

Summary of the Parking Task Force assessment of Parking Levels in Deddington's Market Place and The Bullring.

EXECUTIVE SUMMARY

The Parish Council endorsed the creation of a Parking Task Force to analyse the current and future parking conditions within the Parish.

The Task Force of 3 Parish Councillors and 4 Parishioners have completed 4 months of fact-finding, surveys and analysing data.

To aid the survey process parishioners and businesses within the Area (the Market Place and the Bullring) were provided with identification discs for their cars and additional registration data was collected for the cars used by the local businesses. This has enabled the length of parking to be analysed and correlated to specific user groups.

The following Executive summary is supported by a 6 page detailed report on the findings, including:

The Area assessed has high levels of parking occupancy. The highest occupancy of 84% was recorded at 11.00 am.

This occupancy has increased by 15% since the last survey in 2001.

National statistics forecast an increase in traffic by up to 26% by 2010, an increase that will affect future parking trends.

The main increases in the type of parking since the previous survey are in the medium to long term parking.

The largest user group in the long term parking is identified as business parking.

The largest user group in the short term parking are 'unidentified' – a healthy sign of parish residents / visitors not living in the 'Area' but using the local services.

The Task Force concludes that the research and surveys have highlighted an increasing parking issue within the 'Area' studied – and this increase in parking is forecasted to continue.

The Task Force recommends the Parish Council assess the findings, not only for the present but also forecasting the future trends within the Parish. It recommends particular focus on the long term parking issues and reviewing options on how to manage the future parking strategy for the long term benefit of the entire Parish.

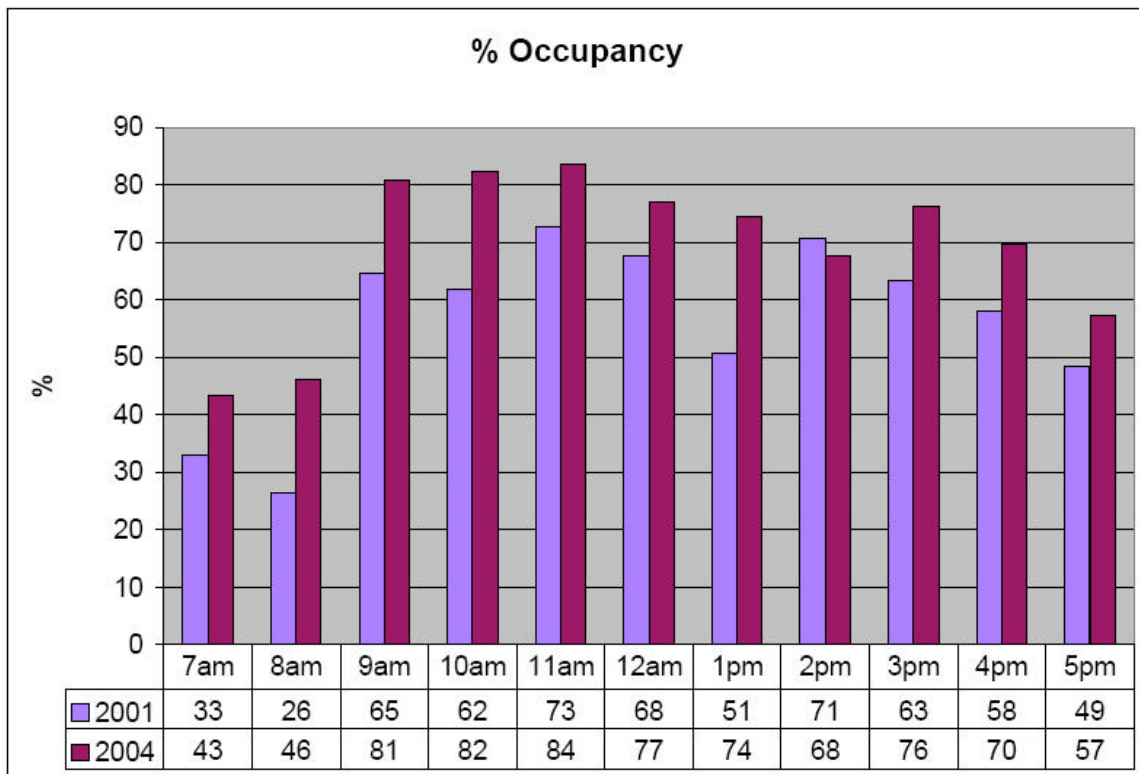
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INTRODUCTION

During the last 2 years there has been a continuing groundswell of concern that traffic and parking problems in the village are increasing at an ever-faster rate. Statements and correspondence received by the Parking Task Force prior to the 2004 survey, via open meetings, DOL Forum, letters and e-mails, indicated that there were several areas of concern from all aspects within the parish. These concerns were further endorsed by comments raised in the Parish Plan open meetings.

This report reviews the results of the formal survey conducted by the Parking Task Force on Wednesday 13th October 2004 and compares it to the previous survey conducted on Wednesday 5th April 2001 in so far as it relates to The Market Place & Bullring (the Area). We are very grateful to Paul Castle Consultancy (Traffic Consultants) who created the database from the surveys raw data and validated our approach to the analysis and its overall findings.

Current Occupancy Levels



Graph 1

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Graph 1 shows what percentage of the available and legal parking areas in The Area were occupied in the 2001 and 2004 surveys throughout the working day.

The two main deductions that can be drawn from the graph are:

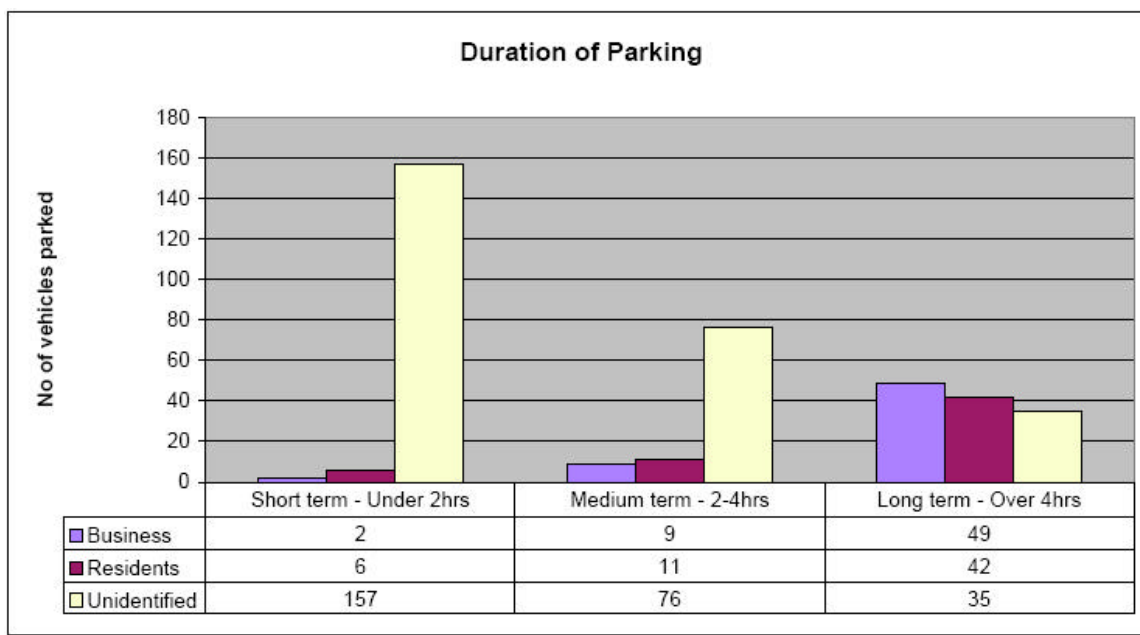
1. Parking levels have risen by an average of 15% since 2001.
NB. The one exception of 2.00 p.m in 2001 was because of a funeral at the Church.
2. Occupancy was highest in the morning - peaking at 84 % at 11.00 a.m. Six subsequent occupancy checks have been carried out at the same time of day but on different days of the week. Occupancy levels were between 85% and 90% on all six occasions.

The survey day started at 7am to monitor when the parking build up started and also to observe the arrival of any Park & Riders. The build up started at 9 am in both surveys. This coincides with the start of the working day and is later than one would anticipate for any Park & Riders heading for Oxford or elsewhere. During the 2004 survey there were no visual observations of people merging into one car to travel onwards or catching The Connection bus. The 2001 survey also commented on the lack of hard evidence for this.

Who uses The Area for parking and for how long?

Graph 2 shows the split between Business, Resident and Unidentified cars in Short, Medium and Long Term Parking categories for the 2004 survey. The 2001 survey did not provide a breakdown between types so no comparison is possible.

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Graph 2

The deductions that can be drawn are fairly straightforward

1. Nearly all the short term cars are in the 'Unidentified' category and so come from outside the Area. They represent a healthy customer base for the shops.
2. The medium term is also largely composed of the 'Unidentified' category. They are perhaps longer time shoppers or visitors to Businesses.
3. The long term is composed of a mix of all 3 categories

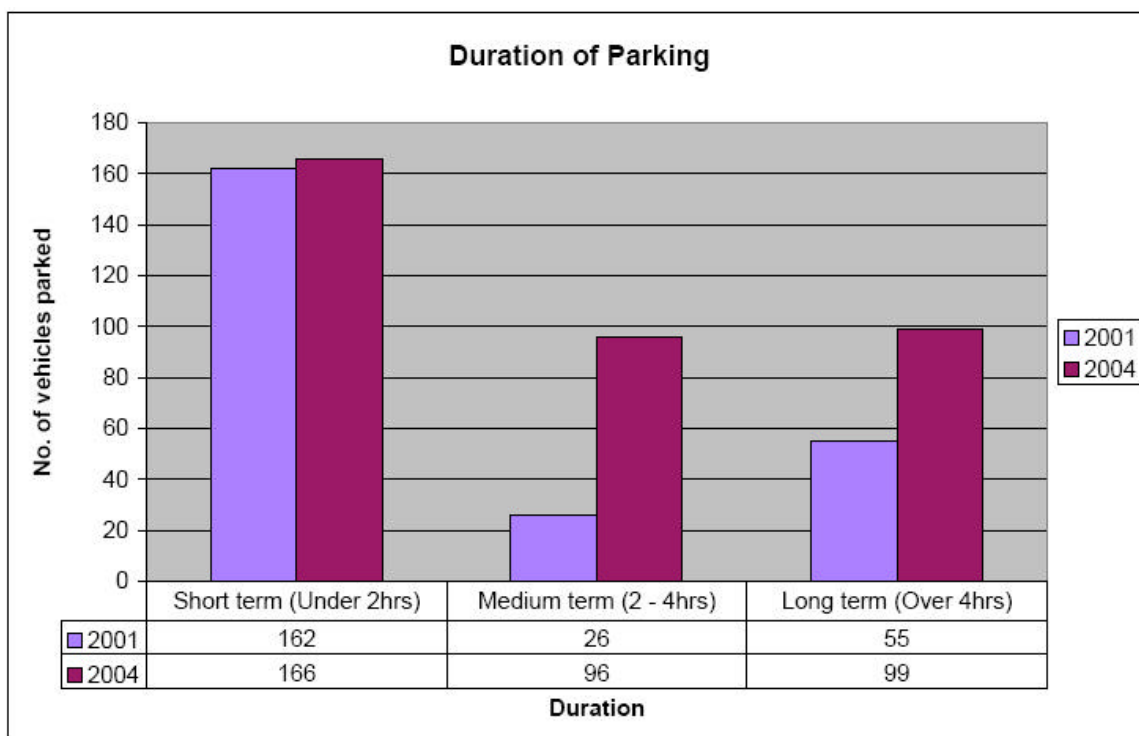
When analysing the future trends of parking within the parish, several factors (new business, change of use, time of year etc) have been considered and the taskforce's data clearly highlights an increasing problem. These conclusions have recently been endorsed by the RAC and National and Local Government and supporting articles have appeared in the national press.

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Comparison between 2001 and 2004 Duration of Parking

Graph 3 is probably the most interesting and significant graph because it shows that, while the short term parking remains remarkably similar between the surveys, there has been a major increase in Medium to Long Term parking since 2001. As Graph 2 showed, these are mainly Business and Unidentified categories.

The deduction that can be drawn is that the overall increase in parking shown in graph 1 has been entirely due to the growth in medium and long term parkers.



Graph 3

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Business Long Stay Parking characteristics

Thanks to the co-operation of the businesses in the Area we were able to establish where the business cars on the survey day came from.

Cars parked by each business during the day (number of cars registered)

The Olive	Post Office	Clydesdales	Hayward & White	Centre Point	Little Princes	Antique Centre	PAU	Property Hive	Foodies	
3(4)	2(2)	5(9)	3(4)	0(9)	0(2)	1(1)	28(37)	1(3)	2(2)	

Franklins	Deddington Arms	Bluebell	Co-Op	BMAA	Finishing Touch	Police	Red Lion	Unicorn	Viva	Steve Miller
0(3)	1(2)	4(8)	2(4)	5(8)	No numbers supplied	0(5)	No numbers supplied	1(5)	1(8)	1(4)

Comment: Only half of the numbers of cars registered were parked. This is probably due to the number of part time workers employed in the parish, supporting the retail businesses.

Unidentified Long Stay Parking characteristics

Prior to the survey it had been anticipated that Unidentified Long Stay (over 4 hrs) category – which consists of 35 cars - would include Park & Car and/or Park and Bus Riders; however there was no evidence of this on the day. It is possible that a few are either Residents' or Business cars which slipped the category registration net and some could be Resident's from other parts of the village where parking is also a problem – we think several arterial streets from the Market Sq are also effected due to this issue.

On average, the 85 Business and Unidentified cars that parked for 4 hours or more, occupied 33% of the total number of spaces. Looked at another way, if these spaces could have been used by short term (under 2 hours) parkers then at least the number of cars could have been parked on the same day, in the same space.

Short/Medium Stay Parking characteristics

The highest turnover areas for parking are down the east side of the Market Place from The Antique Centre to the chicane into Chapel Square. Both bus stops are frequently used (not legal parking) and an increasing number of cars park on the kerb (sometimes literally) along the road through the Market Place and round the 'greens'.

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CONCLUSIONS

The perception that the Area analysed is full all the time is not strictly true, but true enough to be a major problem for the health of parish and local businesses.

The anticipated growth in number of cars wishing to park in the future will undoubtedly rise due to the factors listed. This is to be welcomed because the Parish requires a vibrant local economy to hold its place as a good place to live. This, in turn, needs a high turn over of people visiting its shops, which, in turn, need adequate short term parking.

There are a very significant number of Business/Unidentified users who are able to park for medium to long term periods free of charge and who occupy a significant part of the Area. If they could be persuaded to make alternative parking arrangement then this would free up space for residents and more short term parking.

There are therefore very good arguments for trying to provide long term parking facilities, for the long term parkers, which are as close to the centre of the village as possible, which in turn makes more space for residents and short term parking.