



South Woodham Ferrers Town Council

Parking Occupancy & Car Park User Questionnaire Report

October 2019

**ALPHA
PARKING**

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1. INTRODUCTION

South Woodham Ferrers Town Council has commissioned Alpha Parking Ltd to undertake Parking Occupancy surveys around five car parks in the town centre; Asda, Barons Road, Brickfields, Knight Street and the Leisure Centre. Four survey days took place to reflect occupancy levels during term time and half term as well as a weekday and a weekend day.

Questionnaires (shown in appendix A) were given to a sample of users at the car parks to determine their purpose of visit as well as their usual frequency and duration of use.

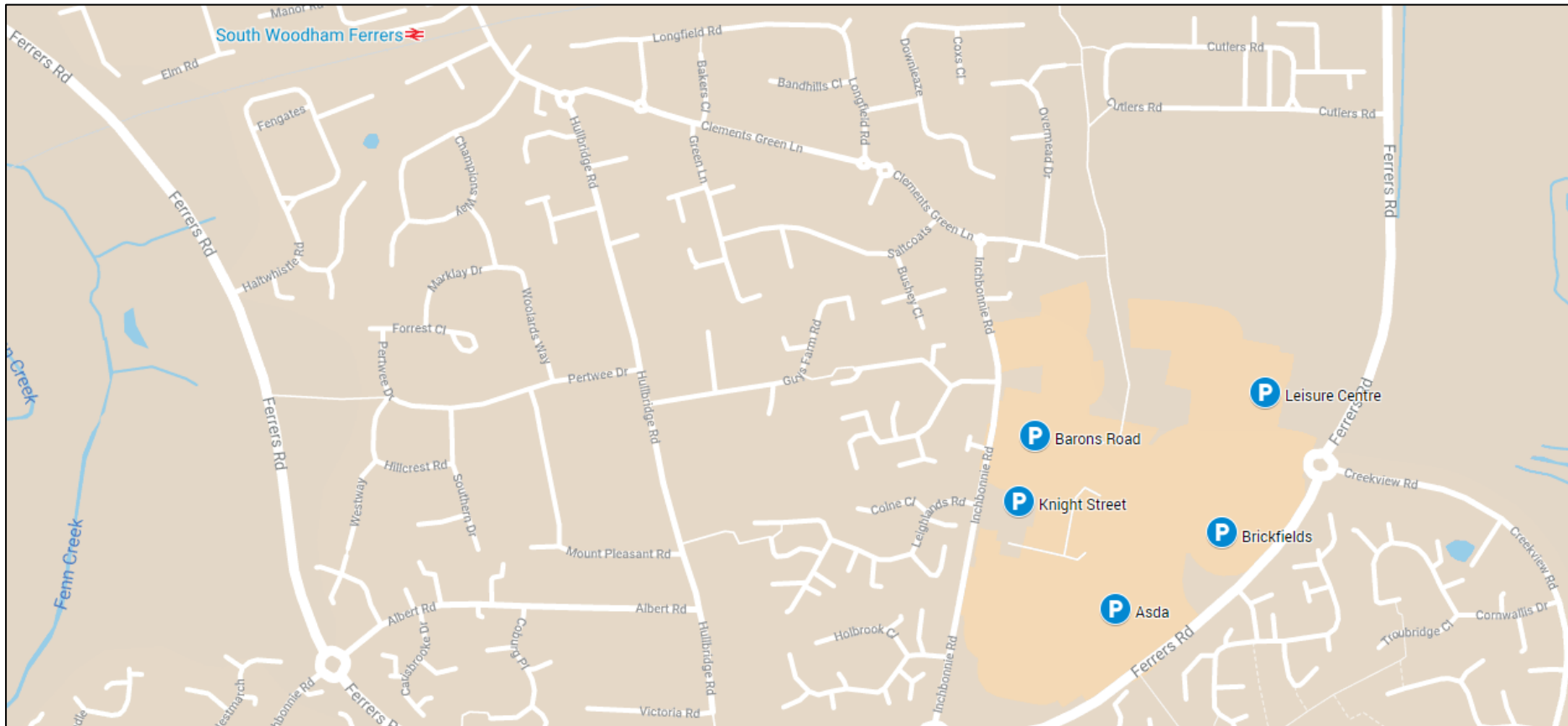
A total of 1,176 user questionnaires were completed:

- > Wednesday 28th August 2019 (school half term) – 308 questionnaires complete
- > Saturday 31st August 2019 (school half term) – 412 questionnaires complete
- > Wednesday 25th September 2019 (school term time) – 200 questionnaires complete
- > Saturday 28th September (school term time) - 256 questionnaires complete

The graphs on pages 6 to 11 are based on these results.

2. CAR PARK LOCATIONS

The five car parks are located in the town centre, close by to shops, local facilities i.e. the library, hairdressers/barbers, bank and post office, local schools, the leisure centre and bars/restaurants. The local train station is approximately a 20 minute walk away from the car parks.



3. PARKING OCCUPANCY SURVEY RESULTS

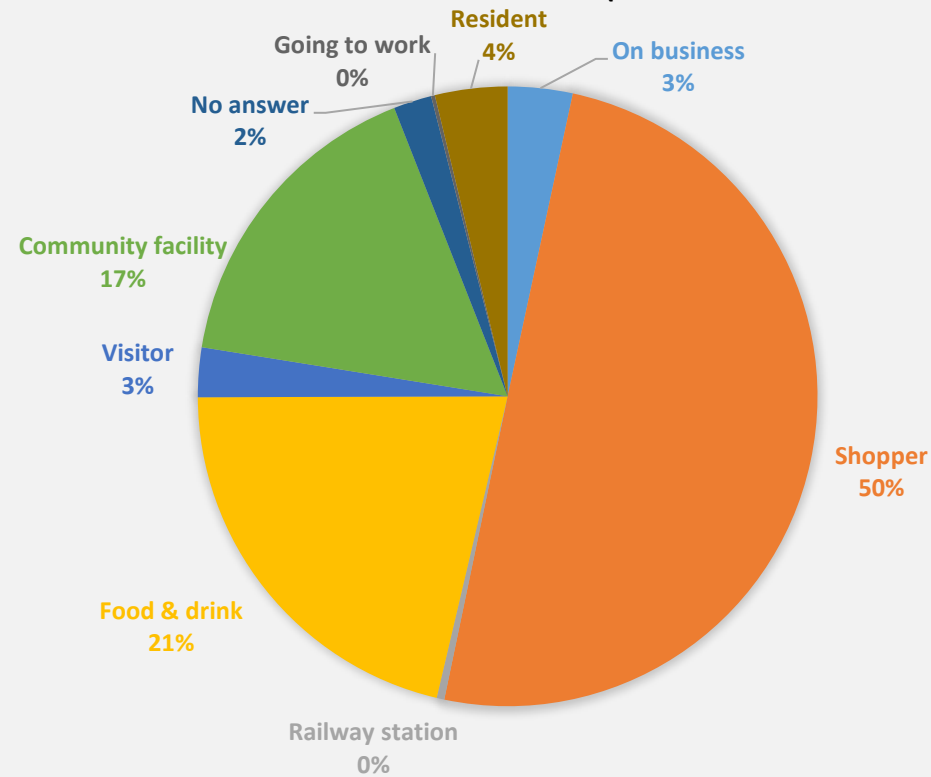
Car park name	Asda Car Park				Barons Road Car Park				Brickfields Car Park				Knight Street Car Park				Leisure Centre Car Park			
No. spaces available	536				144				107				45				82			
Survey day / count time	08:30	%	15:30	%	08:30	%	15:30	%	08:30	%	15:30	%	08:30	%	15:30	%	08:30	%	15:30	%
Wednesday 28th August 2019 (school holiday)	196	37%	337	63%	43	30%	84	58%	89	83%	107	100%	39	87%	33	73%	26	32%	28	34%
Wednesday 25th September 2019 (term time)	174	32%	379	71%	30	21%	75	52%	82	77%	90	84%	36	80%	38	84%	18	22%	23	28%
Saturday 31st August 2019 (school holiday)	178	33%	301	56%	33	23%	61	42%	48	45%	46	43%	19	42%	26	58%	16	20%	15	18%
Saturday 28th September 2019 (term time)	136	25%	266	50%	28	19%	58	40%	50	47%	52	49%	17	38%	23	51%	14	17%	20	24%

Colour code key:
Low: 0% - 50%
Medium: 51% - 84%
High: 85%+

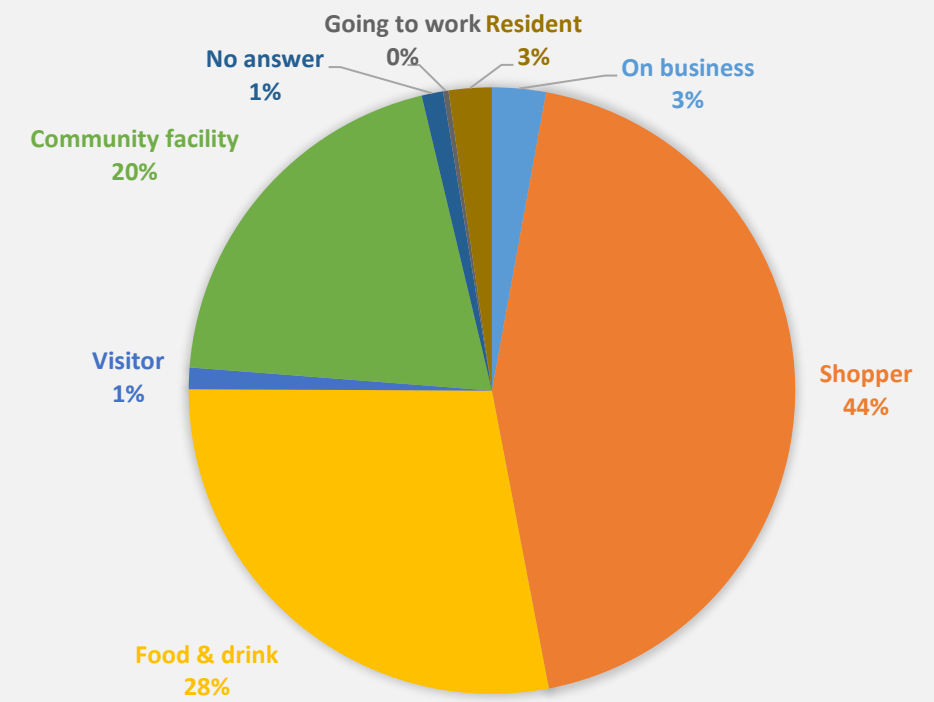
4. DATA GRAPHS

Purpose of visit split by day

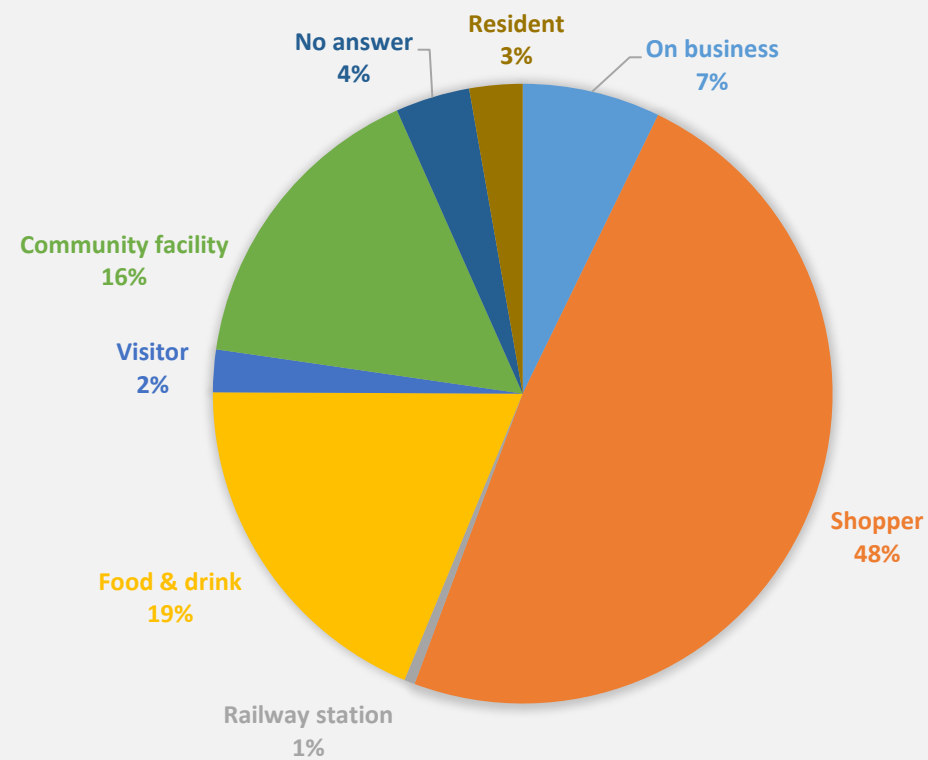
PURPOSE OF VISIT: SATURDAY HALF TERM (ALL CAR PARKS COMBINED)



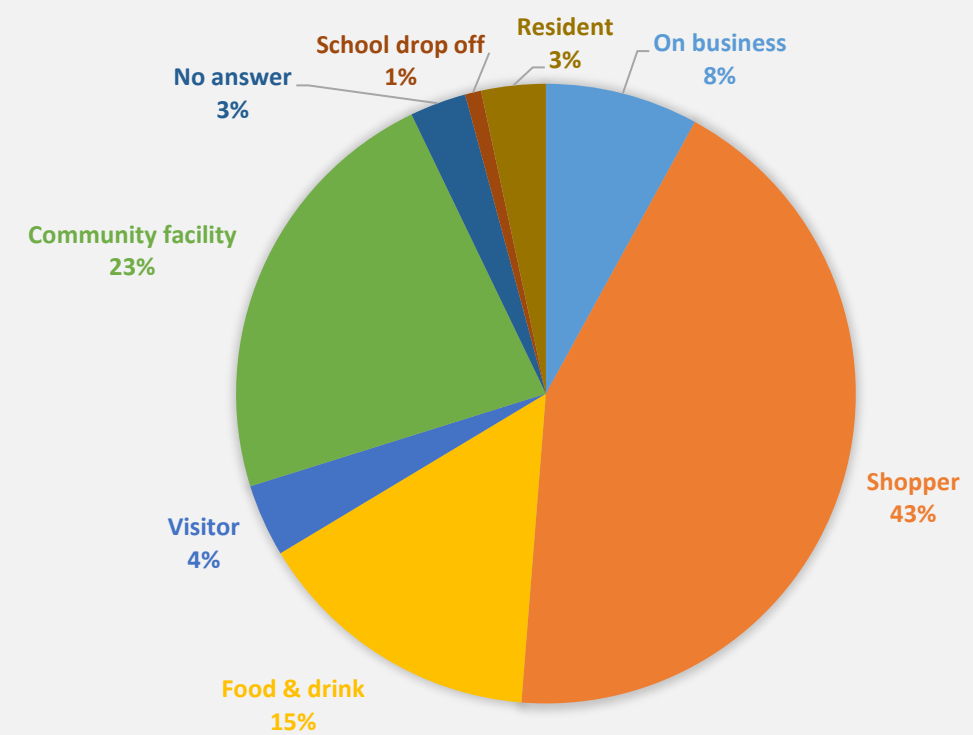
PURPOSE OF VISIT: SATURDAY TERM TIME (ALL CAR PARKS COMBINED)



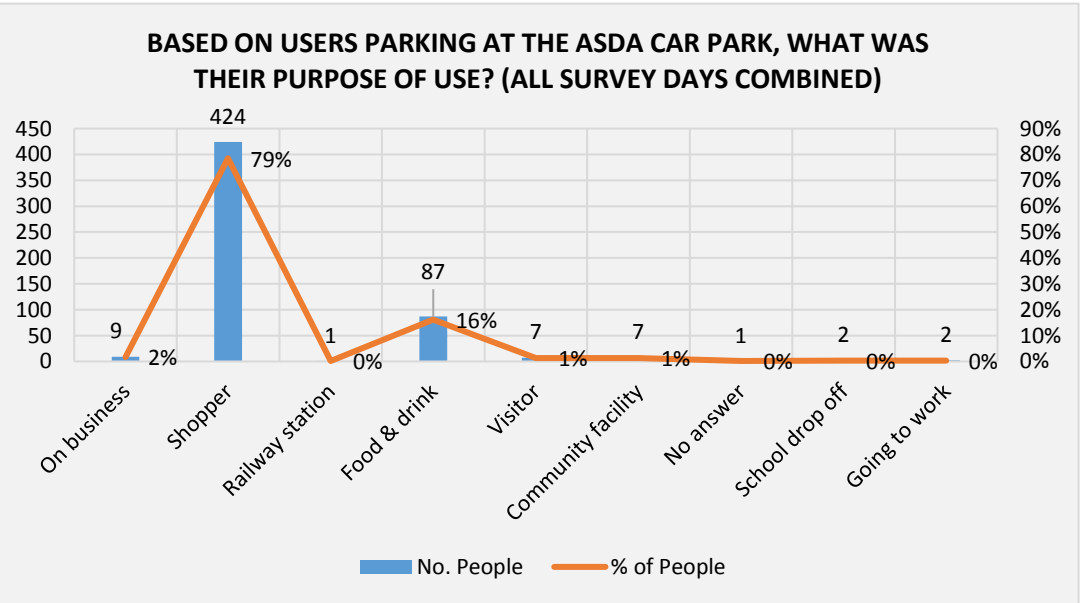
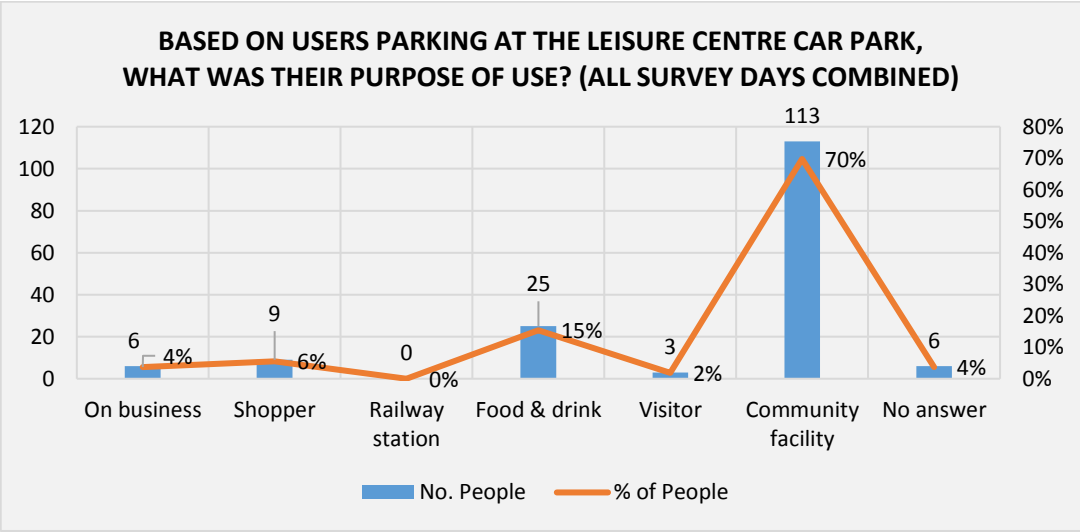
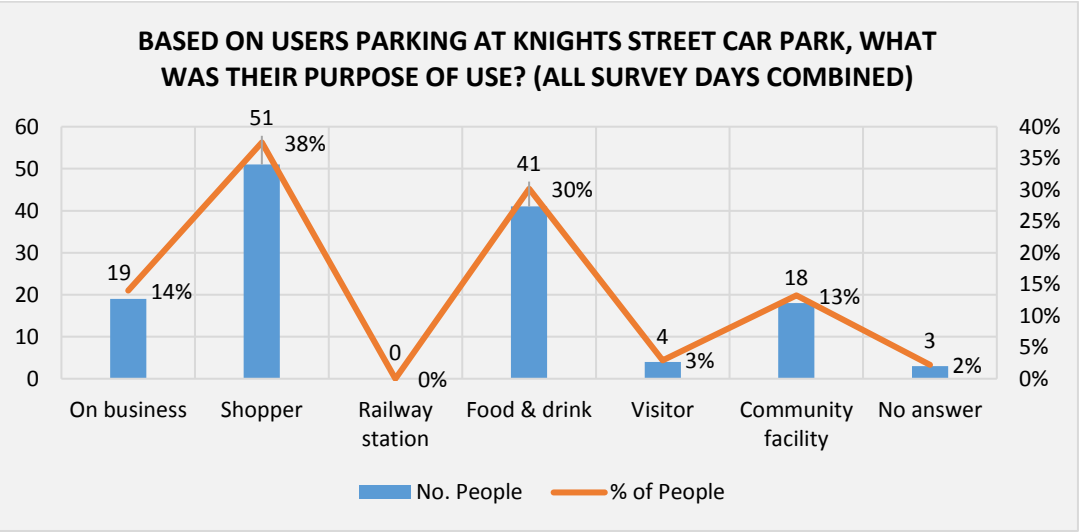
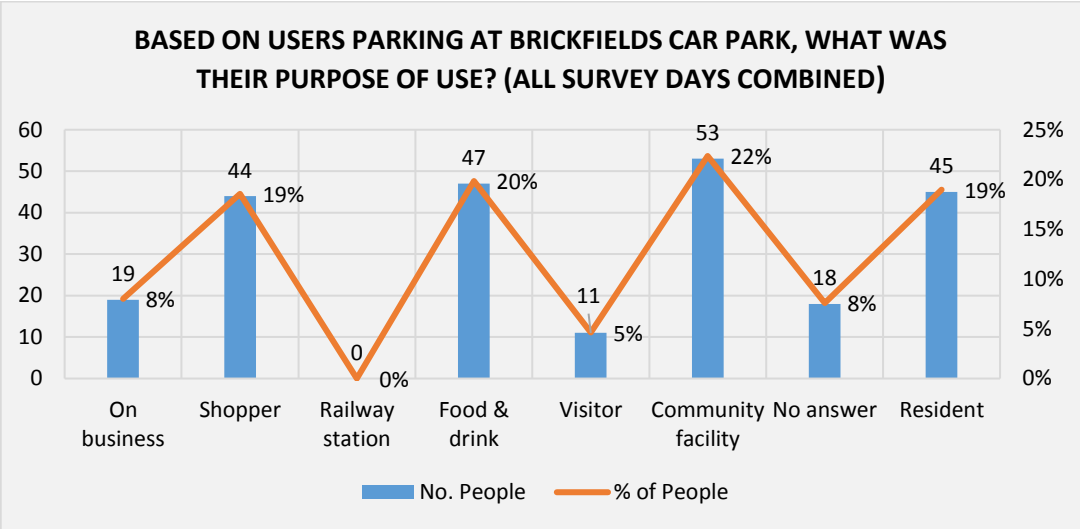
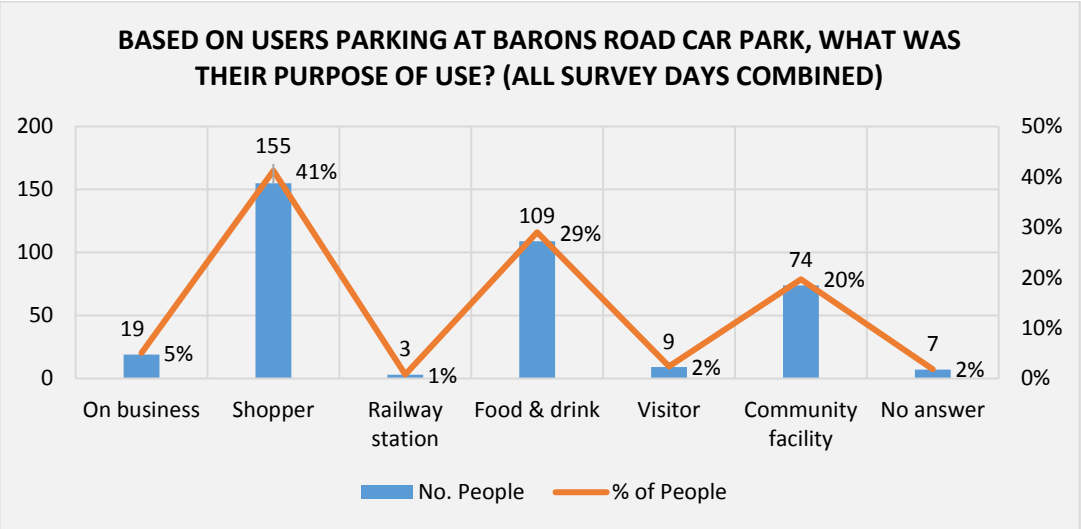
PURPOSE OF VISIT: WEDNESDAY HALF TERM (ALL CAR PARKS COMBINED)



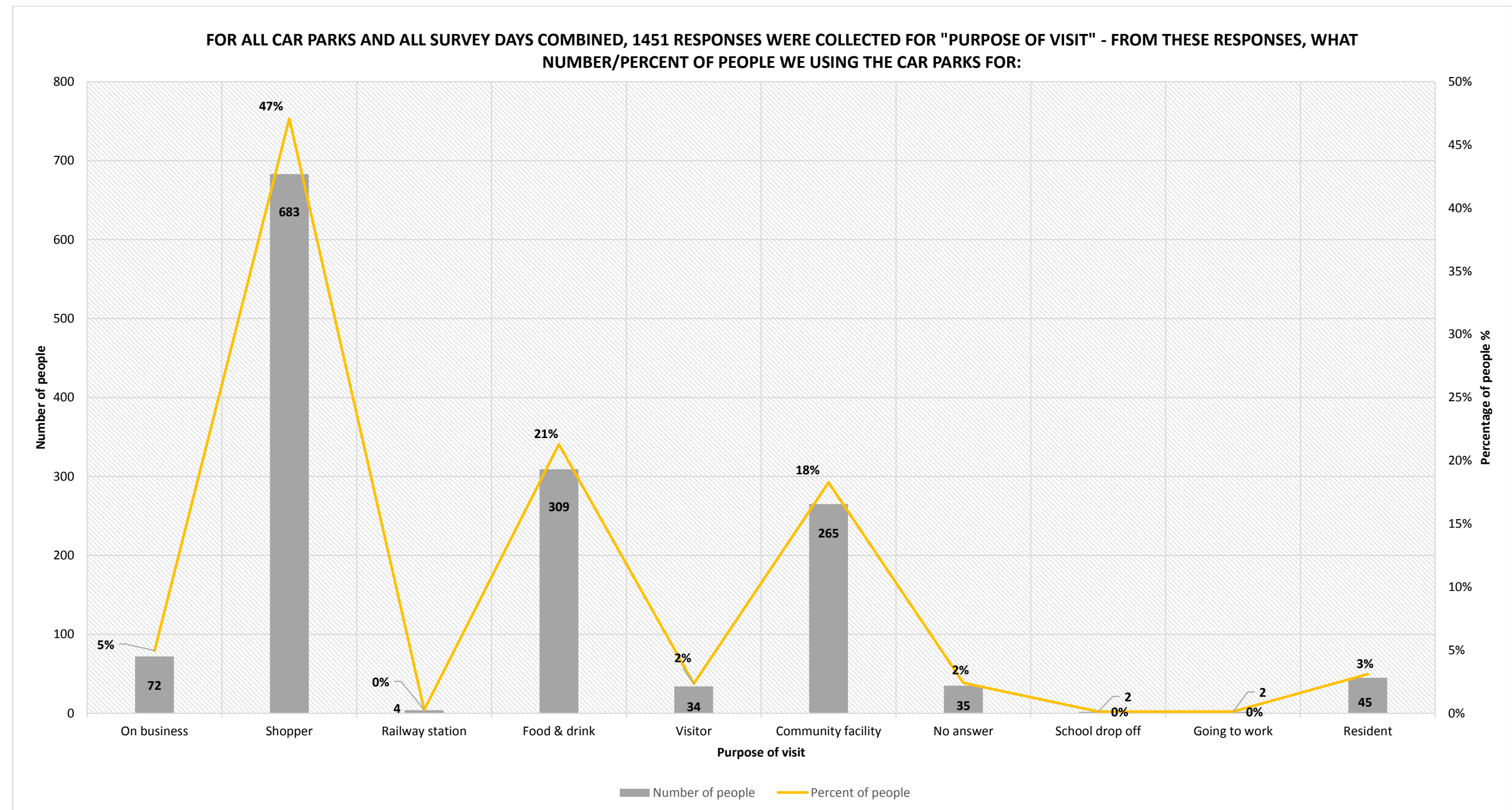
PURPOSE OF VISIT: WEDNESDAY TERM TIME (ALL CAR PARKS COMBINED)



Purpose of visit split by car park



Purpose of use – all data combined

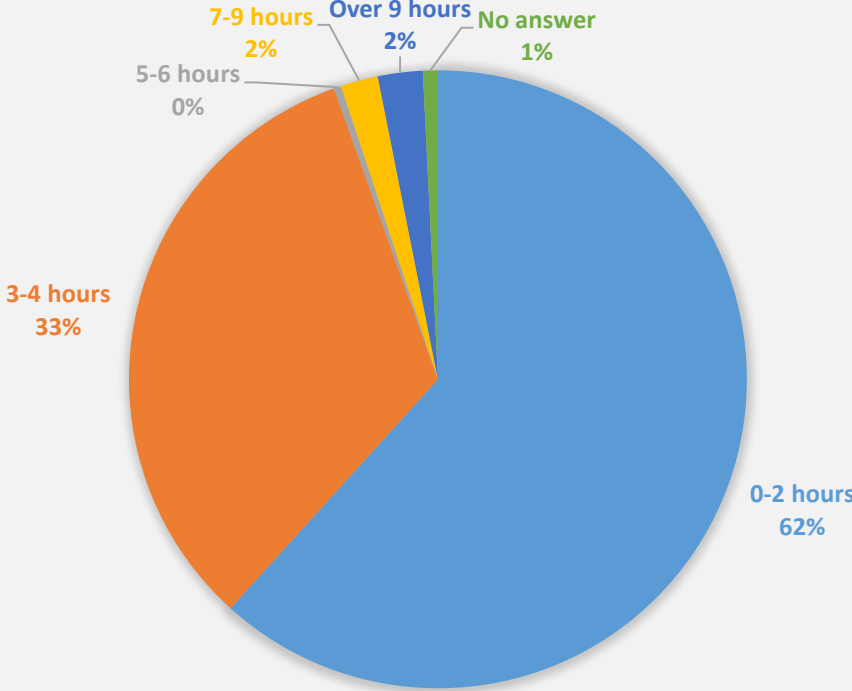


Usual Length of stay split by day

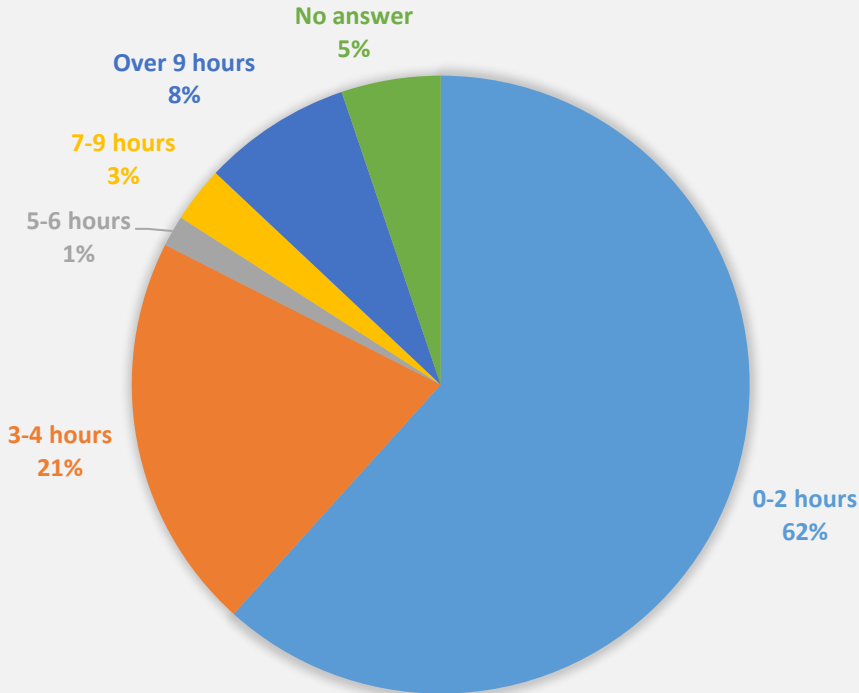
USUAL LENGTH OF STAY: SATURDAY HALF TERM (ALL CAR PARKS COMBINED)



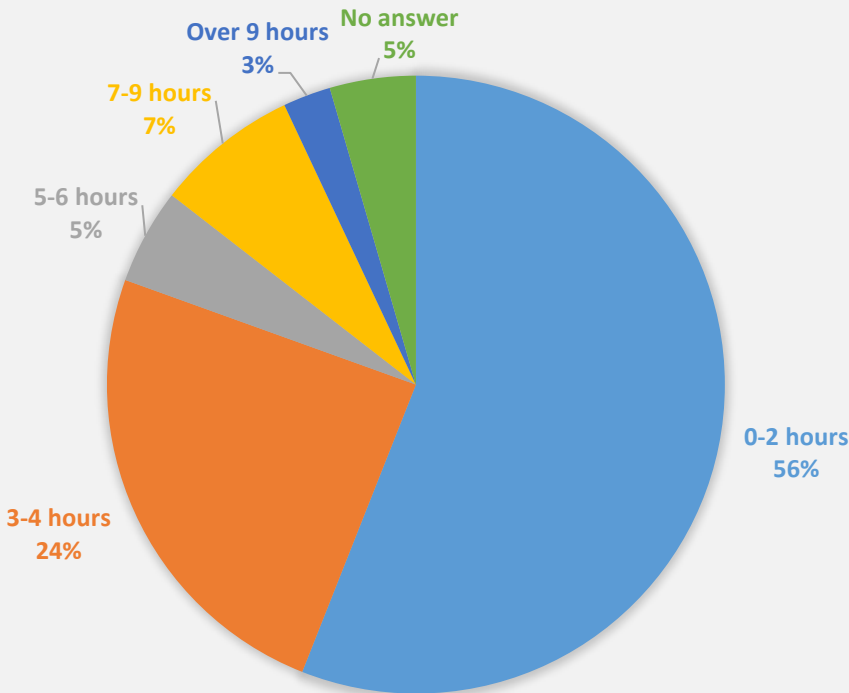
USUAL LENGTH OF STAY: SATURDAY TERM TIME (ALL CAR PARKS COMBINED)



USUAL LENGTH OF STAY: WEDNESDAY HALF TERM (ALL CAR PARKS COMBINED)

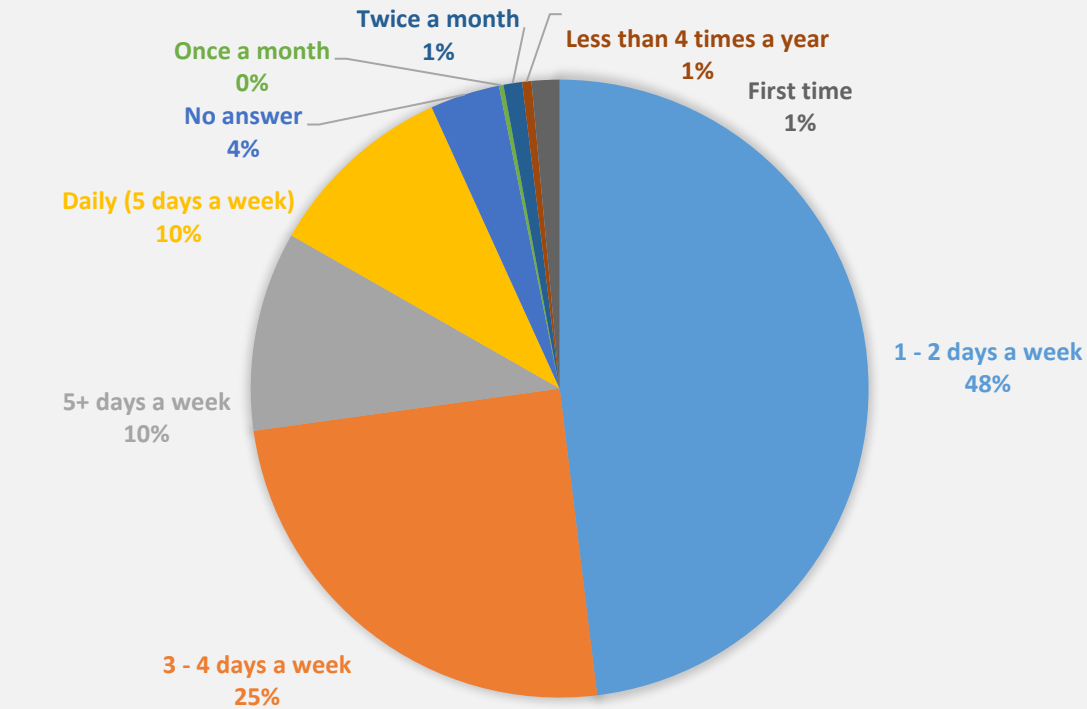


USUAL LENGTH OF STAY: WEDNESDAY TERM TIME (ALL CAR PARKS COMBINED)

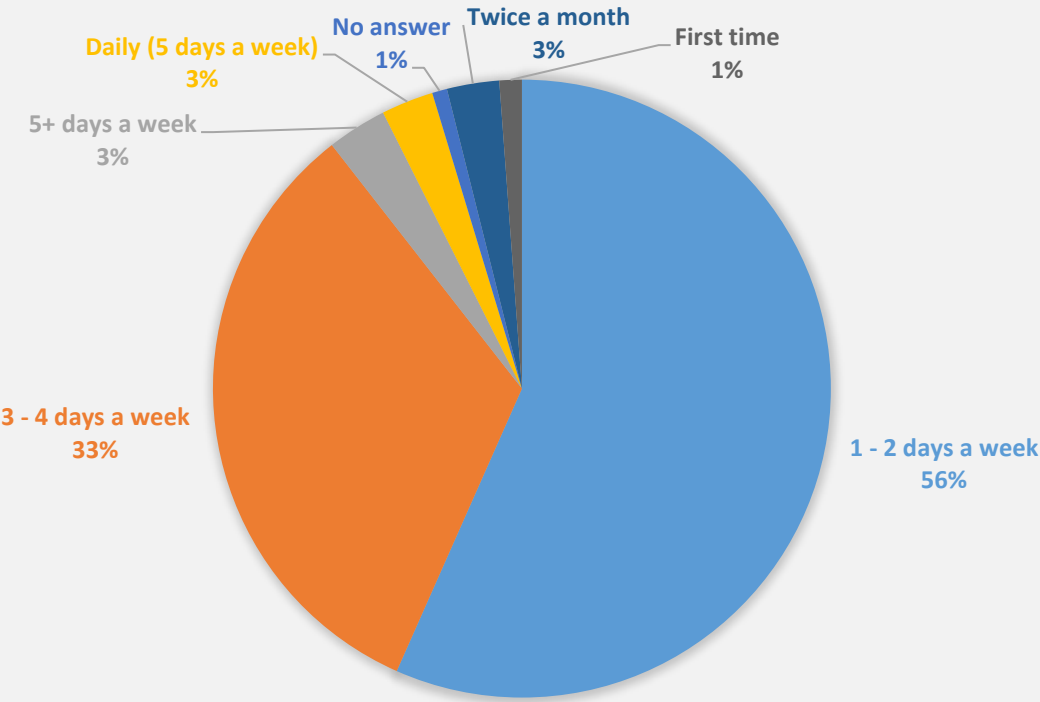


Frequency of use split by day

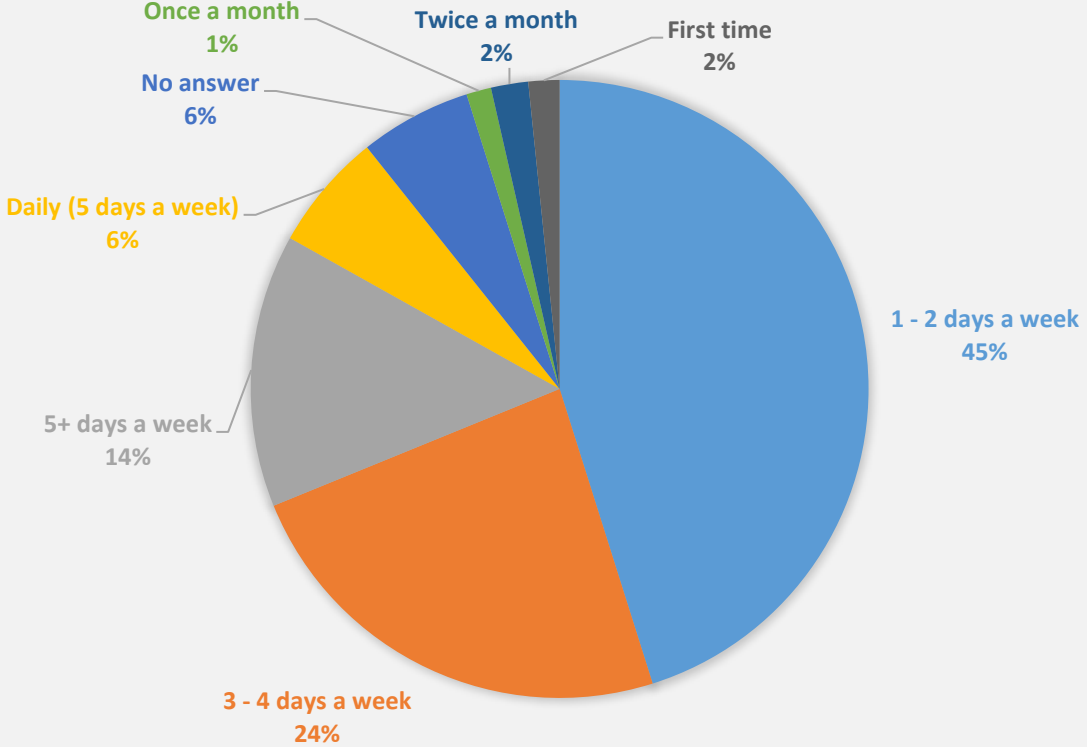
FREQUENCY OF USE, SATURDAY (SCHOOL HOLIDAYS) ALL CAR PARKS COMBINED



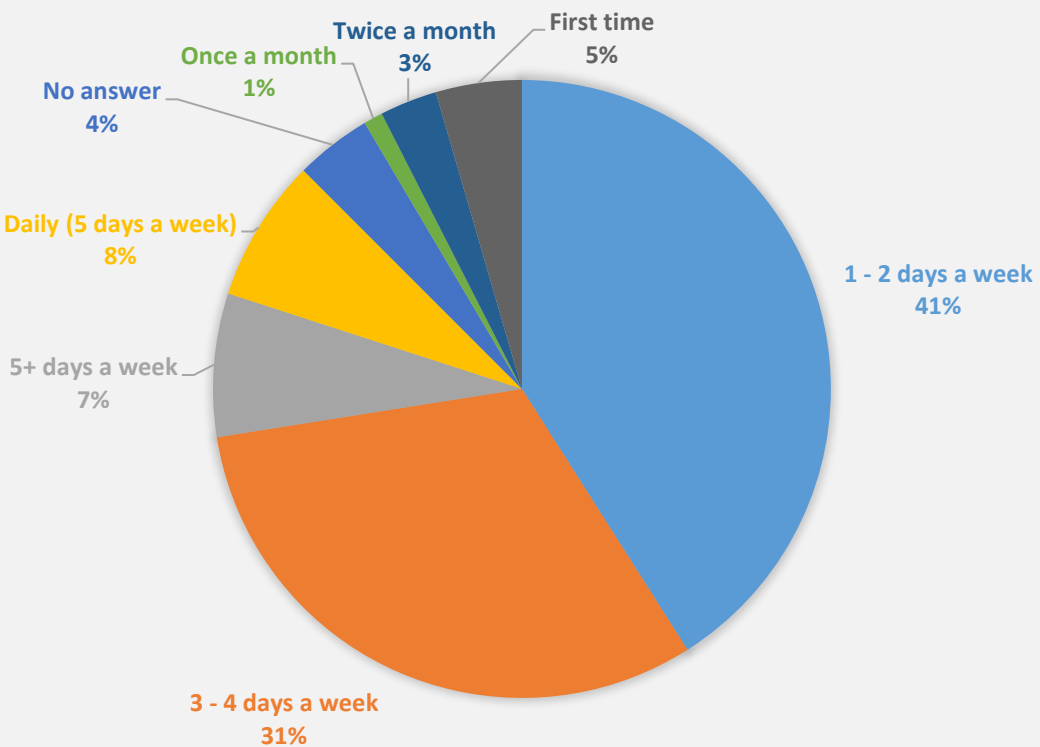
FREQUENCY OF USE, SATURDAY (TERM TIME) ALL CAR PARKS COMBINED



FREQUENCY OF USE, WEDNESDAY (SCHOOL HOLIDAYS) ALL CAR PARKS COMBINED

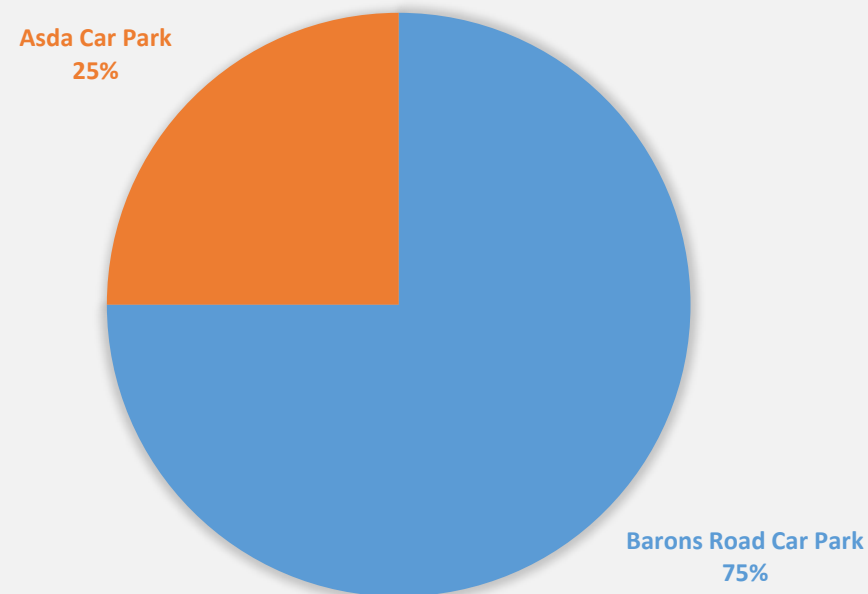


FREQUENCY OF USE, WEDNESDAY (TERM TIME) ALL CAR PARKS COMBINED

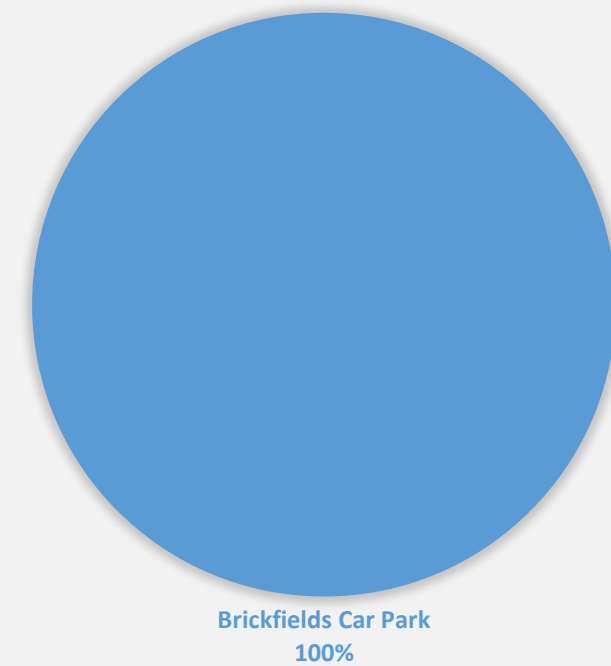


Specific car park users – all dates combined

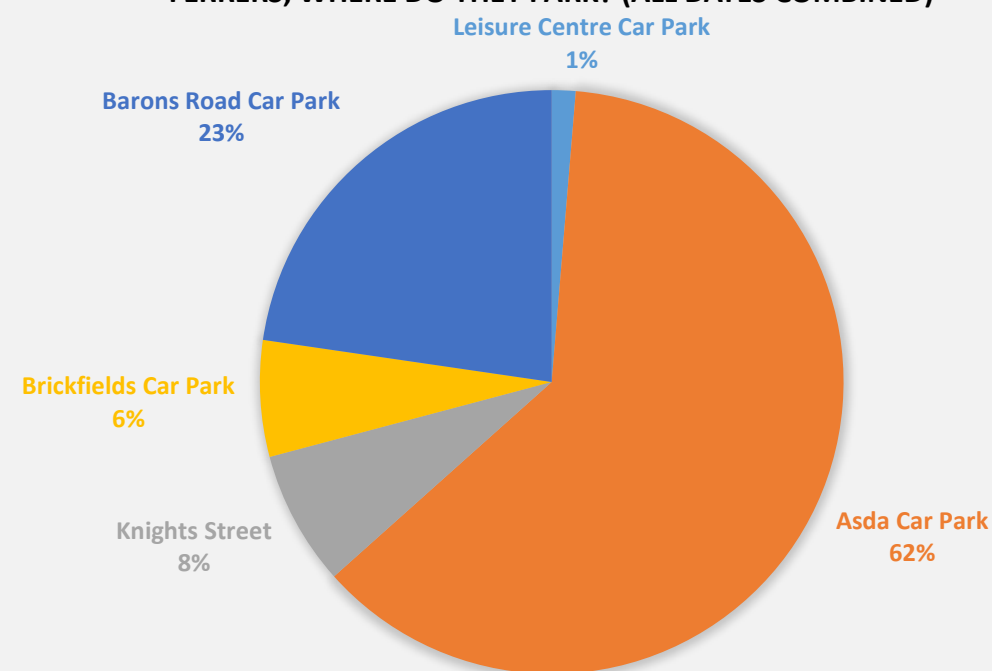
BASED ON THOSE WHO SAID THEY WERE A RAILWAY USER OF SOUTH WOODHAM FERRERS, WHERE DO THEY PARK? (ALL DATES COMBINED)



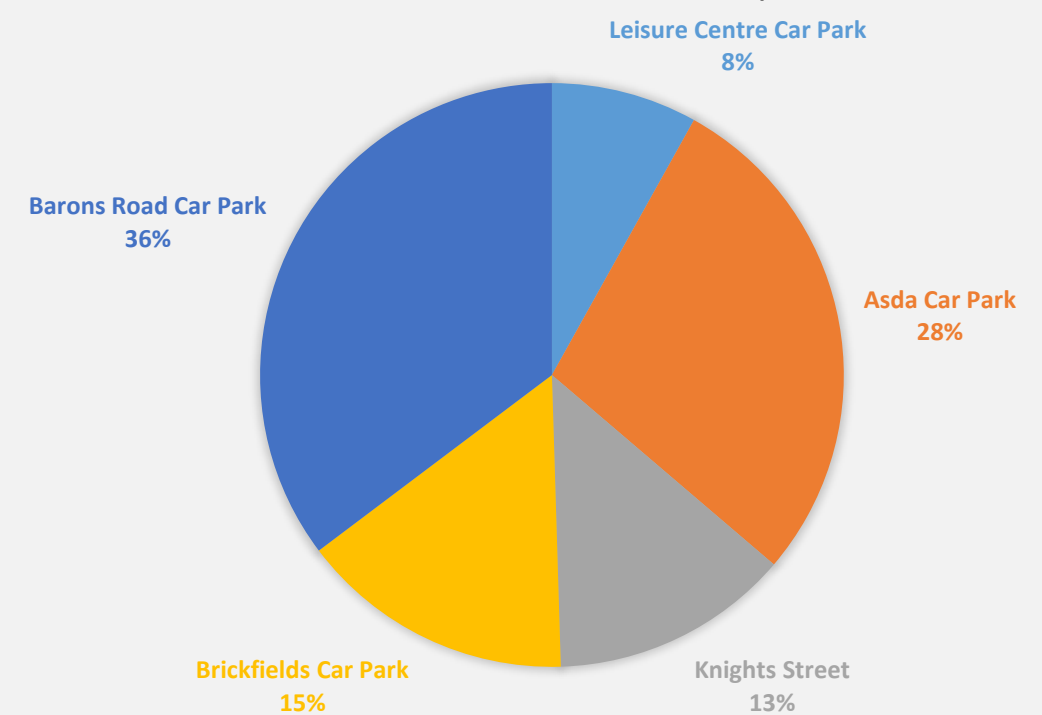
BASED ON THOSE WHO SAID THEY WERE A RESIDENT OF SOUTH WOODHAM FERRERS, WHERE DO THEY PARK? (ALL DATES COMBINED)



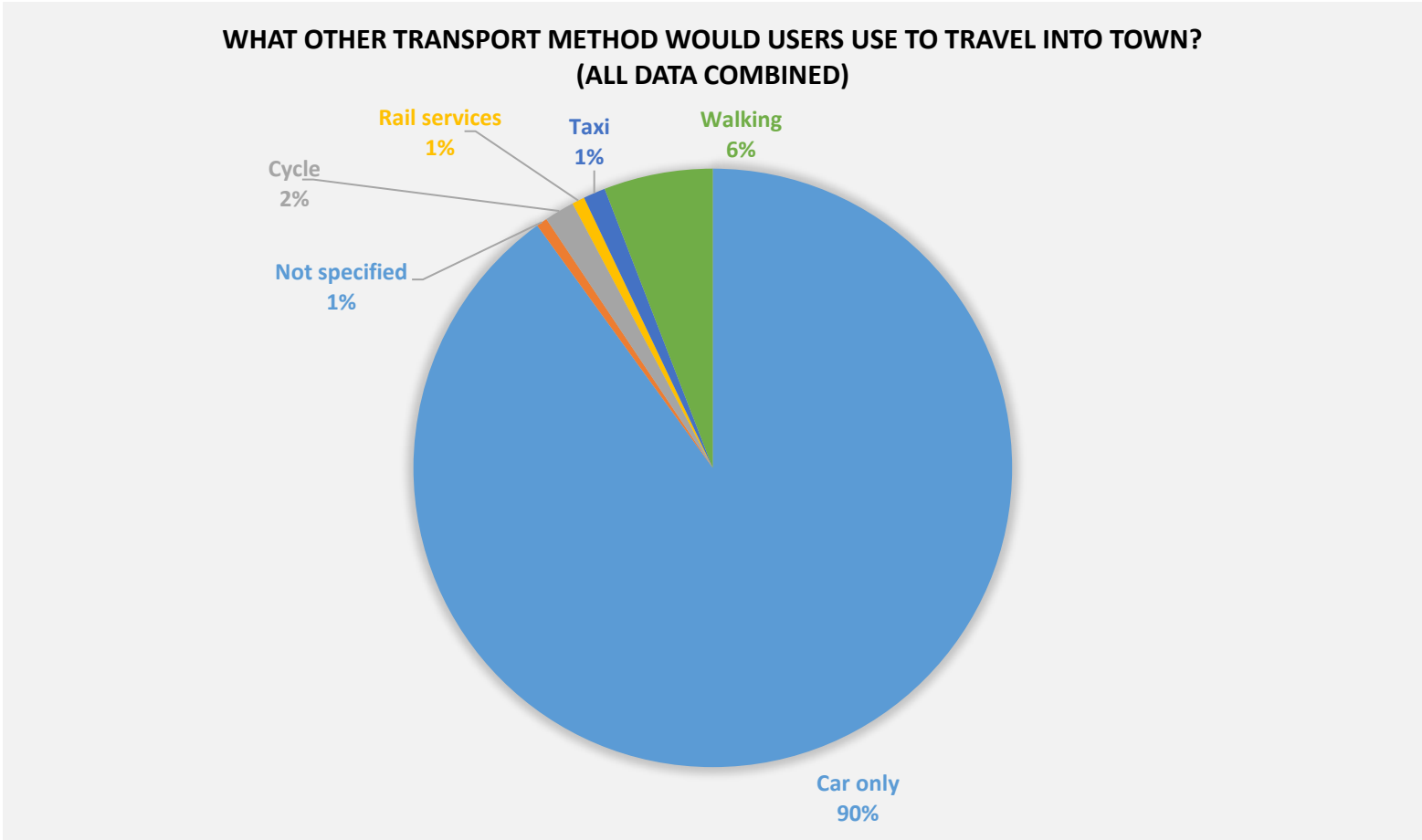
BASED ON THOSE WHO SAID THEY WERE SHOPPERS OF SOUTH WOODHAM FERRERS, WHERE DO THEY PARK? (ALL DATES COMBINED)



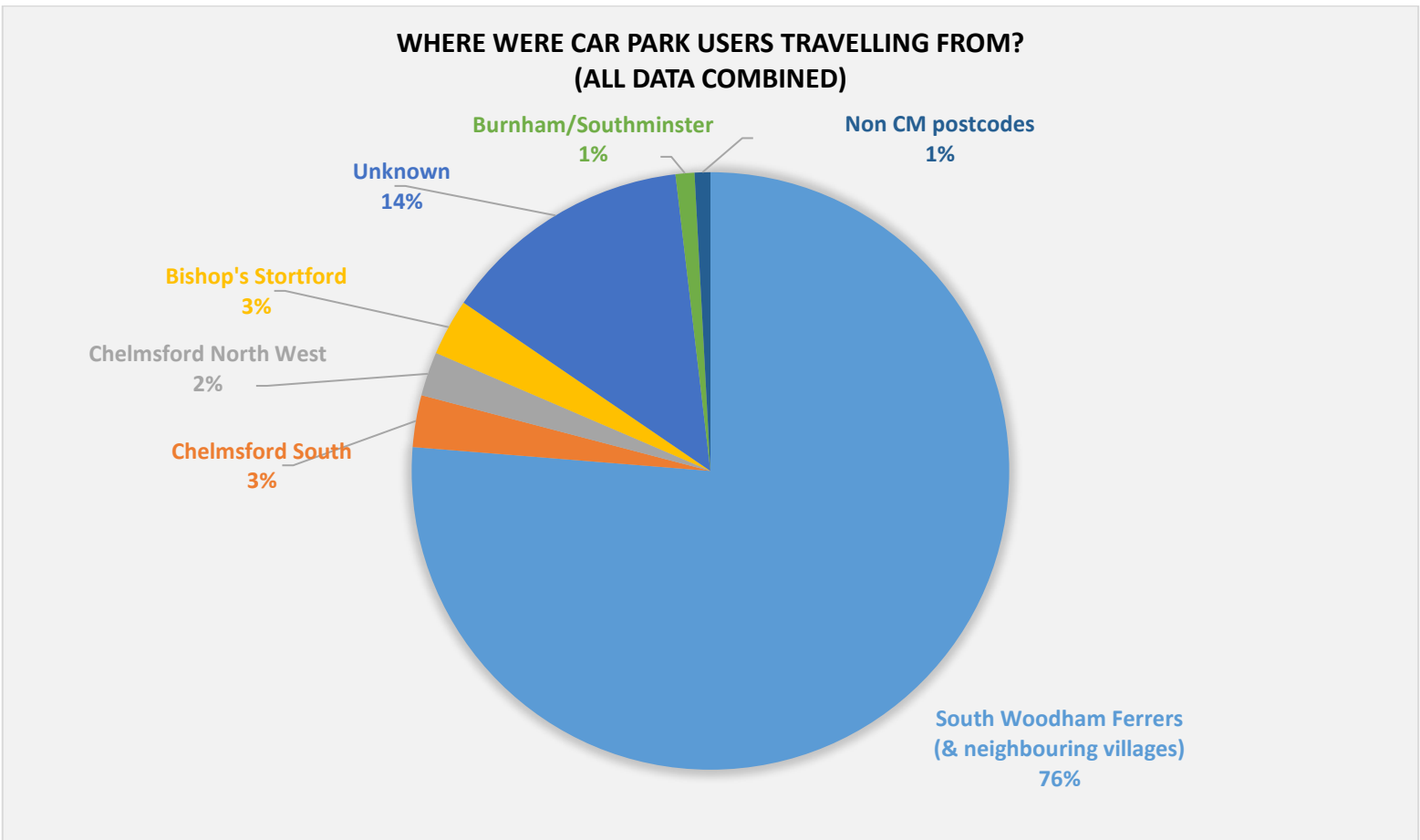
BASED ON THOSE WHO SAID THEY WERE USING FOOD AND DRINK FACILITIES IN SOUTH WOODHAM FERRERS, WHERE DO THEY PARK? (ALL DATES COMBINED)



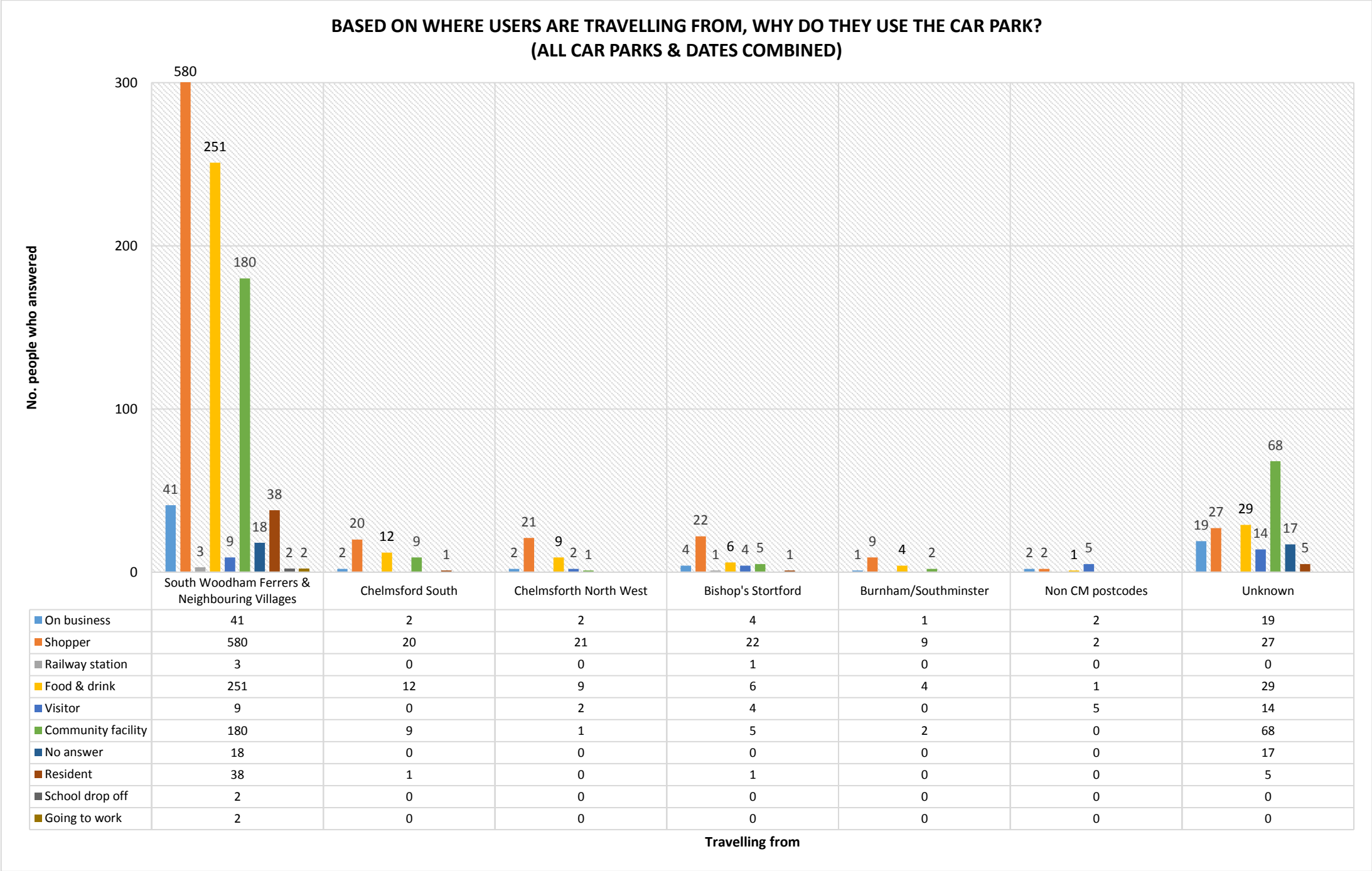
TRANSPORT METHOD

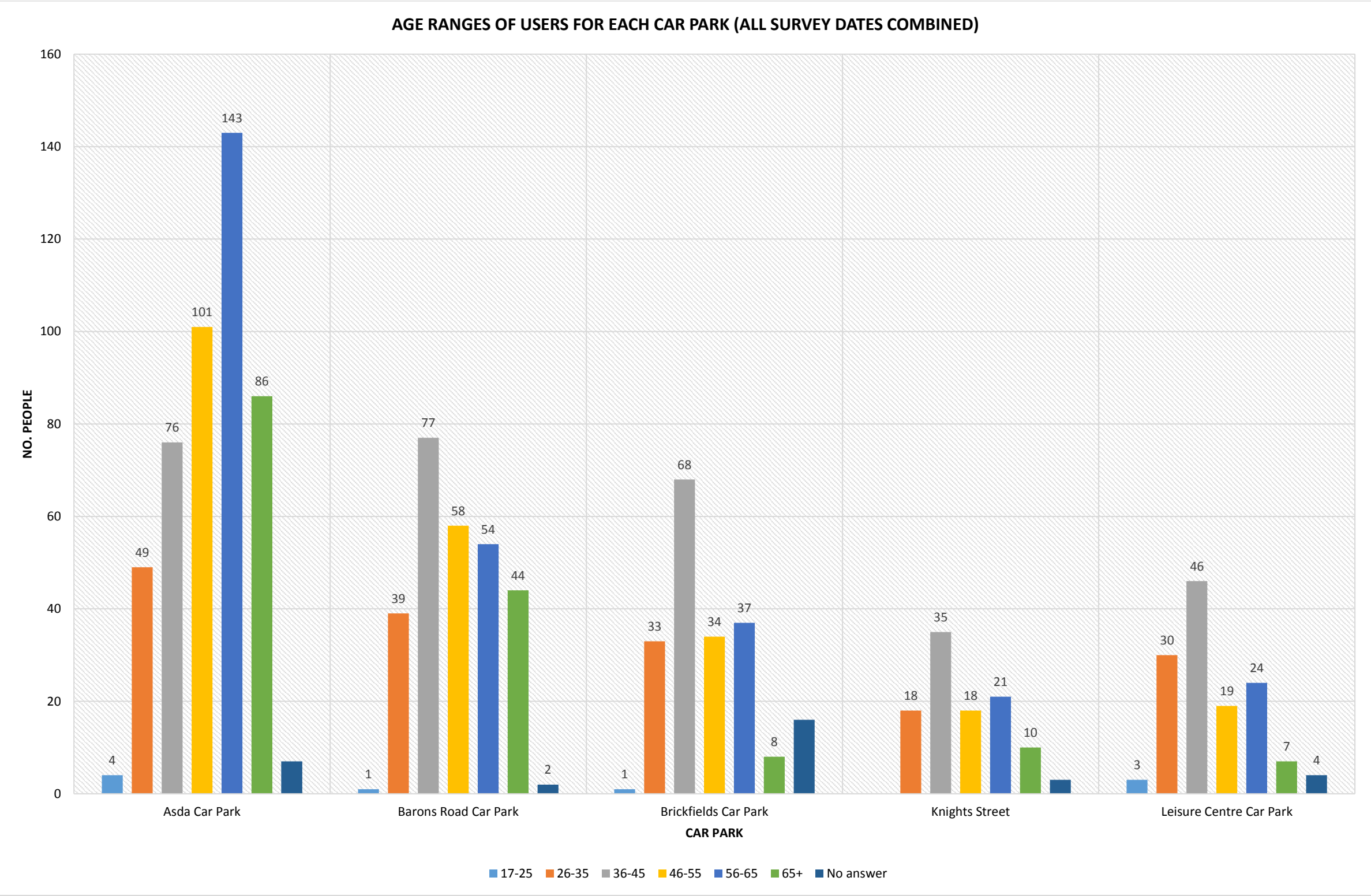


WHERE WERE USERS TRAVELLING FROM



NB: Non CM postcodes include the following places: London, Swindon, France and Southend-on-Sea.
Please refer to appendix B (page 14) for further details of postcode breakdown.





Copy of South Woodham Ferrers Car Parks Questionnaire

South Woodham Ferrers Town Council has commissioned Alpha Parking to carry out survey work on parking habits in the town Car Parks. Surveys will take place on Wednesday 28th and Saturday 31st August 2019 and again on Wednesday 18th and Saturday 21st September 2019.

The research being carried out will help ensure that we understand the needs of the car park's users.

Would you like to take part in a quick survey please? It will take less than a minute to complete. We will not collect any information that can be used to identify yourself or your car.

1. Date

Date / Time

DD/MM/YYYY

* 2. What is the first three letter/numbers of your postcode?

(this will help identify the town/district to ascertain the start point of the journey)

3. Which car park do you mainly use?

- | | |
|--|---|
| <input type="radio"/> Main Town Centre Car Park (outside Asda) | <input type="radio"/> Leisure Centre / Swimming Pool Car Park |
| <input type="radio"/> Barons Road Car Park | <input type="radio"/> Knights Street |
| <input type="radio"/> Brickfields Car Park | |

4. What is the purpose of using this car park?

- ☐ On Business
- ☐ Shopper
- ☐ Railway station
- ☐ Food & drink
- ☐ Visitor to the area
- ☐ Community facility
- ☐ No answer
- ☐ Other (please specify)

* 5. What is the frequency of use?

☐ Daily (5 days a week)

☐ 5+ days a week

☐ 1 - 2 days a week

☐ No answer

☐ 3 - 4 days a week

☐ Other

Less often (please specify)

* 6. Approximately how many hours would you stay?

☐ 0-2 hours

☐ 7-9 hours

☐ 3-4 hours

☐ Over 9 hours

☐ 5-6 hours

☐ No answer

* 7. What is your age range?

☐ 17-25

☐ 56-65

☐ 26-35

☐ 65+

☐ 36-45

☐ No answer

☐ 46-55

* 8. What is your gender?

☐ Male

☐ Female

☐ No answer

9. Would you use another transport method to travel to the town?

☐ Yes

☐ No

10. If yes, what transport method do you use?

☐ Walking

☐ Motorcycle

☐ Cycle

☐ Bus

☐ Taxi

☐ Rail services

☐ Other (please specify)

APPENDIX B – POSTCODE AREAS

CM0	Burnham-on-Crouch & Southminster
CM1	Chelmsford North West Writtle, Broomfield, Roxwell, High Easter, Boyton Cross, Highwood, Chalk End etc.
CM2	Chelmsford South Writtle, Great Baddow, Chelmer Village, Sandon, Howe Green, West Hanningfield etc.
CM3	South Woodham Ferrers & neighbouring villages Purleigh, Hatfield Peveral, Boreham, Pleshey, Latchingdon, Bicknacre etc
CM4	Ingatestone
CM5	Ongar
CM6	Dunmow
CM7	Braintree
CM8	Witham
CM9	Maldon
CM11	Billericay
CM12	
CM13	Brentwood
CM14	
CM15	
CM16	Epping
CM17	Harlow
CM18	
CM19	
CM20	
CM21	Sawbridgeworth
CM22	Bishop's Stortford
CM23	
CM24	Stansted
CM77	Braintree
CM92	Chelmsford
CM98	
CM99	