ETHOS

PHASE 2 USER ENGAGEMENT FEEDBACK REPORT

FOR HUNTINGDONSHIRE DISTRICT COUNCIL

AUGUST 2026

CONTENTS

1.0 INTRODUCTION

Ethos Consultants (Ethos) has been commissioned by Huntingdonshire District Council to develop a district wide car park strategy for the Council's off-street car park estate. The strategy will provide a clear, future-focused framework for the management and development of parking across Huntingdonshire, supporting town centre vitality, accessibility, sustainable travel, improved customer experience and the responsible management of Council assets.

Stakeholder engagement has formed an important part of the strategy development process. A structured two-stage approach has been undertaken to ensure that the strategy is informed both by how people currently use and experience the Council's car parks and by their views on the future direction of parking provision across the district.

Phase 1 engagement focused on understanding existing parking behaviour and user experience. The survey explored how and why people use the Council's car parks, what works well, the issues and challenges experienced, and priorities for improvement. These findings, alongside the wider evidence base and parking surveys, helped inform the development of the draft Car Park Strategy and its emerging vision, themes and objectives.

Phase 2 engagement represented the next stage of this process and sought feedback on the emerging strategic direction for parking in Huntingdonshire. Rather than repeating the assessment of existing conditions undertaken during Phase 1, the Phase 2 survey presented respondents with the emerging proposals and provided an opportunity to indicate levels of support, identify priorities and comment on how the strategy should be developed.

This report presents the findings of the Phase 2 User Survey and provides an assessment of the level of support for the emerging strategy, together with the key themes arising from qualitative feedback. The findings have been used alongside the technical evidence and Phase 1 engagement results to refine the final Car Park Strategy and ensure that its objectives and proposed actions respond appropriately to the priorities of residents, businesses, visitors and other users of Huntingdonshire's car parks.

The Themes, and the Objectives within each Theme, have been presented in order of the level of support received through the Phase 2 consultation, with those receiving the strongest support shown first. This does not necessarily determine the order in which individual objectives or actions will be delivered, as implementation will also depend on factors such as need, funding, feasibility, dependencies and available resources.

However, structuring the Strategy in this way provides a clear "you spoke, we listened" response to the consultation, ensuring that the priorities expressed by respondents are visible within the final document and have directly influenced how the Strategy is presented.

2.0 ENGAGEMENT ARRANGEMENTS

2.1 REQUIREMENT FOR ENGAGEMENT

A two-stage engagement approach has been adopted to inform the development of the Huntingdonshire Car Park Strategy and ensure that both existing user experience and views on the future direction of parking are reflected within the final strategy. This approach provides an important complement to the technical evidence gathered through the wider study and supports transparent, evidence-led decision making.

Phase 1 focused on understanding how Huntingdonshire's off-street car parks are currently used and perceived. Through a district wide user survey, residents, businesses and visitors were invited to provide feedback on existing parking provision, including its strengths and weaknesses, issues experienced when using car parks and priorities for future improvement.

The findings from Phase 1 were considered alongside the detailed technical and operational assessment of the Council's car park portfolio, including parking occupancy and duration of stay surveys and individual site assessments. Together, this evidence informed the development of the emerging Car Park Strategy, including its vision, strategic themes, objectives and potential areas for intervention.

Phase 2 engagement was undertaken once this emerging strategic framework had been developed. Its purpose was to move the conversation from how the existing parking service performs to how parking should be managed and developed in the future. The Phase 2 User Survey therefore sought views on the proposed direction of the Strategy, including levels of support for its Themes and Objectives and the relative importance placed on different areas of future parking policy and investment.

The Phase 2 engagement provides an important opportunity to test whether the emerging Strategy responds appropriately to the priorities identified by users during Phase 1 and whether its proposed direction commands wider public support. The results have subsequently been used to refine the Strategy and help determine how its priorities are presented, ensuring a clear link between the evidence gathered through consultation and the final strategic framework.

While consultation support does not determine implementation priorities in isolation, it provides an important consideration alongside technical need, deliverability, funding, dependencies and available resources. In this way, Phase 2 completes the feedback loop established through the engagement process, demonstrating how stakeholder views have influenced the development of the final Huntingdonshire Car Park Strategy.

2.2 ENGAGEMENT MATERIAL

To support the Phase 2 User Survey and wider engagement activity, Ethos worked closely with key officers from Huntingdonshire District Council to develop clear and accessible consultation material explaining the emerging Car Park Strategy and the purpose of the second phase of engagement. Information was provided through the Council's website and associated communication channels to encourage participation from residents, businesses and visitors across the district.

The dedicated engagement hub hosted on Ethos' digital engagement platform, Go Vocal, was updated for Phase 2. The hub provided background information on the development of the Strategy and presented the emerging strategic direction, enabling respondents to consider the proposals before providing feedback. The Phase 2 survey focused particularly on levels of support for the proposed Themes and Objectives, alongside opportunities for respondents to provide additional comments and identify priorities.

The digital consultation was promoted through Council and Ethos communication channels, including social media, helping to provide district wide access to the survey. However, recognising the importance of reaching people directly within the town centres and providing opportunities for face-to-face discussion, the online engagement was supplemented by in-person engagement activity in Huntingdon, St Ives and St Neots.

Ethos staff attended each of these town centres during the consultation period, distributing promotional leaflets to raise awareness of the Phase 2 survey and encourage participation. The sessions also provided an opportunity for members of the public to speak directly with the project team, ask questions about the emerging Strategy and discuss issues relating to parking within their town. These conversations provided useful qualitative context alongside the formal survey responses and helped ensure that engagement was not reliant solely on digital communication.

Promotional material used during the in-person engagement directed people towards the online consultation, allowing those approached within the town centres to subsequently review the proposals and complete the survey at a convenient time. This blended approach helped broaden awareness of the consultation while maintaining a consistent survey process through which responses could be captured and analysed.

The combination of digital consultation, targeted promotion and direct town centre engagement provided a proportionate approach to Phase 2, enabling the Council to test the emerging strategic direction with a broad range of parking users while also providing opportunities for direct interaction with the project team.

2.3 USER SURVEY QUESTIONNAIRE

The Phase 2 engagement comprised a district wide user survey designed to seek feedback from residents, businesses and visitors on the emerging direction of the Huntingdonshire Car Park Strategy. Building on the findings from Phase 1, the questionnaire moved the focus from existing parking experiences towards the future management and development of parking across the district.

A structured questionnaire was developed to test levels of support for the emerging Themes and Objectives of the Strategy and to understand the relative importance respondents placed on different areas of future parking policy. Respondents were also provided with opportunities to give additional comments, enabling the quantitative findings to be supported by more detailed qualitative feedback.

The survey was made available online through the dedicated engagement hub, supported by wider digital promotion and the in-person engagement activity undertaken in Huntingdon, St Ives and St Neots. This approach enabled people to consider the emerging proposals and provide structured feedback while also offering opportunities to discuss the Strategy directly with the project team.

The Phase 2 User Survey opened on 16 July 2026 and remained live until 16 August 2026, providing a four week consultation period in which residents, businesses, visitors and other interested parties could participate. The findings have been used to understand overall levels of support, identify areas of particular importance or concern and inform refinement of the final Car Park Strategy.

A copy of the Phase 2 User Survey questionnaire can be found in Appendix B of this feedback report.

3.0 QUESTIONNAIRE ANALYSIS

3.1 INTRODUCTION

As part of the Phase 2 engagement, a single district wide questionnaire was developed to capture feedback from all stakeholders, including residents, visitors, businesses and other users of Huntingdonshire's car parks. This provided a consistent approach to assessing views on the emerging Car Park Strategy and enabled direct comparison of responses across the district.

Unlike Phase 1, which focused principally on existing parking behaviour and user experience, the Phase 2 questionnaire sought to understand levels of support for the proposed strategic direction. Respondents were asked to consider the emerging Themes and Objectives, identify the areas they considered most important and provide additional comments on how parking should be managed and developed in the future.

During the consultation period, a total of 1,472 completed questionnaires were received. This represents a strong level of participation and provides a strong evidence base for understanding stakeholder views on the emerging Strategy.

This section provides a district wide analysis of the feedback received, including levels of support for the proposed Themes and Objectives and the principal priorities emerging from the consultation. Where appropriate, the quantitative findings are supplemented by analysis of the qualitative comments received, providing further insight into the reasons behind respondents' views and identifying issues for consideration in finalising the Car Park Strategy.

3.2 DISTRICT WIDE ANALYSIS

3.2.1 LOCATION

The Phase 2 User Survey asked respondents to provide their postcode, enabling the geographic distribution of responses to be mapped and providing an indication of where participation was strongest. Figure 1 presents a heatmap of completed responses across Huntingdonshire and the surrounding area.

The heatmap demonstrates a broad geographic spread of participation, with responses received from communities throughout the district. The strongest concentrations are associated with the principal population centres and areas served by the Council's off-street parking provision. Particularly prominent clusters can be seen around Huntingdon, St Ives and St Neots, with further concentrations around Ramsey and the wider settlements surrounding these towns.

Importantly, responses were not confined to the main urban centres. The heatmap shows participation extending across the district's rural areas and smaller settlements, including communities located between and around the principal towns. This is significant given that residents of these areas may regularly travel into Huntingdonshire's towns for employment, shopping, services and leisure and therefore have an important interest in how town centre parking is managed.

The geographic pattern also demonstrates some participation from locations beyond the district boundary, reflecting the wider catchments served by Huntingdonshire's town centres and their parking facilities. This is particularly relevant to a parking strategy, as the Council's car parks are used not only by residents of the immediate towns but also by people travelling from surrounding communities.

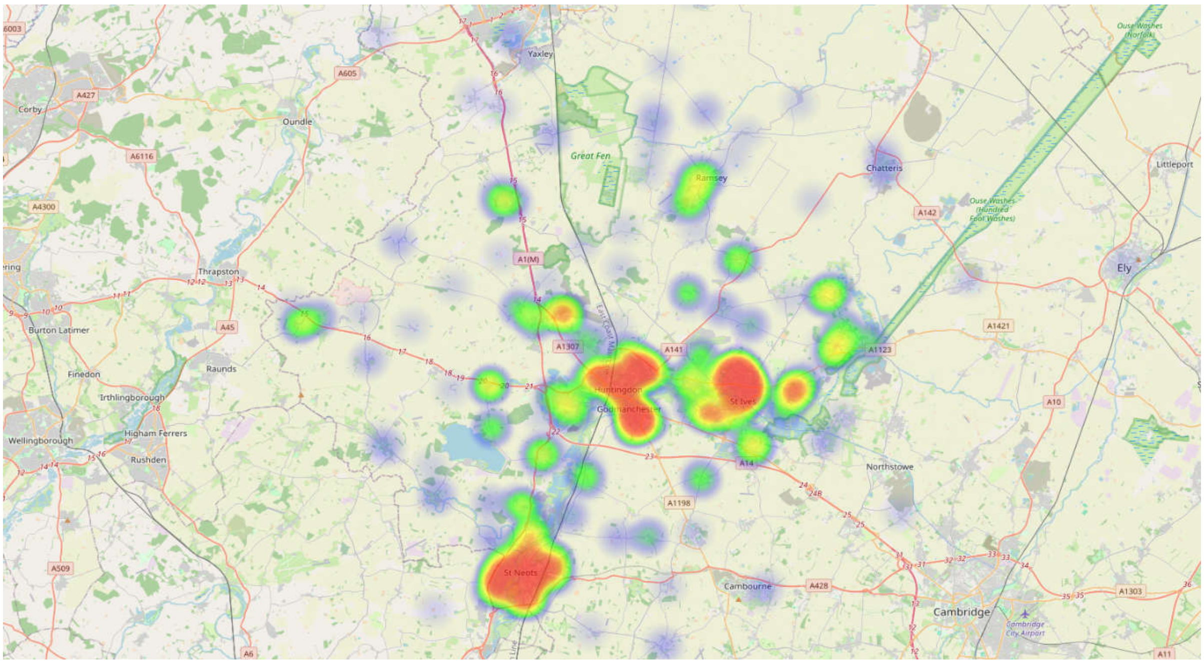

Figure 1 – Heatmap showing location of responses

The questionnaire contained a further 24 questions of both open and closed format and the data processed to access the responses and is summarised on the following pages. The following is a selection of questions from the questionnaire and an indication of the key responses that were provided.

3.2.2 RESPONDENT LOCATION AND TYPE

Question 2 asked respondents to identify the town or settlement with which they were most closely associated, or alternatively whether they were responding as a visitor or elected representative. The purpose of the question was not to establish a comprehensive picture of where respondents lived, but to understand the broad geographic distribution of responses in relation to the locations containing Council operated car parks.

Responses were strongly represented across the district's three largest towns. Huntingdon accounted for the highest proportion of responses at 27.65%, followed closely by St Neots at 25.19% and St Ives at 25.08%. Collectively, these three areas represented approximately 78% of all responses, reflecting their larger populations, greater concentration of Council-operated parking and the important role that parking plays in accessing their town centres.

The remaining towns and settlements generated smaller but still valuable levels of participation. Godmanchester accounted for 6.97% of responses and Ramsey for 4.07%, while Fenstanton (1.82%), Warboys (1.50%), Earith (1.39%) and Diddington (0.54%) provided representation from smaller communities. This is important in ensuring that the consultation was not focused exclusively on the district's principal town centres and captured views from people who may travel into them from surrounding settlements.

A further 2.57% of respondents identified themselves as visitors to Huntingdonshire, demonstrating that the consultation also captured the perspective of people travelling into the district. Elected representatives were separately represented, including Parish Councillors (2.14%), Huntingdonshire District Councillors (0.64%) and Town Councillors (0.43%). No respondents identified themselves as Cambridgeshire County Councillors.

3.2.3 AGE PROFILE

Question 3 asked respondents to identify their age range to provide an understanding of the demographic profile of participants and assess whether feedback had been received from a broad range of age groups.

Responses were received across most adult age categories, although participation was weighted towards older age groups. The largest proportion of respondents were aged 65–74, accounting for 24.09%, followed by those aged 50–59 at 20.65%. Respondents aged 60–64 represented a further 13.97%, meaning that almost 59% of respondents were aged 50 or above.

There was nevertheless meaningful representation from younger and middle aged adults. Those aged 25–39 accounted for 15.64% of responses, while 12.93% were aged 40–49. Respondents aged 75 and over represented 9.70%, demonstrating that the survey also successfully captured the views of older users for whom issues such as accessibility, proximity and ease of payment may be particularly relevant.

Participation among younger people was substantially lower. Only 1.04% of respondents were aged 18–24, while no responses were recorded from people under 18. A further 1.98% preferred not to provide their age. This is not unexpected for a consultation focused specifically on off-street car parking, where younger age groups, particularly those under driving age, are likely to have less direct interaction with the service.

3.2.4 USUAL MODE OF TRANSPORT

Question 4 asked respondents to identify the mode of transport they most frequently use when visiting Huntingdonshire's town and village centres.

The results demonstrate a clear reliance on private vehicles, with 83.92% travelling as a car or van driver and a further 6.16% as a passenger. Combined, this means approximately 90% of respondents usually access town and village centres by car or van, reinforcing the importance of parking provision to accessibility and town centre activity.

Use of other modes was comparatively limited. Walking accounted for 5.32% of responses and bus travel for 2.09%, while cycling represented 1.46%. All other modes individually accounted for less than 1% of responses.

3.2.5 PARKING PERMITS

Question 5 asked respondents whether they currently hold a parking permit issued by Huntingdonshire District Council and, where they did not, whether they were aware that permits are available.

Permit ownership amongst respondents was relatively low, with 1.99% holding an off-street parking permit and a further 0.42% holding both an off-street and on-street permit. No respondents reported holding an on-street permit only.

More notably, awareness of the permit offer was relatively limited. While 38.53% did not hold a permit but were aware of those available, 59.06% were unaware that parking permits are available.

The results therefore indicate an opportunity to improve the visibility and communication of the Council's parking permit offer. While permits will only be relevant to a proportion of users, greater awareness could help ensure that regular users understand the options available and can select the most appropriate and cost-effective parking arrangement for their needs.

3.2.6 SUPPORT FOR THE STRATEGY VISION

Respondents were asked whether they supported the proposed vision for the Huntingdonshire Car Park Strategy. The results demonstrate a strong overall level of support, with 72% of respondents supporting the proposed vision.

A further 16% were unsure, while 12% indicated that they did not support the vision. This means that almost three-quarters of respondents positively endorsed the proposed direction, with only around one in eight expressing opposition.

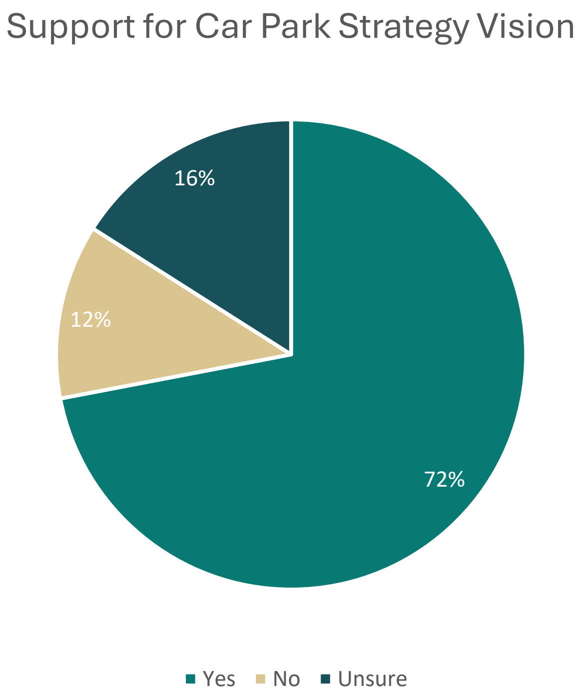

Figure 2 – Level of support for the proposed Car Park Strategy Vision

Summary of Comments on the Proposed Vision

The qualitative comments provide further context to the strong quantitative support for the proposed vision. A number of respondents welcomed the overall direction of the Strategy and supported the ambition to improve and modernise parking, strengthen town centres and ensure that parking remains accessible and responsive to future needs. One respondent specifically noted that improvements were required and welcomed positive changes, while others agreed with the principle that adequate parking is important to supporting town centres and the local economy.

There was also support for the vision's emphasis on considering parking as part of a wider transport system. Comments identified opportunities to improve walking, cycling and public transport alongside parking provision, with Huntingdon cited as an example where pedestrianisation, central bus access and car parking can perform complementary roles.

Accessibility and ease of use emerged as particularly important considerations. Respondents supported the principle of convenient parking close to shops, services and healthcare facilities, with calls for appropriate provision for disabled users and families. These comments reinforce the vision's emphasis on providing a safe, accessible and positive parking experience.

The comments also highlighted an important relationship between parking and town centre vitality. Respondents frequently recognised the role that accessible parking plays in supporting local businesses, enabling people from surrounding villages to visit the district's towns and maintaining access to shops and services. This broadly aligns with the Strategy's intention to support vibrant town centres and sustainable economic growth.

While the overall direction received substantial support, some respondents considered the wording of the vision to be too broad or difficult to translate into practical outcomes. There were requests for clearer explanation of terms such as "future focused" and greater detail on how the vision would translate into decisions on parking capacity, tariffs, accessibility and investment. Even some comments describing the vision positively sought greater clarity about how it would be delivered.

A significant recurring concern related to the potential loss or redevelopment of existing town centre parking, particularly in St Neots and St Ives. These comments were often framed not as opposition to the principles of the vision itself, but as a concern that sufficient, conveniently located parking must be retained if the Strategy is to achieve its objectives for accessibility, economic vitality and positive user experience.

Overall, the findings provide a clear mandate for the overarching direction of the Strategy. The level of support indicates broad agreement with the proposed approach of balancing effective parking provision with town centre vitality, economic growth, accessibility, operational efficiency and increased opportunities for active and sustainable travel.

3.2.7 PRIORITISING STRATEGY THEMES

Respondents were asked to rank the four proposed Strategy themes in order of importance, providing a clear indication of the relative priorities that stakeholders believe should guide the Council over the next 5–10 years.

Support Thriving Town Centres and Economic Activity was ranked as the clear highest priority, achieving a score of 3,537. This demonstrates a strong expectation that parking should continue to support access to Huntingdonshire's town centres, contribute to their vitality and help sustain local businesses and economic activity. This finding is consistent with earlier feedback emphasising the importance of convenient parking in supporting visits to shops, services and other town centre destinations.

Deliver a Modern, Efficient and Customer-Focused Parking Service was ranked second, with a score of 2,532. This indicates strong support for improving the quality and operation of the parking service, including making parking convenient, accessible and straightforward for users.

Integrate Parking with Active and Sustainable Transport ranked third, scoring 2,252. While respondents therefore recognised the importance of considering parking alongside wider travel choices, it was considered a lower priority than supporting town centres and improving the existing parking service.

Manage Parking Assets Responsibly and Plan for the Future was ranked fourth, with a score of 2,069. Although still an important component of the Strategy, respondents placed comparatively greater emphasis on the more immediate role of parking in supporting town centres and meeting customer needs.

Theme	Score	Rank
Support Thriving Town Centres and Economic Activity	3537	1
Deliver a Modern, Efficient, and Customer-Focused Parking Service	2532	2
Integrate Parking with Active and Sustainable Transport	2252	3
Manage Parking Assets Responsibly and Plan for the Future	2069	4

Table 1 – Ranking of Car Park Strategy Themes

3.2.8 SUPPORT FOR THEME 1 - SUPPORT THRIVING TOWN CENTRES AND ECONOMIC ACTIVITY

Theme 1 received an exceptionally high level of support, with 95% of respondents indicating that they supported the proposed theme. Only 1% did not support it, while a further 4% were unsure.

The results demonstrate a clear consensus that the Council's car parks should play an important role in supporting Huntingdonshire's town centres, local businesses, visitors and future growth. The very limited level of opposition indicates widespread recognition of the relationship between accessible and appropriately located parking and the continued vitality of the district's town centres.

This finding is also consistent with the earlier ranking exercise, where Support Thriving Town Centres and Economic Activity was identified as the highest priority of the four Strategy themes. Taken together, the results provide particularly strong support for positioning town centre vitality and economic activity at the forefront of the Car Park Strategy.

Figure 3 illustrates the breakdown of support for Theme 1.

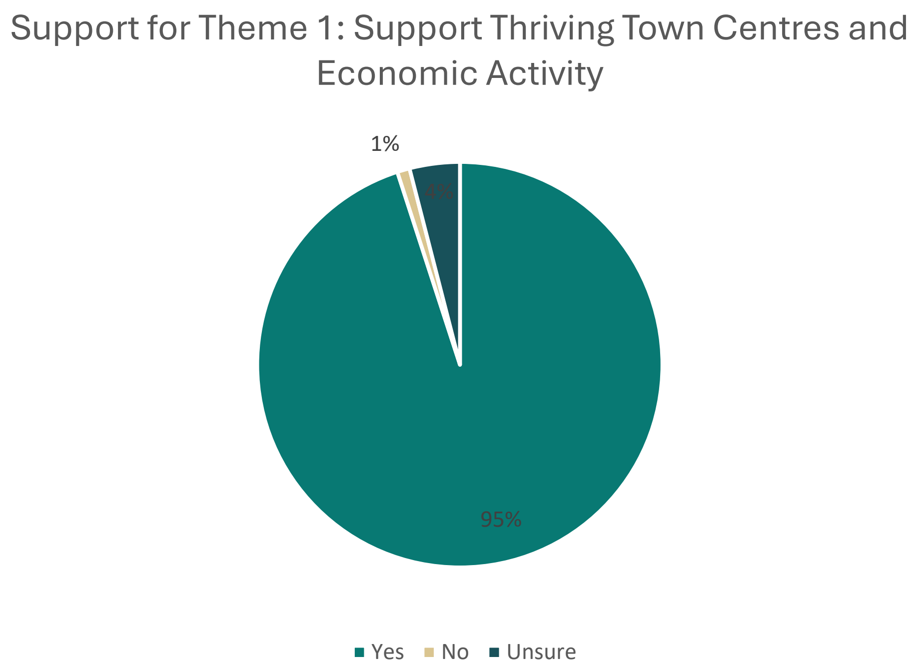

Figure 3 – Level of support for Theme 1: Support Thriving Town Centres and Economic Activity

3.2.9 SUPPORT FOR THEME 1 OBJECTIVES

Respondents were asked to indicate the importance they placed on each of the five objectives within Theme 1. The results demonstrate strong support across all five objectives, although there are clear differences in the relative priority attached to each.

Support Town Centres received the strongest endorsement, with 80% rating the objective as very important and a further 18% as important. With 98% combined support, this was the highest-rated objective within Theme 1 and reinforces the wider consultation finding that parking should principally support thriving town centres, local businesses and visitors.

Fair Parking Charges was the second-highest priority, with 74% considering the objective very important and 22% important, providing combined support of 96%. This demonstrates the importance respondents place on parking charges remaining fair, appropriate and responsive to local circumstances.

The Right Parking in the Right Places also received strong support, with 58% identifying it as very important and 34% as important, equivalent to 92% combined support. This indicates broad recognition that different locations and types of trip require different forms of parking provision.

Parking for Events and Visitors achieved 89% combined support, comprising 43% very important and 46% important. This demonstrates support for retaining sufficient flexibility within the parking estate to respond to seasonal demand, events and periods of increased visitor activity.

Better Signs and Car Parks received the lowest level of support within the theme, although 76% still considered it either very important or important. Some 23% considered this objective not important, suggesting that improvements to signage, directions and car park appearance are generally supported but are regarded as a lower priority than town centre support, fair charges and appropriate parking provision.

Table 2 below provides a breakdown for each of the five objectives for Theme 1.

Objective	Very important	Important	Not important	Don't know
Support Town Centres - We will manage parking to support thriving town centres, local businesses and visitors.	80%	18%	1%	1%
The Right Parking in the Right Places - We will provide the right type of parking in the right locations, such as short-stay parking near shops and long-stay parking further away.	58%	34%	6%	2%
Better Signs and Car Parks - We will improve car park signs, directions and the overall appearance of council car parks.	29%	47%	23%	1%
Fair Parking Charges - We will review parking charges regularly to ensure they remain fair, appropriate and based on local needs.	74%	22%	3%	1%
Parking for Events and Visitors - We will ensure parking can respond to busy periods, events and increased visitor demand.	43%	46%	8%	3%

Table 2 – Support for Theme 1 Objectives

Summary of Comments – Theme 1 Objectives

The feedback broadly reinforces the high levels of support recorded for the Theme 1 objectives. A recurring message was that accessible and appropriately located parking is regarded as an important component of supporting successful town centres, particularly for local shops, services, hospitality businesses and other town centre activities. Respondents frequently emphasised the importance of retaining convenient parking close to town centres rather than viewing parking solely as a transport-management issue.

There was particularly strong interest in fair and affordable parking charges. Many respondents advocated free or low cost short-stay parking, including suggestions for the first 30 minutes or hour to be free, to encourage people to make shorter visits and support local businesses. Others supported a more flexible approach to tariffs, with charges varying according to location, demand and time of day rather than applying a uniform model.

The principle of providing the right parking in the right places was also generally supported, although respondents stressed this should not automatically mean locating all long-stay parking further from town centres. Accessibility was a consideration for older people, people with mobility difficulties, families and those travelling from rural areas where public transport alternatives may be limited. Respondents favoured a flexible mix of short and longer-stay provision in accessible locations.

Comments also identified practical opportunities to improve the quality of the parking experience, including clearer signage and wayfinding, more reliable and easier-to-use payment machines, better lighting, CCTV, cleanliness and maintenance. These comments suggest that although this objective received a comparatively lower importance rating, there remains clear support for targeted improvements where existing facilities are deficient.

There was also recognition of the need for sufficient capacity during events and periods of peak demand, with respondents highlighting the importance of parking in supporting markets, leisure activities, the evening economy and other town centre events.

A significant strand of the feedback related to concerns about the potential loss or redevelopment of existing town centre parking, particularly Tebbutts Road in St Neots and car parks in St Ives. While these comments extend beyond the objectives themselves, they demonstrate the importance respondents attach to ensuring that future decisions about individual parking assets are evidence-led and consider accessibility, displacement, town centre vitality and periods of peak demand.

Overall, the results establish a clear hierarchy within Theme 1, with respondents placing the greatest emphasis on supporting town centres and ensuring fair parking charges. Importantly, however, every objective received majority support, providing a strong basis for retaining all five within the Strategy while using the results to help reflect stakeholder priorities in how they are presented and ultimately taken forward.

3.2.10 SUPPORT FOR THEME 2 - INTEGRATE PARKING WITH ACTIVE AND SUSTAINABLE TRANSPORT

Theme 2 received a clear level of support, with 66% of respondents indicating that they supported the proposed theme. A further 22% were unsure, while 12% did not support it.

The results demonstrate broad support for the principle that the Council's car parks should form part of the wider transport network and, where appropriate, provide opportunities to encourage active and sustainable travel. The relatively high proportion of respondents who were unsure suggests that there may be some uncertainty around how this would work in practice and the types of measures that could be introduced within individual car parks.

This finding is also consistent with the earlier ranking exercise, where Integrate Parking with Active and Sustainable Transport was ranked third of the four Strategy themes. Taken together, the results demonstrate that sustainable transport integration is supported by a clear majority of respondents, although it is considered a lower priority than supporting thriving town centres and delivering a modern, efficient and customer-focused parking service.

Figure 4 illustrates the breakdown of support for Theme 2.

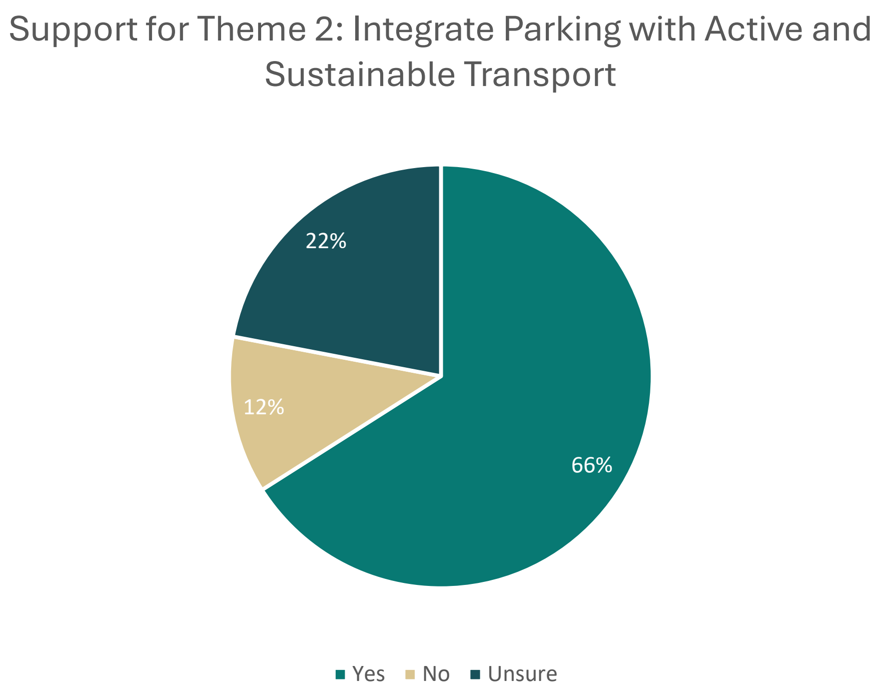

Figure 4 – Level of support for Theme 2: Integrate Parking with Active and Sustainable Transport

3.2.11 SUPPORT FOR THEME 2 OBJECTIVES

Respondents were asked to indicate the importance they placed on each of the five objectives within Theme 2. The results show majority support for all five objectives, although levels of support are more varied than those recorded for Theme 1.

Support Sustainable Travel received the strongest overall endorsement, with 30% rating the objective as very important and 43% as important, giving 73% combined support. This indicates broad recognition that car parks can play a role in supporting walking, cycling, public transport and other sustainable travel choices.

Walking and Cycling Facilities received 65% combined support, comprising 27% very important and 38% important. While almost one-third (32%) considered the objective not important, the majority supported improving facilities for people walking and cycling to and from Council car parks.

Future Transport Hubs achieved 63% combined support, with 23% considering the objective very important and 40% important. This provides a positive basis for exploring the longer-term potential for locations combining parking with cycling, walking and public transport connections, although the 10% who were unsure suggests the concept may require further explanation as proposals develop.

Electric Vehicle Charging received 59% combined support, comprising 16% very important and 43% important. However, 34% considered this objective not important, demonstrating a more mixed view on the role of Council car parks in supporting EV infrastructure.

Working with Partners received the lowest level of support within the theme, although a small majority (52%) still considered it very important or important. Some 38% considered the objective not important and 10% were unsure, suggesting that respondents place greater priority on tangible improvements within car parks than wider partnership activity intended to influence travel behaviour.

Table 3 below provides a breakdown for each of the five objectives for Theme 2.

Objective	Very important	Important	Not important	Don't know
Support Sustainable Travel - Support walking, cycling, buses and other sustainable ways to travel.	30%	43%	24%	4%
Walking and Cycling Facilities - Improve facilities for people walking and cycling to and from council car parks.	27%	38%	32%	4%
Electric Vehicle Charging - Provide electric vehicle charging where there is demand.	16%	43%	34%	6%
Working with Partners - Work with partners to encourage more sustainable travel and reduce parking demand.	18%	34%	38%	10%

Future Transport Hubs - Identify locations for future transport hubs with parking, cycling, walking and public transport connections.	23%	40%	27%	10%

Table 3 – Support for Theme 2 Objectives

Summary of Comments – Theme 2 Objectives

The qualitative feedback provides useful context to the more mixed results for Theme 2. While a number of respondents supported the principle of integrating parking with active and sustainable transport, comments frequently stressed that measures need to reflect the rural character of Huntingdonshire and the practical travel choices available to residents. In particular, respondents highlighted that many villages have limited or infrequent public transport and that walking or cycling is not a realistic alternative for every journey, particularly for older people, those with mobility difficulties, families and people carrying shopping.

There was nevertheless positive support for better walking and cycling infrastructure, particularly safe pedestrian routes and secure cycle parking. Several respondents identified cycle security as a barrier to cycling into town centres, suggesting that better quality secure facilities could make cycling more attractive.

Comments on electric vehicle charging were also broadly supportive of appropriate additional provision, with suggestions that charging should be targeted towards locations where evidence demonstrates demand. Some respondents specifically supported installing charging infrastructure within existing car parks, although there was concern that this should not unnecessarily reduce general or accessible parking capacity.

Views on future transport hubs and partnership working were more cautious. Some respondents recognised the potential for transport hubs to support sustainable travel and local businesses, but others questioned their suitability for smaller market towns or felt that existing public transport services should be improved before significant investment is made in new facilities. Partnership working was also seen as requiring clearer definition and alignment between the organisations involved.

A particularly strong recurring message was that sustainable transport measures should complement rather than replace accessible town centre parking. There was concern that support for these objectives could be interpreted as support for removing parking spaces or relocating parking away from town centres. Respondents therefore emphasised retaining appropriate parking while improving realistic alternatives to car travel.

The findings demonstrate support for retaining all five objectives within Theme 2, while establishing a clear hierarchy of priorities. Respondents placed greatest importance on supporting sustainable travel and improving walking and cycling facilities, with more measured support for future transport hubs, EV charging and partnership working.

3.2.12 SUPPORT FOR THEME 3 - DELIVER A MODERN, EFFICIENT, AND CUSTOMER-FOCUSED PARKING SERVICE

Theme 3 received a very high level of support, with 91% of respondents indicating that they supported the proposed theme. Only 2% did not support it, while a further 7% were unsure.

The results demonstrate a strong consensus that the Council should continue to modernise and improve the operation of its parking service, with an emphasis on making parking simple, safe and convenient for customers. The very limited level of opposition suggests widespread support for improvements to car parks, customer experience and the way in which parking services are managed.

This finding is also consistent with the earlier ranking exercise, where Deliver a Modern, Efficient, and Customer-Focused Parking Service was identified as the second highest priority of the four Strategy themes. Taken together, the results provide strong support for prioritising service modernisation, operational efficiency and customer experience within the Car Park Strategy.

Figure 5 illustrates the breakdown of support for Theme 3.

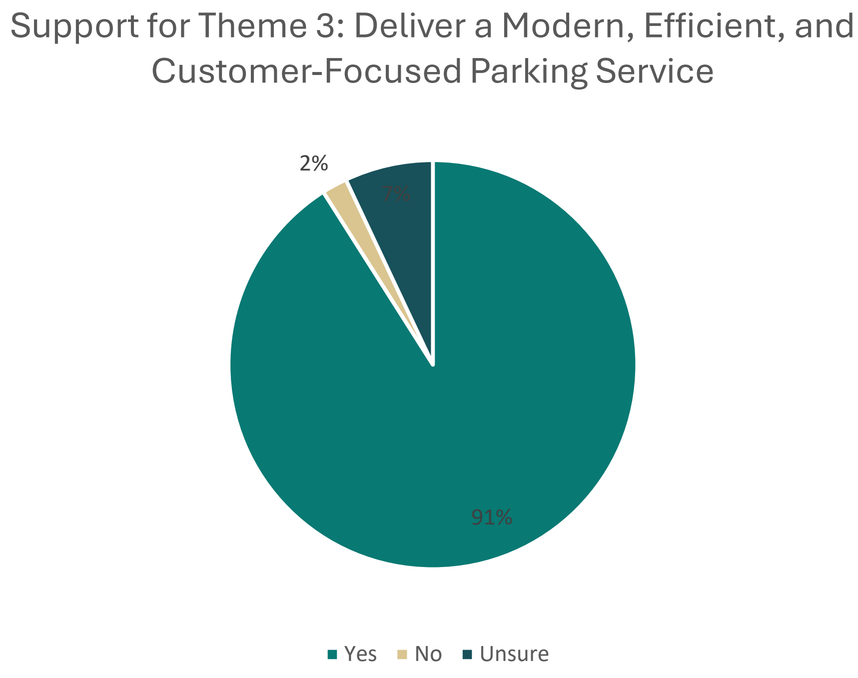

Figure 5 – Support for Theme 3: Deliver a Modern, Efficient, and Customer-Focused Parking Service

3.2.13 SUPPORT FOR THEME 3 OBJECTIVES

The results demonstrate strong support for the majority of objectives, particularly those directly associated with customer experience, car park condition and fair enforcement.

Easy and Accessible Parking received the strongest endorsement, with 75% rating the objective as very important and 23% as important, providing 98% combined support. This demonstrates a particularly strong expectation that the parking service should be safe, accessible and straightforward for all users.

Looking After Our Car Parks also received exceptionally strong support, with 61% considering the objective very important and 36% important, equivalent to 97% combined support. This highlights the importance respondents place on maintaining existing parking assets so that they remain safe, reliable and in good condition.

Fair Parking Enforcement achieved 89% combined support, comprising 44% very important and 45% important. The results demonstrate widespread support for parking rules being applied fairly and consistently, with only 8% considering this objective not important.

Views were more mixed regarding Using Parking Data, although a majority (61%) still considered the objective very important or important. Some 28% considered it not important and 10% were unsure, suggesting that respondents place greater importance on the outcomes delivered by the parking service than the underlying data used to inform management decisions.

Similarly, Using Technology received 60% combined support, comprising 24% very important and 36% important. However, 33% considered it not important and 7% were unsure. This suggests support for technology where it delivers clear customer or operational benefits, but comparatively less appetite for technology being introduced for its own sake. Table 4 below provides a breakdown for Theme 3 Objectives.

Objective	Very important	Important	Not important	Don't know
Easy and Accessible Parking - Provide a safe, accessible and easy-to-use parking service for everyone.	75%	23%	1%	1%
Using Technology - Use technology to make parking easier and improve the parking service.	24%	36%	33%	7%
Using Parking Data - Use parking data to help improve how council car parks are managed.	18%	43%	28%	10%
Fair Parking Enforcement - Ensure parking rules are applied fairly and consistently.	44%	45%	8%	3%
Looking After Our Car Parks - Maintain council car parks so they remain safe, reliable and in good condition.	61%	36%	2%	1%

Table 4 – Support for Theme 3 Objectives

Summary of Comments – Theme 3 Objectives

The feedback broadly reinforces the quantitative results, with respondents placing particular emphasis on accessible, straightforward and well-maintained parking. Safety, lighting, surface condition, clearly marked spaces, functioning lifts and appropriate provision for disabled users were frequently identified as important components of a customer focused parking service. A number of respondents specifically highlighted potholes and maintenance issues within existing car parks as areas requiring attention.

The most prominent issue concerned the use of technology. While respondents recognised that technology can make parking easier and more convenient, there was a strong view that it should supplement rather than replace conventional payment methods. Many respondents stressed the importance of retaining cash and/or card payment, particularly for older people, those without smartphones and users experiencing poor mobile connectivity. Reliability and simplicity were recurring themes, with concern about malfunctioning machines, difficult-to-read screens and the proliferation of different parking apps.

There was nevertheless support for technology where it provides a clear customer benefit, including contactless payment, pay-on-exit arrangements, ANPR and simpler payment systems. The underlying message was that technology should make parking quicker and easier rather than introduce additional complexity.

Comments on parking data were less prominent, although some respondents supported its use where it leads to better-informed decisions, while others wanted greater transparency about how data would be used. Similarly, fair enforcement was generally regarded as important, particularly to prevent inappropriate use of disabled and restricted spaces, although respondents emphasised that enforcement should be proportionate, consistent and genuinely fair.

3.2.14 SUPPORT FOR THEME 4 - MANAGE PARKING ASSETS RESPONSIBLY AND PLAN FOR THE FUTURE

Theme 4 received a strong level of support, with 80% of respondents indicating that they supported the proposed theme. Only 5% did not support it, while a further 15% were unsure.

The results demonstrate broad recognition of the need for the Council to manage its parking assets strategically and plan for future requirements, rather than considering current parking provision in isolation. The high level of support suggests respondents recognise the importance of ensuring the parking estate remains appropriate as the district grows and travel patterns and town centre needs evolve.

The comparatively higher level of uncertainty may reflect the broad nature of the theme and the potential implications of reviewing individual sites or changing how parking assets are used. This reinforces the importance of ensuring that any future changes are evidence-led, reflect local parking demand and capacity, and continue to provide appropriate parking to support communities and town centres.

While Theme 4 was ranked fourth in the earlier priority exercise, the 80% support demonstrates that respondents nevertheless consider responsible asset management and long-term planning to be an important component of the Car Park Strategy.

Figure 6 illustrates the breakdown of support for Theme 4.

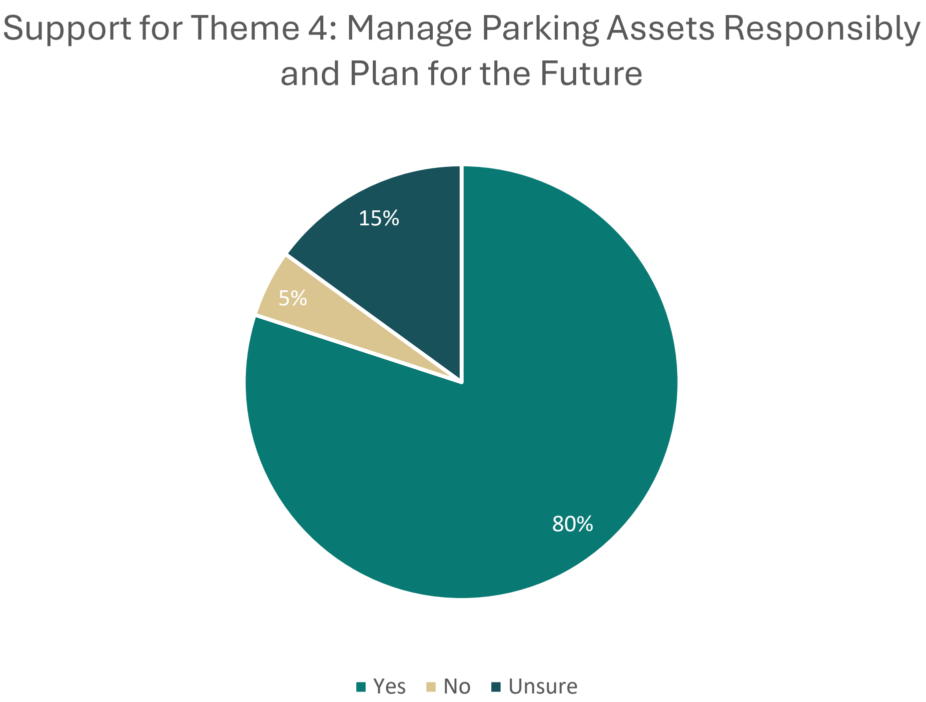

Figure 6 – Support for Theme 4: Manage Parking Assets Responsibly and Plan for the Future

3.2.15 SUPPORT FOR THEME 4 OBJECTIVES

The results demonstrate strong support for the objectives focused on ensuring sufficient parking provision and planning for future growth, with more mixed views on the potential reuse of underutilised parking assets.

Monitoring Parking Demand received the strongest overall endorsement, with 55% rating the objective as very important and 40% as important, giving 95% combined support. This demonstrates a clear expectation that future parking decisions should be based on evidence of demand and that the Council should continue to monitor whether sufficient parking is available as the district develops.

Planning for the Future also received very strong support, with 56% considering the objective very important and 39% important, equivalent to 95% combined support. Together with the monitoring objective, this indicates that respondents place considerable importance on ensuring the parking estate evolves in response to growth and changing needs rather than reacting to issues as they arise.

Supporting Future Growth achieved 88% combined support, comprising 47% very important and 41% important. This reinforces the view that parking should continue to play a role in supporting new development, growing communities and the district's economy.

Making Better Use of Car Parks received 73% combined support, with 30% rating it very important and 43% important. Although this represents a positive majority, 20% considered the objective not important, indicating some caution about changes to existing car parks and the importance of retaining parking where it continues to meet a local need.

The most mixed response related to Considering Alternative Uses. Only 47% considered the objective very important or important, while 41% considered it not important and 12% were unsure. This is a notably different response to the other objectives within Theme 4 and suggests that some respondents interpreted the objective as indicating a potential loss of parking spaces rather than a review of whether underused assets could serve wider community or regeneration purposes where sufficient parking capacity remains available.

In response to this feedback, the objective will be refined in the final Strategy to provide greater clarity about its intended purpose. The revised wording will make clear that alternative uses would only be considered where robust evidence demonstrates that parking demand can continue to be met, that any potential displacement has been assessed, and that decisions would be based on the wider strategic role of the car park rather than current utilisation alone. This clarification is intended to reflect the concerns raised through the consultation while retaining the principle of making the best use of Council owned assets where appropriate.

Objective	Very important	Important	Not important	Don't know
Monitoring Parking Demand - Monitor parking demand to ensure enough parking is available as the district grows.	55%	40%	2%	3%
Planning for the Future - Plan ahead for future parking needs as towns and communities grow.	56%	39%	3%	2%
Making Better Use of Car Parks - Review underused car parks to see how they could be used more effectively.	30%	43%	20%	7%
Considering Alternative Uses - Consider alternative uses for suitable car parks where parking needs can still be met.	15%	32%	41%	12%
Supporting Future Growth - Ensure parking supports new development and future growth across the district.	47%	41%	6%	6%

Table 5 – Support for Theme 4 Objectives

Summary of Comments – Theme 4 Objectives

The feedback broadly reinforced the strong support for monitoring parking demand, planning for future needs and ensuring that parking provision responds to growth. Respondents frequently highlighted the continuing expansion of Huntingdonshire's towns and the importance of ensuring that sufficient parking capacity is retained to support residents, visitors, businesses and access to services. Several comments specifically emphasised that monitoring should consider variations across the week, seasonal demand and busy periods rather than relying on a snapshot of utilisation.

There was also support in principle for making better use of underutilised car parks, although respondents stressed that the reasons for lower utilisation should first be understood. Suggestions included reviewing tariffs, improving how existing capacity is used and considering complementary activities or community uses during quieter periods. Some respondents recognised that alternative uses could be appropriate where a site is genuinely underutilised and parking requirements can continue to be accommodated.

The strongest concern related to the objectives concerning Making Better Use of Car Parks and Considering Alternative Uses. A significant theme within the comments was concern that these objectives could result in the redevelopment or permanent loss of existing town centre parking. Respondents frequently referred to the importance of considering the wider function of individual car parks, including their contribution to accessibility, town centre businesses, events and future parking capacity.

There was also evidence that the wording of Considering Alternative Uses was open to different interpretations. Some respondents indicated that they might support alternative uses such as community facilities or public space but interpreted the objective primarily as referring to redevelopment.

3.2.16 SHORT-STAY AND LONG-STAY PARKING DURATIONS

The next three questions explored respondents' views on how short-stay and long-stay parking should be defined within the Strategy. The results indicate a preference for flexibility rather than highly restrictive duration controls, particularly within long-stay car parks.

For short-stay parking, the most common response was a maximum stay of up to 2 hours, selected by 43% of respondents. A further 24% favoured up to 3 hours and 21% up to 4 hours, while only 8% considered one hour sufficient. Overall, the results suggest that a 2–3 hour maximum duration would most closely reflect user expectations, providing sufficient time to visit shops, services, appointments or hospitality venues while still supporting turnover of centrally located spaces.

When asked about the shortest stay that should be available within a long-stay car park, responses were weighted towards shorter durations. 38% favoured an option of up to 1 hour, with a further 27% selecting up to 2 hours. This indicates that respondents value the ability to use long-stay car parks flexibly, rather than requiring users to commit to a longer minimum stay simply because a facility is designated as long stay.

The strongest consensus was recorded for the maximum duration within long-stay car parks. More than half of respondents (55%) supported parking for up to 23 hours, while a further 15% favoured up to 12 hours. Only small proportions selected limits below eight hours. This demonstrates clear support for long-stay car parks accommodating genuinely extended visits, including employment, longer leisure visits and other all-day activity.

Taken together, the findings support a parking structure in which short-stay car parks prioritise turnover but still provide sufficient time for meaningful town-centre visits, while long-stay car parks offer much greater flexibility in both minimum and maximum duration. This reinforces the Strategy's wider principle that tariff and duration structures should respond to the function and desired use of individual car parks rather than applying a single uniform model across the district.

3.2.17 CAR PARK TYPE BY ACTIVITY

Respondents were asked whether they would typically use a short-stay car park, long-stay car park or either type of car park for a range of common activities. The results demonstrate a clear relationship between the expected duration and purpose of a visit and the type of parking respondents consider most appropriate.

Short-stay parking was strongly preferred for activities involving relatively brief and convenient access to services. This was particularly evident for supermarkets and convenience stores, where 68% selected short stay, and doctor and dental appointments, where 65% selected short stay. Access to town centres and shopping areas also showed a preference for short-stay parking at 49%, although a substantial 43% considered either type of car park appropriate.

In contrast, long-stay parking was clearly preferred for activities involving extended periods away from the vehicle. This included parking for work (63%), accessing the train station (60%), longer healthcare visits (48%) and visiting family and friends (44%). These findings demonstrate the importance of retaining long-stay provision for employment, commuting and other activities where users require parking for several hours.

For a number of activities, respondents demonstrated greater flexibility. All car parks was the most common response for accessing a home or place of residence (57%), visiting family and friends (51%) and accessing green spaces (47%). Leisure and community facilities produced the most evenly distributed response, with 28% selecting short stay, 32% long stay and 40% either type.

Table 6 below provides a breakdown for car park activity.

Activity	Short Stay	Long Stay	All Car Parks
Access town centres and shopping areas	49%	8%	43%
Near supermarkets and convenience stores	68%	5%	27%
Near leisure and community facilities	28%	32%	40%
For doctor and dental appointments	65%	8%	27%
Around longer healthcare	9%	48%	43%
Near to green spaces	11%	42%	47%
Near to the train station	2%	60%	37%
Parking for work	1%	63%	36%
Parking to visit family and friends	5%	44%	51%
Parking to access my home/place of residence	4%	39%	57%

Table 6 – Car park type by activity

3.2.18 AVAILABILITY OF SHORT-STAY TARIFFS

Respondents were asked whether all Council owned car parks should provide a short-stay parking tariff. The results demonstrate a clear preference for flexibility, with 68% stating that all car parks should offer a short-stay tariff.

Only 11% considered that short-stay tariffs should be limited to car parks close to town centres, while 12% preferred a more targeted approach whereby short-stay tariffs would only be provided at selected car parks where there is evidence of demand. A further 9% were unsure.

The results therefore indicate strong support for enabling customers to undertake shorter visits across the Council's parking estate, rather than restricting this option according to the formal designation or location of a car park. This is consistent with the earlier findings showing that respondents value flexibility within long-stay car parks and want parking arrangements to accommodate a range of journey purposes and durations.

The findings support the Strategy's proposed principle of "pay for what you use" where appropriate, allowing customers to select a tariff that more closely reflects the duration of their visit. However, the suitability and structure of short-stay tariffs should continue to be considered on an individual car park basis, taking account of location, demand and the intended function of each site.

3.2.19 INFLUENCE OF PARKING CHARGES ON CAR PARK CHOICE

Respondents were asked whether a lower parking charge would influence which car park they used where two Council owned car parks were within a similar walking distance of their destination.

The results demonstrate that parking price is a significant influence on user choice, with 60% stating that a lower charge would definitely influence which car park they selected. A further 19% indicated that it probably would, meaning that 79% of respondents could potentially be influenced by differences in price.

Only 7% considered that price would probably not influence their decision, while 14% stated that they would choose based on convenience rather than price.

The findings demonstrate the potential for differential tariffs to influence how demand is distributed across the Council's parking estate. Where suitable alternative car parks serve similar destinations, pricing could therefore be used strategically to encourage greater use of available capacity and reduce pressure on more heavily used sites. This supports the Strategy's principle that differential pricing by individual car park can be appropriate, provided tariff decisions are informed by evidence, location, demand and the intended function of each site.

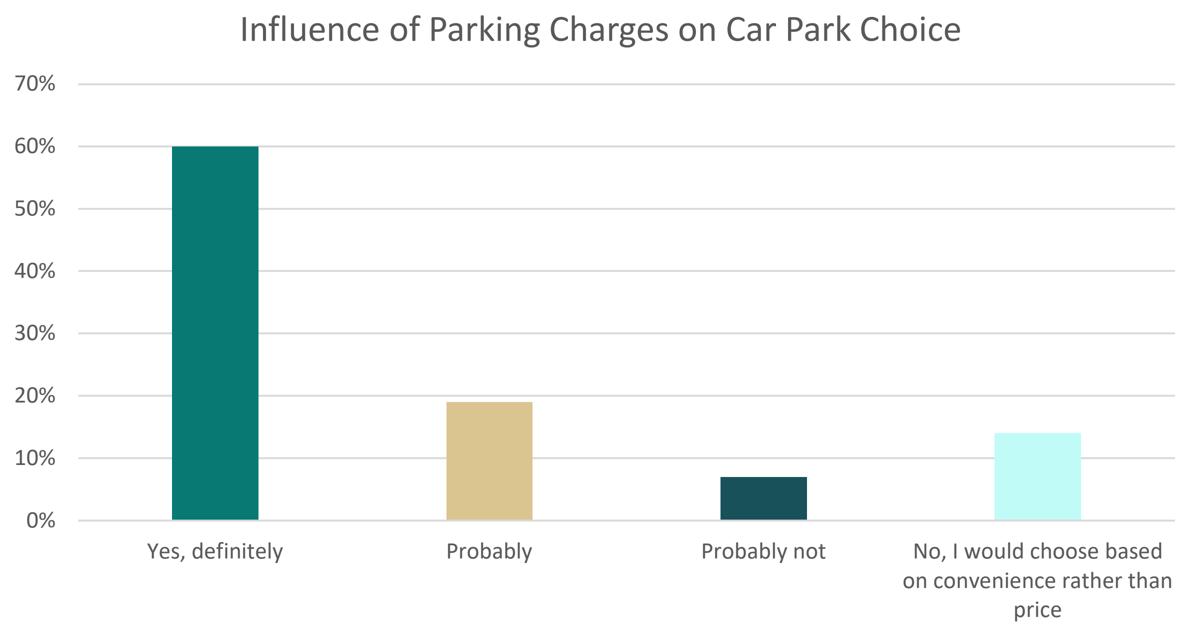

Figure 7 – Influence of parking charges on car park choice

3.2.20 SUPPORT FOR DIFFERENTIAL PARKING CHARGES

Respondents were asked whether they would support different parking charges in less busy car parks where this could encourage greater use and reduce pressure on busier locations.

The results demonstrate clear overall support for this approach, with 25% strongly supporting and 40% supporting differential charges, giving a combined support level of 65%. A further 23% neither supported nor opposed the principle.

Only 12% expressed opposition, split equally between 6% who opposed and 6% who strongly opposed the approach. This indicates that resistance to using tariffs as a mechanism for redistributing parking demand is relatively limited.

The findings are consistent with the previous question, which demonstrated that parking price can significantly influence car park choice. Together, the results provide support for the Strategy's principle that differential pricing between individual car parks can be appropriate, particularly where it can encourage greater use of available capacity and reduce pressure on more heavily used locations. Any such approach should nevertheless be informed by evidence of demand, location and the intended function of individual car parks.

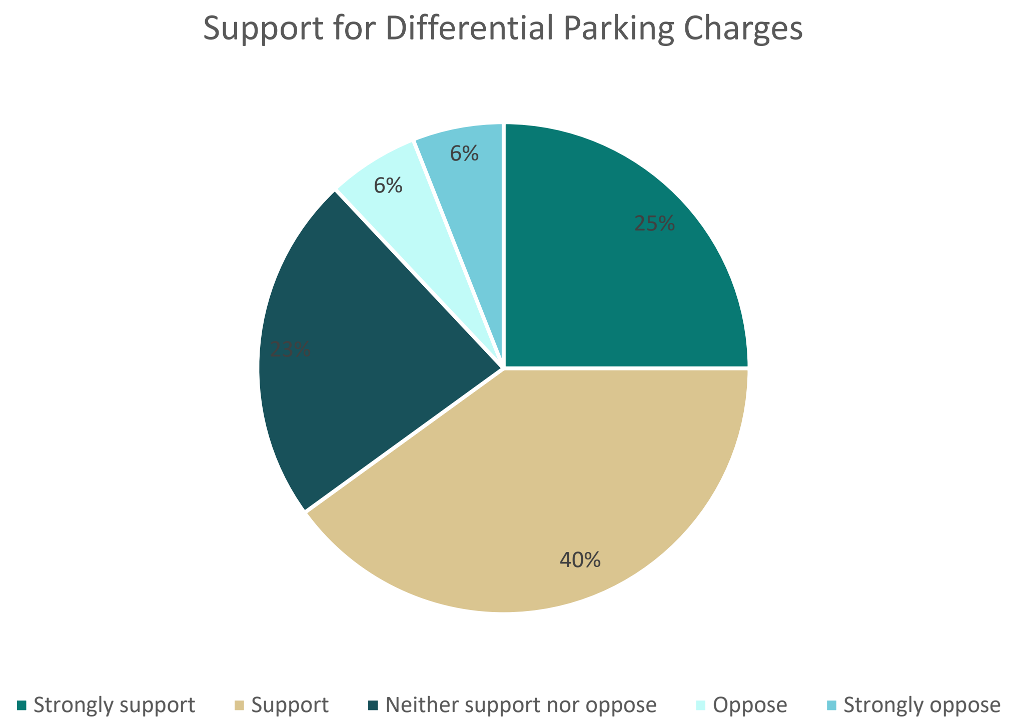

Figure 7 – Support for differential parking charges

3.2.21 INFLUENCE OF PARKING CHARGES ON TRAVEL DECISIONS

Respondents were asked to consider how parking charges influence when they choose to visit and park within Huntingdonshire. The results demonstrate a mixed picture, indicating that charges influence the behaviour of some users more strongly than others.

For the statement that parking charges do not influence when respondents visit, 38% agreed or strongly agreed, while a slightly higher 42% disagreed or strongly disagreed. This suggests that parking charges can influence the timing of visits for a substantial proportion of users, although the effect is not universal.

There was also evidence that some respondents actively adjust their behaviour to take advantage of periods when parking charges do not apply. 38% agreed or strongly agreed that they park after 6pm to avoid charges, compared with 32% who disagreed. The effect was more pronounced on Sundays, with 47% agreeing or strongly agreeing that they shop on a Sunday to avoid parking charges, compared with 29% who disagreed.

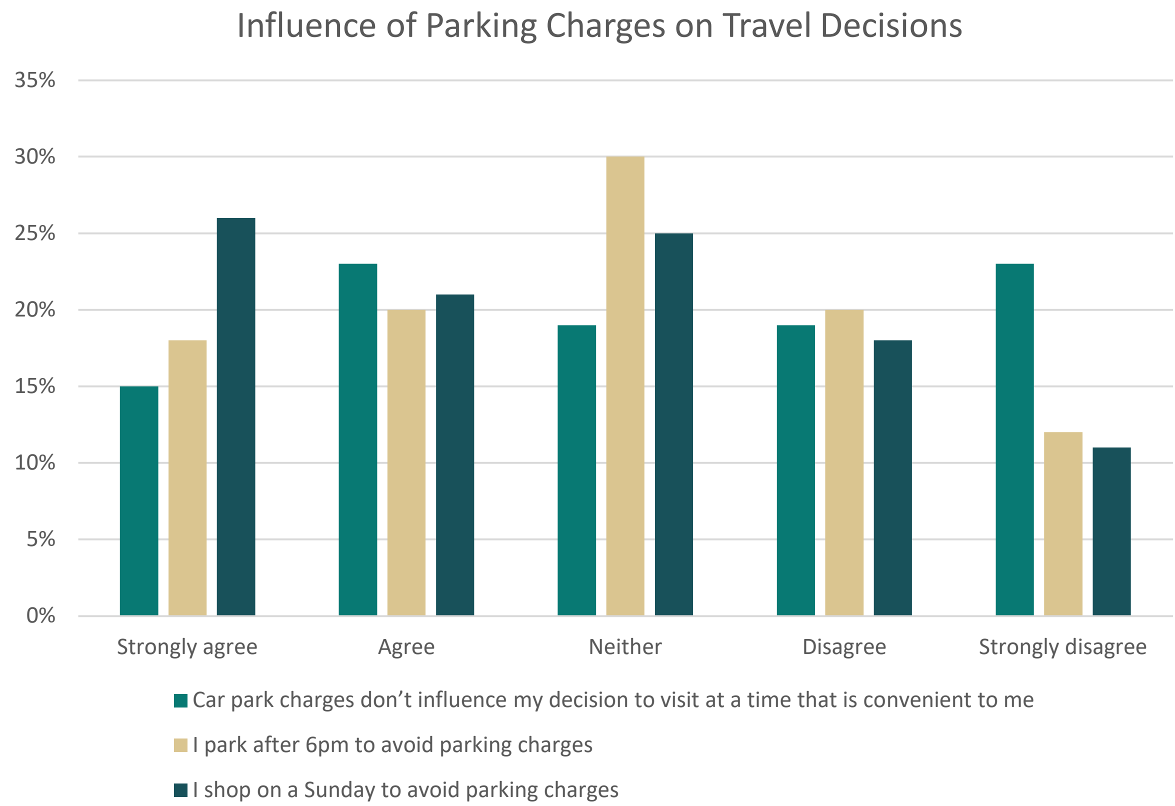

Figure 8 – Influence of Parking Charges on Travel Decisions

3.2.22 ADDITIONAL OBJECTIVES SUGGESTED BY RESPONDENTS

Question 24 provided respondents with an opportunity to identify any additional objectives or issues they felt should be explored further within the Car Park Strategy. The comments covered a wide range of topics, although several clear recurring themes emerged.

The most prominent theme related to parking charges and affordability. Respondents frequently suggested free or reduced-cost short-stay parking, particularly the first 30 minutes or one hour, as a means of supporting local shops and encouraging shorter town-centre visits. Other suggestions included cheaper long-stay parking, evening concessions, pay on exit or pay for what you use arrangements, and ensuring charges remain reasonable.

A second strong theme concerned protecting sufficient parking capacity. A number of respondents opposed the redevelopment of existing town centre car parks and emphasised that future decisions should take account of population growth, town centre activity and the potential displacement of parking. Tebbutts Road and the Cattle Market were specifically referenced within a number of comments.

Accessibility and inclusivity were also frequently raised. Suggestions included additional Blue Badge spaces, provision for people with limited mobility who do not qualify for a

Blue Badge, parent and child spaces, wider bays to accommodate modern vehicles, dropped kerbs and ensuring lifts and other accessibility infrastructure remain operational.

Respondents also identified opportunities to improve the quality and operation of existing car parks, including better maintenance of surfaces and markings, reliable payment machines, improved lighting and CCTV, litter bins and public toilets. Payment choice was a recurring issue, with respondents seeking simple arrangements that retain cash and card options alongside digital payment rather than relying exclusively on mobile applications.

Other suggestions related to sustainable transport and environmental improvements, including better public transport connections, cycle parking and cycle routes, EV charging and the potential use of solar canopies, green roofs and other measures to improve environmental performance and provide shade.

Finally, respondents raised issues around enforcement and management, including stronger action against illegal parking and misuse of disabled spaces, improved permit arrangements, reasonable grace periods and ensuring enforcement is proportionate. There were also calls for greater transparency and continued engagement with local communities when significant changes to parking provision are being considered.

3.2.23 OTHER COMMENTS RELATING TO CAR PARK STRATEGY

The final question provided respondents with an opportunity to raise any additional matters they considered relevant to the development of the Car Park Strategy. As might be expected from an open-ended question, the responses covered a broad range of issues and included both supportive suggestions and strongly expressed concerns.

The most prominent issue was the retention of existing town centre parking provision. A substantial number of comments expressed concern about the potential redevelopment or loss of existing car parks, with particular reference to Tebbutts Road in St Neots and the Cattle Market in St Ives. Respondents frequently described these car parks as well used, conveniently located and important to access to shops, services and employment. There was concern that reducing centrally located parking could displace vehicles elsewhere and adversely affect town-centre footfall, particularly as the district continues to grow.

Closely associated with this was the relationship between parking and town centre vitality. Many respondents considered convenient parking to be an important factor in supporting local businesses and felt that parking policy should encourage people to visit and spend time in Huntingdonshire's market towns rather than travel to out of town retail destinations.

Parking charges and affordability were another recurring topic. A significant number of respondents advocated some form of free or reduced cost parking, particularly a free first 30 minutes or one hour, to support short visits and local businesses. Some respondents questioned whether the proposed free parking periods would be sufficiently useful, while others considered the existing level of charges reasonable or argued that resources would be better directed towards public transport and walking improvements. This demonstrates that views on charging were not uniform, although maintaining affordable parking was a consistent concern.

Respondents also highlighted accessibility and inclusivity, particularly the importance of retaining convenient parking for older people, disabled users, people with limited mobility and those accessing health services. Comments requested sufficient Blue Badge provision, appropriately sized spaces and recognition that moving parking further from destinations can disproportionately affect people who are unable to walk longer distances.

A related theme concerned the availability of realistic alternatives to travelling by car. Respondents from villages and rural areas frequently highlighted limitations in existing public transport and considered the car necessary for accessing the district's towns. At the same time, some comments supported greater investment in public transport, walking, cycling, secure cycle parking and other sustainable travel measures, indicating support for greater travel choice where viable alternatives can be provided.

A smaller but recurring group of comments focused on the day-to-day quality of the parking service, including reliable and straightforward payment arrangements, functioning ticket machines, clear signage, maintenance, lighting and safety. Respondents generally wanted technology to improve convenience while retaining alternatives for people who do not wish or are unable to use smartphone applications.

Finally, there was a notable strand of feedback relating to consultation, transparency and confidence in future decision making. Some respondents were concerned that decisions about the future of particular car parks might already have been taken or that insufficient information about wider regeneration proposals had been available when completing the questionnaire. Calls were made for continued engagement, clearer information and evidence, and greater involvement of residents, businesses and local councils before significant changes are made.

4.0 LOCAL PREFERENCE

4.1 INTRODUCTION

4.2 HUNTINGDON LOCAL ANALYSIS

4.3 ST IVES LOCAL ANALYSIS

4.4 ST NEOTS LOCAL ANALYSIS

APPENDIX A - FAQS

APPENDIX B – PHASE 1 USER SURVEY QUESTIONNAIRE

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