

5 Public Questionnaires

5.1 Background

5.1.1. The public questionnaires were undertaken in following car parks on Thursday 6th March and Saturday 8th March 2008.

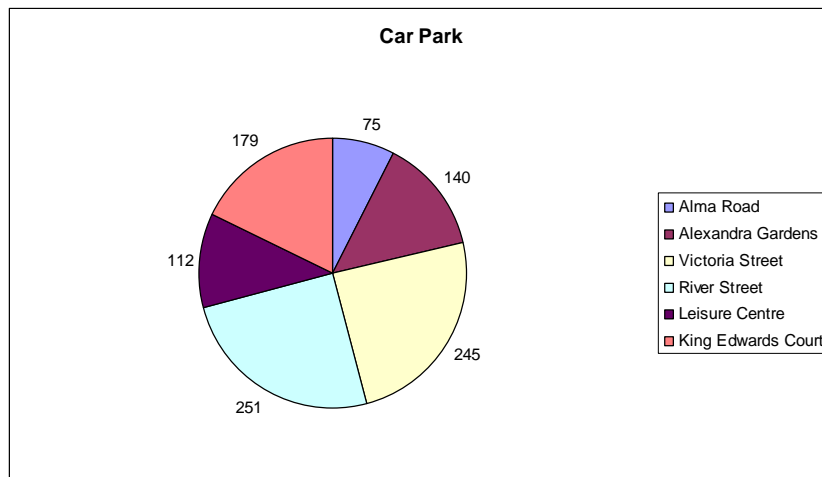
- Alma Road
- Alexandra Gardens and Coach Park
- Victoria Street
- River Street
- Leisure Centre
- King Edward Court (Private)

5.1.2. The surveys were undertaken to obtain more specific data on those that utilised the main town centre car parks and as such the following questions were asked,

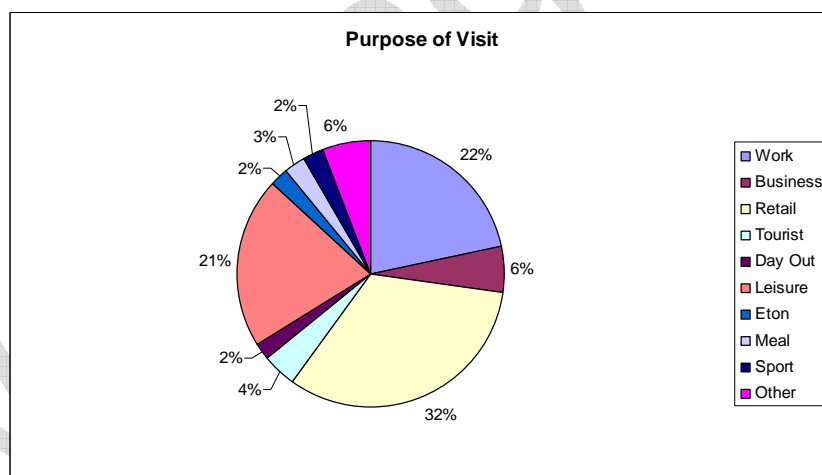
- Purpose of visit
- Why this car park
- Estimated length of stay
- Number in party
- Does Windsor have enough parking
- Would you use a park & ride facility
- Where did your journey begin
- How many car parks did you visit before finding a parking space in this one
- How easy was it to find the car park

5.2 Results from Thursday 6th March 08

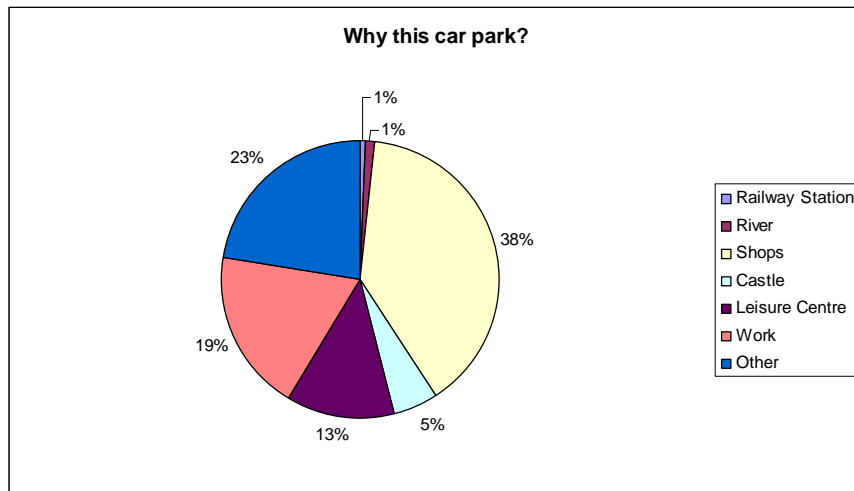
5.2.1. A total of 1002 people were interviewed during the questionnaire survey, with an approximately even spread from each car park. The chart below shows that the surveys obtained a good response from all the car parks surveyed.



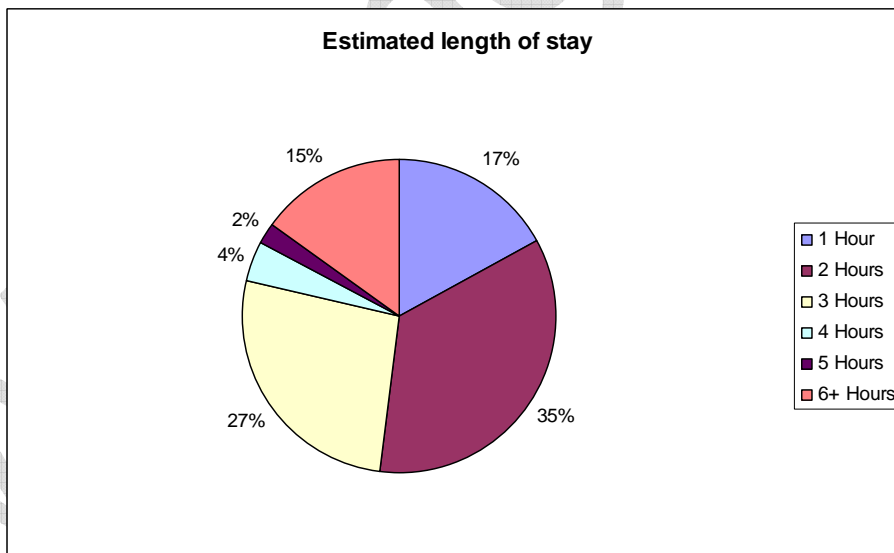
5.2.2. The most common reason for purpose of visit was retail (32%) and then work (22%) on a weekday, based on a simple pro rata calculation that results in potentially some 500 spaces being utilised by employment based trips and as such not available for retail, leisure, visitors or general use.



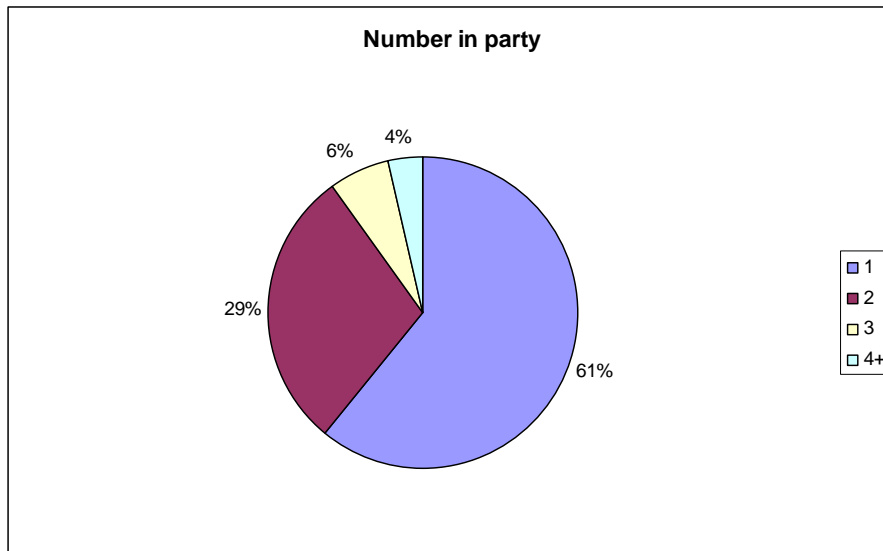
5.2.3. The majority of people chose to use the car parks for proximity to the shops (38%) and their place of work (19%), again demonstrating that a high demand of spaces based on employment use.



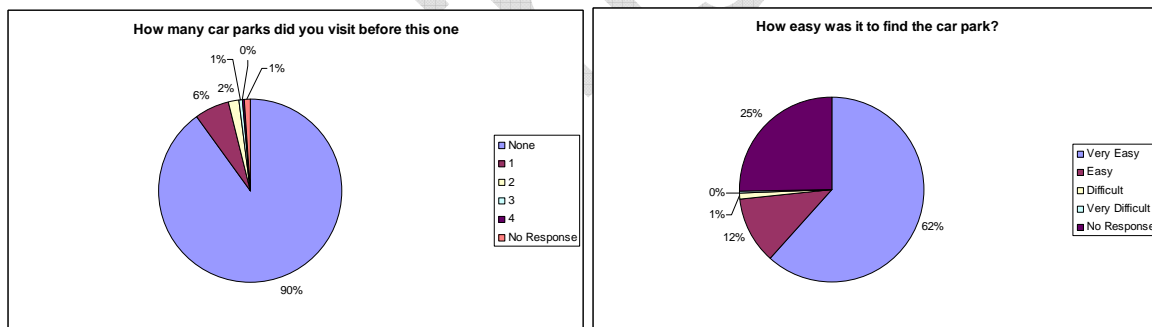
5.2.4. The highest number of users sought to stay for around 2 hours, with around 62% for between 2 to 3 hours. However, as set out above some 19% of spaces occupied were for 6 hours plus, reinforcing the statements that business and employee parking is a demand on the current provision of spaces.



5.2.5. The survey also sought to determine the occupancy of those cars accessing the car parks and as can be seen the majority of cars, some 61% were only occupied by a single occupant. Inevitably this reinforces that a high number of spaces are taken up by work trips, but the survey suggests that 40% of the other trip types seeking to visit Windsor are also made by single occupancy vehicles, which is considered a less than productive use of each space.



5.2.6. As can be seen below on a weekday, the majority of drivers (90 %) stated that were able to park in their first choice of car park and that once in that car park, 62% said that it was very easy to find a space.



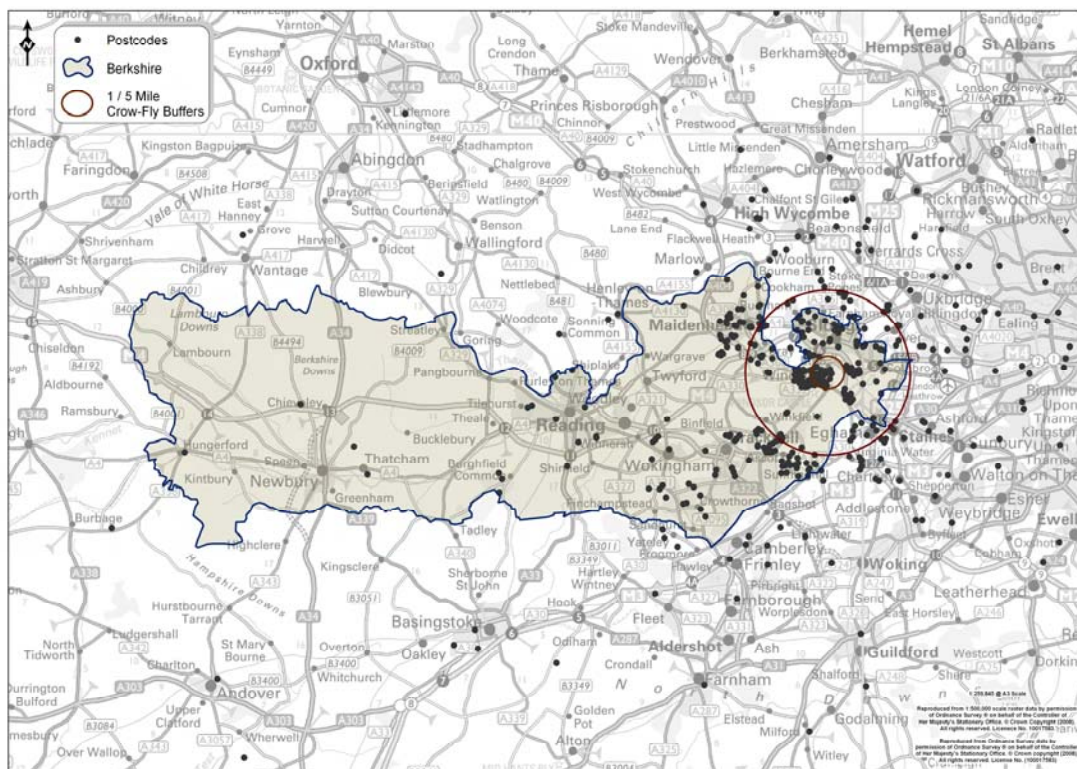
5.2.7. The question of parking provision received a mixed response in that generally 50% of the people surveyed think that Windsor does not have enough Long Term and Short Term parking, but around 35% did. In terms of Disabled Parking, the responses were balanced with a slightly higher majority for the statement that Windsor does not have sufficient parking.

5.2.8. When asked if they would consider utilising a park and ride facility, 72% of people surveyed said that they would Not use a Park & Ride

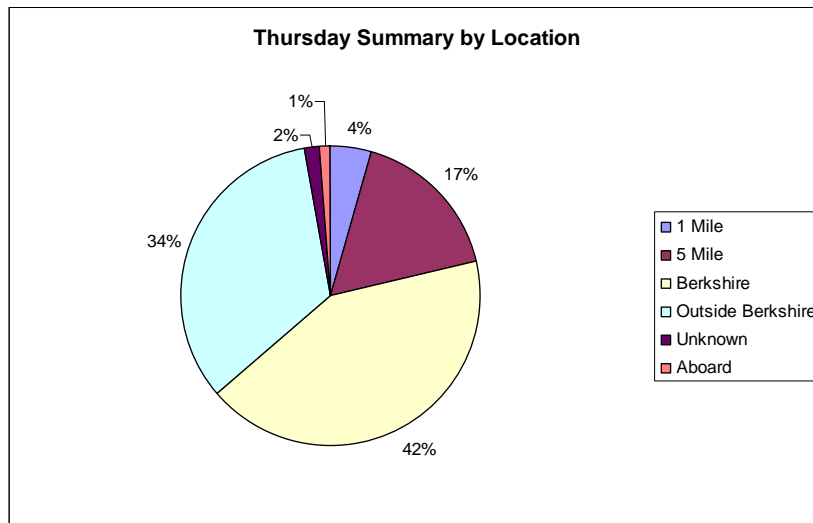
5.2.9. People were also asked where their journeys began. This has been plotted using GIS. The data was then categorised into 5 groups depending on distance from Windsor:

- Within 1 mile of Peascod Street (Town Centre)
- Within 5 miles of Peascod Street (Within Windsor)
- Within Berkshire
- Outside of Berkshire
- Aboard

5.2.10. The plan below shows where people's journey originated:

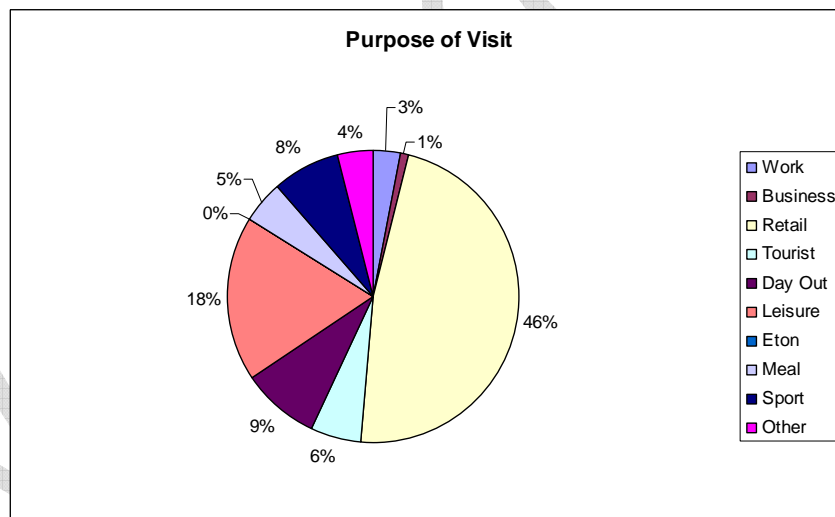


5.2.11 511 people travelled to Windsor from with Berkshire, which is 42% of the total that day and 406 people travelled to Windsor from outside of Berkshire, which is 34% of the total.

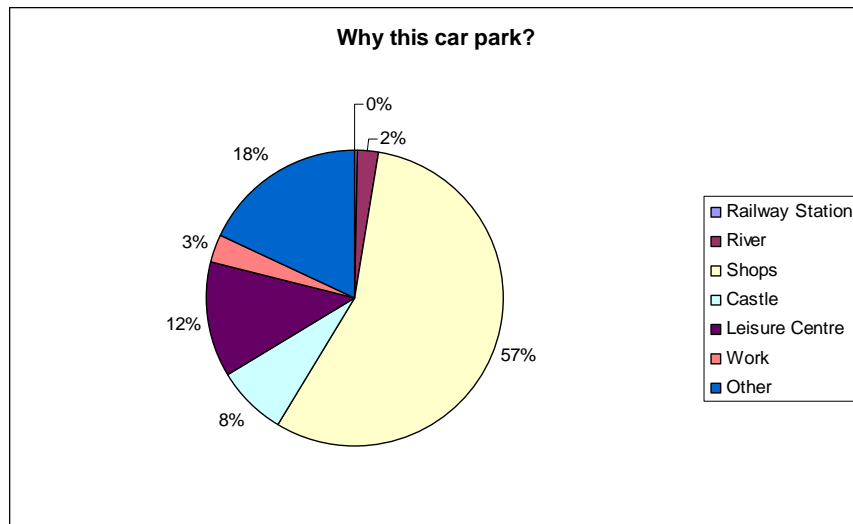


5.3 Results from Saturday 8th March 08

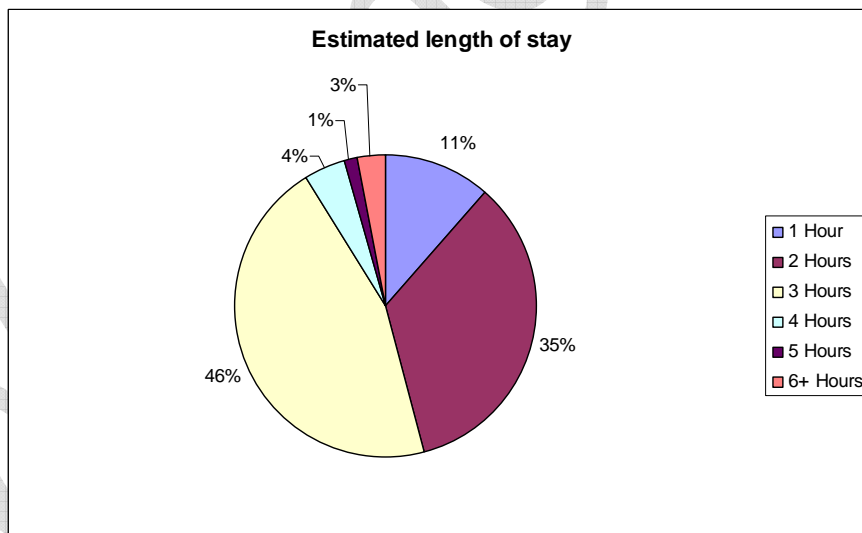
- 5.3.1. A total of 1232 people were interviewed during the questionnaire survey on the Saturday, with a good cross section from each car park.
- 5.3.2. The most common reason for purpose of visit was retail (46%) and then leisure (18%). The slightly surprising result was that Tourist/Day out only equated to around 15%.



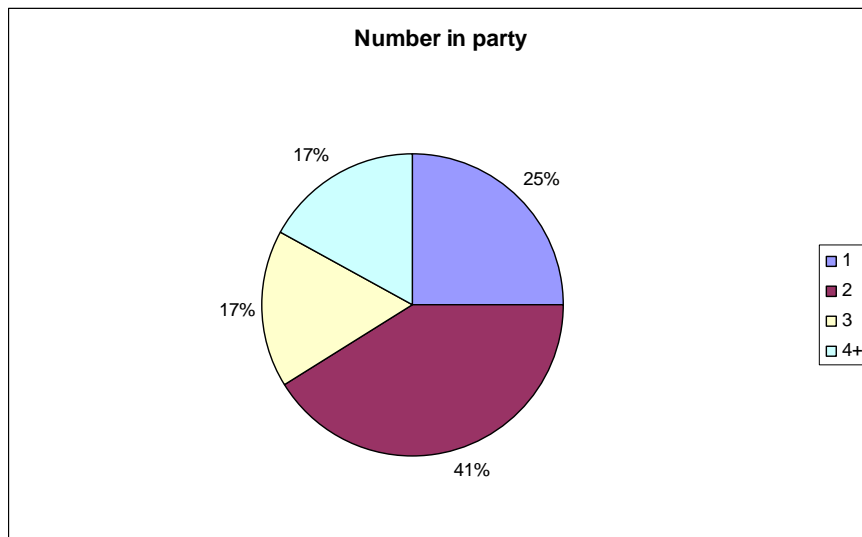
5.3.3. The majority of people chose to use the car parks for proximity to the shops (57%) and the leisure centre (12%). The choice of car parks mirrors in principle the reason for visit. This is likely to be a different profile in the summer months with both choice of car park and reason for visit to be more heavily influenced by the tourist and day out impact.



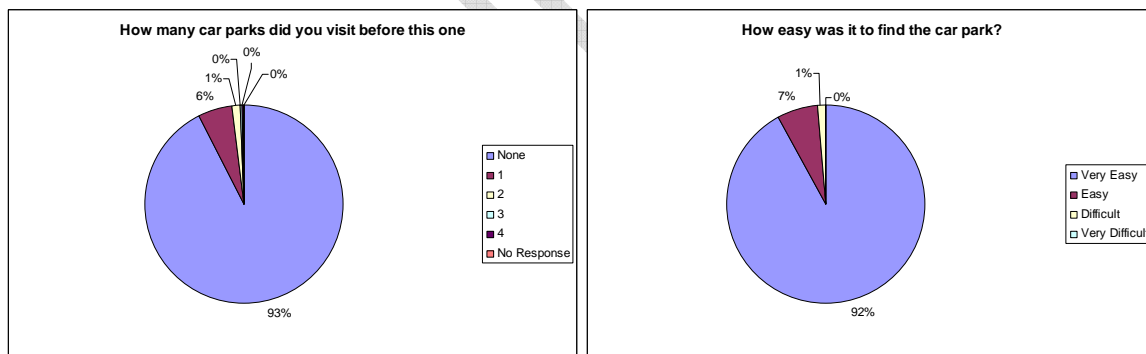
5.3.4. The average time of stay was estimated between 2 to 3 hours (81%), this mirrors the weekday usage. However there is a significant reduction in the all day demand from 15% on a weekday to around 3% for the weekend. This would suggest that the demand for employment parking may be more focused on office workers which work the weekdays only and not retail based employees who work 7 days a week.



5.3.5. The single occupancy has dropped by 50% when compared with the weekday, with the dominate occupancy being 2 per vehicle for the weekend with a significant uplift in multiple occupancy's compared to the weekday profile. This further supports the conclusion that a significant percentage of the town centres car park during the week are occupied by employees, hence unavailable for all other users across the day.

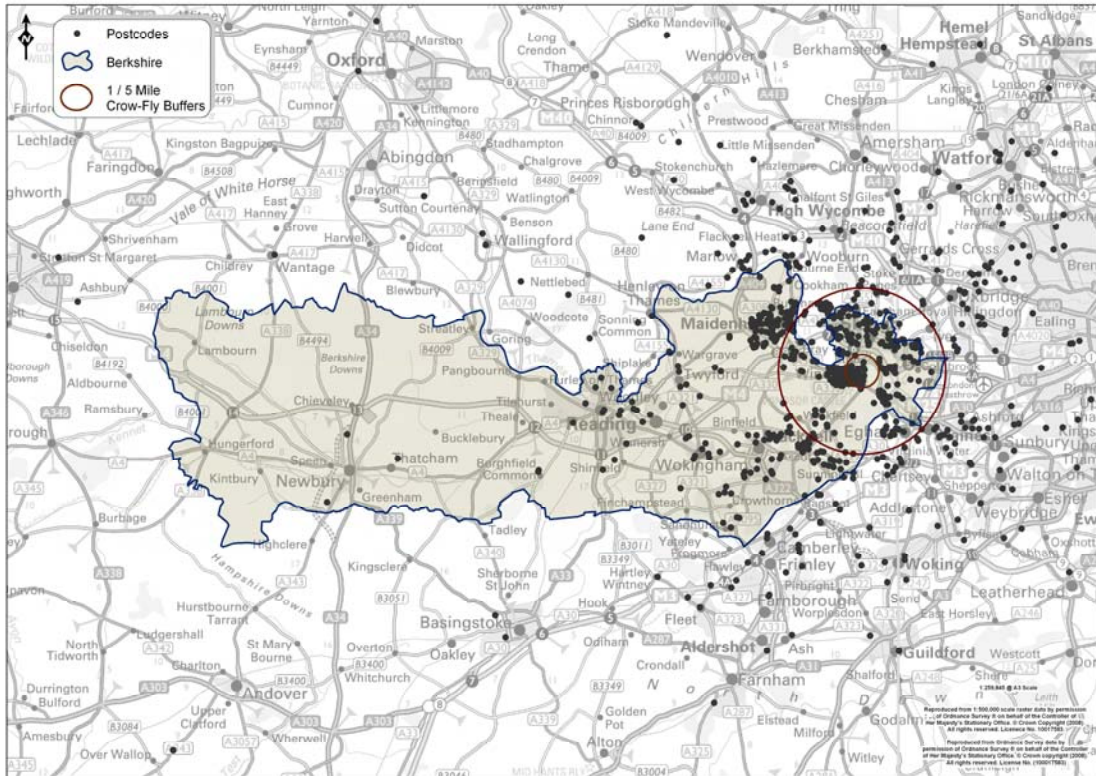


5.3.6. As with the weekday, the majority, (some 93 %) said that the first car park of choice was the one parked in and that 92% said that it was very easy to find a space in that car park.



5.3.7. The majority of the people surveyed think that Windsor does not have enough Long Term, Short Term and Disabled Parking. With around 70% of people surveyed stating that they would NOT use a Park & Ride.

5.3.8. The plan below shows where people's journey originated from:



5.3.9. 640 people travelled to Windsor from with Berkshire, which is 39% of the total that day and 553 people travelled to Windsor from outside of Berkshire, which is 34% of the total.

