

LUF Prospectus Themes	Stroud District LUF Bid Projects	Strategic Fit with Local Plan and Stroud Town Centre Neighbourhood Development Plan	LUF standard outputs relevant to the bid	LUF standard outcomes relevant to the bid
<p><b>Regeneration and town centre investment</b>, building on the Towns Fund framework to upgrade eyesore buildings and dated infrastructure; acquire and regenerate brownfield sites; invest in secure community infrastructure and crime reduction; and bring public services and safe, accessible community spaces into town and city centres.</p>	<p><b>Project 1</b></p> <p><b>Gateway Spaces</b> –The rejuvenation and transformation of key spaces into attractive destinations to increase vitality and prosperity for residents, visitors, shoppers and business. Places for people to spend time and feel a sense of pride in the town.</p> <p>(Schemes: Incubator Hub, Wallbridge Green Space, Sub Rooms Town Square, Brownfield site, Station area and Cheapside).</p>	<p>The Stroud District Local Plan vision and guiding principles for Stroud town centre are to:</p> <ul style="list-style-type: none"> <li>• Act as a focal point and gateway for surrounding communities and visitors</li> <li>• Capitalise on its attractive built heritage</li> <li>• Provide a focus for growth in homes and jobs</li> <li>• Boost its role as the principal commercial centre of the District and catalyst for upgrading its retail offer</li> <li>• Improve the approach and sense of arrival at the town centre</li> <li>• Prioritise the redevelopment of brownfield land to boost jobs and intensify uses</li> <li>• Secure high quality, distinctive design</li> </ul> <p>The Stroud Town Centre Neighbourhood Development Plan vision is for it to become welcoming, healthy and thriving by:</p> <ul style="list-style-type: none"> <li>• Improving the appearance of the gateways to the town centre</li> <li>• capitalising on the potential improvement in rail services, to attract more businesses, visitors and local customers</li> <li>• Increasing the number of people living within easy walking distance of the town centre</li> <li>• Encouraging investment in good quality, retail, service, office and social facilities</li> </ul>	<ul style="list-style-type: none"> <li>• New or improved residential units</li> <li>• Dilapidated buildings improved and land rehabilitated</li> <li>• Public realm created or improved</li> <li>• Green or blue space created or improved</li> <li>• New trees planted</li> <li>• Public amenities/facilities created, improved, or relocated</li> <li>• Healthcare space created or improved</li> <li>• Educational space created or improved</li> <li>• Community centre space created or improved</li> <li>• Office or industrial space created or improved</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in footfall</li> <li>• Increase in employment rate</li> <li>• Reduction in vacancy rates</li> <li>• Positive change in perceptions of place (business, residents and visitors)</li> <li>• Increase in business investment</li> <li>• Positive change in business sentiment Increase in consumer spending Improvement in the health of residents (physical and/or mental)</li> </ul>

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<b>Cultural investment</b> maintaining, regenerating, or creatively repurposing existing cultural, creative, heritage and sporting assets, or creating new assets that serve those purposes including theatres, museums, galleries, production facilities, libraries, visitor attractions (and associated green spaces), sports and athletics facilities, heritage buildings and sites, and assets that support the visitor economy.	<b>Project 2</b>  <b>Cultural Landmarks</b> – protecting our heritage and making venues inclusive and accessible to all, nurturing and realising their full potential and celebrating the areas local distinctiveness to create a vibrant arts scene that supports the visitor economy.  (Schemes: Brunel Goods Shed, Sub Rooms, Lansdown Hall).	The Stroud District Local Plan vision and guiding principles for Stroud town centre are to: • Strengthen a flourishing artistic and cultural scene • Create a focus for creative industries • Capitalise on its attractive built heritage • Conserve and enhance the valley's heritage assets • Cater for an ageing population through the design of new development • Secure high quality, distinctive design  The Stroud Town Centre Neighbourhood Development Plan vision is for it to become welcoming, healthy and thriving by: • Progressively upgrading the quality of streets and spaces to improve pedestrian experience and enhance the setting of the historic buildings • Greening the town centre and environs	<ul style="list-style-type: none"> <li>• Cultural space created or improved</li> <li>• Heritage buildings renovated/restored</li> <li>• Volunteering opportunities supported</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in the number of visitors to cultural venues</li> <li>• Increase in the number of cultural events</li> <li>• Increase in the audience numbers for cultural events</li> <li>• Increase in consumer spending at cultural venues</li> </ul>
<b>Transport investments</b> including (but not limited to) public transport, active travel, bridge repairs, bus priority, local road improvements and major structural maintenance, and accessibility improvements. We are requesting proposals for high-impact small, medium and, by exception, large local	<b>Project 3</b>  <b>Connections</b> – Making it easier, healthier and safer for pedestrians and cyclists to access all the town and to support the transition to a low carbon lifestyle aligning with the Councils commitment to carbon 2030. Improving the	The Stroud District Local Plan vision and guiding principles for Stroud town centre are to: • Improve accessibility and linkages of surrounding communities with the town • Improve physical accessibility between the canal and town centre	<ul style="list-style-type: none"> <li>• New or improved cycle ways</li> <li>• New or improved pedestrian paths</li> <li>• Roads converted to pedestrian or cycling ways</li> <li>• Public transport improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in cycle flow</li> <li>• Increase in pedestrian flow</li> <li>• Mode shift from car to active travel</li> <li>• Improvement in air quality</li> <li>• Improvement in passenger experience/satisfaction</li> </ul>

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<p>transport schemes to reduce carbon emissions, improve air quality, cut congestion, support economic growth, and improve the safety, security and overall experience of transport users.</p>	<p>connectivity to the routes along the valleys to the wider district.</p> <p>(Schemes: All active travel measures, opening up Brunel Mall to the station, RTPI at the train station and bus station).</p>	<ul style="list-style-type: none"> <li>• Improve the approach and sense of arrival at the town centre</li> <li>• Provide good links to the wider rural area</li> </ul> <p>The Stroud Town Centre Neighbourhood Development Plan vision is for it to become welcoming, healthy and thriving by:</p> <ul style="list-style-type: none"> <li>• Transforming the convenience, safety and attractiveness of access to the town centre for pedestrians and cyclists</li> <li>• Encouraging greater physical activity in order to promote physical health and mental wellbeing for all, including disabled people, and reduce car reliance – through the progressive improvement of the pedestrian and cycling environment</li> </ul>		