

Yeovil Car Parking Analysis

May 2011

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Somerset County Council

for

South Somerset District Council

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Executive Summary

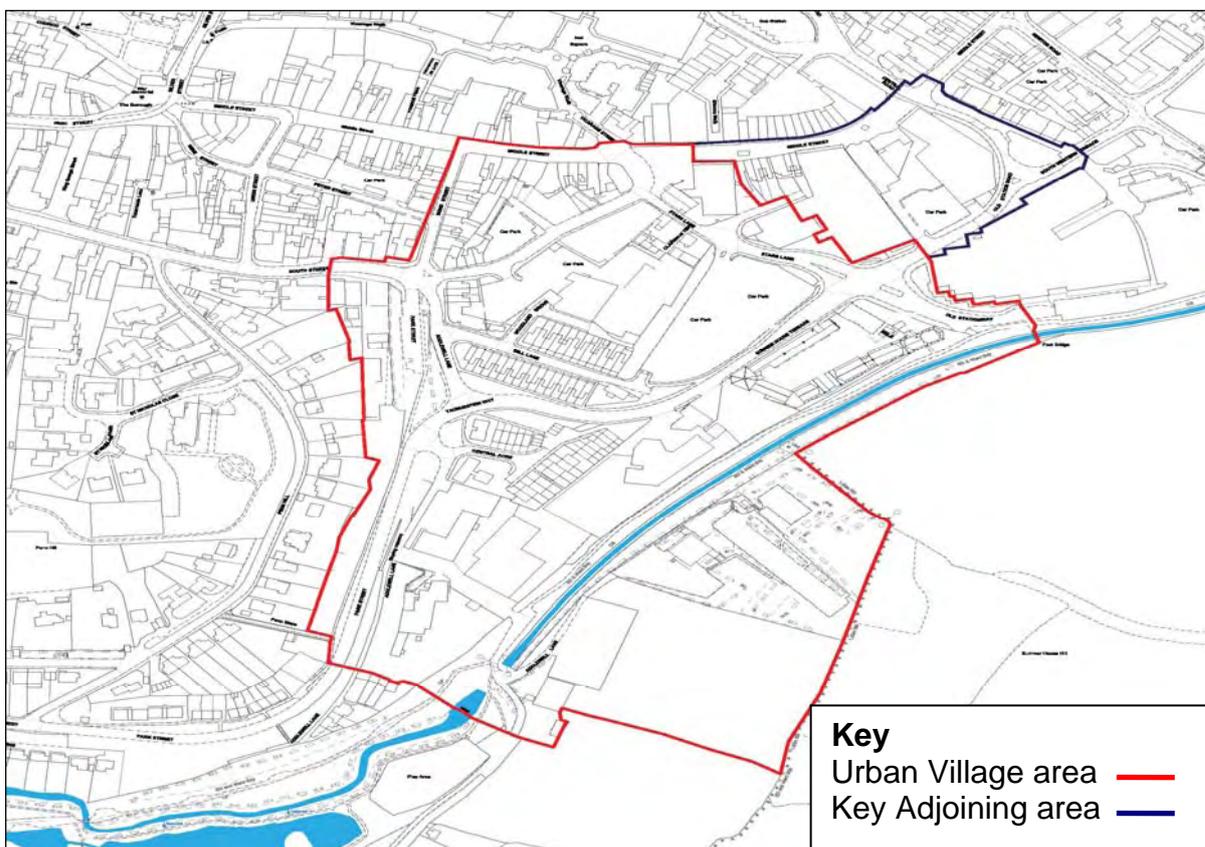
Report Layout

The full report sets out: the objectives as specified by SSDC; a description of the surveys and methodology; analysis of the questionnaire information, mapping of postcode data, analysis of count data compared to capacity; and the use of SATURN to provide growth rates for car parking demand in future years. The conclusion addresses the objectives set out at the start of this piece of work; based on the analysis of the data sets, highlights areas of concern and opportunities to improve Yeovil's parking service as part of any subsequent review of the town's parking strategy. This executive summary outlines the key points.

Study Objectives

The objectives of the study are:

- To establish the current, medium-term (2016) and long-term (2021 & 2026) requirement for long, medium and short stay car parking for car parks within the Urban Village;
- The potential to accommodate cars, currently parking in the Urban Village car parks, in other car parks within the town as identified by available capacity and propensity for use given trip origins. Analysis should be undertaken on the relative potential for short, medium and long-term provision, taking account of projected increases in usage, route mapping and modal shift potential; and
- To provide all data to SSDC at the completion of the project in order that they can use the data to develop a 2012 car parking strategy.



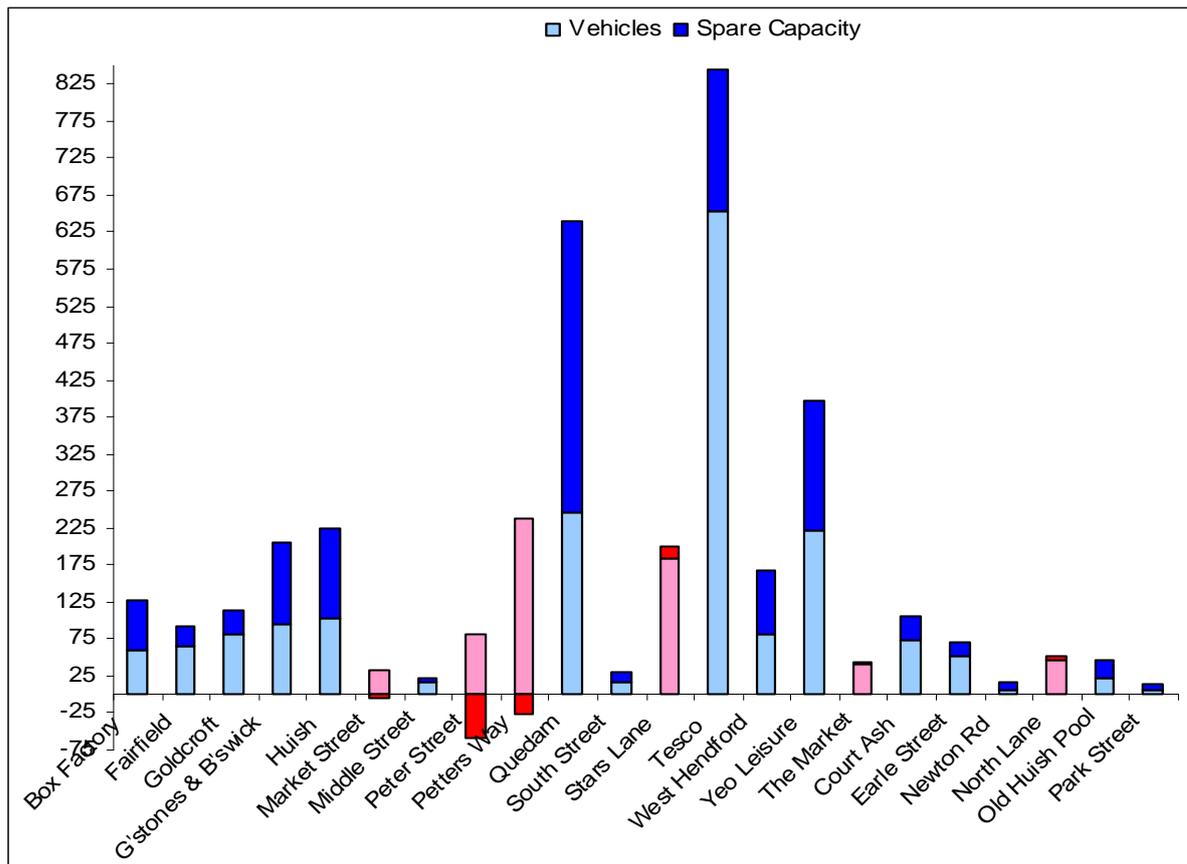
Yeovil Urban Village

Car Park Audits

A car park audit was undertaken at each car park at the start of the survey in 2011, noting the available spaces, charges, and any other issues.

Counts

Interviews and entry and exit counts were carried out at various car parks in November 2007 and March 2011 between 7am and 7pm; at Stars Lane the 2011 survey was extended until 11pm.



Maximum Car Park Accumulations

The chart above illustrates the maximum accumulations recorded (against capacities) for the sites surveyed in 2011. Highlighted red are the car parks which were recorded to be operating at a capacity of 85% or over in 2011. These are: Market Street; Peter Street; Petters Way; Stars Lane; The Market and North Lane.

Comparison of 2007 to 2011 Car Park Usage

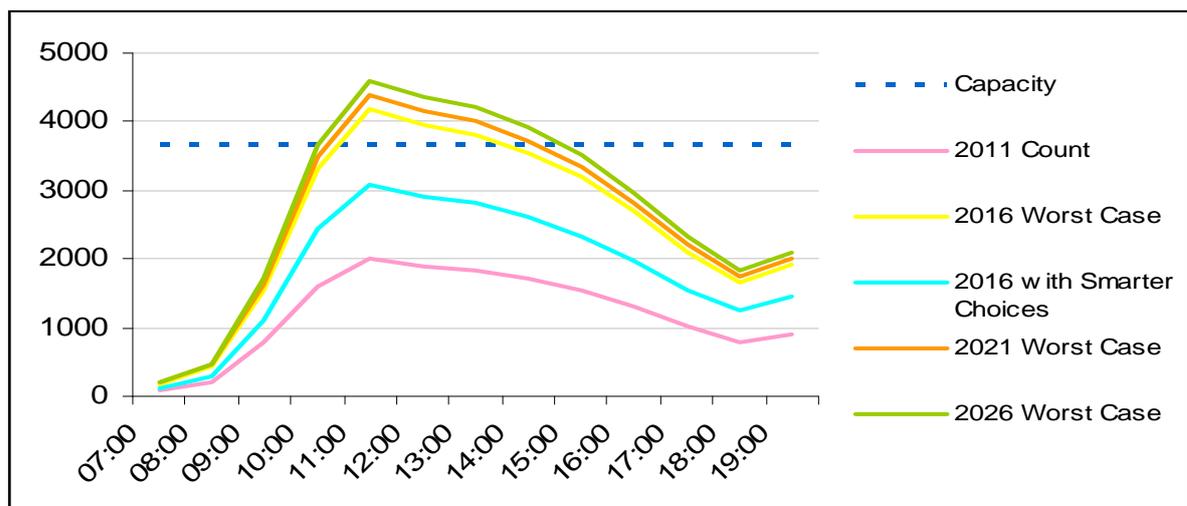
Not all of the car parks surveyed in both 2007 and 2011 have shown an increase in usage; those that have are Stars Lane, Peter Street and Goldenstones. The absence of increased demand is consistent with data from Automatic Traffic Counters (ATCs) in Yeovil, suggesting that there is little or no growth in traffic in the town. In 2007 a number of additional car parks were identified to suffer from capacity issues: Fairfield, Goldcroft, South Street, West Hendford and Yeo Leisure.

Interviews

Several patterns emerge from the interview data. Long stay car parks are, as would be expected, used largely by commuters, other than Stars Lane. Stars Lane is used mainly by shoppers with a typical stay of one to three hours, despite being defined as medium to long stay. It is noted that short stays are relatively inexpensive under the current tariff. The vast majority of these are driving alone. Conversely, short and medium stay users (usually coming into town for shopping or personal business) are much more likely to travel with at least one passenger; they are more likely to be linking their trips together, coming from or going to somewhere other than their own home. These patterns are important because they will affect the likelihood of drivers being willing to travel by a different mode.

Future Demand

The figure below shows the total predicted demand across a typical day, for each future year scenario, growth rates are calculated in SATURN, which is a traffic modelling tool. Based on this analysis (and assuming all car parks remain in place) there would be a significant shortfall in short stay parking capacity: just under 1,200 spaces by 2026. It is noted that in no scenario does demand for long stay car parking exceed supply. Even in 2026, over 200 spaces remain available; it may therefore be appropriate to consider reallocation of spaces.



Forecast parking demand profile for all car parks, 2011-2026

Demand for short stay could be mitigated through modal shift, with the use of Smarter Choices measures, personal and workplace travel planning, home working and the encouragement of the use of alternative modes to single occupancy car trips such as car share, walking and cycling. Improvements could be made to walking and cycling amenities and car share facilities, as well as implementing awareness campaigns promoting the benefits of alternative modes of travel. Since the measures are likely to be easier to implement with commutes (long stay) through workplaces, it is sensible that this work is twinned with a review of car park charges and or reallocation of spaces.

The interview data showed that a number of people parking in the Urban Village car parks travelled from within a 2 mile radius of Yeovil town centre, this indicates that there could be potential for modal shift to walking and cycling.

It was also seen from this data that a number of people were also travelling from Sherborne, Dorset, and are likely to be using the A30. Improvements to public transport or car share provision along this corridor could encourage a modal shift.

Outcomes & Recommendations

The following is a summary of the main outcomes of the full report:

- No evidence was found of current capacity issues within the Urban Village, with the exception of Stars Lane. Across the wider town centre, several car parks suffer from capacity issues. If the car parks are taken as a whole (short and long stay), there is currently significant spare capacity;
- Significant development is anticipated within the town centre over the next ten years. If parking were to remain as it is and no mitigation measures are put in place, modelling suggests there will be a significant shortfall in short-stay parking;
- The total demand for car parking peaks in the mid day;
- A common journey pattern was identified from Sherborne to Yeovil; the likely route is the A30, which indicates potential for modal shift to an increase in car share and public transport use; and
- A large number of trips are also seen to originate within a two mile radius of the centre of Yeovil; again this indicates potential for modal shift where drivers could be encouraged to walk or cycle.

The following is a summary of the recommendations of the full report:

- Smarter Choices measures could reduce demand although they are more likely to be more effective when targeted at long stay users. The data collected could be used in developing a strategy which may include refining time restrictions and tariffs to encourage efficient usage. Should an 'eco' urban extension come forward this would limit the increase in pressure on town centre parking. Peak spreading, where drivers make their journeys at a different time particularly those using short stay car parks is likely to mean that the shortfall would not be as great in practice as modelled in theory;
- Travel plans are likely to have the greatest impact on long stay parking demand; car sharing is significant in short stay car parks. There may be opportunity to build on this through the provision of car sharing bays which might help to reduce pressure on short stay car parks: this could be the designation of more convenient bays. Information on why people were sharing was not collected; in many cases the sharing may represent a couple or a parent and child and may not necessarily have been two vehicle trips on the network if not sharing; and
- Any future parking strategy should take into account the balance of any policy against the maintaining the competitiveness of Yeovil's economic vitality and avoiding unnecessary distortions in demand. The strategy should also take consider:
 - Private car parking and on street car parking;
 - Clarity on the aim of the strategy;
 - Policy context, national, regional and local including SCC's parking strategy;
 - Work place charging;
 - Travel planning for employers and personalised;
 - Parking standards for developments;
 - Specialist parking and accessibility;
 - Enforcement and management;

- Financial considerations and value for money of any changes;
- Smarter Choices measures and other measures that could encourage modal shift such as improved public transport provision along key corridors, improved streetscape in the town centre to encourage cycling and walking, improved cycling and walking facilities, within the town and within and to/from developments etc;
- Review of charges and time bands for car parks;and
- Reallocation of some of the existing long stay parking to short stay parking.

1 Introduction & Objectives

1.1 Background

- 1.1.1 South Somerset District Council (SSDC) commissioned Somerset County Council (SCC) to undertake car park counts and interviews in Yeovil, and to analyse the data to consider provision, capacity and demand in the town centre now and in the future. Particular emphasis is to be placed on parking within the Urban Village. Figure 1 outlines the boundary of the Urban Village (provided by SSDC).
- 1.1.2 To ensure validity of the surveys they were undertaken in March avoiding school holidays. Figure 2 shows the locations of the car parks surveyed in 2011. Counts and interviews were also undertaken by SCC in November 2007; analysis and comparison of these historical surveys have also been included in this report, as well as a brief comparison to data collected in 2005. In both years the surveys were undertaken on neutral days of the week (Tuesday to Thursday) to ensure that the data is representative of 'normal' patterns of parking behaviour.

1.2 Objectives

- 1.2.1 A key element of the Urban Village master plan is the development of car parks within the Urban Village core study boundary. This report looks at the feasibility of this by ascertaining any shortfall in meeting parking demand that would arise from such development and the available capacity of those town centre car parks outside the Urban Village area, both now and in the future in terms of their ability to mitigate any such shortfall.
- 1.2.2 The objectives of the study are:
- To establish the current, medium-term (2016) and long-term (2021 & 2026) requirement for long, medium and short stay car parking for car parks within the Urban Village.
 - The potential to accommodate cars currently parking in the Urban Village car parks, in other car parks within the town as identified by available capacity and propensity for use given trip origins. Analysis should be undertaken on the relative potential for short, medium and long-term provision, taking account of projected increases in usage, route mapping and modal shift potential.
 - To provide all data to SSDC at the completion of the project in order that they can use the data to develop a 2012 car parking strategy.

1.3 Surveys Undertaken

- 1.3.1 In March 2011 interviews were carried out in car parks around Yeovil; alongside this, counts of vehicles coming into and out of each car park were also undertaken. At the start of the survey an audit of each site was carried out. The table below shows the car parks surveyed in November 2007 & March 2011:

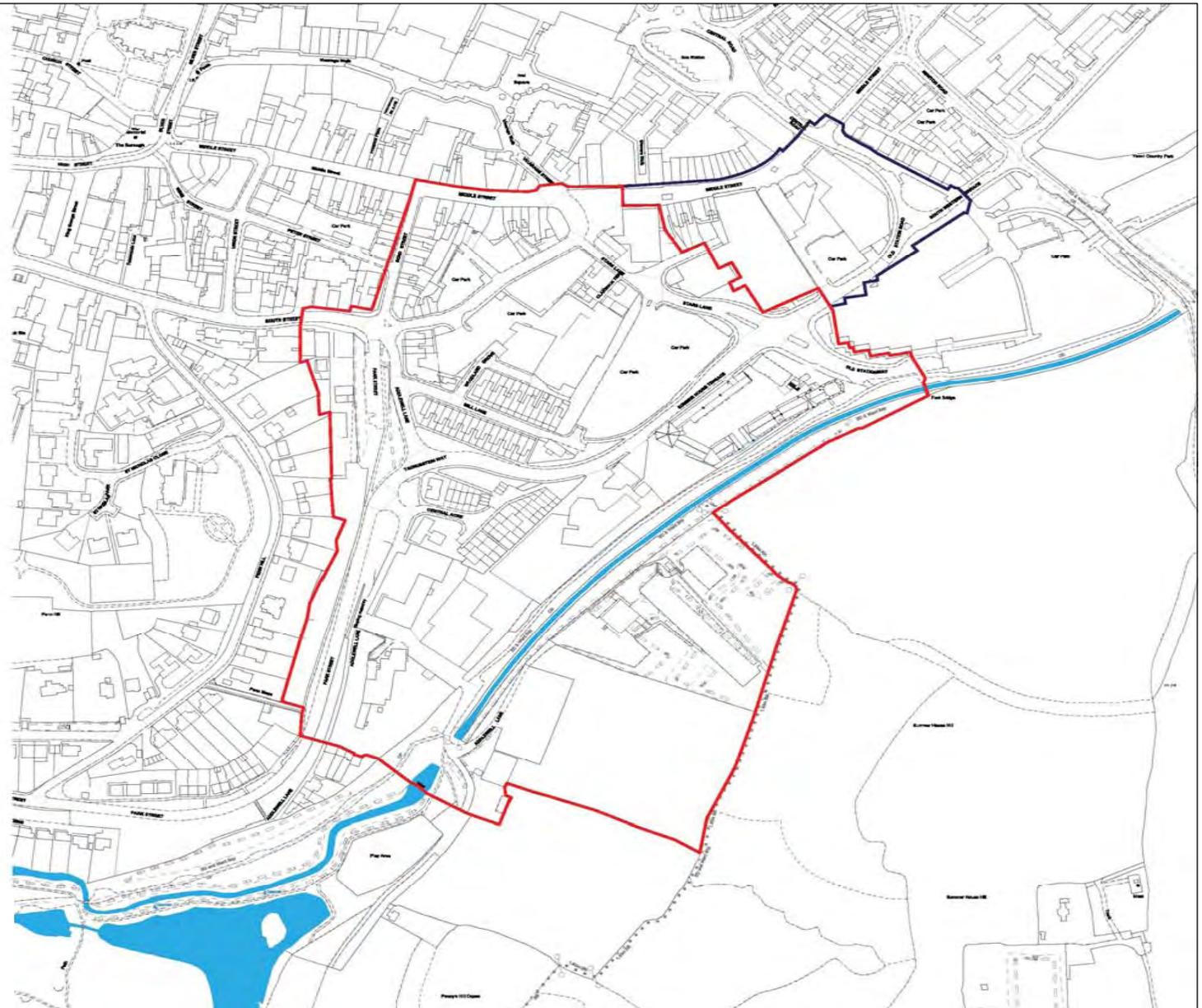
Car Parks	2007	2011	Survey type & time
Fairfield, Goldcroft, Goldenstones & Brunswick, Huish, Peter Street, Petters Way, Quedam, South Street, Tesco, West Hendford, Yeo Leisure	✓	✓	Count & Interview 7am-7pm
Stars Lane	✓	✓	Count & Interview 7am-7pm (2007) and Count & Interview 7am-11pm (2011)
Houndstone, Morrisons, Yeovil Hospital	✓		Audit, Count & Interview 7am-7pm
Box Factory, Court Ash, Earle Street, Market Street, Middle Street, Newton Road, North Lane, Old Huish Pool, Park Street, The Market		✓	Count & Interview 7am-7pm

Table 1.1 Car Park Sites 2007 & 2011

Yeovil Urban Village Framework

Site Plan

-  Core Study boundary (12.87ha)
-  Key adjoining areas for consideration (1.66ha)



Not to scale

Figure 1.1 Urban Village Outline

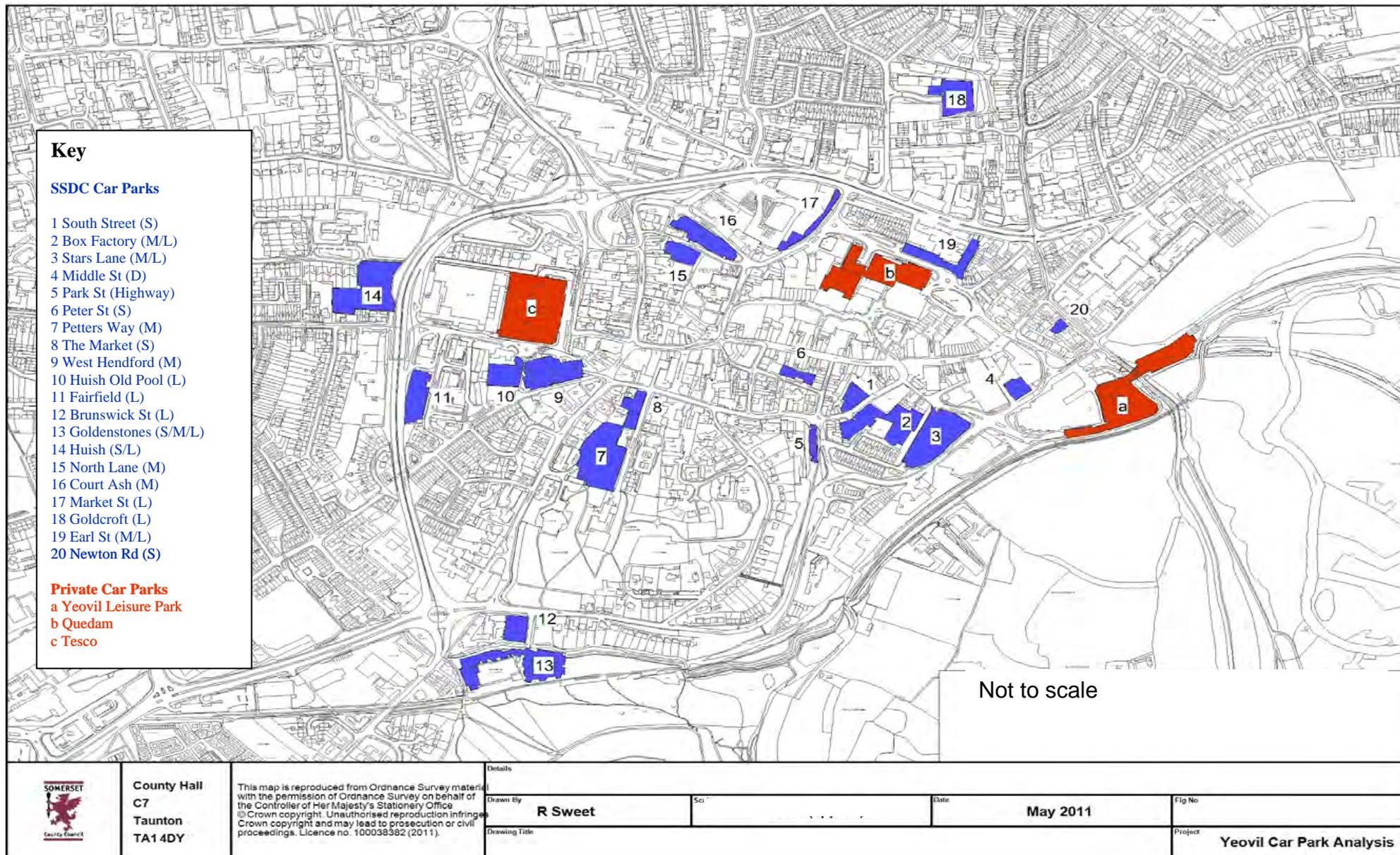


Figure 1.2 Car Park Locations

2 Methodology

2.1 General

2.1.1 This section of the report sets out the methods used in data collection and analysis.

2.2 Car Park Audits

2.2.1 The enumerators employed by SCC to undertake the surveys carried out an audit of each car park considered in 2011. The information was entered onto a standard form to record number of bays, types of bays, number of bays already occupied and the tariff on site. The information was checked against SSDC's Parking Strategy 2005. Any discrepancies in numbers have been checked by SSDC and SCC officers to ensure data validity.

2.3 Counts

2.3.1 Vehicle counts were undertaken from 7am to 7pm, with the exception of Stars Lane car park, where surveys ran from 7am to 11pm, as requested by SSDC. The enumerators recorded the entry, exit and type of vehicle on data loggers (Appendices 1 & 2).

2.3.2 A comparison of count information and capacity was made. A figure was recorded at the start of the survey of the number of vehicles in the car park before the count commenced. The number of vehicular entry and exits into the car park is then added and subtracted for each hour. For each individual car park the hour when the number of vehicles is at its highest is taken as the maximum occupancy for that car park during the day. This maximum occupancy is compared to the capacity of that car park and a percentage is given. Car parks shown to be at 85% or more full are regarded as at capacity.

2.3.3 The maximum car park occupancy/capacity 2007 and 2011 data was compared and presented as a percentage change. The hour of the maximum occupancy was used for the comparison.

2.4 Interviews

2.4.1 The car park interviews were conducted using a standardised interview form (see Appendix 3). Interviews were undertaken throughout the day (7am to 7pm), by trained enumerators. The enumerators were positioned at key points in the car parks such as pay points and entry/exits and asked people if they would be willing to answer a few questions. The completed questionnaires reflect a sample of those parking in that car park on that particular day. The enumerators aimed to undertake as many interviews as possible.

2.4.2 A sample rate for the interviews against the count information for each car park (number of interviews against count information) can be seen in Appendix 4.

2.4.3 The responses for each car park were collated into a spreadsheet, answers given were calculated as percentages, and this report shows the majority responses and patterns in the responses.

2.5 Route Mapping and Origin & Destination Data

- 2.5.1 Using the results of the car park surveys, the postcodes for origin of journey, where people were visiting from the car park and their destination after leaving the car park were analysed. The post codes were first verified using post code mapping data then geocoded and plotted using MapInfo software.
- 2.5.2 Data was extracted from the resulting maps to show the ward in which the postcode was located. Those wards outside of the Somerset County Border have been shown with the County in which they fall as opposed to the ward. This data was transferred back into excel format to be analysed.
- 2.5.3 For each person surveyed in 2007 and 2011 a map showing the location visited from each car parked has been produced using MapInfo; these can be seen in Appendices 5 & 6. Maps have also been produced showing the origin and destinations for each site for both years, this can be seen in Appendix 7 & 8. It is worth noting the information coded is the surveyed sample only, so does not show all trips. It should however be representative of each car park's use.

2.6 Growth Factor

- 2.6.1 In estimating future demand for car parking in Yeovil it was necessary to account for anticipated development within the town centre itself, along with growth across and the surrounding area. Other factors (such as increased car ownership and any changes in demographics) also needed to be considered.
- 2.6.2 The simplest way to carry out the calculations was considered to be the use of SCC's SATURN model Yeovil Traffic Model 2 (YTM2). This model, produced using 2007 data, models expected traffic conditions across the town in 2016 and 2026 accounting for all the factors discussed above. In addition, for 2016, SCC has carried out work to estimate traffic in three scenarios relating to 'Smarter Choices' type measures:
- worst case;
 - business as usual; and
 - enhanced measures
- 2.6.3 For 2026 only a worst case scenario is available. In order to estimate parking demand in 2021, growth was assumed to be half-way between that in 2016 and 2026. The modelling includes appropriate levels of development (as advised by SSDC during development of the YTM2 model) such as the Cattle Market, Quedam extension, Urban Village and additional small sites.
- 2.6.4 The number of arrivals in the town centre during the morning peak hour was extracted for each year of the model. These trips were assumed to be representative of long-stay demand. A similar exercise for an average daytime hour was used to estimate increased demand for short- and medium-stay parking. The SATURN model could only provide growth factors for short stay and all day parking. Therefore medium stay parking has not been looked at separately; rather all demand has been split into short or long stay.
- 2.6.5 Tale 2.1 shows the assumed levels of town centre development in the SATURN model in 2016 and 2026. Additional development across the town, including a significant urban extension by 2026 is also assumed.

Site	2016				2026			
	Homes	Retail GFA (m ²)	Office GFA (m ²)	Pub/restaurant GFA (m ²)	Homes	Retail GFA (m ²)	Office GFA (m ²)	Pub/restaurant GFA (m ²)
Cattle Market and nearby sheltered housing	164	600	-	90	164	600	-	90
Quedam Extension (+Glovers Walk in 2026)		24340	-	-	-	27090	2750	-
Urban Village	213	10000	-	-	413	20000	-	-
Combined	75		-	-	75		-	-

Table 2.1 Assumed Town Centre Development in SATURN

2.6.6 The following are general assumptions and comments to calculate the growth factors:

- Long stay demand is based upon the number of modelled car arrivals in the AM peak, and includes demand from additional development as detailed above;
- Short stay demand is based upon the number of modelled car arrivals in an average interpeak hour, and includes demand from additional development as detailed above;
- Analysis of car parking and ATC data shows no evidence of significant growth, and possibly a marginal decrease, in demand between 2007 and 2011;
- The vast majority of new trips are associated with retail developments, particularly in the short term parking;
- Retail trip rates include a deduction for pass by/diverted trips and due to the very large size of the Quedam/Urban Village elements;
- Figures are from the demand matrix (i.e. before adjusting for elasticity); and
- The model assumes that all demand can be accommodated, and would result in heavy congestion.

2.6.7 Smarter Choices measures aim to encourage travellers to rethink the way they travel and promote the use of alternatives to the car. They use information and promotions to show people the travel options they have and their respective costs and benefits. They offer very good value methods of reducing car use, therefore reducing the level of (vehicle) demand that needs to be included in our calculations.

2.6.8 Table 2.2 shows the smarter choices measures assumed to take place as part of the 'enhanced measures' scenario and the reduction in car trips they would be expected to achieve (over the whole town). However, these figures are based on best practise examples and significant effort and finance would be required to ensure they are realised.

Intervention	Trip Reduction	Trips reduction applies to	Parking affected
Travel Awareness Campaigns	1.3%	Trips < 5km or where there is public transport	Short and Long 2016, 2026
Personalised Travel Planning	0.5%	Trips < 5km or where there is public transport	Short and Long 2016, 2026
Public Transport Improvements	0.4%		Short and Long 2016
	2.6%		Short and Long 2016
Teleworking	1.8%	Trips from residential zones to employment zones (not Agusta Westerland)	Long 2016
	2.6%	Trips from residential zones to employment zones (not Agusta Westerland)	Long 2026
Workplace Travel Plans	0.4%	Trips to employment zones	Short 2016
	1.2%	Trips to employment zones	Short 2026
Home Shopping	0.3%	Trips between residential areas and supermarkets.	Short 2016
	0.6%	Trips between residential areas and supermarkets.	Short 2026
Cycling	1.5%	Trips <6km	Short and Long 2016
	3.0%	Trips <6km	Short and Long 2026
Walking	0.5%	Trips <2km	Short and Long 2016
	1%	Trips <2km	Short and Long 2026

Table 2.2 Measures & Reductions in trips with 'Smarter Choices'

2.7 Future Demand Projections

2.7.1 Growth factors for the future year scenarios have been used to estimate future year demand, by multiplying them against the traffic counts undertaken in 2011. This has been done for long stay, short stay and total car parking demand. The future year demand is compared to the available parking across the town and the Urban Village.

3 Car Park Audit

3.1 Results

3.1.1 Table 3.1 is a summary per site of the car park audits carried out. Short stay corresponds to a one, two or three hour maximum stay; medium to three to four hours; and long stay is all day.

3.1.2 The total number of bays shown in the table below was counted on site, after which comparison was made to the 2005 SSDC Parking Strategy, an officer from SSDC and SCC audited the car parks where there was any discrepancy to ensure data validity.

3.1.3 It should also be noted that the Huish Old Pool car park is unmarked therefore an estimation of bays on site was made.

Name	Cars at 7am	Stay	Disabled	Parent & Child	Motorcycle	Bicycle	Total Spaces
South Street	0	Short	2	0	1	0	29
Box Factory	0	Medium	9	0	0	0	128
Stars Lane	7	Med/Long	0	0	0	0	201
Middle Street	0	Short/Med	14	0	0	0	21
Park Street	0	Short	1	0	0	0	15
Peter Street	0	Short	5	0	4	0	23
Petters Way	0	Medium	10	0	6	0	212
The Market	0	Short	5	0	5	0	?
West Hendford	0	Short/Med	9	0	6	0	167
Huish Old Pool	0	Long Season Ticket Only	0	0	0	0	46
Fairfield	0	Long	1	0	0	0	91
Brunswick	0	Long	1	0	0	0	63
Goldenstones	0	Short/Med	9	0	3	16	142
Huish	0	Long	7	0	4	0	223
North Lane	0	Short/Med	3	0	4	0	52
Court Ash	5	Medium	8	0	1	0	106
Market Street	0	Long	0	0	6	0	28
Goldcroft	0	Long	3	0	1	0	?
Earle Street	0	Long	4	0	9	0	?
Newton Road	0	Medium	1	0	6	0	16
Yeo Leisure Park	0	Medium	12	0	2	0	396
Quedam	0	Medium	23	11	12	0	639
Tesco	0	Short	41	31	0	5	844

Table 3.1 Car Park Audit 2011

3.2 Observations

- 3.2.1 At the time of the surveys, the SSDC website did not display current charges on it, although there was information on proposed future charges, although we were not able to use this information.
- 3.2.2 Poor bay marking was noted at Huish and The Market car parks.

4 Counts

4.1 2007 Results

4.1.1 Table 4.1 shows the occupancy per car park for each hour. The maximum hourly occupancy is recorded at the bottom of the table and compared to the capacity of the car park (as reported by SSDC). The cells marked red highlight where car park occupancy is at 85% or higher.

Occupancy: Vehicles	Fairfield	Goldcroft	Houndstone	Huish	Morrisons	Goldenstones	Peter Street	Peters Way	Quedam	South Street	Stars Lane	Tesco	West Hendford	Yeo Leisure	Yeovil Hospital
Initial	1	0	0	0	0	0	3	0	114	4	10			164	17
07-0800	16	19	18	13	24	3	8	11	120	1	17	36	4	149	0
08-0900	79	116	73	136	101	6	20	94	153	0	86	165	23	149	43
09-1000	82	123	139	154	200	19	39	206	376	23	163	478	113	228	87
10-1100	82	120	173	159	319	29	37	247	537	18	171	611	164	251	107
11-1200	83	114	154	163	352	37	44	241	529	28	170	638	161	243	87
12-1300	81	114	161	155	358	40	50	223	486	30	164	668	140	228	80
13-1400	76	110	154	152	369	35	52	206	424	33	161	603	112	218	113
14-1500	77	104	155	134	338	23	57	179	313	35	116	546	93	215	133
15-1600	71	94	116	108	334	44	62	153	217	35	98	527	74	225	135
16-1700	50	77	175	80	332	62	76	91	97	32	55	435	46	272	83
17-1800	12	17	166	25	316	57	69	62	6	44	7	326	21	347	52
18-1900	4	11	134	10	264	15	71	54	0	51	0	258	16	419	72
Max	83	123	175	163	369	62	76	247	537	51	171	668	164	419	135
Capacity	91	115	366	223	532	142	23	212	639	29	201	844	167	396	-
Max/Cap	91%	107%	48%	73%	69%	44%	330%	117%	84%	176%	85%	79%	98%	106%	-

Table 4.1 Vehicular Occupancy per Car Park 2007

4.2 2011 Results

4.2.1 Table 4.2 shows the occupancy per car park for each hour. The maximum hourly occupancy is recorded at the bottom of the table and compared to the capacity of the car park (as recorded on site and reported by SSDC). The cells marked red, highlight where car park occupancy is at 85% or higher.

Occupancy	Box Factory	Fairfield	Goldcroft	Golden-stones & Brunswick	Huish	Market Street	Middle Street	Peter Street	Petters Way	Quedam	South Street	Stars Lane	Tesco	West Hendford	Yeo Leisure	The Market	Court Ash	Earle Street	Newton Rd	North Lane	Old Huish Pool	Park Street
Initial	0	1	0	0	19	8	0	0	0	22	0	7	0	3	3	7	16	0	1	2	3	0
0700-0800	4	7	4	13	38	22	1	6	14	22	0	24	33	7	0	1	17	4	1	2	4	1
0800-0900	20	53	64	38	94	29	1	10	62	54	0	97	191	18	2	3	24	20	0	1	19	2
0900-1000	48	57	75	58	97	29	12	21	143	158	9	159	525	57	58	3	50	25	5	30	23	7
1000-1100	60	63	77	65	102	30	11	24	185	246	12	183	653	82	73	10	69	35	5	38	23	7
1100-1200	55	65	78	78	98	30	16	32	174	242	11	182	531	79	74	17	74	42	7	44	19	6
1200-1300	40	64	82	84	96	32	17	38	158	239	14	172	542	67	64	20	60	38	5	41	19	3
1300-1400	50	62	79	78	96	29	7	34	155	199	12	167	499	56	65	19	48	42	6	43	23	4
1400-1500	41	58	72	60	98	28	4	44	134	151	12	141	467	45	51	26	53	49	6	47	22	1
1500-1600	26	51	69	65	55	23	1	61	102	112	17	113	413	32	68	26	27	53	6	39	18	5
1600-1700	27	41	51	73	35	16	4	62	90	60	16	81	302	16	77	24	14	47	5	33	12	3
1700-1800	23	7	10	71	7	5	12	64	144	5	17	33	210	3	165	25	0	32	4	17	3	0
1800-1900	23	2	3	94	0	1	17	81	239	0	18	20	166	0	222	41	2	24	5	19	0	3
Max	60	65	82	94	102	32	17	81	239	246	18	183	653	82	222	41	74	53	7	47	23	7
Capacity	128	91	115	142+63	223	28	21	23	212	639	29	201	844	167	396	45	106	70	16	52	46	15
Max/Cap	47%	71%	71%	46%	46%	114%	81%	352%	113%	38%	62%	91%	77%	49%	56%	91%	70%	76%	44%	90%	50%	47%

Table 4.2 Vehicular Occupancy per Car Park 2011

4.2.2 Table 4.2 shows the car park occupancy for the sites surveyed in 2011. The car parks seen to be over capacity are: Market Street; Middle Street, Peter Street, Petters Way, Stars Lane, Tesco, The Market and North Lane. Figure 4.1 shows vehicle accumulations in each car park.

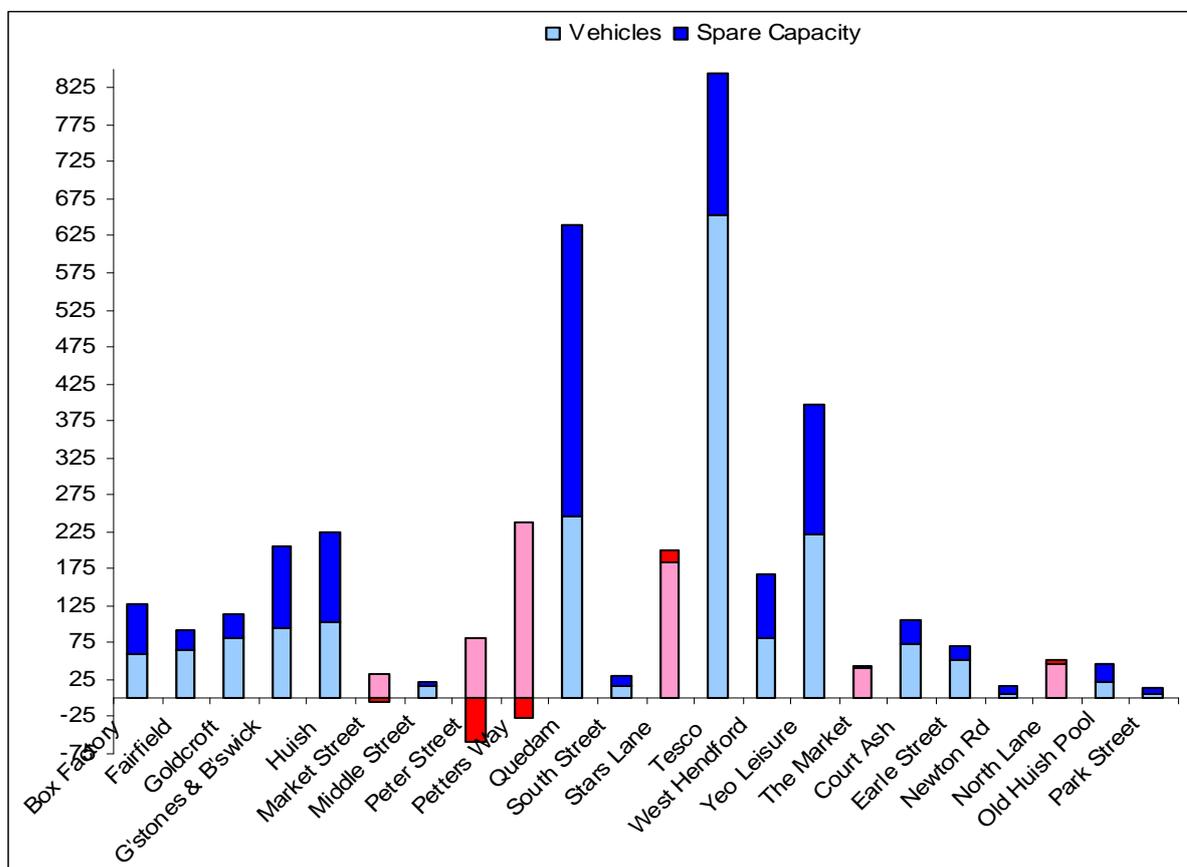


Figure 4.1 Maximum Car Park Accumulations

4.2.3 A comparison was undertaken using the data from the 2005 South Somerset District-wide car parking strategy. This data was compared to the 2007 and 2011 data to highlight any possible trends in the maximum occupancy of certain car parks. It was only possible to compare car parks where data was available for all three years.

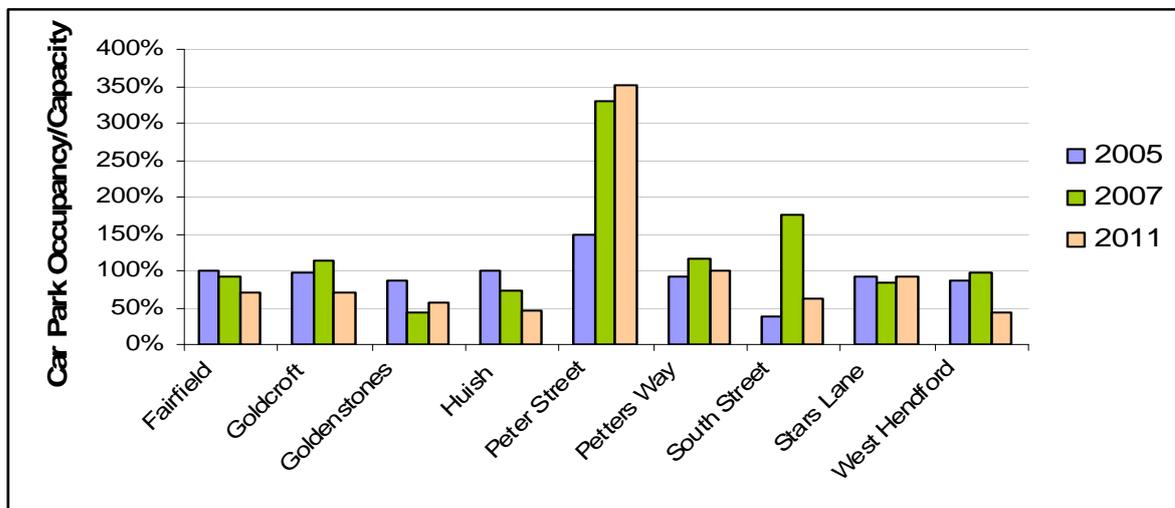


Figure 4.2 Maximum Occupancy/Capacity 2005, 2007 & 2011

4.2.4 Figure 4.2 shows the change of maximum occupancy over capacity between the years 2005, 2007 and 2011. The maximum occupancy is not an average but the highest level of parking per hour on the day of the survey.

4.2.5 There is no clear trend between 2005 and 2007 with some car parks increasing and some decreasing in this period. There are significant decreases in Goldenstones and Huish car parks and large increases in Peter Street and South Street car parks.

4.2.6 It also shows that there is a general decrease in occupancy/capacity in many of the car parks shown between the years 2005 and 2011. An increase was only identified in the Peter Street and South Street car parks and with Stars Lane remaining similar.

4.3 Observations

4.3.1 Table 4.3 shows the change in percentage of total car park occupancy recorded over the day between 7am to 7pm from 2007 to 2011. In the majority of the car parks there appears to have been a decrease in the number of people using them apart from Goldenstones, Peter Street, Stars Lane and Tesco. A further survey has been undertaken on the Peter Street site using video as there seemed to be unusual activity recorded by the enumerator. This is reported in the interviews section of this report.

Car Park	Max occupancy change from 2007 to 2011
Goldenstones & Brunswick	52%
Peter Street	7%
Stars Lane	7%
Tesco	-2%
Petters Way	-3%
Fairfield	-22%
Goldcroft	-33%
Huish	-37%
Yeo Leisure	-47%
West Hendford	-50%
Quedam	-54%
South Street	-65%

Table 4.3 Occupancy Change 2007 to 2011

- 4.3.2 At first it may seem surprising that there has not been growth in all of the sites; however there has been no substantial development in Yeovil. It is believed that the recession has brought about a decrease in traffic¹. Future developments will however impact upon demand levels; this has been taken into account when working out future demand.
- 4.3.3 Table 4.4 shows the maximum car park occupancy/capacity for the sites surveyed in 2007 and 2011. Because the surveys are undertaken on one day they are a snapshot of the activity at these car parks so it is noting the car park activity in 2007 as well as the 2011 information. The cells highlighted red show if the capacity has reached 85%.

¹ There has been a clear reduction in demand over the same time period as the recession <http://www.dft.gov.uk/pgr/statistics/datatablespublications/tsgb/latest/tsgb2010roads.pdf> in contrast to a long standing and consistent upward trend prior to this time. Given the strong links between economic growth and travel http://www.dft.gov.uk/pgr/statistics/datatablespublications/trends/current/section1rvc.pdf_s1.2 it seems reasonable to suggest a potential link between the two.

Car Park	Car Park Type	2007	2011
Fairfield	Long	91%	71%
Goldcroft	Long	107%	71%
Peter Street	Short	330%	352%
Petters Way	Medium	117%	113%
South Street	Short	176%	62%
Stars Lane	Medium/Long	85%	91%
Tesco	Short	79%	77%
West Hendford	Medium	98%	44%
Yeo Leisure	Medium	106%	56%
Market Street	Long	-	114%
Middle Street	Short/Medium	-	81%
North Lane	Medium	-	90%
Box factory	Medium	-	47%
Goldenstones	Medium/Long	44%	58%
Huish	Long	73%	46%
Quedam	Medium	84%	35%
The Market	Short	-	91%
Court Ash	Medium	-	70%
Earle Street	Medium/Long	-	76%
Newton Rd	Short	-	44%
Old Huish Pool	Long	-	50%
Park Street	Short	-	47%

Table 4.4 Car Park Capacity Summary 2007 & 2011

5 Interviews

5.1 Results

5.1.1 The interview surveys contain postcode data on origins and destinations, trip purpose, vehicle type, occupancy and duration of stay. Charts and tables in Appendices 9 & 10 show an analysis of the interview information. The total percentages in the summary tables in Appendices 9 & 10 do not always total 100% due to answers given to only some questions in interviews and the percentages shown are representative of all the interviews undertaken on that day.

5.1.2 A summary of the typical use of each car park surveyed in 2011 is given in Table 5.1. Unless otherwise stated the vast majority of users were travelling from and to their permanent home.

1 South Street (Short Stay)	Some vehicles with two or more occupants (25-35%) Significant number of 'linked trips' (not to or from home) (20-40%) Mostly shopping and personal business 90%+ stated that they were staying for an hour or less
2 Box Factory (Medium Stay)	~40% of vehicles with two or more occupants Shopping (~60%) with some personal business (~25%) and commuting (~10%) Most stayed 2-3 hours but with a few 7-9 hours
3 Stars Lane (Med/Long Stay)	High proportion with two or more occupants (45-55%) Shopping (~60%) with some commuting (15-20%) and personal business Stay usually 1-3 hours
4 Middle Street (Short/Med Stay)	The majority of vehicles carried at least two people, mostly for shopping (~75%) and staying a short time (~75% just one hour) About a third of trips here were linked, particularly to shopping, social and education trips elsewhere
5 Park Street (Short Stay)	Almost exclusively used for shopping and personal business, all staying for an hour or under
6 Peter Street (Short Stay)	Some multiple occupancy (~30% with 2 or more) Shoppers (~60%) and some personal business usually staying just one hour (~85%) Much of the activity in the car park was related to the adjoining taxi firm Many users waited in disabled bays for a space to become available A significant number of people stopped just to use the public conveniences
7 Petters Way (Medium Stay)	Some vehicles with multiple occupancy (~35%) Largely shopping/personal business (~60%) but a range of other uses including commuting (~15%) Majority stayed for less than three hours
8 The Market (Short Stay)	A third of vehicles carried two or more people, typically making shopping or personal business trips. A high proportion of linked trips were recorded Most users stayed less than an hour.
9 West Hendford (Short/Med Stay)	30% of the vehicles had an occupancy of two or more All stayed 1-3 hours, usually for shopping (70%) or personal business
10 Old Huish Pool (Long Stay)	Largely single occupancy (~90%) commuter (~70%) parking Interestingly durations were spread evenly across the day, with many users going to and from the car park on employers' business
11 Fairfield (Long Stay)	Single occupancy (~90%) Commuters (~90%) usually staying at least seven hours
13 Goldenstones & 12 Brunswick (G'stones Short/ Medium Stay)	High proportion with two or more occupants (40-50%) Leisure users (~85%) staying 1-2 hours
14 Huish (Long Stay)	Single occupancy (~80%) Largely commuters (~65%) but other uses such as shopping meant that length of stay varied from 2-9 hours
15 North Lane (Short/Med Stay)	30% of vehicles parking had two or more occupants Typical stay ranged from 1-3 hours, with shopping (~60%) being the most significant

	purpose
16 Court Ash (Medium Stay)	Over half (56%) of vehicles with two or more occupants Mainly shopping (46%) and personal business with most (~85%) staying 2-3 hours About a quarter of users went on to a destination other than home, mainly work and shopping
17 Market Street (Long Stay)	Largely single occupancy (~90%) commuter (~80%) parking, the vast majority staying all day
18 Goldcroft (Long Stay)	Single occupancy (~85%) commuter (~80%) parking Some shorter stays for shopping and personal business
19 Earle Street (Long Stay)	Uses varied with commuting most significant (~40%) but social, shopping, employers' business and personal business also important. There was a wide spread of stay durations Single occupancy vehicles made up ~70% of vehicles parked
20 Newton Road (Medium Stay)	Around 40% of the vehicles were multi occupancy, most (~70%) staying for one hour The majority stayed for an hour for varied purposes, with shopping the most significant (~35%) Up to half of all vehicle trips were linked to trips elsewhere, particularly commuting
a Yeo Leisure Park (Medium Stay)	High proportion with two or more occupants (~40%) Significant number of 'linked trips' with 25% not starting at home and 25% not going home after parking Leisure use (70-80%), the remainder being shopping and social/personal uses Typical stays of 1-3 hours
b Quedam	High proportion with two or more occupants (~60%) Shopping (~80%) with some personal business and other uses Typical stay of 1-2 hours (70-80%)
c Tesco (2.5 hours free)	High proportion with two or more occupants (40-50%) Shopping (~90%), all staying less than three hours in line with the free parking provision. 7% of vehicles are visiting the supermarket on their way home which is representative of 314 vehicles.

Table 5.1 Summary of Interview Analysis

5.2 Observations

5.2.1 Most car parks are used as they are intended: short and medium stay car parks by shoppers and those on personal business, and long stay car parks by commuters.

5.2.2 A few oddities have been identified in the data:

- Some users parked in the (medium stay) Box Factory car park all day. This would cost about £8, significantly more than long stay car parks such as the adjacent Stars Lane (£3.40). Those drivers staying all day arrived early in the morning, so were not overflow from Stars Lane (which is close to capacity). Perhaps some of these were blue badge holders or maybe convenience outweighs the £8 charge, the interview unfortunately did not go into this level of detail;
- Stars Lane is used largely by shoppers with a typical stay of 1-3 hours, despite being defined as medium to long stay. It is noted that short stays (2-3 hours) are relatively inexpensive under the current tariff;
- The Old Huish Pool car park is used by commuters but many do not stay all day, with some going elsewhere on employers' business. Examination of the survey data suggests that this may be associated with part-time workers in retail units. It is possible that the car park is also used by workers who are office-based but regularly leave the town centre (such as estate agents);
- Earle Street, despite being designated long stay, sees a wide spread of stay durations. It is noted that medium stay tariffs are quite attractive. Many of the users seem to have been visiting the Quedam Centre and surrounding shops, perhaps preferring this location to the Quedam car park. Some were also

visiting various social clubs in the area (both the Liberal and Labour Clubs are in the vicinity); and

- Surveys in Peter Street were affected by the behaviour described above (use by taxis and for the public conveniences, and cars waiting in disabled spaces for a space to become available). Survey results in both 2007 and 2011 seemed to show a similar pattern of odd behaviour. SCC has examined video footage in order to improve the reliability of the results obtained. This footage has shown
 - Cars going in and out both exit and entrance;
 - Cars parking on road and reversing into the exit,
 - Cars driving in and then reversing out the entrance,
 - Cars driving out, stopping then reversing back in again,
 - On some occasions where cars enter then exit then drive around and come back to the car park, this is potentially due to the car park being in high demand and potential for a high turnover; and
 - That a number of people did not pay.

5.2.3 Several patterns emerge, it can be seen that long stay car parks are, as would be expected, used largely by commuters. The vast majority of these are driving alone. Conversely, short and medium stay users (usually coming into town for shopping or personal business) are much more likely to travel with at least one passenger. They are also more likely to be linking their trips together, coming from or going to somewhere other than their own home. These patterns are important because they will affect the likelihood of drivers being willing to travel by a different mode (as discussed later in the report).

5.2.4 For all the car parks the most common vehicle type that uses the car parks are cars / taxis. This is the same in both 2007 and 2011 and for all car parks except for Park Street car park and the Market car park where 76% and 71% use cars respectively. This is due to motorcycle usage being higher in these car parks and because of the low samples taken at these car parks.

5.2.5 The most common occupancy of vehicles using the car parks is single for all car parks except for Star Lane in 2007, Quedam Shopping Centre and Middle Street.

5.2.6 The following car parks are mainly used for shopping:

- West Hendford;
- South Street;
- Tesco;
- Quedam;
- Peter Street;
- Morrisons;
- Box Factory;
- Newton Rd; and
- Court Ash.

5.2.7 The car parks that are used for shopping are mainly used for 1 hour or less, in contrast to those used for commuters which generally are used for longer periods.

5.2.8 The main origin and destination purposes for all car parks are 'permanent home' as would be expected. The car parks with the lower percentages for 'permanent home' are mainly being used for shopping or leisure. They have higher percentages for 'alternative purposes' due to use by people on linked trips.

5.2.9 The car parks with a lower percentage of vehicles with 'permanent home' being their origin/destination purpose are:

- Old Huish Pool;
- The Market;
- Court Ash;
- Quedam Shopping centre; and
- Houndstone Retail Park.

6 Route Mapping and Origin & Destination

6.1 Results

- 6.1.1 The origins and destinations of trips to and from the Yeovil Urban Village were analysed in order to see whether any modal shift could be encouraged if these car parks are closed.
- 6.1.2 The figures overleaf are outputs from MapInfo. Figure 7.1 shows where people were travelling to after parking in the Urban Village car parks. Figure 7.2 shows the origin and final destinations of those using the Urban Village car parks on a ten mile radius. Figure 7.3 shows the same information but on a two mile radius.

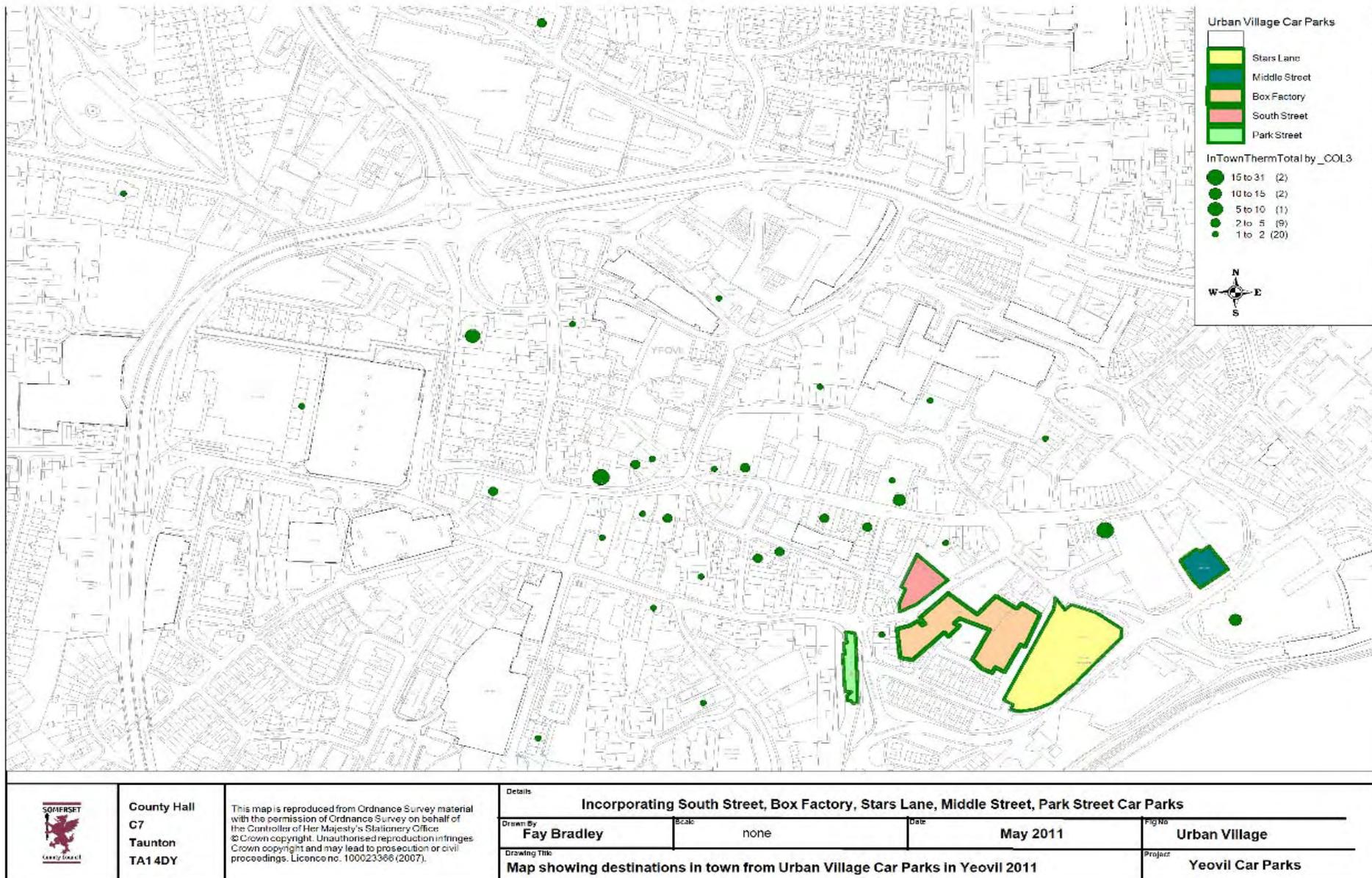
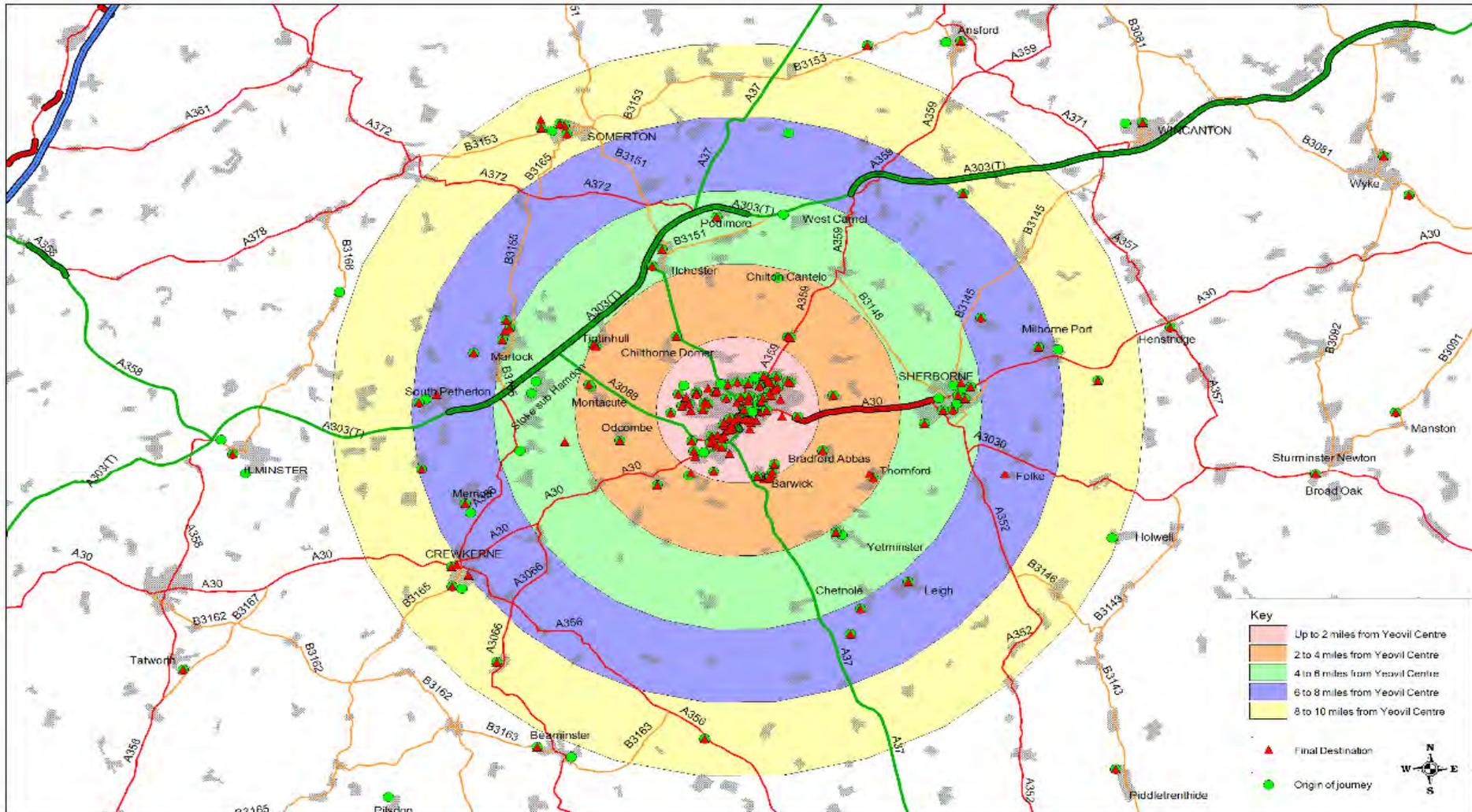


Figure 6.1 Destinations in town from Urban Village Car Parks 2011



	County Hall	This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Licence no. 100023366 (2007).	2 mile incremental buffer from Yeovil Centre. Incorporating origins and destinations for users of South Street, Box Factory, Stars Lane, Middle Street and Park Street Car Parks			
	C7		Drawn By: Fay Bradley Scale: none Date: May 2011 Page No:	Urban Village Car Parks		
	Taunton		Drawing Title: Map showing origins and destinations for vehicles using Yeovil Urban Village car parks			Project:
	TA1 4DY		Yeovil Car Parks			

Figure 6.2 Origins & Destinations - Urban Village Car Parks

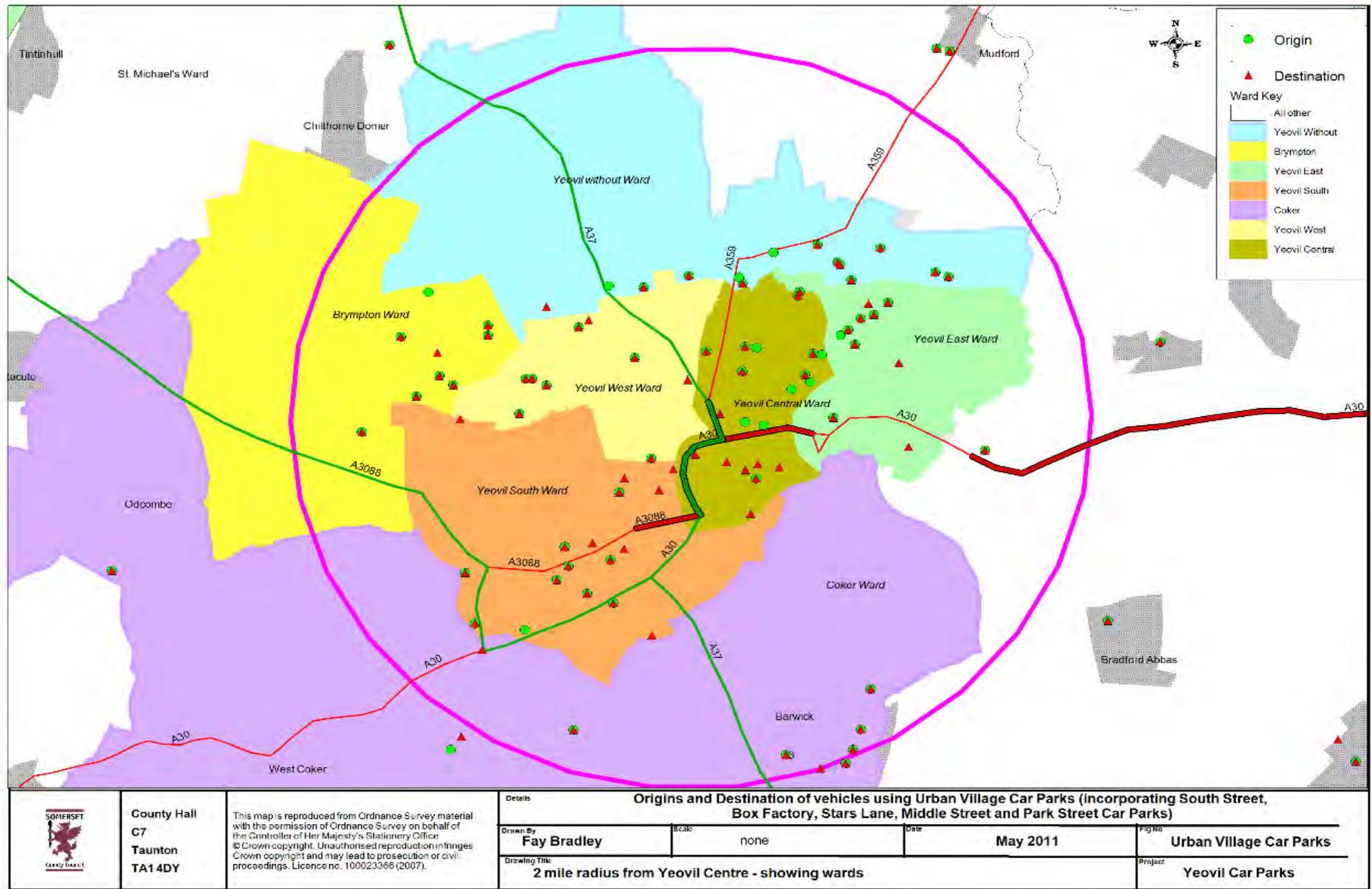


Figure 6.3 Two Mile Radius Origins & Destinations - Urban Village

6.2 Observations

6.2.1 Table 6.1 shows the most common origins travelling to each car park. The origins have been shown at ward level. Origins outside of Somerset were shown at county level. Many of the car parks show that the most common origin of trip to that car park is located in Dorset. The majority of trips from Dorset were from Sherborne. The Urban Village car parks are marked with a star.

Car Park	Most Common Origin Ward/County	% from most common origin
Box Factory*	Dorset	33% (39)
Brunswick	Dorset	23% (17)
Court Ash	Dorset	28% (60)
Earle Street	Brympton Ward	18% (28)
Fairfield	Dorset	32% (23)
Goldcroft	Dorset	38% (33)
Goldenstones	Brympton Ward	14% (74)
Huish	Brympton Ward	10% (37)
Huish Old Pool	Dorset	21% (8)
Market Street	Martock Ward	21% (6)
Middle Street*	Dorset	25% (31)
Newton Road	Yeovil South Ward	15% (6)
North Lane	Dorset	16% (23)
Park Street*	Yeovil without Ward	25% (7)
Peter Street	Coker Ward	31% (72)
Petters Way	Dorset	22% (217)
Quedam	Dorset	19% (142)
South Street*	Dorset	22% (16)
Stars Lane*	Dorset	21% (99)
Tesco	Dorset	15% (629)
The Market	Dorset	14% (29)
West Hendford	Dorset	17% (47)
Yeo Leisure	Dorset	16% (109)

Table 6.1 Most Common Origins

6.2.2 Box Factory, Middle Street, South Street and Stars Lane car parks all show that the most common origin for vehicle using those car parks are from Dorset. The most common origin for vehicle trips to Park Street car park is from the Yeovil Without ward.

6.2.3 The origin and destination maps show a significant number of trips originating in the Sherborne area in west Dorset. The majority of journeys coming from this area are likely to use the A30 along Babylon Hill to travel to Yeovil town centre. This common journey along the A30 corridor indicates potential for modal shift to increased car share and public transport use.

6.2.4 According to their website Dorset County Council run a demand responsive bus service which takes approximately an hour from Sherborne Station to Yeovil Station. There are buses that run from Sherborne to Yeovil that take between 20-30 minutes for the journey; this is in comparison to a 10 minute drive. There is potential to encourage modal shift in order to avoid future capacity issues at other car parks. It may be that the service could be improved by increasing frequency,

having a dedicated service that runs from Sherborne centre to Yeovil centre or the fare being reduced (relative to car parking tariffs) to encourage bus use.

- 6.2.5 There are a significant number of trips that start less than 2 miles away from the car parks. This could be as a result of poor walking and cycling facilities between these locations. Walking and cycling facilities and amenity could be improved to encourage users to walk and cycle to avoid future capacity issues.

7 Future Demand Projections

7.1 Growth Factors

7.1.1 Table 7.1 shows the assumed growth relative to a 2011 base. Evidence from car parking surveys and automatic traffic counters shows that there is no significant difference in demand between 2007 and 2011, largely because no significant development has taken place in the area.

	To 2016 (Worst Case)	To 2016 (Business as usual)	To 2016 (Extra modal shift)	To 2021 (Worst Case)	To 2026 (Worst Case)
Long Stay	76%	68%	63%	87%	98%
Short Stay	114%	110%	103%	124%	135%

Table 7.1 Growth Factors Relative to 2007/2011 Base

7.1.2 In principle the developments included in the modelling should, at least to some extent, cater for their own parking demand. Low end estimates for the existing parking have therefore been calculated, discounting these, and are shown in Table 7.2.

	To 2016 (Worst Case)	To 2016 (Business as usual)	To 2016 (Extra modal shift)	To 2021 (Worst Case)	To 2026 (Worst Case)
Long Stay	43%	35%	30%	47%	51%
Short Stay	66%	62%	55%	67%	68%

Table 7.2 Growth factors Discounting New Developments

7.1.3 It is important to note that the modelling assumes that the demand for parking can be accommodated. A reduction in the availability of car parking would naturally result in at least some reduction in demand. Such a reduction in demand would have a knock-on effect on congestion, which is forecast to be far greater than in 2007.

7.2 Projected Demand

7.2.1 Table 7.3 shows the projected car parking demand for future year scenarios. The short stay capacity in column A is the total capacity of the current car parks surveyed in 2011 which are Box Factory, Goldenstones, Middle Street, Petters Way, Quedam, South Street, Tesco, West Hendford, Yeo Leisure, The Market, Court Ash, Newton Road, North Lane, and Park Street.

7.2.2 Column B is the total capacity for the long stay car parks surveyed in 2011 which are Fairfield, Goldcroft, Huish, Market Street, Stars Lane, Earle Street, Brunswick and Old Huish Pool. Column C is a sum of the two columns.

7.2.3 Column D shows the demand for current short stay parking. It should be noted that Stars Lane is currently being used as a short stay car park by most as indicated by the interview data, although offered as a long stay facility. The car park demand in this column consists of counts in 2011 for Box Factory, Goldenstones, Middle

Street, Petters Way, Quedam, South Street, Stars Lane, Tesco, West Hendford, Yeo Leisure, The Market, Court Ash, Newton Road, North Lane and Park Street.

7.2.4 Column E shows the demand as surveyed in 2011 for long stay car parks which are Fairfield, Goldcroft, Huish, Market Street, Earle Street, and Old Huish Pool.

7.2.5 It should also be noted that the demand and available capacity for Peter Street has been removed from these calculations due to issues at this site mentioned earlier in the report.

7.2.6 Columns G to S are the relevant growth factor multiplied by the demand, for each future year scenario for short stay, long stay and total car parking spaces.

7.2.7 The cells highlighted red show where capacity is not sufficient to meet anticipated demand.

	A	B	C = (A+B)	D	E	F = (D+E)	G = (D*1.14)	H = (E*1.76)	I = (G+H)	J = (D*1.63)	K = (E*1.03)	L = (J+K)	M = (D*2.24)	N = (E*1.87)	P = (M+N)	Q = (D*2.35)	R = (E*1.98)	S = (Q+R)
Hour commencing	Short stay capacity*	Long stay capacity**	Total Current capacity	SS *** demand 2011	LS**** demand 2011	2011 Total	2016 SS	2016 LS	2016 Total	2016 Soft Measures SS	2016 Soft Measures LS	2016 Soft Measures Total	2021 SS	2021 LS	2021 Total	2026 SS	2026 LS	2026 Total
07:00	2812	837	3649	61	28	89	131	49	180	99	29	128	137	52	189	143	55	199
08:00	2812	837	3649	140	75	215	300	132	432	228	77	305	314	140	454	329	149	478
09:00	2812	837	3649	513	260	773	1098	458	1555	836	268	1104	1149	486	1635	1206	515	1720
10:00	2812	837	3649	1322	283	1605	2829	498	3327	2155	291	2446	2961	529	3490	3107	560	3667
11:00	2812	837	3649	1699	307	2006	3636	540	4176	2769	316	3086	3806	574	4380	3993	608	4601
12:00	2812	837	3649	1590	313	1903	3403	551	3953	2592	322	2914	3562	585	4147	3737	620	4356
13:00	2812	837	3649	1526	312	1838	3266	549	3815	2487	321	2809	3418	583	4002	3586	618	4204
14:00	2812	837	3649	1408	308	1716	3013	542	3555	2295	317	2612	3154	576	3730	3309	610	3919
15:00	2812	837	3649	1239	305	1544	2651	537	3188	2020	314	2334	2775	570	3346	2912	604	3516
16:00	2812	837	3649	1052	251	1303	2251	442	2693	1715	259	1973	2356	469	2826	2472	497	2969
17:00	2812	837	3649	825	190	1015	1766	334	2100	1345	196	1540	1848	355	2203	1939	376	2315
18:00	2812	837	3649	729	61	790	1560	107	1667	1188	63	1251	1633	114	1747	1713	121	1834
19:00	2812	837	3649	869	30	899	1860	53	1912	1416	31	1447	1947	56	2003	2042	59	2102
Max hr	-	-	-	1699	313	2006	3636	551	4176	2769	322	3086	3806	585	4380	3993	620	4601
Total	-	-	-	12973	2723	15696	27762	4792	32555	21146	2805	23951	29060	5092	34152	30487	5392	35878
Spare cap	-	-	-	1113	524	1643	-824	286	-527	47	515	563	-994	252	-731	-1181	217	-952

Table 7.3 Projected Demand for 2016, 2021 & 2026

7.3 Observations

7.3.1 Total demand for car parking peaks mid day, growing steadily from the morning to a mid day peak then a steady decline through the afternoon. This links with the higher demand for short stay spaces and the increasing pressure estimated in future years on short stay parking.

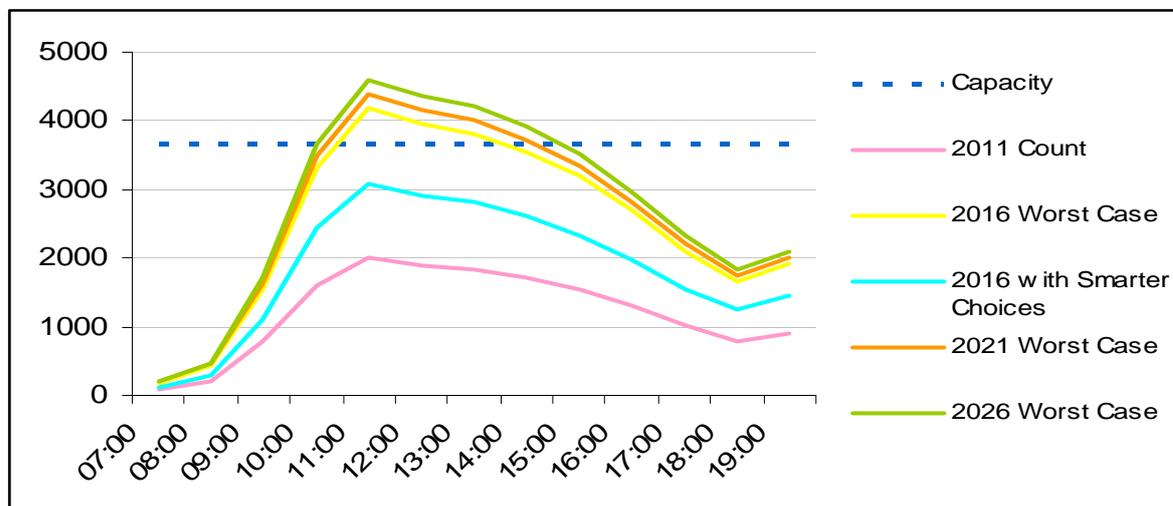


Figure 7.1 Forecast Parking Demand Profile for all Car Parks 2011-2026

7.3.2 Table 7.4 shows the data for car parks within the Urban Village and adjacent area of consideration as outlined by SSDC. The cells marked red are forecast for the scenario to be over capacity. It can be seen that future year demand exceeds capacity.

Urban Village car park	Cap	Max	Stay	2016	2016 + Soft	2021	2026
Park Street	15	7	Short	15	11	16	16
Middle Street	21	17	Short	36	28	38	40
Box Factory	128	60	Short	128	98	134	141
South Street	29	18	Short	39	29	40	42
Stars Lane	201	183	Long	322	188	342	362
Stars Lane	201	183	Short (operating as short stay although offered as a Long stay facility)	392	298	410	430

Table 7.4 Urban Village Car Parks Future Demand

8 Conclusions & Recommendations

8.1 General

8.1.1 SSDC had three objectives in commissioning this study, and these are referred to below with the relevant findings and recommendations.

8.2 Objective 1

8.2.1 ***“To establish the current, medium-term (2016) and long-term (2021 & 2026) requirement for long, medium and short stay car parking for car parks within the Urban Village.”***

8.3 Objective 1 Conclusion

8.3.1 No evidence was found of current capacity issues within the Urban Village, with the exception of Stars Lane. This car park, designated long stay, operates effectively as a short to medium stay car park. This may be due to the tariff.

8.3.2 Across the wider town centre, several car parks suffer from capacity issues. These are the small car parks at Market Street, North Lane and Peter Street, as well as the larger Petters Way site. If the car parks are taken as a whole, however, there is currently significant spare capacity.

8.3.3 Significant development is anticipated within the town centre over the next ten years. Modelling suggests that, if parking were to remain as it is and no mitigation measures are put in place, there will be a significant shortfall in short stay parking (of the order of 1000 spaces across the town). This figure assumes that no additional parking is provided for new development, so any provision expected should be deducted from the shortfall.

8.4 Objective 1 Recommendation

8.4.1 A review of car parking charges/time bands and for Stars Lane in particular would be useful.

8.4.2 The future years anticipated parking demand within the Urban Village exceeds the available capacity. Any removal of this parking should be undertaken with caution as the other town car parks will not be able to accommodate the anticipated demand in the future. A range of measures would need to be put into place to mitigate the parking demand whilst also taking into account provision of additional parking in future developments.

8.5 Objective 2

8.5.1 ***“The potential to accommodate cars, currently parking in the Urban Village car parks, in other car parks within the town as identified by available capacity and propensity for use given trip origins. Analysis should be undertaken on the relative potential for short, medium and long-term provision, taking account of projected increases in usage, route mapping and modal shift potential.”***

8.6 Objective 2 Conclusion

- 8.6.1 The total demand for car parking peaks in the mid day, growing steadily from the morning to a mid day peak then a steady decline through the afternoon. This links with the higher demand for short stay spaces and the increasing pressure estimated in future years on short stay parking. Although it will not totally address the anticipated demand for short stay parking, there is predicted to be a surplus of more than 100 long stay spaces which could be reallocated to short stay parking.
- 8.6.2 No detailed analysis has been undertaken in this report on whether other town car parks could accommodate the Urban Village demand for car parking. This is because in future years the total demand exceeds the total capacity, so it is already shown that the future years demand of Urban Village car parks cannot be accommodated by other town car parks.
- 8.6.3 A common journey pattern was identified from Sherborne to Yeovil. The likely route is the A30, which indicates potential for modal shift to an increase in car share and public transport use.
- 8.6.4 A large number of trips are also seen to originate within a two mile radius of the centre of Yeovil. Again this indicates potential for modal shift where drivers could be encouraged to walk or cycle.
- 8.6.5 Travel plans are likely to have the greatest impact on long stay parking demand. One travel planning measure, car sharing, is seen to be occurring in the short stay car parks. There may be opportunity to build on this through the provision of car sharing bays which might help to reduce pressure on short stay car parks. This could be the designation of more convenient bays. Information on why people were sharing was not collected. In many of the cases sharing may have been a couple of parent and children and would not have represented more than one car journey on the road network if the car only had a single occupant.

8.7 Objective 2 Recommendation

- 8.7.1 Smarter choices measures could reduce the demand, although they are likely to be more effective when targeted at long stay users. The data collected could be used in developing a strategy which may include refining time restrictions and tariffs to encourage efficient usage. Should an 'eco' urban extension come forward this would limit the increase in pressure on town centre parking. Peak spreading where drivers make their journeys at a different time (particularly those using short stay car parks) is likely to mean that the shortfall would not be as great in practice as modelled in theory.
- 8.7.2 Exploration of the use of travel plans to increase car sharing in long stay car parks should be undertaken, linking in with employers in the town centre. There may be potential for provision along the A30 corridor to increase car sharing such as a Multi-Occupancy-Lane, although this is likely to be high cost. This could however be used as a bus lane to improve bus journey times. Any other improvements to the public transport provision on this corridor may also encourage modal shift.
- 8.7.3 Improvements to walking and cycling facilities and the streetscape could encourage a modal shift; this should be taken into account with any development and developer contribution to the impact on the highway.

8.8 Objective 3

8.8.1 ***“To provide all data to SSDC at the completion of the project in order that they can use the data to develop a 2012 car parking strategy.”***

8.9 Objective 3 Conclusion

8.9.1 All the public car parks in Yeovil were surveyed to provide SSDC with a complete data set for a 2012 car parking strategy. For completeness all car parks surveyed have been analysed for the purposes of this report with a focus on the Urban Village car parks.

8.9.2 It is noted that the scope of this study excludes private car parking (e.g. off-street parking for residential and commercial premises) and public on-street car parking, near by residential areas that might offer parking & non trips these should be taken into account in any future parking strategy.

8.10 Objective 3 Recommendation

8.10.1 As mentioned previously the peak demand for car parking is mid day, there is some potential to spread this mid day peak. The management of car parking demand should be included in a future parking strategy. The car parking charges could be reviewed to aid peak spreading to even out demand for short stay spaces, with changed rates or revised time bands which may increase turnover.

8.10.2 Any future parking strategy should balance policy with maintaining competitiveness and the economic vitality of Yeovil, and avoiding unnecessary distortions in demand.

8.10.3 The district wide parking strategy should consider:

- Private car parking and on street car parking;
- Clarity on the aim of the strategy;
- Policy context, national, regional and local including SCC's parking strategy;
- Work place charging;
- Travel planning for employers and personalised;
- Parking standards for developments;
- Specialist parking and accessibility;
- Enforcement and management;
- Financial considerations and value for money of any changes;
- Smarter Choices measures and other measures that could encourage modal shift such as improved public transport provision along key corridors, improved streetscape in the town centre to encourage cycling and walking, improved cycling and walking facilities, within the town and within and to/from developments etc;
- Review of charges and time bands for car parks; and
- Reallocation of some of the existing long stay parking to short stay parking.