


Stroud District Market Towns Study

Stonehouse Data Compendium

JOB NUMBER: 5023603			DOCUMENT REF: 1026.0030			
2	Final Report	AG	AG	DB	DB	17.03.04
1	Draft Report	AG/JL	AG/JL	DB/AG	DB	12.02.04
		Originated	Checked	Reviewed	Authorised	Date
Revision	Purpose Description					

Contents

<i>Section</i>	<i>Page</i>
1. Introduction	1-1
2. Pedestrian Surveys	2-1
Conclusions	2-3
3. Vacant Premises Audit	3-1
4. Transport Inventory	4-1
Public Transport Accessibility	4-1
Vehicular Access	4-2
Pedestrian and Cyclist Accessibility	4-3
5. Shopper Surveys	5-1

List of Tables

Table 2.1 – Total Pedestrian Flows: Stonehouse	2-1
Table 2.2 – Relative Change in Ranking: Stonehouse	2-1
Table 2.3 – Daily Flows: Stonehouse	2-2
Table 2.4 – Total Daily Flow Comparisons: Stonehouse	2-2
Table 2.5 – Time of Day: Stonehouse	2-2
Table 3.1 – 2003 Vacancy Analysis: Stonehouse	3-1
Table 3.2 – 2003 Vacancy by Type: Stonehouse	3-1
Table 3.3 – Land Uses: Stonehouse	3-2
Table 4.1 – Stonehouse Bus Services	4-1
Table 5.1 – Date of Surveys	5-1
Table 5.2 – Time of Surveys	5-1
Table 5.3 – Percentage of Respondents that Work in the Local Area	5-2
Table 5.4 – Frequency of Visits to Stonehouse	5-2
Table 5.5 – Purpose of Visit to Stonehouse	5-3
Table 5.6 – Time Spent in the Town: Stonehouse	5-4
Table 5.7 – Study Towns Visited Regularly	5-5
Table 5.8 – Other Centres Visited Regularly	5-6
Table 5.9 – Shopper Opinions on Facilities and Services	5-8
Table 5.10 – Opinions relating to the Town Environment	5-13
Table 5.11 – Mode of Transport to Stonehouse	5-14
Table 5.12 - Amount of On-Street Parking Available: Stonehouse	5-16
Table 5.13 – Amount of Spaces in Car Parks	5-17

Table 5.14 – User Opinions on Safety and Security and Design and Layout of Car Parks: Stonehouse	5-17
---	------

List of Figures

Figure 5.1 – Percentage of Respondents that Work in Local Area	5-1
Figure 5.2 – Frequency of Visits to Stonehouse	5-2
Figure 5.3 – Purpose of Visit to Stonehouse	5-3
Figure 5.4 – Time Spent in Stonehouse	5-5
Figure 5.5 – Study Towns Visited Regularly	5-5
Figure 5.6 – Other Centres Visited Regularly	5-6
Figure 5.7 – Amount Spent in Stonehouse	5-7
Figure 5.8 – Opinions on Non-food Shops in Stonehouse	5-8
Figure 5.9 – Opinions on Food Shops in Stonehouse	5-9
Figure 5.10 – Range of Services in Stonehouse	5-9
Figure 5.11 – Public Toilets in Stonehouse	5-9
Figure 5.12 – Public Transport Accessibility: Stonehouse	5-9
Figure 5.13 – Accessibility by Car: Stonehouse	5-10
Figure 5.14 – Foot/Cycle Accessibility: Stonehouse	5-10
Figure 5.15 – Security/Personal Safety: Stonehouse	5-10
Figure 5.16 – Additional Shops and Services Suggested	5-11
Figure 5.17 – Open Space: Stonehouse	5-12
Figure 5.18 – Activities in Open Spaces	5-12
Figure 5.19 – Mode of Transport to Stonehouse	5-14
Figure 5.20 – Age of Respondents	5-14
Figure 5.21 – Location of Car Parking: Stonehouse	5-15
Figure 5.22 – Amount of On Street Spaces: Stonehouse	5-16
Figure 5.23 – Amount of Spaces in Car Parks: Stonehouse	5-17
Figure 5.24 – Safety and Security of Car Parks: Stonehouse	5-18
Figure 5.25 – Design and Layout of Car Parks: Stonehouse	5-18
Figure 5.26 – Price of Council Car Parks: Stonehouse	5-19
Figure 5.27 – Method of Payment for Council Car Parks: Stonehouse	5-19
Figure 5.28 – Home Postcodes of Respondents	5-20

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 Stonehouse

- (i) Threshers, High Street
- (ii) Police Station, High Street
- (iii) Post Office Building, High Street

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

Table 2.1 – Total Pedestrian Flows: Stonehouse

	2002	2003	%change 2003v2002
Threshers	9540	5890	-38.3
Police Station	9910	8340	-15.8
Post Office Building	6115	7330	19.9
TOTAL FOOTFALL	25565	21560	-15.7

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:

- ◆ Threshers 4
- ◆ Police Station 6
- ◆ Post Office Building 5

Table 2.2 – Relative Change in Ranking: Stonehouse

	2002 Rank	2003 Rank	Movement
Threshers	2	3	Down
Police Station	1	1	Same
Post Office Building	3	2	Up

- 2.5 Stonehouse has experienced an overall decrease in footfall of 15.7% between 2002 and 2003. This is most noticeable at the Threshers site where there was a significant fall of 38.3% (Table 2.2). This, along with a decrease at the Police Station and an increase outside the Post Office, has led to a swapping of rankings for the Threshers and Post Office sites, which is shown in Table 2.3.

Table 2.3 – Daily Flows: Stonehouse

	Friday 17.10.03		Saturday 18.10.03		Tuesday 21.10.03	
	Total	Rank	Total	Rank	Total	Rank
Threshers	2340	3	1435	3	2115	3
Police Station	3135	1	2370	1	2835	1
Post Office Building	3025	2	2110	2	2195	2
TOTAL FLOWS	8500		5915		7145	

- 2.6 Interestingly, Saturday has the lowest levels of footfall out of all three days with Friday being the busiest day. However, on all days, the ranking of each location remains the same, with the Police Station being the busiest site.

Table 2.4 – Total Daily Flow Comparisons: Stonehouse

	2002	2003	% change
Tuesday	5965	7145	19.8
Friday	9520	8500	-10.7
Saturday	10080	5915	-41.3

- 2.7 Whilst Saturday was the busiest day in 2002, it recorded the lowest footfall levels in 2003, showing a significant fall of 41.3% in pedestrian activity. Despite an increase of 19.8% for counts on Tuesday. There was a 10.7% fall in footfall on a Friday. Overall, footfall fell by 15.7% between 2002 and 2003.

Table 2.5 – Time of Day: Stonehouse

Site	09:30 – 11:30	%	11:30 – 13:30	%	13:30 – 15:30	%	15:30 – 17:30	%
1	1085	18.4	1520	25.8	1605	27.2	1680	28.5
2	2205	26.4	2175	26.1	1865	22.4	2095	25.1
3	1875	25.6	1745	23.8	1680	22.9	2030	27.7
TOT	5165	24.0	5440	25.2	5150	23.9	5805	26.9

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

- 2.8 Pedestrian numbers were very evenly spread throughout the days with the total for each area varying by just 2%. Site one showed the greatest change in flow over the three days, becoming busier in the late afternoon, however, even here the difference in percentage of flow was only 10.1%.

CONCLUSIONS

- 2.9 The Stonehouse statistics reflect an overall decrease in footfall of 15.7% when compared to the 2002 flows. This statistic conceals a significant decrease at the Thresher's site, which is counteracted by an increase of 19.9% at the Post Office site. In terms of the flow dynamics, the Police Station remains the busiest site, whereas the other two sites have swapped rankings. Saturday has the lowest footfall of the three days surveyed, recording an aggregated total flow of almost 2,600 less than the busiest day – Friday.
- 2.10 Flow throughout the day is very evenly spread, with proportional statistics varying a maximum of 2%.

3. Vacant Premises Audit

Vacancy

- 3.1 Table 3.1 details vacancy within the defined core of Stonehouse. 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: Stonehouse

Address	Ground Floor	First Floor
4 Barnard Parade		√
5 Barnard Parade	√	√
adjacent to Surgery, High Street	√	√(2)
12 High Street		√
14 High Street		√
15 High Street	√	
20 High Street		√
32 High Street		√
part of 40 High Street		√
4 Queens Road	√	N/A
12 Queens Road	√	N/A

Numbers in brackets indicate multiple units at one address

- 3.2 KEY:
- | | |
|---|-------------------|
|  | Retail |
|  | Business |
|  | Residential/Other |

Table 3.2 – 2003 Vacancy by Type: Stonehouse

Type	No. of Units	%
Retail	3	21
Business	6	43
Residential/Other	5	36
TOTAL	14	100

- 3.3 A total of 14 vacant units were identified in the Stonehouse audit, which represent 10% of all units identified as part of the process (Table 3.3). Of these 14, only three are retail units, all of which are small in size and at ground floor level. The greatest proportion of vacant units – 43% - are considered likely to have been previously occupied by business uses, mostly at first floor level (with the exception of 15 High Street), with the remaining 36% falling into the 'residential/other' category.

Land Uses

- 3.4 Stonehouse is a very compact, well patronised and linear centre, with almost all services accessed directly from the main High Street. Offices and services have the largest proportional representation – each represents nearly a quarter of all units (24%). The office uses largely comprise first floor accommodation, whereas service functions, which include hot food outlets, are predominantly located at ground floor level. Residential uses are also prominent, representing 22% of all units in the town centre. There is a modest element of comparison retail units – 16% of total units, although these are almost exclusively independently run, specialist type shops. Convenience uses represent 4% of the total, comprising a modern co-operative supermarket and a small number of 'traditional' butchers/bakers/grocery stores.

Table 3.3 – Land Uses: Stonehouse

	Ground Floor (GF)	% of GF units	Upper Floor (UF)	% of UF units	Total units	% of Total Units
Convenience	5	7	1	2	6	4
Comparison	22	28	2	3	24	16
Residential	5	6	26	39	31	22
Offices	13	17	22	33	35	24
Service	28	36	6	9	34	24
Vacant	5	6	9	14	14	10
TOTAL	78	100	66	100	144	100

4. Transport Inventory

PUBLIC TRANSPORT ACCESSIBILITY

- 4.1 Public Transport facilities for Stonehouse 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 – Stonehouse Bus Services

Number	Operator	Route	Frequency
14	Stagecoach in the Cotswolds	Stroud - The Stanleys - Stonehouse - Gloucester	Hourly both ways
19	Cotswold Experience	Stroud - Stonehouse - Standish Hospital	No service on Thursdays and Sundays, 2 services per day at 2pm and 4pm
20	Stagecoach in the Cotswolds	Stroud - Stonehouse - Dursley - Uley	Every 20 minutes
208	Beaumont Travel	Upper Cam - Stonehouse - Gloucester	Tuesday and Thursday only – 2 services: 0925 and 1330
242	Beaumont Travel	Arlingham - Stonehouse - Stroud	Friday 0935 returning 1235
Village Link - Red	Beaumont Travel	Stonehouse - Arlingham - Quedgeley	2 return services per day
T 2	Stagecoach in the Cotswolds	Stonehouse to Stroud (Tesco)	Mon and Wed (shop service) 1 trip

- 4.2 Stonehouse is well serviced by bus routes with four buses per hour to Stroud operated by Stagecoach and an hourly Gloucester service. Local operators include: Cotswold Experience, which runs a twice daily service to Standish Hospital (except Thursdays and Sundays); and Beaumont Travel, which operates return services between Upper Cam and Gloucester on Tuesday and Thursday, and between Arlingham and Stroud each Friday. Beaumont also operates the Village Link Red Route, which serves Stonehouse.
- 4.3 Bus facilities appear adequate in Stonehouse, with bus stops serving both directions at either end of the commercial core. Each of these stops has shelters, timetables and low floor access. The stops at the southern end of the High Street have lay-bys.

Taxi Facilities

- 4.4 There is a designated space for one taxi along the High Street located adjacent to the Police Station, opposite the Co-op, although this was observed as being frequently misused for parking by private vehicles.

Rail Facilities

- 4.5 Stonehouse has its own station to the east of the centre on the Paddington to Cheltenham line, offering services to both destinations at least once per hour.

VEHICULAR ACCESS

- 4.6 The vehicular access, parking and restrictions for Stonehouse are illustrated in the main report - Transport and Accessibility Assessment: Berkeley; Dursley; Nailsworth; Stonehouse; Stroud; and Wotton-under-Edge.

Routes

- 4.7 Stonehouse town centre is linear and therefore only has two routes in and out along the B4008 High Street from Gloucester Road, Old Ends Lane to the north and Bath Road to the south. Access from the A419 (M5/Stroud link road) is achievable from both ends.
- 4.8 Stonehouse is very close to the motorway network with Junction 13 of the M5 1.8 miles away from the town centre via road.

Access Restrictions

- 4.9 Access into the town centre is straightforward with no access restrictions. Regent Street to the south of the town has been made a no-through route that would otherwise link with the A419.

Off-Street Parking

- 4.10 There is a large Pay and Display car park at the northern end of the town operated by Stroud District Council charging 10p for up to one hour, 20p for up to two hours, 30p for up to three hours and £1.50 for over five hours. The car park has approximately 90 spaces. Adjacent to the Pay and Display Car Park is the car park for the Health Centre which has seven spaces, yet 14 cars were parked there when the walkover survey was undertaken.
- 4.11 The Co-op has a customer car park with 29 spaces and two disabled bays. Natwest has a customer car park accommodating 14 cars to its rear, HSBC has three spaces. There is a private car park for the offices at Elgin Mall. The adjacent Woolpack Pub also has a patron's car park.

On-Street Parking

- 4.12 There is a small supply of limited waiting parking along High Street on both sides of the road, with space for approximately 25 cars. There are a further five limited waiting spaces along Queens Road next to the Post Office. Waiting is limited to one hour between 8am and 6pm at each of these locations.
- 4.13 There are four allocated on-street disabled spaces in Stonehouse. Two outside the Post Office and two outside World Choice travel agents at the northern end of the town. There is also a disabled space on the pavement outside the Police Station.

The Post Office, Police Station and Duty Solicitors all have private car parks to their rear.

Traffic Orders and Restrictions

- 4.14 No-Waiting zones between 8am and 6pm exist along High Street from Threshers to the Woolpack Inn. Past these points are “No-Waiting at Anytime” restrictions.

Servicing

- 4.15 Only Co-op has a designated servicing area. All other servicing is carried out on-street.

PEDESTRIAN AND CYCLIST ACCESSIBILITY

- 4.16 The pedestrian/cyclist facilities and accessibility for Stonehouse 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

- 4.17 Stonehouse, despite being a linear alignment, is quite compact and easily accessible by pedestrians. The pavements are all an adequate width and desire lines across the carriageway are catered for by two pelican crossings. There is a lot of pedestrian crossing activity around the entrance to the car park and Co-op, the areas being equidistant between the two crossings.

Facilities and Signage

- 4.18 The two pelican crossings are located beside the entrance to Threshers at the northern end of the High Street and outside the entrance to the Stroud and Swindon Building Society, north of the junction with Queens Road. There is tactile paving at both of these crossings. Tactile paving is also provided at the crossing over the Queens Road junction close to the post office and at the Regents Street junction, although this does not apply at every junction.
- 4.19 There is an adequate degree of pedestrian signage in Stonehouse with a sign located at the car park entrance displaying “Car Park, Disabled Toilet, Recycling Bank and Health Centre”. A further sign is located outside the Elgin Mall giving directions to the station for pedestrians and cyclists.

Facilities for the Mobility Impaired

- 4.20 With the exception of the tactile paving there are few other explicit facilities for the mobility impaired although there were a number of disabled users observed during the surveys that appeared to be accessing the town centre very easily.

Cycling Accessibility

- 4.21 There are no specific cycle routes in the town centre, although there is a plentiful supply of cycle racks with four outside the post office, one opposite the Stroud and Swindon Building Society, four to the front and three to the side of Co-op, two close to Threshers and four undercover racks adjacent to the health centre.

5. Shopper Surveys

- 5.1 Shopper surveys were undertaken in the centre of Stonehouse on Tuesday 18th November, Wednesday 19th November, Friday 5th December and Saturday 6th 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 Stonehouse 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
Tuesday 18 th November	26	25.2
Wednesday 19 th November	26	25.2
Friday 5 th December	26	25.2
Saturday 6 th December	25	24.3
TOTAL	103	100.0%

Table 5.2 – Time of Surveys

Time	No. of Surveys	% of all Surveys
9am – 12pm	47	45.6%
12pm – 2pm	29	28.2%
2pm – 5pm	27	26.2%
TOTAL	103	100

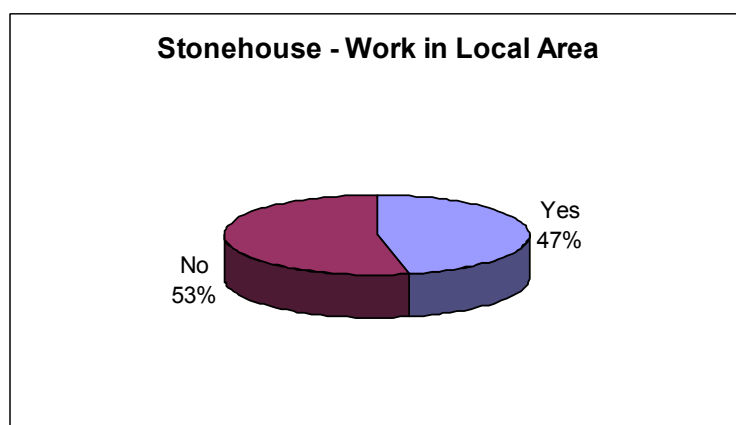


Figure 5.1 – Percentage of Respondents that Work in Local Area

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

	No. of Surveys	% fo all Surveys
Work in Local Area	48	46.6%
Do not work in Local Area	55	53.4%

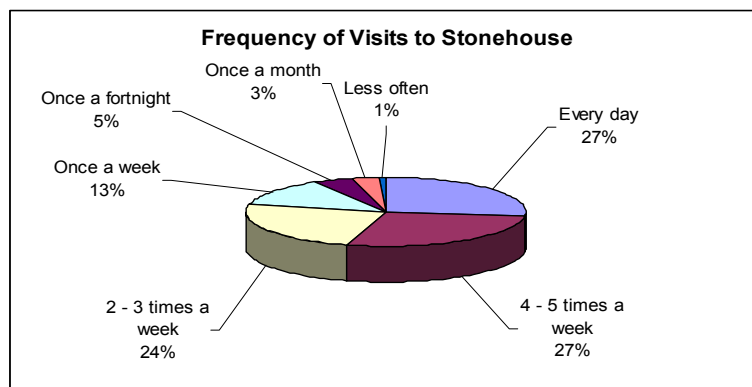
5.3 The breakdown of work locations for those respondents stating that they worked in the local area is as follows:

◆ Nailsworth	2.1% (1 respondent)
◆ Dursley	2.1% (1 respondent)
◆ Stroud	10.4% (5 respondents)
◆ Stonehouse	79.2% (38 respondents)
◆ Berkeley	2.1% (1 respondent)
◆ Frampton on Severn	2.1% (1 respondent)
◆ Cheltenham	2.1% (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 Stonehouse

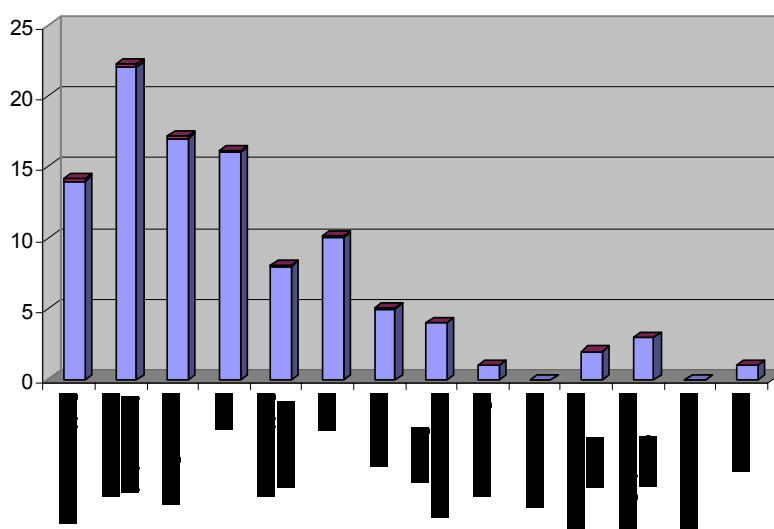
	No. of Surveys	% of all Respondents
every day	28	27.2%
4-5 times a week	28	27.2%
2-3 times a week	25	24.3%
once a week	13	12.6%
once a fortnight	5	4.9%
once a month	3	2.9%
less often	1	1.0%

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

- 5.5 It is apparent from Figures 5.1 and 5.2 that even though there is a fairly even split of respondents that work in the local area (47%) and do not work in the local area (53%), a significant number of people surveyed visited the town either daily (27%) or 4-5 times each week (27%). These users, when combined with those that visit 2 or 3 times each week account for over three quarters of all respondents (78%). This suggests that the town has a reasonable base of regular users including a significant proportion that work in the local area and as such, suggesting that Stonehouse acts as a local service centre.

Table 5.5 – Purpose of Visit to Stonehouse

	No. of Surveys	% of all Surveys
Non-food shopping	14	13.6%
Food Shopping (Supermarket)	22	21.4%
Visiting Services	17	16.5%
Work	16	15.5%
Food Shopping (other store)	8	7.8%
Other	10	9.7%
Healthcare	5	4.9%
Meeting Friends/Socialising	4	3.9%
School/College	1	1.0%
Specialist Stores	0	0.0%
Visiting Places to Eat or Drink	2	1.9%
Using a Professional Service	3	2.9%
Sport/Gym/Swimming	0	0.0%
Sightseeing	1	1.0%

Stonehouse - Purpose of Visit**Figure 5.3 – Purpose of Visit to Stonehouse**

5.6 Figure 5.3 suggests that Stonehouse is very much a multi-purpose centre with people visiting for a wide variety of different reasons. However, the most popular reasons cited were supermarket food shopping (21.4%), visiting services (16.5%) and work (15.5%).

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)	17.5% (18 respondents)
◆ food shopping (other store)	7.8% (8 respondents)
◆ non food shopping	15.5% (16 respondents)
◆ specialist stores	1% (1 respondent)
◆ visiting services	8.7% (9 respondents)
◆ visiting places to eat or drink	1.0% (1 respondent)
◆ meeting friends/socialising	1.9% (2 respondents)
◆ Work	6.8% (7 respondents)
◆ School/College	3.9% (4 respondents)
◆ Using a Professional Service	1.0% (1 respondent)
◆ Healthcare	1.0% (1 respondent)
◆ other	24.3% (25 respondents)

This highlights a number of different purposes for visiting the town, as is the case with those cited as the *main* purpose. It also serves to highlight a number of 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: Stonehouse

	No. of Surveys	% of all Surveys
less than 30 minutes	29	28.2%
30 minutes – 1 hour	43	41.7%
1 – 2 hours	15	14.6%
2 – 3 hours	1	1.0%
3 – 4 hours	2	1.9%
4 – 8 hours	11	10.7%
8 hours or more	2	1.9%

5.8 As detailed in Table 5.6 and illustrated in Figure 5.4, the majority (approximately 69%) of those surveyed intended to spend less than an hour in the town. There is also a significant minority – 11% - that stated that they would be in the town for between 4 and 8 hours – this is likely to be a reflection of the employment function.

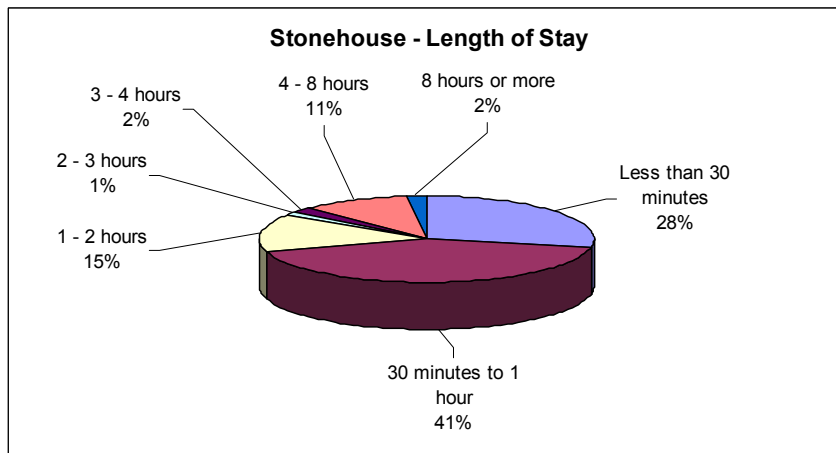


Figure 5.4 – Time Spent in Stonehouse

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	60	58.3%
Dursley	7	6.8%
Wotton-under-Edge	1	1.0%
Nailsworth	5	4.9%
Stonehouse	4	3.9%
Berkeley	0	0.0%
None of the above	37	35.9%

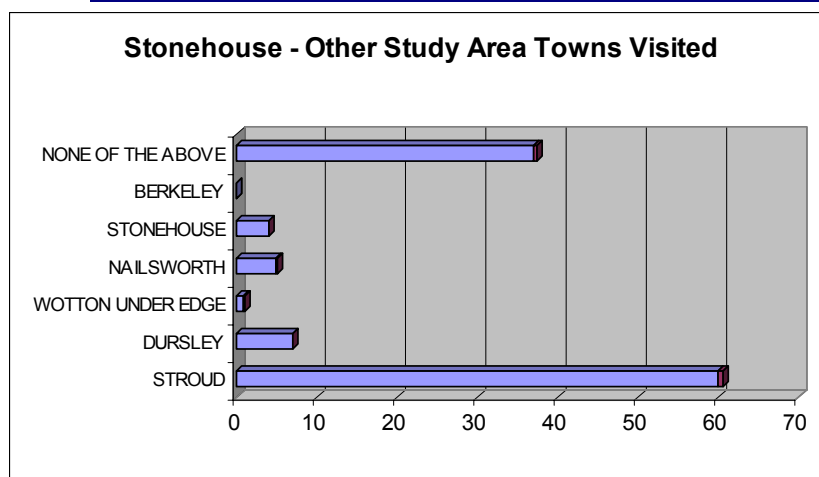


Figure 5.5 – Study Towns Visited Regularly

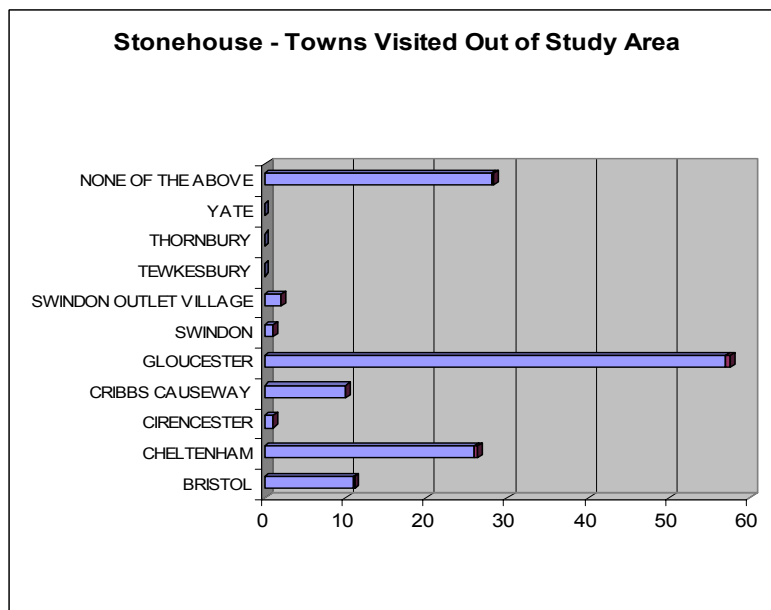


Figure 5.6 – Other Centres Visited Regularly

Table 5.8 – Other Centres Visited Regularly

Centre	No. of Surveys	% of all Surveys
Bristol	11	10.7%
Cheltenham	26	25.2%
Cirencester	1	1.0%
Cribbs Causeway	10	9.7%
Gloucester	57	55.3%
Swindon	1	1.0%
Swindon Outlet Village	2	1.9%
Tewkesbury	0	0.0%
Thornbury	0	0.0%
Yate	0	0.0%
None of the Above	28	27.2%

5.10 It is apparent from Figure 5.5 that a significant proportion – 58.3% - of all respondents regularly visit town centres outside the Stroud District. Amongst this proportion, Gloucester was clearly the most popular destination with over half (55.3%) of respondents visiting regularly. Cheltenham was also a fairly popular alternative destination (25.2%) and a significant proportion were regular visitors to other centres not listed within the survey (27.2%).

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 18.2% (12 respondents)
 - ◆ convenient to work 22.7% (15 respondents)
 - ◆ good range of food shops 16.7% (11 respondents)
 - ◆ specialist shops 12.1% (8 respondents)
 - ◆ good range of non food shops 22.7% (15 respondents)
 - ◆ easy to get to by public transport 6.1% (4 respondents)
 - ◆ easy to get to by car 9.1% (6 respondent)
- ◆ **Reasons for Visiting other Centres outside the Study Area:**
 - ◆ convenient to home 8.0% (6 respondents)
 - ◆ convenient to work 4.0% (3 respondents)
 - ◆ good range of food shops 10.7% (8 respondents)
 - ◆ specialist shops 10.7% (8 respondents)
 - ◆ good range of non food shops 57.3% (43 respondents)
 - ◆ good range of services 1.3% (1 respondent)
 - ◆ good range of places to eat and drink 6.7% (5 respondents)
 - ◆ easy to get to by public transport 1.3% (1 respondents)
 - ◆ easy to get to by car 10.7% (8 respondents)

5.12 It is interesting to note that almost a quarter of respondents (22.7%) visiting other centres within the district cited either convenience to work or a good range of non-food shops as a major factor.

5.13 With regard to travelling further afield, the principal reason cited was ‘a good range of non-food shops’, with the majority of respondents (57.3%) mentioning this factor and a further 10.7% citing ‘specialist shops’ or a ‘good range of food shops’ as an attraction.

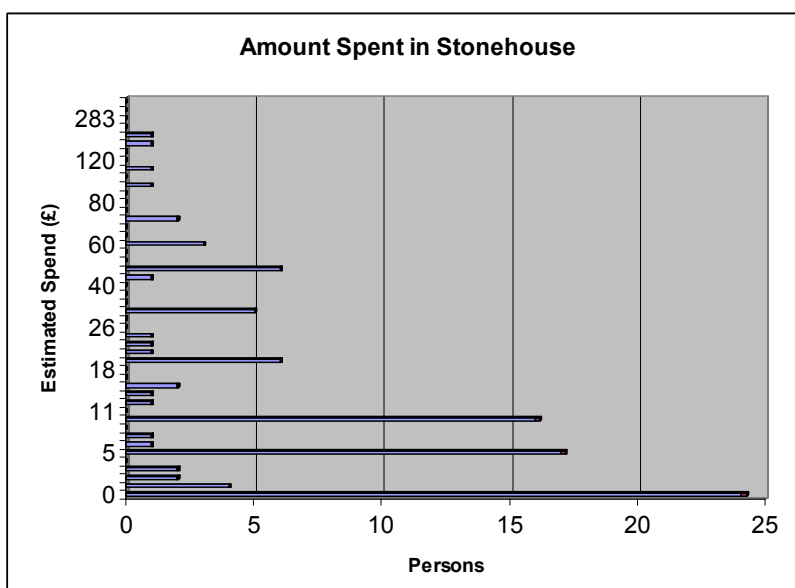
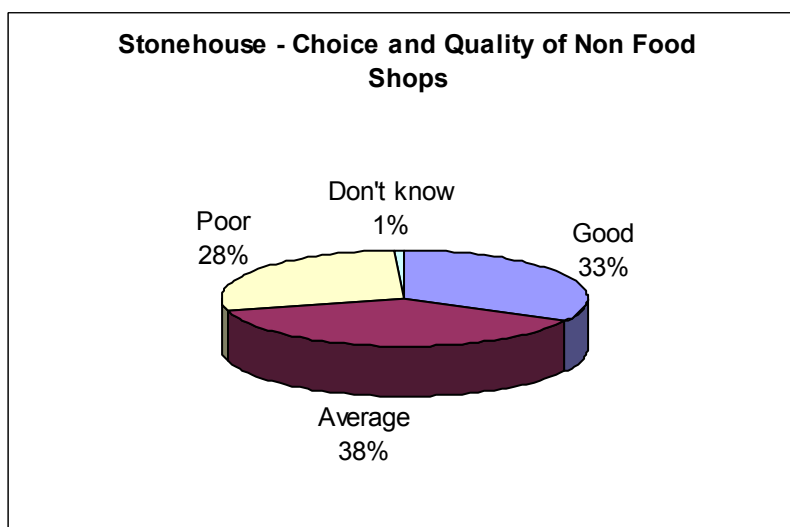


Figure 5.7 – Amount Spent in Stonehouse

- 5.14 Figure 5.7 indicates respondents' estimated spend in the town of Stonehouse. From this and the information provided previously it is evident that the majority of visitors intended staying in the town for less than an hour and spending a maximum of ten pounds (69% and 65% respectively). Furthermore, almost a quarter of respondents (23.3%) envisaged spending nothing at all on their visit. The promotion of vitality and economic growth will need to focus on encouraging increased levels of spending.
- 5.15 The questionnaires incorporated a number of questions concerned with ascertaining shopper opinions of the facilities and services available in Stonehouse. 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	34	33.0	39	37.9	29	28.2	1	1.0
Food Shops	31	30.1	47	45.6	23	22.3	2	1.9
Range of Services	84	81.6	13	12.6	3	2.9	3	2.9
Public Toilets	14	13.6	22	21.4	30	29.1	37	35.9
Accessibility by Public Transport	44	42.7	13	12.6	10	9.7	36	35.0
Accessibility by Car	74	71.8	9	8.7	4	3.9	16	15.5
Accessibility by Foot/Cycle	74	71.8	9	8.7	7	6.8	13	12.6
Security/Personal Safety	71	68.9	28	27.2	4	309	0	0

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

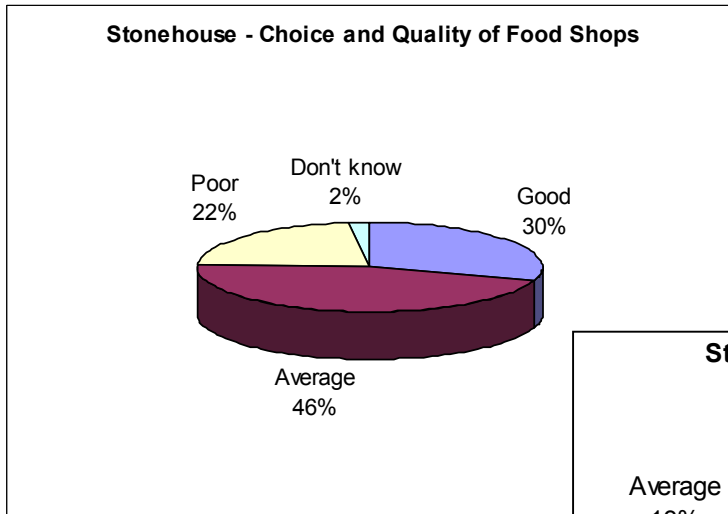


Figure 5.9 – Opinions on Food Shops in Stonehouse

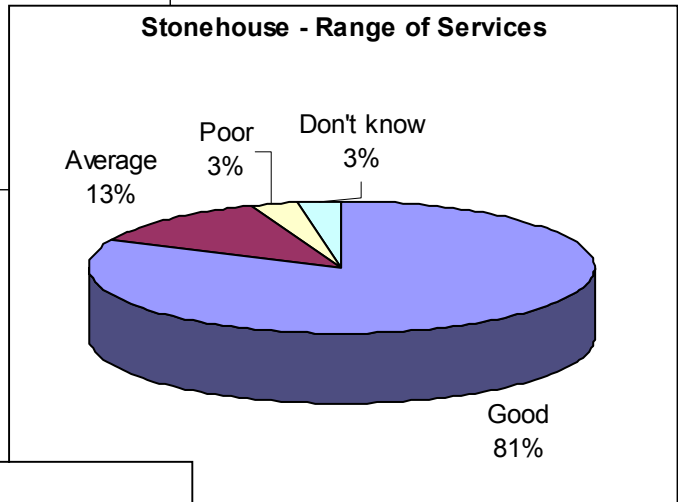


Figure 5.10 – Range of Services in Stonehouse

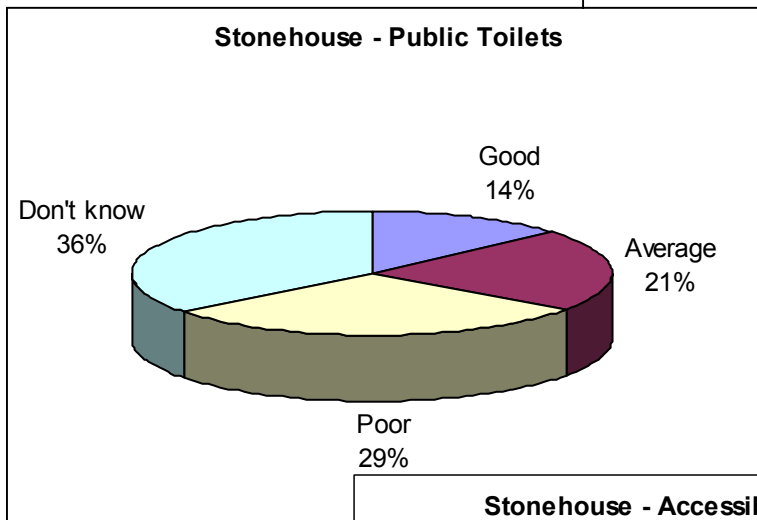
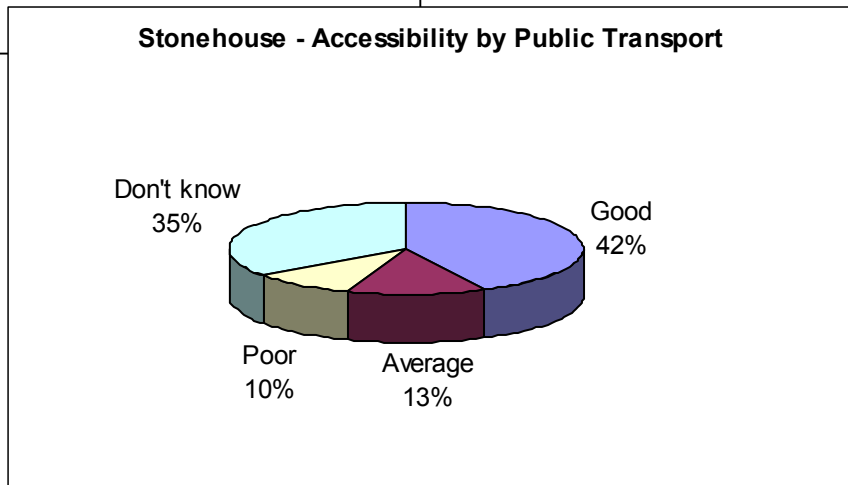


Figure 5.11 – Public Toilets in Stonehouse

Figure 5.12 – Public Transport Accessibility: Stonehouse



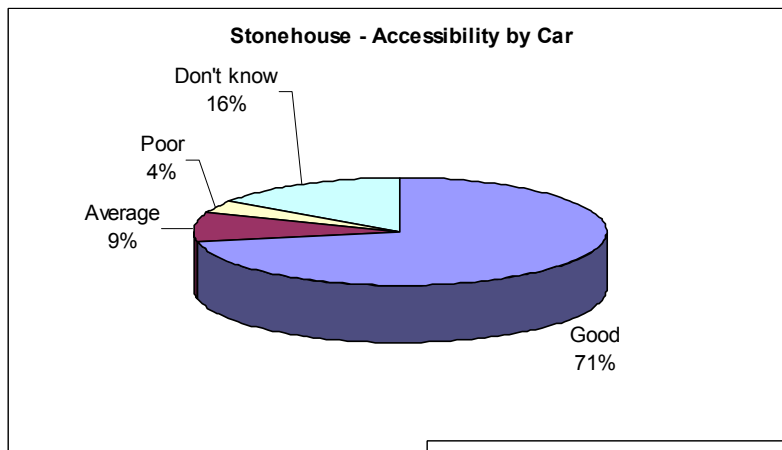


Figure 5.13 – Accessibility by Car: Stonehouse

Figure 5.14 – Foot/Cycle Accessibility: Stonehouse

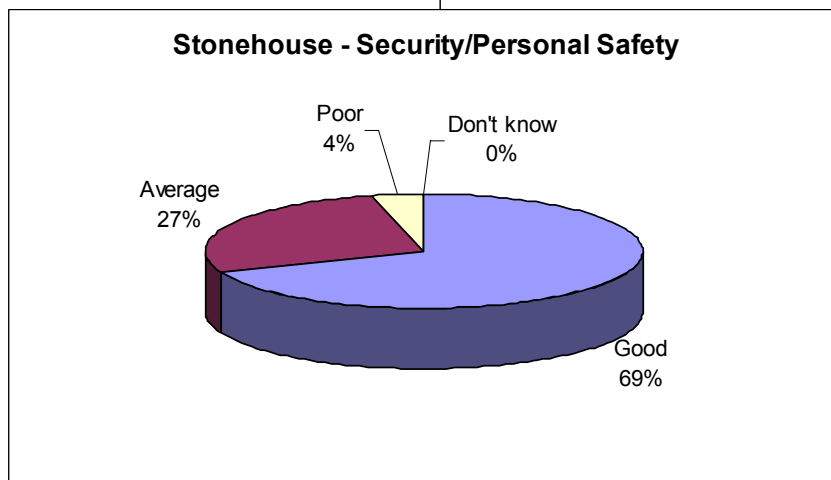
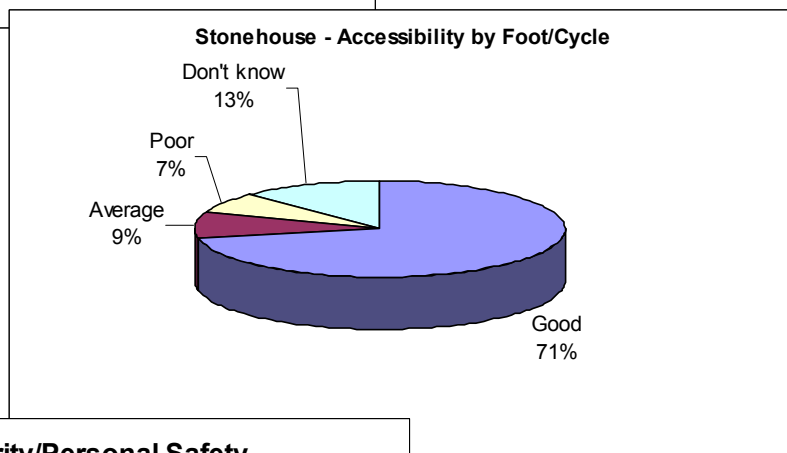


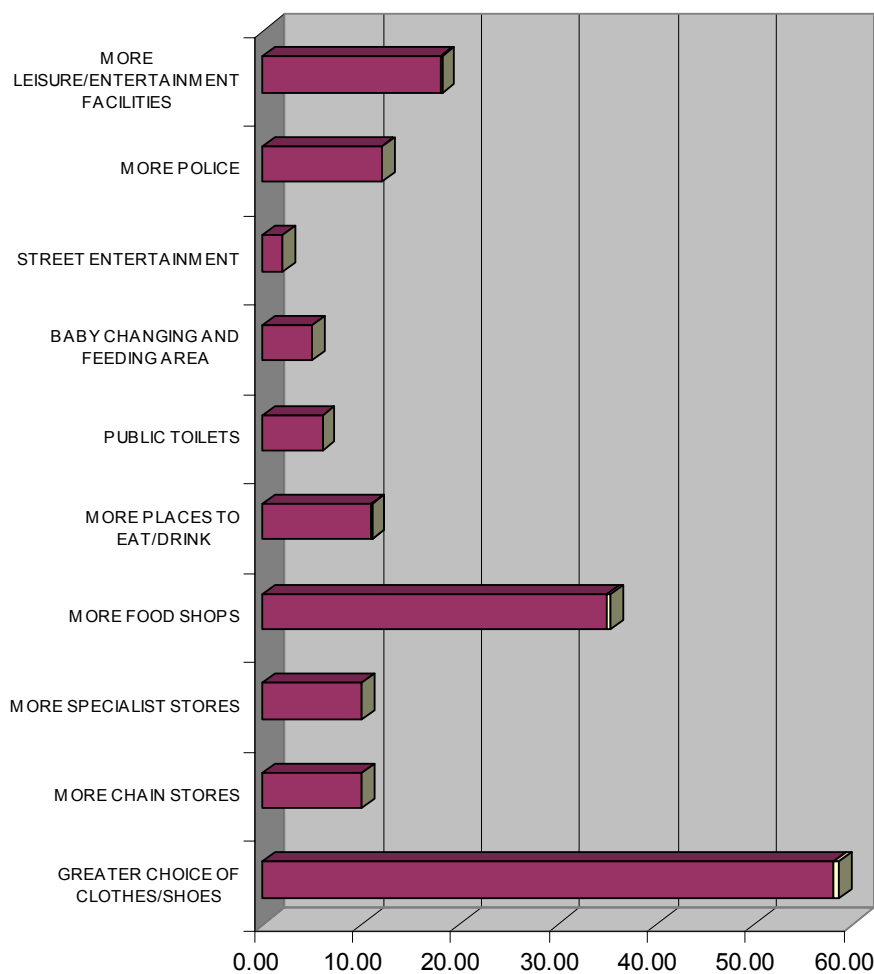
Figure 5.15 – Security/Personal Safety: Stonehouse

5.16 On the whole, respondents’ opinions on the shopping and service elements of the town were favourable. 33% felt that the non-food shops in Stonehouse were good with a further 38% rating them as average, totalling 71% overall, which is a vast majority. Almost all respondents rated food shops as average (46%) or good (30%), totalling 76%. Overall, the range of services on offer in the town were graded good or average by a vast majority of respondents – 81% and 13% respectively.

5.17 The quality of public toilets, which has been highlighted as a major issue through local consultation, were left ungraded by over a third of respondents (36%) who

stated that they simply didn't know what they were like, however 29% 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 (71%) or average (9%), although 16% stated that they did not know, thus suggesting that they use alternative modes – a positive sign in terms of seeking sustainable development of the town. Public transport also scored relatively well with 42% of respondents grading it as good. With regard to foot and cycle access, a significant total of 71% of respondents considered it to be good and a further 9% rated it as average. However 13% of respondents stated that they did not know what foot and cycle access to Stonehouse was like – this would appear to suggest that awareness raising and the promotion of recreational routes may be an issue for further consideration at the community level.
- 5.19 In terms of personal security and safety it is encouraging to note that 69% of respondents rated personal safety/security as good and a further 27% believed it to be average, with only 4% rating this aspect of the town as poor.
- 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 Stonehouse.



**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 retail offer somewhat upgraded. Of particular note is the proportion of respondents highlighting a desire for more clothes and/or shoe shops (56.3%) and more food shops (34%). A significant minority of respondents also highlighted a desire to see more leisure and entertainment facilities in the town (17.5%), possibly suggesting a demand for a livelier evening economy.

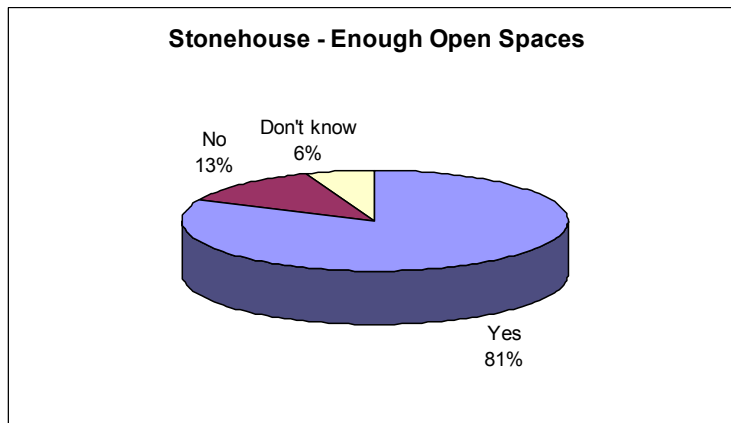


Figure 5.17 – Open Space: Stonehouse

5.22 With regard to open space in the town, Figure 5.17 clearly indicates that the majority of respondents – 81% - 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, namely walking (54.8%) and taking children to play (31%).

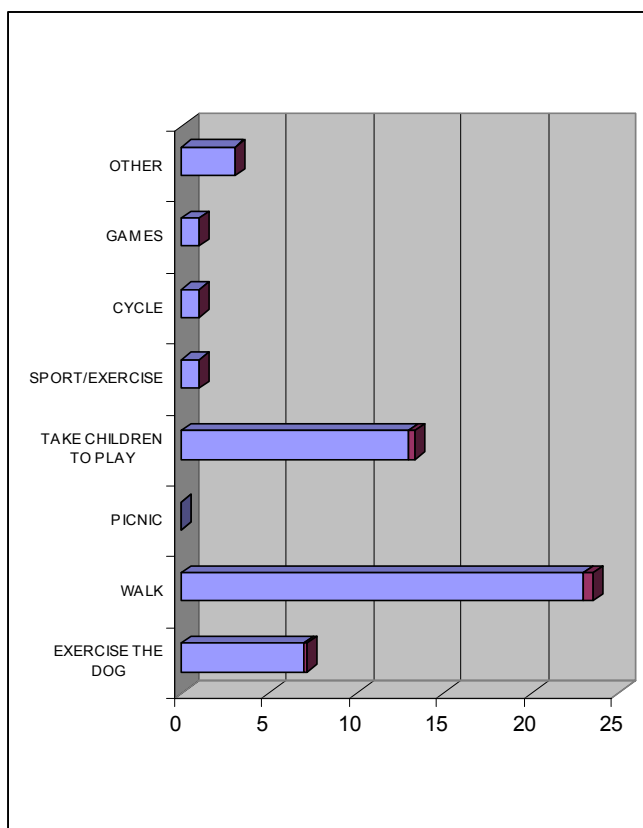


Figure 5.18 – Activities in Open Spaces

- 5.23 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	52	50.5	46	44.7	3	2.9	2	1.9
Benches	40	38.8	46	44.7	11	10.7	6	5.8
Litter Bins	32	31.1	44	42.7	19	18.4	8	7.8
Attractiveness	28	27.2	60	58.3	12	11.7	3	2.9
CCTV	3	2.9	0	0	3	2.9	97	94.2
Signage	36	35.0	59	57.3	4	3.9	4	3.9
Lighting	40	38.8	48	46.6	4	3.9	11	10.7

- 5.24 Table 5.10 reveals that in general terms, users consider the town environment to be in need of improvement, with over half of all respondents rating cleanliness, provision of benches and litter bins and overall attractiveness, signage and lighting as either average or poor. The results also suggest that there is a lack of awareness of CCTV in the town, 94.2% of respondents stating that they did not know whether there was any.

- 5.25 When questioned about whether they use the town at night, a small majority (58.3%) said that they did not. Of the remaining 41.7% 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 55.8% (24 respondents)
- ◆ visit places to eat/drink 46.5% (20 respondents)

- 5.26 With regard to the majority of respondents that do not visit Stonehouse at night, the principal reasons (when a reason was given) were stated to be the following:

- ◆ the respondent does not go out after dark 40% (24 respondents)
- ◆ Stonehouse is too far from the respondent's home 21.7% (13 respondents)
- ◆ there is insufficient leisure and/or entertainment 16.7% (10 respondents)

Table 5.11 – Mode of Transport to Stonehouse

Mode	No. of Surveys	% of all Surveys
Car/van (as driver)	42	40.8%
Car/van (as passenger)	7	6.8%
Bus	5	4.9%
Walk	46	44.7%
Train	1	1.0%
Bicycle	2	1.9%
Other	0	0.0%

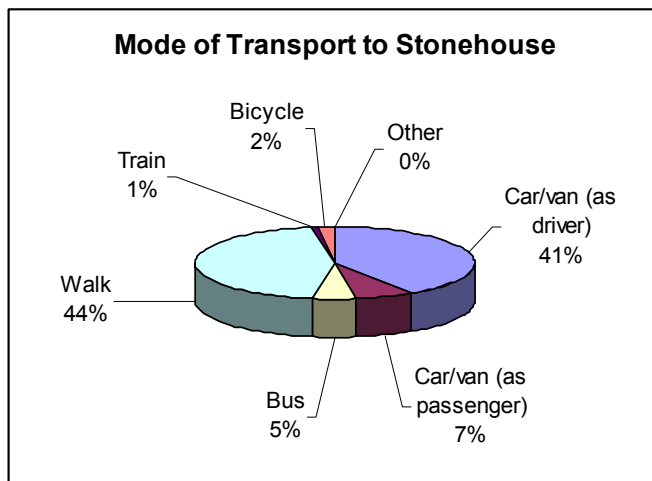


Figure 5.19 – Mode of Transport to Stonehouse

5.27 Table 5.11 and Figure 5.19 indicate that a significant proportion – approaching half of all respondents (44%) – travelled to the town on foot and a further 5% reached Stonehouse by bus, which is a positive indication in terms of promoting sustainable transport patterns. The most popular mode was, however, by car, either as a driver or a passenger (41% and 7% respectively). A very small percentage of respondents accessed the town by bicycle (2%) or by train (1%).

5.28 The age and gender profile of respondents should be considered as a possible reflection of some of the results – 61.2% of all respondents were female. The age profile (Figure 5.20) indicates a reasonably good spread of age representation, although there is a slight skew towards the older age bands.

Stonehouse - Age of Respondents

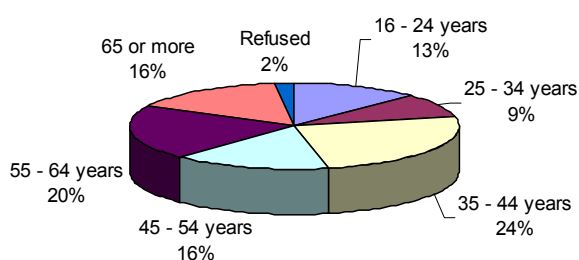
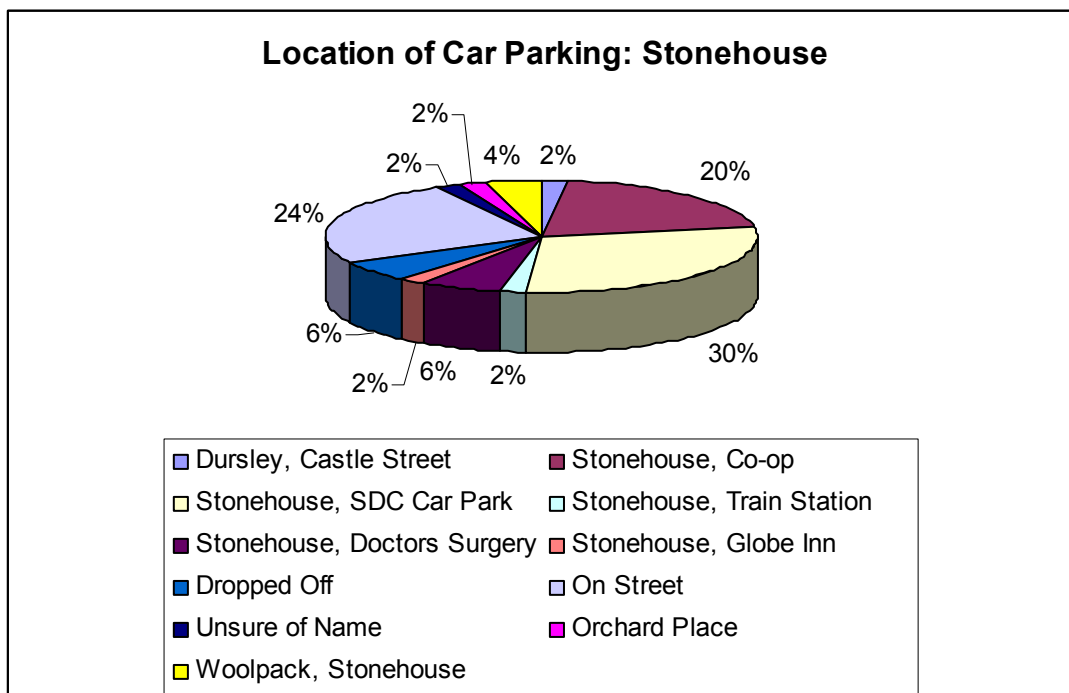


Figure 5.20 – Age of Respondents

5.29 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:

◆ Stonehouse, Co-op	10 persons
◆ Stonehouse, Stroud DC Car Park	14 persons
◆ Stonehouse, Train Station	1 person
◆ Stonehouse, Doctors Surgery	3 persons
◆ Stonehouse, Globe Inn	1 person
◆ Dursley, Castle Street	1 person
◆ Dropped Off	3 persons
◆ On Street	12 persons
◆ Unsure of Name	1 person
◆ Orchard Place	1 person
◆ Woolpack, Stonehouse	2 persons

Figure 5.21 – Location of Car Parking: Stonehouse



5.30 The data indicates that car drivers make use of a wide range of car parking 'spots' around the town, although there appears to be three favoured locations:

◆ Stonehouse, SDC Car Park	30%;
◆ On-Street	24%
◆ Stonehouse, Co-op	20%

It should be noted that one respondent recorded that they had parked in Dursley – it is suspected that this could be an anomaly, but has been included as it may relate to

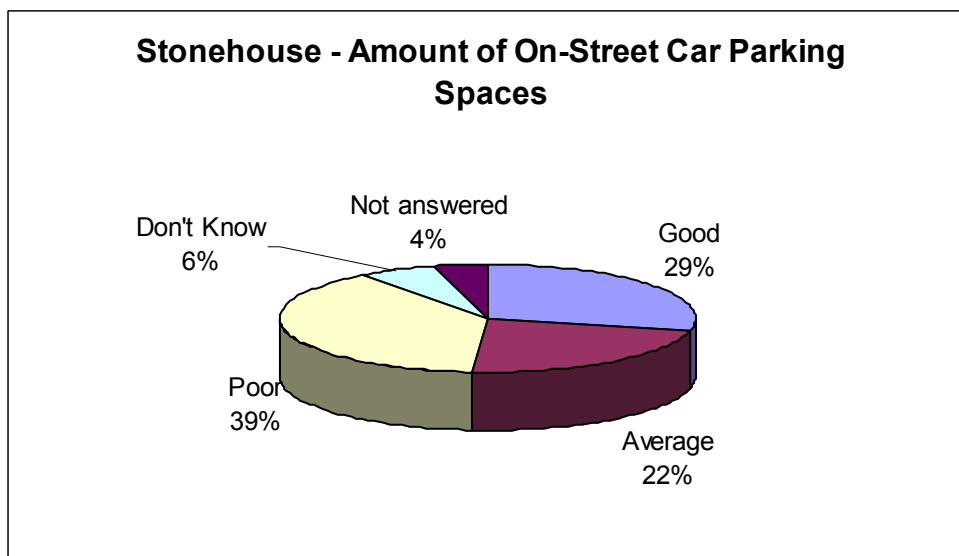
a person that has decided to make use of the railway or the Cotswold Way to access Stonehouse.

- 5.31 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 Stonehouse town centre. These indicate that the majority believe the amount of on-street spaces available to be either good (28.6%) or average (22.4%). However, over a third of users rated the amount of on-street parking as poor (38.8%).

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

	No. of Surveys	%
Good	14	28.6%
Average	11	22.4%
Poor	19	38.8%
Don't Know	3	6.1%
Not answered	2	4.1%

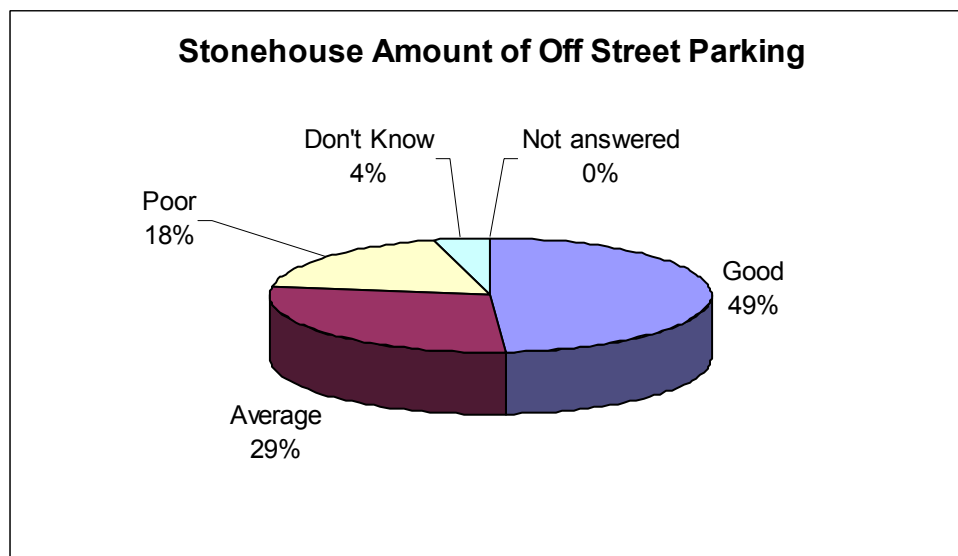
Figure 5.22 – Amount of On Street Spaces: Stonehouse



- 5.32 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 of users rated the availability of spaces in car parks as either good (49%) or average (28.6%). However, 18.4% believed the level of parking to be poor.
- 5.33 The general opinions expressed about the overall level of car parking in Stonehouse suggest that there may be a need to reconsider levels of parking overall, both on and off-street.

Table 5.13 – Amount of Spaces in Car Parks

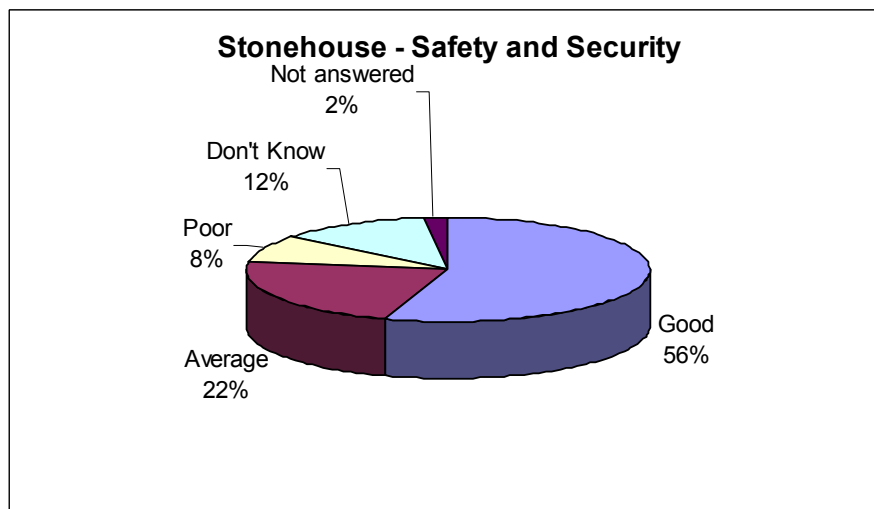
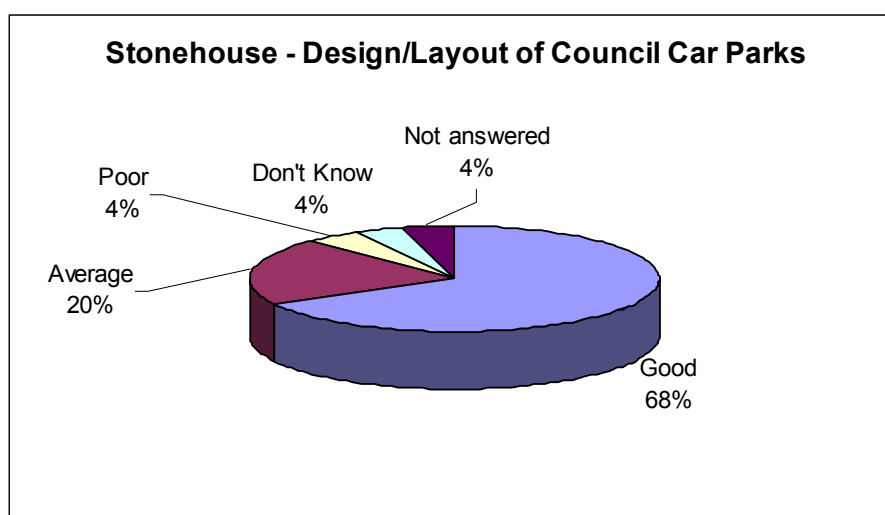
	No. of Surveys	%
Good	24	49.0%
Average	14	28.6%
Poor	9	18.4%
Don't Know	2	4.1%
Not answered	0	0.0%

Figure 5.23 – Amount of Spaces in Car Parks: Stonehouse

5.34 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: Stonehouse

	Safety and Security		Design and Layout	
	No. Surveys	%	No. Surveys	%
Good	27	55.1	33	67.3
Average	11	22.4	10	20.4
Poor	4	8.2	2	4.1
Don't Know	6	12.2	2	4.1
Not Answered	1	2.0	2	4.1

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

- 5.35 It is very encouraging to note that the vast majority of users considered both safety and security; and design and layout of car parks in Stonehouse to be good (56% and 68%, respectively) or average (22% and 20% respectively).
- 5.36 Car users were requested to rate the price and method of payment for parking in the Council Car Parks within the town, the results of which are shown in Table 5.15 and Figures 5.26 and 5.27. From the data it is apparent that the majority of users rate both elements as either good (66% and 55%, respectively) or average (16% and 27%, respectively).

Table 5.15 – Price and Method of Payment for Council Car Parks: Stonehouse

	Price		Method of Payment	
	No. of Surveys	%	No. of Surveys	%
Good	32	65.3%	27	55.1%
Average	8	16.3%	13	26.5%
Poor	3	6.1%	1	2.0%
Don't Know	6	12.2%	7	14.3%
Not Answered	0	0.0%	1	2.0%

Figure 5.26 – Price of Council Car Parks: Stonehouse

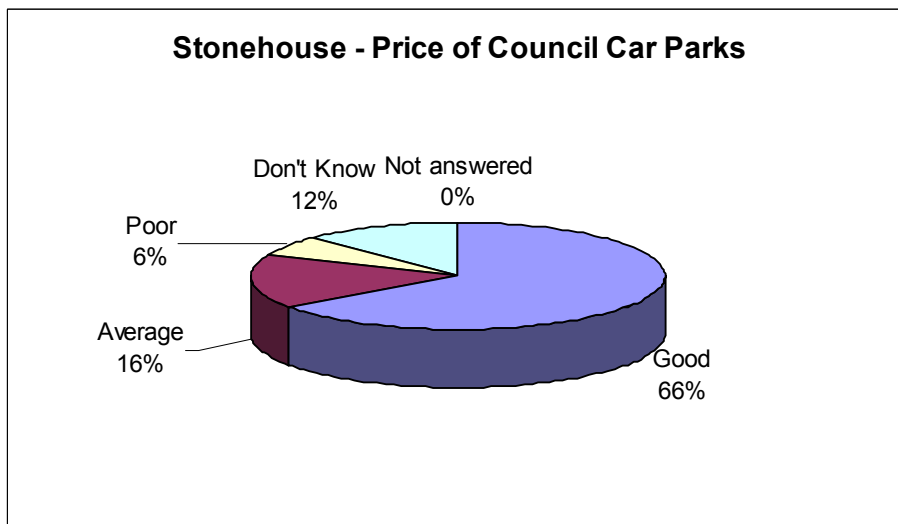
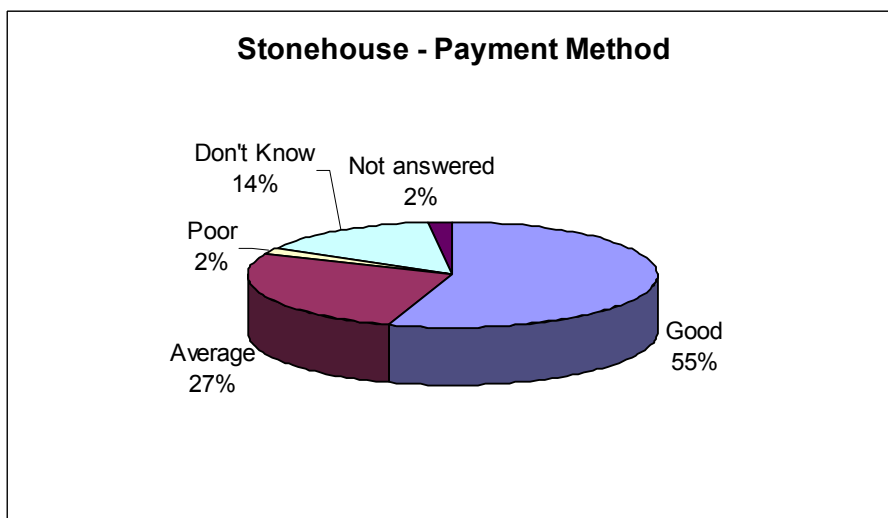


Figure 5.27 – Method of Payment for Council Car Parks: Stonehouse



- 5.37 Figure 5.28 provides a breakdown of the home postcodes of respondents interviewed in Stonehouse town centre. This indicates that the vast majority of respondents were local to the area: over three quarters (76.9%) resided in the GL10 (Stonehouse) postal district; and a further 7.7% lived in the GL5 (Stroud) postal area.

Figure 5.28 – Home Postcodes of Respondents

