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VALE VISION NEED AND DEMAND STUDY

A FINAL REPORT BY: WM ENTERPRISE CONSULTANTS

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EXECUTIVE SUMMARY

WM Enterprise Consultants were commissioned by Vale Vision Development Trust to undertake a need and demand study in relation to a proposed multi purpose resource centre to be located within the Cam and Dursley area of Gloucestershire. The study will inform the direction of the project, which commenced in 2002, under the South West Regional Development Agency's (SWRDA) Market and Coastal Towns Initiative (MCTi). The project is being developed under the auspices of the Cam and Dursley MCTi Partnership (Vale Vision). At the outset of the study there were no specific views on the types of services and facilities that could be provided from the centre. In addition, the potential location of the centre had not been identified – this study has therefore asked respondents to identify their favoured site for the centre, which could have included any possible local sites, including the Littlecombe site (which forms part of the old Listers site in Dursley at the foot of the valley and at the bottom of Long Street).

VALE VISION AND THE VALE VISION AREA

Vale Vision represents an area of Cam, Dursley and surrounding parishes, covering a population in excess of 18,000. Surrounding village parishes include Coaley, Slimbridge, Stinchcombe, North Nibley, Uley and Nympsfield. The area has suffered from a degree of deprivation that has impacted on the local community, many of the area's wards being in the top 25% of deprived wards in the County, and in some categories, in the top 25% nationally. Cam and Dursley are settlements that border each other. Dursley has the traditional town centre and a population of nearly 6,000, whilst Cam has a traditional but expanding village centre and a modern housing development serving a larger population of over 8,000.

Vale Vision Development Trust Ltd (usually referred to as 'Vale Vision') is a community-led enterprise whose aims include improving and enhancing the quality of life of the inhabitants of Cam, Dursley and the surrounding parishes. It was formed, as part of the regional MCTi, to work with the communities in Cam, Dursley and district to produce a Community Strategic Plan for the next 10-20 years that would help to turn the communities' vision of its future into reality. The Plan, which was launched in May 2005, was developed through extensive consultation with people in the community, collaboration with regional, county and local authorities and organisations, and research into the current economic, social and environmental 'health' of the Vale Vision area. The Plan contains about 40 projects that would help to produce a thriving and viable community in the future. For each project a time scale, estimated cost and a potential partnership of organisations (with a lead partner) to carry out the project were developed. The potential multi purpose resource centre that forms the basis of this study represents one of these projects.

METHODOLOGY EMPLOYED

The need and demand study has sought to examine, amongst local residents, businesses and organisations, the level of demand for the proposed centre, key needs within the area that could be fulfilled by it, the types of facilities and services that should occur within it, and views on its potential location. This has been achieved primarily through three main methods of research:

Household Survey: A key aspect of the research was to undertake a detailed household survey within the Vale Vision area. The survey, which was carried out by WM Enterprise's market research team, was undertaken at varying times of the day over three weekends in June 2006. The initial target for the survey was to speak to 374 households within Cam and Dursley. The figure of 374 was adopted as it represented a statistically significant survey at a 95% confidence level (+ or – 5%) based upon 2001 census population figures. In reality, the survey exceeded this, incorporating 377 households. Of these, 154 interviews took place in Dursley and 223 in Cam (again, this split in terms of location reflected census figures). In addition, a snapshot survey of 27 households was undertaken in the surrounding villages of North Nibley, Stinchcombe, Uley, Coaley, Slimbridge and Nympsfield.

Business and Organisation Survey: A separate survey took place with local businesses and organisations. In total, 73 local businesses were interviewed over the phone by WM Enterprise's market research team. In addition, 18 local groups/organisations also completed the survey – the majority of these were carried out over the phone although some were filled in by the respondent themselves.

Indeed, all local organisations and groups who were contacted by Vale Vision in relation to the focus groups (see below) were sent a copy of the questionnaire to fill in. The majority of these groups who did not fill in the questionnaire were then re-contacted by phone to ask if they wished to complete the questionnaire. The list of local businesses was obtained through a list of members of the local Chamber of Commerce and additional contacts from Vale Vision, whilst Vale Vision provided the list of organisations/groups contacted.

Focus Group Discussions: Focus group discussions took place with a range of groups and individuals from the local area. The aim of the discussions, which were facilitated by WM Enterprise's consultants, were to obtain peoples' (and organisations') views on factors such as:

- Services missing within the local area (gaps and barriers);
- Services that people would like to see in the proposed multi purpose centre;
- Whether people would be prepared to pay for these services;
- Whether groups or individuals would wish to deliver anything from the proposed centre;
- Views on the suitability of the site and potential alternative locations.

In addition to the main three stages of research detailed above, work has also taken place in relation to:

- Reviewing a number of key local documents relating to the Vale Vision area, including the Vale Vision Community Strategic Plan and the Stroud District Local Plan;
- Undertaking a review of key statistics for the Vale Vision area;
- Attending meetings, where related to the study, when requested.

Following these initial stages of the methodology, additional work occurred in respect of:

Consultation Workshop Event: A wide range of stakeholders were invited to an event in early September 2006 to present the findings from the two surveys and the focus groups. Following the presentation four workshops took place based upon the following themes:

- Business;
- Education and Training;
- Leisure and Recreation;
- Young People.

These groups discussed the initial findings, views on services to be provided at a new centre, location of the centre and existing provision in the local area.

Gap Analysis: A gap analysis was developed in order to establish existing provision/facilities available to the community within the Vale Vision area. Information was acquired in terms of general capacity, facilities and activities available of the various clubs, centres and churches in the area. The gap analysis summarises the key gaps in provision and recommends how these could be filled by a new facility.

Further Discussions: Following the production of the findings from the need and demand study the project steering group was involved in several meetings and discussions with key stakeholders and local organisations. The main aim of these discussions was to ensure that a new multi purpose centre would not duplicate existing activities within the local area. Whilst the gap analysis has assisted this process in terms of existing facilities and services, the need to establish provision within other new developments within the area was paramount. As a result of this it became clear that a number of key findings from the need and demand study, in terms of services and activities, are to be provided by other developments and organisations within the local area, hence there being no specific need for Vale Vision to provide them within the new multi purpose centre.

Preferred Option and Financial Projections: Following the aforementioned stages of research the project team selected its preferred option for the multi purpose centre. Therefore, a preferred option paper was produced, highlighting the potential uses and facilities of the new centre, together with a series of associated financial projections.

SUMMARY OF FINDINGS

This section summarises the main findings from each of the three key stages of research.

RESIDENTS' SURVEY

Headline findings from the residents' survey include:

Employment and Training

- 22% of respondents were unqualified, and the proportion of respondents with no qualifications rose with age (43.8% of 60-74 and 73.3% of 75 and over). In contrast, 24.5% of respondents were qualified to level four (degree level) or above.
- Long-term worklessness appears to be prevalent in the Vale Vision area, with 60.6% of workless respondents having been out of work for two years or more. More than half of all workless respondents felt that they were unlikely to look for work again, suggesting a long-term worklessness problem. In addition, over half of the workless respondents felt that they needed to gain new skills in order to find work in their areas of interest (56.3%), the key skill requirement was seen to be computer literacy skills.
- Of those who expressed an interest in returning to work, around a fifth were interested in administrative or secretarial occupations and the same proportion were interested in working in personal services (hairdressing, nursing assistants, childcare etc). This may therefore indicate the types of training provision required.
- A fifth of employed respondents felt that they needed to acquire new skills to improve their employment prospects. The skills that most respondents felt they needed to acquire were computer literacy skills and technical computer skills (12.8%).
- Just over a third of respondents expressed an interest in participating in educational, training or recreational courses at some point in the future. However, interest in training declined with age.
- Over half of those interested in undertaking training/educational courses would like to do so at a community venue or learning centre - this was of particular interest to female respondents.
- Just under a fifth of respondents thought that the area was 'poor' as a place to undertake training, but a slightly higher proportion felt that the area was good for training. Primary reasons given as to why the area was a poor training location were:
 - Lack of choice (particularly in the evenings)
 - Lack of information on what is available
 - Need to travel to access good range of courses (Bristol or Gloucester)

Use of Existing Services

- GP and Dental Services were the most commonly used services but were not the most frequently used, as would generally be expected. A lower proportion of respondents used childcare but those who did used it frequently (once a week or more).
- The locations most frequently used were the Dursley Swimming Pool (43.1%), Dursley Library (40.3%) and Dursley Sports Centre (23%). Kingshill House and Lister Hall were also frequently used by respondents for a variety of purposes including:
 - Art exhibitions
 - Drama groups
 - Concert performances
 - Private hire for parties and other social functions

Services Required and Gaps in Provision

- Respondents were asked to indicate services that they believed were needed locally - 38.1% mentioned one service, 23.5% mentioned two and 7.2% mentioned three. However, just under 30% (29.7%) did not mention any services required. Reasons for not mentioning services included:
 - The belief that no additional services were required in the locality
 - Concern that money spent on additional services would be wasted
 - A lack of knowledge of what was needed
- Over a quarter of respondents who mentioned at least one service stated that they would use the service at least once a week (of this 10% would use it more than once a week). However, just over 10% did not expect to use the services they mentioned personally, but believed that others would use them.
- The main types of services suggested by respondents were:
 - A place for elderly people to meet and socialise
 - Activities for young people
 - Childcare facilities and activities for children
 - Cinema/film screenings
 - Educational and training facilities
 - Keep fit classes

Views on the Need for a Multi Purpose Centre

- Just over a fifth of respondents were aware of the proposed multi purpose resource centre. Awareness was highest in Cam and generally increased with age, with just 3.6% of 16-19 year olds aware of the proposal compared to 26% of 60-74 year olds. Many of those who had heard of the centre did not know precisely what was proposed and requested more information.
- 88.6% of respondents believed that there was a need for a multi purpose centre in the Dursley/Cam area. The reasons for this included:
 - The view that a centre would provide facilities for young people
 - There is a need for provision for elderly people in the locality
 - The centre would be of general benefit to the community
 - The centre would be the hub of the community and a place to gather socially
- The 11.4% who did not want the centre referred to the following reasons:
 - Perceived waste of money
 - They do not require any new facilities/would not use them personally
 - Services are already available elsewhere

Facilities Desired within the Multi Purpose Centre

- The following facilities were identified as being particularly important for inclusion within the proposed multi purpose centre:
 - Activities for children and young people (35.6% thought this was important and 36.4% thought this was very important)
 - Activities for the elderly (34.7% important and 30.2% very important)
 - Childcare provision (29.5% important and 19.3% very important)
 - Advice and information (33.4% important and 15.6% very important)
 - Training facilities (37.1% important and 13.9% very important)

- These facilities were identified because they were perceived to be lacking in the locality and there was also concern that both young people and elderly people were in need of additional services. Unfortunately, although respondents were keen for services/facilities to be provided for young people and elderly people, they generally did not provide specific examples of activities that they would like to see provided.

Location of the Multi Purpose Centre

- There was some difference of opinion as to which location would be the most suitable for the proposed centre. Two thirds of respondents favoured the Littlecombe site (52.5% thought the site was a good location and 13.9% thought it was very good). However, 15.1% overall, and a fifth of 30-44 year olds, felt that other sites would be more suitable. Suggested sites included:
 - Next to Tesco's in Cam
 - Rednock School
 - In Dursley or Cam Town Centre
- Reasons given as to why another site would be more appropriate were:
 - Better access/transport links
 - Nearer to the respondent's home

KEY FINDINGS FROM THE BUSINESS/ORGANISATION SURVEY

The main findings from the business/organisation survey are highlighted below.

Existing Provision and Key Needs

- Less than half of the businesses and organisations consulted presently had facilities in which to hold meetings, undertake training or carry out leisure activities. However, two thirds of the organisations (i.e. when excluding businesses) that participated in the study had their own facilities.
- Most of those surveyed had no plans to undertake further training in the near future, although there was some interest in the following types of training provision:
 - Health and safety
 - ICT
 - Food hygiene
 - Customer care
- A number of factors were considered to be important when considering participating in training and when choosing a training provider. Cost was obviously an issue but the majority of respondents felt that it was more important that providers were able to demonstrate that the course represented good value for money. Respondents felt that the majority of training provision for businesses should be provided during the working week (between 9am and 5pm).

Multi Purpose Centre

- Organisations were much more aware of the plans for a multi purpose centre in the Vale Vision area than businesses were. However, many of those who were aware of the centre did not really know what its intended purpose was. A number of potential roles for the centre were outlined by respondents:
 - To provide business support
 - To provide services to the unemployed
 - To support and provide for the local community

- There were a multitude of suggestions as to the kind of facilities and services that should be provided at the centre, but the following were the most frequently mentioned:
 - Activities targeted at young people
 - Activities targeted at elderly people
 - A hall with good acoustics
 - Practical skills training facilities
 - Computer room/ICT facilities
- All of these facilities/services were suggested because there was a perception that they were generally in short supply in the area and would be of benefit to the community.
- A number of respondents felt that their business or organisation could provide services at the centre and these included:
 - Health advice
 - Catering services
 - Training provision (particularly ICT and catering training)
 - Support with developing a concept for business advice/support
- Organisations were much keener to use the centre for their activities than businesses were but there was interest in using the centre as a place to hold meetings, attend training, hold exhibitions and put on performances.

Location of the Multi Purpose Centre

- There was considerable debate regarding the location of the centre although the majority of the respondents favoured the Littlecombe site. However, some people felt that this site was a poor choice due to a lack of accessibility and poor transport links. Those who did favour the site did not appear to think that transport and accessibility would be a problem and thought that a location outside of the town centre would make parking easier.
- The alternative location mentioned by respondents was by utilising the existing Lister Hall site. The main reason for this was linked easier access (nearer the town centre).

SUMMARY OF FOCUS GROUP FINDINGS

The majority of attendees felt that the proposed multi purpose resource centre represented a real opportunity to fill existing gaps in the provision of local services. However, whilst it was believed that the centre offered the chance to tackle a raft of issues, respondents also commented that the centre is simply unable to provide all the services desired.

Key Gaps in Existing Provision

The main gaps in service provision centred around two themes:

- Educational and vocational opportunities
- Social and recreational opportunities

It was argued by many that there is limited opportunity for people who are lacking formal qualifications to learn and train locally. The same could be said for people from older age groups wishing to re-train or learn. In particular, it was felt that there was a need for practical and vocational training opportunities. The second major gap related to a range of social and recreational needs – these were particularly linked to activities for young people.

Facilities Desired within the Multi Purpose Centre

Having identified the major gaps in provision, the focus groups went on to consider possible uses for the proposed centre. A number of potential uses were mentioned more than once. Many participants were concerned about the closure of Lister Hall and it was felt that the proposed centre would be a perfect opportunity to provide a replacement for it. However, there would be considerable space requirements for such a venue. In summary, the most commonly referred to uses were (in no particular order):

- A large hall (to replace the Lister Hall), ideally with a stage and facilities for drama and musical groups;
- Exhibition/conference space;
- Meeting/breakout rooms (for local groups and businesses);
- Training facilities (particularly for practical and vocational training);
- Facilities for young people (cinema screenings, youth club, café etc);
- Information, advice and guidance services;
- Business advice/referral service;
- Recruitment/advertising provision (particularly linked to employment opportunities);
- Internet access;
- Crèche;
- Flexibility of usage.

Clearly, any of this provision would need to take into account other local provision and ensure that it was not duplicating this, or providing unnecessary competition.

Location of the Multi Purpose Centre

The last issue, and one that sparked a great deal of debate, was the proposed location of the site. The two most commonly referred to locations were:

- The Littlecombe site;
- Part of the Rednock School development.

Also referred to, to a much lesser degree, was been the potential re-development of the existing Lister Hall. Lister Hall and Social Club have been consulted with regard to this possibility.

Overall, the preferred site for many has been the Littlecombe site. The main positive factor relating to this is the fact that it would be a new development and would face few constraints. It is also close to local businesses and new housing developments, whilst being relatively close to the town centre. However, there have been some concerns relating to this site. In particular, access and parking have been issues. It has been stated that, for the people of Cam, the Littlecombe site is some distance away, particularly if there are limited parking facilities. The Rednock School site, possibly linked to its already proposed redevelopments, has also been popular with some attendees. This has been primarily due to its location between Cam and Dursley, as well as being close to Dursley town centre. It was also felt that parking would be more available on the school site. However, there were significant concerns amongst attendees regarding the school site in relation to the school controlling its availability – it was felt that this might inhibit opening hours and general usage. Furthermore, young people may be less keen to revisit a location based within the school after school hours.

SUMMARY OF CONSULTATION WORKSHOP FINDINGS

The workshops groups within the consultation event were business, education and training, leisure and recreation and young people.

General Concept of the Centre

All of the groups generally supported the concept of a new community facility, although there were some concerns that existing facilities were being underused and better co-ordination and marketing would address this. Attendees also felt that the centre should be multi-use.

Location of the Centre

There was some debate as to the best location for the centre, with some interest expressed in exploring locations other than the Littlecombe site. The other locations mentioned were the Rednock School site and the possibility of restoring the Lister Hall. Many of the groups felt that it was important to find out exactly what is proposed at the Rednock site (particularly in terms of a large hall), as well as exploring the site's accessibility during school hours. Location was also considered to be an important factor in determining what should be provided at the centre. Access to the centre and parking was of paramount concern, particularly for the business group, but this was also a concern for those hoping to use the centre to put on theatrical performances.

Facilities/Services within the Centre

The business group was interested in the provision of training and meeting facilities on an ad-hoc basis but did not feel there was sufficient demand for these services to be provided on a full-time basis. It was suggested that a new centre could have a useful role in providing information, advice and guidance to jobseekers.

All of the theme groups, to a greater or lesser extent, mentioned the provision of ICT facilities and ICT training. Some participants were interested in the provision of ICT facilities and Internet access for a variety of uses including recreational purposes, whereas others felt that it would be useful to provide ICT training at the centre.

The provision of a café or some other form of catering facilities was also mentioned by all of the theme groups. Some saw the inclusion of catering facilities as an important source of revenue for the centre, particularly when linked to business or training use. However, others wanted a café to be provided for leisure purposes as a place to meet socially with friends. The café idea was also linked to the promotion of healthy eating, healthy living and Fair Trade retail. In addition, some participants liked the idea of linking the café to the ICT and Internet facilities in the form of a 'Cyber Café'.

The provision of educational and training facilities was not seen as paramount at the centre but more as an opportunity to provide outreach educational facilities as required in the locality. It was felt that education and training provision at the centre should be very much demand-led and flexible, depending on local need. Education within the area, it was stated, should be provided through a new Stroud College Education Centre within Dursley, as well as additional adult education services at Rednock School through its new development. A multi purpose centre would not be large enough to include practical training facilities.

Recreational and leisure learning opportunities were highlighted as a possible effective use of the centre, and these were particularly mentioned by both the education and training group and by the young people's group. These classes should be held in the evenings to enable working people and parents to access them outside of the school and traditional working hours. There was also an identified need for the provision of indoor sports and recreational facilities including badminton, short mat bowls, aerobics and yoga. Although there are currently exercise classes available in the area, these are limited and were seen as not being appealing to young people.

Existing/Planned Provision

Participants were keen to stress that any new development must not clash with or provide unnecessary competition for existing or planned facilities in the area. The idea of including a community café with a focus on healthy eating was seen as positive because there is not currently anything similar in the Dursley/Cam area. Similarly, although ICT facilities are available at the local library, these are limited and the provision of alternative facilities, particularly when combined with a café, would be useful.

Many of the participants felt that it was important to ensure that current facilities and provision were being used to their full extent before introducing new services to the area. It was felt that increased marketing and promotional work might help to ensure that awareness of current provision is raised and services are fully utilised. There may be a role for a co-ordination team to be based at the centre to ensure that this occurs.

SUMMARY OF GAP ANALYSIS

The full gap analysis can be found within Appendix II.

Key issues arising from the matrix and associated research included:

- There are a large number of very similar facilities within the area – these include relatively small halls and meeting rooms that are generally flexible in their use but are not particularly specialist. For example, they are often used as places for local groups and organisations to meet or are hired out for parties/social events;
- There is spare capacity amongst the majority of these facilities/locations. However, this tends to be more the case in the daytime rather than the evenings, where there is less spare capacity available. Much of the spare capacity is for ‘normal uses’ as referred to above – generic rooms for meetings or for hire;
- A small number of halls have stages available – however, these tend to be within halls of only low or medium capacity;
- In respect of the point above, only Lister Hall has capacity in excess of 200, although the new school development will include a larger hall. However, it is not fully confirmed whether this would be accessible on a regular basis for non-school use;
- The lack of a large hall could be exacerbated in the future due to the potential closure of Lister Hall in the next few years if it is not redeveloped/renovated;
- There are limited local opportunities for large-scale conferences or exhibitions to occur;
- A number of local facilities allow sport to occur, but this tends to be for clubs to utilise halls for activities such as bowling, yoga etc. There are less actual sporting facilities available to the public (as individuals, although there is the Courtyard Fitness Centre), particularly in the daytime (the main sports centre based at the school is not open to the public during school hours);
- There is not much provision whereby facilities are open for people to simply ‘drop-in’ during the daytime, but particularly during the evening (in terms of non-alcohol-based establishments) – this is the case for some members clubs but the only ‘café’ type facility is at the Library and the Fitness Centre;
- Several locations utilise ICT, but there appears to be limited access of ICT facilities for the public, with the exception of the Library;
- Some of the locations provide education and learning opportunities (notably GL11, although this is generally at capacity) but this does not appear to be widespread;
- There is no cinema provision within the local area;
- Public transport access to many of the facilities has been criticised.

Key needs for a new facility, based on the analysis above, therefore include:

- As many of the local facilities offer the same type of provision, there is a need for a 'different' type of facility;
- In particular, if the school's new hall is not suitable for regular community use, there appears to be a need for a new large hall, unless the Lister Hall can be appropriately renovated;
- This hall should have a suitable stage and associated facilities (lighting etc);
- The facility needs to provide the ability for larger scale activities such as exhibitions, conferences and potentially for craft/farmers markets etc, linking into local tourism opportunities;
- There is a need for a healthy living style café to be open all day ideally, but particularly in the evenings. This should have ICT provision for people to use at their leisure;
- There is the possibility for any new centre to provide regular opportunities for local people to undertake various sports activities, such as badminton and keep fit classes;
- It would be beneficial if a new facility could offer the opportunity of leisure learning activities that may be demanded by local people, such as watercolour classes, for example, as well as the ability to provide ad-hoc training for local businesses;
- A new facility should be able to provide occasional screening of films;
- There must be good access and public transport links to any new facility.

When developing options for a new multi purpose centre it is recommended that these highlighted gaps be addressed where possible.

SUMMARY OF OPTIONS AND FINANCIALS

Initial options available to the project team for the development of a new multi purpose centre included:

- The construction of a stand alone centre on the Littlecombe site;
- The construction of a stand alone centre elsewhere within the area;
- The creation of a joint facility with Stroud College, through the redevelopment of the existing Drake House site;
- The creation of a multi purpose facility within a newly refurbished Lister Hall.

Despite the potential for a joint facility with Stroud College at Drake House, or the refurbishment of the existing Lister Hall, the initial preferred option of the project steering group was for a new stand-alone multi purpose centre on the Littlecombe site.

The size of the community facility (443m²) is based upon Sport England guidelines for Village and Community Halls. It is based upon a flexible hall large enough to accommodate one badminton court, which would also serve several other purposes. The hall would be the main focus of the centre, although there would be additional facilities within the remainder of the building.

The location of the preferred option is within the 'community square' of the Littlecombe development (the old Lister site). This was the most popular site within the need and demand study, with two thirds of respondents within the resident survey preferring it (52.5% thought the site was a good location and a further 13.9% thought it was very good). Within the business and organisation survey a third of respondents felt that the Littlecombe site was a very good location for a multi purpose resource centre, just over a quarter (27.5%) thought it was a good site and 23.1% thought that the site was an average location.

A key element of the centre will be to ensure that a full range of activities can be carried out without detriment to each other, a factor that will depend on the availability of flexible space.

- The hall will include (within its 180m²) a demountable stage (modular platforms with the option of a surround curtain), which could be used for a variety of activities such as consultations, presentations, receptions, conferences and performances. With the demountable stage erected the hall will be able to seat up to 186 people.
- Outside of the main hall the centre will also include:
 - Foyer (meeting and assembly space with display boards, vending machines and telephone);
 - An office (part of which would form a reception, the office being next to the main entrance and the foyer);
 - Kitchen (this would be located to directly serve the main hall and would obviously be linked to a healthy living café if this were to be part of the centre);
 - Changing facilities (male and female);
 - Heating/boiler/cleaning room;
 - Equipment and furniture store;
 - Toilets (male, female and disabled);
 - Three meeting/community rooms.

First Year Start Up Costs

Construction Costs

The construction costs are based on a centre of 443m² with the floor spaces based upon the Sport England model, although providing additional space in order to maximise potential rental income that may be derived.

The construction costs are based upon standard prices, at a regional index, for specific uses for each part of the building (e.g. costs for sports hall, costs for toilets etc). These prices were derived from the *Spon's Architects' and Builders' Price Book 2006*. Spons provides lower, upper and an average construction cost. Based upon these assumptions, the estimated construction costs of the new centre would be:

- Lower cost = £448,703
- Upper cost = £681,776
- Average cost = £565,239

Total First Year Start Up Costs

Based upon the above construction costs, and taking the annual running costs of the centre into account (detailed below), the first year start up costs for the centre would be as follows:

- Lower cost = £533,133
- Upper cost = £768,316
- Average cost = £656,161

This therefore demonstrates that funding in the region of £650,000 would be required for the initial construction and first year running costs for the centre.

Revenue Costs

Appendix III shows the expenditure assumptions for the first three years of operation of the centre, taking inflation at 2.5% into account year on year.

In terms of staff costs we have assumed the following:

- Manager - £25,000/year
- Receptionist - £15,000/year
- Caretaker - £15,000/year

Therefore, staff costs account for the majority of annual expenditure and, for the first three years taking into account inflation, are assumed at:

- Year 1 = £66,489.50
- Year 2 = £68,151.74
- Year 3 = £71,601.92

Other costs including a range of items such as insurance and utilities, are based upon our experience of similar centre elsewhere. These therefore increase the overall total annual expenditure costs to give the following figures:

- Year 1 = £84,429.50
- Year 2 = £86,540.24
- Year 3 = £90,921.34

Income Assumptions

This section examines the potential income that could be derived from the activities provided within the centre, at 70%, 50% and 30% usage. Currently, there are no prospective core tenants secured for the centre.

Sports Hall

The peak times for use of the sports hall would be afternoons and early evenings.

Total community hours available = 1,924 hours per annum

Senior use (65%) = 1,250.60 hours per annum

Junior use (35%) = 673.40 hours per annum

Senior hours available times cost of hall per hr (1,250 * £6) = £7,500

Junior hours available times cost of hall per hr (673.40 * £3.50) = £2356.90

Total potential income = £10,036.90

Income at average use 70% - £7,025.83

Income at average use 50% - £5,018.45

Income at average use 30% - £3,011.07

Assuming 70% capacity utilisation, this would leave a maximum of 30% for other uses.

Aerobics:

Aerobics would take place in the sports hall. For this projection we shall assume aerobics sessions take place three evenings a week throughout the year, each session lasting an hour. This equates to three hours per week for 52 weeks a year. Aerobics would cost an estimated £3 per hour but sessions would have to be run by a trained aerobics instructor.

Total community hours available = 156 hours per annum

Assuming a maximum of 30 people can attend a session at a cost of £3 each this gives a potential income of £14,040. However, the aerobics instructor is likely to be paid a flat rate of around £25 an hour regardless of attendance.

Income at average attendance 70% - £9,828 (- £3,900) = £5,928

Income at average attendance 50% - £7,020 (- £3900) = £3,120

Income at average attendance 30% - £4,212 (- £3900) = £312

Social functions:

Social functions would also take place in the sports hall such as children's parties. Assuming a booking a week for 2 hours this would generate:

Total community hours available = 104 hours per annum

Total hours available times cost per hour (104 * 10)

Total potential income = £1,040

Income at average use 70% - £728

Income at average use 50% - £520

Income at average use 30% - £312

Meetings:

Three meeting rooms are projected to be available for the centre at all opening times for the centre. The meeting rooms can also be used for a number of uses including a crèche, exhibitions, dining clubs, etc. Larger functions would have to use the sports hall rather than the meeting rooms.

Total potential hours = (37 * 3 * 52) = 5,772 hours

Assuming a cost of £5 per hour for meetings this generates:

Total potential income = (5,772 * 5) = £28,860

Income at average use 70% = £20,202

Income at average use 50% = £14,430

Income at average use 30% = £8,658

In practice, rental rates for the meeting rooms may have to be discounted for regular users and for community groups. As there are three rooms potential usage is not projected to be high and probably less than 30%.

Income and Expenditure Summary

The income and expenditure account shows the projected profit and loss account for the first three years of the centre's operation operating at 70%, 50% and 30% utilisation. Even when operating at 70% utilisation the centre would make a significant loss of approximately £50,000 in each of its first three years of operation. Although there may be potential to increase the income derived from social functions and meetings we would anticipate that this would not reduce the deficit significantly. The deficit clearly increases with decreasing levels of utilisation of the centre. The only means of reducing this would be to dramatically reduce the staffing costs shown in the assumptions but this would rely up on the use of volunteers and we would not consider this the most practical option. The other alternative would be to secure a core tenant for the centre to provide a regular income stream. In addition, there is a lack of certainty regarding the funding sources for the initial construction of the centre. Therefore, the centre is unviable in both capital and revenue terms and would need to rely on a significant level of public subsidy.

RECOMMENDATIONS

Given the fact that the financial projections demonstrate a significant lack of financial viability in both capital and revenue terms for a new stand-alone centre on the Littlecombe site, we would recommend that alternative options are pursued.

Other suitable options that could be pursued include:

- The development of a joint facility with Stroud College, through the redevelopment and renovation of the existing Drake House site (a viability study to explore this is currently ongoing);
- The creation of a multi purpose facility through the redevelopment and renovation of the existing Lister Hall building.

The first of these two options is clearly dependent on a favourable outcome from the ongoing viability study. While we would not wish to discount this completely at this stage, Drake House may not lend itself to community use, particularly sports-based activities, and it may be more appropriate for other uses.

We would therefore recommend that the Lister Hall site is more suitable. This is based upon the benefits of renovating the existing large hall and therefore helping to maintain its existing activities as well as providing considerable scope for the provision of additional ones. The Lister Hall is also in a favourable location close to the centre of Dursley, and is therefore easily accessible to the majority of the community.

1. INTRODUCTION

WM Enterprise Consultants were commissioned by Vale Vision Development Trust to undertake a need and demand study in relation to a proposed multi purpose resource centre to be located within the Cam and Dursley area of Gloucestershire. The study will inform the direction of the project, which commenced in 2002, under the South West Regional Development Agency's (SWRDA) Market and Coastal Towns Initiative (MCTi). The project is being developed under the auspices of the Cam and Dursley MCTi Partnership (Vale Vision). At the outset of the study there were no specific views on the types of services and facilities that could be provided from the centre. In addition, the potential location of the centre had not been identified – this study has therefore asked respondents to identify their favoured site for the centre, which could have included any possible local sites, including the Littlecombe site (which forms part of the old Listers site in Dursley at the foot of the valley and at the bottom of Long Street).

1.1 VALE VISION AND THE VALE VISION AREA

Vale Vision represents an area of Cam, Dursley and surrounding parishes, covering a population in excess of 18,000. Surrounding village parishes include Coaley, Slimbridge, Stinchcombe, North Nibley, Uley and Nymphsfield. The area has suffered from a degree of deprivation that has impacted on the local community, many of the area's wards being in the top 25% of deprived wards in the County, and in some categories, in the top 25% nationally. Cam and Dursley are settlements that border each other. Dursley has the traditional town centre and a population of nearly 6,000, whilst Cam has a traditional but expanding village centre and a modern housing development serving a larger population of over 8,000. The proximity of the two communities and their surrounding parishes means that residents visit various points within both settlements to use facilities. Whilst the largest supermarket in the area is presently located within Cam, Dursley has a larger retail centre.

Historically, Dursley has been the main site for employment. However, the number of jobs has decreased significantly, while the number of small firms and business sites in Cam has increased. There has, in the past, been a heavy reliance upon local manufacturing and engineering industries within the area and unemployment problems have occurred due to the closure of several major employers. Rednock School, a foundation secondary school, draws students from the whole area, including 40% from the surrounding parishes. Located within an attractive environment in which to live and work, Vale Vision is part of an Area of Outstanding Natural Beauty, with wooded hillsides and open hilltops surrounding Cam and Dursley.

Vale Vision Development Trust Ltd (usually referred to as 'Vale Vision') is a community-led enterprise whose aims include improving and enhancing the quality of life of the inhabitants of Cam, Dursley and the surrounding parishes. It was formed, as part of the regional MCTi, to work with the communities in Cam, Dursley and district to produce a Community Strategic Plan for the next 10-20 years that would help to turn the communities' vision of its future into reality. The Plan, which was launched in May 2005, was developed through extensive consultation with people in the community, collaboration with regional, county and local authorities and organisations, and research into the current economic, social and environmental 'health' of the Vale Vision area. The Plan contains about 40 projects that would help to produce a thriving and viable community in the future. For each project a time scale, estimated cost and a potential partnership of organisations (with a lead partner) to carry out the project were developed. The potential multi purpose resource centre that forms the basis of this study represents one of these projects.

1.2 METHODOLOGY EMPLOYED

The need and demand study has sought to examine, amongst local residents, businesses and organisations, the level of demand for the proposed centre, key needs within the area that could be fulfilled by it, the types of facilities and services that should occur within it, and views on its potential location. This has been achieved primarily through three main methods of research:

Household Survey: A key aspect of the research was to undertake a detailed household survey within the Vale Vision area. The survey, which was carried out by WM Enterprise's market research team, was undertaken at varying times of the day over three weekends in June 2006. The initial target for the survey was to speak to 374 households within Cam and Dursley. The figure of 374 was adopted as it represented a statistically significant survey at a 95% confidence level (+ or – 5%) based upon 2001 census population figures. In reality, the survey exceeded this, incorporating 377 households. Of these, 154 interviews took place in Dursley and 223 in Cam (again, this split in terms of location reflected census figures). In addition, a snapshot survey of 27 households was undertaken in the surrounding villages of North Nibley, Stinchcombe, Uley, Coaley, Slimbridge and Nympsfield.

The household questionnaire sought to cover a range of issues designed to inform the need and demand study. Key sections of the questionnaire included:

- Demography;
- Employment and worklessness;
- Education and training;
- Use of local services;
- A range of questions related to the proposed multi purpose centre, including its facilities/services and its potential location.

The findings from the household survey are detailed within Chapter 3.

Business and Organisation Survey: A separate survey took place with local businesses and organisations. In total, 73 local businesses were interviewed over the phone by WM Enterprise's market research team. In addition, 18 local groups/organisations also completed the survey – the majority of these were carried out over the phone although some were filled in by the respondent themselves. Indeed, all local organisations and groups who were contacted by Vale Vision in relation to the focus groups (see below) were sent a copy of the questionnaire to fill in. The majority of these groups who did not fill in the questionnaire were then re-contacted by phone to ask if they wished to complete the questionnaire. The list of local businesses was obtained through a list of members of the local Chamber of Commerce and additional contacts from Vale Vision, whilst Vale Vision provided the list of organisations/groups contacted.

The questions within the business/organisation survey were relatively similar to those within the household survey. Key areas of questioning included:

- Organisation/company details;
- Training issues;
- Business/organisation support;
- Awareness of the proposed multi purpose centre;
- Provision of services at the proposed centre;
- Location of the proposed centre.

The findings from the business/organisation survey are detailed within Chapter 4.

Focus Group Discussions: Focus group discussions took place with a range of groups and individuals from the local area. The aim of the discussions, which were facilitated by WM Enterprise's consultants, were to obtain peoples' (and organisations') views on factors such as:

- Services missing within the local area (gaps and barriers);
- Services that people would like to see in the proposed multi purpose centre;
- Whether people would be prepared to pay for these services;
- Whether groups or individuals would wish to deliver anything from the proposed centre;
- Views on the suitability of the site and potential alternative locations.

The focus groups were arranged by Vale Vision, with considerable numbers of people being invited via e-mail. All but one of the focus groups took place in June (the other took place in May), and all occurred within the Cam and Dursley area. The main themes of the groups, in terms of the attendees, were:

- Tourism;
- Sport;
- Education;
- Businesses;
- Churches;
- Local Councillors;
- Social groups;
- Young people.

Each invited individual/organisation was also e-mailed a copy of the business/organisation survey to enable them to complete it if they wished. The consultants also made questionnaires available at each focus group. The main findings from the focus groups are outlined within Chapter 5.

In addition to the main three stages of research detailed above, work has also taken place in relation to:

- Reviewing a number of key local documents relating to the Vale Vision area, including the Vale Vision Community Strategic Plan and the Stroud District Local Plan;
- Undertaking a review of key statistics for the Vale Vision area;
- Attending meetings, where related to the study, when requested.

These three elements of the study were to primarily provide an understanding of the area to the consultancy team. However, the statistical research has been detailed within the report (in Chapter 2).

The study was commissioned in April and the surveys commenced at the end of May. Following this initial draft report, completed in August 2006, there are additional elements of work that have taken place:

Consultation Workshop Event: A wide range of stakeholders were invited to an event in early September 2006 to present the findings detailed in this report. Following the presentation four workshops took place based upon the following themes:

- Business;
- Education and Training;
- Leisure and Recreation;
- Young People.

The findings from this event have been summarised in Section 6.4, whilst the full write up is within Appendix I.

Gap Analysis: A gap analysis was developed in order to establish existing provision/facilities available to the community within the Vale Vision area. Information was acquired in terms of general capacity, facilities and activities available of the various clubs, centres and churches in the area. The gap analysis summarises the key gaps in provision and recommends how these could be filled by a new facility.

Further Discussions: Following the production of the findings from the need and demand study the project steering group was involved in several meetings and discussions with key stakeholders and local organisations. The main aim of these discussions was to ensure that a new multi purpose centre would not duplicate existing activities within the local area. Whilst the gap analysis has assisted this process in terms of existing facilities and services, the need to establish provision within other new developments within the area was paramount. As a result of this it became clear that a number of key findings from the need and demand study, in terms of services and activities, are to be provided by other developments and organisations within the local area, hence there being no specific need for Vale Vision to provide them within the new multi purpose centre.

Preferred Option and Financial Projections: Following the aforementioned stages of research the project team selected its preferred option for the multi purpose centre. Therefore, a preferred option paper was produced, highlighting the potential uses and facilities of the new centre, together with a series of associated financial projections.

2. STATISTICAL RESEARCH

The chapter provides a brief statistical portrait of the study area using key socio-economic indicators.

2.1 INDEX OF MULTIPLE DEPRIVATION

Figure 2.1 (below) illustrates the key findings of the 2004 Index of Multiple Deprivation (IMD) for each of the Super Output Areas (SOAs) within the study area. SOAs represent nationally defined boundaries that have been created to provide smaller and therefore more accurate statistical areas (below ward level).

Figure 2.1 would suggest that the study area in general is not particularly deprived. However, it is notable that the SOA E01022364 (located in the West of Cam) is ranked within the most deprived 20% of areas nationally in terms of Education, and the most deprived 30% nationally in terms of Income. Furthermore, SOA E01022375 (located to the North West of Dursley), is within the most 20% deprived area nationally in relation to Income, and the 30% most deprived in relation to Education.

Figure 2.1: Key Findings of the 2004 IMD

SOA Number	IMD Rank (of 32,482 wards)	Income	Employment	Health	Education	Barriers to Housing and Services	Crime	Living Environment
E01022359 (South Cam)	30,691	28,542	28,252	27,037	24,837	21,642	23,504	31,204
E01022360 (located to the East of Cam)	29,187	26,515	30,107	30,018	25,921	14,472	15,295	30,113
E01022361 (East Cam)	22,642	15,553	20,850	22,440	18,256	28,584	19,700	21,938
E01022362 (located to the West of Cam)	25,787	21,682	21,043	26,275	19,601	30,250	18,152	23,500
E01022363 (North Cam)	27,356	24,081	23,622	26,774	23,453	18,199	20,964	26,928
E01022364 (West Cam)	12,112	8,282	10,505	18,079	5,746	28,768	15,687	19,626
E01022372 (West Dursley)	25,608	22,274	24,069	26,459	29,668	6,565	31,073	21,315
E01022373 (located to the East of Dursley)	27,794	28,656	25,938	29,169	29,271	7,417	24,279	21,933
E01022374 (East Dursley)	27,857	27,023	23,460	27,209	25,330	29,301	16,917	16,699
E01022375 (North West Dursley)	18,928	15,262	14,650	24,593	12,522	18,278	26,109	21,020
E01022370 (located to the North East of Dursley)	20,973	13,248	14,320	19,395	27,508	30,692	23,643	21,590
E01022371 (located to the North East of Cam)	10,992	6,452	9,508	17,529	6,901	26,677	15,835	15,904
E01022407 (located to the North of Cam)	19,510	18,199	14,958	19,166	19,462	11,096	26,760	20,302

Source: IMD (2004)

2.2 UNEMPLOYMENT

It has been possible to access statistics relating to unemployment and rates of economic inactivity (number economically inactive as a % of the total population) for each SOA in 2001. Figure 2.2 (below) provides a summary of the findings.

The research findings illustrate that the unemployment rates of the SOAs E01022375 (located to the North West of Dursley) and E01022364 (located in the West of Cam) significantly exceeded the regional and national averages, and also the unemployment rates in the SOAs E01022373 and E01022374 (both located to the East of Dursley) were slightly higher than the regional and national averages.

The only SOAs with rates of economic inactivity that exceeded the national and regional averages were E01022370 (located to the East of Dursley) and E01022371 (located to the North East of Cam). It was not possible to obtain a detailed breakdown of the characteristics of the economically inactive at SOA level, however, the research findings at ward level would suggest that more than half of those economically inactive within the 'Vale Vision' area are retired.

Figure 2.2: Unemployment and Worklessness Rates (2001)

SOA	Unemployed (%)	Economically Inactive (%)
E01022359 (South Cam)	3.06%	30.16%
E01022360 (located to the East of Cam)	1.81%	31.40%
E01022361 (East Cam)	2.67%	30.79%
E01022362 (located to the West of Cam)	2.11%	33.06%
E01022363 (North Cam)	3.48%	23.84%
E01022364 (West Cam)	7.43%	32.52%
E01022372 (West Dursley)	2.57%	26.70%
E01022373 (located to the East of Dursley)	6.34%	25.99%
E01022374 (East Dursley)	5.76%	31.36%
E01022375 (North West Dursley)	11.67%	28.04%
E01022370 (located to the North East of Dursley)	3.66%	35.55%
E01022371 (located to the North East of Cam)	4.32%	35.73%
E01022407 (located to the North of Cam)	3.39%	32.15%
Study area Total	4.42%	30.15%
South West	3.81%	32.49%
England and Wales	5.04%	33.46%

Source: NOMIS (2001)

Statistics relating to long-term unemployment rates, and the characteristics of the unemployed were not available at SOA level, and therefore, we have only been able to access ward level statistics for this indicator. The research findings in Figure 2.3 (below) would suggest that rates of youth unemployment and long-term unemployment within Dursley were significantly higher than the regional average in 2001, and also exceeded the national average. Within Cam West, almost one in ten of those unemployed had never previously worked. In addition, in the Cam East ward, three in ten of those unemployed were aged between 50 and 74, which was significantly higher than the regional and national trends. However, this may be a reflection either of low levels of youth unemployment, or of an ageing population within this ward.

Figure 2.3: Characteristics of the Unemployed (% in 2001)

	Unemployed people aged 16-74: Proportion who were aged 16 - 24	Unemployed people aged 16-74: Proportion who have never worked	Unemployed people aged 16-74: Proportion who were Aged 50 and over	Unemployed people aged 16-74: Who are long-term unemployed (ie unemployed over six months)
Cam East	13.33	0.00	30.00	18.33
Cam West	27.06	9.41	24.71	22.35
Dursley	30.73	5.73	18.75	28.13
Stroud	25.39	4.34	23.60	25.07
South West	24.74	5.45	21.90	26.67
England and Wales	30.32	9.26	18.60	25.9

Source: Office of National Statistics (2001)

In terms of employment rates, Figure 2.4 (below) illustrates that, in 2001, the proportion of residents in part time employment and full-time employment within the Vale Vision area exceeded the regional and national averages. However, the proportion of economically active residents that were self-employed was lower than both the regional and national averages.

Figure 2.4: Employment Rates (2001 %)

	People aged 16-74: Economically active: Proportion of employees part-time	People aged 16-74: Economically active: Proportion of employees full-time	People aged 16-74: Economically active: Proportion self-employed
Cam East	14.80	43.09	7.89
Cam West	14.40	44.99	6.43
Dursley	14.10	43.62	7.55
Stroud	13.87	41.15	11.18
South West	13.23	39.08	10.08
England and Wales	8.28	40.55	11.78

2.3 QUALIFICATION LEVELS

Statistics relating to the highest educational qualification held by local residents were not available at SOA level, and therefore we have only been able to access ward level statistics for this indicator. Figure 2.5 (below) illustrates that the proportion of the adult population in the Cam West and Dursley wards with no qualifications exceeded the South West regional average, whilst the proportion of the adult population in the Cam West ward with degree level qualifications was lower than the regional and national average.

Figure 2.5: Qualification Levels in the Vale Vision Area (2001 %)

	People aged 16-74 with: No qualifications	People aged 16-74 with: Highest qualification attained level 1	People aged 16-74 with: Highest qualification attained level 2	People aged 16-74 with: Highest qualification attained level 3	People aged 16-74 with: Highest qualification attained level 4 / 5
Cam East	25.19	19.21	22.27	6.46	20.50
Cam West	29.46	21.49	21.02	5.79	14.63
Dursley	27.25	19.63	21.58	6.84	18.22
Stroud	23.56	17.56	21.42	7.86	22.93
South West	26.18	17.74	21.43	8.63	18.84
England and Wales	29.08	16.57	19.38	8.27	19.76

Source: Office of National Statistics (2001)

In terms of school level attainment, 66% of Year 11 leavers at Rednock School achieved five or more GCSE's grades A* and C in 2005, which was higher than the national average of 56%.

2.4 LOCAL BUSINESS STOCK

Figure 2.6 (below) summarises the nature of the local business stock within the Vale Vision area between 2002 and 2004, illustrating VAT registrations and de-registrations, and net changes within that calendar year (which are broken down by industrial sector). It should be noted that due to confidentiality issues, NOMIS rounds statistics up to the nearest five in this category, and that statistics were only available at district level (Stroud).

Figure 2.6 illustrates that the largest negative net changes within the Stroud economy (i.e. where deregistrations exceeded registrations) were in the agriculture sector. However, the manufacturing and public administration sectors also experienced negative net changes in 2004. The sector experiencing the highest positive net changes between 2002 and 2004 was the 'real estate, renting and business activities' sector (essentially producer services).

These statistics largely mirrored the trends for England and Wales overall during this period. Nevertheless, it would appear that the net change in the number of retail businesses within Stroud was positive between 2002 and 2004, whereas the net change nationally was negative during this period.

With regard to business survival rates, of the businesses formed since 1999 in Stroud district, 92% were still trading after one year, 80% were still trading after two years, and 68% were still trading after three years, compared to national averages of 90%, 76% and 64%.

2.5 HEALTH

According to the Market Town Healthcheck, there is no data available solely for the Vale Vision area. However, some data was available for the Stroud and Berkeley Vale area. The Standardised Mortality Ratio (SMR) for coronary heart disease in the area is 97.48 (against a national average of 100), whilst the SMR for suicide is 98.5, and SMR for cancer is 89.91.

The Sandpits Clinic hosts a variety of sessions, including family planning clinics, speech/language therapy, physiotherapy clinics, and chiropody sessions for the elderly.

Figure 2.6: Local Business Stock

Industry	2002			2003			2004		
	Registrations	Deregistrations	Net-change	Registrations	Deregistrations	Net-change	Registrations	Deregistrations	Net-change
1: Agriculture; Forestry and fishing (SIC A,B)	15	20	-5	15	25	-10	5	30	-25
2: Mining and quarrying; Electricity, gas and water supply (SIC C,E)	0	0	0	5	0	5	0	0	0
3: Manufacturing (SIC D)	30	20	10	25	35	-10	25	30	-5
4: Construction (SIC F)	40	25	15	45	35	10	40	35	5
5: Wholesale, retail and repairs (SIC G)	60	60	0	65	60	5	65	60	5
6: Hotels and restaurants (SIC H)	40	25	15	40	25	15	30	25	5
7: Transport, storage and communication (SIC I)	20	15	5	15	15	0	15	15	0
8: Financial intermediation (SIC J)	5	0	5	5	0	5	0	0	0
9: Real Estate, renting and business activities (SIC K)	155	120	35	150	130	20	160	140	20
10: Public administration; Other community, social and personal services (SIC L,O)	25	30	-5	30	20	10	10	15	-5
11: Education; health and social work (SIC M,N)	10	0	10	10	0	10	5	0	5
Total	400	315	85	405	345	60	355	350	5

Source: NOMIS (2006)

3. FINDINGS FROM THE RESIDENTS' SURVEY

This section presents the findings from the household survey that was carried out as part of the research. The section will highlight, in particular:

- Demography;
- Information on workless respondents and their skills needs;
- Information on employed respondents and their skills needs;
- Participation in education and training in the locality;
- Use of services in the local area;
- Views on the need for a multi purpose resource centre and types of services that should be included within it;
- Views on the location of the proposed multi purpose resource centre.

A total of 404 residents were interviewed as part of the survey. Of these, 154 interviews took place in Dursley, 223 in Cam and a snapshot of 27 surveys were undertaken in the surrounding villages of North Nibley, Stinchcombe, Uley, Coaley, Slimbridge and Nympsfield.

3.1 DEMOGRAPHY

3.1.1 Age

Figure 3.1 below shows the age bands that respondents fell into. Overall, just over a quarter of respondents were aged between 30 and 44. This rose to 31.9% in West Cam but fell to just 11.1% in the villages surrounding Cam and Dursley (North Nibley, Stinchcombe, Uley, Coaley, Slimbridge, Nympsfield). In the villages, almost half of the respondents were aged between 45 and 59 (48.1%).

The proportion of 16 to 19 year olds interviewed in each of the areas was higher than the Census figures, with the exception of West Cam where the figures were broadly similar. Census figures suggest that, in Dursley, 4.5% of residents are aged 16 to 19 but in the survey 8.4% of respondents were in that age group. Census age bands are larger than those used in the survey but our results show that respondents aged between 20 and 44 were slightly over-represented in the survey. However, figures cannot be compared as exactly like for like as we have to exclude under 16s from our figures and this alters the proportions in the age bands somewhat as a result.

Figure 3.1: Age by Area

	Overall	Dursley	West Cam	East Cam	Villages
Would prefer not to say	0.5%	0.0%	0.9%	0.9%	0.0%
16 to 19	6.9%	8.4%	3.5%	7.3%	11.1%
20 to 29	8.4%	9.7%	12.4%	3.6%	3.7%
30 to 44	28.5%	28.6%	31.9%	29.1%	11.1%
45 to 59	24.5%	18.2%	23.9%	28.2%	48.1%
60 to 74	23.8%	25.3%	23.9%	21.8%	22.2%
Over 75	7.4%	9.7%	3.5%	9.1%	3.7%

3.1.2 Gender

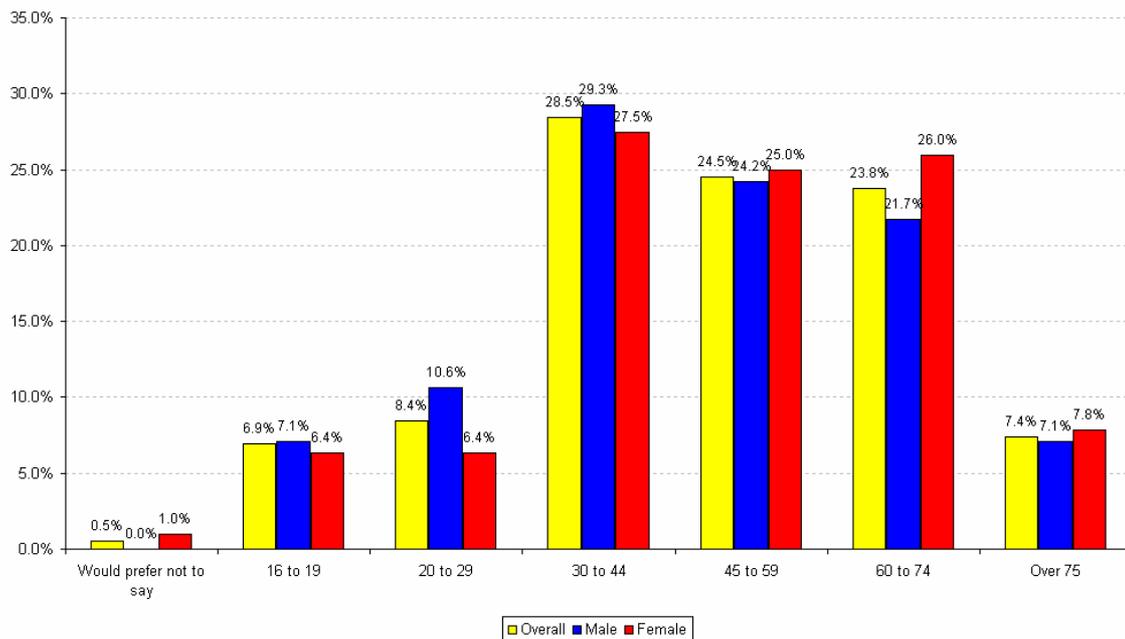
Figure 3.2 shows that the gender split of respondents was almost even overall, with a slightly higher proportion of female interviewees. However, in the villages only just over a third (37%) were male and 63% were female. The figures are broadly in line with the 2001 Census, with the exception of West Cam where the Census showed 51.2% of females and 48.8% of males in contrast to the survey findings where males outnumbered females.

Figure 3.2: Gender by Area

	Overall	Dursley	West Cam	East Cam	Villages
Male	49.0%	49.4%	52.2%	48.2%	37.0%
Female	51.0%	50.6%	47.8%	51.8%	63.0%

Figure 3.3 illustrates the gender of respondents split by age. It shows that the age split of male and female respondents was fairly even with a slightly more pronounced gender split for those aged 20-29 (more males) and those aged 60-74 (more females).

Figure 3.3: Gender by Age



3.1.3 Ethnicity

Census figures show that the Dursley and Cam areas are not particularly ethnically diverse and this is borne out by the survey findings. Overall, 98.3% of respondents were White British, and in Dursley and the Villages this figure rises to 100%. The largest non-White British group was Turkish, 1% overall and 3.6% in East Cam. In the 2001 Census the proportion of White people was 98.6% in Dursley, slightly lower than the survey figure. In East Cam the proportion of White people was slightly higher in the Census (99.6%) compared to the figure in survey (94.5%).

3.1.4 Health

Figure 3.4 shows that the majority of respondents did not suffer from any illnesses, health problems or disabilities (86.4% overall), with this figure rising to 96.4% amongst 16 to 19 year olds and 100% amongst 20 to 29 year olds. Unsurprisingly, the proportion of respondents suffering from ill health rose with age, with 10% each of respondents aged 75 and over suffering from long term illnesses or health problems and 26.7% suffering from a disability.

Figure 3.4: Health Conditions

	Overall	16-19	20-29	30-44	45-59	60-74	75+
No reply	0.5%	0.0%	0.0%	0.0%	0.0%	1.0%	3.3%
Long-term illness	1.7%	0.0%	0.0%	0.9%	3.0%	0.0%	10.0%
Health problem	6.7%	3.6%	0.0%	4.3%	6.1%	11.5%	10.0%
Disability	5.9%	0.0%	0.0%	6.1%	2.0%	7.3%	26.7%
None of the above	86.4%	96.4%	100.0%	90.4%	89.9%	80.2%	56.7%

3.1.5 Family Status

Figure 3.5 indicates the family status of respondents. It shows that the majority of respondents were married or cohabiting either with or without children. The highest proportion of married or cohabiting couples with children was in the villages (40.7%) and this was also the area with the highest proportion of lone parents (7.4%).

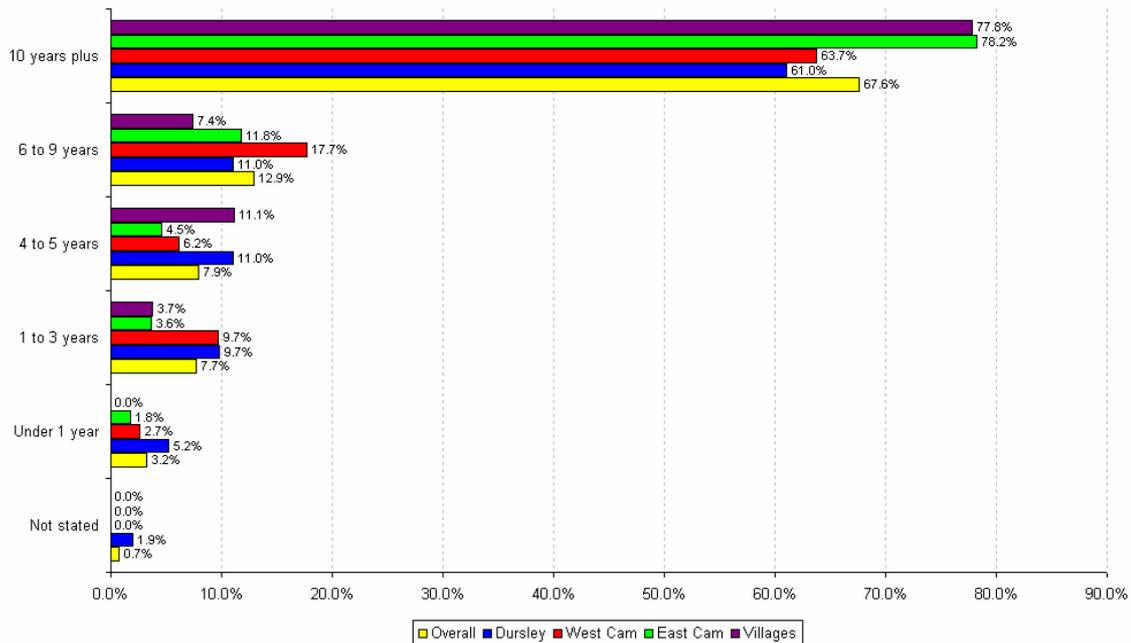
Figure 3.5: Family Status by Area

	Overall	Dursley	West Cam	East Cam	Villages
Single living with family	15.1%	15.6%	16.8%	12.7%	14.8%
Single living alone	13.6%	13.0%	15.0%	14.5%	7.4%
Single living with friends or sharing	1.5%	1.3%	1.8%	1.8%	0.0%
A lone parent	2.0%	3.2%	0.0%	0.9%	7.4%
Married living with a partner with no dependents	36.4%	36.4%	41.6%	32.7%	29.6%
Married living with a partner with dependents	31.2%	29.9%	24.8%	37.3%	40.7%
Other	0.0%	0.0%	0.0%	0.0%	0.0%

3.1.6 Length of Time in the Area

As figure 3.6 illustrates, the majority of respondents were long-term residents, with two thirds overall and over 78% in East Cam having lived in the locality for ten years or more. Dursley had the most transient population with 5.2% of respondents in that area having only lived there for under a year. Perhaps unsurprisingly length of residency increased by age with 86.7% of those aged 75 and over having lived in the area for ten years, whereas just 47.1% of respondents aged between 20 and 29 had lived in the area for the same period.

Figure 3.6: Length of time in the area



3.1.7 Housing Tenure

Respondents were asked to indicate whether their household owned or rented their accommodation. The proportion of respondents who owned their properties outright was highest in East Cam (58.2%) and the villages (66.7%), whereas there was a higher proportion of respondents of both private (7.1%) and social housing tenants (15.9%) in West Cam.

Figure 3.7: Housing Tenure by Area

	Overall	Dursley	West Cam	East Cam	Villages
No reply	1.2%	2.6%	0.9%	0.0%	0.0%
Owns outright	52.2%	52.6%	42.5%	58.2%	66.7%
Owns with mortgage or loan	32.2%	31.2%	32.7%	34.5%	25.9%
Owns part rent and part mortgage	0.2%	0.6%	0.0%	0.0%	0.0%
Rents privately	4.7%	4.5%	7.1%	2.7%	3.7%
Rents from local authority etc	9.2%	8.4%	15.9%	4.5%	3.7%
Lives here rent free	0.2%	0.0%	0.9%	0.0%	0.0%

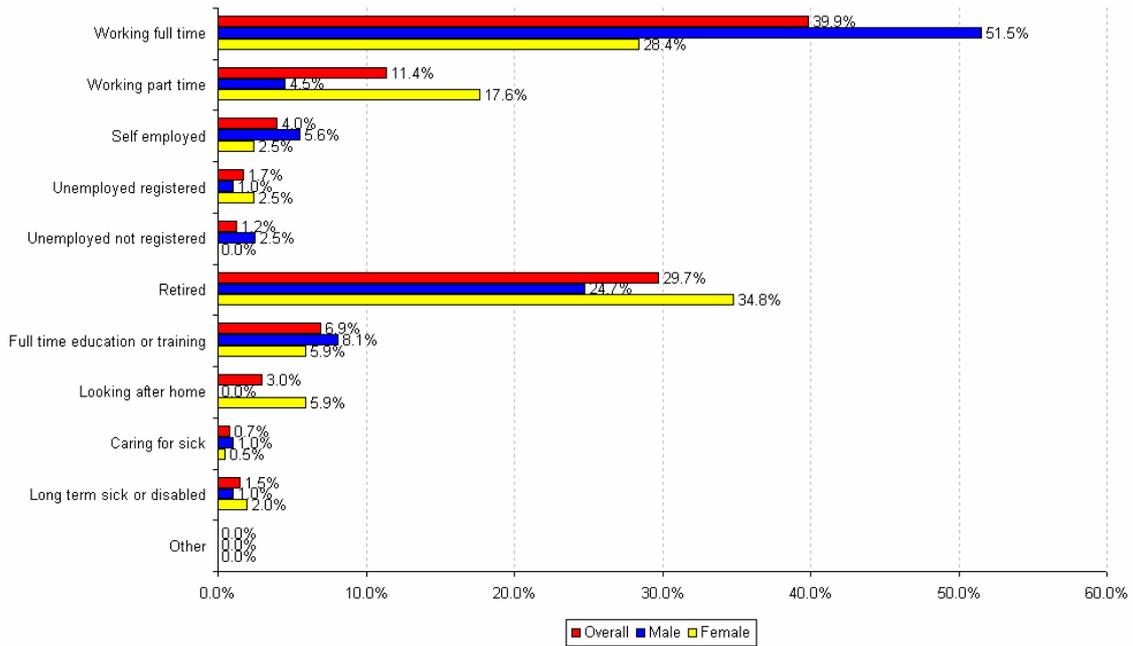
3.1.8 Economic Status

Figure 3.8 (below) illustrates the economic status of respondents split by gender. The figure shows that, overall, 39.9% of respondents worked full-time and this figure increased to over half (51.5%) of males but fell to just over a quarter of females (28.4%). However, the figures for males and females working part time show a much higher proportion of females (17.6%) compared to the overall (11.4%) and male (4.5%) proportions.

The proportions of respondents overall who were unemployed was just 2.9%, with 1.7% registered unemployed and 1.2% not registered. Unemployment in general was slightly higher amongst male respondents but the proportion of registered unemployed respondents was actually higher amongst females (2.5% compared with just 1% of males). Unemployment was higher in West Cam, with 4.4% registered and a further 1.8% not registered. In contrast, none of the respondents in the villages were unemployed or workless.

When comparing survey findings with figures from the Census the proportion of individuals working full-time in Dursley (33.8%) was much lower than the Census figure (43.6%) and was also lower than the regional (39.1%) and national averages (40.8%). However, unemployment figures from the Census show a much higher proportion of unemployed residents than in the survey. Census figures for Dursley show that 4.7% of the working age population are unemployed whereas only 1.9% of respondents to the survey in Dursley considered themselves to be unemployed. As mentioned above, in the survey unemployment was highest in West Cam but in the Census just 2.8% of the working age population in this area were unemployed.

Figure 3.8: Economic Status by Gender



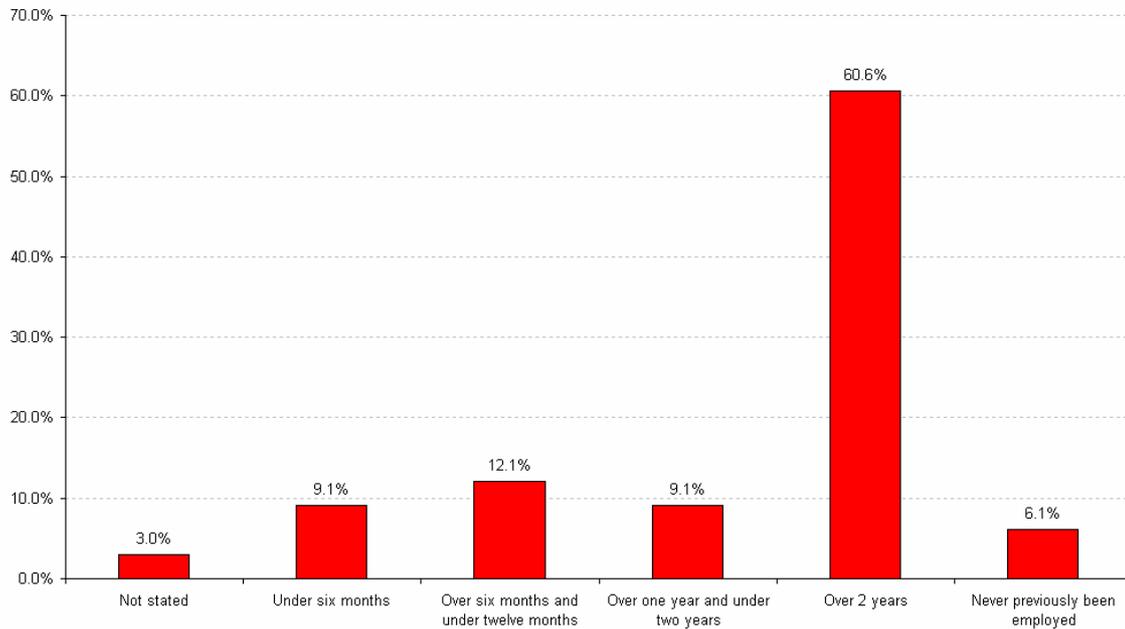
3.2 WORKLESS RESPONDENTS

Workless respondents are defined to include not only those people who are unemployed and actively seeking work, but also economically inactive residents (i.e. people of working age who are not working, are not in full-time education or training and are not actively seeking work). This includes those with caring responsibilities but not those who are in full-time education or retired.

3.2.1 Length of Time out of Work

Workless respondents were asked to indicate how long they had been out of paid employment. Figure 3.9 below demonstrates that the majority of workless respondents had been out of paid employment for over two years (60.6%) and less than 10% had been out of paid employment for less than six months. Female workless respondents had been out of work for longer than male respondents with almost three quarters (72.7%) of females being out of work for two or more years, whereas just over a quarter (27.3%) of males had been workless for less than six months.

Figure 3.9: Length of Time out of Work



3.2.2 Reasons for Worklessness

Respondents were also asked to indicate the main reasons for their worklessness. The table below shows the main reasons given both overall and split by gender. It shows that the main reason given by both men and women was the ‘need to look after home or children’, 40.9% of females and 27.3% of males stating this reason. This indicates that, for people who do not work due to looking after children, for those who wish to work, improved childcare may be an option. Almost a fifth (18.2%) of males stated that they were simply unable to find suitable work and 22.7% of females were long term sick. The fact that 18.2% of males were unable to find suitable work suggests the possibility of a lack of local employment opportunities, a skills mismatch, or the need for improved recruitment/advertising opportunities within the area.

Figure 3.10: Main reasons for Worklessness

	Overall	Male	Female
Unable to find suitable work	9.1%	18.2%	4.5%
Taken early retirement	3.0%	9.1%	0.0%
Recently been made redundant	0.0%	0.0%	0.0%
Long term sick	18.2%	9.1%	22.7%
Disabled	15.2%	9.1%	18.2%
Income trap	3.0%	0.0%	4.5%
Need to look after home or children	36.4%	27.3%	40.9%
Need to care for sick/elderly relative	9.1%	9.1%	9.1%
Refused to answer	0.0%	0.0%	0.0%
Other	6.1%	18.2%	0.0%

3.2.3 Looking for Work

Respondents were asked to indicate whether they were looking for work at the time of the interview and if not when they might consider looking for work. Figure 3.11 below shows that over half (51.5%) of respondents were unlikely to look for work again and this figure rose to almost two thirds (64.3%) in Dursley. However, in West Cam, only just over a third (35.7%) were unlikely to look for work again. Although the majority of respondents were not looking for work at the time of the survey, a higher proportion of males stated that they would be looking for work in the next six months (27.3% compared to just 9.1% overall).

Figure 3.11: Looking for Work



3.2.4 Factors to assist a return to Work

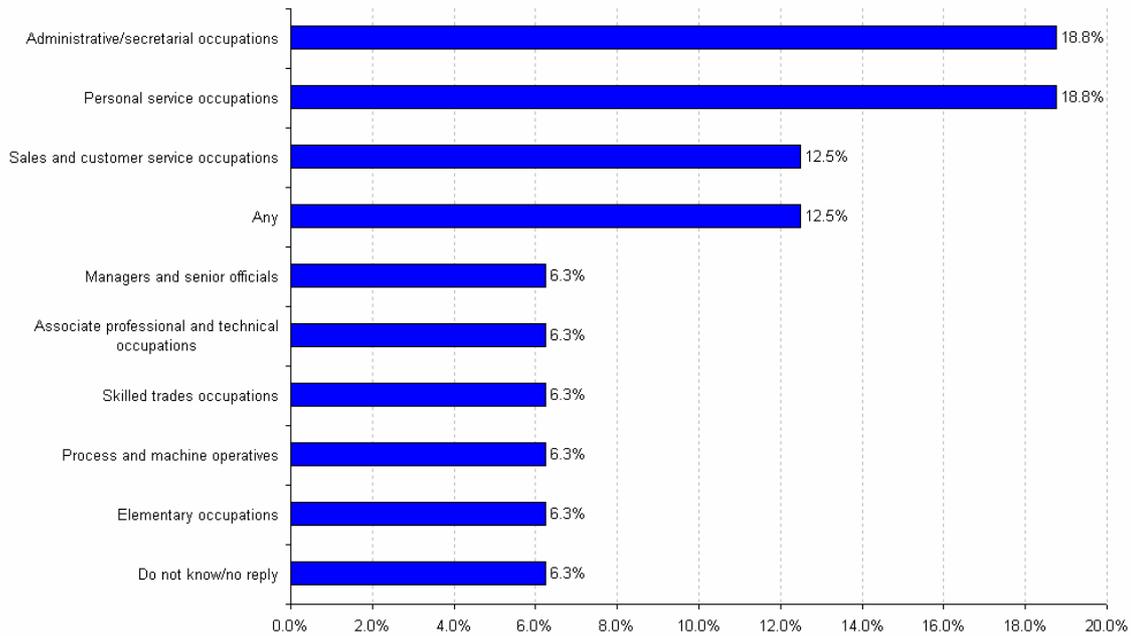
Those respondents who expressed an interest in returning to work at some point, were asked what factors would assist them in doing so. Over half of the respondents (56.3%) mentioned factors other than those listed in the questionnaire and these included:

- Improvements to public transport;
- Children growing up and starting school;
- Better paid jobs.

3.2.5 Preferred Occupation

Workless respondents were asked to indicate what kind of job they would be interested in doing. Figure 3.12 shows that the most popular occupations were administrative/secretarial and personal service occupations (18.8% each). However, 12.5% overall and 18.2% of females did not express a particular preference.

Figure 3.12: Preferred Occupation



3.2.6 Preferred Industry

As well as being asked to indicate their preferred occupation, respondents were also asked to indicate the type of industry that they most wanted to work in. The most popular industries were wholesale, retail and repair¹ (18.8%) with this figure rising to a third for respondents in West Cam. The same proportion expressed an interest in other social and personal services and 12.5% were interested in working in education. However, as only 16 respondents were actually interested in looking for work again none of the industries had huge amounts of interest.

3.2.7 Skills Required

Over half (56.3%) of the workless respondents felt that they needed to gain new skills in order to improve their chances of gaining the type of employment they desired, and this rose to 63.6% amongst female respondents. A third of these respondents felt that they needed to acquire computer literacy skills and this was also true of half the respondents in West Cam and also half of males.

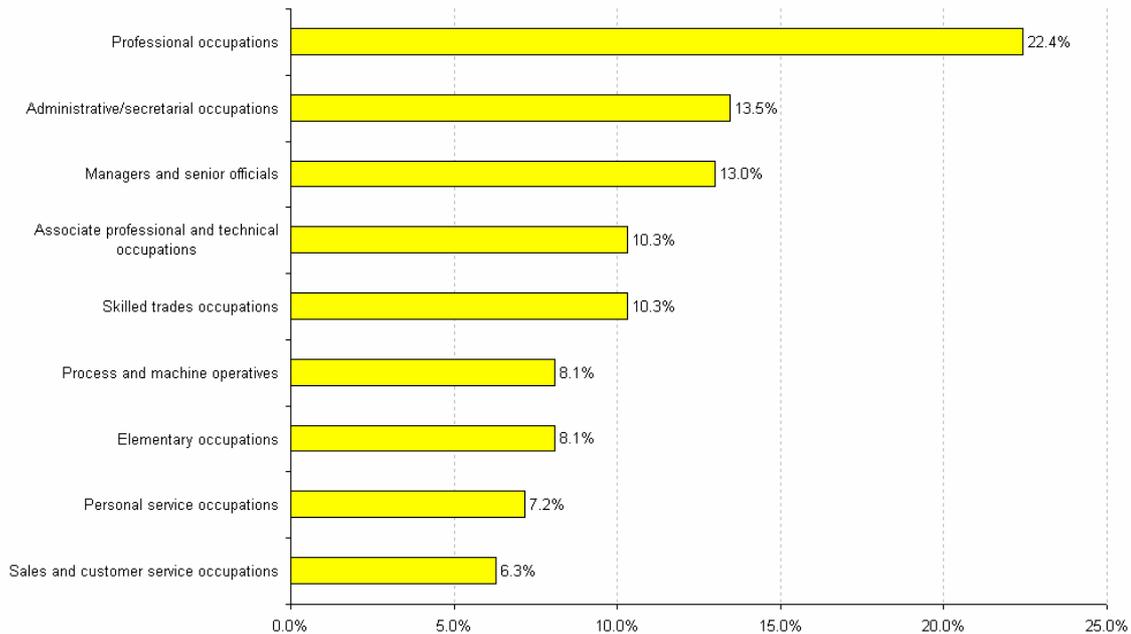
3.3 EMPLOYED RESPONDENTS

3.3.1 Current Occupation

Over half (55.2%) of all respondents were employed, including 4% in self-employment. Over a fifth (22.4%) of working respondents were employed in professional occupations (such as solicitors, doctors and teachers).

¹ Industries within this group include the sale and repair of motor vehicles, the repair of shoes, clothing and so on and all other retail and wholesale activities.

Figure 3.13: Current Occupation



3.3.2 Current Industry

Of employed respondents, 13% worked in the wholesale, retail sector - this rose to over a fifth (21.8%) in Dursley and to 37.5% of those aged 16 to 19. Furthermore, 12.6% worked in health and social work and this was also true of a quarter of females (24.8%). In addition, 15.8% of females worked in the education sector but this only accounted for 9.4% of overall employment. There was also a significantly higher proportion of employment in the construction sector amongst males (18.9%) compared with just 10.3% overall.

3.3.3 Location of Employment

Employed respondents were asked to specify the location of their employment. Figure 3.14 shows that the geographical spread of employment was relatively varied, although the largest percentage was in Dursley. Not surprisingly, a higher proportion of respondents living in Dursley also worked there, compared to those living outside of the town. However, there was also a proportion of out-commuting, particularly to Bristol, although this was more common in Cam (18.8% in West Cam and 16.9% in East Cam) and the villages (12.5%) than in Dursley (3.8%). In addition, around a quarter of respondents worked elsewhere outside of the locations specified, with these locations including Gloucester, Stonehouse, Cardiff, Cheltenham and Worcester, although Gloucester was the most frequently mentioned.

Figure 3.14: Location of Work

	Overall	Dursley	West Cam	East Cam	Villages
At home	3.1%	3.8%	1.6%	4.6%	0.0%
Various locations (eg clients home)	10.8%	7.7%	12.5%	13.8%	6.3%
Dursley	22.0%	34.6%	17.2%	10.8%	25.0%
Cam	8.1%	5.1%	10.9%	10.8%	0.0%
Villages around Cam and Dursley	9.4%	7.7%	6.3%	13.8%	12.5%
Berkeley	4.9%	3.8%	3.1%	9.2%	0.0%
Stroud	4.5%	6.4%	3.1%	3.1%	6.3%
Yate	2.7%	1.3%	3.1%	4.6%	0.0%
Bristol	12.6%	3.8%	18.8%	16.9%	12.5%
Elsewhere	25.1%	25.6%	23.4%	23.1%	37.5%

3.3.4 Time spent Travelling and Mode of Transport

Almost a third of respondents overall (31%) spend under ten minutes travelling to work and this rose to almost three quarters of 16 to 19 year olds (71.4%). Just over a fifth of all working respondents spend up to an hour travelling to work (22.3%) and this rose to just over a quarter in East Cam (25.9%) and amongst male respondents (26.7%). In addition, 5.6% overall and 10.3% in East Cam travel for over an hour to get to work.

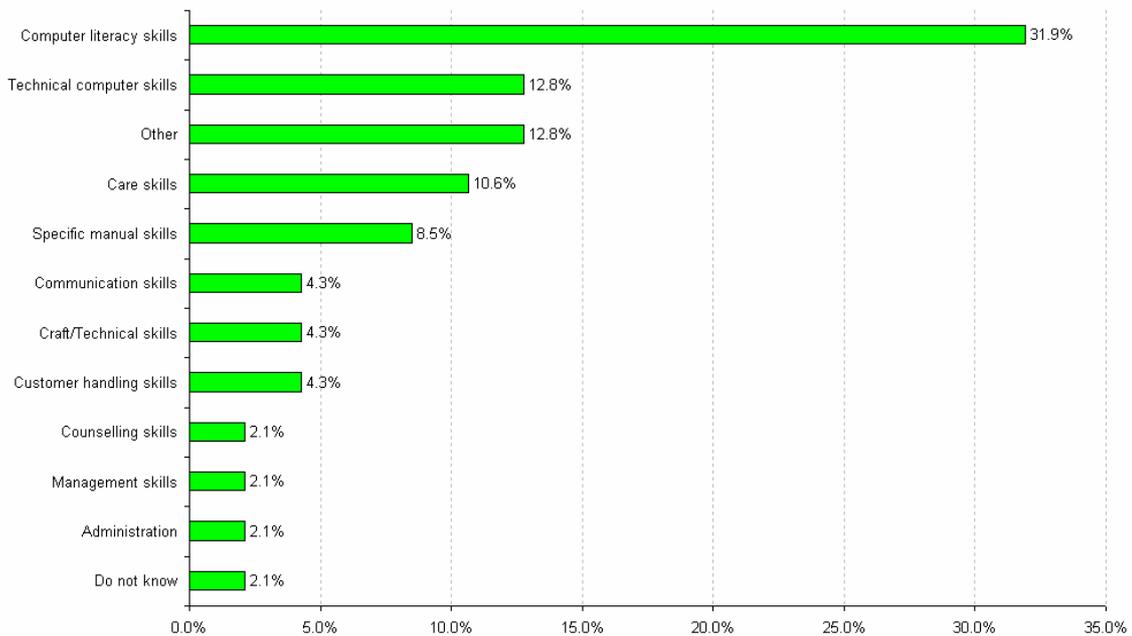
The majority of respondents (83.3%) travelled to work by car whilst in the villages this rose to 93.8% but in Dursley it fell to just under three quarters (71.6%). Dursley had the highest proportion of respondents who walk to work, 17.6%, compared to 9.3% overall. Over a third of 16 to 19 year olds also walk to work (37.5%).

3.3.5 Skills Required

A fifth of employed respondents felt that they needed to acquire new skills in order to improve their employment prospects. This was also true of over a quarter of females (28.3%) and 30.4% of those aged between 20 and 29. However, just 12.5% of those living in the villages and 13.9% of males felt that they needed to acquire new skills. Figure 3.15 shows that the skills respondents felt that they most required included:

- Computer literacy skills (31.9%);
- Technical computer skills (12.8%);
- Other skills (also 12.8%) - these other skills generally related more to gaining qualifications and experience rather than specific skills.

Figure 3.15: Skills Need to Acquire



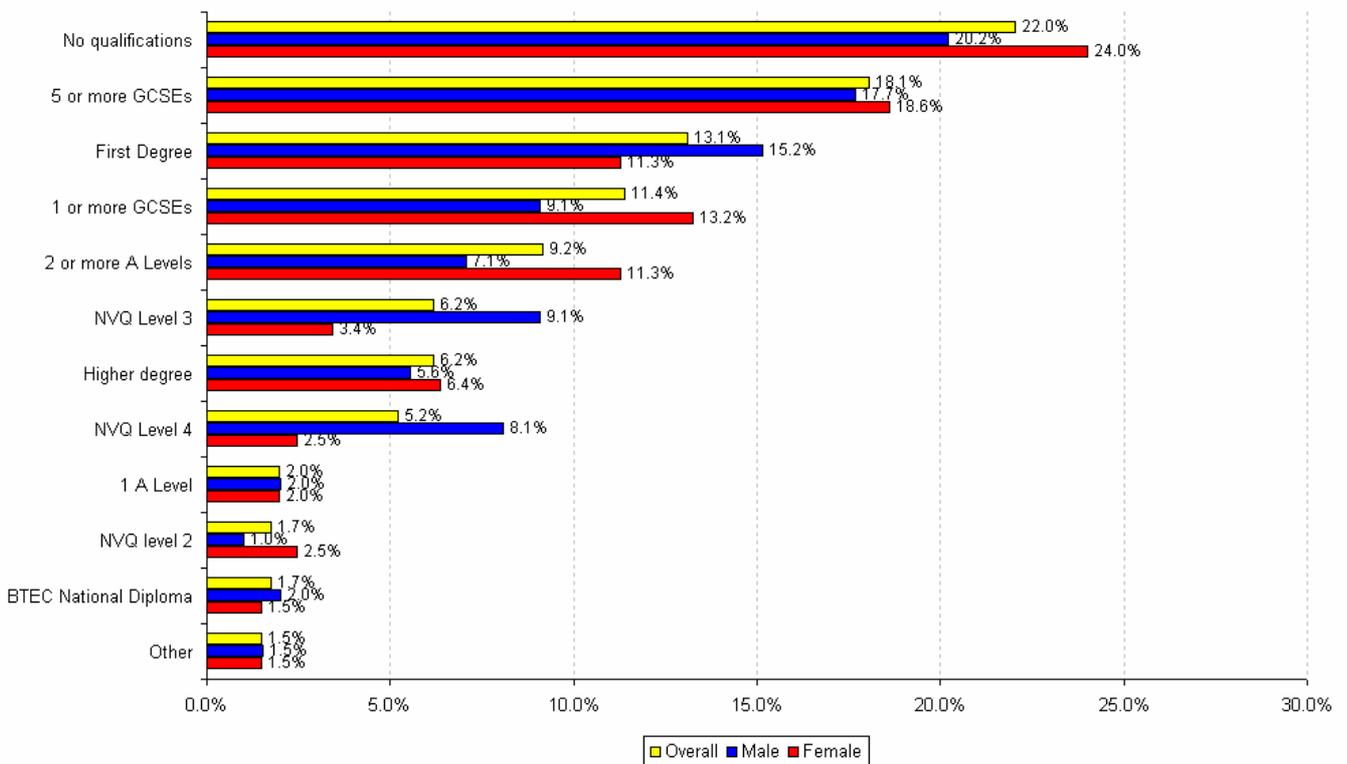
3.4 EDUCATION AND TRAINING

3.4.1 Highest Qualification

Figure 3.16 provides information on the highest qualifications held by respondents, both overall and split by gender. It shows that just over a fifth (22%) of all respondents had no qualifications and this rose to 24% amongst female respondents, 43.8% amongst 60 to 74 year olds and almost three quarters (73.3%) amongst those aged 75 and over. However, just 2.9% of 20 to 29 year olds were unqualified and no one aged 16 to 19 or 30 to 44 was unqualified. This reduction in qualifications by age partly reflects the rise in the variation, choice and level of qualifications now available – this was not necessarily the case prior to the last 15 years. Just under a quarter (24.5%) of respondents were qualified to level 4 (degree level) or higher and this included 13.1% with a first degree. The proportion of respondents with a first degree was almost 30% (29.6%) in the villages.

When comparing the survey findings to local and national averages, Census figures show a higher proportion of unqualified respondents than the survey. In Dursley, the proportion of residents with no qualifications at the time of the Census was 27.3%, in Cam West it was 29.5% and in Cam East it was 25.2%. The survey findings also compare favourably with the district (23.6%), regional (26.2%) and national averages (28.9%) for no qualifications. In addition, the proportion of respondents qualified to level 4 and above in the survey was also in excess of the Census figures. The Census highlighted that, in Dursley, just 18.2% were qualified to level 4 and above, in Cam East the figure was 20.5% and in Cam West it was just 14.6%. The survey figure was also higher than the district (22.9%), regional (18.8%) and national (19.9%) figures.

Figure 3.16: Highest Qualification



3.4.2 Training Courses

Only just over a fifth of respondents (21.3%) had undertaken or completed a training or educational course in the last 12 months. However, the proportion of 16 to 19 year old respondents who had undertaken training in this period increased to 71.4%. Of those who had undertaken a course, 31.4% overall and 90% of 16 to 19 year olds had undertaken an academic qualification (such as A levels), whilst 17.4% overall had participated in an ICT/computer course and this rose to two thirds amongst 60 to 74 year olds. Specific vocational skills courses were attended by just over a third of respondents (34.9%), 53.8% in West Cam and 44.2% of males.

Just over a fifth (22.1%) of courses had been undertaken at work and a further 23.3% took part in courses in Dursley, this was also true of over half (55%) of the 16 to 19 year olds respondents. Stroud College was also a popular choice of training provider.

Just over a third of all respondents expressed an interest in undertaking training, recreational or educational courses at some point in the future, although interest in education and training decreased with age, as figure 3.17 illustrates.

Figure 3.17: Interest in Training by Age



Those who did express an interest in training courses were generally most interested in undertaking ICT and computer related courses and this was particularly the case in East Cam (38.6%) and amongst older respondents aged between 60 and 74 (52.6%). However, as figure 3.18 clearly shows, respondents were interested in a range of courses including both academic and work related skills.

Figure 3.18: Training Courses

	Overall	Dursley	West Cam	East Cam	Villages
ICT/Computer	27.0%	28.6%	20.5%	36.8%	10.0%
Academic (A levels etc)	20.6%	22.4%	13.6%	28.9%	10.0%
Trade skills/DIY skills	9.9%	2.0%	18.2%	10.5%	10.0%
Childcare/Caring	7.1%	10.2%	4.5%	7.9%	0.0%
Other work related skills	14.9%	12.2%	20.5%	10.5%	20.0%
Arts & Crafts	11.3%	16.3%	6.8%	5.3%	30.0%
Other/not stated	29.1%	24.5%	40.9%	18.4%	40.0%

Respondents were also asked to indicate where they would like to undertake future training courses. More than half (53.8%) expressed an interest in undertaking training at a local community or learning centre, and this was of particular interest to female respondents (57.9%) and to respondents aged between 30 and 44 (65%). The provision of training at a community centre was also of interest to those aged between 60 and 74 (60%) and to both of those respondents aged 75 and over who expressed an interest in undertaking training.

Almost half (43.2%) of all respondents felt that the most likely location for training was Dursley and this was especially true of Dursley residents (54.7%) but was also the most popular single venue area for respondents from all areas.

3.4.3 Barriers to Learning and Training

Respondents were asked to indicate whether they felt they encountered barriers to participation in education and training. Almost half of the respondents (43.1%) did not feel that they were prevented or discouraged from participation in training. However, 17.6% overall and 27% of those aged between 30 and 44 felt that a lack of time represented a barrier to learning and training.

3.4.4 Rating of Area as Training Location

When asked to rate the locality as a place to undertake recreational and work related training, opinion was divided. As figure 3.19 illustrates, very few respondents felt that the area was very poor but around a fifth of respondents in all areas felt that the training provision was poor, with the exception of the villages (11.1%). Over half of all respondents in the villages (55.6%) felt that training provision was neither good nor bad and between a fifth and quarter in all areas except for the villages felt that training provision was good.

The main reason given as to why training provision was considered to be poor was the limited choice of training courses available and this was particularly the case for evening provision. There was also a perceived lack of information as to what courses were available and many respondents felt that they would have to travel to Bristol or Gloucester in order to access courses. Conversely, some respondents felt that sufficient training facilities were available for those who were interested in undertaking training and one respondent even went as far as to say that he “couldn’t understand why people complain about provision.”

Figure 3.19: Rating of Area as Training Location

	Overall	Dursley	West Cam	East Cam	Villages
Very poor	3.7%	4.5%	2.7%	2.7%	7.4%
Poor	19.1%	19.5%	16.8%	22.7%	11.1%
Neither good nor bad	43.1%	39.6%	46.9%	40.9%	55.6%
Good	22.8%	23.4%	22.1%	25.5%	11.1%
Very good	2.0%	2.6%	0.9%	0.9%	7.4%
Don't Know/no reply	9.4%	10.4%	10.6%	7.3%	7.4%

3.5 USE OF SERVICES

Respondents were asked to indicate which services they used in the local area, where the services that they used were located and how often that they used these services. Figure 3.20 (below) shows that the most used service in all areas was the GP, followed by the Dentist. Two thirds of those who used GP services attended practices located in Dursley and this rose to just over three quarters (78.2%) of respondents from Dursley. A fifth of respondents aged between 30 and 44 used childcare services and just under half of all childcare services used were located in Dursley (46.7%).

In terms of location, the highest proportion of services were located in Dursley with a significant proportion of respondents in Cam and the villages using services in Dursley. For example, 91.7% of West Cam respondents who used Citizen’s Advice Bureau services accessed these services in Dursley.

There is no hospital in the Vale Vision area and as a result respondents have to travel outside of the area to access hospital services. There also appears to be only one nightclub in the area, with 71% of those who used nightclubs doing so in Dursley and just over a fifth going outside the area to access these facilities.

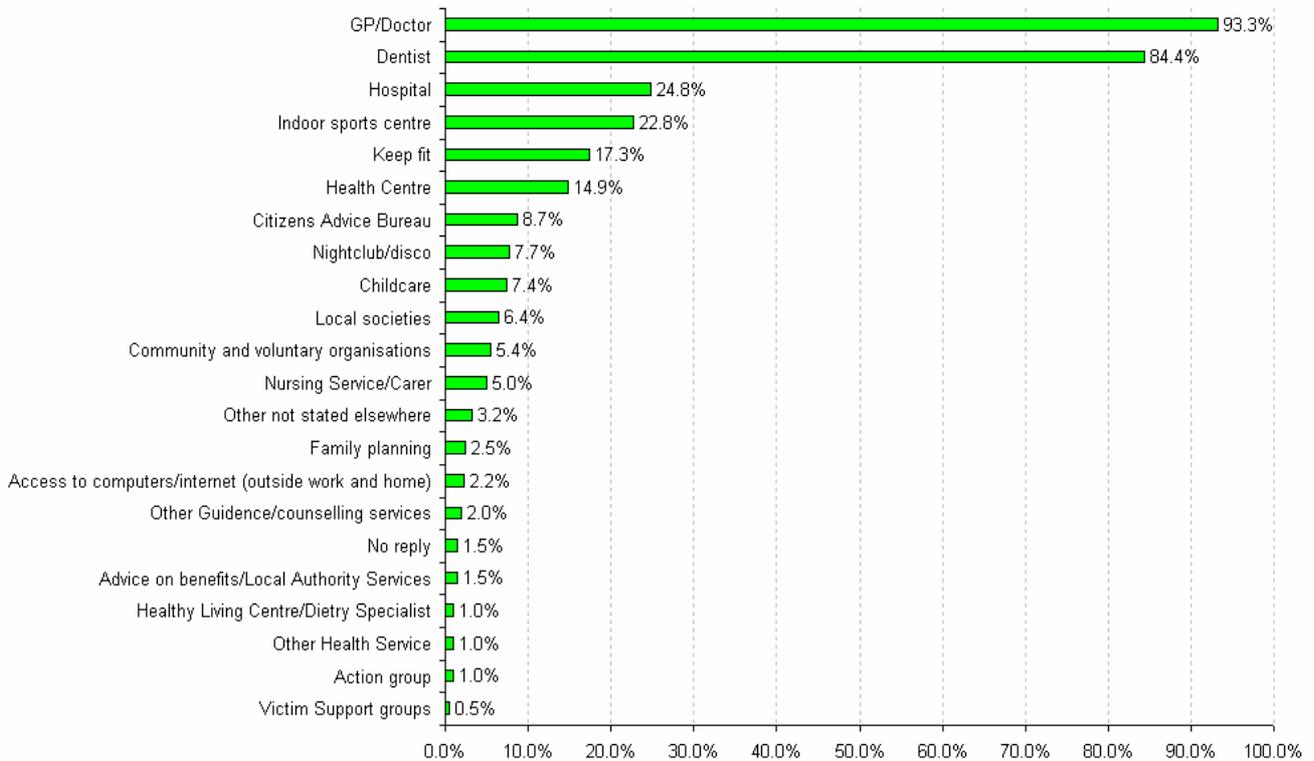
The findings on the use of health and exercise facilities are interesting. Figure 3.20 shows that a higher proportion of respondents in East Cam use an indoor sports centre than those in other parts of the Vale Vision area, a higher proportion in East Cam also use keep fit classes but a lower proportion use a health centre.

Although GP services were the facility most used by respondents they were not the most frequently used service. Three quarters of respondents used the services of their GP once a quarter or less (76.7%). Dentists were also visited around once every quarter by 90% of those respondents who indicated that they used dental services. Unsurprisingly though, almost half (43.3%) of those using childcare services did so more than once a week and a further 26.7% used childcare services on a weekly basis. Almost a third (31.4%) of those using keep fit classes did so on a weekly basis, whilst around a third of those who visited nightclubs did so on a fortnightly basis (32.3%) and around a fifth (19.2%) used nightclubs once a week.

Figure 3.20: Use of Services by Area

	Overall	Dursley	West Cam	East Cam	Villages
GP/Doctor	93.3%	95.5%	87.6%	95.5%	96.3%
Dentist	84.4%	82.5%	85.0%	84.5%	92.6%
Hospital	24.8%	18.2%	39.8%	20.0%	18.5%
Indoor Sports Centre	22.8%	21.4%	16.8%	34.5%	7.4%
Keep Fit	17.3%	17.5%	14.2%	19.1%	22.2%
Health Centre	14.9%	17.5%	20.4%	8.2%	3.7%
Citizens Advice Bureau	8.7%	9.1%	10.6%	8.2%	0.0%
Nightclub/disco	7.7%	8.4%	8.0%	6.4%	7.4%
Childcare	7.4%	9.7%	9.7%	3.6%	0.0%
Local societies	6.4%	7.1%	5.3%	4.5%	14.8%
Community and voluntary organisations	5.4%	7.8%	2.7%	4.5%	7.4%
Nursing Service/Carer	5.0%	7.8%	5.3%	0.9%	3.7%
Other not stated elsewhere	3.2%	3.9%	2.7%	1.8%	7.4%
Family planning	2.5%	1.9%	3.5%	2.7%	0.0%
Access to computers/internet (outside work and home)	2.2%	2.6%	0.0%	4.5%	0.0%
Other Guidance/counselling services	2.0%	3.2%	0.9%	1.8%	0.0%
No reply	1.5%	1.9%	1.8%	0.9%	0.0%
Advice on benefits/Local Authority Services	1.5%	1.9%	0.9%	1.8%	0.0%
Healthy Living Centre/Dietary Specialist	1.0%	1.3%	0.0%	1.8%	0.0%
Other Health Service	1.0%	0.6%	0.0%	1.8%	3.7%
Action group	1.0%	1.3%	0.0%	1.8%	0.0%
Victim Support groups	0.5%	0.0%	0.9%	0.9%	0.0%

Figure 3.21: Use of Services by Most Used



3.5.1 Use of Eating and Drinking Facilities

As figure 3.22 shows, just under a quarter (23.5%) of all respondents never use pubs and bars. Infrequency of use increased by age after the twenties, with just 8.8% of 20-29 year olds never visiting pubs, whilst more than half those aged 75 and over (56.7%) never doing so.

A fifth of those who visited pubs did so more than once a week and this rose to over a quarter when considering those aged 20 to 29 (26.3%) and was 27% for those aged between 30 and 44. A fifth of respondents aged between 20 and 29 visited pubs/bars more than once a week. The survey revealed that 26% of respondents go to restaurants once a quarter or less, whilst a fifth (21.8%) visited them on a monthly basis.

Respondents were also asked to rate the area in terms of the quality of its eating and drinking facilities. Just over a third (37.6%) rated it as good for eating and drinking. However, just under a fifth (17.8%) felt that the area was poor in this respect.

Figure 3.22: Use of Eating and Drinking Facilities

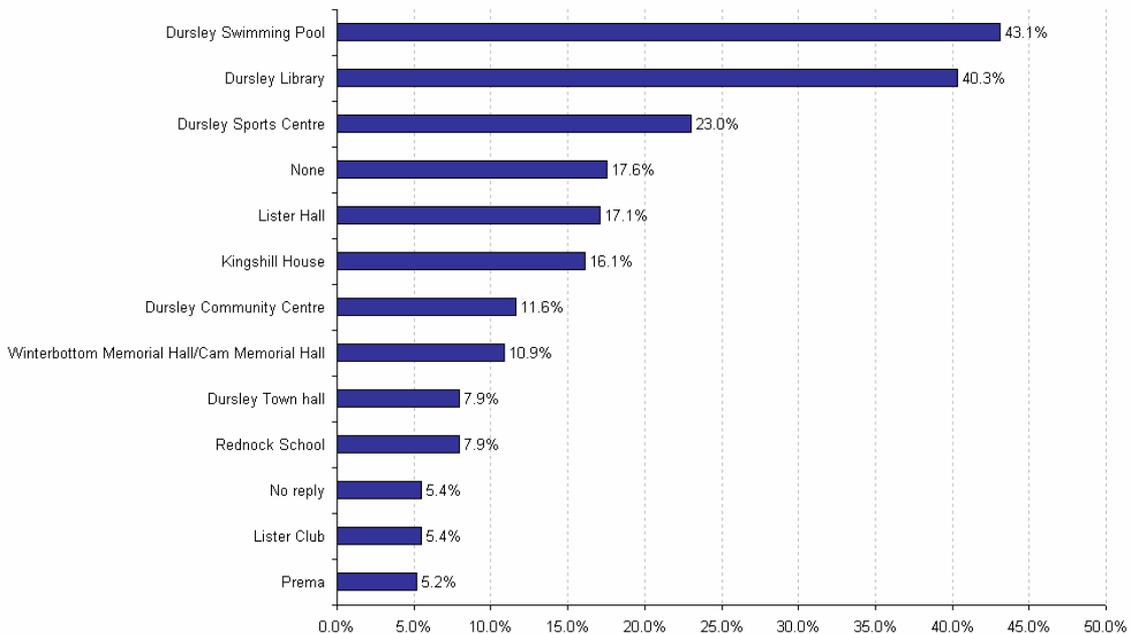
	Not stated	Never	Once a quarter or less	Once a month	Once a fortnight	Once a week	More than once a week
Pubs and bars	3.7%	23.5%	17.6%	16.3%	11.1%	20.3%	7.4%
Restaurants	4.5%	29.7%	26.0%	21.8%	12.4%	5.0%	0.7%
Cafes	5.4%	38.6%	19.8%	17.1%	10.1%	7.9%	1.0%
Takeaways	5.0%	33.2%	19.1%	21.5%	12.1%	8.4%	0.7%
Social club	6.9%	63.1%	13.6%	7.2%	3.0%	5.0%	1.2%

3.5.2 Locations Used

Dursley Swimming Pool was used by 43.1% of all respondents, 64.3% of 16 to 19 year olds and 68.7% of those aged between 30 and 44. A quarter of those who used the pool did so on a weekly basis. Dursley Library was used by 40.3% of respondents, with a higher proportion of females (44.2%) using it than males (36.4%).

Dursley Sports Centre was used by just under a quarter of all respondents (23%) and by almost half (46.4%) of 16-19 year olds. Of those respondents who used the Sports Centre, just under 40% (39.8%) did so on a weekly basis and this was also true of over half of the Dursley respondents. Figure 3.23 shows that Kingshill House was used by just under a fifth of respondents. The activities referred to that take place there included art exhibitions and dance classes. The Lister hall was also used by just under 20% of respondents for concerts, dance, drama and other activities, whilst it can also be hired for parties and social functions.

Figure 3.23: Use of Locations



3.5.3 Services Needed

Respondents were asked to indicate the types of services that they believed were needed in the locality and that they felt could be housed within a resource centre. Of those interviewed, 38.1% of respondents mentioned one service which they felt was lacking in the local area, 23.5 mentioned two services and 7.2% mentioned three services. However, 29.7% did not mention any services and this was for a number of reasons. Some people felt that no additional services were needed, as all the necessary services were already available in the area. Others felt that the provision of additional services would be a waste of money, and finally, some simply did not know what facilities were needed in the locality and were unable to think of anything to mention when asked. Need for additional services appeared to be greater in the villages, with a third of respondents in these areas referring to one service, 37% mentioning two services and only 14.8% not mentioning any services.

Over a quarter of respondents who mentioned at least one service stated that they would use the service at least once a week (of these 10.8% would use the service more than once a week). Just over 10% of the respondents did not expect to use the services that they suggested themselves but believed that others would use them.

The type of services suggested were:

- A place for elderly people to meet and socialise;
- Activities for young people;
- Childcare facilities and activities for children;
- A cinema/film screenings;
- Educational and training facilities;
- Keep fit classes.

NB: More information on the nature of facilities for young people can be found in Chapter 5, Section 8, which details the findings from the focus group held with young people.

The reasons given for suggesting the above services were to provide young people with something to do to prevent them from becoming bored. Respondents also felt that there was a need to provide facilities for elderly people in order to tackle social exclusion and isolation. In relation to childcare, it is apparent that there is a significant level of this available in the local area. However, it may be that people are requesting more affordable childcare, and childcare with more flexible opening and closing times. In addition, housing developments in the area will mean that there will be a significant number of new residents in the near future, many of which may have childcare requirements.

3.6 MULTI PURPOSE CENTRE

Just over a fifth (21%) of respondents were aware of the proposed multi purpose resource centre in the Dursley/Cam area. Awareness was higher in Cam (24.8% in West Cam and 23.6% in East Cam) than in Dursley (16.9%) or the villages (18.5%). Awareness also generally increased with age apart from amongst the 75 plus age group, with only 3.6% of 16 to 19 year olds expressing awareness of the proposed centre compared with 26% of those aged between 60 to 74.

Figure 3.23: Awareness of the Proposed Multi Purpose Centre

	Overall	Dursley	West Cam	East Cam	Villages	16 - 19	20 - 29	30 - 44	45 - 59	60 - 74	75+
Yes	21.0%	16.9%	24.8%	23.6%	18.5%	3.6%	20.6%	20.9%	22.2%	26.0%	16.7%
No	77.2%	81.2%	73.5%	74.5%	81.5%	92.9%	76.5%	78.3%	75.8%	71.9%	83.3%
Don't know	1.5%	1.9%	0.9%	1.8%	0.0%	3.6%	2.9%	0.0%	2.0%	2.1%	0.0%

Many of those who had heard of the proposed multi purpose resource centre did not know precisely what was proposed. A number of respondents said that they had seen something in the local paper but wanted more detailed information on the proposals. Some respondents thought that the proposals were concerned with the provision of training to aid employability, whilst others thought that the plan was to provide a centre that would become the focal point of the community and provide leisure facilities and opportunities for residents.

Overall, 88.6% of respondents felt that there was a need for a multi purpose resource centre and this rose to 92.6% in the villages, 93.8% in West Cam and to 94.1% of those aged 20 to 29. Those who thought that there was a need for a multi purpose centre did so for a number of reasons. Firstly, some respondents felt that the centre would provide facilities for young people. Others felt that it could provide much-needed services and facilities for elderly people. Many respondents considered such a centre to be of general benefit to the community, through the provision of new services and facilities. Others commented that the centre would also provide a focal point for the community and could become the hub of the community, a place where people could gather socially.

The small proportion who did not feel that the centre was needed felt this way because they considered new investment in the area to be a waste of money, they personally did not require any new facilities or they thought that services were already available elsewhere and did not therefore need to be provided locally.

3.6.1 Suitability of Location

Two thirds of respondents felt that the Littlecombe Site was either a good (52.5%) or a very good (13.9%) site and just 10.4% overall felt that the site was very poor or poor, although the proportion of respondents who felt that the site was poor increased to 12.2% amongst those aged between 30 and 44.

Just over 15% overall and a fifth of 30 to 44 year olds felt that other sites would be more suitable as a potential location for a multi purpose centre. Other sites that were frequently mentioned as potential locations for the centre were:

- Next to Tesco's in Cam;
- Rednock School;
- In Dursley or Cam town centre (no specific site mentioned).

The primary reason given to explain why an alternative site would be appropriate was better access/transport links. This was the reason given by 47.5% of respondents who suggested an additional site would be more appropriate.

Of those who did not feel that the Littlecombe Site was the best venue for the centre, just over a quarter (26.2%) felt that it was too far from their homes. This was the case for 31.3% in East Cam, a third in the villages and 57% of unemployed respondents. A fifth (21.3%) of respondents felt that even if public transport were improved they would still feel that accessibility was an issue and this was also the case for 43.8% in East Cam.

3.6.2 Opening Hours

Respondents were asked to indicate their preferred opening hours for the centre. There was a considerable amount of variance in the responses given. During the week, afternoons and early evenings were generally favoured, with over half of respondents indicating these opening times as their preference. Saturday afternoons were particularly popular with 61.1% of all respondents wanting to see the centre open between 12 and 5pm. Sunday opening was also fairly popular with respondents although less than Saturdays, whilst 11.9% did not think that centre should open at all on Sundays.

3.6.3 Facilities would like to see at the Multi Purpose Resource Centre

When asked which facilities and services they believed to be most important of those that could potentially be housed at a multi purpose centre, the majority of respondents highlighted the need for facilities for young people and the elderly. Overall, facilities for young people were rated important or very important by 72% of respondents (35.6% rated them very important) and facilities for elderly people were rated important by 34.7% of respondents and very important by 30.2%. Although there were some priorities by age and gender, broadly speaking the two priority services across the board were facilities for young and elderly people. Other key services included:

- Childcare (29.5% important and 19.3% very important);
- Training facilities (37.1% important and 13.9% very important);
- General information, advice and signposting (33.4% important and 15.6% very important);
- Computer room/ICT facilities (29.5% important and 19.1% very important).

Again, it must be stated that it is apparent that there is a significant level of childcare available in the local area. However, it may be that people are requesting more affordable childcare, and childcare with more flexible opening and closing times. In addition, housing developments in the area will mean that there will be a significant number of new residents in the near future, many of which may have childcare requirements.

3.6.3.1 Priorities by Gender

The key priorities for female respondents were:

- Childcare provision (29.1% important and 22.3% very important);
- Facilities for young people (34% important and 37.9% very important);
- Facilities for elderly people (35% important and 31.6% very important);
- A large hall for special functions (34% important and 52% very important).

The provision of advice services was also important to female respondents with other half of them stating that these services (general, health and educational advice) were important or very important.

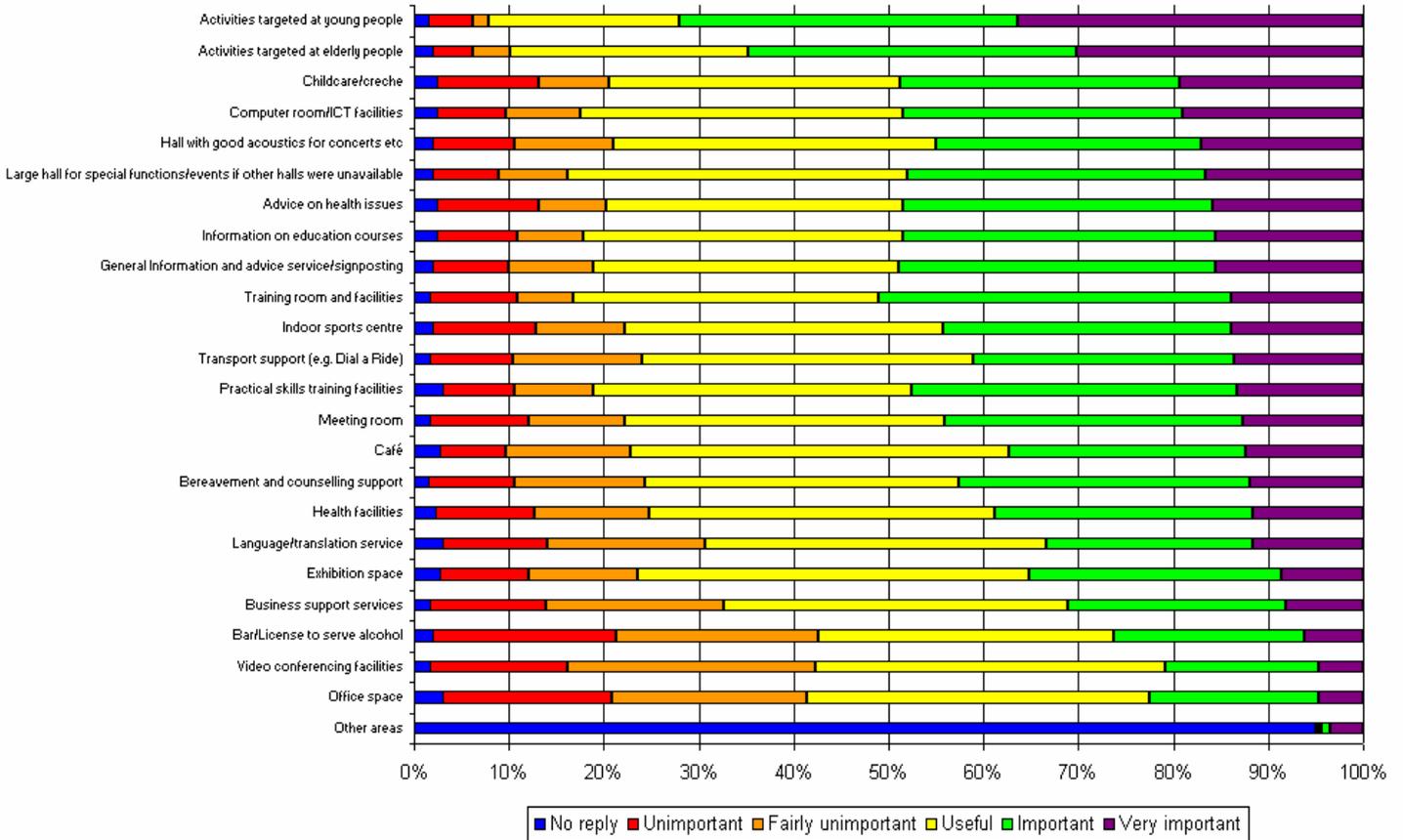
The key priorities for male respondents were broadly similar to those identified by female respondents, although ICT facilities were slightly more popular amongst males with 50% feeling that they were important (31.3%) or very important (18.7%).

3.6.3.2 Priorities by Age

Although, as mentioned above, the key priorities for all respondents were facilities for young and elderly people, some priorities by age did emerge. Information on educational courses was a key priority for 16 to 19 years (50% considered this important or very important), as was the provision of health advice (46.4% thought this was important a further 7.1% very important). Childcare was a particular priority for respondents aged between 20 and 29 (47.1% important or very important) and those aged between 30 and 44 (57.4% important or very important). The provision of training facilities was particularly important to those respondents aged 30 to 44 (53.9% thought this was important or very important) and this was also true of 54.5% of 45 to 59 year olds. The provision of ICT facilities was significant for 20 to 29 year old (52.9%) and 45 to 59 year olds (59.6%). Having a large hall available for special functions was a priority for half of those respondents aged between 60 and 74 and 57.6% of 45 to 59 year olds.

Facilities for young people were a particular priority for 20 to 29 year olds (88.2% of whom thought that these facilities were important or very important) and activities for young and elderly people were actually of equal importance for those aged 75 and over, with 46.7% of people in this age group saying that both of these facilities were either important or very important.

Figure 3.24: Importance of Facilities



4. FINDINGS FROM THE SURVEY OF BUSINESSES/ ORGANISATIONS

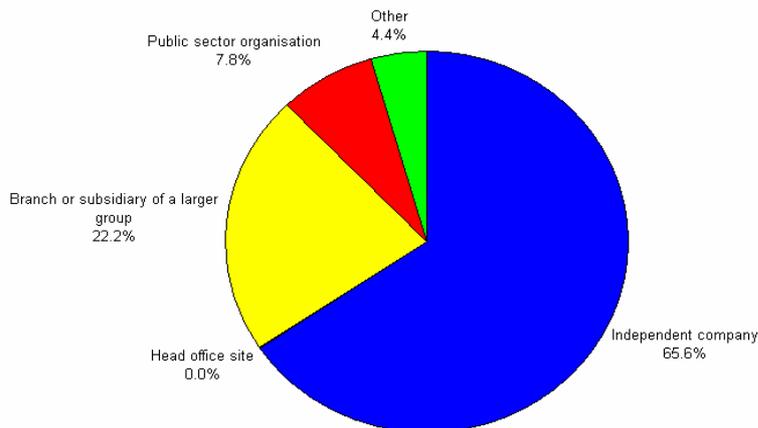
In total, 91 interviews were conducted with representatives of local businesses and organisations in the Vale Vision area. Of these, 73 interviews were conducted with businesses, amounting to 80.2% of the sample, and the remaining 18 (19.8%) were conducted with organisations.

4.1 STATUS AND ACTIVITY

Almost two thirds (65.9%) of interviews were conducted with businesses/organisations based in Dursley, 23.1% were based in Cam and the remaining 11% were with businesses/ organisations that were based elsewhere in the Vale Vision area (North Nibley, Stinchcombe, Uley, Coaley, Slimbridge and Nympsfield).

As figure 4.1 shows, almost two thirds (64.8%) of those consulted with were independent companies. This was also the case for over three quarters (78.1%) of businesses surveyed. Just over a fifth (22%) were branch sites or subsidiaries of larger organisations.

Figure 4.1: Organisational Status



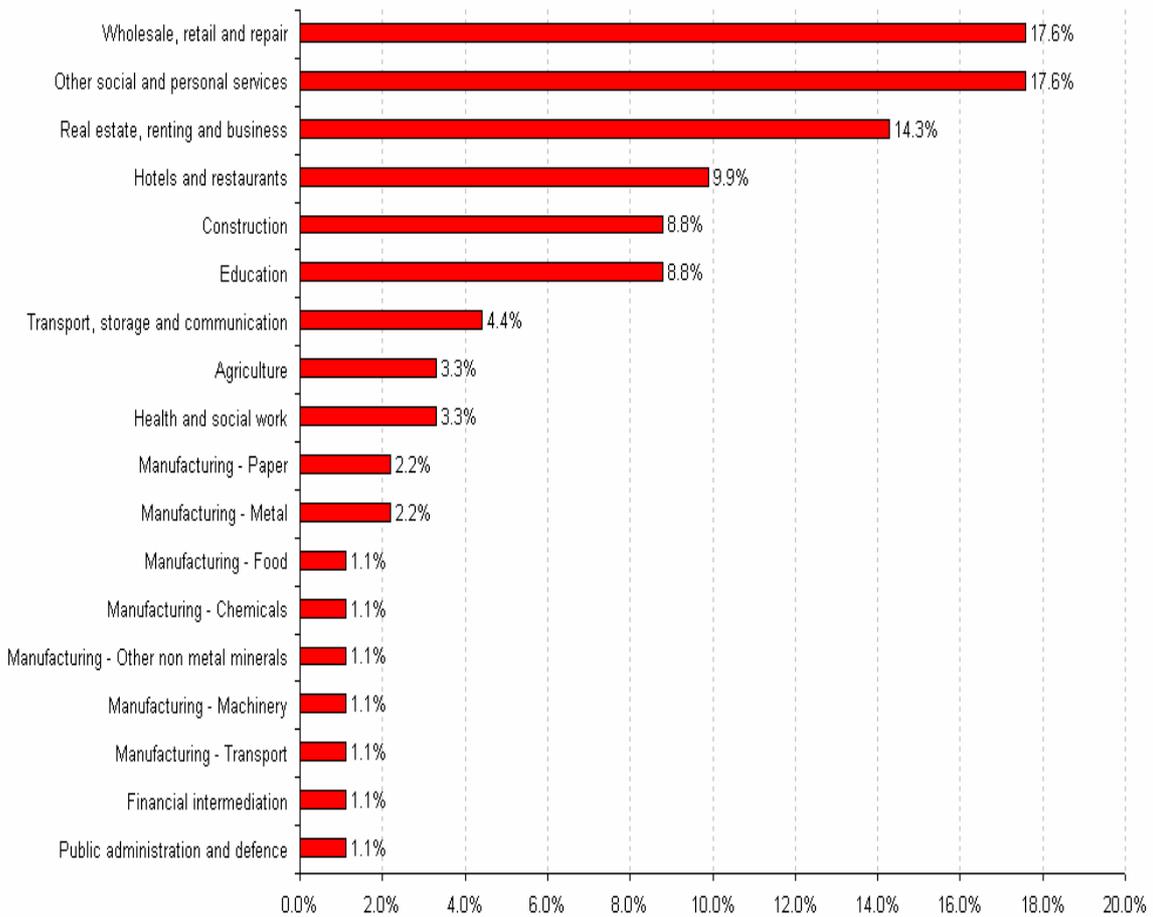
Just over a quarter (28.6%) of respondents were sole traders (and this was true of a third of those based in Cam), 22% were private limited companies and over half of the organisations surveyed were charities. Figure 4.2 illustrates the company status of respondents in the different locations of the Vale Vision area.

Figure 4.2: Company Status by Area

	Overall	Dursley	Cam	Other
Sole Trader	28.6%	26.7%	33.3%	30.0%
Partnership	20.9%	20.0%	19.0%	30.0%
Private limited company	22.0%	21.7%	23.8%	20.0%
Public limited company	5.5%	6.7%	4.8%	0.0%
Community/voluntary organisation	7.7%	8.3%	0.0%	10.0%
Social enterprise	1.1%	1.7%	0.0%	0.0%
Charity	12.1%	11.7%	14.3%	10.0%
Other	2.2%	3.3%	4.8%	0.0%

Respondents were also asked to specify the nature of the activities carried out by their business/organisation. Figure 4.3 shows the full spread of activities and highlights the most common. Of all respondents, 17.6% were retail or wholesale firms and the same proportion were engaged in other social and personal service (this was the case for 61.1% of the organisations surveyed).

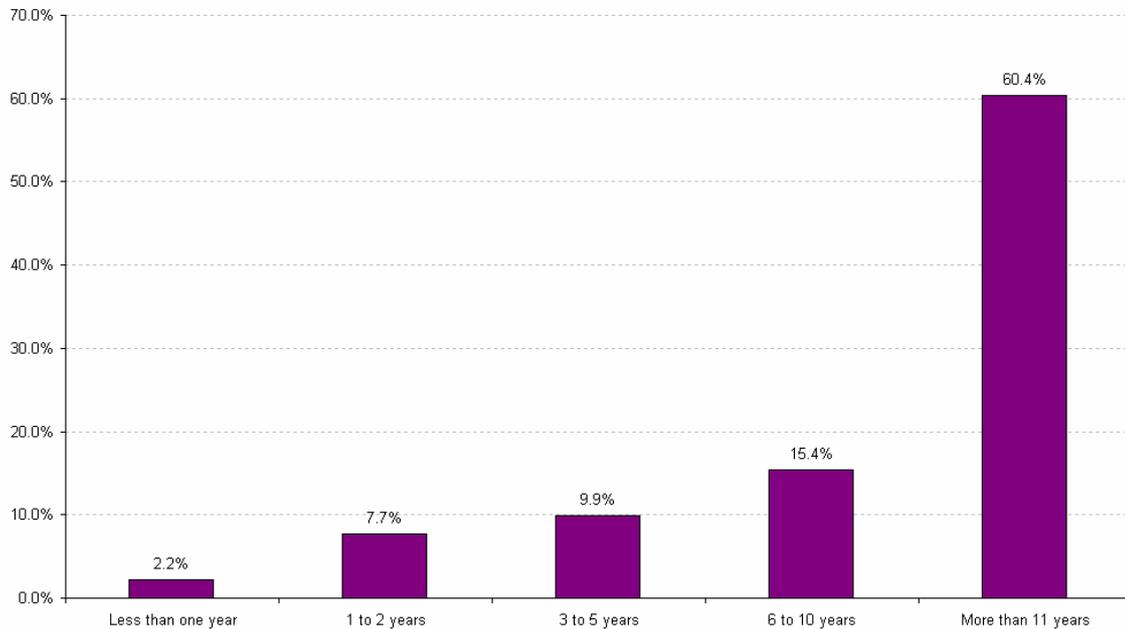
Figure 4.3: Business/Organisational Activity



4.2 LOCATION

When asked about the length of time they had been trading, in or in operation in the Vale Vision area, the majority of respondents (60.4%) said that they had been operational for more than 10 years and this was the case for 91.7% of organisations with between 11 and 49 employees and 67% of commercial services businesses. Just 2.2% (two businesses) had only been operating for less than a year and these were both based in Dursley.

Figure 4.4: Length of Time Trading



Just over half of those surveyed have been trading from their current address for 10 years or more as had 70% of those based elsewhere in the Vale Vision area and 91.7% of those with 11 to 49 employees.

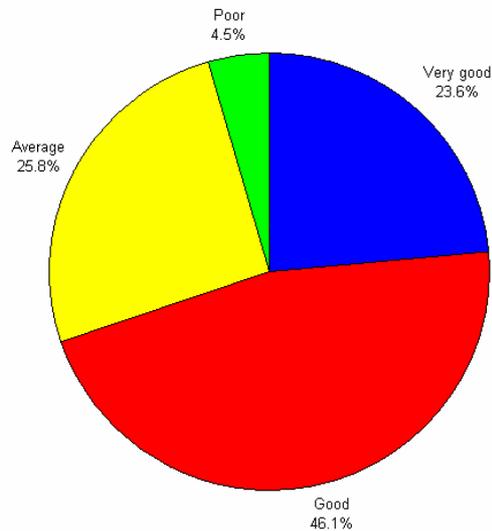
The main reason why those surveyed had chosen to locate in the Vale Vision area was proximity to where key staff live. However, for 42.9% in Cam and 25% in Dursley proximity to customers was considered to be the main reason for location. The high figure relating to proximity to customers in Cam is likely to be linked to its proximity to the M5.

Figure 4.5: Reasons for Location

	Overall	Dursley	Cam	Other
Proximity to where key staff live	26.4%	20.0%	23.8%	70.0%
Proximity to customers	26.4%	25.0%	42.9%	0.0%
Other	19.8%	25.0%	14.3%	0.0%
Quality of environment	11.0%	10.0%	4.8%	30.0%
Quality of premises	7.7%	8.3%	9.5%	0.0%
Head office decision	5.5%	5.0%	9.5%	0.0%
Purchase of business that was already here	5.5%	5.0%	4.8%	10.0%
Cost of premises	3.3%	3.3%	4.8%	0.0%
Local business climate	2.2%	3.3%	0.0%	0.0%
Proximity to suppliers	2.2%	1.7%	4.8%	0.0%
Size of premises	2.2%	3.3%	0.0%	0.0%
Availability of suitability qualified staff	2.2%	1.7%	4.8%	0.0%
Ease of access to transport	2.2%	3.3%	0.0%	0.0%
Lack of alternative accommodation	2.2%	3.3%	0.0%	0.0%
Do not know	1.1%	1.7%	0.0%	0.0%

Respondents were asked to rate the area as a location to do business or operate from. Just under a quarter overall rated the area as very good and this increased to 50% elsewhere in the Vale Vision area and was also true for a quarter of businesses surveyed.

Figure 4.6: Rating of the Area



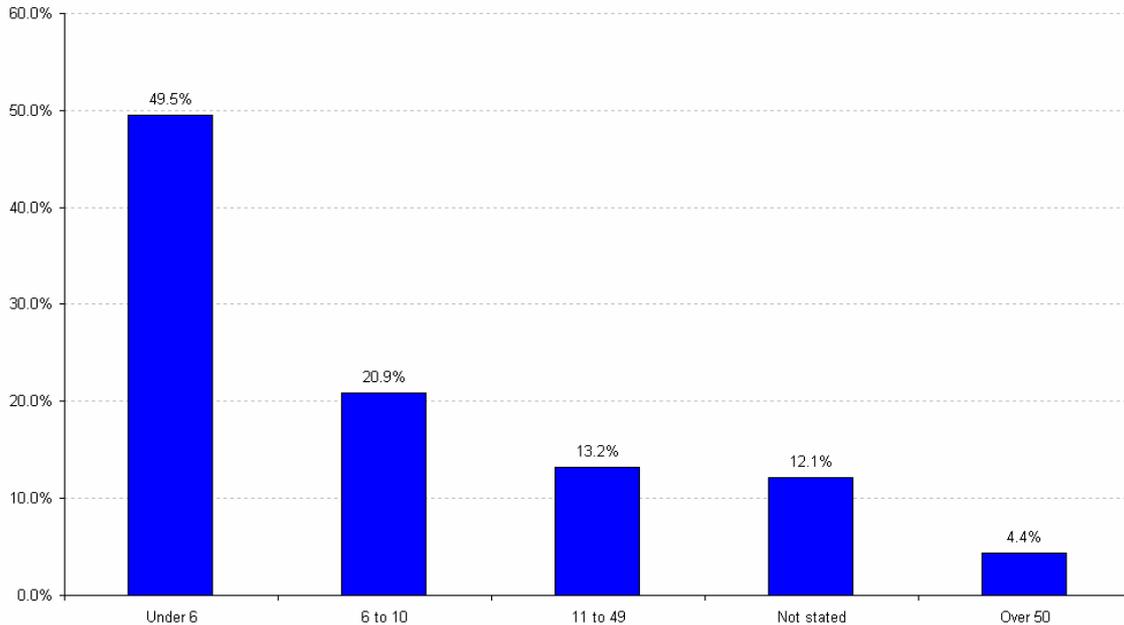
Respondents were asked to indicate if they thought they encountered any barriers to accessing products or services in the area. The majority (52%) did not feel that this was the case, although 11% of respondents felt that they were hampered somewhat by their location and this was true of 28% of the organisations surveyed.

When asked to indicate any improvements needed in the area to make things easier for their businesses/organisations almost a quarter of respondents did not feel that any particular improvements were required (22%) but this was not the case for any of the organisations surveyed. Improved accessibility was the priority for over a quarter of the organisations (28%) and 14% of those interviewed in Cam.

4.3 EMPLOYMENT AND FACILITIES

Almost half of all respondents employed less than six people (49.5%) and this was also true of 62.5% of construction firms and three quarters of the retail firms surveyed. There were four businesses/organisations with more than 50 employees/members, two of which were based in Dursley and two in Cam.

Figure 4.7: Number of Employees



Just over a quarter of respondents (27.5%) expected the number of personnel employed at their business/organisation to increase over the next two years, as did 47.7% of manufacturing firms and 47.4% of those with between 6 and 10 employees at present. Figure 4.8 shows the proportion of establishments in different sectors that expected the number of personnel to change.

Figure 4.8: Changes in Employment by Sector

	Overall	Manufacturing	Construction	Retail	Hotels/ Restaurants	Commercial Services	Social & Personal Services	Health/ Education & Public Sector
Increase	27.5%	41.7%	25.0%	25.0%	11.1%	27.8%	18.8%	41.7%
Decrease	6.6%	8.3%	25.0%	12.5%	0.0%	0.0%	6.3%	0.0%
Stay the same	51.6%	50.0%	50.0%	62.5%	77.8%	66.7%	18.8%	41.7%
Do not know/no reply	14.3%	0.0%	0.0%	0.0%	11.1%	5.6%	56.3%	16.7%

4.3.1 Facilities Currently Available

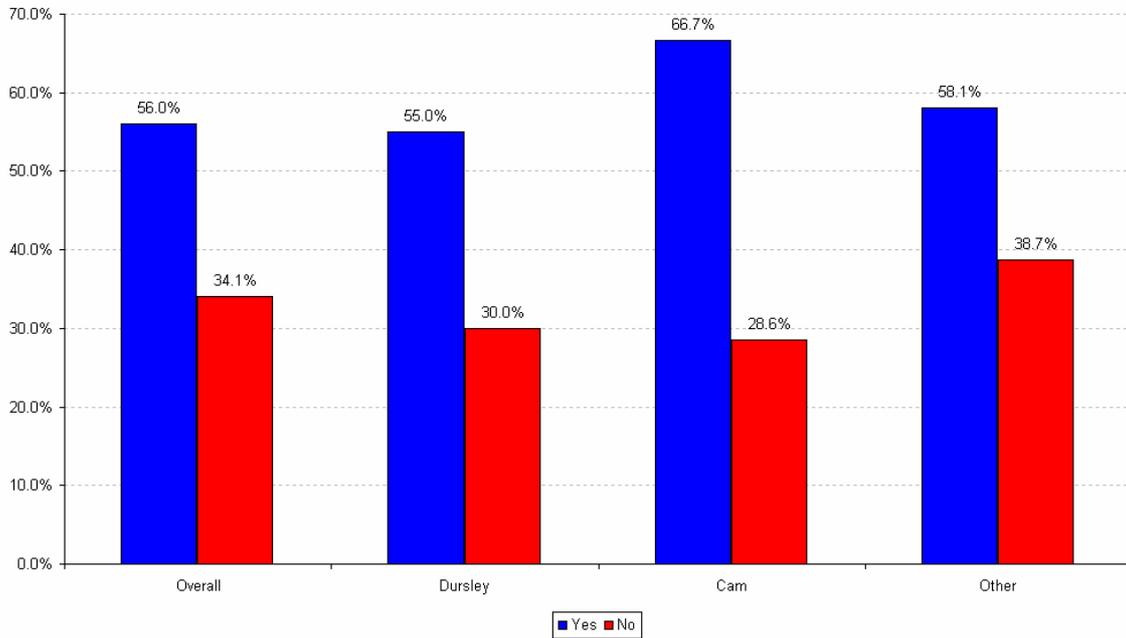
Less than half of those surveyed had facilities available within their establishment that could be used for meetings, training or leisure activities (41.8%). However, amongst the organisations surveyed this figure rose to two thirds, whilst 58.3% of firms with between 11 and 49 employees had facilities of this type available to them at their premises.

Over half of those with facilities did not have facilities that could be made available for public use (57.9%) and this rose to 76.9% of facilities run by businesses. However, 39.5% could be used externally and this was true of 83.3% of organisations.

4.4 TRAINING

Over half of all respondents had undertaken training in the past twelve months (56%) and this was also the case for 61.6% of businesses, two thirds of those surveyed in Cam and 100% of businesses with more than 50 employees.

Figure 4.9: Training Undertaken



For those businesses/organisations who had undertaken training, 43.1% was provided by a private training provider (75% in areas outside of Cam and Dursley), as was 87.5% of training accessed by those in the manufacturing sector. A third of the training provided was through a formal in-house training organisation and was the case for 60% of those in the other social and personal services sector. Almost a third of training (31.4%) was on-the-job.

Figure 4.10: Types of Training Provider

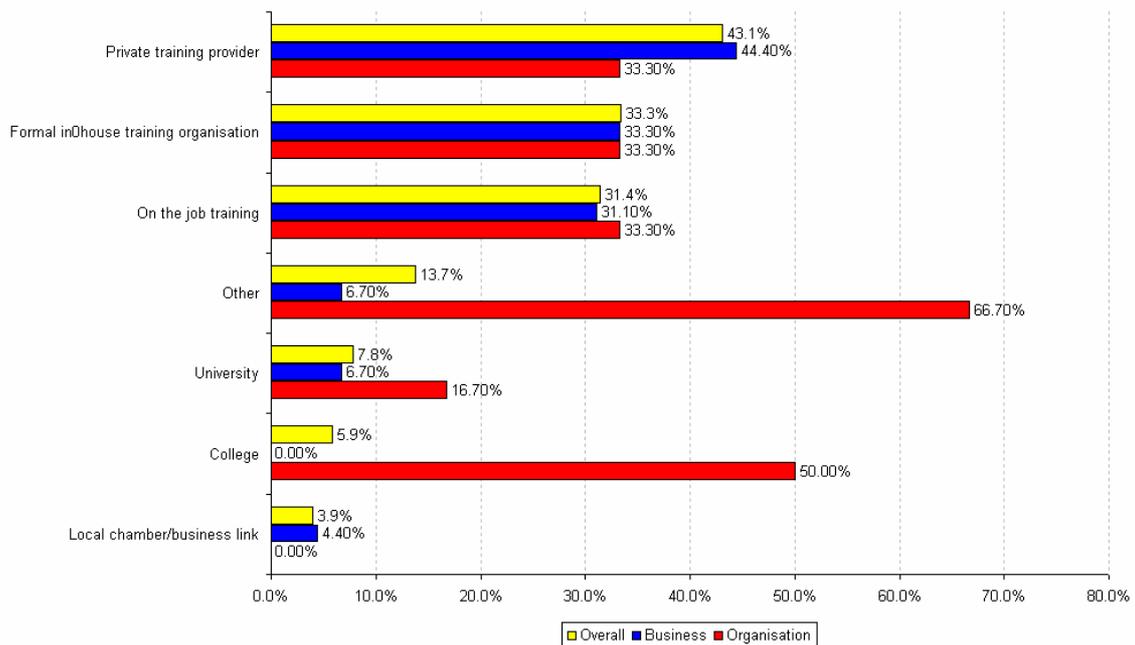


Figure 4.11 shows the different types of training undertaken both overall and by sector. It shows that customer care and service training was undertaken by over a fifth of those surveyed and by 42.9% of firms in the hotels and restaurants sector. However, the most common type of training undertaken was job specific or technical skills training, which was undertaken by almost three quarters of those undertaking training and by 85.7% of the hotels and restaurants sector.

Figure 4.11: Types of Training Undertaken by Sector

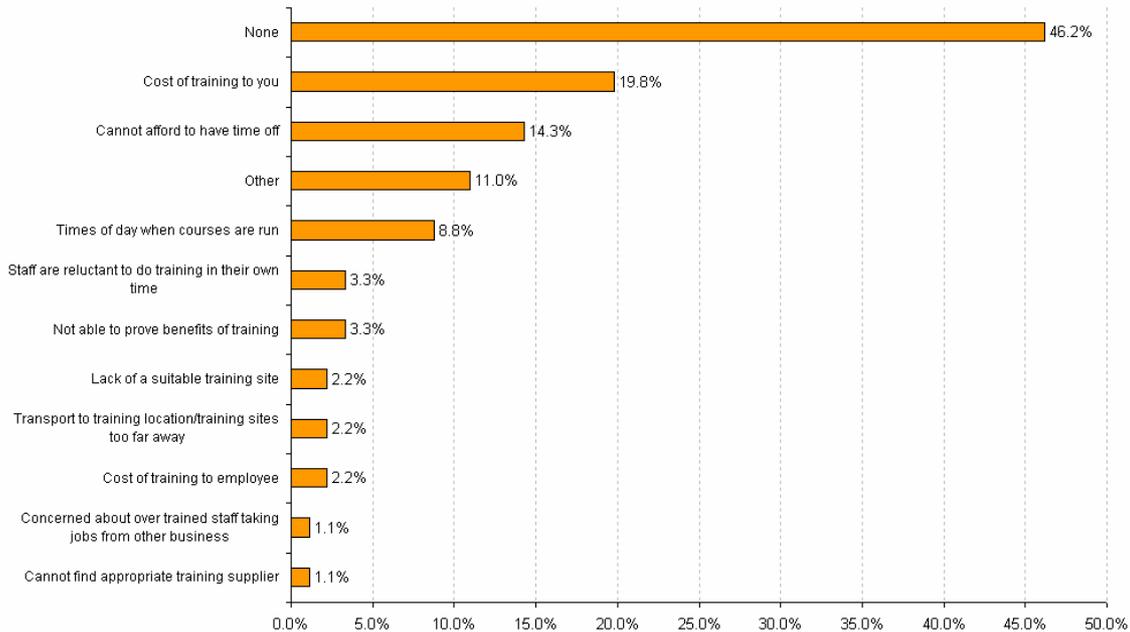
	Overall	Manufacturing	Construction	Retail	Hotels/ Restaurants	Commercial Services	Social & Personal Services	Health/ Education & Public Sector
Finance	3.9%	0.0%	0.0%	0.0%	14.3%	0.0%	0.0%	10.0%
Management development	9.8%	0.0%	0.0%	0.0%	14.3%	16.7%	0.0%	20.0%
Customer care/services	21.6%	0.0%	33.3%	33.3%	42.9%	25.0%	0.0%	20.0%
IT training	13.7%	25.0%	0.0%	0.0%	0.0%	16.7%	20.0%	20.0%
Teamwork and interpersonal skills	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Problem solving skills	2.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Health and safety	21.6%	25.0%	0.0%	33.3%	42.9%	8.3%	0.0%	30.0%
Job specific or technical skills	72.5%	62.5%	66.7%	50.0%	85.7%	75.0%	80.0%	80.0%
Sales and marketing	9.8%	12.5%	33.3%	16.7%	0.0%	8.3%	0.0%	10.0%
Other	21.6%	37.5%	0.0%	33.3%	14.3%	16.7%	20.0%	20.0%
Do not know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Almost two thirds of respondents had no plans to undertake training in the future (63.7%). This was also true of 71.2% of businesses, 89.5% of businesses/organisations with between 6 and 10 employees and 100% of construction firms. However, 7.7% of those surveyed had plans to undertake further job specific or technical training.

Respondents were also asked to consider any factors that could or actually do present barriers to participation in training. Almost half (46.2%) did not feel that there were any barriers to their participation in training (a full list is provided in figure 4.12), however, barriers that were mentioned included:

- Cost of training - (19.8% overall, 33.3% in Cam and 50% of 11-49 employees);
- Unable to afford to have time off for training – (14.3%, 23.8% in Cam and 50% in health, education and other public sector firms).

Figure 4.12: Barriers to Training



Just over a quarter of potential future training would be conducted by a private training provider (25.3%), a fifth (19.8%) would conduct training using formal in-house training and 15.4% would conduct on-the-job training. Finally, just over a third (34.1%) of respondents had no plans to undertake further or future training. Figure 4.13 shows the full responses to this split by area.

Figure 4.13: Location of Future Training by Area

	Overall	Business	Organisation	Dursley	Cam	Other
No reply	12.1%	2.7%	50.0%	15.0%	9.5%	6.5%
Local chamber/business link	5.5%	6.8%	0.0%	6.7%	0.0%	3.2%
College	8.8%	6.8%	16.7%	6.7%	9.5%	12.9%
University	3.3%	2.7%	5.6%	5.0%	0.0%	0.0%
Private training provider	25.3%	26.0%	22.2%	26.7%	23.8%	22.6%
Formal in-house training	19.8%	21.9%	11.1%	18.3%	23.8%	22.6%
On the job training	15.4%	15.1%	16.7%	15.0%	14.3%	16.1%
Other	9.9%	6.8%	22.2%	11.7%	9.5%	6.5%
None	34.1%	41.1%	5.6%	33.3%	33.3%	35.5%

When asked if they would be interested in seeing training facilities provided at a new resource centre, 40.7% of respondents did not express an interest in any training. However, there was some interest in the following types of training:

- Health and safety;
- ICT;
- Food hygiene;
- Customer care.

Around 5-7% of respondents expressed an interest in each of the above categories.

Respondents were asked about factors that would assist them in undertaking the training they were interested in. They were specifically asked about the cost of the training, the time and day they would like the training to take place, what if any qualifications they would like to gain as a result of the training and any other factors that would assist them.

Responses varied quite considerably. In terms of costs the amount people that were prepared to pay differed depended on the type of training that they were interested in. Figures mentioned include between £10 and £40 for health and safety training to £2000 in order to become a CORGI registered gas fitter. One of the key points that was raised by a number of respondents was that they wanted the training to represent good value for money, they were not necessarily concerned with suggesting a fixed price they just wanted to ensure that prices were reasonable, competitive and represented good value for money.

The preferred time of day for training courses to take place also varied slightly, with the majority of respondents indicating that they would prefer courses to be offered between 9am and 5pm during the working week but some respondents expressed a preference for evening courses so that they would not interfere with working hours.

Very few specific qualifications and standards were mentioned but those that were included CORGI registration, NVQs (various levels) and accreditations for ICT training.

Other considerations included the provision of car parking at the training site and ensuring that the training course provided was appropriate to the specific needs of the company or organisation.

4.5 RECRUITMENT

Almost two thirds of respondents did not foresee any problems in recruiting people from Cam and Dursley (65.9%) and this was true of almost three quarters (74%) of businesses surveyed and 89.5% of those with between 6 and 10 employees. However, 19.8% overall and almost a quarter of respondents in Cam (23.8%) felt that there would be problems in recruiting local people. The primary problem mentioned was a lack of specific or technical skills (27.8%) and this was also the view held by 55.6% of those based in Dursley.

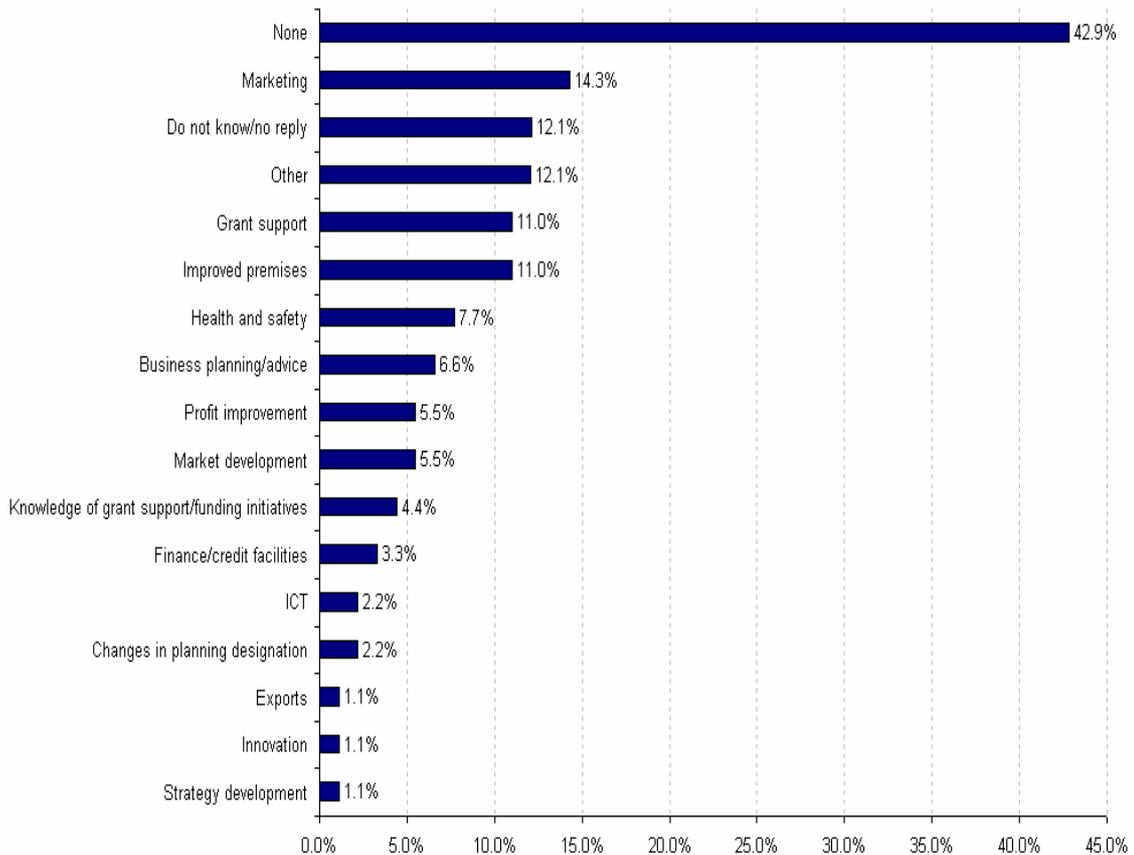
However, when asked to indicate the type of skills missing from the local population in general, 52.7% did not feel that there were any skills missing whilst 10% of respondents in Dursley mentioned a lack of specific or technical skills.

4.6 BUSINESS/ORGANISATION SUPPORT

Businesses and organisations were asked to indicate any areas in which they felt they required or were likely to require further support. Of those interviewed, 42.9% did not feel that they required any further support but as figure 4.14 shows 14.3% required help with marketing (this was true for 31% of retail companies), 11% required grant support and the same proportion required help with finding or improving premises.

The majority of respondents felt that the services they required could be found locally although support for market development, grant assistance and ICT were less easy to find locally than strategy development, health and safety, advice on profit improvement and innovation.

Figure 4.14: Areas Requiring Further Support



4.7 THE MULTI PURPOSE CENTRE

The following section focuses on the respondents’ awareness of the proposed multi purpose resource centre, their view on the role of the centre and what services/facilities they wanted to see located in the centre.

4.7.1 Awareness of the Centre

Figure 4.15 shows that awareness of the proposed centre was considerably higher amongst organisations (83.3% were aware) than amongst businesses (34.2%). Awareness was also higher in Dursley (51.7%) than in Cam (38.1%). In total less than half of those consulted were aware of the proposals for the centre.

Those establishments that were aware of the proposed centre were asked what they understood the purpose of the centre to be. Results showed that 40% said that they believed it to be a multi purpose community facility, 15% had heard of it but did not know much about it and 10% thought that the centre was intending to provide business support.

Figure 4.15: Awareness of the centre by type of establishment and area

	Overall	Business	Organisation	Dursley	Cam	Other
Yes	44.0%	34.2%	83.3%	51.7%	38.1%	20.0%
No	53.8%	64.4%	11.1%	46.7%	61.9%	80.0%
Do not know	2.2%	1.4%	5.6%	1.7%	0.0%	0.0%

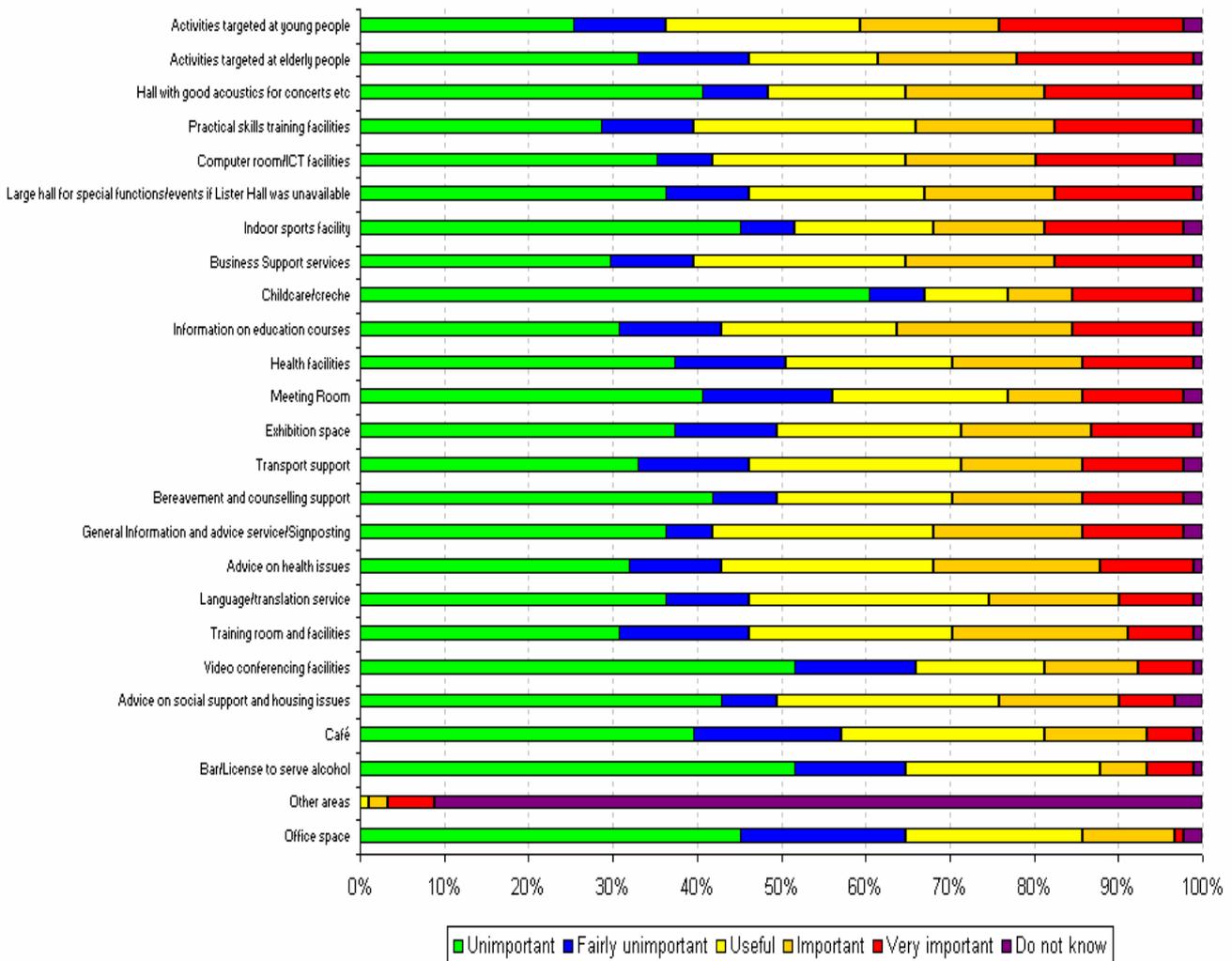
All respondents were asked what they saw the role of the centre as being. In total, 14.3% did not know what the role should be whereas the same proportion thought that the centre should provide business support, 16.5% thought that it should provide services to the unemployed and 9.9% thought that the purpose of the centre should be to support the local community.

4.7.2 Facilities at the Centre

Figure 4.16 shows the facilities that respondents considered to be the most important for inclusion in the centre. The activities with the highest proportion of ‘very important’ responses were:

- Activities targeted at young people (22%) – 38.9% organisations;
- Activities targeted at elderly people (20.9%) – 28% of commercial services;
- Hall with good acoustics (17.6%) – 33.3% organisations;
- Practical skills training facilities (16.5%);
- Computer room/ICT facilities (16.5%).

Figure 4.16: Facilities Would Like to See Included in the Centre



Respondents were also asked to indicate which facility/service they would consider to be the priority for their business/organisation. The following were the top priorities:

- Hall with good acoustics (8.8%);
- Practical skills training facilities (7.7%).

However, almost a quarter of those surveyed did not identify a priority (24.2%).

4.7.3 Services Required Locally

Respondents were asked to indicate the type of services they thought were needed in the locality and could be housed in a resource centre. Just over a quarter (26.4%) indicated one required service and the same proportion suggested two services, whilst 13.2% mentioned three services. However, almost a third (31.9%) did not suggest any services.

The most commonly mentioned services were:

- Practical skills training facilities (56%);
- Activities targeted at young people (16.7%);
- Activities targeted at elderly people (9.5%).

Activities targeted at young people was the first service mentioned by 16.7% of respondents. Activities for unemployed people was mentioned as the second service required by 11% of respondents and activities for elderly people were the third service mentioned by a quarter of respondents.

The reasons why respondents felt that the above services/facilities were needed included the feeling that there was a general shortage of those services/facilities in the area and that they were needed in the community.

A third of those consulted believed that they had services they could offer the resource centre and amongst the organisations this figure rose to almost two thirds (61.1%). The type of services respondents could offer varied widely but included:

- Health advice;
- Catering services;
- Workshops and training provision, including:
 - ICT training
 - Photography
 - Food/Catering and Food Hygiene

One group even mentioned the possibility of providing funding assistance for the centre if it were required.

Figure 4.17: Services Respondents could offer the Resource Centre

	Overall	Business	Organisation	Dursley	Cam	Other
Yes	33.0%	26.0%	61.1%	35.0%	33.3%	20.0%
No/Do not know	67.0%	74.0%	38.9%	65.0%	66.7%	80.0%

Just over a third of those surveyed expressed an interest in using the resource for some or all of their activities, with organisations showing a keener interest in the centre than businesses. Interest amongst businesses was higher in the public sector with 83% expressing an interest in using it for some of their activities.

Over half of those interested in using the centre mentioned using it for one service (59.4%), a quarter mentioned two services and an eighth mentioned three. In addition, 12.5% would use the first service on a permanent basis and 62.5% would use the centre for their first service on an ad hoc basis, as would 53.8% for service two. The first services mentioned included meeting rooms, training facilities and exhibition space, whilst second services included a café and a function room.

The majority of services would be used during the working week (59.4%), although almost a fifth (18.8%) would use the centre in the evenings and the same proportion would be interested in using the centre at weekends.

Figure 4.18: Interest in using the Resource Centre

	Overall	Business	Organisation	Dursley	Cam	Other
Yes	35.2%	27.4%	66.7%	36.7%	33.3%	20.0%
No	41.8%	47.9%	16.7%	38.3%	38.1%	70.0%
Do not know	22.0%	23.3%	16.7%	25.0%	23.8%	10.0%

4.7.4 Space Required

Respondents were asked to indicate the amount of space they would require for the following functions:

- Office space;
- Storage space;
- Parking space;
- Training or meeting room space;
- Workshop or practical training space;
- Retail space;
- Exhibition space;
- Other.

Unsurprisingly, requirements varied hugely and there was no particular consensus in terms of the amount of space required. However, some examples of the types of responses given are provided below.

In terms of office space requirements, a number of respondents mentioned the need for fairly small office spaces for up to ten people. Very little information was given as to the storage requirements at the centre except to say that it would be useful to have storage facilities. Responses in terms of parking space were also quite mixed with some people wanting just three or four spaces for their organisation and others mentioning the need for thirty spaces. One respondent mentioned that they would need twelve disabled parking spaces.

Again, there was some variation in terms of the meeting and training space requirements. Some respondents required a room big enough to seat thirty people, others wanted it to be bigger (up to 100 people) and others only needed space for ten people. There was also some interest expressed in the provision of workshop or practical training space but the specific size requirements were not provided. Only one respondent was interested in the provision of retail space but wanted it to be sufficient to house three staff members and several display racks for greetings cards.

Other space requirements included exhibition space with facilities to provide catering, an auditorium which could seat up 350 people and two dressing rooms of approximately 50m².

4.7.5 Special Requirements

Special requirements for the centre included the need for disabled access and disabled facilities, the need for the facility to be available to certain groups on a particular night of the week on a regular basis and some respondents would like to have wireless internet access provided at the centre.

Constraints to using the centre were largely connected with accessibility and could be overcome if public transport links to the site were good or in the case of the Littlecombe site, improved. The provision of disabled access and facilities for disabled people would overcome another potential constraint to use and it was felt that it would be essential to ensure there was adequate security lighting outside in order to make users feel safe leaving the premises after dark.

As figure 4.19 shows, almost two thirds (63.5%) would be prepared to pay for use of the centre. However, willingness to pay was lower amongst businesses than amongst organisations. Also, a higher proportion of those based in Dursley were prepared to pay (64.9%) compared to those based in Cam (58.3%).

The type of services respondents would be willing to pay for included a kitchen, meeting rooms and training facilities.

Figure 4.19: Willingness to Pay for Use of Centre

	Overall	Business	Organisation	Dursley	Cam	Other
No reply	13.5%	18.9%	0.0%	10.8%	25.0%	0.0%
Yes	63.5%	56.8%	80.0%	64.9%	58.3%	66.7%
No	7.7%	5.4%	13.3%	5.4%	8.3%	33.3%
Do not know	15.4%	18.9%	6.7%	18.9%	8.3%	0.0%

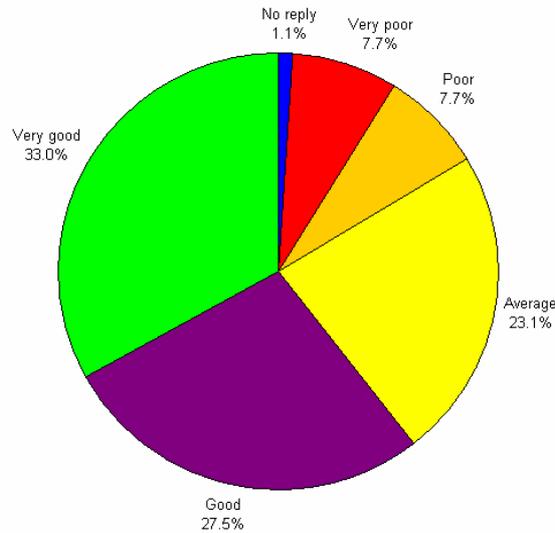
Over three quarters of those surveyed were happy to have their views on the use of the centre passed directly to Vale Vision and this increased to 88.9% amongst the organisations consulted.

4.7.6 Location of the Site

Overall, a third of respondents felt that the Littlecombe site was a very good location for a multi purpose resource centre. Just over a quarter (27.5%) thought it was a good site and 23.1% thought that the site was an average location. Only 15.4% believed the site to be poor or very poor as a potential location for a multi purpose centre and this view was shared by over a quarter of those representing organisations (27.8%).

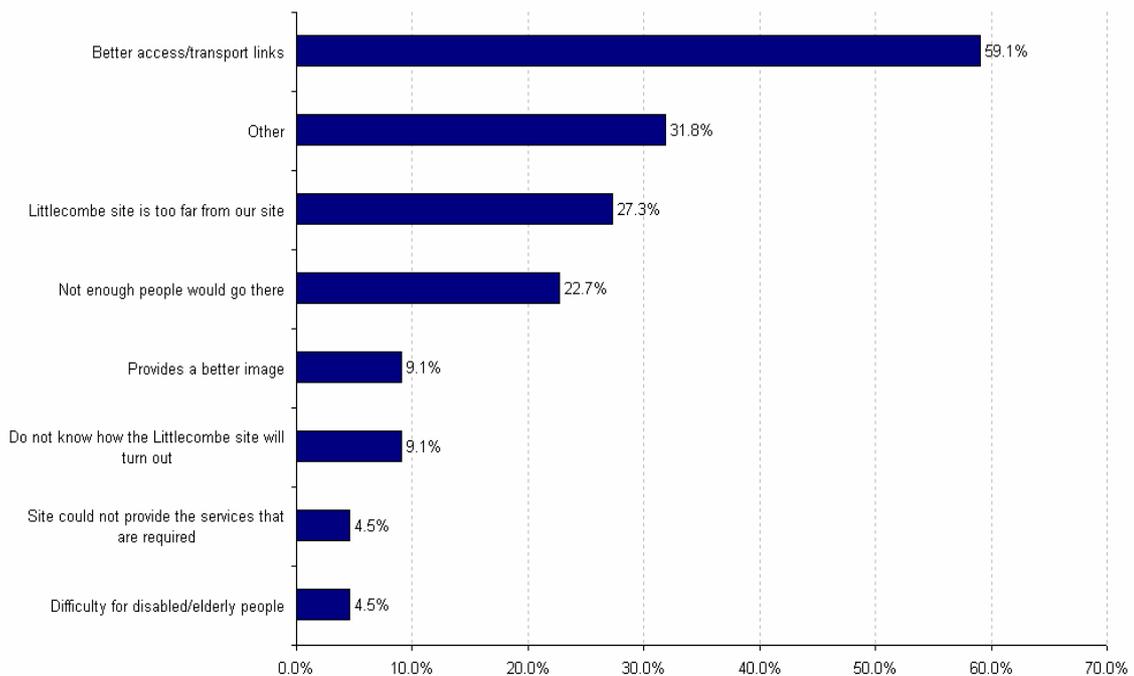
The reason why these respondents considered the Littlecombe site to be a poor or very poor location were generally due to it not being in a central location and having perceived poor access. However, those who liked the Littlecombe site as a location for the centre did not feel that access was a problem and felt that a location outside of the town centre would make it easier to park.

Figure 4.20: Suitability of Littlecombe Site



Just under a quarter felt that there were more appropriate locations for a multi purpose centre than the Littlecombe site and this was the view held by half of the organisations surveyed. Alternative locations mentioned included the Lister Hall (this was mentioned exclusively by organisations) and Cam Centre, which was mentioned by 20% of respondents. Figure 4.21 provides the reasons given for these alternative locations. The primary reason was accessibility and transport links (59.1%) and linked to this the distance of the Littlecombe site from the respondent’s location, this view was shared by 31.3% of Dursley based respondents.

Figure 4.21: Reasons for Preferred Location



Almost a third (31.8%) of respondents felt that even if public transport were improved the issues they had raised about the suitability of the Littlecombe site would still be valid. This was less of an issue in Cam where only one respondent felt this way.

The vast majority of respondents want to be kept in touch with what is happening with the project and this was true of all the organisations interviewed.

5. FINDINGS FROM THE FOCUS GROUPS

A number of focus groups were held with individuals and representatives of various groups/organisations from within the Vale Vision area. Vale Vision invited large numbers of individuals and groups to the focus groups. The discussions were facilitated by WM Enterprise's consultants and focused on key issues such as:

- Services perceived as missing within the local area;
- Services that people would like to see within the proposed multi purpose centre;
- Whether groups or individuals would wish to deliver anything from the proposed centre;
- Views on the suitability of the site and potential alternative locations.

The overall key requirement was to assess the need and demand for the proposed multi purpose centre.

Specific focus groups were held with:

- Tourism groups;
- Sports groups;
- Education and Training representatives;
- Business and Education/Training representatives;
- Church groups;
- Town and Parish Councils (including local Councillors);
- Social groups;
- Young people.

The specific focus groups are summarised in the sections below.

5.1 TOURISM GROUP

Participants for this focus group, held at the Vale Vision office, included:

- Dursley Chamber of Trade;
- Local Bed and Breakfast representatives x 2;
- Town Centre Manager;
- Local volunteer;
- Vale Vision x 2.

This focus group was relatively short in terms of time. Initially, attendees discussed local bed and breakfast customers, stating that a large percentage of these within Dursley were linked to people using the Cotswold Way. The bed and breakfasts were approached by independent walkers and by private companies who arranged the whole Cotswold Way itinerary for walkers. The only real need that these people have from Dursley is to purchase food and general supplies – the town tends to act as a stopping point for the walkers as it is halfway along the Cotswold Way. However, it was felt that relatively few people visit the town for reasons other than those linked to the Cotswold Way.

It was stated that Dursley tends to be a location where people stay for one night, with most visitors either walking the Cotswold Way or making the journey down to Devon or Cornwall. Few people stay for longer than a night and it was felt that there needed to be facilities that would keep visitors in the town for more than this length of time. However, attendees commented that this would involve Dursley having to change its identity.

Attendees of the focus group were unaware of the proposed multi purpose centre. In terms of the possible facilities that the multi purpose centre could provide, the participants suggested a location with a large hall. They commented that the current location for this activity in Dursley is likely to be lost due to excessive running costs and the participants argued the proposed new centre could provide this, together with an auditorium for drama productions.

Other suggestions included a bar, a coffee shop and a meeting room. It was commented by the participants that the site needed to be part of the town and not 'out on a limb' – some participants felt that the Littlecombe site was a good location, whilst another felt that the secondary school would be better. Attendees also referred to the 'Number 8 Community Arts Centre' in Pershore, which was hailed as an excellent example in terms of location, with a café-bar, gallery and an auditorium with evening performances.

5.2 SPORTS GROUP

Participants for this focus group, held at Rednock School, included:

- Dursley Town Council;
- Cam Parish Council;
- Stroud District Council;
- Physical Education Department, Rednock School;
- Ladies Hockey Team;
- Athletics Club;
- Cam Cricket Club;
- Dursley Rugby Club;
- Dursley Swimming Pool;
- Primary School Sports Association.

It was stated that Rednock School has a sports centre that it uses in the day, but is also free for community use out of school hours. It also has two sports fields. The primary schools have eight school sites with playing fields and eight school halls, which are used by several groups out of school hours.

The attendees referred to a variety of sites that the sports clubs use but also stated that some of the major societies and groups in the area had access to poor facilities or no facilities at all. These groups included the Hockey Club, which currently has to travel to Stratford Park and Wycliffe College, and the Cricket Club, which currently has to share facilities with the Rugby Club. The Rugby Club, which has over 600 members and facilities that are let out to other groups, is planning to build an athletics track around the perimeter of the pitch. The Athletics Club currently has no facilities of its own. Despite the lack of provision for many of these clubs it was not felt that the proposed multi purpose centre would be able to cater for many of their needs. As such, discussions regarding service provision were centred on other possible types of provision.

5.2.1 Services that the Local Community could use

The majority of participants felt that a replacement for Lister Hall was required (or a renovation), with provision for a stage and auditorium, catering facilities and breakout rooms for conferences and other smaller performances. It was also felt there was a need for larger conference facilities that could cater for large numbers of people and for local businesses.

5.2.3 Location of the Site

The group was divided in relation to the best location for the site. Some attendees felt that the centre would be best located on the school site to coincide with future development there. The main concern raised about this site, however, was that the school would have a great deal of autonomy over its proposed use, particularly during examination periods. There was also some support for the Littlecombe site. Whatever site is chosen, it was agreed that the building would need to be flexible, with different sizes of space for different uses, as well as suitable parking facilities. The new centre would also need to ensure that it did not take custom away from other local facilities, especially as there are improvements to other facilities already taking place in the area – indeed, the attendees did not feel that the centre should be sports focused.

5.3 EDUCATION AND TRAINING GROUP

Participants for this focus group, held at Dursley Education Centre, included:

- Rednock School;
- GL11;
- Stroud College;
- Stroud Partnership;
- Dursley Education Centre;
- The Learning Community;
- Vale Vision x 2.

5.3.1 Service Provision

The participants were all concerned about the level of educational and recreational provision in the area, particularly with the potential downscaling of activities on offer at the Dursley Education Centre. This Centre used to provide courses including TOPS, Youth Opportunities and Engineering. There was a view amongst attendees that very few opportunities for obtaining practical skills were available in the area. However, it was stated that the Education Centre does provide a range of IT provision.

It was also revealed that the site of the Dursley Education Centre has been sold to Sainsbury's. However, a project linked to Vale Vision is that of a new Construction Centre in the town. Although not fully clarified yet, it is possible that the Dursley Education Centre (i.e. local campus for Stroud College) could be located within the new Construction Centre. In the short term, it may be located at Rednock School. In addition, Rednock School has detailed plans to upgrade its facilities and develop a centre of excellence, although this is unlikely to increase its overall capacity. Nevertheless, this may lead to increased provision after school hours. Clearly, all these issues need to be considered in planning the potential multi purpose resource centre.

5.3.2 Gaps in Provision

When asked about gaps in provision, many attendees commented that there was a lack of vocational training options and practical courses available to local people. Rednock School and Stroud College provide a range of GCSE and A-Level courses but there are fewer opportunities for people who choose to leave school at 16 (excluding those who go to colleges for A-levels), or for older people who left school with no formal qualifications (although Dursley Education Centre does have provision to help people with CVs etc).

Linked to the lack of vocational training, many of the participants referred to a lack of provision aimed at the over 50s, stating that, with an ageing workforce nationally, this could become a major issue for the area. In addition, this provision may need to be non-accredited 'leisure learning', something that has been reduced nationally due to changes in LSC funding.

Participants referred to the fact that the Job Centre in Dursley has been closed down recently, resulting in only limited provision of advice, guidance and support in finding employment. Business Link were regular visitors to the Job Centre, using the facilities to engage with local businesses, but since the Centre's closure these visits have ceased.

5.3.3 Barriers to accessing facilities

From the responses to this question two clear barriers were identified:

- Transport;
- Money.

Most of the educational and training provision that is available in the area is located at Stroud College (the Stroud campus) and many people are unable to access the College because of the shortage of suitable public transport. It was stated that buses do not run at times conducive to meeting local people's needs. In addition, many of the residents who would benefit personally and professionally from training and educational courses are unable to afford them. A further barrier identified related to a lack of childcare facilities in the area

5.3.4 Services that Attendees would like to see in the proposed Centre

There was a good level of awareness amongst the group of the proposed multi purpose centre. Attendees were very positive towards the idea and felt that it offered a real prospect of solving many of the problems outlined above. A number of possible uses were put forward for the centre, some educational and some recreational:

5.3.4.1 Educational Facilities

- The centre could provide outreach schemes for residents in the surrounding villages;
- Training provision for school leavers and people of working age;
- ICT provision and training for after school hours;
- Practical based training provision.

5.3.4.2 Recreational Facilities

- Recreational activities for older people during the day;
- Crèche;
- Café;
- Cinema/film screenings;
- Some indoor sports facilities, such as badminton.

Other ideas included a place to provide advice, including financial and housing advice, as well as careers and employment advice, and a counselling service. It was stated that the centre must not duplicate any existing services in the area, such as those provided by the Library. It was stated that the Citizen's Advice Bureau visits the Library two mornings a week, whilst some information, advice and guidance is provided by Next Steps and by the GL11 Project.

It was felt that organisations, some of which were around the table, would be willing to use the centre and pay the standard local rate for renting workspace. It was felt that many local groups would use the centre, whilst some would be able to deliver services from it. Participants were keen for the centre to be open all day, every day of the week, but felt that evening provision was particularly important.

5.3.5 Location of the Site

There was some debate as to the proposed location of the site, with arguments that a more central location could provide more of a 'hub' and also solve some of the transport issues associated with the Littlecombe site, but there was unanimous agreement about the potential advantages of a new centre.

5.4 BUSINESS GROUP

Participants for this focus group, held at Dursley Library, included:

- Local businesses x 4;
- Stroud College (Services to Business section);
- Rednock School;
- Dursley Education Centre;
- The Learning Community;
- Vale Vision x 2.

This group was slightly different to the other groups facilitated as the issues covered were focused primarily upon the environment for local businesses, together with training and recruitment issues.

5.4.1 Local Labour Market

Local businesses gave mixed views when asked if they employed local people. One respondent stated that they did employ local people, adding that they had advertised in the local press recently and had received a good response. However, another respondent commented that they struggled to find the right skills locally, although they had benefited from very positive work experience placements from Rednock School. Another local business commented that they had struggled to obtain people with suitable skills for administrative jobs in recent times.

It was felt by respondents that computer-related skills were vital within the local area. They commented on the need for continual upskilling of local residents in the area for people of all ages. There was further debate on local ICT skills and training provision related to this. An additional issue surrounded the need for local skills to be sought to maintain systems of technical machinery – at present a lot of these maintenance skills have to be obtained from abroad.

A further issue that became apparent was the need for improved personal/communication skills amongst the local labour force. Dursley Education Centre commented that it is now providing this training in respect of issues such as personal development, communication, CV writing, interview techniques etc.

5.4.2 Attracting and Supporting Local Businesses

One employer commented that the main requirement to attract businesses into the area was to provide incentives, primarily financial ones. For example, what incentives are developers providing to attract businesses to the new Littlecombe site? It was stated that businesses could not afford to be in the town as there is a need to reduce rates.

One attendee referred to the fact that there were not many factors attracting businesses to Dursley. They referred to the area suffering from:

- Poor communication networks;
- Poor local labour supply;
- High crime and drug issues.

However, an alternative view referred to the fact that the local secondary school is oversubscribed and acts as a pull factor for people to move to the area. In addition, some attendees referred to the environmental attractiveness of the area.

5.4.3 Further Issues relating to Local Businesses

It was stated that businesses locally rely heavily on the M5 and the M4, and this was seen as a plus factor for the area in respect of good transport links.

Childcare was cited as an issue for local businesses and local employees - for example, one of the respondents had noticed problems with respect to the supply of local childcare as there are limited opportunities to take children to a crèche locally before 8am. In addition, some people simply cannot obtain childcare as there is a large waiting list. Furthermore, it is relatively expensive for somebody to be able to afford on a regular basis. This issue prompted one of the businesswomen at the meeting to become self-employed. In addition, problems relating to childcare can mean a lot of people go into part-time employment.

5.4.5 Business Support Provision

It was felt that there was a significant need for business support provision to occur within Dursley. This should be in the form of an agency to discuss the needs of local businesses (for example, explaining issues around obtaining suitable insurance etc) and to refer them on to suitable support. It was commented that Business Link does not have a significant presence in the town anymore (it used to be located within Jobcentre Plus but that is no longer in the town). The group were very keen for this type of support (co-ordination role) to be available within the new multi purpose resource centre.

5.4.6 Additional Opportunities related to the Multi Purpose Resource Centre

The potential for the centre to provide recruitment assistance/advertising was raised. The closure of the local Jobcentre Plus has been a big problem and recruitment was generally viewed as difficult within the area.

It was also raised that the Lister Hall could close in the future – this would mean a significant need for a large space in respect of a community meeting hall, as well as the provision of smaller meeting rooms.

There was a feeling that the area suffered from a lack of indoor leisure and sports facilities and that the centre may be able to help address this – this was particularly seen to be the case in terms of opportunities for elderly people and mothers within the daytime.

5.4.7 Location of the Centre

There were limited comments in respect of the centre's location, although there was one view that it could potentially be within the redeveloped school site.

5.5 CHURCH GROUPS

Participants for this focus group, held at Kingshill House, included:

- St Dominic's;
- Cam Methodist;
- Dursley Tabernacle;
- Churches Together (also representing Dursley Friendship Club for the elderly);
- Representatives from the Dursley Male Voice Choir also attended this group.

5.5.1 Current Service Provision

It was stated that all of the major churches in the area used various smaller venues (some of which they own) for their own church meetings and events, whilst they also provide facilities for local residents. Activities that their halls are used for include ballroom dancing, the Blood Service, aerobics, drama groups, band practices, youth groups, art clubs and other functions. Lister Hall is one of the venues used by the churches and its potential closure was of real concern to one of the groups represented at the meeting as it was felt that this would have a significant impact on their organisation.

5.5.2 Gaps in Provision

There was concern raised from all representatives relating to the impact of the new supermarket development in the area. A number of services are located on the site of the proposed supermarket development, including a Youth Centre that is used by over 200 young people from Cam, Dursley and the surrounding villages. Should this facility have to close there would not be a suitable location for the future provision of this service. Linked to this it was felt that there are not enough recreational facilities available to the wider community at present and therefore any further losses of facilities would only serve to worsen the problem.

Another gap identified by the group centred on training and education. It was stated that, at present there are no training facilities or initiatives in place for people lacking formal educational qualifications. The group commented that these people needed to have suitable provision or the degeneration of the area would only continue.

5.5.3 Barriers to Access

When participants were asked about the main barriers faced by residents, the response was unanimous - a lack of facilities meaning people have to travel large distances to access recreational services. For example, residents currently have to travel all the way to Gloucester to go to the cinema. This issue is exacerbated by the poor transport infrastructure in the area.

5.5.4 Services that the Local Community could use

There was a widespread consensus amongst the group that there should be a large community hall. However, this should not be in direct competition with activities offered in the smaller halls. At present, Lister Hall is the only large auditorium and this may not be available for much longer. One of the representatives wanted to see the provision of a staging area that could also be used by local groups.

5.5.5 Location of the Site

There was considerable debate regarding the proposed location of the site amongst this group. It was felt by some of the participants that the Rednock School site would be more appropriate. Advantages outlined for this site included:

- The centre could fit in with the expanding development of the school;
- The centre would be conveniently located in the town centre with access to parking;
- The centre would be away from residents, an important point when concert facilities are being proposed.

There were, however, some concerns raised about the school, mainly relating to ownership and management, as well as security. It was argued that the school would dominate the use of the facility, particularly during examinations and parents evenings. Indeed, there were some participants who saw the Littlecombe site as being advantageous for the proposed centre. However, there were concerns raised about this site with regard to accessibility due to it being located at one end of the town. Also, parking provision was raised as a potential issue.

5.6 TOWN AND PARISH COUNCILS

Participants for this focus group, held at Kingshill House, included:

- Dursley Town Council x 2;
- Cam Parish Council x 2;
- Stroud District Council;
- Stroud District Council Planning Department;
- Gloucester County Councillor;
- Vale Vision.

5.6.1 Current Facilities used by the Councils

It was stated by attendees that there are a lot of smaller facilities available for the Councils to use in the area, many similar to the facilities used by the church groups. The major concern raised was that the provision of a larger centre could run the risk of taking business away from these smaller locations that currently use events in order to generate income.

5.6.2 Gaps in Provision

The Councillors outlined three gaps in provision, commenting that these were gaps that could be filled by the proposed multi purpose centre:

- There is a need for a large conference facility to replace the Lister Hall;
- With the development of the new supermarket there needs to be a youth facility provided to replace the existing centre;
- There is currently inadequate provision of childcare facilities in the area.

5.6.3 Services that the Local Community could use

The Councillors saw the need for a community hall to be made available for council business and also for the needs of other organisations in the area. These other organisations included Dursley Operatic and Drama Society (DODS) and the Male Voice Choir, with the attendees stating that there would need to be provision for these groups should Lister Hall close.

Other services put forward included sporting facilities, adult education opportunities and exhibition space. It was argued that the scouts and the brownies could benefit from improved and more up to date facilities.

5.6.4 Location of the Site

It was stated that, geographically, the communities of Cam and Dursley were awkward because of their long, narrow layout. If the location of the site was not central certain elements of the community could be isolated, particularly with the transport infrastructure being insufficient to meet their needs. Car parking was also seen to act as a significant barrier with very limited provision for visitors to the area.

The Councillors felt that the Rednock School site should be used for the centre. This would involve an element of design, since parts of the site would need to be secured during the evenings – it was felt that subdivision of the site would be the best way of achieving this. If the school site was used there would be better access to parking and it was felt that the redevelopment should be able to incorporate some sort of community facility. The participants discussed the Littlecombe site at length, with there being some support for it. However, others felt that there would be difficulty in accessing the site.

A general concern raised by the Councillors was cost. There have been examples where other centres have been opened and are now struggling to cover their costs due to a lack of income.

5.7 SOCIAL GROUPS

Participants for this focus group, held at Kingshill House, included:

- The Dursley Operatic and Drama Society (DODS) x 7;
- Dursley and Cam Society x 2;
- Dursley Male Voice Choir x 2.

5.7.1 Current Facilities used

It was stated that, at present, the DODS group use Kingshill House for rehearsal rooms and storage and then use Lister Hall for staging performances. The Male Voice Choir also use Lister Hall for performances.

5.7.2 Services that the Centre could provide

The main issue for the group related to the life expectancy of Lister Hall, the major performance venue for the group. With the potential closure of the Hall, the DODs group requires adequate space for staging and seating, as well as a high roof for the movement of scenery and props on and off stage. The group have fold away chairs that occupy 0.5 metres space on a wall within Lister Hall at present, which could be moved relatively easily to a new location. Performances at present attract around 300 people so any space would need to cater for those numbers. This figure is also similar for performances carried out by the Male Voice Choir. Several other groups also presently use Lister Hall, including the Indoor Bowls Club and the Sequence Dancing Club. The building would also be required to be licensed, as Lister Hall is at present, in order to cater for the requirements of audiences attending performances. Car parking was cited as a crucial element of the site, as there would need to be parking and access for potentially over 300 visitors to the building.

Other uses put forward by attendees for the proposed multi purpose centre included access to a youth facility due to the loss of such a facility on the site for the new supermarket, and an Adult Education Centre (which will also be lost due to the supermarket).

5.7.3 Location of the Site

The participants were in general agreement that the Littlecombe Site provided the most appropriate location for the proposed centre. They felt it was as far from the town centre as the Lister Hall and provided scope for the development of a purpose built facility.

The school site was also put forward as an option, but the consensus was that it was not an acceptable location. Like some of the other groups, there were concerns about the school having too much control over access to the site.

5.8 YOUTH GROUP

Participants for this focus group, held at Kingshill House, included:

- The Learning Community/GL11 x 3;
- DODS;
- Ten pupils from Years 10 and 11 at Rednock School;
- The Youth Partnership.

5.8.1 Current Facilities Used

The group stated that there are currently very few facilities for young people in the area. The Youth Partnership has some funds available but these are specifically directed at activities for pupils during the summer. There is a swimming pool in the area, however, many of the pupils felt this was inadequate and poorly designed, whilst there is access to an under-18 nightclub but very few people use it.

5.8.2 Barriers to Access

The major barrier for young people attempting to access facilities is transport. Respondents stated that the bus service is particularly poor in the area and many parents are unhappy about allowing their children on late buses back from places such as Gloucester, where many have to go to visit a cinema.

5.8.3 Services that the Centre could provide

It was felt that facilities to learn practical skills were the most important in the area. Several young people that the Partnership had come into contact with had expressed an interest in learning vocational skills in areas such as building, tiling, plastering and mechanics.

A number of the pupils in the group stated that they would like access to an affordable gym, one that does not require exorbitant membership fees. There is gym provision at the school but they are unable to use it unless supervised by a member of staff. They would be prepared to pay a small fee for using such a facility.

Pupils stated there was little for them to do at the weekends and out of school hours - it was felt that a social space for young people could be developed as part of the centre. Activities could include skateboarding, a youth café and access to computers and the internet.

The group stated that crèche facilities would be useful located within the new centre. Although there are crèche facilities within the town, it was felt that if such facilities were housed within the building, this would encourage young mothers to use the building more as the barrier of childcare would be lessened.

The group commented that, if the building were developed with a stage, a screen for projecting films onto would be beneficial, as at present they have to travel to a neighbouring town for a cinema. In addition, the group commented that built-in storage space would be important, especially if the space is to be flexible. It would be hoped that a number of groups would use the building, and therefore they would require individual storage.

Finally, all of the attendees stated that they would be prepared to pay for the facilities on offer in the centre.

5.8.4 Location of the Site

All of the attendees felt that the Littlecombe site would be suitable, especially as they would have enough space to build a big enough building to house the necessary facilities and services. The attendees liked the idea of a 'community hub', which would centre around this facility. They felt that this was especially important at present due to the large-scale development of housing in the area.

6. SUMMARY OF FINDINGS

This section summarises the main findings from each of the three key stages of research, namely:

- The Household Survey;
- The Business/Organisation Survey;
- The Focus Groups.

The findings summarised in this chapter primarily relate to those linked to views on the multi purpose centre itself, rather than any wider findings of the research (which are outlined in the chapters above).

6.1 KEY FINDINGS FROM THE RESIDENT SURVEY

Headline findings from the household survey include:

6.1.1 Employment and Training

- 22% of respondents were unqualified, and the proportion of respondents with no qualifications rose with age (43.8% of 60-74 and 73.3% of 75 and over). In contrast, 24.5% of respondents were qualified to level four (degree level) or above.
- Long-term worklessness appears to be prevalent in the Vale Vision area, with 60.6% of workless respondents having been out of work for two years or more. More than half of all workless respondents felt that they were unlikely to look for work again, suggesting a long-term worklessness problem. In addition, over half of the workless respondents felt that they needed to gain new skills in order to find work in their areas of interest (56.3%), the key skill requirement was seen to be computer literacy skills.
- Of those who expressed an interest in returning to work, around a fifth were interested in administrative or secretarial occupations and the same proportion were interested in working in personal services (hairdressing, nursing assistants, childcare etc). This may therefore indicate the types of training provision required.
- A fifth of employed respondents felt that they needed to acquire new skills to improve their employment prospects. The skills that most respondents felt they needed to acquire were computer literacy skills and technical computer skills (12.8%).
- Just over a third of respondents expressed an interest in participating in educational, training or recreational courses at some point in the future. However, interest in training declined with age.
- Over half of those interested in undertaking training/educational courses would like to do so at a community venue or learning centre - this was of particular interest to female respondents.
- Just under a fifth of respondents thought that the area was 'poor' as a place to undertake training, but a slightly higher proportion felt that the area was good for training. Primary reasons given as to why the area was a poor training location were:
 - Lack of choice (particularly in the evenings);
 - Lack of information on what is available;
 - Need to travel to access good range of courses (Bristol or Gloucester).

6.1.2 Use of Existing Services

- GP and Dental Services were the most commonly used services but were not the most frequently used, as would generally be expected. A lower proportion of respondents used childcare but those who did used it frequently (once a week or more).
- The locations most frequently used were the Dursley Swimming Pool (43.1%), Dursley Library (40.3%) and Dursley Sports Centre (23%). Kingshill House and Lister Hall were also frequently used by respondents for a variety of purposes including:
 - Art exhibitions;
 - Drama groups;
 - Concert performances;
 - Private hire for parties and other social functions.

6.1.3 Services Required and Gaps in Provision

- Respondents were asked to indicate services that they believed were needed locally - 38.1% mentioned one service, 23.5% mentioned two and 7.2% mentioned three. However, just under 30% (29.7%) did not mention any services required. Reasons for not mentioning services included:
 - The belief that no additional services were required in the locality;
 - Concern that money spent on additional services would be wasted;
 - A lack of knowledge of what was needed.
- Over a quarter of respondents who mentioned at least one service stated that they would use the service at least once a week (of this 10% would use it more than once a week). However, just over 10% did not expect to use the services they mentioned personally, but believed that others would use them.
- The main types of services suggested by respondents were:
 - A place for elderly people to meet and socialise;
 - Activities for young people;
 - Childcare facilities and activities for children;
 - Cinema/film screenings;
 - Educational and training facilities;
 - Keep fit classes.

In relation to childcare, it is apparent that there is a significant level of this available in the local area. However, it may be that people are requesting more affordable childcare, and childcare with more flexible opening and closing times. In addition, housing developments in the area will mean that there will be a significant number of new residents in the near future, many of which may have childcare requirements.

6.1.4 Views on the Need for a Multi Purpose Centre

- Just over a fifth of respondents were aware of the proposed multi purpose resource centre. Awareness was highest in Cam and generally increased with age, with just 3.6% of 16-19 year olds aware of the proposal compared to 26% of 60-74 year olds. Many of those who had heard of the centre did not know precisely what was proposed and requested more information.
- 88.6% of respondents believed that there was a need for a multi purpose centre in the Dursley/Cam area. The reasons for this included:
 - The view that a centre would provide facilities for young people;
 - There is a need for provision for elderly people in the locality;
 - The centre would be of general benefit to the community;
 - The centre would be the hub of the community and a place to gather socially.

- The 11.4% who did not want the centre referred to the following reasons:
 - Perceived waste of money
 - They do not require any new facilities/would not use them personally
 - Services are already available elsewhere

6.1.5 Facilities Desired within the Multi Purpose Centre

- The following facilities were identified as being particularly important for inclusion within the proposed multi purpose centre:
 - Activities for children and young people (35.6% thought this was important and 36.4% thought this was very important)
 - Activities for the elderly (34.7% important and 30.2% very important)
 - Childcare provision (29.5% important and 19.3% very important)
 - Advice and information (33.4% important and 15.6% very important)
 - Training facilities (37.1% important and 13.9% very important)
- These facilities were identified because they were perceived to be lacking in the locality and there was also concern that both young people and elderly people were in need of additional services. Unfortunately, although respondents were keen for services/facilities to be provided for young people and elderly people, they generally did not provide specific examples of activities that they would like to see provided, although there are some views relating to this within the focus group findings (Chapter 5 and Section 6.3).
- It is worth noting that there was no particular variance of views regarding the centre when examined by the location, age or gender of the respondent. The same key priorities were identified across all groups.

6.1.6 Location of the Multi Purpose Centre

- There was some difference of opinion as to which location would be the most suitable for the proposed centre. Two thirds of respondents favoured the Littlecombe site (52.5% thought the site was a good location and 13.9% thought it was very good). However, 15.1% overall, and a fifth of 30-44 year olds, felt that other sites would be more suitable. Suggested sites included:
 - Next to Tesco's in Cam
 - Rednock School
 - In Dursley or Cam Town Centre
- Reasons given as to why another site would be more appropriate were:
 - Better access/transport links
 - Nearer to the respondent's home

6.1.7 Opening Hours for the Multi Purpose Centre

- There was some variance in opinion as to the preferred opening times of the proposed centre. During the week, afternoons and early evenings were primarily favoured, with over half of respondents indicating these opening times.

Saturday afternoons were particularly popular, with 61.1% of all respondents wishing to see the centre open between 12 and 5 on Saturdays. Sunday opening was also fairly popular with respondents, although less than Saturdays, and 11.9% did not think that the centre should open on Sundays.

6.2 KEY FINDINGS FROM THE BUSINESS/ORGANISATION SURVEY

The main findings from the business/organisation survey are highlighted below.

6.2.1 Existing Provision and Key Needs

- Less than half of the businesses and organisations consulted presently had facilities in which to hold meetings, undertake training or carry out leisure activities. However, two thirds of the organisations (i.e. when excluding businesses) that participated in the study had their own facilities.
- Most of those surveyed had no plans to undertake further training in the near future, although there was some interest in the following types of training provision:
 - Health and safety
 - ICT
 - Food hygiene
 - Customer care
- A number of factors were considered to be important when considering participating in training and when choosing a training provider. Cost was obviously an issue but the majority of respondents felt that it was more important that providers were able to demonstrate that the course represented good value for money. Respondents felt that the majority of training provision for businesses should be provided during the working week (between 9am and 5pm).

6.2.2 Multi Purpose Centre

- Organisations were much more aware of the plans for a multi purpose centre in the Vale Vision area than businesses were. However, many of those who were aware of the centre did not really know what its intended purpose was. A number of potential roles for the centre were outlined by respondents:
 - To provide business support
 - To provide services to the unemployed
 - To support and provide for the local community
- There were a multitude of suggestions as to the kind of facilities and services that should be provided at the centre, but the following were the most frequently mentioned:
 - Activities targeted at young people
 - Activities targeted at elderly people
 - A hall with good acoustics
 - Practical skills training facilities
 - Computer room/ICT facilities
- All of these facilities/services were suggested because there was a perception that they were generally in short supply in the area and would be of benefit to the community.
- A number of respondents felt that their business or organisation could provide services at the centre and these included:
 - Health advice
 - Catering services
 - Training provision (particularly ICT and catering training)
 - Support with developing a concept for business advice/support
- Organisations were much keener to use the centre for their activities than businesses were but there was interest in using the centre as a place to hold meetings, attend training, hold exhibitions and put on performances.

- The respondents were asked about their specific space requirements in the centre but no real consensus emerged with some people requiring only small spaces for office work or meetings and others desiring 350 seat auditoriums with additional dressing room space. However, it does appear that bigger meeting rooms and training facilities would be useful and that most people would appreciate a large car park with disabled parking spaces included.
- The only special requirements mentioned were the statutory need for disabled access/disabled facilities and the need for security lighting outside the building at night.

6.2.3 Location of the Multi Purpose Centre

- There was considerable debate regarding the location of the centre although the majority of the respondents favoured the Littlecombe site. However, some people felt that this site was a poor choice due to a lack of accessibility and poor transport links. Those who did favour the site did not appear to think that transport and accessibility would be a problem and thought that a location outside of the town centre would make parking easier.
- The alternative location mentioned by respondents was by utilising the existing Lister Hall site. The main reason for this was linked easier access (nearer the town centre).

6.3 SUMMARY OF FOCUS GROUP FINDINGS

The majority of attendees felt that the proposed multi purpose resource centre represented a real opportunity to fill existing gaps in the provision of local services. However, whilst it was believed that the centre offered the chance to tackle a raft of issues, respondents also commented that the centre is simply unable to provide all the services desired. As such, it is necessary to refer to particular issues and facilities that were raised consistently during the consultation.

6.3.1 Key Gaps in Existing Provision

The main gaps in service provision centred around two themes:

- Educational and vocational opportunities
- Social and recreational opportunities

It was argued by many that there is limited opportunity for people who are lacking formal qualifications to learn and train locally. The same could be said for people from older age groups wishing to re-train or learn. In particular, it was felt that there was a need for practical and vocational training opportunities. The second major gap related to a range of social and recreational needs – these were particularly linked to activities for young people.

6.3.2 Facilities Desired within the Multi Purpose Centre

Having identified the major gaps in provision, the focus groups went on to consider possible uses for the proposed centre. A number of potential uses were mentioned more than once. Many participants were concerned about the closure of Lister Hall and it was felt that the proposed centre would be a perfect opportunity to provide a replacement for it. However, there would be considerable space requirements for such a venue. In summary, the most commonly referred to uses were (in no particular order):

- A large hall (to replace the Lister Hall), ideally with a stage and facilities for drama and musical groups;
- Exhibition/conference space;
- Meeting/breakout rooms (for local groups and businesses);
- Training facilities (particularly for practical and vocational training);
- Facilities for young people (cinema screenings, youth club, café, etc);
- Information, advice and guidance services;
- Business advice/referral service;
- Recruitment/advertising provision (particularly linked to employment opportunities);
- Internet access;
- Crèche;
- Flexibility of usage.

Clearly, any of this provision would need to take into account other local provision and ensure that it was not duplicating this, or providing unnecessary competition.

6.3.3 Location of the Multi Purpose Centre

The last issue, and one that sparked a great deal of debate, was the proposed location of the site. The two most commonly referred to locations were:

- The Littlecombe site;
- Part of the Rednock School development.

Also referred to, to a much lesser degree, was been the potential re-development of the existing Lister Hall. Lister Hall and Social Club have been consulted with regard to this possibility.

Overall, the preferred site for many has been the Littlecombe site. The main positive factor relating to this is the fact that it would be a new development and would face few constraints. It is also close to local businesses and new housing developments, whilst being relatively close to the town centre. However, there have been some concerns relating to this site. In particular, access and parking have been issues. It has been stated that, for the people of Cam, the Littlecombe site is some distance away, particularly if there are limited parking facilities. The Rednock School site, possibly linked to its already proposed redevelopments, has also been popular with some attendees. This has been primarily due to its location between Cam and Dursley, as well as being close to Dursley town centre. It was also felt that parking would be more available on the school site. However, there were significant concerns amongst attendees regarding the school site in relation to the school controlling its availability – it was felt that this might inhibit opening hours and general usage. Furthermore, young people may be less keen to revisit a location based within the school after school hours.

6.4 SUMMARY OF CONSULTATION WORKSHOP FINDINGS

The detailed findings from the workshops are found within Appendix I. The workshops groups were business, education and training, leisure and recreation and young people.

6.4.1 General Concept of the Centre

All of the groups generally supported the concept of a new community facility, although there were some concerns that existing facilities were being underused and better co-ordination and marketing would address this. Attendees also felt that the centre should be multi-use. However, it was felt that it should not try to do too much and risk not catering for anyone's needs to a suitable enough extent.

6.4.2 Location of the Centre

There was some debate as to the best location for the centre, with some interest expressed in exploring locations other than the Littlecombe site. The other locations mentioned were the Rednock School site and the possibility of restoring the Lister Hall. Many of the groups felt that it was important to find out exactly what is proposed at the Rednock site (particularly in terms of a large hall), as well as exploring the site's accessibility during school hours. Location was also considered to be an important factor in determining what should be provided at the centre. Access to the centre and parking was of paramount concern, particularly for the business group, but this was also a concern for those hoping to use the centre to put on theatrical performances.

6.4.3 Facilities/Services within the Centre

The business group was interested in the provision of training and meeting facilities on an ad-hoc basis but did not feel there was sufficient demand for these services to be provided on a full-time basis. It was suggested that a new centre could have a useful role in providing information, advice and guidance to jobseekers.

All of the theme groups, to a greater or lesser extent, mentioned the provision of ICT facilities and ICT training. Some participants were interested in the provision of ICT facilities and Internet access for a variety of uses including recreational purposes, whereas others felt that it would be useful to provide ICT training at the centre.

The provision of a café or some other form of catering facilities was also mentioned by all of the theme groups. Some saw the inclusion of catering facilities as an important source of revenue for the centre, particularly when linked to business or training use. However, others wanted a café to be provided for leisure purposes as a place to meet socially with friends. The café idea was also linked to the promotion of healthy eating, healthy living and Fair Trade retail. In addition, some participants liked the idea of linking the café to the ICT and Internet facilities in the form of a 'Cyber Café'.

The provision of educational and training facilities was not seen as paramount at the centre but more as an opportunity to provide outreach educational facilities as required in the locality. It was felt that education and training provision at the centre should be very much demand-led and flexible, depending on local need. Education within the area, it was stated, should be provided through a new Stroud College Education Centre within Dursley, as well as additional adult education services at Rednock School through its new development. A multi purpose centre would not be large enough to include practical training facilities.

Recreational and leisure learning opportunities were highlighted as a possible effective use of the centre, and these were particularly mentioned by both the education and training group and by the young people's group. These classes should be held in the evenings to enable working people and parents to access them outside of the school and traditional working hours.

There was also an identified need for the provision of indoor sports and recreational facilities including badminton, short mat bowls, aerobics and yoga. Although there are currently exercise classes available in the area, these are limited and were seen as not being appealing to young people.

There was also some difference of opinion as to the size of centre, with some groups highlighting the need for a large hall in the area, and others feeling that this facility will be catered for at the development on the Rednock School site. As highlighted above, establishing the size and scale of the Rednock development is key in helping to identify priorities in terms of facilities to be included at the centre.

The inclusion of a cinema or film screening facility at the centre was generally viewed positively, but it should not be seen as a youth facility, rather an opportunity to screen films of interest to particular groups in the area, as well as occasionally showing films for a younger audience, perhaps during school holidays.

6.4.4 Existing/Planned Provision

Participants were keen to stress that any new development must not clash with or provide unnecessary competition for existing or planned facilities in the area. The idea of including a community café with a focus on healthy eating was seen as positive because there is not currently anything similar in the Dursley/Cam area. Similarly, although ICT facilities are available at the local library, these are limited and the provision of alternative facilities, particularly when combined with a café, would be useful.

Many of the participants felt that it was important to ensure that current facilities and provision were being used to their full extent before introducing new services to the area. It was felt that increased marketing and promotional work might help to ensure that awareness of current provision is raised and services are fully utilised. There may be a role for a co-ordination team to be based at the centre to ensure that this occurs.

6.5 SUMMARY OF GAP ANALYSIS

The full gap analysis can be found within Appendix II.

Key issues arising from the matrix and associated research included:

- There are a large number of very similar facilities within the area – these include relatively small halls and meeting rooms that are generally flexible in their use but are not particularly specialist. For example, they are often used as places for local groups and organisations to meet or are hired out for parties/social events;
- There is spare capacity amongst the majority of these facilities/locations. However, this tends to be more the case in the daytime rather than the evenings, where there is less spare capacity available. Much of the spare capacity is for ‘normal uses’ as referred to above – generic rooms for meetings or for hire;
- A small number of halls have stages available – however, these tend to be within halls of only low or medium capacity;
- In respect of the point above, only Lister Hall has capacity in excess of 200, although the new school development will include a larger hall. However, it is not fully confirmed whether this would be accessible on a regular basis for non-school use;
- The lack of a large hall could be exacerbated in the future due to the potential closure of Lister Hall in the next few years if it is not redeveloped/renovated;
- There are limited local opportunities for large-scale conferences or exhibitions to occur;

- A number of local facilities allow sport to occur, but this tends to be for clubs to utilise halls for activities such as bowling, yoga etc. There are less actual sporting facilities available to the public (as individuals, although there is the Courtyard Fitness Centre), particularly in the daytime (the main sports centre based at the school is not open to the public during school hours);
- There is not much provision whereby facilities are open for people to simply 'drop-in' during the daytime, but particularly during the evening (in terms of non-alcohol-based establishments) – this is the case for some members clubs but the only 'café' type facility is at the Library and the Fitness Centre;
- Several locations utilise ICT, but there appears to be limited access of ICT facilities for the public, with the exception of the Library;
- Some of the locations provide education and learning opportunities (notably GL11, although this is generally at capacity) but this does not appear to be widespread;
- There is no cinema provision within the local area;
- Public transport access to many of the facilities has been criticised.

Key needs for a new facility, based on the analysis above, therefore include:

- As many of the local facilities offer the same type of provision, there is a need for a 'different' type of facility;
- In particular, if the school's new hall is not suitable for regular community use, there appears to be a need for a new large hall, unless the Lister Hall can be appropriately renovated;
- This hall should have a suitable stage and associated facilities (lighting etc);
- The facility needs to provide the ability for larger scale activities such as exhibitions, conferences and potentially for craft/farmers markets etc, linking into local tourism opportunities;
- There is a need for a healthy living style café to be open all day ideally, but particularly in the evenings. This should have ICT provision for people to use at their leisure;
- There is the possibility for any new centre to provide regular opportunities for local people to undertake various sports activities, such as badminton and keep fit classes;
- It would be beneficial if a new facility could offer the opportunity of leisure learning activities that may be demanded by local people, such as watercolour classes, for example, as well as the ability to provide ad-hoc training for local businesses;
- A new facility should be able to provide occasional screening of films;
- There must be good access and public transport links to any new facility.

When developing options for a new multi purpose centre it is recommended that these highlighted gaps be addressed where possible.

6.6 OVERALL FINDINGS

In summary, key findings related to the new multi purpose centre are:

6.6.1 Views on the Proposed Multi Purpose Centre

The significant majority of respondents were very positive with regard to the centre, stating that there was a need for such a facility. This was the case in respect of the residents survey, the business/organisation survey and the focus groups. Respondents generally felt that the centre would provide the opportunity to address a range of gaps that currently exist in local provision, whilst also being of general benefit to the community. There was a view within the workshops that some existing facilities have spare capacity and services in the area needed to be better marketed and co-ordinated.

6.6.2 Potential Services within the Centre

A wide range of services were mentioned when respondents were asked what they would like to see in the centre. The most commonly referred to were:

- Facilities for young people;
- Facilities for older people;
- Practical training opportunities;
- A large hall (possibly to replace the Lister Hall);
- Meeting space;
- A café, primarily healthy eating;
- General information advice and guidance (including support for unemployed people and possible opportunities for recruitment/advertising);
- Business support, advice and guidance;
- ICT and internet facilities;
- A place to gather socially (this would include some social activities);
- A cinema/film screening facility;
- Indoor sports opportunities;
- Crèche.

It is worth stating here that, whatever purpose the centre is used for, it is very likely that it will need to provide flexibility and the ability to use spaces for different purposes at different times. However, it must also be recognised that there will be constraints in terms of space and resources, and therefore it will not be possible to provide all facilities and services that are desired by respondents. Finally, the development of a multi purpose centre must take into account existing provision in the local area in order to avoid duplication and unnecessary competition.

6.6.3 Location of the Multi Purpose Centre

In general, the preferred site for the multi purpose centre was the Littlecombe site. However, there were some concerns regarding access and public transport links to it. The second most commonly referred to location was Rednock School, which was mainly mentioned during the focus group discussions. However, there were significant concerns regarding the ownership of a centre that would be within school grounds, as well as how available it would be to the public. A number of local organisations were keen for the existing Lister Hall to be developed and become the location for the new centre.

7. PREFERRED OPTION AND RECOMMENDATION

Initial options available to the project team for the development of a new multi purpose centre included:

- The construction of a stand alone centre on the Littlecombe site;
- The construction of a stand alone centre elsewhere within the area;
- The creation of a joint facility with Stroud College, through the redevelopment of the existing Drake House site;
- The creation of a multi purpose facility within a newly refurbished Lister Hall.

Following the identification of training-related needs within the need and demand study the project steering group held discussions with local stakeholders, including Rednock School and Stroud College. Through these discussions it became clear that Stroud College, in its proposals for a new centre within Dursley, were in place to satisfy these key areas of demand. In addition, Rednock School's planned developments include additional adult education provision. Discussions with Stroud College continued, with the possibility of creating a joint education/training and community site discussed. One such site that was discussed was the existing Drake House building on the Littlecombe site. Therefore, at the time of writing a viability study is currently underway to examine the appropriateness of this building for both the purposes of Stroud College and Vale Vision.

The existing Lister Hall, located in Long Street, has a large hall and associated facilities. However, the hall requires significant repair and renovation and faces structural issues. One option would be for Vale Vision to contribute to the renovation of the Lister Hall and take over the management of it to fit in with the requirements of the multi purpose centre. The adjoining Lister Social Club would continue to operate as it presently does and would also continue to be managed by its existing owners. Discussions have taken place with the current owners of Lister Hall and Social Club.

Despite the potential for a joint facility with Stroud College at Drake House, or the refurbishment of the existing Lister Hall, the initial preferred option of the project steering group was for a new stand-alone multi purpose centre on the Littlecombe site, as detailed below.

7.1 REQUIREMENTS

7.1.1 Building Size

The size of the community facility is based upon Sport England guidelines for Village and Community Halls. It is based upon a flexible hall large enough to accommodate one badminton court, which would also serve several other purposes. The hall would be the main focus of the centre, although there would be additional facilities within the remainder of the building.

- Overall size of centre – 443m²
- Hall within centre – 180m² (18m x 10m, height 6.1m)

The diagram on page 69 provides an outline indication of the size of the hall relative to the overall building, although the costings for the building include additional meetings rooms to maximise the income generated.

7.1.2 Location

The location of the preferred option is within the 'community square' of the Littlecombe development (the old Lister site). This was the most popular site within the need and demand study, with two thirds of respondents within the resident survey preferring it (52.5% thought the site was a good location and a further 13.9% thought it was very good). Within the business and organisation survey a third of respondents felt that the Littlecombe site was a very good location for a multi purpose resource centre, just over a quarter (27.5%) thought it was a good site and 23.1% thought that the site was an average location. Only 15.4% believed the site to be poor or very poor as a potential location for a multi purpose centre. Where there were concerns relating to the Littlecombe site as a location these were primarily linked to the need for suitable access and transport links. It is anticipated that improvements to these facilities will occur through the development of the overall Littlecombe site. One of the major plus factors for the location is its proximity to the new development and the new housing within the Littlecombe site. There is a clear requirement for a community facility within the new development in order to respond to the needs of the new residents.

Alternative sites mentioned by respondents included Rednock School. However, there is already an existing community centre on the school site, the Dursley and District Community Centre. This centre has plans to renovate its facilities and currently focuses on social provision for residents (particularly hiring rooms out to local organisations and groups). Discussions have taken place with the Dursley and District Community Centre to ensure there is not duplication between its services and those of a new centre at Littlecombe.

7.1.3 Facilities and Services

Based on Sport England guidelines in terms of facilities and services could occur within a hall of the size referred to above, the hall within the community facility would be able to provide the following uses:

- Badminton
- Short mat bowls
- Gymnastics
- Aerobics/keep fit
- Martial arts
- Judo
- Yoga
- Table tennis
- Five-a-side (softball)
- Short tennis
- Fencing
- Clubs/societies
- Concerts
- Conferences/meetings
- Dance/dance classes
- Drama/film screenings
- Discos
- Receptions
- Private functions
- Auctions
- Leisure Learning

A key element of the centre will be to ensure that a full range of activities can be carried out without detriment to each other, a factor that will depend on the availability of flexible space.

- The hall will include (within its 180m²) a demountable stage (modular platforms with the option of a surround curtain), which could be used for a variety of activities such as consultations, presentations, receptions, conferences and performances. With the demountable stage erected the hall will be able to seat up to 186 people.
- Outside of the main hall the centre will also include:
 - Foyer (meeting and assembly space with display boards, vending machines and telephone)
 - An office (part of which would form a reception, the office being next to the main entrance and the foyer)

- Kitchen (this would be located to directly serve the main hall and would obviously be linked to a healthy living café if this were to be part of the centre)
- Changing facilities (male and female)
- Heating/boiler/cleaning room
- Equipment and furniture store
- Toilets (male, female and disabled)
- Three meeting/community rooms



Plan and section of an economically designed hall layout. The double set of corridor doors would allow the changing rooms to be used for stage productions.

7.2 RATIONALE

The new centre would be built to benefit the whole community of Cam, Dursley and surrounding areas, providing services and facilities that are in demand from local residents and are not provided significantly elsewhere. The centre would be of particular benefit for residents of the 600 new homes on the Littlecombe site and the 150 adjacent new homes.

The need and demand study showed general support for the concept of a new centre, with 88.6% of residents surveyed stating that there was a need for a multi purpose centre in the Dursley/Cam area. There was also general support for the concept amongst the focus groups, from local businesses and organisations, and within the consultation event. In addition, there is a clear requirement for a community facility amongst the new 750 homes within, or close to the Littlecombe development. One of the key potential benefits of the centre within the need and demand study was seen to be the creation of a hub within the community, as well as the provision of facilities for people of all ages. Whilst there was a view that the centre should be multi-use, there was also a recognition that it should not attempt to provide too many facilities.

7.2.1 Facilities and Services within the Centre

Based upon the preferred option detailed in the previous section, the uses of the centre will include:

- Indoor sports and leisure provision, to include:
 - Badminton (one court)
 - Aerobics/keep fit/yoga
 - Table tennis

If required and demanded, the centre would also be able to provide the following:

- Short mat bowls (three lanes)
 - Gymnastics
 - Martial arts
 - Judo
 - Short tennis
 - Fencing
 - Soft ball practice for a number of additional sports
- Cinema/film screenings – occasional screenings;
 - Performances, utilising the demountable stage and the ability to seat up to 186 people;
 - Private functions/social events;
 - Catering provision for users if required;
 - Meetings and consultations;
 - Conferences and exhibitions.

The main hall would be a sub-dividable and flexible space, enabling partition and a range of different uses outlined above.

7.2.2 Avoiding Duplication

Before outlining the demand for the services within the centre, it is important to explain reasons for omitting certain activities or facilities identified within the need and demand study. A significant area of demand within the study was the requirement for a **large hall**, possibly to replace the existing Lister Hall, which requires significant repair and renovation. The desired hall would ideally need to seat 300 people with a permanent stage, primarily to cater for the performances of the Dursley Operatic and Drama Society (DODS) and the Dursley Male Voice Choir. Following the consultation event and discussions with Rednock School, it became apparent that the School is developing a large hall within its redevelopment proposals. The main hall is planned to be 365m², which would accommodate over 400 people as well as a stage, whilst a smaller hall of 195m² is also planned. The School is to clarify whether these halls can be linked. The hall will be available for general use outside of school hours and also within school hours at certain times. In light of the School providing this facility, and the fact that the Lister Hall is still operational, it was felt unnecessary to include a large hall within the new centre, particularly when considering the high costs of construction and maintenance of such a facility.

Another key area of demand centred around **education and training provision**, for individuals and businesses. Key elements of this included general training facilities, practical/vocational training facilities, and ICT-related training. Over a third of respondents expressed an interest in undertaking education, training or recreational courses, with over half of these wishing to undertake this within a community venue or learning centre (particularly in the case of females). When asked their view on facilities to be provided within a new centre, 37% of residents stated that training provision was important and 14% felt it was very important. The business and organisation survey also highlighted demand for training in relation to health and safety, ICT, food hygiene and customer care. When considering this level of demand for local education and training the project steering group held discussions with local stakeholders, including Rednock School and Stroud College. Through these discussions it became clear that Stroud College, in its proposals for a new centre within Dursley, were in place to satisfy these key areas of demand. In addition, Rednock School's planned developments include additional adult education provision.

A further demand outlined within the need and demand study was activities for elderly and young people, as well as social activities. In terms of **young people**, the existing youth centre in Dursley will no longer be operational from the near future. However, a new youth-specific facility is planned. This will therefore provide activities entirely for young people. Whilst the multi purpose centre would not provide activities specifically focused at young people, the majority of its facilities and services will be suitable for this age group and they will certainly not be excluded. The consultation event also established that there was no desire for the multi purpose centre to be focused solely on young people. In relation to **elderly people and social activities**, the gap analysis has outlined that there are a vast range of facilities providing opportunities for groups and organisations to meet, many of which provide social activities for all age groups, including elderly people. The Dursley and District Community Centre, in particular, is the meeting point for a large number of local groups and societies.

Whilst not a major finding from the need and demand study, the focus groups and consultation event did provide some support for the possibility of **health-related services** in the centre, mainly the promotion of healthy living. Clearly the indoor sports opportunities and the potential for exercise classes will provide support for this, as would a healthy living café. However, discussions have established that new medical/health provision is to occur within Dursley, led by the PCT. This will therefore provide some of these additional desired health and social care services, such as general health advice and counselling, for example.

The developer of the Littlecombe site is also planning to provide a **crèche/childcare facility**. Therefore, it is unviable for the centre to develop its own crèche. Although not a major factor within the need and demand study, it is clear from consultation work and through the gap analysis that Kingshill House provides a significant level of **arts and crafts-related provision**.

7.3 DEMAND FOR FACILITIES

The findings from the need and demand study are detailed in full within a separate report. This section highlights the rationale for including the aforementioned facilities and services within the new centre.

Indoor Sporting Facilities: The various consultation methods have outlined the need for indoor sports provision, particularly within the daytime. The focus groups and consultation events included several references to the need for improved indoor sports opportunities to be available in the daytime. The resident survey asked the question of what services were needed locally that could be housed within a resource centre. In terms of each respondent's most favoured response, nearly a fifth of all respondents referred to sports or leisure facilities, including table tennis, keep fit and badminton (respondents were not provided with a list of answers here, they had to provide their own response). This does not include the even greater figure of respondents who referred to activities for young people, which could clearly include indoor sports facilities.

The main sports centre in the area is based within the Rednock School campus and has both indoor and outdoor facilities. It is a dual facility and is only open to the community at evenings, weekends and school holidays. The gap analysis indicates that there is very limited indoor sports provision elsewhere in the locality, particularly in the daytime during the week. For example, it has been commented that people have to go to Stroud or Berkeley for badminton facilities at these times. Dursley does have a private fitness centre but this is seen by many as too expensive for the occasional game of badminton or other similar activities. A number of local facilities, primarily in surrounding villages, provide opportunities for sport but this tends to be for existing clubs/groups to utilise halls for activities such as bowling and yoga, whereas there are less actual sporting facilities available to the public to use on a 'drop-in' basis. Therefore, the sports facilities at the new centre would be available for people to use on a one-off basis rather than joining specific clubs. In addition, there are no specific indoor sports facilities close to the new Littlecombe development for the residents to access. Short mat bowls currently takes place at the Lister Hall. If this facility became unavailable the new centre would be able to provide a location for this group.

The provision of indoor sporting activities and facilities is of obvious benefit to the health of the local community and supports key healthy living objectives. For example, badminton has been named as one of the ten England priority sports. Sport England has stated that it will work closely with the Badminton Association of England in the future and also highlights several funding initiatives linked to the sport.

Cinema/Film Screenings: There is no cinema facility within Cam and Dursley, meaning that residents have to visit neighbouring locations such as Gloucester or Stroud to view films. This can be difficult for those without their own transport, due to the limited public transport at certain times of the day. This also represents a particular problem for younger people, who are less likely to have their own transport. A cinema/film screening facility would be aimed at all ages, with a possible focus on films for certain age groups at certain times (for example, films for young people within school holidays). The resident survey highlighted that 30.4% of respondents felt that a film screening facility would be important to any new centre, whilst 14% felt it would be very important. It would also be possible for Stroud College, if it were part of a joint building, to book the facility if required.

Intermediate sized Hall with Stage: The current Lister Hall site can seat 350 people, whilst the planned large hall at Rednock School is likely to seat over 400 people. The gap analysis indicated that only two other locations, both in Cam (Cam Memorial Hall and Cam Congregational Church), can seat over 150 people. Therefore, whilst the need for a very large hall is to be fulfilled by Rednock School, there is a gap in terms of a community facility holding over 150 people (the majority hold up to 100). The proposed centre at Littlecombe would be able to seat 186 people in addition to a demountable stage. This will clearly enable local groups, organisations and businesses to hold larger events such as conferences, consultations, exhibitions and performances. The need for a large hall, exhibition hall and meeting space was a specific outcome of the need and demand study.

For example, 31.4% of respondents to the resident survey identified a large hall for special functions/events as being important within a new facility, whilst 16.6% stated it was very important. In respect of meeting space, 31.4% felt this was important and 12.6% commented that it was very important. The possibility of utilising the hall for 'different' events has been discussed, including specific exhibitions to encourage people to visit Cam and Dursley. This could be linked to increased tourism and also aimed at people walking the Cotswold Way to encourage them to stop over in the area.

Exhibitions, Conferences, Consultations, Meetings and Private Functions: The size of the hall would allow for it to be used for a range of activities and events, such as exhibitions, conferences, consultation events, private functions and meetings. This has partly been discussed in the paragraph above, and would be relevant to both the resident and business communities. The gap analysis indicates only a very limited number of halls with room for over 150 people with the exception of the two very large facilities in the form of Lister Hall and Rednock School. When surveyed, 50% of businesses and organisations stated that exhibition space within a new centre would be useful, important or very important, whilst the same figure was over 75% for residents. The figure for businesses and organisations favouring a large hall for special functions/events was 53%, whilst it was 84% amongst residents. When asked what they felt were the key services required within the local area, business and organisation respondents included meeting space and exhibition space within their three most referred to services.

Overall, 27% of business respondents said they would use a new centre (23% said they were unsure if they would or not) and 67% of organisation respondents said they would use the centre (17% were unsure), with the most popularly referred to uses including meeting room space and exhibitions, whilst the focus groups and consultation event also identified consultation events as a specific use for a new centre. Clearly, facilities available for businesses would also be beneficial for new businesses locating on the Littlecombe development, which would be in close proximity to the new centre.

7.4 FINANCIAL PROJECTIONS AND ASSUMPTIONS

This section provides a summary and breakdown of the outline financial assumptions contained in Appendix III of this report. The financial model comprises:

- A short summary of the centre's first year start up and revenue costs;
- The estimated construction costs for the centre;
- A summary of the centre's potential income at varying degrees of usage;
- Expenditure assumptions for the first three years of the centre's operation;
- A summary of the centre's three year income and expenditure account.

7.4.1 First Year Start Up Costs

Construction Costs

The construction costs are based on a centre of 443m² with the floor spaces based upon the Sport England model, although providing additional space in order to maximise potential rental income that may be derived. These include the following:

- Sports Hall - 180m²
- Changing Rooms – 2 x 12 m²
- Meeting Rooms – 3 x 30 m²
- Kitchen - 14 m²
- Reception/Foyer – 30 m²
- Office Unit/Management - 7m²
- Boiler/Plant/Cleaning - 10m²
- Toilets (including disabled) – 3 x 8m²
- Circulation Space - 22m²
- Equipment Store - 42m²

Due to uncertainties regarding the size of site that may be available for the construction of the centre, any outdoor space such as car parking, bike lockers and garden have not been accounted for in this model.

The construction costs are based upon standard prices, at a regional index, for specific uses for each part of the building (e.g. costs for sports hall, costs for toilets etc). These prices were derived from the *Spon's Architects' and Builders' Price Book 2006*. Spon's provides lower, upper and an average construction cost, and the following allowances were also made:

- 15% for fixtures, fittings and external work
- 15% for professional fees
- 20% additional allowance for 'abnormals/contingencies'

Based upon these assumptions, the estimated construction costs of the new centre would be:

- Lower cost = £448,703
- Upper cost = £681,776
- Average cost = £565,239

Total First Year Start Up Costs

Based upon the above construction costs, and taking the annual running costs of the centre into account (detailed below), the first year start up costs for the centre would be as follows:

- Lower cost = £533,133
- Upper cost = £768,316
- Average cost = £656,161

This therefore demonstrates that funding in the region of £650,000 would be required for the initial construction and first year running costs for the centre.

7.4.2 Revenue Costs

Appendix III shows the expenditure assumptions for the first three years of operation of the centre, taking inflation at 2.5% into account year on year.

In terms of staff costs we have assumed the following:

- Manager - £25,000/year
- Receptionist - £15,000/year
- Caretaker - £15,000/year

Based upon these annual salaries, we have also accounted for the following:

- Leave requirements for Manager and Receptionist, hence these are costed at a multiple of 1.25 for each position;
- The caretaker position is part time and is therefore costed at a multiple of 0.33;
- On costs included at 15%;
- Pension costs included at 6%.

Therefore, staff costs account for the majority of annual expenditure and, for the first three years taking into account inflation, are assumed at:

- Year 1 = £66,489.50
- Year 2 = £68,151.74
- Year 3 = £71,601.92

Other costs including a range of items such as insurance and utilities, are based upon our experience of similar centre elsewhere. These therefore increase the overall total annual expenditure costs to give the following figures:

- Year 1 = £84,429.50
- Year 2 = £86,540.24
- Year 3 = £90,921.34

7.4.3 Income Assumptions

This section examines the potential income that could be derived from the activities provided within the centre, at 70%, 50% and 30% usage. These are summarised within the table below:

Activity	Cost
Sports Hall use	£6 per hour, £3.50 junior
Aerobics	£3 per hour
Meetings	£5 per hour
Social Functions	£10 per hour

Currently, there are no prospective core tenants secured for the centre. Therefore, we would envisage the centre opening for the afternoons and evenings. As an example, this is a projection based on opening times of 2.30pm - 9.30pm from Tuesday to Friday and 9am – 6pm on Saturday. In addition, the centre may open longer in holiday periods although this is not used for these projections as additional staff or volunteers would have to be recruited.

Sports Hall

The peak times for use of the sports hall would be afternoons and early evenings.

Total community hours available = 1,924 hours per annum

Senior use (65%) = 1,250.60 hours per annum

Junior use (35%) = 673.40 hours per annum

Senior hours available times cost of hall per hr (1,250 * £6) = £7,500

Junior hours available times cost of hall per hr (673.40* £3.50) = £2356.90

Total potential income = £10,036.90

Income at average use 70% - £7,025.83

Income at average use 50% - £5,018.45

Income at average use 30% - £3,011.07

Assuming 70% capacity utilisation, this would leave a maximum of 30% for other uses.

Aerobics:

Aerobics would take place in the sports hall. For this projection we shall assume aerobics sessions take place three evenings a week throughout the year, each session lasting an hour. This equates to three hours per week for 52 weeks a year. Aerobics would cost an estimated £3 per hour but sessions would have to be run by a trained aerobics instructor.

Total community hours available = 156 hours per annum

Assuming a maximum of 30 people can attend a session at a cost of £3 each this gives a potential income of £14,040. However, the aerobics instructor is likely to be paid a flat rate of around £25 an hour regardless of attendance.

Income at average attendance 70% - £9,828 (- £3,900) = £5,928

Income at average attendance 50% - £7,020 (- £3900) = £3,120

Income at average attendance 30% - £4,212 (- £3900) = £312

Social functions:

Social functions would also take place in the sports hall such as children's parties. Assuming a booking a week for 2 hours this would generate:

Total community hours available = 104 hours per annum

Total hours available times cost per hour (104 * 10)

Total potential income = £1,040

Income at average use 70% - £728

Income at average use 50% - £520

Income at average use 30% - £312

Meetings:

Three meeting rooms are projected to be available for the centre at all opening times for the centre. The meeting rooms can also be used for a number of uses including a crèche, exhibitions, dining clubs, etc. Larger functions would have to use the sports hall rather than the meeting rooms.

Total potential hours = (37 * 3 * 52) = 5,772 hours

Assuming a cost of £5 per hour for meetings this generates:

Total potential income = (5,772 * 5) = £28,860

Income at average use 70% = £20,202

Income at average use 50% = £14,430

Income at average use 30% = £8,658

In practice, rental rates for the meeting rooms may have to be discounted for regular users and for community groups. As there are three rooms potential usage is not projected to be high and probably less than 30%.

Other potential incomes

The income sources detailed below, while having some potential to be included within the centre's usage, have not been included within the income assumptions as it is considered that the income that they will generate is minimal and therefore will have a negligible effect on the income and expenditure summary.

Vending machines:

Vending machines can be rented for around £10-£15 per week. There is potential for income to be generated that would be split between the vending supplier and the centre. However, income depends on volume of sales and so it is difficult to estimate the potential income that would be generated. It is preferable at this stage not to estimate the income that could be generated from provision of refreshments such as from vending machines as there are a number of variables that would have to be considered.

Cinema screenings:

The centre has the option of contracting out cinema screenings to private organisations or conducting their own. These touring cinemas typically host conduct around 10 films a year for a centre. Equipment to conduct cinema screenings is likely to cost around £5,000.

Ten events per year assuming a maximum attendance of 50 people charging £4 per screening would generate:

Total potential income = $(10 * 50 * 4) = £2,000$

Income at average attendance 70% - £1,400

Income at average attendance 50% - £1,000

Income at average attendance 30% - £600

As the equipment cost would cost around £5,000 more than ten events would need to take place per year. However, ten events is a reasonable number for the community given the likely demand. For this reason it is recommended any cinema screenings are contracted out, at least initially, and demand assessed to monitor whether there is enough demand to conduct more than ten screenings a year. Therefore, they have not been included in the income assumptions.

7.4.4 Income and Expenditure Summary

The income and expenditure account shows the projected profit and loss account for the first three years of the centre's operation operating at 70%, 50% and 30% utilisation. Even when operating at 70% utilisation the centre would make a significant loss of approximately £50,000 in each of its first three years of operation. Although there may be potential to increase the income derived from social functions and meetings we would anticipate that this would not reduce the deficit significantly. The deficit clearly increases with decreasing levels of utilisation of the centre. The only means of reducing this would be to dramatically reduce the staffing costs shown in the assumptions but this would rely up on the use of volunteers and we would not consider this the most practical option. The other alternative would be to secure a core tenant for the centre to provide a regular income stream. In addition, there is a lack of certainty regarding the funding sources for the initial construction of the centre. Therefore, the centre is unviable in both capital and revenue terms and would need to rely on a significant level of public subsidy.

7.5 RECOMMENDATIONS

Given the fact that the financial projections demonstrate a significant lack of financial viability in both capital and revenue terms for a new stand-alone centre on the Littlecombe site, we would recommend that alternative options are pursued.

Other suitable options that could be pursued include:

- The development of a joint facility with Stroud College, through the redevelopment and renovation of the existing Drake House site (a viability study to explore this is currently ongoing);
- The creation of a multi purpose facility through the redevelopment and renovation of the existing Lister Hall building.

The first of these two options is clearly dependent on a favourable outcome from the ongoing viability study. While we would not wish to discount this completely at this stage, Drake House may not lend itself to community use, particularly sports-based activities, and it may be more appropriate for other uses.

We would therefore recommend that the Lister Hall site is more suitable. This is based upon the benefits of renovating the existing large hall and therefore helping to maintain its existing activities as well as providing considerable scope for the provision of additional ones. The Lister Hall is also in a favourable location close to the centre of Dursley, and is therefore easily accessible to the majority of the community.

APPENDIX I WORKSHOP FINDINGS

VALE VISION WORKSHOP FINDINGS

This document outlines the key findings from a consultation and workshop event held at Rednock School on Thursday 7th September 2006. The event was undertaken to obtain the views of local residents and stakeholders in relation to a proposed new multi purpose centre for Cam and Dursley. This followed on from a series of consultation stages carried out by WM Enterprise Consultants, including a household survey, a business and organisation survey and eight focus groups. Following an initial presentation of findings to date by WM Enterprise, members of the audience split into relevant ‘theme groups’ to discuss their ideas for the proposed multi purpose centre. The discussions are detailed in relation to each of the four theme groups.

1.1 BUSINESS WORKSHOP

1.1.1 Views on the Findings to Date

Participants in this group were generally supportive of the centre. However, they felt that the centre should be multi-use rather than single use, as well as being adaptable and flexible enough to fit with what is already available in Dursley. The centre needs to offer something different and provide it in a different way. There is a danger that, while it will set out to be multi purpose it will not actually be this, and there is also a danger that no-one’s needs will be addressed.

The loss of the Education Centre when Sainsburys is built will mean a requirement for practical and vocational training and it is imperative that it is replaced. However, this could be provided at Kingshill House and there has been discussion over the construction of a new centre, although this could otherwise form part of the new centre.

1.1.2 Location of the Centre

There was some debate regarding the most appropriate location for the centre. Some respondents felt that the Littlecombe site was the most appropriate as it is a lot closer to the town than people realise and is within walking distance. Also, new walkways are to be developed as part of the new housing development, which means that the focus of the residential areas of the town is shifting that way. However, concerns were raised that parking may prove to be a problem with the Littlecombe site, which is essential for business users. Some members of the group were not fully convinced that Littlecombe would be the best site for the centre.

1.1.3 Views on Services linked to the Business Theme

It was discussed as to whether there may be business opportunities for local companies when the centre opens, although the consensus view was that this would be limited. Parking is a very important issue if the centre is to provide services for businesses.

If the centre were to provide business services, these would be ideally located close to the centre of the town. However, it was felt that there would not be sufficient demand for permanent training provision for businesses at a centre, although a meeting room for ad hoc training courses and events for business may be useful. Nevertheless, these are already available in the town. For Health and Safety and other types of business training, there are already other local providers, for example ‘GL11.’

Business Link is obliged by the local council to provide a presence in Dursley, but this would be hard to fund on a full-time basis and Business Link would be unlikely to have the resources to provide this. It may be possible to get a regular, once a week, workshop or event hosted by Business Link, but it currently provides this from the library, which is a suitable venue.

Parklife, an LSC funded organisation, also currently work in the region providing businesses with information, support and training, and could be encouraged to have a presence in the new centre.

Jobcentre Plus works on the basis that users should now look online for information on vacancies, making the service more accessible and reducing costs in terms of paid staff. They are unlikely to put any money into such a facility. However, there are queues to get onto

available computers, and the new Jobcentre Plus system was considered to be 'not the best.' This causes various issues for users, such as people not being ICT literate, and there is a need for face-to-face advice on available jobs and training. The group was unsure of the effect that this had created on advertising and recruitment for vacancies. It was commented that:

- The centre could provide information, advice and guidance for employment;
- An ICT suite would be fundamental to the centre, linking to the Jobcentre Plus closure, and would be truly multi purpose, for leisure, education, employment and training uses. While ICT is available at the library currently, it is relatively restricted;
- In relation to childcare/crèche, there was concern over possible duplication with other services in the town;
- The loss of the Youth Centre was felt to be a concern and there will be a need for replacement activities for young people – ICT provision will fill this gap to a degree;
- It was also felt that young people should be encouraged to link with businesses, most specifically the music industry, as this is currently under represented;
- Young people are important – the Youth Service should provide after-school and social clubs at the centre for them. It is also important that youth facilities be made available away from the Rednock School site;
- Catering is essential, and may provide a revenue source, and the centre could host social events where people may go to rather than to a pub, which is currently the only socialisation available in Dursley, which does not suit all.

The following types of business-related provision were identified as being useful for inclusion in the centre:

- Business support needs to be available at variable times to suit different types of businesses, for example, during the evenings for retailers;
- Networking events would also be important, as it has recently been noticed that businesses in Dursley fail to communicate and share concerns over common problems;
- There could be a flexible space – a hall that could be separated by dividers and sliding doors, and should not be smaller than the room in which the presentation and workshops were held for this consultation exercise;
- ICT suite – could form a separate section of the building, and having computer units that could be locked away after sessions have finished to solve security issues. ICT provision solves many issues as it is restricted at school and often in the home. It can provide training and employment guidance, after-school clubs, and also leisure and recreation through a cyber café.

1.1.4 Views on Existing Provision

It was generally felt that other centres in the area were not running at their capacity and could potentially provide the services proposed for the new centre. Kingshill House, whose representative joined the group, provides the following services amongst others:

- A training venue for Gloucester Police;
- County Council and District Council users;
- Sure Start;
- Cotswold Vale Talking Newspaper;
- More than ample parking provision.

The centre is trying to establish itself and is not running at capacity. If the new centre were to provide space for services/events in the daytime, it would duplicate and represent adverse competition.

The local Dursley and District Community Centre is viewed as being under-used, and there was a feeling that people would rather not undertake training within a school site, where it is currently located.

- The School is looking to provide community provision, and it was felt that better use could be made of its facilities out of school hours;
- A big hall for concerts and similar events is needed, and would support other businesses in the town by attracting people to it. However, the refurbishment of Lister Hall would provide such a facility;
- It was asked if the money proposed for a new centre could be used to make such improvements to existing centres, enabling them to expand their provision and make it more attractive to service users;
- It was also thought that, as Dursley is growing and changing, there might be potential for business expansion, which may mean a requirement for further business support, including for those moving into new residential areas that are already self-employed.

1.2 YOUNG PEOPLE'S ISSUES

An in-depth discussion was held around this topic. However, it was explained that although understanding the youth context of the provision was important, the group was also able to discuss wider usage and issues relating to the centre.

1.2.1 Views on General Concept and Vision

The group felt that a new community space was needed for the area and the idea of introducing a new facility was backed by all group members. The idea of a multi purpose centre was also strongly backed, as opposed to a centre for one specific activity.

One of the largest gaps in provision in the local area is a facility that caters for performing arts and young people. Additionally, there is a need to fill the gap created by the demise of the Lister Hall.

The need for a large, multi purpose space was stated. This would need to be an adaptable and flexible space that would be suitable for a wide range of uses. The participants were keen for the space to be able to be divided into smaller, self-contained areas, or to have the alternative of smaller additional rooms. The building needs to be good quality and something that makes people feel valued. If the design and quality were poor then people would be less willing to use it. People want something that fits in with the rural setting but is of an aspirational design of the type you would get in a city such as Bristol.

It was felt that the building needed to be hard wearing so that it would not become scruffy from wear and tear. The centre would need to be open into the evening. If it shut at 5pm, then it would be pointless. The ideal opening times would be 10am-11pm.

1.2.2 Views on Services Linked to the Young People's Theme

Participants were asked to specify services that they would like to see included in a new facility. Drama, dance and music were all identified as potential uses of the centre.

They felt that there is a need for a place for young people to go, but which could also be used by families and older people. The project must appeal to a broad cross section of the public and as such, a pleasant atmosphere would be required that could be enjoyed by a range of people.

A community café should be a key part of the centre. This would be a place where you could get fruit juices, smoothies, healthy, good quality food and light snacks. This would tie in to a theme of promoting healthy living, without being too blatant about 'healthy food' in its publicity and image. The community café should have a 'café bar' feel. This would be accompanied by an arts ethos where work could be displayed and local cultural events could be held. The café area would also have sofas and magazines in order to provide a comfortable and inviting space for people to spend time. Participants were keen to stress that it should not be branded as a youth café but rather seen as a place where everyone is welcome.

A possible licence for alcohol was seen as a positive possibility. This would need to be controlled within the context of the environment of the centre. It was believed that if it was marketed as a community, health and arts venue this would not lead to an environment that was abused in terms of people using it as an out and out bar.

A health use for the centre was viewed as being a positive idea. This could take the form of an area where Pilates and yoga classes could be held. It was believed that, although there are other facilities offering classes of this type, they tend to attract older people and not young people. Price was seen as a key factor in excluding younger people. Low prices could be an element of activities at the centre that would help to differentiate them for younger people. There could also be more youth friendly marketing around the activities at the centre.

Other possible facilities and services that could be provided at the centre included night classes and the hiring out of rooms to local groups and businesses.

It was thought that a cinema would not appeal to younger people, as this would be seen as second best to a major cinema in a larger town or city. It was felt that it would be appropriate to make the facilities open to a local interest group who could use the centre to screen films as a special event night or as part of a local society. These events could be more adult rather than young people focused. The facilities may also lend themselves to use for screening occasional films for young people during summer holidays.

The participants felt that it would be good to get young people involved in the design of the centre. This would include detailing the concept, aesthetics and factors such as sofas and furnishings.

1.2.3 Existing/Planned Services

Participants were asked to consider the services they were interested in seeing provided at the centre in the context of existing and planned services in the local area. This was in order to help identify where genuine gaps in provision exist and to ensure that services be shaped according to demand.

Rednock School is set to expand in the future, and improved facilities will become available as a result. It is unclear what these will include but there will be a focus on drama, dance and music.

There is also a plan for a dedicated youth centre elsewhere. This would be a place for young people to call their own. It was not believed that a youth club would be a suitable use for a multi-use centre. It was believed that a dedicated facility is needed to offer the required service to young people.

The community café idea was supported by the lack of similar facilities in Cam or Dursley. The only entertainment and food venues are pubs, chip shops, Indian restaurants and kebab shops. There are no environments that provide a multi-age/gender atmosphere with a healthier emphasis on the food and drink that is served.

There are health and leisure classes locally but these are limited, full, and not appealing to younger people. However, there are no health promotion facilities in the area. There are GPs' surgeries but a significant gap in organisations promoting healthy lifestyles. This includes sexual health, as well as sports and leisure activities.

There are several parish halls in the area, but none were seen as comparable to the types of service that were required within this centre.

1.2.4 Location of the Centre

Access and parking were seen as paramount concerns in terms of where the centre should be located. The Littlecombe location was seen as ideal when it was put in the context of plans for local developments. It was felt that the new centre needed to be joined up with the rest of Dursley and Cam through cohesive development of the surrounding area.

1.2.5 Centre Management

The café aspect of the centre would bring in revenue, whilst the room hire could do likewise. Therefore, it was felt that it was compatible with being operated as a model of social enterprise.

The adaptability of the facilities and space should enable the centre to include a large amount of local community organisations in managing and operating the centre. It was seen as positive to engage a number of community organisations within the management of the centre.

The Gloucestershire Food Vision organisation promotes and supports the production and sale of healthy food and community health outlets; it could be a key partner in the community café concept.

1.3 EDUCATION AND TRAINING WORKSHOP

1.3.1 Views on General Concept and Vision

In general, attendees commented that the centre could not be too diverse and must not therefore cover too many different types of provision. There was a view that there was no real need for a new centre, rather a need for better communication and promotion of existing provision and facilities within the area.

1.3.2 Views on Services Linked to the Education and Training theme

A lack of community facilities was seen as more of an issue than training and education facilities. Attendees felt that there was not a significant need for a new education and training facility in the area. This was due to existing provision and also new developments – the main two new developments being:

- The Adult Education Centre at Rednock School – this will be built separately from the school so that it is not within the main school grounds. It involves key providers such as Stroud College.
- The creation of a new multi-skills/construction skills training centre within Dursley (to incorporate Stroud College) – it was felt that this would contain the provision of specific practical skills training opportunities.

As a result of this, it was felt that the best usage of a new centre in relation to education and training would be through an extension of existing outreach provision in the area, rather than the creation of specific training facilities or workshops (practical training facilities would require a large site probably outside of the scope of this centre). It was commented that there are no suitable locations in that part of Dursley (around the Littlecombe site) to accommodate outreach training. The type of outreach training would depend on the need. There are many current providers of outreach training in the area. These were cited as including The Learning Community, Stroud College, GL11, and private providers.

It was felt by one attendee that there was a significant need for ICT provision at any new centre. This would be in two forms:

- An internet/healthy living café with the provision of Internet facilities, primarily for leisure purposes (this would need to serve healthy food and stay open into the evening);
- The provision of ICT in respect of actual ICT training (possibly through outreach opportunities as referred to above).

Whilst no obvious providers were evident to the group, it was felt that local organisations/groups might be interested in running such a facility as a social enterprise. It was also felt that some training for local businesses, depending on demand, could be provided at the centre, such as health and safety. There were mixed views on whether the centre could include business support provision – it was felt that this would depend on statutory providers such as Gloucestershire First and Business Link, but it was questioned as to whether there would be enough demand for a regular service of this nature in Cam/Dursley.

Another area of training where there was perceived to be a gap was leisure learning. An example cited was watercolour classes. It was felt that there was not specifically a need for a new location to deliver this, just a need for somebody to actually provide it. However, it could be provided at a new centre.

A final area of training referred to included capacity building support for local groups and organisations – this included financial support and support in developing the organisations in non-financial aspects.

Childcare/Crèche: A brief discussion occurred regarding the difference between childcare and a crèche. There were mixed views on the need for this facility. The 600 new homes close to the Littlecombe site will be accompanied by a crèche facility, whilst the new developments at Rednock School will also have a crèche. However, some attendees felt that a new centre would benefit from its own crèche facility – GL11 stated that it would be interested in developing a crèche as a social enterprise at the new centre. However, it was felt that more research into existing crèche and childcare provision was required in order to ascertain the level of demand for these services. GL11 also stated that it would be interested in forming part of a management group for the new centre.

Large Hall: The new developments at the School are to include a large hall that would be able to expand to accommodate between 300 and 400 people for relevant occasions/performances. This will be available in the evenings for the local community. The group felt that, with this new facility, as well as Kingshill House, it would not be viable to have a large hall at the new multi purpose resource centre. A large hall of this size would need to be used on a very regular basis to justify its cost.

Therefore, attendees believed that the new centre would be better to include a relatively large flexible area (but not a large 300+ auditorium) that could be used for large business meetings as well as facilities such as badminton, keep fit and yoga. It was felt that there was no need to include significant sports facilities at the centre due to other existing and planned provision, but the ability to provide facilities such as badminton and keep fit (which could be provided through adapting a flexible space) would be beneficial.

The issue of daytime access to the Rednock facility (in respect of its large hall) was raised and this would need to be investigated before a decision on the size of the new centre is made.

Joint Working and Promotion: The group felt that the area needed greater levels of joint working. They commented that there were already many facilities and opportunities, but there appeared to be a lack of cohesion with regard to these, as well as a lack of overall awareness of them. It was felt that a central point of contact was needed whereby one organisation could be approached by everybody and would then be able to signpost them to all opportunities available in the locality. This could include education and training opportunities, the booking of local meeting rooms etc.

There are presently a number of services within Dursley that are available at limited times during the week, such as a one-stop shop, general information and the Citizens Advice Bureau. It was felt that this type of provision should be as local as possible, so any of this that could be provided at the new centre would be beneficial for the area that the new centre is based in. Once again, it was commented that there are a lot of facilities available, but that they tend to be underused.

1.3.3 Location of the Centre

Some of the attendees stated that it would be much more beneficial to have new facilities, particularly education and training, above the new Sainsbury's supermarket. It was hoped that local councillors might be able to meet Sainsbury's to discuss this.

Questions were raised as to how expensive it would be to refurbish the Lister Club, whilst the problem of parking at the Lister Club was also highlighted.

1.4 LEISURE AND RECREATION WORKSHOP

1.4.1 Views on findings to date

A general concern of the attendees of this group was the location of the proposed centre, with some interest expressed in exploring other location options other than the Littlecombe site, such as the Rednock School site and the refurbishment of the Lister Hall. The location of the site was also considered to have an impact on the type of facilities/services that should be provided at the centre, as it was felt that some facilities were only required in certain parts of the town.

It was considered fundamental to link the development of the centre to the development at Rednock School regardless of whether or not the Rednock site is used to house the centre. The participants also emphasised the need to consider not only current provision and demand for services but also to take into account future demand for services, and indeed future capacity to meet that demand, particularly as a result of the new housing developments at Littlecombe.

1.4.2 Services Required at the Centre

One of the key issues coming out of this workshop was the need for a large community facility in the Dursley/Cam area. It was felt that building a smaller facility would only unnecessarily compete with existing facilities and would not offer anything new or different to the community. A number of participants felt that the centre should provide a replacement for the Lister Hall.

It was also agreed that the centre should be multi-use and have flexible facilities that could be adapted for a number of different uses. A number of suggestions were made as to how the centre could be made as flexible as possible, with these including the use of a retractable staging, and seating, as well as the use of screens and dividers to break the space up, when required.

1.4.3 Views on Services Linked to the Leisure and Recreation Theme

The following facilities (linked to leisure and recreation) were mentioned as important or useful for inclusion in the centre:

- A cinema screen;
- A mothers and toddlers group to serve the new housing development in Littlecombe;
- Exhibition space;
- A performance space for dramatic and operatic performances;
- A café or bar.

It was also felt that the centre could be used as a venue for daytime recreational activities such as short mat bowls, aerobics classes and badminton but there was some concern that this use could conflict with business or educational uses of the premises.

The DODS group would like to see a replacement for the Lister Hall, which would provide it with the space and facilities required to stage performances. This includes not only a stage and large seating capacity but also dressing rooms, backstage toilet facilities, make-up room, lighting facilities and a bar/function room for intervals. The Male Voice Choir requires a space for both rehearsals and performances.

A large hall was considered to be of great importance to the group and the provision of such a space would be a unique asset to the community and would attract new services and facilities to the area.

The group also felt that there was a need to raise aspirations as to the type of facilities that can be provided in the locality. They felt that the provision of a good, large multi-use centre would enable Dursley/Cam to attract new business to the area, as well as providing a venue for touring performances, exhibitions, and for events such as farmers markets or fair-trade retail.

1.5 CONCLUSIONS

1.5.1 General Concept of the Centre

All of the groups generally supported the concept of a new community facility, although there were some concerns that existing facilities were being underused and better co-ordination and marketing would address this.

Attendees also felt that the centre should be multi-use. However, it was felt that it should not try to do too much and risk not catering for anyone's needs to a suitable extent.

1.5.2 Location of the Centre

There was some debate as to the best location for the centre, with some interest expressed in exploring locations other than the Littlecombe site. The other locations mentioned were the Rednock School site and the possibility of restoring the Lister Hall. Many of the groups felt that it was important to find out exactly what is proposed at the Rednock site, as well as exploring the site's accessibility during school hours. Location was also considered to be an important factor in determining what should be provided at the centre. Access to the centre and parking was of paramount concern, particularly for the business group, but this was also a concern for those hoping to use the centre to put on theatrical performances.

1.5.3 Facilities/Services within the Centre

Each theme group was asked to consider the services and facilities they would like to see provided at the centre, particularly in relation to their particular theme.

The business group was interested in the provision of training and meeting facilities on an ad-hoc basis but did not feel there was sufficient demand for these services to be provided on a full-time basis. It was suggested that a new centre could have a useful role in providing information, advice and guidance to jobseekers.

All of the theme groups, to a greater or lesser extent, mentioned the provision of ICT facilities and ICT training. Some participants were interested in the provision of ICT facilities and Internet access for a variety of uses including recreational purposes, whereas others felt that it would be useful to provide ICT training at the centre.

The provision of a café or some other form of catering facilities was also mentioned by all of the theme groups. Some saw the inclusion of catering facilities as an important source of revenue for the centre, particularly when linked to business or training use. However, others wanted a café to be provided for leisure purposes as a place to meet socially with friends. The café idea was also linked to the promotion of healthy eating, healthy living and Fair Trade retail. In addition, some participants liked the idea of linking the café to the ICT and Internet facilities in the form of a 'Cyber Café'.

The provision of educational and training facilities was not seen as paramount at the centre but more as an opportunity to provide outreach educational facilities as required in the locality. It was felt that education and training provision at the centre should be very much demand-led and flexible, depending on local need.

Recreational and leisure learning opportunities were highlighted as a possible effective use of the centre, and these were particularly mentioned by both the education and training group and by the young people's group. These classes should be held in the evenings to enable working people and parents to access them outside of the school and traditional working hours.

There was also an identified need for the provision of indoor sports and recreational facilities including badminton, short mat bowls, aerobics and yoga. Although there are currently exercise classes available in the area, these are limited and do not appeal to young people.

There was also some difference of opinion as to the size of centre, with some groups highlighting the need for a large hall in the area, and others feeling that this facility will be catered for at the development on the Rednock School site. As highlighted above, establishing the size and scale of the Rednock development is key in helping to identify priorities in terms of facilities to be included at the centre.

The inclusion of a cinema or film screening facility at the centre was generally viewed positively, but it should not be seen as a youth facility, rather an opportunity to screen films of interest to particular groups in the area, as well as occasionally showing films for a younger audience, perhaps during school holidays.

1.5.4 Existing/Planned Provision

Participants were keen to stress that any new development must not clash with or provide unnecessary competition for existing or planned facilities in the area. The idea of including a community café with a focus on healthy eating was seen as positive because there is not currently anything similar in the Dursley/Cam area. Similarly, although ICT facilities are available at the local library, these are limited and the provision of alternative facilities, particularly when combined with a café, would be useful.

Many of the participants felt that it was important to ensure that current facilities and provision were being used to their full extent before introducing new services to the area. It was felt that increased marketing and promotional work might help to ensure that awareness of current provision is raised and services are fully utilised. There may be a role for a co-ordination team to be based at the centre to ensure that this occurs.

APPENDIX II GAP ANALYSIS

Vale Vision Gap Analysis - Appendix

Throughout the need and demand study, consultation has attempted to establish existing provision/facilities available to the community within the Vale Vision area. Information has been acquired in terms of general capacity, facilities and activities available of the various clubs, centres and churches in the area. This section provides a brief overview of these existing facilities and services and of key gaps in provision. A structured table containing this and additional information is also provided. This section forms the appendix of the main table.

Cam Memorial Hall (Arthur S Winterbotham Memorial Hall)

The hall has three meeting rooms and an overall seating capacity of between 150 and 200. The size of the main hall is 16.2 x 7.8 m² (capacity 199), the size of room one is 7.4 x 4 m² (capacity below 50), and room two is 4.2 x 4.2 m² (capacity below 20). The hall has a kitchen with catering facilities and also has a stage with dimensions of 3.2 x 4 m². There is a periodic bus service, which is described as regular, but not necessarily often, whilst Cam and Dursley train station is close by with a bus to and from the hall.

The hall is generally booked on weekday evenings but has considerable spare capacity on weekday mornings with no regular bookings at the present time. The hall is also occasionally but not regularly booked on weekends. In the future the hall is aiming to develop a baby changing facility (during 2007) and one of the meeting rooms will be kitted out to conference standards.

Current activities:

Line dancing, ballet, playgroup, palette club, education, sequence dancing, tea dances, yoga, martial arts, Young Farmers meetings, jumble sales, games, music events, concerts, blood donation, polling/elections.

Cam Youth and Community Centre

The centre has two meeting rooms and a seating capacity of between 50 and 100. The main hall is 9.8 X 9.3 m² with a standing capacity of 100 and seating capacity of 80, whilst meeting room one is 7.0 X 4.8 m² with a standing capacity of 50 and seating capacity of 30. There is parking for up to 20 cars and there is a kitchen with facilities to prepare hot and cold food for 50 people.

The centre is normally booked on weekday evenings as well as Monday mornings but is often free at all other times. It has a licence for live and recorded music but does not have an alcohol licence.

Current activities:

Bingo, Sure Start, Stroud District Council meetings, table tennis, a youth club, quiz nights.

Ashmead Village Hall

There is only one main room within the hall, which is 15 x 5.5 m² and has a standing capacity of 80 and a seating capacity of 60, as well as a stage. It has five car parking spaces, a kitchen and catering facilities for tea and coffee and cold food for up to 50 people.

The hall is occupied every Saturday and Wednesday and booked on a Tuesday once a month. Otherwise the hall is booked very occasionally for events such as birthday parties. It has a licence for a range of activities including plays, films, live and recorded music and dance, but does not have an alcohol licence.

Current Activities: Women's Institute, the Shaqad Messianic Congregation and upholstery.

Dursley and District Community Centre

The centre has three meeting rooms, with the main hall being 12 X 7.2 m² with a standing capacity of 200 and a seating capacity of 150. Room one is 10.2 X 5.4 m² with a standing capacity of 60 and a seating capacity of 40, whilst room two is 11.1 X 10.23 m² with a standing capacity of 150. In addition, the main hall can be partitioned off to provide for another 50 people. There are over 60 parking spaces and a Village Link transport system is available by appointment.

The centre has an alcohol licence and a licence for a range of activities such as plays, films, live and recorded music and dance. Meeting room two is upstairs but has no disabled access at present. The centre has a kitchen with catering facilities for tea and coffee and hot and cold food for 100-150 people. The centre is open depending on the demand for its use, although its social club is open to members and the bar is therefore open on weekday evenings and Sunday afternoons for members. There are currently approximately 3000-3500 people through the door each week.

The land is leased off Rednock School and Dursley and District Community Association own the building. It is hoped that the centre will be refurbished in the near future.

Current Activities: Bridge Club, Chess Club, Garden Club, Dursley and District Motorcross, Stouts Hill Angling Club, three separate Probus clubs, Athletics Club, Road Club, Sure Start, Friday lunch club for the frail and elderly, Dursley and District Camera Club, judo, karate, bingo, Royal British Legion, Dursley Birdwatching and Preservation Society, PATA (Parents and Toddlers Association), Wings and Wheels, aerobics for the disabled, Dursley Referees, Flower Society, Dursley Games Club, Dursley Squash Club, Dursley Dolphins, Tax Commission, weddings/functions.

North Nibley Village Hall

The hall has two rooms, with the main hall being 8.3 x 6.15 m² with a standing capacity of 100 and a seating capacity of 75. Room one is 4.92 x 2.66 m² with a standing capacity of 20 and a seating capacity of twelve. There is parking for twelve cars, there is a two-hourly bus service between Dursley and Wootton-under-Edge which passes the hall, but there is no service after 5.45 pm.

There is a kitchen with catering facilities for tea and coffee and cold food for 75 people. Stroud District Council own the adjoining land, which includes play equipment. There are plans for an extension of the hall to provide modernisation of the WC including a disabled toilet. There are also plans to improve the hall's heating. The premises has a licence for live and recorded music and dance, amongst other activities.

Stinchcombe Village Hall

There are two main rooms, the main hall being 14 x 9 m² with standing capacity for 120 people and seating capacity for 80, whilst room one is 6 X 4 m². There are 30 parking spaces. Although there is a bus stop outside the hall, the bus service is very limited. There is a kitchen with catering facilities for hot and cold food for up to 50 people (for hot food, 100 for cold food). The main hall has a stage and there is a licence for various activities such as live and recorded music and dance.

The hall has little spare capacity with only Monday morning and Friday evening without regular bookings, the hall is also occasionally booked at the weekend.

Current Activities: Dance, guides, keep fit, toddler group, yoga.

Slimbridge Village Hall

The hall has two main rooms, the main hall being 13.5 x 8 m² with a standing capacity of 150 and seating capacity of 99, whilst the other room is 5.5 x 12 m² with a standing and seating capacity of 60. There is a stage and 50 parking spaces, as well as Village Link transport. There is a kitchen with facilities to cater for 90 people with hot and cold food, as well as a licence for a range of activities such as plays, films, live and recorded music and dance.

There is some spare capacity for additional use especially on weekday afternoons although the hall has regular bookings most weekday mornings and evenings, there is often availability at weekends, although this varies throughout the year.

Current Activities: Playgroup, keep fit, Women's Institute, Horticultural Society, History Group, Slimbridge Variety Show Group, Parish Council.

Uley Village Hall

The main hall is 6.5 x 15.5 m² with a standing capacity of 120 and a seating capacity of 100, whilst the other room is 6 x 3 m² with a standing capacity of 20 and a seating capacity of twelve. There is parking for ten cars. There is a bus stop outside the hall with a regular service to Dursley and Stroud. The hall has a kitchen with the facility to cater for 80 people in terms of hot and cold food and 100 people in relation to tea and coffee. It has a stage and lighting projection equipment and has a licence for plays, live and recorded music and dance, amongst other activities.

The hall has very little spare capacity with some availability at weekends but there is an active amateur dramatics society that uses any spare capacity when at the latter stages of preparing for performances. The hall has recently expanded to increase storage space.

Current Activities: Playgroup, toddler group, aerobics, Women's Institute, over 60s (Uley Fellowship), drama group (Uley Players), youth group, Uley society, art group, quilting group, Loyal Order of the Moose.

Coaley Village Hall

The hall has three main rooms, with the main hall being 18 x 10 m² with a standing capacity of 200 and a seating capacity of 120. Room one is 10 x 4 m² (50 standing and 30 seating) and room two is 10 x 5 m² (50 standing and 30 seating). There is parking for 16 cars, the decorative condition is described as 'good' and there is perceived to be a poor public transport service. The kitchen, newly fitted in 2003, caters hot and cold food for 120 people and tea and coffee for 200. The hall also has a stage, changing rooms, showers and sports equipment in the form of goal posts, badminton and short mat bowls. There is additionally a large outdoor recreation ground/football pitch. The hall has a premises licence for a wide range of activities including plays, films, indoor sporting events, live and recorded music and dance. It also has an alcohol licence.

The hall has little spare capacity and is presently booked every weekday evening. As part of the village plan the possibility of a new community centre has been considered.

Current Activities: Women's Institute, Wives Fellowship, drama, guides, brownies, gardening club, art group, short mat bowls, lunch club, keep fit, tae kwon do, badminton.

Nymphsfield Village Hall

The hall has a maximum capacity of 100 people. In addition to the t-shaped hall there is a kitchen and two visitor toilets. The hall has a premises licence for plays, performances and general invitations to the public for parties and events but does not have an alcohol licence. There is also a licence attached to the Secretary that allows the hall to hold ten functions per year. The venue is used mainly in the afternoon and the evening and bookings tend to be for between one and five hours, it is rarely open for the whole day. There is parking available for around 30 cars and there is additional parking on the roadside.

The hall has little spare capacity and is normally booked on weekday afternoons and evenings.

Current Activities: Plays, private parties, private dinner parties, fundraising events, Plainfields Committee Meeting, Soup Kitchen, yoga classes (four times a week).

Lister Hall

The Lister Hall is owned by the trustees of the adjacent Lister Social Club and is located on Long Street close to the centre of Dursley. The hall is a listed building. The main hall has a licence for 350 people, including partitioned seating (this seating is owned by the DODS group). There is a separate room that holds 50-80 people – this room can be partitioned into two separate rooms. The main hall also has a large stage area with a range of facilities for drama productions, such as lighting, curtains and gantries, as well as roof space with the ability to fly in scenery. The hall has an alcohol licence and its own bar.

The hall is infrequently used from Sunday to Thursday but is regularly used on Friday and Saturday evenings. There is also considerable spare capacity for increased use on weekday mornings. There have been recent concerns regarding the hall and its need for repairs, particularly to its roof. It has become very expensive to operate and maintain and there are difficulties with heating it.

Attached to the hall is the Lister Social Club, which has its own private membership and provides a range of facilities and events for its members, including snooker, quiz nights and skittles, amongst others.

Current activities: The main hall is used for the DODS group, the Male Voice Choir, short-mat bowls (midweek in the winter), the Dursley Sequence Dancing Club, by the Lister Social Club 8-10 x per year, hired out for charitable functions, weddings, discos etc. The hall is also occasionally used for boxing and darts matches. The smaller room is very rarely used, although occasionally hired out for private events.

Rednock School

Rednock School has a number of facilities that can be opened to the wider community. These include a large hall, which can seat up to 250 people, and a smaller Drama Suite that can be used to seat 100 people. The school also allows access to its classrooms, which can be used as meeting rooms. School activities take place on the grounds during the day and pupils and teachers also have access to the premises in the evenings, other groups occasionally use the hall on evenings but there are no regular bookings.

The school only has a performance licence for school productions and a temporary alcohol licence has to be applied for when required. On site parking is available for up to 140 cars, whilst buses run, but not on a regular basis. In terms of future development, the whole school is being redeveloped including a larger hall and drama facilities.

Current Activities: School activities, performances, parent/teacher events, dance teaching, drum teaching and drama performances, meeting rooms.

G11 Community Project

There are two training/meeting rooms, one of which can hold 20 people, the other ten people. The rooms are open from 9-5 Monday to Friday and can be open beyond these times. In addition to these rooms there are three smaller playgroup rooms available during the week. The project does have a small kitchen but this can only be used to provide tea and coffee. The venue does not have any sort of licence for performances or for alcohol. There is no designated parking with people having to leave their cars on the road. GL11 is hoping to provide more courses to the community in the near future.

Current Activities: Childcare courses, playgroup, mums and toddlers, various courses for 6-12 year olds including art and photography. In general the activities are fully subscribed and are run successfully.

Dursley Library

The new Library opened in February 2006 and the plan in the medium term is to increase levels of business in terms of visitors, members and use of computer and internet facilities. The Library itself is located on the ground floor and this can be hired out on a Wednesday when it is closed for general use. Above, on the first floor, is the meeting room, 44 m², with a capacity of approximately 40 people. This can be hired out at any time during the week. The upper floor has access to a small kitchen that provides light refreshments in the meeting room. There is no alcohol license but the library does have a license to transmit music and TV programmes. There are plans in place for the future development of services on offer, with the Libraries and Information Services wanting to develop links with other organisations to promote social inclusion and community cohesion.

There is some capacity regarding room hire. The library has capacity to provide other services such as crèche facilities and could be used for meetings and conferences.

Current Activities: These are divided between the two floors. On the ground floor (Library) there is a Library Club for the elderly, Baby Bounce and Rhyme (10-10.30am Tuesdays), Book Group for children aged 7-11 (once a month on Wednesday, 1 hour), Story sessions, IT taster sessions.

On the upper floor a number of organisations have access to facilities including Citizen's Advice Bureau (Mondays and Fridays 10-1.00pm), The Learning Community (Thursdays (10-4.00pm), Connexions (Thursdays 10-12.00pm, 2.00pm-4.00pm), Job Centre Plus Phone Link, Stroud District Council Citizen's First Service (Fridays 10-12.00pm) and a meeting room for courses arranged by the Learning Community.

Dursley Swimming Pool

There are small meeting rooms available at the swimming pool but these are rarely used. The swimming pool has no premises or alcohol licenses. There is a public car park that can hold roughly 80 cars and there are no plans in place to develop the site. In terms of restrictions children under eight must be accompanied by an adult. The meeting rooms are only used for internal meetings during the day and would be available for wider use.

Current Activities: The pool is used for swimming activities and classes, there are also exercise classes held there.

Kingshill House

Kingshill House is a Georgian house that it is currently being refurbished and has a total of five meeting rooms and a dedicated art room. Two of the rooms hold 50, one holds 20 and there are two rooms upstairs that hold between 50 and 60. The house also has a bar that can take up to 60 people and this has an attached kitchen. There is also a patch of grass out the back of the property that can be used as additional space. The house has an alcohol licence and premises licence for performances.

A lot of rooms are said to be regularly booked although there are often vacancies. The house would be suitable for business meetings and conferences. The house is a grade II listed building and so cannot be developed or expanded.

Current Activities: The Arts and Cultural Programme is run from the house, performances once per month, food, music, art demonstrations, Police train twice per week, business meetings, birthday celebrations.

Dursley Town Hall

The hall, a listed building located right in the middle of the town centre, consists of one open room that can seat approximately 60 people. There is an additional room with a small galley kitchen and a toilet with disabled access. The hall does not have an alcohol license, a premises license or an attached car park. Parking is available in the public car parks or on the road. Directly below the hall is a market place used by traders and for weekly markets. There are also occasional displays.

At present the hall is prevented from putting in a lift to provide disabled access to the rooms upstairs. This has meant the hall not being used to its full potential. The hall is normally booked two or three evenings a week and has spare capacity at other times.

Current Activities: The hall may be hired out for public meetings and clubs. Currently, the Town Council and various clubs and societies use the venue for regular meetings and occasionally the hall is used to host exhibitions and displays. On average the hall is booked for two or three evenings a week.

Wildlife and Wetlands Trust

There is one visitor centre with all necessary amenities. There is a reception area, restaurant, shop, discovery centre, lecture theatre and other facilities. There is a restaurant which is open between 9.30am and 5.30pm BST and until 5.00pm over the winter. The centre is used all year round during the day, evenings and weekends. Availability depends on the time of year.

There is a stage and changing facilities available at the centre. It has both a licence for alcohol and for performances. The trust is in the midst of a 10-year development plan of the grounds.

Current Activities: Birdwatching, nature photography, feeding, lectures, group visits, various tours including downy duckling tour and horticultural tour, drop-in workshops.

Cam Mills Bowling Club

The bowling club has a large social room used for skittles and community functions that can hold up to 80 people. The club has a small kitchen and two bars with alcohol licenses. Car parking is poor with space for approximately 30 cars, as is public transport with most choosing to use taxis. The club is open every weekday evening and all day at the weekend. There has been talk of an additional smoking room being constructed in the light of the impending smoking legislation.

The club is available and often used during the week, it is regularly used at weekends for social functions including a bingo evening one Saturday every month. It is also utilised by the adjacent Cam Mills Factory for meetings.

Current Activities: The hall is used every night for skittles and most Saturdays for parties and other social functions. There is also a regular bingo evening one Saturday every month. The adjacent Cam Mills Factory also uses the club for staff meetings.

Dursley Sports Centre

Dursley Sports Centre, located within the grounds of Rednock School, is a dual facility catering for all members of the community. The centre is only open during evenings, weekends and school holidays and is managed by Dursley Swimming Pool, which handles all daytime bookings and inquiries for the facility. The hall is available to hire for a variety of activities and can be block-booked for regular usage. The sports hall contains four badminton courts, an indoor five-a-side football pitch, indoor tennis courts, cricket nets and a netball court. Other facilities include two squash courts, four outdoor netball courts, four outdoor tennis courts and an outdoor five-a-side pitch. Members also have access to a fully equipped fitness suite. The Sports Centre offers the opportunity to hire facilities for a range of function packages including a sports party, disco with a resident DJ, aquarium parties and karaoke.

Due to the centre's dual facility with the school there is no spare capacity and rooms are fully utilised in the day. Redevelopment of the school planned for the near future is likely to impact on the sports centre.

Current Activities (in addition to those above): Yoga, fitness training, Dursley Active Day.

Courtyard Fitness Centre

The centre's main facility is the gym, although there is also a therapy room and a dance studio on the premises. There is also a small café open to the public seating a maximum of 30 people. Changing facilities are provided for users of the centre and there is a car park available for around 20 cars.

There is little spare capacity as rooms are fully utilised during the day. The centre has no rooms available to the public for meetings or for other events.

Current Activities: Weight training, cardiovascular, body conditioning (Aerobics, Boxercise etc), circuit training, self-defence. Also Junior Gym for kids aged 7-14.

Dursley Cricket Club

The Cricket Club has a function room, which is open to the wider community on Saturdays only, the rest of the week it is open to the club's 250 members. The function room cannot hold more than 100 people and it is used infrequently on weekends. There is one meeting room available that can seat no more than 50 people. The club is shared with the football team who have three senior teams and a ladies team. There are two fully licensed bars upstairs, one for the football teams and one for the cricket club. The club is open every weeknight but is closed during the day and is infrequently used at weekends so there is capacity for increased usage.

Car parking at the club is poor at present but it has just acquired additional land. It is hoped that this will provide the opportunity for additional parking, also there is possibility of an additional pitch and an improved training area.

Current Activities: Cricket, meetings, social functions.

Dursley Rugby Club:

The rugby club has one large hall with an attached bar that is used every Saturday for games and every Sunday for the juniors. This hall can be hired for private functions and the club will also staff it. The bar has a full liquor licence and is popular as a venue for 18th and 21st birthday celebrations. The capacity for the hall is no more than 80 people.

Behind the main hall there is a lounge area complete with pool table. Juniors often use the lounge facility on Saturdays and Sundays. There is additional land on the premises that can be used for car parking or expansion in the future.

Current Activities: Private parties, players lounge for seniors and juniors on weekends, Tuesdays and Thursdays after rugby training (9-11), band practices during the week, community groups (not regular).

St James the Great Church

The Parish Centre has a hall adjacent to the Church that can be used by the wider community, including other churches. This hall can seat roughly 70 people and there is an attached room that can be used for meetings. Parking immediately outside the church and hall is not good, but it is close enough to make use of the main town car park. The hall does not have a premises licence and should anyone require an alcohol licence, a temporary one can be applied for. There is spare capacity on two evenings a week and on Saturdays when bookings are infrequent.

There are no future development plans in place since the building occupied is a former school with no possibility of expansion.

Current Activities: The hall is currently used for a variety of functions and activities, including toddler groups, choir rehearsals, Sure Start, and a friendship club. It is open every day.

Dursley Tabernacle

The church itself can, at present, hold in excess of 300 people within the pews, however, with modernisation this will be reduced significantly. In addition to the main church there are two halls used by the community and for functions. The major issue for the facilities is access and there are plans to refurbish the halls. There is a new reception area that connects the halls and the church together. The upper hall has a stage that is used for small performances and it has a premises license. Attached to this hall are upgraded toilets with disabled access and a connected kitchen. The parking available is mainly on the street but the church is in close proximity to the swimming pool car park and the public car park in the town centre.

There are regular meetings of various groups but there is some spare capacity during the week. They are also looking to provide disabled facilities for the lower schoolrooms. Although there are no physical development plans the church is setting up a child contact centre where parents can meet up with their estranged children.

Current Activities: The halls are used by brownies, Rainbow parent and toddler groups, youth club meetings and a club for learning disabilities (Open Door). All activities offered are well attended and subscribed to but the hall is quite often not used.

Cam Methodist Chapel

The church is primarily used for Sunday service from 10am.

Current activities: Church service, Sunday school, house group, prayer and bible study nights, coffee mornings, parish council, aerobics, women' institute, "home 2 help".

Cam St Bartholomew's Church

The church seats 70 people and there is also a church hall. There is a small kitchen where it is possible to prepare food, whilst there is parking for 14 cars.

No spare capacity has been identified and given it is a church it is unsuitable for sporting activities. No expansion is possible since all buildings are listed although it would be possible to construct a stage in the already existing blocks of the building.

Current activities: Worship and concerts, youth groups, guides, brownies, playgroup, mother's union, children's group.

Cam Congregational Church

The church is primarily used for a weekly church service on Sundays at 10.30am, although various other groups use the premises during the week. The buildings will seat a maximum of 200 if the balcony is used although only 50 could be accommodated for any activities involving movement. As such the church does not host any sporting activities. The minor hall can also be used to seat around 50 people.

The halls are available at most times during the week apart from Monday afternoons and Tuesday during the day. The halls are mainly used during the evenings.

Current activities: Church services, Education Otherwise, lone parents group.

St Dominic's Church

Along with the church itself there is a meeting room that can seat between 80 and 120 people (fire regulations state no more than 120 people). There is a small kitchen and a stage with access to changing rooms. There are parking spaces for around 20-25 cars. The hall is used by a number of local community groups. The centre is primarily used on evenings although it is not fully booked during the week and some evenings are available. There have been a number of renovations in recent years including a renovation of the kitchen area.

There is spare capacity in the two rooms almost all day every day during the week. There are some occasional church functions that use the facilities.

Current activities: Karate, drama, council meetings, blood donor sessions, dance groups, flower arranging, neighbourhood watch meetings, parties.

St Mark's Church

The main facility of St Mark's is the church, although two smaller rooms are also attached that can seat approximately 20 people in each. There is a small kitchen available that can be used to prepare hot and cold food for up to 60 people. Due to the nature of the facility it is unsuitable for many activities and it does not have a license for performances or shows.

There are occasional church functions that make use of all the facilities although the smaller rooms are normally unused during the week.

Current activities: Pins and needles sewing (once a month), poetry group (once a month, prayer groups in the evenings (twice a month).

Dursley Methodist Church

The church is primarily used for Sunday service at 10.30am, although it is also used for a number of other activities. The church has opportunities to expand its outreach work in the near future.

Current activities: Church service, holy communion (once a month), youth club, teapot trail, playbox, coffee mornings, choir practice, outreach activities.

APPENDIX II GAP ANALYSIS TABLE

Vale Vision – Gap Analysis Table

Throughout the need and demand study, which is being conducted by Vale Vision with respect to a potential new multi-purpose centre, consultation has attempted to establish existing provision/facilities available to the community within the Vale Vision area. Information has been acquired in terms of general capacity, facilities and activities available of the various clubs, centres and churches in the area. This section provides an overview of these existing facilities and services and attempts to summarise key gaps in provision.

LOCATION	Address	CONTACT DETAILS	Spare Capacity	Catering facilities	Rooms available	Current uses/ activities	Potential issues/ space suitability	ICT facilities
Cam Memorial Hall	High Street, Cam	Keith Pearce (Secretary and Treasurer): 01453 544629 Angela Price (Chair): 01453 548479 Carole Terrett (Booking contact): 01453 544048	Most mornings are free (Mon, Tue, Thu, Fri), whilst Tuesday is the only day when the hall is available all day. Availability varies at weekends.	Kitchen used for providing hot and cold food, tea and coffee.	Hall has three meeting rooms. The size of the main hall is 16.2 x 7.8 m ² (capacity 199), the size of room one is 7.4 x 4 m ² (capacity below 50), and room two is 4.2 x 4.2 m ² (capacity below 20).	Line dancing, ballet, playgroup, palette club, education, sequence dancing, tea dances, yoga, martial arts, Young Farmers meetings, jumble sales, games, music events, concerts, blood donation, polling/elections.	Suitable for most things but not big enough for sports.	No ICT facilities are available on the premises.
Cam Youth and Community Centre	19A Frederick Thomas Rd, Cam	Maureen Poole (Booking contact): 01453 544248 Wendy Mack (Additional contact): 01453 542241	The Centre is available at most times depending on need. The Centre is normally free on all mornings except for Mondays. The Centre is normally free on Wednesday evening and at Weekends.	Kitchen with facilities to prepare hot and cold food for 50 people.	The Centre has two meeting rooms and a seating capacity of between 50 and 100. Main hall is 9.8 X 9.3 m ² with a standing capacity of 100 and seating capacity of 80. Meeting room 1 is 7.0 X 4.8 m ² with a standing capacity of 50 and seating capacity of 30.	Bingo, Sure Start, Stroud District Council meetings, table tennis, a youth club, quiz nights.	The Centre can accommodate 'usual' activities. There is a yard with basketball facilities as well but this is on a slope and so unsuitable for some sports.	No ICT facilities are available on the premises.
Ashmead Village Hall	Cam Green, Cam	Allan Norris (Chairman): 01453 543779 Lesley Guy (Treasurer): 01453 543397	The hall is occupied every Saturday and Wednesday and booked on a Tuesday once a month. Otherwise the hall is booked very occasionally for events such as birthday parties.	Kitchen and catering facilities for tea and coffee and cold food for up to 50 people.	There is only one main room within the hall, which is 15 x 5.5 m ² and has a standing capacity of 80 and a seating capacity of 60.	Women's Institute, the Shaqad Messianic Congregation and upholstery.	The hall has disabled facilities and can accommodate the 'usual' small-scale activities.	No ICT facilities are available on the premises.

Dursley and District Community Centre	Rednock Drive, Dursley	Jane Ball, 01453 543455	The Centre is open depending on the demand for its use, although its social club is open to members and the bar is therefore open on weekday evenings and Sunday afternoons for members.	Kitchen with catering facilities for tea and coffee and hot and cold food for 100-150 people.	Centre has three meeting rooms, the main hall being 12 X 7.2 m ² with a standing capacity of 200 and a seating capacity of 150. Room 1 is 10.2 X 5.4 m ² with a standing capacity of 60, seating capacity of 40. Room 2 is 11.1 X 10.23 m ² with a standing capacity of 150.	Bridge Club, Chess Club, Garden Club, Dursley and District Motorcross, Stouts Hill Angling Club, three separate Probus clubs, Athletics Club, Road Club, Sure Start, Friday lunch club for the frail and elderly, Dursley and District Camera Club, judo, karate, bingo, Royal British Legion, Dursley Birdwatching and Preservation Society, PATA (Parents and Toddlers Association), Wings and Wheels, aerobics for the disabled, Dursley Referees, Flower Society, Dursley Games Club, Dursley Squash Club, Dursley Dolphins, Tax Commission, weddings/functions		No ICT facilities to the wider community but staff have internet access.
North Nibley Village Hall	Innocks Estate, The Street, North Nibley	Bookings are made through GRCC. Contact number: 01452 528491 Mrs M King Tel: 01453 544 697		Kitchen with catering facilities for tea and coffee and cold food for 75 people.	Two rooms, with main hall being 8.3 x 6.15 m ² with a standing capacity of 100 and a seating capacity of 75. Room one is 4.92 x 2.66 m ² with a standing capacity of 20 and a seating capacity of 12.	Live and recorded music and dance, amongst other activities. Also have playgroups, after school clubs, keep fit and the Women's Institute		There are no ICT facilities listed on the GRCC website.
Stinchcombe Village Hall	The Street, Stinchcombe	Tania Smith (Booking contact): 01453 548978 Sam Cairns (Additional contact): 01453 547861	The hall is in use on all mornings except Monday. The hall is in use on all evenings except Friday. The hall is intermittently booked on weekends.	Kitchen with catering facilities for hot and cold food for up to 50 people (for hot food), 100 for cold food).	Two main rooms, the main hall being 14 x 9 m ² with standing capacity for 120 people and seating capacity for 80. Room one is 6 X 4 m ² capacity.	Dance, Guides, Keep Fit, Toddler Group, Yoga.	The hall is suitable for its current requirements.	No ICT facilities are available on the premises.

Slimbridge Village Hall	St Johns Road	Joan Tocknell (Booking contact): 01453 890547 Philip Garrett (Additional contact): 01453 890177	There is free availability: Tuesday during the day, Thursday mornings, Monday, Wednesday and Friday afternoons. Availability at weekends varies.	Kitchen with facilities to cater for 90 people with hot and cold food.	Two main rooms, main hall being 13.5 x 8 m ² with a standing capacity of 150 and seating capacity of 99, whilst the other room is 5.5 x 12 m ² with a standing and seating capacity of 60.	Playgroup, keep fit, Women's Institute, Horticultural Society, history group, Slimbridge variety show group, Parish Council.	The hall is suitable for its current requirements	No ICT facilities available. This is currently being looked at but there is no designated area for them.
Uley Village Hall	The Street, Uley	Mrs Janet Darcy (Booking contact): 01453 860709	The hall has very little spare capacity. There is usually some availability at weekends but much of the un-booked periods are used by the amateur dramatics society.	Kitchen with the facility to cater for 80 people in terms of hot and cold food and 100 people for tea and coffee.	Main hall is 6.5 x 15.5 m ² with a standing capacity of 120 and a seating capacity of 100. The other room is 6 x 3 m ² with a standing capacity of 20 and a seating capacity of 12.	Playgroup, toddler group, aerobics, Women's Institute, over 60s (Uley Fellowship), drama group (Uley Players), youth group, Uley Society, art group, quilting group, Loyal Order of the Moose.	One past problem with space is that a bouncy castle does not fit into the hall. There is often more space desired for drama shows.	No ICT facilities are available on the premises.
Coaley Village Hall	The Street, Coaley	Have to go through GRCC for booking: 01452 528491 No direct contact number.	There is some spare capacity on weekdays. It is used every evening. Tuesday and Wednesday it is not available at all.	The kitchen, newly fitted in 2003, caters hot and cold food for 120 people and tea and coffee for 200	Three main rooms, the main hall 18 x 10 m ² with a standing capacity of 200 and a seating capacity of 120. Room 1 is 10 x 4 m ² (50 standing and 30 seating) and room 2 is 10 x 5 m ² (50 standing and 30 seating).	Women's Institute, Wives Fellowship, drama, Guides, Brownies, gardening club, art group, short mat bowls, lunch club, keep fit, Tae Kwon Do, badminton.	There is not anything it cannot be used for. It is a large hall with lots of different clubs and societies. There is a major problem with the underpinning of the building and this could cost up to £150,000 to repair.	There are no ICT facilities available in the hall. There is open access to one computer in the village shop.

Nymphsfield Village Hall	Nymphsfield, Stroud	Elizabeth Sturgess – Ex Secretary of the Village Hall. Tel: 01453 861076	The venue is used mainly in the afternoon and the evening and bookings tend to be for between one and five hours - it is rarely open for the whole day	There is a kitchen and two visitor toilets. The kitchen caters for food, tea and coffee for around 60 people.	The hall has a maximum capacity of 100 people and two visitor toilets.	Plays, private parties, private dinner parties, fundraising events, Plainfields Committee Meeting, soup kitchen, yoga classes (four times a week).	Not suitable for sports use. Can be used for performances.	No ICT facilities, just a stereo.
Lister Hall	Long Street, Dursley GL11 4JB	Hugh Tipper 01453 824170	The main hall is used virtually every Friday and Saturday evening. However, it is infrequently used from Sunday to Thursday, being available 50% of the time. In the daytime the hall is available at least 90% of the time on all days. The adjoining room is available 90% of the time day and night.	The kitchen is currently being refurbished and can provide a finger buffet for up to 350 people. There is no hot food cooked.	The main hall has a licence for 350 people. There is a separate room that holds 50-80 people – this room can be partitioned into two separate rooms.	The main hall is used for: DODS group, the Male Voice Choir, short-mat bowls (midweek in the winter), the Dursley Sequence Dancing Club, by the Lister Social Club 8-10 x per year, hired out for charitable functions, weddings, discos etc. The hall is also occasionally used for boxing and darts matches. The smaller room is very rarely used, although occasionally hired out for private events.	The key requirement for the management is to totally separate the management of the adjoining Lister Club and the Lister Hall, making them two separate entities – this relates to factors such as separate fire exits, separate heating etc. Much of the management's income is needed to fund changing regulations such as safe food separation etc. The hall also faces difficulties in the form of repairs required to the roof. The capital cost of maintaining the building is a big issue.	No ICT facilities
Rednock School	Rednock Drive, Dursley, GL11 4BY	01453 543 618, Steve Christie, Business Manager	There is spare capacity in the evenings. During the day 9-5pm it is fully utilised. In the evenings there are no permanent bookings.	No catering facilities are offered but redevelopment could change this.	A large hall, which can seat up to 250 people. Smaller Drama Suite that can be used to seat 100 people. The school also allows access to its classrooms, which can be used as meeting rooms.	There are the odd lettings for a dance troop but that is all.	The school can be used for performances, no crèche facilities but could do conferences. No bar facilities.	Between the hours of 5pm and 9pm there is technically access to around 100 computers.

G11 Community Project	Fairmead, Cam, GL11 5JS	01453 549 130, Marilyn McKechnie	Rooms are open from 9-5 Monday to Friday and can be open beyond these times.	The project does have a small kitchen but this can only be used to provide tea and coffee.	There are two training/meeting rooms, one of which can hold 20 people, the other ten people. There are three smaller playgroup rooms available during the week.	Childcare courses, playgroup, mums and toddlers, various courses for 6-12 year olds including art and photography. In general the activities are fully subscribed and are run successfully	Not big enough for sporting events.	There are computers but there is no open internet access.
Dursley Library	May Lane, Dursley, Gloucester, GL11 4JH	Janice Rose 01453 756842 Website: www.libraries.gloucestershire.gov.uk	There is some capacity regarding room hire but this varies according to activities on offer.	Upper floor has access to a small kitchen that provides light refreshments in the meeting room.	Library itself is located on the ground floor and this can be hired out on a Wednesday when it is closed for general use. On the first floor is the meeting room, 44, with a capacity of approximately 40 people.	On the ground floor (Library) there is a Library Club for the elderly, Baby Bounce and Rhyme (10-10.30am Tuesdays), Book Group for children aged 7-11 (once a month on Wednesday, 1 hour), Story sessions, IT taster sessions. On the upper floor a number of organisations have access to facilities including Citizen's Advice Bureau (Mondays and Fridays 10-1.00pm), The Learning Community (Thursdays (10-4.00pm), Connexions (Thursdays 10-12.00pm, 2.00pm-4.00pm), Job Centre Plus Phone Link, Stroud District Council Citizen's First Service (Fridays 10-12.00pm) and a meeting room for courses arranged by the Learning Community	Library would be able to provide crèche facilities and could be used for meetings and conferences.	Twelve network broadband PC's with free internet access through the Internet Café. Also DVD facilities.
Dursley Swimming Pool	Castel Street, Dursley, Gloucester GL11 4BS	Main Reception 01453 546 441	The fact that the meeting rooms are not used by anyone during the day, apart from internal staff, indicates clear scope for increasing usage.	There are no catering facilities. Customers bring food in with them. The facility provides furniture.	There are small meeting rooms available at the swimming pool but nobody uses them.	The pool is used for swimming activities and classes and there are also exercise classes held there. Also used for parties	The pool can provide crèche facilities and is suitable for the provision of parties	No ICT availability for the wider community

Kingshill House	Kingshill Lane, Dursley GL11 4BZ	Sharon Madden Tel: 01453 549133 Email: admin@kingshillhouse.org.uk Website: www.kingshillhouse.org.uk	This depends as there are a lot of rooms that have regular bookings but there are vacancies.	The house also has a bar that can take up to 60 people and this has an attached kitchen with two gas cookers.	Georgian house that it is currently being refurbished and has a total of five meeting rooms and a dedicated art room. Two of the rooms hold 50, one holds 20 and there are two rooms upstairs that hold between 50 and 60	The Arts and Cultural Programme is run from the house, performances once a month, as well as uses for food, music, art demonstrations, Police train twice per week, business meetings, birthday celebrations.	Cannot provide crèche facilities but would be able to provide facilities for conferences and business meetings.	There are computers but they are for office use only.
Dursley Town Hall	The Market Place, Dursley	Gerry Pierce, 01453 542953	On average the hall is booked for two or three evenings a week. It would be possible to hire out the hall on the other nights of the week.	Small galley kitchen.	One open room that can seat approximately 60 people. Toilet with disabled access.	The hall may be hired out for public meetings and by clubs. Currently, the Town Council and various clubs and societies use the venue for regular meetings and occasionally the hall is used to host exhibitions and displays.	Access to the hall by stairs only. The building is listed so these steps cannot be altered.	There is no ICT equipment on site.
Wildlife and Wetlands Trust	WWT, Slimbridge, GLOS. GL2 7BT	Daphne Chin Daphne.Chin@wwt.org.uk	The centre is used all year round during the day, evenings and weekends. Availability depends on the time of year.	There is a restaurant which is open between 9.30am and 5.30pm BST and until 5.00pm over the winter.	There is one visitor centre with all necessary amenities. There is a reception area, restaurant, shop, discovery centre, lecture theatre and other facilities.	Activities include birdwatching, nature photography, feeding, lectures, group visits, various tours including downy duckling tour and horticultural tour, drop-in workshops.	Can be used for most things.	
Cam Mills Bowling Club	Everlands, Dursley GL11 5NL	01453 546 823		The club has a small kitchen.	The bowling club has a large social room used for skittles and community functions that can hold up to 80 people.	Saturdays for parties and other social functions. There is also a regular bingo evening one Saturday every month. The adjacent Cam Mills Factory also uses the club for staff meetings.		

Dursley Sports Centre	Rednock Drive, Dursley, Gloucestershire, GL11 4BY	Main Reception Tel: 01453 546 441	Due to the dual facility with the school there is no spare capacity as the sports hall is only open on evenings and weekends.	No catering facilities are available but there are vending machines.	Dual facility catering for all members of the community. Contains four badminton courts, an indoor five-a-side football pitch, indoor tennis courts, cricket nets and a netball court. Also include two squash courts, four outdoor netball courts, four outdoor tennis courts and an outdoor five-a-side pitch.	The Sports Centre offers the opportunity to hire facilities for a range of function packages including a sports party, disco with a resident DJ, aquarium parties and karaoke.	Used for all kinds of sports and could be used for conferences. No crèche facilities but activities for children during term time and in the holidays.	No open access facilities
Courtyard Fitness Centre	12 Parsonage Street, Dursley, Gloucestershire, GL11 4EA	Reception tel: 01453 546454 Carl Ward	Rooms are used all the time during the day. No meeting rooms available.	There is a café open to the public that can fit in about 30 people for food and tea and coffee.	There is the main gym, therapy room, dance studio, attached café. No meeting rooms for public use.	Weight training, cardiovascular, body conditioning (aerobics, boxercise etc), circuit training, self defence. Also Junior Gym for kids aged 7-14.	Used for all kinds of sporting activities	No ICT facilities are available
Dursley Cricket Club		Mr D Bowen Tel: 01453 546 122	Not used every weekend. Usage of the club as a whole is spasmodic. The club is open every weeknight but is closed during the day. Opportunity for more usage here.		The Cricket Club has a function room, which is open to the wider community. Cannot hold more than 100 people. There is one meeting room available that can seat no more than 50 people.			
Dursley Rugby Club	Stinchcombe Stragglers, Stinchcombe, Dursley			The club also has a kitchen, which has recently been refurbished.	One large hall, capacity for the hall is no more than 80 people. Behind the main hall there is a lounge area complete with pool table.	Private Parties, players lounge for seniors and juniors on weekends, Tuesdays and Thursdays after Rugby Training (9-11), band practices during the week, community groups (not regular).		

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St James the Great Church	The Rectory, Broadwell, Dursley GL11 4JE	Janet Bromley Tel: 01453 542053	There is availability on two evenings during the week and there are only casual bookings on a Saturday.	There is a fully equipped kitchen with china for 100 people for food, tea and coffee.	Has a hall adjacent to the Church that can be used by the wider community, including other churches. Hall can seat roughly 70 people and there is an attached room that can be used for meetings.	Toddler Groups, Mothers Support Breast Feeding, Local Moose, two choirs, Friendship Club, Pensioners Art and exercise group, Karate Club.	None mentioned.	There is broadband access in the Parish Office but this is not available to everybody.
Dursley Tabernacle	Dursley Tabernacle URC Parsonage Street Dursley GL11 4LW	Lionel Jones, Church Secretary Tel: 01453 543396	There are regular groups but there is still some capacity during the week.	There is a kitchen that caters for 80 people for simple food and also tea and coffee.	The church itself as well as the old schools rooms. No capacity available.	Services in the Church, weddings, funerals etc Lower school rooms used for guides, toddler groups, art, tap dancing	Can be used for Crèche facilities and meeting rooms.	They have access to a digital projector but people are expected to bring own Laptops
Cam Methodist Chapel	Chapel Street, Cam Gloucestershire	circuit@stroudanddursley.fsnet.co.uk 01453 542 565		There are facilities for tea and coffee		Sunday Service 10.00am, 6.00pm, Sunday School, House Group, Friday Nighters for prayer and bible study, coffee mornings, Parish Council, aerobics, Women's Institute, 'Home 2 Help'		
Cam St Bartholomew's Church	Cam Pitch, Lower Cam, Gloucestershire Additional Address: Vicarage, 99 Fairmead, Cam, Gloucestershire, GL11 5JU	la_jdr@lineone.net Tel: 01453 542679	No spare capacity identified.	There is a kitchen where it is possible to do food but not for many people.	Access to the Church, which seats 70 people. Also a Church Hall.	Worship and concerts in the Church. Youth Groups, Guides, Brownies, Playgroup, Mothers Union, Children's Group.	The church and the hall are not suitable for performances.	No access to ICT facilities for the wider community.

Cam Congregational Church	Church Road, Upper Cam, Dursley, Gloucestershire, GL11 5PG	Norman Page norbet@xalt.co.uk	The halls are available at most times during the week apart from Monday afternoons and Tuesday during the day. The halls are mainly used during the evenings.	There are two kitchens but these are not used to prepare food as they are not up to the latest hygiene standards.	Main hall seats 200+ if the balcony used. Minor hall could seat around 50. Office and various other small rooms above minor hall.	Church Services on Sundays at 10:30 a.m. Various other meetings and clubs are held during the week. The buildings are mainly used in the evenings except for Monday afternoons, Tuesday mornings and afternoons. Education Otherwise also use the hall on a Wednesday all day once a month. A lone parents group also meets each week in the hall later on Wednesday afternoons.	None mentioned.	The buildings contain a wireless network that gives access to a broadband Internet connection. There is also a PC that is available to any of the building's users, giving them access to the Internet and Microsoft Office facilities.
St Dominic's Church	Jubilee Road, Dursley	01453 542039	The groups that have regular meetings use the centre in the evenings. There might be one or two evenings that are free at the moment.	There is a small kitchen that can be used to heat food up and provide tea and coffee for between 100 and 120.	There is the Church itself and they also have a meeting room that can seat between 80 and 150. Fire regulations stipulate no more than 120.	The hall is used by a number of groups such as karate, drama, Council meetings, blood donor, dance groups, flower arranging, Neighbourhood Watch etc. Hall can also be hired for local parties	Not suitable for crèche facilities.	There are no ICT facilities available to the local community
St Marks Church	Woodmancot, Dursley, Gloucestershire, GL11 4LH	Parish Office Tel: 01453 589280	There is spare capacity in the two rooms almost all day every day during the week. There are occasional church functions that are booked in.	Kitchen attached that can prepare hot food, tea and coffee for up to 60 people in buffet style.	There is the church itself and two smaller rooms that can seat 20 in each. One room is upstairs and one room is downstairs.	Pins and Needles Sewing (once a month), poetry group (once a month), prayer groups in the evenings (twice a month).	Not suitable for crèche facilities or sports.	There are no ICT facilities available
Dursley Methodist Church	Castle Street, Dursley, Gloucestershire	:circuit@stroudanddursley.fsnet.co.uk Reverend John James, Roger Bayliss, Dilwyn Edwards, Jonathan Froggatt and Mike Martin		There are facilities for tea and coffee		Sunday Service, 10.30 am, holy communion (once a month), youth club, Teapot trail, Playbox, coffee mornings, choir practice, outreach activities	Could be used as meeting place.	

LOCATION	Licences	Stage/ changing rooms	Restrictions on use	Sports activities	Public Transport	Parking spaces	Planned Expansion	Heating
Cam Memorial Hall	Has a license for various activities including performances and sports facilities. Does not have an alcohol licence.	Has a stage 3.2 x 4 m ² and changing rooms	No restrictions with regard to times and hall is pretty tolerant. Available all year round.	Not currently used for sporting activities but it does have a license to provide such services.	There is a periodic bus service described as regular with a bus to and from the hall. Cam and Dursley train station is close by.	The hall has a small car park, capacity unknown.	The hall is aiming to develop a baby changing facility and one meeting room will be kitted out to conference standards.	Gas Central Heating controlled by a thermostat. One room does not have a radiator.
Cam Youth and Community Centre	The Centre has a licence for live and recorded music but does not have an alcohol licence.	No stage facilities are available.	The Centre would have to apply for an extended license to open late.	Not currently used for sporting activities.	There is access to the public transport in the area but this is described as being not particularly good.	There is parking for up to 20 cars.	New flooring has been installed recently.	Gas Central heating. Heating is set from 9am-12.30pm and 5pm-10pm.
Ashmead Village Hall	The hall has a licence for a range of activities including plays, films, live and recorded music and dance, but does not have an alcohol licence.	Main room within the hall has a small stage but there are no changing facilities	There are no immediate restrictions on use of the hall.	Not currently used for sporting activities.	There is sporadic public transport in the local vicinity.	There are five car parking spaces.	The kitchen has recently been expanded.	Electric heaters are used in the hall.
Dursley and District Community Centre	The Centre has an alcohol licence and a licence for a range of activities such as plays, films, live and recorded music and dance	Has changing rooms, evenings and weekends	Need to book in the evenings	Suitable for some sporting activities	There is the bus route but only tends to run regularly during peak times	There are over 60 parking spaces, although as this is part of the school site it varies depending on the time of day	Centre will be refurbished in the near future.	
North Nibley Village Hall	The premises have a licence for live and recorded music and dance, amongst other activities. No alcohol licence.	The hall does have access to a stage, changing facilities and a shower	The major restriction is no real provision for the disabled. No lift, stair lift, hand rail or disabled toilet	It is used for sorting related activities such as keep fit, aerobics and martial arts	There is a 2-hourly bus service between Dursley and Wootton-under-Edge which passes the hall, but there is no service after 5.45 pm.	Parking for twelve cars and then access to roadside parking	Plans for an extension of the hall to provide modernisation of the WC including a disabled toilet.	There are electric heaters 5 in total between the 2 rooms
Stinchcombe Village Hall	Licence for various activities such as live and recorded music and dance. There is no alcohol licence.	The main hall has a stage.	There are no relevant restrictions on use.	Aerobics and yoga take place in the hall but no competitive sports.	Although there is a bus stop outside the hall, the bus service is described as very limited.	There are 30 parking spaces.	There are no planned extensions to the hall.	There are gas heaters in the hall.
Slimbridge Village Hall	Licence for a range of activities such as plays, films, live and recorded music and dance.	There is a stage	Has to be vacated by midnight every night No alcohol is allowed	Has been used for sporting activities in the past such as Badminton and Table Tennis	Village Link transport offered by the district council. Used by the local villages in a 3-4 mile radius of the centre	There are 50 parking spaces in the public car park. This is illuminated at night	No planned expansion as they are limited by the plot of land	No central heating. Stand alone gas heaters

Uley Village Hall	Licence for plays, live and recorded music and dance, amongst other activities. There is no alcohol licence	The hall has a stage and lighting projection equipment.	There are no issues with disabled access. A small kitchen prevents catering on a large-scale.	Aerobics takes place in the hall and there is a possibility of kickboxing in the future but no other sports take place.	Bus stop outside the hall with a regular service to Dursley and Stroud.	There is parking for ten cars.	The hall has recently seen the expansion of a small storage facility the size of a single garage. Greater space is desired and cost is the major barrier to further expansion.	There is gas central heating in the hall.
Coaley Village Hall	Has a premises licence for a wide range of activities including plays, films, indoor sporting events, live and recorded music and dance. It also has an alcohol licence.	Has a stage, as well as changing rooms.	Cannot be used after midnight during the week or at weekends. Not aware of any other restrictions.	Sports equipment in the form of goal posts, badminton and short mat bowls. Large outdoor recreation ground/football pitch.	Perceived to be a poor public transport service.	There is parking for 16 cars.	Idea has been mooted to knock the centre down due to the cost of underpinning. Part of the village plan is looking at the possibility of a new community centre	Heating is electric heaters in the ceiling controlled by a thermostat.
Nympsfeld Village Hall	Hall has a premises licence for plays, performances and general invitations to the public for parties and events but does not have an alcohol licence. Also a licence attached to the Secretary that allows the hall to hold ten functions per year.	There is no stage but there are blocks that can be used to create one. No changing rooms.	There needs to be a public entertainments licence. The hall can only hold 100 people and no events can go on after midnight. However, there can be four events per year that go on until 1.00am.	Not suitable for any sports activity due to the nature of the building.	There is no real public transport to the hall. There is a bus service that runs twice a day to Stroud but people then need to drive for 20 mins to the hall.	There is parking available for around 30 cars and there is additional parking on the roadside.	No expansion plans. There have been talks in the past but nothing at present.	Have heating on the default setting when the hall is not in use and it is turned up and down accordingly when in use. Central Heating system.
Lister Hall	Licences for alcohol (there is a bar attached to the hall), performances, dance, music etc.	The hall has a very large stage, which takes up 20% of the whole hall space (the hall can seat 350). The stage has associated lighting and rigging facilities, as well as roof space to fly in scenery. There used to be specific changing rooms but the aforementioned separate room is now used for changing.	None stated	The hall is occasionally used for boxing and darts matches where an audience is required. It is also used for short-mat bowls. The hall tend to refer general sporting activities to the local sports/ community centre.	The hall is very close to the centre of Dursley so benefits from all public transport in the town.	There is no specific parking for the hall.	The kitchen is currently being refurbished. In addition, the management would like to make the Lister Social Club and the Lister Hall two separate entities.	Yes

Rednock School	Only has a performance licence for school productions and a temporary alcohol licence has to be applied for when required.	There is a stage, changing room and all necessary performance equipment.	School activities take place on the grounds during the day and pupils and teachers also have access to the premises in the evenings.	There is the dual facility with the Sports Centre that provides sporting activities for the wider community.	Buses run, but not on a regular basis. Public transport services are not that great.	On site parking is available for up to 140 cars.	The whole school is being redeveloped including a larger hall and drama facilities.	All the rooms that are hired out to the wider community are centrally heated with temperature controls.
G11 Community Project	Does not have any sort of licence for performances or for alcohol.	No stage for performances and there are no changing room facilities.	The centre can be used any time provided it is not already in use. There is no disabled access to the upstairs so centre not used to full capacity.	The centre is not suitable for any sporting facilities.	Access to public transport is quite good with the centre being in walking distance from the bus stop.	No designated parking with people having to leave their cars on the road.	No plans for any sort of expansion but they are hoping to lay on more courses.	Central heating that is too hot as it is connected to the old people's home next door.
Dursley Library	There is no alcohol license but the library does have a license to transmit music and TV programmes.	There are no changing facilities and no stage is available for performances.	Library can be hired out on a Wednesday when it is closed for general use. The meeting room can be hired out at any time during the week.	The library is not suitable to be used for any sporting activities.	There is access to the local bus services as the library is right next to the town's bus station.	The library has two disabled parking spaces and there is additional parking close by.	Plan in the medium term is to increase levels of business in terms of visitors, members and use of computer and internet facilities. Plans in place for the future development of services on offer, with the Libraries and Information Services wanting to develop links with other organisations to promote social inclusion and community cohesion.	All rooms within the library have central heating.
Dursley Swimming Pool	The swimming pool has no premises or alcohol licenses.	No stage for performances but there are changing facilities.	There are restrictions relating to supervision and personal safety. Children under the age of 8 must be accompanied by an adult. Safety is related to swimming competency. Larger clubs and organisations have to make a prior booking.	The swimming pool is used for all related sporting activities and is also used for Pilates and Yoga.	The swimming pool is on the bus route but it is not that regular.	There is a public car park that can hold roughly 80 cars.	No plans in place to develop the site.	The heating is affected by the swimming pool, which must be kept at a minimum temperature of 30 degrees.

Kingshill House	The house has an alcohol licence and premises licence for performances.	There is a portable stage and actors change in a spare room.	Cannot be used for sports. There is limited capacity of 120. Depends on the staff available	Not suitable for sporting activities.	'Dreadful' public transport. Most choose to drive there. The house is on a bus route but buses are very infrequent.	There is parking for roughly 40 cars and on street parking is available	The building cannot be developed further as it is a grade 2 listed building.	Gas central heating controlled by a timer.
Dursley Town Hall	The hall does not have an alcohol license.	There is no stage or changing rooms in the hall.	The lack of a disabled lift up to the first floor has meant that the hall is not being used to its full potential.	No sports activities take place in the hall.	The hall is very close to the centre of Dursley so benefits from all public transport in the town.	No attached car park. Parking is available in the public car parks or on the road.	At present the hall is prevented from putting in a lift to provide disabled access to the room upstairs.	The hall is centrally heated.
Wildlife and Wetlands Trust	The centre has both a licence for alcohol and for performances.	There is a stage and changing facilities available at the centre.	Not aware of any restriction other than the ones associated with it being a wildlife trust.	Not suitable for sporting activities.	Public transport to the centre is limited. Most visit using their cars.	Plenty of free parking.	10-year development plan of grounds - Centre facilities were increased for the Millennium.	Yes
Cam Mills Bowling Club	Two bars with alcohol licenses.			The hall is used every night for skittles.	Public transport is poor with most visitors choosing to use taxis.	Car parking is described as relatively poor with space for approximately 30 cars.	Talk of an additional smoking room being constructed in the light of the impending smoking legislation.	
Dursley Sports Centre	The centre does not have an alcohol licence.	There are no stage facilities but there are changing rooms.	The centre is only open during evenings, weekends and school holidays and is managed by Dursley Swimming Pool.	Wide range of sports activities available for use.	Visitors to the centre have access to buses but not on a regular basis.	Car parking readily available as it shares the same site as Rednock School that has in the region of 140 spaces.	Redevelopment of the school site is likely to have an impact on the facilities of the sports centre.	Yes
Courtyard Fitness Centre	The café has an alcohol license. No premises license.	There is no access to a stage but there are changing facilities for centre users.	Restrictions relating to use of gym equipment. Have to be over 14 and have done an induction.	Wide range of sports activities available for use.	There is the bus route as the centre is in the middle of town.	Have parking for roughly 20 cars. There is also on the road parking available and the public car park in the town centre.	There are no development plans for the time being.	Oil heating, radiators controlled by thermostat.
Dursley Cricket Club	There are two fully licensed bars upstairs, one for the football teams and one for the cricket club.		The club is open every weeknight but is closed during the day. There is a function room, which is open to the wider community on Saturdays only. The rest of the week it is open to the 250 members.	Cricket			Additional land acquired will provide the opportunity for additional parking, an additional pitch and an improved training area.	

Dursley Rugby Club	The bar has a full liquor licence.			Rugby		Car parking at the club is poor at present but it has just acquired additional land.		
St James the Great Church	Does not have a premises licence and should anyone require an alcohol licence, a temporary one can be applied for.	There is no stage but the smaller rooms can be used as changing rooms.	No restrictions identified.	The Church Hall is currently used for Karate and could be used for other martial arts.	There are buses into the centre of Dursley. Access to the hall is as good as public transport allows.	Parking immediately outside the church and hall is not good. Makes use of the main town car park.	No planned expansion. As it is in the middle of town there is no room to develop.	Gas Central heating in all rooms controlled by switches.
Dursley Tabernacle	There is no alcohol licence but alcohol may be consumed on the premises. Licensed for stage performances in the upper school.	The old upper school buildings provide access to a stage and changing facilities.	The church cannot be used after 9pm as it is attached to the parsonage	None of the facilities are suitable for sporting activities.	The church and rooms are close to the centre of Dursley and they are close to the bus route, although this offers sporadic services at best.	There are two parking spaces outside the church, the rest is on street parking.	Looking to provide disabled access and disabled toilet for the lower school rooms. Also looking to provide a Child Contact Centre	
Cam Methodist Chapel								
Cam St Bartholomew's	Not aware of the Church or the hall having any sort of licence.	There is no formal stage but there are blocks to construct one in the Church Hall. No changing rooms apart from small area in the Vestry.	No real restrictions other than the site itself. Cannot be used for performances.	None of the facilities are suitable for sporting activities.	Church and hall are on the 91 and 20 bus routes. These are only regular at peak times.	There is parking for 14 cars and there is also access to the local council car park.	No expansion is possible since all buildings are listed.	Hall is heated by wall mounted electric radiant heaters controlled by a thermostat.
Cam Congregational Church	No alcohol licence. Premises licence for drama, performances, films etc. Have a copyright licence that allows films to be shown and concerts to be held.		The buildings will take a maximum of 200 people seated and no more than 50 for any activities that involve movement. The Church ensures that any use that was made of facilities is compatible with its philosophy.	Facilities are not suitable for sporting activities.	Public transport to the centre is limited. Most visit using their cars.	There are some parking spaces at the rear of the church.	Have been in discussions with SWRDA and St Modwen for several years with regard to land near the church for a much needed expansion.	Some gas central heating and electric heating in the main Church.
St Dominic's Church	The church has a performance licence but the stage is mainly used by only one drama group.	There is a stage and access to changing rooms.	There are no specific restrictions other than certain groups not being allowed. Cannot offer a crèche facility due to equipment storage.	Not suitable for sporting facilities or activities.	The church and hall is close to the railway station and can be accessed via taxis. It also sits on a bus route but it does not run that regularly	There is parking spaces for 20-25 cars with additional parking on the road and in the nearby supermarket.	Looking to put a meeting room in place at the back of the hall. There has been recent renovations of the kitchen, floor has been re-waxed. A lot has been done in the last couple of years.	

St Mark's Church	There is not a performance license or an alcohol license. If the church puts on a concert, one is not required.	There is no stage and no changing facilities.	There are no restrictions other than those you would expect for a church.	Not suitable for sporting activities.	Public transport is described as poor. There is the bus than goes to the station in the mornings and evenings. Most drive or walk to the church.	No parking available on church premises and no on road parking due to double yellow lines. Can park in the old people's complex.	No planned expansion of the church.	Gas central heating controlled by a thermostat.
Dursley Methodist Church				The Church is unsuitable for sporting activity.			The Church has new premises that gives it opportunities for increasing its outreach work.	

Key Conclusions

Key issues arising from the matrix and associated research are:

- There are a large number of very similar facilities within the area – these include relatively small halls and meeting rooms that are generally flexible in their use but are not particularly specialist. For example, they are often used as places for local groups and organisations to meet or are hired out for parties/social events.
- There is spare capacity amongst the majority of these facilities/locations. However, this tends to be more the case in the daytime rather than the evenings, where there is less spare capacity available. Much of the spare capacity is for 'normal uses' as referred to above – generic rooms for meetings or for hire.
- A small number of halls have stages available – however, these tend to be within halls of only low or medium capacity.
- In respect of the point above, only Lister Hall has capacity in excess of 200, although the new school development will include a larger hall. However, it is not fully confirmed whether this would be accessible on a regular basis for non-school use.
- The lack of a large hall could be exacerbated in the future due to the potential closure of Lister Hall in the next few years if it is not redeveloped/renovated.
- There are limited local opportunities for large-scale conferences or exhibitions to occur.
- A number of local facilities allow sport to occur, but this tends to be for clubs to utilise halls for activities such as bowling, yoga etc. There are less actual sporting facilities available to the public (as individuals, although there is the Courtyard Fitness Centre), particularly in the daytime (the main sports centre based at the school is not open to the public during school hours).
- There is not much provision whereby facilities are open for people to simply 'drop-in' during the daytime, but particularly during the evening (in terms of non-alcohol-based establishments) – this is the case for some members clubs but the only 'café' type facility is at the Library and the Fitness Centre.
- Several locations utilise ICT, but there appears to be limited access of ICT facilities for the public, with the exception of the Library.
- Some of the locations provide education and learning opportunities (notably GL11, although this is generally at capacity) but this does not appear to be widespread.
- There is no cinema provision within the local area.
- Public transport access to many of the facilities has been criticised.

Key Recommendations

Key needs for a new facility, based on the analysis above, include:

- As many of the local facilities offer the same type of provision, there is a need for a 'different' type of facility.
- In particular, if the school's new hall is not suitable for regular community use, there appears to be a need for a new large hall, unless the Lister Hall can be appropriately renovated.
- This hall should have a suitable stage and associated facilities (lighting etc).
- The facility needs to provide the ability for larger scale activities such as exhibitions, conferences and potentially for craft/farmers markets etc, linking into local tourism opportunities.
- There is a need for a healthy living style café to be open all day ideally, but particularly in the evenings. This should have ICT provision for people to use at their leisure.
- There is the possibility for any new centre to provide regular opportunities for local people to undertake various sports activities, such as badminton and keep fit classes.
- It would be beneficial if a new facility could offer the opportunity of leisure learning activities that may be demanded by local people, such as watercolour classes, for example, as well as the ability to provide ad-hoc training for local businesses.
- A new facility should be able to provide occasional screening of films.
- There must be good access and public transport links to any new facility.

When developing options for a new multi-purpose centre it is recommended that these highlighted gaps be addressed where possible.

APPENDIX III

FINANCIAL PROJECTIONS

FIRST YEAR START UP COSTS

YEAR ONE SUMMARY

	Build cost used		
	Lower	Upper	Average
Construction costs	299,136	454,517	376,826
Other construction related costs	149,568	227,259	188,413
Running costs	84,430	86,540	90,921
	533,133	768,316	656,161

CONSTRUCTION COSTS

Building cost index

Outer London (Base)	481
South West regional adjustment	443
Index	0.92

Allocated total site area m² (internal only)

443

	No	Per unit indoor m ²	Total indoor m ²	Total outdoor m ²	Lower cost m ²	Upper cost m ²	Average cost m ²	Construction Costs (indoor)		
								Lower	Upper	Average
Sports Hall and Changing Rooms	1	204	204		660	1,170	915	124,003	219,824	171,913
Meeting rooms	3	30	90		650	900	775	53,878	74,601	64,240
Kitchen	1	14	14		2,000	2,600	2300	25,788	33,524	29,656
Reception/Foyer	1	30	30		950	1,200	1075	26,248	33,156	29,702
Office Unit	1	7	7		1,150	1,450	1300	6,884	8,680	7,782
Boiler/Plant/Cleaning	1	10	10				0	-	-	-
Toilets inc Disabled	3	8	24		800	1,000	900	17,683	22,104	19,894
Circulation Space	1	22	22		600	800	700	12,157	16,210	14,183
Equipment Store	1	42	42		840	1,200	1020	32,493	46,418	39,456

TOTAL M²

443

-

Total construction cost

299,136

454,517

376,826

OTHER COSTS

Fixtures, fittings & external work @	15%
Professional fees	15%
Additional allowance for abnormals	20%

44,870

68,178

56,524

44,870

68,178

56,524

59,827

90,903

75,365

Total other costs

149,568

227,259

188,413

GRAND TOTAL

448,703

681,776

565,239

ASSUMPTIONS - INCOME

Sports Hall

Usage			Hours
Term time	From	To	
Tue - Fri	2:30 PM	9:30 PM	7.00
Saturday	9:00 AM	6:00 PM	9.00
Total for week			37.00
Total for year			1,924.00

	%	£ per hour	Hours	Potential income
Senior use	65	6.00	1,250.60	7,503.60
Junior use	35	3.50	673.40	2,356.90
				9,860.50

Hours		
% use	used	free
70	1,346.80	577.20
50	962.00	962.00
30	577.20	1,346.80

Income £
6,902.35
4,930.25
2,958.15

Aerobics

Session per week	3
Hours per session	1.00
£ per hour	3.00
Total hours	156.00
People per session	30
Instructor £ per hr	25.00
Instructor £ per annum	3,900.00

Attendance %	Income £	Hours used
70	9,828.00	109.20
50	7,020.00	78.00
30	4,212.00	46.80

Social functions

Bookings per week	1.00
length (hours)	2.00
Cost per hour	10.00
Hours per annum	104.00
Potential annual income £	1,040.00

Use %	Income £	Hours used
70	728.00	72.80
50	520.00	52.00
30	312.00	31.20

Meetings

Rooms available	3
Hours available	5,772.00
Cost per hour	5.00
Potential income	28,860.00

Use %	Income £	Hours used
70	20,202.00	4,040.40
50	14,430.00	2,886.00
30	8,658.00	1,731.60

ASSUMPTIONS - EXPENDITURE

Staff costs

	No.	Salary £		On costs %	15.0%
Manager	1.25	25,000		Pension %	6.0%
Receptionist	1.25	15,000		Inflation %	2.5%
Caretaker	0.33	15,000			
		54,950			

Year	Year	Year
1	2	3

Staff costs (from above)	66,489.50	68,151.74	71,601.92
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Other costs

Public Liability	1,000.00	1,025.00	1,076.89
Building Insurance	1,800.00	1,845.00	1,938.40
UBR	400.00	410.00	430.76
Electricity & Gas	900.00	922.50	969.20
Telecommunications	1,000.00	1,025.00	1,076.89
Water	560.00	574.00	603.06
Postage	400.00	410.00	430.76
Stationery	700.00	717.50	753.82
Printing	1,000.00	1,025.00	1,076.89
Promotion	1,000.00	1,025.00	1,076.89
Refreshments	250.00	256.25	269.22
Supplies	400.00	410.00	430.76
Maintenance	1,400.00	1,435.00	1,507.65
Security, alarm and cctv	1,000.00	1,025.00	1,076.89
Cleaning	600.00	615.00	646.13
Refuse	250.00	256.25	269.22
Equipment leasing	800.00	820.00	861.51
Equipment repair	480.00	492.00	516.91
Audit & Accountancy	2,000.00	2,050.00	2,153.78
Legal fees	1,000.00	1,025.00	1,076.89
Professional fees	400.00	410.00	430.76
Subscriptions & licences	500.00	512.50	538.45
Bank charges	100.00	102.50	107.69
Total other costs	17,940.00	18,388.50	19,319.42

Total costs	84,429.50	86,540.24	90,921.34
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INCOME AND EXPENDITURE ACCOUNT

Operating @ 70%	Year 1	Year 2	Year 3
<u>Income</u>			
Sports Hall	6,902.35	7,074.91	7,251.78
Aerobics	9,828.00	10,073.70	10,325.54
Social functions	728.00	746.20	764.86
Meetings	20,202.00	20,707.05	21,224.73
Total income	37,660.35	38,601.86	39,566.91
<u>Expenditure</u>			
Staff costs	66,489.50	68,151.74	71,601.92
Other costs	17,940.00	18,388.50	19,319.42
Aerobics instructor	3,900.00	3,997.50	4,097.44
Total expenditure	88,329.50	90,537.74	95,018.77
Surplus/(deficit)	(50,669.15)	(51,935.88)	(55,451.87)

Operating @ 50%	Year 1	Year 2	Year 3
<u>Income</u>			
Sports Hall	4,930.25	5,053.51	5,179.84
Aerobics	7,020.00	7,195.50	7,375.39
Social functions	520.00	533.00	546.33
Meetings	14,430.00	14,790.75	15,160.52
Total income	26,900.25	27,572.76	28,262.08
<u>Expenditure</u>			
Staff costs	66,489.50	68,151.74	71,601.92
Other costs	17,940.00	18,388.50	19,319.42
Aerobics instructor	3,900.00	3,997.50	4,097.44
Total expenditure	88,329.50	90,537.74	95,018.77
Surplus/(deficit)	(61,429.25)	(62,964.98)	(66,756.70)

Operating @ 30%	Year 1	Year 2	Year 3
<u>Income</u>			
Sports Hall	2,958.15	3,032.10	3,107.91
Aerobics	4,212.00	4,317.30	4,425.23
Social functions	312.00	319.80	327.80
Meetings	8,658.00	8,874.45	9,096.31
Total income	16,140.15	16,543.65	16,957.25
<u>Expenditure</u>			
Staff costs	66,489.50	68,151.74	71,601.92
Other costs	17,940.00	18,388.50	19,319.42
Aerobics instructor	3,900.00	3,997.50	4,097.44
Total expenditure	88,329.50	90,537.74	95,018.77
Surplus/(deficit)	(72,189.35)	(73,994.08)	(78,061.53)