



PEOPLE & PLACES
Insight

**STOW ON THE WOLD
CAR PARKING STUDY**

July 2019

**Mike King
Director**

People and Places Insight Limited

Mike.king@people-places.co.uk

07788 286337/ 01908 776940



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.

