

TOWN PARKING

-how does it add up?

Here we look at our data from 30 town & city centres to share the stats on why parking is perceived as a problem

54%

Parking is a problem

Ask businesses in any town and over half will say parking is a problem; ask customers and 4 out of 10 will agree.

Parking is THE problem

In 6 out of 10 towns and cities, the businesses identify parking as the NUMBER ONE problem!

Calls for free or cheaper parking are often prominent amongst businesses if there have been recent rises

So what's the issue?



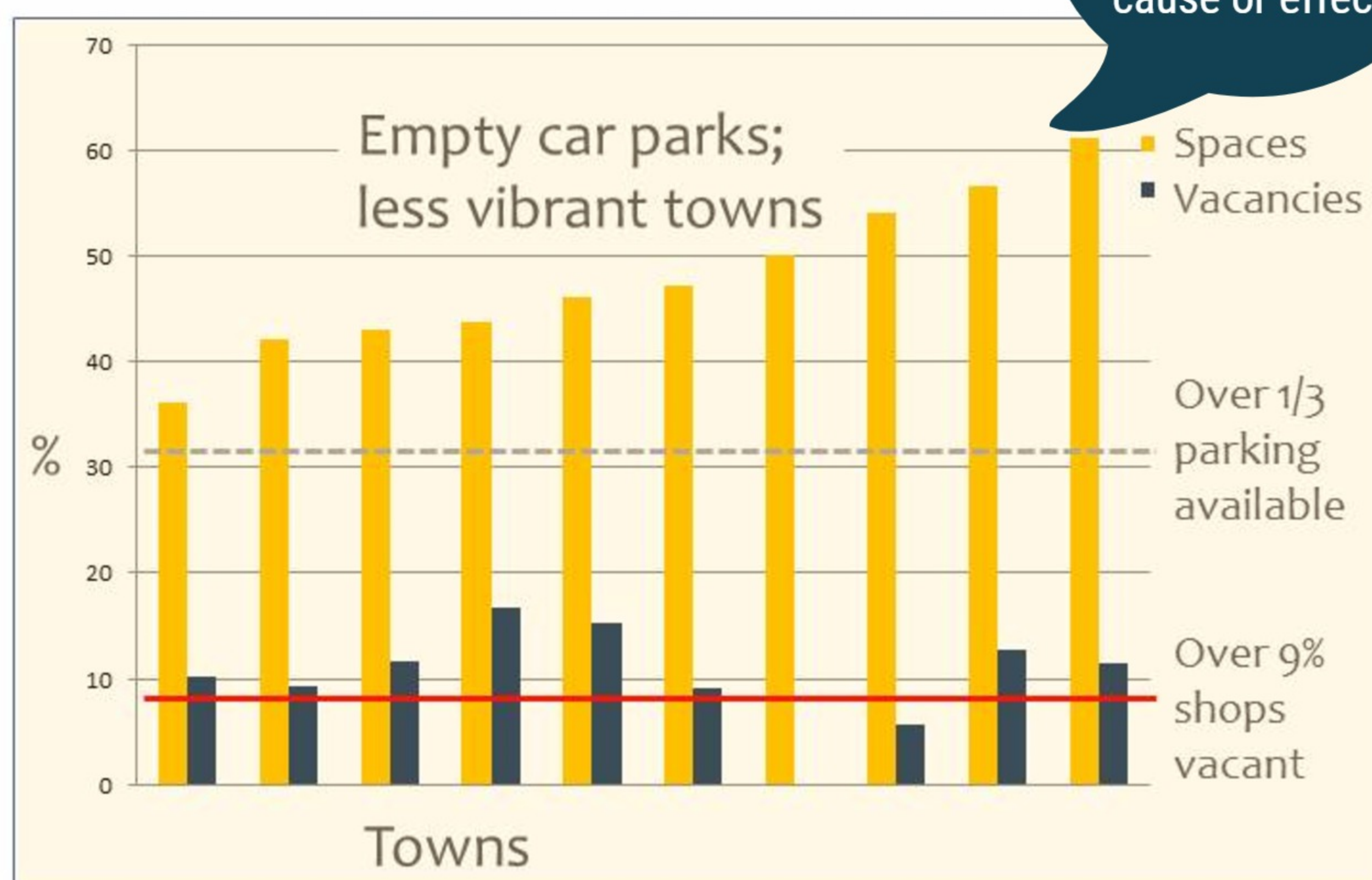
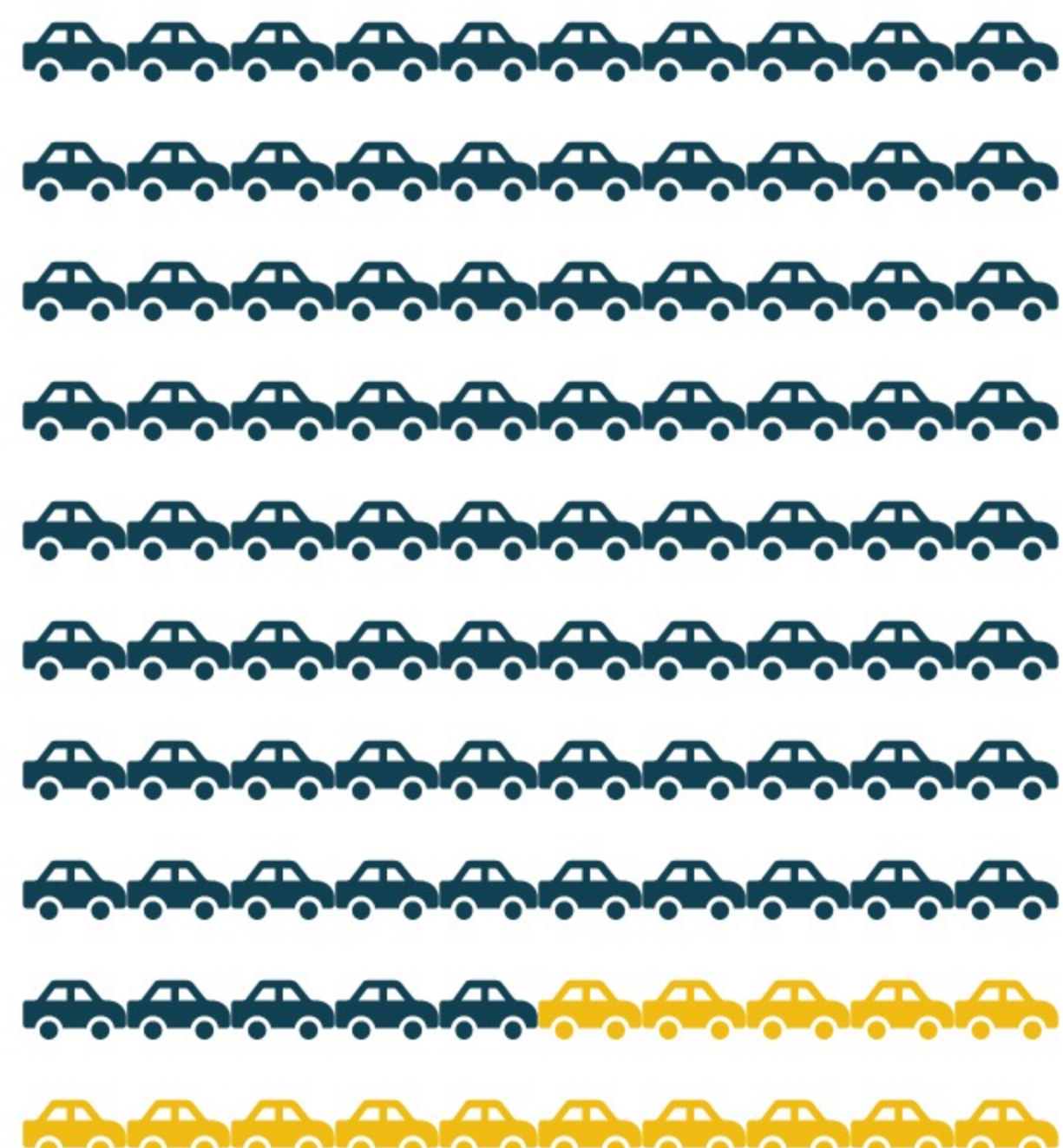
...it seems it's not just a matter of price

Stakeholders understand sophisticated solutions must cover quality, convenience, cost & quantity

Parking SUPPLY; High Street DEMAND

15%

Parking supply is good if 15% of spaces are available on busy days



Empty car parks often mean empty shops - cause or effect?

Creating practical parking solutions will often revolve around balancing the supply of parking to complement demand for a town's shops and services. Solutions should be adapted to local circumstances & stakeholder knowledge.

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performance & perceptions

Here we examine relationships between parking provision, town performance and perceptions by businesses or customers.

We have analysed 3,000 surveys of business and customers in 30 town and city centres to identify different scenarios for parking availability; town centre performance indicators including business confidence; and negative perceptions about parking expressed by businesses and town centre customers. The analysis can improve local understanding to help focus on necessary solutions to improve parking performance and perceptions.

Struggling town;
adequate parking;
negative perceptions

Solutions likely to focus on relationship between customer demand for town with some flexibility to adjust parking tariffs and supply.

20%



Successful town;
inadequate parking;
negative perceptions

Solutions will need to focus on managing or increasing limited parking supply to enable access to thriving town and change perceptions.

20%



Struggling town;
inadequate parking;
negative business
perceptions

Solutions will need to address different parking perceptions of businesses and customers within wider regeneration work.

10%



Successful town;
adequate parking;
negative perceptions

Solutions will need to identify and address issues behind negative parking perceptions of businesses and customers

10%



Successful town;
adequate parking;
negative business
perceptions

Solutions will need to address and perhaps challenge some of the negative parking perceptions of businesses.

10%



Struggling town;
inadequate parking;
positive perceptions

Solutions likely need to prioritise other issues before focusing on parking supply as part of wider regeneration work.

10%

