

6 Business Questionnaire Results

6.1 Introduction

6.1.1. In addition to the car park surveys and public questionnaires, a Business Questionnaire was undertaken to get an understanding of current travel patterns and demands of local business and their employees.

6.1.2. RBWM have received a total of 29 responses from businesses within the Windsor Town Centre out of a distribution to around 200 businesses.

6.1.3. A summary of the key findings from those responses is set out below,

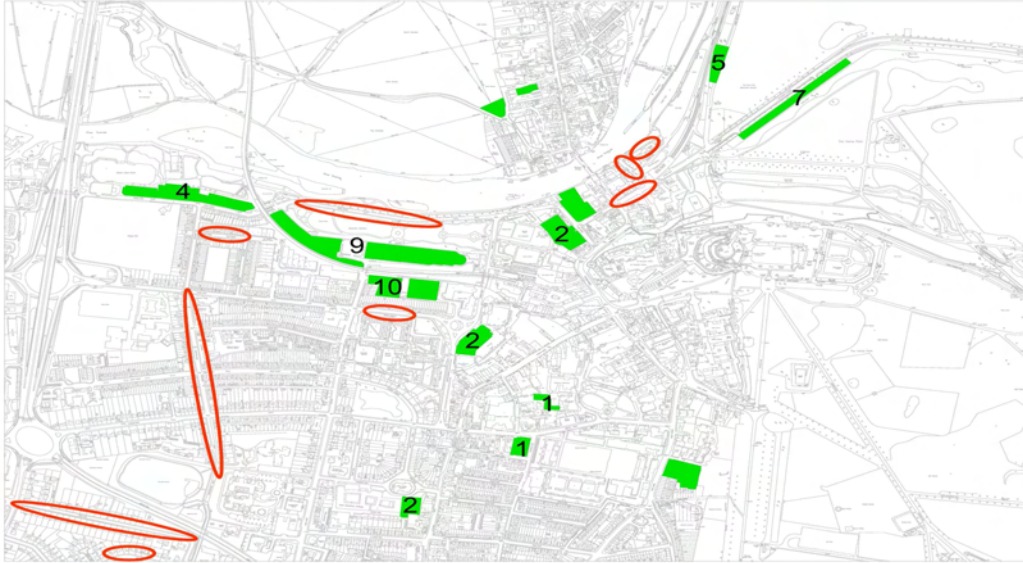
1. The 29 responses account for in excess of 1,500 employees
2. 21 of the companies stated that staff are currently parking in one of the 18 public Car Parks in the town centre
3. Only 8 businesses had dedicated parking, of which only 5 had more than 2 spaces.
4. The review determine that those surveyed could account for around 500 employees who are seeking to drive and park
5. Only 55 of the staff required their car for work purposes
6. 8 of the companies stated that staff parked on street as well as in the car parks.
7. Only 1 company (Castle Hotel) would allow their parking to be utilised by the public, (however it already does).
8. Alternative travel options were set out as options, the table below sets out a summary of the results

Options	Yes	No	No Comment
Additional Park and Ride Sites	10	12	7
Discount at railway stations	17	9	3
Discount Rail Fares	16	12	1

9. The comments are generally site/company specific, but there are 3 key statements,

- Windsor needs more parking
- Windsor needs more flexibility in its parking provision
- Concerns about the charging changes at King Edward Court

6.1.4. The survey also sought to establish the main car parks and on street areas that employees utilised, the plan below shows the main town car parks and the number of companies that stated their staff parked there and secondly the red areas shown the main employee parking areas on street.



- 6.1.5. The plan shows that the dominate demand is to the west, however the plan also highlights that business related drivers will consider utilising more remote parking areas such as Home Park and King Edward VII, if suitable access and pay structures are in place.

Working Document