UTTLESFORD DISTRICT CAR PARKING REVIEW

November 2015

Landline: 01908 242713 Email: info@people-places.co.uk @pandplaces Web: www.people-places.co.uk

CONTENTS

Executive Summary

Uttlesford Car Parking Review

Introduction

Too often reviews of town centre car parking provision focus on solely on technical issues such as enforcement and payment method –about what goes on between the white lines painted on expanses of tarmac.

Whilst accepting this is part of the picture, the approach taken here in this review of parking in Uttlesford District in North Essex takes a broader approach. This review takes the perspective that town centre car parking is simply a means to an end -something customers need to go through to access town centre businesses and other services. It considers parking as part of the whole town centre experience and seeks to bring together an understanding of the requirements of town centre users, businesses and the authorities responsible for managing car parks. In that sense it can help build a consensus based on an understanding of broad-based evidence and seemingly contradictory perceptions.

> *"It is seeking to get between the 'battle lines' that are all too often drawn between the key stakeholders"*

Evolving Customer-led Approach

The centres of towns and key villages in this area of Essex, share a common and pressing issue with many communities across the United Kingdom: the provision of appropriate parking is complicated by problematic 'pinch-points' and competing criticisms from different stakeholder groups.

This review was commissioned by Uttlesford District Council as part of its evolving customer-focused approach to understanding these issues and enhancing future car parking provision. The objectives of this review were:

- To identify any existing gaps in car parking performance
- To assess potential customer needs and growth in demand over the next five years

Using the 'Between the Lines' process developed nationally by the directors of the People and Places Partnership, it considers local car park performance relative to local stakeholder opinions and customer needs. Key to this approach is the systematic gathering of evidence about the operation and perceptions of parking relative to other town centre issues. This enables parking performance to be assessed on the basis of the quality, quantity and cost in a way that puts it in context and can be compared to provision in similar towns across the country.

> *"Provision of appropriate parking is complicated by problematic 'pinch-points' and competing criticisms from different stakeholder groups"*

Taking such an approach that marries evidence of parking usage and perception is helpful in understanding how best to respond, for example, to the survey findings that reveal that whilst over three quarters (77%) of businesses surveyed across the District are negative about parking, only a third (33%) of town centre users have concerns.

Initial Findings and Proposals

Adopting the philosophy used here, to help objectively understand issues as a basis for developing local consensus between key stakeholders, initial findings and draft proposals were presented as a basis for wider community engagement. Backed by evidence, these proposals were grouped in to key steps for building consensus and delivering an appropriate quality, capacity and cost of parking suited to meeting the needs of different customer groups.

District-wide Investment in Partnership

As a precursor to proposals for practical improvements in parking patterns, an iterative and partnership-based approach is first suggested. This approach takes as its basis the concept of 'connected value' to try and ensure that relatively modest parking charges and the quality of accessibility do not have an adverse impact on town centre visits, spend and business profitability.

Advances in technology coupled with good working relations between business stakeholders, town teams and Council car park managers, will provide a good basis for exploring more imaginative opportunities that provide mutual benefit.

Involving stakeholders in the emerging thinking and creative solutions is much more likely to create a perception of progress and positive publicity. Engagement with businesses in particular, provides an important opportunity to understand and influence their perceptions about town centre parking which typically will be more negative than those of town centre users. Often, negative business perceptions will be focused on one particular issue –such as congestion and lack of on-street parking spaces and perceptions can be quickly improved by moves to tackle such issues.

"Involving stakeholders in the emerging thinking and creative solutions is much more likely to create a perception of progress and positive publicity."

Equally though, it is important to work with businesses to help them understand that expectations such as for 'more, free parking' are not only unrealistic but may be counter-productive in reducing the turnover of parking spaces and effectively preventing other users from conveniently accessing the town centre and its businesses. Where businesses point to a particular solution such as calls in Saffron Walden for a switch to 'pay on exit' parking, it is helpful to explore the outcome they are seeking to achieve and determine whether other options might better deliver this.

To emphasise this approach to working in partnership through an understanding of 'connected value', overarching proposals are presented as a precursor to practical changes:

- Presenting draft proposals to the town team and other business representatives in each community based on the available evidence of parking use and customer satisfaction as well as a sophisticated understanding of likely impacts on different customer groups.
- Undertaking some car park management changes for a trial period with ongoing

monitoring and feedback of impacts before determining if such approaches should be applied more widely or in the long-term.

- Including measures of customer satisfaction and quality for different user groups in to any renegotiated contract with the North Essex Parking Partnership or other technology and equipment providers.
- Working closely with trader representatives in one pilot town and the technology provider to develop a technology-based parking discount scheme that helps promote the town and more effective use of available parking in-line with customer needs.

Parking Quality, Capacity and Cost

There is a strong connection between parking capacity and tariffs in terms of balancing supply and demand for different types of customers. Here these factors are considered together for each settlement to determine changes in the way parking is managed that might better match the needs of different customers and make them more likely to effectively use the town centre and its businesses.

SAFFRON WALDEN

Understanding the user profile relative to other towns has an important bearing on understanding the customer parking needs for Saffron Walden. According to the research undertaken here, the town centre user profile for Saffron Walden is divided markedly between regular visitors who come to the town at least once a week (54%) and infrequent visitors who come to the town only once a month or less (31%).

> *"Responses from town centre users indicated that the factors that most affected their choice of parking were convenience (71%) and availability of spaces (53%)."*

Responses from town centre users indicated that the factors that most affected their choice of parking were convenience (71%) and availability of spaces (53%). Duration of stay (29%) and cost (26%) were less significant influences on users' choices of car park. In contrast, business were positive about the convenience (68%) of parking provision in the town and most negative about the duration of stay (73%) followed by cost (61%).

Parking management could facilitate a greater turn-over of on-street 'pop and shop' parking.

Off-street Car Parks: The overall picture that emerges for Saffron Walden is of a town where availability of spaces in car parks is under pressure at peak times and in peak locations. Any new parking management measures should primarily seek to manage these peaks, encourage a more even distribution of parking across the town and better meet the needs of different customer groups in terms of convenience and availability of spaces.

On-street Parking: There is a need to facilitate a greater turn-over of on-street parking which is at critical levels (3-6%) on all days so that casual 'pop-and-shop' spending is not limited. Short-stay, on-street 'pop and shop' parking in a busy town centre is prized for its convenience and would often be made available at a premium price with limited durations and strict enforcement to ensure a turnover of spaces. In Saffron Walden this is not the case and there are a number of obvious anomalies that could be addressed through sensitive engagement with stakeholders to ensure that any changes improve parking management to better meet wider customers' needs.

Quality of waymarking and signage: *Perceptions about the quality of the car parking experience start when motorists decide to turn from a main road towards town and end when they arrive conveniently to their desired town centre venue. Such perceptions are particularly important for the* infrequent or first-time visitor that is more common-place in a town like Saffron Walden.

A standardised checklist was used to gauge the quality of the accessibility of the main car parks in Saffron Walden and the other two settlements. From this it was possible develop proposals for improvements based on awareness that the quality of the visitor experience and the usage of parking spaces in Saffron Walden could be improved by clear signage and orientation information especially on roads leading to the car parks.

The parking experience could be improved by clear signage and orientation information especially on roads leading to the car parks.

GREAT DUNMOW

In Great Dunmow there are a relatively high proportion of older, regular convenience shoppers who come to town for durations of up to 2 hours. The town centre car parks are conveniently located for such users and received a positive response from 78% of those surveyed. Many of the users that travelled by car parked in White Street and many made mention of the parking fee refund offered by the Co-op. The factor that most affected people's choice of parking was by far convenience (71%), with cost (38%), duration (33%) and availability (27%) getting moderate levels of mention. When asked an open-ended question about what two improvements would most improve the town centre experience, only a moderate number about suggested parking improvements.

On-street parking is approaching critical levels and likely to hamper casual 'pop-and-shop' spending.

The perceived potential for local customers (81%) stands out as the main positive factor for businesses being located in the town centre whilst car parking (79%) is by far their most negative perception about being located in Great Dunmow. Qualitative responses from businesses about future priorities reflect earlier negative views about parking with a large number of comments. Such a level of responses is not unusual including widespread calls for free or cheaper parking. When questioned in more detail about parking issues, businesses were positive about the quality of the parking environment (87%) and safety (84%). The most negative views from businesses about car parking in the town centre related to cost (75%) followed by the duration of stay (65%). Convenience and availability of parking received an even-handed response from businesses with similar numbers considering it a positive or a negative.

The overall picture that emerges for Great Dunmow is of a town where car parking availability is under pressure at peak times, especially on market days. The distribution of available spaces is fairly even between car parks. Any new parking management measures should primarily seek to increase the number of available parking spaces on market day by maintaining or increasing 'churn' especially for on-street parking and reducing the number of unoccupied season ticket bays.

Off-street Car Parks: Proposals focus on increasing the availability of off-street car parks and removing any anomalies in charges.

On-street Parking: On-street parking is popular on all days and is approaching critical levels (12-22%) on with only one or two spaces available on most of the streets. This is likely to lead to some frustration and may hamper casual 'pop-and-shop' spending.

Quality of Waymarking and Signage: Car parking in Great Dunmow is very conveniently located for the town centre and with relatively minor improvements can be made even easier to instinctively navigate to and from.

Minor improvements will make car park even easier to instinctively navigate to and from.

STANSTED

Responses from customers and businesses about the quality of the village centre experience provide an important context for analysing parking in issues in Stansted.
At the time of the weekend surveys, most of the village centre users were in-town for convenience shopping (50%) and leisure (26%). Village users were equally most negative about access to services (66%) and car parking (66%). Qualitative responses about future priorities reflect such negative views about parking with a strong emphasis on the on-street parking at key 'pinch-points'.

There is need to better manage critical pinch-points including on-street, short-stay parking.

Amongst businesses surveyed, overwhelmingly the most negative perception about being located in the village centre was parking issues (88%). Qualitative responses from businesses about future priorities substantiate these findings, though calls for more free parking may conflict with a perception that there is a shortage of parking in Stansted.

The suggestion from the analysis here is that whilst there is an adequate spread of parking across Stansted, there are critical pinch-points including on-street, short-stay parking on busy weekends and the long-term Station Car Park mid-week. Commuter use of the Lower Street Car Park may impact on shoppers and Castle visitors at busy mid-week times. The Crafton Green Car Park appears under-utilised at most times despite what might normally be considered as a convenient location and tariff structure.

The split layout is challenging to navigate and has to be overcome by appropriate terminology, clear signage and orientation information for pedestrians

Off-street Car Parks: Options proposed here for alleviating car park issues in Stansted focus on ways of balancing use between different locations in the

village.

On-street Parking: On-street parking vacancies reached a critical level on weekends despite the short-term nature and levels were near critical on the mid-week day (18%). Proposals for alleviating this pressure so that there is good availability of 'pop-and-shop' parking include:

Quality of Waymarking and Signage: The split layout of upper and lower Stansted makes it a challenging location to navigate for a newcomer to the town and this has to be overcome by appropriate terminology, clear signage through the village for motorists and additional orientation information for pedestrians. Existing orientation information and signage from car parks does not do this adequately but could be easily improved.

Proposed Parking Tariff Changes

Changes in tariffs were mostly proposed to better manage parking availability through increased turnover of spaces and changes in usage between car parks. It is important to emphasise that such changes aim to maintain the good value parking charges available across the District and that any changes in revenue will be a secondary consequences. Such a message could be reinforced by re-investing any additional revenue in improved quality of parking provision, the development of customer-focused technology or discounts to encourage beneficial changes in parking patterns

> *"Such a message could be reinforced by re-investing any additional revenue in improved quality of parking provision"*

Future-Proofing Parking Technology

Looking to the future, it is probable that there will be cashless payment methods that can be topped-up off-site and reimbursed seamlessly following spend in local businesses. This could make the concept of the 'connected value' between car park provision and local spend very tangible. It is important for key stakeholders in Uttlesford to work collaboratively to investigate the different opportunities so that any current investments will be compatible.

The review of evolving technology undertaken as part of this report indicates that the development of the current mobile payment system, or a similar, pay by phone scheme, probably offers the most flexible and cost-effective future technical advance. There is only one car park in the District where the alternative option of pay-on-exit parking could be practically introduced. Even here, however, the case for introducing pay-on-exit is weakened because there is neither a high turnover of spaces nor a need for payment with notes to help justify the high capital cost for the system.

> *"This could make the concept of the 'connected value' between car park provision and local spend very tangible."*

Development of the smart phone app does not require significant capital investment and has the potential to evolve with technology and meet customer needs for flexible durations of stay and ease of payment. It can be applied to any size of car park as well as on-street parking. This is likely to involve progress in the following ways:

- Development of the mobile app to include enabling swift, one-touch payment of parking charges and the ability to accumulate credits/parking extensions following spend in participating businesses.

- Joint marketing with town teams and leading businesses/attractions to promote incentives and encourage wider use of the mobile app. Marketing in a way that better resonates with customers might include the flexibility offered and the ease and speed of using it.
- Alongside evolving payment methods, there are various new and traditional ways that that these can be enforced. The newest of these is Automatic Number Plate Recognition (ANPR) and there is a real prospect over the coming years for this technology to be used in conjunction with mobile payments to promote a 'seamless' parking experience akin to parking at an out-of-town store.

> *"The development of the current mobile payment system...offers the most flexible and cost-effective future technical advance."*

UTTLESFORD DISTRICT CAR PARKING REVIEW

Section 1: Introduction

PURPOSE OF THE REVIEW

Building on Previous Research

Uttlesford District Council has assessed car parking provision across the District in a number of ways over recent years and has continued to seek to make improvements to the service provided across all its main settlements. In particular, this has included the setting-up of Car Parking Task Group reporting to the Council's Scrutiny Committee. As part of its role, the Task Group commissioned two separate questionnaires aimed at local residents and businesses. The recommendations from this report were duly considered by the Council's Cabinet in April 2014 which added an extra emphasis to the issues under consideration by stating that "*the largest area of work not yet considered relates to the charges and layout of the car parks*."

Since 2011 parking in Uttlesford has been run by the North Essex Parking Partnership (NEPP). The Parking Partnership is led by Colchester Council which co-ordinates the on-street Civil Enforcement Officers; the parking enforcement process and payments of parking penalties. It also oversees the administration of parking restrictions and the management of the scheme. As such, Uttlesford District Council needs to able to take an objective and informed view of the car parking performance in order to positively influence local delivery.

This current review is intended to complement such studies and it will be crucial that any findings from the studies of car parking charges and capacity are fed in to this work. As such it is intended as part of an evolving customer-focused approach to car parking provision across the District. It places an emphasis on increasing the performance within the existing capacity. Parking performance will be gauged broadly in terms of quality, access and signage alongside availability, quantity and cost.

Objectives

This report has been written to support Uttlesford District Council's review of the performance of its car parking provision. The objectives of this review are:

- To identify any existing gaps in car parking performance
- To assess potential customer needs and growth in demand over the next five years

Examples of car parking performance measures that will be used include car park quality, access, signage, quantity and cost.

This review of car parking by the Council covers both on-street and off-street performance relative to customer needs over the next five years across the following two towns and Stansted as a key village -:

- Saffron Walden
- Great Dunmow
- Stansted Mountfitchet

METHODOLOGY

The People and Places Partnership undertook this study in two stages using its 'Between the Lines' approach to reviewing local car park performance relative to customer needs. This approach is perfectly in-tune with the objectives of this review to focus on car parking performance in the wider sense and assess current and potential customer needs. This approach involved the following stages:

Fieldwork

a. **Individual Town Benchmarking Surveys:** To undertake town centre benchmarking surveys using standard techniques to gather comparative data on car park performance within the context of the wider town centre economies.

b. **Assessment of Car Park Provision and Customer Needs:** Survey of car park access and signage in main car parks in all towns using a standardised approach.

Wider Review and Analysis

a. **Review of Additional Information:** Review of additional background information including previous local studies and current national research in to the development of parking technology and parking tariffs.

b. **'Between the Lines' Car Parking Review:** Synthesis, analysis, written report and proposals for enhancing the car parking offer in the three towns.

The 'Between the Lines' car parking review process has been developed in conjunction with the Government's Future High Street Forum to provide a new national standard for comparing the performance of town centre car parking. The approach was developed and piloted by Chris Wade in his former role as Chief Executive of Towns Alive. The process reviews car parking in relation to customer needs and in terms of car park quality, quantity and cost and seeks to engage with local stakeholders to develop mutually beneficial local solutions.

Section 2: Fieldwork and Findings

BENCHMARKING SURVEY METHODOLOGY

Town Centre Benchmarking was developed to address the real issues of how to understand measure, evaluate and ultimately improve town centres. The approach offers a simple way of capturing data on Key Performance Indicators (KPIs) selected by those involved in town centre management.

As part of this research, partial or 'light' Town Centre Benchmarking has been undertaken to focus on standardised data collected for car parking usage within the context of wider town centre issues. These have assessed from a business and town centre user perspective. This data can be supplemented by data available from the NEPP. The timing of this research was adapted from the usual Benchmarking approach so that car parking assessments were undertaken on busy days in December and quieter periods in January for Saffron Walden and Great Dunmow. Data for Stansted was taken from an earlier research conducted by People and Places in November and December. The following Key Performance Indicators were collected for each town:

KEY PERFORMANCE INDICATOR	DATA COLLECTION METHODOLOGY
Car Parking Availability and Usage	Occupancy Survey on Market and Non Market Days
Business Confidence Survey	Hand Delivered/ Face to Face
Town Centre Users Survey	On Line and Face to Face Survey

The process generated individual and partial Benchmarking assessments for each of the towns. In terms of car parking data and analysis, this light benchmarking approach has provided a rich source of data which importantly is comparable with other similar towns across the United Kingdom. In particular it has enabled:

- Understanding of different town centre user groups and their parking requirements
- Quantitative and qualitative indicators of how parking is considered negatively or positively alongside other town centre functions by both users and businesses
- Car park by car park and street by street analysis of parking occupancy rates on busy and quiet days
- Comparison with parking provision and user perceptions with over 200 similarly-sized towns across the UK. This is the national standard used for anlaysing town trends for the last 5 years.
- An ability to track changes in parking performance over time

TOWN BENCHMARKING RESULTS FOR SAFFRON WALDEN

Saffron Walden Car Park Vacancies

Counts of vacant spaces were undertaken for all Council car parks and on-street town centre parking in Saffron Walden on the following dates to represent usage at peak and moderately busy occasions:

- Saturday December 13th (peak Christmas shopping and weekend market)
- Tuesday February 10th (market day)
- Saturday February 28th (weekend market)

Appendix 1a includes detailed records for individual car parks and streets for Saffron Walden. The following tables provide a summary of the car parking data recorded for these dates and is broken down into:

- Provision of total number of spaces in designated car parks
- Provision of total number of short stay, long stay and disabled spaces in designated car parks
- Percentage of vacant spaces in designated car parks on each day
- Provision of total number of on street car parking spaces
- Provision of total number of on street short stay, long stay and disabled spaces
- Percentage of vacant on street spaces on each day
- Overall provision of car parking spaces
- Overall provision of total number of short stay, long stay and disabled spaces
- Overall percentage of vacant spaces on each day

The situation during the survey period in Saffron Walden is complicated by the fact that the Fairycroft Road (Waitrose) car park was closed for redevelopment during the second two survey dates and the number of spaces available in Swan Meadows has been increased. Percentages shown in the table are all calculated using the official figures for car parking spaces and include Fairycroft spaces prior to redevelopment. The impact of these changes on car park usage and percentages shown for the February dates will be seemingly higher vacancy rates shown as a percentage than normally available in available car parks (shown in brackets in table). If, however, the spaces normally available for Fairycroft are factored in, the overall percentages shown are correspondingly lower.

	UK Small Towns %	Saffron Walden Number	Saffron Walden %
Car Parks Total Spaces	88	826 (541)*	84%
Short Stay Spaces: (4 hours and under)	47	411 (126)	42%
Long Stay Spaces: (Over 4 hours)	41	388	39%
Disabled Spaces:	4	27	3%
Not Registered	8	-	-
Vacant Spaces on December Saturday	n/a	66	8%
Vacant Spaces on January Market Day	30	252	47%
Vacant Spaces on February Saturday	n/a	84	16%
On Street			
Total Spaces:	12	163	16%
Short Stay Spaces: (4 hours and under)	8	157	15.5%
Long Stay Spaces: (Over 4 hours)	4	0	0
Disabled Spaces:	4	6	0.5%
Not Registered	4	-	-
Vacant Spaces on December Saturday	n/a	10	6%
Vacant Spaces on January Market Day	22	10	6%
Vacant Spaces on February Saturday	n/a	5	3%
Overall			
Total Spaces:	n/a	989 (704)	
Short Stay Spaces: (4 hours and under)	48	568 (283)	58%
Long Stay Spaces: (Over 4 hours)	40	388	39%
Disabled Spaces:	4	33	3%
Not Registered	7	-	-
Vacant Spaces on December Saturday	n/a	76	8%
Vacant Spaces on January Market Day	28	262	26% (37%)
Vacant Spaces on February Saturday	n/a	90	9% (13%)

*Table detailing parking spaces and average vacancies for Saffron Walden car parks. *Please note: Numbers in brackets refer to availability of parking when Fairycroft is closed.*

Analysis of the data presented in the table above shows that under normal circumstances there are 989 town centre car parking spaces across the town and these can be sub-divided in to:

- Off-street parking accounting for 88% of spaces with a 42% to 39% split between short and long-stay along with 3% disabled parking. These proportions are comparable with parking provision in other similar-sized towns. This is provided in chargeable pay and display car parks.

- On-street parking accounts for 16% of the total spaces in the town and all of this is short-stays (15.5%) or disabled (0.5%) parking. The proportion of on-street parking spaces comparable to average figures for small towns in the UK.

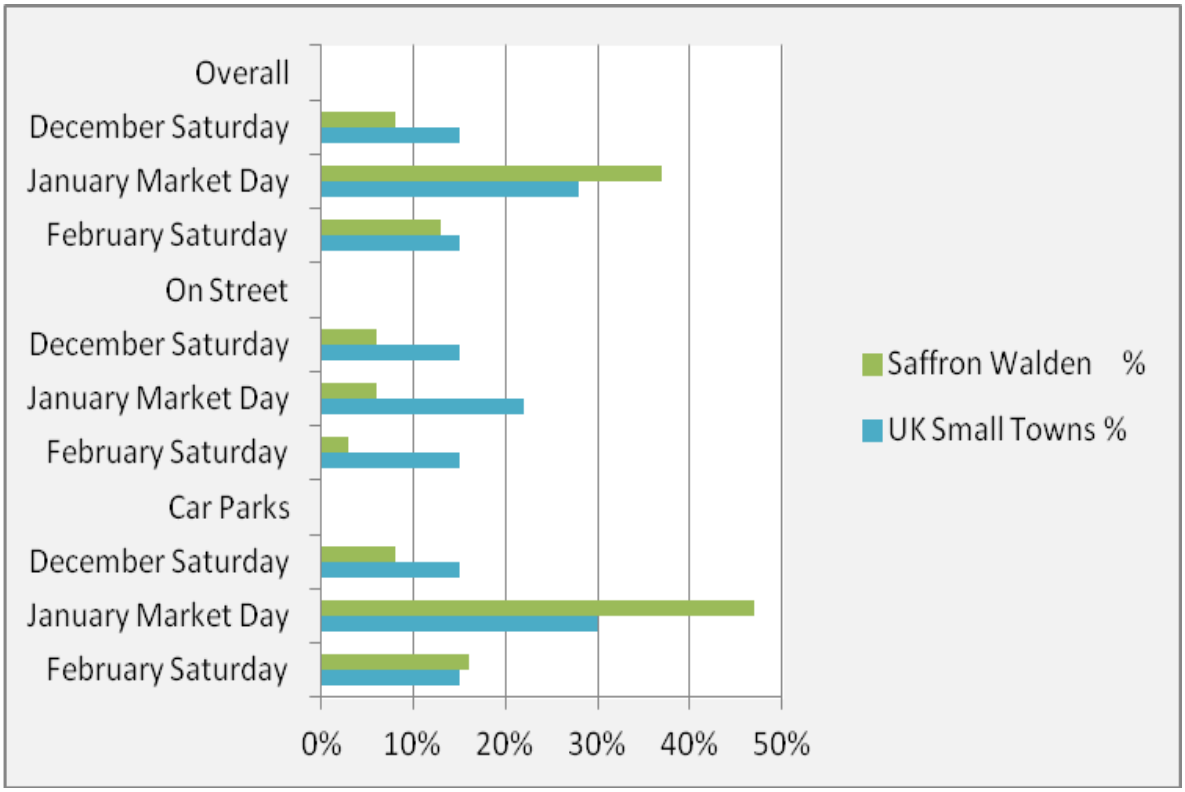


Chart showing avearge parking vacancy ratesfor Saffron Walden compared to similar-sizeed towns nationally.

A general rule of thumb in the parking industry is that vacancy rates of 15% at peak times show s a good balance is being achieved in supply and demand of parking spaces. This figure is used as the national benchmarking for the two Saturdays in the bar chart above. Average, actual vacancy rates of 8-13% for Saffron Walden on the two Saturdays surveyed suggest that overall the availability of spaces is approaching a critical level at peak times. Overall vacancy rates on the mid-week market day are less critical and compare favourably with similar-sized towns.

Further analysis of the car parking vacancy rates reveals the following variations across the town:

- The overall picture as portrayed in the February surveys is less critical if the spaces previously available in Fairycroft are factored in and compares favourably with national vacancy rates. These figures cannot account for changed usage patterns that might have occurred during the re-development of the Waitrose site, however.
- On-street parking is popular and at critical levels (3-6%) on all of the days surveyed. This is likely to lead to frustration and probably deter casual 'pop-and-shop' spending.
- Off-street parking levels vary between the different locations. For Fairycroft there are 34 spaces available on the December Saturday whilst vacancy levels for The Common and

Swan Meadows vary between 0- 1and 22-231 respectively over the survey period. This points to a need encourage different usage patterns between the main car parks in a normal period with usage of The Common Car Park especially heavy.

The overall picture that emerges for Saffron Walden is of a town where car parking availability is under pressure at peak times and in peak locations. Any new parking management measures should primarily seek to manage these peaks and encourage a more even distribution of parking across the town. Proposals that simply seek to increase the number of cars and/or durations of stays in an untargeted fashion would not be appropriate.

Saffron Walden Business Confidence Survey

This business confidence survey helps objectively assess the influence of car parking against a wider set of indicators of business confidence. The following percentage figures are based on the 51 returned Business Confidence Surveys.

Indicators of Business type and performance	**UK Small Towns %**	**Saffron Walden %**
Nature of Business		
Retail	59	88
Financial/ Professional Services	18	4
Public Sector	2	2
Food and Drink	12	6
Other	10	0
Type of Business		
Multiple Trader	11	20
Regional	6	12
Independent	83	67
How long has business been in town		
Less than a year	7	2
One to Five Years	21	29
Six to Ten Years	15	25
More than Ten Years	57	43
Compared to last year has turnover		
Increased	38	42
Stayed the Same	34	25
Decreased	28	33
Compared to last year has profitability		
Increased	30	39
Stayed the Same	37	29
Decreased	33	33
Over next 12 months will turnover		
Increase	44	39
Stay the Same	40	29
Decreased	16	33

What are the positive aspects of the Town Centre?	National Small Towns (%)	Saffron Walden (%)
Physical appearance	-	70
Prosperity of the town	45	60
Labour Pool	10	-
Environment	-	42
Geographical location	49	51
Mix of Retail Offer	39	58
Potential tourist customers	41	66
Potential local customers	78	83
Affordable Housing	8	8
Transport Links	26	9
Car Parking	39	28
Rental Values/ Property Costs	16	11
Market (s)	18	57
Events/activities	-	32
Marketing/promotions	-	9
Local partnerships	-	2
Other	5	-

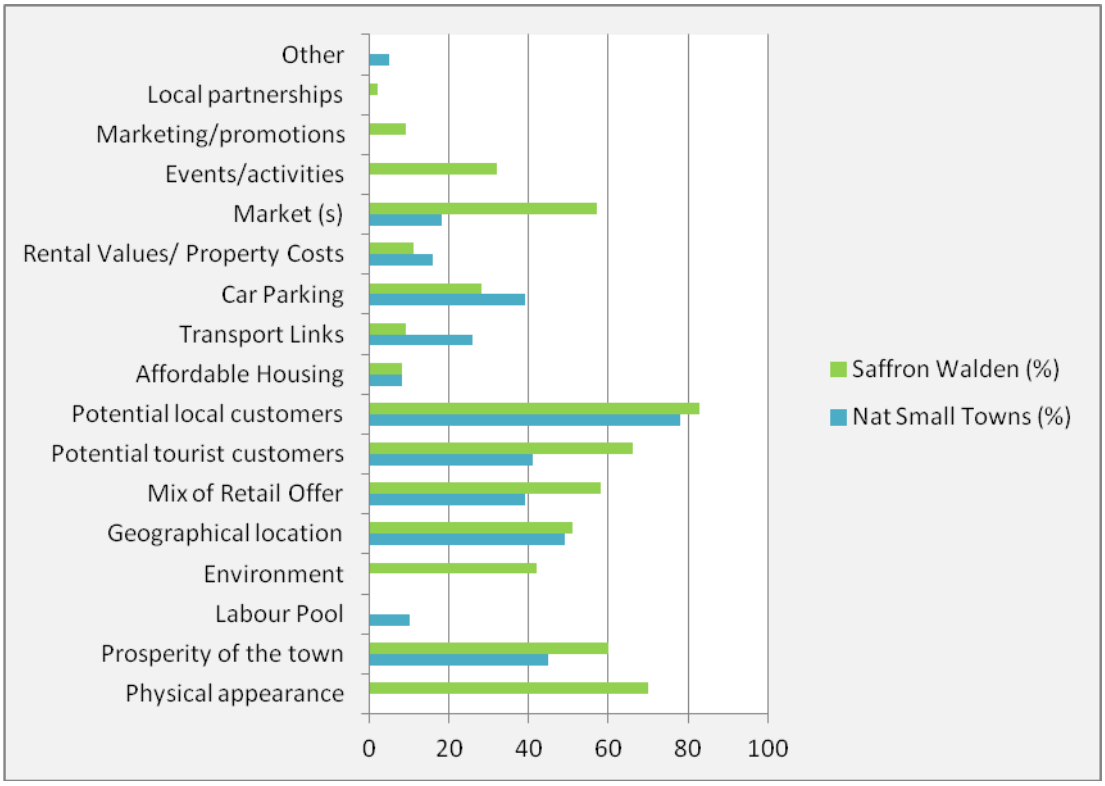


Chart showing positive perceptions for Saffron Walden compared to similar-sizeed towns nationally.

What are the negative aspects of the Town Centre?	National (%)	S. Walden (%)
Physical appearance	-	4
Prosperity of the town	17	4
Labour Pool	6	13
Environment	-	-
Geographical location	7	4
Mix of Retail Offer	19	19
Potential tourist customers	7	-
Potential local customers	3	-
Affordable Housing	10	15
Transport Links	14	42
Car Parking	53	63
Rental Values/ Property Costs	35	63
Market (s)	10	2
Local business competition	18	15
Competition from other places	33	25
Competition from out-of-town shopping	-	42
Competition from the internet	39	58
Events/activities	-	10
Marketing/promotions	-	6
Local partnerships	-	4
Other	7	4

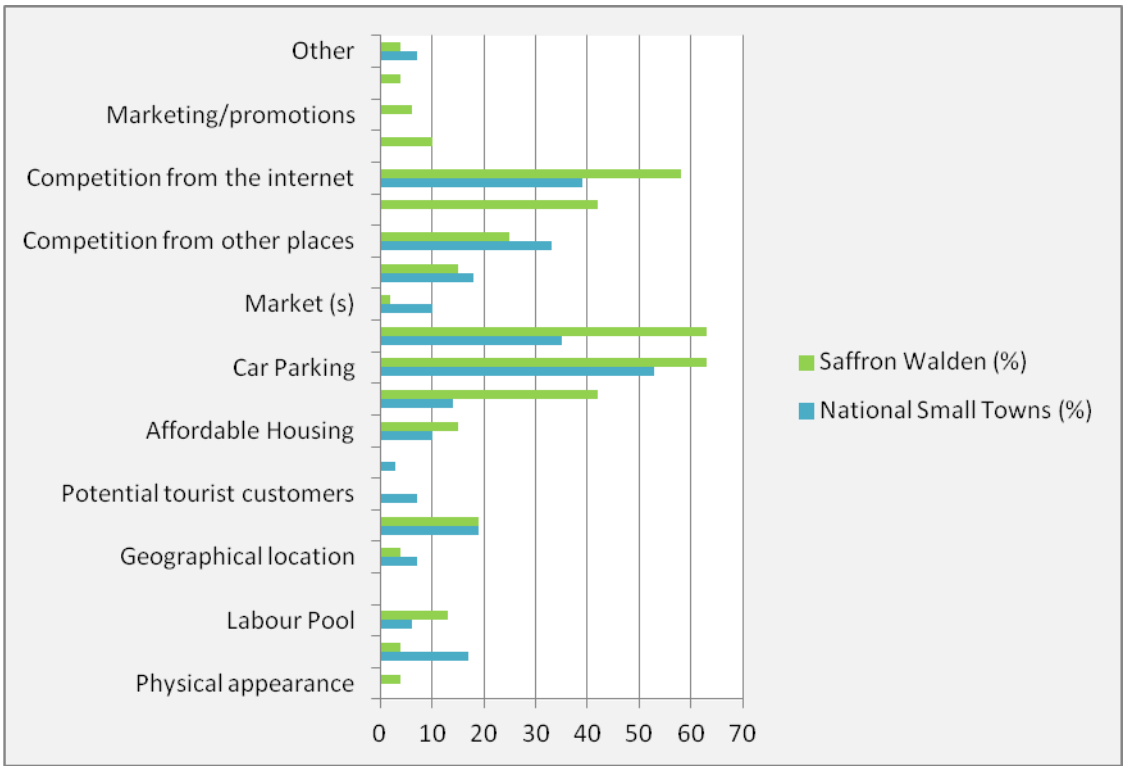


Chart showing negative perceptions for Saffron Walden compared to similar-sizeed towns nationally

Question	**Issues**	**Ratio of responses, positive to negative**
What are the positive and negative aspects of the town centre parking?	Availability	49:51
	Duration of parking	30:73
	Convenience	68:32
	Attractive environment	87:13
	Cost	39:61
	Easy to find	52:48
	Safety	67:33

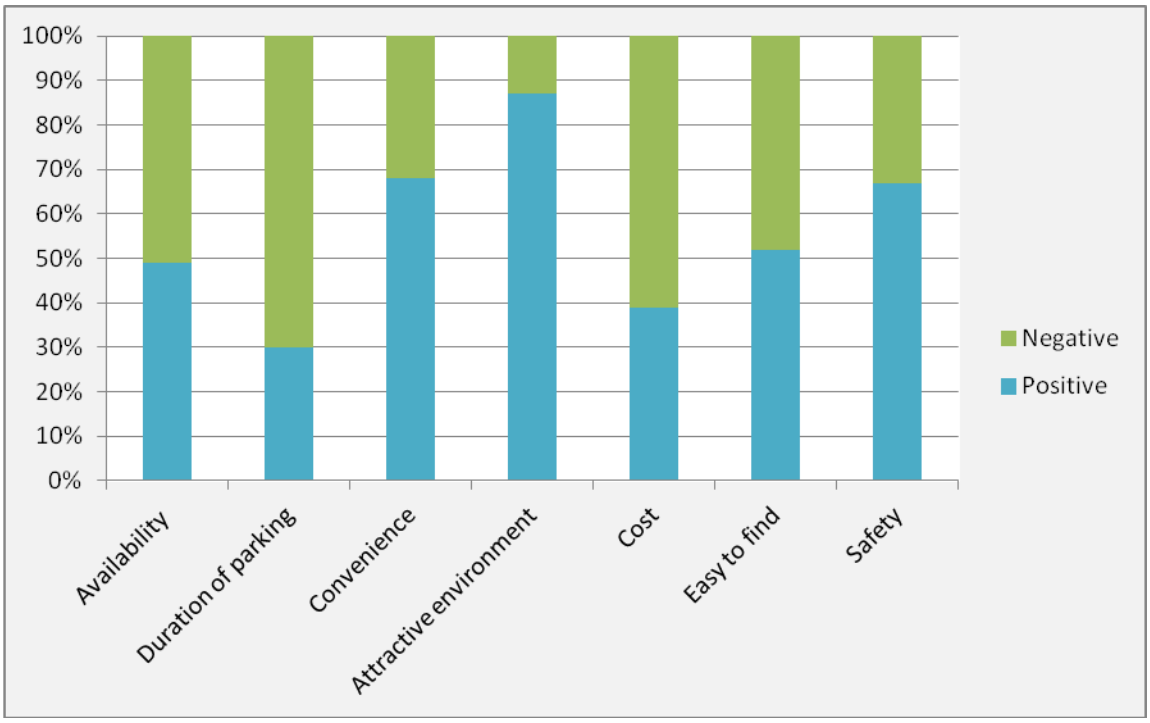


Chart indicating balance of perceived positive and negative aspects of town centre parking for Saffron Walden.

Has your business suffered from any crime over the last 12 months	**UK Small Towns %**	**Saffron Walden %**
Yes	26	33
No	74	67
Type of Crime		
Theft	72	82
Abuse	13	12
Criminal Damage	39	29
Other	6	6

What two suggestions would you make to improve the economic performance of the town centre?

Parking

- *"Less parking restrictions"*
- *"Car parks and free parking extended times"*
- *"More free parking- especially on market days"*
- *"Free parking"*
- *"I would suggest a change to paying on exit parking- encourages people to spend time which equals money in town, unlike now when people just pop in and are clock watching. Some free parking would also be good or a mini park and ride scheme- for example in Sudbury, it is very busy and has free parking for 3 hours."*
- *"More free parking days which are advertised better"*
- *"Pay on exit car park (which I think we are getting from Waitrose)"*
- *"Free parking or cheaper parking."*
- *"Make car parks pay on exit to encourage people to stay longer and spend more."*
- *"Pay on exit parking"*
- *"Car parking signage."*
- *"Pay on exit car parking."*
- *"Better car parks."*
- *"Parking- pay on exit parking is needed. More parking within town location, Swan Meadow too far out especially in winter."*
- *"Pay on exit car parking. Reasonable cost car parking."*
- *"Free parking on a Saturday. The free parking at Christmas was a positive for customers and independent retailers."*
- *"Cheaper parking days"*
- *"Free parking for business owners. Increase size of common car park"*
- *"Free parking at Swan"*
- *"Reduced free parking for under 4 hour stay to encourage longer dwell time in the town centre."*

- *"Pay on exit car parks. More car parks/ parking."*
- *"Pay on exit parking so customers stay in the town and are not preyed upon by traffic wardens within car parks."*
- *"Parking could be pay on exit. Free on Saturdays."*
- *"Pay on exit car park"*
- *"Cheaper car parking."*
- *"Better car parking in the town as it is badly needed with the Waitrose car park closure. We need a good car park to match our lovely town."*
- *"Cheaper parking"*

Property

- *"Cheaper rents and rates for shops."*
- *"Cheaper rents and rates."*
- *"Cheaper rent."*
- *"Business rates too high"*
- *"Lower rents and rates."*
- *"Cheaper rates/ rents"*
- *"Keep business rates low and reduce refuge collection charges."*

Travel and transport

- *"Better transport links. Parking, buses, road and signage."*
- *"More public transport on weekends (Sunday)"*
- *"Less traffic"*
- *"Pedestrianisation of the town centre"*
- *"By pass- re designed road layout with improved access to Cambridge/ Stansted"*
- *"Re invest into Swan Meadow, light it, grit it in the winter, more sign posts, promote it, lower cost of parking"*
- *"Off road cycle route to Audley End train station."*

Retail mix

- *"Better variety of establishments (no more cafes, restaurants. beauticians)"*
- *"More shops that are not charity shops."*
- *"Big performing shop, i.e. John Lewis to bring people into the town"*
- *"Larger variety of shops i.e. not cafe/ coffee shops, hairdressers, charity shops, estate agents"*
- *"More high street shops"*
- *"More of a variety of retail outlets."*
- *"More independent retailers."*
- *"No more charity shops"*
- *"Can't think of any two suggestions that could drag people out of the National retailer/ supermarkets"*
- *"Less charity shops"*

- *"Less multiples/ chains."*
- *"Better selection of businesses. More discerning when letting shops (too many here today and gone tomorrow businesses)"*
- *"Less charity shops, less coffee shops."*

Business premises

- *"Strong retail forum/ Chamber of Trade. Increase size of street market and use to promote the town"*
- *"Maybe have a bigger market, more stalls and maybe have it more than twice a week"*
- *"Better street market on a Tuesday and Saturday."*

Crime and safety

- *"Police presence?"*
- *"Better CCTV"*
- *"Parking wardens who understand businesses need to load and unload goods. We are constantly harassed within loading bays which will drive us out of the town after 25 years"*
- *"Fewer traffic wardens."*

Overview of Saffron Walden Business Responses

This business confidence survey helps put the impact of car parking on town centre traders within a wider perspective of issues affecting them.

Responses to the survey in Saffron Walden covered a good cross section of from businesses with a higher proportion of retailers (88%) and nation/regional multiples (32%) than typical from amongst similar-sized towns nationally. Over two thirds of businesses that responded were well-established and had been trading for over 5 years. Trading over the last 12 months was comparable with the performance of businesses in other similar towns but a significant number of Saffron Walden traders (33%) are pessimistic about probable profitability in 2015. This high response rate from established town centre businesses facing challenging trading conditions means that they are likely to be justifiably sensitive to parking and other issues that they perceive as impacting on their performance.

The potential for local customers (83%), physical appearance of Saffron Walden (70%) and potential for tourist customers (66%) are considered as very positive aspects for businesses being located in the town centre. Over a quarter of business consider parking to be a positive aspect of being located in the town centre.

The equal most negative perceptions about being located in Saffron Walden are property costs (63%) and car parking (63%) and this compares with lower negative perceptions nationally of 35% and 53% respectively. This is followed by competition from the internet (53%) which is also of greater concern to businesses in the town relative to other towns nationally.

Adding to the responses about perceptions of parking issues, businesses were positive about the quality of the parking environment (87%), convenience (68%) and safety (67%). The most negative views from businesses about car parking in the town centre related to the duration of stay (73%) followed by cost (61%). Ease of finding car parks and availability received an even response from businesses.

Qualitative responses from businesses about future priorities reflect earlier negative views about parking with a large number of comments. Whilst such a level of responses is not unusual, there are an unusually wide number of calls from businesses for the introduction of 'pay-on exit' parking. This suggests that it is pay-on exit is something already widely talked about within business networks.

Saffron Walden Town Centre Users' Survey

The aim of the Town Centre Users Survey is to establish how the town is seen by those people who use it. By asking visitors of all types, a more detailed picture is obtained as what matters to them. The perceptions of regular visitors are likely to be very different to someone who has never been to the Saffron Walden before.

The following percentage figures are based upon the 47 completed Town Centre User Surveys carried out mid-week and on Saturday during December and January.

Town Centre User Profile

	UK Small Towns %	Saffron Walden %
Gender		
Male	38	26
Female	62	74
Age		
16-25	8	8
26-35	10	16
36-45	17	16
46-55	19	18
56-65	20	18
Over 65	26	31
What do you generally visit the Town Centre for?		
Work	15	13
Convenience Shopping	42	13
Comparison Shopping	5	23

Access Services	17	15
Leisure	13	10
Other	9	27

How often do you visit the Town Centre?	UK Small Towns %	Saffron Walden %
Daily	29	16
More than once a week	39	22
Weekly	15	16
Fortnightly	5	0
More than once a Month	3	6
Once a Month or Less	7	31
First Visit	2	8
How do you normally travel into the Town Centre?		
On Foot	37	24
Bicycle	2	4
Motorbike	1	0
Car	53	69
Bus	6	2
Train	1	0
Other	1	0
On average, on your normal visit to the Town Centre how much do you normally spend?		
Nothing	3	2
£0.01-£5.00	13	14
£5.01-£10.00	26	22
£10.01-£20.00	32	20
£20.01-£50.00	20	20
More than £50.00	6	20
On average, on your normal visit to the Town Centre how long do you normally stay?		
Less than an hour	36	20
1-2 hours	40	24
2-4 hours	12	43
4-6 hours	3	0
All day	8	12
Other	1	0

Positives and Negatives about Visiting the Town Centre

What are the positive aspects of the Town Centre?	**UK Small Towns %**	**Saffron Walden %**
Physical appearance	56	100
Cleanliness	-	92
Retail Offer	49	80
Customer Service	-	90
Restaurants	44	44
Access to Services	75	94
Leisure Facilities	28	59
Cultural Activities	24	65
Pubs/ Bars/ Nightclubs	37	80
Transport Links	43	84
Ease of walking around town centre	75	96
Convenience e.g. near where you live	70	80
Safety	48	98
Car Parking	46	69
Markets	34	40
Other	7	3
What are the negative aspects of the Town Centre?		
Physical appearance	29	0
Cleanliness	-	13
Retail Offer	42	32
Customer Service	-	3
Restaurants	28	13
Access to Services	10	6
Leisure Facilities	37	16
Cultural Activities	37	16
Pubs/ Bars/ Nightclubs	27	16
Transport Links	22	26
Ease of walking around town centre	9	0
Convenience e.g. near where you live	8	26
Safety	13	0
Car Parking	39	29
Markets	29	10
Other	12	6

Parking Use

Parking locations	Saffron Walden %
Not applicable (e.g. walked)	33%
On street	14%
Rose and Crown	2%
Swan Meadow	41%
The Common	6%
Fairycroft	5%

Factors Affecting Parking Choice	Saffron Walden %
Convenience	71%
Duration of Parking	29%
Availability	53%
Attractive environment	3%
Cost	26%
Easy to find	18%
Safety	0%
Other	0%

Suggestions to Improve the Town Centre

The following responses were given by town centre users in Saffron Walden when they were asked which two things would most improve the town centre experience:

Parking

- "Better signage for car parks."
- "Free and more parking with bigger family parking spaces"
- "Free parking would attract more people."
- "More payment alternatives for car park e.g.: iPhone"
- "Improved convenience of parking on town centre streets needs to be addressed."
- "Ticket machines in Swan Meadow often not working, do something about this."
- "Traffic wardens are overzealous and not enough disabled parking spaces."
- "Give 60 minutes free parking in Market Square"
- "Improve signage for car parks."
- "Disabled access (on pavements and into shops) needs improving."
- "More parking spaces in centre."
- "More disabled parking bays in town centre."
- "Improve car parking in the town centre - provide more on street parking."

Retail and business

- "More clothes shops like M&S and Next."
- "Reduce amount of cafes and charity shops."
- "Replace with independent specialist shops."
- "Want to see less charity shops and cafes, and these shops replaced by national Brands."
- "Don't allow anymore supermarkets in town."
- "Keep independent shops by encouraging them to stay with incentives."
- "Like to see an M&S Food and Argos stores in town."
- "Like to see a national, like M&S. More variety of shops."
- "Improve the range and variety of the stalls in the market."
- "Planners to make sure that a balance of shops and living accommodation remains in the centre."
- "A better range of shops. New Look for example for younger people."
- "Tesco Metro in the town centre."
- "Bring in cheaper shops like Primark. Because my family shops out of town because clothes are too expensive in town."

- "Would like an M&S in town."
- "Bigger brand shops. Reduce number of charity shops in town."
- "Wider range of shops needed."
- "The quality of food in cafes/restaurants could improve!"
- "No more charity shops should be opened in town."

Access and transport

- "Bring the railway back."
- "Flatter pavements and easier shop access for mums with babies."
- "Look at a way of keeping delivery lorries out of town centre between 9 and 5."
- "Look at pedestrianising centre."
- "Vehicles in Market Square can be a problem, I'd like to see it pedestrianized."

Environment

- "Additional cleaning in public toilets."
- "Increase the number of public toilets."
- "Like to see streets cleaned more often."

Events

- "Improve the Christmas lights they are lackluster."
- "Put a Christmas tree in centre."

Summary of Saffron Walden Town Centre User Responses

The mix of users for Saffron Walden includes a higher mix of females than males compared to averages nationally. The age profiles were comparable with users of similar-sized small towns nationally with 40% under the age of 45. The visitor split was divided markedly between regular visitors who visit the town at least one a week and infrequent visitors who come to the Saffron Walden only once a month or less (31%). There was a fairly even spread across the reasons for visiting with comparison shopping (23%) featuring more markedly than for other similar-sized towns. A much higher proportion of town centre users (43%) were staying in the town for 2-4 hours and 40% said they would spend over £20 on their visit compared to 26% nationally. A significant majority of users said they travelled by car (69%) compared to 53% nationally. The remaining visitors mainly walked in to town (23%).

It would seem that compared to similar-sized towns nationally, the profile for town centre users surveyed in Saffron Walden includes a significant number of higher spending, longer-staying, infrequent, female visitors, undertaking comparison shopping. Understanding this user profile relative to other towns and alongside more typical, regular users of a small town, has an important bearing on understanding the customer parking needs for Saffron Walden.

Saffron Walden town centre users are very positive about the town in general with physical appearance (100%), safety (98%), ease of walking around town (96%), access to services (94%), customer service (92%) and cleanliness (90%) all receiving positive responses of over 90%. Even car parking, which nationally averages at a 46% positive response, gets a good reaction from 69% of those surveyed.

Saffron Walden users were less overtly negative about the town centre with the main concerns being the retail offer (30%) and parking (26%) both showing favourable levels of responses compared to similar-sized towns across the country.

When asked an open-ended question about what two improvements would most improve the town centre experience, users gave a wide range of answers. There was a strong emphasis on further improving the retail mix by ideally attracting national chains like M&S and reducing the number of charity shops. There were also a significant number of comments about suggested parking improvements that included varied calls for free/cheaper parking, improved signage, more town centre parking spaces and improved payment methods.

Most of the visitors that travelled by car parked in Swan Meadow. The factors that most affected people's choice of parking were convenience (71%) and availability (53%). Duration of stay (29%) and cost (26%) were less significant influences on people's choices of car park.

TOWN BENCHMARKING RESULTS FOR GREAT DUNMOW

Great Dunmow Car Park Vacancies

Counts of vacant spaces were undertaken for all Council car parks and on-street town centre parking in Great Dunmow on the following dates to represent usage at peak and moderately busy occasions:

- Saturday December 13th (peak Christmas shopping)
- Tuesday February 10th (market day)
- Saturday February 28th (normal 'weekend)

Appendix 1b includes detailed records for individual car parks and streets for Great Dunmow.

	UK Small Towns %	Great Dunmow Number	Great Dunmow %
Car Parks Total Spaces	88	279	82%
Short Stay Spaces: (4 hours and under)	47	90	27%
Long Stay Spaces: (Over 4 hours)	41	173	51%
Disabled Spaces:	4	16	5%
Not Registered	8	-	-
Vacant Spaces on December Saturday	n/a	105	38%
Vacant Spaces on January Market Day	30	32	11%
Vacant Spaces on February Saturday	n/a	97	35%
On Street			
Total Spaces:	12	60	18%
Short Stay Spaces: (4 hours and under)	8	10	15%
Long Stay Spaces: (Over 4 hours)	4	50	3%
Disabled Spaces:	4	0	0
Not Registered	4	0	0
Vacant Spaces on December Saturday	n/a	11	18%
Vacant Spaces on January Market Day	22	7	12%
Vacant Spaces on February Saturday	n/a	13	22%
Overall			
Total Spaces:	n/a	339	n/a
Short Stay Spaces: (4 hours and under)	48	100	29%
Long Stay Spaces: (Over 4 hours)	40	223	66%
Disabled Spaces:	4	16	5%
Not Registered	7	-	-
Vacant Spaces on December Saturday	n/a	116	34%
Vacant Spaces on January Market Day	28	39	12%
Vacant Spaces on February Saturday	n/a	110	32%

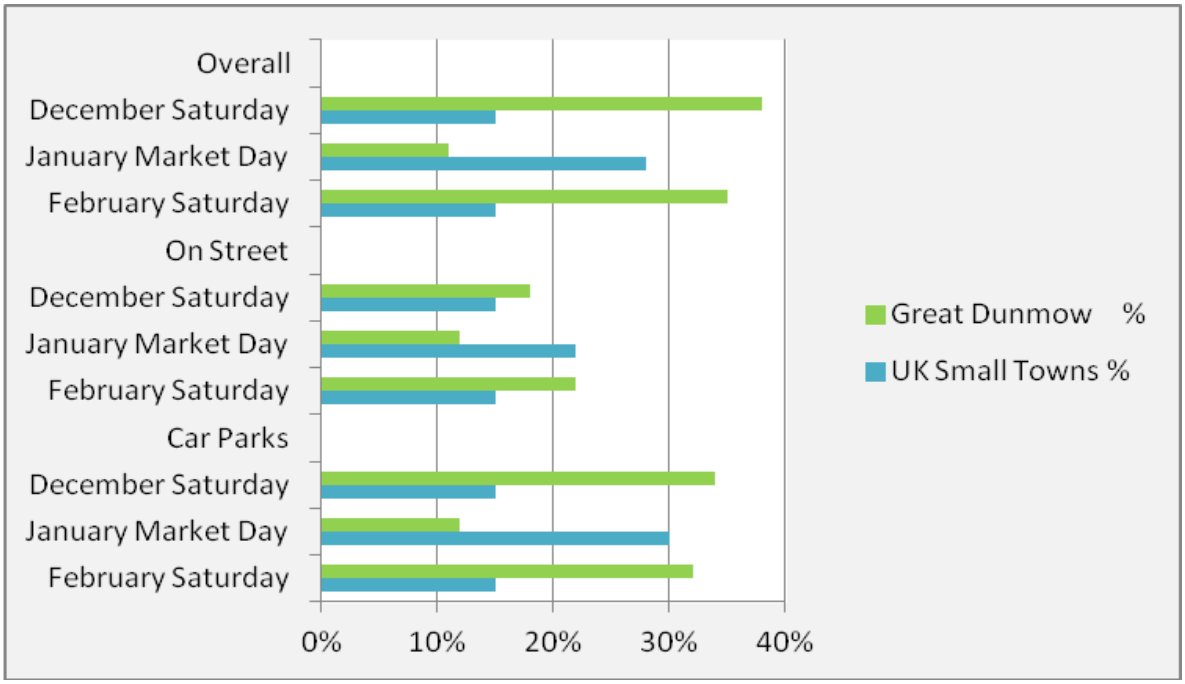


Chart showing avearge parking vacancy ratesfor Great Dunmow compared to similar-sized towns nationally.

Analysis of the data presented overleaf shows that there are 339 town centre car parking spaces across the town and these can be sub-divided in to:

- Off-street parking accounting for 82% of spaces with a 27% to 51% split between short and long-stay along with 5% disabled parking. These proportions are comparable with parking provision in other similar-sized towns. This is provided in chargeable pay and display car parks.
- On-street parking accounts for 18% of the total spaces in the town and comprises short-stay (3%) and longs-stay (15%) parking. The proportion of on-street parking spaces is comparable to average figures for small towns in the UK.

A general rule of thumb in the parking industry is that vacancy rates of 15% at peak times show s a good balance is being achieved in supply and demand of parking spaces. This figure is used as the national benchmarking for the two Saturdays in the bar chart above. Average, actual vacancy rates of 32-34% for Great Dunmow on the two Saturdays surveyed suggest that an overall the availability of spaces is good. Overall vacancy rates on the mid-week market day are more critical at 12% and compare unfavourably with similar-sized towns.

Further analysis of the car parking vacancy rates reveals the following variations across the town:

- On-street parking is approaching critical levels (12-22%) on all of the days surveyed with only one or two spaces available on most of the streets. This is likely to lead to some frustration and may hamper casual 'pop-and-shop' spending.
- Off-street parking percentages are fairly similar between the different locations but on average vary from 11-38% between the days with critical levels reached on market days when the Angel Street car park is occupied by stalls.

- The presence of 66 permanently marked season ticket parking bays skews the percentages of vacancies shown because these spaces are not available for everybody to use. This is particularly the case at weekends when 44-46 season tickets spaces were unused on the two Saturdays. If these spaces are discounted for the December Saturday, for example, the overall vacancy rate is reduced to a near critical 19%.

The overall picture that emerges for Great Dunmow is of a town where car parking availability is under pressure at peak times, especially on market day when Angel Lane is currently unavailable. On-street parking is popular on all days. The central locations for all off-street car parks provides convenient parking with little variation in occupancy levels or need to re-distribute occupancy between them. The presence of permanent season ticket bays provides good value, reassurance and convenience for local workers but reduces availability of spaces for others in a way that seems especially unnecessary at weekends. Any new parking management measures should primarily seek to increase the number of available parking spaces on market day by maintaining or increasing 'churn' especially for on-street parking and reducing the number of unoccupied season ticket pays. Relocating the market from Angel Lane would also alleviate pressure.

Great Dunmow Business Confidence Survey

This business confidence survey helps objectively assess the influence of car parking against a wider set of indicators of business confidence. The following percentage figures are based on the 33 returned Business Confidence Surveys.

	UK Small Towns %	**Great Dunmow %**
Nature of Business		
Retail	59	77
Financial/ Professional Services	18	7
Public Sector	2	3
Food and Drink	12	10
Other	10	3
Type of Business		
Multiple Trader	11	9
Regional	6	3
Independent	83	88

How long has business been in town	UK Small Towns %	Great Dunmow %
Less than a year	7	9
One to Five Years	21	36
Six to Ten Years	15	-
More than Ten Years	57	55
Compared to last year has your turnover		
Increased	38	32
Stayed the Same	34	36
Decreased	28	32
Compared to last year has profitability		
Increased	30	29
Stayed the Same	37	39
Decreased	33	32
Over next 12 months will turnover		
Increase	44	44
Stay the Same	40	31
Decreased	16	25

Has your business suffered from any crime over the last 12 months	UK Small Towns %	Great Dunmow %
Yes	26	15
No	74	85
Type of Crime		
Theft	72	75
Abuse	13	0
Criminal Damage	39	25
Other	6	0

What are the positive aspects of the Town Centre?	Nat Small Towns (%)	G Dunmow (%)
Physical appearance	-	59
Prosperity of the town	45	50
Labour Pool	10	-
Environment	-	31
Geographical location	49	50
Mix of Retail Offer	39	31
Potential tourist customers	41	16
Potential local customers	78	81
Affordable Housing	8	3
Transport Links	26	6
Car Parking	39	19
Rental Values/ Property Costs	16	19
Market (s)	18	19
Events/activities	-	16
Marketing/promotions	-	6
Local partnerships	-	3
Other	5	3
What are the negative aspects of the Town Centre?	**Nat Small Towns (%)**	**G Dunmow (%)**
Physical appearance	-	6
Prosperity of the town	17	9
Labour Pool	6	3
Environment	-	-
Geographical location	7	3
Mix of Retail Offer	19	9
Potential tourist customers	7	3
Potential local customers	3	9
Affordable Housing	10	3
Transport Links	14	30
Car Parking	53	79
Rental Values/ Property Costs	35	21
Market (s)	10	15
Local business competition	18	15
Competition from other places	33	27
Competition from out-of-town shopping	-	61
Competition from the internet	39	48
Events/activities	-	-
Marketing/promotions	-	3
Local partnerships	-	-
Other	7	15

Question	Issues	Ratio of responses, positive to negative
What are the positive and negative aspects of the town centre parking?	Availability	52:48
	Duration of parking	35:65
	Convenience	52:48
	Attractive environment	83:17
	Cost	25:75
	Safety	84:16

What two suggestions would you make to improve the economic performance of the town centre?

Parking

- *"More on street parking. Cheaper parking"*
- *"Car parking. Free from 10.30/11.00"*
- *"Free 1 hour parking in town centre."*
- *"Parking improved by at least double. Possible have one way streets to accommodate this."*
- *"1 hour free parking."*
- *"Free car parking."*
- *"Free parking."*
- *"Free car parking."*
- *"More parking. Better signed car parks. Cheaper fees, 30 mins free or something- need to compete with other towns such as Bishop Stortford."*
- *"Free parking. There is no commuting from Dunmow so no need to have parking charges."*
- *"Cheaper parking."*
- *"Reduce car parking costs. Free parking with limited time aspect. Allow High Street parking on a Sunday, 10 mins max."*
- *"More parking spaces with 30 minutes free for local residents"*
- *"Keep car parking charges to a minimum cost."*
- *"In the past free car parking attracted people to the town, should again. We can't compete with large retail parks with literally acres of free car parking. We should give the independent specialty businesses a better chance... not penalizing them with parking charges."*
- *"Free parking or periods in the day of free parking at least. Advertise this widely in nearby villages."*
- *"Free parking incentives for customers."*
- *"More accessible parking."*
- *"One way and extra parking bays down to wine store. First hour parking free,"*

- *"Parking bays on the High Street. One Way System to make it work. 30 minute time limit so people can just do things locally easier."*
- *"Improvements to parking and transport links."*
- *"More parking facilities. More free parking."*
- *"Ask them the questions why can/ how can Suffolk/ Sudbury car parks offer free parking for up to 2 hours and Uttlesford cannot.! What a joke, not worth the cost of printing it in the local paper free parking. The Saturdays in December after 3pm. Most of the shops in Dunmow close by 4 o clock on a Saturday."*

Retail mix

- *"More retail shops."*
- *"No more charity shops -they have their place but we have enough"*
- *"Less charity shops/ tea rooms and cafes. More variety of shops."*
- *"More well-known shops in the town to bring in more shoppers"*
- *"Landlords need to view mix of shops on High St to prevent saturation of me to businesses. Need to attract younger new residents to High St with selective big name retailers"*

Appearance

- *"Increase in litter and dog wardens"*
- *"Town needs a makeover in public areas and high street."*
- *"A few shrubs and some seating could create a pleasant shopping environment and give the cafes a chance to shine"*
- *"The town needs to look smarter, more flowers in the tubs etc. Maybe try to get a group formed called Make Dunmow Bloom who works with the Councils to do this. Money for this could be raised by donations from shops etc and councils plus fund raising."*

Market

- *"Location and size of market- more control and bigger."*
- *"Market to be moved to Market Square"*
- *"Relocate market to market place or town square."*
- *"Restore the market to the Market Place"*

Property

- *"More competitive rates."*
- *"Lower business rates."*
- *"Lower business rates"*

Travel and transport

- *"More bus routes for local villages."*
- *"Pedestrianise market place and return the market to its rightful place."*
- *"Traffic flow outside the Post Office is a joke. Remove traffic lights and put in a mini roundabout."*

Events

- *"Weekly Farmers Market held in Market Place."*
- *"Get more market and promotional days."*
- *"Disappointed that we were not included in the Christmas Market i.e. everything seemed to stop at the war memorial. Too many of the same businesses are open not enough variety"*

Local leadership

- *"Council needs to look after Dunmow like they do Saffron Walden"*
- *"Dedicated part-time town centre rep to deal with town trading issues and to organise events and town promotions."*

Marketing and promotion

- *"Better advertising or promotional regarding town events."*

Overview of Great Dunmow Business Responses

This business confidence survey helps put the impact of car parking on town centre traders within a wider perspective of issues affecting them.

Responses to the survey received in Great Dunmow covered a good cross section of from businesses with a higher proportion of retailers (77%) and local independent businesses (388) than typical from amongst similar-sized towns nationally. Just over half (55%) of businesses that responded were well-established and had been trading for more than 10 years. Trading over the last 12 months was comparable with the performance of businesses in other similar towns and a slightly higher percentage of traders (25%) are pessimistic about probable profitability in 2015. This moderately high response rate from established town centre businesses facing challenging trading conditions means that they are likely to be justifiably sensitive to parking and other issues that they perceive as impacting on their performance.

The perceived potential for local customers (81%) stands out as the main positive factor for businesses being located in the town centre. A half or more of businesses are also positive about the physical appearance of Great Dunmow (59%), the prosperity of the town (50%) and its geographical location (50%).

Similarly by far the most negative perception about being located in Great Dunmow is car parking (79%), followed by competition from out-of-town shopping (61%) and the internet (48%).

Adding to the responses about perceptions of parking issues, businesses were positive about the quality of the parking environment (87%) and safety (84%). The most negative views from businesses about car parking in the town centre related to cost (75%) followed by the duration of stay (65%). Convenience and availability of parking received an even response from businesses.

Qualitative responses from businesses about future priorities reflect earlier negative views about parking with a large number of comments. Such a level of responses is not unusual including widespread calls for free or cheaper parking. There were a couple of pointed calls to re-locate the market back to the market square along with a limited number of calls to enhance the appearance of the town in different ways.

Great Dunmow Town Centre Users' Survey

The aim of the Town Centre Users Survey is to establish how the town is seen by those people who use it. As part of this research it helps understand the relative impact of parking on the experience relative to other towns and to the perceptions of businesses. .

The following percentage figures are based upon the 40 completed Town Centre User Surveys carried out mid-week and on Saturdays during December and January.

Town Centre User Profile

	UK Small Towns %	**Great Dunmow %**
Gender		
Male	38	32
Female	62	68
Age		
16-25	8	8
26-35	10	12
36-45	17	0
46-55	19	10
56-65	20	24
Over 65	26	46
What do you generally visit the Town Centre for?		
Work	15	16
Convenience Shopping	42	24
Comparison Shopping	5	4
Access Services	17	30
Leisure	13	16
Other	9	8

How often do you visit the Town Centre?	UK Small Towns %	Great Dunmow %
Daily	29	22
More than once a week	39	36
Weekly	15	18
Fortnightly	5	2
More than once a month	3	6
Once a month or less	7	14
First visit	2	2
How do you normally travel into the Town Centre?		
On Foot	37	30
Bicycle	2	0
Motorbike	1	0
Car	53	68
Bus	6	2
Train	1	0
Other	1	0
On average, on your normal visit to the Town Centre how much do you normally spend?		
Nothing	3	6
£0.01-£5.00	13	14
£5.01-£10.00	26	22
£10.01-£20.00	32	38
£20.01-£50.00	20	16
More than £50.00	6	4
On average, on your normal visit to the Town Centre how long do you normally stay?		
Less than an hour	36	40
1-2 hours	40	40
2-4 hours	12	10
4-6 hours	3	6
All day	8	4
Other	1	0

Positives and Negatives about Visiting the Town Centre

What are the positive aspects of the Town Centre?	**UK Small Towns %**	**Great Dunmow %**
Physical appearance	56	98
Cleanliness	-	96
Retail Offer	49	66
Customer Service	-	96
Restaurants	44	94
Access to Services	75	90
Leisure Facilities	28	72
Cultural Activities	24	72
Pubs/ Bars/ Nightclubs	37	82
Transport Links	43	76
Ease of walking around town centre	75	90
Convenience e.g. near where you live	70	94
Safety	48	100
Car Parking	46	78
Markets	34	38
Other	7	2
What are the negative aspects of the Town Centre?		
Physical appearance	29	2
Cleanliness	-	5
Retail Offer	42	38
Customer Service	-	2
Restaurants	28	5
Access to Services	10	13
Leisure Facilities	37	30
Cultural Activities	37	30
Pubs/ Bars/ Nightclubs	27	13
Transport Links	22	28
Ease of walking around town centre	9	10
Convenience e.g. near where you live	8	2
Safety	13	0
Car Parking	39	5
Markets	29	50
Other	12	5

Parking Use

Parking locations	Great Dunmow %
Not applicable (e.g. walked)	27%
On street	9%
White Street (Coop)	47%
New St. /Chequers St. & Angel Lane	4%
Other	11%

Factors Affecting Parking Choice	Great Dunmow %
Convenience	71%
Duration of Parking	33%
Availability	27%
Attractive environment	3%
Cost	38%
Easy to find	12%
Safety	0%
Other	15%

Suggestions to Improve the Town Centre

The following responses were given by town centre users in Saffron Walden when they were asked which two things would most improve the town centre experience:

Retail/business

- More attractive shops would keep people in town.

- Too many fast food shops so restrict these in future.
- Happy to use local shops but they are too expensive (So I use Lidl in Braintree for food shopping).
- An electrical goods shop.
- Another supermarket or a bigger Tesco.
- Would like to see a Hardware shop in the town.
- Fill up empty shops.
- Too many gift shops, an M&S simply food shop would be nice.
- A better range of shops.
- More clothes shops.
- Don't allow a superstore in town.
- Improve variety of gift shops.
- Improve the variety of shops, particularly clothes shops.
- Like to see a Pound shop.
- A hardware shop
- Bigger selection of shops (not just professionals like estate agents, solicitors etc)
- A less expensive ladies clothes shop - I go to Chelmsford for these or bigger items.
- A good hardware/electrical shop would help me as I am older.

Access and transport

- 133 bus to Stansted (via Dunmow) has been cut so now I have to use the car.
- Repair pavement near Barclays Bank, High Street.
- Bypass does not work, cut traffic through centre.
- I use a walking stick so pavements should be better looked after, especially in the High Street.
- Buses are limited, need more direct links to Bishop Stortford.
- Pot holes need dealing with.
- Uneven pavements in the High Street need fixing.
- Make the High Street one-way.
- The poor bus service to Thaxted (no.313)
- Like to see less traffic through the centre.
- Pavements need a lot of attention as the general upkeep is poor and illegal parking on them is a problem.

- Maintain the pavements, as the population of Dunmow is ageing and so avoid trip hazards.
- Shops not very accessible to prams/buggies.

Parking

- Free parking.
- Free parking for first 2 hours.
- More parking.
- Car parking at doctor's surgery is poor - needs improving.
- More on street car parking outside businesses at south end of High Street would help.
- At Christmas do free car parking for a fortnight and try this throughout the year say at Easter.
- Try more free parking days.
- Free car parking for first hour.
- Make all day parking £3.00.
- Improve amount of car parking spaces.
- More free parking.
- Do away with charges for car parking.

Events

- The flowers in the central square were brilliant - keep them all year round.
- A big Christmas tree in town centre
- Could we have a monthly market?
- More events needed to attract young people into the town.

Public services

- Pressure on Doctor's surgery is too high.
- Access for public sessions at swimming pool is too restricted.
- Relocation of library has not worked.

Town planning/development

- Too many new houses without the supporting infrastructure.
- Restrict housing development as too many people use the town

Crime and safety

- Better policing of illegal parking on pavements.

Civic pride

- I love living here!

The mix of users for Great Dunmow includes a typical mix of males and females compared to averages nationally. The age profiles were markedly older than averages for similar-sized small towns nationally with 70% over the age of 56. The visitor split was made up predominantly of regular visitors who visit the town at least one a week (76%). There was a fairly even spread across the reasons for visiting between access to services (30%), convenience shopping (24%), work (16%) and leisure (16%). A high proportion of town centre users (80%) were staying in the town for less than two hours and this is comparable with similar sized towns nationally. Spending levels were similarly comparable to national averages with the largest proportion spending between £10 and £20 (38%). 40% said they would spend over £20 on their visit compared to 26% nationally. A significant majority of users said they travelled by car (68%) compared to 53% nationally. The remaining visitors mainly walked in to town (30%).

Great Dunmow town centre users are very positive about the town in general with safety (100%), physical appearance (98%), customer service (96%), cleanliness (96%), restaurants (94%), convenience (94%), ease of walking (90%) and access to services (90%) all getting the 'thumbs up' from at least 9 out of 10 users. Even car parking, which nationally averages at a 46% positive response, gets a good reaction from 78% of those surveyed.

Great Dunmow users were less overtly negative about the town centre with the main concerns being the market (50%), retail offer (38%) and cultural or leisure facilities (both 30%). Parking (5%) and restaurants (5%) both showed markedly favorable levels of responses compared to similar-sized towns across the country.

When asked an open-ended question about what two improvements would most improve the town centre experience, users gave a wide range of answers than those given by businesses. There was a strong emphasis on further improving the retail mix by introducing a variety of specialist retailers. There were also a number of comments about suggested parking improvements that included mainly more and free parking alongside various specific points focused on improving local services or increasing accessibility such as bus provision and leveling pavements.

Many of the visitors that travelled by car parked in White Street and many made mention of the parking fee refund offered by the Co-op... The factor that most affected people's choice of parking was by far convenience (71%), with cost (38%), duration (33%) and availability (27%) getting moderate levels of mention.

TOWN BENCHMARKING RESULTS FOR STANSTED MOUNTFICHET

Stansted Car Park Vacancies

	National Small Towns (%)	Stansted 2014 (number)	Stansted 2014 (%)
Car Parks Total Spaces	88	200	83%
Short Stay Spaces: (4 hours & under)	47	0	0
Long Stay Spaces: (over 4 hours)	41	200	81%
Disabled Spaces:	4	8	2%
Not Registered	8	0	0
Vacant Spaces on a Market Day:	30	128	70%
Vacant Spaces on a Non Market Day:	38	146	73%
Vacant Spaces on a Midweek Day	38	55	28%
Illegal Spaces on a Market Day:	n/a	0	0
Illegal Spaces on a Non Market Day:	n/a	0	0
Illegal Spaces on a Midweek Day	38	0	0
On Street			
Total Spaces:	12	41	17%
Short Stay Spaces: (4 hours & under)	56	41	17%
Long Stay Spaces: (over 4 hours)	36	0	0
Disabled Spaces:	4	0	0
Not Registered	4	0	0
Vacant Spaces on a Market Day:	14	4	10%
Vacant Spaces on a Non Market Day:	22	9	22%
Vacant Spaces on a Midweek Day:	n/a	11	27%
Illegal Spaces on a Market Day:	n/a	2	1%
Illegal Spaces on a Non Market Day:	n/a	0	0
Illegal Spaces on a Midweek Day	n/a	0	0
Overall			
Total Spaces:	n/a	241	n/a
Short Stay Spaces: (4 hours & under)	48	41	17%
Long Stay Spaces: (Over 4 hours)	40	200	83%
Disabled Spaces:	4	8	
Not Registered	7	0	0
Vacant Spaces on a Market Day:	28	132	55%
Vacant Spaces on a Non Market Day:	36	155	64%
Vacant Spaces on a Midweek Day	n/a	66	27%

The table above and chart below provides summaries of the car parking offer in Stansted Mountfichet broken down into the various types of provision. A full breakdown of individual car parks and on-street parking is given in appendix 1c.

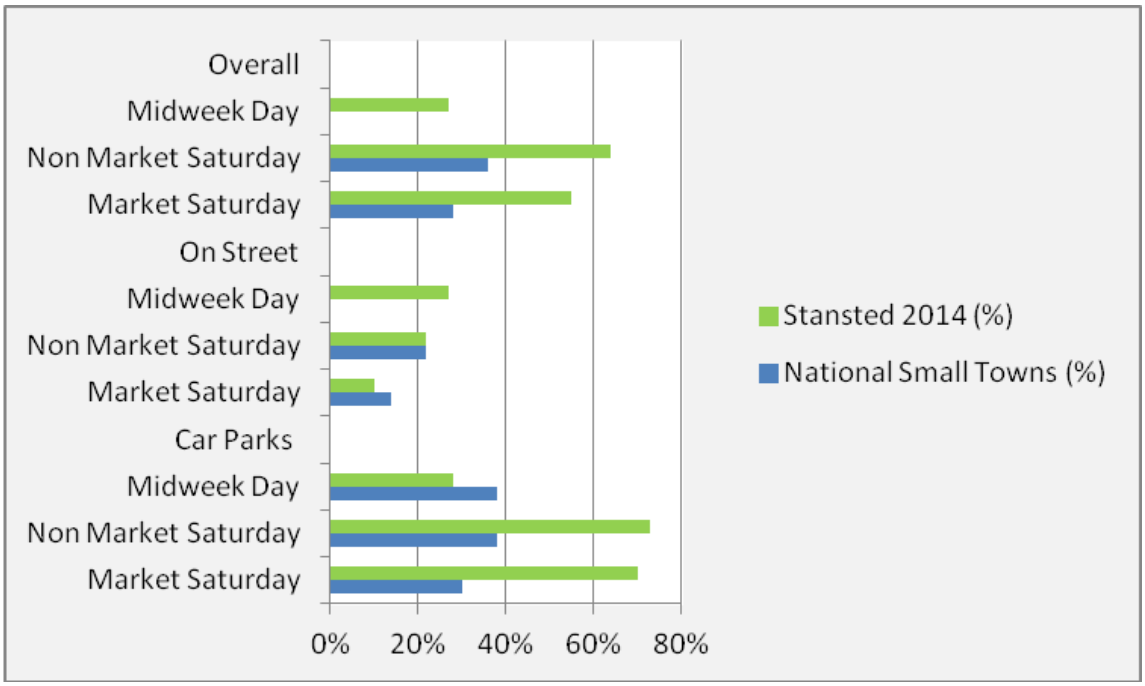


Chart showing avearge parking vacancy ratesfor Stansted compared to similar-sizeed towns nationally.

The survey shows that there are 241 car park spaces in Stansted that can be subdivided in to:

- Off-street parking (88%) has flexible parking durations and tariffs but all can operate as long-stay. Vacancy rates for all these car parks are high on Saturdays and average over 70% even on the day of the Christmas Market when the Crafton Green Car Park was closed. Overflow car parks were not busy on this day either and indicate that increased footfall was probably down to local residents walking in to the Market.
- Vacancy rates for off-street parking drop to 28% mid-week although this varies from 58% at Crafton Green to a critical 11% for the Station Car Park. Mid-week commuting appears to impact on the Lower Street car park though not to critical levels on the day surveyed. The additional summer impact of the opening of Mountfichet Castle would need to be surveyed later.
- On-street parking (12%) is all free short-stay and is suitable form 'pop and shop' visits. Vacancies reached a critical level (5 and 7%) on the Market Day for Cambridge Road and Lower Street despite their short-term nature. Levels were near critical on the mid-week day (18%).

The suggestion from the analysis here is that whilst there is an adequate spread of parking across Stansted, there are critical pinch-points including Cambridge Road on-street short-stay on busy weekends and the long-term Station Car Park mid-week. Commuter use of the Lower Street Car Park may impact on shoppers and Castle visitors at busy mid-week times. The Crafton Green Car Park appears under-utilised at most

times despite what might normally be considered as a convenient location and tariff structure. Options for alleviating the issues include changing the balance in tariffs and parking duration between Cambridge Road and Crafton Green with strict enforcement; constructing a short-cut pedestrian link between the two; introducing a proportion of short-term tariffs (up to 4 hours) in the Lower Street Car Park.

Any future marketing, promotions or events should aim to target times and locations where there is adequate parking –such as the Lower Street Station Road Car Parks at weekends.

Stansted Business Confidence Survey

The following percentage figures are based on the 22 returned Business Confidence Surveys.

	National Small Towns (%)	Stansted 2014 (number)	Stansted 2014 (%)
Nature of Business			
Retail	59	11	52
Financial/ Professional Services	18	5	24
Public Sector	2	-	
Food and Drink	12	-	-
Other	10	5	24
Type of Business			
Multiple Trader	11	1	5
Regional	6	-	-
Independent	83	15	95
How long has business been in town			
Less than a year	7	1	5
One to Five Years	21	6	27
Six to Ten Years	15	3	13
More than Ten Years	57	12	55
Compared to last year has your turnover			
Increased	38	12	57
Stayed the Same	34	4	19
Decreased	28	5	24
Compared to last year has profitability			
Increased	30	13	62
Stayed the Same	37	3	14
Decreased	33	5	24
Over the next 12 months do you think your turnover will			
Increase	44	11	52

Stay the Same	40	8	38
Decreased	16	2	10
What are the positive aspects of the Town Centre?	**Nat Small Towns (%)**	**Stansted 2014 (number)**	**Stansted 2014 (%)**
Physical appearance	-	16	76
Prosperity of the town	45	10	48
Labour Pool	10	-	-
Environment	-	8	38
Geographical location	49	12	57
Mix of Retail Offer	39	4	19
Potential tourist customers	41	2	10
Potential local customers	78	15	71
Affordable Housing	8	-	-
Transport Links	26	11	52
Car Parking	39	5	24
Rental Values/ Property Costs	16	6	29
Market (s)	18	1	5
Events/activities	-	5	24
Marketing/promotions	-	3	14
Local partnerships	-	4	19
Other	5	1	5
What are the negative aspects of the Town Centre?			
Physical appearance	-	-	-
Prosperity of the town	17	-	-
Labour Pool	6	1	6
Environment	-	-	-
Geographical location	7	1	6
Mix of Retail Offer	19	1	6
Potential tourist customers	7	3	18
Potential local customers	3	-	-
Affordable Housing	10	-	-
Transport Links	14	1	6
Car Parking	53	15	88
Rental Values/ Property Costs	35	5	29
Market (s)	10	3	18
Local business competition	18	3	18
Competition from other places	33	6	35
Competition from out-of-town shopping	-	4	24
Competition from the internet	39	5	29
Events/activities	-	1	6
Marketing/promotions	-	2	12

Local partnerships	-	2	12
Other	7	2	12

Has your business suffered from any crime over the last 12 months	National Small Towns (%)	Stansted 2014 (number)	Stansted 2014 (%)
Yes	26	2	9
No	74	20	91
Type of Crime			
Theft	72	1	50
Abuse	13	-	-
Criminal Damage	39	1	50
Other	6	-	-

What two suggestions would you make to improve the economic performance of the village?

Qualitative responses from businesses about future priorities reflect earlier negative views about parking, though calls for more free parking may conflict with recognition about the need for more parking. Similarly property costs again feature significantly. There are also a couple of comments recognizing a perceived over-provision of eating places relative to a need for a greater diversity of retail.

Parking

- *"Parking."*
- *"Car Parking"*
- *"More car parking. Free car parking for the first hour."*
- *"Improved car parking!"*
- *"Parking off street, " A roundabout"*
- *"Improve car parking.*
- *"Car Parking- lower street car park is almost always full- too many season tickets sold to commuters who aren't using the local services. Other streets are resident only all day- why not limit this restriction?"*
- *"Parking"*
- *"Improved/ free parking"*
- *"Better parking for customers."*
- *"Car Parking"*
- *"Parking."*
- *"Lighting in car park after dark."*
- *"Improved car parking!"*
- *"Parking off street, Reduce rates."*
- *"Improve car parking."*
- *"More car parking. Free car parking for the first hour."*
- *"Better parking for customers"*
- *"Improved/ free parking"*

- *"Parking"*
- *"Addressing parking issues"*

Property

- *"Reduce rates."*
- *"Reduce business rates."*
- *"More premises available for small businesses to encourage variety and choice for the town and surrounding villages."*
- *"Commercial hub."*
- *"Lower rates"*
- *"Reduce business rates."*

Travel and Transport

- *"Improve A11 traffic chaos due to large lorries unloading into Tesco and Sainsbury's at all times of day."*
- *"Road surfaces and general appearance"*
- *"A roundabout"*
- *"Road surfaces and general appearance"*
- *"Pedestrian access from Crafton green to Cambridge road"*

Retail Mix

- *"Introducing a variety of retail trades and not restaurant upon restaurant which we have. A variety of shops will bring more customers."*
- *"Less eating places and more variety of shops."*
- *"More premises available for small businesses to encourage variety and choice for the town and surrounding villages."*

Business premises

- *"Commercial hub."*
- *"The development of a commercial hub on the land behind station road"*
- *"More small affordable business units to encourage local business start-ups"*

Crime and Safety

- *"CCTV cameras. Policing as Braintree and Bishops Stortford is our nearest. Lighting in car park after dark."*

Events

- *"Having some street events and not having a Christmas market hidden away as it does not benefit local businesses in anyway."*

Overview of Stansted Business Survey Responses

Just over half of the businesses that responded were retail (52%), independent (95%) and well established (68%) having operated in the village for more than six years.

The proportion of businesses having experienced an increase in turnover and profitability in the last year (57% and 62%), compares very favourably with small towns nationally though a slightly smaller proportion (52%) are optimistic about future trading.

The physical appearance of Stansted (76%) and potential for local customers (71%) are considered as very positive aspects for businesses being located in the village centres. The village's transport links (52%) and prosperity (48%) compare favourably with towns nationally. The potential for tourists is not considered a significant advantage (10%) compared to small towns nationally though the value of events and activities is rated with a more favourable 24%.

Overwhelmingly the most negative perception about being located in the village centre is parking (88%) though this compares with relatively high sentiments nationally (53%). Other negative perceptions relate to competition from other places (35%), property costs (29%) and competition from the internet (29%).

Stansted Town Centre Users Survey

The aim of the Town Centre Users Survey is to establish how your town is seen by those people who use it. By asking visitors, of all types, a more detailed picture can be obtained as what matters to regular visitors can be very different to someone who has never been to the place before.

The following percentage figures are based upon the 43 completed Town Centre User Surveys.

	National Small Towns%	**Stansted %**
Gender		
Male	38	53
Female	62	47
Age		
16-25	8	14
26-35	10	5
36-45	17	19
46-55	19	31
56-65	20	12
Over 65	26	19

What do you generally visit the Town Centre for?		
Work	15	9
Convenience Shopping	42	50

Comparison Shopping	5	9
Access Services	17	2
Leisure	13	26
Other	9	2
How often do you visit the Town Centre		
Daily	29	35
More than once a week	39	33
Weekly	15	21
Fortnightly	5	2
More than once a Month	3	0
Once a Month or Less	7	7
First Visit	2	2
How do you normally travel into the Town Centre?		
On Foot	37	46
Bicycle	2	5
Motorbike	1	0
Car	53	42
Bus	6	2
Train	1	5
Other	1	0
On average, on your normal visit to the Town Centre how much do you normally spend?		
Nothing	3	0
£0.01-£5.00	13	29
£5.01-£10.00	26	38
£10.01-£20.00	32	21
£20.01-£50.00	20	12
More than £50.00	6	0

What are the positive aspects of the Town Centre?		
Physical appearance	56	93
Cleanliness	n/a	79
Retail Offer	49	58
Customer Service	n/a	86

Cafes/Restaurants	44	88
Access to Services	75	35
Leisure Facilities	28	44
Cultural Activities/Events	24	49
Pubs/ Bars/ Nightclubs	37	72
Transport Links	43	81
Ease of walking around town centre	75	95
Convenience e.g. near you	70	91
Safety	48	100
Car Parking	46	37
Markets	34	5
Other	7	0
What are the negative aspects of the Town Centre?		
Physical appearance	29	7
Cleanliness	n/a	22
Retail Offer	42	37
Customer Service	n/a	12
Cafes/Restaurants	28	10
Access to Services	10	66
Leisure Facilities	37	54
Cultural Activities/Events	37	51
Pubs/ Bars/ Nightclubs	27	27
Transport Links	22	12
Ease of walking around town centre	9	5
Convenience e.g. near you	8	7
Safety	13	2
Car Parking	39	66
Markets	29	85
Other	12	0
How long do you stay in the Town Centre?		
Less than an hour	36	61
1-2 Hours	40	23
2-4 Hours	12	7
4-6 Hours	3	5

All Day	8	5
Other	1	0

What two suggestions would you make to improve the village centre?

Qualitative responses from users about future priorities reflect earlier negative views about parking with a strong emphasis on the on-street parking on Cambridge Road. Other significant response rates relate to the retail mix, traffic and the need for activities/events especially for young people.

Car Parking

- “Improve car parking in top of town"
- "Sort out parking on Cambridge Road. Car parking spaces needed."
- "Reduce parking charges."
- "Car parking on Cambridge Road need to be policed better, Restrict delivery vehicles to certain hours."
- “Improve access to on street parking."
- "A free car park behind Tescos.
- “Introduce parking bays and 20 minutes parking on Cambridge Road."
- "Improve car parking"
- "Reduce car parking charges"
- "Parking - improve on Cambridge Road. More convenient cut through to public car park"
- "Not enough parking"
- "On street car parking- should be no restrictions. Improve clarity of restrictions.
- "Improve car parking."
- "Car parking on Cambridge Road. Very poor. More car parking on road. Short-term parking.”
- "Reduce width of footpaths in Cambridge Road to provide more parking."
- "Clamp down on illegal parking throughout Stansted.
- "Parking- need more"
- "More parking spaces- I often struggle to find a place."
- "Better short term parking on Cambridge Road."

Retail/business Mix

- "Stop major stores coming in”
- "Bring a bank back"
- A bank in Stansted instead of another shop."
- "Stop supermarkets. Promote local independent businesses."

- “A ladies clothes shop."
- "Reduce supermarkets.”
- "Too many supermarkets- stop their future development.
- "No bank is bad- bring a bank back”

Access and Transport

- “Tarmac needs to be looked at"
- "Move pedestrian crossing into Lower Street."
- “Reduce traffic on Cambridge- it stops me shopping here."
- “Range of bus services needs to improve. Bring 510 service into centre"
- "End congestion on Cambridge Road by introducing a mini roundabout at junction with Chapel Lane

Environment

- "Make individuals and businesses more responsible for own litter.”
- “More money on cleaning, less on traffic wardens. “
- “Clean up dog mess."

Leisure and Events

- “Swimming pool will be used by all groups."
- “Needs a swimming pool."
- "More events for people under 25”
- "Somewhere for Under 18s to go"

Crime and Safety

- “More police presence around the recreation ground."

Overview of Stansted Village Users’ Responses

The mix of users includes an even mix of females and males compared to averages nationally and this may partly be accounted for that it was undertaken at a weekend. 81% of users were 36 years of age or older and 89% visited Stansted at least weekly.

- At the time of these weekend surveys, most of the village centre users were in-town for convenience shopping (50%) and leisure (26%) suggesting mainly local usage. 84% of users surveyed stay in the village centre for less than two hours.
- Nearly half the users walked (46%) and a further 42% travelled by car. Despite the good service only 5% travelled by train and an even smaller proportion by bus (2%). The users are relatively low spending with only a third (33%) spending over £10 on a visit compared to 58% nationally.

- Stansted village centre users are very positive about safety (100%), ease of walking around town (95%), physical appearance (95%), convenience (91%), cafes/restaurants (88%), customer service (86%), transport links (81%), cleanliness (79%), pubs/bars/nightclubs (72%) relative to small towns nationally. These answers are consistent with the portrayal of Stansted as a convenient local destination with a strong leisure offer.
- Stansted users were less overtly negative with the main concerns being about access to services (66%), car parking (66%), leisure facilities and cultural activities indicating recognition of the limitations of a small settlement.

CAR PARK QUALITY ASSESSMENT METHODOLOGY

It is important to appreciate that perceptions about the quality of the car parking experience start when a motorist decides to turn from a main road towards town and end when they arrive conveniently to their desired town centre venue. Such perceptions are particularly important for the infrequent or first-time visitor to a town.

For this stage, a rigorous assessment of parking accessibility has been undertaken for the main car parks in each town. Common weaknesses often identified by this approach include a lack of clarity about the journey to the car parks and the presentation of choices to visitors about the appropriateness of car parks relative to their needs. The hope is that this approach can lead to recommendations for important yet in-expensive improvements to car park quality and availability across the Uttlesford towns.

This work involved the application of the checklist (see below) of accessibility criteria as well as pictorial representation in images taken at 1 minute intervals during the journey from town edge to town centre. Each of the indicators was simply given a score of zero, one or two and each of the indicators were given an equal weighting.

Qualitative Parking Access Indicators	
i.	Clear directional signposting from main roads
ii.	Clear directional info about short/long-stay status
iii.	Info about suitability, e.g. shoppers/town centre, attractions
iv.	Real-time information about parking availability
v.	Visitor orientation information boards in car park
vi.	Effective traffic flow within car park
vii.	Well-defined exits and walkways from car park
viii.	Clear sightlines to and from car park to town centre and key attractions
ix.	Finger posts or similar to and from car park to town centre/attractions
x.	Clear choice of alternative routes to and from car park
Total	
Walking time to town centre key attractor(s)	

As part of this study across Uttlesford, surveys of car park access and signage were undertaken for two key car parks in each of the three settlements using a standardised approach. This analysis of car parking quality is especially important in relation to the infrequent visitor but also offers insights in relation to regular users and their habitual routes around the town.

The selected car parks were:

- **Saffron Walden:** Swan Meadow and The Common carks parks
- **Great Dunmow:** White Lane and Chequer's Lane car parks
- **Stansted:** Lower Street and Crafton Green

Summaries of the assessments for all six car parks assessed are tabulated overleaf.

Survey of Car Park Access and Signage: Swan Meadow, Saffron Walden

Qualitative Parking Access Indicators	Score	Comment	Photo
i. Clear directional signposting from main roads	1	Adequate signposting from B184 (Windmill Hill) heading south but inconsistent signage across town if approached from east along Thaxted and especially Radwinter Roads, e.g. position and angle of signs at junction of these two roads. Many unfamiliar motorists are unlikely to be provided with sufficient clarity and confidence to head around and out of town before looping back to Swan Meadow.	
ii. Clear directional info about short/long-stay status	0	No information on signposts approaching from north or south about long-stay status of Swan Meadow Car Park.	
iii. Info about suitability, e.g. shoppers/town centre, attractions	0	One sign on Windmill Hill includes symbols showing castle, museum and information point but unclear if Swan Meadow is a good option for accessing town centre.	
iv. Real-time information about parking availability	0	Not available	
v. Visitor orientation information boards in car park	1	Town Trail leaflet mounted on notice board alongside path leading from car park gives good sense of town's heritage but lacks basic orientation information such as 'you are here' or label for Swan Meadow.	
vi. Effective traffic flow within car park	2	Yes good system where motorist is directed to nearest point to town centre first and then back through car park towards main exits.	

vii.	Well-defined exits and walkways from car park	2	Yes good footpath with waymarking signs directing pedestrians across car park towards route to town centre that confirm orientation.	
viii.	Clear sightlines to and from car park to town centre and key attractions	2	Very clear footpath and road leading to edge of town centre that even a first-time visitor will intuitively follow.	
ix.	Finger posts or similar to and from car park to town centre/attractions	2	Finger post directs pedestrian where path emerges on edge of town between car park, town centre and some key landmarks. Additional wall-mounted plaque also helps direct pedestrians back to car park and overcomes some levels of confusion noted in previous reports.	
x.	Clear choice of alternative routes to and from car park	1	Visitor can intuitively realize that different routes across town centre lead back to High Street and fingerpost pointing to car park but does require a willingness to explore unguided.	
Total		11/20		
Walking time to town centre		Swan Meadow to Market Place is 0.4miles or 10 minutes		

Summary: Swan Meadow car park is well-placed to serve visitors and shoppers seeking an extended dwell-time to experience the town's heritage and shops but the quality of the experience could be improved by clear signage and orientation information –especially on roads leading to the car park.

Survey of Car Park Access and Signage: The Common, Saffron Walden

Qualitative Parking Access Indicators	Score	Comment	Photo
i. Clear directional signposting from main roads	1	Whilst The Common car park is very prominent to motorists approaching from the east, especially along Ashdon Road, the signposting directs more to Swan Meadow. No signpost actually directing motorist in to car park though is very visible.	
ii. Clear directional info about short/long-stay status	0	Not surprisingly with status of car park unclear, signposts do not indicate whether The Common is short or long-stay.	
iii. Info about suitability, e.g. shoppers/ town centre, attractions	0	Icons on some signposts indicate car park is suitable for museum and information point but there is no reference to town centre.	
iv. Real-time information about parking availability	0	Not available	
v. Visitor orientation information boards in car park	1	Town Trail leaflet mounted on notice board by entrance to car park indicates the nearby tourist information office mentions the Common but lacks basic orientation information such as 'you are here'.	
vi. Effective traffic flow within car park	2	Yes simple loop linking entrance and exit	
vii. Well-defined exits and walkways from car park	2	Yes as very open and largely intuitive with access to town centre and across Common to visible play area.	

viii.	Clear sightlines to and from car park to town centre and key attractions	1	Route to town centre through Rose and Crown Walk is only partly intuitive from across the road. Common very obvious.	
ix.	Finger posts or similar to and from car park to town centre/attractions	2	Informative fingerpost at car park exit directs pedestrian to town centre and main attractions.	
x.	Clear choice of alternative routes to and from car park	1	Whilst car park can be accessed from walking loops within the town centre there are no signposts or clear waymarking material to indicate this and opportunity to access other shops is not evident.	
Total		10/20		
Walking time to town centre		The Common to Market Place is 0.1miles or 2 minutes		

Summary: The Common car park is very well-placed to provide convenient access the town centre and attractions as well as being a very attractive 'arrival point' for a visit to Saffron Walden. The quality of the parking experience could be improved by clear signage and orientation information –especially on roads leading to the car park.

Survey of Car Park Access and Signage: White Lane, Great Dunmow

Qualitative Parking Access Indicators	Score	Comment	Photo
i. Clear directional signposting from main roads	2	There is clear directional signposting from the High Street (B184) indicating the near-by short and long-stay parking.	
ii. Clear directional info about short/long-stay status	2		
iii. Info about suitability, e.g. shoppers/town centre, attractions	1	Symbols are shown on at least one sign to White Lane indicating proximity of museum, toilets, disabled parking and information point but the role of other car parks not as clear	
iv. Real-time information about parking availability	0	Not available	
v. Visitor orientation information boards in car park	2	Clear and attractive new town map is placed on main pedestrian exit from the car park with detail on landmarks though no 'you are here' indicator. Older version of town map is situated nearby.	
vi. Effective traffic flow within car park	2	This car park is easy to navigate by virtue largely of its small size.	

vii.	Well-defined exits and walkways from car park	2	Yes well-defined new walkway connects car park and High Street.	
viii.	Clear sightlines to and from car park to town centre and key attractions	1	Clear sightlines over short distance make navigation from car park very easy though slightly obscured by fence	
ix.	Finger posts or similar to and from car park to town centre/attractions	2	Finger post in place at edge of car park points to key landmarks including High Street.	
x.	Clear choice of alternative routes to and from car park	1	A little ambiguity about alternative route to High St via Community Information Centre/ Library.	
Total		14/20		
Walking time to town centre		White Lane is 0.1miles or 2 minutes from the High Street		
Summary: White Lane car park is very conveniently located close to the High Street and other amenities and connected by a purpose-designed walkway with good signage.				

Survey of Car Park Access and Signage: Chequer's Lane, Great Dunmow

Qualitative Parking Access Indicators		Score	Comment	Photo
i.	Clear directional signposting from main roads	2	There is clear directional signposting from the High Street (B184) indicating the near-by short stay parking in Chequer's Lane and alternative long-stay parking.	
ii.	Clear directional info about short/long-stay status	2		
iii.	Info about suitability, e.g. shoppers/ town centre, attractions	0	No information provided about the suitability of the car park	
iv.	Real-time information about parking availability	0	Not available.	
v.	Visitor orientation information boards in car park	0	No boards evident	
vi.	Effective traffic flow within car park	2	Effective traffic flow by virtue of small car park with separate entrance and exit.	
vii.	Well-defined exits and walkways from car park	1	Routes from car park a little convoluted though preferred option indicated by signposts	
viii.	Clear sightlines to and from car park to town centre and key attractions	1	Simple walk but sight lines not obvious.	
ix.	Finger posts or similar to	1	Finger posts evident on route via	

	and from car park to town centre/attractions		Angel Lane car park.	
x.	Clear choice of alternative routes to and from car park	0	Lack of clarity about option via Angel Lane for first-time of infrequent visitor.	
Total		9/20		
Walking time to town centre		0.2 miles or 5 minutes to Market Square.		
Summary: Chequer's Lane provides convenient town centre car parking but for the unfamiliar visitor this convenience could be made clearer by an overhaul of waymarking and signage.				

Survey of Car Park Access and Signage: Lower Street, Stansted

Qualitative Parking Access Indicators	Score	Comment	Photo
i. Clear directional signposting from main roads	1	The split layout of upper and lower Stansted makes it a challenging location to navigate for a newcomer to the town. This needs to be made clear in the signage through the village and in directing motorists to the appropriate car park and pedestrians away from them. Signposting for the Lower Street car park indicates Mountfichet Castle and oddly 'shopping precinct'. Its role as midweek additional station parking is not acknowledged and neither is reference made to shops and eateries in lower village.	
ii. Clear directional info about short/long-stay status	0		
iii. Info about suitability, e.g. shoppers/town centre, attractions	1		
iv. Real-time information about parking availability	0	Not available.	
v. Visitor orientation information boards in car park	0	Poor small map of village showing other Uttlesford settlements gives no sense of location of services and attractions.	
vi. Effective traffic flow within car park	0	Layout of car park currently disrupted by development work with no obvious walkway or sightlines drawing visitor to the village.	
vii. Well-defined exits and walkways from car park	1		
viii. Clear sightlines to and from car park to town	0		

	centre and key attractions		
ix.	Finger posts or similar to and from car park to town centre/attractions	0	Obvious signposting for Mounthfichet Castle holds visitors attention whilst there is only a single sign at entrance pointing vaguely to 'the library' and this that gives no sense of village attractions/services.	
x.	Clear choice of alternative routes to and from car park	0	There is only the one, long narrow entrance to the car park with no waymarking pointing to pedestrian options up Chapel Hill or along Lower Street.	
Total		3/20		
Walking time to town centre		0.3 miles & 6 minutes to Lower St; 1 mile & 15 minutes to Cambridge Road		
Summary: Lower Street is a functional car park that serves commuters and Castle visitors but it lacks any signage or orientation information that might encourage visitor to explore the village more widely.				

Survey of Car Park Access and Signage: Crafton Green, Stansted

Qualitative Parking Access Indicators	Score	Comment	Photo
i. Clear directional signposting from main roads	1	Crafton Green can serve an important function in providing accessible car park for 'upper' Stansted for both local shoppers and visitors but there is a lack of signage highlighting this or indicating nearby attractions/services	
ii. Clear directional info about short/long-stay status	0		
iii. Info about suitability, e.g. shoppers/town centre, attractions	1		
iv. Real-time information about parking availability	0	Not available	
v. Visitor orientation information boards in car park	0	None apparent.	
vi. Effective traffic flow within car park	0	Disrupted by development work and presence of marked, season ticket parking bays.	
vii. Well-defined exits and walkways from car park	1	Only one exit with footpath but not obvious sightlines. Long-term aim exists to connect to Cambridge Road with more obvious and direct pedestrian/vehicle access across development site –see also new link in Great Dunmow	
viii. Clear sightlines to and from car park to town	0		

	centre and key attractions		
ix.	Finger posts or similar to and from car park to town centre/attractions	0	Orientation not aided by waymarking to indicate Cambridge Road businesses or option of descending Chapel Hill. 
x.	Clear choice of alternative routes to and from car park	0	
Total		3//20	
Walking time to town centre		0.3 miles & 6 minutes to Cambridge Road; 0.8 miles & 12 minutes to Lower St	
Summary: Crafton Green is a small, functional car park which is hidden away from the visitor due to poor signage and ignored by local shopper because lack of direct link to Cambridge Road businesses.			

Section 3: Review of Wider Local Issues and National Research

ISSUES ARISING FROM EXISTING LOCAL KNOWLEDGE OF PARKING ISSUES

The results of previous surveys and research give some very useful indications of key issues but also highlight differences between the perceptions of town centre users and businesses.

Recent analysis conducted by the District Council includes the 2013 Report of the Car Parking Task Group to the Scrutiny Committee. As part of this analysis a Residents and Visitors Survey was undertaken and showed a high level of satisfaction with the convenience of the district's car parks and a good level of satisfaction with space availability and road access to the car parks. Local traffic congestion rated poorly and there was some concern about ticket prices. Under "potential improvements", additional parking spaces and more short stay ticket options and pay on exit ticketing were called for.

A Businesses Survey, contrary to the residents and visitors survey, indicated convenience of car parks, availability of spaces and signposting to/from car parks are perceived as the main issues from a business perspective. In common with residents and visitors, ticket prices and congestion were also considered to be issues. Under "potential improvements", the most popular suggestions were signposting, pay on exit and more short stay ticket options.

The interpretation of the surveys was that the District's short stay car parks (excepting Chequers Lane) are busy and fulfilling a local need for convenient parking near to town centres. Long-stay offers were not being particularly well taken up, although Stansted Mountfitchet's car parks perform better in this respect. Swan Meadow in Saffron Walden, as the largest car park in the District, was considered as under-performing. It was though, noted that Swan Meadow's profile would be likely to increase during the Waitrose development, and this could give an opportunity to capture some extra trade afterwards.

The overall conclusions of this report were that the District's short stay car parks are mostly busy and fulfilling a local need, whereas long-stay offers are not being particularly well taken-up. There was also recognition of the specific need to monitor and manage the impact on parking in Saffron Walden during the re-development of the Waitrose site. Specific recommendations dealt with adjustments to the tariffs and promotion to enable

more even occupancy rates across car parks in each of the towns and show an initial awareness of different customer needs.

Specific recommendations made to the Scrutiny Committee and Cabinet as a result of the surveys are summarized in the table below along with updates pertinent to this current research.

Working Group Recommendation 2013	Update 2015
i) Investigate 30-minutes free parking at all car parks except Swan Meadow during the 2014 tariff review – do not pursue free parking after 3.00pm as it could cause over-capacity at some car parks which are already busy.	Not introduced as rightly difficult to enforce. 30 minute tariffs of 40-50p are available in all car parks except Swan Meadows and these rates were frozen in 2014-15.
ii) Facilitate any shoppers' parking charge rebate scheme for Stansted Mountfitchet that may be set up by local business forums and retailers.	Not in operation in Stansted though Co-op refund plus 'low-key' Town Team refund in Great Dunmow. Ideally introduction of any such scheme should seek to 'level-out' peaks in demand.
iii) Discontinue the 4-hour tariff at The Common, as there is adequate space in Swan Meadow, and The Common functions well as a short stay car park.	4 (and 3) hour tariffs still available for The Common but only account for 6% of occupied spaces. There is a case to review this again based on low vacancy rates and importance given in surveys to convenience and availability.
iv) Delay any specific recommendations on Lower Street and Fairycroft until patterns of usage are known following redevelopment work.	Both merit careful monitoring and review as developments are completed and to ensure demand and supply are managed for benefit of different types of users.
v) Allocate specific areas for season ticket holders at Swan Meadow, but allowing pay and display to have the nearest spaces to the town.	Allocated spaces no longer evident on the ground. Need to determine if benefit is discount and/or guaranteed space as latter impacts on availability for other users -use of technology could assist with this.
vi) Monitor what happens to usage of Swan Meadow following the Waitrose extension and investigate whether there any	Opportunity for enhanced signage, pay on foot, attractive tariffs and rebate to

opportunities to build on any uplifted use.	boost use if necessary.
vii) Liaise with ECC Highways re display of "distance to/from and walking time to/from" information re Swan Meadow.	Some improvements with finger post and wall-mounted plaque but opportunities for enhancement remain (see assessment of access quality)/
viii) Review with NEPP the reliability and usability of tariff and sales data.	Reviewed and resolved.
ix) Better advertisement of free parking after 5.00pm, and encourage shops to open an hour later on at least one day per week.	Opportunity for passing traffic after work but reduced if on-street parking all occupied. Important for evening economy.
x) Implement "pay by phone" as soon as possible as an extra payment option.	Implemented but only modest take-up (see technology review for suggested improvements).
xi) Explore increased disabled space provision at The Rose and Crown in place of the less accessible disabled spaces at The Common.	Investigate
xii) The impact of proposed new developments on existing public car park capacity should be fully understood at the planning application stage. This impact should be quantified in transport assessments and traffic impact statements, with the proposed mitigation clearly set out if there would be a material impact.	Policy decision to be implemented by strategic planning with UD.
xiii) Better promotion by the District Council and Town/ Parish Councils of the airport parking hotline.	Some additional promotion and awareness.

Understanding Car Park Usage and Types

Types of Car Parks

Previous work began to identify different types of car parks in relation to customer needs after the Council's Task Group looked at the performance of each car park in 2012/13 using three indicators to gauge performance:

i) average number of pay and display tickets sold per space per day;

ii) average net pay and display income generated per space per day, and

iii) percentage of total available parking time sold.

From analysis of this data it was proposed that there are 3 general groupings of car parks across Uttlesford which can be labeled as follows:

i. **Short-term convenience shopper**: White Street, Angel Lane, New Street, Rose and Crown, The Common and Fairycroft Road. These are busy car parks displaying a quick turnover of parking spaces, a higher income generation per space and a higher percentage of total parking time sold.

ii. **Medium to long-term comparison shopper and worker:** Chequers Lane, Crafton Green and Swan Meadow. These are far less busy car parks with a slower turnover of parking spaces, a lower income generation per space and a lower percentage of total parking time sold.

iii. **Long-term commuter:** Lower Street falls into neither grouping, as its turnover of spaces is relatively slow, its income generation per space is relatively high and it has a medium percentage of total parking time sold.

Pay and Display Usage

Historic data from 2010 for Fairycroft Road and Swan Meadow car parks in Saffron Walden dates from September 2010 on a Friday and Saturday following the return to school. The counts showed that Fairycroft Road had sufficient capacity at all times on the Friday, peak occupancy being 241 spaces between 11.15 – 11.30am. On Saturday, its capacity of 294 spaces was exceeded from about 11.00am for about an hour when queuing for spaces would have resulted. On both days, Swan Meadow was at its busiest just before 1.00pm (298 spaces occupied), well within its 394 space capacity.

Uncorroborated counts for Crafton Green and Lower Street in Stansted indicate there was adequate pay and display capacity at Crafton Green at all times, with more than 50% of the pay and display spaces being vacant about 30% of the time. At Lower Street there were a number of days when pay and display was full or nearly full between 11.00am – 2.00pm.

Saffron Walden

Previous analysis indicated that The Common has the highest amount of parking time sold. The Common functions as a short stay car park, but is the only short stay car park in the District with a full range of tariffs (30 minutes, 1, 2, 3 and 4-hours), with just over 20% of all tickets sold being for the 2 longer periods. The 4-hour tariff represented only 6% of total sales in 2012. The previous interpretation at the time was that this does not indicate that

the 4-hour tariff has resulted in much of a decrease in the use of The Common as a short-term "turnaround" car park and that the high percentage of parking time sold indicates that the range of tariffs available, plus its location, best suits customer's needs. It was though noted that the purpose of the 4-hour tariff is unclear, especially as Swan Meadow has adequate capacity for long-stay.

Fairycroft's indicators are low particularly in relation to parking time sold. This was considered hard to explain but it was thought that this could be due to the large number of pay and display spaces available, relatively short stays and peak demand. About 58% of tickets sold at Fairycroft are for the 30-minute and 1-hour tariffs.

Whilst Swan Meadow is a long stay car park with a 10-hour tariff, the take-up of this tariff was only 12% of all tickets sold. Swan Meadow has an intermediate 6-hour tariff, the take-up of which was 8.2%.

Great Dunmow

White Street is the only long stay car park in Great Dunmow, but only 28.7% of ticket sales are for the 3-hour tariff or longer and only 4.9% are for the 5-hour tariff or longer. In effect, White Street operates as a short stay car park principally linked to the Co-Op which offers free parking for an hour via a redeemable voucher. The ticket sales data for Great Dunmow indicates that most people stay for less than an hour.

Chequers Lane did not seem to be a popular car park, perhaps because it is slightly more remote from the town centre than either Angel Lane or White Street, in spite of having the same short stay tariff bands.

Stansted Mountfichet

Lower Street in Stansted is also a long stay car park with an intermediate 6-hour and a 10-hour tariff. The take-up of these 2 tariffs is 12.2% and 20.4% respectively of all tickets sold, considerably higher than for either Crafton Green or Swan Meadow. This is reflected in the higher income / space /day generated at Lower Street. The conclusion was that Lower Street functions more as a long stay car park than either Crafton Green or Swan Meadow. Likely explanations were considered to be the lack of on-site parking for local employees and proximity to the railway station.

Stansted Mountfitchet has about 16 on-street free 30-minute or 1-hour parking bays on both sides of Cambridge Road outside the Tesco and Co-Op stores. These are co-located with the bus stop and loading bays and do restrict the carriageway. Local concerns have been expressed about the carriageway restrictions, vehicles pulling out on the wrong side of the road and the uncontrolled crossing of the road by shoppers.

Season Tickets

Season tickets can be bought for 6 months or a year at White Street and Chequers Lane car parks in Great Dunmow and at Swan Meadow.

Lower Street, Crafton Green and White Street have spaces marked for season ticket holders, (although NEPP has no policy on this). In these cases they are the spaces furthest from the shops, meaning that shoppers using the car parks should not have so far to carry

their shopping. At Swan Meadow, however, the 2 sections of car park closest to the town centre are customarily occupied by season ticket holders, but are not so reserved. It was considered that this may be deterring some shoppers from using the car park as they will have slightly further to walk as a result of the nearest spaces being occupied by season ticket holders. It was proposed that it would be worth considering whether marked season ticket spaces should be provided in Swan Meadow, perhaps in the second and third, or third and fourth bays from the entrance, so that pay and display customers can use those spaces nearest to the town centre.

CHANGING TOWN CENTRE SHOPPING DEMAND

Whilst projections of changing population levels indicate a 7.5% growth across Uttlesford in the five years to 2020, it is very difficult to predict the impact on demand for town centre shopping in the District's towns or to be confident that population rises will translate in to any increase in town centre use. As well as competing neighbouring towns, cities and shopping centres, retailers in Uttlesford's towns and villages will have to continue to respond to the ever-increasing challenges created by on-line retailing.

As the recent report, *The Changing Face of Retail* (BRC, May 2015), very eloquently states:

"The parameters of UK retail are changing, and are set to continue changing at an ever-increasing rate. The growth and adoption of digital and mobile technologies has brought about structural change in people's everyday lives, which has transformed the retail landscape forever….This transformation is taking place at an alarming rate and retailers are facing significant structural change. While some variables aren't new, for example, aging population, globalisation and resource scarcity, the impact on retail is still profound. Moreover, the impact of technology and consumer attitudes has proved to be an unpredictable additional challenge. It is this unpredictability and chaos which has the potential to cause significant change for high streets across the UK and is far more complex to understand."

The report goes on to note how during the last 10 years there has been a significant shift in shopping channels used by consumers with the proportion of spend in town centres having estimated to have fallen by 10% from 47% in 2004 to39% in 2014.

The report recognises that as the so-called digital native population grows, behavioural change in shopping habits is likely to accelerate over the next 5-10 years. Though the trend is likely to continue to take customers and spend away from town centres, it details how the interaction between the on-line and in-store retail experience can be quite complex with the potential for social media engagement and the use of geo-targeted ads to arrest or even reverse High Street decline.

Click and collect has supported significant growth in online sales as consumers can pick up their purchases when they want, where they want and on their terms. Research by Deloitte suggests that currently 35% of online shoppers in the UK are using click and collect services and this is expected to more than double by 2017. Some evidence suggests retail may even be moving towards "en route" shopping, supported by Smartphone usage and the demand for collection points strategically located in travel hubs such as underground stations, out-of-town retail complexes and easy-to reach town centres.

Either individually or even as part of town-based consortia, retailers will have growing opportunities to embrace the digital age to potentially give their High Street an advantage. This will involve keeping up with consumer behaviour, technology and managing data available through loyalty cards and social media.

At the same time, forecasts from the retail consultants Javelin suggest that the number of stores is likely to decease by around a third between 2010 and 2020. Similarly, surveyors Jones Lang La Salle have estimated that 50% of retail leases are due to expire in the next five years and predict that it's likely that a large proportion of these leases will not be renewed.

As this recent British Retail Consortium snapshot concludes:

"*With a likely growth in niche retailing, the proliferation of points of communication and sale, and the increased knowledge base that retailers will have on their customers, consumer insight will be essential to the development of successful business strategies. Consumers will continue to become ever more complex, and retailers will need to not only live with this reality, but embrace it as an opportunity. The best retailers and their partners will take advantage of this opportunity in the years ahead, and in doing so will deliver an enhanced experience to their customers.*"

What does all this mean for town centre usage and managing parking demand? Overall, the suggestion is that usage and demand will continue to dip where retail remains the main driver for town centre trips. As such, and with the long-term prospect of fuel scarcity and environmental concerns, most councils and their car park managers, can focus on being able to manage demand within existing capacity. Businesses and towns that embrace digital technology as part of the overall retail experience, are more likely to prosper through these changes. Parking and access routes to town centres are key determinants of the quality of the physical town centre experience. Technology has the potential to help increase awareness to improve this experience, enable cashless parking payment, be an active part of the wider promotion of town centres and contribute knowledge of consumer behaviour.

REVIEW OF PARKING TECHNOLOGY DEVELOPMENT

Existing Technology

Potential for 'Pay on Exit' Parking

Calls for the introduction of 'pay on exit' (aka pay-on-foot) parking in Saffron Walden seem to be currently being led by the business community. The Town Council also apparently backs such a move. The impetus for this probably comes from a desire to offer extended dwell times for customers in the town. There have not been similar calls elsewhere in the District and this makes sense because of the size and nature of use of the car parks elsewhere: In Great Dunmow the car parks are probably too small to justify the capital expenditure and in Stansted, the Lower Street Car Park is mostly used by commuters who have less of a need for flexible tariffs.

The advantages of 'pay on exit' parking relative to 'pay and display' are well documented and are summarised in the tables overleaf taken from a British Parking Association (BPA) practice note.

Debate about the introduction of new parking payment methods in Saffron Walden and more widely across Uttlesford needs to be extended to be inclusive of the requirements of all the key parking stakeholders within the town: Businesses, different customer groups and parking managers/the local authority. The debate needs to take account of different perspectives including even the uncomfortable case for managing car parking to curtail dwell times at busy periods because other potential customers may be prevented from parking. The debate needs to be informed by practical considerations such as car park layout, arrangements for collection and enforcement of payments and the potential for advances in technology. More than anything though, the debate needs to be customer-focused; including understanding the needs and perceptions of potential customers who currently do not make full use the town.

Applying existing guidance on 'pay on exit' there appears to be a mixture of negative and positive points that can inform the debate and determine where and how it might be applied within the town. Key points appear to be:

Customer focused: Pay on exit meets flexible requirements of comparison shoppers likely to dwell in the town for 2-4 hours and for this reason might best be directed to park in Swan Meadow.

CAR PARK FEATURES WHICH FAVOUR 'PAY ON FOOT'[1]

Car park feature	Payment system favoured	Reasons
High tariffs	Pay on Foot	Note reading, credit card reading and change giving facilities are needed.
Many busy hours/week	Pay on Foot	Higher takings make the more expensive Pay on Foot system easier to justify.
Many comparison shoppers	Pay on Foot	These users are not sure of visit duration and may dislike the prediction required by Pay & Display. User friendly tariff steps can reduce the difficulty of making such decisions.
Very busy car parks	Pay on Foot	1. Pay & Display generates more pedestrian movements within the car park. 2. Enforcement patrolling requires more resource with high vehicle turnover.
Complex tariffs	Pay on Foot	1. More difficult for parker to decide ticket value in advance. 2. Machine calculates what has to be paid from data on the machine readable ticket.
High use by season pass card holders	Pay on Foot	Use of Season passcards is controlled by use of entry and exit barriers and management have full information on use of passcards as all entries and exits are recorded.
Controlled environment	Pay on Foot	1. All users pay the correct amount; barriers control vehicle movements precisely. 2. Less pay points to monitor by CCTV and to collect cash from.

CAR PARK FEATURES WHICH FAVOUR 'PAY AND DISPLAY'

Car park feature	Payment system favoured	Reasons
Small size (< 100sp)	Pay & Display	Cheap to install and operate - no space consuming entry and exit lanes.
Low tariffs	Pay & Display	Limited need for note reading and change giving facilities which are not generally available on P & D.
Simple tariffs with few steps	Pay & Display	Relatively easy for parkers to decide which tariff ticket to purchase
High use by season permit holders	Pay & Display	Season permits are displayed and enforcement patrols must monitor this which is quite compatible with monitoring P & D tickets. Also entry and exitbarriers can be an irritation to permit holders.
Few busy hours/week	Pay & Display	Relatively low takings make the more expensive Pay on Foot system hard to justify — limited staffing needed.
Many regular users with defined reasons to use car park	Pay & Display	These users tend to know their intended visit duration with some accuracy and come equipped with the correct coinage to pay the required tariff.
Many return pedestrian routes to the car park	Pay & Display	Proper coverage of these routes with sufficient Pay on Foot pay stations is expensive. With P & D the return route is irrelevant to the payment process.
Limited lane capacity at entry and exit	Pay & Display	Taking a ticket at entry and inserting it at exit reduces traffic flows to about 40% of the unfettered flow rate available for P & D — this may mean serious queuing problems unless extra entry & exit lanes can be provided.
Few parking staff available	Pay & Display	There are no barriers to lock people into the car park if there is a system failure — the system continues to operate without staff present.

[1] Taken from British Parking Association, 2004. Parking Practice Note: Pay on Foot or Pay and Display –A Comparison

Busy, big and expensive: Pay on exit provides most advantages if used for large car parks where there is a high turnover of spaces and perhaps the need for payment with notes. This also justifies the higher capital cost for the system. Whilst these factors make it less appropriate for Saffron Walden car parks they do not rule it out.

Season tickets: Pay on exit requires a season ticket card to be read by barriers but then offers detailed monitoring and more flexibility including discounts based on frequency of use. This would provide an opportunity to revise Saffron Walden season ticket provision and discount any perceived need for reserved parking bays. Queuing at barriers may be a minor irritation to season ticket holders.

Car park layout: Pay-on exit ideally requires a double entry and exit lane with room to queue off-road. It is also best used where there is a single or limited pedestrian exits where payment machines can be located. Swan Meadow could be readily adapted but Fairycroft will require careful and quick re-design during redevelopment.

Enforcement: There is a trade-off in the staffing needed for enforcement of pay on exit parking between need for reduced inspection of tickets with the need to have someone on-hand to help with machine or barrier problems. It is also ideal to have one system operating across all town car parks but pay on exit is not best applied in small car parks like the Rose and Crown or even The Common. A previous UDC report also indicated that NEPP would not manage a pay on exit scheme and the reasons for this need to be investigated further.

Evolving Payment Methods

With digital technology seemingly advancing at an ever-increasing rate and payment methods and shopping habits evolving as a result, it is important to embrace the opportunities provided to simplify parking provision and invest in 'future-proofed' technology. According to debate that the People and Places Partnership helped lead at the British Parking Summit in 2014, cashless payment for parking with flexible tariffs that meet customer needs and the potential for seamless cash-back from retailers could be widely available in a few years' time.

Mobile parking payments are already making life more convenient for users by increasing the potential for dwell time as the duration of stay can be extended without the need for the motorist to return to the vehicle. This is evidenced by the introduction of the MiPermit scheme in Uttlesford which enables payment by mobile phone and remote extension of parking duration. For operators, mobile parking payments reduce the need to collect and transport cash.

To help determine the longer-term potential for the further development of MiPermit, alternative mobile payments or other technology, there are a number of issues to be

carefully considered first[2]. There will be software development and marketing costs that must be taken into account and who will pay them. Is the expected return on investment going to be enough to justify the initial investment? Secondly, mobile payments become less attractive if an operator does not have complete coverage across a town centre or neighbouring settlements, undermining the ability to guarantee motorists a hassle-free experience wherever they park. Finally, consideration must be given to the take up of mobile technology amongst customers. Although most people in the UK own a mobile phone, this does not extend to everyone and there is a difference to be drawn between a smart phone and other phones. There needs to be a decision made on whether a mobile parking payment system will only cater for smart phones or will be compatible with other phones and furthermore, whether alternative payment methods will exist alongside this.

It is not just mobile payments that can transform how we pay for parking: The use of CCTV technology is growing ever more sophisticated and can be utilised effectively, avoiding the weaknesses of pay-and-display which cuts dwell time and a barrier operated pay-on-exit system which can cause congestion at key times. Payment terminals have also evolved beyond recognition. Old machines promoting rigid parking tariffs that only accept coins have given way to colour touch screen, smart portals that give customers payment options that are convenient to them. These portals can double up as digital information terminals and promote up-to-date special offers and promotions by local businesses.

MiPermit 'Pay by Phone'

When the introduction of pay on exit and new technology was previously discussed by UDC, the decision was taken to introduce the option of 'pay by phone' using the established MiPermit system. This system operates very effectively by asking customers to register their details over the phone or via a smart phone app and offers the opportunity for payment to made by SMS text, app, on-line or over the phone. It offers the following advantages:

- Offers customer cashless payment option and reduces need to empty cash from machines
- Provides opportunity for flexible parking durations with option of SMS reminder when parking is due to expire
- Requires no capital investment in new machines or changes to car park layout
- Is 'future proofed' to the extent that advancements can be made by upgrades to software/telephone system and approach uses cashless/smart phone approach. Within contract restrictions, UDC is not bound in to a potentially obsolete.

Figures for MiPermit usage in October 2014 indicate modest take-up of the scheme to-date as a proportion of overall paring usage with it accounting for an average of only 1.9% of car park sales across the District. Take-up does vary between car parks with highest usage in

[2] Future High Street Forum, 2014. *Practical Parking Solutions* - A working paper prepared by ATCM and People and Places Director, Chris Wade in association with the British Parking Association.

Lower Street, Stansted (5.57%); Swan Meadow, Saffron Walden (2.57%) and Angel Lane, Great Dunmow (2.28%). The higher figures for the first two car parks might be accounted for by their long-stay nature suitable for regular use by commuters. In contrast, lowest usage is shown for Fairycroft, Saffron Walden (0.44%); Crafton Green, Stansted and Chequers Lane, Great Dunmow.

Further monitoring is needed to review ongoing take-up of the scheme and variations between car parks. It is also important to further understand the benefits perceived by different types of customer groups. Such mobile phone and web-based technology may appeal less to older age groups who form an important part of Saffron Walden customer base. Such systems will have less appeal to infrequent visitors to a town unless the MiPermit or other alternative software is widely used.

There are also opportunities to better promote the MiPermit scheme; Bury St Edmunds, for example uses colourful banners on car park lampposts. Marketing in a way that better resonates with customers might include the flexibility offered and the ease and speed of using it. MiPermit has a number of features that already make it easier to use than other comparable pay-by-phone systems including the 'call back text' system and downloadable app. Further streamlining of the registration and payment process could make it less 'clunky' and ideally quicker than payment by cash. Innovations might include the use of QR codes to download apps and identify car park locations together with improved, free wifi within participating car parks.

Better promotion can include chances to work with retailers so that they can help promote the schemes flexibility for customers. It is already possible, for example, for a shrewd retailer to offer to extend a customer's parking duration if told the vehicle registration number and such an approach could be developed, extended and promoted to help increase customer loyalty. This might include building-up parking credits for future visits.

Payment by phone -especially with easy to operate Smartphone apps- arguably provides more flexible and 'future-proofed' technology than investment in expensive capital equipment. Advancements and updates can be made simply by software updates and the approach offers the opportunity to keep pace with wider technological innovation and customer trends. Smartphone ownership grew by 10% in 2014 and 61% of UK adults now own one whilst 57% use their handset to access the internet[3]. With Smartphone ownership and levels set to increase, MiPermit or similar schemes have the potential to be used by a significant number of Smartphone savvy customers if its application is further simplified and promoted in a way that resonates with customers.

[3] Ofcom, 2014. *Facts and Figures 2014*. Available at http://media.ofcom.org.uk/facts/

Automatic Number Plate Recognition (ANPR)

Alongside evolving payment methods, there are various new and traditional ways that they can be enforced. The newest of these is ANPR.[4] The principles for ANPR are as follows:

- CCTV style cameras are placed at the entrance and exit to a car park.
- Timed photographs are taken of the vehicle itself entering and leaving the car park, and also close ups of the vehicle's number plate.
- The duration of the stay of the vehicle is calculated from the times registered on the two sets of photographs.
- If a vehicle has exceeded the duration of stay either mentioned on the parking ticket or on car park signage (e.g. 'Maximum 2 hour stay for customers only'), then the driver of the vehicle will be required to pay an excess parking charge (which will also be mentioned in the car park's signage).
- If a driver does contravene any of the terms and conditions laid out in the signage, they should be aware that they will not receive a ticket at the car park site. Using the vehicle's registration number, the operator will access the DVLA's Vehicle Keepers' details and send a charge certificate to the keeper of the vehicle.

As with all new technology, there are issues associated with its use:

- Repeat users of a car park inside a 24 hour period sometimes find that their first entry is paired with their last exit, resulting in an 'overstay'. Operators are becoming aware of this and should now be checking all ANPR transactions to ensure that this does not occur.
- Some 'drive in/drive out' motorists that have activated the system receive a charge certificate even though they have not parked or taken a ticket. Reputable operators tend not to uphold charge certificates issued in this manner (unless advised differently by the landowner/landlord), but operators should also now be factoring in a small 'grace period' to allow a driver time either to find a parking space (and to leave if there is not one) or make a decision whether the tariff is appropriate for their use or not. This 'grace period is however at the discretion of the landlord/landowner and will also vary in duration, dependent on the size/layout/circumstances of the car park.

[4] British Parking Association (web site, 2015). Public Advice: Automatic Number Plate Recognition (ANPR)

AUTOMATIC NUMBER PLATE RECOGNITION IN MAIDENHEAD

The Nicholson Centre multi-storey car park is located on Broadway in Maidenhead town centre and is associated with the Nicholson shopping centre, although the car park is operated by the Council. The entrance to the car park is off Broadway which is a busy one way street within the town centre.

The car park, adjacent to the shopping centre, was originally fitted with a pay-on-foot system (utilising a barrier) that was well suited to the size and location of the car park. The pay-on-foot system was favoured by the shopping centre management as their customers using the car park did not need to "clock watch" as they would if a pay-and-display system was in operation. The disadvantage of the barrier solution was, that due to the design of the entrance lanes, it is only possible for two or three vehicles to be queuing at the barrier. At peak times on Saturday's, the queues would regularly back up on to Broadway, which in turn very quickly backed up to the main inner ring road causing significant congestion in the town centre.

After a number of years, the Council decided that this had to be resolved, and so decided to remove the pay-on-foot system in favour of pay-and-display machines. This meant no more queuing to enter the car park and immediately resolved congestion issues at peak times. However, shopping centre management started to see a decline in visitor numbers and shorter stay durations, which was attributed to the new pay-and-display system.

After a campaign in the local papers and increasing pressure from town centre groups, the council agreed to investigate alternative solutions to the "traditional" parking systems.

<u>CCTV Solution</u>

In 2012 the Council installed ParkREG, an automatic number plate recognition system (ANPR). ParkREG uses ANPR camera's at the entry and exit lanes to capture vehicle movements as they enter and leave the site. Payments are made via ten terminals installed throughout the car park with colour touch screens using coin and card payments. The ParkREG system operates in the same way as pay-on-foot i.e. the user pays when they are ready to leave, meaning that customers do not have decide how long they are going to stay when they arrive. As there are no barriers at the entry and exits, traffic can flow in and out of the site unhindered.

The use of modern ANPR technology has allowed the Council to deploy a parking system that addresses the congestion issue associated with the barrier operated system and balances the needs of the shopping centre and town centre businesses in a difficult economic climate.

In neighbouring Wycombe District a similar system has been installed but offers the advantage pre-payment on account with funds automatically deducted when parking is used. This provides added convenience by avoiding the need to use the ticket machine and the fiddly operation of verifying photographs of number plates.

The implications of new legislation limiting the use of CCTV in parking enforcement still need to be fully understood in relation to ANPR and People and Places are in discussion with the British Parking Association about this. One concern is that stricter rules in relation to on-street enforcement, may limit the application of ANPR to car parks if, as in the case of NEPP, both are managed by the same agency.

The case study overleaf outlines the application of ANPR technology in Maidenhead relative to other traditional enforcement methods as well as referencing a new scheme in Wycombe that combines ANPR with Smartphone technology.

Lessons for Future Application of Technology in Uttlesford

This overview of the application and future development of parking technology is intended to inform local debate in Uttlesford. It is important that such debate takes a broad perspective of potential technology and the requirements of different stakeholder groups including businesses, customer types, car park managers and councils. Key points that emerge from this review and can be used pointedly to better inform local discussions and decisions about parking payment technology appear to be:

- 'Pay-on-exit' is technically achievable in the larger car parks in the District and while offering some greater flexibility for customers in terms of durations of stay, it involves significant capital investment and is not ideally suited to the layout, some wider customer needs or the management of the car parks.
- New innovations such as Automatic Number Plate Recognition (ANPR) are in the early days of wider trialing and appear to offer some benefits in terms of parking enforcement. The key to ANPR's wider future application seems to involve determining the payment technology that it is linked to.
- Although take-up to date of the MiPermit pay by phone scheme has been very modest in Uttlesford, such approaches do not require capital investment and have the potential to evolve with technology and meet customer needs for flexible durations of stay and ease of payment. Wider take-up of such schemes will be depending on marketing development including more intuitive software and promotion including via the business community.

COMPARING PRICE

National Comparators

An on-line survey of parking costs in UK towns was undertaken by Action for Market Towns over the summer of 2013 and received data from over 200 towns. The suggestions from this survey about price bands for different town centre user groups and durations of parking can be summarised as:

- **'Pop and shop' parking** of up to an hour's duration is provided free in some car parks across nearly half of towns (45.5%), although this is town-wide in less than a

third of these (28.6%). Such parking is available for less than £1 in car parks in a further 40.5% of towns.

- **Medium-stay parking for shopping and visitor trips** is provided free in some car parks car parks across a third of towns (34%), although this is town-wide in around a fifth of towns. Charges in the range £2.01-£4 are common and apply in some car parks in a further 35.3% of towns.

- **Long-stay parking suitable for workers** is similarly provided free in some car parks in a third (32.6%) of towns and town-wide in around a fifth of towns. Charges in nearly a further half of towns (48.1%) are spread fairly evenly across the range £2.01-£6 for at least some car parks.

Pay and Display Parking in Uttlesford

The Council operates 10 pay and display car parks in the District, 4 in Saffron Walden, 4 in Great Dunmow and 2 in Stansted Mountfitchet. A fifth car park in Saffron Walden at Catons Lane is free of charge. This car park is owned by Saffron Walden Town Council. The 11 car parks provide about 1,320 spaces, 720 of which are short stay and 600 are long stay. Day-to-day management and operation of the 10 pay and display car parks is carried out on the Council's behalf by the North Essex Parking Partnership (NEPP) based in Colchester.

On-street pay and display is only available in Saffron Walden in Abbey Lane, Castle Street, East Street, Gold Street and Museum Street. Stays are limited to 1 hour. Free parking for 30 minutes is available in the Market Square in Saffron Walden, Lower Street and London Road in Stansted. Other locations such as the High Street and Ashdon Road provide free parking for up to 2 hours.

Pay and Display Tariffs

The table overleaf details the full range of parking fees for all pay and display car parks across Uttlesford.

The range of tariffs in relation to different customer needs can be summarised as:

- **'Pop and shop' parking** of up to an hour's duration is provided at £0.50 per half hour or £0.70 per hour in Saffron Walden car parks and £0.40 and £0.60 respectively in the other two towns. This is within the expected range from national Benchmarking for the 40% of towns that charge for such quick turnaround parking. On street pay and display is available only in Saffron Walden for £0.40 per hour.
- Obvious anomalies in these tariffs are the difference between the on-street and car parks rates with the opportunity to change the on-street rate to help increase the turn-over of spaces. Radically this could involve the creation of a single £0.50 for 30 minutes tariff and include the Market Square.

- **Medium-stay parking for shopping and visitor trips** of up to 4 hours is provided for £0.75 per hour at the Common and for £0.50 per hour in Swan Meadow. There isn't a 4 hour tariff at Lower Street and Crafton Green, Stansted but using a longer tariff,

4 hours would cost £0.60 or £0.75 per hour respectively. These tariffs are comparable with charges in the range £0.50-£1 that apply in some car parks in over 35 % of towns.

There are not obvious anomalies with these tariffs beyond the inflexible durations for parking outlined above. The cheaper rate for Swan Meadow compared to The Common is a normal incentive to use a more distant car park though with a difference of only £0.25 per hour the latter is still like to be most customers' first choice. As discussed in previous reports, a more radical alternative would be to limit the duration of parking at the Common to three or even two hours. Any such changes in rates and duration should bring it in-line with rates for a re-opened Fairycroft car park and so help balance any usage patterns between these two similarly located car parks and the more remote Swan Meadow.

	30 minutes	1 hour	2 hours	3 hours	4 hours	5 hours	6 hours	10 hours
Saffron Walden								
On-street		£0.40						
Fairycroft	£0.50	£0.70	£1.20	£2.00				
Common	£0.50	£0.70	£1.20	£2.00	£3.00			
Rose and Crown	£0.50	£0.70	£1.20					
Swan Meadow		£0.70	£1.20		£2.00		£2.50	£3.50
Stansted								
Lower Street	£0.40	£0.60		£1.20			£2.40	£4.00
Crafton Green	£0.40	£0.60		£1.20				£3.00
Great Dunmow								
White Street	£0.40	£0.60		£1.20		£2.40		£3.50
New St. /Chequers St. & Angel Lane	£0.40	£0.60		£1.20				
Price range per hour	£0.80-£1.00	£0.40-£0.70	£0.60	£0.40-£0.66	£0.50-£0.75	£0.48	£0.40-£0.41	£0.35-£0.40

- **Long-stay parking suitable for workers** is similarly provided in Swan Meadow, Saffron Walden, Crafton Green and Lower Street in Stansted, White Street in Great Dunmow at a rate of £0.44 to £0.50 for eight hour duration. These charges are comparable with rates in nearly half of towns nationally (48%) that have an even spread across the range £0.25-£0.75 for at least some car parks.

  Annual season tickets can be bought for White Street and Chequers Lane car parks in Great Dunmow and at Swan Meadow for £300. At Swan Meadow, there are group discounts for companies. In Stansted annual season tickets are available at both Crafton Green and Lower Street at £250 for a commuter employed locally or at a £420 for a commuter employed elsewhere. Based on a working year of 210 days, this works out as an hourly rate of £0.18 or £0.15 for local workers in Saffron Walden/Great Dunmow or Stansted respectively.

  The only possible anomaly in this long-term parking provision stems from the apparent good value provided by season tickets along with the fact that allocated bays in the White Street and Lower Street car parks provide preferential treatment and at times result in unnecessarily, vacant parking bays. The reserved parking pays are marginally more distant from the town centre. In providing this good value offer that benefits local businesses, it needs to be clarified if the Council's intended objective is to provide discounted parking and/or preferential allocation of spaces. This distinction will influence how the scheme might be managed differently in future.

On-Street Parking Price

There is a limited amount of on-street car parking in the three Uttlesford settlements. Such short-stay 'pop and shop' parking in a busy town centre is prized for its convenience and would often be made available at a premium with limited durations and strict enforcement to ensure a turnover of spaces. In Saffron Walden such on-street parking is available as both standard rate pay and display of up to an hour and free, limited period parking of either 30 minutes or two hours. In Stansted and Great Dunmow it is available only as free, limited period parking for durations of 30 minutes, one hour or two hours depending on the location.

Whilst these rates represent good value relative to national benchmarks, there are a number of obvious anomalies in these tariffs that include:

- the disparity for Saffron Walden between the £0.40 rate for 1 hour on-street parking compared to £0.70 for off-street parking
- the availability in all towns of free on-street parking relative to the charged for off-street parking that is often in less central locations. This seems somewhat at odds with the rest of the parking strategy in the town centres that is aimed at managing usage by particular users, is probably difficult to enforce and does not appear to be creating sufficient churn. This is particularly the case with durations of over 30 minutes when purchasing a ticket is much less of an inconvenience relative to the

duration of the parking. Purchasing tickets or time using the MiPermit app will also help manage enforcement more easily.

- the availability of free or pay and display on-street parking close to the town centre for durations of more than one hour reduces the turnover of spaces. Whilst a convenience for the motorists occupying spaces, there will be other motorists who are unable to stop to pop and shop at nearby stores as a result of the lack of turnover of spaces.

Addressing any of these identified anomalies with on-street parking is likely to be a very controversial local issue especially as it is likely to be perceived and popularly portrayed as about the council raising revenue or penalizing town centre businesses and preventing convenient shopping. Any potential changes should be openly discussed with stakeholders and have a strong emphasis on improving parking management so that there are available spaces that better meet customers' needs.

Local Comparisons

The table below compares the range of prices, calculated as hourly equivalent rates, for different durations of parking in Uttlesford car parks compared to neighbouring towns. The range of hourly rates across Uttlesford is amongst the most consistent and, with the exception of the 30 minute rates, range from a minimum of £0.35 to £0.75.

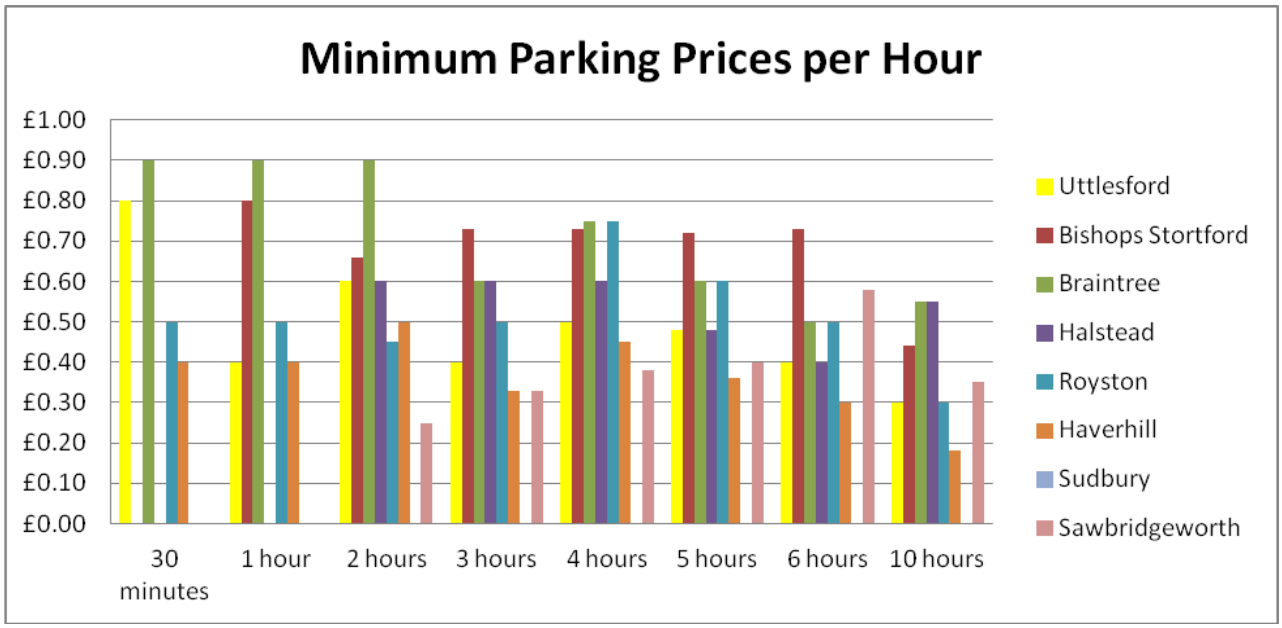
	30 minutes	1 hour	2 hours	3 hours	4 hours	5 hours	6 hours	10 hours
Uttlesford	£0.80-£1.00	£0.40-£0.70	£0.60	£0.40-£0.66	£0.50-£0.75	£0.48	£0.40-£0.41	£0.35-£0.40
Bishops Stortford	£0-0.80	£0.80	£0.66-£0.75	£0.73	£0.73	£0.72	£0.73	£0.44
Braintree	£0.90	£0.90	£0.90	£0.60	£0.75	£0.60	£0.50	£0.55
Halstead	£0	£0-£0.50	£0.60	£0.60	£0.60	£0.48	£0.40	£0.55
Royston	£0.50	£0.50	£0.45-£0.60	£0.50-£1.56	£0.75-£1.75	£0.60-£1.40	£0.50-£1.17	£0.30-£0.70
Haverhill	£0.40	£0.40	£0.50	£0.33	£0.45	£0.36	£0.30	£0.18
Sudbury	£0	£0	£0	£0	£0	£0	£0	£0
Sawbridgeworth	£0	£0	£0.25-£0.42	£0.33-£0.58	£0.38-£0.90	£0.40-£1.64	£0.58-£1.09	£0.35-£0.66

Parking Price Range per Hour for Uttlesford District and Neighbouring Towns

To aid comparison, the table below compares minimum parking prices for Uttlesford with neighbouring towns. The broad indication supports the national comparison that charges for Uttlesford are mid-range compared to neighbouring towns.

Several of the smaller towns in particular, offer free parking for the first 30 minutes or hour. Whilst such offers will encourage pop-and-shop parking in some ways, the fact that duration of stays under these tariffs are hard to monitor, could in other ways reduce the turnover and availability of spaces. The rate for half hour parking in Uttlesford is seemingly high compared to neighbouring towns and is similar to the one hour rate.

Decisions about charging for short duration for parking in town centres, need to take account of the importance of convenience and availability alongside cost. The evidence from the town centre user surveys across Uttlesford is that these considerations are very important. There may, however, be a case for reducing the cost of the 30 minute tariffs for Uttlesford, relative to the one hour rates.



Section 4: 'Between the Lines' Analysis of Parking Issues

PARKING QUALITY

Wayfinding

User perceptions about the quality of the car parking experience cover the whole journey from main road to town centre. Such perceptions are particularly important for the infrequent or first-time visitor to a town but can also influence the habitual use by local residents. This experience is influenced by signage directing motorists to appropriate car parks, orientation information within the car parks and waymarking and pedestrian linkages to the town centre. Benchmarks and recommendations given here are based on the earlier assessments of access and signage provision for two key car parks in each settlement.

Saffron Walden

Results for Swan Meadow and The Common car parks in Saffron Walden, indicated that the quality of car park accessibility was moderate compared to demanding national benchmarks. Weaknesses related mainly to the journey to the car parks and the presentation of choices to visitors about the appropriateness of car parks relative to their needs. Signposting through the town needs to more consistently direct the visitor arriving from different points of the compass and their needs to be more obvious clarity about the appropriate usage of the car parks. Orientation information for first-time visitors in particular could be improved to help them get the most out of their visit and circulate widely across the town. For the most part these issues could be readily resolved. Similar issues have already been in part acknowledged and acted upon in the existing studies for Uttlesford.

Great Dunmow

Results for White Lane and Chequer's Lane car parks in Great Dunmow show a different standard of waymarking between the two car parks. Usage of both car parks benefits from their compactness and close proximity to the High Street. Recent improvements including the re-design of pedestrian access from White Lane and associated orientation information and signage means this car park scores well against the challenging national standards. Greater clarity about the appropriate usage of the car park relative to other provision would be helpful. In contrast Chequer's' Lane car park lacks some of the same high standard of orientation information and does not benefit from such an obvious or well-

waymarked link to the High Street. This could be readily improved through more informative signage about usage and a new orientation board and waymarking signage for the Chequer's Lane car park.

Stansted

The split layout of upper and lower Stansted makes it a challenging location to navigate for a newcomer to the village. This needs to be made clear in the signage through the village that directs motorists to the appropriate car park and waymarking to direct pedestrians away from them. Lower Street is a functional car park that effectively provides additional mid-week provision for commuters and weekend parking in particular for visitors to Mountfichet Castle. Signage on approach about appropriate usage is unclear and there is no orientation information or waymarking from the car park that links it to shops and amenities in Lower Street or in the upper village via Chapel Hill. Similarly, the Crafton Green car park is reasonably well-placed to provide convenient access to shops and amenities in the upper village but road signage is unclear, orientation information lacking and onward waymarking for pedestrians weak. These weaknesses can be readily improved by the introduction of new signage that links into a wider understanding of the appeal of the village to visitors, appropriate usage of the car parks and potential long-term improvements in pedestrian access from Crafton Green that could be akin to enhancements of White Lane in Great Dunmow.

Safety and Security

Another proxy for the quality of car parks is the Park Mark® Safer Parking operated by the British Parking Association. This accreditation means that a car park has been vetted by the police and has measures in place to create a safe environment.

According to the Park Mark® web site, the only approved car parks in Uttlesford District are at the railway stations and airport. Customer feedback about safety for parking in all the settlements surveyed gives a very high positive satisfaction rate. Safety was rated as very positive by 98% of users surveyed in Saffron Walden, 100% in Great Dunmow and 100% in Stansted. At the same time, when asked which two factors most effects customers' choice of car park, 0% of users responded that safety was an influencing factor.

Whilst Park Mark® provides a useful checklist of safety requirements; this evidence suggests that measures to improve car park security are not a current priority.

Stakeholder Perceptions

The way that businesses and customers perceived positive/negative contribution of car parking to the town centre can be used as one proxy indicator of quality and often give pointers to necessary improvements.

Saffron Walden

For Saffron Walden, Benchmarking data indicated that car parking was perceived as a negative aspect of operating a business in the town centre by 63% of businesses surveyed while 28% considered it a positive. For customers, however, the proportions were reversed with 69% of town centre users being positive about parking whilst only 29% were negative. These proportions for Saffron Walden are comparable to national benchmarks of satisfaction with town centre car parking by businesses (39:53%) and customers (46:39%) but with a more exaggerated range and discrepancy between businesses and users.

Adding to the responses about perceptions of parking issues, businesses in Saffron Walden were positive about the quality of the parking environment (87%), convenience (68%) and safety (67%). The most negative views from businesses about car parking in the town centre related to the duration of stay (73%) followed by cost (61%). Ease of finding car parks and availability received an even response from businesses.

Qualitative responses from businesses about future priorities reflect earlier negative views about parking with a large number of comments. Whilst such a level of responses is not unusual, there are an unusually wide number of calls from businesses for the introduction of 'pay-on exit' parking. This suggests that it is pay-on exit is something already widely talked about within business networks.

When asked an open-ended question about what two improvements would most improve the town centre experience, town centre users for Saffron Walden gave a wide range of answers. There was a strong emphasis on further improving the retail mix and also a significant number of comments about the varied potential for parking improvements that included calls for free/cheaper parking, improved signage, more town centre parking spaces and improved payment methods.

The factors that most affected people's choice of parking were convenience (71%) and availability (53%). Contrary to feedback from businesses, duration of stay (29%) and cost (26%) were less significant influences on people's choices of car park.

The underlying messages from these survey findings are that town centre users are more positive about the town's car parking than businesses are. The factors that customers most value about parking are its convenience and availability and these issues should therefore be paramount considerations in determining any changes in management arrangements. Differing concerns from businesses including about method of parking payment and ease of finding car parks for new visitors need to be better understood and responded to through further dialogue on the basis of this research. These matters are also picked-up elsewhere in these recommendations.

Great Dunmow

For businesses in Great Dunmow, by far the most negative perception about being located in the town centre is car parking (79%), followed by competition from out-of-town shopping (61%) and the internet (48%).

Adding to the responses about perceptions of parking issues, businesses were positive about the quality of the parking environment (87%) and safety (84%). The most negative views from businesses about car parking in the town centre related to cost (75%) followed by the duration of stay (65%). Convenience and availability of parking received an even response from businesses.

Qualitative responses from businesses about future priorities reflect earlier negative views about parking with a large number of comments. Such a level of responses is not unusual including widespread calls for free or cheaper parking. There were a couple of pointed calls to re-locate the market back to the market square along with a limited number of calls to enhance the appearance of the town in different ways.

Great Dunmow town centre users are very positive about the town in general and even car parking, which nationally averages at a 46% positive response, gets a good reaction from 78% of those surveyed. Great Dunmow users were less overtly negative about the town centre with the main concerns being the market (50%), retail offer (38%) and cultural or leisure facilities (both 30%). Parking received markedly favourable levels of responses compared to similar-sized towns across the country.

When asked an open-ended question about what two improvements would most improve the town centre experience, users gave a wider range of answers than those given by businesses. There was a strong emphasis on further improving the retail mix by introducing a variety of specialist retailers. There were also a number of comments about suggested parking improvements that included mainly more and free parking alongside various specific points focused on improving local services or accessibility.

The factor that most affected people's choice of parking was by far convenience (71%), with cost (38%), duration (33%) and availability (27%) getting moderate levels of mention.

Key messages from this survey are that existing town centre users are broadly positive about parking in Great Dunmow compared to the businesses there and national benchmarks. The factor they appear to most value is convenience and this is well provided for in the town. Differing concerns from businesses should not be ignored but responded to through further dialogue on the basis of this research.

Stansted

The physical appearance of Stansted (76%) and potential for local customers (71%) are considered as very positive aspects for businesses being located in the village centres. In contrast, overwhelmingly the most negative perception about being located in the village centre is parking (88%) and other negative perceptions relate to competition from other places (35%), property costs (29%) and competition from the internet (29%).

Nearly half the people surveyed who were using the village centres walked (46%) and a further 42% travelled by car (57%). Despite the good service only 5% travelled by train and an even smaller proportion by bus (2%).

Stansted village centre users are very positive about safety (100%), ease of walking around town (95%), physical appearance (95%), convenience (91%), cafes/restaurants (88%), customer service (86%), transport links (81%), cleanliness (79%), and pubs/bars/nightclubs (72%) relative to small towns nationally. These answers are consistent with the portrayal of Stansted as a convenient local destination with a strong leisure offer.

Stansted users were less overtly negative with the main concerns being about access to services (66%), car parking (66%), leisure facilities and cultural activities indicating recognition of the limitations of a small settlement.

QUANTITY OF PARKING

Town-wide Provision

The availability of parking spaces meeting the needs of different types of customers has a critical impact on the user experience. The benchmarking process helps assesses this by providing data for occupancy for on and off-street parking on both busy and quieter days.

As part of this analysis of parking supply, it is important to keep a strong focus on the needs of different customers for town centre parking to ensure that these are being provided across a town. Key determinants of whether needs are best met for a particular group will be to understand the group's priorities and match these against factors such as convenience of location and availability of spaces. Duration of tariffs and cost can be used to manage the use of car parks by the different groups.

For the purpose of analysis here, it is helpful to consider the broad requirements of different user groups found nationally and consider how their needs are been met within a town and the corresponding quantity of parking and usage. These groups can be described as:

- **'Pop and shop' parking** of up to an hour's duration where convenient location and availability of spaces are paramount.
- **Medium-stay parking** for comparison shopping and visitor trips of up to 4 hours needs to be provided for suitable durations and be well signposted and can acceptably be located a pleasant 5-10 minute walk from the town centre.
- **Long-stay parking** suitable for local workers and commuters of around 8-10 hours duration is price sensitive because of its frequency despite being a captive market and can be peripherally located.

These represent variations on what previous reports for Uttlesford determined as parking for the short-term convenience shopper; medium to long-term comparison shopper and worker; and long-term commuter.

Saffron Walden

For Saffron Walden this identified a total of 989 car park spaces (704 excluding Fairycroft) for a town with a population of 15,210 (2011 Census).

Figures for Saffron Walden can be compared against a rule of thumb that 15% or more vacant spaces for car parks on a busy day represents a healthy balance of supply verses demand for parking provision. Vacancy rates for December and February Saturdays are at critical levels of 8% and 13% respectively, indicating that parking may be a limiting factor for town visits during these peak periods although there are extenuating circumstances: December Saturdays are the busiest time of the year for a town like Saffron Walden with gift and comparison shopping; in February the Fairycroft town centre parking was closed for development. Figures for a February mid-week market day (37%) are more manageable though within this there is an uneven distribution between different car parks and on-street parking.

Within these general figures for occupancy rates it is important to understand variations across the town: On-street parking, for example, is popular and at critical levels (3-6%) on all of the days surveyed. This is likely to lead to frustration and probably deter casual 'pop-and-shop' spending. New visitors should be encouraged to park in off-street car parks – preferably at Swan Meadow.

Off-street parking levels vary between the different locations. For Fairycroft there were 34 spaces available on the December Saturday whilst vacancy levels for The Common and Swan Meadows vary between 0- 1and 22-231 respectively over the survey period. This points to a need encourage different usage patterns between the main car parks in a normal period with usage of The Common car park especially heavy.

In Saffron Walden the range of short-stay (411) and medium/long-stay (388) are seemingly targeted at different users between suitability for 'pop and shop' and/or convenience shopping (on-street/Fairycroft/The Common) and 'visitors/comparison shoppers' (Swan Meadow). There are 120 spaces reserved for works season tickets in unspecified bays in Swan Meadow.

Availability of short-term parking and expectations of customers seeking to conveniently 'pop and shop' or to access town centre services seems under pressure in particular. There is better availability of medium-stay car parking across the town at competitive prices to meet the needs of a significant proportion of comparison shoppers and visitors. Variations in occupancy rates between car parks could cause some dissatisfaction at busy times and this is especially likely to be the case for infrequent visitors who do not have adequate local knowledge to locate the most appropriate car parks to their needs or find alternatives. Disparities in occupancy levels between short and long-stay parking have already been identified across Uttlesford and merit further investigation based on a better understanding of user types.

The overall picture that emerges for Saffron Walden is of a town where car parking availability is under pressure at peak times and in peak locations. Any new parking

management measures should primarily seek to manage these peaks and encourage a more even distribution of parking across the town. Proposals such as 'pay-on-exit' designed to increase the number of cars and/or durations of stays in an untargeted fashion would not necessarily be appropriate unless part of a wider and more refined response to manage peaks in parking usage.

Great Dunmow

Analysis of the car park provision and usage for Great Dunmow shows that there are 339 town centre car parking spaces across the town for a town with a population of 7,749 (2011, Census). These can be sub-divided in to off-street parking accounting for 82% of spaces and on-street parking accounting for 18% of the total spaces in the town. The proportions of on-street and off-street parking spaces is comparable to average figures for small towns in the UK.

Average, actual vacancy rates of 32-34% for Great Dunmow on the two Saturdays surveyed suggest that overall the availability of spaces is good at weekends, whereas pressure is greater on the mid-week market day with critically only 12% of spaces available.

Further analysis of the car parking vacancy rates reveals the following variations across the town: On-street parking is approaching critical levels (12-22%) on all of the days surveyed with only one or two spaces available on most of the streets. This is likely to lead to some frustration and may hamper casual 'pop-and-shop' spending.

Off-street parking percentages are fairly similar between the different locations but on average vary from 11-38% between the days with critical levels reached on market days when the Angel Street car park is occupied by stalls.

The presence of 66 permanently marked season ticket parking bays skews the percentages of vacancies shown because these spaces are not available for everybody to use. This is particularly important at weekends when 44-46 season tickets spaces were unused on the two Saturdays surveyed. The open use of these spaces on the December Saturday would have increased car park vacancies above critical levels.

In Great Dunmow there are a relatively high proportion of regular convenience shoppers who come to town for durations of up to 2 hours. The town centre car parks are conveniently located for such users allowing consideration to be given to introducing short tariffs for a limited number of on-street pop-and-shop parking spaces.

The overall picture that emerges for Great Dunmow is of a town where car parking availability is under pressure at peak times, especially on market days when Angel Lane is currently unavailable. On-street parking is popular on all days. The central locations for all off-street car parks provides convenient parking with little variation in occupancy levels or need to re-distribute occupancy between them. The presence of permanent season ticket bays provides good value, reassurance and convenience for local workers but reduces availability of spaces for others in a way that seems especially unnecessary at weekends. Any new parking management measures should primarily seek to increase the number of available parking spaces on market day by maintaining or increasing 'churn' especially for

on-street parking and reducing the number of unoccupied season ticket pays. Relocating the market from Angel Lane would also alleviate pressure.

Stansted

The survey shows that there are 241 car park spaces in Stansted for a village with a population of 5,530 (2011, Census). These can be subdivided in to off-street parking (88%) and on-street parking (12%).

Vacancy rates recorded for car parks are good on Saturdays and averaged over 70% even on the day of the Christmas Market when the Crafton Green Car Park was closed. Vacancy rates for off-street parking drop to 28% mid-week although this varies from 58% at Crafton Green to a critical 11% for the Station Car Park. Mid-week commuting appears to impact on the Lower Street car park though not to critical levels on the day surveyed. The additional summer impact of the opening of Mountfichet Castle would need to be surveyed later.

On-street parking vacancies reached a critical level (5% and 7%) on the Christmas Market Day for Cambridge Road and Lower Street despite their short-term nature. Levels were near critical on the mid-week day (18%).

The suggestion from the analysis here is that whilst there is an adequate spread of parking across Stansted, there are critical pinch-points including Cambridge Road on-street short-stay on busy weekends and the long-term Station Car Park mid-week. Commuter use of the Lower Street Car Park may impact on shoppers and Castle visitors at busy mid-week times. The Crafton Green Car Park appears under-utilised at most times despite what might normally be considered as a convenient location and tariff structure.

Any future marketing, promotions or events should aim to target times and locations where there is adequate parking –such as the Lower Street and Station car parks at weekends. Parking in Stansted needs to cater for the extremes of a high demand for pop-and-shop parking on Cambridge Road especially at weekends with a requirement for long-stay parking for rail commuters during the week. In addition it has the extra challenge of being a 'split-level' community. Future management of parking in the town needs to balance these demands with promotion and provision of short to medium-stay parking for comparison shoppers and customers of local eateries. Options for alleviating the issues include changing the balance in tariffs and parking duration between Cambridge Road and Crafton Green with strict enforcement; constructing a short-cut pedestrian link between the two; introducing a proportion of short-term tariffs (up to 4 hours) in the Lower Street Car Park.

On-Street Parking Across Uttlesford

There is a limited amount of on-street car parking in the three Uttlesford settlements. Such short-stay 'pop and shop' parking in a busy town centre is prized for its convenience and would often be made available at a premium with limited durations and strict enforcement to ensure a turnover of spaces. In Saffron Walden such on-street parking is available as both standard rate pay and display of up to an hour and free, limited period parking of either 30 minutes or two hours. In Stansted and Great Dunmow it is available only as free,

limited period parking for durations of 30 minutes, one hour or two hours depending on the location.

Whilst these rates represent good value relative to national benchmarks, there are a number of obvious anomalies in these tariffs that include:

- the disparity for Saffron Walden between the £0.40 rate for 1 hour on-street parking compared to £0.70 for off-street parking
- the availability in all towns of free on-street parking relative to the charged for off-street parking which seems somewhat at odds with a parking strategy aimed at managing usage by particular users, ensuring ease of enforcement and creating sufficient churn. This is particularly the case with durations of over 30 minutes when purchasing a ticket is relatively less of an inconvenience relative to the duration of the parking.
- the availability of free or pay and display on-street parking close to the town centre for durations of more than one hour reduces the turnover of spaces. Whilst a convenience for the motorists occupying spaces, there will be other motorists who are unable to stop to pop and shop at nearby stores as a result of the lack of turnover of spaces.

Addressing any of these identified anomalies with on-street parking is likely to be a very controversial local issue especially as it is likely to be perceived and popularly portrayed as about the council raising revenue or penalizing town centre businesses and preventing convenient shopping. Any potential changes should be openly discussed with stakeholders and have a strong emphasis on improving parking management so that there are available spaces that better meet customers' needs.

PARKING TARIFFS

Town-Wide Car Park Tariffs

In this context of matching parking provision with customer needs, cost of parking should be considered along with duration of tariffs as an important determinant of customer usage and satisfaction. It needs to be considered in the context of managing supply and demand for different customer types and their needs.

Analysis of the full range of parking tariffs for all pay and display car parks across Uttlesford can be compared against national benchmarks for different types of customers. The range of tariffs applied in Uttlesford can be assessed in relation to different customer needs to identify anomalies:

- **'Pop and shop' parking'**: Obvious anomalies for this range of tariffs are the difference between the on-street and car parks rates. This suggests there is an opportunity to change the on-street rate to help increase the turn-over of spaces. Radically this could involve the creation of a single £0.50 for 30 minutes tariff to

help manage the enforcement and churn of currently free parking in locations such as the Market Square, Saffron Walden or Cambridge Road, Stansted but is likely to be a controversial move.

- **Medium-stay parking for shopping and visitor trips**: There are not obvious anomalies with these tariffs beyond the rigid durations for parking outlined for the Stansted car parks for example. As discussed in previous reports, a radical approach would be to limit the duration of parking at the Common in Saffron Walden to three or even two hours. Any such changes in rates and duration should bring it in-line with rates for a re-opened Fairycroft car park and so help balance any usage patterns between these two similarly located car parks and the more remote Swan Meadow.

- **Long-stay parking suitable for workers:** The only anomaly in this long-term parking tariff stems from the apparent good value provided by season tickets along with the fact that allocated bays in the White Street, Great Dunmow and Lower Street, Stansted car parks provide preferential treatment and at times result in unnecessarily, vacant parking bays. In providing this good value offer that benefits local businesses, it needs to be clarified whether the benefit is intended to be discounted parking and/or preferential allocation of spaces.

On-Street Parking Tariffs

Pricing and duration of stay for on-street parking in a town centre is typically set to promote a greater turn-over of spaces. On-street parking is primarily aimed at satisfying the needs of short-stay pop-and shoppers though this is not consistently the case where there are either longer-durations available and/or free parking. The over-lap between town centre user and residential parking can also cause conflicts.

The rates for on-street parking in Uttlesford in part achieve a suitable turn-over of spaces and represent good value relative to national benchmarks but there are a number of obvious anomalies including:

- the lower rate in Saffron Walden for the 1 hour on-street parking compared to car parks
- the availability in all towns of free on-street parking relative to the charged for off-street parking that is often in less central locations.
- the availability of on-street parking close to the town centre for durations of more than one hour reduces the turnover of spaces.

Addressing any of these identified anomalies with on-street parking is likely to be a very controversial local issue and discussions with stakeholders should have a strong emphasis on improving parking management so that there are available spaces that better meet customers' needs.

Section 5: Next Steps and Draft Proposals

STAKEHOLDER ENGAGEMENT AND PARTNERSHIP

Part of the philosophy of this 'Between the Lines' approach to reviewing parking is to help objectively understand issues as a basis for developing local consensus between key stakeholders including businesses and car park managers. As part of this work here, People and Places are able to present initial findings to stakeholder meetings of businesses, community groups, Town Teams and council officials and members. These meetings can be valuable in testing analysis, developing a consensus on issues and building a joined-up approach to future delivery. The opportunities identified in this report provide a basis for town and District-wide consensuses to make practical improvements to parking provision.

Investing in Partnership

It is important for town centre parking providers and business owners use an understanding of 'connected value' to ensure that relatively modest parking charges and accessibility are not acting as a barrier to town centre visits, spend and business profitability.

Such connected value between customers, car park provision and business is already demonstrated in a very simple way by the car park charge cash back scheme operated by Waitrose in Saffron Walden, the Co-op in Great Dunmow and trials by traders in Great Dunmow to introduce a town-wider refund scheme.

Advances in technology coupled with good working relations between business stakeholders, town teams and Council car park managers, will provide a good basis for exploring more imaginative opportunities that provide mutual benefit. Involving stakeholders in the emerging thinking and creative solutions is much more likely to create a perception of progress and positive publicity. It is also more likely to lead to workable local solutions based on an understanding of local needs and opportunities. In all this it is important to keep to talking to and understanding the needs of different types of town centre customer.

This report has placed a strong emphasis on understanding and meeting the needs of the different customer groups who are using the District's town/village centres and car parks. It is important to build such thinking in to management decisions about parking taken through the District Council and NEPP as the appointed management company, e.g. including levels of customer satisfaction and service quality as part of any revised management agreement with NEPP. It is important to articulate how changes are being implemented to serve the needs of different groups based on evidence provided by

customer surveys and to routinely monitor customer views, e.g. regular 'pop-and-shop users will have very different parking needs to infrequent visitors. It is also important to present balanced proposals that are not vulnerable to criticism that they are simply driven by revenue generation and are seen to be investing in parking provision, e.g. if on-street parking prices are increased to generate greater turnover of spaces, discounts might be applied in under-used car parks to increase use.

Engagement with businesses provides an important opportunity to understand and influence their perceptions about town centre parking which typically will be more negative than those of town centre users. This is the case across Uttlesford where the average for the three settlements is a 77% negative view from businesses compared to only a 33% negative perception from users. This compares to a less extreme contrast nationally of 53:39% and is most marked in Great Dunmow where 79% of businesses are negative about parking compared to only 5% of town centre users. Often, negative business perceptions will be focused on one particular issue –such as congestion and lack of on-street parking spaces on Cambridge Road, Stansted – and perceptions can be quickly improved by moves to tackle such issues. Equally though, it is important to work with businesses to help them understand that expectations such as for 'more, free parking' are not only unrealistic but may be counter-productive in reducing the turnover of parking spaces and effectively preventing other users from conveniently accessing the town centre and its businesses. Where businesses point to a particular solution such as calls in Saffron Walden for a switch to 'pay on exit' parking, it is helpful to explore the outcome they are seeking to achieve and whether other options might better deliver this.

The practical proposals below embrace such an iterative approach and include specific suggestions for influencing parking patterns to benefit customers and businesses alike. These include proposals for positive changes in tariffs (duration and charges) and the flexible use of new parking technology to enable joint marketing with town teams and key businesses. To emphasise this approach to working in partnership through an understanding of 'connected value', additional overarching proposals are presented here:

- Presenting draft proposals to the town team and other business representatives in each community based on available evidence of parking use and customer satisfaction as well as a sophisticated understanding of likely impacts on different customer groups. Engagement in this way will help lead to better informed proposals and should also improve perceptions when measured through future surveys.
- Undertaking some car park management changes for a trial period with ongoing monitoring and feedback of impacts before determining if such approaches should be applied more widely or in the long-term.
- Including measures of customer satisfaction and quality for different user groups in to any renegotiated contract with NEPP or other providers such as MiPermit.
- Working closely with trader representatives in one pilot town and a technology provider such as MiPermit to develop a parking discount scheme that helps promote the town and more effective use of available parking in-lime with customer needs.

Stakeholder Feedback

This sections records and analyses all of the feedback received through a series of consultations launched in meetings with key stakeholder representatives over the summer of 2015. The comments that follow each feedback section, is now reflected in updated proposals.

Overall Approach

- Overall this is about making what we have more effective.
- This is a good report and a valuable step forward, though I believe some more work needs to be done before decisions are made that might be the wrong ones in some cases.
- The review essentially addresses the issues of how to "ration" car parking on busy days not how to increase footfall in the towns on quiet days which is a far more important matter.

Comment: These point reflect the importance given in this report to re-distributing parking between space (busy and quiet car parks) and time (different times of the week). This will need on-going monitoring and review to get it right by ensuring the correct new mix of 'carrots and sticks'.

Cross-Marketing and 'Connected Value'

- Car parking should be seen as part of the mix that makes a "trip to the shops" a compelling and attractive option. The competition is the internet.
- To help raise awareness of local businesses, can the notices in car parks contain a link to the Stansted Business Forum website? Can this also be extended to have links to the business forum on signage when entering the village?
- Is it normal that businesses seem to blame their business woes on car parking rather than their service offering?
- This paragraph warrants further discussion. Are we not doing more than promoting Stansted to fill up surplus car park capacity?

Comment: Parking is only a 'means to an end' –to allow access to the town centres. It is important to understand it in the context of the wider town centre offer and ensure it best meets customer needs by linking in with wider marketing.

Car Park Tariffs (Price and Duration of Stay)

- Some car park users would be prepared to pay a premium to ensure a parking space was available.
- Pricing regimes need to be modelled to consider both the effects on revenue and the effects on 'dwell time' by shoppers. Should the default in Swan Meadow be you pay for a minimum 2 1/2 hours to maximise dwell time?
- The imbalance between on and off street pricing needs addressing.
- Needs more flexibility on the length of stay i.e. parking for 3 hours (GD)

- Important to use “time bought” to change behaviour such as duration available at the Common.

Comment: Getting the right balance between parking cost and duration is key to balancing supply and demand through a turnover of parking spaces. In general the recommendations here seek to ensure the most rapid turnover in already busy central parking areas. Greater flexibility and incentives can be applied to more remote, quieter car parking locations to encourage usage.

Incentives

- Any incentives such as “free after 3pm” need to target changing peoples’ behaviour i.e. get more people to use Swan Meadow
- Unconvinced that cost per se is an issue and the data shows we are cheap compared to towns in other districts. We would be minded to favour selective price increases where that was tied to compensating (and publicised) promotional activity and/or dynamic pricing regimes.
- Town Council (Saffron Walden) would request that the “free after 3pm” continues into the New Year, allowing more shoppers to visit during the sale period and also at a time which is potentially quieter for a great number of retailers and traders. Could the “free after 3pm” therefore be extended until at least 31st January 2016?
- That the “Free after 3pm” parking should be a permanent feature of parking in town. It is known that this will be a trial parking scheme over the Christmas period and the Town Council (Saffron Walden) would like to see this as a permanent feature all year long.
- I really feel that the businesses in the town would really benefit from the first 30 minutes (minimum) of parking free. It would also be really helpful for people who just want to pop to one shop quickly especially the co-op. I would much rather grab something quickly in the co-op rather than have to trudge through Tesco (with the children in tow!) but it's just more convenient to go to Tesco because of the parking (GD).
- Another option could be a cheap rate after 3 o'clock like Braintree has introduced in George Yard.
- Emphasis on 'pop and shop'; why not consider system at, e.g., Halesworth (Suffolk) and Wymondham (Norfolk) which offers one hour of parking free, either stand alone or first hour prior to longer stay.

Comment: Incentives should be used to help change habits of regular town centre users to help redistribute usage between busy and quiet locations/periods. Incentives such as ‘Free after Three’ are simple to promote and work well if targeted to encourage uptake of parking in quiet locations and/or on quiet days. Incentives could also be used to encourage take-up of technology which in itself may enable more flexible and responsive incentives to be applied in future.

Technology

- MiPermit needs Wi-Fi or 3G/4G mobile networks to be available to work and assessment needed to see what the availability actually is.
- Arguably, ease of payment is a greater issue than pricing levels. Unconvinced that MiPermit is the 'best of class' solution, but if it is we need to work out means of increasing usage, especially amongst our older, richer demographic groups.
- In the longer-term there are issues about adoption of new technology and provision of extra spaces. It would be helpful if UDC could be an early adopter of a new and positive approach to parking as the driver of economic activity.
- The Town Council supports the principle of "Pay on Exit" car parks which it believes will encourage shoppers to stay longer. This has the clear benefit of meaning that people will pay for the parking time which they use and will not be restricted and potentially need to leave earlier than anticipated due to parking constraints. The Town Council believes that this would be a very positive change to parking in Saffron Walden and could be particularly beneficial in Swan Meadow Car Park.
- The Council believes that the current "MiPermit" system is complicated and if technology is to be further utilised it should be kept as simplistic and easy to use as possible. It is believed that the current technology may actively discourage some shoppers / visitors.
- MiPermit: use so far (2-3%) not great. Understand there is to be discussion on encouraging take-up. MiPermit site says can't use Windows or Blackberry phones. Told App is good. However system requires, I understand, user to register to use it - difficult for first-time visitors or foreigners? Also it requires good mobile reception and website up and responding quickly - these cannot be taken for granted. What measures available if there are technical problems? Can't assume all have smartphones; what's available for users or ordinary mobile phones - need publicised tel. no. to call or text. Would any discount schemes be available to users of both types of phone? Will cash machines remain for those who find them easier and quicker to use?
- Pay on Exit would be a good investment for Swan Meadow.
- Overpaying because no change is given is a problem.
- Promotion of MiPermit
- To what would you attribute the highest MiPermit take-up in Stansted?

Comment: There are lots of valid points here about determining the appropriate payment technology to install that add to the discussion points already reflected in the report. The choice is between evolving and flexible Smart Phone software and Pay of Exit hardware. The points here are right to reflect that MiPermit is a good but still slightly cumbersome system that can operate District-wide whilst Pay on Exit can only suitably be piloted in Swan Meadow. In the first instance there should be pressing discussions with NEPP and MiPermit to see how the selected technology can be made more user-friendly and how to build in flexibility such as business marketing and cash-back incentives in future.

Signage

- Signage for parking needs to be much clearer throughout town. Of particular concern is signage for the town centre when approaching from the south. A visitor

needs to drive through the town to find Swan Meadow car park and may believe that they are driving out of town. Signage for all car parks therefore needs to be much clearer with particular focus on Swan Meadow

- The drive along Pond Lane into Swan Meadow needs to be clearer to indicate that the entrance to the car park is at the end of the road. It is believed that drivers unfamiliar with the area have the potential to think they have taken a wrong turning as the entrance to the car park is not obvious and is not further signposted once you have entered Pond Lane.
- Improvements to signage
- Signage in Stansted has always been abysmal; UDC does little to manage Stansted's car parks to sign them, advise users when changes are taking place, etc. Your report should flag up that there is a gulf of service ownership between UDC and the NEPP.
- I wholly endorse the view that signage in Saffron Walden and Stansted does not enable visitors to find the best solutions.
- Really carefully-planned signage is extremely important. Note recent national feature on 'overloaded' signs, too much information at single location. Suggest private signs (e.g. to SW Golf Club) should not be attached to 'official' signs.

Comment: These are very valid points emphasising how improved signage to car parks and orientation information within them can readily improve the visitor experience –especially in Saffron Walden and Stansted.

Enforcement

- That enforcement in the town should be more vigorous. It is believed that enforcement generally in Saffron Walden and in particular the town centre is insufficient and should be patrolled more frequently.
- Aggressive policy on penalty ticketing needs attention (GD)

Comment: These points raise the need for consistent and balanced enforcement which is particularly important for the turn-over of busy town centre parking spaces.

Workers' Parking

- Town centre staff can't afford to park in the car parks (GD)
- Is the permit charge far too small, or does the individual usage fall far below 210 days, allowing demand to be met and costs to be kept low? Should there be a separation of season ticket and Pay & Display spaces to allow greater flexibility? (S)

Comment: This point reflect the need to be clear about the level of importance given to parking for town workers and a system with sufficient flexibility that unutilised spaces are not left empty for long periods daily and at weekends.

Loading Time

- Needs to be clear that if goods already purchased that it is allowed for anyone to park outside the shop and load heavy goods.

Comment: This is a very valid point and one that needs to be consistently accommodated by enforcement that enables legitimate usage of on-street parking for loading heavy goods and picking-up chiropractor patients etc.

Alternatives to Car Use

- Is it likely that access by rail and bus would exceed the low figure of 2%, or could the sample have been too small to be representative? Isn't it likely that most people who use public transport would go into Bishop's Stortford, where there is a much better offering?
- Consider a shuttle service along Park Lane to the High Street.

Comment: This alludes to a valid need to encourage pedestrian access, safe cycling routes, bike parks and easily accessible bus stops so that there are viable alternatives to car travel to ease congestion. Train travel to Stansted can be used for visits to the Castle combined with use of local cafes, restaurants and pubs.

Future Demand

- The additional housing might put the existing car parks under pressure.
- There seems to be no demand for future projections of usage, yet that is critical for planning future capacity.
- Is there any evidence that national patterns are being reflected in Stansted or has there been a shift to more convenience shopping that has more than offset previous demand

Comment: The indication from retail studies is that footfall in town centres will continue to steadily decline at a rate that is greater than housing growth. This does need careful monitoring the individual towns though through regular surveys. New housing should ideally be designed and located to encourage easy access to town centres other than by car.

Monitoring, Additional Surveys and Delivery of Recommendations

- Perhaps most importantly, we would hope to see a named officer taking responsibility for car parking as an issue with clear timetables for implementation and a robust reporting framework to monitor progress.
- Need to be able to measure the impact of any incentives such as footfall.
- A further town survey is required to include the impact of the new health centre on parking and the Lower Street car park (D)
- The survey should also be linked to the local Neighbourhood Plan (S).
- Improvements could be made quite soon to ensure clear signage for parking, business areas and car parks
- Need to survey people who don't use the town.
- I think the weekend surveying was a major distortion of the total picture.
- Did you acquire hard data on "percentage of total parking time sold"?

- Size of Survey: 51 replies to Business Confidence Questionnaire, 47 to Visitor Survey. How many businesses were approached and over what area? How were people selected to answer Visitor Survey?
- Carried out in Dec. (Christmas trade reflected), Jan. and Feb.; not summer when most visitors likely.
- What were methods of data collection - on line, face to face, etc.?

Comment: Data collection was undertaken in the winter on three representative 'busy' and 'quiet' days. All businesses were provided with a questionnaire and visited twice. A random sample of town centre users was questioned face-to-face. The data obtained provides a valid 'snap-shot' and indication of trends to enable evidenced-based decision-making. It is though important that parking usage and other indicators such as town centre footfall continue to be monitored using a consistent approach at different times of the year, as improvements are trialed and new developments and wider issues have an impact. Proposals could be developed for a 'dashboard' of quarterly indicators of car parking and town centre usage. This could be used alongside an annual business and town centre users' survey that will help set parking issues within a wider context and provide other useful lessons. Results from a 'parking survey' alone would be likely to provide skewed feedback.

Specific Locations

Swan Meadow Car Park, Saffron Walden

- Lighting of the route from Swan Meadow to the High St needs assessing as felt inadequate.
- Motorhomes & caravans can't currently stay beyond 6pm and this impacts night time economy plus there is no advice on the noticeboards as to how many tickets to purchase (i.e. if they park over two bays). What is needed is a review of the signage incorporating clear instructions for owners of Motorhomes and Camper Vans, indicating: What to do if the vehicle occupies more than one bay; Where to park after 6pm (if, for example, the MH owners want to eat out in town or attend a function); What to do if the vehicle exceeds the car park's specified unladen weight
- Swan Meadow should be signed as "town centre car park."
- Swan Meadow needs to be assessed for users with mobility issues.
- Consider a crossing point from Swan Meadow across High St.
- Swan Meadow close to town centre but still a short walk.
- Parking in Swan Meadow should be cheaper than the other car parks.
- Swan Meadow traffic calming bumps need to be made clearer.
- Potholes in the car park are a hazard.
- Spaces are too narrow for modern cars.
- The Common has three pay stations per 23 spaces but Swan Meadow has a much higher ratio. Also the signs indication where the pay stations are need to be much higher in Swan Meadow.
- Lack of toilets in Swan Meadow.

Comment: These are valid and constructive points from local town centre users. A mix of better signage, improved access, incentives, flexible tariffs and promotion of available spaces should be used to encourage greater use of this car park especially at 'off-peak' times. There needs to be a clearly communicated policy for motor homes incorporating a double charge if two bays used at peak times.

On-Street (Saffron Walden)

- Suggest considerably increased charges for Saffron Walden Market Place parking to discourage drivers from circling the site (up to 14 times) increasing levels of pollution, discouraging visitors, endangering pedestrians and holding up delivery vehicles.
- Should not be free parking in Catons Lane and at the top of the Common on Ashdon Road. Catons Lane should be a "drop off" point for school children attending St Mary's School.

Comment: These points raise particular local issues supporting the need to ensure the use of spaces to meet particular local needs. Reduced durations of stay is more likely to ensure a turnover of spaces in the Market Square. Purchase of tickets of use of enhanced MiPermit app will ease enforcement. Parking times could perhaps be restricted at beginning and end of the school day around St Mary's School

Cambridge Road and Lower Street, Stansted

- The short and medium-term issues regarding parking for Lower Street and Cambridge Road need to be aligned
- Tescos and the Co-op supermarkets and the issue of delivery schedules for Cambridge Road and the impact that current deliveries are having on local businesses, residents and traffic
- Reduce width of pavement on Cambridge Road; could we benefit from a widened carriageway outside Tesco for delivery vehicles?

Comment: These points reflect the importance f ensuring a swift turn-over of spaces by reduced durations of parking and consistent enforcement. Fixed delivery periods for lorries is a good suggestion.

Market Square, Great Dunmow

- More off-street short stay parking on Market Square is needed (GD)

Comment: This point seems to reflect similar ones made by several town centre users that short-stay 'pop-and-shop' needs to be available especially on Market Day. Car Parks in Great Dunmow are generally very conveniently located, though.

Crafton Green Car Park, Stansted

- Is the first reference to adequacy of Crafton Green Car Park? How can more representative data be collected?
- Do you have any way of assessing who will use the walkway most if the undeveloped site is developed with inadequate parking of its own, say a 15-space deficit? See 28 below.
- I am not convinced that Crafton Green is "a convenient location" for transitory shoppers. I think a pedestrian link will provide little benefit for shoppers, few of whom are like to drive to the car park even if they have a shorter walk to the shop. It may attract parkers from a redeveloped site behind Tesco if that redevelopment exceeds the sensible capacity of the site and there is an inbuilt parking deficit, as is the case with the latest proposal. The reference to a vehicular access on page 106, bullet v. probably provides a more practical solution. It would help if this were emphasised.

Comment: These points reflect the need for a two-phased approach: An immediate need to encourage greater use of this car park through signage, incentives, promotion of availability and guidance from traffic wardens in Cambridge Road; A longer-term opportunity to provide a more direct pedestrian link that will improve convenience. More detailed survey work could be undertaken ahead of any development of the site but the level of success for phase 1 will provide useful insights. The existing vehicular access from Cambridge Road via Chapel Hill needs much better signposting.

Lower Street Car Park, Stansted

- There has been no shopping precinct for 15 years!!!
- I am surprised that there is a reference to the library at Lower Street; not been there for 35 years!!
- In recent weeks the Lower St car park has been full or nearly full during random check. In penultimate paragraph you refer to Pay & Display being almost full. I believe it has been totally full.

Comment: These points emphasise the need to provide clear new signage to and from this car park as clearly the old ones are out-of-date. Additional recent exchanges about the usage of this car park raise concerns that it is already very busy and will become full when new development opens. This contradicts some of the survey information and data available from NEPP. In the light of this though, further on-going monitoring should be undertaken using a consistent approach and compared with indicative data from NEPP.

DETAILED PROPOSALS

WAYMARKING AND SIGNAGE

Saffron Walden

The quality of the visitor experience and the usage of parking spaces in Saffron Walden could be improved by clear signage and orientation information especially on roads leading to the car parks.

i. Provide consistent directional signage to the Swan Meadow, Common and re-opened Fairycroft car parks across town if approached from the east along Thaxted and especially Radwinter Roads, e.g. position and angle of signs at junction of these two roads. In particular, infrequent visitors need to be provided with sufficient clarity and confidence to head around and out of town before looping back to Swan Meadow.

ii. New signs should give an indication of the function and status of the different car parks, e.g. signs on Windmill Hill approaching from north and south should clearly indicate that the Swan Meadows car park is long-stay and provides access to the town centre.

iii. The Town Trail leaflets mounted on car park notice boards give a good sense of the town's heritage but needs to be modified to include basic orientation information such as 'you are here' label and car park names.

iv. Assess the need for improved lighting on parts of the connecting route between Swan Meadow and the town centre.

Great Dunmow

Car parking in Great Dunmow is very conveniently located for the town centre and this relatively easy to instinctively navigate to and from.

i. Whilst the White Lane car park is connected to the town centre by a purpose-designed walkway with good signage, the Chequer's Lane car park caters well for the local shopper but could be made more accommodating for the unfamiliar visitor through additional waymarking and signage, e.g. it's function for town centre shopping is not indicated on signs; an additional finger post could better indicate the town centre access 'loop' via Angel Lane and reinforce the obscured, more direct route and orientation panel could be added that features the new town map .

Stansted

The split layout of upper and lower Stansted makes it a challenging location to navigate for a newcomer to the town and this has to be overcome by appropriate terminology, clear signage through the village for motorists and additional orientation information for pedestrians

i. New signposting through the village should distinguish the convenience of the Lower Street car park for Mountfichet Castle alongside 'lower' village shops and services, whilst new signs directing motorists to the Crafton Green car park should indicate its convenience for local shops and services in the 'upper' village. Signs for both car parks should clearly indicate their long-stay (and potentially medium-stay) functions.

ii. New orientation panels and finger posts in and at the entrances of the Lower Street and Crafton Green car parks need to indicate pedestrian routes around the village and the location of shops, eateries and local services.

iii. A Long-term aim should be pursued to connect the Crafton Green Car Park to Cambridge Road businesses with more obvious and direct pedestrian/vehicle access across the current development site as achieved for White Lane in Great Dunmow.

CAR PARKING CAPACITY, DURATION AND COST

Saffron Walden-Car Parks

Understanding the user profile relative to other towns has an important bearing on understanding the customer parking needs for Saffron Walden. According to the research undertaken here, the town centre user profile for Saffron Walden is divided markedly between regular visitors who come to the town at least once a week and infrequent visitors who come to the Saffron Walden only once a month or less (31%). There was a fairly even spread across the reasons for visiting with comparison shopping (23%) featuring more markedly than for other similar-sized towns. A much higher proportion of town centre users (43%) were staying in the town for 2-4 hours and 40% said they would spend over £20 on their visit compared to 26% nationally.

Responses from town centre users indicated that the factors that most affected their choice of parking were convenience (71%) and availability of spaces (53%). Duration of stay (29%) and cost (26%) were less significant influences on users' choices of car park. In contrast, business were positive about the convenience (68%) of parking provision in the town, neutral about the ease of finding car parks or availability and most negative about the duration of stay (73%) followed by cost (61%).

Off-street Car Parks

The overall picture that emerges for Saffron Walden is of a town where availability of spaces in car parking is under pressure at peak times and in peak locations. Any new parking management measures should primarily seek to manage these peaks, encourage a more even distribution of parking across the town and better meet the needs of different customer groups in terms of convenience and availability of spaces.

i. Encouraging different usage patterns between the main car parks in a normal period including alleviating heavy use of the Common Car Park to provide 'pop and shop'; retaining spaces at the re-opened Fairycroft Car Park for 'convenience

shoppers' and increasing use of Swan Meadow as the principal parking location for 'visitors/comparison shoppers'.

ii. As discussed in previous reports, a controversial approach would be to limit the duration of parking at the Common to three or even two hours or increase the charges proportionally for longer durations. Any such changes in duration should bring it in-line with a re-opened Fairycroft Car Park and so help balance any usage patterns between these two similarly located car parks and the more remote Swan Meadow.

iii. Using a mix of better signage, improved access, incentives, flexible tariffs and promotion of available spaces to encourage the greater use of Swan Meadow especially at 'off-peak' times.

iv. Providing up to 120 spaces for season tickets holders in Swan Meadow in a way that does not impact on convenience or availability for other town centre users. This could be achieved by reserving spaces in the remoter bays only up until 10am on weekdays. This still provides discounted parking to aid local business employees whilst ensuring vacant spaces are made available for other users at busy times.

v. Managing availability (currently 8%) for peak times such as December Saturdays so it is not a limiting factor for town visits and spend. This will in part be improved by the proposals above but more creative or controversial arrangements may need to be introduced including flexible tariffs and discounted, off-peak parking in Swan Meadow to coincide with late night openings, Sunday trading or 'free after three' for off-peak times.

vi. Proposals such as 'pay-on-exit' parking designed to increase the number of cars and/or durations of stays in an untargeted fashion would not be appropriate at such times but the MiPermit scheme could perhaps be easily adapted to enable parking extensions for high spending customers.

vii. Create a clearly communicated policy for motor home parking in Swan Meadow incorporating a double charge if two bays are used at peak times.

On-street Parking

There is a need to facilitate a greater turn-over of on-street parking which is at critical levels (3-6%) on all days so casual 'pop-and-shop' spending is not limited. Short-stay, on-street 'pop and shop' parking in a busy town centre is prized for its convenience and would often be made available at a premium price with limited durations and strict enforcement to ensure a turnover of spaces. In Saffron Walden this is not the case and there are a number of obvious anomalies that need to be addressed through sensitive engagement with stakeholders to ensure that any changes improve parking management to better meet wider customers' needs. Proposals for consideration include:

viii. Limiting the availability of free on-street parking to those central locations such as the Market Square where the maximum duration of stay is 30 minutes. This will

increase churn and ensure ease of enforcement, whilst enabling the quickest, pop-and shop visits to still take place without the inconvenience of purchasing a ticket.

ix. Reducing or removing the availability on-street parking close to the town centre for durations of more than one hour. The intention being to increase the turnover and availability of spaces to enable customers to stop to pop and shop at nearby stores.

x. Correcting the disparity between the £0.40 rate for 1 hour on-street parking compared to £0.70 for off-street parking so that car park users are not penalized. More radically there could also be the introduction of an enforceable £0.50 for 30 minutes tariff that includes central locations such as the Market Square but this is likely to be very controversial.

xi. Encouraging infrequent visitors to park in off-street car parks -preferably at Swan Meadow- without running the gambit of negotiating the town centre road network or being restricted in the duration of their visit.

xii. Consider restricting parking times at beginning and end of the school day around St Mary's School.

Great Dunmow

The town centre users and business confidence survey for Great Dunmow helps put the impact of car parking on town centre traders within a wider perspective of issues affecting them. In Great Dunmow there are a relatively high proportion of older, regular convenience shoppers who come to town for durations of up to 2 hours. The town centre car parks are conveniently located for such users and received a positive response from 78% of those surveyed. Many of the visitors that travelled by car parked in White Street and many made mention of the parking fee refund offered by the Co-op. The factor that most affected people's choice of parking was by far convenience (71%), with cost (38%), duration (33%) and availability (27%) getting moderate levels of mention.

When asked an open-ended question about what two improvements would most improve the town centre experience, users gave a wide range of answers that included a moderate number about suggested parking improvements such as more and free parking.

Responses to the business confidence survey received in Great Dunmow covered a good cross-section of businesses with a higher proportion of retailers and local independent businesses. The fact that a slightly higher percentage of traders (25%) are pessimistic about probable profitability in 2015 means that they are likely to be justifiably sensitive to parking and other issues that they perceive as impacting on their performance.

The perceived potential for local customers (81%) stands out as the main positive factor for businesses being located in the town centre whilst car parking (79%) is by far the most negative perception about being located in Great Dunmow. Qualitative responses from businesses about future priorities reflect earlier negative views about parking with a large number of comments. Such a level of responses is not unusual including widespread calls for free or cheaper parking. When questioned in more detail about parking issues, businesses were positive about the quality of the parking environment (87%) and safety (84%). The most negative views from businesses about car parking in the town centre

related to cost (75%) followed by the duration of stay (65%). Convenience and availability of parking received an even-handed response from businesses.

The overall picture that emerges for Great Dunmow is of a town where car parking availability is under pressure at peak times, especially on market days when Angel Lane is currently unavailable. The distribution of available spaces is fairly even between car parks. Any new parking management measures should primarily seek to increase the number of available parking spaces on market day by maintaining or increasing 'churn' especially for on-street parking and reducing the number of unoccupied season ticket pays.

Off-street Car Parks

Proposals for increasing the availability of off-street and removing any anomalies in parking charges in Dunmow are:

i. Relocating the market away from Angel Lane car park so that the parking is available to alleviate pressure at this peak time.

ii. Introducing a £2 for 4 hours medium-stay tariff in the White Street Car Park so that there is greater flexibility for customers and the 'leap' in charges for staying over 3 hours is no longer effectively double the cost. This gives parity to tariffs elsewhere in the District.

iii. The presence of 66 permanently marked season ticket parking bays reduces parking availability because these spaces are not available for everybody to use. These spaces should be continue to be provided but in a way that impacts less on convenience or availability for other town centre users. This could be achieved by reserving spaces the spaces up until only 10am on weekdays. This would be particularly beneficial at weekends when 44-46 season tickets spaces were unused on the two Saturdays surveyed.

iv. The use of on-street parking for loading heavy goods and picking-up chiropractor patients etc. can be consistently accommodated by enforcement that enables such legitimate use.

On-street Parking

On-street parking is popular on all days and is approaching critical levels (12-22%) on all of the days surveyed with only one or two spaces available on most of the streets. This is likely to lead to some frustration and may hamper casual 'pop-and-shop' spending. Proposals for alleviating this include:

v. Limiting the availability of free on-street parking to very central locations and reducing the maximum duration of stay to 30 minutes. This will distinguish the offer from nearby car parks, increase churn and ensure ease of enforcement to enable the quick and convenient pop-and shop visits.

vi. Restricting the duration of other central off-street parking to 1 hour maximum duration and considering the introduction of charges comparable to off-street

parking. The intention again being to increase the turnover and availability of spaces to enable customers to stop to pop and shop at nearby stores.

Stansted

Responses from customers and businesses about the quality of the village centre experience provide an important context for analysing parking in issues in Stansted.

At the time of the weekend surveys, most of the village centre users were in-town for convenience shopping (50%) and leisure (26%). Nearly half the users walked (46%) and a further 42% travelled by car. The users are relatively low spending with only a third (33%) spending over £10 on a visit compared to 58% nationally. Village users were equally most negative about access to services (66%), car parking (66%) and qualitative responses about future priorities reflect such negative views about parking with a strong emphasis on the on-street parking on Cambridge Road.

Amongst businesses surveyed the negative sentiments about parking with overwhelmingly the most negative perception about being located in the village centre being parking issues (88%). Qualitative responses from businesses about future priorities substantiate these findings, though calls for more free parking may conflict with a perception that there is a need for more parking in Stansted.

The suggestion from the analysis here is that whilst there is an adequate spread of parking across Stansted, there are critical pinch-points including Cambridge Road on-street short-stay on busy weekends and the long-term Station Car Park mid-week. Commuter use of the Lower Street Car Park may impact on shoppers and Castle visitors at busy mid-week times. The Crafton Green Car Park appears under-utilised at most times despite what might normally be considered as a convenient location and tariff structure.

Off-street Car Parks

Options proposed here for alleviating car park issues in Stansted focus on ways of balancing use between different locations in the village:

i. Introducing a proportion of short-term parking bays and tariffs (up to 4 hours) in restricted areas of the Lower Street Car Park so that convenient parking for village users is not fully occupied by commuters and remains available throughout the day mid-week. A £2 tariff for 4 hours parking would be the same as Swan Meadow in Saffron Walden.

ii. Promoting greater use of the Crafton Green Car park through better signage, incentives, promotion of availability and guidance from traffic wardens in Cambridge Road.

iii. The presence of permanently marked season ticket parking bays in the Crafton Green and Lower Street Car Parks reduces parking availability for other users. These spaces should continue to be reserved only up until only 10am on weekdays.

iv. Future village marketing, promotions or events should target times and locations where there is adequate parking –such as the Crafton Green Car Park throughout the week and Lower Street and Station Road car parks at weekends. Proposals to create a new pedestrian link between the Crafton Green Car Park and Cambridge Road should be pursued.

v. Further on-going monitoring of the use of the Lower Street Car Park in particular should be undertaken using a consistent approach and compared with indicative data from NEPP.

On-street Parking

On-street parking vacancies reached a critical level on weekends for Cambridge Road and Lower Street despite their short-term nature and levels were near critical on the mid-week day (18%). Proposals for alleviating this pressure so that there is good availability of 'pop-and-shop' parking include:

vi. Restricting parking on Cambridge Road to 30 minutes, free-of-charge to allow for increased availability for 'pop-and-shop' use. More radically consideration should be given to the creation of a simple £0.50 for 30 minutes tariff to help increase the turn-over of spaces, ease enforcement and not penalize users of the near-by Crafton Green Car Park. This could be introduced on a trial basis and 30 minutes free parking could initially be offered in the Crafton Green Car Park to encourage new parking patterns.

vii. The use of on-street parking for loading heavy goods and picking-up chiropractor patients etc. can be consistently accommodated by enforcement that enables such legitimate use.

viii. Consider the introduction of restricted delivery periods by lorries on Cambridge Road.

SUMMARY OF PROPOSED CHANGES OF PARKING TARIFFS

The table below summarises proposed changes of parking tariff (duration and cost) across Uttlesford. Figures in brackets show previous tariffs and shaded areas indicate that there is not an available tariff for this duration of stay. Changes in tariff are mostly proposed to better manage parking availability through increased turnover of spaces and changes in usage between car parks.

It is important to emphasise that such changes aim to maintain the good value parking charges available across the District and that any changes in revenue will be a secondary consequences. Such a message will be reinforced if any additional revenue is re-invested in improved quality of parking provision, the development of customer-focused technology or discounts to encourage beneficial changes in parking patters, e.g. the introduction of charges for on-street parking on Cambridge Road, Stansted being matched by the offer of free parking initially in the Crafton Green Car Park.

	30 minutes	1 hour	2 hours	3 hours	4 hours	5 hours	6 hours	10 hours
Saffron Walden								
On-street -central	Free or £0.50	(£0.40)						
On-street peripheral	£0.50 (Free)	£0.70						
Fairycroft	£0.50	£0.70	£1.20	£2.00				
Common	£0.50	£0.70	£1.20	£2.00?	(£3.00)			
Rose and Crown	£0.50	£0.70	£1.20					
Swan Meadow		£0.70	£1.20	£1.60	£2.00		£2.50	£3.50
Stansted								
On-street -central	Free or £0.50	Free						
Lower Street	£0.40	£0.60		£1.20	£2.00 (none)		£2.40	£4.00
Crafton Green	£0.40	£0.60		£1.20				£3.00
Great Dunmow								
On-street -central	Free or £0.50	Free						
White Street	£0.40	£0.60		£1.20	£2.00 (none)	£2.40		£3.50
New St. /Chequers St. & Angel Lane	£0.40	£0.60		£1.20				
Price range per hour	£0.80-£1.00	£0.40-£0.70	£0.60	£0.40-£0.66	£0.50-£0.75	£0.48	£0.40-£0.41	£0.35-£0.40

FUTURE-PROOFING PARKING TECHNOLOGY

Looking to the future, it is probable that there will be cashless payment methods that can be topped-up off-site and reimbursed seamlessly following spend in local businesses. Development and delivery of such schemes is about more that simply buying-in currently available technology. It is important for key stakeholders in Uttlesford to work collaboratively to investigate the different opportunities so that any current investments will be compatible.

The review of evolving technology undertaken as part of this report indicates that the development of the MiPermit pay by phone scheme offers the most flexible and cost-effective future development opportunities. This approach does not require significant capital investment and has the potential to evolve with technology and meet customer needs for flexible durations of stay and ease of payment. The MiPermit scheme can be applied to any size of car park as well as on-street parking.

The current MiPermit software is an advance on earlier pay-by-phone systems but would benefit from further development of the app to make it more user-friendly and meet businesses' expectations. There is the opportunity to use an enhanced scheme to support the development cash-back and parking loyalty schemes that exist in different forms across the District. Such an enhanced MiPermit scheme could offer the following customer benefits: Cashless parking; one-touch payment by app for regular users; no need to locate or wait at machines; ability to accumulate credits from participating businesses; free or discounted parking extensions (e.g. for the Common); flexible, frequent user discounts; alerts when top-up payment required; notification of parking promotions and other town-wide marketing activities.

In contrast, Swan Meadow is the only car park in the District where the alternative option of pay-on-exit parking could be practically introduced. Even for Swan Meadow, however, the case for introducing pay-on-exit is weakened because there is neither a high turnover of spaces nor a need for payment with notes to help justify the high capital cost for the system.

Alongside evolving payment methods, there are various new and traditional ways that they can be enforced. The newest of these is Automatic Number Plate Recognition (ANPR). As with all new technology, there are issues associated with its use including dealing with repeat customers and drive-in/drive-out customers. The implications of new legislation limiting the use of CCTV in parking enforcement also need to be fully understood. There is however, a real prospect over the coming years for ANPR technology to be used in conjunction with mobile payments to promote 'seamless' parking experience akin to parking at an out-of-town store.

The proposal here is that the MiPermit scheme is developed and promoted in the following way in close liaison with town centre businesses and customer testing:

i. Development of the MiPermit app to include to enabling swift, one-touch payment of parking charges and the ability to accumulate credits/parking extensions following spend in participating businesses.

ii. Joint marketing with town teams and leading businesses/attractions to promote incentives and encourage wider use of the MiPermit app. Marketing in a way that better resonates with customers might include the flexibility offered and the ease and speed of using it.

iii. Investigation of provision of free Wi-Fi hotspots in car parks to enable payment using Smart Phone app.

iv. On-going monitoring of parking technology advances including particularly the use of ANPR technology in conjunction with mobile payments to provide a 'seamless' parking experience.

ON-GOING MONITORING AND REVIEW

The on-going monitoring of car park usage and stakeholder views will be vital in ensuring that car park provision continues to respond to needs and that changes are successfully implemented. The following combination of quarterly indicators and annual review is proposed to achieve this:

i. Develop a 'dashboard' of quarterly indicators of car parking and town centre usage. This should be used alongside an annual business and town centre users' survey that will help set parking issues within a wider context and provide other useful lessons.

ii. Hold annual review meetings on parking performance with key stakeholder groups in each community.

iii. Annually review and agree a combination of targeted incentives that deliver the improved redistribution of parking between busy locations and/or times to increase overall usage and town centre footfall.

Appendices

APPENDIX 1: CAR PARK DATA

Appendix 1a: Car Parking Data for Saffron Walden

On-Street Parking

Name: Castle Street	
On Street/ Car Park:	On Street
Total Spaces:	20
Short Stay Spaces: (4 hours and under)	20
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge:** 2 hours free. No return within 2 hours.	Free n/a n/a
Vacant Spaces on December Saturday	0
Vacant Spaces on January Market Day	1
Vacant Spaces on February Saturday	0
Illegal Spaces on a December Saturday	2
Illegal Spaces on a January Market Day	0
Illegal Spaces on February Saturday	1

Name:	Abbey Lane
On Street/ Car Park:	On Street
Total Spaces:	7
Short Stay Spaces: (4 hours and under)	7
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge:** Pay and display available between Mon-Fri 9-5 max 1 hour. No return within 2 hours. Saturday and Sunday for residents only	45p n/a n/a
Vacant Spaces on December Saturday	n/a
Vacant Spaces on January Market Day	n/a
Vacant Spaces on February Saturday	n/a
Illegal Spaces on a December Saturday	n/a
Illegal Spaces on a January Market Day	n/a
Illegal Spaces on February Saturday	n/a

Name:	Museum Street
On Street/ Car Park:	On Street
Total Spaces:	5
Short Stay Spaces: (4 hours and under)	5
Long Stay Spaces: (Over 4 hours)	0

Disabled Spaces:	0
How much does it cost to park for an hour? **How much does it cost to park for 4 hours? How much does it cost to park for more than 4 hours?** **Charge:** Pay and display available between Mon-Fri 9-5 max 1 hour. No return within 2 hours.	40p n/a n/a
Vacant Spaces on December Saturday	1
Vacant Spaces on January Market Day	1
Vacant Spaces on February Saturday	0
Illegal Spaces on a December Saturday	0
Illegal Spaces on a January Market Day	0
Illegal Spaces on February Saturday	0

Name:	East Street
On Street/ Car Park:	On Street
Total Spaces:	12
Short Stay Spaces: (4 hours and under)	12
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge:** Pay and display available between Mon-Fri 9-5 max 1 hour. No return within 2	40p n/a n/a

hours.	
Vacant Spaces on December Saturday	6
Vacant Spaces on January Market Day	4
Vacant Spaces on February Saturday	5
Illegal Spaces on a December Saturday	0
Illegal Spaces on a January Market Day	0
Illegal Spaces on February Saturday	0

Name:	Gold Street
On Street/ Car Park:	On Street
Total Spaces:	28
Short Stay Spaces: (4 hours and under)	28
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge:** Pay and display available between Mon-Fri 9-5 max 1 hour. No return within 2 hours. Saturday and Sunday Residents parking only.	40p n/a n/a
Vacant Spaces on December Saturday	n/a
Vacant Spaces on January Market Day	2
Vacant Spaces on February Saturday	n/a
Illegal Spaces on a December Saturday	2

Illegal Spaces on a January Market Day	3
Illegal Spaces on February Saturday	0

Name:	Ashdon Road
On Street/ Car Park:	On Street
Total Spaces:	30
Short Stay Spaces: (4 hours and under)	30
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge:** 2 hours free parking, Monday to Saturday, between 8am & 6pm. No return within 2 hours.	Free n/a n/a
Vacant Spaces on December Saturday	0
Vacant Spaces on January Market Day	0
Vacant Spaces on February Saturday	0
Illegal Spaces on a December Saturday	0
Illegal Spaces on a January Market Day	0
Illegal Spaces on February Saturday	0

Name:	Common Hill
On Street/ Car Park:	On Street
Total Spaces:	10

Short Stay Spaces: (4 hours and under)	10
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge:** 30 minutes free parking, Monday to Saturday, between 8am & 6pm. No return within 3 hours.	Free 30 mins n/a n/a
Vacant Spaces on December Saturday	3
Vacant Spaces on January Market Day	1
Vacant Spaces on February Saturday	0
Illegal Spaces on a December Saturday	0
Illegal Spaces on a January Market Day	0
Illegal Spaces on February Saturday	0

Name:	High Street
On Street/ Car Park:	On Street
Total Spaces:	22
Short Stay Spaces: (4 hours and under)	22
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?**	Free n/a n/a

How much does it cost to park for more than 4 hours? **Charge:** Restrictions apply Monday-Saturday 8am-6pm. Maximum stay 2 hours; no return within 2 hours.	
Vacant Spaces on December Saturday	1
Vacant Spaces on January Market Day	1
Vacant Spaces on February Saturday	0
Illegal Spaces on a December Saturday	1
Illegal Spaces on a January Market Day	0
Illegal Spaces on February Saturday	1

Name:	King Street
On Street/ Car Park:	On Street
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	6
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge: tbc**	
Vacant Spaces on December Saturday	n/a
Vacant Spaces on January Market Day	n/a
Vacant Spaces on February Saturday	n/a

Illegal Spaces on a December Saturday	n/a
Illegal Spaces on a January Market Day	n/a
Illegal Spaces on February Saturday	n/a

Name:	Market Square
On Street/ Car Park:	On Street
Total Spaces:	23 (incl. 3 outside library)
Short Stay Spaces: (4 hours and under)	23
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
How much does it cost to park for an hour? Free for 30 mins max **How much does it cost to park for 4 hours? N/a** **How much does it cost to park for more than 4 hours? N/a** **Charge:** 30 minutes free parking, Monday to Saturday, between 8am & 6pm. No return within 3 hours.	Free n/a n/a
Vacant Spaces on December Saturday	n/a
Vacant Spaces on January Market Day	n/a
Vacant Spaces on February Saturday	n/a
Illegal Spaces on a December Saturday	n/a
Illegal Spaces on a January Market Day	n/a

Illegal Spaces on February Saturday	n/a

Car Parks

Name:	Fairycroft Road (Waitrose) short stay
On Street/ Car Park:	Car Park
Total Spaces:	294 (4 not in use due to improvement work)
Short Stay Spaces: (4 hours and under)	285
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	9
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge:** Disabled can park free all day. Free on Sundays & Bank Holidays.	70p n/a n/a
Vacant Spaces on December Saturday	34
Vacant Spaces on January Market Day	n/a
Vacant Spaces on February Saturday	n/a
Illegal Spaces on a December Saturday	1
Illegal Spaces on a January Market Day	n/a
Illegal Spaces on February Saturday	n/a

Name:	Rose and Crown short stay
On Street/ Car Park:	Car Park
Total Spaces:	27
Short Stay Spaces: (4 hours and under)	27
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	4
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge:** Disabled can park free all day. Free on Sundays & Bank Holidays.	70p n/a n/a
Vacant Spaces on December Saturday	1
Vacant Spaces on January Market Day	2
Vacant Spaces on February Saturday	1
Illegal Spaces on a December Saturday	1
Illegal Spaces on a January Market Day	0
Illegal Spaces on February Saturday	1

Name:	The Common short stay
On Street/ Car Park:	Car Park
Total Spaces:	109
Short Stay Spaces: (4 hours and under)	103
Long Stay Spaces: (Over 4 hours)	0

Disabled Spaces:	6
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge:** Disabled can park free all day. Free on Sundays & Bank Holidays.	70p n/a n/a
Vacant Spaces on December Saturday	0
Vacant Spaces on January Market Day	1
Vacant Spaces on February Saturday	1
Illegal Spaces on a December Saturday	0
Illegal Spaces on a January Market Day	1
Illegal Spaces on February Saturday	0

Name:	Swan Meadow long stay
On Street/ Car Park:	Car Park
Total Spaces:	394 (120 spaces for season ticket holders) officially but extra spaces created recently.
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	386

Disabled Spaces:	8
How much does it cost to park for an hour? How much does it cost to park for 4 hours? How much does it cost to park for more than 4 hours? **Charge:** Season tickets (not dedicated spaces) £300 for 12 months. Disabled can park free all day. Free on Sundays & Bank Holidays.	70p £2.00 £2.50
Vacant Spaces on December Saturday	22
Vacant Spaces on January Market Day	231
Vacant Spaces on February Saturday	73
Illegal Spaces on a December Saturday	0
Illegal Spaces on a January Market Day	0
Illegal Spaces on February Saturday	0

Two further car parks that were too far from town centre so not counted: Catons Lane long stay and Council Offices London Road (weekends only).

Appendix 1B: Car Parking Data for Great Dunmow

Car Parks

Name:	Angel Lane (short stay)
On Street/ Car Park:	Car Park (pay & display)
Total Spaces:	29
Short Stay Spaces: (4 hours and under)	29
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	2
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge:** Maximum stay 3 hours	60p n/a n/a
Vacant Spaces on December Saturday	6
Vacant Spaces on January Market Day	n/a
Vacant Spaces on February Saturday	10

Name:	Chequers Lane (short stay)
On Street/ Car Park:	Car Park (pay & display)
Total Spaces:	67
Short Stay Spaces: (4 hours and under)	53
Long Stay Spaces: (Over 4 hours)	10 for season ticket holders only
Disabled Spaces:	4

How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?**	60p n/a n/a
Vacant Spaces on December Saturday	34
Vacant Spaces on January Market Day	9
Vacant Spaces on February Saturday	22

Name:	New Street (short stay)
On Street/ Car Park:	Car Park (pay & display)
Total Spaces:	11
Short Stay Spaces: (4 hours and under)	10
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	1
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?**	60p n/a n/a
Vacant Spaces on December Saturday	4
Vacant Spaces on January Market Day	2
Vacant Spaces on February Saturday	3

Name:	White Street (long stay)

On Street/ Car Park:	Car Park (pay & display)
Total Spaces:	172
Short Stay Spaces: (4 hours and under)	
Long Stay Spaces: (Over 4 hours)	163 (56 season ticket spaces)
Disabled Spaces:	9
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge:**	60p £2.40 £2.40 for 5 hrs or £3.50 for 10 hours
Vacant Spaces on December Saturday	15 (46 in season ticket area)
Vacant Spaces on January Market Day	7 (14 in season ticket area)
Vacant Spaces on February Saturday	18 (44 in season ticket area)

On-Street Parking

Name:	Market Place
On Street/ Car Park:	On Street
Total Spaces:	3
Short Stay Spaces: (4 hours and under)	3
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
How much does it cost to park for an hour?	Free

How much does it cost to park for 4 hours? **How much does it cost to park for more than 4 hours?** **Charge:** Free for 1 hour between 8am to 6pm Mon to Sat. No return within 2 hours	n/a n/a
Vacant Spaces on December Saturday	0
Vacant Spaces on January Market Day	1
Vacant Spaces on February Saturday	1

Name:	High Street
On Street/ Car Park:	On Street
Total Spaces:	7
Short Stay Spaces: (4 hours and under)	7
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge: Free for 1 hour between 8am to 6pm Mon to Sat. No return within 2 hours**	Free n/a n/a
Vacant Spaces on December Saturday	0
Vacant Spaces on January Market Day	0
Vacant Spaces on February Saturday	1

Name:	Mill Lane (outside

	Catholic Church)
On Street/ Car Park:	On Street
Total Spaces:	6
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	6
Disabled Spaces:	0
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge:** Could find no signs or restrictions	Free Free Free
Vacant Spaces on December Saturday	0
Vacant Spaces on January Market Day	1
Vacant Spaces on February Saturday	0

Name:	Chelmsford Road B184 (from junction with Haslers Lane to Bridge over B1256)
On Street/ Car Park:	On Street
Total Spaces:	22
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	22
Disabled Spaces:	0
How much does it cost to park for an hour? **How much does it cost to park for 4**	Free Free

hours? **How much does it cost to park for more than 4 hours?** **Charge:** Could find no signs or restrictions	Free
Vacant Spaces on December Saturday	8
Vacant Spaces on January Market Day	4
Vacant Spaces on February Saturday	9

Name:	High Street (between Braintree Rd & Haslers Lane)
On Street/ Car Park:	On Street
Total Spaces:	8
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	8
Disabled Spaces:	0
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge:** Could find no signs or restrictions	Free Free Free
Vacant Spaces on December Saturday	1
Vacant Spaces on January Market Day	0
Vacant Spaces on February Saturday	2

Name:	Station Road (access to Industrial Estate to Domino's Pizza)
On Street/ Car Park:	On Street
Total Spaces:	14
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	14
Disabled Spaces:	0
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?** **How much does it cost to park for more than 4 hours?** **Charge:** Could find no signs or restrictions	Free Free Free
Vacant Spaces on December Saturday	2
Vacant Spaces on January Market Day	1
Vacant Spaces on February Saturday	1

Name:	Dunmow Club
On Street/ Car Park:	Private Car Park
Total Spaces:	56
Short Stay Spaces: (4 hours and under)	
Long Stay Spaces: (Over 4 hours)	54
Disabled Spaces:	2
How much does it cost to park for an hour? **How much does it cost to park for 4 hours?**	

How much does it cost to park for more than 4 hours? **Charge**: Private for permit holders only. I have included here because people seemed to be using it who didn't have a visible permit	
Vacant Spaces on December Saturday	38
Vacant Spaces on January Market Day	-
Vacant Spaces on February Saturday	-

Appendix 1C: Car Parking Data for Stansted

Car Parks

Name:	Crafton Green Car Park
On Street/ Car Park:	Car park (long stay)
Total Spaces:	38 + 2 disabled + 9 season ticket + 3 clinic only (Normally 52 + 5 disabled)
Short Stay Spaces: (4 hours and under)	
Long Stay Spaces: (Over 4 hours)	38
Disabled Spaces:	2
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £0.60 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £3.00 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £3.00
Vacant Spaces on a Market/ Busy Day:	Used for Christmas Market
Vacant Spaces on a Non Market/Quiet Day:	21 (55%) + 2 disabled + 8 season ticket + 3 clinic only
Vacant Spaces on a Midweek Day	20 (53%)
Illegal Spaces on a Market/ Busy Day:	n/a
Illegal Spaces on a Non Market/ Quiet Day:	n/a

Name:	Lower Street Car Park
On Street/ Car Park:	Car park (long stay)
Total Spaces:	97 currently (normally 109 +5 disabled)
Short Stay Spaces: (4 hours and under)	
Long Stay Spaces: (Over 4 hours)	97
Disabled Spaces:	5
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £0.60 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £2.40 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £4.00
Vacant Spaces on a Market Day:	70 (72%)
Vacant Spaces on a Non Market/Quiet Day:	73 (75%)
Vacant Spaces on a Week Day	28 (29%)
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0
Illegal Spaces on a Week Day:	0

Name:	Station Car Park
On Street/ Car Park:	Car park (long stay)
Total Spaces:	65 + 1 disabled + 1 electric car charging point
Short Stay Spaces: (4 hours and under)	0
Long Stay Spaces: (Over 4 hours)	65
Disabled Spaces:	1
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? £4.60 HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? £4.60 HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? £4.60
Vacant Spaces on a Market/ Busy Day:	58 (89%)
Vacant Spaces on a Non Market/Quiet Day:	52 (80%)
Vacant Spaces on a Week Day	7 (11%)
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0
Illegal Spaces on a Week Day	0

Name:	Cambridge Road
On Street/ Car Park:	On-street
Total Spaces:	17
Short Stay Spaces: (4 hours and under)	17
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	-
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a
Vacant Spaces on a Market Day:	1 (5%)
Vacant Spaces on a Non Market Day:	4 (23%)
Vacant Spaces on a Midweek Day:	3 (18%)
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	2
Illegal Spaces on a Midweek Day:	0

Name:	Lower Street
On Street/ Car Park:	On-street
Total Spaces:	15 (7 for 30 minutes & 8 for 1 hour)
Short Stay Spaces: (4 hours and under)	15
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a
Vacant Spaces on a Market Day:	1 (7%)
Vacant Spaces on a Non Market/Quiet Day:	4 (24%)
Vacant Spaces on a Midweek Day:	3 (18%)
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0
Illegal Spaces on a Midweek Day:	0

Name:	Station Road
On Street/ Car Park:	On-street
Total Spaces:	9 (2 hours max)
Short Stay Spaces: (4 hours and under)	9
Long Stay Spaces: (Over 4 hours)	0
Disabled Spaces:	0
Charge:	HOW MUCH DOES IT COST TO PARK FOR AN HOUR? Free HOW MUCH DOES IT COST TO PARK FOR 4 HOURS? n/a HOW MUCH DOES IT COST TO PARK FOR MORE THAN 4 HOURS? n/a
Vacant Spaces on a Market Day:	2 (22%)
Vacant Spaces on a Non Market/Quiet Day:	1 (11%)
Vacant Spaces on a Midweek Day:	5 (55%)
Illegal Spaces on a Market/ Busy Day:	0
Illegal Spaces on a Non Market/ Quiet Day:	0
Illegal Spaces on a Midweek Day:	0