ETHOS

PHASE 1 USER ENGAGEMENT FEEDBACK REPORT

FOR HUNTINGDONSHIRE DISTRICT COUNCIL

JANUARY 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 responds to the Council's wider corporate priorities and seeks to provide a robust, future focused framework for managing parking assets. In particular, it aims to modernise the parking offer, respond to changing travel behaviours, support climate and sustainability objectives, identify opportunities for investment and improvement, and ensure that parking continues to contribute positively to the Council's financial resilience and service delivery.

Stakeholder engagement is a fundamental component of the Huntingdonshire Car Park Strategy, recognising that parking plays a critical role in the daily lives of residents, the vitality of local businesses, and the experience of visitors across the district's towns and service centres. To ensure the strategy is evidence-led, proportionate, and reflective of local needs, a structured two stage engagement process has been adopted to capture views from a broad range of users and stakeholders.

This feedback report summarises the findings from the stage 1 user survey, which focused on understanding how Huntingdonshire's off-street car parks are currently used and perceived. The survey sought views on what is working well, where there are challenges or frustrations, and where improvements could be made to the existing parking offer. The outputs from this stage provide a critical baseline, helping to identify key issues, priorities, and themes that will inform the development of the draft strategy.

Stage 2 of the engagement, planned for a later phase of the project, will build on this evidence by seeking feedback on the emerging vision, objectives, and policy direction for parking in Huntingdonshire. Insights from the Stage 1 user survey will directly shape this next stage, ensuring that the proposed strategy is developed in real world experience and aligned with stakeholder expectations.

2.0 ENGAGEMENT ARRANGEMENTS

2.1 REQUIREMENT FOR ENGAGEMENT

A structured, two stage stakeholder engagement approach has been adopted to inform the development of the Huntingdonshire Car Park Strategy and to ensure it reflects both current user experience and longer-term needs across the district's off-street car park portfolio. This approach is intended to provide a robust evidence base to support decision making over the next 20 years.

Stage 1 focuses on capturing user perspectives on the existing parking offer across Huntingdonshire, including how car parks are used, perceived strengths and weaknesses, and priorities for improvement. This stage has been delivered through a district wide user survey targeting residents, businesses, and visitors, ensuring that a broad range of views and experiences are represented.

In parallel with the Stage 1 user survey, Ethos Consultants has undertaken a detailed technical and operational assessment of individual car parks within the ownership of Huntingdonshire District Council. Each site has been reviewed against a defined set of criteria to assess performance, utilisation, accessibility, operational efficiency, and alignment with wider policy objectives.

The outputs from the car park assessments, when considered alongside the findings from the Stage 1 user survey, provide a comprehensive understanding of how the current parking system is performing and where change may be required. This combined evidence base will directly inform the development of the draft strategy, including its overarching vision, supporting policies, and prioritised recommendations for future investment and management.

2.2 ENGAGEMENT MATERIAL

To support the Stage 1 user survey and wider engagement activity, Ethos worked closely with key officers from Huntingdonshire District Council to establish a dedicated section of the Council's website to promote the survey and explain its purpose within the wider car park strategy. This ensured that clear, consistent information was available to residents, businesses, and visitors across the district.

Ethos also developed a dedicated engagement hub hosted on its digital engagement platform, Go Vocal. The hub provided background information on the car park strategy, set out why user feedback was being sought, and hosted the Stage 1 user survey. Separate survey routes were provided to reflect the differing perspectives of residents and businesses, ensuring that responses could be analysed meaningfully by user group.

The user survey was actively promoted through the Council's and Ethos' communication channels, including targeted social media activity such as Facebook posts, to maximise reach and encourage participation from a wide cross section of car park users across Huntingdonshire.

For Stage 1 engagement, a focused online questionnaire was identified as the most effective method for gathering consistent and comparable feedback on the existing parking offer. The survey was made available online to maximise accessibility and ease of completion, with alternative arrangements in place to provide paper copies where required for those unable to access the survey digitally.

To support understanding and transparency, a Frequently Asked Questions (FAQ) document was produced and made available via the engagement hub. This document provided additional context on the car park strategy, the purpose of the Stage 1 user survey, and how feedback would be used to inform the next stages of the project.

Appendix A provides a copy of the FAQ document prepared to support the Stage 1 user survey.

2.3 USER SURVEY QUESTIONNAIRE

The engagement process comprised a district wide user survey designed to capture feedback from residents, businesses, and visitors who use off-street car parks across Huntingdonshire. A structured questionnaire was developed to enable respondents to provide views on a range of relevant topics, including reasons for parking in the district's towns and villages, any issues experienced within Council owned car parks, and overall perceptions of the quality and ease of the parking experience.

The user survey was made available online to maximise accessibility and consistency of responses, supporting a comprehensive understanding of parking behaviour and user priorities across the district. The survey opened on 12 November and remained live until 21 December, providing sufficient time for participation and ensuring a broad cross section of views could be captured to inform the emerging car park strategy.

A copy of the user survey questionnaire can be found in Appendix B of this feedback report.

3.0 QUESTIONNAIRE ANALYSIS

3.1 INTRODUCTION

As part of the Stage 1 user survey, two tailored questionnaires were developed to reflect the differing perspectives of car park users. One questionnaire was aimed at residents and visitors, capturing views on the use and performance of off-street car parks across Huntingdonshire. A second questionnaire was designed specifically for businesses, focusing on parking related issues that may affect trading conditions, staff parking, customer access, and the wider local economy, and which could be addressed through the car park strategy.

During the survey period, a total of 1,546 completed responses were received. Of these, 1,522 responses were submitted by residents and visitors, with a further 24 responses received from businesses operating within the district.

This section provides a district wide summary of the feedback gathered through the user survey. A more detailed breakdown of responses by individual towns is provided in Section 4, allowing localised issues and priorities to be identified and considered alongside the wider strategic findings.

3.2 DISTRICT WIDE ANALYSIS

3.2.1 LOCATION

The user survey asked respondents to provide their postcode, allowing responses to be mapped and analysed at a local level across Huntingdonshire. This enabled an assessment of how engagement and feedback varied between the district’s towns and villages. Figure 1 presents a heatmap of completed responses, illustrating the geographic distribution of survey participation.

The heatmap shows that responses were received from across the district, demonstrating that the survey successfully reached a broad and representative audience. As expected, the highest concentration of responses originated from the district’s main towns, reflecting their larger populations, higher levels of parking activity, and greater reliance on off-street car parks.

In addition to the towns, there was notable participation from a number of villages, including Earith and Fenstanton, indicating that parking is also an important issue within smaller settlements and not solely an urban concern. This spread of responses provides confidence that the findings reflect district wide experiences and priorities, and that the emerging car park strategy will be informed by views from both urban and rural communities across Huntingdonshire.

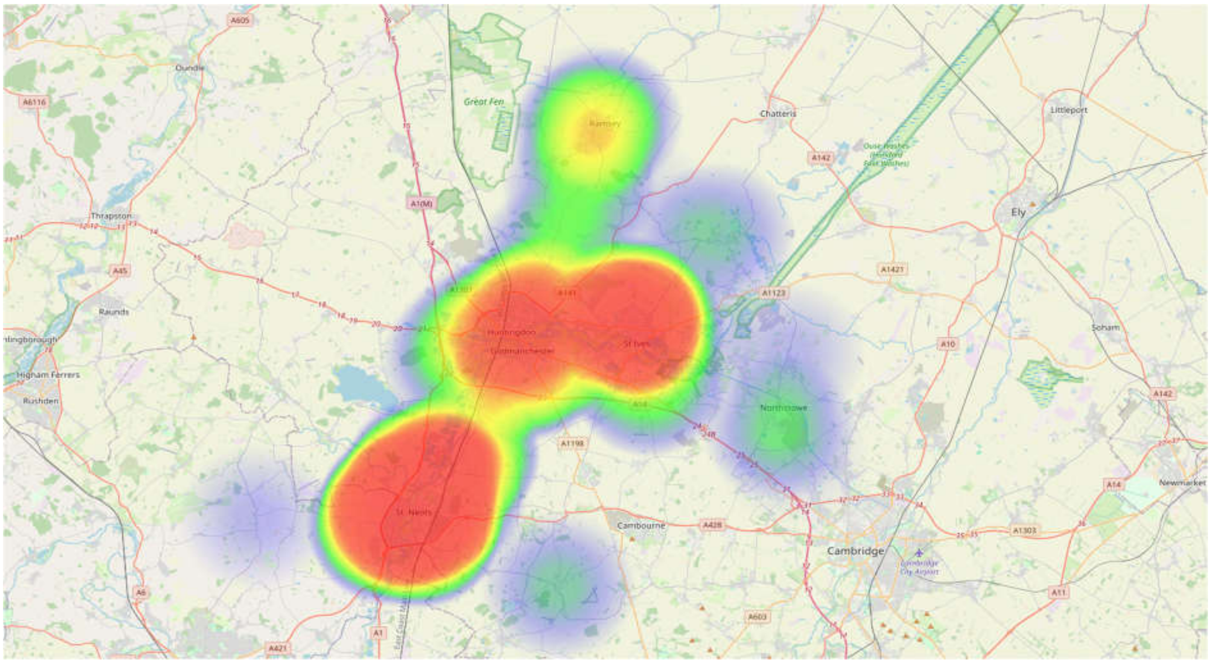

Figure 1 – Heatmap showing location of responses

The questionnaire contained a further 26 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 QUESTION 2 ASKED ARE YOU RESPONDING AS …

This question allowed respondents to select a single option, making it easy to analyse the results. It received 1,513 responses, meaning 33 respondents skipped the question.

This question aimed to identify who completed the questionnaire, allowing us to interpret the data based on respondents' location, which may impact the priority of potential policies recommended. The most common response was "resident in or near St Neots" (38%), followed by "Huntingdon" (27%) and "St Ives" (17%). Overall, 93% of responses came from the district's towns. Among the villages, Fenstanton had the highest response rate at 3%, followed by Earith with 2%. Visitors to the district accounted for 2% of the total responses.

3.2.3 QUESTION 3 ASKED WHAT IS THE MAIN REASON FOR USING A HDC CAR PARK WHEN VISITING A TOWN / VILLAGE CENTRE?

This question allowed respondents to select a single option. This question wasn't included in the business survey. It received 1,524 responses, meaning 22 respondents skipped the question.

Figure 2 below shows the breakdown of responses based on the criteria provided.

Figure 2 – Reason for visiting a town / village

The results shows that the primary reason for visiting towns and villages across Huntingdonshire is shopping, with 75% of respondents selecting this option. Visiting for leisure purposes was the second most common reason, identified by 12% of respondents. A smaller proportion of respondents (3.3%) stated that they visit towns and villages primarily for work related reasons. This figure is likely to be lower than would otherwise be expected due to work related parking issues being captured separately through the business focused survey.

A further 6.7% of respondents selected the option “other” and were invited to expand on their response. In total, 105 respondents provided additional detail. Common themes included dog walking, attending doctors’ or dentist appointments, visiting friends or family, and volunteering activities. Many of these responses could also reasonably be associated with the predefined categories, particularly shopping and leisure, indicating some overlap in how respondents interpret their trip purpose.

A follow-up question asked respondents to identify any additional reasons for using Council owned car parks, with the option to select multiple answers. This highlighted the multifunctional role of off-street car parks across the district. Nearly 60% of respondents selected leisure as a reason for use, followed by shopping (35%) and accessing local amenities (31%). Only 8% of respondents indicated that they use Council owned car parks for a single purpose only. This is a positive finding, as it demonstrates that car parks support a wide range of activities and trip purposes, reinforcing their importance to the vitality and accessibility of Huntingdonshire’s towns and villages.

3.2.4 QUESTION 5 ASKED IF YOU PARK ON-STREET NEAR TOWN / VILLAGE CENTRES, WHAT IS THE MAIN REASON?

This question enabled respondents to choose all options that apply. The question received 1,309 answers meaning 237 respondents did not answer this question.

Figure 3 below shows the breakdown of responses based on the criteria provided.

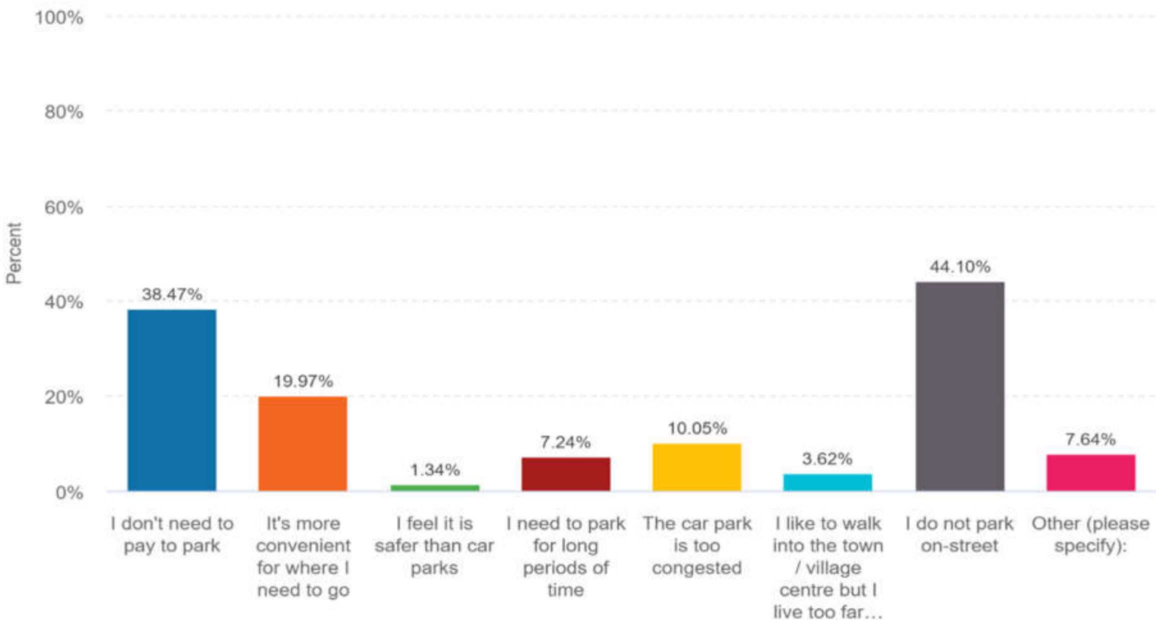

Figure 3 – Reason for parking on-street

Of the respondents who answered this question, 38% stated that they choose to park on-street because it provides free parking. This suggests that on-street parking is particularly attractive in locations where charging applies within nearby off-street car parks, or where free on-street provision remains available within or close to town and village centres across Huntingdonshire.

A further 20% of respondents indicated that they park on-street because it is more convenient than using an off-street car park. While the overall location of Council owned car parks across the district is generally viewed positively, this response suggests that, in some locations, on-street parking is perceived to offer better proximity or ease of access to key destinations. This may indicate gaps in off-street provision, layout constraints, or localised accessibility issues that make on-street parking the preferred option for some users.

Encouragingly, 44% of respondents stated that they do not park on-street at all, indicating a substantial proportion of users already rely solely on off-street parking and supporting the continued role of Council owned car parks in meeting demand.

In addition, 10% of respondents reported parking on-street because nearby car parks are perceived to be too congested. This highlights the importance of addressing capacity management, utilisation, and user confidence in space availability. Tracking this response in future user surveys will provide a useful indicator of whether changes introduced through the car park strategy are effective. It is anticipated that, through targeted improvements to the off-street parking offer and the implementation of the strategy, the proportion of users citing congestion as a reason for on-street parking should reduce over time.

3.2.5 QUESTION 6 ASKED IF YOU USE COUNCIL OWNED CAR PARKS WITHIN THE DISTRICT, WHICH LOCATIONS DO YOU VISIT?

This question enabled respondents to choose all options that apply. The question received 1,518 answers meaning 28 respondents did not answer this question.

Table 1 below shows the breakdown of responses based on the criteria provided.

Answer Choice	Use Frequently (at least once a week)	Use Sometimes (at least once a month)	Use Occasionally (no more than a few times a year)	Didn't know there was a car park there	Do Not Use
Diddington	0.2%	0.2%	1.8%	13.9%	84.0%
Earith	0.3%	0.2%	2.8%	12.6%	84.3%
Fenstanton	0.4%	0.9%	3.7%	12.2%	82.9%
Godmanchester	5.6%	10.0%	28.2%	3.8%	53.5%
Huntingdon	34.2%	35.6%	25.4%	0.1%	4.7%
Ramsey	4.4%	3.0%	10.3%	4.6%	77.8%
St Ives	20.1%	26.9%	32.4%	0.4%	20.2%
St Neots	27.4%	23.3%	25.9%	0.6%	22.8%
Warboys	0.4%	1.1%	3.0%	14.9%	80.7%

Table 1 – How frequently council owned car parks are visited

While a high proportion of respondents selected "Do Not Use" for several locations listed in Table 1, this outcome is expected given the district wide scope of the user survey. Many residents will primarily use car parks within or close to their local town or village and may have little reason to visit other parts of Huntingdonshire on a regular basis. For example, respondents living in more rural settlements such as Diddington, Warboys, or Earith are unlikely to routinely use car parks in larger towns such as St Neots, and vice versa.

The results in Table 1 broadly align with earlier findings on respondent location, with higher levels of car park use recorded in the district's main towns where a greater proportion of respondents are based and where trip demand is naturally higher. Huntingdon shows the highest levels of regular use, with almost 70% of respondents indicating that they use car parks either frequently (34.2%) or sometimes (35.6%). Similarly, St Ives and St Neots demonstrate strong levels of use, with frequent or sometimes use reported by 47.0% and 50.7% of respondents respectively, and a further substantial proportion using car parks occasionally. These figures reflect the role of these towns as key service centres with retail, employment, leisure, and community facilities that generate regular parking demand.

Godmanchester also records notable levels of use, with 15.6% of respondents using car parks frequently or sometimes and a further 28.2% using them occasionally. This indicates a pattern of more periodic use, likely linked to specific trip purposes rather than daily activity. Ramsey shows a lower level of regular use overall, with just over 7% of respondents using car parks frequently or sometimes, and the majority (77.8%) indicating that they do not use car parks in the town. This suggests that car parks in Ramsey serve a more limited or localised function.

Responses for smaller villages such as Earith and Fenstanton show very low levels of frequent or regular use, with over 80% of respondents selecting "Do Not Use" in each case. However, these locations still record a degree of occasional use, particularly in Fenstanton, where 3.7% of respondents indicated occasional use. This suggests that village car parks tend to support infrequent or purpose specific trips rather than regular parking demand. The relatively high proportion of respondents who were unaware that a car park existed in places such as Diddington, Warboys, Earith, and Fenstanton further reflects the limited scale and visibility of parking provision in these settlements.

3.2.6 QUESTION 7 ASKED HAVE YOU EXPERIENCED ANY PARKING PROBLEMS WITHIN THE LAST 12 MONTHS AT ANY HDC CAR PARK?

This question allowed respondents to select a single option. It received 1,531 responses, meaning 15 respondents skipped the question.

Figure 4 below shows the breakdown of responses based on the criteria provided.

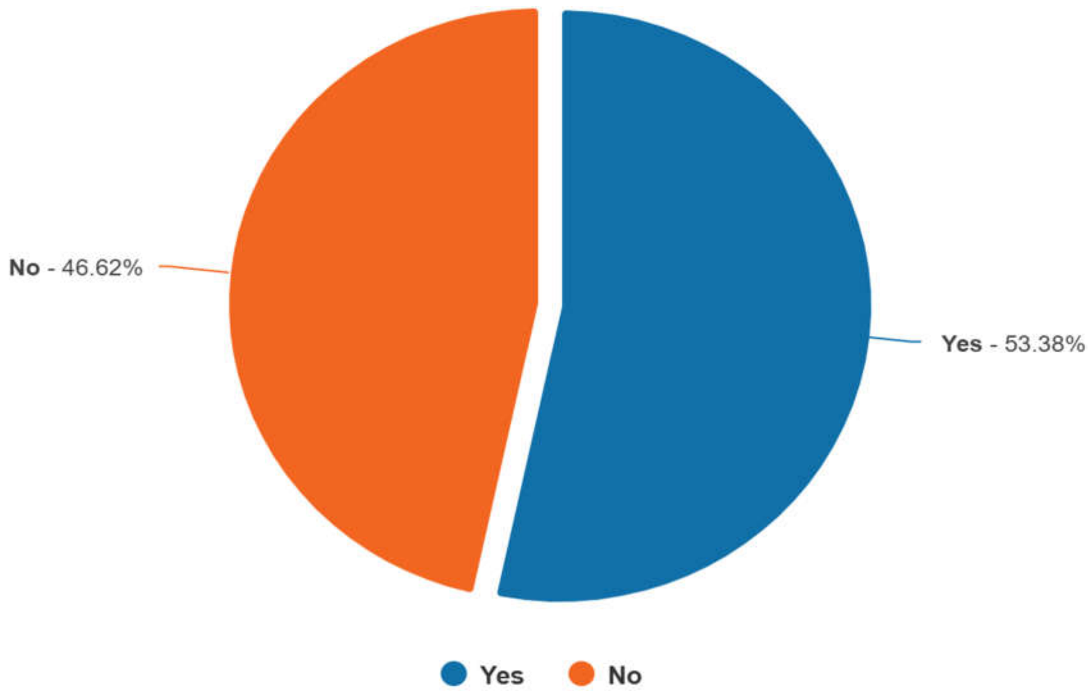

Figure 4 – Respondents that have experienced issued at HDC car parks in the last 12 months

Figure 5 indicates that a slight majority of respondents (53%) reported that they had not experienced any issues with Council owned car parks in the last 12 months. This is a positive finding and suggests that, for many users, off-street car parks across Huntingdonshire are operating effectively and meeting day-to-day needs. Based on Ethos' experience of similar user surveys undertaken for local authorities across the UK, a positive response rate of around 50% is typically considered strong. Exceeding this benchmark albeit by a small margin provides confidence in the overall performance and resilience of Huntingdonshire District Council's current car park operations.

Question 8 acted as a follow up for respondents who indicated that they had experienced an issue, asking them to identify the nature and location of those issues. In total, 519 respondents provided further detail. While issues were reported across a range of sites, responses tended to be concentrated in a small number of car parks, including:

- Sainsbury's Car Park, Huntingdon (25%);
- Multi-Storey Car Park, Huntingdon (18%);
- Tebbutts Road Car Park, St Neots (11%);
- Cattle Market (Short Stay) Car Park, St Ives (6%).

3.2.7 QUESTION 9 ASKED PLEASE SELECT THE ISSUES THAT ARE RELATED TO YOUR VISIT?

This question enabled respondents to choose all options that apply. The question received 1,058 answers meaning 488 respondents did not answer this question. This also demonstrates that some respondents who stated they haven't experienced issues in council owned car parks provided a response to this question.

Figure 5 below shows the breakdown of responses based on the criteria provided.

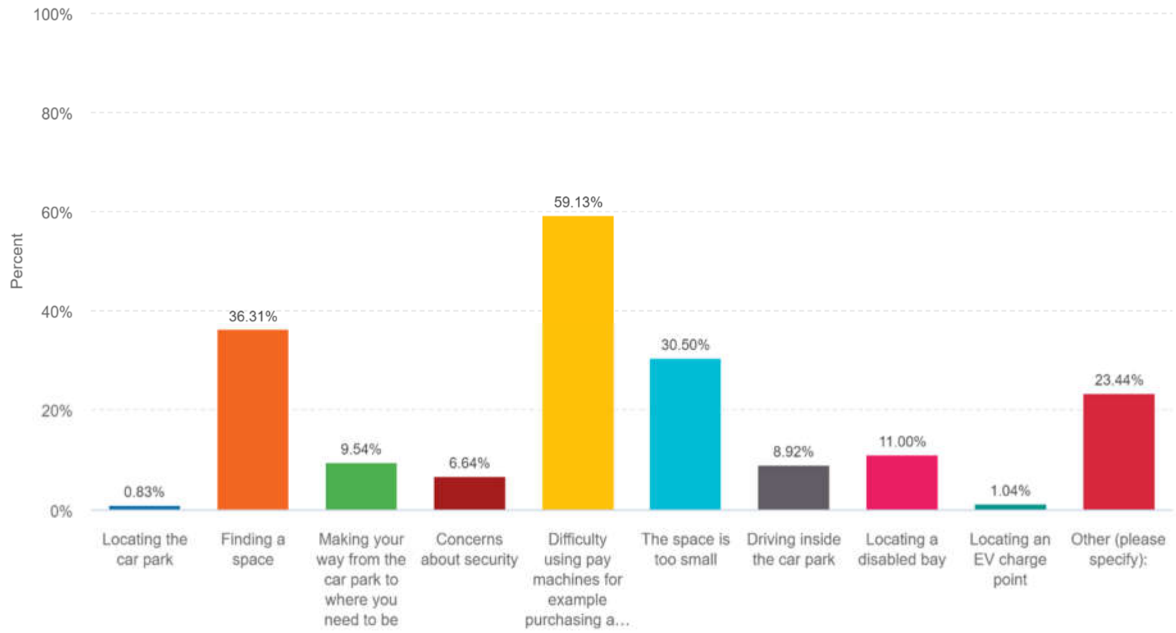

Figure 5 – Issues experienced in HDC car parks

As shown in Figure 6, the most frequently reported issue relating to Council owned car parks across Huntingdonshire is difficulty using pay machines, cited by 59% of respondents who indicated that they had experienced an issue. This clearly identifies payment as the single most significant pain point for users and highlights the importance of reliable, intuitive, and accessible payment systems as a priority area for the car park strategy.

The second most commonly reported issue is difficulty finding a parking space, selected by 36% of respondents. This suggests that, in certain locations and at peak times, demand can exceed perceived available capacity, leading to frustration for users. While this does not necessarily indicate a district wide shortage of spaces, it does point to localised pressure in busier car parks and reinforces the need for better demand management, wayfinding, and user confidence in space availability.

A further 30% of respondents stated that parking spaces are too small, reflecting an ongoing and widely recognised issue associated with historic bay dimensions that no longer align well with the size of modern vehicles. This issue is consistent with feedback seen in parking studies nationally and is an important consideration when assessing future refurbishment, reconfiguration, or redevelopment opportunities within the estate.

Other issues were reported at lower but still notable levels, including locating a disabled bay (11%), driving within car parks (9%), and making their way from the car park to their destination (10%). These responses point to opportunities to improve internal layouts, pedestrian routes, signage, and accessibility, particularly for users with mobility impairments.

A smaller proportion of respondents highlighted issues such as concerns about security (7%), locating an EV charging point (1%), and locating the car park itself (1%), indicating that while these are not widespread problems, they remain relevant considerations for specific sites.

Finally, 23% of respondents selected “Other” and provided further detail. Many of the comments aligned with the issues already captured above, particularly payment difficulties and capacity concerns. However, recurring additional themes included the cost of parking, mobile phone signal reliability for pay by phone, the number of different parking apps required, and the availability of specialist bays such as parent and child or disabled spaces. These qualitative insights add important context to the quantitative results and will help inform more targeted and user focused recommendations within the emerging car park strategy.

3.2.8 QUESTION 10 ASKED DO YOU CONSIDER THERE TO BE ENOUGH PARKING IN TOWN, AND VILLAGE CAR PARKS?

This question allowed respondents to select a single option. It received 1,499 responses, meaning 47 respondents skipped the question.

Table 2 below shows the breakdown of responses based on the criteria provided.

Answer Choice	Yes, at all times	Yes, expect for peak periods	No, there is not enough parking	Do Not Use
Diddington	1.7%	0.7%	0.7%	97.0%
Earith	0.7%	1.0%	1.6%	96.7%
Fenstanton	1.4%	1.7%	2.1%	94.8%
Godmanchester	8.1%	16.5%	14.3%	61.2%

Huntingdon	20.2%	51.2%	19.2%	9.4%
Ramsey	2.8%	5.5%	6.4%	85.4%
St Ives	32.4%	31.9%	7.9%	27.8%
St Neots	26.8%	31.5%	11.5%	30.3%
Warboys	2.1%	1.6%	2.8%	93.5%

Table 2 – Amount of available parking across HDC car parks

The results presented in Table 2 indicate that, based on user feedback, perceptions of parking availability across Huntingdonshire are generally positive, particularly outside of peak periods. In most locations, only a relatively small proportion of respondents believe that there is insufficient parking, with the exception of the district's larger towns where demand is naturally higher.

Huntingdon records the highest level of perceived pressure, with 19.2% of respondents stating that there is not enough parking. However, this is offset by the fact that a clear majority of respondents (51.2%) consider parking to be sufficient except during peak periods, and a further 20.2% believe that parking is sufficient at all times. This suggests that concerns in Huntingdon are largely linked to peak demand rather than a persistent shortfall in supply.

A similar pattern is evident in St Neots, where 11.5% of respondents feel there is insufficient parking, compared with 31.5% who believe parking is sufficient outside peak periods and 26.8% who consider it sufficient at all times. St Ives demonstrates the strongest perception of parking availability among the main towns, with 32.4% of respondents stating that parking is always sufficient and a further 31.9% reporting that it is sufficient except at peak times. Only 7.9% of respondents in St Ives indicated that there is not enough parking.

In Godmanchester, views are more mixed, with 14.3% of respondents reporting insufficient parking and 16.5% stating that availability becomes constrained during peak periods. However, the relatively high proportion of respondents who do not use car parks in the town (61.2%) suggests that these perceptions are drawn from a smaller user base and may reflect more localised issues rather than a town wide capacity problem.

Across the smaller towns and villages, including Ramsey, Earith, Fenstanton, Diddington, and Warboys, the majority of respondents selected "Do Not Use," which is consistent with earlier findings on travel patterns and localised car park use. Among those who do use car parks in these locations, only a small minority reported that parking is insufficient, indicating that supply generally meets local demand.

Overall, the feedback in Table 2 suggests that there is no clear evidence of a district wide shortage of parking provision. Instead, pressure on parking availability appears to be concentrated in the larger towns and primarily during peak periods. This supports an approach focused on managing demand, improving utilisation, and enhancing the user experience, rather than pursuing a broad increase in parking supply across Huntingdonshire.

3.2.9 QUESTION 11 ASKED HOW WOULD YOU RATE THE OVERALL QUALITY OF HDC CAR PARKS IN THE FOLLOWING LOCATIONS?

This question allowed respondents to select an option for each row (location). It received 1,496 responses, meaning 50 respondents skipped the question.

Table 3 below shows the breakdown of responses based on the criteria provided.

Answer Choice	Excellent	Good	Adequate	Below Standard	Poor	N/A
Diddington	0.0%	0.4%	1.6%	0.2%	0.5%	97.4%
Earith	0.0%	0.2%	1.9%	0.5%	0.9%	96.5%
Fenstanton	0.4%	0.4%	3.2%	0.9%	0.7%	94.5%
Godmanchester	2.2%	10.9%	18.1%	4.2%	2.7%	61.9%
Huntingdon	3.8%	27.4%	40.3%	10.9%	6.8%	10.8%
Ramsey	0.4%	2.5%	6.7%	2.5%	2.8%	85.3%
St Ives	4.7%	22.0%	30.7%	7.4%	4.7%	30.5%
St Neots	3.7%	20.2%	31.0%	8.0%	4.6%	32.6%
Warboys	0.0%	0.5%	2.9%	1.1%	1.1%	94.4%

Table 3 – Overall quality of HDC car parks

Overall, the feedback indicates that the quality of Council owned car parks across Huntingdonshire is generally viewed positively by those who use them, with the strongest and most reliable responses coming from the district’s main towns.

In Huntingdon, St Ives, and St Neots, the majority of respondents rated car park quality as Adequate, Good, or Excellent, with “Adequate” being the most common response. Huntingdon in particular shows a high level of engagement, with over 70% of respondents providing a quality rating, reflecting its role as a primary service centre with frequent car park use. While a minority of respondents in these towns rated provision as Below Standard or Poor, these responses remain relatively limited and point to targeted improvement opportunities rather than systemic issues.

Godmanchester also demonstrates broadly acceptable perceptions of quality among users, although a higher proportion of respondents selected N/A, reflecting lower overall usage compared to the main towns.

In contrast, the very high N/A responses in smaller settlements such as Diddington, Earith, Fenstanton, Ramsey, and Warboys indicate limited use of Council owned car parks in these locations rather than dissatisfaction with quality. Among those who do use car parks in these areas, ratings are generally Adequate or Good, with very low levels of negative feedback.

Taken together, the results suggest that car park quality across Huntingdonshire is broadly acceptable and performing well in the locations where demand is highest. The data supports a strategy focused on targeted enhancements in busier town centre car parks, rather than widespread quality interventions across the entire district.

3.2.10 QUESTION 12 ASKED DO YOU FEEL THE SIZE OF STANDARD PARKING BAYS IN OUR CAR PARKS IS SUITABLE?

This question allowed respondents to select a single option. It received 1,501 responses, meaning 45 respondents skipped the question.

Figure 6 below shows the breakdown of responses based on the criteria provided.

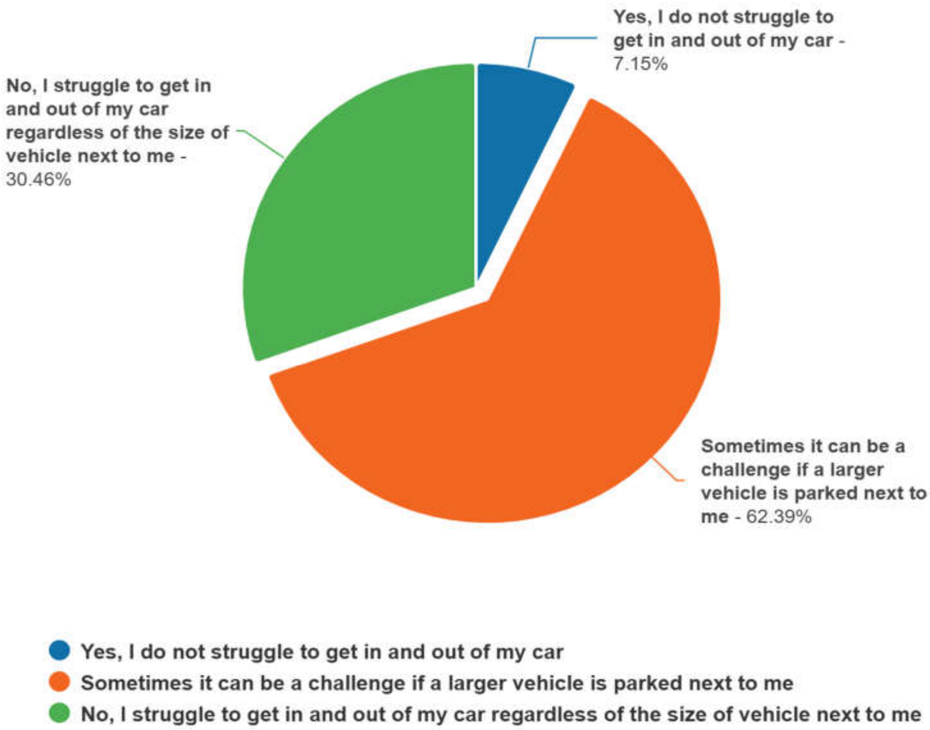

Figure 6 – Parking bay size issues due to larger vehicles

The results shown in Figure 6 indicate that a significant proportion of users experience difficulty getting in and out of their vehicles within Council owned car parks, highlighting the impact of parking bay size and layout on the overall user experience.

Only 7% of respondents stated that they do not struggle to get in and out of their car, suggesting that current parking provision works well for a very limited minority of users. The majority of respondents (62%) reported that accessing their vehicle can be challenging when a larger vehicle is parked in an adjacent space. This indicates that bay widths and spacing are often insufficient to comfortably accommodate modern vehicles side by side, particularly SUVs and vans.

In addition, 30% of respondents stated that they struggle to get in and out of their car regardless of the size of the vehicle parked next to them. This points to a more systemic issue with parking bay dimensions, circulation space, or the condition and marking of bays, rather than an isolated problem caused solely by neighbouring vehicle size.

Taken together, the findings demonstrate that difficulties associated with parking bay size are widespread and affect the majority of users to some degree. This reinforces the need for the car park strategy to consider bay dimensions, layout standards, and reconfiguration opportunities, particularly in higher use car parks, to improve accessibility, comfort, and inclusivity for all users.

3.2.11 QUESTION 13 ASKED WHAT DO YOU LIKE MOST ABOUT HDC PARKING FACILITIES YOU HAVE USED?

This question allowed respondents to select a single option. It received 1,512 responses, meaning 34 respondents skipped the question.

Figure 7 below shows the breakdown of responses based on the criteria provided.

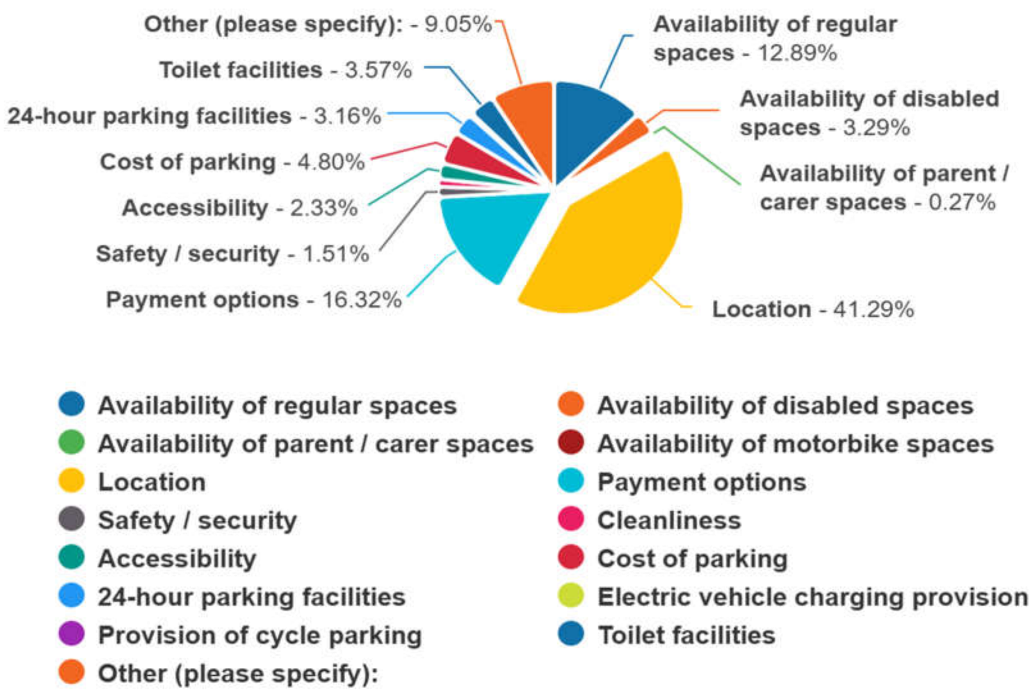

Figure 7 – Most liked aspect when using HDC car parks

The results shown in Figure 7 indicate that the location of car parks is the most highly valued aspect of Council owned car parks across Huntingdonshire, selected by 41% of respondents. This significantly outweighs all other factors and underlines the importance of having car parks that are well positioned in relation to town centres, shops, services, and community facilities. The prominence of location reflects the critical role that parking plays in supporting accessibility, town centre vitality, and the local economy.

The second most valued aspect is payment options, chosen by 16% of respondents. This highlights the importance users place on having flexible, reliable, and easy to use ways to pay for parking, and reinforces findings elsewhere in the survey which identify payment as a key driver of user satisfaction and dissatisfaction.

The availability of regular parking spaces ranks third, selected by 13% of respondents, indicating that while capacity is important, it is generally secondary to location and ease of payment for most users. This aligns with earlier findings that parking supply is perceived to be broadly sufficient outside peak periods in most locations.

Other factors were selected by smaller proportions of respondents, including cost of parking (5%), toilet facilities (4%), and 24-hour parking availability (3%). Elements such as accessibility, safety and security, and the availability of disabled, parent/carer, and motorcycle spaces were each identified by a relatively small percentage of respondents, suggesting these are either performing adequately for most users or are relevant to more specific user groups.

A further 9% of respondents selected “Other” and provided additional comments. While a wide range of individual points were raised, no single dominant theme emerged. The majority of comments could be broadly aligned with the predefined response categories, providing additional context rather than identifying wholly new areas of priority.

3.2.12 QUESTION 14 ASKED WHAT WOULD YOU LIKE TO SEE IMPROVED WITHIN THE COUNCIL OWNED CAR PARKS?

This question allowed respondents to select a single option. It received 1,517 responses, meaning 29 respondents skipped the question.

Figure 8 below shows the breakdown of responses based on the criteria provided.

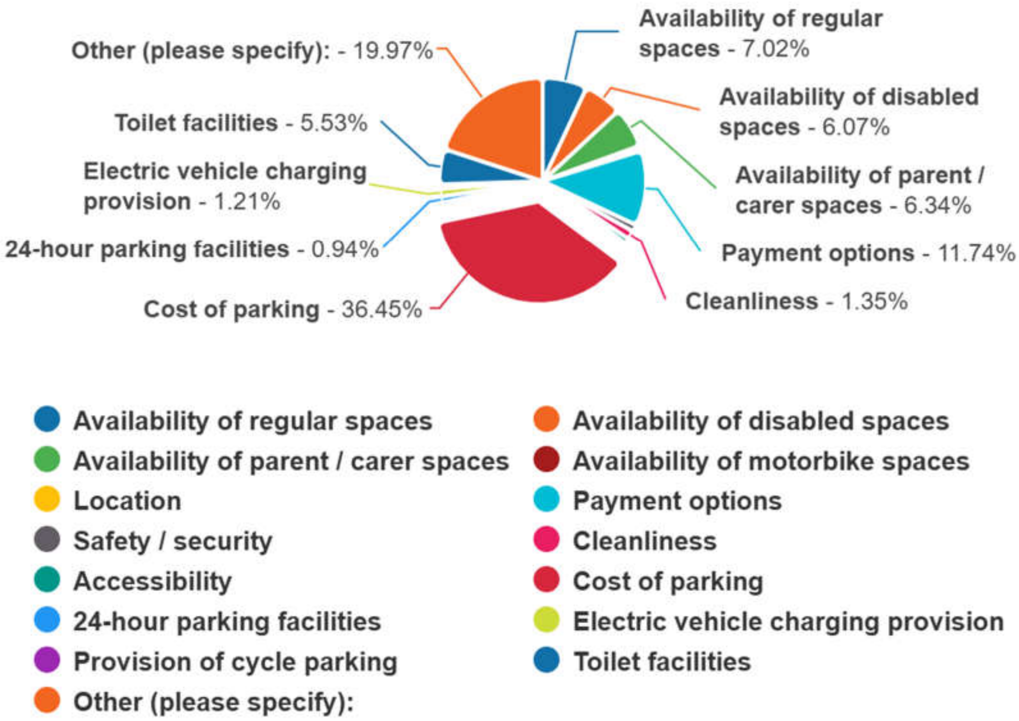

Figure 8 – Aspects that require improvement within HDC car parks

The results shown in Figure 8 indicate that the cost of parking is the most frequently identified area for improvement, selected by 36% of respondents. This is consistent with findings from parking user surveys nationally, where there is often a strong perception that parking charges are too high or that parking should be provided free of charge, particularly for shorter stays or local trips.

The second most commonly selected area for improvement relates to payment options, highlighted by 12% of respondents. This reinforces earlier survey findings that payment remains a key aspect of the parking experience and that users value flexibility, simplicity, and reliability in how they pay for parking.

Several other aspects attracted a similar level of response, including the availability of parent/carer spaces (6%), availability of disabled spaces (6%), and availability of regular parking spaces (7%). This suggests that while capacity is not viewed as a district wide issue, there are localised concerns around the mix and allocation of space types, particularly for users with specific accessibility needs.

Other factors, such as toilet facilities (6%), cleanliness (1%), electric vehicle charging provision (1%), and 24-hour parking facilities (1%), were identified by smaller proportions of respondents, indicating that these are either lower priorities overall or relevant to more specific user groups.

A notable 20% of respondents selected the “Other” option and provided additional comments. While many of these comments could be aligned with the predefined categories above, several recurring themes emerged. These included concerns about the size of parking bays, requests for motorhome or larger vehicle parking provision, calls for increased Civil Enforcement Officer presence, and site specific issues relating to entrance and exit arrangements at individual car parks. These qualitative responses provide valuable context and help to highlight more nuanced, location specific issues that may not be fully captured through fixed survey options.

3.2.13 QUESTION 15 ASKED WHETHER THERE HAS BEEN A DIFFERENCE IN CAR PARKS SINCE HDC INTRODUCED CIVIL PARKING ENFORCEMENT ON-STREET

This question allowed respondents to select a single option. It received 1,484 responses, meaning 62 respondents skipped the question.

The results highlight that the majority of respondents have not observed a noticeable change in how busy Council owned car parks feel over time. A substantial 78% of respondents stated that they have not noticed any difference, suggesting that, for most users, overall levels of parking activity are perceived as relatively stable.

A smaller proportion of respondents (11%) reported that car parks now seem busier, which may reflect localised pressures at specific sites, changes in travel behaviour, or increased demand due to vehicles not being able to park on-street due to concerns with enforcement. This perception is not widespread but demonstrates the positive impact more noticeable and frequent enforcement can have within local communities.

Only 1.5% of respondents felt that car parks have become quieter, indicating that there is very limited perception of declining demand across the estate. A further 10% of respondents were unsure, which may reflect more infrequent users or those who do not visit car parks often enough to identify longer-term trends.

3.2.14 QUESTION 16 ASKED WHEN WOULD YOU PREFER TO PAY FOR YOUR PARKING?

This question allowed respondents to select a single option. It received 1,500 responses, meaning 46 respondents skipped the question.

Figure 9 below shows the breakdown of responses based on the criteria provided.

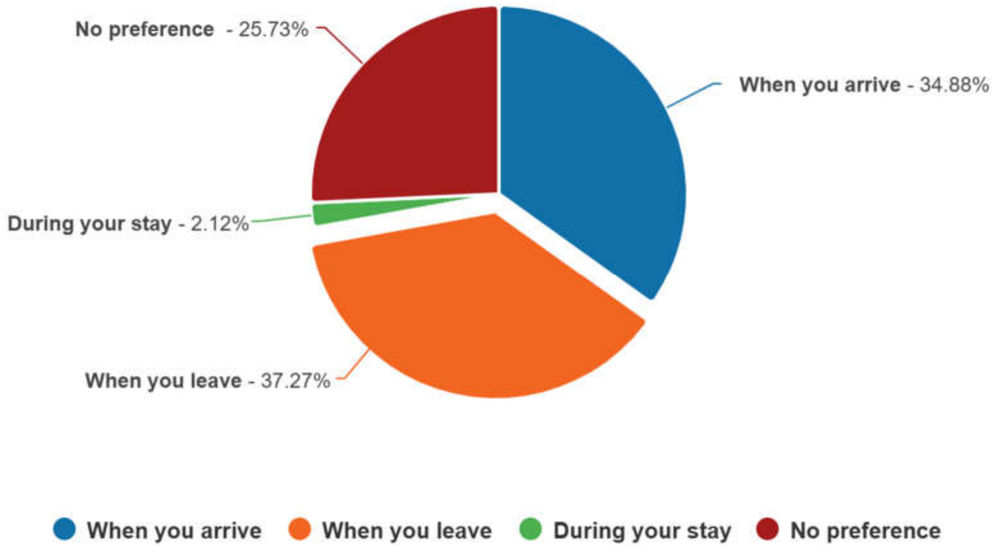

Figure 9 – Preference for parking payment

Figure 9 shows a clear preference among respondents for more flexible payment timing, with the strongest support for paying when leaving the car park. Just over 37% of respondents indicated that they would prefer to pay on exit, suggesting that post stay payment models are attractive to a significant proportion of users. This preference is likely influenced by familiarity with pay on exit systems used in other retail and leisure destinations, where payment is based on the actual duration of stay and removes the need to estimate parking time in advance.

A similar proportion of respondents (35%) stated that they prefer to pay on arrival, indicating continued support for more traditional pay and display arrangements. This may reflect familiarity, certainty over payment at the start of a visit, or a desire to use cash at the point of arrival.

A further 26% of respondents expressed no preference, suggesting that for a number of users the timing of payment is less important than other factors, such as ease of use, reliability of machines, or the availability of multiple payment options.

Only a very small proportion of respondents (2%) indicated a preference for paying during their stay, demonstrating limited appetite for mid-stay payment interactions.

3.2.15 QUESTION 17 ASKED RESPONDENTS WHETHER THEY USE THE CHECK-IN CHECK-OUT SYSTEM IN PLACE ACROSS HDC CAR PARKS

This question allowed respondents to select a single option. It received 1,483 responses, meaning 63 respondents skipped the question.

The results indicate limited awareness and mixed experience of check-in / check-out parking systems among respondents, with awareness being the most significant issue rather than user acceptance.

Almost 47% of respondents stated that they do not know what a check-in / check-out system is, highlighting a clear knowledge gap. This is a critical finding, as it suggests that a large proportion of users are currently unable to form an informed view on this payment model. Before any wider consideration of introducing such systems, this lack of awareness would need to be addressed.

Among respondents who were familiar with the concept, 33% stated that they do not use check-in / check-out systems, while 13% use them occasionally and only 7% use them regularly. This indicates that, even where awareness exists, usage is not yet widespread.

The data suggests that user unfamiliarity rather than resistance is the primary barrier. As such, if the Council wishes to explore check-in / check-out systems as part of the car park strategy, there is a clear case for proactive communication and user education. This could include simple explanations of how the system works, its benefits (such as paying only for the time used), and reassurance around enforcement and ease of use.

3.2.16 QUESTION 18 ASKED RESPONDENTS HOW THEY WOULD PREFER TO PAY FOR PARKING

This question enabled respondents to choose all options that apply. The question received 1,511 answers meaning 35 respondents did not answer this question.

Figure 10 below shows the breakdown of responses based on the criteria provided.

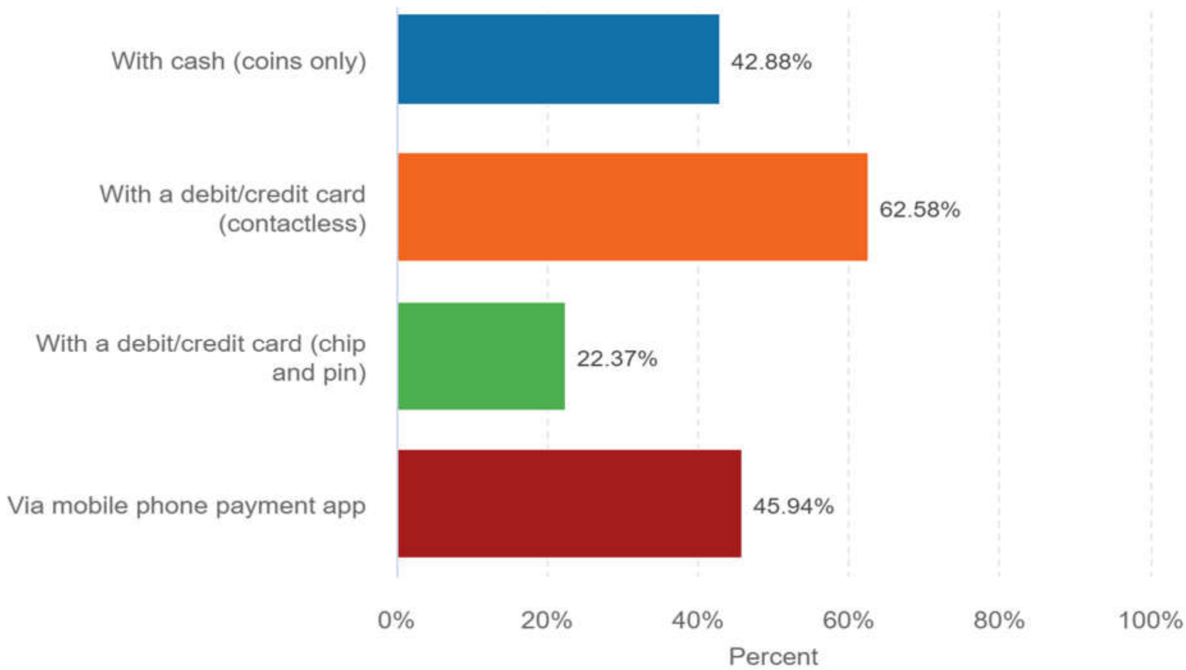

Figure 10 – Preference for parking payment

The results demonstrate a clear preference for flexible and modern payment methods, while also highlighting the continued importance of traditional options.

The most widely used payment method is contactless debit or credit card, selected by 63% of respondents. This reflects broader societal trends toward cashless payments and indicates strong user expectation that contactless card payment should be available as a standard feature across Council owned car parks.

Mobile phone payment apps are also well used, with 46% of respondents indicating that they pay via an app. This shows a significant level of acceptance of digital payment platforms and supports the case for maintaining and enhancing app based payment options, provided they are reliable, intuitive, and supported by good mobile signal coverage.

Despite the shift toward digital payments, cash remains important, with 43% of respondents stating that they pay using coins. This is a significant proportion and reinforces the need to retain some level of cash payment provision to ensure inclusivity, particularly for older users, those without access to digital payment methods, or visitors who prefer cash.

Traditional chip and pin card payments are used by a smaller proportion of respondents (22%), suggesting that while still relevant, this method is less critical than contactless and app based payments.

3.2.17 QUESTION 19 ASKED RESPONDENTS WHAT THEY THOUGHT ON LONG-STAY PARKING CHARGES ACROSS HUNTINGDONSHIRE

This question allowed respondents to select a single option. It received 1,512 responses, meaning 34 respondents skipped the question.

Figure 11 below shows the breakdown of responses based on the criteria provided.

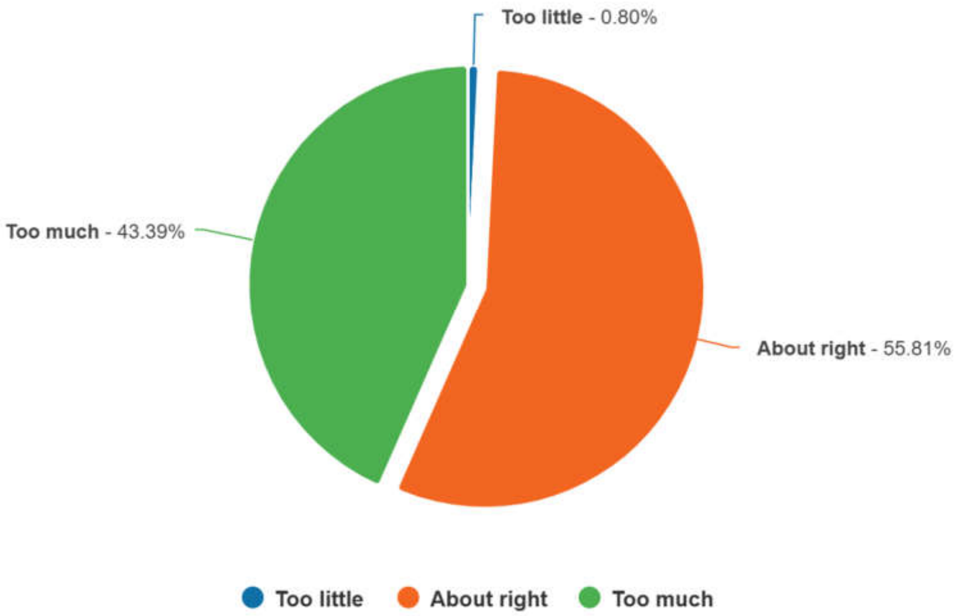

Figure 11 – Thoughts on long-stay parking charges in HDC car parks

The results indicate that perceptions of long-stay parking charges are broadly positive, with a clear majority of respondents viewing current pricing levels as appropriate.

56% of respondents stated that long-stay parking charges are “about right”, which is a strong and reassuring outcome. This level of agreement provides clear evidence that charges are not widely perceived as too high and suggests that current tariffs are broadly acceptable to users. From a strategic perspective, this also indicates there may be limited headroom to consider modest increases to long-stay charges, should this be required to support service sustainability or wider policy objectives, without a significant risk of adversely affecting demand.

A further 43% of respondents felt that long-stay charges are too high. While this is a sizeable minority and should not be dismissed, it is important to note that perceptions of cost sensitivity are common in parking surveys and often reflect a general preference for lower or no charges rather than evidence of pricing being prohibitive. The absence of a strong link elsewhere in the survey between charges and reduced usage suggests that these views may be attitudinal rather than behavioural.

Only 1% of respondents considered long-stay charges to be too low, reinforcing the view that there is no expectation for charges to increase significantly or rapidly.

3.2.18 QUESTION 20 ASKED RESPONDENTS WHAT THEY THOUGHT ON SHORT-STAY PARKING CHARGES ACROSS HUNTINGDONSHIRE

This question allowed respondents to select a single option. It received 1,510 responses, meaning 36 respondents skipped the question.

Figure 12 below shows the breakdown of responses based on the criteria provided.

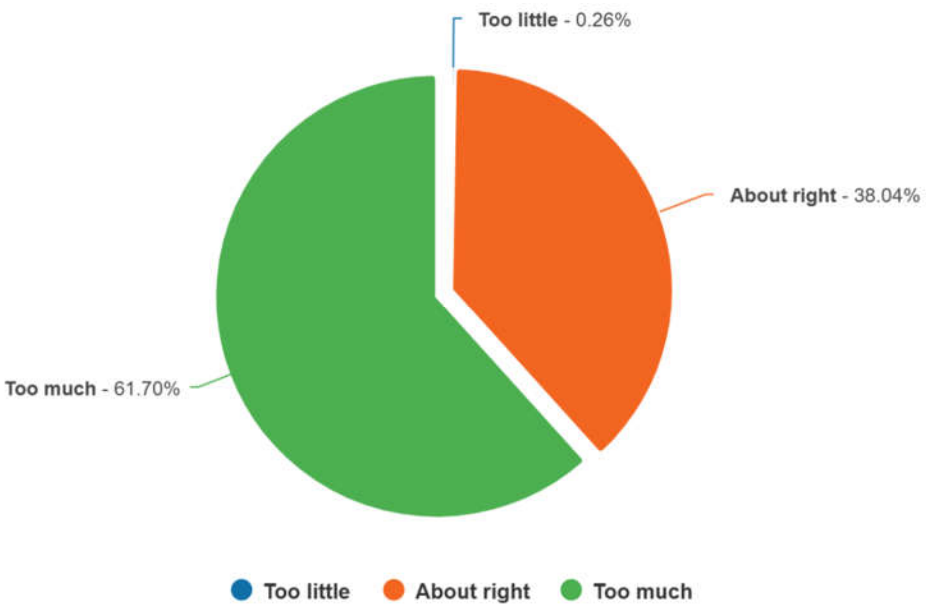

Figure 12 – Thoughts on short-stay parking charges in HDC car parks

The results highlight a significantly lower level of acceptance of short-stay parking charges compared to long-stay tariffs, indicating a clear divergence in how users perceive value for money across different lengths of stay.

A clear majority of respondents (62%) consider short-stay parking charges to be too high, while only 38% feel that charges are about right. Fewer than 1% believe charges are too low. This contrasts sharply with perceptions of long-stay parking, where the majority of respondents felt charges were appropriate, and suggests that short-stay tariffs are viewed as less equitable or less aligned with user expectations.

This disparity creates a strong impression that long-stay parking is perceived as fairer than short-stay parking. Short-stay users are more likely to be making quick, convenience based trips, such as shopping, or accessing services, and the findings suggest that higher short-stay tariffs may be seen as disproportionate to the duration and purpose of these visits.

3.2.19 QUESTION 21 ASKED HOW HDC CAR PARKING CHARGES COMPARE TO COUNCIL OWNED CAR PARKS IN OTHER AREAS?

This question allowed respondents to select a single option. It received 1,499 responses, meaning 47 respondents skipped the question.

Figure 13 below shows the breakdown of responses based on the criteria provided.

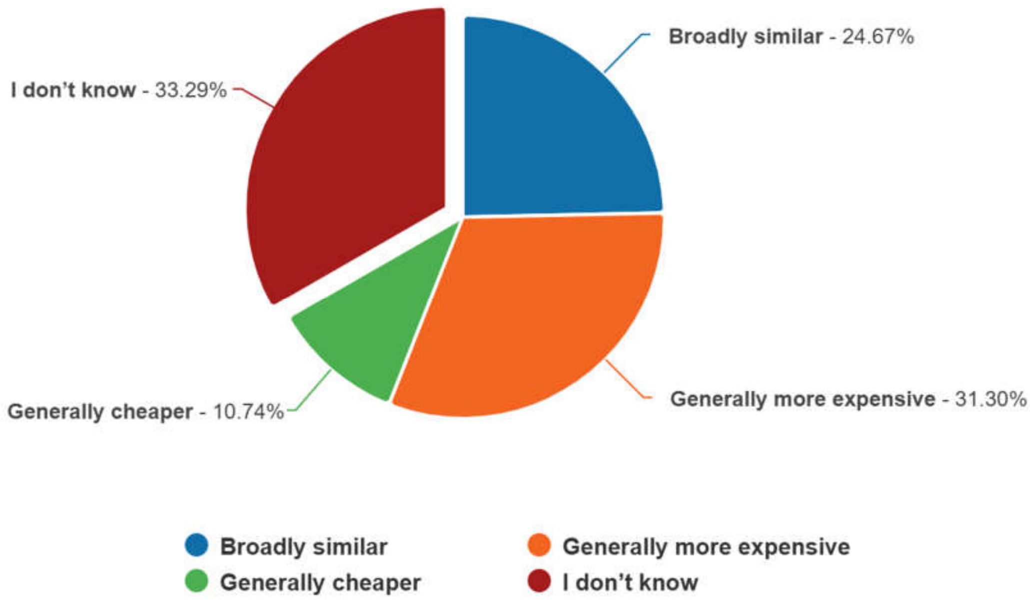

Figure 13 – Comparison between local authorities and parking charges

The results show mixed but generally balanced perceptions of how parking charges in Huntingdonshire District Council car parks compare with those in other local authority areas.

Around 25% of respondents consider parking charges to be broadly similar to those elsewhere, which is a positive finding and suggests that, for a significant proportion of users, charges are seen as broadly in line with expectations and comparable locations.

This is important, as a strong perception of higher than average charges could discourage residents and visitors from using local town centres.

However, 31% of respondents believe that parking charges in Huntingdonshire are generally more expensive than in other areas. While this perception should be acknowledged, it does not necessarily reflect actual pricing when benchmarked against comparable local authorities. Such views may be influenced by selective comparisons with locations that offer free or heavily subsidised parking, or with smaller settlements that provide fewer facilities and services.

Only 11% of respondents felt that parking in Huntingdonshire is generally cheaper than elsewhere. This suggests that there is limited perception of Huntingdonshire offering a cost advantage over neighbouring authorities, reinforcing the importance of clearly communicating value for money and the benefits provided through Council managed parking.

Notably, a substantial 33% of respondents stated that they do not know how parking charges compare with other areas. This indicates that a large proportion of users either do not regularly park outside the district or do not actively compare tariffs between locations. It also suggests that pricing decisions are often judged in isolation rather than through direct comparison with other authorities.

3.2.20 QUESTION 22 ASKED WHETHER RESPONDENTS WOULD SUPPORT EMISSIONS BASED CHARGING

This question allowed respondents to select a single option. It received 1,478 responses, meaning 68 respondents skipped the question.

The results indicate limited current support for emissions based parking charges, but also highlight a substantial proportion of respondents who are open to the concept subject to further information.

Just 16% of respondents stated that they would support emissions based charging, while almost 50% indicated that they would not support such an approach. This suggests that, at present, emissions based charging would be challenging to introduce without significant risk of public resistance.

However, a notable 30% of respondents stated that they would want to find out more before making a decision. This is an important finding, as it indicates that opposition is not fixed for a large section of users and that views may be influenced by clearer explanations of how emissions based charging would work in practice, what vehicles would be affected, and how any additional revenue would be used.

Only 4% of respondents were unsure, suggesting that most respondents felt able to express an initial view, even if that view was conditional on receiving more information.

3.2.21 QUESTION 23 ASKED WHETHER RESPONDENTS OWNED A HDC CAR PARK PERMIT

This question allowed respondents to select a single option. It received 1,494 responses, meaning 52 respondents skipped the question.

Only 4% of respondents stated they currently own a permit for council owned car parks across the district. Question 24 was a follow-up to this question asking respondents to state whether they would consider purchasing a permit in the future. 1,501 respondents answered this question, meaning that 45 respondents skipped the question.

Figure 14 below shows the breakdown of responses based on the criteria provided.

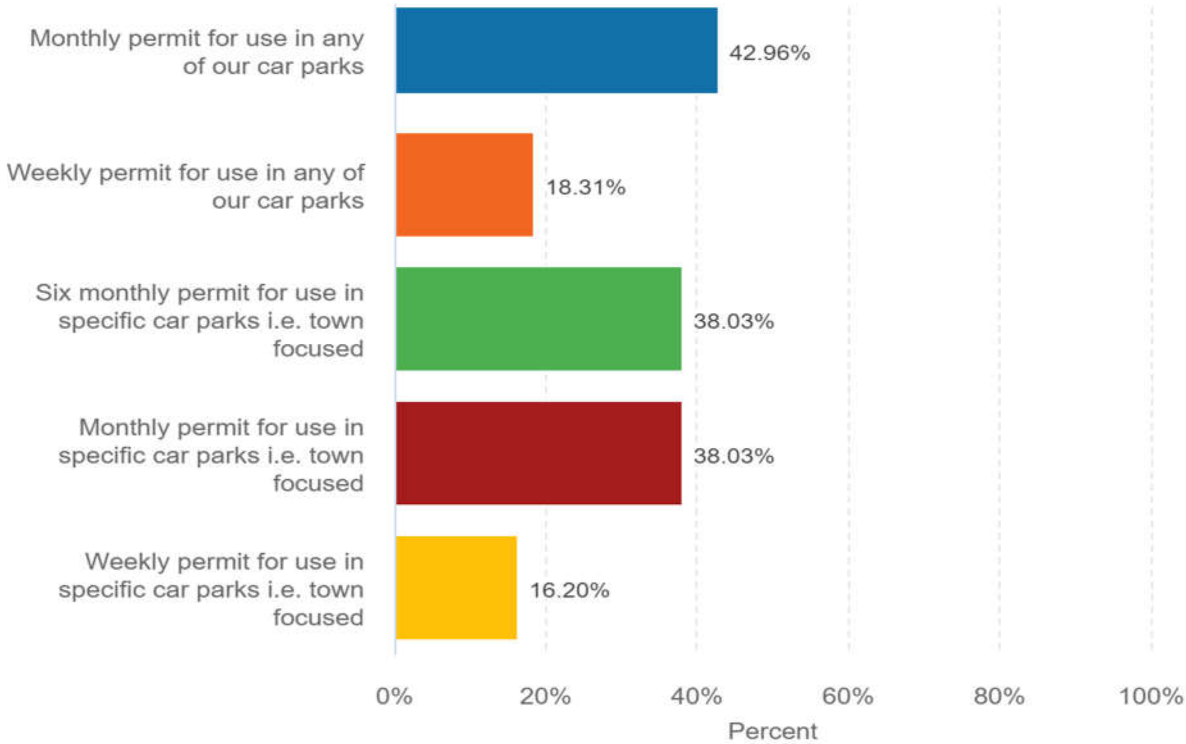

Figure 14 – Interest in potential HDC car parking permits

The results provide a clear indication of strong interest in flexible permit options, particularly those that balance convenience with affordability and reflect different user needs across Huntingdonshire.

The most popular option is a monthly permit valid across any Council owned car park, selected by 43% of respondents. This highlights a strong appetite for a simple, district wide permit offering flexibility of location, which is likely to appeal to regular users such as commuters, town centre workers, and residents who travel between different towns.

There is also significant support for town focused permits, with both monthly and six-monthly permits for use in specific car parks selected by 38% of respondents. This suggests that many users would value a lower cost option tied to a single town or location, providing a more targeted alternative for those with predictable parking patterns.

By contrast, weekly permits attract lower levels of interest. A weekly permit valid across all car parks was selected by 18% of respondents, while a weekly town specific permit was supported by 16%. This indicates that shorter duration permits may be more relevant to occasional users, visitors, or those with temporary parking needs, rather than forming the core of a permit offer.

3.2.22 QUESTION 25 ASKED WHETHER RESPONDENTS HAD A DISABILITY OR LIMITED MOVEMENT

This question received 1,433 responses, with 113 respondents choosing not to provide an answer. 16% of respondents indicated that they have a disability or limited mobility. This represents a sufficiently robust sample to support meaningful analysis of how inclusive and accessible Council owned car parks are across Huntingdonshire, and to inform considerations around provision, from an accessibility perspective.

A follow-up question for those that chose yes was to answer how easy it is to locate a blue badge space across council owned car parks. 654 respondents answered this question. Figure 15 illustrates the responses to the follow up question.

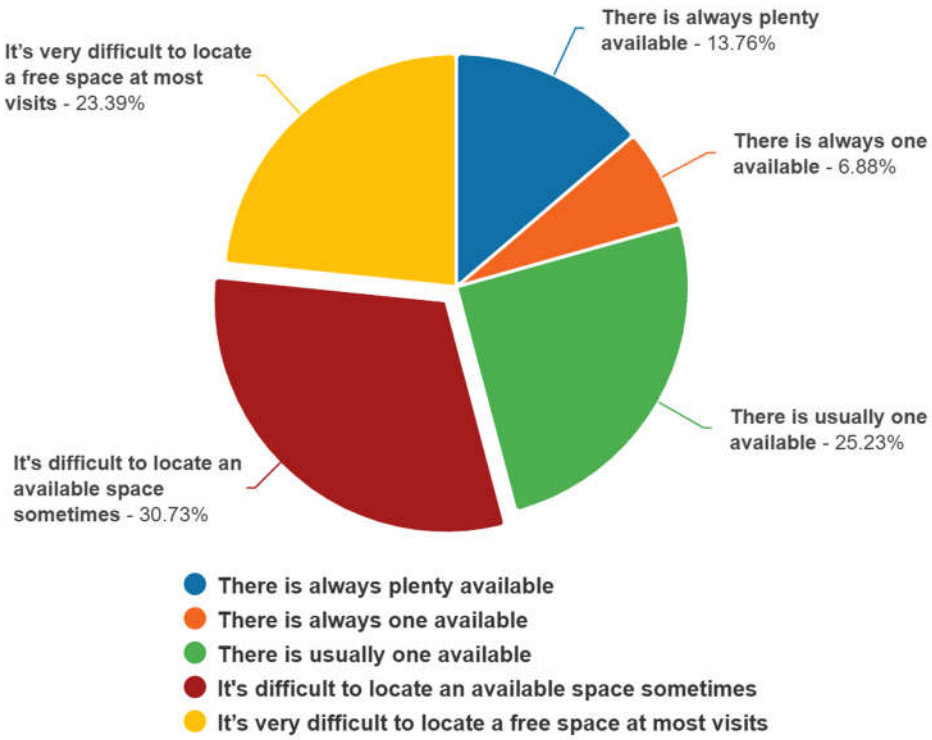

Figure 15 – How easy is it to locate a blue badge bay in HDC car parks

The results illustrate a mixed experience for users who rely on disabled parking bays, with availability varying notably by location and time of visit.

Just over 20% of respondents reported consistently positive availability, with 14% stating that there are always plenty of disabled spaces available and a further 7% indicating that there is always at least one space available. This suggests that, in some car parks, current provision is adequate and meeting user needs.

However, a larger proportion of respondents reported challenges. Around 25% stated that there is usually only one disabled space available, indicating limited resilience in provision and a higher risk of bays being fully occupied during busier periods. More significantly, 31% of respondents reported that it is difficult to locate an available disabled space at times, while 23% indicated that it is very difficult to find a free disabled space on most visits.

Taken together, these findings suggest that over half of respondents experience difficulty locating a disabled parking space either regularly or frequently. This points to localised shortfalls in provision, particularly in higher demand car parks or at peak times, and highlights the importance of reviewing the number, location, and visibility of disabled bays as part of the car park strategy. Improving provision in the most pressured locations would be likely to deliver a tangible improvement in accessibility and user experience for disabled users across Huntingdonshire.

3.2.23 OTHER COMMENTS REGARDING HDC CAR PARKS

The final question enabled respondents to provide any other comments regarding Council owned car parks across the district. In total, 816 comments were provided. These have been reviewed and grouped into key themes to identify recurring issues, sentiments, and priorities. A summary of the findings is set out below.

Cost of Parking

Indicative frequency of comments: 175

- Cost was the most commonly raised issue, with many respondents expressing the view that parking charges, particularly for short stays, are too high.
- A recurring sentiment was that parking should be cheaper or free for short visits, especially for quick trips such as shopping, medical appointments, or collections.
- Some respondents suggested that high charges discourage repeat visits to town centres and reduce dwell time.

Comparisons and value perception:

- Several comments compared Huntingdonshire unfavourably with nearby towns or out of town retail locations that offer free parking, reinforcing earlier survey findings on perceptions of relative cost.

Payment Systems and Reliability

Indicative frequency of comments: 158

- A significant number of comments related to payment machines not working reliably, particularly contactless and app based systems.
- Respondents frequently cited frustration when machines were out of order, slow, or unclear to use.
- Mobile phone signal issues affecting app payments were also raised, especially in certain locations.

Expectations:

- Many respondents accepted digital payments but stressed the importance of simple, robust, and well maintained systems, with clear instructions and fallbacks where technology fails.

Availability and Capacity of Spaces

Indicative frequency of comments: 107

- Respondents reported difficulty finding spaces at busy times, particularly in town centre car parks and during peak periods.
- Comments suggested that perceived capacity issues are often localised rather than district wide.
- Some respondents highlighted tensions between long-stay and short-stay parking, with long-stay vehicles occupying convenient spaces.

Electric Vehicle Charging and Future Provision

Indicative frequency of comments: 75

- Many respondents called for greater provision of EV charging, particularly in larger town car parks.
- Some comments highlighted inconsistency between climate objectives and the current limited availability of charging infrastructure.
- Others stressed the importance of future proofing car parks to support the transition to electric vehicles.

Enforcement and Compliance

Indicative frequency of comments: 52

- Views on enforcement were mixed. Some respondents felt enforcement was too strict or unfair, while others felt it was insufficient.
- A number of comments raised concerns about misuse of bays (e.g. overstaying, misuse of disabled bays) and called for more consistent enforcement presence.

Accessibility and Disabled Parking

Indicative frequency of comments: 46

- Respondents highlighted challenges around the availability, location, and enforcement of disabled bays.
- Some comments linked accessibility issues to wider concerns about bay size, gradients, and walking distances to destinations.

Parking Bay Size and Layout

Indicative frequency of comments: 38

- A recurring theme was that parking bays are too small for modern vehicles, making it difficult to enter and exit cars safely.

- This issue was often linked to accessibility, particularly for older users or those with limited mobility.

Signage and Wayfinding

Indicative frequency of comments: 13

- A small number of respondents raised issues around poor signage, unclear tariffs, or difficulty navigating larger car parks.

Positive Feedback

Indicative frequency of comments: 70

- While the open question naturally attracted more critical feedback, a notable number of respondents commented that parking generally “works well” or is “adequate for most needs.”
- Some respondents highlighted convenient locations and generally good availability outside peak times.

Key Observations Across All Themes

- **Consistency with structured survey results:** The free text responses strongly reinforce earlier findings, particularly around cost sensitivity, payment reliability, and short-stay fairness.
- **Localised issues dominate:** Many comments relate to specific car parks or towns rather than systemic district wide problems.
- **Value for money narrative:** Respondents frequently linked charges to expectations of quality, reliability, and investment, suggesting that acceptance improves when users can see tangible benefits.
- **Importance of communication:** Several comments point to confusion or frustration that could be reduced through clearer signage, better explanation of payment systems, and proactive communication about changes or improvements.

4.0 LOCAL PREFERENCE

4.1 INTRODUCTION

Section 3 presented a summary of responses received across Huntingdonshire as a whole. However, the district comprises a diverse range of towns and villages, each with differing patterns of car park use, levels of demand, and local context. As a result, user feedback is likely to vary by location. Understanding these local differences is important in ensuring that the car park strategy responds appropriately to the distinct needs and priorities of individual communities, rather than applying a single, uniform approach across the district.

This section therefore focuses on the findings from the Stage 1 user survey at a more local level within Huntingdonshire. It is not practical or proportionate to provide a detailed breakdown for every town and village, as this would result in very small sample sizes in some locations and would add limited analytical value. Instead, the location based analysis has been undertaken for the district's principal towns, (Huntingdon, St Ives, and St Neots) with responses from surrounding villages considered alongside these town level findings to ensure that the views of smaller settlements are appropriately reflected.

Similarly, it is not necessary to provide a local breakdown for every survey question, as this would lead to an overly lengthy report without materially improving the insight gained. The local analysis therefore focuses on a selected set of key questions that are most relevant to understanding differences in user experience and priorities between locations.

The questions included in the local level analysis include the following:

- Have you experienced any parking problems within the last 12 months at any Huntingdonshire District Council car parks?
- Please select the issues that are related to your visit
- What do you like most about Huntingdonshire District Council parking facilities you have used?
- What would you most like to see improved within Council owned car parks?
- When would you prefer to pay for your parking?
- Do you ever use the check-in check-out system when paying for parking in our car parks
- How would you like to pay for your parking
- How do you think current Huntingdonshire District Council car parking charges compare to Council owned car parks in other areas?
- Do you have a disability or limited movement?
- How easy do you find it to locate a Blue Badge parking space in Council owned car parks?

4.2 HUNTINGDON LOCAL ANALYSIS

Reviewing the completed responses, 386 can be attributed to the Huntingdon region. This includes within the town and the surrounding villages. The first question for the local analysis was “Have you experienced any parking problems within the last 12 months at any Huntingdonshire District Council car parks?” 64% of these respondents answered yes to the question, which is 11% higher than the district wide response. This suggests that there are greater issues with parking in Huntingdon car parks compared to other car park locations.

Figure 16 illustrates the issues that were highlighted by Huntingdon respondents.

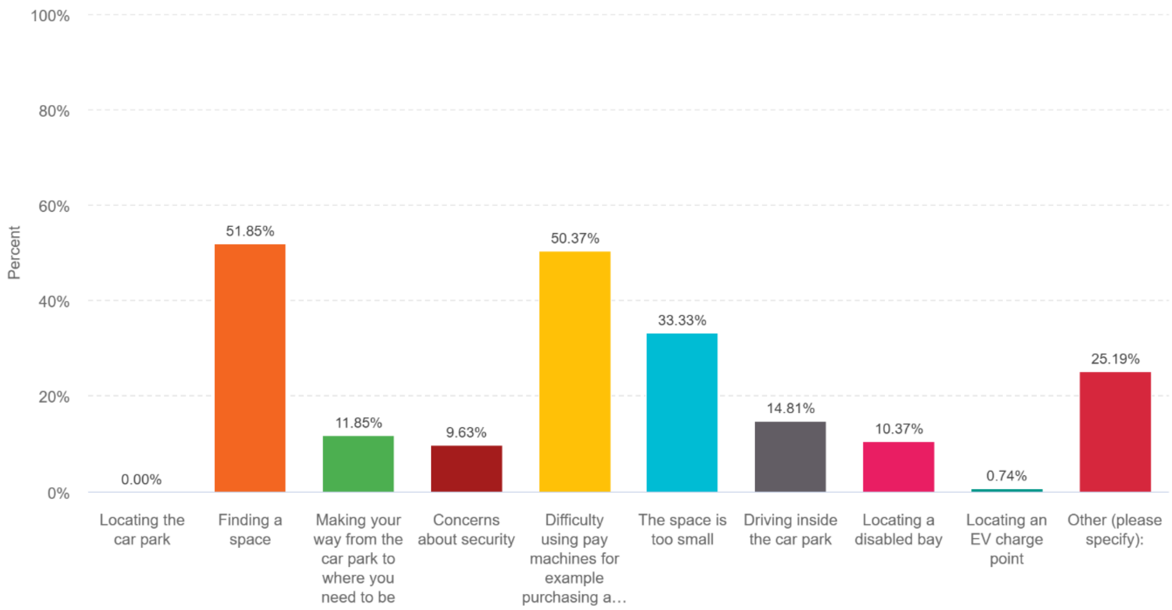

Figure 16 – Issues experienced in Huntingdon specific car parks

Across both the district wide and Huntingdon specific results, the same core issues emerge as the most prominent. At a district wide level, difficulty using pay machines is the most frequently cited issue, reinforcing that payment reliability and usability is a systemic concern rather than a location specific anomaly.

In Huntingdon specifically, however, finding a parking space is marginally more frequently identified than difficulty using payment machines, indicating that capacity pressures are felt more acutely in this location. Parking spaces being too small also features strongly in both datasets, confirming that bay dimensions and layout constraints are consistent challenges across the estate, but are particularly noticeable in busier town centre car parks such as those in Huntingdon.

Taken together, the comparative results indicate that Huntingdon experiences a more intense set of parking pressures than the district average, particularly in relation to capacity and operational performance at peak times. The significantly higher proportion of respondents reporting difficulty finding a space (around 52% in Huntingdon, compared to around 36% district wide), alongside increased issues with driving within car parks, suggests that Huntingdon's car parks are operating closer to their practical capacity and are more sensitive to layout and circulation constraints. By contrast, issues such as locating disabled bays, security, wayfinding, and EV charging remain broadly consistent with, or slightly less pronounced than, the district wide position, indicating that these are not primary drivers of dissatisfaction in Huntingdon.

Question 13 asked respondents what they liked most about Huntingdonshire District Council car parks.

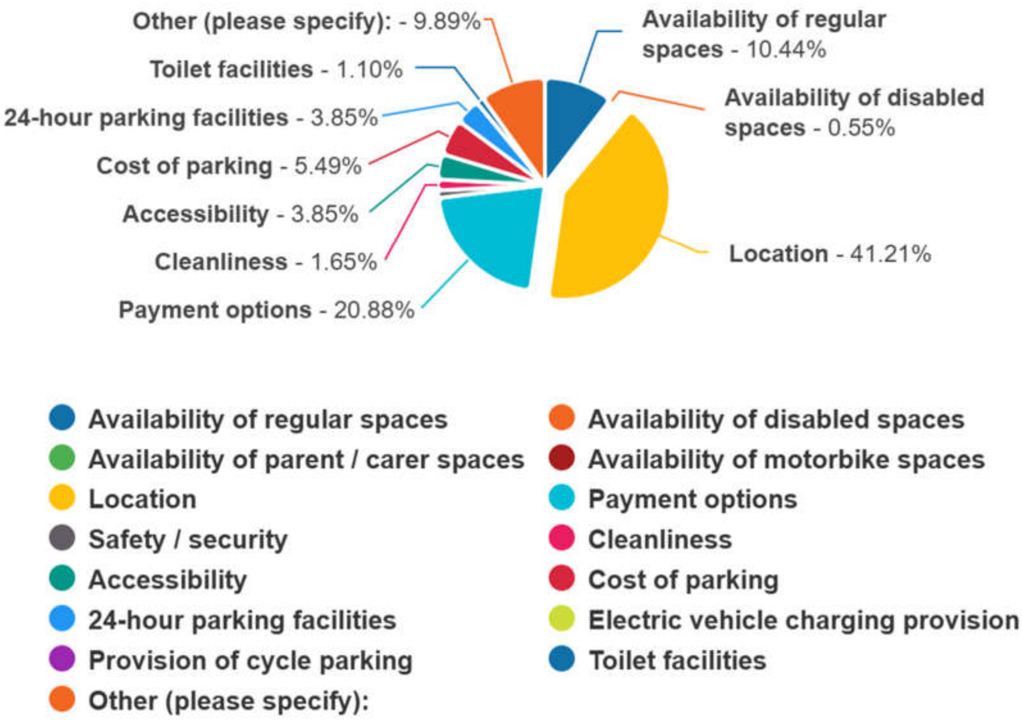

Figure 17 – Most like aspects of car parks in Huntingdon

A comparison of the district wide responses with the Huntingdon specific results shows a strong degree of alignment in what users value most about Council owned car parks, while also highlighting some important local differences in emphasis.

Across both datasets, location is overwhelmingly identified as the most valued aspect of the parking offer, accounting for just over 41% of responses in both the district wide and Huntingdon analyses. This consistency demonstrates that proximity to town centres, shops, services, and key destinations is the single most important factor for users, and that Huntingdon performs as strongly as the wider district in this respect. The stability of this result suggests that location is a fundamental strength of the car park estate rather than a variable influenced by local operating conditions.

The second most valued aspect in both datasets is payment options, although this is notably more prominent in Huntingdon. While payment options account for around 16% of district wide responses, this rises to approximately 21% in Huntingdon. This suggests that ease, flexibility, and reliability of payment are of heightened importance to users in Huntingdon, likely reflecting higher usage levels, greater turnover, and the more intensive day to day demands placed on town centre car parks.

Perceptions around the availability of regular parking spaces are broadly similar but slightly lower in Huntingdon (around 10%) compared to the district wide figure (around 13%). This may reflect the fact that, while availability is still valued, Huntingdon users are more likely to experience constrained capacity at peak times and therefore prioritise other factors such as payment convenience and location over absolute space availability.

Other aspects of the parking offer, such as cost of parking, accessibility, 24-hour parking, cleanliness, and toilet facilities, attract relatively small proportions of responses in both datasets and remain broadly consistent. Notably, the availability of disabled spaces is valued by a much smaller proportion of respondents in Huntingdon than across the district as a whole. This does not necessarily indicate that provision is unimportant, but rather that it may be less visible as a defining feature compared to other aspects of the parking experience in a busy town centre environment.

The following question was focused on areas of improvement within HDC car parks. As with the district wide results, the cost of parking was the highest rated area for improvement within Huntingdon. However, this wasn't deemed as significant, with a 5% lower rate provided for this option. Availability of regular spaces (4% increase), and the availability of parent / carer spaces (4% increase) were both slightly higher in Huntingdon compared to the wider district.

Similarly to the district wide analysis, although payment options was seen as a positive feature, there were also noticeable levels of respondents that believe this requires improvement in car parks, albeit a slightly less amount (2% reduction).

Question 16 asked respondents when they prefer to pay for parking. Figure 18 illustrates the feedback from the Huntingdon region.

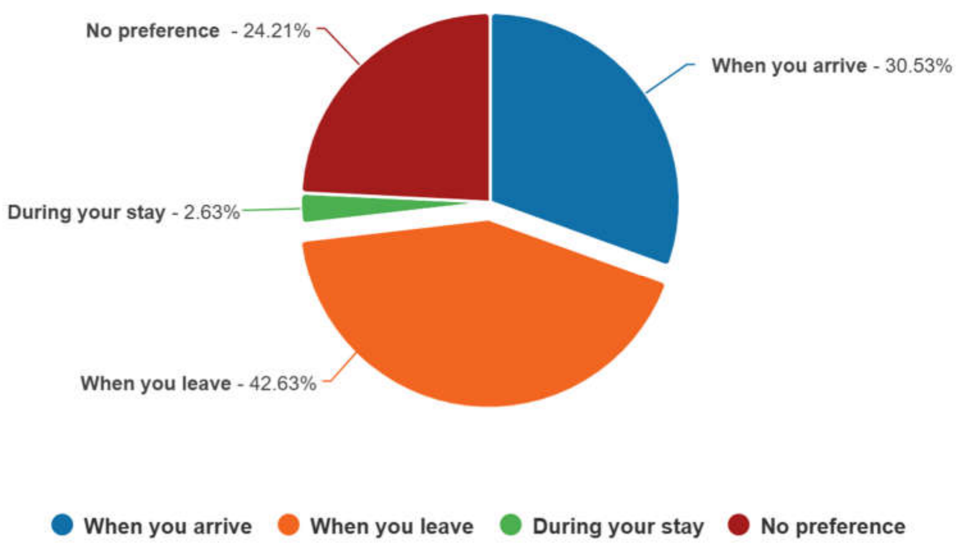

Figure 18 – Preference for parking payment in Huntingdon

A comparison of the district wide and Huntingdon specific results shows a broadly consistent pattern in preferences for when users would like to pay for parking, with some notable differences in emphasis that reflect the more intensive use of car parks in Huntingdon.

Across the district as a whole, preferences are relatively evenly split between paying on arrival (35%) and on departure (37%), with a sizeable proportion of respondents (26%) indicating no preference. This suggests that, at a district wide level, users are generally comfortable with either approach, provided the payment system is clear, reliable, and easy to use. Very few respondents expressed a preference for paying during their stay, indicating limited appetite for mid-stay payment interactions.

In Huntingdon specifically, there is a clearer preference for paying on departure, with support rising to approximately 43%, compared to 31% who prefer to pay on arrival. This represents a stronger lean towards post stay payment models than is evident across the district as a whole. The proportion of respondents with no preference remains broadly similar (24%), suggesting that flexibility remains important, but that Huntingdon users are more likely to favour payment approaches that reflect actual length of stay rather than estimated duration.

The increased preference for pay on exit in Huntingdon is likely to reflect higher turnover, greater variability in stay duration, and a higher incidence of short, transactional visits in a busy town centre environment, where pay on exit is more common than smaller towns and villages.

Question 17 focused on the check-in / check-out system. When compared with the district wide results, the Huntingdon specific feedback indicates an even lower level of awareness of the system. In Huntingdon, around 55% of respondents stated that they do not know what a check-in / check-out system is, compared to approximately 47% district wide, reinforcing that lack of understanding is an even more pronounced issue locally.

Usage levels among those who are aware of the system are also slightly lower in Huntingdon, with fewer respondents reporting regular (2% reduction) or occasional use (2% reduction) and a similar proportion indicating that they do not use such systems at all. This suggests that, despite Huntingdon being the district’s busiest town and a location where pay on exit systems could offer particular benefits, familiarity with this payment model remains limited.

Feedback on how respondents preferred to pay for parking in Huntingdon was very similar to the district wide analysis with no clear differences between the two datasets.

Question 21 asked respondents how they felt parking charges in other areas outside the district compared to Huntingdonshire. Across the district as a whole, views are relatively evenly split between those who consider charges to be broadly similar elsewhere (around 25%) and those who feel they are generally more expensive (around 31%). A notable proportion of respondents (around 33%) indicated that they do not know, suggesting that many users do not regularly compare parking charges between areas or do not feel strongly enough to make a comparison.

In Huntingdon, perceptions follow a similar pattern but with a slightly more balanced spread. The proportion of respondents who consider charges to be broadly similar is marginally higher (around 27%), while the proportion who feel charges are generally more expensive is lower (around 25%) compared to the district wide position. This suggests that relative to the rest of the district, Huntingdon users may be slightly less inclined to view parking charges as uncompetitive.

The proportion of respondents selecting "I don't know" remains high in both datasets and is marginally higher in Huntingdon (around 35%), reinforcing the view that perceptions of comparative cost are often formed without direct benchmarking. A small but consistent minority in both cases consider Huntingdonshire's parking to be generally cheaper, though this remains the least selected option.

Figure 19 illustrates this breakdown in Huntingdon.

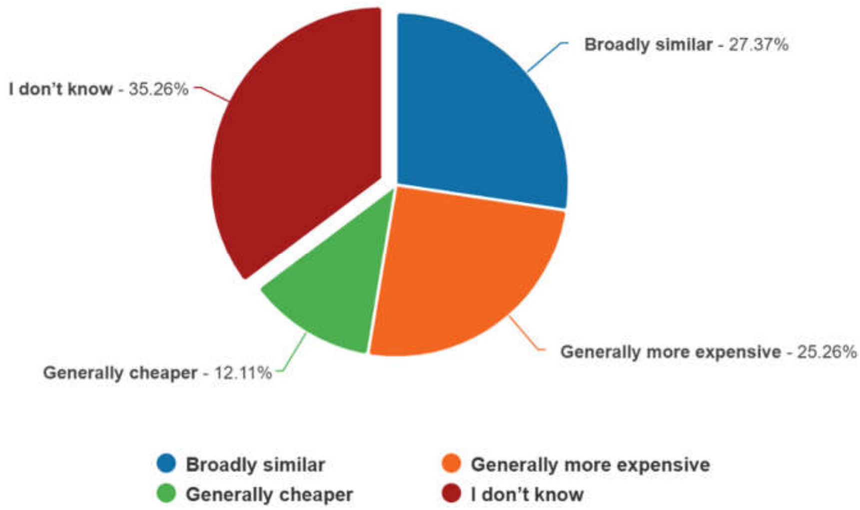

Figure 19 – Comparison between local authorities and parking charges from Huntingdon respondents

The final two questions selected for the local analysis focus on respondents with a disability or limited movement. The district wide analysis highlighted a 16% response rate, which is identical to the response rate within Huntingdon.

The comparison shows that availability of disabled parking spaces is perceived to be more constrained in Huntingdon than across the district as a whole. At a district wide level, around 47% of respondents indicated that an available disabled space is usually or always available, whereas in Huntingdon this falls to approximately 46%, with a notable shift toward more negative responses. In Huntingdon, the proportion of respondents stating that it is very difficult to locate a free disabled space at most visits increases significantly to around 31%, compared to around 23% district wide, while those reporting difficulty only sometimes falls from around 31% to 22%.

4.3 ST IVES LOCAL ANALYSIS

A review of the completed survey responses shows that 284 submissions relate to the St Ives area, encompassing both the town itself and the surrounding villages. The local analysis therefore begins with the question, "Have you experienced any parking problems within the last 12 months at any Huntingdonshire District Council car parks?" The results show that 57.63% of respondents have experienced problems, while 42.37% have not. This indicates that parking issues are a material feature of the customer experience in St Ives, with a clear majority reporting challenges in the last year.

Figure 20 illustrates the specific issues reported by St Ives respondents.

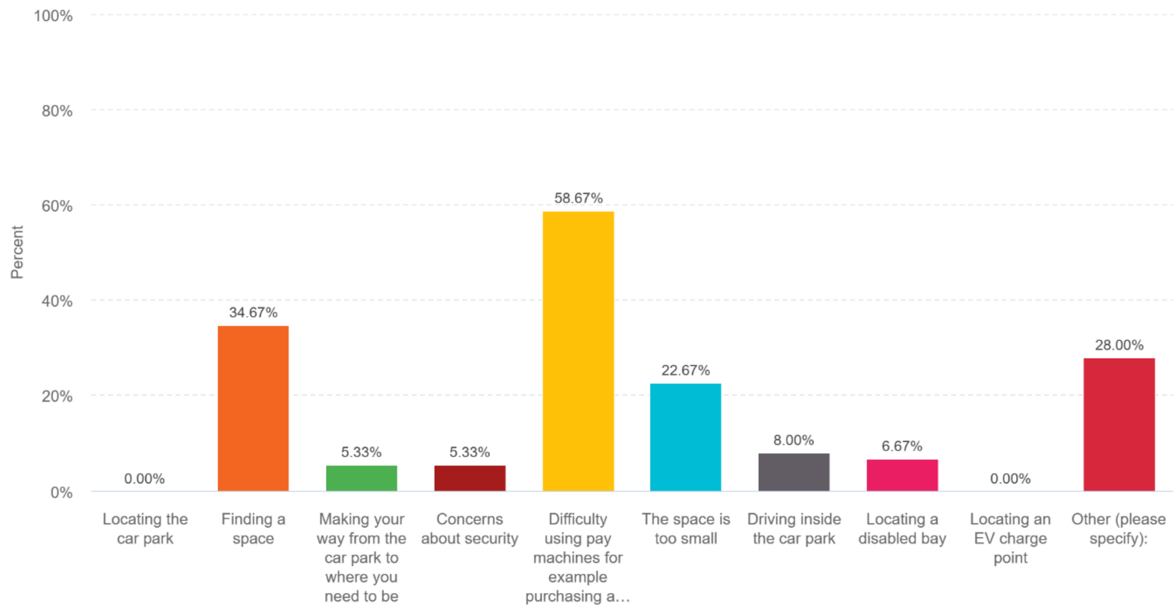

Figure 20 – Issues experienced in St Ives specific car parks

The most frequently cited problem is difficulty using pay machines (59%), reinforcing that payment reliability and usability are the dominant operational concern locally. Finding a parking space is the second most commonly reported issue (34%), indicating notable capacity pressure in St Ives at peak periods. A further 23% highlighted that spaces are too small, suggesting that bay dimensions and layout constraints are also affecting user confidence and convenience. Other issues are less prevalent but still relevant, including driving inside the car park (8%), and locating a disabled bay (7%). Concerns linked to security and walking routes/wayfinding from the car park are comparatively low (both 5%), and locating the car park and locating EV charge points were not identified as issues.

Question 13 asked respondents what they like most about HDC car parks they have used in St Ives. The results show that location is overwhelmingly the most valued feature (43%), confirming that proximity to the town centre and key destinations is the principal strength of the offer. After location, respondents most commonly value the availability of regular spaces (15%) and payment options (14%), suggesting that, when systems work well, convenient payment and the ability to find a space are highly important components of satisfaction. Smaller proportions referenced cost of parking (5%) and 24-hour parking facilities (5%), with low levels of emphasis placed on disabled space availability (2%) and wider supporting facilities such as toilets, EV charging provision, and accessibility (each 1%). Other comments account for 12.61%, indicating a degree of local nuance that may warrant review of the free text responses for St Ives specific themes.

Figure 21 illustrates the breakdown of this feedback for the St Ives region.

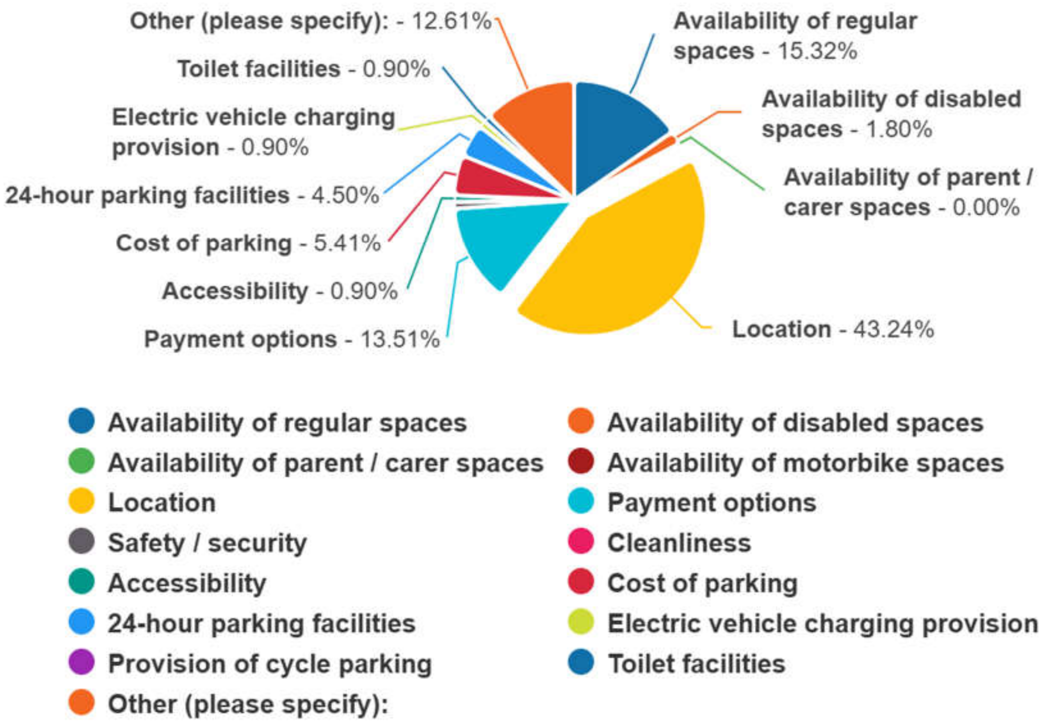

Figure 21 – Most liked aspects of parking in HDC car parks in St Ives

When compared with the district wide results for this question, the St Ives findings show a broadly similar pattern of priorities but with some notable differences in emphasis. Across the district as a whole, cost of parking also emerges as the most frequently cited area for improvement; however, the proportion of respondents highlighting this issue in St Ives (47%) is significantly higher than the district wide figure. This indicates that concerns about affordability are more acute in St Ives than elsewhere, and that pricing is a particularly sensitive issue for users of these car parks.

Conversely, while payment options remain a consistent secondary priority across both datasets, the St Ives figure (12%) is slightly lower than the district wide response. This suggests that, although payment usability is still an important consideration locally, it is relatively less dominant than cost when compared to the wider Huntingdonshire position. Improvements relating to availability of regular spaces, parent / carer spaces, and supporting facilities such as toilets and EV charging attract broadly similar or marginally lower levels of response in St Ives, indicating that these issues are present but not disproportionately problematic compared to the district average.

Question 16 explored when users would prefer to pay for parking. St Ives respondents show a stronger preference for paying on arrival (39%) than paying on departure (32%), with 26% expressing no preference and 3% preferring to pay during their stay. This suggests that, in St Ives, many users favour a more traditional “pay and display on entry” approach, although the sizeable "no preference" segment indicates that flexibility remains valuable provided the payment process is simple and dependable.

When compared with the district wide analysis, the St Ives results reinforce and slightly amplify the same underlying pattern. Across the district as a whole, a substantial proportion of respondents also indicated that they do not know what a check-in / check-out system is. However, this lack of awareness is even more pronounced in St Ives, where 56% selected this option, compared to a lower but still significant district wide figure. This confirms that awareness, rather than acceptance, remains the principal barrier to meaningful engagement with this payment model, particularly at a local level.

Usage patterns among those who are aware of the system are broadly consistent with the district wide findings. In St Ives, 26% of respondents stated that they do not use check-in / check-out systems, while 15% use them occasionally and only 3% use them all the time. This mirrors the district wide trend of limited regular usage, with St Ives showing slightly lower levels of routine adoption. Overall, the comparison indicates that St Ives does not present a distinct resistance to check-in / check-out systems, instead, it reflects an environment where limited understanding and exposure are suppressing uptake, suggesting that targeted communication and simple user education would be a necessary precursor to any wider rollout.

Question 18 asked how respondents would like to pay for parking. St Ives respondents express a clear preference for contactless card payments (63%), alongside strong demand for a mobile phone payment app (47%). Importantly, cash (coins only) remains significant (43%), indicating that cashless only approaches would risk excluding a substantial minority. Chip and PIN is less preferred (20%), suggesting that where card payments are offered, contactless capability is the critical requirement.

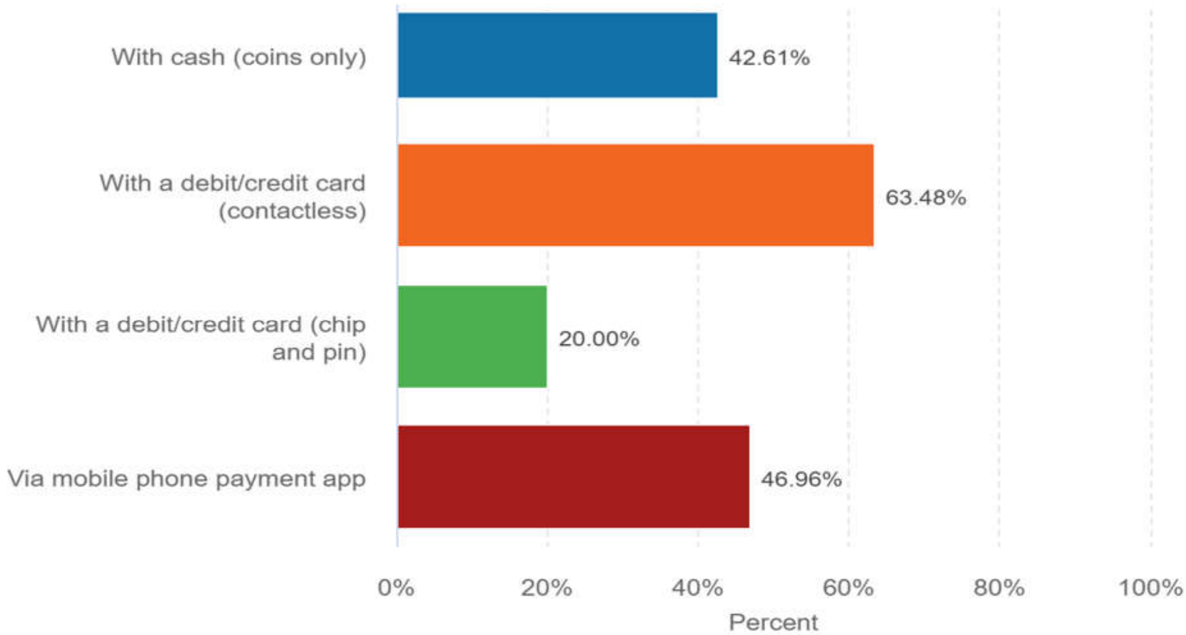

Figure 22 – Preference for car park payment in St Ives

Question 21 asked how respondents think HDC charges compare to car parks in other locations outside Huntingdonshire. When set against the district wide analysis, the St Ives findings follow a very similar overall pattern, but with some subtle differences in emphasis. As across the district as a whole, the most common response in St Ives is "I don't know" (37%), reinforcing the conclusion that a significant proportion of users do not actively compare parking charges between areas or do not feel sufficiently informed to do so. This proportion is slightly higher than the district wide figure, suggesting that uncertainty around comparative pricing is marginally more pronounced in St Ives.

Among respondents who do hold a view, perceptions in St Ives are broadly aligned with the district wide position but show a slightly stronger tilt towards negative comparisons. In St Ives, 30% consider charges to be generally more expensive, which is comparable to, though marginally lower than, the district wide level, while 21% feel charges are broadly similar, slightly below the district wide share. The proportion who believe charges are generally cheaper (12%) remains a small minority and is broadly consistent with the district wide response. Figure 23 illustrates this summary for the St Ives region.

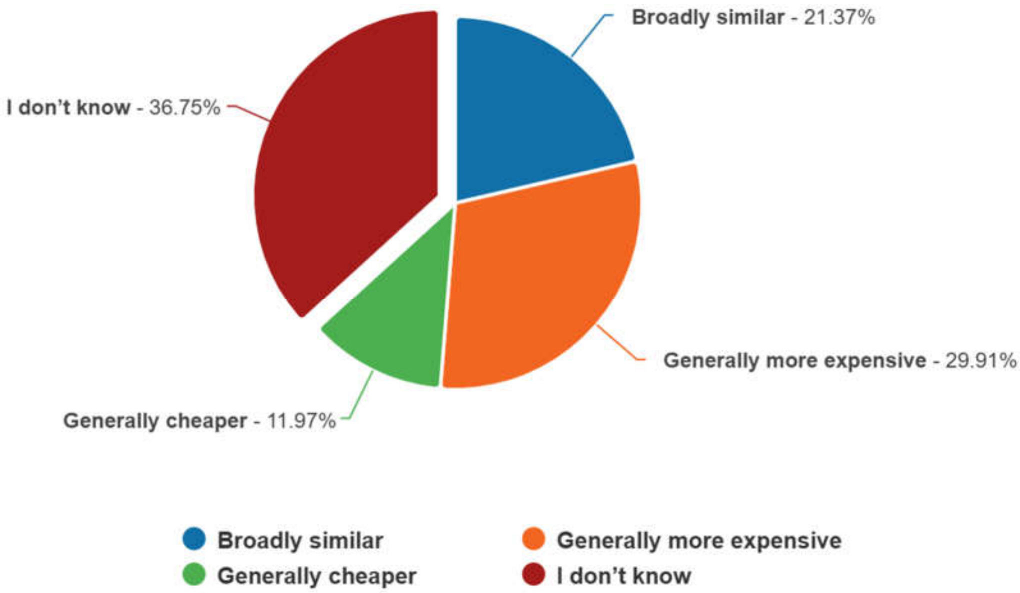

Figure 23 – St Ives respondents thoughts on how parking charges compare outside of HDC

Finally, in relation to accessibility, 14% of St Ives respondents stated they have a disability or limited movement, 2% lower than the district wide average. When compared with the district wide findings, the St Ives results point to a more constrained experience for blue badge holders. District wide, a slightly higher proportion of respondents report that disabled bays are always or usually available, indicating a more balanced level of provision across the wider estate.

However, only 17% of respondents state that a blue badge space is always available, with a further 31% indicating a space is usually available. By contrast, a clear majority of St Ives respondents experience some degree of difficulty, with 34% reporting that it is difficult to find a space sometimes and 17% stating that it is very difficult at most visits. This represents a stronger shift towards negative responses than is evident at a district wide level.

4.4 ST NEOTS LOCAL ANALYSIS

Reviewing the completed responses, 583 responses can be attributed to the St Neots area, including the town and surrounding settlements. The first question in the local analysis asked respondents: "Have you experienced any parking problems within the last 12 months at any Huntingdonshire District Council car parks?"

In St Neots, 44% of respondents answered yes, compared to the 53% district wide response rate, representing a reduction of 9%. This indicates that, while parking problems can remain an issue locally, the overall level of dissatisfaction in St Neots is notably lower than the district average.

Figure 24 illustrates the specific issues identified by respondents using St Neots car parks.

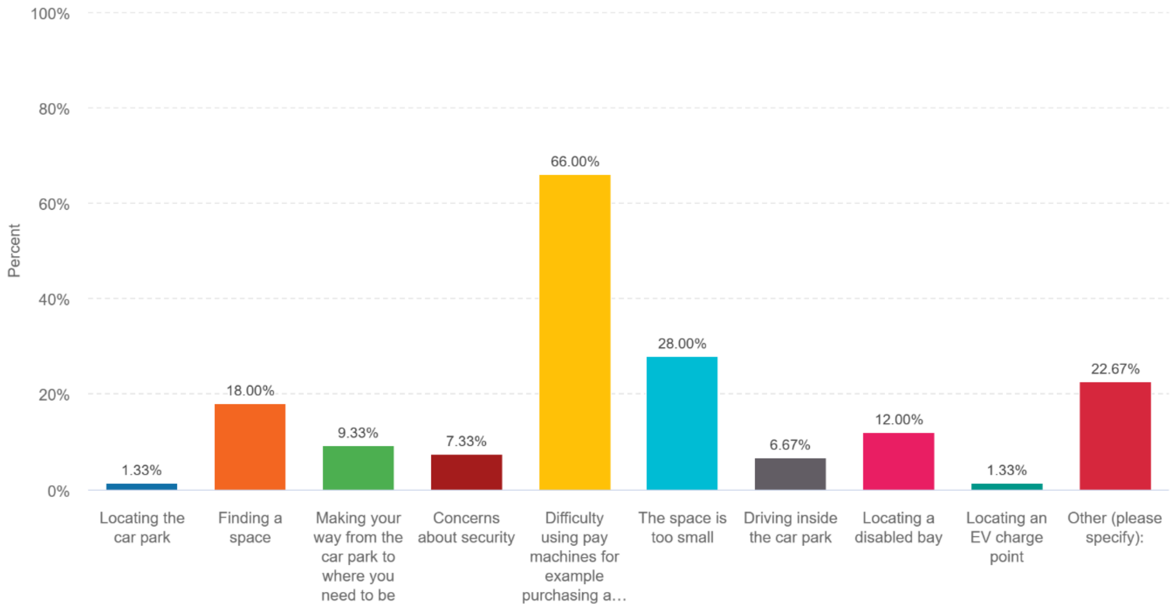

Figure 24 – Issues experienced in St Neots specific car parks

Across both the district wide and St Neots results, the same core issues emerge, although their relative prominence differs. At a district wide level, difficulty using pay machines is the most frequently cited issue (59%). In St Neots, this concern is even more pronounced, rising to 66%, an increase of 7%, reinforcing that payment usability and reliability are a particularly acute issue locally.

By contrast, finding a parking space is reported by 18% of St Neots respondents, which is significantly lower than the district wide figure of approximately 36% (a reduction of 18%). This suggests that relative to other parts of the district, St Neots experiences less intense capacity pressure overall. However, space size remains a notable issue locally, with 28% identifying bays as too small, which is broadly consistent with the district wide response (approximately 23%, a 5% increase).

Other issues, including concerns about security (7%), driving within the car park (7%), and locating disabled bays (12%), remain secondary in St Neots and are generally comparable to or slightly below district wide levels. Taken together, the evidence suggests that while St Neots car parks are not under the same degree of capacity stress as larger centres, operational factors, particularly payment infrastructure, play a disproportionately important role in shaping user experience.

Question 13 asked respondents what they liked most about Huntingdonshire District Council car parks. Figure 25 presents the St Neots responses.

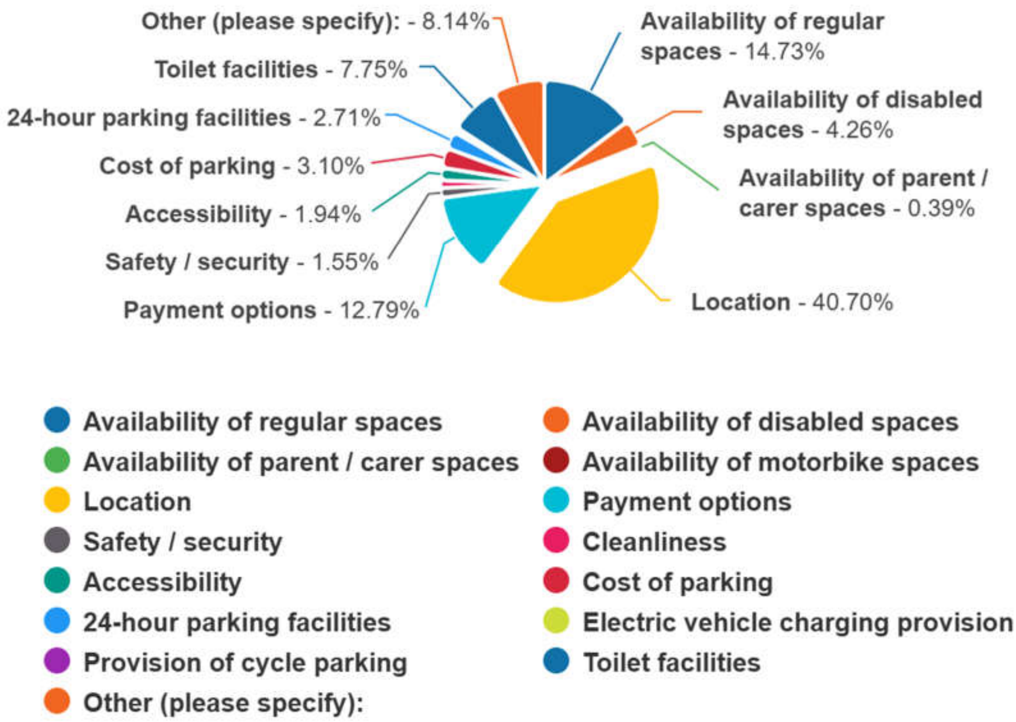

Figure 25 – Most liked aspects of parking in HDC car parks in St Neots

As with the district wide analysis, location is the most valued aspect of parking provision in St Neots, accounting for 41% of responses. This is closely aligned with the district wide figure of approximately 43%, indicating that proximity to town centre destinations remains a consistent strength across the estate.

The availability of regular parking spaces is the second most liked aspect of parking within St Neots, with 15% of respondents choosing this option, reinforcing earlier findings that capacity constraints are less severe locally. That being said, this figure is in line with the district wide response rate. Payment options are valued by 13% of St Neots respondents, which is marginally lower than the district wide figure (around 14%), suggesting that while payment is important, it is less likely to be viewed positively where reliability issues persist.

Other aspects, such as toilet facilities, accessibility, safety/security, and 24-hour parking, attract modest response levels and broadly mirror district wide patterns, indicating no major local divergence in what users value beyond location and basic availability.

When asked what they would most like to see improved, cost of parking remains the dominant concern in St Neots, selected by 39% of respondents. This is around 8% than the district wide figure (47%), indicating that while cost remains important, it is less acute locally than elsewhere in the district.

By contrast, availability of disabled spaces (7%) and parent/carer spaces (6%) are both higher than district wide responses (approximately 4–5%), suggesting greater sensitivity to inclusive provision in St Neots. Payment options are identified by 13%, which is broadly consistent with the district wide figure, reinforcing the dual perception of payment as both a valued feature and a priority for improvement.

Question 16 explored when respondents prefer to pay for parking. In St Neots, preferences are relatively balanced, with 36% favouring payment on departure and 32% preferring payment on arrival. This closely mirrors the district wide pattern (37% on departure and 35% on arrival), indicating no material local deviation. The proportion expressing no preference (29%) is slightly higher than district wide (around 26%), suggesting a degree of flexibility among St Neots users.

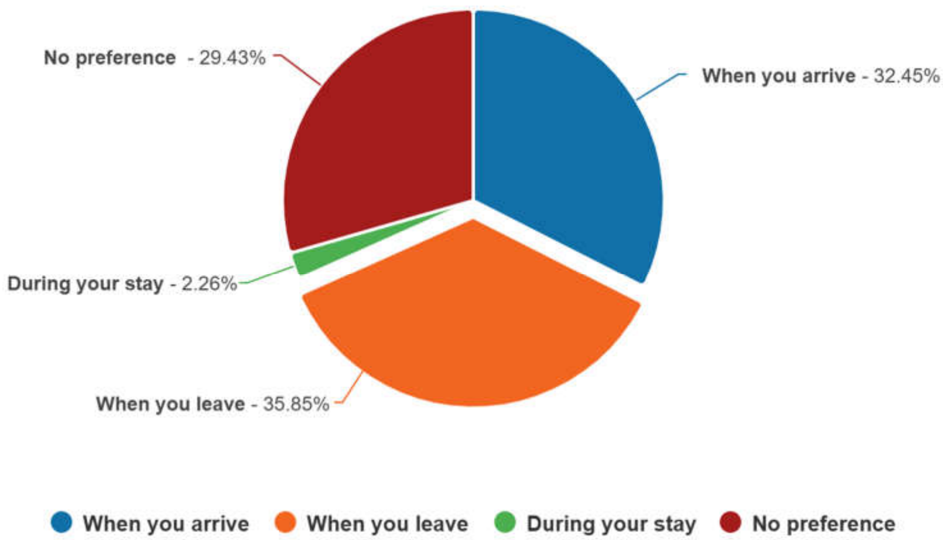

Figure 26 – Preference for parking payment in St Neots

Question 17 focused on awareness and use of check-in / check-out systems. In St Neots, 36% stated that they do not know what the system is, which is 11% lower than the district wide figure (approximately 47%). This indicates relatively higher awareness locally. However, actual usage remains limited. Only 11% report using the system all the time and 17% occasionally, while 36.84% state that they do not use it. Compared to district wide results, St Neots shows slightly higher regular usage (8%), suggesting that where awareness exists, uptake improves, though the system is still far from mainstream.

Preferences for how to pay for parking in St Neots closely mirror the district wide findings. Contactless card payments (62%) and mobile payment apps (47%) are the most popular options, with cash still used by a substantial minority (41%). Differences from district wide figures are marginal (within 2%), indicating consistent expectations across the district.

Question 21 asked how respondents felt St Neots parking charges compare with those elsewhere. The most common response is "generally more expensive" (39%), which is approximately 8% higher than the district wide figure (31%). The proportion stating "broadly similar" (18%) is lower than district wide (25%), a reduction of 7%).

Meanwhile, 35% selected "I don't know", broadly consistent with the district wide response. This suggests that St Neots users are more likely than the average respondent to perceive local parking charges as uncompetitive, even though a substantial minority remain uncertain.

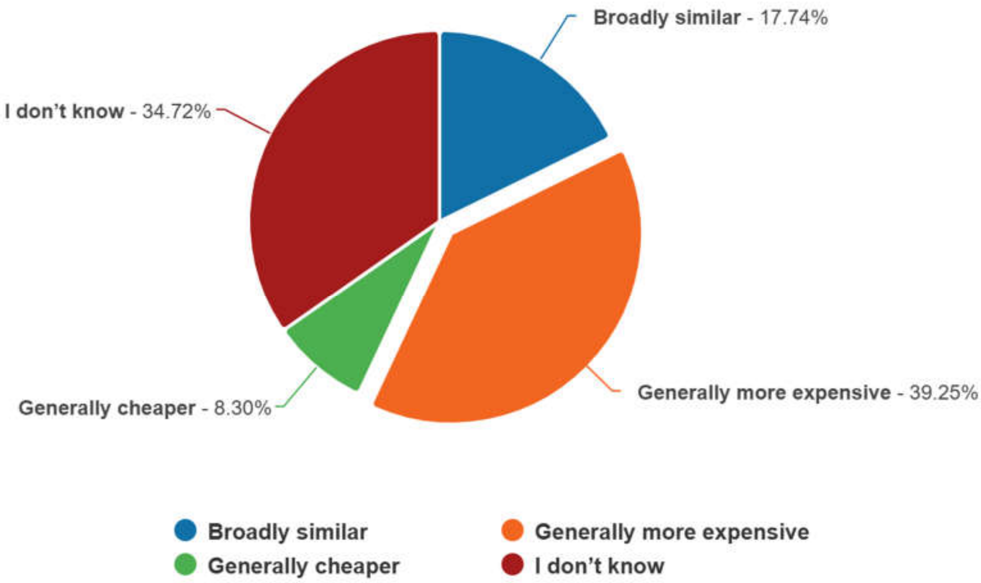

Figure 27 – St Neots respondents thoughts on how parking charges compare outside of HDC

The proportion of respondents identifying as having a disability or limited movement in St Neots (17%) is broadly consistent with the district wide figure (16%), providing a comparable evidence base.

However, perceptions of blue badge availability indicate slightly less pressure locally. In St Neots, 49% report that a disabled space is usually or always available, compared to approximately 47% district wide. At the same time, 22% report that it is very difficult to find a space at most visits, which is around 1% lower than the district wide figure, suggesting marginally better performance at peak times.

5.0 BUSINESS QUESTIONNAIRE

To support the Car Park Strategy development, a separate business questionnaire was conducted to support the resident and visitor user survey to gather insights from business owners and employees across the district. This questionnaire received 24 responses and included 25 questions, most of which were identical to those in the resident and visitor survey. This section focuses on the questions that differed to analyse the unique feedback provided by businesses.

Question 3 of the business questionnaire asked respondents whether their place of work had private off-street parking available. A significant 77% of respondents stated they did not, indicating that the vast majority of business owners, and employees are dependent on public parking facilities, including those managed by Huntingdonshire District Council. This finding underscores the critical importance of ensuring adequate public parking provisions to support local economies and facilitate business growth.

Among those with private parking, 8% reported availability for only one vehicle, while 10% stated they have provision for up to 10 vehicles. A detailed breakdown of these responses is presented in figure 28.

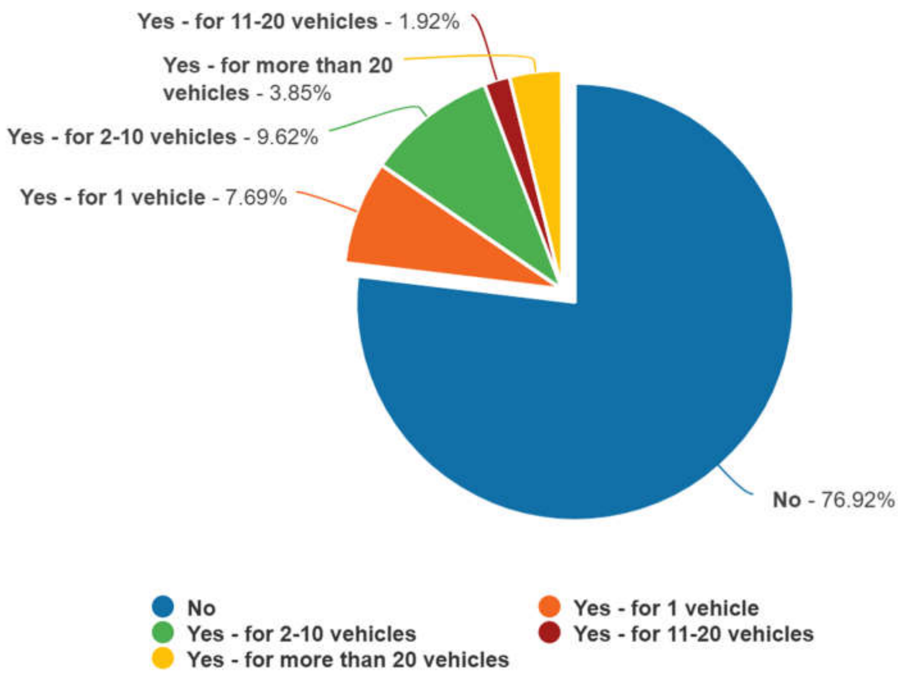

Figure 28 – Feedback to question 3 from the business questionnaire

Question 4 asked respondents where their customers typically park when visiting local businesses. The results reinforce the findings from Question 3, which highlighted a significant reliance on council owned car parks. A substantial 78% of respondents indicated that their customers primarily use council owned car parks, demonstrating their importance to local businesses.

In comparison, 37% of respondents stated that their customers park on-street. While this may be suitable in certain areas, it is not a viable option for all businesses. Additionally, only 20% of respondents reported that their customers have access to private or designated parking areas, underscoring the reliance on public parking.

Figure 29 provides a full breakdown of responses for this question.

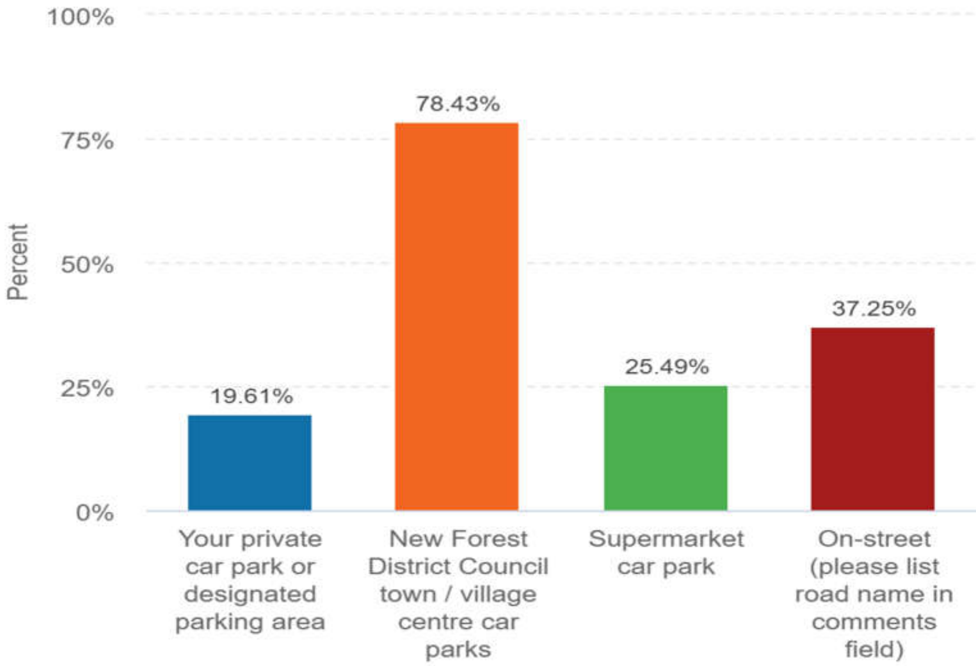

Figure 29 – Feedback to question 5 from the business questionnaire

Question 5 asked respondents whether they or their customers had experienced parking problems in Huntingdonshire District Council car parks within the past 12 months. A total of 51% of respondents reported experiencing issues, while 40% stated they had not. This is broadly in line with the resident and visitor survey, where 53% of respondents stated they had experienced issues with parking.

Question 6 asked respondents to specify the nature of the parking issues. Over 70% cited difficulties in finding a parking space, suggesting that customers visiting local businesses are likely doing so during peak times, such as Saturdays or midday on weekdays, when demand for parking is highest. This aligns with feedback from businesses that their customers often struggle to secure parking during busy periods.

Respondents were also asked to identify the specific car parks where issues occurred. Tebbutts Road Car Park, St Neots was the most frequently mentioned, selected by 26% of respondents. Car park surveys conducted during the development of the car park strategy confirm that this car park experiences frequent high demand, often nearing capacity despite its size. Sainsbury's Car Park, Huntingdon was the second most commonly mentioned, cited by 14% of respondents. Although this car park can also experience high demand, there is an alternative car park nearby Multi-Storey Car Park that typically has available spaces, potentially alleviating some of these challenges.

The remaining questions align with the resident and visitor survey, and the analysis has been grouped together and summarised in section 3 and 4 above.

APPENDIX A - FAQS

Huntingdonshire
DISTRICT COUNCIL

CAR PARKING USER SURVEY FAQ'S

The first question asks for my postcode. Why do I need to give this?

As part of the analysis carried out after the survey closes, it is important to understand the views of stakeholders in different locations. This information will allow a breakdown of stakeholders into specific towns and villages to understand what are the most important priorities for the locations.

Why has there been so few participates during the user survey?

The number of participants shown on the engagement hub represents those that have signed up to the platform to receive updates as the project progresses. The survey is an external provider, for which responses are not shown. The total responses to the survey will be reported on as part of an engagement feedback report produced after the survey is complete, and the feedback provided has been analysed.

Will the car parking strategy be designed to generate more income for the council?

No. The parking strategy is designed to improve the parking experience across the district and encourage active and sustainable travel where possible.

What is the difference between a Penalty Charge Notice and a Parking Charge Notice?

A Penalty Charge Notice can only be issued by an Enforcement Officer representing a local authority. This includes a local authority car park or parking on the public highway. For private parking operators such as privately owned car parks or privately owned land, any issuing of a contravention is a Parking Charge Notice. This means they are required to contact the DVLA to gain access to the registered keeper of the vehicle.

There isn't a car park in my local town / village. Can I still complete the survey?

Absolutely. It's likely that you will visit locations across the Huntingdonshire district that has car parks and will use car parks. Even if you are not a driver, you may be a passenger visiting the car parks, and we still want to hear your experiences using the car parks.

What is the difference between a Long Stay Car Park and a Short Stay Car Park?

The difference between a long stay car park and a short stay car park is that short stay car parks are used for short trips, and this means there is a higher turnover of spaces. Long stay car parks are for longer trips and therefore have a decrease in the turnover of spaces. Many Huntingdonshire District Council car parks have both in operation.

Why should I complete the questionnaire as I don't often park in the car parks?

It is important to get as much feedback as possible so that data can be interpreted, and progression can be made to find the best solutions to fit the broadest number of people.

How will my feedback be used by the council?

The feedback from this engagement will inform the final parking strategy, and proposals that the council may decide to implement to improve the parking service across the district.

Why are there no public meetings during the engagement period?

At this stage in the project, the information gained from answering the survey will provide sufficient data for Ethos to develop the car parking strategy. Once the draft policies that will inform the strategy are complete, there will be a second engagement exercise, which will include an in person drop-in roadshow, visiting multiple venues across the Huntingdonshire district.

Will the results of the survey influence parking changes in my street?

Not directly. This is a car park strategy that focuses on Huntingdonshire District Council car parks only. On-street parking falls within the remit of Cambridgeshire County Council as the highway authority. However, improving car parks may have an indirect impact on parking along roads across the district.

Can I use my phone to complete the survey?

If you have access to a smartphone, you will be able to complete the survey online. The software used for the survey will automatically adjust the questions based on the device to make them easy to read and answer.

When will changes start being made to the car parks?

Ethos Consultants have only just begun working on the car parking strategy, with the initial work focused on gaining robust data and analysing the data to support the development of the strategy. Draft parking strategy policies will be produced, which will be subject to a second public engagement early in 2026. Following conclusion of the second survey, Huntingdonshire District Council officers involved in the project will go through the relevant process to get the strategy approved. Implementing policies from the strategy cannot begin until the strategy document has been approved by full council.

Someone I know does not have access to a computer. Are there paper copies of the survey available to complete?

If you know someone who doesn't have access to a computer, a paper copy of the survey can be requested by emailing info@ethosconsultants.co.uk with an address to post a copy of the survey to, or phoning: 0203 912 1852. These contact details can be used if you have any issues completing the survey online.

APPENDIX B – PHASE 1 USER SURVEY QUESTIONNAIRE

Huntingdonshire
DISTRICT COUNCIL

Huntingdonshire Car Parking Strategy - Stage 1 User Engagement Survey

0%

About You

1. Please provide your full home postcode below so we have an idea of where you are responding from.

By providing us with your postcode, you are consenting for us to use this information to understand where respondents live. If you do not consent to us using this information in this way, please do not provide your postcode.

2. Are you responding as?

There are council operated car parks in 9 locations across the Huntingdonshire district. If you are a resident, please select the closest of the 9 towns / villages to where you live. Please note, the purpose of this question is to understand demand to council owned car parks and is not intended to capture a comprehensive list of settlements.

If you are responding as a Local Member, Town or Parish Councillor, please select the appropriate answer.

If you are a visitor to Huntingdonshire, please select this option at the bottom of the list.

If you are a business owner or employee within the district, please complete the business survey that can be accessed by clicking the following link: Business Survey

Parking in a town / village

3. What is the main reason for you using a Huntingdonshire District Council car park when visiting a town / village centre?

- ○ Work
- ○ Shopping
- ○ Leisure
- ○ Amenities i.e. leisure centres and places of worship
- ○ Visitor exploring the area
- ○ Other (please specify):

4. In addition to your main reason do you ever park for other reasons? If so, please select as many as apply

- ☐ Work
- ☐ Shopping
- ☐ Leisure
- ☐ Amenities i.e. leisure centres and places of worship
- ☐ Visitor exploring the area
- ☐ I don't use the car parks for any other reason
- ☐ Other (please specify):

5. If you park on-street (as opposed to in a car park) near town / village centres, what is the main purpose for doing so?

Please tick all that apply.

- ☐ I don't need to pay to park
- ☐ It's more convenient for where I need to go
- ☐ I feel it is safer than car parks
- ☐ I need to park for long periods of time
- ☐ The car park is too congested
- ☐ I like to walk into the town / village centre but I live too far away
- ☐ I do not park on-street
- ☐ Other (please specify):

6. If you use council owned car parks within the district, which locations do you visit? Please select one answer for each row.

If you are unsure whether the car park you park in is one operated by Huntingdonshire District Council, you can check our list of car parks below:

Town and village parking - Huntingdonshire District Council

	Use frequently (at least once a week)	Use sometimes (at least once a month)	Use occasionally (no more than a few times a year)	Do not use	I didn't know there was a car park here
Diddington	○	○	○	○	○
Earith	○	○	○	○	○
Fenstanton	○	○	○	○	○
Godmanchester	○	○	○	○	○
Huntingdon	○	○	○	○	○
Ramsey	○	○	○	○	○
St Ives	○	○	○	○	○
St Neots	○	○	○	○	○
Warboys	○	○	○	○	○

Finding a space

7. Have you experienced any parking problems within the last 12 months at any Huntingdonshire District Council car parks? (If not go to Q10)

- ○ Yes
- ○ No

8. Specifically, in which council car park have you experienced problems? (If you have experienced issues in more than one car park, please add details in the box below)

Additional car park locations:

9. Please select the issues that are related to your visit (tick all that apply)

- ☐ Locating the car park
- ☐ Finding a space
- ☐ Making your way from the car park to where you need to be
- ☐ Concerns about security
- ☐ Difficulty using pay machines for example purchasing a ticket, understanding the instructions, or locating the payment machines
- ☐ The space is too small
- ☐ Driving inside the car park
- ☐ Locating a disabled bay
- ☐ Locating an EV charge point
- ☐ Other (please specify):

10. Do you consider there to be enough overall parking in town, and village car parks at the following locations? Please select one answer for each row.

	Yes, at all times	Yes except for peak periods	No, there is not enough parking	Do not use
Diddington	○	○	○	○
Earith	○	○	○	○
Fenstanton	○	○	○	○
Godmanchester	○	○	○	○
Huntingdon	○	○	○	○
Ramsey	○	○	○	○
St Ives	○	○	○	○
St Neots	○	○	○	○
Warboys	○	○	○	○

Quality of parking experience

11. How would you rate the overall quality of our off-street car parks in the following locations? Overall quality will include the appearance, safety, accessibility, location, shelter, and payment options of the car park. Please select one answer for each row.

	Excellent	Good	Adequate	Below standard	Poor	N/A
Diddington	○	○	○	○	○	○
Earith	○	○	○	○	○	○
Fenstanton	○	○	○	○	○	○
Godmanchester	○	○	○	○	○	○
Huntingdon	○	○	○	○	○	○
Ramsey	○	○	○	○	○	○
St Ives	○	○	○	○	○	○
St Neots	○	○	○	○	○	○
Warboys	○	○	○	○	○	○

12. Do you feel the size of standard parking bays in our car parks is suitable?

- ○ Yes, I do not struggle to get in and out of my car
- ○ Sometimes it can be a challenge if a larger vehicle is parked next to me
- ○ No, I struggle to get in and out of my car regardless of the size of vehicle next to me

13. What do you like most about Huntingdonshire District Council parking facilities you have used?

- ○ Availability of regular spaces
- ○ Availability of disabled spaces
- ○ Availability of parent / carer spaces
- ○ Availability of motorbike spaces
- ○ Location
- ○ Payment options
- ○ Safety / security
- ○ Cleanliness
- ○ Accessibility
- ○ Cost of parking
- ○ 24-hour parking facilities
- ○ Electric vehicle charging provision
- ○ Provision of cycle parking
- ○ Toilet facilities
- ○ Other (please specify):

14. What would you most like to see improved within the council owned car parks?

- ○ Availability of regular spaces
- ○ Availability of disabled spaces
- ○ Availability of parent / carer spaces
- ○ Availability of motorbike spaces
- ○ Location
- ○ Payment options
- ○ Safety / security
- ○ Cleanliness
- ○ Accessibility
- ○ Cost of parking
- ○ 24-hour parking facilities
- ○ Electric vehicle charging provision
- ○ Provision of cycle parking
- ○ Toilet facilities
- ○ Other (please specify):

15. Since the introduction of Civil Parking Enforcement by Huntingdonshire District Council on-street, have you noticed a difference when using our car parks?

- ○ Yes, the car parks seem busier
- ○ Yes, the car parks seem quieter
- ○ No, I haven't noticed a difference
- ○ Unsure

Parking charges

16. When would you prefer to pay for your parking?

- ○ When you arrive
- ○ When you leave
- ○ During your stay
- ○ No preference

17. Do you ever use the check-in check-out system when paying for parking in our car parks?

- ○ Yes, all the time
- ○ Yes, occasionally
- ○ No
- ○ I don't know what the check-in check-out system is

If you chose no, are there any specific reasons why you do not use it?

18. How would you like to pay for your parking (tick all that apply)

- ☐ With cash (coins only)
- ☐ With a debit/credit card (contactless)
- ☐ With a debit/credit card (chip and pin)
- ☐ Via mobile phone payment app

19. How do you feel about the amount currently charged for long stay parking (in excess of four hours) in car parks that charge?

Please click here to see details on parking charges

- ◯ Too little
- ◯ About right
- ◯ Too much

20. How do you feel about the amount currently charged for short stay parking (up to four hours) in car parks that charge?

Please click here to see details on parking charges

- ◯ Too little
- ◯ About right
- ◯ Too much

21. How do you think the current Huntingdonshire District Council car parking charges compare to car parks in other locations outside Huntingdonshire?

- ◯ Broadly similar
- ◯ Generally more expensive
- ◯ Generally cheaper
- ◯ I don't know

Comments:

22. Would you support emissions based charging, meaning larger, or more polluting vehicles would pay a higher charge than small, low emission or zero emission vehicles?

- ○ Yes
- ○ No
- ○ I would want to find out more before making a decision
- ○ Unsure

23. Do you own a parking permit for use in our car parks?

- ○ Yes
- ○ No

24. Would you consider purchasing any of the following parking permits if they were made available (tick all that apply)?

- ☐ Monthly permit for use in any of our car parks
- ☐ Weekly permit for use in any of our car parks
- ☐ Six monthly permit for use in specific car parks i.e. town focused
- ☐ Monthly permit for use in specific car parks i.e. town focused
- ☐ Weekly permit for use in specific car parks i.e. town focused

Disabled parking

25. Do you have a disability or limited movement?

- ○ Yes
- ○ No

26. How easy do you find it to locate a blue badge parking space in any Huntingdonshire District Council car parks?

- ○ There is always plenty available
- ○ There is always one available
- ○ There is usually one available
- ○ It's difficult to locate an available space sometimes
- ○ It's very difficult to locate a free space at most visits

If you have any specific comments on disabled parking, please use the box below

Supplementary comments

27. If you have any other comments regarding car parking across the Huntingdonshire district, please use the box below.

Ethos Consultants Limited

Basepoint Business Centre
Andersons Road
Southampton
Hampshire

Ethos Consultants Limited

Tenacity House
11 Osborne Place
Dundee
DD2 1BE

0203 912 1852

info@ethosconsultants.co.uk

www.ethosconsultants.co.uk

ACTIVE TRAVEL & SUSTAINABLE TRANSPORT

TRAFFIC ENGINEERING

PARKING CONSULTANCY

TRANSPORT PLANNING

ROAD SAFETY

HIGHWAY DESIGN

PUBLIC REALM

STAKEHOLDER ENGAGEMENT

RESOURCE & TRAINING