

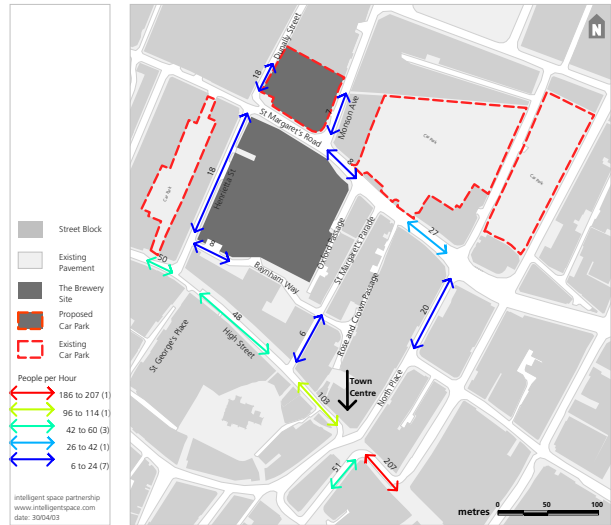
# Cheltenham Brewery Pedestrian Movement Report

*Audit of pedestrian movement levels at night in the town centre and evaluation of scheme designs to provide evidence for planning decisions.*

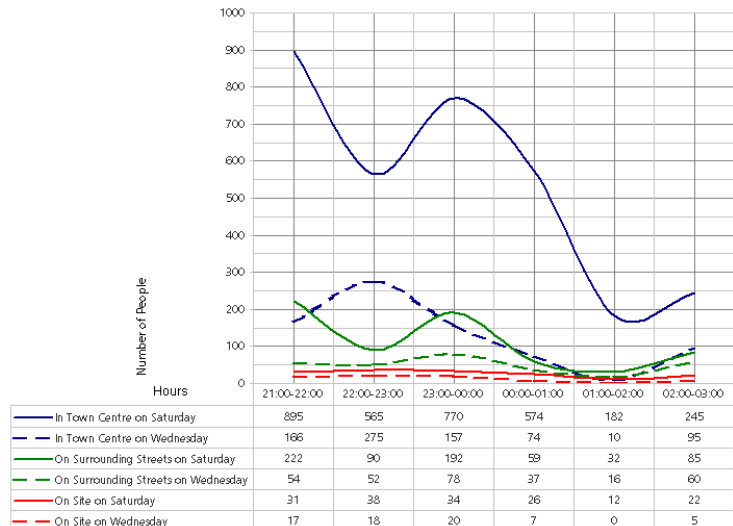
CLIENT: CHELTENHAM BOROUGH COUNCIL  
LOCATION: CHELTENHAM  
YEAR: 2003

Intelligent Space provided Cheltenham Borough Council with evidence on the use of town centre public spaces at night, in order to assist the council with the evaluation of planning submissions relating to the night-time economy. An issue of importance in many projects is the impact that increases in the night-time economy uses may have on residents, especially in areas where late night uses are not currently prevalent.

Intelligent Space undertook an observation study at night, comparing current activity levels in the town centre with development sites in its vicinity. At night, pedestrian flows peak around 900 people per hour, which is approximately 15% of the daytime weekend peak.



Distribution of pedestrian traffic on Wednesday night



Average pedestrian flows in each part of the study area