


Stroud District Market Towns Study

Stroud Data Compendium

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1. Introduction

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

2. Pedestrian Surveys

2.1 The following are the pedestrian survey points in Stroud town centre:

- (i) Barclays Bank, King Street
- (ii) Woolworths, King Street
- (iii) Abbey National, Merrywalks
- (iv) Three Cooks, Merrywalks
- (v) Robert Smith (Solicitors), Lansdown
- (vi) Superdrug, High Street
- (vii) Antics, High Street
- (viii) Carphone Warehouse, Threadneedle Street
- (ix) Adams, Union Street
- (x) Hamptons, London Road
- (xi) The Lord John, Russell Street
- (xii) Halifax, Kendrick Street
- (xiii) YMCA, Kendrick Street
- (xiv) Sue Ryder, George Street
- (xv) Peter James, Gloucester Street
- (xvi) Tattoo Parlour, Nelson Street

Total Flows

2.2 In order to provide comparative figures for the three years in respect of Stroud, a total figure has been calculated, which is the sum of the three 'non-market' days' counts (17th October; 21st October; and 25th October), grossed up to hourly figures, then totalled for each site on a daily basis before being added together. The values for the three years are detailed in Table 2.1, overleaf.

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:

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

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

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

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

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

- ◆ Barclays Bank, King Street 20
- ◆ Woolworths, King Street 15

◆ Abbey National, Merrywalks	12
◆ Three Cooks, Merrywalks	14
◆ Robert Smith (Solicitors), Lansdown	6
◆ Superdrug, High Street	21
◆ Antics, High Street	8
◆ Carphone Warehouse, Threadneedle Street	6
◆ Adams, Union Street	8
◆ Hamptons, London Road	8
◆ The Lord John, Russell Street	10
◆ Halifax, Kendrick Street	13
◆ YMCA, Kendrick Street	13
◆ Sue Ryder, George Street	13
◆ Peter James, Gloucester Street	4
◆ Tattoo Parlour, Nelson Street	4

Table 2.1 – Total Pedestrian Flows: Stroud

	2001	2002	2003	%change 2003v2001	%change 2003v2002
Barclays Bank, King Street	29268	25236	28608	-2.3	13.4
Woolworths, King Street	29676	28992	21408	-27.9	-26.2
Abbey National, Merrywalks	16764	16656	17448	4.1	4.8
Three Cooks, Merrywalks	21972	19380	20082	-8.6	3.6
Robert Smith (solicitors) Lansdown	10248	9204	9192	-10.3	-0.1
Superdrug, High Street	35112	27792	30780	-12.3	10.8
Antics, High Street	15756	13872	11256	-28.6	-18.9
Carphone Warehouse, Threadneedle Street	10500	11568	7872	-25.0	-32.0
Adams, Union Street	12816	11352	12000	-6.4	5.7
Hamptons, London Road	11100	8460	10884	-1.9	28.7
The Lord John, Russell Street	14064	10092	13812	-1.8	36.9
Halifax, Kendrick Street	18816	16128	19356	2.9	20.0
YMCA, Kendrick Street	21036	16908	18924	-10.0	11.9
Sue Ryder, George Street	18924	14208	18252	-3.6	28.5
Peter James, Gloucester Street	9132	5556	5124	-43.9	-7.8
Tattoo Parlour, Nelson Street	11364	4500	6372	-43.9	41.6
TOTAL FOOTFALL	286,548	239,904	251,370	-12.3	4.8

2.5 Table 2.2 provides a comparison of footfall bands in 2002 and 2003 on a site by site basis. It is apparent that there have only been two movements between bands – site 2 has dropped from band A to band B, whereas Site 14 has experienced a sufficient

increase in footfall to enter band B from band C. Sites 11 and 16 are also notable (site numbers refer to the maps contained at Appendix B) – although they remain in the same band, they both show significant increases in footfall with site 11 showing an increase of 36.9% and site 16 recording a percentage increase of 41.6 over the 2002 statistic.

Table 2.2 – Comparison of Footfall Bands: Stroud

Band	Footfall	Sites: 2002	Sites: 2003
A	over 25,000	1, 2, 6	1, 6
B	15,000 – 25,000	3, 4, 12, 13	2, 3, 4, 12, 13, 14
C	under 15,000	5, 7, 8, 9, 10, 11, 14, 15, 16	5, 7, 8, 9, 10, 11, 15, 16

- 2.6 Although there was a significant fall in shoppers between 2001 and 2002, 2003 shows signs of recovery with an increase of 4.8% over the overall total for 2002 (Table 2.1).

Total Flow Rankings

- 2.7 In order to provide an indication of changes in the overall dynamics of Stroud town centre, Table 2.3 compares the 'ranking' for each location (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) and identifies movement in the ranking table in comparison to the 2002 statistics.

Table 2.3 – Relative Change in Ranking: Stroud

	2002 Rank	2003 Rank	Movement
Barclays Bank, King Street	3	2	Up
Woolworths, King Street	1	3	Down
Abbey National, Merrywalks	6	8	Down
Three Cooks, Merrywalks	4	4	Same
Robert Smith (solicitors) Lansdown	13	13	Same
Superdrug, High Street	2	1	Up
Antics, High Street	9	11	Down
Carphone Warehouse, Threadneedle Street	10	14	Down
Adams, Union Street	11	10	Up
Hamptons, London Road	14	12	Up
The Lord John, Russell Street	12	9	Up
Halifax, Kendrick Street	7	5	Up
YMCA, Kendrick Street	5	6	Down
Sue Ryder, George Street	8	7	Up
Peter James, Gloucester Street	15	16	Down
Tattoo Parlour, Nelson Street	16	15	Up

- 2.8 The variations in rankings are not considered to be of great significance – although there have been changes in overall positions, the top four and bottom two sites remain the same and relative positions, in the main, have not changed to any great degree (namely, more than two positions in either direction).
- 2.9 The daily pedestrian flows, grossed up to the sum of hourly flows and ranked, produce the statistics set out in Table 2.4.

Table 2.4 – Daily Flows: Stroud

	Friday 17.10.03		Tuesday 21.10.03		Saturday 25.10.03	
	Total	Rank	Total	Rank	Total	Rank
Barclays Bank, King Street	9192	2	7236	2	12180	2
Woolworths, King Street	7932	3	6036	3	7440	7
Abbey National, Merrywalks	5292	8	4248	7	7908	6
Three Cooks, Merrywalks	5556	6	5580	4	8892	5
Robert Smith (solicitors) Lansdown	3288	13	2904	10	3000	14
Superdrug, High Street	9684	1	7260	1	13836	1
Antics, High Street	3744	10	2784	11	4728	11
Carphone Warehouse, Threadneedle Street	2112	14	1812	15	3948	13
Adams, Union Street	3492	12	2460	13	6048	10
Hamptons, London Road	3636	11	2676	12	4572	12
The Lord John, Russell Street	4248	9	3468	9	6096	9
Halifax, Kendrick Street	5424	7	4884	5	9048	3
YMCA, Kendrick Street	5772	5	4152	8	9000	4
Sue Ryder, George Street	6432	4	4500	6	7320	8
Peter James, Gloucester Street	1572	16	1584	16	1968	16
Tattoo Parlour, Nelson Street	1980	15	2268	14	2124	15
TOTAL FLOWS	79,356		63,852		108,108	

- 2.10 With the exception of the top two sites – Superdrug and Barclays Bank – as well as the Peter James (ranked 16) and The Lord John Site (ranked 9), there is reasonable variation in the site rankings across the different days.
- 2.11 With regard to total flows (all sites) for the three days, Table 2.5 provides a comparison with the 2002 figures.

Table 2.5 – Total Daily Flow Comparisons: Stroud

	2002	2003	% change
Tuesday	46356	63852	37.7
Friday	86400	79356	-8.2
Saturday	107148	108108	0.9

- 2.12 As would be expected, in both years, Saturday was the busiest day followed by Friday and then Tuesday. Of note, however, is the significant increase of 37.7% in footfall recorded on Tuesday in 2003 compared to Tuesday in 2002.
- 2.13 Table 2.6 looks at the variation in pedestrian flows at different times of day for the total enumeration period.

Table 2.6 – Time of Day: Stroud

Site	09:30 – 11:30	%	11:30 – 13:30	%	13:30 – 15:30	%	15:30 – 17:30	%
1	5340	18.7	7944	27.8	8004	25.6	7320	25.6
2	4428	20.7	5868	27.4	6192	28.9	4920	23.0
3	3636	20.8	5328	30.5	4740	27.2	3744	21.5
4	4452	22.2	5856	29.2	5268	26.3	4452	22.2
5	2436	26.5	2520	27.4	2064	22.5	2172	23.6
6	6300	20.5	9252	30.1	8436	27.4	6792	22.1
7	2724	24.2	2880	25.6	3120	27.7	2532	22.5
8	1824	23.2	2496	31.7	2136	27.1	1416	18.0
9	2100	17.5	3900	32.5	3480	29.0	2520	21.0
10	2424	22.3	3552	32.6	2604	23.9	2304	21.2
11	3012	21.8	4296	31.1	3420	24.8	3084	22.3
12	4032	20.8	6252	32.3	5520	28.5	3552	18.4
13	4872	25.7	5784	30.6	4560	24.1	3708	19.6
14	4908	26.9	5544	30.4	4440	24.3	3360	18.4
15	1212	23.7	1656	32.3	1212	23.7	1044	20.4
16	1152	18.1	1596	25.0	1632	25.6	1992	31.3
TOT	54852	21.8	74724	29.7	66828	26.6	54912	21.8

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

- 2.14 Pedestrian flow is relatively even throughout the day with a steady increase between mid-morning and early afternoon and then a decrease from 13:30 – 15:30 onwards. All but three sites recorded peak footfall between 11.30 and 13.30, with sites 7 and 2 peaking during 13.30-15.30, and the site 16 peaking from 15.30-17.30.

Market Day Analysis

- 2.15 This section of the report provides a comparison of the statistics from Saturday 18th October 2003 both with those from the 'non-market' Saturday – 25th October 2003, as well as the previous year's market Saturday – October 19th 2002.

Table 2.7 – Market Day Analysis and Comparison: Stroud

Site	Market Day 18.10.03		Non-Market Day 25.10.03		% change (mkt: non- mkt)	Market Day 19.10.02		% change (mkt03: mkt02)
	Total	Rank	Total	Rank		Total	Rank	
1	11436	3	12180	2	-6.1	15216	2	-24.8
2	7020	9	7440	7	-5.6	12288	3	-42.9
3	7704	6	7908	6	-2.6	7716	6	-0.2
4	7428	8	8892	5	-16.5	7380	7	0.7
5	3432	14	3000	14	14.4	2472	16	38.8
6	14388	1	13836	1	4.0	15984	1	-10.0
7	5184	11	4728	11	9.6	6144	10	-15.6
8	3684	13	3948	13	-6.7	4968	11	-25.8
9	11616	2	6048	10	92.1	11820	4	-1.7
10	4212	12	4572	12	-7.9	3732	13	12.9
11	5340	10	6096	9	-12.4	4848	12	10.1
12	8952	5	9048	3	-1.1	7080	9	26.4
13	9276	4	9000	4	3.1	8376	5	10.7
14	7464	7	7320	8	2.0	7284	8	2.5
15	3312	15	1968	16	68.3	2604	14	27.2
16	2808	16	2124	15	32.2	2556	15	9.9
Total	113256		108108		4.8	120468		-6.0

- 2.16 Recordings for 2003 show that the market remains as having an impact on shopper numbers in Stroud, with a 4.8% increase in footfall on market Saturdays. The impact of the market does however appear to be diminishing, with total footfall in 2003 decreasing by 6.0% from market Saturday in 2002, despite recordings of an overall increase in pedestrian numbers between 2002 and 2003 (as shown in Table 2.1).
- 2.17 It is also possible to look at the market day results by time segment, as set out in Table 2.8.

Table 2.8 – Market Day Analysis by Time of Day

Site	09:30 – 11:30	%	11:30 – 13:30	%	13:30 – 15:30	%	15:30 – 17:30	%
1	2604	22.8	3744	32.7	2340	20.5	2748	24.0
2	1752	25.0	2376	33.8	3744	21.4	1392	19.8
3	1836	23.8	2412	31.3	2244	29.1	1212	15.7
4	1392	18.7	2280	30.7	1860	25.0	1896	25.5
5	780	22.7	1200	35.0	780	22.7	672	19.6
6	3408	23.7	5640	39.2	3384	23.5	1956	13.6
7	1344	25.9	1488	28.7	1356	26.2	996	19.2
8	1068	29.0	1440	39.1	768	20.8	408	11.1
9	3096	26.7	4896	42.1	2184	18.8	1440	12.4
10	828	19.7	1464	34.8	960	22.8	960	22.8
11	1224	22.9	1980	37.1	1272	23.8	864	16.2
12	2352	26.3	3000	33.5	1944	21.7	1656	18.5
13	2004	21.6	3840	41.4	2220	23.9	1212	13.1
14	1920	25.7	2436	32.6	1800	24.1	1308	17.5
15	1020	30.8	984	29.7	768	23.2	540	16.3
16	912	32.5	840	29.9	528	18.8	528	18.8
TOT	27540	24.3	40020	35.3	25908	22.9	19788	17.5

- 2.18 Pedestrian flows on market day are less evenly spread throughout the day than on non-market days. Most noticeable is the more prominent peak in footfall between 11.30 and 13.30, with levels reaching 35.3% on market Saturday, but a lesser 29.7% for the other three days. Only two sites, 15 and 16, peak during 9.30-11.30, while site 2 peaks during 13:30 – 15:30.

CONCLUSIONS

- 2.19 Overall footfall in Stroud represents an increase over the 2002 statistics of 4.8%. However, over the three year period 2001 – 2003, there has been a 12.3% reduction in footfall. There are fluctuations at the different constituent sites, the most significant being a 41.6% increase at Nelson Street compared to a 32% decrease in Threadneedle Street when comparing 2002 and 2003 figures.
- 2.20 A comparison of footfall bands indicates that overall there has been little absolute change in flow levels. However, Woolworths on King Street has dropped below 25,000, whereas the George Street site recorded a sufficient increase in total flow to move up into the 15,000-25,000 band.
- 2.21 The dynamics of the town have altered in relation to 2002, however the variations in rankings are not considered to be of great significance, with the top four and bottom

two sites remaining the same and relative positions tending not to change more than two positions in either direction.

- 2.22 Saturday is the busiest day by some considerable amount, recording an aggregated total flow of over 40,000 more than Tuesday and around 20,000 more than Friday, although the total for Tuesday represents a 17.7% increase over the same total in 2002. There is a lunchtime peak in figures, but the overall proportions do not differ greatly throughout the day.
- 2.23 The market day total flow was 4.8% greater than the non-market Saturday, although represented a 6% decrease on the 2002 survey statistics. There is a footfall bias in favour of the earlier portion of the day, with almost 60% of flow being recorded before 1:30pm and the peak being 11:30 – 1:30pm – over a third of total flow (35.3%) occurred in this timeframe.

3. Vacant Premises Audit

STROUD

- 3.1 Table 3.1 contains the vacancy analysis for Stroud. The addresses are based on the best available mapping provided by Stroud District Council. A tick denotes 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 – 2002/2003 Vacancy Analysis: Stroud

Address	Ground Floor	First Floor
Adjacent to MSCP, Bath Street	√	√
Adjacent to Bus Station	√	√
1-2 George Street		√
3 George Street	√	
4 George Street	√	√
8 George Street		√
21 George Street	√	
23 George Street		√
5 Gloucester Street		√
7 Gloucester Street	√	√
8 Gloucester Street		√
20 Gloucester Street		√
21 Gloucester Street	√	
12 High Street		√
15 High Street	√	√
21 High Street	√	√
30 High Street	√	√
32 High Street	√	
58 High Street		√
68 High Street		√
4 John Street	√	
9 John Street	√	√

Address	Ground Floor	First Floor
26 Kendrick Street		✓
28 Kendrick Street		✓
30 Kendrick Street		✓
32 Kendrick Street		✓
34 Kendrick Street		✓
36 Kendrick Street		✓
1 King Street		✓
3 King Street	✓	✓
6 King Street		✓
27 King Street	✓	✓
29 King Street	✓	✓
33 King Street	✓	✓
35 King Street	✓	✓
47 King Street		✓
1a London Road	✓	✓
1b London Road		✓
1c London Road		✓
Corner Merrywalks and Gloucester Street	✓	✓
7 Merrywalks Shopping Centre	✓	
10 Merrywalks Shopping Centre	✓	
11 Merrywalks Shopping Centre	✓	N/A
16 Merrywalks Shopping Centre		✓
17 Merrywalks Shopping Centre	✓	✓
18 Merrywalks Shopping Centre	✓	✓
19 Merrywalks Shopping Centre		✓
20 Merrywalks Shopping Centre	✓	✓
eastern portion of 1 Nelson Street		✓
21 Nelson Street	✓	✓
25 Nelson Street		✓
38 Nelson Street	✓	✓

Address	Ground Floor	First Floor
1-2 Russell Street	√	√
4 Russell Street	√	√
5 Russell Street	√	
7a Russell Street	√	√
11-12 Russell Street		√
17 Russell Street	√	√
18-19 Russell Street	√	√
21-23 Russell Street	√	
1 Swan Lane	√	√
2 Swan Lane	√	√
3 Threadneedle Street	√	√
5 Threadneedle Street	√	√
7 Threadneedle Street		√
12 Threadneedle Street		√
3-5 Union Street	√	

KEY:		Retail
		Business
		Residential/Other

- 3.2 'Retail' and 'Business' vacancies are almost equal in their representation amongst the total number of vacant units identified – 45% and 42% respectively. This is not surprising given the strong representation of these types of land uses in the overall composition of Stroud town centre uses (see Table 3.3). The land use and vacancy mapping indicates that these vacancies tend to fall into two main clusters: the first around the bus station and the Merrywalks Shopping Centre; and the second towards the south of the High Street, along Russell Street and Kendrick Street. In contrast, the main High Street has few incidences of vacant units and in general terms, ground floor vacancy rates are considerably lower than upper floor rates.

Land Uses

- 3.3 Stroud is a busy town offering a good selection of services and facilities to the surrounding communities. Service, comparison retail and office facilities are reasonably evenly represented as a total of all units identified, representing 28%, 23% and 21% of the total, respectively. Convenience units represent only 2% of the total number of units, comprising a mid sized Somerfield store in the Merrywalks shopping centre and a number of independent grocers, butchers, bakers and health food stores. Further provision is made on a larger scale in the form of three

supermarkets on the outskirts of the town – Waitrose; Tesco; and Sainsbury’s – although these are sited outside the defined town centre boundary.

Table 3.2 - Land Uses: Stroud

	Ground Floor (GF)	% of GF units	Upper Floor (UF)	% of UF units	Total units	% of Total Units
Convenience	9	3	3	1	12	2
Comparison	101	32	31	13	132	23
Residential	8	2	43	17	51	9
Offices	62	19	58	23	120	21
Service	101	32	60	24	161	28
Vacant	40	12	55	22	95	17
TOTAL	321	100	250	100	571	100

4. Transport Inventory

PUBLIC TRANSPORT

- 4.1 The public transport inventory for Stroud 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 – Stroud Bus Services

Number	Operator	Route	Frequency
14	Stagecoach in the Cotswolds	Stroud - The Stanleys - Stonehouse - Gloucester	Hourly both ways between 0625 and 2145
14b	Stagecoach in the Cotswolds	Stroud - Gloucester	Sundays only approx every 2 hours
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
23A	Cotswold Experience	Stroud - Miserden - Cheltenham	Thursday 0900 and 1300 (similar times in opp direction)
23B	Cotswold Experience	Stroud - Miserden - Cranham - Stroud Circular	Friday 0900 and 1300 (similar times in opp direction)
242	Beaumont Travel	Arlingham - Stonehouse - Stroud	Friday 0935 returning 1235
25	Cotswold Experience	Stroud - Summer Street - Bisley - Oakridge	Mon - Fri 6 times per day; Sat 2/3 times per day
26	Stagecoach in the Cotswolds	Stroud - Eastcombe - France Lynch - Brownhill	Mon - Sat, hourly between 0620 and 1840
27	Cotswold Experience	Stroud - The Bourne - Bowbridge - Stroud	Tue, Wed, Thu, Fri once per day between 1000 and 1240
30	Cotswold Experience	Stroud - Randwick - Ruscombe - Stroud	Mon - Fri every 2-3 hours 0750 to 1740 - Saturday 3 times per day 0845 to 1415
35	Ebley Coach Services	Dursley - Nympsfield - Stroud	Mon-Fri (2x per day) 1x return journey
36 (8/8a)	Stagecoach in the Cotswolds	Stroud - Kingscourt	Mon-Sat hourly return journeys 0810-1815
37	Stagecoach in the Cotswolds	Stroud - Cashes Green - Stroud	Mon-Sat 0700-1820 every 15 mins
40	Stagecoach in the Cotswolds	Stroud - Nailsworth - Wotton-Under-Edge	Mon-Sat 08.25-17.25 every 2 hours

Number	Operator	Route	Frequency
46	Stagecoach in the Cotswolds	Cheltenham – Brockworth – Stroud – Nailsworth – Forest Green	Mon-Sat hourly
54	Stagecoach in the Cotswolds	Stroud – Chalford – Cirencester	Mon-Sat hourly
67	Cotswold Experience	Stroud to Woodchester	2 trips per day
628	Stagecoach in the Cotswolds	Stroud - Nailsworth - Yate - Bath	Mon-Sat approx hourly
8	Stagecoach in the Cotswolds	Stroud - Mason Road / Uplands	Mon-Sat hourly 0740-1740
8a	Stagecoach in the Cotswolds	Stroud - Mason Road / Uplands	Mon-Fri hourly 0810-1815, Sat 1010-1410
92	Stagecoach in the Cotswolds	Gloucester - Stroud - Brimscombe - Minchinhampton - Tetbury	Mon- Fri hourly (0625-1905) Sat hourly (0710-1905)
92a	Stagecoach in the Cotswolds	Gloucester - Stroud - Brimscombe - Amberley - Minchinhampton	Mon - Sat, hourly between 0620 and 1840
93	Stagecoach in the Cotswolds	Gloucester - Stroud - Nailsworth - Forest Green	Mon-Sat every 30-40 mins from 0540 to 2010

NB: These bus services were correct at the time of the survey work, but have since been altered to provide an improved level of service.

- 4.2 As the main centre serving the district, Stroud has a number of bus routes covering a wide area, most of which operate out of the Stagecoach owned Stroud Valleys Bus Station adjacent to the Merrywalks shopping centre. Stagecoach in the Cotswolds is the predominant operator with services to Gloucester, Bath and Cheltenham, as well as services catering for local settlements (such as Nailsworth, Dursley and Wotton-under-Edge). Cotswold Experience also offer a number of services almost exclusively covering nearby settlements, although these are not as regular as most operated by Stagecoach (and offer less services throughout the day than those offered by Stagecoach).
- 4.3 Most services finish in the early evening with the latest service (14 to Gloucester) leaving Stroud Bus Station at 2145 and returning at 2245. The majority of vehicles used for the local services are minibuses with around 35 seats, although double-deckers are still used for longer journeys.
- 4.4 Virtually all Stroud services operate via the Bus Station, which is poor aesthetically and, although it offers shelter, there is no seating, no low floor access, limited timetable information and poor lighting at night. There are a few further bus stops located in and in close proximity to the town centre, with a series of request stops along Cornhill/Parliament Street covering services 19, 23, 25, 27, 30 and 67 in both directions. There are no shelters at any of these stops and only timetable information at one (which includes a speaking information point). There are further request stops on Ryeleaze Road for the 8 and 8a town services, as well as along Russell Street for the no.67, which runs only twice per day.

- 4.5 Although services in Stroud are fair, facilities are very poor. There are few stops to the south of the town, forcing passengers to start their journeys at the bus station which is difficult to access and unpleasant to wait in. There is no real time information or low floor access, which are features that are becoming standard throughout the UK.
- 4.6 *It should be noted that since the completion of the survey work, new timetables have been issued (20.01.04). The implications of changes to the overall level of provision are summarised in the Appendix of this report.*

Taxi Facilities

- 4.7 There is a large taxi rank outside Woolworths on Rowcroft. There are ten spaces for taxis at this location, including a taxi only queuing area along Rowcroft Retreat with space for six vehicles. There are a further four taxi spaces adjacent to the station and space for three or four taxis on the London Road rank, outside the cinema.

Rail Facilities.

- 4.8 There are mainline rail services at Stroud Rail Station to the south-west of the town centre with regular departures to Cheltenham, Gloucester and London Paddington. The station is managed by Wessex Trains and facilities are standard with a seating area and manned ticket office during busy periods. There are no public transport interchange facilities currently operating at the station.

VEHICULAR ACCESS

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

Routes

- 4.10 A number of main routes serve Stroud. The A46 provides the main routes in from the north (Cheltenham) and south (Bath), whilst the A419 provides linkage from the east (Cirencester) and west (M5). Other routes serving Stroud include the B4066 from the south west (Dursley), the B4070 from the north-east (Little Witcombe) and the B4008 (M5 jct12). Junction 12 of the M5 is 4.45 miles away.
- 4.11 Routes around the town centre are concentrated to the eastern side with the A46 Merrywalks and the A419 Doctor Newton Way as primary distributor roads for the town centre. London Road and Cornhill act as the secondary town centre distributor roads to the South, and the B4070 Slad Road provides access from the North West.

Access Restrictions and Traffic Orders

- 4.12 There are a number of access restrictions in and around Stroud town centre, which is partially pedestrianised and also has areas of pedestrian priority. Streets allocated as Pedestrian Priority Zones (i.e. – loading only) include: High Street; Kendrick Street; Bedford Street (around the Subscription Rooms), Shambles, Union Street; John Street; Swan Street; and Threadneedle Street.

- 4.13 King Street is pedestrianised for most of the day with no vehicles allowed except for loading before 9am and after 5pm, however in practice the street tends to have the feel of pedestrian priority throughout the evenings as well. This is enforced with a barrier at the junction with High Street. When loading is allowed, a one-way system is in place with vehicles directed from Gloucester Street down to the junction with George Street.
- 4.14 All vehicles are banned from High Street between 2pm and 6pm, whilst loading is allowed by lorries between midnight and 2pm, and between 6pm and midnight Monday to Friday. A one-way system for service vehicles is in place, which directs them from Gloucester Street and around to Kendrick Street. The lower end of High Street (past the junction with Kendrick Street) is two-way and loading is not permitted between 9am and 5pm on Saturdays and Sundays. There is a turning area at the bottom of the High Street for delivery vehicles.
- 4.15 The lower end of Kendrick Street is two-way for access although it is designated for loading only. This appears to be frequently breached. A one-way gyratory exists for delivery vehicles encompassing Threadneedle Street, Union Street and John Street which is covered by the above order. The Shambles, Swan Street and the lower end of Union Street are all pedestrian only, although can be used to access properties for deliveries.
- 4.16 A one-way system is in place along Gloucester Street and Lansdown providing access to the northern part of the town centre for any vehicles. London Road is one-way from its roundabout with Cornhill and a gyratory exists encompassing Rowcroft (from its junction with Russell Street), George Street and Russell Street (from its junction with London Road). Rowcroft Retreat is designated as Taxis and Pedestrians only from the Merrywalks service area and a one-way system operates for these taxis.

On-Street Parking

- 4.17 There is a limited supply of on-street parking around Stroud town centre, all of which is restricted by traffic orders. There are approximately 10 spaces along Gloucester Street on the western side. This is covered by a No-Waiting zone between 7.30 am and 8.30pm. However, between 9am and 4.30pm parking is permitted, restricted to a 30 minute wait, with no return within 30 minutes. This order is in place Monday to Saturday.
- 4.18 On-street parking is also available along Lansdown with approximately 10 spaces where a 2 hour wait is permitted with no return within 2 hours of leaving. There are five disabled spaces along Lansdown.
- 4.19 There is further on-street parking along George Street (approximately eight spaces), London Road (approximately eight spaces), Russell Street (approximately four spaces) and the approach to the station (approximately eight spaces). These are all covered by orders imposing a restriction of 30 minutes waiting time, with no return within 30 minutes between 8am and 6.30pm.

Off-Street Parking

- 4.20 There are a number of private and public off-street car parks open to the public. Their facilities and charges are summarised in Table 4.2 overleaf.

Table 4.2 -- Designated Public Car Parks in Stroud

Car Park	Type	Charges
<i>Public</i>		
Church Street	Short Stay - surface	40p up to 1 hour 70p up to 2 hours
London Road Surface/Multi-Storey Levels 1 and 1a	Long Stay - surface / Multi-storey	40p up to 1 hour 70p up to 2 hours 90p up to 3 hours £1.50 up to 4 hours £2.00 over 4 hours
London Road Multi-Storey Levels 2 to 5a	Short Stay - Multi-storey	40p up to 1 hour 70p up to 2 hours 90p up to 3 hours
Merrywalks North and South	Short Stay – surface	40p up to 1 hour 70p up to 2 hours 90p up to 3 hours
Parliament Street	Long Stay - surface	40p up to 1 hour 70p up to 2 hours 90p up to 3 hours £1.50 up to 4 hours £2.00 over 4 hours
Cheapside	Long Stay – surface	40p up to 1 hour 70p up to 2 hours 90p up to 3 hours £1.50 up to 4 hours £2.00 over 4 hours
<i>Private</i>		
NCP Merrywalks	Long Stay - Multi-storey	80p up to 1 hour £1.40 up to 2 hours £1.80 up to 4 hours £2.60 up to 6 hours £3.00 up to 24 hours

- 4.21 As well as the above car parks intended for predominantly town centre customers and workers, there is additional parking by the station for rail users, including a private car park offering week long stays.
- 4.22 A number of employers provide private parking for their staff including: Stroud and Swindon who have multi-storey parking; offices on Rowcroft have rear parking accessible from Merrywalks; the Police and Magistrates Courts both provide staff parking and there is a large private car park, accessed through the Church Street car park for premises on the High Street.

Parking Orders and Restrictions

- 4.23 Most of the routes around the town centre are designated as “No-Waiting at Anytime”. This includes the entire length of Cornhill/Parliament Street and Merrywalks, most of: Church Street; London Road and Russell Street; Rowcroft; George Street; Bedford Street; Kendrick Street; and sections of Gloucester Street and Lansdown.
- 4.24 Limited waiting restrictions are in place on the entire length of Bath Street, a small section of Lansdown, Nelson Street and Fawkes Place, all of which have “No-Waiting” between 8am and 6.30pm.
- 4.25 Illegal parking was observed on Fawkes Place, Bedford Street, Kendrick Street, Rowcroft and Lansdown.

Servicing

- 4.26 There are dedicated servicing areas for the Merrywalks shopping centre on Rowcroft Retreat and at the end of Bath Street. There is a service yard for the High Street and Somerfield Store on Union Street accessed from Cornhill and the rear servicing of High Street and Kings Street is accessible from Fawkes Place. There is a loading bay on the southern side of Rowcroft opposite Woolworth’s. Most other deliveries are carried out on-street, with the pedestrian restrictions preventing them at the times. Kings Street is the only street where deliveries are not allowed for most of the day.

PEDESTRIAN AND CYCLIST ANALYSIS

- 4.27 Pedestrian and cyclist provision in Stroud town centre is shown 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

- 4.28 Stroud town centre is generally very accessible for able bodied pedestrians with a good level of permeability throughout the town, although the topography renders movement for the mobility impaired somewhat slow and difficult in places.
- 4.29 The walkover survey highlighted a number of pedestrian cut-throughs and linkages from the main car parks via crossing facilities at what appear to be the main desire lines. It has however been noted that there are some locations where dropped kerbs are offset and could benefit from re-alignment to improve permeability, for example those at Sims Clock.
- 4.30 The pedestrian area is generally uncluttered and the paving level, although there is a steep incline along High Street.
- 4.31 Pedestrian access to the bus station is adequate, although there is a need for improvement in terms of environmental quality and signage. The train station also requires improvement in terms of pedestrian access, although complete redevelopment of the site is planned.

Facilities and Signage

- 4.32 There are a number of well placed crossing facilities in Stroud located on main access routes into the town centre. The zebra crossing on Cornhill serves pedestrians entering from the Parliament Street Car Park, the pelican crossing on London Road serves the London Road car parks, the pelican crossing on Russell Street serves the rail station and the pelican crossing at the top of Gloucester Street serves pedestrians entering from the north of the town.
- 4.33 There is a large footbridge crossing Merrywalks, which would perhaps be more appropriately replaced with a modern surface crossing.
- 4.34 There is an adequate level of signage and interpretation around the town, although this is predominantly concentrated to the west of the centre. The tourist information centre in the Town Hall is well placed but would benefit from additional signage.

Facilities for the Mobility Impaired

- 4.35 Tactile paving is used throughout the town at several drop kerbs and all pelican/zebra crossings. There are still a number of drop kerbs that would benefit from tactile paving, particularly in front of the Town Hall.
- 4.36 Unlike centres of similar sizes, there is no Shopmobility scheme operating in Stroud.

Cycling Accessibility

- 4.37 There are a number of cycle racks and informal opportunities for securing cycles in the town (i.e. – railings), sited in the following locations:
- ◆ Post Office, Russell Street (2);
 - ◆ King Street Parade (at the entrance to Merrywalks);
 - ◆ Outside Shoe Zone on King Street Parade (1);
 - ◆ King Street (3);
 - ◆ At the foot of the High Street (1);
 - ◆ Top of the High Street (2);
 - ◆ Sims Clock (2);
 - ◆ Outside Dixons, High Street (2);
 - ◆ Outside pet food shop, Kendrick Street (2);
 - ◆ Outside 9 St John Street (2);
 - ◆ Outside the Library on Lansdown; and
 - ◆ Outside London Hotel, London Road.
- 4.38 There are no apparent cycle lanes or paths in central Stroud for regular cycle users although the Stroud Valleys Pedestrian/Cycle Trail has a link from Dudbridge to Stroud Rail Station.

5. Shopper Surveys

- 5.1 Shopper surveys were undertaken in the centre of Stroud on Tuesday 25th, Wednesday 26th, Thursday 27th and Saturday 29th November and on Monday 1st 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 weekdays and Saturdays in October/November/December until respondent quotas were achieved.
- 5.2 This section presents a selection of the Stroud 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 25 th November	52	30%
Wednesday 26 th November	26	15%
Thursday 27 th November	25	14%
Saturday 29 th November	23	13%
Monday 1 st December	26	14%
Saturday 6 th December	26	14%
TOTAL	178	100

Table 5.2 – Time of Surveys

Time	No. of Surveys	% of all Surveys
9am – 12pm	59	33.1%
12pm – 2pm	56	31.5%
2pm – 5pm	63	35.4%
TOTAL	178	100

Figure 5.1 – Percentage of Respondents that Work in Local Area

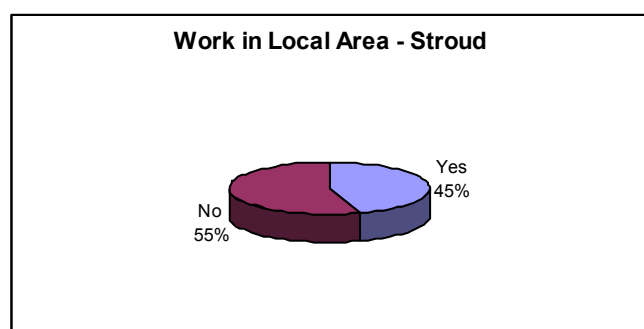


Table 5.3 – Percentage of Respondents that Work in the Local Area

	No. of Surveys	% fo all Surveys
Work in Local Area	80	44.9%
Do not work in Local Area	98	55.1%

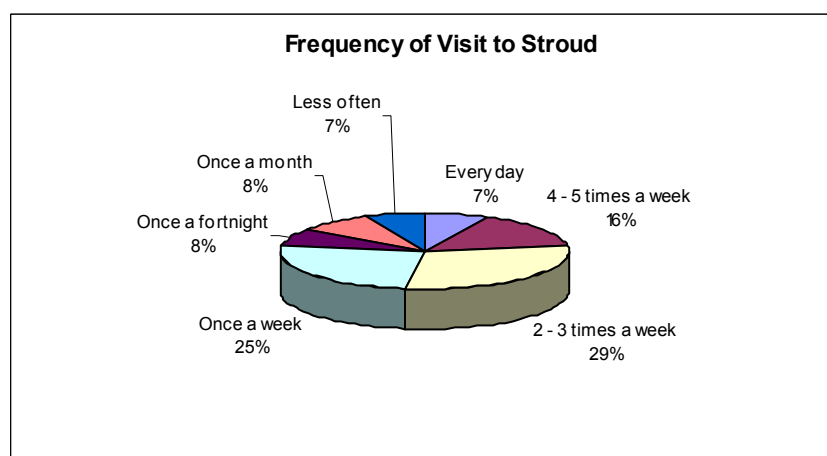
5.3 The breakdown of work locations for those respondents stating that they worked in the local area is as follows:

◆ Stroud	57.5% (46 respondents)
◆ Stonehouse	8.8% (7 respondents)
◆ Dursley	5% (4 respondents)
◆ Nailsworth	6.3% (5 respondents)
◆ Wotton Under Edge	1.3% (1 respondent)
◆ Berkeley	1.3% (1 respondent)
◆ Minchinhampton	8.8% (7 respondents)
◆ Travel around	1.3% (1 respondent)
◆ Gloucester	2.5% (2 respondents)
◆ Slimbridge	1.3% (1 respondent)
◆ Miserden	1.3% (1 respondent)
◆ Eastcombe	1.3% (1 respondent)
◆ Avening	1.3% (1 respondent)
◆ Lypiatt	1.3% (1 respondent)
◆ Brimstone	1.3% (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 Stroud

	No. of Surveys	% of all Respondents
every day	13	7.3%
4-5 times a week	28	15.7%
2-3 times a week	52	29.2%
once a week	44	24.7%
once a fortnight	14	7.9%
once a month	15	8.4%
less often	12	6.7%

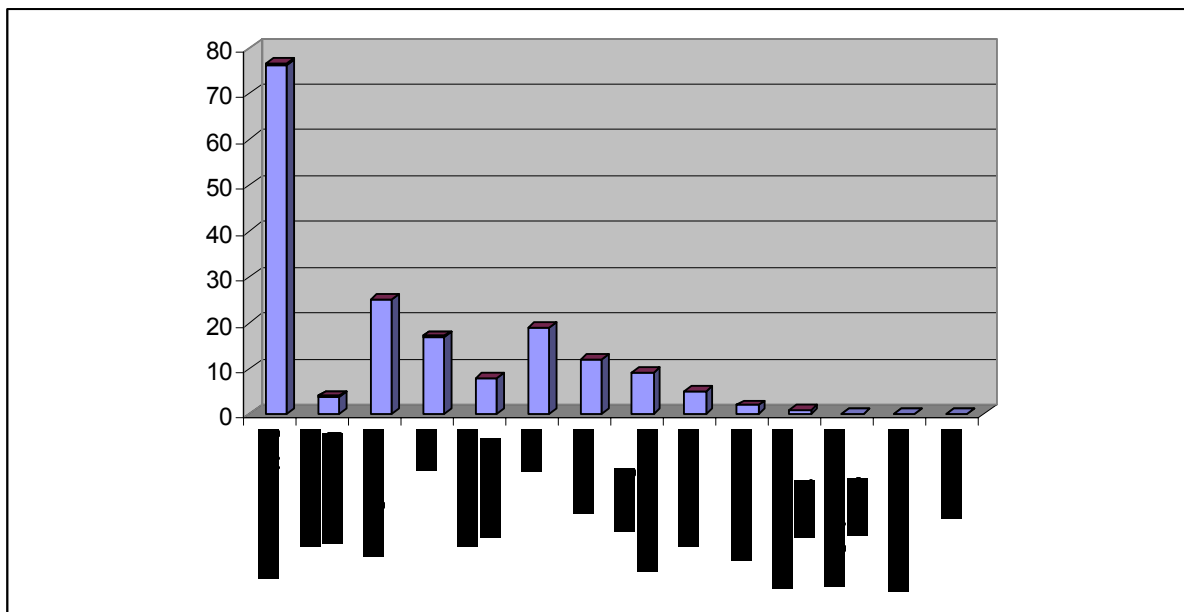
Figure 5.2 – Frequency of Visits to Stroud

- 5.5 It is apparent from Figures 5.1 and 5.2 that even though just over half of respondents (55%) worked in the local area, only 23% surveyed visited the town either daily (7%) or 4-5 times each week (16%). However, a further 29% 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, serves as a local service centre.

Table 5.5 – Purpose of Visit to Stroud

	No. of Surveys	% of all Surveys
Non-food shopping	76	42.7%
Food Shopping (Supermarket)	4	2.2%
Visiting Services	25	14.0%
Work	17	9.6%
Food Shopping (other store)	8	4.5%
Other	19	10.7%
Healthcare	12	6.7%
Meeting Friends/Socialising	9	5.1%
School/College	5	2.8%
Specialist Stores	2	1.1%
Visiting Places to Eat or Drink	1	0.6%
Using a Professional Service	0	0.0%
Sport/Gym/Swimming	0	0.0%
Sightseeing	0	0.0%

Figure 5.3 – Purpose of Visit to Stroud



5.6 Figure 5.3 illustrates that Stroud's primary role is as a shopping location, with over two fifths of respondents (42.7%) citing the main purpose of their trip as non-food shopping.

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)	15.7% (28 respondents)
◆ food shopping (other store)	16.9% (30 respondents)
◆ non food shopping	28.7% (51 respondents)
◆ specialist stores	4.5% (8 respondents)
◆ visiting services	23.6% (42 respondents)
◆ visiting places to eat or drink	7.9% (14 respondents)
◆ meeting friends/socialising	5.6% (10 respondents)
◆ work	1.7% (3 respondents)
◆ school/college	3.4% (6 respondents)
◆ sightseeing	0.6% (1 respondents)
◆ visiting the Council offices	0.6% (1 respondents)
◆ using a Professional Service	1.1% (2 respondents)
◆ healthcare	6.7% (12 respondents)
◆ sport/gym/swimming	0.6% (1 respondents)
◆ other	9.6% (17 respondents)

This highlights a similar purpose for visiting the town as that cited as the *main* purpose – non-food shopping (28.7%), although visiting services also featured prominently as an 'other' reason, being cited by almost a quarter of respondents

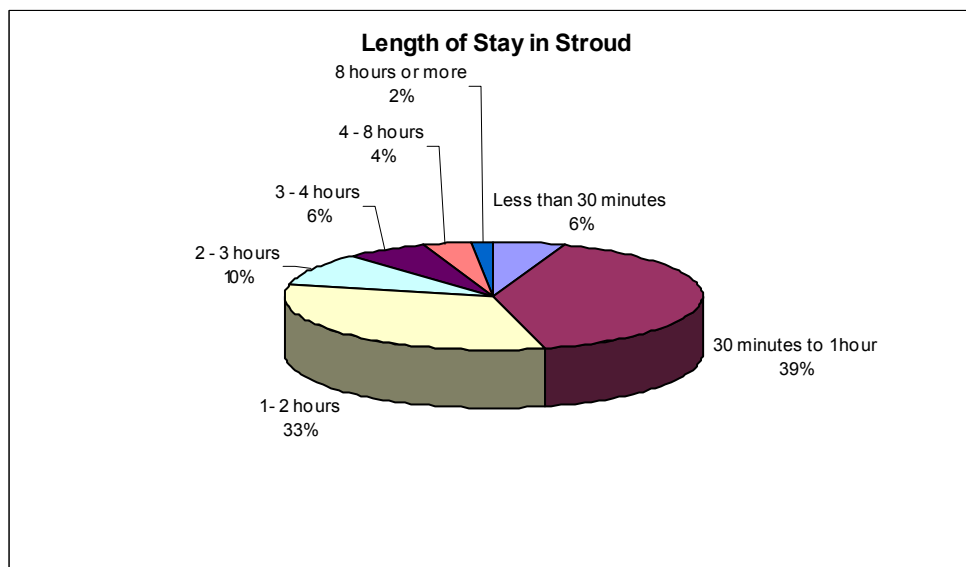
(23.6%). However, it also highlights that a significant number (at least 28.7%) of respondents use the town for multi-purpose or ‘linked’ trips. This is an important element of promoting vitality as it can potentially increase the amount of time a person spends in the town, thus increasing movements through the town.

Table 5.6 – Time Spent in the Town: Stroud

	No. of Surveys	% of all Surveys
less than 30 minutes	10	5.6%
30 minutes – 1 hour	72	40.4%
1 – 2 hours	58	32.6%
2 – 3 hours	17	9.6%
3 – 4 hours	11	6.2%
4 – 8 hours	7	3.9%
8 hours or more	3	1.7%

5.8 As detailed in Table 5.6 and illustrated in Figure 5.4, the majority (73%) of those surveyed intended to spend between 30 minutes and 2 hours in the town, with only 5.6% stating that they would stay less than 30 minutes. A further 5.6% stated that they would be in the town for 4 hours or more – this is likely to be a reflection of the employment function.

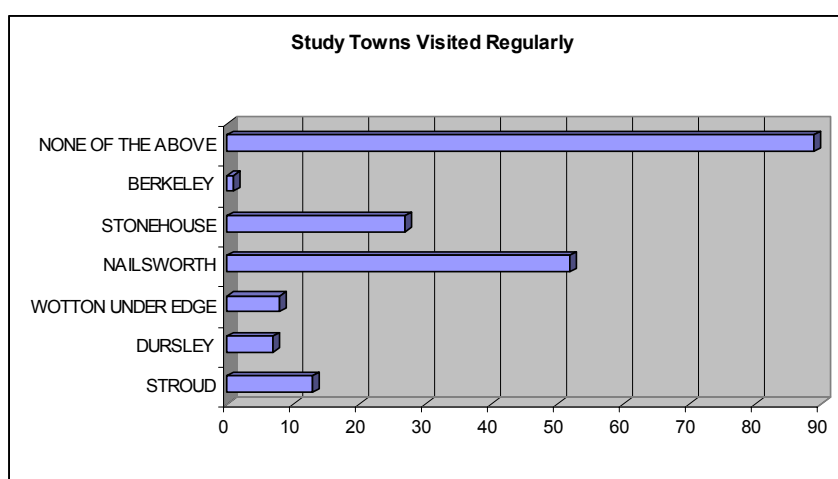
Figure 5.4 – Time Spent in Stroud



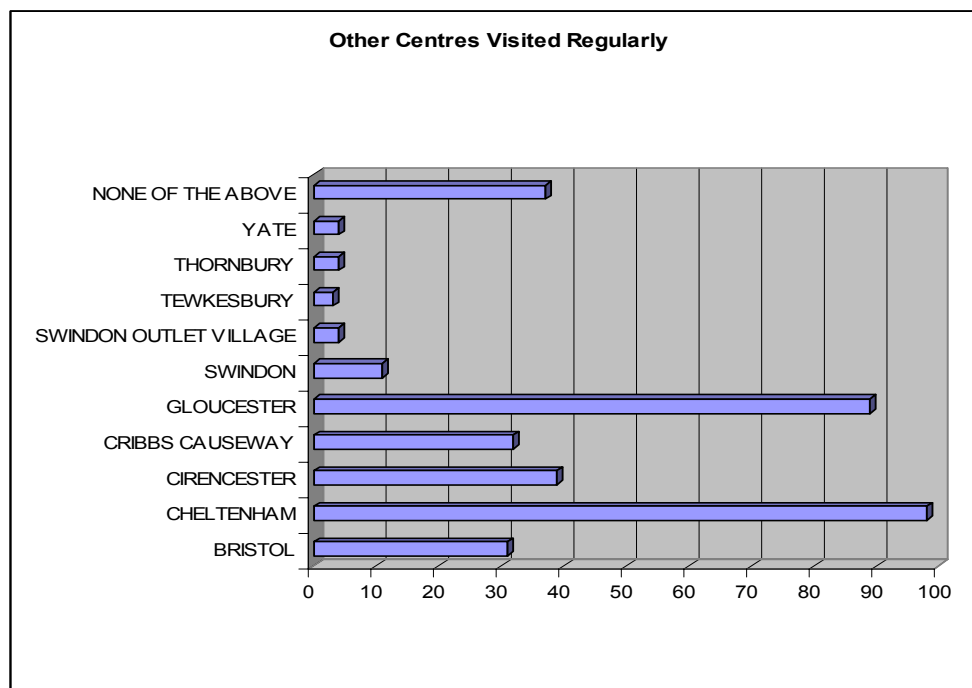
5.9 Respondents were requested to indicate and detail whether there were any other towns both within and outside the Study Area that they visited on a regular basis. The results of these questions are provided in Tables 5.7 and 5.8 and illustrated in Figures 5.5 and 5.6. It should be noted that respondents 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	13	7.3%
Dursley	7	3.9%
Wotton-under-Edge	8	4.5%
Nailsworth	52	29.2%
Stonehouse	27	15.2%
Berkeley	1	0.6%
None of the above	89	50.0%

**Figure 5.5 – Study Towns Visited Regularly****Table 5.8 – Other Centres Visited Regularly**

Centre	No. of Surveys	% of all Surveys
Bristol	31	17.4%
Cheltenham	98	55.1%
Cirencester	39	21.9%
Cribbs Causeway	32	18.0%
Gloucester	89	50.0%
Swindon	11	6.2%
Swindon Outlet Village	4	2.2%
Tewkesbury	3	1.7%
Thornbury	4	2.2%
Yate	4	2.2%
None of the Above	37	20.8%

Figure 5.6 – Other Centres Visited Regularly

5.10 It is apparent from Figure 5.5 that a significant proportion of all respondents regularly visit town centres outside the Stroud District. Amongst this proportion, Cheltenham and Gloucester were the most popular destinations, with well over half of respondents (55.1% and 50% respectively) visiting regularly. Cirencester, Cribbs Causeway and Bristol were also quite popular destinations, accounting for 21.9%, 18% and 17.4% respectively. Approximately one fifth of respondents (20.8%) were regular visitors to other centres not listed within the survey.

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 42.7% (38 respondents)
- ◆ convenient to work 14.6% (13 respondents)
- ◆ good range of food shops 12.4% (11 respondents)
- ◆ specialist shops 18% (16 respondents)
- ◆ good range of non food shops 20.2% (18 respondents)
- ◆ good range of services 2.2% (2 respondents)
- ◆ good range of places to eat and drink 1.1% (1 respondent)
- ◆ easy to get to by public transport 9% (8 respondents)
- ◆ easy to get to by car 24.7% (22 respondents)

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

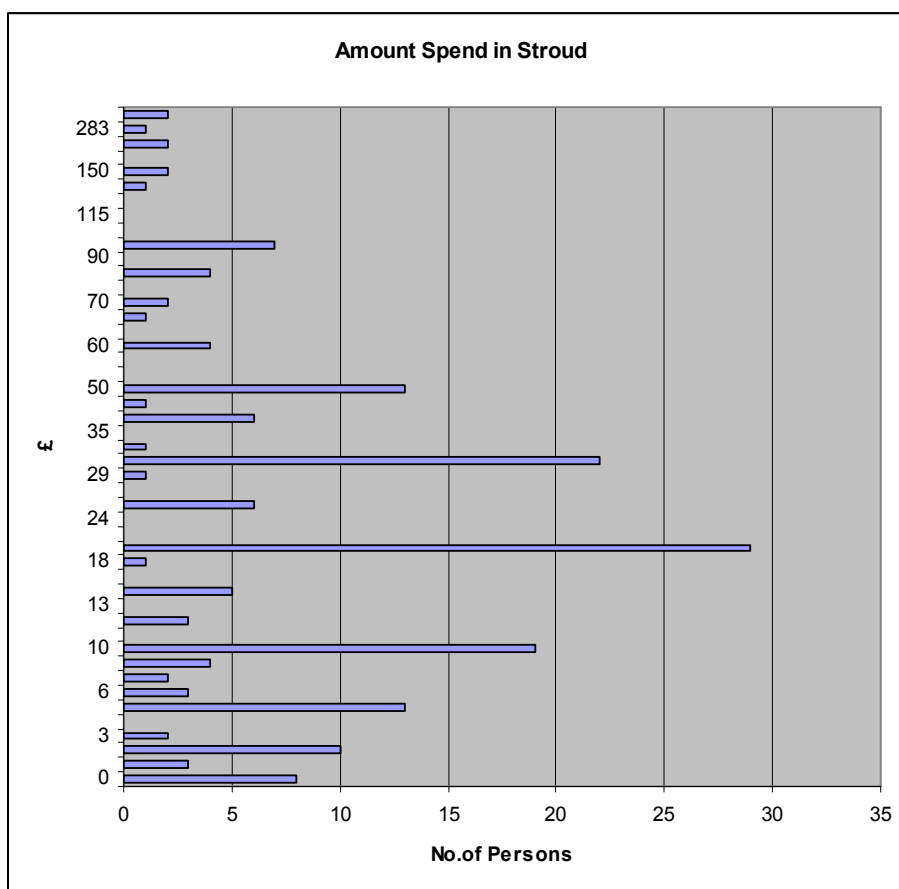
- ◆ convenient to home 5% (7 respondents)
- ◆ convenient to work 7.8% (11 respondents)

◆ good range of food shops	12.8% (18 respondents)
◆ specialist shops	56% (79 respondents)
◆ good range of non food shops	77.3% (109 respondents)
◆ good range of services	2.8% (4 respondents)
◆ good range of places to eat and drink	20.6% (29 respondents)
◆ easy to get to by public transport	17.7% (25 respondents)
◆ easy to get to by car	46.1% (65 respondents)

5.12 It is interesting to note that over two fifths of respondents (42.7%) visiting other centres within the district cited convenience to home as a major factor. In addition to this, almost a quarter of respondents cited ease of access by car (24.7%), whilst a fifth cited a good range of non-food shops (20.2%) as other reasons for visiting other centres within the District.

5.13 With regard to travelling further afield, the principal reason cited was ‘a good range of non-food shops’, with over three quarters of respondents (77.3%) mentioning this factor and over half of respondents (56%) citing ‘specialist shops’ as an attraction – this is likely to be a reflection of the fact that Cheltenham and Gloucester (the top two alternative destinations) both serve a regional function and therefore house a wide range of both multiple and independent retailers.

Figure 5.7 – Amount Spent in Stroud



- 5.14 Figure 5.7 indicates respondents' estimated spend in the town of Stroud. From this and the information provided previously it is evident that, although the majority of users intended staying in the town for between 30 minutes and 2 hours, quite a high proportion of respondents (35.9%) envisaged spending or had already spent less than ten pounds 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 Stroud. 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	49	27.5	108	60.7	19	10.7	2	1.1
Food Shops	76	42.7	70	39.3	24	13.5	8	4.5
Range of Services	102	57.3	70	39.3	2	1.1	4	2.2
Public Toilets	7	3.9	51	28.7	79	44.4	41	23
Accessibility by Public Transport	11	6.2	92	51.7	22	12.4	53	29.8
Accessibility by Car	52	29.2	101	56.7	15	8.4	10	5.6
Accessibility by Foot/Cycle	48	27	102	57.3	9	5.1	19	10.7
Security/Personal Safety	47	26.4	122	68.5	6	3.4	3	1.7

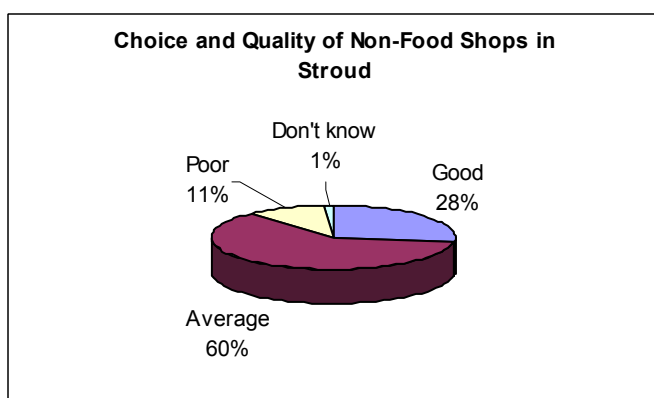


Figure 5.8 – Opinions on Non-food Shops in Stroud

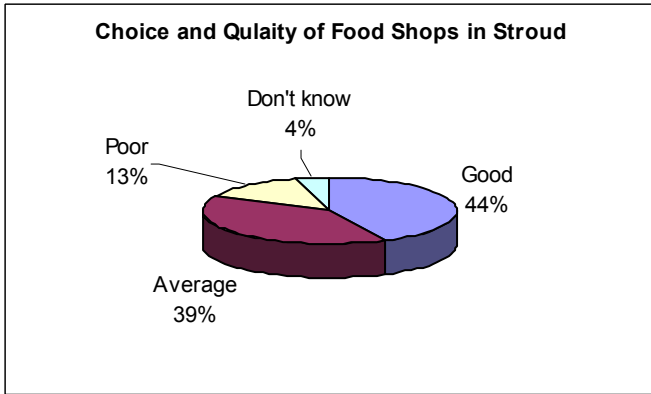


Figure 5.9 – Opinions on Food Shops in Stroud

Figure 5.10 – Range of Services in Stroud

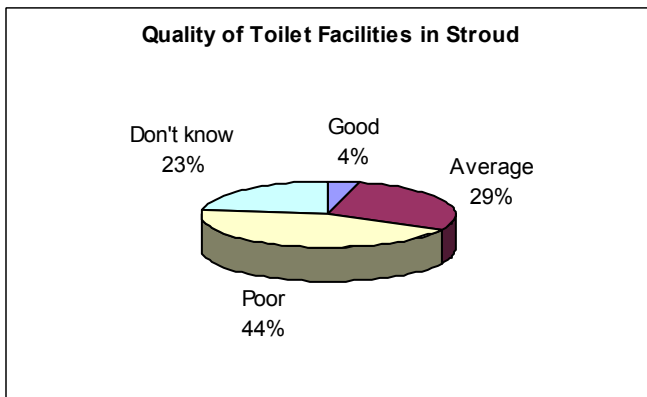
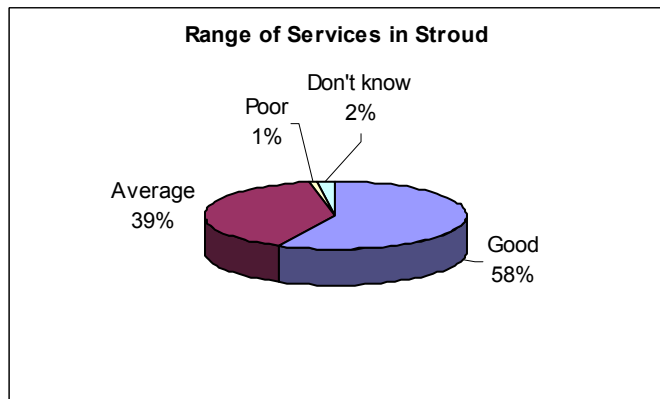
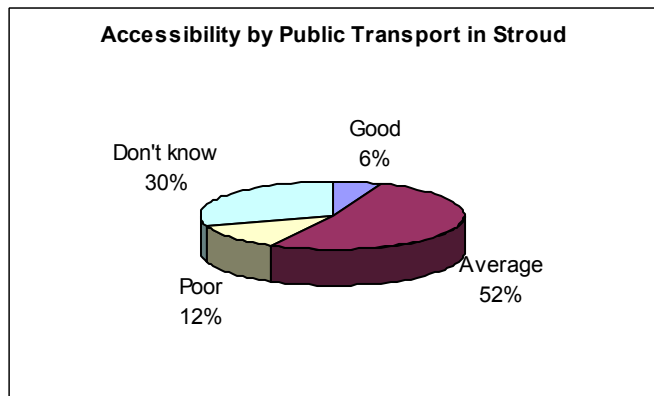


Figure 5.11 – Public Toilets in Stroud

Figure 5.12 – Public Transport Accessibility: Stroud



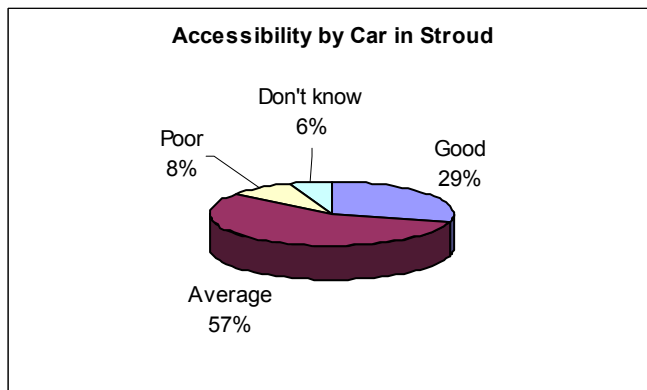


Figure 5.13 – Accessibility by Car: Stroud

Figure 5.14 – Foot/Cycle Accessibility: Stroud

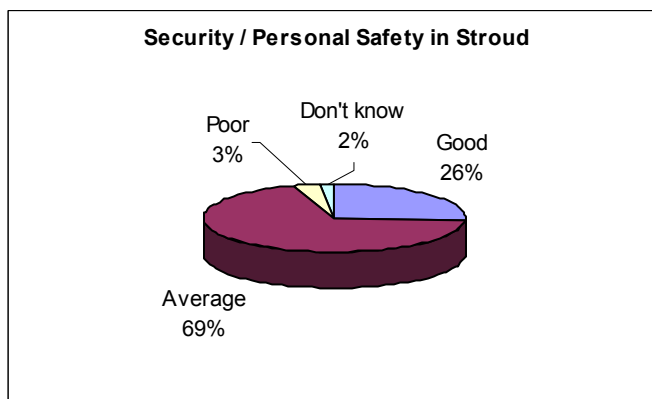
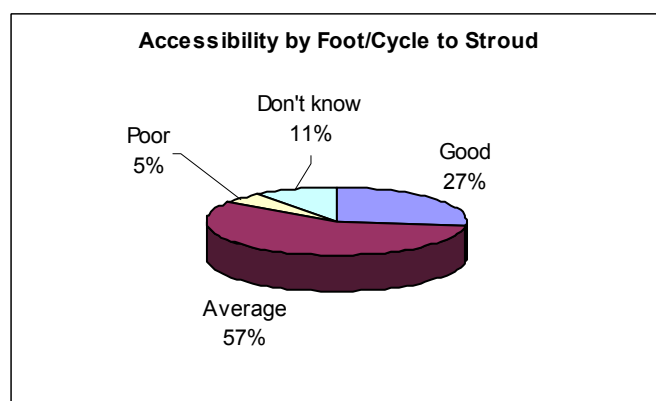
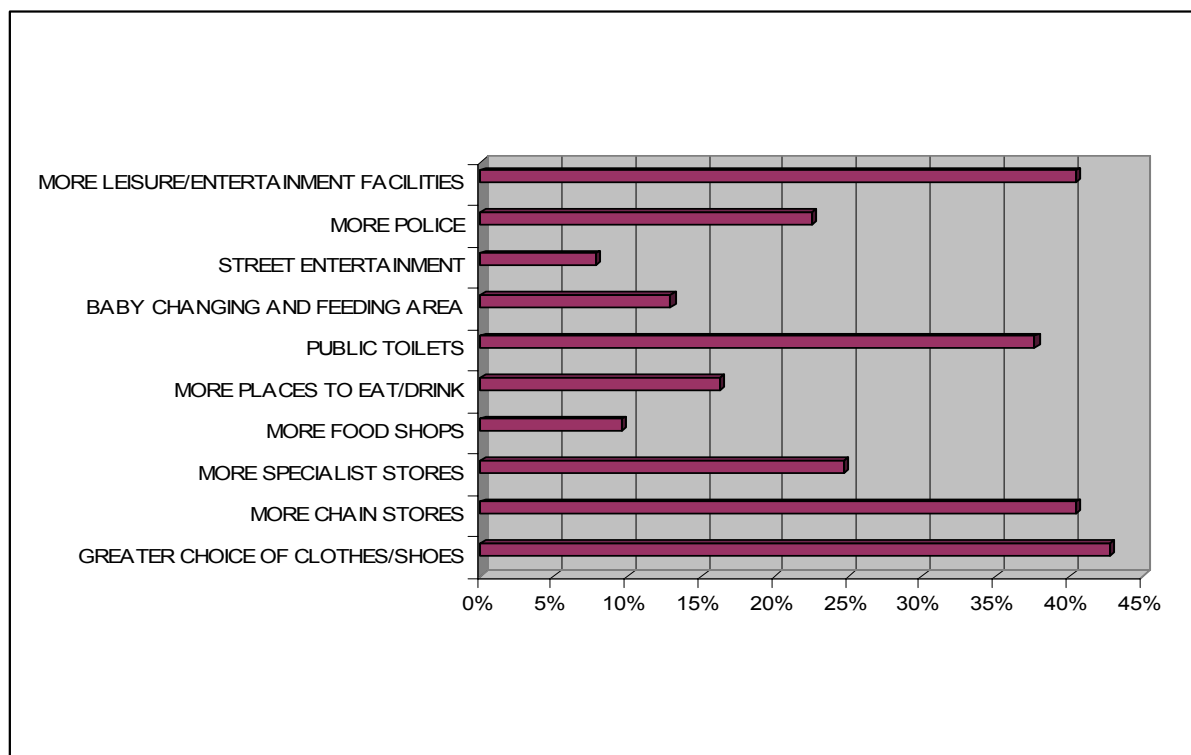


Figure 5.15 – Security/Personal Safety: Stroud

- 5.16 On the whole, respondents’ opinions on the shopping and service elements of the town were favourable. 60.7% felt that the non-food shops in Stroud were average with a further 27.5% rating them as good, totalling 88% overall, which is a vast majority. Over four fifths of respondents rated food shops as average (39.3%) or good (42.7%).
- 5.17 Overall, the range of services on offer in the town were graded good or average by a significant majority of respondents – 57.3% and 39.3% respectively.
- 5.18 The quality of public toilets, which has been highlighted as a major issue through local consultation, was left ungraded by approaching a quarter of respondents (23%) who stated that they simply didn’t know what they were like. However, over two fifths of respondents (44.4%) considered them to be of poor quality.

- 5.19 With regard to the town's accessibility, the vast majority of respondents graded car access as either good (29.2%) or average (56.7%). Public transport also scored relatively well with almost three fifths of respondents grading it as either good (6.2%) or average (51.7%). With regard to foot and cycle access, over 84% of respondents considered it to be good (27%) or average (57.3%) which is a positive sign.
- 5.20 In terms of personal security and safety it is encouraging to note that almost 93% of respondents rated personal safety/security as good (26.4%) or average (68.5%) with less than 4% rating this aspect of the town as poor.

Figure 5.16 – Additional Shops and Services Suggested



- 5.21 Figure 5.16 provides a breakdown of respondents' views pertaining to additional shops and services that they stated they would like to see in Stroud.
- 5.22 In general terms the responses to the questionnaire seem to suggest that interviewees would like to see the quality of the town's offer in terms of comparison shopping and leisure and entertainment facilities somewhat upgraded. Of particular note is the proportion of respondents highlighting a desire for more clothes and/or shoe shops (42.7%), more chain stores (40.4%) and more leisure and entertainment facilities (40.4%). Approximately a quarter of respondents also highlighted a desire to see more specialist shops in the town (24.7%).
- 5.23 In addition to this and, despite the fact that the majority of respondents graded security/safety as either good or average, 22.5% of respondents also stated that they would welcome more police in the town. Improvements to public toilets were also highlighted through the questionnaire responses, with over a third of respondents (37.6%) making reference to the quality of provision.

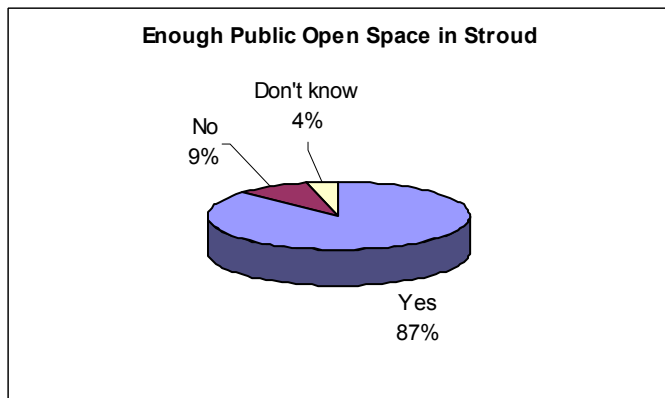
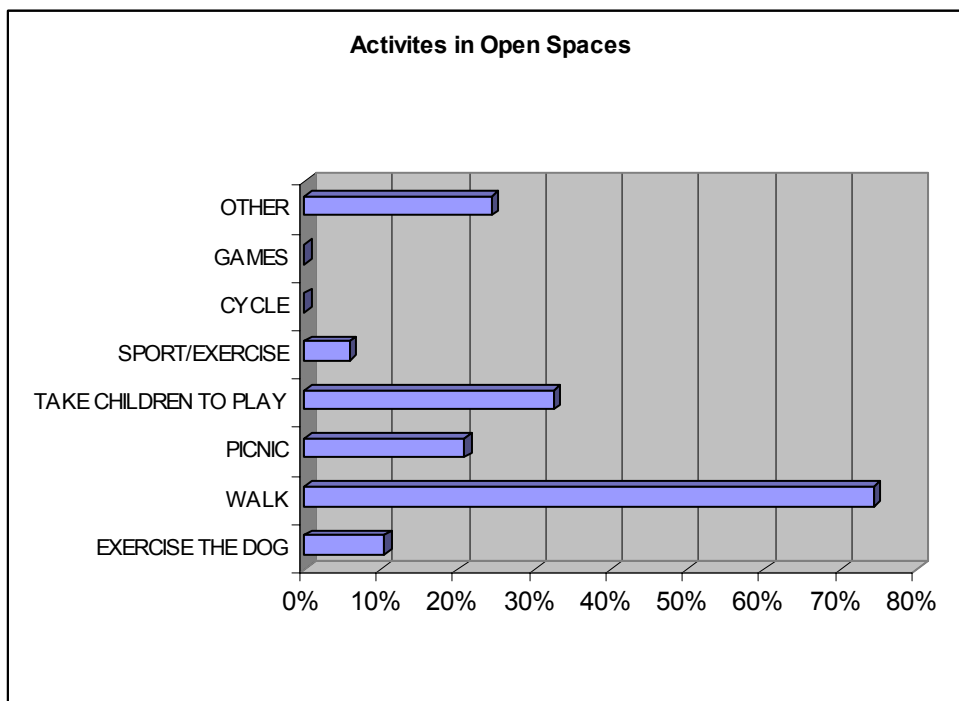


Figure 5.17 – Open Space: Stroud

5.24 With regard to open space in the town, Figure 5.17 clearly indicates that the majority of respondents – 87% - 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.

Figure 5.18 – Activities in Open Spaces



5.25 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	17	9.6	116	65.2	44	24.7	1	0.6
Benches	32	18	126	70.8	13	7.3	7	3.9
Litter Bins	23	12.9	120	67.4	23	12.9	12	6.7
Attractiveness	19	10.7	123	69.1	36	20.2	0	0
CCTV	14	7.9	83	46.6	14	7.9	67	37.6
Signage	24	13.5	107	60.1	18	10.1	29	16.3
Lighting	22	12.4	108	60.7	11	6.2	37	20.8

5.26 Table 5.10 reveals that, in general terms, users consider the town environment to be generally acceptable. However, almost a quarter of respondents rate the cleanliness of Stroud as being poor (24.7%), whilst a fifth (20.2%) regard the overall attractiveness of the town to be poor. The results also suggest that there may be a lack of awareness of CCTV in the town as over a third of respondents (37.6%) stating that they had no opinion on the provision of CCTV.

5.27 When questioned about whether they use the town at night, the majority (64%) said that they did not. Of the remaining 36% 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):

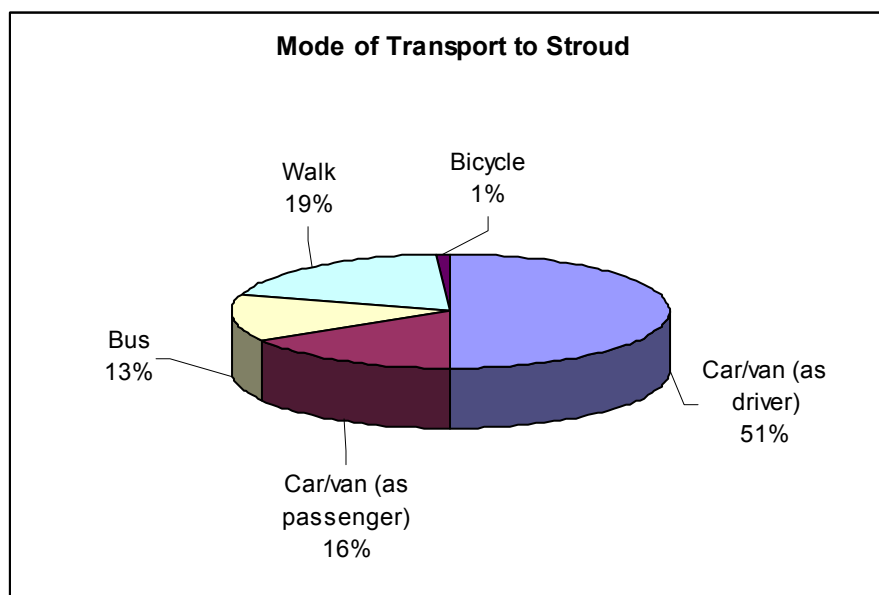
- ◆ socialise 70.3% (45 respondents)
- ◆ visit places to eat/drink 53.1% (34 respondents)
- ◆ visit leisure/entertainment facilities 31.3% (20 respondents)

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

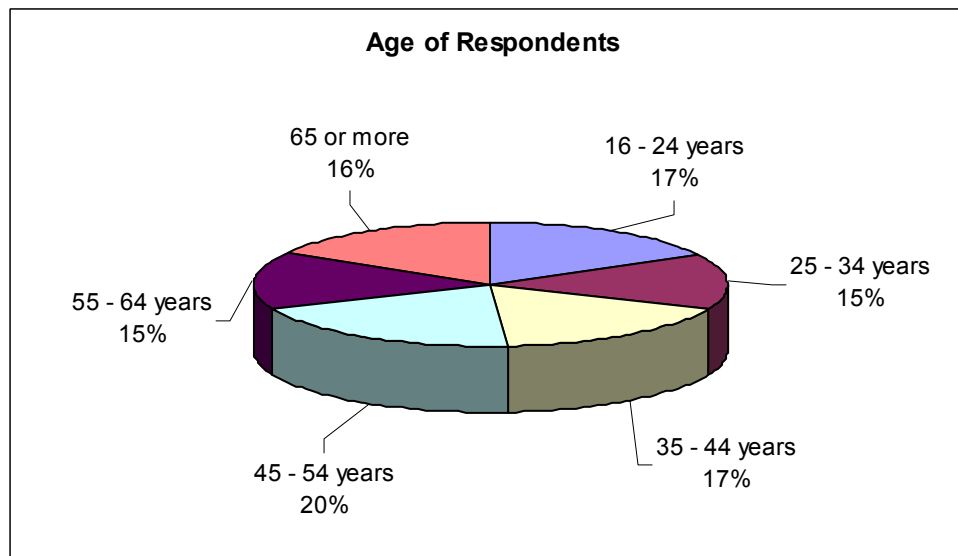
- ◆ feel unsafe 21.1% (24 respondents)
- ◆ there is insufficient leisure and/or entertainment 18.4% (21 respondents)
- ◆ insufficient facilities for age group 18.4% (21 respondents)

Table 5.11 – Mode of Transport to Stroud

Mode	No. of Surveys	% of all Surveys
Car/van (as driver)	89	50.0%
Car/van (as passenger)	29	16.3%
Bus	24	13.5%
Walk	34	19.1%
Train	0	0.0%
Bicycle	2	1.1%
Other	0	0.0%

Figure 5.19 – Mode of Transport to Stroud

- 5.29 Table 5.11 and Figure 5.19 indicate that a significant proportion – approximately two thirds (66.3%) – travelled to the town by car. Almost one fifth of respondents reached Stroud on foot, although only 13% travelled in by bus, which suggests more needs to be done to promote sustainable transport patterns. Only 1% cycled in and no respondents accessed the town centre by train.
- 5.30 Of those car users who would not consider using an alternative mode, 89.1% (59 respondents) cited inconvenience as the reason.
- 5.31 The age and gender profile of respondents should be considered as a possible reflection of some of the results – over three quarters of all respondents were female (76%). The age profile (Figure 5.20) indicates a fairly even split between age groups, with no particular age group over-represented.

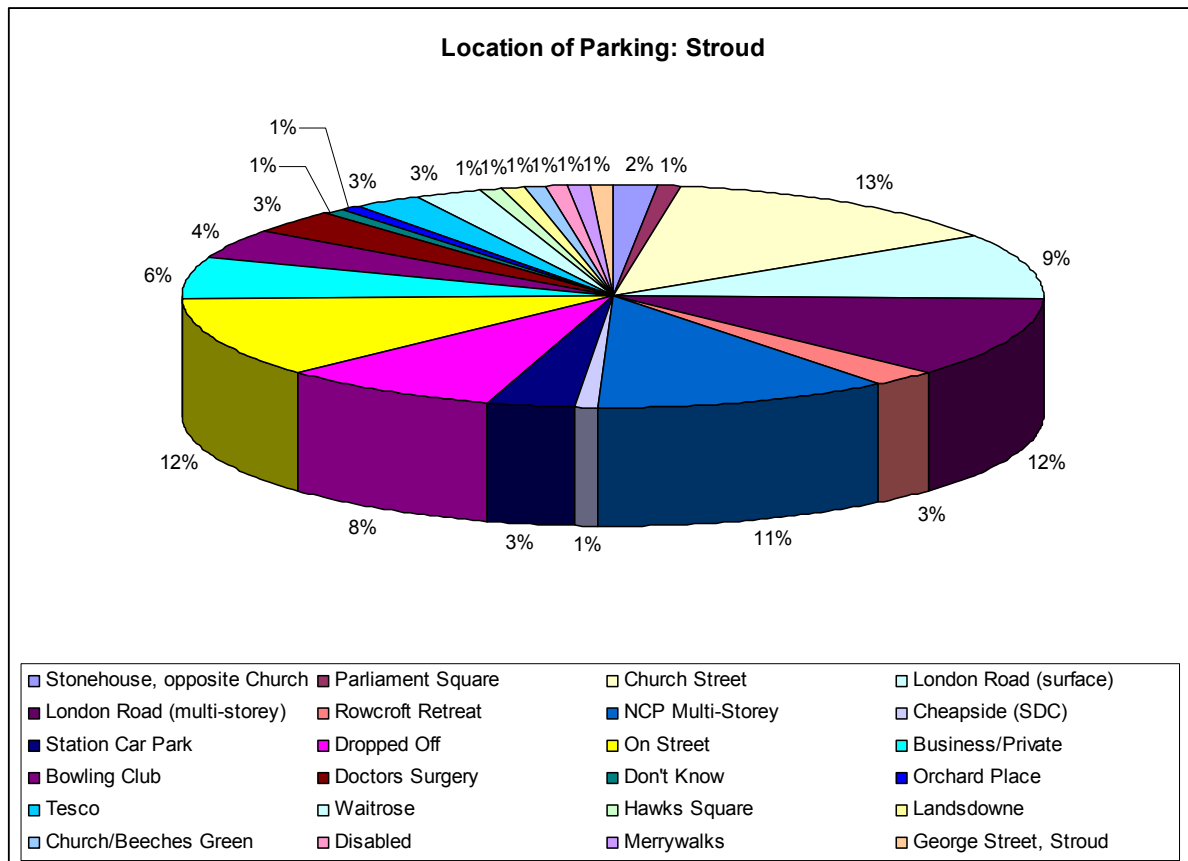
Figure 5.20 – Age of Respondents

5.32 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:

◆ Parliament Square	1 person
◆ Stonehouse, Opposite Church	2 persons
◆ Church Street	16 persons
◆ London Road (surface car park)	11 persons
◆ London Road (multi-storey)	14 persons
◆ Rowcroft Retreat	3 persons
◆ NCP Multi-Storey	13 persons
◆ Cheapside (SDC)	1 person
◆ Station Car Park	4 persons
◆ Dropped Off	10 persons
◆ On Street	14 persons
◆ Business/Private Car Park	7 persons
◆ Bowling Club	5 persons
◆ Doctors Surgery	4 persons
◆ Don't Know	1 person
◆ Orchard Place	1 person
◆ Tesco	3 persons
◆ Waitrose	3 persons
◆ Hawk Square	1 person
◆ Landsdowne	1 person
◆ Church/Beeches Green	1 person

- ◆ Disabled Space 1 person
- ◆ Merrywalks 1 person
- ◆ George Street 1 person

Figure 5.21 – Location of Car Parking: Stroud



5.33 The data indicates that car drivers make use of a wide range of car parking ‘spots’ around the town, although there appears to be four favoured locations:

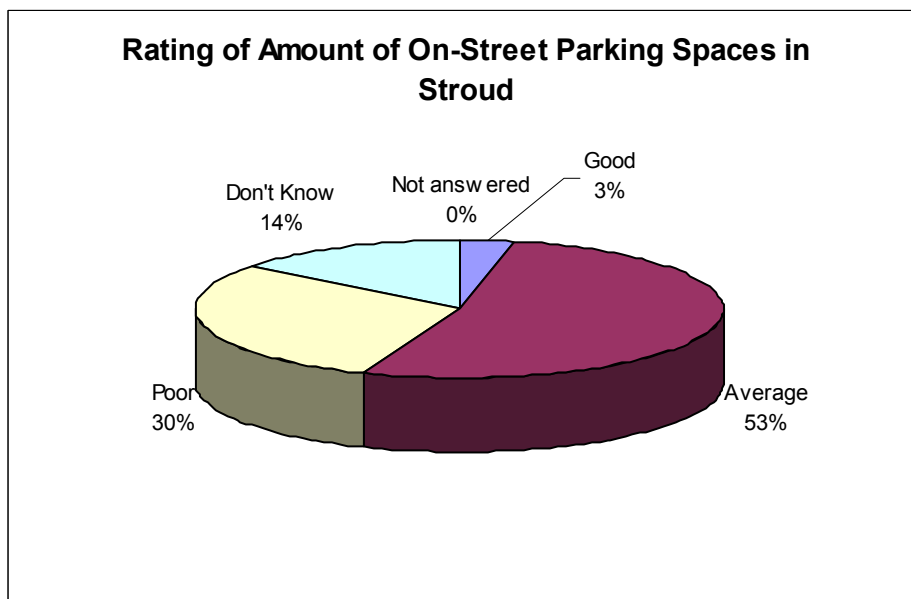
- ◆ Church Street 13.6%
- ◆ London Road (multi-storey) 11.9%
- ◆ On Street 11.9%
- ◆ NCP Multi-Storey 11.0%

It should be noted that one respondent recorded that they had parked opposite the Church in Stonehouse – 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 footpath/cyclepath to access Stroud.

5.34 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 Stroud town centre. These indicate that the majority believe the amount of on-street spaces available to be average (53%). However, almost a third of users rated the amount of on-street parking as poor (30%).

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

	No. of Surveys	%
Good	4	3.4%
Average	62	52.5%
Poor	35	29.7%
Don't Know	17	14.4%
Not answered	0	0.0%

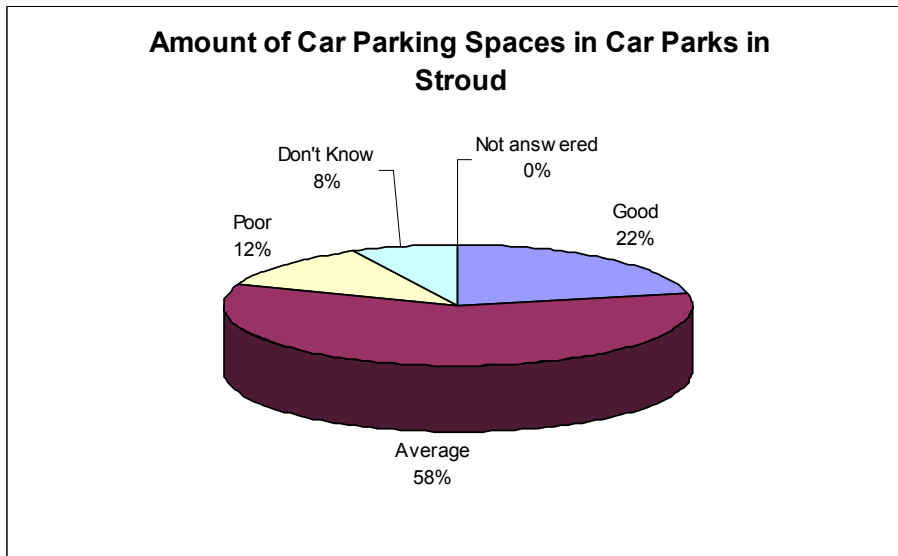
Figure 5.22 – Amount of On Street Spaces: Stroud

- 5.35 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 (22%) or average (58%). However, 12%, potentially a significant minority, believed the level of parking to be poor.

Table 5.13 – Amount of Spaces in Car Parks

	No. of Surveys	%
Good	26	22.0%
Average	69	58.5%
Poor	14	11.9%
Don't Know	9	7.6%
Not answered	0	0.0%

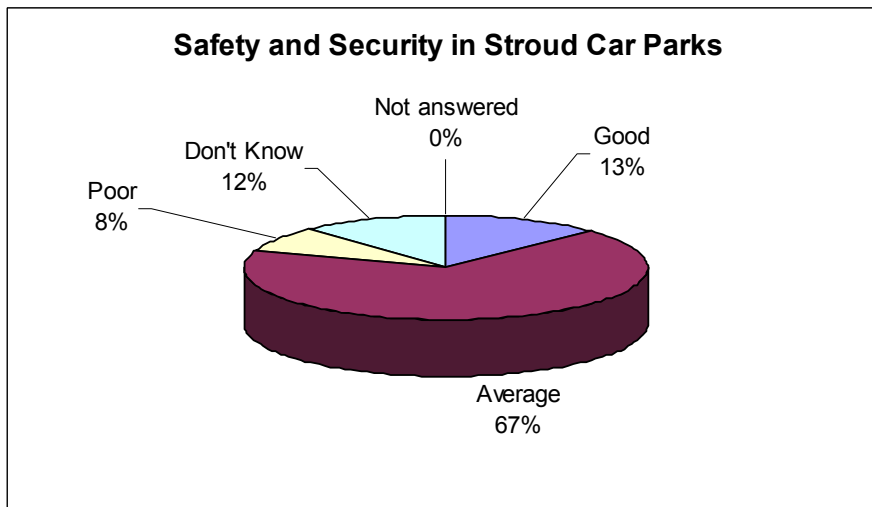
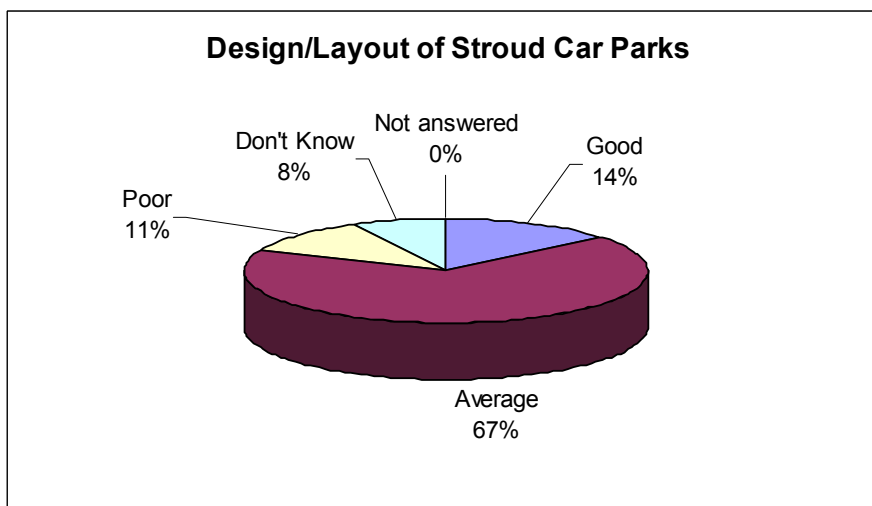
Figure 5.23 – Amount of Spaces in Car Parks: Stroud



5.36 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: Stroud

	Safety and Security		Design and Layout	
	No. Surveys	%	No. Surveys	%
Good	15	12.7%	16	13.6%
Average	80	67.8%	80	67.8%
Poor	9	7.6%	13	11.0%
Don't Know	14	11.9%	9	7.6%
Not Answered	0	0.0%	0	0.0%

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

- 5.37 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 Stroud to be good (13% and 14%, respectively) or average (67% for both). However, the grading 'average' does suggest that there is potential for improvement and this should be considered within the Action Plan.
- 5.38 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 (22.9% and 19.5%, respectively) or average (42.4% and 56.8%, respectively). However, over a fifth of users believed the pricing of car parks in Stroud to be poor (21.2%), which suggests that there may merit in re-considering the pricing structure.

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

	Price		Method of Payment	
	No. of Surveys	%	No. of Surveys	%
Good	27	22.9%	23	19.5%
Average	50	42.4%	67	56.8%
Poor	25	21.2%	7	5.9%
Don't Know	15	12.7%	20	16.9%
Not Answered	1	0.8%	1	0.8%

Figure 5.26 – Price of Council Car Parks: Stroud

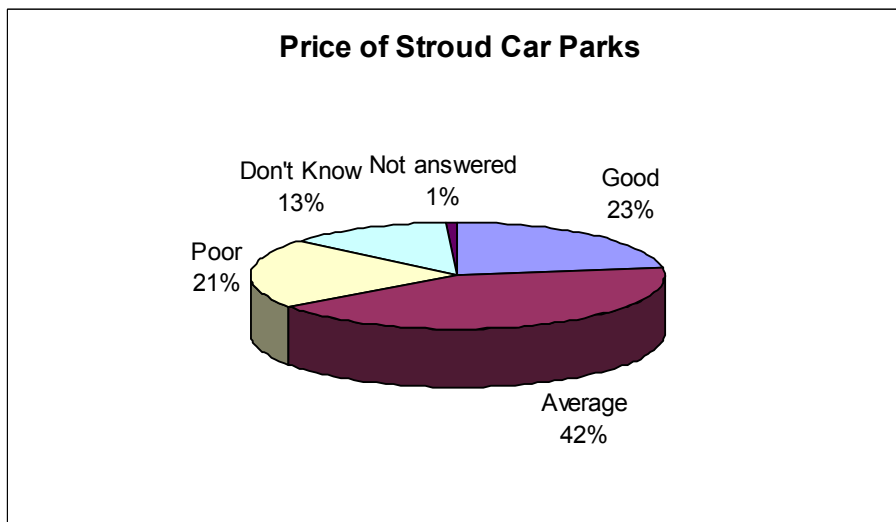
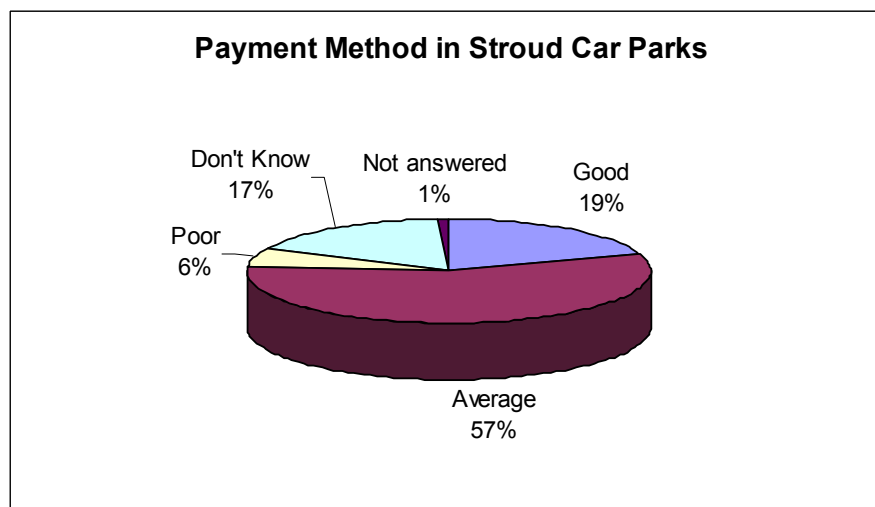
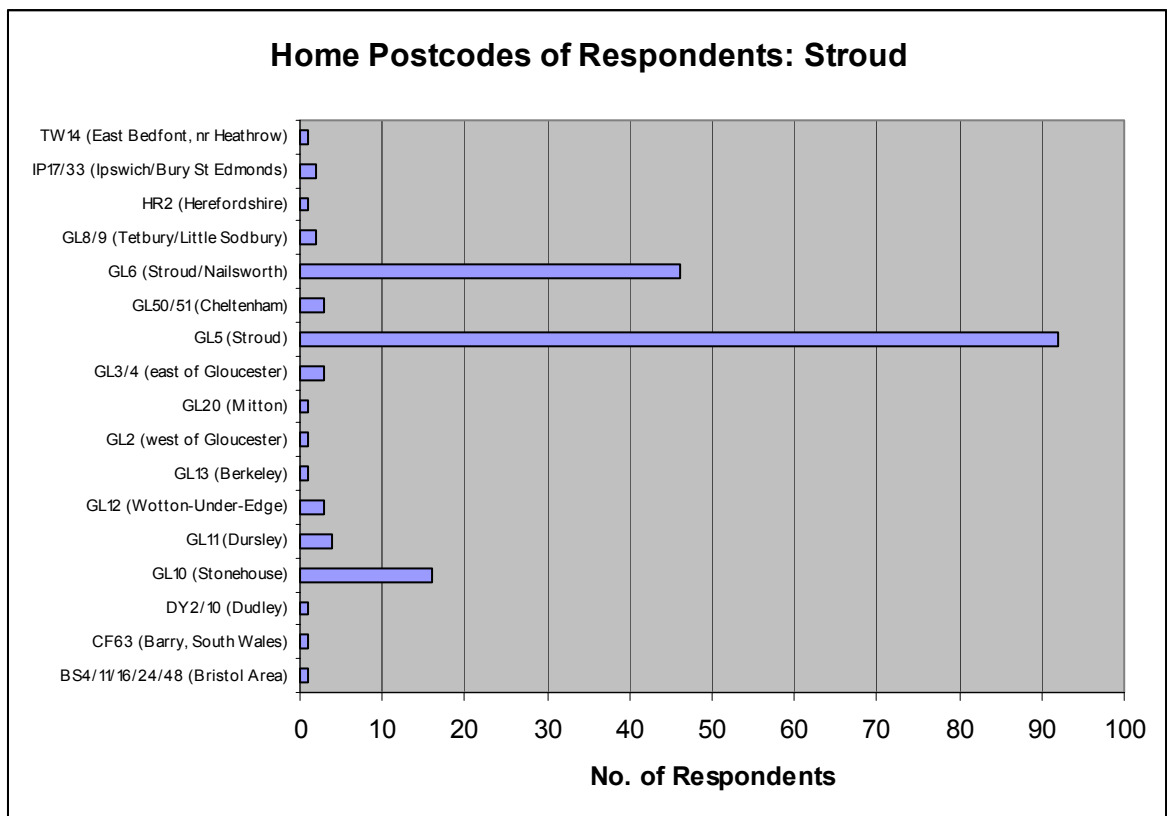


Figure 5.27 – Method of Payment for Council Car Parks: Stroud



5.39 Figure 5.28 provides a breakdown of the home postcodes of respondents interviewed in Stroud town centre. This indicates that the vast majority of respondents were local to the area: over half (51.2%) resided in the GL5 (Stroud) postal district; a further quarter (25.7%) lived in the GL6 (Stroud/Nailsworth) postal area; and a significant minority of 8.9% stated a home postcode in the GL10 (Stonehouse) area. It is also interesting to note that there was a small number of respondents from further afield – South Wales; Bristol area; Dudley; and Ipswich – it is not clear whether these people were visiting friends or relatives, or were in Stroud for business or leisure purposes. However, it does suggest that the town attracts visitors.

Figure 5.28 – Home Postcodes of Respondents



APPENDIX A – Summary of Bus Timetable Changes

The table below provides a summary of the bus timetable changes published in January 2004.

Bus Service	Route	Change to Service
8/8a	Stroud - Mason Road – Uplands (Mon – Sat)	Minor changes to improve current timetable
21	Stroud – Chalford Marle – Hill	Saturday Service (3 trips in and out)
36	Stroud – Kingscourt (Mon – Sat)	<ul style="list-style-type: none"> ◆ renumbered to 236 ◆ peak journeys covered ◆ off-peak now two hourly service
54	Stroud – Minchinhampton – Frampton Mansell – Cirencester (Mon – Sat)	<ul style="list-style-type: none"> ◆ renumbered to 254 ◆ peak journeys covered ◆ off-peak two hourly intervals ◆ route will go via Brimscombe Hill- Minchinhampton, Frampton Mansell, Sapperton, Coates, Deer Park College and Cirencester ◆ two new trips added on Saturday to meet passenger needs will go via Chalfor Marle Hill
92/92a	Gloucester – Stroud – Minchinhampton – Tetbury (Mon – Sat)	<ul style="list-style-type: none"> ◆ peak journeys covered ◆ off-peak now two hourly intervals ◆ finishes in Stroud ◆ connection with 93 service to Gloucester ◆ Stroud – Minchinhampton – Tetbury renumbered to 228 ◆ route will go via Bowbridge, Rodborough, Amberley, Minchinhampton (Glebe Estate), Avening and Tetbury ◆ two new trips added on Saturday to meet passenger needs
620	Stroud – Tetbury – Yate – Bath	<ul style="list-style-type: none"> ◆ withdrawn ◆ will now run Tetbury to Bath with reduced timetable