

**STROUD DISTRICT COUNCIL**  
**COUNCIL**

**AGENDA  
ITEM NO**

**9 AUGUST 2018**

**9**

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| <b>Report Title</b>                               | <b>GLOUCESTERSHIRE VISION 2050</b>   |
| <b>Purpose of Report</b>                          | To set out the basis for the Council's response to the consultation on Gloucestershire Vision 2050 and enable the Council meeting to decide the response   |
| <b>Decision(s)</b>                                | <b>To agree a response to the consultation on Gloucestershire Vision 2050 and authorise the Leader of Council and Chief Executive to submit it</b>   |
| <b>Consultation and Feedback</b>                  | The Council has encouraged responses from a wide range of organisations in Stroud District. The Council has not carried out its own consultation on Gloucestershire Vision 2050.   |
| <b>Financial Implications and Risk Assessment</b> | There are no direct financial implications arising at this consultation stage.<br><br>Andrew Cummings, Head of Finance & S151 Officer<br><a href="mailto:Andrew.cummings@stroud.gov.uk">Andrew.cummings@stroud.gov.uk</a><br>01453 754115<br><br>Risk Assessment<br>No immediate risks arise at this consultative stage in the preparation of a Vision 2050 for Gloucestershire. However, should the Council choose not to make a response, it would signal that the Council has little or no interest in helping frame a long term vision for the county. |
| <b>Legal Implications</b>                         | There are no legal implications arising from this report. The legal implications of any project arising from the consultation outcomes would be considered at the point of implementation. r3007d2507c3007<br><br>Mike Wallbank, Solicitor<br><a href="mailto:mike.wallbank@stroud.gov.uk">mike.wallbank@stroud.gov.uk</a>   |
| <b>Report Author</b>                              | David Hagg, Chief Executive<br><a href="mailto:david.hagg@stroud.gov.uk">david.hagg@stroud.gov.uk</a>  |
| <b>Options</b>                                    | The Council has been invited to contribute to the consultation exercise on Gloucestershire vision 2050.  |
| <b>Performance Management Follow Up</b>           | Further reports on the process to establish a Vision 2050 will be made to Strategy & Resources Committee as part of considering the business agenda for Leadership Gloucestershire.<br>In due course, it will be appropriate for Council to consider a draft Vision 2050.  |
| <b>Background Papers</b>                          | None. Links to various published documents used to inform the report are shown in paragraphs 1.2, 1.3 and 3.5  |

## 1. **Commissioning 'Gloucestershire Vision 2050'**

- 1.1 Leadership Gloucestershire, an informal meeting of key public sector organisations, commissioned the University of Gloucestershire to initiate a public consultation on what Gloucestershire should aim to be in 2050 as a place to live, work and visit.
- 1.2 The Leader and Chief Executive are part of Leadership Gloucestershire. The Strategy & Resources Committee receives regular reports on Leadership Gloucestershire business, as well as the meeting notes. The County Council provides administrative support to Leadership Gloucestershire and the notes from all its meetings are available on the County Council website [www.gloucestershire.gov.uk/council-and-democracy/joint-ventures/leadership-gloucestershire-working-together-for-you/](http://www.gloucestershire.gov.uk/council-and-democracy/joint-ventures/leadership-gloucestershire-working-together-for-you/)
- 1.3 In order to prompt dialogue, the University sought the help of an expert panel which came up with a set of eight 'ambitions' and six projects which might help deliver those ambitions (see Appendix A). Full details are set out at <https://glos2050.com>

## 2. **Consultation**

- 2.1 In November last year, a member of the expert panel made a presentation to Council. Adam Starkey, Vice Chair of GFirst Local Enterprise Partnership and founder of Stonehouse based Green Gourmet Ltd, outlined the challenges that Gloucestershire was likely to face over the next 30 years and highlighted the forthcoming consultation on Vision 2050.
- 2.2 A 'Big Conversation', based on these ambitions and projects, was launched in February. The public consultation is due to conclude at the end of July. The University of Gloucestershire has been notified that the Council's comments will be submitted after its meeting on 9<sup>th</sup> August.
- 2.3 The Council has encouraged individuals and organisations throughout Stroud District to submit views and ideas. This has included the Chief Executive's annual forum with parish and town councils, the Stroud District Youth Council, the Stroud District Local Strategic Partnership, schools and a wide range of other organisations. The Council has consistently urged Leadership Gloucestershire and the University of Gloucestershire to focus the consultation on young people and to use social media as the primary means to conduct any dialogue.

## 3. **Framing the Council's Consultation Response**

- 3.1 The six projects put forward at the start of the consultation period have tended to be the focus for media coverage. In that sense, there has been a preoccupation on physical infrastructure investment. This is disappointing as the consultation is an ideal opportunity to consider the '*feel*' as well as the '*look*' of Gloucestershire and identify '*quality of life*' aspirations for 2050.
- 3.2 For instance, what aspirations do we have for Gloucestershire 2050, in terms of;

- a 'self sufficient' county – for example, in terms of energy and food production
- a county that thrives on high levels of social mobility
- an approach to sustainability that extends beyond the use of energy resources (the only dimension referred to in Vision 2050)
- a 'well being' county that has more people enjoying good mental and physical health and leading longer and more active lifestyles

3.3 The Council's award winning Local Plan contains a sustainability assessment report that identifies key issues facing Stroud District over the plan period to 2030. Many, if not all, of these are relevant to Gloucestershire as a whole and highly likely to remain relevant over the period to 2050. For example;

- Climate Change – the Local Plan sustainability assessment identified threats to ecology, landscape, water quality and agricultural productivity. Vision 2050 should aspire to address the challenges posed by climate change
- Tackling inequalities – striving for better life prospects across communities as well as tackling entrenched deprivation

3.4 Housing, in terms of choice, availability, affordability and quality, is a key issue for many people in Gloucestershire, especially among young people. The Vision 2050 ambitions do not explicitly mention housing yet this is a critical factor in terms of Gloucestershire being a 'magnet county'. The business community in Stroud District has identified the housing market as having an important impact on attracting and retaining a skilled workforce.

3.5 Social mobility in Stroud District compares very favourably to the rest of the county. Indeed, the District is ranked as the best area in the south west region. The Social Mobility Commission analysis is available at <https://www.gov.uk/government/publications/social-mobility-index-2017-data> This places Stroud District at 43 of 324 English authorities. All other parts of Gloucestershire have a much lower ranking.

| Area            | Overall Ranking |
|-----------------|-----------------|
| Cheltenham      | 225             |
| Cotswold        | 268             |
| Forest of Dean  | 303             |
| Gloucester City | 282             |
| Stroud          | 43              |
| Tewkesbury      | 199             |

3.6 Vision 2050 needs to identify this as a 'people' issue that should be addressed. Merely looking at the composition of a future population i.e. how to cope with an ageing population or stemming out migration of young people, overlooks a key consideration – generating opportunities for all parts of the population to realise their potential.

3.7 In terms of the six projects put forward as part of the consultation, the following is a suggested response

| Vision 2050 Project       | Comments  |
|---------------------------|---|
| Super City                | <p>The development of a 'city region' within Gloucestershire has its merits in economic, social and environmental terms and could provide a sustainable solution for population growth/retention and the provision of services and facilities.</p> <p>A mass transport system across the super city and extending to key centres such as Stonehouse and Stroud would be essential e.g. the extent of Manchester Metro and Tyneside Metro networks</p> |
| Cyber Park                | <p>Already a planned physical development, but potentially a 'virtual' project across Gloucestershire with more than one 'community' dedicated to cyber related business. A key part of a local industrial strategy for Gloucestershire?</p>  |
| Regional Parks            | <p>The District's MPs are advocating National Park status for the Cotswold AONB. The strategic development of wildlife corridors and larger woodland/forest areas could benefit well being, stimulate tourism and contribute to climate change adaptation</p>   |
| Lydney-Sharpness Crossing | <p>Lydney-Sharpness could become a major focus for strategic growth in the county. An initial feasibility study, co-commissioned by SDC, has indicated this crossing could be a better 'value for money' infrastructure project than others deemed a priority for Gloucestershire.</p> <p>It is important not to see this solely in terms of a road crossing. Rail, cycle and rapid transit (maglev?) should not be discounted.</p>                   |
| Cotswold Airport          | <p>Would a focus on links with expanding airports be better? Planned rail investment will bring Heathrow within an hour's journey of Stroud. Investment in public transport connectivity e.g. rapid transit using electric powered vehicles, to Birmingham and Bristol could bring substantial benefit</p>  |
| Cotswold Waterpark        | <p>The development of 'exclusive' facilities may boost tourism but there are a significant number of other 'tourism leisure' projects that may have greater benefit across the county.</p>  |

3.8 Members are invited to consider whether to base the Council's response to the Vision 2050 consultation on this report. Members are encouraged to identify other elements to a response.

3.9 It is intended that the Leader of the Council and the Chief Executive submit the response based on the debate at the Council meeting and the ideas and comments made by members. Group Leaders would be involved in the drafting of the Council's response.

## **APPENDIX A : GLOUCESTERSHIRE VISION 2050 : AMBITIONS and PROJECTS**

These are set out at [glos2050.com](http://glos2050.com)

### **Ambitions**

|                         |  |
|-------------------------|--|
| A magnet county         | We would like to see a growing working age population, by keeping and attracting more 18-40 year olds with high level qualifications who want to live and work in the county |
| An innovative county    | We would like to see more businesses starting up, growing and investing in research and innovation   |
| A skilled county        | We would like to see more people with high level skills and jobs in skilled occupations  |
| A prosperous county     | We would like to see rising productivity and household income, offering higher living standards  |
| An inclusive county     | We would like the economic and social benefits of growth to be felt by all   |
| A healthy, happy county | We would like people to have a good work/life balance and see improved health and well being   |
| A connected county      | We would like to see improved transport and internet connections so that people and businesses can connect with each other more easily                                       |
| A sustainable county    | We would like to see more efficient use of resources and more use of sustainable energy  |

### **Projects**

|                     |  |
|---------------------|--|
| Super City          | Gloucester and Cheltenham could grow and regenerate by developing a third centre connecting the two communities to create a 'super city'   |
| Cyber Park          | The development of a National Cyber Security Park, dedicated to cyber-related business and education development, is integral to the Super City  |
| Regional Parks      | The Forest of Dean and the Severn Vale are two of the county's main assets, as well as the world renowned Cotswold Area of Outstanding Natural Beauty. We think they should be designated as Regional Parks, creating a wetlands area for flood management and investing in facilities |
| Lydney-Sharpness    | A new multi-purpose crossing between Lydney and Sharpness will create a single 'destination' with development potential for both, reflecting their individual cultures, landscapes and heritage  |
| Cotswold Airport    | An airport that can accommodate more air travel could be central to the county's economic success – facilitating higher value tourism, enhanced transport links, or as a basis for drone technology  |
| Cotswold Water Park | Cotswold Water Park could become a major tourism destination by redesigning the lake system, maintaining and expanding the range of leisure uses and developing a 5-star hotel   |