

# GLOUCESTER CITY COUNCIL



## LOCAL AND DISTRICT CENTRE HEALTH CHECK REPORT

MAY 2010

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## 1.0 EXECUTIVE SUMMARY

### Purpose of Report

- 1.1 Current central government guidance, set out in Planning Policy Statement 4 (PPS4) – ‘Planning for Sustainable Economic Growth’ (2009) requires local planning authorities to undertake regular health checks of retail centres including town centres and district and local centres.
- 1.2 The health check provides a tool against which existing planning policy can be monitored. It will also comprise part of the evidence base for the Gloucester, Cheltenham and Tewkesbury Joint Core Strategy and the Gloucester City Plan.
- 1.3 Gloucester City has two district centres and ten local centres. These centres have not changed since the 2007 health check therefore the results of this study will allow any emerging trends to be identified.
- 1.4 This study is both quantitative, in surveying occupiers and footfall on site in May 2010, and qualitative in surveying business owners and users of the centres. The quantitative data will be directly comparable with the 2007 data while the qualitative data will provide an opportunity to elicit a response with regard to the views and perceptions of occupiers and the shopping habits of users.

### Key findings

- 1.5 The main results of the study are that 50.4% of the 260 units within the centres are in A1 use, a decrease from 55.1% of 254 units in 2007. Changes that have occurred are an increase in A5 (takeaway) use, an increase in ‘other’ (2no. laundrettes and a dental surgery) and a slight increase in vacancies.
- 1.6 The level of A2, A3 and A4 use has stayed comparable to that of 2007 suggesting stability for these uses within the centres.
- 1.7 Business owners identified that the quality and availability of car parking, safety of the centre, its visual appearance and the surrounding environment were all vitally important to the future viability and profitability of their business.

- 1.8 The users survey identified that the most common form of visit for a centre was for half an hour for a 'quick shop'. This highlights the importance of the centres within the community for local neighbourhood convenience shopping purposes.

## **1.9 AIMS OF THE STUDY AND METHODOLOGY**

- 1.10 The aim of this study was to undertake a health check of all 12 local and district centres in Gloucester in accordance with guidance contained in Planning Policy Statement 4 (PPS) – Planning for Sustainable Economic Growth (2009) and to produce a report summarising key outputs from the study.
- 1.11 The quantitative survey work was undertaken by the Spatial Planning and Environment Team in May 2010 while the qualitative work was pursued by the Community Strategy and Engagement Team through the Neighbourhood Partnerships.

## 1.12 SUMMARY OF RESULTS

TABLE 1: RANGE OF USES

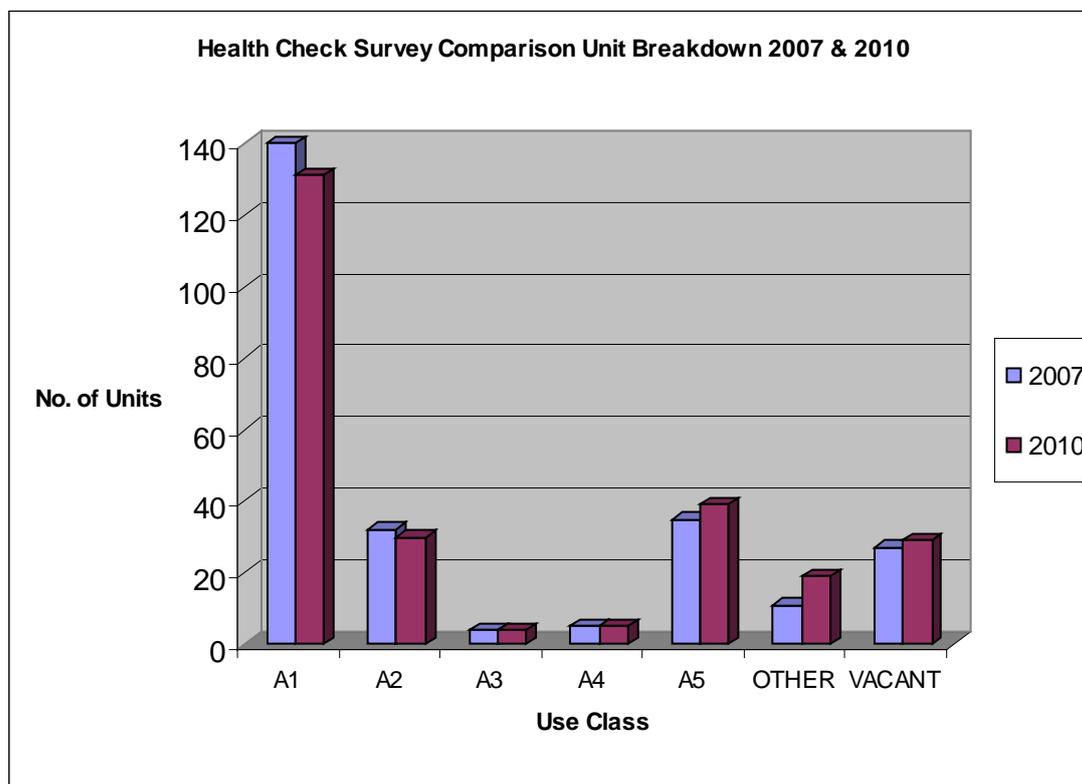
Local Centre	A1	A2	A3	A4	A5	OTHER	VACANT	TOTAL NO. UNITS
<b>Bristol Road</b>	11 40.7%	8 29.6%	0	0	5 18.5%	3 11.1%	0	27
<b>Windsor Drive</b>	7 46.7%	4 26.7%	0	0	3 20%	1 6.7%	0	15
<b>Seventh Avenue</b>	4 80%	0	0	0	1 20%	0	0	5
<b>Matson Avenue</b>	6 60%	2 20%	0	0	1 10%	1 10%	0	10
<b>Glevum Way</b>	5 50%	3 30%	0	0	1 10%	1 10%	0	10
<b>Old Cheltenham Road</b>	5 38.5%	1 7.7%	0	0	3 23.1%	2 7.7%	2 7.7%	13
<b>Finlay Road</b>	3 60%	0	0	0	2 40%	0	0	5
<b>Coney Hill Parade</b>	2 50%	0	0	0	1 25%	0	1 25%	4
<b>Barton Street</b>	46 56%	4 4.8%	2 2.4%	2 2.4%	10 12.2%	7 8.5%	11 13.4%	82
<b>Seymour Road</b>	8 44.4%	1 5.6%	2 11.1%	1 5.6%	1 5.6%	0	5 27.7%	18
<b>High Street, Tredworth</b>	16 42.1%	1 2.6%	0	2 5.2%	5 13.1%	3 7.9%	8 21.1%	38
<b>Hucclecote Road</b>	18 56.3%	6 18.8%	0	0	5 15.6%	1 3.1%	2 6.3%	32

<b>Totals</b>	<b>131</b>	<b>30</b>	<b>4</b>	<b>5</b>	<b>39</b>	<b>19</b>	<b>29</b>	<b>260</b>
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**TABLE 2: TRENDS**

	<b>2007 (%)</b>	<b>2010 (%)</b>	<b>Difference (%)</b>
<b>A1</b>	55.1	50.4	-4.7
<b>A2</b>	12.6	11.5	-1.1
<b>A3</b>	1.6	1.5	-0.1
<b>A4</b>	2	2	0
<b>A5</b>	13.8	15	1.2
<b>OTHER</b>	4.3	7.3	3
<b>VACANT</b>	10.6	11.2	0.6

**FIGURE 1: UNIT BREAKDOWN COMPARISON 2007 & 2010**

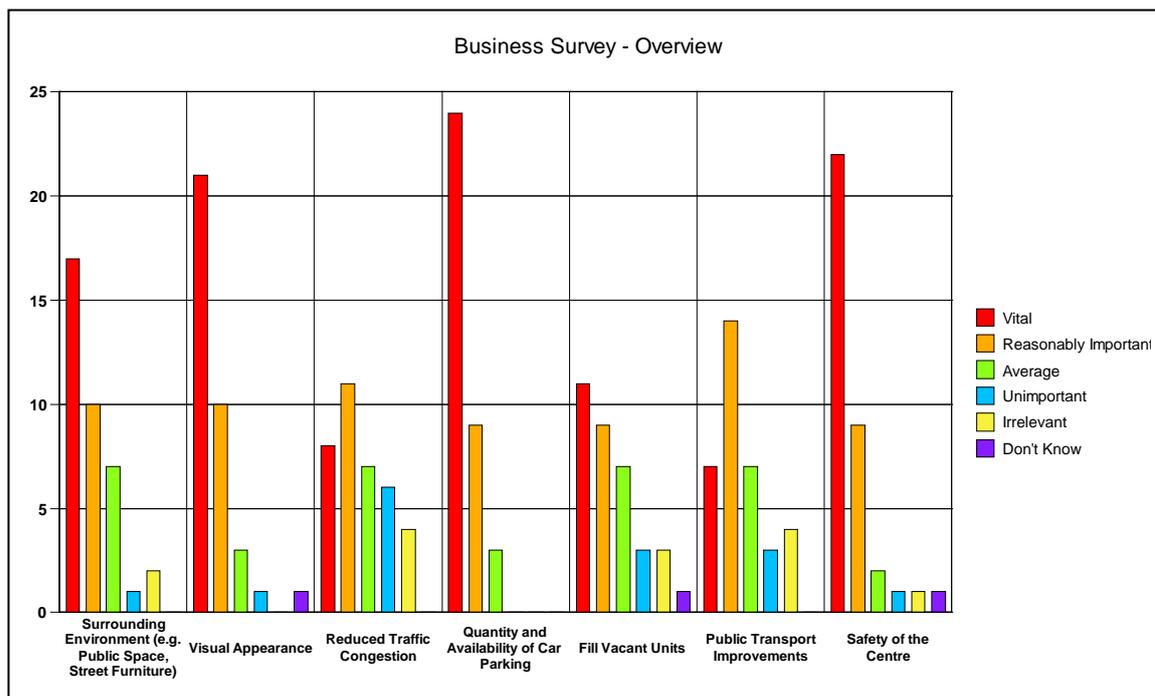


### **1.13 SUMMARY OF GROUND FLOOR USE CLASS FINDINGS**

- 1.14 The results of the Local and District Shopping Centre Health Check for Gloucester highlight a reduction in the amount of A1 Units in the 12 identified local and district centres. There are currently 4.7% less A1 Units than in 2007, with the 2010 health check finding that 131 of the 260 units, across the 12 centres are classed as A1 Retail. There are a number of possible reasons for the trend of decline highlighted between 2007 and 2010. One factor is the current economic downturn which has had a dramatic effect on many retailers across the UK, another may be the expanded retail offer within supermarkets across the City.
- 1.15 The recession could also be a contributing factor to the rise in vacant units across the 12 local and district centres, although since 2007, there has only been a 0.6% increase in vacancy rates. There seem few noticeable trends in vacancy rates across the 12 local and district centres. However, Seymour Road local centre has 27.7% vacant units, which has risen from 11.1% in 2007, and High Street, Tredworth local centre has also seen a marginal rise in vacant units, which now stands at 21.1% of the total retail units in the centre. However, in other centres, such as Bristol Road, Quedgeley and Windsor Drive there are no vacant units.
- 1.16 There has been an increase of 3% in units classed as 'Other' or 'Sui Generis'. This, in part, can be attributed to two new laundrettes, taking over from previous A1 units. In addition a dental practice has now been included into the ground floor survey for Glevum Way district centre. Units in Bristol Road district centre and Barton Street local centre have also had an impact on this figure.
- 1.17 A2 units have remained at a similar level to the findings in the 2007 survey, whilst A3 and A4 units are at almost the exact levels experienced in 2007. The total number of units within the 12 local centres now stands at 260, which is an increase on the 254 identified in 2007. This can be attributed to the inclusion of 3 new units in Bristol Road, Quedgeley, the addition of a dental practice in Glevum Way, Abbeydale, and two independent units in Matson Avenue replacing previous single occupied combined unit (No. 81 & 83). It should be noted the 2007 survey recorded 36 units in High Street, Tredworth, when in fact there was 38 units.

### 1.18 BUSINESS SURVEY OVERVIEW

**Figure 2:** Response to: How important to your future business profitability / viability are the following issues?



### 1.19 BUSINESS SURVEY SUMMARY

1.20 The quantity and availability of car parking was identified as the most important issue for businesses regarding profitability and viability, no businesses scored car parking as ‘Irrelevant’ or ‘Don’t Know’. The visual appearance of the local or district centre and the safety of the centre also were considered very important for a number of businesses.

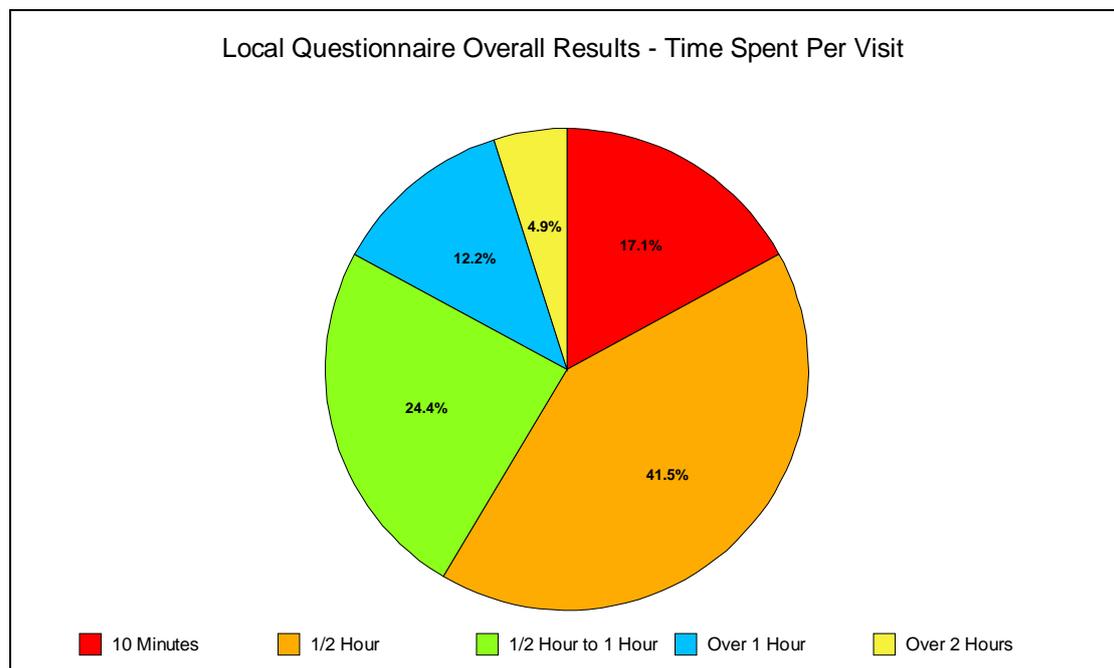
1.21 Public transport improvements and reducing traffic congestions, both scored a mix of responses, ranging from ‘Vital’ to ‘Irrelevant’. This can be attributed to a number of retailers stating car parking was ‘Vital’, which can be linked to higher traffic congestion. A number of retailers may also see traffic congestion as a sign of increased custom and popularity of the centre.

1.22 Filling vacant units was mixed in response although this could lead to a greater range of shops and services and would help to improve the visual appearance of the centre. The mixed response to this question could be affected by the fact that 6 of the 12

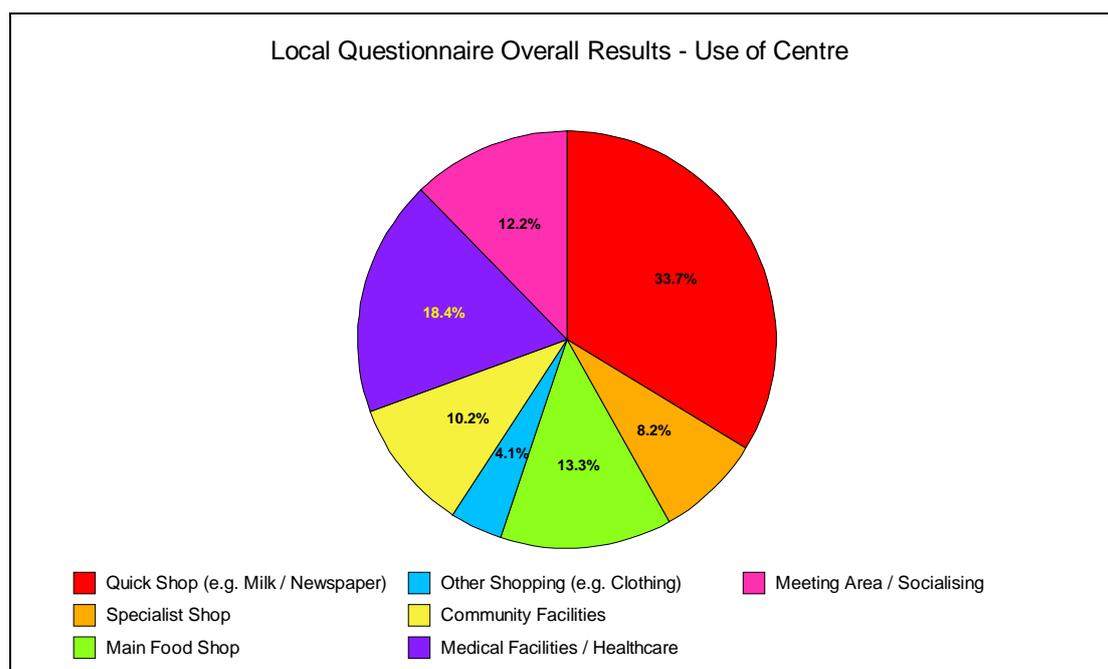
local or district centres had no vacant units, and thus the businesses based within these centres had no present concerns about vacancy rates.

### 1.23 LOCAL QUESTIONNAIRE SUMMARY

**Figure 3: Local Questionnaire Overall Results – Time Spent Per Visit**



**Figure 4: Local Questionnaire Overall Results – Use of Centres**



#### 1.24 LOCAL QUESTIONNAIRE SUMMARY

- 1.25 Responses from the local questionnaire indicated that the majority of visitors spend on average 30 minutes per visit in their local or district centre. Spending between 30 minutes and one hour was slightly more common than a quick 10 minute stop, suggesting local and district centres are used for more than just for a very quick shop. The fact the length of time spent in these centres is over 30 minutes in many cases, is further evidence of their importance to local communities, and in particular those without vehicle access.
- 1.26 A much smaller sample of respondents stated they spent over 1 hour per visit in their centre, and even less said 2 hours. This, however, is in line with the expected trends for such areas, given their scale. The two district centres, with main supermarkets are likely to account for those respondents whom stated they spent over one hour per visit.
- 1.27 The use of local and district centres, as expected, varies from centre to centre, depending on size and the range of shops and services provide. However, Figure 4 highlights that the most common use of a local or district centre is for a 'quick shop', with nearly 39% of respondents stating that's what they use the centre for. This is generally unsurprising given the presence of many convenience stores and newsagents in the 12 identified centres.

- 1.28 Nearly 20% stated they use their local or district centre for a main food shop. This figure is somewhat swayed by the presence of large supermarkets in the two district centres, however, there are those that still use individual shops (butchers, bakers etc...) to undertake their main food shops. In addition, a centre such as Barton Street may be used as a main food-shopping destination for local communities, given their offer of culturally specific goods.
- 1.27 Accessing medical and healthcare facilities was another popular use of local and district centres. Just fewer than 20% stated they used healthcare facilities, including pharmacies in their centre. Pharmacies offer a crucial service to all groups of society, and it is important that they are located close to residential areas.
- 1.28 Using local or district centre for 'other shopping', such as for clothing or hardware, was the least common use. This is to be expected given the scale of the centres and the fact that out of town stores and Gloucester city centre will provide a better range of goods.

## **PART 2: PLANNING FRAMEWORK**

### **2.1 National Planning Policies**

- 2.2 Government planning policy on retail development is set out in PPS4 – Planning for Sustainable Economic Growth (2009). Relevant extracts relating to local and district centres are set out below:

#### **Plan Making**

##### **Policy EC.1 – Using Evidence to Plan Positively**

**EC.1.3** At the local level, the evidence base should:

- Identify any deficiencies in the provision of local convenience shopping and other facilities which serve people's day-to-day needs
  
- Assess the capacity of existing centres to accommodate new town centre development taking account of the role of centres in the hierarchy and identify centres in decline where change needs to be managed

##### **EC.1.4**

d. When assessing qualitative need for retail and leisure uses:

- i. Assess whether there is provision and distribution of shopping, leisure and local services, which allow genuine choice to meet the needs of the whole community, particularly those living in deprived areas, in light of the objective to promote the vitality and viability of town centres and the application of the sequential approach
  
- ii. Take into account the degree to which shops may be overtrading and whether there is a need to increase competition and retail mix

##### **EC.3 – Planning for Centres**

Local Planning Authorities should:

- b. Define a network (the pattern of provision of centres) and hierarchy (the role and relationship of centres in the network) of centres that is resilient to anticipated future economic changes, to meet the needs of their catchments having:
  - i. Made choices about which centres will accommodate any identified need for growth in town centre uses, considering their expansion where necessary, taking into account the need to avoid an over concentration of growth in centres. Identified deficiencies in the network of centres should be addressed by promoting centres to

function at a higher level in the hierarchy or designating new centres where necessary, giving priority to deprived areas which are experiencing significant levels of 'multiple deprivation' where there is a need for better access to services, facilities and employment by socially excluded groups

ii. Ensure any extensions to centres are carefully integrated with the existing centre in terms of design including the need to allow easy pedestrian access

iii. Where existing centres are in decline, considered the scope for consolidating and strengthening these centres by seeking to focus a wider range of services there, promoting the diversification of uses and improving the environment

iv. Where reversing decline in existing centres is not possible, considered reclassifying the centre at a lower level within the hierarchy of centres, reflecting this revised status in the policies applied to the area. This may include allowing retail units to change to other uses, whilst aiming, wherever possible, to retain opportunities for vital local services

v. Ensured that the need for any new, expanded or redeveloped out-of-centre regional or sub-regional shopping centre or any significant change in the role and function of centres is considered through the regional spatial strategy.

### 2.3 **EC.4 – Planning for Consumer Choice and Promoting Competitive Town Centres**

**EC.4.1** – Local planning authorities should proactively plan to promote competitive town centre environments and provide consumer choice by:

c) Supporting shops, services and other important small scale economic uses (including post offices, petrol stations, village halls and public houses) in local centres and villages.

### 2.4 **Evidence Gathering** **Annex D – Town Centre Health Check Indicators**

For following Local and District Health Check study the following indicators set out in PPS4 are applicable:

**A1** Diversity of main town centre uses (by number, type and amount of floorspace): the amount of space in use for different functions – such as offices;

shopping; leisure, cultural and entertainment activities; pubs, cafes and restaurants; and, hotels.

**A4** Retailer representation and intentions to change representation: existence and changes in representation of types of retailer, including street markets, and the demand of retailers wanting to come into the centre, or to change their representation in the centre, or to reduce or close their representation.

**A6** Proportion of vacant street level property and the length of time properties have been vacant: vacancies can arise even in the strongest town centres, and this indicator must be used with care. Vacancies in secondary frontages and changes to other uses will also be useful indicators.

**A9** Pedestrian flows (footfall): a key indicator of the vitality of shopping streets, measured by the numbers and movement of people on the streets, in different parts of the centre at different times of the day and evening, who are available for businesses to attract into shops, restaurants or other facilities.

**A10** Accessibility: ease and convenience of access by a choice of means of travel, including – the quality, quantity and type of car parking; the frequency and quality of public transport services and the range of customer origins served; and, the quality of provision for pedestrians, cyclists and disabled people and the ease of access from main arrival points to the main attractions.

**A11** Customer and residents' views and behaviour: regular surveys will help authorities in monitoring and evaluating the effectiveness of town centre improvements and in setting further priorities. Interviews in the town centre and at home can be used to establish views of both users and non-users of the centre, including the views of residents living in or close to the centre. This information could also establish the degree of linked trips.

**A12** Perception of safety and occurrence of crime: should include views and information on safety and security, including from the threat of terrorism, and where appropriate, information for monitoring the evening and night-time economy.

**A13** State of the town centre environmental quality: should include information on problems (such as air pollution, noise, clutter, litter and graffiti) and positive factors (such as trees, landscaping and open spaces).

2.5 **Local Planning Policies**

2.6 **Adopted Local Plan for Gloucester (1983)**

The saved shopping policies from the Adopted Local Plan for Gloucester (1983) are relevant and are set out below:

**Policy S3**

Continued provision of shopping facilities to meet local needs outside the City Centre will be encouraged.

**Policy S3.a**

Neighbourhood shopping facilities will be encouraged and sometimes required in developing residential areas

**Policy S3.b**

The City Council will seek to maintain the exiting neighbourhood shopping provision in the City

2.7 The Second Stage Deposit Draft Local Plan (2002) endeavours to maintain and enhance the vitality and viability of the twelve identified local and district centres from the potentially adverse effects of major edge of city centre and out of centre retail proposals. These objectives are set out in the 'Shopping' chapter of the plan and are summarised below:

2.8 **Four Key Objectives:**

- Sustain and enhance the vitality and viability of designated shopping centres,
- Focus development, especially retail development, in places that increase competition and maximise the opportunity to use means of transport other than the car,
- Maintain an efficient, competitive and innovative retail sector,
- Ensure the availability of a wide range of shops, employment, services and facilities to which people have easy access by a choice of means of transport.

2.9 **New Suburban and Neighbourhood Retail Development**

2.10 A wide range of facilities in district and local centres reduces the need for local people to make unnecessary trips to the Central Area. This provides two benefits. Firstly allowing people without access to a car to get to the shops and other facilities, such

as doctors surgeries in one trip. This is seen to be particularly important in Gloucester where there are pockets of low car ownership. In addition, it reduces the traffic congestions around the Central Area of Gloucester, lowering pollution from cars and buses.

- 2.11 Furthermore, the more designated district and local centres Gloucester has, the easier it is for people without a car to do their shopping. Ideally, Gloucester would like all residents to live within a 5-minute walk of a designated centre. Redevelopment of sites may provide additional opportunities for new district or local centres, providing the proposed centre would not cause unacceptable impact on existing centres.

#### **Policy S.9 New District and Local Centres**

Planning permission will be granted for new groups of shops and other services outside the Central Area provided that they would perform the role of a local or district centre and would not have an unacceptable impact on existing centres. New local centres will be provided as part of the mixed-use developments at RAF Quedgeley (MU.5) and the land at the junction of Barnwood Road and the Barnwood By-pass.

- 2.12 The Second Stage Deposit Draft Local Plan (2002) intends to strengthen the role of district centres by permitting new retail development of a suitable scale and type. This is provided that it would not have an unacceptable impact on the Primary Shopping Area.

#### **Policy S.10 District Centres**

Planning permission will be granted for new retail development of a suitable scale and type in district centres where there are suitable sites available provided that it does not have an unacceptable impact on Blackfriars and the Primary Shopping Area.

#### **2.13 Local Centres**

- 2.14 Local policy states that local centres contain a mix of uses that are accessible by a range of transport, including bus, cycling and walking. However, it should be noted they continue to face competition from freestanding development that primarily serve customers travelling by car. Local centres have been identified as preferred locations for the provision of everyday shopping and community facilities.

**Policy S.12: Local Centres**

Planning permission will be granted for new retail development of a suitable scale and type in local centres where there are suitable sites available, provided it does not have an unacceptable impact on district centres and the Primary Shopping Area.

**Policy S.13: Changes in use of district and local centres**

The conversion of ground floor uses in district and local centres (other than in Barton Street) will only be permitted where:

- 1) The proportion of non-retail uses on the ground floor of properties in the centre is below 30%, and
- 2) The proposal would not result in a continuous group of more than two non-retail uses in the centre, and
- 3) The property is vacant and the developer is able to demonstrate that the property has been market successfully for a reasonable period of time, and
- 4) The developer is able to demonstrate that the proposal would sustain and enhance the vitality and viability of the centre

**2.15 Barton Street Local Centre**

2.16 Particular local retail policy for Gloucester relates to Barton Street Local Centre, in order to reverse the decline of vacant units and its general decline as a shopping area. This has been attributed to the development of out-of-town retail developments and problems of inadequate parking provision.

**Policy S.14: Barton Street Local Centre**

Within the core shopping area of Barton Street local centre shown on the Proposals Map, the change of use of ground floor Class A1 retail uses to other uses will not be permitted. Elsewhere in the local centre, permission will be granted for the change of ground floor Class A1 retail uses to dwellings, offices (Classes A2 and Class B1), leisure uses (Class D2) or community facilities only.'

**2.17 Joint Core Strategy (Cheltenham, Gloucester & Tewkesbury)**

2.18 This local and district centre health check study will form a key element of the evidence base for the Gloucester Tewkesbury and Cheltenham Joint Core Strategy

(JCS), which is due to be adopted 2013/4. The Joint Core Strategy website can be accessed at [www.gct-jcs.org](http://www.gct-jcs.org)

### **PART 3: USE CLASS SUMMARY**

- 3.0 This local and district centre health check survey is based on the Town and Country Planning (Use Classes) Order 1987, and subsequent update in the form of Town and Country Planning (Use Classes) (Amendment) (England) Order 2010.
- 3.1 **Class A1 (Retail)** – Use for all or any of the following purposes: for the retail sale of goods other than hot food; as a post office; for the sale of tickets or as a travel agency; for the sale of sandwiches or other cold food for consumption off the premises; for hairdressing; for the direction of funerals; for the display of goods for sale; for the hiring out of domestic or personal goods or articles; for the washing or cleaning of clothes or fabrics on the premises and for the reception of goods to be washed, cleaned or repaired, where the sale, display or services is to visiting members of the public.
- 3.2 **Class A2 (Financial and Professional Services)** - Use for the provision of: financial services, or professional services (other than health or medical services), or any other services (including use as a betting office) which is appropriate to provide in a shopping area, where the services are provided principally to visiting members of the public.
- 3.3 **Class A3 (Food and Drink)** - Use for the sale of food and drink for consumption on the premises or of hot food for consumption off the premises including restaurants, pubs, snack bars, cafes and wine bars.
- 3.4 **Class A4 (Drinking Establishments)** – use of the premises as public houses, wine bars and any other drinking establishments (excluding nightclubs).
- 3.5 **Class A5 (Hot Food Takeaways)** – premises used for the sale of hot food for consumption off the premises.
- 3.6 **Sui Generis** - Certain uses do not fall within any use class and are considered 'sui generis'. Such uses include: theatres, houses in multiple occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, laundrettes, taxi businesses, amusement centres and casinos.

## **PART4: METHODOLOGY**

4.1 Data collection for the Local and District Shopping Centre Health Check 2010 was undertaken during May 2010. The method of collecting the required information from each of the 12 identified centres remained consistent throughout the process.

### **4.2 Ground Floor Uses Survey**

4.3 The fundamental element of the health check involved a ground floor uses survey, which looked to update the survey undertaken in 2007. This ground floor uses survey involved recording the address, business name and the relevant use class of the unit, in accordance with the Town and Country Planning (Use Classes) Order 1987 described above in part 3. The data was collected on foot and collected by using a simple pro-forma (see Appendix 1).

### **4.4 Footfall / Pedestrian Flow Counts**

4.5 Footfall figures were also taken as part of the health check, to give an indication as to the vitality and viability of the local and district centres. Footfall data was not undertaken in the 2007 health check.

4.6 The method of collecting pedestrian flow data involved 15-minute counts, at pre-determined points throughout the local and district centres. These pre-determined points were considered to be important areas or gateways in the centres. Given the variance in scale between the 12 identified centres, between one and six places to undertake pedestrian flow counts were located. Counts were taken in both the morning and afternoon, in exactly the same location, to given an indication into the centres use and vitality. Pedestrians were recorded if they passed the point of the footfall count. Cyclists were included within the count; however, minors in pushchairs were not counted as separate entities. The predominant weather and exact time of the footfall count was recorded along with the tallies of the number of pedestrians on a pro-forma (see appendix 3).

### **4.7 Footfall / Pedestrian Flow Disclaimer**

4.8 This 2010 health check survey was the first for Gloucester to record footfall data. The findings do give some indication of the amount of pedestrian traffic passing through the centres and therefore do provide value in assessing the vitality and use of the centre. However, it should be noted for each of the 12 centres, the footfall data was recorded on one-week day during May, and therefore the findings should not be

generalised for every day of the week, weekends and other times of year. The footfall counts will be continued in preceding health checks in Gloucester, with the 2010 figures providing a platform to build on for future health checks.

#### 4.9 **Local Questionnaire**

4.10 Another addition to the Local and District Centre Health Checks was to use of a local questionnaire, aimed at users of the centres and local residents (see Appendix 3). The main method of collecting data from the local questionnaire was through Community Strategy and Engagement Team attending Neighbourhood Partnership Events (see Appendix 4). In addition, questionnaires were undertaken 'on site' at the various local centres, by approaching people to take part in the survey.

#### 4.11 **Business Questionnaire**

4.12 The business questionnaire was devised in order for business managers and owners in the respective local and district centres, to provide feedback regarding the current state of the areas and suggest future improvements which would aid the centre and their business (see Appendix 5). The method of undertaking the business survey involved handing out in person a survey to every business located within the local or district centre, where appropriate and possible. In an attempt to maximise response, a time and day for collection in person was then agreed, giving the business owner/manager time to complete the survey at a time to suite them.

#### 4.13 **Questionnaire Disclaimer**

4.14 Both local and business questionnaires were introduced for the first time for the 2010 local and district centre health checks in Gloucester. The response rate to the local questionnaires was relatively strong and provided useful feedback in certain district and local centre, especially in those centres, which had Neighbourhood Partnership Events during the research period. However, those willing to undertake the local questionnaire when approached directly within the local centres were generally poor. As a result there are areas where the sample size was extremely low and therefore the findings of the survey are not included in the report for some centres. The business survey response rate again varied from place to place. An overall summary of the key question from the business survey is included in the executive summary of this report.

4.15 The introduction of the local and business surveys for the 2010 health check survey for Gloucester was seen as a pilot in many regards. Although valuable information

was obtained in certain centres, there is a need to develop a more robust methodology and strategy regarding the questionnaires in order to increase response rates. The timeframe for this may need to be reviewed. The next health check survey will build on the foundations created by the introduction of the questionnaires in order to increase their value to the study in the future.

**PART 5:**

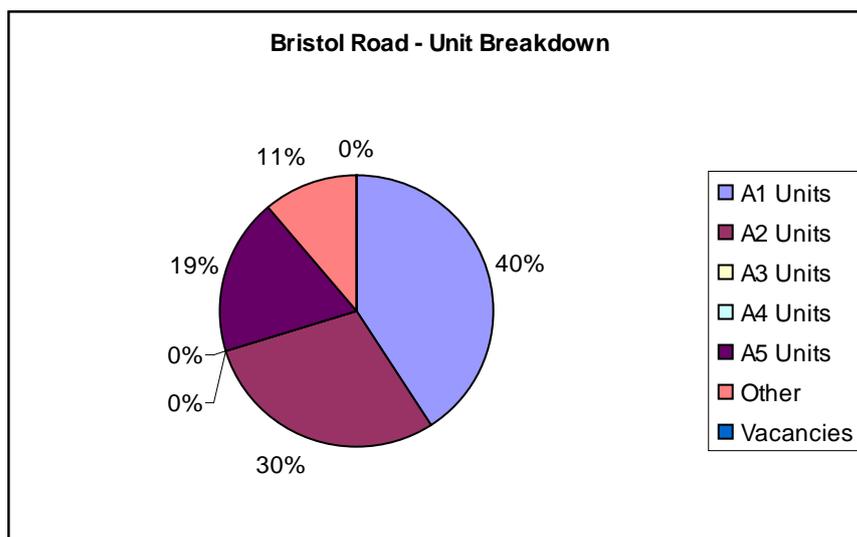
**LOCAL & DISTRICT CENTRE  
HEALTH CHECK SURVEY**

### 5.1 BRISTOL ROAD, QUEDGELEY - DISTRICT CENTRE

Address	Occupier	Use Class
Quedgeley District Centre	Tesco Superstore	A1
Quedgeley District Centre	Tesco Quedgeley Site Office	OTHER
Quedgeley District Centre	Motor World	A1
Quedgeley District Centre	C & G Building Society	A2
Quedgeley District Centre	Martins Convenience Store	A1
Quedgeley District Centre	Next	A1
Quedgeley District Centre	Brantano	A1
Quedgeley District Centre	Matalan	A1
Quedgeley District Centre	Blockbuster	A1
Quedgeley District Centre	Emperor Takeaway	A5
Quedgeley District Centre	Property Centre	A2
Quedgeley District Centre	William Hill	A2
Quedgeley District Centre	Aldi	A1
Unit 1 Quedgeley District Centre	Dominoes Pizza	A5
Unit 2a Quedgeley District Centre	Pets Mate	A1
Unit 5 Quedgeley District Centre	HSBC	A2
1 School Lane	Michael Tuck Estate Agents	A2
5 School Lane	Ice Hair Studio	A1
5 School Lane	Taylor's Estate Agents	A2
7 School Lane	The Sun Spa	SUI GENERIS
7 School Lane	Solutions Hairdressers	A1
7 School Lane	Homefinder Estate Agents	A2
9a School Lane	Dee and Griffin Solicitors	A2
9a School Lane	Quedgeley Parish Council	OTHER
11 School Lane	Quedgeley Friar (Fish&Chips)	A5
11a School Lane	Tandoori Takeaway	A5
13 School Lane	Taipan Cantonese & Chinese	A5

#### Unit Breakdown

Type	No. Of Units	Percentages (%)
A1 Units	11 (11)	40.7 (45.8)
A2 Units	8 (8)	29.6 (33.3)
A3 Units	0 (0)	0 (0)
A4 Units	0 (0)	0 (0)
A5 Units	5 (4)	18.5 (16.7)
Other	3 (1)	11.1 (4.2)
Vacancies	0 (0)	0 (0)
<b>Total</b>	<b>27 (24)</b>	

**Figure 5: Bristol Road – Unit Breakdown****Range of Good For Sale - Occupied A1 Units Only**

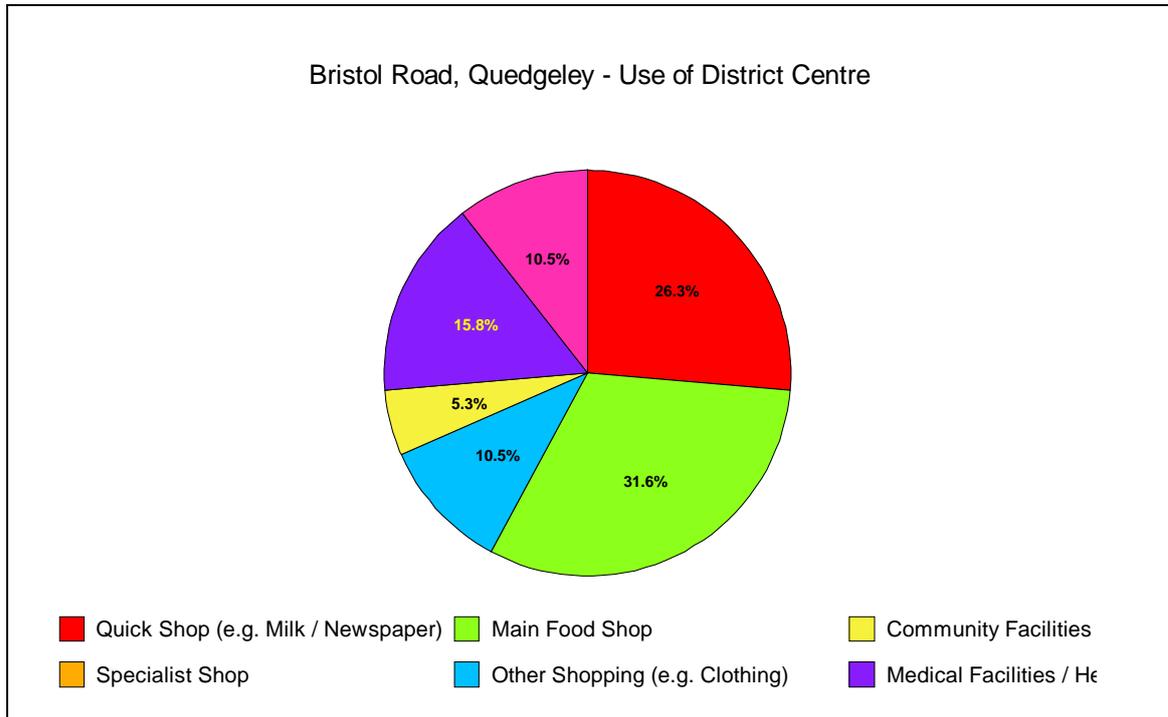
<b>Convenience Goods</b>	
Food	2 (2)
Newsagents	1 (1)
Wine and Beers	0 (0)
<b>Total Convenience Goods</b>	<b>3 (3)</b>
<b>Comparison Goods</b>	
Chemists	0 (1)
Clothing	2 (2)
Electrical/Gas	0 (0)
Footwear	1 (1)
Hairdressers	2 (2)
Hardware/DIY	0 (0)
Hire Shops	1 (1)
Post Office	0 (0)
Vehicle Maintenance	1 (1)
Other	1 (0)
<b>Total Comparison Goods</b>	<b>8 (8)</b>
<b>Total A1 Units</b>	<b>11 (11)</b>

**Pedestrian Flow**

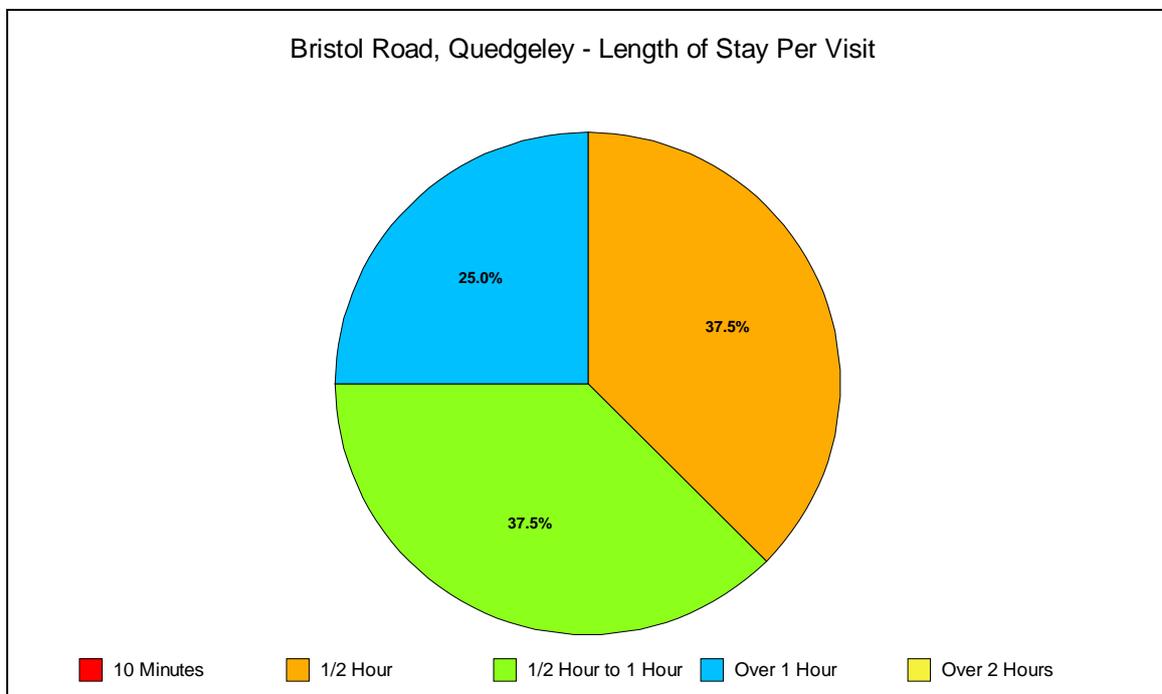
<b>Footfall</b>		
<b>Survey Location</b>	<b>Time / Weather</b>	<b>Footfall 1 Hour</b>
Junction Bristol Road/School Lane	AM (10:38) / Overcast	246
	PM (15:12) / Light Rain	168
School Lane (outside Unit 11)	AM (10:40) / Overcast	156
	PM (15:15) / Light Rain	96

**Local Questionnaire Results**

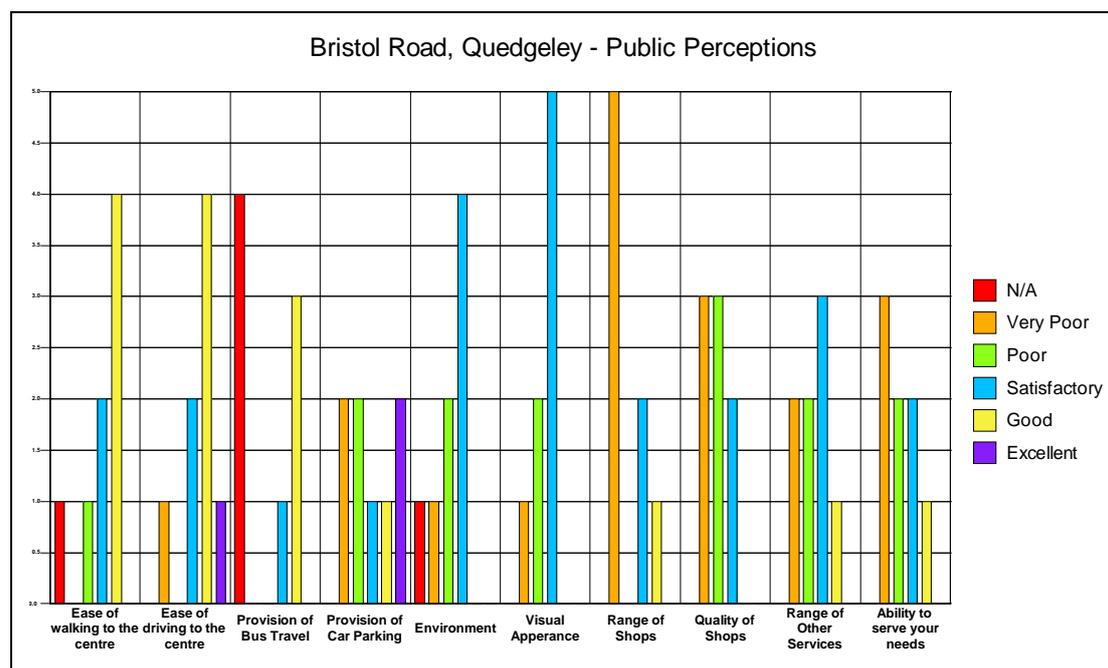
**Figure 6: Bristol Road – Use of District Centre**



**Figure 7: Bristol Road – Length of Stay Per Visit**



**Figure 8: Bristol Road – Public Perceptions**



### 5.1.1 Bristol Road District Centre – Key Findings

5.1.2 The Bristol Road District Centre located within the Quedgeley area of Gloucester consists of 27 retail units. The health check of the area has uncovered some key findings regarding the vitality and viability of the district centre. One of the main issues relates directly to the planning of the centre, which has created a car centric area, which does little to benefit pedestrian access and movement. At the present two large-scale car parks, one for the Tesco superstore and one for the adjacent retail park dominates the centre and exacerbates vehicle movement to the detriment of pedestrians. The pedestrian flow figures highlight the lack of pedestrian movement in areas of the centre away from Tesco's entrance. The footfall count near to the entrance to Tesco was 246 for one hour, whereas School Lane, where car parking is at a premium, recorded just 156 for the same period. In the afternoon, the figures mirrored this trend with 168 counted near Tesco and just 96 in the School Lane area.

5.1.3 In terms of ground floor use class, Bristol Road has remained relatively stable since 2007, with no change in the number of A1 retail units. Three additional units have been developed in the centre since 2007, one of which is A1.

5.1.4 There are no vacant units in Bristol Road District Centre continuing a trend of no vacant units in 2007, and additional investment has been made, in the form of 3

additional retail units mentioned above. Furthermore, Tesco Superstore is currently in the process of expanding their floor space.

- 5.1.5 The local questionnaire findings indicate that the length of stay per visit in the centre is very healthy. No one who undertook the questionnaire said they spent less than 10 minutes in the centre per visit, with most staying for at least half an hour.
- 5.1.6 The local questionnaire respondents highlighted that the majority use the centre predominantly for their main food shop, unsurprising given the presence of a large supermarket. A quarter of respondents indicated they use the centre for a 'quick shop', but the fact the average stay was approximately 30 minutes, perhaps shows that people use the centre for more than one shop/service per visit. Public perceptions highlighted concern regarding the range of shops and quality of shops in the centre.

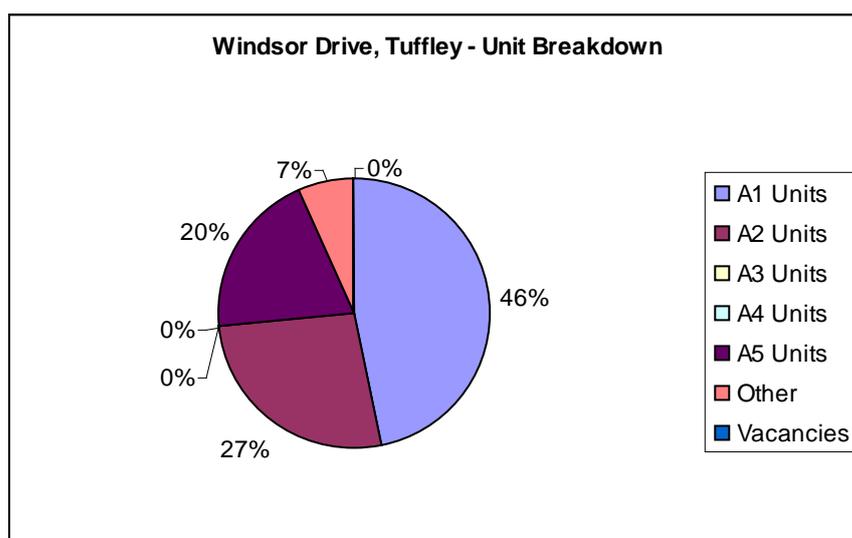
## 5.2 WINDSOR DRIVE, TUFFLEY - LOCAL CENTRE

Address	Occupier	Use Class
27 Windsor Drive	Steve Gooch Estate Agents	A2
29 Windsor Drive	Dental Practice	OTHER
31 Windsor Drive	Mortgage Advice Bureau	A2
33 Windsor Drive	Blonde on Blonde Hairdressers	A1
35 Windsor Drive	Rainbow Chinese Takeaway	A5
37 Windsor Drive	Seymours Newsmarket	A1
1 - 7 Holmleigh Parade	McColls Mini Supermarket	A1
9 Holmleigh Parade	Coral Book Makers	A2
11 Holmleigh Parade	Creature Comforts	A1
13 Holmleigh Parade	Jane's Pantry	A1
15 Holmleigh Parade	Manuels Hot Food Take-Away	A5
17 Holmleigh Parade	New Image Hairdressers	A1
19 Holmleigh Parade	Lloyds Chemist	A1
21 - 22 Holmleigh Parade	Nursing Agency	A2
23 Holmleigh Parade	Bombay Mix Takeaway	A5

### Unit Breakdown

Type	No. Of Units	Percentages (%)
A1 Units	7 (7)	46.7 (46.7)
A2 Units	4 (4)	26.7 (26.7)
A3 Units	0 (0)	0 (0)
A4 Units	0 (0)	0 (0)
A5 Units	3 (3)	20 (20)
Other	1 (1)	6.7 (6.7)
Vacancies	0 (0)	0 (0)
<b>Total</b>	<b>15 (15)</b>	

Figure 9: Windsor Drive – Unit Breakdown



### Range of Good For Sale - Occupied A1 Units Only

<b>Convenience Goods</b>	
Food	2 (2)
Newsagents	1 (1)
Wine and Beers	0 (0)
<b>Total Convenience Goods</b>	<b>3 (3)</b>
<b>Comparison Goods</b>	
Chemists	1 (1)
Clothing	0 (0)
Electrical/Gas	0 (0)
Footwear	0 (0)
Hairdressers	2 (2)
Hardware/DIY	0 (0)
Hire Shops	0 (0)
Post Office	1* (1*)
Vehicle Maintenance	0 (0)
Other	1 (1)
<b>Total Comparison Goods</b>	<b>4 (4)</b>
<b>Total A1 Units</b>	<b>7 (7)</b>

\* Post Office located within McColls Mini Supermarket

### Pedestrian Flow

Survey Location	Time / Weather	Footfall 1 Hour
Homeleigh Parade	AM (10:28) / Overcast	200
	PM (14:32) / Overcast, Drizzle	222
Windsor Drive (outside Seymours)	AM (10:45) / Overcast	88
	PM (14:17) / Overcast, Windy	90

#### 5.2.1 Windsor Drive – Key Findings

5.2.3 The local centre of Windsor Drive is made up of 15 units. For the purposes of this study Homleigh Drive, a short distance from Windsor Drive, is included within the local centre boundary, as it was in 2007. Windsor Drive is located within the Tuffley area of Gloucester.

5.2.4 Windsor Drive is one of the few local centres, which has seen no change in terms of occupied units and the use class of these units. This trend points to a stable local centre, which despite the recent recession, has managed to retain custom and remain viable. The centre provides a good range of goods for sale, given its relative scale of just 15 units, including a bakery, newsagents, dental practice and estate agent providing a wide variety of services. This range of uses is another likely reason for the vitality of the centre and its ability to effectively serve the local community of Tuffley.

- 5.2.5 Interestingly, the footfall figures for Homeleigh Parade far exceed those of Windsor Drive itself. One of the suggestions for this trend is the issue of car parking. Homeleigh Parade provides a relatively good number of car parking spaces, directly in front of the shops, whereas the shops located on Windsor Drive rely on mainly street parking.
- 5.2.6 It should be noted that the footfall figures for Homeleigh Parade might be increased due to the very close proximity of Beaufort School. The proximity means students; teachers and parents are likely to use the shops regularly due to its location and therefore convenience.

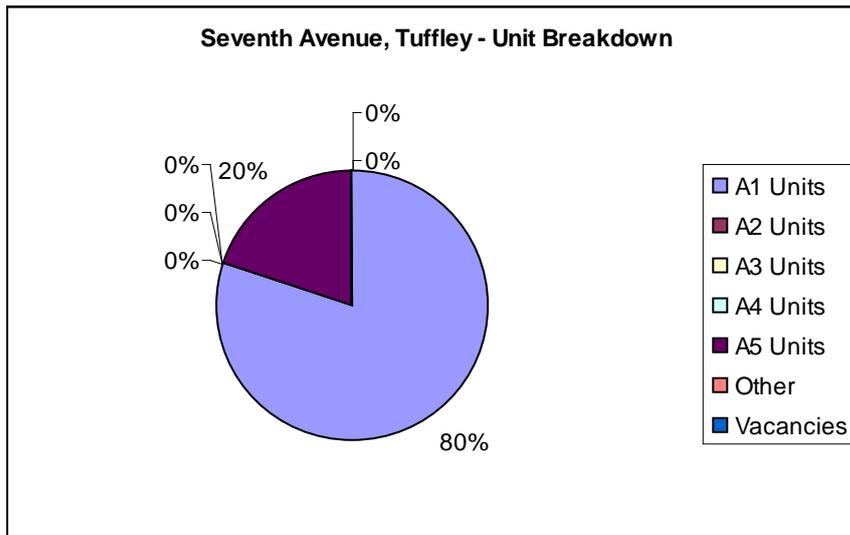
**5.3 SEVENTH AVENUE, TUFFLEY - LOCAL CENTRE**

Address	Occupier	Use Class
8 Seventh Avenue	Golden Star Takeaway	A5
10 Seventh Avenue	Tuffley Fresh Meat	A1
12 Seventh Avenue	Co-op Swift Shop	A1
14 - 16 Seventh Avenue	Nisa Local Convenience Store	A1
18 Seventh Avenue	Jane's Pantry	A1

**Unit Breakdown**

Type	No. Of Units	Percentages (%)
A1 Units	4 (4)	80 (80)
A2 Units	0 (0)	0 (0)
A3 Units	0 (0)	0 (0)
A4 Units	0 (0)	0 (0)
A5 Units	1 (1)	20 (20)
Other	0 (0)	0 (0)
Vacancies	0 (0)	0 (0)
<b>Total</b>	<b>5 (5)</b>	

**Figure 10: Seventh Avenue – Unit Breakdown**



**Range of Goods For Sale - Occupied A1 Units Only**

<b>Convenience Goods</b>	
Food	4 (4)
Newsagents	0 (0)
Wine and Beers	0 (0)
<b>Total Convenience Goods</b>	4 (4)
<b>Comparison Goods</b>	
Chemists	0 (0)
Clothing	0 (0)
Electrical/Gas	0 (0)
Footwear	0 (0)
Hairdressers	0 (0)
Hardware/DIY	0 (0)
Hire Shops	0 (0)
Post Office	1* (1*)
Vehicle Maintenance	0 (0)
Other	0 (0)
<b>Total Comparison Goods</b>	0 (0)
<b>Total A1 Units</b>	4 (4)

\* Post Office located within Co-op Swift Shop

**Pedestrian Flow**

Survey Location	Time / Weather	Footfall 1 Hour
Seventh Avenue (outside No.18)	AM (11:17) / Overcast, Dry	112
	PM (14:53) / Light Showers	186

**5.3.1 Seventh Avenue – Key Findings**

5.3.2 Seventh Avenue is a small local centre made up of 5 units. It is the second identified local centre to be located within Tuffley, although is situated east of the rail track and in close proximity to Stroud Road.

5.3.3 The local centre provides more than adequate parking, given the size of the centre. The good provision of car parking can, however, encourage car use as the predominant form of access to the centre, even for short trips.

5.3.4 The 2010 ground floor use survey mirrors that of 2007, with 4 A1 units and a single A5 unit. The two local centres in Tuffley, Windsor Drive and Seventh Avenue, both share this trend of consistency of both retailers and use class, pointing that there is obvious need for the local centres in the Tuffley area of Gloucester, but more importantly, the local centres are seemingly providing the shops and services wanted by local residents.

5.3.5 St.Peters High School is located in relatively close proximity to the local centre, and therefore the centre is likely to experience greater footfall just before school hours and just after school hours. The footfall recorded in May indicates the centre is busier in the afternoons. The count was conducted just before 3pm on a weekday, and therefore, parents/guardians before picking up their children may have been a reason for this increased figure. In addition, it should be noted a higher afternoon footfall figure was recorded in spite of light showers, compared to dry conditions in the morning.

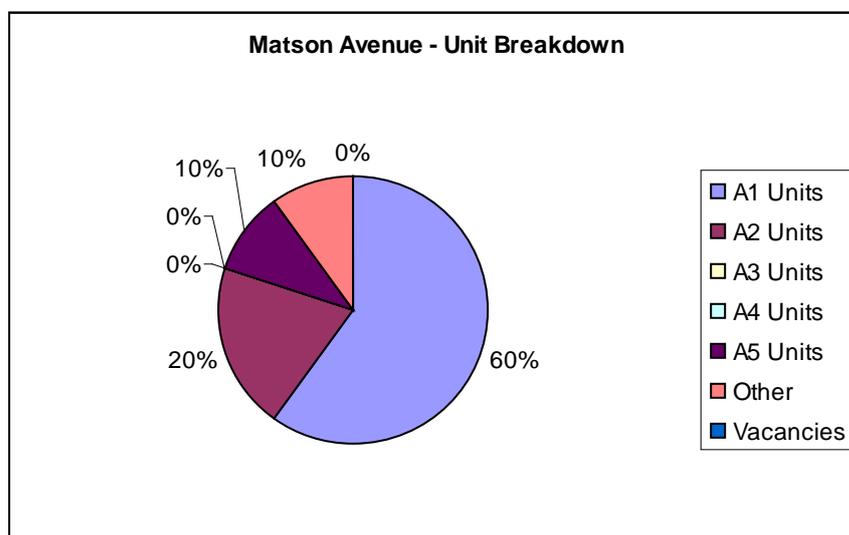
#### 5.4 MATSON AVENUE - LOCAL CENTRE

Address	Occupier	Use Class
69 - 71 Matson Avenue	Discount Local Booze	A1
73 Matson Avenue	Salon Divas Unisex Hair	A1
75 Matson Avenue	Martins Convenience Store	A1
77 - 79 Matson Avenue	Matson Mini Market	A1
81 Matson Avenue	One Stop Plus	A2
83 Matson Avenue	The Gateway	A2
85 (part of) Matson Avenue	Spinners Laundrette	SUI GENERIS
85 (part of) Matson Avenue	Jane's Pantry	A1
87 Matson Avenue	Dudley Taylor Ltd (Pharmacy)	A1
89 - 91 Matson Avenue	Jade Garden (Takeaway)	A5

#### Unit Breakdown

Type	No. Of Units	Percentages (%)
A1 Units	6 (7)	60 (77.8)
A2 Units	2 (1)	20 (11.1)
A3 Units	0 (0)	0 (0)
A4 Units	0 (0)	0 (0)
A5 Units	1 (1)	10 (11.1)
Other	1 (0)	10 (0)
Vacancies	0 (0)	0 (0)
<b>Total</b>	<b>10 (9)</b>	

Figure 11: Matson Avenue – Unit Breakdown



### Range of Good For Sale - Occupied A1 Units Only

<b>Convenience Goods</b>	
Food	2 (2)
Newsagents	1 (1)
Wine and Beers	1 (1)
<b>Total Convenience Goods</b>	<b>4 (5)</b>
<b>Comparison Goods</b>	
Chemists	1 (1)
Clothing	0 (0)
Electrical/Gas	0 (0)
Footwear	0 (0)
Hairdressers	1 (1)
Hardware/DIY	0 (0)
Hire Shops	0 (0)
Post Office	1* (1*)
Vehicle Maintenance	0 (0)
Other	0 (0)
<b>Total Comparison Goods</b>	<b>2 (2)</b>
<b>Total A1 Units</b>	<b>6 (7)</b>

\* Post Office located within Newsagents

### Pedestrian Flow

Survey Location	Time / Weather	Footfall 1 Hour
Matson Avenue	AM (10:16) / Sunny Intervals	192
	PM (13:35) / Sunny	192

#### 5.4.1 Matson Avenue – Key Findings

5.4.2 Matson Avenue is a local centre consisting of 10 units, which has seen small changes since the 2007 health check survey. The former butchers, whom shared no.85 with the bakery, is now a laundrette. This has changed the unit breakdown slightly, with 6 A1 units present within the centre and forming 60% of the total units. The other change seen since 2007 relates to no.81-83, which were formerly occupied by Matson Neighbourhood Project and therefore considered ‘one’ unit for the purposes of the 2007 survey. However, there are now two distinct units, although both considered A2 in use.

5.4.3 The footfall figures for the local centre were exactly the same for both the morning and afternoon count, showing no trend in a busier or quieter period for the centre during daytime hours.

5.4.4 Despite a good range of goods for sale in the area, which includes a pharmacy and post office, located within the newsagent, there is a need to create a more inviting environment in Matson Avenue local centre.

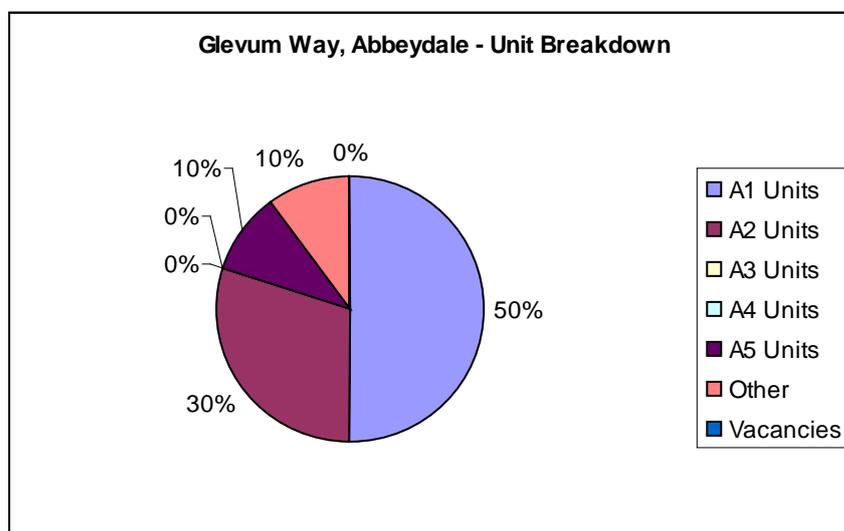
### 5.5 GLEVUM WAY, ABBEYDALE - DISTRICT CENTRE

Address	Occupier	Use Class
1 Glevum Way	Sue Ryder	A1
2 Glevum Way	Ruby Chinese/Abbeydale Fish & Chips	A5
3 Glevum Way	Taylor's Estate Agent	A2
4 Glevum Way	Diamond Cuts (Hairdressers)	A1
5 Glevum Way	Lloyds Chemist	A1
6 Glevum Way	Morrisons Supermarket	A1
Commercial House (part), Heron Way	John Weygang Opticians	A1
Commercial House (part), Heron Way	Michael Tuck Estate Agents	A2
Commercial House (part), Heron Way	Abbeydale Dental Practice	OTHER
Commercial House (part), Heron Way	Myne & Ure (Financial Advice)	A2

#### Unit Breakdown

Type	No. Of Units	Percentages (%)
A1 Units	5 (5)	50 (55.6)
A2 Units	3 (3)	30 (33.3)
A3 Units	0 (0)	0 (0)
A4 Units	0 (0)	0 (0)
A5 Units	1 (0)	10 (0)
Other	1 (0)	10 (0)
Vacancies	0 (1)	0 (11.1)
<b>Total</b>	<b>10 (9)</b>	

Figure 12: Glevum Way – Unit Breakdown



**Range of Good For Sale - Occupied A1 Units Only**

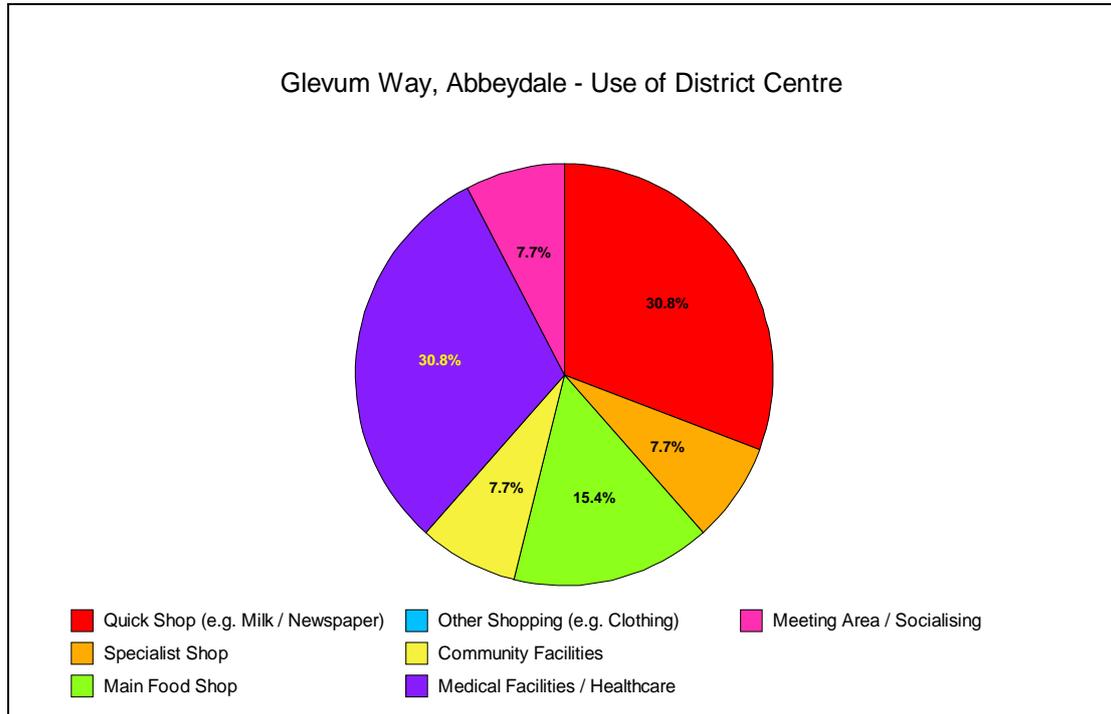
<b>Convenience Goods</b>	
Food	1 (1)
Newsagents	0 (0)
Wine and Beers	0 (0)
<b>Total Convenience Goods</b>	<b>1 (1)</b>
<b>Comparison Goods</b>	
Chemists	1 (1)
Clothing	1 (1)
Electrical/Gas	0 (0)
Footwear	0 (0)
Hairdressers	0 (0)
Hardware/DIY	0 (0)
Hire Shops	0 (0)
Post Office	0 (0)
Vehicle Maintenance	0 (1)
Other	2 (1)
<b>Total Comparison Goods</b>	<b>4 (4)</b>
<b>Total A1 Units</b>	<b>5 (5)</b>

**Pedestrian Flow**

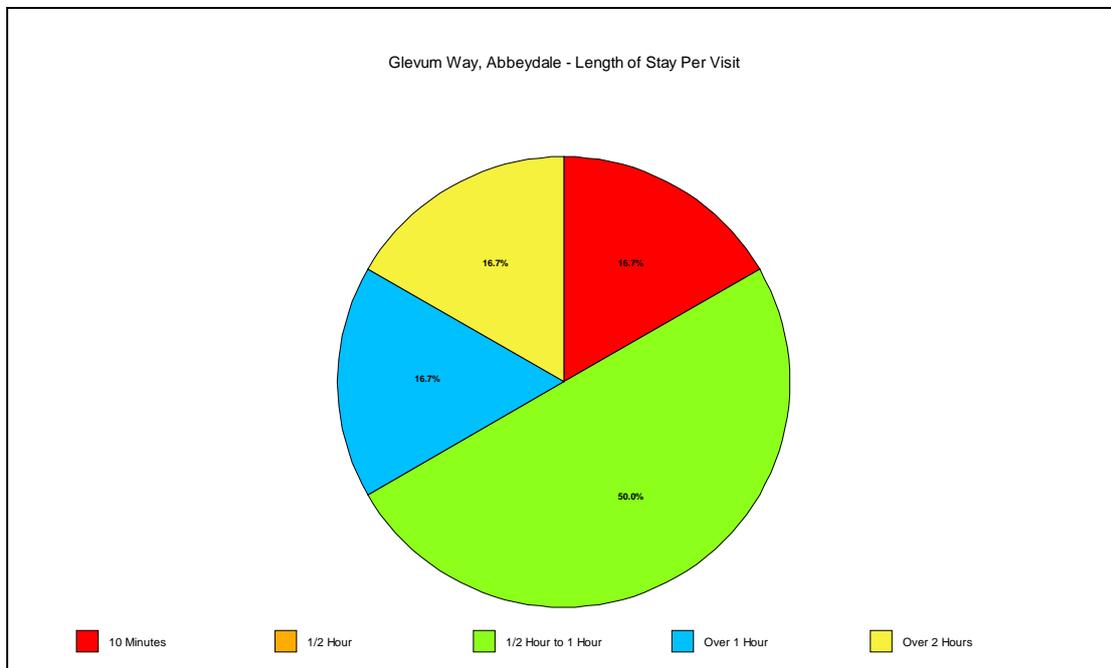
Survey Location	Time / Weather	Footfall 1 Hour
Lloyds Chemist/Sue Ryder	AM (10:55) / Sunny	216
	PM (13:13) / Sunny Intervals	220

**Questionnaire Findings**

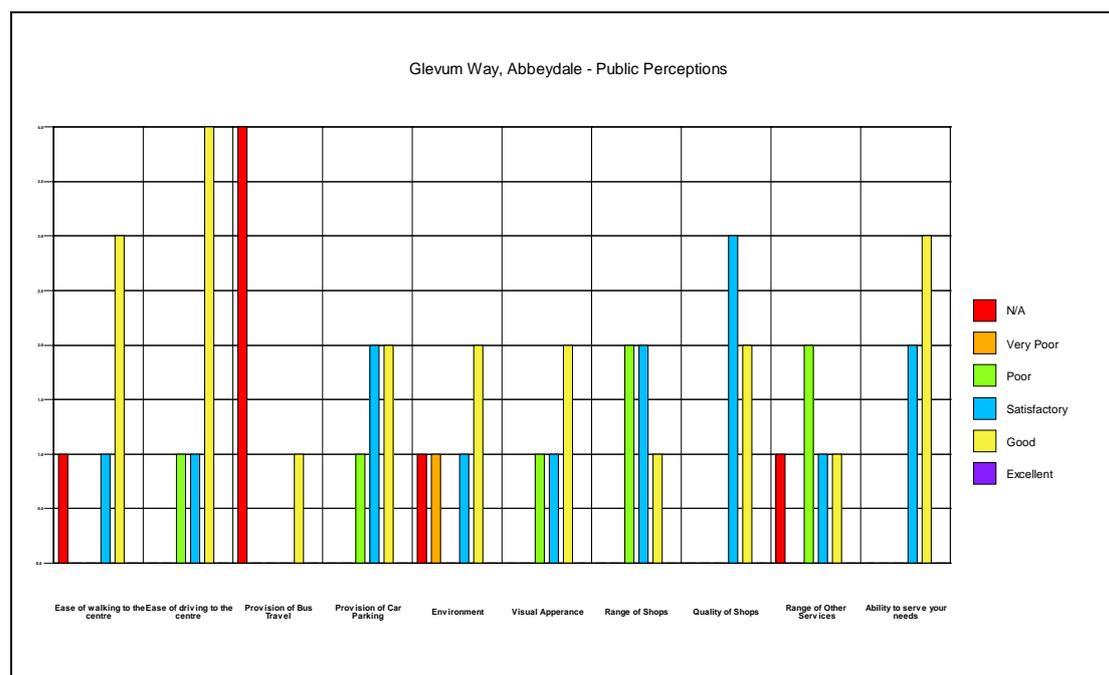
**Figure 13: Glevum Way – Use of District Centre**



**Figure 14: Glevum Way – Length of Stay Per Visit**



**Figure 15: Glevum Way – Public Perceptions**



### 5.5.1 Glevum Way – Key Findings

5.5.2 Glevum Way located in Abbeydale is one of the two identified district centres in Gloucester. The centre has always benefited from the presence of a large superstore, originally Safeways and latterly Morrison's.

5.5.3 There have been a few changes since the 2007 survey. One additional unit has been included as part of the health check survey for the centre, in the form of the dental practice, which uses Commercial House, with three other occupiers. Given the presence and inclusion of dental practices within other centres in this survey, to remain consistent, the dental practice was included in the survey. As a result, the number of units located within the centre now stands at 10, up 1 from 2007.

5.5.4 Encouragingly, a former vacant unit in 2007 is now occupied, meaning there are no vacant units present within the district centre. This unit, no.2 Glevum Way, is occupied by an A5 takeaway. No.4 Glevum Way has seen a change in occupier, however the use class of A1 remains the same. Motor World occupied the unit in the 2007 survey, which is now occupied by a hair salon.

5.5.5 The local questionnaire results indicate that half of respondents stay in the centre for between half an hour and one hour. This is likely to be due to the Morrisons supermarket located within the district centre. In terms of the use of the centre, medical and healthcare (pharmacy and opticians) provided within the centre seems

well utilised, in addition both quick shops and main food shops are frequent uses of the centre.

5.5.6 Walking and driving to the centre is generally considered to be 'good', as is the district centres ability to serve the needs of the local community. The quality of shops available is considered 'satisfactory', whilst the surrounding environment was generally deemed to need some improvement.

5.5.7 Relatively large footfall figures were recorded in Glevum Way, generally attributed to the presence of a major superstore, however it seemed many using the centre did so not only to just use Morrison's, but also for other shops and services.

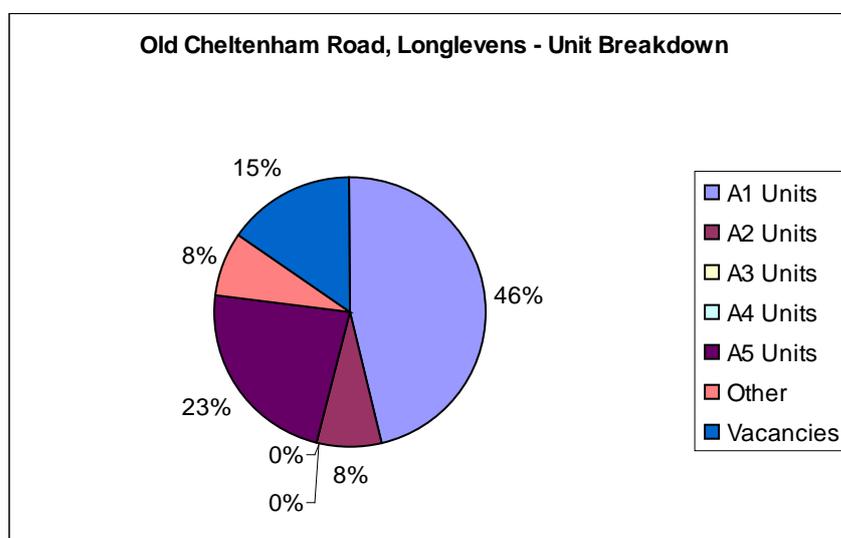
### 5.6 OLD CHELTENHAM ROAD, LONGLEVENS – LOCAL CENTRE

Address	Occupier	Use Class
1 Old Cheltenham Road	Lloyds Chemist	A1
41 Old Cheltenham Road	Icon Hairdressers	A1
2-4 Old Cheltenham Road	Tesco Express	A1
6 Old Cheltenham Road	Wok Express	A5
8 Old Cheltenham Road	Goodwin Funeral Directors	A1
10 Old Cheltenham Road	Ruddy's Fish & Chips	A5
125 Cheltenham Road	Vacant	Vacant
127 Cheltenham Road	Co-Op	A1
131 Cheltenham Road	BP Shop	A1
132 Cheltenham Road	Vacant	Vacant
134 Cheltenham Road	Cox & Company (Estate Agents)	A2
136 Cheltenham Road	Balti Takeaway	A5
83 Windermere Road	Animal Hospital & Vets Supplies	OTHER

#### Unit Breakdown

Type	No. Of Units	Percentages (%)
A1 Units	6 (7)	46.1 (53.8)
A2 Units	1 (1)	7.7 (7.7)
A3 Units	0 (0)	0 (0)
A4 Units	0 (0)	0 (0)
A5 Units	3 (3)	23.1 (23.1)
Other	1 (1)	7.7 (7.7)
Vacancies	2 (1)	15.4 (7.7)
<b>Total</b>	<b>13 (13)</b>	

Figure 16: Old Cheltenham Road – Unit Breakdown



**Range of Goods For Sale – Occupied A1 Units Only**

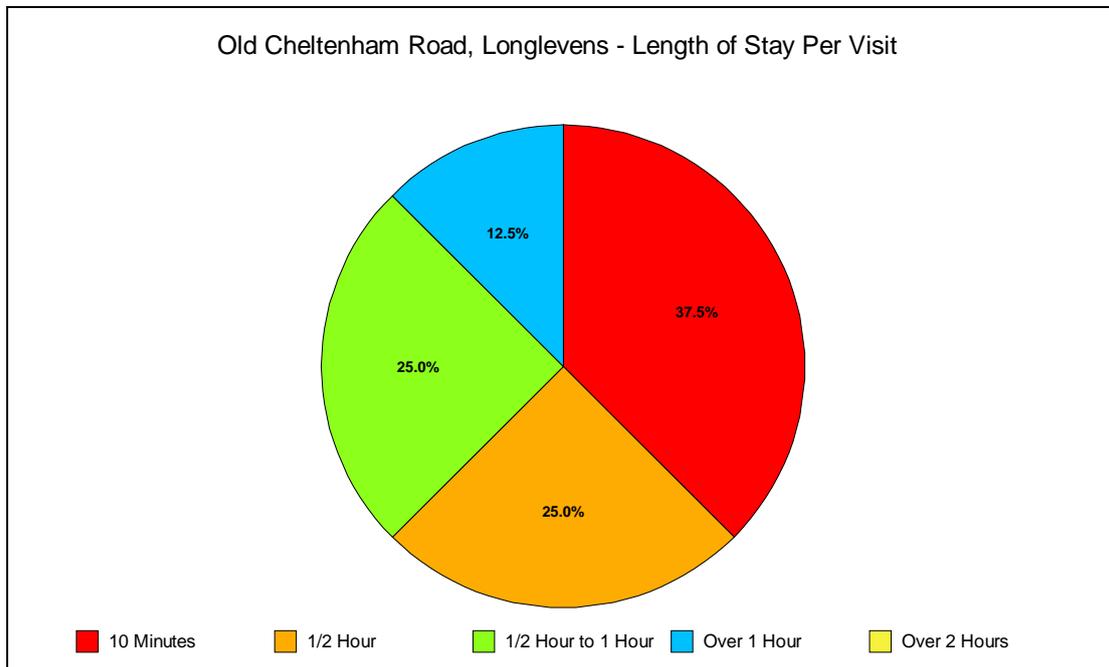
<b>Convenience Goods</b>	
Food	3 (3)
Newsagents	0 (0)
Wine and Beers	0 (0)
<b>Total Convenience Goods</b>	<b>3 (3)</b>
<b>Comparison Goods</b>	
Chemists	1 (1)
Clothing	0 (0)
Electrical/Gas	0 (1)
Footwear	0 (0)
Hairdressers	1 (2)
Hardware/DIY	0 (0)
Hire Shops	0 (1)
Post Office	0 (0)
Vehicle Maintenance	0 (0)
Other	0 (1)
<b>Total Comparison Goods</b>	<b>2 (4)</b>
<b>Total A1 Units</b>	<b>5 (7)</b>

**Pedestrian Flow**

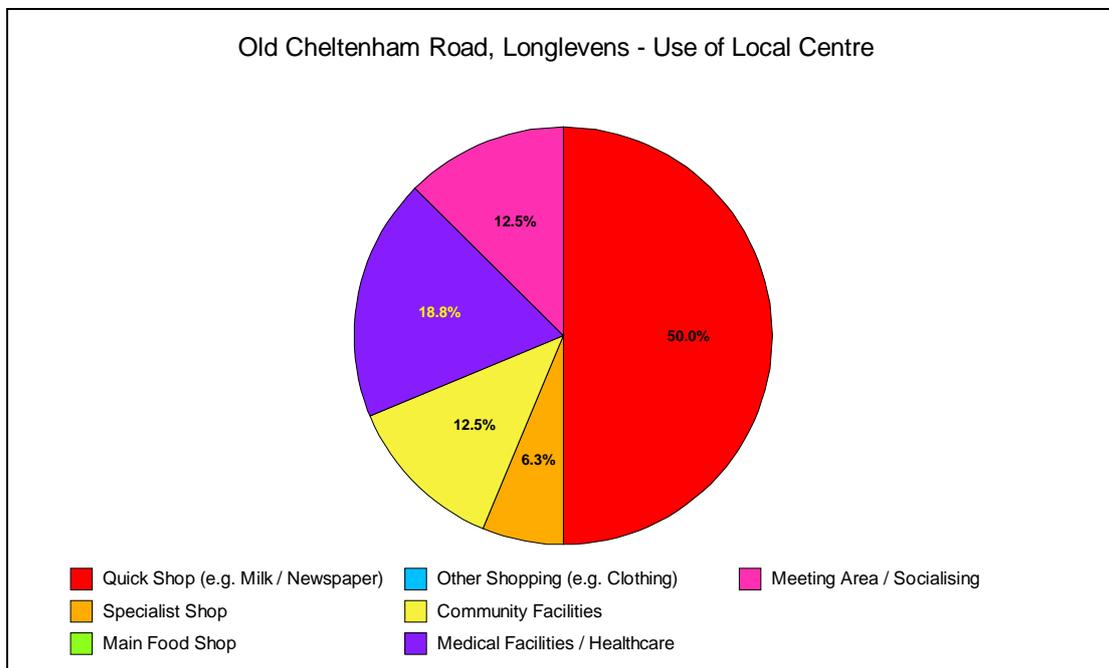
<b>Survey Location</b>	<b>Time / Weather</b>	<b>Footfall 1 Hour</b>
Outside Co-op/Lloyds Chemist	AM (11:28) / Overcast	224
	PM (13:28) / Overcast	228

**Questionnaire Findings**

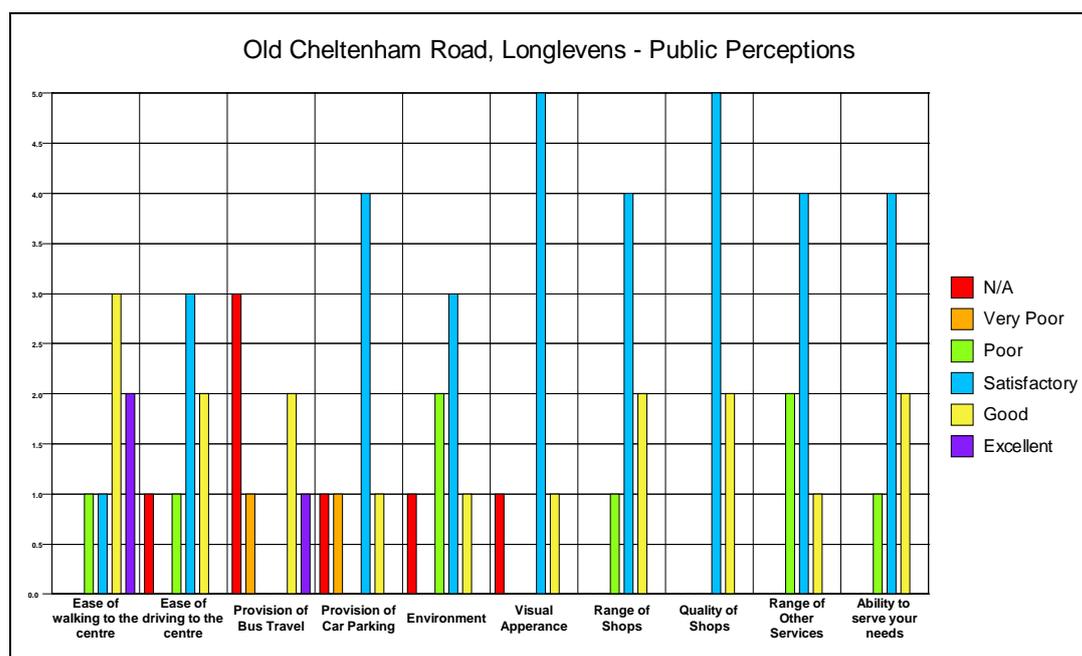
**Figure 17: Old Cheltenham Road – Length of Stay Per Visit**



**Figure 18: Old Cheltenham Road – Use of Local Centre**



**Figure 19: Old Cheltenham Road – Public Perceptions**



### 5.6.1 Old Cheltenham Road – Key Findings

5.6.2 Old Cheltenham Road comprises units on both Old Cheltenham Road and Cheltenham Road located within Longlevens. The local centre has 13 units. There has been a trend suggesting a decline in A1 units in the area. The figures from the 2005 health check survey show 60% of the units in the centre were classed as A1, in 2007 that figure fell to just under 54%. In 2010 A1 units make up just 46% of the units located within the local centre.

5.6.3 There are two vacant units currently in the Old Cheltenham Road local centre, up from the single vacancy in 2007. However, that unit is now occupied, therefore since 2007, two previously occupied units have become vacant.

5.6.4 The local questionnaire respondents show the majority of people that use the centre, only stay for 10 minutes per visit. This can partly be explained by the presence of a Co-op convenience store, ideal for undertaking a quick shop. As would be expected 50% of respondents stated they use the local centre primarily for a quick shop, to purchase essentials such as bread and milk. Nearly 20% indicated they used the healthcare facilities, namely the pharmacy, located within the centre.

5.6.5 Public perception generally rated many aspects of the centre to be of satisfactory standard. The ease of walking to the centre scored well, with respondents generally

rating this aspect good or excellent. Some concern was shown for both the provision of car parking and the environment of the local area.

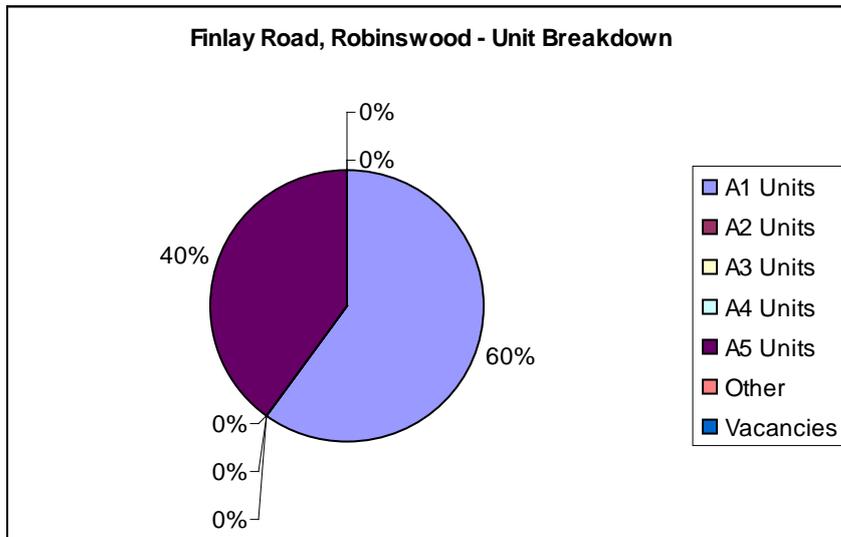
**5.7 FINLAY ROAD, ROBINSWOOD – LOCAL CENTRE**

Address	Occupier	Use Class
102 Finlay Road	DaJon (Kitchen & Bathroom)	A1
104 Finlay Road	Oriental Express	A5
106 - 108 Finlay Road	Take-a-Way	A5
110 - 112 Finlay Road	Co-op Swift Shop	A1
114 Finlay Road	Post Office	A1

**Unit Breakdown**

Type	No. Of Units	Percentages (%)
A1 Units	3 (3)	60 (60)
A2 Units	0 (0)	0 (0)
A3 Units	0 (0)	0 (0)
A4 Units	0 (0)	0 (0)
A5 Units	2 (2)	40 (40)
Other	0 (0)	0 (0)
Vacancies	0 (0)	0 (0)
<b>Total</b>	<b>5 (5)</b>	

**Figure 20: Finlay Road – Unit Breakdown**



### Range of Goods For Sale – Occupied A1 Units Only

<b>Convenience Goods</b>	
Food	1 (1)
Newsagents	0 (0)
Wine and Beers	0 (0)
<b>Total Convenience Goods</b>	<b>1 (1)</b>
<b>Comparison Goods</b>	
Chemists	0 (0)
Clothing	0 (0)
Electrical/Gas	0 (0)
Footwear	0 (0)
Hairdressers	0 (0)
Hardware/DIY	1 (1)
Hire Shops	0 (0)
Post Office	1 (1)
Vehicle Maintenance	0 (0)
Other	0 (0)
<b>Total Comparison Goods</b>	<b>2 (2)</b>
<b>Total A1 Units</b>	<b>3 (3)</b>

### Pedestrian Flow

Survey Location	Time / Weather	Footfall 1 Hour
Finlay Road, Outside Co-op	AM (10:32) / Light Rain	156
	PM (14:00) / Sunny Intervals	120

#### 5.7.1 Finlay Road – Key Findings

5.7.2 Finlay Road is one of the smaller local centres with just 5 units. The centre has seen no change since the 2007 survey, with the occupiers of the each of the units remaining the same during that time.

5.7.3 The footfall recorded for the centre, given its relatively small scale was encouraging highlighting the centres importance to local residents. In addition, the fact that there are no vacant and the occupiers have remained consistent since 2007 highlights the centre remains viable.

5.7.4 The local centre is situated on Finlay Road, a relatively busy main road. The location therefore may benefit from passing trade, in addition to the custom generated from the local community. Furthermore, given the road is one of the main routes into the centre of Gloucester from the Robinswood area; bus services are frequent and stop directly outside the centre.

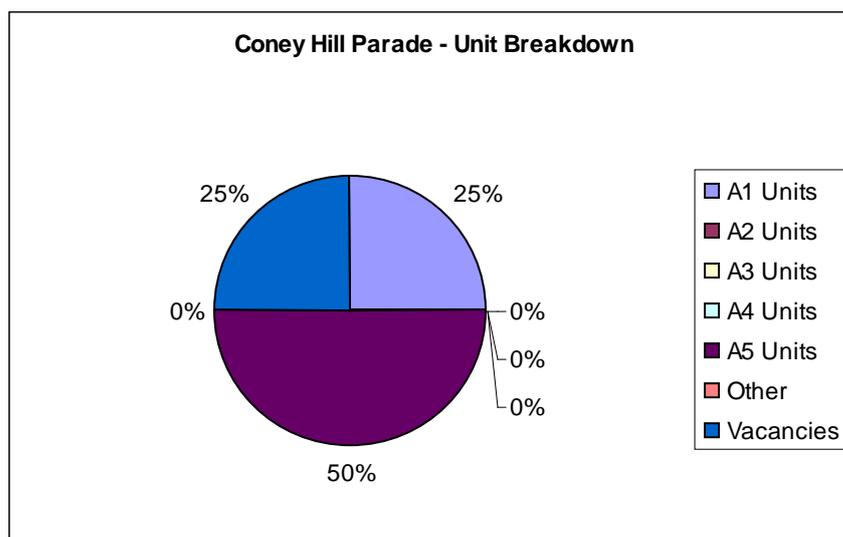
### 5.8 CONEY HILL PARADE – LOCAL CENTRE

Address	Occupier	Use Class
1-2 Coney Hill Parade	Coney Hill Superstore	A1
3 Coney Hill Parade	T & A Superstore	A1
4 Coney Hill Parade	Coney Hill Fish & Chip Shop	A5
5 Coney Hill Parade	Vacant	Vacant

#### Unit Breakdown

Type	No. Of Units	Percentages (%)
A1 Units	2 (3)	50 (75)
A2 Units	0 (0)	0 (0)
A3 Units	0 (0)	0 (0)
A4 Units	0 (0)	0 (0)
A5 Units	1(2)	25 (25)
Other	0 (0)	0 (0)
Vacancies	1(0)	25 (0)
<b>Total</b>	<b>4 (4)</b>	

Figure 21: Coney Hill Parade – Unit Breakdown



**Range of Goods For Sale – Occupied A1 Units Only**

<b>Convenience Goods</b>	
Food	2 (2)
Newsagents	0 (0)
Wine and Beers	0 (0)
<b>Total Convenience Goods</b>	<b>2 (2)</b>
<b>Comparison Goods</b>	
Chemists	0 (0)
Clothing	0 (0)
Electrical/Gas	0 (0)
Footwear	0 (0)
Hairdressers	0 (0)
Hardware/DIY	0 (0)
Hire Shops	0 (0)
Post Office	1* (1)
Vehicle Maintenance	0 (0)
Other	0 (0)
<b>Total Comparison Goods</b>	<b>0 (1)</b>
<b>Total A1 Units</b>	<b>2 (3)</b>

\* Post Office located within T&A Superstore

**Pedestrian Flow**

Survey Location	Time / Weather	Footfall 1 Hour
Coney Hill Parade	AM (10:05) / Rain, Overcast	96
	PM (13:35) / Sunny Intervals	192

**5.8.1 Coney Hill Parade – Key Findings**

- 5.8.2 Coney Hill Parade local centre is the smallest of the 12 identified local and different centres, with just 4 units. At present only 3 of the units are occupied. The former post office is now vacant, with a post office now located within no.3.
- 5.8.3 The centre provides the basic needs of the local community, including a post office, newsagents and takeaway, however, there are other facilities such as a pharmacy are not provided by the local centre and require a longer trip.
- 5.8.4 The footfall figures show a large increase in pedestrians during the afternoon, with nearly 100 more people passing through the centre. This can mainly be attributed to the takeaway opening over lunchtime hours and pupils from Barnwood Park Arts College passing through the centre on their way home from school.

**5.9 BARTON STREET – LOCAL CENTRE**

<b>Address</b>	<b>Occupier</b>	<b>Use Class</b>
<b>North Side</b>		
93	Screen Printers	A1
97	Gloucester Loan Fund	A2
99	Barton Enterprise	A1
103	Golden Bombs Chinese	A5
105	Al-Shafa Pharmacy	A1
107	Gloucester Credit Union	A2
109-113	Friendship Café	A3
115	Barton Gate Surgery	OTHER
117	Boots Pharmacy	A1
119	Vacant / Demolished	Vacant / Demolished
121	CJ Models / Trophies Galore	A1
123	Sinope Business Centre	A2
125-129	Douglas General Store	A1
131-133	Coral Bookmakers	A2
135	YR Laundrette	OTHER
143	Europe Booze	A1
145	A Land Barbers	A1
149	Europe Food	A1
151	Discount Furniture	A1
153	Discount Beds	A1
155	Premier Off-License	A1
157	Continental Foods	A1
159	Pound Plus	A1
161	Polski Sklep	A1
163-165	John Phelps Academy Hair	A1
167	Vacant	Vacant
169	Pizza Plus	A5
171	Blake's Hair Salon	A1
173	Sergio's Barber Shop	A1
175	Top Cuts Hair Salon	A1
177	Linking Communities	OTHER
177A	A Remus Sound	A1
197	Assured Home Inspections	OTHER
199-205	Barton Community Centre	OTHER
207-209	World Of Fabrics	A1
211	Balti Express	A5
213	ACA Limited	A1
215	Barton Discount	A1
217	Vacant	Vacant
219	Vacant	Vacant
221	Gloucester Wash & Dry	OTHER
221A	Machine Mart	A1

Continued...

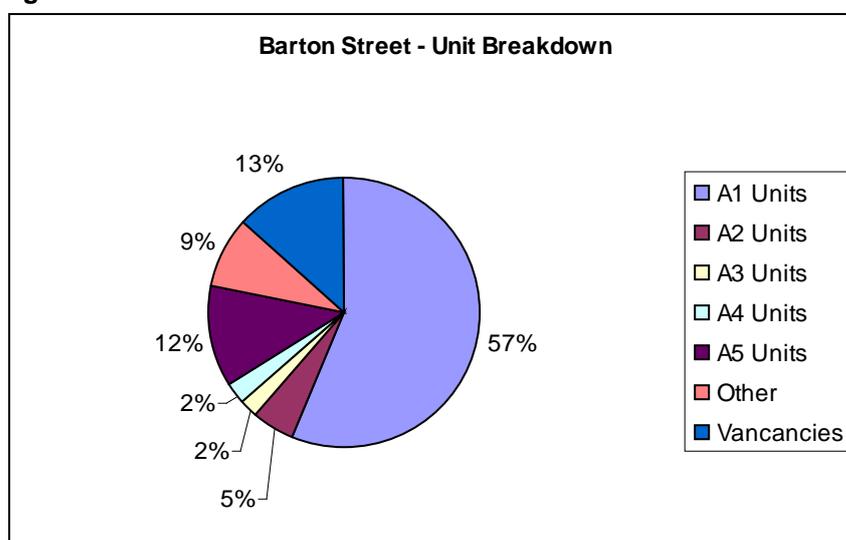
<b>South Side</b>		
110	Barton Mini Mart	A1
112	London Fashion	A1
114	Little Balti Takaway	A5
116	Jacycees Traders	A1
118	Petri's Gents Hairdressers	A1
120	Fair Price Shop	A1
122-126	Icon Net	A1
128	Gifts for All	A1
130	Vacant	Vacant
132	Milan Barber Shop	A1
134	VC Fashion	A1
136	One Eyed Jack	A4
138	Beyond Ballons	A1
140	Dehli Deli	A5
142	Carla's Hairdressers	A1
146-152	Al-Murad Wallpapers	A1
154	Alpha Communications	A1
156	Lana Coffee Shop	A3
156A	Vacant	Vacant
158	Grillz	A5
160	Barton Home & Office	A1
162-172	New Olympus Theatre	OTHER
174	The Vauxhall Pub	A4
178	Frames	A1
180	Vacant / Demolished	Vacant / Demolished
182	Vacant / Demolished	Vacant / Demolished
184	Khans Kebabs	A5
186	Barton Wash & Dry	OTHER
188	Mumtaz Tandoori	A5
190	Vacant	Vacant
192	Convenience Store	A1
194	Cuttique	A1
198	Bob Tadoo Artist	A1
202	City Mobiles & Electronics	A1
204	Vacant	Vacant
214	ASP Services	A1
216-218	Roosters Fried Chicken	A5
220	Off License & Newsagents	A1
222-224	Goodwin-Funeral Directors	A1
226	Vacant	Vacant
228	Vacant	Vacant
230	Vacant	Vacant
232	Vacant	Vacant
234	Peking Chef	A5

### Unit Breakdown

Type	No. Of Units	Percentages (%)
A1 Units	46 (43)	56 (51.2)
A2 Units	4 (7)	4.8 (8.3)
A3 Units	2 (1)	2.4 (1.2)
A4 Units	2 (3)	2.4 (3.6)
A5 Units	10 (9)	12.2 (10.7)
Other	7 (4)	8.5 (4.8)
Vacancies	11* (17)	13.4 (20.2)
<b>Total</b>	<b>82 (84)</b>	

\* Does not include 3 demolished units

**Figure 22: Barton Street – Unit Breakdown**



### Range of Goods For Sale – Occupied A1 Units Only

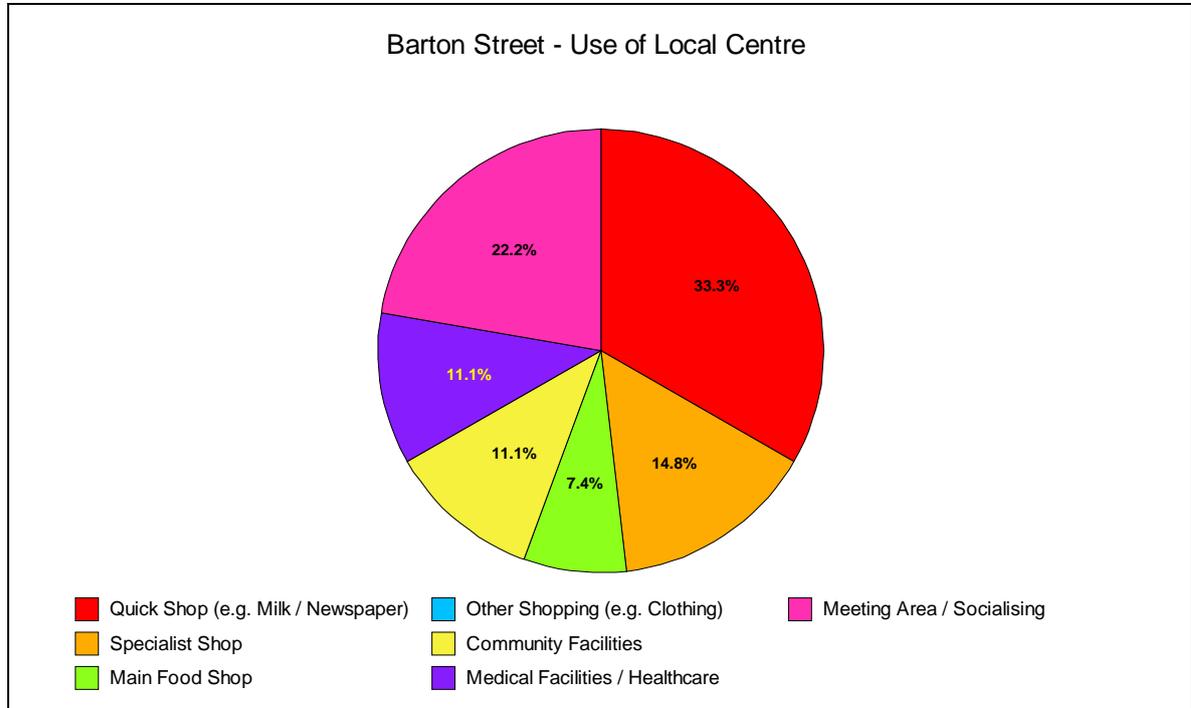
<b>Convenience Goods</b>	
Food	6 (4)
Newsagents	3 (4)
Wine and Beers	2 (1)
<b>Total Convenience Goods</b>	<b>11 (9)</b>
<b>Comparison Goods</b>	
Chemists	2 (1)
Clothing	4 (4)
Electrical/Gas	1 (1)
Footwear	0 (0)
Hairdressers	6 (5)
Hardware/DIY	1 (1)
Hire Shops	0 (0)
Post Office	0 (0)
Vehicle Maintenance	0 (0)
Other	21 (22)
<b>Total Comparison Goods</b>	<b>35 (34)</b>

<b>Total A1 Units</b>	<b>46 (43)</b>
<b>Pedestrian Flow</b>	

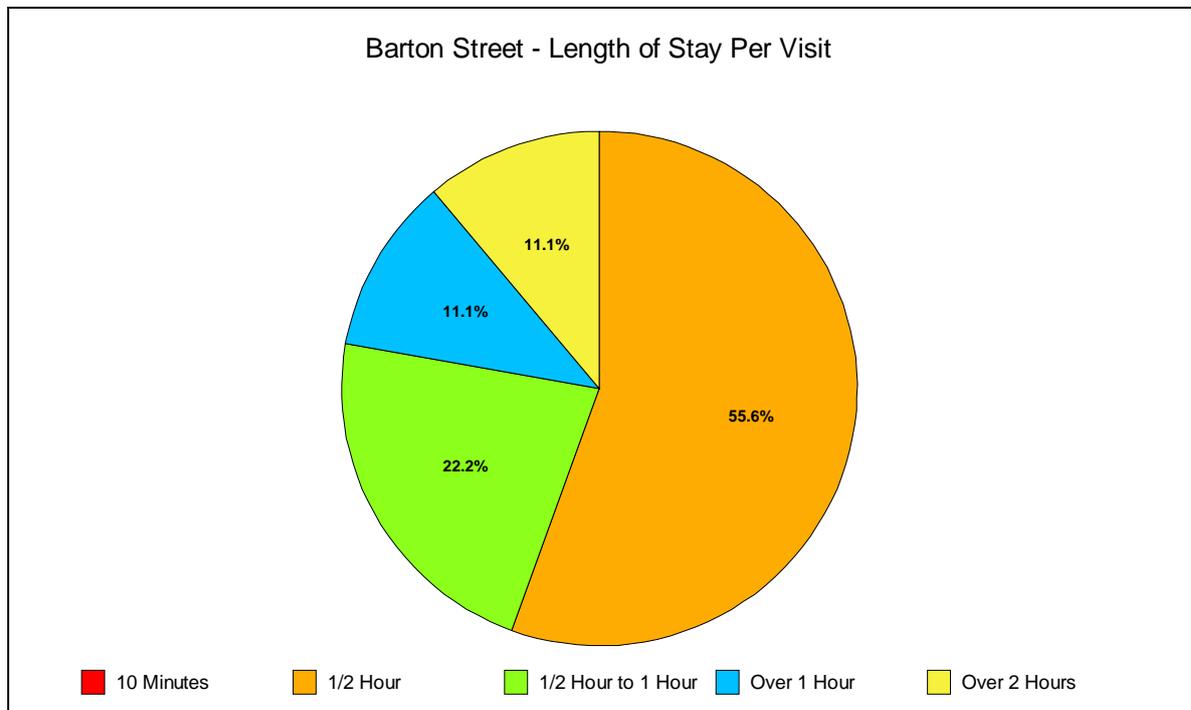
<b>Survey Location</b>	<b>Time / Weather</b>	<b>Footfall 1 Hour</b>
Opposite Friendship Cafe	AM (10:25) / Overcast	234
	PM (2:00) / Light Rain	288
Opposite Top Cuts Barbers	AM (10:50) / Sunny Intervals	240
	PM (2:13) / Overcast / Drizzle	210
Outside Peking Chef (end of street)	AM (11:15) / Sunny	168
	PM (2.24) / Light Rain	216
Junction Sinope St. & Victoria St.	AM (10:23) / Overcast	324
	PM (2:00) / Light Rain	252
Junction Stratton Road	AM (10:53) / Sunny Intervals	138
	PM (2:08) / Rain	114
Junction Hopewell St. & Derby Rd.	AM (11:15) / Sunny Intervals	264
	PM (2:40) / Rain	216

**Questionnaire Findings**

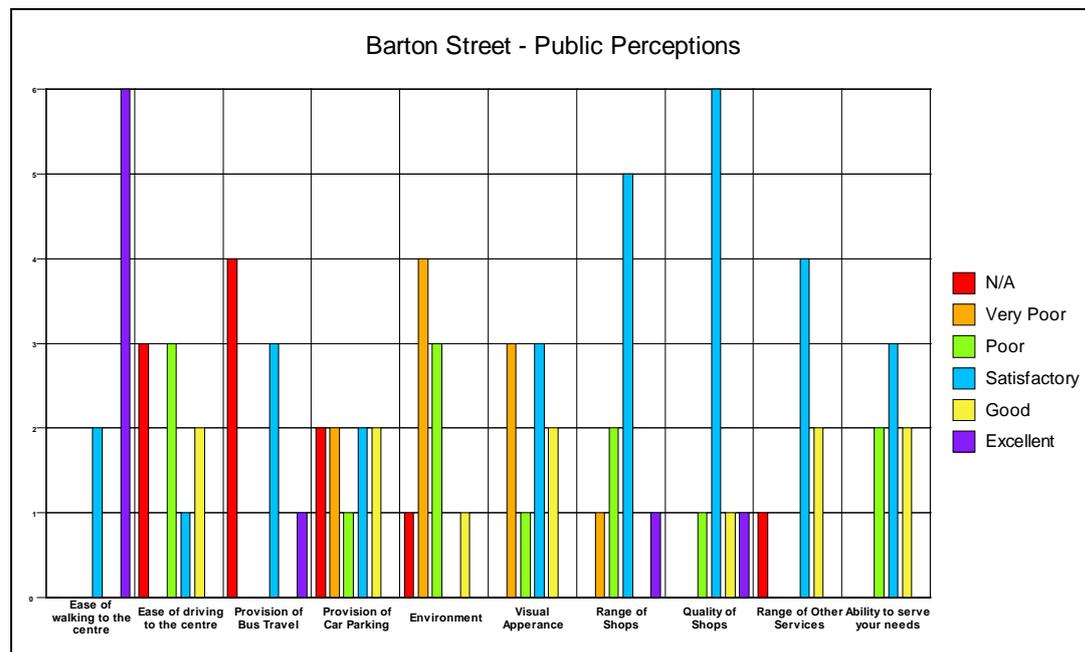
**Figure 23: Barton Street – Use of Local Centre**



**Figure 24: Barton Street – Length of Stay Per Visit**



**Figure 25: Barton Street – Public Perceptions**



**5.9.1 Barton Street – Key Findings**

5.9.2 Barton Street local centre is the biggest of the 12 local and district centres in terms of the number of units, which amounts to 82. The centre has seen a number of changes since 2007, as expected given the size of the local centre.

5.9.3 The unit breakdown has seen some changes since the last health check survey; this includes an increase in A1 units since 2007, which now make up around 57% of the total units in the centre, up 3 units on 2007. This is an important trend in the context of the local policy regarding Barton Street, given previous decline in retail in the area. It is hoped this trend of additional A1 units will continue, with further help from the specific local policy for Barton Street.

5.9.4 A2 units have dropped to 4 from 7 in 2007, whilst A3 and A4 units have remained at a similar level. There have been three additional units classed as ‘other’, taking the total to 7. Vacancy rates are generally encouraging, with 11 units currently vacant, down from 17 in 2007. Vacant units now make up approximately 13% of all units in the centre. In 2007 this figure stood at 20%. This figure is partly down to the fact three previously vacant units have now been demolished, and therefore are not included in the survey. This explains the reduction of units in Barton Street, from 84 to 82. The net loss of units is only 2, because No.202 Barton Street is now an A1 classed premises.

- 5.9.5 The use of Barton Street local centre seems to largely be for a quick shop and meeting/social area. The local questionnaire also highlights a proportion of respondents use the centre for a 'specialist shop'. This can be attributed to the neighbouring BME communities that Barton Street serves and the associated presence of a large number of specialist food shops selling many products not found in 'main stream' or 'chain' stores.
- 5.9.6 Over 50% of respondents of the questionnaire said they spend approximately 30 minutes per visit in Barton Street. Interestingly, none of the respondents said they used the centre for less than 10 minutes per visit, suggesting people visit the centre for more than one store.
- 5.9.7 Ease of walking to the centre scored very well in the local questionnaire. This may have changed if the questionnaire had asked 'how pedestrian friendly' is the area, given a relatively busy road dissects two sides of the street. The environment scored poorly on the public perception part of the survey, with fly tipping identified as an issue in the area.

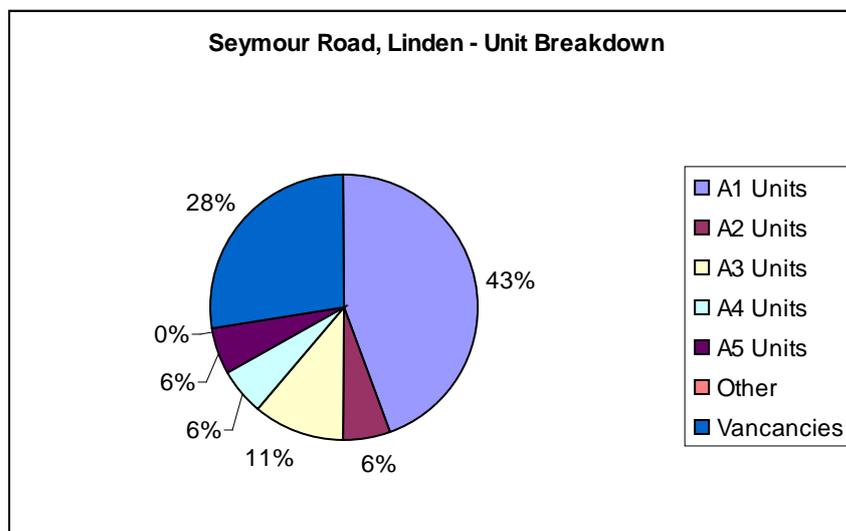
**5.10 SEYMOUR ROAD, LINDEN – LOCAL CENTRE**

<b>Address</b>	<b>Occupier</b>	<b>Use Class</b>
41 Seymour Road	Plantation Florists	A1
49 - 51 Seymour Road	Ernest Cocks & Son (Funeral)	A1
65 Seymour Road	Vacant	Vacant
117 - 119 Seymour Road	Co-op	A1
145 Seymour Road	The Seymour Pub	A4
155 Seymour Road	Whitmore Electrical	A1
157 Seymour Road	Vacant	Vacant
161 Seymour Road	Vacant	Vacant
163 Seymour Road	G & A Stores	A1
36 Seymour Road	Indian Cuisine	A3
58 Seymour Road	Vicky's Hair Fashions	A1
76 Seymour Road	Seymour Fish & Chips	A5
78 Seymour Road	Education Centre	A2
90 - 92 Seymour Road	Vacant	Vacant
91 Theresa Street	Seymour Café	A3
114 Alma Place	Vacant	Vacant
92 Linden Road	Post Office	A1
94 Linden Road	The Co-operative Pharmacy	A1

**Unit Breakdown**

<b>Type</b>	<b>No. Of Units</b>	<b>Percentages (%)</b>
A1 Units	8 (11)	44.4 (61)
A2 Units	1 (1)	5.6 (5.6)
A3 Units	2 (2)	11.1 (11.1)
A4 Units	1 (1)	5.6 (5.6)
A5 Units	1 (1)	5.6 (5.6)
Other	0 (0)	0 (0)
Vacancies	5 (2)	27.7 (11.1)
<b>Total</b>	<b>18 (18)</b>	

Figure 26: Seymour Road – Unit Breakdown



## Range of Goods For Sale – Occupied A1 Units Only

<b>Convenience Goods</b>	
Food	2 (4)
Newsagents	0 (0)
Wine and Beers	0 (0)
<b>Total Convenience Goods</b>	<b>2 (4)</b>
<b>Comparison Goods</b>	
Chemists	1 (1)
Clothing	0 (0)
Electrical/Gas	1 (1)
Footwear	0 (0)
Hairdressers	1 (1)
Hardware/DIY	0 (0)
Hire Shops	0 (0)
Post Office	1 (1)
Vehicle Maintenance	0 (0)
Other	2 (3)
<b>Total Comparison Goods</b>	<b>6 (7)</b>
<b>Total A1 Units</b>	<b>8 (11)</b>

## Pedestrian Flow

Survey Location	Time / Weather	Footfall 1 Hour
Junction Clegram Road	AM (11:15) / Sunny Intervals	180
	PM (14:07) / Overcast	156

### **5.10.1 Seymour Road – Key Findings**

5.10.2 Seymour Road local centre is located in the Linden area of Gloucester. The local centre consists of 18 units. In 2007, 2 units, equating to just over 10% of the total units were vacant. The 2010 survey shows there are now 5 units vacant; meaning over a quarter of the local centre is now unoccupied. In addition 161 Seymour Road and 90-92 Seymour Road have now both been vacant since the 2007 survey.

5.10.3 As a result of the increased vacancy rates, the number of A1 units has fallen to 8 from 11 in 2007. Now just over 44% of the units are classed as A1, where previously in 2007 this figure was 61%. A2 and A3 units have remained the same as 2007.

5.10.4 Despite only 13 of the 18 units occupied in Seymour Road local centre, the centre does provide a relatively good range of goods for sale, even though both figures are lower than in 2007. There are a total of 6 comparison goods stores, which provide the local community with a range of shops, allowing them to use the centre for more than one trip/use.

5.10.5 The footfall figures for the area paint a generally healthy picture, and it should be highlighted that the centre is of linear fashion meaning there is likely to be pedestrians spread out more sparsely than in other centres.

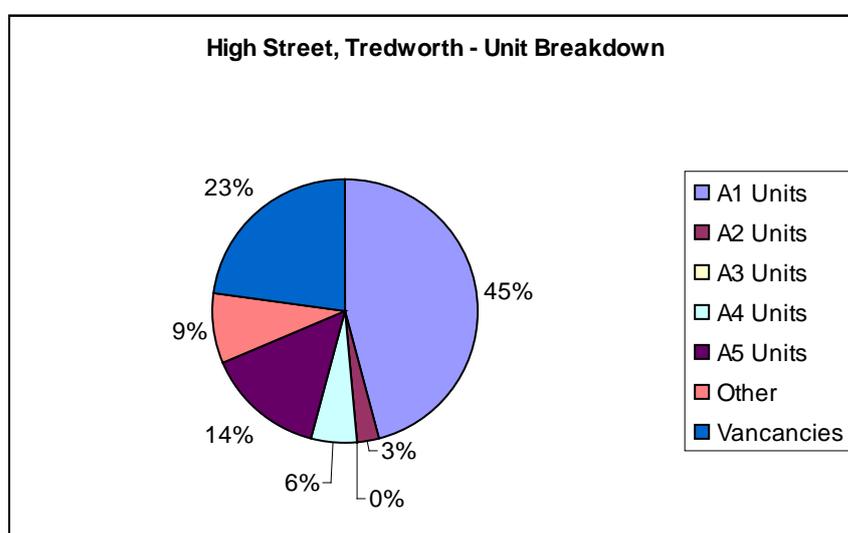
**5.11 HIGH STREET, TREDWORTH – LOCAL CENTRE**

<b>Address</b>	<b>Occupier</b>	<b>Use Class</b>
<b>West Side</b>		
52	Chutneys Takeaway	A5
60	Flowers Direct	A1
62	Vacant	Vacant
64 - 66	Tredworth Motorcycles	A1
68	Vacant	Vacant
70	Wing Hing House	A5
72	Mundo Munch	A5
74	High Street Mini Market	A1
76	Oriental Takeaway	A5
78	Tredworth Tackle	A1
80	Careys Butcher	A1
82	Vacant	Vacant
84	Post Office	A1
88	Community Health Trainers	OTHER
94	Wash and Go Laundrette	SUI GENERIS
96	Chicken Feast Takeaway	A5
102	Auto Parts / Hardware	A1
102A	Café	A3
104	Visage (Clothing)	A1
106	Tredworth Convenience Store	A1
108	Gloucester Finest (Clothing)	A1
110 - 112	Barkey Chemists	A1
114	Derek Arnell Hairdressers	A1
120	Vacant	Vacant
<b>East Side</b>		
83	Hi Pets	A1
85 - 87	Golden Heart Pub	A4
95 - 97	William Hill	A2
99	Vacant	Vacant
101	Vacant	Vacant
103	New Victory Inn	A4
107	Co-op	A1
109	Vacant	Vacant
111	Children Supplies	A1
113	Bash Cutt Hairdressers	A1
115	Vacant	Vacant
117	Sevenside Security	OTHER
119	Vacant	Vacant
121	Vacant	Vacant

### Unit Breakdown

Type	No. Of Units	Percentages (%)
A1 Units	16 (19)	42.1 (52.7)
A2 Units	1 (1)	2.6 (2.8)
A3 Units	0 (1)	0 (2.8)
A4 Units	2 (2)	5.2 (5.6)
A5 Units	5 (5)	13.1 (13.9)
Other	3 (3)	7.9 (8.3)
Vacancies	8 (6)	21.1 (16.7)
<b>Total</b>	<b>38 (36)</b>	

Figure 27: High Street, Tredworth – Unit Breakdown



### Range of Goods For Sale – Occupied A1 Units Only

<b>Convenience Goods</b>	
Food	3 (3)
Newsagents	2 (2)
Wine and Beers	0 (0)
<b>Total Convenience Goods</b>	<b>5 (5)</b>
<b>Comparison Goods</b>	
Chemists	1 (1)
Clothing	2 (1)
Electrical/Gas	0 (0)
Footwear	0 (0)
Hairdressers	2 (3)
Hardware/DIY	1 (1)
Hire Shops	0 (0)
Post Office	1 (1)
Vehicle Maintenance	1 (1)
Other	6 (6)
<b>Total Comparison Goods</b>	<b>14 (14)</b>

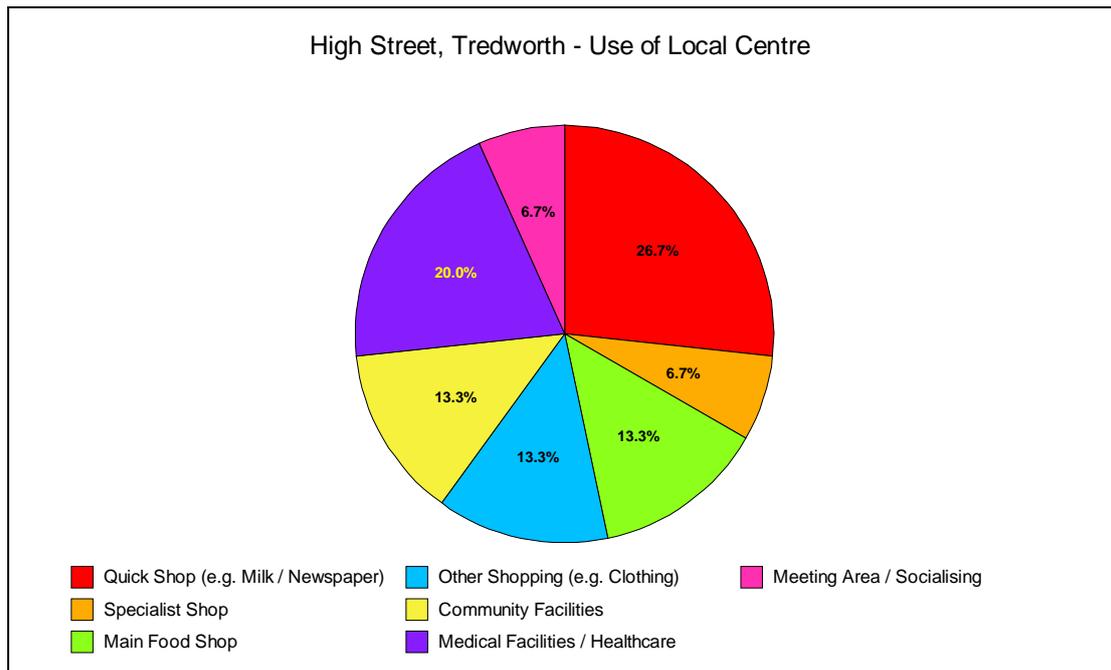
<b>Total A1 Units</b>	<b>19 (19)</b>
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**Pedestrian Flow**

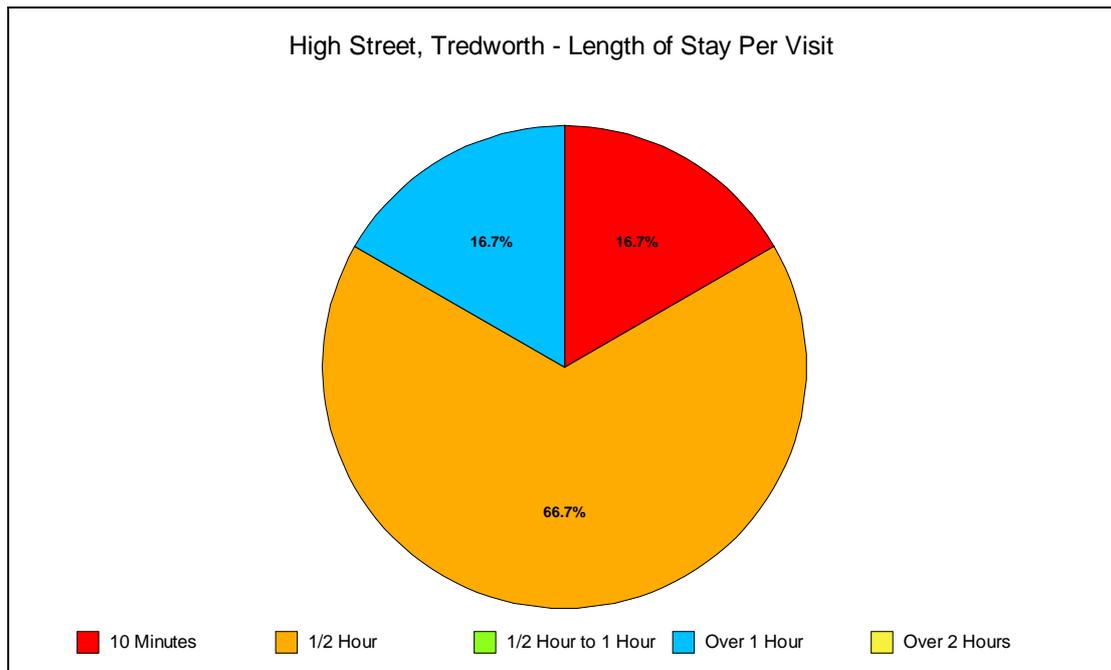
Survey Location	Time / Weather	Footfall 1 Hour
Junction Dynevor Street	AM (10:50) / Overcast	156
	PM (13:49) / Overcast	246

**Questionnaire Findings**

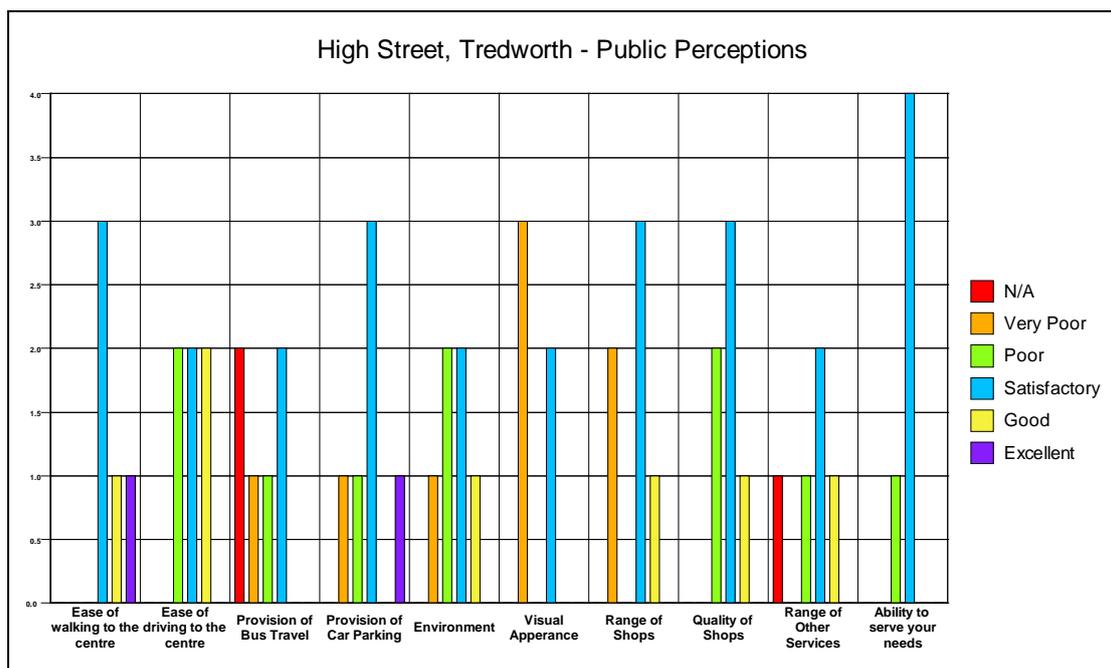
**Figure 28: High Street Tredworth – Use of Local Centre**



**Figure 29: High Street Tredworth – Length of Stay Per Visit**



**Figure 30: High Street, Tredworth – Public Perceptions**



**5.11.1 High Street, Tredworth – Key Findings**

5.11.2 There are a total of 38 units located within the boundaries of High Street local centre in Tredworth. The centre has seen a slight increase in vacant premises since the 2007 survey. There are now 8 vacant units in the centre, up from a figure of 6 in 2007. This trend has had an impact in the amount of A1 premises in the centre,

which has fallen from 19 to 16. A1 units used to make up over half of the total units in High Street, Tredworth, however; now only 42% of units are classified as A1 use.

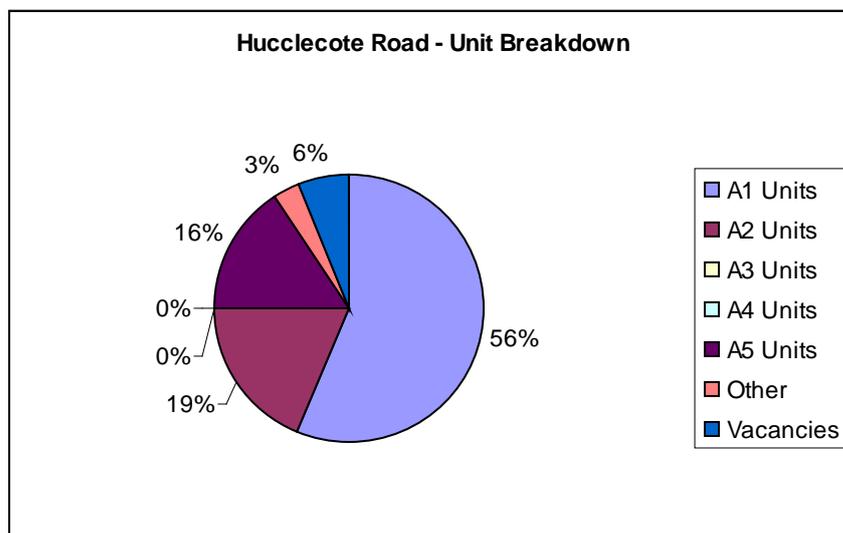
- 5.11.3 The footfall figures for the centre are encouraging, suggesting the centre is still well used. However, it was noted during the footfall count that many in the centre seemed to use it for meeting and congregating outside certain stores, rather than purchasing goods, or using other services and shops in the centre. The footfall count gives the indication the centre is busier during the afternoon, with almost 100 additional pedestrians counted in the afternoon than the morning.
- 5.11.4 From the respondents of the local questionnaire, it seems the most common use of the High Street, Tredworth local centre is for a 'quick shop' and for healthcare facilities, namely the pharmacy. The majority of people whom took part in the questionnaire stated they generally spend approximately 30 minutes in the local centre per visit.
- 5.11.5 The visual appearance of the centre and the range of shops available both scored poorly on the local questionnaire. The provision of car parking was deemed at least satisfactory in most cases; however, the general consensus was that charging for car parking would have a detrimental effect on the centre and its viability.

### 5.12 HUCCLECOTE ROAD – LOCAL CENTRE

Address	Occupier	Use Class
35 Hucclecote Road	Co-Op	A1
37 Hucclecote Road	Vacant	Vacant
39 Hucclecote Road	John Weygang Optometrists	A1
41 Hucclecote Road	Pan Pizza	A5
43 Hucclecote Road	Creese Bros. Butchers	A1
45 Hucclecote Road	Golden Horse Takeaway	A5
47 Hucclecote Road	Azalea (Weddings)	A1
49 Hucclecote Road	C & G Building Society	A2
51-53 Hucclecote Road	Vacant	Vacant
55 Hucclecote Road	Fish & Chip Shop	A5
57 Hucclecote Road (part of)	Flowercraft (Florists)	A1
57 Hucclecote Road (part of)	SC & BS Cocks (Funeral Directors)	A1
62 Hucclecote Road	Paul Fox Gents Hairdressers	A1
5 Brookfield Road	Farr & Farr Estate Agents	A2
5 Brookfield Road	Lloyds Chemist	A1
2-4 Silverdale Parade	Martins Newsagents	A1
5 Silverdale Parade	Parkers Estate Agents	A2
8 Silverdale Parade	Natwest Bank	A2
9 Silverdale Parade	Betfred (Bookmakers)	A2
2 Hillview Road	Headline Hair	A1
4 Hillview Road	Bloomers of Gloucester (Florists)	A1
4 Hillview Road	Co-Op	A1
1 Glenville Parade	Assured Mobility	OTHER
2 Glenville Parade	Barclays Bank	A2
4 Glenville Parade	Miller News	A1
5 Glenville Parade	Cocktails (Hairdressers)	A1
6 Glenville Parade	The Garlic (Takeaway)	A5
7 Glenville Parade	Hucclecote Pharmacy	A1
8 Glenville Parade	Petals (Florist)	A1
9 Glenville Parade	Jane's Pantry	A1
10 Glenville Parade	Priory Cleaners (Dry Cleaners)	A1
11 Glenville Parade	Chinese Kitchen	A5

#### Unit Breakdown

Type	No. Of Units	Percentages (%)
A1 Units	18 (20)	56.3 (62.5)
A2 Units	6 (6)	18.8 (18.8)
A3 Units	0 (0)	0 (0)
A4 Units	0 (0)	0 (0)
A5 Units	5 (5)	15.6 (15.6)
Other	1 (1)	3.1 (3.1)
Vacancies	2 (0)	6.3 (0)
<b>Total</b>	<b>32 (32)</b>	

**Figure 31: Hucclecote Road – Unit Breakdown****Range of Goods For Sale – Occupied A1 Units Only**

<b>Convenience Goods</b>	
Food	4 (4)
Newsagents	2 (2)
Wine and Beers	0 (1)
<b>Total Convenience Goods</b>	<b>6 (7)</b>
<b>Comparison Goods</b>	
Chemists	2 (2)
Clothing	0 (0)
Electrical/Gas	0 (1)
Footwear	0 (0)
Hairdressers	3 (3)
Hardware/DIY	0 (0)
Hire Shops	0 (0)
Post Office	1* (1*)
Vehicle Maintenance	0 (0)
Other	7 (7)
<b>Total Comparison Goods</b>	<b>12 (13)</b>
<b>Total A1 Units</b>	<b>18 (20)</b>

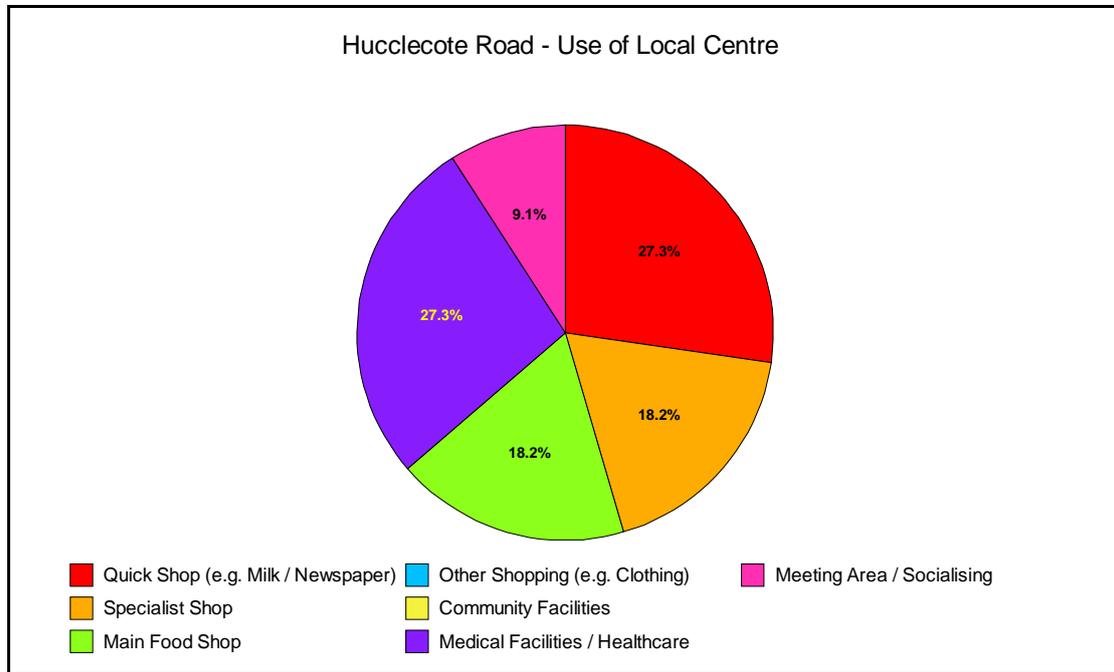
\* Post Office located within Newsagents

**Pedestrian Flow**

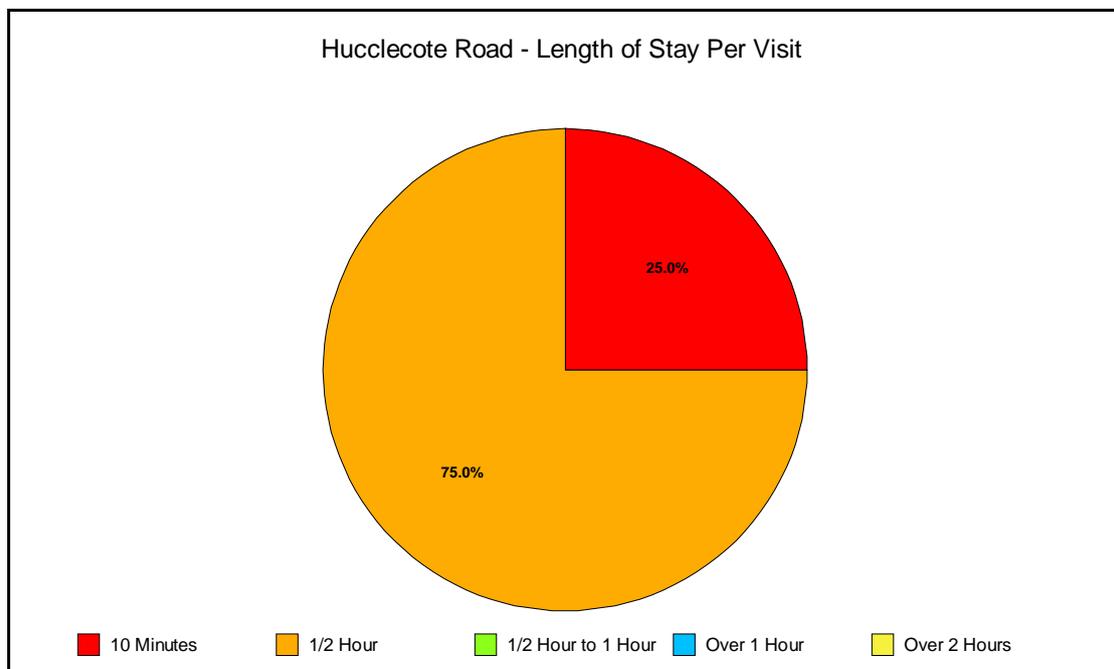
Survey Location	Time / Weather	Footfall 1 Hour
Hucclecote Road (Outside Co-Op)	AM (11:10) / Sunny Intervals	191
	PM (13:28) / Partly Cloudy	186
Glenville Parade	AM (10:46) / Sunny Intervals	180
	PM (13:50) / Partly Cloudy	174

**Questionnaire Findings**

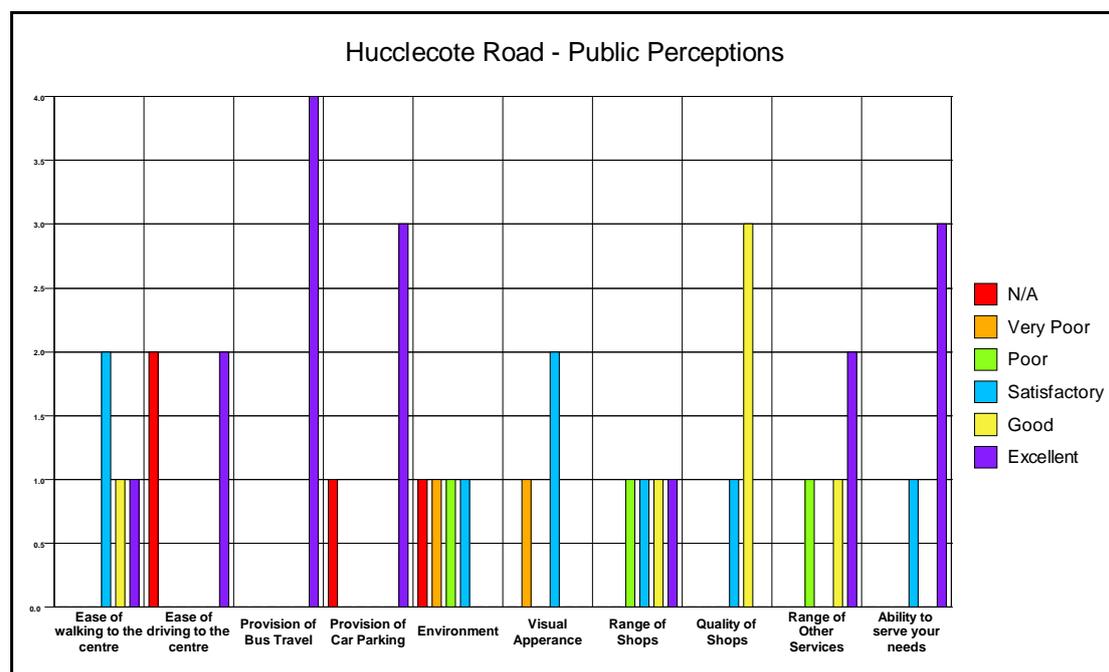
**Figure 32: Hucclecote Road – Use of Local Centre**



**Figure 33: Hucclecote Road – Length of Stay Per Visit**



**Figure 34: Hucclecote Road – Public Perceptions**



**5.12.1 Hucclecote Road – Key Findings**

5.12.2 Hucclecote Road local centre is made up of 32 units. These units are located adjacent to Hucclecote Road, Brookfield Road, Silverdale Parade, Hillview Road and Glenville Parade.

5.12.3 In 2007 no vacant units were present within the local centre, however at the time of survey there were two unoccupied units located on Hucclecote Road. .

5.12.4 The two vacancies has led to a slight drop in A1 units in the centre, but there has been no other change in the local centre regarding any other use class. The centre still provides over 50% A1 units.

5.12.5 The most popular uses of Hucclecote local centre are the healthcare facilities, given the presence of a pharmacy. In addition there is a local doctors surgery adjacent to the boundary of the local centre. A quick shop is another common use of the centre, which in unsurprising given the presence of newsagents and a moderately sized Co-op store. The average stay per visit for the majority, which completed the local questionnaire, was around half an hour.

5.12.6 Provision of bus travel, car parking and the ability for the centre to serve people’s needs all scored well on the questionnaire. However, there was some concern

regarding the surface of the car park located in front of the shops on Hucclecote Road. In addition, parking for the nearby doctors surgery and library was identified as problematic given they are not actually permitted to use the car parking designated for the local shops.



**Appendix 2: Footfall / Pedestrian Flow Count Proforma**

<b>Local/District Areas</b>	<b>Please Tick</b>
Barton Street	
Bristol Road, Quedgeley	
Coney Hill Parade	
Finlay Road, Robinswood	
Glevum Way, Abbeydale	
High Street, Tredworth	
Hucclecote Road	
Maston Avenue	
Old Cheltenham Road, Longlevens	
Seymour Road, Linden	
Windsor Drive, Tuffley	
Seventh Avenue, Tuffley	

<b>Footfall Location</b>	
<b>Weather</b>	
<b>Time</b>	

**Tally of Pedestrian Flow:**

--

<b>Footfall Total</b>	
-----------------------	--

**Appendix 3:****Gloucester City Council****Local and District Shopping Centre Health Check Questionnaire April/May 2010**

This study is being undertaken to investigate the health of twelve identified local or district centres in Gloucester. A local or district centre is a concentration of shops and services that are intended to serve the everyday needs of the local community. The results of this questionnaire will form the basis of a report to be published in the summer of 2010 and help identify any future improvements, which could be made.

**Q1) Which Local or District Centre do you use to access local shops and services?**

*(please note that all subsequent answers should relate to this local/district centre)*

<b>Local/District Areas</b>	<b>Please Tick</b>
Barton Street	
Bristol Road, Quedgeley	
Coney Hill Parade	
Finlay Road, Robinswood	
Glevum Way, Abbeydale	
High Street, Tredworth	
Hucclecote Road	
Maston Avenue	
Old Cheltenham Road, Longlevens	
Seymour Road, Linden	
Windsor Drive, Tuffley	
Seventh Avenue, Tuffley	
Other, please specify:	

**Q2) Which of these 'time bands' best represents the time you usually spend per visit in the centre indicated above?**

- 10 minutes
- ½ Hour
- ½ Hour to 1 Hour
- Over 1 Hour
- Over 2 Hours

**Q3) Please state how frequently you visit the local/district centre? (e.g. Once a Week, Daily, Only at Weekends)**

.....  
**Q4) What do you use the local/district centre for? (please tick all that apply)**

- Quick Shop (e.g. Milk / Newspaper)
- Specialist Shop
- Main Food Shop
- Other Shopping (e.g. Clothing)
- Community Facilities
- Medical Facilities / Healthcare
- Meeting Area / Socialising
- Other (please state below)

.....  
**Where do you undertake your main food shop (if not in the local/district shopping centre)?**

Location:.....

Store:.....

**Q5) How safe do you feel when using the local/district centre a) during the day and b) during the evening/night time?**

	<b>Very Unsafe</b>	<b>Fairly Unsafe</b>	<b>Neither Safe nor Unsafe</b>	<b>Fairly Safe</b>	<b>Very Safe</b>
Daytime					
Evening/Night Time					

**Q6) How do you usually travel to the local/district centre?**

- Car
- Cycle
- Bus
- Walk

Other (please state):

.....  
**Q7) On a range of very poor to excellent how would you rate the following aspects of the local/district area that you use? (please tick the box that best fits your view)**

	N/A	Very Poor	Poor	Satisfactory	Good	Excellent
Ease of Walking to Local/District Shopping Area						
Ease of Driving to Local/District Shopping Area						
Provision of Bus Travel						
Provision of Car Parking						
Environment (e.g. street furniture, public spaces)						
Visual Appearance (e.g. shop front maintenance)						
Range of Shops						
Quality of Shops						
Range of Other Services						
Ability to serve your needs						

**Q8) Are there any other improvements you would like to see made to the local/district centre which, in your view, would improve it? (please state below)**

.....

.....

.....

**Thank you very much for taking part in this Questionnaire for Gloucester City Council. If you have any other comments you wish to make please do so:**

.....

.....

**Personal Information:**

**Location (e.g. Tredworth):** \_\_\_\_\_

**Post Code:** \_\_\_\_\_

**Age Group:**

Under 16  16- 24  25- 34  35- 44  45- 54  55- 64  65-74  75+

**Gender:**        Male         Female

**Do you consider yourself to have a disability that needs to be taken into consideration in order to ensure that you have equal and fair access to services?**    Yes  No

**Please return to:** Gloucester City Council, Spatial Planning & Environment, Herbert Warehouse, The Docks, Gloucester, GL1 2EQ

**About this Questionnaire:**  
This questionnaire is part of local and district centre 'health checks' currently being undertaken by Gloucester City Council. The information from this questionnaire will be used to help identify future improvements in local and district centres in Gloucester.

Personal details and information obtained from this questionnaire will only be used for the purposes of Gloucester City Council's Local and District Centre Health Checks. Information will be not be used for any other purpose.

This questionnaire can also be accessed online at [www.gct-ics.org](http://www.gct-ics.org)

**Appendix 4: Neighbourhood Partnership Events**

**Thursday 22<sup>nd</sup> April 2010** - Elmbridge Neighbourhood Partnership Meeting, 7pm, Lonsdale Road Methodist Church

**Saturday 24<sup>th</sup> April 2010** – Barton and Tredworth Neighbourhood Partnership, St.James Park Fun Day, 11am – 3pm, St.James Park

**Wednesday 28<sup>th</sup> April 2010** - Barnwood Community Partnership, 7pm, Gloucester Fire Station

**Monday 17<sup>th</sup> May 2010** – Longlevens Neighbourhood Partnership Meeting, 7:30pm, Double Gloucester Pub, Old Cheltenham Road

**Sunday 23<sup>rd</sup> May 2010** – Elmbridge Neighbourhood Partnership, Play Area Launch, 2pm – 4pm, Leazes

**Monday 24<sup>th</sup> May 2010** – Three Bridges Community Partnership, 6:30pm, Venue TBC

**Tuesday 25<sup>th</sup> May 2010** – Matson and Robinswood Community Partnership, 7pm, Matson Baptist Church

**Appendix 5**

**Gloucester City Council**  
**Local and District Shopping Centre Health Check Questionnaire April/May 2010**  
**Business Survey**

This study is being undertaken to investigate the health of twelve identified local or district centres in Gloucester. A local or district centre is a concentration of shops and services that are intended to serve the everyday needs of the local community. The results of this questionnaire will form the basis of a report to be published in the summer of 2010 and help identify any future improvements, which could be made.

**Business Details**

**Business Name:**.....

**Q1) Please indicate which Local/District Centre your business is located within**

<b>Local/District Areas</b>	<b>Please Tick</b>
Barton Street	
Bristol Road, Quedgeley	
Coney Hill Parade	
Finlay Road, Robinswood	
Glevum Way, Abbeydale	
High Street, Tredworth	
Hucclecote Road	
Maston Avenue	
Old Cheltenham Road, Longlevens	
Seymour Road, Linden	
Windsor Drive, Tuffley	
Seventh Avenue, Tuffley	
Other, please specify:	

**Q2) Within which main sector/s does the business / organisation fall? (Please tick)**

- |                 |                          |           |                          |
|-----------------|--------------------------|-----------|--------------------------|
| Retail          | <input type="checkbox"/> | Legal     | <input type="checkbox"/> |
| Service         | <input type="checkbox"/> | Financial | <input type="checkbox"/> |
| Restaurant/ Bar | <input type="checkbox"/> | Industry  | <input type="checkbox"/> |

Recreation/ Leisure  Other

**Q3) How many people does the company / organisation employ in these premises?**

.....  
.....

**Q4) How long has your business been operating in this area?**

1 Month  2 Years   
3 Months  3 Years   
6 Months  Over 3 Years   
1 Year

**Q5) Over the past two years, how has your permanent workforce changed?**

Dramatic decrease  Decrease  No change   
Increase  Dramatic increase

**Q6) Please indicate which statement most accurately fits your future property plans**

No Plans  Close or relocate outside Centre   
Refit  Can't find any suitable premises to relocate   
Extend  Other (please state below)   
Improve Premises  .....  
Relocate within Centre  .....

**Q7) Do you think there are any problems / issues that need to be addressed? If yes, what are they?**

.....

.....

**Q8) How important to your future business / profitability / viability are the following issues? (Please tick)**

	Vital	Reasonably Important	Average	Unimportant	Irrelevant	Don't Know
Surrounding Environment (e.g. Public Space, Street Furniture)						
Visual Appearance						
Reduced Traffic Congestion						
Quantity and Availability of Car Parking						
Fill Vacant Units						
Public Transport Improvements						
Safety of the Centre						

**Q9) Do you think there are any threats to the future of your business in this area? If yes, what are they?**

.....

.....

.....

**Q10) Are there any improvements you would like to see in the area?**

.....

.....

.....

**Thank you very much for taking part in this Business Survey for Gloucester City Council. If you have any other comments you wish to make please do so:**

.....

.....

**About this Questionnaire:**

This questionnaire is part of local and district centre 'health checks' currently being undertaken by Gloucester City Council. The information from this questionnaire will be used to help identify future improvements in local and district centres in Gloucester.

Personal details and information obtained from this questionnaire will only be used for the purposes of Gloucester City Council's Local and District Centre Health Checks. Information will be not be used for any other purpose.

*Gloucester City Council, Spatial Planning & Environment, Herbert Warehouse, The Docks, Gloucester, GL1 2EQ*