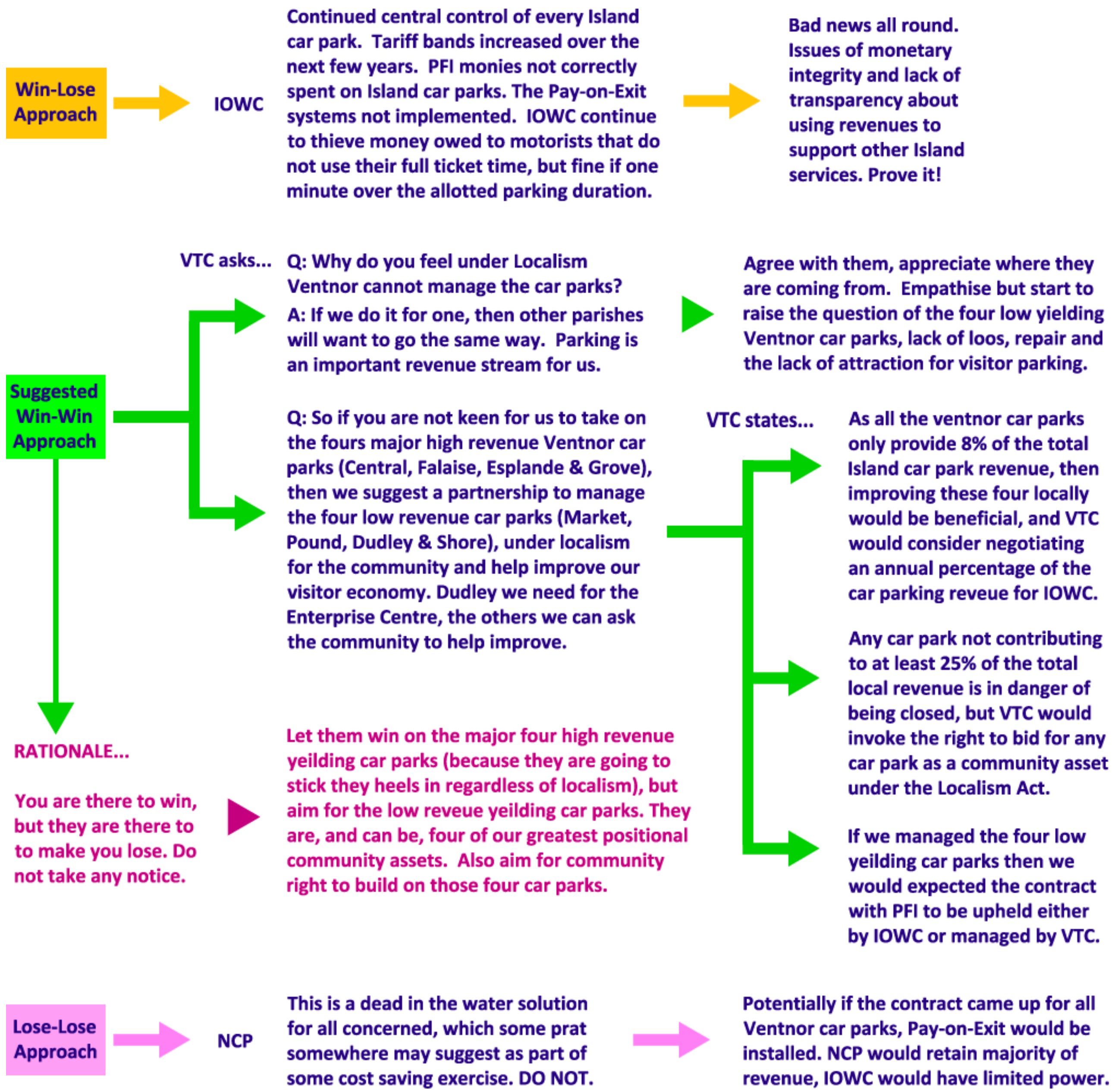
BUSINESS ANALYSIS

OF

VENTNOR OFF-STREET CAR PARKS

Contents

Suggested Strategy



As requested some form of strategy for the meeting. I would suggest you guys look at the early charts of car parking revenue in this document. I have cut the original document that provided our own car parking analysis down to form this one, which excludes all the statistics. But the charts say it all.

In terms of direction, page 3 of Andy Stafford's report is all the good guidance you need, especially relating to local car parks that IOWC want to retain. They have a duty of care to listen and respect Mr Stafford's consultancy work especially for Ventnor's future and visitor economy.

LOCAL PARKING OVERVIEW

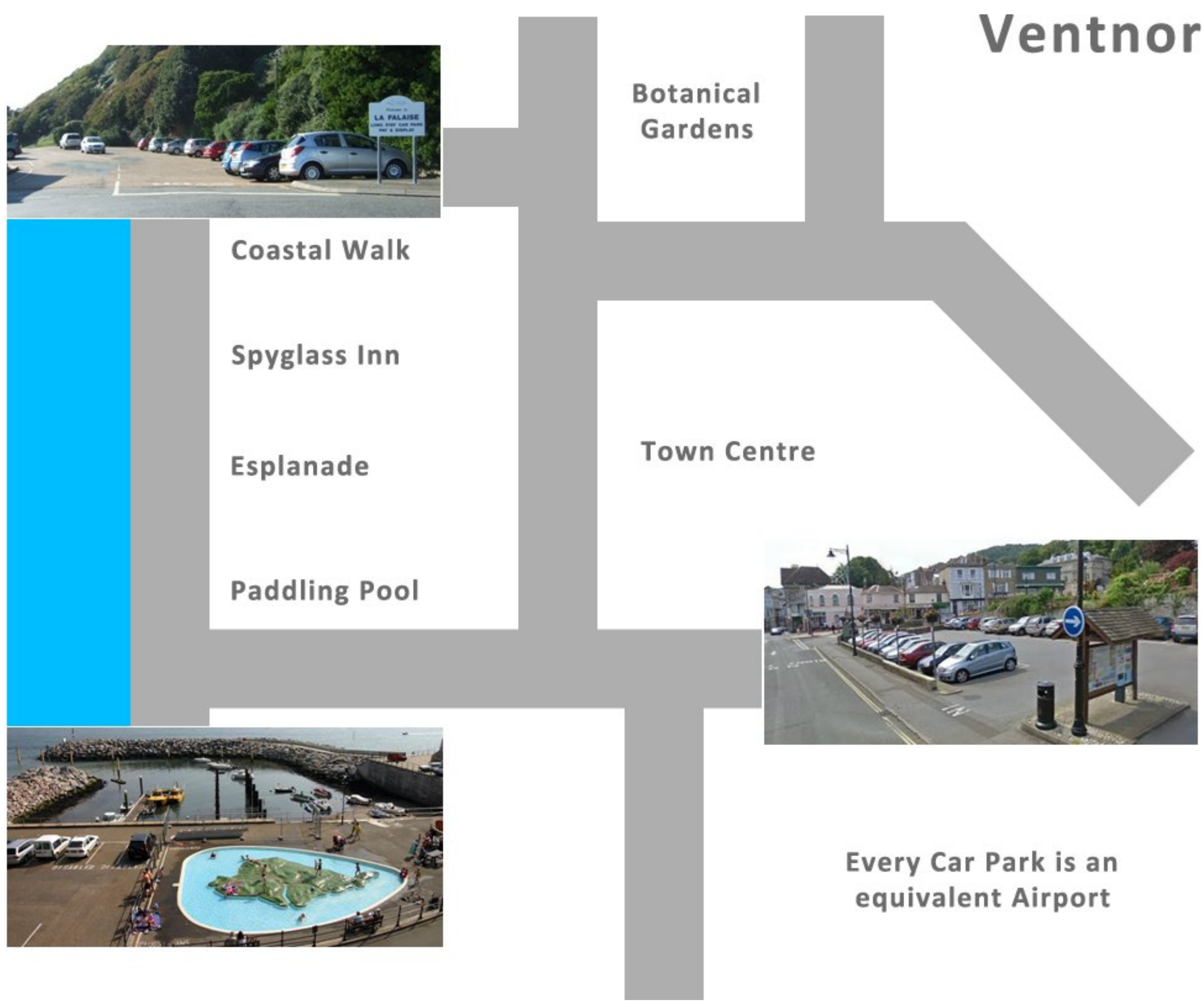
This section provides a brief overview of the business and data analysis for all off-street car parks in Ventnor using data provided by the Isle of Wight Council who currently run and maintain the local Ventnor car parks. As the local car parks are an essential asset to Ventnor, this study investigates the influence and benefits they have over the local visitor economy and town centre trading, and is applicable to any reader with an invested interest in local retail, business or hospitality.

1 What is a Car Park to Ventnor?

a. From a business analysis perspective, probably the most important feature to realize is that all the off-street car parks in Ventnor are equivalent to airports. Visitors arrive in the area taking their vehicle to one car park or another, disembark and proceed to their local destination point.

b. Just as the Civil Aviation Authority operates, and in many cases owns the airports around the UK with the purpose of economic regulation, application of legislation, health and safety of customers and aircraft, environmental improvements and competitive marketing of the product, so too are the responsibilities of any local authority towards their car parks.

c. With this in mind, Ventnor off-street car parks are the physical hubs and potential profit centres that form an important part of the network of roadways that join every part of Ventnor from the Esplanade to the Town Centre and surrounding areas, but also the landing runways for visitor vehicles arriving and staying in Ventnor.



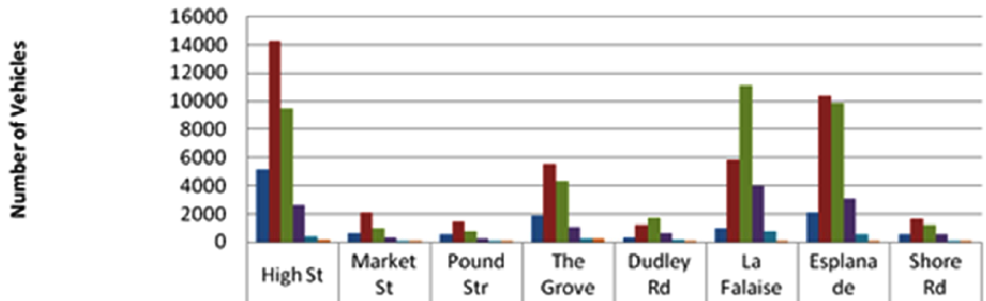
2 Management Overview

a. The purpose of this study is to review the off-street car parking data applicable to Ventnor provided by the Isle of Wight Council. As seen on the *Parking Tariff Trends* chart below, the selection of off-street parking tariffs used by both residents and visitors varied considerably between car parks throughout 2012.

b. The tariffs show an inconsistent annual revenue stream indicating that the current car parking process is not optimised or tuned correctly in line with the needs of the local community or seasonal visitor economy.

c. The chart also shows the considerable use of the 1 and 2 hourly tariffs, highlighted in dark red and green respectively for off-street car parks close to the town and in local areas of recreation and leisure.

Parking Tariff Trends per Ventnor Car Park



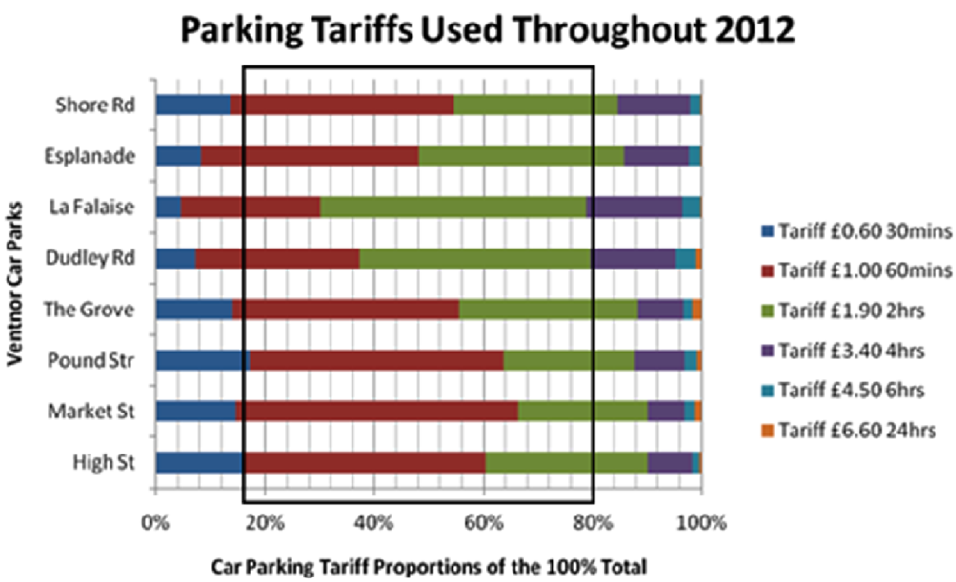
	High St	Market St	Pound Str	The Grove	Dudley Rd	La Falaise	Esplanade	Shore Rd
Tariff £0.60 30mins	5148	594	519	1871	292	1010	2125	552
Tariff £1.00 60mins	14239	2091	1403	5501	1216	5856	10390	1664
Tariff £1.90 2hrs	9509	960	730	4356	1711	11138	9839	1222
Tariff £3.40 4hrs	2649	278	275	1094	637	4005	3062	535
Tariff £4.50 6hrs	404	79	69	211	143	758	554	81
Tariff £6.60 24hrs	138	46	25	235	43	70	65	10

d. What is also interesting is that Market Street, Pound Lane and Shore Road car parks continually under performed throughout 2012, providing less financial revenue than other local off-street car parks.

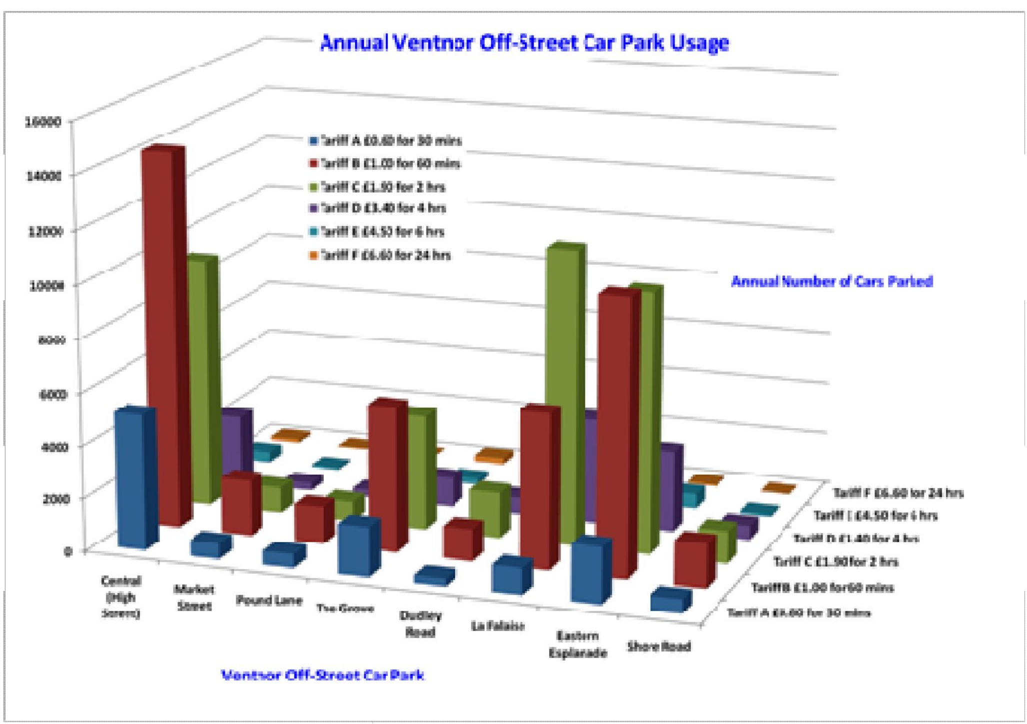
e. Note also the dip in car park usage for longer 6 and 24 hour stays throughout the year with the higher usage being closer to the town centre, supposedly for residential visits, pass-through visitors or the need for security and safety.

f. The maximum car park usage relating to La Falaise and Eastern Esplanade (11,138 and 10,390 cars respectively), would be expected for a coastal resort that concentrated its hospitality and leisure sectors close to the seafront, but also allowed visitors to use the attractive coastal walks either end of the promenade.

g. In terms of annual revenue contributions, the percentage of revenue earned from each tariff band can be better visualised for every car park on the *Parking Tariffs Used Throughout 2012* chart below. Indicating that certain key tariffs were more popular than others during 2012 influenced either by location or purpose of visit and visitor (or residential) requirements.

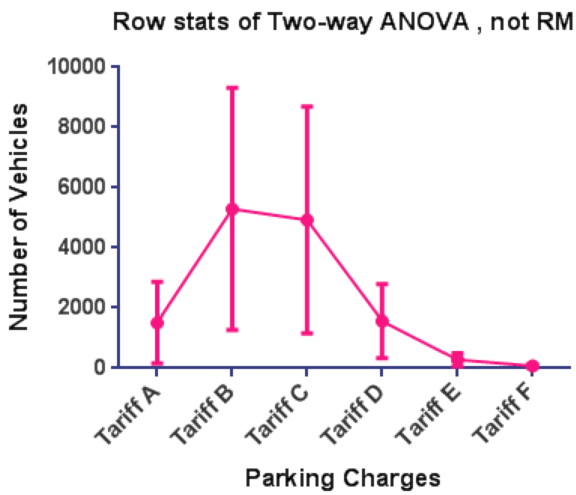


h. The *Annual Ventnor Off-Street Car Park Usage* chart below provides an impressive picture of the annual distribution of cars parked across Ventnor and therefore the annual revenue earned. But the key issue is not necessarily parked cars, but how much revenue was earned by the community (shopping, hospitality, leisure and events), when the visitors vacated their vehicles to use the local facilities.



i. In terms of simple statistics, the *Row Stats* chart below shows the average number of cars using particular tariffs throughout 2012, along with the minimum and maximum car park usage. The important issue here is simply the average trend and the tail-off towards longer stay tariffs. While the mid-range tariffs are frequently used, the attractiveness of the long-term tariffs is minimal but still provides considerable revenue throughout the year.

j. Many commercial UK car parks provide on-site facilities to cater for long-haul drivers, holidaymakers and business travellers. Consideration to providing additional car park amenities (even mobile facilities), could potentially improve the use of long-term tariffs and revenue, if that was a necessary strategy.



k. This document is primarily about statistical analysis on the high-level data provided. The granularity of the data does not allow important analysis of weekends or bank holiday car parking trends, neither specific times of the day or highlighting of seasonal local events which is a severe limitation.

l. The results of the statistical analysis may appear simple and straightforward, even to the point of: “Why was it done because it is obvious?”, but actually the results are quite profound when considering any future local car parking system.

3 Results Overview

a. The results indicate that with the Central (High Street) car park during 2012, visitors between the months of January to December, selected tariffs not by chance, but for very specific reasons either for short shopping sprees, window browsing, residential visiting, working locally or eating out.

b. The range of tariffs in this case, indicated a 43% attractive influence for customers, while across all other car parks, the figure is lower at around 35% over the year. Therefore it could be suggested that *tariff attractiveness* might be improved either by adjusting the current tariff charges and durations or providing new tariff ranges.

c. The analysis of car park usage versus tariffs (as opposed to monthly periods), provides a different statistical picture indicating that the relationship between car park locations (and consequently vehicle volumes) and utilisation of the tariff bands is not significant and actually makes no difference to visitors.

d. As visitors were not influenced by the existing tariffs during 2012 whatever the car park location, experimenting with tariff charges and durations could influence the decisions of visitors and residents to use one car park location or another.

e. However as each off-street car park around Ventnor is isolated from the other, alternative methods of distributing visitors across the area could be employed such as providing clear directional signage to other car parks, including information on annual events on the signage, and better route management between individual car parks, local attractions, hospitality outlets and town.

f. Using more advanced statistical techniques, the issue of selecting a car park location because of its tariffs still remained insignificant. But the issue of selecting a car park location depending on the time of year, actually fell from 35% to around 23% and a preference for a particular month to around 3%, with an interactive influence between these factors (location and month) of around 10%.

g. These figures are 95% statistically significant (i.e., results are 95% certain and 5% uncertain), and even though reduced, indicate that people travel to certain car parks as part of their journey and then on to their destination point. Seems obvious, but the question arises now, as to what in any car park vicinity is attracting those visitors; and why would they use certain car parks at certain times of the year?

h. In reality a car park in not just a car park, but a platform to access the activities, features, events and hospitality of a particular area. And therefore becomes a vital and strategic asset that needs planning, maintenance and management. Management, not only in terms of its operation, but also in directing visitors to their final destination especially in a coastal town resort such as Ventnor.

i. The bottom-line statistically speaking, is that on average the variation between car park usage changes according to the month of the year. This in turn is affected by those shops and hospitality outlets open throughout the year and not prone to random closing.

j. The statistics also indicate that local car parking revenue is affected by seasonal weather changes and also the number of annual events such as local arts or music festivals. And introduces a 50% to 70% influence into the equation of attracting visitors to Ventnor, but closing aspects of Ventnor (seasonal, shops or hospitality), has a negative impact on visitor parking.

4 The Future of Car Parking

Council Agrees £200K investment in Barrier-controlled Car Parks (Feb 7, 2012)

The Borough Council's capital programme for 2012-13 for Epsom and Ewell will include a £200,000 investment in barrier-controlled car parks. Car parks at Depot Road, Upper High Street, Hook Road, Hope Lodge and the Town Hall will be converted to barrier-controlled with drivers paying on exit.

This is a "spend to save" project, with a payback time of around 4 years. Costs will be recouped from reduced tariff avoidance and enforcement costs. Parking permit cards will be available. Number plate recognition should make car parking much easier for regular users and disabled drivers.

Income from car parks is of strategic importance to the borough council at around £2.5m per year and equivalent to around half the value of income from council tax. Without this income, the council would find it difficult to finance some services, but many of these are discretionary rather than mandatory.

Some discretionary services include Route Call, the Epsom Playhouse, social centres and other venues, plus management of some areas of green and open space. Only a radical change in priorities could fund a decrease in car park charges combined with a major reassessment as to which discretionary services could continue to be provided.

The new barrier-controlled systems should help reduce parking enforcement costs in car parks themselves, since evasion of tariffs is virtually impossible. Operation control will come from the Town Hall during working hours and there will be audio and visual communication from all entry and exit pay stations and Town Hall staff will be able to take control of the equipment, e.g. lifting the barriers remotely.

Operation control out of working hours will switch to the Parking Office and relocated to the Town Hall. There will still need to be a presence on site at some car parks.

Ref: http://epsom-ewell-libdems.org.uk/en/article/2012/556112/council-agrees-200k-investment-in-barrier-controlled-car-parks

5 Car Parking Strategies

a. Invariably all local car parks will require upgrading besides redesigning in some cases the tariff charges and durations of stay. Features such as pay-on-exit, covered payment kiosks, loos, electronic signage and information boards, security cameras and equality provision, all demand investment but also enhance the reputation and prospects for sustaining the local visitor economy, now and in the future.

b. There is a sense that the general public will travel to a destination that complies with a set of general criteria before they will pursue their journey. A form of cognitive risk assessment undertaken before any journey of which parking, loos, safety and local area information are high on the list. If these aspects are not potentially available, visitors may well decide not to travel to that destination but opt for an alternative.

c. There is also a sense that destinations go hand-in-hand with expected or known parking provision. And the more managed, advanced, secure and financially reasonable the parking, the more likely a particular car park will be chosen even for repeat visits. In reality then, quality car parks offering certain facilities, whether electronic or a friendly person-in-a-box, start becoming a major advertising tool for that destination and enhances the destination's reputation in tourism circles.

d. Some Ventnor off-street car parks can, in the correct marketing hands, become a major part of any advertising campaign for Ventnor whether on poster, pamphlet, Internet travel site or Solent ferry crossing film, as opposed to just location information necessary for visiting tourists with vehicles who need parking facilities.

e. This type of direct marketing strategy (although radical), is very feasible provided the car parks exhibit high quality features. Not just providing simple short stay tariffs but also bonus tariffs for long weekend stays, concessions for bank holidays and local cultural events, long-term weekly stays, weekends and seasonal concessions alongside free parking days or part-days for local single home residents.

f. In effect, future car parking management can mix-and-match both tariffs and durations to suit the seasonal fluctuations of the local coastal resort, allowing individual cars parks to become high quality profit centres, even capable of supporting small seasonal shopping outlets on site. Reversing the normal pattern of providing parking for shops, instead providing shops or markets for car parks.


g. It would benefit the town centre and the safety of shoppers, elderly, disabled and families, if the permitted High Street free parking was removed and vehicle owners were coerced to use the Central (High Street) car park instead, either free for 30 minutes or at minimal charge. Thereby freeing up the current High Street parking zone for loading, unloading and delivery for High Street traders, who are forced daily to contend with the regular disruption of parked vehicles outside their shops.

h. In conclusion, the study has found that local Ventnor off-street car parks are an essential and integrated part of the local commercial economy and local hospitality and leisure economies; and their existence, operation and management can greatly influence the success or failure of the overall local economy of Ventnor.

i. The transfer of all local off-street car parks to Ventnor Town Council would play a crucial role in sustaining the local economy, increasing local tourism and improving residential conditions. Especially when certain local car parks have the potential of becoming unique destination points in their own right and are therefore able to positively influence the local visitor economy provided the right facilities are in place.

BASIC CAR PARKING ANALYSIS

This section provides a more in-depth analysis of the data for local off-street car parking in Ventnor, a little more inference from the results and a set of related conclusions. It is an important item of work with regards to town centre trading, future economic business strategies and the interaction between car parks and the local visitor economy. This section is for those readers considering future strategies for local trading, economic marketing and town planning.

6 Study Introduction

a. The following document provides additional support information and basic statistical analysis to the current investigation into the proposed transfer of ownership and operation of all Ventnor off-street car parks from the Isle of Wight Council to Ventnor Town Council.

b. The document content and analysis is provided as complementary information to the existing study by Mr Andy Stafford who was engaged by Ventnor Town Council during January 2013 to analyse and report on the status and operation of the existing Ventnor car parks with a view to transfer at some future date.

c. Mr Stafford's remit also includes relevant consultancy as to the best way forward for the Council to manage and operate the local car parking system in the event that the Isle of Wight Council agrees in the course of time to release and hand over the operation to Ventnor Town Council.

d. It must be noted that the proposed transfer and acceptance process has only recently started, and the current work simply leads to an expression of interest stage between the Isle of Wight Council and Ventnor Town Council for car park ownership and self-management.

e. Both Mr Stafford's consultancy work and the contents of this document therefore must be viewed as preparatory work and does not signify any commitment by either Council.

7 Data Handling Proviso

a. The material for this document primarily uses car parking data related only to Ventnor obtained from the Isle of Wight Council through Mr Stafford's work. The data has been provided in spreadsheet form as shown in Appendix A1.

b. Although the data spans three years of local parking trends providing the annual number of vehicles utilising local Ventnor car parks (the usage and revenue per month and associated car parking tariffs), the granularity of the data is relatively high-level and does not allow a breakdown of vehicle usage per hour or the usage during weekends, bank holidays or seasonal cultural events held in Ventnor.

c. The statistical analysis undertaken in this document is therefore reliant on the available depth and accuracy of the provided data; and therefore the charts, graphs, statistical calculations and especially inferences, must be viewed with care and common sense when used in any local decision-making process.

8 Statistical Analysis Proviso

a. In-depth statistical calculations and techniques can be viewed in the main document appendix, but the statistical outcomes and inferences have been brought into the text of this document. It is not necessary for the reader to have any understanding of statistical techniques other than a basic understanding of percentages.

b. Both statistical calculations and data analysis using the car parking data has been limited by the available software tools and their abilities to analyse and perform calculations. Even so, the use of Prism, SPSS and Internet statistical calculators have helped to model the data correctly and perform accurate calculations.

c. The rationale for applying statistical analysis to the car parking data has been a relevant follow-on from the survey results gained from the town centre economic study, where traders specifically outlined their concerns about parking and the perceived effects it had on their trading and local visitor economy during 2012.

d. It must be realised that any statistical analysis is primarily based on probability and hopefully sensible inferences, and cannot always provide an absolute set of answers. However within 95% or even 99% we can be fairly certain whether one or more factors are having an effect on a situation or not.

e. What statistics cannot always identify with absolute certainty is the causality of any single or multiple observed or calculated effects, but it can with a level of certainty mathematically infer, support or even predict and area of causality for further investigation.

f. Much of the statistical analysis undertaken in this work takes the raw data and organises it into an appropriate statistical model for graphing or charting, providing a quick visual interpretation. As well as applying more in-depth statistical calculations to produce a single percentage statistics followed by one or more relevant charts to aid the reader in understanding.

g. As previously expressed, the statistical work is a relevant part of the Ventnor regeneration project that covers many areas of concern such as: trading and business, hospitability and leisure, tourism, unemployment and social demographic concerns. In turn any sensible statistical inference or evidence is paramount for most informed decision-making activities.

9 Local Car Parks and Tariffs

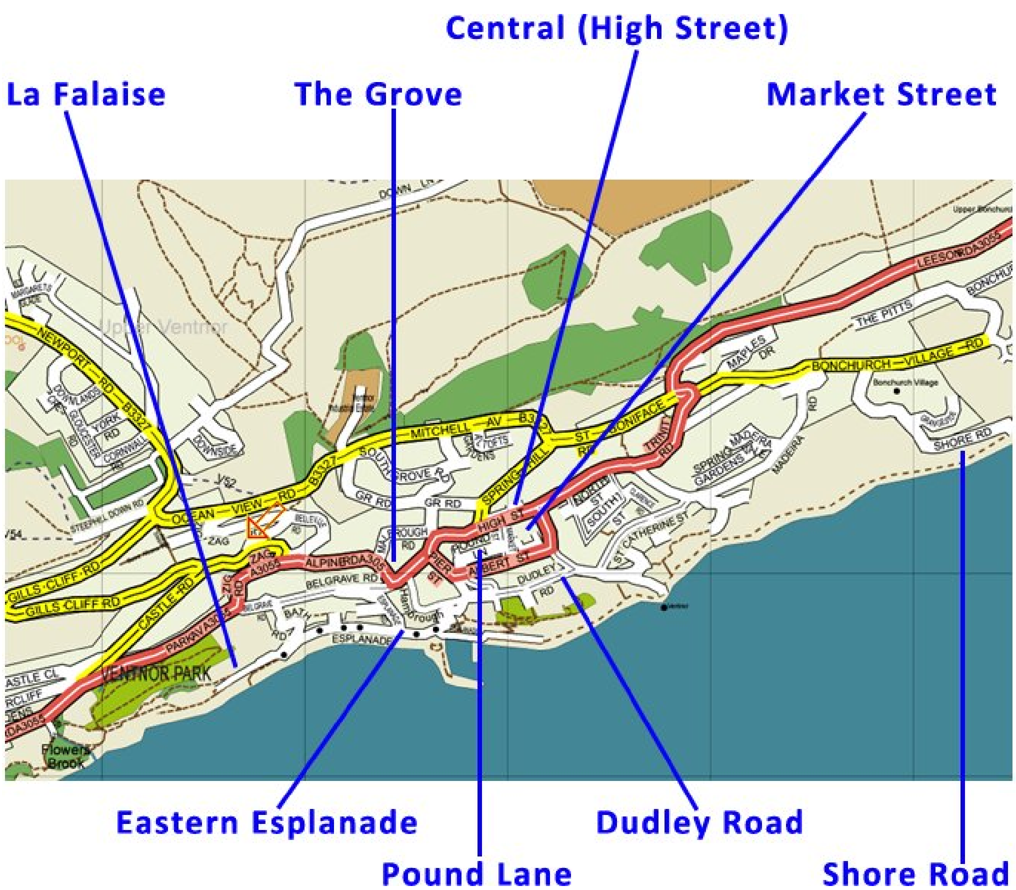
1. Ventnor off-street cars parks under investigation:

    a. Central (High Street).
    b. Market Street.
    c. Pound Lane.
    d. The Grove.
    e. Dudley Road.
    f. La Falaise.
    g. Eastern Esplanade.
    h. Shore Road, Bonchurch.

2. Local Car Parking 2012 tariffs.

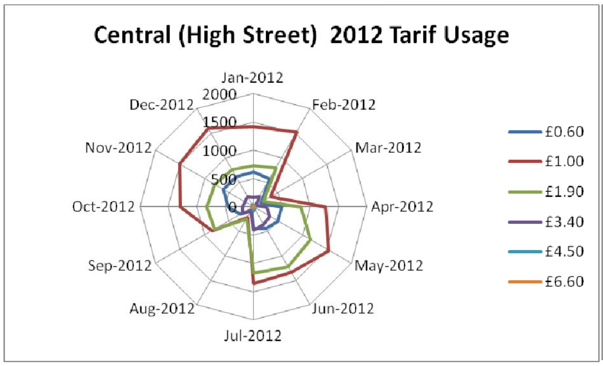
	Cost
30 Minutes	£0.60
1 Hour	£1.00
2 Hours	£1.90
4 Hours	£3.40
6 Hours	£4.50
24 Hours	£6.60

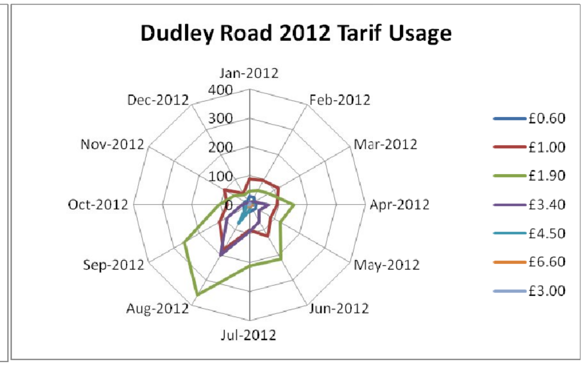
3. Mapped Locations

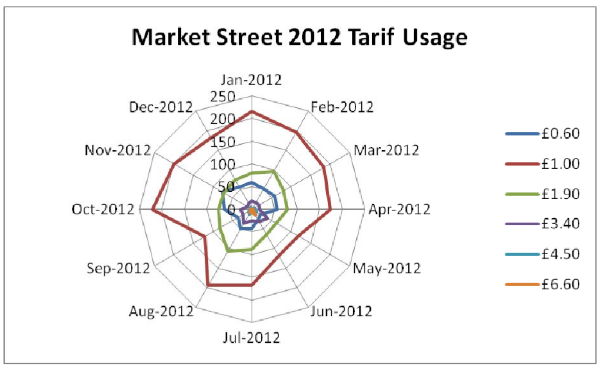


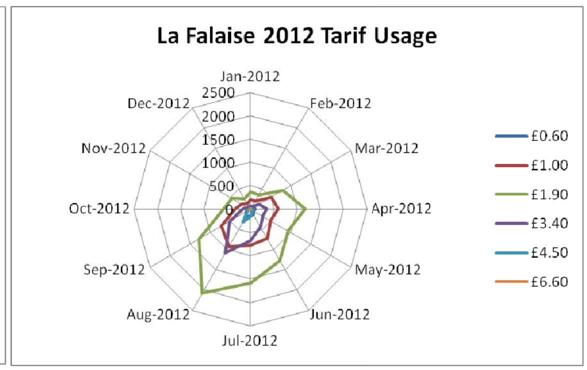
10 Existing Car Parking Usage

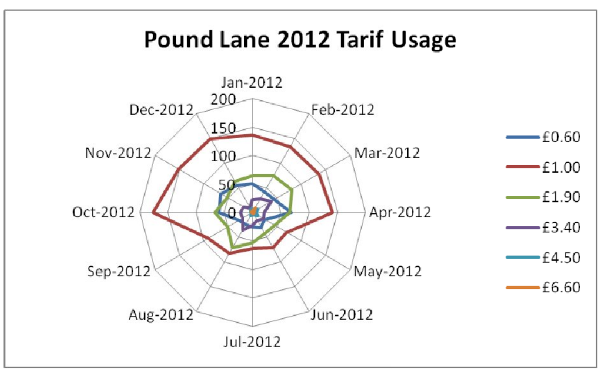
a. Each of the radar charts below show the current tariffs used during 2012 by visitors and residents parking within the Ventnor area. It is evident that in each case the majority of visitors to Ventnor selected either £1, £1.90 or £3.40 tariffs relating to 30 to 60 minutes, 1 to 2 hours and 2 to 4 hours respectively.

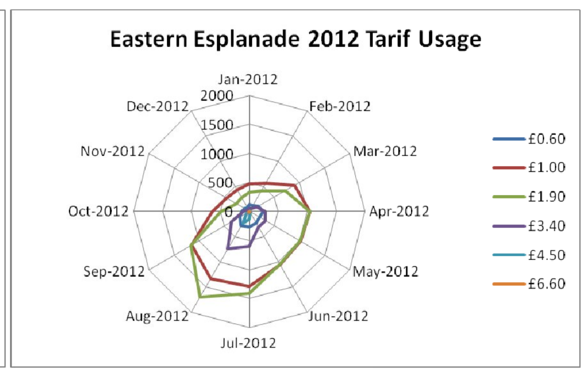


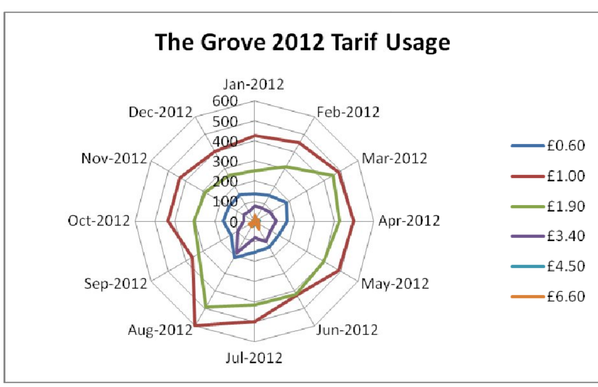


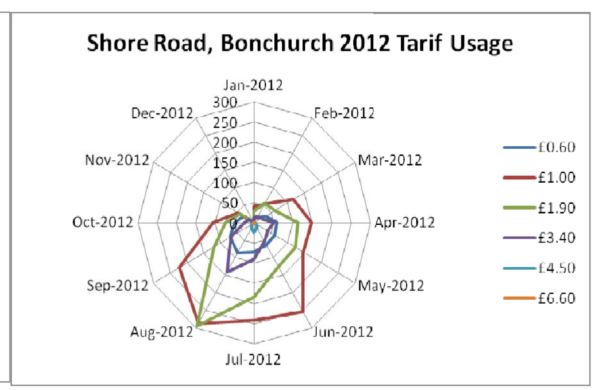












b. In most cases, and between observable months, visitors and residents tended to select the £1 tariff allowing up to a 60 minute stay, which is especially evident with the Market Street, Central (High Street) and Pound Lane off-street car parks.

c. It is not possible to separate out the number of visitors over local residents using these three car parks, but it would be reasonable to assume due to their locations and annual usage that local residents rather than visitors are responsible for this trend.

d. These short term stays also infer that people are simply stopping off for short-term shopping needs such as visiting a newsagent, minor grocery purchases, ATM (or personal banking transaction), or having a quick breakfast in one of the early opening cafés which through observation is a regular habit for many people living and working in Ventnor.

e. In terms of town centre economics, the annual 2012 Central (High Street) usage was 32,087 vehicles with a gross revenue of £47,130 excluding fines; which on average means 2,674 vehicles per month, indicating between 2,674 and 3,500 potential town centre consumers. Pooled with Market Street, Pound Lane and The Grove off-street car parks, a further 20,000 vehicles provides an additional revenue of £31,400. A perplexing situation considering town centre trading was apparently very low throughout 2012.

f. The more scenic car parks during 2012 such as La Falaise and Eastern Esplanade experienced more 2 hourly, £1.90 stays for around 50,000 vehicles generating nearly £40,000 gross annual revenue. Similarly The Grove car park situated close to the town amid residential dwellings was relatively constant with 2 hourly stays almost all year round but had a reduced usage of 4,000 vehicles providing additional £8,000 gross revenue.

g. Overall the data does imply that there is a preferential set of low cost tariffs used by vehicle owners for particular purposes whether visiting relatives, town centre shopping or more leisurely activities such as coastal walking, visiting restaurants, seafront pubs, beach, water sports, or cruising the Esplanade.

h. It would seem sensible then to play around with these low tariffs in terms of cost and durations to entice more visitors to use Ventnor, and to accommodate local residents, visiting relatives and friends with car parking incentives.

i. It is important to understand the annual off-street car parking usage for 2012 in this particular seaside resort and the influence of the tariffs in place, and consequently the reasons why visitors choose certain car parks. In reality each car park acts as a visitor sensor throughout the year, reflecting the flow of visitors in and out of the area.

j. Car parking data for 2010 and 2011 although relevant provided no additional value to the study. The severe economic conditions and reduced visitor economy during 2012 provided a better and more accurate backdrop to statistically model local car park usage and flow of visitors.

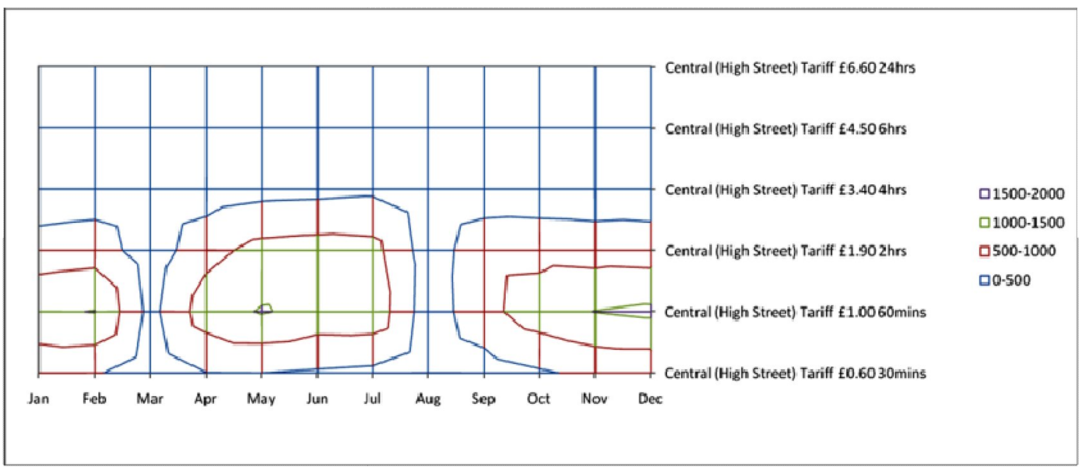
11 Car Park Tariff Annual Trends

a. Each of the surface charts below show the annual spread of tariffs used during 2012 by visitors and residents parking within the Ventnor area. Each contoured area represents a specific tariff band, and using the chart legend the number of vehicles occupying that tariff.

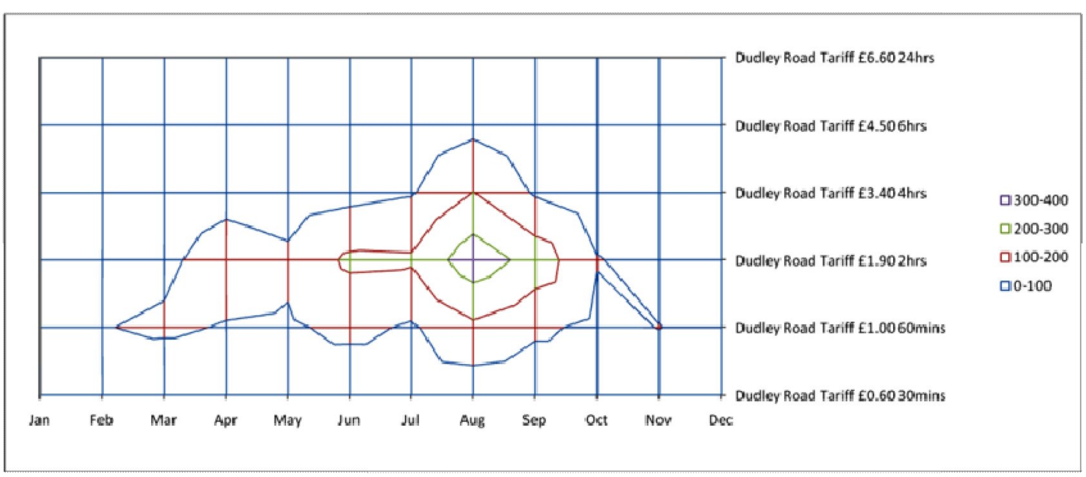
b. It is noticeable how visitors operate during particular months and the tariffs they select. Also the change in vehicle numbers over the months is more pronounced highlighting seasonal fluctuations, local cultural events, seasonal holiday periods and even disinterest.

c. Shore Road, Eastern Esplanade, La Falaise and Dudley Road show a fall in usage between the winter months of October to March. Surmising that as the weather changes, shops and entertainment closes down, opening hours reduce in the town and schools are in session, the appeal for Ventnor diminishes and local car parks suffer. There is a definite change in visitor habits between winter and spring, but this changes as the annual seasons change and the weather becomes sunnier and warmer making Ventnor a more attractive to visit.

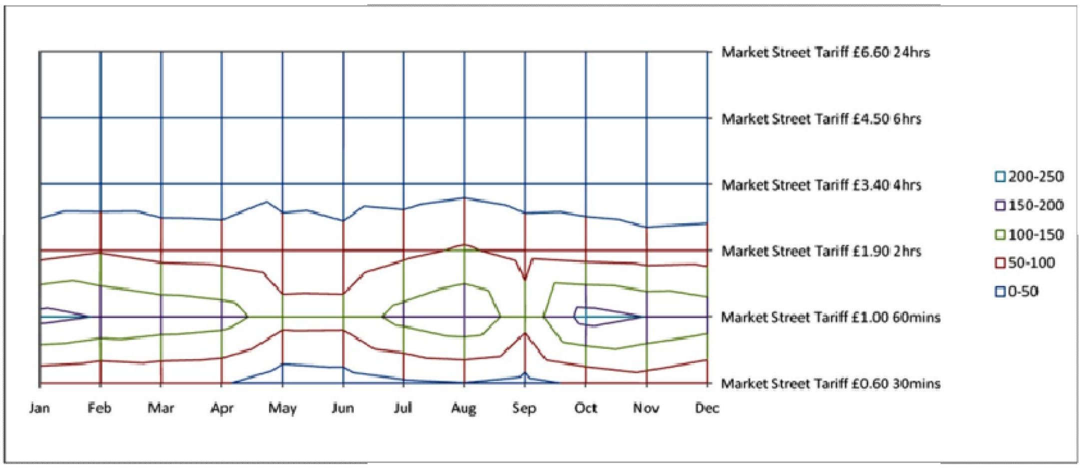
Central (High Street) Car Park Annual Usage



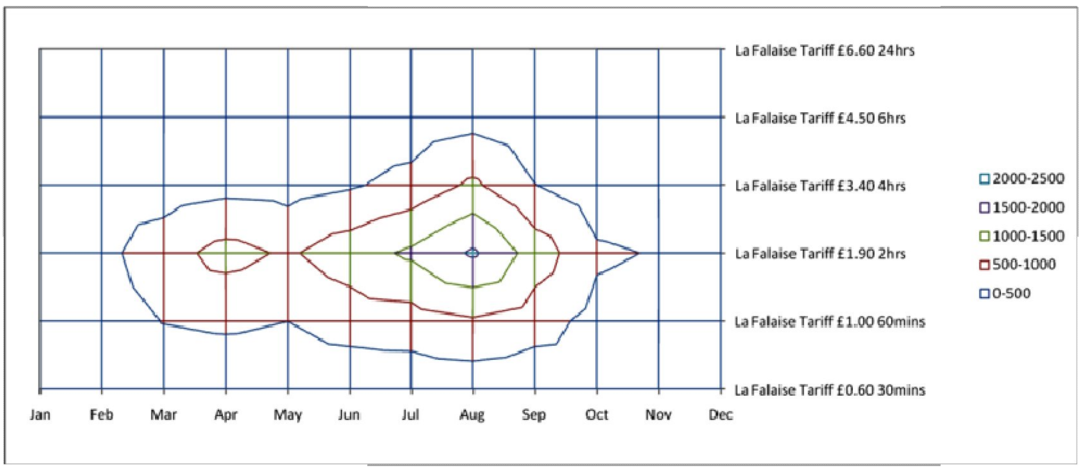
Dudley Road Car Park Annual Usage



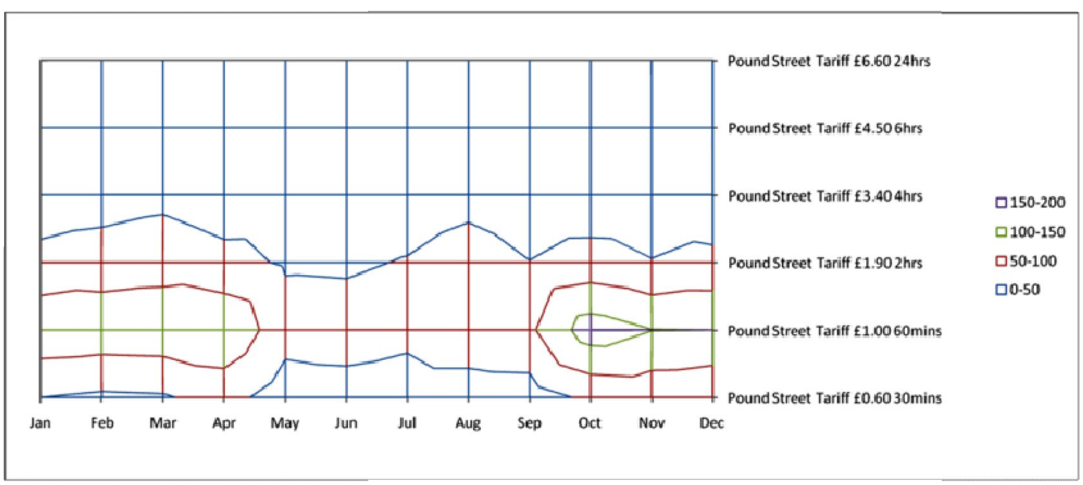
Market Street Car Park Annual Usage



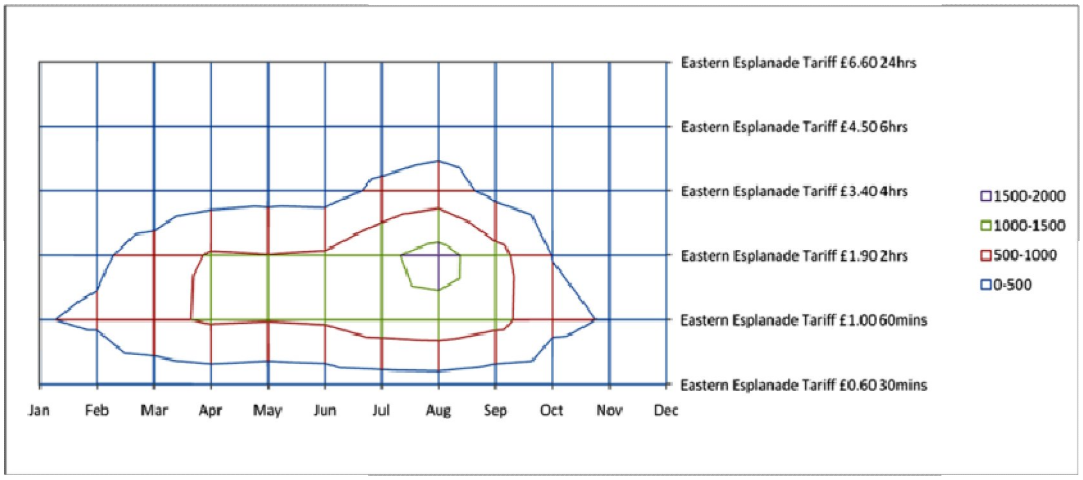
La Falaise Car Park Annual Usage



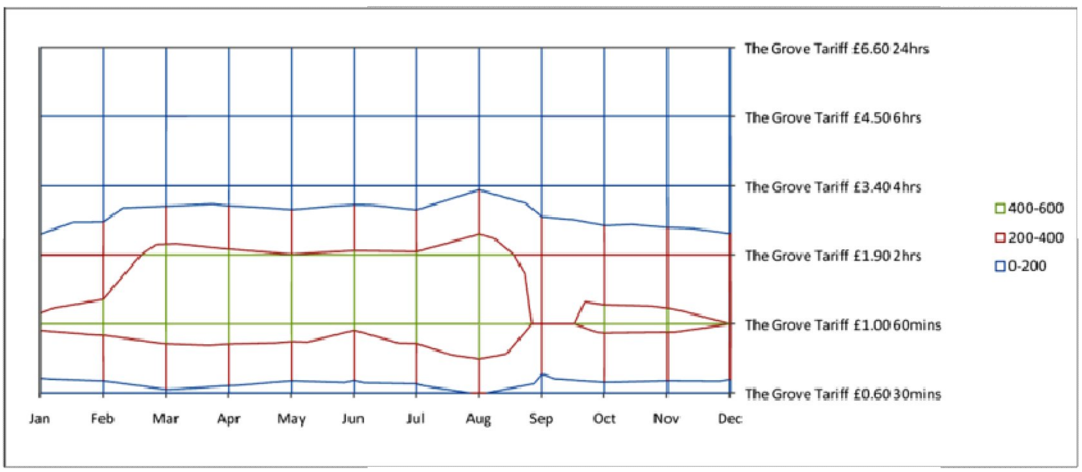
Pound Lane Car Park Annual Usage



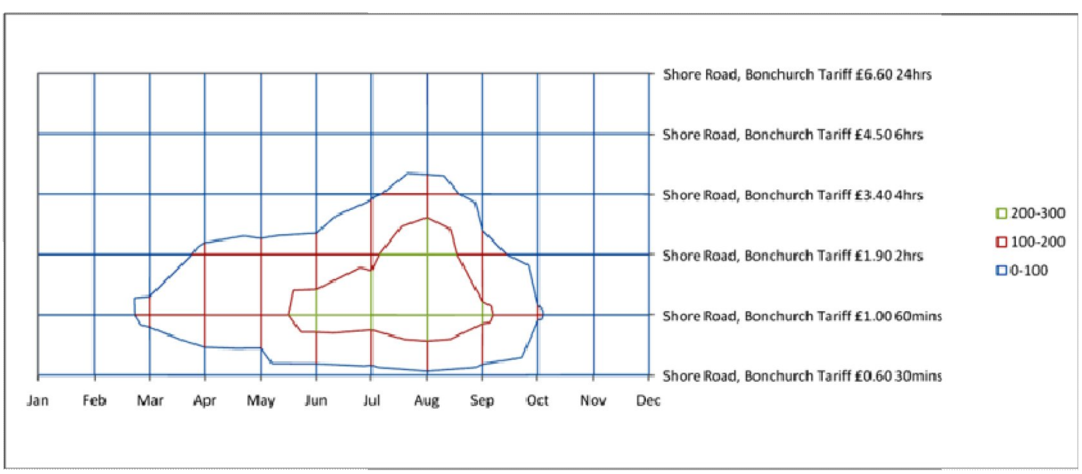
Eastern Esplanade Car Park Annual Usage



The Grove Car Park Annual Usage



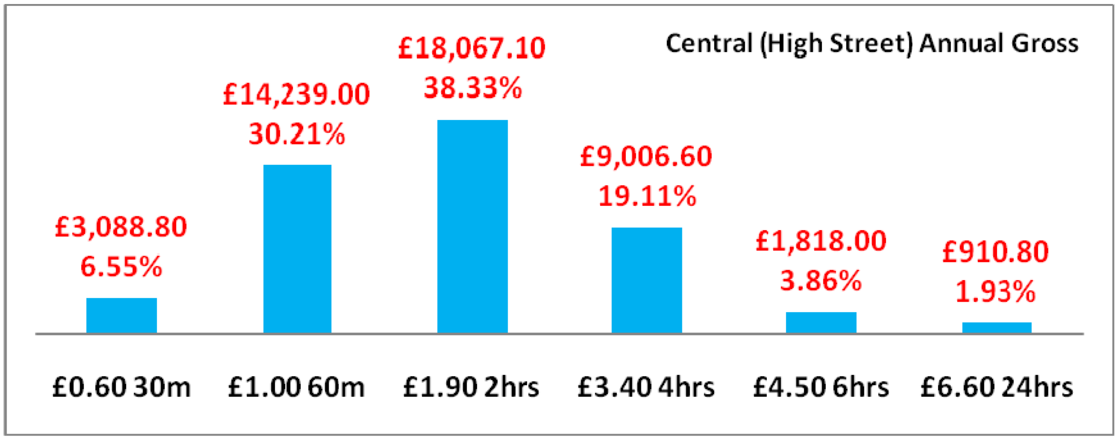
Shore Road Car Park Annual Usage



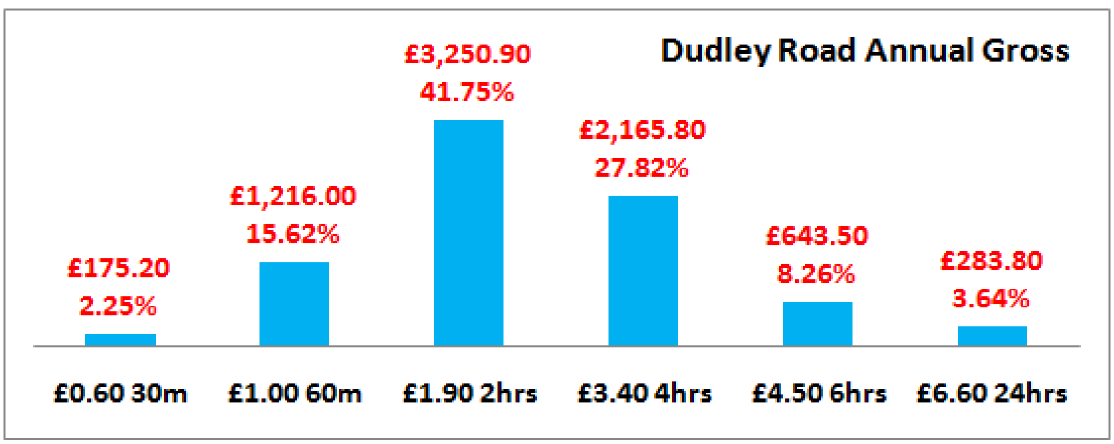
12 Short Stay Selection

a. Previous charts have indicated that those car parks closest to the town centre tend to have visitors that select the cheaper £1.00 tariff allowing a 30 minute to 1 hour stay evident with the Central (High Street), Market Street and Pound Lane. The Grove also situated outside of town but within walking distance.

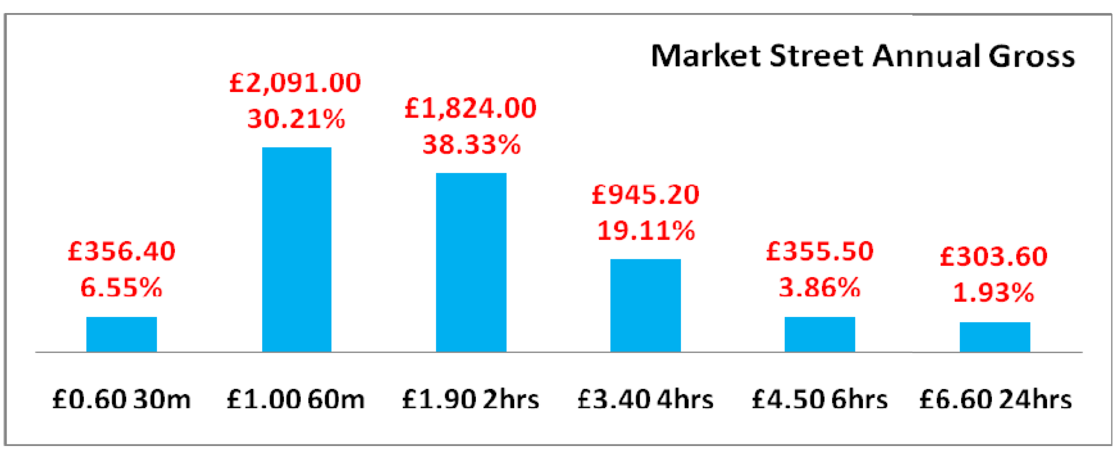
Percentages of £47,130.30 annual gross



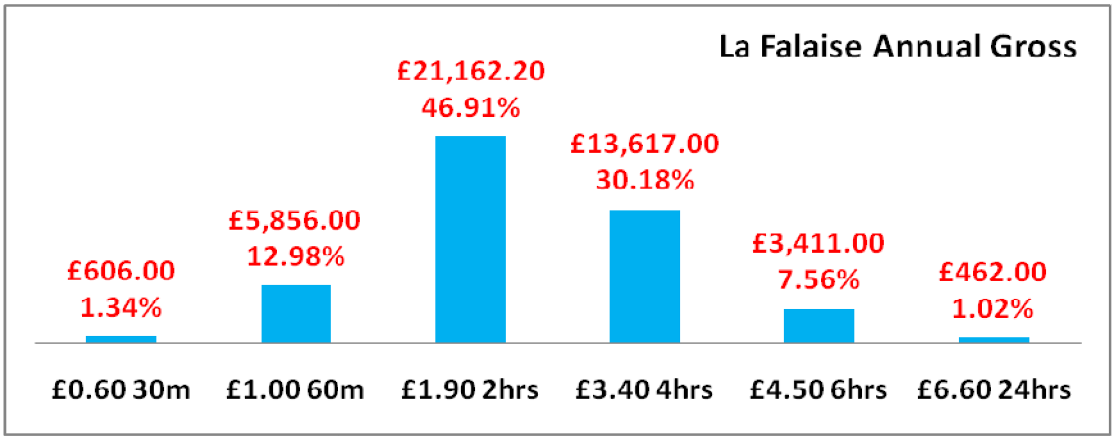
Percentages of £7,786.20 annual gross



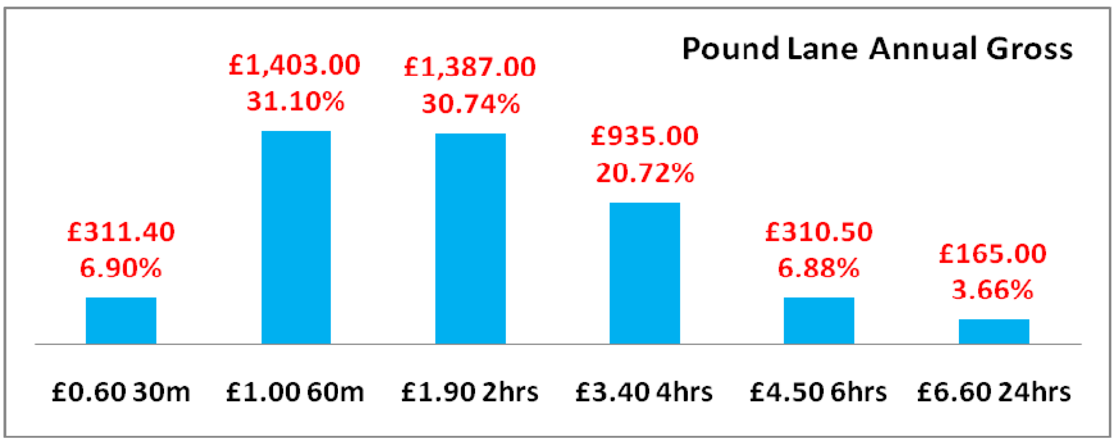
Percentages of £5,875.70 annual gross



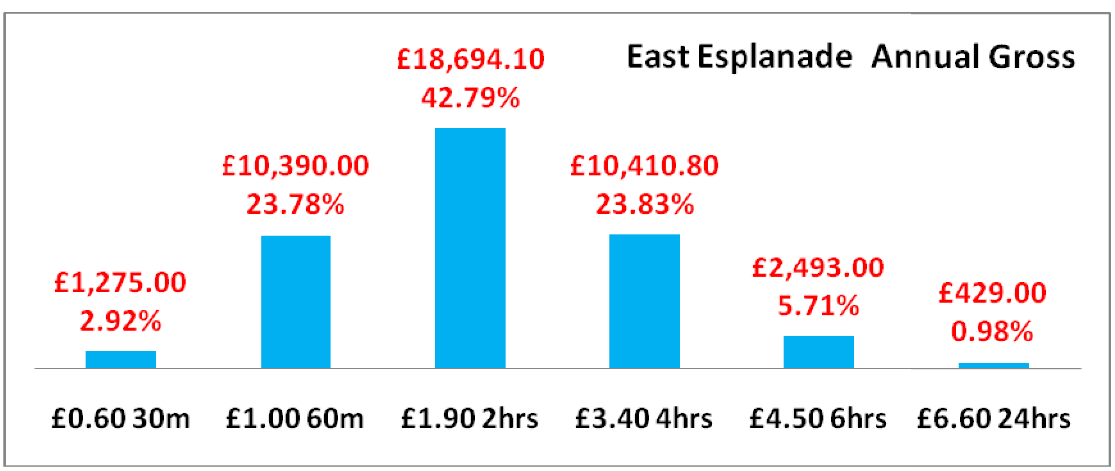
Percentages of £45,114.20 annual gross



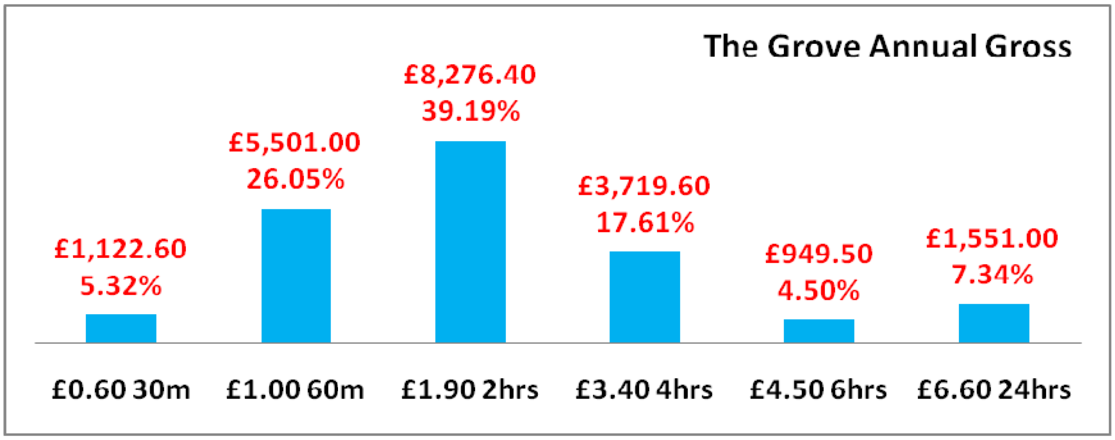
Percentages of £4,511.90 annual gross



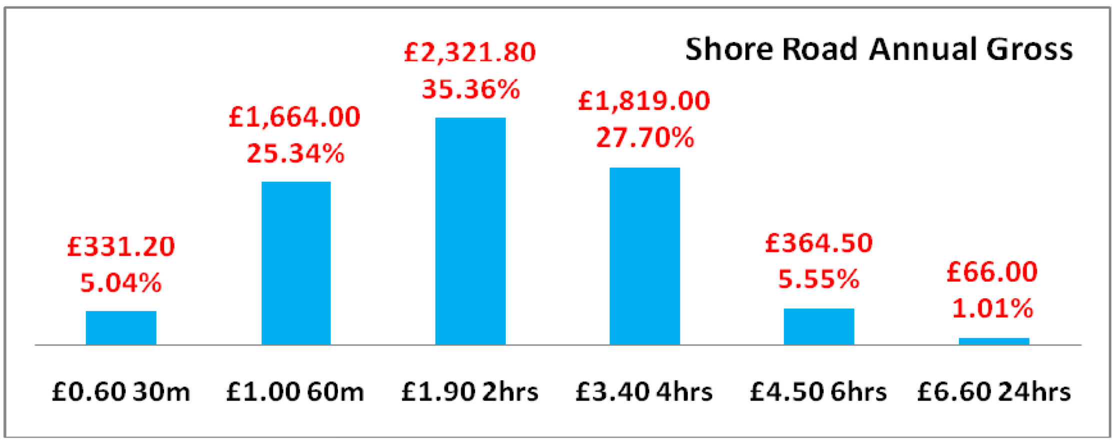
Percentages of £43,691.90 annual gross



Percentages of £21,120.10 annual gross



Percentages of £6,566.50 annual gross



* Figures shown are gross revenue from tariff income. Overpayment income is not included.

b. More scenic car parks (or car parks close to hospitality and leisure outlets), such as La Falaise and Eastern Esplanade tend to have visitors that opt for the medium £1.90, 2 hourly tariff allowing more time for leisurely pursuits. However throughout the year, whether low or high tariffs are used, Shore Road still only produced around £5,000 which in comparison to other car parks may as well be free or the plot redeveloped as a coastal profit centre.

c. Interestingly and seen in every local off-street car park, the longer tariffs from £3.40 upwards allowing 2, 4, 6 and 24 hourly stays are regularly purchased (despite the heavy selection of lower and cheaper tariffs), generating between 20% to 45% of the annual gross revenue even though the number of vehicles is fractional compared to short stay usage. But noticeable that the higher 6 and 24 hour tariffs are under used, and actually yield considerably less than the 1 and 2 hourly tariffs across all car parks.

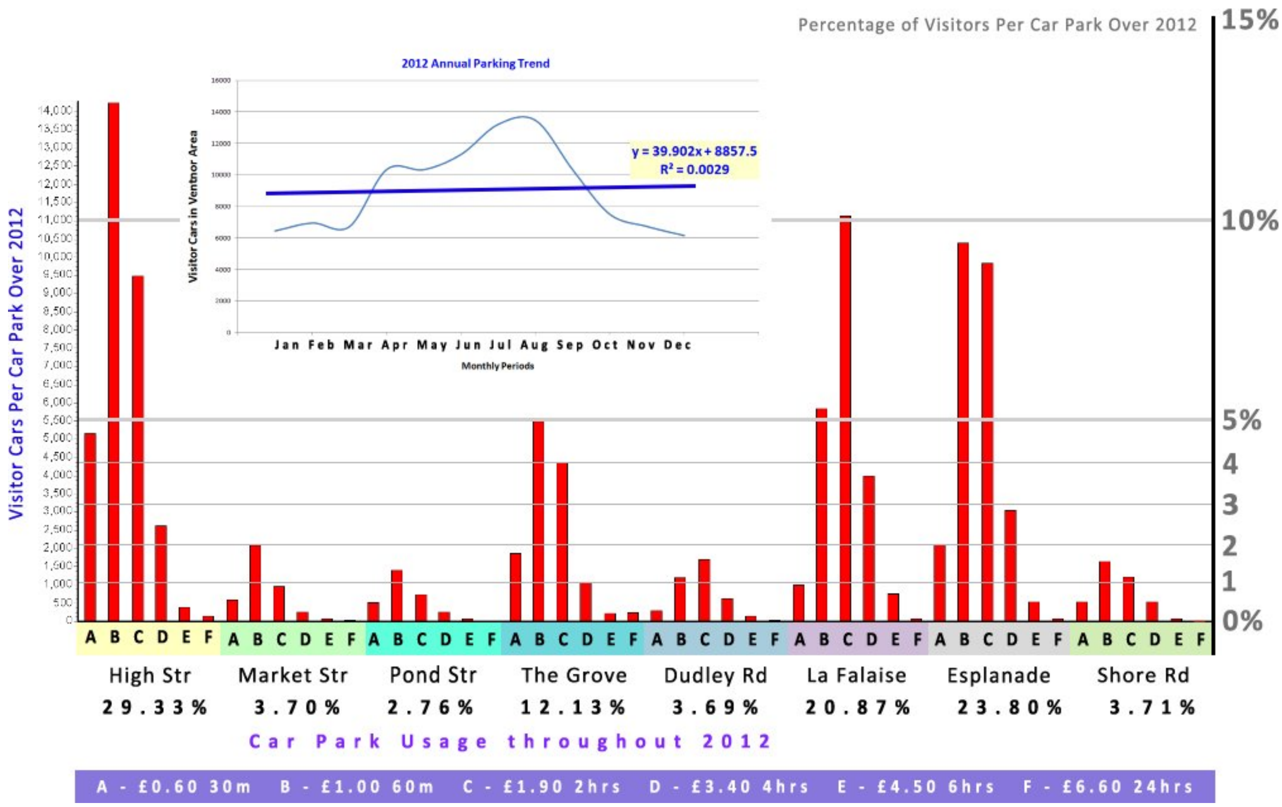
d. Over the year visitors tend to select a range of tariffs between 1 and 4 hours which accounts for the bulk of the annual gross revenue. But the main issue is not just about how much is made over a four or six month period, but whether the car parks can consistently yield income throughout the whole year and what attracts visitors to particular car park locations?

e. The highest revenue earners are derived from all 2 hour stays evident in every Ventnor car park, providing a healthy revenue contribution of 40% and above, estimated at around £80,000. Closely followed by 1 and 4 hourly stays that when combined, produced an additional annual revenue also close to £80,000 during 2012.

f. The actual percentage contributions by each tariff band are shown on the *Accumulated Car Park Usages Percentages* chart below, shown as the red columns. Note the percentage of vehicles occupying each car park during 2012, and therefore the potential number of visitors and residents using those local off-street car parks.

g. Amazingly the collective town car parks absorbed 52% of the visitor and residential economy while the seafront gained only 45%, giving rise to serious questions about the marketing and trading abilities of the town centre.

h. The Central (High Street) car park is noticeably higher than the other local car parks, at round 30% of the total vehicles accessing Ventnor during the year. Vehicles equate with visitors or residents, implying that potentially 30% of the local visitor economy parked in the town centre during 2012 at some time whether to shop, visit or be marketed.



Accumulated Ventnor Car Parks Annual Usage in %

13 Ventnor Car Parking Revenue

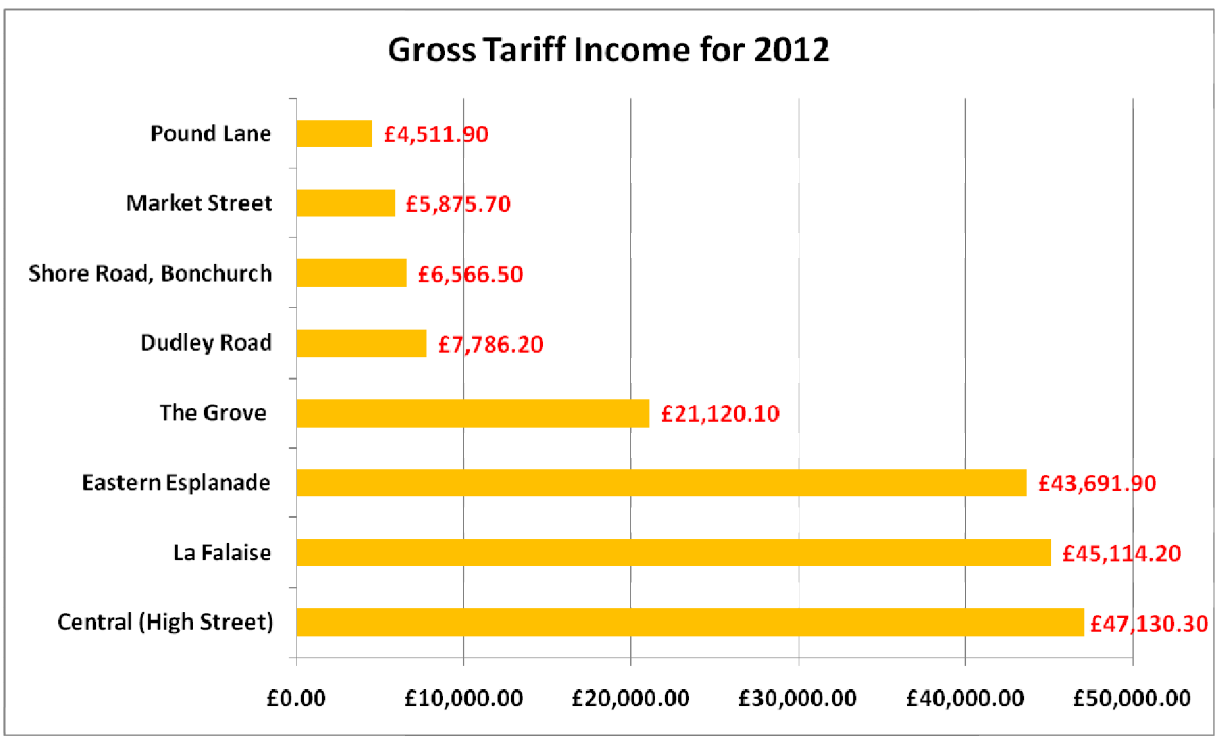
a. Previous radar charts at the start of this document showed that The Grove car park was the most consistent earner all year round accounting for 11.62% of the total gross income mainly supplied from 1 to 4 hourly tariff charges.

b. But although the major players: Eastern Esplanade, La Falaise and the Central (High Street) car parks produced the largest proportion of the grand total income from tariffs, they were not consistent throughout the year.

c. Much of the Central (High Street) car park revenue occurred within an 8 month window between September to February and April through to July and mainly depended upon 1 to 4 hourly stays.

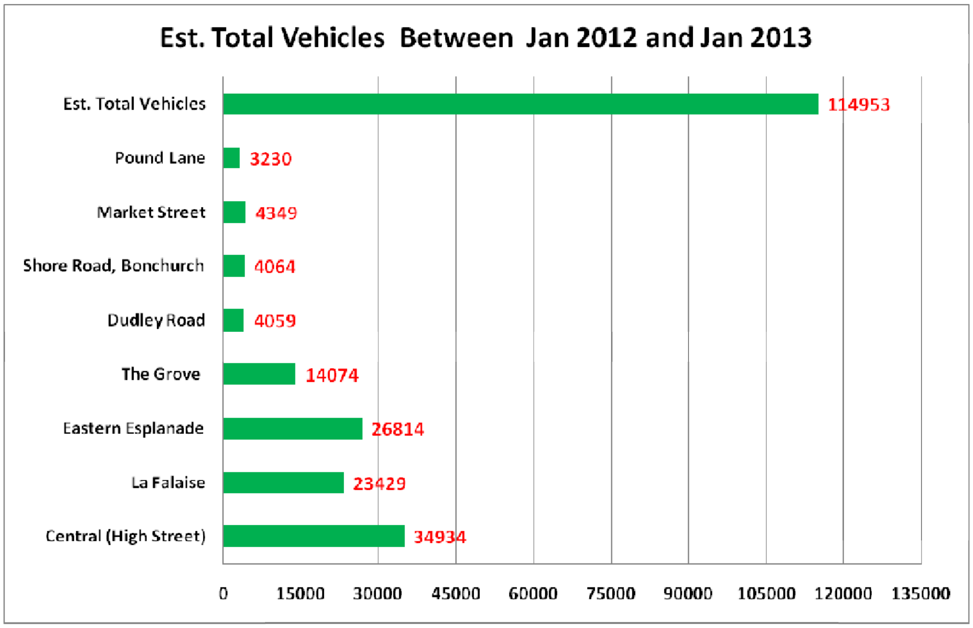
d. The annual gross income is provided in the *Gross Tariff Income for 2012* chart below, indicating the main earners for 2012. It is important to realize that the revenue totals represent monies collected from all car park machines, and do not include overpayments or additional revenue from fines imposed by Local Council traffic wardens.

e. It can be surmised that those vehicle owners that do not fully use their paid allotment time, who leave earlier than required, provide considerable unearned additional income over time. As refunds are not available or even considered, and the current parking system does not use pay-on-exit, the accounting integrity and fairness of the current system is debatable.



14 Ventnor Car Park Usage

a. The following *Total Vehicles Between Jan 2012 and Jan 2013* chart is concerned with the number of vehicles (or visitor numbers) utilising the car parks and naturally follows the *Gross Tariff Income for 2012* chart above as expected. Although the La Falaise car park is showing a marginally higher income, this is mainly due to the greater use of the 4 hourly tariffs compared to other local off-street car parks.



b. It is worth noting that a single vehicle may have more than one passenger, therefore the total populous over the year visiting Ventnor could easily be 2 to 5 times greater than the number of recorded vehicles accessing local off-street car parks.

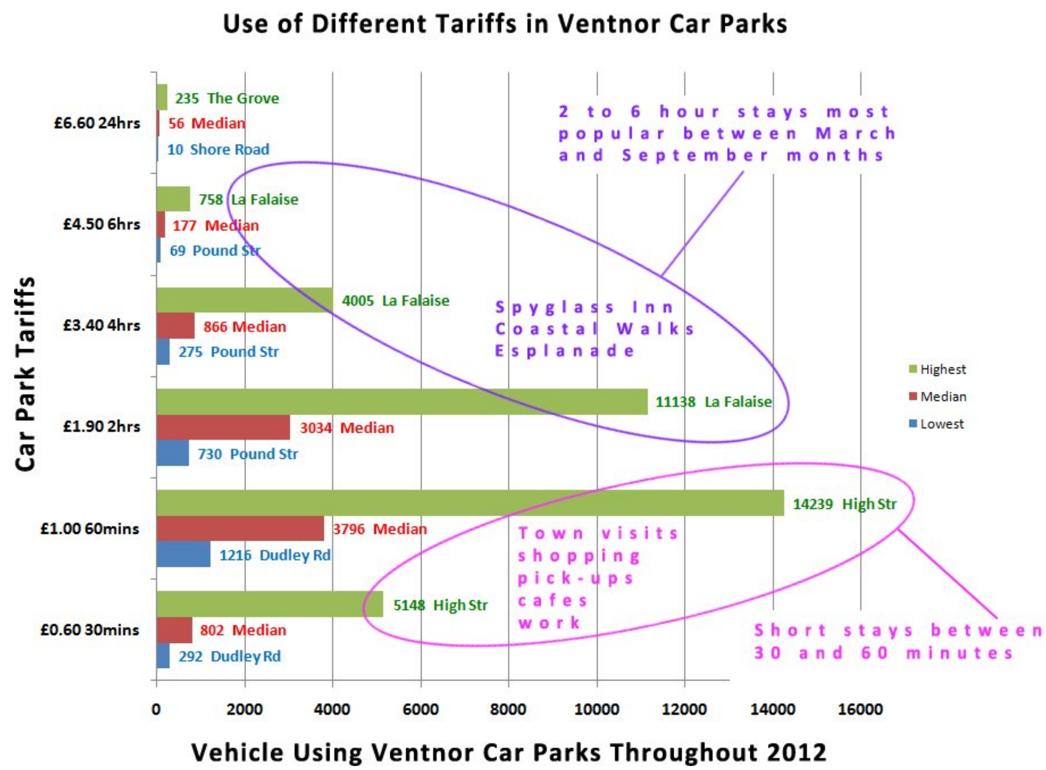
c. The *Total Vehicles* chart above also suggests that the town centre potentially experienced a footfall of up to 100,000 visitors, residents and local workers during 2012; and in conjunction with other nearby car parks this would not be unrealistic, but surprising considering the apparent reduction and hardship of local town centre trading throughout the year.

d. The total number of vehicles using La Falaise, Eastern Esplanade and The Grove was nearly 65,000 during 2012, and each location is within easy reach of the both the seafront and the town centre within a matter of ten to fifteen minutes which is minimal for visitors.

e. As trading along the Esplanade was far superior to town centre trading between early March and late September of 2012, it could be suggested that the Esplanade and its hospitality outlets provided a higher level of visitor attraction compared to the town, and therefore enhanced Ventnor's reputation as a 'Must go and see and do' destination. Therefore increasing its external marketing value in terms of advertising Ventnor to both Islanders and visitors.

15 Value-Add for Visitors

a. The *Use of Different Tariffs in Ventnor Car Parks* chart focuses on which tariff was most popular and in which car park it happened over the year. For example, The Grove car park at the top of the chart was the top location scorer for the £6.60, 24 hourly stays in Ventnor. While the Central (High Street) car park at the bottom of the chart was the top scorer for cheaper £0.60, 30 minute short stays in Ventnor compared to other car parks during 2012.



b. It is interesting to note that the Central (High Street) car park came out on top for both the lowest tariffs £0.60 and £1.00, while Dudley Road was the lowest with these tariffs of all the car parks despite its closeness to the town and availability. Perceptually to a visitor the short tariffs at Dudley Road may not be enough time to go into town, use the Esplanade or it is not correctly signposted through the town. Changing the tariff structure maybe a viable option.

c. However the medium tariffs of 2 and 4 hours are popular with the La Falaise car park, perceptually probably not enough time to walk into town, but certainly enough time to walk to the Esplanade, have something to eat and drink or use the scenic coastal walks.

d. There is an inference that the car park chosen by visitors is dependent on its location to nearby and attractive lifestyle, leisure and entertainment facilities whether man-made, environmental or geographic. There is also an inference that depending on the leisure experience required by visitors, first time or otherwise, that this too influences the choice of parking time needed. And during any holiday season, one can count on visitors to over compensate their parking needs, especially in areas providing quality hospitality.

16 Short Statistical Analysis

a. If one specifically considers the Central (High Street) car park and the range of tariffs chosen by visitors when parking, it would be useful to know whether the chosen tariffs over the months were intentionally selected by visitors. For example, whether a visitor arrives at the Central car park with the intention of buying a newspaper and therefore opts for a 30 minute stay or whether the visitor arrives and has the intention of visiting the town, shopping and lunching at one of the restaurants or cafés opting for a 4 hourly stay to cover their needs.

b. On the other hand could the same two situations above have simply occurred by chance, inferring that most visitors have no idea what they intend to do when they park their cars in the town centre, and simply select a parking tariff by chance without considering their visiting needs? The inference now being that the range of available tariffs are simply viewed with equally merit and therefore each tariff will have an equal chance of being selected.

c. Hopefully the statistical analysis shows otherwise, in that visitors do have a strategy when they park their cars in the Central (High Street) car park, and that they select the appropriate tariff to meet their needs whether shopping or visiting. In order to find support for this, the first approach is to apply a simple One-Way Analysis of Variance (ANOVA) test, to identify whether the parking tariffs happen by chance or for a reason.

d. And the results of the ANOVA test actually showed that for the Central (High Street) all the tariffs selected by visitors throughout 2012 were evenly distributed, except the £1.00, 1 hourly tariff and the £1.90, 2 hourly tariff; and although breaking part of the assumptions of an ANOVA test that all should be uniformly distributed, it was still reasonable to proceed.

e. Also the one-way ANOVA results indicated that the individual tariffs for the Central car park *had not been selected by chance over the year but tariffs were individually purchased for a reason*, and supports the hypothesis that visitors selected a particular tariff for a reason when visiting the town centre, which has ramifications on the approach and design of the tariffs to influence and hopefully support more town visitors when parking locally.

f. In addition, the number of vehicles that varied over the months that used the town centre car park, around 40% of parking could be explained by the available range of tariffs for visitors to accomplish their visiting needs in the town centre. Therefore visitors were satisfied with the tariff arrangements.

g. When considering all the car parks this dropped to around 35% on average. The likelihood being that most visitors over compensated their parking needs to provide enough time for them to complete their visit rather than be tied to a return time, therefore better to be safe than sorry (or fined) and focus on enjoying the visit. Inferring that inadequate personal parking management and the threat of fines combine to form an unnecessary and unwanted situation that can mar the visitor experience and in turn repeat visits, and problematically the local reputation of Ventnor.

17 Reflective Conclusions

a. No one Ventnor car park is the same as the other. This is an important statement which acknowledges that a car park is more than just a paid space to park a car, but is a major local asset capable of directing and influencing how visitors interact with their destination point.

b. Local residents will park in certain locations with a very specific agenda and therefore have very specific parking needs. While visitors new to the area or visiting relatives, sightseeing, enjoying a local event or on holiday, are likely to be more flexible and over compensate and naive about their parking requirements, especially visitors from the Mainland and other countries who are use to more flexible public car parking arrangements.

c. Ventnor is not only a major holiday destination point but also a fully equipped seaside resort. As cars are the preferred choice of travel by visitors to the Island (as surveyed by the ferry companies), car parking is an important issue to get right in terms of design, correct tariff charges and durations, signage, and the channelling visitors towards local attractions. Likewise routes to and from local car parks need to be planned and signposted correctly.

18 Quantitative Conclusions

a. The usage of car parks varies throughout the year as expected and the total tariff revenue varies accordingly but is not consistent, and is heavily dependent on the surrounding local facilities, shops and attractions that are open and cultural events put on throughout the year.

b. Increasing tariff charges for the sake of revenue without implementing additional local events and maintaining open local attractions, will leave Ventnor with a void that only the hospitality sector can bridge. Because the current state of the town in terms of appearance, inadequate diversity, interest and usefulness is not attractive enough to draw more visitors.

c. Ventnor experienced over 100,000 vehicles using its car parks throughout 2012 but the potential footfall was not evident in the town centre, and the conclusion can only be that visitors are using the coastal walks, spending time on the Esplanade and beach, domestic visiting or using the restaurants, cafes and bars furthest away from the town centre.

d. The marketing link between car parks and leisure activities and attractions is the prime influence on local revenue behaviour despite the consequences of the economic recession. Tariff optimisation is essential either by price and duration changes, introduction of new tariff schemes or pay-on-exit, with the potential to provide residential incentives or even free parking allowances to coincide with annual local cultural events in and around Ventnor central, St Lawrence, Bonchurch or Upper Ventnor

e. But the most important dilemma to solve quantitatively is whether to run local parking as a profitable business for the community or break-even to improve the local visitor economy.

Document End Page