

**Key**

- major green space
- conservation area
- historic core
- Roman amphitheatre
- Parish Church
- tourist attraction
- education
- employment area
- link to country
- hospital

This Concept Statement sets out the principles and context for a future vision through planned sustainable growth, which not only meets the needs of the community but adds value and protects Cirencester's unique qualities.

The size, scale and pace of growth must be managed through the Local Plan and local planning policies relating to Cirencester. A significant increase in development over a short period of time is seen by the community as detrimental.

**1** Development must reinforce the strong local identity of Cirencester and not erode the unique qualities and character of the town.

**2** Development must benefit and add value to the physical, social and cultural assets and strengthen the local economy.

**3** Development must be sustainable and integrate with existing infrastructure, providing amenities, jobs and housing for local people - improving the social, economic and environmental well-being of the community.

4. Quality design is to be influenced by the Town Centre Design Code building on the principles of the Market Place Improvement Scheme. The scale of future development is to be in keeping with the integrity and sense of place as an historic market town.

**5** New development will be assessed by the Town Council and regulatory authority based on local design codes and conservation area statements. Developers are encouraged to engage with key stakeholders on design principles to ensure a complementary mix of contemporary and traditional styles.

**6** Health services and education are fundamental to the future sustainability of the town and development must support the protection and enhancement of these facilities including potential for co-location of improved primary care services.

**7** Building on the university status of the town to widen the cultural offer and embrace vitality in the evening economy; meeting the needs of young people and connecting informal spaces with reference to the Green Spaces Strategy.

**8** New housing must meet local needs relating to age, family, social connection and affordability.

**9** Developing a sport and recreation hub through a cluster partnership for the wider benefit of the community and to meet the specific needs of the Royal Agricultural University, Cirencester College and local secondary/primary schools.


**10** Accessibility into, out of and around the town must be improved by addressing the severing effect of the ring road and high speed limits and recognising access principles relating to pedestrian/cycle routes e.g proposed bridge from the Amphitheatre connecting with the town centre.

**11** Develop / improve pedestrian links and cycle routes connecting open spaces and heritage areas in the town.


**12** Where development is likely to have a detrimental impact on local parking, a strategic assessment must be carried out and mitigation measures identified and funded.

**13** Future developments must connect to the infrastructure network and improve accessibility to surrounding settlements, to and from local amenities, and enhance facilities, relating to footpaths, cycling routes and public transport.

- Increased provision for pedestrian crossing and bridging of ring road. Traffic calming measures
- Roundabout improvements to facilitate safe pedestrian crossing and link amphitheatre and hospital to town centre




Improvement of historic processional routes to link attractions to the town centre



Improvements to New  
Brewery Arts Centre


Central public transport hub to connect the town locally and nationally. Indicative route shown only

Circular green pedestrian route linking green spaces together. Art or nature trail to be incorporated



New and/or improved employment areas to provide a variety of skilled jobs

Exact sports hub and science park locations to be determined / subject to planning permissions



Improvements to water capacity and drainage to minimise the risk of flooding

Green links from central green space circular route to peripheral countryside areas

### Physical / Environmental

- The townscape of Cirencester, which includes Saxon, Medieval and Victorian heritage – in particular the iconic Market Place, Parish Church and street patterns - must be protected and promoted, recognising the historic context and conservation status of the town, encouraging more excavated visual access.
- Priority areas for improvement funding through developer contributions include Cricklade Street, Riverside Walk and Brewery Court.
- Green spaces, in particular the Roman Amphitheatre, are identified within the Green Spaces Strategy for improvement and integration into a wider sustainable access/transport network.
- The provision of a public transport hub at South Way is identified in planning policy building on the good road network and in seeking to improve bus service provision.

- People who live and / or work in Cirencester are its greatest asset. The wide range of charities and other organisations in the town are a valuable resource that must be listened to.
- Primary secondary and tertiary education are of the highest standard, which must be maintained, and should be used to promote the town both nationally and internationally.
- Health and social care facilities, including those provided by Cirencester Hospital must be protected and expanded.
- Cultural, heritage and tourism organisations and events are to be supported and developed.

- The town has a good supply of high-quality jobs and the emerging information technology sector is an important area of growth for Cirencester. Accommodating such growth in terms of local employment skills and physical premises through extension/relocation is important.
- The number and variety of independent retailers is a unique economic asset and the core town centre retail area should be protected.
- Tourism is a recognised asset of the town and must be supported through expansion into international markets via positive marketing and a consistency of branding.

