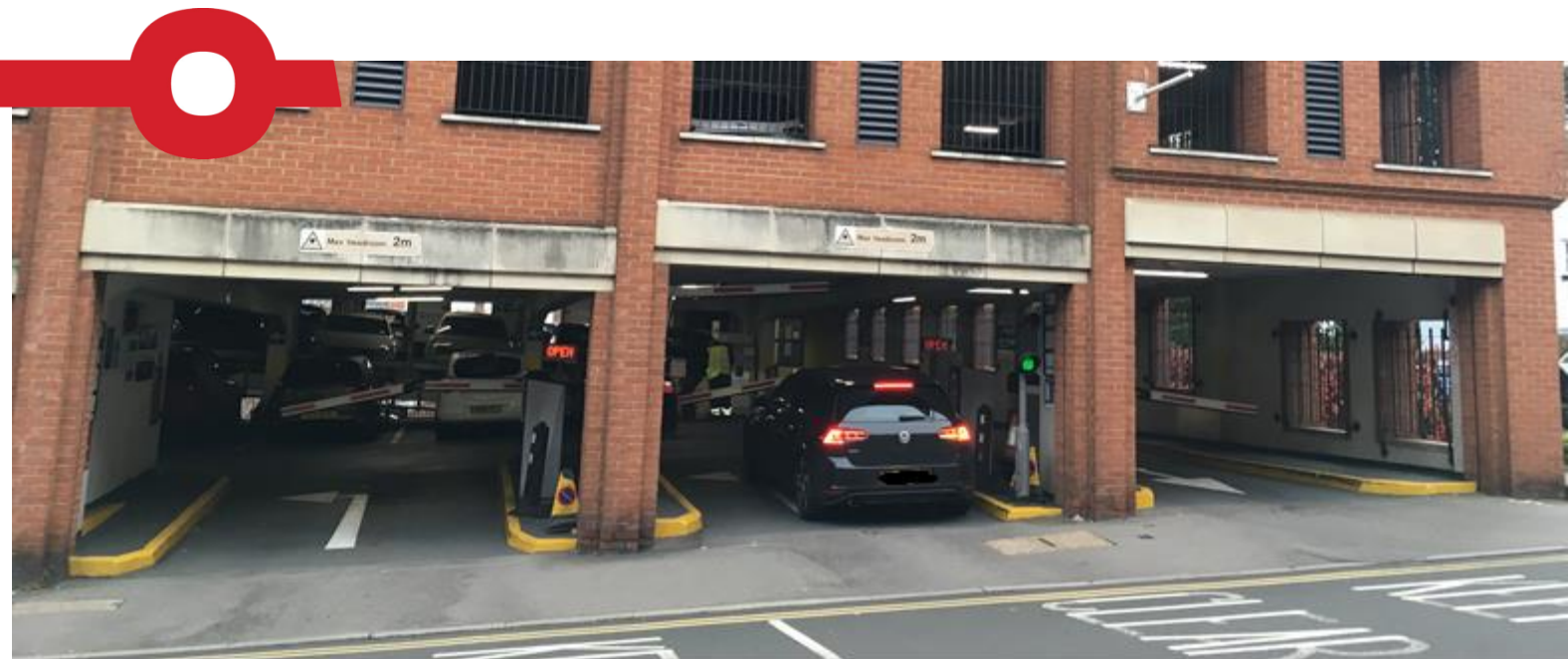


GUILDFORD PARKING STUDY BASELINE REPORT



GUILDFORD PARKING STUDY

BASELINE REPORT

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1. INTRODUCTION

1.1 Overview

- 1.1.1 SYSTRA Ltd (SYSTRA) has been commissioned by Guildford Borough Council (the Council) to conduct a review of Council-operated on and off-street parking facilities in Guildford Town Centre and develop an associated parking strategy. The work involves providing technical support and peer review to ensure that Council-operated car parking delivers the optimal impact and efficiency for Guildford. The study incorporates a detailed assessment of existing off-street parking provision and high-level assessment of on-street parking provision.
- 1.1.2 The Council operates a total of 23 car parks, providing a total of 4,710 spaces (including 78 spaces marked and signed for use by blue badge holders). Further details of individual car park capacities are set out in **Section 3** of this report.
- 1.1.3 The assessment incorporates a review of the physical condition of car parks, management and enforcement, use and revenue generation, and perceptions of car parking facilities in Guildford. An assessment of the potential impact that projected housing and employment growth will have upon future off-street car parking demand has also been undertaken.
- 1.1.4 As part of this study, a set of key objectives will be identified that aim to help optimise future car parking provision and management. Individual strategy options will subsequently be developed and tested to address identified issues and meet the identified objectives. These will then be packaged together to form the basis of a final Parking Strategy and Action Plan for the Council.

1.2 Study Phases

- 1.2.1 The study is being completed in two phases:
 - **Phase 1:** Baseline Review; and
 - **Phase 2:** Option & Strategy Development.

1.3 Baseline Report

- 1.3.1 This report represents the initial output from Phase 1 of the study and presents a detailed baseline assessment of off-street car parking facilities within Guildford, identifying key issues and potential opportunities for enhancement. In addition, high-level commentary is provided regarding on-street parking provision. The report is informed by desktop-based research, parking occupancy surveys and site audits undertaken by SYSTRA in October 2019, intercept user surveys undertaken on behalf of SYSTRA in October 2019, and information and data provided by the Council.

1.4 Report Structure

- 1.4.1 Following this introductory section, the remainder of the Baseline Report is structured as follows:

- **Section 2: Policy & Strategy Review** – Provides an overview of relevant current and emerging national, regional and local policies and strategies that need to be considered when developing parking policy.
- **Section 3: Baseline Transport Conditions** – Details current transport conditions and provision within Guildford, with consideration given to highway, local bus and rail provision.
- **Section 4: Development Review** – Presents the findings of a review of current and emerging local policy to identify committed employment and residential development, including any changes in demand or supply of parking which might take place in upcoming years.
- **Section 5: Car Park Audits** – Provides an overview of the findings of both the desktop and on-site audits of off-street car parking facilities.
- **Section 6: Intercept User Survey** – Details the results of a series of face-to-face surveys undertaken with car park users in the six largest car parks in Guildford.
- **Section 7: Current Parking Demand** – Details the findings of a review of current demand for off-street parking and identifies underlying peak period occupancy levels.
- **Section 8: Operations & Enforcement Review** – Provides an overview of operational practices, including ticket pricing, payment mechanisms, contract parking and season tickets, alongside current enforcement strategies.
- **Section 9: Park & Ride Review** – Summarises Park & Ride services, pricing structures, operations and funding mechanisms.
- **Section 10: Capacity Utilisation** – Assesses the potential impact of identified residential and employment growth upon future parking demand and occupancy levels car parks.
- **Section 11: Summary & Conclusion** – Sets out the key findings of the Baseline Report alongside key issues and opportunities.

2. POLICY & STRATEGY REVIEW

2.1 General

2.1.1 In order to establish the context for the provision of car parking within Guildford and to understand wider policy requirements that will influence the development of the Parking Strategy, a comprehensive review of current and emerging policy at a national, regional and local level related to development and transport has been undertaken.

2.2 National Policy

National Planning Policy Framework (2019)

2.2.1 The revised National Planning Policy Framework (NPPF) was published in February 2019. The NPPF sets out the Government’s policy framework for the planning system, and guides how development plans should be prepared by planning authorities. The policies in the Framework are material considerations which should be taken into account in dealing with applications from the day of its publication.

2.2.2 At the heart of the NPPF is a presumption in favour of sustainable development, affecting both plan-making and decision-taking (Paragraph 11). For decision-taking, Paragraph 11 states that this presumption means approving development proposals that accord with an up-to-date development plan without delay.

2.2.3 The NPPF recognises that transport policies have an important role to play in wider sustainability and health objectives as well as their direct influence on development. It seeks to ensure that the transport system is balanced in favour of sustainable transport modes, giving people choice about their travel behaviour.

2.2.4 Paragraph 105 of the NPPF sets out criteria for setting local car parking standards. It states that local planning authorities should take the following into account in determining such standards:

- Accessibility of a development;
- Land use, quantum, mix and use of development;
- Availability of and opportunities for public transport;
- Local car ownership levels; and
- An overall need to reduce the use of high emission vehicles.

2.2.5 Paragraph 106 states that:

‘In town centres, local authorities should seek to improve the quality of parking so that it is convenient, safe and secure, alongside measures to promote accessibility for pedestrians and cyclists’.

2.2.6 The NPPF also provides guidance on the provision of electric vehicle (EV) charging infrastructure. Developments should be *‘designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations’* (paragraph 110).

Road to Zero Strategy (2018)

2.2.7 Published in July 2018, the Government’s Road to Zero (RTZ) Strategy sets out the ambition for at least 50%, and as many as 70% of new car sales to be of Ultra Low Emission Vehicles (ULEVs) by 2030, alongside up to 40% of new vans. As part of the RTZ, the Government has committed to investment of £1.5 billion to facilitate a comprehensive support package for transition to ULEVs.

2.2.8 Installation of charging infrastructure is required both in on-street and off-street parking locations. Applications for new development should be designed to enable charging of EVs and ULEVs for all users. The Strategy also recommends provision of charging points in all new street lighting columns located in close proximity to parking bays, to ensure that people without access to off-street parking are able to charge vehicles overnight.

2.3 Regional Policy

Surrey Transport Plan (2018)

2.3.1 The Surrey Transport Plan is the third Local Transport Plan (LTP) for the county, which superseded the second Local Transport Plan from 2011 and looks at strategies up to 2026. The LTP includes a series of strategies dealing with different aspects of the transport system, including a Parking Strategy. Every strategy covers a period of 3 years and it is updated regularly.

2.3.2 The LTP 3 has four objectives:

- Facilitating journeys by providing public transport services and maintaining the road network;
- Improving journey time reliability;
- Improving safety and security; and
- Reducing transport impacts on the environment and on people’s health.

2.3.3 The strategy recognises that the biggest problem affecting the county is congestion, with traffic on A-Roads almost double the national average and an estimated cost to Surrey of £550 million per annum as a whole. As a result, travel time to the same destination on different days can vary significantly, as can the reliability of local bus services.

2.3.4 Parking can contribute to congestion in three main ways:

- High parking availability may shift modal choice to cars, increasing congestion;
- Drivers queueing at car park entrances, or circling to find parking in places where demand is very high (e.g. urban centres) can increase local congestion; and

- The space taken by parking (both legally and illegally) reduces road space, increasing the risk of bottlenecks and decrease in traffic flow.

2.3.5 The rise in vehicle numbers in Surrey associated with an ever growing population, is likely to put more pressure on existing parking, consequently exacerbating congestion. To tackle this issue and ensure that the Plan objectives are met, the Plan includes a Parking Strategy (2011) and a Vehicular and Cycle Parking Guidance (2018).

Surrey Transport Plan: Parking Strategy (2011)

2.3.6 This comprises one of the components of the third wider Surrey Transport Plan, with Surrey having a high level of car ownership, relative to other counties in England.

2.3.7 Car use is considered of high significance to Surrey’s residents, with certain areas suffering congestion. The Strategy recognises that congestion can be influenced and managed by parking provision and regulation.

2.3.8 There are four proposed objectives within the Parking Strategy:

- Reduce congestion caused by parked vehicles;
- Manage on street parking space to make best use of the space available;
- Enforce parking regulations fairly and efficiently; and
- Provide appropriate parking where needed.

2.3.9 To manage car parking in the county, the following preferred strategies have been proposed:

- Management of on street parking – manage on street parking space to ensure optimum use;
- Operation of civil parking enforcement – fair and cost effective processes to reduce inappropriate parking; and
- Parking provision and policies – new developments to have appropriate levels for their function and location.

Surrey Transport Plan: Vehicular & Cycle Parking Guidance (2018)

2.3.10 The Vehicular and Cycle Parking Guidance (2018) deals with the provision of parking in new developments. The guidance has been updated in 2018 to include indications on electric vehicles charging points. It mentions the amount of car parking and type of parking at each type of development, as summarised in [Table 1](#).

Table 1. Car Parking Standards

| TYPE OF DEVELOPMENT | CAR PARKING STANDARD |
|-------------------------|---|
| Residential | Usually 1 space per unit in town centres. In other locations, provision can be increased if space permits |
| Food or non-food retail | Up to 500 sqm: 1 space per 30 sqm 500 sqm to 1,000 sqm: 1 space per 25 sqm Above 1,000 sqm: 1 space per 14 sqm 500 sqm or more non-food retail: 1 space per 25 sqm |
| Food and drink | 1 space per 6 sqm No parking in town centres |
| Business | A maximum range of 1 space per 30 sqm to 1 space per 100 sqm depending on location |
| General industrial | 1 space per 30 sqm |
| Hotels | 1.5 spaces per bedroom plus 1 coach space per 100 bedrooms OR Individual assessment / justification |

2.3.11 It is recognised that Surrey has varying demand for car parking, and each location will need a case by case review, to allow a flexible approach. Attention is given to areas with deficiencies in car parking and with high level of congestion.

2.3.12 The level of provision of disabled parking is in line with Department for Transport Traffic Advice Leaflet 5/95 (5% of total parking or a minimum of 1 space per 750 sqm).

2.3.13 Regarding the provision of electric vehicles charging points, the guidance is in line with national policy, seeking the provision of charging points within all new developments.

2.4 Local Policy

Guildford Borough Local Plan (2019)

2.4.1 The new Local Plan’s purpose is to aid the delivery of Guildford’s vision for the future, dealing with key issues in a local context.

2.4.2 The plan states that car ownership in the borough is high, with 86% of households owning at least one car, compared to the regional average of 81% and the national average of 74%. It is acknowledged that journeys made by car at peak times of the day are leading to congestion, delays and unreliability.

2.4.3 Policy ID3 in the Local Plan is in line with the NPPF, in relation to sustainable transport for new developments. The policy requires that off-street vehicle parking for new development should be provided such that the level of any resulting parking on the public

highway does not impact road safety. Furthermore, the maximum standards for Guildford Town Centre should follow the Parking Supplementary Planning Document (discussed below).

2.4.4 It is noted that Guildford town centre and surrounding roads are subject to a Controlled Parking Zone (CPZ), operational in ten component areas.

2.4.5 Paragraph 4.6.35 notes that between the hours of 07:00-19:00 on weekdays, a quarter of car trips passing through the Guildford gyratory, start or end at a public car park within the town centre. The plan references provision of additional public off-street parking to reduce this congestion and support the ‘drive to, not through approach,’ within the Guildford Town Centre Regeneration Strategy (discussed below).

Vehicle Parking Standards SPD (2006)

2.4.6 This document provides the vehicle parking standards, within the context of national policy. The standards are maximum standards, perceived to be a major influence of car use.

2.4.7 The standards note that in mixed use schemes, the Borough Council will encourage flexible use of parking spaces.

2.4.8 **Table 2** summarises the parking standards. For a land class with more than one standard, the highest threshold is set out, as this represents the worst-case scenario.

Table 2. Vehicle Parking Standards

| USE CLASS | STANDARD |
|--|--|
| A1 (Shops) | 1 space per 14 sqm; 1 lorry space per 500 sqm |
| A2 (Financial / Professional Services) | 1 space per 30 sqm |
| A3 (Restaurants and Cafes) | 1 space per 6 sqm |
| A4 (Drinks Establishments) | 1 space per 6 sqm |
| A5 (Hot Food Takeaway) | 1 space per 6 sqm |
| B1 (Business Use) | 1 space per 30 sqm |
| B2 (General Industrial) | 1 space per 30 sqm |
| B8 (Storage & Distribution) | 1 space per 30 sqm; 1 lorry space per 200 sqm |
| C1 (Hotels & Hostels) | 1.5 spaces per bedroom; 1 coach space per 100 bedrooms |
| C2 (Residential Institutions) | Varies depending on staff/ visitors/residents numbers |

| USE CLASS | STANDARD |
|---|---|
| C3 (Dwellings Inside Guildford Town Centre) | Studio, one and two-bed: 1 space per unit; three-bed: 2 spaces per unit |
| D1 (Non-Residential Institutions) | Varies depending on staff and visitor numbers |
| D2 (Assembly and Leisure) | Varies depending on visitor numbers |

2.4.9 Furthermore, for non-residential developments, five per cent of parking should be allocated for disabled persons. If there is a high parking restraint, the number of disabled persons spaces should equate to one space per 750 sqm.

Guildford Transport Strategy (2017)

2.4.10 The Guildford Transport Strategy demonstrates key strands for the Council’s transport plans, linking with transport providers, funding and the Council’s own transport evidence base. The plan is consistent with key policies set out within the Guildford Local Plan.

2.4.11 The Council is working with Surrey County Council and Highways England to develop and improve a number of key local road networks, to improve journeys by private vehicles. As previously mentioned, the town centre is split into controlled parking zones, where electric vehicles get discounted permits.

2.4.12 Within the plan, the parking strategy identifies approximately 5,800 car parking spaces available in public and private off-street car parks within the town centre.

2.4.13 Furthermore, Guildford has four Park & Ride sites providing approximately 1,850 car parking spaces.

2.4.14 However, the strategy also notes a number of issues, including recurrent congestion on A-roads within the town centre, along with the subsequent impact on the A3 trunk road and other local roads.

2.4.15 To tackle congestion, the Council has developed a ‘drive to, not through’ concept, in line with the Guildford Town Centre Regeneration Strategy, which focuses on the provision of Park & Ride sites and reliable public transport connections to the town centre. Proposed improvements to the Park & Ride provision include provision of a new Park & Ride site at Gosden Hill Farm (Burpham), improved bus services at Artington Park & Ride, and consideration of two new Park & Ride schemes (Northern Guildford and Southern Guildford).

Guildford Town Centre Regeneration Strategy (2017)

2.4.16 This strategy is intended to provide masterplanning at the town centre level, to bring forward a thriving, vibrant and forward looking town centre. The document builds on existing and emerging policy, including the Guildford Local Plan.

2.4.17 The vision for 2015-2020 is set out as:

“For Guildford to be a town and rural borough that is the most desirable place to live, work and visit in South East England. A centre for education, healthcare, innovative cutting edge businesses, high quality retail and wellbeing. A county town set in a vibrant rural environment, which balances the needs of urban and rural communities alike. Known for our outstanding urban planning and design and with infrastructure that will properly cope with our needs.”

2.4.18 Travel to work data from the 2011 Census suggests that 57.3% of individuals use their car to travel to work, demonstrating a reliance on car usage. This has led to the road network within Guildford town centre operating close to or at capacity, with the A3, which runs through the town centre, being amongst the six most congested junctions within Surrey.

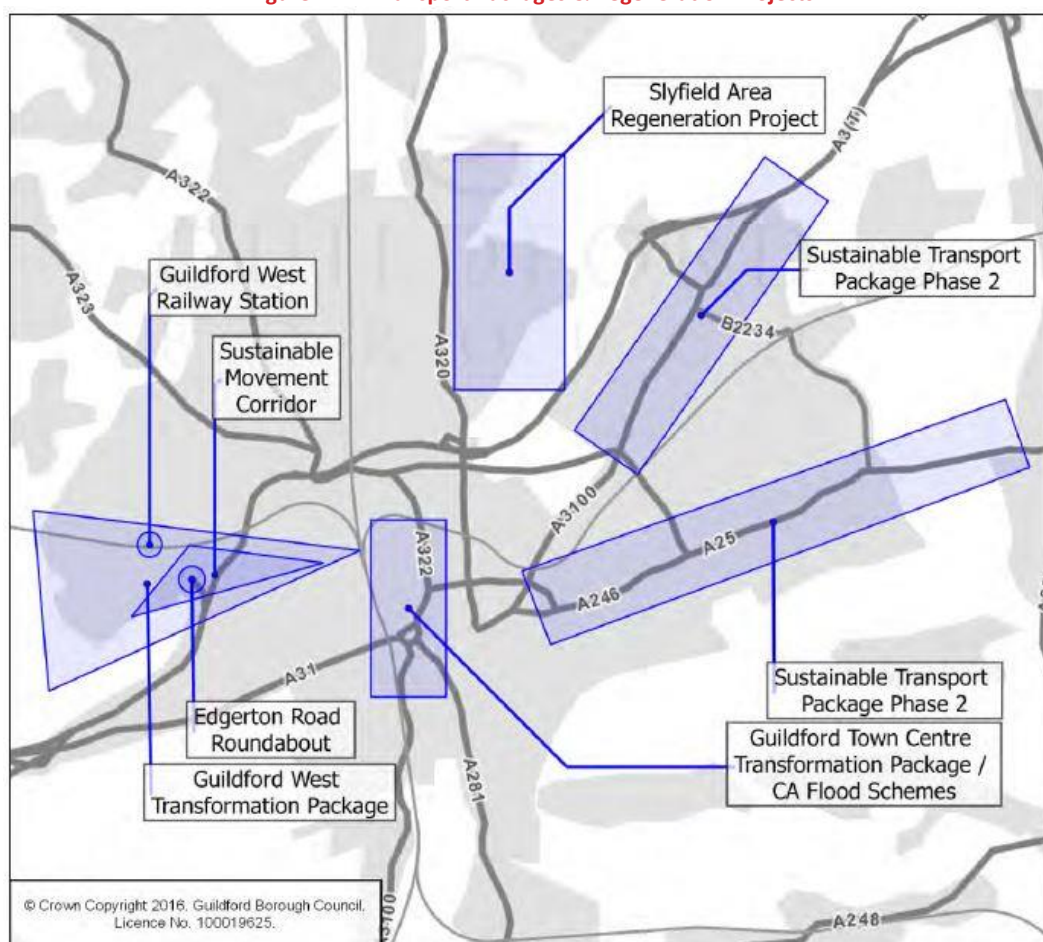
2.4.19 As the operator of the majority of parking provision within the town centre, the Council has an element of influence in terms of where people can park. The Sustainable Parking Strategy for Guildford (2016) and the Parking Business Plan (2017) have adopted a ‘drive to, not through’ approach, whereby users are encouraged to park in ‘interceptor’ locations (including at Park & Ride sites) on routes to the town centre, rather than within the centre itself.

2.4.20 To tackle congestion and promote a shift to sustainable travel modes, the Guildford Town Centre Transport Package (GTCTP) was approved in 2016, which includes schemes such as experimental road closures, junction improvements and provision of new cycling facilities.

2.4.21 The Council is also committed to providing better public transport facilities, considering investment in bus route extensions, increased frequencies of services and the implementation of “cashless” payment systems. In addition, proposed Sustainable Movement Corridors are likely to improve speed and reliability of bus services, as well as enhancing bus connections between Park & Ride sites and the town centre. A map detailing the location of proposed transport packages is shown in [Figure 1](#).

2.4.22 There are also proposals to convert a number of existing car parks to facilitate development, including Bright Hill and Guildford Park.

Figure 1. Transport Packages & Regeneration Projects



A Sustainable Parking Strategy for Guildford (2016)

- 2.4.23 Guildford Borough Council developed a Parking Strategy in 2016 to manage the increase in demand for car parking which is likely to arise from the realisation of other strategies, such as GBC’s Visitor Strategy 2014-20 and The Town Centre Master Plan. The strategy was formulated on the assumption that Guildford will need 5% more public parking than estimated after the 2014 Strategic Parking Review.
- 2.4.24 It is recognised that the level of car parking in Guildford town centre will not meet future demand because on-street parking will decrease due to pedestrianisation schemes and because new developments are unlikely to be built with the maximum level of permitted parking.
- 2.4.25 The strategy suggests that to decrease the number of cars parking in the centre without risking a shortage, new car parks outside the town centre are needed. This would avoid people driving through the centre to park. Accessibility to the town centre via active travel and public transport needs to be promoted. One of the objectives of the strategy suggests car parks outside the town centre placed at ‘interceptor’ locations, to capture traffic before it reaches the town centre, thus reducing congestion.

2.4.26 Park & Ride services can contribute to removing traffic from the town centre as they represent the first opportunity to intercept traffic heading to the centre. Data from 2015 shows that over 900,000 trips were made using Park & Ride services, helping to remove these from the town centre. It is noted that bus priority measures do not serve Park & Ride routes, meaning users do not benefit from time savings through using these services compared to private car travel, as they remain subject to the same congestion. Sustainable Movement Corridors as proposed in the Guildford Town Approaches Movement Study (GTAMS) are likely to improve bus connections to Onslow and Spectrum Park & Ride in particular.

2.4.27 The pricing system, detailed in **Section 9** of this report, makes Park & Ride convenient for people travelling alone; however, it may be more expensive for those travelling in a group compared to a car park in the town centre, where the fare is charged per vehicle parked. A review of pricing is suggested within the Strategy to make Park & Ride a more appealing travel option.

Guildford Climate Emergency

2.4.28 In July 2019, the Council declared a Climate Emergency, setting out a series of measures and actions that are intended to meet the Council’s commitment to become carbon-neutral by 2030. The Council as part of this motion, the Council will establish a Climate Change Partnership with various stakeholders and commit to establishing the necessary governance structures, investment plans and resources in order to deliver ambitious carbon reductions.

2.4.29 Given this commitment to reducing emissions, and the intricate role that parking, vehicle movements and congestion play in this, it is important that the Parking Strategy responds to, and provides objectives that promote, meeting these targets.

3. BASELINE TRANSPORT CONDITIONS

3.1 General

- 3.1.1 This section provides a high-level overview of transport provision serving Guildford. It considers the local and strategic highway network and accessibility of car park locations. It also reviews public transport provision (rail and local bus services) including frequency and reliability of services that act as an alternative to private car travel.
- 3.1.2 The town of Guildford is located in Surrey, 27 miles (43 km) to the southwest of London. It has a population of approximately 80,000 and is the primary urban area of the wider borough, which has an estimated population of approximately 150,000 (2015).
- 3.1.3 Guildford town centre is a popular shopping and leisure destination and is the largest retail centre in Surrey. As such, the town plays an important role in supporting the borough's economy and meeting the shopping and service needs of the population. Alongside Guildford, the borough's three district centres (Ash, East Horsley and Ripley) and smaller local centres also serve important functions and help to meet local everyday needs.
- 3.1.4 Three main shopping centres are located within the centre of Guildford: The Friary Centre, White Lion Walk and Tunsgate Quarter. A traditional street market is held weekly on Fridays and Saturdays on North Street, whilst a Farmers' Market takes place on the first Tuesday of every month. These attract shoppers and bring footfall to the town centre.
- 3.1.5 One of the main competing retail centres for Guildford is Woking, located approximately 9km to the north. It is classified as a primary regional centre and therefore is considered to perform a similar role to Guildford. Woking is well connected both in terms of highway and public transport links, with a number of large scale development projects either committed or proposed. The town will also benefit from works funded through the Home Improvement Fund to ease congestion and unlock vehicular access from the south of the town centre.
- 3.1.6 It is noted that Council-operated off-street parking within the centre of Woking is charged at a higher rate of £1.50 per hour, compared to £1.30 per hour in the majority of Guildford car parks. Furthermore, opportunities for on-street parking are more limited in the centre of Woking compared to Guildford.

3.2 Highway Network

- 3.2.1 Guildford is located on the A3 trunk road midway between London and Portsmouth. Other trunk roads serving Guildford are the A31, connecting Guildford to locations including Farnham, Alton and Winchester, and the A25, connecting Guildford to Dorking and locations in Kent. The M3 and M25 are situated approximately 13km to the north and 16 km to the northeast of the town centre respectively, accessible from the A31 (and A331) and A3.
- 3.2.2 As noted in the Guildford Transport Strategy, the town experiences significant traffic congestion during peak hours, including on the A3 and gyratory systems. Resultant

congestion on the local highway network often occurs; this can cause adverse impacts on elements including road safety, noise and air quality, parking demand and uptake of walking and cycling. Known congestion around the gyratory also results in increased use of back roads in residential areas to travel through the town centre.

3.3 Public Transport Services

Bus Services

3.3.1 Bus services in Guildford are operated primarily by Arriva Guildford & West Surrey, with some additional services run by Compass Bus, Safeguard Coaches and Stagecoach South. Most routes are centred on the bus station, located next to the Friary Shopping Centre. Many local bus services are circular routes (starting and ending at the bus station) with different service numbers for clockwise and anticlockwise routes. Additional bus services run to surrounding towns and villages such as Woking and Aldershot.

3.3.2 A summary of some of the key bus routes that serve Guildford is set out in [Table 3](#).

Table 3. Main Bus Services

| ROUTE | DESCRIPTION | PEAK HOUR FREQUENCY | | |
|---------------|---|---------------------|------------|------------|
| | | MON-FRI | SAT | SUN |
| A | Guildford to Royal Surrey County Hospital | 10 minutes | 20 minutes | 30 minutes |
| B | Guildford to Park Barn | 10 minutes | 20 minutes | 30 minutes |
| C | Guildford to Stoughton | 15 minutes | 15 minutes | 20 minutes |
| 479 | Guildford to Epsom | Hourly | Hourly | No service |
| 53 / 63 / 63X | Guildford to Ewhurst / Horsham | 20 minutes | 20 minutes | Hourly |
| 36/37 | Guildford to Burpham / Merrow | 20 minutes | 30 minutes | Hourly |
| 18 | Guildford to Onslow Village | Hourly | Hourly | No service |
| 3 | Guildford to Bellfields | 20 minutes | 20 minutes | Hourly |

3.3.3 Guildford is served by four Park & Ride routes, located on the periphery of the town as a means of reducing parking demand and vehicle movements within the town centre. Bus

connections between the four sites and the town centre are operated by Stagecoach. Further details regarding Park & Ride are set out in **Section 9** of this report.

National Rail Services

- 3.3.4 Guildford is served by two National Rail stations; Guildford and London Road. The main station (Guildford) is located at the western end of the town centre, and immediately to the west of the River Wey. The station provides access to fast and suburban services operated by South Western Railway and Great Western Railway to destinations including London Waterloo, Portsmouth Harbour, Godalming, Haslemere, Reading, Redhill and Gatwick Airport. The station also receives infrequent services operated by Southern and CrossCountry.
- 3.3.5 Step-free access is provided to the booking hall and all platforms from the main station entrance on Walnut Tree Close. There are further access points from Guildford Park Road and the station car park (during peak times), although these are not step-free
- 3.3.6 A summary of journey times and frequencies to key destinations is provided in **Table 4**.

Table 4. Guildford Station Journey Times & Frequencies

| DESTINATION | JOURNEY TIME | PEAK HOUR FREQUENCY | | |
|--------------------|--------------|---------------------|--------|--------|
| | | MON-FRI | SAT | SUN |
| London Waterloo | 40-70 min | 15 min | 20 min | 30 min |
| Portsmouth Harbour | 60-120 min | 30 min | 30 min | 30 min |
| Farnham | 13 min | 30 min | 30 min | 30 min |
| Haslemere | 17-25 min | 30 min | 30 min | 30 min |
| Reading | 45 min | 20 min | 25 min | Hourly |

- 3.3.7 A total of 330 car parking spaces are provided at the station, including eight accessible spaces. Parking is managed by Apcoa on behalf of Network Rail, with parking charged at a flat all-day rate of £15.50, Monday to Friday, reducing to £7.00 for evening use (stays commencing after 16:00), and £10.50 on Saturdays and £4.00 on Sundays and Bank Holidays. Motorcycles can park for free in designated bays.
- 3.3.8 Secured and sheltered cycle parking is provided, with capacity for 378 bicycles. In addition, a Brompton cycle hire dock is located outside the main station entrance.
- 3.3.9 London Road is located to the northeast of the town centre and approximately 1.2km from Guildford station. It is served by suburban South Western Railway services to London Waterloo via Epsom and Cobham, with southbound services terminating at Guildford. A dedicated car park is located at the station providing 113 spaces, with parking charged at a daily flat rate of £8.10.

3.4 Pedestrian & Cycle Infrastructure

- 3.4.1 The size and density of Guildford means that most places of interest are reachable in less than 15 minutes on foot from Guildford station, including the University of Surrey, Guildford Castle, medical facilities and the town’s primary shopping and entertainment areas. It is noted that a large proportion of the High Street as well as surrounding roads (including Tunsgate) are pedestrianised during the daytime. Pedestrian hours for the High Street and Chapel Street are from 11:00 to 16:00 (Monday to Friday), 09:00 to 18:00 (Saturday) and 12:00 to 17:00 (Sunday). A network of footpaths provides access for pedestrians between Guildford station and the town centre, with wayfinding posts provided across the town centre.
- 3.4.2 The town centre is also served by a number of cycle routes. An off-street cycle route along the River Wey connects the town centre with the north of Guildford. Cycle lanes are provided along London Road and on a section of Epsom Road, connecting the town centre with Burpham and Merrow respectively. National Cycle routes 22 and 223 pass through Guildford. Cycle parking is provided in the town centre, including along the High Street and in proximity to the main access to Guildford station. A Brompton Hire Dock is located at the main entrance to the station; this provides access to 20 Brompton bikes for rent at a charge of for £3.50/£6.50 per day or £25/£5 per year (frequent/leisure fees).

4. DEVELOPMENT REVIEW

4.1 Overview

4.1.1 In order to assess any potential changes to off-street parking demand or supply which may occur across the borough in future years, a review of current and emerging policy documents for Surrey has been undertaken to identify forecast development proposals within Guildford.

4.2 Growth Forecasts & Development Proposals

4.2.1 Guildford Borough has a population of approximately 150,000 (2015). This is expected to grow to 167,126 by 2034 continuing the rising trend that has been experienced since the 1950s.

4.2.2 In the Local Plan, Guildford town centre has been identified as one of the most sustainable locations to provide housing growth, together with Ash and Tongham, inset villages and some identified Green Belt villages. However, it has been identified that these locations will not be able to accommodate all housing growth. Housing distribution and locations as identified in the Local Plan are shown in [Table 5](#).

Table 5. Distribution of Housing 2015 to 2034 (Net Units)

| SPATIAL LOCATIONS / SETTLEMENTS | NO. UNITS |
|--|---------------|
| Guildford Town Centre | 863 |
| Urban Areas | 1,443 |
| Guildford (incl. Slyfield Area Regeneration Project) | 1,399 |
| Ash and Tongham | 44 |
| Within, Inset In & Around Villages | 1,351 |
| Previously Developed Land in Green Belt | 195 |
| Extension to Ash and Tongham | 855 |
| Urban Extensions to Guildford | 3,350 |
| Gosden Hill Farm | 1,700 |
| Blackwell Farm | 1,500 |
| Land North of Keens Lane | 150 |
| New Settlement at Former Wisley Airfield | 2,000 |
| Total | 14,850 |

- 4.2.3 It is noted that new, large scale residential development is proposed at Blackwell Farm, Gosden Hill Farm and the Former Wisley Airfield, located 3.8km, 4km and 11km from the centre of Guildford respectively. Given the locations and the range of supporting facilities that would be expected to be provided as part of any residential development of this scale, it is noted that not all new residents would make trips to and from Guildford.
- 4.2.4 Other large scale development beyond the Borough’s boundary may have an influence on visitor numbers, parking and transport network demand. Woking could see more than 3,000 homes built in the coming years, and Dunsfold Park development will provide 1,800 new homes approximately 15km south of Guildford. In particular, money has been secured as part of the Dunsfold Park development to deliver highway improvements within Guildford Borough.
- 4.2.5 Employment opportunities are available across a wide range of industry sectors, and were estimated to be around 95,000 in 2015. The Local Plan aims to deliver 4,100 additional B class jobs (business excluding some professional services and has allocated land as shown in [Table 6](#). Twenty strategic employment sites are identified within the Guildford Borough Employment Land Needs Assessment (2017). The majority of larger sites are located within the town centre, Guildford Business Park, Surrey Research Park, Slyfield and Merrow Lane.

Table 6. Employment Land Use Allocation

| | LOWER RANGE | UPPER RANGE |
|---|-------------|-------------|
| Office and Research & Development (B1a / B1b) | 36,100 sqm | 43,700 sqm |
| Industrial land (B1c, B2 and B8) | 3.7 ha | 4.1 ha |

Guildford Employment Land Needs Assessment (2017)

- 4.2.6 The centre of Guildford is recognised as an important shopping destination. To remain competitive with other growing and recently redeveloped areas such as Kingston upon Thames and Woking, new floorspace for retail needs to be provided to allow for growth.
- 4.2.7 Guildford town centre and High Street, defined as the Primary Shopping Area, is considered to be the best location for retail floorspace, which needs to be included in larger mixed-use developments. Beyond this, retail development will be focused in the Guildford Secondary Shopping Area, which incorporates the area surrounding the High Street, including between York Road and Sydenham Road. Other retail development will be centred within district and local centres. The land that has been allocated to retail in the Local Plan is shown in [Table 7](#).

Table 7. Retail Land Use Allocation

| | NET CAPACITY TO 2030 (SQM) | ASSUMED GROSS CAPACITY (SQM) |
|------------------------------------|-----------------------------------|-------------------------------------|
| Comparison goods retail (A1) uses | 28,202 | 40,289 |
| Convenience goods retail (A1) uses | 1,869 – 3,523 | 2,670 – 5,033 |
| Food and beverage (A3/A4/A5) uses | 4,230 – 5,641 | 6,043 - 8,058 |

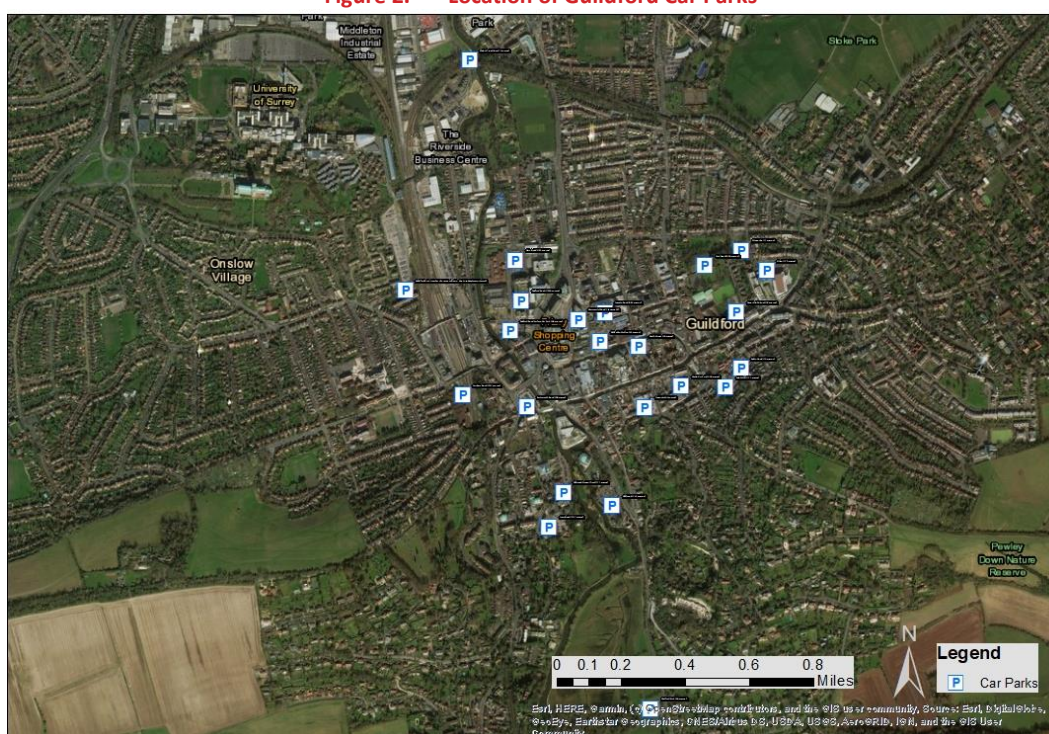
Guildford Retail and Leisure Study Addendum (2017)

5. CAR PARK AUDITS

5.1 General

5.1.1 This section provides a review of the audits that have been undertaken of each of the 23 Council-operated car parks located within Guildford, the locations of which are shown in [Figure 2](#) below. An overview of the audit process is presented below, with detailed audits of each car park contained at [Appendix A](#). High-level commentary regarding both on-street parking provision within Guildford and current wayfinding and signage infrastructure is also presented within this chapter.

Figure 2. Location of Guildford Car Parks



Google Earth, 2019

5.2 Audit Details & Criteria

5.2.1 Detailed car park audits were undertaken by SYSTRA on Wednesday 24 October 2019 of each Council-operated car park. All members of staff received a comprehensive briefing session (including health and safety) before undertaking the audits. Car park capacity and occupancy information contained within the remainder of this report has been based on data and information collected on-site as part of the audit process, complemented by data provided by the Council.

5.2.2 The criteria considered within the car parking audits is set out in [Table 8](#), alongside a description of each.

| | |
|-------------------------|------------|
| Guildford Parking Study | |
| Baseline Report | 108981-001 |
| Final Report | 11/02/2020 |

Table 8. Car Park Audit Criteria

| CRITERIA | DESCRIPTION |
|--------------------|---|
| Size | Car park capacity, including provision for disabled users, motorcycles and bicycles. |
| Parking Type | Type of car parking provided: short-stay, long stay or both. Also considers hours of operation where relevant, and permit use availability. |
| Tariffs | Cost to use car park. |
| Physical Condition | Incorporates elements such as surface quality, bay markings, bay width, wayfinding and signing quality. |
| Safety & Security | Provision of infrastructure and / or systems that promote security and safety within the car park, such as lighting, CCTV and natural surveillance. |
| Vehicular Access | Location of vehicular access points |
| Pedestrian Access | Location of pedestrian access points |

5.3 Guildford

Overview

5.3.1 The Council operates a total of 23 car parks within Guildford, alongside additional car parks at Ash Vale station and other rural locations which have not been subject to assessment within this report. Council-operated off-street parking provision is complemented by on-street parking and additional privately run car parks, which have not been subject to detailed assessment. A total of 5,052 parking spaces, including 80 spaces sized and marked for use by blue badge holders, are provided within the car parks operated by the Council. Table 9 summarises audited car parks and details the total parking capacity of each.

Table 9. Council-Operated Car Parks

| CAR PARK | NO. STANDARD BAYS | NO. DISABLED BAYS | NO. MOTORCYCLE BAYS |
|----------------------|-------------------|-------------------|---------------------|
| Bedford Road | 1,033 | 16 | 20 |
| Bedford Road Surface | 68 | 2 | 2 |
| Bright Hill | 118* | 3 | 5 |
| Castle | 342 | 8 | 0 |

| CAR PARK | NO. STANDARD BAYS | NO. DISABLED BAYS | NO. MOTORCYCLE BAYS |
|---------------------|-------------------|-------------------|---------------------|
| Commercial Road (2) | 51 | 1 | 0 |
| Farnham Road | 913 | 4 | 0 |
| G Live | 209 | 11 | 0 |
| Guildford Park | 398** | 2 | 0 |
| Lawn Road | 87 | 0 | 0 |
| Leapale Road | 378 | 6 | 0 |
| Mary Road | 107 | 0 | 0 |
| Millbrook | 241 | 3 | 3 |
| Millmead | 23 | 4 | 0 |
| North Street | 48 | 1 | 8 |
| Old Police Station | 58 | 4 | 3 |
| Portsmouth Road | 98 | 0 | 12 |
| Robin Hood | 23 | 0 | 0 |
| Shalford Park | 63 | 3 | 0 |
| St Joseph's | 71 | 0 | 0 |
| Tunsgate | 64 | 0 | 0 |
| Upper High Street | 48 | 1 | 0 |
| Walnut Tree Close | 16 | 1 | 0 |
| York Road | 595 | 10 | 0 |

* Capacity currently reduced to 93 spaces due to maintenance issues

**Capacity currently reduced to approximately 200 spaces due to ongoing works

5.3.2 A detailed summary of each car park audit is provided at [Appendix A](#) for information.

5.3.3 It is noted that all car parks operated by the Council have been awarded the Safer Parking Award from the British Parking Association and Association of Chief Police Officers. This is awarded to car parks which meet a set of high quality standards and are subject to low levels of crime.

5.4 Wayfinding & Signage Review

5.4.1 The provision of good quality and easy-to-follow signage can play an important role for both local residents and visitors to a location. Signage identifying the locations of car parks is provided within Guildford from all key access routes and around the one-way system.

5.4.2 Real time occupancy displays provide information on the current number of available spaces within car parks, enabling drivers travelling into the town centre to make an informed decision about which car park to use. However, from the site audits carried out it appears that signs currently only function at weekends, with information not provided for all car parks listed on all signs. In some instances signage is covered by foliage making it difficult to see, such as is the case on the approach from Farnham Road (as shown in Figure 3).

Figure 3. Real Time Occupancy Sign on Farnham Road Hidden by Trees



5.4.3 Signage to Park & Ride sites from outside Guildford is also good quality, covering the major routes that are likely to be used to travel there. The Council recognises the need for improvements to information and wayfinding provision, including through VMS systems, and has an agreement in place with SCC to deliver improvements, through LEP funding.

5.4.4 Pedestrian signage can be improved at access and egress points of car parks to improve user experience, particularly for visitors who do not come into the town often or when there is bad weather. This could form part of a wider wayfinding strategy for each area, and is particularly important for the car parks on the periphery of area centres.

6. INTERCEPT USER SURVEY

6.1 Overview & Methodology

- 6.1.1 This section provides an overview of the results of an intercept user survey undertaken in October 2019 within the six largest car parks in Guildford (Bedford Road MSCP, Castle, Farnham Road, Guildford Park, Leapale Road & York Road).
- 6.1.2 The survey was undertaken by an independent survey company, Streetwise Services Ltd, across four dates in October 2019 (2x Thursday and 2x Saturday). Car park users were asked a series of closed questions covering trip purpose, origin, reasons for car park choice, potential for modal shift, parking quality and anticipated spend whilst in the town.
- 6.1.3 An initial round of surveys was undertaken on Thursday 5 October and Saturday 7 October, between the hours of 07:00 and 19:00. As a minimum response rate of 150 per car park for both the weekday and the weekend survey was not met, a second round of surveys was undertaken on Thursday 24 October and Saturday 26 October covering the same time periods. On completion of the two rounds of surveys, a total of 1,841 responses were collected across the six car parks.
- 6.1.4 The locations, format, content and timings of the survey were discussed and agreed in advance with the Council. Detailed survey results split by car park are contained at [Appendix B](#) for information.

6.2 Summary Survey Results (All Car Parks)

Trip Purpose

- 6.2.1 Overall, shopping is the most common trip purpose both on Thursdays (41%) and on Saturdays (58%), as shown in Figures 4 to 6. Shopping was identified as the main trip purpose in all surveyed car parks except for Farnham Road and Guildford Park, where working in the town centre was identified as the most common trip purpose. Although only 4% of respondents indicated that they were travelling onwards, it is noted that a proportion of commuters travelling further afield from Guildford Station may have arrived and departed from car parks outside the hours of the survey and therefore not be included within the results of the survey.
- 6.2.2 The second most common trip purpose on Thursdays is parking to work in the town centre (24%), decreasing to 11% on Saturday. The same proportion of parking trips were recorded for Eating / Drinking / Entertainment during the Saturday survey. Tourism is the least common trip purpose, accounting only for 1% of trips on Thursday and 2% on Saturday.

Figure 4. Trip Purpose

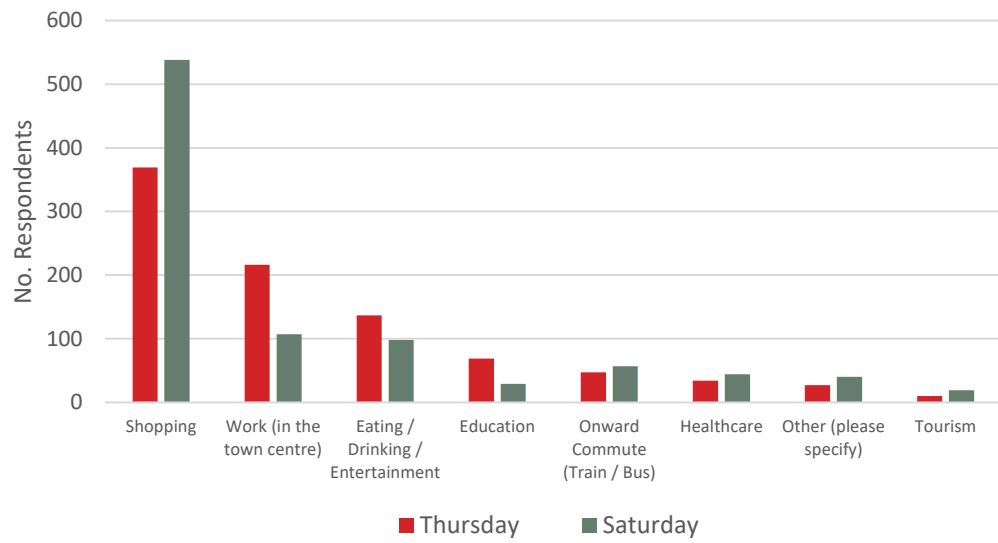


Figure 5. Trip Purpose (Thursdays)

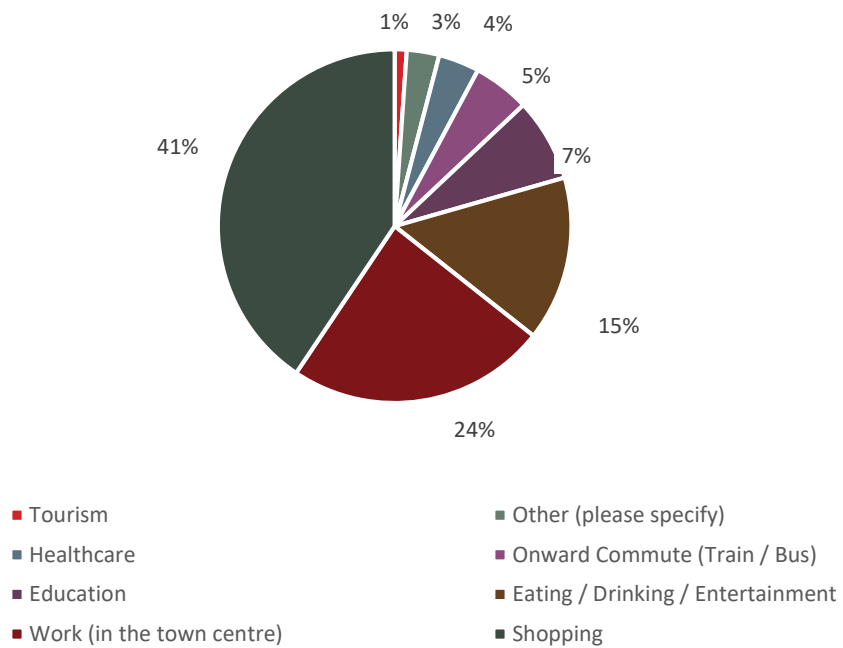
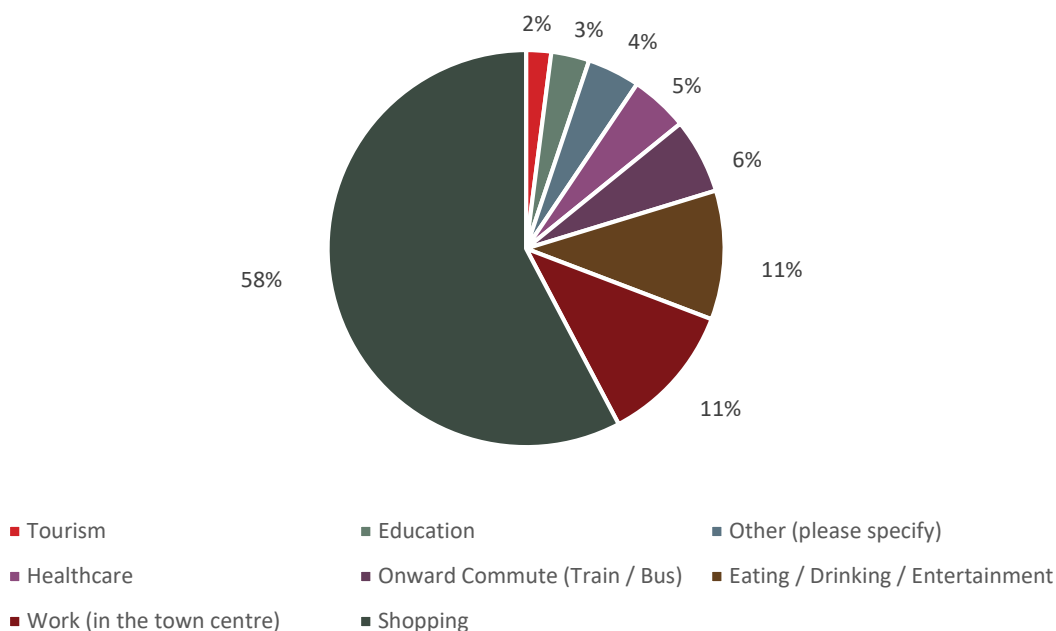


Figure 6. Trip Purpose (Saturdays)



6.2.3 As shown in Figures 7 and 8, and as would be expected, the proportion of Shopping and Eating / Drinking / Entertainment trips recorded was higher during the afternoon and evening periods on both Thursday and Saturday dates, whilst parking to work in the town centre and for onward commuting is more prevalent in the morning. On Thursday, education trips appear to be more common in the evening.

Figure 7. Trip Purpose, Thursday – AM/PM Split

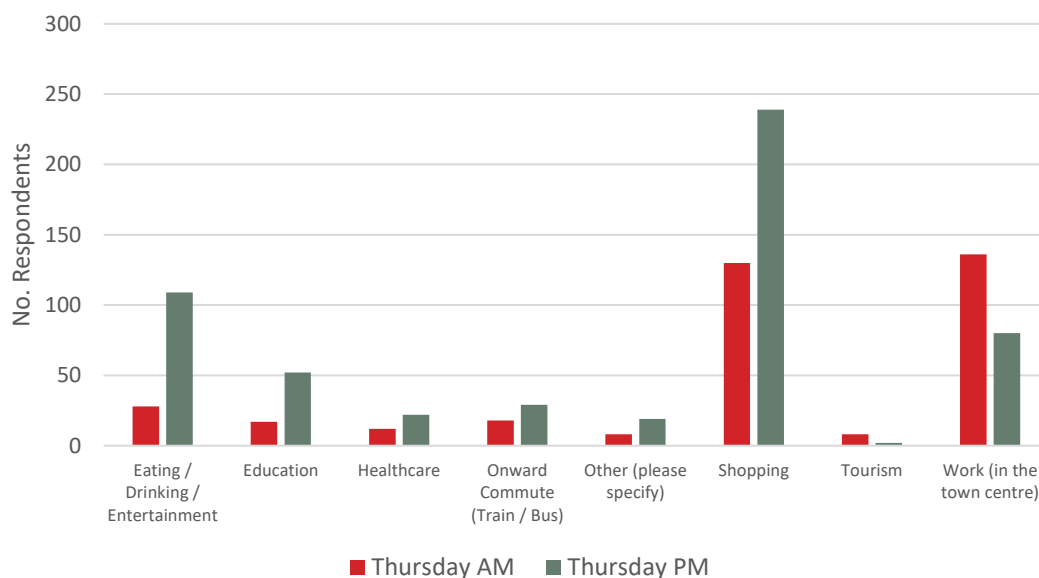
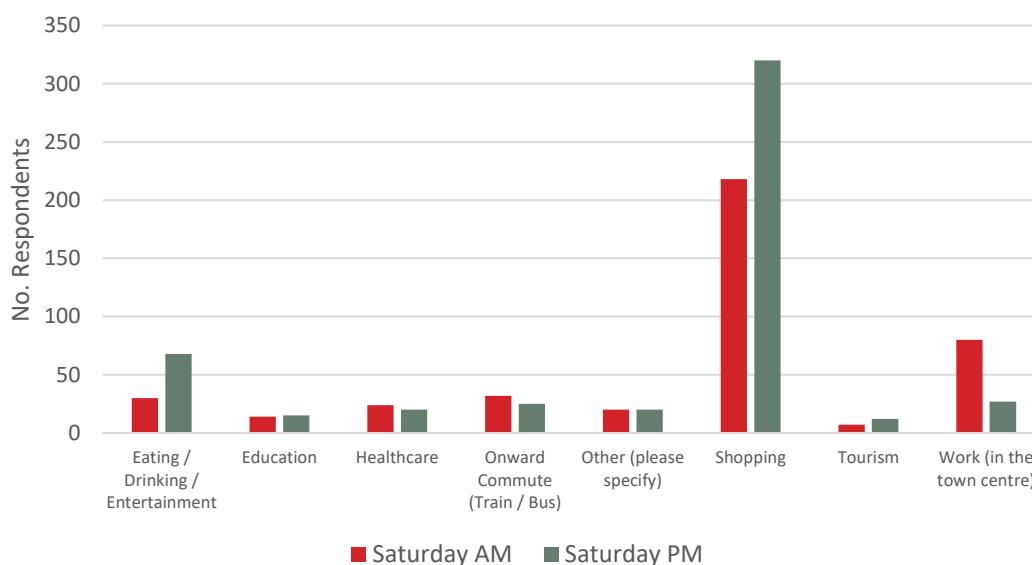


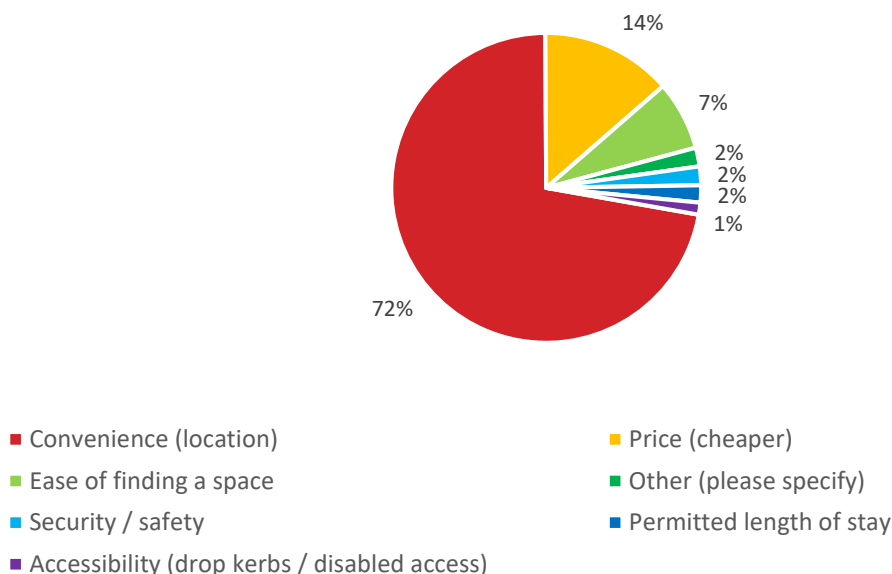
Figure 8. Trip Purpose, Saturday – AM/PM Split



Factors in Car Park Choice

- 6.2.4 The convenient location of the car park is the most important factor identified in choosing where to park, with almost three quarters of respondents identifying this as the most important factor. As shown in [Figure 9](#), across all car parks, price was identified as the most important factor by only 14% of respondents, suggesting that the cost of parking is not a primary concern for current car park users.
- 6.2.5 Similar trends are identified when data is segregated between Thursday and Saturday responses.
- 6.2.6 It is noted that, whilst the prominence of some factors differ when data for single car parks is analysed, convenience is the most commonly identified factor across all car parks. The second most common factor identified varies, with the ease of which users are able to find a space recorded more frequently than the price of parking at Bedford Road, Farnham Road, Leapale Road and York Road during the weekday surveys.

Figure 9. Factors in Car Park Choice (Thurs & Sat)



Car Park Quality

6.2.7 Car park users were asked to rate car park physical quality from poor (scoring 1) to excellent (scoring 5). Most car parks were considered to be of an above average quality. The only car park that on average was rated to be of low quality (2.7 average score) is Guildford Park, which is likely to be related to the ongoing development works. It is noted that scoring of Bedford Road may have been influenced by refurbishment works taking place at the time of the survey, which incorporated a reduction in parking capacity and restricted traffic movement. The average score for each car park is detailed in [Table 10](#) and shown graphically in [Figure 10](#). There are no considerable differences in responses regarding quality of car parks between Thursday and Saturday.

Table 10. Average quality score per car park

| CAR PARK | AVERAGE SCORE |
|----------------|---------------|
| Bedford Road | 3.07 |
| Castle | 3.70 |
| Farnham Road | 3.66 |
| Guildford Park | 2.70 |
| Leapale Road | 3.13 |
| York Road | 3.73 |

6.2.8 People using the car parks for shopping or entertainment trips tended to give higher scores (above average) compared to respondents using the car parks for commuting trips (below average).

Figure 10. Physical Quality of Car Parks

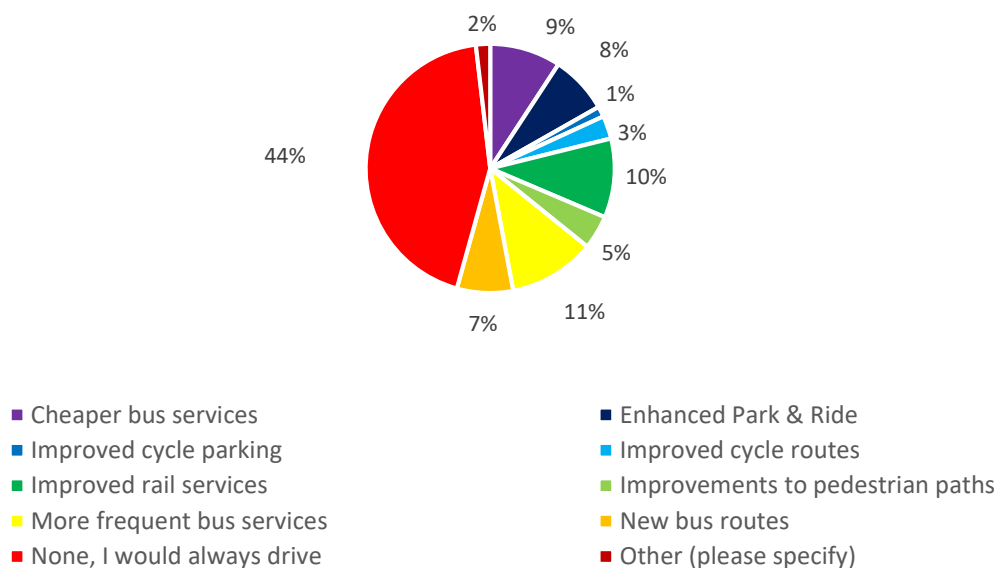


Factors to Encourage Driving Less

6.2.9

As shown in Figure 11, 56% of respondents would drive less if some measure would be put in place. Improvements to public transport services was identified as a factor that may encourage less car use, including through provision of more frequent bus services (11%, 207 respondents), improved rail services (10%, 189 respondents), cheaper bus services (9%, 170 respondents), enhanced Park & Ride services (8%, 139 respondents) and new bus routes (7%, 134 respondents). It is noted that these factors were identified more frequently than any factors associated with improving and encouraging walking and cycling. Other responses included cheaper train service, introduction of earlier bus services, more incentives such as bus passes for young people and people over 60 years old and family bus tickets. Almost half of all respondents (44%) stated that nothing would encourage them to drive less.

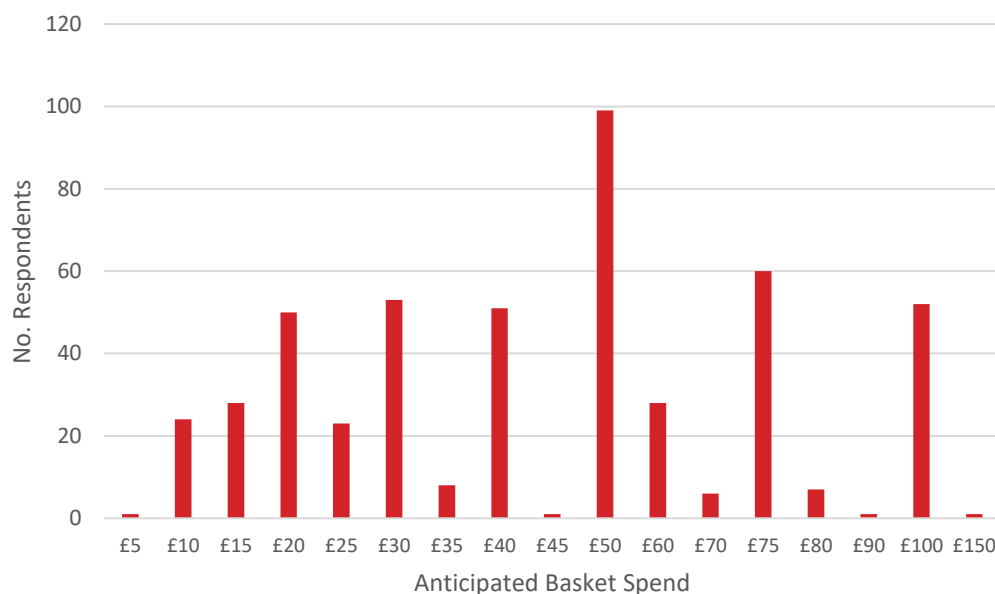
Figure 11. Factors that would Encourage Users to Drive Less



Average Basket Spend

6.2.10 Respondents who identified shopping as their main trip purpose were asked to estimate how much they were expecting to spend during their visit to Guildford. Of those asked this question, a total of 493 provided a response and anticipated an average spend of £48 per person during their visit. Figure 12 details the spread of anticipated spend across respondents.

Figure 12. Average Basket Spend (All Car Parks)



6.2.11 The highest expected average basket spend was recorded in Leapale Road (£51) and Bedford Road (£50.20); it is noted that the majority of respondents within these car parks identified shopping as their primary trip purpose. Guildford Park recorded the lowest average expected basket spend (£44.40), which may be related to the location of the car park being further from the town centre and primary retail offer.

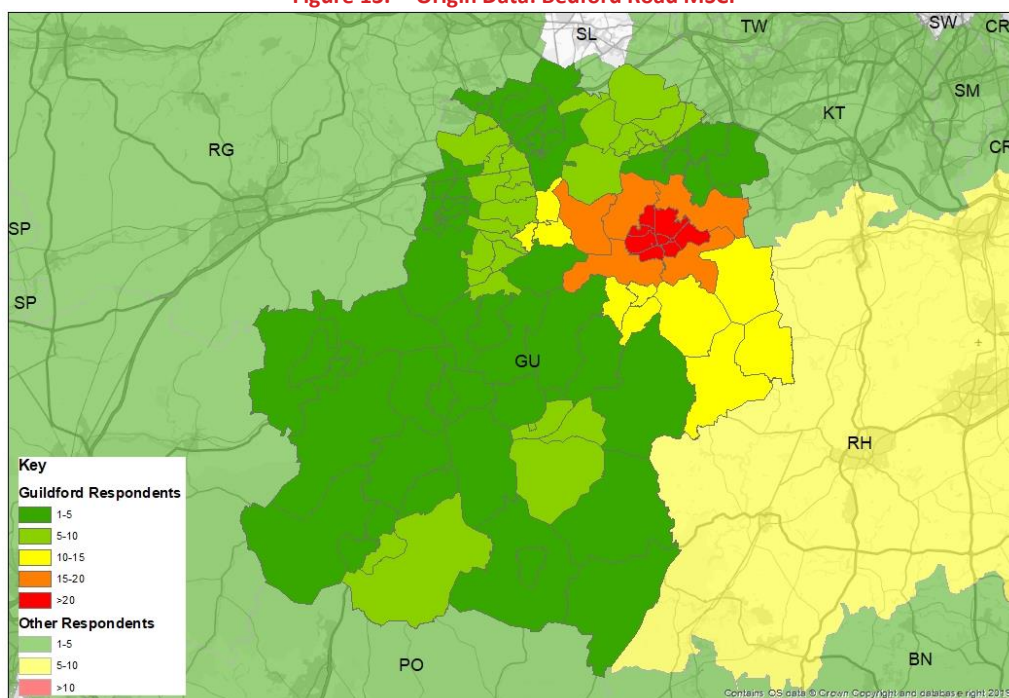
Origin Postcode Analysis

6.2.12 Survey respondents were asked to provide their origin postcode, allowing an understanding to be developed of the direction of travel used to reach the car park. Of the 1,841 responses collected, 17 have been discarded as a result of incorrect or illegible responses provided. A number of respondents stated their origin to be Guildford, which are not possible to allocate to a direction of travel. As such, these respondents have also been discounted.

Bedford Road

6.2.13 Respondents parking in Bedford Road MSCP predominantly travelled from the centre of Guildford and surrounding areas, with a larger proportion of users travelling from the east and south, than the west and north.

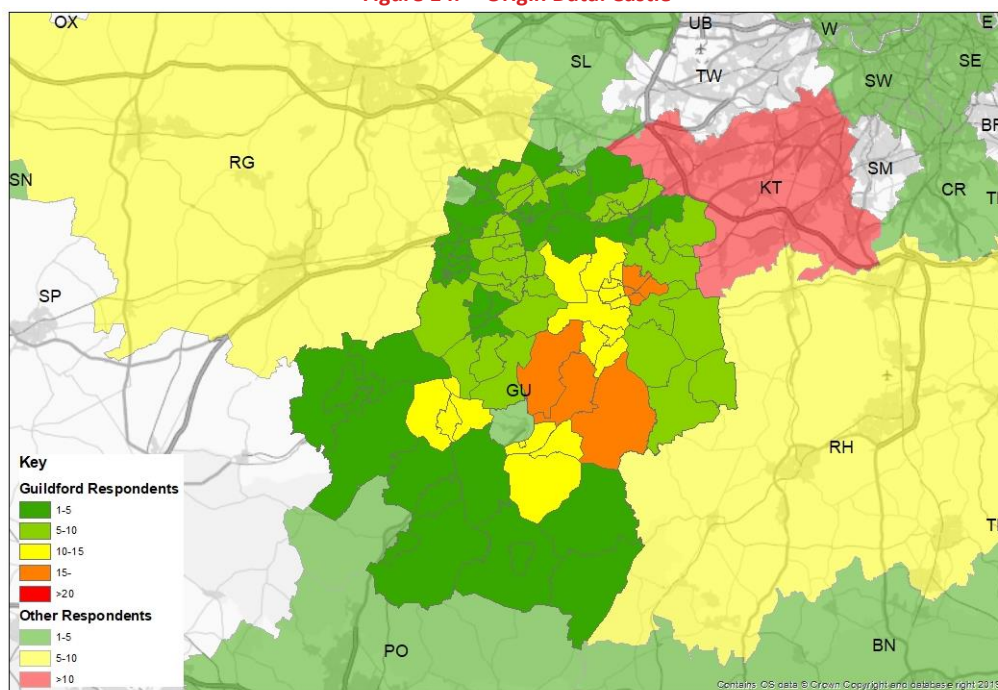
Figure 13. Origin Data: Bedford Road MSCP



Castle

6.2.14 Respondents parking in Castle come predominantly from Guildford town centre, with 6% providing a GU1 postcode, 5% GU2 and 5% GU7. It can be seen in **Figure 14** that users also travelled from southern Guildford postcodes, and Kingston upon Thames, located to the north of the car park.

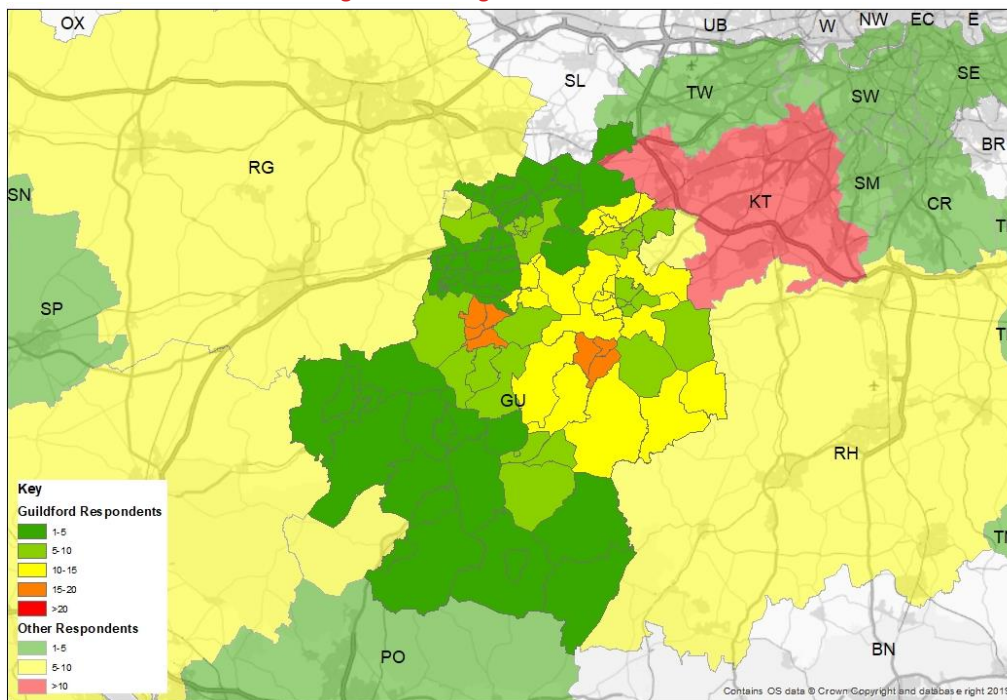
Figure 14. Origin Data: Castle



Farnham Road

6.2.15 The largest proportion of respondents parking in Farnham Road come either from the south or west of the town centre, with a total of 5% travelling from the Kingston upon Thames area to the northeast.

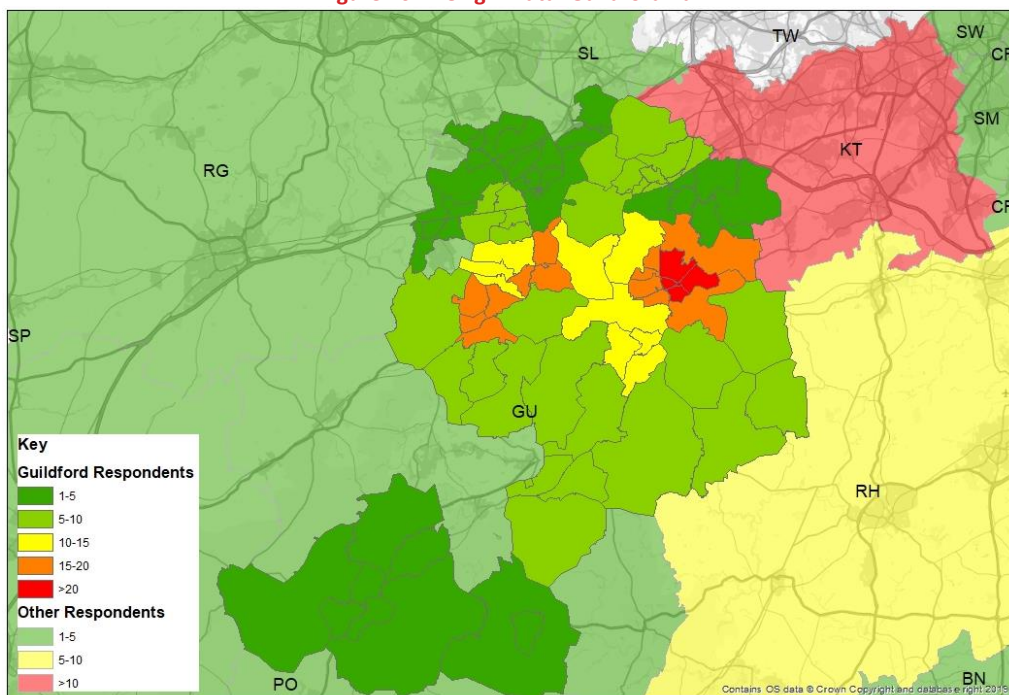
Figure 15. Origin Data: Farnham Road



Guildford Park

6.2.16 As seen in [Figure 16](#), there is a greater geographic spread of origin locations for users of Guildford Park, in part reflecting the range of main trip purposes identified by respondents. It is anticipated that users travelling for an onward commute or educational purposes (for example at the University of Surrey) would be more spread than for town centre locations, where shopping is the main trip purpose.

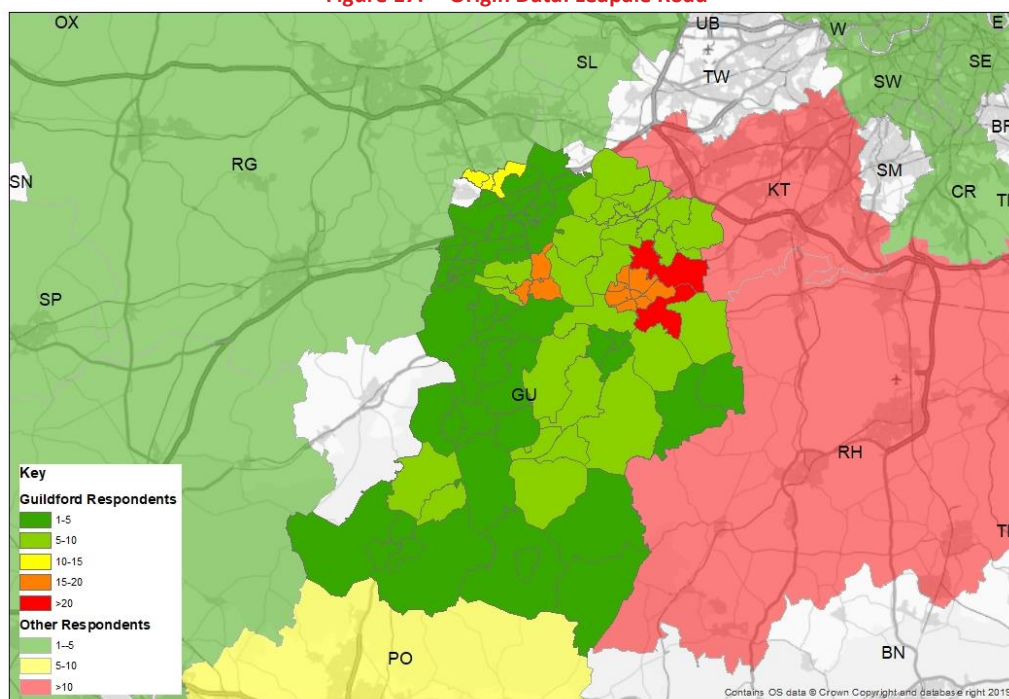
Figure 16. Origin Data: Guildford Park



Leapale Road

6.2.17 Almost a tenth of surveyed users of Leapale Road travelled from the Kingston area (9%), with people coming from Redhill area also representing a significant share (4%). A quarter of respondents travelled from the centre of Guildford and surrounding areas, with GU1, GU2, GU4 and GU12 the most commonly reported postcodes.

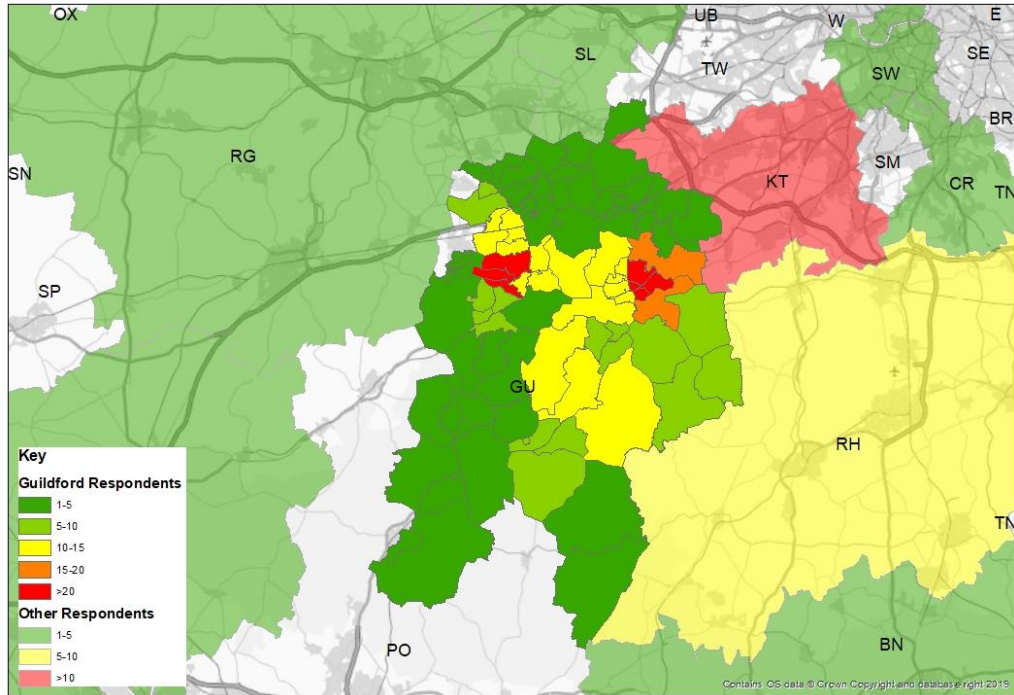
Figure 17. Origin Data: Leapale Road



York Road

6.2.18 The majority of respondents parking in York Road come either from the centre of Guildford (GU1, 9%) or the Kingston area (9%). A significant proportion of respondents travelled from the west of Guildford, with 7% identifying a GU11 postcode.

Figure 18. Origin Data: York Road



7. CURRENT PARKING DEMAND

7.1 General

7.1.1 This section provides an overview of current parking demand generated within off-street car parks operated by the Council. It is informed by analysis of ticket sales (Parkeon & RingGo) and GeoMii occupancy data provided by the Council and spot count parking occupancy surveys undertaken by SYSTRA on Wednesday 24 October 2019.

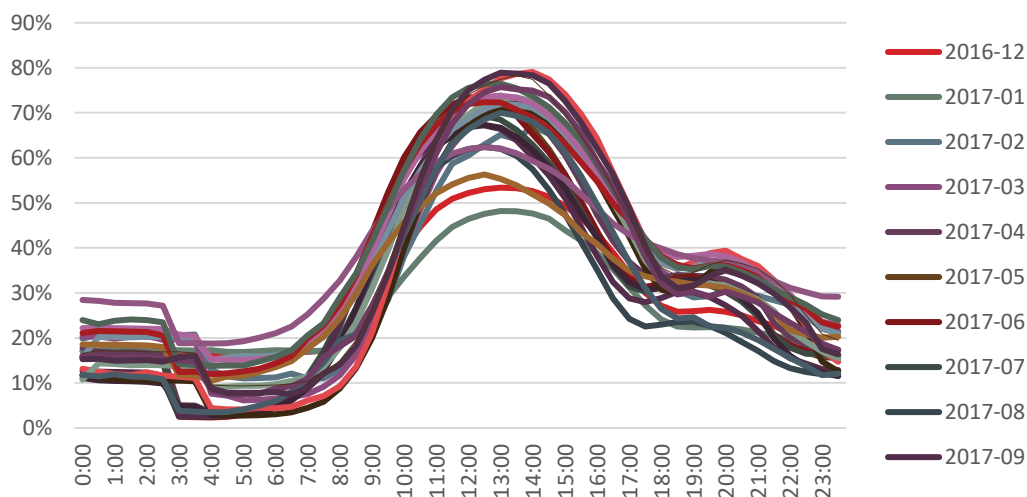
7.2 GeoMii Data

7.2.1 Analysis of GeoMii parking occupancy data provided by GBC has been used to calculate average occupancy and occupancy trends for a series of off-street car parks and on-street parking zones within Guildford. GeoMii is a platform that provides real time information on parking availability thanks to sensors located on the parking bays. The GeoMii platform and associated app was launched in December 2016.

7.2.2 GeoMii sensors are installed in seven strategic car parks (Bedford Road, Castle, Farnham Road, G-Live, Leapale Road, Millbrook and York Road) alongside three Park & Ride sites (Artington, Merrow and Onslow). The dataset covers the period from December 2016 to November 2018 with data provided across multiple spreadsheets. Given the extensive size of the dataset provided, an Excel-based spreadsheet tool was developed by SYSTRA to facilitate analysis and interpretation of occupancy. The spreadsheet tool, based on Excel pivot tables, has been issued to GBC and allows data to be split by a number of factors, including car park (one or more combination of the eight car parks); parking type (on-street, off-street and Park & Ride); any hour, day of week, month or year for which sensor data is available.

7.2.3 Looking at the average percentage of spaces occupied by month, parking accumulation starts around 08:00 and peaks at lunchtime (around 13:00). It then decreases and slightly picks up again around 19:00. December 2016 and January 2017 are the months with less occupancy recorded, which may be a result of issues with the GeoMii system at its point of introduction. The trend is shown in **Figure 199**.

Figure 19. Average % Spaces Occupied by Month (Off-Street)



7.2.4 The average percentage of spaces occupied by parking type shows that all three types of car parking analysed (off-street, on-street and Park & Ride) have their occupancy peak between 11:00 and 14:00. On-street car parks occupancy tend to peak again around 20:00, then drops to 20% occupancy during the night. Off-street car parks occupancy during the night is stable around 10%. Park & Ride occupancy is recorded only between 07:00am and 19:00, being that Park & Ride car parks are closed during the night.

Figure 20. Average % Spaces Occupied by Type



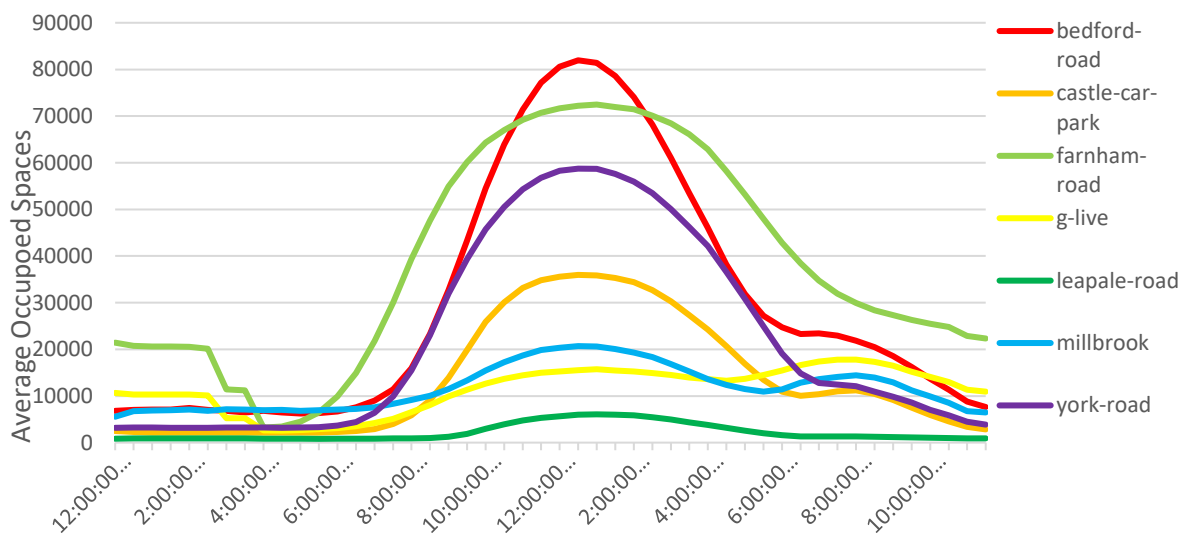
7.2.1 Some car parks exceed 85% capacity utilisation during the week. Table 11 shows the percentage of days on which each car park reached or exceeded 85% occupancy. Occupancy levels of 85% or above are treated as the threshold for high occupancy within off-street car parks, whereby users are likely to have difficulty in finding a space and will circulate around the car park in order to locate a space. It can be seen that Castle car park exceeds 85% capacity on 85% of days, whilst Leapale Road reaches or exceeds 85% capacity on only 2% of analysed dates.

Table 11. Percentage of Days Reaching / Exceeding 85% Capacity

| | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Ave |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|
| Bedford Road | 18% | 18% | 17% | 19% | 13% | 69% | 74% | 33% |
| Castle | 70% | 90% | 92% | 90% | 91% | 92% | 65% | 85% |
| Farnham Road | 2% | 26% | 35% | 22% | 1% | 0% | 0% | 12% |
| G-Live | 23% | 44% | 48% | 54% | 60% | 60% | 37% | 47% |
| Leapale Road | 1% | 0% | 0% | 0% | 2% | 11% | 4% | 2% |
| Millbrook | 22% | 35% | 44% | 56% | 53% | 67% | 60% | 48% |
| York Road | 15% | 39% | 41% | 66% | 32% | 61% | 6% | 37% |

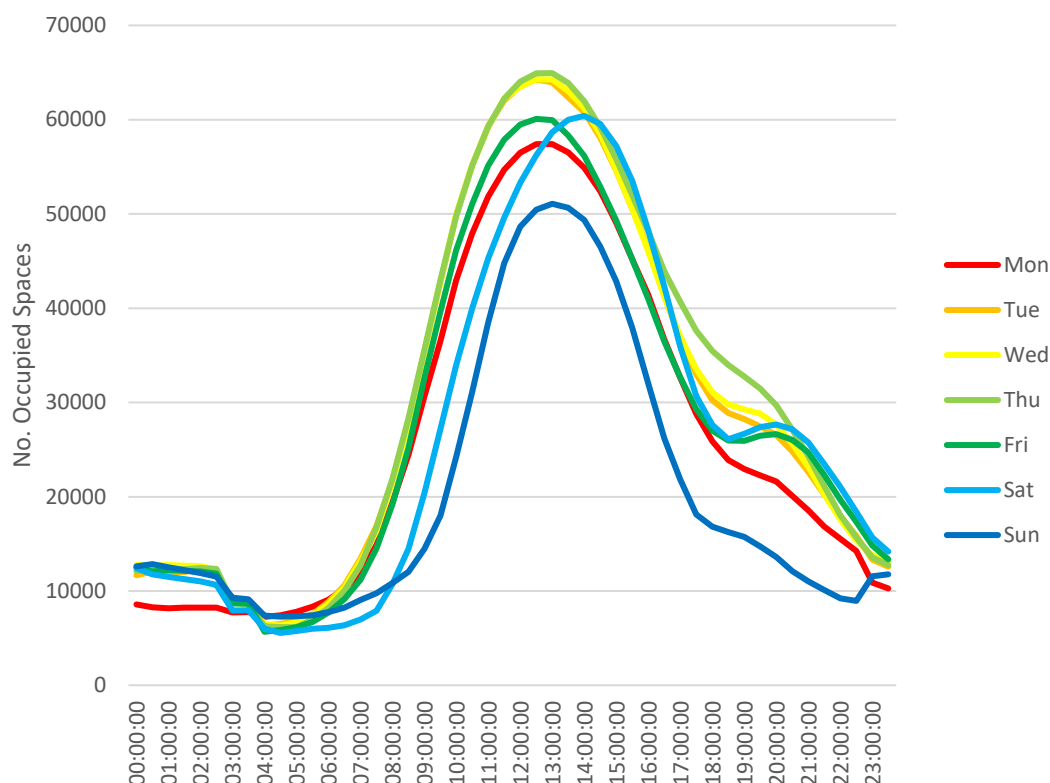
7.2.2 As shown in **Figure 21**, the analysis of the average number of occupied spaces per car park shows similar patterns to the analysis done on occupancy per month, with a number of car parks reaching peak occupancy at around 13:00.

Figure 21. Average Number of Occupied Spaces (All Months)



7.2.3 **Figure 22** overleaf provides an overview of occupancy profiles of all car parks combined, split by day of the week. It can be seen that occupancy across weekdays is fairly uniform, with the highest levels recorded on Wednesdays. Thursdays, with the lowest levels of occupancy recorded on Sundays. This may in part be due to the location of Farnham Road presenting an unattractive location for non-commuting trips at the weekend.

Figure 22. Number of Occupied Spaces (Split by Day)



7.2.4 It is noted that there are a series of limitations and constraints within the GeoMii dataset that impact upon its reliability and robustness. It is noted that a large proportion of data is missing, with no information provided on occupied spaces. It is unclear whether data has been removed for times when car parks are closed or sensors are faulty. For off-street car parks (excluding P&R sites), 17,572 of 105,120 entries are blank, equating to 17% of all data missing. Notably, data is missing for the period between Dec 2017 and Oct 2018 for Leapale Road and between Dec 2016 and Jan 2017 at Millbrook. As such, the data currently suggests that no vehicles were parked in these locations during the identified periods. This is inconsistent with ticket sales data provided by the Council.

7.2.5 A Technical Note prepared to summarise issues and constraints identified within the GeoMii dataset is contained at [Appendix C](#) for information.

7.2.6 Given the constraints with the GeoMii data, it has not been utilised to assess current and projected future parking demand within the remainder of this Baseline Report.

7.3 Ticket Sales Data

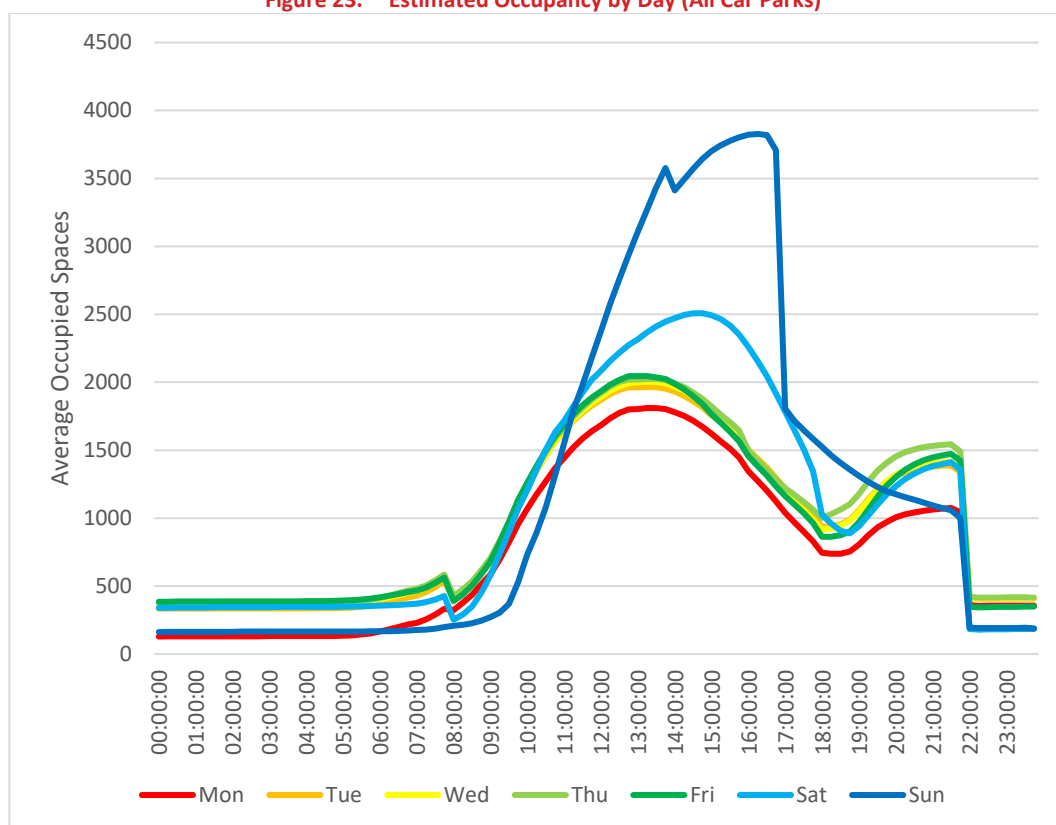
7.3.1 Ticket sales data provided by the Council has been used to calculate occupancy levels and peak periods of parking demand within Council-operated car parks. A year’s worth of Pay & Display (Parkeon), Pay by Phone (RingGo) data for December 2017 to November 2018 has been analysed. A year’s worth of Pay on Exit data for December 2018 to November 2019 has been analysed for Farnham Road, Tunsgate and York Road.

- 7.3.2 Whilst the ticket sales data indicates the amount paid (and hence the permitted duration), it does not indicate the actual duration of the stay. It is expected that in many cases the actual duration of stay of a vehicle will be shorter than the permitted duration (i.e. someone might purchase a ticket for 2 hours but only stay for 90 minutes). As such, the entry time was assumed to be the time the ticket was purchased / payment made via phone, and the exit time was estimated as 80% of the duration of stay purchased. A baseline level in each car park was determined by using overnight ticket sales information.
- 7.3.3 Entry and exit data has been segregated into 15 minute periods in order to estimate occupancy by car park. It is noted that, whilst this methodology means (for example) a car entering at 07:14 or one leaving at 07:01 would be recorded as occupying a space between 07:00 and 07:15, it is considered to provide sufficient robustness to determine daily profiles.
- 7.3.4 It is noted that the ticket sales data does not incorporate contract parking or season ticket / permit holders. As detailed in **Section 8**, Guildford operates a total of 302 contract spaces within five car parks, which cannot be used by the public for Pay & Display parking during weekday daytime periods. In addition, up to 206 season tickets are issued for use in the car parks covered by the ticket sales data analysis.

Pay & Display Car Parks

- 7.3.5 **Figure 23** overleaf provides an indicative cumulative summary of the overall profile of occupancy across all Council-operated car parks located in Guildford, excluding the four Pay on Exit car parks, split by day.
- 7.3.6 The total weekday capacity of these car parks is also identified. It is noted that the stated weekday capacity excludes spaces available for contract parking use during the week, and also discounts the number of season tickets available, which are not picked up within the ticket sales data. The current reduced parking capacity at Bright Hill and Guildford Park is also incorporated within **Figure 23**.

Figure 23. Estimated Occupancy by Day (All Car Parks)

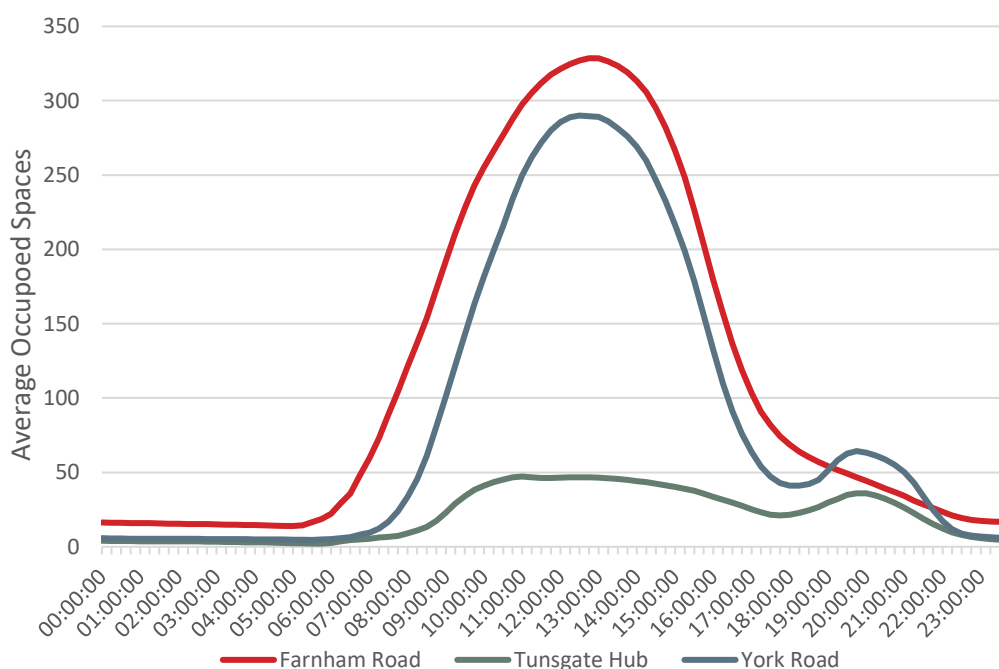


- 7.3.7 It can be seen that, when season ticket and contract parking is excluded from total parking capacity, a peak occupancy of approximately 75% is recorded within Council-operated car parks, recorded in the early hours of the afternoon. Across car parks as a whole, there are increases in occupancy levels between 18:30 and 20:00, which can be accounted for by changes to parking charges at this time period.
- 7.3.8 On Sundays, parking demand is concentrated within the condensed retail trading hours of 11:00 to 17:00. It is noted that parking charges are less on Sundays, which may in part account for the higher levels of parking recorded. Furthermore, Park & Ride services do not operate on Sundays, potentially increase parking demand within the town centre.
- 7.3.9 As well as using ticket sales data set out above, spot count parking occupancy survey data undertaken by SYSTRA on Wednesday 23 October 2019 to provide a mechanism to validate the demand data. This data has been utilised to inform the projected future parking demand set out in **Section 10**. The results of these counts are broadly similar to the ticket sales data presented in **Figure 23**.

Pay on Exit Car Parks

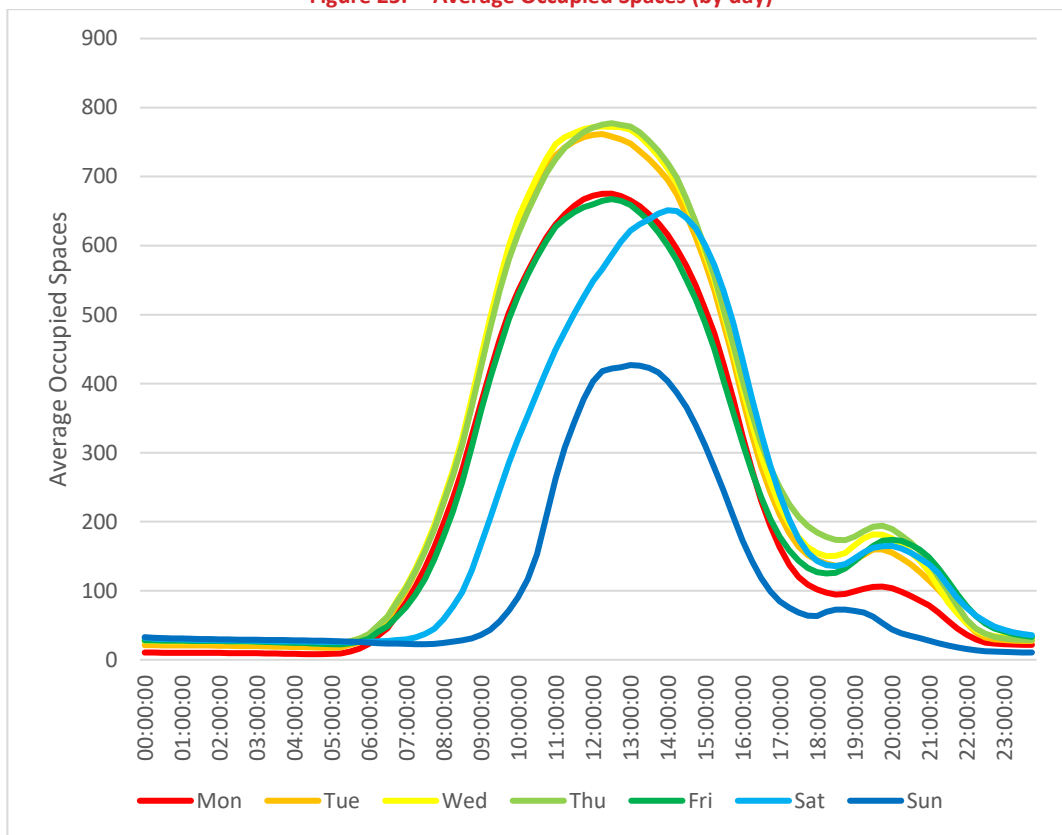
- 7.3.10 **Figure 24** provides an indicative cumulative summary of the overall profile of occupancy in Farnham Road, Tunsgate and York Road, based on ticket sales data. Data for Castle has not been included due to issues with the dataset.

Figure 24. Average Occupied Spaces (by Car Park)



- 7.3.11 **Figure 24** shows that occupancy levels in start using Farnham Road and York Road begin to rise between 06:00 and 07:00, with occupancy in Tunsgate rising from approximately 09:00. Peak occupancy is reached between 12:00 and 13:00 in Farnham Road and York Road, while occupancy remains stable between 09:00 and 17:00 in Tunsgate. Occupancy raises again between 19:00 and 20:00 in York Road.
- 7.3.12 Farnham Road is defined as a long-stay car park and occupancy levels are consistent with use by people parking during standard working hours. It is also consistent with the result of the intercept user survey, where the majority of people interviewed stated that their main trip purpose was working in the town centre.
- 7.3.13 York Road is defined as a short-stay car park; however, the tariff structure is similar that of Farnham Road. Patterns of occupancy resemble those observed in Farnham Road. The occupancy peak between 18:00 and 20:00 can be attributed to parking charges decreasing after 18:00 from £1.30 per hour to £1.00 per visit, making the car park appealing for evening activities.
- 7.3.14 Occupancy levels within Tunsgate appear more stable during daytime periods. The high occupancy levels between 09:00 and 17:00 suggest that the car park is well utilised due to its town centre location.

Figure 25. Average Occupied Spaces (by day)



8. OPERATIONS & ENFORCEMENT REVIEW

8.1 General

8.1.1 This section provides an overview of current revenue generation, operational issues and enforcement practices associated with Council-operated off-street car parking provision. It provides a summary of annual revenue generated by each car park and details the enforcement strategy currently employed by the Council to minimise cases of non-compliance, as set out in the Guildford Parking Annual Report 2017-18.

8.2 Payment Methods

8.2.1 A range of payment mechanisms are currently provided within Council-operated car parks:

- **Cash:** banknotes and coins can be used in barrier controlled car parks (Castle, Tunsgate, York Road and Farnham Road) and to pay at machines for pay & display car parks.
- **Credit / Debit Card / Contactless:** cards can be used in barrier controlled car parks (Castle, Tunsgate, York Road and Farnham Road) and at Bedford Road Surface.
- **Pre-Payment Cards:** can be used to pay in barrier controlled car parks. Drivers can top up the cards with prepaid values and will receive a 10% discount on the tariff every time they pay with the card.
- **Pay-by-Phone:** drivers can register their vehicle with the service provider RingGo to be able to pay for the parking with their phone using their debit or credit card. They can either pay through a smartphone app, with a phone call, a text message or on RingGo website. Each car park offering this payment method has a location number assigned, which needs to be specified for the payment, together with the length of stay. The length of stay can be extended through the app. There is a 19p charge on top of the normal parking tariff.

8.2.2 The percentage of money taken through each payment mechanism is detailed in 0. It can be seen that the proportion of payments made through the RingGo (Pay by Phone) app has significantly increased; this is in line with changes in payment trends seen across the country.

Table 12. Method of Payments

| TYPE OF CAR PARK | PAYMENT METHOD | MONEY TAKEN (%) 2017-18 | MONEY TAKEN (%) 2018-19 | DIFFERENCE FROM 17-18 TO 18-19 (%) |
|---------------------|----------------|-------------------------|-------------------------|------------------------------------|
| Pay & Display | Cash | 63% | 53% | -10% |
| | Pay by Phone | 37% | 47% | +10% |
| Pay & Display Total | | £5,445,423.05 | £5,491,540.35 | - |
| Pay on Foot | Cash | 43% | 30% | -13% |
| | Wave & Pay | N/A | 47% | N/A* |
| | Pin Pad Card | 57% | 23% | -34% |
| Pay on Foot Total | | £2,880,823.63 | £3,295,786.76 | |
| Overall | Cash | 56% | 45% | -11% |
| | Pay by Phone | 24% | 29% | +5% |
| | Wave & Pay | N/A | 18% | N/A* |
| | Pin Pad Card | 20% | 9% | -11% |
| Overall Total | | £8,326,246.68 | £8,787,327.11 | |

8.3 Back-Office Technology & Operations

8.3.1 A range of technology is utilised to inform back-office operations, including through the use of GeoMii for recording of current and previous parking utilisation. It is understood that the Council is looking to expand on current GeoMii operations, which currently cover seven off-street car parks and three Park & Ride sites, alongside town centre on-street parking. This potentially includes through an expanded role out of GeoMii sensors across a larger number of car parks, and enhancements to the GeoMii app to provide improved access to real-time occupancy information to car park users.

8.3.2 However, it is noted that current Pay on Foot technology systems utilised in four car parks are dated and approximately ten years old. This system therefore operates as ‘stand-alone’ to other back-office operations. This results in a requirement to print off Pay on Foot parking reports, rather than use of electronic systems, resulting in difficulties and inefficiencies in exporting report files internally. As part of the Parking Strategy, it is recommended that investment is made in newer machines and systems that provide an analytical back-office solution with API (Application Programming Interface) connectivity. The Pay on Foot system is in the process of being retendered and replaced, with implementation anticipated in Q3 2020.

8.4 Pricing Structure

8.4.1 As set out in **Table 13**, the majority of Council-operated car parks provide a similar pricing structure, with only six having tailored pricing.

Table 13. Guildford Car Parks Pricing Structure

| MON-SAT | EVENING | SUNDAY | CAR PARKS |
|--|---|---|---|
| 1 to 3 hours: £1.30 per hour/each additional hour: £2 | £1 per visit | Up to 3 hours:£1.50 3 to 6 hours: £2.50 | Castle, Leapale Road, Commercial Road 2, Old Police Station, Upper High Street, Tunsgate |
| £1.30 per hour | £1 per visit | Up to 3 hours: £1.50 3 to 6 hours: £2.50 | Bedford Road MSCP, Bedford Road Surface, Bright Hill, G Live, Mary Road, Millbrook, Portsmouth Road(Saturday, Sundays and evenings only), York Road |
| £1.30 per hour | Closed | Up to 3 hours: £1.50 | Lawn Road (Saturday only), Millmead House (Front) (Saturday only), Robin Hood, St Joseph's |
| £1 per hour | 10p per hour Evening charges apply between 7pm-7am | Up to 3 hours: £1.50 3 to 6 hours: £2.50 | Farnham Road |
| £1 per 30 minutes (maximum stay: 30 minutes) No parking after 10pm on Thursday and closed Fridays and Saturdays | £1 per visit | £1 per 30 minutes | North Street |
| £1 per visit from 7am to 4pm. Free on Saturdays | Free | Free | Ash Vale Station |

| MON-SAT | EVENING | SUNDAY | CAR PARKS |
|--|---------|--------|-------------------|
| £3.20 per visit. Free on Saturdays | Free | Free | Walnut Tree Close |
| £3.20 per visit. Closed on Saturdays | Free | Closed | Shalford Park |
| Monday to Friday: £5 per visit. Saturday: £1 per visit | Free | Free | Guildford Park |

8.4.2 Charges for Council-operated town centre car parks are currently more favourable compared to competing locations including Woking (£1.50 per hour) and Kingston upon Thames (£1.70 to £2.30 per hours). It is noted that the parking charges are anticipated to rise moderately in 2020-21 and 2021-22, and will remain competitive with neighbouring retail destinations current charges).

8.5 Contract Parking

8.5.1 The Council operates over 300 contract parking spaces within five car parks in Guildford. Contract parking offers an allocated space with a permit for exclusive use of that space. There is no specific eligibility criteria that needs to be met in order to apply for a contract parking space. A pro-rata fee is applied depending on when the space is taken. It is noted that the overall provision of contract parking within Guildford has been significantly reduced from approximately 600 spaces over recent years.

8.5.2 Contract parking is currently provided Portsmouth Road, Robin Hood, and St Joseph's. Parking is also provided in Lawn Road and Millmead House for staff and visitors to the Council offices. Members of the public are able to park within these car parks at weekends on a Pay & Display / Pay by Phone basis. There are a further 133 contract spaces in Bedford Sheds, Castle Square, Eagle Road, Millmead Court, Palmer & Harvey, Stoke Fields, Stoke Road and Connaught House, that are not available for public use at any time. A breakdown of contract spaces is provided in [Table 14](#).

Table 14. Contract Parking Spaces

| CAR PARK | CONTRACT SPACES |
|-----------------|-----------------|
| Portsmouth Road | 98 |
| Robin Hood | 23 |
| St Joseph's | 71 |
| Lawn Road | 87 |
| Millmead Hous | 23 |
| Bedford Sheds | 35 |
| Castle Square | 7 |
| Eagle Road | 22 |
| Millmead Court | 20 |
| Palmer & Harvey | 5 |
| Stoke Fields | 8 |
| Stoke Road | 11 |
| Connaught House | 25 |
| Total | 435 |

8.5.3 The annual cost of a contract parking space depends on the type of contract. For 2019/20 the prices are as follows:

- Five-day Contract (Monday to Friday): £2,528.19; and
- Six-day Contract (Monday to Saturday): £3,033.64.

8.6 Season Tickets

8.6.1 Season ticket parking is provided within four town centre car parks (Bedford Road MSCP, Farnham Road, Guildford Park and York Road). Season ticket holders are able to utilise any bay within the car park they have purchased a season ticket for, and do not have an allocated space. As such, all spaces in the car parks can also be used by other drivers. [Table 15](#) details the cost of season tickets in each car park and the number of season tickets currently in use (as of November 2019).

Table 15. Season Tickets Price & Quantity

| CAR PARK | TYPE OF TICKET | ANNUAL COST 2019/2020 | QUANTITY |
|-------------------|------------------------------|-----------------------|----------|
| Farnham Road | Five day (Monday to Friday) | £1,964.74 | 214 |
| York Road | Five day (Monday to Friday) | £2,062.94 | 73 |
| York Road | Six day (Monday to Saturday) | £2,475.50 | 5 |
| York Road | Weekend | - | 6 |
| Bedford Road MSCP | Five day (Monday to Friday) | £2,210.65 | 36 |
| Guildford Park | Five day (Monday to Friday) | £1,030.00 | 0 |

8.6.2 Due to redevelopment works currently taking place, season ticket holders at Guildford Park are required to utilise Farnham Road. As of November 2019, there is season ticket availability in Farnham Road and York Road, whilst a waiting list is operational for Bedford Road MSCP.

8.6.3 Season ticket holders can choose their own car park space in each car park. Farnham Road and York Road are pay-on-foot car parks and season ticket holders have a card to use when they enter and exit the car parks. Bedford Road and Guildford Park season ticket holders have a permit, which needs to be displayed in the car.

8.7 Pre-Payment Cards

8.7.1 Pre-payment cards offer an alternative payment mechanism to contract parking and season tickets and can be used in four car parks in the town centre. Cars can be applied for and collected from the Council’s offices. Pre-payment cards offer a 10% discount on the below charges in four car parks:

- **Castle and Tunsgate:** £1.30 per hour or part hour, increasing to £2.00 per hour or part hour after three hours; and
- **Farnham Road and York Road:** £1.00 per hour or part hour.

8.7.2 The card can be used only in the four car parks detailed above. When purchasing a card, a mandatory initial credit of £100 is required to be paid for. The card can then be topped up using pay machines in any of the four car parks, with possible credit values ranging from £20 to £250.

8.8 Parking Permits & Discounts

8.8.1 In general, the Council does not offer specific permits to be used within its car parks. The only exceptions are for some Council employees that are provided with a permit to be used in Lawn Road and in a small section of Millmead Court.

8.8.2 Electric vehicle owners can apply for a Green Parking Permit. This permit is free of charge and gives discounted parking in the following car parks, when parking on a standard bay (not in electric vehicle bays):

- Bedford Road MSCP (two green bays on Level 1 which can only be used by small electric vehicles);
- Bedford Road Surface;
- Commercial Road 2;
- G-Live;
- Leapale Road ;
- Mary Road;
- Millbrook;
- Old Police Station;
- Upper High Street;
- Lawn Road (Saturdays Only);
- Portsmouth Road (Saturdays Only);
- Robin Hood (Saturdays Only); and
- St Joseph's (Saturdays Only).

8.8.3 The Green Parking Permit enables drivers to get three hours free parking in the car parks listed above during the day specified. Drivers need to buy a Pay & Display ticket and the three hour of free parking will be calculated from the expiry of the ticket. The permit allows holders to park without charge every day in Shalford Park. It is noted that the scheme does not apply in the majority of short-stay car parks, on-street Pay & Display parking areas, North Road car park, or on Sundays.

8.9 Expenditure & Income Generation

8.9.1 An overview of expenditure and income generated by Council-operated car parks is set out in [Table 16](#), covering both the 2017-18 and 2018-19 financial periods. Income figures incorporate revenue generated by ticket sales alongside contract and season ticket charges.

Table 16. Annual Car Park Income & Expenditure

| | EXPENDITURE | | INCOME | |
|-------------------------|-------------------|-------------------|--------------------|--------------------|
| | 2017 | 2018 | 2017 | 2018 |
| Audited Car Parks (x23) | £3,326,248 | £3,597,792 | £10,140,842 | £10,079,696 |
| Rural / Other Car Parks | £52,267 | £59,082 | £215,790 | £279,235 |
| Garages | £28,480 | £31,114 | £57,398 | £57,634 |
| Total | £3,406,995 | £3,687,988 | £10,414,030 | £10,416,565 |

8.10 Impact of Parking on Basket Spend

8.10.1 The intercept user survey (**Section 6**) recorded that respondents who identified shopping as their main trip purpose anticipated an average basket spend of £48 per person during their visit whilst parked. This demonstrates that, as well as generating revenue for the Council through ticket sales, town centre off-street parking plays an important role in town centre vitality and retail spend.

8.10.2 It is clear that parking brings considerable value to the town centre, and this should be an important consideration in decisions relating to changes to overall parking supply within Guildford.

8.11 Impact of Increases to Parking Charges

8.11.1 A key objective of the Council is to ensure that parking charges remain favourable in order to ensure users do not instead travel to competing towns such as Kingston upon Thames or Woking. As such, parking charges are anticipated to only rise modestly in 2020-21 and 2021-22. However, it is noted that charges for Council-operated town centre car parks are greater in competing locations including Woking (£1.50 per hour) and Kingston upon Thames (£1.70 to £2.30 per hour).

8.11.2 Given the differences in pricing tariffs between Guildford and other town centre locations, an assessment has been undertaken of potential increases in revenue if charges were to be increased by 10% across car parks. This equates to an increase in charges of between 10p and 20p, depending on the car park and time / day of the week.

8.11.3 Based on the weeks' worth of recorded Pay & Display / Pay by Phone ticket sales data analysed within this report, an uplift of 10% in price would generate an additional £10,700 per week. This equates to over an increase in revenue generation of approximately £550,000 per year, assuming parking patterns would not change and remain consistent across the year. It is noted that this figure excludes revenue associated with the four Pay on Foot car parks for which data is as yet unavailable.

8.11.4 Results of the intercept user survey suggest that the cost of parking is not a primary concern for current car park users, and as such the impact of such an increase on public opinion may be limited, and would keep parking charges lower than in Woking and Kingston upon Thames.

8.12 Management of On-Street Parking

- 8.12.1 GBC manages on-street parking on behalf of Surrey County Council. Town centre on-street parking is located within a Controlled Parking Zone, whereby bays are either dedicated for use by residents, taxis and blue badge holders or are available for parking on a Pay & Display basis.
- 8.12.2 Residents can apply for a parking permit to park in the CPZ within the town centre. Permits are issued with the aim of ensuring residents with access to off-street parking use it to reduce pressure on on-street parking. It is noted that the number of residents' permits issued exceeds the number of parking spaces in a number of the residential areas surrounding the town centre. This is primarily due to the nature of the properties in these area, which have little or no parking, and changing demographics available, often due to people moving or selling their vehicle not cancelling their permit. Alongside residential permits, GBC offers business, carer and operational permits with separate eligibility criteria.
- 8.12.3 Parking bays in the town centre are available to non-residents on a Pay & Display basis. A maximum duration of stay of 30 minutes is permitted in bays closest to the town centre. These are charged at £1 per 30 minutes. Additionally, there are some Pay & Display bays with a maximum stay of two hours, which are charged at 80p per 30 minutes, with a maximum stay of three hours permitted.
- 8.12.4 The majority of on-street parking is controlled between the hours of 08:30 and 18:00, Monday to Saturday (including Bank and Public Holidays). Operational hours extend to 21:00, seven days a week, on Bury Fields, Bury Street, Dene Road, Denmark Road, Eastgate Gardens, Lawn Road and Millmead Terrace. Designated disabled bays and taxi ranks are controlled at all times.

8.13 Enforcement

- 8.13.1 Guildford Parking Policies and Procedure set out the enforcement priorities for the Borough. Enforcement needs to target:
- Vehicles causing a safety issue;
 - Vehicles restricting access and traffic flow (on carriageways or footways where restrictions apply);
 - Vehicles parked in disabled parking spaces without a Blue Badge;
 - Vehicles not displaying a valid permit in permit holders' parking spaces; and
 - Vehicles committing others contraventions which do not comply with the parking orders.
- 8.13.2 Parking enforcement is designed to deter contraventions by drivers and increase compliance with restrictions, not to raise income. To be enforced, formal parking restrictions have to be supported by the correct signage and road markings.
- 8.13.3 GBC, working with the Surrey County Council, carries out regular reviews of parking and restrictions, to ensure they are accurate and appropriate. These reviews include detailed consultation with stakeholders.

8.13.4 There are currently 22 Civil Enforcement Officers (CEOs) which cover Guildford on-street and off-street and Waverley on-street parking. Route patrolling is designed to give the highest coverage of the areas where compliance is most important and at times when it is most appropriate. Enforcement may also be targeted at areas and/or times where there are particular issues. CEOs also regularly check signs and markings.

8.13.5 Two categories of penalty charges are applied. A higher charge of £70 is applied for parking in non-permitted locations, such as yellow lines, disabled parking bays or resident bays, whilst a lower charge of £50 is applied in instances such as vehicles overstaying their purchased duration or not displaying a valid ticket. The charge is discounted by 50% if paid within 14 days.

8.13.6 **Table 17** sets out the number of Penalty Charges Notices (PCN) issued in 2017-2018.

Table 17. Penalty charges issued, 2017/2018

| | PCNs ISSUED | HIGH (£70) | LOW (£50) | FORMAL REPS | PCN CANCELLED |
|------------|-------------|------------|-----------|--------------|---------------|
| On street | 23,885 | 16,539 | 7,346 | 6,612 (28%) | 1,871 (8%) |
| Off street | 10,368 | 1,828 | 8,540 | 3,504 (34%) | 1,651 (16%) |
| Total | 34,253 | 18,367 | 15,886 | 10,116 (30%) | 3,522 (10%) |

8.13.7 The majority of charges are issued for on-street parking locations; however, it is noted that charges issued for off-street parking have a higher rate of formal appeals and consequent cancellations.

8.13.8 Generally, when people do not display their permits or ticket correctly, the penalty notice is cancelled as soon as the person can prove that they have paid or have a permit. Drivers who overstay in a car park, or parking space, have a ten-minute grace period after their permitted parking time has expired before they may be issued with a ticket. The number of cancellations due to errors by CEOs is low.

8.13.9 The “School Parking Watch” was a scheme implemented in 2017 aimed at monitoring the effects of CEO patrols around schools, due to the increased problems with illegal parking being reported. During the period between September 2017 to July 2018, the following were recorded:

- 454 patrols were conducted around (32) Guildford schools,
- 395 penalty charge notices were issued,
- 2,776 cars were asked to move on from various parking restrictions.

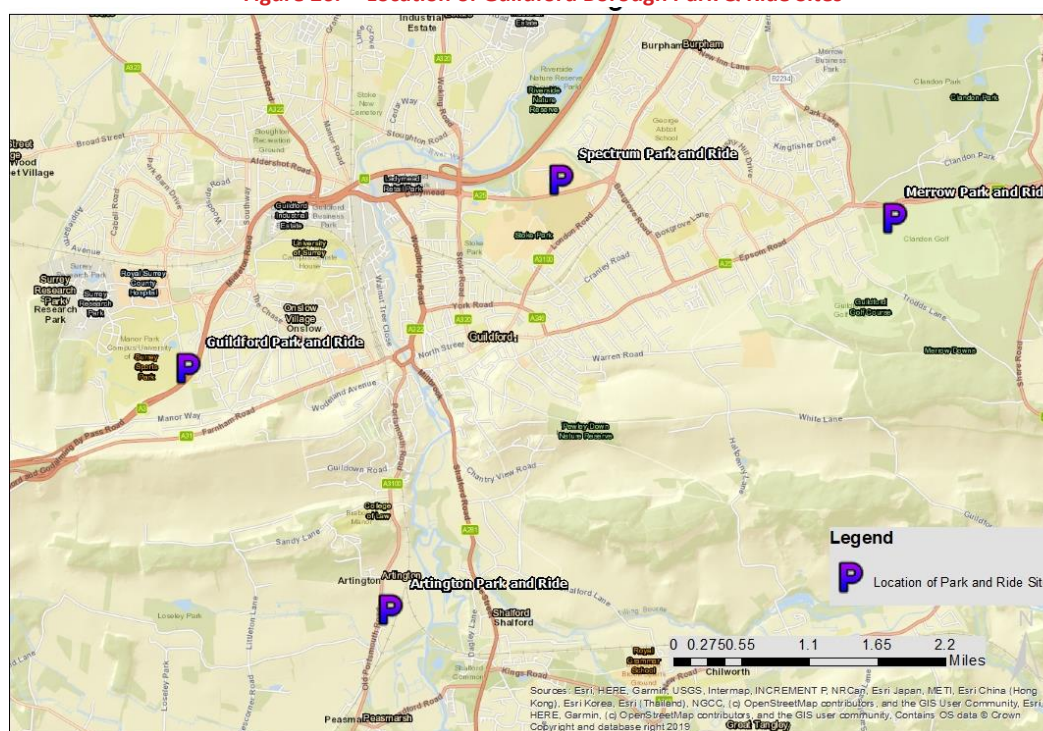
8.13.10 The scheme has been beneficial in recognising problematic areas where enforcement resources should be targeted.

9. PARK & RIDE REVIEW

9.1.1 Guildford currently has a network of four Park & Ride sites, which stand at the core of the “drive to, not through” approach the Council is developing to reduce congestion in the town centre. The following section provides an overview of the existing park and ride sites, including their challenges and opportunities.

9.1.2 The four Park & Ride sites are located at Artington (742 spaces), Merrow (338 spaces), Onslow (550 spaces) and Spectrum (254 spaces although over 1,000 available at the neighbouring leisure complex)¹ They are located outside the town centre in “interceptor” locations along the strategic road network, as shown in **Figure 26**.

Figure 26. Location of Guildford Borough Park & Ride Sites



9.1.3 The aim of Park & Ride is to improve the access to Guildford town centre for people that do not have access to public transport, at the same time trying to reduce the impact of car traffic into the town centre.

9.1.4 Bus connections from the sites to the town centre (by the Friary Shopping Centre) are provided by Stagecoach. As of January 2019, the bus fleet became electric as part of the Council’s aim to reduce emissions and associated pollution. Bus frequency and journey durations from every site are shown in **Table 18**.

¹ A height restriction of two metres applies at the entry of the Artington and Merrow sites.

Table 18. Park & Ride Service Details

| SITE | SERVICE NUMBER | PEAK HOUR FREQUENCY | | | FIRST BUS TO TOWN CENTRE | LAST BUS FROM TOWN CENTRE |
|-----------|----------------|---------------------|------------|------------|--------------------------|---------------------------|
| | | MON-FRI | SAT | SUN | | |
| Spectrum | 100 | 12 minutes | 12 minutes | No service | 07:30 | 23:10 |
| Artington | 200 | 10 minutes | 10 minutes | No service | 07:30 | 19:30 |
| Merrow | 300 | 15 minutes | 15 minutes | No service | 07:30 | 19:35 |
| Onslow | 400 | 15 minutes | 15 minutes | No service | 07:25 | 19:00 |

9.1.5 **Spectrum** Park & Ride is located on the A25, approximately 2.5km to the north of the town centre. The car park is shared with Spectrum Leisure Centre, and it is divided into Short Stay (Zone 1) and Long Stay (Zone 2) which includes the Park & Ride. Services operate between the hours of 07:30 and 23:10, Monday to Friday. Journeys to the town centre take approximately eight minutes, with additional drop-off points located on High Street and North Street, by the library. On Saturdays and Sundays, Spectrum is connected to the town centre via bus route 101, operated by Arriva.

9.1.6 **Artington** Park & Ride is located on the A3100, approximately 3km to the south of the town centre. Services operate between 07:30 and 19:30, Monday to Saturday. The journey to the town centre takes approximately seven minutes, with additional pick-up and drop-off points provided on Portsmouth Road.

9.1.7 **Merrow** Park & Ride is located on the A25, approximately 4km to the east of the town centre. Services are operational between the hours of 07:30 and 19:35, Monday to Saturday. Journey times to the town centre are approximately 12 minutes. Passengers can also board and alight on Epsom Road near Jenner Road (towards the top of the High Street), and on North Street, by the library.

9.1.8 **Onslow** Park & Ride is located adjacent to the A3 (Guildford and Godalming Bypass), approximately 3.5 km to the west of the town centre. Services operate from 07:30 to 19:00, Monday to Saturday and take approximately 15 minutes. Passengers also have the option to board and alight at The Chase / Guildford Cathedral and Guildford Station (on Guildford Park Road).

9.2 Fares

9.2.1 People parking at Park & Ride sites are not charged for parking their vehicle, and instead are charged for their bus ticket. This pricing system makes Park & Ride convenient for

people travelling alone, while it may be more expensive for those travelling in a group compared to use of a town centre car park, where tickets are charged per vehicle parked.

9.2.2 Customers can purchase either return, weekly or monthly tickets with return and weekly price varying across the four sites depending on distance from the town centre, as set out in [Table 19](#). Monthly tickets are charged at £30 across all sites, providing a cheaper option than parking in the town centre for the same period. Holders of an older person's concessionary bus pass are charged a rate of £1 for a day return ticket, whilst holders of a disabled person's concessionary bus pass are able to travel for free after 09:30. Up to two children under 16 years travel free with each fare paying adult, with additional children charged at a reduced fare.

Table 19. Park & Ride Prices by Site

| SITE | RETURN | WEEKLY | MONTHLY |
|-----------|--------|--------|---------|
| Spectrum | £2.40 | £9.60 | £30 |
| Artington | £2.20 | £8.80 | |
| Merrow | £1.80 | £7.20 | |
| Onslow | £1.50 | £6.00 | |

9.2.3 Use of Park & Ride services was originally free for older persons; however, a £1 charge was introduced in November 2015 for concessionary pass holders. Prior to this introduction, approximately 45% of passengers were using concessions on Park & Ride services. The reasoning behind the charge was that pass holders wanting to travel for free could use alternative local bus services to travel between their home and the town centre, rather than using Park & Ride services.

9.2.4 Following the introduction of the charge, patronage of Park & Ride services has fallen; however, revenue generated from fares has increased. This indicates that the reduction in patronage is associated with concessionary pass holders.

9.3 Passenger Numbers & Revenue

9.3.1 Data on passenger numbers and revenue from the service provider Stagecoach highlights the overall success of the Park & Ride scheme, but also demonstrates notable differences in the usage of bus services from the four sites. As shown in [Table 20](#), the most used service overall is from Artington; however, services from Spectrum are most utilised by concessionaries. The data also indicates that services from Onslow are significantly less used in terms of overall passengers and concessionaries.

Table 20. Park & Ride Patronage

| YEAR | SITE/ SERVICE | ANNUAL | | AVERAGE MONTHLY | |
|---|-----------------|----------------|--------------|-----------------|------------|
| | | PASSENGERS | CONCS | PASSENGERS | CONCS |
| Apr 2017 to Mar 2018 (12 months) | 100 - Spectrum | 159,583 | 5,950 | 12,276 | 458 |
| | 200 - Artington | 325,238 | 2,972 | 25,018 | 229 |
| | 300 - Merrow | 210,992 | 2,723 | 16,230 | 209 |
| | 400 - Onslow | 89,753 | 886 | 6,904 | 68 |
| | Total | 785,566 | 6,771 | 60,428 | 964 |
| Apr 2018 to Jan 2019 (10 months 'pro-rata') | 100 - Spectrum | 132,619 | 5,078 | 12,056 | 462 |
| | 200 - Artington | 241,219 | 2,067 | 21,929 | 188 |
| | 300 - Merrow | 164,907 | 1,656 | 14,992 | 151 |
| | 400 - Onslow | 77,137 | 852 | 7,012 | 77 |
| | Total | 615,882 | 9,653 | 55,989 | 878 |

9.3.2 When it comes to cash revenue from the different Park & Ride sites, figures (shown in 0) reflect that the Artington 200 service generates the greatest level of revenue with the Onslow 400 service generating the least.

9.3.3 It is understood that the reason for the low uptake at the Onslow site may be due to its location, and in particular, the access route from the northbound A3, discouraging people from using the facility. In addition, there are concerns that employees and visitors to the Royal Surrey Hospital and Surrey Business Park may be using the car park to avoid parking charges elsewhere as the car park appears to be more utilised than the bus passenger numbers suggest.

9.3.4 **Table 22** details the overall revenue generated from Park & Ride in Guildford. This highlights that the vast majority of revenue (94%) is generated from tickets purchased by cash on buses, with online revenue contributing just under 5%, and concessionary fares and app sales contributing less than 1% each.

Table 21. Revenue from Cash taken on Bus per Service

| YEAR | SITE/ SERVICE | CASH TICKET REVENUE | |
|---------------------------|-----------------|---------------------|----------|
| | | MONTHLY | ANNUAL |
| Apr 2017 - Mar 2018 | 100 - Spectrum | £13,136 | £170,767 |
| | 200 - Artington | £21,712 | £282,252 |
| | 300 - Merrow | £13,359 | £173,668 |
| | 400 - Onslow | £5,726 | £74,443 |
| Apr 2018 - Jan 2019 | 100 - Spectrum | £12,729 | £745,828 |
| | 200 - Artington | £20,540 | £225,942 |
| | 300 - Merrow | £12,843 | £141,276 |
| | 400 - Onslow | £6,089 | £66,974 |

Table 22. Overall Park & Ride Revenue

| | | APR 2017 - MAR 2018 | APR 2018 - JAN 2019 |
|---------|--------------------------|------------------------|------------------------|
| Monthly | Cash Ticket Revenue | £53,933 | £52,201 |
| Annual | Cash Ticket Revenue | £701,131 | £574,213 |
| | Concessionaries Received | £6,771 | £5,213 |
| | Online Revenue | £33,981 | £23,035 |
| | App Revenue | £3,942 | £5,732 |
| | TOTAL REVENUE | £745,828 | £608,254 |
| | De minimus from SCC | £192,010 / year | |

9.3.5 The overall cost of Park & Ride operations between 2016 and 2018 is set out in [Table 23](#) overleaf.

Table 23. Cost of Park & Ride

| FUNDING | 2016-17 | 2017-18 |
|---|-----------------|-----------------|
| Bus contract price (net of fare income) | £308,731 | £227,285 |
| Car park running costs (rent, site maintenance, site guards, general rates and other costs) | £358,558 | £428,754 |
| Total Cost | £667,289 | £656,039 |
| Guildford on-street parking surplus | £594,870 | £670,012 |
| Paid from Guildford on-street parking reserve | £72,419 | £-13,973 |
| Total Funding | £667,289 | £656,039 |

9.3.6 In 2015-16, the bus contract cost net of fare income was £308,731 and this has been reduced in 2017-2018 to £227,285. There was an increase in the site running costs, but overall the cost of running park and ride reduced from £667,289 to £656,039, costs that were all covered from the Guildford on-street parking surplus. Costs are anticipated to continue decreasing over the period to 2020-21.

9.3.7 When splitting the annual costs between the different Park & Ride sites going forward to 2020-21, 45 - 50% are associated with the Onslow site, 32% with the Artington site, 13-16% with the Merrow site and around 7% with the Spectrum site. This again highlights the need for to encourage greater use of Onslow.

10. CAPACITY UTILISATION

10.1 General

10.1.1 In order to estimate the impact of anticipated residential development on future off-street parking demand within Guildford, TEMPro growth factors (from 2019 to 2034) have been applied to current parking occupancy figures. Based on TEMPro projections, vehicular trips made to Guildford are anticipated to increase by 3% between 2019 and 2023, 7% by 2028 and 11% by 2034 (Local Plan period).

10.1.2 Data from the 2011 Census has also been interrogated to estimate increases in vehicle ownership resulting from projected residential growth. Three scenarios have been considered, some excluding large scale development at Wisley Airfield, Gosden Hill Farm and Blackwell Farm. Resultant growth in parking demand of between 5% and 12% between 2019 and 2034 has been identified.

10.1.3 The change in demand for parking provision resulting from the forecast residential growth is set out below in [Table 24](#). It is noted that this does not take into consideration the closure of car parks noted as potential development locations.

Table 24. Car Parking Demand (2034 Future Year Estimates)

| CAR PARK | CAPACITY | CURRENT | FUTURE PREDICTED |
|----------------------|----------|---------|------------------|
| Bedford Road Surface | 68 | Full | Full |
| Bedford Rod MSCP | 1,033 | 81-100% | 81-100% |
| Bright Hill | 118* | Full | Full |
| Castle | 342 | 61-80% | 81-100% |
| Commercial Road | 51 | Full | Full |
| Farnham Road | 913 | 61-80% | 61-80% |
| G-Live | 209 | 61-80% | 61-80% |
| Guildford Park | 398** | 81-100% | 81-100% |
| Lawn Road | 87 | 81-100% | 81-100% |
| Leapale Road | 378 | 31-60% | 61-80% |
| Mary Road | 107 | Full | Full |
| Millbrook | 241 | 61-80% | 61-80% |
| Millmead House | 23 | 61-80% | 61-80% |

| CAR PARK | CAPACITY | CURRENT | FUTURE PREDICTED |
|--------------------|--------------|---------------|------------------|
| North Street | 48 | Full | Full |
| Old Police Station | 58 | Full | Full |
| Portsmouth Road | 98 | 31-60% | 31-60% |
| Robin Hood | 23 | 81-100% | 81-100% |
| Shalford Park | 63 | 81-100% | 81-100% |
| St Josephs | 71 | 31-60% | 61-80% |
| Tunsgate | 64 | Full | Full |
| Upper High Street | 48 | Full | Full |
| Walnut Tree Close | 16 | 61-80% | 81-100% |
| York Road | 595 | 61-80% | 61-80% |
| Total | 4,536 | 61-80% | 81-100% |

10.1.4 There is currently under-utilised provision in some car parks within Guildford, which allows for a level of growth. Whilst the growth will tip demand for individual car parks over capacity, the supply across the area as a whole will mean future growth can be accommodated, this will however require a change in user behaviour from visitors who may currently have a preferred car park they use. The resulting congestion and lack of choice within some car parks could potentially deter trips to the area.

10.2 Car Park Development

10.2.1 Two car parks are currently identified as sites for residential or commercial redevelopment, Bright Hill and Guildford Park. These currently provide a combined total of just under 300 spaces for Pay & Display / Pay by Phone use.

10.2.2 Based on current levels of utilisation, the removal of car parking and associated displacement of users from these locations to other car parks would result in current parking demand approaching the 85% threshold used to determine high occupancy within off-street car parks. This would mean users are likely to have difficulty in finding a space, resulting in vehicles circulating around car parks.

10.2.3 It is noted that when a TEMPro growth factor is applied to current parking demand to assess projected future year parking demand (2034), the loss of these car parks would result in peak parking demand reaching close to 100% occupancy. As such, it is considered that provision of parking, either within these two locations or elsewhere within the town centre, would be required to meet projected future demand.

- 10.2.4 It is recommended that development of further car parks is assessed and confirmed on an individual case by case basis to determine whether provision needs to be re-provided as part of any development proposals. This should take into consideration car park location, proximity to other parking opportunities and public transport accessibility.
- 10.2.5 It is noted that, in order to provide town centre development whilst maintaining public parking provision, there is possibility for development to be provided at some surface-level car parks, whereby the ground floor is utilised to provide publicly accessible car parking. This can also act as a mitigation measure against flooding risk in low lying areas where car parks are currently susceptible to flooding.
- 10.2.6 Development opportunities have been identified at a number of other town centre car parks, with a combined capacity for approximately 1,340 vehicles. This represents almost one third of the Council’s off-street parking stock. It is considered that the loss of this level of parking simultaneously could not be accommodated and would impact upon the vitality of the town centre. In this context, there is a need for re-provision of parking as part of any development proposal. Furthermore, it is important that any development is phased to minimise impact upon parking capacity and occupancy. This would ensure that additional parking supply could be provided to mitigate against the impacts of development coming forward in the mid to long-term.

11. SUMMARY & CONCLUSIONS

11.1 General

11.1.1 Due to differences in the characteristics and nature of parking provided within Guildford, it is likely that different arrangements when it comes to the management and operation of Council car parking provision will be needed. However, the importance of an umbrella policy that allows the Council to effectively manage their car parking provision is also recognised.

11.1.2 It is also important to balance residential, retail and commuter parking demand to ensure adequate provision for all users.

11.2 Key Issues & Opportunities

11.2.1 A number of key issues and opportunities have been identified during the baseline assessment process, which are detailed in turn below.

11.2.2 Whilst the general condition of most Council-operated car parks is fair, there are a number of locations that could be improved in order to provide an even higher quality, safe and secure environment.. However, it is recognised that all car parks operated by the Council have been awarded the Safer Parking Award from the British Parking Association and Association of Chief Police Officers.

11.2.3 There are variances in occupancy levels between car parks; whilst a number of car parks currently operate close to or at capacity, others currently experience significant levels of spare capacity.

11.2.4 Projected future residential, employment and retail growth is likely to increase parking demand within Guildford.

11.2.5 Whilst this study primarily focuses on off-street parking provision, it is important that neither on-street nor off-street parking is considered in isolation. The interplay of on and off-street provision is an important consideration prior to any redevelopment of off-street car parks. The two forms of supply will inevitably interact and an overall reduction in off-street car parking provision may result in changes in behaviour for on-street car parking.

11.2.6 Given the location of Guildford and its role as a commuter location to and from London, it is important that an appropriate balance between short-stay and long-stay commuter parking is met, and changes to the number of short and long-stay car parks may be appropriate. Park & Ride is a potentially appropriate location for long-stay commuter parking, allowing short-stay provision to be enhanced.

11.2.7 A Climate Emergency has been declared by the Council, with a commitment to become carbon-neutral by 2030. It is important that the Parking Strategy recognises this and provides objectives that accord with this commitment, such as provision of EV, encouragement towards Park & Ride alongside active and sustainable travel.

- 11.2.8 The convenient location of car parks has been identified by users as the most important factor when choosing where to park, with almost half of users stating that nothing would encourage them to drive less or park in a different location.
- 11.2.9 As well as generating revenue for the Council through ticket sales, town centre off-street parking plays an important role in town centre vitality and retail spend. Every £1 visitors spend in the car parks supports £18 of expenditure in the local economy. Therefore, in total, the car parks help support around £150-200m of commerce per year. It is important that any changes to overall parking supply within Guildford reflect the value that parking can bring to the town centre.
- 11.2.10 The introduction of Pay on Foot payment systems, as utilised at Castle, Farnham Road, Tunsgate and York Road, may help encourage longer dwell times in car parks, which may also further increase basket spend. However, it is noted that geometric constraints within a number of the multi-storey car parks currently offering Pay & Display mean it is would be impractical to install Pay on Foot mechanisms without significant layout changes.
- 11.2.11 Appropriate provision for disabled blue badge parking across the three locations is important, with the majority of Council-operated car parks incorporating such provision.
- 11.2.12 Improved wayfinding and signage infrastructure can help to improve navigation for visitors and help to identify the location of all car parks. The provision of real-time information, including through utilisation of the GeoMii app, concerning parking availability with individual car parks can provide an enhanced user experience and minimise vehicle dwell times and potential congestion. Additionally, VMS enables drivers travelling into the town centre to make an informed decision about which car park to use. An agreement is in place with SCC to deliver improvements to this.
- 11.2.13 Effective enforcement can help to improve the efficiency and management of parking and minimises incidences of inappropriate parking.

11.3 Formulation of Strategy Objectives

11.3.1 Based on the key issues and opportunities identified and set out above, the following high-level aims have been identified to help form the basis of the final objectives of the parking strategy for Guildford:

- Ensure adequate quality, safety and security of all Council-operated car parks;
- Ensure parking provision facilitates appropriate durations of stay, helping to encourage retail spend in town centres;
- Manage and maximise existing car parking provision to best meet the needs of the local community, considering both short-stay and long-stay parking, local employers and employees, as well as commuters;
- Promote and encourage the Council’s “drive to, not through” objective, which focuses on the provision of Park & Ride sites and reliable public transport connections to the town centre;

- Provide sufficient car parking provision and appropriate management solutions to help meet additional parking demand generated by projected future housing, employment and commercial growth;
- Provide sufficient and appropriately located disabled parking provision;
- Respond to the recently declared Climate Emergency;
- Ensure changes to parking provision do not negatively impact upon revenue generation or town centre vitality;
- Ensure effective enforcement of parking measures to maximise available supply and minimise traffic disruption and congestion on the local highway network; and
- Improve signage and wayfinding infrastructure in the town to facilitate efficient movement of vehicles and pedestrians to and from car parking provision.

1. APPENDIX A: DETAILED CAR PARK AUDITS

1.1 Car Park Audits

1.1.1 This section provides a detailed summary of the audits undertaken at each of the 23 Council-operated car parks within Guildford. Car parks are listed alphabetically within the following section.

Bedford Road MSCP

1.1.2 Bedford Road MSCP is the largest Council-operated car park within Guildford, providing a total of 1,033 standard spaces, two of which are fitted with electric vehicle charging points. In addition, 16 bays are marked and sized for use by blue badge holders and capacity is provided for 20 motorcycles, which can be parked within designated areas free of charge. It is noted that a number of bays are currently suspended due to renovation works within the car park.

1.1.3 The car park is located to the northwest of the town centre, and is situated immediately to the south of Mary Road and north of Bedford Road Surface car park. It is located in close proximity to the County Court, Crown Court, Guildford Police Station and Odeon cinema. It is also in close proximity to the River Wey putting it at flood risk, having recently been flooded in the winter of 2013-14.

1.1.4 Vehicular access and egress is provided through separate entrance and exit points from Laundry Road to the north, with additional vehicular access possible from Bedford Road to the south. Pedestrian access is provided onto Bedford Road and Laundry Road, with a pedestrian bridge providing a direct connection to The Friary Shopping Centre.

1.1.5 Parking (Pay & Display / Pay by Phone) is charged at £1.30 per hour between the hours of 08:00 and 18:00, Monday to Saturday, with a flat charge of £1.00 for stays between 18:00 and 22:00. On Sundays, parking is charged at £1.50 for stays up to three hours and £2.50 for stays between three and six hours.

Table 25. Car Park Audit Data: Bedford Road MSCP

| CRITERIA | DESCRIPTION |
|--------------------|--|
| Size | 1,033 standard spaces (some suspended), 16 disabled spaces, 20 motorcycle spaces, 2 EVCPs |
| Parking Type | Short-Stay |
| Tariffs | Mon to Sat 08:00-18:00 (incl Bank Holidays): £1.30 per hour Mon to Sat 18:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) Sun 17:00-22:00: £1.00 per visit |
| Physical Condition | Varied, generally good. Bays clearly marked, some faded, pedestrian routes colour delineated, some areas inaccessible due to construction works. |

| CRITERIA | DESCRIPTION |
|-------------------|---|
| Safety & Security | Lighting and CCTV coverage across car park |
| Vehicular Access | Bedford Road, Laundry Road |
| Pedestrian Access | Bedford Road, Laundry Road, pedestrian bridge to The Friary Shopping Centre |

1.1.6 The condition of the car park varies between floors; however, it is noted that renovation works are currently taking place with a number of bays temporarily inaccessible. Bay markings are generally clearly marked, although faded in places and the surface quality is good overall. The recent recoating works have addressed any faded marking. Whilst there is minimal natural surveillance from neighbouring properties, with low levels of natural light, each level of the car park is covered by CCTV and adequate levels of lighting. Appropriate signage is provided within and on the approach to the car park.

Figure 27. Bedford Road MSCP



Bedford Road Surface

1.1.7 Bedford Road Surface is a surface-level park, located to the northwest of the town centre and immediately to the south of Bedford Road MSCP. It provides a total of 68 standard spaces, with no additional provision for blue badge holders. No motorcycle parking is provided within the car park. Vehicular and pedestrian access is gained from Bedford Road. There is also pedestrian connection to the footbridge across the River Wey located immediately to the north of the car park. Being close to the River Wey, this car park is at risk of flooding, and was also flooded in the winter of 2013-14.

1.1.8 Parking (Pay & Display / Pay by Phone) is charged at £1.30 per hour between the hours of 08:00 and 18:00, Monday to Saturday, with a flat charge of £1.00 for stays between 18:00 and 22:00. On Sundays, parking is charged at £1.50 for stays up to three hours and £2.50 for stays between three and six hours, between 11:00 and 17:00, with a flat rate of £1.00 for stays between 17:00 and 22:00.

Table 26. Car Park Audit Data: Bedford Road Surface

| CRITERIA | DESCRIPTION |
|--------------------|--|
| Size | 68 standard spaces |
| Parking Type | Short-Stay |
| Tariffs | Mon to Sat 08:00-18:00 (incl Bank Holidays): £1.30 per hour Mon to Sat 18:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) Sun 17:00-22:00: £1.00 per visit |
| Physical Condition | Generally poor surface quality, potholes, faded markings in places |
| Safety & Security | Adequate lighting provision, overlooked, no CCTV |
| Vehicular Access | Bedford Road |
| Pedestrian Access | Bedford Road |

Figure 28. Bedford Road Surface



1.1.9 It is noted that some bay and wayfinding markings are faded in places within the car park, as shown in [Figure 28](#) above. A proportion of parking bays within the car park are

inaccessible due to works, as shown in **Figure 29** below, with the remainder of the car park well utilised during the site audit.

Figure 29. Bedford Road Surface - Works



Bright Hill

1.1.10 Bright Hill is a surface-level car park providing a total of 118 standard spaces and three additional bays marked and sized for use by blue badge holders. However, it is noted that the current capacity of the car park is reduced to 93 standard spaces due to ongoing maintenance issues. It is understood that users unable to park at Bright Hill have relocated to Castle to the south. Bright Hill is located approximately 150m to the northeast of Castle and immediately to the south of Robin Hood car park.

1.1.11 Capacity is provided for five motorcycles, who can park within designated areas free of charge. Vehicular and pedestrian access is gained from Bright Hill, with an additional stepped pedestrian access provided onto Sydenham Road.

Table 27. Car Park Audit Data: Bright Hill

| CRITERIA | DESCRIPTION |
|--------------------|--|
| Size | 118 standard spaces (current capacity 93 due to works), 3 disabled spaces, 5 motorcycle spaces |
| Parking Type | Short-Stay |
| Tariffs | Mon to Sat 08:00-18:00 (incl Bank Holidays): £1.30 per hour Mon to Sat 18:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) Sun 17:00-22:00: £1.00 per visit |
| Physical Condition | Bays marked, generally good surface quality, some bays fenced off due to maintenance issues |
| Safety & Security | Limited lighting and CCTV, minimal overlooking |
| Vehicular Access | Bright Hill |
| Pedestrian Access | Bright Hill, Sydenham Road |

Figure 30. Bright Hill



- 1.1.12 As shown in **Figure 30**, a proportion of parking bays included disabled spaces within Bright Hill are currently fenced off and inaccessible to the public due to maintenance issues. Signage is installed to guide users to nearby car parks. The car park is either closed or operates on a further reduced capacity once a month due to a Farmer’s Market. Signage within the car park advises customers to use Castle or G-Live on these dates.
- 1.1.13 The car park generally has a good surface quality with bays clearly marked, although some markings are faded in places.

Castle

- 1.1.14 Castle is a multi-storey Council-operated car park located on the southern boundary of the town centre. It provides a total of 350 spaces across six floors, including eight spaces marked and sized for use by blue badge holders. It is located approximately 150m to the north of Tunsgate and to the south of Bright Hill car park. Vehicular access is provided from Sydenham Road via an in-out arrangement, with pedestrian access gained from Sydenham Road and Milkhouse Gate.
- 1.1.15 Between the hours of 08:00 and 18:00, Monday to Saturday, parking (Pay on Foot / Pay by Phone) is charged at £1.30 per hour for up to three hours, and £2.00 per hour thereafter. A flat rate of £1.00 is charged for stays between 18:00 and 22:00. On Sundays, parking is charged at £1.50 for stays up to three hours and £2.50 for stays between three and six hours between 11:00 and 17:00, with a flat rate of £1.00 for stays between 17:00 and 22:00.

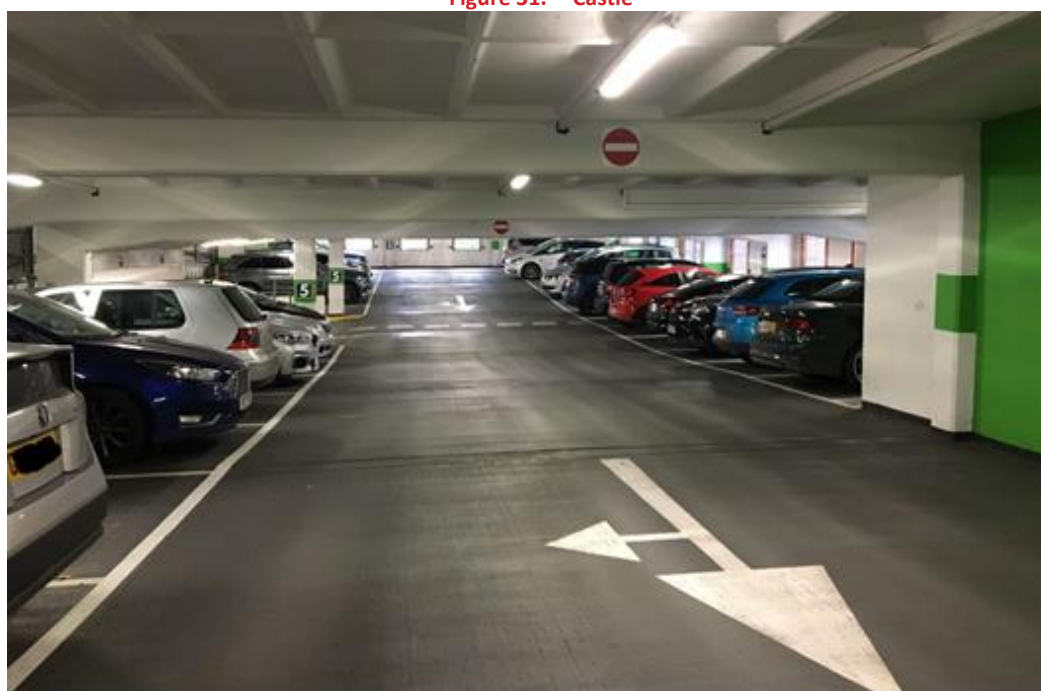
Table 28. Car Park Audit Data: Castle

| CRITERIA | DESCRIPTION |
|--------------------|---|
| Size | 350 standard spaces, 8 disabled spaces |
| Parking Type | Short-Stay |
| Tariffs | Mon to Sat 08:00-18:00 (incl Bank Holidays): £1.30 per hour up to three hours, £2.00 per hour thereafter Mon to Sat 18:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) Sun 17:00-22:00: £1.00 per visit |
| Physical Condition | Generally good |
| Safety & Security | Well lit; CCTV coverage across car park |
| Vehicular Access | Sydenham Road |
| Pedestrian Access | Sydenham Road; Milkhouse Gate |

1.1.16 The car park is in generally good condition, with bays well marked and a good surface quality. The nature of a multi-storey car park means there is a clear and structured layout to parking provision that is easy for users to follow and understand. However, it is noted that manoeuvres within the car park are not easy, with drivers required to go down ramps on the right hand side which can be counter-intuitive compared to usual left hand side driving.

1.1.17 Utilisation of the car park varies across floors, with levels furthest from the vehicular access point less utilised than those closest to the access points. At the time of the audit, there was significant spare capacity on the upper floors of the car park, resulting in spare capacity overall despite lower floors being close to or at full occupancy. Queuing for the car park, particularly at weekends often causes congestion on Sydenham Road.

Figure 31. Castle



Commercial Road (2)

1.1.18 Commercial Road is a surface-level car park located to the north of Guildford’s main shopping area. It provides short-stay parking through 51 standard spaces and one space marked and sized for use by blue badge holders. It is located immediately to the west of Leapale Road and Old Police Station car parks. The car park operates through an in-out arrangement, with separate access and egress points provided on Commercial Road. Pedestrian access is possible from both Commercial Road to the west and Woodbridge Road to the east.

1.1.19 Parking (Pay & Display / Pay by Phone) is charged at £1.30 per hour for up to three hours and £2.00 per hour thereafter, between the hours of 08:00 and 18:00, Monday to Saturday, with a flat charge of £1.00 for stays between 18:00 and 22:00. On Sundays, parking is charged at £1.50 for stays up to three hours and £2.50 for stays between three and six hours between 11:00 and 17:00, and at a flat rate of £1.00 for stays between 17:00 and 22:00.

Table 29. Car Park Audit Data: Commercial Road (2)

| CRITERIA | DESCRIPTION |
|--------------|---|
| Size | 51 standard spaces, 1 disabled space |
| Parking Type | Short-Stay |
| Tariffs | Mon to Sat 08:00-18:00 (incl Bank Holidays): £1.30 per hour up to three hours, £2.00 per hour thereafter Mon to Sat 18:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) Sun 17:00-22:00: £1.00 per visit |

| CRITERIA | DESCRIPTION |
|--------------------|--|
| Physical Condition | Average, fading markings and uneven surface |
| Safety & Security | Overlooked, natural surveillance from bus station, no lighting or CCTV |
| Vehicular Access | Commercial Road |
| Pedestrian Access | Commercial Road and Woodbridge Road |

Figure 32. Commercial Road (2)



- 1.1.20 Commercial Road (2) is generally in a good condition, with a good surface quality and bays and wayfinding signage marked. Whilst the car park is not covered by lighting or CCTV, it is overlooked from neighbouring buildings and the bus station, which enhances the perception of security.

Farnham Road

- 1.1.21 Farnham Road is one of the largest multi-storey car parks operated by the Council, with a total of 913 standard spaces alongside four bays marked and sized for use by blue badge holders. The car park is located to the west of the town centre and is situated in close proximity to Guildford station. Parking (Pay on Foot / Pay by Phone) is charged at £1.00 per hour between 07:00 and 19:00 Monday to Saturday, reducing to 10p per hour after 19:00. On Sundays, a flat rate of £1.50 is charged between the hours of 11:00 and 17:00, and a rate of 10p per hour after 17:00.
- 1.1.22 Vehicles enter and exit the car park via a single access point at ground floor level via Station Access (West), which operates in a two-way arrangement. Pedestrian access can be gained from Farnham Road, at Level 5 of the car park and via the Ground Level for those wanting to access the station.

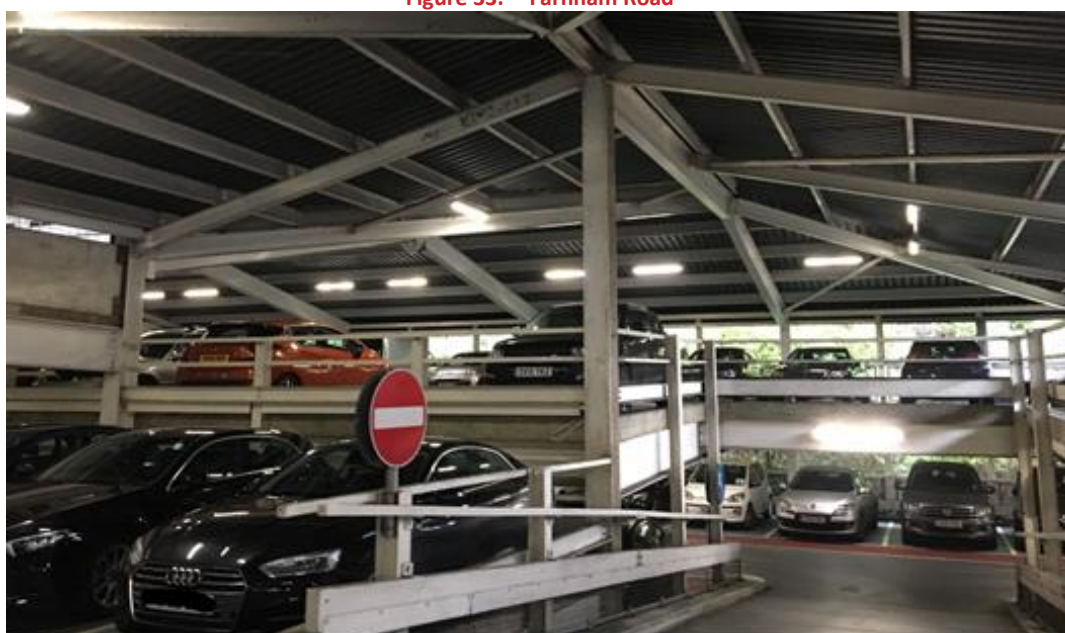
Table 30. Car Park Audit Data: Farnham Road

| CRITERIA | DESCRIPTION |
|--------------------|---|
| Size | 913 standard spaces, 4 disabled spaces |
| Parking Type | Long-Stay |
| Tariffs | Mon to Sat 07:00-19:00 (incl Bank Holidays): £1.00 per hour Mon to Sat 19:00-07:00: 10p per hour Sun 11:00-17:00: £1.50 per visit Sun 17:00 to Mon 07:00: 10p per hour |
| Physical Condition | Good |
| Safety & Security | Good |
| Vehicular Access | Station Access (West) |
| Pedestrian Access | Farnham Road (Car Park Level 5) and Station Access (Ground Level) |

1.1.23 The audit revealed that the car park has a good painted surface which is well maintained. Bays within the car park are clearly marked and of good surface quality. The nature of multi-storey car parks means that there is minimal natural surveillance from neighbouring properties, with low levels of natural light. However, adequate lighting provision covers the car park, which is enhanced by relatively high floor-to-ceiling heights. Given both its location in proximity to Guildford station and the nature of parking provided, it is anticipated that a large proportion of car park users are commuters travelling onwards from the station, particularly on the lower levels.

1.1.24 No dedicated bicycle or motorcycle parking is provided within the car park.

Figure 33. Farnham Road



G Live

1.1.25

G Live is a Council-operated car park associated with the G Live entertainment and community venue, located at the eastern edge of the town centre. The car park is split into two sections, both accessed from Dene Road; a surface-level area is located immediately to the north of G Live, with a second area located within a two-level undercroft area of the Guildford Harbour Hotel. The car park provides a total of 209 standard spaces and 11 spaces marked and sized for use by blue badge holders. Two bays are provided with electric vehicle charging points. Additional private parking is provided for guests of the Guildford Harbour Hotel, with guests advised to use the Council-operated parking when this provision is fully occupied.

Table 31. Car Park Audit Data: G Live

| CRITERIA | DESCRIPTION |
|--------------------|--|
| Size | 209 standard spaces, 11 disabled spaces, 2 EVCPs |
| Parking Type | Short-Stay |
| Tariffs | Mon to Sat 08:00-18:00 (incl Bank Holidays): £1.30 per hour Mon to Sat 18:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) Sun 17:00-22:00: £1.00 per visit |
| Physical Condition | Good, varies between two parking areas, markings clear |
| Safety & Security | Good, high pedestrian footfall, adequate lighting |
| Vehicular Access | Dene Road |
| Pedestrian Access | Dene Road |

Figure 34. G Live



1.1.26 The car park is generally well maintained, with a good surface quality and bays clearly marked, although some markings are faded in places due to heavy usage. Lighting and CCTV coverage extends across the car park. Utilisation of the car park varies between the two sections, with the surface-level area immediately to the north of G Live subject to higher utilisation.

Guildford Park

1.1.27 Guildford Park a surface-level car park located to the west of the town centre, located in relatively close proximity to Guildford station. Vehicular access is gained from Guildford Park Road. It provides 398 standard and two disabled spaces; however, approximately half of the provision is currently closed and inaccessible due to development and construction works. Pedestrian access is provided to the University of Surrey located immediately to the north of the car park.

1.1.28 Parking (Pay & Display / Pay by Phone) is charged at a flat rate of £5.00 per visit Monday to Friday, with charges operational between 08:00 and 18:00. A flat rate of £1.00 per visit is charged on Saturdays, with parking free on Sundays.

Table 32. Car Park Audit Data: Guildford Park

| CRITERIA | DESCRIPTION |
|--------------|--|
| Size | 398 standard spaces, 2 disabled spaces (current capacity approximately 200 due to works) |
| Parking Type | Long-Stay |
| Tariffs | Mon to Fri 08:00-18:00 (incl Bank Holidays): £5.00 per visit Sat 08:00-18:00: £1.00 per visit |

| CRITERIA | DESCRIPTION |
|--------------------|---|
| | Sun: Free |
| Physical Condition | Bay markings faded in places, limited surface quality |
| Safety & Security | Lighting and CCTV coverage |
| Vehicular Access | Guildford Park Road |
| Pedestrian Access | Guildford Park Road |

Figure 35. Guildford Park



1.1.29 As previously noted, the car park is currently undergoing significant development works, reducing the capacity of the car park. Currently accessible parking was well utilised at the time of the audit. The surface quality of the car park is reduced as a result of these works. Sufficient levels of lighting cover the car park.

1.1.30 Given both its location in proximity to both Guildford station and the University of Surrey alongside the type of parking provided, it is anticipated that a large proportion of car park users are commuters travelling onwards from the station or students / visitors to the university.

Lawn Road

1.1.31 Lawn Road is a surface level Council-operated car park providing 87 standard spaces, two of which are fitted with electric vehicle charging points. No spaces are marked and sized for use by blue badge holders. Vehicular and pedestrian access is provided from Bury Fields, with pedestrian access also possible via Millmead.

1.1.32 The car park is associated with the Council's offices, and as such its use is limited to contract use and permit holders only on weekdays. It is accessible to the public at weekends, with parking (Pay & Display / Pay by Phone) charged at £1.30 per hour on

Saturdays and £1.50 for stays up to three hours and £2.50 for stays up to six hours on Sundays.

Table 33. Car Park Audit Data: Lawn Road

| CRITERIA | DESCRIPTION |
|--------------------|---|
| Size | 107 standard spaces, 2 EVCPs |
| Parking Type | Contract Parking (Weekdays); Short-Stay Weekends |
| Tariffs | Mon to Fri: Permit Holders Only (Contract Parking) Sat (& Bank Holidays) 08:00-18:00: £1.30 per hour Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) |
| Physical Condition | Generally good, bays clearly marked |
| Safety & Security | Overlooked by Council offices |
| Vehicular Access | Bury Fields |
| Pedestrian Access | Bury Fields & Millmead |

1.1.33 The audit identified that Lawn Road is generally of good quality, with a fairly well maintained surface and bays clearly marked. Adequate lighting and CCTV provision cover the car park, with natural surveillance enhanced through overlooking from the Council’s offices.

Leapale Road

1.1.34 Leapale Road is a multi-story car park located at the northern edge of the town centre with a total of 378 standard bays alongside six marked and sized for use by blue badge holders. The car park is one of the largest operated by the Council in Guildford. It is located to the east of Commercial Road (2) and Old Police Station, and to the north of North Street. Vehicular access is provided from Leapale Road, with separate entrance and exits provided, whilst pedestrian access can be gained from both Leapale Road and Haydon Place.

1.1.35 Parking (Pay & Display / Pay by Phone) is charged at £1.30 per hour for up to three hours, and £2.00 per hour thereafter, Monday to Saturday, with a flat rate of £1.00 charged for stays between 18:00 and 22:00. On Sundays, parking is charged at £1.50 for stays up to three hours and £2.50 for stays between three and six hours between 11:00 and 17:00, with a flat rate of £1.00 for stays between 17:00 and 22:00.

Table 34. Car Park Audit Data: Leapale Road

| CRITERIA | DESCRIPTION |
|--------------|--|
| Size | 378 standard spaces, 6 disabled spaces |
| Parking Type | Short-Stay |

| CRITERIA | DESCRIPTION |
|--------------------|---|
| Tariffs | Mon to Sat 08:00-18:00 (incl Bank Holidays): £1.30 per hour up to three hours, £2.00 per hour thereafter Mon to Sat 18:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) Sun 17:00-22:00: £1.00 per visit |
| Physical Condition | Poor, bay markings faded, good surface quality |
| Safety & Security | Lighting and CCTV coverage |
| Vehicular Access | Leapale Road |
| Pedestrian Access | Leapale Road and Haydon Place |

1.1.36 Lighting and CCTV is provided across the car park, including on the upper open-air floor. The nature of a multi-storey car park means there is a clear and structured layout to the parking provision that is easy for users to follow and understand.

1.1.37 Utilisation of the car park varies across floors, with the lower levels more heavily utilised than the upper levels. At the time of the audit, there was significant spare capacity on the upper floors of the car park, with no cars parked on the top three levels. However, lower floors were close to, or at full occupancy, with two levels fully occupied.

Figure 36. Leapale Road



Mary Road

1.1.38 Mary Road is a surface-level car park located to the northwest of the town centre. It is situated immediately to the north of Bedford Road MSCP and in close proximity to the County Court, Crown Court and Guildford Police Station. The car park provides short-stay

parking through 107 standard spaces, with no dedicated parking provided for blue badge holders or motorcycles.

1.1.39 Parking (Pay & Display / Pay by Phone) is charged at £1.30 per hour between the hours of 08:00 and 18:00, Monday to Saturday, with a flat charge of £1.00 for stays between 18:00 and 22:00. On Sundays, parking is charged at £1.50 for stays up to three hours and £2.50 for stays between three and six hours between 11:00 and 17:00, and at a flat rate of £1.00 for stays between 17:00 and 22:00.

1.1.40 Vehicular access is provided from Mary Road, with vehicles exiting onto Bedford Road. Pedestrian access can be gained from Bedford Road, Laundry Road and Mary Road.

Table 35. Car Park Audit Data: Mary Road

| CRITERIA | DESCRIPTION |
|--------------------|--|
| Size | 107 standard spaces |
| Parking Type | Short-Stay |
| Tariffs | Mon to Sat 08:00-18:00 (incl Bank Holidays): £1.30 per hour Mon to Sat 18:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) Sun 17:00-22:00: £1.00 per visit |
| Physical Condition | Good surface, markings clear |
| Safety & Security | Limited lighting and CCTV coverage, high turnover of vehicles provides natural surveillance |
| Vehicular Access | Mary Road and Bedford Road |
| Pedestrian Access | Laundry Road, Mary Road and Bedford Road |

1.1.41 Mary Road is in excellent condition, with a well maintained surface throughout and clear bay markings. It is noted that there is no lighting provision within the car park; however, on-street provision on surrounding roads provides cover across the car park in night hours. The car park is well utilised and is subject to a high turnover of vehicles, and was full at the time of the audit with vehicles waiting for a space to become available.

Figure 37. Mary Road



Millbrook

1.1.42 Millbrook is a surface level car park located to the south of the town centre. It provides a total of 241 standard spaces, alongside three spaces marked and sized for use by blue badge holders and capacity for three motorcycles, who can park within designated areas free of charge. Two electric vehicle charging points are provided within the car park. Vehicular and pedestrian access is gained from Millbrook at the northeastern end of the car park, with an additional stepped pedestrian access provided onto Millbrook at the car park's southern end. The car park's proximity to the River Wey makes it vulnerable to flooding.

Table 36. Car Park Audit Data: Millbrook

| CRITERIA | DESCRIPTION |
|--------------------|--|
| Size | 241 standard spaces, 3 disabled spaces, 3 motorcycle spaces, 2 EVCPs |
| Parking Type | Short-Stay |
| Tariffs | Mon to Sat 08:00-18:00 (incl Bank Holidays): £1.30 per hour Mon to Sat 18:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) Sun 17:00-22:00: £1.00 per visit |
| Physical Condition | Generally good; bay markings clear; foliage in places |
| Safety & Security | Overlooked by regular car hand wash attendants |
| Vehicular Access | Millbrook |
| Pedestrian Access | Millbrook |

1.1.43 The audit revealed the car park to be of a good quality, with a fairly well maintained surface. One standard parking bay was inaccessible due to building materials. Hoarding associated with construction of The Boathouse development is located at the southwestern end of the car park. Adequate lighting and CCTV provision covers the car park, with natural surveillance enhanced through a number of car cleaners working within the car park.

Figure 38. Millbrook



North Street

1.1.44 North Street is a roadside car park that runs alongside the southern boundary of North Street, with bays angled perpendicular to the carriageway between Jeffries Passage to the east and Swan Lane to the west. It provides 48 standard spaces alongside one additional bay marked and sized for use by blue badge holders and capacity for eight motorcycles, who can park in designated areas free of charge.

1.1.45 Parking is charged at a flat rate of £1.00 between 08:00 and 18:00, Monday to Thursday, with a maximum stay of 30 minutes permitted. Between 18:00 and 22:00, a flat rate of £1.00 is charged with no minimum stay. Parking is not permitted on Fridays or before 20:00 on Saturdays due to the weekend market, with a flat rate of £1.00 charged after 20:00. On Sundays, parking is charged at £1.00 per 30 minutes between 11:00 and 17:00, with no maximum stay, and £1.00 per stay between 17:00 and 22:00.

Table 37. Car Park Audit Data: North Street

| CRITERIA | DESCRIPTION |
|--------------------|---|
| Size | 48 standard spaces, 1 disabled space, 8 motorcycle spaces |
| Parking Type | Short-Stay |
| Tariffs | Mon to Thurs 08:00-18:00 (incl Bank Holidays): £1.00 (max stay 30 mins) Mon to Thurs 18:00-22:00: £1.00 per visit Sat 20:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.00 per 30 minutes Sun 17:00-22:00: £1.00 per visit |
| Physical Condition | Bays clearly marked, good surface quality |
| Safety & Security | Lighting and CCTV coverage, high turnover of vehicles provides natural surveillance, overlooking from retail units |
| Vehicular Access | North Street |
| Pedestrian Access | North Street |

Figure 39. North Street



1.1.46 Given its location and layout, North Street effectively operates as on-street parking provision. The maximum duration of stay enforced on weekdays results in a high turnover of vehicles. Bays are clearly marked and of a good surface quality. At the time of the audit,

10 bays were temporarily suspended, with the remainder fully occupied. Parking is overlooked by commercial properties fronting North Street, with high levels of footfall providing natural surveillance and enhancing perceptions of security.

Old Police Station

- 1.1.47 Old Police Station is a surface-level car park located to the north of Guildford’s main shopping area. It is situated immediately to the west of Leapale Road and to the east of Commercial Road (2). A total of 58 standard spaces, four spaces marked and sized for use by blue badge holders and three motorcycle parking spaces are provided.
- 1.1.48 The car park operates through an in-out arrangement, with vehicular access provided from Leapale Road to the east and egress onto Woodbridge Road to the west. Pedestrian access is possible from both Leapale Road and Woodbridge Road.
- 1.1.49 Parking (Pay & Display / Pay by Phone) is charged at £1.30 per hour for up to three hours and £2.00 per hour thereafter between the hours of 08:00 and 18:00, Monday to Saturday, with a flat charge of £1.00 for stays between 18:00 and 22:00. On Sundays, parking is charged at £1.50 for stays up to three hours and £2.50 for stays between three and six hours between 11:00 and 17:00, and at a flat rate of £1.00 for stays between 17:00 and 22:00. Motorcycles can be parked in designated areas free of charge.

Table 38. Car Park Audit Data: Old Police Station

| CRITERIA | DESCRIPTION |
|--------------------|---|
| Size | 58 standard spaces, 4 disabled spaces, 3 motorcycle spaces |
| Parking Type | Short-Stay |
| Tariffs | Mon to Sat 08:00-18:00 (incl Bank Holidays): £1.30 per hour up to three hours, £2.00 per hour thereafter Mon to Sat 18:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) Sun 17:00-22:00: £1.00 per visit |
| Physical Condition | Fading markings and uneven surface |
| Safety & Security | No dedicated lighting / CCTV but well overlooked |
| Vehicular Access | Leapale Road (access), Woodbridge Road (egress) |
| Pedestrian Access | Leapale Road and Woodbridge Road |

- 1.1.50 Old Police Station is in an average condition, with bay markings faded in places and localised areas of a poor surface quality. The car park is not covered by lighting or CCTV; however, it is overlooked from neighbouring buildings which can help to enhance perception of security.

Figure 40. Old Police Station



Portsmouth Road

- 1.1.51 Portsmouth Road is a surface level Council-operated car park providing a total of 98 standard spaces. No spaces are marked and sized for use by blue badge holders. The car park is accessible to the public at weekends and after 18:00 on weekdays only, with the car park providing contract parking only until 18:00 on weekdays. Capacity is provided for 12 motorcycles, which can be parked within designated areas free of charge.
- 1.1.52 Portsmouth Road is located in the town centre and is bound by Onslow Street to the north, Park Street to the east, High Street to the south and the River Wey to the west, making it susceptible to flooding. Vehicular access is gained from High Street at the car park's southern boundary, whilst pedestrian access can be gained from both High Street to the south and via an underpass to the north, which also provides access to the station.

Table 39. Car Park Audit Data: Portsmouth Road

| CRITERIA | DESCRIPTION |
|--------------------|--|
| Size | 98 standard spaces, 12 motorcycle spaces |
| Parking Type | Contract Parking (Weekday Daytime); Short-Stay Evenings & Weekends |
| Tariffs | Mon to Fri until 18:00: Permit Holders Only (Contract Parking) Sat (& Bank Holidays) 08:00-18:00: £1.30 per hour Mon to Sat 18:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) Sun 17:00-22:00: £1.00 per visit |
| Physical Condition | Generally good, some markings faded |
| Safety & Security | On-street lighting covers car park, CCTV |

| CRITERIA | DESCRIPTION |
|-------------------|------------------------------------|
| Vehicular Access | High Street |
| Pedestrian Access | High Street & Pedestrian Underpass |

1.1.53 As shown in **Figure 41**, the car park is in a generally good condition. Bays are marked, although slightly faded in localised places, and the car park has a good surface quality. It is noted that there is sufficient lighting coverage across the car park, with additional on-street provision on surrounding streets providing enhanced coverage. The heavily trafficked nature of Park Street also provides an element of natural surveillance, enhancing perceptions of security. CCTV coverage is also installed within the car park.

Figure 41. Portsmouth Road



Robin Hood

1.1.54 Robin Hood is a surface level Council-operated car park located on the southern boundary of the town centre, situated adjacent to the Robin Hood public house. It is located immediately to the north of Bright Hill and to the east of Castle and Tunsgate, and provides 23 standard spaces. No spaces are marked and sized for use by blue badge holders. The car park is accessible to the public at weekends only, with the car park providing contract parking only on weekdays.

1.1.55 Some spaces are currently inaccessible to the public due to works. Vehicular and pedestrian access is provided from Sydenham Road.

Table 40. Car Park Audit Data: Robin Hood

| CRITERIA | DESCRIPTION |
|--------------------|---|
| Size | 23 standard spaces (4 spaces closed for works) |
| Parking Type | Contract Parking (Weekdays); Short-Stay Weekends |
| Tariffs | Mon to Fri: Permit Holders Only (Contract Parking) Sat (& Bank Holidays) 08:00-18:00: £1.30 per hour Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) |
| Physical Condition | Good, bays marked, surface quality smooth |
| Safety & Security | No lighting or CCTV, on-street lighting covers car park |
| Vehicular Access | Sydenham Road |
| Pedestrian Access | Sydenham Road |

1.1.56 The car park is in generally good condition. Bays are well marked, although slightly faded in localised places, and the car park has a good surface quality. It is noted that there is limited lighting provision within the car park; however, on-street provision on Sydenham Road may cover parts of the car park in night hours.

Figure 42. Robin Hood



Shalford Park

1.1.57 Shalford Park is a surface level Council-operated car park located to the south of the town centre. The car park provides 63 standard spaces and three spaces sized and marked for use by blue badge holders. Vehicular and pedestrian access is gained from Shalford Road. The car park is closed at weekends, and offers Pay & Display parking during the week, charged at £3.20 per visit between 08:00 and 18:00, with stays free between 18:00 and 22:00.

Table 41. Car Park Audit Data: Shalford Park

| CRITERIA | DESCRIPTION |
|--------------------|---|
| Size | 63 standard spaces, 3 disabled spaces |
| Parking Type | Long-Stay |
| Tariffs | Mon to Fri 08:00-18:00 (incl Bank Holidays): £3.20 per visit Mon to Fri 18:00-22:00: Free Sat & Sun: Closed |
| Physical Condition | Generally clearly defined bays, foliage from overhanging trees |
| Safety & Security | Lighting coverage, lack of overlooking and natural surveillance |
| Vehicular Access | Shalford Road |
| Pedestrian Access | Shalford Road, Dagley Lane, Shalford Park |

1.1.58 The car park is generally well maintained, with a good surface quality and bays clearly marked. The presence of seasonal foliage reduces surface quality in places, as seen in [Figure 43](#). Adequate lighting is provided within the car park. It is noted that free parking is provided immediately adjacent to charged provision, potentially leading to confusion for users as to whether a ticket needs to be purchased. At the time of the audit, two cars were parked on the grass fields located adjacent to the car park.

Figure 43. Shalford Park



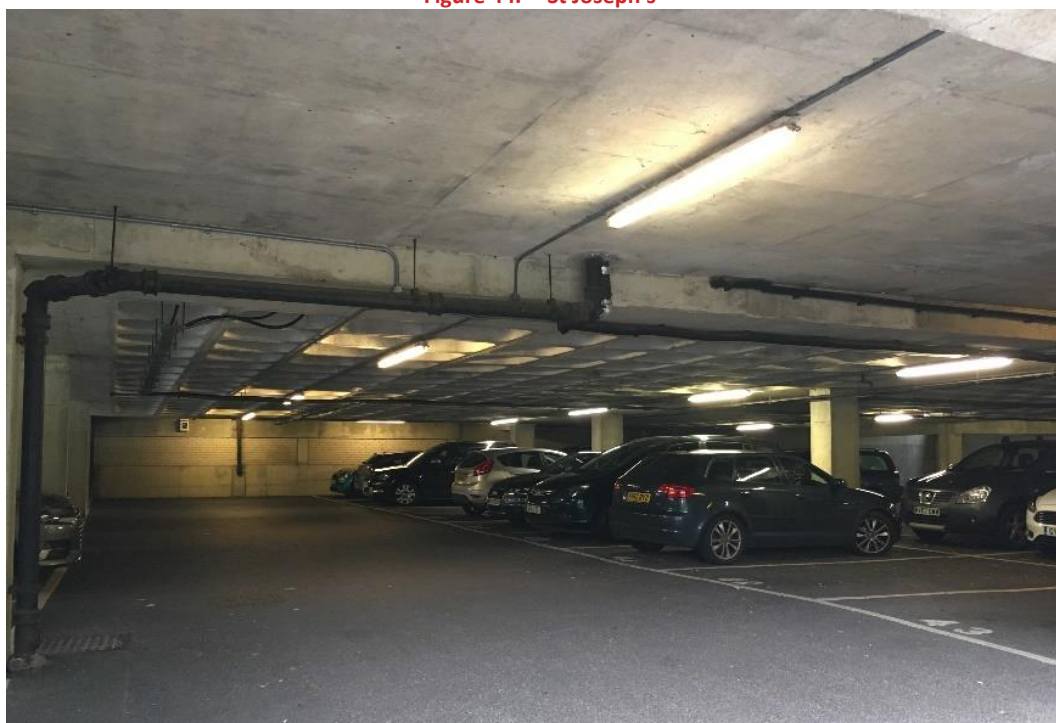
St Joseph's

1.1.59 St Joseph's is a single-level car park, located adjacent to and underneath St Joseph's Church. It is located to the north of G Live and east of York Road. The car park is accessible to the public at weekends only, with the car park providing contract parking only on weekdays. It provides 71 standard spaces, with no spaces marked and sized for use by blue badge holders. Vehicular and pedestrian access is provided from Denmark Road.

Table 42. Car Park Audit Data: St Joseph's

| CRITERIA | DESCRIPTION |
|--------------------|---|
| Size | 71 standard spaces |
| Parking Type | Contract Parking (Weekdays); Short-Stay Weekends |
| Tariffs | Mon to Fri: Permit Holders Only (Contract Parking) Sat (& Bank Holidays) 08:00-18:00: £1.30 per hour Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) |
| Physical Condition | Generally good, some wear outdoors |
| Safety & Security | Limited lighting and overlooking, no CCTV coverage |
| Vehicular Access | Denmark Road |
| Pedestrian Access | Denmark Road |

Figure 44. St Joseph's



- 1.1.60 Ten additional private parking spaces are provided for use by St Joseph's Church adjacent to the main car park. Bays are generally well marked, although faded in places. Low floor to ceiling heights in the undercroft parking area may reduce the sense of security; however, there is sufficient lighting provision to mitigate against this.

Tunsgate

- 1.1.61 Tunsgate is located within the town centre and is associated with Tunsgate Quarter, a recently redeveloped retail-led centre. One of the smaller car parks in Guildford, it provides 64 standard bays. The car park was subject to a series of improvement works as part of the redevelopment of the shopping centre and as such was closed between September 2016 and June 2018.
- 1.1.62 It is located approximately 150m to the south of Castle car park. Vehicular and pedestrian access is provided from Castle Street, with internal pedestrian stair and lift access also provided directly into Tunsgate Quarter.
- 1.1.63 Between the hours of 08:00 and 18:00, Monday to Saturday, parking (Pay on Foot / Pay by Phone) is charged at £1.30 per hour for up to three hours, and £2.00 per hour thereafter. A flat rate of £1.00 is charged for stays between 18:00 and 22:00. On Sundays, parking is charged at £1.50 for stays up to three hours and £2.50 for stays between three and six hours between 11:00 and 17:00, with a flat rate of £1.00 for stays between 17:00 and 22:00.

Table 43. Car Park Audit Data: Tunsgate

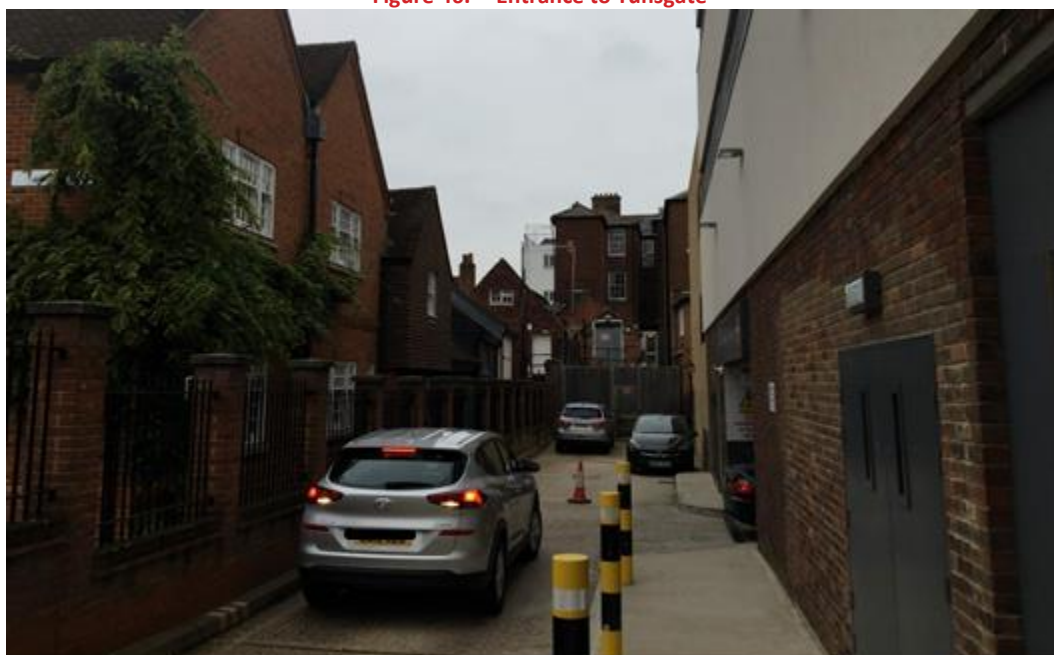
| CRITERIA | DESCRIPTION |
|--------------------|---|
| Size | 64 standard spaces |
| Parking Type | Short-Stay |
| Tariffs | Mon to Sat 08:00-18:00 (incl Bank Holidays): £1.30 per hour up to three hours, £2.00 per hour thereafter Mon to Sat 18:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) Sun 17:00-22:00: £1.00 per visit |
| Physical Condition | Good, bays clearly marked, good surface quality |
| Safety & Security | Lighting and CCTV coverage, high turnover of vehicles provides natural surveillance |
| Vehicular Access | Castle Street |
| Pedestrian Access | Castle Street, internal access to Tunsgate Quarter |

Figure 45. Tunsgate



1.1.64 Tunsgate is of excellent quality, predominantly as a result of its recent renovation associated with the redevelopment of the shopping centre. It has a well maintained surface and clear bay markings. Lighting and CCTV cover the car park. It is noted that access to the car park is barrier controlled, with vehicles only able to enter when there is a spare parking space available. At the time of the audit, the car park was full with vehicles queuing outside waiting for a space, as shown in [Figure 46](#).

Figure 46. Entrance to Tunsgate



Upper High Street

- 1.1.65 Upper High Street is a surface-level car park located within the town centre, immediately to the north of High Street and in close proximity to a number of commercial units and restaurants. It provides a total of 48 standard spaces and one bay marked and sized for use by blue badge holders. No dedicated motorcycle parking is provided. Vehicular and pedestrian access is gained from Eastgate Gardens.
- 1.1.66 Between the hours of 08:00 and 18:00, Monday to Saturday, parking (Pay & Display / Pay by Phone) is charged at £1.30 per hour for up to three hours, and £2.00 per hour thereafter. Between 18:00 and 22:00, a flat rate of £1.00 is applicable. On Sundays, parking is charged at £1.50 for stays up to three hours and £2.50 for stays between three and six hours between 11:00 and 17:00, with a flat rate of £1.00 for stays between 17:00 and 22:00.

Table 44. Car Park Audit Data: Upper High Street

| CRITERIA | DESCRIPTION |
|--------------------|---|
| Size | 48 standard spaces, 1 disabled space |
| Parking Type | Short-Stay |
| Tariffs | Mon to Sat 08:00-18:00 (incl Bank Holidays): £1.30 per hour up to three hours, £2.00 per hour thereafter Mon to Sat 18:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) Sun 17:00-22:00: £1.00 per visit |
| Physical Condition | Good; bays well marked, smooth surface quality |

| CRITERIA | DESCRIPTION |
|-------------------|--|
| Safety & Security | Overlooking from properties fronting High Street |
| Vehicular Access | Eastgate Gardens |
| Pedestrian Access | Eastgate Gardens |

Figure 47. Upper High Street



- 1.1.67 The car park is in a good condition, with bays clearly marked and a good surface quality. It is also overlooked by properties fronting High Street, and natural surveillance associated with the high turnover of vehicles enhances perceptions of security. Given its town centre location and proximity to a number of local facilities and services, Upper High Street is a popular car park and it was full at the time of the audit. A number of cars were circulating within the car park whilst waiting for a space.

Walnut Tree Close

- 1.1.68 Walnut Close is a surface-level car park located to the north of the town centre. It is the smallest Council-operated car park, with 16 standard spaces and one marked and sized for use by blue badge holders. Pedestrian and vehicular access is provided from Woodbridge Meadows. Walnut Tree Close provides Pay & Display parking during the week, charged at £3.20 per visit between 08:00 and 18:00, with stays free after 18:00. Parking is not charged at weekends.

Table 45. Car Park Audit Data: Walnut Tree Close

| CRITERIA | DESCRIPTION |
|--------------------|---|
| Size | 16 standard spaces, 1 disabled space |
| Parking Type | Long-Stay |
| Tariffs | Mon to Fri 08:00-18:00 (incl Bank Holidays): £3.20 per visit Mon to Fri 18:00-22:00: Free Sat & Sun: Free |
| Physical Condition | Adequate marking and surface |
| Safety & Security | Limited overlooking, lighting or natural surveillance; no CCTV |
| Vehicular Access | Woodbridge Meadows |
| Pedestrian Access | Woodbridge Meadows |

York Road

- 1.1.69 York Road is a multi-storey car park located at the northeastern end of the town. With a total of 595 standard bays and ten marked and sized for use by blue badge holders across eleven floors, it is one of the largest Council-operated car parks in Guildford. Vehicular access is provided from a dedicated carriageway, connecting to Denmark Road and York Road. A pedestrian route also provides a direct connection to Chertsey Street.
- 1.1.70 Pay on Parking (Pay on Foot / Pay by Phone) is charged at £1.30 per hour between the hours of 08:00 and 18:00, Monday to Saturday, with a flat charge of £1.00 for stays between 18:00 and 22:00. On Sundays, parking is charged at £1.50 for stays up to three hours and £2.50 for stays between three and six hours between 11:00 and 17:00, with a flat rate of £1.00 for stays between 17:00 and 22:00.

Table 46. Car Park Audit Data: York Road

| CRITERIA | DESCRIPTION |
|--------------------|--|
| Size | 595 standard spaces; 10 disabled spaces |
| Parking Type | Short-Stay |
| Tariffs | Mon to Sat 08:00-18:00 (incl Bank Holidays): £1.30 per hour Mon to Sat 18:00-22:00: £1.00 per visit Sun 11:00-17:00: £1.50 (up to 3 hrs), £2.50 (3 hrs to 6 hrs) Sun 17:00-22:00: £1.00 per visit |
| Physical Condition | Adequate marking and lighting |
| Safety & Security | Lighting, CCTV coverage, limited overlooking |
| Vehicular Access | York Road / Denmark Road |

| CRITERIA | DESCRIPTION |
|-------------------|--|
| Pedestrian Access | York Road / Denmark Road and Chertsey Street |

Figure 48. York Road



- 1.1.71 Utilisation of York Road varies across floors, with lower levels generally more utilised than upper levels. Bay markings are generally clear, although faded in places, and the surface quality is good overall. There is minimal natural surveillance given the multi-storey nature of the car park. Each level of the car park is covered by CCTV and adequate levels of lighting.

2. APPENDIX B: DETAILED INTERCEPT USER SURVEY RESULTS

2.1 General

2.1.1 This section sets out analysis of the intercept user survey for each of the six surveyed car parks, with car parks listed in alphabetical order.

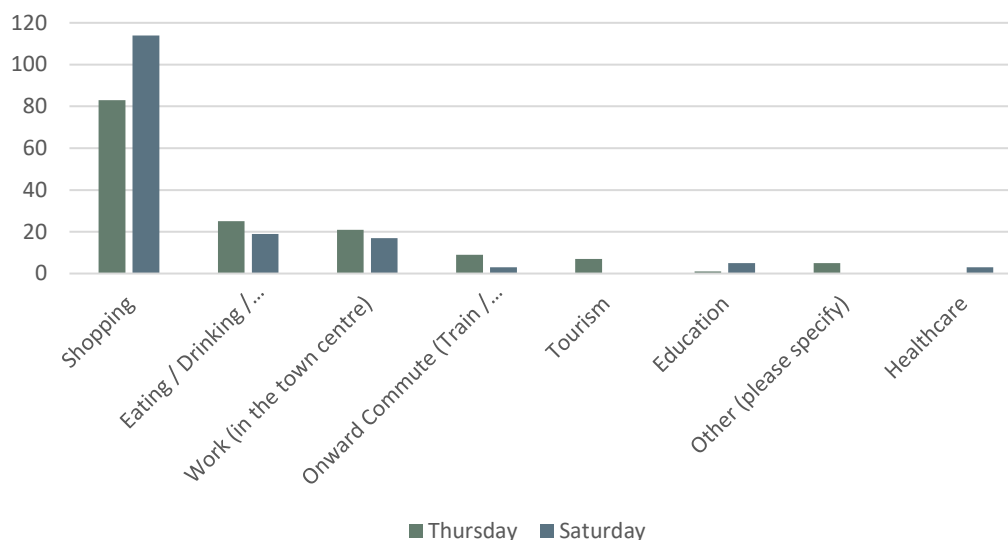
2.2 Bedford Road Survey Results

2.2.1 A total of 312 responses were recorded at Bedford Road MSCP (151 on Thursday and 161 on Saturday). Bedford Road car park is a multi-storey car park on the edge of the town centre. It is the largest car park in Guildford with 1,033 standard spaces, 16 disabled spaces and two electric vehicle spaces. In addition, there are 20 motorcycle parking spaces, where you can park without charge. Vehicular access is provided from Bedford Road and Laundry Road.

Trip Purpose

2.2.2 The majority of trips recorded at Bedford Road are made for shopping purposes, with 55% and 71% of respondents identifying this as their primary trip purpose on Thursday and Saturday respectively. Across the two survey days combined, 14% of trips were primarily made for Eating / Drinking / Entertainment purposes, with 12% for work within the town centre.

Figure 49. Trip Purpose, Bedford Road



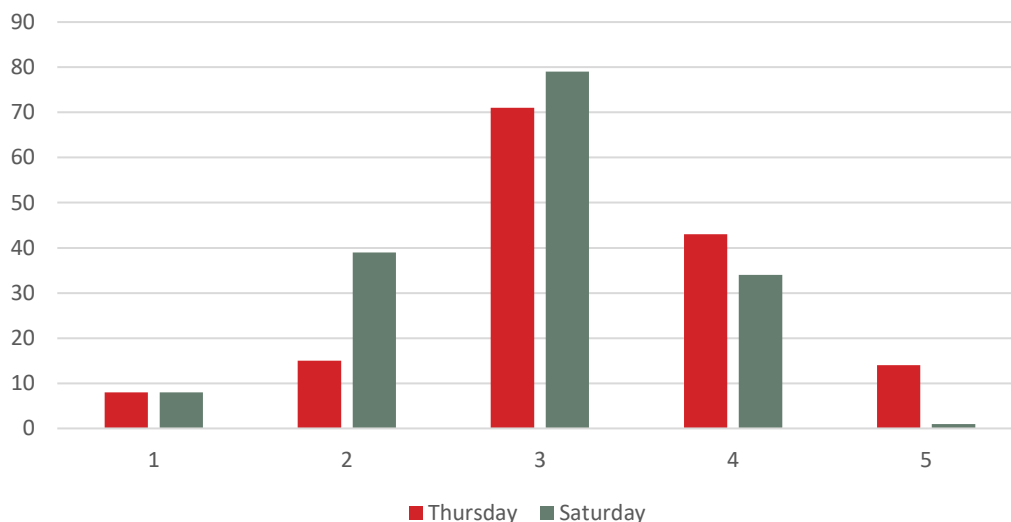
Factors in Car Park Choice

- **Thursday:** Convenience (Location): 87%, Ease of Finding a Space: 9%
- **Saturday:** Convenience (Location): 72%, Price: 19%

Car Park Quality

2.2.3 The physical quality of Bedford Road was rated an average of 3.07 across all respondents, whereby 1 equates to poor and 5 to excellent. Bedford Road car park quality score is likely to have been influenced by refurbished work going on at the time of the survey, which involved reduced parking spaces and restricted traffic movement. The number of responses per score, split by survey day, is detailed in **Figure 40**.

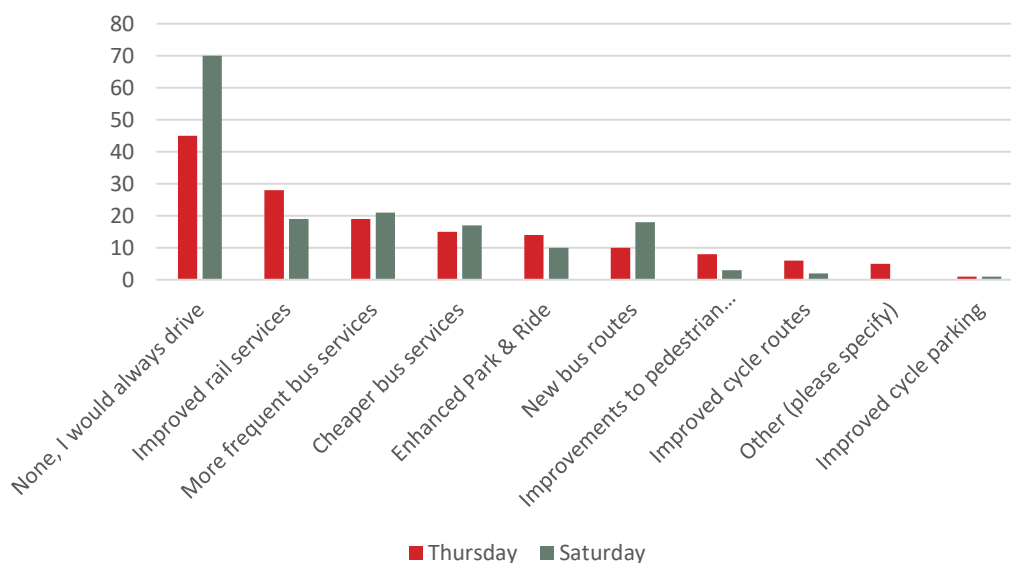
Figure 50. Bedford Road Physical Quality



Factors to Encourage Driving Less

2.2.4 Improved public transport services (cheaper or more frequent bus services, new bus routes, improved rail services and enhanced Park & Ride) were identified as factors that may encourage respondents to drive less. However, the majority of respondents noted that they would always drive, as shown in **Figure 41**.

Figure 51. Factors that would Encourage Car Park Users to Drive Less



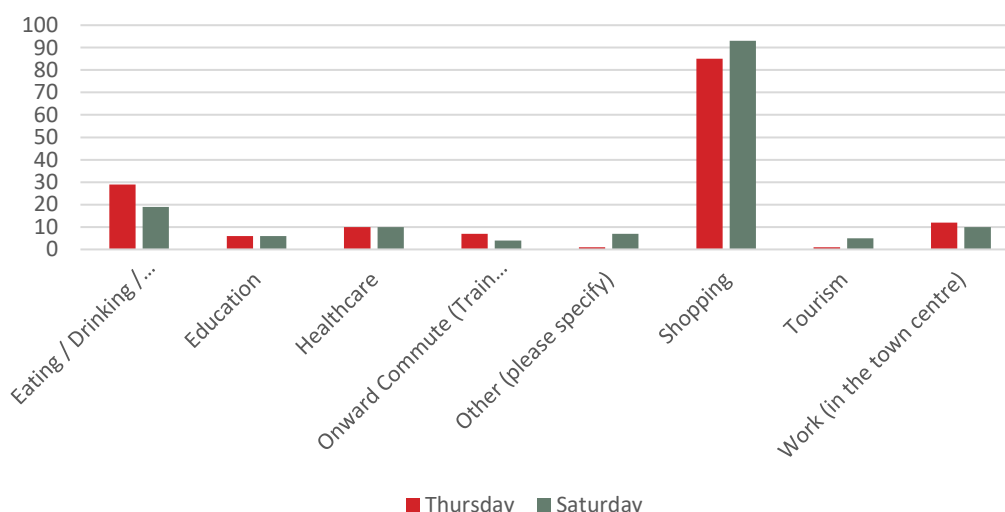
2.3 Castle Survey Results

2.3.1 A total of 305 responses were recorded at Castle (151 Thursday and 154 Saturday). Castle is a multi-storey Council-operated car park located on the southern boundary of the town centre. It provides a total of 350 spaces, of which eight are marked and sized for use by blue badge holders. It is located approximately 150m to the north of Tunsgate car park. Vehicular access is provided from Sydenham Road via an in-out arrangement.

Trip Purpose

2.3.2 The majority of trips recorded at Castle car park are made for shopping purposes, with 56% and 60% of respondents identifying this as their primary trip purpose on Thursday and Saturday respectively. Across the two survey days combined, 16% of trips were primarily made for Eating / Drinking / Entertainment, with 7% made for work within the town centre.

Figure 52. Trip Purpose, Castle



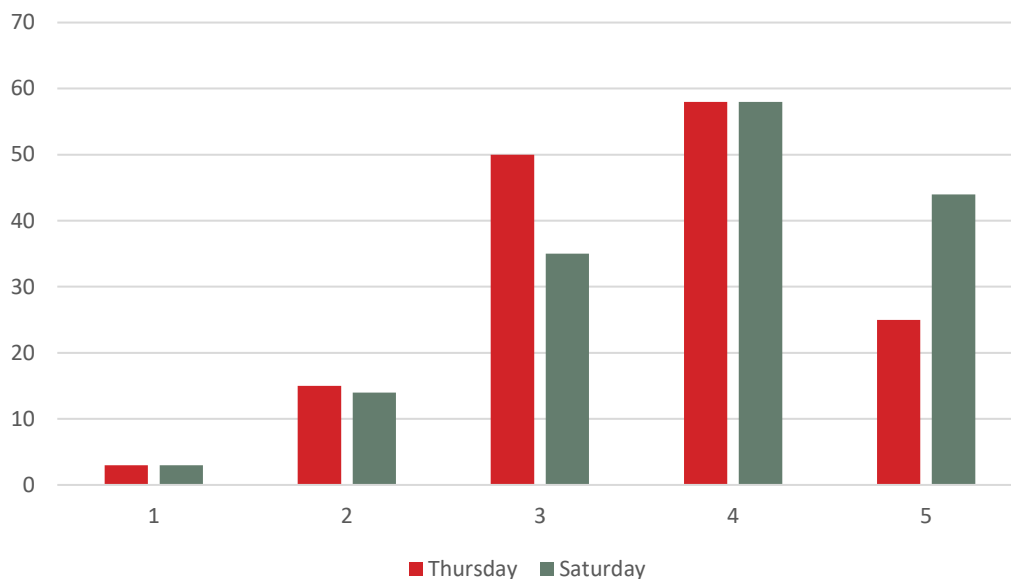
Factors in Car Park Choice

- **Thursday:** Convenience (Location): 83%, Ease of Finding a Space: 8%
- **Saturday:** Convenience (Location): 49%, Ease of Finding a Space: 14%, Price: 14%

Car Park Quality

2.3.3 The physical quality of Castle car park was rated an average of 3.7 across all respondents, whereby a rating of 1 equates to poor and 5 to excellent. This is the second highest average rating of the surveyed car parks. The number of responses per score, split by survey day, is detailed in [Figure 43](#).

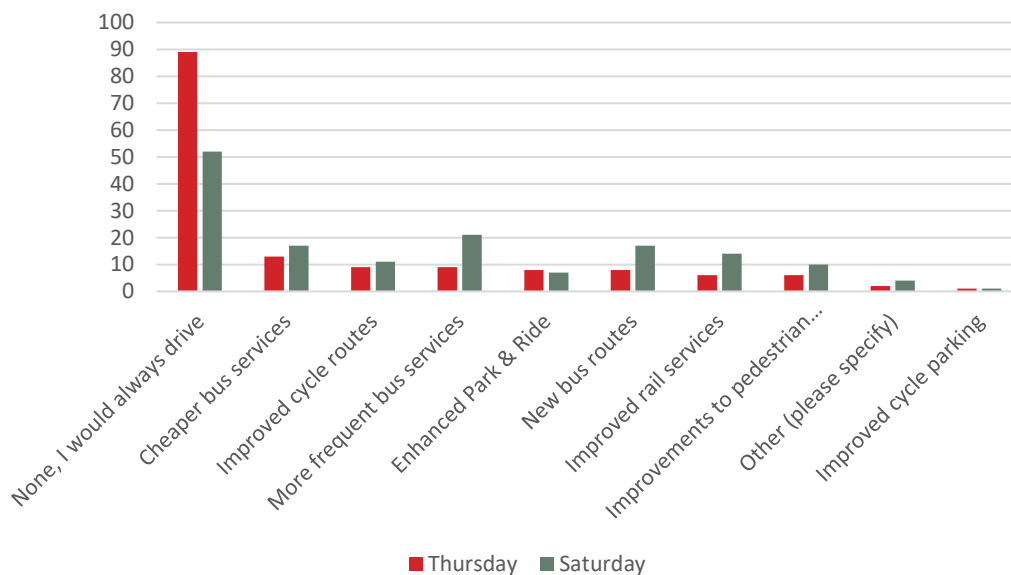
Figure 53. Castle Physical Quality



Factors to Encourage Driving Less

2.3.4 It can be seen in Figure 44 that the vast majority of respondents noted that they would always drive to and from Guildford, more so from those questioned on Thursday.

Figure 54. Factors that would Encourage Car Park Users to Drive Less



2.4 Farnham Road Survey Results

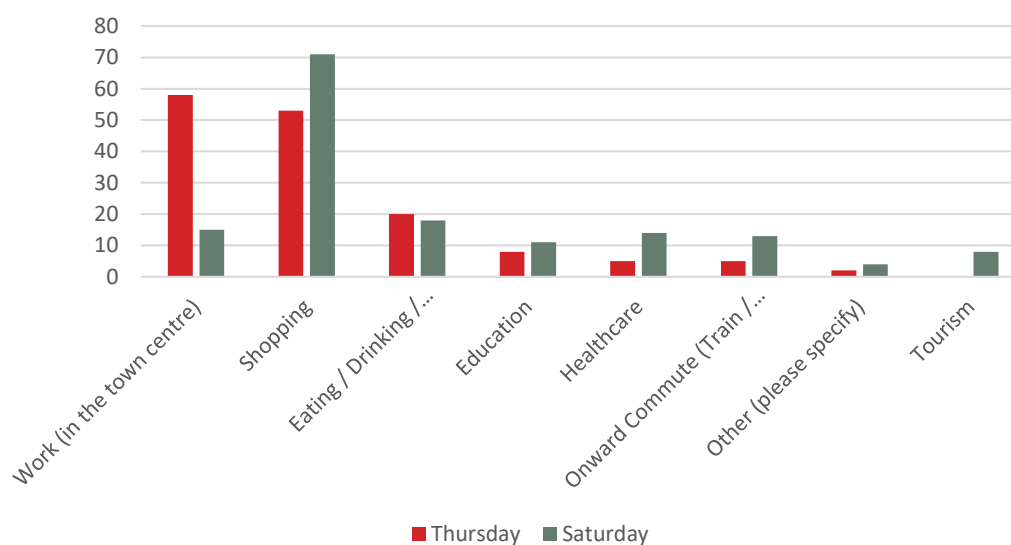
2.4.1 Farnham Road is one of the largest multi-storey car parks operated by the council within Guildford, with a total of 913 standard spaces, alongside an additional four bays marked and sized for use by blue badge holders. The car park is located within the town centre and in close proximity to the town’s main station, and provides short-stay parking with a maximum stay duration of five hours permitted. Vehicles can enter and exit the car park

via Station Access at ground floor level. A total of 305 responses were recorded at Farnham Road (151 Thursday and 154 Saturday).

Trip Purpose

2.4.2 The most common trip purpose identified during the weekday survey was parking for work in the town centre (38%), followed by shopping (35%). On Saturday, the most common trip purposes were shopping (46%), Eating / Drinking / Entertainment (12%,) and parking to work in the town centre (10%). It is noted that rail commuters during the week may not have been fully captured in this survey sample.

Figure 55. Trip Purpose, Farnham Road



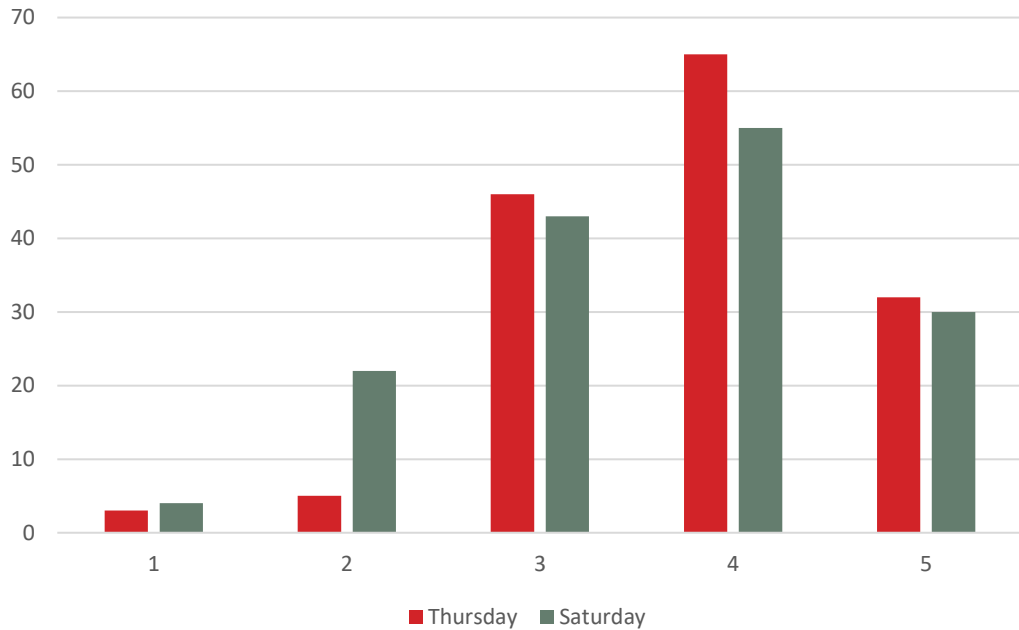
Factors in Car Park Choice

- **Thursday:** Convenience (Location): 81%, Ease of Finding a Space: 6%
- **Saturday:** Convenience (Location): 70%, Price: 13%

Car Park Quality

2.4.3 The physical quality of Farnham Road was rated an average of 3.66 across all respondents, whereby 1 equates to poor and 5 to excellent. The number of responses per score, split by survey day, is detailed in [Figure 46](#).

Figure 56. Farnham Road Physical Quality

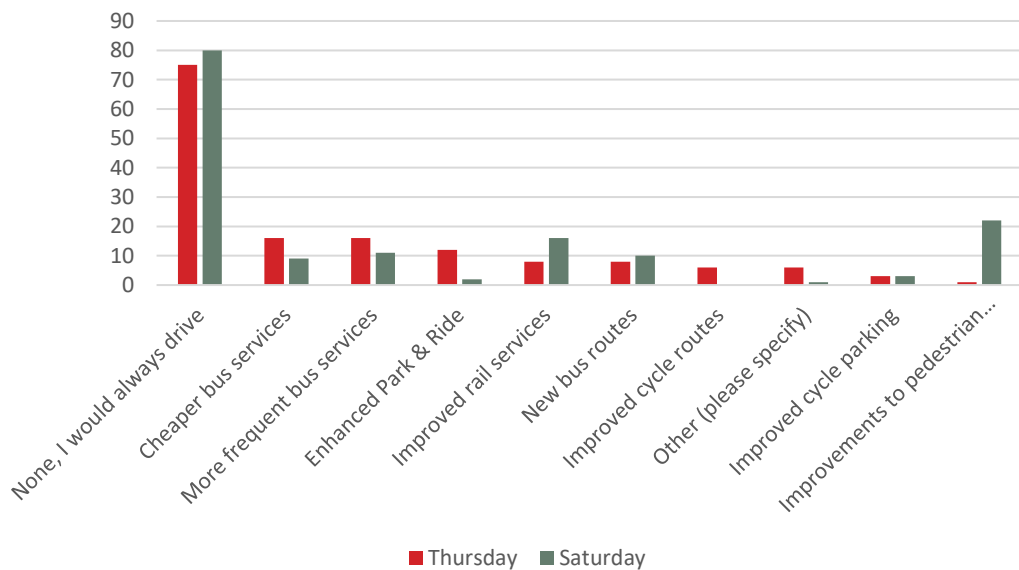


Factors to Encourage Driving Less

2.4.4

As with the majority of other car parks, most of the respondents would not change to a different mode of transport; however, improvements to public transport services may have a positive impact, mostly for people currently parking during the week. A total of 22 respondents on Saturday identified that improvements to pedestrian infrastructure would encourage them to drive less.

Figure 57. Factors that would Encourage Car Park Users to Drive Less



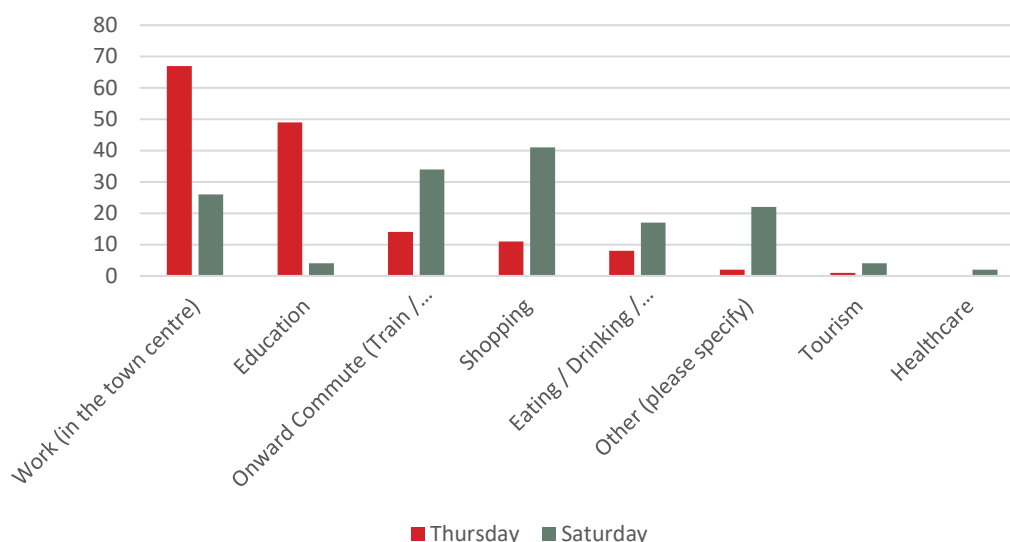
2.5 Guildford Park Survey Results

2.5.1 A total of 302 responses were recorded at Guildford Park (152 Thursday and 150 Saturday), a surface-level car park located to the west of the town centre, located in relative proximity to Guildford station. Vehicular access is gained from Guildford Park Road. It provides 398 standard and two disabled spaces; however, approximately half of the provision is currently closed and inaccessible due to development and construction works.

Trip Purpose

2.5.2 The most common trip purpose identified during the weekday survey was parking for work in the town centre (48%), followed by education (35%). On Saturday, the most common trip purposes were shopping (27%), Eating / Drinking / Entertainment (12%) and onward travel via bus or rail (10%).

Figure 58. Trip Purpose, Guildford Park



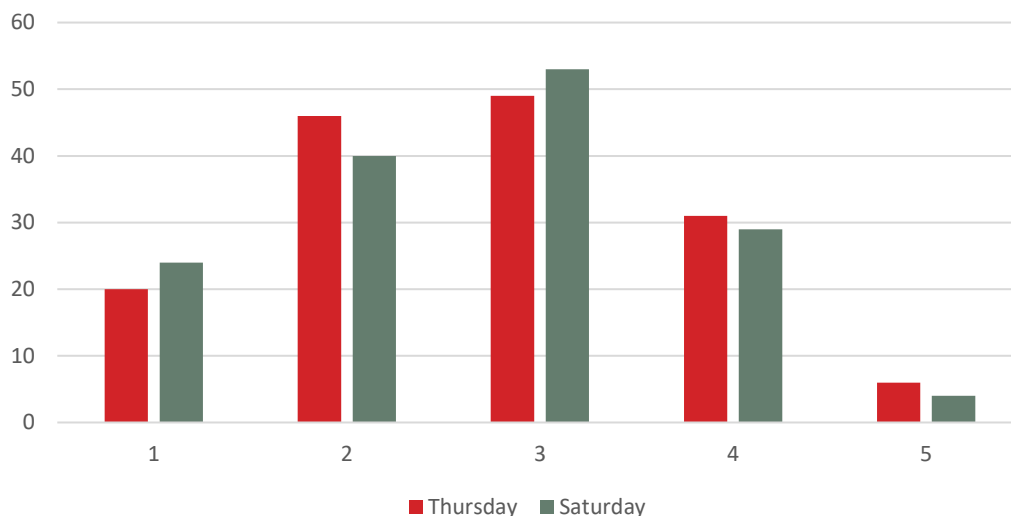
Factors in Car Park Choice

- **Thursday:** Convenience (Location): 56%, Price: 35%
- **Saturday:** Convenience (Location): 49%, Price: 43%

Car Park Quality

2.5.3 The physical quality of Guildford Park was rated an average of 2.7 across all respondents, representing the lowest average score across all surveyed car parks. The number of responses per score, split by survey day, is detailed in Figure 49. This score may be linked to the current works ongoing in the car park and restricted level of parking.

Figure 59. Guildford Park Physical Quality

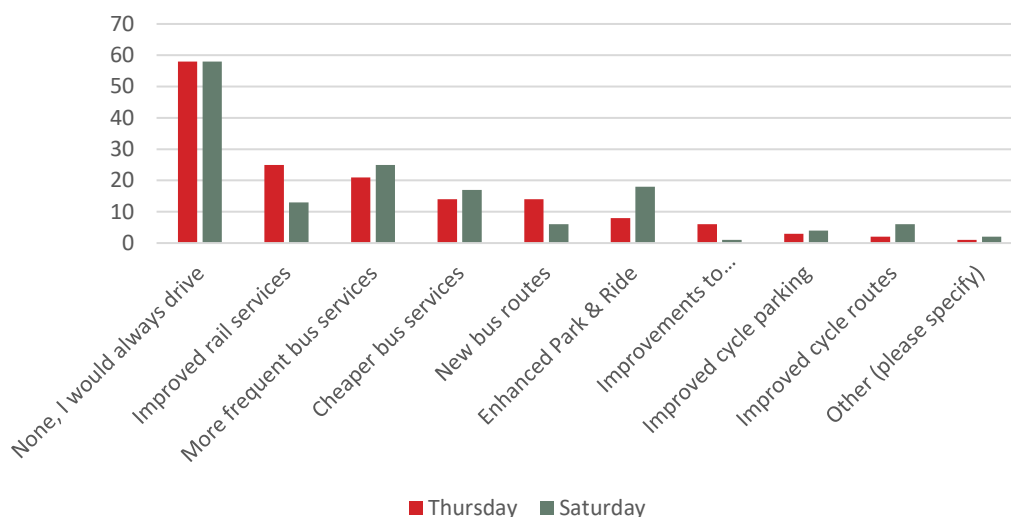


Factors to Encourage Driving Less

2.5.4

The majority of respondents would not change to a different mode of transport; however, compared to the frequency of responses in other car parks, a number of respondents on Saturdays would be encouraged to drive less (or park further out from the town centre) if Park & Ride facilities were enhanced. The closest Park & Ride facility to this site is currently Onslow (service 400).

Figure 60. Factors that would Encourage Car Park Users to Drive Less



2.6 Leapale Road Survey Results

2.6.1

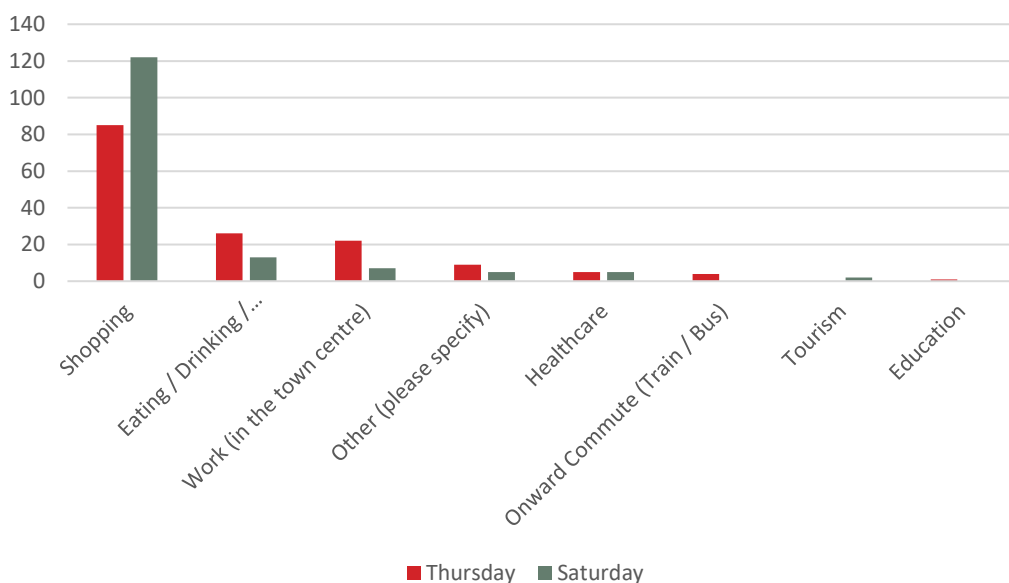
A total of 306 responses were recorded at Leapale Road (152 Thursday and 154 Saturday). The car park provides a total of 378 standard bays alongside six spaces sized and marked for use by blue badge holders. It is located in the town centre, between Leapale Road and Haydon Place, with vehicular access gained from Leapale Road.

Trip Purpose

2.6.2 Over half of respondents (56%) to the Thursday survey identified shopping as their primary trip purpose, with 17% identifying Eating / Drinking / Entertainment, and 14% for work in the town centre. The proportion of shopping trips increases to 79% on Saturdays.

2.6.3 Across all survey respondents, shopping was the primary trip purpose for 78% of respondents, eating / drinking / entertainment for 13% and work in the town centre for 9%.

Figure 61. Trip Purpose, Leapale Road



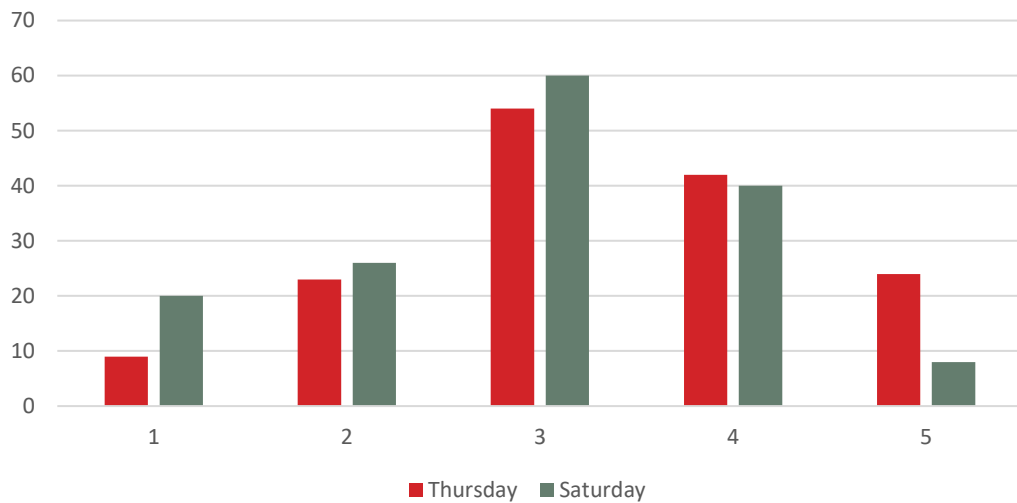
Factors in Car Park Choice

- **Thursday:** Convenience (Location): 82%, Ease of Finding a Space: 7% Price: 7%
- **Saturday:** Convenience (Location): 88%, Price: 5%, Ease of Finding a Space: 4%

Car Park Quality

2.6.4 The physical quality of Leapale Road was rated an average of 3.13 across all respondents, with responses per score, split by survey day, detailed in [Figure 52](#).

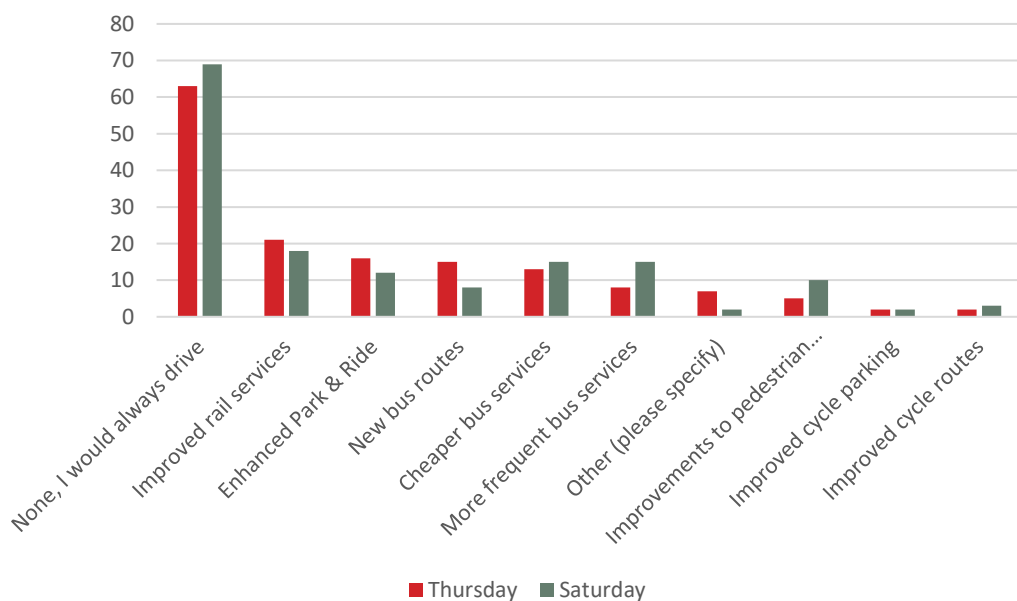
Figure 62. Leapale Road Physical Quality



Factors to Encourage Driving Less

2.6.5 The majority of respondents would not change to a different mode of transport; however, potential factors that would encourage a shift include improvements to the town’s public transport offer.

Figure 63. Factors that would Encourage Car Park Users to Drive Less



2.7 York Road Survey Results

2.7.1 A total of 311 responses were recorded at York Road (152 Thursday and 159 Saturday). York Road is a large multi-storey car park located to the north of the High Street that provides pay-on-exit parking through 595 standard and 10 disabled spaces. It has one vehicular access located on Denmark Road.

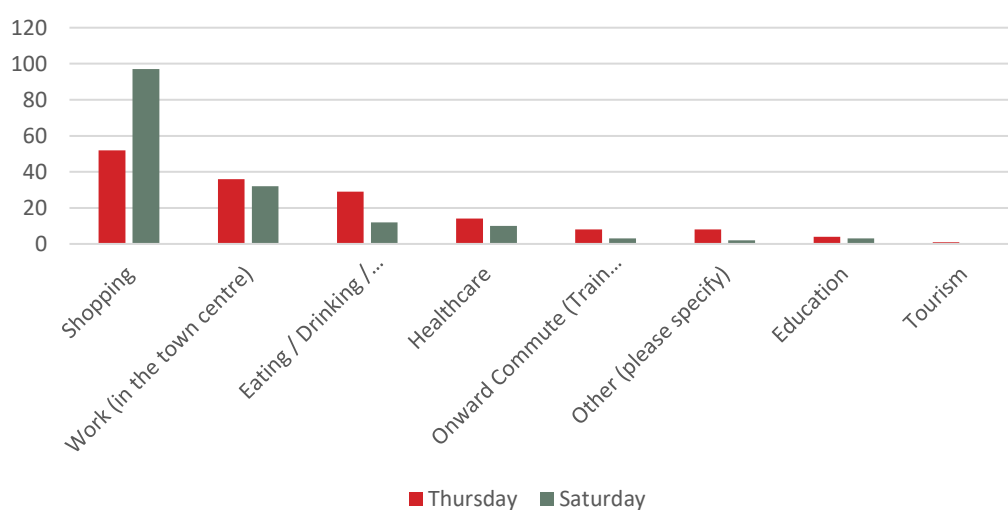
Trip Purpose

2.7.2 Responses regarding primary trip purpose were varied during the Thursday survey:

- Shopping: 34%;
- Work (in the Town Centre): 24%; and
- Eating / Drinking / Entertainment: 19%.

2.7.3 In comparison, almost two third of respondents (61%) to the Saturday survey identified shopping as their primary trip purpose.

Figure 64. Trip Purpose, York Road



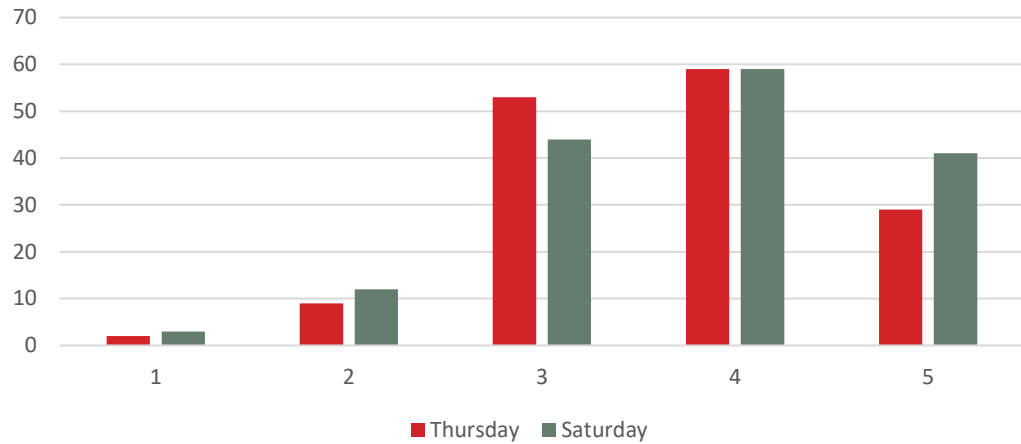
Factors in Car Park Choice

- **Thursday:** Convenience (Location): 72%, Ease of Finding a Space: 13% Price: 8%
- **Saturday:** Convenience (Location): 76%, Price: 8%, Ease of Finding a Space: 8%

Car Park Quality

2.7.4 The physical quality of York Road was rated an average of 3.73 across all respondents; this is the highest rated car park of the six surveyed. The total number of responses per score, split by survey day, detailed in Figure 55.

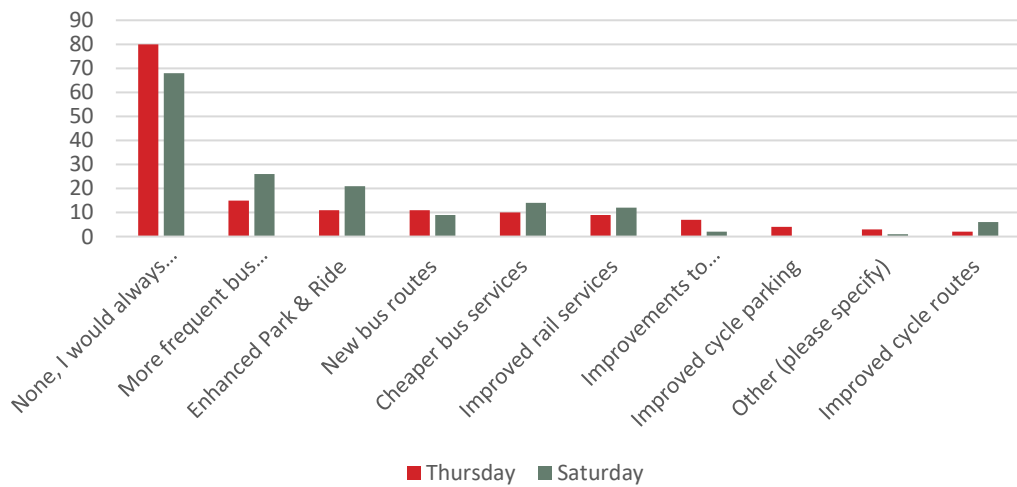
Figure 65. York Road Physical Quality



Factors to Encourage Driving Less

2.7.5 The majority of respondents would not change to a different mode of transport, as is the case in all surveyed car parks. Some respondents from Saturday at York Road car park may consider reducing their car use if improvements are made to public transport services.

Figure 66. Factors that would Encourage Car Park Users to Drive Less



3. APPENDIX C: GEOMII DATA ANALYSIS TECHNICAL NOTE

3.1 Introduction

3.1.1 SYSTRA has undertaken extensive data analysis of GeoMii parking occupancy data provided by GBC for a series of off-street car parks and on-street parking zones within Guildford. This Technical Note has been prepared to summarise issues and constraints identified within the GeoMii dataset.

3.1.2 It is noted that a number of issues have been identified within the dataset, with the dataset not as ‘clean’ as expected.

3.2 Parking Capacities

3.2.1 There are inconsistencies in car park capacities between that identified within the dataset, on the GeoMii Website and the maximum occupancy recorded within the data. In other words, there are instances where the maximum occupancy recorded is considerably higher than the recorded capacity. In some cases, this is probably due to circulating traffic within some of the larger facilities.

3.2.2 Car parks affected include the following, with differences identified in [Table 46](#).

- Bedford Road;
- G Live;
- Castle;
- Farnham Road;
- Millbrook;
- York Road; and
- Merrow P&R.

Table 47. Car Park Capacities

| CAR PARK | CAPACITY FROM GEOMII WEBSITE | MAX IN DATA | CAPACITY FROM DATA |
|---------------|------------------------------|-------------|--------------------|
| Artington P&R | 712 | 712 | 712 |
| Bedford Road | 1,033 | 1,068 | 947 |
| Castle | 350 | 370 | 350 |
| Farnham Road | 917 | 918 | 900 |
| G Live | 220 | 350 | 189 |
| Merrow P&R | 338 | 345 | 338 |
| Millbrook | 244 | 347 | 244 |
| Onslow P&R | 550 | 520 | 550 |

| CAR PARK | CAPACITY FROM GEOMII WEBSITE | MAX IN DATA | CAPACITY FROM DATA |
|-----------|------------------------------|-------------|--------------------|
| York Road | 604 | 614 | 605 |

3.2.3 Confirmation is required as to the actual capacities of the car parks, to enable accurate occupancy figures to be calculated.

3.3 Data Issues

3.3.1 The dataset does not provide information on all car parks within Guildford; it only incorporates six of the largest car parks (Bedford Road, Castle, Farnham Road, G Live, Millbrook and York Road) alongside three Park & Ride sites (Artington, Merrow and Onslow). Data is also provided for different on-street parking zones.

3.3.2 Some occupied spaces record negative values in Castle and Farnham Road (i.e. record a capacity of -1). Clarification should be sought as to the potential causes of this.

3.3.3 A large proportion of data is missing, with no information provided in the ‘spacesOccupied’ column for a number of car parks and on-street parking zones. It is unclear whether data has been removed for times when car parks are closed or sensors are faulty. Of all data entries, 80,137 or a total 735,840 are blank. For off-street car parks (excluding P&R sites), 17,572 of 105,120 entries are blank, equating to 17% of all data being missing.

3.3.4 Notably, data is missing for the period between Dec 2017 and Oct 2018 for Leapale Road and between Dec 2016 and Jan 2017 at Millbrook. As such, the data currently suggests that no vehicles were parked in these locations during the identified periods.

3.3.5 Summary data for individual car parks is presented in turn below.

3.4 Castle

3.4.1 Data for April 2018 and June 2018 diverges from the usual identified trend, whilst it appears no data is contained for May 2018, as seen in [Figures 65](#) and [66](#).

Figure 67. Castle Car Park Occupancy

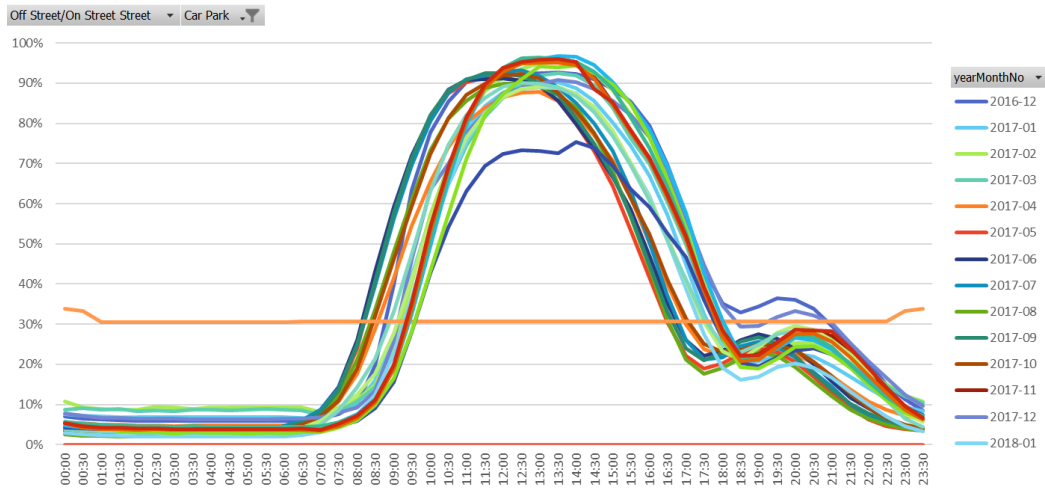
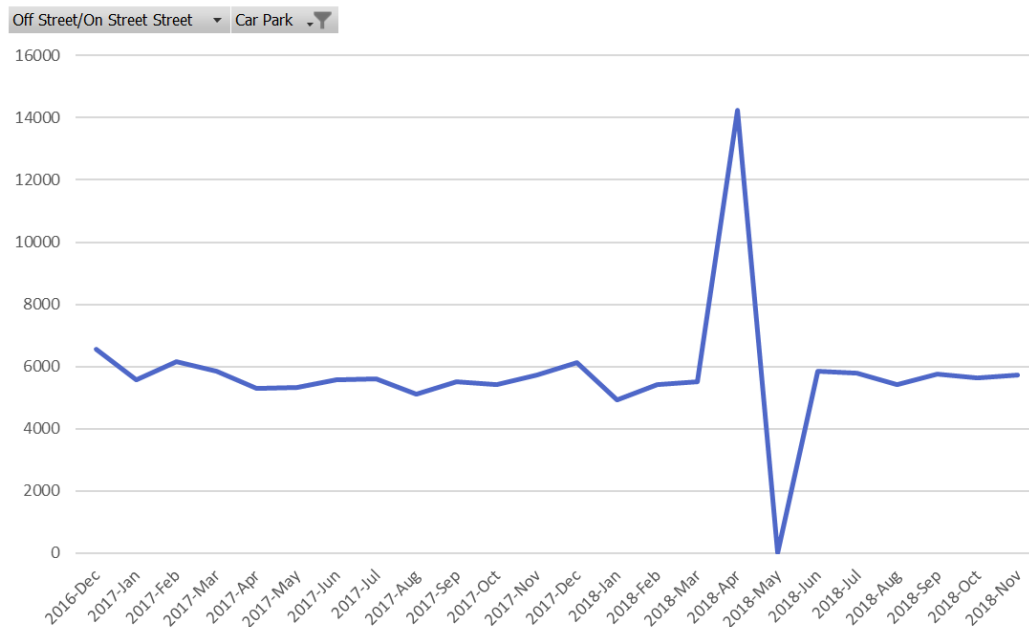


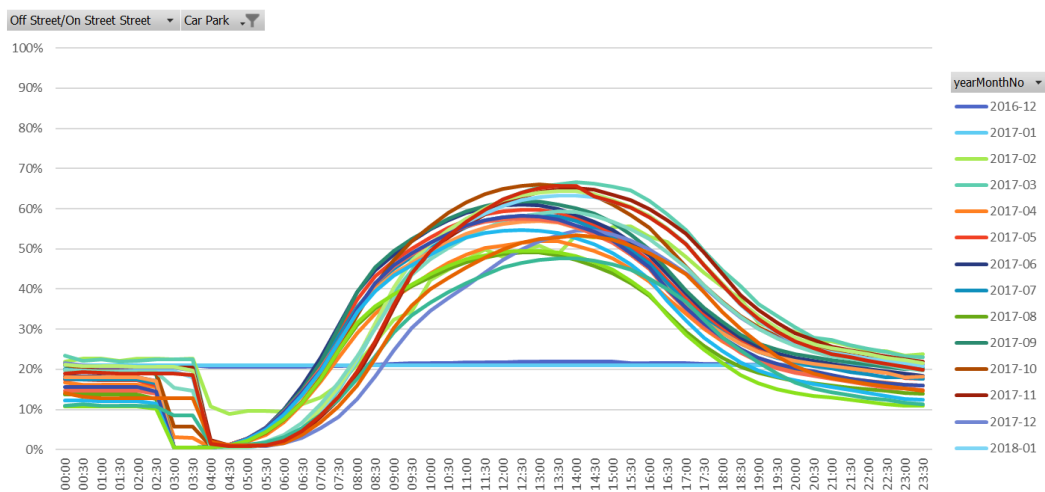
Figure 68. Castle Car Park: Average Total Occupancy per day



3.5 Farnham Road

3.5.1 Occupancy data for December 2016 and January 2017 is flat, suggesting errors within the data. It can be seen in Figure 67 that an issue exists within the data between 02:00 and 04:00, when monthly occupancy levels appear to drop to zero each month (except for the two identified above). Clarification should be sought as to the reason for this; potentially this could be due to a form of sensor calibration.

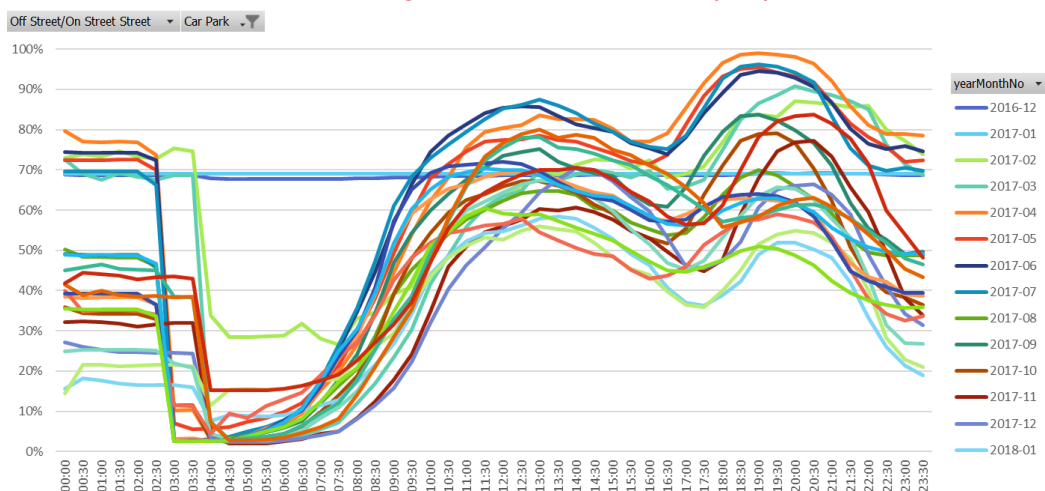
Figure 69. Farnham Road Car Park Occupancy



3.6 G Live

3.6.1 Similar issues exist with the dataset for G Live as with Farnham Road, whereby occupancy data for December 2016 and January 2017 is flat, and occupancies drop suddenly between 02:00 and 04:00. There are also considerable variations in monthly occupancy levels as shown in Figure 68.

Figure 70. G Live Car Park Occupancy



3.7 Leapale Road

3.7.1 Data does not appear to change for the occupancy of Leapale Road between the following months:

- 2016: November and December; and
- 2017: January, July, August, September, October and November.

Figure 71. Leapale Road Car Park Occupancy

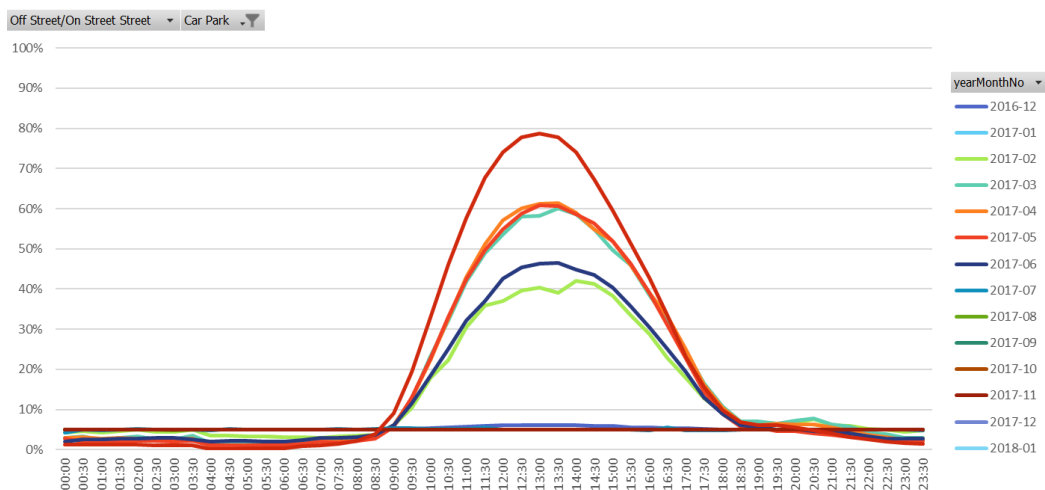
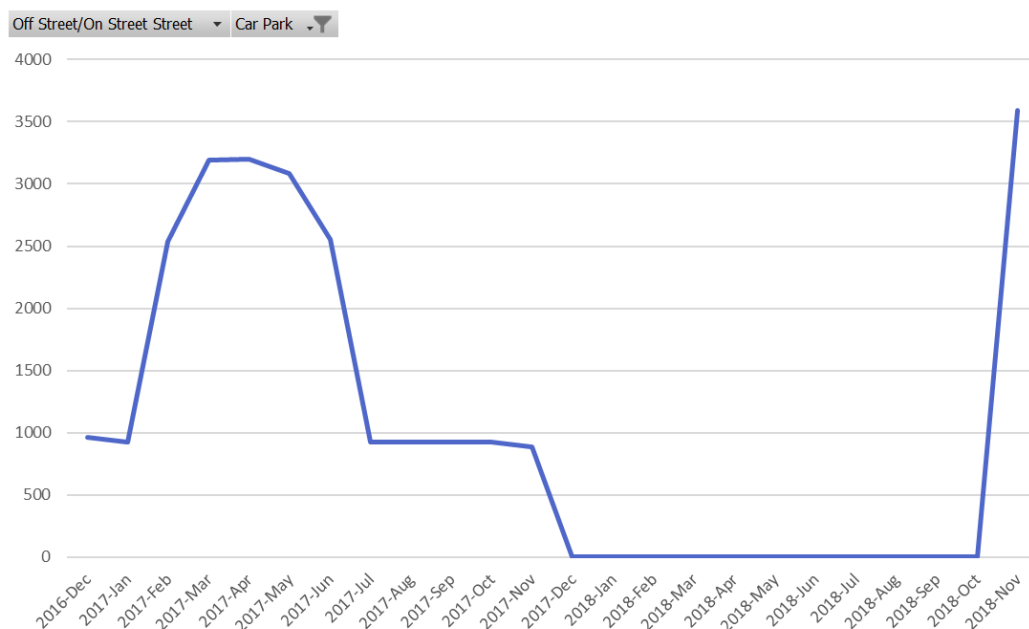


Figure 72. Leapale Road Car Park: Average Total Occupancy per day



3.8 Milbrook

3.8.1 It can be seen in Figures 71 and 72 that data is sporadic some months and smooth in other months, which would be unexpected. The data suggests that some months have a constant occupancy, with no variation.

Figure 73. Milbrook Car Park Occupancy

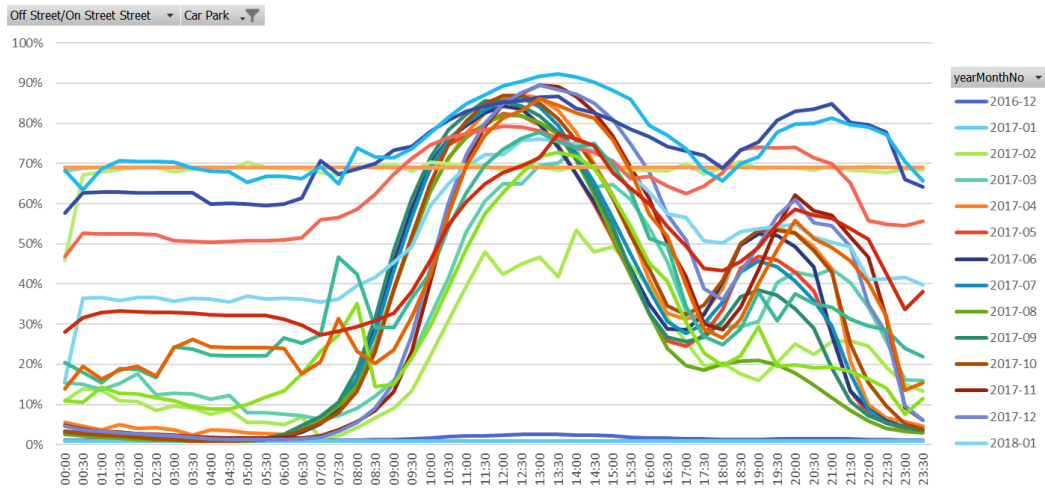
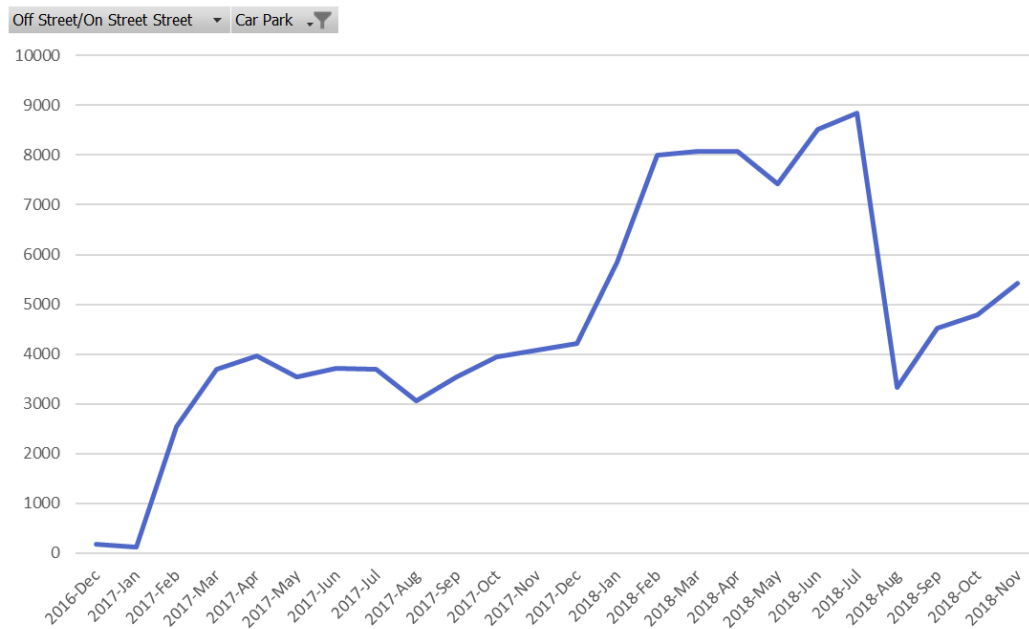


Figure 74. Milbrook Car Park: Average Total Occupancy per day



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The SYSTRA logo is rendered in a bold, red, sans-serif typeface. The letters are thick and closely spaced, with a distinctive design where the 'S' and 'Y' are connected at the top, and the 'T' has a unique, slightly curved top bar. The overall appearance is modern and professional.