



## Cirencester Area Public Transport Study

### **Potential public transport hub for Cirencester**

January 2023

# Potential public transport hub for Cirencester

January 2023

Produced by:



For:



Contact:

Peter Hardy  
Integrated Transport Planning (ITP) Ltd.  
Cornerblock  
2 Cornwall Street  
Birmingham  
B3 2DX

[peter.hardy@itpworld.net](mailto:peter.hardy@itpworld.net)  
[www.itpworld.net](http://www.itpworld.net)

## Project information sheet

Client	Cotswold District Council
Project code	3882
Project name	Cirencester Area Public Transport Study: Potential public transport hub for Cirencester
Project Director	Peter Hardy
Project Manager	Peter Hardy
Quality Manager	Denise Faber
Additional team members	Oliver Williamson
Start date	April 2022
File Location	C:\Users\920610\Box\Integrated Transport Planning (ITP)\3800-3899\3882 Cotswold PT Study

## Document control sheet

Ver.	Project Folder	Description	Prep.	Rev.	App.	Date
V2-5	3882 Cotswold PT Study\Reports	Bus Hub Appraisal	OW	PH	PH	30/01/2023

## Notice

This report has been prepared for Cotswold District Council in accordance with the terms and conditions of appointment. Integrated Transport Planning Ltd cannot accept any responsibility for any use of or reliance on the contents of this report by any third party.

## Table of Contents

1. Introduction.....	1
Study process.....	1
2. Context .....	4
Bus and coach travel.....	5
The Forum.....	9
Rail travel.....	11
Kemble station .....	11
Cirencester Community Railway Project.....	11
3. Policy context.....	13
Cotswold District Local Plan 2011-2031 (adopted 2018).....	13
Cotswold District Council Climate Emergency Strategy 2020–2030 (2020).....	14
Cotswold District Council Sustainable Transport Strategy (in development) .....	14
Gloucestershire Local Transport Plan (2020) .....	14
Gloucestershire Bus Service Improvement Plan (2021) .....	15
Gloucestershire Climate Change Strategy (2019) .....	16
GFirst LEP Strategic Economic Plan for Gloucestershire 2.0 (2018 update).....	16
GFirst LEP Gloucestershire Local Industrial Strategy (2019).....	16
National Bus Strategy: Bus Back Better (2021).....	17
4. Potential interchange locations .....	18
Old Station Car Park.....	19
The Brewery Car Park.....	20
Sheep Street Car Park.....	20
Market Place .....	22
The Waterloo Car Park .....	23
The Forum Car Park.....	23
5. Appraisal criteria.....	25
Essential and desired features.....	25
Essential .....	26
Desirable.....	26

Access .....	27
Location .....	29
Capacity .....	30
Other considerations .....	31
Scoring .....	31
Weighting .....	32
<b>6. Appraisal .....</b>	<b>35</b>
Old Station Car Park.....	36
Sheep Street Car Park.....	40
The Brewery Car Park site .....	44
Market Place .....	48
The Forum Car Park.....	52
The Waterloo Car Park .....	55
<b>7. Findings.....</b>	<b>58</b>
Summary of scoring .....	58
Highest scoring options .....	59
The Forum Car Park.....	59
The Brewery.....	60
Lower scoring options.....	60
Importance of a hub .....	61
<b>8. Conclusion.....</b>	<b>62</b>
<b>Appendix A – Bus routeing .....</b>	<b>63</b>
<b>Appendix B - Walking times.....</b>	<b>65</b>

## List of Tables

Table 5-1 Scoring.....	32
Table 5-2 Weighting.....	33
Table 6-1 Old Station Car Park site appraisal.....	36
Table 6-2 Sheep Street site appraisal.....	40
Table 6-3 The Brewery Car Park appraisal.....	44
Table 6-4 Market Place site appraisal.....	48
Table 6-5 The Forum Car Park site appraisal.....	52
Table 6-6 The Waterloo Car Park site appraisal.....	55
Table 7-1 Summary of weighted scores.....	58
Table A-1 Difference in bus routeing distances for each site compared to existing.....	64
Table B-1 Walking time and distance calculations.....	65
Table B-2 Difference in walking time (compared with current).....	66

## List of Figures

Figure 1-1 Project Timeline.....	3
Figure 2-1 Study area context.....	5
Figure 2-2 Bus stops and routes in Cirencester.....	8
Figure 2-3 Walking distances from The Forum.....	10
Figure 2-4 The Forum bus stops.....	10
Figure 2-5 Proposed route for VLR line.....	12
Figure 3-1 Gloucestershire Future Bus Model (Source: Gloucestershire BSIP).....	15
Figure 4-1 Sites selected for appraisal.....	18
Figure 4-2 Old Station Car Park.....	19
Figure 4-3 Sheep Street Car Park.....	20
Figure 4-4 The Brewery Car Park - North.....	21
Figure 4-5 The Brewery Car Park - South.....	21
Figure 4-6 Market Place.....	22
Figure 4-7 The Forum Car Park.....	23
Figure 4-8 The Waterloo Car Park.....	24
Figure 5-1 Entry points for routeing analysis.....	28
Figure 5-2 Destination points selected for proximity analysis.....	30

## Appendices

- Appendix A Bus routeing
- Appendix B Walking times
- Appendix C Tourist coach operators

# 1. Introduction

- 1.1 As part of a wider public transport study in the Cirencester area, Integrated Transport Planning (ITP) was appointed by Cotswold District Council to assess different options for the provision of a public transport hub in Cirencester town centre.
- 1.2 The study required a high-level appraisal of potential sites to establish a transport interchange or hub in the town centre. This would be a completely new facility, as currently, bus services all use on-street stop locations for picking up and setting down passengers. The assessment was to be undertaken **only from a perspective of transport, access and movement**, rather than wider environmental, heritage and other considerations.
- 1.3 The scope of the study was to carry out an objective assessment of the transport, access and patronage potential of selected sites, to identify and prioritise suitable site(s) that could be put forward for further assessment as part of the Cirencester Town Centre Framework Masterplan work also underway in the summer of 2022.
- 1.4 The study was jointly funded by Gloucestershire Economic Growth Joint Committee and also contributes information and evidence to wider projects of partner organisations, for example, Gloucestershire County Council's current Transport Interchange Study.
- 1.5 This report goes on to outline the current transport network (Section 2) and a policy overview (Section 3). It sets out the potential sites (Section 4) and the criteria agreed to appraise them (Section 5). Section 6 provides a detailed appraisal of the potential sites, leading to recommendations and preferred locations in Section 7.

## Study process

- 1.6 Throughout the development of this appraisal, we have sought to engage with various stakeholders regarding both the methodology for the appraisal and considerations relating to each of the sites. The primary method for stakeholder engagement around the methodology and findings of the appraisal was through the Project Steering Group, which consisted of representatives from the following organisations:
  - Cotswold District Council
  - Cirencester Town Council
  - Cirencester Town Council Neighbourhood Plan Development Group
  - Gloucestershire County Council (Integrated Transport Unit)



- Gloucestershire County Council (Transport Policy)
- Cirencester Community Railway Project

1.7 Outside of the steering group, and as part of the wider consideration of the public transport network, there was engagement with various interested organisations listed below. Where appropriate, this included discussion about the potential transport hub sites.

- Gloucestershire County Council (Integrated Transport Unit; Transport Planning)
- Cirencester District Council (Planning; Sustainability; Community Wellbeing; Tourism)
- Tetbury Town Council
- Greening Tetbury
- Parish Councils
- Cirencester College
- Deer Park School
- Royal Agricultural University
- Cirencester Community Rail
- Gloucestershire Community Rail Partnership
- Cirencester Action on Buses
- Sustrans
- Bathurst Estates and its transport consultant (iTransport)
- Stagecoach West
- Great Western Railway
- National Express (and Bennett's Coaches that operate on its behalf)
- Tour coach operators

Engagement was undertaken at different stages of the appraisal process. The timeline of engagement is shown in the figure below.



Figure 1-1 Project Timeline

## 2. Context

- 2.1 Cirencester is the largest town in Cotswold District, with a population of some 20,000<sup>1</sup> people. The population of the town is spread across a number of residential areas to the northeast, southeast, south and west of the town centre, which is itself encircled on three sides by the main bypass roads. The existence of Cirencester Park means there is no development to the northwest of the town centre.
- 2.2 Cirencester is a local centre for retail, public services and education and the town centre itself has vibrant retail and hospitality provisions within an attractive historic setting which attracts many visitors and tourists. The town's facilities serve the surrounding rural hinterland.
- 2.3 The town is a centre for employment, with approximately 15,000 jobs based in Cirencester in 2020<sup>2</sup>. Its location also makes it attractive to commuters working in Bristol, Cheltenham, Gloucester, Swindon and London. Cirencester itself does not have a railway station, the nearest being 6km from the town in Kemble, served by Great Western Railway (GWR) trains between Cheltenham, Gloucester, Swindon and London Paddington. Options to improve public transport links between Kemble station and Cirencester town centre are assessed in a companion study.
- 2.4 The town will continue to change and develop in the coming years. Significant housing development is underway on the southwest edge of the town, in the form of The Steadings. With this, the town's population will continue to grow, albeit also getting older.
- 2.5 The town is home to Cirencester College, which draws students from a wide area and continues to expand. Close to the College, on the western fringe of the town, is the Royal Agricultural University (RAU). Whilst currently this offers specialist courses, it also has plans to grow and develop, offering a broader range of courses and a wider range of other uses. This will see many more students coming to learn and live in Cirencester.
- 2.6 Cotswold District Council is keen to see Cirencester's appeal and economy grow. There is currently a new masterplan for the town centre under development, which will seek to provide a foundation for growth and improvement, including expansion of the town's evening economy. Furthermore, the Council has committed to carbon neutrality by 2045, which will require significant action on several fronts, including transport. As part of these moves, it will be important to encourage greater use of public transport.

---

<sup>1</sup> Nomis Population Estimates/Projections (2020)

<sup>2</sup> Nomis Business Register and Employment Survey (2020)

This will require significant enhancement of public transport across the area and within the town. Not only will more services be needed, but it will also be important for greater integration between transport modes, pointing to the need for a dedicated transport hub in the town centre.

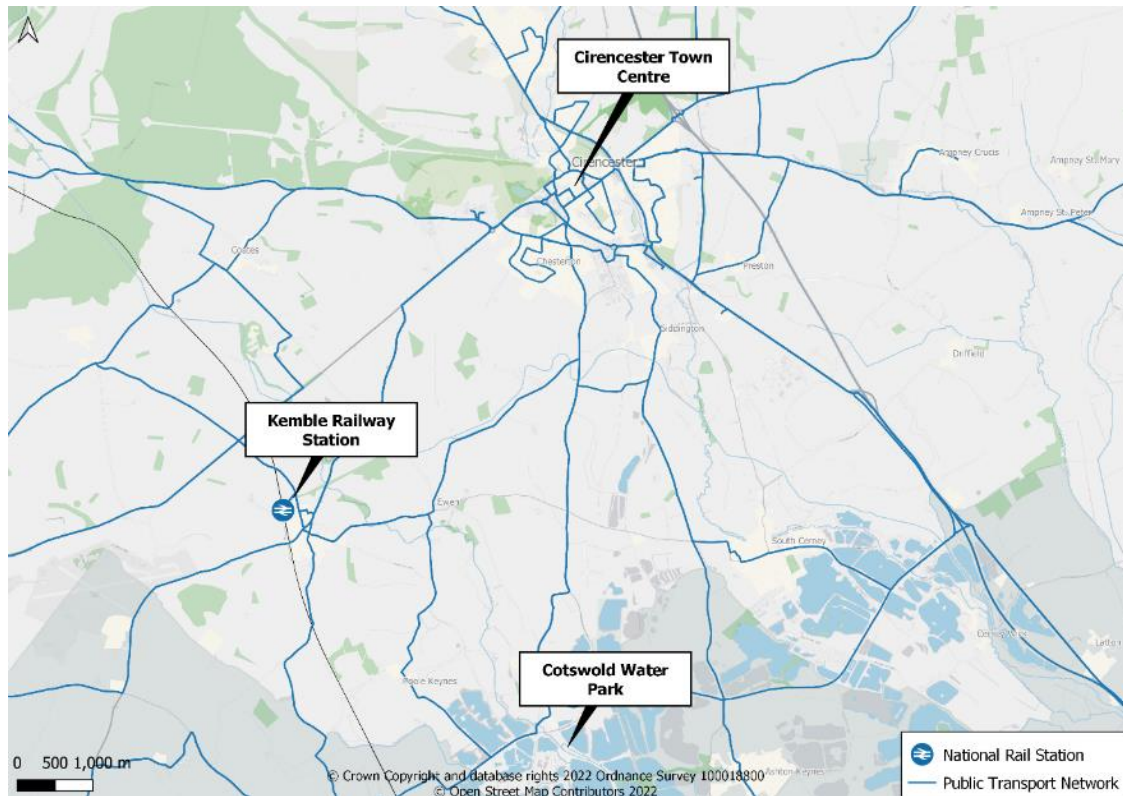


Figure 2-1 Study area context

## Bus and coach travel

- 2.7 Several bus services converge on Cirencester from the surrounding area, with others providing local links within the town. A key inter-urban bus service through the town is the 51, run by Stagecoach, which operates hourly between Cheltenham and Swindon via Cirencester. Stagecoach also provides less frequent services between Cirencester and Gloucester, Tetbury via Kemble Railway Station, and Lechlade, as well as a limited off-peak service to link some of the town's residential areas with the town centre.
- 2.8 Other operators provide infrequent or occasional shopper services, including Cotswold Green which provides a number of journeys to and from Stroud which pass the College and RAU. There is also some community transport provision in the area provided by Community Connexions.

- 2.9 The Gloucestershire Bus Service Improvement Plan (BSIP), published in 2021, suggested that in 2011 6% of journeys in Cirencester were undertaken by bus, which was higher than the Gloucestershire average of 4.5%, but below the average for England (8%). Over the last 10 years, it is likely that mode share by bus will have reduced, along with overall usage, following a general national trend due to rising car ownership and use, accompanied by bus service reductions. Furthermore, these trends have been exacerbated by the Covid-19 pandemic. Bus use now remains about 15-20% lower than in 2019. Use by concessionary pass holders has been most significantly affected, with these users being the slowest to return to using the bus (with their usage standing at about 65%). This puts pressure on the viability of rural services, as these tend to be more dependent on use by concessionary travel holders.
- 2.10 Stagecoach's view of the local bus network is that Cirencester provides an important focal point. It is the destination for many people's journeys, rather than a place to interchange between services and travel on to another destination.
- 2.11 On college days, a significant network of over 20 buses carries students to and from Cirencester College from a wide area, including Swindon, Gloucester and Cheltenham. These converge on the College, using the ring road rather than the town centre. The bus services are financially supported by the College, but primarily funded through the sale of season tickets to students. They operate as registered local bus services and so are also available to members of the public.
- 2.12 The RAU operates a shuttle bus for students travelling between the town centre and the university campus. This is a private service and not available to the public.
- 2.13 A National Express coach service to and from London calls at The Beeches to pick up and drop off. There are currently four journeys per day in each direction. Having called at the stop, coaches usually run via Lewis Lane, The Forum, Dyer Street and London Road to return to the bypass. On occasions, coaches have experienced problems using this loop, due to inconsiderate car parking in Dyer Street.
- 2.14 Pre-pandemic, Megabus also called at The Beeches stop. The service was suspended and has not been reinstated.
- 2.15 Routes taken by the various bus and coach services are determined by the one-way streets in the town centre. There are several bus stopping points within the town centre, used in different combinations by different services. These are shown in the figure below. The main stops for terminating services are to be found at The Forum.
- 2.16 Cirencester does see coach tours and excursions visiting the town. There are no designated coach drop-off or pick-up facilities, so this tends to happen at different

locations as determined by the drivers. There is a dedicated bus parking bay that can be used by coaches on Old Tetbury Road, opposite the leisure centre.



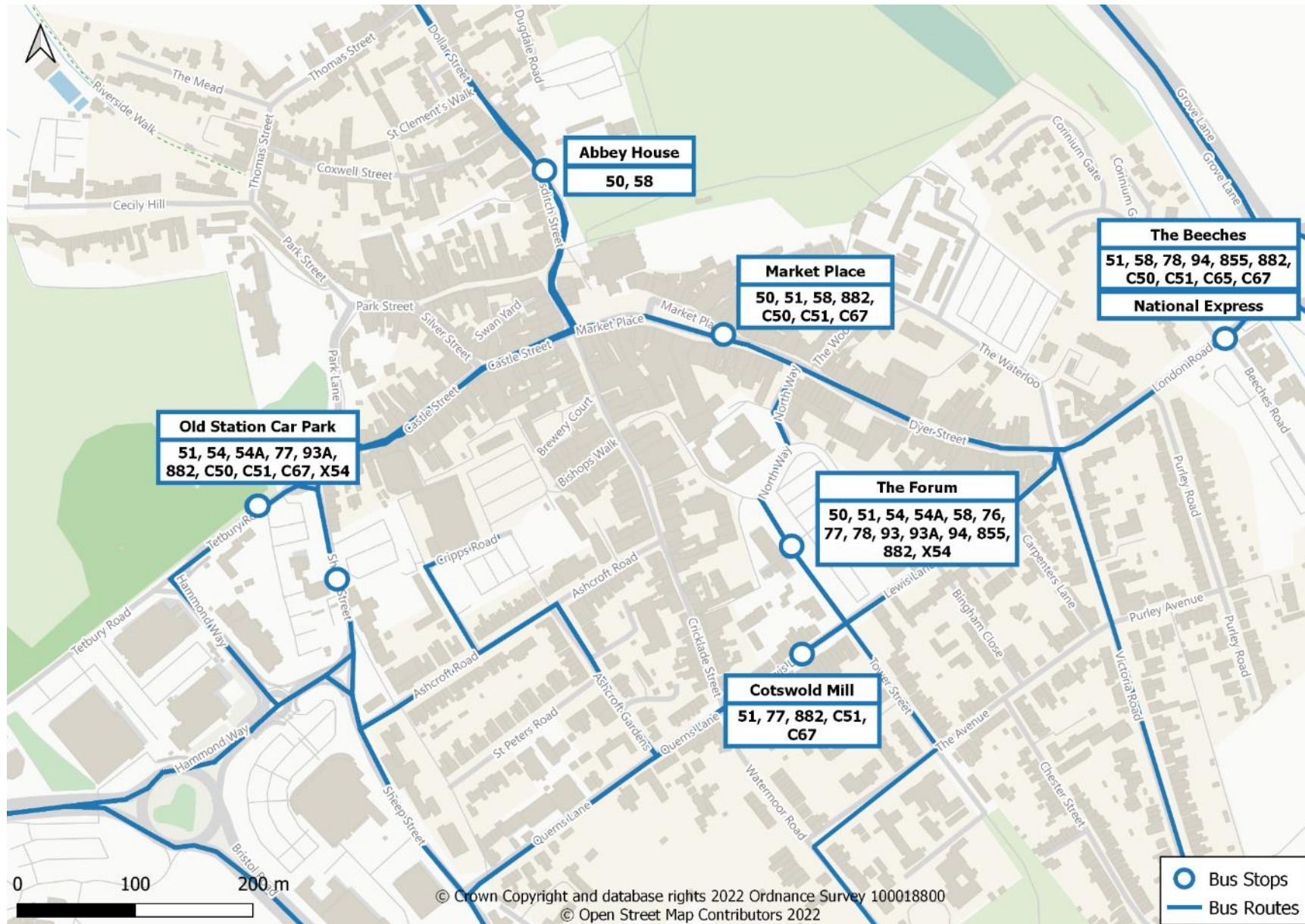
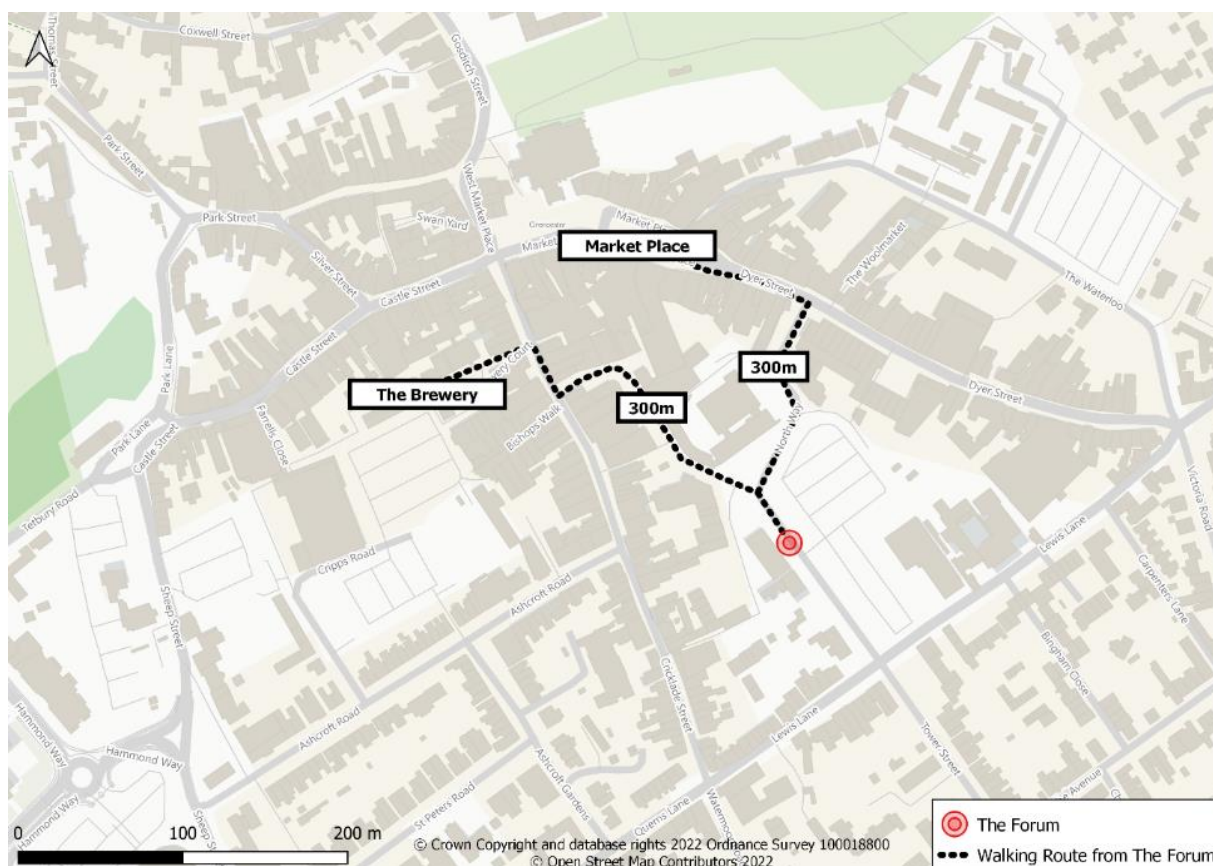


Figure 2-2 Bus stops and routes in Cirencester

## The Forum

- 2.17 There is currently no bus station or transport interchange in Cirencester. The Forum (Southway) has provided a point for buses to stop or terminate. This was intensified in 2016, following the public realm improvements in the Market Place and withdrawal of the bus stop there. As such, the Forum now acts as the main point for most buses, except for the 51 service in one direction (towards Cheltenham), which uses a stop on Dyer Street. Whilst National Express coaches circle The Forum to turn, they do not stop there.
- 2.18 As Lewis Lane is a one-way street (east to west), it is more difficult for buses to access The Forum from the west, either requiring them to route around the bypass or via the narrow Park Street and Silver Street and through the Market Place.
- 2.19 The Forum is located behind the Market Place and Cricklade Street and accessed from Cricklade Street, Dyer Street or Lewis Lane. The figure below shows the walking route from The Forum to the Market Place and The Brewery, two important focal points in the town centre.





### Figure 2-3 Walking distances from The Forum

- 2.20 There are three bus stops (2 northbound and 1 southbound) at The Forum, each denoted with bus stop markings on the road. Associated facilities are limited and basic. Each stop has a shelter with some bench seating. Some signage exists at each stop and a real-time passenger information display is available at one of the northbound stops. Passenger information boards, with printed departure times for each service, maintained by Gloucestershire County Council, are available, although not with the clearest presentation and not showing full timetable information for the whole route.
- 2.21 There is a designated taxi stand immediately in front of the northbound stops.
- 2.22 No other facilities exist at the bus stops themselves. Toilets are available on the opposite side of The Forum car park. These are open between 08:00 and 18:00 (winter) and 19:00 (summer); there is a charge of 20p.
- 2.23 Standard kerbs and paving exist at each stop, with no specific features to assist people with disabilities or visual impairments (such as raised kerbs or tactile paving).



### Figure 2-4 The Forum bus stops

- 2.24 There is little active frontage in the vicinity of the stops themselves, with the nearest facilities being a gym and police station. The nearest hospitality and retail units are about 100m distant from the stops.
- 2.25 The Forum bus stops seem tucked away from the main areas of activity in the town and do not provide a sense of welcome to the town. The area is unattractive and stark, and some people may have concerns about personal safety, particularly when dark, given the limited footfall and lack of activity. Walk routes to reach other parts of the town

centre are uninspiring. Bus travel is not very visible; buses do not appear to be central to the life of the town.

- 2.26 Anecdotally, Stagecoach suggests that the move of the stop for the 51 service towards Swindon from the Market Place to The Forum led to a 30% reduction in passengers, although this cannot be verified.
- 2.27 At certain times through the day, several buses may be waiting together at the northbound stops. This means that one or more of them are opposite the entrance and exit for cars using the car park, which can cause some difficulties for car drivers

## Rail travel

### Kemble station

- 2.28 Cirencester is not on the national rail network. The nearest station is in the village of Kemble, about 6km to the south west of the town. The station lies on the line between Gloucester and Swindon. GWR provide hourly trains that call at Kemble in each direction, running between Cheltenham, Gloucester, Stroud, Swindon, Reading and London.
- 2.29 There are large car parks for rail travellers on both sides of the station. Bus service 882 Gloucester – Cirencester – Tetbury calls outside the main station building (London-bound side), but has an irregular timetable, with no set pattern/frequency, that offers limited connections with a few trains through the daytime period.

### Cirencester Community Railway Project

- 2.30 The Cirencester Community Railway Project is actively working to re-establish a railway link from Kemble station to Cirencester. Its proposal is to use very light rail (VLR) technology to build a line on a former rail alignment from Kemble towards Cirencester, then diverting north to run via the Royal Agricultural University and alongside Tetbury

Road into Cirencester, terminating adjacent to the Old Station Car Park. Intermediate stations would be located for the RAU and Cirencester College.



Figure 2-5 Proposed route for VLR line

- 2.31 The feasibility studies and strategic outline business case for the line suggest that the preferred location of the town centre terminus (platform and passenger facilities) would be adjacent to the Old Railway Station car park (Old Tetbury Road). This would be suitably close to the town centre and avoid any significant works that would be necessary to penetrate further into the centre.
- 2.32 Given this position, the Cirencester Community Rail Project considers that the Old Station Car Park would make a desirable transport hub, as interchange would be possible between other travel modes and the proposed VLR service.
- 2.33 A parallel study to this one has considered different options to improve public transport links between Cirencester and Kemble. These provide alternatives to the VLR and have been compared through a business case assessment. These options have different implications for a preferred location for an interchange hub.

### 3. Policy context

- 3.1 The introduction of a dedicated transport hub in Cirencester would support various policy goals and objectives set out in this section. There is recognition at national, regional and local levels of the importance of good public transport in supporting economic, social and environmental ambitions.
- 3.2 Transport hubs can play an important role in the development and promotion of public transport, both physically in providing a focal point for interchange between services and modes and an attractive passenger waiting environment, but also in raising the visibility and image of public transport in the area and highlighting its importance. Clearly, attractive public transport relies on a variety of factors – services that connect to places that people want to go, that run frequently and at times people want to travel and offer value for money; and supporting infrastructure that is attractive and pleasant for passengers and provides suitable information to help in making journeys.

#### Cotswold District Local Plan 2011-2031 (adopted 2018)

- 3.3 As part of its vision and aims, the Local Plan seeks to support the local economy by encouraging the vitality and viability of town centres, including maintaining Cirencester's key employment and service role, and by supporting sustainable tourism. Furthermore, it seeks to promote sustainable travel by ensuring that development takes place in sustainable locations, which can offer better access to facilities, jobs and public transport, as well as supporting improvements in public transport and provision for walking and cycling. These principles are promoted through Policy INF3 Sustainable Transport.
- 3.4 The Local Plan highlights the strategic importance of Cirencester. 25% of the district's population lives in the town, a third of all employment is based there and it is listed in the top 200 retail centres in the UK.
- 3.5 The Plan notes the high dependence on car travel in the area.
- 3.6 The lack of a purpose-built public transport hub in Cirencester is highlighted. Recognising that Southway (The Forum) is the main point in the town centre for buses arriving and departing, it calls for improvements to be made and, ideally, for a purpose-built transport hub to be created.

## Cotswold District Council Climate Emergency Strategy 2020–2030 (2020)

- 3.7 Cotswold District Council declared a climate emergency in 2019 and committed to “making our activities net-zero carbon as soon as possible, aiming for an 80% reduction against a 1990 baseline by 2030, and a 100% reduction by 2045, with no reliance on offsetting or the trading of carbon credits.” In response, it produced a climate emergency strategy in 2020 which sets out high-level principles, targets and action areas to respond to climate change.
- 3.8 Concerning transport, the strategy highlights that over 45% of emissions emitted in Cotswold District in 2018 derived from transport and the reduction in road transport emissions is recognised as a ‘big win’. The authority will seek to deliver multiple benefits through the transport network by reducing carbon emissions, improving local air quality, and providing enhanced access to services. These goals will be refined further in the sustainable transport strategy, but clearly support the need for the provision of attractive public transport services.

## Cotswold District Council Sustainable Transport Strategy (in development)

- 3.9 In response to its Climate Emergency Declaration, Cotswold District Council committed to producing a Sustainable Transport Strategy (STS) to guide the decarbonisation of transport in the district. The STS is currently in production and seeks to establish a specific decarbonisation trajectory for central Cirencester, alongside a corresponding increase in use of sustainable modes of transport.
- 3.10 Proceeding in an iterative fashion, this study and the Cirencester Town Centre Masterplan will seek to support and enable the increased uptake of public transport and other sustainable modes identified as required in the STS. Early work indicates the need for annual public transport mileage in the district to triple by 2045 to meet decarbonisation targets.

## Gloucestershire Local Transport Plan (2020)

- 3.11 The Gloucestershire Local Transport Plan (LTP) is the guiding document for transport policy within Gloucestershire from 2020 to 2041. Its vision is to develop an ‘interchange model’ for public transport services. This model would introduce hubs at key locations in rural towns and major population centres where passengers can interchange

between public transport, active travel modes and car. This would help facilitate a reorganisation of the county's bus network, with a hierarchy of high-frequency bus routes or railway lines, less frequent middle-tier services and rural demand responsive transport (DRT) services.

3.12 This network model is illustrated below.

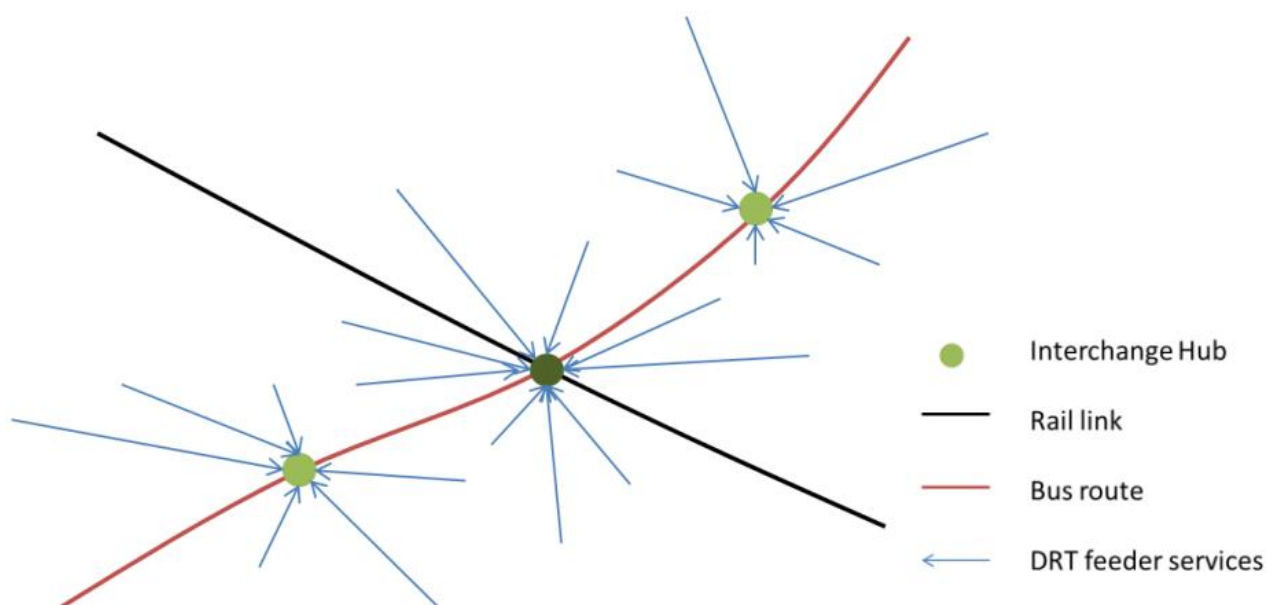


Figure 3-1 Gloucestershire Future Bus Model (Source: Gloucestershire BSIP)

3.13 At the transport interchange hubs, it is expected that there would be passenger waiting facilities, real time information, electric vehicle and bike parking, secure cycle parking and accessible car parking. The sites would be connected to high-quality cycle and walking routes. They would also facilitate the interchange of passengers between higher frequency services and middle tier and DRT services and would be supported by bus priority measures where service frequency justified this. GCC is developing its Interchange Strategy to set out the ambition in more detail.

3.14 Currently, The Forum bus stop arrangements do not meet the standards laid out in the LTP. Cirencester would be a natural location to establish the type of interchange hub envisaged, given its location at the meeting point of north-south and east-west routes across the Cotswolds.

## Gloucestershire Bus Service Improvement Plan (2021)

3.15 Whilst unsuccessful in attracting DfT funding, Gloucestershire's Bus Service Improvement Plan (BSIP) has the ambition to provide 'direct links and improved



connectivity' in rural Gloucestershire and to 'integrate transport'. The Plan seeks to increase patronage on buses by 10% from 2019 levels by 2024/25 and for the bus to be an equal or better choice to the private car for single bus trips and trips where passengers interchange, either onto other bus services or other modes of transport.

- 3.16 The BSIP envisages a review of existing bus interchange facilities, along with an assessment of opportunities for new interchange sites with upgraded passenger waiting facilities, real time passenger information, secure cycle parking, electric vehicle charging and high-quality walking and cycling routes. This supports the work of this study to consider such provision in Cirencester town centre.

## Gloucestershire Climate Change Strategy (2019)

- 3.17 Gloucestershire County Council declared a climate emergency in 2019, and in response produced a climate change strategy to set out carbon reduction targets and a short-term action plan. The strategy provides a commitment to be carbon net zero by 2045, with emissions reduced by 80% by 2030 compared to 2005 levels.
- 3.18 Concerning public transport, the Strategy envisages the provision of high-quality services that will encourage a 'significant shift' in travel behaviour to reduce car emissions in the county. Emerging transport decarbonisation work gives a target of doubling public transport usage by 2045. It also notes that the authority will take a lead in coordinating electric vehicles and local charging infrastructure.

## GFirst LEP Strategic Economic Plan for Gloucestershire 2.0 (2018 update)

- 3.19 The Plan highlights the importance of connectivity as one of the strategic priorities the Growth Plan for Gloucestershire. It highlights role of transport hubs in not only improving connectivity, but also in helping to regenerate areas (such as the recent provision of the Gloucester Hub).

## GFirst LEP Gloucestershire Local Industrial Strategy (2019)

- 3.20 This sets out the desire for Gloucestershire to be a leader in sustainable growth and to be "the greenest place to live and work in England." It seeks to support a reduction in carbon emissions to net zero by 2050, with an aspiration to go further and faster.
- 3.21 The Strategy notes how reliable door to door transport choices will be key to attracting and returning young people, securing the county's economic resilience, boosting

productivity and encouraging long term development. In doing so, it wants to achieve a switch to sustainable clean public transport.

## National Bus Strategy: Bus Back Better (2021)

3.22 The National Bus Strategy sets out the vision for the UK's bus network in the post-pandemic era, seeking to return patronage to where it was before the pandemic and then increase patronage beyond these levels. The Strategy recognises that networks must feel like a single integrated system, as passengers experience in London, where they can change between services and modes of transport easily. Concerning stops, the Strategy calls for high-quality bus stops and infrastructure that:

- Provide accurate and clear information and signage so passengers know when the next bus is arriving, and how to interchange between modes of transport.
- Is accessible to those with disabilities.
- Is safe and supports personal safety through CCTV and real-time passenger information so passengers know when their bus is arriving.
- Are located close to destinations passengers want to go to.
- Promotes services to demystify bus services to non-users and advertises the existence of services.



## 4. Potential interchange locations

- 4.1 Six sites were identified as potentially suitable location(s) for a transport interchange in Cirencester town centre. These sites were put forward by officers at Cotswold District Council (CDC), based on a wider understanding of the matters and opportunities in the town centre and the ambitions of the Cirencester Town Centre Masterplan. 5 of the 6 sites are current car park locations, under full or partial control and/or ownership of CDC. The sixth location (Market Place) is predominantly highway land controlled by Gloucestershire County Council.
- 4.2 The six sites were agreed with the steering group before assessment work was undertaken. The group was also invited to identify any additional sites, but no further locations were put forward.
- 4.3 The map shows the location of the six sites included in the appraisal.

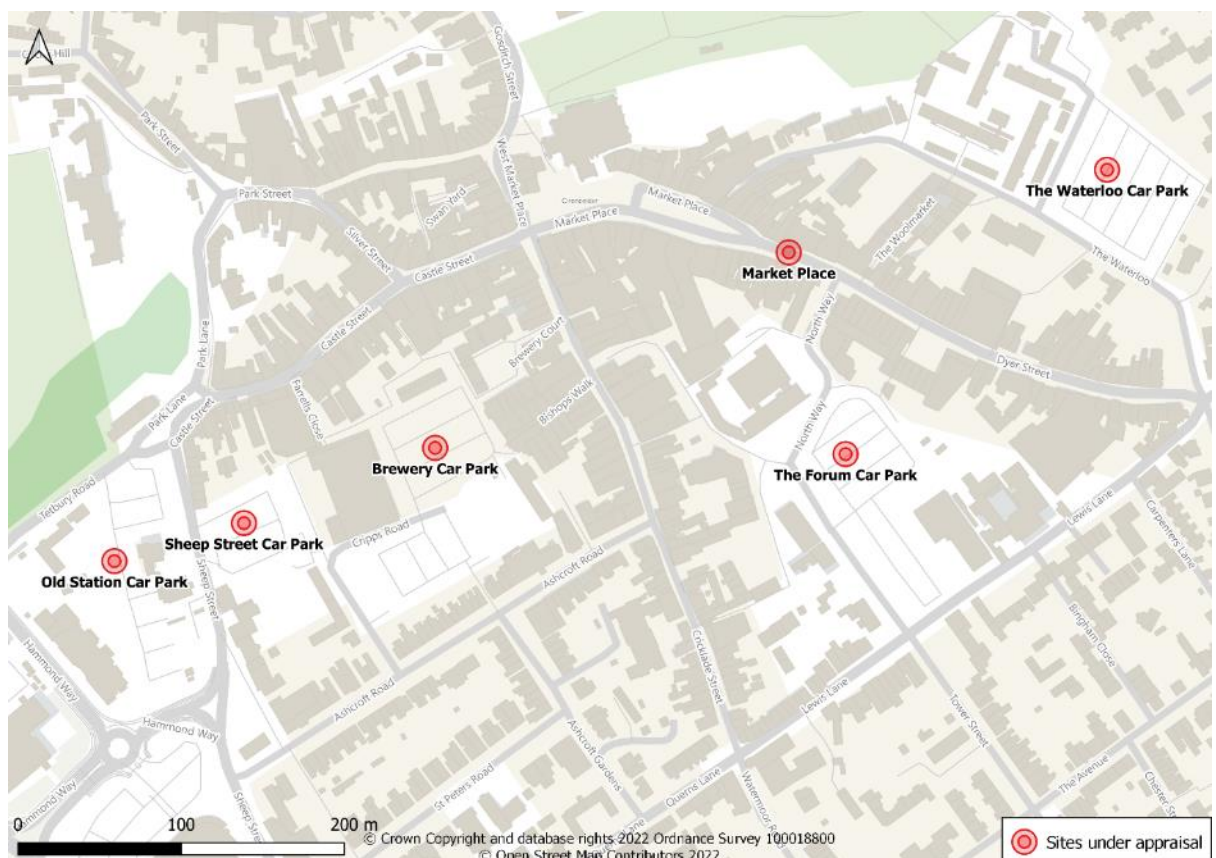


Figure 4-1 Sites selected for appraisal

- 4.4 Each site has individual characteristics, challenges and opportunities. Though these are explored in greater detail in Section 6, an overview of each is provided below.

## Old Station Car Park

The Old Station is the historic site of the Great Western Railway's Cirencester terminus, which was closed in 1965. The railway building remains, and although currently vacant, plans are underway to regenerate the building and introduce some community and retail space.

The 0.35ha site is used as a car park for 148 cars, with two additional disabled parking bays. It is accessed from Tetbury Road. A number of bus services currently approach the town centre along adjacent Tetbury Road, with a bus stop opposite the car park.



Figure 4-2 Old Station Car Park

## Sheep Street Car Park

Located just east of the Old Station Car Park, between Sheep Street and Cripps Road, the Sheep Street Car Park is a smaller site(0.29ha) than most of the others. There are no buildings or amenities on the site, though there is a listed Air Raid Shelter in one corner, maintained by a community group. This might act as a constraint to pedestrian access, particularly as part of the site backs on to private land (part of the Tesco delivery area).

The car park has capacity for 102 cars, plus 8 disabled parking bays. It is accessed via Sheep Street, with a separate entrance and exit onto the road. There is a bus stop adjacent to the car park.



## The Brewery Car Park

The Brewery Car Park sits behind Brewery Court and the Tesco supermarket. The site is the largest (0.86ha) of those appraised and essentially consists of two linked parking areas, a northern part located closer to the town centre and the southern part which sits alongside the access road. There are several retail and hospitality outlets surrounding the northern area, and public toilets are provided (open 08:00-20:00 summer, 08:00-18:00 winter; 20p charge).



This is the largest of the car parks, with 289 spaces and six disabled bays. The NAPTRAN database of bus stops indicates a stop located within the car park itself, though it is only served by a community transport service (pre-Covid). Other regular bus services do not pass the site currently. Stagecoach considers this site to be difficult for buses to get to/from, with the potential to add time to bus running times.



Figure 4-4 The Brewery Car Park - North



Figure 4-5 The Brewery Car Park - South

## Market Place

The Market Place is the historic centre of Cirencester and sees the highest footfall levels of any location in Cirencester. There are a range of retail and hospitality outlets in the Market Place, as well as cultural and administrative sites. The Market Place was renovated a few years ago to provide enhanced civic space, remove some on-street parking and revise traffic flows. This resulted in a bus stop that was adjacent to the church being removed, reinforcing The Forum as the main arrival and departure point for buses. Whilst the 51 service towards Swindon calls at The Forum, buses towards Cheltenham use a bus stop outside Bingham House (Dyer Street), just east of the Market Place.

Whilst some on-street parking was removed during the renovation of Market Place, 25 parking spaces were retained close to the Corn Hall Indoor Market. It is this area that has been assumed that could be used as a transport interchange, rather than the removal of civic space. At approximately 0.09ha it is the most constrained area.

Some bus services operate through the Market Place to access the stop at Bingham House or the Forum.



Figure 4-6 Market Place



## The Forum Car Park

The Forum Car Park is located 80m behind Dyer Street/Market Place, with the cars entering and leaving on South Way. There are no buildings or amenities within the car park itself, although public toilets are available adjacent to the site. There are some retail and hospitality venues in the wider area, although the only facilities facing onto the site are a gym and police station.

The car park has 175 parking spaces, 12 disabled bays and 4 free bays. The site is about 0.5ha in size. The 3 bus stops used by most bus services are located on South Way, adjacent to the car park.



Figure 4-7 The Forum Car Park

## The Waterloo Car Park

The Waterloo Car Park is located approximately 100m to the north of Dyer Street. All vehicles enter and exit from the Dyer Street/London Road junction. There are no amenities or buildings within the site, though there are some retail and hospitality outlets that can be accessed from The Waterloo.

The car park provides 234 spaces and two disabled bays. The site is approximately 0.54ha in size. No bus services run through The Waterloo.



Figure 4-8 The Waterloo Car Park

## 5. Appraisal criteria

- 5.1 It was agreed that a multi-criteria analysis would be used to assess and compare the 6 sites. Such analysis is an effective way of comparing alternative options and discrete components through a combination of qualitative and quantitative assessment.
- 5.2 The appraisal is solely based on transport and movement matters, such as access, vehicle movements, pedestrian footfall and potential patronage. It does not seek to consider wider factors, such as heritage, construction constraints or development potential. These matters will be considered alongside the transport and access appraisal as part of the Town Centre Framework Masterplan.
- 5.3 Agreeing and defining the appropriate appraisal criteria is an important step before undertaking any assessment. The criteria need to reflect relevant considerations and interests, and, where necessary, be prioritised or weighted if certain elements are considered of greater importance. Equally, the criteria need to offer a balanced approach that ensures that all transport and access opportunities, challenges and constraints are identified and considered.
- 5.4 The appraisal sought to use criteria to consider the following aspects:
- Suitability of location and access routes for the movement of buses and long-distance coaches.
  - Suitability of location and access for passengers, concerning onward destinations (e.g., within Cirencester or by transfer to other modes); access and connections to the surrounding areas; accessibility for all passengers.
  - Safety and security of the location, with respect to road safety and personal security for passengers (including after dark), and vehicle and staff security for operators.
  - Capacity to accommodate vehicles and interchange between modes.
  - Capacity for passenger movements to, from and within the site.
  - The impact of the proposed location on service demand and patronage.
- 5.5 Once the list of criteria had been compiled, it was shared with the project steering group for comment and agreement.

### Essential and desired features

- 5.6 To define the criteria, and the subsequent assessment for the appraisal, it was necessary to determine which characteristics of a hub or interchange were essential



and which were desirable and might not necessarily be included within the hub itself. This was important, particularly in the case of more constrained sites that might not be able to accommodate all facilities.

- 5.7 The determination of essential and desired features was defined through the steering group, along with views from bus and coach operators. For the purposes of the assessment, it was assumed that the hub would require 4 bus stops/bays, layover space for 2 buses, plus parking for 2 tourist coaches. This was considered to offer more capacity than current bus stopping arrangements, including the ability to handle services running more frequently in future, plus some official layover spaces that do not currently exist. Equally, parking for 2 tourist coaches was considered an appropriate step up from what was currently provided.

## Essential

- 5.8 The following features were considered as essential for a transport hub:

- Convenient access for buses
- Dedicated bus stops
- Passenger waiting areas, including shelter and seats
- Suitable entry and exit points for buses and coaches
- Accessible walking routes into and out of the site
- Toilets available for drivers and the public
- Cycle storage
- Passenger drop-off and pick-up by car and taxi
- Real-time passenger information provision
- Good access on foot to/from key origins/destinations within the town
- Layover area for buses needing to wait between services

## Desirable

- 5.9 The following features were considered as desirable for inclusion, although could be excluded where sites were not able to accommodate them or where they would be inappropriate for a particular site:

- Tourist coach drop-off, pick-up and parking
- National Express coach stand
- Passengers' waiting room

- Indoor drivers' mess facility
- Café and/or shop
- Nearby retail and hospitality activity
- Cycle repair
- Long-term car parking for those using the hub

5.10 Each of the criteria, which are based on access, location, capacity and other considerations, is outlined below.

## Access

5.11 These criteria seek to assess whether the sites could suitably provide access to bus and coach services and the impact that this would have on the road network, as well as to determine how taxis, cyclists and pedestrians could access the site.

5.12 The following criteria were considered:

### **Bus movements**

5.13 This considered the ability of buses to be routed to/from the site from all directions and the directness of routes and the likely impact on vehicle travel time/distance. This was appraised by comparing the routeing of buses from three points of entry that buses use into the town - Bristol Road roundabout, Swindon Road roundabout and Abbey Way / Spitalgate Lane junction, as shown below. The full analysis is shown in Appendix A.



Figure 5-1 Entry points for routing analysis

5.14 Other considerations:

- Potential routes that could be used subject to traffic management changes (such as traffic direction on roads)
- Opportunity for bus priority measures to ease bus access

**Long-distance coach movements**

- The ability of coaches to be routed to/from the site from different directions – the directness of route and impact on time/distance
- Potential routes that could be used subject to traffic management changes (such as traffic direction on roads)

**Taxi and car movements**

- The ability of other vehicles to access the site, either directly or nearby
- Implications on access if traffic management changes introduced

### **Cycle and e-scooter movements**

- The ability for people using cycles/e-scooters to reach the site
- Implications on access if traffic management changes introduced

### **Pedestrians**

- The ability for pedestrians to reach the site

### **Access for disabled people**

- What barriers there would be for people with disabilities or mobility impairments in accessing the site

## **Location**

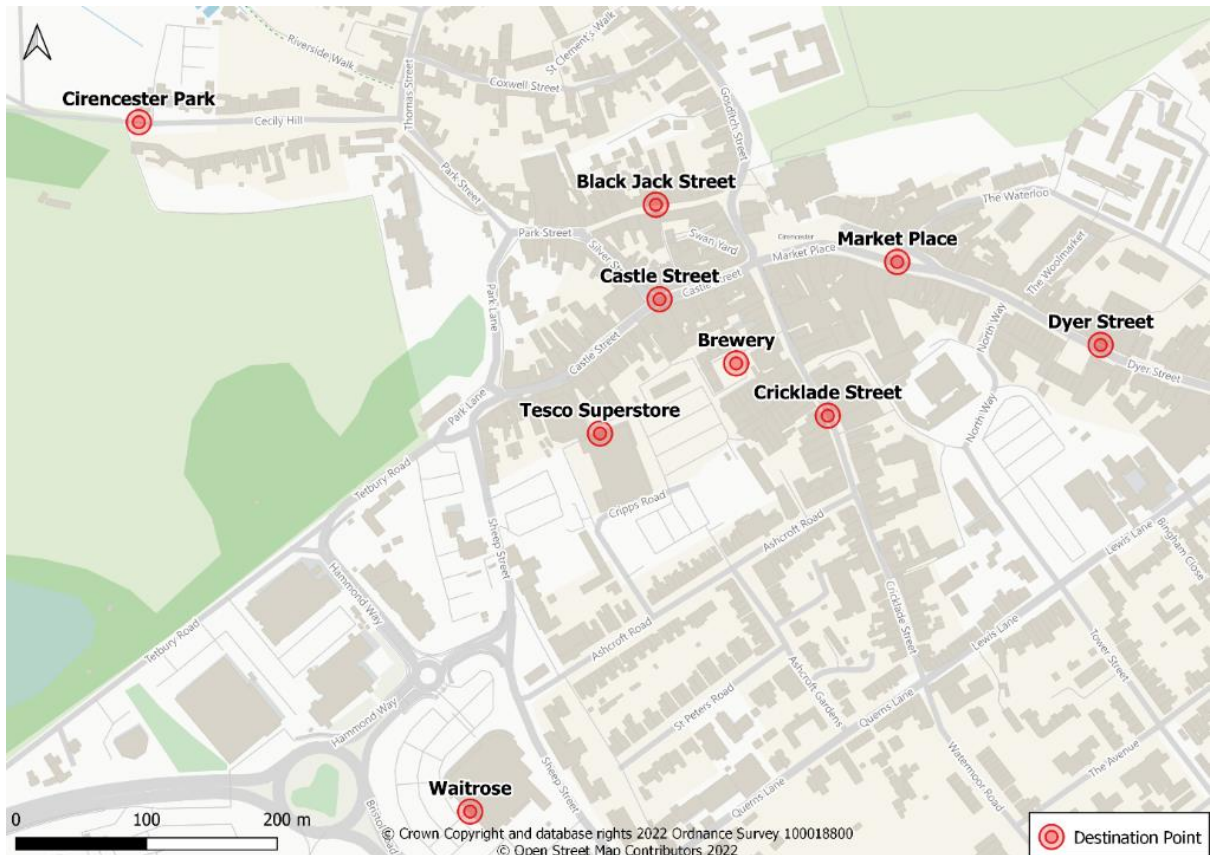
5.15 These criteria consider the suitability of each site in terms of onward destinations and other transport modes, as well as its relation to the town centre in terms of nearby activity, permeability, and the visibility of bus services in the town.

5.16 The following criteria were used:

### **Integration with town**

- Compatibility with surrounding land uses and activities
- Site permeability (access points and through movements)
- Proximity to main town centre attractors (retail; leisure; visitor and hospitality) and attractiveness of walking routes. Nine locations were selected as key destination points in the town centre and the walking distance from each of these sites to each proposed interchange location was calculated. The selection of sites was informed from Town and Place AI Data and Google usage information. The map below shows the destination points chosen and the calculations are provided in Appendix B.

Figure 5-2 Destination points selected for proximity analysis



## Capacity

- 5.17 These criteria consider the suitability of each site in terms of space for bus and passenger movements, passenger and driver facilities and bus layover, along with opportunities for future developments, such as electric vehicle charging.
- 5.18 The following criteria were used:

### Site

- A suitably shaped site to accommodate a hub
- Sufficient space for bus movements and likely manoeuvres – forward/reverse
- Sufficient space for long-distance coaches and tourist coaches
- Sufficient size for bus layover and bus/coach parking
- Sufficient space for electric charging points for buses
- Sufficient space for passenger movements – waiting; boarding; alighting

- Sufficient space for facilities – waiting room, toilets, refreshments, staff room, information

#### **Access roads**

- Suitability for use by buses – width; turns; on-street parking; on-street loading/unloading

## Other considerations

5.19 Other criteria broadly consider environmental factors, safety for passengers and drivers and potential impact on other traffic.

#### **Environmental**

- Impact of noise
- Impact on air quality

#### **Safety**

- Site security
- Personal safety considerations
- Potential anti-social behaviour issues.

#### **Other traffic**

- Impact on other traffic

#### **Future developments**

- Plans for the wider area around the site

#### **Acceptability**

- The likely acceptability of each option to different stakeholders. Given the number of stakeholders, this category is not scored, but sets out the any known views.

## Scoring

5.20 Based on the responses to the criteria, each has been scored, with the total value of scores summed for each option.

5.21 The overall scores only provide an indication of the relative positive features of each site. Higher scoring just implies that an option may demonstrate more of the essential or desired features than others – it doesn't necessarily follow that that the highest scoring option is necessarily the best option in all respects. However, the scoring does

help point towards those sites that seem to be well located and have the ability to provide a reasonable hub facility.

5.22 It should be noted that assessments have been undertaken entirely on the basis of current conditions and characteristics that exist in Cirencester. They have not tried to reflect any potential changes in development or proposals that may be considered as part of the emerging town centre masterplan. Furthermore, they do not take any account of changes in travel patterns or pedestrian behaviour that might arise from any of the considered sites ceasing to be used for car parking.

5.23 A scoring range of 1-5 was used for each criterion, giving a measure against the current situation (i.e. the use of the Forum as the main location for buses arriving and departing) as follows:

Table 5-1 Scoring

Score	Rationale
1	Significantly worse than current situation
2	Somewhat worse than current situation
3	Broadly the same as current situation
4	Somewhat better than current situation
5	Significantly better than current situation

## Weighting

5.24 Once the appraisal had been undertaken, there was a need to consider whether to apply a weighting to increase (or decrease) the contribution of individual appraisal categories to the final appraisal score. Any decision to weight an appraisal category, positively or negatively, would be based on the following:

- Whether one or more appraisal categories were deemed to be more significant/important than others in selecting an appropriate site.
- The degree of overlap between certain appraisal categories could result in some factors being over-represented in the final appraisal score.

5.25 Weighting allows scores of certain criteria to be emphasised. For example, weighting by a factor of 2 would double the original appraisal score. A weighting of 1 means that the weighted appraisal score is unchanged. A weighting of 0.5 halves the contribution to the final appraisal score of that criterion.



5.26 Following discussions with CDC officers, the following weightings were applied.

Table 5-2 Weighting

Criteria	Weight	Justification
Site		This is given a yes or no score as this criterion determines if the site is suitable for a bus station. Any site not suitable would be excluded immediately.
Bus movements	2	Buses need to be able to reach, enter and exit the site efficiently.
Pedestrians	2	Pedestrians need to be able to reach, enter and exit the site easily and safely.
Disabled people	2	Access must be provided for people with disabilities.
Integration with town	2	The site must be compatible with the nearby area and offer good permeability to the town centre to promote bus usage.
Safety	2	The site needs to be secure and perceived as safe for all users.
Long-distance coach movements	1	Whilst it is desirable for coaches to use the site, it is possible that coach operators, such as National Express, will continue to use The Beeches regardless.
Taxi and car movements	1	Space should be provided for taxi and car drop-offs, though as each site is adjacent to roads or parking areas, these could be readily accommodated in some way nearby.
Cycle and e-scooter movements	1	Whilst access by cycle and e-scooter is considered important, it is ultimately dependent upon wider mobility and movement strategies for Cirencester.
Activity	1	Though it benefits sites to have passing footfall, it is not essential to the establishment of a bus hub.
Links to other transport	1	Few other sustainable transport options in the town.
Visibility	1	The site must be known, and visible, though interventions such as wayfinding and signage can combat lower levels of visibility to some extent.
Access roads	0.5	Though certain roads are inaccessible for buses, each site has at least one access road suitable for buses.



Environmental	0.5	As the sites are currently used for car parking, the impact on the local environment is likely to be negligible.
Impacts on other traffic	0.5	Whilst it is important to ensure other traffic is not critically impacted by proposals, buses should be considered a priority.
Future developments	0.5	As proposed developments are subject to change, delay or cancellation, they should be used as a significant influencing factor.
Electric vehicle charging	0.5	If electric charging cannot be provided as part of a layover area on this site, there will be space elsewhere in the town for buses to charge.
Acceptability	Not scored	As this criterion is subjective, depending upon the party, it was not scored, though the views of key stakeholders on acceptability are highlighted.

## 6. Appraisal

- 6.1 This section sets out the appraisal and scoring using the methodology described in Section 5. The appraisal is provided for each site individually, with a summary in Section 7.
- 6.2 As previously highlighted, the appraisal is based on the current situation in Cirencester town centre. If changes to the environment, layout, road or footpath networks are to be considered as part of the Town Centre Framework Masterplan or other plans and strategies, the scoring assessment can be iteratively revised in response.

## Old Station Car Park

6.3 The appraisal for the Old Station Car Park site is shown below.

Table 6-1 Old Station Car Park site appraisal

Criteria	Analysis	Unweighted score
<b>Access</b>		
Bus movements	<p>Compared with current arrangements, buses would, on balance, travel further to get to/from the Old Station. However, it should be noted that some bus services currently pass or circle the site either on their way into or out of the town anyway. Also, it is possible that through services might incur slightly longer on one leg of their journey but slightly shorter on another.</p> <p>Buses would enter the site from Tetbury Road and could either exit back the same way (if a more constrained area was to be used for the hub) or continue through the site directly onto Hammond Way (if a new access route was provided). The latter would require careful consideration on its feasibility due to the existing wall and different levels (the car park being higher than the road), plus the need to accommodate a new junction, which may result in more extensive remodelling of the road and traffic management measures in that area.</p> <p>Buses that need to run through the town centre may be impacted by local congestion. There are few mitigation opportunities in the town centre itself given the road width and layout, though removal of parking and introduction of bus gates on specific roads could be explored. Though it is possible that Sheep Street could become limited access to improve cycle access, this will not impact the hub if services run through the site directly onto Hammond Way.</p>	2
Long-distance coach movements	Coaches could either exit the A417 on Burford Road and run via Lewis Lane/Querns Lane or around the ring road, then using the gyratory to Tetbury Road. On leaving the hub, coaches would need to use the ring road to return to their route. This would significantly increase the distance travelled compared to the current arrangements. For this reason, National Express is unlikely to use any facility located west of The Forum.	1
Taxi/car movements	Vehicles could enter the site through the same entrance and exit as the buses on Tetbury Road. There would be space within the site for drop-off and pick-up.	4

Cycle/e-Scooter movements	Tetbury Road has on and off-street cycle ways which would connect to the site, which also lies adjacent to the proposed Kemble to Cirencester cycle route. Separate access could be provided for cycles and e-scooters, avoiding the need to navigate the one-way system. Secure and unsecure cycle and e-scooter parking could be provided on the site, and cycle parking is available currently. The existing one-way system can be busy and causes challenges for particularly for cyclists approaching from the south and east, but if traffic management measures are introduced this is likely to benefit cyclists and e-scooter users.	5
Pedestrians	There is existing access from the car park onto Sheep Street, which would be the main walking route to the town centre, though this would need improvement. Opening an access route onto Hammond Way for buses would also provide the opportunity to introduce a pedestrian route too towards Waitrose	3
Accessibility	There is no direct step-free access from the Old Station Car Park towards Castle Street, though this could be remedied. The primary barrier for those with disabilities is that the pavement on Castle Street towards the town centre is narrow with some uneven surfaces. There is step-free access across the zebra crossing towards Sheep Street Car Park, although this is a longer route to some parts of the town centre and other amenities.	1

Location																						
Integration with town	<p>Walk time and distance between this site and the following locations (full details in Appendix B):</p> <p>Dyer Street - 9 minutes - 700m            Market Place - 7 minutes - 500m            Black Jack Street - 5 minutes - 400m            Castle Street - 4 minutes - 300m            Brewery - 5 minutes - 400m            Tesco Superstore - 3 minutes - 270m            Cricklade Street - 5 minutes - 500m            Cirencester Park - 8 minutes - 600m            Waitrose - 4 minutes - 300m</p> <p>Walking times increase to those points other those on the western fringes of the town centre. The walking route along Castle Street is reasonable, although footways are narrow in places.</p> <p>The site is compatible with existing land uses as currently it is only a car park. The site is somewhat permeable to the town centre with an existing entrance towards the town. There is also a southern entrance with a zebra crossing onto Sheep Street. However, the site doesn't currently feel like an integral part of the town centre.</p> <p>The redevelopment of the old station building itself may introduce new amenities and retail facilities into the site, which would enhance the passenger experience and boost the perceived integration with the town.</p>	<table border="1"> <thead> <tr> <th>Difference in walk time compared with current (Forum)</th> <th>Old Station</th> </tr> </thead> <tbody> <tr> <td>Dyer Street</td> <td>7</td> </tr> <tr> <td>Market Place</td> <td>4</td> </tr> <tr> <td>Black Jack Street</td> <td>0</td> </tr> <tr> <td>Castle Street/Silver Street</td> <td>0</td> </tr> <tr> <td>Brewery</td> <td>2</td> </tr> <tr> <td>Tesco superstore</td> <td>-1</td> </tr> <tr> <td>Cricklade Street</td> <td>4</td> </tr> <tr> <td>Cirencester Park</td> <td>-2</td> </tr> <tr> <td>Waitrose</td> <td>-4</td> </tr> </tbody> </table>	Difference in walk time compared with current (Forum)	Old Station	Dyer Street	7	Market Place	4	Black Jack Street	0	Castle Street/Silver Street	0	Brewery	2	Tesco superstore	-1	Cricklade Street	4	Cirencester Park	-2	Waitrose	-4
Difference in walk time compared with current (Forum)	Old Station																					
Dyer Street	7																					
Market Place	4																					
Black Jack Street	0																					
Castle Street/Silver Street	0																					
Brewery	2																					
Tesco superstore	-1																					
Cricklade Street	4																					
Cirencester Park	-2																					
Waitrose	-4																					
Activity	Activity levels are low, given the site consists only of a car park. Any plans to repurpose the old station building could boost activity and footfall. No actual footfall data is available for this site.	2																				
Links	The site would be adjacent to the VLR terminal, if this came about, and provide opportunities for interchange with this mode (and onward connections to Kemble rail station in the long term). If long-distance coach services were to remain at The Beeches, they would be about 1km away from the hub. The site would be capable of retaining some car parking; alternatively,	3																				



	the Sheep Street Car Park is just across the road. There is cycle parking available already on the site. There are no facilities such as cafés or toilets available; if these facilities were required, they would need to be constructed, perhaps within the old station building.	
Visibility	Public transport would not be very visible, with the site set back from the main walking and driving routes and away from the main town centre areas of activity.	2
<b>Capacity</b>		
Site	The site is 0.35ha in size and contains suitable space for the provision of stops and layover spaces. There is sufficient space for buses to turn around, or they could run through to Hammond Way. The site also has sufficient space for coaches (National Express and tourist coaches) to stop, park and layover on the site. There would be space for electric buses and coaches to charge on the site. For passengers, there is also space to wait, board and alight and for a waiting room, toilets, refreshment, staff layover and customer information, and this would ideally be housed in the old railway station building. The site has space to accommodate blue badge parking, cycle parking and repair, and a pick-up and drop-off area for cars and taxis.	Yes
Electric vehicle charging	Dedicated charging could be provided as there is space for buses to layover	5
Access roads	Buses would enter via Tetbury Road and could leave via Tetbury Road or directly onto Hammond Way, if access could be created there (an option proposed by Cirencester Action on Buses). The car park is approximately 1.5m above street level here, meaning that ramped access would be needed; given the proximity of the junction to the roundabout, a signalised junction may be required. If such access was to be provided, it would be possible to consider whether this could also offer an entry to the site, such that some buses could avoid circling the site to reach Tetbury Road.	4
<b>Other considerations</b>		
Environmental	Given the site's proximity to surrounding roads, there is unlikely to be any negative impact on noise levels or air quality. There could be a positive visual impact by repurposing the site as an attractive hub.	4
Safety	The site is somewhat cut off from the town centre, and there is little active frontage around the site, with the site sitting back from the road and cut off by hedges/fences. This site may not feel safe during the evening/when alone. As the site sits back from the roads with a lack of passing footfall and a large open space it could attract anti-social behaviour. Taking a one-month snapshot, one crime was reported here in February 2022.	2

Other traffic	As is the case with all the sites under consideration, there would be some loss of car parking spaces. There would be no impact on the operation of the road network, apart from if the new access onto Hammond Way was built. If the use of Sheep Street was to be restricted as part of the improvement of cycle routes, buses might need to be routed through the site and onto Hammond Way.	3
Future developments	The former station building is currently under consideration by CDC for renovation. This plan would re-introduce activity into the building – either hospitality or community functions. This plan would benefit the hub by re-introducing ancillary activity into the site, increasing footfall, offering a space for passengers and drivers to use, providing toilets on the site, and better integrating the site with the town centre. The site is also adjacent to the proposed Kemble to Cirencester cycle link, which may run via Sheep Street and would improve connectivity by cycle to the south of the town and surrounding areas. As previously mentioned, there is a long-term community aspiration to develop a VLR link to Kemble Station, which may terminate at this location.	5
Acceptability	Given its historic role as a rail station, the site is viewed by several stakeholders as suitable for a transport hub. Cirencester Action on Buses favours the site and Cirencester College offered support for it, given that it offers the shortest walk to the College. The Cirencester Community Rail Group support the site because of the link with the VLR terminus.  National Express would probably not favour this location. It would be acceptable to bus operators, provided that suitable access routes for buses existed.	Not scored

## Sheep Street Car Park

6.4 The appraisal for the Sheep Street site is shown below.

Table 6-2 Sheep Street site appraisal

Criteria	Analysis	Unweighted score
<b>Access</b>		
Bus movements	Vehicles access and exit the site from Sheep Street. Based on the assessment applied to all potential sites, use of this site would involve a greater increase in net bus mileage than any of the other sites. However, it should be noted that some bus services currently pass the site either on their way into or out of the town anyway. Also, it is possible that through services	1

	<p>might incur slightly longer on one leg of their journey but slightly shorter on another, in the same way as for the Old Station. It may be possible to consider creating new access for buses from Cripps Road, although this would rely on an agreement over a short piece of private land (part of the former Tesco delivery area). This would facilitate much quicker access from the east of the town, avoiding the need to circulate the one-way system via Tetbury Road. There would be no advantage in providing an exit for buses via Cripps Road, under current traffic management arrangements.</p> <p>It is possible that Sheep Street could become limited access to improve cycling. There would need to be detailed work undertaken to ensure that bus access could be maintained, alongside high-quality cycle provision.</p>	
Long-distance coach movements	Whilst possible for National Express coaches to get to and from the site, it would result in significant additional distance and time. It is unlikely that National Express would use any facility further west than The Forum.	1
Taxi/car movements	The Sheep Street site is more constrained than the Old Station, but there would be space for a drop-off and pick-up area for taxis and cars. Alternatively, such a facility could be provided off Cripps Road.	4
Cycle/e-scooter movements	The primary access route for cycles would be from Sheep Street, which connects from an unsegregated cycle route. The current one-way system currently poses challenges for cyclists seeking to access this site from the south, which should be addressed if this site is selected. A widened access route onto Cripps Road could also provide access for cyclists for those coming from the east of the town. National Cycle Network route 45 currently passes through The Brewery car park adjacent to the site and opportunities should be sought to link to or improve this route. Both secure and short-term cycle and e-scooter parking could be provided on the site.	5
Pedestrians	Pedestrian access is from Sheep Street and Cripps Road, with step-free access available from both. Passengers walking to the town centre may use either access route, depending on their destination, although neither route is particularly obvious to someone who didn't know the town, and footway width is constrained at the north end of Sheep St, which can cause a challenge for those using mobility aids, buggies or accompanying more vulnerable pedestrians.	3
Accessibility	There is step-free access from either access point. One route to the town centre requires walking along Sheep Street and Castle Street, both of which are narrow and might be difficult for wheelchairs or mobility scooters. The alternative route to the town centre via the Brewery Car Park offers wider footways towards the town centre.	2

Location																								
Integration with town	<p>Walk time and distance between this site and the following locations (full details in Appendix B):</p> <p>Dyer Street - 8 minutes - 650m  Market Place - 6 minutes - 500m  Black Jack Street - 5 minutes - 350m  Castle Street - 4 minutes - 280m  Brewery - 4 minutes - 350m  Tesco Superstore - 2 minutes - 180m  Cricklade Street - 4 minutes - 350m  Cirencester Park - 7 minutes - 600m  Waitrose - 3 minutes - 250m</p> <p>Walking times are less to three destinations on the western side of the town centre, but more for four of the other destinations.</p>	<table border="1"> <thead> <tr> <th>Difference in walk time compared with current (Forum)</th> <th>Sheep Street</th> </tr> <tr> <th>Site</th> <th>Sheep Street</th> </tr> </thead> <tbody> <tr> <td>Dyer Street</td> <td>6</td> </tr> <tr> <td>Market Place</td> <td>3</td> </tr> <tr> <td>Black Jack Street</td> <td>0</td> </tr> <tr> <td>Castle Street/Silver Street</td> <td>0</td> </tr> <tr> <td>Brewery</td> <td>1</td> </tr> <tr> <td>Tesco superstore</td> <td>-2</td> </tr> <tr> <td>Cricklade Street</td> <td>2</td> </tr> <tr> <td>Cirencester Park</td> <td>-3</td> </tr> <tr> <td>Waitrose</td> <td>-5</td> </tr> </tbody> </table>	Difference in walk time compared with current (Forum)	Sheep Street	Site	Sheep Street	Dyer Street	6	Market Place	3	Black Jack Street	0	Castle Street/Silver Street	0	Brewery	1	Tesco superstore	-2	Cricklade Street	2	Cirencester Park	-3	Waitrose	-5
Difference in walk time compared with current (Forum)	Sheep Street																							
Site	Sheep Street																							
Dyer Street	6																							
Market Place	3																							
Black Jack Street	0																							
Castle Street/Silver Street	0																							
Brewery	1																							
Tesco superstore	-2																							
Cricklade Street	2																							
Cirencester Park	-3																							
Waitrose	-5																							
Activity	<p>As with the Old Railway Station, there is limited activity on this site. The adjacent road, Sheep Street has a reasonable amount of traffic, but limited pedestrian activity. Footfall over the site is relatively low, apart from people walking through towards the Old Station Car Park. Footfall data for April 2022 indicates that 4,325 people used this site in the month. This compares with 67,128 in the Market Place and 45,344 on Castle Street.</p>	2																						
Links	<p>The site is 75m away from Tetbury Road and the proposed VLR terminus. If coach services remained at The Beeches, they would be about 1km distant. Car parking would be available nearby at the Old Station Car Park or The Brewery. Cycle parking and repair could be installed at the interchange. There are no facilities, such as cafés or toilets on site, and any facilities constructed here would need to be housed in a purpose-built building. These would need to be quite modest, as the site is more constrained.</p>	2																						

Visibility	Public transport would remain relatively invisible, being off main through routes and away from the town centre and main streets.	2
<b>Capacity</b>		
Site	The site is 0.29ha in size. Space may be constrained, particularly if buses were to loop through the site and return onto Sheep Street, rather than running through the site onto Cripps Road. However, most required facilities could be accommodated. The design of these would depend on whether buses were turning within the site or able to travel through via Cripps Road.	Yes
Electric vehicle charging	Dedicated charging could be provided, as there would be space for layover for two buses.	5
Access roads	Access via Sheep Street or Cripps Road is suitable for buses, although the latter would create bus movements on Ashcroft Gardens. The roads are suitable, and Ashcroft Road and Cripps Road are currently used by Tesco delivery vehicles.	4
<b>Other considerations</b>		
Environmental	The site is unlikely to result in more noise or poorer air quality, given the amount of other traffic in the vicinity, including deliveries previously made to Tesco.	3
Safety	The site is partly enclosed on two sides and set back from the road. There is limited footfall. Therefore, people may feel insecure in the evening or when waiting alone. The area could attract anti-social behaviour. As a one-month snapshot, 2 crimes were recorded in February 2022 (on Cripps Road).	2
Other Traffic	Withdrawal of parking at Sheep Street would lead to the use of alternative Car Parks, of which there are two nearby. Overall, there would be no impact on other traffic. If Sheep Street was to become restricted to vehicle traffic to improve the cycle route, then bus access would need to be maintained to reach the hub.	3
Future developments	Closure of the Tesco store provides opportunities for change in the area, including integration with The Brewery area. The site is also adjacent to the proposed Kemble to Cirencester cycle link, which may run via Sheep Street and will improve connectivity by cycle and e-scooter to the south of the town and surrounding areas.	4



Acceptability	No comments were raised by stakeholders. This location is unlikely to be used by National Express.	Not scored
---------------	--	------------

## The Brewery Car Park site

6.5 The appraisal of The Brewery Car Park site is given below.

Table 6-3 The Brewery Car Park appraisal

Criteria	Analysis	Unweighted Score
<b>Access</b>		
Bus movements	<p>Overall net route mileage would increase compared with the existing arrangement.</p> <p>Buses would enter and exit the site from Ashcroft Road and Cripps Road. Buses would exit towards the ring road via Ashcroft Road and Hammond Way.</p> <p>This location may add a diversion for buses going west to east. This could be alleviated by creating 2-way bus-only access from Sheep Street through the existing Sheep Street Car Park (based on some of the discussions for the use of that Car Park for a bus hub above). However, this would require access over a private piece of roadway, used for Tesco deliveries.</p>	1
Long-distance coach movements	<p>Coaches would exit the A417 on Burford Road, and travel via Lewis Lane/Querns Lane, Ashcroft Gardens, Ashcroft Road and Cripps Road to reach the hub. The return would be via Ashcroft Road (or via new access through Sheep Street Car Park) to Sheep Street and Hammond Way, then the bypass. This would significantly increase the time and distance for coaches.</p> <p>National Express would be unlikely to use a hub further west than The Forum.</p>	1
Taxi/car movements	<p>All vehicles would enter and leave via Cripps Road. There would be ample space to accommodate a taxi and car pick-up and drop-off zone.</p>	4

Cycle/e-scooter movements	There is reasonable access from all directions and NCN45 currently runs through the site. Cycle and e-scooter parking and cycle repair facilities could be accommodated and would also serve nearby shops and restaurants.	4
Pedestrians	There is reasonable access from all directions, with no steps or gradients. The development of a hub would provide the opportunity to establish a pleasant pedestrian thoroughfare through the site, rather than having to negotiate through a car park at present.	4
Accessibility	There is step-free access from all directions. The site is close to town centre shops and facilities, with no roads to cross.	4

**Location**

Integration with town	<p>Walk time and distance between this site and the following locations (full details in Appendix B):</p> <p>Dyer Street - 6 minutes - 450m  Market Place - 4 minutes - 350m  Black Jack Street - 3 minutes - 270m  Castle Street - 2 minutes - 180m  Brewery - 1 minutes - 100m  Tesco Superstore - 1 minutes - 100m  Cricklade Street - 2 minutes - 160m  Cirencester Park - 8 minutes - 650m  Waitrose - 5 minutes - 350m</p> <p>Walking times and distances are better than The Forum for several destinations, apart from the Market Place and Dyer Street. There is immediate access to areas of the town with activity and facilities, making it reasonably obvious to someone visiting which way to go for the town centre.</p> <p>A bus hub would be compatible with existing land uses. The site is permeable, with pedestrianised routes towards Castle Street, Cricklade Road and Sheep Street that do not require pedestrians to walk alongside active traffic.</p>	<table border="1"> <thead> <tr> <th>Difference in walk time compared with current (Forum)</th> <th></th> </tr> <tr> <th>Site</th> <th>Brewery</th> </tr> </thead> <tbody> <tr> <td>Dyer Street</td> <td>4</td> </tr> <tr> <td>Market Place</td> <td>1</td> </tr> <tr> <td>Black Jack Street</td> <td>-2</td> </tr> <tr> <td>Castle Street/Silver Street</td> <td>-2</td> </tr> <tr> <td>Brewery</td> <td>-2</td> </tr> <tr> <td>Tesco superstore</td> <td>-3</td> </tr> <tr> <td>Cricklade Street</td> <td>0</td> </tr> <tr> <td>Cirencester Park</td> <td>-2</td> </tr> <tr> <td>Waitrose</td> <td>-3</td> </tr> </tbody> </table>	Difference in walk time compared with current (Forum)		Site	Brewery	Dyer Street	4	Market Place	1	Black Jack Street	-2	Castle Street/Silver Street	-2	Brewery	-2	Tesco superstore	-3	Cricklade Street	0	Cirencester Park	-2	Waitrose	-3	4
Difference in walk time compared with current (Forum)																									
Site	Brewery																								
Dyer Street	4																								
Market Place	1																								
Black Jack Street	-2																								
Castle Street/Silver Street	-2																								
Brewery	-2																								
Tesco superstore	-3																								
Cricklade Street	0																								
Cirencester Park	-2																								
Waitrose	-3																								

	The site is large, offering plenty of flexibility for different configurations of hub and integration with the wider town, including any future developments.	
Activity	Activity here is higher than in Sheep Street or the Old Station, due to the proximity to the town centre and presence of shops, eating places and other facilities, along with people walking through the area as they converge on the town centre. Footfall data for April 2022 indicates that 27,028 people used this site (Brewery Court area) in the month, compared with 67,128 in Market Place and 45,344 on Castle Street.	4
Links	The VLR interchange would be about 200m to the west and could be accessed through Sheep Street Car Park. If coach services were to remain at The Beeches, they would be about 800m away. Given the size of the site, there would be space available for a bus interchange and retention of some parking. Cycle parking is available. There are publicly managed (paid) toilets provided and there are several cafés nearby, though these close in the late afternoon.	3
Visibility	Given the proximity to other activities, this site would improve the visibility of public transport to some extent.	4
<b>Capacity</b>		

Site	The site is split across two car parks, the northern site closest to The Brewery shops being 0.46ha in size, and the second to the south being 0.4ha. Either area could accommodate a bus hub and all associated facilities.	Yes
Electric Vehicle charging	Dedicated charging could be provided as there is space for buses to layover.	5
Access roads	Buses would enter and leave via Ashcroft Road and Cripps Road unless an access route was opened up through Sheep Street Car Park, which would speed up access. Buses heading east would either have to go around the bypass or run via Park Lane, Silver Street and Market Place, as is the case under current arrangements.	4
<b>Other Considerations</b>		
Environmental	This site is away from main roads and sits behind some residential dwellings and flats. The use of the site as a hub could create some additional noise, but not adversely impact air quality, given the current low frequency of bus services. The access roads are already used by delivery vehicles for Tesco. The creation of a bus hub would allow the area to be remodelled to create a more attractive environment than the current car park. However, the creation of a hub might result in the loss of some trees in the current parking area closest to Cripps Road. The proposed arrangements would also introduce buses to Ashcroft Road which, while generally wide and uncongested, is currently primarily a residential road. This has road safety and amenity considerations for residents.	3
Safety	Some retail and hospitality units face onto the site, with some open into the evening. There is more passing footfall than on Sheep Street or the Old Station and there is some active frontage. The open space may attract anti-social behaviour, but being closer to active frontages there may be a lower risk. As a one-month snapshot, 2 crimes were recorded here in February 2022.	3
Other traffic	Removal of some parking would require drivers to park elsewhere, but nearby alternatives are available. The provision of bus-only access across Sheep Street Car Park would further reduce available parking. Otherwise, a hub at this location would not impact other traffic.	3
Future developments	Over the years there has been consideration for the provision of a cinema on the site, which would boost the evening economy and create more activity in this area. Tesco is closing its store and moving to a building in Cricklade Street. The creation of bus access through Sheep Street Car Park would improve the performance of this site as a bus hub.	5
Acceptability	Whilst a central location for bus users, some bus operators consider it more difficult to access buses, in terms of convoluted routeing. Stagecoach does not consider the site to be appropriate. Equally, National Express would not use the site. May prove unpopular with residents of Ashcroft Rd and surrounding areas.	Not scored

## Market Place

6.6 The appraisal for the Market Place site is given below.

Table 6-4 Market Place site appraisal

Criteria	Analysis	Unweighted score
<b>Access</b>		
Bus movements	<p>Compared with The Forum, use of Market Place as a bus hub would increase overall net route mileage. For journeys towards Cheltenham on Stagecoach's 51 service, there would be no change, as buses currently come through Market Place and stop outside Bingham House.</p> <p>Buses can enter the Market Place from both directions, allowing flexibility of routeing. However, routeing from Tetbury Road either takes in the narrow Mill Street and Silver Street or the need to travel round via the ring road. Stops can be accommodated for buses both ways, but the site would not be able to facilitate U-turns for buses terminating there. Therefore, the site does not offer the same level of operational flexibility as any of the other sites.</p> <p>Removal of other traffic would help buses in using Market Place.</p>	1
Long-distance coach movements	<p>Whilst on the right side of the town for National Express services, Market Place would not provide the ability for coaches to get back to the A417 quickly.</p>	1
Taxi/car movements	<p>It would be possible to accommodate drop-off and pick-up facilities, unless the remodelling of the Market Place resulted in other traffic being excluded from the area.</p>	4
Cycle/e-scooter movements	<p>National Cycle Network Routes 45/48 currently skirt the western edge of the Market Place, though there is currently a short gap in defined provision due to Cricklade St currently being inaccessible to all traffic at certain hours (this is currently being reviewed through proposed changes to the TRO). Market Place can be relatively easily accessed by bicycle from the north and west, but less so from the south and east due to the one way system (again, this may be improved by TRO changes) . Cycle and e-scooter parking could be accommodated.</p>	4

Pedestrians	This site has the highest pedestrian count of all sites; pedestrians can access the area from all directions, using accessible routes. The Market Place offers high quality public realm, and an inviting environment for pedestrians. However, Market Place and surrounding areas also records some of the highest proportions of collisions involving pedestrians, potentially due to a combination of high footfall and the busy and constrained road network.	4
Accessibility	There is step-free access in all directions. The area sits at the heart of the town, meaning that walking distances are generally lower at many points.	5

**Location**



<p>Integration with town</p>	<p>Walk time and distance between this site and the following locations (full details in Appendix B):</p> <p>Dyer Street - 2 minutes - 200m  Market Place - 0 minutes - 0m  Black Jack Street - 3 minutes - 210m  Castle Street - 2 minutes - 180m  Brewery - 2 minutes - 200m  Tesco Superstore - 4 minutes - 350m  Cricklade Street - 2 minutes - 180m  Cirencester Park - 8 minutes - 650m  Waitrose - 8 minutes - 600m</p> <p>Walking times are the same or better to all points. The Market Place provides an attractive waiting area and walking routes. The site is compatible with existing land uses, if it only replaced existing parking provisions rather than using public open space. The site is permeable owing to its central location, with several clear and safe walking routes to other points in the town. There would be no barriers to access and there are clear desire lines.</p>	<table border="1"> <thead> <tr> <th>Difference in walk time compared with current (Forum)</th> <th>Market Place</th> </tr> <tr> <th>Site</th> <th>Market Place</th> </tr> </thead> <tbody> <tr> <td>Dyer Street</td> <td>0</td> </tr> <tr> <td>Market Place</td> <td>-3</td> </tr> <tr> <td>Black Jack Street</td> <td>-2</td> </tr> <tr> <td>Castle Street/Silver Street</td> <td>-2</td> </tr> <tr> <td>Brewery</td> <td>-1</td> </tr> <tr> <td>Tesco superstore</td> <td>0</td> </tr> <tr> <td>Cricklade Street</td> <td>-1</td> </tr> <tr> <td>Cirencester Park</td> <td>-2</td> </tr> <tr> <td>Waitrose</td> <td>0</td> </tr> </tbody> </table>	Difference in walk time compared with current (Forum)	Market Place	Site	Market Place	Dyer Street	0	Market Place	-3	Black Jack Street	-2	Castle Street/Silver Street	-2	Brewery	-1	Tesco superstore	0	Cricklade Street	-1	Cirencester Park	-2	Waitrose	0	<p>5</p>
Difference in walk time compared with current (Forum)	Market Place																								
Site	Market Place																								
Dyer Street	0																								
Market Place	-3																								
Black Jack Street	-2																								
Castle Street/Silver Street	-2																								
Brewery	-1																								
Tesco superstore	0																								
Cricklade Street	-1																								
Cirencester Park	-2																								
Waitrose	0																								
<p>Activity</p>	<p>Activity levels are high. There are various shops, restaurants, pubs and attractions in the immediate area. The Market Place is a focus for routes in all directions. Footfall data for April 2022 indicates that 67,128 pedestrians used this site, making it the busiest location in the town centre.</p>		<p>5</p>																						
<p>Links</p>	<p>The VLR interchange would be about 450m distant. If coach services remained at The Beeches, they would be 520m distant. There would be no parking at this location (assuming that it would be totally repurposed), although other Car Parks are reasonably close. Cycle parking is available and additional cycle and e-scooter parking could be provided. There are a range of cafés around the Market Place, and there are some pubs which provide hospitality later in the evening. There are public toilets available.</p>		<p>3</p>																						
<p>Visibility</p>	<p>This site is highly visible, being in the heart of the town on the main thoroughfare.</p>		<p>5</p>																						
<p><b>Capacity</b></p>																									
<p>Site</p>	<p>The current area of the Market Place used for car parking is just 0.085ha. There is sufficient space to accommodate two bus stops in each direction, with associated shelters, seating and information displays, along with some Blue Badge parking and</p>		<p>Yes, but with some</p>																						

	drop-off/pick-up spaces. There is insufficient room to turn buses and the site would not lend itself to bus parking. It would be possible to accommodate tourist coach drop-off and pick-up, but not parking. If other facilities were required, such as waiting room, enquiry office or staff mess facilities, they would need to be provided in an existing building in the Market Place.	compromises on certain facilities.
Electric Vehicle charging	With the absence of bus layover space, it would not be possible to provide electric charging facilities.	1
Access roads	Roads accessing Market Place are available to buses and currently used by them, although Park Lane and Silver Street are narrow.	3
<b>Other considerations</b>		
Environmental	Given that the bus hub would replace car parking, there is unlikely to be any significant change in respect of air quality or noise, particularly given the current frequency of buses. However, the presence of buses standing in Market Place, along with bus stop infrastructure, may be more intrusive. The removal of car parking may help improve the appearance of the area.	3
Safety	Footfall is high compared with other sites and there are various amenities and hospitality outlets creating activity, including some in the evening. The site is overlooked by buildings, lit and open to view. This will create a greater sense of safety than some of the other sites, and less likelihood of anti-social behaviour. As a one-month snapshot, there were no crimes recorded in Market Place in February 2022.	5
Other traffic	Apart from the removal of parking, there would be minimal impact on other traffic. However, there would be more buses using and travelling through Market Place.	2
Future developments	There are no significant developments planned at this site.	3
Acceptability	This site would be acceptable to bus operators but would not be used by National Express. Stagecoach is supportive of this location. However, while not directly assessed as part of this study, it is likely that this site would face significant heritage constraints and an interchange is unlikely to make the best possible use of such high-quality public realm. Re-introducing buses to this area is also likely to be unpopular politically and commercially given that the decision to remove bus stops at this location and re-model the public realm was implemented relatively recently at significant cost.	Not scored

## The Forum Car Park

6.7 The appraisal for The Forum Car Park site is given below.

Table 6-5 The Forum Car Park site appraisal

Criteria	Analysis	Unweighted score
<b>Access</b>		
Bus movements	Given that The Forum is currently used by buses, there would be no change in the routeing of buses. The creation of a hub on the Car Park itself would additionally facilitate bus turning, giving more operational flexibility. Buses entering from Lewis Lane could also depart that way, saving the need to do a circuit via Dyer Street. Similarly, buses entering from Dyer Street could go back out that way. This would facilitate the use of The Forum by service 51 towards Cheltenham, which currently does not use The Forum.	4
Long-distance coach movements	Whilst coaches pick up and set down at The Beeches, they then run via Lewis Street, The Forum, North Way and Dyer Street to turn and return to the A417. The development of a hub at The Forum would be an opportunity for the formal stop point to move there, particularly if taxi and car drop-off and pick-up facilities were available. There would be no additional time or distance involved for coaches.	4
Taxi/car movements	These would be unchanged, assuming that some parking continued to be available alongside the hub. Drop-off and pick-up facilities would be provided.	4
Cycle/e-scooter movements	There are no dedicated cycle routes to the site, nor any cycle parking currently. Secure and short-term cycle and e-scooter parking and cycle repair facility could be accommodated.	3
Pedestrians	There is reasonable access from all directions, albeit not that obvious because of the nature of those accesses and the site being set behind the scenes.	3
Accessibility	Accessibility is likely to be enhanced through provision of a dedicated hub at this location.	4

Location																								
<p>Integration with town</p>	<p>Walk time and distance between this site and the following locations (full details in Appendix B):</p> <p>Dyer Street – 2 minutes – 150m            Market Place – 3 minutes – 210m            Black Jack Street – 5 minutes – 400m            Castle Street – 4 minutes – 350m            Brewery – 3 minutes – 260m            Tesco Superstore – 4 minutes – 400m            Cricklade Street – 2 minutes – 180m            Cirencester Park – 10 minutes – 800m            Waitrose - 8 minutes – 650m</p> <p>As the Forum is currently the location of bus stops, walking times to points around the town centre would remain unchanged.</p> <p>The site is not attractive, given that it sits within a space of low density, backing onto the rear of retail and residential units and other post-war buildings that do not represent the historic nature of the town centre. It offers little sense of “arrival” into Cirencester, either in emotional or practical terms as there are few recognisable features in the location.</p>	<table border="1"> <thead> <tr> <th>Difference in walk time compared with current (Forum)</th> <th></th> </tr> <tr> <th>Site</th> <th>The Forum</th> </tr> </thead> <tbody> <tr><td>Dyer Street</td><td>0</td></tr> <tr><td>Market Place</td><td>0</td></tr> <tr><td>Black Jack Street</td><td>0</td></tr> <tr><td>Castle Street/Silver Street</td><td>0</td></tr> <tr><td>Brewery</td><td>0</td></tr> <tr><td>Tesco superstore</td><td>0</td></tr> <tr><td>Cricklade Street</td><td>0</td></tr> <tr><td>Cirencester Park</td><td>0</td></tr> <tr><td>Waitrose</td><td>0</td></tr> </tbody> </table> <p>3</p>	Difference in walk time compared with current (Forum)		Site	The Forum	Dyer Street	0	Market Place	0	Black Jack Street	0	Castle Street/Silver Street	0	Brewery	0	Tesco superstore	0	Cricklade Street	0	Cirencester Park	0	Waitrose	0
Difference in walk time compared with current (Forum)																								
Site	The Forum																							
Dyer Street	0																							
Market Place	0																							
Black Jack Street	0																							
Castle Street/Silver Street	0																							
Brewery	0																							
Tesco superstore	0																							
Cricklade Street	0																							
Cirencester Park	0																							
Waitrose	0																							
<p>Activity</p>	<p>There is some limited activity here, with retail units approximately 100m away and a gym and the police station in the immediate vicinity. Footfall is lower than in other parts of the town centre. Data for April 2022 indicates that 16,359 people passed through this site in the month. This compares to 67,128 for the Market Place and 45,344 on Castle Street.</p>	<p>3</p>																						
<p>Links</p>	<p>The VLR interchange would be about 500m distant. It is assumed that long-distance coaches would use the site. There is some cycle parking available in the car park, and this could be expanded. There are no cafés or other hospitality sites, and the only active frontage is non-retail businesses such as a gym and a police station. Public toilets are available.</p>	<p>4</p>																						
<p>Visibility</p>	<p>This site is not very visible and sits away from the main shopping streets or attractions. It is not obvious how to access other parts of the town from this location.</p>	<p>3</p>																						
Capacity																								
<p>Site</p>	<p>The site is 0.5ha in area and so could accommodate all desired facilities on the site, including stops and layover, waiting areas, toilets, mess facilities, bus and coach parking, and car pick-up and drop-off.</p>	<p>Yes</p>																						

Electric vehicle charging	Dedicated charging facilities could be provided as there is space for layover.	5
Access roads	All access roads are currently used and suitable for buses and coaches.	4
<b>Other considerations</b>		
Environmental	Limited change in noise or air quality, but removal of car parking might reduce car traffic and associated emissions.	4
Safety	The site lacks frontages and activity, so there could be safety concerns and the facility might experience anti-social behaviour. It presents an unattractive waiting environment after dark or in quieter times, particularly for more vulnerable users. However, the police station is located there. As a one-month snapshot, 2 crimes were recorded here in February 2022.	3
Other traffic	Apart from the loss of some car parking, there would be no impact on other traffic unless the one-way system on Dyer St was re-configured to improve bus access. This would need to be assessed separately. Access from West Way to Cricklade St is also likely to be re-opened as part of proposed changes to the Cirencester TROs, which may increase vehicle movements past The Forum.	3
Future developments	In the past, the potential redevelopment of the police station and magistrates' courts site has been mooted.	3
Acceptability	As this area is currently used for bus services, operators are likely to be content to continue to use it. This is the only site of the six being reviewed that National Express would be likely to use instead of The Beeches, as it would involve no change to current routeing. Stagecoach is supportive of this option, though they would wish to see wider development nearby to increase density and diversification of land use.	Not scored

## The Waterloo Car Park

6.8 The appraisal for The Waterloo Car Park site is given below.

Table 6-6 The Waterloo Car Park site appraisal

Criteria	Analysis	Unweighted score
<b>Access</b>		
Bus movements	Use of The Waterloo site would result in a slight increase in net route mileage. Buses would enter/exit the site via The Waterloo, as there is no through route available, and every bus would traverse the Dyer Street/London Road junction twice. This is the case for most buses now using The Forum. However, at peak times, the one-way system on Dyer St can create challenges for vehicles seeking to turn right into The Waterloo, leading to tailbacks along London Road. Increasing the need for this turning movement by buses could exacerbate this issue and/or create delays for services.	2
Long-distance coach movements	Coaches could use The Waterloo instead of The Beeches, depending on the layout and operation of any hub provided there. It would reduce the distance travelled by coaches slightly over current arrangements, although require them to turn within the site. It would also involve a tight left turn at the Dyer Street/London Road junction when leaving The Waterloo.	4
Taxi/car movements	Again, access would be from the Dyer Street/London Road junction. Drop-off and pick-up facilities could be accommodated.	4
Cycle/e-scooter movements	There is no current dedicated cycle route to the site, though there are pleasant routes through the nearby Abbey Grounds which connect with NCN48. The Waterloo is not a particularly busy street but is only accessible from the London Road junction, which is less attractive for cyclists. Other routes through to Dyer Street are pedestrian only. Cycle and e-scooter parking and a repair point for cycles could be provided on the site.	3
Pedestrians	Pedestrian access is via The Waterloo or from the bridge over the River Churn which leads to Abbey Grounds Park. To access the Market Place and shopping streets pedestrians would walk through one of the pedestrian links to Dyer Street. Current access routes – such as alongside the former Argos shop – are narrow and constrained and can be unattractive, particularly for vulnerable users and/or out of daylight hours. They are not well signposted.	3



Accessibility	There is step-free access to the town centre via each of the thoroughfares. These routes are not particularly direct but low traffic levels and pavement width means that they are accessible for those in wheelchairs or mobility scooters. Walking distances are greater to most points.	3																							
<b>Location</b>																									
Integration with town	<p>Walk time and distance between this site and the following locations (full details in Appendix B):</p> <p>Dyer Street – 1 minutes – 100m  Market Place – 4 minutes – 300m  Black Jack Street – 6 minutes – 450m  Castle Street – 6 minutes – 450m  Brewery – 6 minutes – 500m  Tesco Superstore – 8 minutes – 600m  Cricklade Street – 5 minutes – 400m  Cirencester Park – 11 minutes – 900m  Waitrose - 12 minutes – 950m</p> <p>Walking times and distances increase to all points except Dyer Street. The walking routes towards the town centre are through The Waterloo thoroughfare, via the Argos site, or the Woolmarket. The site is somewhat permeable with three walking routes towards the town centre and a route to the rear over the River Churn. However, the site feels peripheral to the town centre.</p>	<table border="1"> <thead> <tr> <th>Difference in walk time compared with current (Forum)</th> <th>Waterloo</th> </tr> </thead> <tbody> <tr> <td>Site</td> <td></td> </tr> <tr> <td>Dyer Street</td> <td>-1</td> </tr> <tr> <td>Market Place</td> <td>1</td> </tr> <tr> <td>Black Jack Street</td> <td>1</td> </tr> <tr> <td>Castle Street/Silver Street</td> <td>2</td> </tr> <tr> <td>Brewery</td> <td>3</td> </tr> <tr> <td>Tesco superstore</td> <td>4</td> </tr> <tr> <td>Cricklade Street</td> <td>3</td> </tr> <tr> <td>Cirencester Park</td> <td>1</td> </tr> <tr> <td>Waitrose</td> <td>4</td> </tr> </tbody> </table>	Difference in walk time compared with current (Forum)	Waterloo	Site		Dyer Street	-1	Market Place	1	Black Jack Street	1	Castle Street/Silver Street	2	Brewery	3	Tesco superstore	4	Cricklade Street	3	Cirencester Park	1	Waitrose	4	2
Difference in walk time compared with current (Forum)	Waterloo																								
Site																									
Dyer Street	-1																								
Market Place	1																								
Black Jack Street	1																								
Castle Street/Silver Street	2																								
Brewery	3																								
Tesco superstore	4																								
Cricklade Street	3																								
Cirencester Park	1																								
Waitrose	4																								
Activity	This site is relatively quiet with limited footfall, given the little direct activity in the area. The site is to the rear of commercial buildings along Dyer St, though it is bordered by some residential properties to the north and west.	2																							
Links	The VLR interchange would be about 700m from this site. Coach services, if remaining at The Beeches, would be about 400m distant. Some cycle parking is provided on-site, and additional parking could also be provided. There is a café adjacent to the site open when the shopping centre is open, though there are no toilets. Footfall data for April 2022 indicates that 27,710 people used (the full length of Waterloo Street, not the Car Park) in the month. This compares to 67,128 in the Market Place and 45,344 on Castle Street.	3																							
Visibility	The hub and public transport would be relatively invisible, as the site is on the margins of the town centre.	2																							

<b>Capacity</b>		
Site	The site is 0.54ha in area and so could accommodate all desired facilities, including stops and layover, waiting areas, toilets, mess facilities, bus and coach parking, and taxi/car pick-up and drop-off.	Yes
Electric vehicle charging	Dedicated charging could be provided as there is space for vehicle layover.	5
Access roads	Access roads are suitable for buses. The site offers relatively easy access from and to the ring road.	3
<b>Other considerations</b>		
Environmental	There would be no impact in terms of noise or air quality. However, there is a history of flooding at this site which must be addressed by any development plans.	3
Safety	The site is relatively quiet and obscured, so has the potential for people to feel insecure or for anti-social behaviour to occur. The small pedestrian thoroughfares onto Dyer Street may not be attractive to use after dark. As a one-month snapshot, no crimes were recorded here in February 2022.	2
Other traffic	Loss of some car parking, plus the potential to increase vehicle delays (including for buses) at the Dyer St/London Road junction, in some cases extending back to the A417/A429 junction, due to the difficulties for vehicles turning right into The Waterloo.	2
Future developments	Consideration has been given to constructing a multi-storey car park on the site, to release other car parking areas in the town for development. The former Argos store is owned by Cotswold District Council. If this was redeveloped in some way, there would be an opportunity to improve pedestrian access between Dyer Street and The Waterloo.	2
Acceptability	<p>Bus operators do not consider this site to be appropriate. If a hub in this location offered a way to quickly turn a coach (compared with circling The Forum), it might be suitably attractive to National Express (subject to turning manoeuvres at London Road / Dyer Street junction being possible)</p> <p>The Waterloo car park has been the subject of a great deal of debate over the years, with a multi-storey car park proposition successively proposed and rejected. Further consideration of these issues are not within the scope of this current appraisal, but may affect the acceptability of solutions proposed at this location – this will be examined in more detail through the Cirencester Town Centre Masterplan.</p>	Not scored

## 7. Findings

### Summary of scoring

7.1 The table below provides the weighted scores for each option.

Table 7-1 Summary of weighted scores

Appraisal criteria	Old Station	Sheep Street	Brewery	Market Place	The Forum	Waterloo
<b>Access</b>						
Bus movements	4	2	2	2	8	4
Coach movements	1	1	1	1	4	4
Taxi/car movements	4	4	4	4	4	4
Cycle/e-scooter movements	5	5	4	4	3	3
Pedestrians	6	6	8	8	6	6
Accessibility	2	4	8	10	8	6
<b>Location</b>						
Integration with town	4	4	8	10	6	4
Activity	2	2	4	5	3	2
Links	3	2	3	3	4	3
Visibility	2	2	4	5	3	2
<b>Capacity</b>						
Site	Each site could accommodate an interchange hub					
Electric vehicle charging	2.5	2.5	2.5	0.5	2.5	2.5
Access roads	2	2	2	1.5	2	1.5
<b>Other considerations</b>						
Environmental	2	1.5	1.5	1.5	2	1.5
Safety	4	4	6	10	6	4
Other Traffic	1.5	1.5	1.5	1	1.5	1
Future developments	2.5	2	2.5	1.5	1.5	1
Acceptability	Not scored					
<b>Overall score</b>	<b>47.5</b>	<b>45.5</b>	<b>62.0</b>	<b>59.0</b>	<b>64.5</b>	<b>49.5</b>
<b>Taking account of amended bus movements assessment (as highlighted in following paragraphs)</b>						
<b>Reassessed score</b>	<b>49.5</b>	<b>47.5</b>	<b>64.0</b>	<b>59.0</b>	<b>64.5</b>	<b>51.5</b>

- 7.2 When presented to the Steering Group, a question was raised on the scoring of the bus movements criteria, particularly in relation to the difference in net route km that might be caused by using alternative sites. Three entry points had been assessed, but with no weighting according to the number of buses using each.
- 7.3 To test whether this made any material impact, the measurements were re-run, excluding Abbey Way, as few buses use this route in comparison to the Bristol Road

and Swindon Road entry points. Table A-1 in Appendix A shows this assessment. The results were used to provide a revised bus movements score for each location and a reassessment made of the overall weighted scores (shown in Table 7-1).

- 7.4 As the distance assessment accounted only for part of this criteria score, any changes in score were minor. Whilst the reassessed scores did represent a change, there was no change to the order of the results.

## Highest scoring options

- 7.5 Based on this assessment on transport, access and capacity criteria, the highest scoring options are The Forum and then The Brewery.

### The Forum Car Park

- 7.6 An improved interchange hub at The Forum would be a suitable option. Being located adjacent to the current stops, the network would not necessarily need to be revised – although it may be beneficial to consider changes to the one-way systems as part of more detailed planning - and journey times for coaches or public buses would not increase. Taxi and car drop-off could be facilitated using the existing stops or through an area within the car park. Pedestrians could continue to access the town centre through North Way, West Way and South Way; and each of the pedestrian routes and entrances into the site are accessible. Whilst there are no dedicated cycle routes to the site, roads leading onto the site are reasonable for cycle use and there would be opportunities for improvements to ensure cycle access is safe and attractive for all users.
- 7.7 The location itself is compatible with existing land uses and is somewhat permeable towards the town centre. Whilst it is not particularly integrated with the town centre, nor visible, it is known as the current location for bus stops by passengers and residents. The situation could be improved through a signage and wayfinding strategy. Furthermore, if the hub was part of a wider redevelopment of the site, it could change the nature and feel of the area with higher activity levels and footfall.
- 7.8 The building of a dedicated hub facility would provide a step change improvement on the current arrangement. The site would be capable of providing a range of passenger and driver facilities, as well as bus/coach parking and layover. This, in turn, would make for a safer and more attractive waiting environment for all users, though additional security improvements, particularly in evening hours, should be developed during more detailed planning.

## The Brewery

- 7.9 The Brewery would also be a viable option for an interchange. Whilst it could be slightly more difficult for buses to access, and would probably not be attractive to long-distance coach operators, opportunities are there to improve this, such as a vehicle link through to Sheep Street.
- 7.10 The site is located in the town centre, has surrounding activity, with good pedestrian links to other parts of the centre that are fully accessible. Equally it is accessible by bicycle and for car/taxi drop off.
- 7.11 The site is large, offering the ability to accommodate a hub with the full range of facilities using different possible configurations. It offers flexibility to incorporate the hub into wider development opportunities
- 7.12 As previously indicated, there would be an opportunity to consider further the possibility of creating a bus access route through Sheep Street Car Park into the Brewery; therefore providing access from the Tetbury Road direction without the need to use Ashcroft Road. This would serve to provide a more direct route for buses, as well as overcoming some reducing impacts on residents of Ashcroft Road.

## Lower scoring options

- 7.13 The Market Place scored reasonably well, mainly due to its position at the heart of the town, high footfall, along with good access and visibility. However, it would not be possible to create a totally dedicated facility with all facilities. Also, there could be some issues for the routing of services.
- 7.14 The remaining three options all scored quite closely together. However, they scored less mainly because their locations were more to the edge of, and not integrated with, the town centre, had less activity around and lower footfall. If future changes to Cirencester, such as through the framework masterplan or Neighbourhood Development Plan, are likely to bring more development and footfall to these parts of town, these scorings could be re-evaluated in the future. All these sites would be able to accommodate a dedicated hub, albeit that there could be more constraints with the Sheep Street site particularly. Certainly, both The Waterloo and the Old Station sites could accommodate different configurations for the hub, and the latter would be adjacent to the terminus for the proposed VLR.
- 7.15 It is unlikely that long-distance coaches would use Sheep Street or Old Station sites.

## Importance of a hub

- 7.16 With the desire to address climate change and the commitment to decarbonisation, the importance of public transport will grow as part of the modal shift needed away from car to more sustainable travel modes. It is therefore important to take the opportunity to create a dedicated transport hub in Cirencester town centre. This will increase the visibility of public transport and help to promote its use, as well as providing improved infrastructure on which to further improve general bus service provision, including levels of service and availability. Indeed, such a facility will help put Cirencester at the centre of a future integrated transport network.
- 7.17 Improvement of bus service and interchange provision will support the long-term sustainable economic development of Cirencester by making it easier for visitors, tourists, shoppers, employees and residents to access Cirencester's retail, leisure and hospitality offerings without being dependent on access to a car. In an era of rising fuel prices and the potential for future limitations on private vehicle use, this is an important consideration for maintaining future opportunity and viability in the town. Without improvements, Cirencester may start to lose out to more accessible locations.

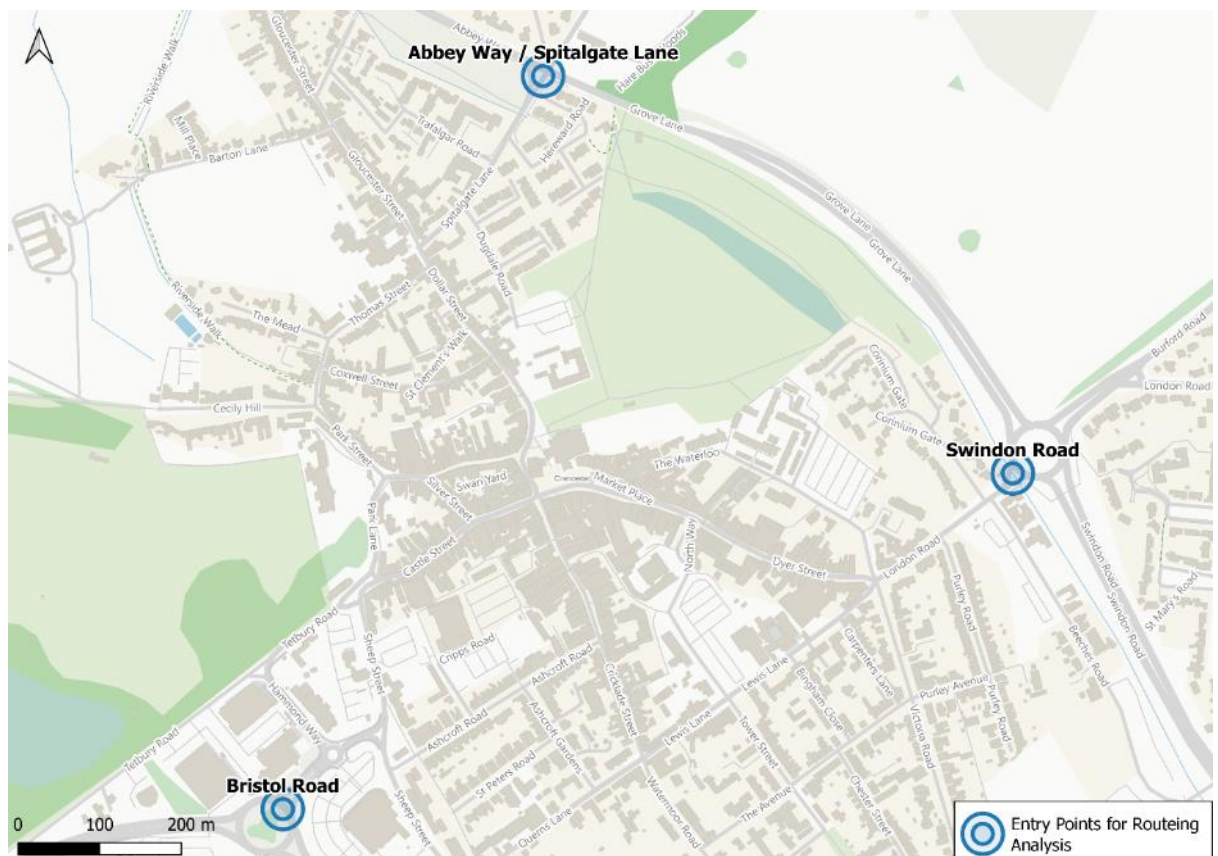


## 8. Conclusion

- 8.1 This study has looked at the potential for the development of a dedicated transport hub in Cirencester town centre. Six potential sites were considered and appraised on a range of criteria in respect of transport, access and movement considerations and based on existing conditions in the town.
- 8.2 On this basis, and through the scoring against various criteria, The Forum Car Park emerged as the highest scoring site. As well as being the current location used by most bus services, it offers the scope for improvement and the flexibility for different hub configurations.
- 8.3 This assessment provides useful and relevant insights and considerations that can be taken into account in the wider work being undertaken to develop a new Framework Masterplan for Cirencester Town Centre.
- 8.4 The study will also be integrated with the emerging Sustainable Transport Strategy for the area, to ensure the recommended provision can accommodate and support the required future uptake of public transport and other sustainable modes required to deliver local and national carbon reduction commitments.

## Appendix A – Bus routeing

- 8.5 The impact on bus routeing was assessed based on the change in distances travelled from three entry points in the town, Abbey Way/Spitalgate Lane Junction, the Swindon Road junction, and the Bristol Road junction, as shown below. As a baseline, the current distances were calculated for buses using The Forum. Then, similar assessments were undertaken for each of the proposed sites, measuring road distances to each of the three points, making assumptions regarding the likely routeing of services by operators.
- 8.6 The assessment is based on absolute route distance differences, and takes no account of the relative frequency of buses that might currently use each particular route (i.e. the relative importance of each of the particular routes into the town centre).
- 8.7 Therefore, this criterion involves comparisons with the existing situation (The Forum), which in itself may not be the optimum, but is taken to be acceptable in the light of its current use.



- 8.8 The table below shows the difference between current journey distances to The Forum and distances to proposed sites.

Table A-1 Difference in bus routing distances for each site compared to existing

		<b>Difference between current and proposed route distances (km) associated with each option</b>					
<b>Origin</b>	<b>Destination</b>	<b>Brewery</b>	<b>Forum</b>	<b>Market Place</b>	<b>Old Station</b>	<b>Sheep Street</b>	<b>Waterloo</b>
Terminal	Swindon Road	1.08	0	-0.08	0.86	1.11	-0.15
Swindon Road	Terminal	0.41	0	1	0.81	0.88	-0.17
Terminal	Bristol Road	-0.42	0	0.4	-0.63	-0.4	0.33
Bristol Road	Terminal	-0.14	0	-0.05	-0.56	-0.5	0.42
Terminal	Abbey Way	0.59	0	0.27	0.39	0.63	0.19
Abbey Way	Terminal	0.53	0	-0.58	0.92	1.01	-0.06
<b>Total net difference in route distance (km)</b>		<b>2.05</b>	<b>0.00</b>	<b>0.96</b>	<b>1.79</b>	<b>2.73</b>	<b>0.56</b>
<p>Feedback from Steering Group members suggested that the calculated differences in distance took no account of the number of buses using each route. As the majority of buses enter the town either from the Bristol Road or Swindon Road directions, the net difference distances below have been calculated after removing the Abbey Way distances altogether.</p>							
<b>Total net difference in route distance (km), excluding Abbey Way figures</b>		<b>0.93</b>	<b>0</b>	<b>1.27</b>	<b>0.48</b>	<b>1.09</b>	<b>0.43</b>

## Appendix B - Walking times

The following table shows walking times and distances between each potential site and nine chosen destination points.

Table B-1 Walking time and distance calculations

Site	Old Station	Sheep Street	Brewery	Market Place	The Forum	Waterloo
Dyer Street	9 mins - 700m	8 mins - 650m	6 mins - 450m	2 mins - 200m	2 mins - 150m	1 mins - 100m
Market Place	7 mins - 500m	6 mins - 500m	4 mins - 350m	0 mins - 0m	3 mins - 210m	4 mins - 300m
Black Jack Street	5 mins - 400m	5 mins - 350m	3 mins - 270m	3 mins - 210m	5 mins - 400m	6 mins - 450m
Castle Street/Silver Street Jct	4 mins - 300m	4 mins - 280m	2 mins - 180m	2 mins - 180m	4 mins - 350m	6 mins - 450m
Brewery	5 mins - 400m	4 mins - 350m	1 min - 100m	2 mins - 200m	3 mins - 260m	6 mins - 450m
Tesco	3 mins - 270m	2 mins - 180m	1 min - 100m	4 mins - 350m	4 mins - 400m	8 mins - 600m
Cricklade Street	6 mins - 550m	4 mins - 350m	2 mins - 160m	2 mins - 180m	2 mins - 180m	5 mins - 400m
Cirencester Park	8 mins - 600m	7 mins - 600m	8 mins - 650m	8 mins - 650m	10 mins - 800m	11 mins - 900m
Waitrose	4 mins - 300m	3 mins - 250m	5 mins - 350m	8 mins - 600m	10 mins - 800m	12 mins - 950m

The following table shows the difference in walking time to each destination point compared to the current walking time from The Forum stops.

Table B-2 Difference in walking time (compared with current)

Site	Old Station	Sheep Street	Brewery	Market Place	The Forum	Waterloo
Dyer Street	7	6	4	0	0	-1
Market Place	4	3	1	-3	0	1
Black Jack Street	0	0	-2	-2	0	1
Castle Street/Silver Street	0	0	-2	-2	0	2
Brewery	2	1	-2	-1	0	3
Tesco superstore	-1	-2	-3	0	0	4
Cricklade Street	4	2	0	-1	0	3
Cirencester Park	-2	-3	-2	-2	0	1
Waitrose	-4	-5	-3	0	0	4

## Appendix C – Tourist coach operators

Based on intelligence collected through tourism and visitor surveys and contacts on tour and coach companies that came to the Cotswolds pre-pandemic, 13 operators were contacted for comments on Cirencester as a destination and the potential need for facilities for tourist coaches. Only one, Parry's International, provided a response.





Integrated Transport Planning Ltd  
Cornerblock  
2 Cornwall Street  
**Birmingham**  
B3 2DX UK  
+44 (0)121 285 7301

Integrated Transport Planning Ltd  
2 Abbey Gardens  
Great College Street, Westminster  
**London**  
SW1P 3NL UK  
+44 (0)7498 563196

Integrated Transport Planning Ltd  
1 Broadway  
**Nottingham**  
NG1 1PR UK  
+44 (0)115 824 8250

[www.itpworld.net](http://www.itpworld.net)



a company of Royal HaskoningDHV