

Cam and Dursley

Community Plan



Cam and Dursley Community Plan

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1 The Community Planning Process

What is a Community Plan?

- 1.1 A 'Community Plan' is a plan prepared *by and for* the community which looks ten, twenty or thirty years ahead and includes proposals for the community's future, based on sensible principles of social inclusion and sustainability. In the Community Planning Process, the community works with its local authority, central government and private sector partners to plan and promote the future well-being of the community. The Local Government Act of 2000 placed a duty on Local Authorities to prepare Community Strategies and in Gloucestershire, this is happening at County and District level. Towns and Parishes in turn prepare plans that contribute to and reflect the wider area.
- 1.2 A Community Plan should help to ensure that the community is actively involved in influencing decisions on all aspects of its future, especially about local services, projects and programmes which affect people's lives. Health, education, the economy, transport, safety and the environment are all key concerns of local people.
- 1.3 The Plan does not have to be submitted for approval to anyone other than the community. Nevertheless, those organisations from which financial support may be sought for a particular project, will wish to understand how it reflects the overall plan and how it is justified, as well as the benefits it will bring to an area. Not being a 'statutory' document, there is no prescribed form or content for the plan, so the plan may deal with any issues that concern the community at a particular time, while leaving issues that do not currently concern the community for consideration when the plan is reviewed at a later date. The plan has no finite life and can be reviewed at any time.
- 1.4 A Community Strategic Plan should:
 - Help the community take responsibility for its own future.
 - Encourage the community to become involved in its future.
 - Help ensure that the community influences projects and programmes rather than being influenced by them.
 - Keep pressure on those responsible for delivering projects and programmes to deliver on time and on budget with clearly measurable outputs.
 - Provide a yardstick against which communities can measure new projects before deciding whether or not they want them.
 - Allow the community to undertake projects at its 'own hand'.

How does this plan link to the agreed 2005 Plan?

- 1.5 A Community Plan is prepared by and for the community; including proposals for the community's future based on the principles of social inclusion and sustainability. It is designed to work with and complement the Statutory Plans prepared by District and County Councils and other bodies. This Plan was commissioned by Cam Parish Council and Dursley Town Council, as an update to the

original 2005 Plan developed through the Market and Coastal Towns initiative. The process was delivered by Vale Vision Development Trust, supported by a small working group. Funding was provided by Dursley Town Council, Cam Parish Council and Stroud District Council.

How did we consult with the community?

- 1.6 The identification of issues was tackled through community discussions, structured questionnaires, ad hoc comments and through the consideration of the working group. We held eight public consultation events (details in Annex D) collecting 388 comments from a total of 350 local residents.
- 1.7 6500 residential questionnaires were delivered across Cam and Dursley, with the assistance of the Cam Parish Council Newsletter distribution process and the 1st Dursley Scouts. Responses were completed on-line or returned to the respective Council Offices or by post or to the Vale Vision shop.
- 1.8 We received a 7% response rate from the residential survey which was disappointing in quantity but they comprised over 400 detailed comments. A summary of findings is shown in Annex D.
- 1.9 Nearly 300 Business questionnaires were delivered to all retail and other businesses with identifiable premises in Cam and Dursley. Responses were completed on-line or returned to the Vale Vision shop. We received a 10% response rate.
- 1.10 Following the analysis of the responses and comments we have identified further actions to support the key findings and the Development Vision.

How does it link with the current Neighbourhood Development Plans?

- 1.11 A Community Plan can be used to inform the development of a Neighbourhood Plan. It can include items that do not figure in a neighbourhood plan as that plan will be focused more on matters related to Land and Development Planning. A Community Plan has no statutory importance whereas a Neighbourhood Plan, when adopted, is a part of the overall planning and development framework.
- 1.12 Cam and Dursley Councils are developing separate plans for their elements of the area and will shortly be entering the formal consultation and development process.

2 The Cam and Dursley Area

Location and Population

- 2.1 Cam and Dursley are on the edge of the hills of the Cotswold scarp. Development has been along the line of the valley of the River Ewelme, which becomes the River Cam in its lower reaches.
- 2.2 Cam and Dursley are 15 miles south of the city of Gloucester; 23 miles from Cheltenham, 25 miles from Bristol, 28 miles from Bath and 112 miles from London.
- 2.3 The nearest commercial airports are Bristol which is around 35 miles away and Birmingham which is about 75 miles distant. Cam and Dursley are located close to the M5 motorway but without a direct access point. There is limited access to the national rail network through the Cam and Dursley Station at Cam.
- 2.4 The relevant local authorities are Stroud District Council and Gloucestershire County Council. Both Cam and Dursley have tertiary local government units. There is a Parish Council in Cam and a Town Council in Dursley.
- 2.5 The total population of the Cam and Dursley area is about 15,000 people. The population of Cam has grown to around 9,000, mainly due to recent housing development. The population of Dursley is about 6,000. The two communities now constitute one continuous built up area sharing a range of facilities although remaining separate tertiary local government units.
- 2.6 Although no precise migration figures are available for the Plan Area, in the ten years to June 2001, migration into Stroud District was c1,500 - mainly from the South East of England. Recent movement into new housing estates at Bymack's, Littlecombe, Mawdsley's and Boulton Lane has increased the joint population and there has also been some infilling development.

Brief Economic History

- 2.7 The first written record of both Cam and Dursley is in the Domesday Book. Both settlements were centred on agricultural activities for centuries, Dursley becoming the Market centre for much of the surrounding area. It still provides a range of core services including banks, solicitors, doctors, dentists and other professions, a swimming pool, library, sports centre and golf course. Cam, a large linear parish, originally comprising distinct settlements of Upper and Lower Cam following the Ewelme/Cam Valley, has seen much recent housing and population growth, as well as some new light industry.
- 2.8 The area's early prosperity derived from the Cotswold woollen trade, which provided work for many people in the area, usually working from their cottages. Over time, much of this cottage industry was transferred to mills in Uley, Cam and Dursley. In the early 1800s, with the end of the Napoleonic Wars and a shift away from water power, the woollen trade went into decline and many of the mill

buildings were adapted for other uses. Agriculture remained a significant local activity in terms of land use but now employs a very limited number of people.

- 2.9 Reflecting the agricultural hinterland and local resources, Robert Ashton Lister set up an agricultural repair business in Dursley in 1867. This developed into the engineering firm of R.A.Lister, a world-wide business which became the main employer in the town for more than a century, employing some 4,000 people at one time at its main foundry and factory location in the Ewelme/Cam valley. Following the dramatic contraction of the business in the 1980's and 90's, the site was purchased by the Regional Development Agency as part of a plan to restructure the Lister-Petter business. The site is now owned by Stroud District Council, renamed as Littlecombe, all existing industrial buildings have been removed and a number of new houses built with further housing currently being developed. A new Community Hospital has also been established on the site with a number of light industrial units built and occupied.
- 2.10 Other industries that developed included the manufacture of bicycles - the Pedersen Cycle; printing - Bailey's Gazette newspapers; electric motors -- Mawdsley's; carpets - Champions; cloth for billiard tables (formerly for The Gloucester Royal Hussars and other military uniforms) - Winterbotham's and the furniture upholsterers - Bymacks. Nearly all these industries have now disappeared and many residents now commute to Bristol, Gloucester, Stonehouse, Stroud, Cheltenham or Swindon, or further afield to work.
- 2.11 The development of Britain's first commercial nuclear power station at Berkeley with its associated laboratories, part of the expansion of the 'knowledge based industries' in the 1960's, followed closely by Oldbury Power Station, provided significant employment in the area. Prior to commissioning these two power stations significant local labour had been employed in their construction. During operation a skilled workforce supported the Power Station and Laboratories. However, Berkeley Power Station is now almost fully decommissioned and only a small workforce remains.
- 2.12 The total workforce in Cam and Dursley is estimated at 8,000, but the number of people actually employed in the area had declined considerably since the plan was produced with the final closure of Lister-Petter and the transfer of Lister Shearing outside the area. The small businesses which have been established recently in Cam's business/industrial area and on Littlecombe are not comparable in terms of employment to those which have been lost. However, Stroud District Council is planning to increase the number of small business units to provide up to 20 further business units with space for 120 permanent jobs.

Market Town Services and Business

- 2.13 The main retail and service centres in the Plan area are Dursley town centre, with 126 shops and service units and Cam with 31 units.
- 2.14 The major shopping change in Dursley has been the opening of a Sainsbury's Supermarket in the Town centre. Other changes have seen the transfer of the Co-op store in Cam to Tesco, the Kwik Save store to Lidl, and the Somerfield store to Iceland. Larger supermarkets are available in Stroud and Quedgeley.

- 2.15 A substantial number of shoppers travel to Gloucester, Cheltenham, Bristol and Cribb's Causeway, Bristol, to shop mainly for the large range of non-food and specialist shops available, particularly clothing shops.
- 2.16 There have been in the last few years some new cafés and gift shops in both Dursley and Cam. There are small shopping centres at Kingshill and Woodfields but now only one neighbourhood store in a residential area of Dursley.
- 2.17 New industrial units have been created at Littlecombe Business Park and occupancy is high. The other major industrial site is at Draycott, Cam. The 'key' strategic employment sites in Gloucestershire, which will be targeted at inward investing companies, are not in this Plan area but are at Gloucester Business Park, Stroudwater Business Park, Sharpness Docks, Tewkesbury Business Park and Waterwells Business Park.
- 2.19 Local agents report that, although there is demand for small business units, locally based industrial and office based companies have considerable difficulty finding the right kinds of business space within the Plan area. There is also demand from businesses for sites to develop premises for their own use.
- 2.20 The two main sites in the Plan area available for future business development are the 11.6 ha extension to the Draycott Estate in Cam and the Littlecombe site in Dursley, which is being developed for a mix of uses including housing and employment. (See Littlecombe below.)
- 2.21 Business rents in the Vale Vision area vary from £21/m² to £54/m², depending on the size and condition of the property, and have been fairly static for a number of years.
- 2.22 Apart from national support programmes, neither Cam nor Dursley companies qualify for additional incentives, while reported skills shortages in the Vale Vision area include food manufacturing at all levels, metal and machinery manufacture, construction, customer service/sales, IT, tourism and local government. There is an evident legacy of inflexibility in the local skills market, reflecting the traditional employment patterns and limited investment in skills training by previous major employers who have now disappeared or relocated.

Tourism and the Countryside

- 2.23 There are more than thirty national visitor attractions and festivals in and around the Vale Vision area and the Cotswold Way passes through the area including Dursley Town Centre. However, the area does not benefit greatly from tourism or linkages with these attractions and there is limited tourist accommodation in Dursley and Cam. Walkers using the Cotswold Way may utilise local bed & breakfast facilities, depending on their progress.
- 2.24 Major attractions in the surrounding area include:
- Slimbridge Wetland Centre, founded by Sir Peter Scott in 1946, part of the Wildfowl & Wetland Trust.
 - Westonbirt, The National Arboretum.
 - Berkeley Castle.
 - Dr Jenner's House at Berkeley.

- Cattle Country Adventure Park at Berkeley.
 - Newark Park - National Trust.
 - The William Tyndale Monument at North Nibley.
 - Uley Bury - ancient hill fort.
 - Hetty Pegler's Tump - an ancient British burial site.
 - Woodchester Mansion.
 - Woodchester Valley - National Trust.
 - Lister Tyndale Steam Fair & Country Show.
 - Frampton Country Fair.
 - Bristol & Gloucestershire Gliding Club at Nympsfield.
 - Stinchcombe Hill Golf Course.
 - Cotswold Edge Golf Cours.
 - The Gloucester -Sharpness Canal - a major attraction for Canal Boat enthusiasts and other waterside pastimes.
- 2.25 The area's wonderful countryside, with views from the wooded Cotswold scarp to the Severn, Forest of Dean, South Wales and the Malverns, is a major attraction for both residents and potential visitors. The Plan area is traversed by the Cotswold Way, a National Trail. The fifteen designated 'Ancient Woodlands' are a dominant feature of the area and there are four Conservation Areas within the Plan area at Stinchcombe, Nympsfield, Uley, and Dursley, plus ten scheduled monuments and one Historic Park and Garden.
- 2.26 However, there has been a gradual decline in both the built and natural environment in the Vale Vision area. Both have suffered from diverse and contradictory pressures on land use and a lack of coherence and quality in the design of buildings and the building materials used. There are many interesting individual buildings, but much development has been piecemeal.
- 2.27 Dursley and Cam have limited tourist or visitor accommodation. There are some bed & breakfast establishments and one or two inns but no hotels of any standing. Visitor facilities in Cam and Dursley for food and accommodation are limited though there are several good public houses, a number of restaurants and cafés and take-away food establishments.
- 2.28 In recent years, the Vale Vision walking group organisers instigated local involvement in the Walkers are Welcome UK Network and Dursley recently became an accredited member of the scheme achieving "walk friendly" town status. There is now an annual Walking Festival and promotion of services to support that and other walking activities.

Culture and Leisure

- 2.29 Dursley has a vibrant community life reflected in its many clubs with a tradition of music, drama, arts and sporting activities. The Chantry Centre (previously Lister Hall), Kingshill House, Prema Arts Centre at Uley, Dursley Community Centre and Sports Hall and Dursley Pool and Fitness Centre all provide facilities for the many groups that meet on a regular basis. There are other halls in both Cam and Dursley, some in historic buildings and many associated with the local churches. Most of these facilities are in older buildings, the maintenance of which is costly

and which in some cases imposes limitations on users in terms of access, availability, etc.

- 2.30 There are many local sports clubs using the recreation fields, specialist sports fields and facilities in Dursley, Cam and in the surrounding parishes. Some clubs, such as the successful Dursley Rugby Club, are actually situated outside the Plan area. Some of these are now under pressure from growing participation, reflected in this Plan's proposals and projects.

Housing, Health and Transport

- 2.31 Stroud District Council has adopted its Local Plan; additional housing has been completed on the Littlecombe site and a key housing location identified in NE Cam.
- 2.32 Generally speaking, the health of people living in the area is better than the population of England as a whole. The national average number of patients per GP is 1850, the average number in the Stroud/Berkeley Vale PCT is 1813. New housing is expected to bring 2,000 - 3,000 new patients into the area, and plans are in hand with the service to accommodate the increase. There has been recent investment in Primary Care practices in Dursley and Cam and there is a GP practice in Uley. A new Community Hospital has been developed on the Littlecombe site. Dental practices and opticians are sited in Dursley and Cam.
- 2.33 Although the Vale Vision area lies close to the M5, there is no direct access to/from Cam and Dursley. Access is via the A38, the nearest junctions being approximately 6 miles north at Stroudwater and 8 miles south at Falfield. No major road improvements are planned in the Plan area. Commuting into Gloucester/Cheltenham or into Bristol is seen as increasingly problematic in relation to congestion, unless significant new facilities are available.
- 2.34 Access by public transport to and from the nearby towns of Stroud, Gloucester, Cheltenham and Bristol is not available in the evenings after 6 pm during the week or at weekends. Journeys to health facilities such as Gloucester Royal Hospital by public transport are impossible for those who wish to use public transport for evening visits. Rail travel to Bristol and Gloucester, although served by some buses from Dursley and Cam, is limited by the rail operator's timetables and erratic bus services. The limited number of parking spaces at the station also acts as a deterrent to train travel.
- 2.35 Dursley and Cam, to a lesser extent, face some difficulties in terms of traffic and parking. In Dursley, there can be congestion at peak times, reflecting school transport and commuting traffic pressures. This is due to its constricted valley location and partly due to historic building patterns, especially around the Town Hall, where the only and major route is narrowly confined between listed buildings including the Town Hall and Parish Church.
- 2.36 Short term parking is generally sufficient but there is little provision for long term parking in either Cam or Dursley centres for residents, shoppers, workers and visitors. There is not complete separation between pedestrians and vehicles in the pedestrianised shopping area in Dursley leading to some safety issues. These arise from conflict between pedestrians and vehicles, due to deliveries and collections during shopping hours.

3 Visions and Objectives

The need for a vision

- 3.1 To be successful in preparing and implementing any Community Plan, we needed to have a 'Vision' of how we would like things to be in the community area in the future. For that 'Vision' to be credible, it has to be based on recognition of where our community is at present and what are its concerns.
- 3.2 The original 2005 Community Strategic Plan produced by Vale Vision Development Trust developed a set of visions for the areas of the plan. It is not prescriptive and did not develop objectives for every aspect of life in our community; only for those activities, which arose in the original plan or have been introduced into this updated version. Over time, it was anticipated that the 'Vision' would develop and revised plans would be needed for new priorities.
- 3.3 This revised Community Plan endorses these objectives and supports them as ongoing objectives for the next stage of community development.

What is our vision for the Community Plan Area?

- 3.4 The overall vision is summarised as:

A thriving Community that recognises, respects and provides for the varied needs of the people that live, work in or visit the area. We will conserve and care for our attractive environment, while providing learning opportunities, jobs, access to services and leisure activities for everybody.

What are our aims for the different elements of the Plan?

- 3.5 With this 'overarching' Vision statement as our focus, we identified aims for each of the different aspects of our Plan. These are, we believe, realistic aspirations over time and provide a clear direction for the Plan as a whole. This is important because these aims can be used to assess a particular project or programme's contribution, to enable funders to decide whether that project or programme should be supported.

The economy

- 3.6 The driving force which will make so many things possible in our area will be provided by our local economy, the following being our aim:

Dursley and Cam will be the centre of a vibrant, working community, offering a variety of local jobs that will exploit the opportunities of our attractive location, reflecting the outward-looking nature of employers large and small and the skills of a creative and educated workforce. Employers and employees will both be committed to using the lifelong learning opportunities of the area to maintain their competitiveness and employability.

The environment

3.7 Our environment, natural and built, is a key asset. Our aim is:

To ensure that environmental considerations are a key priority in all decision making affecting local communities, ensuring that the area offers a quality of life and is a source of pride to the community, contributing positively to economic and social needs. Accessible open green spaces, respect for and enhancement of the wildlife habitat and sensitive care for the built environment new and old will be central to achieving this aim.

Healthy living

3.8 An important aspect of our Plan must be to support and help develop a healthy community, our aim being:

To create a healthy, happy, caring community that values itself and its surroundings, which has pride in the people who live here and which has good access to a range of diverse services appropriate to meet the needs of all ages, where the safety and well-being of everyone is a major priority.

Transport and Traffic

3.9 Movement in and around the area is critical, our aim is:

To ensure that there are safe and reliable modes of local transport within the area, providing effective access to jobs, schools and leisure facilities, for all ages. There will be safe and well-maintained roads, cycle ways and footpaths linking residential and commercial areas and effective linkages between the area and the wider road and rail transport system. Traffic management in terms of safety, ease of movement and adequate parking arrangements will be a key factor in all development plans.

Older people

3.10 There will be an increasing number of older people in the years ahead, many living alone and some increasingly vulnerable. Our aim is:

To ensure that older people are able to lead active lives in the places where they live with as great a degree of independence as possible for as long as possible. Easy and safe access to a good range of shops and services, especially those that are vital to older people, will reflect the care and concern of the community, which will seek to serve the needs of the lonely and the housebound.

Young people

3.11 Young people need to develop and learn happily in the area and be attracted to it. Our aim is:

To create a community where young people are valued as active and lively members with a need to lead their own lives while caring for and contributing

to the wider world. They will enjoy good access to a wide range of facilities for the young while enjoying appropriate rights or access to, and responsible participation in, the full range of community activities.

Culture, Heritage, Sports and Leisure

3.12 The area already enjoys a rich range and diversity of organised and informal activity, which needs to be fostered. Our aim is:

To ensure that there is increasing access to and participation in cultural, leisure and sporting activities, by supporting the redevelopment of present facilities where necessary, investing in expansion of capacity to meet growing needs and seeking to increase the range of provision to reflect the community interests.

Summary of action to be taken forward by the community

3.13 The community will seek to secure these aims to achieve the overall vision by:

- Identifying, endorsing and supporting projects and programmes currently proposed by the public and private sectors that we believe will help to achieve our vision and aims.
- Suggesting how current projects and programmes might be changed, improved or redirected to achieve a better 'fit' with the community's vision and aims.
- Bringing forward new projects and programmes in areas where no action is currently proposed.
- Seeking finance to create or undertake projects and programmes through its own efforts.
- Contributing to suitable projects where possible.
- Seeking to change, or have abandoned, projects or programmes which are not in the community's interest.

In securing these aims, the community will revisit the Plan at regular intervals to check that it endorses changing community needs and aspirations.

4 Where are we now?

Our starting point

The Community Plan is an update to the original Community Strategic Plan of 2005. Since then there has been considerable development within the area, much of it matching the ideas included in the original plan. Among the items that have been completed by a range of providers are:

- The clearance and employment and housing development on the Littlecombe site.
- The completion of the development of the Bymacks site for housing.
- A new community hospital on the Littlecombe site.
- A rebuilt Secondary School at Rednock.
- A village centre development in Cam including Council offices and a restaurant.
- The development of the VIBE youth centre in Dursley.
- A completely new town centre supermarket in Dursley.
- Revised town centre paving and pedestrian scheme in Dursley town centre.
- Additional parking at Cam and Dursley Station.

Also, since the Plan of 2005, additional housing has been provided in both Dursley and Cam centres and a number of new retail businesses have opened in both Dursley and Cam.

Community Planning

- 4.1 The processes of Community Planning described in Section 1, together with the various audits and surveys noted there, informed the thinking of the Community Plan Group and helped to reconfirm the vision and objective from the 2005 Plan and, in consultation with the community, helped develop the elements that form this Community Plan.
- 4.2 In order to produce a realistic community plan, a detailed and, so far as is possible, comprehensive assessment of the challenges facing Cam and Dursley was undertaken by the group and through various partners and other bodies, public and private.
- 4.3 This Section describes and discusses the situation from that assessment, building on the overview set out in Section 2 and the current position.
- 4.4 It is important to recognise that the assessment is not taking place in a static setting. There is a great deal of activity that has already happened, a considerable

amount that is underway and some activity areas still to be finished. Most notably, the Littlecombe site is already advancing towards completion with some additional housing to be developed and the spine road to be completed.

- 4.5 The uncertainty in the earlier plan in relation to the supermarket development in Dursley town centre has now been resolved with the opening of a Sainsbury's supermarket.

Settlement Analysis (Stroud District Council Settlement Study 2014)

Cam

- 4.6 Cam is the second largest individual settlement in Stroud District but with a population of 8,000+ it is not in the same league as Stroud. However, Cam and Dursley are adjacent settlements and their combined population (14,800+) makes this a really significant conurbation and an important second focus for the District.
- 4.7 Of the District's four main settlements, Cam is the only one with below-average levels of economic activity. Yet this is still the second largest economically active population in the District (similar in size to Stonehouse). This low rate seems to be due to Cam's relatively high proportion of retirees. Like the other main settlements, Cam has a very low proportion of self employed residents.

Employment role:

- 4.8 Cam is one of the District's major employment 'hubs'. But there is less than half a job available for every economically active resident: despite the fact that there are nearly 2,000 jobs available within the settlement, it also acts as a major 'dormitory' town for the District's working population (more than 4,000 people). Most people have no choice but to commute to work elsewhere.
- 4.9 Despite the need for many residents to out-commute to find work, Cam is actually amongst the better performing settlements in terms of its ability to service the employment needs of its community: a good proportion of workers live locally and the type and range of jobs on offer matches the characteristics of the resident workforce quite well.
- 4.10 Cam has an above-average proportion of residents employed in manufacturing (16%). Slightly fewer residents than average are employed in public administration, education or health, but this remains the largest sector, as elsewhere in the District. Amongst the District's largest settlements, Cam has the greatest proportion of workers in agriculture/utilities (6%).
- 4.11 Cam shows strength in the fact that almost half its businesses are based in sectors that are forecast to see job growth: construction; retail, wholesale and motor trades; and professional, scientific and technical. If these businesses were to grow and yet be able to stay locally-based, Cam could benefit from increased job numbers.

- 4.12 A good proportion of Cam's workers live locally (a very high proportion of Cam residents work within 2km/1.2 miles of home). Meanwhile, a lower than average proportion of residents travel between 2km-5km to work - which means that very few people are out-commuting to neighbouring smaller settlements.
- 4.13 Stroud, Stonehouse and Cam are the only settlements in the District with active rail stations. None of these settlements show unusually high levels of long-distance commuting by residents (e.g. to London/Birmingham), although the presence of a rail station at Cam may ease mid distance commuting to Gloucester and Bristol/ South Gloucestershire (both of which are key workplace destinations for Cam residents). Of course, the station does not solely serve the population of the Cam settlement: many people from other settlements will drive, cycle or take a bus (if there is one available) to the station and travel on from there.

Retail role:

- 4.14 Despite its size, Cam does not have a strategic retail role. However, it benefits from close proximity to Dursley (one of the District's two main retail centres) which draws consumers from a wide catchment and provides a diverse and extensive retail offer.
- 4.15 Cam has a strong 'local' retail role, with neighbourhood shopping facilities in Woodfield in addition to the main centre (which includes a Tesco supermarket that serves a wider catchment).
- 4.16 Amongst the District's largest settlements, Cam stands out as seeming under-resourced. It has no 'strategic' facilities apart from its main line rail station. However, it does benefit (or suffer, depending on your perspective) from its close proximity to Dursley, which is where the locality's strategic services and facilities are all concentrated.
- 4.17 Most of Cam has "very good" accessibility to most key services and facilities (within the town and elsewhere). The ability to access the minor injuries unit (on Cam / Dursley border) is slightly worse for some parts of Cam and there are very poor services from some areas.

Dursley

- 4.18 Dursley is the third largest individual settlement in the District, with a population of nearly 6,700. However, Cam and Dursley are adjacent settlements and their combined population (14,800+) makes this a really significant conurbation and an important second focus for the District.
- 4.19 Based on current trends, the major towns of Stroud, Stonehouse and Dursley, each of which has a healthy proportion of working-age adults and a greater-than-average proportion of children and young people, are projected to see slower-than-average population growth.

4.20 The economic activity rate in Dursley matches the District average (73%). Dursley has the fourth largest economically active population in the District. Dursley has low levels of self-employment. Amongst the economically inactive, there is a below-average proportion of retirees; but a relatively large proportion of economic inactivity is due to looking after home or family (second only to Nailsworth).

Employment role:

4.21 Dursley is another significant provider of jobs for the District (2,400+). Yet here, too, there is a significant mis-match between the number of jobs available and the number of residents available to work. With an “employment density” score of 0.69, there is less than per 1 economically active resident. So, like Cam, Dursley acts as a major ‘dormitory’, as well as being a big provider of employment.

4.22 Along with Berkeley, Dursley has the lowest proportion of residents in the District working in financial, real estate, professional and administrative activities (just 13%); it also has amongst the lowest proportion of managers, directors and senior officials living in the town. Dursley appears to be slightly less reliant on manufacturing as a source of local jobs than the other three main settlements; nevertheless an above-average proportion of residents are employed in the sector (16%). In most other respects, Dursley’s working population is very representative of the District average.

4.23 Like Stroud, Dursley shows some vulnerability because of the concentration of public administration and education jobs here, industries that are forecast to have a shrinking workforce in coming years.

4.24 But almost 45% of the town’s business units are based in job growth sectors: retail, wholesale and motor trades (which currently accounts for more than 15% of Dursley’s jobs); professional, scientific and technical (a relatively small employment base though: around 140 jobs); and arts, entertainment, recreation and other services (again, employing only around 140 people). It seems probable that most new retail jobs will tend to be concentrated in the settlements with larger retail bases, such as Dursley’s town centre.

4.25 Despite the need for many residents to out-commute to find work, Dursley is actually amongst the better performing settlements in terms of its ability to service the employment needs of its community. A good proportion of workers live locally and the type and range of jobs on offer matches the characteristics of the resident workforce quite well.

Retail role:

4.26 Dursley is one of just five settlements with a strategic retail role, drawing consumers from a wide catchment and providing a relatively diverse and extensive retail offer.

Community services and facilities:

- 4.27 Stroud and Dursley stand out as the two settlements with the most extensive range of services and facilities on offer - both at a 'strategic' level and at 'local' level; these are the District's principal service towns.
- 4.28 Dursley has "very good" accessibility to most key services and facilities. Many of these services are actually based within the town, so this is unsurprising.
- 4.29 Since 2005 there has been significant change in the local shopping environment. Supermarkets have changed from Co-op to Tesco in Cam, Somerfield to Iceland in Dursley and Kwik-Save to Lidl in Kingshill. In addition a new Sainsbury's supermarket has been developed in the centre of Dursley.

Employment:

- 4.30 In January 2005, the total available workforce in the Vale Vision area was 8243 (excluding the Stinchcombe area). The unemployment rates were between 3 and 4% and for women about 2%. At that time the number of people in employment aged between 16 and 64 was increasing.
- 4.31 In 2005, Dursley itself had an unemployment rate *double* the District and County rate. Most of the recent job losses in Dursley had occurred as the result of contractions in the traditional manufacturing industries, engineering, printing and furniture-making. In many instances, these were positions occupied by full time male employees. The unemployment rate for Cam, where newer, smaller businesses have located in recent years, was about the same as the District and County levels.
- 4.32 In 2005 the number of people employed in jobs actually located in Cam and Dursley had declined by about 30% over the previous decade. There had been a significant increase in the amount of commuting to jobs outside the area and each day around 88% of the workforce traveled more than 5km to work.
- 4.33 This situation has continued with the final closure of the traditional manufacturing base of Lister-Petter. Given the location of the nearest major employment centres - Bristol, Gloucester, Stonehouse, Stroud, Cheltenham and Swindon, it is likely that many of those commuting are travelling considerable distances, impacting on many aspects of life in the area.
- 4.34 However, in 2015, the unemployment claimant rate in Cam remained at the district average of 0.7% while Dursley's rate was slightly higher at 0.9%.
- 4.35 With the demise of significant manufacturing within the area, at 2015, the major local employers are all in the service and retail areas at local supermarkets, schools and social care enterprises. Some industrial units at Draycott are fully occupied and an expansion is planned. Some industrial units at Littlecombe are occupied although the original businesses on this site before development have now closed or left the area.
- 4.36 The likely future employment trends in the key sectors of the Gloucestershire economy are expected to be:

- Employment in all manufacturing sectors is expected to decline.
- Employment in all service sectors is expected to increase, except in local government and defence. The largest increases are expected in personal care services.

In 2015, the major employers in the area are retail, education, personal care and medical. It is likely that there will be continued employment opportunities in small businesses but unlikely that any major industrial development will happen in the area because of the changing business environment and location issues.

- 4.37 Land for business use is limited, in part due to the neighbouring boundary of the AONB, in part to the configuration of the landscape and the high value attached to pockets of land for residential use; this means that the extra allocated commercial space at Littlecombe site and the designated industrial land in Lower Cam at Draycott are key areas for future business development.

If suitable land and premises are not available, the area will become an ‘incubator’ for businesses which will leave the area whenever they need to expand. The strategic employment sites serving the area are Gloucester Business Park, Stroudwater Business Park, Sharpness Docks and Waterwells Business Park. Land in the Lower Cam area, near to the railway and M5, will be a key asset in the years to come.

Assistance to businesses

- 4.38 Apart from national programmes, companies in the area do not qualify for special assistance. However, there is still a wide range of assistance available to companies in the South West of England. Whether a company is eligible for assistance under a particular programme depends on many factors including its industry sector, the nature and level of assistance required and the size of the company.

Skills training

- 4.39 If the economy is to grow and be successful its workforce must have the skills necessary to compete successfully in the jobs market. Training is vital not only for young people but also for those who may have lost jobs with existing companies and whose skills are no longer relevant, as well as for those returning to work from a period of absence whose skills may be out of date. Given the long-standing employment patterns in local manufacturing businesses hit by recent closures and decline, the retraining needs are significant.
- 4.40 In the Vale Vision area further education and skills training is delivered mainly by South Gloucestershire and Stroud College (SGSC) and 'Gloscat'. SGSC's main campuses are at Stroud and Filton and a new engineering skills and cyber security training unit is being started at Berkeley, which is based at the diminishing nuclear generation and laboratory site.

There are currently few tertiary training facilities in the area but some development courses are run at the GL11 Community Hub in Cam. ‘Gloscat’

Further Education College has campuses in Gloucester and Cheltenham. The range of vocational and non-vocational courses is extensive but the sites are less accessible to Vale Vision residents, especially those without access to car transport and the economically disadvantaged.

- 4.41 The University of Gloucester has campuses in Cheltenham and Gloucester and the University of the West of England's main campus is in north Bristol. These too, are not particularly accessible to residents within the Vale Vision area by public transport.
- 4.42 It is important to ensure that the training available to local people is both relevant to the skills required by existing businesses and by future local employers. Training will also need to be accessible to all those wishing to enhance their skills and thereby their employability.

Cam & Dursley Centres – shopping and services

Shopping

- 4.43 There have been no significant losses of retail floor space in Dursley centre and at 2015, nearly all units in the main shopping area are occupied.
- 4.44 Cam's centre contrasts in many ways with that of Dursley. There are, as noted above, many fewer shop units, centred around the Tesco supermarket with its dedicated parking and easy access. Tesco sells both food and a small range of non-food products. The small units include a Post Office facility. Cam Parish Council's new offices are a welcome addition to the area alongside the commercial café / restaurant. Originally the site next to the CPC offices was expected to have some retail units but is now planned for housing development.

The Environment

- 4.45 In 2005 the physical condition of Dursley town centre was of particular concern to many shoppers and town centre users. The majority of those surveyed rated Dursley 'average' or 'poor' in all categories. Since then, the building of the supermarket has enabled a good link from the supermarket into the town centre and included extensions to the pedestrianisation of the town centre and the area around the Market Place and Town Hall.
- 4.46 Cam's centre lacks the features, such as the Town Hall, that give Dursley its character and attraction. However, the new Parish Centre and associated restaurant has provided a degree of focus to the centre of Cam.
- 4.47 The main shopping area of Parsonage Street in Dursley is pedestrianised but still has to be used by delivery vehicles to access most shops because of the non-existent or lack of convenient rear access. This causes a serious conflict between pedestrians and vehicles. A solution is needed to the mix of pedestrians and delivery vehicles.

- 4.48 The narrow pavements in Silver Street, Dursley are a particular concern for pedestrians where there is conflict with moving vehicles and people sometimes have to step into the road to pass.

Parking

- 4.49 Dursley's centre is almost bisected at present by the A4153 leading from the Vale to the Cotswold scarp and beyond. This is severely constricted by listed buildings, the Town Hall, Jacob's House and the Parish Church, as well as eastwards between the buildings of Silver Street.

Cam's situation in some measure contrasts with Dursley. With a main road, the A4135 running through what is now the centre of Cam, there are obvious concerns over traffic and parking on that road. These will increase as Dursley's traffic generation increases, since this is the main access point to the A38 and M5 northbound as well as to the rail station and to the local destinations in the Vale. However, there is off-street parking in the centre of Cam and most problems, at least in the short term, seem likely to be related to traffic management.

- 4.50 With the introduction of the Sainsbury's supermarket and associated car parking, the situation for short term parking in Dursley has improved considerably. although exit from the main car parks, adjacent to the swimming pool on to the A4135, was seen as increasingly difficult at busy times.

However, there is very limited provision for long term parking near the town centre, impacting on both those working in the town centre and those wishing to have a longer stay centred on Dursley, perhaps walking during the day or attending an evening event. This is a potential brake on the development of retail, social and business activity in the town.

Cam is well served by short term parking at the SDC site by the Parish Centre and at the Tesco car park. However, it also has no long stay parking facility.

Tourism

- 4.51 In 2005 it was estimated that around 5% - about 450 of the area's workforce - were employed in tourism. Despite the fact that there are more than thirty national visitor attractions and festivals in and around the area and that the Cotswold Way National Trail passes through Dursley Town Centre, bringing many walkers to the area, it was considered that there was little visible tourist activity or provision in Cam and Dursley.

- 4.52 It was considered in 2005 that, given the scenery and the surrounding attractions, there appeared to be potential for attracting tourists to Cam and Dursley, even though Cam and Dursley appeared to have few major tourist attractions themselves. At that time the newly restored Jacob's House with its small heritage centre, adjacent to the Town Hall, enhanced the town and provided an example and a focus for future developments.

- 4.53 One limiting factor in 2005 and still apparent is the limited hotel and bed and breakfast accommodation in Cam and Dursley areas. However, restaurant and café

provision in both Dursley and Cam has improved since 2005 with new developments.

- 4.54 There was in 2005 and still now, no specific Tourist Information Centre in Dursley or Cam, although a certain amount of tourist related information is available at Council Offices, the Library and the Heritage Centre in Dursley. Since 2007, the publication by Vale Vision of the quarterly *What's On in Cam, Dursley & District* guide has assisted with information locally. More recently the Walkers are Welcome group has been established as part of the UK National network and runs an annual autumn Walking Festival.

Farming

- 4.55 In 2005, concerns were expressed throughout the consultation process about the future of farming in the area covered by that Plan. The revised Plan covers only Cam and Dursley, areas that have very little agricultural land. However, the impact of agriculture and land management in the surrounding areas contributes to the environment for all residents and opportunities for recreation and in maintaining the beautiful countryside on which so much of the area's appeal rests.
- 4.56 The challenges of economic and environmental sound agriculture and land management still exist in the Plan area as they do everywhere else in the country.
- 4.57 Agricultural diversification into other food products and non food activities remains an important element for such businesses. There has been some interest in elements such as Farmers' Markets during the currency of the Plan but there has also been a general retail move towards local and traceable food in supermarkets. This has reduced the benefit available from attending Farmers' Markets and tended to reduce their appeal.

The Environment

- 4.58 The protection, maintenance and improvement of the area's environment, built and natural, is a major concern for a great many of those living in the wider Vale Vision area. There are Ancient woodlands, Iron and Bronze Age sites, attractive villages and towns set in a landscape that appeals to residents and visitors alike. We appreciate that our area is a living community and we believe that we must take every step to secure and enhance what is best in our environment, while recognising those areas that reflect past damage and dereliction. Specifically, the original Plan area contains fifteen designated 'Ancient woodlands', which also contribute to the total of key wildlife sites; there are ten scheduled monuments; one historic park and garden; four designated conservation areas in Stinchcombe, Nympsfield, Uley, and Dursley, sites of special scientific interest. It adjoins the Severn Estuary, which is of international importance for wildlife sites as shown by its designation under the Ramsar convention for protection of wetlands.
- 4.59 Consideration of the environment affects all parts of our area and all of the activities that take place within it. A prime concern of any environmental strategy must be to ensure that any action proposed is sustainable and that we leave to our successors an environment which is no worse than and, if possible, better than the one inherited. There was in the original Plan and also fully supported in the later

consultation, a clearly expressed appreciation of the benefits of the surrounding natural environment by residents of the Plan area. There was also concern expressed about the loss of available green space on the edges of the communities with new developments.

- 4.60 At the time of the original Plan a number of environmental projects were proposed. Many of these initiatives have been taken forward during the Plan period. The Breakheart Community Project has now been set up and is operating. Stroud Valleys Project has delivered Wetlands initiative at Rackleazes work and restoration work at Holywell Orchard area in Cam / Dursley. Both Cam and Dursley village/ town centres have been improved and made more attractive to visitors and shoppers.

Social and Community

- 4.61 It was apparent during the early consultation meetings for the 2005 Plan that particular issues were important to the community and working groups were constituted to engage specifically with the concerns of the younger people and the elderly.

Young People

- 4.62 The Youth Survey¹ from the original Plan indicated that:

- Almost 90% of those questioned liked living in the area. They liked the countryside, the 'peace and quiet', good local schools, the area felt safe, and the community were friendly.
- The main concern was the lack of things to do - poor facilities/lack of leisure activities and anti-social behaviour and vandalism.
- Public transport is inadequate or non-existent; expensive and does not run in the evenings. This is particularly the case for those living in the parishes inside and outside the area as a whole, and the main Cam/Dursley area and for access to leisure activities.
- Half would like still to be living here in fifteen years but thought it would be difficult to find employment.

- 4.63 The overriding concern then was that young people felt that there was not enough to do in the area. While they liked the rural environment and local amenities like the swimming pool, playing fields and convenient local schools and shops and many think it would be a good place to bring up a family, they are plainly frustrated by the lack of facilities to meet their immediate needs. The other major linked concern was transport - many young people were unable to get to leisure facilities without depending on their parents or someone with a car.

There is quite a large number of sporting and activity based groups for young people to join and some community leisure options but very limited commercial facilities or activities that are not organised.

¹ Cam & Dursley Youth Survey 2003

Since the original Plan was published, the existing Youth Centre facility in Dursley has been demolished as part of the supermarket development. A new centre, the VIBE, has been established in Dursley town centre. A range of other social activities are available through Chantry Centre and World Jungle activities.

Little has changed in respect of other leisure options for young people since the original Plan was developed. Attempt to expand evening public transport options have not been very successful. There are evening trains into Cam and Dursley Station but no evening bus services.

Older People

4.64 During the creation of the earlier Plan, the working group considered in detail issues confronting the elderly and identified the following as the key issues:

- Although there are many and varied activities and projects for older people in Cam and Dursley run by public and private bodies, information on what is available is seen as hard to find, or in some cases is out of date.
- There may be a need for more residential care in the area - there is no residential care in Uley - further research into demographic trends is needed.
- Further opportunities for social events, befriending etc would be welcomed by many of the increasing number of elderly people.
- Public transport is seen as a major problem (see also the transport section)
- Clothes shops stocking goods for older people are needed following the closure of shops in recent years.
- The particular needs of older people in the surrounding parishes, often living alone, were recognised by the working group and seen as a priority for Parish Plans.

During the Plan period, there has been additional and better access to services for elderly people addressing some of the issues outlines above. A new care home has been established at The Towers on the Littlecombe site. A new Community Hospital has been established at Littlecombe and current NHS policy provides more clinic appointments locally at that site. A number of social groups exist for older residents but scheduled transport provision remains an issue.

Housing

4.65 At the time of the original Plan, housing provision was seen by the community to be an important issue in terms of community well-being. There were almost 7,900 dwellings in the Plan area of which only 184 were vacant, which was lower than county, region and national averages.

4.66 At the time of the original Plan, the total stock of local authority housing in the area amounted to 1,077 dwellings. In the Plan area this social provision is still provided by the Local Authority.

4.67 At the time of the original Plan the following development sites were identified for new private and affordable housing in the Cam and Dursley area.

Lister Petter 600, Crest Nicholson 90, Union Street 30. The Lister Petter site (Littlecombe) now has permission for 450 dwellings and is being developed. The other sites are now developed and proposals are being discussed for additional housing to the north of Cam.

- 4.68 The main housing concern identified through the original consultations was the need to increase the supply of affordable housing, to buy, rent or to purchase through a shared equity arrangement. This is still a key requirement as access to affordable housing is still a problem in the Plan area as it is in many areas nationally.

Education

- 4.69 At the time of the original Plan there was widespread concern about the visibly poor physical condition of many of the buildings at Rednock School, the large secondary school serving the whole area. However, few concerns were expressed about the quality of educational provision in the area. Since the original Plan, Rednock School has been rebuilt to a completely new design with appropriate modern facilities.

With the closure of the secondary school at Berkeley, there has been increased pressure on numbers of pupils and that is expected to increase with additional housing being provided locally. Rednock School has expressed a keen interest in developing better links with the local community although it is constrained in many areas by the demands of the national curriculum and performance improvements. The new school includes facilities that could be used by the community albeit with limited availability. Rednock School was classed as a good school in its recent Ofsted inspection.

- 4.70 Primary education is provided through five schools covering the Plan area. New development in Cam particularly will bring additional intake problems to the Cam schools.
- 4.71 At the time of the original Plan, Lifelong learning was being developed through the 'Testbed Learning Centre' in Cam, linked to GL11 Community Project and had also been provided by outreach courses at Dursley Centre run by Stroud College. There is now a substantial number of development and support courses run through what is now the GL11 Community Hub in Cam. Stroud College, now merged with Filton College South Gloucestershire & Stroud College is developing a University Technical College and a Technology Centre at Berkeley. The original Dursley Centre has been demolished as part of the Dursley town centre development including the new supermarket.

Health

- 4.72 At the time of the original Plan the area was generally felt to be well served by the health services. The average number of patients per GP in the Stroud/Berkeley Vale Primary Care Trust area was slightly better than the national average. There have been considerable changes to local health service management since the

original Plan date but local provision has been maintained. Surgeries at Uley and Cam have recently merged and new facilities provided.

- 4.73 The provision of the new Community Hospital with a minor injuries unit at the Littlecombe site has increased the range of services available in the Plan area. Acute services are still provided through the Hospital Trust covering Gloucester and Cheltenham although some procedures are now offered at other locations such as Emerson Green and Cirencester, locations which are very difficult to reach by public transport.
- 4.74 At the time of the original Plan there were 11,484 NHS patients registered with the three dental practices in the area - this is quite good for Gloucestershire. Two of the three practices have a high level of commitment to the NHS and one practice is in the process of expanding its NHS commitment.
- 4.75 Community and social care is a growing need within the Plan area as it is nationally. One of the major employers in the area is now a provider of social and home care.
- 4.76 Problems with access to health and social care were identified as an issue in the original consultation. Provision of services at the Community Hospital has helped access issues but not all services are covered and access to the main hospitals at Gloucester and Cheltenham is still difficult via public transport.

Culture and Heritage

- 4.77 During the Plan Consultations reflected some immediate concerns regarding the existing infrastructure provision for the cultural interests of the area. It was noted at the time that there was no local cinema - the nearest being in Gloucester, although a small facility existed in Wotton and a new cinema was due to open in Stroud.

At the Plan review date, provision is improved. There is a multiplex facility at Stroud, a traditionally restored cinema in Wotton and a monthly community cinema showing at the Chantry Centre in Dursley. Large multiplexes exist at Gloucester, Cheltenham and Bristol but are not accessible in the evening via public transport.

During the original Plan consultation period, the current situation for the Lister Hall was seen as an old building that had poor access, limited facilities, substantial maintenance costs and its future as a privately owned club, which has served the community for many years, was not assured.

At the Plan review date, the Lister Hall had been transferred to an independent Charity renamed the Chantry Centre, had some key maintenance items covered and embarked on a development programme. It continues to host existing musical and dramatic organisations and has new customers including a community cinema.

Kingshill House, a charitable trust in a Georgian grade II listed building, provides excellent small group facilities for classes, groups, small concerts and exhibitions but space is limited and the existing rooms cannot accommodate larger events. However, a range of artistic and leisure activities are organised.

- 4.78 In addition, Prema, the arts centre in Uley housed in a converted chapel, supported by Stroud District Council and South West Arts, has exhibitions and performances by professional artists and musicians. Dramatic and musical performances for smaller audiences take place in the numerous parish, school and church halls of the area. The town and parishes each have a hall, and there are several other community and church halls including the Community Centre near Rednock. The major problem for each hall is the regular maintenance and repair costs.
- 4.79 At the time of the Plan Consultations a new Parish Centre facility was being planned at Chapel Street in Cam to have a range of facilities including a community resource centre. This has now been delivered and is in operation including Parish Council Offices, meeting rooms and a separate café / restaurant.
- At the time of the Plan Consultations, it was considered that potential community centre development at Rednock School may address some of the issues over the cost and availability of venues for cultural and leisure activities. The new development at Rednock has now been completed providing an excellent school environment. It has not however, been possible to provide facilities for wider community use, as resources are fully utilised to deliver curriculum requirements.
- 4.80 A new county library of contemporary design has been built in Dursley to replace the earlier building, and whilst of a modern and, for some people, controversial design, provides modern library and access information.
- 4.81 Shortly after the original Plan Consultations, the renovated Jacob's House was made available to Dursley Town Council. The design of the building incorporated space for a new heritage/information centre providing information and artefacts relating to; and celebrating the industrial heritage of the area. This has proved extremely popular and is now a well regarded asset to the town. There are other museums; a general one in Stroud and Dr Jenner's House in Berkeley.
- 4.82 There is a wide range of cultural and leisure organisations in the area including the Dursley Operatic and Dramatic Society, Dursley Male Voice Choir, Dursley and Cam Society to name but a few. There are a number of church-based groups and the WI is active locally. There are also dance clubs and gardening clubs. Many of these groups have a substantial membership and make a considerable contribution both to their members and through their activities to the wider community, as do the well supported Scout, Guide and Cadet bodies.
- 4.83 The area is home to a number of events including Dursley Town Festival and the annual Lister Tyndale Steam Rally at North Nibley, which could be developed to enhance its appeal. The Chamber of Trade is slowly redeveloping the Festival and the Steam Rally is now attracting large numbers from a wide area.
- 4.84 The area has a complicated industrial past which is reflected in the historical links with Lister Diesel and Mawdsley. Earlier associations with the Cotswold woollen industry, which shaped the area did much to promote its prosperity. There are other historical links to The Pedersen Bicycle, William Shakespeare's mention of Dursley and the interesting rise of Methodism in the area all provide a basis for developments in the heritage field. Many of these items are reflected in the Heritage Centre exhibitions.

- 4.85 The Vale Vision area including Cam and Dursley lies on the boundary between TV media regions with some people receiving Midlands stations and some Bristol based ones. Local newspapers have, as in all areas, consolidated and transferred much content on-line. The local Gazette weekly newspaper briefly covers news, events and society reports within the Vale Vision area. Local radio is provided through BBC Radio Gloucestershire and the county commercial station, Severn Sound.

Sport and Leisure

- 4.86 There is an extensive and generally well supported range of sports and leisure clubs in Cam and Dursley, which use the following facilities:
- Dursley Pool and Leisure Centre, which has a development programme to include additional sports and fitness facilities which will expand the provision available.
 - The Sports Centre, with Community Centre facilities, is located at Rednock School and has consequent restrictions due to shared use by the School. The Sports hall is relatively old with competition for use of the limited space by badminton, tennis, indoor football. A new sports / fitness facility is being built next to the Swimming Pool.
 - Rednock School has, since the original Plan Consultations, been rebuilt with additional sports facilities included.
 - The Courtyard Fitness Club is a privately owned facility located in Dursley.
 - Playing Fields, for both schools and private use, are widely distributed in Cam, Dursley and the surrounding parishes and include facilities for use by young people.
 - The Jubilee Playing Field in Cam which has changing rooms, currently being rebuilt, sports pitches; a popular skate / wheeled sports park and a variety of fitness equipment.
 - Dursley Recreation Ground, which has pavilion changing facilities, football pitches and limited tennis (hard court) facilities.
 - Dursley Rugby Club/Stinchcombe Cricket Club share facilities at Stinchcombe and there is a current extensive development programme.
 - Bowls Club facilities exist in both Dursley and Cam.
 - There is a high quality golf course at Stinchcombe Hill which is used by two Golf clubs and another at Cotswold Edge Golf Club.
- 4.87 Clubs in the area using public open space or private facilities for meetings and activities include Dursley and District Athletics Club, Dursley Road Cycling Club, Dursley Rugby Club, Angling Clubs, the The Bristol and Gloucestershire Gliding Club at Nymphsfield aerodrome, several football and cricket teams, Hockey, Martial Arts and Moto X. In the leisure field, the Dursley Birdwatching and Preservation Society and the Ramblers Association are very well supported raising local environmental awareness. There are thriving pub sport skittles and darts leagues.
- 4.88 There are still a number of areas where sports facilities need improvement, The development at the Rugby Club is being progressed and will be significant to the development of the sport locally. There is an all weather pitch at Rednock School,

which is used by various soccer clubs including, at times, local national league clubs.

- 4.89 At the time of the original consultation, a Town Centre Users Survey (Nov 2003) asked questions in relation to parks and open space. In answer to the question of whether there is enough open space in the Dursley area, 56% said yes, 39% said no (5% don't know). Despite this, almost three quarters of respondents said they didn't use any open spaces. Of those who did, the Dursley Recreation Ground, Local Woodland and Kingshill area were named as the public open spaces used. The most popular activities included walking, taking the children to play, walking the dog and picnicking.

Both Cam and Dursley are predominately urban areas and accessible public open space is generally outside the parish boundaries. Principal areas of public access open space and public rights of way include:

- Stinchcombe Hill.
- Cam Peak and Long Down.
- Uley Bury and adjacent woods.
- Breakheart Quarry.
- Wetland areas in Cam.
- There are also small allotment areas in both Cam and Dursley with a good demand for both sites.

Within the built up areas inside the Plan area, there are playing fields and play areas at Dursley Recreation Ground, Jubilee Playing fields, Woodfield and Highfields Play areas

- 4.90 With a population of 18,300 the original plan area would require 43.92ha of open space according to NPFA standards. The present allocation provides 41.94ha. The area has therefore, according to this standard, a theoretical deficiency of 1.98ha of open space, which may surprise local people, given the wide ranging network of public rights of way and permitted access to privately owned woodland.

Transport and Traffic

Road access

- 4.91 Although Dursley and Cam are within 2-3 miles of the M5, there is no direct access to the motorway, the nearest access points being at Falfield (some 8 miles south) and Whitminster (some 6 miles north) on the A38. The A4135 passes through Cam and Dursley from the A38, before climbing the steep Cotswold Scarp at Whiteway Hill, a potentially hazardous route particularly for heavy vehicles. A network of B and minor roads link the area, many being narrow and lacking pedestrian provision.
- 4.92 No major road improvements are planned in the area at the time of this assessment, although improvements, such as The Gloucester South West bypass, help access around Gloucester to the west of the county, previously limited by a long detour round Gloucester city or the Severn Bridge (the potential for a 'local crossing' in the Sharpness-Lydney area, sited in the area of the railway crossing destroyed in the 1960's, was raised in consultation).

4.93 Around 30% of local people travel to Dursley town centre by car, 28% walk and 4.5% travel by public transport. Of those who travel by car, half said they would not consider other forms of transport, the main reasons being that these would be 'inconvenient and buses are infrequent'.

4.94 The key areas of pedestrian/vehicle conflict are:

- In the vicinity of most schools, particularly Rednock School.
- Silver Street in Dursley town centre, where the A4135 narrows and the footpaths are narrow.
- Entrances to Dursley town centre car parks.
- The pedestrianised area in Parsonage Street, Dursley, where most shops lack rear access for delivery and vehicles mix with pedestrians.
- Cam High Street.
- On many minor roads and lanes used to access places outside the urban area, including popular open spaces such as Stinchcombe Hill and Cam Peak.

Public Transport Information

4.95 There is a weblink to the Traveline website which provides a journey planner for public transport. Information on school transport is also provided on Glosnet and the library in Dursley. Dursley Town Council and Cam Parish Council offices have information points where people can use computers to obtain on-line information on local authorities and public services. However, bus information is not felt to be adequately promoted to current non-public transport users and on-line bus timetables are difficult to access.

Bus services

4.96 In a recent survey², only 6% of respondents stated that access to town centres by bus is 'good' with 15% rating it 'poor'. All parts of the Plan areas are dependent on private or taxi transport to work outside the 'traditional' working hours of Monday-Friday, 0700 -1800. Outlying villages do not have any direct transport connections to employment locations outside the area.

4.97 In Dursley the bus station acts as a terminus for several services, while the rest stop conveniently near the town centre. This can create difficulty for bus interchange, particularly for the mobility impaired.

4.98 There are a number of services providing links from surrounding parishes into Cam and Dursley. These provide services to the station at Cam and Dursley but the dedicated Station route and Village Link bus services no longer operate.

4.99 The closest national coach routes are at Stroud, Gloucester, Cheltenham, Cirencester and Bristol.

Trains

4.100 Located on the main line adjacent to the M5, Cam & Dursley station is one hour's journey by foot from Dursley, half an hour from Cam. It provides direct access to both Bristol main stations and Gloucester and Cheltenham, allowing connection to

²⁷ SDC Street Survey, November 2003

the National rail network. Whilst the train timetable has improved since the original consultation there are still gaps in provision of service.

- 4.101 A number of local bus routes do connect with the station but only during day time, whilst the rail service runs into the evening. Other bus routes do not serve the station - the nearest stop being a half-mile from the station. There is no Sunday train service and no connecting bus service to the station after 1830 on any day. Connections between the rail bus service and other services are not integrated. Some outlying villages have no direct bus connection to the station and changing buses can mean lengthy journey times.

Cycling

- 4.102 There are currently no designated cycle routes between towns and villages, to Dursley and Cam centres, or in Dursley and Cam. Some new developments have included shared cycle / footpath elements. There is a current initiative to develop a Greenway from Cam and Dursley Station, via Cam and Dursley centres, to Uley. Sections of this will be created as part of current developments at Littlecombe and as part of the potential developments in Lower Cam. The Greenway will allow cycling but also other non-motorised travel.
- 4.103 There are currently few facilities to assist cycling in Cam and Dursley although cycle racks are available in Dursley Town Centre. Cycles are banned from Parsonage Street in Dursley, although there is some use.

Travel to Schools

- 4.104 There are four primary schools (one of which comprises separate infant and junior schools), one secondary school and a special school in Cam and Dursley. Access by foot involves distances of up to two miles and involves many students crossing a main 'A' class road and for others a 'B' class road, besides residential roads and narrow lanes. Again the same hazards apply to pedestrians' and cyclists' routes to school.
- 4.105 Issues for schools include the high proportion of students taken to school by car, the impact of that car traffic on congestion and parking at school hours. The proposed Greenway will add some capacity for students to have safe routes to school. Many students' current routes to school are along main roads including the A4135 through Cam and Dursley.

Transport for the frail, elderly, disabled and the young

- 4.106 There is some demand from the elderly, young people and young parents in Dursley and Cam for evening transport to external town centres. However, initiatives to run evening buses have not been well supported and there are no plans to examine that requirement at the moment. Local bus services face constant reorganisation as support funding and commercial pressures change.
- 4.107 Public transport for disabled people is made more difficult by an insufficient number of low floor buses, inadequate waiting places at bus stops, and by infrequent services throughout Cam and Dursley and from local villages.

4.108 There are a range of voluntary requested transport services including Stroud & District Volunteer Bureau - Ring & Ride and a Volunteer Car Service in the Vale Vision area for people who are elderly and frail, wheelchair users or people whose disability makes travel by public transport difficult or impossible.

Parking

4.109 In general, car parking is a major problem in the Dursley and Cam area. Parking in many of the older suburbs is on street and causes frequent congestion, creating safety and access issues for emergency services. Parking around all schools is hazardous for those arriving on foot, on bicycles and even those passing through the areas at the start and end of the school day.

Whilst there is short term and medium term parking in both Cam and Dursley centres, there remains a major problem for long term parking. Current provision is judged inadequate, and under risk of being substantially reduced. Long term parking is seen as essential to allow town or village centre businesses to attract staff and for visitors who may wish to use either Cam or Dursley for a day walk with or without using the town's facilities for refreshments.

4.110 At the time of the original consultation, data from the Maiden database showed many of the area's wards to be in the most deprived areas. The concerns were:

- unemployment was rising and it was important to attract new industries and businesses to the area.
- standards of education, skills and training were considered poor, with some of the wards in the area being in the top 25% areas of deprivation nationally.

This in turn had implication with regard to low incomes and income deprivation, many of the area's wards being in the top 25% of deprived wards in the County and in some categories in the top 25% nationally.

5 Community Plan and Progress against original Plan areas

Summary of Community Plan

- 5.1 We propose that the original Plan vision is maintained to continue supporting the needs and aspirations of all sectors of the community, a developing local economy, supporting the more disadvantaged members of the community. In particular, the Plan suggests closer working between all parts of the communities of Cam and Dursley (recognising that over the last few years the two communities have become more integrated).
- 5.2 The 2005 Plan identified a range of actions that would contribute to the development of the area including Cam and Dursley and the surrounding parishes. Much has been achieved with the support of local communities and wider funding and many of those actions have now been completed. These achievements included a replacement secondary school, completion of Dursley Town Centre supermarket, completion of Cam Village Centre and Dursley Town Centre paving refurbishment.
- 5.3 A reconciliation of all actions identified in the 2005 Plan is shown in Annex D.

5.4 Education

5.4.1 The issues:

- A high level of satisfaction was expressed with local schools and secondary education provision.
- It is expected that increased housing completions will generate further pressure on education facilities especially at Rednock.
- There was a lot of interest expressed in further education opportunities for residents.
- Also enabling residents to cope with increased demand to use technology to access fundamental services (such as benefits and job searches).
- Businesses identifying skills gaps.
- Library services are well used through the main Library in Dursley allowing internet access as well.

5.4.2 Development Themes:

- Increased opportunities for further education. Future development of South Gloucestershire and Stroud College (SGSC) provision - and the ability to access that to include skills based courses.
- Limited extra capacity in Cam and Dursley primary schools and limited extra capacity in Rednock Secondary school. There's a need to monitor capacity of local schools in view of expected increase in housing.
- It will be important to maintain role of the local Library Service and access to information for leisure, work, living and study where electronic access is required and residents do not have facilities. Recent developments covering mobile library services are welcomed.
- Additional courses are being offered at GL11 Community Hub in response to identified needs of residents developing confidence, new skills and increasing employment potential. Also enabling residents to cope with increased demand to use technology to access fundamental services (such as benefits and job searches).
- Some interest in University of the Third Age (U3A) provision in the area, which is now set up.
- Raising awareness of pre-school and early years provision and support to ensure continuity of service. Existing provision is through groups attached to primary schools, specialist centres, such as Treetops and private provision, and community/voluntary sector groups.

5.5 Leisure, sport and recreation

5.5.1 The issues:

- There is a wide range of leisure and sport activities available for many groups within the community. These tend to be less available to young people perhaps through a lack of awareness or interest.
- Concerns that there are not sufficient leisure opportunities specifically for young people, which was raised during the period there was no youth centre provision in Dursley.

5.5.2 Development Themes:

- Provision of health related leisure opportunities / leisure activities aimed at improving health.
- Provision of leisure and recreation facilities targeted at young people.
- Examine need to co-ordinate future provision of sports facilities.
- Continual provision of appropriate play equipment at local play areas, including new developments at Cam Jubilee Field and Dursley.
- Continued development of a full range of sports facilities based around education providers (Rednock), council sports centre at Dursley Pool and private clubs such as the developments at Dursley Rugby Club.
- Encouragement of walking through continued improvement to public footpaths.
- Continued support for allotment provision and initiatives.

5.6 The local environment

5.6.1 The Issues:

- There was a great appreciation of the local natural environment and the easy access to it for many.
- Major concerns are loss of green spaces for housing development.
- Many residents were concerned about litter and dog fouling.

5.6.2 Development Themes:

- Support for a range of local groups to take forward environmental, energy and other sustainability issues. Such local groups include:
 - Dursley in Bloom.
 - Transition Group.
 - Breakheart Community Project.
- District wide groups that also have initiatives underway are:
 - Stroud Valley Project (development of Rackleaze and Holywell Orchard).
 - Gloucestershire Wildlife Trust.
- Continual monitoring of provision for dog control through SDC activity and local signage and enforcement.

5.7 Traffic and transport

5.7.1 The issues:

- Concerns on lack of long term parking for all users in both Cam and Dursley centres.
- Concern that both short and long term parking should remain free of charge.
- Insufficient parking at C&D station but concern that this would only be increased if charges were levied.
- Better co-ordination and availability of bus services and links to train service and other locations such as hospital is needed. Services are regularly reorganised at quite short notice.
- Excessive speed on local roads and safety concerns.
- Poor road surfaces, including pot holes.
- Little effective provision for safe cycling to school / work or for leisure.

5.7.2 Development Themes:

- Long-term parking at both Dursley and Cam centres needed for residents, businesses and visitors.
- Reduction of traffic speeds limits across all built up areas within the area including 20mph on all estates / minor roads, outside schools and consistent 30mph on major roads in the built up area.
- An overall traffic and transport strategy that recognises the importance of travel and transport whilst acknowledging the impact that it makes.
- The investigation of the benefits of a new motorway junction that serves Cam, Dursley and Berkeley.

5.8 Town and Village centre and shopping areas

5.8.1 The Issues:

- Appropriate range and quality of shopping facilities are seen as key to successful centres in Cam and Dursley.
- There is concern over any empty shops and the large number of charity shops in Dursley town centre.

5.8.2 Development Themes:

- Increasing footfall through retail areas through development of Cam and Dursley centres as focal points for commercial and community activities.
- Development of local business led co-ordination.
- Promotion of shop local targeted activities and schemes through Cam and Dursley centre based events such as markets, festivals, Christmas lights switch on, pancake race etc.
- Encouragement for “new trading model” shops to relocate to this area; such as those that have recently established (locally based but selling through the internet). Some are in place but still much potential.
- Need for agreed business development strategy.
- Identification of mechanism to take commercial development forward. Perhaps to market Dursley as ‘A department store in the High Street’ as per Wotton.
- Development of a tourism strategy to promote local Tourism opportunities including working with attractions and accommodation providers.
- Further development of the ‘Dursley Walking Festival’ and ‘Walkers are Welcome’ status to promote tourism and attract more visitors.
- Development and advertising of accommodation options for visitors to encourage opportunities to spend in the village and town centre.

5.9 Community facilities

5.9.1 The issues:

- Community facilities are well liked but not fully used.
- There appears to be some lack of knowledge of what is available in the community.
- Planning support from new developments for the support and use of existing community facilities rather than the creation of new facilities that may be underused.

5.9.2 Development Themes:

- Support for maintenance of current community infrastructure.
- Development of better information for residents, new arrivals and visitors on current community facilities, events, groups, activities and facilities. Provision through traditional media (Notice Boards) and current social media.
- Introducing a calendar of local events and activities.
- More 'open days' where residents, potential partner organisations, press, radio can visit the individual organisations and see their community facilities. Find out what happens there, costs - this increases networking opportunities between others keen to 'do business' in the area, as well as amongst local residents.
- Support for existing community facilities rather than the creation of any new ones on new developments. Funding from developers generated by local development sites to be used to support local community buildings.

5.10 Community safety

5.10.1 The issues:

- Residents want to see a greater police presence on the streets.
- To a lesser extent, they were concerned about anti-social behaviour amongst young people.

5.10.2 Development Themes:

- Greater police or other authority presence (PCSO/ Neighbourhood Wardens) on the streets. A more visible police or other presence in town and village centres during key periods. Current visibility, approach and effectiveness needs to be measured.
- Improved perception and awareness relating to actual crime position to reassure residents.
- Police / PCSO engagement with young people.
- Review facilities for CCTV coverage, approach and utilisation and then consider development and updating.

5.11 Business, jobs and skills

5.11.1 The Issues:

- Businesses cited five main areas that restricted business growth: lack of skilled labour; weak customer demand; increased competition; rising energy and material costs; affordability of appropriate land and premises.
- They also stated that a lack of local advice and business support, confidence in trading in Cam and Dursley which has insufficient footfall and staff car parking were issues affecting current trading.
- When asked what skills and qualifications their staff needed, the responses ranged from literacy and numeracy only, to GCSEs/NVQs to professional qualifications and post graduate qualifications.

5.11.2 Development Themes:

- Some Littlecombe units have been taken up but capacity is still available. Further capacity being made available at Draycott but reticence on part of developers due to requirements for Highways alterations. Further business opportunities at Draycott Business Park and at Littlecombe.
- Improvement to trading conditions leading to growth.
- Trying to increase footfall for retail premises.
- Workforce Development and additional training opportunities needed for individuals.
- Location of a local LEP Growth Hub.
- Development of enterprise centre allowing small start-up opportunities.
- Supporting local business groups, Traders forums, Business Forum (VBF).
- Tourism promotion. Develop the potential for the area to encourage and support tourist based visits. Concentration around possibilities for walking include supporting the recent Walkers are Welcome initiative.
- Skills based training to be made available through SGSC and other local providers. Identify skills lacking in current workforce (according to employers). Glos1st/LEP have skills survey.
- SGSC plans to develop a Mid Area Campus between Stroud and South Gloucestershire have been realised in the establishment of a technology facility at the Berkeley Green Campus based at the Berkeley Laboratory site. Some of the provision anticipated through a “Mid Area Campus” is also now being offered at GL11 Community Hub - SGSC remains one of a number of their valued partners.

5.12 Health services

5.12.1 The issues:

- A high level of satisfaction was expressed with current services.
- There was demand for more specialist services to be available locally where practicable because of the difficulties of travel to out of area hospitals and clinics.
- Strong demand from residents for as complete as possible range of clinics to be available at Vale Community Hospital.

5.12.2 Development themes:

- Further local provision of services.
- Further investigation for introduction of local clinics and services at Vale Community Hospital.
- Support for vulnerable people to allow them to stay in their own homes for longer.

5.13 Housing and infrastructure

5.13.1 The issues:

- Support for wide range of housing including affordable housing.
- General opposition to large scale development.
- Concern that infrastructure would not be developed to support new housing either in time or at all.
- That housing development should be employment led rather than expecting commuting to be the norm.

5.13.2 Development Themes:

- The new localism agenda for the government allows a range of local initiatives. Many of these items are still in pilot or development stages and so it is difficult to see yet how they might benefit the communities.
- Consideration of creation of joint Neighbourhood Plan for Cam/Dursley area to capture a supportable local development plan which will set criteria to be taken into consideration when new developments are planned. To reduce the possibility of large scale developments imposing additional load on local services and not fitting within existing community envelope.
- Consideration of other elements of Localism Act including right to buy.
- Further development of Littlecombe site to provide additional housing requirements including affordable housing, housing for older people.
- Ensuring the provision of appropriate housing schemes and support for vulnerable people.
- Recognition that further development of Littlecombe site should not include duplication of community or retail services that already exist within the enclosing community.
- Results of public consultation in Cam have been fed into the SDC Local Plan process, with proposals that accept a certain level of development but consider how this might best be integrated into the existing community.
- Ensuring that appropriate parking provision is part of planning guidelines and applied to all new developments.
- Training/support for tenant representative groups and associations.

5.14 Enabling technologies

The issues:

- There is considerable support for faster, reliable broadband access. Uses of the internet range from education and entertainment to business. It is recognised that increased internet shopping may risk some local retail services but recent commercial additions to Dursley show that an internet enabled retail business can add considerably to the retail opportunities.

Development Themes

- Faster and more accessible broadband and fibre optic cabling is needed to support business and residential users. Greater access to the benefits of internet access for work, education and leisure.
- The requirement identified in many areas for online access to vital services including government and local authority services.
- Some improvements have been introduced locally by BT including partial fibre optic cabling. Further cabling options could be examined.
- Comprehensive mobile phone coverage across the Plan area.

1. The Next Steps

How do we measure the success of the Plan?

6.1 Success is measured through yearly reviews of the overall progress of the Strategic Plan and the projects, programmes and service improvements within it which will take place through the commissioning councils identifying:

- Planned activity for the past year.
- Actual activity for the past year.
- Positive and negative issues for the past year.
- Planned activity for the next year, including changes as a result of analysis of past quarter activity.
- Any issues that need to be highlighted for discussion on planned activity in the short, medium or longer term.

6.2 It is expected that all of this information will be available through the commissioning councils' communications strategy. In addition, a reassessment of the overall Plan will be made at suitable intervals.

6.3 Any lessons learned during implementation of the Plan activities will be shared with key audiences. We will highlight lessons learned and suggest models of good practice as a continuous process. Different audiences will require different types of communication. The table below provides examples of audiences we will try to engage and methods of communication.

Audience	Method of communication
The local community	Newsletter, local media, community event
Local Councillors	Councillor briefings and reports to Council meetings
Partner agencies including SDC and GCC	Councillor briefings and reports to Council meetings . Sharing plan achievements as part of joint working initiatives.

6.4 Commissioning councils have existing proven communications approaches to their local communities. We expect that they will be the main dissemination route.

How will the community know what's happening?

6.5 Commissioning Councils will market and publicise the Plan and associated activities. These will include:

- Summaries included with local newsletters.

- Loading the Plan to Council websites.
- Sharing the Plan with other relevant partners such as GRCC, SDC, GCC.
- An annual report at the appropriate Council's Public Assembly.
- The use of local media including press, social media, television and radio.

6.6 There are key times when focused marketing and promotion will be important:

- The launch of the Community Plan and its interaction with the Neighbourhood Development Plans being created.
- When funding is secured for any specific initiatives.
- The launch of any new projects.
- The annual community public assembly.

How will the implementation of the Plan develop?

6.7 The Community Plan will be reviewed by the commissioning councils and delivered by the bodies that have agreed to lead on key elements.

Projects can be categorised into three groups:

- those that are or will be carried out by existing groups and which fit in well with the Community Plan.
- projects that could be undertaken by current groups but will need some initial encouragement through funding or other resources to provide a start
- projects that are considered to be priority actions for the Plan but which do not have any current 'champion' group. Commissioning Councils will need to consider how that might be taken forward.

6.8 As the Action Plan moves into the implementation process we need to consider the most appropriate organisational shape and structure of the organisation so that this process is successful. At the same time, it will be necessary to keep the Plan and the projects under review to take account of changed circumstances and community feedback.

Annex A Methodology

1. Methodology

- 1.1 The identification of issues was tackled through community discussions, structured questionnaires, ad hoc comments and through the consideration of the working group. We held eight public consultation events (details in Annex C) collecting 388 individual comments from a total of 350 local residents.
- 1.2. We delivered 6500 questionnaires across Cam and Dursley, with the assistance of the Cam Parish Council Newsletter distribution process and the 1st Dursley Scouts. Responses were completed on line or returned to the Council Offices or the Vale Vision shop.
- 1.3. We received only a 7% response rate which was disappointing in quantity but that did represent over 400 detailed sets of comments.
- 1.4. Nearly 300 Business questionnaires were delivered to all retail and other businesses with identifiable premises in Cam and Dursley. Responses were completed on line or returned to the Vale Vision shop. We received only a 10% response rate.
- 1.5. Following the analysis of the responses and comments we have identified further actions to support the key findings and the Development Vision.
- 1.6. A summary of findings is shown in Annex C.

2. Timeline

- 2.1 This Community Plan refresh was commissioned by Dursley Town Council and Cam Parish Council in early 2011. The process was initiated in April 2011 with public consultation phase held during the summer of 2011. During the autumn and winter of 2011 and into 2012, we undertook the residential and business surveys. Later in 2012, consultations were held with the commissioning councils and various local groups to help define the plan.
- 2.2 A draft Community Plan was developed and presented to the commissioning bodies during 2013. In December 2013, further details of the commissioning bodies' requirements were defined.
- 2.3 Little work was done on meeting these requirements during 2014 due to resource constraints. During 2015 the plan has been revised in layout to meet some of the 2013 requirements and has finally been concluded in 2016.

Date	Event	Number of responses	
Saturday 9 July 2011	Dursley Festival	Comments	87
		Video Interviews	20
Saturday 23 July 2011	Woodfield Residents' Fete	Comments	18
Saturday 13 August 2011	Dursley Farmers' Market	Comments	41
Wednesday 24 August 2011	Highfields, Pride in Your Neighbourhood	Comments	5
Saturday 27 August 2011	Sainsbury Store	Comments	74
Saturday 3 September 2011	Tesco Store	Comments	53
Wednesday 7 September 2011	Woodfield, Pride in your Neighbourhood	Comments	25
Saturday 10 September 2011	Dursley Farmers' Market	Comments	65

Key points (as assessed by respondents)

Aspects rated “Poor or very poor”

61% Condition of Local Roads

56% Local Employment opportunities

Aspects rated “a big problem”

61% Dog Fouling

52% Vandalism

Aspects rated “essential”

83% Low crime area

80% Access to health services

69% Community Spirit and sense of pride in the area

69% A good range of local shops

66% Access to the Countryside

66% Local employment opportunities

Maintenance of elements in original Plan

89% Youth Centre provision

81% Improved public transport

77% Improved traffic management including parking

Annex D

Status of items from Strategic Plan 2005

Identified Projects in 2005 Plan	Expected outcomes from that plan	Current Status of issue	Link to current Community Plan
Littlecombe developments	Maximising development of site including employment and construction skills centre.	Commercial and housing development started. New Vale Hospital built. Approx 100 houses occupied, most current business units occupied.	Littlecombe development to be taken forward as quickly as possible.
Dursley Town Centre Renewal	New supermarket to bring benefits to rest of town. Town Centre regeneration plan.	New supermarket built and new paving linked to development improves Dursley town centre.	Further developments needed to increase viability of Town Centre.
Cam Parish Centre Developments	Development of Cam Centre including Cam Resource Centre.	New centre built providing Cafe/Bistro and Council Offices.	Further developments needed to increase viability of centre of Cam.
Tourism and Visitor Development	Promotion of Tourism: accommodation providers and visitor attraction.	Some promotion locally but long term parking an issue and little co-ordinated effort to market area.	Need to develop Tourism opportunities.
Lifelong learning Centre	Creation of lifelong learning centre.	Some capacity provided at GL11 Community Hub.	Development of SGSC service in this area provides an opportunity for provision.
Support for GL11's development	Further development of centre.	Good support for this expanded facility, further provision of courses and acting for SGSC.	Further development of service.
Rednock School Development	Improved and renewed school infrastructure.	New school built and well used. Some community use.	Opportunity for school to provide greater range of services and facilities to wider community.
Dursley / Cam Youth Centres	Replacement of Dursley Youth Centre.	Provided in Dursley Town Centre and new arrangement for youth leisure support put in place.	Opportunity for further development of Youth Services.
Multi use centre	To be identified as part of Littlecombe development.	Not currently needed on site/not planned for.	Delivered through existing improved facilities.
Sports facilities / Playing fields / All weather Pitch	Completion of extra facilities.	One all-weather pitch at Rednock and new changing facilities.	Further development of sports facilities.

Identified Projects in 2005 Plan	Expected outcomes from that plan	Current Status of issue	Link to current Community Plan
Kingshill House	Continued use and development of centre.	Maintains range of courses and events.	Continues to provide key service. Use could be co-ordinated with other facilities.
Pedestrian and cycle ways	Further development of Cycle Way.	Potential route identified through Cam to station, some land ownership issues. Dursley section follows on from Littlecombe development.	Included in Stroud District Council's Local Plan.
Countryside / Wildlife Developments	Farming support; Hydropower; Building restoration; Environment action plans.	No co-ordinated action in these areas.	Opportunity for a number of individual elements to be taken forward.
Buses and Trains	Improved transport co-ordination.	Buses now running to/from hospital. Still issues with bus/train co-ordination and accessibility (low floor buses). Train service well used but still lack of parking for service users.	Need to continue to monitor and improve transport provision and station parking.
Draycott Industrial land release	To maximise the potential of the site for local people within the provision of employment, housing, community facilities and an attractive environment which provides maximum benefits to the regeneration of the Plan area.	Land still mostly undeveloped.	Provision of space for industrial development is key to ensuring local employment opportunities.
Other housing developments	Co-ordinated approach to housing developments	Proposal for large development northeast of Cam is included in the Stroud District Strategy.	Plan does not support a large single development. Need for affordable housing and improvements to local infrastructure to be included in development.