

REPORT TO TARPORLEY PARISH COUNCIL(TPC) – DEC 10 2018

TARPORLEY BUSINESS CUSTOMER PARKING SURVEY

Introduction

In view of the planned return of the 32 space British Legion Car Park in January 2019 and the possible approval of an 88 space community car park with a new Care Home a review of business customer parking requirements in Tarporley was carried out in November 2018

Business survey

A representative set of 43 Tarporley businesses was targeted

Each business was told that 'Evidence was required that additional parking spaces are required beyond the 88 provided with the new Care Home'

The business owner or manager of 37 of 43 businesses was contacted and asked:

'The number of additional customers hours for your business to be viable long term?

'Based on previous experience the number of customers hours if parking constraints are removed?'

For each of the following periods

Morning 0900-1300

Afternoon 1300-1700

Evening 1700-2100

An example of how this is calculated

Business A in a morning 4 hour period has

10 customers for 1/2 an hour

20 customers for an hour

10 customers for 2 hours

A total of 45 customer hours

Results of survey

The customer footfall of 35 of the 37 businesses is heavily constrained by lack of Tarporley car parking capacity in the morning or afternoons of every week day and Saturday

There did not appear to be parking constraints in the evening as day workers leave the village generating space for evening visitors and residents

The 37 businesses individually provided the following data

	Morning	Afternoon
Customer hours NOW	522	621
Customer hours NO PARKING CONSTRAINTS	887	1075
Increase in customer hours	365	454

The peak parking requirement is in the afternoon

Extrapolating the calculation for all 78 businesses as the 37 businesses surveyed was a similar mix of hotels, busy restaurant/bars, the post office, dentist, surgery etc as those not surveyed

Increase in customer hours for all 78 businesses	$454 \times 78/37 = 957$
Increase in av no of customers for each hour in 4 hour afternoon period	239
Estimated peak additional car parking spaces	$239 \times 2 = 478$

At the time of the survey the British Legion car park(32 spaces) had not been returned to TPC and the Care Home car park(88 spaces) is some time off – if it is approved

As these calculations are estimates with an accuracy of plus or minus 25% at best

The additional parking required to satisfy Tarporley businesses customer parking alone is

Minus 25%	$359 - 32 - 88 = 239$ spaces
Median	$478 - 32 - 88 = 358$ spaces
Plus 25%	$597 - 32 - 88 = 477$ spaces

Selection of unabridged comments by the businesses

The centre of the village is too quiet during the day

Mornings not viable long term due to parking constraints

Lucky to find 4 car parking spaces in the Rising Sun car park after 0930

As many as 15 residents, 20 Chester City workers and 30 employees park all day in the Rising Sun car park every day

At least 12 commuters park and bus to Chester every day

6 cyclists regularly park and leave their cars all day in the Rising Sun car park

6 individual Tarporley residents and 1 couple drive into the village and park on the High Street utilising valuable customer parking every day

The 2 hour parking on the High Street has halved footfall(businesses that focus on over two hour shoppers)

The 2 hour parking has improved footfall(businesses that focus on less than two hour shoppers)

High Street parking bays good

High Street parking bays too short

High Street parking bays need marking to avoid waste spaces

50 to 100% increase in business turnover if parking constraints removed

Sunday and Monday trading very effective as other businesses closed and parking available

Bank closures transferred 30% of my business to Nantwich, Chester, Winsford, Knutsford etc

Knutsford, Alderley Edge, Altrincham, Sale etc visitors stopped visiting every 6 weeks

Many customers given up on Tarporley

Business given up on Tarporley – going January

Business given notice on lease

Business turnover down on last year – considering all options

Must stop village collapsing – Tumbleweed if no action on parking

Conclusion

In September 2014 Tarporley Parish Council asked Cheshire West and Chester Borough Council to complete a parking survey in Tarporley.

The Survey recommendations stated that 'before limited waiting can be introduced as a viable solution, the existing off-street parking provision would need to be increased and improved'

Despite only modest increases in numbers of car parking spaces due to re-lining of existing car parks, pressure from businesses in Tarporley who depend on short stay shoppers, and a time limited consultation resulted in two hour limited parking on part of the High Street in 2018. It has received a mixed reception

A majority of businesses with less than two hour shoppers have welcomed the scheme

A smaller number of businesses that rely on customers who stay in their premises or the village for more than two hours have seen a downturn in business – some of these businesses requested that the proposed two hours should be extended to three or four hours - their customers need spaces in one of the Rising Sun, the British Legion and the Community Centre car parks

The developer of the British Legion car park has delayed the return of the British Legion car park to TPC which meant that the cars displaced from part of the High Street, by the two hour parking scheme, could only access the three hour limited Community Centre car park and the Rising Sun car park. However a large portion of the Rising Sun car park is occupied by residents, commuters and employees. This leaves the Community Centre car park for up to three hour parking as the only option at many times of the day which does not suit all shoppers as it is not centrally located in the village.

The return of the 32 space British Legion car park in January will improve the situation. The 88 space community car park provided with the new Care Home, if it is approved, must be provided early by planning condition in the build programme

Although critically important neither of these parking provisions will fully meet the needs of Tarporley businesses and their customers

The only effective solution is the early provision of at least 200 additional car parking spaces which focus on the provision of all day parking for residents and employees and long stay parking for visitors leaving the High Street and existing Rising Sun, British Legion and Community Centre car parks to provide shopper and short stay parking

Dec 6 2018

