



PEOPLE & PLACES
Insight

STOW ON THE WOLD

CAR PARKING STUDY

July 2019

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BACKGROUND

People and Places Insight Limited is an organization with the objective to help renew and regenerate localities across United Kingdom and the Republic of Ireland with the use of an evidence-based approach. People and Places Insight Limited have worked with National Government, Business Improvement Districts, Local Authorities, Town Councils, Community/Town Partnerships, Universities and Retailers on a wide range of projects including;

- Benchmarking
- Car Parking Studies and Strategies
- Neighbourhood Planning
- Signage Reviews
- Event Evaluation
- Visitor Satisfaction Surveys
- Mystery Shopping
- Research Training
- Partnership Development and Training

Mike King is the People and Places Insight Limited Director and offers over sixteen years' experience in research and regeneration projects in both the public and private sector. Mike is a specialist in town centre and locality audits and performance management. People and Places are backed by a nationwide team of trained researchers who work alongside Mike to conduct fieldwork.

People and Places specialism in Car Parking Studies started with audits for the Benchmarking System and have been commissioned in recent years to undertake a series of more advanced work, including an Advanced Study in Marlborough, Shipston-On-Stour and Bradford on Avon, a large scale Strategic Review in Uttlesford District Council, a Pricing Study on behalf of Broxbourne Borough Council and a Provision Study for Our Bury St. Edmunds Business Improvement District.



Stow on the Wold Town Council appointed People and Places Insight Limited to complete an in-depth study of the use of car parking spaces within the town centre as a result of the 2018 Benchmarking Study which highlighted;

Car Parking (71%) was classed as the most negative aspect of Stow on the Wold by Town Centre Users, 28% higher than the National Small Towns average. 66% of Businesses felt that Car Parking was a negative aspect of trading in the town centre, 15% higher than the National average. Car Parking was the key theme to emerge when both Businesses and Town Centre Users were asked to make suggestions for improvements to Stow on the Wold.

Only 1% of on street parking spaces was vacant during the October audit, noticeably lower than the National figure of 15% and 1% lower than the 2017 figure. When the August Car Parking figures were reviewed only 7% of the off-street car parking spaces were available with just 1% of on street providing an overall average of 4%. Further analysis, with the removal of the Tesco Car Park figures revealed a further reduction in available parking space with 2% vacancy in the August audit and 10% vacancy in the October audit.



METHODOLOGY

ADVANCED CAR PARKING AUDIT

Due to issues surrounding Car Parking provision, policy and pricing being a key theme in many of our town centres People and Places Insight Limited developed the Advanced Car Parking Audit offering a more in-depth approach than other traditional methods such as Benchmarking and Lambeth Studies. The People and Places Insight Limited methodology provides an impartial, detached and systematic review of the car parking situation in the designated area.

People and Places Insight Limited visited the town centre four times for audit purposes:

- 3 Weekdays: Tuesday 11th June 2019
Friday 19th July 2019
Monday 22nd July 2019
- 1 Weekend Day: Saturday 13th July 2019

It was essential that the audit was completed in normal conditions, so school holidays, bank holidays and key calendar dates were avoided.

Using the boundaries provided by 2018 Benchmarking Report the research team reviewed car parking in the designated area systematically. On each selected day, the research team audited each car parking area, which are identified in the tables in the Key Findings section, once an hour time slot recording the vacancy levels against the total number of spaces available.



An example of how the data was collected sheet for hour slots between 08.00-10.00 in one car parking location is provided below.

| Market Square On-Street | Total No. of Spaces | | Total No. of Spaces Vacant 0800 | Total No. of Spaces Vacant 0900 | Total No. of Spaces Vacant 1000 |
|--------------------------------|---------------------|--|---------------------------------|---------------------------------|---------------------------------|
| SS | 130 | | 82 | 28 | 5 |
| LS | 0 | | | | |
| DS | 9 | | 9 | 9 | 6 |
| TOTAL | 139 | | 91 | 37 | 11 |

The data collection sheets have presented the opportunity for cross tabulation as in each of the car parking areas, per each hour slot, the vacancy rates are broken down into Short Stay (Less than 4 hours), Long Stay and Disabled Spaces. A Microsoft Excel Spreadsheet is available as an Appendix displaying the tables above with the full-time slot range 08.00-17.00 for each car parking location for each of the four days.

In terms of the presentation of the data due to the vast amount of data gathered analysis is available in a plethora of types, the tables in the Key Findings Section have been identified as supplying the most suitable analysis.



KEY FINDINGS

ADVANCED CAR PARKING STUDY

VACANCY COUNTS BY DAY, CAR PARKING AREA AND TIME SLOT

TUESDAY 11TH JUNE 2019

| Tuesday 11th June 2019 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | | |
|-------------------------------|------------|---------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--|
| Location | TOTAL | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 | |
| Long Stay Car Park | 100 | 65 | 42 | 40 | 28 | 19 | 13 | 19 | 24 | 34 | |
| Tesco Car Park | 179 | 156 | 124 | 111 | 115 | 101 | 114 | 97 | 112 | 130 | |
| Maugersbury Car Park | 65 | 64 | 62 | 61 | 38 | 29 | 16 | 27 | 41 | 57 | |
| High Street (Police Station) | 6 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Market Square | 139 | 99 | 59 | 23 | 5 | 2 | 2 | 2 | 9 | 6 | |
| Digbeth Street | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | |
| Park Street | 20 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Sheep Street/ Park Street | 53 | 5 | 1 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | |
| TOTAL OF VACANT SPACES | 569 | 392 | 288 | 235 | 186 | 151 | 145 | 147 | 189 | 230 | |
| % OF VACANT SPACES | | 69 | 51 | 41 | 33 | 27 | 25 | 26 | 33 | 40 | |

The table above illustrates that vacancy rates on Tuesday 11th June in all the available car parking spaces in the defined area reached their lowest between 13.00-14.00 at 25%. The figure remained stable in the 'lunch time slot' with a 2% increase to 27% between 12.00-13.00 and 26% 14.00-15.00.

| Tuesday 11th June 2019 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | | |
|-------------------------------|------------|---------------------------------------|-----------|-----------|----------|----------|----------|----------|-----------|----------|--|
| Location | TOTAL | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 | |
| High Street (Police Station) | 6 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Market Square On Street | 139 | 99 | 59 | 23 | 5 | 2 | 2 | 2 | 9 | 6 | |
| Digbeth Street On Street | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | |
| Park Street (Copper Beech) | 20 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Sheep Street/ Park Street | 53 | 5 | 1 | 0 | 0 | 0 | 0 | 2 | 2 | 2 | |
| TOTAL OF VACANT SPACES | 225 | 107 | 60 | 23 | 5 | 2 | 2 | 4 | 12 | 9 | |
| % OF VACANT SPACES | | 48 | 27 | 10 | 2 | 1 | 1 | 2 | 5 | 4 | |

Analysis of the vacancy rates in designated on-street car parking area highlights that the figures for this parking type are considerably lower, dropping down to 2% at 11.00 and only going as high as 5% for the remainder of the day.



FRIDAY 19TH JULY 2019

| Friday 19th July 2019 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | | |
|-------------------------------|------------|---------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|--|
| Location | TOTAL | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 | |
| Long Stay Car Park | 100 | 36 | 35 | 35 | 28 | 27 | 16 | 14 | 19 | 29 | |
| Tesco Car Park | 179 | 110 | 95 | 85 | 75 | 86 | 89 | 95 | 93 | 121 | |
| Maugersbury Car Park | 65 | 62 | 60 | 60 | 43 | 32 | 14 | 17 | 28 | 37 | |
| High Street (Police Station) | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Market Square | 139 | 28 | 23 | 25 | 10 | 1 | 5 | 2 | 8 | 7 | |
| Digbeth Street | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Park Street | 20 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Sheep Street/ Park Street | 53 | 2 | 2 | 1 | 3 | 1 | 2 | 3 | 8 | 5 | |
| TOTAL OF VACANT SPACES | 569 | 239 | 215 | 206 | 159 | 146 | 126 | 131 | 156 | 199 | |
| % OF VACANT SPACES | | 42 | 38 | 36 | 28 | 26 | 22 | 23 | 27 | 35 | |

The table above illustrates that vacancy rates on Friday 19th July in all the available car parking spaces in the defined area reached their lowest between 13.00-14.00 at 22%. The figure remained stable during the late morning and early afternoon, with a 28% vacancy rate at 11.00 and 27% at 15.00.

| Friday 19th July 2019 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | | |
|-------------------------------|------------|---------------------------------------|-----------|-----------|-----------|----------|----------|----------|-----------|-----------|--|
| Location | TOTAL | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 | |
| High Street (Police Station) | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Market Square | 139 | 28 | 23 | 25 | 10 | 1 | 5 | 2 | 8 | 7 | |
| Digbeth Street | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Park Street | 20 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Sheep Street/ Park Street | 53 | 2 | 2 | 1 | 3 | 1 | 2 | 3 | 8 | 5 | |
| TOTAL OF VACANT SPACES | 225 | 31 | 25 | 26 | 13 | 1 | 7 | 5 | 16 | 12 | |
| % OF VACANT SPACES | | 14 | 11 | 12 | 6 | 0 | 3 | 2 | 7 | 5 | |

Analysis of the vacancy rates in designated on-street car parking area highlights that the figures for this parking type are considerably lower, dropping down to 6% at 11.00 and only going as high as 7% for the remainder of the day. Between 12.00-13.00 none of the on street parking in the town centre was available for use.



MONDAY 22ND JULY 2019

| Monday 22nd July 2019 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | | |
|-------------------------------|------------|---------------------------------------|------------|------------|------------|------------|-----------|------------|------------|------------|--|
| Location | TOTAL | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 | |
| Long Stay Car Park | 100 | 46 | 46 | 30 | 10 | 8 | 5 | 7 | 17 | 18 | |
| Tesco Car Park | 179 | 133 | 133 | 112 | 107 | 97 | 87 | 82 | 103 | 114 | |
| Maugersbury Car Park | 65 | 62 | 62 | 56 | 43 | 22 | 4 | 5 | 15 | 32 | |
| High Street (Police Station) | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Market Square | 139 | 60 | 59 | 25 | 6 | 6 | 1 | 6 | 6 | 25 | |
| Digbeth Street | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | |
| Park Street | 20 | 3 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 1 | |
| Sheep Street/ Park Street | 53 | 1 | 0 | 0 | 1 | 0 | 0 | 4 | 2 | 4 | |
| TOTAL OF VACANT SPACES | 569 | 305 | 300 | 223 | 167 | 133 | 97 | 108 | 143 | 197 | |
| % OF VACANT SPACES | | 54 | 53 | 39 | 29 | 23 | 17 | 19 | 25 | 35 | |

The table above illustrates that vacancy rates on Monday 22nd July in all the available car parking spaces in the defined area reached their lowest between 13.00-14.00 at 17% slightly increasing to 19% at 14.00-15.00.

| Monday 22nd July 2019 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | | |
|-------------------------------|------------|---------------------------------------|-----------|-----------|----------|----------|----------|-----------|----------|-----------|--|
| Location | TOTAL | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 | |
| High Street (Police Station) | 6 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | |
| Market Square | 139 | 60 | 59 | 25 | 6 | 6 | 1 | 6 | 6 | 25 | |
| Digbeth Street | 7 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | |
| Park Street | 20 | 3 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 1 | |
| Sheep Street/ Park Street | 53 | 1 | 0 | 0 | 1 | 0 | 0 | 4 | 2 | 4 | |
| TOTAL OF VACANT SPACES | 225 | 64 | 59 | 25 | 7 | 6 | 1 | 14 | 8 | 33 | |
| % OF VACANT SPACES | | 28 | 26 | 11 | 3 | 3 | 0 | 6 | 4 | 15 | |

Analysis of the vacancy rates in designated on-street car parking area highlights that the figures for this parking type are considerably lower, dropping down to 3% at 11.00 and only going as high as 6% until 16.00. Between 13.00-14.00 none of the on street parking in the town centre was available for use.



SATURDAY 13TH JULY 2019

| Saturday 13th July 2019 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | | |
|-------------------------------|------------|---------------------------------------|------------|------------|------------|------------|-----------|------------|------------|------------|--|
| Location | TOTAL | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 | |
| Long Stay Car Park | 100 | 76 | 63 | 41 | 30 | 8 | 3 | 2 | 16 | 30 | |
| Tesco Car Park | 179 | 134 | 114 | 84 | 84 | 89 | 86 | 86 | 85 | 89 | |
| Maugersbury Car Park | 65 | 62 | 60 | 49 | 38 | 27 | 2 | 2 | 3 | 10 | |
| High Street (Police Station) | 6 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | |
| Market Square | 139 | 91 | 37 | 11 | 3 | 8 | 4 | 9 | 17 | 7 | |
| Digbeth Street | 7 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | |
| Park Street | 20 | 0 | 0 | 1 | 3 | 2 | 0 | 1 | 0 | 3 | |
| Sheep Street/ Park Street | 53 | 8 | 5 | 1 | 4 | 1 | 0 | 1 | 4 | 8 | |
| TOTAL OF VACANT SPACES | 569 | 371 | 279 | 187 | 163 | 136 | 99 | 102 | 125 | 148 | |
| % OF VACANT SPACES | | 65 | 49 | 33 | 29 | 24 | 17 | 18 | 22 | 26 | |

The table above illustrates that vacancy rates on Saturday 13th July in all the available car parking spaces in the defined area reached their lowest between 13.00-14.00 at 17% slightly increasing to 18% at 14.00-15.00.

| Saturday 13th July 2019 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | | |
|-------------------------------|------------|---------------------------------------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|--|
| Location | TOTAL | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 | |
| High Street (Police Station) | 6 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | |
| Market Square | 139 | 91 | 37 | 11 | 3 | 8 | 4 | 9 | 17 | 7 | |
| Digbeth Street | 7 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | |
| Park Street | 20 | 0 | 0 | 1 | 3 | 2 | 0 | 1 | 0 | 3 | |
| Sheep Street/ Park Street | 53 | 8 | 5 | 1 | 4 | 1 | 0 | 1 | 4 | 8 | |
| TOTAL OF VACANT SPACES | 225 | 99 | 42 | 13 | 11 | 12 | 8 | 12 | 21 | 19 | |
| % OF VACANT SPACES | | 44 | 19 | 6 | 5 | 5 | 4 | 5 | 9 | 8 | |

Analysis of the vacancy rates in designated on-street car parking area highlights that the figures for this parking type are considerably lower, dropping down to 6% at 10.00 and only going as high as 9% between 15.00-16.00. until the end of the day.



ANALYSIS BY BENCHMARKING METHODOLOGY

One of the main projects delivered by the People and Places Insight Limited is the Benchmarking System. Benchmarking provides a comprehensive portrait of the performance of towns and involves gathering and analysing data on Key Performance Indicators (KPI's) within designated areas. Each of the KPI's has been specifically selected by Centre Managers and Research Professionals to ensure that the data collected and collated has the maximum relevance and impact. The KPI's include;

- Retail Offer
- Vacancy Rates
- Markets
- Business Confidence
- Town Centre User Satisfaction
- Shoppers Origin
- Car Parking

In the last 15years over 300 towns across England, Scotland, Wales and Republic of Ireland have participated in the Benchmarking System offering a robust database.

Car Parking is an integral part of the system and the methodology for the Benchmarking involves visiting all available car parking spaces for public use in the town centre once between 11.00-14.00 to count the vacant spaces. The car parking audits are conducted on Market/ Busy Days and Non-Market/ Quiet Days in the towns and only during weekdays to provide an example of normal trading conditions.



ANALYSIS AT PINCH POINTS BY BENCHMARKING METHODOLOGY

To place the data in further context, the average vacancy levels for all car parking spaces in the 2018 Benchmarking System (circa 50 towns of a similar size) was 37% on a Non-Market Day. The chart below places the Stow on the Wold Car Parking data against these Benchmarked figures per time slot.

| TIME SLOT | Bench. | 1100 | 1200 | 1300 |
|-------------------------------------|--------|------|------|------|
| Tuesday 11 th June 2019 | 37 | 33 | 27 | 25 |
| Friday 19 th July 2019 | 37 | 28 | 26 | 22 |
| Monday 22 nd July 2019 | 37 | 29 | 23 | 17 |
| Saturday 13 th July 2019 | n/a | 29 | 14 | 17 |

Deploying the Benchmarking Methodology identifies that during the 11.00-13.00 time slot across each of the four days the overall vacancy rate in Stow on the Wold is lower than the National average of 37%.

Interestingly, using the Benchmarking Methodology for on-street parking where 18% of the spaces were vacant in the 2018 National Small Towns system on a Non-Market Day the stress levels in Stow on the Wold are highlighted.

| TIME SLOT | Bench. | 1100 | 1200 | 1300 |
|-------------------------------------|--------|------|------|------|
| Tuesday 11 th June 2019 | 18 | 2 | 1 | 1 |
| Friday 19 th July 2019 | 18 | 6 | 0 | 3 |
| Monday 22 nd July 2019 | 18 | 3 | 3 | 0 |
| Saturday 13 th July 2019 | n/a | 5 | 5 | 4 |

0% vacancy rates are recorded 12.00-13.00 on Friday 19th July 2019 and 13.00-14.00 on Monday 22nd July and do not reach any higher than 6% at 11.00-12.00 on Friday 19th July.

