

## **Stroud Town Centre Public Realm Strategy - Key Findings**

### *Priority issues for attention*

- 78% strongly agreed / agreed that getting into Stroud town centre was difficult
- 80% strongly agreed / agreed that the one way system was confusing and off putting to visitors
- 94% strongly agreed / agreed that on-street parking in the historic centre added to congestion and created a number of car journeys into the centre
- 92% strongly agreed / agreed that the unorganised arrangements for delivery and service vehicles created blockages and obstacles for pedestrians in the public realm
- 80% strongly agreed / agreed that the Merrywalks Shopping Centre is poorly integrated into the town centre
- 74% strongly agreed / agreed that visitors are often confused and unsure as to where to go in Stroud town centre
- Over 80% strongly agreed / agreed that the surfaces in the town centre were poor and contributed to an unattractive environment

### *Strategy feedback*

- 94% felt that it was correct to focus on improving the historic centre of Stroud as a priority
- 83% felt the strategy proposals would help to establish a better balance with the needs of pedestrians, cars, cyclists and delivery vehicles
- 77% considered the proposals would deliver a high quality and safe environment
- 85% felt the proposals would help to establish an attractive town centre
- 84% consider the recommendations would help to create a more pleasant shopping experience
- 54% felt they would be more likely to visit the town centre more frequently if the recommendations for change were implemented (22% were not sure at this stage)