



# Guildford Public Toilet User Survey

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## User Survey Overview

A user counting survey was carried out on 15 public toilet facilities in the Guildford Borough area. The site at Ash was not included as the fitting of counter equipment was not possible. DDA cubicles were not included in the survey as use is sporadic and the data does not contain any key indicators.

The survey ran from mid-June through to 30<sup>th</sup> August, allowing a survey period of over two months. A survey snapshot by site detailing daily and weekly usage of gents and ladies toilets as well as graphs detailing user peaks follows later in this document. Further detailed information such as hourly use is held on the user portal and can be accessed using the log in detail provided.

### Survey Results

		<b>Total</b>	<b>Average per Day</b>
<b>Allen House Gents</b>		1861	25
<b>Allen House Ladies</b>		1594	21
	<b>Totals</b>	3455	47
<b>Bedford Road Gents</b>		1017	13
<b>Bedford Road Ladies</b>		4249	55
	<b>Totals</b>	5266	68
<b>Burchett's Farm Gents</b>		2816	38
<b>Burchett's Farm Ladies</b>		1152	15
	<b>Totals</b>	3968	54
<b>Farnham Road Gents</b>		1621	20
<b>Farnham Road Ladies</b>		1454	18
	<b>Totals</b>	3075	39
<b>G-Live Gents</b>		4242	57
<b>G-Live Gents</b>		2387	32
	<b>Totals</b>	6629	90
<b>Home Farm Gents</b>		4124	58
<b>Home Farm Ladies</b>		2801	36
	<b>Totals</b>	6925	95
<b>Onslow Toilets G</b>		1133	15
<b>Onslow Toilets L</b>		1929	24
	<b>Totals</b>	3062	40
<b>Ripley Gents</b>		1800	24
<b>Ripley Ladies</b>		967	12
	<b>Totals</b>	2767	37
<b>Shalford Park Gents</b>		5476	75.
<b>Shalford Park Ladies</b>		2479	33
	<b>Totals</b>	7955	108
<b>Shere Gents</b>		6223	85
<b>Shere Ladies</b>		8334	114
	<b>Totals</b>	14557	199
<b>Stoke Park Gents</b>		9144	163
<b>Stoke Park Ladies</b>		12478	162

	<b>Totals</b>	21622	325
<b>Sutherland Gents</b>		2389	31
<b>Sutherland Ladies</b>		2131	29
	<b>Totals</b>	4520	60
<b>Tunsgate Gents</b>		11102	152
<b>Tunsgate Ladies</b>		14400	197
	<b>Totals</b>	25502	349
<b>Ward Street Gents</b>		10342	132
<b>Ward Street Ladies</b>		13749	176
	<b>Totals</b>	24091	308
<b>Woodbridge Road Gents</b>		8227	105
<b>Woodbridge Road Ladies</b>		3650	46
	<b>Totals</b>	11877	152

A quick review of the data collected reveals the busiest sites as follows:

1	<b>Tunsgate</b>
2	<b>Stoke Park</b>
3	<b>Ward Street</b>
4	<b>Shere</b>
5	<b>Woodbridge Road</b>
6	<b>Shalford Park</b>
7	<b>Home Farm</b>
8	<b>G-Live</b>
9	<b>Bedford Road</b>
10	<b>Sutherland</b>
11	<b>Burchett's Farm</b>
12	<b>Allen House</b>
13	<b>Onslow Toilets</b>
14	<b>Farnham Road</b>
15	<b>Ripley</b>

<b>Key</b>	
	High
	Medium
	Low

## Conclusions

The toilets in this survey are generally well used in comparison to general public toilet use. Even the low use toilets appear to be at the top end of low usage in comparison to other surveys we have conducted across the UK.

The average cost of keeping a facility in use in the UK is approximately **£20,000 pa.** which includes rates, utilities, maintenance, cleaning and consumables. Using **Ripley** as an example, as it has the lowest use, the cost per user of this site equates to **£1.48** per user. Whereas at the opposite end of the scale the **Tunsgate** cost per user is **£0.16.**

### Charging?

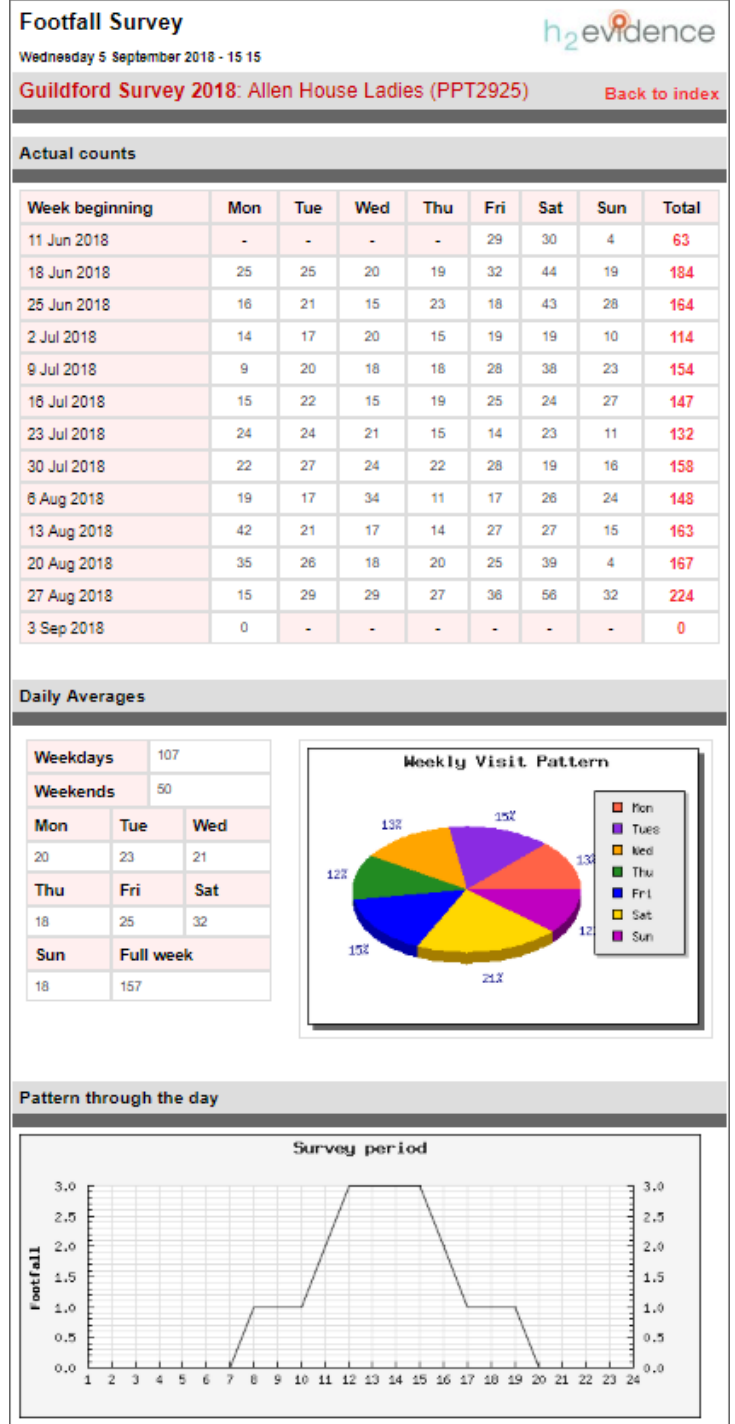
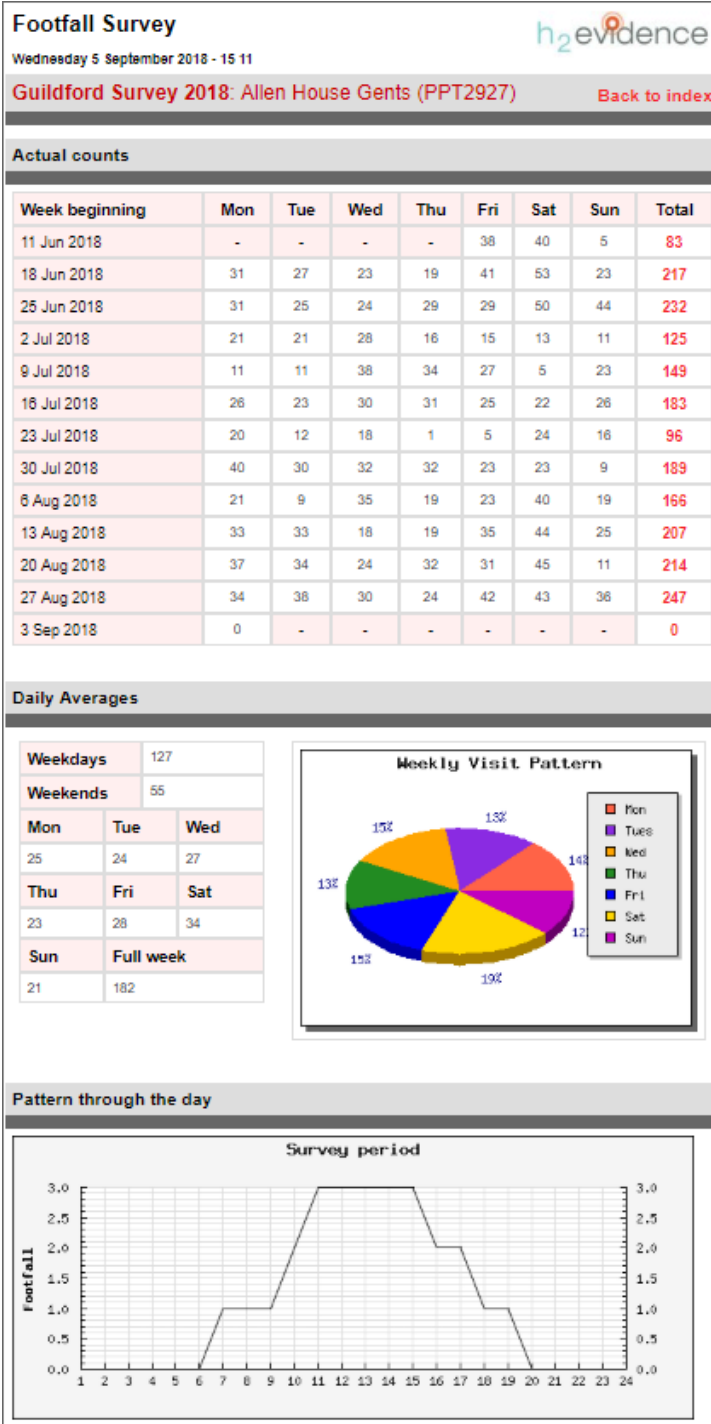
Never a popular decision but as an alternative to closure it is worth considering. Charging for public toilets will never cover the cost of operation but it may assist in easing the cost burden of operating the facility. Things to consider when considering the introduction of charging.

The introduction of a charge for toilets will:

- ‡ Reduce usage of the facility by 50%.
- ‡ Reduce the income generated
- ‡ Reduce the amount of water, electric and consumables used.
- ‡ Deter vandalism and reduce maintenance costs.
- ‡ Eliminate the need to open and close the toilets. It also allows the operator to pre-set times for opening & closing.
- ‡ Not be well received by users without improving or refurbishing the site

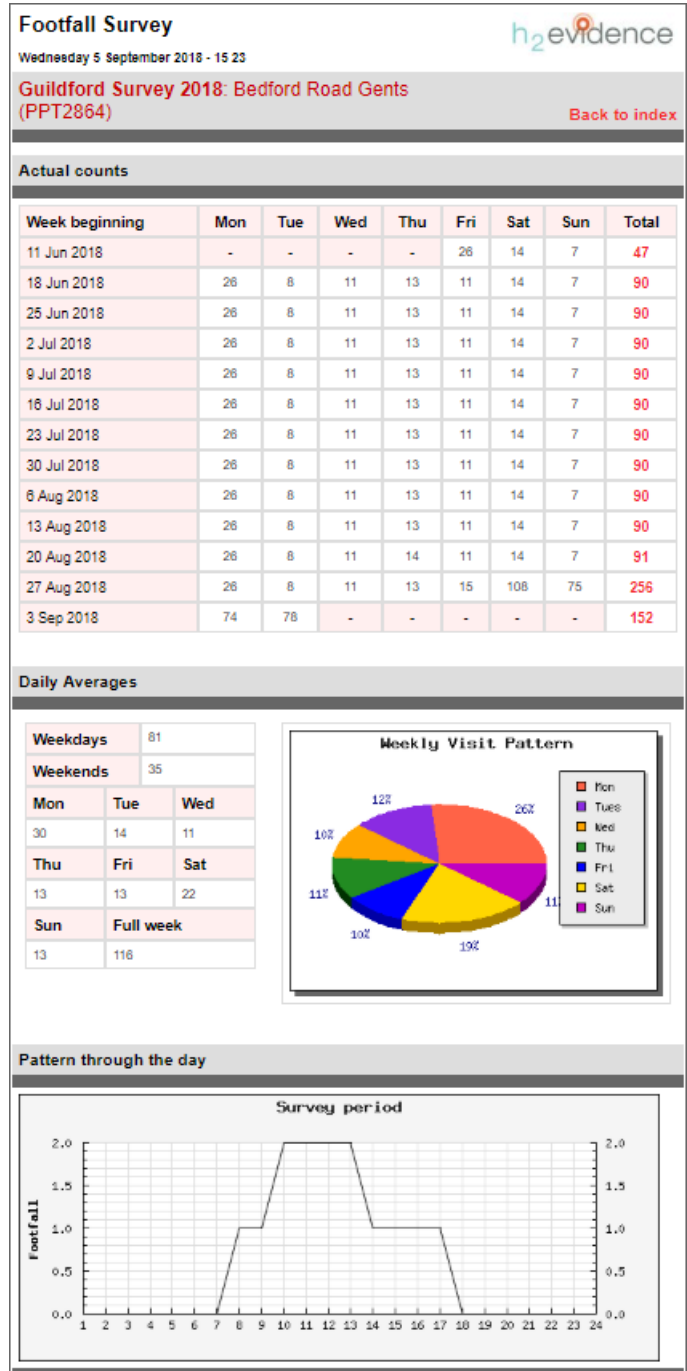
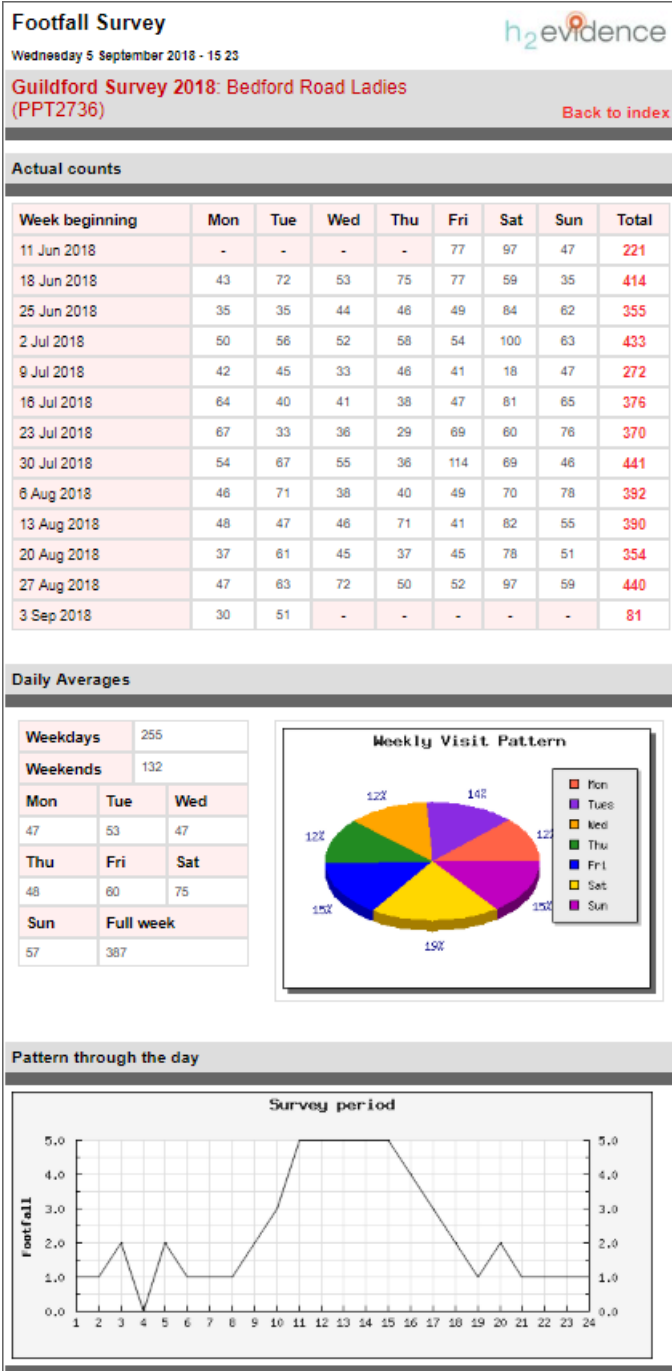
# Allen House

Low usage site with a lunch time peak. Usage is consistent throughout the week.



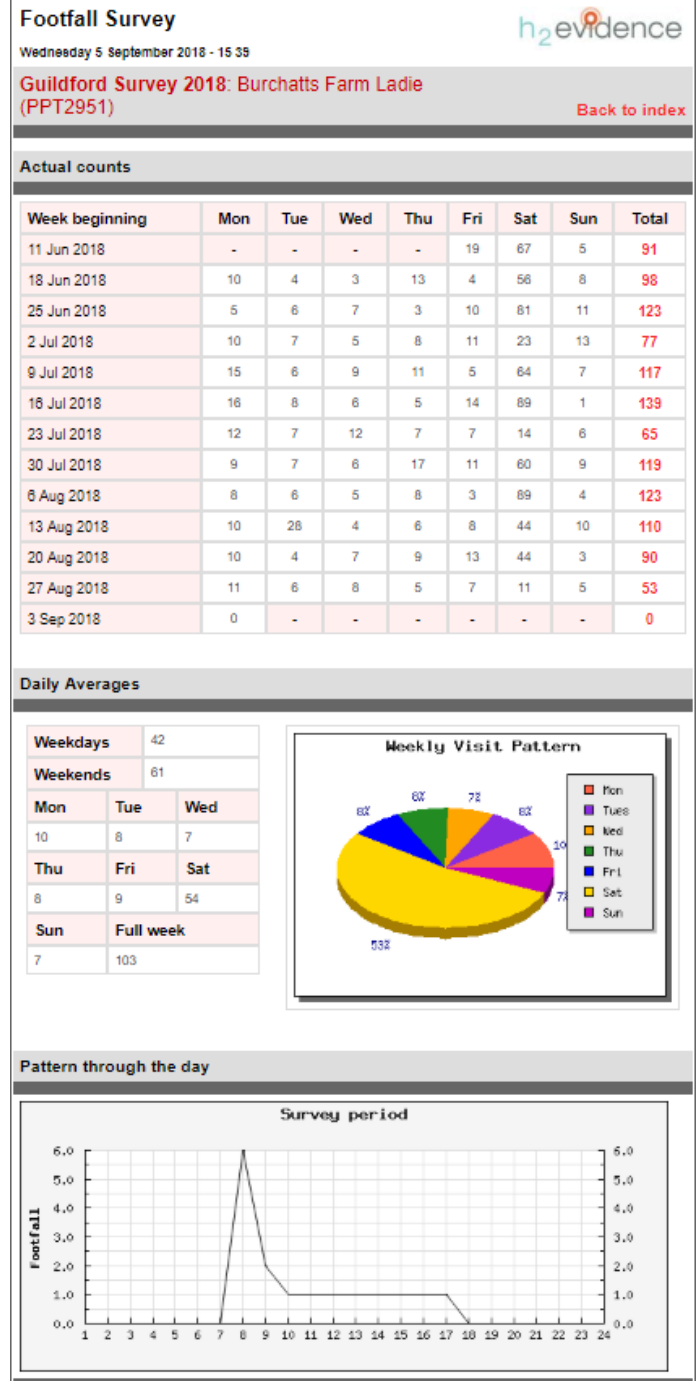
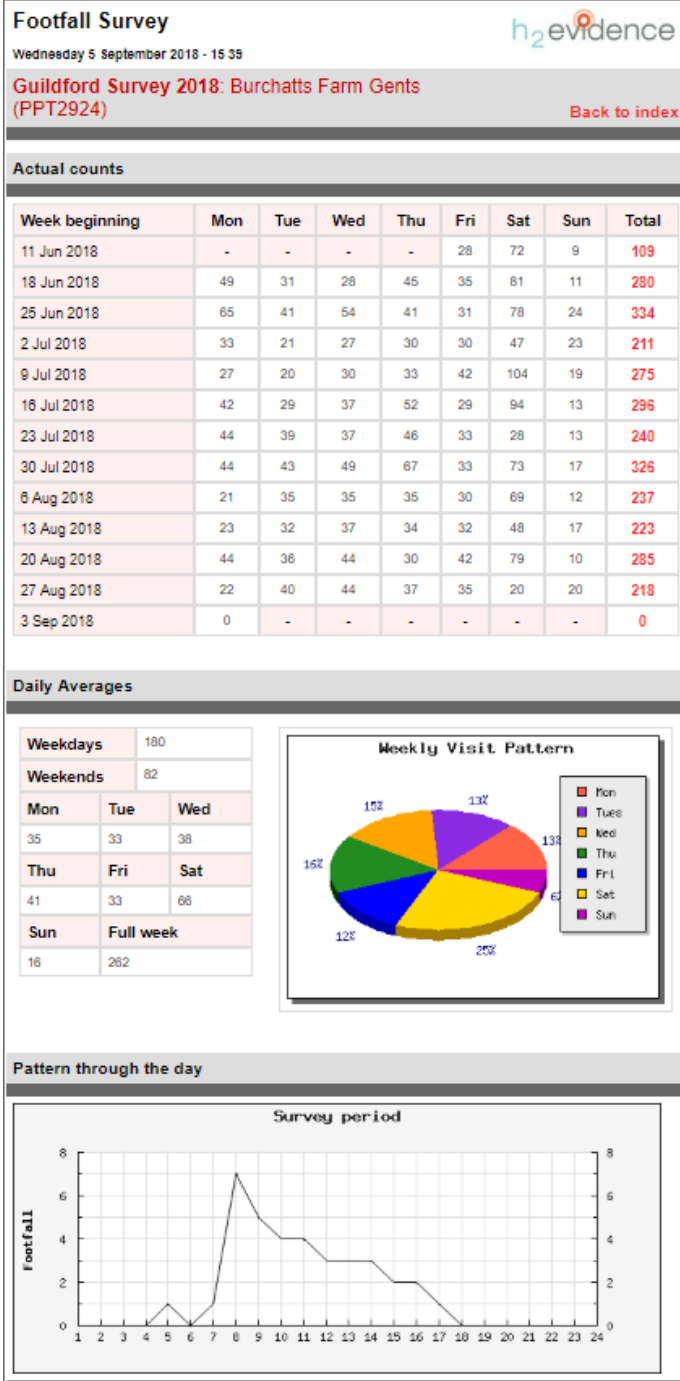
## Bedford Road

Medium use site. Higher usage in the Gents by nearly 4 times compared to the Ladies. Very consistent usage of the Ladies suggests regular users with an uplift in use on Monday's?



## Burchett's Farm

A low use facility which peaks in the morning between 8am and 10am. Busier on a Saturday which suggests local shopping or events nearby?





## Farnham Road

A low usage site which has constant visits throughout the day. Some out of hours counts suggest the gents facility isn't always locked?

### Footfall Survey

Wednesday 5 September 2018 - 15:41

**Guildford Survey 2018: Farnham Road Gents**  
(PPT2940)

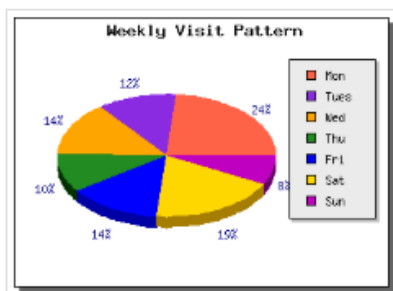
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#### Actual counts

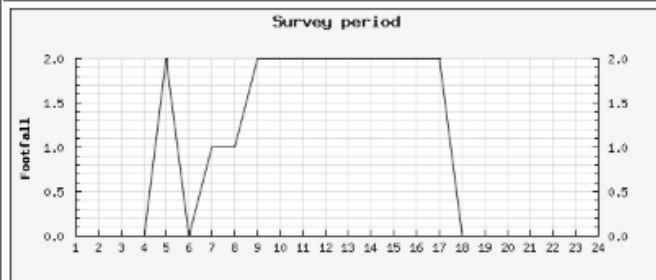
Week beginning	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
11 Jun 2018	-	-	-	-	29	47	9	85
18 Jun 2018	21	15	29	13	52	36	9	175
25 Jun 2018	35	11	15	9	13	17	12	112
2 Jul 2018	28	8	22	18	19	24	14	133
9 Jul 2018	46	18	18	20	16	23	11	152
16 Jul 2018	34	20	13	9	14	21	15	126
23 Jul 2018	24	14	25	14	22	30	7	136
30 Jul 2018	30	18	20	17	18	26	11	140
6 Aug 2018	38	20	20	17	18	26	11	150
13 Aug 2018	38	20	20	17	18	26	11	150
20 Aug 2018	38	20	20	17	18	26	11	150
27 Aug 2018	37	20	20	17	18	-	-	112

#### Daily Averages

Weekdays		107
Weekends		38
Mon	Tue	Wed
34	17	20
Thu	Fri	Sat
15	21	27
Sun	Full week	
11	145	



#### Pattern through the day



### Footfall Survey

Wednesday 5 September 2018 - 15:41

**Guildford Survey 2018: Farnham Road Ladies**  
(PPT2937)

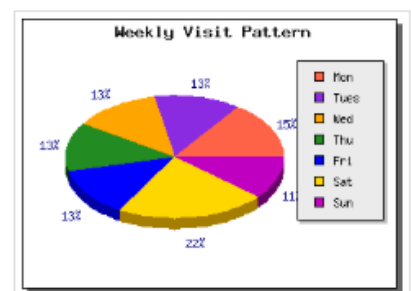
[Back to index](#)

#### Actual counts

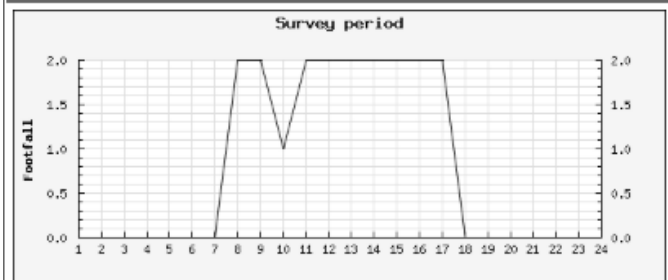
Week beginning	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
11 Jun 2018	-	-	-	-	35	55	10	100
18 Jun 2018	23	17	15	13	15	43	36	162
25 Jun 2018	35	11	17	16	11	17	10	117
2 Jul 2018	17	20	17	15	18	20	16	123
9 Jul 2018	27	19	16	20	15	25	16	138
16 Jul 2018	22	13	15	17	14	21	16	118
23 Jul 2018	17	16	15	16	12	24	10	110
30 Jul 2018	15	31	20	18	18	25	14	141
6 Aug 2018	19	14	18	17	15	24	15	122
13 Aug 2018	17	16	18	17	16	22	16	122
20 Aug 2018	17	16	14	17	15	26	17	122
27 Aug 2018	15	15	19	16	39	47	5	156

#### Daily Averages

Weekdays		90
Weekends		44
Mon	Tue	Wed
20	17	17
Thu	Fri	Sat
17	19	29
Sun	Full week	
15	134	



#### Pattern through the day



## G-Live Car Park

A medium use site with constant use during the day. Some very early counts but none after 18:00 which is assumed to be the closing time.

### Footfall Survey

Wednesday 5 September 2018 - 15:45

**Guildford Survey 2018: G-Live Gents (PPT2952)**

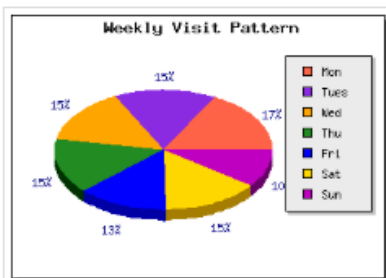
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#### Actual counts

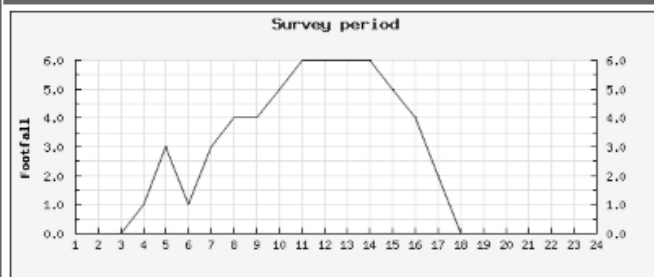
Week beginning	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
11 Jun 2018	-	-	-	-	33	64	39	136
18 Jun 2018	67	56	69	60	67	64	43	426
25 Jun 2018	75	59	65	53	51	73	39	415
2 Jul 2018	67	56	60	58	65	52	29	387
9 Jul 2018	65	73	61	60	66	36	39	400
16 Jul 2018	81	71	56	60	48	70	53	439
23 Jul 2018	77	44	52	61	39	57	34	364
30 Jul 2018	87	50	65	47	46	48	30	373
6 Aug 2018	86	63	74	80	68	61	45	477
13 Aug 2018	56	76	57	52	55	62	44	402
20 Aug 2018	81	67	45	71	56	56	45	421
27 Aug 2018	79	67	50	56	65	63	51	431
3 Sep 2018	1	-	-	-	-	-	-	1

#### Daily Averages

Weekdays		305
Weekends		100
Mon	Tue	Wed
69	62	59
Thu	Fri	Sat
60	55	59
Sun	Full week	
41	405	



#### Pattern through the day



### Footfall Survey

Wednesday 5 September 2018 - 15:46

**Guildford Survey 2018: G-Live Ladies (PPT2947)**

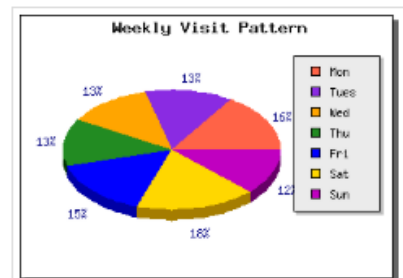
[Back to index](#)

#### Actual counts

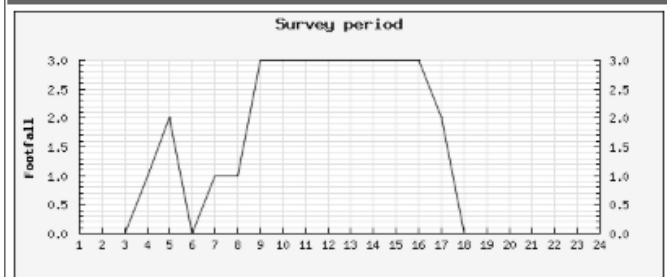
Week beginning	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
11 Jun 2018	-	-	-	-	36	45	26	107
18 Jun 2018	29	31	25	18	35	43	32	213
25 Jun 2018	45	26	23	44	39	52	31	260
2 Jul 2018	46	21	17	34	35	27	23	203
9 Jul 2018	42	33	35	34	41	34	27	246
16 Jul 2018	28	18	23	23	29	29	30	180
23 Jul 2018	16	22	26	32	22	30	29	177
30 Jul 2018	34	28	48	22	45	45	30	252
6 Aug 2018	48	37	38	25	42	56	40	286
13 Aug 2018	38	37	30	34	33	37	21	230
20 Aug 2018	46	34	29	28	31	40	25	233
27 Aug 2018	57	43	30	28	42	50	23	273
3 Sep 2018	2	-	-	-	-	-	-	2

#### Daily Averages

Weekdays		160
Weekends		69
Mon	Tue	Wed
36	30	29
Thu	Fri	Sat
29	36	41
Sun	Full week	
28	229	



#### Pattern through the day



# Home Farm

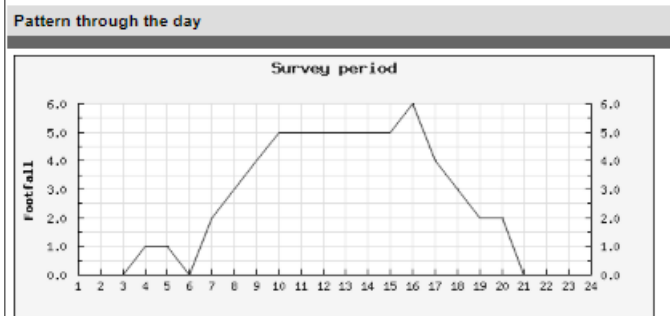
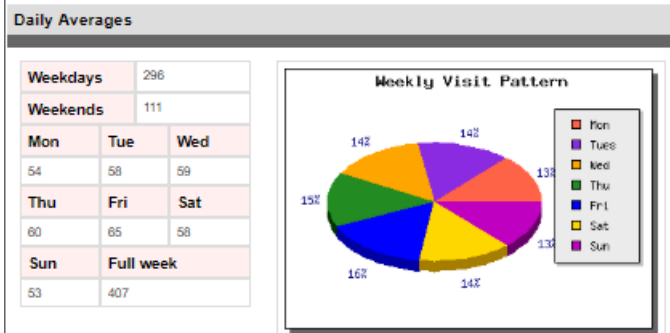
A medium use site with constant use throughout the day. Some early morning counts with closing time at 21:00.

## Footfall Survey

Wednesday 5 September 2018 - 16:00

**Guildford Survey 2018: Home Farm Gents (PPT2932)** [Back to index](#)

Actual counts								
Week beginning	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
18 Jun 2018	79	59	40	52	63	62	62	417
25 Jun 2018	74	47	53	52	37	86	67	416
2 Jul 2018	42	51	52	94	53	55	63	410
9 Jul 2018	43	59	48	45	219	55	75	544
16 Jul 2018	45	53	83	55	37	36	38	347
23 Jul 2018	54	62	67	66	50	58	53	410
30 Jul 2018	59	68	72	71	60	96	60	486
6 Aug 2018	70	44	67	60	50	62	28	381
13 Aug 2018	78	55	56	40	54	30	53	366
20 Aug 2018	46	72	59	69	45	42	14	347
27 Aug 2018	54	70	53	58	51	59	68	413
3 Sep 2018	0	-	-	-	-	-	-	0

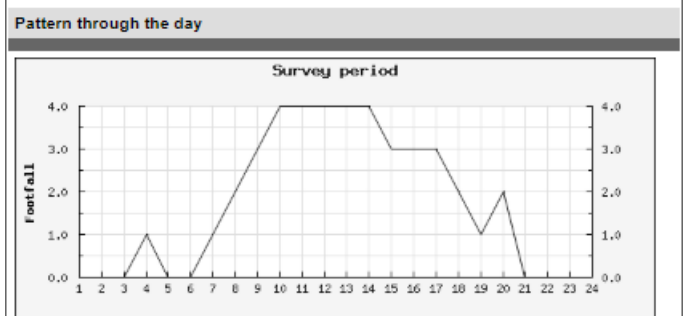
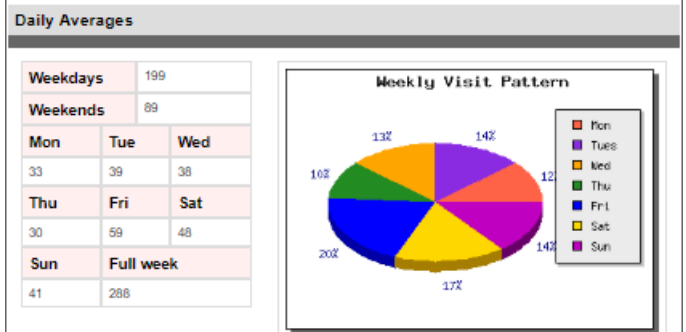


## Footfall Survey

Wednesday 5 September 2018 - 16:00

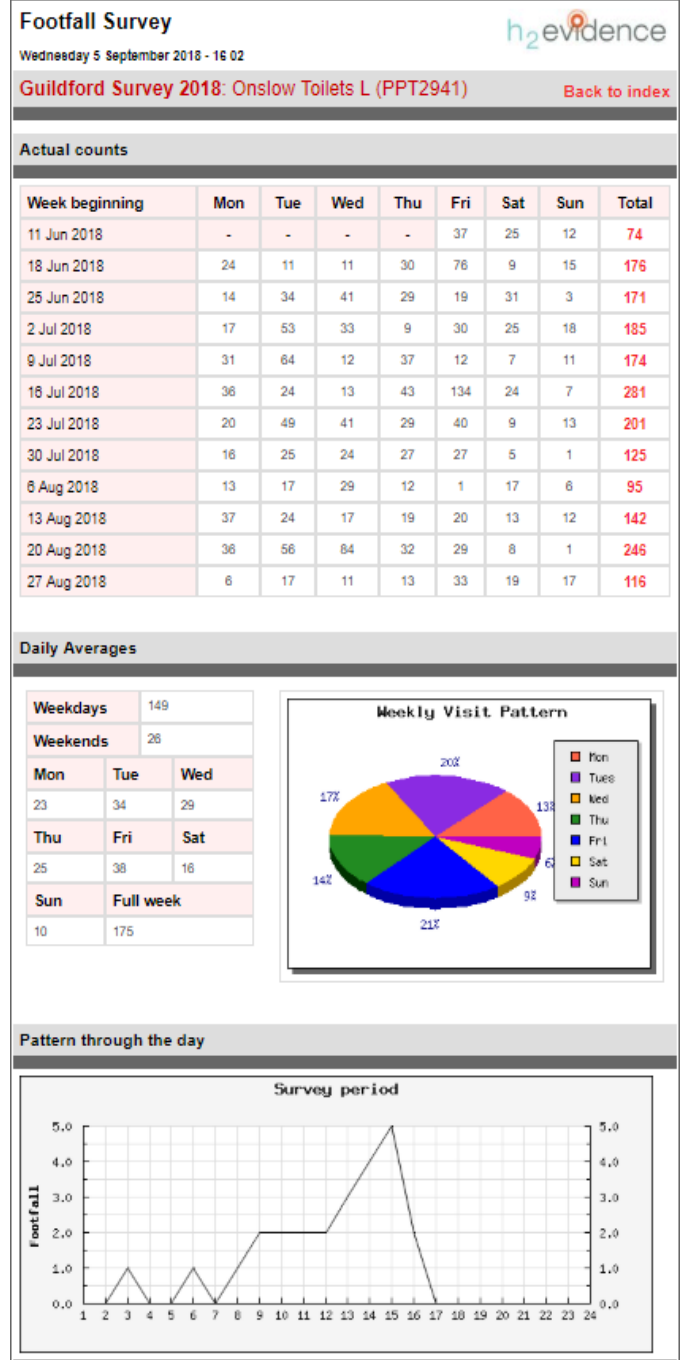
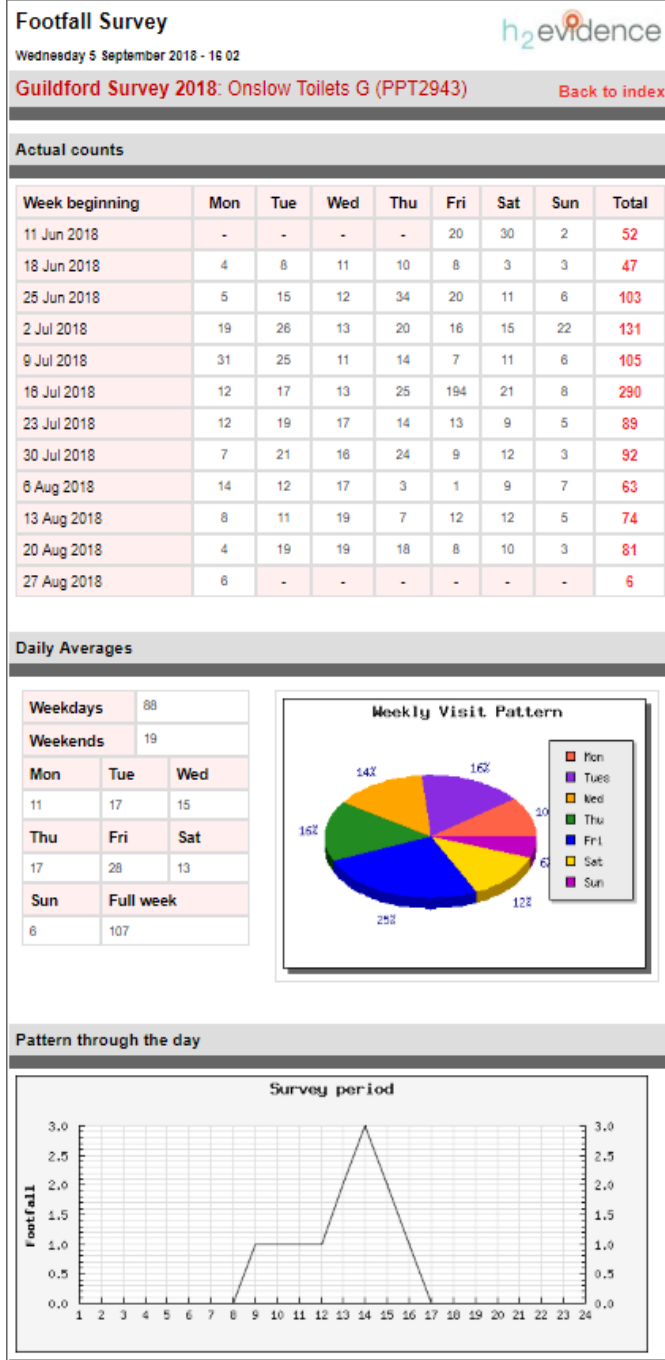
**Guildford Survey 2018: Home Farm Ladies (PPT2729)** [Back to index](#)

Actual counts								
Week beginning	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
11 Jun 2018	-	-	-	-	22	24	42	88
18 Jun 2018	55	34	41	28	42	48	35	283
25 Jun 2018	61	52	59	47	33	54	62	368
2 Jul 2018	13	40	20	40	40	48	38	237
9 Jul 2018	28	45	40	27	293	27	85	545
16 Jul 2018	17	57	54	29	23	51	40	271
23 Jul 2018	19	27	60	17	27	125	36	311
30 Jul 2018	29	40	30	43	84	56	35	317
6 Aug 2018	31	28	29	11	18	33	12	162
13 Aug 2018	20	34	26	8	48	33	50	219
20 Aug 2018	43	42	25	22	35	24	15	206
27 Aug 2018	30	31	39	56	39	53	44	292
3 Sep 2018	47	35	-	-	-	-	-	82



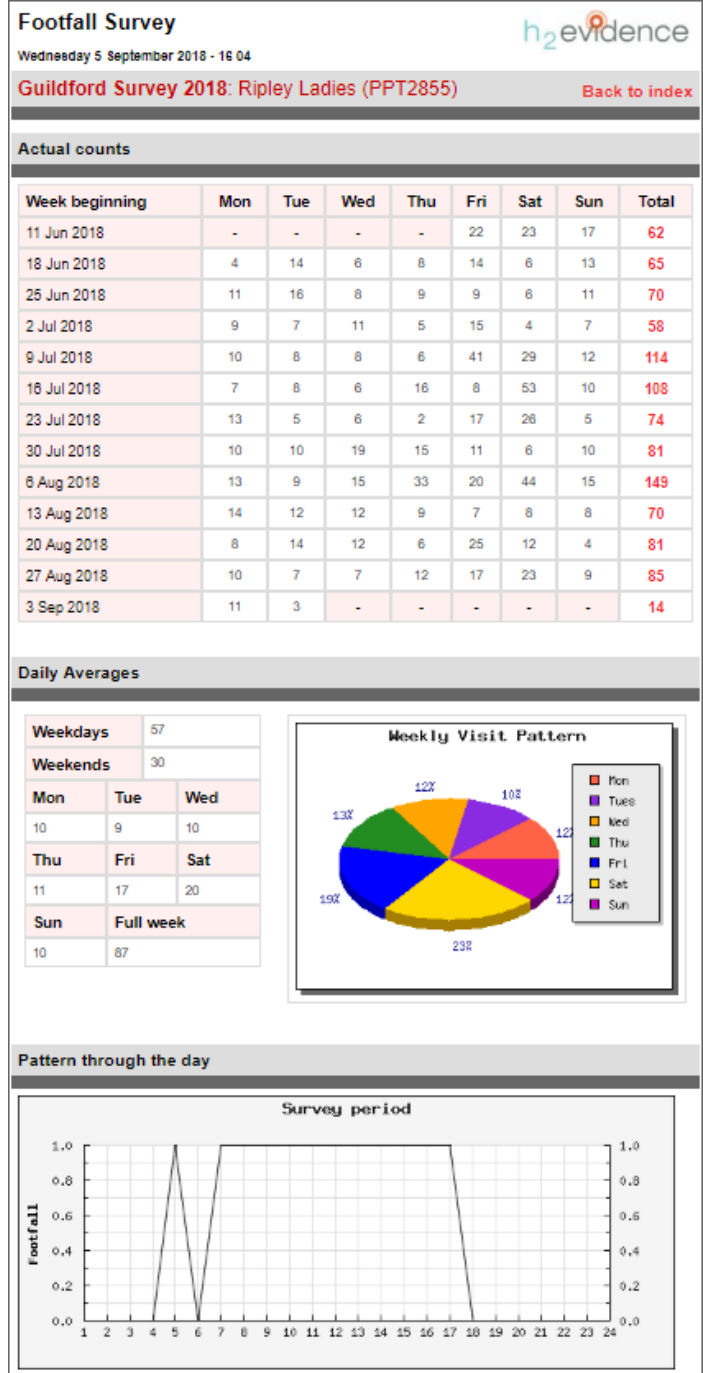
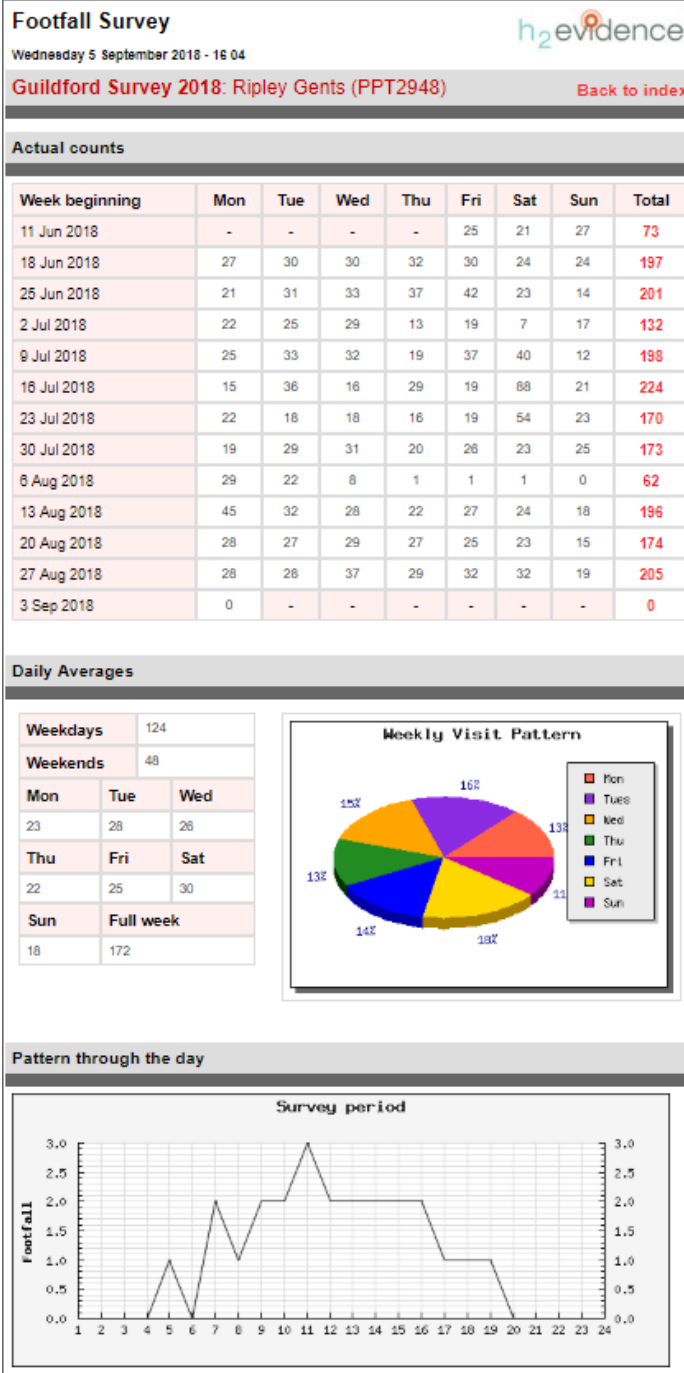
## Onslow

A low use site which is busiest on a Friday. The ladies shows some overnight counts which is in contrast to the gents which operates 08:00 to 17:00



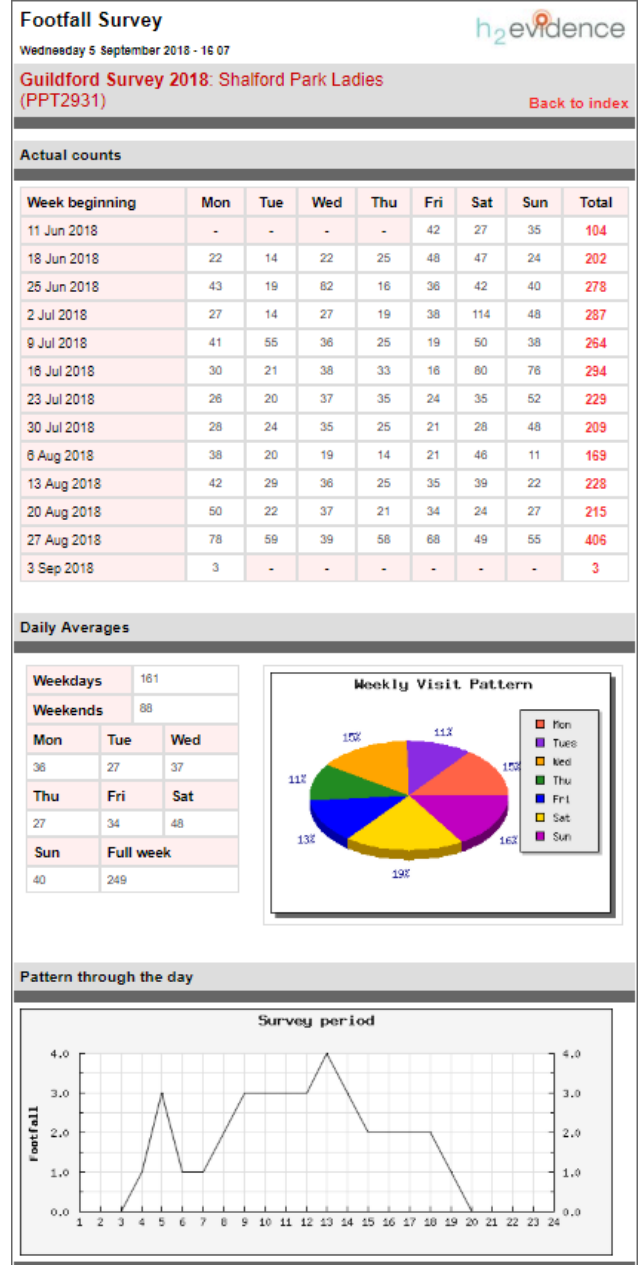
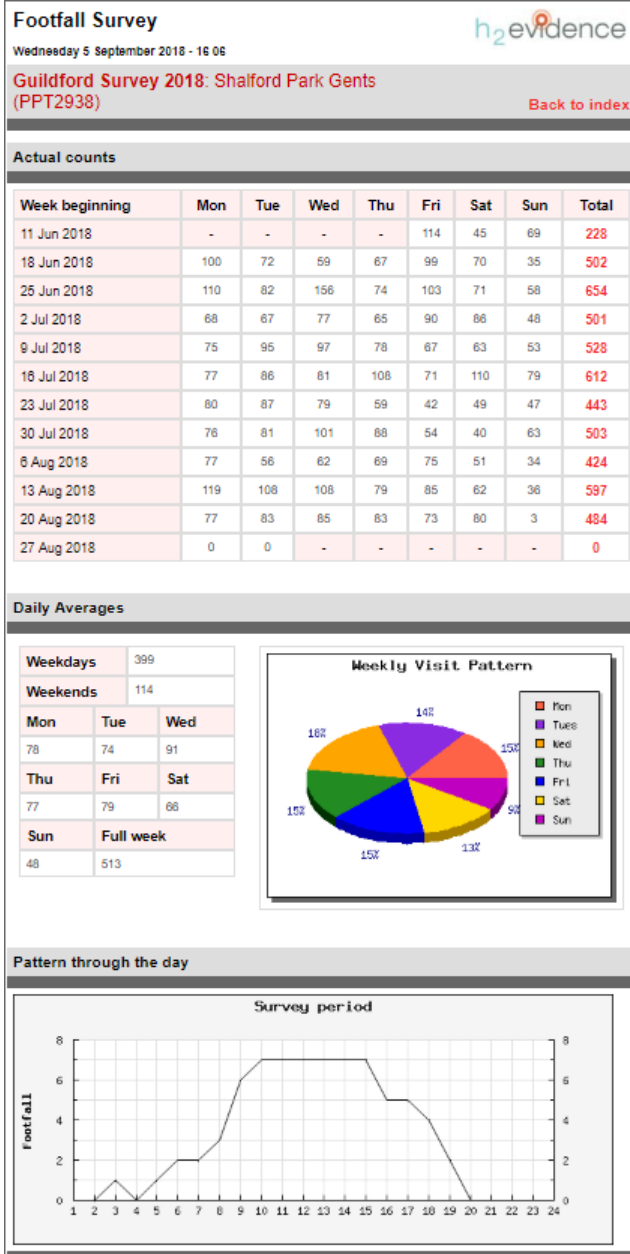
## Ripley High Street

Lowest used site. Appears to be opened at 04:00.



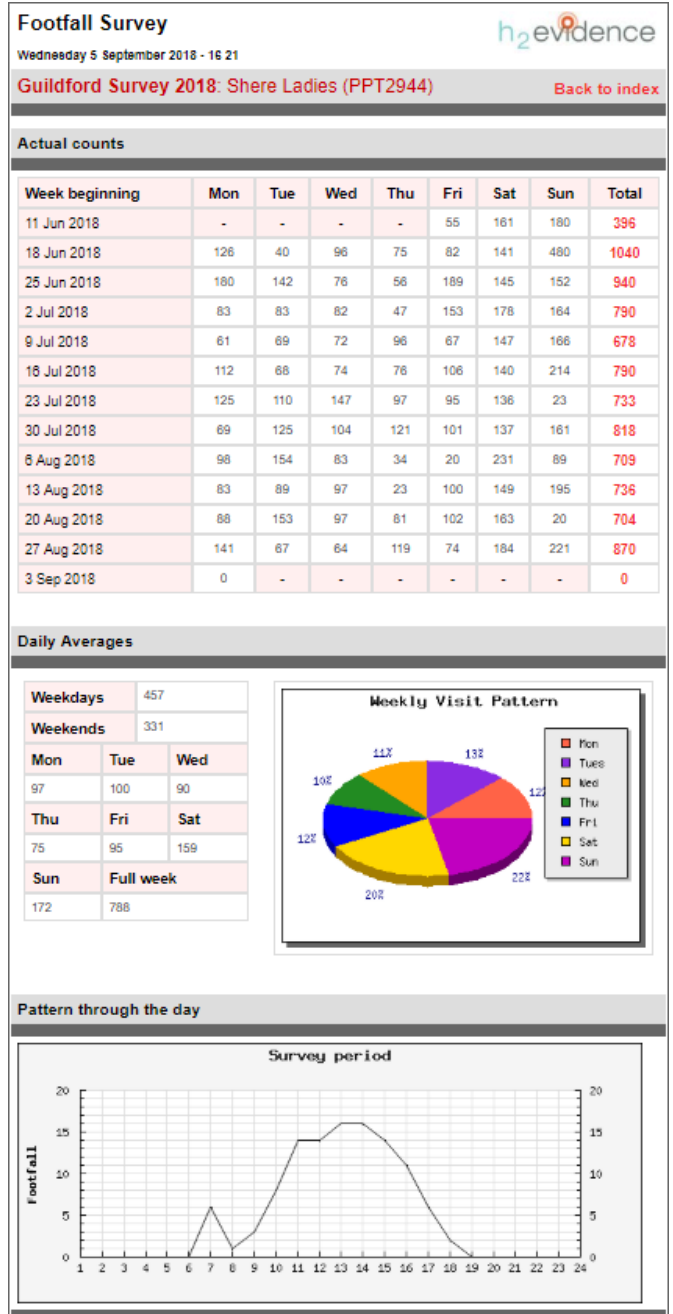
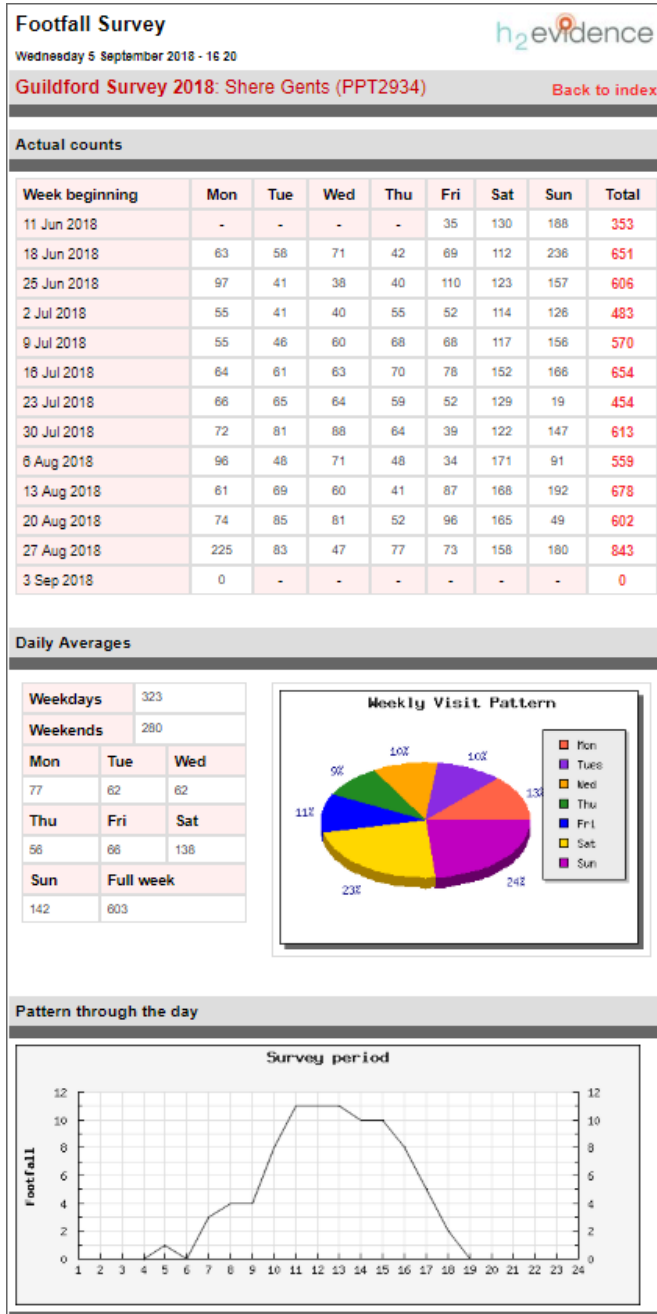
# Shalford Park

A medium use site with good constant numbers. Early morning/overnight access recorded.



## Shere

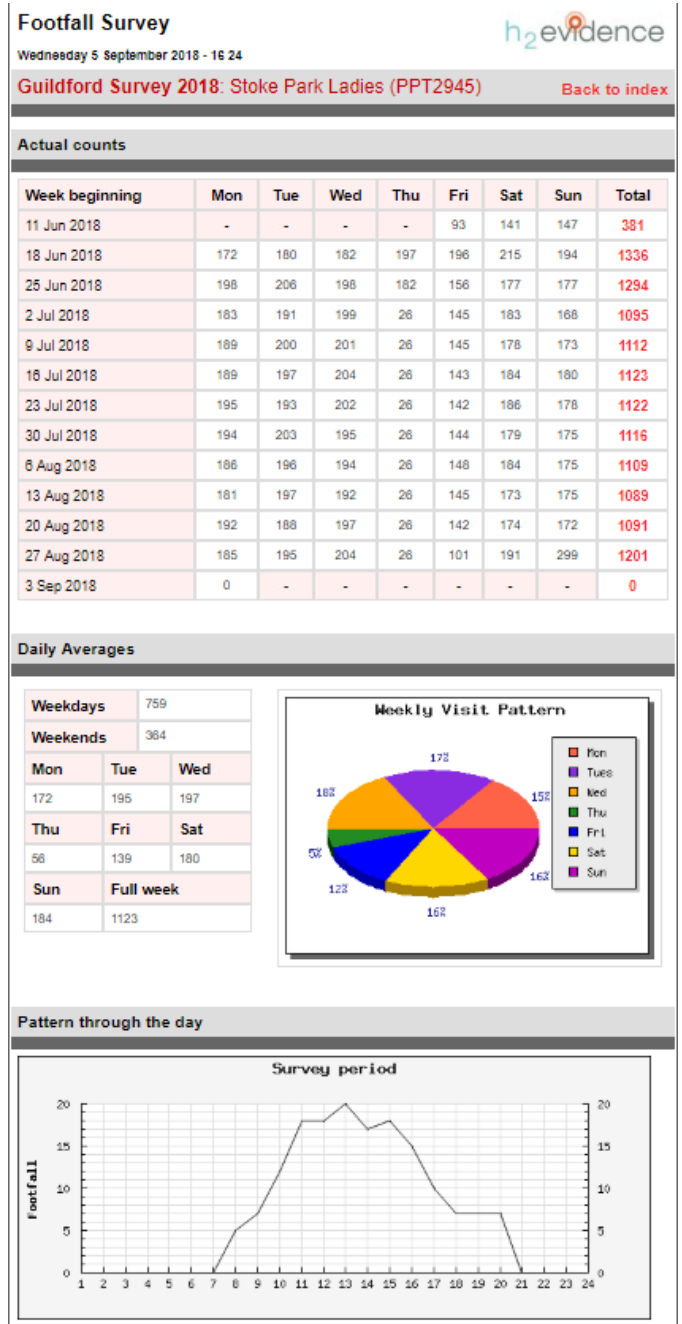
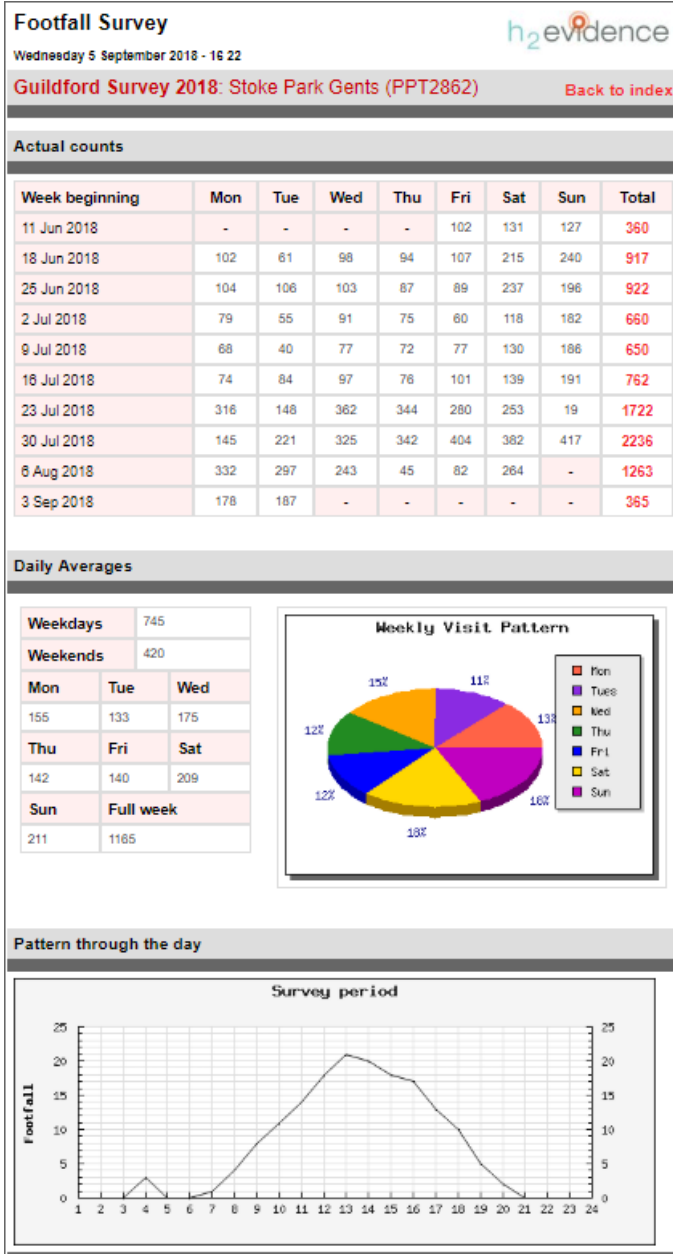
A high use site which is busiest at weekends. Usage builds towards lunchtime and stays fairly constant until 17:00





## Stoke Park

A high use site which is busy at weekends and tends to peak daily at lunch which is expected due to it's park location. Expect a seasonal drop as the weather gets colder.





## Sutherland

Low use site with constant visits. Daily peak use seems to be the evening rush hour. The ladies is constant during the week whereas the gents has more use at the weekends.

### Footfall Survey

Wednesday 5 September 2018 - 16:25



Guildford Survey 2018: Sutherland Gents (PPT2865)

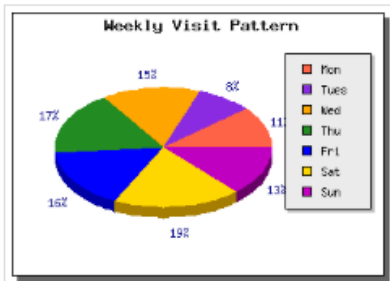
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#### Actual counts

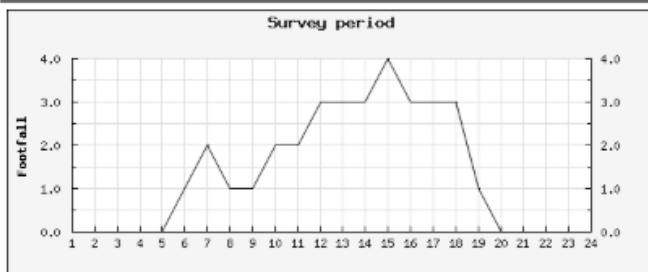
Week beginning	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
11 Jun 2018	-	-	-	-	58	24	36	118
18 Jun 2018	38	45	55	45	41	68	48	340
25 Jun 2018	51	8	18	48	56	46	37	264
2 Jul 2018	35	29	44	49	34	2	0	193
9 Jul 2018	3	2	2	59	27	56	14	163
16 Jul 2018	7	0	5	0	57	28	47	144
23 Jul 2018	27	25	52	42	33	57	15	251
30 Jul 2018	5	2	14	43	40	38	24	166
6 Aug 2018	45	36	46	40	21	43	103	334
13 Aug 2018	5	3	1	4	3	0	0	16
20 Aug 2018	4	6	68	34	52	52	2	218
27 Aug 2018	23	38	57	65	30	96	39	348
3 Sep 2018	60	39	-	-	-	-	-	99

#### Daily Averages

Weekdays		154
Weekends		73
Mon	Tue	Wed
25	19	33
Thu	Fri	Sat
39	38	43
Sun	Full week	
30	227	



#### Pattern through the day



### Footfall Survey

Wednesday 5 September 2018 - 16:26



Guildford Survey 2018: Sutherland Ladies (PPT2956)

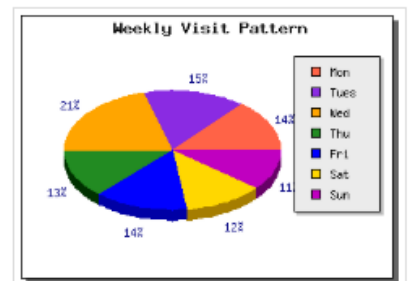
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#### Actual counts

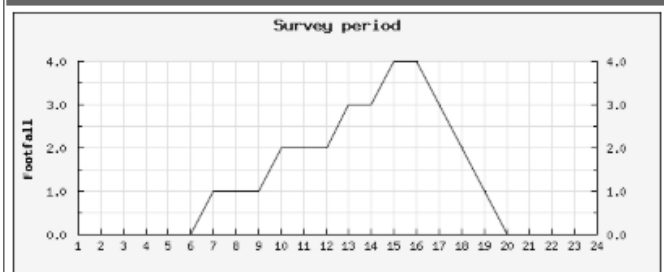
Week beginning	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
11 Jun 2018	-	-	-	-	35	15	7	57
18 Jun 2018	23	17	34	29	33	23	23	182
25 Jun 2018	38	44	100	29	18	35	6	270
2 Jul 2018	39	18	23	15	24	25	11	155
9 Jul 2018	20	54	78	38	21	25	20	256
16 Jul 2018	35	14	28	30	65	24	16	212
23 Jul 2018	25	12	8	11	9	11	3	79
30 Jul 2018	27	43	55	27	15	33	20	220
6 Aug 2018	26	17	39	13	11	21	80	207
13 Aug 2018	36	55	37	33	54	15	44	274
20 Aug 2018	50	32	47	14	43	31	2	219
27 Aug 2018	17	32	12	42	22	33	29	187
3 Sep 2018	0	-	-	-	-	-	-	0

#### Daily Averages

Weekdays		156
Weekends		46
Mon	Tue	Wed
28	31	42
Thu	Fri	Sat
26	29	24
Sun	Full week	
22	202	



#### Pattern through the day



## Tunsgate

High use site which shows the expected user trends based on its location. Based on these usage figures the forecasted annual income for this site at 20p per use would be in the region of £12,000pa.

### Footfall Survey

Wednesday 5 September 2018 - 16:27

**Guildford Survey 2018: Tunsgate Gents (PPT2950)**

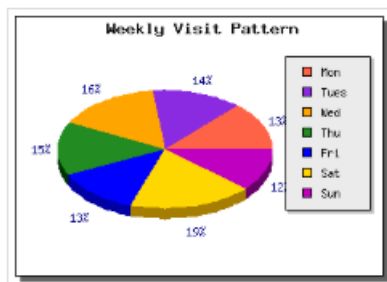
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#### Actual counts

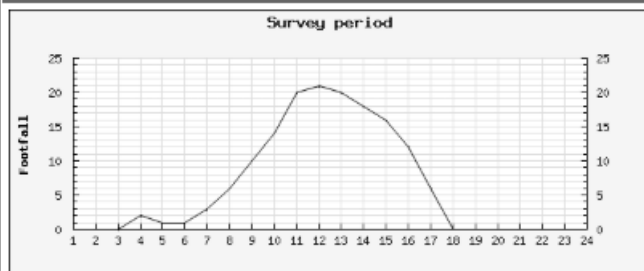
Week beginning	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
11 Jun 2018	-	-	-	-	101	184	164	449
18 Jun 2018	174	149	179	221	193	226	121	1263
25 Jun 2018	161	124	154	151	165	206	96	1057
2 Jul 2018	100	101	171	136	125	114	114	861
9 Jul 2018	123	180	194	164	59	185	116	1021
16 Jul 2018	110	148	164	150	140	210	164	1086
23 Jul 2018	149	148	158	136	91	223	75	980
30 Jul 2018	171	172	178	165	150	147	141	1124
6 Aug 2018	132	133	177	177	162	240	141	1162
13 Aug 2018	152	150	137	101	154	207	129	1030
20 Aug 2018	174	152	142	162	137	239	63	1069
27 Aug 2018	209	142	146	138	125	184	123	1067
3 Sep 2018	0	-	-	-	-	-	-	0

#### Daily Averages

Weekdays		736
Weekends		318
Mon	Tue	Wed
138	145	164
Thu	Fri	Sat
155	134	197
Sun	Full week	
121	1054	



#### Pattern through the day



### Footfall Survey

Wednesday 5 September 2018 - 16:28

**Guildford Survey 2018: Tunsgate Ladies (PPT2923)**

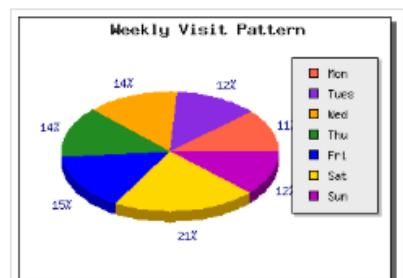
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#### Actual counts

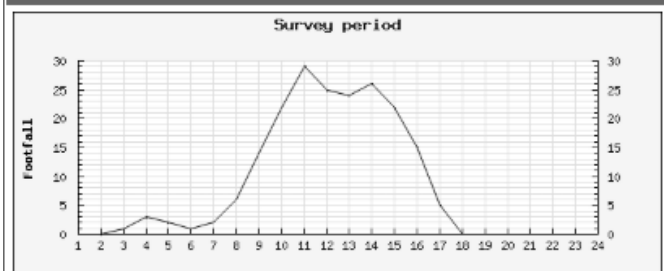
Week beginning	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
11 Jun 2018	-	-	-	-	127	214	155	496
18 Jun 2018	189	98	132	258	343	363	161	1544
25 Jun 2018	217	176	215	204	223	390	147	1572
2 Jul 2018	180	163	159	145	210	212	176	1245
9 Jul 2018	121	252	244	168	192	245	198	1420
16 Jul 2018	126	154	138	149	132	259	155	1113
23 Jul 2018	161	152	235	147	137	326	85	1243
30 Jul 2018	135	225	312	281	236	227	295	1711
6 Aug 2018	239	197	204	159	191	302	114	1406
13 Aug 2018	175	170	153	142	259	212	140	1251
20 Aug 2018	166	160	170	184	233	404	82	1399
27 Aug 2018	197	149	169	264	234	423	289	1725
3 Sep 2018	0	-	-	-	-	-	-	0

#### Daily Averages

Weekdays		926
Weekends		464
Mon	Tue	Wed
159	172	194
Thu	Fri	Sat
191	210	298
Sun	Full week	
166	1390	

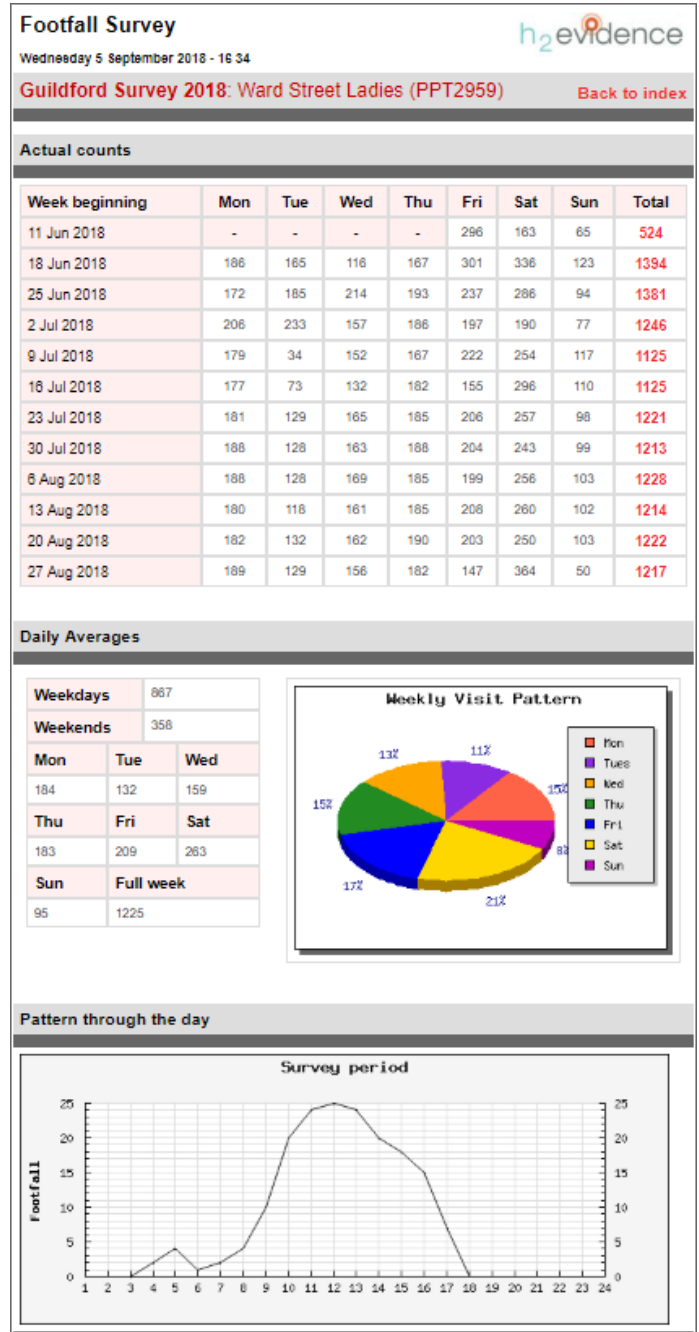
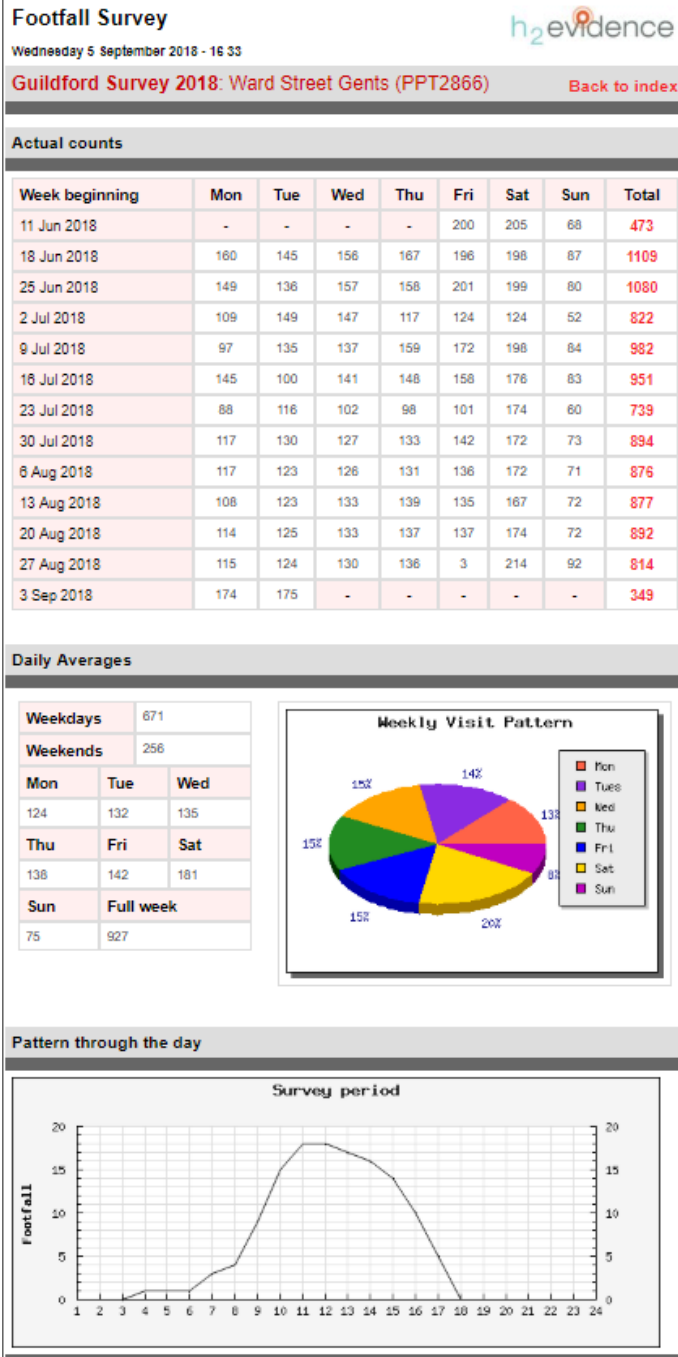


#### Pattern through the day



## Ward Street

Similar to Tunsgate, this high use site shows usage trends expected from its town centre location.



## Woodbridge Road

A high use site which has a prominent location on a busy road. Usage is constant throughout the day. Gents has an unexpected low use trend on a Thursday.

