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Stroud District Market Towns Study

BERKELEY

Pedestrian Flow Counts / Land Use and Vacancy Assessment (October 2005)

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1. INTRODUCTION / BACKGROUND

Beacon Research in association with Colliers CRE were commissioned by Stroud District Council to undertake annual pedestrian flow counts and land use and vacancy assessments within the six market towns of Berkeley, Dursley, Nailsworth, Stonehouse, Stroud and Wotton-under-Edge. This particular report provides the results and analysis of surveys undertaken within the central area of Berkeley.

The assessments provide an update to surveys and analysis, carried out by Atkins, in 2004, as part of the Stroud District Market Towns Study.

1.1 PEDESTRIAN FLOW COUNTS

The pedestrian flow count survey methodology employs identical procedures to those used by Atkins' 2004 pedestrian counts in the six town centres, which in turn was informed by previous counts undertaken in Stroud, Dursley, Stonehouse and Nailsworth. The counts were undertaken at the same points and at the same time of year, as counts undertaken since 1997 in Stroud and Dursley, since 2002 in Stonehouse and Nailsworth, and since 2003, in Wotton-under-Edge and Berkeley.

Section 2 of this document presents the following pedestrian flow count analysis for Berkeley: -

- ◆ Total flows at each counting point;
- ◆ Aggregated daily flows and comparisons with historic data;
- ◆ Ranking of sites, compared with previous years' data;
- ◆ Daily flows compared to previous historic data;
- ◆ Market day analysis and comparison with historic data;
- ◆ Comparisons with the other five Market towns

1.2 LAND USE AND VACANCY ASSESSMENT

The land use and vacancy audit methodology uses a similar procedure to the 2004 assessment, which was based upon the format of a Vacant Premises Audit of Stroud town centre carried out by the District Council in July 2002. This included a walkover site appraisal of the six town centres, to identify the land use, including vacancies, in each town centre at both the ground and the first floors.

It was further agreed that the procedure be enhanced by making a note of the actual occupiers at ground and first floor levels to provide a more detailed record of occupiers in the centre, capable of greater interrogation in the future by nature and type of occupier (e.g. independent or multiple trader; class A1, A2, A3, A4 or A5 use).

Section 3 of this document presents the results from this year's audit

General observations are included where they are considered worthy of note, including any trends consistent with the pedestrian flow counts.

2. PEDESTRIAN FLOW COUNT ANALYSIS

2.1 METHODOLOGY

Pedestrian flow counts were undertaken in accordance with details provided by The District Council, as set out in Table 2.1 below: -

Number of Counting points, Count Duration and Date of Counts 2005

Town	No. of Counting Points	Length of Count (minutes)	Date of Counts
Stroud	16	5	Friday 14 th October Saturday 15 th October Tuesday 18 th October Saturday 22 nd October
Berkeley	6	7	Friday 14 th October Saturday 15 th October Tuesday 18 th October Saturday 22 nd October
Dursley	6	7	Friday 14 th October Saturday 15 th October Tuesday 18 th October Saturday 22 nd October
Nailsworth	7	5	Friday 14 th October Saturday 15 th October Tuesday 18 th October Saturday 22 nd October
Stonehouse	3	12	Friday 14 th October Saturday 15 th October Tuesday 18 th October Saturday 22 nd October
Wotton-under-Edge	6	7	Friday 14 th October Saturday 15 th October Tuesday 18 th October Saturday 22 nd October

As indicated in Table 2.1, counts were undertaken in each of the centres on Friday 14th October, Saturday 15th October and Tuesday 18th October. Additional counts were undertaken on Saturday 22nd October in Stroud, Berkeley, Dursley and Nailsworth in order to ensure that data included a comparison of non-market and market situations in each of the towns. An additional count was also undertaken in Wotton-under-Edge on Saturday 5th November to take account of the market held on that day.

Counts were undertaken continuously between 9.30am and 5.30pm with counting points being rotated at the same time in each hour. Counts were recorded using hand-held counters and transferred to record sheets (**Appendix B**). All pedestrians passing the specified location in either direction were counted, across the full width of the

street or shopping mall, with the exception of ‘babes in arms’ and toddlers in prams or pushchairs.

In order to identify possible factors affecting the counts, enumerators were requested to make a note of the prevailing weather conditions in each hour, together with any ‘unusual’ events or circumstances that may affect footfall – for example: road works, sporting events; and markets. Any comments made during the survey are included as footnotes to the relevant table.

Pedestrian flow counts were undertaken at each of six locations in Berkeley Town Centre. The locations were exactly comparable to those used from 2003 – 2004, although some names have changed during this period.

In Berkeley counts were taken for seven minutes in each hour, across the full width of the street or shopping mall in both directions.

The locations used for Berkeley are illustrated in **Figure 2.1** and are identified as follows: -

Figure 2.1

1. One Stop, Salter Street
2. Opposite Town Hall, Marybrook Street
3. Newsagents, Market Place
4. Pet Shop, High Street
5. Laundry/Takeaway, Canonbury Street
6. Opposite PC’s, Marybrook Street

<u>Day / Date</u>	<u>Weather</u>
Friday, 14 th October	Overcast/Dry, Drizzle pm
Saturday, 15 th October	Mild/Overcast, Sunny pm
Tuesday, 18 th October	Drizzle/Overcast
Saturday, 22 nd October	Dry/Sunny

Other Comments

Market Day – Saturday, 15th October

NOTE:

The number of points used in each centre was specified in the Stroud District Council brief and was consistent with the numbers used in previous studies.

The length of the count at each location was dictated by the number of points used (i.e. fewer points = longer counts) and was consistent with previous years and the periods specified in the brief.

2.2 SUMMARY OF FINDINGS

Full details of the pedestrian counts for each enumeration day at all sites are shown in Appendix A. You should note that these have been grossed up to hourly equivalents in order to estimate the total pedestrian flows for each hour / day. The same is true of the 2004 figures.

In this section of the report we have attempted to summarise and simplify the results in order to assist your reading and interpretation.

Where appropriate, the results have been compared with those of 2004.

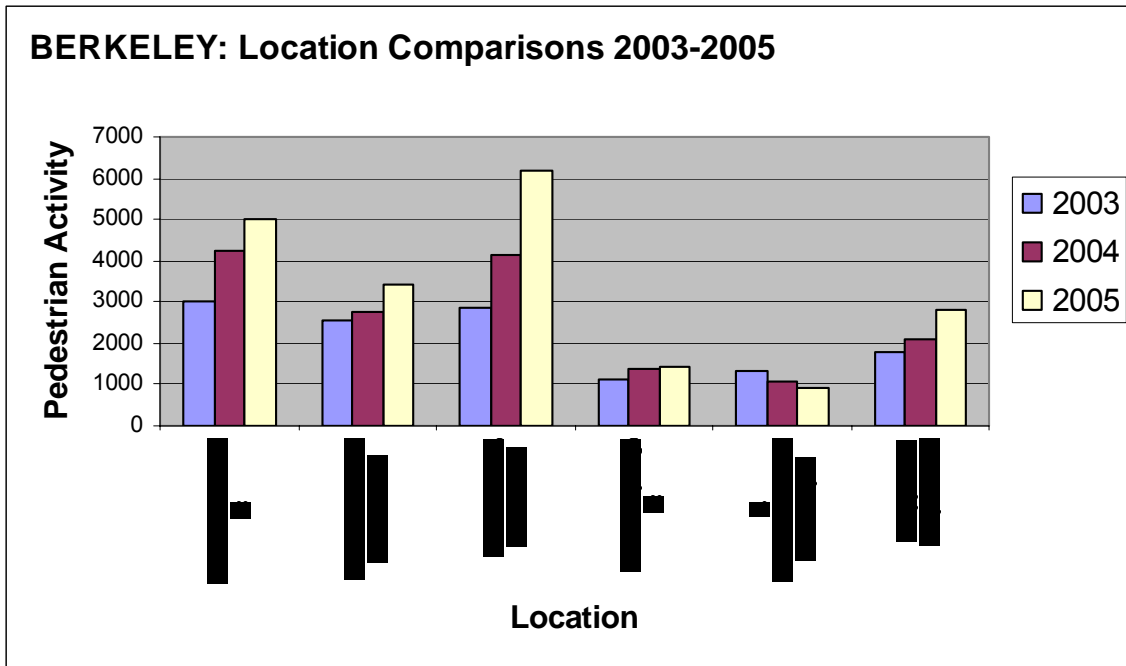
2.2.1 Total Flows

In Table 2.2.1, which follows, we have aggregated the pedestrian flows at each site for the three days and compared these figures with those of the previous two years (2003-2004). The final column shows the percentage change in pedestrian flows at each site when comparing the 2005 and 2004 survey results.

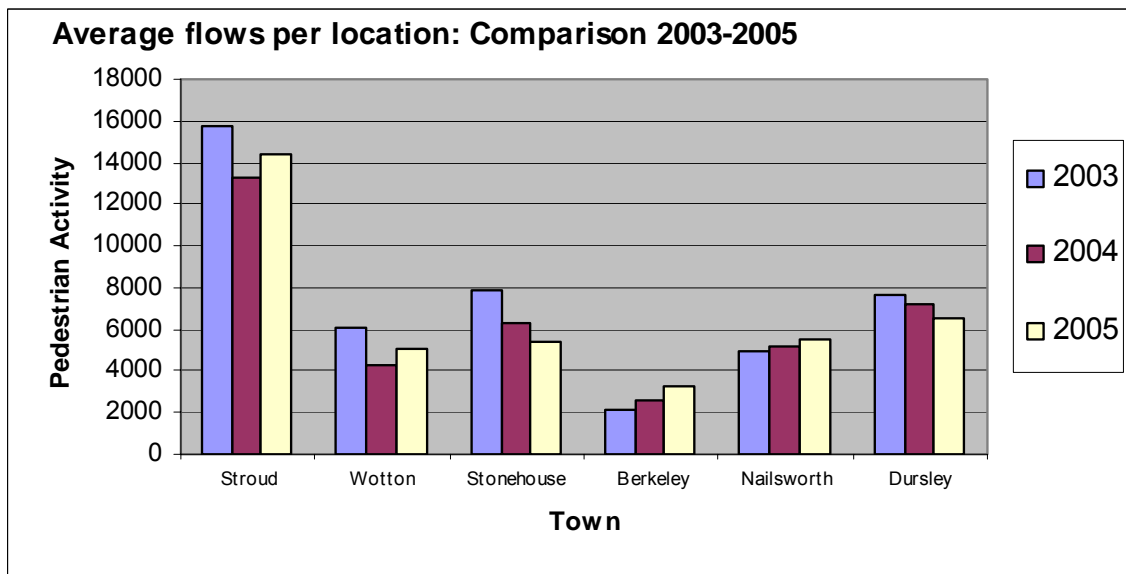
Table 2.2.1 – Total Pedestrian Flows

Location	Total 2003	Total 2004	Total 2005	% Change 2004-05
1. One Stop, Salter Street	3,008	4,259	5023	+17.9
2. Opposite Town Hall, Marybrook St	2,554	2,760	3437	+24.5
3. Newsagents, Market Place	2,880	4,139	6163	+48.9
4. Pet Shop, High St	1,123	1,388	1449	+4.3
5. Laundry/Takeaway, Fountain St	1,337	1,063	934	-12.1
6. Opposite PC's, Marybrook St	1,765	2,074	2786	+34.3
Total – All Sites	12,666	15,683	19791	+26.2

Total footfall across all sites in the town centre is up 26.2%, continuing the trend of 2004 (+23.8%). Current flows are now 56.5% ahead of 2003. The changes in flow varied between a decline of 12.1% at the Fountain Street site (as there was in 2004) and an increase of 18.9% at the Newsagents in Market Place. The busier sites are growing at a much quicker rate than the two quietest sites. As a result, the flow at location 3, Market Place, is now more than six times that of location 5 in Fountain Street.



The average flow across all sites for the three days was 3298, which is the lowest figure across all six centres.



2.2.2 Site Ranking

To give an idea of the way in which the overall dynamics of the Centre may have changed, we show the 'Ranking' by location for each year in Table 2.2.2, and once again compare the 2005 and 2004 results.

Table 2.2.2 – Ranking

Location	2003	2004	2005	Movement 2004-05
1. One Stop, Salter Street	1	1	2	Down
2. Opposite Town Hall, Marybrook St	3	3	3	Same
3. Newsagents, Market Place	2	2	1	Up
4. Pet Shop, High St	6	5	5	Same
5. Laundry/Takeaway, Fountain St	5	6	6	Same
6. Opposite PC's, Marybrook St	4	4	4	Same

The relative order of the sites remains almost identical to last year, although the site at the Newsagents in Market Place has claimed the title of busiest site.

The footfall bands remain similar to last year, and are shown in Table 2.2.3, which follows.

Footfall Bands

BAND A: Over 5,000

BAND B: 2,500 – 5,000

BAND C: Under 2,500

Table 2.2.3 – Footfall Bands

Location	2003 Band	2004 Band	2005 Band
1. One Stop, Salter Street	B	B	A
2. Opposite Town Hall, Marybrook St	B	B	B
3. Newsagents, Market Place	B	B	A
4. Pet Shop, High St	C	C	C
5. Laundry/Takeaway, Fountain St	C	C	C
6. Opposite PC's, Marybrook St	C	C	C

The number of sites in the highest band has increased this year, with two sites recording a footfall above 5,000 per week. Total flows vary between 6,163 (Newsagents, Market Place) and 934 (Fountain Street).

2.2.3 Daily Flows

Looking at the total flows (all sites) for the three days, compared to last year, produces the following picture.

Date	2003	2004	2005	% Change
Friday, 14 th October	4,671	5,896	6,214	+5.4
Tuesday, 18 th October	4,036	5,013	5,520	+10.1
Saturday, 22 nd November	3,959	4,773	8,057	+68.8
TOTAL	12,666	15,682	18,497	+26.2

Total flows on Saturday were up 68.8% continuing the growth of last year, and both Tuesday and Friday also recorded increases compared to last year.

Overall the total flows across all three days were up 26.2% compared to a rise of 23.8% last year.

Friday and Saturday currently account for 72.1% of the total footfall compared to 68% a year ago.

2.2.4 Time of Day Analysis

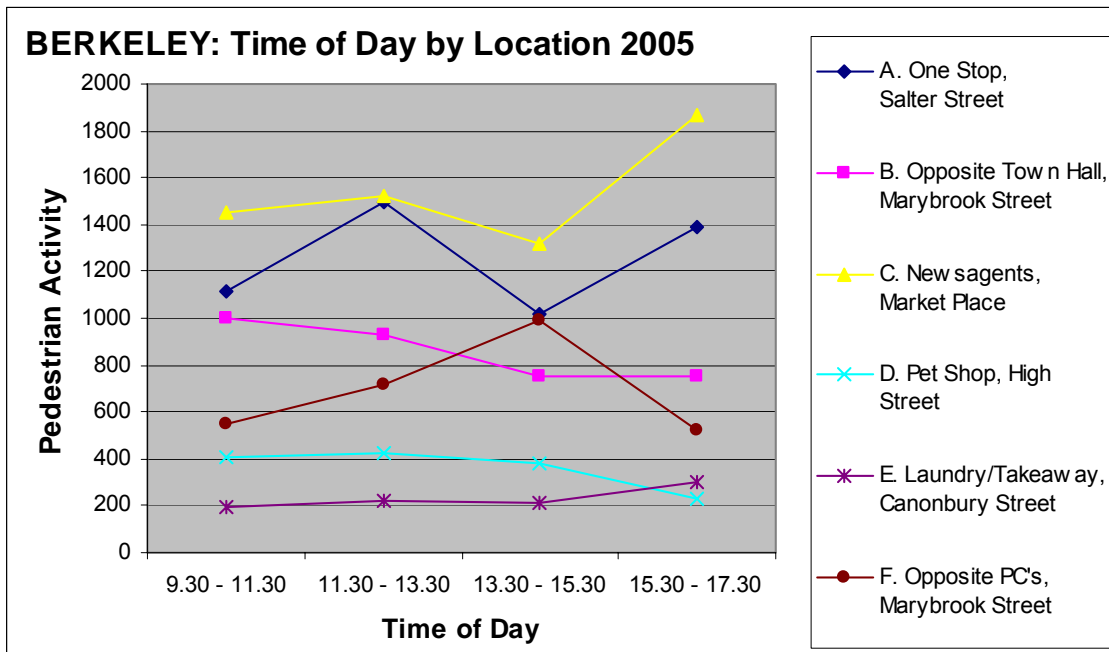
Similarly, we can look at the variation in pedestrian flows at different times of day for the total enumeration period.

Table 2.2.4 – Time of Day

	Location	9.30 – 11.30	%	11.30 – 13.30	%	13.30 – 15.30	%	15.30 – 17.30	%
1.	One Stop, Salter Street	1114	22.2	1500	29.9	1020	20.5	1389	27.7
2.	Opposite Town Hall, Marybrook Street	1003	29.2	926	26.9	754	21.9	754	21.9
3.	Newsagents, Market Place	1449	23.5	1526	24.8	1320	21.4	1869	30.3
4.	Pet Shop, High Street	411	28.3	429	29.6	377	26.0	231	15.9
5.	Laundry / Takeaway, Canonbury Street	197	21.2	223	23.9	214	22.9	300	32.1
6.	Opposite PC's, Marybrook Street	549	19.7	720	25.8	994	35.6	523	18.8
	Total (all sites)	4723	23.9	5323	26.9	4680	23.6	5066	25.6

Overall 50.5% of the total flow occurs between 11.30 am and 1.30 pm, whilst only 23.9% occurs after 15.30 am.

The total flows across different time sectors during the day are remarkably consistent, both in total, and for individual sites.



2.2.5 Market Day Analysis

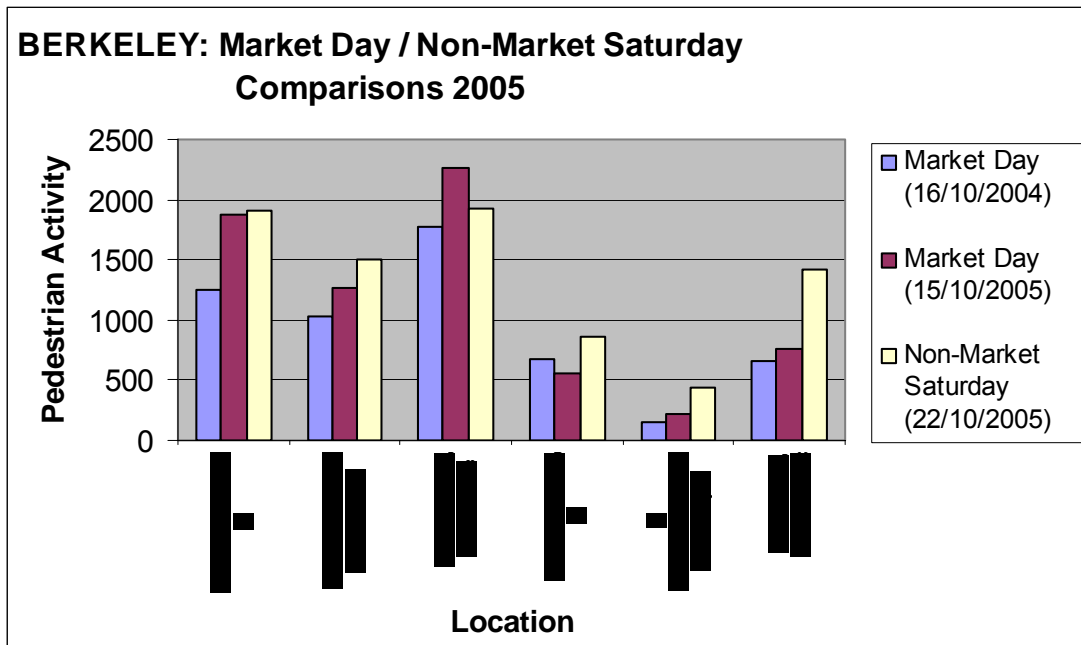
This section of the report provides a comparison of the “market day” statistics from Saturday 15th October 2005, both with those from the ‘non-market’ Saturday – 22nd October 2005, as well a similar market day: Saturday 16^h October 2004, last year.

Table 2.2.5 - Market Day Analysis and Comparison: Berkeley

	Location	15.10.05		22.10.05		% change	16.10.04		% change 2004-05
		Market Day		Non Market			Market Day		
		Total	Rank	Total	Rank		Total	Rank	
A	One Stop, Salter Street	1,877	2	1,903	2	-1.4	1,243	2	+51.0
B	Opposite Town Hall, Marybrook St	1,260	3	1,500	3	-16.0	1,037	3	+21.5
C	Newsagents, Market Place	2,263	1	1,929	1	17.3	1,774	1	+27.6
D	Pet Shop, High Street	557	5	866	5	-35.6	677	4	-17.7
E	Laundry/Takeaway, Canonbury St	214	6	437	6	-51.0	154	6	+39.1
F	Opposite PC's, Marybrook St	754	4	1,423	4	-47.0	660	5	+14.3
Total (all sites)		6,926	--	8,057	--	-14.0	5,545	--	+24.9

Total flows on market day were actually 14% down on the subsequent non-market Saturday, but this may be a reflection on the particularly high flows on that day. Compared to a similar market day in 2004, total flows are up by 25% which is encouraging.

Only at the Newsagents in Market Place was there any increase shown for market day over the non-market Saturday, whilst other sites showed declines of up to 51%. Compared to a year ago, however, all but one sites show increases, varying from 14% to 51%.



2.3 CONCLUSIONS

- 2.3.1** The flows across all sites for the three days were up 26.2% on last year, continuing the trend shown in 2004 (+23.8%). Changes in flows at individual sites varied between -12% (Fountain Street) and +48.9% (Market Place).
- 2.3.2** The average flows across all sites for the three days was 3,298, which is the lowest figure recorded in the six centres.
- 2.3.3** The dynamics of the centre and the relative importance of the individual sites has changed very little since last year, although the Market Place site is now the busiest. The quieter sites have shown less growth than the two busiest sites. As a result, the flows at Market Place are now more than six times those shown in Fountain Street.
- 2.3.4** Total flows on Saturday were up by 68.8% compared to last year, but Tuesday and Friday also showed some growth. Friday and Saturday now account for 72% of total flows.
- 2.3.5** The total flows across different times of day show quite a reasonable consistency. Just over 50% of total flows occur in the period 11.30am to 1.30pm, whilst 24% occur in the period 9.30am to 11.30am, which is usually the quietest time.
- 2.3.6** Total flows on market day (15th October) were actually down 14% on the following non-market Saturday. However, the latter was a particularly busy day compared to last year. Compared to a similar market day in 2004, total flows were up by 24.9%, which is encouraging.

3. LAND USE AND VACANT PREMISES AUDIT AND ANALYSIS

3.1 METHODOLOGY

The objective of the Land Use Survey was to record uses at ground and first floor levels. The 2005 assessment differs from previous assessments in that it provides a record of actual occupiers in addition to a record of the type of use in the different premises.

It also adopted updated town centre boundaries which were based upon those within the emerging Stroud District Local Plan which it is intended will be adopted in January 2006. These boundaries were selected as the plan process has reached an advanced stage and they are not likely to change any further.

The survey process comprised two main elements: -

- i) Walk over surveys of each centre recording occupiers and land uses;
- ii) Desk based research to clarify any remaining areas of uncertainty.

An initial scoping study was undertaken on 5 October 2005. This comprised a visit to each town centre and the compiling of a schedule of occupiers. Subsequently on 19 and 20 October 2005, the full walk over surveys were undertaken, confirming the earlier results and including a more detailed cross check of uses at first floor level. Whilst occupiers at ground floor level were generally self-evident, this was not always the case at first floor level. Consequently where there was uncertainty, the nature of the first floor occupation was checked with the occupier of the ground floor property. Where properties were vacant, the use of the accommodation is based upon the use described in the sales/letting boards or, where that was unclear, through verbal confirmation with the appropriate agent.

Traders plans for each centre were also drawn up during the full walk over surveys. For Stroud this involved updating the Experian Goad Traders Plan, whilst plans were prepared for the other centres based upon GIS information supplied by the Council.

3.2 PRESENTATION OF THE RESULTS

Our findings are presented in three ways: -

i) A Schedule of Uses at ground and first floor by property within the defined town centres.

These Schedules also identify the Use Class of the ground floor accommodation. A similar exercise has not been undertaken for the first floor as it is not always possible to distinguish between say, an independent residential use and an ancillary residential use over the shop. Accordingly the Use Class assessment relates solely to ground floor premises. The schedules are enclosed at Appendix C.

We have adopted the land use categories set down in the latest revision of the Use Classes Order (i.e. April 2005) but for the purposes of clarity confirm that the respective classes are as follows:

- A1 – Shop
- A2 – Financial and Professional Services
- A3 – Restaurants and Cafes
- A4 – Drinking Establishments
- A5 – Hot Food Takeaway
- B1 – Offices and Light Industrial
- C1 – Residential Institutions
- C3 – Dwelling Houses
- D1 - Non Residential Institutions
- D2 - Assembly and Leisure
- Sui Generis (Sg) – Uses not falling within a Use Class

For clarity we confirm that the following uses have been allocated as follows:

- Beauty Salons and tanning shops – A2
- Job Centres – B1
- Council Offices (ie District, Town and Parish) – B1
- Private Clubs (eg Conservative Club) – Sui Generis

ii) Plans showing ground floor occupiers by name.

We were supplied with the map bases by Stroud District Council and have identified the occupiers thereon. The Plan for Berkeley is shown on page 14.



BERKELEY
Traders Plan 2005

iii) Colour coded land use maps.

Again utilising the map bases provided by Stroud District Council, we have identified the different uses in accordance with categories identified by Stroud District Council as follows:

- Convenience: encompassing supermarkets, grocers, butchers, bakers and newsagents;
- Comparison: non-food goods such as clothes, gifts, electrical goods etc;
- Food and Entertainment; including takeaways, restaurants, cafes, bars, nightclubs, amusement arcades, snooker clubs and private clubs;
- Residential: dwelling houses including flats over shops;
- Offices: general office uses including solicitors, together with the high street offices of financial advisers, estate agents, travel agents and employment agents;
- Service: including schools, community centres, places of worship, banks, hairdressers, beauticians, tanning shops, health centres, alternative therapy centres, internet shops, libraries, undertakers, taxi and post offices;
- Vacant: empty, disused or derelict, and units under construction.

These categories cross Use Classes and are comparable with the definitions used in previous studies.

Vacant property is further sub-divided into three sub-categories to provide further analysis and provide a further basis for comparison with historic data. The sub-categories are:

- Retail;
- Business;
- Residential and Other.

The Plans for both ground and first floor are shown on pages 20 and 21.

3.3 ANALYSIS

Berkley is a small centre focused around Market Place, providing a top-up convenience shopping offer together with a small range of services, but only a very limited comparison goods offer. The main anchor trader comprises the Co-op Swift Shop supermarket which is supported by the One Stop Community Store, Baileys News, a greengrocer and a baker. The main comparison goods outlet is J C Aldridge & Sons Ironmongery and there is in addition a relatively large pharmacy. There are also a small number of other comparison goods shops ranging from an optician to an antiques shop. There are only two financial outlets in the centre comprising the NatWest Bank (with ATM) and the Stroud and Swindon Building Society (part of Williams Parry Richards Chartered Surveyors). There are four food and drink outlets, primarily comprising hot food takeaways, but including one bistro/coffee shop. Other services provided comprise hairdressing/health and beauty studios, and dry cleaners (within the ladies clothes shop).

At the first floor level the predominant use is for residential purposes.

Table 3.3.1: Ground Floor Uses by Use Class

		Number	Percentage
A1	Shops	22	49
A2	Financial & Professional	2	4
A3	Restaurant & Cafes	1	2
A4	Drinking Establishment	0	0
A5	Hot Food Takeaways	3	7
B1	Business	2	4
C1	Hotels	12	27
C3	Dwelling Houses	1	2
D1	Non Residential Institutions	2	4
D2	Assembly & Leisure	0	0
Sui Generis	In a class of their own	0	0
Total		45	100

There are presently ten vacant units, six at ground floor level and four at first. Six of these vacancies are situated along the High Street, two in a small shop unit, and four in three adjacent properties which may be indicative of a proposed refurbishment. There is in addition a vacant house at ground and first floor levels at 1 Salter Street, and a small vacant shop on the edge of the main shopping area at 15A Cannonbury. Table 3.3.2 below lists the vacant accommodation.

Table 3.3.2: Vacancies 2005

Address	Ground Floor		1 st Floor	
	Use	Classification	Use	Classification
15A Canonbury	Shop	Retail	-	-
2 High Street	Shop	Retail	Shop	Retail
5 High Street	Shop	Retail	-	-
7 High Street	Shop	Retail	Residential	Residential / Other
9 High Street	Shop	Retail	-	-
1 Market Place	-	-	Commercial	Residential / Other
1 Salter Street	Residential	Residential / Other	Residential	Residential / Other

Note: ‘-’ implies either a vacant unit or where we are unable to establish usage

In comparison with previous years vacancy levels have remained relatively stable as can be seen from Table 3.3.3. In particular the number of ground floor retail units does not appear to have changed significantly.

Table 3.3.3: Vacancy by Type 2003 - 2005

Classification	2003		2004		2005	
	Number	%	Number	%	Number	%
Retail	5	50	6	46	6	60
Business	3	30	3	23	0	0
Other	2	20	4	31	4	40
Total	10	100	13	100	10	100

Over the last year there appears to have been a take up of accommodation on Cannonbury, however additional units have become vacant along High Street. Table 3.3.4 compares vacancies on a year by year basis.

Table 3.3.4: Berkeley Vacancy Analysis 2004 -2005

Property	2004		2005	
	Ground	First	Ground	First
2 Canonbury Street	Residential	Residential	-	-
3 Canonbury Street	Retail	-	-	-
15 Canonbury Street	Retail	-	-	-
15a Canonbury Street	-	-	Retail	-
2 High Street	Retail	Business	Retail	Retail
4 High Street	Retail	Business	-	-
5 High Street	-	-	Retail	-
7 High Street	-	-	Retail	Residential
9 High Street	Retail	Business	Retail	-
1 Market Place	Retail	-	-	Business
7 Market Place	Retail	-	-	-
1 Salter Street	-	-	Residential	Residential

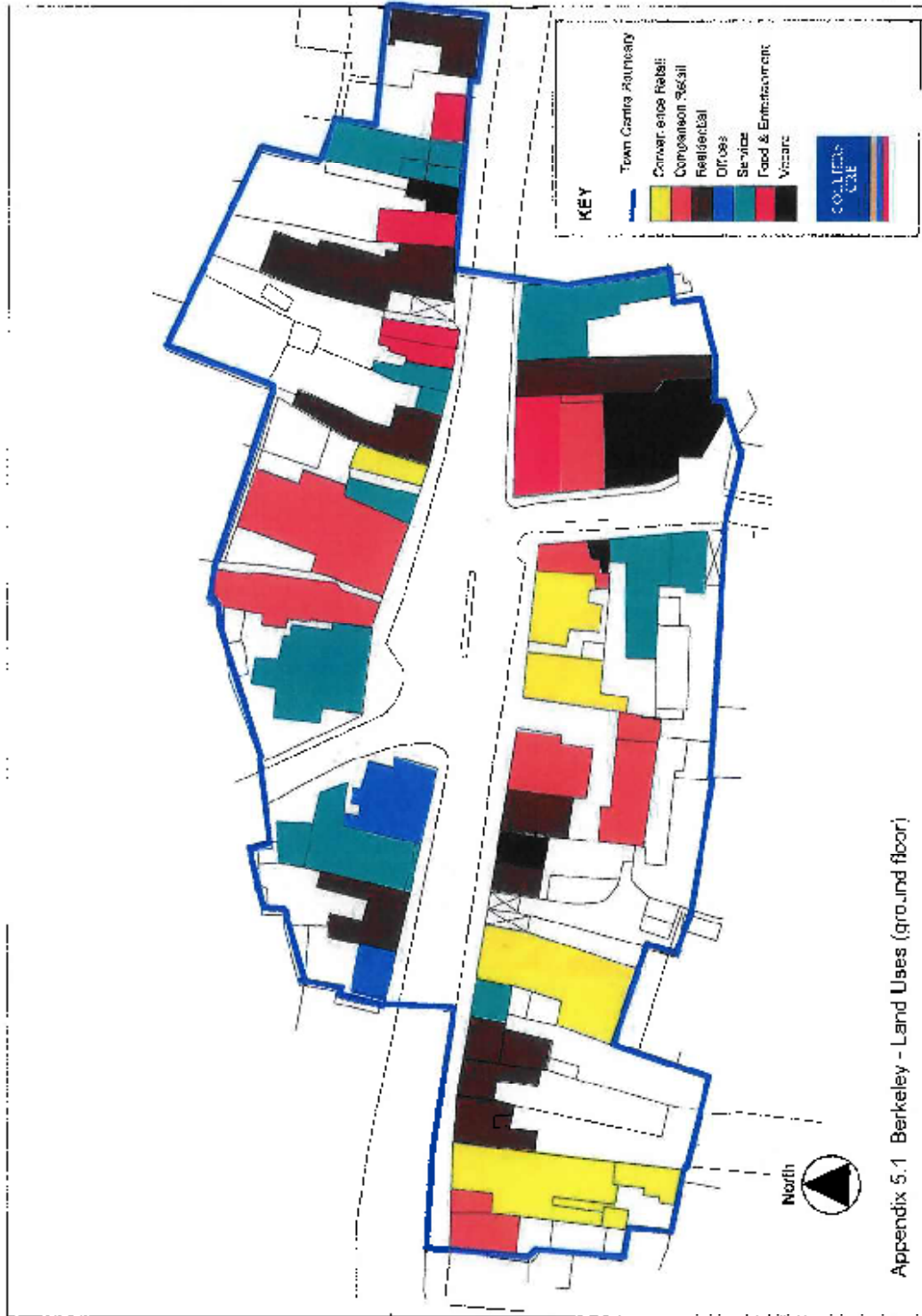
Note: ‘-’ implies either a vacant unit or where we are unable to establish usage

The plans on pages 20 and 21 and Table 3.3.5 identify the different land uses in the centre according to the categories defined by Stroud District Council. At ground floor level, shopping accounts for some 29% of units, 20% being for comparison traders, and 9% for convenience. The next largest land use represented in the centre at ground floor level is residential which occupies 24% of units. Residential use however predominates at first floor level taking up 77% of accommodation, means that combined residential use accounts for 52% of ground and first floor accommodation by unit. Vacancies are relatively high at 11% for the centre as a whole, but particularly at ground floor level where they account for 13% of units. These vacancies are situated mainly on the fringe of the main shopping area, and are largely focused on properties fronting onto High Street.

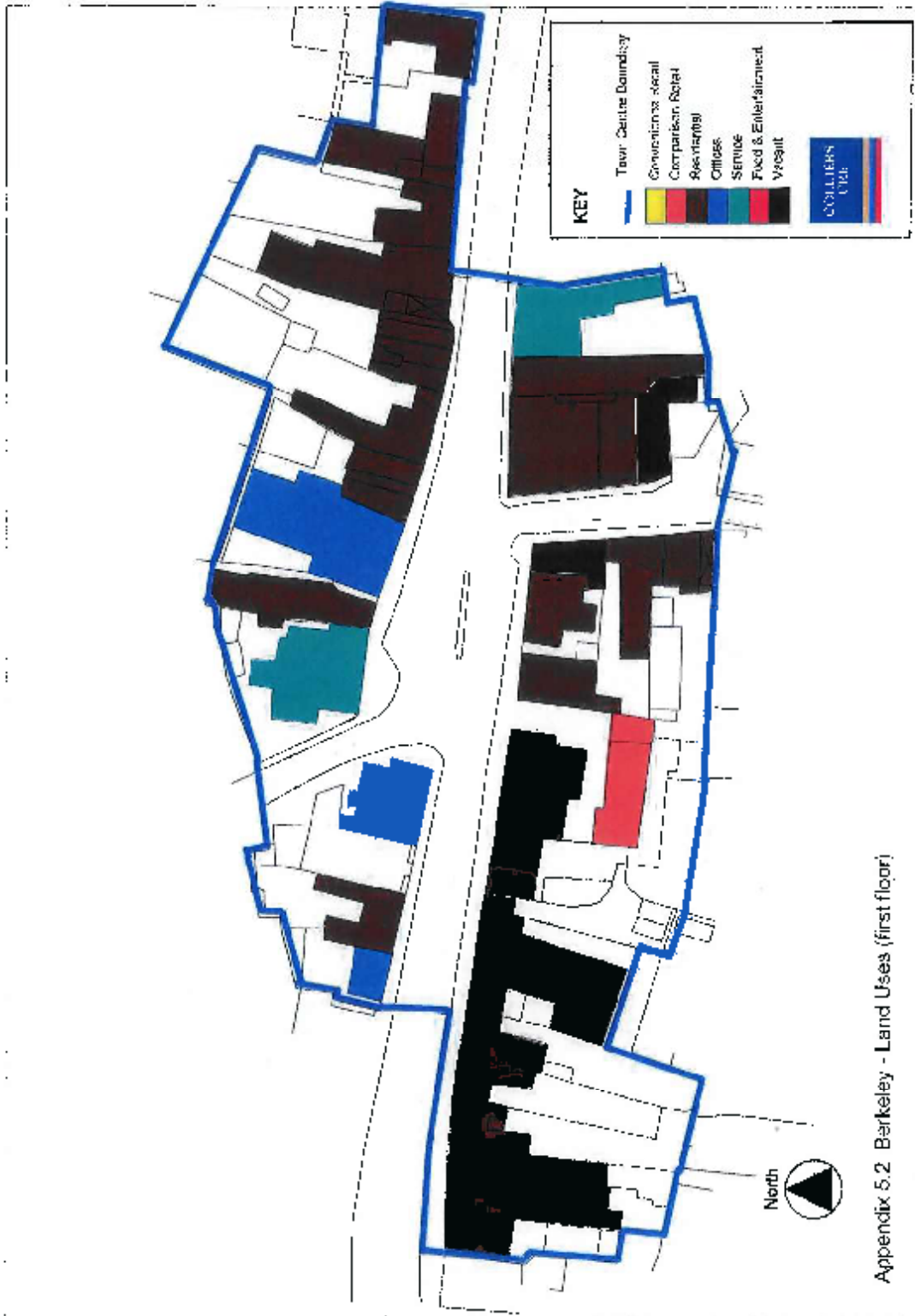
Table 3.3.5: Land Use

	GROUND	%	First	%	Total	%
Convenience	4	9	0	0	4	4
Comparison	9	20	1	2	10	11
Food & Entertainment	4	9	0	0	4	4
Residential	11	24	34	77	45	52
Offices	4	9	3	7	7	8
Service	7	16	2	5	9	10
Vacant	6	13	4	9	10	11
Total	45	100	44	100	89	100

GROUND FLOOR PLAN



FIRST FLOOR PLAN



APPENDICES

- A. Detailed Pedestrian Counts**
- B. Record Sheets**
- C. Schedule of Land Uses**

Appendix A - Detailed Pedestrian Counts

Berkeley – Friday 14th October

	Enumeration point	9.30 – 10.30	10.30 – 11.30	11.30 – 12.30	12.30 – 13.30	13.30 – 14.30	14.30 – 15.30	15.30 – 16.30	16.30 – 17.30	Total
A	One Stop, Salter Street	189	189	197	360	171	163	317	197	1783
B	Opposite Town Hall, Marybrook Street	94	94	60	154	94	129	60	257	943
C	Newsagents, Market Place	283	283	163	369	171	334	463	257	2323
D	Pet Shop, High Street	43	43	26	17	34	9	9	51	231
E	Laundry / Takeaway, Canonbury Street	17	17	17	17	26	9	34	43	180
F	Opposite PC's, Marybrook Street	43	43	120	34	43	309	111	51	754
Total (all sites)		669	669	583	951	540	951	994	857	6214

Berkeley – Saturday 15th October (Market Day)

	Enumeration point	9.30 – 10.30	10.30 – 11.30	11.30 – 12.30	12.30 – 13.30	13.30 – 14.30	14.30 – 15.30	15.30 – 16.30	16.30 – 17.30	Total
A	One Stop, Salter Street	0	411	351	291	94	103	154	111	1517
B	Opposite Town Hall, Marybrook Street	360	223	283	180	137	43	94	163	1483
C	Newsagents, Market Place	137	454	403	454	206	180	86	154	2074
D	Pet Shop, High Street	326	103	34	120	51	94	34	9	771
E	Laundry / Takeaway, Canonbury Street	111	51	9	34	17	34	0	34	291
F	Opposite PC's, Marybrook Street	34	129	163	34	69	94	43	60	626
Total (all sites)		969	1371	1243	1114	574	549	411	531	6763

Berkeley – Tuesday 18th October

	Enumeration point	9.30 – 10.30	10.30 – 11.30	11.30 – 12.30	12.30 – 13.30	13.30 – 14.30	14.30 – 15.30	15.30 – 16.30	16.30 – 17.30	Total
A	One Stop, Salter Street	154	111	137	120	180	171	274	189	1337
B	Opposite Town Hall, Marybrook Street	77	137	180	120	94	111	111	163	994
C	Newsagents, Market Place	197	154	206	300	163	249	360	283	1911
D	Pet Shop, High Street	9	17	34	111	43	86	43	9	351
E	Laundry / Takeaway, Canonbury Street	17	51	17	60	0	51	43	77	317
F	Opposite PC's, Marybrook Street	34	86	51	34	77	180	51	94	609
Total (all sites)		489	557	626	746	557	849	883	814	5520

Berkeley – Saturday 22nd October

	Enumeration point	9.30 – 10.30	10.30 – 11.30	11.30 – 12.30	12.30 – 13.30	13.30 – 14.30	14.30 – 15.30	15.30 – 16.30	16.30 – 17.30	Total
A	One Stop, Salter Street Opposite Town Hall,	163	309	334	351	180	154	197	214	1903
B	Marybrook Street Newsagents,	300	300	223	189	171	154	103	60	1500
C	Market Place Pet Shop,	257	274	291	197	214	189	266	240	1929
D	High Street Laundry / Takeaway,	163	137	94	146	9	197	86	34	866
E	Canonbury Street Opposite PC's,	34	60	51	60	77	51	69	34	437
F	Marybrook Street	120	223	257	223	223	163	60	154	1423
Total (all sites)		1037	1303	1251	1166	874	909	780	737	8057

Berkeley – TOTAL FLOWS
(Friday 14th Oct / Tuesday 18th Oct / Saturday 22nd Oct)

	Enumeration point	9.30 – 10.30	10.30 – 11.30	11.30 – 12.30	12.30 – 13.30	13.30 – 14.30	14.30 – 15.30	15.30 – 16.30	16.30 – 17.30	Total
A	One Stop, Salter Street Opposite Town Hall,	506	609	669	831	531	489	789	600	5023
B	Marybrook Street Newsagents,	471	531	463	463	360	394	274	480	3437
C	Market Place Pet Shop,	737	711	660	866	549	771	1089	780	6163
D	High Street Laundry / Takeaway,	214	197	154	274	86	291	137	94	1449
E	Canonbury Street Opposite PC's,	69	129	86	137	103	111	146	154	934
F	Marybrook Street	197	351	429	291	343	651	223	300	2786
Total (all sites)		2194	2529	2460	2863	1971	2709	2657	2409	19791

Appendix B - Record Sheets

BERKELEY PEDESTRIAN COUNTS ENUMERATOR SCHEDULE

Day:

Weather AM:

PM:

9.30 – 10.30

POINT	9.30 - 9.37	9.38 - 9.45	9.46 - 9.53	9.54 -10.01	10.02 -10.09	10.10 -10.17
A						
B						
C						
D						
E						
F						

10.30 – 11.30

POINT	10.30 - 10.37	10.38 - 10.45	10.46 - 10.53	10.54 -11.01	11.02 -11.09	11.10 -11.17
A						
B						
C						
D						
E						
F						

11.30 – 12.30

POINT	11.30 - 11.37	11.38 - 11.45	11.46 - 11.53	11.54 -12.01	12.02 -12.09	12.10 -12.17
A						
B						
C						
D						
E						
F						

12.30 – 13.30

POINT	12.30 - 12.37	12.38 - 12.45	12.46 - 12.53	12.54 -13.01	13.02 -13.09	13.10 -13.17
A						
B						
C						
D						
E						
F						

13.30 – 14.30

POINT	13.30 - 13.37	13.38 - 13.45	13.46 - 13.53	13.54 -14.01	14.02 -14.09	14.10 -14.17
A						
B						
C						
D						
E						
F						

14.30 – 15.30

POINT	14.30 - 14.37	14.38 - 14.45	14.46 -14.53	14.54 -15.01	15.02 -15.09	15.10 -15.17
A						
B						
C						
D						
E						
F						

15.30 – 16.30

POINT	15.30 - 15.37	15.38 - 15.45	15.46 -15.53	15.54 -16.01	16.02 -16.09	16.10 -16.17
A						
B						
C						
D						
E						
F						

16.30 – 17.30

POINT	16.30 - 16.37	16.38 - 16.45	16.46 -16.53	16.54 -17.01	17.02 -17.09	17.10 -17.17
A						
B						
C						
D						
E						
F						

Other Comments:

Appendix C - Schedule of Land Uses

BERKELEY

Survey Date: 19 October

Address	Ground Floor	Use	First Floor
Salter Street – North Side			
10A	Offices (A F Design, Planning Architect)	B1	Offices/Residential to rear
8	Residential	C3	Residential
6	Residential	C3	Residential
4	Berkeley Congregational Church	D1	None
2	Berkeley Town Council Offices	B1	Berkeley Town Council Offices
Salter Street			
1	Vacant – Residential	C3	Vacant – Residential
3	Residential	C3	Residential
5	Co-op Swift Shop Grocers	A1	Residential
7	Madison Ladies Fashions Agency	A1	Residential
Church House	Residential	C3	Residential
11	Residential	C3	Residential
13	Residential	C3	Residential
15	One Stop Community Store CTN & Post Office	A1	Residential
17	Berkeley Kitchens and Interiors	A1	Residential
Market Place – North Side			
16	NatWest Bank	A2	NatWest Bank
8	Berkeley Pharmacy	A1	Residential
6	J C Aldridge & Son Building Contractors/DIY Store	A1	Offices
4	Williams Parry Richards Estate Agents	A2	Residential
2	The Berkeley Baker	A1	Residential
Market Place			
1	Armstrong and North Opticians	A1	Vacant Commercial
3	Bailey News	A1	Residential
5	General Stores	A1	Residential
7 In Small Yard to Rear	Berkeley Antique market	A1	Berkeley Sofas & Chairs
13	The Style List Gifts	A1	Residential
15 – The Manor House	Residential	C3	Residential
Canonbury Street – North Side			
1	Residential	C3	Residential
1a	Total Beauty – Health & Beauty Studio	A1	Residential
3	Michael Anthony Ladies Hair	A1	Residential
5/7	Berkeley Fish Bar	A5	Residential
13	Residential	C3	Residential

15	New Hoo Wah Chinese Takeaway	A5	Residential
15a	Vacant Shop	A1	Residential
19	Hard Pressed for Time Dry Cleaners	A1	Residential
21/23	Balti Bengal Spice Takeaway	A5	Residential
25	Residential	C3	Residential
Canonbury Street – South Side			
Berkeley Arms	Hotel and Bar	C1	Hotel
1	Residential	C3	Residential
High Street - East			
1	The Perfect Blend Café	A3	Residential
3	Break Charity Shop	A1	Residential
5	Vacant Shop	A1	Residential
7	Vacant Shop	A1	Vacant Residential
9	Vacant Shop	A1	None
High Street – West			
6	Panache Unisex Hairdressers	A1	Residential
4	History House – Museum	D1	Residential
2	Vacant Shop	A1	Vacant Ancillary