

OUTPUT SPECIFICATION FOR CHEAPSIDE REDEVELOPMENT AREA



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1. Document Status

The Cheapside Redevelopment Area is part of a wider vision shared by Stroud District Council (hereafter “the Council”), Network Rail, Great Western Railway, London and Continental Railways, Gloucestershire County Council and Stroud Town Council for the improvement of the Stroud Station Quarter, the land adjacent to the station to the north and south.



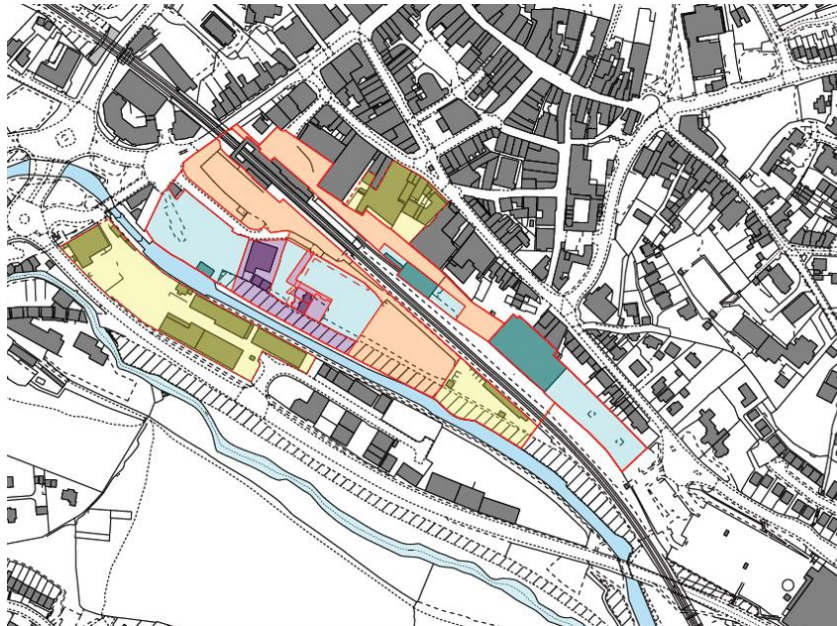
The aim is to create an improved ‘sense of arrival’ to the town and a higher quality of public realm. People will be inspired to stay and dwell in the vicinity and pedestrians and cyclists will be encouraged with improved access and facilities. Underused buildings will be re-purposed for community use and landmark buildings will create a sense of place. Access to rail services will be easy, intuitive and inclusive of all. Strong connections will be made between the north and south of the station, improving links and accessibility between the canal, station and town centre. Land around the station will be consolidated to provide new energy efficient homes, with land receipts used to plough back into the station improvements.

This Output Specification (hereafter “OS”) has been drafted to support the procurement of a developer for the Cheapside Redevelopment area to the south of the station and sets out the Council’s requirements for their land, which will be used as a baseline for the procurement of a developer. The land owned by Network Rail does not fall within this Output Specification at this time.

2. The Site Location

The site is located at:

Cheapside
Stroud
GL5 3BN



The OS relates only to the land shaded light blue to the south of the station which is owned by the Council. The adjoining land to the east and coloured peach is owned by Network Rail and is subject to their further internal approvals and design review.

3. Site History

The site was historically used for both industrial and residential purposes due to its rail and canal links. Currently, the site is used as a car park or has been left vacant. A steep bank separates a large portion of the car park site from the canal edge. The steep gradient continues towards Wallbridge Upper Lock before meeting Wallbridge road.

The site is separated in the middle by Hill Paul, a brick and stone, 6-storey, former clothing factory, built around 1898-1900 and listed as a Local Heritage Asset. It is evidence of the development of the textile industry, so important to the town since the 15th century, from cloth production to clothing production. It is a landmark building and visible from many points in and around the town and the wider area. Hill Paul was saved from demolition in 2001 following a significant local campaign. It stands as the first step in regenerating Cheapside.

On the site is the Wallbridge Warehouse, a Grade 2 listed canal wharf warehouse, which was built in 1828, with later adaptations. It stands on the north bank of the Thames and Severn Canal, alongside the large coping stones of the former wharf walls and to the southwest of the Hill Paul building. It forms the focus of the former wharf area and is one of the few remaining canal buildings on the Thames and Severn Canal. The council currently owns the building, which was severely damaged by fire in 2018.

The Stroud Heritage Strategy (February 2018) has been a key resource for the project team while researching the history of the site. The following photos have been chosen to illustrate the variety of historic character that is found within this part of Stroud.



4. Site Context

The site is in the Industrial Heritage Conservation Area and is bounded by the national rail line which runs through the Stroud Station Conservation Area and adjacent to the Thames and Severn Canal.

The town is currently severed by the railway and this important site has the opportunity to create physical, planning, and aesthetic connections to the Town Centre. Stroud station is included with the Department for Transport's Access for All programme to create step free access across the platforms which is an ambition for the Council and its partners to deliver.

There are views across the valley, a key aspect of living in Stroud, and the connection between town and country is an important aspect of the 'place'.

The landscape assets of the canal, railway and river corridors provide an opportunity to create a more diverse ecological habitat and abundant landscape setting.

The heritage assets of Hill Paul, the Warehouse, Bath Place Terraces, Stroud station and The Goods Shed sit within or are adjacent to the site and present opportunities for re-purposing, defining character areas and amplifying the appeal of the broader development and safeguarding the sites unique legacy for future generations.

5. Vision and Development Objectives

The vision for the Cheapside Redevelopment area is to deliver a sustainable new residential-led mixed use community that meets the needs of both existing and future residents. By responding to the site's sustainable location with innovative and inspiring design; the landowners aspire to see the delivery of an exemplar scheme that integrates with the existing surroundings, in particular the canal, station and town centre, and improves and expands upon the site's opportunities to enhance the area for occupiers and visitors alike.

The six objectives for the site are to:

- a) Create a distinctive and memorable place, appropriate to its context and heritage with a strong character and identity;
- b) Build sustainable, energy efficient buildings and low impact development that minimises harm to the environment;
- c) Create a vibrant and inclusive community that provides for a range of ages, affordability and demographics;
- d) Create and integrate landscape comprehensively, enhancing biodiversity, creating new habitats that bring nature into the site and maximising views from the site;
- e) Enhance connections internally (through the site), externally (to the town centre, transport hubs and the canal); and between the north and south of the railway line;
- f) Promote health and well-being through access to walking/cycling routes, green spaces, and other active lifestyle amenities.

The project aligns with the strategic objectives set out in the Local Plan, the Draft Local Plan, Town Council's Neighbourhood Development Plan and the Local Transport Plan and has the potential to regenerate the area around the station, elevate the passenger experience and address the pressing need for additional housing in our community.

The impact and value of this site cannot be underestimated in terms of its importance to the town centre, the station and the canal and the economic and strategic benefits to the town and the wider district.

CHEAPSIDE REDEVELOPMENT WILL BE AN EXEMPLAR AND SUSTAINABLE NEW COMMUNITY FULLY INTEGRATED WITH THE EXISTING SURROUNDINGS ENABLING PEOPLE TO LIVE AND WORK IN CLOSE PROXIMITY TO ALL THE AMENITIES OF THE TOWN AND ENJOY THE BENEFITS THAT LIVING NEXT TO THE STATION AND THE CANAL HAS TO OFFER

6. Overview of Requirements

The Cheapside Redevelopment will be required to produce the following key deliverables;

- The consolidation of accessible parking facilities across the town to enable sustainable new housing while safeguarding adequate parking for the station and town centre's long-term requirements. To facilitate this the Council will open up

Brunel Mall Multi-Storey car park to the station and create cycle and pedestrian routes through from London Road.

- The delivery of a mix of residential units that will be constructed using low carbon intensity materials to reduce embedded carbon and be operationally net zero on occupancy to address both climate change and the current overall housing need, which is predominantly for 1, 2 and 3 bedroom dwellings and with 30% affordable housing.
- The Council will consider entering into either a Forward Purchase Agreement or have a right of first refusal in respect of the affordable units.
- The Council intend to develop a mechanism for the number of affordable homes to be delivered prior to sale of private homes in phases.
- The retention and refurbishment of the Canal Warehouse to create a focal point for the canal providing a space for commercial and community uses together with public realm to take advantage of its waterside location. A café, restaurant, employment start up space are all uses to be considered.
- The creation of spaces for social interaction, recreation, and community-building (e.g., communal gardens, picnic sites, cycle storage) to facilitate the development of a strong sense of community. Buildings, shared space, green and blue space should feature multi-functionality to provide resilience to impacts of 2C warming.
- The creation of physical and aesthetic links between the north and south of the railway line.
- The provision of accessible, safe walking and cycling routes within and around the development, to open the connections between the canal, station and the town centre, encouraging sustainable transport options, including improved rail and bus connections, increasing the recreational uses in the area and creating commutable travel routes across the site.
- The creation of sustainable and sympathetic public realm for residents and visitors and the integration of canal-side elements into the design including moorings whilst respecting the needs of the current residents and businesses across the site.
- Compliance with Building for a Healthy Life¹ and Building with Nature accreditation².

7. Residential Requirements

It is expected that the developer will initiate its own masterplan for the site, formed in consultation with the Council, and determine a suitable quantum and mix of residential units to ensure the developments success.

¹ <https://www.udg.org.uk/publications/othermanuals/building-healthy-life>

² <https://www.buildingwithnature.org.uk>

The Council's Local Plan policy requires a minimum of 30% affordable housing provision for any new development. Cheapside Redevelopment will be no exception.

The required tenure for affordable housing provision for Cheapside Redevelopment is:

- 50% Rented
- 50% Intermediate (shared ownership)

Of this mix of affordable housing, the Council requires a predominance of 2 bedroom and then 1 bedroom homes and a smaller element of 3 and 4 bedroom homes, all with access to private external space.

The Council is open to exploring alternative housing delivery products, in addition to the affordable housing such as private rental, community-led housing, co-housing, extra care or over 55 living.

Operational Net Zero upon occupation for all units.

8. Public Realm Requirements

The Council encourages developers to be creative with the Public Realm proposals and consider innovative solutions that reflect the Building for a Healthy Life, Building with Nature requirements, RTPi Guidance on Children and Town Planning³, and public sector equality duties⁴. These will be at the developers' cost.

The Public Realm is required to be designed to:

- Align with the Stroud Industrial Heritage Design Guide, which is adopted as Supplementary Planning Advice^{5 6}
- Make the canal a focal point and enhance connections with the town centre;
- Enhance the public rights of way and access into and across the site for pedestrians and cyclists to provide opportunities for and promote active travel;

³ <https://www.rtpi.org.uk/practice-rtpi/2021/july/children-and-town-planning-creating-places-to-grow/>

⁴ https://cdn.prod.website-files.com/6398afa2ae5518732f04f791/63e2700267a280332c85034f_QA%20on%20the%20PSED.pdf

⁵ <https://www.stroud.gov.uk/environment/planning-and-building-control/conservation-biodiversity-listed-buildings-trees-and-hedgerows/conservation-area-no29-stroud-industrial-heritage/ihca-cas-volume-3-conservation-area-management-proposals-spd/>

⁶ <https://www.stroud.gov.uk/environment/planning-and-building-control/conservation-biodiversity-listed-buildings-trees-and-hedgerows/conservation-area-no29-stroud-industrial-heritage/ihca-cas-volume-4-design-guide/>

- Ensure public circulation enables interaction with the Public Realm and surrounding environment, with streets as social multifunctional spaces to enable a sense of community;
- Clearly distinguish between public and private space;
- Inclusive play equipment and play space, suitable for young children, in a safe and secure environment applying Make Space for Girls principles and guidance⁷. Developers should determine the most appropriate solution but there is an expectation for co-designing spaces with young children and the local community;
- Provide separate play space for older children;
- Incorporate public art.
- The council will seek to investigate securing the long-term maintenance and stewardship of public spaces, structures, play spaces and parking on site with the town council, and with resident involvement, before considering alternative methods of long term maintenance. The Developer will therefore ensure that the access roads are adopted, and that the design of the public realm is viable and sustainable from both a maintenance and management perspective.

Developers are encouraged to align proposals with LEAP policy as far as possible.

9. Development Sustainability Requirements

The Cheapside Redevelopment site is in the heart of the Cotswolds and offers a unique opportunity to the Council and its Developer to develop a thriving sustainable community, enhancing its diverse environmental offer. The site, with its placement in the five valleys, adjacent to the canal and adjoining the rail station, offers developers an opportunity to design and develop a 'one of a kind' site which enhances its sustainable features.

This section details what the Developer will be required to deliver as part of the Cheapside Redevelopment.

The Council is committed to ensuring that the development is delivered in a sustainable manner, not just in the short-term delivery but in the long-term use and operation of buildings.

Operationally Net Zero, Adapted and Resilient to Climate Impacts

Developers should propose innovative solutions to support the achievement of the Council's Climate and Nature Strategy. Consideration must include the short, medium and long term.

⁷ <https://www.makespaceforgirls.co.uk/resources-library>

- During design and construction– Developers will be required to consider material selection, transport of materials, plant and labour to minimise embedded carbon and CO2 production in construction. This will be monitored through KPI's which will be developed during the procurement process.
- Operational Use– Developers will be required to demonstrate that the design solutions proposed ensure that the use and operation of buildings will be operationally net zero upon occupancy. This should include deployment of one or more of the following: fabric innovations, heat network, community energy networks, individual building renewables, air and water source heat pumps or other appropriate solutions.
- Designs should demonstrate and include permeability of shared and green space, shading of shared and green space, limited use of impermeable surfaces and water harvesting and reuse adapted to 2C warming.

Holistic Approach to Sustainability and Development

Developers must demonstrate a holistic approach to the design development and sustainability strategy developed through the procurement dialogue. Considerations could include:

- The attractiveness of the development to end users and the impact this has on demand, purchase prices and resale values;
- The impact on the wider local community in relation to transport (both during and after construction), services and facilities available;
- Energy generation and consumption;
- Carbon use and reduction (as noted above), including embodied Carbon;
- Green infrastructure;
- Waste minimisation;
- Transport and access;
- Services and utilities strategy e.g. gas, water, electric etc;
- Building materials and systems;
- Design philosophy.

Standard Assessment Procedure (SAP) Target

The landowners require the development to achieve a SAP Rating of between 86 - 94.

Building with Nature

The Council is committed to working in accordance with the Gloucestershire Green Infrastructure Pledge.

The pledge will be implemented through this project by achieving accreditation in accordance with 'Building with Nature' standards. This user guide combines existing guidance and good practice to ensure that new infrastructure projects implement sustainable and green principles in all stages of a project, including:

- Policy
- Planning
- Design
- Delivery
- Long-term management and maintenance

Developers will be required to provide the Council with a strategy to outline how this benchmark will be delivered and achieved.

As a consequence of the Building with Nature accreditation, Developers will be required to consider the use of Sustainable Drainage Systems (SuDS) at an early stage in the design development.

10. Social Value Requirements

Under the provisions of the Public Services (Social Value) Act 2012 the Council is required to consider how the economic, social and environmental well-being of the district might be improved through the procurement of services. This section of the OS sets out the council's aims in this regard, in relation to the procurement of services for the Cheapside Redevelopment. The Developer will need to respond to the council's approved evaluation model, developed in conjunction with its key stakeholders, and published at the time of tendering when compiling their responses. The areas that this is due to cover will include the following.

Social Value Objectives

- Enable community wealth building and skills development within the local community;
- Ensure that construction works are conducted in accordance with Considerate Contractor standards.
- Leave behind a positive legacy for years to come.
- Ensure that the procurement and delivery of any works adhere to the Modern Slavery Charter.

Development Requirements

This section details what the developer will be required to deliver as part of the Cheapside Redevelopment; these standards will be monitored through Key Performance Indicators (KPIs) to ensure ongoing delivery by the Developer.

Community Wealth Building and skills development within the local community

The Council has identified a shortage of skilled workforce in the Stroud area and intends to address this through the Cheapside Redevelopment, with the support of the Developer. The key objectives are;

- Development of a skilled workforce within the local community addressing skills shortages such as bricklaying, plasterers, roofers, plumbing, steelwork, site supervision etc;
- Provide long term economic benefits to the local community;

It is anticipated that skills will be developed through apprenticeship schemes offered by the developer and its supply chain. The sub-contractors to the Developer will play a critical role in achieving this objective and must be fully engaged in the Social Value objectives to achieve the project KPI's, which will be developed through the procurement process.

In addition, the Council would like to promote the development of small businesses within the local area to again develop skills within the local workforce and subsequently stimulate the local economy.

Considerate Contractor Standards

The Council recognises the importance of reflecting their Social Values in the project delivery/construction phase and will require the developer to deliver these standards through the Considerate Contractor scheme. In particular, the Council wishes to:

- Promote Cheapside Redevelopment in the local community by presenting competent management, awareness of environmental issues and demonstrating 'neighbourliness'.
- Ensure that community engagement is an important part of the project from planning stage through to completion

Unite Construction Charter

On 11 July 2019, the Council passed the Unite Construction Charter⁸ which all supply chain members must adhere to. The Developer will be required to comply with this Charter and ensure all its supply chain complies with said Charter.

Modern Slavery Charter

⁸ <https://stroud.moderngov.co.uk/Data/Council/201907181900/Agenda/item-8ci-unite-construction-charter.pdf>

The Council has passed a Modern Slavery Charter⁹ which all supply chain members must adhere to. The developer will be required to comply with this Charter and ensure all its supply chain complies with said Charter.

Use of Local Supply Chain

Where possible the Developer should use local skills and labour for the Cheapside Redevelopment.

11. Site Information

Buildings to be retained

The Wallbridge Warehouse, a Grade 2 listed canal wharf warehouse, was built in 1828, with later adaptations. It stands on the north bank of the Thames and Severn Canal, alongside the large coping stones of the former wharf walls and to the south west of the Hill Paul building. It forms the focus of the former wharf area and is one of the few remaining canal buildings on the Thames and Severn Canal. The building will form part of the development masterplan; the building is owned by and will be retained by the Council.

12. Policy Context

- **The Local Plan¹⁰**

The Stroud District Local Plan (November 2015) is the adopted development plan for Stroud District.

- **Draft Local Plan¹¹**

This sets out the Council's development strategy for meeting growth and development needs up to 2040. The draft Local Plan is currently still at Examination. Following submission to the Planning Inspectorate and the appointment of two independent Inspectors to lead the Examination, hearing sessions began in March 2023. The sessions continued up until a 'summer break' in June; and in August the Inspectors wrote to the Council, setting out three specific areas of concern regarding soundness, which the Council is presently working to address.

⁹ <https://party.coop/local/councillors/modern-slavery-charter/#intro>

¹⁰ <https://www.stroud.gov.uk/environment/planning-and-building-control/planning-strategy/stroud-district-local-plan/>

¹¹ https://www.stroud.gov.uk/media/urgk1t3o/draft_plan_2019-1.pdf

Developers will need to address the draft Local Plan.

- **Canal Strategy Supplementary Planning Document¹²**

The site is adjacent to the Thames and Severn Canal. The Council has prepared a long-term vision and strategy for the future use of the canals within the District. The Council's Environment Committee adopted the Canals Strategy as a Supplementary Planning Document on 4 October 2022.

- **Neighbourhood Development Plan¹³**

The Stroud town centre Neighbourhood Development Plan (NDP) forms part of the statutory development plan for the district of Stroud. This means that the plan will be considered when planning applications and planning proposals are made. The NDP supports development on the Cheapside Redevelopment Area.

- **The Cultural Strategy¹⁴**

The Cultural Strategy and Action Plan for the district were approved and adopted in October 2024. The Strategy aims to support a thriving cultural atmosphere and economy across the Stroud District, emphasising collaboration with arts organisations, practicing artists, and creatives. This includes a two-year action plan with some initial funding against six sets of recommendations.

- **The Gloucestershire Local Transport Plan¹⁵**

The Gloucestershire Local Transport Plan (LTP), published in 2020, sets out the long-term strategic transport vision for the County to 2041. This is supported by spatial Connecting Places Strategies (CPS) which cover all six districts. The current rail mode share in Gloucestershire is relatively low, so increasing the number of journeys made by rail is a key ambition of the LTP. There is a significant potential for rail to provide sustainable, high quality transport connections, taking pressure off the M5 corridor and local road network. The LTP highlights a number of improvements to Stroud station, ranging from improving accessibility, increased cycle parking, enhanced public realm and provision of EV parking. LTP Policy 5.3 – Railway Stations Improvements, states that the County Council will work with partners to ensure that station facilities meet existing and future demand by providing safe, secure and attractive facilities for all passengers. The strategic vision for rail set out in Stroud's Connecting Places Strategy, is to maximise the potential of rail stations to provide opportunities for

¹² <https://www.stroud.gov.uk/environment/planning-and-building-control/planning-strategy/canals-strategy-for-stroud-district/canals-strategy-for-stroud-district/>

¹³ <https://www.stroudtown.gov.uk/uploads/ndp-64-web-version.pdf?v=1716887055>

¹⁴ <https://stroud.moderngov.co.uk/documents/s13509/Appendix%20A%20-%20Cultural%20Strategy%20and%20Action%20Plan.pdf>

¹⁵ <https://www.gloucestershire.gov.uk/media/p5melmok/ltp-policy-document-final-v132-2.pdf>

sustainable travel to urban areas within the county, and wider regional/national destinations.

13. Developer Requirements

This section of the OS outlines the Council's requirements in relation to the Developer, including the behaviours required.

The Council is seeking a Developer to offer the following;

- Similar project delivery experience
- Capacity and capability to provide the resource required to support the new development
- Access to development funding
- To act collaboratively with the Council to ensure a successful relationship and ensure the success of the development.

The Council has identified a number of Key Performance Indicators (hereafter "KPIs") which will be used for the duration of the contract, to monitor and record the Developer's performance against a set of key performance standards. It is proposed that the KPIs are developed through the competitive dialogue process.

Category			KPI
1	Delivery	Deliver the development effective and efficiently.	Rate of actual delivery against the agreed development model (as agreed through the dialogue process).
2			Compliance with or improvement of the commercial outcomes in the agreed development model.
3			Compliance with the Value for Money protocol.
4	Behaviours	Exhibit the right collaborative behaviours in all that we do.	Achieving continue improvement in staff satisfaction, evidenced through an increased score in the [Name tbc] Satisfaction Survey
5	Health & Safety	Continually maintain the highest levels of safety in all we do.	Provide an average of a least [♦] hours of training for each member of staff on site, on health and safety matters.
6			Achieve the target of zero reportable incidents.
7			Achieve the Considerate Contractor requirement to achieve a minimum score of 42 in each quarterly report.
8	Sustainability	Ensure that we minimise the impact of our actions and activities on the environment.	Achieve or exceed project target for sustainability. Baselines for environment al measures established should be consistent with good industry practice (including

			carbon, water, waste/recycling, raw materials and habitats).
9	Social Value	Deliver additional value to the communities we serve.	Achieve or exceed project target for social value.

14. Consultation

The project had developed to this stage because of close partnership working, which will continue throughout the project. The Developer will be required to continue with this collaboration with the Council, Network Rail, Great Western Railway, London and Continental Railways, Stroud Town Council, Gloucestershire County Council, Stroud Valleys Canal Company, Cotswold Canals Trust, Stroud & District Chamber of Trade & Commerce, local residents and businesses to create a successful and integrated development. Community Engagement as part of the planning process will be an essential requirement. The importance of raising awareness, exchanging information and providing regular feedback with a common shared basis of information will be required.