



Car Parking Survey Report (Final Oct 16)

Introduction

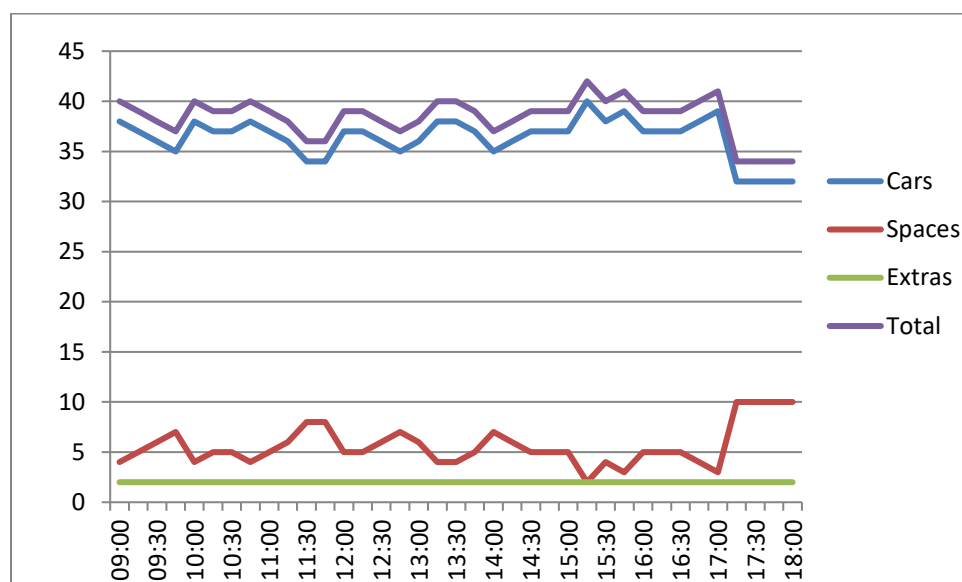
A parking survey was carried out in the town's three main car parks on 5th, 9th and 10th September 2016. The occupancy of each car park was sampled every 15 minutes between the hours of 0900 and 1800 on each day. In addition, questionnaires (Annex A) were given to a sample of car park users. A total of 195 questionnaires were completed (Chipping 115, Civic Centre 39, Potters Pond 41). These questionnaires were analysed (Annex B) and the results are presented in this report. Additional surveys of the Chipping car park were undertaken on 8 days between 20th September 2016 and 5th October 2016.

Occupancy

It is generally recognised that 85% occupancy is considered to be the figure whereby the operational capacity of a car park has been reached. At this level of occupancy "people find some difficulty locating a vacant space"¹. The occupancy analysis excluded consideration of disabled spaces which, in general, were not well used.

Civic Centre. The Civic Centre (42 spaces) was the most over-subscribed car park, with as many as 8 extra cars parked at one time and long periods of having no spaces (Figs 1,2 and 3). Turnover was low with many cars not moving. Extra cars included those parking on the wide footway outside the car park entrance, those on the end of marked bays and those in the Town Council's spaces. The Civic Centre car park was above the "85%" metric (36 cars) for all days.

Fig 1. Civic Centre: 5th Sep 16



¹ Winchester District Car Park Strategy 2014-2018 and others

Fig 2. Civic Centre: 9th Sep 16

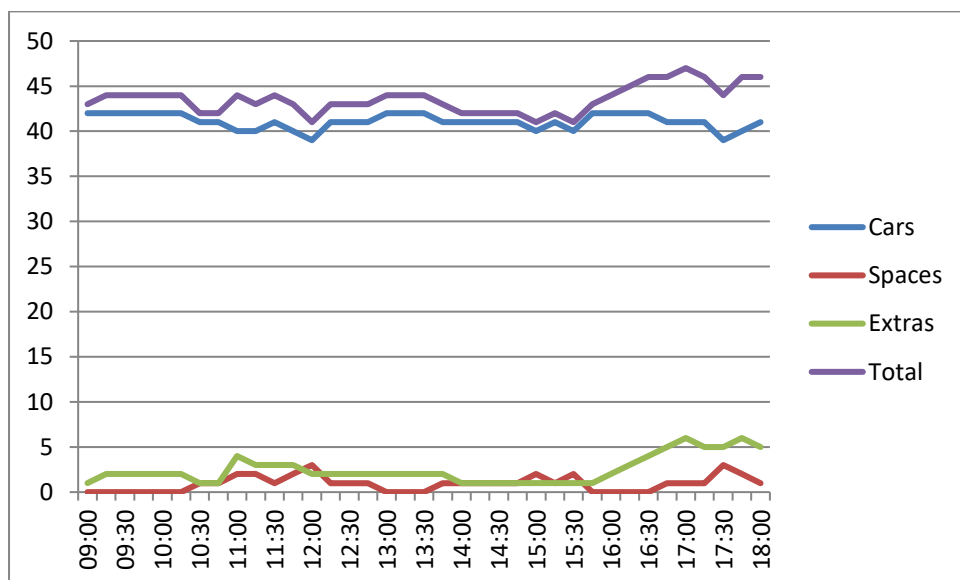
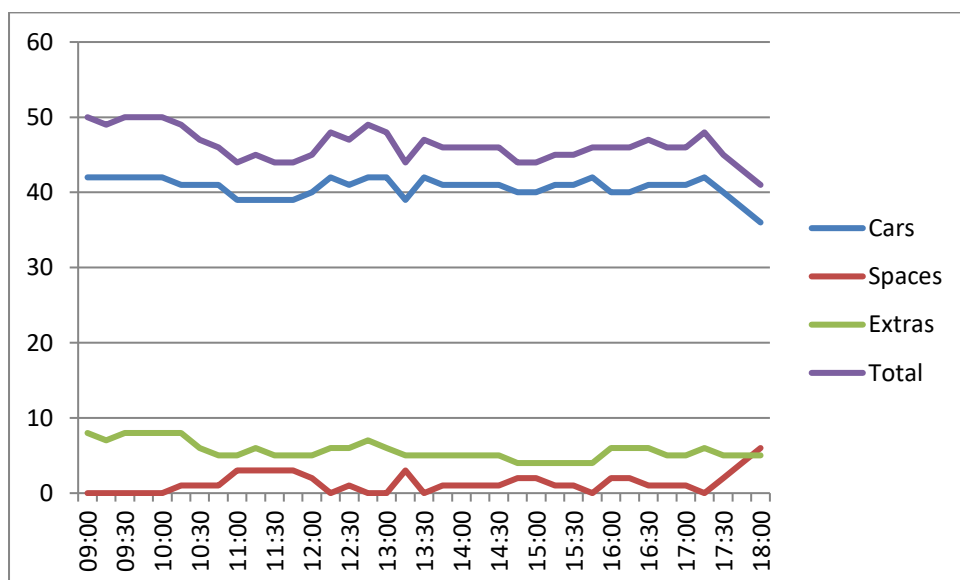


Fig 3. Civic Centre: 10th Sep 16



The Chipping. The Chipping (72 spaces) was heavily used in the mornings and all day on Saturday (Fig 4) where it was above the ideal (85%) occupancy level (62 cars) from 1000 to 1730. Spaces became more freely available after 1530 on Monday (Fig 5) and at 1230 on Friday (Fig 6).

Fig 4. Chipping: 10th Sep 16

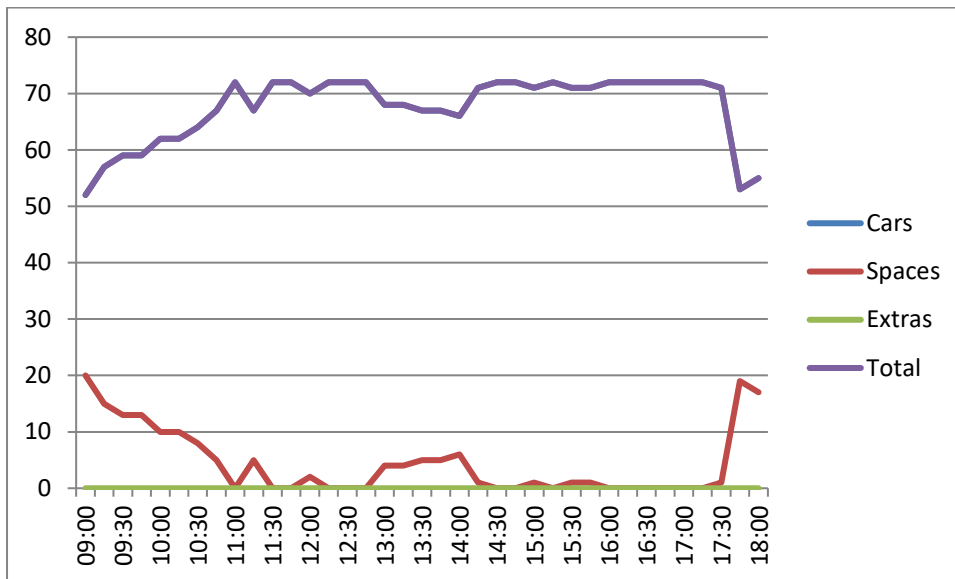


Fig 5. Chipping: 5th Sep 16

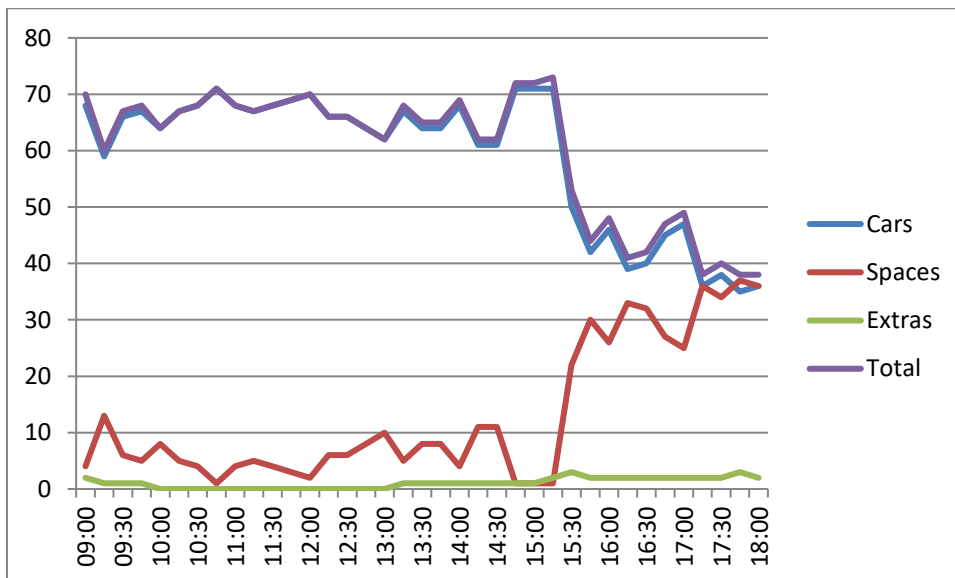
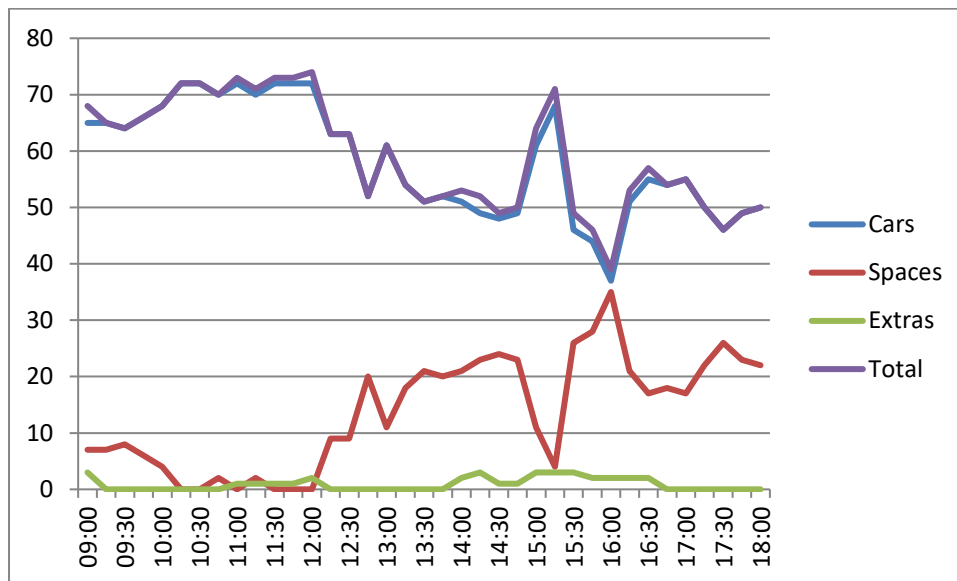


Fig 6. Chipping: 9th Sep 16



The parking demand patterns in the Chipping across the three days were somewhat different and, on the two weekdays, showed a tail-off in demand in the afternoon. This began earlier on 9th September (after 1200) than on 5th September (after 1515). To check afternoon demand, further short surveys were conducted on 8 different days between 20th September and 5th October. The statistics gathered were as follows (Tables 1 to 4):

Table 1

Date	27-Sep-16			28-Sep-16			30-Sep-16		
Time	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00
Cars	70	71	68	66	64	67	63	64	62
Spaces	2	1	4	6	8	5	9	8	10
Extras	0	0	0	0	0	0	1	0	0
Total	70	71	68	66	64	67	64	64	62

Ideal	61	61	61	61	61	61	61	61	61
Shortfall	9	10	7	5	3	6	3	3	1

Table 2

Date	20-Sep-16			21-Sep-16			22-Sep-16		
Time	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00
Cars	69	71	71	68	71	71	70	67	65
Spaces	3	1	1	4	1	1	2	5	7
Extras	0	0	0	0	2	1	0	0	0
Total	69	71	71	68	73	72	70	67	65

Ideal	61	61	61	61	61	61	61	61	61
Shortfall	8	10	10	7	12	11	9	6	4

Table 3

Date	04-Oct-16		
Time	15:15	15:30	15:45
Cars	72	72	70
Spaces	0	0	2
Extras	5	3	2
Total	77	75	72

Ideal	61	61	61
Shortfall	16	14	11

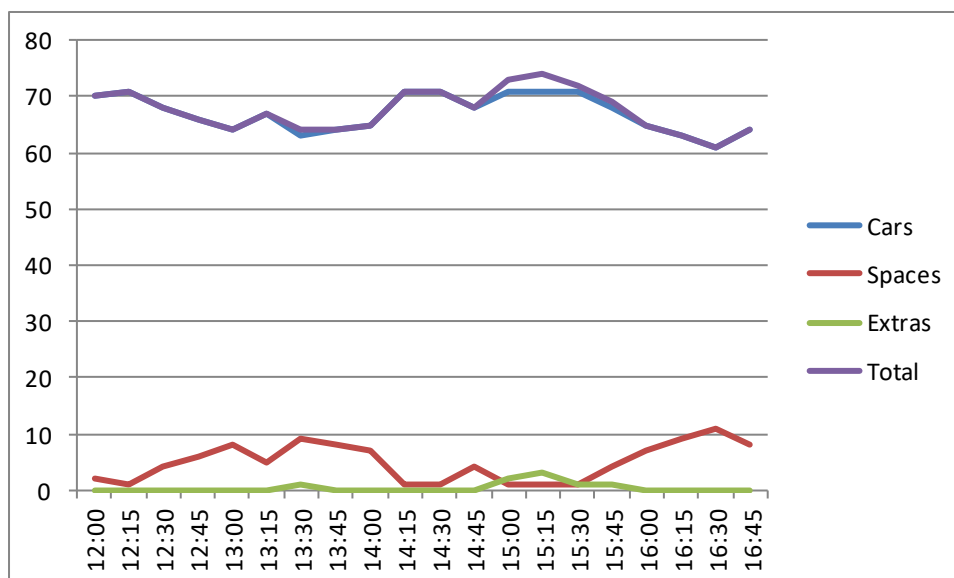
Table 4

Date	05-Oct-16		
Time	16:15	16:30	16:45
Cars	63	61	64
Spaces	9	11	8
Extras	0	0	0
Total	63	61	64

Ideal	61	61	61
Shortfall	2	0	3

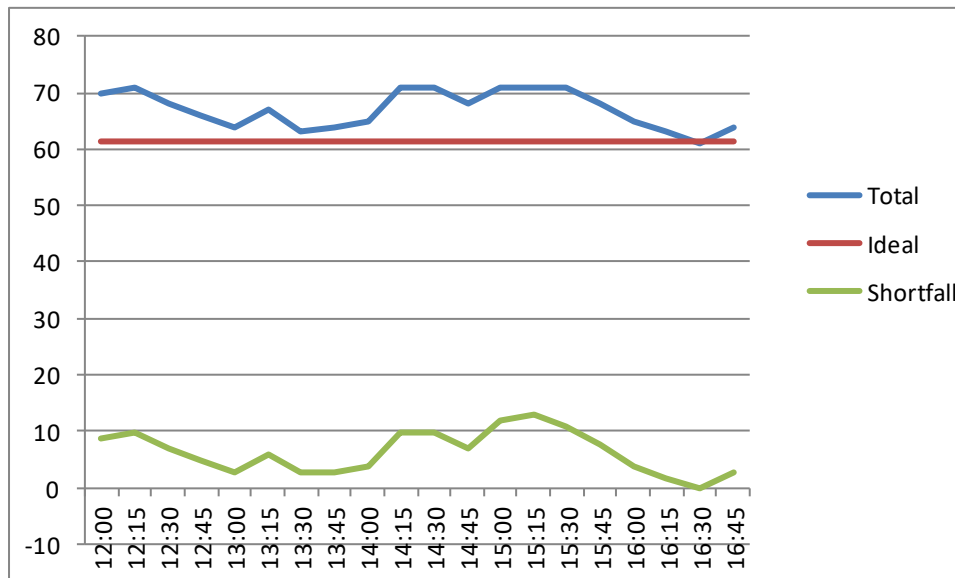
In order to provide an approximate continuum across the 8 days, overlapping data was averaged to give the following capacity chart (Fig 7).

Fig 7. The Chipping. Approximate Usage Continuum (based on date collected on 8 days between 20 Sep 16 and 5 Oct 16).



The shortfall assessment (Fig 8) showed that usage of the Chipping car park was above ideal for the survey period.

Fig 8. The Chipping. Approximate Shortfall Continuum (based on date collected on 8 days between 20 Sep 16 and 5 Oct 16).



Potters Pond. Potters Pond (23 spaces) had free spaces throughout the sample periods (Figs 9, 10 and 11) and its utilisation rarely reached 85%. (20cars).

Fig 9. Potters Pond: 5th Sep 16

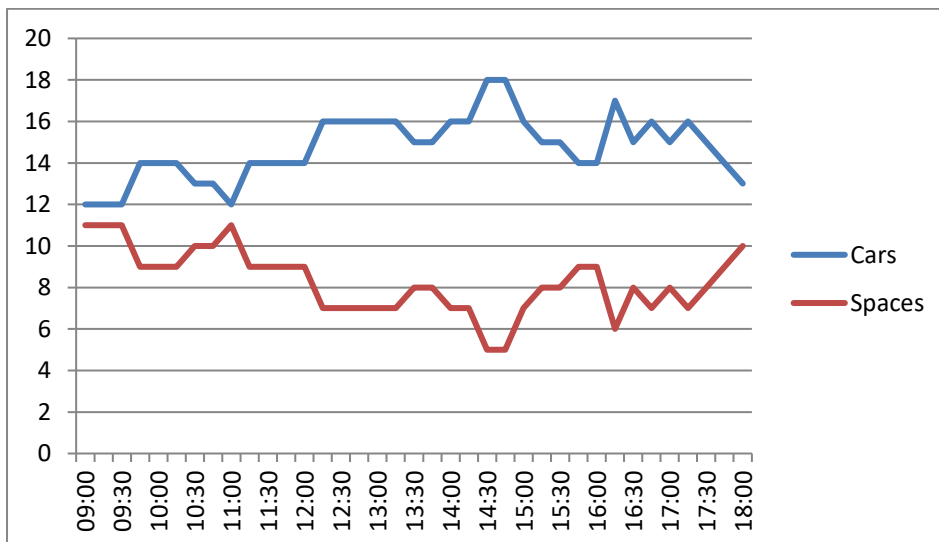


Fig 10. Potters Pond: 9th Sep 16

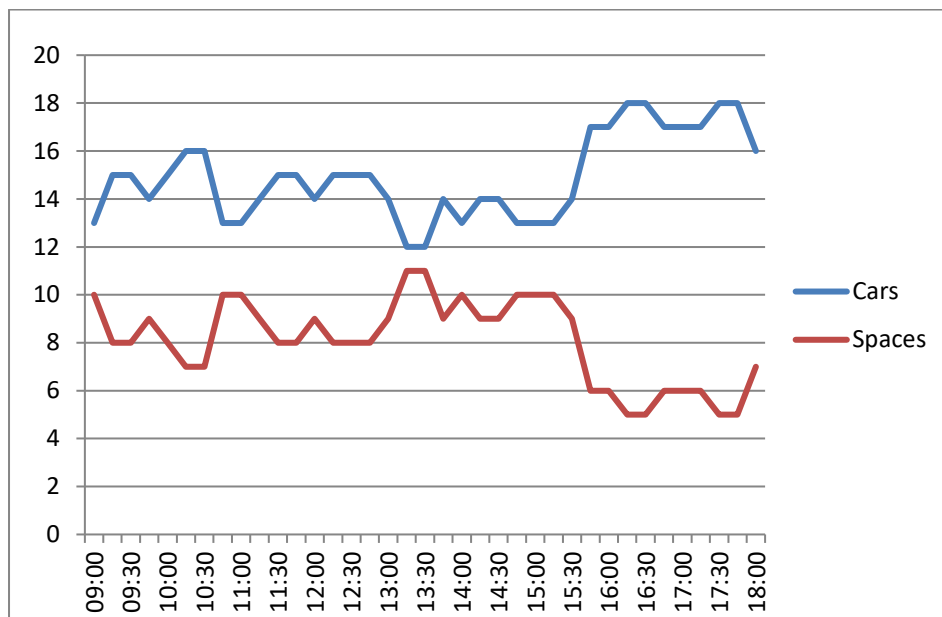
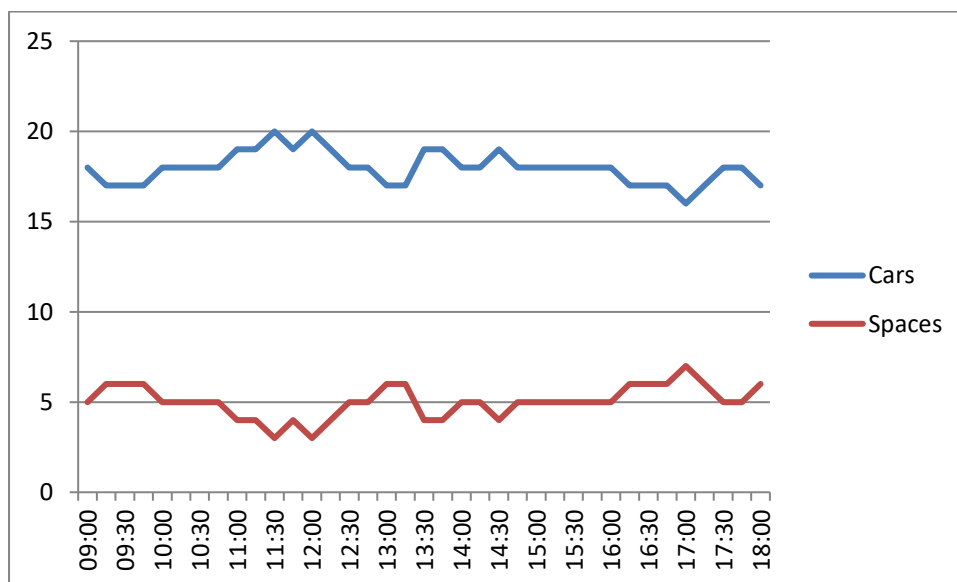


Fig 11. Potters Pond: 10th Sep 16



Parking Difficulty

As shown in Fig 12 below the results derived from the questionnaire were similar to those for the 2011 SDC parking survey² with most difficulty reported at the Civic Centre and Chipping, given their high occupancy level. The SDC

² Future Focus Research: Stroud DC Car Park Survey Report September 2011

survey concluded that “respondents experienced particular difficulty finding spaces (‘most days’ or ‘always’ not enough spaces) in Wotton-under-Edge.....” and “Figure 3.9 illustrates that respondents experienced above average difficulty finding spaces in car parks in Wotton-under-Edge.....” Fig. 13 shows the difficulty of parking for the different users in each car park.

Fig 12. Parking Difficulty (%)

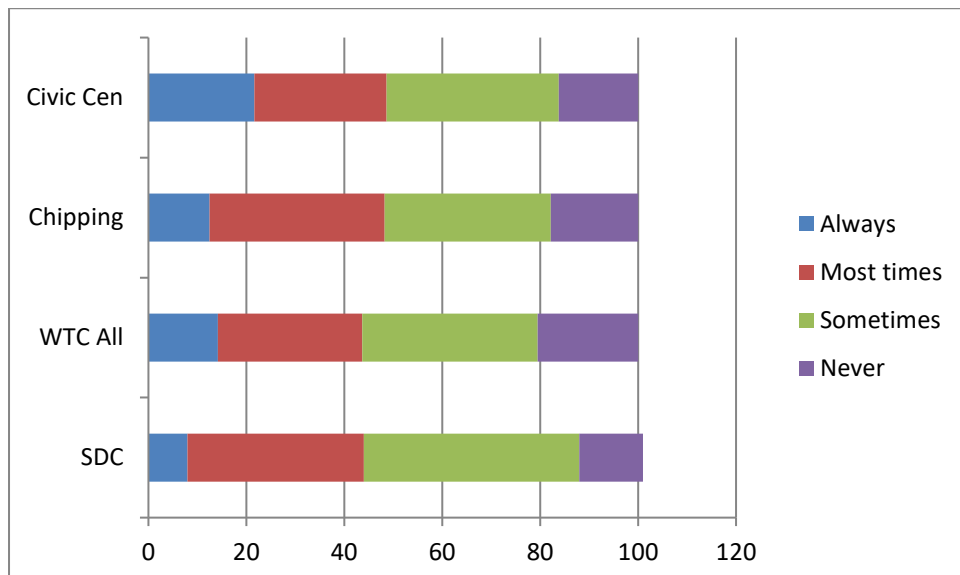
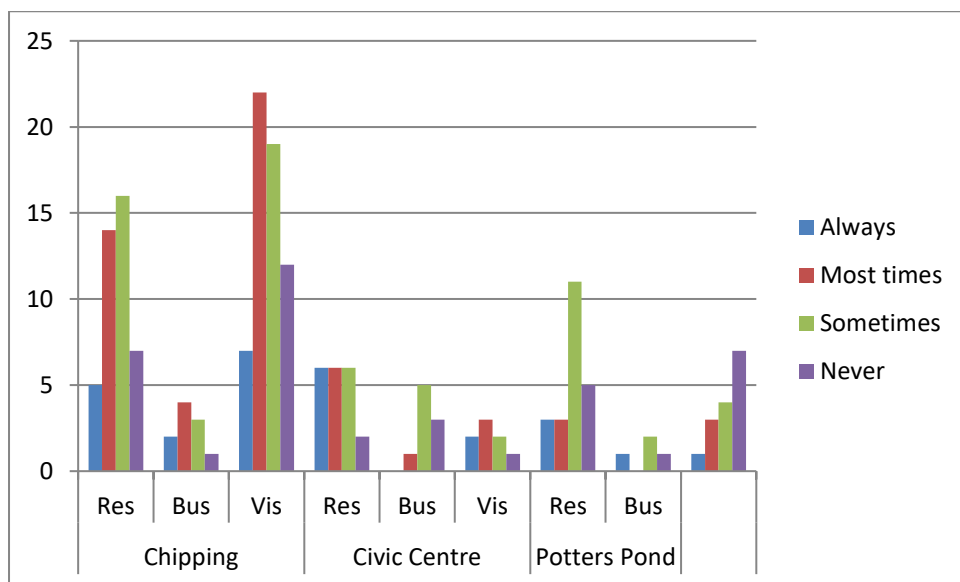


Fig 13. Parking Difficulty (Numbers by type of user)



Need for Additional Parking

Overall, users of the town’s car parks indicated a strong desire for additional parking to be provided, although a majority of Potters Pond users did not agree that more short-stay parking was needed (Fig 14). More long stay parking was seen as a higher priority than short term parking (Figs 15 and 16).

Fig 14. Long Stay Parking Need

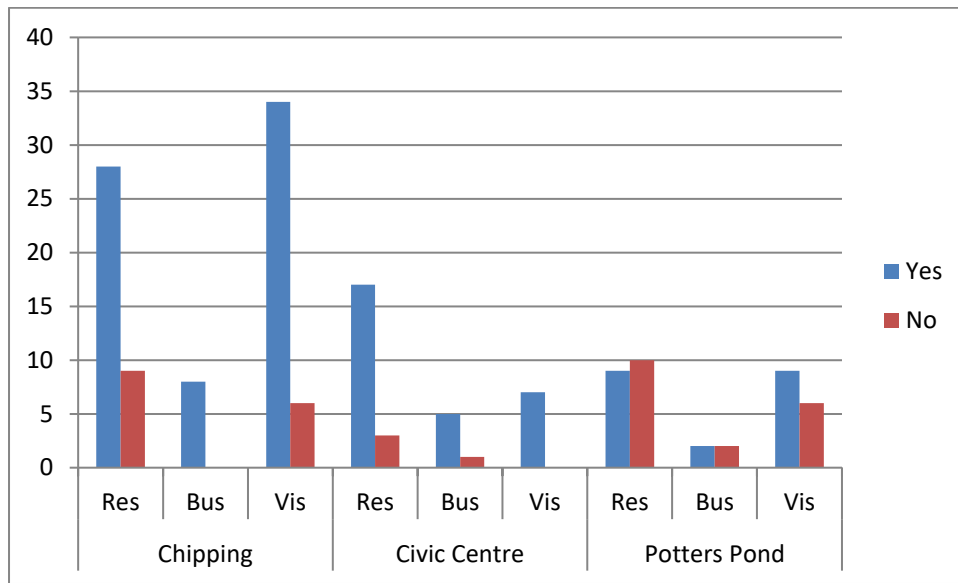
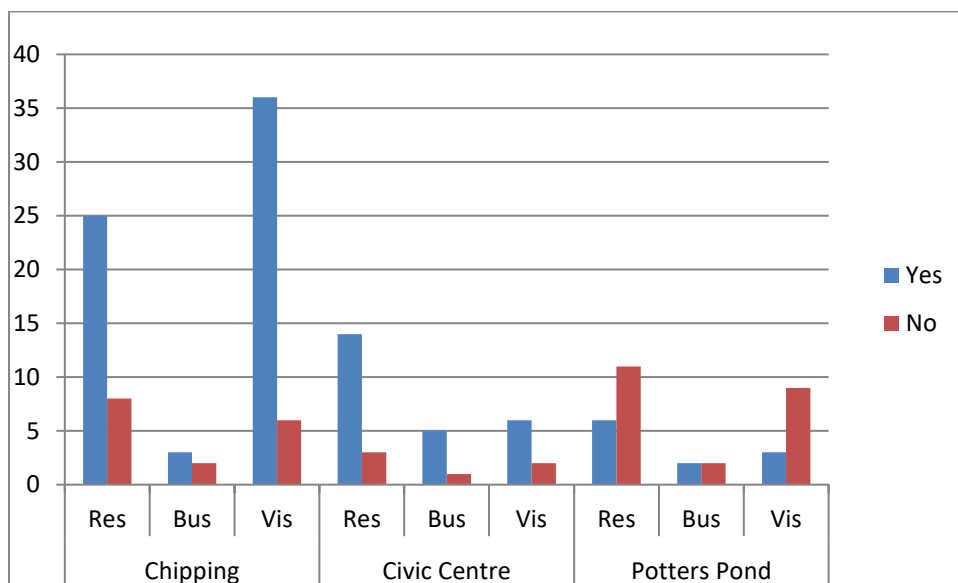
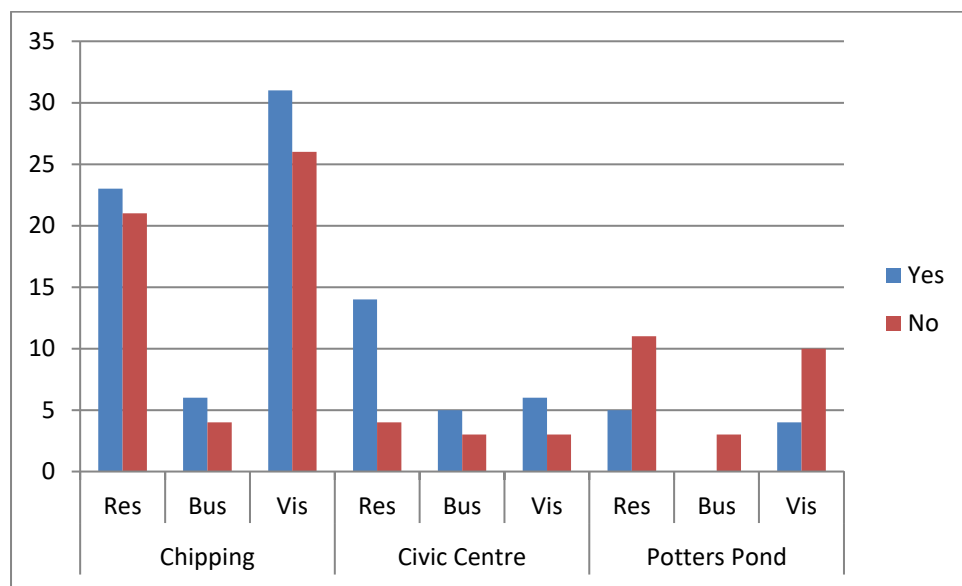


Fig 15. Short Stay Parking Need



Car park users were asked if the provision of additional parking would encourage them to visit Wotton more often. There was a mixed response (Fig 16).

Fig 16. Visiting Wotton More Often with Additional Parking



Introduction of Parking Charges

Car park users were asked about their willingness to fund additional car parking through the introduction of parking charges. Whilst visitors appeared willing to accept the introduction of reasonable charges, a majority of residents were against (Fig 17). Residents were strongly against the suggestion that the precept might be increased significantly to fund a new car park (Fig 18). Potters Pond users were the most against charging.

Fig 17. Car Park Charging

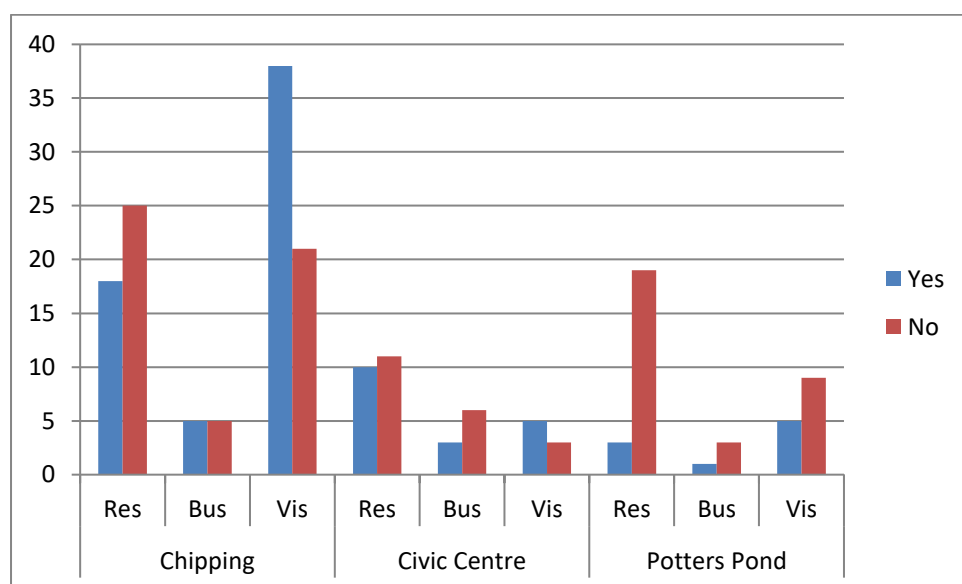
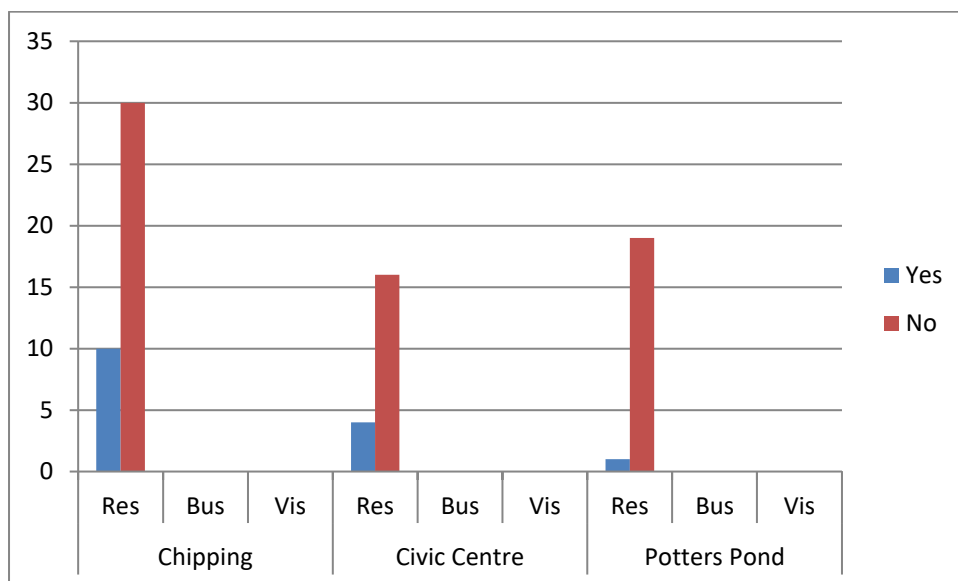


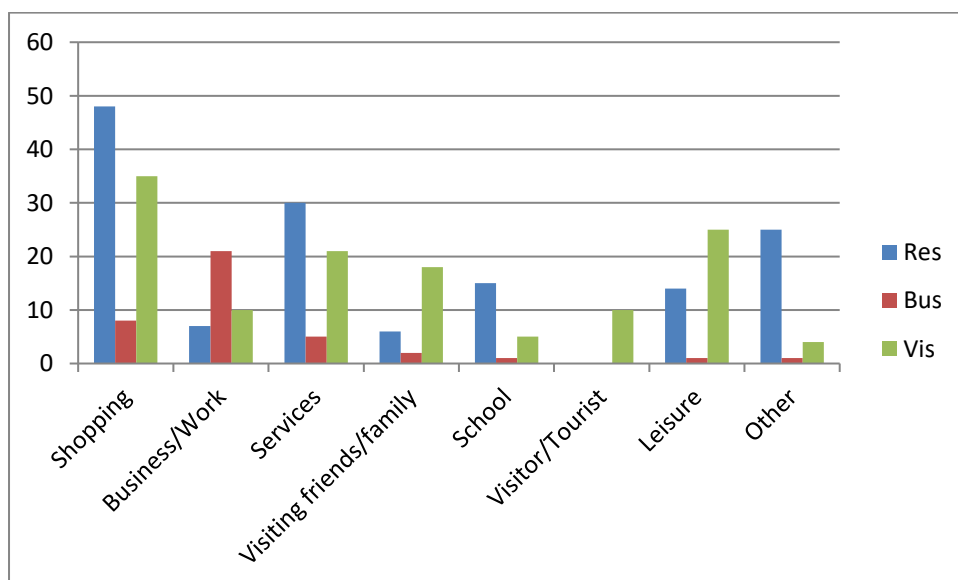
Fig 18. Increase Precept to Fund Additional Parking



Reasons for Visiting Wotton

Most car park users visited Wotton for shopping and services. A significant number of visitors came to Wotton for leisure purposes (Fig 19).

Fig 19. Reasons for Visiting Wotton



Parking Duration

As was expected the Civic Centre (Fig 20) and Potters Pond (Fig 21) had more long-stay users whereas the Chipping (Fig 22) had more short stay parkers.

Fig 20. Parking Duration: Civic Centre

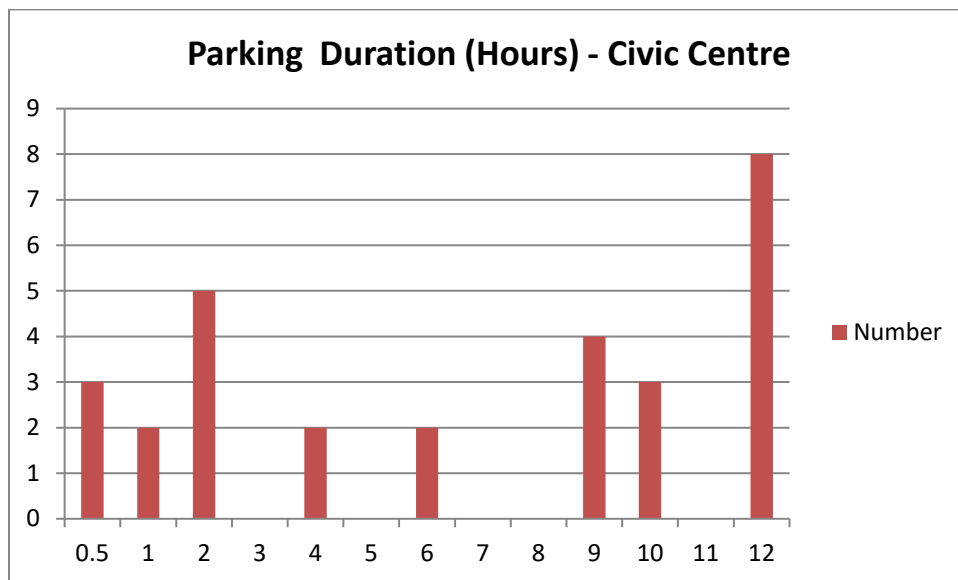


Fig 21. Parking Duration: Potters Pond

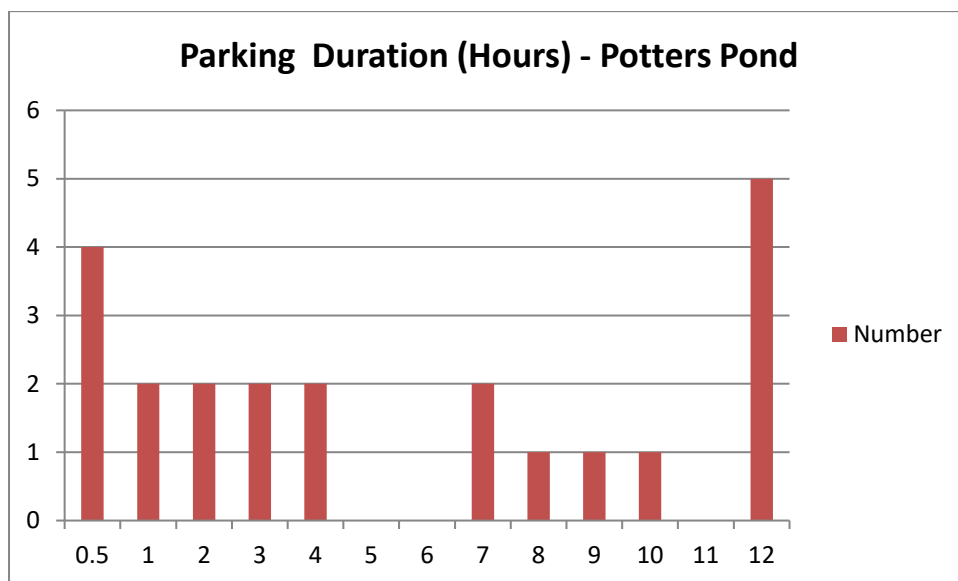
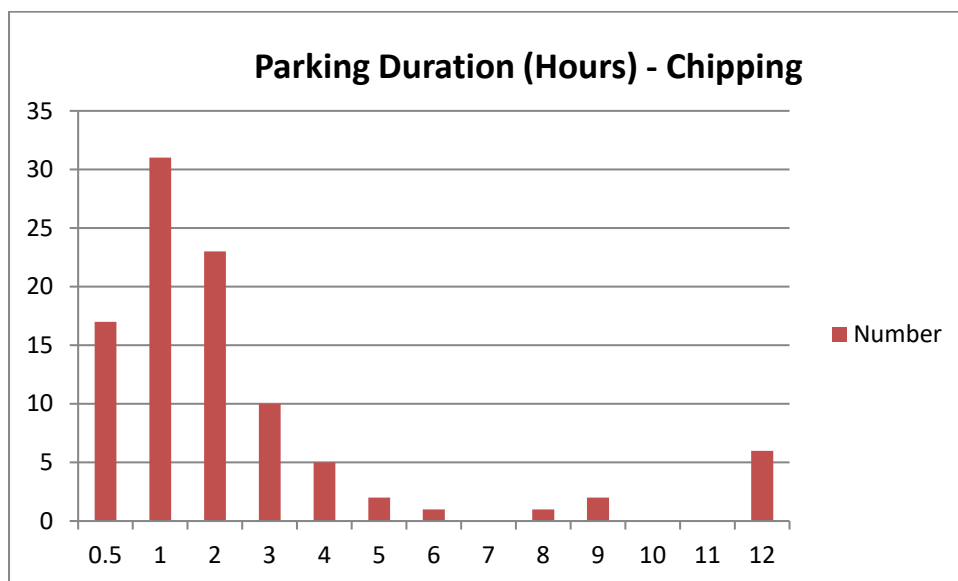


Fig 22. Parking Duration: Chipping



Assessment of Future Parking Needs

Based on the results of this survey, it is clear that Wotton has insufficient off-street parking to meet current demand with an under provision of long stay parking during all survey days and for short stay parking for mornings and all-day on Saturday.

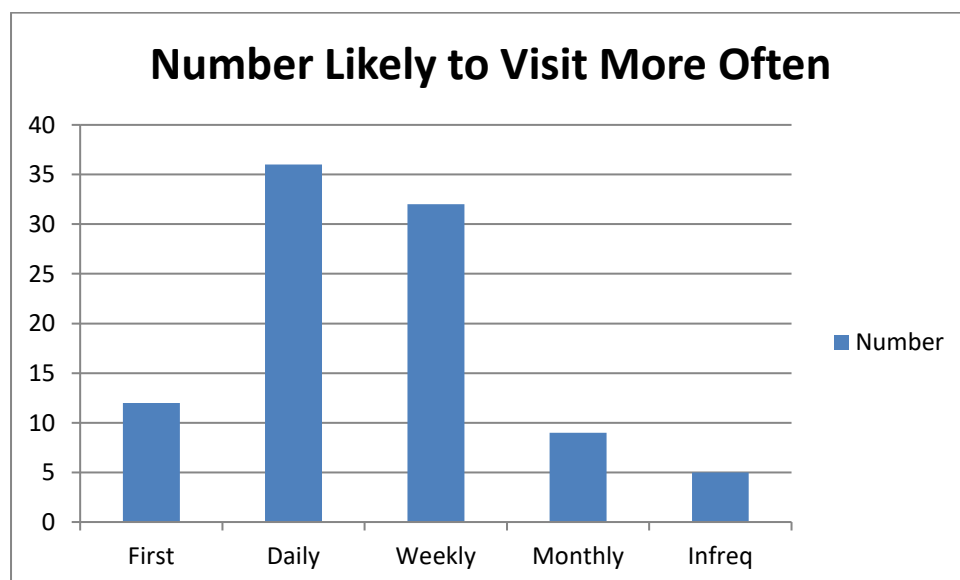
One method of assessing future needs is to compare overall usage across all three car parks with spaces available based on 85% capacity. Wotton has 137 spaces across its three car parks. This equates to 116 at 85% occupancy. Taking the data gathered on the busiest day (Saturday 10th September) and comparing the total number of cars parked with the 85% occupancy, shortfall is shown in Fig 23. This data does not include the extra statistics obtained for the Chipping Car Park between 20th September and 5th October.

Fig 23: Overall Occupancy and Shortfall



The combined peak shortfall is 23 spaces. If the car parks are analysed individually, then the peak shortfall is 27 spaces. This would imply a shortfall (taking the 85% requirement into account) of between 27 and 32 spaces. Of course, this takes no account of those car park users who indicated that additional parking provision would encourage them to visit Wotton more often. In the survey, 94 people said they would visit more often while 85 said they would not. Fig 24 below shows the breakdown of these 94 respondents in terms of how often they visit Wotton at present. The number of daily visitors who indicated that they would visit more often is surprising.

Fig 24. Likelihood of Visiting Wotton More Often



Trying to estimate the increase in the numbers parking that would arise from the provision of additional parking is not straightforward. One way is to assign weightings to compute an estimate of daily parking load (Table 5):

Table 5

Frequency	Number	Weighting	Daily Estimate	Assumption
First Time	12	0.2	2.4	One extra car parking per 5 day week
Daily	36	1.0	36	One extra car parking per day
Weekly	32	0.2	6.4	One extra car parking per 5 day week
Monthly	9	0.1	.9	One extra car parking every 2 weeks
Infrequently	5	0.05	.25	One extra car parking every 4 weeks
Total	94		46	Estimated total increase in daily parking.

From these figures it could be assessed that 46 additional parking spaces would be needed to meet the increased demand. Adding the current shortfall of 32 spaces to this projection for increased demand leads to an estimated overall shortfall of around 80 parking spaces.

Conclusion

The survey results indicated a desire for additional parking (particularly long-stay) in the town which residents were reluctant to fund. The Civic Centre car park was significantly over-subscribed, with the Chipping at capacity for long periods (especially in the morning and typically until around 1515 in the afternoon). Shopping was the main in-town activity. The Town Council survey supported the conclusion from the 2011 SDC survey: that car park users in Wotton experienced an above average difficulty finding a car parking space. Utilisation levels in the Civic Centre and Chipping exceeded the recognised industry standard of 85% occupancy for long periods.

Based on an analysis of results, it is assessed there is a shortfall of around 30 off-street parking spaces to meet current demand and, given that just over half of those user questioned indicated that the availability of more parking would encourage them to visit Wotton more often, then another 46 spaces would be needed. Hence, it is concluded that around 80 spaces would be needed to meet current shortfalls and future demand.

These conclusions are based on a straightforward assessment of the results of a limited survey. A rigorous statistical analysis has not been undertaken.

Cllr R Claydon – on behalf of Wotton-under-Edge Town Council

10th October 2016

Wotton-under Edge Town Council - Parking Questionnaire			
Date:		Time:	
1	Are you a:	Resident	☐
	(Please tick all that apply)	Local Trader/Business Owner/Employee	☐
		Visitor	☐
2	How often do you visit Wotton by car?	First Time	☐
		Daily	☐
		Once or twice a week	☐
		Two or three times a month	☐
		Infrequently	☐
3	For how long do you normally park?		
4	Where do you usually park?	The Chipping	☐
		Civic Centre	☐
		Potters Pond	☐
		High Street/Long Street	☐
		Co-op	☐
		Other	☐
5	Why do you normally visit Wotton by car?	Shopping	☐
		Business/Work	☐
		Services eg Banking/Post Office/Library/Doctor/Chemist	☐
		Visiting friends/family	☐
		School	☐
		Visitor/Tourist	☐
		Leisure	☐
		Other	☐
6	Do you find it difficult to find somewhere to park?	Always	☐
		Most times	☐
		Sometimes	☐
		Never	☐
7	If additional free car parking was available would you visit Wotton more often?	Yes ☐	No ☐
8	Do you think that more car parking is needed?	Long Stay Yes ☐	No ☐
		Short Stay Yes ☐	No ☐
9	Would you be prepared to pay parking charges to help fund a new car park?	Yes ☐	No ☐
10	If you are a resident, would you be prepared to pay for a new car park through a significant increase (around 20%) in the precept?	Yes ☐	No ☐
11	Where do you live? (Postcode)		
Return Address:			
Please return completed forms to either:			
One Stop Shop, Civic Centre, 2 Gloucester Street, Wotton-under-Edge, Gloucestershire, GL12 7DN			
Wotton Heritage Centre, The Chipping, Wotton-under-Edge, Gloucestershire, GL12 7AD			

Wotton-under Edge - Parking Survey Results			Chipping				Civic Centre				Potters Pond				Totals			
			Res	Bus	Vis	Tot	Res	Bus	Vis	Tot	Res	Bus	Vis	Tot	Res	Bus	Vis	Tot
2	How often do you visit Wotton by car?	First Time	0	0	10	10	1	1	3	5	0	1	1	2	1	2	14	17
		Daily	23	5	7	35	10	6	0	16	17	1	2	20	50	12	9	71
		Once or twice a week	20	3	19	42	7	1	0	8	0	2	7	9	27	6	26	59
		Two or three times a month	1	1	10	12	2	1	5	8	1	0	0	1	4	2	15	21
		Infrequently	0	1	15	16	1	0	1	2	0	0	5	5	1	1	21	23
4	Where do you usually park?	The Chipping	40	9	47	96	5	2	1	8	4	1	1	6	49	12	49	110
		Civic Centre	1	0	1	2	17	5	5	27	1	0	0	1	19	5	6	30
		Potters Pond	1	0	3	4	1	0	1	2	17	4	13	34	19	4	17	40
		High Street/Long Street	7	1	5	13	1	0	0	1	7	1	2	10	15	2	7	24
		Co-op	17	1	9	27	3	0	0	3	5	0	0	5	25	1	9	35
		Other	9	2	8	19	4	1	1	6	3	1	2	6	16	4	11	31
5	Why do you normally visit Wotton by car?	Shopping	35	5	34	74	5	2	0	7	8	1	1	10	48	8	35	91
		Business/Work	4	9	4	17	1	8	2	11	2	4	4	10	7	21	10	38
		Services eg Banking/Post Office/Library/Doctor/Chemist	23	2	20	45	3	2	1	6	4	1	0	5	30	5	21	56
		Visiting friends/family	4	0	8	12	1	1	3	5	1	1	7	9	6	2	18	26
		School	12	0	5	17	1	1	0	2	2	0	0	2	15	1	5	21
		Visitor/Tourist	0	0	5	5	0	0	4	4	0	0	1	1	0	0	10	10
		Leisure	11	0	19	30	3	1	2	6	0	0	4	4	14	1	25	40
		Other	5	0	4	9	13	1	0	14	7	0	0	7	25	1	4	30
6	Do you find it difficult to find somewhere to park?	Always	5	2	7	14	6	0	2	8	3	1	1	5	14	3	10	27
		Most times	14	4	22	40	6	1	3	10	3	0	3	6	23	5	28	56
		Sometimes	16	3	19	38	6	5	2	13	11	2	4	17	33	10	25	68
		Never	7	1	12	20	2	3	1	6	5	1	7	13	14	5	20	39
7	If additional free car parking was available would you visit Wotton more often?	Yes	23	6	31	60	14	5	6	25	5	0	4	9	42	11	41	94
		No	21	4	26	51	4	3	3	10	11	3	10	24	36	10	39	85
8A	Do you think that more Long Stay car parking is needed?	Yes	28	8	34	70	17	5	7	29	9	2	9	20	54	15	50	119
		No	9	0	6	15	3	1	0	4	10	2	6	18	22	3	12	37
8B	Do you think that more Short Stay car parking is needed?	Yes	25	3	36	64	14	5	6	25	6	2	3	11	45	10	45	100
		No	8	2	6	16	3	1	2	6	11	2	9	22	22	5	17	44
9	Would you be prepared to pay parking charges to help fund a new car park?	Yes	18	5	38	61	10	3	5	18	3	1	5	9	31	9	48	88
		No	25	5	21	51	11	6	3	20	19	3	9	31	55	14	33	102
10	Are you prepared to pay for new car park through an increase in the precept?	Yes	10	0	0	10	4	0	0	4	1	0	0	1	15	0	0	15
		No	30	0	0	30	16	0	0	16	19	0	0	19	65	0	0	65