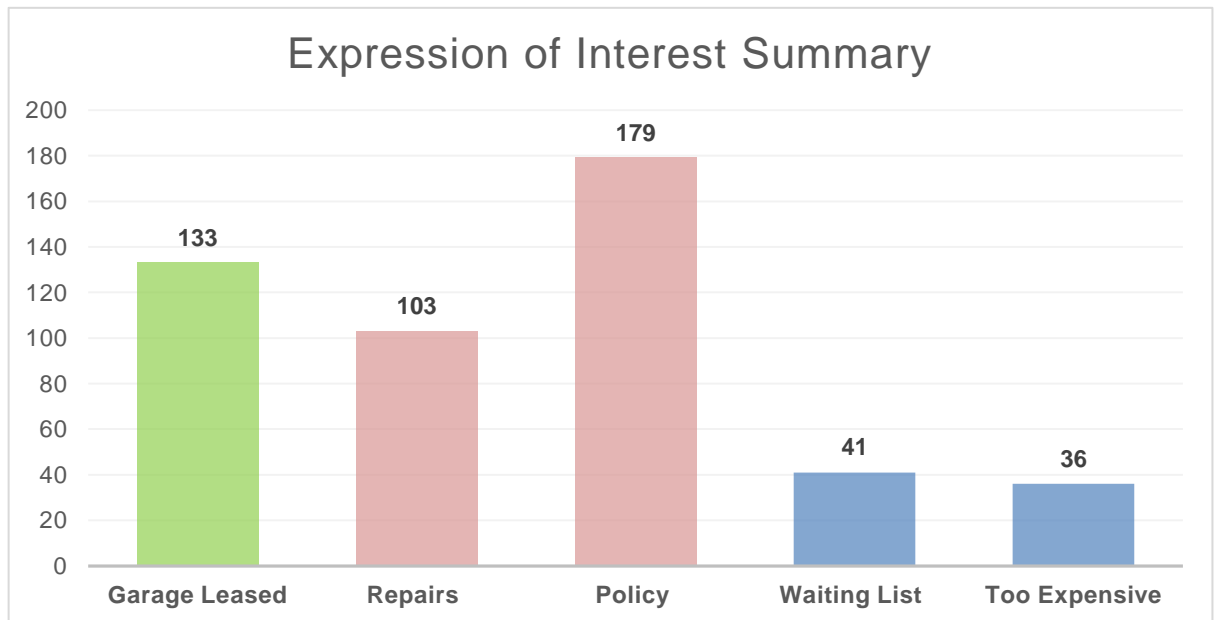


## Appendix 4, Demand Analysis

### 1. DEMAND ANALYSIS

- 1.1. All enquiries from customers interested in renting a garage have been recorded since October 2015. The team recorded 492 enquiries in total (average 1.5 per working day).
- 1.2. The enquiries were analysed and grouped into common outcomes to generate the chart shown below.



- 1.3. Enquiries from customers wanting to use the garage for storage and those from non-LBHF residents wanting to rent a garage are grouped under "Policy". These potential lettings were all turned down because the garage licence does not permit storage or lettings to non-LBHF residents.
- 1.4. Enquiries grouped under "Repairs" typically progressed to the viewing stage but on seeing the garage customers did not follow-up on their initial interest. This is predominantly because the void garage or the site is often in a poor condition.
- 1.5. A small proportion of customers said the garages were too expensive and some were placed on a waiting list due to their preferred garage site being fully occupied.