


# Stroud District Market Towns Study

## Berkeley Data Compendium

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## 1. Introduction

- 1.1 This report has been developed as a town-specific supplement to the following reports:
- ◆ Report on Pedestrian Counts: Berkeley; Dursley; Nailsworth; Stonehouse; Stroud and Wotton-under-Edge;
  - ◆ Transport and Accessibility Assessment: Berkeley; Dursley; Nailsworth; Stonehouse; Stroud; and Wotton-under-Edge;
  - ◆ Land Use Surveys: Berkeley; Dursley; Nailsworth; Stonehouse; Stroud and Wotton-under-Edge; and
  - ◆ Shopper Surveys: Berkeley; Dursley; Nailsworth; Stonehouse; Stroud and Wotton-under-Edge.
- 1.2 This supplement does not provide details on the methodology employed to obtain the data that is contained within it. This information is provided in the main reports, which should be regarded as the primary reference source.

## 2. Pedestrian Surveys

2.1 Pedestrian survey points in Berkeley are as follows:

- (i) One Stop, Salter Street
- (ii) Opposite Town Hall, Marybrook Street
- (iii) Newsagents, Market Place
- (iv) Pet Shop, High Street
- (v) Laundry and Take Away, Fountain Street
- (vi) Opposite PC's, Marybrook Street

### FLOW COUNT SUMMARIES

2.2 There is no data available from previous years to enable a comparative analysis for pedestrian flows in Berkeley and as such, Table 2.1 provides details of pedestrian flows for 2003 only, aggregated at each site for the three days.

**Table 2.1 – Total Pedestrian Flows: Berkeley**

	2003 Flow
One Stop, Salter Street	3008
Opposite Town Hall, Marybrook Street	2554
Newsagents, Market Place	2880
Pet Shop, High Street	1123
Laundry and Take Away, Fountain Street	1337
Opposite PC's, Marybrook Street	1765
<b>TOTAL</b>	<b>12,666</b>

2.3 Average flows per minute for each site have been determined by averaging total counts for each site over the three days and then dividing the total by the length of the counts. For example, if the total daily flow at a particular site was 50 on Tuesday, 60 on Friday and 70 on Saturday and each count lasted 5 minutes then the flow per minute would be worked out as follows:

$$50 + 60 + 70 = 180 \text{ (total flow for the site over the three days)}$$

$$180 \text{ divided by } 3 \text{ (as in 3 days – the number of survey days)} = 60 \text{ (average daily flow for the site)}$$

$$60 \text{ divided by } 8 \text{ (as in 8 hours – the length of the survey)} = 7.5 \text{ (hourly flow)}$$

$$7.5 \text{ (hourly flow) divided by } 60 = 0.1 \text{ people per minute}$$

2.4 Based on the above formula, the total flows per minute for each site are as follows:

◆ One Stop, Salter Street	2
◆ Opposite Town Hall, Marybrook Street	2
◆ Newsagents, Market Place	2
◆ Pet Shop, High Street	1
◆ Laundry and Take Away, Fountain Street	1
◆ Opposite PC's, Marybrook Street	1

2.5 Table 2.2 ranks the relative level of pedestrian flows at each site compared to others in the town – the site ranked '1' is therefore the busiest.

**Table 2.2 – Ranking: Berkeley**

Rank: 2003	
One Stop, Salter Street	1
Opposite Town Hall, Marybrook Street	3
Newsagents, Market Place	2
Pet Shop, High Street	6
Laundry and Take Away, Fountain Street	5
Opposite PC's, Marybrook Street	4

**Table 2.3 – Daily Flows: Berkeley**

	Friday 17.10.03		Saturday 18.10.03		Tuesday 21.10.03	
	flow	rank	flow	rank	flow	rank
One Stop, Salter Street	917	2	848	2	1243	2
Opposite Town Hall, Marybrook Street	986	1	1200	1	369	5
Newsagents, Market Place	788	4	746	3	1345	1
Pet Shop, High Street	429	6	283	6	411	4
Laundry and Take Away, Fountain Street	668	5	429	5	240	6
Opposite PC's, Marybrook Street	883	3	454	4	429	3
<b>TOTAL</b>	<b>4671</b>		<b>3959</b>		<b>4036</b>	

**Table 2.4– Time of Day: Berkeley**

Site	09:30 – 11:30	%	11:30 – 13:30	%	13:30 – 15:30	%	15:30 – 17:30	%
1	754	25.1	823	27.4	737	24.5	694	23.1
2	617	24.2	643	25.2	677	26.5	617	24.2
3	651	22.6	960	33.3	600	20.8	668	23.2
4	291	26.0	326	29.0	317	28.2	189	16.8
5	317	23.7	343	25.6	420	31.4	257	19.2
6	394	22.3	386	21.8	488	27.7	497	28.2
<b>TOT</b>	<b>3025</b>	<b>23.9</b>	<b>3479</b>	<b>27.5</b>	<b>3239</b>	<b>25.6</b>	<b>2922</b>	<b>23.1</b>

NB: Site numbers refer to the maps contained at Appendix B of the main report

- 2.6 Friday recorded the highest total pedestrian flow of all three days – some 700 more people than Saturday and about 600 more than Tuesday (Table 2.3). The time of day analysis suggests that the mornings were slightly busier than the afternoons, with the busiest period being the 11:30 – 13:30 time slot. Flow dynamics altered considerably between the three days surveyed. However, overall, the busiest locations were the One Stop convenience store and the newsagents (sites 1 and 3).

## CONCLUSIONS

- 2.7 Due to a lack of previous count data, it was not possible to make any comparative analysis of flows in the town. However, Berkeley is a relatively quiet town centre with average flows per minute of only 1 or 2 people at each counting point.
- 2.8 Overall, Friday was the busiest day, with a total flow of 4,671 people, followed by Tuesday (4,036 people) and then Saturday (3,959 people). The busiest counting sites overall were the One Stop convenience store and the Newsagents, which may be a reflection of the local service function of the town.
- 2.9 In general, mornings tended to be slightly busier than afternoons, with the peak time slot being recorded in almost all sites, and overall, as 11:30am – 1:30pm.

### 3. Land Use Surveys




#### VACANCY

- 3.1 Table 3.1 presents the vacancy analysis for Berkeley. The addresses are based on the best available mapping provided by Stroud District Council, with a tick denoting a vacant unit at the ground and/or first floor. The table uses a simple three category colour coding system to present the most likely previous use of the unit and a key is provided at the base of the table.

**Table 3.1 – 2003 Vacancy Analysis: Berkeley**

Address	Ground Floor	First Floor
2 Canonbury Street	√	√
13 Canonbury Street	√	
15 Canonbury Street	√	
Corner High Street/Church Lane	√	√
2 High Street	√	√
4 High Street	√	√

KEY:

	Retail
	Business
	Residential/Other

**Table 3.2 – Total Vacancy by Type: Berkeley**

Type	No. of Units	%
Retail	5	50
Business	3	30
Residential/Other	2	20
<b>TOTAL</b>	<b>10</b>	<b>100</b>

- 3.2 The audit process identified 10 vacant ground and first floor units across the town – this represents 12% of the total number of units categorised in the audit (Table 3.3). 50% of the units identified as vacant fall into the retail category and are all at ground floor level. Of the remainder, 30% are categorised as business (all first floor units) and there are two ‘residential/other’ units (20%), which were formerly a mid-size hotel accessed from both Canonbury Street and the High Street.

## LAND USE

Table 3.3 – Land Uses: Berkeley

	Ground Floor (GF)	% of GF units	Upper Floor (UF)	% of UF units	Total units	% of Total Units
Convenience	3	7	0	0	3	3
Comparison	10	23	0	0	10	12
Residential	10	23	36	82	46	52
Offices	1	2	0	0	1	1
Service	14	32	4	9	18	20
Vacant	6	13	4	9	10	12
<b>TOTAL</b>	<b>44</b>	<b>100</b>	<b>44</b>	<b>100</b>	<b>88</b>	<b>100</b>

- 3.3 Berkeley has a very compact centre, focussed on the Market Place, where the main essential services are sited, including the Town Hall and the bank. The defined town centre has a strong residential element, representing 50% of all units identified, together with a significant service element, largely comprising banking and community facilities and financial services. The convenience sector represents only 3% of overall provision, however comprises a local supermarket and small bakers, which seems sufficient to meet basic everyday needs at the very least. Comparison retail is poorly represented (12% of total units), reflecting the hierarchy of town centres in the locality.

## 4. Transport Inventory

### PUBLIC TRANSPORT ANALYSIS

- 4.1 A map showing the public transport facilities and access issues in Berkeley is incorporated in the main report - Transport and Accessibility Assessment: Berkeley; Dursley; Nailsworth; Stonehouse; Stroud; and Wotton-under-Edge.

#### *Bus Services and Facilities*

**Table 4.1– Berkeley Bus Services**

Number	Operator	Route	Frequency
224	Mikes Travel	Dursley - Berkeley - Bristol	Monday to Friday - 0705 and 1625 (2 per day)
91A	Stagecoach in Gloucester	Gloucester - Berkeley - Dursley	2 Sunday services
A3	Applegates Coaches	Patchway - Berkeley - Dursley - Cheltenham - Moreton in Marsh	Second Tuesday in each month, staggered return service, bookings in advance
A34	Applegates Coaches	Lower Cam - Dursley - Berkeley - Bath	First Mon of every month, advance bookings to Bath only
B7	Beaumont Travel	Gloucester - Berkeley - Thornbury	Mon-Sat six times per day
Village Link - Blue	Beaumont Travel	Dursley - Berkeley / Slimbridge Areas	Mon-Sat 10 services per week, 3 fixed to Berkeley, rest require booking

- 4.2 Table 4.1 shows bus operations serving Berkeley. As can be seen there are few regular services, the exceptions being the 224 and B7. The 224 operates between Dursley and Bristol, allowing a return trip to Bristol on weekdays, whilst the B7 operates a sporadic service to Gloucester and Thornbury from Berkeley, although there are six return journeys to Dursley per day upon this route. A regular Stagecoach service operates twice on Sundays allowing a return trip from Berkeley to both Dursley and Gloucester.
- 4.3 A further regular service to Berkeley is provided 10 times per day, Monday to Saturday by Village Link, which runs three on-demand bus services throughout the area requiring local residents to request by telephone a stop in the town (although three fixed stops operate on this route per day during the AM and PM peak hours). Village Link is operated as a quality bus partnership between Gloucestershire County Council and Beaumont Travel. Berkeley is served by the “blue” route. Other routes are “red” and “yellow”.
- 4.4 Further “on-demand” services to Bath and Cheltenham are also available, offering return journeys to both towns once per month on a strictly pre-booked basis, operated by Applegate Coaches.

- 4.5 All services are provided by local operators with the exception of the Sunday service 91A which is operated by Stagecoach.
- 4.6 Within the town centre boundary, as defined in the Local Plan, there are no specific bus facilities. A bus shelter exists in Salter Street opposite the Post Office, offering limited timetable information regarding services 224 and Village Link but no seating.

#### *Taxi Facilities*

- 4.7 There are no specific taxi facilities in Berkeley.

#### *Rail Facilities*

- 4.8 There are no rail services available in Berkeley, the nearest station being Cam and Dursley, some five miles away.

### **VEHICULAR ACCESSIBILITY**

- 4.9 An inventory of vehicular access, parking and traffic orders for Berkeley can be seen in the main report - Transport and Accessibility Assessment: Berkeley; Dursley; Nailsworth; Stonehouse; Stroud; and Wotton-under-Edge.

#### *Routes*

- 4.10 The main vehicular route into Berkeley is from the A38 onto the B4066. Berkeley is bisected by unclassified roads which meet in the town centre. Marybrock Street/High Street run in a north/south direction, whilst Canonbury Street/Salter Street run east/west. The majority of visiting traffic is directed in and out of the town from the B4066 along Canonbury Street. Due to the River Severn there is a no through route to the west of Berkeley although access remains to the decommissioned Berkeley Power Station. Access to the town from Ham in the south is along High Street, whilst access from nearby settlements in the north such as Sharpness, Newtown and Wanswell is along Marybrock Street.
- 4.11 The majority of through traffic flows along Cannonbury Street and is directed right in front of the Town Hall along Marybrock Street (and vice versa). Frequent U-turns were observed to occur in front of the Town Hall for vehicles visiting the town only.
- 4.12 Berkeley is close to the national network, being approximately 1.5 miles from the A38 and 4.3 miles from junction 13 of the M5.

#### *Access Restrictions*

- 4.13 There are no apparent access restrictions within the town.

#### *Off Street Parking*

- 4.14 There are two small public car parks in Berkeley, both operated by Stroud District Council. These are located outside of the town centre boundary to the north and are accessed along Marybrock Street. Both are free, have in the region of 30 spaces and have a 23 hour limit and a weight restriction of 3.5 tonnes (although it is unclear whether these restrictions are policed).

- 4.15 There is a large private car park serving the hospital and various other smaller parking areas serving private premises.

#### *On Street Parking*

- 4.16 There are a number of spaces for on-street parking around the Market Place. The northern side has restricted parking spaces consisting of approximately eight bays and six spaces. This places a 1 hour limit on stay with no return within two hours; however it is unlikely that this is enforced. To the west of here along Canonbury Street are a number of unrestricted spaces, mainly used by residents. Salter Street to the South, between High Street and Coach Close, is entirely unrestricted.

#### *Traffic Orders and Restrictions*

- 4.17 There is “No Waiting” (double yellow) along the High Street, part of Salter Street and all of Marybrock Street. There is “No Waiting” (single yellow) along most of Canonbury Street between 8.00am and 6.30pm.

#### *Servicing*

- 4.18 There are no designated servicing areas in Berkeley. Servicing is carried out on street.

### **PEDESTRIANS AND CYCLISTS**

- 4.19 Cycling and walking accessibility and facilities for Berkeley are illustrated in the main report - Transport and Accessibility Assessment: Berkeley; Dursley; Nailsworth; Stonehouse; Stroud; and Wotton-under-Edge.

#### **Pedestrian Accessibility**

##### *Pavements, Desire Lines and Access Routes*

- 4.20 Most access routes are along the pavements of Market Place, Canonbury Street, Salter Street and Marybrock Street. Access to the Jenner Museum and St. Mary’s Church is via High Street. There is a strong desire line across Market Place, although there are no crossing facilities at this point, with the exception of a traffic island that acts as a pedestrian refuge.
- 4.21 The pavements are level, although narrow in places, particularly along Marybrock Street and High Street (although there is little traffic along the latter).

##### *Facilities and Signage*

- 4.22 There are no crossing facilities in Berkeley. There is some pedestrian and tourist signage at the junction of Market Place with High Street giving directions to the Jenner Museum, St Mary’s Church and Evangelical Church.

##### *Facilities for the Mobility Impaired*

- 4.23 There are no facilities for the mobility impaired.

### **Cycling Accessibility**

- 4.24 Berkeley is on Sustrans Route 41 for which there is signage from the High Street.
- 4.25 There are three cycle racks in front of the Natwest Bank.

## 5. Shopper Surveys

- 5.1 Shopper surveys were undertaken in the centre of Berkeley on Monday 24<sup>th</sup> November 2003, Saturday 29<sup>th</sup> November 2003 and Saturday 6<sup>th</sup> December 2003. The interviews were conducted by IQCS interviewers briefed to approach the 'next available person' to complete a pre-designed questionnaire. The same process was undertaken simultaneously in the other five towns over both weekday and Saturdays in November/December until respondent quotas were achieved.
- 5.2 This section presents a selection of the Berkeley specific elements of the raw data in tabulated form and provides an initial level of graphical comparison, supported by basic analysis. Full statistical details are provided elsewhere in the main report.

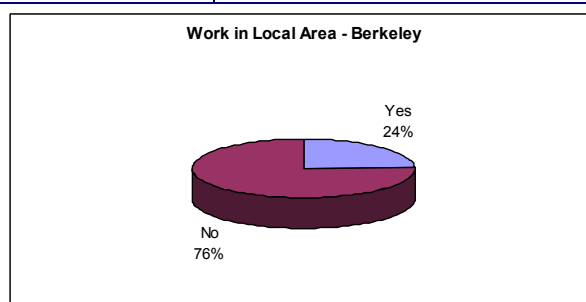
**Table 5.1 – Date of Surveys**

Date	No. of Surveys	% of all Surveys
Monday 24 <sup>th</sup> November	27	50.0
Saturday 29 <sup>th</sup> November	26	48.1
Saturday 6 <sup>th</sup> December	1	1.9
<b>TOTAL</b>	<b>54</b>	<b>100</b>

**Table 5.2 – Time of Surveys**

Time	No. of Surveys	% of all Surveys
9am – 12pm	11	20.4
12pm – 2pm	23	42.6
2pm – 5pm	20	37.0
<b>TOTAL</b>	<b>54</b>	<b>100</b>

**Figure 5.1 – Percentage of Respondents that Work in Local Area**



**Table 5.3 – Percentage of Respondents that Work in the Local Area**

	No. of Surveys	% fo all Surveys
Work in Local Area	13	24.1
Do not work in Local Area	41	75.9

5.3 The breakdown of work locations for those respondents stating that they worked in the local area is as follows:

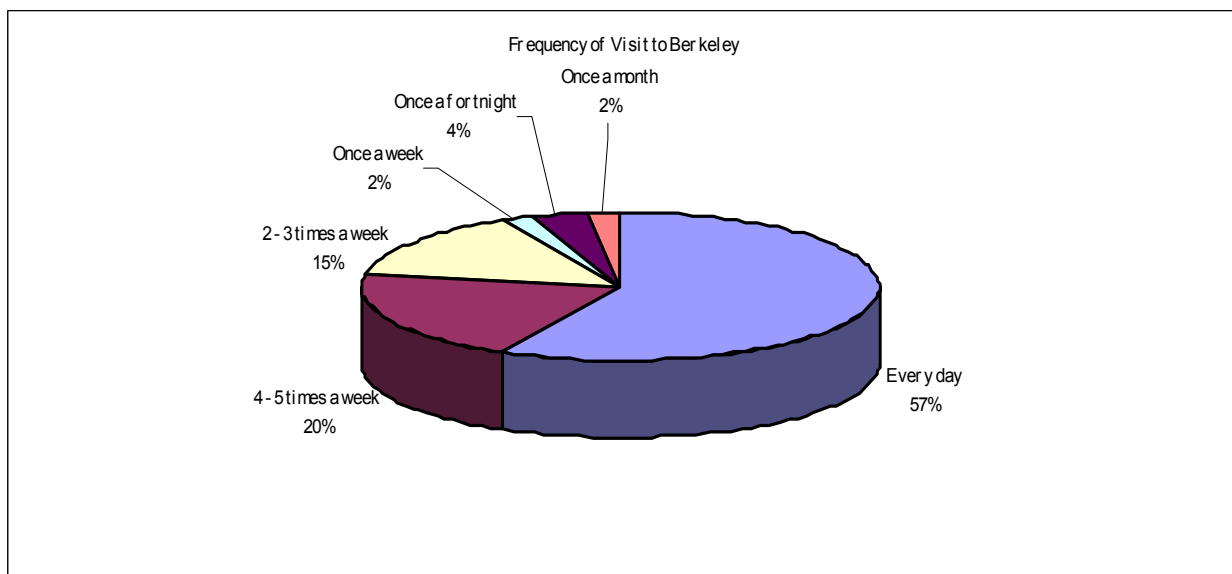
- ◆ Stroud 23.1% (3 respondents)
- ◆ Berkeley 53.8% (7 respondents)
- ◆ Breadstone 7.7% (1 respondent)
- ◆ Oldbury 7.7% (1 respondent)
- ◆ Falfield 7.7% (1 respondent)

5.4 It is important to note that the phrasing of the question relating to working in the local area was such that a response of 'no' was not clarified. As such, those responding in the negative may either work elsewhere or, as is more likely given the overall demographic profile of respondents, either do not work out of choice or are retired and/or of pensionable age.

**Table 5.4 – Frequency of Visits to Berkeley**

	No. of Surveys	% of all Respondents
every day	31	57.4
4-5 times a week	11	20.4
2-3 times a week	8	14.8
once a week	1	1.9
once a fortnight	2	3.7
once a month	1	1.9
less often	0	0

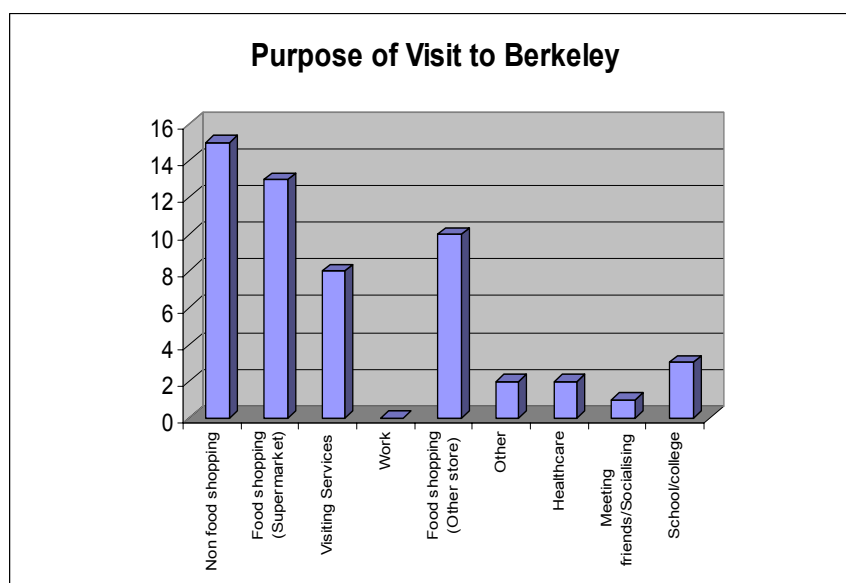
**Figure 5.2 – Frequency of Visits to Berkeley**



5.5 It is apparent from Figures 5.1 and 5.2 that even though the majority of respondents (76%) did not work in the local area, the vast majority of people surveyed visited the town either daily (57%) or 4-5 times each week (20%), with these frequent users accounting for over three quarters of respondents (77%). This suggests that the town has a strong base of regular users and as such, it seems logical to suggest that Berkeley acts as a local service centre.

**Table 5.5 – Purpose of Visit to Berkeley**

	No. of Surveys	% of all Surveys
<b>Non-food shopping</b>	<b>15</b>	<b>27.8%</b>
<b>Food Shopping (Supermarket)</b>	<b>13</b>	<b>24.1%</b>
<b>Visiting Services</b>	<b>8</b>	<b>14.8%</b>
Work	0	0.0%
<b>Food Shopping (other store)</b>	<b>10</b>	<b>18.5%</b>
<b>Other</b>	<b>2</b>	<b>3.7%</b>
<b>Healthcare</b>	<b>2</b>	<b>3.7%</b>
<b>Meeting Friends/Socialising</b>	<b>1</b>	<b>1.9%</b>
<b>School/College</b>	<b>3</b>	<b>5.6%</b>
Specialist Stores	0	0.0%
Visiting Places to Eat or Drink	0	0.0%
Using a Professional Service	0	0.0%
Sport/Gym/Swimming	0	0.0%
Sightseeing	0	0.0%



**Figure 5.3 – Purpose of Visit to Berkeley**

5.6 Figure 5.3 serves to reinforce the main function of Berkeley as being a local service centre with the majority of respondents visiting the town mainly either for shopping or to use services and facilities (i.e. – banks/building societies/postal services).

5.7 Respondents were also requested to indicate any other reasons for visiting the town on the day that they were surveyed – responses were as follows:

◆ food shopping (supermarket)	14.8% (8 respondents)
◆ food shopping (other store)	22.2% (12 respondents)
◆ non food shopping	42.6% (23 respondents)
◆ visiting services	25.9% (14 respondents)
◆ visiting places to eat or drink	1.9% (1 respondent)
◆ meeting friends/socialising	5.6% (3 respondents)
◆ healthcare	5.6% (3 respondents)
◆ other	5.6% (3 respondents)

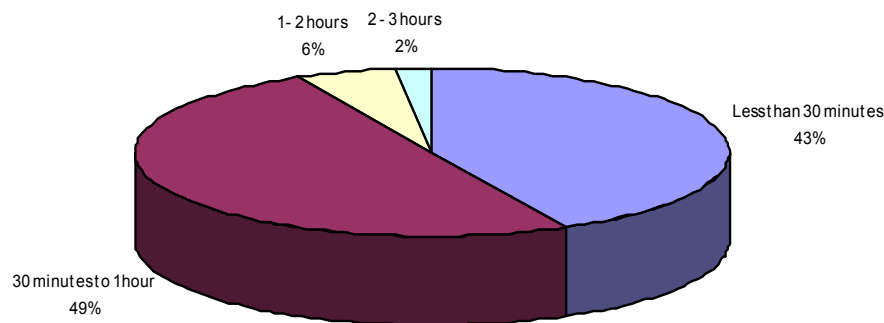
This highlights similar purposes for visiting the town as those cited as the *main* purpose– shopping and services. However, it also highlights that a significant number (at least 42.6%) of respondents use the town for multi-purpose or ‘linked’ trips. This is an important element of promoting vitality as it can potentially increase the amount of time a person spends in the town, thus increasing movements through the town.

**Table 5.6 – Time Spent in the Town: Berkeley**

	No. of Surveys	% of all Surveys
less than 30 minutes	23	42.6%
30 minutes – 1 hour	27	50.0%
1 – 2 hours	3	5.6%
2 – 3 hours	1	1.9%
3 – 4 hours	0	0.0%
4 – 8 hours	0	0.0%
8 hours or more	0	0.0%

5.8 As detailed in Table 5.6 and illustrated in Figure 5.4, although there are a significant number of linked trips amongst the respondents, the vast majority (93%) of those surveyed intended to spend a maximum of one hour in the town, with 43% stating that they would stay less than 30 minutes.

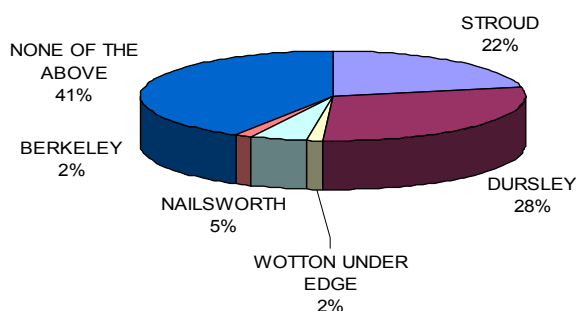
**Figure 5.4 – Time Spent in Berkeley**



5.9 Respondents were requested to indicate and detail whether there were any other towns both within and outside the Study Area that they visited on a regular basis. The results of these questions are provided in Tables 5.7 and 5.8 and illustrated in Figures 5.5 and 5.6. It should be noted that respondents were permitted to mark as many as were relevant and in some instances the town in which they were interviewed was also included as a regular destination.

**Table 5.7 – Study Towns Visited Regularly**

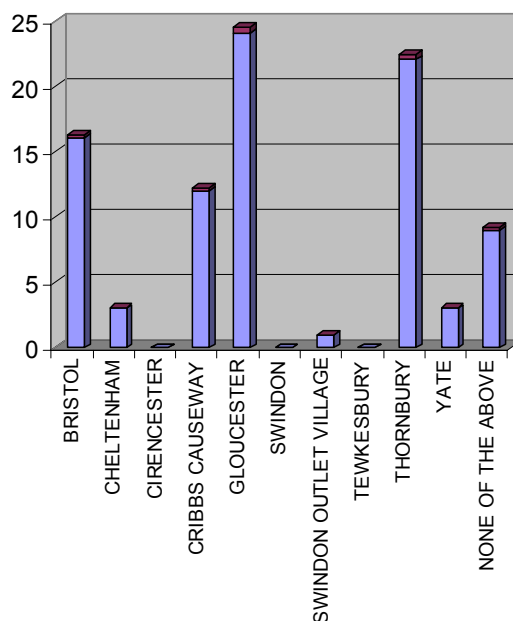
Town	No. of Surveys	% of all Surveys
Stroud	14	25.9%
Dursley	19	35.2%
Wotton-under-Edge	1	1.9%
Nailsworth	3	5.6%
Stonehouse	0	0.0%
Berkeley	1	1.9%
None of the above	27	50.0%



**Figure 5.5 – Study Towns Visited Regularly**

**Table 5.8 – Other Centres Visited Regularly**

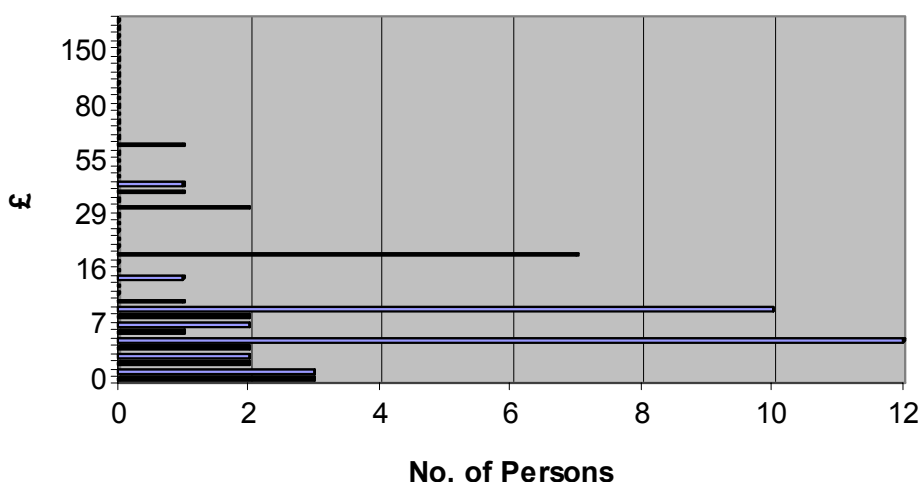
Centre	No. of Surveys	% of all Surveys
Bristol	16	29.6%
Cheltenham	3	5.6%
Cirencester	0	0.0%
Cribbs Causeway	12	22.2%
Gloucester	24	44.4%
Swindon	0	0.0%
Swindon Outlet Village	1	1.9%
Tewkesbury	0	0.0%
Thornbury	22	40.7%
Yate	3	5.6%
None of the Above	9	16.7%

**Figure 5.6 – Other Centres Visited Regularly**

- 5.10 It is apparent from Figure 5.5 that a significant proportion (41%) of all respondents regularly visit town centres outside the Stroud District. Amongst this 41%, Gloucester, Thornbury and Bristol are popular destinations (Figure 5.6) and Cribbs Causeway also has a significant attraction to town centre users with 22.2% of respondents stating that they visit the 'regional' shopping centre on a regular basis.
- 5.11 Respondents were also requested to cite their main reasons for visiting other centres both within the study area and beyond. Responses are summarised as follows:

- ◆ *Reasons for Visiting other Centres in the Study Area:*
  - ◆ convenient to home 44.4% (12 respondents)
  - ◆ good range of food shops 44.4% (12 respondents)
  - ◆ easy to get to by car 40.7% (11 respondents)
  - ◆ good range of non food shops 22.2% (6 respondents)
  - ◆ specialist shops 7.4% (2 respondents)
  - ◆ easy to get to by public transport 3.7% (1 respondent)
- ◆ *Reasons for Visiting other Centres outside the Study Area:*
  - ◆ good range of non food shops 77.8% (35 respondents)
  - ◆ good range of food shops 55.6% (25 respondents)
  - ◆ easy to get to by car 44.4% (20 respondents)
  - ◆ specialist shops 28.9% (13 respondents)
  - ◆ convenient to work 8.9% (4 respondents)
  - ◆ easy to get to by public transport 2.2% (1 respondent)
  - ◆ good range of services 2.2% (1 respondent)

**Figure 5.7 – Amount Spent in Berkeley**



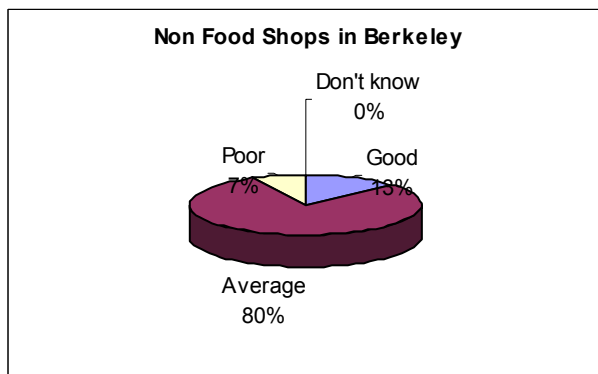
5.12 Figure 5.7 indicates respondents' estimated spend in the town of Berkeley. From this and the information provided previously it is evident that although the town appears to have a strong base of regular users, the majority envisaged spending or had already spent less than ten pounds on their visit. When this is considered together with the four main reasons given for visiting other towns outside the study area - good range of non food shops (77.8%); good range of food shops (55.6%); easy to get to by car (44.4%); and specialist shops 28.9% - it would seem that Berkeley is used more as a 'top-up' centre than a major shopping destination.

5.13 The questionnaires incorporated a number of questions concerned with ascertaining shopper opinions of the facilities and services available in Berkeley. These relate to food and non-food shopping; range of services; public toilets; accessibility by a range

of modes; and personal views on safety and security. The results are set out in Table 5.9 and illustrated in Figures 5.8 – 5.15.

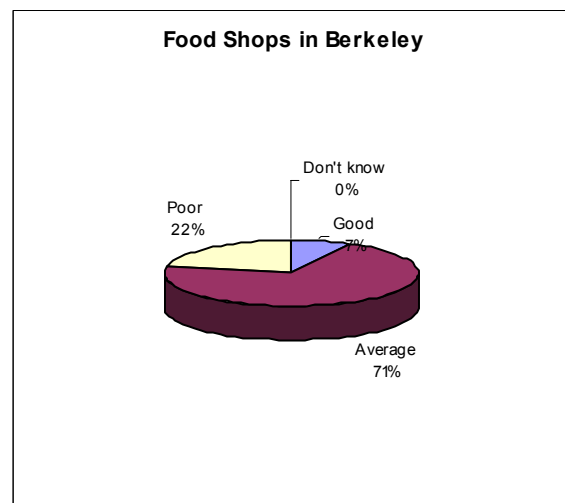
**Table 5.9 – Shopper Opinions on Facilities and Services**

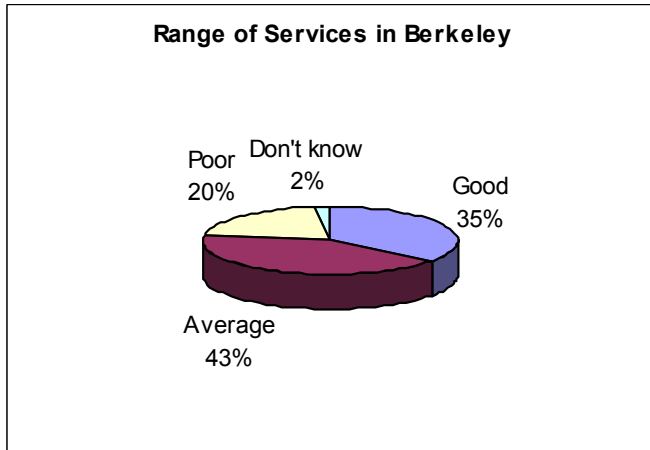
	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
Non food shops	7	13	43	79.6	4	7.4	0	0
Food Shops	4	7.4	38	70.4	12	22.2	0	0
Range of Services	19	35.2	23	42.6	11	20.4	1	1.9
Public Toilets	3	5.6	22	40.7	11	20.4	18	33.3
Accessibility by Public Transport	2	3.7	24	44.4	16	29.6	12	22.2
Accessibility by Car	39	72.2	11	20.4	3	5.6	1	1.9
Accessibility by Foot/Cycle	33	61.1	13	24.1	4	7.4	4	7.4
Security/Personal Safety	41	75.9	13	24.1	0	0	0	0



**Figure 5.8 – Opinions on Non-food Shops in Berkeley**

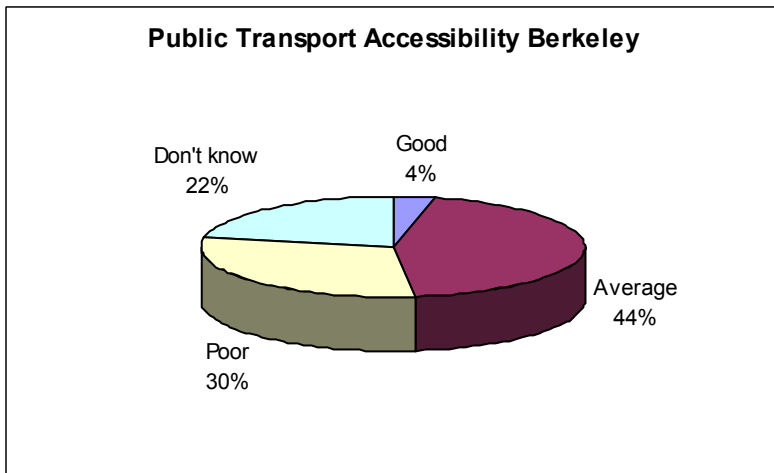
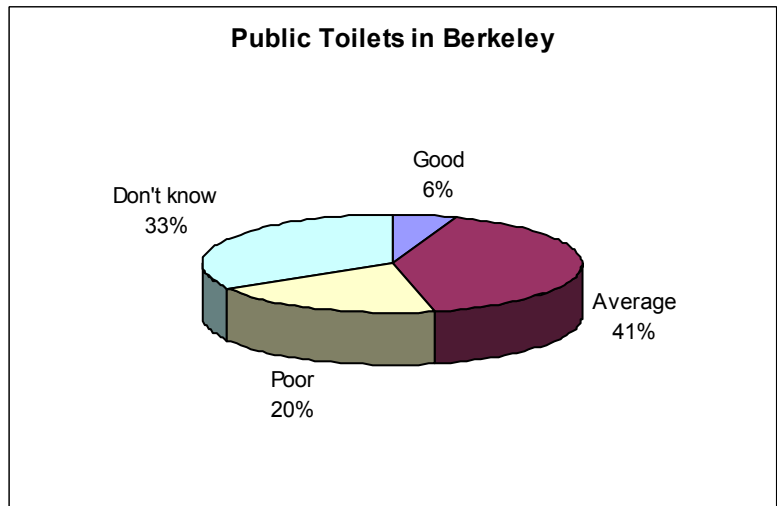
**Figure 5.9 – Opinions on Food Shops in Berkeley**



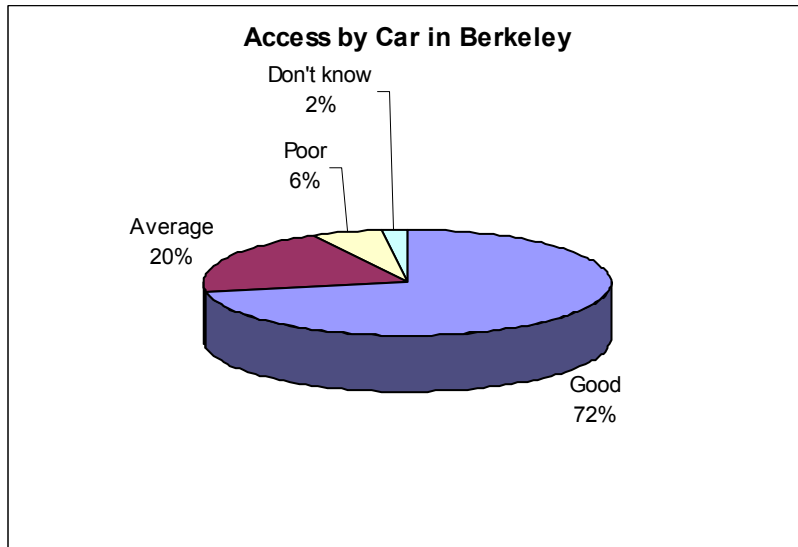


**Figure 5.10 – Range of Services in Berkeley**

**Figure 5.11 – Public Toilets in Berkeley**

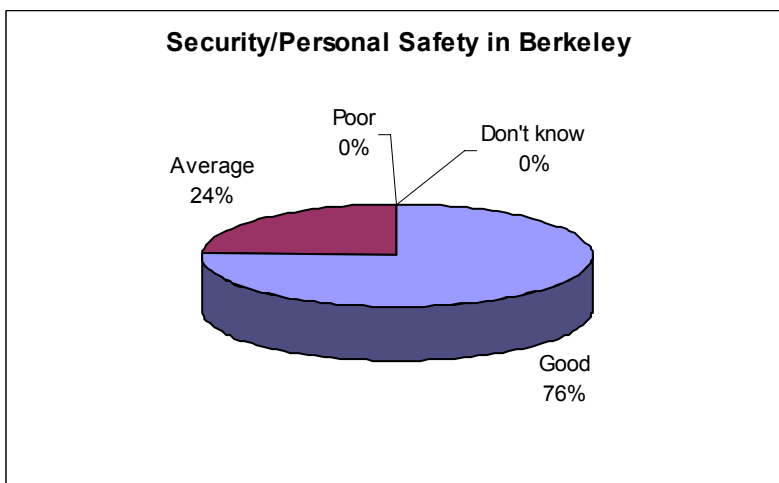
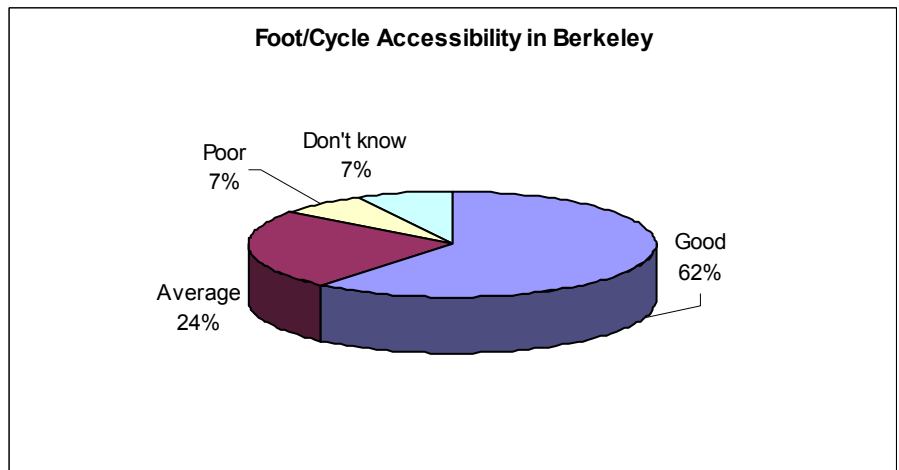


**Figure 5.12 – Public Transport Accessibility: Berkeley**



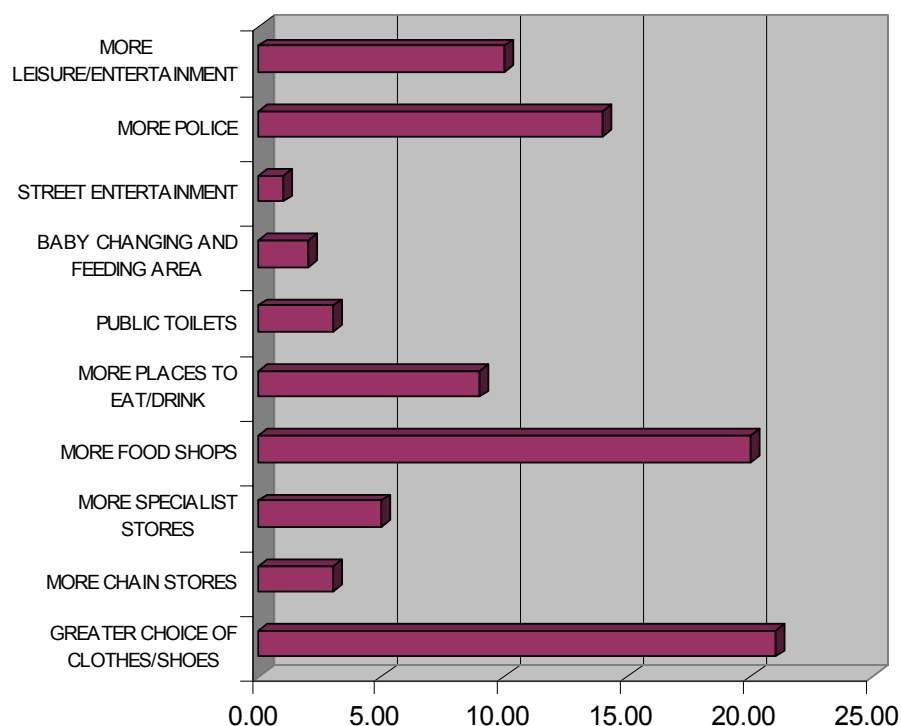
**Figure 5.13 – Accessibility by Car: Berkeley**

**Figure 5.14 – Foot/Cycle Accessibility: Berkeley**



**Figure 5.15 – Security/Personal Safety: Berkeley**

- 5.14 On the whole, respondents' opinions on the shopping and service elements of the town were favourable. 80% felt that the non-food shops in Berkeley were average with a further 13% rating them as good, totalling 93% overall, which is a vast majority. Over three quarters of respondents rated food shops as average (71%) or good (7%), however it should be noted that 22% believed them to be poor, which is a significant proportion.
- 5.15 Overall, the range of services on offer in the town were largely graded good or average – 35% and 43% respectively. It is interesting to note that public toilets, which have been highlighted as a major issue through local consultation, were left ungraded by approximately a third of respondents (33%) who stated that they simply didn't know what they were like. This would seem to be congruent with the relatively short length of time spent in the town by the majority of respondents.
- 5.16 With regard to the town's accessibility, the vast majority of respondents graded car access as either good (20%) or average (72%). Foot and cycle access also score relatively well with a total of 86% of respondents grading them as good (62%) or average (24%), although it should be noted that it cannot be guaranteed that these responses are based on actual experience beyond the town centre itself. In comparison, public transport accessibility scores poorly with almost a quarter admitting that they didn't know (22%), thus suggesting that they have never used it and almost a third of respondents stating that it was poor (30%).
- 5.17 One very positive outcome of the survey process is that 100% of respondents rated personal safety/security as either good (76%) or average (24%).
- 5.18 Figure 5.16 provides a breakdown of respondents' views pertaining to additional shops and services that they stated they would like to see in Berkeley.



**Figure 5.16 –  
Additional Shops  
and Services  
Suggested**

5.19 The respondents favoured increased choice of clothes and shoe shops (21%) and more food shops (20%). In addition to this and despite the fact that all respondents graded security/safety as either good or average, 14% of respondents also stated that they would welcome more police in the town. 10% of respondents indicated that they would like to see more leisure and entertainment facilities with a further 10% highlighting a desire for a greater choice of places to eat and/or drink, potentially highlighting a demand for a livelier ‘evening economy’.

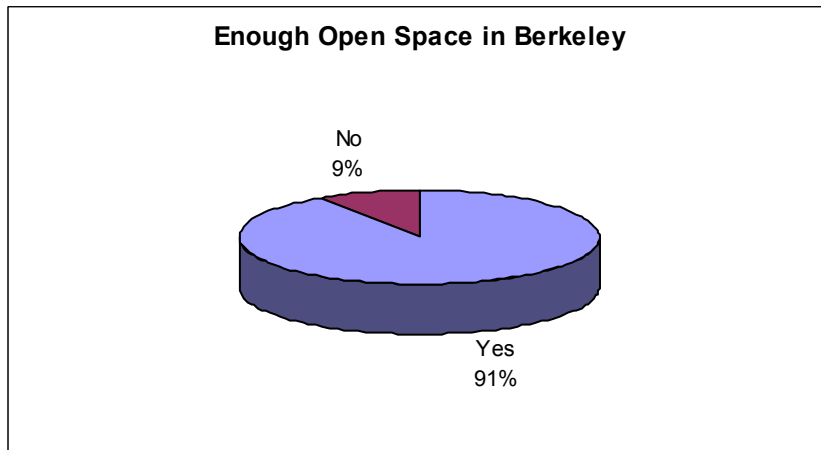
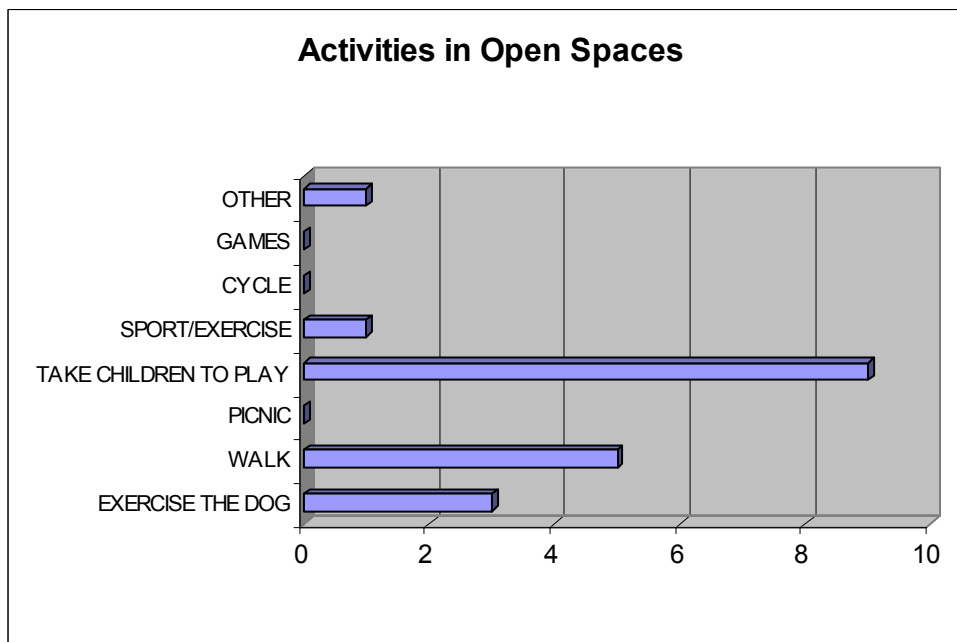


Figure 5.17 – Open Space: Berkeley

5.20 With regard to open space in the town, Figure 5.17 clearly indicates that the vast majority of respondents – 91% - felt that there was sufficient provision in the town. In terms of respondents’ use of this public open space, the most popular activities are illustrated by Figure 5.18 – taking children to play (75%); walking (41.7%); and exercising the dog (25%).

Figure 5.18 – Activities in Open Spaces



- 5.21 The questionnaire incorporated a number of questions aimed at identifying users' opinions in relation to the town environment. These views are summarised in Table 5.10.

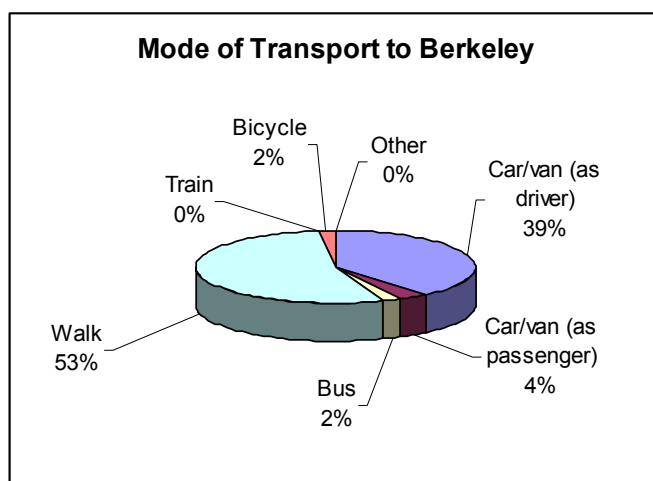
**Table 5.10 – Opinions relating to the Town Environment**

	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
Cleanliness	22	44.7	31	57.4	1	1.9	0	0
Benches	8	14.8	35	64.8	7	13.0	4	7.4
Litter Bins	14	25.9	35	64.8	5	9.3	0	0
Attractiveness	13	24.1	41	75.9	0	0	0	0
CCTV	0	0	1	1.9	1	1.9	52	96.3
Signage	13	24.1	40	74.1	0	0	1	1.9
Lighting	14	25.9	38	70.4	1	1.9	1	1.9

- 5.22 Table 5.10 reveals that in general terms, users consider the town environment to be average or good. The notable exceptions are CCTV of which there is clearly a lack of awareness; and a perceived need for more and/or better provision of benches and litter bins by 13% and 9.3% of users respectively.
- 5.23 When questioned about whether they use the town at night, there was an even split – 50% come to Berkeley and 50% avoid it. Of those that use the town in the evening, the main reasons cited were as follows (please note that respondents were permitted to select more than one answer):
- ◆ socialise 44.4% (12 respondents)
  - ◆ visit places to eat/drink 40.7% (11 respondents)
  - ◆ leisure/entertainment facilities 18.5% (5 respondents)
  - ◆ shop 11.1% (3 respondents)
- 5.24 With regard to the half of respondents that do not visit Berkeley at night, the principal reasons (when a reason was given) were stated to be the following:
- ◆ the respondent does not go out after dark 33.3% (9 respondents)
  - ◆ there is nothing for the respondent's age group 18.5% (5 respondents)

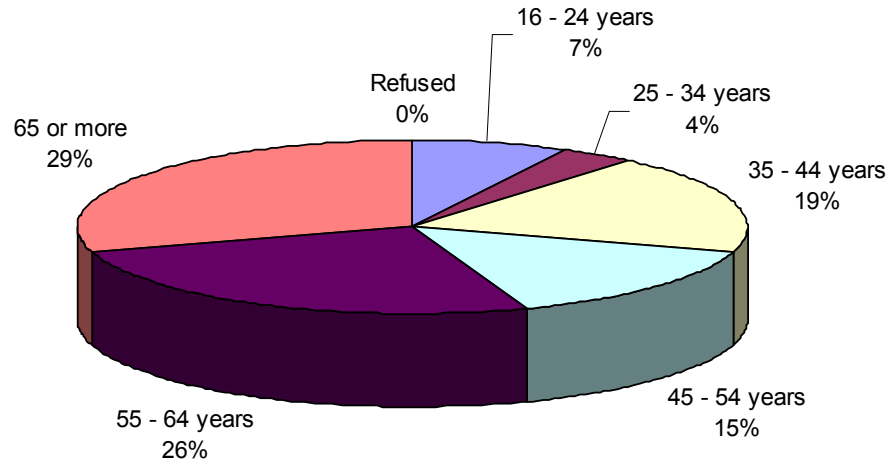
**Table 5.11 – Mode of Transport to Berkeley**

Mode	No. of Surveys	% of all Surveys
Car/van (as driver)	21	38.9%
Car/van (as passenger)	2	3.7%
Bus	1	1.9%
Walk	29	53.7%
Train	0	0.0%
Bicycle	1	1.9%
Other	0	0.0%

**Figure 5.19 – Mode of Transport to Berkeley**

- 5.25 Table 5.11 and Figure 5.19 clearly indicate that the majority of town users reached the town centre on foot. The next most popular mode was car or van as either a driver (39%) or a passenger (4%). Only 1 respondent travelled to the town by bicycle and 1 by bus, whilst none used the train – this serves as a possible indication of poor service and/or patronage of public transport serving Berkeley town centre, but could also be interpreted as an indication that Berkeley has a very localised catchment.
- 5.26 The age and gender profile of respondents could also be considered to be a significant factor in influencing the preferred mode of transport to access the town – 70.4% of respondents were female and, as shown in Figure 5.20 (overleaf), the majority of all respondents were either of retirement and/or pensionable age.

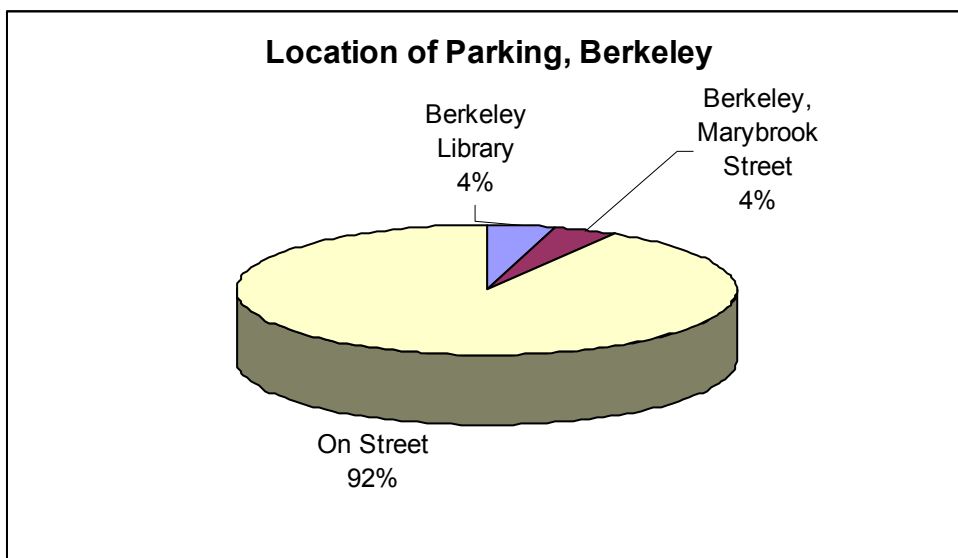
**Figure 5.20 – Age of Respondents**



5.27 With regard to those respondents that accessed the town by car, the breakdown of locations where they parked are detailed here, and illustrated in Figure 5.21:

- ◆ Berkeley Library 1 person
- ◆ Berkeley, Marybrook Street 1 person
- ◆ On-street 21 persons

**Figure 5.21 – Location of Car Parking in Berkeley**



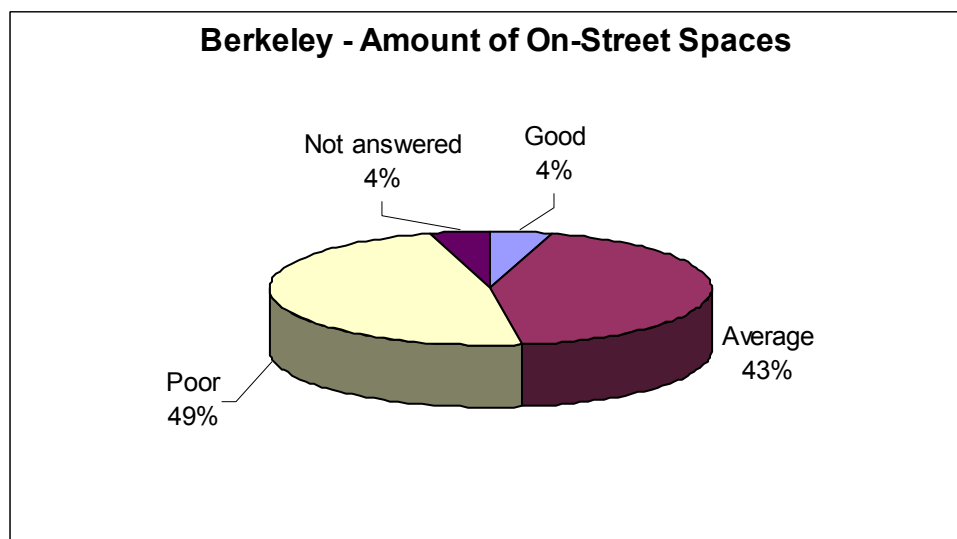
5.28 Table 5.12 and Figure 5.22 provide a breakdown of the overall opinions of respondents that stated that they had accessed the town by car, on the amount of on-street parking available in Berkeley town centre. These indicate that the majority

believe the amount of on-street spaces available to be either average (43.5%) or poor (47.8%).

**Table 5.12 - Amount of On-Street Parking Available: Berkeley**

	No. of Surveys	%
Good	1	4.3%
Average	10	43.5%
Poor	11	47.8%
Don't Know	0	0.0%
Not answered	1	4.3%

**Figure 5.22 – Amount of On-Street Spaces: Berkeley**

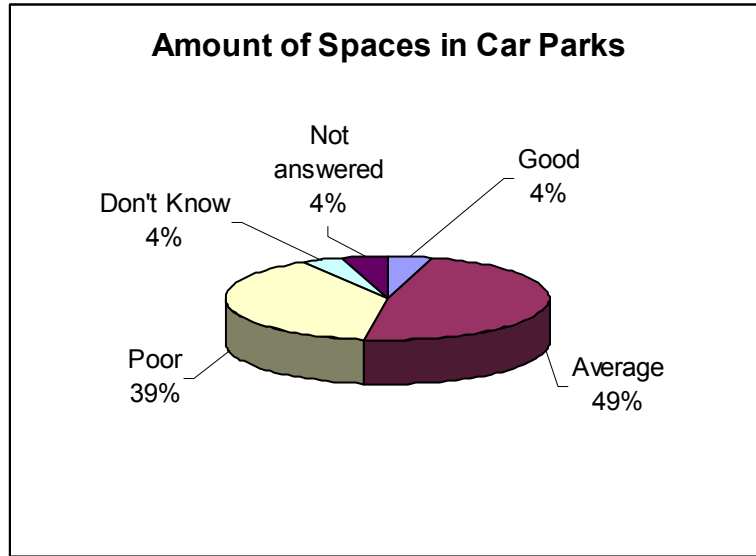


5.29 Table 5.13 and Figure 5.23 illustrate users' opinions regarding the amount of parking provision within designated car parks in the town. Similarly to on-street car parking, the majority believe the amount of spaces available in designated car parks to be either average (43%) or poor (49%). This suggests that there may be a need to consider increasing parking availability to better meet user expectations.

**Table 5.13 – Amount of Spaces in Car Parks**

	No. of Surveys	%
Good	1	4.3%
Average	11	47.8%
Poor	9	39.1%
Don't Know	1	4.3%
Not answered	1	4.3%

**Figure 5.23 – Amount of Spaces in Car Parks: Berkeley**

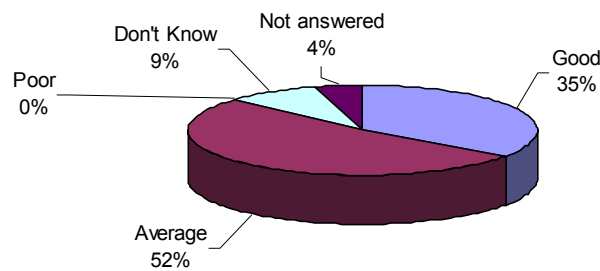


5.30 User opinions on safety and security and the design and layout of car parks are provided in Table 5.14 and Figures 5.24 and 5.25 respectively.

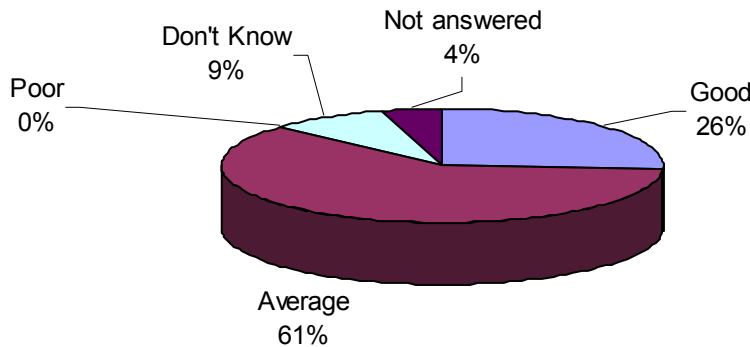
**Table 5.14 – User Opinions on Safety and Security and Design and Layout of Car Parks: Berkeley**

	Safety and Security		Design and Layout	
	No. Surveys	%	No. Surveys	%
Good	8	34.8	6	26.1
Average	12	52.2	14	60.9
Poor	0	0	0	0
Don't Know	2	8.7	2	8.7
Not Answered	1	4.3	1	4.3

**Figure 5.24 – Safety and Security of Car Parks: Berkeley**



**Figure 5.25 – Design and Layout of Car Parks: Berkeley**



- 5.31 It is very encouraging to note that the majority of users considered both safety and security; and design and layout of car parks in Berkeley to be either good or average and none of the respondents judged either aspect as being poor.
- 5.32 Figure 5.26 provides a breakdown of the home postcodes of those respondents that were interviewed in Berkeley Town Centre. It is clearly apparent that the town primarily serves the needs of local residents with 51 of the 53 people interviewed in Berkeley indicating that they live in the local postcode area – GL13.

**Figure 5.26 – Home Postcodes of Respondents**

