The Cotswold Canal Restoration: Appraisal of Economic Impacts

A ~~Draft~~ Final Report to British Waterways

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1.0 INTRODUCTION

ECOTEC Research and Consulting, in association with **Grimley International Property Advisers**, were appointed in November 2002 by British Waterways to undertake a study of the economic impacts of restoring the Cotswold canals. This document is a ~~**Draft**~~ **Final Report** of the study findings.

1.1 The Cotswold Canals

The Cotswold canals cover a total distance of some 59 kilometres and comprise two separate waterways:

- The Stroudwater Navigation which stretches for 13 kilometres between Saul Junction on the Gloucester & Sharpness Canal and Stroud.
- The 46 kilometre Thames and Severn Canal which connects the Stroudwater Navigation at Stroud with the River Thames at Lechlade.

The Stroudwater Navigation was built between 1775-1779 and the Thames and Severn Canal between 1783-1789. Upon completion, the Cotswold canals connected the River Thames with the River Severn, the first such East-West route in the country. However, the route was complex and presented a number of engineering challenges. The canal climbs 241 feet through 28 locks from Wallbridge in Stroud to the summit at Daneway, then descends 129 feet via 15 locks to the River Thames at Lechlade. At the summit is the 3.5 kilometre long Sapperton Tunnel which was the largest and longest canal tunnel built up to that time. Though presently closed due to rock-falls, the Sapperton Tunnel is rated as one of the Seven Wonders of the Waterways.

From the outset the Cotswold Canals were plagued by water supply and leakage problems which required regular maintenance works. Moreover, in 1845 the Great Western Railway was opened providing a faster and more efficient means of transportation. Competition from the railway eventually resulted in the abandonment of sections of the canal in 1893 and, despite a number of attempts to re-open the route, an Act of Parliament was passed in 1954 which closed the remaining stretches of the waterway. Following this, sections of the canal were blocked or sold-off for redevelopment and, in some stretches, the original route of the canal is unidentifiable.

Since 1972 the Cotswolds Canals Trust has been campaigning for the protection of the line of the canals and for their restoration. Moreover, the Trust has been responsible for minor maintenance and repair works including the restoration of a number of locks. However, such is the scale of the task that significant capital funding is required if the Cotswold canals are to be re-opened. As part of a recent feasibility study, British Waterways estimated that the total cost of the restoration scheme would be some £82 million. In 2001 a formal partnership[1] was launched to drive forward and deliver the restoration of the Cotswold canals. In July 2001, British Waterways and the Waterways Trust published a report exploring the potential economic benefits of the waterway restoration[2]. This report concluded that the full restoration of the canal would provide:

- 1.8 million visitor days to the area each year
- £8.5 million a year in visitor spending
- 500 permanent new jobs
- 1,400 construction jobs

1.2 Aims and Objectives of the Study

The aim of this study is to assess the economic impacts of restoring the Cotswold Canals. This work builds on earlier research by British Waterways (discussed above) yet adopts a more wide-ranging approach which includes both tourism and leisure and commercial development impacts throughout the length of the canal. Given the present condition of the waterway, it is arguable that the canal currently has a negligible impact on the local economy (with the possible exception of the Western reaches). For this reason the economic impact of the canal has been calculated at two points in time: ‘Year 0’ (the situation immediately after the completion of the restoration programme), and ‘Year 5’ (the situation five years after the restoration of the canal). These issues are explored in greater depth in Section 4.0.

As set out in the original Project Brief, the study has the following research objectives:

- Undertake an analysis of the additional tourism and leisure activity which the restoration of the canals could be expected to bring forward, and assess the associated economic impact.

- Analyse the current tourism and leisure economy in the area and assess the capacity of the local economies to capture additional tourism and leisure expenditure generated by the canal restoration.

- Conduct a study of local property markets to identify all potential residential and commercial development sites within the canal corridor.

- Make recommendations to the canal operator about commercial opportunities along the canal corridor.

[1] Comprising: British Waterways; The Waterways Trust; The Cotswolds Canals Trust; Gloucestershire Wildlife Trust;, Cotswold Waterpark Society; SWRDA; The Inland Waterways Association; The Environment Agency, South West Tourism; Country Land and Business Association; Company of Proprietors of the Stroudwater Navigation; Gloucestershire and Wiltshire County Councils; and Stroud, Cotswold and North Wiltshire District Councils.
[2] British Waterways (2001) ‘Cotswold Canals: Economic Benefit Assessment’

The methodology for this study has been developed to address each of these research objectives and is set out in detail below.

1.3 Approach and Work Undertaken

The methodology for this study was set out in the original proposal submitted by ECOTEC and Grimley and refined in light of discussions held with British Waterways at an inception meeting in November 2002. Economic impact has been calculated through a combination of tourism and leisure demand modelling, and an assessment of commercial opportunities along the canal and their associated effects. To complement this demand-side assessment, it was decided that the study would need to examine the current supply of visitor facilities along the canal, and determine whether these facilities have the capacity to absorb predicted increases in visitor numbers. This dual approach has the advantage of providing a traditional economic impact assessment whilst also exploring whether such benefits are currently feasible given the realities 'on the ground'. Key activities undertaken were as follows:

- An assessment of the socio-economic environment along the canal in order to identify the key issues facing the area.

- A review of the major economic development strategies to determine key policy thrusts around the canal.

- An assessment of the current tourism and leisure economy around the canal in order to determine recent trends and key issues.

- A review of tourism and leisure policy along the canal through consultations with tourism officers at each of the District Councils and analysis of policy documents.

- Calibration and analysis of British Waterways' demand model for tourism and leisure usage of the canal immediately after restoration of the waterway, and five years after opening. The model provides standard economic impact outputs such as expenditure generated and resultant employment created.

- Measurement of the current supply of tourism and leisure facilities along the canal corridor and an assessment of whether there is sufficient capacity to capture the increased visitor expenditure generated by the canal.

- A review of planning policy and discussions with representatives from Stroud and Cotswold District Councils to determine key policy objectives.

- Detailed site-by-site review of commercial opportunities along the canal corridor and analysis of associated economic impact.

Further methodological issues are discussed within the relevant sections of the report. Results have been presented in terms of a Year 0 and Year 5 scenario, as discussed above in Section 1.2.

1.4 Report Structure

The remainder of the report is structured as follows:

- Section Two – profiles the socio-economic environment in the areas through which the canal passes
- Section Three – profiles the tourism and leisure context in the area surrounding the canal
- Section Four – presents a demand side analysis of the restored canal looking at the economic impacts associated with tourism and leisure uses along the waterway
- Section Five – analyses the current supply of tourism and leisure facilities along the canal and assesses whether they are sufficient to 'capture' increased expenditure in the area
- Section Six – profiles commercial development opportunities along the canal
- Section Seven – presents our conclusions and recommendations

2.0 THE SOCIO-ECONOMIC CONTEXT

2.1 Introduction and Context

In order to measure the economic impacts of restoring the Cotswold canals, it is important to understand the nature of socio-economic environment through which the waterway passes. The overall effect of the canal will be determined by local economic conditions and how these relate to the benefits generated by the restoration programme. For instance, it is important to understand the nature of the local labour market and to assess whether there is a sufficient pool of appropriately skilled people to fill the jobs that the canal will generate. The areas through which the canal passes are faced by a number of key issues which must be considered. The needs (and thus the rationale for canal restoration) of a town such as Stroud will be very different from those in the rural areas to the east of Chalford.

This section of the report responds to these challenges and presents a set of key indicators exploring the socio-economic environment in the three districts through which the canal passes (Stroud, Cotswold, and North Wiltshire). Data have also been collected for the South West region and Great Britain as a whole in order to provide a benchmark. In a few instances it has been possible to explore economic issues at a sub-district level using a ward-based definition of the canal corridor. This corridor has been defined using all wards within two kilometres of the canal, a list of which can be found in Annex A. This approach is advantageous given the fact that considerable variations in the socio-economic environment are to be found even within districts.

In addition to profiling the socio-economic environment along the canal, this section includes a concise review of economic development policy in Stroud, Cotswold and North Wiltshire. This exercise allows us to identify key policy strands which might affect the canal and its impact upon the surrounding area. The section concludes with a set of key messages.

2.2 Profile of Districts

Stroud

Stroud District is predominantly rural with a population of around 108,000 according to the latest Census. The principal settlements in the district are Stroud, Cam, Dursley and Wotton-Under-Edge. Stroud is the commercial and retail centre and its high quality of built environment, diverse employment base and relatively highly skilled workforce make it a popular place to live and work. However, there are a number of underlying problems in Stroud which should not be disregarded. In particular, the town centre is facing strong competition from nearby locations such as Gloucester, Bristol and Cheltenham which has resulted in a decline in its vitality and appearance.

Cotswold

Cotswold district is part of a very distinctive area which is largely renowned for its landscape and buildings. The area consists of historic market towns and picturesque villages which are very popular with tourists. In general, Cotswold is considered a wealthy and desirable place to live with high quality shops, country estates and high land and property values. However, despite this overall perception there are also areas within Cotswold which experience social and financial deprivation. In recent years, Cotswold has experienced considerable growth in population, particularly in-migration from London and the South East. A result of this has been increased demand for housing and resultant sharp hikes in property prices (such that local people cannot afford to buy). In-migration has also contributed to a high proportion of elderly people as the area is popular amongst retirees.

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~~*1.3*~~*2.3* *Employment by Sector*

The following tables illustrate the sectoral composition of employment within Stroud, Cotswold, North Wiltshire and the ward-defined canal corridor.

Stroud

Table 2.1 shows employment by industrial sector in Stroud in 1998 and 2001. This shows that:

- A total of 37,075 people were employed in the district in 2001. This represented a 5 per cent decrease from 1998

- In 2001, Distribution, Hotels and Restaurants was the single largest sector, accounting for 24.7 per cent of employment in Stroud. Stroud still has a large manufacturing sector which employed some 8,300 people in 2001.

- Location quotients indicate the relative size of an industrial sector in an area. With a location quotient of 3.5, the Energy & Water sector in Stroud is relatively over-represented, despite only accounting for 2.8 per cent of total employment. High location quotients are also recorded for Manufacturing (1.6) and Construction (1.4). The service sector in Stroud district is relatively small.

- In terms of change over time, some 3,000 jobs were lost in the Manufacturing sector between 1998-2001 (a decline of 27.5 per cent). Large increases were recorded in Construction (an increase of 51.4 per cent), and Transport and Communications (39.5 per cent).

Table 2.1: Employment in Stroud by industrial sector, 1998 and 2001

	1998		2001			% change
Sector	**No.**	**% of all**	**No.**	**% of all**	**LQ[3]**	**1998-2002**
Agriculture & Fishing	708	1.8	174	0.5	0.5	-75.4
Energy & Water	1,195	3.1	1,055	2.8	3.5	-11.7
Manufacturing	11,481	29.4	8,325	22.5	1.6	-27.5
Construction	1,500	3.8	2,271	6.1	1.4	51.4
Distribution, Hotels and Restaurants	8,663	22.2	9,168	24.7	1.0	5.8
Transport and Communications	1,160	3.0	1,618	4.4	0.7	39.5
Banking, Finance and Insurance, etc	4,031	10.3	4,473	12.1	0.6	11.0
Public Administration, Education & Health	8,803	22.6	8,312	22.4	0.9	-5.6
Other Services	1,471	3.8	1,680	4.5	0.9	14.2
Total	**39,011**	**100.0**	**37,075**	**100.0**	**1.0**	**-5.0**

Source: Annual Business Inquiry, NOMIS

Cotswold

Table 2.2 shows employment by industrial sector in Cotswold in 1998 and 2001. Of interest is that:

- A total of 30,991 people were employed in Cotswold district in 2001, a figure almost identical to that recorded in 1998 (30,999).

- The largest employer in Cotswold is the Distribution, Hotels and Restaurants sector which accounted for some 34.6 per cent of total employment in 2001. Moreover, with a location quotient of 1.4 it is clear that the sector is disproportionately large in comparison to Great Britain as a whole.

- Other significant sectors in Cotswold are Banking, Finance and Insurance (which accounted for 19.7 per cent of total employment), Public Administration, Education & Health (18.7 per cent), and Manufacturing (11.8 per cent).

- Much of Cotswold district is rural in nature, though in 2001 the Agriculture & Fishing sector employed just 333 people (a decrease of some 77.7 per cent from 1998). The proportion of the workforce employed in the sector declined from 4.8 per cent in 1998 to 1.1 per cent in 2001, though a location quotient of 1.1 shows that Agriculture & Fishing remains a significant employer. Moreover, it is possible that these figures underestimate true agricultural employment levels since the Annual Business Inquiry is a somewhat unreliable source.

[3] Location Quotients are a measure of geographical concentration which compares employment numbers in an area against those in a wider area (in this case Great Britain). This gives a quantified indication of those sectors that are relatively over-represented (those with a location quotient greater than 1.0).

Table 2.2: Employment in Cotswold by industrial sector, 1998 and 2001

	1998		2001			% change
Sector	**No.**	**% of all**	**No.**	**% of all**	**LQ**	**1998-2002**
Agriculture & Fishing	1,493	4.8	333	1.1	1.1	-77.7
Energy & Water	227	0.7	217	0.7	0.9	-4.4
Manufacturing	4,769	15.4	3,652	11.8	0.8	-23.4
Construction	953	3.1	1,757	5.7	1.3	84.4
Distribution, Hotels and Restaurants	9,524	30.7	10,727	34.6	1.4	12.6
Transport and Communications	726	2.3	879	2.8	0.5	21.1
Banking, Finance and Insurance, etc	5,090	16.4	6,109	19.7	1.0	20.0
Public Administration, Education & Health	6,879	22.2	5,786	18.7	0.8	-15.9
Other Services	1,338	4.3	1,532	4.9	0.9	14.5
Total	**30,999**	**100.0**	**30,991**	**100.0**	**1.0**	**0.0**

Source: Annual Business Inquiry, NOMIS

North Wiltshire

Table 2.3 shows employment by industrial sector in North Wiltshire in 1998 and 2001. This shows that:

- A total of 49,109 people were employed in North Wiltshire in 2001. Between 1998-2001 total employment in the district increased by 13.3 per cent, resulting in 5,753 new jobs.

- Accounting for 23 per cent of total employment, Distribution, Hotels and Restaurants was the largest sector in the district in 2001. This was closely followed by Manufacturing (22 per cent of the total), Banking, Finance and Insurance (21 per cent), and Public Administration, Education & Health (19.2 per cent).

- Analysis of location quotient information shows that, relative to Great Britain, in North Wiltshire the Manufacturing, Construction and Banking, Finance and Insurance sectors were the most significant employers (with location quotients of 1.6. 1.2 and 1.1 respectively).

- In terms of change over time, between 1998-2001 the largest increase was recorded in the Banking, Finance and Insurance sector which grew by some 61.6 per cent.

Table 2.3: Employment in North Wiltshire by industrial sector, 1998 and 2001

	1998		2001			% change
Sector	**No.**	**% of all**	**No.**	**% of all**	**LQ**	**1998-2002**
Agriculture & Fishing	1,148	2.6	262	0.5	0.5	-77.2
Energy & Water	65	0.1	105	0.2	0.3	61.5
Manufacturing	10,851	25.0	10,798	22.0	1.6	-0.5
Construction	2,431	5.6	2,569	5.2	1.2	5.7
Distribution, Hotels and Restaurants	9,999	23.1	11,308	23.0	0.9	13.1
Transport and Communications	1,924	4.4	2,034	4.1	0.7	5.7
Banking, Finance and Insurance, etc	6,392	14.7	10,327	21.0	1.1	61.6
Public Administration, Education & Health	8,783	20.3	9,443	19.2	0.8	7.5
Other Services	1,762	4.1	2,264	4.6	0.9	28.5
Total	**43,356**	**100.0**	**49,109**	**100.0**	**1.0**	**13.3**

Source: Annual Business Inquiry, NOMIS

The Canal Corridor

Table 2.4 shows employment by industrial sector in the canal corridor in 1998 and 2001:

- A total of 45,609 people were employed within the canal corridor in 2001, an increase of just 0.7 per cent from 1998.

- The largest employer along the corridor in 2001 was the Distribution, Hotels and Restaurants sector which accounted for 29 per cent of total employment. Moreover, with a location quotient of 1.2 the sector was disproportionately large in comparison with Great Britain as a whole.

- With 21.9 per cent of total employment, the Public Administration, Education & Health sector was also significant, and with 16.3 per cent of employment and a location quotient of 1.2, the Manufacturing sector remains a key employer (despite a decline of some 27.6 per cent) between 1998-2001.

Table 2.4: Employment in the canal corridor by industrial sector, 1998 and 2001

	1998		2001			% change
Sector	**No.**	**% of all**	**No.**	**% of all**	**LQ**	**1998-2002**
Agriculture & Fishing	169	0.4	215	0.5	0.5	27.2
Energy & Water	243	0.5	109	0.2	0.3	-55.1
Manufacturing	10,323	22.8	7,446	16.3	1.2	-27.9
Construction	1,705	3.8	2,605	5.7	1.3	52.8
Distribution, Hotels and Restaurants	11,981	26.4	13,237	29.0	1.2	10.5
Transport and Communications	1,826	4.0	2,356	5.2	0.8	29.0
Banking, Finance and Insurance, etc	6,885	15.2	7,693	16.9	0.9	11.7
Public Administration, Education & Health	10,460	23.1	9,975	21.9	0.9	-4.6
Other Services	1,712	3.8	1,975	4.3	0.8	15.4
Total	45,304	100.0	45,609	100.0	1.0	0.7

Source: Annual Business Inquiry, NOMIS

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~~1.4~~2.4 *Economic Activity Rates*

Economic activity rates are a measure of the percentage of the population which is in the labour force. High activity rates, depending on the nature of the jobs that people are taking, can indicate that an economy is dynamic and growing. The data in Table 2.5 below illustrate the following:

- The economic activity rate in Stroud was 84.8 per cent in 2001, higher than the rate for the South West and Great Britain as a whole. Moreover, since 1999 the economic activity rate for the district increased by 4.5 percentage points.

- At 86 per cent, the economic activity rate for Cotswold in 2001 was considerably higher than the regional and national averages. The 2001 figure represented a slight drop from 1999 when a figure of 89.4 per cent was recorded.

- The activity rate in North Wiltshire was 83.3 per cent in 2001, slightly higher than the regional figure of 82.4 per cent and the national figure of 78.6 per cent. The activity rate for the district fell slightly between 1999-2001 by 1.5 percentage points.

Table 2.5: Economic Activity Rates in Stroud, Cotswold and North Wiltshire, 1999-2001

Area	1999	2000	2001
Stroud	80.3	86.2	84.8
Cotswold	89.4	88.0	86.0
North Wiltshire	84.8	83.3	83.3
South West	82.2	81.8	82.4
Great Britain	78.7	78.6	78.6

Source: Local Area Labour Force Survey, NOMIS

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~~1.5~~2.5 Unemployment

Claimant count data is the most easily accessible and useful measure of unemployment and shows the number of people who are claiming unemployment related benefits (expressed as a proportion of the working age population). High unemployment rates can point towards labour market deficiencies including a lack of appropriate jobs and an inappropriately skilled workforce. Table 2.6 shows unemployment rates in the three districts through which the canal passes:

- The unemployment rate in Stroud was 1.7 per cent in 2002, lower than the figures for the South West (1.9 per cent) and Great Britain (3 per cent). Moreover, unemployment fell between 1998-2002 from 2.5 per cent to 1.7 cent.

- At 1.2 per cent in 2002, the unemployment rate in Cotswold is very low (under half the national rate of 3 per cent). The 2002 figure represents a slight increase from 1998.

- The unemployment rate in North Wiltshire was 1.7 per cent in 2002, again considerably lower than the regional and national rates.

Table 2.6: Unemployment rates in Stroud, Cotswold and North Wiltshire, 1998 and 2002

	1998		2002		% change
Area	**Number**	**Rate**	**Number**	**Rate**	**1998-2002**
Stroud	1,224	2.5	893	1.7	-27.0
Cotswold	480	1.1	475	1.2	-1.0
North Wiltshire	1,080	1.8	977	1.7	-9.5
South West	79,043	3.2	47,099	1.9	-40.4
Great Britain	1,230,800	4.2	872,855	3.0	-29.1

Source: Claimant Count Series, NOMIS

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~~1.6~~2.6 Earnings

Average gross weekly earnings are a useful measure of the potential wealth and spending power of an area. In the context of the canal restoration, earnings can give an indication of the likely levels of disposable income and thus demand for tourism and leisure facilities and attractions. Table 2.7 shows average gross weekly earnings for Stroud, Cotswold and North Wiltshire:

- In 2002, average gross weekly earnings in Stroud were £469.32, higher than the figure for the South West but lower than the Great Britain average (£433.79 and £484.05 respectively). Earnings in Stroud increased by some 24.5 per cent between 1999-2002.

- Cotswold district recorded average gross weekly earnings of £476.65 in 2002, marginally less than the figure for Great Britain as a whole (£484.05). Between 1999-2002, gross weekly earnings in Cotswold grew by 33.1 per cent, more than double the regional and national rates of change.

- Gross weekly earnings in North Wiltshire were £446.04 in 2002, slightly higher than the regional figure of £433.79 but lower than the national average of £484.05. Moreover, between 1999-2002, earnings in the district increased by just 9.3 per cent, less than the rate of change in either the South West or Greta Britain as a whole.

Table 2.7: Average Gross Weekly Earnings (£) in Stroud, Cotswold and North Wiltshire, 1999-2002

Area	1999	2000	2001	2002	% change 99-02
Stroud	376.86	416.99	465.17	469.32	24.5
Cotswold	358.14	383.23	440.83	476.75	33.1
North Wiltshire	408.17	395.88	431.53	446.04	9.3
South West	379.91	394.51	421.34	433.79	14.2
Great Britain	421.77	439.11	462.51	484.05	14.8

Source: New Earnings Survey, NOMIS

~~1.7~~2.7 House Prices

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Table 2.8 shows average house prices in Stroud, Cotswold and North Wiltshire. The data show that:

- In 2002, the average price of a house in Stroud was £159,254, higher than the average price in the South West (£152,392) or England & Wales (£146,150). Between 1999-2002, house prices in Stroud grew by 55.4 per cent.

- Cotswold district recorded an average house price of £230,589 in 2002, considerably higher than the national average of £146,150. When house prices are this high, local people can be squeezed out of the market and forced to move out of the area.

- The average cost of a house in North Wiltshire in 2002 was £177,328. Between 1999-2002 average house prices in the district increased by some 53.6 per cent.

Table 2.8: Average House Prices (£) in Stroud, Cotswold and North Wiltshire, 1999-2002

	1999	2000	2001	2002	% change
Stroud	102,474	119,790	144,373	159,254	55.4
Cotswold	151,228	190,847	194,882	230,589	52.5
North Wiltshire	115,434	127,567	155,850	177,328	53.6
South West	94,035	110,283	125,520	152,392	62.1
England & Wales	97,616	106,850	123,856	146,150	49.7

Source: HM Land Registry

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~~1.8~~2.8 *Commuting*

It is helpful to consider commuting data which show key workforce movements and give an indication of the performance of local labour markets. The data relate to 1991 (figures from the 2001 Census have not yet been released) and are thus somewhat out of date, but key trends should remain valid. Table 2.9 shows the net commuting balance for Stroud, Cotswold and North Wiltshire in 1991:

- Stroud is a net exporter of commuters (a net balance of -7,860 people)

- Cotswold is also a net exporter of labour, though to a lesser degree (a net balance of -3,240 people).
- North Wiltshire is a significant net exporter of commuters (recording a net balance of -8,080 people in 1991).

Table 2.9: Net commuting balance for Cotswold, Stroud and North Wiltshire, 1991

District	Out commuting	In commuting	Net
Stroud	14,170	6,310	-7,860
Cotswold	9,860	6,620	-3,240
North Wiltshire	17,210	9,130	-8,080

Source: 1991 census

In addition to the overall balance of commuters, it is interesting to consider where they are travelling to, and where they are travelling from. Tables 2.10 to 2.12 show the origin and destination of commuters for Stroud, Cotswold and North Wiltshire in 1991.

Stroud

Table 2.10 gives the origin and destination of commuters to and from Stroud in 1991:

- Gloucestershire was the biggest originator and recipient of commuters in 1991 (accounting for 62.2 per cent of out commuters and 71 per cent of in commuters).

- Within Gloucestershire county, Gloucester district was the most significant source and destination of commuters. The net commuting balance between Stroud and Gloucester was –2,410 people.

Table 2.10: Key commuter origins and destinations for Stroud, 1991

	Out commuting		In commuting		
Area	**No.**	**% of total**	**No.**	**% of total**	**Net**
Avon	**3,670**	**25.9**	**1,360**	**21.6**	**-2,310**
Gloucestershire	**8,810**	**62.2**	**4,480**	**71.0**	**-4,330**
Cheltenham	1,580	11.2	390	6.2	-1,190
Gloucester	4,750	33.5	2,340	37.1	-2,410
Cotswold	1,430	10.1	790	12.5	-640
Tewkesbury	950	6.7	490	7.8	-460
Forest of Dean	100	0.7	470	7.4	370
Wiltshire	**550**	**3.9**	**190**	**3.0**	**-360**
North Wiltshire	170	1.2	110	1.7	-60
Thamesdown	330	2.3	60	1.0	-270
Other	**1,140**	**8.1**	**280**	**4.4**	**-860**
Total	**14,170**	**100.0**	**6,310**	**100.0**	**-7,860**

Source: 1991 Census

We suspect that the 2001 data will show substantial growth in net outcommuting, reflecting the observable combination of significant population growth and low unemployment on the one hand and falling employment, high and growing levels of vacant floorspace and physical dereliction on the other.

Cotswold

Table 2.11 gives the origin and destination of commuters to and from Cotswold in 1991:

- Wiltshire county was the single biggest destination of commuters from Cotswold. In 1991, 32.3 per cent of out commuters travelled to Wiltshire, the majority of whom went to Thamesdown district (i.e. Swindon).

- The most significant source of commuters to Cotswold in 1991 was Gloucestershire county which accounted for some 41.7 per cent of in commuters. Within Gloucestershire, Stroud district was the biggest source of commuters (21.6 per cent of total in commuting).

Table 2.11: Key commuter origins and destinations for Cotswold, 1991

Area	Out commuting No.	Out commuting % of total	In commuting No.	In commuting % of total	Net
Gloucestershire	**2,900**	**29.4**	**2,760**	**41.7**	**-140**
Cheltenham	1,400	14.2	760	11.5	-640
Gloucester	360	3.7	240	3.6	-120
Stroud	790	8.0	1,430	21.6	640
Tewkesbury	340	3.4	260	3.9	-80
Wiltshire	**3,180**	**32.3**	**1,420**	**21.5**	**-1,760**
North Wiltshire	940	9.5	940	14.2	0
Thamesdown	2,180	22.1	440	6.6	-1,740
Oxfordshire	**1,010**	**10.2**	**520**	**7.9**	**-490**
Cherwell	90	0.9	100	1.5	10
Oxford	170	1.7	0	0.0	-170
Vale of White Horse	210	2.1	0	0.0	-210
West Oxfordshire	520	5.3	400	6.0	-120
Other	**2,770**	**28.1**	**1,920**	**29.0**	**-850**
Total	**9,860**	**100.0**	**6,620**	**100.0**	**-3,240**

Source: 1991 Census

North Wiltshire

Table 2.12 gives the origin and destination of commuters to and from North Wiltshire in 1991:

- Wiltshire county accounted for the majority of commuters from North Wiltshire (58.9 per cent of the total). Within the county, Thamesdown district (in particular Swindon) was the most popular destination, accounting for 44.1 per cent of all out commuting from North Wiltshire.

- The most significant source of commuters to North Wiltshire in 1991 was Wiltshire County which accounted for 58.6 per cent of the total. The net balance of commuters between North Wiltshire and Wiltshire county was –4,780 people.

Table 2.12: Key commuter origins and destinations for Stroud, 1991

	Out commuting		In commuting		
Area	**No.**	**% of total**	**No.**	**% of total**	**Net**
Avon	**3,710**	**21.6**	**1,580**	**17.3**	**-2,130**
Bath	1,810	10.5	790	8.7	-1,020
Bristol	920	5.3	270	3.0	-650
Northavon	640	3.7	210	2.3	-430
Wansdyke	220	1.3	170	1.9	-50
Gloucestershire	**1,200**	**7.0**	**1,210**	**13.3**	**10**
Cotswold	940	5.5	940	10.3	0
Stroud	110	0.6	170	1.9	60
Wiltshire	**10,130**	**58.9**	**5,350**	**58.6**	**-4,780**
Kennet	1,090	6.3	970	10.6	-120
Thamesdown	7,590	44.1	1,980	21.7	-5,610
Other	**2,170**	**12.6**	**990**	**10.8**	**-1,180**
Total	**17,210**	**100.0**	**9,130**	**100.0**	**-8,080**

Source: 1991 Census

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~~1.9~~2.9 The Index of Multiple Deprivation

A simple way in which to benchmark economic and social conditions within an area is to use the Index of Multiple Deprivation (IMD) produced by the DETR in 2000. The IMD uses a number of variables to construct overall deprivation scores for Local Authorities which are then ranked (there are a total of 354 Local Authorities in England). Scores have been produced for employment deprivation[4], income deprivation[5], and local concentration[6]. Table 2.13 shows IMD rankings for Stroud, Cotswold and North Wiltshire:

- Stroud is ranked 232 in employment deprivation (meaning that it is the 232nd most deprived district in England), and 223 in income deprivation. The local concentration rank for the district is 293, suggesting that there are very few sub-district pockets of deprivation.

- Cotswold district is ranked 331 for employment deprivation and 313 for income deprivation. Given that there are 354 districts in England, Cotswold is clearly one of the least deprived districts in the country.

- North Wiltshire is ranked 257 for employment deprivation and 228 for income deprivation.

[4] A composite measure made up of data on unemployment rates, the number of people on New Deal, those claiming Incapacity Benefit or Severe Disablement Allowance, and those on a Government supported training course
[5] Also a composite measure comprised of information on Income Support claimants, Family Credit households, Disability Working Allowance households, and Income Based Job Seekers Allowance households
[6] A measure of deprivation 'hot spots' within a district (ward level)

Table 2.13: Position of Stroud, Cotswold and North Wiltshire in the Index of Multiple Deprivation, 2000

District	Employment deprivation rank	Income deprivation rank	Local Concentration Rank
Stroud	232	223	293
Cotswold	331	313	335
North Wiltshire	257	228	278

Source: Index of Multiple Deprivation, DETR

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~~*1.10*~~*2.10 Access to Rural Services*

A large part of the area through which the canal passes is rural in character and faces different problems from urban areas such as Stroud. One of the most important issues facing rural areas is the ability of communities to access key services such as shops and banks. The number of rural services has been in decline for years and many villages in the countryside now have few or no shops and facilities. In 2000 the Countryside Agency conducted a survey of access to rural services across England. Table 2.14 shows the results for the ward-defined canal corridor (see Annex A for a definition), plus the South West and England as a whole. Key findings are as follows:

- Access to cashpoints within the canal corridor was higher than it was in the South West and England as a whole. Some 78.4 per cent of households in the canal corridor lived within two kilometres of a cashpoint, compared to 65.2 per cent of households in the South West and 61.1 per cent of households in England.

- Some 59 per cent of households in the canal corridor lived within two kilometres of a bank/ building society, slightly lower than the regional figure of 63.2 per cent and similar to the national figure of 58.1 per cent.

- Access to doctor’s surgeries along the canal corridor was high (75.5 per cent of households lived within two kilometres).

- In comparison to the South West and England, a lower proportion of households in the canal corridor lived within two kilometres of a supermarket (53.9 per cent as opposed to 63.5 per cent in the South West and 60.9 per cent in England).

- Some 66.4 per cent of households in the canal corridor lived within two kilometres of a petrol station.

Table 2.14: Household access to selected rural services, 2000

		Distance to service (% of households)			
Service type	**Area**	**0-2 km**	**2-4 km**	**4-8 km**	**>8 km**
Cashpoints	Canal corridor	78.4	10.4	11.1	0.0
	South West	65.2	15.1	15.9	3.8
	England	61.1	18.2	16.9	3.8
Banks & building societies	Canal corridor	59.0	25.1	15.3	0.5
	South West	63.2	18.0	16.0	2.8
	England	58.1	20.3	18.3	3.3
Doctor's surgeries	Canal corridor	75.5	14.5	10.0	0.0
	South West	67.5	19.0	12.4	1.2
	England	66.2	19.6	12.8	1.5
Supermarkets	Canal corridor	53.9	16.9	23.6	5.5
	South West	63.5	15.9	15.9	4.7
	England	60.9	18.1	17.0	4.0
Petrol Stations	Canal corridor	66.4	19.9	13.7	0.0
	South West	71.2	18.1	10.0	0.7
	England	67.4	19.4	11.5	1.7

Source: Countryside Agency, 2000

Analysis of information at a canal corridor level masks a number of local level variations in access to rural services. The Index of Multiple Deprivation (see Section 2.9) is derived from a number of individual dimensions or domains of deprivation. One of the domains measured geographical access to services[7] at ward level. Table 2.15 shows the results for the wards within the canal corridor, ranked according to their position within England (out of a total of 8,414 wards). The results show that:

- Within the canal corridor, Ermin ward in Cotswold district ranked the highest in terms of access to services deprivation (the 82nd worst in England).

- Ampneys and Thames Head (again, both in Cotswold district) were the next most deprived in terms of access to services (ranked 486 and 617 nationally).

- In total, the canal corridor contains four of the 10 per cent most access deprived wards in England, and 12 of the 20 per cent most access deprived wards.

[7] A composite measure of access to a post office, food shops, a GP, and a primary school

Table 2.15: IMD access to services domain: rankings of wards within the canal corridor, 2000

Ward name	Rank	Ward name	Rank	Ward name	Rank
Ermin	82	Fairford	1834	Rodborough	4125
Ampneys	486	Hampton	2080	Bisley	4505
Thames Head	617	Thrupp	2091	Cainscross	4739
The Coxwells	640	Kempsford	2107	Cirencester Abbey	4822
Parklands	835	Lechlade	2265	Trinity	5397
Ashton Keynes	962	Minchinhampton	2449	Stonehouse	5844
Blunsdon	1251	Cricklade	2670	Cirencester Watermoor	7603
Severn	1420	King's Stanley	2847	Whiteshill	7805
Water Park	1443	Chalford	3151	Leonard Stanley	8036
Eastington	1563	Uplands	3364	Cirencester Chesterton	8052
Painswick	1646	Cirencester Beeches	3693	Central	8251
Avening	1676	Randwick	4030		

Source: Index of Multiple Deprivation, DETR

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~~1.11~~2.11 *Stroud Town Centre*

Stroud is the largest settlement through which the canal passes and, as a result, deserves special attention. Moreover, the town is the largest in the district, with a significant retail and commercial centre. However, the proximity of Stroud to larger town centres at Gloucester, Cheltenham and the regional shopping centre of Cribbs Causeway has reduced its catchment potential, a situation exacerbated by an isolated geographical position and constraints of topography. Limited investment over the past few years has affected the vitality and appearance of the centre and there is a widespread perception that its potential is not being realised[8]. In order to address these issues a Town Centre Partnership as been established and a Regeneration Strategy drawn up. This is explored in more detail in Section 2.12.1 below.

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~~1.1.1~~2.11.1 Unit Vacancies

Vacant units within a town centre are an indication of problems such as a lack of demand and investor disinterest. Table 2.16 shows the number of vacant units in Stroud town centre between 1997-2002:

- The overall number of vacancies in the centre stood at 54 in 2001, down from 81 in 1997. Whilst this represented an improvement, there remain a substantial number of empty units in Stroud town centre.

- Expressed as a percentage of all available units, the number of vacancies fell from 17.6 per cent in 1999 to 11.7 per cent in 2002.

[8] Stroud District Council 'Economic Development Strategy 1998-2001'

- With regard to retail units specifically, the proportion of vacant units fell from 17.7 per cent in 1999 to 15.2 per cent in 2002.

Table 2.16: Unit vacancies in Stroud town centre

Year	No. of Vacant units	% of all units vacant	% of retail units vacant
1997	81	N/a	N/a
1998	76	N/a	N/a
1999	78	17.6	17.7
2000	75	17.0	15.8
2001	62	14.0	13.3
2002	54	11.7	15.2

Source: Stroud District Council

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~~1.1.2~~2.11.2 Rental Values

Another measure of town centre vitality are rental levels which give an indication of the attractiveness to investors. Table 2.17 shows rental values in Stroud town centre in 1997, 1999 and 2002:

- Average rentals for retail units were £30-35 per sq ft in 2002, unchanged from 1997
- Industrial rentals increased slightly from £4 per sq ft in 1997 to £4.5-5.5 per sq ft in 2002
- Average office rentals stood at £11-13.5 per sq ft in 2002, representing a reasonable rate of growth from an average of £8-11.5 per sq ft in 1997

Table 2.17: Broad Indicative Rental Values for Stroud (£ per sq ft), 1997, 1999 and 2002

Type	1997	1999	2002
Retail	30-35	30-35	30-35
Industrial	4	4.5-5	4.5-5.5
Office	8-11.5	9-12.5	11-13.5

Source: GVA Grimley, Bristol Agency Team

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~~1.12~~2.12 Economic Development Policy

In addition to analysing existing socio-economic conditions along the canal, it is important that this review also considers the policy environment. The restoration of the canal presents considerable opportunities for employment and wealth generation which will be of particular interest to policy-makers. Whilst this section has demonstrated that the areas through which the canal passes are, on the whole, relatively prosperous, district-level indicators mask local problems and issues. There follows a brief review of key economic development policy in the three districts of relevance to this study.

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~~1.1.1~~2.12.1 *Stroud District*

The most recent economic development strategy for Stroud district ran from 1998-2001[9]. A revised strategy is currently being developed. The 1998-2001 strategy identified five strategic objectives for the Council to support:

- The regeneration of Stroud and Dursley
- Business development
- Access to employment and training
- Rural development
- The development of tourism

The restoration of the canal is of relevance to a number of these objectives, particularly numbers 1, 4 and 5. The regeneration of Stroud is being progressed through a town centre regeneration strategy and the latest Local Plan for the district has identified a number of key sites in the town (some of which are located alongside the canal – see Section 6.0 for more details). Aims with regard to rural development are also of relevance to this study. The economic development strategy for the district identifies a need to bring forward small areas of development land in order to generate investment, and stresses the importance of the tourism industry as a means to create employment opportunities. Tourism policy is explored in more detail in Section 3.3.

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~~1.1.2~~2.12.2 *Cotswold District*

Cotswold District Council have published an economic development strategy for 2001-05 which sets out key policy objectives for the district[10]. These include:

- Support to businesses
- Assistance to market towns
- Promotion of tourism
- Agriculture and rural economic diversification
- Improved use of ICT

A number of these objectives are of relevance to the restoration of the canal. Within Cotswold district the canal passes through a predominantly rural landscape and so the objective with regard to agriculture is of particular interest. It is noted that, whilst agriculture will continue to be a significant activity in the district, trends in the sector mean that diversification is to be encouraged where possible. In practical terms this involves the conversion of existing buildings into new use types, though preferably maintaining an employment-generating focus (as opposed to residential). A key aspect of this will be the promotion of tourism (itself a strategic objective), and this is explored further in Section 3.3. The Local Plan for Cotswold notes that any new development in the district must be of an environmentally sensitive nature given that much of the area lies within an AONB. A final point regards the stated policy objective to improve levels of ICT usage in rural areas. The

[9] Stroud District Council 'Economic Development Strategy 1998-2001'
[10] Cotswold District Council 'Economic Development Strategy 2001-05'

restoration of a canal and its towpath present a valuable opportunity to install a broadband network which will improve ICT connectivity and assist rural businesses.

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~~1.13~~2.13 Key Messages

This review of the socio-economic environment and policy context along the canal has highlighted the following key messages:

- The canal passes through a largely rural environment populated by small villages. The principal settlement along the route is Stroud, though at the eastern terminus of the canal lies the market town of Lechlade.

- The employment structure of the canal corridor is, not surprisingly given the attractiveness of the natural environment and the presence of an AONB, dominated by the tourism and leisure industry. Traditional industries in the area (manufacturing around Stroud and agriculture elsewhere) have been in decline for some time and there is scope for economic diversification (particularly into business services which are currently under-represented in the area).

- The local labour market is very tight, with high economic activity rates and very low unemployment. Moreover, there is a large amount of out-commuting, particularly to the surrounding areas of Gloucestershire and Wiltshire. It is, therefore, unlikely that there is much scope for the generation of new jobs on top of what is already there; employment opportunities are more likely to be filled as a result of the decline of traditional sectors.

- On the whole the canal corridor is wealthy and prosperous. Wages are comparatively high for the region, and house prices (particularly in Cotswold district), are significantly above the national average. Analysis of IMD data shows that the areas through which the canal passes are amongst the least deprived in England.

- However, these positive messages mask a number of problems. Traditional indicators often fail to identify rural issues where pockets of severe deprivation can be found within outwardly prosperous areas. Another issue is that of access to services, particularly in an area such as the Cotswolds where in-migration of highly mobile second home owners has resulted in a decline in local facilities. Levels of access to some services (such as supermarkets) are lower in the canal corridor than in the rest of the South West. Moreover, central sections of the canal around Frampton Mansell contain some of the lowest numbers of rural services in the country. The restoration of the canal presents an opportunity to rectify this situation.

- Urban parts of the canal also suffer from a number of problems. In recent years, Stroud town centre has declined in the face of competition from other centres such as Gloucester and Cheltenham. The District Council has produced a regeneration strategy for the town designed to improve the physical environment and boost employment. There is clearly a role for the canal within this aim.

- Economic development policy along the canal corridor reflects these and other issues. Of particular interest to the canal restoration scheme is policy with regard to the regeneration of Stroud town centre, and the need for economic diversification away from agriculture in rural parts of Cotswold district.

3.0 THE TOURISM AND LEISURE CONTEXT

3.1 Introduction and Context

Section 2.0 explored the socio-economic environment around the Cotswold canals which provides an indication of how the restored canal will impact on the local area in terms of job and wealth creation. However, it is clear that the principal economic impact of the waterway will be tourism and leisure related. The exception is Stroud where some commercial development might be expected (see Section 6.0 for more details), but on the whole, planning restrictions and economic realities mitigate against commercial development along the canal. For this reason a more detailed analysis of the tourism and leisure economy around the Cotswold canals is needed. Key issues to be explored include the size and nature of the tourism industry at present, its performance over the past few years, and the major priorities for the future.

This section of the report responds to these challenges and is structured as follows:

- A summary of the tourism and leisure economy along the canal
- A tourism and leisure policy review
- Key messages and conclusions

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~~1.2~~3.2 The Tourism and Leisure Economy Along the Canal

Understanding how the restoration of the canal will impact on the local tourism and leisure economy requires an appreciation of the current situation. A large proportion of the canal is located within the Cotswold Hills Area of Outstanding Natural Beauty (AONB), a significant tourist draw famed for the quality of its natural environment. Moreover, there are several other tourist attractions in the area, including the 10,500 hectare Cotswold Water Park which recorded in the region of 250,000 visitors in 2002. Approximately ten kilometres of the Cotswold canal lies within the boundaries of the Water Park. Given the proximity of these and other attractions to the canal, it is not surprising that the tourism and leisure industry is highly important in terms of the volume of visitors, their spend, and the associated employment opportunities provided for local people.

This section of the report provides a baseline of the tourism and leisure industry in the areas through which the canal passes. This enables us to consider existing levels of demand for tourism and leisure facilities, whether the current supply of supporting facilities is sufficient, what forms of tourism are most common, and how the situation has changed over time.

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~~1.1.1~~3.2.1 Volume and Spend of Visitors

Table 3.1 shows the volume and spend of visitors to Gloucestershire (the lowest spatial scale for which data are available) in 2000 and 2001. Earlier data were based on a different methodology and, since they are not comparable, have not been included. The data show that:

- In 2001 there were 1.8 million trips to Gloucestershire. These visitors spent 6.1 million nights in the County, and contributed some £262 million to the economy.

- The majority of trips to Gloucestershire in 2001 were made by UK residents (90 per cent). Domestic visitors also accounted for 84 per cent of nights and 83 per cent of spend.

- The 2001 figures represent a slight decrease from 2000, doubtless reflecting the impact of the outbreak of foot and mouth disease and the events of September 11. In 2000, there were a total of 2.3 million trips to Gloucestershire, resulting in 7.3 million nights and a total spend of £324 million.

- Gloucestershire accounted for some 7.3 per cent of trips to the Heart of England Tourist Board area, placing the County 7th out of 12 sub-regions.

Table 3.1: Volume and spend of visitors to Gloucestershire (overseas and domestic), 2000 and 2001

		Trips (m)		Nights (m)		Spend (£m)	
Visitor origin		**2000**	**2001**	**2000**	**2001**	**2000**	**2001**
Domestic	No.	2.1	1.6	6.0	5.1	264	217
	%	90	90	82	84	81	83
Overseas	No.	0.2	0.2	1.3	1.0	60	45
	%	10	10	18	16	19	17
Total	No.	2.3	1.8	7.3	6.1	324	262
	%	100	100	100	100	100	100

Source: HETB

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~~1.1.2~~3.2.2 Tourist Information Centre Inquiries

It is also interesting to consider the number of inquiries made to Tourist Information Centres (TICs) near the canal and how levels have varied over time. Table 3.2 shows annual inquiries to selected TICs in 2000 and 2001:

- The most popular TIC was Cirencester which received a total of 189,821 inquiries in 2001. Along with Stroud this is the closest TIC to the canal and indicates that there are a large number of tourists visiting the area.

- In terms of change over time, with the exception of Tetbury, all TICs recorded an increase in the number of inquiries between 2000-01. Stroud TIC reported a 35.4 per cent increase to 32,730 inquiries in 2001.

Table 3.2: Inquiries at selected TICs, 2000 and 2001

TIC	2000	2001	% change 2000-01
Northleach	622	1,321	112.4
Gloucester	72,126	76,712	6.4
Cirencester	189,711	189,821	0.1
Stroud	24,164	32,730	35.4
Tetbury	20,735	20,633	-0.5
All (Gloucestershire)	**591,050**	**595,250**	**0.7**

Source: HETB

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~~1.1.3~~3.2.3 *Visits to Attractions*

It is interesting to consider the number of tourist attractions in the vicinity of the canal and the number of visitors they receive. Information has been collected for postcode areas broadly corresponding to the Local Authority Districts of Stroud, Cotswold and North Wiltshire (attractions within the more tightly defined canal corridor are explored in Section 5.0). According to the British Tourist Authority (BTA) there were a total of 74 visitor attractions within Stroud, Cotswold and North Wiltshire in 2003. Table 3.3 lists attractions for which visitor numbers are available[11]. Key points of note are that:

- With 292,723 visitors in 2001, Westonbirt Arboretum was the most popular attraction for which data are available. This makes it the most popular admission charging attraction in Gloucestershire, and one of the busiest in the Heart of England Tourist Board area.

- Following the Arboretum, Birdland Park in Bourton-on-the-Water (96,624 visitors in 2001) and Sudeley Castle in Winchcombe (85,880 visitors) and were the next most popular attractions. It must be noted that each of these attractions (and the Arboretum), are some distance from the canal.

- In terms of change over time, visitor numbers display a high degree of variation, doubtless due to the impact of the outbreak of Foot and Mouth Disease, the events of September 11, and factors such as the weather. Few clear trends can be discerned, though 2000 and 2001 figures are often lower than previous years (particularly 1999).

[11] Visitor number information is provided by the attractions themselves on a voluntary basis and must be treated with caution

Table 3.3: Visitor numbers at attractions in Stroud, Cotswold and North Wiltshire, 2003

		Visitor numbers				
Attraction name	**Location**	**1997**	**1998**	**1999**	**2000**	**2001**
Westonbirt Arboretum	Westonbirt	285,675	251,013	300,240	250,723	292,723
Sudeley Castle	Winchcombe	94,322	97,643	105,192	96,698	85,880
Birdland Park	Bourton-on-the-Water	105,317	95,615	92,197	85,916	96,624
Chedworth Roman Villa	Cheltenham	67,029	60,759	58,560	55,429	
Cotswold Farm Park	Guiting Power	58,500	55,000	58,812	58,000	
Corinium Museum	Cirencester	52,370	50,490	49,427		52,529
Gloucs. and Warks. Steam Railway		42,000	47,000	44,388	59,000	
Berkeley Castle	Berkeley	51,000	43,138	39,933	41,168	
Folly Farm Waterfowl	Bourton-on-the-Water	38,000	36,000	28,000		
Painswick Rococo Garden	Stroud	26,092	31,242	32,718	32,697	31,567
Hailes Abbey	Winchcombe	23,314	20,755	20,755	17,772	14,370
Malmesbury Abbey	Malmesbury				15,000	21,000
Cotswold Heritage Centre	Northleach	17,643	18,016	17,682	18,591	
Owlpen Manor	Owlpen	13,206	11,161	13,454		
Chavenage House	Tetbury	6,597		16,703	4,164	3,028
Athelstan Museum	Malmesbury	3,120	3,380	5,141	2,597	2,174
Cricklade Museum	Cricklade				443	416

Source: BTA TRIPS database (2003) for attraction names; HETB and SWETB for visitor numbers

~~1.1.4~~3.2.4 *Accommodation Stock*

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As above, data on accommodation stock in 2003 have been collected for postcode areas broadly corresponding to the Local Authority Districts of Stroud, Cotswold and North Wiltshire (levels of accommodation stock within the canal corridor are explored in Section 5.0). These were broken down into key categories (see Table 3.4). Unfortunately, historical information was not available and so this is simply a snapshot of the current situation. Key points of note are that:

- There were a total of 635 accommodation facilities in Stroud, Cotswold and North Wiltshire in 2003. Of these, 310 were guest houses[12], 161 self-catering facilities, and 154 were hotels/ inns.

- In 2003 there were a total of 9,584 bedspaces and 876 units/ pitches in Stroud, Cotswold and North Wiltshire. The majority of the bedspaces (5,966) were provided by hotels and inns.

[12] Includes guest houses, B&Bs, and serviced farms

Table 3.4: Accommodation stock by type in Stroud, Cotswold and North Wiltshire, 2003

Type	Number	Capacity
Hotels and inns	154	5,966 bedspaces
Guest houses	310	2,025 bedspaces
Self catering facilities	161	1,203 bedspaces
Camping and caravan sites	8	876 units/pitches
Hostels and campuses	2	390 bedspaces
All	**635**	**9,584 bedspaces** **876 units/ pitches**

Source: BTA TRIPS database, 2003

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~~1.1.5~~3.2.5 *Accommodation Occupancy*

Occupancy rates area useful measure of the level of tourism demand and also give an indication of whether or not there is sufficient accommodation stock in an area to cater for visitors. Table 3.5 shows occupancy rates for rooms and bedspaces in Gloucestershire (the lowest spatial scale for which data are available) and the UK between 1996-2001. This shows that:

- The occupancy rate for rooms in Gloucestershire peaked in 1997 at 57 per cent, since when it has declined slightly and stood at 54 per cent in 2001.
- The occupancy rate of bedspaces in Gloucestershire followed a similar trend, standing at 42 per cent in 2001 having declined slightly from a peak in the late 1990s.
- In comparison to the UK as a whole, the occupancy rate for rooms in Gloucestershire in 2001 was slightly lower (57 per cent compared to 54 per cent).
- In 2001, the occupancy rate for bedspaces was the same in Gloucestershire and the UK (42 per cent).

Table 3.5: Occupancy rates (%) for rooms and bedspaces in Gloucestershire and the UK, 1996-2001

	Gloucestershire		UK	
Year	**Rooms**	**Bedspaces**	**Rooms**	**Bedspaces**
1996	54	43	N/a	N/a
1997	57	44	60	44
1998	56	43	59	43
1999	55	44	58	42
2000	54	42	58	42
2001	54	42	57	42

Source: HETB, StarUK

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~~1.1.6~~3.2.6 Tourism and Leisure Businesses

Section 3.2.4 looked at levels of accommodation around the canal, yet it is important to consider the size of the wider tourism and leisure industry[13]. Table 3.6 shows the number of tourism and leisure businesses in Stroud, Cotswold, North Wiltshire and the canal corridor (see Annex A for a definition) in 1998 and 2001. Key points of note are that:

- Of the three local authority districts through which the canal passes, Cotswold contained the largest number of tourism and leisure businesses in 2001 (478). This figure represented 10.2 per cent of all businesses in the district, highlighting the importance of the industry (in the South West as a whole, tourism and leisure businesses accounted for 10 per cent of the total and, in Great Britain, 9.1 per cent).

- Between 1998-2001 the greatest increase in the number of tourism and leisure businesses was found in North Wiltshire where numbers grew by some 10.2 per cent. In Stroud a growth rate of 7.3 per cent was recorded, and in Cotswold the number of tourism and leisure businesses increased by some 6.2 per cent. Each of the districts outstripped Great Britain as a whole where the number of tourism and leisure businesses grew by just 3.9 per cent between 1998-2001.

- There were a total of 432 tourism and leisure businesses in the canal corridor in 2001 which represented 7.6 per cent of the total business stock. Between 1998-2001, the number of tourism and leisure businesses increased by just 2.4 per cent, considerably lower than the regional figure of 6.3 per cent.

Table 3.6: Tourism and leisure businesses in Stroud, Cotswold, North Wiltshire and the canal corridor, 1998 and 2001

	1998		2001		Change
Area	**No.**	**% of all**	**No.**	**% of all**	**1998-2001**
Stroud	330	7.4	354	7.5	7.3
Cotswold	450	10.6	478	10.2	6.2
North Wiltshire	393	8.1	433	8.2	10.2
Canal corridor	422	8.0	432	7.6	2.4
South West	18,175	10.0	19,328	10.0	6.3
Great Britain	190,574	9.2	197,967	9.1	3.9

Source: Annual Business Inquiry, NOMIS

Table 3.6 has shown that the tourism and leisure business environment around the canal is relatively healthy with the number of companies growing over recent years. However, changes in the overall numbers of businesses can only show so much; it is more interesting to track individual companies over time and also to consider how different sectors within the tourism and leisure industry have fared. To explore these issues, a database of businesses was purchased from Yell.com for 1995 and 2003. The database only applies to a narrow postcode-based definition of the canal corridor (which differs from the ward-based definition

[13] For the purposes of this study defined as accommodation, restaurants and bars, museums etc., and sporting/ recreational facilities

used thus far). This postcode-based definition was supplied by British Waterways and includes all addresses with a two mile corridor (one mile either side of the canal) to reflect findings of previous studies which have shown that canal users tend not to travel much further for facilities. The database was extended to include all of Stroud and Cirencester.

A detailed analysis of the 2003 database is included in Section 5.0 which looks at the current supply of tourism and leisure facilities along the canal. Table 3.7 shows how business numbers have changed between 1995-2003 (the discrepancy between the overall number of businesses in Table 3.6 and Table 3.7 can be attributed to the broader ward-based canal corridor definition used in Table 3.6). Key findings include:

- Since 1995 the overall number of tourism and leisure businesses along the canal has grown by some 60.1 per cent (89 new businesses). In 2003 there were a total of 237 businesses within the canal corridor.

- Between 1995-2003 the biggest increase was recorded in the number of eating and drinking facilities which increased by 38 businesses. The majority of these new businesses were restaurants (17) and pubs (13).

- The number of accommodation facilities within the canal corridor also increased significantly between 1995-2003. A total of 22 businesses were created, of which 11 were guest houses. It is interesting that the number of 'other' accommodation businesses (primarily self-catering facilities) increased from zero in 1995 to seven in 2003.

Table 3.7: The number of tourism and leisure related businesses along the postcode-defined canal corridor, 1995 and 2003

	No. of businesses		**Change 1995-2003**	
Business type	**1995**	**2003**	**No.**	**%**
Accommodation	26	48	22	84.6
Hotels and inns	*18*	*22*	*4*	*22.2*
Guest Houses	*8*	*19*	*11*	*137.5*
Other	*0*	*7*	*7*	-
Tourism and leisure attractions	7	17	10	142.9
Tourist attractions	*0*	*2*	*2*	-
Leisure attractions	*7*	*15*	*8*	*114.3*
Eating/ drinking facilitates	72	110	38	52.8
Pubs	*51*	*64*	*13*	*25.5*
Restaurants	*9*	*26*	*17*	*188.9*
Cafes	*4*	*8*	*4*	*100.0*
Other	*8*	*12*	*4*	*50.0*
Food and drink shops	43	62	19	44.2
Total	**148**	**237**	**89**	**60.1**

Source: Yell.com, 1995 and 2003

As noted above, the value of purchasing two separate databases is that individual businesses can be tracked over time to assess the frequency of closures/ bankruptcies. Table 3.8 shows the results of this exercise:

- Of the 148 tourism and leisure businesses located within the canal corridor in 1995, 135 were still operating in 2003. This represents a survival rate of some 91.2 per cent which is very high.

- Of the tourism and leisure sub-groups, survival rates were lowest amongst accommodation facilities (84.6 per cent of businesses in 1995 were still operating eight years later). This was primarily the result of the closure of three guest houses between 1995-2003.

- Survival rates for eating and drinking facilities were very high (94.4 per cent overall), with the only closures relating to the loss of four pubs.

Table 3.8: Business change between 1995-2003

Business type	**No. of businesses in 1995**	**No. still operating in 2003**	**2003 as a % of 1995**
Accommodation	26	22	84.6
Hotels and inns	*18*	*17*	*94.4*
Guest Houses	*8*	*5*	*62.5*
Other	*0*	*0*	-
Tourism and leisure attractions	7	7	100.0
Tourist attractions	*0*	*0*	-
Leisure attractions	*7*	*7*	*100.0*
Eating/ drinking facilitates	72	68	94.4
Pubs	*51*	*47*	*92.2*
Restaurants	*9*	*9*	*100.0*
Cafes	*4*	*4*	*100.0*
Other	*8*	*8*	*100.0*
Food and drink shops	43	38	88.4
Total	**148**	**135**	**91.2**

Source: Yell.com, 1995 and 2003

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~~1.1.7~~3.2.7 Tourism Employment

Having considered the number of tourism and leisure businesses around the canal, it is helpful to look at the number of people employed by these facilities. Table 3.9 shows the number of people employed in the tourism and leisure industry in Stroud, Cotswold, North Wiltshire and the ward-defined canal corridor. The data show that:

- The tourism and leisure industry is a significant employer in each of the districts through which the canals passes. This is particularly the case in Cotswold district where some

14.3 per cent of people were employed in tourism and leisure activities in 2001, well above the national average of 8.3 per cent. Moreover, the location quotient for tourism and leisure in Cotswold was 1.7 in 2001, indicating that the industry is strongly over-represented in comparison to Great Britain as a whole.

- In the canal corridor the tourism and leisure industry employed some 3,915 people in 2001 (8.6 per cent of total employment). The location quotient for the industry was 1.0, indicating that it is neither under- nor over-represented in comparison to Great Britain.

- In terms of change over time, each of the districts through which the canal passes recorded increases in the number of people employed in tourism and leisure between 1998-2001. This was particularly true for Cotswold and North Wiltshire where growth significantly outstripped the South West and Great Britain (13.5 per cent and 38.5 per cent compared to 9.6 per cent and 8.9 per cent).

Table 3.9: Employment in the tourism and leisure industry in Stroud, Cotswold, North Wiltshire and the canal corridor, 1998 and 2001

	1998		2001			Change
Area	**No.**	**% of all**	**No.**	**% of all**	**LQ[14]**	**1998-2001**
Stroud	3,098	7.9	3,197	8.6	1.0	3.2
Cotswold	3,895	12.6	4,420	14.3	1.7	13.5
North Wiltshire	2,930	6.8	4,058	8.3	1.0	38.5
Canal corridor	3,700	8.2	3,915	8.6	1.0	5.8
South West	178,335	9.1	195,490	9.3	1.1	9.6
Great Britain	1,943,678	8.0	2,117,624	8.3	1.0	8.9

Source: Annual Business Inquiry, NOMIS

~~*1.3*~~*3.3 Tourism Policy Context*

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It is important to consider how the restoration of the Cotswold canals fits within the local tourism policy agenda. As Section 3.2 has shown, the tourism industry is very important to the economy around the canal and there is a recognition amongst stakeholders that this position needs to be maintained and enhanced. The restoration of the canal has the potential to contribute significantly to local tourism objectives and targets and will thus be looked upon favourably by planning and management bodies (who may be able to contribute funding). It is also important to ensure that the restoration of the canal does not clash with local policy. Three levels can be identified:

- Regional
- County
- Local

[14] A measure of geographical concentration which compares employment numbers in an area against those in a wider area (in this case Great Britain). This gives a quantified indication of those sectors that are relatively over-represented (those with a location quotient greater than 1.0).

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~~1.1.1~~3.3.1 *Regional*

The area through which the canal passes falls within The Heart of England Tourist Board, the largest and most visited of the English Tourist Boards. In 1998 the Board produced a tourism strategy for the region[15] which set out six key aims:

- To strengthen leadership, partnership and expertise in tourism
- To re-focus and rationalise tourism marketing, to reflect visitor awareness and interests
- To co-ordinate and modernise the delivery of tourist information, making it easier for the visitor to make bookings
- To enhance the appeal of local destinations, and increase the contribution tourism makes to local communities and environments
- To improve accessibility to and within the region and the experience offered by different forms of transport
- To improve the performance of tourism enterprises and their appeal to visitors

These six aims guide the tourism activities of County and District Councils within the region.

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~~1.1.2~~3.3.2 *County*

To complement the work of the Heart of England Tourist Board, Gloucestershire County Council have produced a tourism strategy for the County[16]. The strategy recognises the important role that tourism plays within the local economy (as a sector it accounted for an estimated five per cent of Gloucestershire's GDP in 1997) and identifies six key objectives aimed at maintaining the County's position:

- To ensure that the Gloucestershire visitor experience is of high quality
- To efficiently market the County in the UK and overseas
- To invest in people working in the tourism industry in order to increase their personal productivity and competitiveness
- To collect sufficient market intelligence to keep businesses and organisations informed of trends
- To consider the environmental and economic impacts of the tourism industry

[15] The Heart of England Tourist Board 'Visitor Focus: Growing Prosperity in the Heart of England Through Tourism 1998-2003'
[16] Gloucestershire County Council 'Progress Through Partnership: A Tourism Strategy for Gloucestershire 1999-2004'

- To encourage all organisations involved in the tourism industry to work in partnership towards achieving the goals of the County tourism strategy

These aims and objectives are reflected in local tourism and leisure strategies.

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~~1.1.3~~3.3.3 Stroud District

The most recent tourism strategy for Stroud ran from 1997-99[17] and set out priorities for the promotion of the tourism and leisure industry in the district. With the decline of the manufacturing industry in the area, tourism is seen as of paramount importance as a means of creating jobs and regenerating the town centres of Stroud and Dursley. An action plan was drawn up with four key objectives:

- To regenerate the town centres by attracting more visitors.
- To create tourism based businesses, products and employment opportunities by encouraging sustainable tourism investment and development.
- To encourage community based tourism activities and civic pride.
- To maintaining existing visitor marketing activities.

Building on this action plan, the Economic Development Strategy for Stroud (1998-2001[18]) identified the tourism industry as a key driving force within the district's economy and endorsed the Tourism Strategy. Furthermore, the restoration of the Cotswold canal was identified as a way in which to provide substantial tourism benefits and increase visitor numbers.

The benefits of the restoration of the canal were also identified within the latest version of the Stroud Local Plan[19]. The Plan highlighted the canal as an important component of the tourism product of the district with associated employment and income generating potential. For example:

> *'the canals also have the potential to contribute towards economic and urban regeneration objectives by providing attractive locations for canalside development'*

In particular, the Local Plan identified a need to bring elements of the district's industrial heritage back into use, with the canal seen as a crucial part of this aim. The Plan is fully supportive of the restoration project and stipulates that development alongside the canal should 'respect its setting' and 'incorporate a high standard of design' (which may include canal-frontage).

[17] Stroud District Council 'Tourism Strategy 1997-1999'
[18] Stroud District Council 'Economic Development Strategy 1998-2001'
[19] Stroud District Council 'Stroud District Local Plan, Revised Deposit, October 2000'

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~~1.1.4~~3.3.4 Cotswold District

At present there is no tourism strategy for Cotswold District, though both the Economic Development Strategy and the Local Plan contain policies of interest to this study. The Economic Development Strategy for the Cotswolds[20] highlights the importance of the tourism industry to the district. Policies are based around the need to maintain the tourist industry largely at its current level, with some modernisation. In particular the strategy highlights the need to:

- Manage the tourism industry;
- Inform visitors about the area;
- Increase the proportion of staying visitors.

The restoration of the canal is identified as a key aim, particularly in view of the benefits it would bring to the local economy.

These themes are reflected in the Local Plan for Cotswold District[21]. Development associated with the tourism industry is to be encouraged but only in selected areas, principally the Cotswold Water Park. Since one of the principal attractions of the Cotswold area is its natural environment, developments which would impinge on this are to be resisted. This is particularly so of certain types of accommodation facility. Nevertheless:

> *'The District Council strongly supports the Cotswold Canals Partnership and intends to use its planning powers to ensure that the opportunity to restore the canal is not prejudiced by new development'*

It is recognised that the canal will have significant tourism and leisure related benefits, though there is no consideration of the likely nature of canalside development and its impact.

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~~1.4~~3.4 Key Messages

This review of the tourism and leisure industry around the Cotswold canals has highlighted the following key messages:

- There is clearly a high level of demand for tourism and leisure in the area surrounding the Cotswold canals. In 2001, domestic and overseas visitors made 1.8 million trips to Gloucestershire and spent a total of £262 million. Demand is also evidenced by the number of inquiries made to TICs in the vicinity of the canal, particularly in Stroud

[20] Cotswold District Council 'Economic Development Strategy 2001-2005'
[21] Cotswold District Council 'Cotswold District Local Plan 2001-2011. First Deposit'

where the TIC recorded a 35.4 per cent increase in the volume of inquiries between 2000-01.

- A review of the area has identified a large and diverse range of tourism and leisure attractions, many of which are located within easy reach of the canal. Data on visitor numbers to these attractions, whilst patchy, point towards stable or increasing levels of demand, though foot and mouth disease and the events of September 11 have had a negative impact on 2001 figures.

- The principal tourist attraction in the area is the 10,500 hectare Cotswold Water Park through which the canal passes. There are also a number of smaller visitor attractions within the vicinity of the canal which are concentrated in Cirencester and, to a lesser extent, Stroud. Moreover, much of the route of the canal falls within the Cotswold Hills AONB, an area famed for the quality of its natural environment.

- High levels of tourism demand are reflected in the accommodation stock around the canal. Between them the three districts of Stroud, Cotswold and North Wiltshire have a combined capacity of almost 10,000 bedspaces and 1000 camping/ caravaning pitches. Occupancy statistics (for Gloucestershire as a whole) show that bedspace occupancy is around 40 per cent, similar to the national figure.

- The tourism and leisure industry accounts for a significant proportion of businesses and employment within the areas surrounding the canal. Cotswold district is particularly reliant on the industry with 14.3 per cent of the workforce employed in tourism and leisure in 2001.

- Evidence points towards a healthy business environment around the canal. The number of tourism and leisure business has increased over recent years and analysis of individual companies reveals a very high survival rate since 1995 (around about 91 per cent of businesses were still operating eight years later). A healthy business environment indicates strong demand for tourism and leisure facilities around the canal.

- Tourism policy reflects both the importance of the industry, and variations in need within the area. In Stroud, for example, the tourism and leisure industry is seen as a way in which the declining town centre can be re-vitalised; in Cotswold district the emphasis is on management in order to keep tourism at a sustainable level. Local policy also acknowledges the potential role of the canal as a tourist attraction.

4.0 ECONOMIC IMPACT: THE DEMAND SIDE

4.1 Introduction

This section of the report analyses the likely effects of restoration on the extent of usage of the canal by different categories of user, the associated impacts on levels of expenditure within the three districts which make up the study area and thence on economic activity and employment, and the wider economic benefits involved. It builds upon earlier work by British Waterways Research Department[22].

It is clear that a variety of options exist for the phasing of the restoration work but, in the absence of a specific programme, it is assumed that it occurs at a single point in time. Following the British Waterways analysis we consider effects in the first year after restoration and then in year 5 when levels of usage have had time to build up to something like a ‘steady state’. In practice, continuing growth beyond year 5 levels can be expected for a number of the categories of use as a result of wider growth in tourism and leisure activity and spend and, perhaps too, as a result of increases in the attractiveness of the local network to boaters (if, for example, the North Wiltshire canal is also restored).

The remainder of this section of the report is organised in four further parts:

- Sub-section 4.2 reviews a range of aspects of the baseline situation and the wider demand for the recreational opportunities which the restored canal will provide;

- Sub-section 4.3 assesses the likely extent and pattern of increase of usage of the canal by different categories of user following its restoration;

- Sub-section 4.4 provides an assessment of the potential impacts of the restoration project itself and of the ongoing operation of the restored canal. More importantly, it also analyses the potential implications of the levels of increased usage projected in 4.3 for expenditure within the local economy and for related economic activity and employment. This impact will clearly depend in part on the local availability of accommodation, cafes/restaurants, leisure facilities and retail outlets. How far there is capacity to ‘capture’ this expenditure within the local economies concerned within the existing local ‘offer’ of facilities and the potential to develop new facilities are considered in Section 5.0 below.

- Sub-section 4.5 considers a number of further aspects of the potential benefits of restoration: the extent of the income retained within the local economy from the ancillary spend by users; the potential ‘producer surplus’ to businesses who benefit from this spend; the consumer surplus benefits associated with the – unpriced – use by informal users; and the potential effects on residential property values along the corridor.

[22] Cotswold Canals: Economic Benefit Assessment, British Waterways (2001)

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~~1.2~~4.2 Baseline Usage and the Potential Market

4.2.1 Baseline Usage

The current position along the canal is as follows:

- *Private Boats*. With the exception of 35 boats based at the marina at Saul Junction which cruise on the Gloucester and Sharpness Canal, current levels of private boating activity on the Cotswold Canals are negligible. No other private boats are based on the canals and, although previous British Waterways research assumed use by a very limited number of trail boats, we believe any such use also to be negligible;

- *Trip and Hire Boats*. One trip boat operated by volunteers provides short distance trips (primarily at weekends) on the restored section of the Stroudwater near to Eastington. Another operates each winter around the Sapperton Tunnel. However, the length of trip of the Eastington boat is very short and the numbers of people carried appear to be relatively small so we take no account of these in our analysis. No hotel or restaurant boats use the canals and there are no day or holiday hire boats;

- *Canoeing*. Previous British Waterways research assumed a limited level of canoeing of 3,000 visits per year based on the experience of other non-navigable rural waterways. However, our observation and assumption is that any such usage is negligible;

- *Angling*. Some angling activity takes place along sections of the Stroudwater. We have incorporated the estimate of 3,000 visits per year developed by British Waterways which is based on the current density of use of the – non-navigable – Montgomery Canal;

- *Informal Users*. The towpath is accessible and useable for substantial lengths of the 25km stretch between Saul Junction and Sapperton. In our observation, the greatest density of use is of the restored section near to Eastington, some sections around Stroud and, in particular, the rural section from Chalford up towards Frampton Mansell.

  Previous British Waterways research assumed that levels of usage on the 25km section between Saul and Sapperton are similar to those of the Montgomery Canal, implying 475,000 informal visits per year. Our view is that, despite the relatively much higher population densities involved, this figure (which implies use by 1,300 people per day) is much too high. This is based partly on observation and partly on factors such as: the absence of any accessibility to the line of the canal to the immediate West of Stroud centre, the currently unattractive nature of the section along much of the Golden Valley floor between Thrupp and Chalford and the more generally hidden and sometimes somewhat inaccessible nature of the canal. Accordingly, we assume baseline use of only half of this figure, implying use by some 237,500 informal visitors per year. Elsewhere along the Cotswold Canals use can be assumed to be zero. Only short stretches of towpath exist from the eastern edge of the Sapperton Tunnel to the Cotswold Water Park and to the west of the Water Park there is no towpath at all.

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~~1.1.2~~4.2.2 *The Potential Market*

Three aspects need to be considered:

The Sub-Regional Market for Boating

Recent British Waterways research highlights the existing excess demand for boating opportunities in the sub-region and the anticipated problems of accommodating projected future growth[23]. The key points to note from this research are as follows:

- All moorings on the region's five canals (Kennet and Avon, Gloucester and Sharpness, Worcester and Birmingham, Stratford and Oxford) are full and there are waiting lists (of up to five years in the case of the Oxford Canal);
- Numbers of boats moored on the region's canals have been growing strongly – by an average of around 3.5 per cent per annum over the period 1991-2001, compared with the national average of 2.3 per cent per annum;
- Demand for inland boating should continue to increase as a result of general growth in incomes and leisure spending, increased demand for active leisure pursuits, and demographic factors – in particular the projected increases in the size of the 45-64 age group amongst whom boat-owning is concentrated;
- Rolling forward recent growth rates points to a demand for some 1,200 new moorings on these canals, in addition to the existing demand which is not being met (the figure would be 820 based on the lower recent growth rate of 2.5 per cent p.a. seen at a national level);
- Proposed or mooted schemes could add 1,000 moorings on these five canals but there are a range of practical constraints on this expansion of supply associated with: water supply problems (particularly on the South Oxford and Worcester and Birmingham), emerging problems of congestion on parts of the region's waterway system, wildlife and other environmental constraints (particularly on the Kennet and Avon Canal, related to the River Kennet SSSI), and British Waterways' policies to reduce the number of linear moorings. As a result, some of these schemes may well not secure approval, irrespective of whether the Cotswold Canals restoration goes ahead;
- In practice the creation of new moorings on the Cotswold Canals might well lead to some of the schemes which are currently proposed being either withdrawn or refused permission. However, the key point to emerge is that – in addition to the expectation that the attractiveness of the Cotswold Canals will mean that they will 'generate their own local market' to a considerable extent – there is substantial scope for generating boating activity on the canals which will not merely represent displacement from other parts of the sub-region. This is crucial in the context of the economic impact analysis in Section

[23] Regional Canals – Mooring Demand and Supply

4.4 below where we consider how far the activity which is generated by the restoration is likely to be additional to the study area and the sub-region.

The Prospective Development of the Markets for other Canal Related Leisure Activities

Future demand for the types of leisure activity for which the restored canal would cater will clearly depend on a complex mix of trends in incomes, leisure spending, demographics and social preferences. Key points of note are as follows :

Angling. The market has probably been, at best, static over recent decades, although it is difficult to secure consistent data. Organised activity – as reflected in the number of clubs affiliated to the National Federation of Anglers and their membership – has been falling since 1975. Carp fishing has been increasing over this period with the development of managed stillwater fisheries, such as those of the Cotswold Water Park. Perch and pike fishing and canal fisheries generally – which tend to be technically difficult, particularly for novices – have been in decline.

Cycling has been in long term decline, falling from 44 miles per person per year in 1985/86 to 40 miles in 1997/99[24]. Some 40 per cent of trips relate to work or business and 34 per cent to leisure or social purposes. Despite these trends there are a range of nationally and locally based policies and initiatives to develop the future role of cycling, although it has been acknowledged that the 10 Year Plan targets will be missed.

Leisure Day Visits have been growing – from an estimated 5.2 billion trips in 1994 to 5.9 billion in 1999[25]. The average number of trips per person increased from 4.3 in 1998 to 4.9 in 1998. Walking trips showed the greatest increase (by 40 per cent). British Waterways' data on towpath usage shows this has been increasing strongly. Data for the Kennet and Avon Canal, for example, show that the numbers of informal users of the towpath grew by 2.1 per cent per annum between 1995-2002.

Overnight Stay Visits. Tourism nights in England increased by 4.6 per cent between 1995 and 2001[26]. The big area of growth has been short breaks. The number of 1-3 night tourism nights increased by 24.3 per cent whilst the nights spent on 4+ night holidays declined by nearly 4 per cent.

The Size and Characteristics of the Corridor Population Catchment

Much of the analysis of the impacts of restoration below is based on the analogy of the Kennet and Avon Canal. This is regarded as a useful parallel because of:

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[24] DETR Transport Statistics. Cycling in Great Britain. Personal Travel Factsheet 5, January 2001
[25] Leisure Day Visits Report of the 1998 UK Day Visits Survey, December 1999.
[26] UK Tourism Study – updated June 2002

- The recent major restoration work designed to maintain and remove constraints on its navigability;
- Its proximity to the Cotswold Canals and the parallels between the areas through which the two canal systems pass – part urban and part attractive countryside;
- The parallels between the socio-economic characteristics of the areas through which the two canal systems pass (see Table 4.1).

Table 4.1: Socio-Economic Characteristics of the Population Within a 20 Mile Corridor of the Stroudwater, Thames and Severn, and Kennet and Avon Canals (%)

Indicator	Stroud-water	Thames and Severn	Total Cotswold Canals	Kennet and Avon	Great Britain
Age:					
0-15	20	20	20	20	20
16-64	65	65	65	66	64
65+	16	15	15	14	16
Cars per Household:					
0	22	22	22	22	33
1	46	46	46	44	44
2	26	26	26	28	19
3+	6	6	6	7	4
Single Person Households	61	61	61	61	59
Activity Rate:					
Male	75.4	76.8	76.2	78.0	73.3
Female	52.1	53.7	53.1	54.6	54.5
Ethnically White Population	97	97	97	95	91

Source: Analysis of 1991 Census of Population Data

To provide a picture of the densities of population within the two canal corridors, Table 4.2 gives estimates of the population per mile within 1, 5, 10 and 20 miles of the two canals. The table also provides figures for the Montgomery Canal which is a potential rural comparator for some purposes, although the population density along its corridor is much lower than even that of the Thames and Severn Canal.

The major potential distorting factor is the inclusion within the Kennet and Avon corridor of the two major urban areas of Bath and Reading. Together they account for around 225,000 of the 253,000 population within 1 mile of the canal and for 328,000 of the 976,000 population within 5 miles. It is also evident that the dominant waterway in both urban areas is the river – the Avon and the Thames respectively – rather than the canal.

Table 4.2: Populations per mile within 1, 5, 10 and 20 miles of the Cotswold, Kennet and Avon, and Montgomery Canals

Canal	Within 1 Mile	Within 5 Miles	Within 10 Miles	Within 20 Miles
• Total Cotswold	1,448	5,327	15,177	35,027
- Stroudwater	4,166	12,459	35,539	95,542
- Thames and Severn	1,405	5,947	17,831	41,007
• Kennet and Avon	2,889	11,159	19,470	38,978
• Montgomery	347	2,085	4,140	13,351

Source: Analysis of 1991 Census of Population Data

The key points of note are :

- Population densities in the 10 and 15 mile bands around the Cotswold and Kennet and Avon Canals are fairly similar;

- Densities in the 1 and 5 mile corridors around the Kennet and Avon Canal are substantially higher but this entirely (the 1 mile corridor) or to a substantial extent (the 5 mile corridor) reflects the distorting effects of Bath and Reading as discussed above;

- Against this, the Kennet and Avon runs directly through a number of towns whereas the Cotswold Canals only run through Stroud. Moreover, as noted, the Cotswold Canals are currently somewhat 'hidden' along the urban sections, whilst the rural sections are often inaccessible;

- Densities around the Cotswold Canals as a whole are between 2.6 and 4.2 times those around the Montgomery Canal.

4.3 Projected Future Usage of the Restored Canal

4.3.1 The Year 0 Scenario

(i) **Moored Boats**. At the outset there will be no change relative to the baseline situation, with only the boats at the existing Marina at Saul Junction based on the canal.

(ii) **Visiting Boats – Cruising**. Both private and hire boats based on the adjacent Gloucester and Sharpness canal and the River Thames are likely to use the restored canal from the outset. British Waterways data suggest that there are around 5,000 boat movements per year on both the Gloucester and Sharpness and the St John's Lock near to Lechlade on the River Thames. The British Waterways projections suggest that around a quarter of the traffic using the waterways at either end of the restored canal will incorporate a visit, generating 2,500 boat movements per annum. It further argues – based on the low proportion of hire boats on the Gloucester and Sharpness and the decline in hire boats on the Thames – that 80 per cent of these movements will be private and 20 per cent will be hire boats.

These figures seem entirely reasonable and have been incorporated in our analysis.

(iii) **Trail Boats**. The British Waterways research assumed 250 visiting trail boats per year. In particular given the attractiveness and the inevitable novelty value of the restored canal, this seems very low and we utilise a figure of 1,000 in our analysis.

(iv) **Hire Boats**. It is assumed that no holiday or day hire boats operate on the canal in the first year.

(v) **Trip Boats** The British Waterways assumptions – which are viewed as entirely reasonable – are that :

- An upgraded – or perhaps more likely a replacement – trip boat operates an intensified service on the Stroudwater;

- A new trip boat operates around the Cotswold Water Park Area

Utilisation rates are based upon the analogous trip boats which operate on the Kennet and Avon Canal.

(vi) **Canoeing.** The sections of canal along the Stroud Valley and the Cotswold Water Park are well suited to canoeing. The tunnel and the heavily locked and, by road, relatively inaccessible, rural section are clearly much less suited. Following the British Waterways research it is assumed that initial levels of usage are half those on the Kennet and Avon Canal.

(vii) **Angling.** Activity is also assumed to be half of that on the Kennet and Avon Canal in the opening year.

(viii) **Cycling**. This was not taken into account separately in the British Waterways analysis and no good analogous estimates appear to be available. Parts of the Stroud Valley section are already promoted as a cycle route and the flatter sections of the restored canal will be attractive to cyclists given the limited opportunities for undemanding cycling in the area because of its topography. We assume, conservatively, that an additional 50 cyclists a day will use the towpath following its restoration.

(ix) **Informal Visits**. The British Waterways analysis assumes the following levels of usage :

Canal	**Usage**
• Stroudwater (13km)	As Kennet and Avon
• Stroud/Golden Valley (12km)	67% of Kennet and Avon
• Sapperton Tunnel area (19km)	As Montgomery Canal
• Cotswold Water Park (4km)	As Kennet and Avon Canal
• East of Cotswold Water Park (11km)	50% of Kennet and Avon

These figures are apparently rather conservative bearing in mind the population density data, the attractiveness of the rural section and the linkage which the restored canal will provide between the Cotswold Way (near Stonehouse) and the Thames Trail (at Lechlade). The Cotswold Water park is also heavily used for recreational purposes and its users represent a potential further, non-residential, ‘market’. However, the low ‘visibility’ of the urban sections and the inaccessibility of the rural sections are significant potential constraints. Our view too is that the finding that 20 per cent of the personal users of the Kennet and Avon are staying visitors is unlikely to be transferable, at least in the foreseeable future.

Our assumptions on informal visitor numbers and their basis are summarised in Table 4.3 below.

Table 4.3: Projected Informal Visitor Numbers, Year 0

Stretch of canal	**Length (km)**	**Density of Use per km**	**Basis**	**Visitor days per year (Year 0)**
Saul Junction to Stonehouse	10	30,000	75% of average for all non-urban sections of K&A	300,000
Stonehouse to Chalford	12	40,000	Same as average for all non-urban sections of K&A	480,000
Sapperton to Latton	37	20,000	Similar to rural sections of K&A between Devizes and Hungerford	740,000
Total	**59**			**1,520,000**

We also assume that only 10 per cent of these visits are accounted for by staying visitors.

~~1.1.2~~4.3.2 The Year 5 Scenario

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(i) **Moored Boats.** It is assumed that the density of moored boats will reach the levels of the Kennet and Avon by this time. This will require marina developments in the Stroud and Cotswold Water Park areas.

(ii) **Visiting Boats – Cruising**. These are assumed to remain at Year 0 levels. Usage will benefit from the general growth of boating activity but there may be some loss from the waning of the novelty factor.

(iii) **Trail Boats**. On similar grounds levels of usage by such craft are assumed to remain at Year 0 levels.

(iv) **Hire Boats**. Numbers of both holiday and day hire boats are assumed to reach the densities on the Kennet and Avon. These are likely to be based around the Stroud and Cotswold Water Park areas.

(v) **Trip Boats**. Following the British Waterways projections it is assumed that there will be a market for two further trip boats: one around the Stroud Valley and one around the Water Park. British Waterways argues that the distance from major centres of population would cast doubt on the economics of a restaurant boat operation, although one of these boats might clearly incorporate less formal drinking/ eating/ partying facilities.

It is clearly unlikely that the canals would attract a permanent hotel boat operation. The existing boat which operates on the local waterway system might well incorporate visits to the Stroudwater, lock related constraints permitting. No allowance is made for this in the analysis below.

(vi) **Canoeing.** Usage is assumed to rise to the Kennet and Avon levels by Year 5.

(vii) **Angling.** Again usage is assumed to rise to the Kennet and Avon levels by Year 5.

(viii) **Cycling.** Modest growth of 1 per cent per annum over Year 0 levels is assumed.

(ix) **Informal Recreation.** Growth of 2.5 per cent per annum on Year 0 levels is assumed.

Table 4.4 summarises projected levels of usage of the restored canal in Years 0 and 5 in terms of visitor days. Wherever possible relevant the figures net off the assumed levels of baseline usage so that all estimates are additional so far as the canal itself is concerned. Spreadsheets are appended as Annex D.

Table 4.4: Summary of Additional Usage (Visitor Days)

Category	**Year 0**	**Year 5**
Moored Boats	—	*Non-cruising:* 487 Boats x 2 Occupiers x 6 visits[1] x 1.5 Days per Visit[1] = **8,770 Days** *Cruising :* 487 Boats x 26.9 Cruising Days pa[1] x 3 Occupiers = **39,300 Days**
Visiting Boats – Cruising (Private)	2,000 Boats pa x 5.92 Days[2] x 3 Occupiers[1] = **35,520 Visitor Days**	2,000 Boats pa x 5.92 Days [2] x 3 Occupiers[1] = **35,520 Visitor Days**
Visiting Boats – Cruising (Hire)	500 Boats pa x 5.92 Days[2] 4.1 Occupiers[1] = **12,140 Visitor Days**	500 Boats pa x 5.92 Days [2] x 4.1 Occupiers = **12,140 Visitor Days**
Trip Boats	2 Boats x 28 Occupants x 25 Weeks x 7 Days x 2 Trips per Day = **19,600 Visitor Days**	4 Boats x 28 Occupants x 25 Weeks x 7 Days x 2 Trips per Day = **39,200 Visitor Days**
Trail Boats	1,000 Boats[5] x 3 Occupants[1] = **3,000 Visitor Days**	1,000 Boats[5] x 3 Occupants[1] = **3,000 Visitor Days**
Holiday Boats Based on Cotswold Canals	—	39 Boats x 23 Week Hires[3] x 7 Days x 4.1 Occupiers = **25,750 Visitor Days**
Day Hire Boats Based on Cotswold Canals	—	10 Boats x 115 days per year spent on Canal[4] = **1,150 Boat Days** 10 Boats x 23 Weeks[4] x 5 Hire Days per Week[4] x 4.1 Occupiers[3] = **4,720 Visitor Days**
Cycling	**18,250 Visitor Days**	**19,180 Visitor Days**
Canoeing	**11,900 Visitor Days**	**23,800 Visitor Days**
Angling	**10,600 Visitor Days**	**24,200 Visitor Days**
Other Informal Day Visits	**1,154,200 Visitor Days**	**1,334,020 Visitor Days**
Short Break and Holiday Visits	**128,300 Visitor Days**	**148,220 Visitor Days**
Total	**1,394,010 Visitor Days**	**1,718,970~~699,800~~ Visitor Days**

Source : British Waterways and ECOTEC analysis

Notes: [1] BW Log Book Survey, 1993; [2] BW Estimate of Days to Pass Through Area; [3] BW Hire Boat Survey, 1990; [4] BW Assumptions; [5] ECOTEC Assumptions.

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~~1.~~44.4 *Expenditure and Related Economic Impacts*

4.4.1 Expenditure

Capital Expenditure on Restoration and Revenue Expenditure on Ongoing Maintenance

The latest estimates put the costs of full restoration at around £82 million. Annual maintenance expenditure is projected at £1.3 million.

Expenditure Associated with Usage of the Restored Canal

Table 4.5 provides an analysis of the total expenditure which is likely to be associated with the levels of usage projected in Section 4.3 above.

Table 4.5 : Expenditure Associated with the Projected Usage of the Canal (£,000pa)

Usage	Year 0	Year 5
Moored Boats	—	487 Boats x annualised purchase costs £3,710[1] = **£1.807m** Boats x annual running cost £2,099[1] = **£1.022m** 8,770 non-cruising days pa x £10.71[2] spend per day[2] = **£0.094m** 39,300 cruising days pa x £8.94 spend per day[2] = **£0.353m**
Visiting Boats – Cruising (Private)	35,520 private cruising days pa x £8.94 spend per day[2] = **£0.318m**	35,520 private cruising days pa x £8.94 spend per day[2] = **£0.318m**
Visiting Boats – Cruising (Hire)	12,140 hire cruising days pa x £13.08 spend per day[6] = **£0.159m**	12,140 hire cruising days pa x £13.08 spend per day[6] = **£0.159m**
Trail Boats	3,000 boating days pa x £9.27 spend per person day[2] = **£0.028m**	3,000 boating days pa x £9.27 spend per person day[2] = **£0.028m**
Day Hire Boats Based on Cotswold Canals	—	£52 avg hire cost per day[13] x 1,150 Boat Days pa = **£0.059m** 4,720 Visitor Days pa x £9.16 spend per day[6] = **£0.043m**
Holiday Boats Based on Cotswold Canals	—	39 boats x £748 avg cost per hire x 23 hires per year[7] = **£0.671m** 25,750 cruising days pa x £13.08 spend per day[6] = **£0.337m**
Trip Boats	19,600 passenger days pa x £4.89	39,200 passenger days pa x £4.89

Usage	Year 0	Year 5
	spend per passenger[7] = **£0.096**	spend per passenger[7] = **£0.192m**
Canoeing	11,900 boating days pa x £3.09 spend per person day[8] = **£0.037m**	23,800 boating days pa x £3.09 spend per person day[8] = **£0.074m**
Angling	10,600 angling days pa x £6.38 spend per day[9] = **£0.068m**	24,200 angling days pa x £6.38 spend per day[9] = **£0.154m**
Cycling	18,250 cycling days x £4.32 spend per day[10] = **£0.079m**	19,180 cycling days x £4.32 spend per day[10] = **£0.083m**
Other Informal Day Visits	1,154,200 visitor days x £4.32 spend per day[11] = **£4.~~994m~~991m ~~(change)~~**	1,334,020 visitor days x £4.32 spend per day[11] = **£5.769m**
Short Break and Holiday Visits	128,300 visitor days x £40.98 spend per day[12] = **£5.258m**	148,220 visitor days x £40.98 spend per day[12] = **£6.074m**
Total Spend	**£11.034~~7~~m**	**£17.237m**

Source : British Waterways and ECOTEC analysis

Notes (all figures updated to 2003 prices): [1] Study of the Price Elasticity of Demand for Private Boating – ECOTEC – 1997; [2] BW Log Book Survey, 1993; [3] BW data; [4] Based on Kennet and Avon Canal Boating Survey, 1990; [5] RAC data; [6] BW Hire Boats Survey, 1990; [7] BW estimates; [8] BW Owners of Unpowered Boats Survey, 1995; [9] BW Survey of Individual Anglers, 1996; [10] BW Survey of Informal Visitors to Waterway Towpaths, 2000; [11] BW Informal Visitor Survey, 2000; [12] UK Day Visits Survey, 1998 (Countryside Visits); [13] Day Boat Operations on BW system.

4.4.2 Economic Impacts

The local economic impacts on the study area depend on five issues:

- The extent to which the expenditure is incurred within the three districts concerned. This clearly depends on a range of factors – including, of course, the capacity of the local economy to supply the goods and services concerned. This is considered in Section 5.0 below which indicates that the local economies have substantial capacity to meet most of the likely demands. The working assumptions here are that:
  - Even by Year 5 only 10 per cent of expenditure on boat purchase will be focussed within the study area; but that,
  - 90 per cent of the remaining expenditure will be incurred within the area.
- The extent to which this expenditure is additional to the study area – either because it represents spend by non-residents who would not otherwise have made the visit concerned, or because it represents spend by residents which would otherwise have leaked from the area. The working assumptions here are that :
  - All of the boat purchase expenditure is additional;

  - An average of 70 per cent of all other expenditure – except that by informal recreational users – is additional;

  - 30 per cent of the expenditure by both local informal recreational users and staying visitors is additional. For the most part the visits by local visitors will represent relatively short, casual activities and much of their spend will be incidental and would have been undertaken anyway. In the case of staying visitors the presumption is that a substantial proportion will be people who will largely, or partly, come to the area for other reasons, incorporating the canal visit as just one activity in the day concerned.

- The scale of the activity which is generated by the additional spend. This in turn depends on a variety of factors :

  - The pattern of spend by category (the assumptions here are set out in Table 4.6 below);

  - 1 direct job will be supported per £32,000 of visitor spend[27], per £40,000 of expenditure on the operation of the restored canal and per £60,000 of construction and other spend[28];

  - The extent of the various 'spin-off' downstream effects which will be created as a consequence. The working assumption here is these can be captured through a multiplier of.1.2[29];

  - The extent to which other local activity is displaced or 'crowded out' as a result. The main issue here relates to the 'tightness' of the local labour market. The working assumption is that, as most of the activity involved will be in sectors such as hotels and catering which tend to be relatively low paid, most of the additional employees will tend to be marginal labour market participants – such as teenagers or others who would not otherwise have been in the labour market – rather than employees drawn from other firms. Accordingly, we have not made any quantitative allowance for this effect, though noting it as a potential issue.

[27] Takes account of updated evidence from Scottish Tourism Multiplier Study, 1992 and other recent ECOTEC research

[28] Judgement based on wider ECOTEC study

[29] This encompasses two effects:

- An indirect or supply linkage multiplier reflecting the purchases of goods by firms which benefit directly from the spend from local suppliers and so on down the supply chain;
- An induced multiplier reflecting the effects of the local spend by those who derive additional incomes from the direct and indirect effects of the user/visitor spend.

The size of each of these effects depends on a range of characteristics the local economy. No model is available but HM Treasury (EGRUP) guidance suggests a multiplier for each of these effects of around 0.1 at local labour market level and we follow these assumptions.

Table 4.6 : Distribution of Spend by Category (%)

Canal user	Boat-related	Accommodation	Pubs	Cafes/ restaurants	Shops	Transport	Other
Private Boaters on Cruise Trip	30		32	10	28		
Private Boaters on Non-Cruise trip	64		15	10	11		
Day Visitors (all users not in other categories)			40	25	20	15	
Overnight Stay Visitors		80	8	5	4	3	
Anglers		8	20	5	10	31	26

Sources: BW Analysis based upon: British Waterways towpath surveys 2001 and 2002; 1993 Log Book Survey; 1996 Anglers Survey; East Midlands Navigations Boating survey 1990 and 1991; Sheffield & South Yorkshire Boating Survey 1993.

On this basis:

- Table 4.7 sets out the projected economic impacts;
- Table 4.8 sets out the estimated *additional* direct spend by sector.

Table 4.7 : Economic Impacts

Category	Additional Spend (£) pa	Direct Employment (Person Years)	Total Employment
Construction	82,000,000	820	-
Operation	1,300,000	-	33
User and Visitor Spend	5,638,120	-	176
Other	1,127,624	-	35
Total	**90,065,744**	**820**	**244**

Source : ECOTEC Analysis

Table 4.8: Additional Direct Spend by Sector

Category	Direct Spend (£,000) pa
Construction and maintenance	83,300,000
Boat Related	929,178
Accommodation	1,319,746
Pubs	1,348,630
Cafes	813,749
Shops	703,075
Transport	498,518
Other	1,152,849
Total	**90,065,744**

Source: ECOTEC analysis

4.5 Economic Benefits

The restoration has a number of potential benefits which are not considered in the impact analysis above:

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~~1.1.1~~4.5.1 Retained Income

Part of the expenditure generated by the restoration will be retained within the local economy as additional income for local residents. On the British Waterways assumption that retention amounts to 40 per cent of total expenditure – which is based on the Scottish Tourism Multiplier Study cited above for rural areas – retained income will amount to £1.305 million in Year 0 and £2.255 million in Year 5.

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~~1.1.2~~4.5.2 Producer Surplus

Benefits will also accrue due to other factors in the form of economic rents – payments in excess of what they could earn in alternative uses – from the expenditure generated by the restored canals. For example, an existing, well sited café near to the canals may generate additional profits, or premises occupied by an existing retail unit may become more profitably used for a canal focused business. We make no separate allowance for such impacts, partly for lack of evidence and partly because they will overlap substantially with the retained income figures.

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~~1.1.3~~4.5.3 Consumer Surplus

Users of the restored canals will derive benefits from their use which will not be reflected in any market based payments. The key focus of interest given the numbers involved is the benefits which accrue to the very large numbers of informal users, anglers and cyclists who will not be charged any fee for their access to the towpath. The difficulty here is that of identifying the scale of this benefit – effectively the willingness in principle of users to pay for the 'services' of the restored canals.

Research for British Waterways by Garrod and Willis[30] estimated a figure of £0.507 for the benefits per trip at 1989 prices using travel cost and contingent valuation techniques (£0.794 at current prices). This is consistent with ECOTEC work for the Environment Agency drawing on the Agency's own research. Using the £0.79 as the measure of benefit to both baseline and new users points to a total benefit to users of £1.35m per annum by Year 5.

[30] Willis K, Garrod G : Valuing Open Access Recreation in Inland Waterways, Countryside Change Unit, University of Newcastle-upon-Tyne, 1990

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~~1.1.4~~4.5.4 House Prices

A study carried out by Newcastle University in 1993[31] suggested that canalside residential properties can command a premium of around 19 per cent when developed in a pristine waterway environment. It also indicated that properties not actually beside the water, but in a waterside development, generate premiums of around 8 per cent. A separate ECOTEC study also highlighted the potential benefits to housing and leisure based activities.

One obvious approach would be to estimate the numbers of residential properties within say, 50m of the canal, assume that their value reflects the relevant district average and apply an 8 per cent uplift factor. Our judgement is that this would overstate the impact for three reasons:

- Some of the residential developments along the canals – such as Bowbridge Lock – already make quite effective use of the canal environment;
- Property values along the urban parts of the corridor are probably mostly well below the relevant district average; and,
- The nature of the housing along the corridor is likely to mean that it will benefit to a lesser degree than the Newcastle study suggests.

Accordingly, we have estimated the impact on the basis that the 175-200 residential properties along the corridor[32] have an average value of £150,000 and will benefit from an uplift of 4 per cent (£6,000 per property) from the restoration. This would give a 'one-off' impact of £1.05-1.2 million from the restoration.

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~~1.1.5~~4.5.5 Wider Environmental Impacts

Whilst it is clear that – perhaps inevitably – not all local people favour restoration, there is strong support. Those who are not necessarily regular users or who do not live along the corridor as defined for the purpose of estimating house price impacts may also benefit:

- On a more distant or casual basis through their own experience; and/or,
- From the 'existence' value of the restored canals.

In the absence of substantial fieldwork, which was beyond the scope of this study, producing monetary value estimates is difficult. However, an order of magnitude estimate can be provided as follows:

- Willis and Garrod used environmental economics techniques to estimate that the (then in 1993) willingness of the population to pay for the continued maintenance of Britain's

[31] Willis K, Garrod G: The Value of Waterside Properties, Countryside Change Unit, University of Newcastle-Upon-Tyne, 1993
[32] Based at this stage on analysis of Ordinance Survey maps.

canal network was around £150 million per year. Updating this for inflation gives a current price figure of £192 million per annum;

- The Cotswold Canals would represent 2 per cent of the total navigable network once restored. Applying this proportion to the willingness to pay figure for the network as a whole gives an implicit willingness to pay for the stream of benefits from these canals of £3.8 million per annum.

4.6 Key Messages

The key conclusions are as follows:

- The restored canal has the potential to generate high levels of recreational use, including: the attraction of nearly 500 moored boats by Year 5, the generation of substantial numbers of visits by boats based elsewhere, accommodation of around 50 hire and 4 trip boats and extensive use by anglers, cyclists, canoeists and – most importantly – informal users. By Year 5 additional visits by all types of user are likely to generate just over 1.7 million visitor days a year;

- Expenditure on restoration is currently estimated at £82 million with projected expenditure on ongoing maintenance and operation of £1.3 million per annum;

- Recreational use of the canal will generate directly some £5.638 million per annum in spend within the local economy by Year 5, most importantly on pubs (£1.349 million), accommodation (£1.320 million) and boat-related expenditure (£0.929 million).

- The reclamation work will generate some 820 person years of temporary employment;

- The restored canal should support the creation of some 244 permanent jobs within the study area by Year 5, primarily through the effects of the spend by recreational users;

- The income retained locally from this expenditure is likely to amount to some £2.255 million per annum by Year 5;

- The consumer surplus benefits to those who enjoy the facility without direct charge should amount to at least £1.35 million per year by Year 5;

- Restoration may have a 'one-off' impact on house prices in the immediate corridor of £1.05-1.2 million;

- The potential wider environmental benefits of restoration are put very tentatively at £3.8 million per annum.

5.0 ECONOMIC IMPACT: THE SUPPLY SIDE

5.1 Introduction and Context

Section 4.0 presented a demand-side assessment of the economic impact of the restored Cotswold canals. This was shown in terms of spend generated and employment created, broken down by type (accommodation, food etc.) and by geography. However, such a top-down approach assumes that there are sufficient facilities in place to capture the economic benefits associated with the restoration when in fact this may not be the case. Without supporting facilities such as accommodation, attractions and shops, visitors will not be able to spend money and so associated benefits may be lost or diverted to other areas. Furthermore, predicted levels of demand are, to some extent, only achievable if visitors believe there to be enough facilities to interest them. A thorough understanding of the current supply of visitor facilities is clearly an essential component of this study.

This section of the report responds to these challenges and sets out a review of visitor facilities along the Cotswold canals. In part this builds on the results of Section 3.0 which analysed the tourism and leisure economy in the vicinity of the canal, though in this case a much narrower definition of the canal corridor has been adopted. Once we have an understanding of the current supply position, it is possible to identify gaps and make recommendations as to the type and location of future tourism and leisure facilities along the canal (explored in more detail in Section 6.0). The remainder of this section is structured as follows:

- A review of the supply of tourism and leisure facilities along the canal
- An assessment of the capacity of these facilities
- Gap analysis
- Key messages and conclusions

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~~1.2~~5.2 The Current Supply of Tourism and Leisure Facilities

Understanding the supply of tourism and leisure facilities along the canal corridor first requires consideration of the types of business that visitors would be likely to need. These can be categorised as follows:

- Boating facilities (repairs, parts, hire, mooring etc.)
- Tourism and leisure attractions and facilities (including cycle shops etc.)
- Accommodation
- Eating and drinking facilities
- Food and drink shops

In addition to measuring the overall number of tourism and leisure facilities, it is important to explore their geographical distribution. An over-concentration of facilities in one location is of little use as many types of canal user (particularly anglers and walkers) would be unlikely to travel far. However, it is arguable that the catchment area of facilities varies depending on their type; visitors will travel further for a major tourist attraction than they would for a shop. For the purposes of analysis, the Cotswold Canals have been divided into a number of sections, approximately corresponding to their ‘character’. Based on the earlier British Waterways work[33], the sub-divisions used are as follows:

• Stroudwater	13km	Saul Junction to Capel Mill
• Stroud/ Golden Valley	12km	Capel Mill to Sapperton Tunnel
• Sapperton Tunnel Area	19km	Sapperton to South Cerney
• Cotswold Water Park	4km	South Cerney to Latton
• East of Cotswold Water Park	11km	Latton to Lechlade

Two principal sources were used to measure the supply of facilities:

- A database of tourism and leisure businesses purchased from Yell.com. As mentioned in Section 3.0, this database utilised a postcode-based definition of the canal corridor which extended for one mile either side of the canal (except in Stroud and Cirencester where the whole of the town was included). For tourist attractions it was decided to extend the canal corridor to five miles either side of the waterway in order to reflect the fact that visitors would be more likely to travel further for such facilities.

- A database of accommodation facilities and tourist attractions was obtained from the BTA and cross-referenced against the Yell.com data to remove duplicates.

The final database was then mapped using GIS tools to explore geographical distribution (the GIS map and business database are included as Annexes B and C). There follows a brief summary of the current supply of tourism and leisure facilities, broken down by type:

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~~1.1.1~~5.2.1 Boating Facilities

Boating facilities are an essential part of the canal infrastructure and include: moorings (linear and marina-based); servicing, maintenance and repair facilities; parts sales; boat hire and sales; and access points (slipways etc.). At present there are virtually no boating facilities on the Cotswold canals other than at Saul Junction, reflecting the fact that the vast majority of the waterway is un-navigable.

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~~1.1.2~~5.2.2 Tourism and Leisure Attractions and Facilities

Tourism and leisure attractions/ facilities cover a broad range of businesses from major tourist draws such as a manor house or museum to visitor facilities such as a bike hire shop or an outdoor pursuits centre. Information on business numbers has been drawn from Yell.com and from the British Tourist Authority’s attractions database. Table 5.1 shows the number of

[33] Cotswold Canals: Economic Benefit Assessment, British Waterways (2001)

tourist attractions within the ten-mile canal corridor and Table 5.2 shows their geographical distribution:

- There were a total of 38 visitor attractions within five miles of the Cotswold canals. These varied in size from small art and craft facilities to large manor houses and substantial country parks (including the Cotswold Water Park).

- Geographically, there are a concentration of visitor attractions at the western end of the canal in and around Stroud and the Golden Valley, and a further cluster in Cirencester. Just under 40 per cent of all attractions within the canal corridor are located within Stroud and the Golden Valley.

Table 5.1: Visitor attractions along the canal corridor

Type of attraction	Number
Arts and Crafts	9
Entertainment	3
Historic/ heritage Sites	11
Land-based Sports	1
Museums	4
Parks and Gardens	5
Wildlife Centres and Zoos	3
Tourist Information Centres	2
Total	**38**

Source: Yell.com (2003); BTA TRIPS database, 2003

Table 5.2: Geographical distribution of visitor attractions

Length	No.	% of all	No. per km
Stroudwater	5	13.2	0.4
Stroud/ Golden Valley	15	39.5	1.3
Sapperton Tunnel Area	9	23.7	0.5
Cotswold Water Park	3	7.9	0.8
East of Cotswold Water Park	6	15.8	0.5
Total Canal	**38**	**100.0**	**0.6**

Source: Yell.com (2003); BTA TRIPS database, 2003

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~~1.1.3~~5.2.3 *Accommodation Facilities*

Accommodation facilities range in form and function from unserviced self-catering cottages to fully serviced hotels. Business numbers have been calculated using a combination of Yell.com and the BTA's database of accommodation to capture as many facilities as possible. Results are shown in Table 5.3:

- There were a total of 107 accommodation facilities within the one mile of the canal in 2003. Of these, just under half (52) were B&Bs, with hotels, inns and guest houses making up most of the remainder.

- The total bedspace capacity of these 107 accommodation facilities was 1,977 (with 26 caravan pitches). Hotels accounted for the majority of these bedspaces (938).

- Accommodation facilities are concentrated between Stonehouse and Brimscombe at the western end of the canal. Aside from a further cluster within Cirencester, large stretches of the Cotswold canals are poorly served by accommodation facilities. This is particularly true of the stretch east of the Cotswold Water Park where there are just 0.8 facilities per kilometre compared to 1.8 along the canal as a whole.

Table 5.3: Accommodation facilities along the canal corridor

Accommodation type	Number	Bedspace capacity
Hotels	21	938
Inns	14	173
Guest Houses	15	110
B&Bs	52	375
Self-catering	4	381
Caravan parks	1	26 (pitches)
Total	**107**	**1,977** **26 (pitches)**

Source: Yell.com (2003); BTA TRIPS database, 2003

Table 5.4: Geographical distribution of accommodation facilities

Length	No.	% of all	No. per km
Stroudwater	15	14.0	1.2
Stroud/ Golden Valley	41	38.3	3.4
Sapperton Tunnel Area	38	35.5	2.0
Cotswold Water Park	4	3.7	1.0
East of Cotswold Water Park	9	8.4	0.8
Total Canal	**107**	**100.0**	**1.8**

Source: Yell.com (2003); BTA TRIPS database, 2003

~~1.1.4~~5.2.4 *Eating and Drinking Facilities*

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The number of eating and drinking facilities within the two mile canal corridor is shown in Table 5.5. Key points of note are that:

- There were a total of 110 eating and drinking facilities in 2003. Of these, the majority (65) were pubs, though it is unlikely that all of these would have served food.

- Geographically, the majority of eating and drinking facilities are located at the more populous western reaches of the canal around Stroud and within the Golden Valley. The central and eastern stretches of the canal (with the exception of Cirencester) are poorly served by eating and drinking facilities.

Table 5.5: Eating and drinking facilities along the canal corridor

Type of facility	Number
Pubs	65
Restaurants	36
Cafés	9
Total	**110**

Source: Yell.com, 2003

Table 5.6: Geographical distribution of eating and drinking facilities

Length	No.	% of all	No. per km
Stroudwater	19	17.3	1.5
Stroud/ Golden Valley	39	35.5	3.3
Sapperton Tunnel Area	34	30.9	1.8
Cotswold Water Park	4	3.6	1.0
East of Cotswold Water Park	14	12.7	1.3
Total Canal	**110**	**100.0**	**1.9**

Source: Yell.com (2003)

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~~1.1.5~~5.2.5 *Food and Drink Shops*

Visitors to the canal would also be expected to spend money in local food and drink shops such as grocers, supermarkets and convenience stores. Table 5.7 shows the number of food and drink shops within the two mile canal corridor in 2003:

- There were a total of 62 food and drink shops within one mile of the canal in 2003.

- Geographically, food and drink shops are clustered at the populous western end of the canal in the principal settlements of Stonehouse, Ebley, Stroud and Brimscombe. East of Chalford, there are very few food and drink shops, particularly within the Cotswold Water Park section where there is just one facility.

Table 5.7: Food and drink facilities along the canal corridor

Type of facility	Number
Grocers/ convenience stores	21
Supermarkets	10
Off-licenses/ wine merchants	5
Newsagents	10
Bakers and confectioners	6
Butchers	10
Total	**62**

Source: Yell.com, 2003

Table 5.8: Geographical distribution of food and drink shops

Length	No.	% of all	No. per km
Stroudwater	17	27.4	1.3
Stroud/ Golden Valley	20	32.3	1.7
Sapperton Tunnel Area	15	24.2	0.8
Cotswold Water Park	1	1.6	0.3
East of Cotswold Water Park	9	14.5	0.8
Total Canal	**62**	**100.0**	**1.1**

Source: Yell.com (2003)

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~~1.1.6~~5.2.6 *Benchmarking the Supply of Facilities Along the Cotswold Canals*

In addition to considering absolute numbers of tourism and leisure facilities along the Cotswold canals, it is helpful to benchmark these against a comparable canal. As discussed in Section 4.0, the Kennet and Avon Canal is similar to the Cotswold canals in several respects, though it must be noted that there are more settlements along the former (such as Bath and Reading plus a number of market towns). ECOTEC is currently carrying out a study of the economic impacts of the Kennet and Avon Canal which has involved the construction of a database of tourism and leisure businesses similar to that developed for the Cotswold canal corridor as part of this study. Comparing the two databases allows us to identify shortages in the supply of facilities along the Cotswold canals. Though the most recent restoration programme along the Kennet and Avon Canal has only just been completed, the waterway has been navigable for a number of years and thus provides a useful indicator of the scale of the tourism and leisure economy that the Cotswold canals might eventually support.

Table 5.9 shows the density of tourism and leisure facilities along the Kennet and Avon and Cotswold canals in 2003. Key points of note are that:

- Overall, there is a greater density of tourism and leisure facilities along the Cotswold canals than the Kennet and Avon Canal (5.4 facilities per kilometre as opposed to 4.4 per kilometre). However, these results should be treated with caution since the waterway corridor used for the Kennet and Avon Canal was narrower in urban areas.

- There were 1.9 eating and drinking facilities per kilometre on the Cotswold canals and 1.7 per kilometre on the Kennet and Avon Canal. The density of pubs along the Cotswold canal is particularly high (1.1 per kilometre compared to 0.9 along the Kennet and Avon Canal.

- The density of food and drink shops is higher along the Kennet and Avon Canal (1.6 per kilometre as opposed to 1.1 per kilometre along the Cotswold canals).

- Comparisons of the density of accommodation facilities between the two canals should be treated with considerable caution since, for the Cotswold canals, Yell.com data was enhanced with information from the TRIPS database. The TRIPS database proved to be more comprehensive than the Yell.com database.

- As with accommodation facilities, data on attractions need to be treated with caution as TRIPS information was included for the Cotswold canals but not for the Kennet and Avon Canal.

Table 5.9: The number of tourism and leisure facilities per kilometre of waterway for the Kennet and Avon and Cotswold canals, 2003

	Kennet and Avon Canal		Cotswold canals	
Business type	**No. of facilities**	**No. per km**	**No. of facilities**	**No. per km**
Restaurants/ cafes/ pubs	239	1.7	110	1.9
Pubs	*128*	*0.9*	*65*	*1.1*
Restaurants/ wine bars	*67*	*0.5*	*36*	*0.6*
Cafes/ sandwich shops	*44*	*0.3*	*9*	*0.2*
Shops	218	1.6	62	1.1
Accommodation	80	0.6	107	1.8
Hotels/ inns	*37*	*0.3*	*35*	*0.6*
Guest Houses	*40*	*0.3*	*67*	*1.1*
Camping/ caravan sites	*3*	*0.0*	*5*	*0.1*
Boating facilities	49	0.4	0	0.0
Tourist attractions	30	0.2	38	0.6
All	**616**	**4.4**	**317**	**5.4**

Source: ECOTEC analysis

~~1.3~~5.3 The Capacity of Current Facilities

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Section 4.0 predicted the increase in the number of canal users resulting from the restoration of the Cotswold canals. As noted, this would result in a growth in demand for a variety of supporting facilities, the current supply of which has been discussed above. However, demand can only be met if existing facilities have the capacity to absorb increases in visitor numbers; if not then expenditure will not be captured by the local economy and benefits associated with the restored canal will not be realised. The aim of this sub-section of the report is to match supply and demand and assess whether there are any gaps and, if so, where these lie. As well as identifying future development priorities, this exercise will highlight potential commercial opportunities of interest to British Waterways, Local Authorities, developers and local entrepreneurs.

Assessing the capacity of existing visitor facilities along the canal is not a straightforward task. The approach taken by this study has been to use a number of sources of information:

- Published data (accommodation bedspaces and occupancy rates)
- Consultations with key stakeholders (planners and tourism officers at Stroud and Cotswold Local Authorities)

- Reviews of planning documents (Local Plans)
- Our own observations

There follows a summary of results.

In general terms there would be no difficulty in accommodating the scale of demand which the restored canal would generate. In all cases – except boat related spend – the scale of the additional demand will be very modest relative to existing activity. As a matter of observation too many of the pubs, cafés and accommodation establishments – especially around Stroud – have significant underused capacity and would greatly benefit from additional trade.

At a more specific level there are some significant issues to be considered:

- We have projected visitor numbers and spend in the first instance independently. However, the reality is that the build up of tourism and recreational activity in the longer run will depend upon how far the area is able to grasp the opportunities to make the restored canal a focus for a wider process of physical regeneration and environmental improvement. In this context we take the view that a substantial number of major sites and mill buildings along the corridor – some, but by no means all, of which are currently vacant or underused - will need to find new uses in the long run. Canal related leisure uses are an obvious area of potential opportunity;

- Capitalising on the potential levels of boating related activity and spend will require the development of new facilities including: marinas; permanent moorings; short term/ overnight moorings; moorings/facilities for hire boats; repair and perhaps construction operations; and supply outlets. Permanent moorings for 500 boats will involve significant land requirements and will need to be reasonably accessible by road. The obvious potential areas for their development would be:

    - around the existing facilities at Saul
    - adjacent to the A419 near to Eastington
    - at Brimscombe
    - around the Cotswold Water Park

  These would also be the logical locations for hire boat operations and supply outlets. The Brimscombe/Golden Valley area, where redundant and underused industrial property is concentrated, would be a logical location for activities such as boat repair. If Stroud itself is to maximise the benefits of restoration, overnight/temporary moorings need to be made available – presumably at Wallbridge or adjoining the by-pass – and the urban planning process has to integrate the canal much more effectively into the townscape;

- Whilst there are ample numbers of pubs and cafés in the vicinity of the canal, there is a significant issue of the quality and ambience of most of the pubs in the urban area. The pubs in Stroud in particular have a fairly 'run-down' appearance and/or are dominated in the evenings by heavy drinking young people – making the town and its facilities unappealing to older people. This partly reflects the social geography of Stroud in which the better-off sections of the population tend to live in the settlements away from the town and the Valley floor. The development of attractive housing focussed around the canal offers a potential opportunity to break down this divide and change the ambience of the town. In contrast, recent developments seem to have been more focussed on the (locally very important) affordable housing issue and may tend to reinforce existing social divides. Furthermore, there is a shortage of quality restaurants within Stroud and the surrounding urban areas which the restoration of the canal also has potential to address.

- The availability of facilities in the rural areas is clearly a significant potential issue. Major developments are not envisaged and neither are they necessary. Any development in some of the villages along the corridor will be potentially sensitive in planning terms. Nevertheless, it may well be that there are particular villages where the trade generated by the canal can help to sustain vulnerable existing facilities. In some instances a new accommodation facility, pub or shop might be both a useful facility for canal users and for local people.

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~~1.4~~5.4 Key Messages

Key messages emerging from this analysis of the supply of tourism and leisure facilities along the Cotswold Canals corridor are as follows:

- It is important to complement the demand side analysis set out in Section 4.0 with a review of the current supply of tourism and leisure facilities along the canal corridor. In part this allows us to understand whether the predictions are realistic and whether expected benefits can be 'captured' locally. This exercise also allows us to identify commercial opportunities which will be of interest to British Waterways, Local Authorities and local entrepreneurs.

- At present there are almost no boating facilities along the canal save for a couple of seasonal trip boat operators. Given the present state of the canal this is unsurprising and over time facilities will emerge to capture demand from boaters. In the short-term it has been estimated that permanent moorings for some 500 boats will be needed and this section of the report has identified where these might be located (Saul, adjacent to the A419 near to Eastington, Brimscombe, and the Water Park). Elsewhere there will need to be a number of supporting boating facilities (repair etc.).

- The canal corridor appears well served by accommodation facilities, particularly at the western reaches. However, there remain questions of quality and suitability and it may be that new facilities will emerge in response to demand from the restored canal.

- As with accommodation facilities, there appears to be no shortage of eating and drinking facilities along the canal corridor, particularly around Stroud. However, there is a significant issue regarding the quality and ambience of most of the pubs in the urban areas around Stroud and the Golden Valley.

- Within the rural stretches of the canal east of Chalford there are fewer facilities (especially food and drink shops). Whilst planning constraints and demand issues mean that major development is unlikely, there is potential for the addition of some new facilities which will have a beneficial impact on the vitality of small villages.

6.0 COMMERCIAL OPPORTUNITIES

6.1 Introduction and Context

This section of the report focuses on the commercial opportunities located along the Cotswold Canals corridor in terms of those that already exist and/ or are being implemented. It considers the beneficial impact and enhancement of identified opportunities through the restoration programme, and also considers sites which may come forward as a direct result of increased visitors to the area generated by activities on and relating to a restored canal. This information is correct at the time of going to print. However it will be important that the data is monitored and updated.

The remainder of this section of the report is structured as follows:

- An overview of the market
- A review of the commercial site appraisals undertaken as part of the Grimley Study in October 2000 and wider canal related initiatives in Stroud
- A review of development opportunities between Capel Mill and Brimscombe
- Key messages and conclusions

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~~1.2~~6.2 Market Overview

Stroud is located in the heart of the Cotswolds and is well positioned in relation to the motorway network with good links to the M5 and the neighbouring urban conurbations of Gloucester and Cheltenham (10 and 13 miles away respectively). Stroud has, however, as a town and commercial centre experienced decline, leading to high vacancy levels amongst retail units and other premises. This can be contributed to the town's perceived rural nature and 'remoteness' of the town centre by the commercial market and the strengthening of competing markets in Gloucester, Cheltenham and Bristol. In contrast to the declining retail and commercial centre, the existing and established industrial estates on the western edge of the town, especially Stonehouse, experience low vacancy rates due primarily to their proximity to the motorway network.

This contrasting commercial picture of town centre in decline set against the findings in the Section 2.0 of high economic activity, very low unemployment and a healthy tourism market in the area as a whole is reflected in the activity and level of commercial investment. Clearly, the restoration of the canal corridor is identified as a major potential contributing factor in diversifying the area and acting as a catalyst to regenerate Stroud town centre and attract investment into the area.

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~~1.3~~6.3 Potential Market

As set out in Section 2.0, the wider canal corridor is wealthy and prosperous and the local labour market is characterised by high economic activity rates and very low unemployment. However, investment levels in the area do not reflect this buoyant position.

Initial investigations, considering a range of land use types and demand for such uses include:

- Residential
- Retail
- Employment (office and industrial)
- Leisure and tourism
- Mix of uses

The conclusions present a snapshot of interest at this moment in time. It reflects the current buoyancy in the property market, and the market's overall view of the area and competing sites within the Stroud administrative boundary. The investigations indicate that any redevelopment opportunity or mixed-use scheme needs to be strongly led by residential use where there is identified demand. In contrast, demand from the employment sector is less certain. The manufacturing sector is globally moving 'eastward' due to lower costs while the distribution sector is orientated towards major centres and motorway junctions.

The remainder of this section provides a brief synopsis of commercial demand for the redevelopment uses identified. This has been assessed through analysis of available data including: Economic Development Strategies and annual property register (produced in conjunction with the Economic Development Team at Stroud Council), investigations into various local and national property databases (eg. Focus) and knowledge expertise within Grimley's Bristol office of specific agency sectors.

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~~1.1.1~~6.3.1 Potential Market for Offices

There are currently an average of approximately 130 registered requirements for office space in the Stroud District Area (see Table 6.1). Most requirements range between 50 and 2,000 sq ft. The majority of such requirements stem from local industrial companies. The lack of enquires can, in part, be attributed to the shortage of suitable quality accommodation. If the right product was offered, through a high quality canal focussed opportunity, additional requirements may be attracted.

Table 6.1: Schedule of estimated enquiries received by commercial agents, October 2000-March 2001

	Agent									
	GVA Grimley	BK	EA Chamb-erlain	S D C	John Ryde Commer cial	B Walker & Co	Andrew Watton	Ash & Co	Alder King	**Total**	**Estimated Actual Requirements[1]**
Industrial premises											
Less than 500 sq ft	0	5	3	2	0	5	40	0	11	66	
501 to 2,000 sq ft	2	10	2	10	10	10	130	80	46	300	
2,001 to 10,000 sq ft	10	22	1	5	7	2	95	50	99	291	
Over 10,000 sq ft.	10	3	0	1	2	1	15	40	46	118	
										775	**194 - 388**
Office premises											
Less than 500 sq ft	0	25	3	5	0	3	50	20	4	110	
501 to 2,000 sq ft	0	15	0	3	0	1	55	50	12	136	
Over 2,000 sq ft	2	10	0	5	0	1	30	40	6	94	
Managed Workspace	0	5	0	0	0	0	0	5	0	10	
										350	**88 - 175**
Development Opportunities											
Stroud/Stonehouse Area	0	0	0	5	5	0	100	80	0	190	
Cam/Dursley Area	0	0	0	10	0	3	10	50	0	73	
Sharpness Area	4	0	0	0	0	0	0	10	0	14	
										277	**70 - 139**

Source: Stroud District Council

Note: [1] In order to assess the actual amount of occupier requirements we have assumed that a number of the enquiries received by the agents are duplicated. We have therefore assumed that 25-50% of these enquiries translate to actual registered requirements.

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~~1.1.2~~6.3.2 Potential Market for Manufacturing/ Industrial and Distribution

Some industrial estates have low vacancy rates and approximately 290 enquiries are registered for industrial premises in the area (see Table 6.1). The majority of the enquiries are for units ranging between 500-10,000 sq ft, with most falling into the upper range of 4,000-6,000 sq ft. Approximately 70 per cent of these enquires are for manufacturing accommodation, which characterises the level of take-up of manufacturing space and investment of expansion requirements of existing firms, rather than attracting new investment and company relocations. However, at the same time there are an increasing number of – typically larger- units which are vacant. Many of those are either – probably fairly poor quality – post-war buildings or old mills.

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~~1.1.3~~6.3.3 Historic Levels of take up for Office and Manufacturing Space

Analysis of annual take up in the Stroud area over a five year period reinforces this finding that inward investment and the area's ability to attract employment generating end users is limited (see Table 6.2). Annual take up for manufacturing in the Stroud area shows significant fluctuations in market conditions ranging from between 45,000 sq ft in 1998 (at the lowest end), to 265,000 sq ft in 2001. Approximately 70 per cent of take up comprises manufacturing/ light industrial uses which emphasises the inability of the district to attract significant distribution sector investment (due in part to the poor road network).

Take up for office accommodation reached a peak of approximately 64,000 sq ft in 1999 but has subsequently declined year on year. The current office market mostly comprises converted properties, including former mill buildings which are inflexible and multi-storey. With the rapid advancement of e-commerce, many office occupiers require flexible space in order to accommodate IS equipment, disability standards and provide modern working environments.

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~~1.1.4~~6.3.4 Retail, Leisure and Tourism

Stroud serves a wide rural hinterland and is well serviced by convenience and food retailing with Waitrose, Tesco and Sainbury all having modern stores in the town. The proximity of Gloucester, Cheltenham, the Mall and associated retailing at Cribbs Causeway in Bristol for comparison goods has significantly reduced demand for retailers to locate in Stroud. The size and catchment of the town further restrict investment. This position is demonstrated by the unimplemented permission at Farhill Car Park, Stroud for a retail warehouse scheme.

In leisure terms, research undertaken in 1999 to identify the likely demand for a cinema/ leisure operator at the Merrywalks Centre, Stroud, failed to secure such an operator, concluding that the catchment and draw to Cheltenham and Gloucester was too great. This position was in spite of a strong market at the time.

Table 6.2: Schedule of take-up, 1996-2001

	1996			**1997**			**1998**			**1999**			**2000**			**2001**		
	B1/B2	**B8**	**Office**	**B1/B2**	**B8**	**Office**	**B1/B2**	**B8**	**Office**	**B1/B2**	**B8**	**Office**	**B1/B2**	**B8**	**Office**	**B1/B2**	**B8**	**Office**
STROUD																		
Less 500	0	0	564	0	0	1396	0	72	0	300	100	400	693	0	1398	0	0	990
501-2000	3938	0	2865	10330	0	8478	2620	0	13880	12344	2000	18912	10640	0	17396	1000	0	704
2001-10000	19078	0	18046	30467	0	31773	22348	0	15324	50933	0	37039	2300	2267	6848	4045	4220	0
Over 10,000	30,300	0	17955	52143	0	14312	0	0	0	73714	0	0	14000	0	0	80572	0	0
Total	53316	0	39430	92940	0	55959	24968	72	29204	137291	2100	56351	27633	2267	25642	85617	4220	1694
STONEHOUSE																		
Less 500	973	362	591	1152	0	1707	781	0	168	1302	0	1419	0	0	1394	487	0	0
501-2000	4536	0	4319	11109	0	724	2550	0	1860	8611	1646	4767	7286	0	2016	2348	0	0
2001-10000	32830	0	0	27219	0	0	6500	0	0	49962	2300	2300	46802	0	10645	0	0	0
Over 10,000	0	20000	0	10667	0	0	10667	0	0	0	0	0	32500	0	0	177000	0	0
Total	38339	20362	4910	50147	0	2431	20498	0	2028	59875	3946	8486	86588	0	14055	179835	0	0
Comb-ined total	**91655**	**20362**	**44340**	**143087**	**0**	**58390**	**45466**	**72**	**31232**	**197166**	**6046**	**64837**	**114221**	**2267**	**39697**	**265452**	**4220**	**1694**

Source: GVA Grimley

Commercial interest in canal-side locations for such uses as public house, restaurant and hotel is also restricted, in part, by the population catchment and the product. The implementation of Ebley Wharf under MU2, if able to secure A3 uses, may meet the commercial demand. However, by creating the product (i.e. the restored canal) this is likely to generate demand within it's own right.

As already noted, the reinstatement of the canal will have a fundamental role in assisting and exploiting the already growing tourism market. The anticipated increase in visitor numbers to the canal for boating, cycling or informal leisure activities will assist in generating demand. At this stage no national hotel operators have a requirement for the area. However, demand and interest may follow the reinstatement of the canal rather than lead the process.

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~~1.1.5~~6.3.5 *Residential*

With the UK housing market continuing to grow, in spite of perceived slow-down, and residential development land in the Gloucestershire area in short supply, demand for redevelopment opportunities for housing are high. The Gloucestershire area has performed well in recent years on the back of the strength of the residential market in the main regional centres (Cheltenham, Gloucester and Bristol). The location of the county in terms of the transport infrastructure, enabling good links with London, Swindon, Cardiff, Birmingham and Bristol, also increases its attractiveness. The final influencing factor is the quality of the built and natural environment generally.

In spite of the above factors, the market in Stroud has always been seen to under perform. However, initial investigations factoring in the current market position, the impact of PPG3 and a shortage in housing land generally in the area, coupled with the potential enhanced value and amenity of canal-side locations, indicates a good level of demand for serviced residential sites. This demand will, however, partly be reduced by any conversion requirements at specific locations. The potential market and developer interest is often significantly reduced through the requirement for conversion. Such schemes are perceived as higher risk leading to high abnormal build costs, along with construction delays and on-going maintenance implications.

Due to the age structure for the district, there is also potential for some retirement development to provide sheltered flat accommodation. Such an end user is likely to require a site close to amenity provision and therefore demand from such an occupier is likely to be limited to the Stroud area. Additional informal market testing is recommended to assess this potential.

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~~1.4~~6.4 Planning Policy Context

Before considering commercial opportunities along the canal it is first necessary to explore the planning policy context in the Stroud area. Planning Policy for Stroud is contained in the Stroud District Local Plan published for Deposit in November 1999 and Revised in October

2000. A number of pre-inquiry changes have also subsequently been published and the Local Plan Inquiry is scheduled to finish at the start of June 2003, with the Inspector's Report expected around a year after that. All of the sites identified within this section of the report are situated within the Stroud Industrial Heritage Conservation Area, and the majority are within the defined development boundary.

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~~1.1.1~~6.4.1 Conservation Policy

As a number of the sites are within the Conservation Area, Revised Deposit Local Plan (2000) Polices B3, B4, B5, and B6 are considered applicable. Policy B3 requires that demolition of buildings within Conservation Areas will only be permitted if the structure makes no positive contribution or the condition of the building is such that the costs of repairs outweighs its importance, and detailed proposals have been approved for the re-use of the site. Policy B4 specifies that development within the Conservation Area is only permitted if the siting respects existing features and does not harm any positive contribution made to the character or appearance of a Conservation Area. Development must also respect the scale, design, important views, proportions and detailing of the characteristics of the area, and materials used must be sympathetic and compatible with adjacent buildings and spaces. Policy B5 relates to extensions to buildings in Conservation Areas and includes similar criteria to Policy B4. Policy B6 applies to the change of uses of buildings in Conservation Areas, again similar criteria apply with the additional consideration of traffic generation.

The identified sites in Chalford are located within the Cotswolds Area of Outstanding Natural Beauty (AONB). Policy N6 of the 2000 Revised Deposit Plan states that major industrial or commercial development will not be permitted unless there is a proven national interest and a lack of alternative sites available outside of the AONB.

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~~1.1.2~~6.4.2 Canal-Related Policy

Policy R8 of the Revised Deposit Local Plan (2000) relates specifically to development on the historic route of, or adjacent to the Stroudwater, Thames and Severn, and Gloucester and Sharpness Canals. Development will be permitted provided that it does not prevent the improvement, reconstruction, restoration or continued use of the related canal and its towpath for the purposes of through navigation and public access. The Council will seek, where appropriate, planning obligations which contribute towards the improvement or restoration of the related canal and towpaths. Any development adjacent to a canal should relate to its setting. The supporting text to the policy recommends that any development proposals adjacent to a canal should respect its setting and will be required to incorporate a high standard of design. In many cases this will include appropriate canal-frontage design.

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~~1.1.3~~6.4.3 Employment Policy

The majority of the sites identified within this section of the report are established employment locations and, therefore, most are allocated in the Local Plan accordingly.

Planning Policy generally protects land currently in employment use from other land uses. Policy E1 lists the locations where employment land will be retained as areas where employment needs take precedence and where redevelopment for alternative uses or changes of use from employment use will not be permitted. The supporting text to the policy does outline exceptions to the rule where loss of employment land may be possible which is more likely to occur in older premises no longer viable for modern industrial requirements and standards. The Local Plan states that these premises may suffer from poor accessibility by today's standards and perhaps have environmental problems or conflict of industrial processes with more recent nearby development. Proposals for redevelopment of these sites will be assessed against Policy E2 of the Local Plan.

Policy E2 relates to the redevelopment of employment land not protected under Policy E1. In this case, redevelopment will be permitted where the site is considered no longer suitable for employment land and one or more certain criteria are met. These criteria include:

- There is an adequate supply of employment land to meet local needs;
- There are demonstrable environmental and/ or conservation benefits which outweigh the loss of land;
- Suitable alternative land for employment use can be provided;
- The loss of land through site rationalisation leads to investment in other parts of the site resulting in increased employment generation.

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~~1.5~~6.5 Profiles of Identified Opportunities

This section of the report presents a summary of sites identified along the canal corridor. It is supported by a series of site summary sheets (attached as Annex E), and a summary of associated floorspace and employment implications (explored in Section 6.6 and Annex F). The sites identified have been assessed initially against two key criteria – firstly, physical and planning considerations and, secondly, commercial factors of demand and need. The majority of sites identified are allocated under the Stroud Local Plan for employment purposes. As set out above in the preceding section, the Local Planning Authority, in light of such allocations and the current status of the Local Plan, is likely to actively oppose any scheme which results in the significant loss of employment provision. However, some of the sites can be classed as 'previously developed' and potential windfall sites. While constrained by a number of physical issues, all could be identified as regeneration opportunities assisting the Council in meeting the Government's brownfield land targets.

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~~1.1.1~~6.5.1 Overview

Regeneration activity has already started to take place along the canal corridor even in its current non-navigable state. This includes Stonehouse Hotel and residential developments at Bridge-side, Frome Gardens and Strachans Close.

The development opportunities identified have been categorised into two sections of the canal between:

- Stonehouse and Capel Mill – Stroud Urban Area (these investigations reflect and build on previous research undertaken by GVA Grimley on behalf of British Waterways in 2000).
- Capel Mill and Chalford

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~~1.1.2~~6.5.2 *Development opportunities between Stonehouse and Capel Mill*

The remit of the study is the identification of development locations, relating to the canal and the associated types of uses likely to be attracted to them. Twelve sites were identified and assessed along the section of the canal between Stonehouse and Capel Mill. The reinstatement of the canal was cited as a direct and influencing factor at four locations, including Capel Mill, Ebley Wharf, Cheapside and Stonehouse Bridge Junction. Two of the four sites are under construction in advance of the restoration programme – Ebley Wharf and Cheapside. Ebley Wharf is the only site to directly contribute to the canal restoration programme.

The implementation of schemes has recently occurred on five of the twelve sites identified. However, with the exception of Dudbridge Industrial Estate, all schemes have a residential land use as the key commercial driver. We have rated the sites out of five in terms of their development potential and the impact that the restoration of the canal will have upon them (one being very limited development potential and limited impact of canal restoration). A summary of the analysis is set out in Table 6.3. Detailed analysis and site locations can be found in Annex E, whilst a summary of generated floor-spaces and employee numbers can be found in Section 6.6 and Annex F. There follows a brief commentary profiling each of the sites between Stonehouse and Capel Mill:

1.	***Land adj. to EK4 Bonds Mill***	***Development potential rating:***	***2***
		Impact of canal restoration:	***2***

A substantial level greenfield site adjacent to employment land in a prominent location. However, development proposals could attract strong planning policy objections, as the site is situated outside of the defined development boundary and inside an area of identified high quality landscape watercourse. The site would most likely be considered for expansion of the Bond Mill Industrial Centre although residential use could be argued if policy issues could be overcome. It is unlikely that restoration of the canal would have a significant effect on development occurring.

2.	***Stonehouse Bridge Junction***	***Development potential rating:***	***5***
		Impact of canal restoration:	***4***

The canal enhancement and bridge improvements are now complete. The west section of the site is being developed by Westbury Homes to provide 23 residential units (3 and 4 bed homes and 1 and 2 bed flats). Opportunities also exist for a canal related use, for example cycle hire. If the eastern parcel could accommodate it, there may be potential to develop a roadside A1/A3 use.

3. Ebley Wharf — ***Development potential rating: 4***
Impact of canal restoration: 4

A requirement to contribute to the canal is set out in the Local Plan. This provides a key development opportunity linked to the canal, although a number of development constraints will need to be overcome through the planning process. A further phase of development at this location could lead to a marina with boat mooring. At present the canal is being dug out and restored; a moderate housing development has recently been completed which demonstrates the dependency that restoration of the canal can have on development opportunities. The site is within Policy MU2 of the Local Plan which allocates 6 ha for residential, employment, retail and a public house. The Local Plan Policy MU2 requires that development on the site will be obligated to ensure the reopening of the canal within and adjacent to the site. The site has been the subject of various planning applications which are summarised in Table 6.3 below and also in Annex E.

4. Triangle Site — ***Development potential rating: 4***
Impact of canal restoration: 3

The rear section of the site has recently been developed for residential purposes. The remainder of the site is under-utilised, flat in nature and contains vacant redundant buildings. The site is highly prominent with direct frontage onto the bypass and excellent access which suggests roadside A1/ A3 sui generis uses along with further residential development. The site is not allocated in the Local Plan. The Council may not view retail A1/ A3 uses as favourably as employment uses on the site in planning terms.

5. Dudbridge Industrial Estate — ***Development potential rating: 3***
Impact of canal restoration: 2

A high profile and under utilised site which is a prime location for intensification for employment purposes and decanting of use from other canal site locations. However, planning permission and conservation area consent was refused in March 2003 for the demolition of existing an office/ workshop/ store building and erection of a new block of three nursery units for Class B1, B2 and B8 use. The proposal was refused on the grounds that it was sited immediately adjacent to the canal and towpath and was deemed to cause demonstrable harm to the area by virtue of its design, location and scale. This decision followed a previous refusal. Despite this refusal, the site should still be considered as suitable for further employment development/ redevelopment because it is allocated in the Local Plan as protected employment land and within the defined development boundary.

6. Chestnut Lane — ***Development potential rating: 3***
Impact of canal restoration: 2

The site is currently occupied by motor vehicle sales, a cement plant and industrial users and is not allocated in the Local Plan for a specific use. There are, however, significant constraints which will need to be resolved before significant development can take place. These include: restricted access through a residential area, possible flooding constraints as the site is within the River Frome valley, and the site is adjacent to an area of protected open space. The canal is separated from the canal by the towpath and a narrow road/ track and the influence of restoration on development would therefore only be partial. The site could accommodate high quality residential development with a possible link with the Fromehall site if the above mentioned constraints can be overcome.

7. Fromehall Mill (Lodgemore Lane) — ***Development potential rating: 4***
Impact of canal restoration: 3

The site contains a mix of listed mill buildings, a fishing pond, employment provision and pasture. There is potential to develop a mixed use scheme, as the site is not allocated for a specific use in the local plan. Development opportunities include the conversion of the mill buildings into residential units with further new build residential and employment development. T here are number of constraints which would need to be overcome before development can take place which include access and floodplain issues.

8. Telephone Exchange, Cainscross Road — ***Development potential rating: 2***
Impact of canal restoration: 2

At present the site is actively used by BT though it could provide an opportunity for a small scale residential scheme. This would be a windfall provision in the Local Plan. The site benefits from a reasonable access provision. The influence of canal restoration on the site would be partial, residential development could be orientated towards the river as demonstrated by neighbouring housing developments nearby. The main development issue would be the relocation of the existing use. In policy terms the site is constrained by its proximity to the adjoining key wildlife site allocation and conservation area.

9. Farhill Car park, Cainscross Road — ***Development potential rating: 5***
Impact of canal restoration: 3

The former car park provides a prime brownfield opportunity in a highly prominent location. The site has been the subject of various planning applications for retail development. Planning permission was approved in principle at a January 2003 planning committee for the development of a non-food retail store with garden centre, although there has been a delay in the completion of the section 106 legal agreement which includes the contribution of the £70,000 for canal related works. The Local Plan actually allocates the site for non-food retail development.

10. Cheapside | ***Development potential rating: 4***
Impact of canal restoration: 2

This high profile site links the town centre to the canal and would accommodate a mix of residential, commercial, employment, canal-side and town centre uses. The Local Plan seeks to secure a public transport interchange and town centre car parking, both failing to generate a substantial development value. As part of a complete proposal, the site has the potential to directly link the town centre to the canal. Development is currently taking place on part of the site, with conversion to residential apartments taking place in the Hill Paul Building.

11. Fromeside Industrial Estate/T Butt & Son. | ***Development potential rating: 4***
Impact of canal restoration: 3

The existing industrial estate provides limited infill opportunities with direct canal frontage. At present the units back onto the canal towpath and any development proposals should re-align the buildings to face onto the canal. The main development opportunity in the estate is the largest occupier – T. Butt and Son who supply building materials. They occupy a significant site area which can be accessed/ egressed from two points. The T. Butt and Son site has a substantial canal frontage which would provide an attractive opportunity for development of the site for alternative land uses. The T. Butt site is not allocated for a specific land use in the local plan making mixed use an attractive option which could be developed alongside any large scale scheme at the Cheapside site. Opposite the western entrance to the T. Butt site there is a small vacant site which is highly prominent from the roundabout, with direct canal frontage which could also provide an opportunity for various land uses.

12. Capel Mill | ***Development potential rating: 3***
Impact of canal restoration: 5

The restoration of the canal would be fundamental to any development at this location. We are advised that restoration would be a precondition of any favourable consideration of an application for proposals in this area by the planning authority. We have been informed that the site is being assessed maybe as part of an emerging community based plan. This is at a very preliminary stage and being facilitated by the South West Regional Development Agency's Market and Coastal Towns Initiative. No further information is available at this stage in the process. The site is not allocated in the Local Plan and there is sufficient land for a second phase of development if any future initial development were successful. The site could accommodate a mixed use scheme anchored by a new marina. Integration with the canal will be a crucial factor in the success of any proposals.

Table 6.3: Summary of review of opportunities between Stonehouse and Capel Mill

1. Land adj. to EK4 Bonds Mill			
Site Description	**Redevelopment potential**	**Development Influences**	**Influence of canal**
Greenfield, contained, high profile site.	Employment B1/B2 and residential.	Site undeveloped but same potential. Strict planning policy.	Partial.
Commentary: No development since previous research in 2000.			

2. Bristol Rd Regent St/ Downton Rd junction			
Site Description	**Redevelopment potential**	**Development Influences**	**Influence of canal**
Western parcel levelled for development. Eastern parcel scrubland.	Roadside A1/A3 and residential.	Western parcel has been levelled for development.	Partial but prominent roadside location.
Commentary: Westbury Homes on site developing 23 residential units (3 and 4 bed homes and 1 and 2 bed flats) on the western parcel			

3. Ebley Wharf, Westward Rd.			
Site Description	**Redevelopment potential**	**Development Influences**	**Influence of canal**
Mixed use area: ageing retail units, employment, listed mill house, meadowland.	Mixed use: retail, employment and housing.	The canal is currently being dug out from the site to Ebley Mill, with new moderate residential development completed on north bank.	Significant.
Commentary: A number of planning applications submitted in the area: • S02/1969: undetermined application for flood alleviation works and reserved matters following outline application recorded in previous research. At Ebley Mill: • 02/2141: reserved matters for phase 2 access undetermined. • S02/2282: demolition in conservation area approved 19/02/03.			

4. Triangle Site			
Site Description	**Redevelopment potential**	**Development Influences**	**Influence of canal**
Under-utilised land, vacant building, and residential development.	Roadside A1/A3 Sui Generis B2/B8 employment.	New residential development has taken place on and around the site on both sides of the canal. From the bypass the vacant buildings are visually intrusive.	Partial.
Commentary: Residential scheme being completed although substantial amount of vacant land/derelict buildings remains along the road frontage with potential for redevelopment. Potential for unused rugby pitches on southern side of canal.			

5. Dudbridge Industrial Estate			
Site Description	**Redevelopment potential**	**Development Influences**	**Influence of canal**
Large scale industrial building.	Intensification of B2/B8 employment uses.	Existing adjacent B2 occupiers.	Partial but prominent roadside location.
Commentary: Planning permission (S.02/1971) and conservation area consent (02/1970 for demolition) was refused on 11/03/03 for demolition of existing office/workshop/store building and erection of new block of three nursery units for Class B1, B2 and B8 use. The proposal was sited immediately adjacent to the canal and towpath and was deemed to cause demonstrable harm to the area by virtue of its design, location and scale. This decision follows a previous refusal.			

6. Chestnut Lane: Wycliffe Industrial Estate			
Site Description	**Redevelopment potential**	**Development Influences**	**Influence of canal**
Existing industrial, motor sales and cement plant.	Residential	Access issues would need to be resolved and contamination could be an issue.	Partial
Commentary: Opportunity to link site with Fromehall, Lodgemore Lane			

7. Fromehall Mill			
Site Description	**Redevelopment potential**	**Development Influences**	**Influence of canal**
Listed mill buildings, fishing pond, employment provision, vacant land.	Mixed use: residential and employment, development ratio 80:20.	Access may need to be improved, listed buildings and pond create obstacles for redevelopment.	Significant
Commentary: Potential for high quality residential development with conversion of existing building.			

8. Telephone exchange, Cainscross Road			
Site Description	**Redevelopment potential**	**Development Influences**	**Influence of canal**
BT storage depot and exchange.	Residential.	Building would need to be demolished.	Partial
Commentary: Site remains actively used by BT			

9. Farhill, Cainscross Rd			
Site Description	**Redevelopment potential**	**Development Influences**	**Influence of canal**
Former car park.	Retail A1/A3 and residential.	Site boards up indicate Homebase to develop site imminently.	Limited -site is above the canal level.

Commentary: Planning application 00/1355 (noted on previous study) for subdivision of one of the previously approved 3 A1 non-food retail units was approved on 10/10/00. Application (02/2041) for erection of single retail store with garden centre, secure yard, car parking, landscaping, access and highway works remains undecided although it was approved at the committee on 14/01/03 with a 106 Agreement including £70,000 for canal related works. NB: The company of proprietors of Stroud-water canal objected to the scheme as they felt it would have a detrimental impact on the canal

10. Cheapside Wharf			
Site Description	**Redevelopment potential**	**Development Influences**	**Influence of canal**
Mixed uses including town centre car park and buildings.	Residential, retail A1/A2/A3 and employment B1/B2.	Majority of site unchanged but substantial works to Hill Paul building to convert into residential flats underway.	Limited site elevated above canal.
Commentary: Various applications relating to Hill Paul Building approved in relation to residential development of 36 flats. Further application refused on 05/02/03 for three dwellings adjacent to 26/27 Bath Place			

11. T-Butt site and Fromeside Industrial Estate			
Site Description	**Redevelopment potential**	**Development Influences**	**Influence of canal**
Mixed use industrial estate.	Intensification of existing estate and redevelopment of T-Butt site.	Existing users (i.e T Butt) will probably need to be relocated for redevelopment which would require substantial floorspace.	Partial.
Commentary: Small areas of vacant land adjacent to the canal. Remainder of estate has no noticeable vacancies. Patch of vacant land opposite western end of T-Butt site (adjacent to canal pond).			

12. Capel Mill			
Site Description	**Redevelopment potential**	**Development Influences**	**Influence of canal**
Meadow land.	Mixed scheme anchored by new marina.	Site being assessed as part of emerging community plan as part of SRWDA initiative.	Essential
Commentary: Floodplain and outside of development boundary limits development potential for the site but could possibly serve as focus for a new marina if canal reopened here.			

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~~1.1.3~~6.5.3 Development opportunities between Capel Mill and Chalford

This stretch of canal moves out of the urban context of Stroud into the rural hinterland. The canal generally tends at this location to be sandwiched between the River Frome and London Road. This acts, in certain stretches, as a constraining factor with identified sites tending to be characteristically narrow and often further constrained by access and physical considerations such as topography, floodplain etc. The sites identified as part of these initial appraisals are illustrated in Annex E. Section 6.6 below summarises the potential floorspace and employment impacts of these development opportunities (presented in more detail in Annex F) ~~illustrates potential floorspace and generated employee figures~~. Thirteen (nos. 13-25) sites have been identified along this stretch of the canal and analysis of these sites is detailed below (with a summary in Table 6.4). Again we have rated the sites out of five in terms of their development potential and the impact that the restoration of the canal will have upon them (one being very limited development potential and limited impact of canal restoration).

13. Land at Bowbridge Wharf

Development potential rating: 4
Impact of canal restoration: 3

The site provides a significant opportunity for a canal-side residential development with a significant canal frontage. As the site is already acquired and be being promoted by a residential developer (for 24 dwellings), there appears to be limited scope for further alternative land uses in this location, although planning permission is not yet finalised for residential development. If the site is not fully developed for residential use, there could be potential for leisure use in the form of a pub/ hotel in this location if the planning policy could be overcome (the site is allocated for 25 units of residential development). The current undetermined planning application for a new roundabout to facilitate access suggests that the site has identified access and infrastructure capacity issues. The site would be likely to be developed without the canal being restored, although it is likely that the planning authority will seek to ensure that the restoration takes place with residential development.

14. Land beyond Bowbridge Lock

Development potential rating: 1
Impact of canal restoration: ~~n/a~~2

A highly restricted site in terms of topography and shape, development of the site could take place by extending the existing residential development at Bowbridge Lock southwards along the canal. The canal is restored and open at this location and, therefore, the second rating category primarily concerns the impact that a *fully* navigable waterway will have on the development ~~is irrelevant~~. As the southern section of the land in question is outside of the defined development boundary in the Local Plan there would be strong planning policy objections to development of this land which this clearly restricts development potential rating.

~~Revise impact of restoration?~~

15. Griffin Mills Industrial Estate

Development potential rating: 2
Impact of canal restoration: ~~n/a~~2

The site consists of what appears to be an under-utilised car parking area within the curtilage of an existing noisy industrial user which forms part of an allocated employment site of the Local Plan. Therefore amenity grounds and planning policy would suggest that potential development could only be in the form of compatible employment use. Policy E1 of the

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Local Plan which protects employment land from residential development and a recent planning decision in the vicinity further underline the lack of scope for alternative uses if development was deemed acceptable. ~~The canal is restored and open in this location and therefore the second rating category is irrelevant.~~

~~Revise impact of restoration?~~

16. Ham House and Ham Mills — ***Development potential rating: 3***
Impact of canal restoration: ***~~n/a~~2***

This site consists of two distinct parts, a vacant mill complex and a large domestic dwelling within substantial grounds which actually front the canal. Therefore the site will only be worth considering as a whole because the dwelling (Ham House) facilitates canal-side frontage and the mill complex provides a highly significant development opportunity. The mill complex is allocated within the Phoenix Industrial Estate employment allocation EK14. Local Plan policy would, therefore, aim to protect the mills from uses other than employment. However, residential development within the mill complex should not be entirely discounted. ~~The canal is restored and open in this location and therefore the second rating category is irrelevant.~~

As the Mill building is Grade II listed (and also Ham House is likely to be), further planning policy and listed building regulations must be considered. Policy B10 of the Revised Deposit Local Plan (2000) states that the change of use of all or part of a listed building will be permitted if it would preserve the building, its setting, and any special features. ~~Revise impact of restoration?~~

17. Phoenix Industrial Estate — ***Development potential rating: 3***
Impact of canal restoration: 3

Another site consisting of what appears to be an under-utilised car parking area within the curtilage of existing industrial users which forms part of an allocated employment site of the Local Plan. Therefore, amenity grounds and planning policy would suggest that potential development could only be in the form of compatible employment use. Policy E1 of the Local Plan which protects employment land from residential development and a recent planning decision in the vicinity further underline the lack of scope for alternative uses if development was deemed acceptable. The canal is partially open at this location and therefore restoration of the canal could have a partial impact on the site.

18. Hope Mill Lane & HG13 Allocation — ***Development potential rating: 2***
Impact of canal restoration: 3

The greenfield housing allocation (Policy allocation HG13) is separated from the canal by a well established residential caravan park. The greenfield site is highly likely to be developed in the near future as it is allocated in the Local Plan for approximately 30 dwellings (6 of which are required to be affordable). Planning policy would protect the housing allocation from being developed for alternative uses. The canal in this location is overgrown and therefore restoration would have a partial impact on development.

The caravan park has a significant canal frontage and is currently sandwiched between two industrial estates. If these could be relocated or land acquired within it, there could be scope to develop leisure and tourism along the canal which would have to comply with Policy E7A of the Revised Local Plan which covers 'Tourism and Visitor related development'. The Policy encourages the expansion of tourist facilities in the area provided that they relate to the surroundings in terms of scale, nature and general impact. Proposals must not have a significant retail or residential element to them.

19. Hope Mills Industrial Estate — ***Development potential rating: 4***
Impact of canal restoration: 4

The existing industrial estate is allocated under Policy E1 (allocation EK15) and provides scope for redevelopment as there is an overall run-down appearance with random mix of building types and sizes. There are a small number of gaps in development along the canal frontage at this location which could provide potential for new intensified employment development within the existing estate.

At this location the canal is either filled in or has been built upon and, despite its close proximity to the line of the canal, the existing estate is very much detached from the waterway. Comprehensive redevelopment of the estate would have to respect the Conservation Area designation and the Planning Policy aspirations to retain and protect the existing employment use. One of the main obstacles to redevelopment would likely to be the large pond in the centre of the estate. There could be potential, however, to convert or redevelop the mills at the southern end of the estate for alternative uses as they could be somewhat detached and accessed separately from the existing employment users.

20. Brimscombe Port — ***Development potential rating: 5***
Impact of canal restoration: 4

This site is the largest and most significant on this stretch of the canal in terms of development potential. At present the land is allocated under Policy E1 as protected employment land and comprises a large vacant former industrial brownfield site. However, the scale and prominence of and access to the site lend it to a comprehensive mixed use scheme. The reinstatement of the canal would be crucial in any large development scheme which would, in planning policy terms, have to remain predominantly in employment use.

The reinstatement of the canal would provide excellent potential to develop residential and tourism uses as part of a larger employment scheme. Tourism development would have to comply with Policy E7A of the Revised Local Plan which covers 'Tourism and Visitor related development'. The Policy encourages the expansion of tourist facilities in the area provided they relate to the surroundings in terms of scale, nature and general impact.

Proposals must not have a significant retail or residential element to them. As with the majority of the other identified sites the land falls within the Conservation Area, consideration of the scale and design of any proposals would be crucial for development of the size envisaged.

21. Haywards Car Breakers and Environs

Development potential rating: 4
Impact of canal restoration: 4

The site consists of a complex of mill buildings currently occupied by a mixture of employment users, a redundant canal-side building and a car breakers yard. The development of the site would be restricted by the river which runs behind the site and the railway viaduct which dissects the site could create amenity issues if residential development was considered. As the site is not allocated for any specific use there could be strong planning arguments on environmental grounds to develop the site for alternative uses to the existing employment uses under Policy E2 outlined above. This could be particularly applied to the proximity of the breakers yard and the negative impact on the river. Furthermore, current changes to regulations governing scrap metal businesses may render the existing business non-viable. The existing mill buildings and the redundant building show potential for conversion and refurbishment for various uses which could include residential, tourism, leisure and office use.

The main issue to consider in terms of restrictions would be the existing access which is currently gained over a narrow bridge leading from London Road. Restoration of the canal could have a significant effect on the site, especially in relation to the redundant building immediately above the towpath which appears to have enough architectural interest to merit it’s retention. Due to its close proximity (it could be argued that the sites actually join) and significant size, the future development options for Site 20 (Brimscombe Port) should be considered in the context of this site.

22. GB Electronics Toadsmoor Lane

Development potential rating: 5
Impact of canal restoration: 4

GB Electronics appear to be winding down their operation at this location. If this is the case then there is potential to develop a significant site with a large section of canal frontage at the same height levels. The reinstatement of the canal in this location would be significant to any redevelopment options. Despite the presence of other industrial users in this location the site is not allocated as employment land, although this is not say that permission for alternative land uses in this location would be easy to gain. In fact a relatively recent planning application for residential development on the GB Electronics site was refused. Access to the site may have been a determining factor in this decision, at present traffic from London Road must double back on itself under a small bridge which is problematic.

If this site was to be considered for redevelopment then the aspirations of the adjoining employment users should be established to see if a more comprehensive redevelopment scheme would be possible. Existing industrial users in the locality could create amenity issues for future occupiers of any residential units built on the GB Electronics site. The key adjacent user to this site would be Olympic Varnish who own a substantial site on the opposite side of the canal to GB Electronics. At present Olympic Varnish operate as noisy B2 users and their aspirations in particular should be considered in the case of large scale redevelopment of the area.

A further planning policy consideration for this site is that the southern boundary adjoins the designated Cotswold Area of Outstanding Natural Beauty (AONB), although the criteria that new development adjoining an AONB must comply with is very similar to that for development in a Conservation Area.

23.	***Chalford Industrial Estate (EK1)***	***Development potential rating:***	***3***
		Impact of canal restoration:	***2***

Although the existing estate (allocated as site EK1 in the Local Plan) appears to be performing well there is potential for intensification of the existing users. At present a large amount of the estate floorspace is taken up by the storage of materials associated with the builder's merchants and parking for the garage user. Despite the canal running alongside the northern boundary of the estate it is detached by a substantial boundary wall and runs elevated to the ground level of the estate. Access from London Road towards the estate is good though the actual entrance into the estate needs improvement which, subject to detailed investigations, is feasible. If the existing users were to remain on the estate then the only possible development options would be in the form of B2 industrial users on underused land within the estate. However, if a more comprehensive redevelopment solution is promoted involving relocation of users from the estate then the site lends itself (subject to overcoming planning policy which protects existing employment sites) to mixed uses including residential, commercial (B1) and leisure (i.e. pub/ hotel/ marina). A large attractive mill building within the estate would worthy of retention and conversion.

The site is surrounded by the designated Cotswold Area of Outstanding Natural Beauty (AONB), although the criteria that new development adjoining an AONB must comply with is very similar to that for development in a Conservation Area.

24.	***Eastern end of Chalford Industrial Estate***	***Development potential rating:***	***4***
		Impact of canal restoration:	***4***

This site forms the eastern end of the Chalford Industrial Estate which is allocated as Site EK1 in the Local Plan. However, it can be considered as a separate development opportunity because of different characteristics than the remainder of the estate. The site includes a number of small-medium scale enterprises including Chalford Chairs and Mixed Monkey (who sell garden products/ plants) which front London Road. The canal at this location is largely overgrown but dissects the site in two and runs at the same level to the buildings. The site has a good means of separate access from the main access to the remainder of the estate which further lends it to a separate smaller development opportunity. Some of the existing buildings could be retained for conversion and maybe sought by the Local Planning Authority. However, complete demolition should not be ruled out (provided existing structures are not Listed). As the site is protected employment land in planning policy terms, any development scheme would have to include an element of employment provision or a carefully justified argument against retention of such a provision. Possible uses could include elements of residential, commercial, leisure (i.e. pub/ marina), although the impact of the existing adjacent B2 users on the main part of Chalford Industrial Estate (Site 11) should be considered.

Restoration of the canal at this location is likely to have a direct effect on the site as the existing buildings are immediately adjacent to the canal on both sides. The site should be considered in the context of both Site 23 (Chalford Industrial Estate) and Site 25 (Chalford Garage). The main issue in terms of restoration of the canal at this location is the missing link as it crosses London Road. The reinstatement of this link may need a large amount of land take and capital cost which could impact greatly on this site.

25. Chalford Garage and 'Rub TM Ltd' — Development potential rating: 3
Impact of canal restoration: 2

The site is situated in a prominent position adjacent to London Road and consists of a second hand car dealers/ motor repairs and a mill building occupied by 'RUB TM Tension Membranes'. Both businesses appear to be fully operational and the site is heavily constrained to the north by the river and residential development beyond. The canal runs above the site and is largely restored in this location, although again the main issue is the lost link as it crosses London Road. This site is not protected as employment land in the Local Plan and therefore developing alternative uses on this site should not attract the level of policy objections that the other protected sites may attract. However, the site is constrained by topography, being sandwiched by the river and canal and having varying site levels. The prominent location and lack of employment protection lend the site to sensitively considered mixed use redevelopment creating a residential based scheme with a possible leisure element. An additional constraint would be its proximity to the adjacent river floodplain.

Table 6.4: Summary of development opportunities from Capel Mill to Chalford

13. Land at Bowbridge Wharf, Butterow Hill (Policy HG12)			
Site Description	**Redevelopment potential**	**Development Influences**	**Influence of canal**
Vacant, long narrow site with large canal frontage	Residential.	Site allocated for housing in SDPL for 25 units	Partial – expect contributions to restoration.
Commentary: Site acquired by Newland Homes. Planning permission for 24 units and new roundabout junction (01/1107 &S01/1107) remain undetermined. Site clearance works underway			

14. Land beyond Bowbridge Lock			
Site Description	**Redevelopment potential**	**Development Influences**	**Influence of canal**
Greenfield provision adjacent to residential development at Lock	Potential to expand residential southwards.	Site constrained by canal, floodplain and existing landuses	Creates frontage for existing ressie.
Commentary: Between Stafford Mills Industrial Estate and Griffin Mill Industrial Estate under-utilised land has the potential for canal side redevelopment. This land is constrained by topography and existing railway			

15. Car Park within Griffin Mills Industrial Estate (EK13)			
Site Description	**Redevelopment potential**	**Development Influences.**	**Influence of canal**
Under utilised car park	Employment/offices.	Site within conservation area. Limited access. Noise and health & safety issues may arise from existing users	Significant – canal open at this location
Commentary: Outline planning for residential was refused in March 2003 on 0.32 ha to the north of this site and south of Stafford Mills Industrial Estate on grounds of loss of employment and lack of residential amenity.			

16. Ham House and Ham Mills			
Site Description	**Redevelopment potential**	**Development Influences.**	**Influence of canal**
Vacant mill building complex and adjacent house/land with direct access to canal	Mixed Use/residential.	Local Plan policy constraints, Listed Building, location within conservation area all influencing factor to development	Mill complex has no direct access – house required to secure frontage.
Commentary: Although Mill complex currently being marketed for employment generated uses, it is unlikely based on market analysis and implication of converting the listed building that an operator will be identified. Any redevelopment proposals will be subject to stringent planning policy considerations.			

17. Phoenix Industrial Estate (EK14)			
Site Description	**Redevelopment potential**	**Development Influences.**	**Influence of canal**
Existing industrial provision with under – utilised car park	Employment/Residential .	Local Plan employment allocation. Conservation area	Partial
Commentary: Car park provides potential to expand & improve existing industrial estate. Site abuts existing housing allocation providing some development potential.			

18. Hope Mill Lane and Hg13 Allocation			
Site Description	**Redevelopment potential**	**Development Influences.**	**Influence of canal**
Adjacent to canal and static residential park. Part green field	Leisure & tourism – limited residential	Local Plan employment allocation. Greenfield status and neighbouring uses	Partial – if redevelopment of caravan park could be achieved
Commentary Site has limited redevelopment potential for residential but could deliver additional tourist accommodation as restoration of canal comes into fruition.			

19. Hope Mills (EK15)			
Site Description	**Redevelopment**	**Development Influences.**	**Influence of**

	potential		**canal**
Industrial provision with medium/poor quality units	Limited to mainly employment refurbishment. Mill suitable for residential	Local Plan employment allocation. Limited land available for expansion. Topographical constraints including pond area	Partial
Commentary: Opportunity for some infilling of the existing employment estate and refurbishment programme. Two parcels of land between northern part of estate and London Road protected for outdoor play provision considered unlikely to come forward for development during plan period.			

20. Brimscombe Port Industrial Estate (EK16)			
Site Description	**Redevelopment potential**	**Development Influences.**	**Influence of canal**
Redundant industrial units in prominent location with excellent access to London Road.	Mixed use – housing, employment, leisure including canal activities (moorings)	Local Plan employment allocation. Adjacent to converted mill complex accommodating mainly B1 uses Vacant land provides potential for reinstating the canal as part of comprehensive scheme	Significant
Commentary: The site is currently being marketed by Lambert Smith Hampton for employment. The comprehensive development accompanied by reinstatement of canal through the site could achieve a viable mixed-use scheme.			

21. Haywards Car Breakers & Environs			
Site Description	**Redevelopment potential**	**Development Influences.**	**Influence of canal**
Redundant building and under utilised mill complex fronting canal	Employment/Residential	Conversion of existing mill building and access. Relocation of existing established businesses	Significant
Commentary: It is anticipated any redevelopment scheme will require retention and conversion of Mill Building. Residential is the optimum reuse of such a building however this requirement will limit the level of commercial interest and viability of the site. Access will also be a key determining constraint. Site should be considered in conjunction with site 20.			

22. GB Electronics Toadsmoor Lane (formally Wimberly Mills)			
Site Description	**Redevelopment potential**	**Development Influences.**	**Influence of canal**
Large industrial site with adjacent vacant land	Residential/Mixed Use.	Series of applications for residential development across the site have been refused. Open countryside and Landscape constraints to the south & east of site	Significant – large canal frontage.

Commentary: Investigations conclude the Local Planning Authority will actively oppose residential development on this site. There remains a realistic chance that some residential could be achieved on site through a comprehensive mixed use scheme incorporating the reinstated canal. The aspirations of surrounding users (especially Olympic Varnish) should be established.

23. Chalford Industrial Estate (EK1)

Site Description	Redevelopment potential	Development Influences.	Influence of canal
Active industrial estate with under utilised land within the boundary.	Either infill with B2 employment use or complete redevelopment for mixed use.	Protected employment land in planning policy terms. Direct site access needs improvement.	Partial at present although if comprehensive redevelopment could be significant.

Commentary: Opportunity for some infilling of the existing employment estate and refurbishment programme. Possible redevelopment for comprehensive mixed use scheme although large degree of employment use retention would be a requirement from the planning authority.

24. Eastern end of Chalford Industrial Estate Including Chalford Chairs (EK1)

Site Description	Redevelopment potential	Development Influences.	Influence of canal
Existing small-medium B2 users at end of industrial estate.	Canal dissects the site and would provide mixed use development potential.	Existing impact of adjacent industrial users on main part of Chalford Industrial Estate should be considered. Planning Policy would require employment element in development.	Significant, although missing link as it crosses London Road.

Commentary: Opportunity to redevelop site separately from remainder of the Industrial estate as highly prominent and separate means of access with direct can frontage at same level. Site should be considered in context of site 23 and 25 due to the proximity of the canal.

25. Chalford Garage and 'RUB TM Tension Membranes'

Site Description	Redevelopment potential	Development Influences.	Influence of canal
Existing garage and B2 user within mill building.	Potential to develop for residential and leisure as not protected employment land.	Adjacent residential development and topography due to close proximity of river and canal and varying site levels.	Partial, canal is above site and already largely restored. Missing link as the canal crosses London road needs to be resolved.

Commentary: Potential for conversion of existing mill building for residential use, prominent garage site could accommodate a small scale leisure user i.e. pub/restaurant. Site should be considered in context of site 24 as opposite side of road and filling in the missing canal link across London Road could have a substantial impact on both sites in terms of land take.

~~1.1.4~~6.5.4 *The Rural Context beyond Chalford*

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Thus far we have not examined the development potential of opportunities beyond Chalford. However, the restoration of the canal will bring economic benefits to the rural hinterland and existing business explored elsewhere in this report. Consultants have been commissioned independently to this report to investigate the opportunities as part of the Water Park's expansion area. This expansion directly impacts on the canal corridor. The optimum approach is to consider what land uses and land take is required to service the canal and canal users (i.e. marinas, moorings and leisure) and identify the most appropriate site for such a use. At this point a detailed assessment of the ability of the existing infrastructure to accommodate such a use and the impacts associated with such a development would have on an area can be considered.

6.6 Impacts Associated with Commercial Development

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Our review of the commercial development opportunities along the canal has highlighted the potential floorspace and employment impacts. These are set out in Annex F and are summarised in Table 6.5 below. Key results are as follows:

- Canal-side development has the potential to bring a total of 55.9 hectares of land forward for development of which 42.8 hectares would be brownfield (77 per cent of the total).

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- A total of 710 new residential units would be provided, along with 68,394 sq m of employment space and 8,452 sq m of retail/ leisure space.

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- Gross employment associated with the canal-side development opportunities identified by this study totals some 1,866 jobs. The majority (1,683) of these employment opportunities are found within office or industrial developments.

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- Employment figures presented thus far are gross; in order to produce net levels it is necessary to take account of factors such as displacement and additionality. Given the early stage of the canal restoration programme, the fact that it is not possible to attach timescales to these development schemes, and the remit of this study (to estimate net employment levels it would be necessary to undertake a comprehensive review of the local property and development market), this exercise has not been completed.

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Table 6.5: Summary of impacts of commercial development opportunities

Site	Land brought forward for development (ha)	New housing (units)	Floorspace (sq m) Employment	Floorspace (sq m) Retail/ leisure	Employment Office/ industrial	Employment Retail/ leisure	Total
1 Adj. to Bonds Mill	4.5		15,715 (B2/B8)		375		375
2 Stonehouse Bridge Junction	1.4	42					0
3 Ebley Wharf	6.0	75	5,000 (B2)	2,600 (A1)	83	96	179
4 Triangle	2.0		6,600 (B2)	266 (A1)	110	10	120
5 Dudbridge Industrial Estate	4.7		15,776 (B2/ B8)		262		262
6 Chestnut Lane	1.8	53					0
7 Fromehall Mill / Lodgemore Lane	6.3	152	4,211 (B2)		70		70
8 Telephone Exchange	0.3	7					0
9 Farhill	1.5			5,151 (A1)		77	77
10 Cheapside	2.3	86	762 (B1/ B2)				0
11 Fromeside and T Butt & Sons	2.3	20	871 (B1/ B2)		38		38
12 Capel Mill	1.8	54	600 (B1)		20		20
13 Bowbridge Wharf	1.8	54					0
14 Land beyond Bowbridge Lock	0.2	7					0
15 Car park within Griffin Mills Industrial Estate	0.5		1,536 (B2)		26		26
16 Ham House and Ham Mills.	2.5	55	2,528 (B1)		126		126
17 Phoenix Industrial Estate.	0.2		618 (B2)		10		10
18 Caravan Park and housing allocation site	2.1	50					0
19 Hope Mills Industrial Estate	4.5	47	4,219 (B1)		210		210
20 Brimscombe Port Industrial Area	3.9	70	5,425 (B1/ B2)		195		195
21 Haywards car breakers and surrounds	0.7	13	580 (B1)	435	29		29
22 GB Electronics, Wimberly Mills	0.9	19	1,108 (B1)		55		55
23 Chalford Industrial Estate	2.7		2,045 (B2)		34		34
24 Eastern end of Chalford Industrial Estate	0.6	14	480 (B1)		24		24
25 Chalford Garage and RUB TM Ltd.	0.4	9	320 (B1)		16		16
Totals	**55.9**	**710**	**68,394**	**8,452**	**1,683**	**183**	**1,866**

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~~1.6~~6.7 Conclusions and Key Messages

This market analysis, review of the local property market and assessment of development potential along the canal has highlighted the following key messages:

- The commercial review has identified a common and consistent theme. The size, scale and potential of the reinstatement of the canal corridor represents a challenging opportunity for the area given the size, location considerations, rural bias, wealth and prosperity and low unemployment levels along the corridor.

- However, while the canal corridor generally presents a positive and prosperous picture in socio-economic terms, this is not supported by the level of investment, commercial demand, land values, registered requirements and take up rates in the area over a five year period. Stroud has been unable to capture the current buoyancy of the commercial market and failed to perform well in recent years against its neighbouring competitors of Cheltenham, Gloucester and Bristol. The residential sector has been and remains by far the strongest commercial sector in the canal corridor and wider area.

- Most of the development potential identified in the canal-side sites will need to be strongly led by residential land use as demand in this sector is more certain and generates higher land values. However, opportunities identified as part of this study will compete directly with other non-canal sites identified through the Stroud Local Plan. Specifically, the major regeneration proposals at Lister-Petter near Dursley being jointly promoted by Stroud District Council and the South West Regional Development Agency will need to be considered. This scheme is likely to meet a significant amount of the housing need and demand for the district during the plan period 2000-2011. The site is currently scheduled to commence construction in 2005-06.

- Development activity has commenced along the canal corridor in advance of any restoration work though this has tended, as predicted, to be driven by a residential land use. Ebley Wharf and Cheapside Wharf, both originally promoted as mixed uses schemes, have only experienced residential phases of the permissions being implemented.

- The opportunity to attract mixed use development will, therefore, need to be focused around the residential input into each scheme. However, clearly there are major planning gains in promoting cohesive mixed use schemes. Notwithstanding the importance of residential as part of any scheme there is limited potential for some SMEs in the size range of 2000-5000 sq ft to provide expansion space for existing local manufacturing companies.

- The economic potential of restoring the canal cannot, however, be under-estimated. The local economy is clearly dependent on its strong and growing tourism sector. While this research has failed to identify any demand for road side, retail, hotel, pub/ restaurant or other leisure activities along the canal corridor it is clear that the lack of vision and product are key drivers in suppressing such demand. It is our experience in projects elsewhere in the UK that demand for such uses tends to follow on from successful regeneration and restoration projects rather than lead. As suggested in the market potential analysis, if the right product or environment was offered along the canal corridor, additional requirements and investment may be attracted.

- We have estimated that the impacts of canal-side development would be: bringing forward a total of 55.9 hectares for development (42.8 hectares of which would be brownfield); creating 710 new residential units; creating 68,394 sq m of employment space and 8,452 sq m of retail/ leisure space; and generating as many as 1,866 jobs (gross).

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7.0 CONCLUSIONS AND RECOMMENDATIONS

7.1 Context and Scope

This section of the report draws together the results of the research process and provides an overview of our strategic conclusions. Key messages from the following previous sections of the report are presented:

- The socio-economic context
- The tourism and leisure context
- The demand-side economic impact of the canal
- The supply of tourism and leisure facilities along the canal
- Commercial opportunities along the canal

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~~1.2~~7.2 The Socio-Economic Context

Our review of the socio-economic context of the canal corridor has highlighted the following key messages:

- The canal passes through a largely rural environment populated by small villages. The principal settlement along the route is Stroud, though at the eastern terminus of the canal lies the market town of Lechlade.

- The employment structure of the canal corridor is, not surprisingly given the attractiveness of the natural environment and the presence of an AONB, dominated by the tourism and leisure industry. Traditional industries in the area (manufacturing around Stroud and agriculture elsewhere) have been in decline for some time and there is scope for economic diversification (particularly into business services which are currently under-represented in the area). In this respect the restoration of the canal and its associated employment impact will have a positive impact on the process of labour market transition.

- The local labour market is very tight, with high economic activity rates and very low unemployment. Moreover, there is a large amount of out-commuting, particularly to the surrounding areas of Gloucestershire and Wiltshire. It is, therefore, unlikely that there is much scope for the generation of new jobs on top of what is already there; employment opportunities are more likely to be filled as a result of the decline of traditional sectors.

- On the whole the canal corridor is wealthy and prosperous. Wages are comparatively high for the region and house prices (particularly in Cotswold district) are significantly above the national average. Analysis of IMD data shows that the areas through which the canal passes are amongst the least deprived in England.

- However, these positive messages mask a number of problems. Traditional indicators often fail to identify rural issues where pockets of severe deprivation can be found within outwardly prosperous areas. Another issue is that of access to services, particularly in an area such as the Cotswolds where in-migration of highly mobile second home owners has resulted in a decline in local facilities. Levels of access to some services (such as supermarkets) are lower in the canal corridor than in the rest of the South West. Moreover, central sections of the canal around Frampton Mansell contain some of the lowest numbers of rural services in the country. The restoration of the canal presents an opportunity to rectify this situation.

- Urban parts of the canal also suffer from a number of problems. In recent years, Stroud town centre has declined in the face of competition from other centres such as Gloucester and Cheltenham. The District Council has produced a regeneration strategy for the town designed to improve the physical environment and boost employment. There is clearly a role for the canal within this aim.

- Economic development policy along the canal corridor reflects these and other issues. Of particular interest to the canal restoration scheme is policy with regard to the regeneration of Stroud town centre, and perhaps the need for economic diversification away from agriculture in rural parts of Cotswold district.

~~1.3~~7.3 The Tourism and Leisure Context

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Our review of the tourism and leisure context of the canal corridor has highlighted the following key messages:

- There is clearly a high level of demand for tourism and leisure in the area surrounding the Cotswold canals. In 2001, domestic and overseas visitors made 1.8 million trips to Gloucestershire and spent a total of £262 million. Demand is also evidenced by the number of inquiries made to TICs in the vicinity of the canal, particularly in Stroud where the TIC recorded a 35.4 per cent increase in the volume of inquiries between 2000-01.

- A review of the area has identified a large and diverse range of tourism and leisure attractions, many of which are located within easy reach of the canal. Data on visitor numbers to these attractions, whilst patchy, point towards stable or increasing levels of demand, though foot and mouth disease and the events of September 11 have had a negative impact on 2001 figures.

- The principal tourist attraction in the area is the 10,500 hectare Cotswold Water Park through which the canal passes. There are also a number of smaller visitor attractions within the vicinity of the canal which are concentrated in Cirencester and, to a lesser extent, Stroud. Moreover, much of the route of the canal falls within the Cotswold Hills AONB, an area famed for the quality of its natural environment.

- High levels of tourism demand are reflected in the accommodation stock around the canal. Between them the three districts of Stroud, Cotswold and North Wiltshire have a combined capacity of almost 10,000 bedspaces and 1000 camping/ caravaning pitches. Occupancy statistics (for Gloucestershire as a whole) show that bedspace occupancy is around 40 per cent, similar to the national figure.

- The tourism and leisure industry accounts for a significant proportion of businesses and employment within the areas surrounding the canal. Cotswold district is particularly reliant on the industry with 14.3 per cent of the workforce employed in tourism and leisure in 2001.

- Evidence points towards a healthy business environment around the canal. The number of tourism and leisure business has increased over recent years and analysis of individual companies reveals a very high survival rate since 1995 (around about 91 per cent of businesses were still operating eight years later). A healthy business environment indicates strong demand for tourism and leisure facilities around the canal.

- Tourism policy reflects both the importance of the industry, and variations in need within the area. In Stroud, for example, the tourism and leisure industry is seen as a way in which the declining town centre can be re-vitalised; in Cotswold district the emphasis is on management in order to keep tourism at a sustainable level. Local policy also acknowledges the potential role of the canal as a tourist attraction.

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~~1.4~~7.4 The Economic Impact of the Canal

Our review of the economic impact of the restoration of the canal has highlighted the following key messages:

- The restored canal has the potential to generate high levels of recreational use, including: the attraction of nearly 500 moored boats by Year 5, the generation of substantial numbers of visits by boats based elsewhere, accommodation of around 50 hire and 4 trip boats and extensive use by anglers, cyclists, canoeists and – most importantly – informal users. By Year 5 additional visits by all types of user are likely to generate just over 1.7 million visitor days a year~~:~~;

- Expenditure on restoration is currently estimated at £82 million with projected expenditure on ongoing maintenance and operation of £1.3 million per annum;

- Recreational use of the canal will generate directly some £5.638 million per annum in spend within the local economy by Year 5, most importantly on pubs (£1.349 million), accommodation (£1.320 million) and boat-related expenditure (£0.929 million).

- The reclamation work will generate some 820 person years of temporary employment;

- The restored canal should support the creation of some 244 permanent jobs within the study area by Year 5, primarily through the effects of the spend by recreational users;

- The income retained locally from this expenditure is likely to amount to some £2.255 million per annum by Year 5;

- The consumer surplus benefits to those who enjoy the facility without direct charge should amount to at least £1.35 million per year by Year 5;

- Restoration may have a 'one-off' impact on house prices in the immediate corridor of £1.05-1.2 million;

- The potential wider environmental benefits of restoration are put very tentatively at £3.8 million per annum.

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~~1.5~~7.5 *The Supply of Tourism and Leisure Facilities*

Our review of the supply of tourism and leisure facilities along the canal corridor has highlighted the following key messages:

- It is important to complement the demand side analysis set out in Section 4.0 with a review of the current supply of tourism and leisure facilities along the canal corridor. In part this allows us to understand whether the predictions are realistic and whether expected benefits can be 'captured' locally. This exercise also allows us to identify commercial opportunities which will be of interest to British Waterways, Local Authorities and local entrepreneurs.

- At present there are almost no boating facilities along the canal save for a couple of seasonal trip boat operators. Given the present state of the canal this is unsurprising and over time facilities will emerge to capture demand from boaters. In the short-term it has been estimated that permanent moorings for some 500 boats will be needed and this section of the report has identified where these might be located (Saul, adjacent to the A419 near to Eastington, Brimscombe, and the Water Park). Elsewhere there will need to be a number of supporting boating facilities (repair etc.).

- The canal corridor appears well served by accommodation facilities, particularly at the western reaches. However, there remain questions of quality and suitability and it may be that new facilities will emerge in response to demand from the restored canal.

- As with accommodation facilities, there appears to be no shortage of eating and drinking facilities along the canal corridor, particularly around Stroud. However, there is a significant issue regarding the quality and ambience of most of the pubs in the urban areas around Stroud and the Golden Valley.

- Within the rural stretches of the canal east of Chalford there are fewer facilities (especially food and drink shops). Whilst planning constraints and demand issues mean that major development is unlikely, there is potential for the addition of some new facilities which will have a beneficial impact on the vitality of small villages.

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~~1.6~~7.6 Commercial Opportunities

Our review of commercial opportunities along the canal corridor has highlighted the following key messages:

- The commercial review has identified a common and consistent theme. The size, scale and potential of the reinstatement of the canal corridor represents a challenging opportunity for the area given the size, location considerations, rural bias, wealth and prosperity and low unemployment levels along the corridor.

- However, while the canal corridor generally presents a positive and prosperous picture in socio-economic terms, this is not supported by the level of investment, commercial demand, land values, registered requirements and take up rates in the area over a five year period. Stroud has been unable to capture the current buoyancy of the commercial market and failed to perform well in recent years against its neighbouring competitors of Cheltenham, Gloucester and Bristol. The residential sector has been and remains by far the strongest commercial sector in the canal corridor and wider area.

- Most of the development potential identified in the canal-side sites will need to be strongly led by residential land use as demand in this sector is more certain and generates higher land values. However, opportunities identified as part of this study will compete directly with other non-canal sites identified through the Stroud Local Plan. Specifically, the major regeneration proposals at Lister-Petter near Dursley being jointly promoted by Stroud District Council and the South West Regional Development Agency will need to be considered. This scheme is likely to meet a significant amount of the housing need and demand for the district during the plan period 2000-2011. The site is currently scheduled to commence construction in 2005-06.

- Development activity has commenced along the canal corridor in advance of any restoration work though this has tended, as predicted, to be driven by a residential land use. Ebley Wharf and Cheapside Wharf, both originally promoted as mixed uses schemes, have only experienced residential phases of the permissions being implemented.

- The opportunity to attract mixed use development will, therefore, need to be focused around the residential input into each scheme. However, clearly there are major planning gains in promoting cohesive mixed use schemes. Notwithstanding the importance of residential as part of any scheme there is limited potential for some SMEs in the size range of 2000-5000 sq ft to provide expansion space for existing local manufacturing companies.

- The economic potential of restoring the canal cannot however be under-estimated. The local economy is clearly dependent on its strong and growing tourism sector. While this research has failed to identify any demand for road side, retail, hotel, pub/ restaurant or other leisure activities along the canal corridor it is clear that the lack of vision and product are key drivers in suppressing such demand. It is our experience in projects elsewhere in the UK that demand for such uses tends to follow on from successful regeneration and restoration projects rather than lead. As suggested in the market potential analysis, if the right product or environment was offered along the canal corridor, additional requirements and investment may be attracted.

- We have estimated that the impacts of canal-side development would be: bringing forward a total of 55.9 hectares for development (42.8 hectares of which would be brownfield); creating 710 new residential units; creating 68,394 sq m of employment space and 8,452 sq m of retail/ leisure space; and generating as many as 1,866 jobs (gross).

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~~1.7~~7.7 A Concluding Comment

The restored Canal will make a range of useful contributions to the local economy and it will be a valuable local amenity. In our view the key challenges will be to :

- Utilise its potential to contribute to the regeneration of Stroud town centre. Maximising this potential will require an imaginative approach to the future planning of the town, involving a particular the ‘opening up’ of the canal corridor, making the canal much more of a focus for the South and West of the town centre;

- Utilise it as a focus for the wider physical regeneration of the ‘valley floor’, including the reuse of some of the currently unused/underused mill buildings. There may be difficult planning issues here involving an acceptance that some of the employment land is unlikely ever to be redeveloped for industrial uses.

ANNEX A

LIST OF WARDS WITHIN THE CANAL CORRIDOR

LIST OF WARDS WITHIN THE CANAL CORRIDOR

Stroud District	**Cotswold District**
Bisley	Ampneys
Cainscross	Avening
Central	Cirencester Abbey
Chalford	Cirencester Beeches
Eastington	Cirencester Chesterton
King's Stanley	Cirencester Watermoor
Leonard Stanley	Ermin
Minchinhampton	Fairford
Painswick	Hampton
Parklands	Kempsford
Randwick	Lechlade
Rodborough	Thames Head
Severn	Water Park
Stonehouse	**North Wiltshire District**
Thrupp	Ashton Keynes
Trinity	Cricklade
Uplands	**Swindon District**
Whiteshill	Blunsdon
	Vale of White Horse District
	The Coxwells

ANNEX B

DATABASE OF TOURISM AND LEISURE BUSINESSES

DATABASE OF TOURISM AND LEISURE BUSINESSES

Tourism and leisure attractions

Business Name	Address	Post Town	Post Code	Type
Cotswold Framing	34 Dyer St	Cirencester	GL7 2PF	Art Galleries & Dealers
Fiery Beacon Gallery	New St, Painswick	Stroud	GL6 6UN	Art Galleries & Dealers
R.J.D Fine Art	12 Wallbridge	Stroud	GL5 3JS	Art Galleries & Dealers
Stroud House Gallery Ltd	Stroud House, Station Rd	Stroud	GL5 3AP	Art Galleries & Dealers
The Thin Dog Gallery	2 West Market Place	Cirencester	GL7 2NH	Art Galleries & Dealers
Touche Contemporary Art	1-2 John St	Stroud	GL5 2HA	Art Galleries & Dealers
Iguana Gallery & Studios	31 Westward Rd, Cains Cross	Stroud	GL5 4JA	Art Galleries-Public
Corinium Museum	Park St	Cirencester	GL7 2BX	Museums
South Cerney Outdoor Education Centre	Lake, 12 Spine Rd, South Cerney	Cirencester	GL7 5TY	Outdoor Pursuits
Subscription Rooms	Kendrick St	Stroud	GL5 1AE	Theatres & Concert Halls
Sundial Theatre	Fosse Way Campus, Stroud Rd	Cirencester	GL7 1XA	Theatres & Concert Halls
The Bingham Hall	King St	Cirencester	GL7 1JT	Theatres & Concert Halls
Brewery Arts	Brewery Court	Cirencester	GL7 1JH	Tourist Attraction
Butts Farm Rare Farm Animals	The Butts Farm	South Cerney	GL7 5QE	Tourist Attraction
Chavenage House	Chavenage	Tetbury	GL8 8XP	Tourist Attraction
Church of Saint John Baptist	Market Place	Cirencester	GL7 2BQ	Tourist Attraction
Cirencester Roman Amphitheatre		Cirencester	GL7 1	Tourist Attraction
Cooper's Hill Nature Reserve		Painswick	GL6 6	Tourist Attraction
Cotswold Woollen Weavers	Filkins	Lechlade	GL7 3JJ	Tourist Attraction
Cricklade Museum	16 Calcutt Street	Cricklade	SN6 6BB	Tourist Attraction
Kelmscott Manor		Kelmscott	GL7 3HJ	Tourist Attraction
Keynes Country Park/Cotswold	Cotswold Water Park, Spratsgate	Shorncote	GL7 6DF	Tourist Attraction

Water Park	Lane			
Lechlade Garden and Fuschia Centre	Townsend Nurseries, Fairford Road+B42	Lechlade	GL7 3DP	Tourist Attraction
Lechlade Trout Farm	Burford Road	Lechlade	GL7 3QQ	Tourist Attraction
Market House	Bell Lane	Minchinhampton	GL6 9JH	Tourist Attraction
Miserden Park Gardens and Plant Centre		Miserden	GL6 7JA	Tourist Attraction
Museum in the Park	Stroud District Museum Service, Stratford Park, Stratford Road	Stroud	GL5 4AF	Tourist Attraction
Nympsfield Long Barrow		Nympsfield	GL10 3	Tourist Attraction
Owlpen Manor		Owlpen	GL11 5BZ	Tourist Attraction
Painswick Rococo Garden Trust		Painswick	GL6 6TH	Tourist Attraction
Parish Church of St Mary		Painswick	GL6 6YD	Tourist Attraction
Rodmarton Manor		Rodmarton	GL7 6PF	Tourist Attraction
Rooksmoor Mills	Bath Road	Stroud	GL5 5ND	Tourist Attraction
Swinford Museum		Filkins	GL7 3JQ	Tourist Attraction
Woodchester Mansion	The Mansion, Woodchester Park	Nympsfield	GL10 3TS	Tourist Attraction
Woodchester Park		Nympsfield	GL10 3	Tourist Attraction
Tourist Information Centres	Subscription Rooms, Kendrick St	Stroud	GL5 1AE	Tourist Information Centres
Tourist Information Centre	The Library, Stroud Rd, Painswick	Stroud	GL6 6UT	Tourist Information Centres

Accommodation Facilities

Business Name	Address	Post Town	Post Code	Type	Capacity (bedspaces)
Merton Lodge	8 Ebley Road	Stonehouse	GL10 2LQ	B&B	6
The Grey Cottage	Bath Road, Leonard Stanley	Stonehouse	GL10 3LU	B&B	5
Cairngall	65 Bisley Old Road	Stroud	GL5 1NF	B&B	7
Wilminton	London Road	Stroud	GL5 2AS	B&B	6
The Yew Tree Bed and Breakfast	Walls Quarry, Brimscombe	Stroud	GL5 2PA	B&B	4
Burleigh Farm	Minchinhampton	Stroud	GL5 2PF	B&B	6
Hillview	104 Kingscourt Lane	Rodborough	GL5 3PX	B&B	2
The Laye-Bye	7 Castlemead Road	Rodborough	GL5 3SF	B&B	6
Hillenvale	The Plain, Whiteshill	Stroud	GL6 6AB	B&B	6
Gable End		Pitchcombe	GL6 6LN	B&B	4
Upper Doreys Mill	Edge	Painswick	GL6 6NF	B&B	6
Culvert Cottage	Kingsmill Lane	Painswick	GL6 6RT	B&B	4
Hambutts Mynd	Edge Road	Painswick	GL6 6UP	B&B	5
Meadowcote	Stroud Road	Painswick	GL6 6UT	B&B	6
Wheatleys	Cotswold Mead	Painswick	GL6 6XB	B&B	2
Brookhouse Mill Cottage	Tibbiwell Lane	Painswick	GL6 6YA	B&B	6
Lower Weir Farm		Oakridge lynch	GL6 7NS	B&B	4
The Old Chapel		Slad	GL6 7QD	B&B	4
Beechcroft		Brownshill	GL6 8AG	B&B	4
Grove Cottage	Browns Hill	Stroud	GL6 8AJ	B&B	2
Hyde Crest	Cirencester Road	Minchinhampton	GL6 8PE	B&B	6
Hyde Wood House	Cirencester Road	Minchinhampton	GL6 8PE	B&B	4
Hunters Lodge	Dr Brown's Road	Minchinhampton	GL6 9BT	B&B	7
The Old Ram Bed and Breakfast	Market Square	Minchinhampton	GL6 9BW	B&B	4
Vale View	Besbury	Minchinhampton	GL6 9EP	B&B	6

Clonsilla Guest House	7 Victoria Road	Cirencester	GL7 1EN	B&B	16
The Ivy House	2 Victoria Road	Cirencester	GL7 1EN	B&B	9
Abbeymead	39a Victoria Road	Cirencester	GL7 1ES	B&B	8
Apsley Villa	16 Victoria Road	Cirencester	GL7 1ES	B&B	13
The Bungalow	93 Victoria Road	Cirencester	GL7 1ES	B&B	15
Wimborne House	91 Victoria Road	Cirencester	GL7 1ES	B&B	12
The Corner House	101A Victoria Road	Cirencester	GL7 1EU	B&B	13
The Leauses	101 Victoria Road	Cirencester	GL7 1EU	B&B	10
Oddfellows Arms	12-14 Chester Street	Cirencester	GL7 1HF	B&B	6
Riverside House	Watermoor	Cirencester	GL7 1LF	B&B	34
La Ronde Hotel	52-54 Ashcroft Road	Cirencester	GL7 1QX	B&B	22
No 12	12 Park Street	Cirencester	GL7 2BW	B&B	6
Claremont Villa Bed and Breakfast	131 Cheltenham Road, Stratton	Cirencester	GL7 2JF	B&B	6
Greensleeves	Baunton Lane	Cirencester	GL7 2LN	B&B	5
Columbrae	3 School Hill	Stratton	GL7 2LS	B&B	3
Sunset	Baunton Lane	Cirencester	GL7 2NQ	B&B	4
The Old Brew House	7 London Road	Cirencester	GL7 2PU	B&B	4
Westcot Cottage	St Johns Street	Lechlade	GL7 3AS	B&B	6
Cambrai Lodge	Oak Street	Lechlade	GL7 3AY	B&B	12
Kempsford Manor		Fairford	GL7 4EQ	B&B	5
Hunters New House	Cherry Tree Lane	Cirencester	GL7 5DT	B&B	4
Willows	2 Glebe Lane, Kemble	Cirencester	GL7 6BD	B&B	3
Smerrill Barns	Kemble	Cirencester	GL7 6BW	B&B	16
Coleen Bed and Breakfast	Ashton Road, Siddington	Cirencester	GL7 6HR	B&B	6
Southfield House		Coates	GL7 6NH	B&B	5
Windrush	Baunton	Cirencester	GL7 7BA	B&B	5
Dolls House	55 The Street	Latton	SN6 6DJ	B&B	5
Second Chance Caravan Site		Marston meysey	SN6 6SZ	Caravan Parks	26

Stonehouse Court Hotel	Bristol Road	Stonehouse	GL10 3RA	Country House	68
Painswick Hotel	Kemps Lane	Painswick	GL6 6YB	Country House	38
Stratton House Hotel	Gloucester Road	Cirencester	GL7 2LE	Country House	84
Tiled House Farm		Oxlynch	GL10 3DF	Serviced Farm	5
Wickridge Farm	Folly Lane	Stroud	GL6 7JT	Serviced Farm	6
Brooklands Farm		Ewen	GL7 6BU	Serviced Farm	4
The Old Chapel Guest House	Broad Street	King's Stanley	GL10 3PN	Guest House	8
Fern Rock House	72 Middle Street	Stroud	GL5 1EA	Guest House	5
Brandon Quarhouse		Brimscombe	GL5 2RS	Guest House	3
Woodstock	Kitesnest Lane, Kingscourt	Stroud	GL5 3PN	Guest House	5
Edendale Guesthouse	92 Westward Road, Cainscross	Stroud	GL5 4JA	Guest House	5
Thorne	Friday Street	Painswick	GL6 6QJ	Guest House	4
Fairview Guest House	Stroud Road	Painswick	GL6 6UT	Guest House	4
Cardynham House	The Cross	Painswick	GL6 6XX	Guest House	22
Ashleigh House		Bussage	GL6 8AZ	Guest House	21
Chesil Rocks	Baunton Lane, Stratton	Cirencester	GL7 2LL	Guest House	4
Leominster Villa Guest House	103 Cainscross Rd	Stroud	GL5 4HN	Guest Houses	8
Hale Cottage Bed & Breakfast	Hale Lane, Painswick	Stroud	GL6 6QF	Guest Houses	6
Whitminster House Self Catering Cottages	Whitminster House, Whitminster	Gloucester	GL2 7PN	Self-catering	52
Verlands Retreats	Verlands, Vicarage St, Painswick	Stroud	GL6 6XP	Self-catering	4
Westley Farm	Cowcombe Hill, Chalford	Stroud	GL6 8HP	Self-catering	25
Watermark Management Ltd	Isis Lakes, Spine Rd, South Cerney	Cirencester	GL7 5TL	Self-catering	300
The London Hotel	30-31 London Road	Stroud	GL5 2AJ	Hotel	20
Burleigh Court Hotel		Minchinhampton	GL5 2PF	Hotel	37
The Imperial	Station Road	Stroud	GL5 3AP	Hotel	48
Bell Hotel and Restaurant		Wallbridge	GL5 3JS	Hotel	23
Downfield Hotel	134 Cainscross Road	Stroud	GL5 4HN	Hotel	39

Bear of Rodborough Hotel	Rodborough Common	Stroud	GL5 5DE	Hotel	86
Court Farm		Randwick	GL6 6HH	Hotel	4
The Falcon Hotel	New Street	Painswick	GL6 6UN	Hotel	28
The Ragged Cot Inn	Hyde	Chalford	GL6 8PE	Hotel	20
Raydon House Hotel	3 The Avenue	Cirencester	GL7 1EH	Hotel	23
Corinium Hotel	12 Gloucester Street	Cirencester	GL7 2DG	Hotel	32
King's Head Hotel	Market Place	Cirencester	GL7 2NR	Hotel	122
Fleece Hotel	Market Place	Cirencester	GL7 2NZ	Hotel	60
New Inn Hotel	Market Square, Lechlade-on-Thames	Lechlade	GL7 3AB	Hotel	59
Travelodge Cirencester	Hare Bushes, A429, Burford Road	Cirencester	GL7 5DS	Hotel	86
White Hart Hotel	High Street	Cricklade	SN6 6AA	Hotel	29
Vale Inn & Restaurant	High Street	Cricklade	SN6 6AY	Hotel	18
King & Castle Hotel	London Rd, Brimscombe	Stroud	GL5 2TL	Hotel	14
Golden Farm Inn	Upper Churnside	Cirencester	GL7 1AR	Inn	8
Thames Head Inn	Tetbury Rd	Cirencester	GL7 6NZ	Inn	8
The Old Bear Inn	101 High St, Cricklade	Swindon	SN6 6AA	Inn	3
The Clothier's Arms	1 Bath Road	Stroud	GL5 3JJ	Inn	19
The White Horse Inn	Cashes Green Road	Cainscross	GL5 4JQ	Inn	10
The Crown Inn		Frampton Mansell	GL6 8JG	Inn	26
The Talbot Inn	14 Victoria Road	Cirencester	GL7 1EN	Inn	8
The Black Horse	17 Castle Street	Cirencester	GL7 1QD	Inn	8
The Golden Cross Inn	Black Jack Street	Cirencester	GL7 2AA	Inn	6
The White Lion Inn	8 Gloucester Street	Cirencester	GL7 2DG	Inn	12
Horse and Groom	Cricklade Road, South Cerney	Cirencester	GL7 5QE	Inn	28
Eliot Arms Hotel Free House	Clarks Hay	South Cerney	GL7 5UA	Inn	25
Wild Duck Inn	Drakes Island	Ewen	GL7 6BY	Inn	20
The White Lion	50 High Street	Cricklade	SN6 6DA	Inn	11

Eating and Drinking Facilities

Business Name	Address	Post Town	Post Code	Type
Woodruffs Organic Cafe	24 High St	Stroud	GL5 1AJ	Cafes
Mills Cafe	8 Witheys Yard, High St	Stroud	GL5 1AS	Cafes
Penny Farthing Cafe	14 High St	Stroud	GL5 1AZ	Cafes
Chancellors Tea Rooms	Kingsley House, Victoria St, Painswick	Stroud	GL6 6QA	Cafes
Cafe Rocco	19 West Market Place	Cirencester	GL7 2AE	Cafes
Swan Yard Cafe	9-13 Swan Yard, West Market Place	Cirencester	GL7 2NH	Cafes
Connect Coffee Shop	Market Place	Lechlade	GL7 3AR	Cafes
Cricklades Cafe	42 High St, Cricklade	Swindon	SN6 6BX	Cafes
The Frying Machine	6 Bath Rd	Stonehouse	GL10 2JA	Fish & Chip Shops & Restaurants
Trafalgar Takeaway	27 High St	Stonehouse	GL10 2NG	Fish & Chip Shops & Restaurants
The Nippy Chippy	29 Gloucester Rd	Stonehouse	GL10 2NZ	Fish & Chip Shops & Restaurants
The High St Chippy	2 High St	Stroud	GL5 1AU	Fish & Chip Shops & Restaurants
Joe's Chippy	24 Nelson St	Stroud	GL5 2HH	Fish & Chip Shops & Restaurants
Smith's Traditional Fish & Chips	27 Nelson St	Stroud	GL5 2HH	Fish & Chip Shops & Restaurants
Brimscombe Take-Away	5 Gordon Terrace, London Rd, Brimscombe	Stroud	GL5 2QE	Fish & Chip Shops & Restaurants
Fish In	Abnash, Chalford Hill	Stroud	GL6 8QL	Fish & Chip Shops & Restaurants
Ye Olde Fish & Chip Shoppe	4a West End, Minchinhampton	Stroud	GL6 9JA	Fish & Chip Shops & Restaurants
Friar Tuck Fish & Chip Shop	64 Dyer St	Cirencester	GL7 2PF	Fish & Chip Shops & Restaurants
Woolpack Inn	4 High St	Stonehouse	GL10 2NA	Public Houses
Globe Inn	High St	Stonehouse	GL10 2NG	Public Houses
The Kings Head Inn	Alkerton, Eastington	Stonehouse	GL10 3AA	Public Houses
Victoria Inn	Alkerton Rd, Eastington	Stonehouse	GL10 3BJ	Public Houses

The Kings Head	High St, Kings Stanley	Stonehouse	GL10 3JD	Public Houses
White Hart Inn	The Street, Leonard Stanley	Stonehouse	GL10 3NR	Public Houses
Spa Inn	Oldends Lane	Stonehouse	GL10 3RJ	Public Houses
The Bell Inn	The Green, Frampton-on-Severn	Gloucester	GL2 7EP	Public Houses
The Ship Inn	Upper Framilode	Gloucester	GL2 7LH	Public Houses
Bisley House Inn	Middle St	Stroud	GL5 1DZ	Public Houses
The Crown & Sceptre Inn	Horns Rd	Stroud	GL5 1EG	Public Houses
The Retreat In Stroud	28 Church St	Stroud	GL5 1JL	Public Houses
Cross Hands Inn	1 Summer St	Stroud	GL5 1NX	Public Houses
British Oak Inn	London Rd	Stroud	GL5 2AY	Public Houses
The Wagon & Horses	London Rd, Thrupp	Stroud	GL5 2BL	Public Houses
Golden Fleece	Nelson St	Stroud	GL5 2HN	Public Houses
The Duke of York	22 Nelson St	Stroud	GL5 2HN	Public Houses
The Ship Inn	Brimscombe Hill, Brimscombe	Stroud	GL5 2QN	Public Houses
The Lord John	15-17 Russell St	Stroud	GL5 3AB	Public Houses
Shunters	Russell St	Stroud	GL5 3AJ	Public Houses
The Clothiers Arms	1 Bath Rd	Stroud	GL5 3JJ	Public Houses
The Prince Albert Inn	The Butts, Rodborough Hill	Stroud	GL5 3SS	Public Houses
Old Crown Inn	Chapel Lane, Ebley	Stroud	GL5 4TG	Public Houses
The Black Horse Inn	Littleworth, Amberley	Stroud	GL5 5AL	Public Houses
The Bell Inn	Bell Lane, Selsley	Stroud	GL5 5JY	Public Houses
Star Inn	Star Green, Whiteshill	Stroud	GL6 6AE	Public Houses
Vine Tree Inn	Randwick	Stroud	GL6 6JA	Public Houses
The Edgemoor Inn	Gloucester Rd, Edge	Stroud	GL6 6ND	Public Houses
The Royal Oak	St. Marys St, Painswick	Stroud	GL6 6QG	Public Houses
The Butchers Arms	Oakridge Lynch	Stroud	GL6 7NZ	Public Houses
Woolpack Inn	Slad	Stroud	GL6 7QA	Public Houses
New Red Lion	High St, Chalford	Stroud	GL6 8DJ	Public Houses
Old Neighbourhood Inn	Chalford Hill	Stroud	GL6 8EN	Public Houses

White Horse Inn	Cirencester Rd, Frampton Mansell	Stroud	GL6 8HZ	Public Houses
Kings Head	France Lynch	Stroud	GL6 8LT	Public Houses
The Crown Inn	High St, Minchinhampton	Stroud	GL6 9BN	Public Houses
The Twelve Bells Inn	12 Lewis Lane	Cirencester	GL7 1EA	Public Houses
The Talbot Inn	14 Victoria Rd	Cirencester	GL7 1EN	Public Houses
Bar Havana	12 Bishops Walk, Cricklade St	Cirencester	GL7 1JH	Public Houses
The Brewers Arms	70 Cricklade St	Cirencester	GL7 1JN	Public Houses
The Queens Head	34 Watermoor Rd	Cirencester	GL7 1LB	Public Houses
Somewhere Else	65 Castle St	Cirencester	GL7 1QD	Public Houses
Mackenzies Cafe Bar	34 Castle St	Cirencester	GL7 1QH	Public Houses
The Marlborough Arms	Sheep St	Cirencester	GL7 1QW	Public Houses
White Lion Inn	8 Gloucester St	Cirencester	GL7 2DG	Public Houses
The Nelson Inn	70 Gloucester St	Cirencester	GL7 2DH	Public Houses
The Drillmans Arms	34 Gloucester Rd	Cirencester	GL7 2JY	Public Houses
The Plough Inn	Gloucester Rd	Cirencester	GL7 2LB	Public Houses
The Slug & Lettuce	17 West Market Place	Cirencester	GL7 2NH	Public Houses
The Bear Inn	12 Dyer St	Cirencester	GL7 2PF	Public Houses
The Red Lion	High St	Lechlade	GL7 3AD	Public Houses
The Crown Inn	High St	Lechlade	GL7 3AE	Public Houses
The Swan	Burford St	Lechlade	GL7 3AP	Public Houses
Royal Oak	Oak St	Lechlade	GL7 3AX	Public Houses
The George Inn	High St, Kempsford	Fairford	GL7 4EQ	Public Houses
The Axe & Compass	High St, Kempsford	Fairford	GL7 4EZ	Public Houses
Crown Inn	Cerney Wick	Cirencester	GL7 5QH	Public Houses
The Old George Inn	Clarks Hay, South Cerney	Cirencester	GL7 5UA	Public Houses
The Royal Oak	High St, South Cerney	Cirencester	GL7 5UP	Public Houses
The Tavern Inn	Kemble	Cirencester	GL7 6AX	Public Houses
The Greyhound	Siddington	Cirencester	GL7 6HR	Public Houses
The Bell Inn	Sapperton	Cirencester	GL7 6LE	Public Houses

Daneway Inn	Sapperton	Cirencester	GL7 6LN	Public Houses
The Old Spotted Cow	Marston Meysey	Swindon	SN6 6LQ	Public Houses
Gate of India	8 High St	Stonehouse	GL10 2NA	Restaurants
Little Chef	Chipmans Platt	Stonehouse	GL10 3SQ	Restaurants
Fromebridge Mill	Fromebridge Lane, Whitminster	Gloucester	GL2 7PD	Restaurants
New Cantonese Chinese Restaurant	33a High St	Stroud	GL5 1AJ	Restaurants
Fat Cats	12 Union St	Stroud	GL5 2HE	Restaurants
Brunch Cafe Pizza Restaurant	13 Russell St	Stroud	GL5 3AB	Restaurants
The March Hare	The Cross, Painswick	Stroud	GL6 6XX	Restaurants
The Priory Restaurant	20 High St, Minchinhampton	Stroud	GL6 9BN	Restaurants
Sophie's Restaurant	3 West End, Minchinhampton	Stroud	GL6 9JA	Restaurants
Curryiander	1 Farrell Close	Cirencester	GL7 1HW	Restaurants
The Cafe Bar	1 Brewery Court, Cricklade St	Cirencester	GL7 1JH	Restaurants
La Dolce Vita	37 Castle St	Cirencester	GL7 1QD	Restaurants
Tatyans	27 Castle St	Cirencester	GL7 1QD	Restaurants
Pizza Express (Restaurants) Ltd	28 Castle St	Cirencester	GL7 1QH	Restaurants
Polo Canteen	29 Sheep St	Cirencester	GL7 1QW	Restaurants
Jack's	44 Black Jack St	Cirencester	GL7 2AA	Restaurants
Harry Hare's	3 Gosditch St	Cirencester	GL7 2AG	Restaurants
Wimpy Restaurant	Nicholas House, 23a Dyer St	Cirencester	GL7 2PP	Restaurants
The Country Style	The Woolmarket	Cirencester	GL7 2PR	Restaurants
The Black Cat Tea & Coffee House	High St	Lechlade	GL7 3AD	Restaurants
Colleys Supper Rooms	High St	Lechlade	GL7 3AE	Restaurants
Shugondha	Burford St	Lechlade	GL7 3AP	Restaurants
Riverside Lechlade Ltd	Parkend Wharf	Lechlade	GL7 3AQ	Restaurants

Little Chef Restaurant	Burford Rd	Cirencester	GL7 5DS	Restaurants
Tycoon Chinese Restaurant	7 The Laurels, Clarks Hay, South Cerney	Cirencester	GL7 5UA	Restaurants
The Ancient Raj	47 High St,k Cricklade	Swindon	SN6 6DA	Restaurants
Ciren Sarnies Buffet Service	6 The Laurels, Clarks Hay, South Cerney	Cirencester	GL7 5UA	Sandwich Shops & Delivery
Mad Hatter Wine Bar	32 Castle St	Cirencester	GL7 1QH	Wine Bars

Food and Drink Shops

Business Name	Address	Post Town	Post Code	Type
Walkers The Bakers	22 Kendrick St	Stroud	GL5 1AQ	Bakers & Confectioners
Mountstevens Ltd	5 Merrywalk	Stroud	GL5 1RR	Bakers & Confectioners
A.J Whiddett	51 Cricklade St	Cirencester	GL7 1HY	Bakers & Confectioners
Viners Bakery	4 Castle St	Cirencester	GL7 1QA	Bakers & Confectioners
A.J Whiddett	11 Dollar St	Cirencester	GL7 2AS	Bakers & Confectioners
Cotswold Prime Meat	3 Barnard Parade	Stonehouse	GL10 2JA	Butchers
J Broomhall Ltd	32 High St	Stonehouse	GL10 2NA	Butchers
J Broomhall Ltd	Alkerton Place, Eastington	Stonehouse	GL10 3AA	Butchers
P Spencer	High St, Kings Stanley	Stonehouse	GL10 3JF	Butchers
Chalford Vale Meats	Silver St, Chalford	Stroud	GL6 8ES	Butchers
P.G Dutton	Brynor House, Randalls Green, Chalford Hill	Stroud	GL6 8LF	Butchers
Jesse Smith	14 Black Jack St	Cirencester	GL7 2AA	Butchers
A.W Cutler	Oak House, Oak St	Lechlade	GL7 3AX	Butchers
Michael Hart	99 High St, Cricklade	Swindon	SN6 6AA	Butchers
James Butchers	49 High St, Cricklade	Swindon	SN6 6DA	Butchers
Thorntons plc	28 Cricklade St	Cirencester	GL7 1JH	Confectionery Retailers
Cabbage Patch Corner	Alkerton Rd, Eastington	Stonehouse	GL10 3AB	Greengrocers & Fruit Sellers
Fruity Fruits Ltd	17 Merrywalks Shopping Centre	Stroud	GL5 1RR	Greengrocers & Fruit Sellers
E.W Fox	222 Westward Rd, Ebley	Stroud	GL5 4ST	Greengrocers & Fruit Sellers
Londis Stores	2-3 Park Parade, Park Rd	Stonehouse	GL10 2BD	Grocers & Convenience Stores
Spar	1a Barnard Parade, Bath Rd	Stonehouse	GL10 2JA	Grocers & Convenience Stores
Pugh's Stores	29 Gloucester Rd	Stonehouse	GL10 2NZ	Grocers & Convenience Stores
Alldays Stores Ltd	Alkerton, Eastington	Stonehouse	GL10 3AA	Grocers & Convenience Stores
F.G Holley & Son	The Stores, The Green, Kings Stanley	Stonehouse	GL10 3JB	Grocers & Convenience Stores

Acre Street General Store	28 Acre St	Stroud	GL5 1DR	Grocers & Convenience Stores
N.L.& M.J Noble	28 Daniels Rd	Stroud	GL5 1HY	Grocers & Convenience Stores
Peggy's Bourne Stores	Toadsmoor Rd, Lower Bourne	Stroud	GL5 2TB	Grocers & Convenience Stores
Sunshine-The Food Shop	47 King St	Stroud	GL5 3DA	Grocers & Convenience Stores
Ebley Stores	246 Westward Rd, Ebley	Stroud	GL5 4SZ	Grocers & Convenience Stores
Londis Stores	St. Marys St, Painswick	Stroud	GL6 6QG	Grocers & Convenience Stores
Dillons One-Stop	35 Tanglewood, Bussage	Stroud	GL6 8DE	Grocers & Convenience Stores
M & B Stores	22 High St, Minchinhampton	Stroud	GL6 9BN	Grocers & Convenience Stores
K.C's Choices	6 Silver St	Cirencester	GL7 2BL	Grocers & Convenience Stores
Stratton Convenience Stores	17-19 Cheltenham Rd	Cirencester	GL7 2HU	Grocers & Convenience Stores
C & R Family Grocers	44 High St, Cricklade	Swindon	SN6 6BX	Grocers & Convenience Stores
One-Stop	39-40 High St, Cricklade	Swindon	SN6 6BX	Grocers & Convenience Stores
Culverhay Stores	16 Whitehorse Rd, Cricklade	Swindon	SN6 6EN	Grocers & Convenience Stores
Baileys News	1 Elgin Mall	Stonehouse	GL10 2NA	Newsagents
Stars News Shops Ltd	6-9 Elms Rd, Quietways	Stonehouse	GL10 2NP	Newsagents
Yew Tree Stores	High St, Kings Stanley	Stonehouse	GL10 3JF	Newsagents
Forbuoys Ltd	7-8 High St	Stroud	GL5 1AU	Newsagents
Backhouse Newsagents	2 Middle St	Stroud	GL5 1DZ	Newsagents
R.J Wills	4 Gordon Terrace, Brimscombe	Stroud	GL5 1LE	Newsagents
R & J Butler	5-7 West End, Minchinhampton	Stroud	GL6 9JA	Newsagents
Pickwicks	9 Shepherds Way	Cirencester	GL7 2EY	Newsagents
Newshops Ltd	23 Dyer St	Cirencester	GL7 2PP	Newsagents
Baileys News	97 High St, Cricklade	Swindon	SN6 6AA	Newsagents
Thresher Wine Shop	56 High St	Stonehouse	GL10 2NA	Off Licences & Wine Merchants
Thresher Wine Shop	10 Cricklade St	Cirencester	GL7 1JH	Off Licences & Wine Merchants
Oddbins Ltd	25 Castle St	Cirencester	GL7 1QD	Off Licences & Wine Merchants
Victoria Wine Company	6 Market Place	Cirencester	GL7 2NW	Off Licences & Wine Merchants
The Oxford Wine Co of Lechlade	Market Square	Lechlade	GL7 3AA	Off Licences & Wine Merchants
Oxford, Swindon & Gloucester	26 High St	Stonehouse	GL10 2NA	Supermarkets

Co-operative Society Ltd				
Somerfield Stores Ltd	Unit 2, Merrywalks Shopping Centre, King St	Stroud	GL5 1RR	Supermarkets
Waitrose Supermarkets	London Rd	Stroud	GL5 2AP	Supermarkets
Iceland Foods plc	10 Union St	Stroud	GL5 2HE	Supermarkets
Sainsbury Supermarkets Ltd	Dudbridge Rd	Stroud	GL5 3HF	Supermarkets
Tesco Stores Ltd	4-5 Farrell Close	Cirencester	GL7 1HW	Supermarkets
Waitrose Supermarkets	Sheep St	Cirencester	GL7 1SZ	Supermarkets
Iceland Foods plc	42 Dyer St	Cirencester	GL7 2PF	Supermarkets
Londis	Burford St	Lechlade	GL7 3AP	Supermarkets
Londis Supermarkets	Broadway Lane, South Cerney	Cirencester	GL7 5UH	Supermarkets

ANNEX C

MAPS OF TOURISM AND LEISURE BUSINESSES

ANNEX D

DEMAND MODEL SPREADSHEETS

ANNEX E

DETAILED SUMMARY OF CANAL-SIDE DEVELOPMENT OPPORTUNITIES

ANNEX F

FLOORSPACE AND EMPLOYMENT ASSOCIATED WITH DEVELOPMENT

SITE	AREA	CURRENT	POTENTIAL				
			Residential	**Employment**	**Retail/ Leisure**	**No. of employees**	**Comments**
1 Adj. to Bonds Mill	4.49 ha 44 ,900 sqm (11.10 acres)	Greenfield		15,715 sqm of office and industrial (if split 50:50).		375 (if split 50:50)	If whole site developed for residential could provide 134 units.
2 Stonehouse Bridge Junction	1.41 ha 14,060 sqm (3.467 acres)	Scrubland on eastern parcel. Site cleared for development on western parcel.	42 units				• Western parcel about to be developed for 23 dwellings. • Could be potential for 266 sqm of roadside A1/A3.
3 Ebley Wharf	6.0 ha 60,000 sqm (14.4 acres)	Mixed use area.	75 units	5,000 sqm	2,600 sqm	83 (B2) 96 (A1)	Mixed use proposal comprising retail, employment and housing.
4 Triangle	1.98 ha 19,800 sqm (4.813 acres)	Residential and vacant land and buildings.		6,600 sqm	266 sqm	110 (B2) 10 (A1)	Roadside A1/A3 sui generis and B2/B8 employment.
5 Dudbridge Industrial Estate	4.733 ha 47,330 sqm (11.695 acres)	Existing industrial users and vacant land.		15,776 sqm for B2/B8		262	If complete site was redeveloped for residential use there is potential for 141 units.
6 Chestnut Lane	1.768 ha 17,680 sqm (4.368 acres)	Existing industrial users, garage and cement works.	53 units				
7 Fromehall Mill	6.317 ha 63,170 sqm	Listed mill buildings, pond, employment	152 units	4,211 sqm (B2)		70	Mixed use development ratio of 80:20 in favour of residential.

	(15.609 acres)	provision.					
8 Telephone Exchange	0.252 ha 2,520 sqm (0.623 acres)	Existing building occupied by BT.	7 units				
9 Farhill	1.492 ha 14,920 sqm (3.687 acres)	Former car park.			2,715 sqm retail non-food capacity. 2,436 sqm sales area.	77	Planning permission granted in principle (Section 106 agreement not signed) for non food retail unit and garden centre.
10 Cheapside	2.288 ha 2,288 sqm (5.65 acres)	Mixed use	86 units	762 sqm		N/a	• The residential unit figure excludes any dwellings created by conversion. • The 762 sqm could include employment floorspace B1/B2 and/or retail floorspace A1/A2/A3.
11 Fromeside and T Butt & Sons	2.3 ha 2,300 sqm (5.683 acres)	Existing industrial estate and builders merchants	20 units	191 sqm (B2) 680 sqm (B1)		4 34	• Intensification of existing estate approx. 25% increase would create 191 sqm of B2. • Development of T-Butt and Son site (0.85 ha) for mixed use say 80:20 in favour of residential would create 20 dwellings and 680 sq m of B1.
12 Capel Mill	1.801 ha 18,010 sqm (4.45 acres)	Green-field	54 units	600 sqm (B1)		20	Mixed use scheme anchored by new marina.
13 Bowbridge	1.8 ha	Brown-field allocated	54 units				Revised Deposit Local Plan 2000 identifies

Wharf	18,000 sqm (4.446 acres)	housing site.					potential for 25 dwellings.
14 Land beyond Bowbridge Lock	0.234 ha 2,340 sqm (0.5780 acres)	Greenfield.	7 units				Possibly more units if use existing 3 storey buildings adjacent to the site as a precedent.
15 Part of car park within Griffin Mills Industrial Estate	0.512 ha 5,120 sqm (1.265 acres)	Underused area of car park within existing industrial estate comprising predominantly B2 users.		1,536 sqm of industrial (B2)		26	
16 Ham House and Ham Mills.	2.494 ha 24,940 sqm (6.163 acres)	Listed mills complex (existing 8,844 sqm floorspace) and large dwelling (Ham House) within substantial grounds.	28 units (Mills) 27 units (Ham House)	2,528 sqm of office (B1)		126	• Ham Mills: Conversion of main mill building (1,619 sqm) and demolition of existing surrounding buildings to create mixed use development. Total site area of mills complex (1.58 ha) could provide 28 dwellings and 2,528 sqm of office development (based on ratio of 60 : 40 – residential : office). Or the office development could be replaced by 1,896 sqm of industrial floorspace. • This equates to 126 office employees or 32 industrial employees. • Ham House: Total site area (0.914 ha) could provide 27 dwellings.
17 Phoenix Industrial Estate.	0.206 ha 2,060 sqm (0.509 acres)	Part of existing car park within Phoenix industrial Estate.		618 sqm of industrial (B2)		10	• Potential for 618 sqm industrial floorspace.(B2) which equates to 10 employees.

							Or • 824 sqm of office space (B1) which equates to 41 employees.
18 Caravan Park and housing allocation site.	2.072 ha 20,720 sqm (5.118 acres)	Existing residential caravan park and greenfield housing site.	27 units on allocated site. 23 units on caravan park.				• Allocated housing site could accommodate 27 dwellings (Revised Deposit local Plan states indicative capacity of 30 dwellings). • Caravan park if completely developed could provide 23 dwellings. Or 3,180 sqm of office space (B1) creating 160 jobs or 2,331 sqm of industrial space creating 40 jobs.
19 Hope Mills Industrial Estate.	4.504 ha (Excluding pond) 45,040 sqm (11.125 acres)	Existing Industrial Estate.	47	4,219 sqm of office (B1)		210	• Redevelopment of the southern end of estate (2.637 ha) for mixed use scheme comprising 4,219 sqm of B1 office space (210 employees) and 47 dwellings based on 40:60 land ratio. • Or could provide 7,911sq m of B2 industrial space (132 employees), or • Complete redevelopment of the industrial estate for B2 industrial uses could provide 13,512 sqm of floorspace creating 225 jobs.
20 Brimscombe Port Industrial Area.	3.874 ha (excluding Brimscombe Port Mill) 38,740 sqm (9.569 acres)	Redundant industrial buildings and brown-field site.	70	3,100 sqm office (B1) 2,325 sqm industrial (B2)		155 40	Mixed use development scheme, 60 % residential, 20 % B1 office, 20% B2/B8 industrial. Could provide: • 70 dwellings • 3,100 sqm B1 office space (155 employees) • 2,325 sqm B2 industrial space (40 employees) A degree of the above uses could be replaced by

							tourism/retail uses.
21 Haywards car breakers and surrounds.	0.724 ha 7,240 sqm (1.788 acres)	Existing mill buildings, car breakers and redundant buildings.	13	580 sqm of office (B1)	435 sqm Leisure	29 + leisure employees.	Comprehensive redevelopment assuming 60% residential, 20% B1 office, 20% leisure development this would result in; • 13 dwellings • 580 sqm B1 office (29 employees) • 435 sqm Leisure (based on development plot ratio of 30%).
22 GB Electronics, Wimberly Mills.	0.924 ha 9,240 sqm (2.282 acres)	Existing industrial user.	19	1108 sqm of office (B1)		55	Comprehensive redevelopment for residential/mixed use based on 70% residential use, 30% B1 development would result in: • 19 dwellings • 1108 sqm of B1 office space (55 employees).
23 Chalford Industrial Estate	2.726 ha 27,263 sqm (6.734 acres)	Existing industrial estate.		2,045 sqm of B2.		34	• Intensification of existing estate (say 25% of estate) would create 2,045 sqm of B2 floorspace. • Comprehensive redevelopment for mixed use say 80:20 in favour of residential use could create 65 dwellings and 2,181 sqm of office floorspace. Although there would be significant planning policy objection.
24 Eastern end of Chalford Industrial Estate	0.601 ha 6,012 sqm (1.485 acres)	Existing industrial/retail occupiers.	14	480 sqm of B1 office.		24	• Comprehensive redevelopment for mixed use say 80:20 in favour of residential could create 14 dwellings and 480 sqm B1 office space. • Or there could be potential to develop a small scale canal related leisure use.

25 Chalford Garage and RUB TM Ltd.	0.378 ha 3,785 sqm (0.935 acres)	Existing garage and B2 user.	9	320 sqm of B1 office.		16	• Comprehensive redevelopment for mixed use say 80:20 in favour of residential could create 9 dwellings and 320 sqm B1 office space. • Or there could be potential to develop a small scale canal related leisure use.

NB: Potential floorspace figures based upon advice from GVA Grimley commercial agents (30% development plot ratio for B2 Industrial Use, 40% development plot ratio for office B1 use (on 2 storeys), and 30 dwellings per hectare).

NB: There is no general accepted conversion factor for calculating the amount of employment generating development that is possible per hectare of land. A number of research papers by King Sturge & Co, Gerald Eve in 1997 and Roger Tym & Partners in 1997 have addressed the issue in terms of employment generated per square foot. This research has, as expected concluded offices offered the highest employment density per square foot.

For the purpose of this assessment the following indicators have been used:

TYPE OF USE	**SQ M per Employee**	**Employees per Hectare at 30%**
Office (B1)	20	150
Factory (B2)	60	50
Warehouse (B8)	120	25
Retail	75	N/A

This ratio is based on research undertaken by GVA Grimley research team elsewhere in the country.