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## **Stroud District Market Towns Study**

### **WOTTON-UNDER-EDGE**

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

Prepared for: Stroud District Council

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Date: 26<sup>th</sup> 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 Wotton-under-Edge.

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 Wotton-under-Edge: -

- ◆ 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 <sup>th</sup> October Saturday 15 <sup>th</sup> October Tuesday 18 <sup>th</sup> October Saturday 22 <sup>nd</sup> October
Berkeley	6	7	Friday 14 <sup>th</sup> October Saturday 15 <sup>th</sup> October Tuesday 18 <sup>th</sup> October Saturday 22 <sup>nd</sup> October
Dursley	6	7	Friday 14 <sup>th</sup> October Saturday 15 <sup>th</sup> October Tuesday 18 <sup>th</sup> October Saturday 22 <sup>nd</sup> October
Nailsworth	7	5	Friday 14 <sup>th</sup> October Saturday 15 <sup>th</sup> October Tuesday 18 <sup>th</sup> October Saturday 22 <sup>nd</sup> October
Stonehouse	3	12	Friday 14 <sup>th</sup> October Saturday 15 <sup>th</sup> October Tuesday 18 <sup>th</sup> October Saturday 22 <sup>nd</sup> October
Wotton-under-Edge	6	7	Friday 14 <sup>th</sup> October Saturday 15 <sup>th</sup> October Tuesday 18 <sup>th</sup> October Saturday 22 <sup>nd</sup> 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 Wotton-under-Edge Town Centre. The locations were exactly comparable to those used from 2001 – 2004, although some names have changed during this period.

In Wotton-under-Edge 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 Wotton-under-Edge are illustrated in **Figure 2.1** and are identified as follows: -

**Figure 2.1**

1. Junction of High Street / Haw Street Bear
2. Swan Inn, Market Street
3. Rope Walk / Long Street junction
4. Orchard Street / Long Street junction
5. Clarence Road / Long Street junction
6. Church Street / School Road junction

**Day / Date**

**Weather**

Friday, 14 <sup>th</sup> October	Dry / Cloudy / Quite cold
Saturday, 15 <sup>th</sup> October	Dry / Cloudy (am), Sunny / Warm (pm)
Tuesday, 18 <sup>th</sup> October	Drizzle / Cloudy / Cold
Saturday, 5 <sup>th</sup> November	

**Other Comments**

Market Day – Saturday, 5<sup>th</sup> November 2005

**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

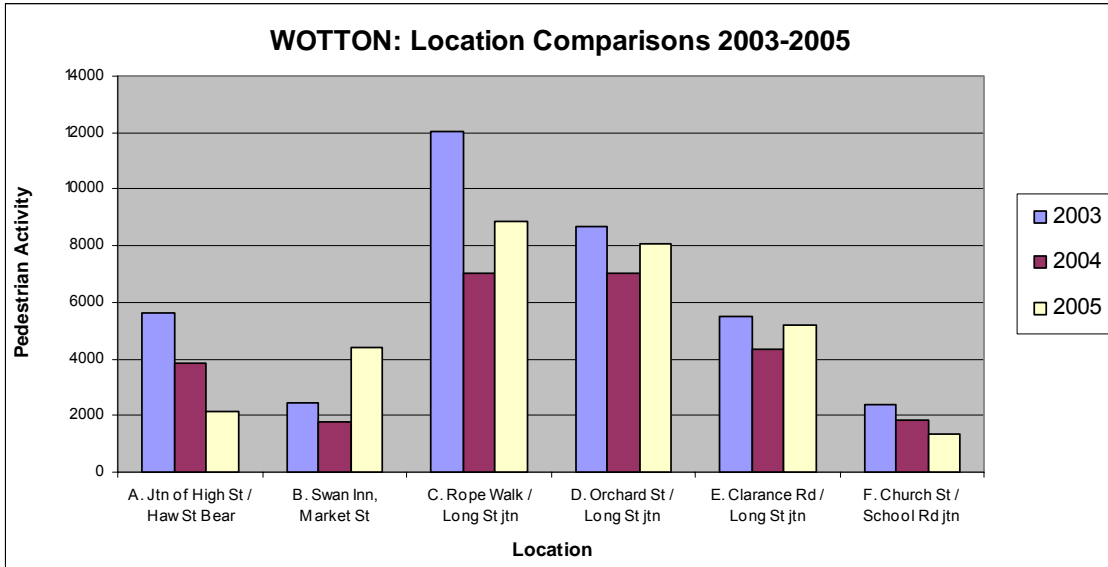
In Table 2.2.1, which follows, we have aggregated the pedestrian flows at each site for the three days and compared these figures with those of the previous four years (2001-2004). The final column shows the percentage change in pedestrian flows at each site when comparing the 2005 and 2004 survey results.

**Table 2.2.1 – Total Pedestrian Flows**

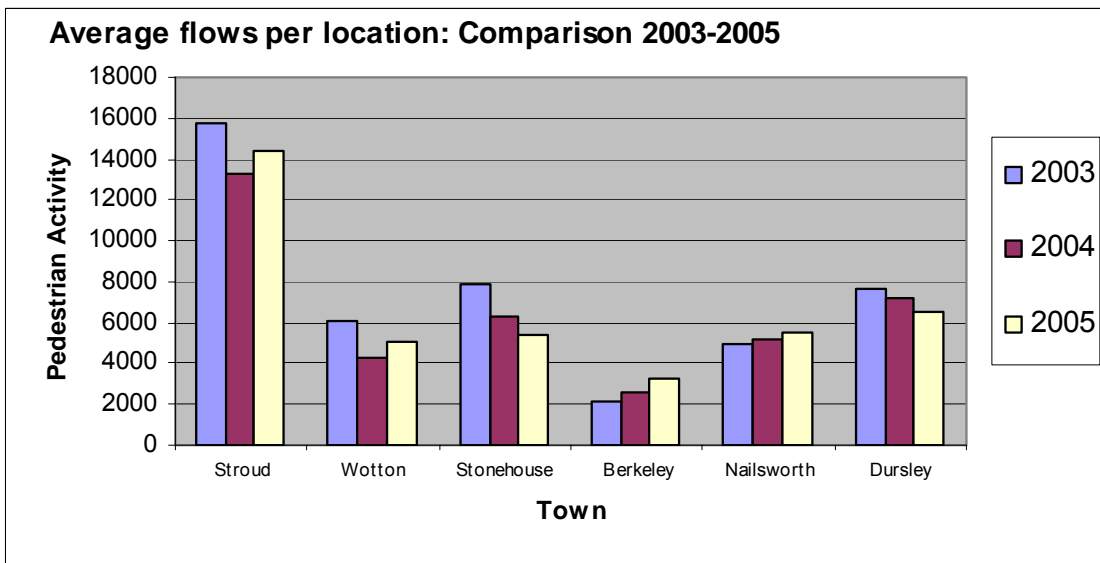
Location	Total 2003	Total 2004	Total 2005	% Change 2004-05
1. Junction of High St/Haw St Bear	5,648	3,882	2134	-45.0
2. Swan Inn, Market St	2,442	1,783	4431	+148.5
3. Rope Walk/Long St junction	12,067	7,027	8889	+26.4
4. Orchard St/Long St junction	8,699	7,036	8074	+14.7
5. Clarence Rd/Long St junction	5,519	4,345	5211	+19.9
6. Church St/School Rd junction	2,374	1,860	1337	-28.1
<b>Total – All Sites</b>	<b>36,749</b>	<b>25,933</b>	<b>30077</b>	<b>+16.0</b>

The total footfall across all the sites in the Town Centre is up 16.0% on last year, reversing the decline recorded last year.

The gap between the busiest two sites and the quietest sites has grown significantly this year. The change in total flows for individual sites varies between an increase of 148% at The Swan Inn and a decline of 28% at Church St/ School Rd.



The average flow across all sites for the three days was 5013, lower than the figures recorded in Nailsworth, Stonehouse and Dursley, but higher than those recorded in Berkeley. Total flows vary between 8,889 (Ropewalk) and 1,337 (Church St).



### 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. Junction of High St/Haw St Bear	3	4	5	Down
2. Swan Inn, Market St	5	6	4	Up
3. Rope Walk/Long St junction	1	2	1	Up
4. Orchard St/Long St junction	2	1	2	Down
5. Clarence Rd/Long St junction	4	3	3	Same
6. Church St/School Rd junction	6	5	6	Down

The relative order of the sites has changed quite a bit since last year. The Swan Inn has risen two places, whilst the Church St. site has fallen. The Rope Walk site has regained its premier position.

The Rope Walk site is now almost seven times as busy as the Church Street / School Road site.

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

#### Footfall Bands

BAND A: Over 7,500      BAND B: 4,000 – 7,500      BAND C: Under 4,000

**Table 2.2.3 – Footfall Bands**

Location	2003 Band	2004 Band	2005 Band
1. Junction of High St/Haw St Bear	B	C	C
2. Swan Inn, Market St	C	C	B
3. Rope Walk/Long St junction	A	B	A
4. Orchard St/Long St junction	A	B	A
5. Clarence Rd/Long St junction	B	B	B
6. Church St/School Rd junction	C	C	C

The number of sites in the highest band has increased this year, with two sites recording a footfall above 7,500 per week.

### 2.2.3 Daily Flows

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

<b>Location</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>% Change</b>
Friday, 14 <sup>th</sup> October	10,490	7,173	9,874	+37.6
Saturday 15 <sup>th</sup> October	12,726	9,436	11,520	+22.1
Tuesday 18 <sup>th</sup> October	13,532	9,342	8,683	-7.1
<b>TOTAL</b>	<b>36,748</b>	<b>25,933</b>	<b>30,077</b>	<b>+16.0</b>

Total flows on Tuesday were down 7%, continuing the decline (31%) of last year, but both Saturday and Friday recorded increases in excess of 20% compared to last year.

Overall the total flows across all three days were up 16% compared to a fall of 29.6% last year. They remain, however, below their 2003 level.

Friday and Saturday currently account for 71.1% of the total footfall compared to 64% a year ago. Saturday is now the busiest day.

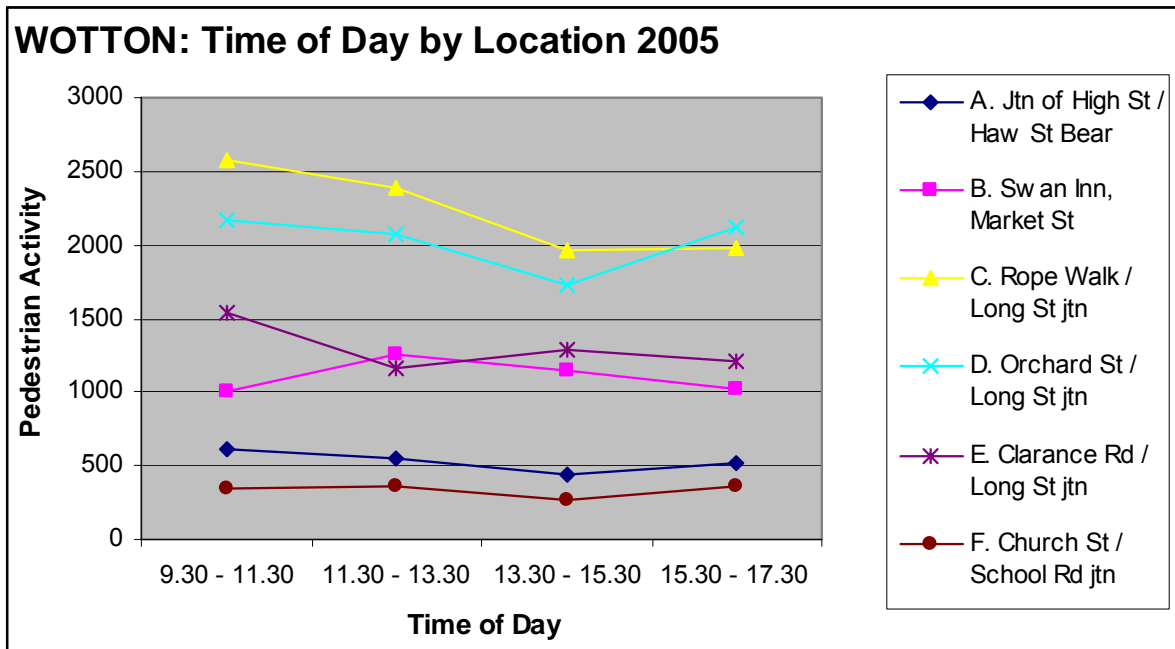
### 2.2.4 Time of Day Analysis

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. Junction of High St/Haw St Bear	617	28.9	549	25.7	446	20.9	523	24.5
2. Swan Inn, Market St	1011	22.8	1251	28.2	1149	25.9	1020	23.0
3. Rope Walk/Long St junction	2571	28.9	2383	26.8	1963	22.1	1971	22.2
4. Orchard St/Long St junction	2169	26.9	2066	25.6	1723	21.3	2117	26.2
5. Clarence Rd/Long St junction	1543	29.6	1166	22.4	1286	24.7	1217	23.4
6. Church St/School Rd junction	351	26.3	360	26.9	266	19.9	360	26.9
<b>Total – All Sites</b>	<b>8263</b>	<b>27.5</b>	<b>7774</b>	<b>25.8</b>	<b>6831</b>	<b>22.7</b>	<b>7209</b>	<b>24.0</b>

In Wotton, the variation in flows at different times of day is much less marked than it is elsewhere, and the period 9.30am to 11.30am accounts for 27.5% of total flows, which is much higher than in other centres. The period from 11.30am to 3.30pm accounts for 48.5% of the total, which is relatively low.



### 2.2.5 Market Day Analysis

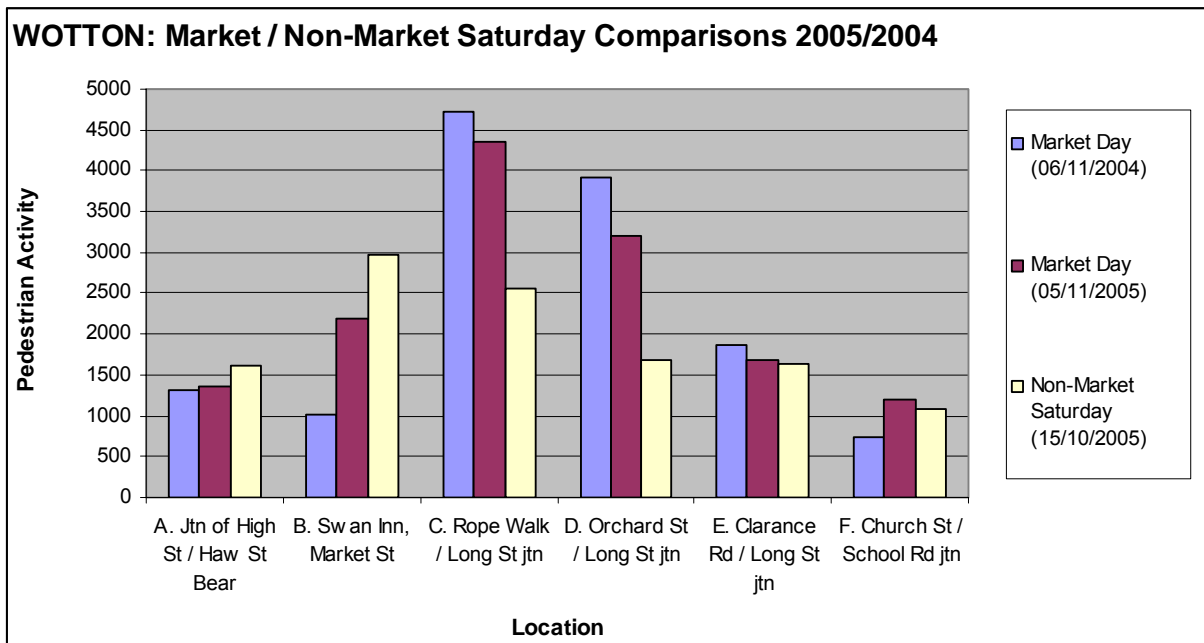
This section of the report provides a comparison of the “market day” statistics from Saturday 5<sup>th</sup> November 2005, both with those from the ‘non-market’ Saturday – 15<sup>th</sup> October 2005, as well the same market day last year, Saturday 6<sup>th</sup> November 2004.

**Table 2.2.5 - Market Day Analysis and Comparison: Wotton**

	05:11:05		15:10:05		% change	06:11:04		% change
	Market Day		Non Market			Market Day		
	Total	Rank	Total	Rank		Total	Rank	
1	1354	5	1603	5	-15.5	1,311	4	+3.2
2	2194	3	2966	1	-26.0	1,020	5	+115.1
3	4354	1	2563	2	+69.9	4,731	1	-8.0
4	3197	2	1680	3	+90.2	3,916	2	-18.4
5	1689	4	1629	4	+3.7	1,860	3	-9.2
6	1209	6	1080	6	+11.9	746	6	+62.1
<b>Total</b>	<b>13997</b>	<b>--</b>	<b>11520</b>	<b>--</b>	<b>+21.5</b>	<b>13,584</b>	<b>--</b>	<b>-3.0</b>

Total flows across all sites on market day were 13,997, up 21.5% compared to the non-market Saturday. This is a similar pattern to last year, when an increase of 45.7% was recorded. There were considerable variations between locations, with changes in footfall ranging from an increase of 90% at the Orchard Street/Long Street junction to a decline of 26% at the Swan Inn. As a result, the Rope Walk/Long Street junction became the busiest location on market day, as it was last year.

Compared to the same market day last year, total flows were down marginally (3%), although the location at the Swan Inn recorded an increase of 115% on what was very low footfall in 2004.



## **2.3 CONCLUSIONS**

**2.3.1** Total flows across all sites for the three days were up 16% on last year, reversing the decline shown in 2004. Changes in flows varied between an increase of 148% at the Swan Inn, and a decline of 28% at the Church St / School Road junction.

**2.3.2** The average flow across all sites for the three days was 5,013 varying between 8,889 at Rope Walk and 1,337 at Church St / School Road. This average is below those recorded at Nailsworth, Stonehouse and Dursley.

**2.3.3** The dynamics of the town centre and the relative importance of the different sites have changed quite a bit since 2004, and now look more like the 2003 situation. The Haw Street Bear site has fallen steadily in importance, whilst the Swan Inn site has increased in importance. The Rope Walk site has resumed it's premier position in the Centre.

**2.3.4** Total flows on Tuesday were down 7%, continuing the decline of last year, but both Saturday and Friday showed significant increases. Saturday is now the busiest day.

**2.3.5** There is very little variation in total flows at different times of day. Indeed, the period between 9.30am and 11.30am is the busiest of the day, accounting for 27.5% of total flows.

The period between 11.30am and 3.30 pm accounts for a relatively low share (48.5%) of the total flows.

**2.3.6** Total flows across all sites on market day (5<sup>th</sup> November) were up 21.5% on the comparable non-market day (15<sup>th</sup> October), but marginally down on last year.

The sites at Orchard Street/Long Street junction and Rope Walk/Long Street junction both recorded large increases in footfall compared to the non-market day, and the latter was the busiest market day site.

### **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: -

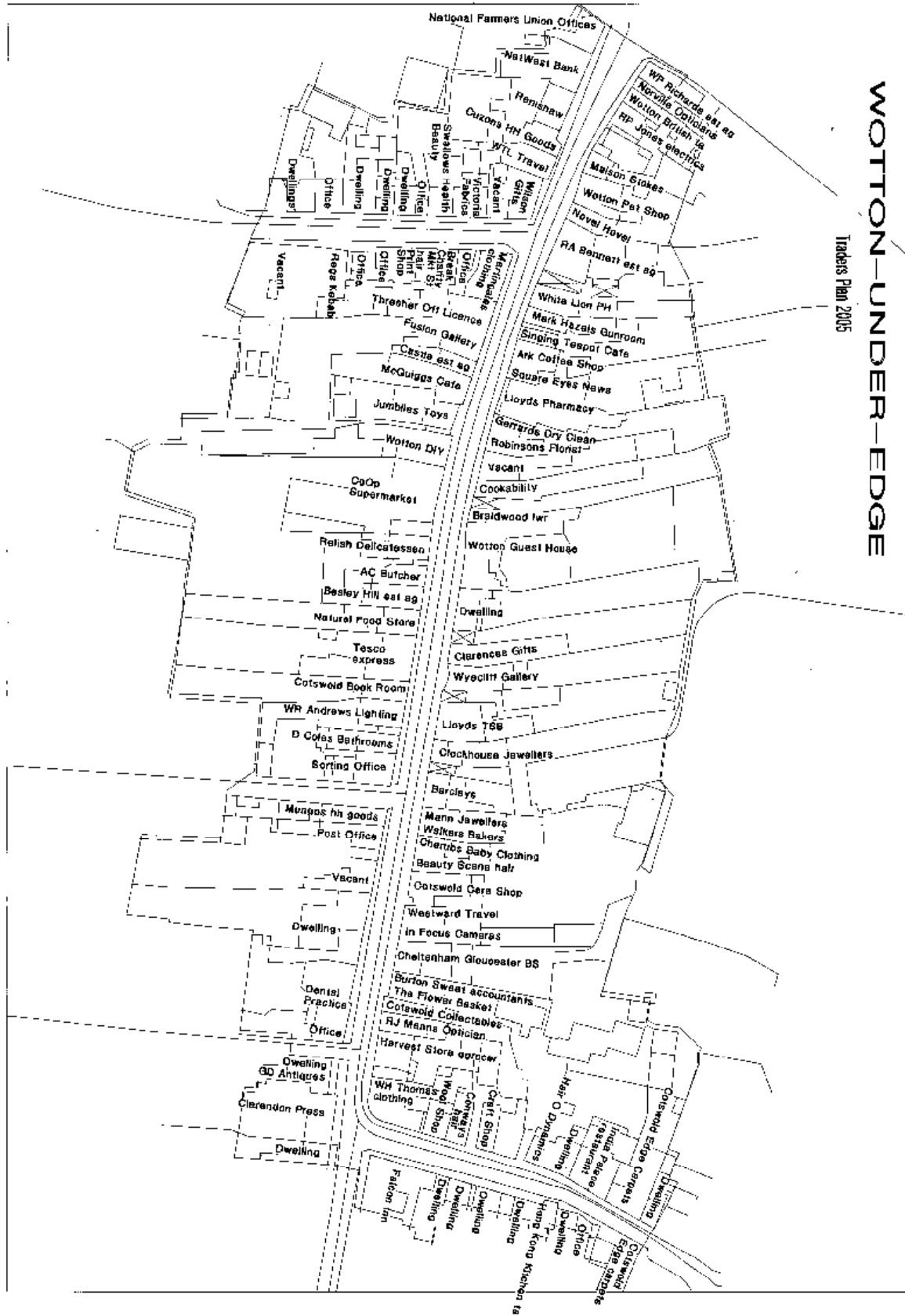
- A1 – Shop
- A2 – Financial and Professional Services
- A3 – Restaurants and Cafes
- A4 – Drinking Establishments
- A5 – Hot Food Takeaway
- B1 – Offices and Light Industrial
- C1 – Residential Institutions
- C3 – Dwelling Houses
- D1 - Non Residential Institutions
- D2 - Assembly and Leisure
- Sui 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 (i.e. District, Town and Parish) – B1
- Private Clubs (e.g. 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 Wotton-under-Edge is shown on P.14



**WOTTON-UNDER-EDGE**  
 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 of this report.

### 3.3 ANALYSIS

Wotton-Under-Edge is a large and predominantly linear centre fronting High Street/Long Street. There is in addition further retail presence along Church Street and Market Street. The town provides a relatively wide range of shopping. The main anchor trader is the Co-op Supermarket which is supported by a free customer car park to the rear. There is in addition a limited range of other convenience outlets, including a Tesco Express, which are in the main grouped close to the Co-op. Comparison retailing is spread throughout the centre, albeit provided in the main by small independent traders, although providing a relatively extensive range of goods. Only three of the main High Street banks are represented and there is only one building society. There is however an extensive range of local estate agencies together with other Class A1 services such as hairdressers/beauty parlours, dry cleaners and travel agents. There is in addition a small range of food and drink outlets including two public houses (and a third which is vacant) four restaurants/cafes and three takeaways. There are in addition a small but significant number of residential properties at ground floor level however residential use comprises a large part of usage at first floor level.

**Table 3.3.1: Ground Floor Uses by Use Class**

		Number	Percentage
A1	Shops	59	54
A2	Financial & Professional	9	8
A3	Restaurant & Cafes	4	4
A4	Drinking Establishment	3	2.5
A5	Hot Food Takeaways	3	2.5
B1	Business	13	12
C1	Hotels	2	2
C3	Dwelling Houses	14	13
D1	Non Residential Institutions	1	1
D2	Assembly & Leisure	0	0
Sui Generis	In a class of their own	1	1
<b>Total</b>		<b>109</b>	<b>100</b>

There are a total of ten vacancies at ground and first floor level, although in two instances these relate to properties which are completely vacant. There are only three vacant shop units which are distributed throughout the centre. One of these comprises a small unit fronting Market Street, whilst the other two front Long Street. Of these one is currently undergoing refurbishment at ground and first floor level and so will presumably be marketed / let shortly. The most significant vacant premises comprise the former Swan public house fronting Market Street. The majority of vacancies at first floor level are of residential properties.

**Table 3.3.2: Vacancies 2005**

Address	Ground Floor		1 <sup>st</sup> Floor	
	Use	Classification	Use	Classification
14 Long Street	Shop	Retail	-	-
16 Long Street	-	-	Post Office	Residential / Other
32 Long Street	-	-	Business	
37 Long Street	Shop	Retail	Residential	Residential / Other
3 High Street	-	-	Residential	Residential / Other
11 High Street	-	-	Residential	Residential / Other
1 Market Street	Shop -	Retail	-	-
14 Market Street	Public House	Residential/ Other	Public House	Residential / Other

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

In comparison with previous years the number of vacancies has declined sharply, falling from 25 in 2003 to only 10 in 2005. In particular the number of vacant retail premises shows a distinct fall from eleven to only three.

**Table 3.3.3: Vacancy by Type 2003 - 2005**

Classification	2003		2004		2005	
	Number	%	Number	%	Number	%
Retail	11	44	11	46	3	30
Business	4	16	3	13	1	10
Other	10	40	10	42	6	60
<b>Total</b>	<b>25</b>	<b>100</b>	<b>24</b>	<b>100</b>	<b>10</b>	<b>100</b>

Looking at individual units, in comparison with 2004 there has been a take up of premises at both ground and first floor levels across all land use categories. There does not appear to be any significant evidence of properties being vacant in the long term with only two properties remaining vacant across both years, 14 Long Street (ground floor shop) and 14 Market Street (the Old Swan Inn at ground and first floor levels).

**Table 3.3.4: Vacancy Analysis 2004 -2005**

Property	2004		2005	
	Ground	First	Ground	First
10 Church Street	-	Residential/Other	-	-
25 Church Street	-	Residential/Other	-	-
1 High Street	-	Residential/Other	-	-
3 High Street	Retail	Business	-	Residential/Other
5 High Street	-	Business	-	-
6 High Street	Retail	Residential/Other	-	-
8 High Street	Retail	Residential/Other	-	-
11 High Street	-	-	-	Residential/Other
8 Long Street	-	Business	-	-
14 Long Street	Retail	-	Retail	-
16 Long Street	Retail	Residential / Other	-	Retail
32 Long Street	-	-	-	Residential / Other
37 Long Street	-	-	Retail	Residential / Other
48 Long Street	Residential/Other	Residential / Other	-	-
1 Market Street	-	-	Retail	-
2a Market Street	Retail	Retail	-	-
14 Market Street	Residential/Other	Residential / Other	Residential /Other	Residential / Other

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

The plans shown on pages 20 and 21 and Table 3.3.5 illustrate land uses according to the categories defined by Stroud District Council. They illustrate that the main shopping area is situated along the High Street/Long Street which has a mixed nature with non-shop uses interspersed with the shops.

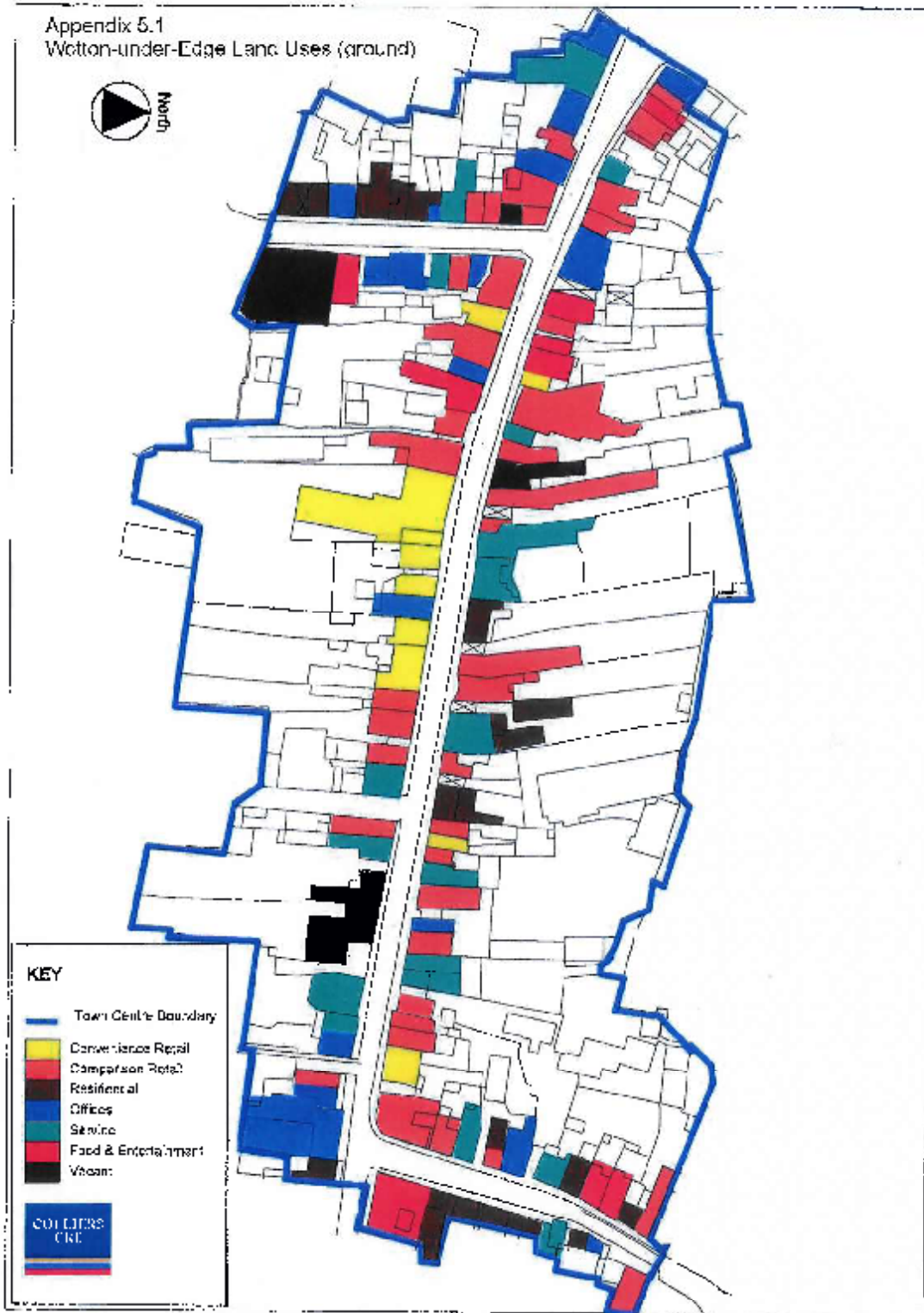
At ground floor level shopping is the largest single land use comprising a total of 42% of units. These are largely occupied by comparison goods traders. Offices are the next largest category including both estate agents and general offices. Service Outlets follow closely third, taking up 16% of units. These categories are followed by residential (13%) and food and entertainment (9%). Vacancies are extremely low at only 2%.

At first floor residential use dominates, accounting for 70% of units. The next largest single land use is offices and the remainder of the commercial use at first floor are typically ancillary to the ground floor operation. Vacant accommodation is also low at first floor level, accounting for only 4% on a unit basis. Overall vacancies only account for 3% of units.

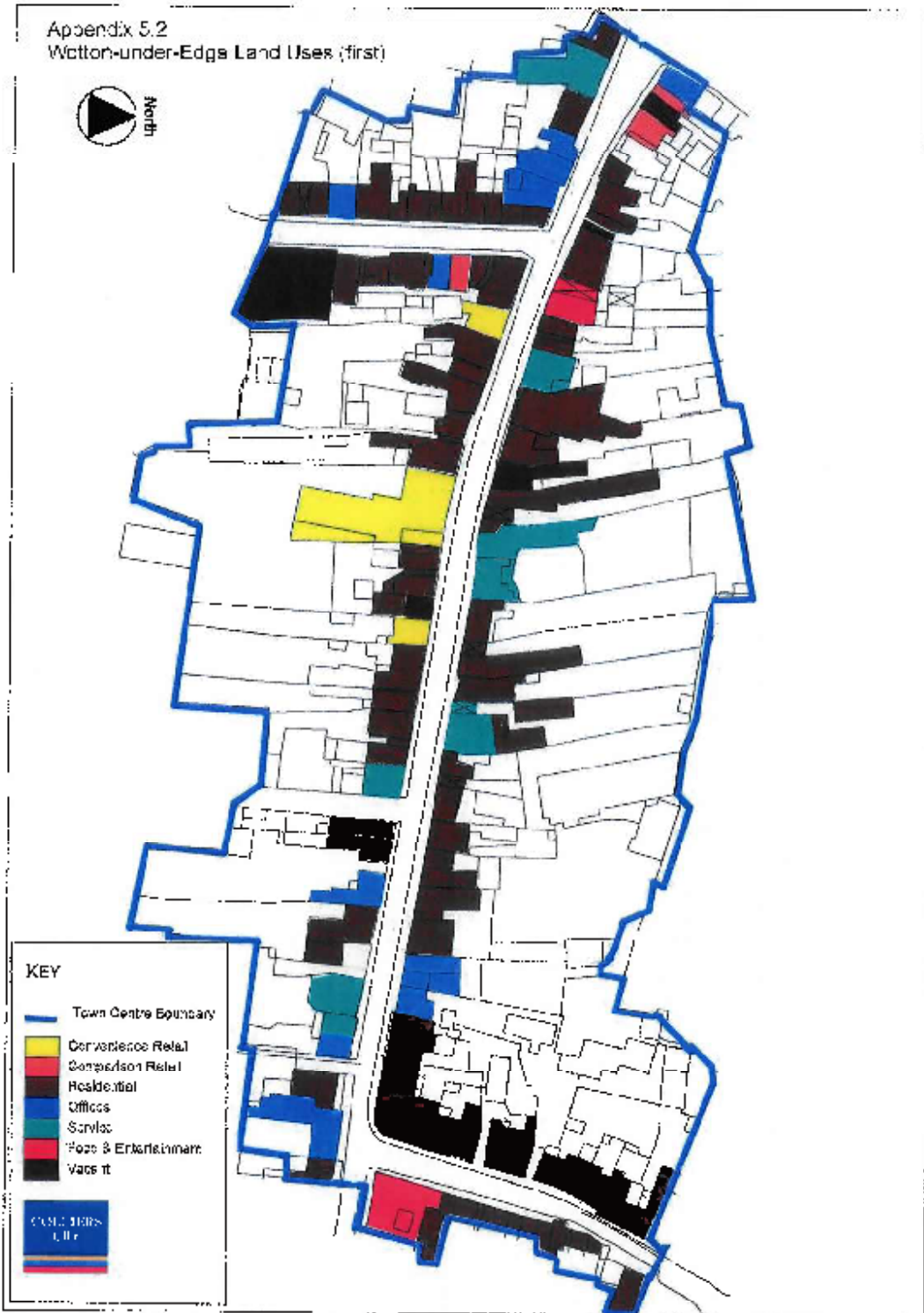
**Table 3.3.5: Land Use**

	<b>GROUND</b>	<b>%</b>	<b>First</b>	<b>%</b>	<b>Total</b>	<b>%</b>
Convenience	9	8	3	3	12	6
Comparison	38	34	3	3	41	18
Food & Entertainment	10	9	3	3	13	6
Residential	14	13	78	70	92	42
Offices	19	18	11	10	30	14
Service	17	16	8	7	25	11
Vacant	2	2	5	4	7	3
<b>Total</b>	<b>109</b>	<b>100</b>	<b>111</b>	<b>100</b>	<b>220</b>	<b>100</b>

**GROUND FLOOR PLAN**



**FIRST FLOOR PLAN**



## **APPENDICES**

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

## Appendix A - Detailed Pedestrian Counts

### Wotton-under-Edge – Friday 14<sup>th</sup> 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	Junction of High Street / Haw Street Bear Swan Inn,	43	51	34	17	17	17	60	60	300
B	Market Street	60	103	111	223	111	163	651	137	1560
C	Rope Walk / Long Street junction Orchard Street /	463	471	463	309	369	309	540	351	3274
D	Long Street junction Clarence Road /	326	523	480	489	240	369	523	446	3394
E	Long Street junction Church Street /	129	334	206	189	154	223	223	266	1723
F	School Road junction	9	34	9	0	0	69	17	0	137
	<b>Total (all sites)</b>	<b>1029</b>	<b>1517</b>	<b>1303</b>	<b>1226</b>	<b>891</b>	<b>1149</b>	<b>2014</b>	<b>1260</b>	<b>10389</b>

### Wotton-under-Edge – Saturday 15<sup>th</sup> 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	Junction of High Street / Haw Street Bear Swan Inn,	0	309	197	240	137	197	231	111	1423
B	Market Street	0	549	497	343	249	489	377	223	2726
C	Rope Walk / Long Street junction Orchard Street /	0	557	609	309	206	171	231	163	2246
D	Long Street junction Clarence Road /	0	266	274	180	146	257	240	137	1500
E	Long Street junction Church Street /	0	317	300	197	223	94	197	120	1449
F	School Road junction	0	231	180	129	137	34	180	129	1020
	<b>Total (all sites)</b>	<b>0</b>	<b>2229</b>	<b>2057</b>	<b>1397</b>	<b>1097</b>	<b>1243</b>	<b>1457</b>	<b>883</b>	<b>10363</b>

### Wotton-under-Edge – Tuesday 18<sup>th</sup> 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	Junction of High Street / Haw Street Bear Swan Inn,	17	17	0	60	69	9	26	34	231
B	Market Street	60	0	26	51	111	26	86	60	420
C	Rope Walk / Long Street junction Orchard Street /	334	429	257	437	394	514	249	437	3051
D	Long Street junction Clarence Road /	377	497	291	351	386	326	420	351	3000
E	Long Street junction Church Street /	274	309	94	180	171	420	266	146	1860
F	School Road junction	0	17	9	34	0	26	34	0	120
	<b>Total (all sites)</b>	<b>1063</b>	<b>1269</b>	<b>677</b>	<b>1114</b>	<b>1131</b>	<b>1320</b>	<b>1080</b>	<b>1029</b>	<b>8683</b>

**Wotton-under-Edge – Saturday 5<sup>th</sup> November (Market Day)**

	<b>Enumeration point</b>	<b>9.30 – 10.30</b>	<b>10.30 – 11.30</b>	<b>11.30 – 12.30</b>	<b>12.30 – 13.30</b>	<b>13.30 – 14.30</b>	<b>14.30 – 15.30</b>	<b>15.30 – 16.30</b>	<b>16.30 – 17.30</b>	<b>Total</b>
A	Junction of High Street / Haw Street Bear Swan Inn,	94	171	163	206	266	129	180	146	<b>1354</b>
B	Market Street Rope Walk /	146	343	377	231	283	180	266	369	<b>2194</b>
C	Long Street junction Orchard Street /	454	720	609	360	789	523	429	471	<b>4354</b>
D	Long Street junction Clarence Road /	343	531	591	420	506	240	317	249	<b>3197</b>
E	Long Street junction Church Street /	86	171	266	317	351	103	249	146	<b>1689</b>
F	School Road junction	77	154	206	163	317	94	129	69	<b>1209</b>
	<b>Total (all sites)</b>	<b>1200</b>	<b>2091</b>	<b>2211</b>	<b>1697</b>	<b>2511</b>	<b>1269</b>	<b>1569</b>	<b>1449</b>	<b>13997</b>

**Wotton-under-Edge – TOTAL FLOWS**

***(Friday 14<sup>th</sup> Oct / Saturday 15<sup>th</sup> Oct / Tuesday 18<sup>th</sup> Oct / Saturday 5<sup>th</sup> Nov)***

	<b>Enumeration point</b>	<b>9.30 – 10.30</b>	<b>10.30 – 11.30</b>	<b>11.30 – 12.30</b>	<b>12.30 – 13.30</b>	<b>13.30 – 14.30</b>	<b>14.30 – 15.30</b>	<b>15.30 – 16.30</b>	<b>16.30 – 17.30</b>	<b>Total</b>
A	Junction of High Street / Haw Street Bear Swan Inn,	240	377	231	317	223	223	317	206	<b>2134</b>
B	Market Street Rope Walk /	360	651	634	617	471	677	600	420	<b>4431</b>
C	Long Street junction Orchard Street /	1114	1457	1329	1054	969	994	1020	951	<b>8889</b>
D	Long Street junction Clarence Road /	883	1286	1046	1020	771	951	1183	934	<b>8074</b>
E	Long Street junction Church Street /	583	960	600	566	549	737	686	531	<b>5211</b>
F	School Road junction	69	283	197	163	137	129	231	129	<b>1337</b>
	<b>Total (all sites)</b>	<b>3249</b>	<b>5014</b>	<b>4037</b>	<b>3737</b>	<b>3120</b>	<b>3711</b>	<b>4037</b>	<b>3171</b>	<b>30077</b>

## Appendix B - Record Sheets

### WOTTON-UNDER-EDGE 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

### Wotton-under-Edge – Survey Date : 19 October

Address	Ground Floor	Use	First Floor
<b>High Street – South Side</b>			
12	NFU Mutual Offices (Agriculture House)	B1	Residential
10	National Westminster Bank	A2	National Westminster Bank
8	Cotswold Bakery (Renishaw, Wotton-Under-Edge display)	B1	Residential
6	Cuzuns Household Goods Store	C3	Cuzuns Household Goods Store
4	Wotton Travel Limited (Travel Agent)	B1	WTL Business Travel
2	Wilson's Gifts Shop	A1	WTL Business Travel
Market Street			
<b>Long Street – South Side</b>			
50	MGS Leisure and Lifestyle Clothing	A1	Residential
48a	Thresher Wine Shop	A1	Ancillary
48	Fusion Gallery Pictures	A1	Residential
46	Castle Estate Agents Limited	A2	Residential
44	McQuiggs Café Bar & Restaurant	A3	Residential
42	The Jumbles Toy Shop	A1	Residential
The Rope Walk			
40	Wotton DIY	A1	Residential
38	Co-op Supermarket	A1	Ancillary storage
36	Relish Delicatessen	A1	Residential
34	A C Partners Butchers	A1	Residential
32	Besley Hill Town & Country Homes Estate Agents	A2	Part residential/part Vacant
30	Cotswold Natural Food Store	A1	Ancillary
28	Tesco Express	A1	Residential (28a)
26	Cotswold Book Room	A1	Residential
24	W R Andrews & Co Electrical/Lighting	A1	Residential
Archway leading through to rear			
22a	D Cole Supplies Bathroom Specialists	A1	Residential
20	Postal Sorting Office	Sg	Ancillary space
Orchard Street			
18	Mungos Furnishing	A1	Residential
16	Wotton Post Office	A1	Vacant Ancillary
14	Vacant Shop	A1	Offices
12	Residential (Part)	C3	Residential
10	Chipping Manor Dental Practice	D1	Dental Practice
8 – Church House	Offices (Ronald Shires Chartered Architects)	B1	Offices
Clarence Road			
6 – Melrose House	Residential (Part)	C3	Residential
6	Antique Furniture (Part)	A1	Residential
4	Printers	B1	Printers
2	Residential	C3	Residential
<b>Church Street – East Side</b>			
20	The Falcon Inn	A4	The Falcon Inn

16	Residential Alms Houses/Sheltered Accommodation	C3	Residential
18	Hong Kong Kitchen Fish & Chips Takeaway	A5	Residential
14	Residential	C3	Residential
12	Office	B1	Residential
10	Cotswold Furniture	A1	Residential
<b>Church Street – West Side</b>			
9	Cotswold Edge Carpets Ltd	A1	Residential
11	Residential	C3	Residential
13/15	The India Palace Restaurant and Takeaway	A3	Residential
17	Residential	C3	Residential
17a	Hair-O-Dynamics Hairdressers	A1	Residential
17b	Paul Mitchell Luxury Haircare	A1	Residential
Gateway to Aston Mews			
19	Offices (R H Jewel Agricultural Insurance Consultants and Delta Security)	B1	Residential
21	Craft Shop (Front), Residential (Rear)	A1	Residential
23	Conways Gents Hairdressers	A1	Residential
25	The Wool Shop	A1	Residential
<b>Long Street – North Side</b>			
1	W H Thomas & Sons Shoe Shop & Outdoor Clothing	A1	Residential
3	The Harvest Store Grocers	A1	Residential
5	R J Manns Opticians	A1	Residential
7	Cotswold Collectables and Cycles	A1	Residential
9a	The Flower Basket Florist	A1	Offices (Burton Sweet Chartered Accountants)
11	Cheltenham & Gloucester Building Society	A2	Offices
13	In Focus Camera Shop	A1	Residential
13	Westward Travel	A1	Residential
15	Cotswold Care Shop	A1	Residential
17	Beauty Scene Hairdresser (Half ground)	A1	Residential
17	Cherubs Baby Clothing (Half ground)	A1	Residential
19	Walkers the Bakers	A1	Residential
19a	Mann Jewellers	A1	Residential
21c	Barclays Bank	A2	Residential
21d	Clockhouse Jewellers	A1	Residential
23	Lloyds Bank TSB	A2	Ancillary (Residential at Rear)
25	Wyecliff Gallery	A1	Residential
27	Clarence's Gifts	A1	Residential
29	Residential	C3	Residential
31	Wotton Guest House	C1	Bed & Breakfast Accommodation
31a	Wotton Guest House	C1	Bed & Breakfast Accommodation
33	Braidwood Ladies wear	A1	Residential
35	Cookability Kitchen Appliances	A1	Residential
37	Vacant Shop	A1	Vacant Residential
39	Robinsons Florist	A1	Residential
39	Dry Clean and Launder at Gerards	A1	Residential
43	Lloyds Pharmacy	A1	Residential
45	Square Eyes News and Film	A1	Dental Surgery
45	The Ark Coffee Shop	A1	Dental Surgery

47	Singing Teapot Café	A3	Residential
49	Mark Hazel's Gun Room	A3	Residential
51	The White Lion Public House	A4	The White Lion Public House
Entrance	Yard		
<b>High Street – North Side</b>			
1	R A Bennett Estate Agents	A2	Residential
3	The Novel Hovel Second Hand Books	A1	Part Residential/Part Vacant Residential
5	Wotton Pet Shop	A1	Residential
7	Maison Stokes Ladies and Gentlemen's Hairdressing	A1	Residential
Walled Garden			
9	R P Jones the Electrical Shop	A1	Ancillary
11	Wotton British Takeaway	A5	Vacant Residential
13	Norville Opticians	A1	Ancillary
15	Williams Parry Richards Surveyors	A2	Ancillary
<b>Market Street – West Side</b>			
1	Vacant Shop	A1	Residential
3	Victoria Fabrics and Crafts	A1	Residential
5	The Swallows Health & Beauty Treatments	A2	Residential
7	Office (Innovative Design Solutions)	B1	Residential
9	Residential	C3	Residential
11	Residential	C3	Residential
13	Residential	C3	Residential
15	Offices (Michael Rigby Associates)	B1	Offices
1-4 Swan Gardens	Residential	C3	Residential
<b>Market Street – East Side</b>			
14	Vacant Public House (The Old Swan Inn)	A4	Vacant Public House
12	Reg's Kebab Chicken and Pizza Takeaway	A5	Residential
10	Offices	B1	Residential
8	Offices	B1	Residential
8	Offices (Draw Creative Limited)	B1	Residential
4	Four Market Street Ladies Hair	A1	Offices (Genesis Property Services Limited)
2	Break Charity Shop	A1	Break Charity Shop
-	Offices (The Town House)	B1	Residential