



Stroud District

the natural place



We are a district of: Changemakers, disruptors, innovators, environmentalists, inventors, creators, progressives, entrepreneurs, engineers, futurists, gamechangers...

Stroud at a glance...

Area 175 sq.miles / 45,325 ha / 112,000 acres

Population (2018) 119,019

Population density (2018) 2.6 persons per hectare

No. of households (2019) 51,796

Average household size (2011) 2.35

Life expectancy women 83.2 yrs / men 80.1 yrs

Mean age of population 42.3 years

No. of dwellings (2018) 53,078

Total economically active (2019) 66,700 people

Average income £28,423

Unemployed (2022) 3%

Stroud District has an energy unlike any other place. It's green and dynamic, climate conscious and motivated, creative and collaborative, rural and urban, and unapologetically ambitious.

In the heart of Gloucestershire, Stroud District is a rural melting pot of diverse ideas, people, skills, connections and opportunities. The natural place to locate a business, seed new ideas and nurture and enable communities. We aren't afraid to challenge, disrupt and follow our convictions.

Stroud District is immersed in nature but connected to the world.



We live green and think big.



Stroud is the natural place to locate a green tech or climate conscious organisation.

Green Economy

Stroud District's green economy sets it apart from the rest of the UK. As recycling was just entering the public consciousness, wind turbines were starting to turn in Stroud. Our progressive and dynamic approach to green energy was ignited years before it was part of the national conversation.

We are home to Britain's greenest energy company, Ecotricity, launched here in 1995 and the world's greenest football club, [Forest Green Rovers](#).

The global movement, Extinction Rebellion was founded here. Whatever your approach to tackling the climate emergency, every single one of us needs to act.

Stroud District is leading the way. We're proud to be activists. Stroud District Council was one of the first local authorities in the UK to declare a climate emergency in 2018 and made a commitment to do 'everything within the council's power' for the district to become carbon neutral by 2030. We're well on the way.



Between 2030 and 2050, Green Technology and Low Carbon and Renewable Energy Economy (LCREE) jobs will have grown by 64% to 2,815 in the District.

South Gloucestershire and Stroud College have been awarded funding to continue the development of a renewable energy and retrofit training centre.

Stroud District is home to a number of green-tech businesses, including McMurtry Automotive, who are seeking to improve the EV automotive sector with innovative engineering methods.





We develop and attract creators, big-thinkers and changemakers.

Innovation

In Stroud, we innovate. We develop and attract creators, big-thinkers and changemakers. Gloucestershire is an innovation leader in the UK and Stroud District plays a key part.

We're surrounded by innovative businesses in green-tech, high-tech engineering and advanced manufacturing, agri-tech, regenerative farming. Local companies such as Ecotricity and Green Fuels are at the forefront of innovation in renewable fuel sources, hydrogen, SMART grid and battery storage, and electric vehicle charging.

We are focussed on regeneration – creating something new from our proud industrial heritage.

The manufacturing sector in the district is bucking national trends and seeing growth in both employees and productivity, being worth £818m to the local economy and our leading employment sector.

New highly innovative businesses are supported at the early stages of their life through the county's [Growth Hub Network](#).



6,000+
enterprises
located in
Stroud district



**Biggest
employers**

- 20% Manufacturing
- 16% Wholesale, Retail and Repair of Motor Vehicles
- 12% Human Health and Social Work



Gross Value Added
>£2,642m
(2018)





We nurture home-grown talent.

Workforce

Stroud District attracts and retains talent. People want to stay, and people want to move here.

Close to major transport links, we're just 87 minutes on the train from London and 37 minutes to Bristol.

Homeworking since the pandemic has increased the diversity of skills, talents and experiences among the workforce as people seek homes in green spaces. Dynamic workspaces are enabling more flexibility meaning we are continually drawing new and exciting talent into the district.

second lowest unemployment figures across Gloucestershire **only 3% of the residents** currently unemployed, well below the national average



Stroud is a **well-educated district**



with higher qualified residents than the national average



The quality of life the district offers makes it a natural place for skilled workers looking to find a greener place to live, work and raise a family.



We communicate, challenge and look after each other.

Work-Life Balance

Stroud was named the best place to live in the UK in 2021. It's a big title to live up to, but our people make that easy.

Stroud District is home to people who care. An independent and passionate spirit of open-mindedness and motivation means we can immerse ourselves in nature while taking the action needed to safeguard it for future generations.

Our vibrant and diverse communities each have their own strong sense of identity and local distinctiveness. Communities are tight knit but welcoming and curious. We communicate, challenge and look after each other.

The district's historic landscapes and buildings and thriving artistic and cultural scene anchor our communities and connect generations.

 **10 Ofsted Outstanding schools in Stroud District**



50%+ 
of the district is in the Cotswolds
Area of Outstanding Natural Beauty



5.5 miles of fully accessible multi-use path and wildlife corridors are used by 250,000 people per year.



We are connected yet distinct.

Infrastructure

From Stroud District, travelling by train is easy from any of our three stations (Cam & Dursley, Stonehouse and Stroud) to Gloucester, Cheltenham, London, Swindon and Bristol. Our proximity to the M4 and M5 ensures quick and efficient road links to the Midlands, the North and the South West. Never ready to stand still, more stations are planned, connecting people door to door for work and play.

We are steeped in our heritage and committed to regeneration - our vision for the canal network will make it the first choice for active travel and recreation. Traffic free routes linking towns, communities, workplaces, schools, activities and green spaces will offer pedestrians and cyclists priority routes for sustainably safe travel.

Naturally, our new homes are built with zero carbon in mind, pairing high quality design with built-in sustainability. Close to our town centres, public transport links and with cycling and walking routes planned in, we are rethinking the way people live, work and travel. Fit for a future we can all be proud of.





Stroud District is pioneering.

Business Investment

We challenge conventions; supporting and demanding sustainable development that delivers for businesses, the community, and the environment.

We have a strong and prosperous economy, home to world-class companies and an innovative and successful small business sector.

Businesses across sectors including cyber-tech, agri-tech, engineering aerospace, advance manufacturing and clean and green sustainable growth are locating here. The district is fertile ground for start-ups too, with a talented and driven workforce, excellent links to the rest of the UK and incubator support high on the local agenda.

The district attracts and retains talent, thanks to the quality-of-life on offer. This rich pool of talent means businesses can tap into a ready-made skilled workforce but can also confidently offer relocation to a district that is home to 'the best place to live in the UK' (Stroud town, Sunday Times, 2021). We have a progressive and motivated educational sector who form partnerships with key businesses in the district to skill and shape the workforce of tomorrow.

The Council is an active partner in regeneration initiatives and is keen to work with public and private partners to deliver transformational change.



There are well established commercial markets within the A38/M5 corridor, at Stonehouse, Stroud, Cam/Dursley, Berkeley/Sharpness and the Stroud Valleys.

Recent successful schemes include:



400+ new homes



on a former industrial site at Littlecombe in Dursley

Further business space provision is being made to meet the needs of specific sectors and businesses.





It's beautiful here.

Tourism is worth 
£112.4M GVA
to Stroud District (2019)

Visitors and Tourism

Our district is rich in heritage, culture, and exceptional landscapes, many of them areas of outstanding natural beauty. Our southern Cotswolds setting of picturesque stone cottages gives us literary and historical connections with global reach. Add our people and energy into the mix and it's no surprise that Stroud District has a flourishing tourism economy. A focus on low-impact and sustainable forms of tourism draws a wide demographic of socially conscious visitors.

The district's unique combination of cultural, industrial and natural heritage with town centres rich in independent retail means it's a natural choice for day visits or a longer escape from the norm. We welcome thousands of visitors every year while remaining true to supporting low impact and sustainable tourism.

We're a district of doers which means there are events, festivals, celebrations, circuses and experiences happening all year round. Visitors discover stories of industrial heritage, innovation and natural history that make our little patch of Britain the natural gem that it is.

From our Cotswolds setting to the River Severn coastline, we're green in thinking and in landscape, with stunning environmental assets and European, national, and local designations of importance. Enveloped in green space with a sparky energy and distinct personalities woven throughout our towns and villages, here visitors explore communities, ideas and innovation, as well as beautiful surroundings.





Our Climate & Ecology Commitment

Naturally, we are progressive with our approach to tackling the climate and ecology crisis, ambitious with our plans and ahead of the game.

We are the first local authority in Europe to make its own operations carbon neutral. Our climate strategy seeks to protect our district's character and communities working to a carbon neutral, resilient 2030.



We are progressive with our approach to tackling the climate and ecology.

Facts and Figures...

Stroud District Council declared a climate emergency in 2018 – one of the first councils to do so.

Canal regeneration work has realised 100 nesting boxes, new wetland habitat, fish and eel passes to support migration, and improved nature corridors across our district.

We are increasing renewable generation on our own council buildings. Our hydro-electric generation at Dudbridge has so far produced 480MWh of electricity, saving 252 tonnes of CO2 emissions to Spring 2020, and our photovoltaic (PV) systems have generated more than 643600 kwh of electricity since their installation in





Our climate strategy seeks to protect our district's character and communities.



Built Environment

Our energy efficiency programme Warm and Well has improved household health, comfort and efficiency for 1000s of homes. In 2018/19 alone, Warm and Well in Stroud saved 32.95 tonnes of CO2.



Energy

We are focused on staying within the recommended carbon budget, working with key partners like the [Gloucestershire Sustainable Energy Strategy](#) and increasing renewable generation on our own council buildings.



Natural Environment

Our award-winning natural flood management project is reducing the risk of flooding in the River Frome catchment. Working with landowners we have introduced 390 woody dams, planted 1500 trees and are repurposing land for rewilding. Our ongoing canal regeneration work has already delivered 100 nesting boxes, a new wetland habitat and fish and eel passes.

Waste



We achieve high household waste recycling rates. Collections by our food waste teams every month produce enough gas to heat around 200 homes and make 450 tonnes of fertiliser.



Mobility

We are committed to the difficult task of removing our dependence on the private car. Our sights are set on reducing air pollution and congestion and supporting economic recovery through increased connectivity and mobility innovation.



Economy

We are home to Ecotricity, green energy specialists, plus many more companies active in green technology. Green tech companies are located alongside learners at Berkeley Science and Technology Park to develop and exploit Gloucestershire's green talent pipeline.

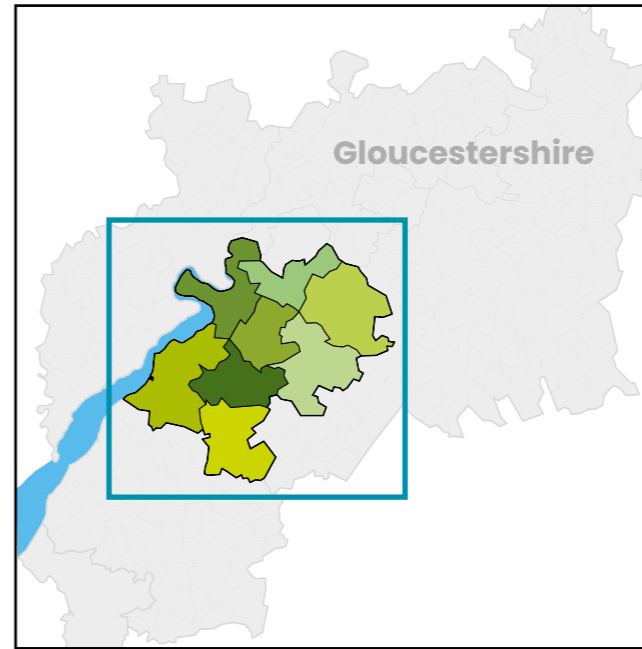
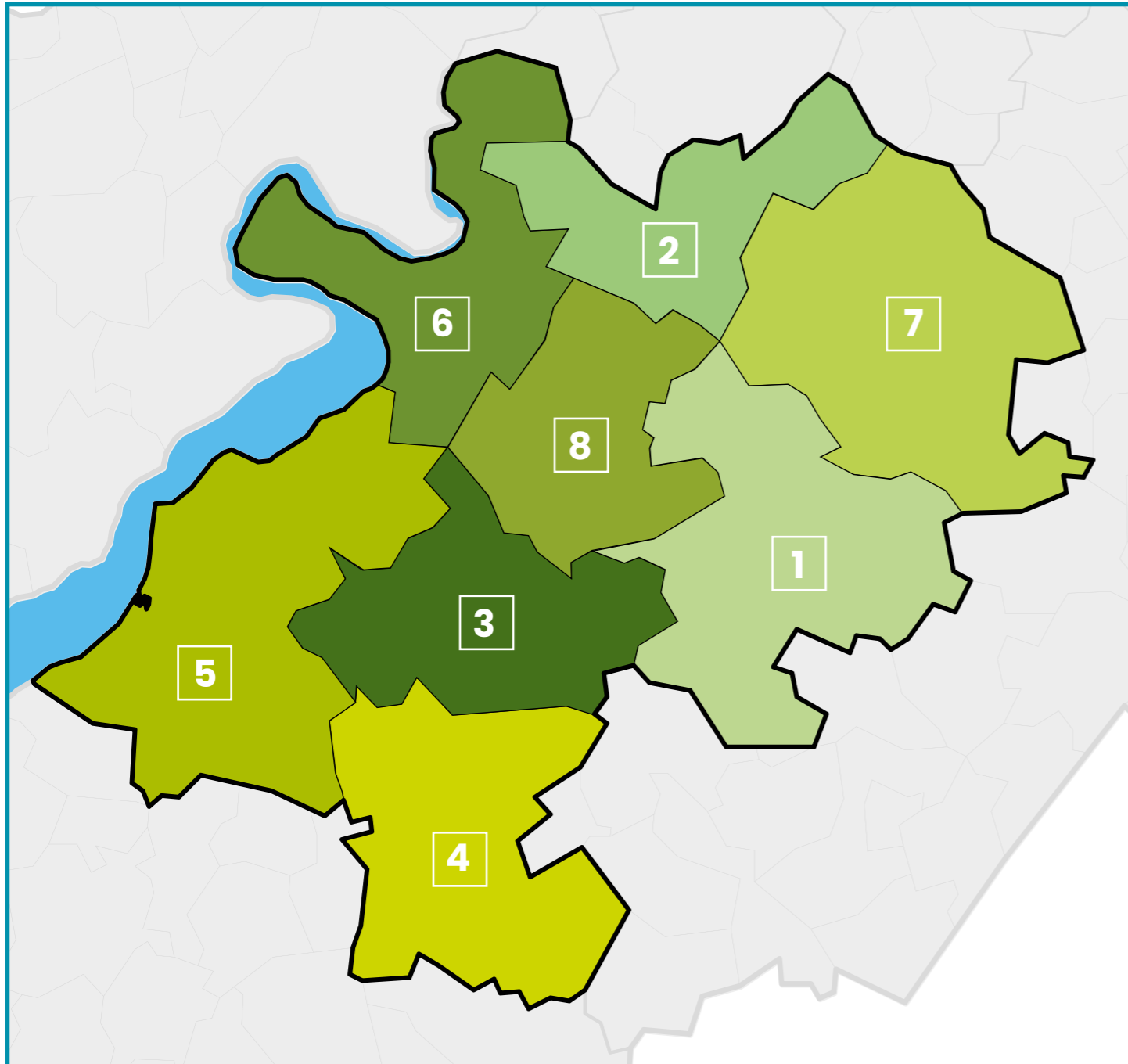


Community

The commitment of local residents to mitigate climate change drives our priorities. We have invested over £45000 in funding 50 community groups through the Community Resilience Fund and support Transition Stroud to coordinate and grow a forum of 18 community led Climate Action Networks.



[View our full Climate Strategy](#)



Our eight 'clusters' provide an integral part of the portrait of our District.

The Great Eight – our local areas

- 1. The Stroud Valleys**
- 2. Gloucester's Rural Fringe**
- 3. Cam & Dursley Cluster**
- 4. Wotton Cluster**
- 5. Berkeley Cluster**
- 6. The Severn Vale**
- 7. Cotswold Cluster**
- 8. Stonehouse Cluster**



From majestic landscapes to historic buildings and settlements.

Culture and Heritage

Stroud District has a unique heritage, from our majestic landscapes to historic buildings and settlements. It's what makes us who we are. Our culture and heritage are woven into everything from settlements, business, tourism, to filming locations.

We have 41 conservation areas in the Stroud District, from sites in densely populated town centres, such as Stroud, Dursley and Berkeley, to the wide-open spaces of Sharpness Old Dock and Stratford Park; from Bisley and Box, to impressive industrial heritage at Stanley Mills and Stroud Station.

Over half our district is designated an Area of Outstanding National Beauty (AONB). Not only do we have an exceptionally high-quality landscape, but part of the character and interest of the Cotswold AONB is derived from its historic buildings and settlements. From the rolling world tops scattered with farmsteads and hamlets to the steep Stroud valleys, where weavers' settlements cling to the slopes and ancient trading routes are incised into the limestone; and the dramatic form of the Cotswold scarp, which plunges down to the Severn Vale.



Facts and Figures...

Listed Buildings - 3,301

Registered Parks and Gardens - 14

Conservation Areas - 41





We nurture green entrepreneurs and innovators.



Green Tech

Stroud District is the natural choice for businesses involved in low-carbon heat and energy, alternative fuels, energy efficient products, low carbon services and low emission vehicles and infrastructure.

Ambitious and driven with our own commitment to a carbon neutral future, we actively welcome green tech businesses to the district, nurture green entrepreneurs and innovators and train, attract and retain a talented workforce.

Home of businesses including [Ecotricity](#), and McKerrow Engineering, Stroud District has a proud history of championing green tech. We have identified suitable areas for renewable energy generation, particularly wind and solar installations, in our local plan.

[Gloucestershire Science and Technology Park](#) in Berkeley is a unique campus co-locating science and technology businesses with hundreds of students and staff at South Gloucestershire and Stroud College. The college also delivers green energy skills training from heat source pumps to solar installation. On site business activity includes cyber security, biofuels, kinetic energy, dosimetry, automotive, jet propulsion and building technologies.

Facts and Figures...

The energy sector is particularly well represented in Gloucestershire with more than twice the national average number of jobs in the sector.

Since 2009 the sector in Gloucestershire has seen a growth of 3,000 jobs – more than doubling the number of jobs in the sector. The vast majority of these additional jobs have been in Gloucester and Stroud.

September 2017 – GREEN opens at Berkeley (the Gloucestershire Renewable Energy, Engineering and Nuclear Skills Centre)





Our aim is to achieve a healthy circular economy in food and farming.



Agri-Tech

Our rural location makes Stroud District a natural home for agricultural focused businesses. There is a strong focus on Agri-Tech here, with the sector prioritised in [GFirst LEP's Local Industrial Strategy](#). Stroud District is well placed for Agri-Tech businesses, not least because of the neighbouring [Royal Agricultural University](#).

As a county, we have double the national proportion of activity in Agri-Tech, making it a prime location to launch or locate businesses. [Hartpury University and College](#) in neighbouring Gloucester, offers accelerator space for companies to trial Agri-Tech products which utilise artificial intelligence, robotic test beds and data management and provides access to wider digital experts, driving collaboration between sectors.

[Farm491](#) at neighbouring Cirencester, is the largest Agri-Tech incubator in the country and has developed rapidly over the last year to provide space for agricultural businesses to research, test, and grow from high-spec facilities including 491 hectares of farmland.

In line with our neighbours throughout the county, our aim is to achieve a healthy circular economy in food and farming. This feeds into our sustainable ethos and to our ambition to be carbon neutral by 2030.

Facts and Figures...

Gloucestershire's food and agriculture sector is valued at nearly £1.5bn and supports over 50,000 jobs in the county's wider economy

£32m – investment in Gloucestershire by local agri-tech business

50,000 jobs supported in the food and agriculture sectors county-wide





From medical tech and automotive engineering to aerospace engineering.



Advanced Manufacturing

As a county, Gloucestershire is home to an important cluster of product manufacturing businesses. Stroud District plays a key part in this with one of the district's largest employers being global precision engineering powerhouse, [Renishaw](#), which employs 3000 people in the area.

Stroud District's manufacturing and advanced engineering sector continues to buck the national trend, seeing year on year improvements, increasing its gross value added (GVA) and employment base. A key part of this success is a strong focus on research and development and an excellent supply chain network across the county.

Numerous advanced manufacturing businesses in Stroud District have been awarded Innovate UK grants and are part of national pilot schemes. Many also stepped up to manufacture essential medical equipment during the pandemic.

Manufacturing and advanced engineering are dispersed across the district, with clusters found around the key employment sites at Quedgeley, at Stonehouse, along the Stroud Valleys, at Berkeley and at Kingswood/ Wotton Under Edge. There are a vast range of businesses, from medical tech and automotive engineering to aerospace engineering.

Facts and Figures...

Renishaw has more than 77 offices in 36 countries, with over 5,000 employees worldwide and is headquartered in Wotton-Under-Edge, in Stroud District.

Global manufacturer [Sartorius Stedim Lab](#) Ltd has expanded in Stroud District adding another technical centre at Stonehouse in 2021, employing 240 people.

There is a very high concentration of advanced manufacturing of computer, electronic and optical products in the District (15.6 times the national average)





A key location for industrial and distribution occupiers.



Distribution and Logistics

A strong and growing distribution and logistics sector exists in the county thanks to its excellent connectivity. Naturally, the M5 corridor is the key location for industrial and distribution occupiers in Gloucestershire. In Stroud District, key hotspots include J12 and J13. There is also demand for sites in the main existing employment centres and road networks, such as along the A417/A419 corridor.

Significant industrial development at J12 of the M5 and Quedgeley in north Stroud District / south Gloucester has opened up more opportunities for the sector. This area has seen a total of almost 60,000 sqm of new industrial floorspace delivered since 2011. For more information on live opportunities, visit our website www.strouddistrict.co.uk.

One of the largest independently owned and operated logistics companies in the UK, [Howard Tenens](#) is headquartered at Kingfisher Business Park, Stroud. It also has a logistics warehouse site located just off the M5, with approximately 637,000ft² of freehold warehousing. In addition, its Sharpness site has planning permission for an additional 3 warehouses.

Transportation and storage accounts for



£62million
of GVA for the District (2018)

Facts and Figures...

The M5 corridor provides attractive locations for large scale logistics due to the proximity to a skilled labour force in Stroud District and the large population centres at both Gloucester and Cheltenham.

The majority of warehousing and distribution demand is for direct occupier distribution operations which require being located close to existing manufacturers and tend to create demand for mid-sized warehouse units of around 25,000–45,000 sqft.

The distribution sector is rapidly changing in nature and the past 10–15 years have seen the top-end of the size requirements continually increase so that 200,000+ sqft is now a common requirement for larger distribution centres.





The support system for smaller businesses is strong.



Micro businesses / SMEs

Small business powers our economy in Stroud District. Start-ups, micro and SMEs are the bedrock of our business community, totalling 90% of companies and providing a diverse and comprehensive network of supply chain business, support services and customers. The support system for smaller businesses is strong in the district no matter what sector you are in.

“ At our heart, we know that making Stroud better for business will make Stroud better for everyone. ”

Stroud District Chamber of Trade and Commerce

The [Chamber](#) runs [InStroud](#) to encourage footfall into the town; [VisitStroud](#), a tourism and ‘to do’ platform for the district; and the Fiver Fest campaign, encouraging spend in the local economy.

[Stroud Growth Hub](#) is the go-to-place for business to work, meet and learn. It provides support for businesses to innovate and grow, helping them to access funding, make contacts and maximise their potential from its state-of-the-art premises.

For hot desks, start-ups and people seeking a business community, [Spacehoppers](#); [Cat’s Pyjamas](#) and [Growth Hubs](#) are top spots.

Facts and Figures...

Stroud District is home to a large number of small to mediums sized businesses, with c.6,000 enterprises located in the area.

In the last 3 years the Growth Hub has supported 4,000+ local businesses and 1,800 high growth firms.

Stroud businesses have an average of 7.8 employees, compared with the average for England and Wales of 9.8 (2018/19).

Stroud District is home to a strong network of small sized social enterprises, focusing on the needs of the local area and positive social impact.





A hot spot for talented creatives.



Facts and Figures...

£69,000

amount each worker in the **ARTS SECTOR** contributes to the economy

Now in its 76th year, **Stroud Arts Festival** is known as the grandparent of all the wonderful festivals the district has to offer. Stroud hosts a Fringe Festival most years, attracting thousands of people to the town and surrounding area.

Film production can bring up to **£32,000** per day into the local economy when filming on location. (Creative England). The district has staged shoots for productions including JK Rowling's *The Casual Vacancy*, *Cider With Rosie* (both BBC TV), and *Back* (C4) in recent years.

Creative Industries

Artists, craftspeople, makers, creators and performers are woven into Stroud District's past and present. The district is a hot spot for talented creatives, generating a thriving and vibrant cultural scene. Our towns and villages buzz with events, markets, theatre, festivals and shows.

The creative sector is a significant part of our economy, generating £58m in 2018, as well as playing a vital role in creating a sense of place, in supporting community, fostering civic pride and increasing wellbeing.

Thriving cultural communities converge at arts centres like [Under the Edge Arts](#), [The Sub Rooms](#) and [Stroud Valleys Artspace](#). Stroud District Council is signed up to Creative England's Film Charter and aims to be as accommodating as possible for crews filming on location here.

The creative sector generated **£58million** in 2018



Photo by Andy Payne



An example of best practice nationally and internationally.

Our Vision and Ambition

Our vision for the future of Stroud District is rooted in the environment. We will develop and nurture our communities and spaces while staying true to our commitment to become carbon neutral by 2030.

We want Stroud District to be an example of best practice nationally, and internationally. Stroud District Council was the first in Europe to become carbon neutral for emissions in its direct control. In November 2018, the Council declared a climate emergency and pledged to do everything in its power to make Stroud District carbon neutral by 2030. Our [masterplan](#) sets out how.

When it comes to green energy, Stroud District has been ahead of the curve for decades. We continue to be a district of changemakers, innovators, and futurists.

We are committed to improving quality of life for all and our [local plan](#) sets out our vision for how this will be achieved while remaining true to our environmental responsibilities through innovative solutions.

We have a strong track record of delivery on major projects including halving the amount of waste sent for incineration, investing in renewable generation schemes for Ebley Mill and Brimscombe Port Mill, restoring the Stroudwater Canal and improving the cycling and walking infrastructure throughout the district.



In 2018/19 alone, Warm and Well in Stroud saved 32.95 tonnes of CO2.



Hydro-electric generation at Dudbridge has so far produced 480MWh of electricity, saving 252 tonnes of CO2 emissions to Spring 2020.



1 in 19 homes (approx. 5% of all homes) have photovoltaic panels to generate their electricity from sunlight, nearly a quarter of these are council owned.





People and communities are central to everything we do.

Regeneration

Our people and communities are central to everything we do. We want the best quality of life for everyone who calls Stroud District home.

Our aim is to deliver key regeneration sites across the district, especially brownfield sites and long-term empty properties, for local jobs, homes, community facilities and green spaces. [The local plan](#) explains this in more detail. Over 12,600 new homes and 70 hectares of land for employment purposes are planned in the next 20 years.

The regeneration of the industrial valley bottoms and the restoration of the Cotswold Canals will provide homes for people, for new and thriving businesses, creative industries, and green technologies. Regenerating our town centres to connect our communities and provide employment remains a priority focus for the region. A major regeneration project on the brownfield site of [Brimscombe Port](#) will deliver a new waterside community via a low carbon development of over 150 homes, enterprises and community space.



Brimscombe Port

The brownfield site of Brimscombe Port, a former inland port, later used as an industrial site, is in need of significant regeneration to serve the local community and is a key development site in the Local Plan. The plan will see the disused site transformed to create a new waterside community. A best-practice low carbon development of over 150 homes (30% of which will be affordable housing) enterprises and community space to meet the needs of Stroud District's people.

The scheme has secured funding from Homes England and the Land Release Fund as well as planning consent enabling infrastructure works to be carried out, including demolition and restoration of the canal basin which was infilled after the Second World War. Further canal regeneration will include new visitor facilities, nature recovery, enhancing listed buildings and creating moorings on a reinstated stretch of water. The developer, [St Modwen Homes](#), will be following [Building with Nature](#) standards.



Artists impression, for illustrative purposes only





A natural focal point for leisure, work and tourism.

Canal Restoration

The Stroudwater Canal is at the heart of our district. A linear nature reserve, its winding banks and still waters provide traffic free routes for walking and cycling and interlinked habitats. The canal connects our district and is a natural focal point for leisure, work and tourism.

The ecology of the canal is of huge importance. Home to a complex ecosystem of wildlife and flora, the 12-mile stretch also journeys through the industrial heritage of the Stroud Valleys with former Cotswold stone textile mills connecting us to our history.

The Cotswold Canals Connected Project will see the restoration and development of this vital community asset through a series of regeneration projects. This work will unite employment and living space and will create a valuable resource for movement, recreation, community activity and reconnecting with nature. It will bring economic, health, leisure, heritage, and biodiversity benefits.

Key restoration projects

Sustainable development at Sharpness Docks will create a new heritage and leisure-led, low-carbon tourism destination. This will bring to life a central part of the district's heritage, support the natural environment and restore the canal and marina, attracting local people and visitors to the district.

Brownfield sites along the canal corridor such as Brimscombe Port are being prioritised for development, breathing new life into these disused areas to create new community assets.

Regeneration projects Gateway Stroud and Stroud Waterfront at Wallbridge and Cheapside will improve the approach to the town centre and improve accessibility between the canal and town centre. High quality eco-conscious design will highlight the distinct personality of our district.



A pioneering new garden village community, incorporating housing, employment, shopping, a new secondary school and other community and open space uses is proposed for Berkeley – Sharpness Docks. The project will transform local transport facilities through a new rail station with services to Gloucester and rapid bus services to main towns including Bristol.

Berkeley–Sharpness settlement

A new settlement at Berkeley–Sharpness will connect nature, heritage and sustainable design across separate distinct neighbourhoods linked by green corridors, cycle paths and bus routes. The ambition is for a unique place that locates energy efficient buildings in a continuous natural landscape made up of ecological habitats, nature reserves, riverside landscape, new green spaces, parks, allotments and sports facilities.



See our [Vision Document](#) for more information

At Sharpness Docks, the Canal and River Trust is bringing forward a masterplan to create a new heritage and leisure-led, sustainable tourism destination. This will reignite the potential of an under-realised heritage interest while protecting the exceptional quality of the natural environment, the canal and the marina. Energy efficient building methodologies, systems and equipment will be used throughout.

Our regeneration ambitions for Berkeley–Sharpness complement the development of GREEN technologies at the Gloucestershire Science and Business Park and the existing services and facilities at Berkeley, giving a new lease of life to the area’s unique heritage.

- The new settlement will include up to 2,400 dwellings by year 2040 (subject to approval of the Local Plan).
- 10 hectares of employment land.
- The development will be supported by the restoration of the derelict canal between Stonehouse and Saul Junction, reconnecting Stroudwater Navigation to the Gloucester & Sharpness Canal, including creating 30 hectares of biodiverse habitat and canal towpath.





A landmark centre for sports, sports science and green technology.

Eco Park

Ecotricity's Eco Park, a 100-acre green development in the Stroud District proposed in the new Local Plan, will become a centre of excellence for sport and green business in Gloucestershire and a new home for Forest Green Rovers. Here, green businesses and technology companies will come together and share ideas, creating a centre of creativity and innovation for the area.

Located next to Junction 13 of the M5, half of Eco Park will be dedicated to creating state-of-the-art sporting facilities, including a stadium for Forest Green Rovers, training fields, 4G pitches, multi-disciplinary sporting facilities, and a sports science hub.

Eco Park will also create a 40.5 hectare green technology business park with sustainably built commercial offices and light industrial units.

The stadium itself will be made almost entirely from wood and will have the lowest carbon footprint of any football stadium in the world. True to Stroud District's commitment to ecology, a nature reserve will be created on the west side of the M5.

The concept also includes the development of a public transport hub, including a Stroud Park and Ride, and will also see Ecotricity help with the restoration of the Stroudwater canal under the M5.

Eco Park will bring £150million to the area annually, supporting 5,000 new jobs.

Generating 80% of its energy requirement on site, Eco Park will only use renewable energy from the wind and sun generated by Ecotricity.

Over 2km of new hedgerows, thousands of new trees, wetlands, and the return of the canal will bring a 12 per cent improvement in natural biodiversity at the site.

“ As the world's greenest football club, we are planning to build the world's greenest stadium. ”

Forest Green Rovers



In 2014 Stroud District Council began an innovative project to reduce flood risk in the Stroud Valleys using natural flood management. As an early adopter of these methods to reduce risk, the council stood out among local authorities for taking this approach. This important work is about tackling the problem of flooding at and around the source using natural materials and methods rather than relying on engineered flood defences alone. Natural flood management is about building resilience and adaptation to climate change by restoring or working with natural processes.



750 interventions reducing flood risk, restoring nature and improving water quality in the Stroud Frome catchment.



25% of the catchment is now draining through natural flood management interventions.



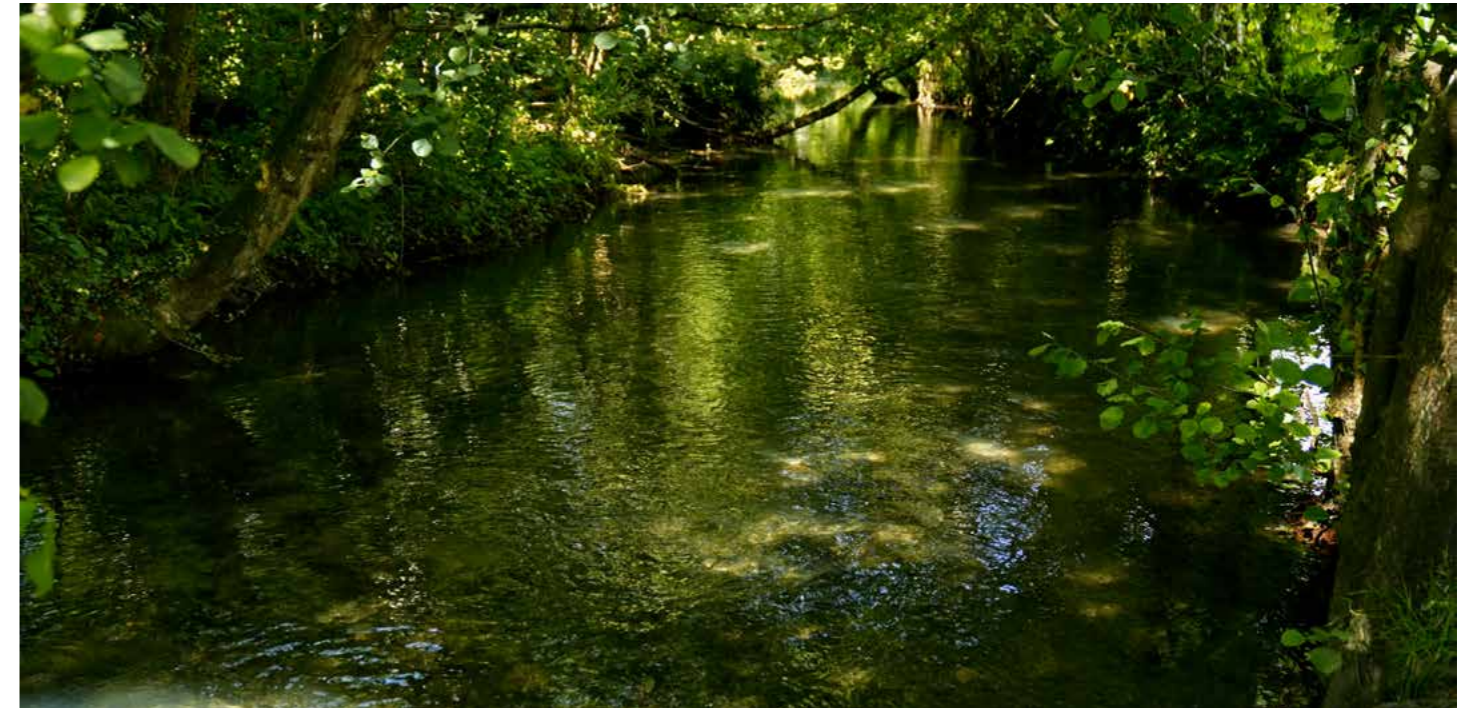
1 metre reduction in peak river level recorded in the Slad Brook.

Natural Flood Management

The work reduces flood risk by ‘roughing up’ and restoring natural habitats around rivers and streams and the water sources themselves, which reduces the amount of run-off and slows the flow in the river. One common method involves placing felled trees in streams to create leaky woody structures, slowing down water flow and encouraging absorption of high flows into the adjoining landscape. This method also keeps soil and silt from being washed downstream and in doing so starts to create natural habitats for wildlife.

A key strength of the project is working in partnership with a wide range of organisations, bringing together people and organisations with different objectives and skills to achieve multiple outcomes for people and nature. The project team work with the Environment Agency, Gloucestershire County Council, Gloucestershire Wildlife Trust, Wildfowl and Wetland Trust, The National Trust, Natural England, Forestry England and the University of Gloucestershire.

By going upstream to tackle the source of the problem, the project has delivered excellent results. It has also contributed to the circular economy in Stroud District with over 25 local land managers and contractors engaged in the project.





Contact Us

Stroud District Council is committed to supporting investors and businesses. We are here to share our in-depth knowledge of the district to assist with your company's growth or relocation ambition.

We are open for business and we look forward to working with you.

Please visit www.strouddistrict.co.uk for more details, live investment and development opportunities. Sign up to our newsletter to receive regular updates directly to your inbox.