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- 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;





