



**CAR PARKING SURVEY 2017**

**CONSULTATION RESULTS**

## Car Park Survey 2017

### Consultation results

#### Introduction

The objective: To ensure the viability and vitality of town centres is facilitated through provision of attractive, safe, well maintained and easily located car parks.

From 13 November to 15 December 2017 Wyre Council undertook a public consultation regarding council owned town centre car parks. The majority of the car parks included are pay and display car parks.

The consultation was conducted to establish how people use the car parks and to ask what, if anything, could be done to improve their experience. The consultation also addressed non-users and what might attract them to use the car parks.

#### Approach

The agreed approach for this consultation was to:

1. Conduct face-to-face interviews on the car parks - Volunteers generously supported this activity working from Cleveleys and Poulton on various dates over the consultation period. Printed questionnaires were also made available at Garstang Tourist Information Centre.
2. Use an online questionnaire - This approach enabled appropriate access to non-users and those people who did not have chance to speak with the volunteers.

#### Promotion and communication

The consultation was promoted in the following ways:

- E-alerts, sent to subscribers of the council's email marketing service. These featured hyperlinks to further information about the consultation and the questionnaire itself.
- Information was provided to the media to help them cover the consultation. This resulted in coverage via Fleetwood Weekly News date: 22/11/2017 and Blackpool Gazette date: 20/11/2017
- A link to the car parking consultation was included on the council website home page under 'have your say' for the duration of the consultation and was included on the news banner on the home page for the second week of the consultation.
- Emails were sent to a range of support organisations and stakeholders.
- The council's Facebook and Twitter accounts were used to signpost people to the consultation information and questionnaire. Wyre Council also posted direct messages to local Facebook chat groups.
- The Parish and Town Councils were invited to respond through a news bulletin sent to their all clerks.

#### Consultation respondents

In total **558** responded to the car parking consultation, that is, 478 online representations via the council's consultation portal and 80 representations conducted by volunteers and copies returned from the Garstang Tourist Information Centre.

All the questionnaire submissions had a majority of questions completed and so were included in the analysis.

## Consultation results

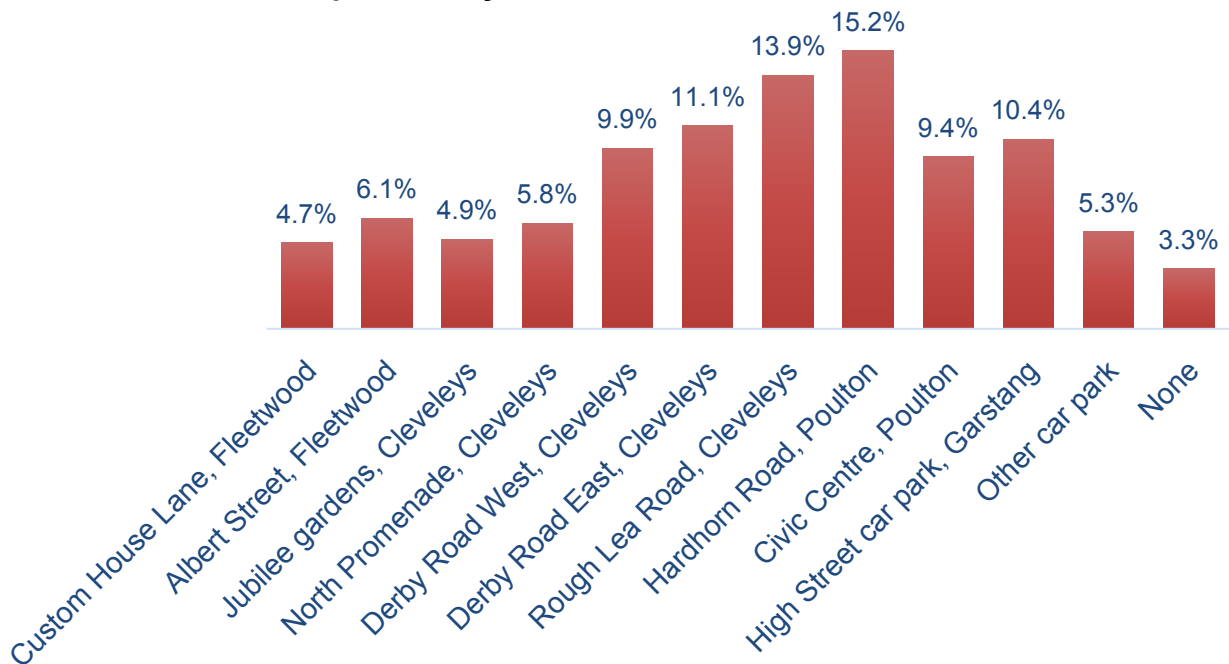
Respondents were asked details about their usage of the town centre car parks, what improvements they would like to see and if they would be prepared to pay more for further facilities. In this aspect the results will help the council understand the experiences and requirements of the general public and will be used as a consideration for future decisions.

As mentioned above the survey divided the respondents into two distinct user groups, those that utilise town centre car parks (users) and those that don't (non-user). The survey was also analysed according to the two groups.

## Users Survey results

Respondents were asked...

### Which town centre car park/s do you use?



The Hardhorn Road, Rough Lea Road, Derby Road East and High Street car parks accounted for just over 50% of respondents' usage. Only 3.3% of those responding said that they used none of the council owned car parks and they were then asked to complete the non-user section of the questionnaire which is referred to later in the analysis.

Respondents were also asked to name any other car park they use in Wyre and fifty eight replied. Of those fifty five specified that they used Booths car parks. Booths car park in Poulton (or Teanlowe car park as it was sometimes referred to) was used by thirty of the fifty five people and Booths car park in Garstang was used by eleven of the respondents. Ten people did not specify which Booths car park they used in their comments.

Other car parks used were along the Fleetwood waterfront for example, the Sunken car park, the Marine Hall and leisure centre car park. There was also Quail Home Road, Knott End and The Bull car park in Poulton.

Respondents were asked...

**Type of vehicle (this should be the vehicle you use the most when parking in a local car park)?**

Vehicle type	%
Petrol/Diesel Car	94.3%
Electric/Hybrid Car	2.2%
MPV/people carrier	2.2%
Transit van	0.4%
Motorhome/Camper van	0.2%
Motorbike	0.8%

Figures have been rounded

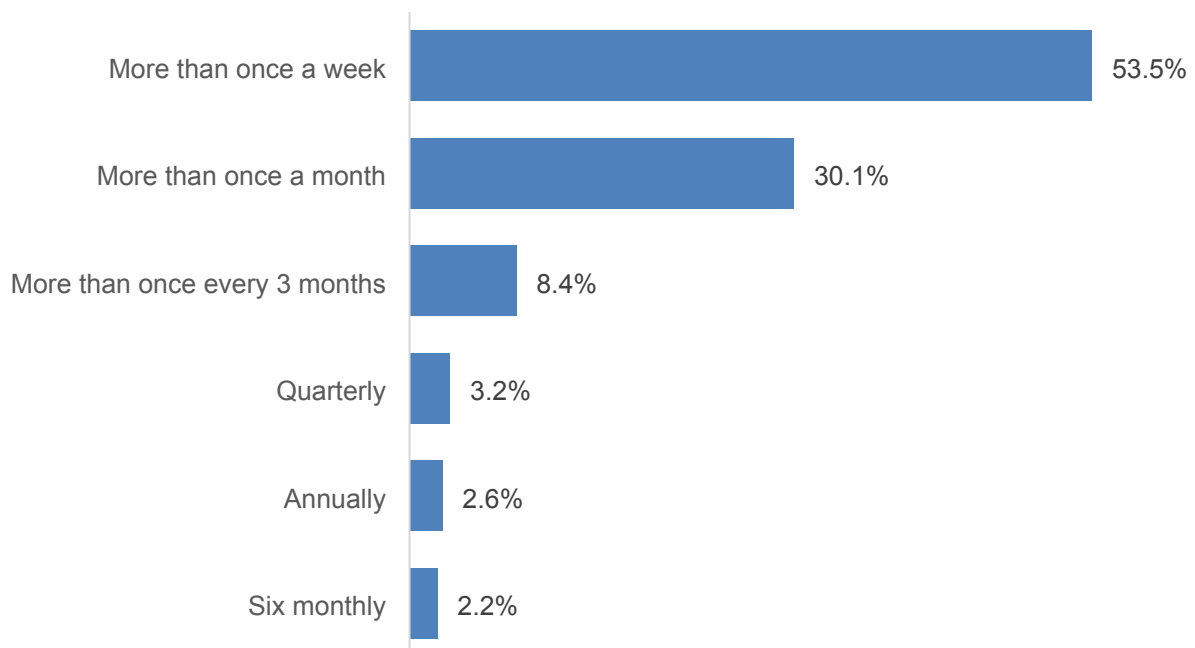
Respondents were asked...

**Are you a resident, a visitor to Wyre, working in Wyre?**

The majority of respondents are residents (96%/ n=486). A further 3% (n=15) are visitors and 1% (n=7) are people who work in Wyre.

Respondents were asked...

**How often do you use the Council's pay & display car park/s on average?**

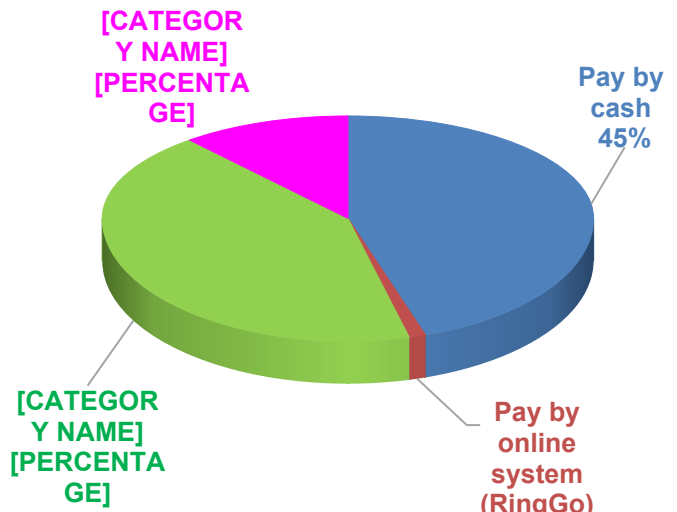


As can be seen from the above chart the majority of people i.e. 53.5% (n=268) use council car parks more than once a week. If people using the car parks more than once a month are included then that figure rises up to 83.6% (n=419).

Respondents were asked...

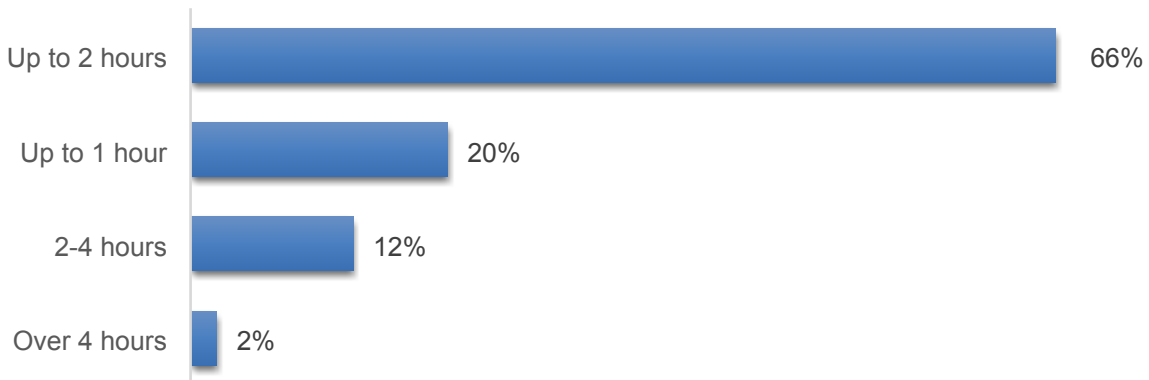
**Do you use...a resident's permit, use a blue badge, use a season ticket, pay by cash, pay by online system?**

The majority of people pay by cash (45%/n=246) or use their resident's permit (41%/n=227). A small number 13% (n=69) use their blue badge. Just one percent use the online payment system RingGo. None of the respondents use the season ticket permit.



Respondents were asked...

**What is your average length of stay?**



On average most people park for up to 2 hours, that is, 86% (n=428) with just under a quarter of these parking for up to one hour only. Only 2% (n=10) park over 4 hours.

Respondents were asked...

**Which day/s do you generally use the car park?**

The car parks are mainly used early weekend, that is, Saturdays (17.5%, n=297) and Fridays (16.5%, n=279) and curtail to the lowest usage of the week on Sundays (8.5%, n=144).

Of the weekdays Tuesdays and Wednesdays have the lowest usage rate.

Over half of the usage on Mondays (14.4%, n=244) is due to people parking in the Poulton car parks (n=131).

Figures have been rounded

Day	% used
Monday	14.4%
Tuesday	14.0%
Wednesday	14.0%
Thursday	15.0%
Friday	16.5%
Saturday	17.5%
Sunday	8.5%

Respondents were asked...

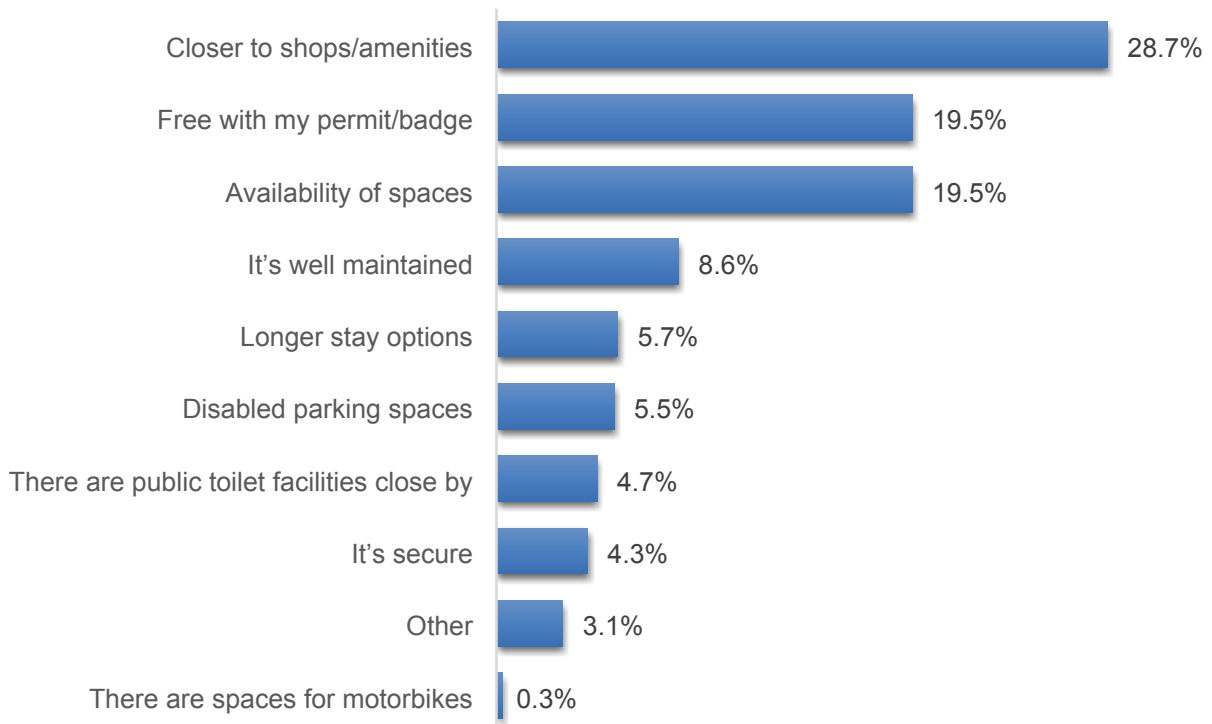
**Have you ever used the car park overnight?**

5% said they had used a car park overnight.

Respondents were asked...

**Why do you use the council car park over other free parking areas/spaces?**

Convenience is the main reason that people use the council car parks over other spaces to park (n=322). Free parking with a permit/badge and availability of spaces are the joint second highest reasons that people use the car parks.



Thirty one respondents selected the option 'Other' and thirty one of them gave further details as to why they use the council car parks over other spaces to park. The comments were clustered into general theme groups and are reflected below.

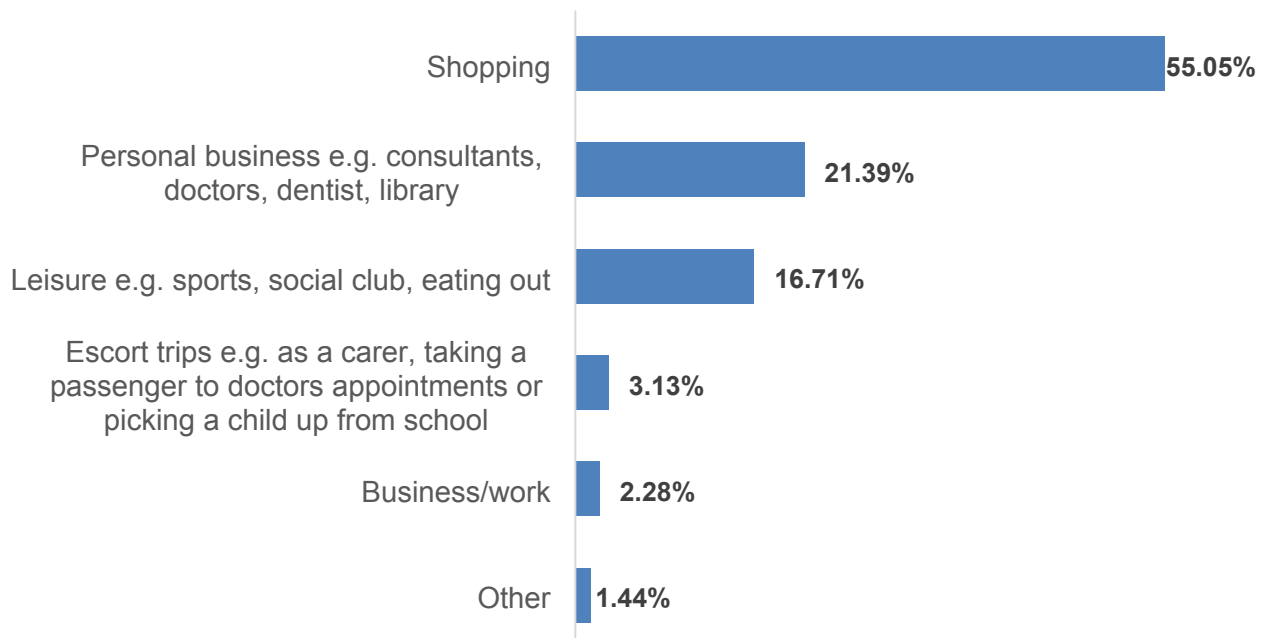
Theme	Comment Count
Unable to find alternative free options	18
<b>Safety reasons e.g. fear of damage/accident</b>	5
Use them for walks/recreation e.g. beach visits	2
To access the train station	2
<b>Better availability and size of disabled spaces</b>	2
Longer length of stay available	2
<b>Closer to work</b>	1

A variety of the comments are reflected below:

- The car parking spaces are a much better size than those in Booth's car park. The latter seems quite dangerous to me as so many cars are constantly driving round trying to find a space.
- I only use the council car parks if there are no spaces on the free street parking or I may be longer than 1hr.
- It is an excellent facility for everyone - it should ensure streets in our towns are safer keeping parked - often badly - vehicles off pavements and thoroughfares.
- Limited free parking in Garstang and on road parking near town is invariably full.

Respondents were asked...

**What do you mainly use the car park for? Please consider the car park you use most often.**

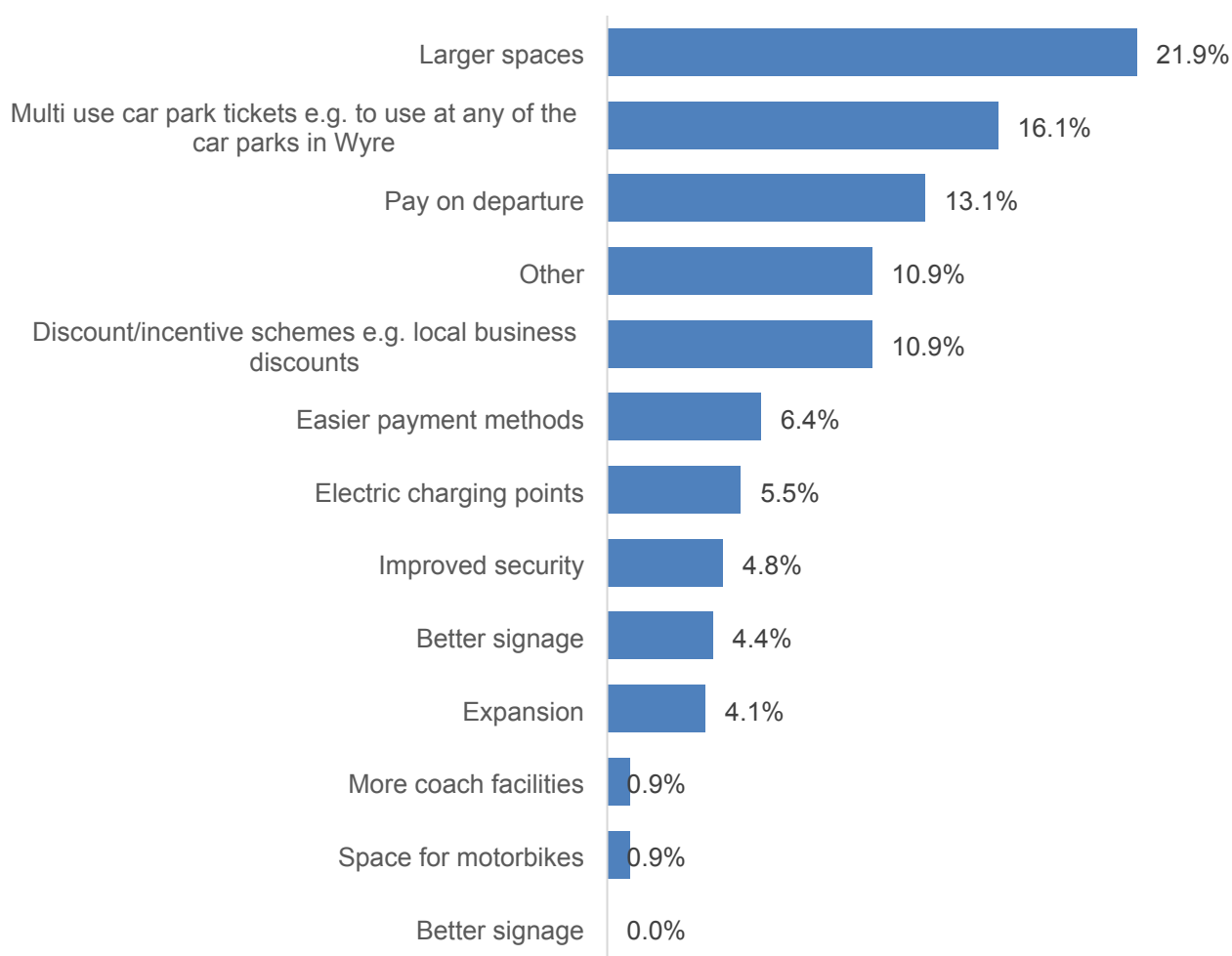


Twelve people selected 'Other' and eleven people went on to answer other ways they use the car park. The responses were clustered into general themed groups as follows.

Theme	Comment Count
Walking (with or without a dog)	7
Other recreation	2
Safety	1
Due to being a resident	1

Respondents were asked...

## What improvements do you think the council could make to the car parks you use?



Larger spaces (21.9%, n=210) and multi-use car park tickets (16.1%, n=155) were the most popular improvement options followed by a pay on departure option (13.1%, n=126).

105 respondents selected discount incentive schemes e.g. local business discounts and the same amount of respondents picked 'Other'. The table below reflects a general list of themed responses clustered together from the 96 respondents that selected 'Other'. Please note four comments were discarded as they were not relevant to this particular question.

Theme	Comment Count
More time/pay options	26
Free parking for all	24
More disabled spaces	16
More resident options	14
Overall maintenance/layout/pay machines	10
More parent/child spaces	7
More enforcement of designated spaces	5
More spaces	4
Better signage	1
Motorhome /coach parking	2
Wider spaces	1
Booths car parks should charge non-customers	1

A variety of comments from the top three themes above are included below.



### **More time/pay options**

- Add on to residents parking so you can park for 2 hours for free and top-up with an extra hour paid parking. 2 hours is NOT enough for most shopping.
- Free parking on all car parking for two hours for everybody including visitors to stimulate trade in the towns. A designated coach park.
- More variable charges for parking i.e. pay for half hour or hourly
- Longer stay options.
- Possibly have 'timed' zones for a quick visit - up to 5 hours and more for business/work and walking/cycling.
- An option to stay longer than the maximum two hours currently in place. It's never enough time to enjoy a relaxing time in Cleveleys where you can shop and visit a cafe. Instead you have to either not visit a cafe for food or if you do, you aren't able to shop properly.

### **Free Parking for all**

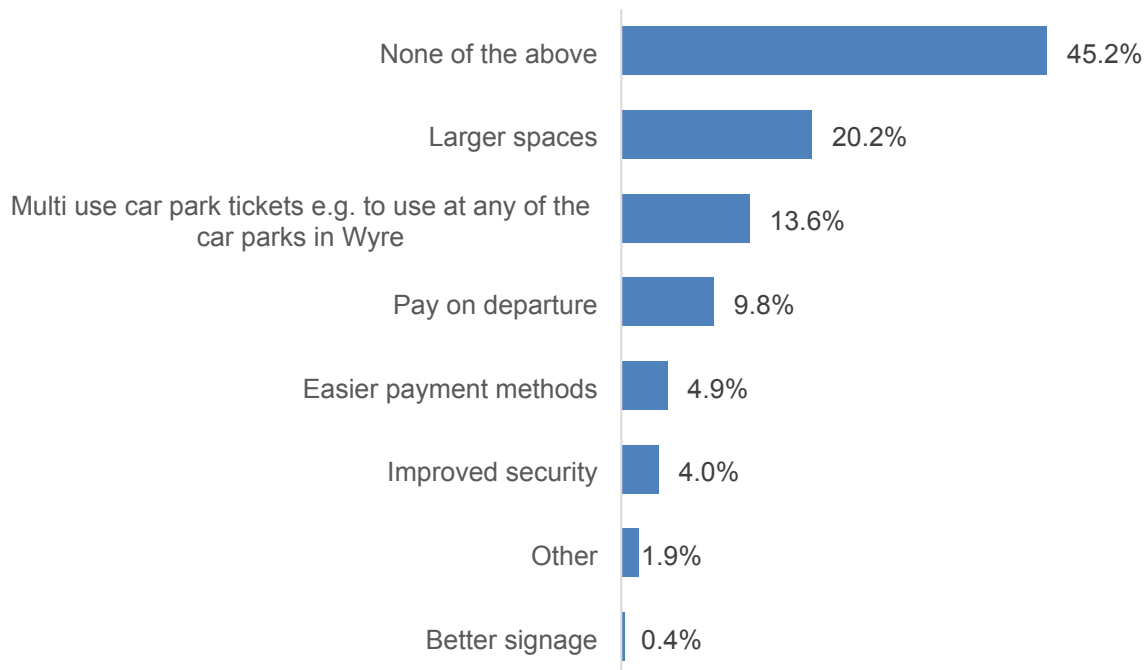
- Free to residents over 65's
- free parking to attract more family's to beach and businesses
- All car park should be FREE to encourage people to use shops. Why can you park on Fleetwood front for nothing and not elsewhere
- You should stop charging to encourage visitors and locals to shop in our town centres.

### **More disabled spaces**

- My husband was awarded a blue disabled parking badge in April, we have only used it once, because every time we have been to Cleveleys or Poulton the disabled parking space are full. Please make more spaces available.
- It's almost impossible finding blue badge spaces, especially in summer & around lunch times. About half the spaces are occupied by men reading newspapers or elderly couples having lunch in their cars. As a wheelchair user, I struggle to find spaces wide enough & about 50% of the time, return home without finding a space.
- Better / more disabled parking near to shops (especially for those with limited mobility / limited ability to walk very far).

### Respondents were asked...

Please tell us which facilities you would be prepared to pay more for if offered.



The majority response (n=239) was that people would not be prepared to pay for more for the facilities listed above if offered. Responses highlighted that a fifth (n=107) would be prepared to pay for larger spaces and close to 14% (n=72) answered that they would pay for multi-use car park tickets.

Of the 1.9% (n=9) answers that stated 'Other' the following is a sample of the comments:

- No increase of services would make me want to pay more
- Parent and child spaces
- Pay on departure would be a much better option. It would also raise more revenue because people would dally about for longer. Space sizes aren't too bad in Wyre, but I would pay more for a larger space. They could be offered in limited quantities like disabled bays, rather than a blanket space/cost increase. I don't see how payment could be easier other than having an app to pay online like the Blackpool Transport tickets. Signage definitely needs improving - to tell people where parking is as they approach Cleveleys and where alternatives are when they get to full car parks. Strangers wouldn't know there's a long stay car park at Jubilee Gardens!
- More parking spaces
- None they are all too expensive
- Park longer

### Respondents were asked...

**Do you have any other comments about the council's car parks?**

There were 175 responses.

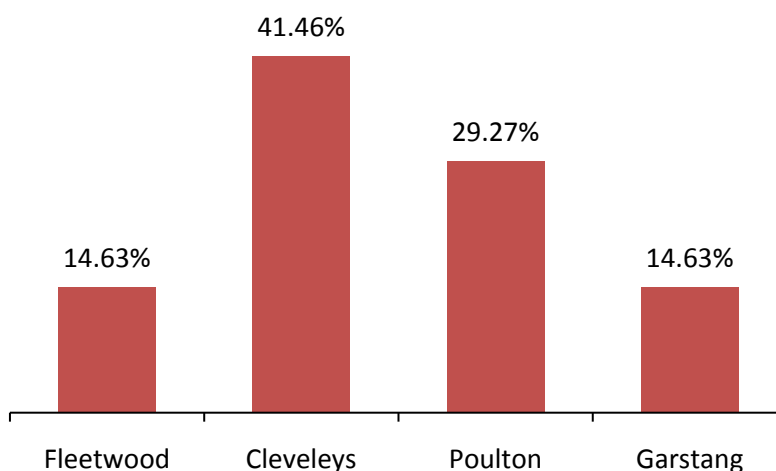
### Non User Survey Results

Forty nine people said that they didn't use the council car parks and they were directed to answer the following set of questions.

Respondents were asked...

**If you park in any of the towns listed below but don't use any of the Wyre Council pay and display car parks, please tick:**

Forty one people responded the majority of whom park in Cleveleys and Poulton with 96% of them being residents. The other 4% (n=2) include a visitor and a person working in Wyre.



Respondents were asked...

Please tell us why you don't use the councils pay and display car parks over other parking.

Forty three people responded to this question and gave various comments. These comments were read individually and arranged into general themes which can be seen in the table below followed by a list of varied comments that reflect the more popular opinions.

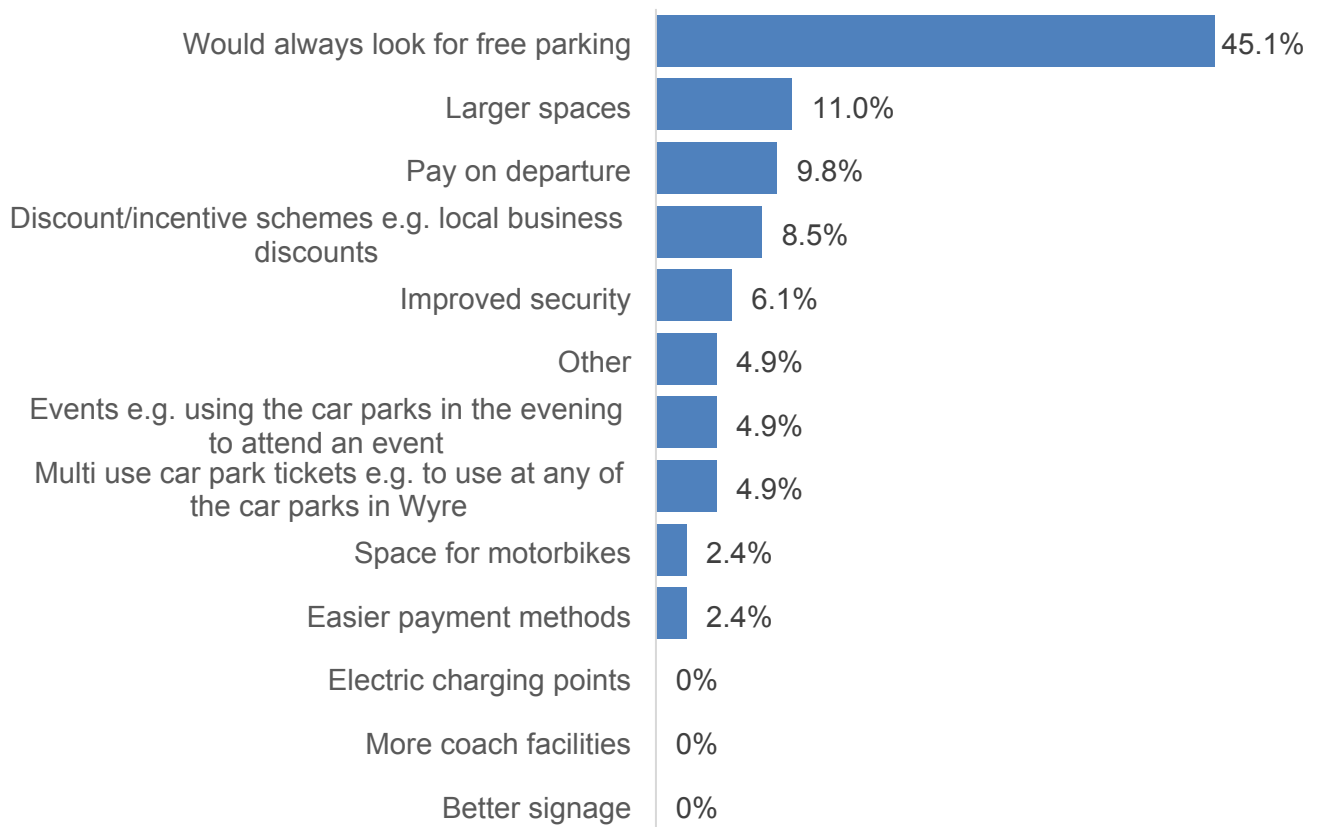
Theme	Comment Count
Issues with the cost of parking	31
Use alternative transport than the car	10
Parking duration options	8
Use Alternative free parking	4
Payment options	2

- Too expensive for the time allowed
- Object to paying for the short time I usually shop

- The car parks are too expensive - I park for free in Poulton, Cleveleys and Fleetwood or I don't bother. It's also very difficult to walk to the machine and back to the car to put the sticker inside with a toddler in tow who doesn't understand why we are turning around so quickly.
- Overpriced and easier to catch the bus,
- I believe some limited free parking should be allowed to access the town centre so I choose to park out of town and walk in. It is extremely expensive to park in Garstang in comparison to other places I visit in our area (Poulton as a prime example).
- I park outside centre and walk in.

Respondents were asked...

**Please tell us what, if anything, would make you use the car parks.**



- The majority of respondents 45% (n=37) would not be encouraged by any of the items listed to start using the car parks over free parking.
- Larger spaces (n=9) and pay on departure (n=8) were the next most popular selections respectively, although they were represented by small numbers. Interestingly larger spaces and pay on departure were also in the top four features that users of the council car parks were more likely pay more for.
- Four people selected 'Other' and they were invited to say what else would make them use the car park. Their responses are as follows:
- Nothing machines do not work half of the time

- Being able to stop for a short period at a lower cost. At one time you could park for up to an hour and it was 30p at that time, then the council raised it to two hours and it was over £1.
- More reason to use Lord Street shopping, better shops etc.
- If I thought council officials would stick to their words and stop treating people as fair game.

#### Respondents were asked...

##### **If you have any specific comments please tell us below.**

Twenty comments were returned the majority were suggesting free parking or more payment/time options to encourage tourism and support businesses.

- Pay on departure would encourage people to stay longer. Garstang needs more parking at the south end of town. Booths etc often almost full – Sainsbury’s time limited. North car park may lose spaces soon and increased new builds means more cars trying to get into the centre.
- I think you should charge at Stanah. Dog walking businesses are taking advantage. It’s getting too busy and not as pleasant for locals. Stanah Road is too busy also with people driving there.
- The area is run down enough with the amount of charity shops. The council should be doing more about the caravans that park for a free holiday on the seafront at Fleetwood

#### Respondents were asked...

##### **Would you make use of a scheme which allowed residents to benefit from discounted pay & display fees?**

There wasn’t much difference between the number of respondents that would make use of such a scheme (48%, n=22) and those that said they wouldn’t (52%, n=24).

#### Respondents were asked...

##### **Please identify which of the following options, you prefer.**

Twenty people answered this question. The options with the percentage of respondents that chose them are shown in the table below.

Options	Percentage
Annual charge allowing discounted car parking	25%
Annual charge with time limited car parking	35%
Other	40%

Of the eight respondents that selected ‘Other’, seven commented. The responses are as follows:

- Discounted used
- 24 hour resident parking
- No charge for discount
- Free parking for Wyre residents with time restriction
- Residents to get something to put in car to show that they pay their rates
- Free parking for residents

- Cheaper tariffs with longer stay 50p for two hours

One hundred and forty respondents signed up to the regular council e-newsletter and/or to receive news about consultations.

Respondents were thanked for their time.

## **Appendix A Recommendations Resulting From Car Parking Survey.**

## Wyre Council Parking Survey Nov-Dec 2017

### **1.0 Introduction:**

- 1.1 This report follows on from the consultation and makes recommendations for changes to the Wyre Parking Strategy in order to provide parking spaces that meet the demands of users and maintain the viability and vitality of town centres, while at the same time ensuring that these demands are affordable.

### **2.0 Background:**

- 2.1 Wyre Council is the Enforcement Authority responsible for enforcement on all of its off-street parking. Enforcement is carried out under the terms of the Traffic Management Act 2004 and is a civil enforcement policy rather than criminal. Civil Enforcement Officers (CEOs) issue Penalty Charge Notices (PCNs) to any vehicle parking in contravention of car parking regulations. The Council currently use Lancashire Parking Services for enforcement and administration on car parks. LPS subcontract enforcement to NSL Ltd.
- 2.2 The provision of car parks is not a statutory function of the Council; there is no obligation on the Council to provide parking. However, like many other councils, Wyre provides parking spaces to support local businesses.
- 2.3 The Council currently provides 2,388 off street parking spaces, including 910 Pay & Display spaces in 9 car parks.

### **3.0 Review of the Parking Survey**

- 3.2 The Survey produced a large number of responses, mostly on the following issues
  - Fees and Charges
  - Methods of payment
  - Discounts for residents
  - Length of stay allowed
  - Provision of specialised parking (disabled/parent and child)
  - Size of parking bay

These issues are considered below, and recommendations made for further consideration.

### **4.0 Recommendations.**

#### **4.1 Fees and Charges**

By far the largest area of concern raised was parking charges. This revolved around two main points

- a) parking is too expensive
- b) there is no provision for short time usage (ie less than 2 hours)

#### Background:

Wyre Council charges for parking in its off-street car parks under section 35 of the Traffic Regulation Act 1984. The Act provides for payment to be made to a meter or



ticket machine, or indicated by a traffic device (which can be a card, disc, token or other similar device). It also provides for the issue of permits.

Parking charges were introduced into the Borough in 1997 to produce a turnover of parking spaces and to generate income to fund maintenance and improvement works on the Car Parks. Charging and parking enforcement apply during the daytime, Monday to Sunday inclusive; parking is free overnight until 8am.

The car parks are a source of revenue for the Council and the income generated is used to pay for the provision and maintenance of both Pay & Display and free car parks within the Borough. It is, however, essential that these tariffs are priced so that they remain competitive with charges in neighbouring authorities and maintain the attractiveness of the town centres as locations for shopping and other visits.

In addition to the Pay & Display car parks, Wyre Council has a large number of free car parks, located primarily at key public facilities such as sports centres or Council buildings, and there are large areas within the Borough offering free on street parking. These offer an attractive alternative to using the Pay & Display parking provision, reduce car park usage and consequently reduce income for the Council. A balance against convenience and cost is required so that car park usage is increased.

The Council does not currently charge for parking after 6pm. However as the night time economy grows there is a greater requirement for safe parking evening parking.

The majority of car park tickets purchased are for under 2 hours (82%). It is not clear whether such usage was for under an hour or in the range 1-2 hours although there is a clear demand for parking of less than 2 hours.

## **4.2 Fees and Charges Recommendations**

A simplified charging structure to be introduced with tariffs as below

### Long stay car parks

- Up to 1 hour
- Up to 3 hours
- All Day

### Short stay car parks (Max stay 2 hrs)

- Up to 1 hour
- Up to 2 hours

In response to the parking survey, it is recommended that a simpler scale of charges is introduced. This new scale would provide a reduced stay tariff of up to an hour as well as the potential to reduce the cost of all day parking.

### **All Day Ticket:**

To encourage users to visit other towns within the Borough, it is recommended that the All Day ticket be transferrable between all long stay car parks throughout the Borough.

**Charging on other car parks:**

It is recommended that a review be undertaken to investigate introducing charges to some car parks which are currently free to use.

**Overnight charges:**

It is recommended that consideration is given to nominal overnight charging from 6pm to 9am (allowing an hour for pick up after daytime charging commences).

**4.3 [Methods of payment](#)**

The Council currently operates a Pay & Display system whereby users pay in advance for parking and must return within the time purchased. While this is a common and easily understood process, there is no provision to allow users to overstay the paid for without returning to purchase an additional ticket or risk the issuing of a Penalty Charge Notice (PCN).

Previously Pay on Exit systems have historically required the installation of automated barriers and significant investment. However, the current payment machines are capable of being upgraded to allow payment to be made on exit. Currently three of the nine Council Pay & Display car parks have the necessary apparatus to operate the system (Rough Lea Road, Derby Road East and Hardhorn Road) while the remaining could be updated. Additional research is being undertaken to look at the feasibility of introducing Pay on Exit

**Cashless payments:**

Technological advancements allow for cost effective methods for cashless payment – (debit/credit card payments, payment by telephone, phone app or Near Field Communication ie Apple Pay. NFC). This can also provide improved flexibility to people wishing to extend their parking time remotely by mobile phone.

All of the Council Pay & Display car parks can take cashless payments through the RingGo phone system. Three of the car parks can already take payment by credit/debit card or mobile application.

**4.4 [Method of Payment Recommendations](#)**

**It is recommended that a system that allows Pay on Exit and cashless payment be investigated for all current Pay and Display car parks.**

**4.5 [Discounts for Residents](#)****Resident Permit Scheme Background:**

Currently the Council operates a scheme, introduced in September 2002, which allows residents who purchase a Resident Permit to park for up to 2 hours once per day, free of charge, on the majority of the council's Pay & Display car parks. The permit is available to all permanent residents of Wyre. New permits cost £25.00, with renewal's costing £10.00. It is unknown how many permits are in circulation and still being regularly used.

The current loss of income to the Council from the use of Residents' Permits is difficult to quantify since there has been no specific study. Parking surveys have consistently shown that use of permits in the busiest of car parks is of the order of 50%.

Currently the £25.00 cost of a Resident Permit is a one-off charge for the life of the vehicle which does not accurately reflect the potential loss in income if the permit is used regularly. Comparisons with other resident permit schemes show that Wyre is the exception in terms of not applying an annual charge.

#### School Permits:

This scheme was introduced for parents dropping off and picking up children at schools close to public car parks to alleviate congestion on roads around schools. Currently only St Chads School, Poulton is included in the scheme. Permits allow 30 minutes free parking on Hardhorn Road car park Monday - Friday 8.45am-9.10am and 3.15pm- 3.45pm.

#### 4.6 Discount for Residents Recommendations

**It is recommended that additional work be undertaken to review the current system including a review of the parking time allowed and levels of charge. Other permit holder benefits including ability to upgrade to all day parking to be investigated.**

**It is further recommended to continue to work with St Chads school to allow safe dropping off of school children by parents.**

#### 4.7 Length of stay allowed

The Council currently operates five long stay car parks, two short stay car parks, and two with parking limited to 2 hours.

The majority of tickets bought in both long and short stay car parks are for two hours stay (82% of all tickets sold) while very few tickets are for all day parking.

Currently, all car park tickets are restricted to parking within the car park in which the ticket was purchased and do not allow users to transfer within other car parks or towns.

Recent surveys on car park usage have shown that occupancy levels vary significantly from full or near full to empty dependant on the location or day of the week.

- Car parks in Poulton and Cleveleys maintain medium to high levels of occupancy throughout the week, while Fleetwood relies heavily on the market to maintain occupancy levels.
- Peak occupancy levels are achieved on market days for Poulton, Fleetwood and Garstang.
- The seaside car parks see maximum occupancy at weekends and greater occupancy during summer than winter.
- Several car parks have little or no occupancy out of season (Jubilee Gardens, Cleveleys) or on non-market days (Custom House Lane and Albert Street, Fleetwood)

#### 4.8 [Length of Stay Recommendations](#)

**It is recommended that the short/long stay parking be rationalised such that the 2 hour limit car parks are designated as short stay and all others are designated long stay. By making all but two cars long stay would simplify tariffs and encourage parking for longer periods.**

#### 4.9 [Provision of specialised and oversized bays](#)

##### Disabled Parking:

One of the most complained about issues in the parking survey was the provision of disabled parking bays.

The Council has a legal obligation to provide specifically marked oversized parking bays for disabled drivers within its car parks. Although the Blue Badge Scheme does not apply to off-street parking, the Council currently permits Blue Badge holders to park free on Pay & Display car parks for up to three hours once per day, provided that they park within the specifically marked bays. Blue Badge holders who park in fee paying bays must pay the standard parking fee; this is clearly displayed on all tariff boards. There is no obligation to provide these spaces free of charge, although the Council always has done so.

BS 8300:2009 recommends a 6% of the total car park capacity should be reserved for disabled parking. All of the Council's Pay & Display car parks meet or exceed these recommendations.

##### Parent/Child Parking and Oversized Bays:

It has become common practice for car parks to offer oversized parking spaces for parents with young children to allow for improved access.

The Council provides parent and child parking on two free car parks but none in its Pay & Display car parks.

##### Motorcycles:

The Council recognises that motorcycle users require sufficient parking facilities close to town centres. Because of the specific difficulty associated with displaying a Pay & Display ticket on a motorcycle, parking for motorcycles in the Council's car parks is free.

#### 4.10 [Specialised Bays Recommendations](#)

**It is recommended that there be no changes to the current status for Blue Badge holders or for free provision of motorcycle parking.**

**It is recommended that the demand for parent and child and oversized bays on pay and display car parks is investigated.**