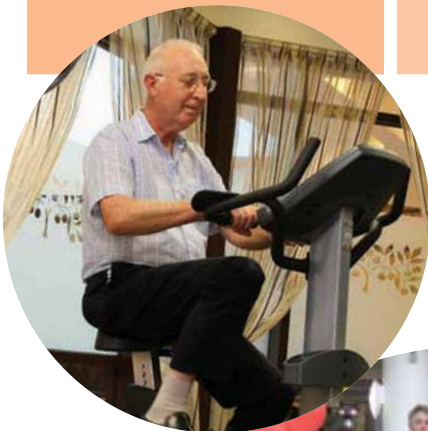
- **A City where people feel safe and happy in their community.**
- **A healthy City with opportunities available to all.**

We will support our residents by:

- Empowering communities to work alongside public bodies and make decisions about their areas for themselves.
- Building pride in our neighbourhoods and in the City, by building on our past and working together to improve the present and the future.
- Celebrating our rich and diverse heritage and culture.
- Tackling the City's deprivation and inequalities in a co-ordinated way.
- Working with communities and voluntary and community sector organisations to provide activities for children, young people and vulnerable groups.
- Working alongside schools and educational bodies to increase educational attainment for young people across Gloucester.
- Encouraging better use of the City's numerous parks and open spaces and work with communities to continuously improve and develop them.
- Working to ensure people feel the City is a safe place to live, work and visit.
- Striving to prevent crime and tackle criminals who cause most harm to the life of the City.
- Confronting crime which disproportionately affects areas of social deprivation, and targeting crime and anti-social behaviour hotspots.



Tuffley Rose Garden community planting day



British Heart Foundation - Gloucester - A Heart City



Detailed action plans will be drawn up with partners in early 2012. Projects to tackle these issues will be underway by mid 2012. The action plans will be updated annually and will be viewable online at www.gloucesterpartnership.org.uk.



Fun days at Hempstead Market

gloucester partnership

www.gloucesterpartnership.org.uk

Photographs courtesy of: Gloucester Partnership, Thousand Word Media and the Creative Commons community, including: Jeff Arris, Dominic Heard, Julian Jones, Adrian Boliston, Al Cooper, welovethesky, USDA, NHS Health Trainers, Gloucester City Council, Slam 69 Bicycles, Marketing Gloucester and Gloucester City Homes.

This document is produced in partnership with: Gloucester City Council, Gloucester City Homes, Gloucester Heritage Urban Regeneration Company, Gloucestershire Constabulary, Gloucestershire County Council, Gloucestershire College, Gloucestershire First, NHS Gloucestershire, Aspire Sports and Cultural Trust, Voluntary and Community Sector and with City businesses - working together for your City.

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Want more information? Then sign up to the newsletter by emailing city.vision@gloucester.gov.uk

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gloucester
**YOUR
CITY**

