

Vision

In 20 years' time, Dursley will continue to retain its position as the prime market town serving the south of Stroud District. It will be a strong community and a place where people of all ages chose to live and work in a safe and accessible environment. It will be a place where wildlife thrives and the natural environment and green spaces can be enjoyed by residents and visitors.

(Missing: Social cohesion, play life enhancing, destination town)

Objectives

In order to achieve this we will:

- a) Protect and enhance the natural environment, biodiversity and green spaces.
- b) Improve accessibility to and within the town for residents, businesses and visitors.
- c) Retain a strong community by ensuring a mix of home types and tenures which are appropriate in development scale and respond flexibly to Dursley's changing needs.
- d) Provide high quality development within enhanced design standards for Dursley.
- e) Retain and improve a strong and healthy mix of community services and leisure and recreation facilities.
- f) Increase the attractiveness of the town for residents and visitors.
- g) Support the development and sustainable growth of businesses and attract new enterprises.

Advice from Elin: Policies are likely to relate to the following (more to be added following check against key messages for each theme).

- a) Environment (biodiversity, local green spaces, views in and out)
- b) Roads, traffic and transport (getting around): parking, cycles and walkways, flow of traffic and addressing pinch points, public transport and being well connected.
- c) Housing: affordable homes, density of development, size/scale of development, suitability for all ages and sensitively built
- d) Design of development: Theme context and policies will relate to parking, sustainable, high quality, key design features, and will provide a code/standard.
- e) Services and facilities: community cohesion, strong community life in Dursley, promoting volunteering, the full range of emergency services available (Full range of services and facilities available for daily life/self-contained)
- f) Economy: Retail, increasing tourism (may want a separate objective for tourism) town offer additional attractions to draw in visitors.

Topic	Environment – Objective a Krystyna Dembny Key Messages	Why (justification/Source of message)
E1	Walkers 'ground' – tourism & national attraction	
E2	Ancient woodland important	
E3	High demand for space – population density is high	
E4	Physical wellbeing and green space	
E5	Town located in a basin-visual connection	

E6	Present green spaces, bridleways, footpaths and hedgerows	
E7	'Local' green space designation	
E8	Protection and designation	
E9	Demand for allotments and a waiting list	
E10	Area rich in biodiversity	
E11	Conservation and need for 'net gain' for nurture (NPPF)	
E12	Protected species present	
E13	Wildlife corridors important	
E14	Green environment is an attractor for new homeowners.	

Topic	Transport –Objective b Vacant	Why (Justification/Source of message)
T1	Long term parking is a challenge	
T2	Short term parking needs	
T3	Cycling is a key opportunity but needs to be a realistic choice	
T4	Cycle parking provision	
T5	Walking environment is vital for people to meet and greet and use services	
T6	Footpath access plan needed	
T7	Mobility audits revealed key areas for improvement	
T8	Silver street is a key pinch point	
T9	Kingshill Road and Kingshill Lane junction & impact regarding Rednock school.	
T10	Speed 20mph for residential roads, 30 mph for A4135, 'Gateway' design 20 mph for town centre.	
T11	HGV volumes and through traffic	
T12	Pedestrian/vehicle treatment for Parsonage Street	
T13	Local shops/service and access for deliveries	
T14	Change of role for Cam and Dursley station	
T15	Bus accessibility/DATE and opening up buses to all users.	
T16	Safe waiting areas	
T17	Safer routes to school	
T18	Live/work units with reduced travel	

Topic	Housing – Objective C Jan Burdge	Why (Justification/Source of message)
H1	Survey results (tbc) from the consultation identify that 32% of residents wanted housing and 70 wanted jobs	
H2	Housing mix balance –continue?	
H3	No 'rabbit warrens'	

H4	Social housing 'need' – 'affordable' – difference between social and affordable.	
H5	Parking is a prerequisite	
H6	Self-build	
H7	Buy-to-let properties	
H8	Lower level of 'owner occupied'	
H9	Access 'sell points' – to green space; to work and affordability.	
H10	Size of dwellings –small family market	
H11	Dursley 'authentic'-'true identity'	
H12	Flexibility to respond to market and population trends	
H13	Small and 'intimate' type of developments 'in keeping'	
H14	Parking v development space (tension) – in reality homes need parking for two vehicles	
H15	Smaller homes/bungalows/lifetime/start-up homes.	

Topic	Design -Objective D – Sue Creswick	Why (Justification/Source of message)
D1	Popular subject amongst the public	
D2	'Likes' Pre 1900s/WW1-rural Cotswold-mix of materials	
D3	'Dislikes'-modern developments –too small/poky – 'estate'	
D4	Design that suits the area and fits in.	
D5	Open spaces/trees etc.	
D6	Tree lined streets	
D7	Lifetime/adaptive living.	
D8	Traditional features/mix of designs	
D9	Parking provision	
D10	Green quality space	
D11	Easy to heat/run/maintain	
D12	Adequate garden space	
D13	Health/well-being and housing	

Topic	Service and Facilities –Objective E – Mel Laybourne	Why (Justification/Source of message)
S&F1	Better access to shops and range of shops	
S&F2	Better access to green spaces and children's play areas	
S&F3	45% 'need' for community facilities –quite a lot of stock in place now.	
S&F4	Local library -49%	
S&F5	Youth facilities needed	
S&F6	Faster broadband needed-perception? As now available	
S&F7	Primary and secondary schools both have capacity	

S&F8	Rednock offer Further Education classes including for adults	
S&F9	Post office has good access	
S&F10	Job Centre – closest is Stroud 15.3km to access	
S&F11	Sports facilities at Rednock offer multiple choices	
S&F12	Expand provision at Rednock	
S&F13	Outdoor play –shortfall of 38%	
S&F14	Sports pitches shortfall 29% below district average- Dursley is 40% below.	
S&F15	Faith group provision –limited choice	
S&F 16	Bowling Green Retention	
S&F17	GPs – multiple surgeries	
S&F18	Patient:Doctor Ratio 1369:1 scope for more patients to be taken.	
S&F19	S106 monies from Littlecombe for greater GP capacity	
S&F20	'Desire' for surgery to move	
S&F21	'Catchment is large-'Cam'impact	
S&F22	Vale Community Hospital –vastly improved provision	
S&F23	Major employers – mainly retail. Manufacturing base has gone.	

Topic	Economy –objective G-Chris Lambert	Why (justification/Source of message)
EC1	Successful local business as a draw	
EC2	Local jobs=local wealth	
EC3	Loss of employment sites to housing	
EC4	Access and transport limitations to growth	
EC5	Population in (2011)6,600 15% increase since 2001	
EC6	4,100 of working age, 3302 in employment (75%)	
EC7	Job seekers approximately 100 or 2.5% of working age population.	
EC8	Occupational groups, percentages are close to Stroud, South West England and national figures.	
EC9	Higher percentages in professional/operatives (Listers-type jobs now in Stonehouse)	
EC10	Sales/Retail deficit but figures are pre-Sainsbury's	
EC11	'Premises'-manufacturing was 35% of floor space total.	
EC12	Farms/Nursing homes/public services are not included in the business rates data.	
EC13	10 mile commute to work or more	
EC14	Retail occupies 25% of floor space.	
EC15	Hotel/accommodation: option	
EC16	Small light industrial units (office/workshops) 40%	
EC17	Automotive 3% of space	
EC18	Lose core services-local garage & repairs	
EC19	Parsonage street traffic issues/deliveries	
EC20	Losing the Littlecombe space	

EC21	Employment stock –preservation of the remaining	
EC22	Service Sector/Tourism Opportunity	
EC23	Parking, footfall, visibility and spend	
EC24	Staff and access needs	
EC25	Ability for businesses to grow	
EC26	Tourism-issue around lack of focus and information source	
EC27	Desire for a centre and promotion/information resource	