



SHIPSTON-ON-STOUR

CAR PARKING STUDY

December 2017

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EXECUTIVE SUMMARY

Weekday Pinch Point between 11.00-12.00

- ❖ On Tuesday 21st November 2017 the aggregate vacancy rates in all the available car parking spaces dipped to the lowest figure of 26% between 11.00-12.00. Whilst on Friday 8th December 2017 the same 'pinch point' time slot was replicated with a figure of 22%.
- ❖ Analysis of the vacancy rates in designated off-street car parks highlighted that the figures for this parking type dropped down to 12% between 11.00-12.00 on Tuesday 21st November 2017 and 9% on Friday 8th December 2017.

Low Benchmarked Vacancy Figures

- ❖ Deploying the Benchmarking Methodology which only includes the car parking areas in a specific commercial area, identified that during the 11.00-12.00 slot on the busier day in Shipton-on-Stour, Friday 9th December 2017, the overall vacancy level was 7%. Compared to the National Small Towns Benchmarking average the figure on Friday 9th December 2017 in Shipston-on-Stour was 24% lower. Similarly, on Tuesday 21st November 2017, the quieter day in Shipston-on-Stour, the overall vacancy level of 12% was 25% lower than the National Small Towns Benchmarking average.

Fluctuation in Telegraph Street Car Park

- ❖ Telegraph Street is the only pay and display car parking area in Shipston-on-Stour and provided large fluctuations in vacancy rates over the auditing process. For example, on Tuesday 21st November 2017 56% of the spaces were vacant, whilst the same time slot on Friday 8th December 2017 a figure of 15% was recorded. Similarly, on Tuesday 21st November and Saturday 9th December at 14.00-15.00 34% of the spaces were available, whilst on Friday 8th December 2017 at the same time slot the vacancy figure was just 5%.

BACKGROUND

People and Places Insight Limited is an organization with the objective to help renew and regenerate localities across United Kingdom and the Republic of Ireland with the use of an evidence based approach. People and Places have worked with National Government, Business Improvement Districts, Local Authorities, Town Councils, Community/Town Partnerships, Universities and Retailers on a wide range of projects including;

- ❖ Benchmarking
- ❖ Car Parking Studies and Strategies
- ❖ Neighbourhood Planning
- ❖ Signage Reviews
- ❖ Event Evaluation
- ❖ Visitor Satisfaction Surveys
- ❖ Mystery Shopping
- ❖ Research Training
- ❖ Partnership Development and Training

Mike King is the People and Places Insight Limited Director and offers over fifteen years' experience in research and regeneration projects in both the public and private sector. Mike is a specialist in town centre and locality audits and performance management. People and Places are backed by a nationwide team of trained researchers who conduct fieldwork.

People and Places specialism in Car Parking Studies started with audits for the Benchmarking System and have been commissioned in recent years to undertake a series of more advanced work, including an Advanced Study in Marlborough, a large scale Strategic Review in Uttlesford District Council, a Pricing Study on behalf of Broxbourne Borough Council and a Provision Study for Our Bury St. Edmunds Business Improvement District.

Shipston-on-Stour Town Council appointed People and Places Insight Limited to complete an in-depth study of the use of car parking spaces within the town centre.

METHODOLOGY

ADVANCED CAR PARKING AUDIT

Due to issues surrounding Car Parking provision, policy and pricing being a key theme in many of our town centres People and Places Insight Limited developed the Advanced Car Parking Audit offering a more in-depth approach than other traditional methods such as Benchmarking and Lambeth Studies. The People and Places Insight Limited methodology provides an impartial, detached and systematic review of the car parking situation in the designated area.

People and Places visited the town centre three times for audit purposes:

- ❖ 2 Weekdays: Tuesday 21st November 2017 and Friday 8th December 2017
- ❖ Weekend: Saturday 9th December 2017

It was essential that the audit was completed in normal conditions, so school holidays, bank holidays and key calendar dates were avoided. The dates were chosen in conjunction with Shipston-on-Stour Town Council to represent 'normal' trading conditions in the town.

Using the boundaries provided by the Town Council and available electronically in map format, the research team reviewed car parking in the designated area systematically. On each selected day, the research team audited each car parking area, which are identified in the tables in the Key Findings section, once an hour time slot recording the vacancy levels against the total number of spaces available.

An example of how the data was collected sheet for hour slots between 08.00-10.00 in one car parking location is provided below.

High Street	Total No. of Spaces	Average	Total No. of Spaces Vacant 0800	Vacancy %	Total No. of Spaces Vacant 0900	Vacancy %	Total No. of Spaces Vacant 1000	Vacancy %
SS	177	96	95	54	36	20	39	22
LS	0	0	0	#DIV/o!	0	#DIV/o!	0	#DIV/o!
DS	7	4	7	100	3	43	3	43
TOTAL	184	100	102	55	39	21	42	23

The data collection sheets have presented the opportunity for cross tabulation as in each of the car parking areas, per each hour slot, the vacancy rates are broken down into Short Stay (Less than 4 hours), Long Stay and Disabled Spaces. A Microsoft Excel Spreadsheet is available as an Appendix displaying the tables above with the full-time slot range 08.00-16.00 for each car parking location for each of the three days.

In terms of the presentation of the data due to the vast amount of data gathered analysis is available in a plethora of types, the tables in the Key Findings Section have been identified as supplying the most suitable analysis.

KEY FINDINGS

ADVANCED CAR PARKING STUDY

VACANCY COUNTS BY DAY, CAR PARKING AREA AND TIME SLOT

TUESDAY 21ST NOVEMBER 2017

Tuesday 21st November 2017		NUMBER OF VACANT SPACES PER TIME SLOT								
Location	TOTAL SPACES	800	900	1000	1100	1200	1300	1400	1500	1600
Mill Street Car Park	24	17	7	4	1	2	1	4	3	7
Bridge Street Car Park	62	47	22	6	3	3	5	8	14	14
Telegraph Street	62	49	41	35	10	26	26	21	24	24
West Street Car Park	24	0	1	1	1	2	2	2	3	5
Scout Hut Car Park	31	15	15	13	9	5	12	10	13	11
O/S China Kitchen, West Street	6	3	1	0	0	0	0	0	0	0
By Library, Church Street	3	2	2	0	2	0	0	0	0	0
No.33-50 Church Street	16	5	6	0	2	4	4	3	2	5
Telegraph Street	4	1	2	2	2	2	2	1	0	0
Manor Lane	7	5	4	4	5	4	4	6	6	6
Sheep Street	46	14	12	12	10	4	9	10	4	9
Market Place	5	2	0	0	0	0	1	0	0	0
Station Road	5	0	0	0	0	0	0	4	2	2
Opp No.11 The Driftway	3	2	1	0	1	2	2	2	1	2
Watery Lane	14	6	1	2	7	6	6	5	4	4
Opp. No2-11 The Driftway	10	3	5	7	6	7	7	8	6	9
Opp. No.4, Darlingscote Road	2	0	0	0	1	1	1	0	0	0
Opp. Kilkenny Corner, Darl. Rd	3	1	1	1	1	1	1	1	1	1
By Darlingscote Mews	3	1	1	1	2	1	1	2	2	2
High Street	23	5	2	2	0	1	1	1	1	1
West Street	6	3	1	2	3	3	2	2	2	2
Orchard Close	13	9	9	9	7	7	10	9	8	7
Old Road	26	14	14	13	14	8	10	7	13	12
London Road to No. 42 New Street	28	19	19	16	18	18	21	20	21	20
By Cheet Orchard, New Street	4	2	2	2	2	4	4	0	1	0
o/s Coach and Horses, New Street	7	7	7	7	7	7	7	7	7	7
TOTAL OF VACANT SPACES	437	232	176	139	114	118	139	133	138	150
% OF VACANT SPACES		53	40	32	26	27	32	30	32	34

The table above illustrates that vacancy rates on Tuesday 21st November 2017 in all the available car parking spaces in the defined area reached their lowest between 11.00-12.00 at 26%. The figure remained stable in the 'lunch time slot' with a 1% increase to 27% between 12.00-13.00.

Between 08.00-09.00 (53%) the highest percentage of car parking spaces were available.

In terms of the locations where the most spaces were available, from the off-road car parks Telegraph Street was prominent whilst Old Road and London Road to No. 42 New Street were prominent for on-street.

Tuesday 21st November 2017		NUMBER OF VACANT SPACES PER TIME SLOT								
Location	TOTAL SPACES	800	900	1000	1100	1200	1300	1400	1500	1600
Mill Street Car Park	24	17	7	4	1	2	1	4	3	7
Bridge Street Car Park	62	47	22	6	3	3	5	8	14	14
Telegraph Street	62	49	41	35	10	26	26	21	24	24
West Street Car Park	24	0	1	1	1	2	2	2	3	5
Scout Hut Car Park	31	15	15	13	9	5	12	10	13	11
TOTAL OF VACANT SPACES	203	128	86	59	24	38	46	45	57	61
% OF VACANT SPACES		63	42	29	12	19	23	22	28	30

Analysis of the vacancy rates in designated off-street car parks highlights that the figures for this parking type dropped down to 12% between 11.00-12.00 and 19% at 12.00-13.00 on Tuesday 21st November 2017. The Telegraph Street Car Park and Scout Hut Car Park offered the majority of the vacant spaces. For example, between 11.00-12.00 in Mill Street Car Park only 1 space was vacant, 3 in Bridge Street Car Park and 1 in West Street.

The highest vacancy rates in the designated off-street car parks were 08.00-09.00 (63%) and 09.00-10.00 (42%)

FRIDAY 10TH DECEMBER 2017

Friday 8th December 2017		NUMBER OF VACANT SPACES PER TIME SLOT								
Location	TOTAL SPACES	800	900	1000	1100	1200	1300	1400	1500	1600
Mill Street Car Park	24	16	11	4	1	2	7	2	2	5
Bridge Street Car Park	62	48	28	17	2	3	11	14	16	19
Telegraph Street	62	45	31	9	7	19	16	3	16	7
West Street Car Park	24	0	0	0	0	0	0	3	1	1
Scout Hut Car Park	31	13	11	11	8	9	10	11	5	11
O/S China Kitchen, West Street	6	6	3	0	0	0	0	0	0	0
By Library, Church Street	3	2	0	0	0	0	0	0	1	0
No.33-50 Church Street	16	4	0	3	3	2	2	1	1	3
Telegraph Street	4	2	3	1	2	3	4	3	3	3
Manor Lane	7	4	4	4	4	5	5	5	4	4
Sheep Street	46	14	6	4	2	5	6	7	7	15
Market Place	5	3	1	0	1	0	0	0	1	1
Station Road	5	2	3	3	3	2	2	0	0	1
Opp No.11 The Driftway	3	3	2	2	2	2	2	2	0	2
Watery Lane	14	3	7	7	7	10	9	9	2	5
Opp. No2-11 The Driftway	10	8	6	6	6	7	5	5	3	4
Opp. No.4, Darlingscote Road	2	0	0	0	0	0	0	0	0	2
Opp. Kilkenny Corner, Darl. Rd	3	2	2	2	2	2	2	2	2	2
By Darlingscote Mews	3	2	2	2	2	0	1	1	1	1
High Street	23	7	3	4	0	0	1	1	0	4
West Street	6	1	1	1	1	1	2	3	3	2
Orchard Close	13	10	10	6	8	6	6	7	6	7
Old Road	26	7	7	11	10	12	8	9	8	9
London Road to No. 42 New Street	28	18	18	20	17	18	20	19	20	18
By Cheet Orchard, New Street	4	2	1	0	1	1	1	2	1	0
o/s Coach and Horses, New Street	7	7	7	7	7	7	7	7	7	7
TOTAL OF VACANT SPACES	437	229	167	124	96	116	127	116	110	133
% OF VACANT SPACES		52	38	28	22	27	29	27	25	30

On Friday 8th December 2017 the vacancy rate in all car parking spaces in the defined town centre area once again reached their lowest level between 11.00-12.00 with a figure of 22%. Apart from this drop at 11.00-12.00, vacancy levels remained stabled from 10.00-11.00 (28%) through to 15.00-16.00 (25%).

The highest vacancy rate on Friday 8th December 2017 was recorded at 08.00-09.00 with a figure of 52%.

Friday 8th December 2017		NUMBER OF VACANT SPACES PER TIME SLOT								
Location	TOTAL SPACES	800	900	1000	1100	1200	1300	1400	1500	1600
Mill Street Car Park	24	16	11	4	1	2	7	2	2	5
Bridge Street Car Park	62	48	28	17	2	3	11	14	16	19
Telegraph Street	62	45	31	9	7	19	16	3	16	7
West Street Car Park	24	0	0	0	0	0	0	3	1	1
Scout Hut Car Park	31	13	11	11	8	9	10	11	5	11
TOTAL OF VACANT SPACES	203	122	81	41	18	33	44	33	40	43
% OF VACANT SPACES		60	40	20	9	16	22	16	20	21

Analysis of the vacancy rates in designated car parks shows that the figure dropped down to 9% between 11.00-12.00 and 16% at 12.00-13.00 and 14.00-15.00. During the 11.00-12.00 pinch point, Telegraph Street Car Park and Scout Hut Car Park offered the majority of the vacant spaces. For example, between 11.00-12.00 there were only 3 available spaces available in the Mill Street Car Park, Bridge Street Car Park and West Street Car Park combined.

Between 08.00-10.00 high levels of vacancy rates in the off-road car parks were recorded with 60% 08.00-09.00 and 40% 09.00-10.00.

SATURDAY 9TH DECEMBER 2017

Saturday 9th December 2017		NUMBER OF VACANT SPACES PER TIME SLOT								
Location	TOTAL SPACES	800	900	1000	1100	1200	1300	1400	1500	1600
Mill Street Car Park	24	17	12	7	5	5	0	0	2	12
Bridge Street Car Park	62	37	39	25	21	11	3	4	4	31
Telegraph Street	62	35	33	14	14	12	20	21	25	28
West Street Car Park	24	1	3	1	0	1	2	1	3	5
Scout Hut Car Park	31	8	5	5	12	12	9	7	9	10
O/S China Kitchen, West Street	6	0	0	0	1	0	0	0	0	2
By Library, Church Street	3	0	0	0	0	0	0	0	0	0
No.33-50 Church Street	16	4	4	4	1	0	0	2	1	3
Telegraph Street	4	1	2	0	1	0	0	0	0	1
Manor Lane	7	2	2	3	3	2	2	2	3	3
Sheep Street	46	9	5	2	5	3	11	10	15	13
Market Place	5	1	1	0	0	1	1	0	0	4
Station Road	5	3	3	3	3	4	4	3	2	3
Opp No.11 The Driftway	3	1	1	1	1	1	1	1	1	1
Watery Lane	14	4	6	8	9	6	8	10	7	6
Opp. No2-11 The Driftway	10	3	3	3	3	4	4	3	5	5
Opp. No.4, Darlingscote Road	2	0	0	0	0	0	0	0	1	1
Opp. Kilkenny Corner, Darl. Rd	3	2	1	2	2	2	2	1	2	2
By Darlingscote Mews	3	0	0	0	0	0	1	1	1	1
High Street	23	5	4	0	0	1	0	0	6	4
West Street	6	2	2	1	1	0	2	2	3	2
Orchard Close	13	7	7	10	9	9	10	8	7	7
Old Road	26	5	11	6	4	5	6	6	7	6
London Road to No. 42 New Street	28	7	17	16	16	16	18	18	18	17
By Cheet Orchard, New Street	4	1	1	2	2	2	1	1	2	2
o/s Coach and Horses, West Street	7	7	7	7	7	7	7	7	7	7
TOTAL OF VACANT SPACES	437	162	169	120	120	104	112	108	131	176
% OF VACANT SPACES		37	39	27	27	24	26	25	30	40

On Saturday 10th December 2017 vacancy levels remained stable from 10.00-11.00 (27%) through to 15.00-16.00 (30%). The highest vacancy figures were recorded at the start and end of the audit with 37% 08.00-09.00, 39% 09.00-10.00 and 40% 16.00-17.00.

Saturday 9th December 2017		NUMBER OF VACANT SPACES PER TIME SLOT								
Location	TOTAL SPACES	800	900	1000	1100	1200	1300	1400	1500	1600
Mill Street Car Park	24	17	12	7	5	5	0	0	2	12
Bridge Street Car Park	62	37	39	25	21	11	3	4	4	31
Telegraph Street	62	35	33	14	14	12	20	21	25	28
West Street Car Park	24	1	3	1	0	1	2	1	3	5
Scout Hut Car Park	31	8	5	5	12	12	9	7	9	10
TOTAL OF VACANT SPACES	203	98	92	52	52	41	34	33	43	86
% OF VACANT SPACES		48	45	26	26	20	17	16	21	42

On the Saturday audit in the designated car parks vacancy levels were higher than the Weekday averages overall. Unlike the weekday recordings when the pinch point in the town centre was between 11.00-12.00 the lowest recorded vacancy figure was between 14.00-15.00 when 16% of the spaces were vacant, the previous hour slot 13.00-14.00 showed a figure of 17%.

The highest vacancy rates in the off-street car parks were recorded at the start and end of the audit, 48% 08.00-09.00, 45% 09.00-10.00 and 42% 16.00-17.00.

VACANCY RATES IN THE TOWN CENTRE BY TIME SLOT/DAY

TIME SLOT	800	900	1000	1100	1200	1300	1400	1500	1600
Tuesday 21st November 2017	53	40	32	26	27	32	30	32	34
Friday 8th December 2017	52	38	28	22	27	29	27	25	30
Saturday 9th December 2017	37	39	27	27	24	26	25	30	40

During both weekday counts vacancy levels in the defined town centre area were lowest during the 11.00-12.00 slot, 26% on Tuesday 21st November 2017 and 22% on Friday 8th December 2017. On Saturday 19th December 2017 the vacancy rate reached its lowest at 12.00-13.00 with a figure of 24%.

Saturday 9th December 2017 provided a more stable vacancy rate than the weekday counts. For example, the difference between the highest vacancy rate, 40% 16.00-17.00 to the lowest vacancy rate 24% 12.00-13.00 is less marked than on Tuesday 21st November 2017 and Friday 8th December 2017 which are punctuated by high vacancy rates in the 08.00-09.00 slot.

The aggregate figure of all vacant space counts across all nine time slots was lower on Saturday 9th December 2017 with a figure of 1,202 compared to 1,218 on Friday 8th December 2017 and 1,339 on Tuesday 21st November 2017.

OFF-STREET VACANCY RATES

TIME SLOT	800	900	1000	1100	1200	1300	1400	1500	1600
Tuesday 21st November 2017	63	42	29	12	19	23	22	28	30
Friday 8th December 2017	60	40	20	9	16	22	16	20	21
Saturday 9th December 2017	48	45	26	26	20	17	16	21	42

On Tuesday 21st November 2017 between 11.00-12.00 12% of off-street parking was vacant in the town centre. From this figure in Mill Street Car Park only 1 space was vacant, 3 spaces in Bridge Street Car Park and 1 space in West Street.

On Friday 8th December 2017 between 11.00-12.00 the off-street vacancy rate dropped to 9%. Within this figure there were only 3 spaces available in the Mill Street Car Park, Bridge Street Car Park and West Street Car Park combined.

VACANCY RATES IN TELEGRAPH STREET CAR PARK

TIME SLOT	800	900	1000	1100	1200	1300	1400	1500	1600
Tuesday 21st November 2017	76	66	56	16	42	42	34	39	39
Friday 8th December 2017	73	50	15	11	31	26	5	26	27
Saturday 9th December 2017	56	53	23	23	19	32	34	40	45

Telegraph Street is the only pay and display car parking area in Shipston-on-Stour and provided large fluctuations in vacancy rates over the auditing process. For example, on Tuesday 21st November 2017 56% of the spaces were vacant, whilst the same time slot on

Friday 8th December 2017 a figure of 15% was recorded. Similarly, on Tuesday 21st November and Saturday 9th December at 14.00-15.00 34% of the spaces were available, whilst on Friday 8th December 2017 at the same time slot the vacancy figure was just 5%.

ANALYSIS BY BENCHMARKING METHODOLOGY

One of the main projects delivered by the People and Places Insight Limited is the Benchmarking System. Benchmarking provides a comprehensive portrait of the performance of towns and involves gathering and analysing data on Key Performance Indicators (KPI's) within designated areas. Each of the KPI's has been specifically selected by Centre Managers and Research Professionals to ensure that the data collected and collated has the maximum relevance and impact. The KPI's include;

- ❖ Retail Offer
- ❖ Vacancy Rates
- ❖ Markets
- ❖ Business Confidence
- ❖ Town Centre User Satisfaction
- ❖ Shoppers Origin
- ❖ Car Parking

In the last 10 years over 300 towns across England, Scotland, Wales and Republic of Ireland have participated in the Benchmarking System offering a robust database.

Car Parking is an integral part of the system and the methodology for the Benchmarking involves visiting all available car parking spaces for public use in the town centre once between 11.00-14.00 to count the vacant spaces. The definition of parking locations to be included is stricter than the Advanced Study with only off-street car parks which are inside the main commercial centre of a town or within 250 metres of the boundary being included. In regard to on street provision, with the Benchmarking Methodology this can only be within the boundaries of the main commercial centre. The car parking audits are conducted on Market/ Busy Days and Non-Market/ Quiet Days in the towns and only during weekdays to provide an example of normal trading conditions.

People and Places Insight Limited have deployed this methodology for the purposes of this study. A list of all the car parking areas which would be included in the Benchmarking methodology are highlighted in the charts below.

Tuesday 21st November 2017		NUMBER OF VACANT SPACES PER TIME SLOT								
Location	TOTAL SPACES	800	900	1000	1100	1200	1300	1400	1500	1600
Mill Street Car Park	24	17	7	4	1	2	1	4	3	7
Bridge Street Car Park	62	47	22	6	3	3	5	8	14	14
Telegraph Street	62	49	41	35	10	26	26	21	24	24
West Street Car Park	24	0	1	1	1	2	2	2	3	5
Scout Hut Car Park	31	15	15	13	9	5	12	10	13	11
O/S China Kitchen, West Street	6	3	1	0	0	0	0	0	0	0
Sheep Street	46	14	12	12	10	4	9	10	4	9
Market Place	5	2	0	0	0	0	1	0	0	0
High Street	23	5	2	2	0	1	1	1	1	1
TOTAL OF VACANT SPACES	283	152	101	73	34	43	57	56	62	71
% OF VACANT SPACES		54	36	26	12	15	20	20	22	25

Deploying the Benchmarking Methodology vacancy levels in all car parking locations dropped to 12% 11.00-12.00 and 15% 12.00-13.00 on Tuesday 21st November 2017. The evident pattern is that the majority of car parking spaces were available in Telegraph Street Car Park during these peak hours.

Friday 8th December 2017		NUMBER OF VACANT SPACES PER TIME SLOT								
Location	TOTAL SPACES	800	900	1000	1100	1200	1300	1400	1500	1600
Mill Street Car Park	24	16	11	4	1	2	7	2	2	5
Bridge Street Car Park	62	48	28	17	2	3	11	14	16	19
Telegraph Street	62	45	31	9	7	19	16	3	16	7
West Street Car Park	24	0	0	0	0	0	0	3	1	1
Scout Hut Car Park	31	13	11	11	8	9	10	11	5	11
O/S China Kitchen, West Street	6	6	3	0	0	0	0	0	0	0
Sheep Street	46	14	6	4	2	5	6	7	7	15
Market Place	5	3	1	0	1	0	0	0	1	1
High Street	23	7	3	4	0	0	1	1	0	4
TOTAL OF VACANT SPACES	283	152	94	49	21	38	51	41	48	63
% OF VACANT SPACES		54	33	17	7	13	18	14	17	22

On Friday 8th December 2017 with the Benchmarking Methodology vacancy levels dropped to 7% 11.00-12.00 and 13% 12.00-13.00. The majority of car parking spaces were available in Telegraph Street Car Park and the Scout Hut Car Park during these peak hours.

Saturday 9th December 2017		NUMBER OF VACANT SPACES PER TIME SLOT									
Location	TOTAL SPACES	800	900	1000	1100	1200	1300	1400	1500	1600	
Mill Street Car Park	24	17	12	7	5	5	0	0	2	12	
Bridge Street Car Park	62	37	39	25	21	11	3	4	4	31	
Telegraph Street	62	35	33	14	14	12	20	21	25	28	
West Street Car Park	24	1	3	1	0	1	2	1	3	5	
Scout Hut Car Park	31	8	5	5	12	12	9	7	9	10	
O/S China Kitchen, West Street	6	0	0	0	1	0	0	0	0	2	
Sheep Street	46	9	5	2	5	3	11	10	15	13	
Market Place	5	1	1	0	0	1	1	0	0	4	
High Street	23	5	4	0	0	1	0	0	6	4	
TOTAL OF VACANT SPACES	283	113	102	54	58	46	46	43	64	109	
% OF VACANT SPACES		40	36	19	20	16	16	15	23	39	

On Saturday 10th December 2017 deploying the Benchmarking Methodology vacancy levels in all car parking areas were at their lowest from 12.00-13.00 (16%), 13.00-14.00 (16%) and 14.00-15.00 (15%).

ANALYSIS AT PINCH POINTS BY BENCHMARKING METHODOLOGY

To place the data in further context, the average vacancy levels for all car parking spaces in the 2016 Benchmarking System (circa 50 towns of a similar size) was 31% on a Market/ Busy Day and 37% on a Non-Market/ Quiet Day. The chart below places the Shipston-on-Stour data against these Benchmarked figures per time slot.

TIME SLOT	Bench.	1100	1200	1300
Tuesday 21st November 2017	37	12	15	20
Friday 9th December 2017	31	7	13	18
Saturday 10th December 2017	n/a	20	16	16

Deploying the Benchmarking Methodology identifies that during the 11.00-12.00 slot on the busier day in Shipston-on-Stour, Friday 9th December 2017, the overall vacancy level of 7% is 24% lower than the National Small Towns Benchmarking average. On Tuesday 21st November 2017, the quieter day in Shipston-on-Stour, the overall vacancy level of 12% is 25% lower than the National Small Towns Benchmarking average.