Appendix 6: Proposed assessment matrix methodology

The assessment of supply and demand, and allocation of every parking area including on-street pay and display in to an appropriate standard banding level has been based against::

a) the market town the particular parking area is located
b) the location, proximity and convenience of the parking area to the main desired destination
c) desired turnover
d) likelihood of obtaining a space within the parking area
e) capacity of the parking area

Below is a more detailed overview of each of the five criteria

a) Rank allocation based on the market town the particular parking area is located

The demand for parking varies significantly dependant on the geographical location of the market town.

Rank	Town	Parking type/ availability	Demand / main user types
1	Clun Broseley Bishops Castle Albrighton Cleobury Mortimer Craven Arms Gobowen Highley Shifnal	i. Off street pay and display ii. Off street unrestricted iii. On street limited waiting iv. On street unrestricted	• Small towns /large villages, local workers, mainly outlying village catchment. • Some local leisure and tourist attractions
2	Prees	i. Long stay off road pay and display	• Travel break / service provision
3	Whitchurch Wem Ellesmere	i. Off street pay and display ii. On street limited waiting iii. On street unrestricted *(On street pay and display Ellesmere not considered premium pay and display mainly tourist provision)*	• Business / commuter mainly local and outlying village catchment, small quantity county adjacent county catchment • Larger market town /

			shopping centre • Tourist destination
4	Church Stretton Much Wenlock Market Drayton	i. Off street pay and display ii. On street limited waiting iii. On street unrestricted	• Business / commuter mainly local and outlying village catchment, some minor county and regional catchment • Market town / shopping • Tourist destination
5	Oswestry	i. Off street pay and display ii. On street limited waiting iii. On street unrestricted	• Business / commuter mainly local and outlying village catchment, minor regional • Largish market town / shopping centre • Tourist destination
6	Ludlow Bridgnorth	i. Premium on street pay and display ii. Premium off street pay and display	• Some business / commuter both local and regional catchment • Larger market town / shopping centre • Tourist destination
7	Shrewsbury	i. Premium on street pay and display ii. Premium off street pay and display iii. Pay on foot multi storey iv. Standard off street car park v. Park and ride	• Substantial business / commuter both local and regional catchment, West Midlands, Wales, North West. County centre of commerce. • County town central location – main shopping centre draws county wide and Mid Wales • Major tourist destination

b) Assessment of the location, proximity and convenience of the parking area to the probable main desired destination

This criteria gives a weighting to promoting premium rates for most desirable locations.

Score	Location, proximity and convenience to final destinations assessment
1	Not that convenient a location for access to local conveniences, final destinations a fair distance away /not easily accessible.
2	Not too good a location for access to local conveniences, final destination a fair distance away, not that easily accessible.
3	A good location for access to local conveniences / final destination
4	Premium location for access to local conveniences, final destinations a minimal distance away and easily accessible.
5	Absolute premium location for access to local conveniences, final destinations an absolute minimal distance away and very easily accessible.

c) Assessment of desired turnover

This criteria gives a weighting to enabling customers to find a space and not have to wait or cruise around the town causing unnecessary traffic congestion and pollution whilst seeking a desired parking space.

Score	Desired turnover of spaces based on current level of usage
1	Very low turnover
2	Low turnover
3	Average turnover
4	High turnover
5	Very high turnover

d) Likelihood of obtaining a space within the parking area

This criteria is an assessment based on known current habits (some car parks are more popular than others, irrespective of tariffs imposed). An applied weighting to influence and encourage customers to park in currently underutilised car parks, hence free up capacity in some of the more congested carparks has been used.

Score	**Likelihood of obtaining a space within the parking area on an average day**
1	Very high
2	High
3	Average
4	Low
5	Very low

e) Capacity of the parking area

Capacity of each car parking area is a fundamental consideration in assessing supply and demand.

Score	Capacity per location
1	200 + spaces
2	101 - 200 spaces
3	31 - 100 spaces
4	up to 30 spaces

f) Matrix assessment calculation

<u>Factors of customer behaviour</u>

In applying the matrix assessment an equal weighting is given to each of the factors of current behaviour:

i. Assessment of the location, proximity and convenience of the parking area to the probable main desired destination (b)
ii. Assessment of desired turnover (c)
iii. Likelihood of obtaining a space within the parking area (d)

Each factor of current behaviour is assessed with a score from 1 to 5, and the score for each customer behaviour factor is then added together.

Combined impact of customer behaviour and the market town the particular parking area is located

To assess the combined impact of customer behaviour in relation to the market town the particular parking area is located, the total customer behaviour factor is multiplied by the rank score allocated to each market town the particular parking area is located (a).

Allowing for the capacity of each parking area

To apply a weighting for the capacity of the parking area (e), the combined impact and capacity scores are added together. Although the addition of the capacity score is only finite it is considered an appropriately weighted factor in influencing assessment.

The developed formula for calculating the total score in the matrix assessment is assessment score for:

Car park location score multiplied by **Customer behaviour score** plus **Capacity**

Or scores from (a x (b + c + d)) + e

g) Allocation of band width for matrix assessment

The assessment matrix and band width allocation have been designed with the intention of:

i. Ensuring the matrix only allows the larger towns (scores of 7 or 6) to be allocated a band type of 2 or above.

Likewise,

ii. The matrix only allows the smaller towns, villages and locations (scores of 1 or 2) to be allocated a band type 7 (or free parking in the July 2017 Draft Parking Strategy proposal).

Town Rank	Possible Band	Min Score	Max Score
1	7, 6	4	19
2	7, 6	7	34
3	6, 5	10	49
4	6, 5, 4, 3	13	64
5	6, 5, 4, 3	16	79
6	6, 5, 4, 3, 2	19	94
7	6, 5, 4, 3, 2, 1	22	109

h) Allocated band widths

Band	**Total score between:**
1	Over 100
2	Between 82 and 99
3	Between 60 and 81
4	Between 51 and 59
5	Between 39 and 50
6	Between 10 and 38
7	Between 0 and 9