



CAM COUNCIL

Strategic Development Prospectus

01453 548884

www.camparishcouncil.gov.uk

Contents

- 2. Contents & Introduction
- 4. Development Map
- 6. Village Centre
- 8. Green Spaces & Recreational Provision
- 10. Community Transport Provision & Improvement

APPENDIX

Policy Alignment Details

“It’s time to build the heart of it all – opportunity, connection, and community”

Strategic Development Prospectus

At the centre of our parish lies a vibrant, caring, and resilient community - one that deserves access to outstanding services, inclusive spaces, and opportunities to flourish.

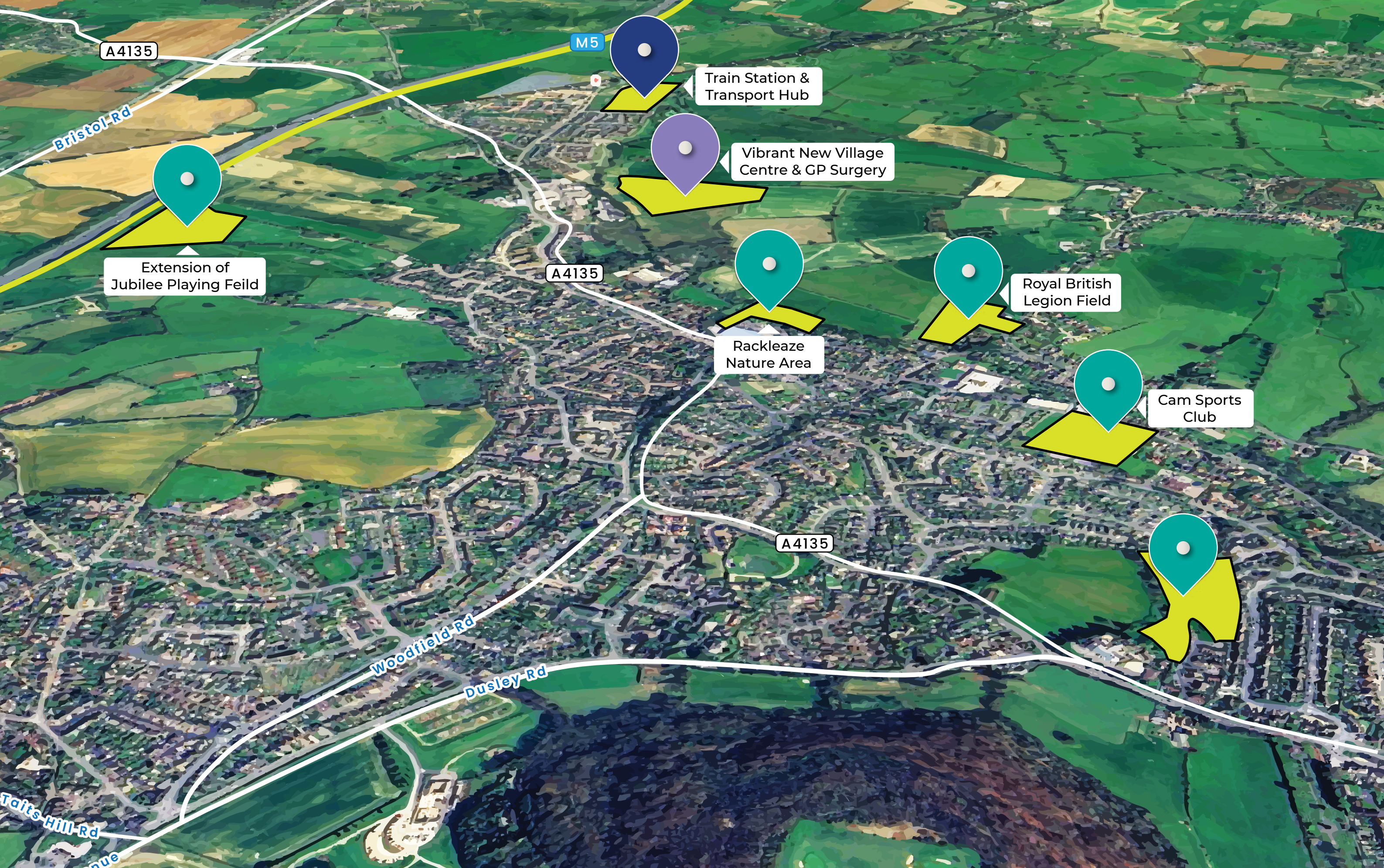
Cam is undergoing a period of rapid transformation and recognises that whilst this growth brings with it opportunities, including increased economic activity and social diversity, it must also be accompanied by essential infrastructure to ensure the impact on the wider community is mitigated and the parish remains a desirable place to live.

This strategy is rooted in community consultation and guided by Local Plan policy, to set out a bold vision to ensure our entire community can thrive together.

We have focussed on creating much needed and accessible primary care services, community facilities, expanded transport links, and additional green spaces.

Through consultation, collaboration and shared purpose, we are laying the foundations for a healthier, better-connected future with the aim of creating a place to live well, grow together, and call home.





Development Map



Creating a Vibrant New Village Centre



Objective

To establish a dynamic, multi-functional centre at the heart of Cam that meets the social, economic and healthcare needs of a growing and diverse population.

Community Need

Community consultation highlighted a strong demand for accessible health services, high-quality recreational spaces, support for local enterprise and social infrastructure that fosters inclusion and wellbeing. The growing population - including new residents from strategic housing developments - requires coordinated investment in shared spaces and services.

Proposed Action

The proposed village centre will serve as a flagship development potentially comprising:

- A modern modular GP surgery with capacity for up to 15,000 patients.
- A NHS dental centre.
- Flexible community spaces (including a community café, office space for PCSO team etc)
- A 3G sports pitch and outdoor recreation zones.
- Startup and business incubation hubs.
- A state-of-the-art fitness and wellbeing facility.

This development will integrate social, economic and health functions in a central, accessible location, strengthening Cam's role as a First-Tier local service centre.



Policy Alignment

- **Infrastructure Funding Priority: Health & Wellbeing** – Prioritises the delivery of local health infrastructure to meet community demand.
- **Making Places: Strategic Growth and Development Location** – Cam is identified as a priority area for sustainable growth and service provision.
- **2030 Stretch Goals: Community & Natural Environment** – Supports inclusive, high-quality public services and ensures reasonable access to community assets.
- **Community Resilience & Wellbeing Policy** – Promotes integrated services that enhance local health outcomes and strengthen social cohesion.
- **Accessible Communities & Regeneration of Employment Sites** – Encourages the redevelopment of land for mixed-use purposes and increases access to employment and services.
- **Our Environment and Surroundings Delivery Policy** – Supports the use of renewable or low-carbon energy and sustainable construction methods.
- **High Quality Sustainable Development** – Ensures the design of places meets long-term community needs while preserving character and accessibility.

Anticipated Impact

- Enhanced primary care and dental provision in an underserved area.
- Improved access to wellness and recreational amenities.
- Job creation through startup space and community enterprise.
- Stronger community identity and place-making in the village core.
- Encouragement of active travel through integrated green links and cycle infrastructure.



Green Spaces & Recreational Provision



Objective

To safeguard, enhance and expand Cam's green infrastructure - creating accessible, biodiverse and multi-functional recreational spaces that meet the needs of current and future residents.

Community Need

With increased housing development, there is growing demand for open space, biodiversity enhancement, informal recreation and quiet areas for reflection and community gathering.

Proposed Action

The strategy proposes the acquisition and protection of a network of green and recreational spaces, each delivering distinct community and ecological benefits:

- Jubilee Playing Field – extension to support youth sport and physical activity.
- Royal British Legion Field – development as a memorial and contemplative space.
- Rackleaze Nature Area – enhancement as a biodiversity zone and green corridor linking to the new Village Centre.
- Cam Everlands Sports Club – safeguarded for continued community use through registration with Fields in Trust.
- Holywell Orchard – provision of recreational facilities, including a cycle/bike track.
- Norman Hill Playing Field – development as a recreation-focused space, including youth provision, a youth community hub, and skatepark.
- Additional opportunities – identification and acquisition of further green spaces to be safeguarded as recreational assets for the community.



Aim: Saving recreational space for the community



Aim: Providing memorial space for the community



Aim: Increasing biodiversity within Cam

Policy Alignment

- **Making Places: Shaping the Future of Cam** – Provides community facilities, increases open space and enhances landscape character.
- **Providing for Biodiversity** – Improves habitats through nature-based interventions.
- **2030 Stretch Goals – Natural Environment & Community** – Encourages access to green space and outdoor wellbeing.
- **Our Environment and Surroundings Delivery Policy** – Supports biodiversity net gain and protection of environmental assets.
- **High Quality Sustainable Development** – Enhances local distinctiveness and quality of life.

Anticipated Impact

- Increased access to green and recreational spaces.
- Enhanced biodiversity and ecosystem resilience.
- Opportunities for informal play, sport, and community interaction.
- Improved mental and physical wellbeing.
- Strengthened green corridors linking new development with community hubs.



Aim: Creating a green link into the new village centre



Aim: Protecting and increasing recreational space for the community



Community Transport Provision & Improvement



Objective

To develop an integrated, accessible and sustainable transport hub that meets the evolving needs of Cam's growing population to improve local connectivity, support modal shift, and enhance transport equity across the parish.

Community Need

Surveys and consultations, including Cam Parish Council's Transport Survey, identified concerns around pedestrian safety, limited transport options for non-drivers, and infrastructure gaps around movement corridors. New developments must be well integrated into the established community through robust transport solutions that prioritise accessibility, sustainability and safety.

Proposed Action

The strategy includes:

- A transport interchange near the train station with EV charging, accessible toilets, refreshments, secure cycle storage, expanded parking and bus access to increase public transport use.
- Safety improvements at key risk areas:
 - A4135 railway bridge ([///wiped.contain.reporting](#))
 - Draycott / Box Road junction ([///copes.diplomats.seasons](#))
- Integration of cycle and pedestrian networks with new housing and village centre.

Policy Alignment

- **Making Places: Shaping the Future of Cam** – Enhances transport links and movement corridors.
- **Strategic Growth and Development Location** – Prioritises investment in infrastructure.
- **Accessible Communities** – Promotes inclusive access for all ages and abilities.
- **Climate Change and Environmental Limits** – Encourages low-emission travel modes.
- **Promoting Transport Choice and Accessibility** – Expands mobility options across the community.
- **Protecting and Extending Community Cycle Routes** – Contributes to a healthier, low-carbon transport network.

Anticipated Impact

- Safer, more accessible travel options.
- Increased use of sustainable transport modes.
- Stronger local economy through improved access to services and employment.
- Seamless connections between new and existing neighbourhoods.
- Enhanced safety for vulnerable road users.



Cam Strategic Development Prospectus

Issued: 8th May 2025

The Cam Strategic Development Prospectus sets out a cohesive, community-led plan for sustainable growth and improved quality of life. Each element is underpinned by robust alignment with local and regional planning policy, as evidenced throughout the document.

By using these policies as a framework to unlock opportunity, the prospectus sets Cam on a path toward becoming a complete community of integrated neighbourhoods while preserving the parish's distinctive character and rural charm.

Prepared by:



CAM COUNCIL

Contact:

01453 548884
www.camparishcouncil.gov.uk

4 Noel Lee Way,
Cam, GL11 5PS

APPENDIX

Policy Alignment Details



Stroud District Local Plan, adopted November 2015

- CP1: Presumption in Favour of Sustainable Development
- CP2: Strategic growth and development locations
- CP3: Settlement Hierarchy (First Tier)
- CP4: Place Making
- CP6: Developer contributions to services, community facilities and infrastructure
- CP7: Lifetime Communities
- CP11: New Employment Development
- CP14: High Quality Sustainable Development
- Delivery Policy EI2: Regenerating existing employment sites
- Delivery Policy ES2: Our Environment and Surroundings
- Delivery Policy ES12: Better Design of Places
- Delivery Policy ES15: Provision of outdoor play space



Cam Parish Council Neighbourhood Development Plan

- Policy CAMVC1 – Health and Wellbeing supports the provision of healthcare facilities and community spaces that promote physical and mental health
- Policy CAME1: encouraging start up, new business and home working
- Policy CAMCF1: Retention of Community Facilities
- Policy CAMMC1: Improving and enhancing Connections for Cyclists and Pedestrians



Stroud District Council The 2030 Strategy

- Community 2030 Stretch Goals
- Natural environment 2030 Stretch Goals



Stroud District Council Infrastructure Funding Priority

- Funding Priority - Health & Wellbeing Infrastructure



Stroud District Council 2021 Infrastructure Development Plan

- Identified need of 350sqm extension for existing GP practice



Stroud District Local Plan, adopted November 2015

- CP4: Place Making
- CP7: Lifetime Communities
- Delivery Policy ES1: Sustainable construction and design
- Delivery Policy ES6: Providing for biodiversity and geodiversity – Rackleaze Nature Area (LNR)
- Delivery Policy ES8: Trees, Hedgerows and Woodlands
- Delivery Policy ES12: Better Design of Places
- Delivery Policy ES13: Protection of existing open space
- Delivery Policy ES15: Provision of outdoor play space



Cam Parish Council Neighbourhood Development Plan

- Policy CAMCD2: Cam's tree, woodlands and hedgerows
- Policy CAMCF2: Local Green Space Designations



Stroud District Council The 2030 Strategy

- Natural Environment | 2030 Stretch Goals



Stroud District Local Plan, adopted November 2015

- CP1 – Presumption in Favour of Sustainable Development
- CP2 Strategic growth and development locations
- CP3: Settlement Hierarchy (First Tier)
- CP4 Place Making
- CP6 Developer contributions to services, community facilities and infrastructure
- CP7: Lifetime Communities
- Delivery Policy EI2 Regenerating existing employment sites
- Delivery Policy EI12 Promoting transport choice and accessibility
- Delivery Policy EI13 Protecting and extending our cycle routes
- Delivery Policy EI14: Provision and protection of rail stations and halts
- Delivery Policy EI16: Public Transport Facilities
- Delivery Policy ES12 Better Design of Places



Cam Parish Council Neighbourhood Development Plan

- Policy CAMES1: Green Infrastructure and Biodiversity
- Policy CAMMC1: Improving and enhancing Connections for Cyclists and Pedestrians



Stroud District Council The 2030 Strategy

- Community 2030 Stretch Goals
- Natural environment | 2030 Stretch Goals
- Mobility | 2030 Stretch Goals: