

Car Park Survey

April 21st-23rd 2016

Car Park Survey Results

The Car Park Survey had three elements:

1. ANPR (Automatic Number Plate Recognition) Survey

This survey used cameras to record car movements in and out and how long each car stayed in the car park. This ran from midnight on Thursday 21st April to midnight Saturday 23rd April.

2. Manual Questionnaire of Car Park Users

Volunteers asked Car Park users questions about their reason for visiting, where they came from and if they had problems parking. This ran from 7am-1pm on the Thursday, Friday and Saturday.

3. Manual count of On Street Parking

A manual count was done for spaces in High Street, Gorwell, Brook Street, Shirburn Road and Couching Street and the % utilisation measured on the Thursday, Friday and Saturday.

ANPR Headlines

Information recorded gave 1143 records and contains 950 different registration numbers.
There is an average of 791 movements per day (in and out)

Length of Stay

- ▶ 54.4% stayed less than 30 minutes (622 vehicles)
- ▶ 67.5 % stayed less than 1 hour (772 vehicles)
- ▶ 78.3 % stayed less than 2 hrs (895 vehicles)
- ▶ 10 vehicles stayed over 24hrs, one for 62 hours

The 2 hour limit looks to be suitable given this profile as only 21.7% of cars stay over 2 hours.

Many people are popping into the co-op or other shops and stay a short time.

The issue is enforcement rather than capacity for shoppers, there is a quick turnover of vehicles.

Manual Questionnaire Headlines

- ▶ 406 completed forms
- ▶ 26% from Watlington
- ▶ 41% from surrounding area
- ▶ Visitors from 90 different places
- ▶ 46 different reasons for visiting
- ▶ 59% came to do shopping only or shopping and another service
- ▶ 68% reported no problems with parking

Problems with Parking

- 68% of respondents reported no problems with parking, although some commented that they might have to wait a couple of minutes for a space.
- Some people found this more of a problem and commented that they would leave if there were no spaces
- The % finding a problem with parking varied according to the time of day - peaking between 10-11am
- The % finding no problem did not vary much through the morning

Comments

133 people made comments.

- ▶ The most popular themes were:
 - ▶ Problem times and difficulty getting a space (25 comments)
 - ▶ Positive comments around having a free and convenient car park (22 comments)
 - ▶ Abuse of car park - 2 hour spaces and 'long term' parking and requests for enforcement (18 comments)
 - ▶ Requests for additional parking (9)
 - ▶ Requests for Residents parking (7)

On-Street Parking Survey

As expected there was high utilisation of all on-street parking.

There were also many cases of illegal parking and cars overstaying the time limits for parking in the High Street.

The survey was done between 7am - 1pm on all three days.

The average utilisation by street was:

Couching Street 96.8%

High Street 86.1%

Shirburn Street 72.8%

Brook Street 72.2%

Gorwell 66.4%

Summary

- ▶ There is a high throughput of vehicles, the majority of users stay for less than 2 hours and are shopping and using local services
- ▶ The biggest group were from the surrounding area using Watlington as a service centre (41%) and from Watlington (26%)
- ▶ Our observations were that although the car park is very full most people get a space straight away or after a couple of minutes
- ▶ People loved the fact it is free - especially as a lot of people were popping in and would not want to stop and get a ticket and pay
- ▶ There are on average around 30 vehicles using the car park overnight
- ▶ There is abuse of 2 hour spaces as people know there is no enforcement
- ▶ Street parking very highly utilised, the lowest being Gorwell as people don't want to walk
- ▶ People are not interested in using other car parks as they don't want to carry shopping or walk

The Infrastructure group will now use this information as evidence in planning requirements



Surrounding Area

Lewknor	22
Chalgrove	20
Christmas Common	17
Pryton	16
Britwell Salome	15
Northend	11
Cuxham	8
Shirburn	8
Aston Rowant	5
Brightwell Baldwin	5
Ewelme	5
Cookley Green	4
Howe Hill	3
Russells Water	3
Clare	2
Kingston Blount	2
Postcombe	2

Top 10 places

Sydenham	2
Turville Heath	2
Berrick Salome	1
Fawley	1
Greenfield	1
Ibstone	1
Nettlebed	1
Park Corner	1
Pishill	1
Shillingford	1
Skirmett	1
Stadhampton	1
Stoke Talmage	1
Stonor	1
Tetsworth	1
Turville	1

Reasons for Visiting

- There were a total of 46 different reasons for visiting.
- 60% were shopping related.
- 30 of the 242 shoppers did other things in combination with shopping, e.g School Drop off or dentist.
- The second most popular reason was working or business

Where have people come from ?

Watlington	106	26%
Surrounding Area	166	41%
Oxfordshire	6	16%
Other	68	17%
Total	406	100%

Reasons for Visiting

Reason	Qty	%
Shopping/ Shopping Combined	242	60%
Business/Working	79	19%
Haircut	10	2%
Resident	10	2%
Dentist	7	2%
Visiting family/friends	10	2%
Chemist	7	2%
Deli (Dining)	5	1%
Post Office	5	1%
Ballet	4	1%
Pilates	4	1%
School /Pre-School Drop Off	5	1%
Walking	3	1%
Other	15	4%
Total	406	100%