



James Street User Surveys 2021



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Harrogate James Street Surveys 02.docx

1 Introduction

1.1 Concept

This report sets out the surveys undertaken during October 2021 to provide some insight into the relationship between those using the parking on James Street, Harrogate and the retail and commercial premises on that street.

1.2 Execution

The surveys were conducted on two consecutive weekdays, Wednesday 6th and Thursday 7th October 2021 between 09:00 and 17:00. Unlike the Tuesday before, which was characterised with weather warnings and intermittent wind and rain, both survey days were dry and warm with considerable periods of sun. Temperatures on the Thursday reached 19°C.

2 Survey Method

2.1 Parking Occupation

Beat surveys using a 15-minute frequency were completed along the length of James Street to record the number of parked vehicles and determine duration of stay.

Those using Loading Bays & Taxi Ranks were not included in either survey method.

2.2 Parking User Interviews

The survey consisted of inviting those parking on the street to participate in a short questionnaire survey. Candidates were selected on a random basis using the 'next available' method.

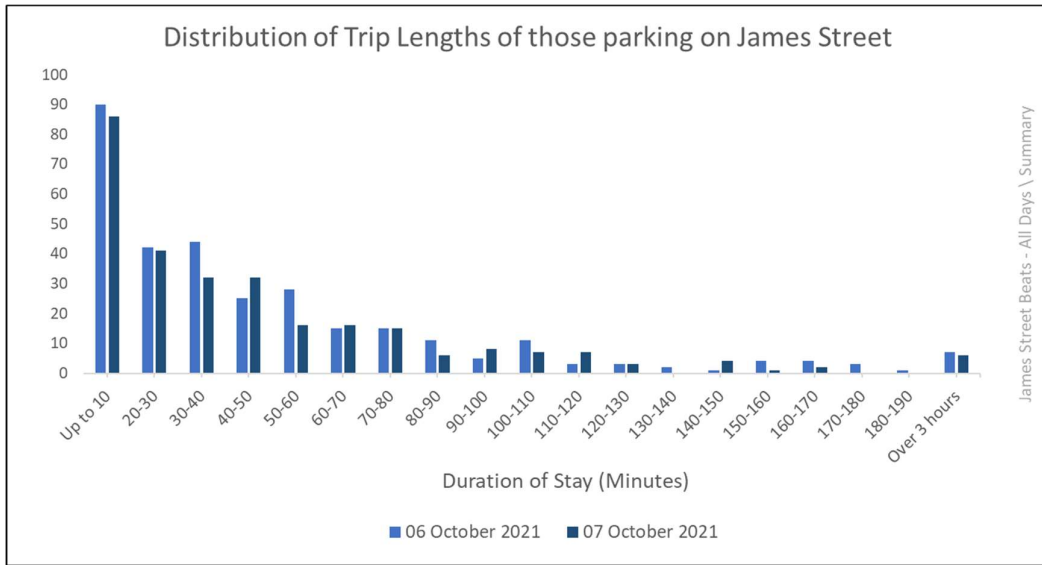
2.3 Shoppers' Surveys

Customers entering or leaving one of the retail or commercial businesses on James Street were selected for interview based on the 'next available' method. The interviews were conducted on the pavement outside the premises being visited.

The survey design aimed to cover six-ten shops/businesses for partial period (2-3 hours each) over the two days. Businesses and shops were selected to include a suitable variety; the business offer and type of shop will have significance to the mode choice and shopping purpose.

3 Parking Observation

Estimates of the duration of stay of those parked in James Street, based on repeat observations undertaken at 10-minute intervals, on both days, are presented below. The chart includes those parked in standard parking bays; occupation of disabled parking, loading and taxi ranks are not included.

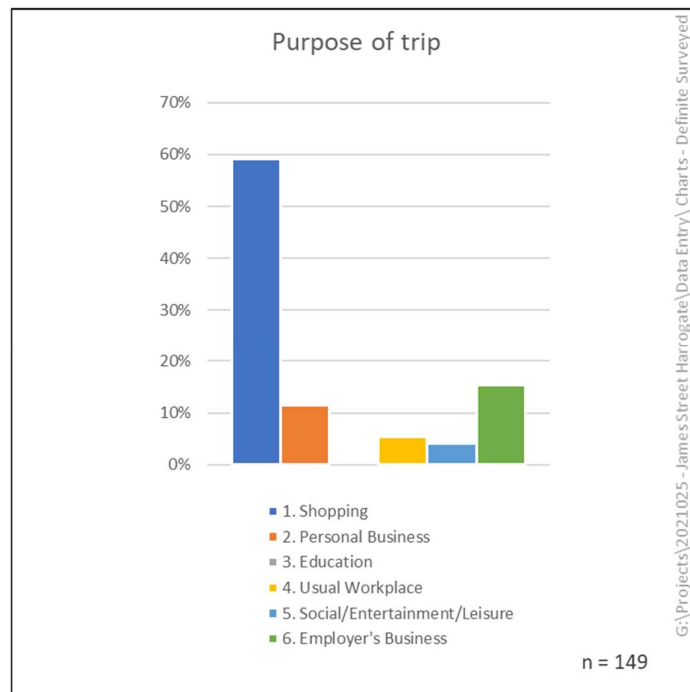


The data demonstrates a consistent distribution between both days. Around 55% are parking for 30 minutes or less.

4 Parking Users

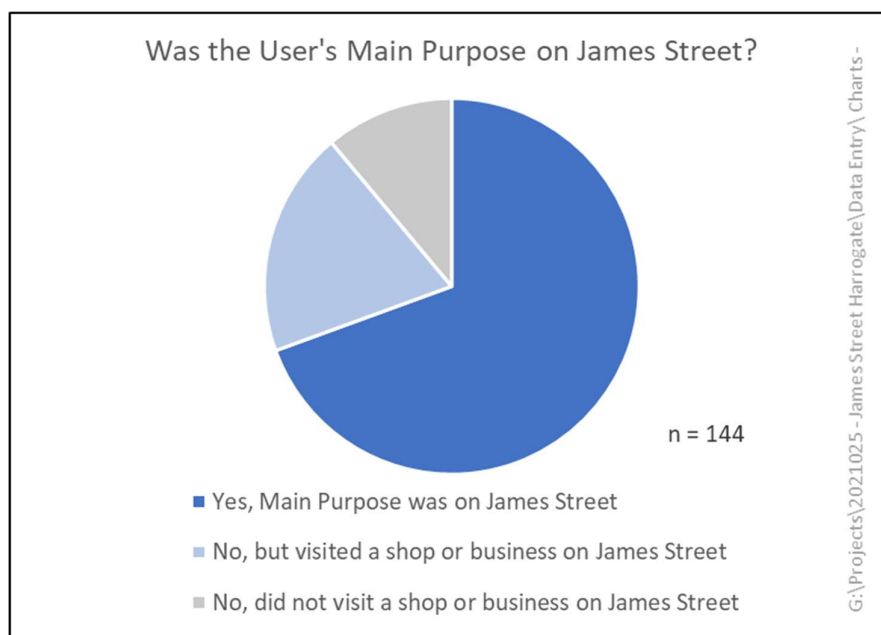
4.1 Journey Purpose

The primary reason drivers who parked on James Street were in Harrogate was for shopping and personal business (visiting the bank, attending an appointment etc.).



4.2 Main Purpose

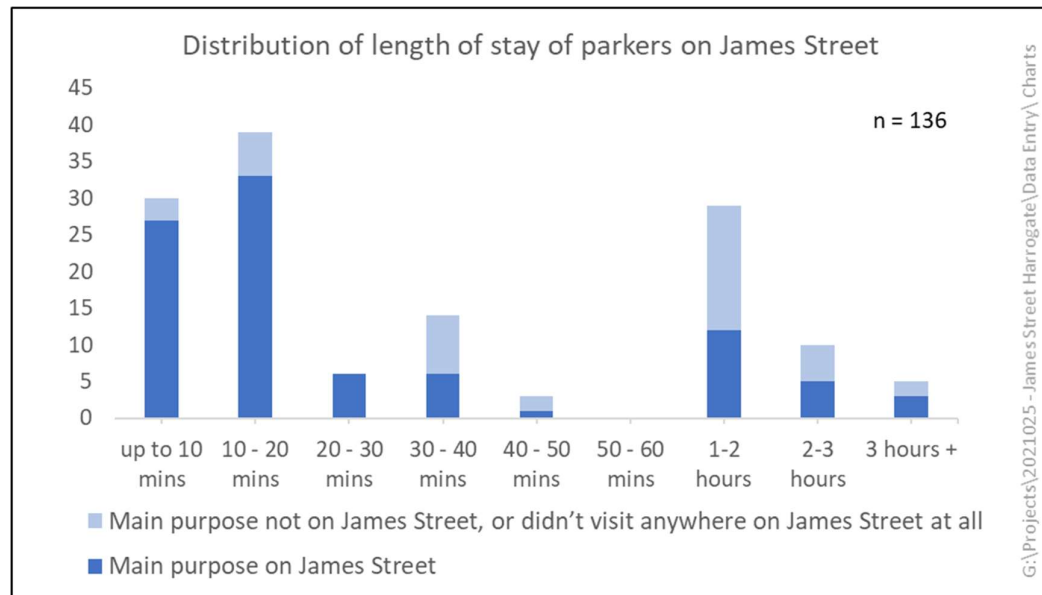
Respondents were asked what their main purpose was for coming into Harrogate, and where they were going to do that.



Over 70% (110) of those who had parked on James Street and were asked this question stated that the place they were going to as their main purpose for making their trip into town, was in James Street.

4.3 Significance of ‘Pop and Shop’

Those parking on James Street who stated that their main purpose was also on James Street typically stayed for a short duration. More than half stayed for no more than 20 minutes. While there were a number parking on James Street for longer stays, the majority of those interviewed making stays over an hour were visiting other, perhaps, multiple destinations in the town.



The key point of this finding is that the parking on the street is being used by many making short stop transactions.

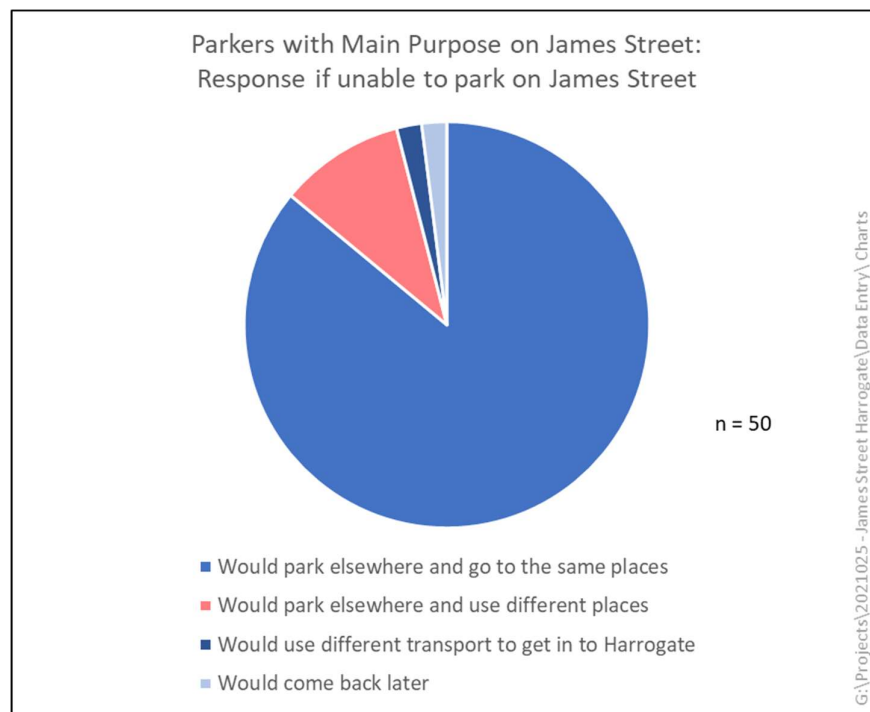
4.4 Conclusions on Current Parking Activity

The parking in James Street is not used exclusively by those visiting businesses in that street. But it is used by the majority for this purpose. Many of these stops were for less than half an hour.

4.5 Response to No Parking on James Street

Drivers parking on James Street were asked what they would have done if parking was not available to them on James Street itself. The results were then applied specifically to those who had stated that their main purpose was in James Street.

This combination of questions was posed to provide an answer to the question whether the loss of parking on that street would cause them to take their business elsewhere.



Fifty responses were available from those who had parked in James Street *and* had their main purpose in James Street.

Some said they would have parked elsewhere, or “would not have come in at all / gone on-line”. However, forty-five said that they would still have used the James Street destination. Some were specific and told us where else they would park. This proportion predicts that those who would park elsewhere and still use James Street businesses is in the order of 82-98%¹.

The risk to local traders is presented by the 10% (2-18%) of those currently parking in James Street who would look to park elsewhere, and take their business elsewhere. Or go on-line.

There is also consideration of those that park in James Street with their main purpose elsewhere. To some extent the businesses fronting James Street will be denied the opportunity to present themselves to those parking outside, and there may be some lost impulse trade. This impact is not considered further for two reasons. First, less than a third who parked in James Street were not already going there as their main purpose and only one in ten was not anyway visiting somewhere on the street. Second, displacing the parking out of the street is not exclusively to the detriment of “pass-by” footfall. There will be those that park such that James Street in its entirety is between them and their intended

¹ The margin of error is estimated at +/- 8 percentage points at 95% confidence.

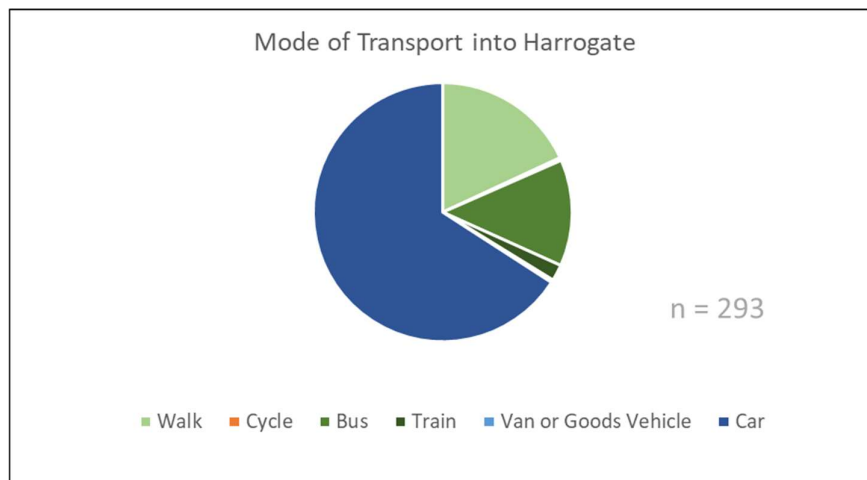
destination, and the new parking location may cause them to walk the full extent of the street.

5 Shoppers' Survey

Interviews with those entering or leaving shops or businesses on James Street were made with nearly 300 people over the two days. These interviews were not linked to whether the person had parked or driven, but by being at the shop door, they were a random sample of those frequenting that business. Interviews were conducted with a number and spread of the businesses and shops along James Street. A breakdown is presented in Appendix A.

5.1 Shoppers' Mode of Travel

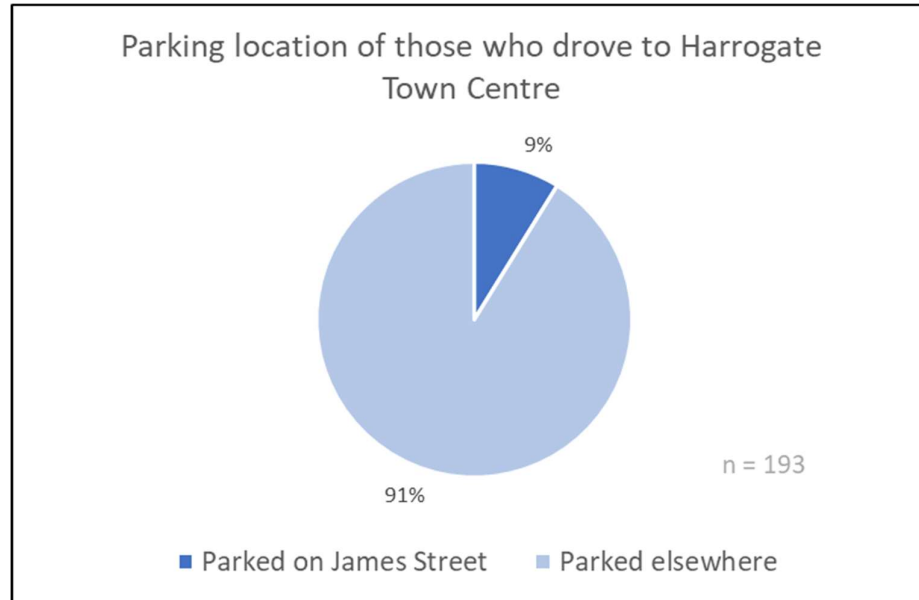
Those driving and parking in James Street make up a proportion of those using the businesses on James Street. The shoppers' survey was a process to understand the significance of this group.



The dominant mode of transport into the town is the car. However, it is not the only mode. A third walked, took the bus or arrived by train. One was reported to have cycled.

5.2 Drivers' Parking Location

Of those that drove, less than 10%² parked in James Street.



5.3 Conclusions on Driving and Parking on James Street

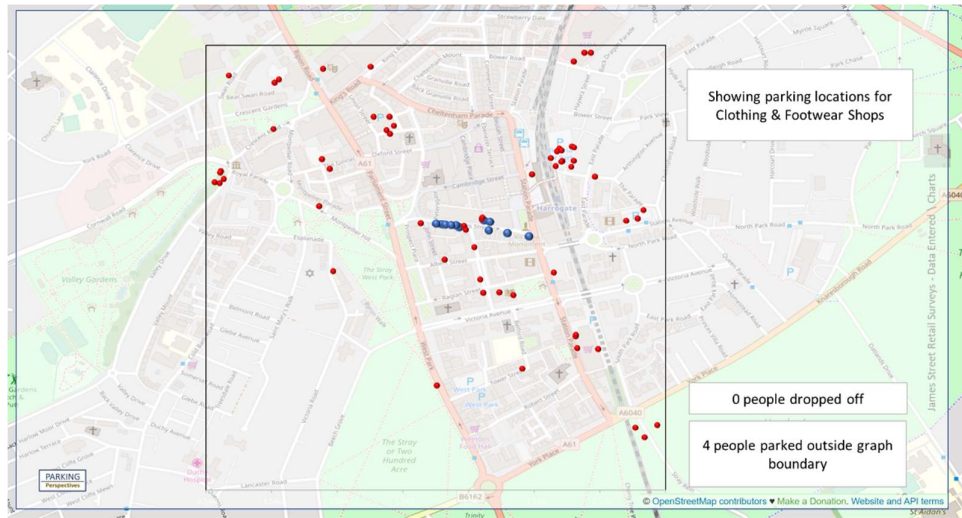
Overall, of the 293 people randomly selected for interview who provided a mode of travel, only 17 had driven *and* parked on James Street. The survey indicates that 6% (+/- 2.5 percentage points at 95% confidence) of those conducting business on James Street are using the parking in James Street.

5.4 Parking Distribution of those visiting businesses on James Street

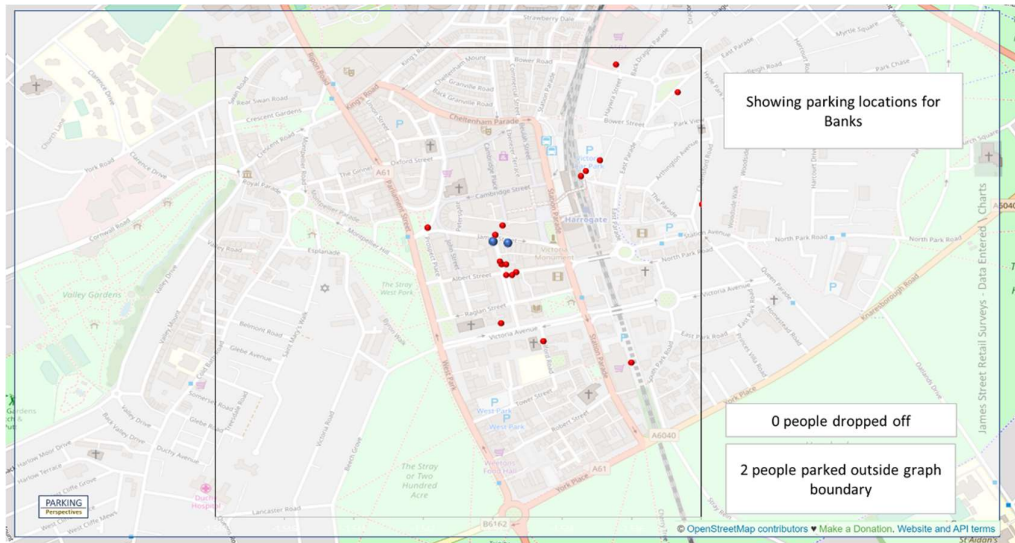
Respondents that had driven provided information on where they had parked. The following illustrations present the spread and location of those parking for different shop purposes. Shops/businesses represented are shown blue; parking locations of those driving into Harrogate are shown red.

² The larger sample indicates a margin of error estimated at +/- 4 percentage points at 95% confidence.

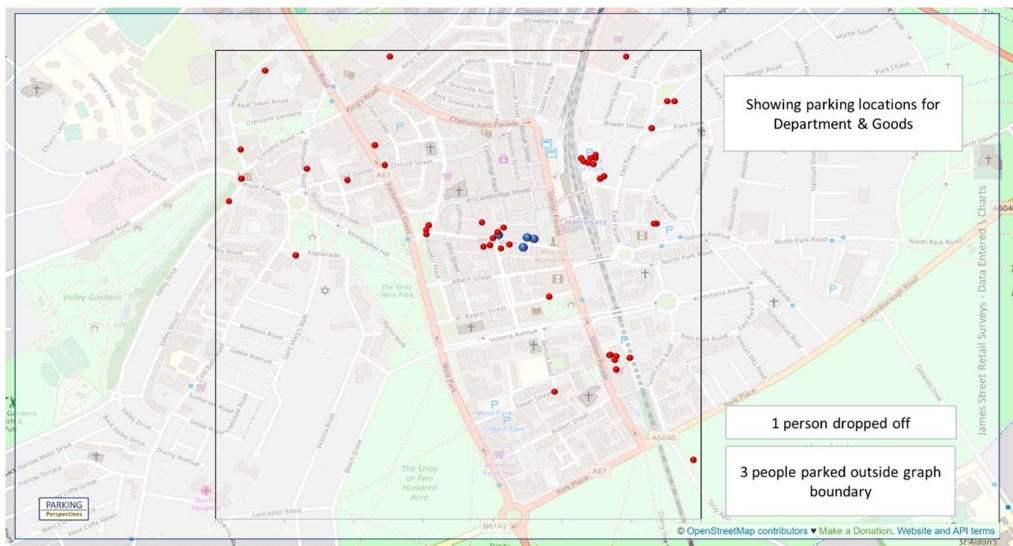
5.4.1 Clothing & Footwear



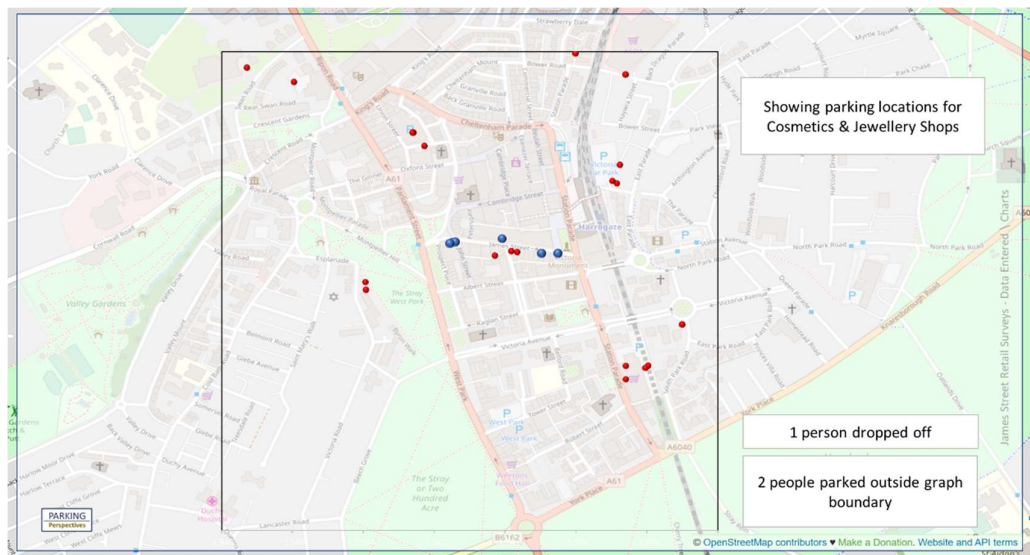
5.4.2 Banks



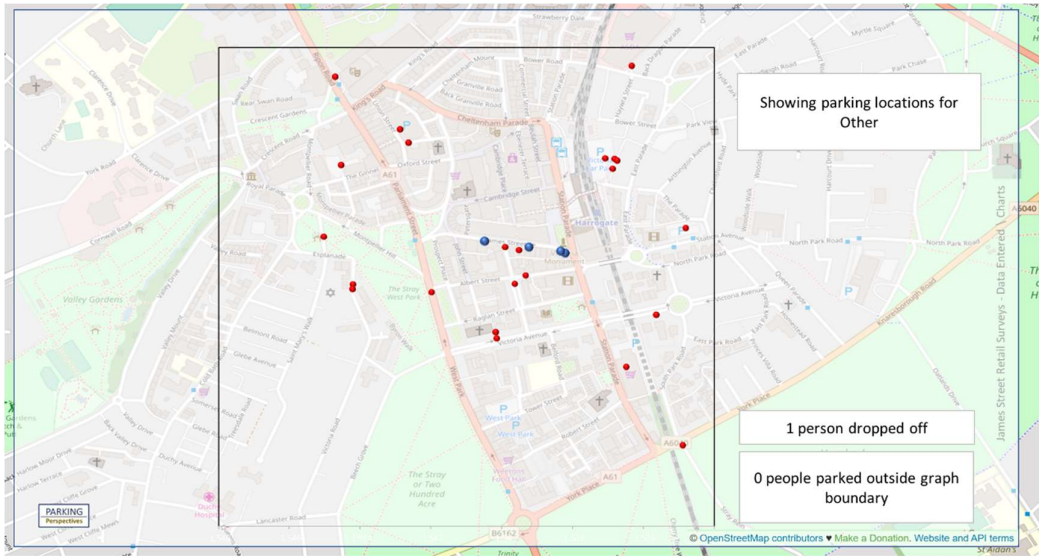
5.4.3 Department & Goods



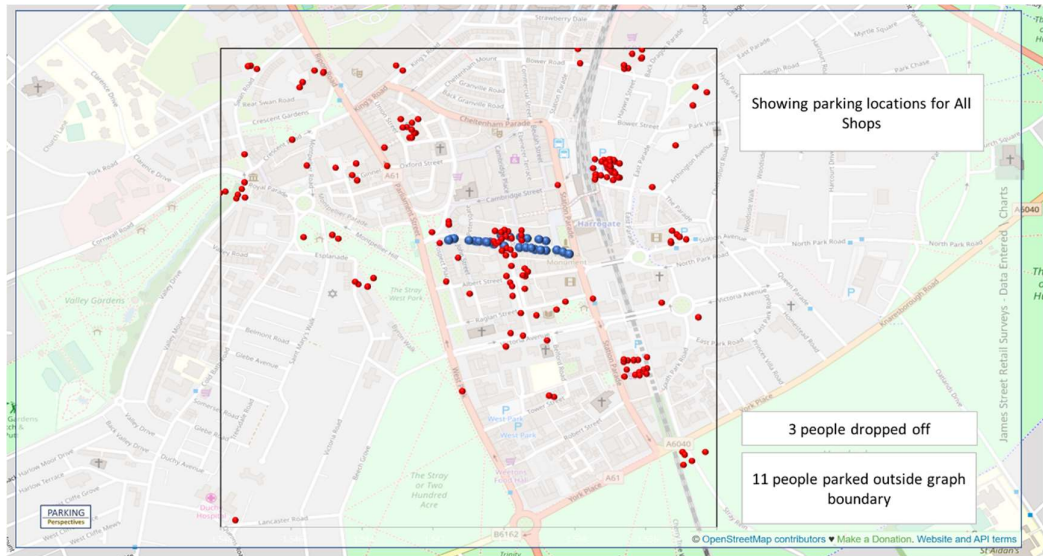
5.4.4 Cosmetics & Jewellery



5.4.5 Other



5.4.6 All Shops



6 Conclusions

Most of those parking in James Street are using it to visit a business in that street. Many are making relatively short stops of less than 30 minutes to visit the shop or business of interest.

If the parking in James Street was removed, there is a proportion (between 2 - 18%) who have stated that they would look to park elsewhere, and take their business elsewhere.

Those parking in James Street make up only a relatively small proportion of those visiting the businesses and shops in the street. The survey of those entering and leaving the premises indicates that more than 9 out of 10 have not parked in James Street.

In summary, this indicates that over 90% of those doing business in James Street will be unaffected by the removal of parking. Of the 10% or less that are parking, less than 20% were of the opinion that they would take their business elsewhere. In combination, were the parking to be removed from James Street, the impact on current shopping/business visitors could be expected to be less than 2%.

Appendix A : Breakdown of Business User Interviews

Interviews conducted with those entering or leaving the following business premises.

Shop/Business	Interviews
Russell and Bromley	3
iStore	8
Hugh Rice	8
White Company	3
Hoopers	61
Ernest Jones	11
Monsoon	3
Hobbs	3
Joules	2
Harrogate Discount	4
Trespass	2
Virgin Money	26
Sea Salt	28
Waterstones	36
Barclays Bank	10
Yorkshire Soap	4
Station News	13
Mama Doreen's	1
Carl Scarpa	3
Phase Eight	23
Whistles	9
Ecco	9
L'Occitane	4
Space NK	3
Molton Brown	1
Jones	12
Hotel Chocolat	4
Total	294

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