

# Stroud District Market Towns Study

## Wotton-under-Edge Data Compendium

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# 1. Introduction

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

## 2. Pedestrian Surveys

- 2.1 Pedestrian survey locations for Wotton-under-Edge are located at the following points:
- (i) Top of High Street
  - (ii) Swan Inn, Market Street
  - (iii) Rope Walk and Long Street junction
  - (iv) Post Office, Long Street
  - (v) Clarence Road and Long Street junction
  - (vi) Church Street and School Road junction
- 2.2 The figures for 2002 represent statistics from June 18<sup>th</sup>, June 20<sup>th</sup> and June 22<sup>nd</sup> 2002, with enumerators being instructed to count shoppers *entering* the town (i.e. – a one-way count) and are therefore not directly comparable to the 2003 data. As a consequence, the decision has been taken to exclude the previous statistics from this analysis.
- 2.3 Table 2.1 provides a summary of pedestrian flows in Wotton-under-Edge in 2003, aggregated at each site for the three days.

**Table 2.1 – Total Pedestrian Flows: Wotton-under-Edge**

	2003
Top of High Street	5648
Swan Inn, Market Street	2442
Rope Walk and Long Street Junction	12067
Post Office, Long Street	8699
Clarence Road and Long Street Junction	5519
Church Street and School Road Junction	2374
<b>Total</b>	<b>36749</b>

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

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

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

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

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

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

◆ Top of High Street	4
◆ Swan Inn	2
◆ Rope Walk and Long Street junction	8
◆ Post Office	6
◆ Clarence Road and Long Street junction	4
◆ Church Street and School Road junction	2

**Table 2.2 – Ranking: Wotton-under-Edge**

Rank: 2003	
Top of High Street	3
Swan Inn, Market Street	5
Rope Walk and Long Street Junction	1
Post Office, Long Street	2
Clarence Road and Long Street Junction	4
Church Street and School Road Junction	6

2.6 Table 2.2 provides a rank for each location, showing the relative level of pedestrian flows at each site compared to others in the town – the site ranked ‘1’ is therefore the busiest.

**Table 2.3 – Daily Flows: Wotton-under-Edge**

	Friday 17.10.03		Saturday 18.10.03		Tuesday 21.10.03	
	Total	Rank	Total	Rank	Total	Rank
Top of High Street	1937	4	1997	3	1714	3
Swan Inn, Market Street	1028	5	771	6	643	6
Rope Walk and Long Street Junction	4748	1	3831	1	3488	1
Post Office, Long Street	2811	2	3368	2	3488	2
Clarence Road and Long Street Junction	2108	3	1945	4	1465	4
Church Street and School Road Junction	900	6	814	5	660	5
<b>TOTAL FLOWS</b>	<b>13532</b>		<b>12726</b>		<b>10490</b>	

2.7 Friday was slightly busier than Saturday in Wotton-under-Edge (Table 2.3), recording an aggregated total pedestrian count of some 800 people more. Tuesday was somewhat quieter totalling 3042 less than Friday and 2236 less than Saturday. Whilst the busiest two locations remained the same on all three days, there was some variation between the remaining four locations.

**Table 2.4 - Time of Day: Wotton-under-Edge**

Site	09:30 – 11:30	%	11:30 – 13:30	%	13:30 – 15:30	%	15:30 – 17:30	%
1	1448	25.6	1860	32.9	1114	19.7	1226	21.7
2	634	26.0	720	29.5	377	15.4	711	29.1
3	3599	29.8	3359	27.8	2262	18.7	2845	23.6
4	2622	30.1	2640	30.3	1585	18.2	1851	21.3
5	1654	30.0	1354	24.5	1337	24.2	1174	21.3
6	574	24.2	660	27.8	626	26.4	514	21.7
<b>TOT</b>	<b>10533</b>	<b>28.7</b>	<b>10593</b>	<b>28.8</b>	<b>7302</b>	<b>19.9</b>	<b>8321</b>	<b>22.6</b>

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

- 2.8 Total pedestrian numbers for all three days show the morning to be the busiest period, with the town experiencing a slight lull mid-afternoon. Total percentage footfall for all sites varies by just 8.9% with sites one and two experiencing the greatest variation in footfall, and sites five and six experiencing the least.

## CONCLUSIONS

- 2.9 It was not possible to compare the 2003 statistics with 2002 statistics made available due to a discrepancy in the survey dates and methods. As such, no comparative comments of any value can be made.
- 2.10 Overall, Wotton-under-Edge was busiest on Friday, which recorded an aggregated total flow of approximately 3,000 more than Tuesday. With the exception of the top two ranked sites – the Rope Walk and Long Street junction and the Post Office on Long Street, respectively, flow dynamics fluctuated according to the survey day. There is, however, insufficient data at present to identify definite trends.
- 2.11 Overall, flow tended to be greater in the first half of the day, with almost 60% of total flow being recorded before 1:30pm. 1:30 – 3:30pm is the quietest period, accounting for less than a fifth (19.9%) of total flow.

### 3. Vacant Premises Audit

#### Vacancy

- 3.1 Table 3.1 sets out incidences of vacancy within the defined core of Wotton-under-Edge. 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: Wotton-under-Edge**

Address	Ground Floor	First Floor
10 Church Street	√	√
18 Church Street		√
29 Church Street		√
1 High Street		√
3 High Street		√
5 High Street		√
6 High Street	√	√
8 High Street		√
9 High Street		√
8 Long Street	√	√
14 Long Street	√	√
16 Long Street	√	√
21d Long Street		√
22 Long Street	√	
29 Long Street	√	
50 Long Street	√	√
2a Market Street	√	√

KEY:

	Retail
	Business
	Residential/Other

**Table 3.2 – Total Vacancy 2003: Wotton-under-Edge**

	No. of Units	%
Retail	8	33
Business	5	21
Residential and Other	11	46
<b>TOTAL</b>	<b>24</b>	<b>100</b>

- 3.2 Vacancy in Wotton-under-Edge represents approximately 11% of all units identified in the town, with vacant units totalling 24. The majority of these units are located on the upper floors and appear to be residential accommodation (46% in total). The audit identified eight vacant retail units, six of which were at the ground floor level, which represents a third of all vacancy in the town.

### Land Uses

**Table 3.3 – Land Uses: Wotton-under-Edge**

	Ground Floor (GF)	% of GF units	Upper Floor (UF)	% of UF units	Total units	% of Total Units
Convenience	8	7	1	1	9	4
Comparison	35	32	2	2	37	17
Residential	17	15	68	63	85	39
Offices	10	9	5	4	15	7
Service	32	29	17	16	49	22
Vacant	9	8	15	14	24	11
<b>TOTAL</b>	<b>111</b>	<b>100</b>	<b>108</b>	<b>100</b>	<b>219</b>	<b>100</b>

- 3.3 The principal core of Wotton-under-Edge is linear in form, with the majority of services and facilities being located along the main street, which rises steadily from Long Street in the east to the High Street at the western end. The strongest land uses in the centre of the town are residential and service uses, representing 39% and 22% of the total units identified, respectively – the majority of upper floor uses had the appearance of residential accommodation, suggesting a high incidence of ‘living over the shops’ and consequently generating a need for services such as pubs and food outlets. Comparison retail unit representation approaches a fifth of total units identified (17%), although outlets tended to be independent and/or specialist with little representation of ‘high street’ names. The overall town composition appears to provide basic services to cater for the local population, together with a few specialist needs, however it is clear that more occasional needs and non-essential shopping trips would be catered for better elsewhere, reflecting the hierarchy of towns in the district.

## 4. Transport Inventory

### PUBLIC TRANSPORT

- 4.1 Public Transport facilities 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 - – Bus Services in Wotton-under-Edge**

Number	Operator	Route	Frequency
288	Cotswold Experience	Hail and Ride - Wotton Hopper (to North Nibley, Coombe and Bearlands and Kingswood)	Tuesday and Friday 3 times per day
288	Cotswold Experience	Wotton Hopper to Hillesley and Tresham	Tuesday and Friday 2 times per day
306	First Avon	Dursley - Wotton-under-Edge	Mon-Sat 7 times per day (each direction)
309/310	First Avon	Wotton-under-Edge - Thornbury - Bristol	Mon-Fri (7 times per day each direction) Sat (6x)
626	South Gloucestershire Bus and Coach	Wotton-under-Edge - Charfield - Bristol	Mon-Fri 1xAM and 2xPM
40	Stagecoach in the Cotswolds	Stroud - Nailsworth - Wotton-under-Edge	Mon-Sat 8.25-17.25 every 2 hours
621/623/627	South Gloucestershire Bus and Coach	Yate - Wotton-under-Edge	Mon-Fri approx every 40-45 mins 7.30-6.30
M1	Mikes Travel	Thornbury - Wotton-under-Edge - Gloucester	Mon-Sat once daily (variable stops)
423	South Gloucestershire Bus and Coach	Yate to Wotton-under-Edge	Mon to Fri (1 trip)
427	South Gloucestershire Bus and Coach	Yate to Wotton-under-Edge	Mon to Fri (4 trips)

- 4.2 Wotton-under-Edge has an adequate bus service, with seven regular buses to Bristol per day, operated by First Avon, and a daily service to Gloucester. South Gloucestershire Bus and Coach run a regular service to and from Yate (621/623/627) as well as two trips per day to Bristol and Thornbury. There is a service every two hours to Nailsworth and Stroud (operated by Stagecoach) and a First Avon service to Dursley, which operates seven times per day. Several services operated by South Gloucestershire Bus and Coach operate between Wotton-under-Edge and Yate.
- 4.3 The Wotton Hopper (service 288) is a relatively new initiative set up to provide a twice a week service to Wotton-under-Edge and its surrounding villages which have no other bus service. It is operated by Cotswold Experience and receives funding in the form of the Countryside Agency's Parish Transport Grant scheme. Passengers "hail and ride" at any point along its route.

- 4.4 There are few bus facilities in Wotton-under-Edge. The Wotton Hopper has a designated stop in the town centre adjacent to the post office along Long Street (the only bus stop within the shopping area). Further bus stops are located on Bear Street and Haw Street with few facilities and there is a bus stop along Old Town with a brick shelter and timetable for services 40 and 427.

#### *Taxi Facilities*

- 4.5 There is an allocated space for two taxis outside the entrance to the Co-op supermarket on Long Street.

#### *Rail Facilities*

- 4.6 There are no rail services available in Wotton-under-Edge. The nearest station is approximately five miles away at Cam and Dursley although there is no direct bus route. There are, however, regular buses to Yate Rail Station, approximately 10 miles away.

### **VEHICULAR ACCESSIBILITY**

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

#### *Routes*

- 4.8 Wotton-under-Edge lies at the convergence of the B4060, which is the main access road to the town from the north (Dursley) and south (Yate/Chipping Sodbury), and the B4058 (Nailsworth). There are no A-roads within the town; however it is well linked to the A46 and M5 junction 14 which is 3.9 miles away.

#### *Access Restrictions*

- 4.9 The main shopping street (Long Street/High Street) is a one-way system, accessed from Church Street and Ludgate Hill.

### **Parking**

- 4.10 Table 4.2 summarises the level of parking provision in Wotton-under-Edge.

**Table 4.2 – Parking Provision**

Parking area	Status	Total No. Of Spaces	Remarks
Chipping Car Park	Public	74 marked (2 disabled)	3 hour time limit
In front of Chipping House	Public	14 unmarked spaces	No limitations / restrictions shown
High Street / Long Street	Public	45 marked spaces	1 hour limit

Church Street / Bradley Street / Market Street / Bear Street / Symn Lane	Public	Approx. 72 Marked Spaces, both marked and unmarked.	1 hour limit, no limitations shown in some cases.
Civic centre car park	Public	56 spaces (2 disabled, 2 private)	1 hour limit
Potters Pond Park	Public	23 Spaces	Long stay parking (23 hour limit)
Co-op Car Park	Private – patrons	48 Spaces	No time limitations shown

### *On Street Parking*

- 4.11 There is a substantial amount of on-street parking along Church Street and Long Street/High Street, with approximately 11 spaces on the western side of Church Street, with a traffic order permitting an hour stay with no return within one hour, Monday to Saturday 8am to 6.30pm. There is space for approximately 40 cars along High Street and Long Street in the permitted bays, all of which are covered by a traffic order, again permitting one hour waiting, with no return within one hour. This applies between 8am and 6pm. The same order applies to Market Street, which has space for approximately six cars. There is additional on-street provision on Bradley Street, Bear Street and Symn Lane without limitations displayed in some cases despite having an allocated 1 hour limit. There are disabled on-street spaces next to the Post Office, close to the junction with Orchard Street and close to the Co-op. Both offer space for two cars.
- 4.12 Parking is unrestricted along the B4058 Old Town and there are areas of unrestricted parking along the B4060 Bear Street/Haw Street.

### *Off Street Parking*

- 4.13 There are two SDC Car Parks in Wotton-under-Edge, accessed via Symm Lane (Chipping Car Park) and Potters Pond. Chipping Car Park has a capacity of 74 spaces and a three hour limit. Potters Pond has 23 spaces and a 23 hour limit. There is also a car park adjacent to the Civic Centre offering 56 spaces with a 1 hour limit. Co-op provides a customer car park of approximately 50 spaces. There are private off-street parking areas off Market Street and a significant level of parking is provided to service the Renishaw factory to the north of the centre, accessible from Old Town.

### *Traffic Orders and Restrictions*

- 4.14 Most of the town centre (with the exception of dedicated parking areas) has “No Waiting at Anytime” restrictions. This covers the eastern side of Church Street, the northern side of Long Street/High Street, Clarence Road and Orchard Street, part of Market Street, and the majority of Bear Street.

### *Servicing*

- 4.15 Most deliveries have to be taken on-street. The Co-op has a small service area accessed via its car park.

### **PEDESTRIAN AND CYCLIST ACCESSIBILITY**

- 4.16 An inventory of cycle and pedestrian facilities for Wotton-under-Edge can be seen 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 Pedestrian links are poor in Wotton-under-Edge. The pavements along the main shopping area (Long Street/High Street) are exceptionally narrow, less than one metre wide in some places. There are a number of drop kerbs along the main street but there is a significantly higher proportion of the road designated to vehicles over pedestrians and there are no specific pedestrian crossing points.
- 4.18 There is a pedestrian link along Rope Walk from the car park to Long Street, although this is very narrow and may have safety issues at night. Another link to the car park is via Market Street.
- 4.19 The Renishaw Premises also have a pedestrian link from the factory to Long Street.

#### *Signage and Facilities*

- 4.20 Pedestrian signage is good in Wotton-under-Edge with signage in the middle of Long Street next to the Rope Walk entrance and additional signage adjacent to the Wotton Heritage Centre.
- 4.21 There is only one crossing facility in the town, a zebra crossing across Bear Street, close to the High Street Junction. At the end of the High Street there is evidence to suggest that the pavements have been widened and improved in order to facilitate easier pedestrian crossing over the junction.

#### *Facilities for the Mobility Impaired*

- 4.22 Access facilities are poor for the mobility impaired in Wotton-under-Edge, with no tactile paving used in the centre and problems compounded by narrow access routes.

### **Cycling Accessibility**

- 4.23 There are five cycle racks located in the Civic Centre car park. These are reportedly underused due to the hilly topography of the area.

## 5. Shopper Surveys

- 5.1 Shopper surveys were undertaken in the centre of Wotton-under-Edge on Monday 24<sup>th</sup> November and Saturday 13<sup>th</sup> 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 Wotton-under-Edge specific elements of the raw data in tabulated form and provides an initial level of graphical comparison, supported by basic analysis. Full statistical details are provided elsewhere in the main report.

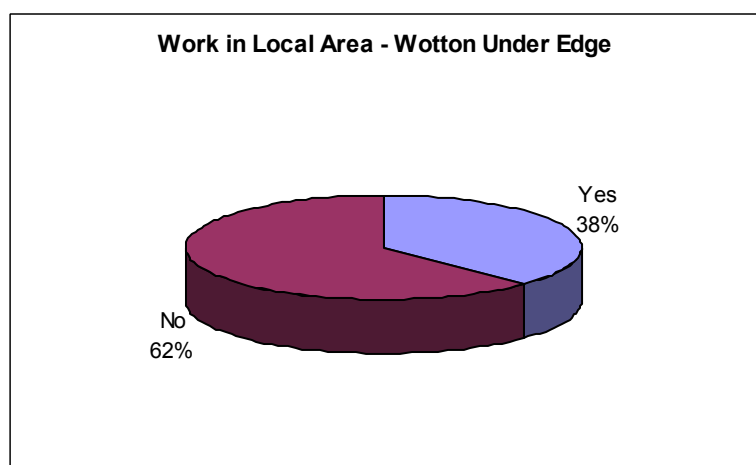
**Table 5.1 – Date of Surveys**

Date	No. of Surveys	% of all Surveys
Monday 24 <sup>th</sup> November	52	72.2
Saturday 13 <sup>th</sup> December	20	27.8
<b>TOTAL</b>	<b>72</b>	<b>100</b>

**Table 5.2 – Time of Surveys**

Time	No. of Surveys	% of all Surveys
9am – 12pm	30	41.7%
12pm – 2pm	34	47.2%
2pm – 5pm	8	11.1%
<b>TOTAL</b>	<b>72</b>	<b>100</b>

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



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

	No. of Surveys	% fo all Surveys
Work in Local Area	27	37.5%
Do not work in Local Area	45	62.5%

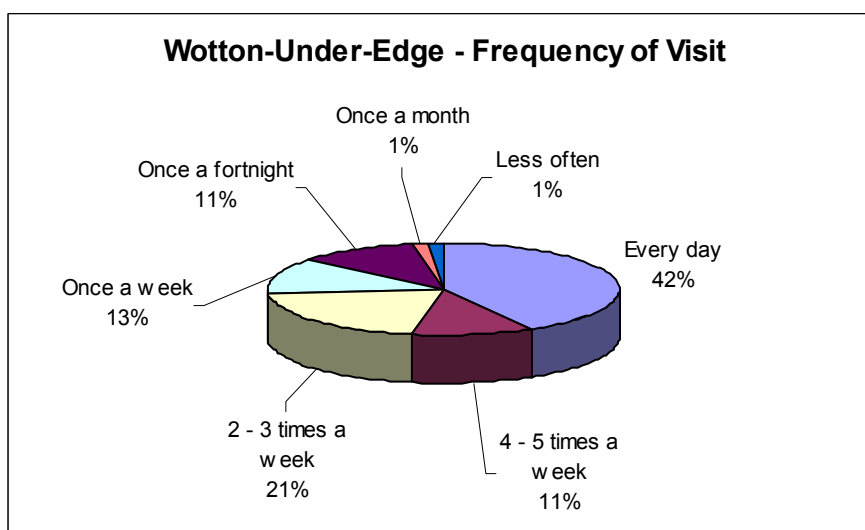
5.3 The breakdown of work locations for those respondents stating that they worked in the local area is as follows:

- ◆ Wotton-under-Edge 85.2% (23 respondents)
- ◆ Nailsworth 3.7% (1 respondent)
- ◆ Cam 3.7% (1 respondent)
- ◆ Kingswood 3.7% (1 respondent)
- ◆ Nibley 3.7% (1 respondent)

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

**Table 5.4 – Frequency of Visits to Wotton-under-Edge**

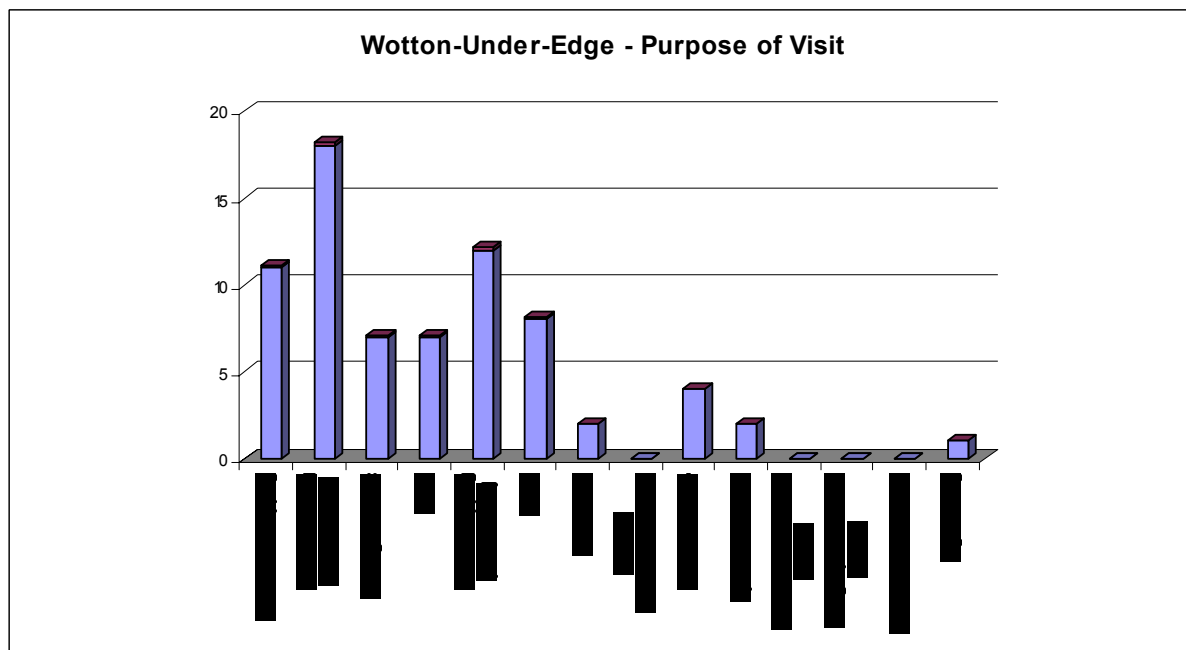
	No. of Surveys	% of all Respondents
every day	30	41.7%
4-5 times a week	8	11.1%
2-3 times a week	15	20.8%
once a week	9	12.5%
once a fortnight	8	11.1%
once a month	1	1.4%
less often	1	1.4%

**Figure 5.2 – Frequency of Visits to Wotton-under-Edge**

5.5 Figure 5.1 shows that just under two fifths of respondents (37.5%) worked in the local area, a similar figure to the proportion of those surveyed who visited the town every day (42%). However, a further 11% and 21% of respondents stated that they visited the town 4-5 times and 2-3 times each week respectively. 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 Wotton-under-Edge**

	No. of Surveys	% of all Surveys
<b>Non-food shopping</b>	<b>11</b>	<b>15.3%</b>
<b>Food Shopping (Supermarket)</b>	<b>18</b>	<b>25.0%</b>
<b>Visiting Services</b>	<b>7</b>	<b>9.7%</b>
<b>Work</b>	<b>7</b>	<b>9.7%</b>
<b>Food Shopping (other store)</b>	<b>12</b>	<b>16.7%</b>
<b>Other</b>	<b>8</b>	<b>11.1%</b>
<b>Healthcare</b>	<b>2</b>	<b>2.8%</b>
Meeting Friends/Socialising	0	0.0%
<b>School/College</b>	<b>4</b>	<b>5.6%</b>
<b>Specialist Stores</b>	<b>2</b>	<b>2.8%</b>
Visiting Places to Eat or Drink	0	0.0%
Using a Professional Service	0	0.0%
Sport/Gym/Swimming	0	0.0%
<b>Sightseeing</b>	<b>1</b>	<b>1.4%</b>

**Figure 5.3 – Purpose of Visit to Wotton-under-Edge**

5.6 Figure 5.3 illustrates that Wotton-under-Edge's primary role is as a shopping location, with over two fifths of respondents citing the main purpose of their trip as food shopping (41.7%), with 25% (18 respondents) visiting supermarkets and 16.7% (12 respondents) visiting other food stores. Non-food shopping was the main purpose of trip for 15.3% (11 respondents).

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)	27.8% (20 respondents)
◆ food shopping (other store)	16.7% (12 respondents)
◆ non food shopping	31.9% (23 respondents)
◆ specialist stores	5.6% (4 respondents)
◆ visiting services	15.3% (11 respondents)
◆ meeting friends/socialising	5.6% (4 respondents)
◆ school/college	1.4% (1 respondent)
◆ sightseeing	1.4% (1 respondent)
◆ healthcare	2.8% (2 respondents)
◆ other	5.6% (4 respondents)

This highlights a similar purpose for visiting the town as that cited as the *main* purpose – food shopping, although non-food shopping was prominent as an 'other' reason, being cited by almost a third of respondents. However, it also highlights that a significant number (at least 31.9%) of respondents use the town for multi-purpose or 'linked' trips. This is an important element of promoting vitality as it can potentially

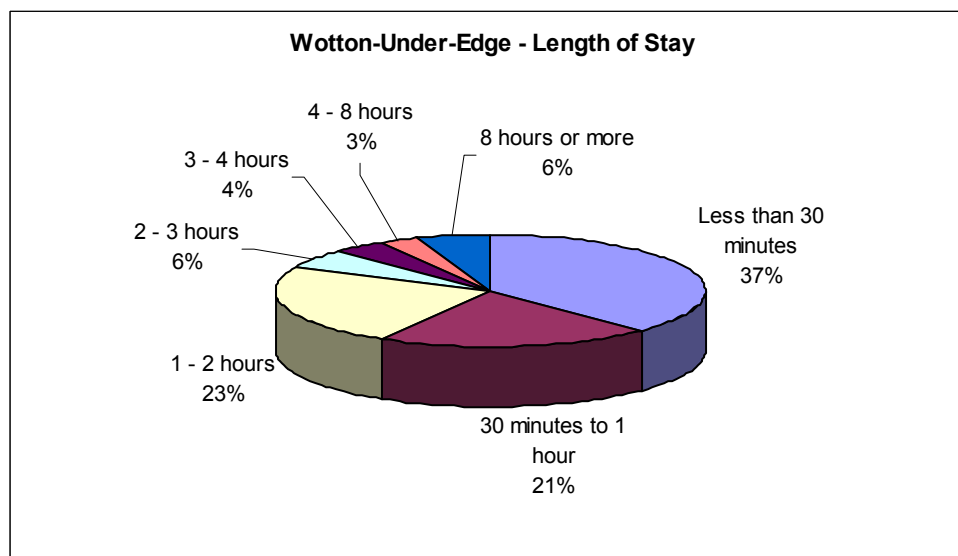
increase the amount of time a person spends in the town, thus increasing movements through the town.

**Table 5.6 – Time Spent in the Town: Wotton-under-Edge**

	No. of Surveys	% of all Surveys
less than 30 minutes	27	37.5%
30 minutes – 1 hour	15	20.8%
1 – 2 hours	17	23.6%
2 – 3 hours	4	5.6%
3 – 4 hours	3	4.2%
4 – 8 hours	2	2.8%
8 hours or more	4	5.6%

- 5.8 As detailed in Table 5.6 and illustrated in Figure 5.4, almost three fifths (58.3%) of those surveyed intended to spend a maximum of one hour in the town, with a further 23.6% stating that they would stay between one and two hours.

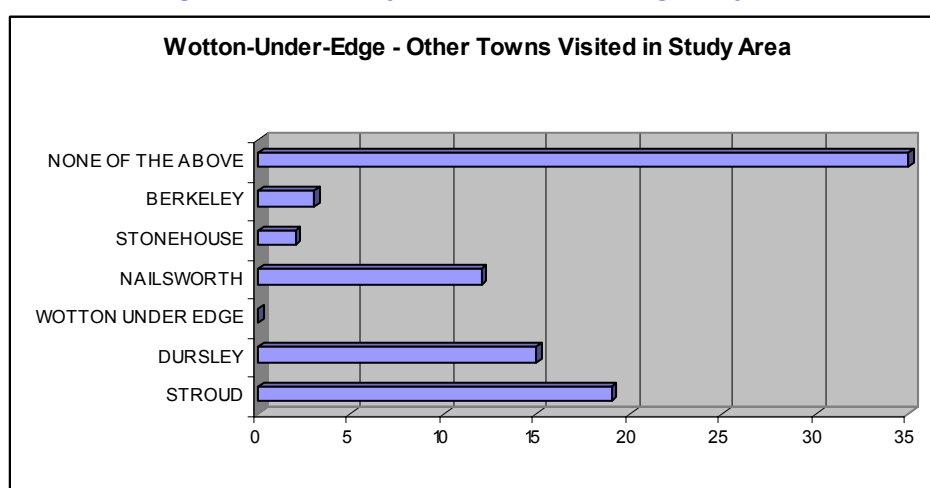
**Figure 5.4 – Time Spent in Wotton-under-Edge**



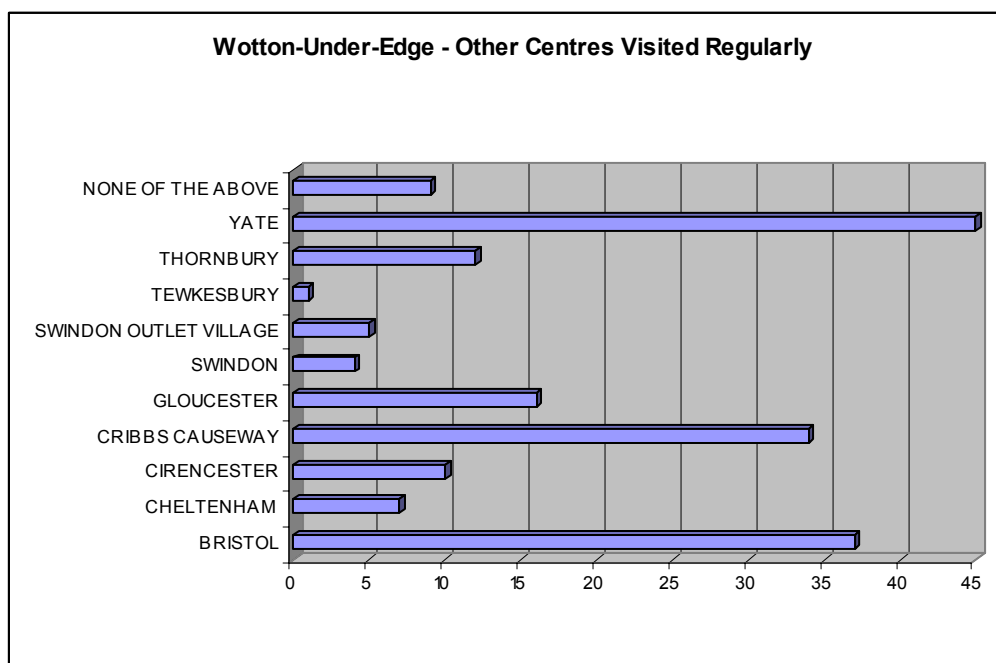
- 5.9 Respondents were requested to indicate and detail whether there were any other towns both within and outside the Study Area that they visited on a regular basis. The results of these questions are provided in Tables 5.7 and 5.8 and illustrated in Figures 5.5 and 5.6. It should be noted that respondents 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	19	26.4%
Dursley	15	20.8%
Wotton-under-Edge	0	0.0%
Nailsworth	12	16.7%
Stonehouse	2	2.8%
Berkeley	3	4.2%
None of the above	35	48.6%

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

Centre	No. of Surveys	% of all Surveys
Bristol	37	51.4%
Cheltenham	7	9.7%
Cirencester	10	13.9%
Cribbs Causeway	34	47.2%
Gloucester	16	22.2%
Swindon	4	5.6%
Swindon Outlet Village	5	6.9%
Tewkesbury	1	1.4%
Thornbury	12	16.7%
Yate	45	62.5%
None of the Above	9	12.5%

**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, Yate, Bristol and Cribbs Causeway were the most popular destinations, with 62.5%, 51.4% and 47.2% respectively visiting regularly. Only 12.9% (9 respondents) 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 13.5% (5 respondents)
- ◆ convenient to work 13.5% (5 respondents)
- ◆ good range of food shops 18.9% (7 respondents)
- ◆ specialist shops 24.3% (9 respondents)
- ◆ good range of non food shops 18.9% (7 respondents)
- ◆ good range of services 5.4% (2 respondents)
- ◆ good range of places to eat and drink 5.4% (2 respondents)

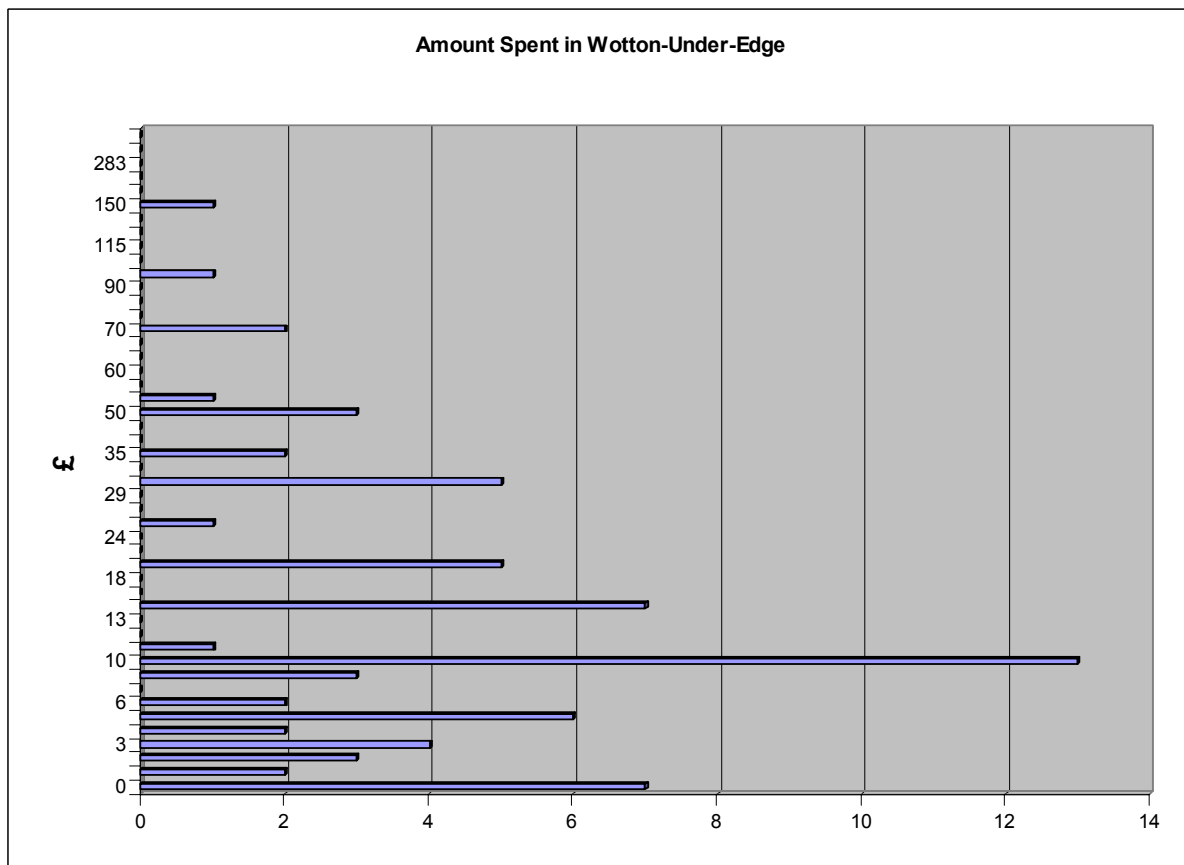
◆ *Reasons for Visiting other Centres outside the Study Area:*

- ◆ convenient to home 4.8% (3 respondents)
- ◆ convenient to work 7.9% (5 respondents)
- ◆ good range of food shops 27% (17 respondents)
- ◆ specialist shops 12.7% (8 respondents)
- ◆ good range of non food shops 61.9% (39 respondents)
- ◆ good range of services 1.6% (1 respondent)

- ◆ good range of places to eat and drink 3.2% (2 respondents)
- ◆ easy to get to by car 4.8% (3 respondents)

5.12 Almost a quarter of respondents (24.3%) cited specialist shops as a reason for visiting other centres within the District. With regard to travelling further afield, the principal reason cited was 'a good range of non-food shops', with almost two thirds of respondents (61.9%) mentioning this factor.

**Figure 5.7 – Amount Spent in Wotton-under-Edge**

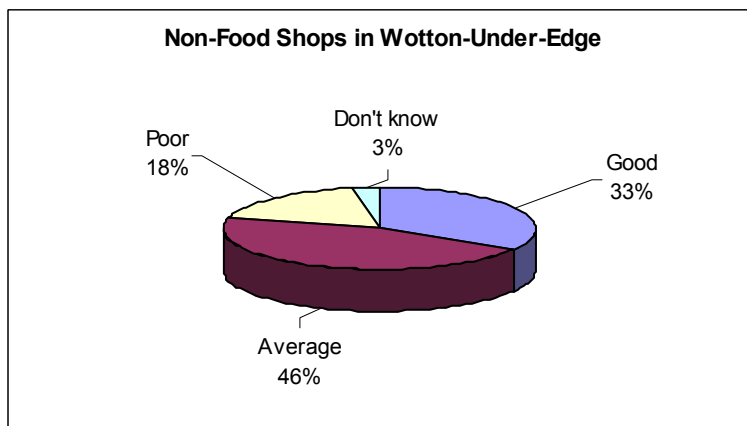


5.13 Figure 5.7 indicates respondents' estimated spend in the town of Wotton-under-Edge. From this and the information provided previously it is evident that just over half of users intended staying in the town for an hour or less, a similar figure to the proportion of respondents (58.5%) that envisaged 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.

5.14 The questionnaires incorporated a number of questions concerned with ascertaining shopper opinions of the facilities and services available in Wotton-under-Edge. 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.

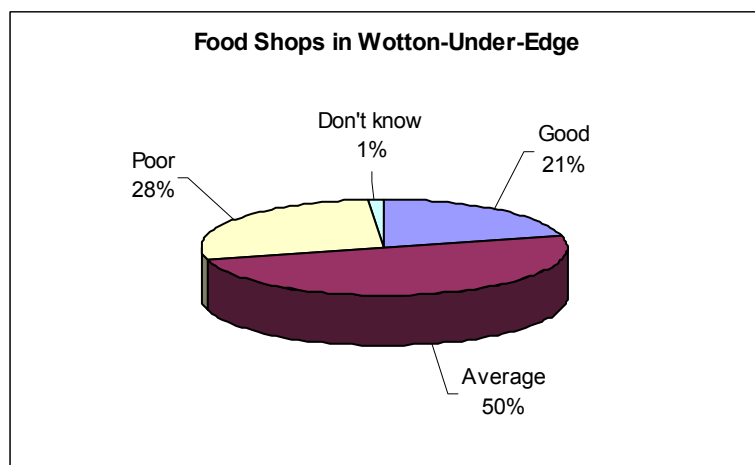
**Table 5.9 – Shopper Opinions on Facilities and Services**

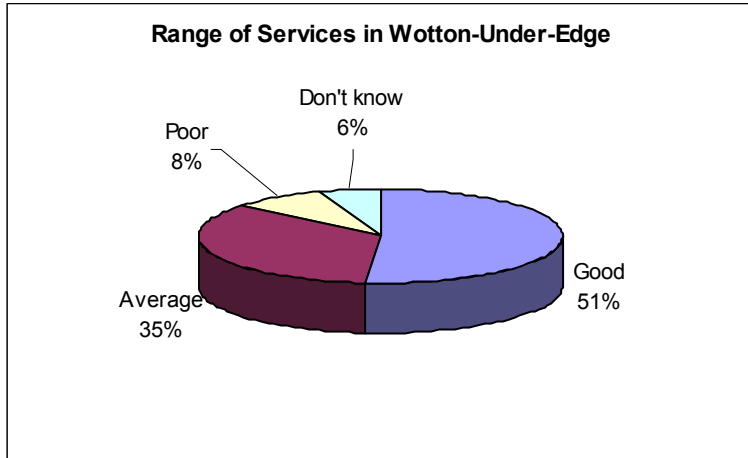
	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
Non food shops	24	33.3	33	45.8	13	18.1	2	2.8
Food Shops	15	20.8	36	50	20	27.8	1	1.4
Range of Services	37	51.4	25	34.7	6	8.3	4	5.6
Public Toilets	11	15.3	14	19.4	20	27.8	27	37.5
Accessibility by Public Transport	1	1.4	14	19.4	29	40.3	28	38.9
Accessibility by Car	23	31.9	26	36.1	17	23.6	6	8.3
Accessibility by Foot/Cycle	44	61.1	13	18.1	8	11.1	7	9.7
Security/Personal Safety	53	73.6	17	23.6	0	0	2	2.8



**Figure 5.8 – Opinions on Non-food Shops in Wotton-under-Edge**

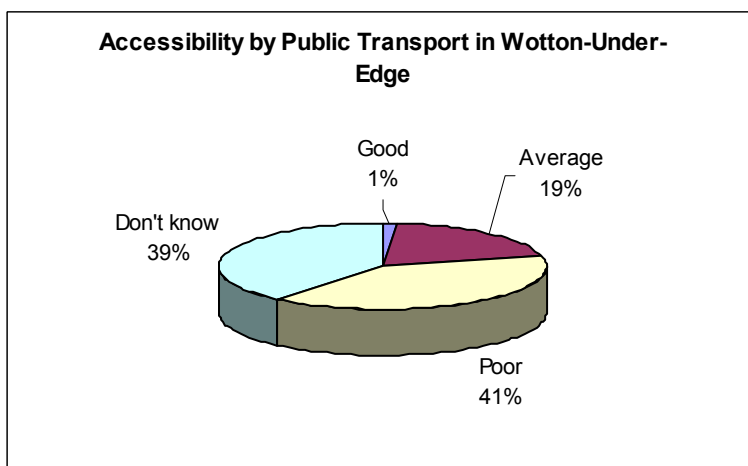
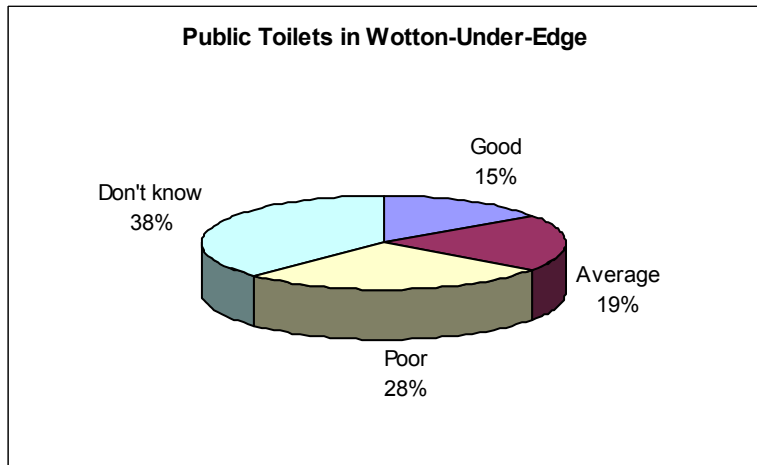
**Figure 5.9 – Opinions on Food Shops in Wotton-under-Edge**



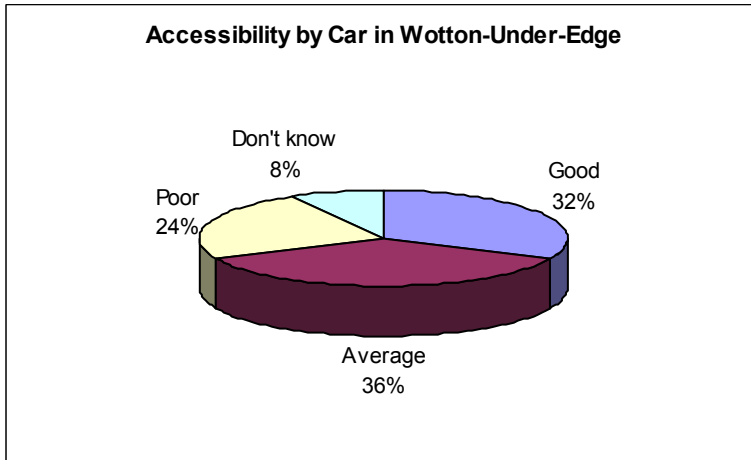


**Figure 5.10 – Range of Services in Wotton-under-Edge**

**Figure 5.11 – Public Toilets in Wotton-under-Edge**

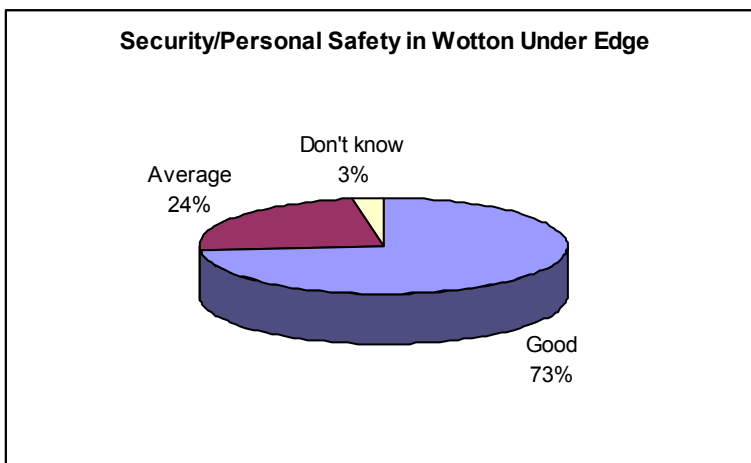
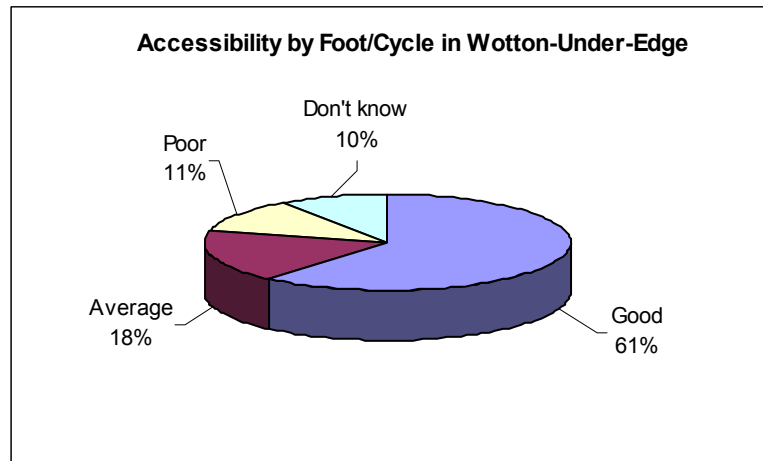


**Figure 5.12 – Public Transport Accessibility: Wotton-under-Edge**



**Figure 5.13 – Accessibility by Car: Wotton-under-Edge**

**Figure 5.14 – Foot/Cycle Accessibility: Wotton-under-Edge**



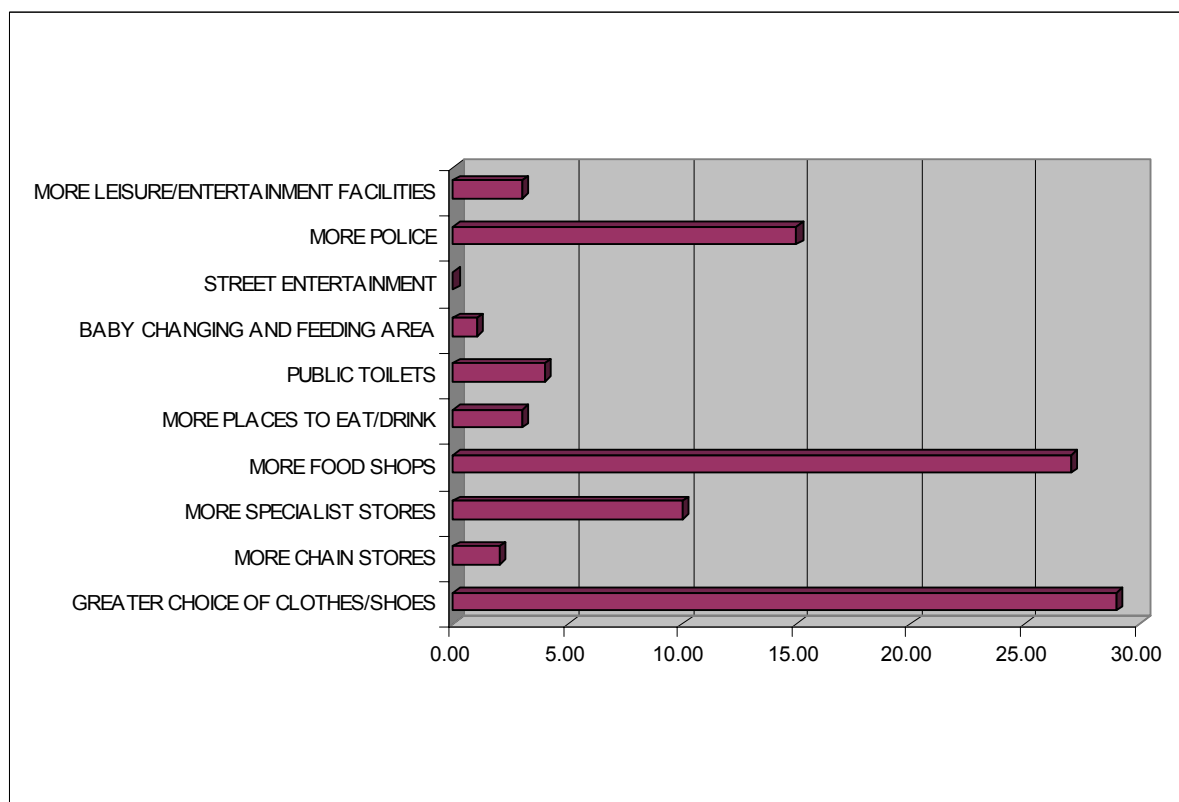
**Figure 5.15 – Security/Personal Safety: Wotton-under-Edge**

5.15 Respondents’ opinions on the shopping and service elements of the town were variable. Of those surveyed, 45.8% felt that the non-food shops in Wotton-under-Edge were average with a further 33.3% rating them as good, totalling almost 80%

overall, which is a vast majority. Almost three quarters of respondents rated food shops as average (50%) or good (20.8%).

- 5.16 Overall, the range of services on offer in the town were graded good or average by a significant majority of respondents – 51.4% and 34.7% respectively.
- 5.17 The quality of public toilets, which has been highlighted as a major issue through local consultation, was left ungraded by over a third of respondents (23%) who stated that they simply didn't know what they were like. However, over a quarter of respondents (27.8%) considered 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 (31.9%) or average (36.1%). Public transport failed to score well, with approximately two thirds of respondents (40.3%) grading it as poor. With regard to foot and cycle access, almost 80% of respondents considered it to be good (61.1%) or average (18.1%) which is a positive sign.
- 5.19 In terms of personal security and safety it is encouraging to note that over 97% of respondents rated personal safety/security as good (73.6%) or average (23.6%). No-one rated it as poor and less than 3% stated they did not know.

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



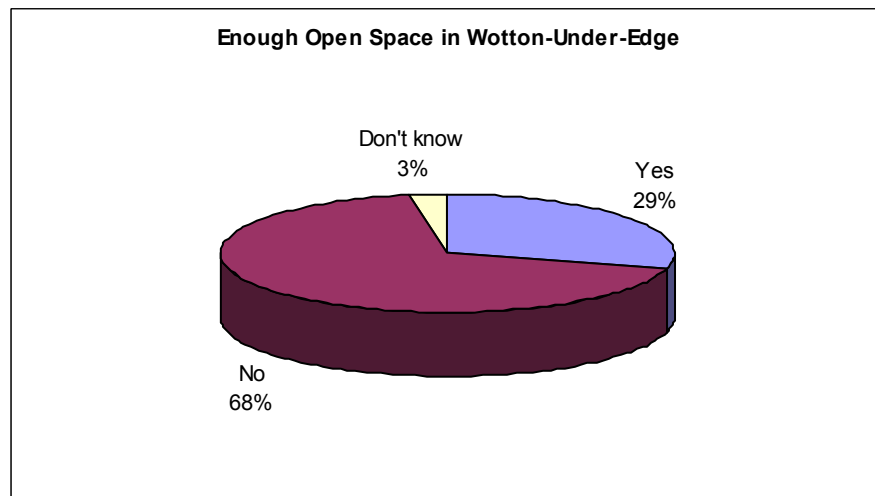
5.20 Figure 5.16 provides a breakdown of respondents' views pertaining to additional shops and services that they stated they would like to see in Wotton-under-Edge.

5.21 In general terms, the responses to the questionnaire seem to suggest that interviewees would like to see the quality of the town's offer in terms of comparison

shopping and food shopping facilities somewhat upgraded. Of particular note is the proportion of respondents highlighting a desire for more clothes and/or shoe shops (40.3%) and more food shops (37.5%).

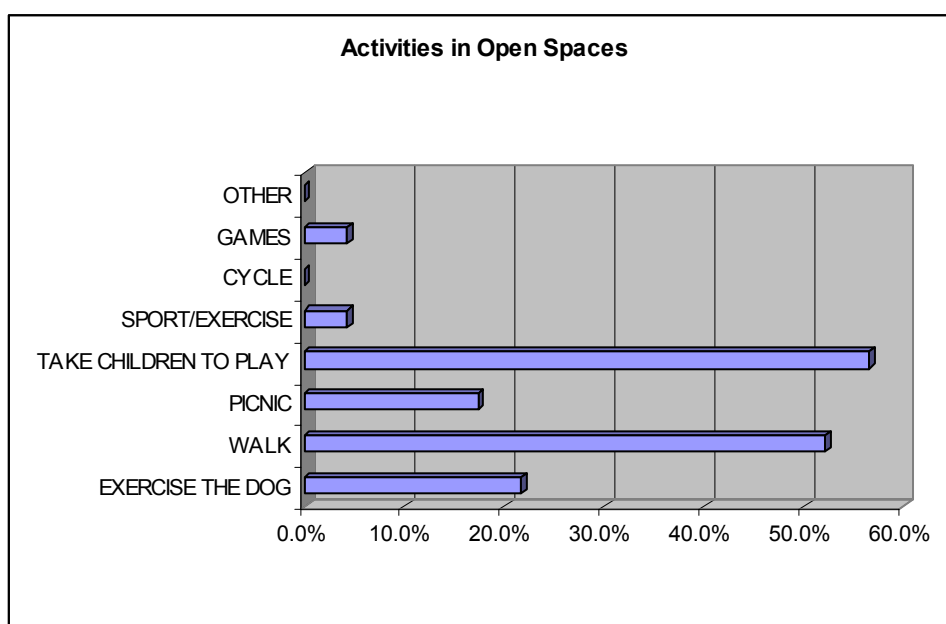
5.22 In addition to this and, despite the fact that the majority of respondents graded security/safety as either good or average, 20.8% of respondents also stated that they would welcome more police in the town. Improvements to public toilets were also highlighted through the questionnaire responses, with over a third of respondents (37.6%) making reference to the quality of provision.

**Figure 5.17 – Open Space: Wotton-under-Edge**



5.23 With regard to open space in the town, Figure 5.17 clearly indicates that the majority of respondents – 68% - felt that there was insufficient 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**



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

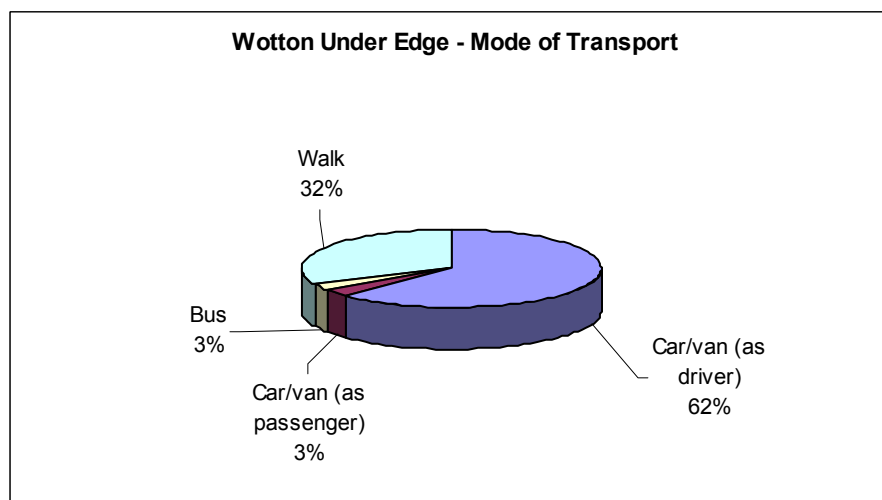
**Table 5.10 – Opinions relating to the Town Environment**

	Good		Average		Poor		Don't Know	
	No.	%	No.	%	No.	%	No.	%
Cleanliness	19	26.4	39	54.2	14	19.4	0	0
Benches	7	9.7	25	34.7	30	41.7	10	13.9
Litter Bins	14	19.4	29	40.3	26	36.1	3	4.2
Attractiveness	39	54.2	24	33.3	7	9.7	2	2.8
CCTV	0	0	1	1.4	19	26.4	52	72.2
Signage	22	30.6	32	44.4	8	11.1	10	13.9
Lighting	21	29.2	28	38.9	14	19.4	9	12.5

- 5.25 Table 5.10 reveals that, in general terms, users consider the town environment to be variable. Almost a fifth of respondents rate the cleanliness of Wotton-under-Edge as being poor (19.4%), over two fifths (41.7%) regard seating to be poor, over a third consider the provision of litter bins to be poor (36.1%) and almost a fifth (19.4%) consider lighting to be poor. The results also suggest that there may be a lack of awareness of CCTV in the town as almost three quarters of respondents (72.2%) stated that they had no opinion on the provision of CCTV.
- 5.26 When questioned about whether they use the town at night, just over half (52.8%) stated that they do. The main reasons cited were as follows (please note that respondents were permitted to select more than one answer):
- ◆ visit places to eat/drink 52.6% (20 respondents)
  - ◆ socialise 50% (19 respondents)
  - ◆ visit leisure/entertainment facilities 18.4% (7 respondents)
- 5.27 With regard to the 47.2% of respondents that do not visit Wotton-under-Edge at night, the principal reasons (when a reason was given) were stated to be the following:
- ◆ the respondent does not go out after dark 67.6% (23 respondents)
  - ◆ the town is too far away from home 14.7% (5 respondents)
  - ◆ there is insufficient leisure and/or entertainment 11.8% (4 respondents)
  - ◆ feel unsafe 11.8% (4 respondents)

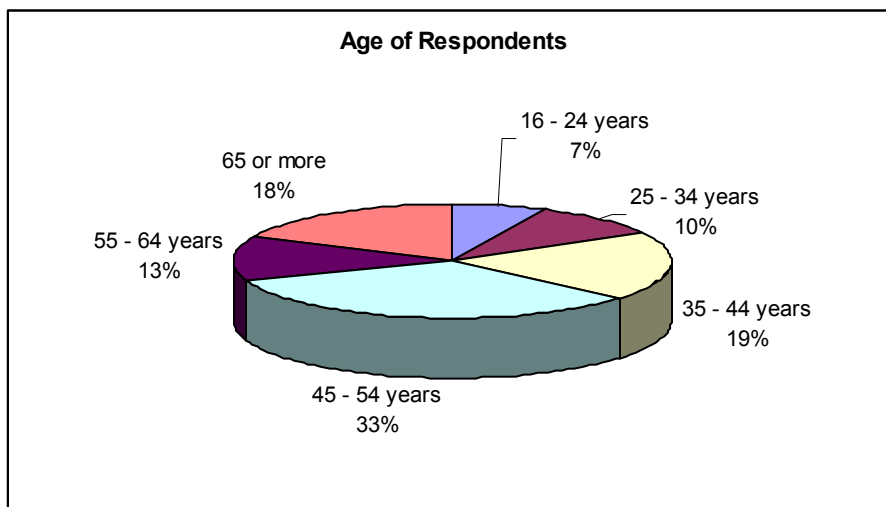
**Table 5.11 – Mode of Transport to Wotton-under-Edge**

Mode	No. of Surveys	% of all Surveys
Car/van (as driver)	45	62.5%
Car/van (as passenger)	2	2.8%
Bus	2	2.8%
Walk	23	31.9%
Train	0	0.0%
Bicycle	0	0.0%
Other	0	0.0%

**Figure 5.19 – Mode of Transport to Wotton-under-Edge**

- 5.28 Table 5.11 and Figure 5.19 indicate that a significant proportion – approximately two thirds (65%) – travelled to the town by car. Almost one third of respondents reached Wotton-under-Edge on foot, although only 3% travelled in by bus, which suggests more needs to be done to promote sustainable transport patterns. None cycled or accessed the town centre by train.
- 5.29 Of those car users who would not consider using an alternative mode, 60.9% (14 respondents) cited inconvenience as the reason and a further 21.7% (5 respondents) cited that buses were too infrequent.
- 5.30 The age and gender profile of respondents should be considered as a possible reflection of some of the results – approximately two thirds of all respondents were female (66.7%). The age profile (Figure 5.20) indicates that almost two thirds of respondents (64%) were aged 45 years and over.

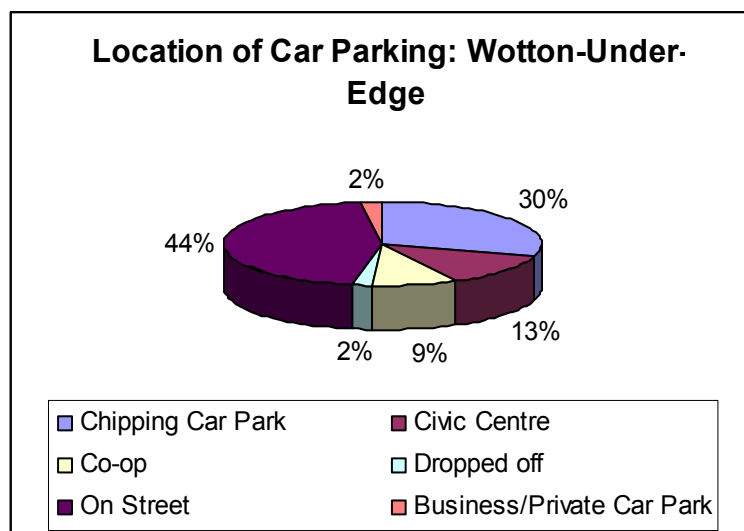
**Figure 5.20 – Age of Respondents**



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

- ◆ Chipping Car Park 14 persons
- ◆ Civic Centre 6 persons
- ◆ Co-op 4 persons
- ◆ Dropped Off 1 person
- ◆ On Street 21 persons
- ◆ Business/Private Car Park 1 person

**Figure 5.21 – Location of Car Parking: Wotton-under-Edge**



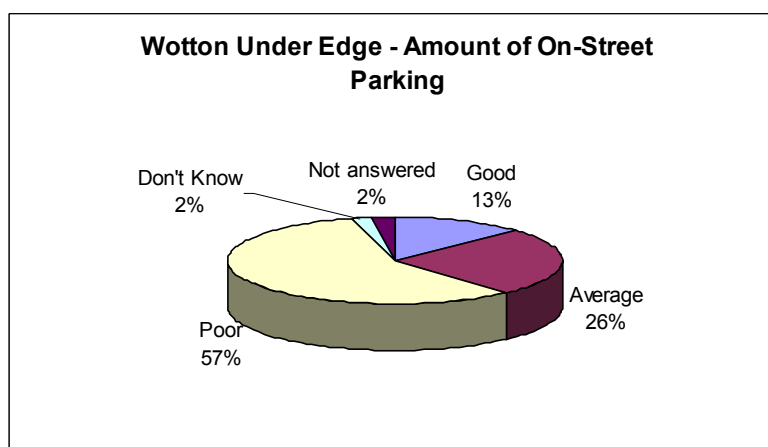
5.32 The data indicates that most car drivers make use of on street parking opportunities (44%), and almost a further third utilise the Chipping Car Park (30%).

5.33 Table 5.12 and Figure 5.22 provide a breakdown of the overall opinions of respondents that stated that they had accessed the town by car, on the amount of on-street parking available in Wotton-under-Edge town centre. These indicate that although the majority of users parked on-street, the overall consensus is that the level of on-street provision is poor (57.4%). A further quarter rated provision as average (25.5%), thus suggesting that there may be a need to consider this as part of the Action Plan process.

**Table 5.12 - Amount of On-Street Parking Available: Wotton-under-Edge**

	No. of Surveys	%
Good	6	12.8%
Average	12	25.5%
Poor	27	57.4%
Don't Know	1	2.1%
Not answered	1	2.1%

**Figure 5.22 – Amount of On Street Spaces: Wotton-under-Edge**

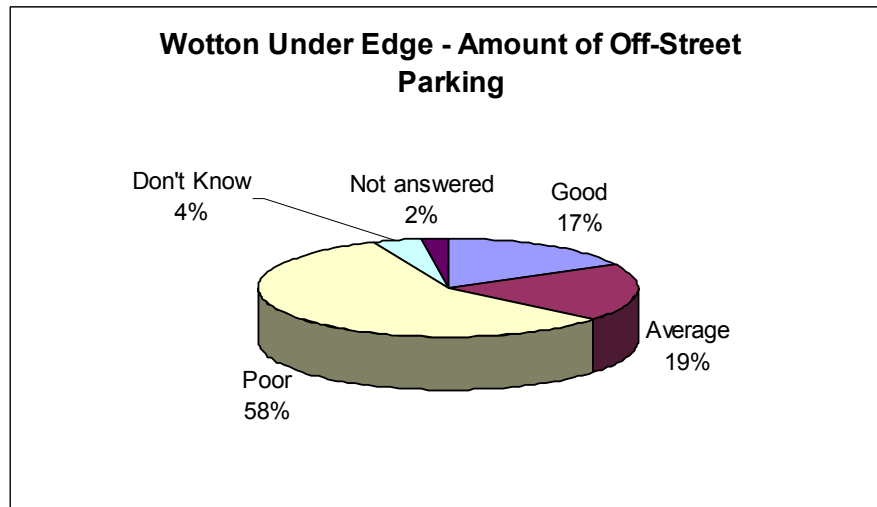


5.34 Table 5.13 and Figure 5.23 illustrate users' opinions regarding the amount of parking provision within designated car parks in the town. Opinion is clearly split, with good, average and poor each receiving 31.7% of the 'vote'. This may be a reflection of the different uses and duration of stay for each user, however it may also indicate that there is a need for more detailed study to ascertain the reason for this split of opinion.

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

	No. of Surveys	%
Good	8	17.0%
Average	9	19.1%
Poor	27	57.4%
Don't Know	2	4.3%
Not answered	1	2.1%

**Figure 5.23 – Amount of Spaces in Car Parks: Wotton-under-Edge**

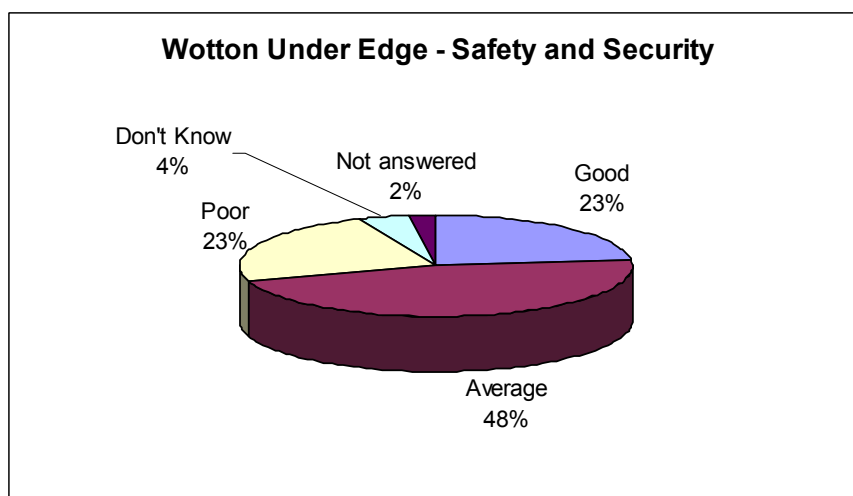


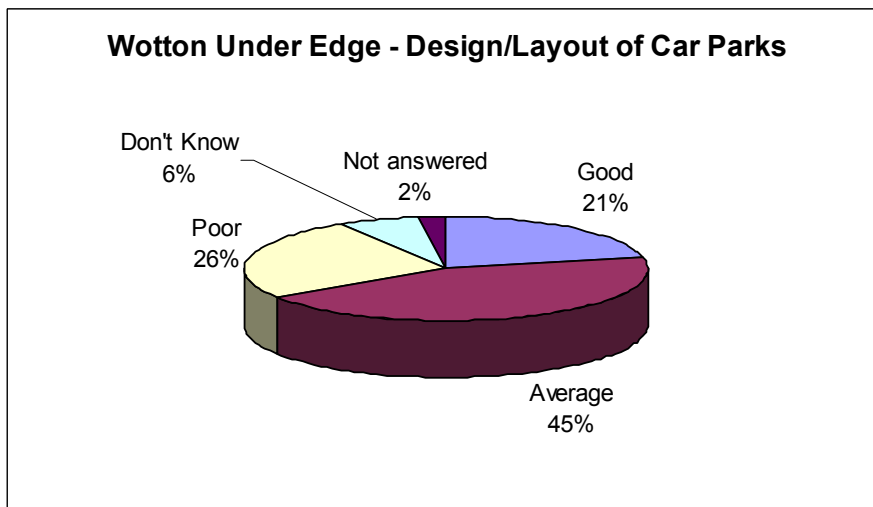
5.35 User opinions on safety and security and the design and layout of car parks are provided in Table 5.14 and Figures 5.24 and 5.25 respectively.

**Table 5.14 – User Opinions on Safety and Security and Design and Layout of Car Parks: Wotton-under-Edge**

	Safety and Security		Design and Layout	
	No. Surveys	%	No. Surveys	%
Good	11	23.4%	10	21.3%
Average	22	46.8%	21	44.7%
Poor	11	23.4%	12	25.5%
Don't Know	2	4.3%	3	6.4%
Not Answered	1	2.1%	1	2.1%

**Figure 5.24 – Safety and Security of Car Parks: Wotton-under-Edge**



**Figure 5.25 – Design and Layout of Car Parks: Wotton-under-Edge**

- 5.36 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 Wotton-under-Edge to be good or average (71% and 66% in total, respectively). However, around a quarter of respondents rated these two aspects as poor (23% and 26% respectively), thus suggesting that there may be a need to consider potential improvements as part of the Action Plan.
- 5.37 Figure 5.26 provides a breakdown of the home postcodes of respondents that were interviewed in Wotton-under-Edge. From this it is clearly apparent that the majority of users were residents of the Wotton-under-Edge postal area (84.7%) reinforcing the notion that it is primarily a local service centre.

**Figure 5.26 – Home Postcodes of Respondents**