

North Cotswold Market Town's Parking Review

Background Data:
Parking Survey & Market Segmentation

November 2013



Introduction

This document presents data collected as part of a review of parking in four North Cotswold Market Towns:

Bourton on the Water;
Stow on the Wold;

Chipping Campden;
Moreton in Marsh.

The data provides information that will help us to:

- Quantify any parking issues in the towns;
- Understand travel patterns; and
- Outline parking behaviour.

Why are we reviewing parking in these towns?

This is part of a County-wide review of on-street parking. The aim of the review is to ensure appropriate parking restrictions are in place to maintain and improve access to town centre businesses and services, and ensure local people have adequate opportunity to park near their properties.

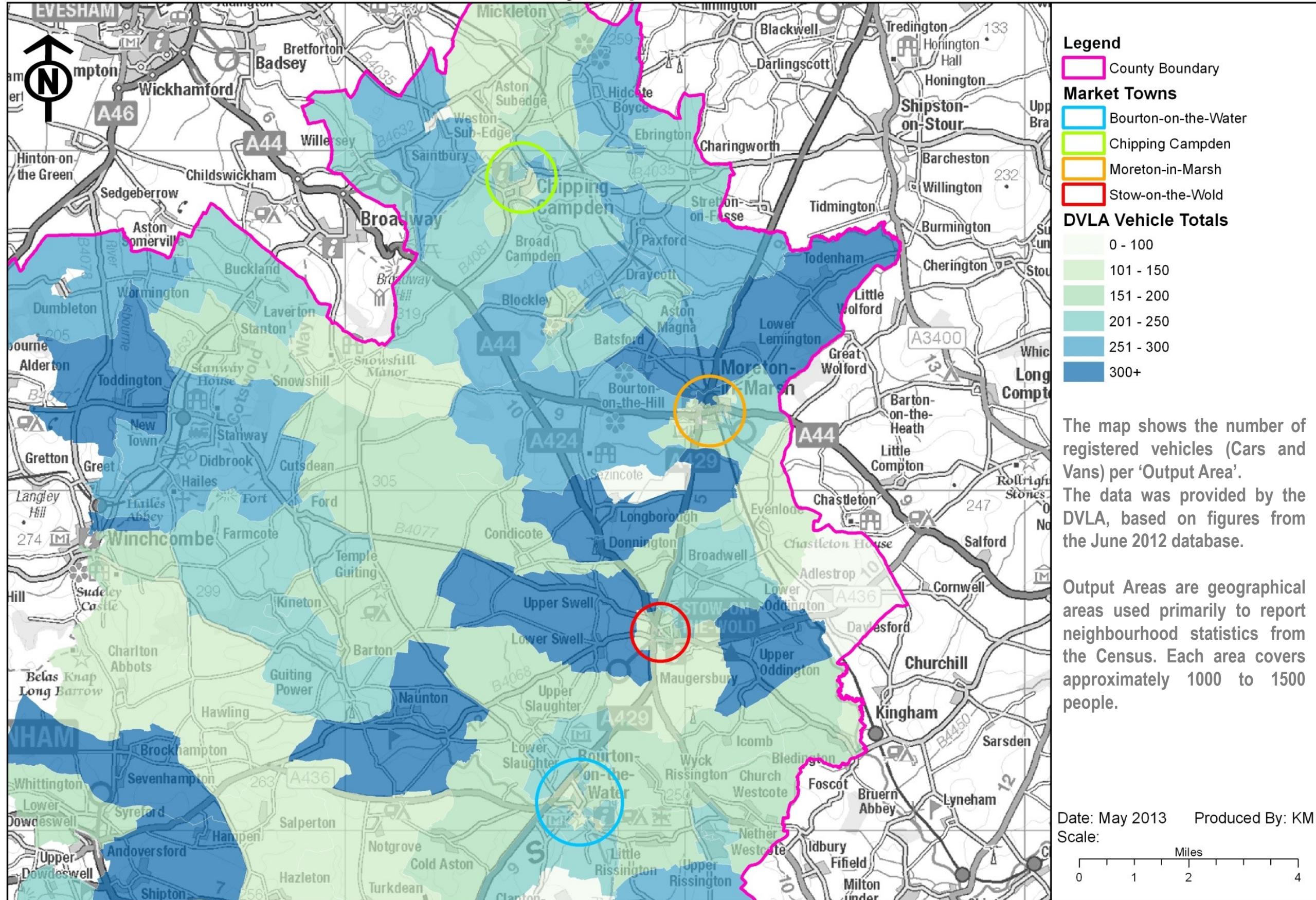
Introduction (2)

The data presented in this document is used to identify where parking congestion may occur, and access to local businesses and homes is compromised. It helps us to identify where changes may be beneficial, and what changes would be effective in addressing particular issues.

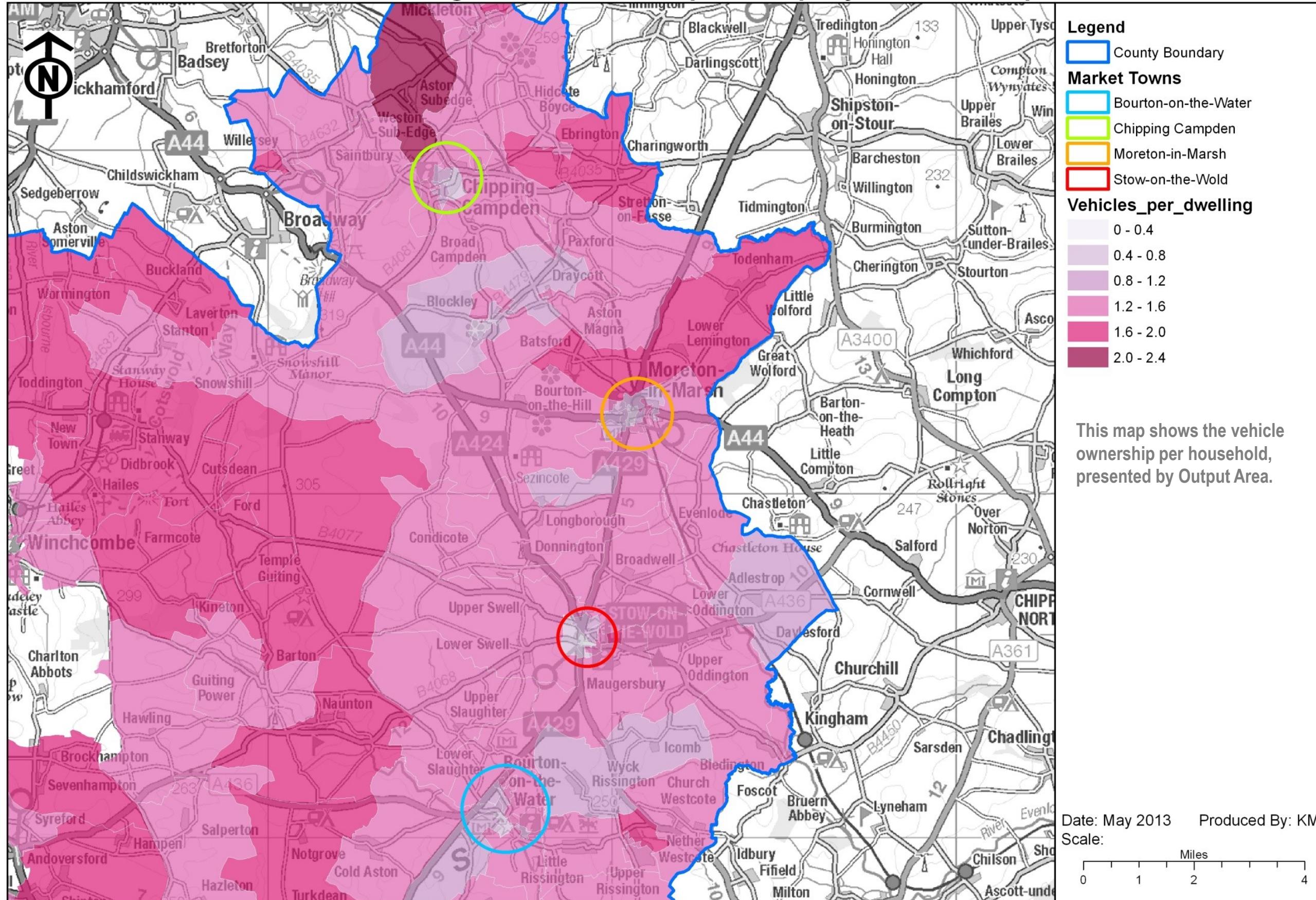
The data includes:

- Vehicle ownership information, provided by the DVLA
- Off-street parking availability data provided by the Valuation Office
- Results of an ANPR Parking Survey undertaken in August 2012 that tells us:
 - How many vehicles were parked in the towns
 - How long these vehicles stayed, and
 - Where these vehicles came from
- Market Segmentation Data from CACI's Acorn database
- Plans and charts displaying this data are provided in the following pages. Explanatory notes are provided on each page as appropriate.

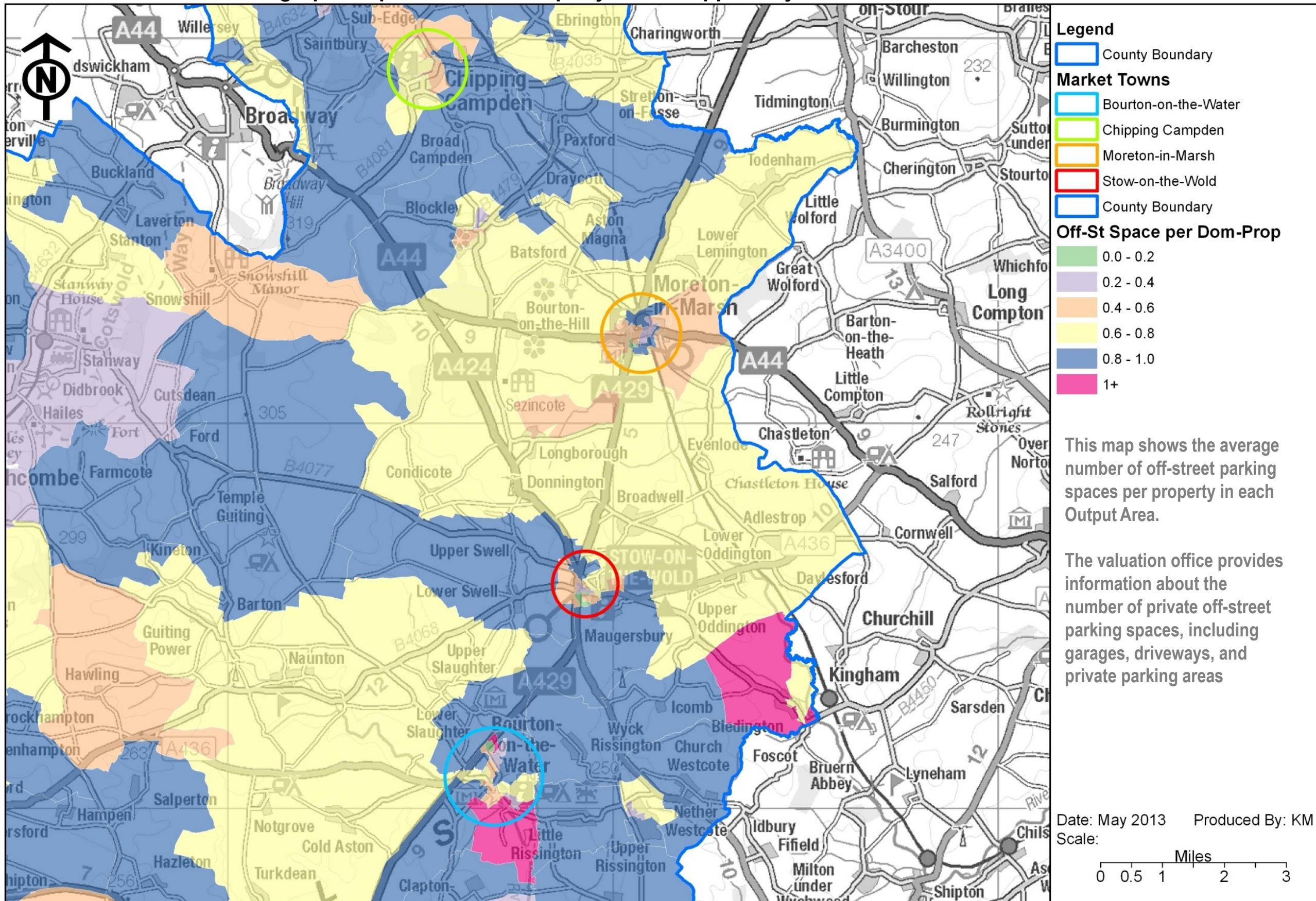
North Cotswold Market Towns - Total Vehicles by Output Area



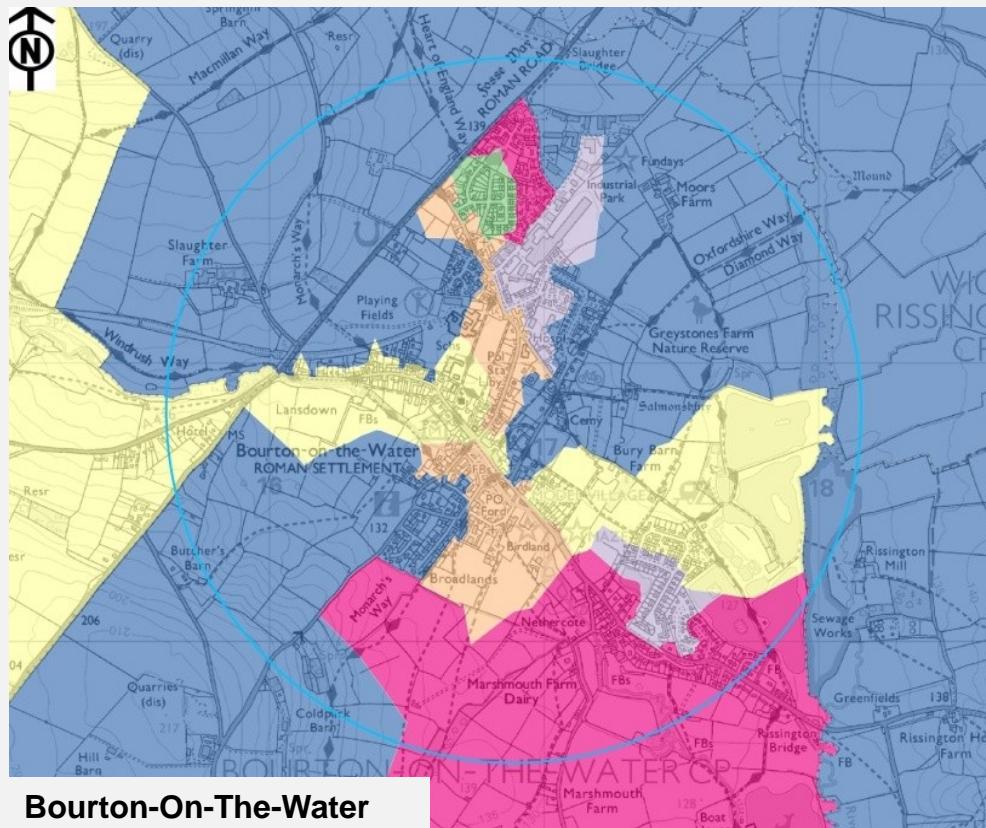
North Cotswold Market Towns - Average Vehicle Ownership Per Property within An Output Area



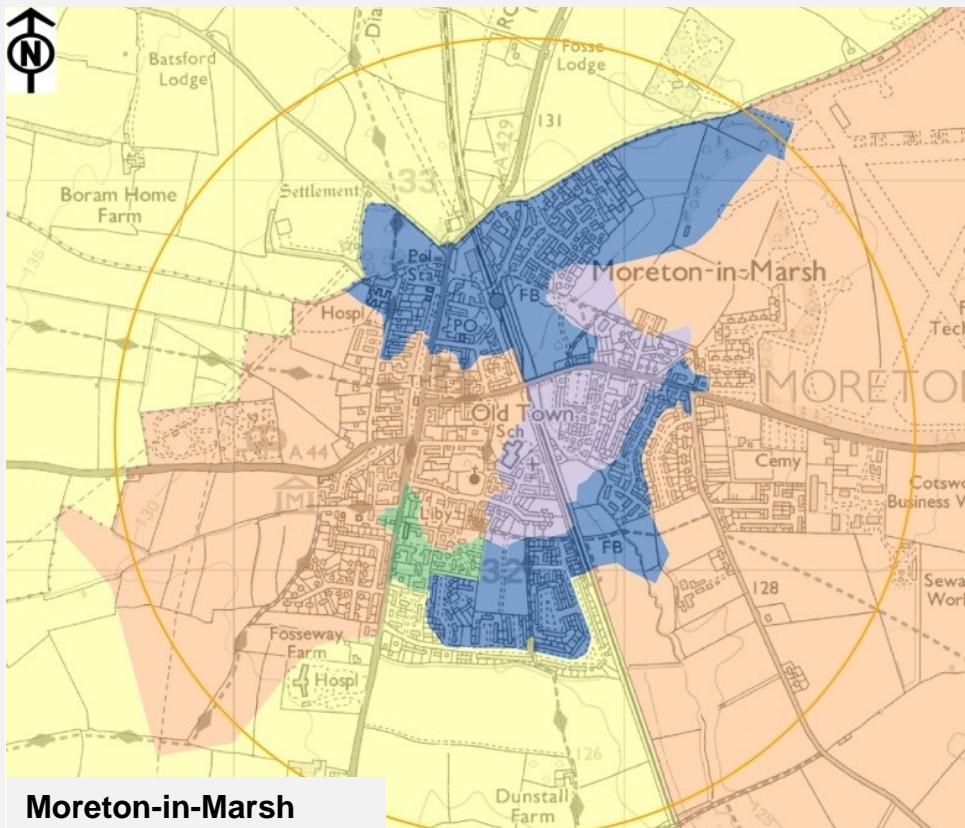
Domestic Off-Street Parking Spaces per Domestic Property – Data supplied by Valuation Office



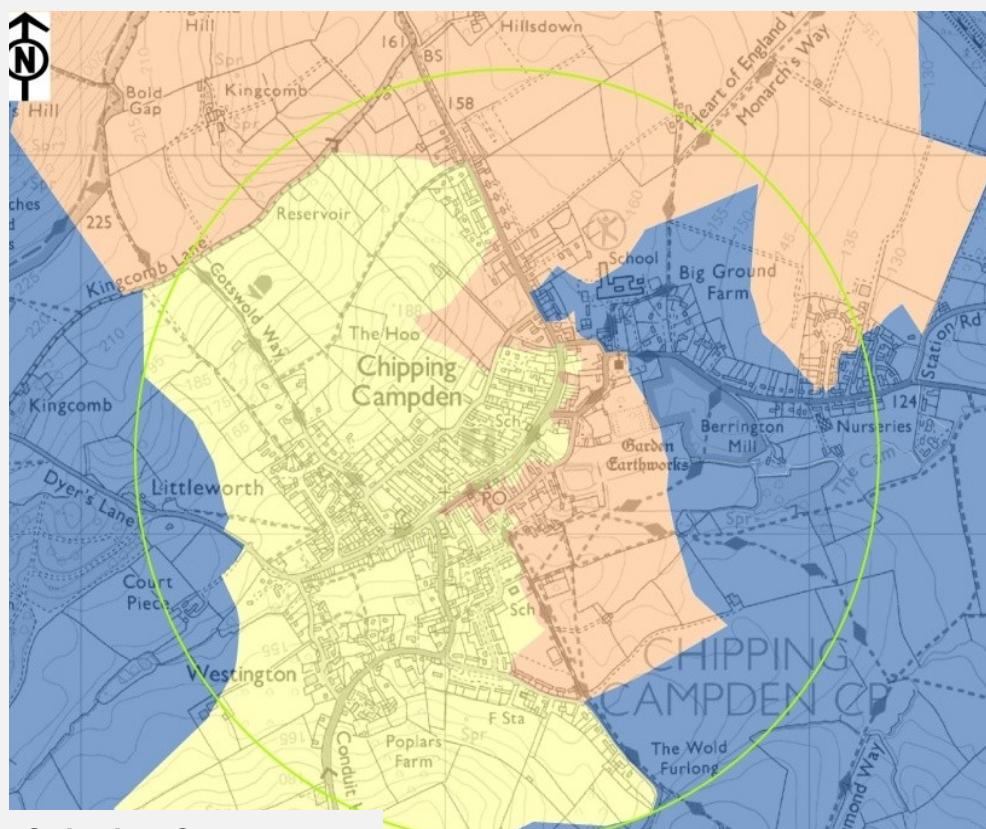
Market Town Domestic Off-Street Parking Spaces per Domestic Property – Data supplied by Valuation Office



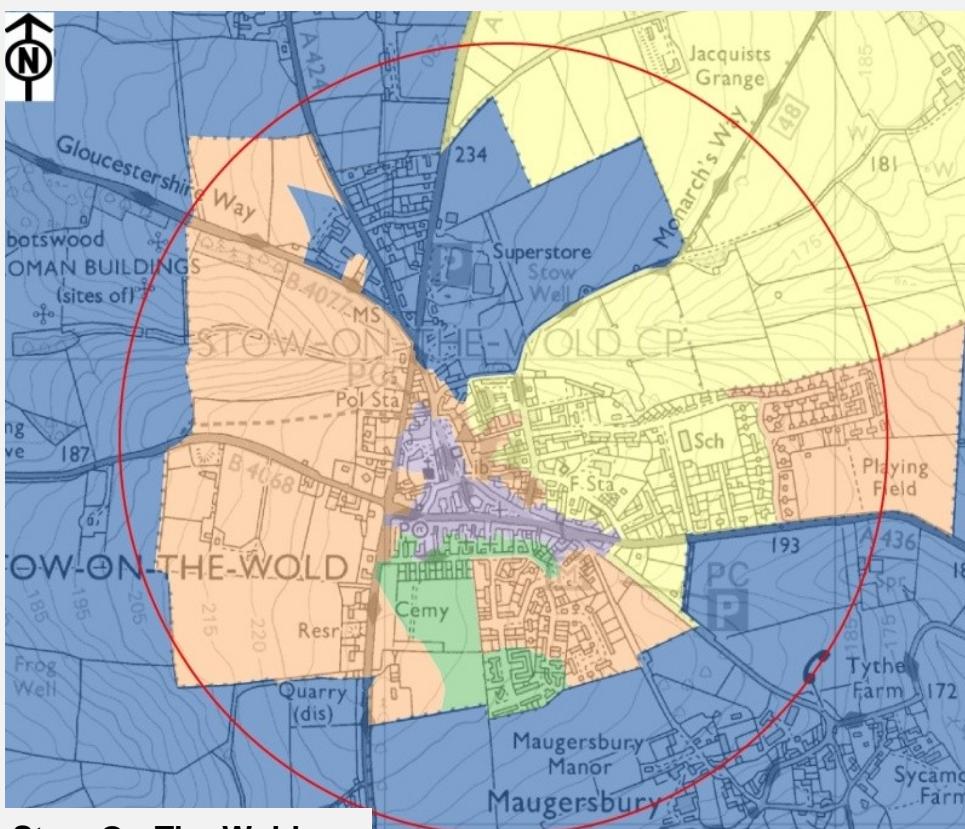
Bourton-On-The-Water



Moreton-in-Marsh



Chipping Campden



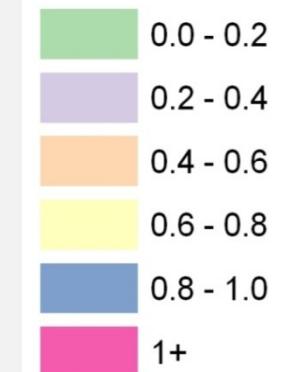
Stow-On-The-Wold

Legend

Market Towns

- Bourton-on-the-Water
- Chipping Campden
- Moreton-in-Marsh
- Stow-on-the-Wold

Off-St Space per Dom-Prop



This map shows the average number of off-street parking spaces per property in each Output Area at a Town by Town scale.

Date: May 2013 Produced By: KM

Scale: Consistent For Each Town
Meters

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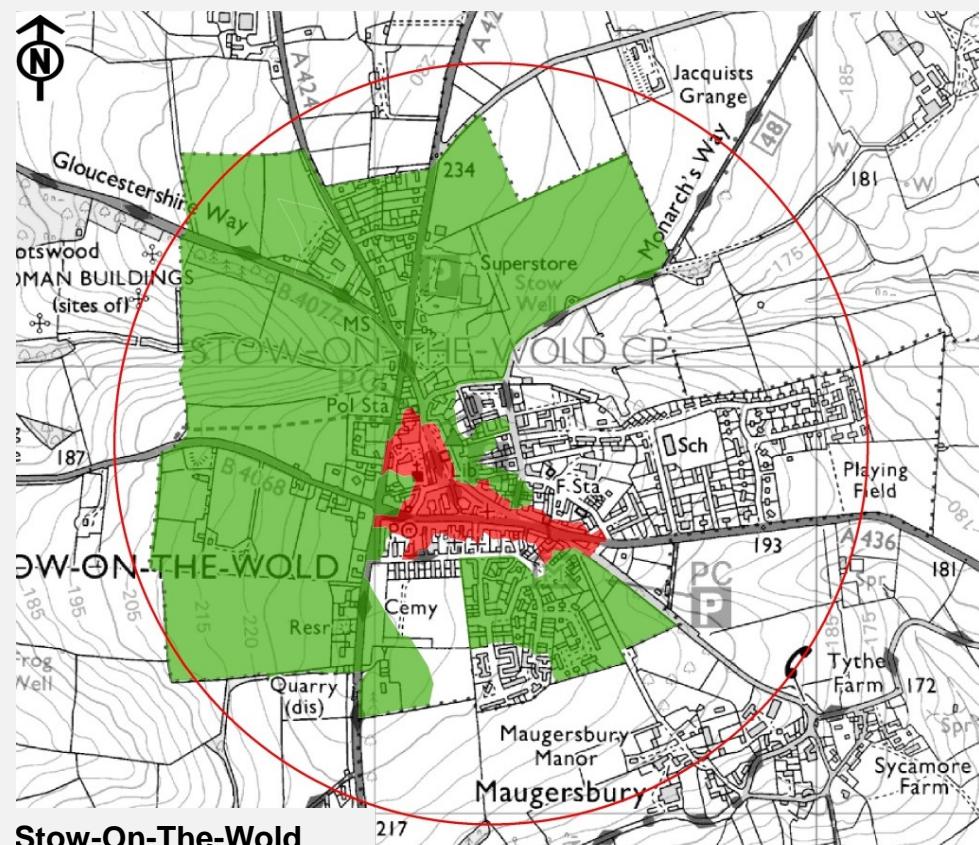
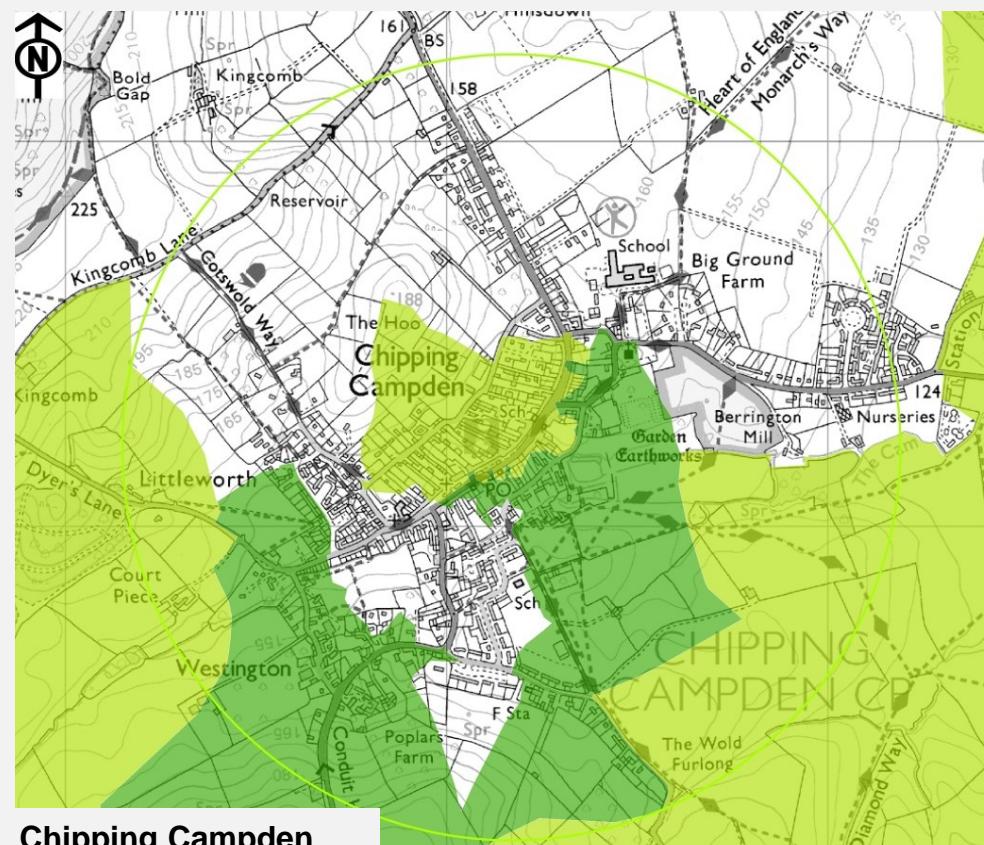
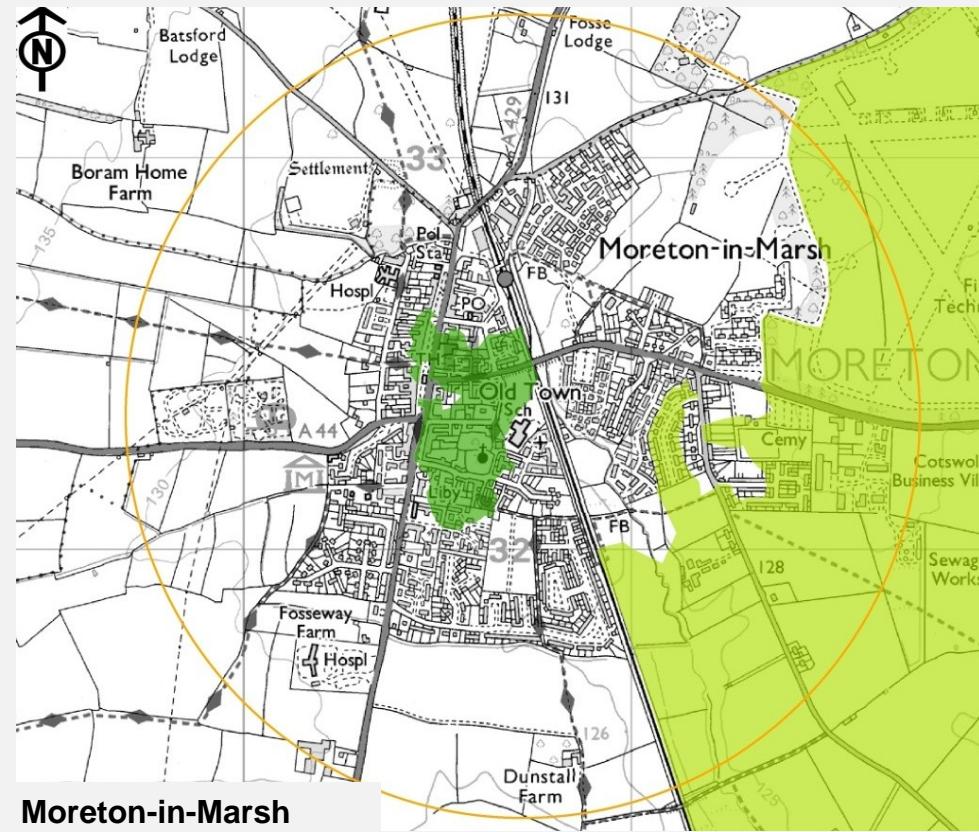
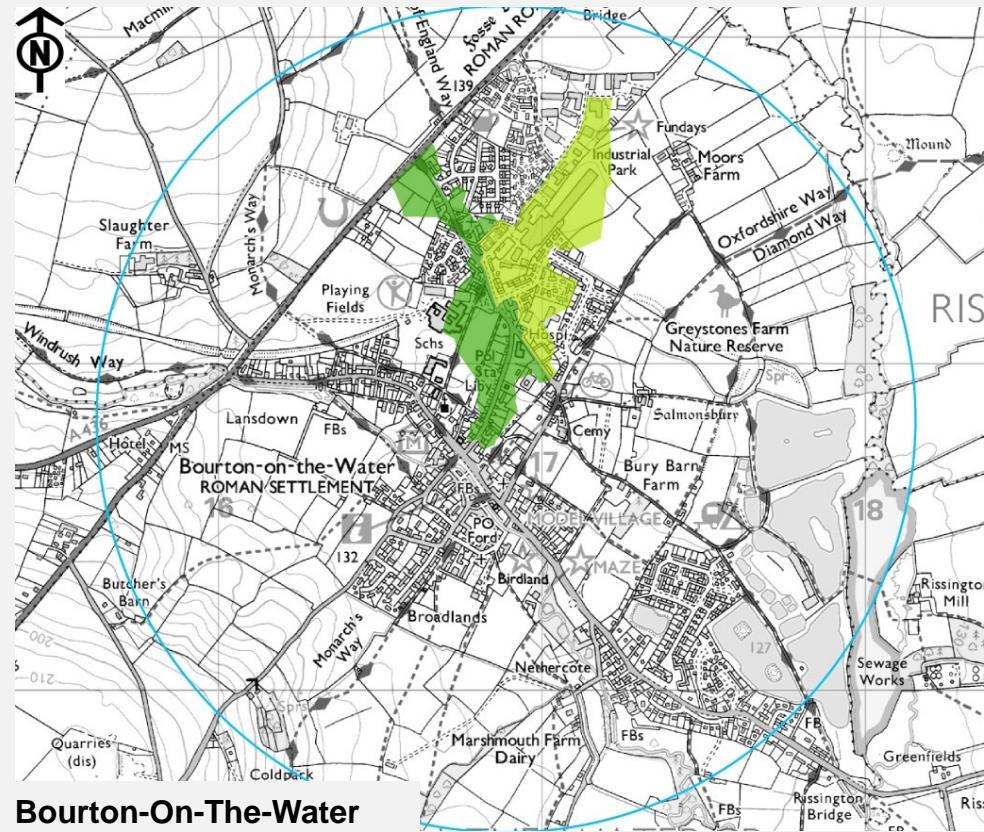
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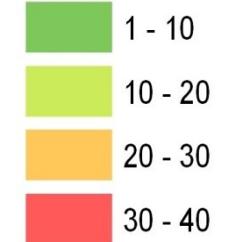
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Market Town Non-Domestic Off-Street Parking Spaces per Domestic Property – Data supplied by Valuation Office



Non-Domestic_Parking Space



This map shows the average number of off-street parking spaces per non-domestic property in each Output Area at a Town by Town scale.

Date: May 2013 Produced By: KM

Scale: Consistent For Each Town
Meters

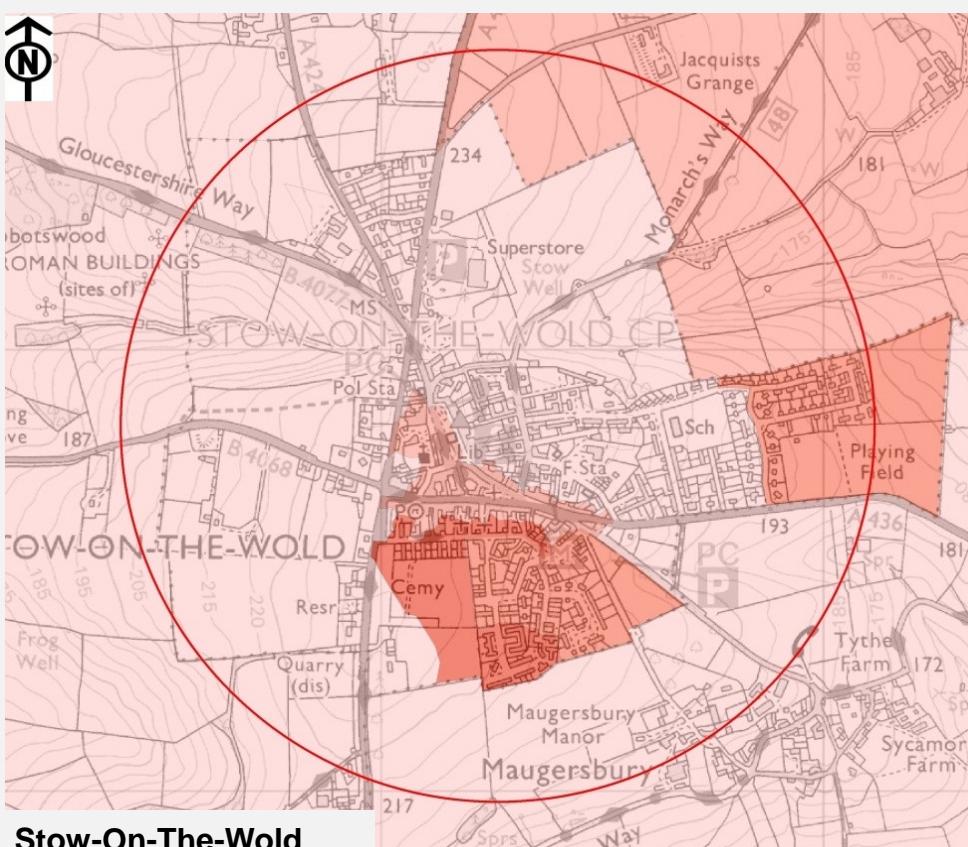
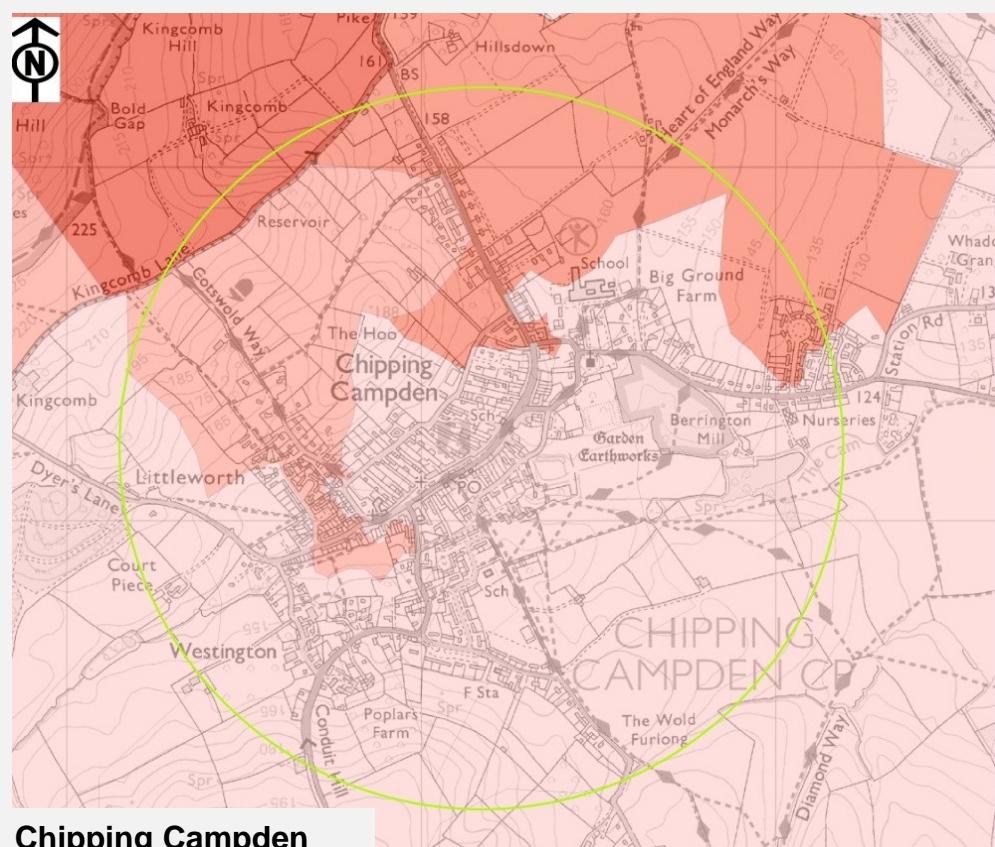
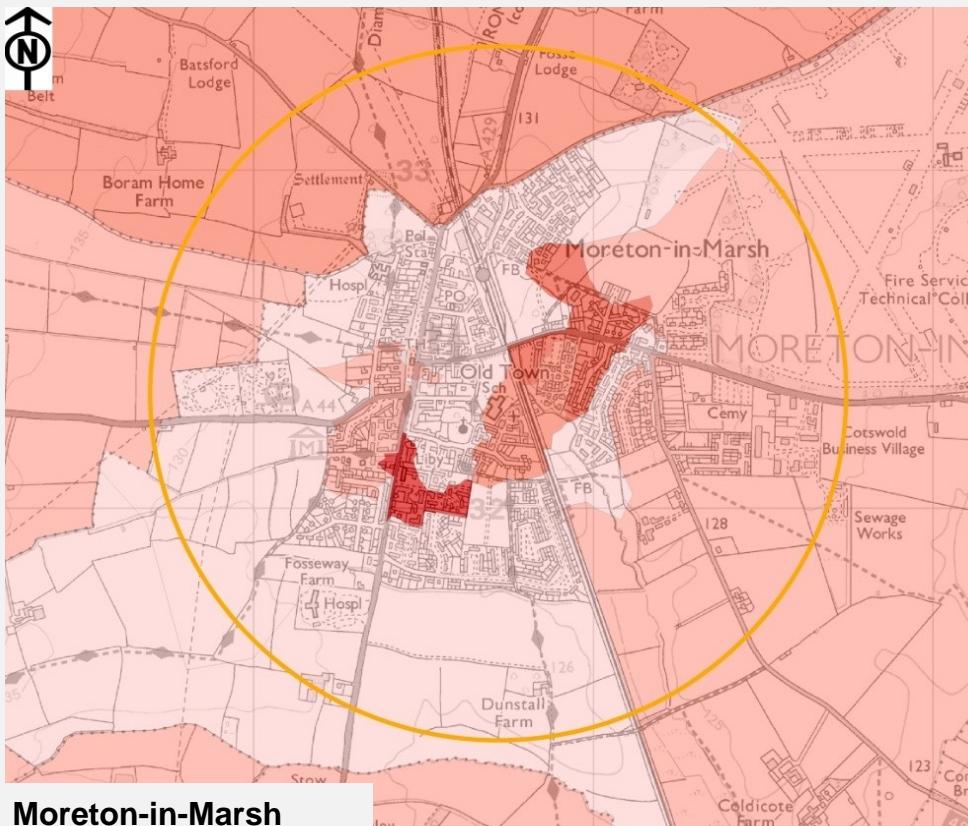
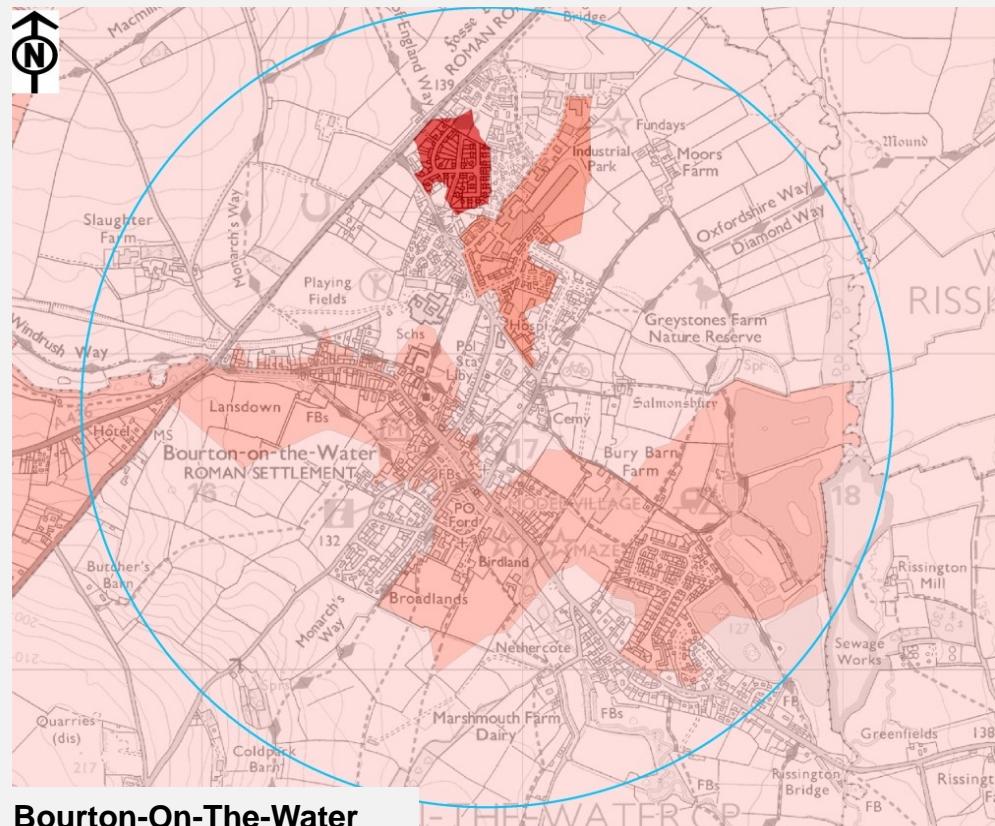
0 230 460 920 1,380

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On Street Parking Pressure – Registered Vehicles vs. Off-Street Parking Capacity

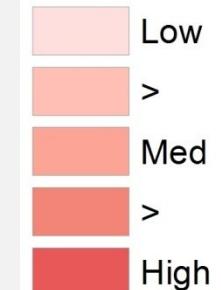


Legend

Market Towns

- █ Bourton-on-the-Water
- █ Chipping Campden
- █ Moreton-in-Marsh
- █ Stow-on-the-Wold

On-Street_Pressure



Vehicle ownership and the availability of off-street parking have been compared to identify areas where locally registered vehicles will need to park on the street. Areas of high pressure are shown as darker shades on the map. This does not consider the impact of visitors vehicles.

Date: May 2013 Produced By: KM

Scale: Consistent For Each Town
Meters

0 230 460 920 1.380

ANPR Parking Survey

A parking survey was undertaken across three weekdays and two Saturdays in August 2012.

Vehicles were counted three times a day

- 9.00am-10.30am (AM1).
- 11.15am – 12.45pm (AM2)
- 3.00pm-4.30pm (PM1)

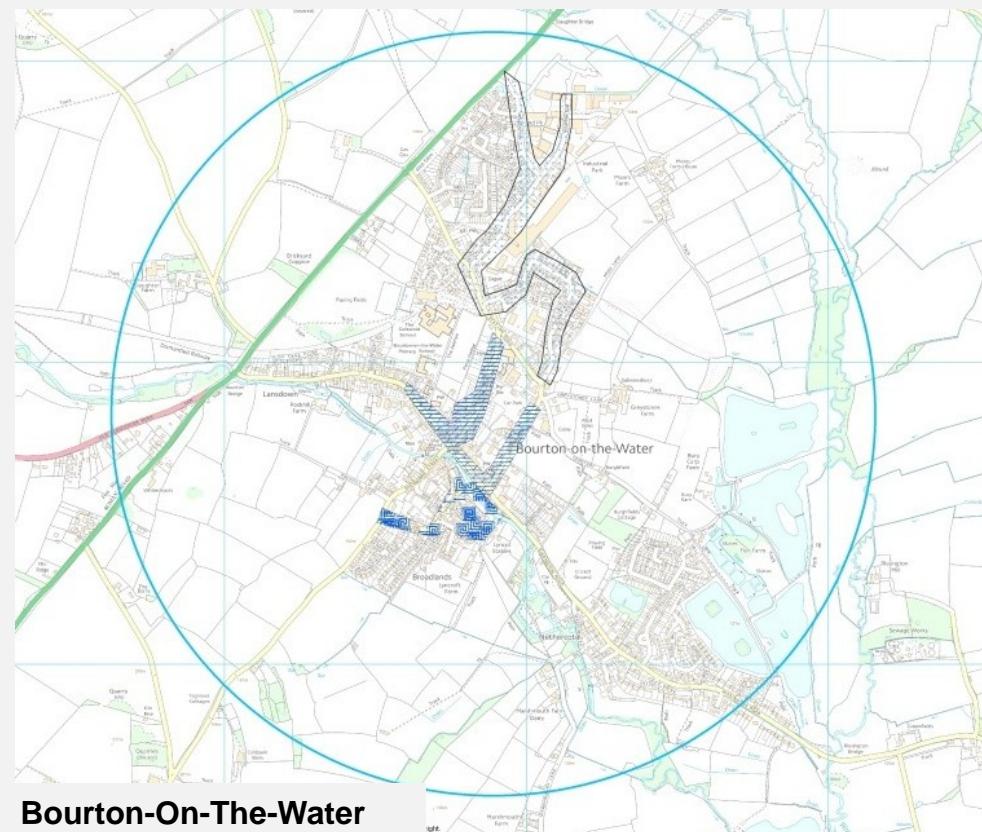
Results between surveys were compared to identify cars seen in more than one consecutive survey (long-stay), or seen in only one, or non-consecutive surveys (short stay).

Each town was split into distinct zones so that different patterns in different parts of the towns could be compared. A plan showing the survey zones is provided overleaf.

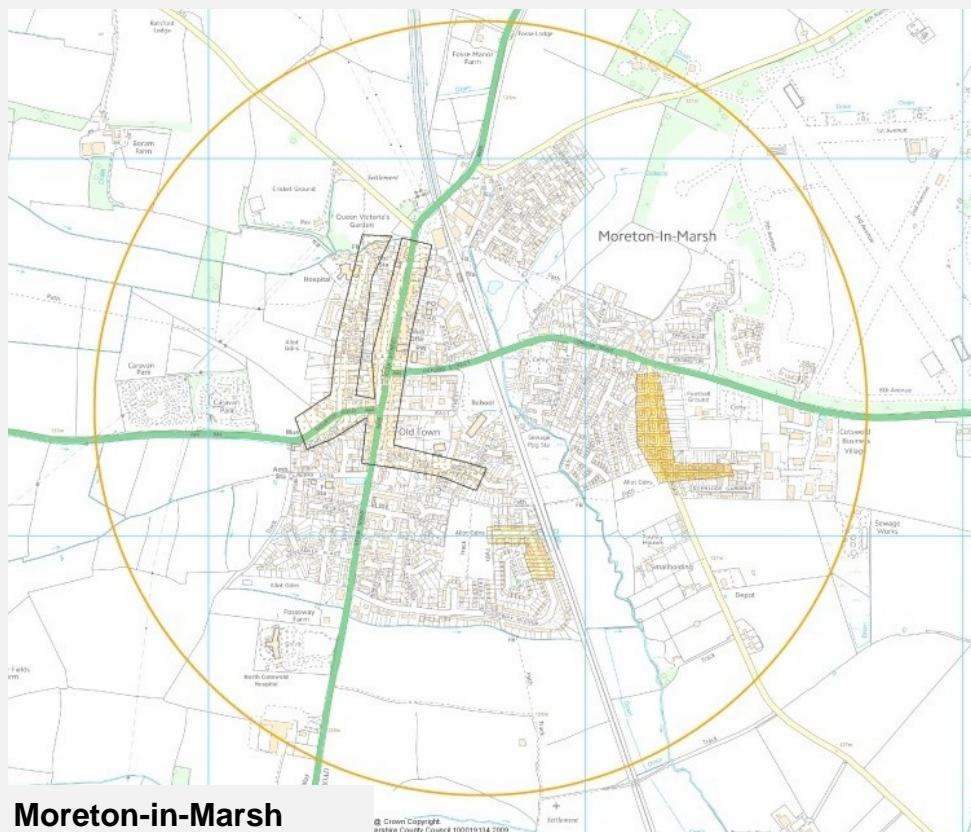
The postcode of the registered address for each vehicle seen in the parking surveys has been obtained – this has been used as an estimate of the vehicle origin, allowing us to identify if vehicles are local to the area, of visitors to the Town.

The results are presented on the following pages – bar charts show the number of parked vehicles, and pie charts show their origin

ANPR Parking Survey – Map of the Market Town Parking Survey Zones



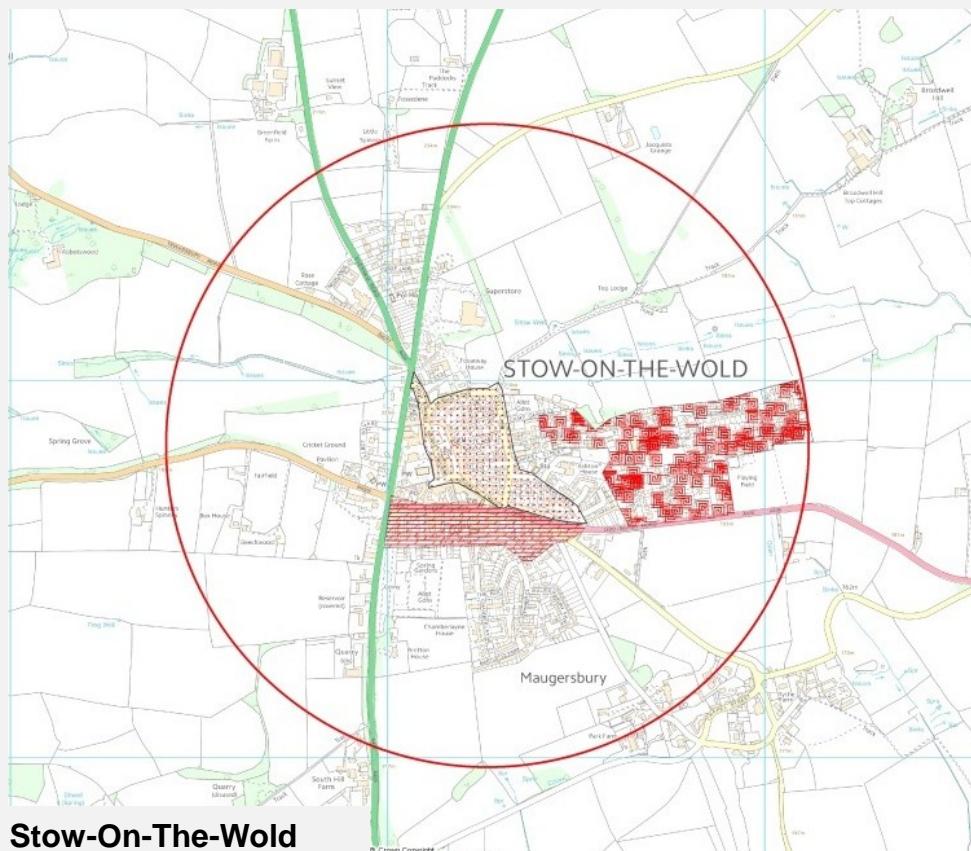
Bourton-On-The-Water



Moreton-in-Marsh



Chipping Campden



Stow-On-The-Wold

Legend

Market Town ANPR Zones

	Bourton-on-the-Water
	BZ1
	BZ2
	BZ3
	Chipping Campden
	CCZ1
	CCZ2
	MMZ1
	Moreton-in-Marsh
	MMZ2
	MMZ3
	Stow-on-the-Wold
	SZ1
	SZ2
	SZ3

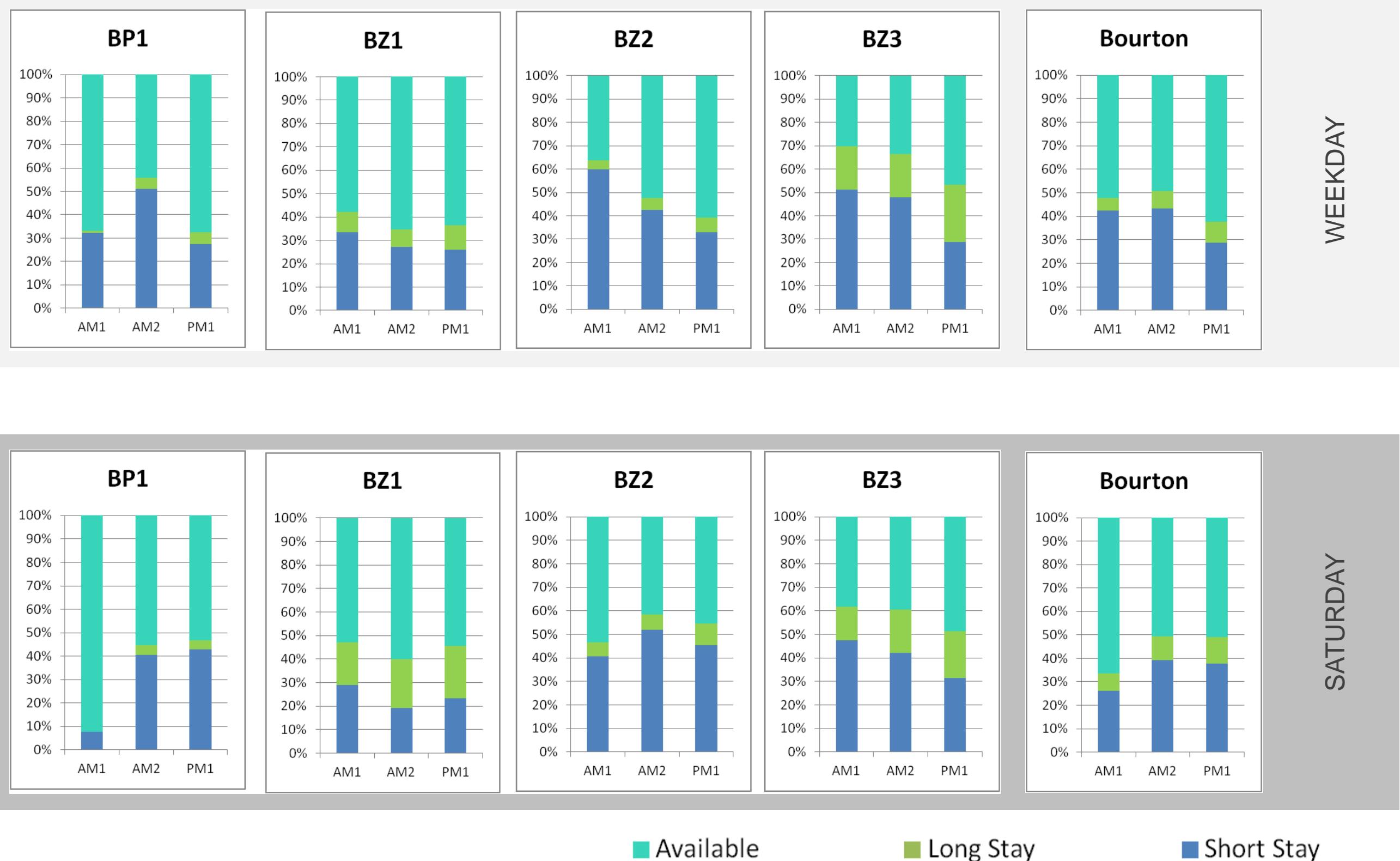
These plans show the zones defined for each town. These are for the purposes of the parking survey analysis only.

Date: May 2013 Produced By: KM

Scale: Consistent For Each Town
Meters

0 230 460 920 1.380

ANPR Parking Survey Results – Bourton on the Water

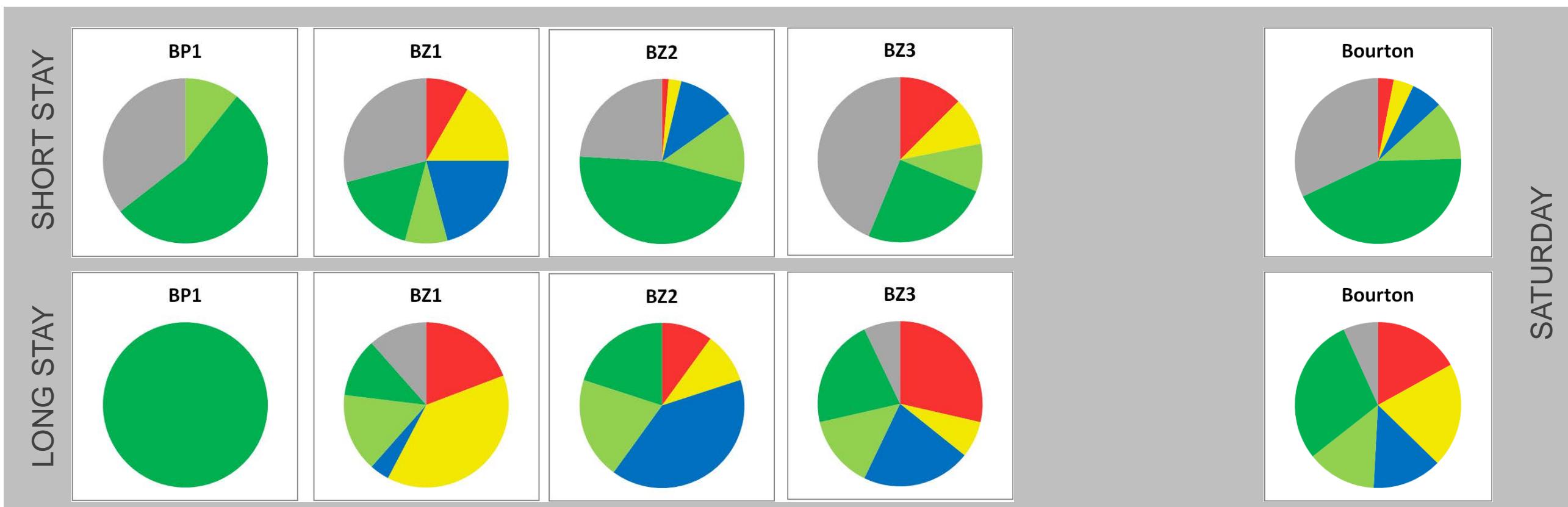


These bar charts show the number of short and long stay vehicles parking in each zone, compared to the available capacity.

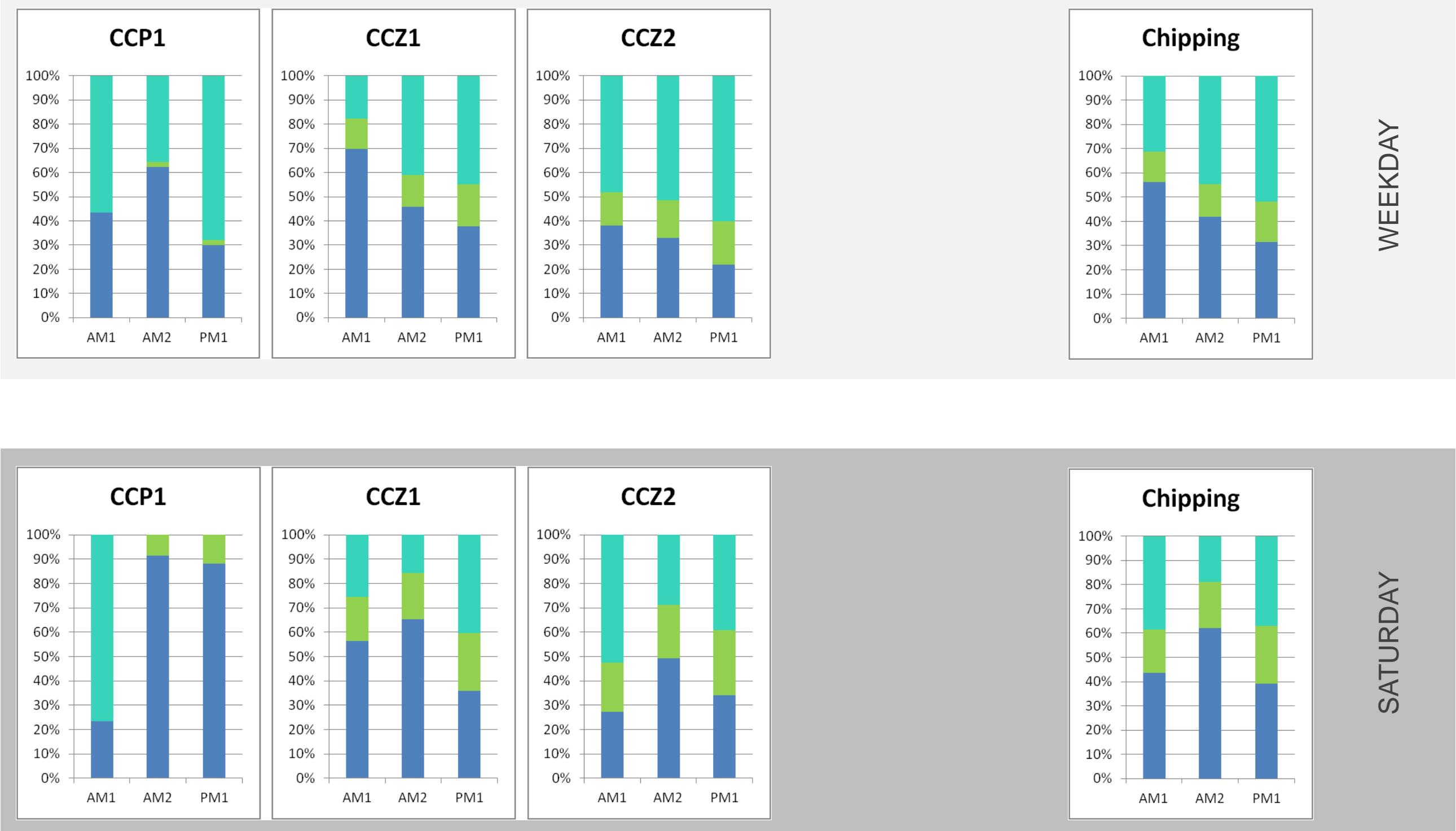
Once parking approached 80% capacity, arriving vehicles will begin to have problems finding a parking space, and begin circulating and searching.

The pie-charts opposite indicate where the vehicles parked in the town came from, ranging from the same zone they were seen in, through to various distances from the town.

ANPR Parking Survey Results – Origin of Vehicles – Bourton on the Water



ANPR Parking Survey Results – Chipping Campden



■ Available

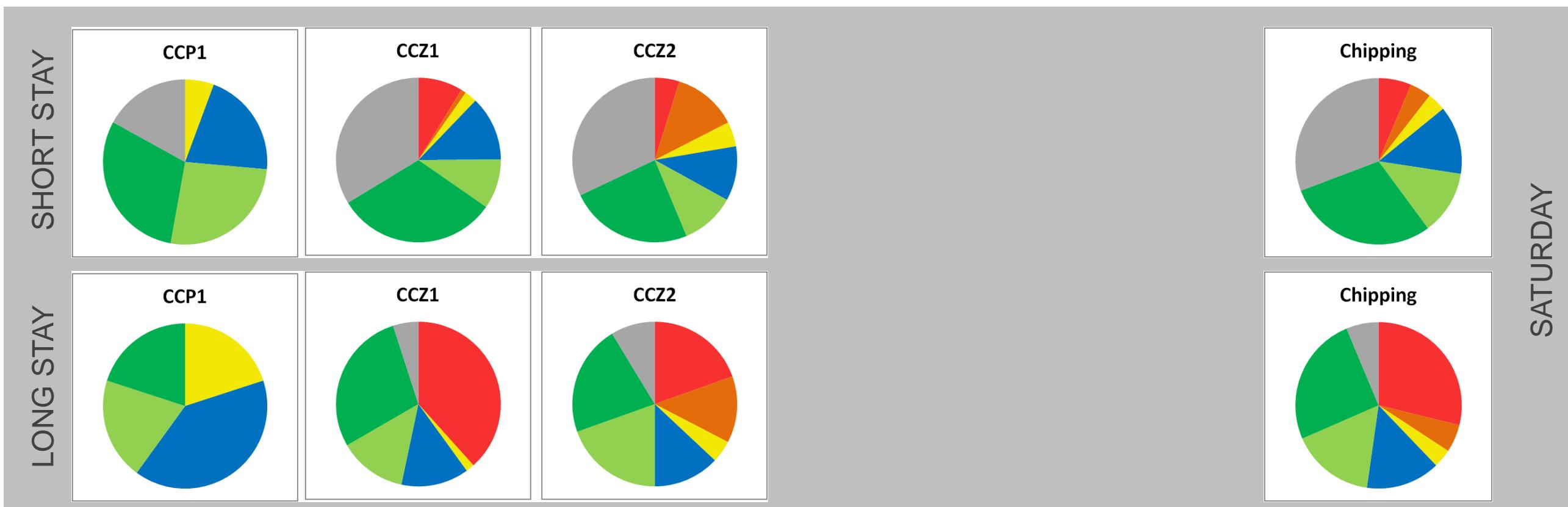
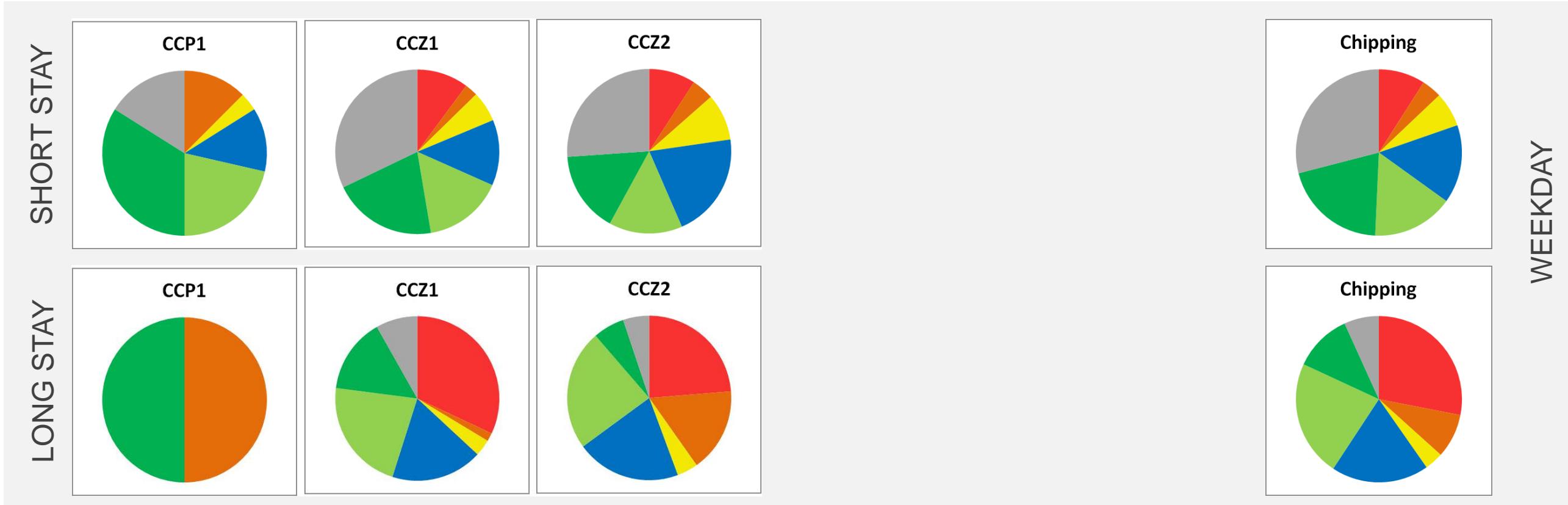
■ Long Stay

■ Short Stay

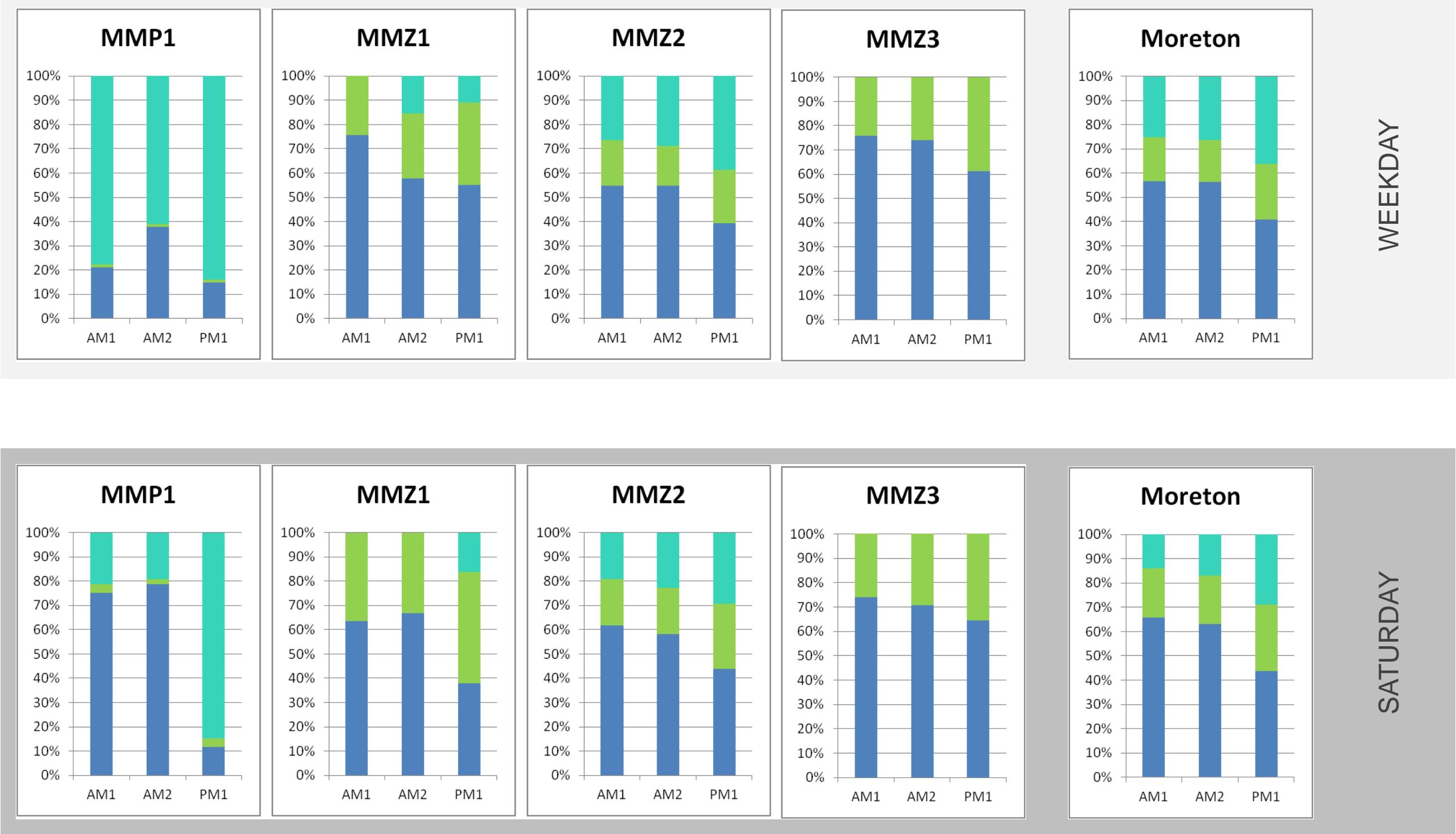
WEEKDAY

SATURDAY

ANPR Parking Survey Results – Origin of Vehicles – Chipping Campden



ANPR Parking Survey Results – Moreton in Marsh

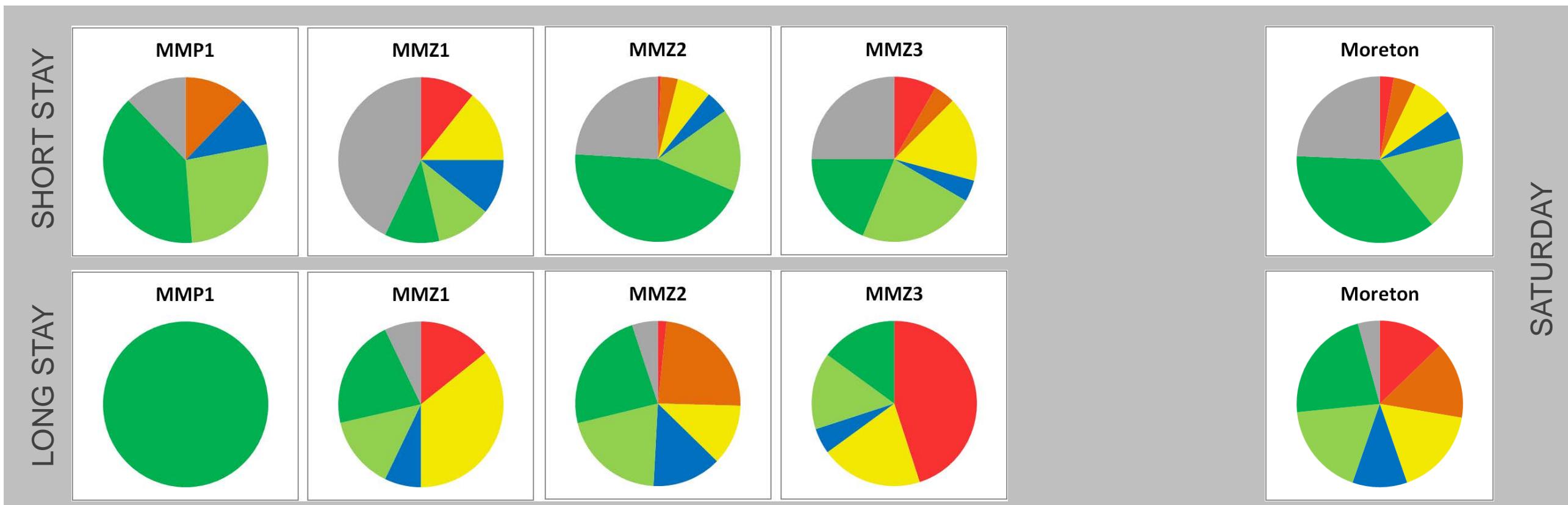
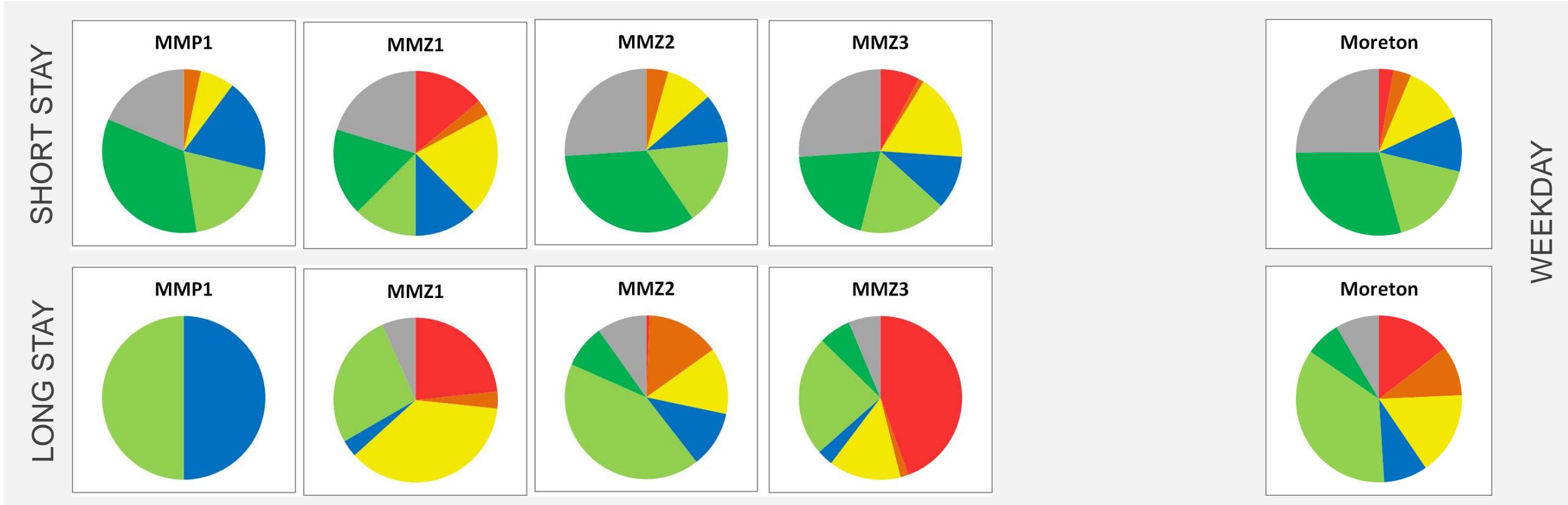


■ Available

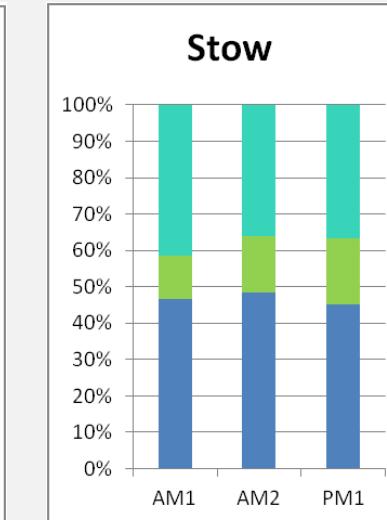
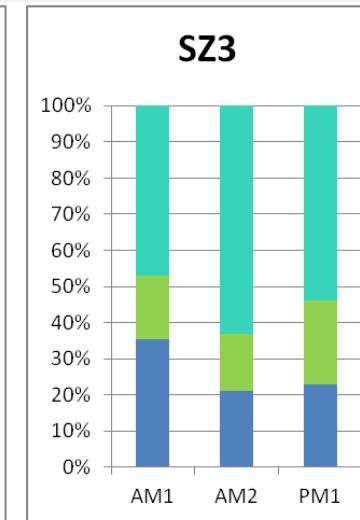
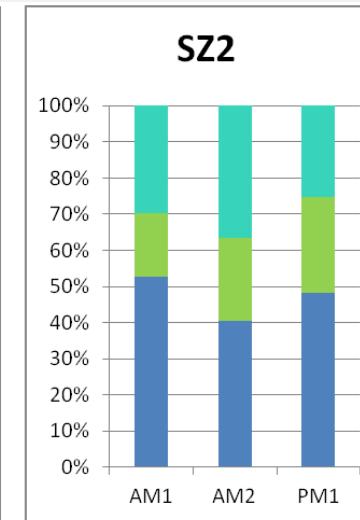
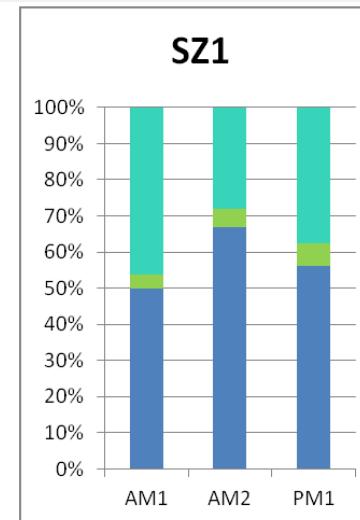
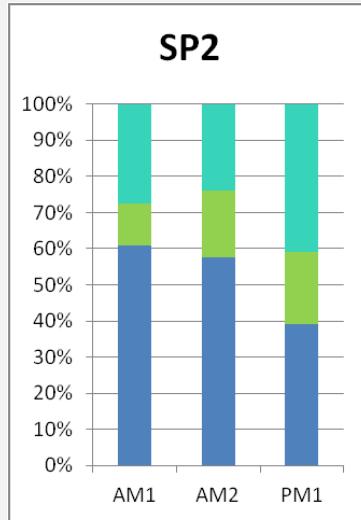
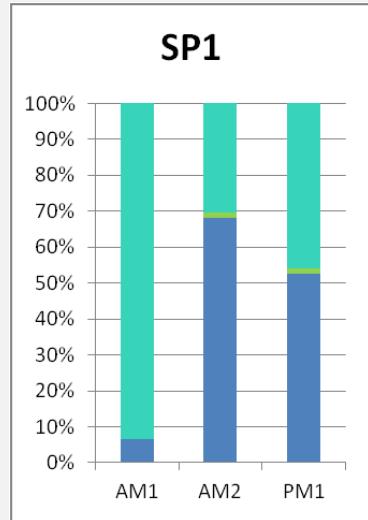
■ Long Stay

■ Short Stay

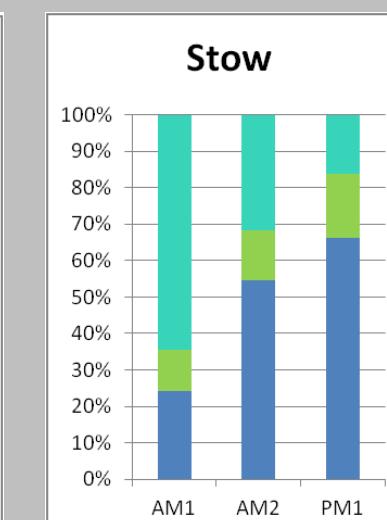
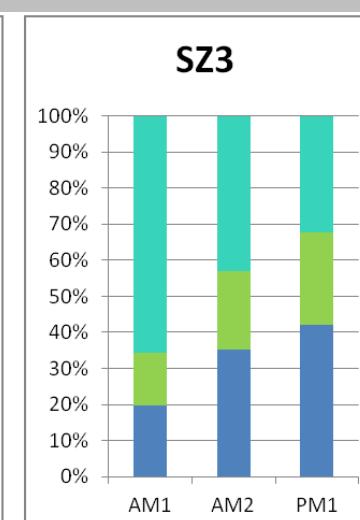
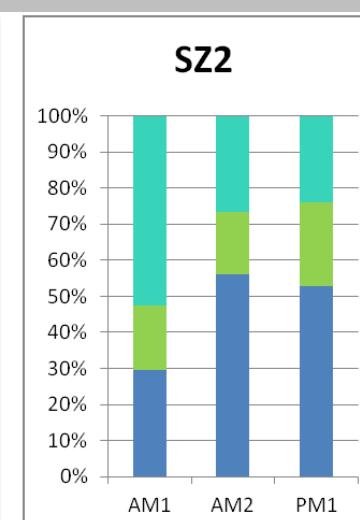
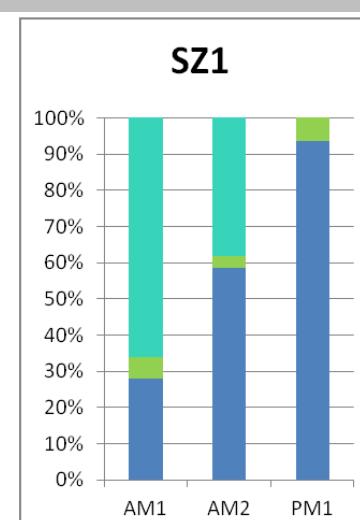
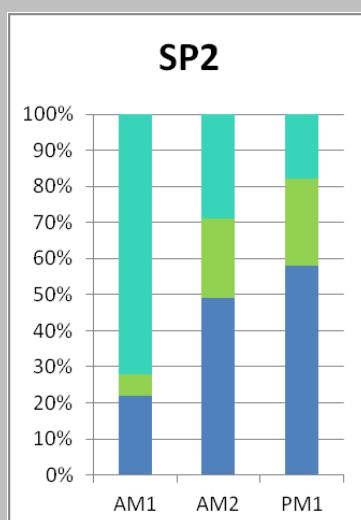
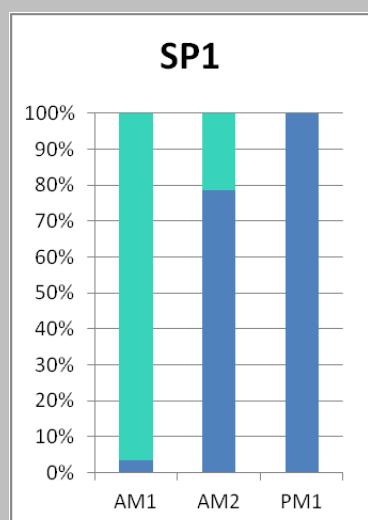
ANPR Parking Survey Results – Origin of Vehicles – Moreton in Marsh



ANPR Parking Survey Results – Stow on the Wold



WEEKDAY



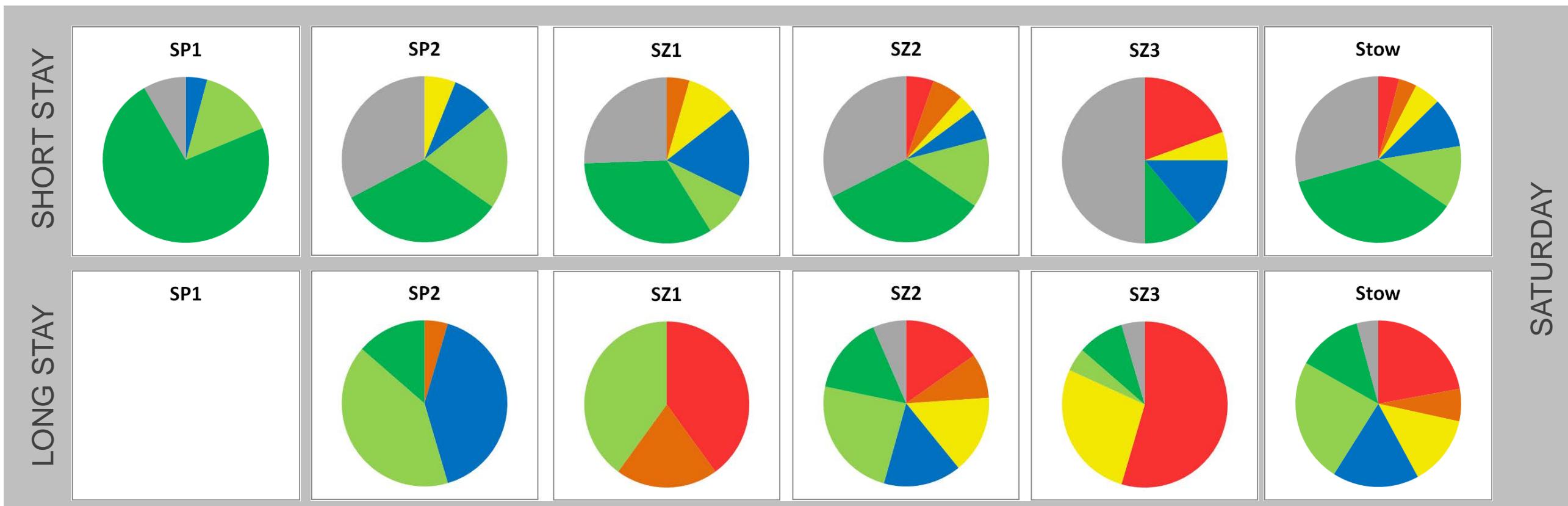
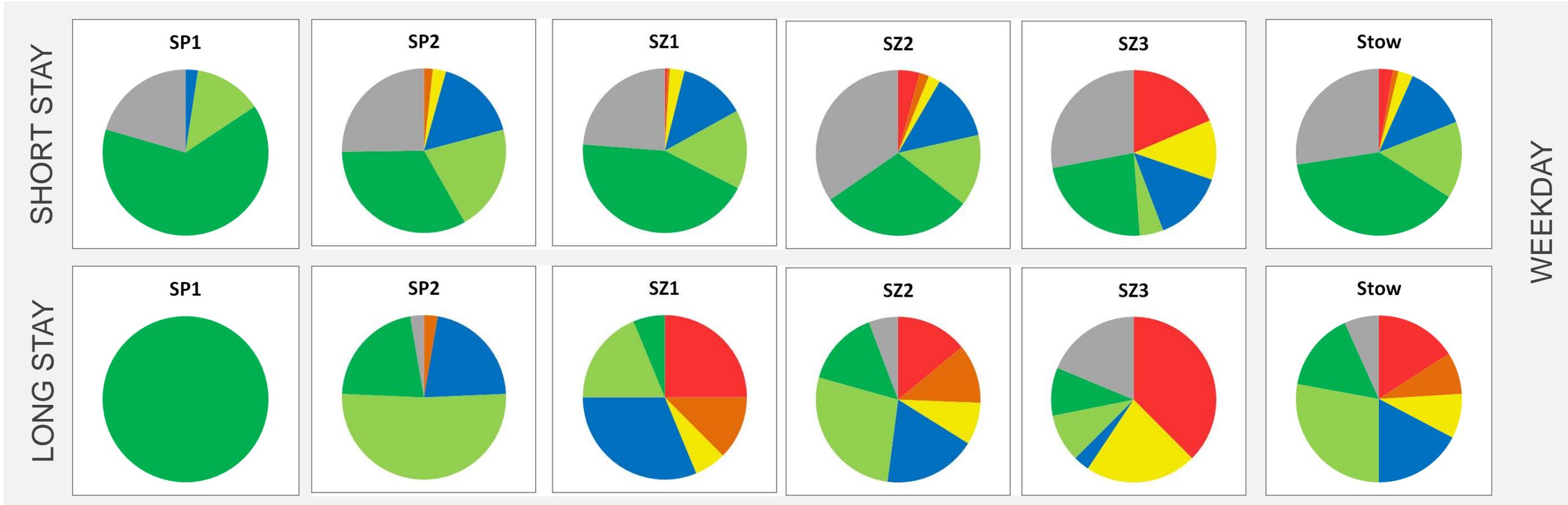
SATURDAY

■ Available

■ Long Stay

■ Short Stay

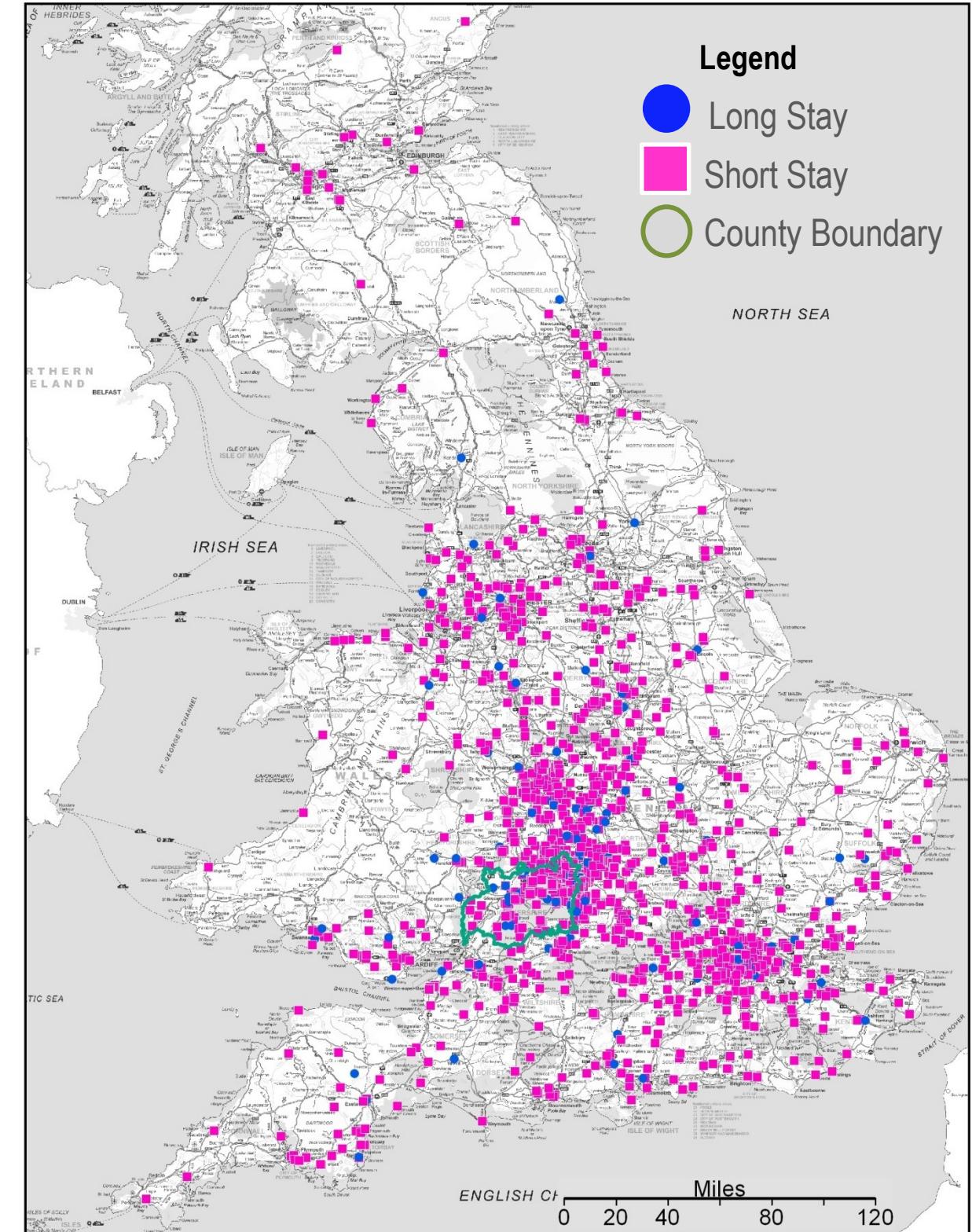
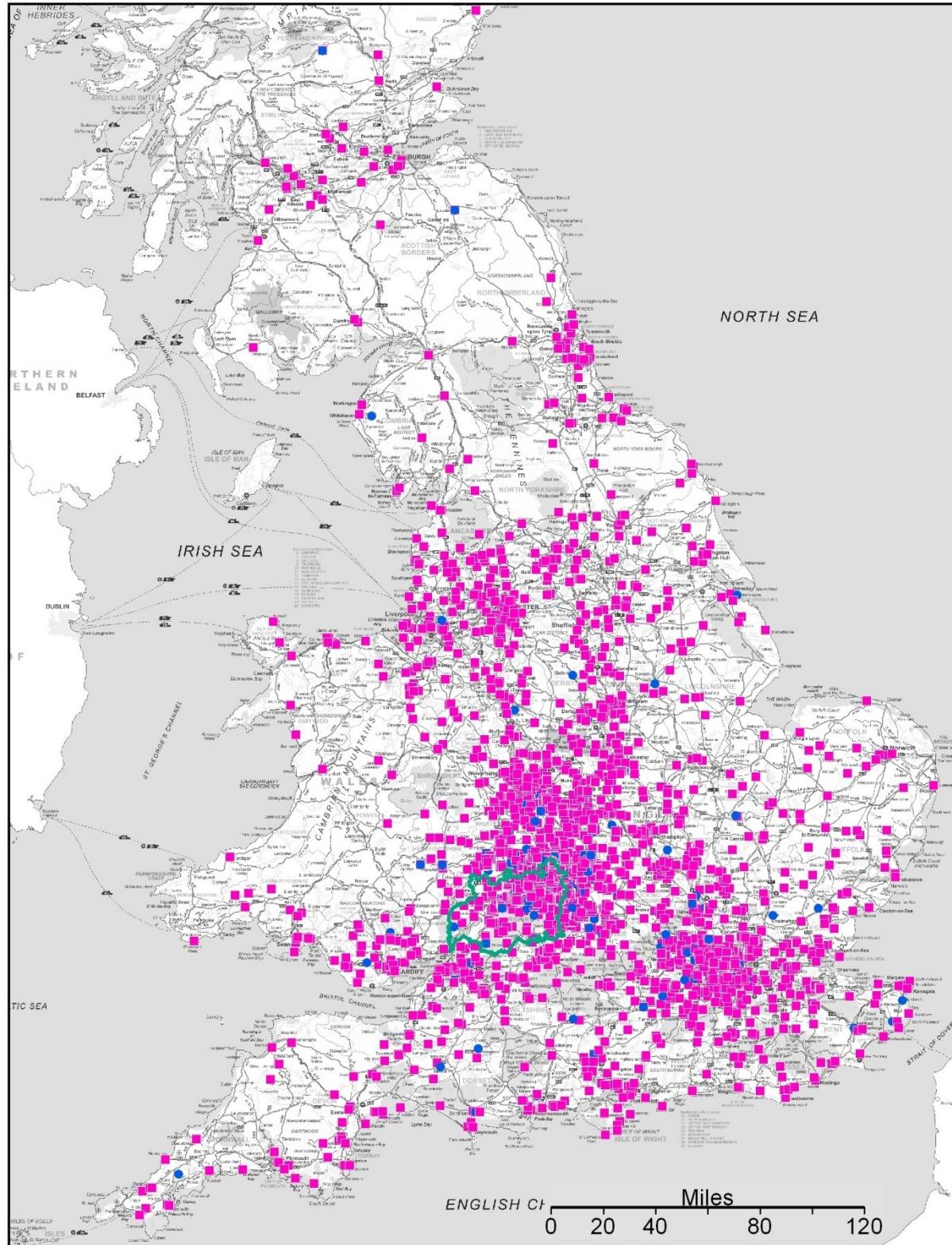
ANPR Parking Survey Results – Origin of Vehicles - Stow on the Wold



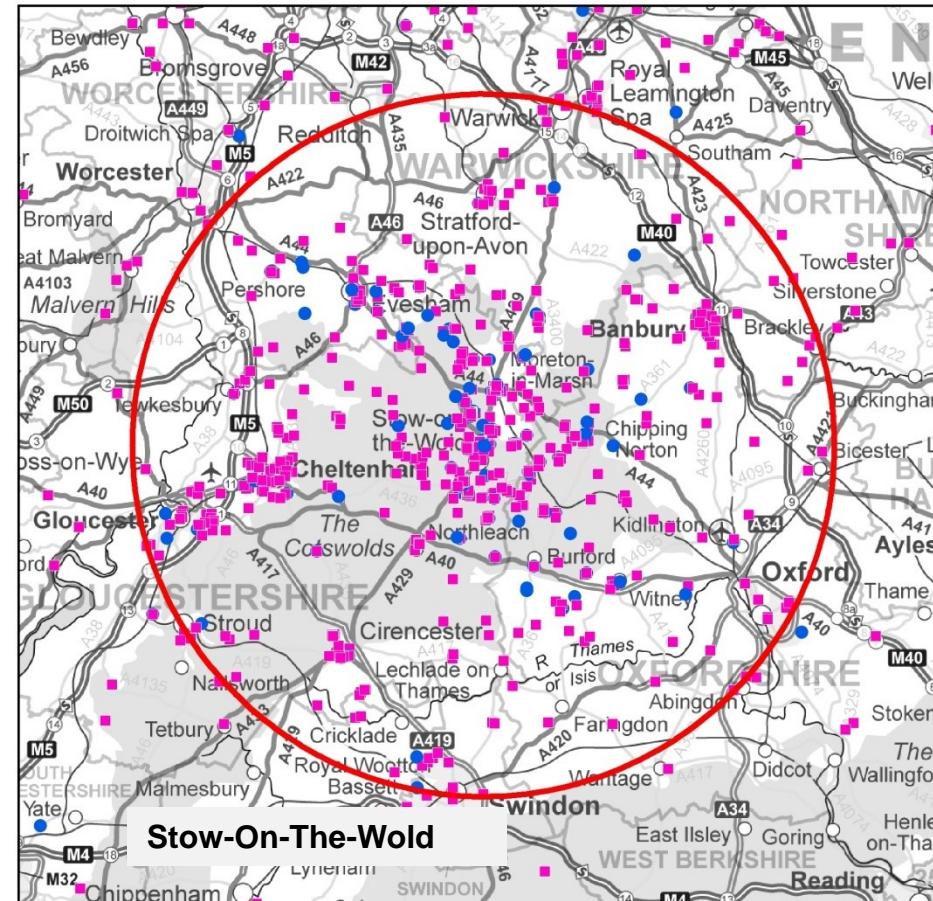
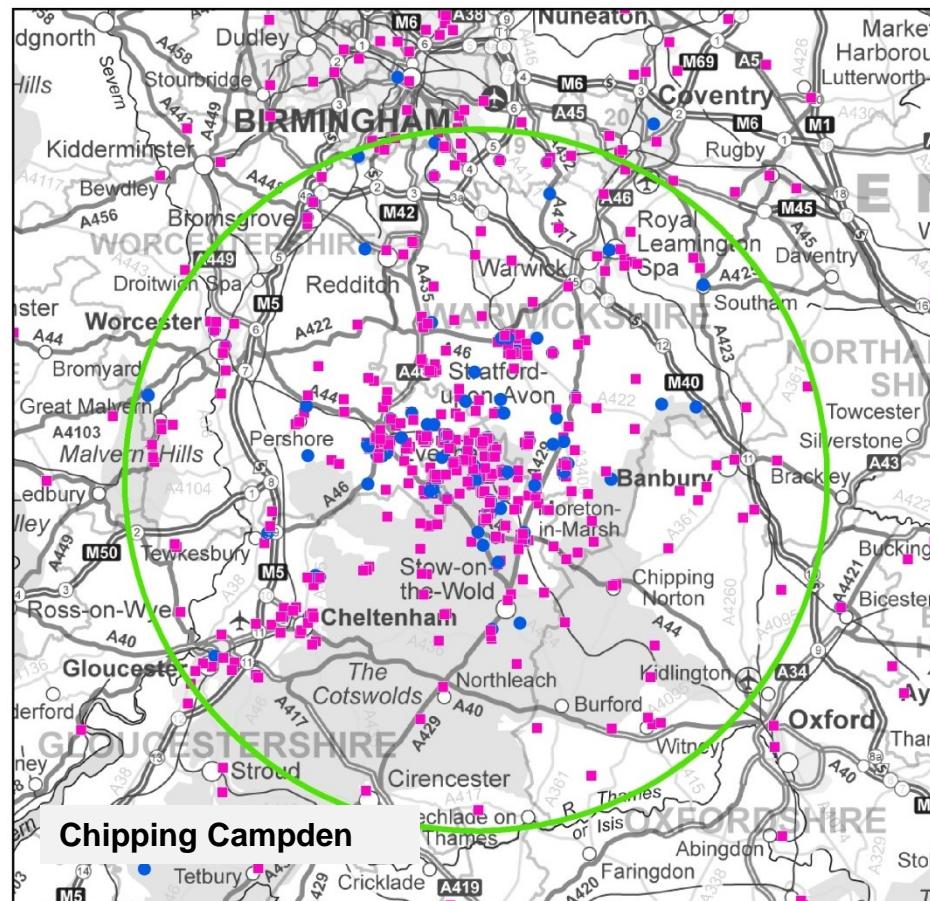
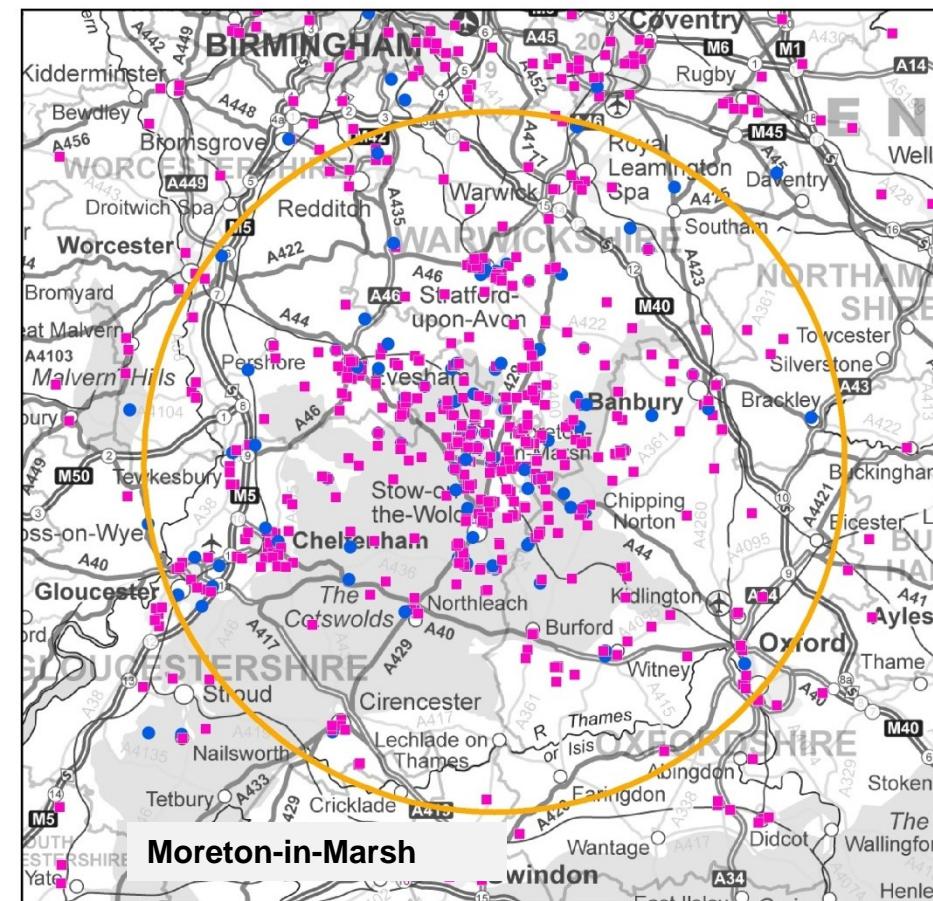
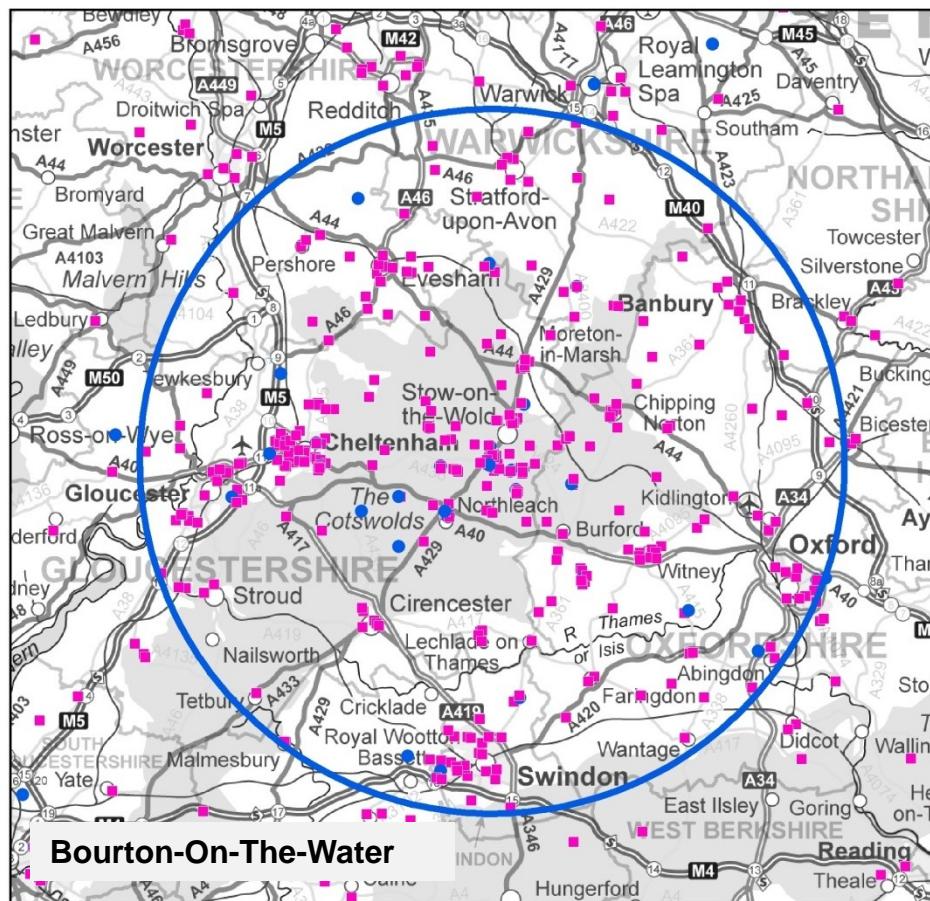
ANPR Parking Survey – Duration of stay and original location

The map below show a comparison of short and long stay visitation, in all Market Towns, identifying where vehicles came from.
Weekday Average

Saturday



ANPR Parking Survey – Duration of stay and original location 50 Mile buffer



Legend

50 Mile Buffer

- Bourton-on-the-Water
- Chipping Campden
- Moreton-in-Marsh
- Stow-on-the-Wold

Duration of Stay

- Long
- Short

The map shows a comparison of short and long stay visitation, at a town-by-town scale, identifying where vehicles came from. A 50 mile buffer is also outlined to distinguish a distance based indication of travel patterns.

Date: May 2013 Produced By: KM

Scale: Consistent For Each Town

Miles

0 4.5 9 18 27

Market Segmentation Analysis

The following pages summarise the results of a Market Segmentation analysis of the parking survey results.

Based on postcodes, Market Segmentation categorises the type of people who live in each area, based on a range of socio-economic and lifestyle data.

The origin postcodes of those found parked in the four Market Towns have been analysed using this process, to provide an estimate of the type of people visiting the towns.

Each category is given a name intended to reflect the type of people included in the category.

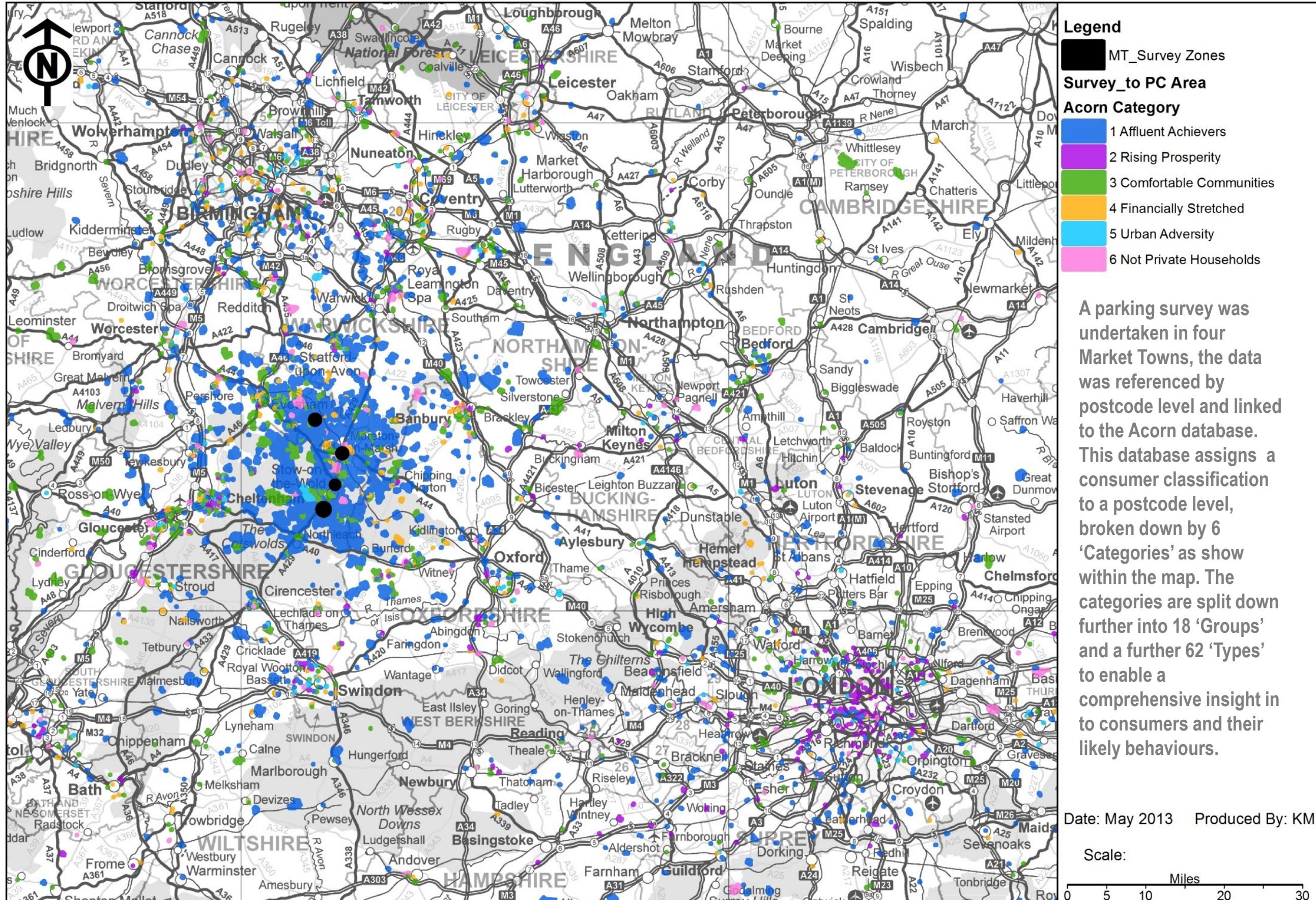
Market Segmentation Analysis – Data supplied by Acorn

Each town is represented by a colour in the bar graph, Blue; Bourton-On-The-Water; Green; Chipping Campden; Orange; Moreton-in-Marsh and Red; Stow-on-the-Wold. The corresponding Acorn Category is highlighted by name and a thematic vehicular representation.

1 Affluent Achievers



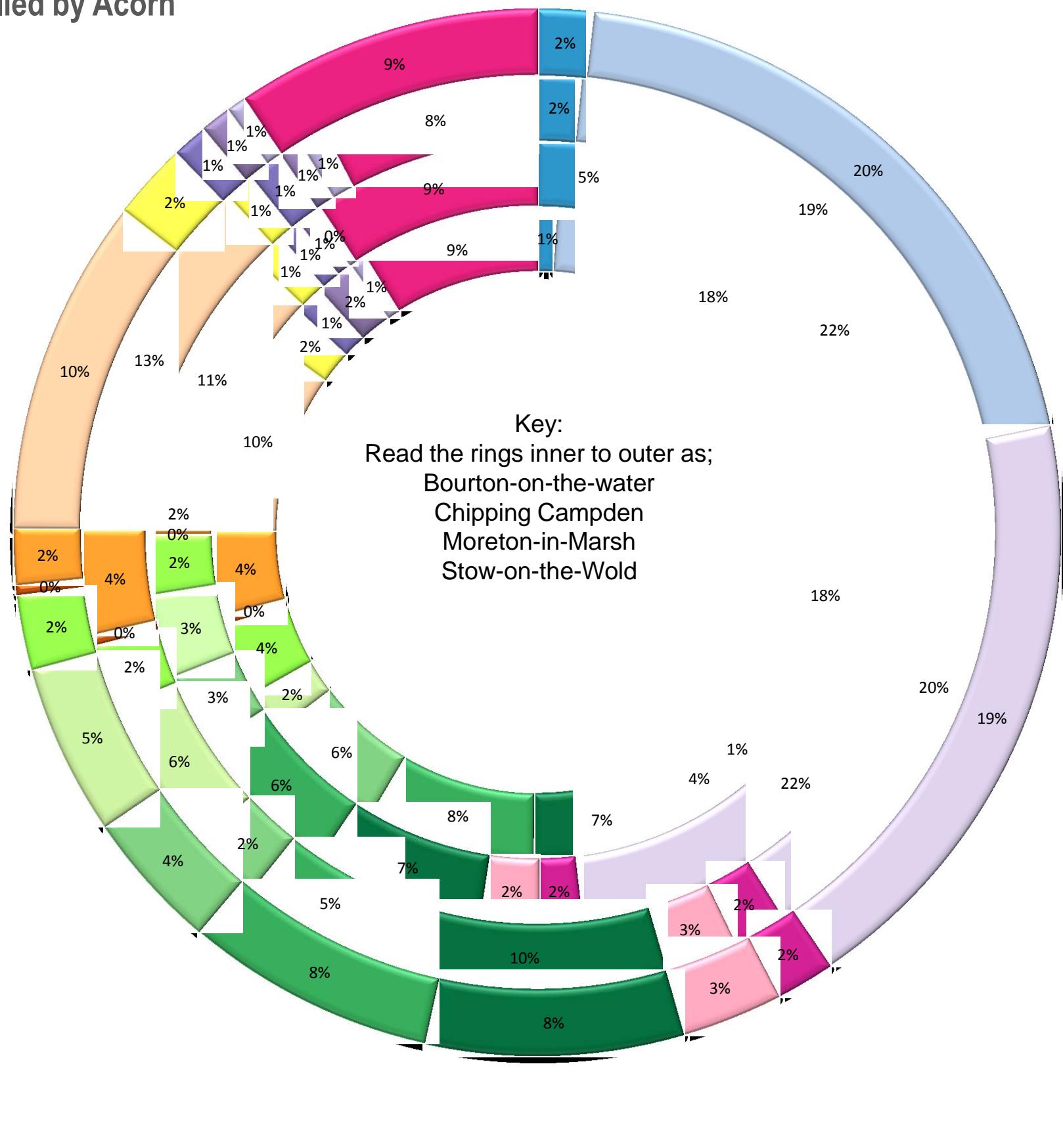
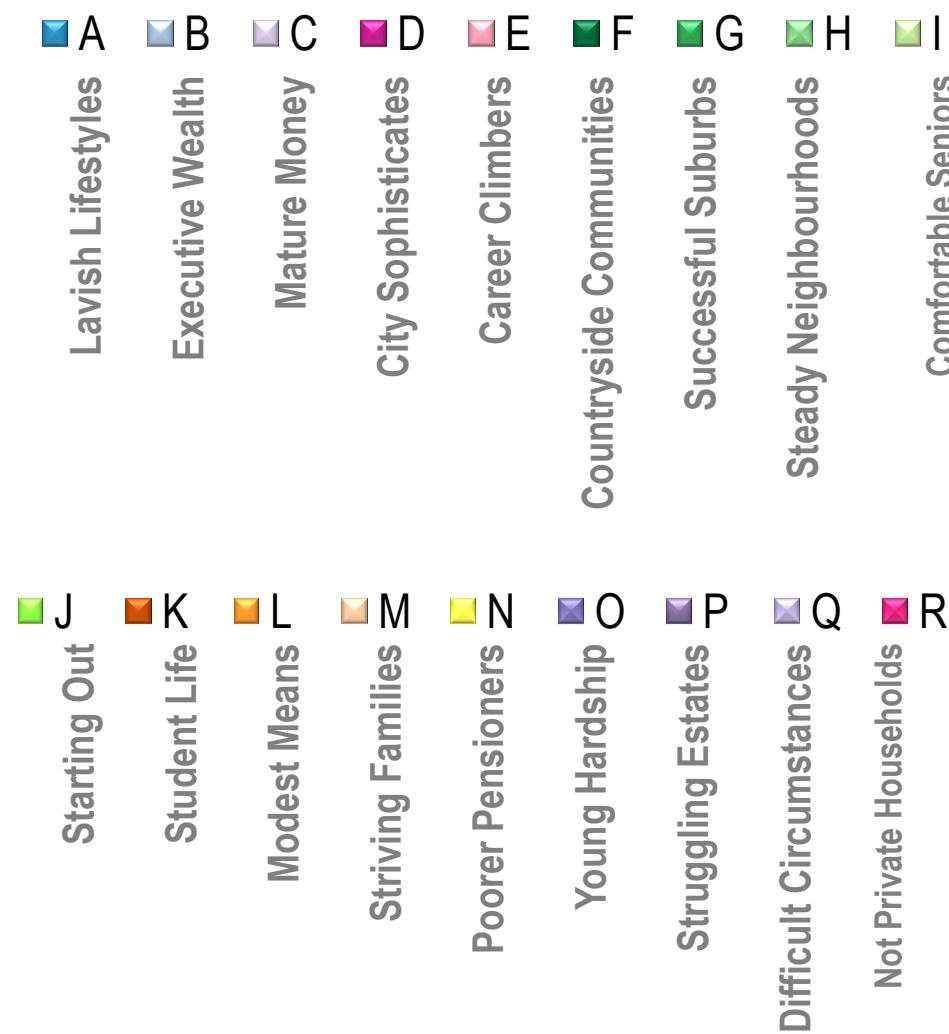
Market Segmentation Analysis – Data supplied by Acorn



Market Segmentation Analysis – Data supplied by Acorn

The six categories can be split down further into 18 'Groups' to enable a comprehensive insight in to consumers and their likely behaviours.

The graph opposite shows the percentage of observed vehicles for each Market Town by 'group'. Each town is represented by a disc, the inner-most being; Bourton-On-The-Water; alphabetically to the outer-most, Stow-on-the-Wold.



Conclusion

Congested parking in the town cores – accessibility to shops and services is compromised – visitors will find parking difficult

Short stay visitors from outside the towns are the main contribution to congestion.

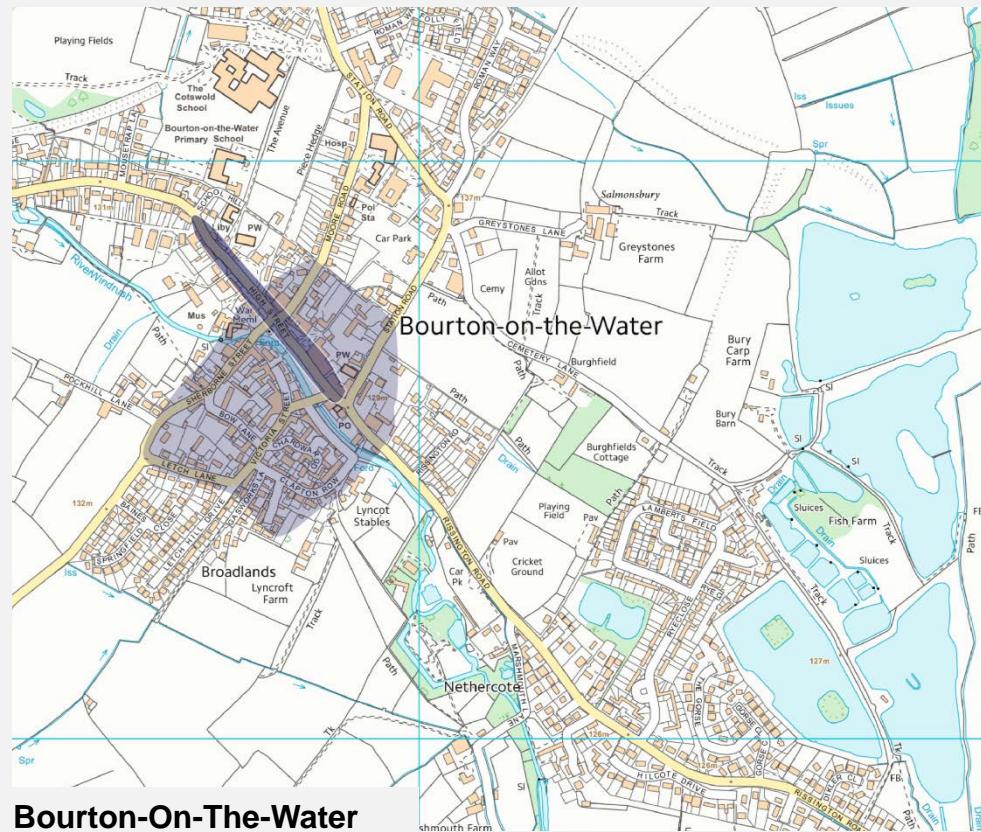
Car parks under-used

Many visitors from affluent rural areas. Also many long-stay visitors from less affluent areas – likely local workers and need to be accommodated as there are few alternative travel options to these towns

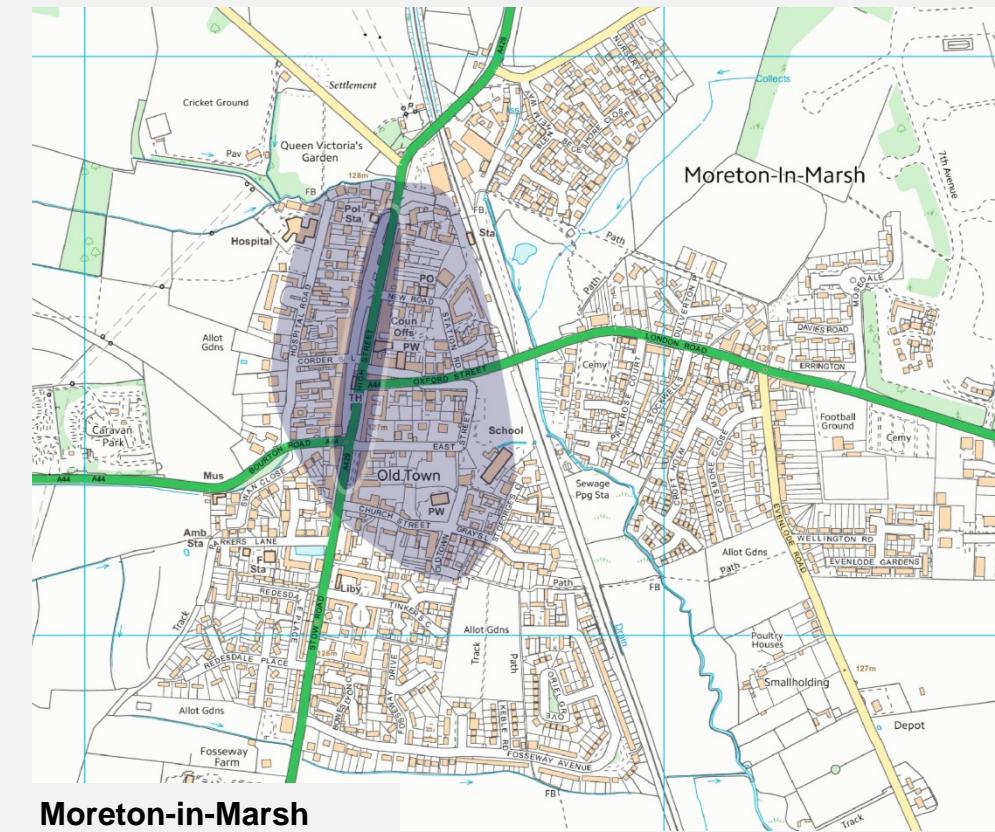
Parking Management Principles

1. Control congestion in town core – prioritise short stay parking to maximise accessibility for visitors to local businesses and services. Encourage better use of car parks to distribute congestion.
2. Manage parking in periphery to town core to control displacement from town core. Prioritise peripheral parking for:
 - Local residents/businesses
 - Local workers

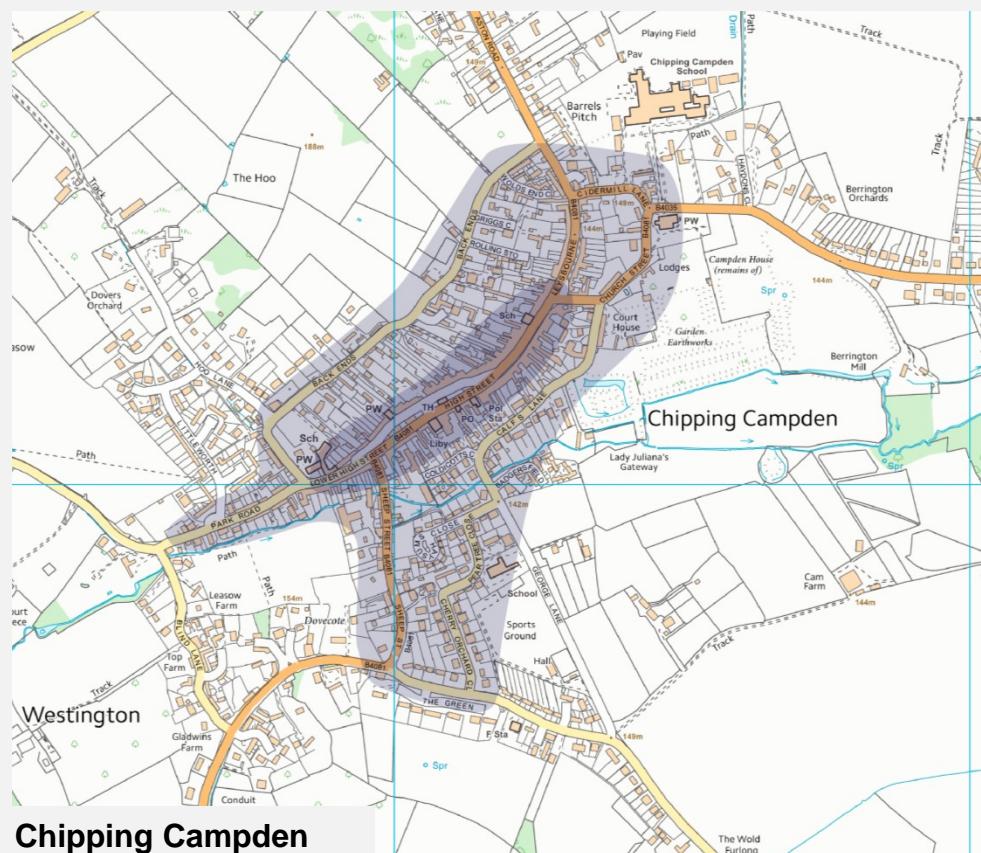
Conclusion – Areas that require management - Sketch Maps



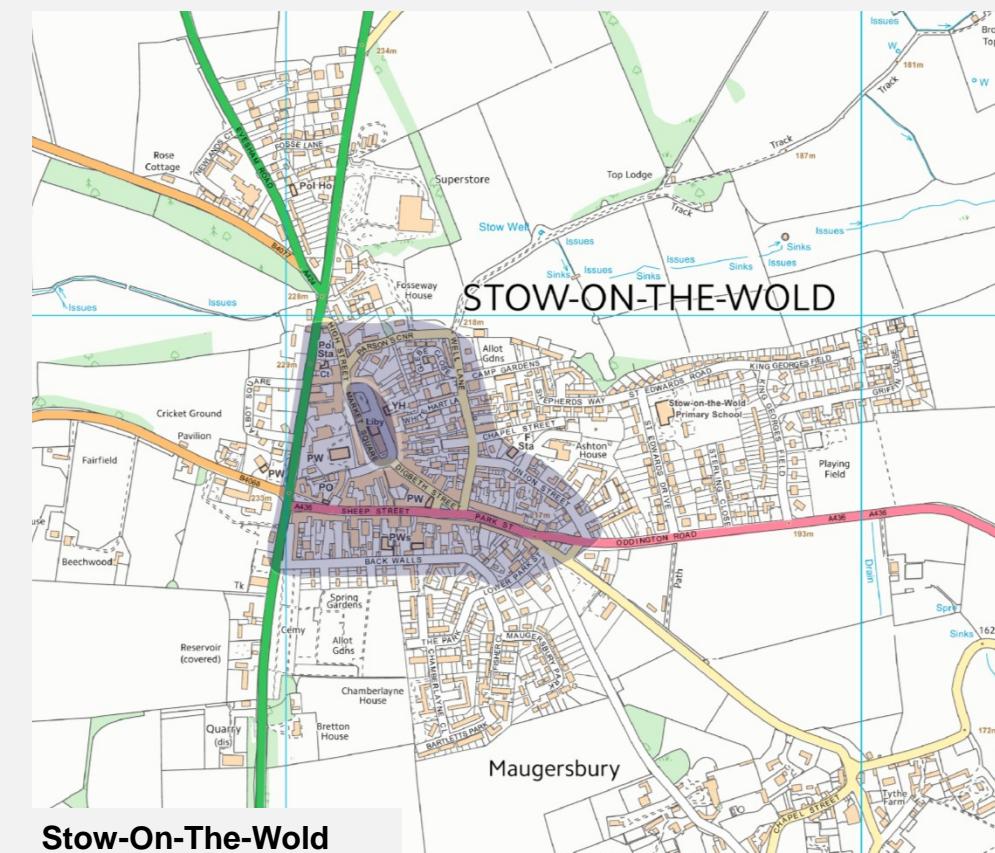
Bourton-On-The-Water



1. Town Core



Chipping Campden



Stow-On-The-Wold

Initial Options to be considered

1. Short Stay parking in town core with parking charges to encourage use of the car parks
2. Permit schemes in periphery to town core to prioritise parking for local residents/businesses
Weekly season tickets (P&D tickets at a reduced rate) for local workers, allowing them to park in permit areas

Cross town parking tickets – day long parking tickets that apply in any of the 4 towns, to encourage tourists to visit more than one town

The above approach provides:

- Low-cost prioritised parking for local residents/businesses
- Affordable, accessible parking for local workers
- Accessible, convenient parking for visitors (shoppers, tourists etc)

Further considerations

Summer/winter rates

Times of day restrictions should apply