

Fleet Car Park usage – August - October 2020

Summary

Car park usage data has been reviewed to try and understand whether any noticeable changes to ticket sales have occurred, that may be as a result of the pedestrianisation scheme and which may have an impact on footfall to the high street. Nine weeks of data from week commencing the 17th August 2020 (prior to the scheme implementation) up to week commencing the 12th October 2020 has been reviewed.

A comparison was then drawn with the ticket sales for the same weeks in 2019. It can be seen that overall, the pattern of ticket sales appears to follow the same seasonal trend for each week as that of 2019. Although there has been a reduction in sales from week 34 to week 42, ticket sales are actually relatively comparable with 2019, with some weeks showing a higher number sold.

This shows that the pedestrianisation scheme has not had a significant impact on the number of people using the car parks within Fleet, despite the Covid-19 pandemic. The regular markets events held on Saturdays would also appear to be increasing ticket sales each week and attracting people to the high street.

Weekly Car Park Ticket Sales for all Fleet Car Parks

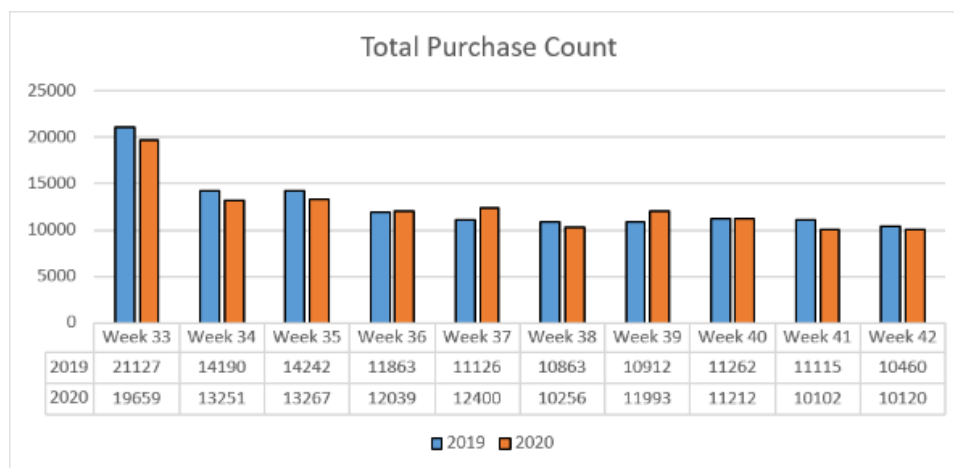
The data below shows a variation in the weekly tickets sold of 3,149 between the 17th August and 11th October 2020 with the largest number of weekly tickets being sold during the week commencing 24 August.

Week nr	Week Commencing	Up to 30 mins*	Up to 2hrs*	Up to 4 hrs	All day	Total
34	17/08/20	6,820	4,096	541	1,794	13,251
Fleet Road Closure implemented on 24/08/20						
35	24/08/20	6,381	4,605	639	1,642	13,267
36	31/08/20	5,405	4,575	584	1,475	12,039
37	07/09/20	6,073	4,319	635	1,373	12,400
38	14/09/20	4,333	3,188	1,410	1,325	10,256
39	21/09/20	5,974	4,138	600	1,281	11,993
40	28/09/20	4884	4,290	687	1,351	11,212
41	05/10/20	3,740	4,279	777	1,306	10,102
42	12/10/20	4,757	3,345	644	1,374	10,120

- * Figures for up to 30 min and up to 2hr ticket sales have been adjusted to reflect the actual cash collected by the 3 short stay ticket machines in Church Rd Car Park as ticket sale data for these three machines was not recorded.

2019 vs 2020 ticket sales

The chart below compares the total weekly ticket sales during the period of the pedestrianisation with the weekly ticket sales during the same period in 2019. This shows a similar trend and value in the number of tickets sold, with any reduction in the number of long-term tickets being offset by an increase in the number of short stay (up to 2hr) tickets sold.



Ticket sales when Saturday events were held in the pedestrianised area.

Date	Event	Car Park Ticket Sales
29 August	Craft Market	1,276
12 September	Craft Market	1,340
19 September	Vegan Market	1,297
26 September	Crazy Golf	1,318
3 October	Street Entertainment	1,342
10 October	Mini Artisan Market	1,445
17 October	Vegan Market	1,404

The table above shows that Saturday ticket sales have remained stable and risen slightly over the period of the pedestrianisation.

Payments using MI permit phone app

Since car park charges were reintroduced at the beginning of August, Hart has been promoting the use of the MI permit app as an alternative to paying at the ticket machines. To support this the council has agreed with the supplier that no transaction charge will be applied to payments of less than £1.60.

The table below shows an increased use of the app for parking payment as a percentage of weekly transactions when compared with the same period in 2019, and a steady increase in the use of the app since the promotion was launched in August 2020.

Year & week	Total Transactions	Nr of MI permit transactions	% of MI permit transactions
2020 - 34	13,251	750	5.7
2019 - 34	14,190	393	2.8
2020 - 35	13,267	894	6.7
2019 - 35	14,242	373	2.6
2020 - 36	12,039	871	7.2
2019 - 36	11,863	540	4.5
2020 - 37	12,400	825	6.8
2019 - 37	11,126	581	5.2
2020 - 38	10,256	872	8.5
2019 - 38	10,863	527	4,8
2020 - 39	11,993	894	7.4
2019 - 39	10,912	571	5.2
2020 - 40	11,212	1024	9.1
2019 - 40	11,262	578	5.1
2020 - 41	10,102	1061	10.5
2019 - 41	11,115	627	5.6
2020 - 42	10,120	976	9.6
2020 - 42	10,460	545	5.2