Elmbridge Borough Council

Consultation Report

October 2022

Prepared by

parking matters

1. Consultation Survey Results

Two separate surveys took place; a public / resident survey, termed the 'customer survey' and a survey aimed at businesses and managers of other organisations, termed the 'business survey'.

Note that the response rate changes depending on the question and most questions do not sum to 100%. This is because we allowed respondents to skip questions and so avoid random selections in order to proceed, and to select multiple options which better reflected their circumstances.

As the survey was opt-in it should not be considered representative and so the results are not reliable for use beyond the intended purposes of informing the car parking strategy.

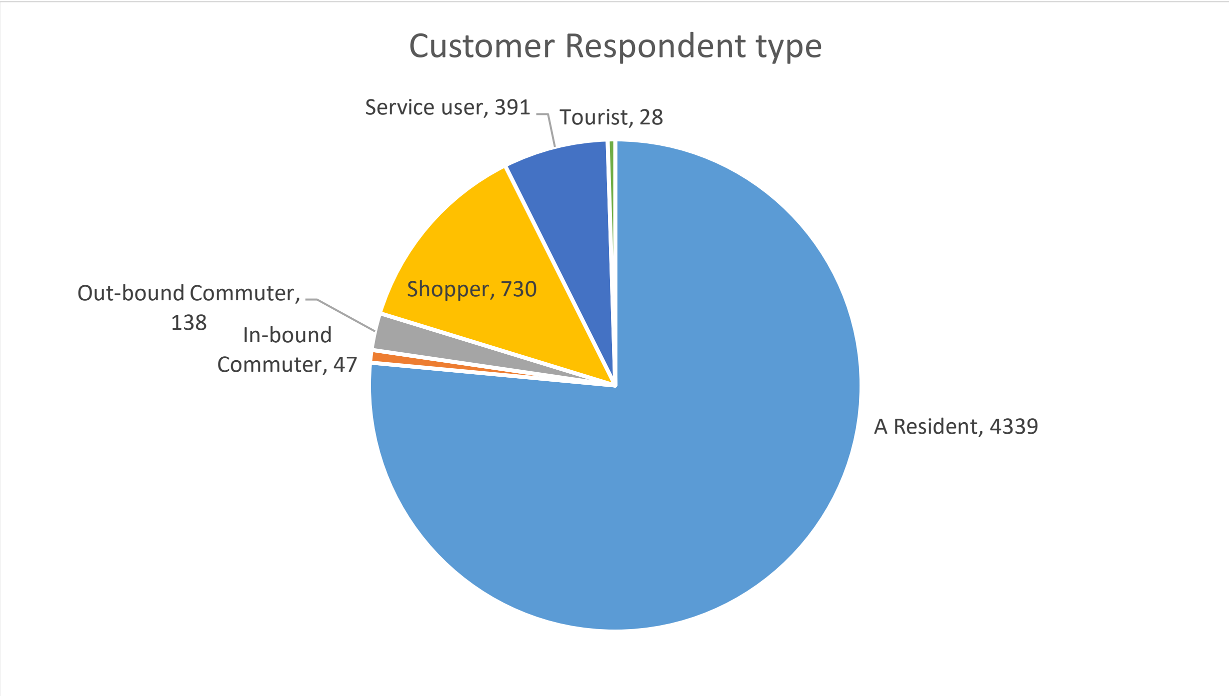
1.1 Headline Numbers

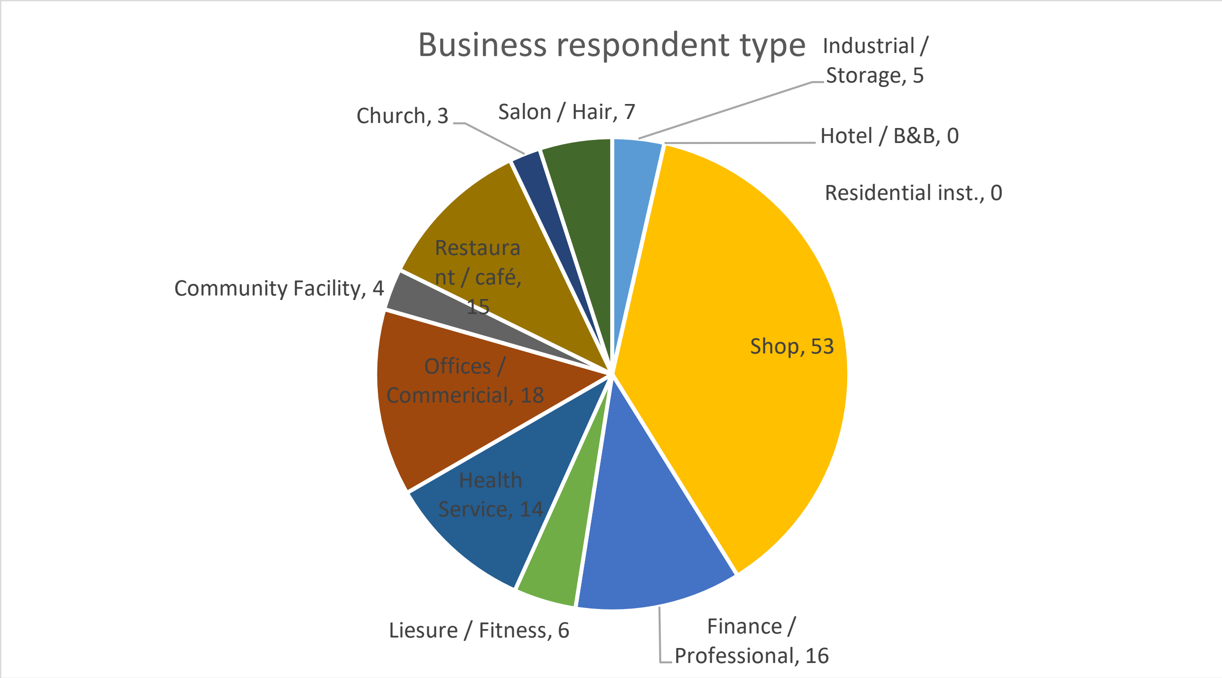
In total:

- 4,459 customer responses were received;
- 148 business responses received;
- The Survey was up between the 20th of July 2022 and responses were downloaded 13th of September;
- The survey was promoted through EBC channels.

1.2 Respondent Type

For the customer survey the largest number of respondents stated they were 'residents' and for the business survey, shops.

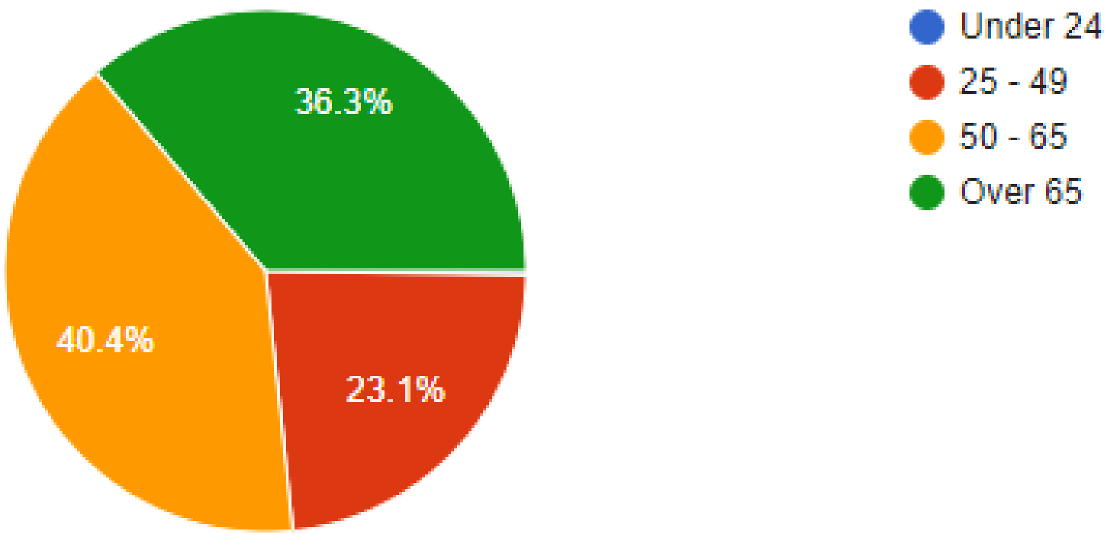




Implications of this are that the results will reflect the views of residents and shop managers over other groups. Retail managers, quite understandably, tend to call for free or very low tariffs for short stay parking.

56 respondents were season ticket holders and 4,379 said they were not.

The age range of those responding was as below:

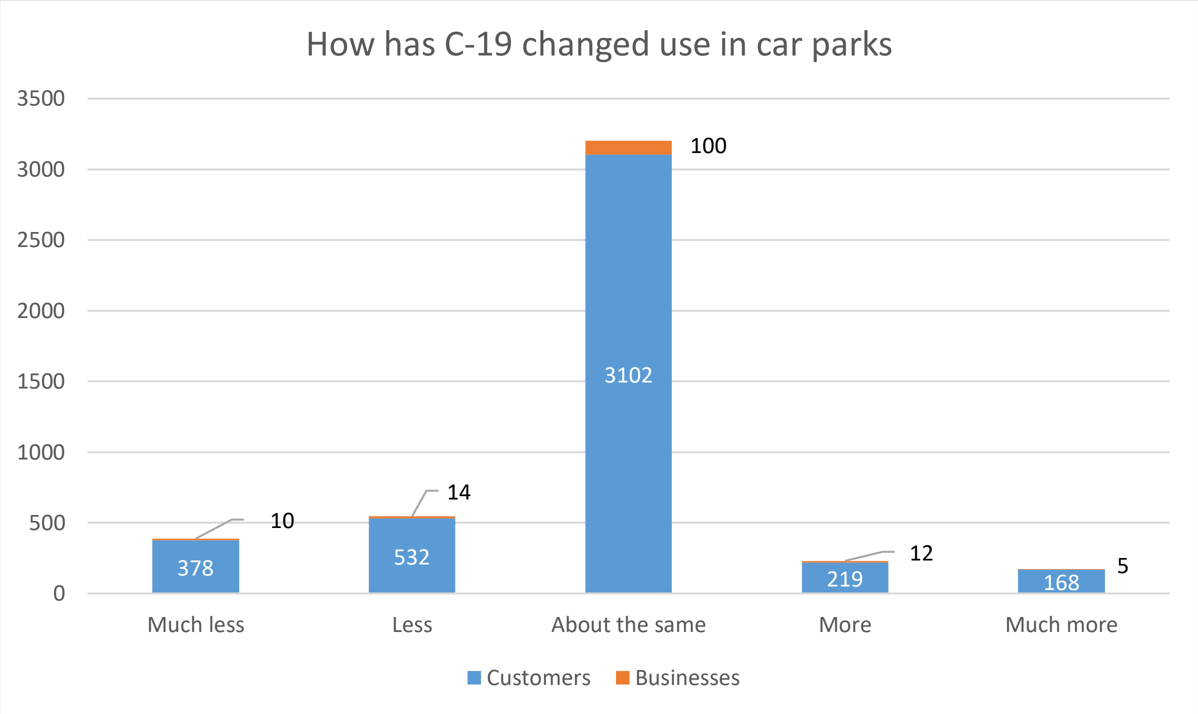


The 36% of over 65's compares to only 18% of the Borough as a whole[1] which re-enforces the point that the survey is not representative of the general population.

[1] https://www.elmbridge.gov.uk/council/population-and-demographics/

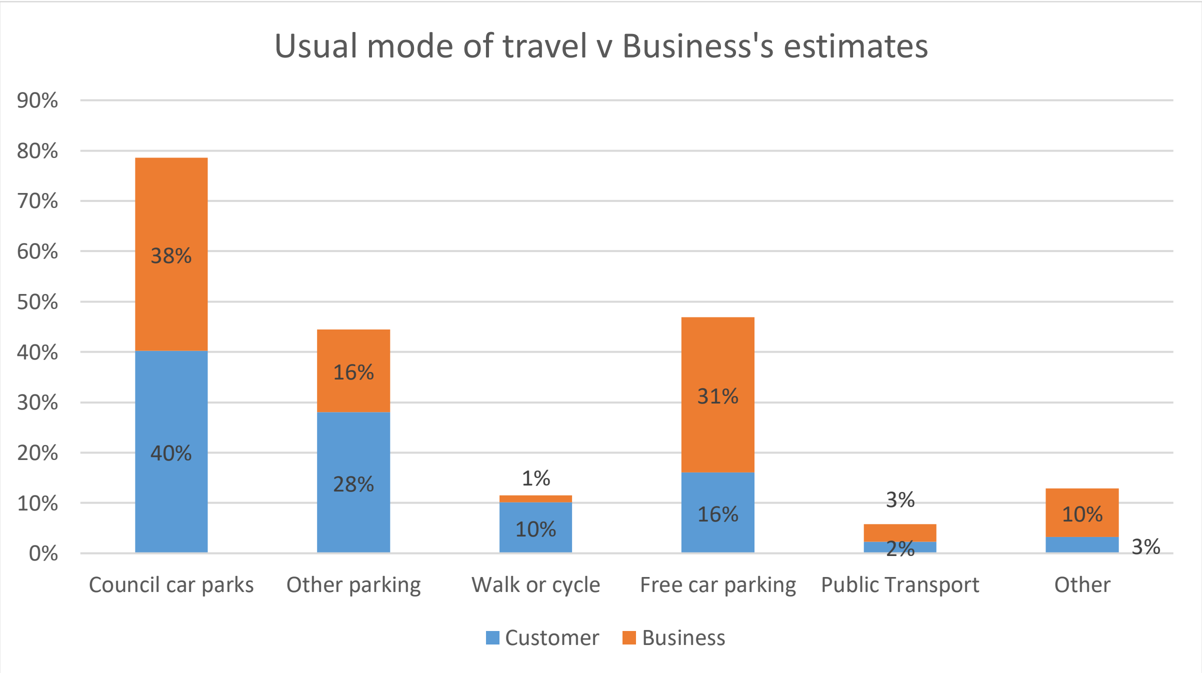
1.3 Impact of C-19

We asked whether use of council car parks had increased or decreased as a result of the C-19 pandemic. Although the majority of respondents said that usage had stayed about the same, there was a net reduction reported from 523 respondents.



1.4 Mode of Travel

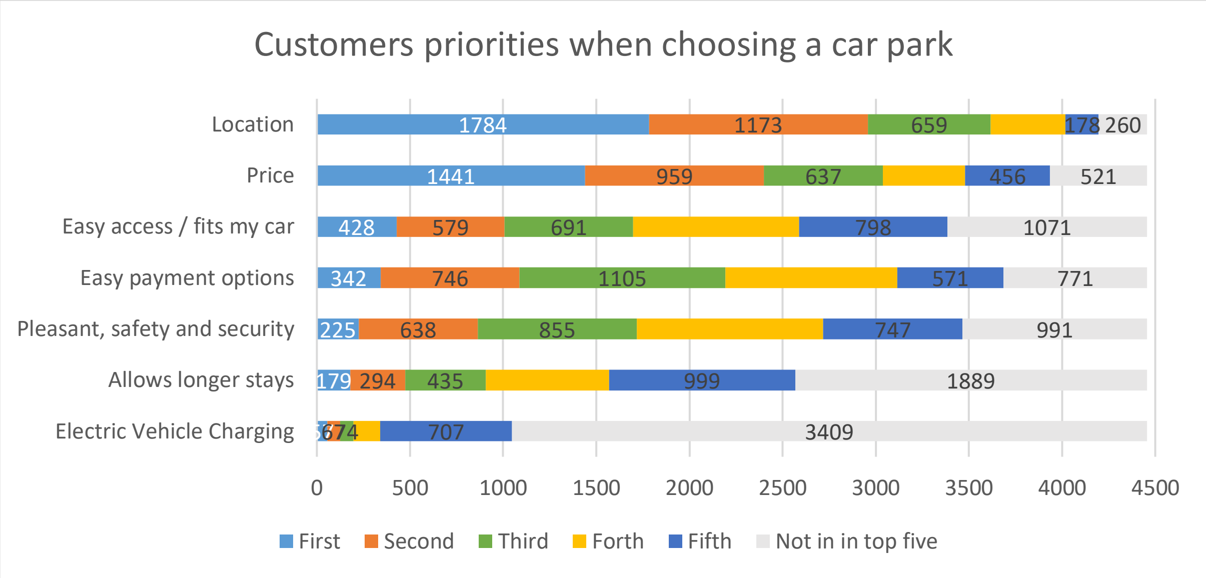
We asked the main mode of travel to the towns and villages in the Borough. The difference between customer responses and business estimates is familiar, in that businesses tend to overestimate the mode share of car and underestimate walking and cycling[2].

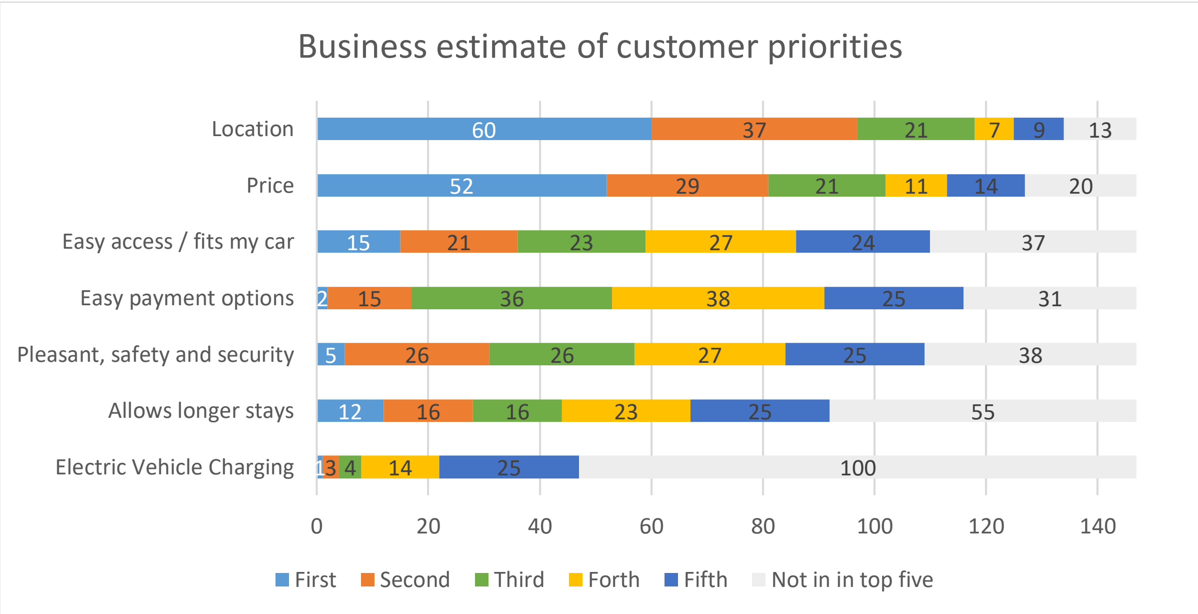


[2] https://content.tfl.gov.uk/walking-cycling-economic-benefits-summary-pack.pdf

1.5 Top-five priorities when choosing car parks

Respondents were asked to rank their top five priorities in selecting a car park.



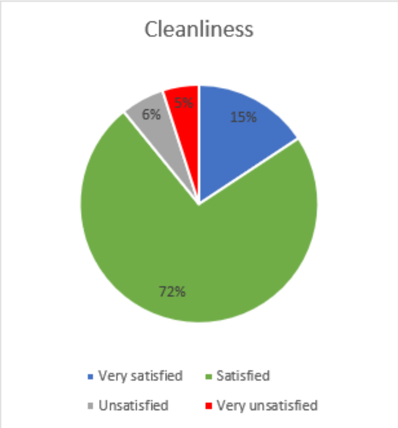


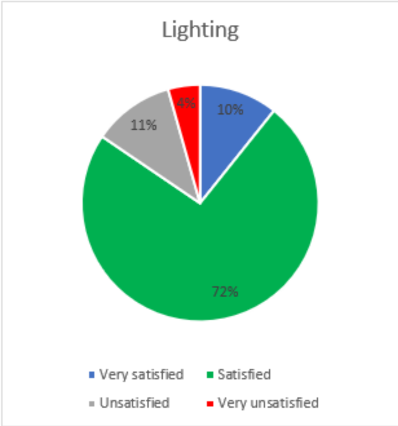
This broadly aligns with national surveys[3] although security and safety and price have switched places. After having carried out site visits, it seems likely that this reflects EBC's car parks being surface as opposed to multi-storey and generally pleasant and well maintained.

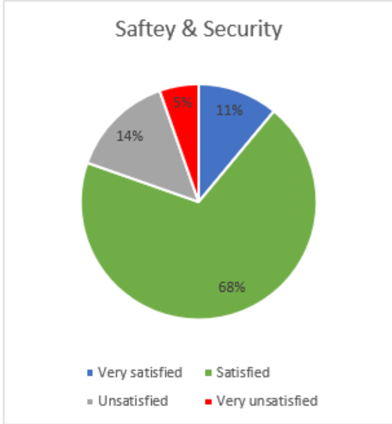
1.6 Satisfaction with Car Parks

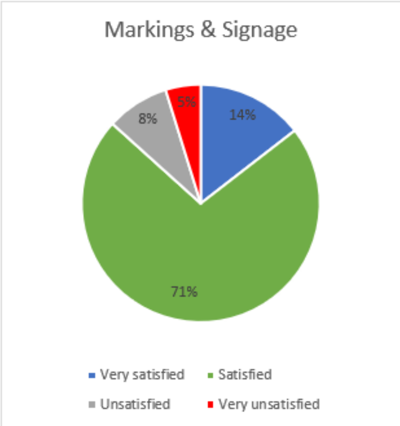
Satisfaction with car parks was generally high with the majority of respondents satisfied or very satisfied with all factors.

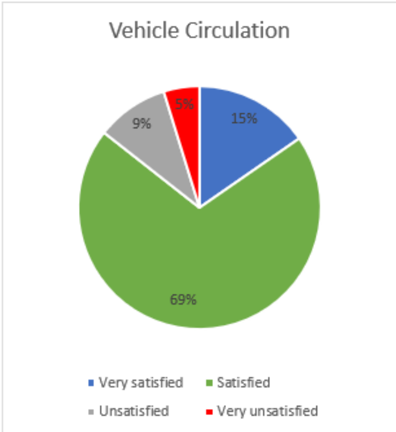
[3] https://www.britishparking.co.uk/write/Documents/Library/Reports%20and%20research/What_Works.pdf (page 9)

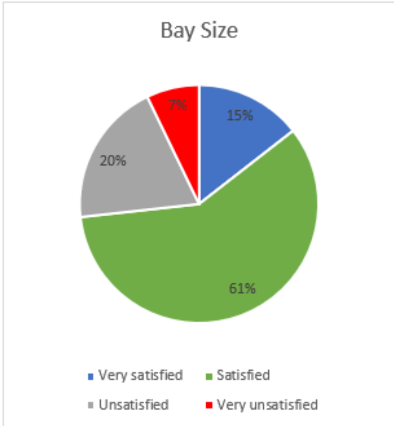












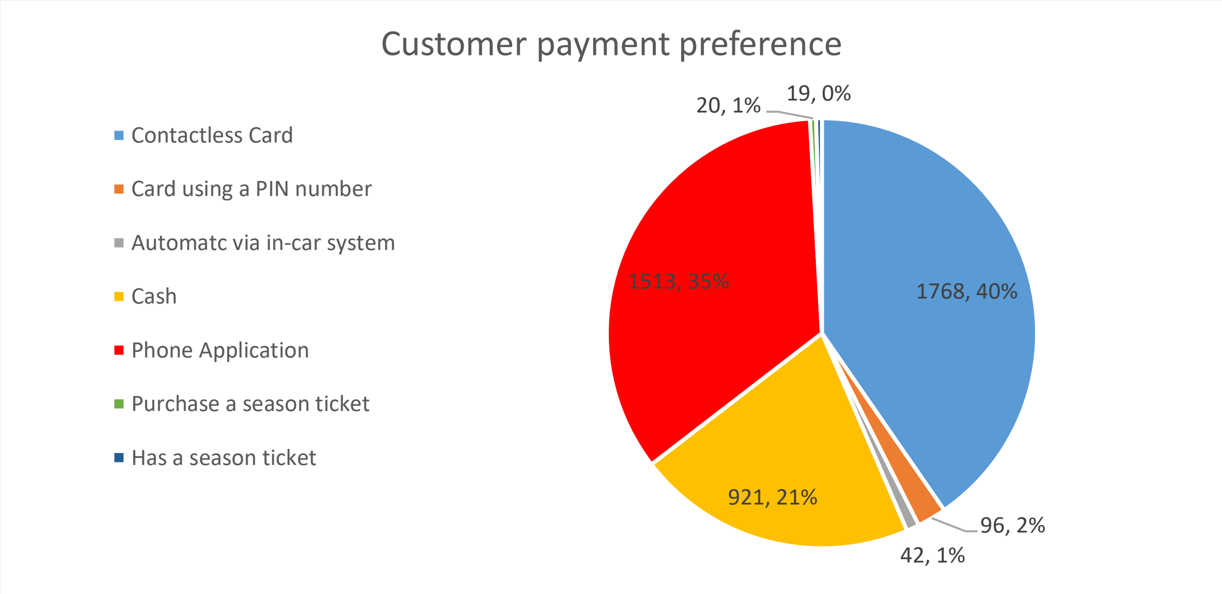
When cross referenced with which car park customers parked in most often, there are a few local issues highlighted. We have only included unsatisfied and very unsatisfied to try and highlight where the issues may be, although the small sample size for many car parks must be considered.

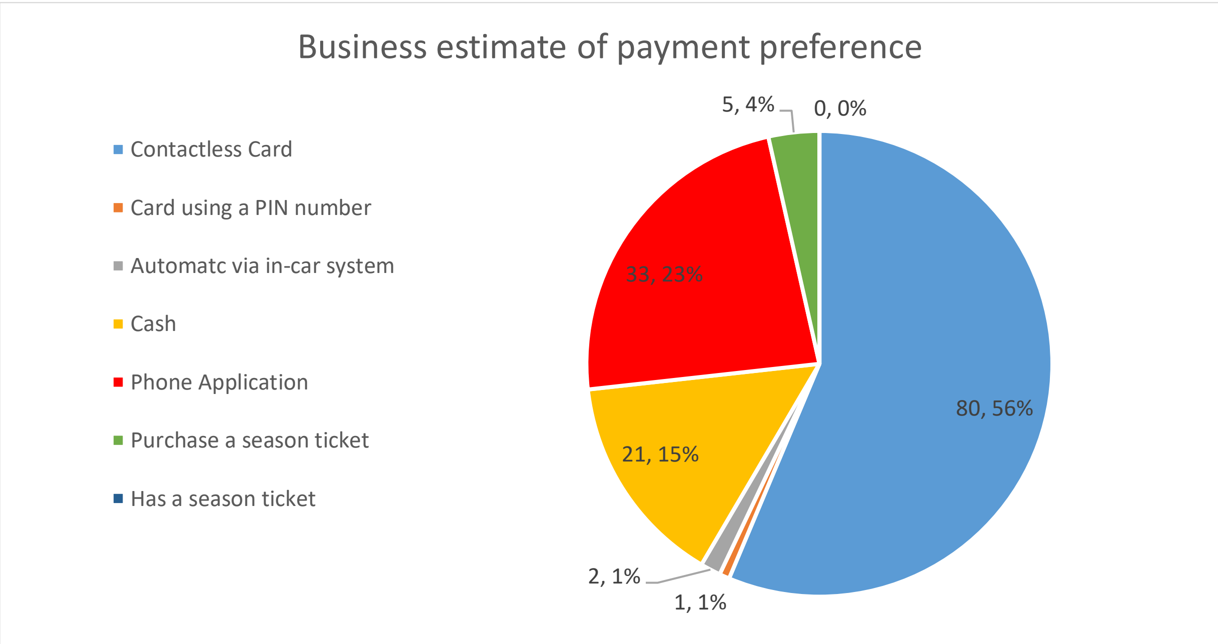
		Cleanliness		Lighting		Security		Markings		Circulation		Bay Size	
		Unsatisfiec	Very unsati	Unsatisfiec	Very unsati	Unsatisfiec	Very unsati	Unsatisfiec	Very unsati	Unsatisfiec	Very unsati	Unsatisfiec	Very unsatisfied
Ashley Park - Walton on Thames	169	10%	6%	23%	8%	27%	9%	14%	8%	14%	8%	20%	8%
Ashley Road - Thames Ditton	92	0%	4%	13%	3%	16%	3%	9%	5%	2%	4%	8%	1%
Ashley Road - Thames Ditton	92	0%	4%	13%	3%	16%	3%	9%	5%	2%	4%	8%	1%
Baker Street - Weybridge	97	3%	8%	6%	4%	11%	5%	15%	5%	12%	3%	29%	12%
Berguette - Esher	76	1%	5%	7%	4%	4%	4%	8%	4%	14%	5%	26%	9%
Cedar Road - Cobham	127	6%	4%	10%	5%	18%	6%	11%	4%	17%	4%	31%	9%
Churchfield Road - Weybridge	574	2%	3%	6%	3%	9%	4%	6%	4%	7%	4%	21%	7%
Civic Centre - Esher	733	2%	5%	8%	5%	9%	5%	6%	5%	6%	5%	23%	5%
Drewitts Court - Walton on Thames	214	20%	10%	14%	3%	21%	5%	10%	5%	24%	6%	27%	8%
Halfway - Walton on Thames	123	18%	4%	16%	4%	27%	7%	15%	2%	10%	2%	22%	6%
Hare Lane - Claygate	121	8%	2%	8%	3%	10%	7%	6%	6%	2%	3%	7%	5%
Heath North - Weybridge	39	8%	3%	15%	5%	28%	5%	21%	8%	26%	5%	36%	36%
Heath South - Weybridge	25	0%	4%	20%	8%	32%	12%	4%	4%	4%	12%	28%	24%
Heather Place - Esher	31	23%	3%	23%	6%	16%	16%	23%	6%	32%	10%	39%	13%
Highwaymans Cottage - Esher	29	3%	0%	14%	0%	17%	0%	7%	0%	10%	0%	24%	0%
Hollyhedge Road - Cobham	320	3%	3%	8%	3%	10%	4%	5%	2%	10%	3%	23%	9%
Manor Road - Walton on Thames	122	14%	8%	15%	7%	20%	11%	14%	8%	16%	8%	22%	12%
Mayfield Road - Walton on Thames	95	1%	4%	15%	2%	16%	2%	7%	2%	6%	2%	20%	8%
Monument Hill - Weybridge	21	0%	0%	5%	0%	5%	0%	14%	5%	14%	5%	24%	19%
New Berry Lane - Hersham	51	12%	4%	8%	8%	16%	6%	6%	4%	2%	4%	12%	4%
Oatlands - Weybridge	25	0%	12%	8%	12%	0%	12%	4%	12%	16%	12%	24%	16%
Southbank - Long Ditton	21	5%	5%	14%	14%	29%	10%	10%	0%	5%	0%	5%	0%
Steels Lane - Oxshott	63	5%	3%	3%	3%	5%	2%	3%	2%	6%	2%	10%	2%
Thamesmead - Walton on Thames	13	23%	0%	23%	0%	15%	0%	8%	0%	15%	8%	23%	0%
Torrington Lodge - Claygate	65	2%	0%	6%	0%	9%	0%	3%	0%	0%	0%	6%	0%
Walton Park - Hersham	44	11%	9%	30%	9%	30%	11%	14%	5%	16%	5%	14%	11%
Walton Road - East Molesey	416	9%	5%	15%	5%	16%	6%	9%	6%	4%	5%	14%	6%
York Road - Weybridge	69	7%	3%	12%	1%	13%	9%	19%	7%	29%	9%	29%	13%
All council car parks	3867	6%	5%	11%	4%	14%	5%	8%	5%	9%	5%	20%	7%

The main concentration of unsatisfied response is in respect of bay sizes. Of course, bay sizes have remained the same, but cars have generally increased in size over recent decades. Ashley Park, Drewitts Court, Heath N/S and Walton Park did relatively poorly on security which is a factor that the Strategy should consider.

1.7 Payment Preference

Customer payment preference and business estimate of payment preference did not differ greatly except that compared with businesses, customers expressed a higher level of preference for payment via phone-app and lower preference for contactless card. This may reflect the observed payment preference within businesses (especially shops).





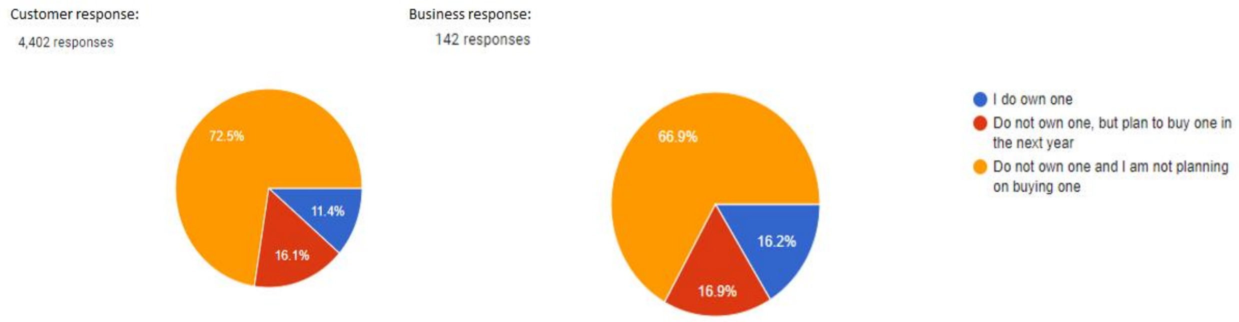
Payment Preference by town

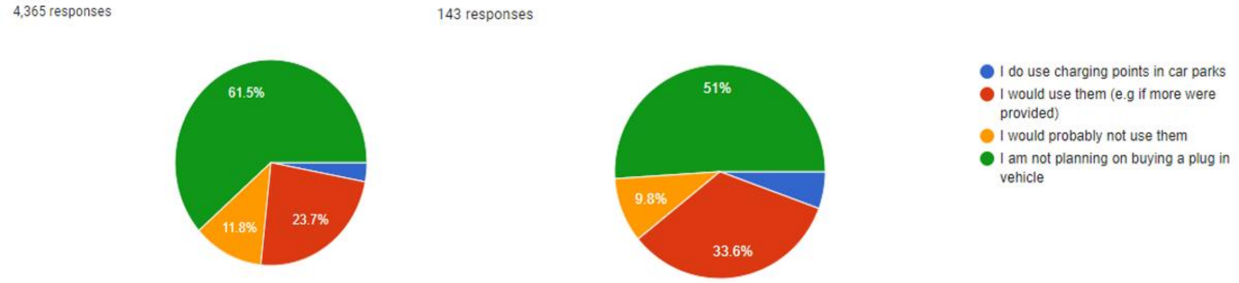
	Via car	Chip & Pin	Cash	Contactless	Has Season	Phone app	Text / Call	Season	r value
Claygate	0%	2%	22%	38%	0%	37%	0%	1%	183
Cobham	1%	5%	15%	29%	0%	48%	1%	0%	446
East Molesey	0%	1%	36%	38%	0%	23%	0%	0%	415
Esher	1%	2%	15%	42%	0%	40%	0%	0%	865
Hersham	0%	3%	21%	44%	2%	27%	1%	1%	95
Long Ditton	0%	0%	26%	26%	6%	42%	0%	0%	31
Oxshott	3%	2%	16%	38%	2%	40%	0%	0%	63
Thames Ditton	1%	2%	16%	43%	1%	35%	0%	1%	91
Walton on Thames	1%	2%	25%	40%	0%	32%	0%	0%	732
Weybridge	1%	1%	18%	40%	0%	38%	0%	1%	844
On-street or not EBC	1%	3%	23%	48%	1%	23%	0%	1%	572
No answer	2%	6%	30%	41%	0%	19%	2%	2%	54
Grand Total	1%	2%	21%	40%	0%	34%	0%	0%	4391

There is a variance in payment by preference by town. Cash is preferred by under 30%, except for in E Molesey. Cash is least preferred in Cobham / Esher and most in East Molesey and with non-customers. Phone App is heavily preferred in Cobham, Long Ditton, Oxshott and Esher.

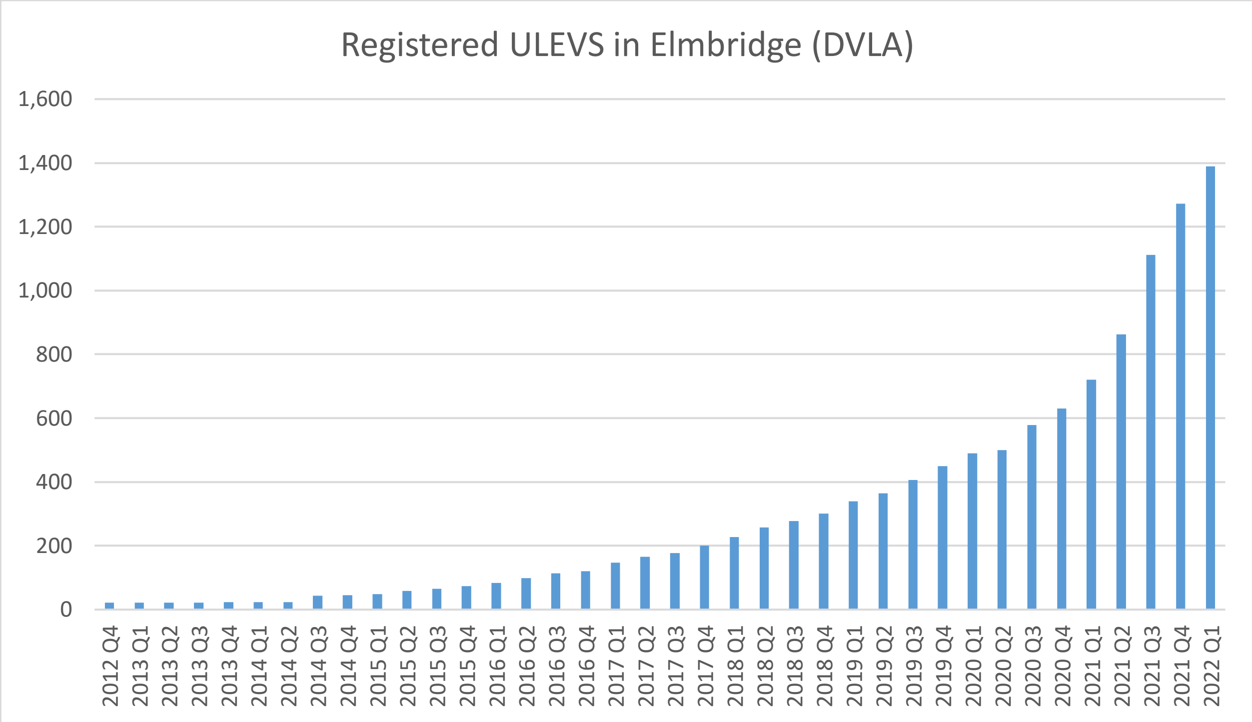
1.8 Plug-in vehicles (PiV)

The majority of respondents do not own an PiV, do not plan to buy one in the next year, and /or would not use charging points in car parks, remembering that the survey was self-selecting.



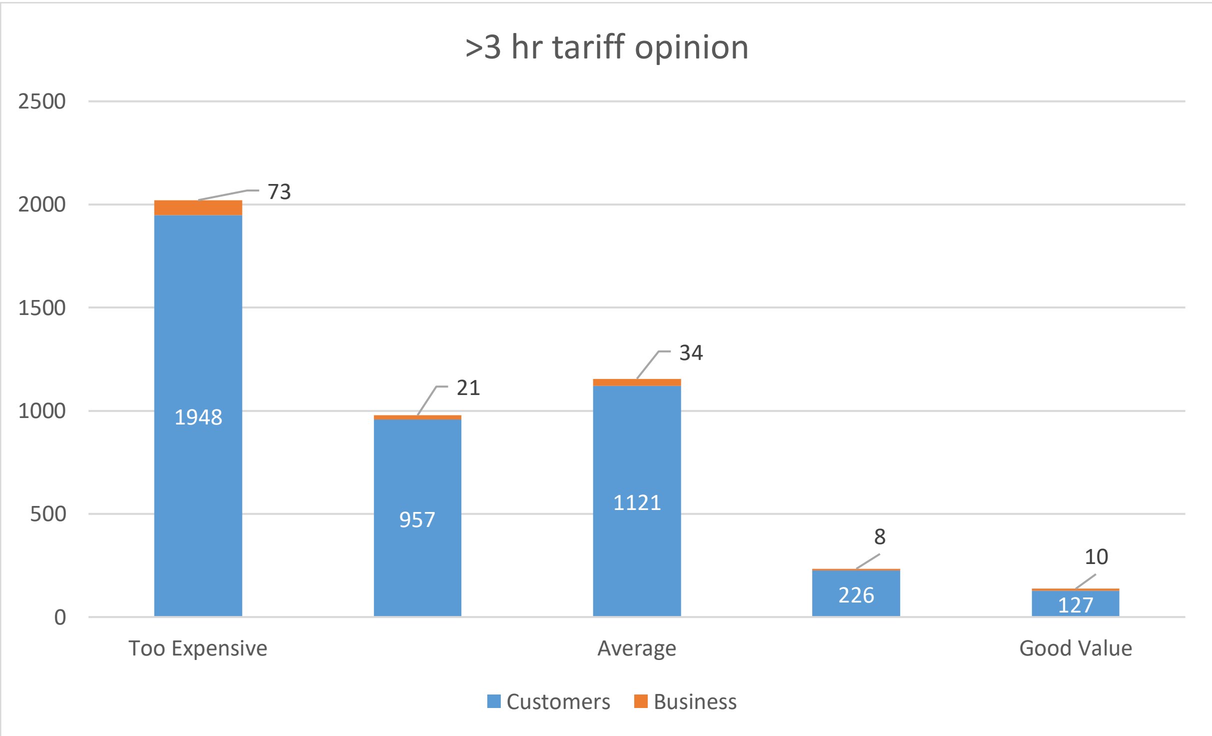


However EV rates are increasing rapidly and so this must be considered in the Strategy.

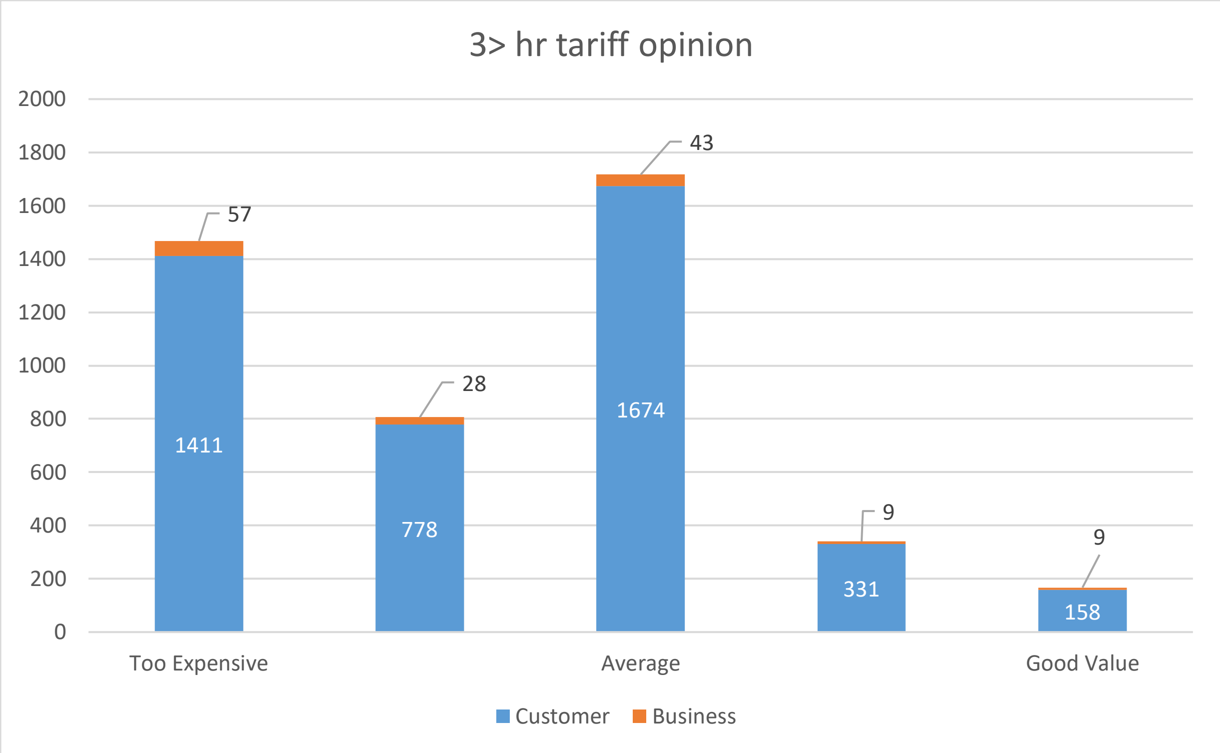


1.9 Opinion on tariffs

When the question is asked directly, in our experience it is always the case that dissatisfaction with tariffs is expressed, regardless of their relative price compared to other settlements.



It is in the difference between opinions on shorter stay and longer stay tariffs where we can we glean useful information as opinion on longer stay tariffs was marginally more positive given that the direct question was asked about tariff satisfaction.


3> hr tariff opinion
2000
1800
1600
1400
1200
1000
800
600
400
200
0
57
1411
28
778
43
1674
9
331
9
158
Too Expensive
Average
Good Value
Customer
Business

Opinion on tariffs by Town

When analysed by town we see the following results. The response rate is different because the question was skippable.

	Views on <3 hour stay tariffs by town					
	Too Expensive				Good Value	r value
Claygate	42%	26%	23%	4%	4%	185
Cobham	43%	27%	21%	7%	3%	439
East Molesey	35%	20%	33%	7%	4%	415
Esher	40%	23%	29%	5%	3%	861
Hersham	37%	24%	31%	4%	4%	95
Long Ditton	42%	16%	29%	10%	3%	31
Oxshott	52%	19%	22%	3%	3%	63
Thames Ditton	36%	24%	24%	10%	7%	92
Walton on Thames	48%	22%	23%	6%	2%	731
Weybridge	49%	23%	22%	4%	3%	845
On-street or not EBC	50%	16%	29%	3%	3%	568
No answer	53%	11%	28%	6%	2%	53

When considered by town, Thames Ditton, Hersham and East Molesey have relatively higher satisfaction with tariffs and Oxshott and no town specified the lowest for shorter stay tariffs. The lowest satisfaction with those who did not provide an answer.

	Views on 3> hr stay tariffs by town					
	Too Expensive				Good Value	r value
Claygate	23%	21%	38%	11%	7%	183
Cobham	30%	22%	38%	8%	3%	437
East Molesey	26%	19%	42%	9%	4%	411
Esher	27%	19%	43%	7%	4%	854
Hersham	29%	18%	38%	7%	7%	94
Long Ditton	34%	21%	28%	7%	10%	29
Oxshott	36%	13%	43%	3%	5%	61
Thames Ditton	20%	18%	43%	15%	3%	92
Walton on Thames	37%	18%	35%	7%	3%	729
Weybridge	34%	18%	37%	8%	3%	842
On-street or not EBC	34%	18%	37%	8%	3%	566
No answer	43%	12%	37%	5%	3%	53

When considered by town, Thames Ditton, Claygate, Hersham and Esher have relatively higher satisfaction with tariffs and Oxshott , Walton on Thames and no town specified the lowest for longer stay tariffs. The lowest satisfaction, is again, with those who did not provide an answer.

1.10 Free text responses.

Free text responses were asked in both surveys under 'Any other comments'. For sake of budget and time a set of search strings was applied with a manual check of comments to ascertain the nuance and estimate further details (for example, the split of pro and anti-cycling comments within the search term 'cycle').

78 Business respondents left a comment. Of these:

- Around 50 expressed a desire for free parking or free parking periods
- About 3 expressed that there was simply not enough parking
- 2 asked for better signage
- Around 16 referred to on street parking not car parks
- Approximately 8 spoke of a 30 minute free parking period.

A selection of comments:

"I find the car park really valuable to my business… [as] this allows my clients to park with ease, especially for the longer treatments... Without the car park we as a business would struggle. I believe it does need a little more of an up keep … i really would be upset … should the car park go or reduce in size as the parking in the surrounding roads is awful. "

"Council should be aware that access to parking allows people to 'shop the high street'. Otherwise, we die."

"I rely on parking to visit clients that are mentally or physically disabled, non drivers, elderly or unable to use computers to help them survive by reducing bills. Also gardening, I have to use a car! Have to park close to property. Customers cannot afford to pay me more, I can't afford to reduce costs so parking costs are a nightmare. I'll never be able to afford an electric car."

"Must have cash option to stop ageism. Pay when you leave system should be in place and free one hour park to encourage single shop shopping"

"NOT ENOUGH CAR PARK SPACES IN THE AREA"

"The car park in Thames Ditton needs to be better signed many potential customers do not come as they don't know there is car parking facility nearby"

"you should be thinking of green spaces rather than car park option, focus on electric point and disabled parking , the rest need to be forced to changed! Do not make it easy for them"

1746 customer respondents left a comment of these:

- Around 720 were requests for free parking or free periods
- Around 40 that there was not enough parking
- At least 20 that charges were too high
- Around 31 that signage needs improvement
- 5 complaining about litter
- 153 asking for a free 30 minute period
- Around 50 asking for half hour charging periods
- 22 mentioning cycling with around half asking for better cycle facilities and half that cycling was not practical or desirable
- 24 mentioning charging points, with around 10 requesting free parking electric vehicles, around 5 requesting more charging points and the remainder suggesting that they could not afford one / did not want one.