

Project Description

DPDS prepared the Cheltenham Retail and Leisure Study for the Borough Council as part of the LDF evidence base. The objectives were to audit the existing retail and leisure facilities in Cheltenham and the vitality and viability of the town and district centres, identify the needs for additional provision and to make recommendations as to how these needs should be accommodated.

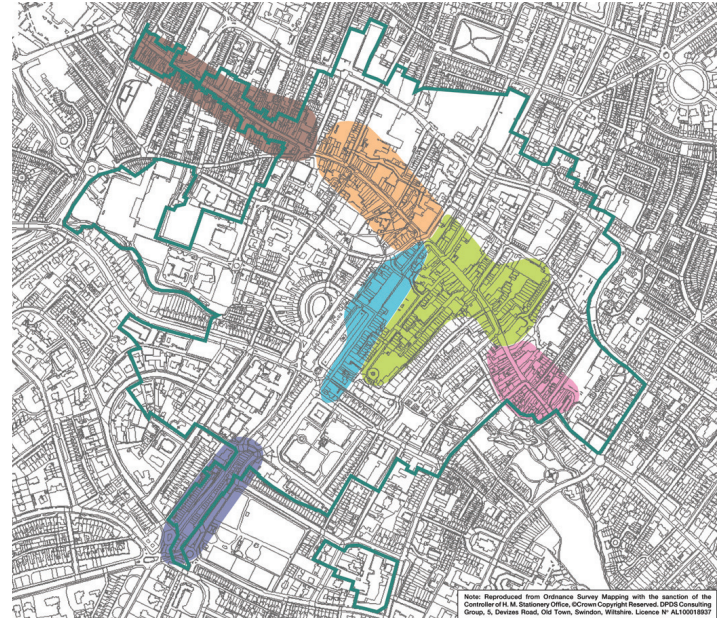
The study identified the need for substantial new retail space and recommended a location which was commercially attractive, required environmental improvement and would concentrate provision within the prime retail area rather than disperse pedestrian flows.

The study identified the contribution that the cultural life made to the vibrancy of the town centre, and the importance of the Council's support to its success. It also considered the impact of the evening economy on public safety and other evening activities, finding that the locational specialization tended to reduce conflicts. The study was specifically asked to examine the requirement for cinema screens in the town, given the recently opened cinema and potential closure of the older one.

The recommended strategy was based around character areas identified in the study and the development of Quarters, and sought the regeneration of the South West Quadrant, based around "Civic Pride" sites, the Museum and Art Gallery and the encouragement of Sunday trading in the Lower High Street.

DPDS Involvement

- Commissioned a telephone survey of households to establish shopping patterns and attitudes to the centres in the catchment area, carried on-street interviews in the town centre, carried out town centre surveys of uses, environmental quality, retailer interest and pedestrian flows.
- Carried out a stakeholder consultation and liaised closely with relevant Council departments, stakeholders and town centre management.



- Undertook statistical analysis of the need for retail floorspace taking account of population and retail expenditure forecasts and retail trends.
- Prepared a strategy for the town centre and drafted the report as part of the evidence base for the LDF.



Client	Cheltenham Borough Council
Business Sector	Town Centre Retail and Leisure
Approximate Contract Value	£25,000
Project Status	Research Report Evidence Base
DPDS Key Personnel Involved	Duncan McCallum Kevin Hodgson Jemma Cam