Macclesfield Car Park Feasibility Study Report

Document no: 1
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Cheshire East Council

Macclesfield Parking Study

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Executive summary

Cheshire East Borough Council's (CEC) Economic Development Service team is keen to explore the potential for releasing surplus car parking spaces within Macclesfield town centre for residential development to support town centre vitality and viability. This commission assesses various parking release scenarios to quantify potential vehicle displacement and its impact on the town centre for visitors, residents and businesses. Previous studies have identified Churchill Way and Duke Street car parks as potential locations for declaring surplus spaces for residential use, with either the full or partial release of these car parks. These car parks are the focus of this study.

The project assessed the current parking demand in nine town centre car parks within the study area to determine the extent of surplus parking supply on an hourly basis during typical weeks. The car parks surveyed were Duke Street, Exchange Street, Churchill Way, Christ Church, Grosvenor Centre, Whalley Hayes, Jordangate, Old Library, and Parsonage Street. Data was collected on the number of vehicles parked each hour using video monitoring at car park entrance and exit points. Available ticket sales data was also collected to estimate the duration of stay. The key finding is there is currently an appreciable amount of spare capacity across all nine car parks on typical weekdays, Saturdays and Sundays. The spare capacity has been quantified by hour for each car park within the report.

Having established the current hourly parking demand and spare capacity in each car park, the next stage focussed on parking release for Churchill Way and Duke Street under a range of hypothetical scenarios and assumed future levels of parking demand. The aim was to quantify the number of vehicles needing alternative car parking and assess if nearby car parks could accommodate these displaced vehicles. In this study, we assumed Grosvenor Centre multi-storey car park (MSCP) would be the first-choice alternative destination for any such vehicles. Twelve main scenarios were tested to reflect the day of the week (i.e. Weekdays, Saturdays and Sundays), the amount of car park space released in Churchill Way and Duke Street (i.e. partial or full), and the level of parking demand across all car parks (i.e. current and a future 'growth' situation). For the future 'growth' situation, we agreed with CEC to run a sensitivity scenario to test the impact of a 10% increase in peak parking demand. One final scenario was also run to assess the impact of a 10% decrease in peak parking demand. The partial release of Churchill Way car park involved a reduction in the number of available car parking spaces from 276 to 123, and in Duke Street from 275 to 105. The same scenarios were also tested using data from a Treacle Market Sunday.

The main findings from the analysis indicates the following:

- **Scenario 1 (current demand, partial release of Churchill Way and Duke Street car parks):** all displaced vehicles can be comfortably accommodated in the Grosvenor Centre MSCP on weekdays and Sundays. However, between 11:00-14:00 on Saturdays, we estimate 84 vehicles would need to relocate to a different car park; there is more than sufficient capacity available in the remaining car parks to absorb these vehicles.

- **Scenario 2 (10% growth in peak period parking demand, partial release of Churchill Way and Duke Street car parks):** all displaced vehicles can be accommodated in the Grosvenor Centre MSCP on weekdays for most of the day. However, during the peak period (10:00-13:00) we estimate the Grosvenor Centre MSCP would be close to, or marginally above, capacity indicating three displaced vehicles would need to find an alternative car park, and there is ample capacity across the remaining car parks in the study area to accommodate this. A similar trend is observed on Saturdays, albeit with 79 vehicles having to find an alternative to Grosvenor Centre MSCP in the peak hour; however, there is sufficient spare capacity available. On Sundays, all displaced vehicles can be comfortably accommodated in the Grosvenor Centre MSCP.

- **Scenario 3 (current demand, full release of Churchill Way and partial release of Duke Street car parks):** on weekdays the Grosvenor Centre MSCP would be able to accommodate most of the displaced vehicles, although due to the higher number from Churchill Way compared to Scenario 1 due to its full

release, some 378 vehicles would need to find an alternative destination to the Grosvenor Centre MSCP. There is sufficient capacity in the other car parks to accommodate these vehicles. On Saturdays, as parking demand is generally higher, the number of vehicles needing to find an alternative to the Grosvenor Centre MSCP is higher. For the peak period 11:00-14:00 there would be 43 vehicles that would not be able to find a space in any of the remaining car parks. On Sundays, the Grosvenor Centre MSCP could accommodate all displaced vehicles, albeit close to capacity between 11:00-14:00; any excess demand that did occur could be accommodated comfortably elsewhere.

- **Scenario 4: (10% growth in peak period parking demand, full release of Churchill Way and partial release of Duke Street car parks):** this scenario assessed the highest number of displaced vehicles which puts more pressure on the capacity of the remaining car parks once the Grosvenor Centre MSCP is full. On weekdays and Sundays, these remaining car parks can accommodate any overspill from the Grosvenor Centre MSCP. On Saturdays however, there would be insufficient capacity across the nine car parks to accommodate an estimated 276 displaced vehicles.

- **Treacle Market Sunday:** from the limited data available, indications are that there is sufficient capacity in the town centre car parks to accommodate displaced vehicles despite the observed increased demand for parking due to the market. For Scenarios 1 and 2 all vehicles can still be accommodated in Grosvenor Centre MSCP. In Scenarios 3 and 4 there will be a higher number of overspill vehicles, however these can be easily accommodated by the spare capacity in the other car parks.

- **Sensitivity Test (Reduced Peak Period Demand):** this scenario assessed a 10% reduction in peak parking demand along with the partial release of spaces in Churchill Way and Duke Street car parks. The analysis showed that all displaced vehicles can be comfortably accommodated in the Grosvenor Centre MSCP on weekdays and Sundays. However, between 11:00-12:00 on Saturdays, we estimate 11 vehicles would need to relocate to a different car park; there is more than sufficient capacity available in the remaining car parks to absorb this small number of vehicles.

In summary, **for most of the scenarios tested, the Grosvenor Centre MSCP can accommodate all vehicles displaced from Churchill Way and Duke Street car parks**. **On the few occasions when the Grosvenor Centre MSCP becomes full, there is generally ample spare capacity in the remaining car parks** included in the study. Only under the more extreme circumstances we tested is the overall capacity of the nine car parks exceeded – this occurs during the peak period on Saturdays (typically 11.00-14.00) with 10% growth in peak period parking demand and the full closure of Churchill Way and partial closure of Duke Street car parks.

The report concludes with several recommendations to improve the attractiveness and accessibility of the town centre car parks; this will be important given the displacement that is likely to occur should the capacities of Churchill Way and Duke Street car parks be reduced. The study also assumed that the Grosvenor Centre MSCP would be the first-choice alternative destination for displaced vehicles. Drivers will need to re-evaluate their parking destination choices following any changes in parking supply. This is where information (such as via a real-time messaging system) can play a significant role in directing vehicles to where the spare capacity is in car parks to avoid any unwanted impacts on the performance of the town centre traffic network and its approaches.

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1. Introduction

1.1 Background

Cheshire East Borough Council's (CEC) Economic Development Service team has commissioned Jacobs to undertake a feasibility study that explores the potential to declare and release surplus car parking in Macclesfield town centre for residential development. The proposal is to test the release of spaces in Churchill Way and Duke Street car parks to support town centre vitality and viability. CEC want to understand whether displacement caused by the release of car parking spaces might cause issues relating to parking in the town centre.

Figure 1-1 below shows an illustration provided within a Cushman and Wakefield report[1] on the quantum of parking release to be tested. The current Duke Street and Churchill Way car park boundaries are identified below in red:

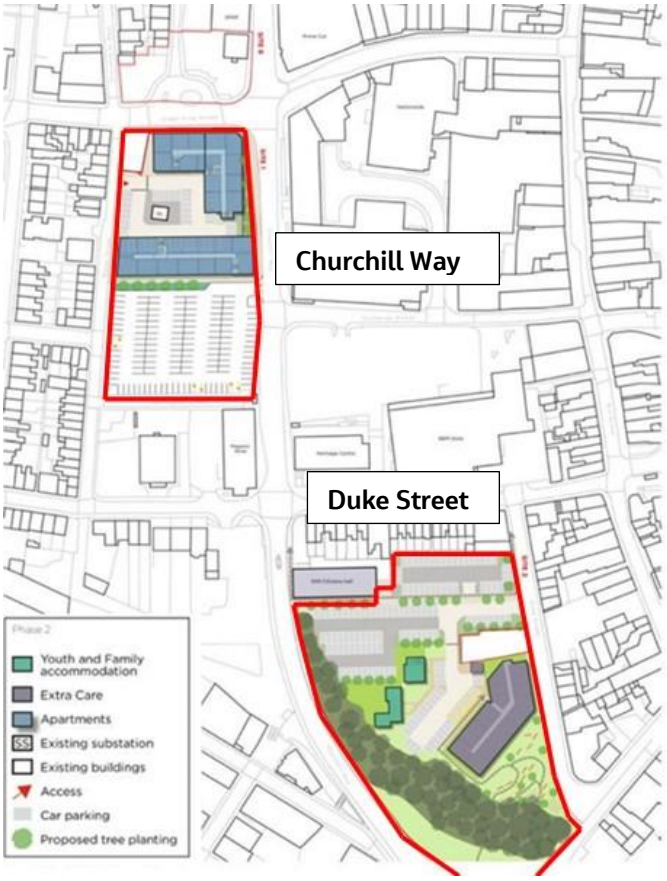

Figure 1-1: Location of Churchill Way and Duke Street Car Parks

This feasibility work stems from previous reporting and survey data (see below) which identified the potential for development on parts of these two car parks. The key documents/data pertinent to this study are:

- Macclesfield Town Centre Strategic Regeneration Framework (SRF) – October 2019

[1] 'Macclesfield Station Gateway and Churchill Way Boulevard Options Study: Final Report'. Cheshire East Council (February 2023)

- Macclesfield Station Gateway and Churchill Way Boulevard - Final Report February 2023
- 2022 Macclesfield Baseline Occupancy Data
- Macclesfield Parking Strategy - August 2023[2]

Macclesfield town centre has approximately 1,600 off-street car parking spaces in public car parks that form the scope of this study, with additional parking options to the east of the town centre that are outside the scope of this commission. Aside from the two multi-storey car parks at the Grosvenor Centre and Jordangate, all other CEC car parks are surface car parks, many introduced following housing clearance programmes. As identified by CEC, several of the surface car parks are unattractive and detract visually from the character of the town centre. Some are also laid out inefficiently, sometimes with multiple entrance points and are not particularly well signposted. The location of the car parks within the study area is shown in Figure 1-2 below. These car parks were included in the scope as they are potential alternative car parks for displaced cars if Churchill Way or Duke Street car parks have their capacity reduced.

Figure 1-2: Car Park Locations

Previous survey work has indicated there is surplus car parking to serve the town centre, although most studies have stopped short of quantifying how many spaces could be repurposed for other uses. The distribution of spaces across multiple car parks is also thought to lead to a significant amount of unnecessary hunting for spaces, circulation, management, and inefficiency, as well as many small but cumulatively significant 'severances' being created by small pockets of surface car parks.

[2] Macclesfield Parking Strategy 2023

The Macclesfield SRF suggests that opportunities should be explored to consolidate parking in the town centre and release some surface car parking for redevelopment to support town centre vitality and viability. The Local Plan Strategy also states that "the Council will look to maximise opportunities for improvement and regeneration in Central Macclesfield" and "There are numerous opportunities to rationalise and consolidate existing car parks (in Central Macclesfield) – in so doing 'unlocking' important regeneration opportunities."[3]

A recent study (Macclesfield Station Gateway and Churchill Way Boulevard - Final Report Feb 2023) made progress in exploring this potential. The outcome of the study suggests that, whilst on the east of the town, around the station, there is limited opportunity to release car parks for redevelopment unless a scheme can be developed to provide a new multi-storey car park. In contrast, to the west of the town centre, around the Churchill Way corridor, it appears there is more scope to consolidate parking to enable the release of land for redevelopment. The study recommended further work to explore the feasibility of releasing all or part of Duke Street Car Park and all or part of Churchill Way Car Park for residential redevelopment, combined with a new car parking strategy to ensure effective management of remaining car parks going forward. The study also suggested the potential release of the areas shown in Figure 1-1, but flags the need for further consideration to be given to the impacts of such potential redevelopment on the town centre, and to explore the strategy needed to ensure any release of parking for redevelopment does not create issues with parking in the town centre for visitors, residents or businesses.

1.2 Key Cheshire East Borough Council Documents

The following documents have been referenced and considered within this report as they provide the guidance within which the final recommendations have been made and ensure alignment with the key objectives.

1.2.1 Cheshire East Council Corporate Plan 2021-2025

The Cheshire East Council Corporate Plan 2021-2025 has been used to guide this feasibility study and is considered during the development of the report's recommendations. The plan outlines the council's vision, priorities and values for the borough and is structured around three main aims:

- Open: Providing strong community leadership and working transparently with residents, businesses, and partners.
- Fair: Reducing inequalities, promoting fairness and opportunity for all, and supporting the most vulnerable residents.
- Green: Leading communities to protect and enhance the environment, tackle the climate emergency, and drive sustainable development

To achieve these aims a set of priorities has been developed. This report pays particular attention to the following priorities:

- Support a sustainable financial future for the council, through service development, improvement and transformation.
- Look at opportunities to bring more income into the borough.
- A great place for people to live, work and visit.
- Welcoming, safe and clean neighbourhoods.
- Reduce impact on the environment.

[3] Macclesfield Town Centre SRF

- A transport network that is safe and promotes active travel.
- Thriving urban and rural economies with opportunities for all.

1.2.2 Cheshire East Borough Council 'Our Aspirations and Principles'

In January 2025 Cheshire East Borough Council announced its Aspirations and Principles. These aspirations reflect the kind of council it wants to be, 'a council that takes action, works together, and makes a lasting difference for residents.' The three aspirations are:

- Collaborate and enable success.
- Innovate with evidence-based solutions.
- Uphold professionalism and build trust.

A set of principles has also been outlined; these have been considered and incorporated into this report and into the recommendations. The relevant principles include:

- Resident centred approach.
- Innovative and adaptable.
- Data and intelligence led.
- Sustainability and resilience.

1.2.3 Cheshire East Council Local Transport Plan 2019 – High Level Parking Strategy

The High Level Parking Strategy, included within the Local Transport Plan published in 2019, intends to 'further develop and harmonise the parking offer focusing on the Cheshire East principal towns and key service centres.' The overall aim of the strategy is to balance long term economic, social and environmental well-being by following a set of objectives as listed below:

- Manage traffic to improve transport network efficiency.
- Encourage the use of more sustainable and healthy forms of travel, including walking, cycling and public transport.
- Sustain and enhance the vitality of our town centres.
- Provide for the parking needs of people with disabilities & parents/carers with young children.
- Balance the parking demands of local residents, shops and businesses and visitors, shoppers, workers and commuters.

All these objectives have been considered when undertaking this study and developing the recommendations.

1.3 Purpose of this report

The purpose of this report is to determine the impact of the partial or full release of Churchill Way Car Park and the partial release of Duke Street Car Park in Macclesfield town centre in terms of the displacement of vehicles across a range of scenarios, using an understanding of the current demand for parking within the car parks. The study considers the impacts of the release of land for potential redevelopment with a set of recommendations

based on this analysis to ensure any release of parking for redevelopment does not create issues for parking in the town centre.

To achieve this, the report will seek to answer the following key questions:

- What is an accurate picture of current usage of off-street parking space in Macclesfield town centre?
- What is appropriate parking provision within the town centre to provide for current and future users also having regard to the climate emergency and the realistic potential for users to utilise more sustainable means of transport?
- Would the release of the initial suggested areas of Churchill Way Car Park and Duke Street Car Park leave adequate and appropriate car parking to serve the town centre (residents, businesses, and visitors) now and into the future?
- Is there potential to release further areas of parking for redevelopment without provision of a new replacement car park?
- What changes/improvements, would be needed to retained parking should the sites be released for sale?
- What parking strategy should be followed to ensure remaining parking is effectively utilised to best support residents, visitors, and businesses?

The main sections in this report are:

- Section 2. Existing situation
- Section 3. Displacement assessment
- Section 4. Conclusion
- Section 5. Recommendations and Next Steps

2. Existing situation

This section outlines the existing situation regarding parking demand in car parks within the Macclesfield study area and is based on observations from a site visit, 24-hour video surveys and ticket sales data.

2.1 Site visit

A site visit was undertaken to the main car parks located within Macclesfield town centre which form the scope of this study. The visit was undertaken by representatives of the project study team on Thursday 27th of June 2024.

The purpose of the site visit was to become familiar with the local context of the car parks within the study area and to review the locations and opportunities for displacement. Several of the key aspects noted for each car park are listed below:

- Car park condition
- Number of entrances and exits
- Car park user characteristics
- Opportunities for improvements
- Blue Badge Bay situation
- Opening hours and charging periods

2.2 Tariffs and Capacity

Table 2-2 below displays the current tariffs and capacities for the car parks within the study area; these have been taken from the Cheshire East Borough Council website[4] and are correct as of 18th February 2025. A description of the charges for each car park is provided below in Table 2-1.

[4] Macclesfield Car Parks

Table 2-1: Car Park Opening and Charging Hours

Car Park	Days Open	Opening Hours	Charging Hours	Other information
Duke Street	Monday-Sunday	24 Hours	Monday-Saturday 08:00-15:00	Free after 3pm
Churchill Way			Monday-Saturday 08:00-18:00	
Exchange Street				
Christ Church				
Whalley Hayes				
Old Library				
Parsonage Street				
Grosvenor Centre MS		08:30-18:00 (Monday-Saturday), 11:00-16:00 (Sundays and Bank Holidays)		
Jordangate MS	Monday-Saturday	Monday-Saturday 07:00-19:00		Open on Treacle Market Sundays from 11:00-16:00

Table 2-2: Car Park Tariffs (£) and Total Capacities (total number of available spaces including disabled bays)

Car Park	Total Capacity	Disabled Spaces	Stay Type	Up to 1/2 Hour	0-1 Hours	1-2 Hours	2-3 Hours	3-4 Hours	4-6 Hours	6-10 Hours	6-9.5 Hours	6-12 Hours
Christ Church	86	4	Long		0.60	1.00	1.50	2.10	3.00	3.40		
Churchill Way	276	0	Long		1.00	1.60	2.30	3.30	4.40	5.20		
Duke Street	275	6	Long		0.60	1.00	1.50	2.10	3.00	3.40		
Exchange Street	117	10	Short	0.50	1.00	1.60						
Grosvenor Centre MS	241	20	Long		1.00	1.60	2.30	3.30	4.40		5.20	
Jordangate MS	258	11	Long		0.60	1.00	1.50	2.10	3.00			3.40
Old Library	29	1	Long	0.50	1.00	1.60	2.30	3.30				
Parsonage Street	25	0	Long	0.50	1.00	1.60	2.30	3.30				
Whalley Hayes	261	3	Long		0.60	1.00	1.50	2.10	3.00	3.40		

2.3 Resident Parking Permits

Cheshire East Borough Council issue a limited number of year-long resident permits for town centre car parks which reduce the cost of parking for the holder in a specific car park. Residents may be eligible to apply for a car park permit if they live at an approved address and have no access to off-street parking. The number of permits issued per car park is given below in Table 2-3 and are correct as of 6th February 2025. Please note that resident permits are not issued for Exchange Street or Grosvenor Centre MSCP.

Table 2-3: Number of resident car park permits issued per car park

Car Park	Number of permits issued	Proportion of spaces for permits
Christ Church	32	37%
Churchill Way	50	18%
Duke Street	20	7%
Exchange Street	n/a	n/a
Grosvenor Centre MS	n/a	n/a
Jordangate MS	4	2%
Old Library	2	7%
Parsonage Street	0	0%
Whalley Hayes	17	7%

The number of spaces remaining in the case of partial release is larger than the number of permits issued in both Churchill Way and Duke Street. If the full release of Churchill Way were to go ahead then these permits would have to be relocated to a nearby car park. However, it is unknown how permit holders in other car parks may be affected by the displacement of vehicles. Therefore, more analysis is required to understand relevant parking behaviour for example in terms of how permits are being used on a day-to-day basis.

2.4 Survey analysis

24-hour video count surveys were undertaken to analyse the existing parking situation across the study sites.

Car park ticket sales data was also obtained from the Cheshire East parking team to supplement the video survey data to help estimate duration of stay and growth in parking demand. These sources of data are summarised in Table 2-4 below and the location of each car park is shown in Figure 1-2.

Table 2-4: Surveys completed

Type	Method of data capture	Dates
Car park occupancy survey	24-hour; cameras recording car park entries and exits at 15-minute intervals	06.10.24-12.10.24 (Churchill Way, Duke Street, Grosvenor Centre Multi-Storey, Jordangate Multi-Storey, Old Library, Parsonage Street, Whalley Hayes) 23.11.24-29.11.24 (Christ Church and Exchange Street)
Ticket sales	Ticket machines and online payment services (PayByPhone and RingGo)	01.01.2020-31.12.2024 (combination of aggregate and hourly)

The ticket sales data was collected during the specified date period from both the ticket machines' online payment providers 'PayByPhone[5]' and 'RingGo'[6]. In October 2024, CEC changed provider from 'PayByPhone' to 'RingGo'. The car parks are free on Sundays therefore there is no ticket sales data available for 06.10.24 and 13.10.24.

The occupancy survey data was carried out by the data collection company Tracsis[7]; the surveys consisted of 24 hour camera recordings of the entries and exits to each car park to allow the estimation of hourly car park occupancies. The planned survey period for all the car parks to be surveyed was between 06.10.24 and 12.10.24. However due to technical problems two of the car parks were surveyed between 22.11.24 and 29.11.24. The specific car parks and when they were surveyed is included in the above table.

2.4.1 Car park locations and maximum observed occupancy

Regarding terminology, the 'maximum observed occupancy' refers to the highest number of parked vehicles recorded in each car park in any given hour for: i) a weekday ii) the Saturday and iii) the Sunday during the survey week. The weekday average takes the five weekdays together and finds an average for each hour. For example, it takes the period 09:00-10:00 occupancy for Monday-Friday and calculates an average occupancy for that hour.

The video count survey data and capacity for the car parks within the study area have been plotted in Figure 2-1 below for the average maximum weekday hourly occupancy. The two car parks with potential for release are shown in red, and the two figures presented are the overall capacity [in square brackets] and the maximum average weekday hourly occupancy (in round brackets). Figure 2-2 and Figure 2-3 shows the maximum hourly occupancy for the results recorded on Saturdays and Sundays respectively. Below is a summary of each figure:

- On weekdays, at their maximum observed occupancy, Churchill Way had 86 spare spaces and Duke Street had 140 spare spaces.
- On a typical Saturday, at their maximum observed occupancy, Churchill Way had 26 spare spaces and Duke Street had 119 spare spaces.

[5] PayByPhone

[6] RingGo

[7] Tracsis

- On a typical Sunday, at their maximum observed occupancy, Churchill Way had 70 spare spaces and Duke Street had 235 spare spaces.

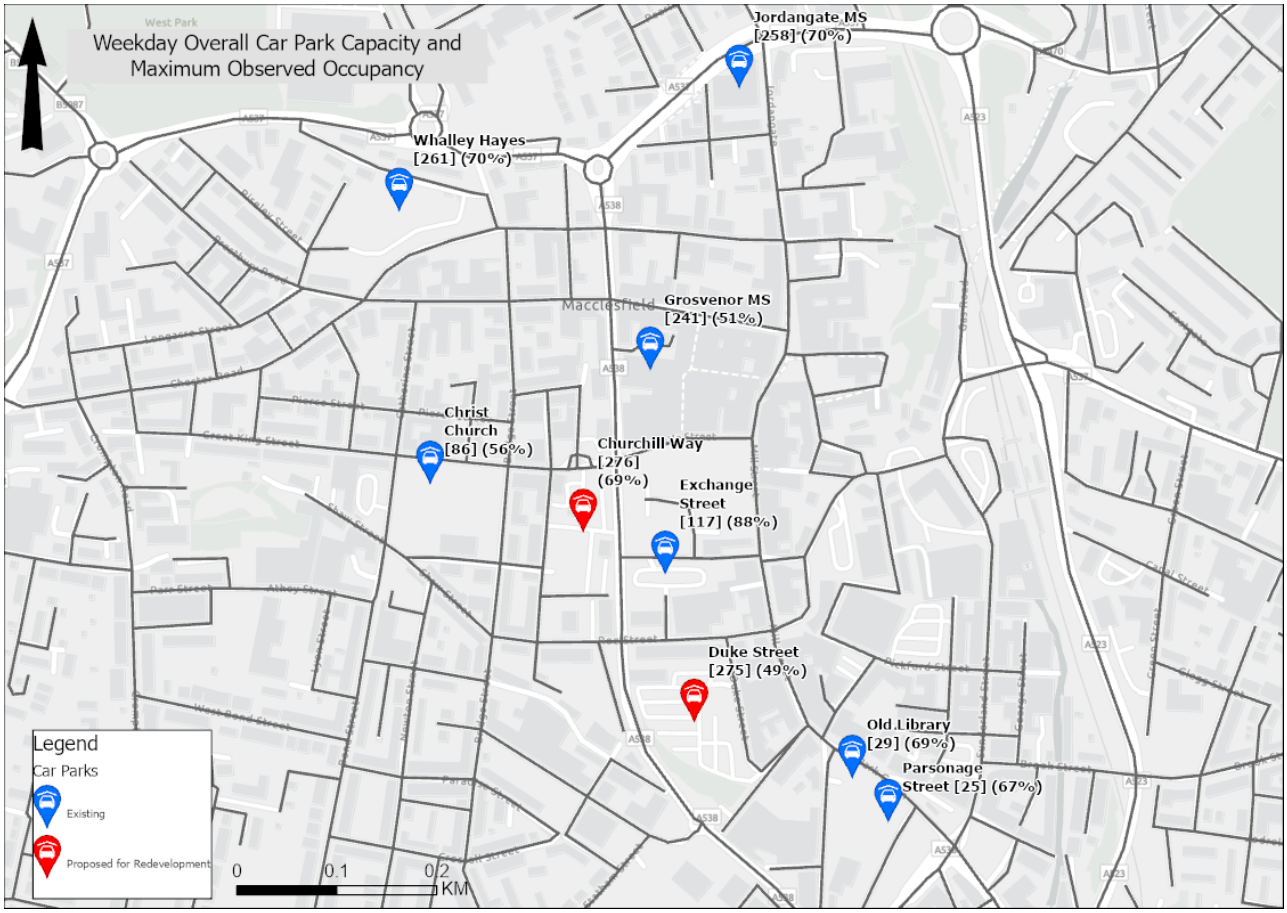

Figure 2-1: Car Park Locations, Overall Capacities and Maximum Observed Hourly Occupancy on a Weekday

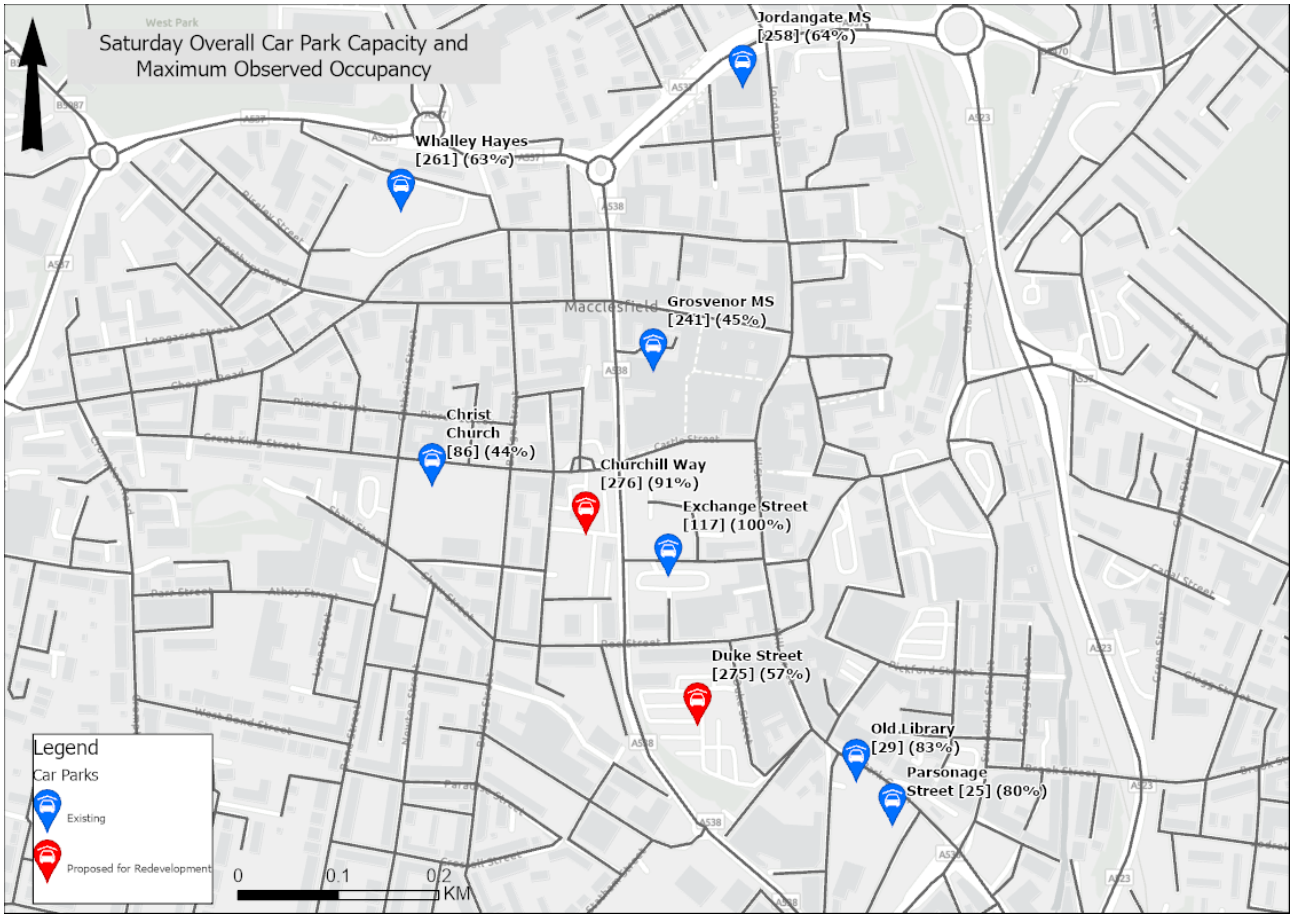

Figure 2-2: Car Park Locations, Overall Capacities and Maximum Observed Hourly Occupancy on a Saturday

Figure 2-3: Car Park Locations, Overall Capacities and Maximum Observed Hourly Occupancy on a Sunday

Table 2-5 below summarises the results above by displaying the highest average hourly occupancies for weekday, Saturday and Sunday for each car park, along with the times that these peaks in demand occur.

Table 2-5: Weekday and Weekend Maximum Average Occupancy and Time of Occurrence

Car Park	Weekday Average Maximum Occupancy	Hour	Saturday Maximum Occupancy	Hour	Sunday Maximum Occupancy	Hour
Churchill Way	69%	12:00-13:00	91%	11:00-12:00	75%	11:00-12:00
Duke Street	49%	11:00-12:00	57%	11:00-12:00	15%	18:00-19:00
Grosvenor Centre Multi Storey	51%	11:00-12:00	45%	11:00-12:00	17%	12:00-13:00
Old Library	69%	11:00-12:00	83%	11:00-12:00	76%	11:00-12:00
Whalley Hayes	70%	13:00-14:00	63%	13:00-1400	36%	10:00-11:00
Jordangate Multi Storey	70%	13:00-14:00	64%	13:00-14:00	36%	10:00-11:00
Parsonage Street	67%	12:00-13:00	80%	15:00-16:00	100%	11:00-12:00
Exchange Street	88%	11:00-12:00	100%	11:00-12:00	100%	13:00-14:00
Christ Church	56%	11:00-12:00	44%	11:00-12:00	38%	10:00-11:00

2.4.2 24 Hour video occupancy surveys

This section uses data from the video occupancy surveys to analyse the observed daily usage of each car park on weekdays and weekends. The data presented in the following sections is based on the average number of vehicles parked in a car park for each hour based on 15-minute interval values provided by the 1-week survey. The car parks have been split into large and small car parks to show where displaced vehicles might be most easily accommodated, and parking consolidated.

The following definitions are provided which will be used within the analysis presented below. Alongside these is a summary of the current situation.

Peak Parking Times

Most car parks experience their highest occupancy during lunchtimes on weekdays, typically between 11:00-13:00. This trend is consistent across Churchill Way, Duke Street, Christ Church, Exchange Street, Grosvenor Centre Multi-Storey, Jordangate Multi-Storey, Old Library, Parsonage Street, and Whalley Hayes car parks.

Weekend Peaks

Saturdays are generally the busiest days for car parks, with peak times often extending from late morning to early afternoon. Sundays tend to have lower occupancy, except for specific car parks such as Exchange Street, which reaches capacity on a Sunday afternoon.

Overnight Parking

There is a clearly identifiable demand for overnight parking across most car parks (between 5%-35% occupancy depending on the car park), suggesting usage by residents and visitors. This demand is generally higher at weekends. Resident permits are available for some of the car parks as listed below with the number of active permits and proportion of spaces this requires given in brackets respectively:

- Christ Church (32, 37%)
- Churchill Way (50, 18%)
- Duke Street (20, 7%)
- Jordangate (4, 2%)
- Old Library (2, 7%)
- Whalley Hayes (17, 7%)

Capacity and Spare Capacity

Most car parks have spare capacity even during their busiest hours.

Demand Outside Peak Hours

There is an observable level of demand for overnight parking most likely linked to residents and visitors.

2.4.2.1 Car Parks Potentially Suitable for Release

2.4.2.1.1 Churchill Way

Churchill Way Car Park is one of the two car parks identified as potentially suitable for release.

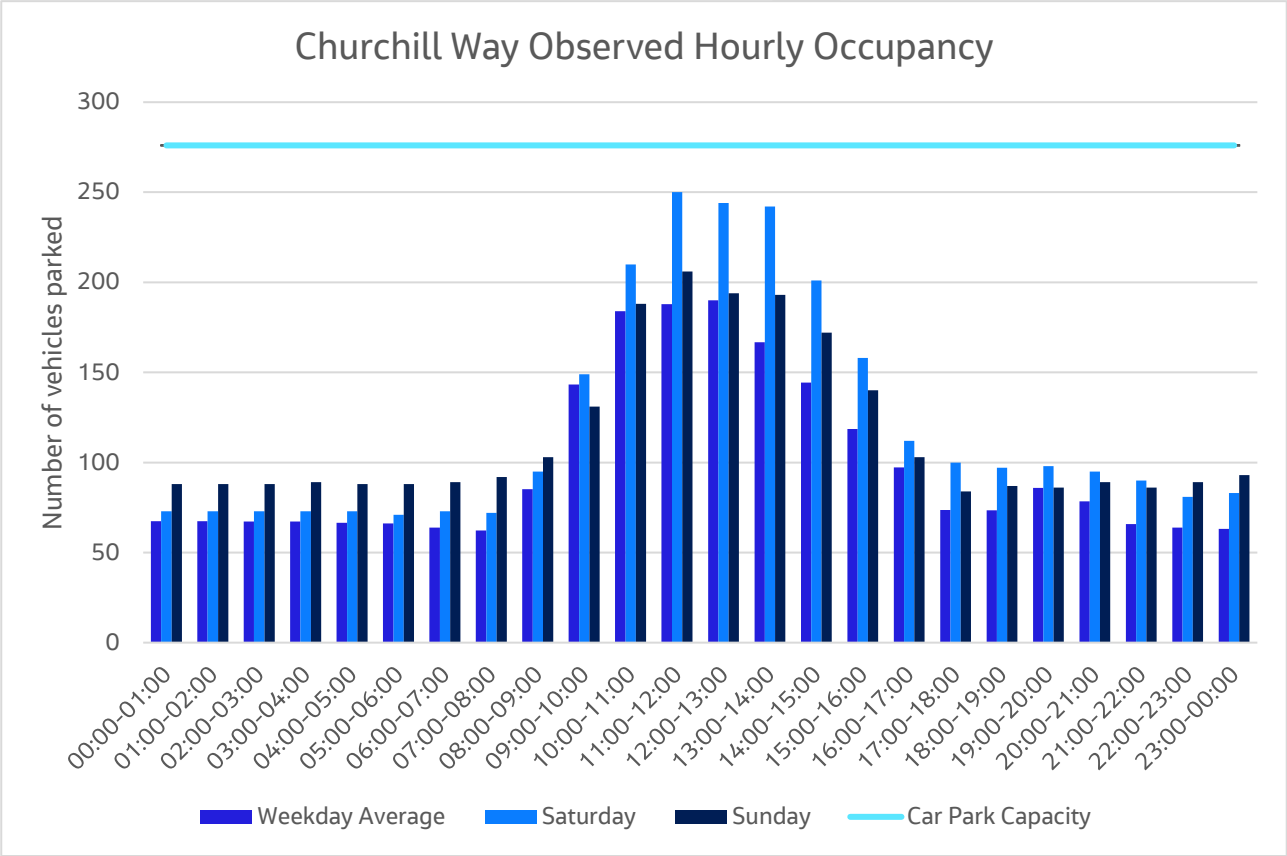

Figure 2-4: Churchill Way Average Hourly Occupancy

- On a weekday the highest average number of vehicles parked in Churchill Way car park occurs between 10:00-12:00 and totals a maximum of 190 vehicles. This is 86 vehicles less than the overall capacity of the car park.
- Car park occupancy peaks on Saturdays between 11:00-14:00 with around 250 vehicles parked. For most hours, Saturday parking also exceeds the weekday average and Sunday, generally making Saturday the busiest day of the week.
- There is a constant level of demand of approximately 65 vehicles on a weekday and 80 vehicles on a weekend outside the main daytime period between 18:00-08:00; this suggests the car park is being used for overnight parking most likely by residents and those visiting on a weekend.

2.4.2.1.2 Duke Street

Duke Street Car Park is the second car park identified as potentially suitable for release.

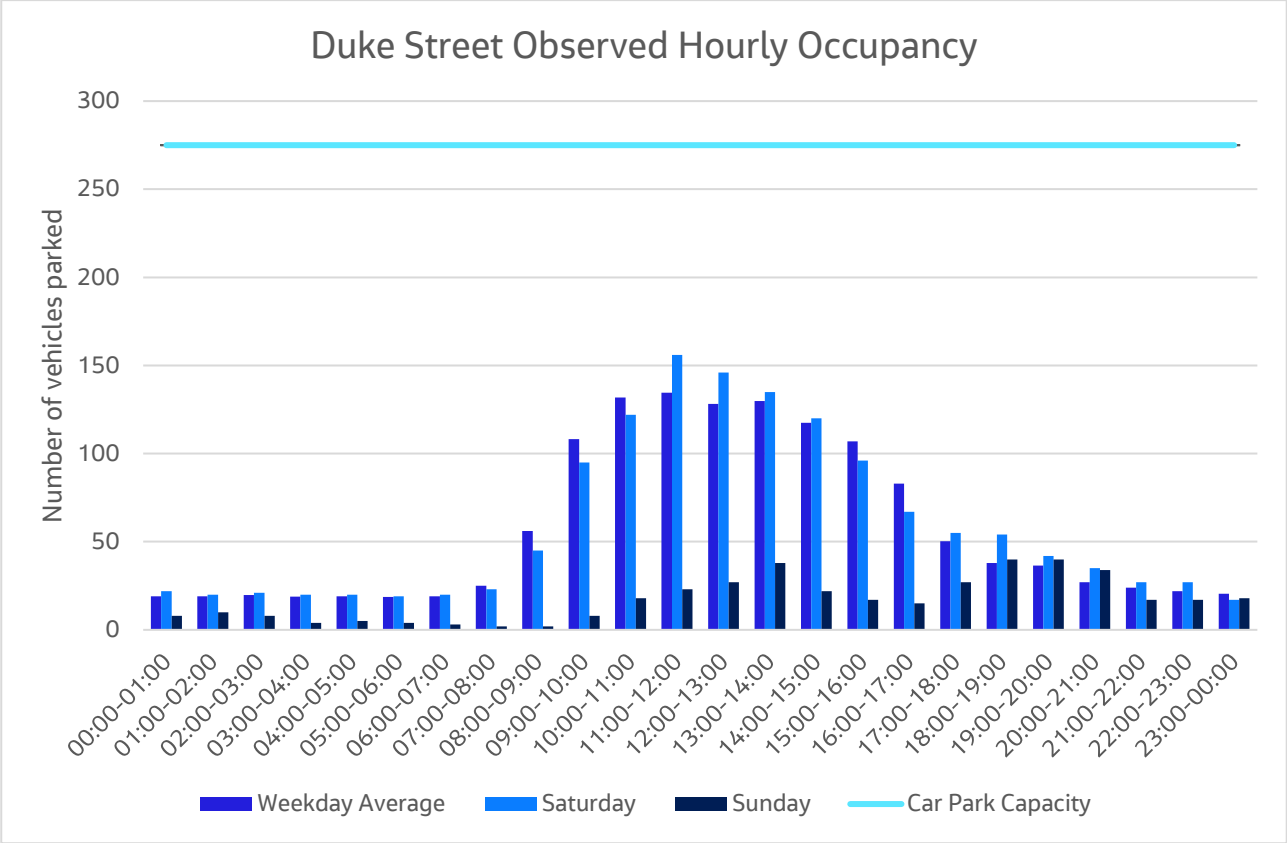

Figure 2-5: Duke Street Average Hourly Occupancy

- Similarly to Churchill Way car park, on a weekday the maximum number of vehicles parked in Duke Street car park occurs between 11:00-14:00, with a maximum of 135 vehicles. The spare capacity during the peak hour is 140 vehicles.
- Car park occupancy peaks on Saturdays between 11:00-12:00, with 156 vehicles. For most hours, it also exceeds the weekday average and Sunday, again making Saturday generally the busiest day of the week. Sunday experiences very low levels of parking, peaking at only 40 vehicles between 19:00-20:00.
- There is a constant level of demand of approximately 20 vehicles on a weekday and Saturday outside of the main daytime period between 20:00-08:00, however it is much lower on a Sunday at around 5 vehicles. This suggests that this car park is also being used for overnight parking by residents and potentially some overnight visitors on a weekday and Saturday.

2.4.2.2 Larger Car Parks Available for Displacement

2.4.2.2.1 Christ Church

Christ Church is located west of Churchill Way and Duke Street on Great King Street as shown in Figure 1-2.

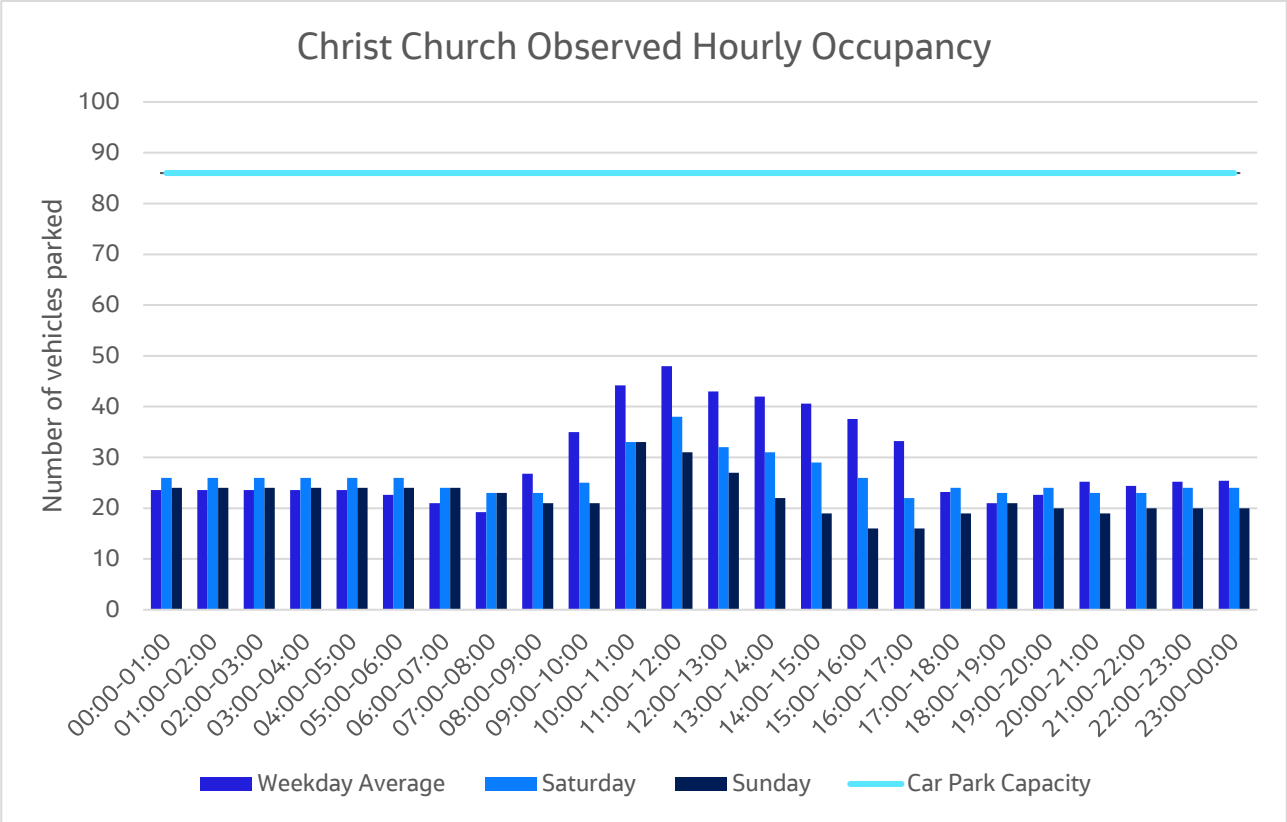

Figure 2-6: Christ Church Average Hourly Occupancy

- On a weekday the maximum number of vehicles parked in Christ Church occurs between 10:00-15:00, with a maximum of 48 vehicles between 11:00-12:00. The spare capacity during this peak hour is 36 vehicles. The weekday average is the peak occupancy for this car park.
- There is a constant level of demand of approximately 20 vehicles on all days outside of the main daytime period between 18:00-08:00. Again, this suggests the car park is being used for overnight parking by visitors and residents.

2.4.2.2.2 Exchange Street

Exchange Street is located between Churchill Way and Duke Street on Exchange Street as shown in Figure 1-2.

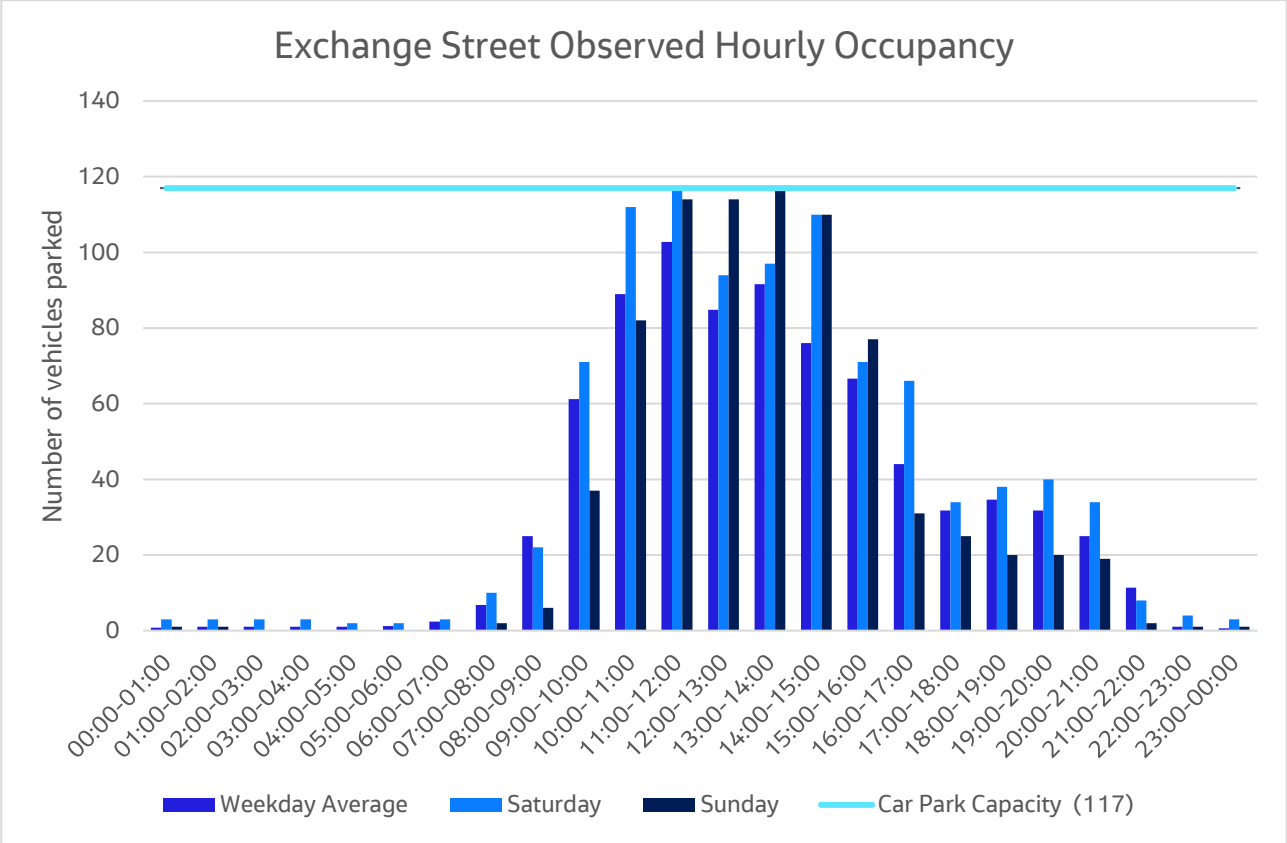

Figure 2-7: Exchange Street Average Hourly Occupancy

- On a weekday the maximum number of vehicles parked in Exchange Street car park occurs between 11:00-13:00, with a maximum of 103 vehicles between 11:00-12:00. The spare capacity during this peak hour is 14 vehicles.
- Car park occupancy peaks on a Saturday between 11:00-12:00 and a Sunday between 13:00-14:00 where the car park is at capacity. The Sunday occupancy exceeds the weekday average and Saturday demand between 12:00-16:00.

2.4.2.2.3 Grosvenor Centre Multi-Storey

Grosvenor Centre MSCP is a multi-storey car park north of Churchill Way and Duke Street connected to the Grosvenor Shopping Centre as shown in Figure 1-2. On a weekday Grosvenor Centre MSCP is open from 08:30-18:00; as shown in Figure 2-8 the analysis begins at 09:00. However, the 08:30-09:00 period has been accounted for within this column. There is also a surface level access point for service vehicles that were included in the survey data which marginally inflates the observed parking demand. It was deemed this inflation is negligible relative to overall demand based on local knowledge and anecdotal evidence. These service vehicles have been removed from the data outside the car park opening hours; however, during opening hours they have been included as a worst-case scenario. This suggests current and future usage would likely be slightly lower than reported by the data.

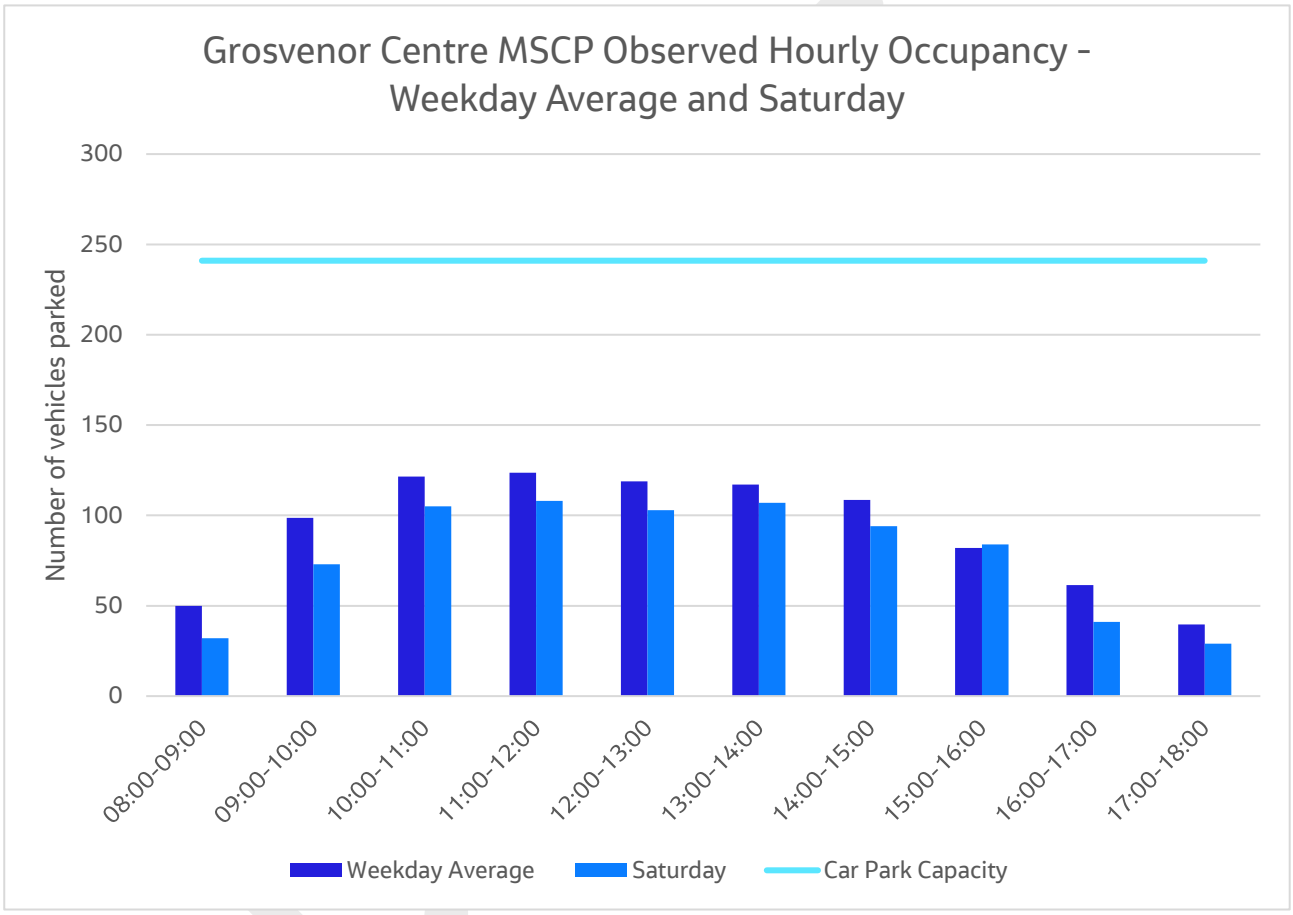

Figure 2-8: Grosvenor Centre Multi-Storey Average Hourly Occupancy Weekday Average and Saturday

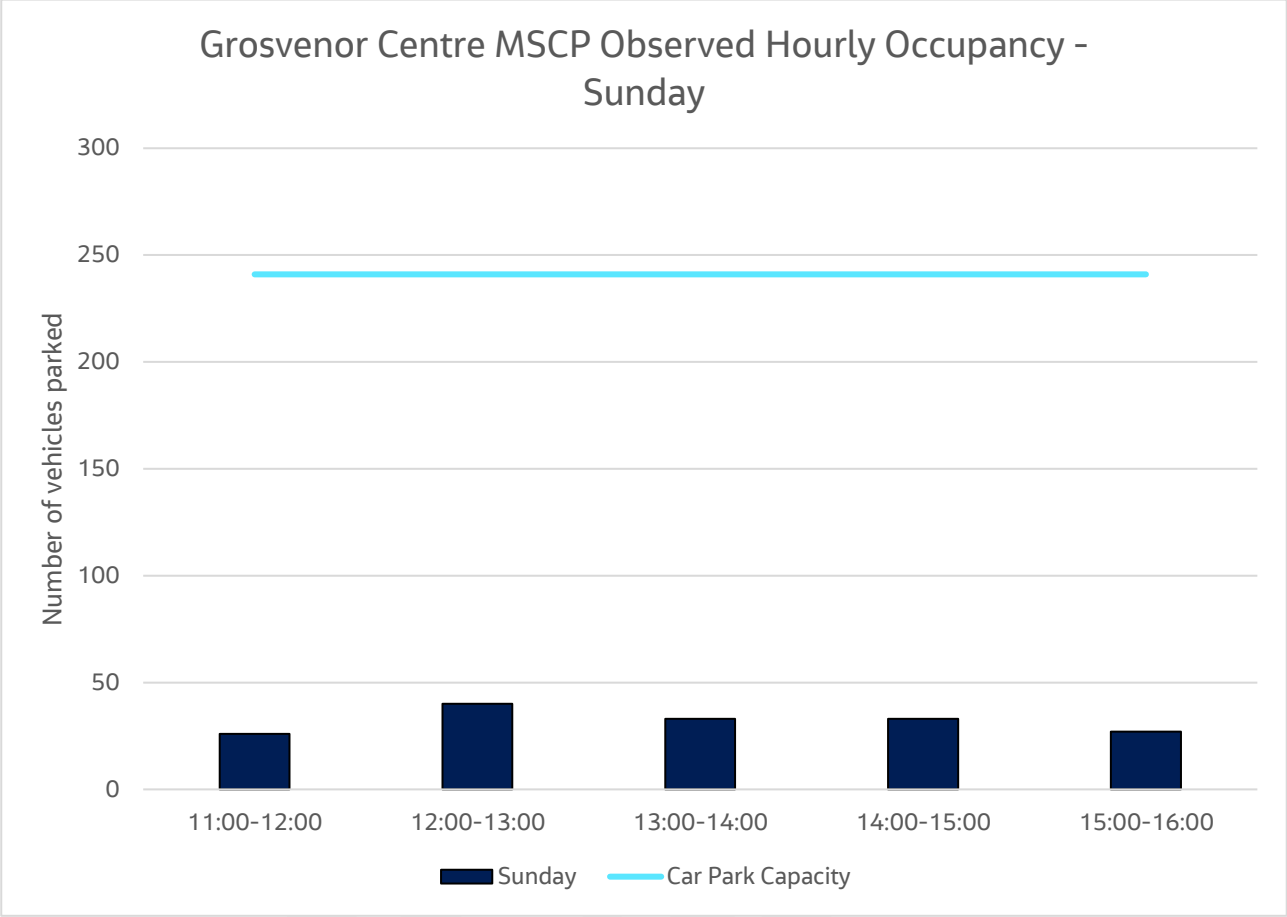

Figure 2-9: Grosvenor Centre Multi-Storey Average Hourly Occupancy Sunday

- On a weekday the maximum number of vehicles parked in Grosvenor Centre Multi-Storey car park occurs between 10:00-15:00 with hourly totals at around 120 vehicles. This is as many as 117 vehicles less than the capacity of the car park.
- The weekday average is the peak occupancy for the car park, with Saturday following a similar trend in peak hours at about 10 vehicles less and Sunday has a relatively stable occupancy at around 25-40 vehicles per hour between 11:00-16:00.

2.4.2.2.4 Jordangate Multi-Storey

Jordangate MSCP is located off Jordangate at the northern end of Macclesfield by the A537 as shown in Figure 1-2. As shown in Table 2-1 Jordangate MSCP is closed on a Sunday except for when the monthly Treacle Market is held when the car park opens between 11:00-16:00.

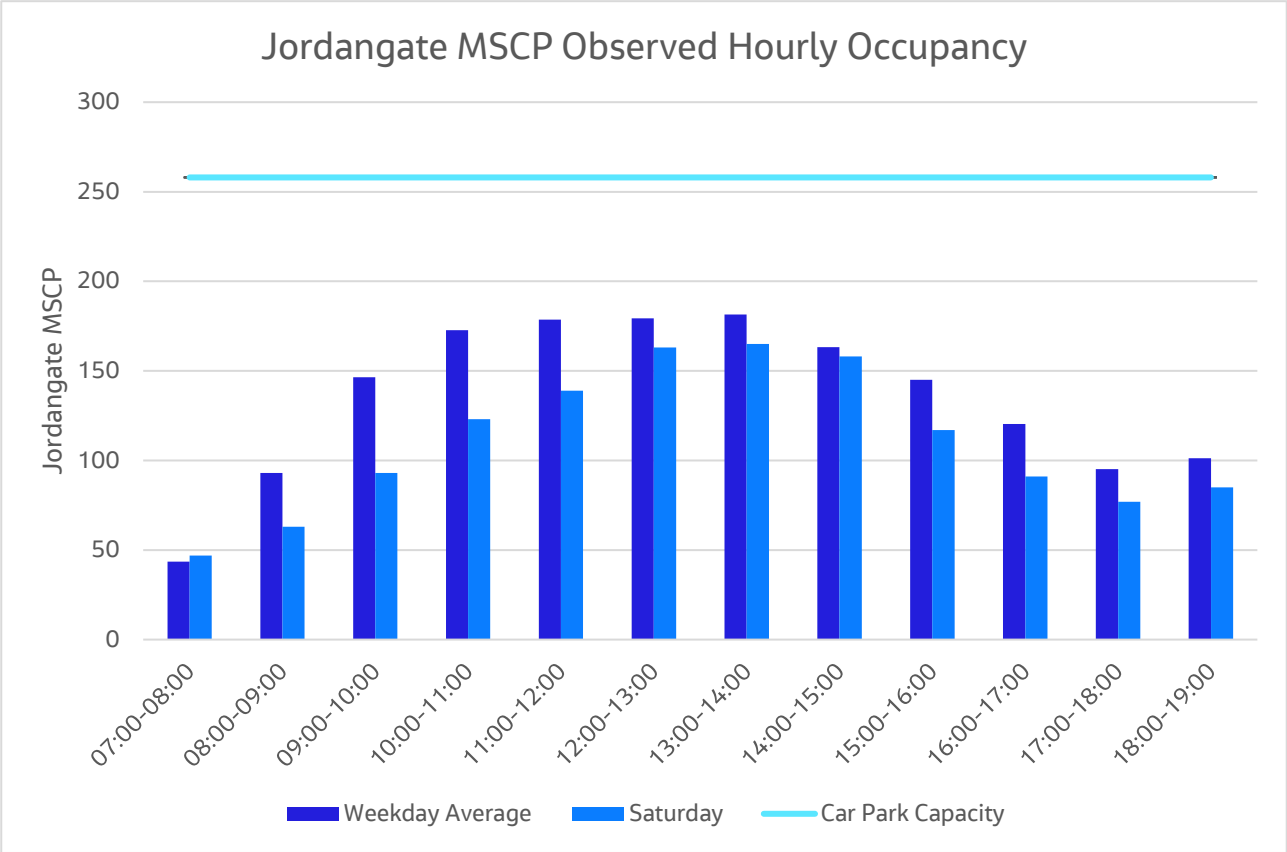

Figure 2-10: Jordangate MSCP Average Hourly Occupancy

- On a weekday and Saturday, the maximum number of vehicles parked in Jordangate MSCP occurs between 10:00-14:00 with weekday hourly totals reaching 181 vehicles and Saturday totals reaching165 vehicles.

2.4.2.2.5 Whalley Hayes

Whalley Hayes car park is located north of Churchill Way and Duke Street on Whalley Hayes and near to Cumberland Street as shown in Figure 1-2.

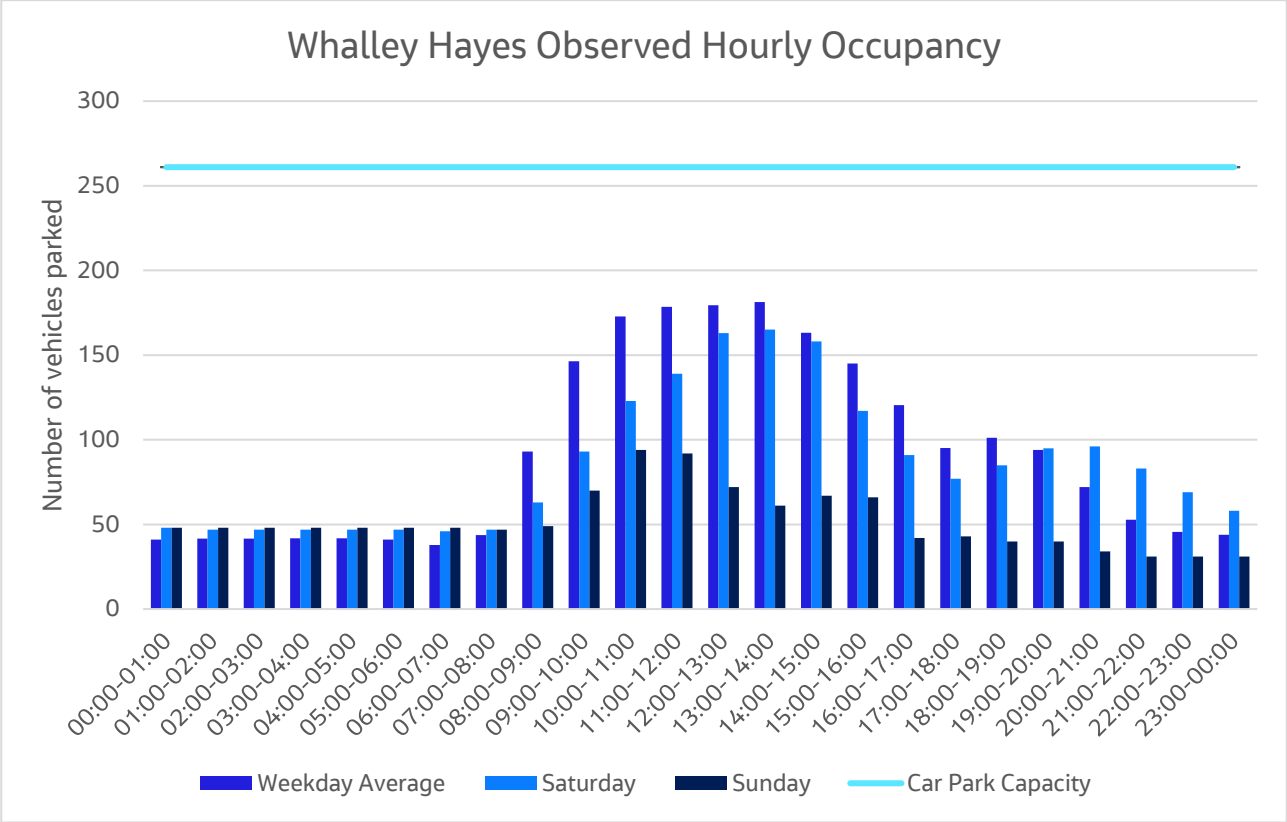

Figure 2-11: Whalley Hayes Average Hourly Occupancy

- On a weekday and Saturday, the car park is busiest between 11:00-14:00 with between 170-180 vehicles parked.
- The weekday average is generally the peak occupancy for the car park; Sunday has a much lower peak of around 80 vehicles less than the weekday average per hour.
- There is a steady level of demand of approximately 40 vehicles outside of the main daytime period between 22:00-08:00; this indicates the car park is being used for overnight parking by visitors and residents.

2.4.2.3 Smaller Car Parks Available for Displacement

2.4.2.3.1 Old Library

Old Library car park is located south of Churchill Way and Duke Street on Park Lane as shown in Figure 1-2.

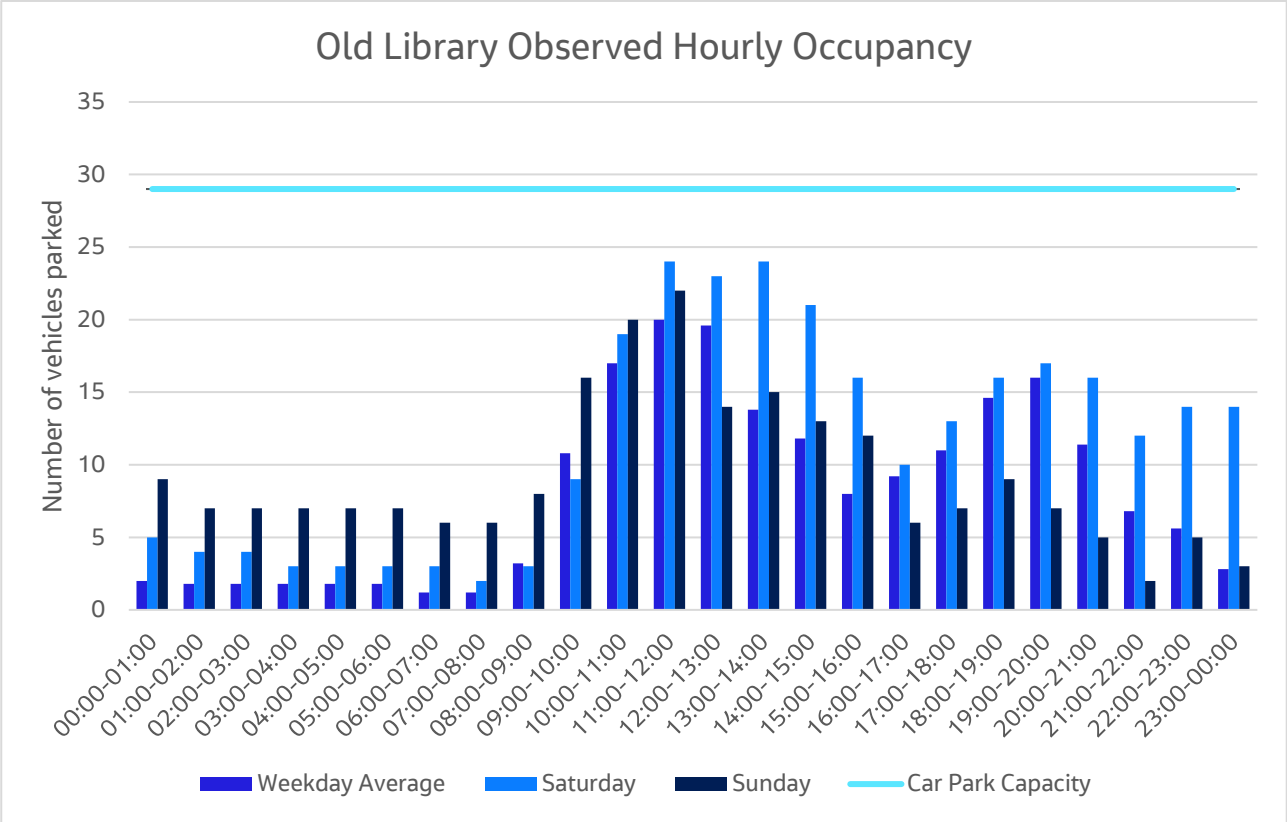

Figure 2-12: Old Library Average Hourly Occupancy

- The highest numbers of vehicles parked in Old Library car park occurs between 10:00-14:00 and the highest hourly total is 24 vehicles on a Saturday. On a Saturday there is a second (smaller) peak which can be seen in the evening between 18:00-21:00.

2.4.2.3.2 Parsonage Street

Parsonage Street car park is located south of Churchill Way and Duke Street on Parsonage Street as shown in Figure 1-2.

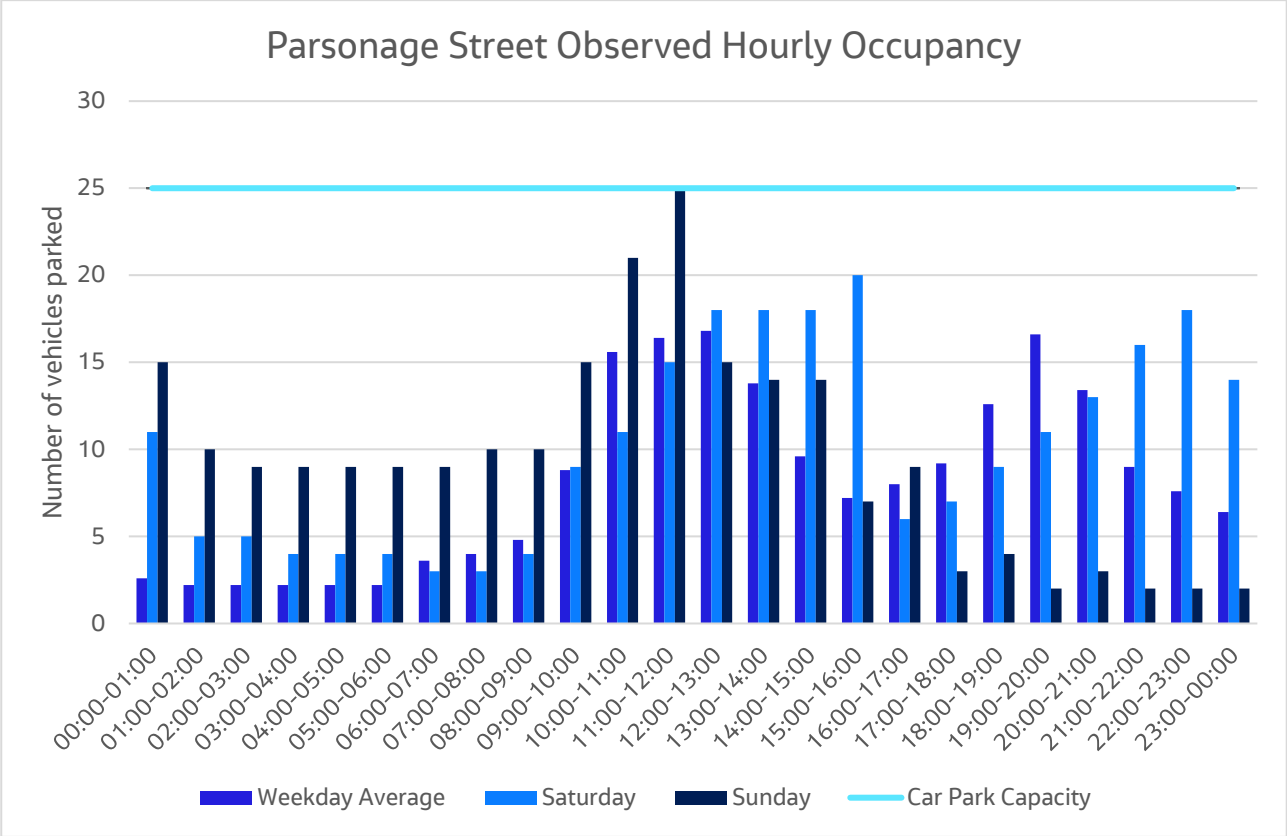

Figure 2-13: Parsonage Street Average Hourly Occupancy

- On a weekday the maximum average number of vehicles parked in Parsonage Street car park occurs between 11:00-13:00 and reaches 17 vehicles. This is 8 vehicles less than the capacity of the car park.
- On a Saturday, the demand for parking peaks between 15:00-16:00 at 20 vehicles. On a Sunday the demand reaches the capacity of the car park between 11:00-12:00.
- There is also a peak in parking demand on a weekday evening between 19:00-20:00 and on a Saturday between 22:00-23:00 which suggests the car park is popular with those visiting Macclesfield in the evening.

2.4.3 Treacle Market Sunday

Due to adverse weather conditions during the study period, it was not possible to complete a full parking demand survey on a Treacle Sunday around the same time as the video surveys. Instead, two manual surveys were undertaken on 26th January 2025 to estimate the occupancy in Christ Church, Grosvenor Centre MS and Jordangate MS car parks. Observations were taken at 11.30 and 14.30 respectively and the results are presented in Table 2-6 below alongside the typical Sunday values taken from the video survey data to illustrate how parking demand on a Treacle Market Sunday situation compares with a typical Sunday. Please note that on the survey date (26th January 2025) the Treacle Market closed early at around13:30, again due to poor weather. Generally, the data suggests slightly higher parking demand in Christ Church and Grosvenor Centre MSCP in both the morning and afternoon periods on a Treacle Sunday compared to a typical Sunday. The

impact of this difference in demand in terms of vehicle displacement from Churchill Way and Duke Street car parks on a Treacle Sunday is reported in Section 3.1.7.

Table 2-6: Observed Number of Empty Spaces on Treacle Market and Typical Sunday

Time	Car Park	No. of Empty Spaces	
		Treacle Market Sunday	**Typical Sunday**
11:30	Christ Church	12	55
	Grosvenor Centre MS	194	214
	Jordangate MS	209	Closed
14:30	Christ Church	47	68
	Grosvenor Centre MS	207	206
	Jordangate MS	246	Closed

2.4.4 Ticket sales data

As previously mentioned in Table 2-4 ticket sales data has been utilised for the purposes of this study. Table 2-7 shows the frequency of purchase of each ticket type for each car park during the survey period. Please note that there is no information for Sundays as car parking is currently free on a Sunday in Macclesfield. This data has been used in the next section of the report to assist with analysing displacement as it provides an assumption as to how long individual vehicles are parked for in each car park by time of day. A blank cell shows that this tariff type is not available for the car park in question.

Overall, this shows that the most popular duration of parking ticket across most car parks (including Churchill Way and Duke Street) is between 0-1 hours and 1-2 hours. In contrast in Jordangate MSCP, 6-12 hours is the most popular ticket duration indicative of all-day long stay parking.

Table 2-7: Ticket sales data proportions

		0-1/2 Hours	0-1 Hours	1-2 Hours	2-3 Hours	3-4 Hours	4-6 Hours	6-10 Hours	6-9.5 Hours	6-12 Hours	Total
Short Stay	Exchange Street	27%	40%	34%							100%
Long Stay	Duke Street		29%	36%	14%	6%	7%	7%			100%
Long Stay	Churchill Way		45%	33%	12%	4%	2%	4%			100%
Long Stay	Christ Church		36%	32%	11%	5%	3%	13%			100%
Long Stay	Grosvenor Centre MS		49%	31%	8%	2%	3%		6%		100%
Long Stay	Whalley Hayes		25%	35%	14%	6%	5%	15%			100%
Long Stay	Jordangate MS		17%	25%	13%	7%	8%			31%	100%
Long Stay	Old Library	18%	35%	27%	17%	4%					100%
Long Stay	Parsonage Street	12%	33%	37%	12%	7%					100%

3. Displacement assessment

3.1 Scenarios and Methodology

Section 2.4.2 provides evidence from 24-hour video surveys of the current demand for the public car parks within the study area in and around Macclesfield town centre. This effectively sets the 'baseline' demand against which to test alternative car parking scenarios in terms of reduced capacity in Churchill Way and Duke Street with both the 'baseline' demand and a second level to reflect the potential change in the demand for parking in the future.

The following three elements were used to develop the list of scenarios to test:

- The number of car park spaces potentially removed from each car park (i.e. Churchill Way and Duke Street)
- The day of the week (i.e. weekday, Saturday, Sunday)
- The level of demand for town centre car parking (i.e. current or future)

In terms of reduced capacity at Churchill Way and Duke Street car parks, it was agreed to investigate the following considering the proposals presented in the Cushman and Wakefield 2023 report noted earlier in Section 1.1.

- Churchill Way car park:
    - Partial release to reduce capacity to 123 spaces
    - Full release leading to zero capacity
- Duke Street car park:
    - Partial release to reduce capacity to 105 spaces

To reflect the variability in parking demand across the week and for special events, it was also agreed to consider scenarios on:

- A typical weekday
- A typical Saturday
- A typical Sunday

A scenario was also developed to test a Treacle Market Sunday.

3.1.1 Parking demand 2022 - 2024 - Aggregate Level

An analysis was undertaken to determine any potential trends in parking demand to assess a possible future scenario. Historic car park ticket sales were obtained from the CEC parking team over the last three years for the main car parks: Churchill Way, Duke Street, Exchange Street, Grosvenor Centre MS and Whalley Hayes. Data for smaller car parks in the study area was not available. We also excluded data older than three years due to the significant impacts of COVID-19 on travel behaviour.

The table below shows the percentage change in overall ticket sales from 2022 to 2024.

Table 3-1: Percentage Change in Total Parking Transactions

	Change in Total Parking Transactions by Year	
	2022-2023	2023-2024
Total	**-6.9%**	**6.6%**

The analysis of the 2 years data available indicates that no clear trend in parking demand since 2022; therefore, we have not developed a growth factor based on this data or drawn any conclusions about forecast demand at an aggregate level. Further data would be required to provide an estimate with sufficient confidence for reliable forecasting.

3.1.2 Trend in Parking Demand – Hourly Data

As there was no clear trend in demand at an aggregate level, we then explored with CEC whether hourly ticketing data was available to determine potential trends in the peak periods for each car park, as identified in Section 2.4.2.

At the time of writing, we did not have a complete dataset for historic hourly online sales data due to a change in online payment provider and access rights issues. Due to this limitation, we agreed with CEC to run a 'worst-case' sensitivity scenario to test the impact of demand increasing in the peak parking hours. However, we are aware that future transport strategy aspirations encourage more trips by non-car modes and discourage car use in and around the town centre. These results should therefore be considered as a stress test and any future analysis outside of this commission should look to test these assumptions with observed data.

As agreed with CEC, we tested a 10% increase in peak period parking demand identified from Section 2 Additional information from local planning documents was used to estimate the increase in households around Macclesfield and the expected weekly trips to the town centre requiring parking. We also considered trends in car ownership and use, such as a decline in driving license ownership among younger people.

The 10% growth estimate is not based on any particular empirical evidence but serves to gauge the sensitivity of the analysis to a potential increase in peak hour demand and is an illustrative scenario for the purposes of showing what might happen if peak parking demand were to increase by this amount. We recommend CEC monitor parking demand going forward to help identify if, and when, such an increase of 10% might be realised.

The table below shows the twelve scenarios to be tested; please note this excludes Treacle Market scenarios, these are analysed and referenced in Section 3.1.7.

Table 3-2: Schedule of Macclesfield Car Parking Scenarios to be tested excluding Treacle Market

	A: Weekday			B: Saturday			C: Sunday		
		Churchill Way	Duke Street		Churchill Way	Duke Street		Churchill Way	Duke Street
Scenario description	Scenario ID	**Total car park spaces available**		Scenario ID	**Total car park spaces available**		Scenario ID	**Total car park spaces available**	
Scenario 1: Partial release in both car parks; current demand	1A	123	105	1B	123	105	1C	123	105
Scenario 2: Partial release in both car parks; with +10% peak period growth	2A	123	105	2B	123	105	2C	123	105
Scenario 3: Full release of Churchill and partial release of Duke Street; current demand	3A	0	105	3B	0	105	3C	0	105
Scenario 4: Full release of Churchill and partial release of Duke Street; with +10% peak period growth	4A	0	105	4B	0	105	4C	0	105

The results of the scenario assessments are shown in the following sections.

3.1.3 Scenario 1

Scenarios 1A-1C represent partial release of both car parks capacity with baseline demand.

The number of displaced vehicles in each hour from Churchill Way and Duke Street for the Weekday, Saturday and Sunday scenarios 1A-1C are shown below in Figure 3-1.

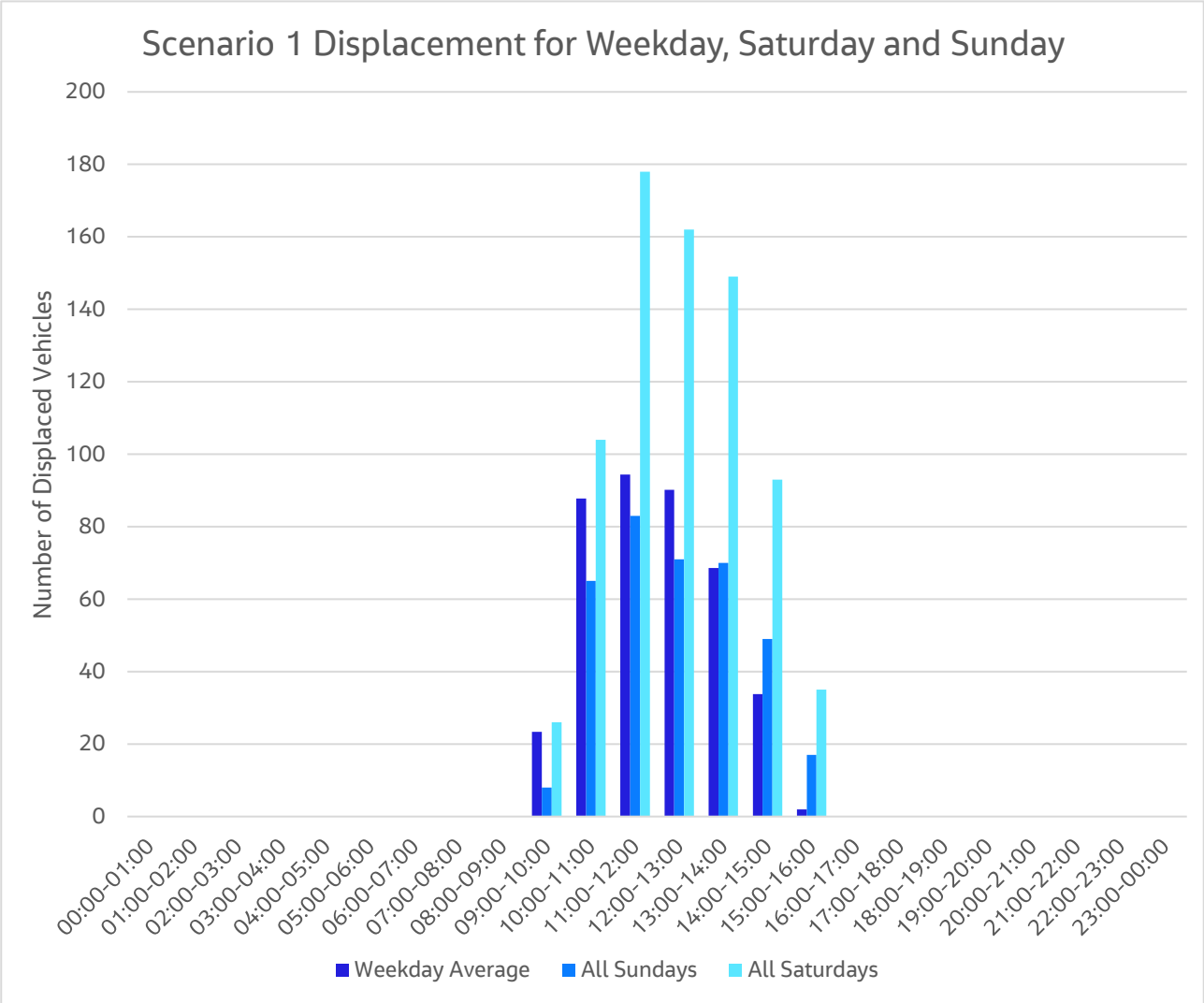

Figure 3-1: Displacement for Scenario 1

There is a similar trend for the number of displaced vehicles across all three days with a peak period between 10:00-14:00; however, the peak for weekdays and Sundays is at a lower level than on Saturdays by around 85 displaced vehicles. The highest number of displaced vehicles is on Saturday between 11:00-12:00 which is 178 vehicles. There are no displaced vehicles on any day between 16:00-09:00.

The following sections examine whether there is sufficient capacity to accommodate these displaced vehicles within Grosvenor Centre MSCP as a first-choice alternative option. This car park was selected due to its proximity to Duke Street and Churchill Way, as well as its relatively high capacity and low occupancy (as highlighted in Section 2). Furthermore, the parking tariff for Grosvenor Centre MSCP is broadly similar to Duke Street and Churchill Way as shown in Table 2-2.

3.1.3.1 Scenario 1A – Weekday Average

Figure 3-2 below illustrates the existing average weekday occupancy at Grosvenor Centre MSCP by hour (shown in blue), with the addition of the displaced vehicles from Churchill Way and Duke Street (shown in red). As stated in Table 2-1, on a weekday Grosvenor Centre MSCP is open from 08:30-18:00; as shown above, the analysis begins at 09:00 however the 08:30-09:00 period has been accounted for within this column.

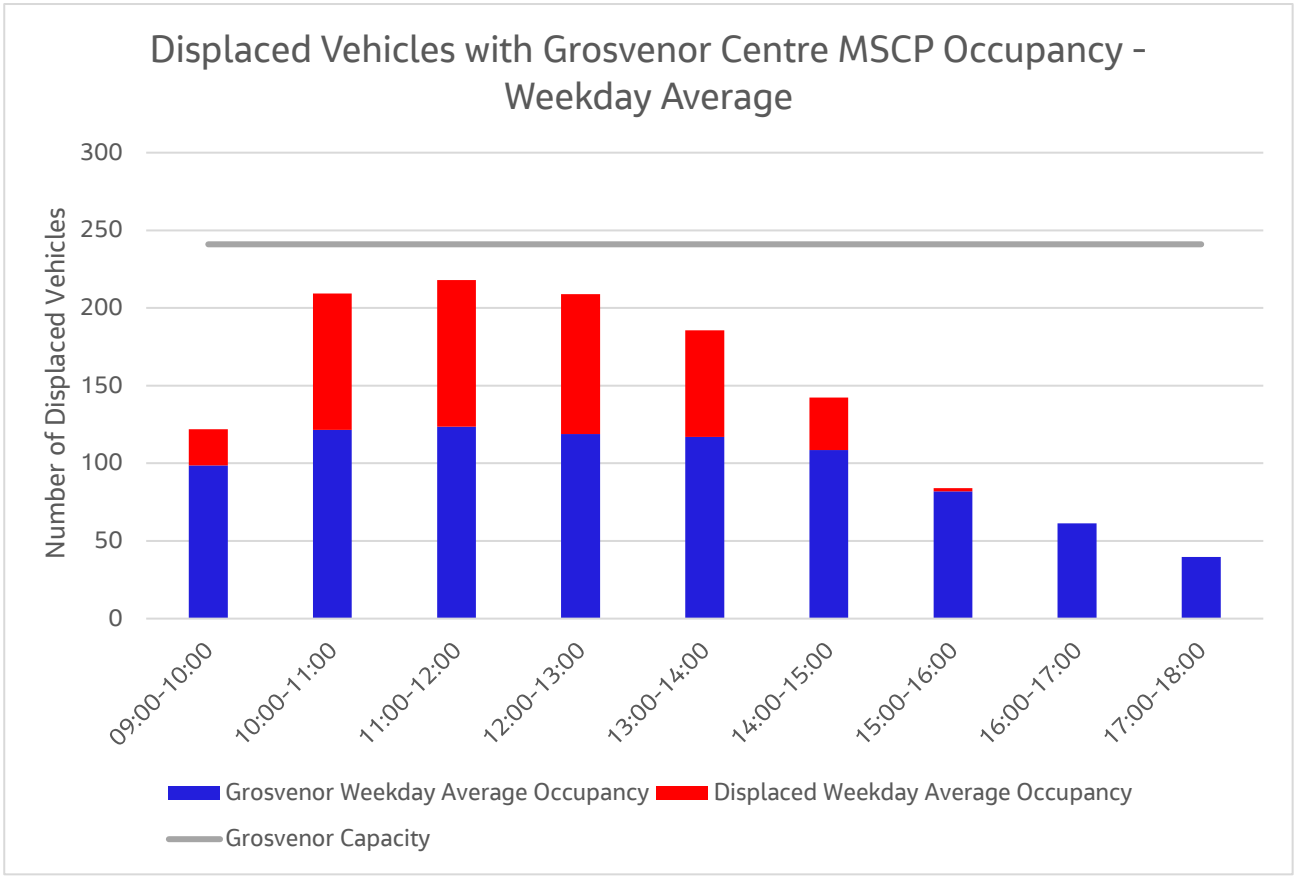

Figure 3-2: Weekday Average Grosvenor Centre MSCP Occupancy with Displacement

This shows that the Grosvenor Centre MSCP could accommodate all displaced vehicles for the surveyed weekday average. Hence, no further analysis has been undertaken on spare capacity in other car parks.

3.1.3.2 Scenario 1B – Saturday

Figure 3-3 below illustrates the Saturday occupancy at Grosvenor, with the addition of the displaced vehicles from Churchill Way and Duke Street car parks. As shown below, the analysis begins at 09:00 however the 8:30-09:00 period has been accounted for within this column. During this 30-minute period, there are no issues with accommodating displaced vehicles elsewhere.

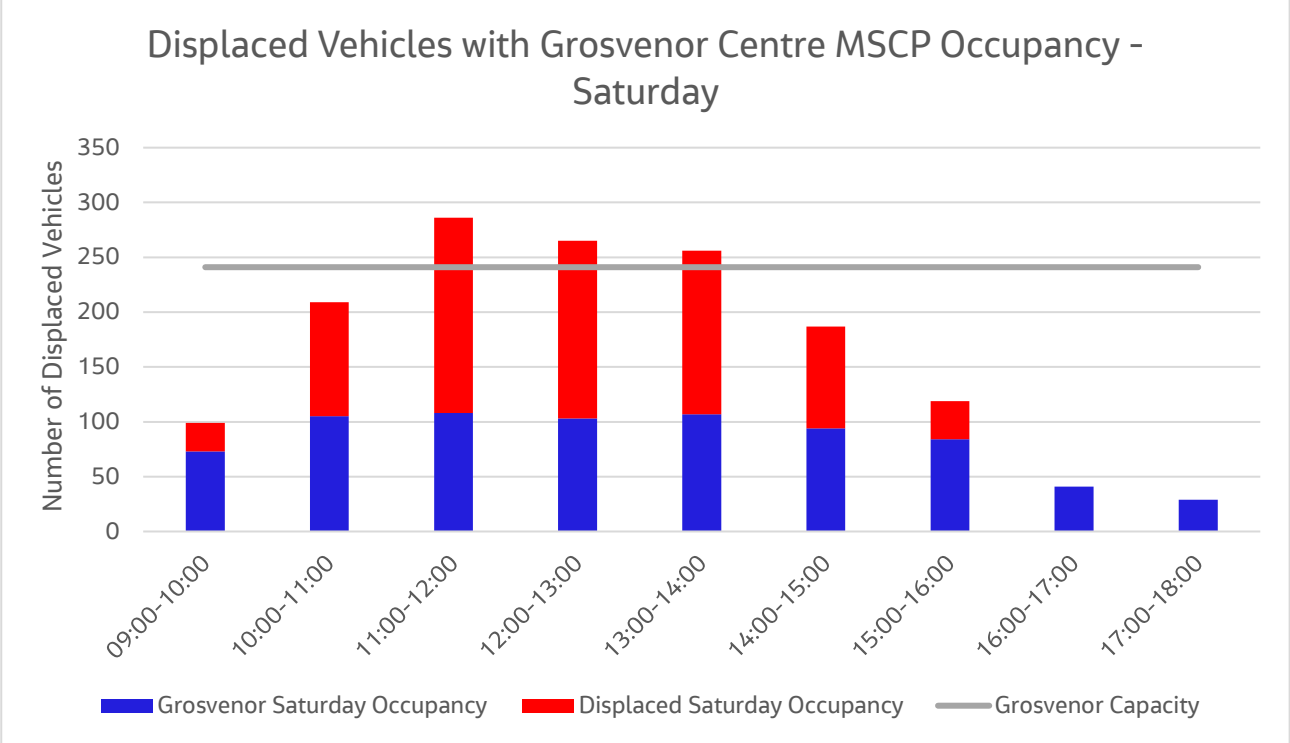

Figure 3-3: Saturday Grosvenor Centre MSCP Occupancy with Displacement

The bar chart shows that Grosvenor Centre MSCP could accommodate 89% of displaced vehicles. However, during the peak period of parking demand of 11:00-14:00 there would be some overspill, with the highest number (45 vehicles) occurring between 11:00-12:00.

Table 3-3 below shows the remaining spare capacity across the other cars parks in the study area once the overspill vehicles have been redistributed.

Table 3-3: Displacement and Remaining Spare Capacity on the Network

Hour	Overall Spare Capacity	Grosvenor Centre MSCP Overspill	Remaining Spare Capacity after Redistribution
11:00-12:00	259	45	214
12:00-13:00	259	24	235
13:00-14:00	261	15	246

The table shows there is sufficient remaining capacity in the other car parks across the peak period and that there is still significant spare capacity remaining after redistribution. Consideration needs to be given as to where these vehicles could park and the location within the town centre. For example, finding a space further from the town centre may be unsuitable for some based people on walking distances, topography etc.

3.1.3.3 Scenario 1C – Sunday

Figure 3-4 below illustrates the typical Sunday occupancy at Grosvenor, with the addition of the displaced vehicles from the other car parks.

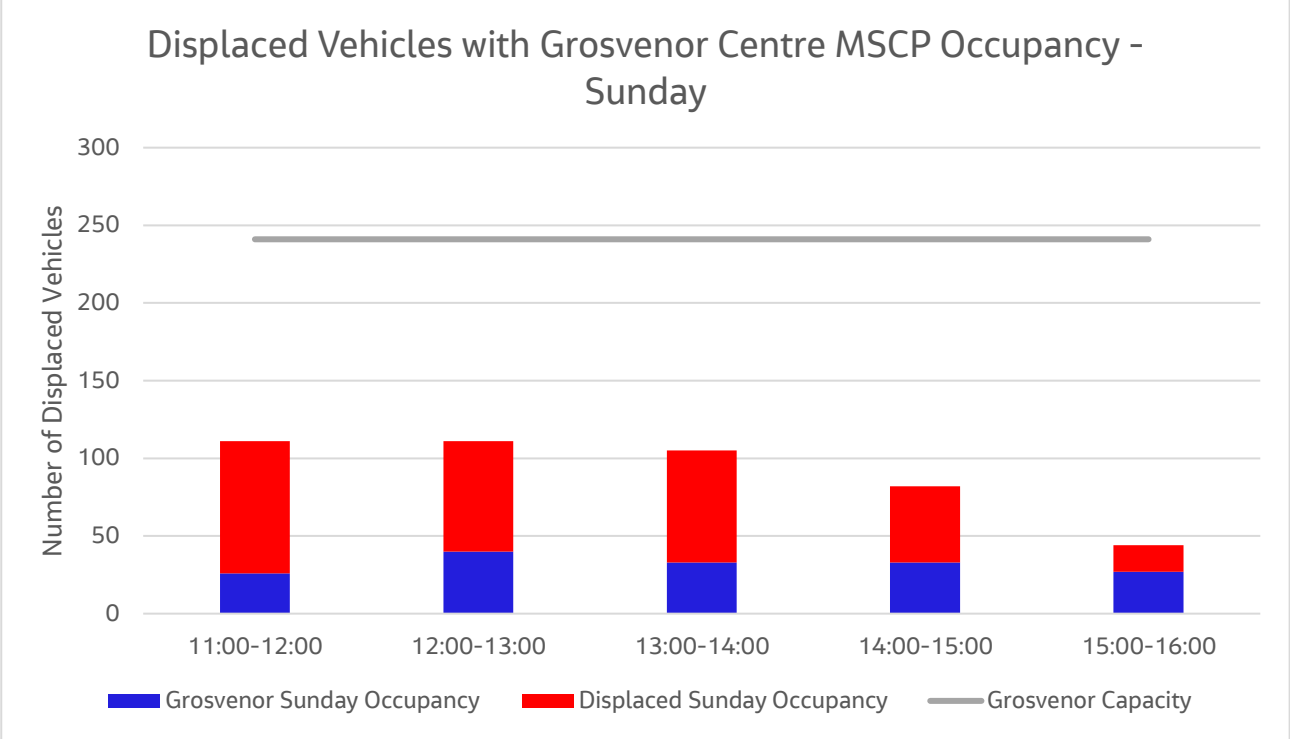

Figure 3-4: Sunday Grosvenor Centre MSCP Occupancy with Displacement

This shows that the Grosvenor Centre MSCP could comfortably accommodate all the displaced vehicles from Churchill Way and Duke Street on a typical Sunday. However, there are several displaced vehicles which cannot be accommodated at Grosvenor Centre MSCP between 09:00-11:00 due to Grosvenor Centre MSCP being closed during these hours. The numbers of vehicles impacted in each hour are given in Table 3-4 below.

Table 3-4: Vehicles Displaced Outside of Grosvenor Centre MSCP Opening Hours

Hour	Number of Displaced Vehicles
09:00-10:00	8
10:00-11:00	65

Analysis suggests there is sufficient remaining capacity in the other car parks during this 2-hour period and that there is still spare capacity after redistribution.

3.1.4 Scenario 2

Scenarios 2A-2C represent partial release of both car parks capacity with an estimated 10% growth applied across all car parks to the peak parking periods identified in Section 2.4.2.

The number of displaced vehicles each hour from Churchill Way and Duke Street for the Weekday, Saturday and Sunday scenarios 2A-2C are shown below in Figure 3-5.

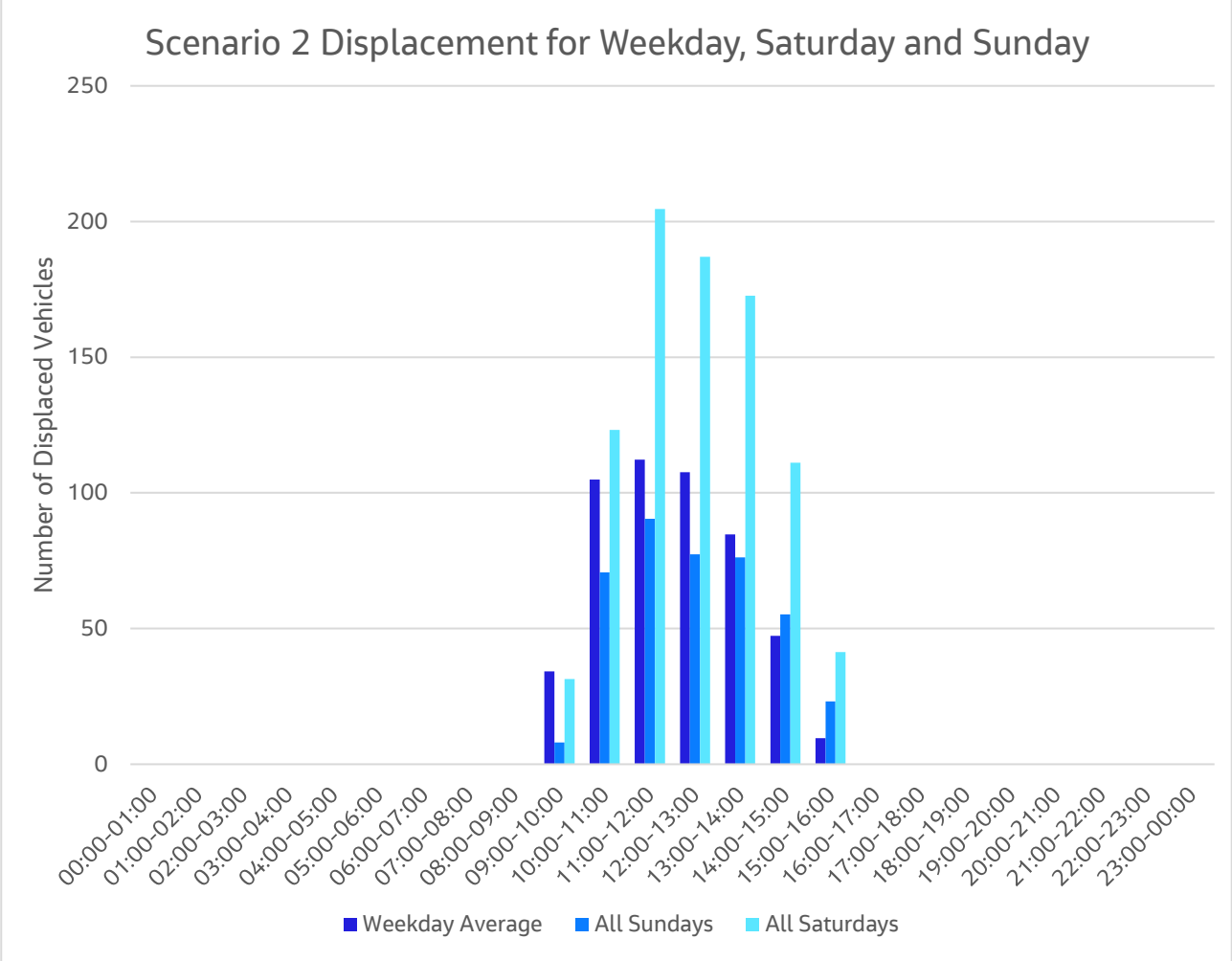

Figure 3-5: Displacement for Scenario 2

There is a similar trend for the number of displaced vehicles across all three days with a peak period between 10:00-15:00; however, the peak for weekday and Sundays is at a lower level than on Saturday by around 85-110 displaced vehicles. The highest number of displaced vehicles on a Saturday is between 11:00-12:00 which is 205 vehicles.

The following sections examine whether there is sufficient capacity to accommodate these displaced vehicles within Grosvenor Centre MSCP as a first-choice alternative option.

3.1.4.1 Scenario 2A – Weekday Average

Figure 3-6 below illustrates the existing average weekday occupancy at Grosvenor Centre MSCP by hour (shown in blue), with the addition of the displaced vehicles (shown in red). As stated in Table 2-1, on a weekday Grosvenor Centre MSCP is open from 08:30-18:00; as shown above the analysis begins at 09:00 however the 08:30-09:00 period has been accounted for within this column. There are no issues with accommodating displaced vehicles elsewhere during these early hours of operation.

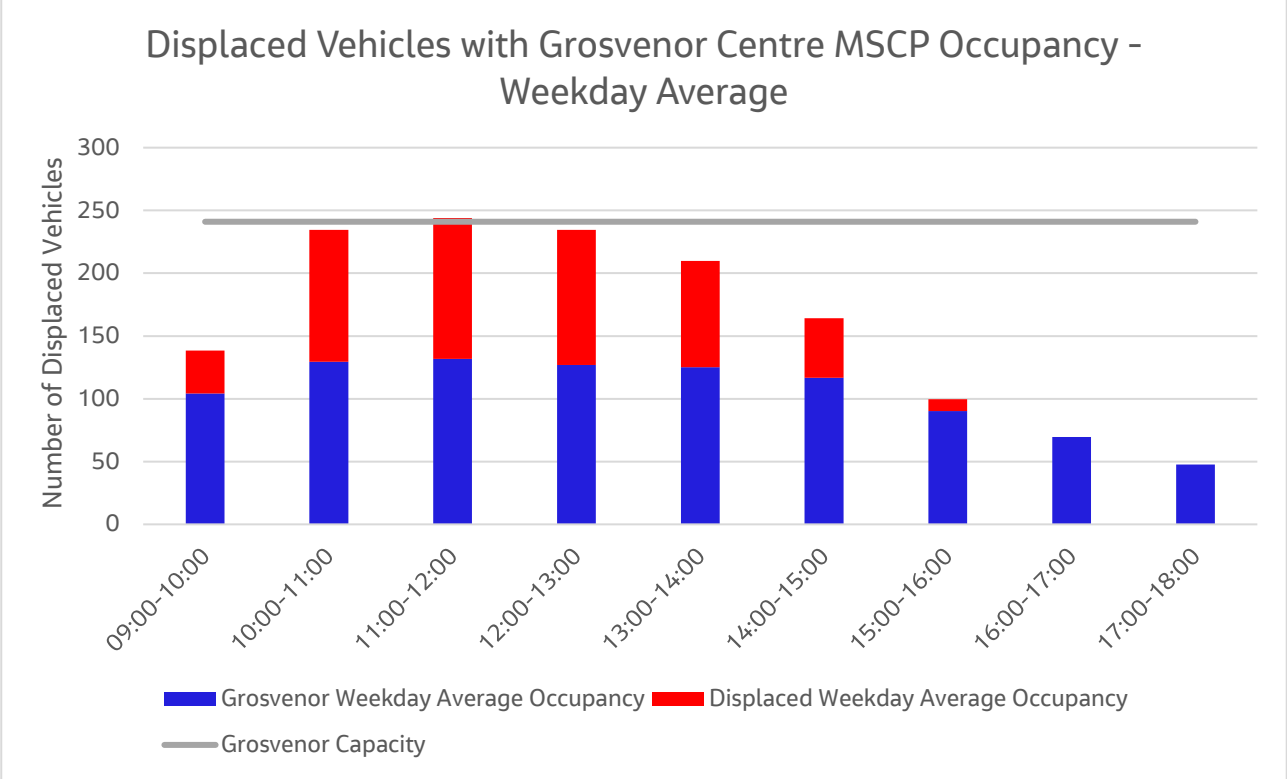

Figure 3-6: Weekday Average Grosvenor Centre MSCP Occupancy with Displacement

This shows that the Grosvenor Centre MSCP could accommodate 99% of displaced vehicles for the surveyed weekday average. There are 3 displaced vehicles in the 11:00-12:00 period. It is noted that the total values are very close to the capacity of the car park between 10:00-13:00; given the fluctuations in parking demand that occur, it is possible that some overspill may happen, albeit assumed to be at a low level under normal conditions.

Table 3-5 below shows the remaining spare capacity across the other car parks in the study area once the overspill vehicles have been redistributed.

Table 3-5: Displacement and Remaining Spare Capacity on the Network

Hour	Overall Spare Capacity	Grosvenor Centre MSCP Overspill	Remaining Spare Capacity
11:00-12:00	316	3	313

The table shows there is sufficient remaining capacity in the other car parks across the peak parking period and that there is still significant spare capacity after redistribution. Consideration needs to be made as to where these vehicles could park and the location within the town centre. For example, finding a space further from the town centre may be unacceptable for some based on walking distances, topography etc.

3.1.4.2 Scenario 2B – Saturday

Figure 3-7 below illustrates the typical Saturday occupancy at Grosvenor, with the addition of the displaced vehicles from Churchill Way and Duke Street car parks. As shown below, the analysis begins at 09:00 however the 08:30-09:00 period has been accounted for within this column. There are no issues with accommodating displaced vehicles elsewhere during these early hours of operation.

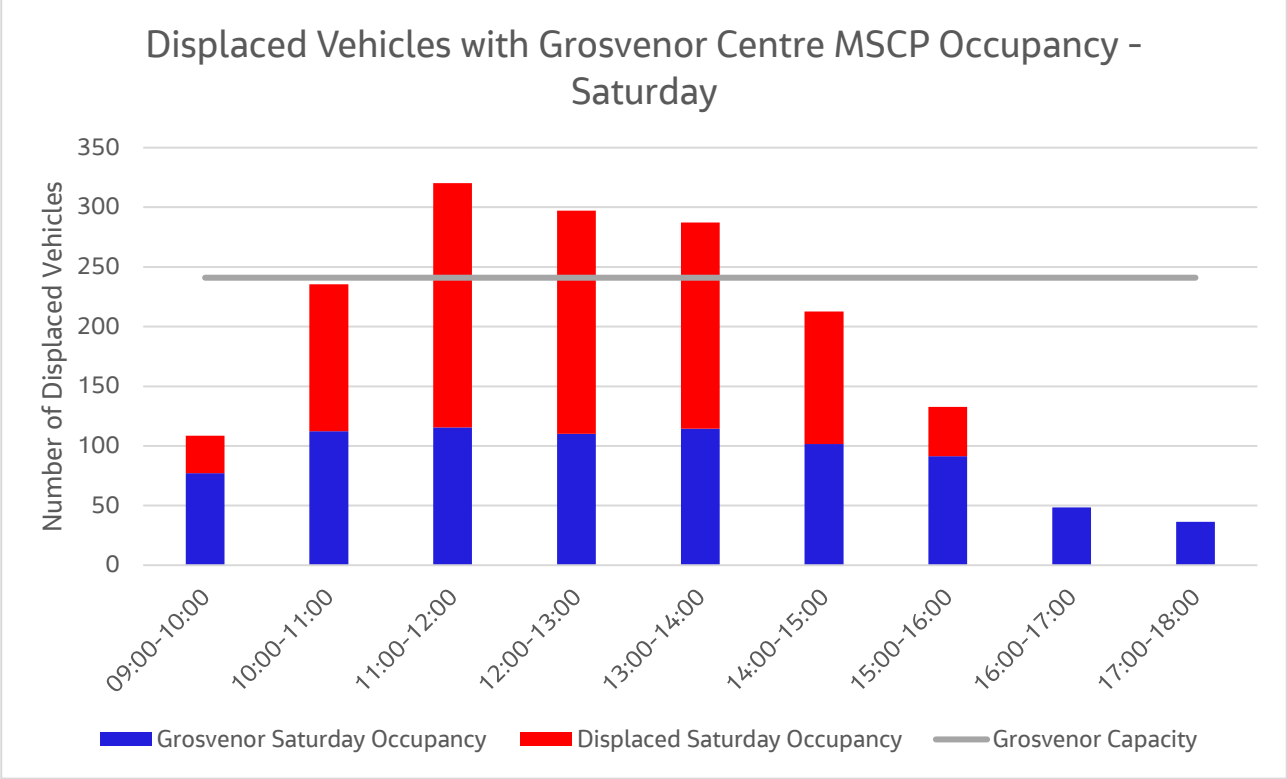

Figure 3-7: Saturday Grosvenor Centre MSCP Occupancy with Displacement

The bar chart shows that Grosvenor Centre MSCP could accommodate 79% of the displaced vehicles. However, during the peak period of parking demand of 11:00-14:00 there would be some overspill, with the highest number (79 vehicles) occurring between 11:00-12:00.

Table 3-6 below shows the remaining spare capacity across the other cars parks in the study area once the overspill vehicles have been redistributed.

Table 3-6: Displacement and Remaining Spare Capacity on the Network

Hour	Overall Spare Capacity	Grosvenor Centre MSCP Overspill	Remaining Spare Capacity
11:00-12:00	214	79	134
12:00-13:00	214	56	158
13:00-14:00	216	46	170

The table shows there is sufficient remaining capacity in the other car parks across the peak period and that there is still significant spare capacity remaining after redistribution. Consideration needs to be made as to where these vehicles could park and the location within the town centre. For example, finding a space further from the town centre, or off-street parking may be unacceptable for some based on walking distances, topography etc.

3.1.4.3 Scenario 2C – Sunday

Figure 3-8 below illustrates the typical Sunday occupancy at Grosvenor, with the addition of the displaced vehicles from Duke Street and Churchill Way.

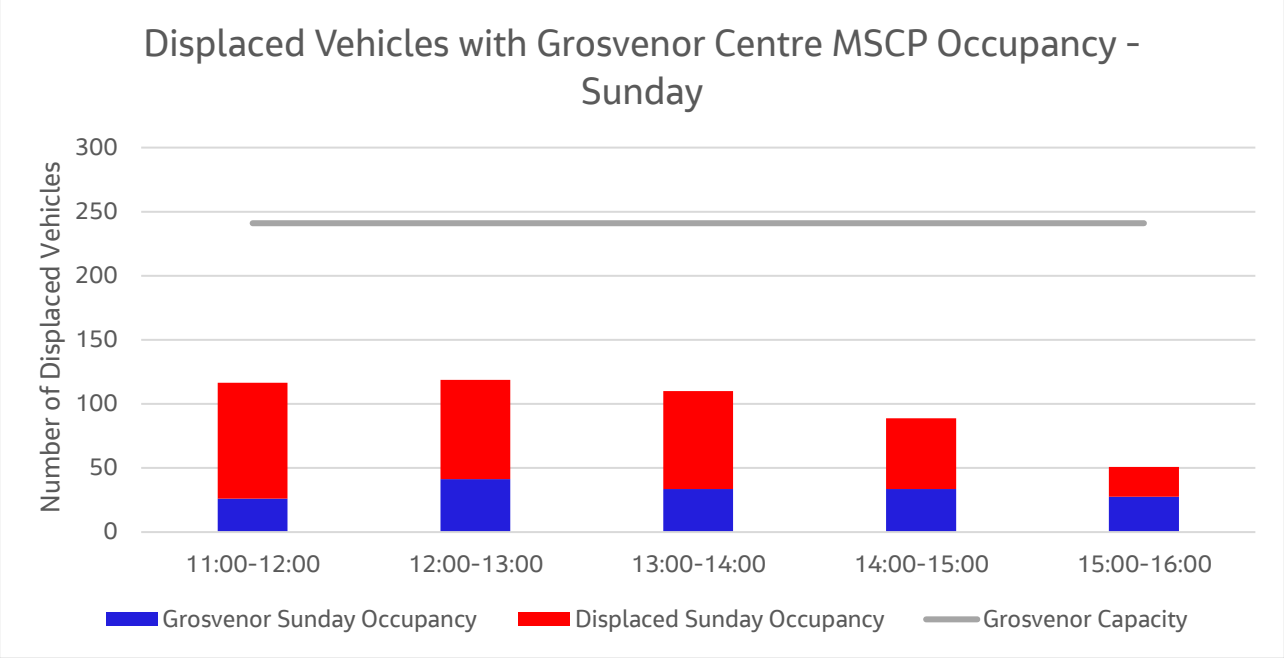

Figure 3-8: Sunday Grosvenor Centre MSCP Occupancy with Displacement

This shows that the Grosvenor Centre MSCP could comfortably accommodate all the displaced vehicles from Churchill Way and Duke Street on a typical Sunday. However, there are several displaced vehicles which cannot be accommodated at Grosvenor Centre MSCP between 09:00-11:00 as Grosvenor Centre MSCP is not open during these hours. These are shown in Table 3-7 below.

Table 3-7: Vehicles Displaced Outside of Grosvenor Centre MSCP Opening Hours

Hour	Number of Displaced Vehicles
09:00-10:00	8
10:00-11:00	71

This shows that for the hours 09:00-11:00, these vehicles will require a different car park to park in as Grosvenor Centre MSCP is closed. Analysis suggests there is sufficient remaining capacity in the other car parks across this period and that there is still spare capacity after redistribution.

3.1.5 Scenario 3

Scenarios 3A-3C represent the full release of Churchill Way car park and partial release of Duke Street capacity with baseline demand.

The numbers of displaced vehicles each hour from Churchill Way and Duke Street for the Weekday, Saturday and Sunday scenarios 3A-3C are shown below in Figure 3-9.

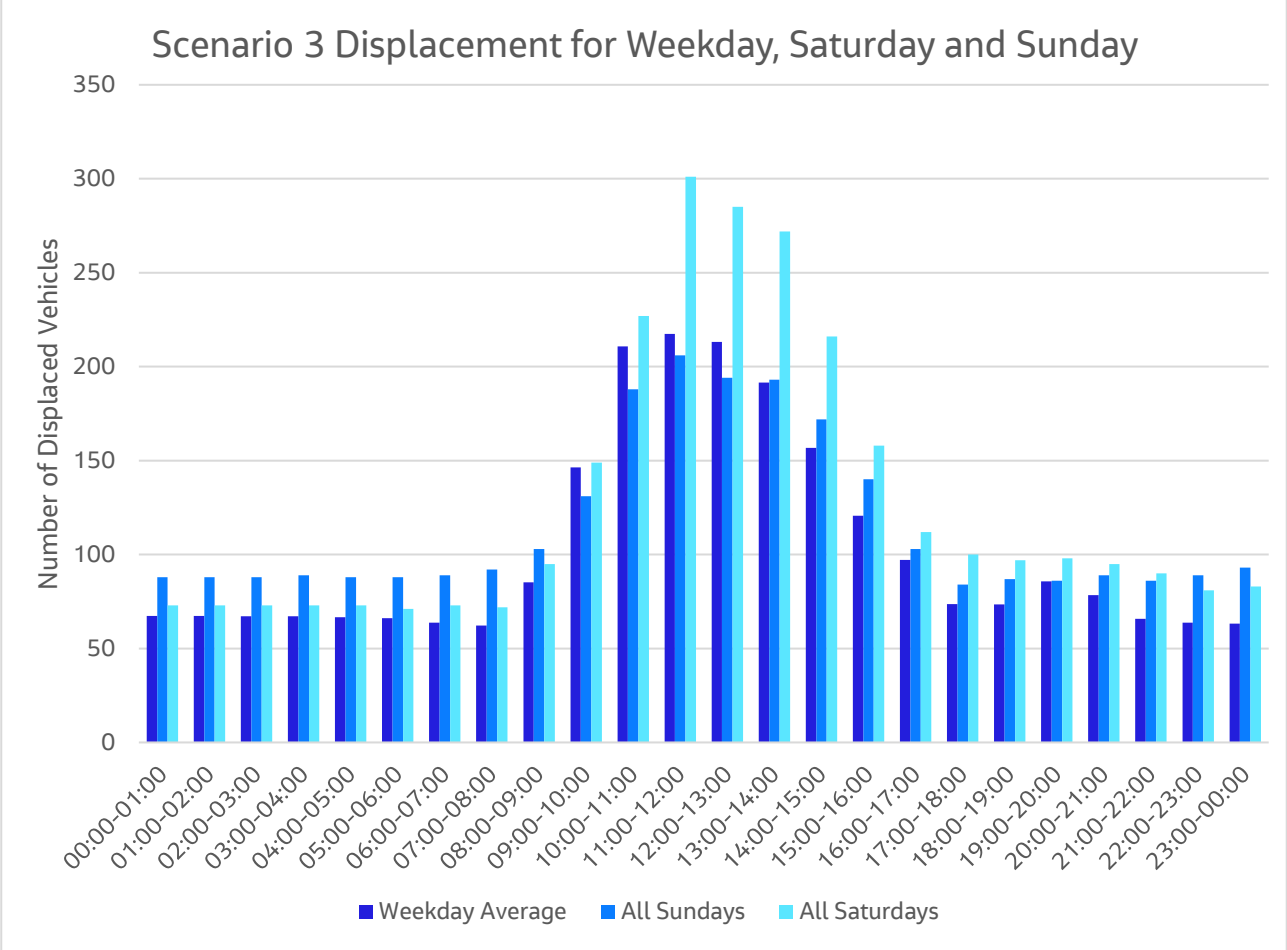

Figure 3-9: Displacement for Scenario 3

There is a similar trend for the number of displaced vehicles across all three days with a peak period between 10:00-15:00; however, the peak for weekday and Sundays is at a lower level than on Saturday by around 90 displaced vehicles. The highest number of displaced vehicles on a Saturday is between 11:00-12:00 which is 301 vehicles.

The following sections examine whether there is sufficient capacity to accommodate these displaced vehicles within Grosvenor Centre MSCP as a first-choice alternative option.

3.1.5.1 Scenario 3A – Weekday Average

Figure 3-10 below illustrates the existing average weekday occupancy at Grosvenor Centre MSCP by hour (shown in blue), with the addition of the displaced vehicles from Churchill Way and Duke Street (shown in red). As stated in Table 2-1, on a weekday Grosvenor Centre MSCP is open from 08:30-18:00; as shown above the analysis begins at 09:00 however the 08:30-09:00 period has been accounted for within this column.

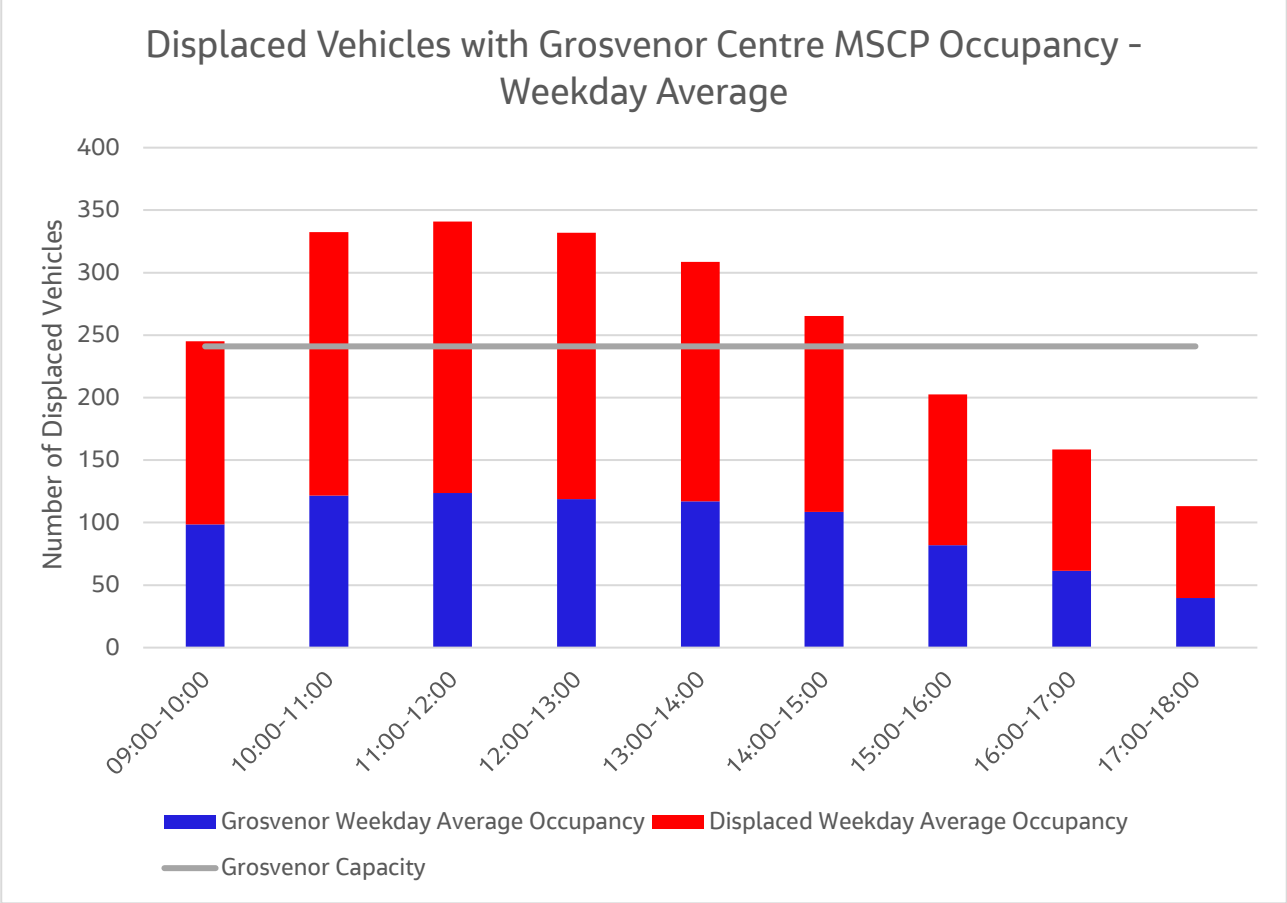

Figure 3-10: Weekday Average Grosvenor Centre MSCP Occupancy with Displacement

The bar chart shows that Grosvenor Centre MSCP could accommodate 73% of the displaced vehicles. However, during the period of 09:00-15:00 there would be overspill, with the highest number (100 vehicles) occurring between 11:00-12:00.

Table 3-8 below shows the remaining spare capacity across the other cars parks in the study area once the overspill vehicles have been redistributed.

Table 3-8: Displacement and Remaining Spare Capacity on the Network

Hour	Overall Spare Capacity	Grosvenor Centre MSCP Overspill	Remaining Spare Capacity
08:30-10:00	487	4	483
10:00-11:00	297	91	206
11:00-12:00	256	100	156
12:00-13:00	286	91	195
13:00-14:00	308	68	241
14:00-15:00	411	24	387

The table shows there is sufficient remaining capacity in the other car parks across the peak period and that there is still spare capacity remaining after redistribution. Consideration needs to be made as to where these vehicles could park and the location within the town centre. For example, finding a space further from the town centre, or off-street parking may be unacceptable for some based on walking distances, topography etc.

There are also several displaced vehicles which cannot be accommodated at Grosvenor Centre MSCP overnight from 18:00-08:30 as Grosvenor Centre MSCP is not open during these hours. These are shown in Table 3-9 below.

Table 3-9: Vehicles Displaced Outside Grosvenor Centre MSCP Opening Hours

Hour	Number of Displaced Vehicles
00:00-01:00	67
01:00-02:00	67
02:00-03:00	67
03:00-04:00	67
04:00-05:00	67
05:00-06:00	66
06:00-07:00	64
07:00-08:00	62
08:00-08:30	85
Open Hours	
18:00-19:00	73
19:00-20:00	86
20:00-21:00	78
21:00-22:00	66
22:00-23:00	64
23:00-00:00	63

This shows that overnight from 18:00-08:30, these vehicles will require a different car park to park in as Grosvenor Centre MSCP is closed. Analysis suggests there is sufficient remaining capacity in the other car parks across this period and that there is still more than sufficient remaining spare capacity after redistribution.

3.1.5.2 Scenario 3B – Saturday

Figure 3-11 below illustrates the typical Saturday occupancy at Grosvenor, with the addition of the displaced vehicles from Churchill Way and Duke Street. As shown below, the analysis begins at 09:00 however the 08:30-09:00 period has been accounted for within this column.

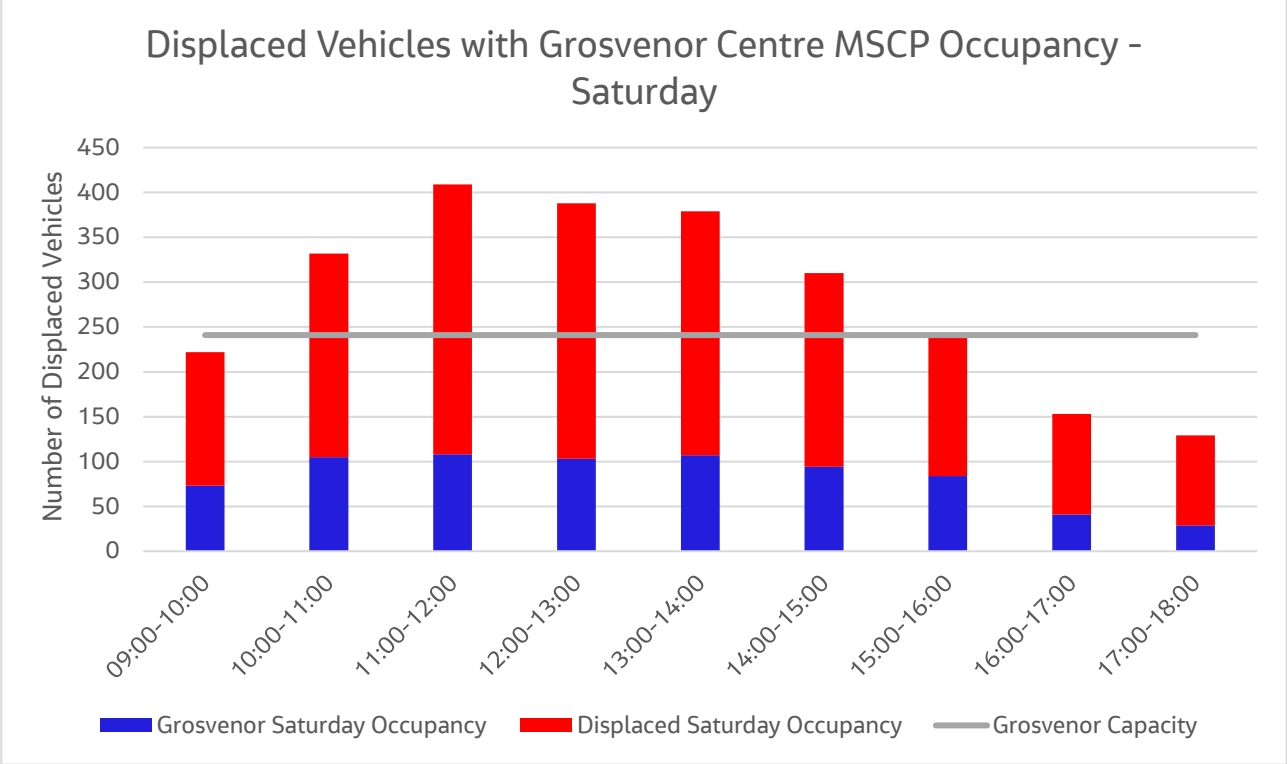

Figure 3-11: Saturday Grosvenor Centre MSCP Occupancy with Displacement

The bar chart shows that Grosvenor Centre MSCP could accommodate 66% of the displaced vehicles. However, during the period of 10:00-16:00 there would be some overspill, with the highest number (168 vehicles) occurring between 11:00-12:00.

Table 3-10 below shows the remaining capacity across the other cars parks in the study area once the overspill vehicles have been redistributed.

Table 3-10: Displacement and Remaining Capacity on the Network

Hour	Overall Spare Capacity	Grosvenor Centre MSCP Overspill	Remaining Spare Capacity
10:00-11:00	264	91	173
11:00-12:00	136	168	-32
12:00-13:00	136	147	-11
13:00-14:00	138	138	0
14:00-15:00	213	69	144
15:00-16:00	417	1	416

The table shows during the 1100-1400 period on Saturdays there would be insufficient spare capacity in the other car parks to meet the demand for parking during this 3-hour weekend peak period. On the demand side, some other behavioural response may be needed such as mode switching, finding a new destination or retiming the trip. In terms of supply, extra spaces would need to be provided. There seems to be adequate capacity on

the shoulders of this 11:00-14:00 peak so trip retiming to spread the peak would appear to be an option. This could be encouraged for example by car park price incentives.

There are also several displaced vehicles which cannot be accommodated at Grosvenor Centre MSCP overnight from 18:00-08:30 as Grosvenor Centre MSCP is not open during these hours. These are shown in Table 3-11 below.

Table 3-11: Vehicles Displaced Outside Grosvenor Centre MSCP Opening Hours

Hour	Number of Displaced Vehicles
00:00-01:00	73
01:00-02:00	73
02:00-03:00	73
03:00-04:00	73
04:00-05:00	73
05:00-06:00	71
06:00-07:00	73
07:00-08:00	72
08:00-08:30	95
Open Hours	
18:00-19:00	97
19:00-20:00	98
20:00-21:00	95
21:00-22:00	90
22:00-23:00	81
23:00-00:00	83

This shows that overnight from 18:00-08:30 these vehicles would require a different car park to park in as Grosvenor Centre MSCP is closed. Analysis suggests there is sufficient remaining capacity in the other car parks throughout this period and that there is still capacity remaining spare after redistribution for parking.

3.1.5.3 Scenario 3C – Sunday

Figure 3-12 below illustrates the typical Sunday occupancy at Grosvenor, with the addition of the displaced vehicles from the other car parks.

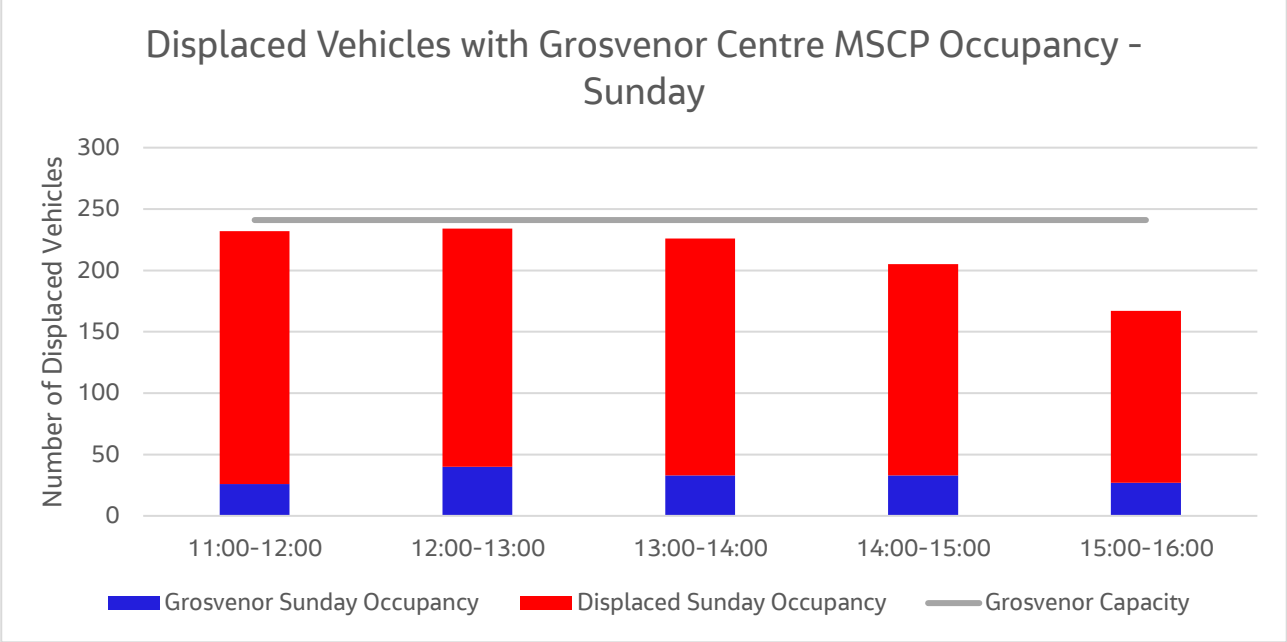

Figure 3-12: Sunday Grosvenor Centre MSCP Occupancy with Displacement

This shows that the Grosvenor Centre MSCP could accommodate all the displaced vehicles from Churchill Way and Duke Street on a typical Sunday. It is noted that the total values are very close to the capacity of the car park, therefore given the fluctuations in parking demand that occur, it is possible that some overspill may happen, albeit assumed to be at a low level under normal conditions. Outside of Grosvenor Centre MSCP opening hours there are several displaced vehicles which cannot be accommodated at Grosvenor Centre MSCP overnight from 16:00-11:00. These are shown in Table 3-12 below.

Table 3-12: Vehicles Displaced Outside of Grosvenor Centre MSCP Opening Hours

Hour	Number of Displaced Vehicles
00:00-01:00	88
01:00-02:00	88
02:00-03:00	88
03:00-04:00	89
04:00-05:00	88
05:00-06:00	88
06:00-07:00	89
07:00-08:00	92
08:00-09:00	103
09:00-10:00	131
10:00-11:00	188
Open Hours	
16:00-17:00	103
17:00-18:00	84
18:00-19:00	87
19:00-20:00	86
20:00-21:00	89
21:00-22:00	86
22:00-23:00	89
23:00-00:00	93

This shows that overnight from 16:00-11:00, these vehicles will require a different car park to park in as Grosvenor Centre MSCP is closed. Analysis suggests there is sufficient remaining capacity in the other car parks across this period and that there is still spare capacity remaining after redistribution.

3.1.6 Scenario 4

In this report, Scenarios 4A-4C have been assessed since they represent the 'worst case scenario' in terms of the largest reduction in car park capacity together with an estimated10% growth in demand applied across all car parks. The numbers of displaced vehicles each hour from Churchill Way and Duke Street for the Weekday, Saturday and Sunday scenarios 4A-4C are shown below in Figure 3-13.

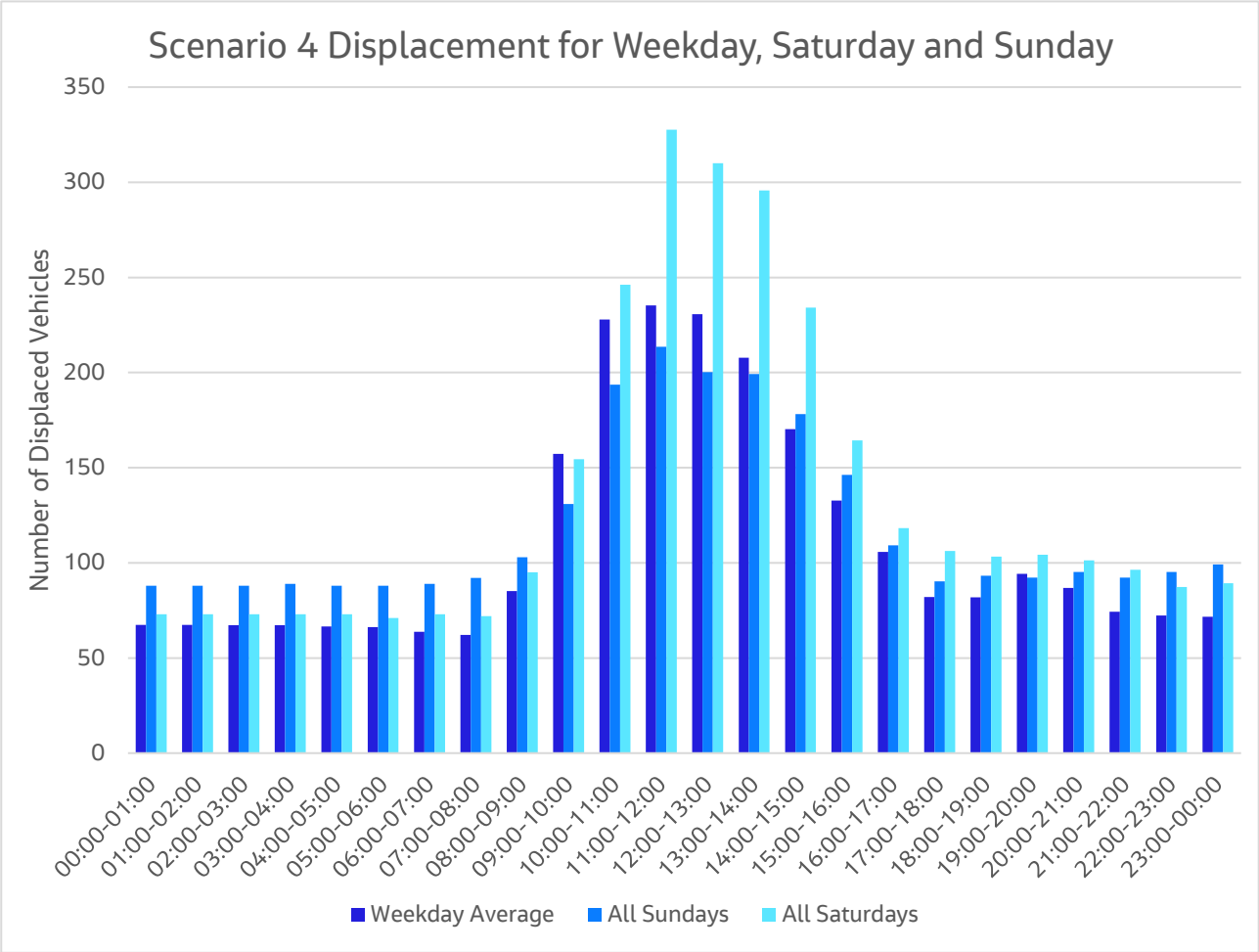

Figure 3-13: Displacement for Scenario 4

There is a similar trend for the number of displaced vehicles across all three survey periods with a peak hourly period between 10:00-15:00; however, the peak for weekday and Sundays is at a lower level than on Saturday by around 100-120 displaced vehicles. The highest number of displaced vehicles on a Saturday is between 11:00-12:00 equating to 328 vehicles.

The following sections examine whether there is sufficient capacity to accommodate these displaced vehicles within Grosvenor Centre MSCP as a first-choice alternative option.

3.1.6.1 Scenario 4A – Weekday Average

Figure 3-14 below illustrates the existing average weekday occupancy at Grosvenor Centre MSCP by hour (shown in blue), with the addition of the displaced vehicles (shown in red). As stated in Table 2-1, on a weekday Grosvenor Centre MSCP is open from 08:30-18:00; as shown above the analysis begins at 09:00 however the 08:30-09:00 period has been accounted for within this column.

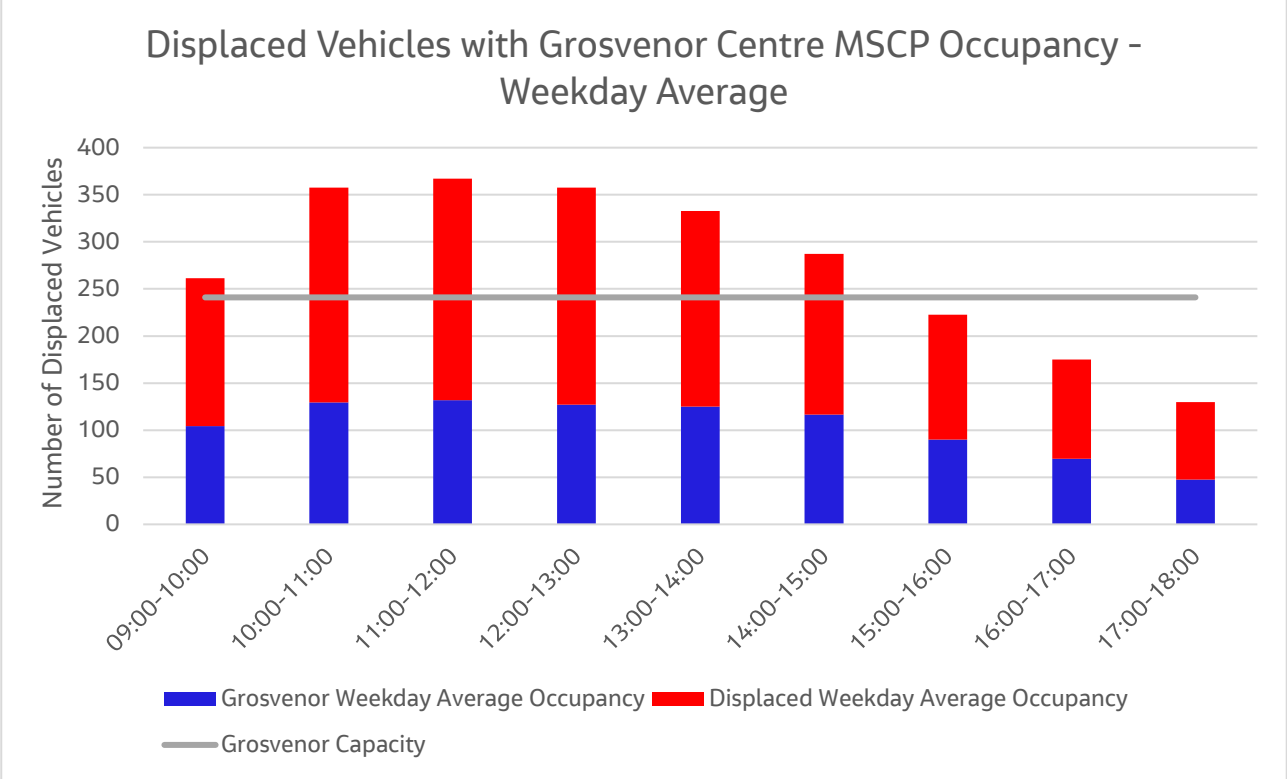

Figure 3-14: Weekday Average Grosvenor Centre MSCP Occupancy with Displacement

The bar chart shows that Grosvenor Centre MSCP could accommodate 66% of displaced vehicles. However, during the period 09:00-15:00 there would be some overspill, with the highest number (126 vehicles) occurring between 11:00-12:00.

Table 3-13 below shows the remaining spare capacity across the other cars parks in the study area once the overspill vehicles have been redistributed.

Table 3-13: Displacement and Remaining Spare Capacity on the Network

Hour	Overall Spare Capacity	Grosvenor Centre MSCP Overspill	Remaining Spare Capacity
08:30-10:00	447	20	427
10:00-11:00	239	116	123
11:00-12:00	193	126	67
12:00-13:00	226	117	109
13:00-14:00	249	92	157
14:00-15:00	357	46	311

The table shows there is sufficient remaining capacity in the other car parks across the peak period and that there is still spare capacity remaining after redistribution. Consideration needs to be made as to where these

vehicles could park and the location within the town centre. For example, finding a space further from the town centre may be unacceptable for some based on walking distances, topography etc.

There are also several displaced vehicles which cannot be accommodated at Grosvenor Centre MSCP overnight from 18:00-08:30 as Grosvenor Centre MSCP is not open during these hours. These are shown in Table 3-14 below.

Table 3-14: Vehicles Displaced Outside Grosvenor Centre MSCP Opening Hours

Hour	Number of Displaced Vehicles
00:00-01:00	67
01:00-02:00	67
02:00-03:00	67
03:00-04:00	67
04:00-05:00	67
05:00-06:00	66
06:00-07:00	64
07:00-08:00	62
08:00-08:30	85
Open Hours	
18:00-19:00	82
19:00-20:00	94
20:00-21:00	87
21:00-22:00	74
22:00-23:00	72
23:00-00:00	72

This shows that overnight from 18:00-08:30, these displaced vehicles will need to park elsewhere as Grosvenor Centre MSCP is closed. Analysis suggests there is sufficient remaining capacity in the other car parks across this period and that there is still spare capacity after redistribution for parking.

3.1.6.2 Scenario 4B – Saturday

Figure 3-15 below illustrates the typical Saturday occupancy at Grosvenor Centre MSCP, with the addition of the displaced vehicles from Churchill Way and Duke Street car parks. As shown below, the analysis begins at 09:00 however the 08:30-09:00 period has been accounted for within this column.

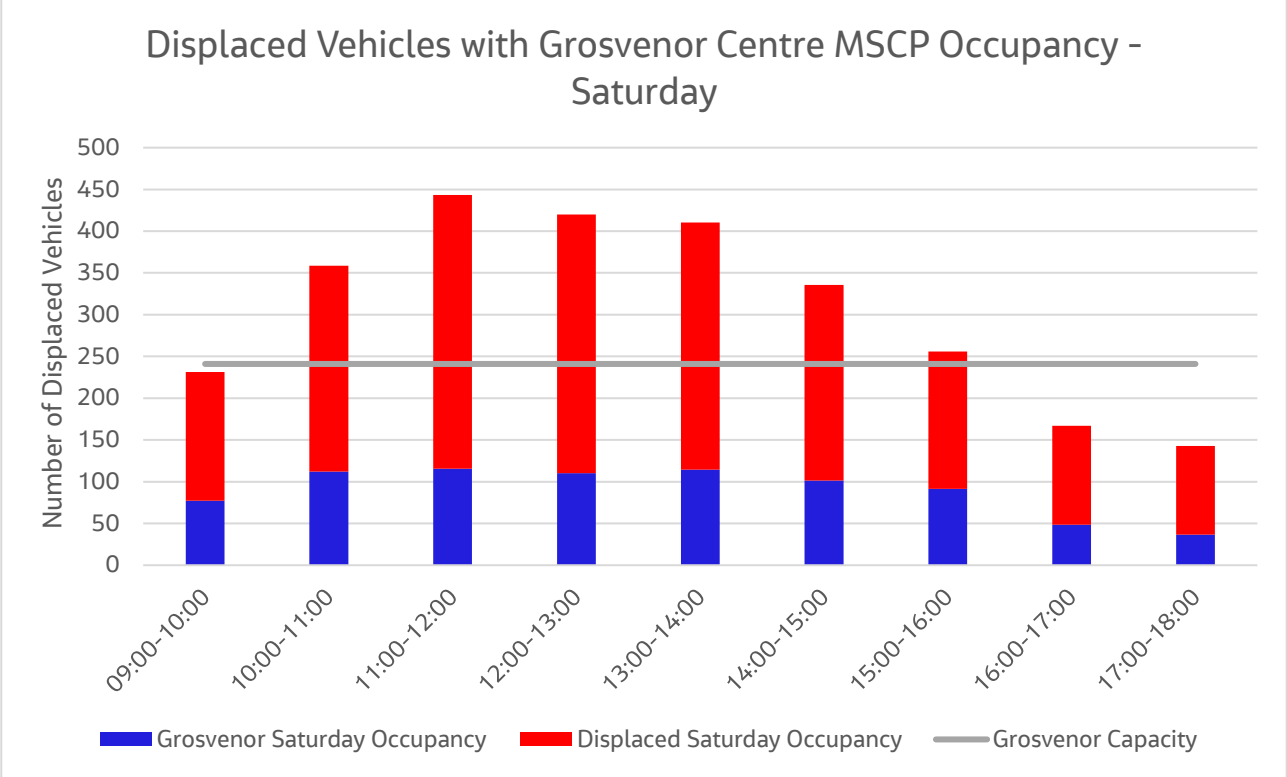

Figure 3-15: Saturday Grosvenor Centre MSCP Occupancy with Displacement

The bar chart shows that Grosvenor Centre MSCP could accommodate 60% of the displaced vehicles. However, during the period10:00-16:00 there would be some overspill, with the highest number (202 vehicles) occurring between 11:00-12:00.

Table 3-15 below shows the remaining capacity across the other cars parks in the study area once the overspill vehicles have been redistributed.

Table 3-15: Displacement and Remaining Capacity on the Network

Hour	Overall Spare Capacity	Grosvenor Centre MSCP Overspill	Remaining Spare Capacity
10:00-11:00	231	118	114
11:00-12:00	91	202	-112
12:00-13:00	91	179	-88
13:00-14:00	93	169	-76
14:00-15:00	174	95	79
15:00-16:00	389	15	374

The table shows that between11:00-14:00 on Saturdays there would be insufficient spare capacity in the other car parks to meet the demand for parking. On the demand side, some other behavioural response may be needed such as mode switching, finding a new destination or retiming the trip. In terms of supply, extra spaces

would need to be provided. There seems to be adequate capacity on the shoulders of this 11:00-14:00 peak so trip retiming to spread the peak would seem the most viable option. As with Scenario 3B, car park price incentives could encourage this behaviour.

There are also several displaced vehicles which cannot be accommodated at Grosvenor Centre MSCP overnight from 18:00-08:30 as Grosvenor Centre MSCP is not open during these hours. These are shown in Table 3-16 below.

Table 3-16: Vehicles Displaced Outside of Grosvenor Centre MSCP Opening Hours

Hour	Number of Displaced Vehicles
00:00-01:00	73
01:00-02:00	73
02:00-03:00	73
03:00-04:00	73
04:00-05:00	73
05:00-06:00	71
06:00-07:00	73
07:00-08:00	72
08:00-08:30	95
Open Hours	
18:00-19:00	103
19:00-20:00	104
20:00-21:00	101
21:00-22:00	96
22:00-23:00	87
23:00-00:00	89

This shows that overnight from 18:00-08:30, these vehicles will require a different car park to park in as Grosvenor Centre MSCP is closed. Analysis suggests there is sufficient remaining capacity in the other car parks across this period and that there is still spare capacity after redistribution.

3.1.6.3 Scenario 4C – Sunday

Figure 3-16 below illustrates the typical Sunday occupancy at Grosvenor Centre MSCP, with the addition of the displaced vehicles from the other car parks.

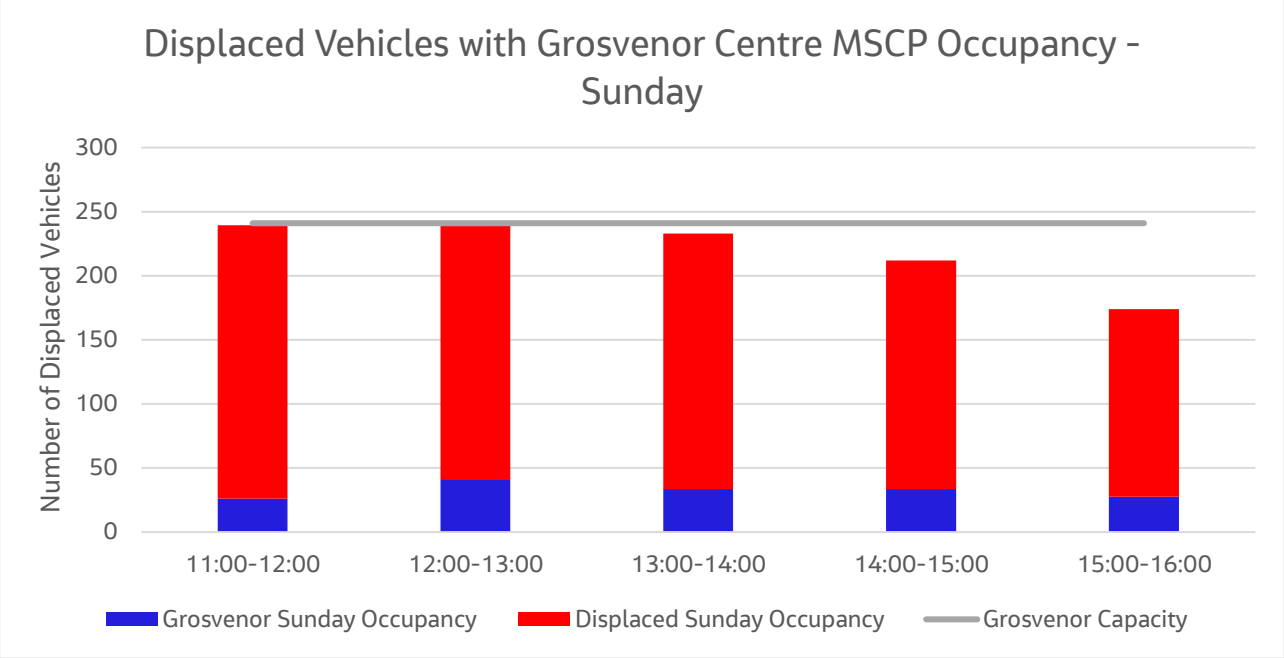

Figure 3-16: Sunday Grosvenor Centre MSCP Occupancy with Displacement

This shows that the Grosvenor Centre MSCP could accommodate all but one displaced vehicle (between 12:00-13:00) from Churchill Way and Duke Street on a typical Sunday. It is noted that the total values for 11:00-12:00 and 13:00-14:00 are very close to the capacity of the car park, therefore given the fluctuations in parking demand that occur, it is possible that some overspill may happen, albeit assumed to be at a low level under normal conditions.

Table 3-17 below shows the remaining capacity across the other cars parks in the study area once the overspill vehicles have been redistributed.

Table 3-17: Displacement and Remaining Capacity on the Network

Hour	Overall Spare Capacity	Grosvenor Centre MSCP Overspill	Remaining Spare Capacity
12:00-13:00	648	1	647

Outside Grosvenor Centre MSCP opening hours there are several displaced vehicles which cannot be accommodated at Grosvenor Centre MSCP between 16:00-11:00. These are shown in Table 3-18 below.

Table 3-18: Vehicles Displaced Outside of Grosvenor Centre MSCP Opening Hours

Hour	Number of Displaced Vehicles
00:00-01:00	88
01:00-02:00	88
02:00-03:00	88
03:00-04:00	89
04:00-05:00	88
05:00-06:00	88
06:00-07:00	89
07:00-08:00	92
08:00-09:00	103
09:00-10:00	131
10:00-11:00	194
Open Hours	
16:00-17:00	109
17:00-18:00	90
18:00-19:00	93
19:00-20:00	92
20:00-21:00	95
21:00-22:00	92
22:00-23:00	95
23:00-00:00	99

This shows that for the hours 00:00-11:00 and 16:00-00:00, these vehicles will require a different car park to park in as Grosvenor Centre MSCP is closed. Analysis suggests there is sufficient remaining capacity in the other car parks across this period and that there is still spare capacity after redistribution.

3.1.7 Treacle Market Sunday Displacement

As previously shown in Section 2.4.3, the manual data collected suggested demand on a Treacle Market Sunday would not contribute to any secondary displacement for Scenario 1 and 2 as all vehicles will still be accommodated in Grosvenor Centre MSCP. In Scenario 3 and 4 there will be a higher number of overspill vehicles, however these can be easily accommodated by the spare capacity in the other car parks.

The findings related to a Treacle Market Sunday should however be treated with caution due to the limitations of the data collection exercise compared to the full 24-hour video surveys elsewhere. A more rigorous data collection exercise is recommended to provide a more robust conclusion regarding displaced vehicles on a Treacle Market Sunday

3.1.8 Sensitivity Test (Reduced Peak Period Demand)

A sensitivity test was conducted to consider the climate emergency and the realistic potential for users to choose new patterns of mobility behaviour such as cycling and walking. This test aimed to explore the impact of a reduced demand for parking spaces on the number of displaced vehicles. The scenario considered a 10% reduction in parking demand during peak hours, along with the partial release of spaces in Churchill Way and Duke Street, as examined in Scenarios 1 and 2.

Figure 3-17 illustrates the number of displaced vehicles per hour from Churchill Way and Duke Street for the Weekday, Saturday and Sunday.

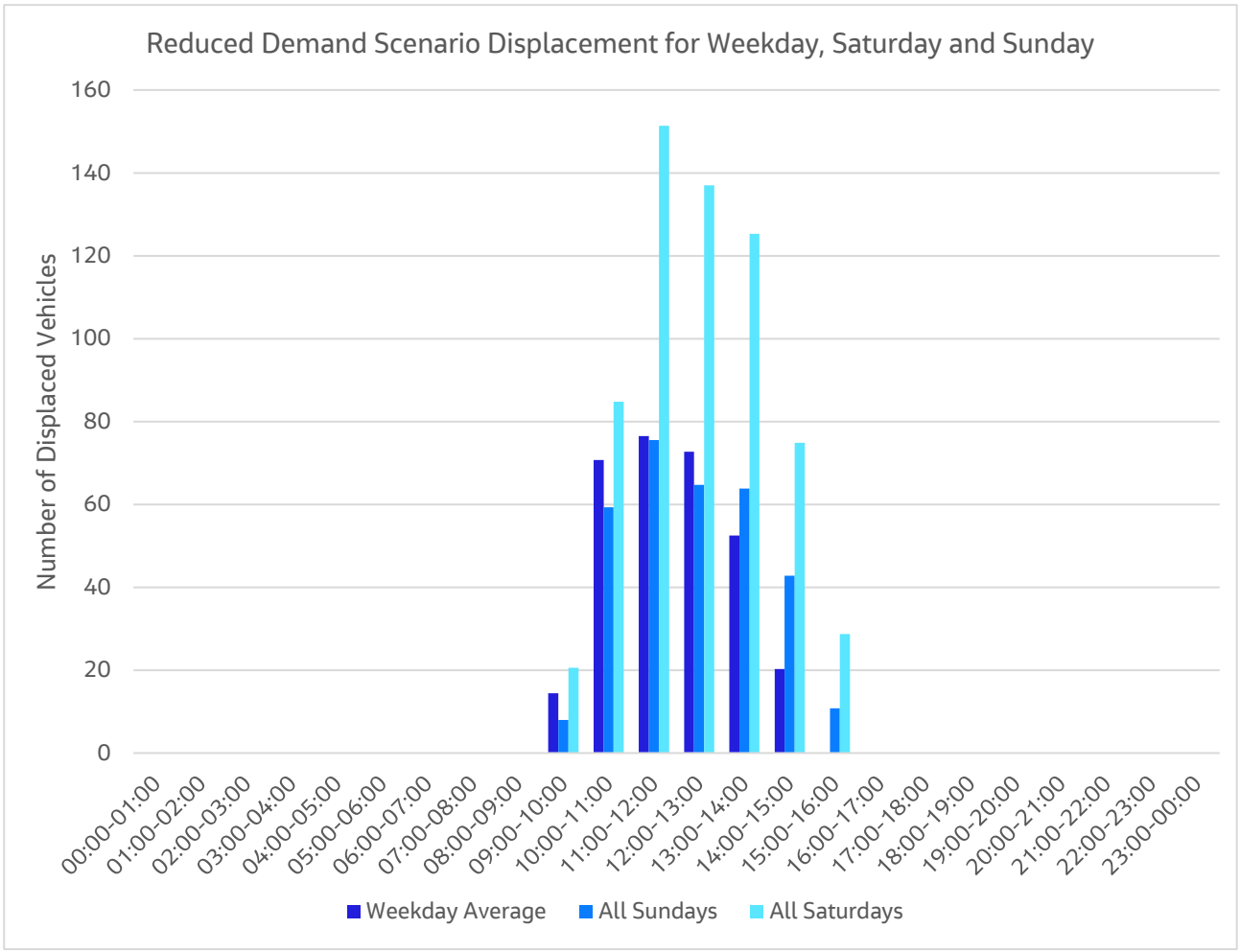

Figure 3-17: Displacement for Reduced Demand Scenario

There is a similar trend for the number of displaced vehicles across all three time periods with a peak period between 10:00-15:00; however, the peak for weekday and Sundays is at a much lower level than on a Saturday by approximately 85 displaced vehicles per hour. The highest number of displaced vehicles is on a Saturday between 11:00-12:00 which is 151 vehicles.

The following sections examine whether there is sufficient capacity to accommodate these displaced vehicles within Grosvenor Centre MSCP as a first-choice alternative option.

3.1.8.1 Reduced Demand Scenario – Weekday Average

Figure 3-18 below illustrates the existing average weekday occupancy at Grosvenor Centre MSCP by hour (shown in blue), with the addition of the displaced vehicles (shown in red). As stated in Table 2-1, on a weekday Grosvenor Centre MSCP is open from 08:30-18:00; as shown above the analysis begins at 09:00 however the 08:30-09:00 period has been accounted for within this column. During this 30-minute period, there are no issues with accommodating displaced vehicles elsewhere.

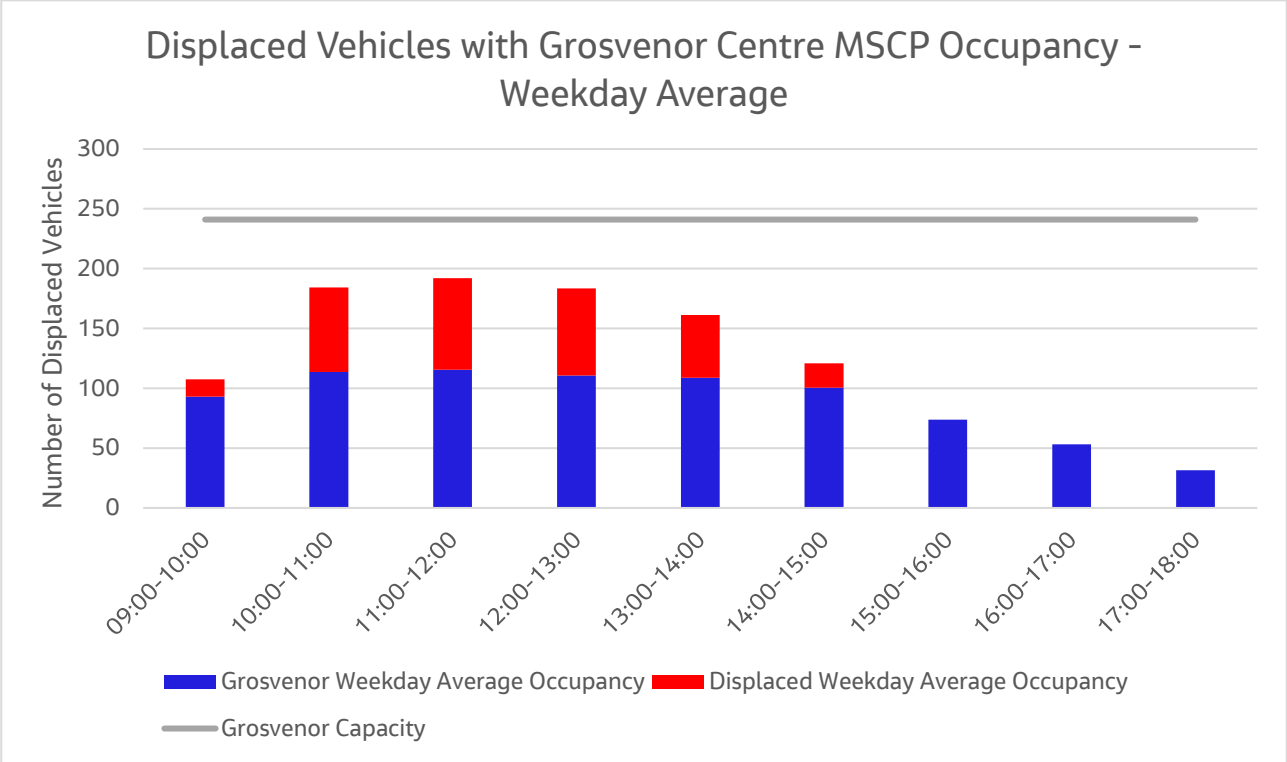

Figure 3-18: Weekday Average Grosvenor Centre MSCP Occupancy with Displacement

This shows that the Grosvenor Centre MSCP could accommodate all displaced vehicles for the surveyed weekday average. This scenario indicates there are between approximately 50 and 210 available spaces once displacement occurs, compared to Scenario 1 this shows there is more spare capacity with the reduced demand.

3.1.8.2 Reduced Demand Scenario – Saturday

Figure 3-19 below illustrates the Saturday occupancy at Grosvenor, with the addition of the displaced vehicles from Churchill Way and Duke Street car parks. As shown below, the analysis begins at 09:00 however the 08:30-09:00 period has been accounted for within this column. During this 30-minute period, there are no issues with accommodating displaced vehicles elsewhere.

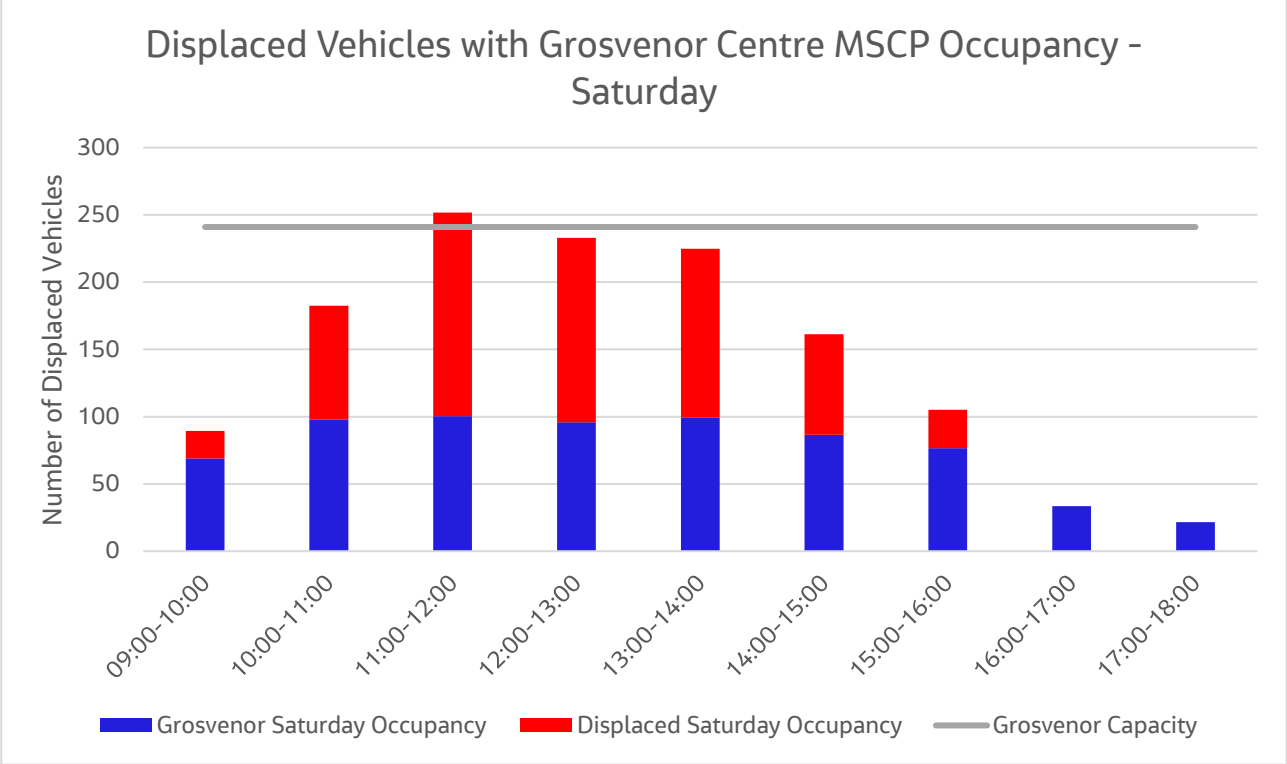

Figure 3-19: Saturday Grosvenor Centre MSCP Occupancy with Displacement

The bar chart shows that Grosvenor Centre MSCP could accommodate 98% of displaced vehicles. However, during the peak period of parking demand of 11:00-12:00 there would be 11 vehicles requiring another car park to park in. It is noted that the total values for 12:00-13:00 and 13:00-14:00 are very close to the capacity of the car park, therefore given the fluctuations in parking demand that occur, it is possible that some overspill may happen, albeit assumed to be at a low level under normal conditions.

Table 3-19 below shows the remaining spare capacity across the other cars parks in the study area once the overspill vehicles have been redistributed.

Table 3-19: Displacement and Remaining Spare Capacity on the Network

Hour	Overall Spare Capacity	Grosvenor Centre MSCP Overspill	Remaining Spare Capacity
11:00-12:00	304	11	294

The table shows there is sufficient remaining capacity in the other car parks across the peak period and that there is still significant spare capacity remaining after redistribution. Consideration needs to be made as to where these vehicles could park and the location within the town centre. For example, finding a space further from the town centre may be unacceptable for some based on walking distances, topography etc.

3.1.8.3 Reduced Demand Scenario – Sunday

Figure 3-20 below illustrates the typical Sunday occupancy at Grosvenor Centre MSCP, with the addition of the displaced vehicles from the other car parks.

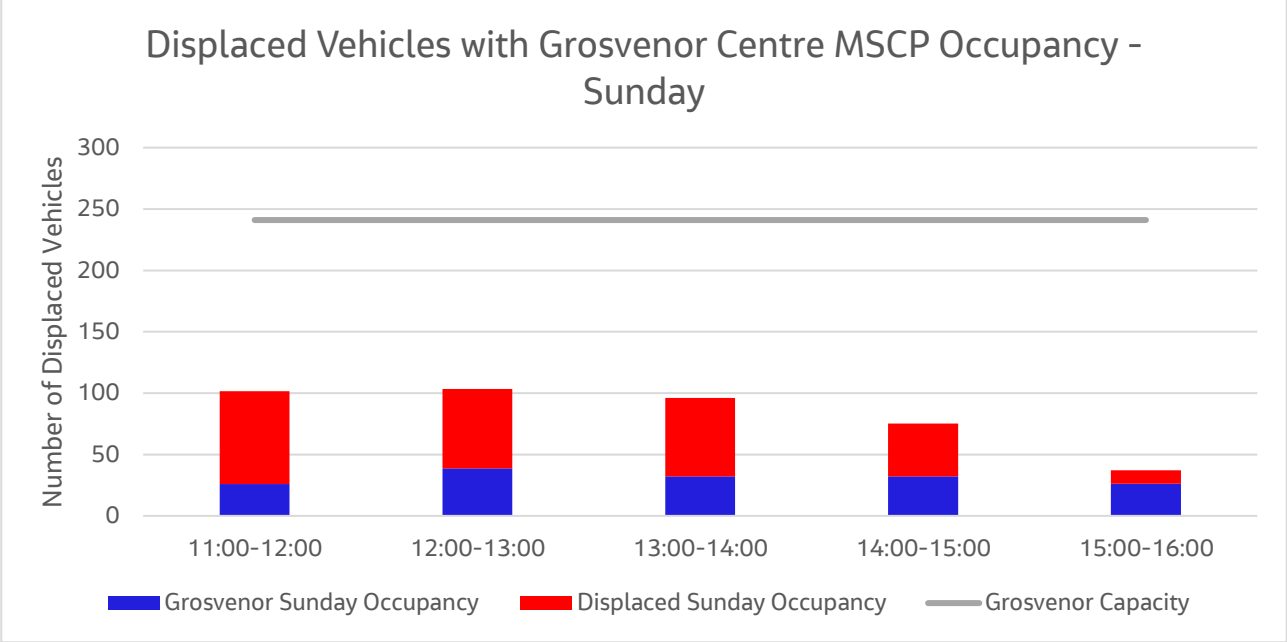

Figure 3-20: Sunday Grosvenor Centre MSCP Occupancy with Displacement

This shows that the Grosvenor Centre MSCP could comfortably accommodate all the displaced vehicles from Churchill Way and Duke Street on a typical Sunday. However, there are several displaced vehicles which cannot be accommodated at Grosvenor Centre MSCP between 09:00-11:00 as Grosvenor Centre MSCP is not open during these hours. These are shown in Table 3-20 below.

Table 3-20: Vehicles Displaced Outside of Grosvenor Centre MSCP Opening Hours

Hour	Number of Displaced Vehicles
09:00-10:00	8
10:00-11:00	59

This shows that for the hours 09:00-11:00, these vehicles will require a different car park to park in as Grosvenor Centre MSCP is closed. Analysis suggests there is sufficient remaining capacity in the other car parks across this period and that there is still spare capacity after redistribution.

4. Conclusion

This conclusion addresses the questions outlined in the project brief, drawing on evidence and analysis presented in earlier sections of this report.

What is an accurate picture of current usage of parking space in Macclesfield town centre?

As discussed in Section 2.4, the current usage of parking space in Macclesfield Town Centre suggests there is spare capacity across most car parks, even during their busiest hours. A summary of the analysis is provided below:

Weekday Peak Parking Times

Most car parks in the study area experience highest occupancy levels during lunchtime on weekdays, typically between 11:00-13:00.

Weekend Peak Parking Times

Saturdays are generally the busiest days for car parks, with peak times often extending from late morning to early afternoon. Sundays tend to have lower occupancy, except for specific car parks such as Exchange Street, which peaks on Sunday afternoons. The observations for Treacle Market Sunday suggests an increase in parking demand in Christ Church and Grosvenor Centre MSCP in both the morning and afternoon periods.

Overnight Parking

There is an identifiable level of demand for overnight parking across most car parks (between 5%-35% occupancy depending on the car park), suggesting usage by residents and visitors. This demand is generally higher on weekends. Resident permits are available for some of the car parks (as listed below) with the number of active permits and proportion of total spaces these permits represent given in brackets respectively:

- Christ Church (32, 37%)
- Churchill Way (50, 18%)
- Duke Street (20, 7%)
- Jordangate (4, 2%)
- Old Library (2, 7%)
- Whalley Hayes (17, 7%)

Capacity and Spare Capacity

Most car parks have spare capacity even during their busiest hours.

Demand Outside Peak Hours

There is an observable level of demand for overnight parking most likely linked to residents and visitors.

What is appropriate parking provision within the town centre to provide for current and future users also having regard to the climate emergency and the realistic potential for users to utilise more sustainable means of transport?

It was deemed sensible that a 90% threshold assumes a car park is approaching capacity and thus may not provide appropriate provision. Regarding the current level of demand, the car parks listed below exceed 90% occupancy and reach capacity at their peak:

- Exchange Street
- Parsonage Street

When accounting for a forecasted 10% growth in the peak hours. For the car parks listed below, at their peak demand, exceed 90% occupancy:

- Churchill Way
- Exchange Street
- Parsonage Street

The Reduced Demand scenario considers the climate emergency and the realistic potential for users to choose new patterns of mobility behaviour such as cycling and walking by employing an estimated 10% reduction in the peak hours. The car parks listed below, at their peak demand, exceed 90% occupancy:

- Exchange Street
- Parsonage Street

The table below shows the spare capacity during each period for Scenario 1 and the Reduced Demand Scenario for the hour 11:00-12:00. This is the peak hour for parking across all three time periods.

Table 4-1: Remaining Spare Capacity Sensitivity Test

Scenario	Remaining Spare Capacity		
	Weekday Average	Saturday	Sunday
Scenario 1	379	214	736
Reduced Demand	441	294	761

This shows that when demand is reduced there is sufficient capacity in the nine car parks to accommodate all displaced vehicles - but with a greater amount of spare capacity after displacement which indicates there is an appropriate parking provision in the town centre to provide for future users.

Would the release of the initial suggested areas of Churchill Way Car Park and Duke Street Car Park leave adequate and appropriate car parking to serve the town centre (residents, businesses, and visitors) now and into the future?

To answer this question, we will refer to Scenario 1 and 2 which tested a full release of Churchill Way and partial release of Duke Street with and without peak hour parking demand growth, respectively. Table 4-2 summarises the displacement findings from Scenarios 1 and 2 based on the indicative areas for redevelopment identified within the Macclesfield Station Gateway and Churchill Way Boulevard Options Study by Cushman and Wakefield[8].

Table 4-2: Displacement Summary of Scenario 1 and 2

Scenario	Adequate Parking Remaining in Grosvenor Centre MSCP	Notes
Scenario 1A – Weekday	Yes	
Scenario 1B – Saturday	No	At the peak, 45 vehicles displaced to other car parks – there is sufficient capacity in all other car parks.
Scenario 1C – Sunday	Yes	Grosvenor Centre MSCP is closed between 09:00-11:00 on a Sunday; therefore, displaced vehicles during these hours will need to use other car parks, which do have sufficient capacity.
Scenario 2A – Weekday	No	At the peak, 3 vehicles displaced to other car parks – there is sufficient capacity in all other car parks.
Scenario 2B – Saturday	No	At the peak, 79 vehicles displaced to tertiary car park – there is sufficient capacity in all other car parks.
Scenario 2C – Sunday	Yes	Grosvenor Centre MSCP is closed between 09:00-11:00 on a Sunday; therefore, displaced vehicles during these hours will need to use other car parks, which do have sufficient capacity.

The above table shows that in both scenarios releasing the suggested areas of Churchill Way Car Park and Duke Street Car Park would leave adequate and appropriate car parking to serve the town centre. When displacement is indicated by the scenarios and overspill occurs from the Grosvenor Centre MSCP, the remaining

[8] 'Macclesfield Station Gateway and Churchill Way Boulevard Options Study: Final Report'. Cheshire East Council (February 2023)

study area car parks have sufficient spare capacity to absorb these vehicles and still have spare capacity left over.

Is there potential to release further areas of parking for redevelopment without provision of a new replacement car park?

To answer this question, we refer to Scenario 3 and 4 which tested a full release of Churchill Way and partial release of Duke Street with and without peak parking hour growth, respectively. Table 4-3 summarises the displacement findings from Scenarios 3 and 4.

Table 4-3: Displacement Summary of Scenario 3 and 4

Scenario	Adequate Parking Remaining in Grosvenor Centre MSCP	Notes
Scenario 3A – Weekday	Yes	
Scenario 3B – Saturday	No	At the peak, 168 vehicles displaced to other car parks – there is insufficient capacity in all other car parks to absorb the overspill.
Scenario 3C – Sunday	Yes	Grosvenor Centre MSCP is closed between 09:00-11:00 on a Sunday; therefore, displaced vehicles during these hours will need to use other car parks, which do have sufficient capacity.
Scenario 4A – Weekday	No	At the peak, 126 vehicles displaced to other car parks – there is sufficient capacity in all other car parks.
Scenario 4B – Saturday	No	At the peak, 202 vehicles displaced to other car parks – there is insufficient capacity in all other car parks to absorb this overspill.
Scenario 4C – Sunday	No	At the peak, one vehicle displaced to another car park – there is sufficient capacity in all other car parks. Grosvenor Centre MSCP is closed between 09:00-11:00 on a Sunday; therefore, displaced vehicles during these hours will need to use other car parks, which do have sufficient capacity.

Table 4-3 shows that across both scenarios during the peak periods on a Saturday there is insufficient capacity in the other car parks to absorb the Grosvenor Centre MSCP overspill. To reduce this overspill and lack of remaining spaces indicated in both scenarios, behavioural response may be needed such as mode switching, finding a new destination or retiming the trip. In terms of supply, extra spaces would need to be provided. Therefore, it is likely that there is limited potential to release further areas of parking for redevelopment without provision of a new replacement car park or changing current trip behaviour.

What changes/improvements, would be needed to retained parking should the sites be released for sale?

These form the recommendations of the report; please refer to the next section.

What parking strategy should be followed to ensure remaining parking is effectively utilised to best support residents, visitors, and businesses?

It's not within the scope of the report to provide parking strategy recommendations, however we are cognisant of the impact of parking release proposals in context of the wider parking strategy and objectives, as outlined in Section 1.2. The CEC parking strategy objectives defined within the Local Transport Plan (published 2019) sets out to balance long term economic social and environment well-being as set per below:

- Manage traffic to improve transport network efficiency.
- Encourage the use of more sustainable and healthy forms of travel, including walking, cycling and public transport.
- Sustain and enhance the vitality of our town centres.
- Provide for the parking needs of people with disabilities & parents/carers with young children.
- Balance the parking demands of local residents, shops and businesses and visitors, shoppers, workers and commuters.

The recommendations (presented in the next section) aim to support the broader objectives of the CEC parking strategy in line with the study outcomes. The scope of the study was to assess the impact of parking release on the town centre and transport network. The purpose to utilise space capacity in the form of new development enhancing Macclesfield Town Centre's attractiveness and vitality, while accommodating future growth.

We also consider operational changes to car parks, such as improved signage and maintaining provisions for those who still require parking access, including individuals with disabilities and parents. Additionally, we examine how displacement could be managed through Variable Messaging Systems, providing better links to car parks and guidance for drivers to ensure a more efficient transport network.

Our recommendations balance the needs of residents, commuters, and visitors, ensuring high-quality parking options and effective use of development areas released for parking. This includes focusing on operational improvements to car parks on the periphery of the town centre to reduce town centre congestion/parking and encourage more trips via sustainable modes.

5. Recommendations and Next Steps

5.1 Recommendations

Based on the findings of this report and consideration of the CEC Corporate Strategy and Aspirations and Principles, a list of potential measures has been considered to facilitate and mitigate the impacts of releasing parking spaces for development:

- **Improve the viability and attractiveness of town centre fringe car parks**
    - **Improve signage along the A537** to attract more people to park in Jordangate Multi-Storey car park. This is a high-capacity car park located on the outskirts of the town which could absorb displaced vehicles, and in turn, would reduce car parking in the town centre
    - **Widen the turning circles and spaces in Jordangate Multi-Storey** to improve its attractiveness to potential users
    - **Increase Sunday opening hours for Jordangate Multi-Storey** to promote its use and enable potentially displaced cars to park there
    - **Improve the awareness and signage for Whalley Hayes car park**
    - **Improve the attractiveness of Jordangate MSCP**
- **Improve the viability and attractiveness of Grosvenor Centre MSCP**
    - **Review with the Grosvenor Shopping Centre the option to extend Grosvenor Centre fire regulations** in line with increasing Grosvenor Centre Multi-Storey opening hours
    - **Widen the turning circles and spaces in Grosvenor Centre Multi-Storey** to improve its attractiveness to potential users
- **Introduce a Variable Messaging System** to inform and divert drivers to car parks depending on the number of available spaces
- **Monitor parking data**
    - To understand future growth in parking demand particularly in the daily peak parking demand periods
    - To understand how permit holders may be affected by the release of parking spaces
- **Consider opportunities for encouraging travel behaviour change** such as mode switching and trip retiming to manage periods of peak parking demand

5.2 Next Steps

Based on the brief and recommendations provided, several next steps have been identified:

- CEC to consider the recommendations in the report to advise on the opportunity to declare surplus and release for potential residential development across the whole or part of Churchill Way Car Park and part of Duke Street Car Park.
- Further data collection and monitoring
    - Treacle Market Sunday

    - Investigate origin-destination data to clarify surplus and locations of potential Variable Message Signs to inform drivers of parking availability
    - Further analysis to be undertaken to understand the potential impact of Sunday charges
- Work with developers to consider impacts of declaring surplus parking to ensure car parking demand and congestion can be managed during peak hours in the town centre, alongside other measures to improve trips by sustainable modes.
- Understand potential funding for interventions to support declaring surplus car parking as per the recommendations (Variable Message Signage, improvements to car park signage etc) and to support the wider parking strategy in Macclesfield.
- Ensure key stakeholders and members of the public are notified of any decisions made around car parks and are consulted on as required.