

# Cirencester Parking Survey

## Survey Results

This document sets out the results of a parking survey conducted in Cirencester on behalf of Cotswold District Council.

The information may be used to quantify parking patterns in the town, and understand travel patterns and parking behaviour.

The data includes:

- Results of a Parking Survey undertaken in May 2015 that tells us:
  - How many vehicles were parked in the town
  - How long these vehicles stayed, and
  - An estimate of where these vehicles came from (based on registered keeper's postcode provided by DVLA)
- DfT's Demographic Segmentation categorisation, by estimated postcode origin

# Parking Survey Methodology

## Study Area

A parking survey was undertaken in May 2015. The study area included on-street parking in central Cirencester within the ring-road, and three further residential areas; Bowling Green, Beeches and Chesterton. Each area was broken down into distinct survey zones so that different patterns could be identified across the town. In addition, each of the towns eight public off-street car parks were surveyed.

A plan showing the extent of the on-street survey zones is provided overleaf.

## Survey Periods

For each area, surveys took place across weekdays and 1 weekend day (Saturday) during the whole survey period (two weeks) between the hours of 9am – 7pm, giving a reliable overview of parking in the town.

Details of parked cars were recorded three times each day. By cross referencing the observed vehicles in each survey period, the length of time vehicles remained parked in the town can be identified. The survey times were:

- AM (9am-12pm)
- IP (1.30pm – 4.30pm)
- PM (6pm – 8pm)

Therefore:

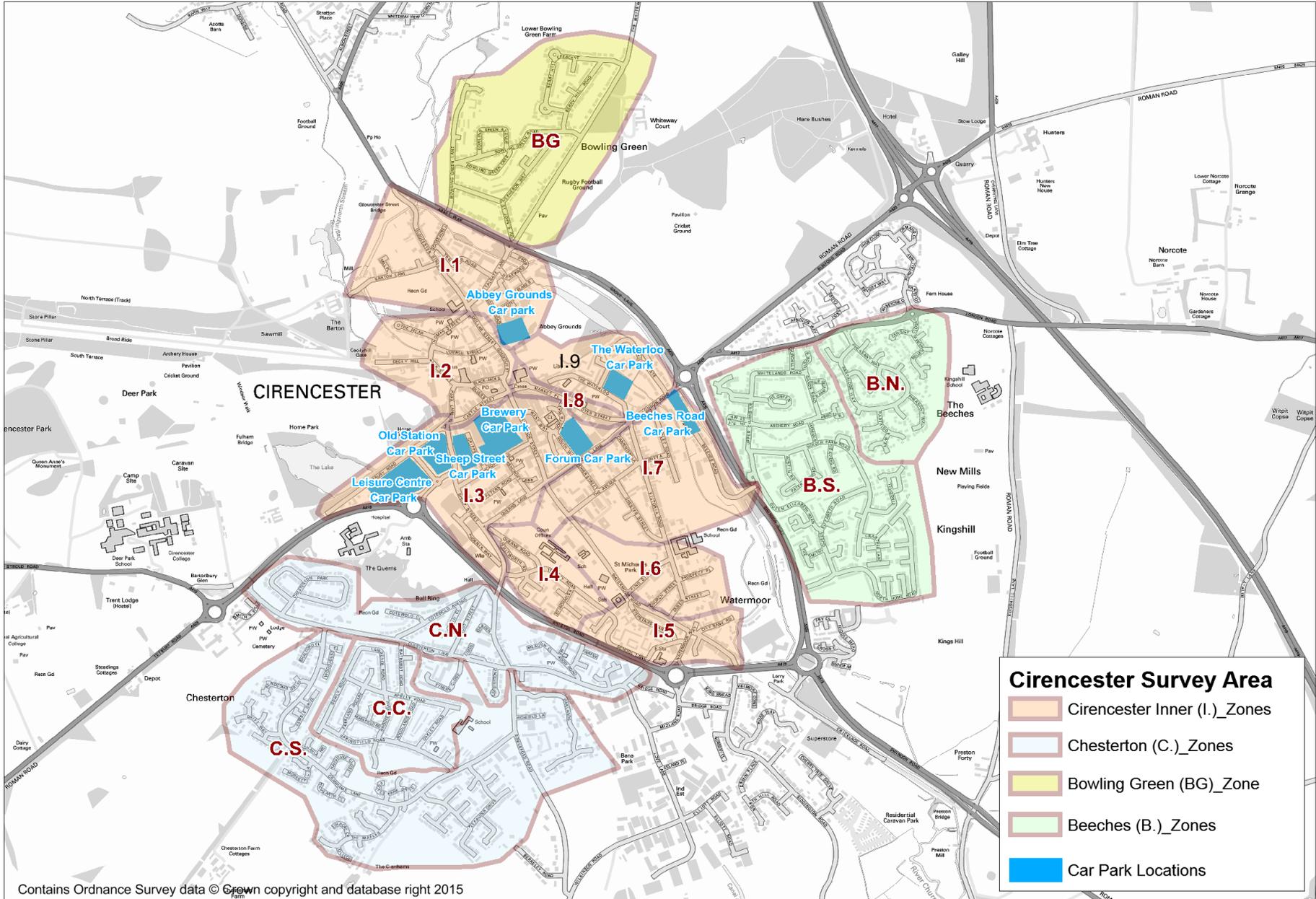
- Vehicles seen in only 1 survey period are classified as ‘Short Stay’ \_ < 4hrs
- Vehicles seen in two consecutive periods are classified as ‘Long Stay’ \_ 4 - 8hrs
- Vehicles seen in all survey periods are classified as ‘All Day’ \_ 8+hrs

Typical commuter parking would therefore be classified as ‘Long Stay’, having been seen in the morning and afternoon, but not in the evening after 6pm.

## Vehicle Origin Analysis

The registered keepers postcode was provided by the DVLA for each observed vehicle. This has been used as an estimate of origin, and analysis is presented relating to the distance vehicles have travelled, and socio-economic profiling of those postcodes.

# Parking Survey Zones Cirencester



**Cirencester Survey Area**

- Cirencester Inner (I.)\_Zones
- Chesterton (C.)\_Zones
- Bowling Green (BG)\_Zone
- Beeches (B.)\_Zones
- Car Park Locations

# Parking Survey Results

The results of the parking survey are presented over the following pages as follows:

## Occupancy Analysis

Number of parked vehicles, and length of stay against capacity.

Presented for Average Weekday, and Saturday

- On-street - Inner Cirencester
- On-Street - Outer residential areas
- Off Street Car Parks

The occupancy figures presented are measured against an optimum capacity, calculated based on the length of available kerb-space for parking in the area (or number of marked spaces in car parks).

In practical terms, once parking usage exceeds 80% of capacity, users begin to find parking less accessible, less convenient, and circulation increases. When managing parking, 80% usage is seen as the maximum effective capacity, and optimum parking levels are therefore between 60% and 80%.

## Origin Analysis

Distance to estimated origin of parked vehicles

- On-street - Inner Cirencester
- On-Street - Outer residential areas
- Off Street Car Parks

Summary of all long stay and short stay parking, on-street and off-street

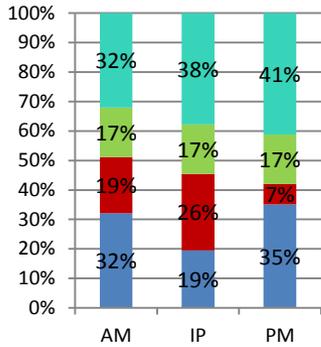
A plan of estimated origins

## Demographic Segmentation Analysis

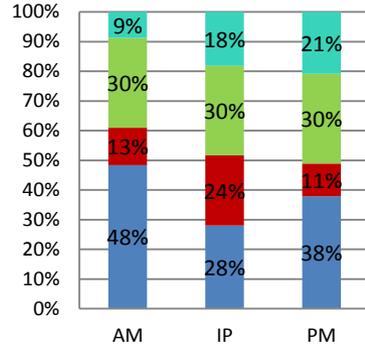
Analysis of socio-economic profile of origin Output Areas, broken down for on-street and off-street vehicles.

# Occupancy Analysis: On-street parking – Inner Cirencester (weekday average)

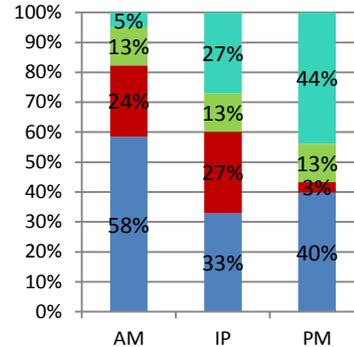
I.1\_Average Weekday



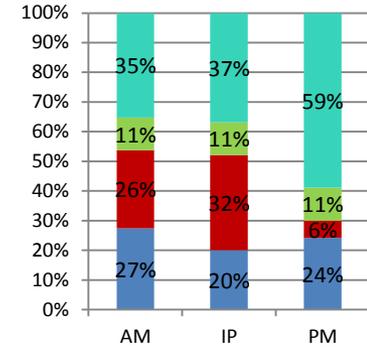
I.2\_Average Weekday



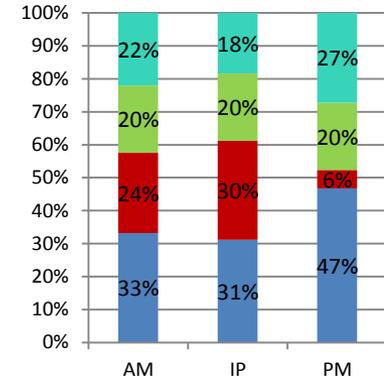
I.3\_Average Weekday



I.4\_Average Weekday



I.5\_Average Weekday

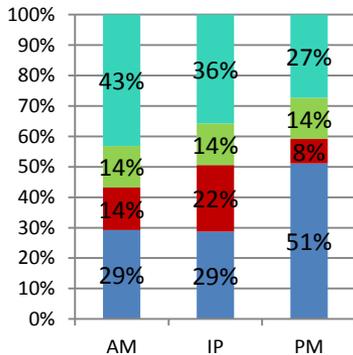


**Key**

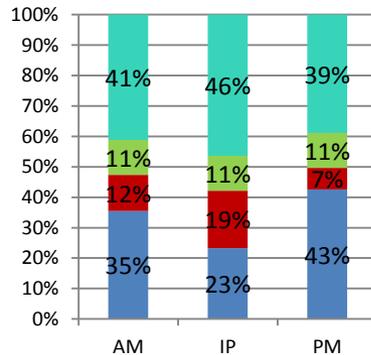
- Available
- All Day (>8hrs)
- Long (4-8hrs)
- Short (<4hrs)

See plan on Page 4 for zone extents

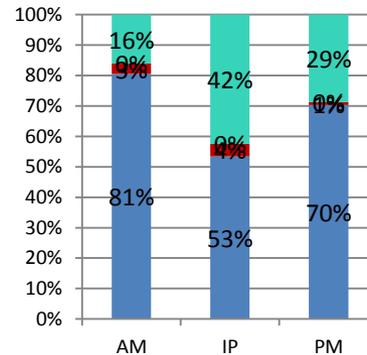
I.6\_Average Weekday



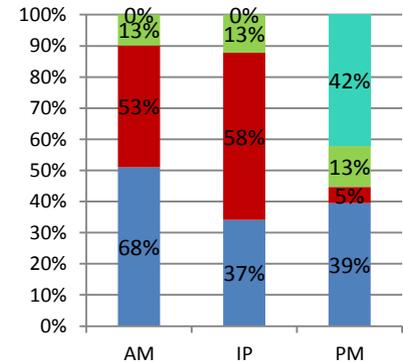
I.7\_Average Weekday



I.8\_Average Weekday



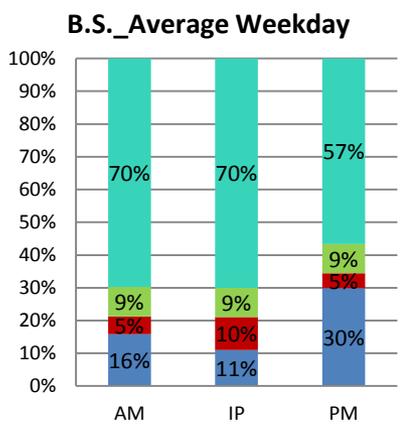
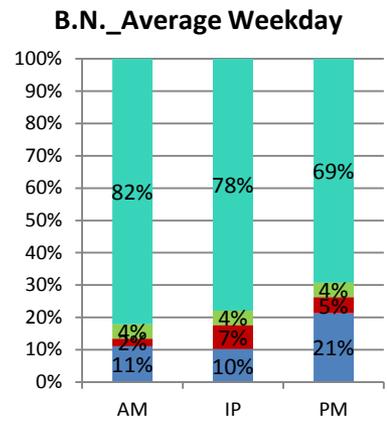
I.9\_Average Weekday



- The graphs show how much of the available on-street parking capacity in each zone of Inner Cirencester was occupied by short, long and all day parking throughout the day.
- The results show that on-street parking is most congested in the centre of the town (I.2, I.3 & I.8).
- Zone I.9 to the eastern end of the town, has little capacity. However it is very congested with a large commuter parking presence highlighted.
- Zone I.5 in the south of the town is approaching congestion, with a significant commuter parking highlighted.
- Short stay parking is greater near the town centre as would be expected.
- All day parking, most likely by local residents, accounts for a small proportion of parked vehicles, indicating many locally owned vehicles are away during the day. The exception is Zone 2 – the historic core of the town.

# Occupancy Analysis: On-street parking – Outer Cirencester (weekday average)

## Beeches



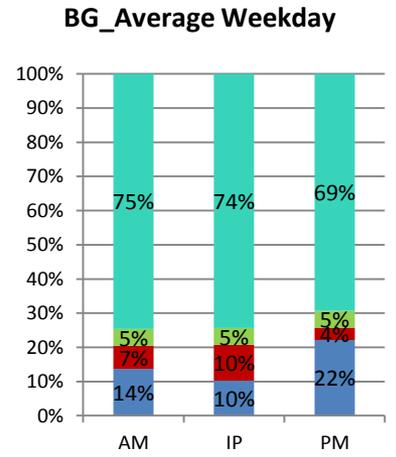
- The graphs show how much of the available on-street parking capacity in each zone was occupied by short, long and all-day parking throughout the day.
- The results show that there's no capacity problem in any of the three residential areas.
- Long-stay parking accounts for a relatively small percentage of capacity usage across the town, whilst short stay accounts for the majority. Many properties in these survey areas have private off-street parking available, reducing their need to park their own vehicles on-street.
- There is no evidence of a significant level of commuter parking in these areas.

**Key**

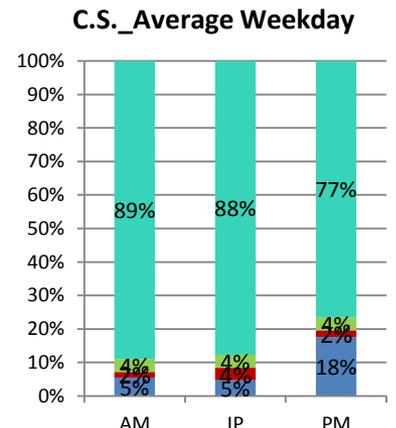
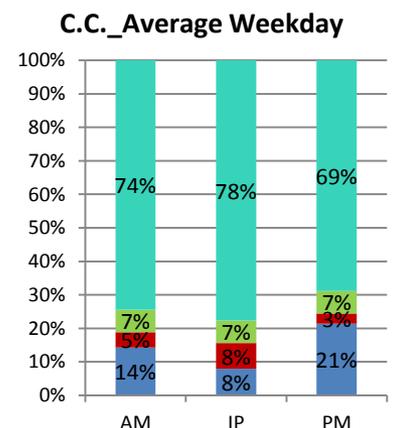
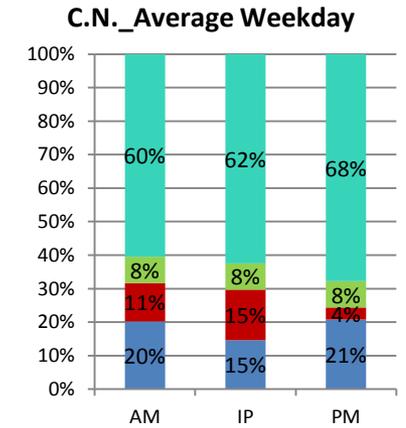
- Available
- All Day (>8hrs)
- Long (4-8hrs)
- Short (<4hrs)

See plan on Page 4 for zone extents

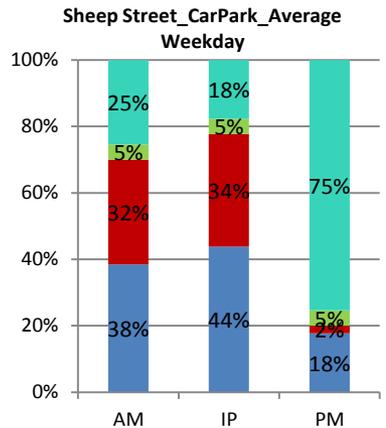
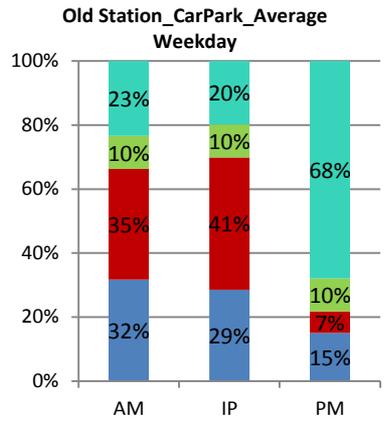
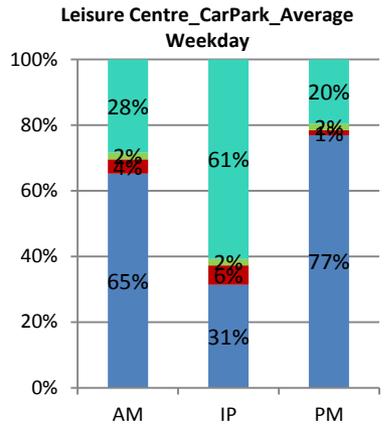
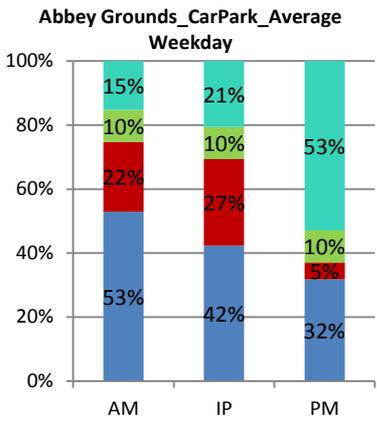
## Bowling Green



## Chesterton



# Occupancy Analysis: Off-street parking – Cirencester Car Parks (weekday average)

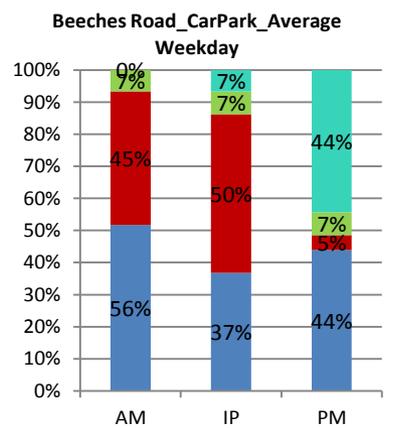
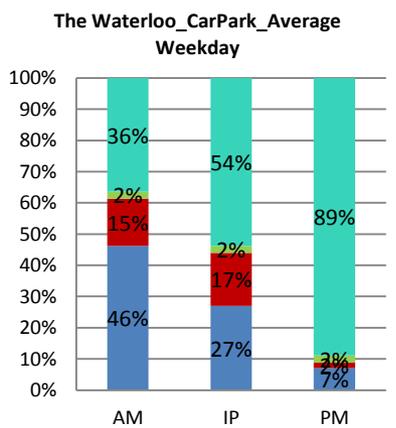
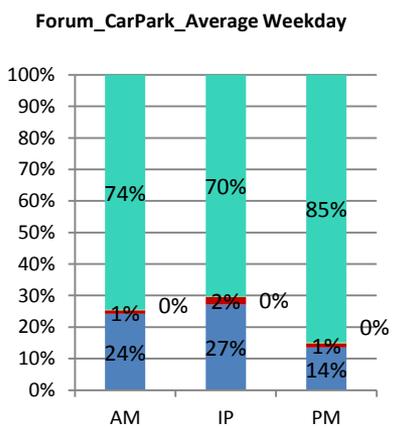
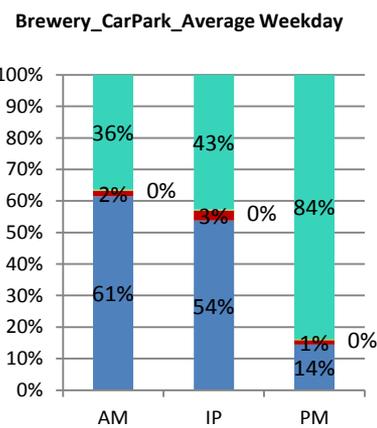


- The graphs show how much of the available parking capacity in each car park was occupied by short, long and all-day parking throughout the day.
- Abbey Grounds, Old Station and Sheep Street car parks are around their effective capacity (80%) during the day, with significant levels of commuter parking evident in each.
- Beeches Road Car Park is congested, again with significant levels of commuter parking, as is encouraged by the pricing structure of the car park.
- All other car parks have spare capacity, with predominately short stay usage.
- Forum Car Park is under used. Although the car park was fully operational during the time of the survey, it had been closed for the preceding weeks for maintenance.
- Car parks capacity (spaces): Abbey Grounds,100 ; Leisure Centre,120 ; Old Station,149 ; Sheep Street,77 ; Brewery,298 ; Forum,222 ; The Waterloo,233 ; Beeches Road,125.

**Key**

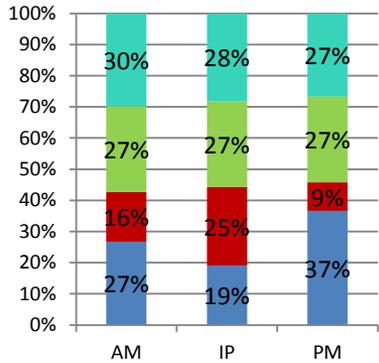
- Available
- All Day (>8hrs)
- Long (4-8hrs)
- Short (<4hrs)

See plan on Page 4 for zone extents

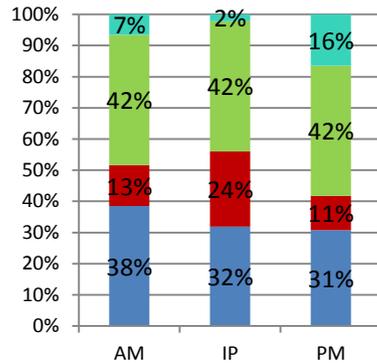


# Occupancy Analysis: On-street parking – Inner Cirencester (Saturday)

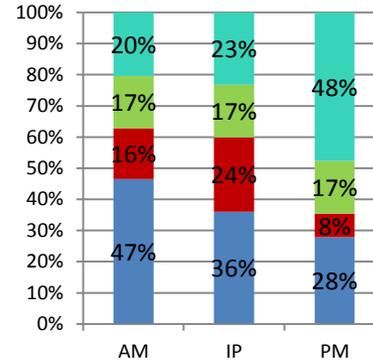
I.1\_Saturday



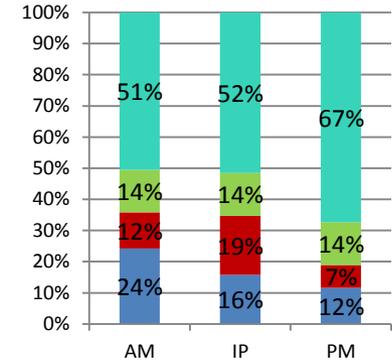
I.2\_Saturday



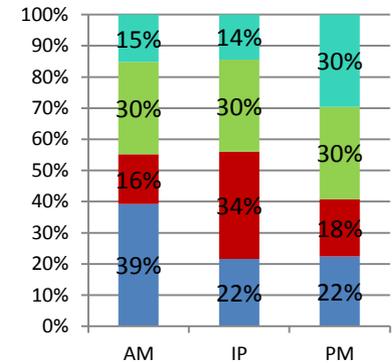
I.3\_Saturday



I.4\_Saturday



I.5\_Saturday

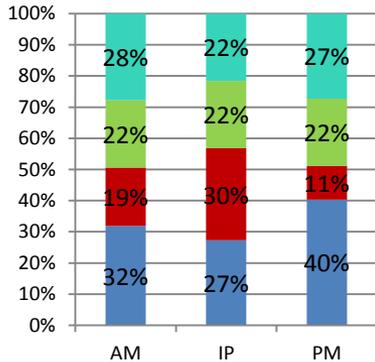


**Key**

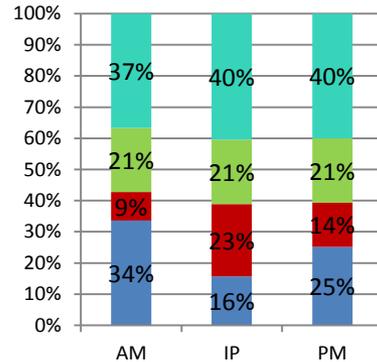
- Available
- All Day (>8hrs)
- Long (4-8hrs)
- Short (<4hrs)

See plan on Page 4 for zone extents

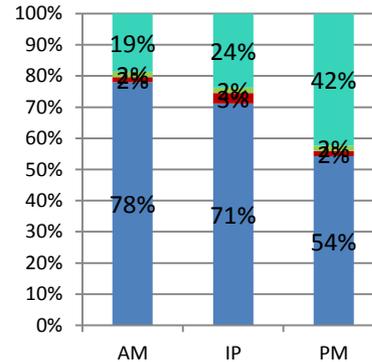
I.6\_Saturday



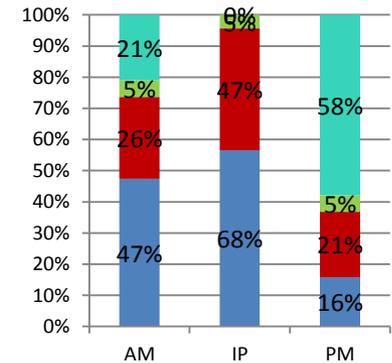
I.7\_Saturday



I.8\_Saturday



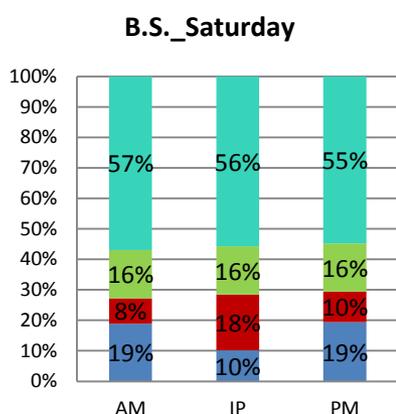
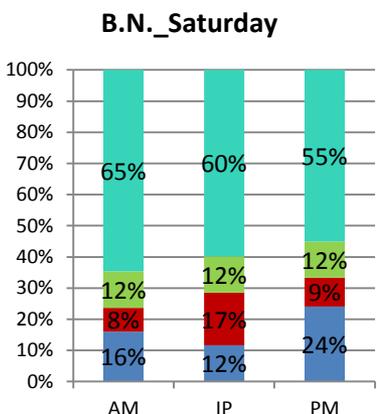
I.9\_Saturday



- The graphs show how much of the available on-street parking capacity in each zone was occupied by short, long and all-day parking throughout the day.
- There is a greater proportion of all-day parking observed compared to weekdays, indicating more locally owned vehicles are at home, as would be expected.
- Parking in the town centre (I.2, I.3 & I.8) is at or exceeding the effective capacity during the day.
- Much of the rest of town is relatively busy, although a little spare capacity remains.

# Occupancy Analysis: On-street parking – Outer Cirencester (Saturday)

## Beeches



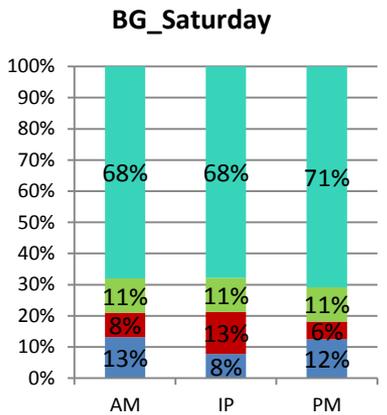
- The graphs show how much of the available on-street parking capacity in each zone was occupied by short, long and all-day parking throughout the day.
- The results show that there's no capacity problem in any of the three residential areas. More particularly, in almost all cases the occupancy percentage is below 40% during all the three periods within the day.
- There is a mix of short, long and all day parking throughout all of the areas.

### Key

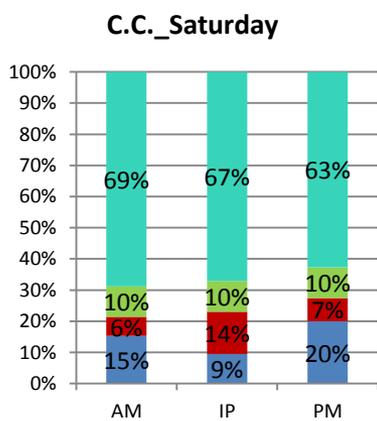
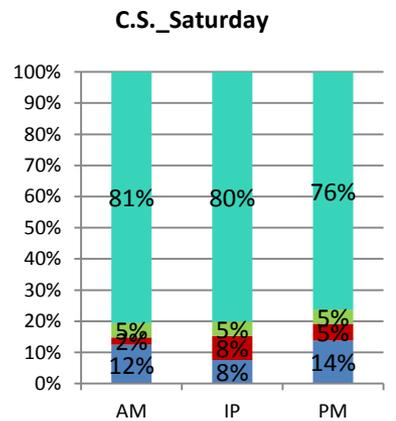
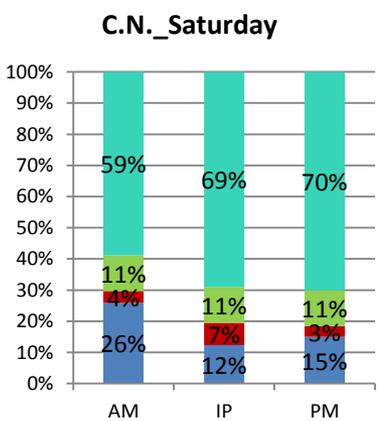
- Available
- All Day (>8hrs)
- Long (4-8hrs)
- Short (<4hrs)

See plan on Page 4 for zone extents

## Bowling Green

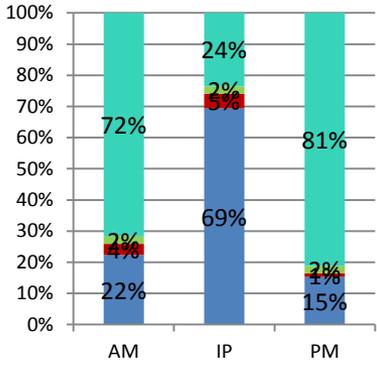


## Chesterton

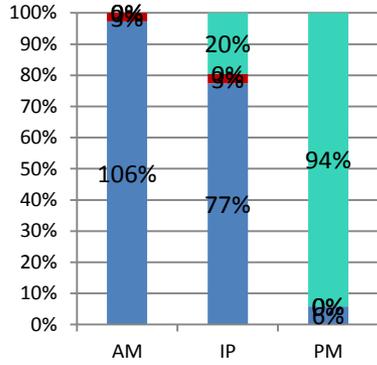


# Occupancy Analysis: Off-street parking – Cirencester Car Parks (Saturday)

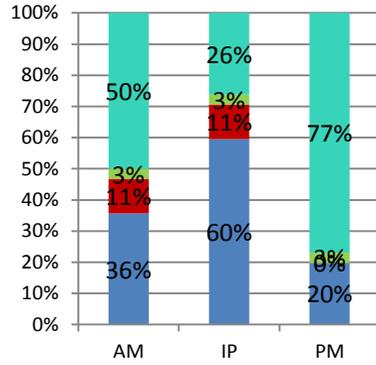
Abbey Grounds\_CarPark\_Saturday



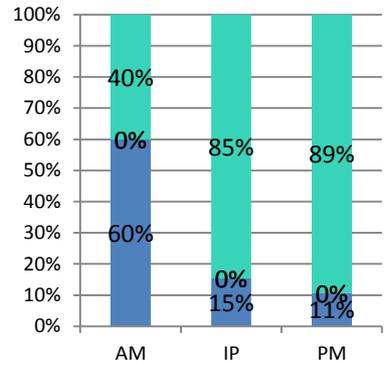
Leisure Centre\_CarPark\_Saturday



Old Station\_CarPark\_Saturday



Sheep Street\_CarPark\_Saturday



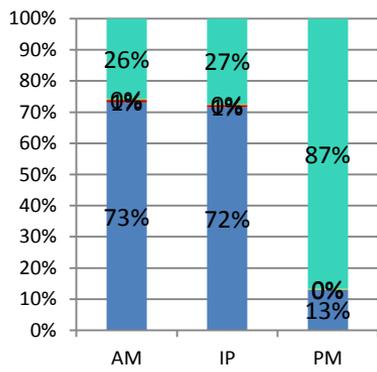
- The graphs show how much of the available parking capacity in each car park was occupied by short, long and all-day parking throughout the day.
- All car parks are predominately occupied by short stay parking, other than Beeches Road car park, which is priced to attract long stay parking.
- The Leisure Centre and Brewery Car parks are at their effective capacity and would appear congested to users.
- Sheep Street car park is under used, dramatically different from weekdays.
- All car parks are quiet in the evenings.
- Car parks capacity (spaces): Abbey Grounds,100 ; Leisure Centre,120 ; Old Station,149 ; Sheep Street,77 ; Brewery,298 ; Forum,222 ; The Waterloo,233 ; Beeches Road,125.

**Key**

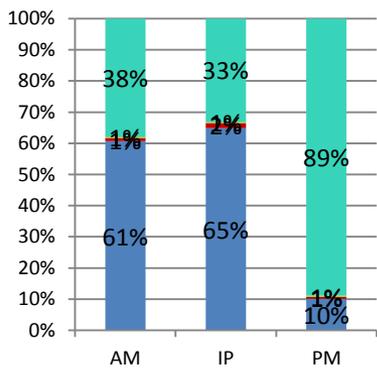
- Available
- All Day (>8hrs)
- Long (4-8hrs)
- Short (<4hrs)

See plan on Page 4 for zone extents

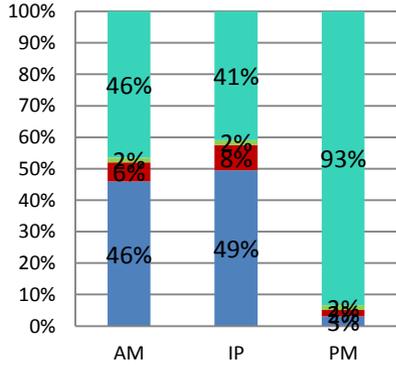
Brewery\_CarPark\_Saturday



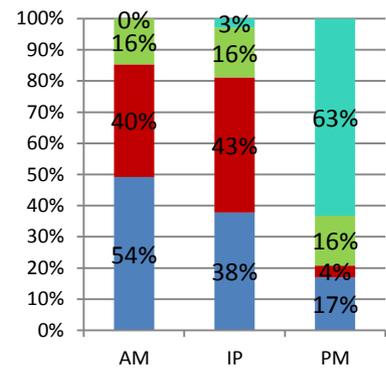
Forum\_CarPark\_Saturday



The Waterloo\_CarPark\_Saturday



Beeches Road\_CarPark\_Saturday

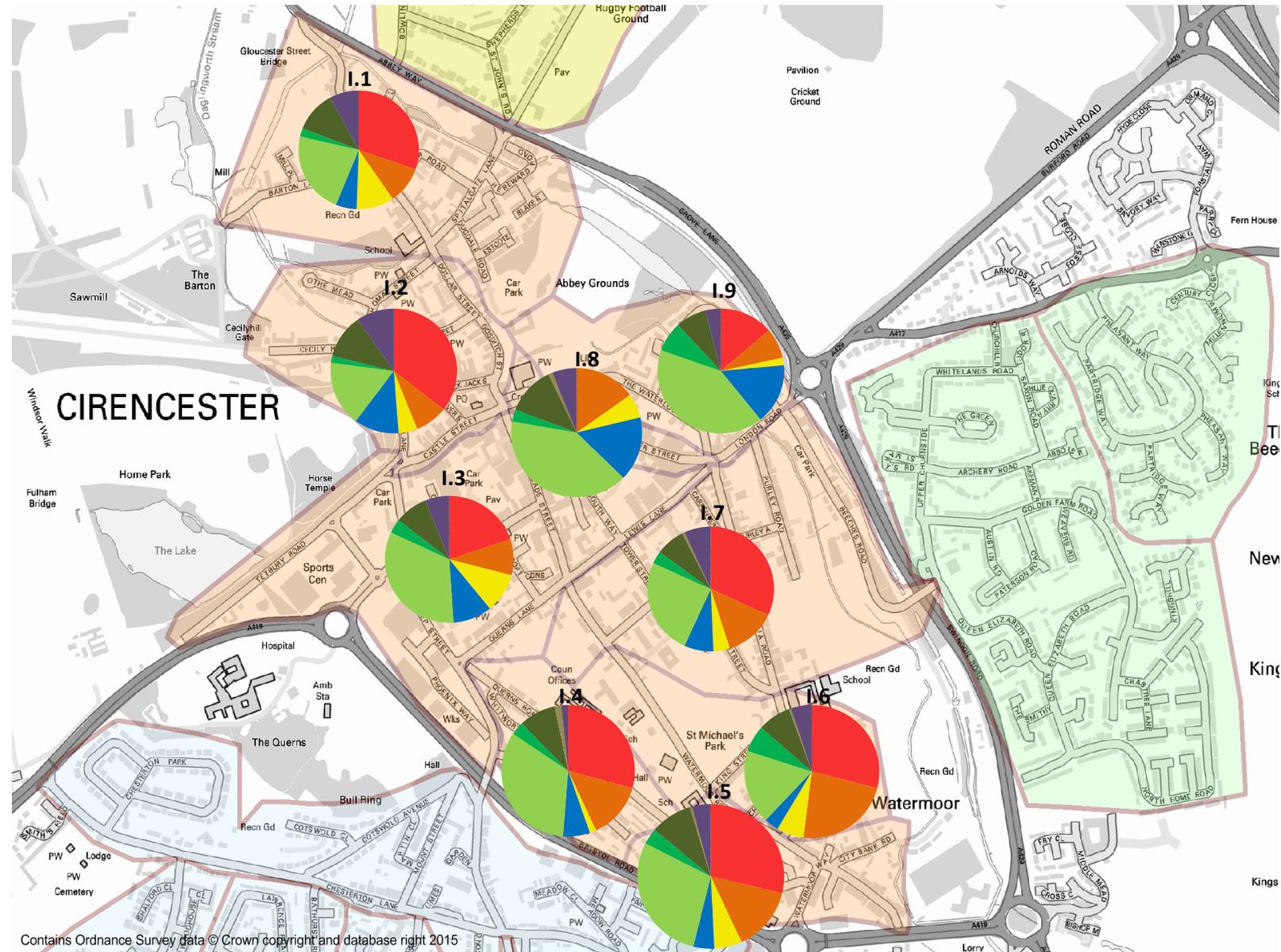


# Origin Analysis: On-street parking – Inner Cirencester (weekday average)

The maps below focuses in **Inner Cirencester** area showing where vehicles parked On-Street in each zone came from. Vehicles have been categorised as originating from: the same zone; within the Inner study area; within 2miles; within 5 miles; within 25 miles; within 50 miles; within 200 miles and over 200 miles from Cirencester. The map shows the proportion of the origin locations.

- Key**
- Same\_Zone
  - Inner\_Zone
  - Within\_2
  - Within\_5
  - Within\_25
  - Within\_50
  - Within\_200
  - Over\_200
  - UNKNOWN

The map shows where vehicles parked On-Street in each zone came from. This is only based on the parking during the midday period. (IP Capacities)



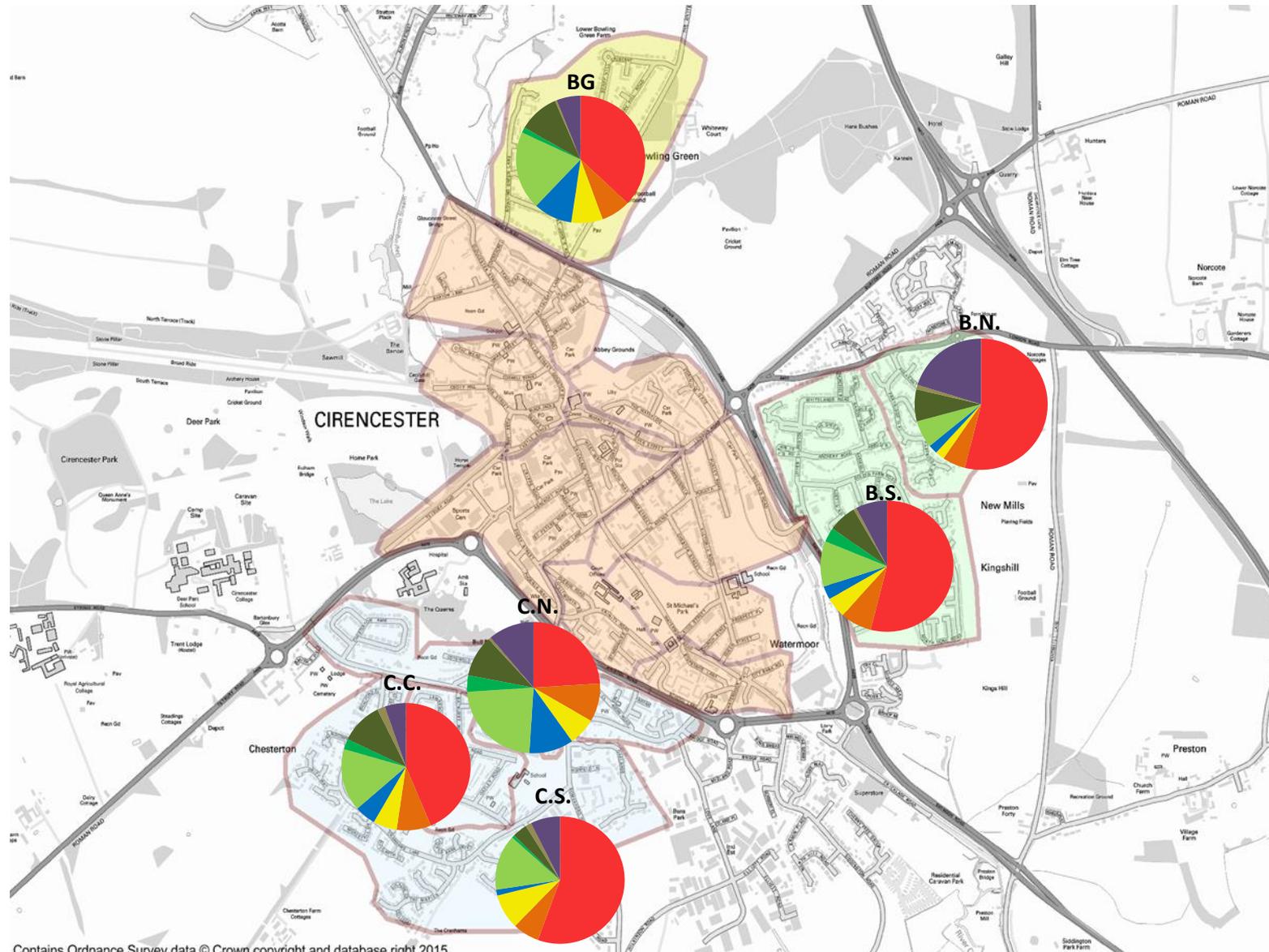
Contains Ordnance Survey data © Crown copyright and database right 2015

# Origin Analysis: On-street parking – Outer Cirencester (weekday average)

The maps below focuses in **Outer Cirencester** area showing where vehicles parked On-Street in each zone came from. Vehicles have been categorised as originating from: the same zone; within the Inner study area; within 2miles; within 5 miles; within 25 miles; within 50 miles; within 200 miles and over 200 miles from Cirencester. The map shows the proportion of the origin locations.

## Key

- Same\_Zone
- Inner\_Zone
- Within\_2
- Within\_5
- Within\_25
- Within\_50
- Within\_200
- Over\_200
- UNKNOWN



The map shows where vehicles parked On-Street in each zone came from. This is only based on the parking during the midday period. (IP Capacities)

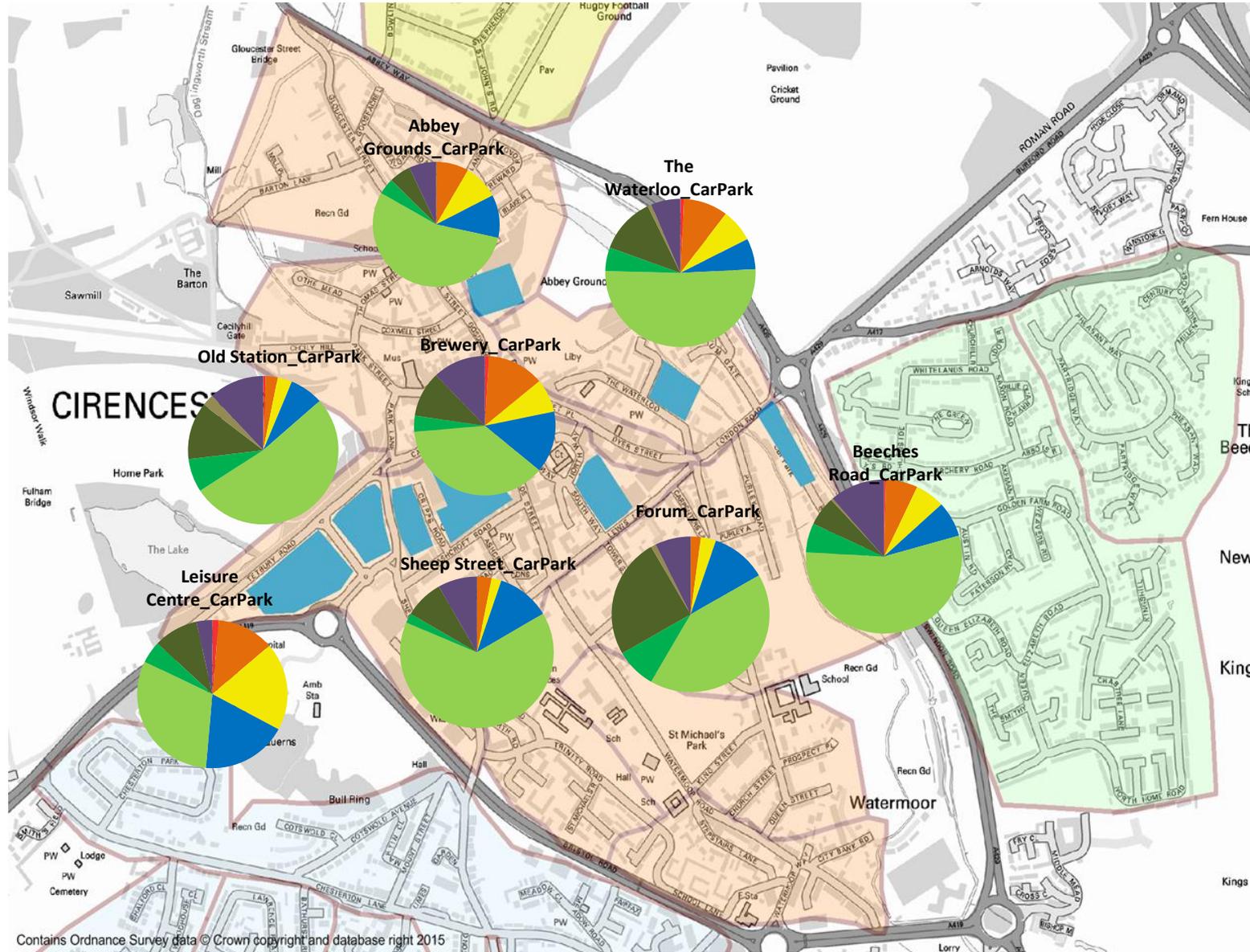
# Origin Analysis: Off-street parking – Cirencester Car Parks (weekday average)

The map below focuses on Inner Cirencester area showing where vehicles parked in each zone’s car park came from. Vehicles have been categorised as originating from: the same zone; within the Inner study area; within 2miles; within 5 miles; within 25 miles; within 50 miles; within 200 miles and over 200 miles from Cirencester. The map shows the proportion of the origin locations.

### Key

- Same\_Zone
- Inner\_Zone
- Within\_2
- Within\_5
- Within\_25
- Within\_50
- Within\_200
- Over\_200
- UNKNOWN

The map shows where vehicles parked in each zone’s car parks came from. This is only based on the parking during the midday period. (IP Capacities)



**Weekday Short**

**Weekday Long**

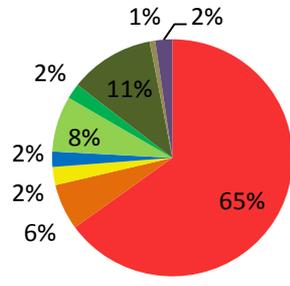
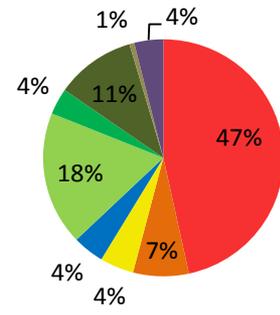
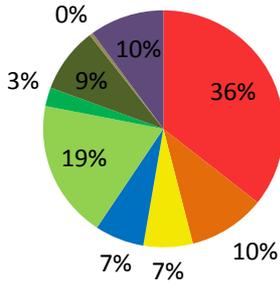
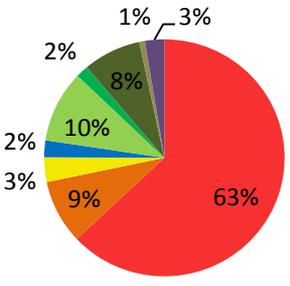
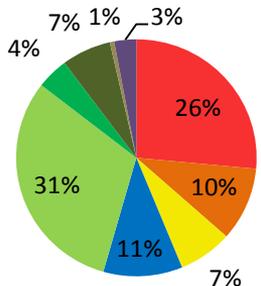
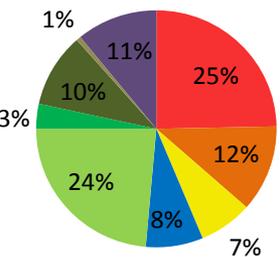
**Weekday All Day**

**Saturday Short**

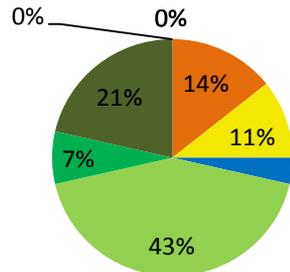
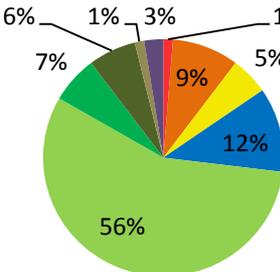
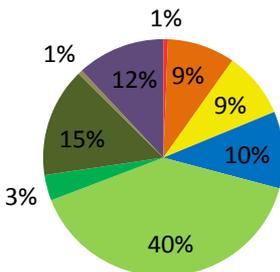
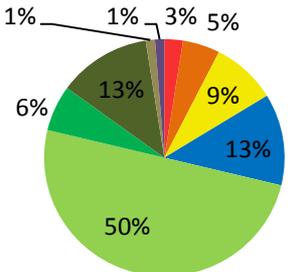
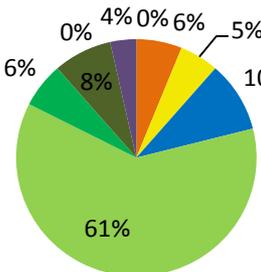
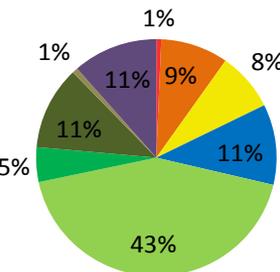
**Saturday Long**

**Saturday All Day**

## On-Street



## Off-Street



### Key

- Same\_Zone
- Within\_50
- Inner\_Zone
- Within\_200
- Within\_2
- Over\_200
- Within\_5
- UNKNOWN
- Within\_25
- (All distances in miles)

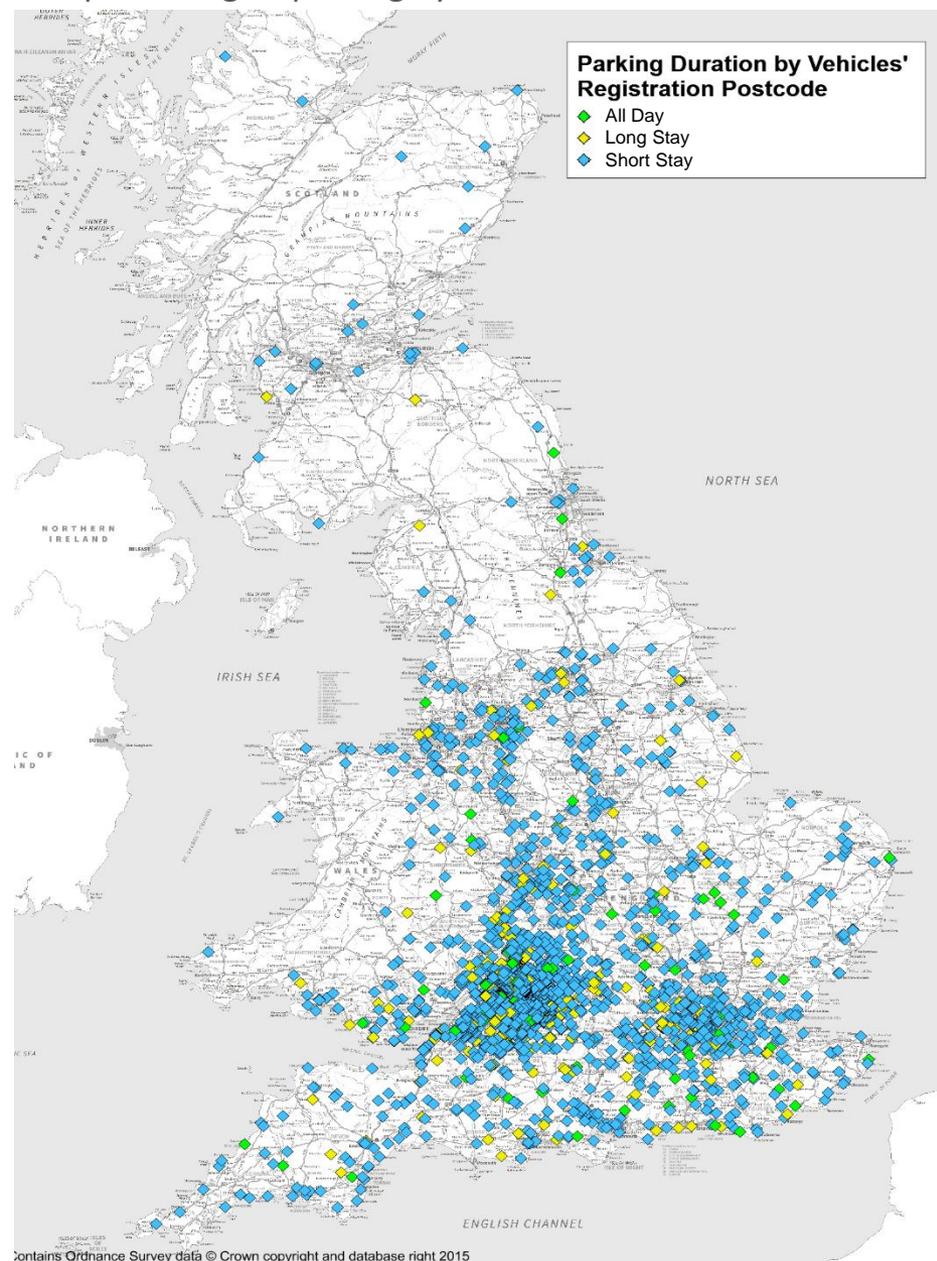
### Weekday

- Most all day parking is by locally registered vehicles, as would be expected.
- Around 25% of short and long stay vehicles drive from within 5 miles, both on and off-street.
- Those from over 5 miles away are more likely to park off-street.

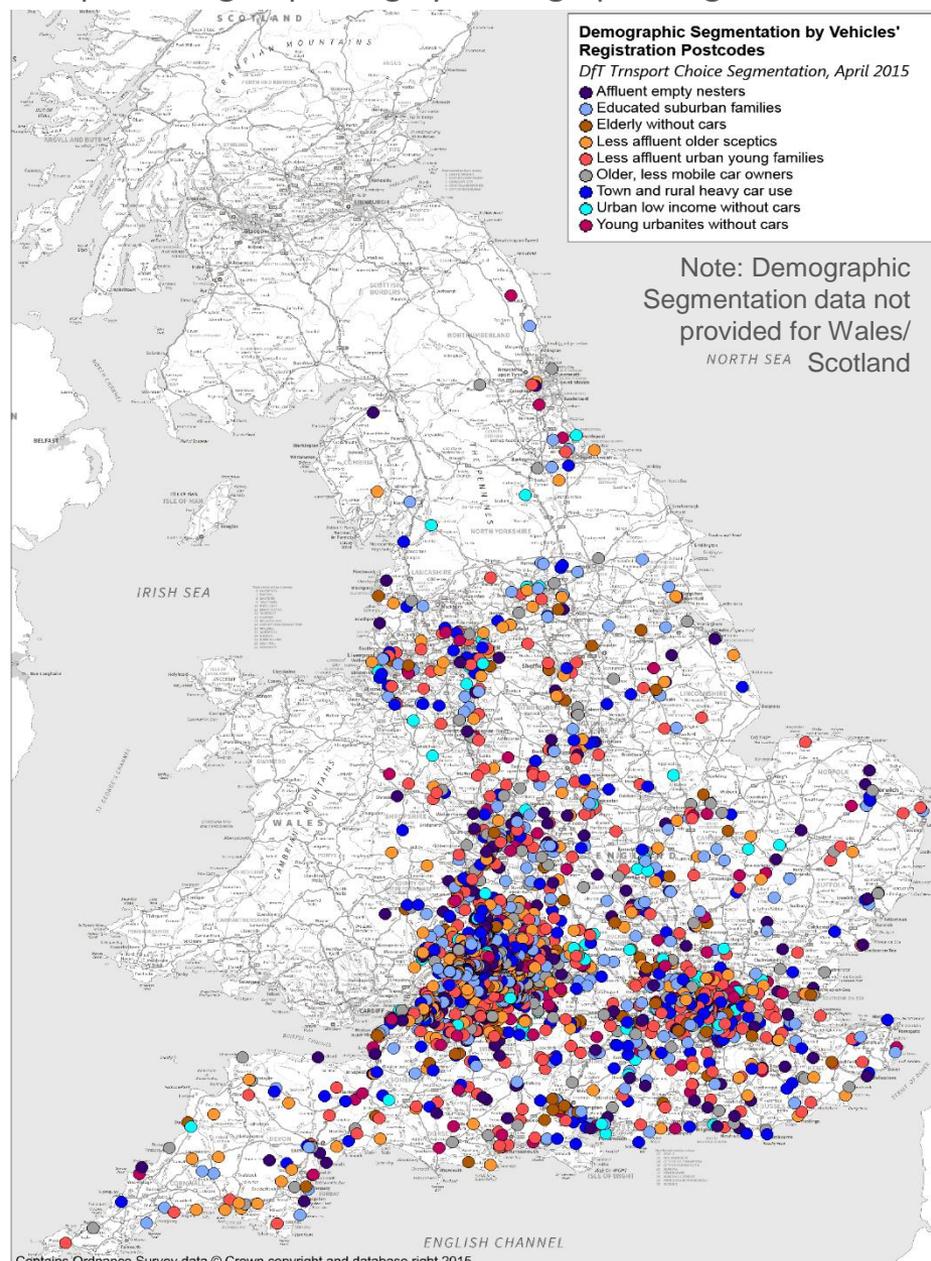
### Saturday

- Broadly similar patterns of origin compared to weekdays.
- A greater proportion of on-street parking is occupied by locally registered vehicles, as would be expected.

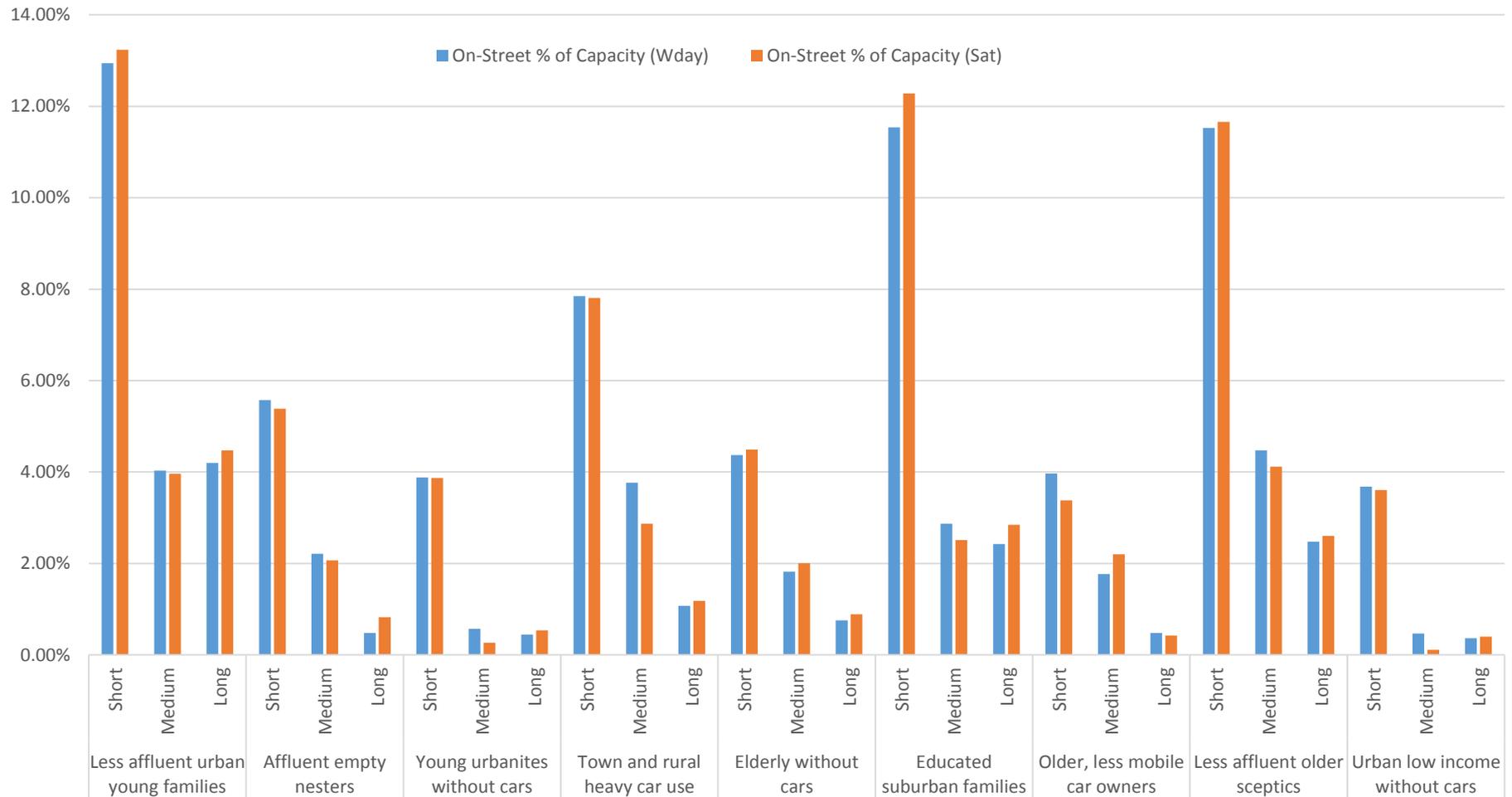
Map showing all parking by duration



Map showing all parking by Demographic Segmentation

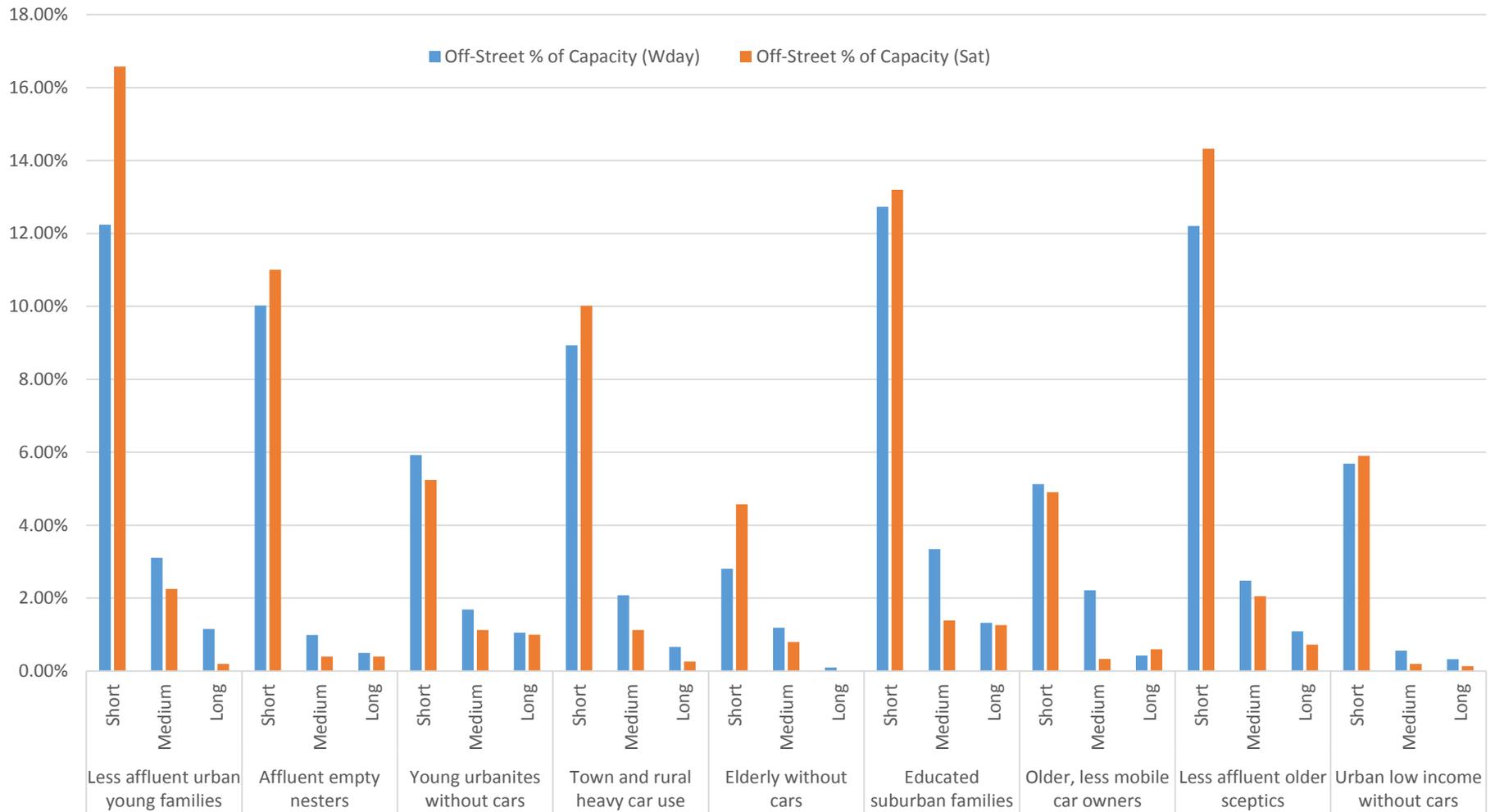


# Demographic Segmentation Analysis: Total on-street parking by length of stay



- This analysis is based upon the Transport Choices Demographic Segmentation Data provided by Department for Transport
- The data provides an average demographic type for each output area. Therefore some groups defined as 'without cars' will include some car owners within the area.
- More information about demographic types is available at: <https://www.gov.uk/government/publications/transport-segmentation-study-mapping-dataset>
- There is little difference in demographic profile between weekdays and Saturdays.
- There is a strong mix of affluent/less affluent groups represented.

# Demographic Segmentation Analysis: Total off-street parking by length of stay



- This analysis is based upon the Transport Choices Demographic Segmentation Data provided by Department for Transport
- The data provides an average demographic type for each output area.
- More information about demographic types is available at: <https://www.gov.uk/government/publications/transport-segmentation-study-mapping-dataset>
- There is little difference in demographic profile between weekdays and Saturdays, although a slight increase in less affluent groups parking on Saturdays for short stays.
- There is a strong mix of affluent/less affluent groups represented.

## Summary of Key Findings

### Occupancy

On-street parking is congested in the central town core both during the week and at weekends.

Other parts of the town centre experience congestion, particularly the southern extents, and Beeches Road

The remainder of the town centre area, within the ring road, is relatively well used but has some remaining capacity.

The outer town areas of Chesterton, Beeches and Bowling Green have lots of spare capacity.

Commuter parking is evident throughout the town, but is particularly significant in the Beeches Road area, and to the south of the town, outside existing permit parking schemes.

There is no evidence of significant levels of commuter parking outside the ring road.

Commuter parking is evident in the peripheral car parks, particularly Beeches Road where pricing is set to attract commuter parking. Those car parks dedicated to short stay parking have spare capacity during the week.

Most car parks have some spare capacity at weekends.

Waterloo and Forum Car Parks are underused.

### Origin

A significant volume of vehicles (c.25%) parked both on and off street originate from within 5 miles of Cirencester, (not including those observed where they are registered)

Most visiting vehicles originate from between 5 and 25 miles away, as would be expected by the local context. Development and growth in nearby towns is therefore likely to have a great impact on Cirencester of parking is not properly managed.

Those visiting from over 5 miles away are more likely to park in the car parks.

A significant number of those driving from within 5 miles also park in the car parks.

Cirencester is visited by a wide range of socio-economic demographics. The analysis has shown similar parking patterns and use of on/off street parking throughout these groups.