



## TEWKESBURY CHAMBER OF COMMERCE AND INDUSTRY

### TRAFFIC SURVEY RESULTS on impact of temporary one way system April to July 2009

A total of 301 surveys were distributed, by hand, to shops and businesses in Tewkesbury both to Chamber and non-Chamber members to assess the impact of the one way system introduced in the High Street on 19 April 2009. 84 surveys were completed and returned giving a total response rate of 28%.

A copy of the survey is attached at Appendix 1.

At Q1 those completing the survey were asked to indicate the geographical location of their shop or business since it was felt that location would have a significant bearing on the perceived and actual impact of the one way system and consequently the results have been collated according to the four main locations as follows:

Q1 Geographical location of shops & businesses surveyed:

High St	44
Barton St	17
Church St	14
Other location	9

Q2 Type of shops & businesses surveyed

	Retail	Services	Leisure	Other
High Street	28	3	1	12
Barton St	7	3	1	6
Church St	4	6	1	3
Other location	2	Nil	2	5
Totals	41	12	5	26

The relatively high number (approx 31%) of replies which did not categorise their business as either retail, services or leisure was slightly surprising.

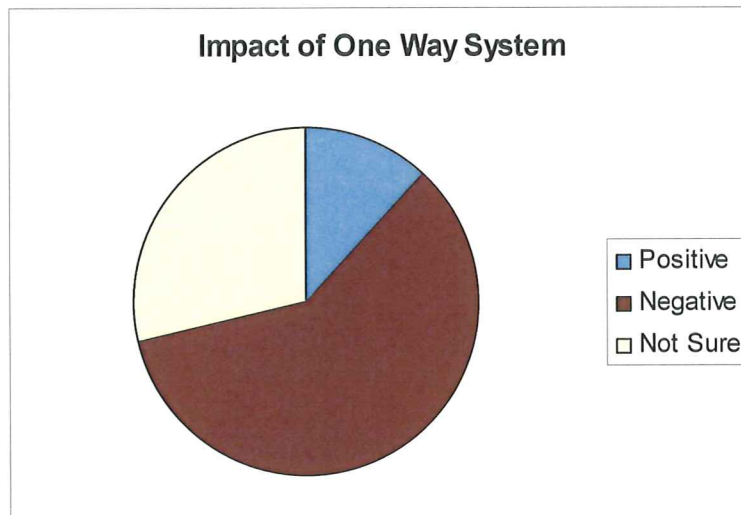
Q3 This question asks whether those surveyed were aware of the commencement of the one way system. Replies are as follows:

	Yes	No	No reply
High Street	22	22	
Barton Street	5	12	
Church Street	9	5	
Other Location	4	4	1
Totals	40	43	1

Q4 This question asks whether the impact of the one way system has been a positive or negative one. The results for each geographical location are as follows:

	Positive	Negative	Not sure
High Street	5	31	8
Barton Street	2	9	6
Church Street	1	8	5
Other Location	2	2	5
Totals	10	50	24

Overall the results for all locations can be shown as follows:



Q5 If respondents feel that the one way system has had negative effect, this question invites them to judge whether this has been 'minimal', 'significant' or 'very significant'

	Minimal	Significant	Very significant	No reply
High Street	7	20	9	8
Barton Street	2	5	3	7
Church Street	4	3	2	5
Other Location	3	1	nil	5
Totals	16	29	14	25

It can be seen that the High Street shops and businesses have suffered the most significant negative impact as a result of the one way system.

Some businesses have provided approximate figures of estimated losses for the period 19 April 2009 to 31 May 2009 (although the majority left this blank). Most worryingly those who have suffered “very significant” impact in the High Street saw their reduction in trade fall by up to 50%. In fact at least 3 businesses in the High Street have suffered 50% reduction in trade during the above period. In addition, there was one business in Barton Street which fell into this higher category estimating the loss to be between 40 to 45%.

For those shops and businesses suffering “significant” loss estimates range widely from 15% up to 30% in loss of trade.

Q6 Invites those surveyed to comment upon any perceived positive effects.

The majority of perceived positives are less pollution and traffic noise, plus a safer and easier to cross High Street.

Other comments include “*more pleasant environment*”, “*calmer atmosphere*” “*more people willing to walk around and browse*”, and “*safer for children and family friendly*”.

Q7 This lists 10 other possible factors besides the one way system that have affected the number of shoppers and visitors into the Town Centre.

- With regard to the “credit crunch generally” the majority indicated that this was a factor to be taken into consideration.
- The cost of parking and limited on street parking were also factors whereas few felt that the increased number of traffic wardens and lack of facilities such as toilets were factors to be considered.
- A majority feel that locals are not shopping locally but not many respondents felt that there is “stronger competition from larger towns” possibly because of Tewkesbury being a market town offering a unique shopping experience.
- Few felt that the flooding of 2007 had had any long term effects on trade whereas the majority felt that media reports had had an impact. There is a perception that negative media led to people “staying away” which is reflected by the positive impact of a “quieter” town with more availability of High Street parking during the operation of the one way system.

Q8 This asks whether Tewkesbury town centre would benefit from a permanent one way system. Replies are as follows :

	Yes	No	Don't know	No response
High Street	12	25	4	3
Barton Street	5	8	4	
Church Street	5	7	2	
Other Location	4	4	1	
Totals	26	44	11	

52% of those who responded would be against a permanent one way system in the High Street.

Q9 This question asks whether those surveyed would like to see a Northern Relief road to divert traffic away from the Centre; replies are as follows:

	Yes	No	Don't know
High Street	21	16	7
Barton Street	10	5	2
Church Street	4	3	7
Other Location	3	4	2
Totals	38	28	18

Of those who replied 45% are in favour of the Northern Relief Road.

Q10 A total of 17 of those surveyed are already members of the Tewkesbury Chamber of Commerce. Several of those surveyed have expressed an interest in joining following the receipt of the survey, and have subsequently been provided with membership packs and joining information.

Q11 The majority of respondents to the questionnaire did not reply to this question. Of those who did reply most felt that the Chamber could not have done more. Other actions suggested included a better dissemination of information (which in fact was not within the knowledge of the Chamber prior to the scheme's introduction), and other comments which were entirely outside the power of the Chamber such as re-design of the one way system, "controlling the media", and making compensation claims. The Chamber will be grateful to receive opinions and support in respect of any future projects or issues.

## CONCLUSION

Overall the results of the completed survey show that the one way system has resulted in significant disruption for those businesses in the High Street leading, in some exceptional cases, to 50% reduction in trade. The rest of the High Street shops who have suffered a negative impact report a loss of between 15 to 30 %.

Whilst there have been some perceived positive effects upon the Town Centre such as less pollution and noise, the majority who completed the survey would be against a permanent one way system in the town. Conversely however, the majority of those surveyed would be in favour of the introduction of a Northern Relief Road to direct through traffic away from the Town Centre to ease congestion. This is an issue which will require a greater future consideration.

Over half of those who responded from the High Street said that they had received no information about the one way system before its introduction. This is quite worrying, and clearly shows a perception of lack of information and/or communication from the County Council. There is no doubt that the disruptions have not only had a tangible effect but have caused bad feeling and disappointment.

There seems an urgent need for improved communications at all levels not only between the County Council, Borough and Town Councils but also filtering down to organisations such as the Chamber of Commerce down to grass root level.

Improved systems need to be put in place to allow for the efficient and timely dissemination of information to those directly affected by it. Once such systems are improved, there is every likelihood that public confidence will increase.

Valuable lessons can be learned from the introduction of the temporary one way system, and the survey has demonstrated the need for everyone to work together in the future for the benefit of all those who live, work and visit the town to ensure Tewkesbury thrives and prospers even during the most challenging times that may lie ahead.

**Prepared by the Tewkesbury Chamber of Commerce**

5<sup>th</sup> June 2009.

# TEWKESBURY CHAMBER OF COMMERCE AND INDUSTRY



## BUSINESS SURVEY

### on impact of temporary one way traffic system in Tewkesbury

### Between April to July 2009

Tewkesbury Chamber of Commerce and Industry are acutely aware of the effects that the current temporary one-way traffic system is having upon businesses within the Tewkesbury Town Centre.

In order to better assess the effect on Town Centre businesses, the Chamber would be grateful if you could spare a few moments to complete, and return this questionnaire to the Chamber as a matter of urgency so that we can compile some meaningful statistical evidence.

We would be happy for the form to be completed anonymously, or upon the basis of you completing the name and address of your business.

- Q1 Is your business based in  
High St/Barton St/Church St/Chance St/other \_\_\_\_\_  
*Please delete as appropriate*
- Q2 Please, tick which category best describes your business type:
- |            |  |                          |
|------------|--|--------------------------|
| Retail :   | E.g Food/clothing/stationery/hardware etc          | <input type="checkbox"/> |
| Services : | E.g Financial/estate agency/accountancy etc        | <input type="checkbox"/> |
| Leisure:   | E.g Restaurant/coffee shop/pub/hotel/Entertainment | <input type="checkbox"/> |
| Other :    | E.g Not in any of above categories                 | <input type="checkbox"/> |
- Q3 Were you aware of the date of the commencement of the one-way system or the detail of the one way scheme prior to its implementation on 19/4/09?  
 Yes       No
- Q4 Has the temporary one way system had an positive or negative effect on your business?  
 Positive     Negative     Not Sure
- Q5 If the one-way system has had a negative effect on your business, please state whether that reduction in business has been:
- Minimal     Significant     Very significant  
*compared with the same period last year (19/4/08 to 31/5/08) but allowing for recession trends*
- Please estimate reduction in % terms \_\_\_\_\_ %

Q6 If you consider that the implementation of the one-way system has had positive effects upon the Town Centre or your business please identify what you consider those benefits to be (e.g. less pollution/easier street parking/safer/more shoppers)? \_\_\_\_\_

Q7 In your opinion what other factors besides the one way system have affected the number of shoppers/visitors using the Town Centre shops?

	Yes	No	Not sure
The credit crunch generally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limited free on street parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased number of traffic wardens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduction in number of tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Locals not shopping locally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of toilet or other facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Long term effects of the floods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stronger competition from larger towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Media Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Any other factors not mentioned above or any other comments you would like to make? \_\_\_\_\_

Q8 Do you think that Tewkesbury Town Centre would benefit from a permanent one way system  
 Yes       No       Don't know

Q9 Would you like to see a Northern Relief Road to divert traffic away from the Town Centre?  
 Yes       No       Don't know

Q10 Are you a member of the Chamber of Commerce & Industry?  Yes  No

Q11 Are there any steps you feel the Chamber could have taken to help when the one way system was introduced?

Please return your completed survey to either :  
**Thomson & Bancks**, Solicitors, 27 Church St, Tewkesbury GL20 5RH  
**Alison's Bookshop**, 138/129 High Street, Tewkesbury GL20 5JR  
To be returned by no later than : 4 pm **Wednesday 3 June 2009**

**IF YOU ARE INTENDING TO APPLY FOR A REDUCTION IN YOUR BUSINESS RATES, YOU MUST APPLY NOW**

To : The Valuation Office Agency, Ley Court, Barnett Way, Barnwood,  
Gloucester GL4 3RT      Tel 01452 360200.

*Do not leave it until its too late!*