


Stroud District Market Towns Study

Dursley 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 sources.

2. Pedestrian Surveys

2.1 Pedestrian survey points in Dursley are as follows:

- (i) Cobbler's, Parsonage Street
- (ii) Job Centre, off Parsonage Street
- (iii) Kings Head, Parsonage Street
- (iv) Bell Hotel, Long Street
- (v) The Vac Shop, Silver Street
- (vi) Lions Club, May Lane

FLOW COUNT SUMMARIES

2.2 Table 2.1 provides a comparison of pedestrian flows in Dursley in 2001, 2002 and 2003, aggregated at each site for the three days.

Table 2.1 - Total Pedestrian Flows: Dursley

	2001	2002	2003	%change 2003v2001	%change 2003v2002
Cobblers, Parsonage Street	13362	8407	12212	-8.6	45.2
Job Centre, off Parsonage Street	15160	8116	8219	-45.8	1.3
Kings Head, Parsonage Street	14243	8476	13635	-4.3	60.9
Bell Hotel, Long Street	3231	5733	3634	12.5	-36.6
The Vac Shop, Silver Street	6093	6496	4191	-31.2	-35.5
Lions Club, May Lane	5279	9299	4345	-17.7	-53.3
TOTAL	57368	46527	46235	-19.4	-0.6

2.3 As in 2002, 2003 has seen a significant decrease in footfall when compared to 2001; however, total pedestrian numbers in 2003 remain very similar to 2002 with a decrease of just 0.6% (Table 3.5). The most noticeable change is the spread of pedestrian flows between 2002 and 2003, with 2002 having a total difference in footfall between the highest and lowest flows of just 3566 whilst 2003 has seen numbers vary by 8578. This change is shown in the ranking of locations (Table 3.6) with just two remaining the same and the one downward movement seeing a fall of 53.3%.

2.4 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:

<p style="text-align: center;">$50 + 60 + 70 = 180$ (total flow for the site over the three days)</p> <p style="text-align: center;">180 divided by 3 (as in 3 days – the number of survey days) = 60 (average daily flow for the site)</p> <p style="text-align: center;">60 divided by 8 (as in 8 hours – the length of the survey) = 7.5 (hourly flow)</p> <p style="text-align: center;">7.5 (hourly flow) divided by 60 = 0.1 people per minute</p>

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

◆ Cobblers	9
◆ Job Centre	6
◆ Kings Head	10
◆ Bell Hotel	3
◆ The Vac Shop	3
◆ Lions Club	3

2.6 Table 2.2 details relative changes in rankings between 2002 and 2003. The 'rank' shows the relative level of pedestrian flows at the site compared to others in the town – the site ranked '1' is therefore the busiest.

Table 2.2 – Relative Change in Ranking: Dursley

	2002 Rank	2003 Rank	Movement
Cobblers, Parsonage Street	2	2	Same
Job Centre, off Parsonage Street	3	3	Same
Kings Head, Parsonage Street	1	1	Same
Bell Hotel, Long Street	6	6	Same
The Vac Shop, Silver Street	4	5	Up
Lions Club, May Lane	5	4	Down

Table 2.3 – Daily Flows: Dursley

	Friday 17.10.03		Saturday 18.10.03		Tuesday 21.10.03	
	Total	Rank	Total	Rank	Total	Rank
Cobblers, Parsonage Street	4019	2	4465	2	3728	2
Job Centre, off Parsonage Street	2828	3	2871	3	2520	3
Kings Head, Parsonage Street	4482	1	5176	1	3976	1
Bell Hotel, Long Street	1388	5	951	6	1294	4
The Vac Shop, Silver Street	1525	4	1603	5	1063	6
Lions Club, May Lane	1380	6	1671	4	1294	4
TOTAL FLOWS	15622		16737		13875	

Table 2.4 – Total Daily Flow Comparisons: Dursley

	2002	2003	% change
Tuesday	8716	13875	59.2
Friday	13249	15622	17.9
Saturday	21562	16737	-22.4

- 2.7 As shown in table 2.3 the three top ranking locations remained the same on all three days with the bottom three varying quite noticeably. There was far less variation in total footfall per day in 2003 than in 2002.

Table 2.5 – Time of Day: Dursley

Site	09:30 – 11:30	%	11:30 – 13:30	%	13:30 – 15:30	%	15:30 – 17:30	%
1	3462	28.4	4071	33.3	2305	18.9	2374	19.4
2	2083	25.3	2083	25.3	1868	22.7	2185	26.6
3	4122	30.2	4105	30.1	3008	22.1	2400	17.6
4	866	23.8	1148	31.6	917	25.2	703	19.3
5	1208	28.8	968	23.1	874	20.9	1140	27.2
6	1551	35.7	1054	24.3	797	18.3	943	21.7
TOT	13292	28.7	13429	29.0	9770	21.1	9744	21.1

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

- 2.8 From Table 2.5 it is apparent that the mornings are busier than the afternoons overall, although two of the six locations, namely sites 2 and 5, experience their highest level of footfall in the 15:30 – 17:30 timeband.

Table 2.6 – Market Day Analysis and Comparison: Dursley

Site	25.10.03 Market		18.10.03 Non Market		% change	26.10.02 Market		% change
	Total	Rank	Total	Rank		Total	Rank	
1	5039	1	4465	2	12.9	5271	3	-4.4
2	3214	3	2871	3	11.9	5502	2	-41.6
3	4988	2	5176	1	-3.6	6076	1	-17.9
4	754	6	951	6	-20.7	4142	6	-81.8
5	1594	4	1603	5	-0.6	4849	4	-67.1
6	1243	5	1671	4	-25.6	4761	5	-73.9

- 2.9 Surprisingly, there appears to be a lower pedestrian flow on market day than non market day in 2003 with all but the first two locations showing a fall in numbers. Results may indicate the market becoming less popular as there is a significant decrease in footfall at all locations between market day in 2002 and 2003. Most notable are locations 4 and 6, which record significant decreases between market day in 2002 and 2003 and significant decreases between non market and market days in 2003 - -81.8% and -73.9% respectively.

Table 2.7 – Market Day Analysis by Time of Day: Dursley

Site	09:30 – 11:30	%	11:30 – 13:30	%	13:30 – 15:30	%	15:30 – 17:30	%
1	1396	27.7	1688	33.5	1106	21.9	949	16.8
2	942	29.3	728	22.7	931	25.9	711	22.1
3	1603	32.1	1748	35.0	908	18.2	728	14.6
4	249	33.0	206	27.2	189	25.0	111	14.8
5	540	33.9	429	26.9	471	29.6	154	9.7
6	557	44.8	317	25.5	223	17.9	146	11.7
TOT	5288	31.4	5116	30.4	3728	22.1	2700	16.0

- 2.10 Unlike non-market days, pedestrian flow in Dursley appears to be significantly biased towards the first half of the day with over 60% of total flow being recorded in the first two time bands.

CONCLUSIONS

- 2.11 There is an overall trend towards decreasing footfall, although the 2003 statistics reflect a slowing in the pace of this decrease when compared to the 2001 and 2002 statistics. The 2003 statistics also show a more even spread in proportions of footfall across the three non-market survey days, with Tuesday recording a 59.2% increase on the 2002 footfall, whereas Saturday experienced a reduction in footfall of over a fifth (22.4%) since 2002. Footfall is biased towards the earlier portion of the day, with an average of 57.7% of all footfall being recorded before 1:30pm.

- 2.12 The dynamics of the town appear to have remained largely the same. The only changes in ranking between 2002 and 2003 were at the Lions Club and Vac Shop counting points, which have effectively swapped rankings, the former slipping one rank to 5th compared to 2002 and the latter going up one rank to 4th from 2002, although there is only a difference of 154 in the total flow of the two sites based on the 2003 statistics.
- 2.13 Market Day in 2003 is less busy overall than in 2002 and also recorded lower overall flows than the non-market Saturday in all but two of the survey locations – Cobblers on Parsonage Street and the Job Centre, just off Parsonage Street. There is a marked skew towards the early portion of the day on Market Day with over 60% of all footfall recorded before 1:30pm.

3. Vacant Premises Audit

VACANCY

- 3.1 Table 3.1 presents the vacancy analysis for Dursley. 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: Dursley

Address	Ground Floor	First Floor
Building to rear of Boulton Lane	√	√
Adjacent to Bank, Castle Street	√	√
Buildings to rear of delivery office, Castle Street	√(3)	√(3)
Buildings to rear of church, Castle Street	√(3)	√(3)
11 Long Street		√
13 Long Street	√	√
24 Long Street	√	
26 Long Street	√	
16 Market Place	√	√
11 May Lane	√	√
11a May Lane	√	N/A
35d/c Parsonage Street		√(2)
Rear of 53 Parsonage Street	√	√
62 Parsonage Street		√
64-66 Parsonage Street	√	
21-23 Silver Street		√
24 Silver Street	√	
26 Silver Street	√	
28 Silver Street	√	√
31 Silver Street	√	

Numbers in brackets indicate multiple units at one address

KEY:




	Retail
	Business
	Residential/Other

Table 3.2 – Total Vacancy by Type: Dursley

Type	No. of Units	%
Retail	6	16
Business	15	39
Residential/Other	17	45
TOTAL	38	100

- 3.2 The audit process identified 38 vacant ground and first floor units across the town – this represents 15% of the total number of units categorised in the audit (Table 3.3). 45% of the units identified as vacant fall into the ‘residential/other category’. Of the remainder, 39% are categorised as business and there are six vacant ‘retail’ units (16%), the latter of which are all at ground floor level.

LAND USE

Table 3.3 – Land Uses: Dursley

	Ground Floor (GF)	% of GF units	Upper Floor (UF)	% of UF units	Total units	% of Total Units
Convenience	7	5	1	1	8	3
Comparison	31	22	6	5	37	14
Residential	20	14	55	45	75	29
Offices	10	7	17	14	27	10
Service	53	38	24	20	77	29
Vacant	19	14	19	15	38	15
TOTAL	140	100	122	100	262	100

- 3.3 Dursley has a mixed character, with part of the historic core and market place surviving change to the east, juxtaposed with the more recently constructed pedestrianised run of purpose built retail units to the west. There are significant residential and service functions in the core of the town (both representing 29% of total units), complimented by a sizeable comparison shopping element comprising 37 units in total (14% of all units), although there are very few ‘high street names’ represented within this. Convenience shopping represents only 3% of the total number of units identified, however there are eight units in total including a mid-sized Somerfield store and a good range of independent food outlets.

4. Transport Inventory

PUBLIC TRANSPORT FACILITIES

- 4.1 An overview map of the public transport facilities in Dursley can be seen in the main report - Transport and Accessibility Assessment: Berkeley; Dursley; Nailsworth; Stonehouse; Stroud; and Wotton-under-Edge.

Bus Services and Facilities

Table 4.1 – Dursley Bus Services

Number	Operator	Route	Frequency
20	Stagecoach in the Cotswolds	Stroud - Stonehouse - Dursley – Uley	Every 20 minutes
224	Mikes Travel	Dursley - Berkeley – Bristol	Monday to Friday - 0705 and 1625 (2 per day)
210	Applegates Coaches	Highfields/Whiteway – Dursley – Cam and Dursley Station	Hourly
306	First Avon	Dursley – Wotton Under Edge	Mon-Sat 7 times per day (each direction)
62	Ebley Coach Services	Dursley - Nympsfield	1x return journey
91	Stagecoach in Gloucester	Gloucester - Dursley	Mon-Sat Hourly 0900-2300
91A	Stagecoach in Gloucester	Gloucester - (Berkeley) - Dursley	3 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
Village Link - Blue	Beaumont Travel	Dursley - Berkeley / Slimbridge Areas	Mon-Sat 10 services, majority variable routes depending on bookings
Village Link - Yellow	Beaumont Travel	Dursley - Allingham - Gloucester	Mon-Sat 1 return service (incorporating red service)

- 4.2 There are a number of both local and regional services operating from and through Dursley. There is a regular service between Stroud, Stonehouse, Dursley and Uley (the no. 20 provided by Stagecoach) operating approximately every 20 minutes, with further hourly services to Gloucester (91 – operating as the 91A via Berkeley on Sundays) and an hourly rail link service between Highfields/Whiteway, Dursley and Cam and Dursley Station (210). The 306, operated by First Avon, also provides a regular service to Wotton-Under-Edge and back seven times per day.
- 4.3 A service to Bristol (via Berkeley) operates once per day leaving in the morning and returning in the evening provided by Mike’s Travel. Ebleys Coaches operate a twice

daily trip to Nympsfield and Stroud (no. 35) and a further daily return journey to Nympsfield (62), both of which run from Monday to Friday.

- 4.4 The remaining routes serving Dursley operate on an on-demand service: the A3, A34 and Village Link Blue services also serve Berkeley, whilst the Village Link Yellow provides a daily service between the Dursley, Allingham and Gloucester areas.
- 4.5 The main bus facility in Dursley is the May Lane Bus Station to the south-west of the town centre. Here there are two large shelters with seating and three marked bus bays with some unspecified parking. Services 20, 35, 62, 91, 91A, 224, 306 and A3 have timetable information at this point. There is another request bus stop on May Lane with no facilities at all. There are two stops serving both directions along the A3195 Castle Street to the north of the main shopping area: the eastbound facility has a shelter, seating and timetable information for the 35 and 20 services, whilst the westbound facility is marked simply by a timetable with information on services 35, 20, 62, 210 and 224. There is a further bus stop on Kingshill Road close to the junction and pedestrian precinct.
- 4.6 Dursley town centre is well serviced by both a bus station on the edge of the town centre and a number of stops within close walking distance to the commercial area. The services offered are adequate for the area it serves although the evening services and services to larger settlements are few and infrequent.

Coach Facilities

- 4.7 There is a large coach bay on the bend on Castle Street close to the May Lane and Kingshill Road junction. Although there may be certain safety issues with this being on a bend on a busy road, it is well located to serve the town and nearby leisure centre.

Taxi Facilities

- 4.8 There are no apparent taxi facilities in Dursley.

Rail Facilities

- 4.9 Dursley is served by the Cam and Dursley Rail Station, 2.3 miles to the north of the town centre on the A4135. Opened in 1994 on the Bristol – Gloucester mainline, Cam and Dursley station offers services to Bath, Bristol, Birmingham, Cheltenham, Gloucester and London Paddington. There are ten services per day serving Cam and Dursley between Bristol and Gloucester and 13 between Gloucester and Bristol. These operate hourly at peak times and every two hours during the day Mondays to Saturdays.
- 4.10 The station has a number of bus routes serving the local area which provide a degree of integrated public transport.

VEHICULAR ACCESSIBILITY

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

Routes

- 4.12 Dursley town centre is located on the A4135, which passes through the town in a north-westerly direction. Most vehicular traffic will therefore access the town via this road. There are minor roads feeding the town from the south-west and north-east, which serve local traffic to nearby villages and hamlets.
- 4.13 Dursley is 4.7 miles from Junction 13 of the M5.

Access Restrictions

- 4.14 The central shopping street, Parsonage Street, is pedestrianised except for deliveries, for which a one-way system is in place – delivery vehicles are permitted to enter from the junction with Kingshill Road and must leave at the Town Hall end. Traffic is restricted from circulating to the south of the Town Hall from Silver Street and the A4135 is directed to the north.

Off Street Parking

- 4.15 There is an adequate supply of off-street public car parking, with both short stay and long stay car parks close to the swimming pool to the north of the town centre. Both of the car parks are run by Stroud District Council (SDC) and parking is free. The short stay car park is immediately adjacent to the swimming pool and is limited to a maximum two hour stay. There are approximately 70 spaces and one disabled bay. The long stay car park is larger than the short stay, although it is located further from the town – there are approximately 130 spaces with a parking time limit of 23 hours. Access for both is via a minor road from Castle Street, adjacent to the fire station.
- 4.16 There is another public car park directly to the south of the SDC short stay car park, between Castle Street and the rear of shops on Parsonage Street. There is no signage to indicate ownership or restrictions. Adjacent to this are three disabled bays, which are in very close proximity to the shopping area.
- 4.17 There are several private car parks in the centre. One is between Castle Street and the rear of buildings on Parsonage Street providing space for approximately 12 cars. Tomlinson and Harris Solicitors has a car park accessed from May Lane. The British Legion Club has private parking adjacent to the Bus Station.

On Street Parking

- 4.18 There is very little on-street parking in Dursley – provision comprises three spaces on the northern side of Silver Street, six spaces in the access road off Castle Street and approximately six spaces in the lower part of Kingshill Road. These are all limited to a one hour stay with no return within 1 hour after leaving, enforceable between 8am and 6.30pm (with the exception of Silver Street, which is only limited until 6pm).

Traffic Orders and Restrictions

- 4.19 All streets with vehicle access have “no waiting at anytime” restrictions, apart from the parking spaces described in paragraph 4.18.

Servicing

- 4.20 All servicing is carried out on-street, with the exception of Somerfield – the store has a dedicated service area to the rear of the store, accessed from May Lane. There is a loading bay in front of the Town Hall.

PEDESTRIAN AND CYCLIST ACCESSIBILITY

- 4.21 Pedestrian/cycling accessibility and facilities for Dursley are illustrated in Fig. 4.3

Pedestrian Accessibility

Pavements, Desire Lines and Access Routes

- 4.22 Pedestrian links are generally good in Dursley. The pedestrian area is well set out and uncluttered with crossing points at main desire lines across the A4135. There is a pedestrian link between Parsonage Street and Castle Street providing a good level of permeability between the shopping area and the car parks. A further link exists along the service road to the long stay car park, although there is no pedestrian link between the short and long stay car parks, forcing pedestrians to walk on the access road.
- 4.23 The Cotswold Way nationally designated footpath runs through the town along Parsonage Street, providing a tourist route encouraging visitors to Dursley.

Facilities and Signage

- 4.24 As mentioned above, pedestrian crossings are provided at three of the main desire lines from the central shopping area. There is a pelican crossing in front of the Town Hall across Castle Street, a further pelican crossing close to the entrance to the SDC short and long stay car parks, across Castle Street, and three puffin crossings on the Castle Street/Kingshill Road/May Street junction.
- 4.25 Pedestrian signage is also generally good due to the presence of the Cotswold Way with comprehensive visitor and pedestrian signage at the Parsonage Street/Kingshill Road junction, although extra signage at the other end of the town centre may be beneficial.

Facilities for the Mobility Impaired

- 4.26 There is tactile paving at each of the pelican crossings and the puffin crossings. Further tactile paving is in place at the desire line between the end of Parsonage Street and the pelican crossing in front of the Town Hall.
- 4.27 The provision of disabled spaces close to the pedestrian link between Castle Street and Parsonage Street provides easy access to the town centre for the mobility

impaired and the uncluttered layout makes movement along the street straightforward.

- 4.28 Access outside of the central shopping area is less adequate with narrow pavements (Silver Street, May Street). Access to the bus station and other bus stops is also poor with no low floor facilities and poor access routes.

Cycling Accessibility

- 4.29 There are few facilities for cycling in Dursley. Cycles are banned from Parsonage Street and, although there are seven cycle racks provided in the pedestrian link between Castle Street and Parsonage Street, there are no other facilities or any obvious signage.

5. Shopper Surveys

- 5.1 Shopper surveys were undertaken in the centre of Dursley on Saturday 22nd November, Wednesday 26th November, Thursday 27th November, Tuesday 2nd December and Friday 5th December. 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 Dursley 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
Saturday 22 nd November	26	19.5
Wednesday 26 th November	52	39.1
Thursday 27 th November	1	0.8
Tuesday 2 nd December	27	20.3
Friday 5 th December	27	20.3
TOTAL	133	100

Table 5.2 – Time of Surveys

Time	No. of Surveys	% of all Surveys
9am – 12pm	50	37.6
12pm – 2pm	48	36.1
2pm – 5pm	35	26.3
TOTAL	133	100

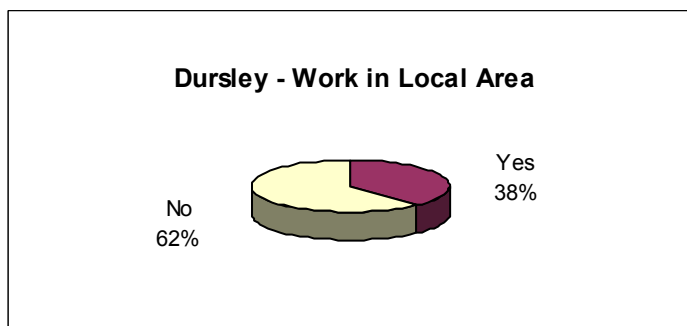


Figure 5.1 – Percentage of Respondents that Work in Local Area

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

	No. of Surveys	% fo all Surveys
Work in Local Area	51	38.3
Do not work in Local Area	82	61.7

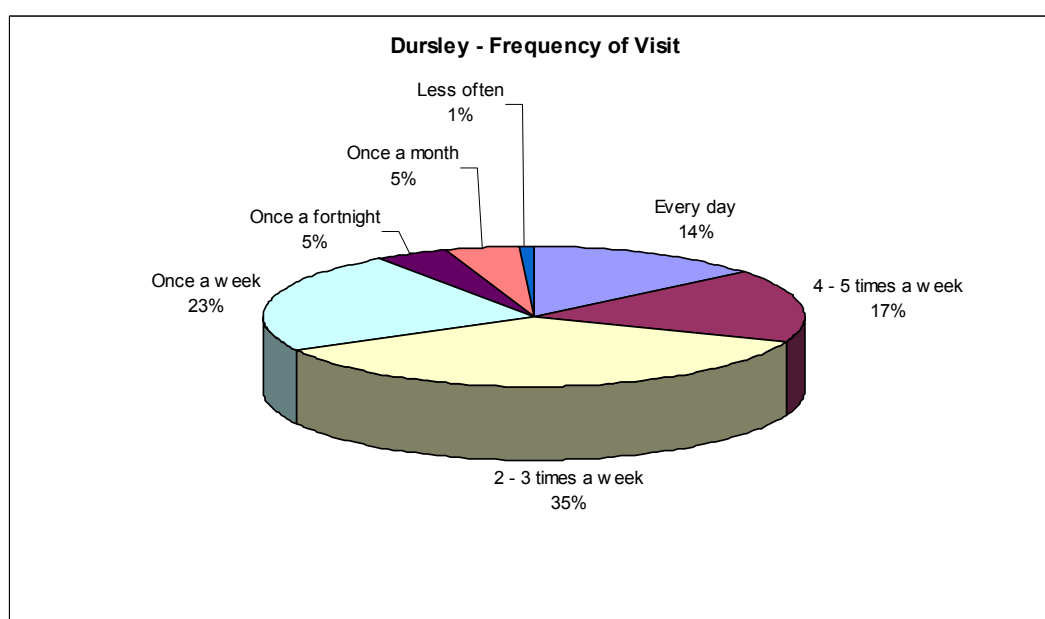
5.3 The breakdown of work locations for those respondents stating that they worked in the local area is as follows:

◆ Dursley	54.9% (28 respondents)
◆ Stroud	13.7% (7 respondents)
◆ Wotton-under-Edge	9.8% (5 respondents)
◆ Cam	5.9% (3 respondents)
◆ Stonehouse	3.9% (2 respondents)
◆ Lower Wick	3.9% (2 respondents)
◆ Berkeley	2.0% (1 respondent)
◆ Frampton on Severn	2.0% (1 respondent)
◆ Travel Around	2.0% (1 respondent)
◆ Uley	2.0% (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 Dursley

	No. of Surveys	% of all Respondents
every day	19	14.3%
4-5 times a week	22	16.5%
2-3 times a week	48	36.1%
once a week	31	23.3%
once a fortnight	6	4.5%
once a month	6	4.5%
less often	1	0.8%

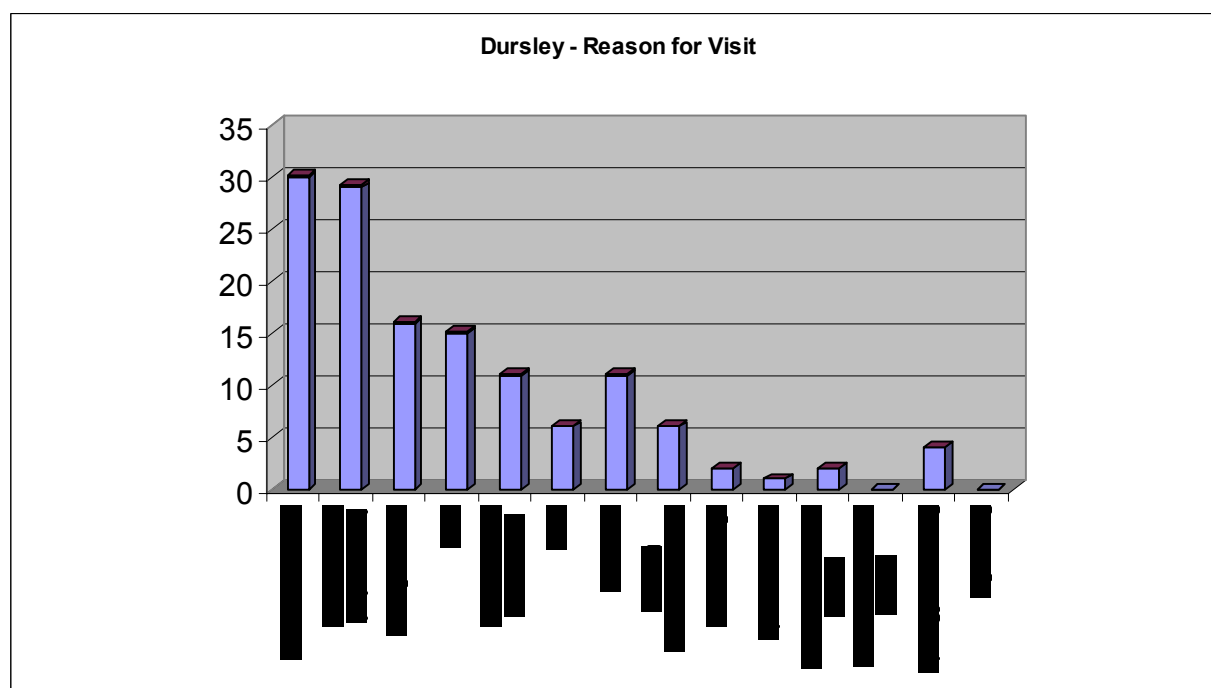
Figure 5.2 – Frequency of Visits to Dursley

- 5.5 It is apparent from Figures 5.1 and 5.2 that even though the majority of respondents (62%) did not work in the local area, a significant number of people surveyed visited the town either daily (14%) or 4-5 times each week (17%), with these frequent users accounting for almost one third of respondents (31%). A further 35% of respondents stated that they visited the town 2-3 times each week. This suggests that the town has a reasonable base of regular users from a range of local settlements and as such, it seems logical to suggest that Dursley acts as a local service centre.

Table 5.5 – Purpose of Visit to Dursley

	No. of Surveys	% of all Surveys
Non-food shopping	30	22.6%
Food Shopping (Supermarket)	29	21.8%
Visiting Services	16	12.0%
Work	15	11.3%
Food Shopping (other store)	11	8.3%
Other	6	4.5%
Healthcare	11	8.3%
Meeting Friends/Socialising	6	4.5%
School/College	2	1.5%
Specialist Stores	1	0.8%
Visiting Places to Eat or Drink	2	1.5%
Using a Professional Service	0	0.0%
Sport/Gym/Swimming	4	3.0%
Sightseeing	0	0.0%

Figure 5.3 – Purpose of Visit to Dursley



5.6 Figure 5.3 serves to reinforce the function of Dursley 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). However, it should also be noted that a number of respondents (11.3%) cited work as the main purpose of their visit to the town, highlighting the employment role of Dursley.

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) 15.0% (20 respondents)
- ◆ food shopping (other store) 26.3% (35 respondents)
- ◆ non food shopping 29.3% (39 respondents)
- ◆ visiting services 27.1% (36 respondents)
- ◆ visiting places to eat or drink 4.5% (6 respondents)
- ◆ meeting friends/socialising 8.3% (11 respondents)
- ◆ Work 1.5% (2 respondents)
- ◆ School/College 2.3% (3 respondents)
- ◆ Sightseeing 0.8% (1 respondent)
- ◆ Healthcare 1.5% (2 respondents)
- ◆ Sport/Gym/Swimming 3% (4 respondents)
- ◆ other 5.3% (7 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 29.3%) of respondents use the town for multi-purpose or ‘linked’

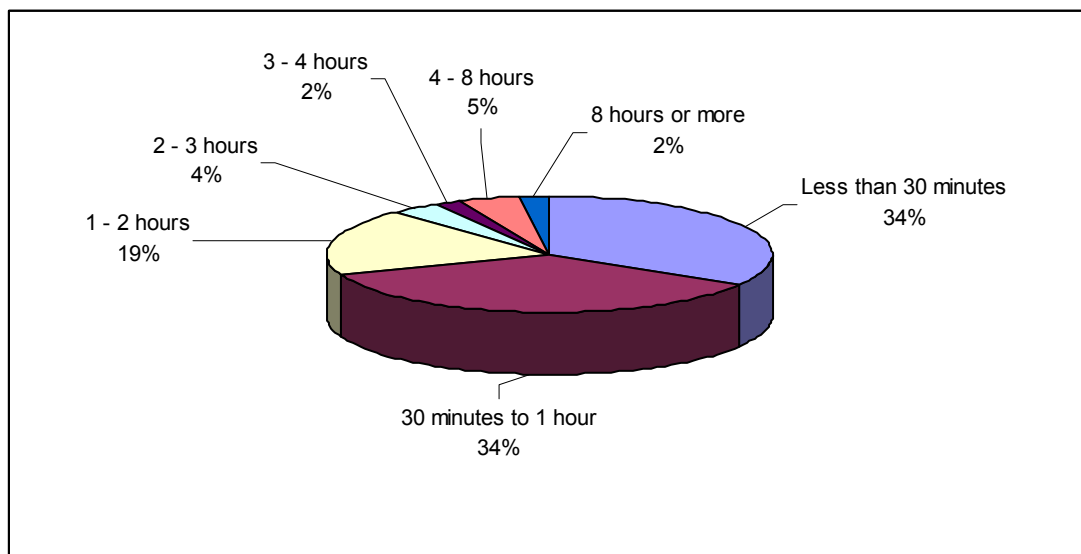
trips. This is an important element of promoting vitality as it can potentially increase the amount of time a person spends in the town, thus increasing movements through the town.

Table 5.6 – Time Spent in the Town: Dursley

	No. of Surveys	% of all Surveys
less than 30 minutes	45	33.8%
30 minutes – 1 hour	47	35.3%
1 – 2 hours	25	18.8%
2 – 3 hours	5	3.8%
3 – 4 hours	2	1.5%
4 – 8 hours	6	4.5%
8 hours or more	3	2.3%

- 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 majority (approximately 68%) of those surveyed intended to spend a maximum of one hour in the town, with 34% stating that they would stay less than 30 minutes.

Figure 5.4 – Time Spent in Dursley



- 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	51	38.3%
Dursley	20	15.0%
Wotton-under-Edge	14	10.5%
Nailsworth	18	13.5%
Stonehouse	9	6.8%
Berkeley	11	8.3%
None of the above	51	38.3%

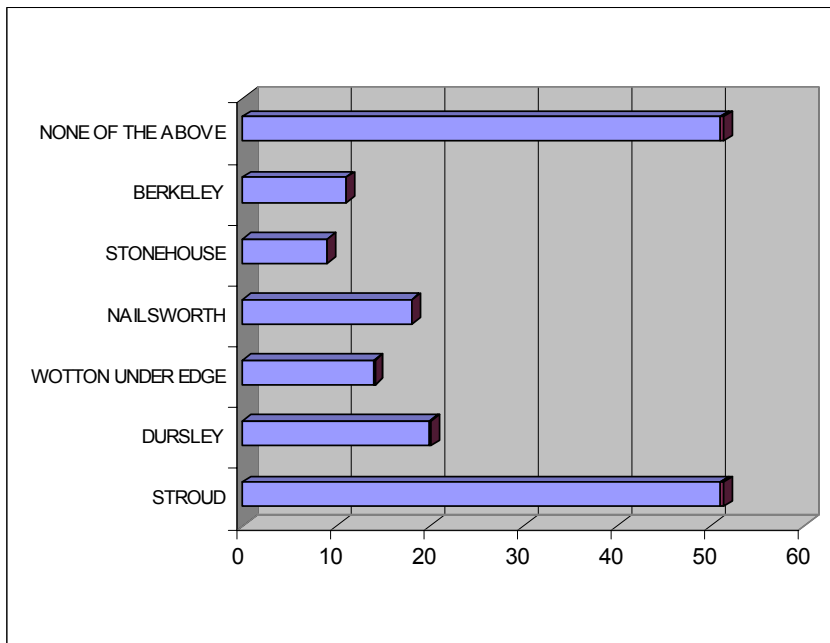


Figure 5.5 – Study Towns Visited Regularly

Figure 5.6 – Other Centres Visited Regularly

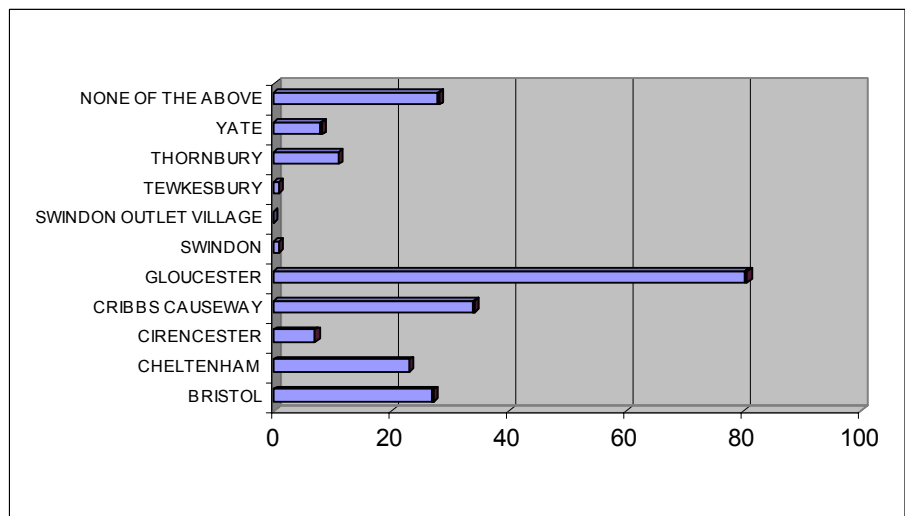


Table 5.8 – Other Centres Visited Regularly

Centre	No. of Surveys	% of all Surveys
Bristol	27	20.3%
Cheltenham	23	17.3%
Cirencester	7	5.3%
Cribbs Causeway	34	25.6%
Gloucester	80	60.2%
Swindon	1	0.8%
Swindon Outlet Village	0	0.0%
Tewkesbury	1	0.8%
Thornbury	11	8.3%
Yate	8	6.0%
None of the Above	28	21.1%

5.10 It is apparent from Figure 5.5 that a significant proportion (38.3%) of all respondents regularly visit town centres outside the Stroud District. Amongst this 38.3%, Gloucester was clearly the most popular destination with 60.2% of respondents visiting regularly. Cribbs Causeway and Bristol are also fairly popular alternative destinations (Figure 5.6) with 25.6% and 20.3% of respondents, respectively, stating that they visit the 'regional' shopping centre and City of Bristol 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 26.8% (22 respondents)
- ◆ convenient to work 8.5% (7 respondents)
- ◆ good range of food shops 18.3% (15 respondents)
- ◆ specialist shops 6.1% (5 respondents)
- ◆ good range of non food shops 30.5% (25 respondents)
- ◆ good range of services 1.2% (1 respondent)
- ◆ good range of places to eat and drink 2.4% (2 respondents)
- ◆ easy to get to by public transport 1.2% (1 respondent)
- ◆ easy to get to by car 13.4% (11 respondents)

◆ *Reasons for Visiting other Centres outside the Study Area:*

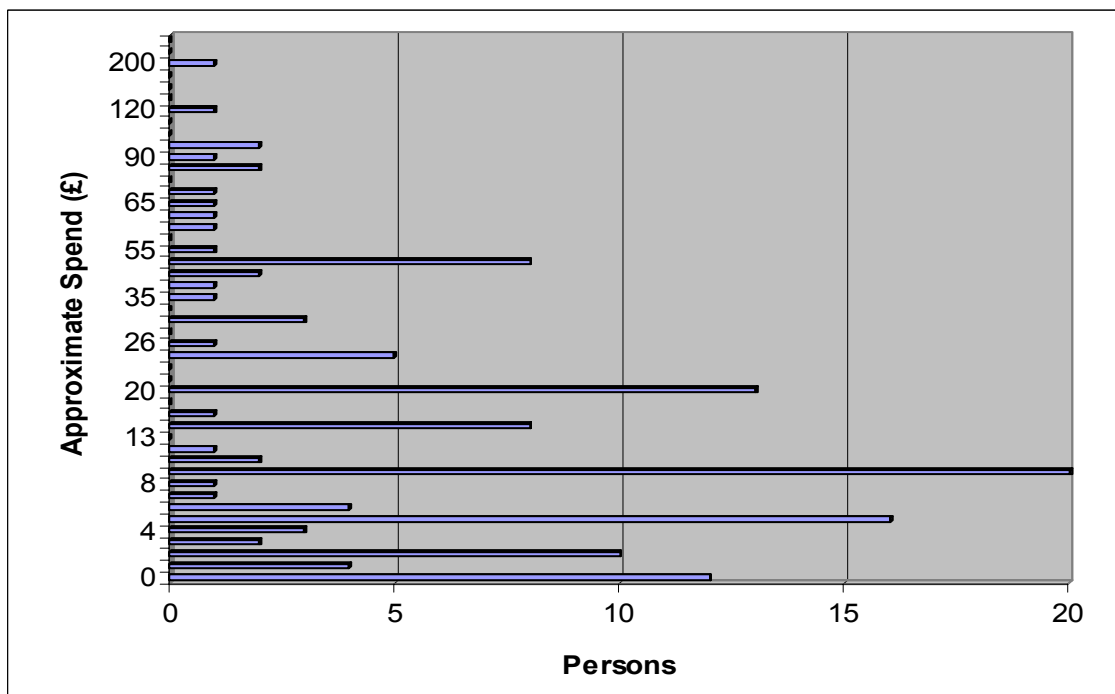
- ◆ convenient to home 3.8% (4 respondents)
- ◆ convenient to work 1.9% (2 respondents)
- ◆ good range of food shops 23.8% (25 respondents)

◆ specialist shops	29.5% (31 respondents)
◆ good range of non food shops	72.4% (76 respondents)
◆ good range of services	1.9% (2 respondents)
◆ good range of places to eat and drink	13.3% (14 respondents)
◆ easy to get to by public transport	4.8% (5 respondents)
◆ easy to get to by car	23.8% (25 respondents)

5.12 It is interesting to note that over a quarter of respondents visiting other centres within the district cited convenience to home as a major factor. In addition to this, almost a third of respondents (30.5%) cited a 'good range of non-food shops' as a reason for visiting other centres, which could be interpreted as reflecting the variety of the 'offer' within each of the District's major towns.

5.13 With regard to travelling further afield, the principal reason cited was 'a good range of non-food shops', with almost three quarters of respondents mentioning this factor and a further 29.5% citing 'specialist shops' as an attraction – this is likely to be a reflection of the fact that Gloucester, Cribbs Causeway and Bristol (the top three alternative destinations) all serve a regional function and therefore house a wide range of both multiple and independent retailers. 13.3% of respondents, which is a significant proportion, also made reference to a 'good range of places to eat and drink' as a reason for travelling to centres outside the Stroud District, thus indicating a demand for such establishments.

Figure 5.7 – Amount Spent in Dursley



5.14 Figure 5.7 indicates respondents' estimated spend in the town of Dursley. From this and the information provided previously it is evident that although the majority of users intended staying in the town for only a short period of time, quite a high

proportion of respondents envisaged spending or had already spent anything up to £100 on their visit. There were also some anomalously high responses to this question, although this is probably a reflection of the time of year with the rush to purchase Christmas presents.

5.15 The questionnaires incorporated a number of questions concerned with ascertaining shopper opinions of the facilities and services available in Dursley. 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	25	18.8	74	55.6	32	24.1	2	1.5
Food Shops	26	19.5	66	49.6	37	27.8	4	3.0
Range of Services	60	45.1	65	48.9	4	3.0	4	3.0
Public Toilets	11	8.3	48	36.1	45	33.8	29	21.8
Accessibility by Public Transport	8	6.0	63	47.4	20	15.0	42	31.6
Accessibility by Car	52	39.1	65	48.9	8	6.0	8	6.0
Accessibility by Foot/Cycle	56	42.1	60	45.1	2	1.5	15	11.3
Security/Personal Safety	36	26.3	82	61.7	13	9.8	3	2.3

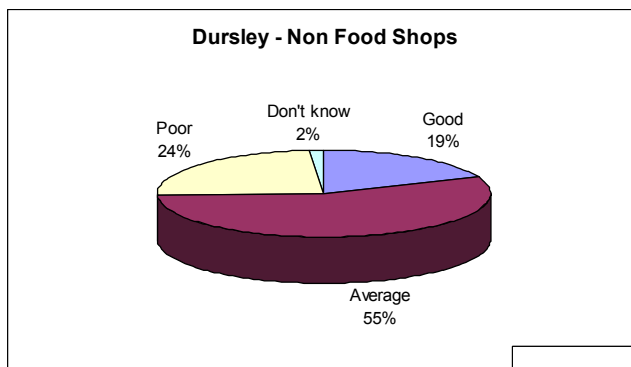
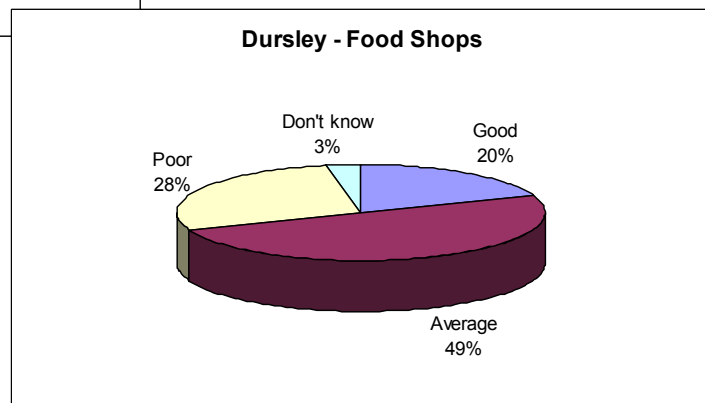


Figure 5.8 – Opinions on Non-food Shops in Dursley

Figure 5.9 – Opinions on Food Shops in Dursley



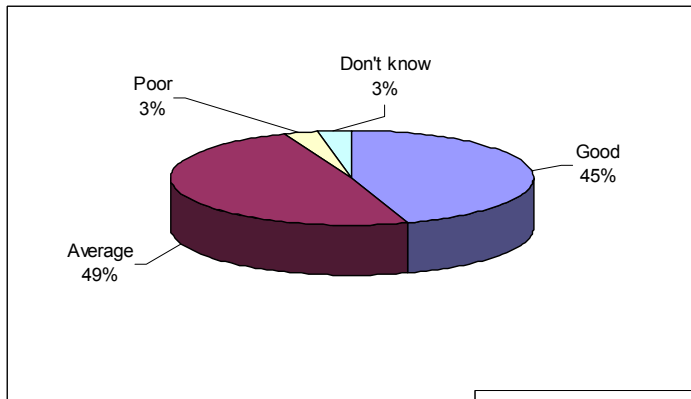


Figure 5.10 – Range of Services in Dursley

Figure 5.11 – Public Toilets in Dursley

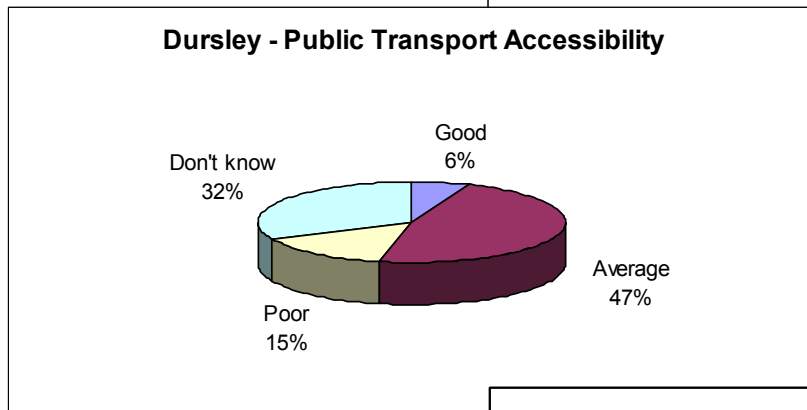
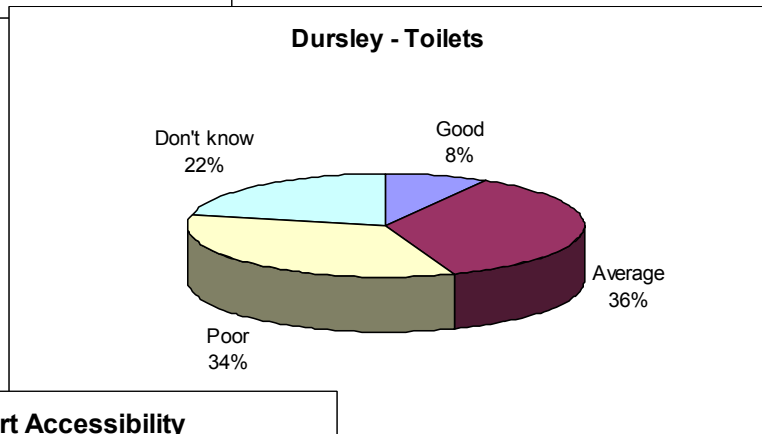
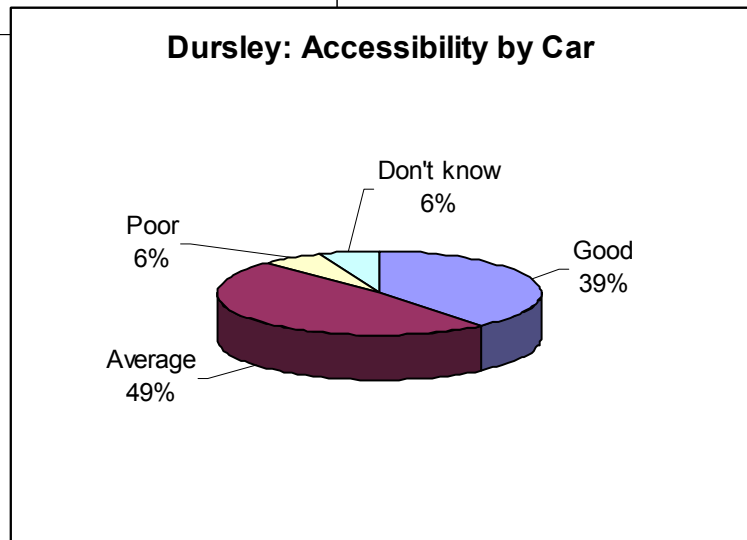


Figure 5.12 – Public Transport Accessibility: Dursley

Figure 5.13 – Accessibility by Car: Dursley



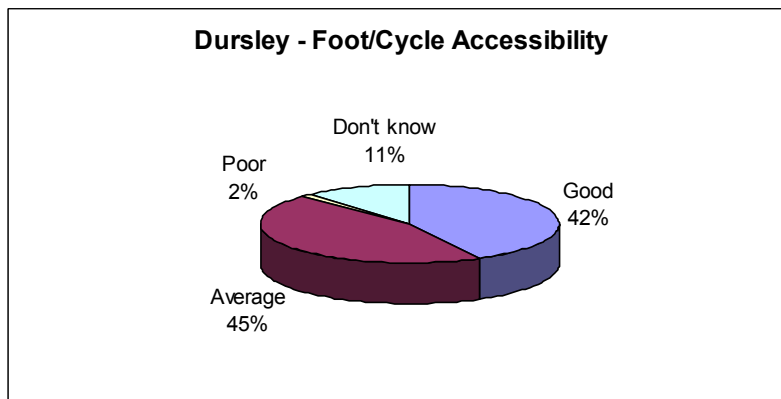
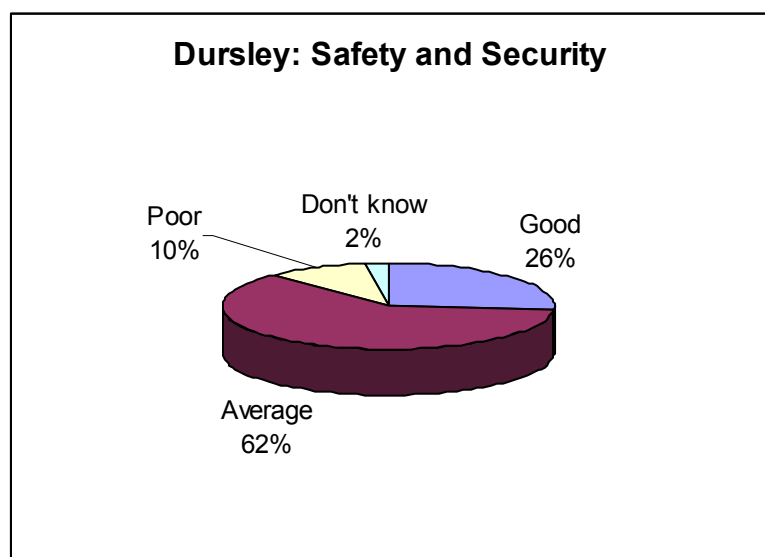


Figure 5.14 – Foot/Cycle Accessibility: Dursley

Figure 5.15 – Security/Personal Safety: Dursley

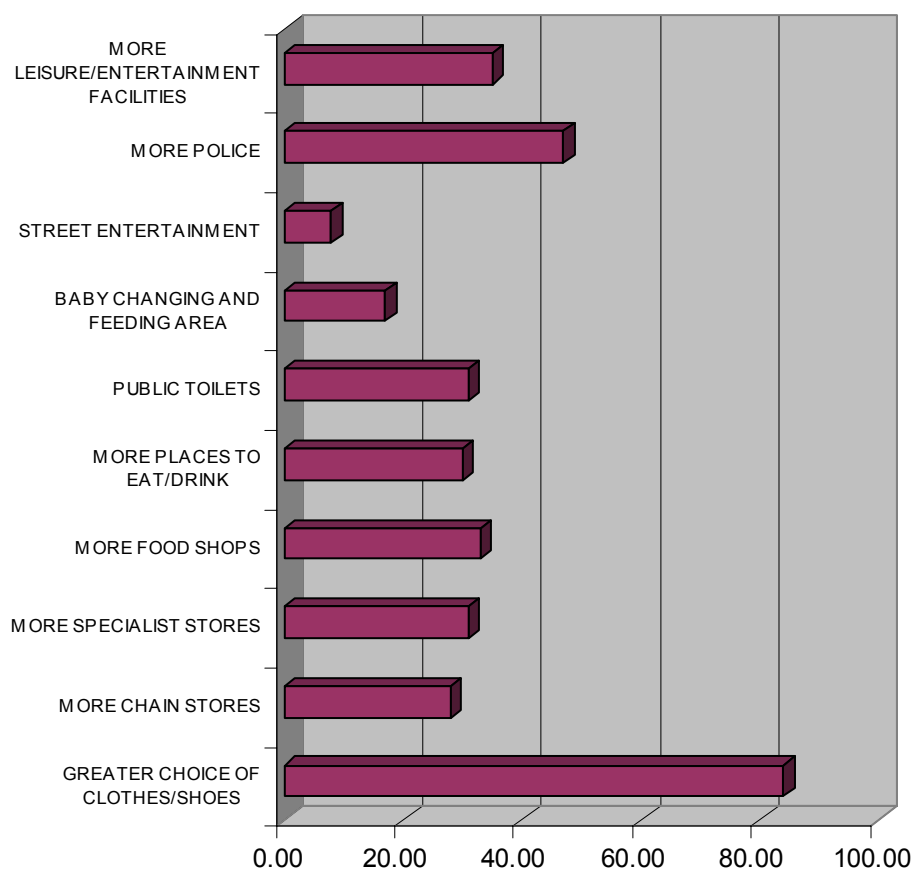


- 5.16 On the whole, respondents' opinions on the shopping and service elements of the town were favourable. 55% felt that the non-food shops in Dursley were average with a further 19% rating them as good, totalling 74% overall, which is almost three quarters. Over two thirds of respondents rated food shops as average (49%) or good (20%), however it should be noted that 24% believed them to be poor, which is a significant proportion.
- 5.17 Overall, the range of services on offer in the town were graded good or average by a vast majority of respondents – 45% and 49% respectively. It is interesting to note that public toilets, which have been highlighted as a major issue through local consultation, were left ungraded by almost a quarter of respondents (33%) who stated that they simply didn't know what they were like, however over a third (34%) felt them to be of poor quality.
- 5.18 With regard to the town's accessibility, the vast majority of respondents graded car access as either good (39%) or average (49%). Foot and cycle access also score relatively well with a total of 87% of respondents grading them as good (42%) or average (45%), 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 third admitting

that they didn't know (32%), thus suggesting that they have never used it and almost half of respondents stating that it was poor (47%).

- 5.19 In terms of personal security and safety it is encouraging to note that 88% of respondents rated personal safety/security as either good (26%) or average (62%). However, a significant minority of 10% rates this aspect of the town as poor, perhaps highlighting an issue for further investigation.
- 5.20 Figure 5.16 provides a breakdown of respondents' views pertaining to additional shops and services that they stated they would like to see in Dursley.

Figure 5.16 – Additional Shops and Services Suggested



- 5.21 In general terms the responses to the questionnaire seem to suggest that interviewees would like to see the quality of the town's offer somewhat upgraded. Of particular note is the vast majority of respondents highlighting a desire for more convenience and comparison stores – 84% want more clothes and/or shoe shops and a third (33%) would like to see more food shops. 28% reflected a desire for more chain stores or 'high street names' in the town. Almost a third of respondents (30%) also highlighted a demand for more places to eat and drink in the town, which may reflect a desire for a livelier 'evening economy'.
- 5.22 In addition to this and despite the fact that the majority of respondents graded security/safety as either good or average, 47% of respondents also stated that they would welcome more police in the town. Public toilets and the need for baby feeding

and changing facilities were also highlighted through the questionnaire responses, 31% and 17% of respondents mentioning a need for improvements, respectively.

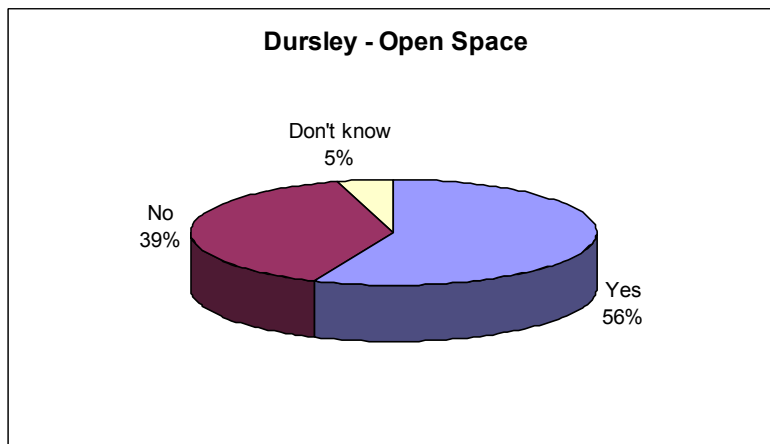
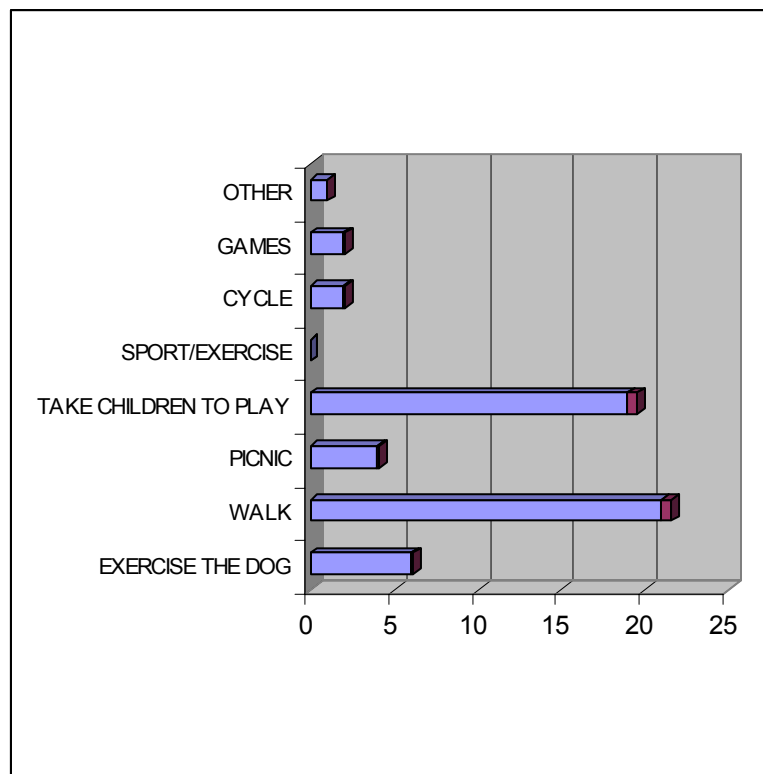


Figure 5.17 – Open Space: Dursley

5.23 With regard to open space in the town, Figure 5.17 clearly indicates that only a slim majority of respondents – 56% - 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 (60%); and walking (54.3%).

Figure 5.18 – Activities in Open Spaces



5.24 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.

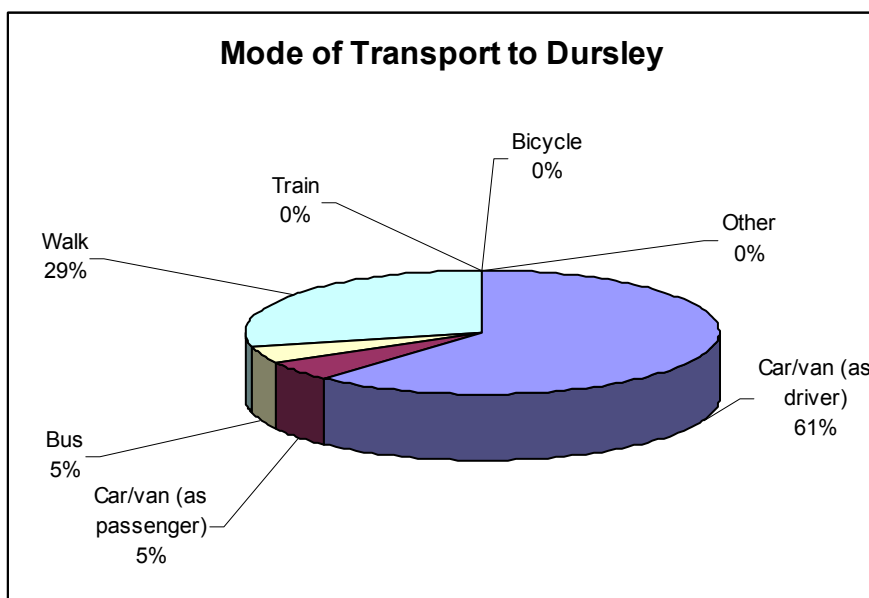
Table 5.10 – Opinions relating to the Town Environment

	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
Cleanliness	20	15.0	83	62.4	29	21.8	1	0.8
Benches	32	24.1	60	45.1	38	28.6	3	2.3
Litter Bins	23	17.3	71	53.4	30	22.6	9	6.8
Attractiveness	17	12.8	80	60.2	35	26.3	1	0.8
CCTV	15	11.3	58	43.6	18	13.5	42	31.6
Signage	25	18.8	86	64.7	10	7.5	12	9.0
Lighting	18	13.5	79	59.4	14	10.5	22	16.5

- 5.25 Table 5.10 reveals that in general terms, users consider the town environment to be average and/or in need of improvement, with around a third of all respondents rating cleanliness, provision of benches and litter bins and overall attractiveness as poor (29%, 38%, 30% and 35% respectively). The results suggest that there is clearly a lack of awareness of CCTV in the town, 31.6% of respondents stating that they simply were not aware of it.
- 5.26 When questioned about whether they use the town at night, the majority (64.7%) said that they did not. Of the remaining 35.3% that stated that they do 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 70.3% (34 respondents)
 - ◆ visit places to eat/drink 53.1% (16 respondents)
 - ◆ leisure/entertainment facilities 31.3% (14 respondents)
- 5.27 With regard to the majority of respondents that do not visit Dursley at night, the principal reasons (when a reason was given) were stated to be the following:
- ◆ the respondent does not go out after dark 38.4% (33 respondents)
 - ◆ the respondent feels unsafe 20.9% (18 respondents, 17 of which cited 'too many youths' as a major contributing factor)
 - ◆ there is nothing for the respondent's age group 14.0% (12 respondents)
- 5.28 In addition to this, a number of respondents felt that there were not enough places to eat or drink and insufficient entertainment facilities or Dursley was simply too far from their home (11.6% in each case).

Table 5.11 – Mode of Transport to Dursley

Mode	No. of Surveys	% of all Surveys
Car/van (as driver)	82	61.7%
Car/van (as passenger)	7	5.3%
Bus	6	4.5%
Walk	38	28.6%
Train	0	0.0%
Bicycle	0	0.0%
Other	0	0.0%

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

5.29 Table 5.11 and Figure 5.19 clearly indicate that the majority of town users reached the town centre by car, either as a driver or a passenger (61% and 5% respectively). The next most popular mode was on foot (29%). Only 5% of respondents travelled to the town by bus and no one reached Dursley either by train or bicycle. These statistics serve as a possible indication of poor service and/or patronage of public transport serving Dursley town centre.

5.30 The gender profile of respondents should be considered as a possible reflection of some of the results – approximately three quarters of all respondents were female (75.2%). However, the age profile (Figure 5.20) indicates a reasonably good spread of responses across age bands.

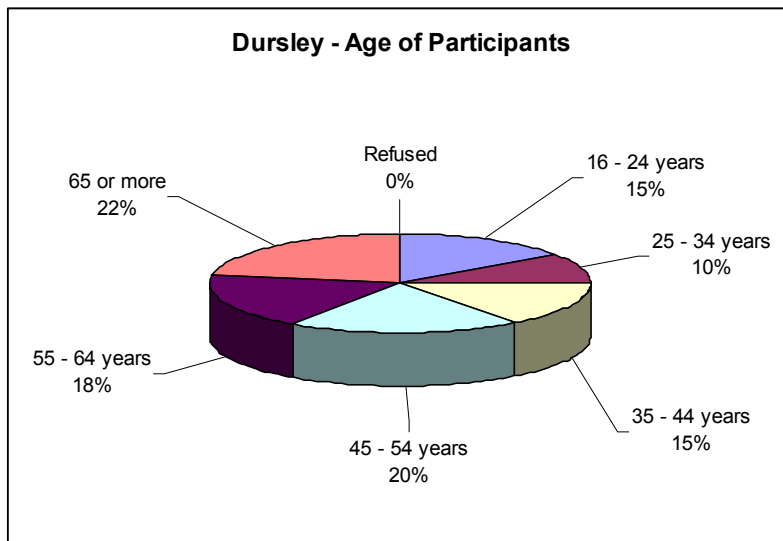
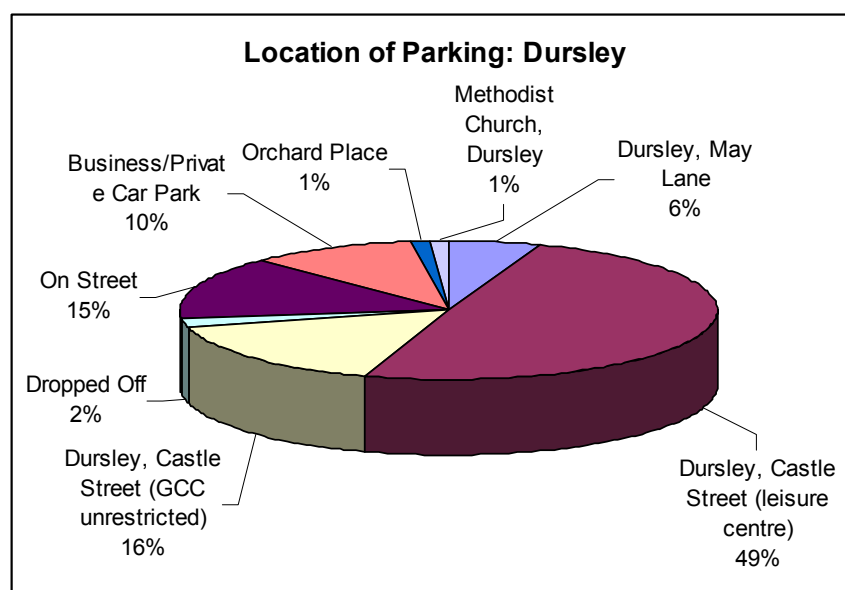


Figure 5.20 – Age of Respondents

5.31 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:

- ◆ Dursley, May Lane 5 persons
- ◆ Dursley, Castle Street (leisure centre) 44 persons
- ◆ Dursley, Castle Street (GCC unrestricted) 14 persons
- ◆ Dropped Off 2 persons
- ◆ On Street 13 persons
- ◆ Business/Private Car Park 9 persons
- ◆ Orchard Place 1 person
- ◆ Methodist Church, Dursley 1 person

Figure 5.21 – Location of Car Parking: Dursley

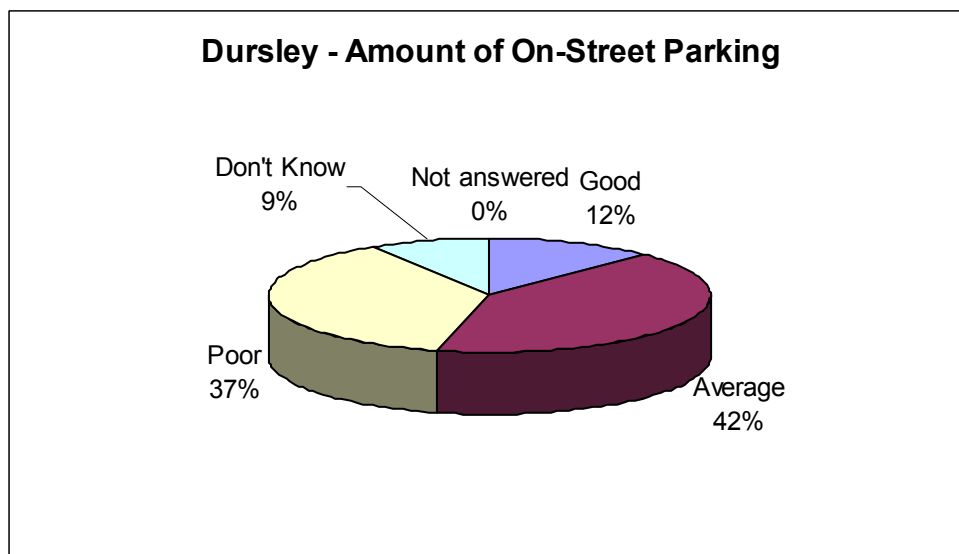


- 5.32 The data indicates that car drivers make use of a wide range of car parking 'spots' around the town, although there is a clear concentration in the designated car parks along Castle Street, which 65% of users selected to park in. It is also interesting to note that a significant minority – 10% of users – make use of parking available in private and/or business car parks.
- 5.33 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 Dursley town centre. These indicate that the majority believe the amount of on-street spaces available to be either average (41.6%) or poor (37.1%).

Table 5.12 - Amount of On-Street Parking Available: Dursley

	No. of Surveys	%
Good	11	12.4%
Average	37	41.6%
Poor	33	37.1%
Don't Know	8	9.0%
Not answered	0	0.0%

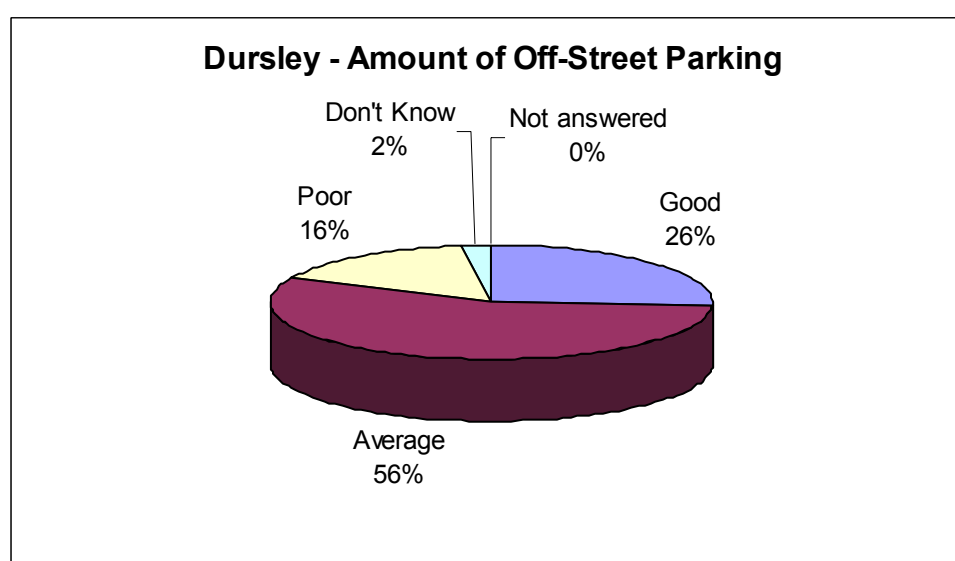
Figure 5.22 – Amount of On Street Spaces: Dursley



- 5.34 Table 5.13 and Figure 5.23 illustrate users' opinions regarding the amount of parking provision within designated car parks in the town. The majority believe the level of parking available in car parks to be either good (25.8%) or average (56.2%).

Table 5.13 – Amount of Spaces in Car Parks

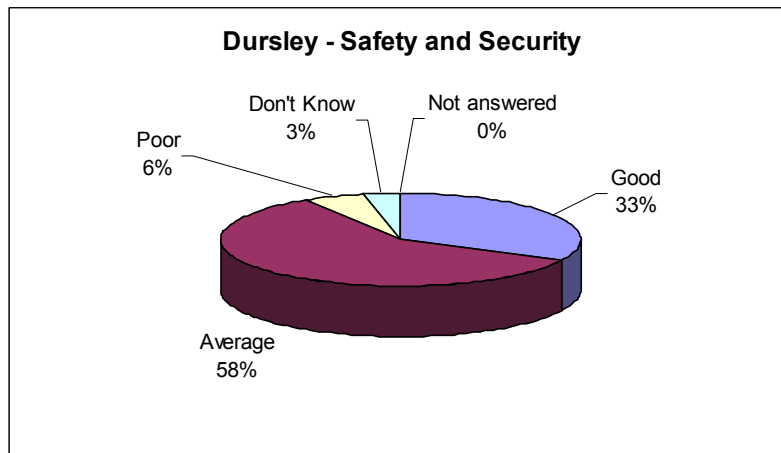
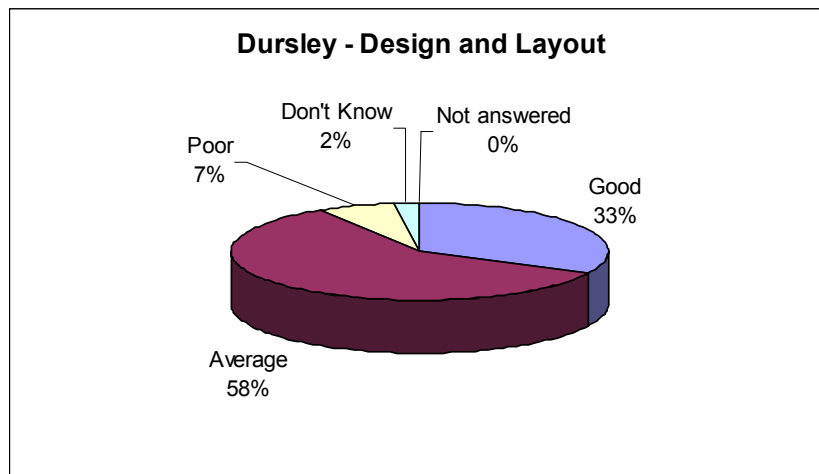
	No. of Surveys	%
Good	23	25.8%
Average	50	56.2%
Poor	14	15.7%
Don't Know	2	2.2%
Not answered	0	0.0%

Figure 5.23 – Amount of Spaces in Car Parks: Dursley

5.35 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: Dursley

	Safety and Security		Design and Layout	
	No. Surveys	%	No. Surveys	%
Good	29	32.6	29	32.6
Average	52	58.4	52	58.4
Poor	5	5.6	6	6.7
Don't Know	3	3.4	2	2.2
Not Answered	0	0	0	0

Figure 5.24 – Safety and Security of Car Parks: Dursley**Figure 5.25 – Design and Layout of Car Parks: Dursley**

- 5.36 It is very encouraging to note that the majority of users considered both safety and security; and design and layout of car parks in the town to be either good or average. However, a small minority judged both aspects as poor (6 and 7% respectively), which may suggest that there is a need to consider whether there are any appropriate actions that could be undertaken as part of the Action Plan.
- 5.37 Figure 5.26 provides a breakdown of the home postcodes of those people who were interviewed in Dursley Town Centre. It is apparent that the vast majority (87.1%) were local residents, within the G11 postcode area, with most of the remainder being resident elsewhere in the Stroud District.

Figure 5.26 – Home Postcodes of Respondents

