

Huntingdonshire District Council Car Park Survey: Research Results



5th September 2017





Background, objectives and methodology	3
Key findings	7
Car park usage	12
Overview by town	18
Individual car park overview: Godmanchester	25
Individual car park overview: Huntingdon	30
Individual car park overview: St Ives	43
Individual car park overview: St Neots	56
Recap: Recommendations	65



BACKGROUND, OBJECTIVES & METHODOLOGY



- ✓ Huntingdonshire District Council operate a number of different car parks across the district but are aware that they currently have no defined vision / strategy for the Council Parking Service.
- ✓ In light of this, a Task and Finish group has been formed to develop the strategy moving forward. The scope of group is wide ranging to ensure that a fully comprehensive Parking Strategy can be developed and implemented over the coming years.
- ✓ The Task and Finish group are ultimately looking to understand:
 - The needs, requirements and priorities of customer groups and any possible conflicts
 - The use and future requirements of parking provision
 - Contribution of car parking facilities to local infrastructures
 - Principles of car park operation and pricing
 - Standard of facilities provided
 - Occupancy/turnover of vehicles
- ✓ Whilst much of this information can be obtained from existing data, the council currently have little information on public opinion/perceptions of car parking provision and services. As such, they would like to conduct a customer satisfaction survey amongst car park users to fully understand this.



The **business** objective of this research is:

- ✓ To **understand public opinion** of the Huntingdonshire District Councils Parking Service to incorporate into the development of a Parking Strategy.

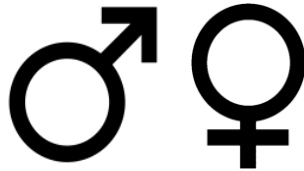
The specific **research** objectives, as understood and built upon by Cambridge MR, are as follows:

- ✓ To understand **customer behaviour** for car park usage within the Huntingdon District;
- ✓ To establish a hierarchy of **user priorities** when selecting a car park;
- ✓ To identify any **trends** in car park usage;
- ✓ To provide **recommendations** on the needs, requirements and priorities of the car park users.

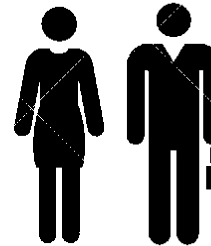
Sample demographics



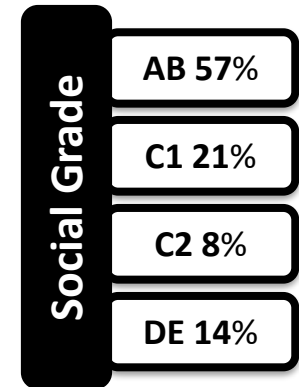
1177
users



42% Male
58% Female



Age: 18+ years
(18-24: 3%) (25-34: 15%) (35-44: 20%)
(45-54: 21%) (55-64: 20%) (65+: 20%)



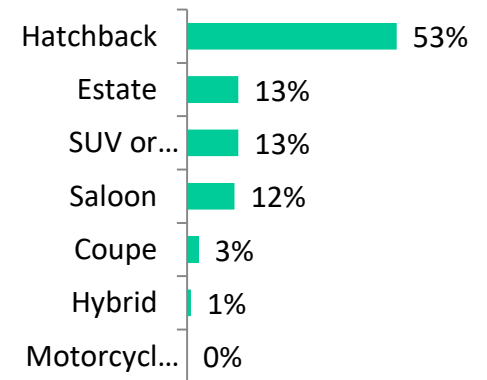
5% Blue Badge Holders

Family (children under 18 at home)	27%
Non family (no children under 18 at home)	73%



Vehicle ownership
(1: 34%) (2: 49%) (3: 11%) (4+: 11%)

Vehicle type





KEY FINDINGS



Overview

- ✓ A total of 1177 participated in the survey resulting in 4368 individual car park completions.
- ✓ Overall satisfaction with the car parks was generally high across the district with overall response similar between the towns and villages. A number of key trends were noted:

Usage trends

- ✓ There was a clear distinction between car parks used for retail purpose and those used on leisure occasions.
- ✓ Current usage of mobile payment systems (where available) is low.
- ✓ Car parks are generally used at least monthly with a high proportion used on a weekly basis.
- ✓ However, the average length of stay is low with most car parks used for 2 hours or less.
- ✓ Users predominantly have a PE postal code, typically more than 75% of the sample. There was a small percentage (less than 10%) with CB, NN, MK or SG post codes.



Satisfaction trends

- ✓ Convenience of location was at the top of the hierarchy when selecting which car park to use.
- ✓ Value for money was a key concern with this measure prompting the highest levels of dissatisfaction. Whilst an issue across the majority of car parks, it was particularly notable for the car parks in St Neots.
- ✓ To a lesser degree, car park security was also noted as a concern.

Convenience of location

- ✓ For more than a third, convenience of location was at the top of the hierarchy when selecting which car park to use.
 - More than three-quarters of users rated their satisfaction with location convenience as 'excellent/good' for car parks across the towns of Huntingdon, St Ives and St Neots.
- ✓ Value for money, accessibility and purpose of visit complete the hierarchy in order of importance.



Retail vs. Leisure

- ✓ There was a clear distinction between car parks used for either retail or leisure purposes:
 - Car parks located in supermarkets, High Street / Market Square type locations were predominantly used when shopping.
 - The usage characteristics for these were typically high frequency, short stay, main day part.
 - Whilst overall satisfaction for these were acceptable there were more likely to be concerns with value for money.
 - Whilst, those in leisure e.g. Hinchingsbrooke country park attract less frequent but longer length stays and are largely considered better value for money

Potential improvements

- ✓ At an overall level across all car parks, more than a third expressed no opinion with regards to potential improvements.
- ✓ A similar proportion, however, indicated that wider bays for all vehicles would be welcomed.
- ✓ Verbatim feedback also indicates a dissatisfaction with current parking charges.



Whilst overall satisfaction with car parks across the Huntingdonshire District was acceptable there are issues which could be addressed.

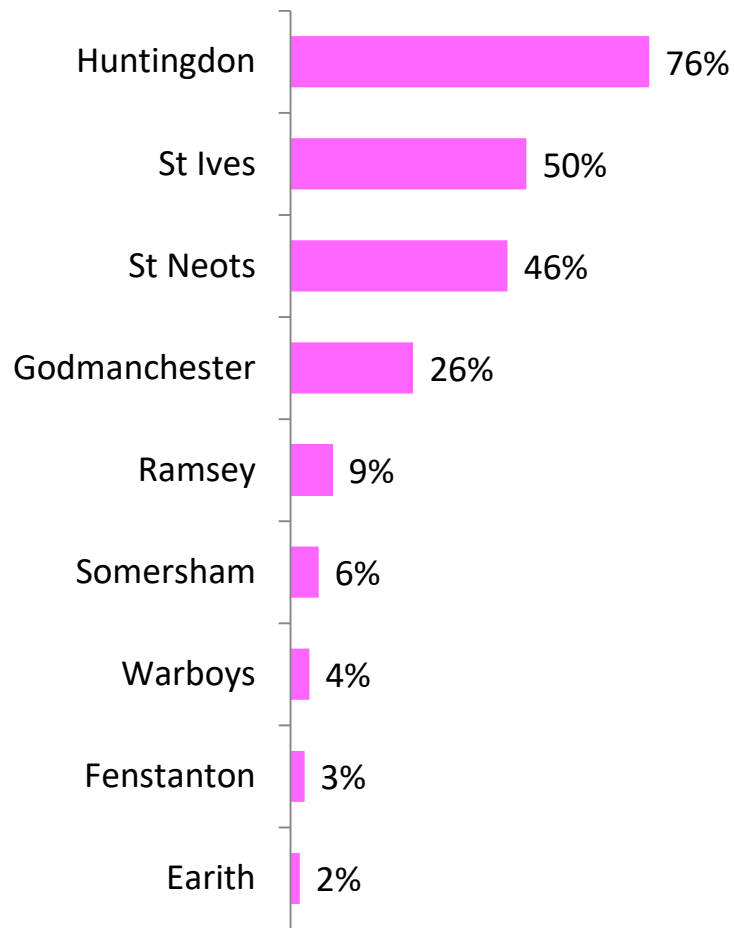
- ✓ When prompted about potential improvements, a common theme across all car parks was a desire for wider bays for all vehicles.
- ✓ More cashless payment options would also be welcomed. Use of the mobile payment system (where available) is currently low indicating a potential awareness issue.
- ✓ Value for money: This measure records the highest levels of dissatisfaction but users placed this second in the hierarchy for selecting a car park so should be reviewed.
- ✓ Car park security was not highly rated across the district. Consideration of this issue could help to raise user satisfaction.



CAR PARK USAGE

Three-quarters of the sample had parked in Huntingdon in the last three months.

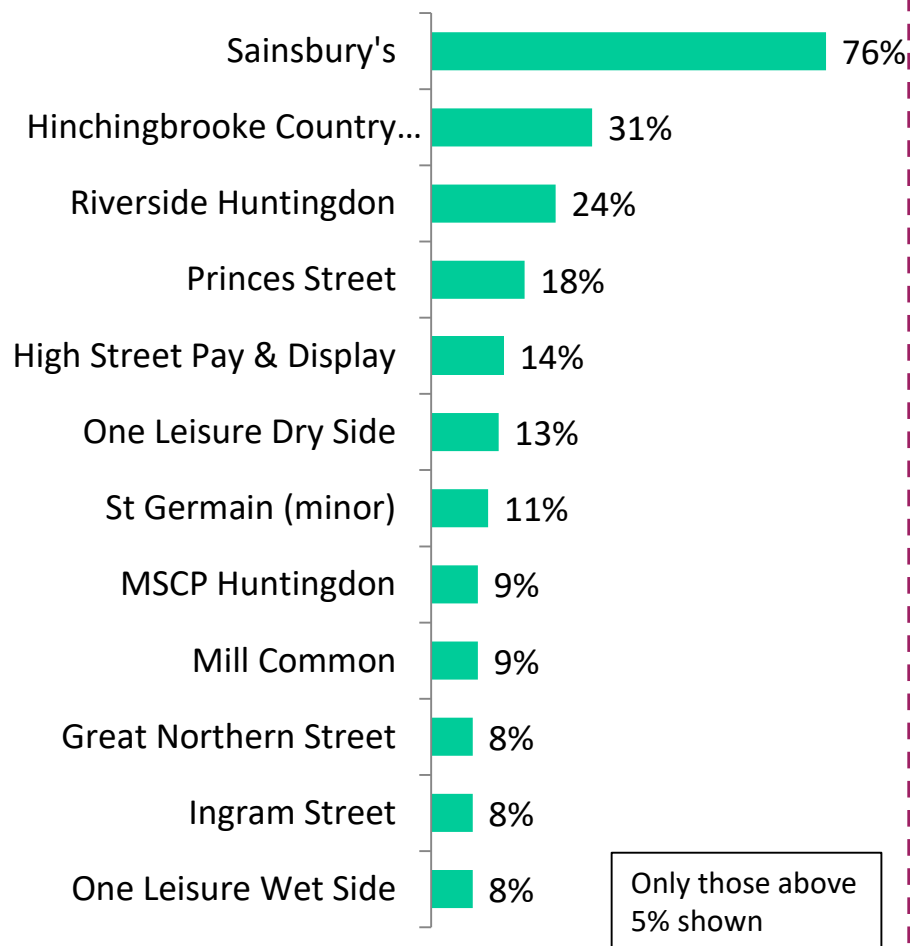
Towns parked in the last 3 months



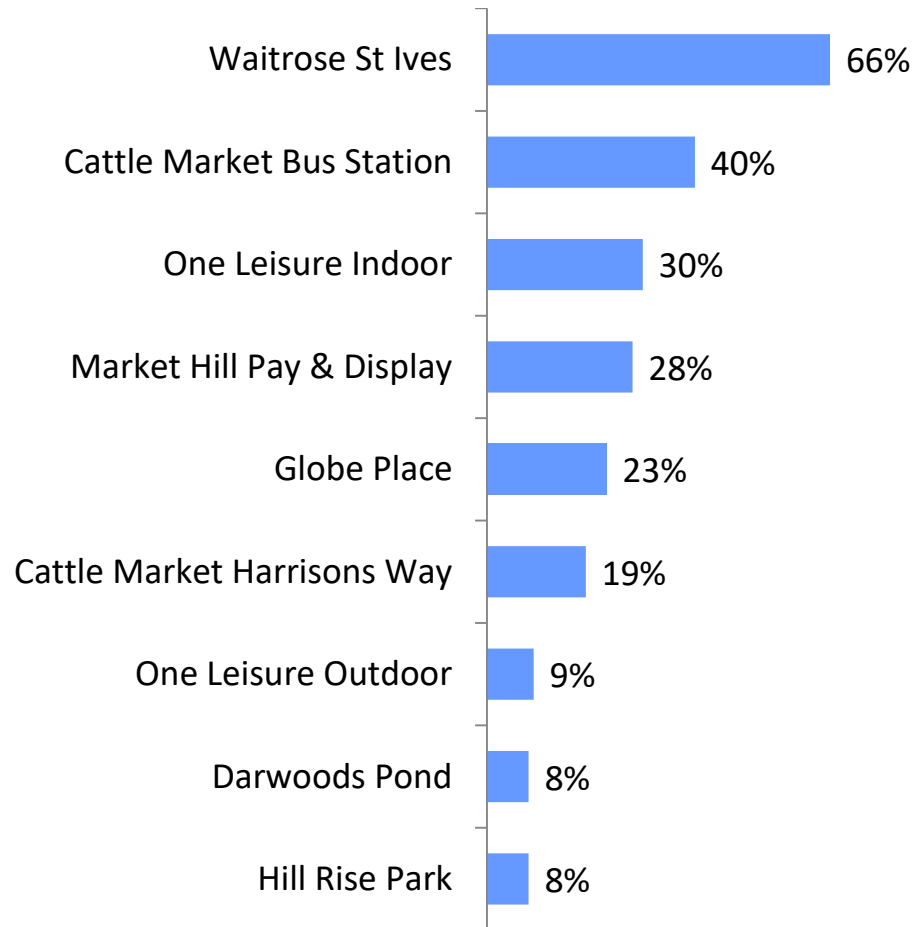
Q1. Please select the towns where you have parked in the last 3 months?
Base: Total sample (1177)

Three-quarter of those parking in Huntingdon used Sainsbury's. A similar pattern in St Ives with two-thirds having used Waitrose.

Car parks used: Huntingdon



Car parks used: St Ives

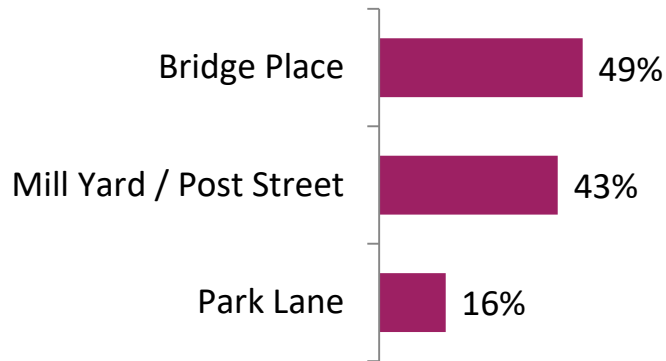


Q2. Please select the car parks you use in Huntingdon / St Ives.

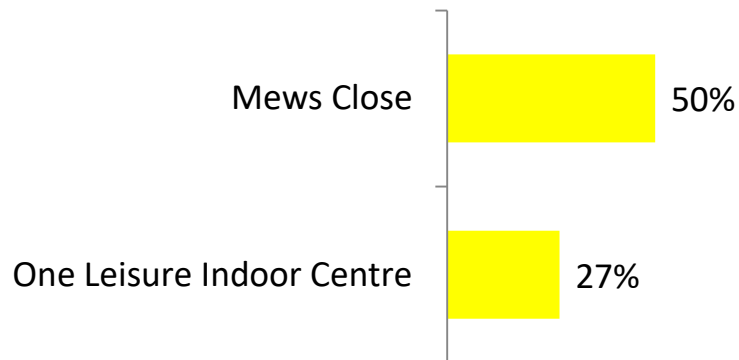
Base: Huntingdon car park users (891); St Ives car park users (592)

Bridge Place and Mill Yard most likely to be used in Godmanchester with Waitrose and Market Square in St Neots.

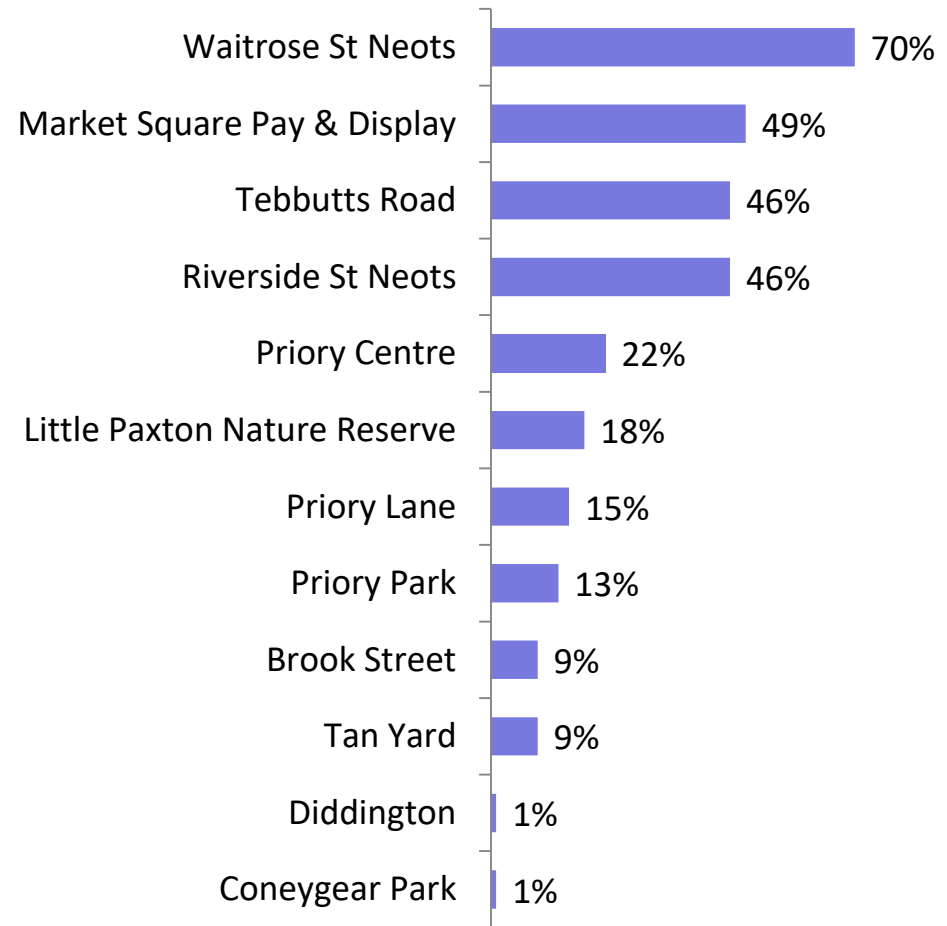
Car parks used: Godmanchester



Car parks used: Ramsey



Car parks used: St Neots

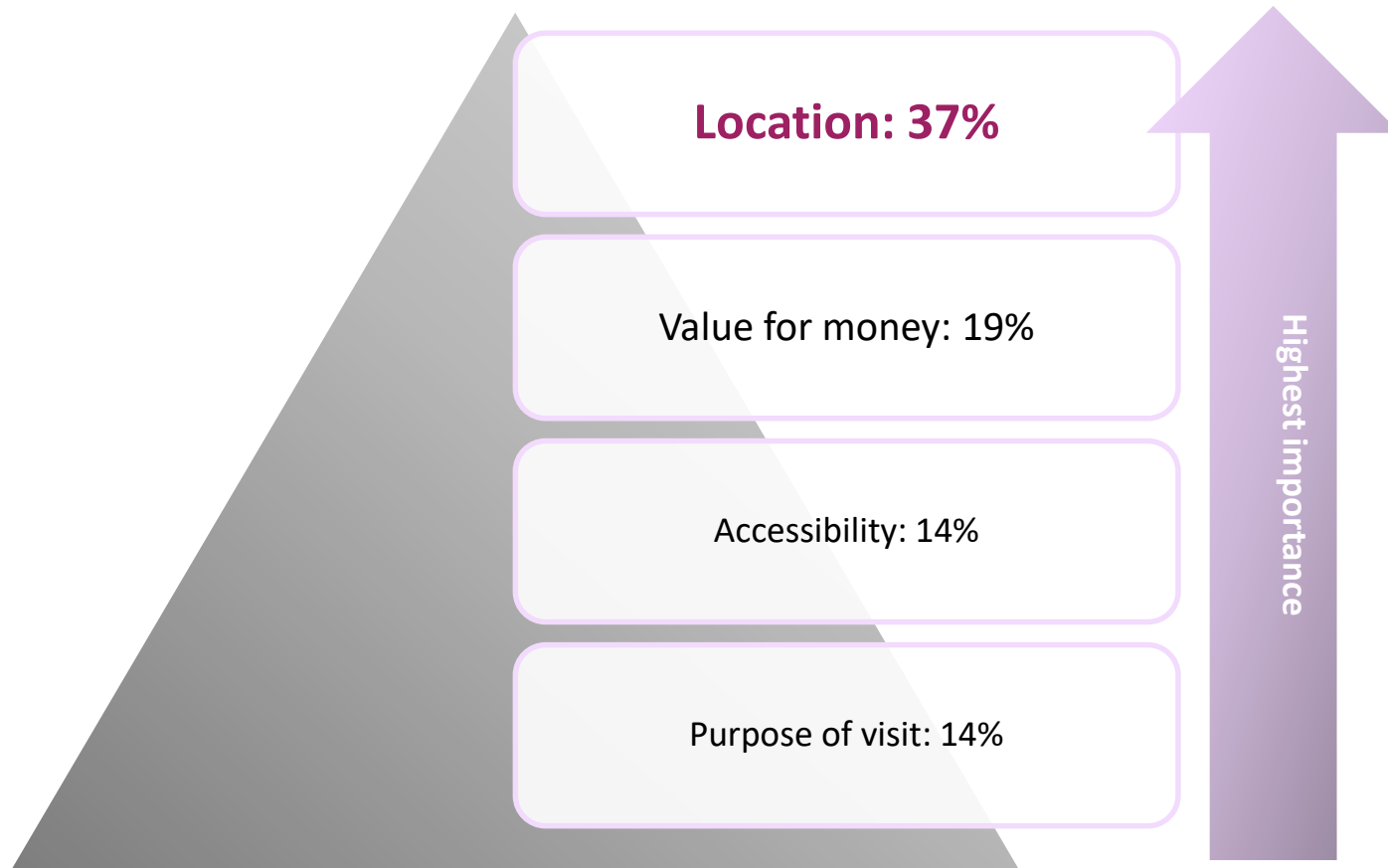


Q2. Please select the car parks you use in Godmanchester / Ramsey / St Neots.

Base: Godmanchester car park users (307); Ramsey car park users (106); St Neots car park users (538)

Convenience of location was the most important factor for more than a third when choosing where to park. However, value for money also plays a significant role.

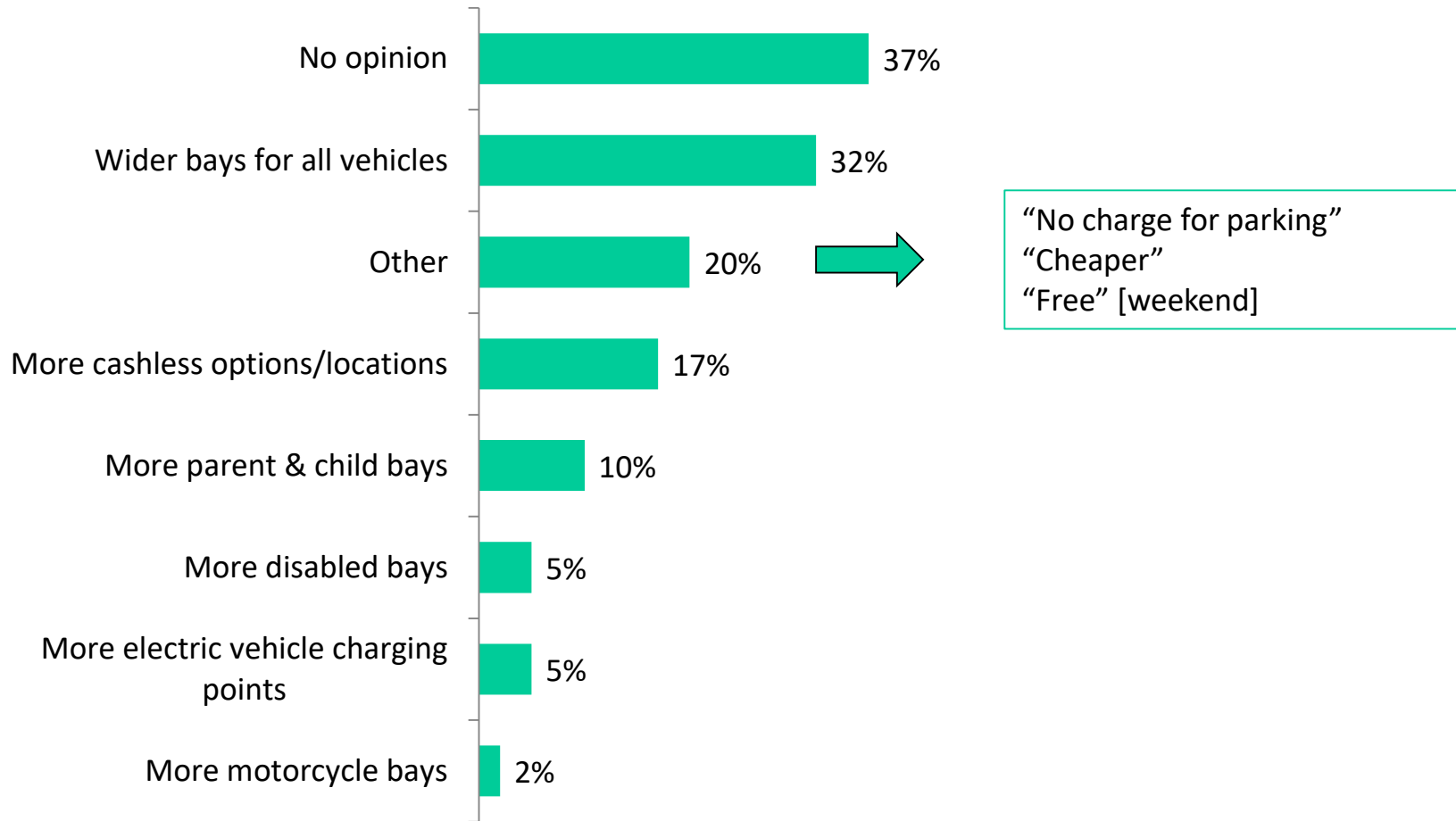
Car park selection factors: Most important



Q11. What is the most important factor to you when selecting your parking location?
Base: Total sample (1177)

Whilst a third were of no opinion about potential improvements, wider bays would be welcomed. Verbatim feedback also indicates a dissatisfaction with current parking charges.

Potential improvements: All car parks



Q10. How could this car park be improved?
 Base: All completes (4368)

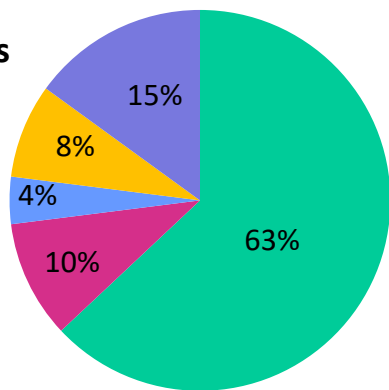


OVERVIEW BY TOWN

Across Huntingdon half the sample use car parks for retail purposes on a regular basis. The average length of stay is between 1-2 hours.

Huntingdon: All car parks

User status



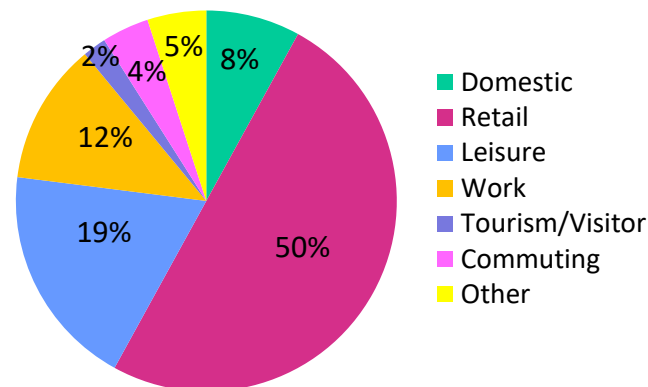
- Resident within District
- Business
- Group/Organisation
- Commuter
- Other

9%
with car park permit

33%
on their own

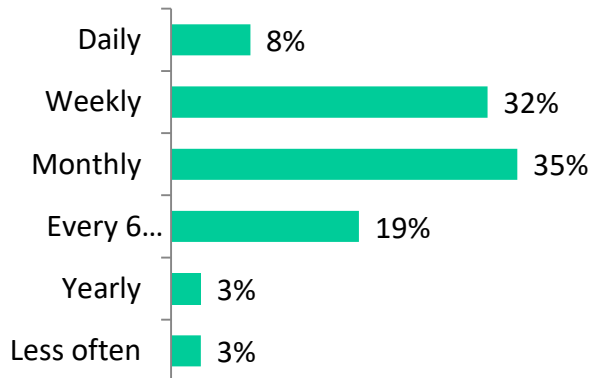
8%
use the mobile
payment service

Main reason for use

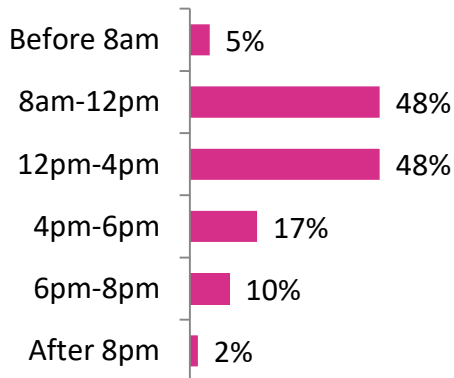


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Commuting
- Other

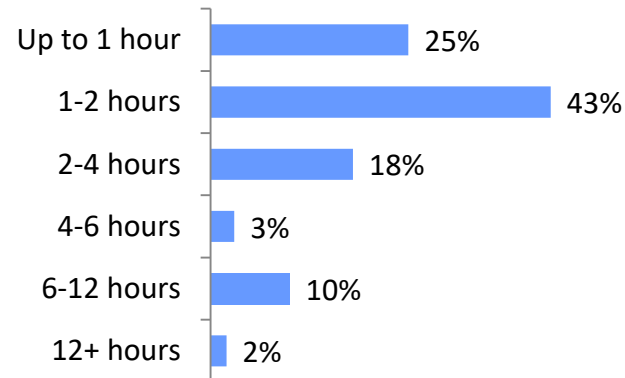
Frequency of use



Time of day

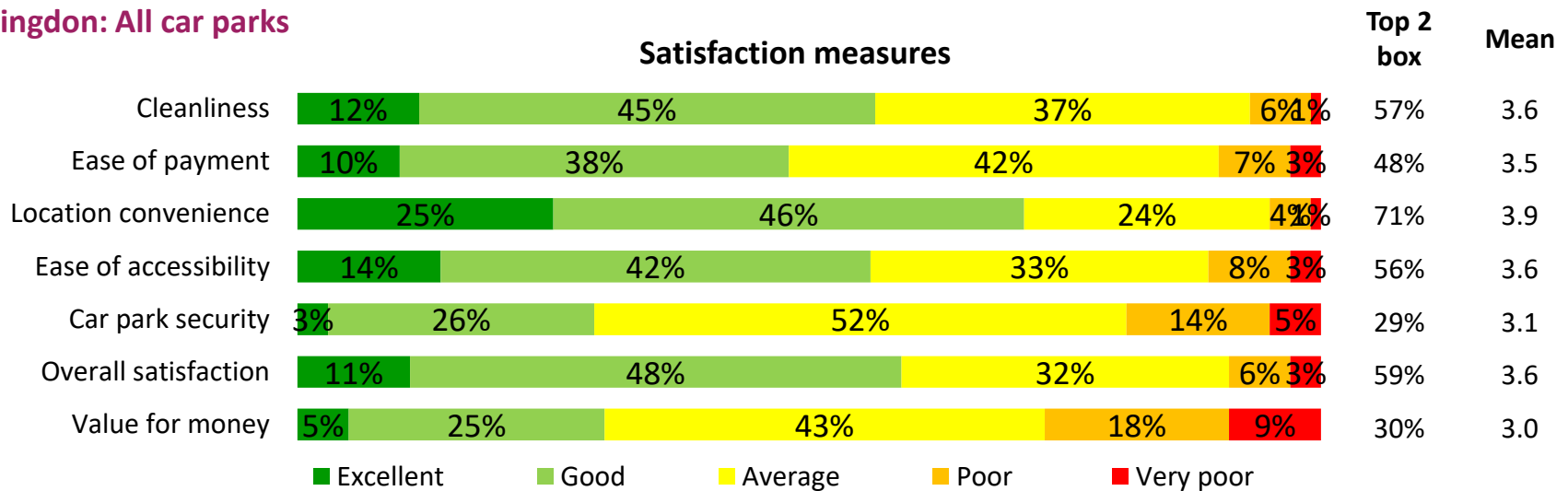


Average length of stay

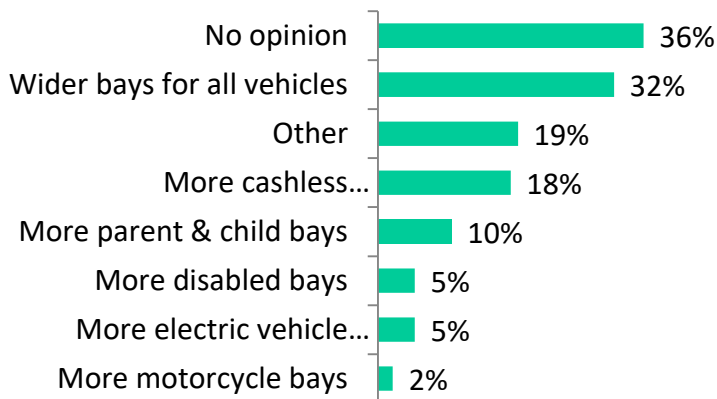


Whilst a quarter considered location convenience ‘excellent’ a similar proportion were dissatisfied with value for money. In terms of potential improvements, a third indicated a desire for wider bays.

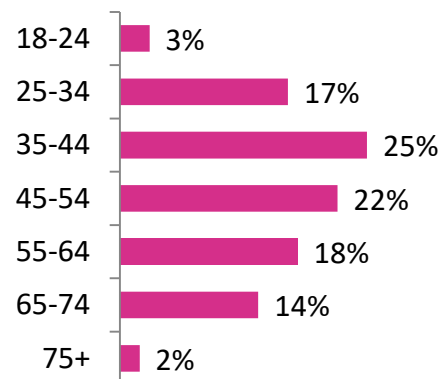
Huntingdon: All car parks



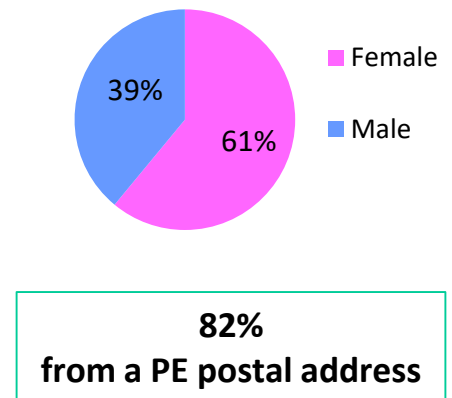
Potential improvements



Age



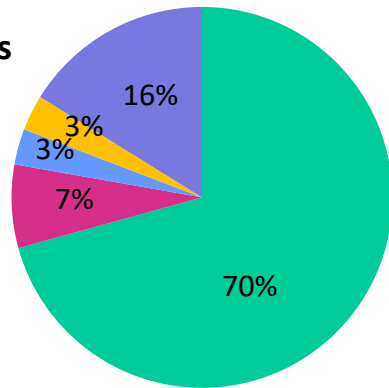
Gender



St Ives car parks are predominantly used for retail and by district residents. With frequent usage between 8am and 4pm, users generally stay for up to 2 hours.

St Ives: All car parks

User status



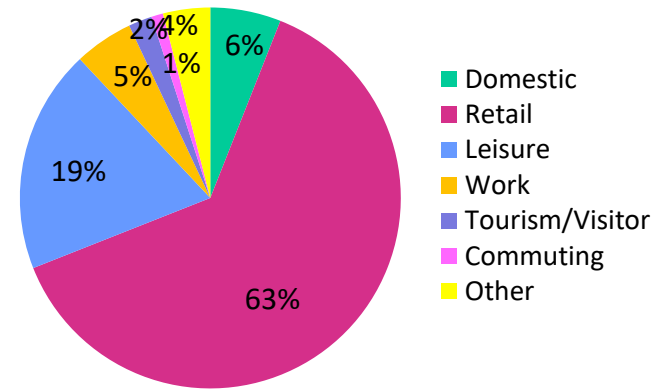
■ Resident within District ■ Business
■ Group/Organisation ■ Commuter
■ Other

4%
with car park permit

31%
on their own

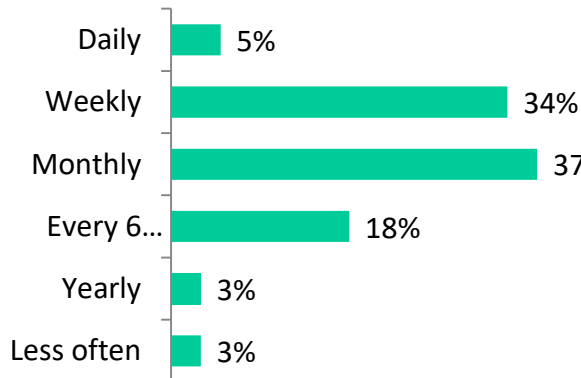
6%
use the mobile payment service

Main reason for use

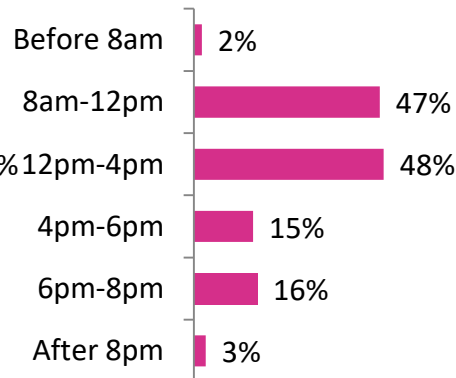


■ Domestic
■ Retail
■ Leisure
■ Work
■ Tourism/Visitor
■ Commuting
■ Other

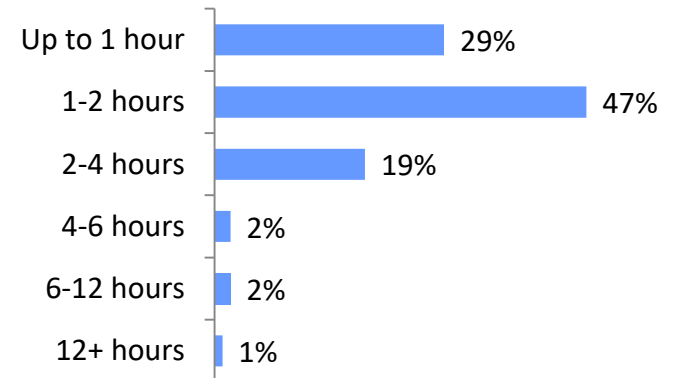
Frequency of use



Time of day

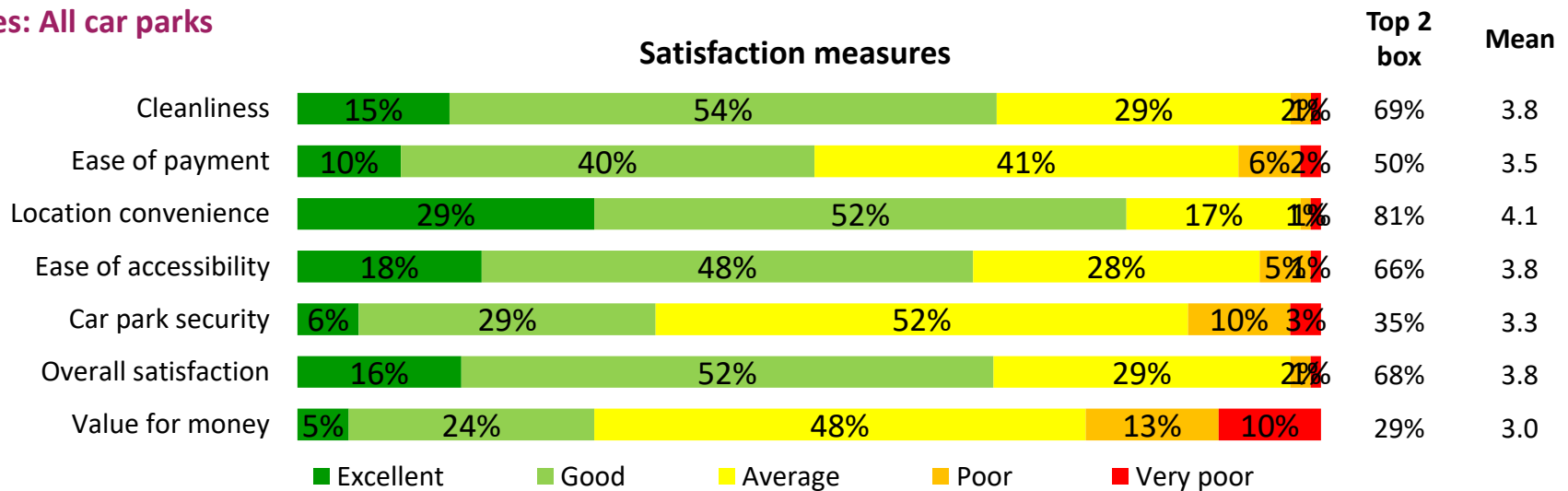


Average length of stay

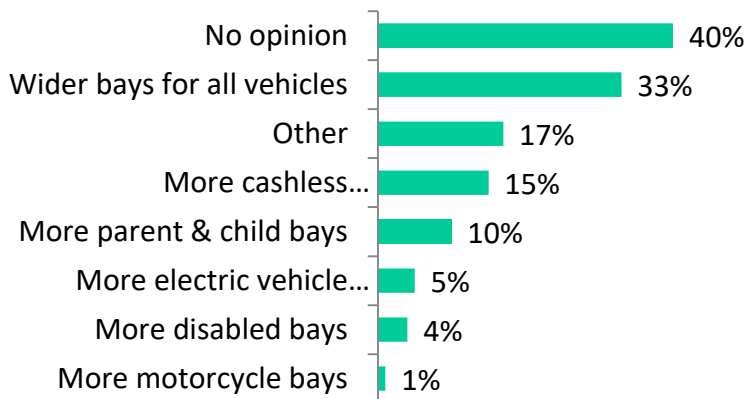


More than two thirds are satisfied with the car parks in St Ives with location convenience also highly rated. Value for money is of concern with 'cheaper parking' being requested as an improvement.

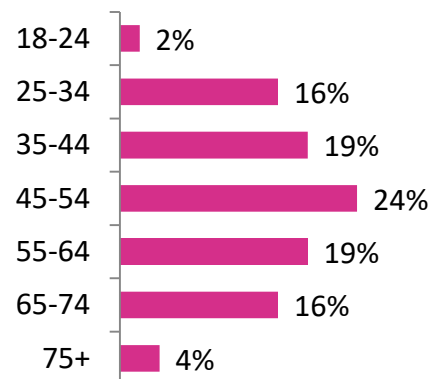
St Ives: All car parks



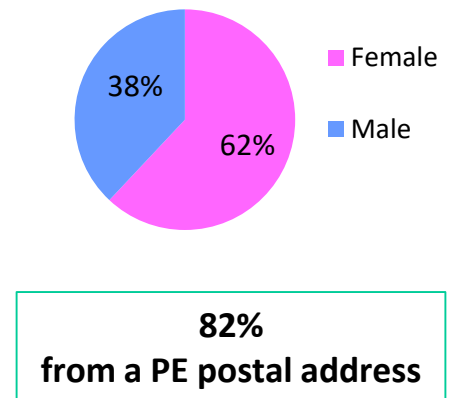
Potential improvements



Age



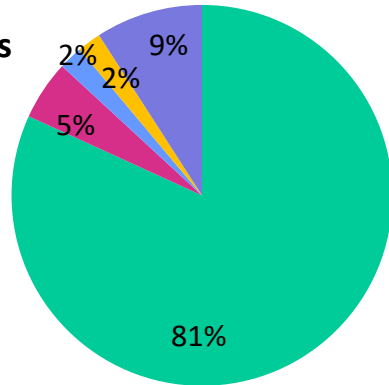
Gender



Retail and leisure account for more than three-quarters of usage occasions. On average, a third only park for up to an hour.

St Neots: All car parks

User status



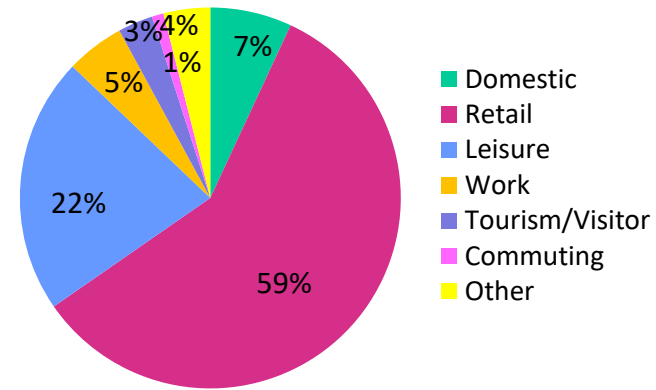
- Resident within District
- Business
- Group/Organisation
- Commuter
- Other

4%
with car park permit

28%
on their own

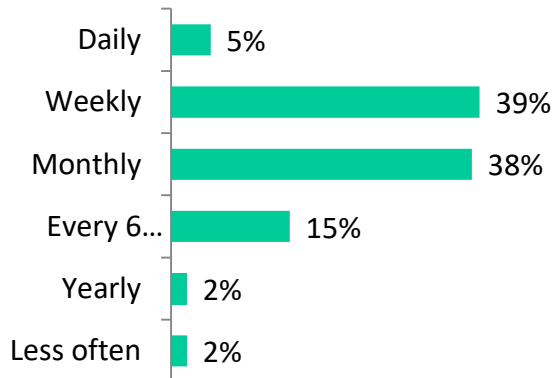
5%
use the mobile
payment service

Main reason for use

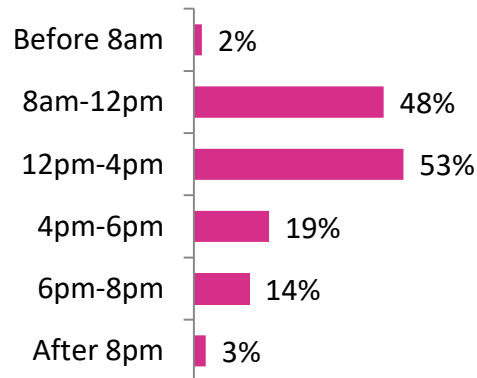


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Communting
- Other

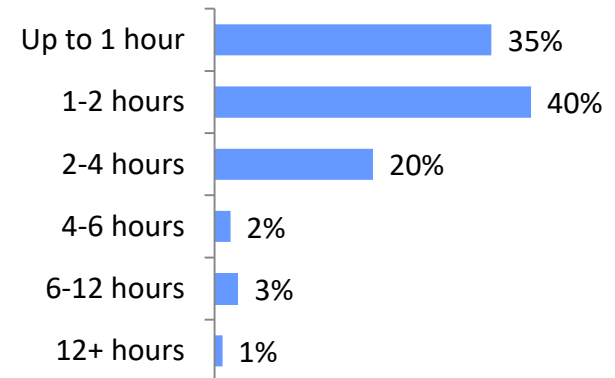
Frequency of use



Time of day

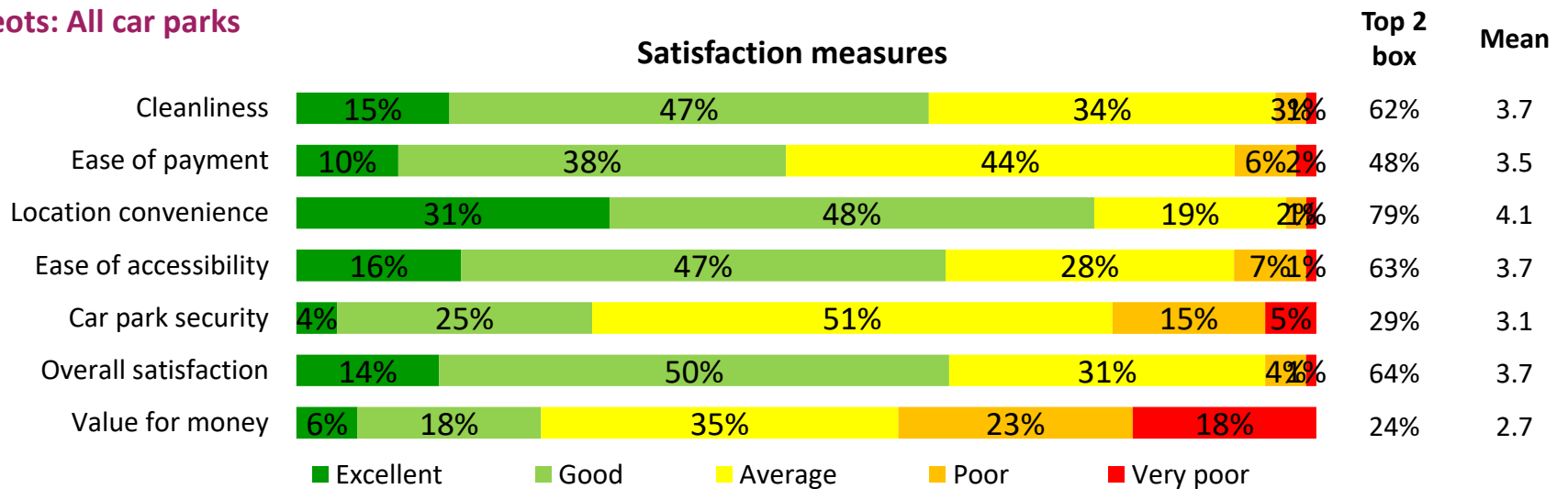


Average length of stay

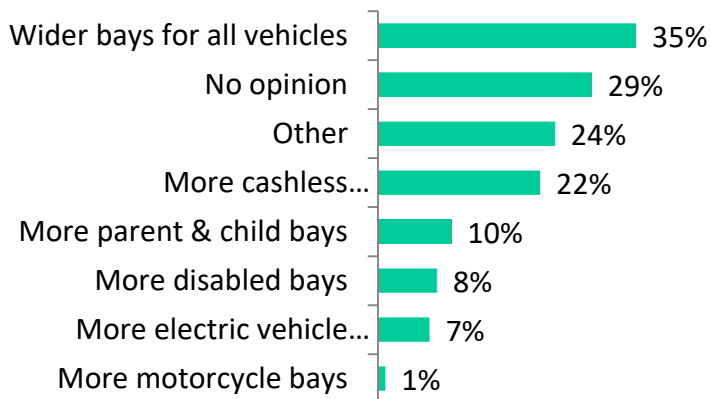


More than two-fifths rated value for money negatively, however, a third considered location convenience 'excellent'. Wider bays for all vehicles would be welcomed by more than a third of the sample.

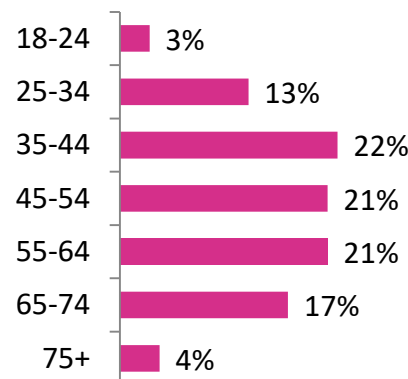
St Neots: All car parks



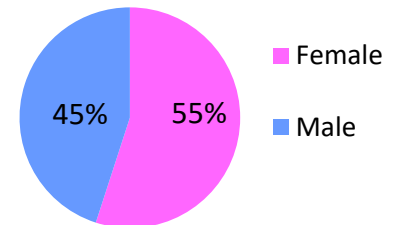
Potential improvements



Age



Gender



76%
from a PE postal address

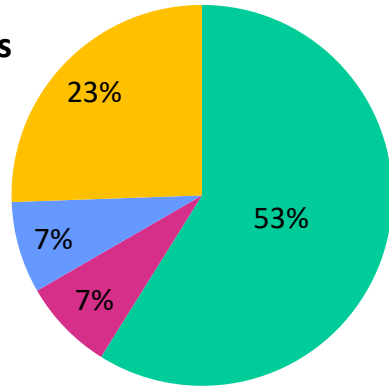


INDIVIDUAL CAR PARK OVERVIEW: GODMANCHESTER

A variety of uses albeit not very often. A third use the car park for 6-12 hours indicating this is potentially used by workers in the town.

Godmanchester: Bridge Place

User status



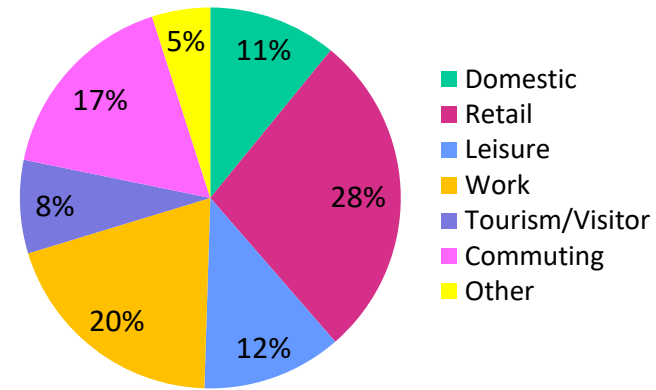
- Resident within District
- Business
- Group/Organisation
- Commuter

22%
with car park permit

47%
on their own

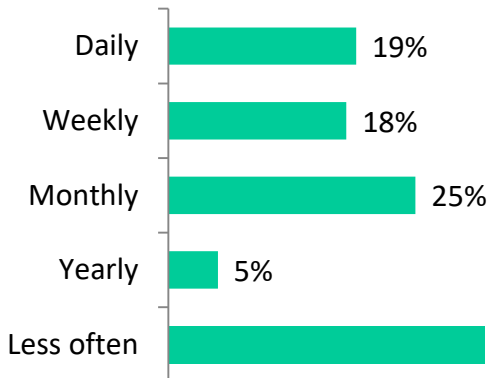
14%
use the mobile payment service

Main reason for use

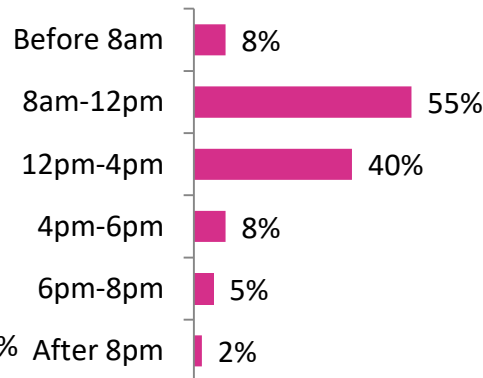


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Commuting
- Other

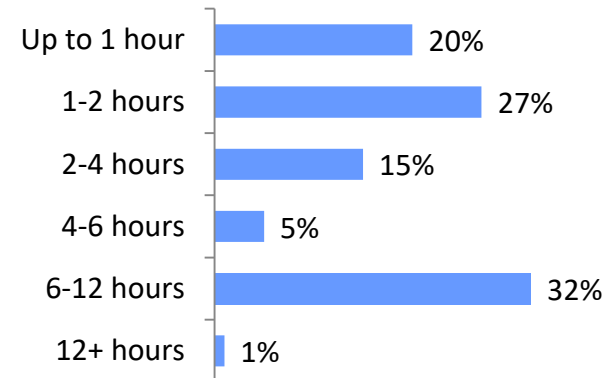
Frequency of use



Time of day

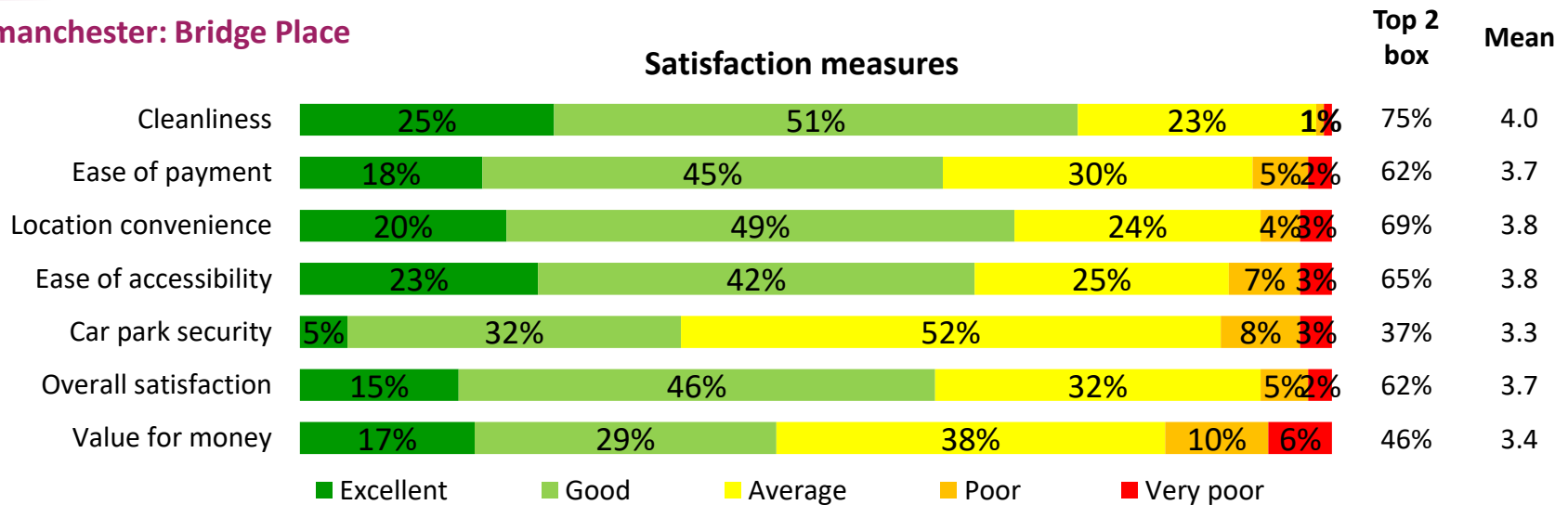


Average length of stay

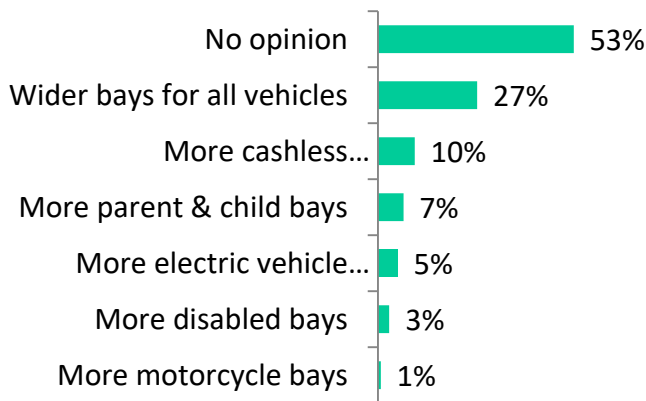


Overall satisfaction was high and this is reflected with more than half expressing no opinion for potential improvements.

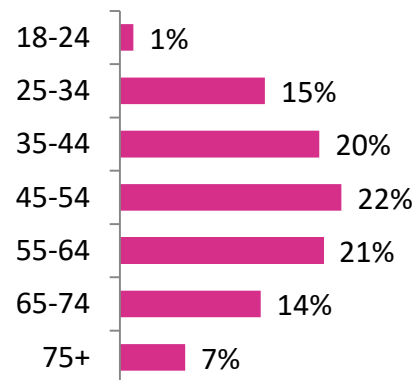
Godmanchester: Bridge Place



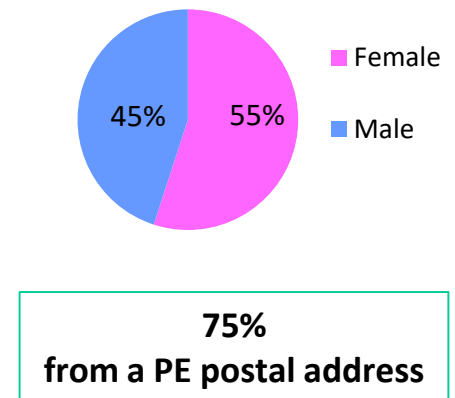
Potential improvements



Age



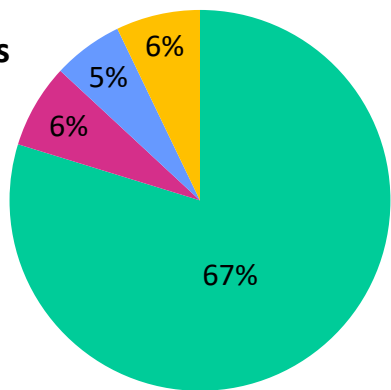
Gender



A short stay car park used by residents for domestic, retail and leisure purposes across a wide day part.

Godmanchester: Mill Yard

User status



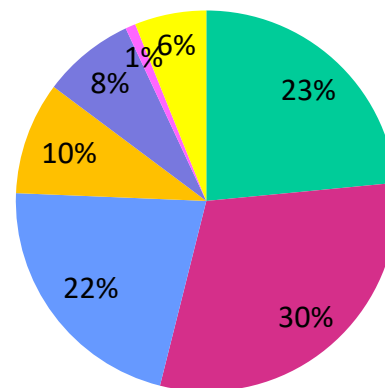
- Resident within District
- Business
- Group/Organisation
- Commuter

0%
with car park permit

36%
on their own

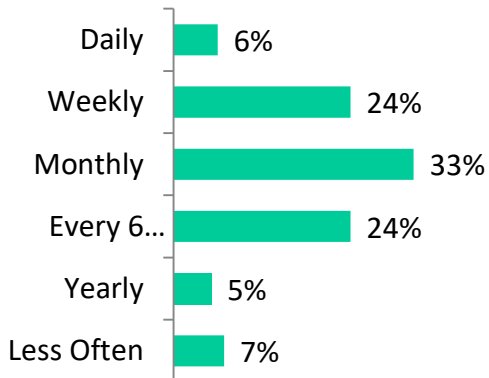
No mobile payment service available

Main reason for use

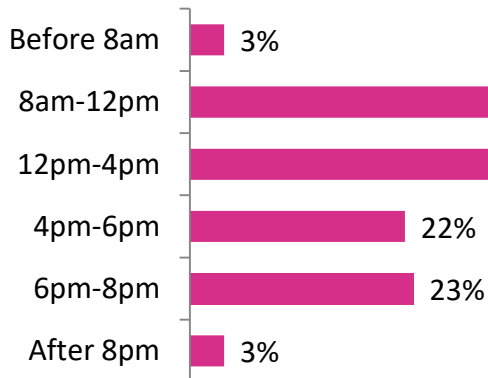


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Communing
- Other

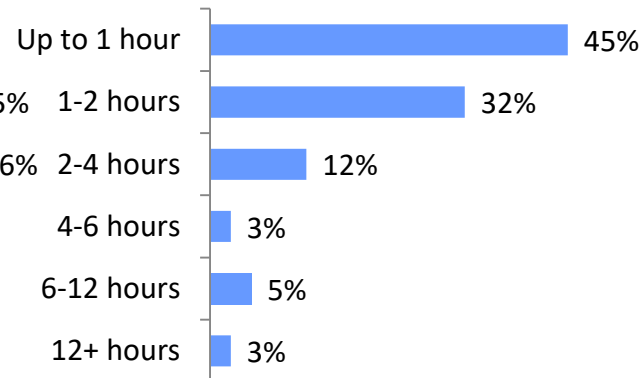
Frequency of use



Time of day



Average length of stay

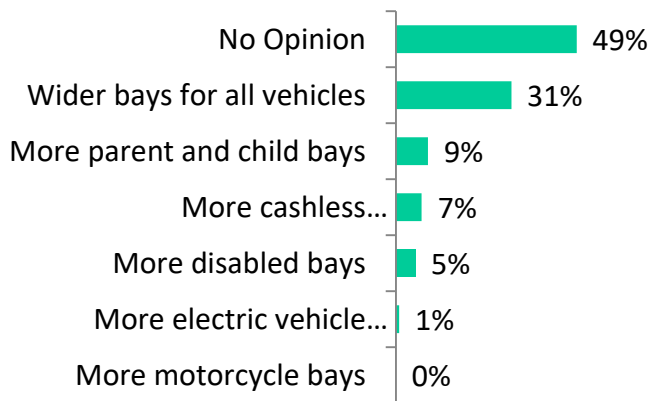


A convenient location with half offering no opinion on potential improvements.

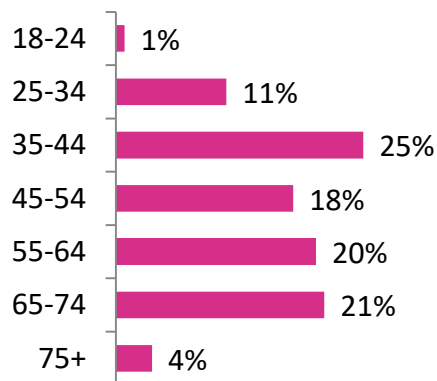
Godmanchester: Mill Yard



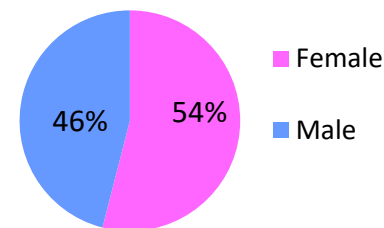
Potential improvements



Age



Gender



82%
from a PE postal address

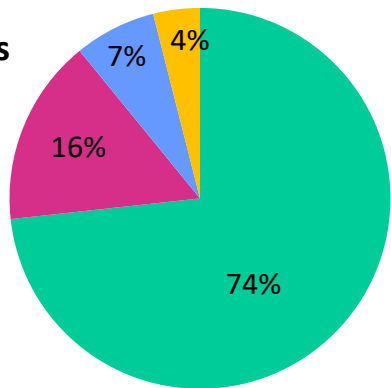


INDIVIDUAL CAR PARK OVERVIEW: HUNTINGDON

As expected for a supermarket car park, use is predominantly retail, short stay (2 hours) on a weekly or monthly basis.

Huntingdon: Sainsbury's

User status



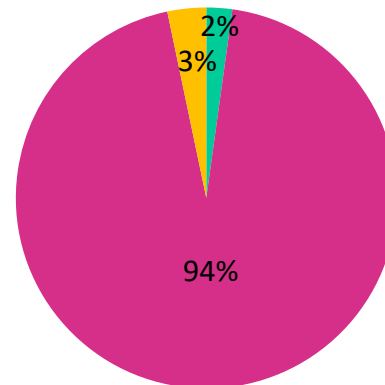
- Resident within District
- Other
- Business
- Commuter

2%
with car park permit

32%
on their own

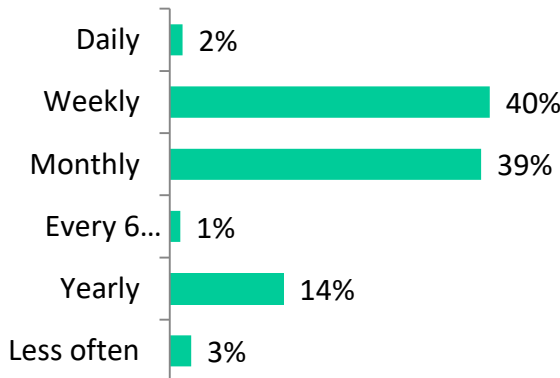
No mobile payment
service available

Main reason for use

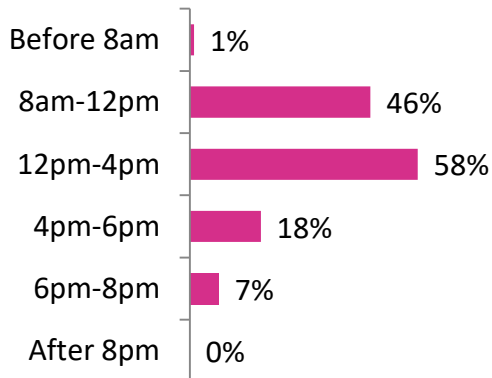


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Commuting
- Other

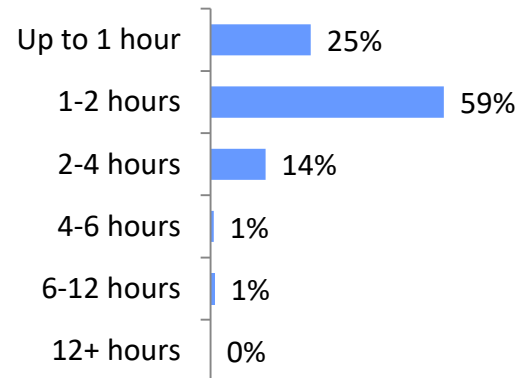
Frequency of use



Time of day

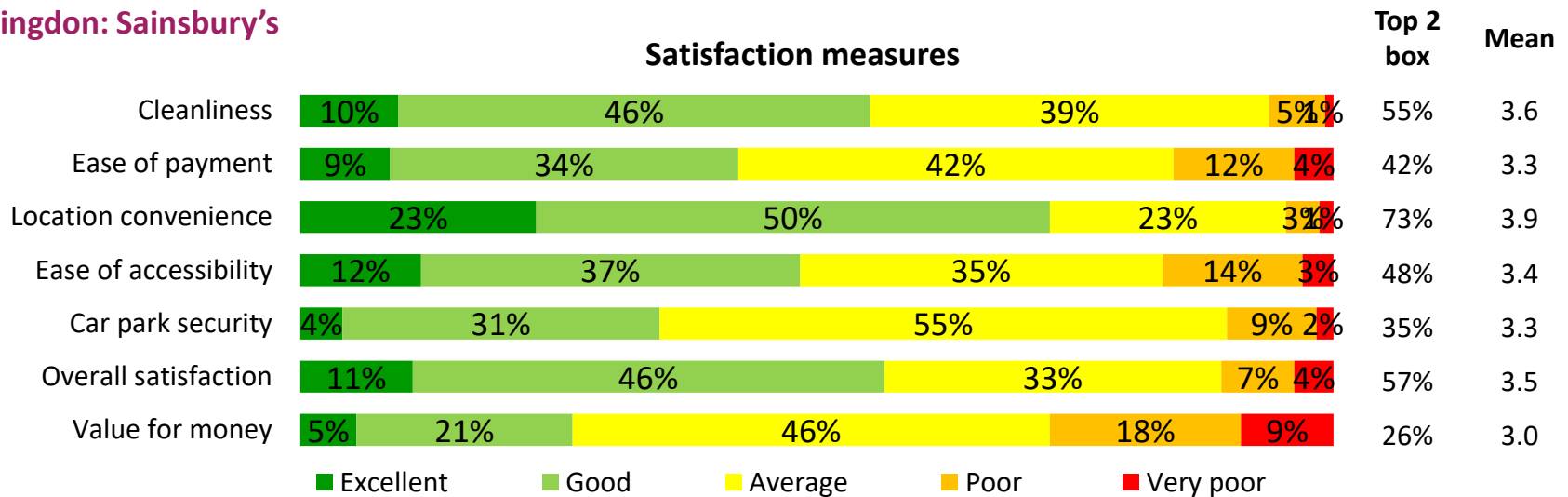


Average length of stay

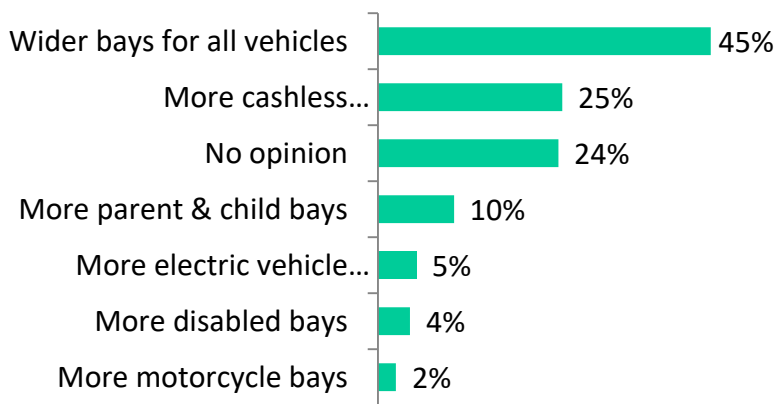


A convenient location but almost half would like wider bays for all vehicles. A quarter indicated a desire for more cashless payment options.

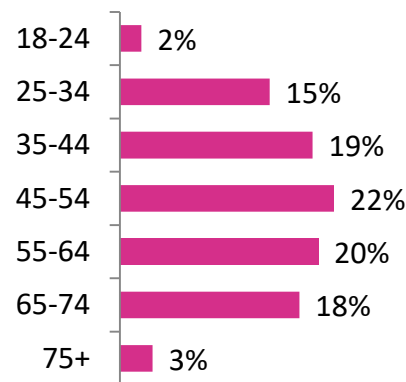
Huntingdon: Sainsbury's



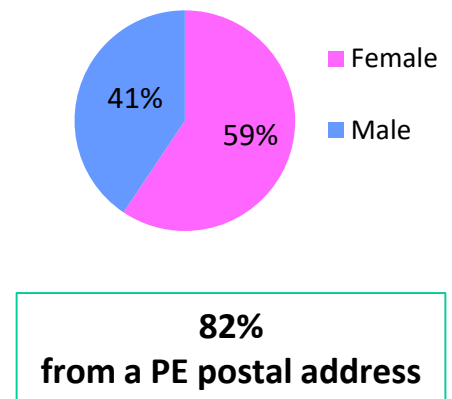
Potential improvements



Age



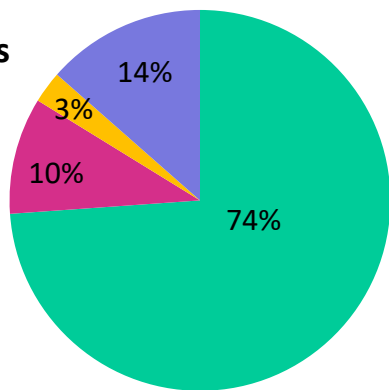
Gender



Predominantly used by residents for retail purposes, 6 in 10 only stay for an hour with a third usually the sole car occupant.

Huntingdon: High Street

User status



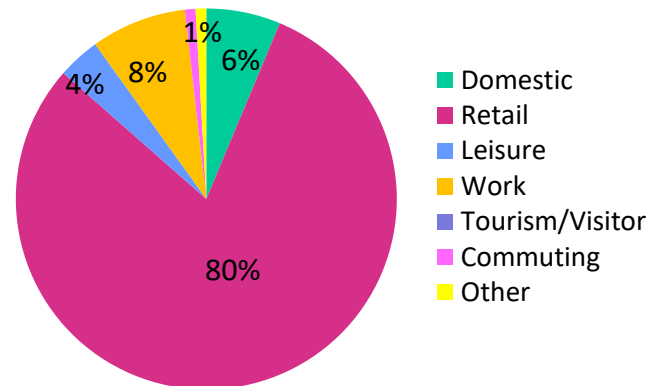
- Resident within District
- Business
- Group/Organisation
- Commuter
- Other

1%
with car park permit

34%
on their own

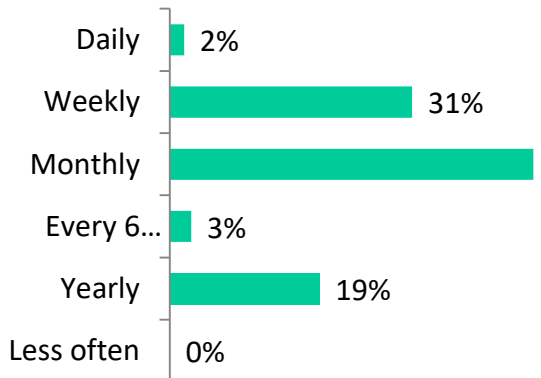
No mobile payment
service available

Main reason for use

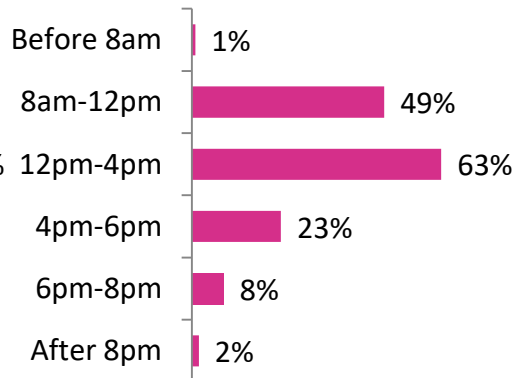


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Commuting
- Other

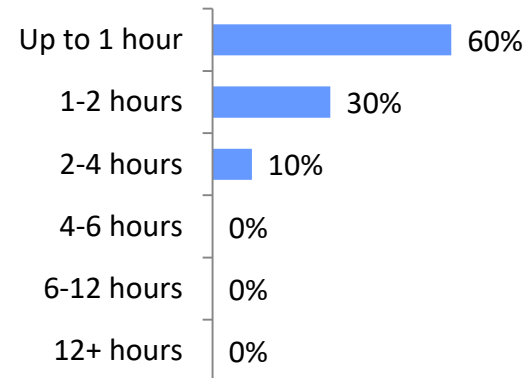
Frequency of use



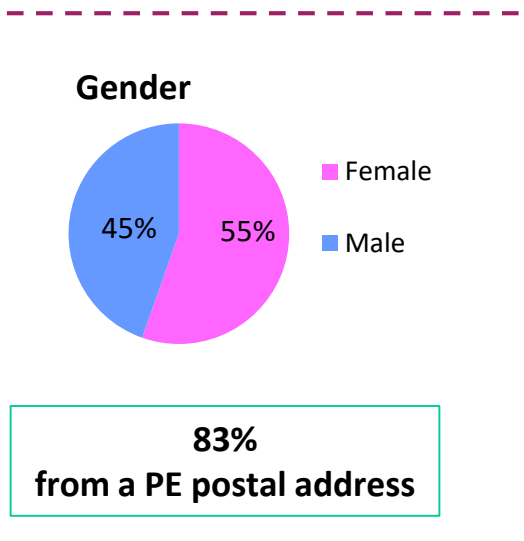
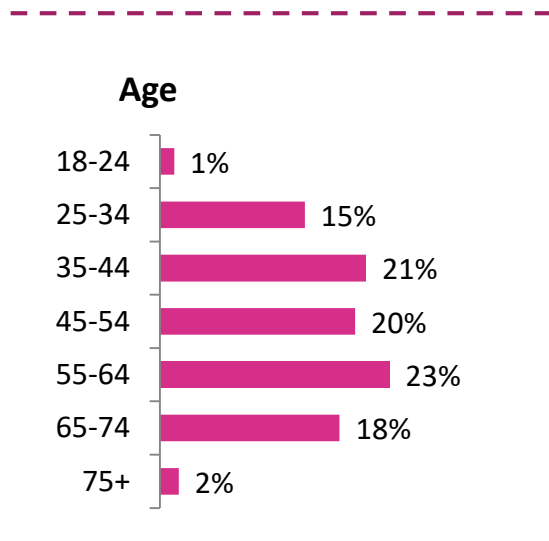
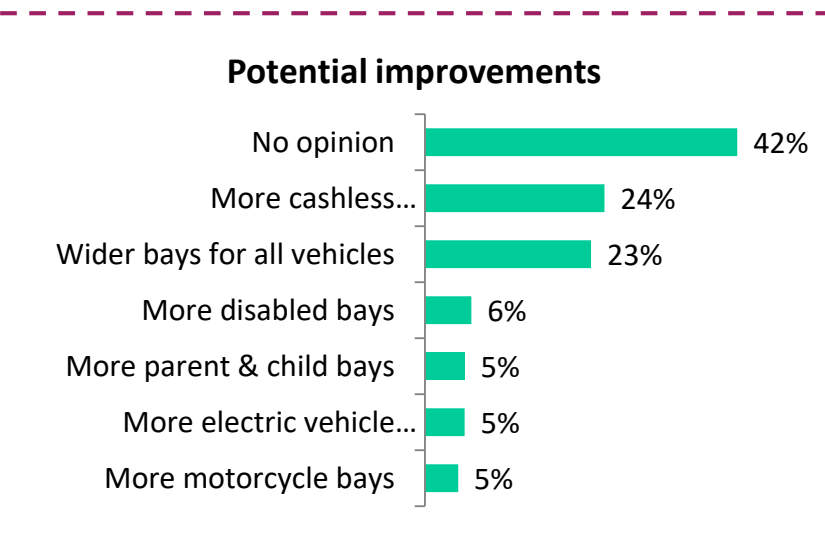
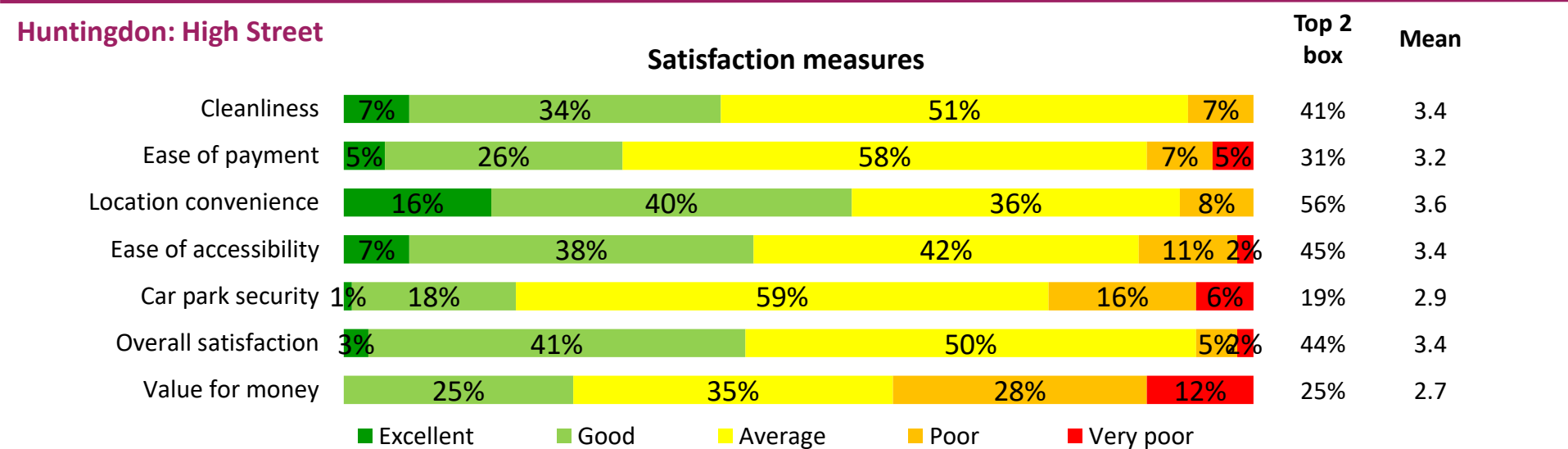
Time of day



Average length of stay



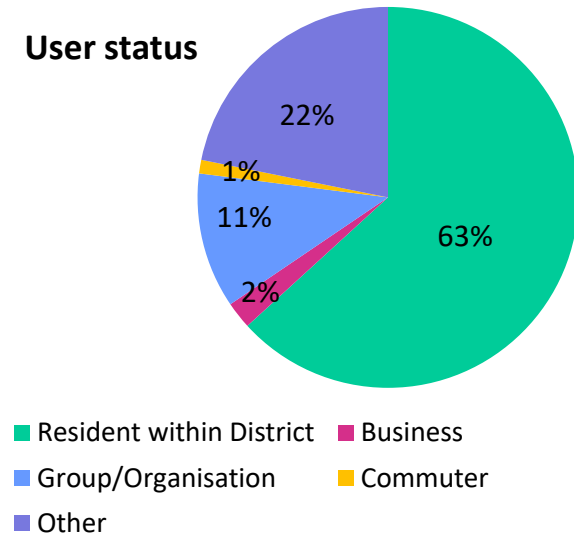
Poor value for money with concerns over car park security. Whilst 4 in 10 held no opinion on improvements a quarter would welcome more cashless payment options.



Higher usage of the mobile payment service than seen for other car parks and less likely to be on own given the location and reason for use.

Huntingdon: Hinchingbrooke County Park

User status

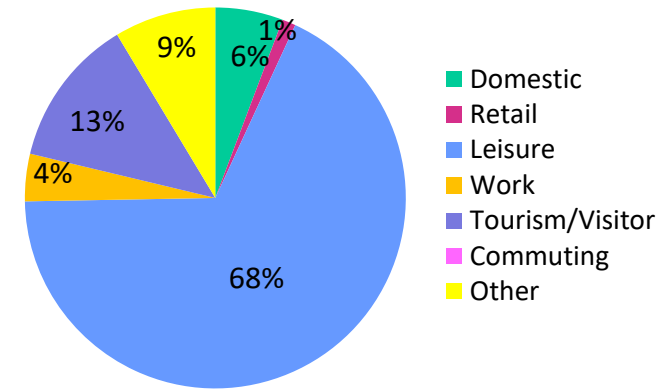


5%
with car park permit

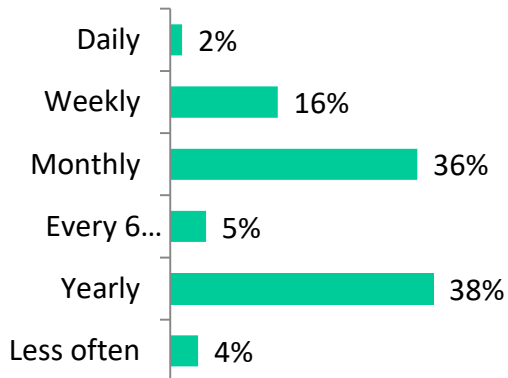
15%
on their own

14%
use the mobile
payment service

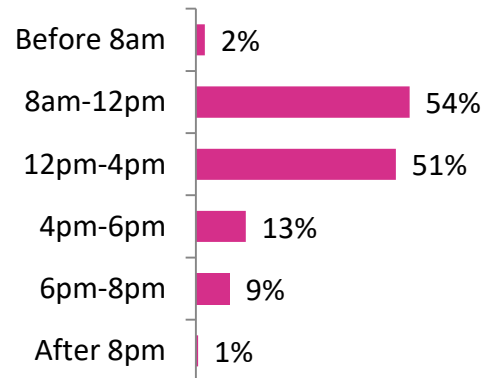
Main reason for use



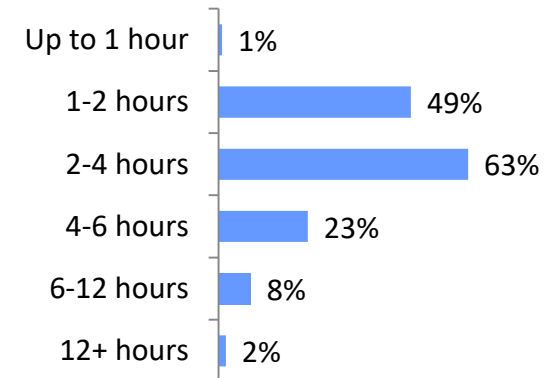
Frequency of use



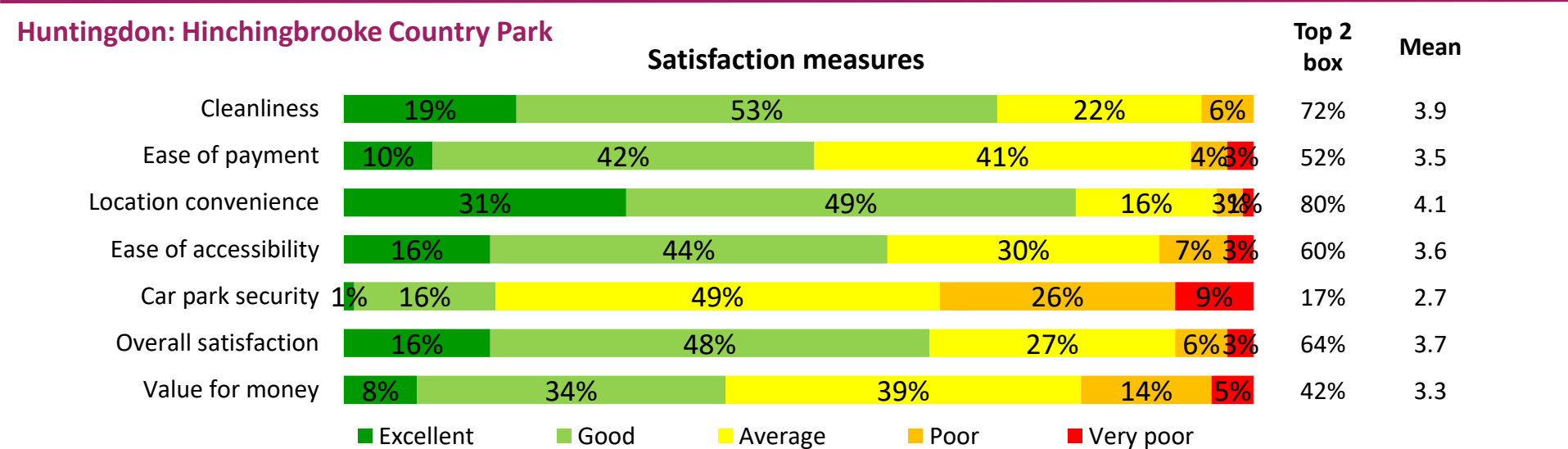
Time of day



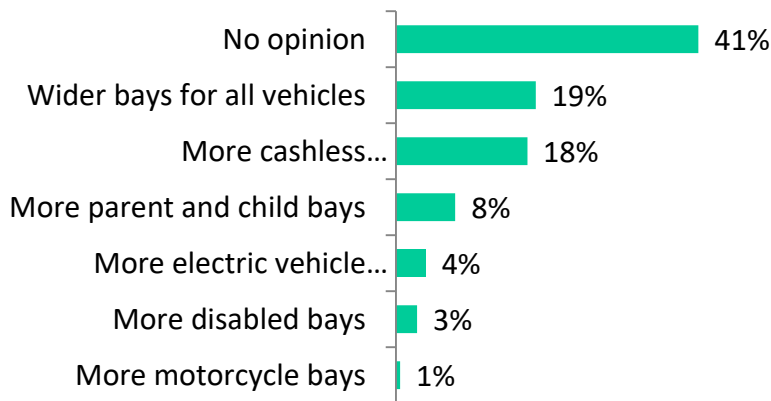
Average length of stay



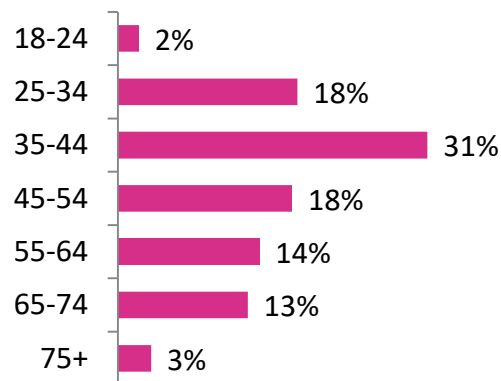
Convenient location for use of the country park, cleanliness, accessibility and overall satisfaction all highly rated.



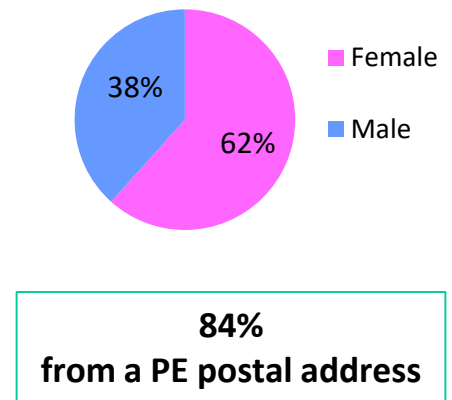
Potential improvements



Age



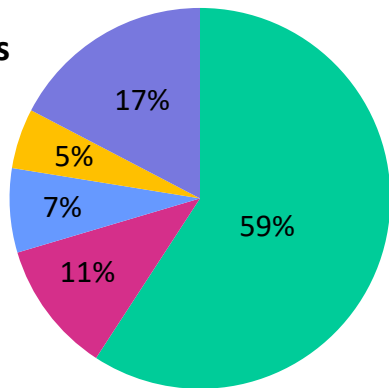
Gender



Predominantly used for leisure purposes, more than three-quarters stay for less than two hours although this spans a wide day part.

Huntingdon: One Leisure Dry Side

User status



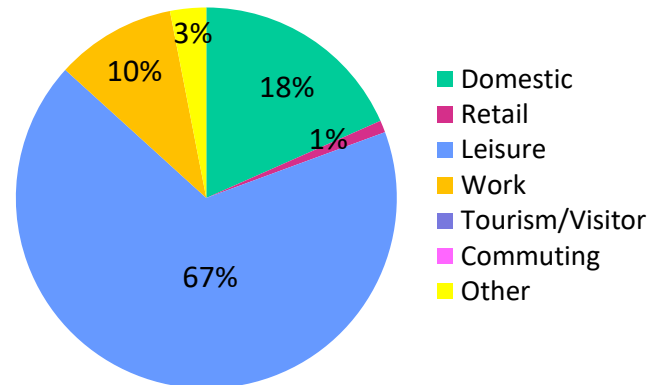
- Resident within District
- Business
- Group/Organisation
- Commuter
- Other

4%
with car park permit

31%
on their own

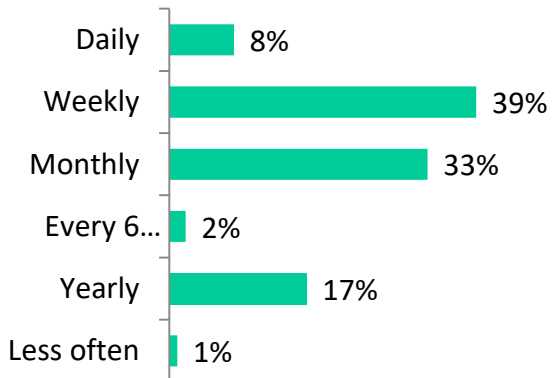
No mobile payment
service available

Main reason for use

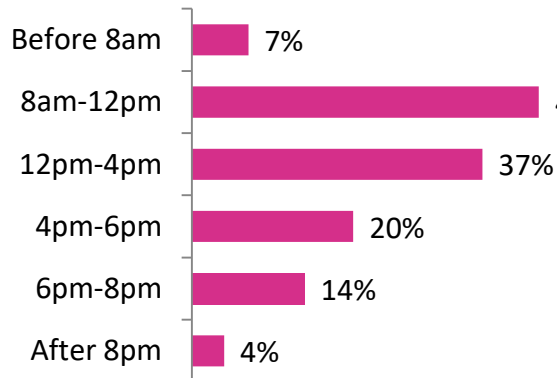


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Commuting
- Other

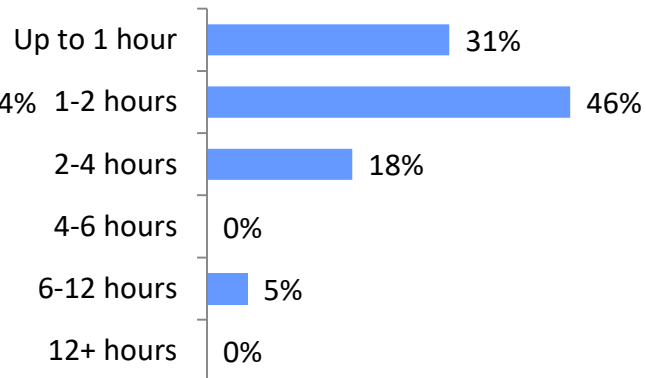
Frequency of use



Time of day

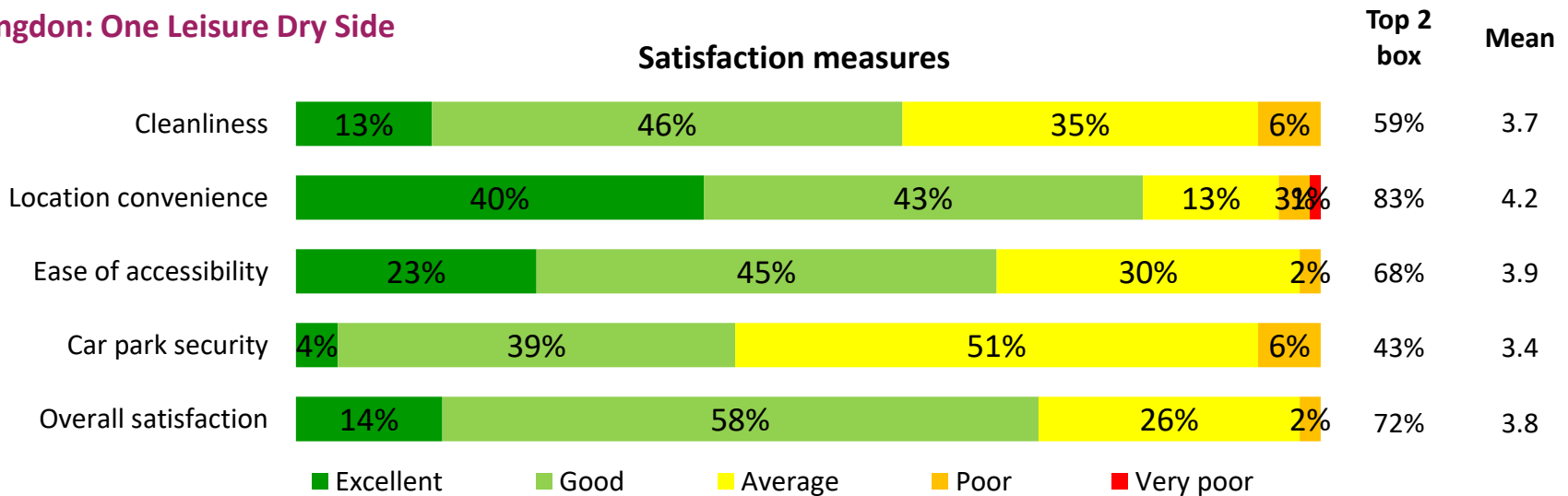


Average length of stay

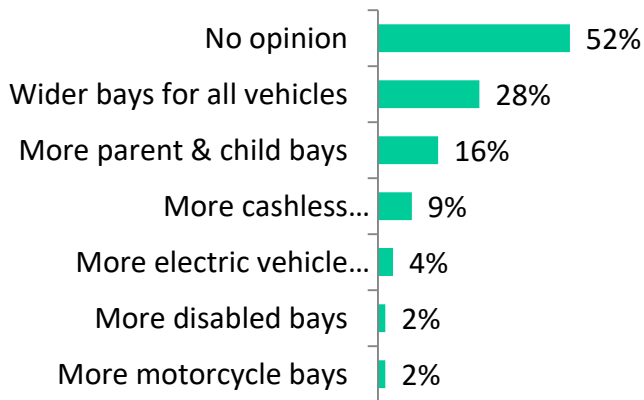


A highly convenient location for leisure with little negativity expressed for the satisfaction measures. More than half indicated no potential improvements.

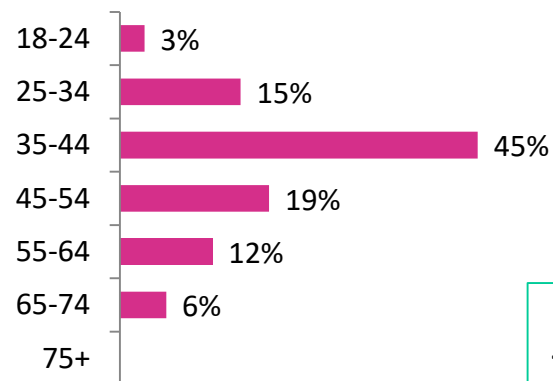
Huntingdon: One Leisure Dry Side



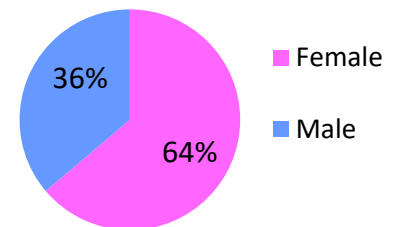
Potential improvements



Age



Gender

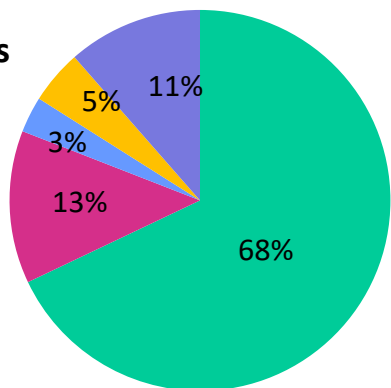


83%
from a PE postal address

Most likely to be used for retail purposes, 2 in 5 are usually the sole occupant when parking in Princes Street.

Huntingdon: Princes Street

User status



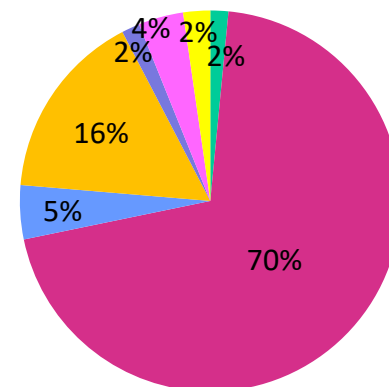
- Resident within District
- Business
- Group/Organisation
- Commuter
- Other

4%
with car park permit

41%
on their own

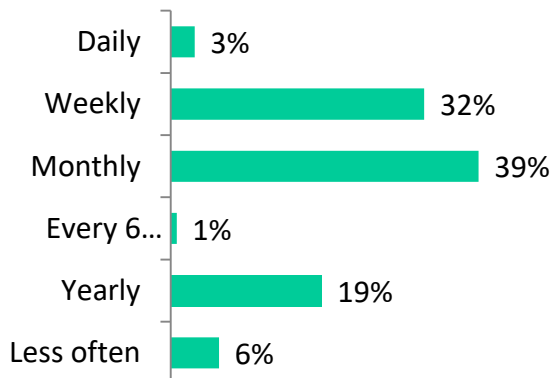
15%
use the mobile payment service

Main reason for use

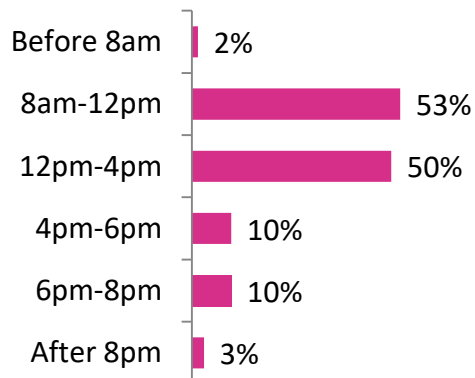


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Commuting
- Other

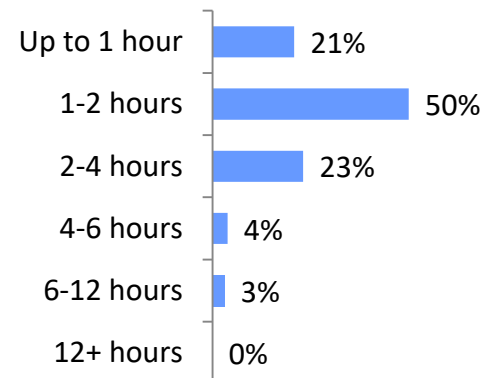
Frequency of use



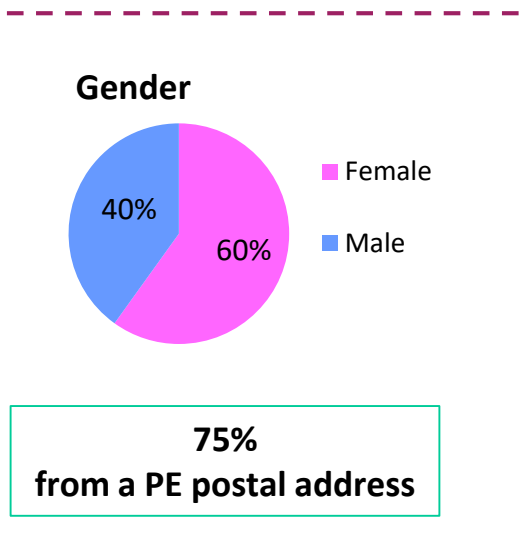
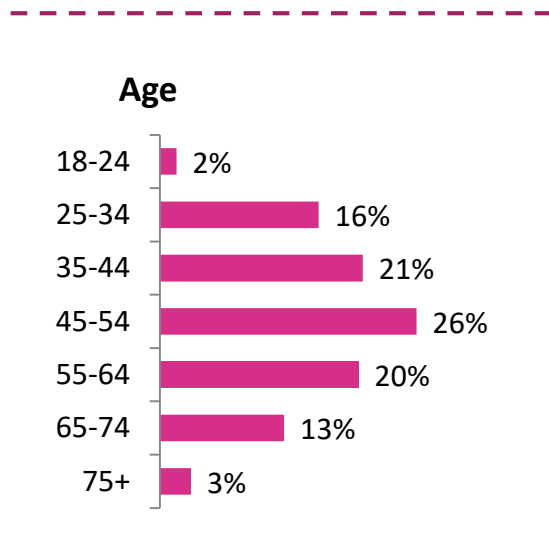
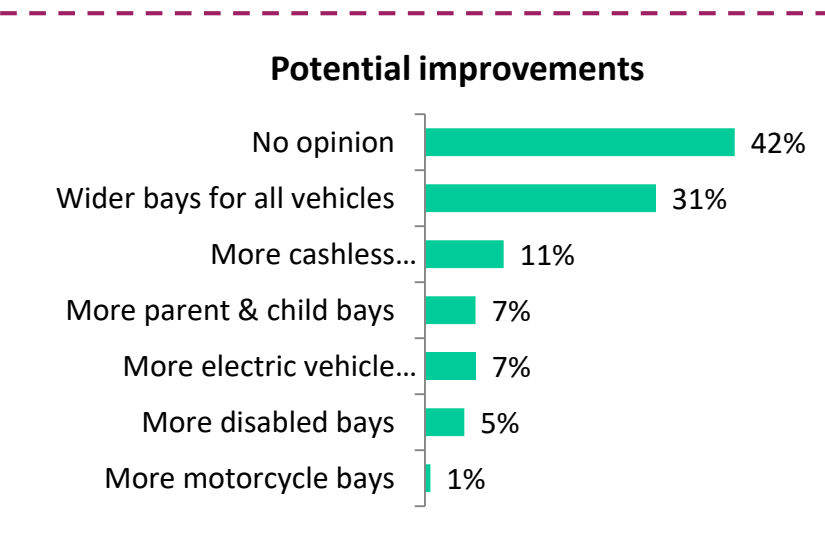
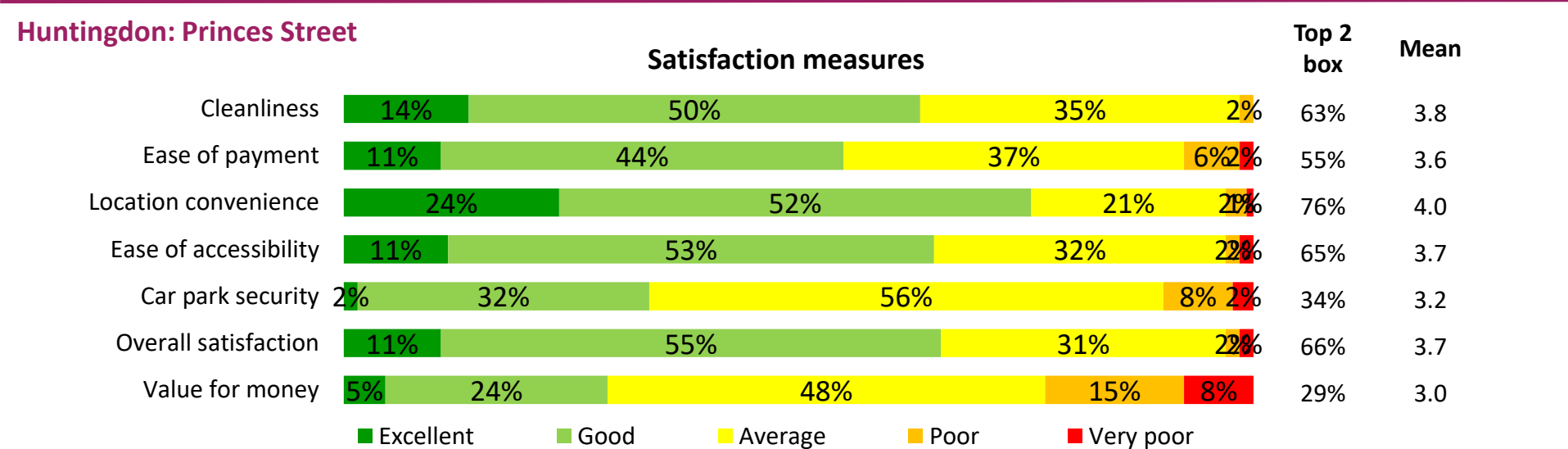
Time of day



Average length of stay



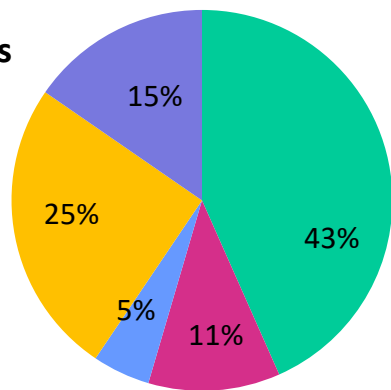
A convenient location with two-thirds satisfied with the car park. Higher level of dissatisfaction for value for money.



A higher level of car park permit holders with reasons for use and user type more varied than seen for other car parks.

Huntingdon: Riverside

User status



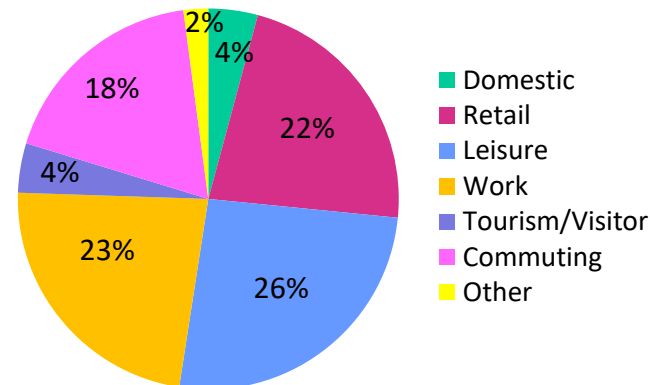
- Resident within District
- Business
- Group/Organisation
- Commuter
- Other

26%
with car park permit

45%
on their own

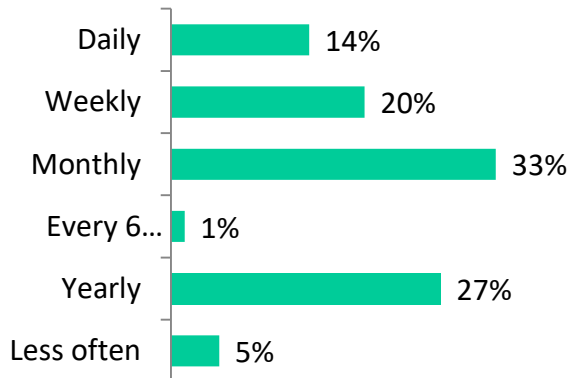
13%
use the mobile payment service

Main reason for use

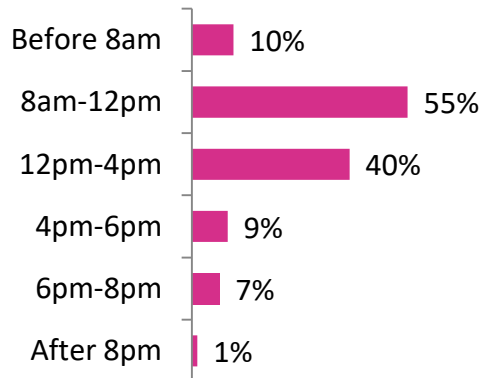


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Commuting
- Other

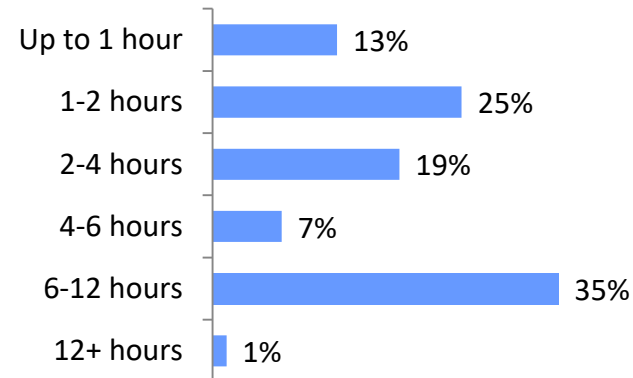
Frequency of use



Time of day

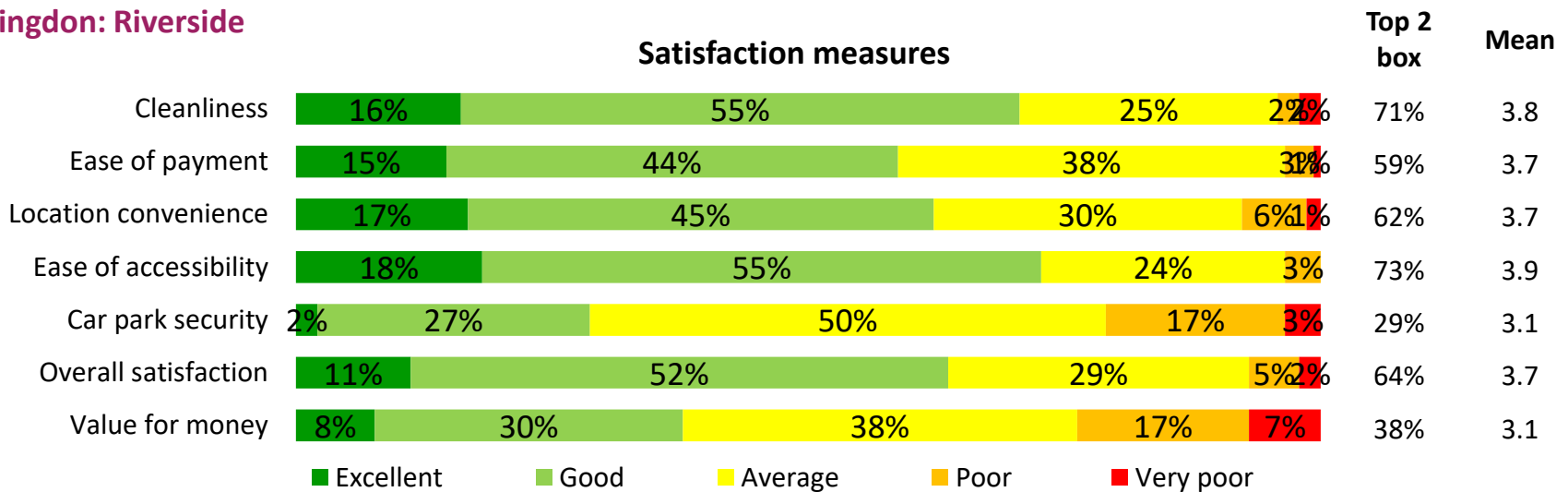


Average length of stay

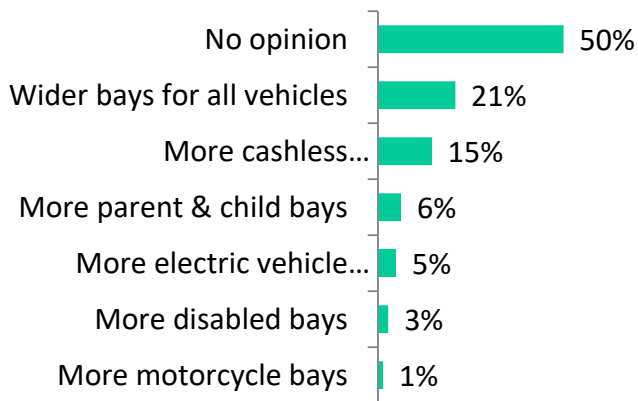


Solid response across the satisfaction measures although lower level of response for security and value for money. Half the sample held no opinion on potential improvements.

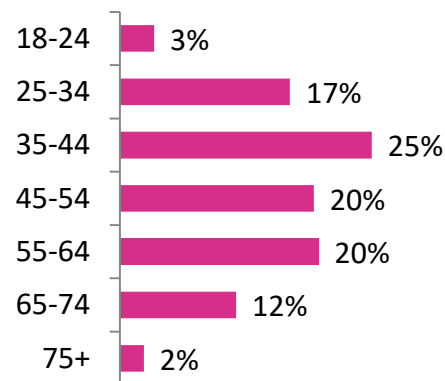
Huntingdon: Riverside



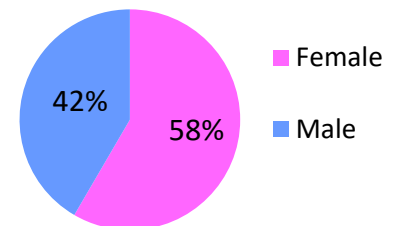
Potential improvements



Age



Gender



78%
from a PE postal address

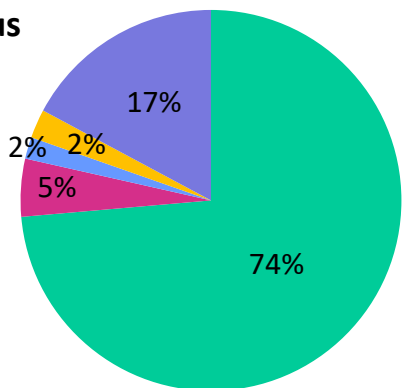


INDIVIDUAL CAR PARK OVERVIEW: ST IVES

Three-quarters use for retail purposes with frequency of use and length of stay reflective of this.

St Ives: Cattle Market Bus Station

User status



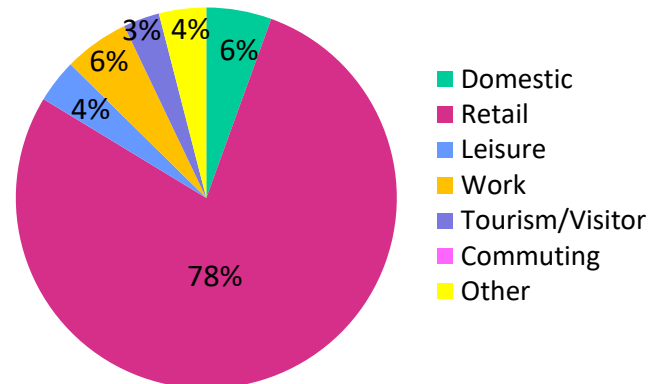
- Resident within District
- Business
- Group/Organisation
- Commuter
- Other

3%
with car park permit

27%
on their own

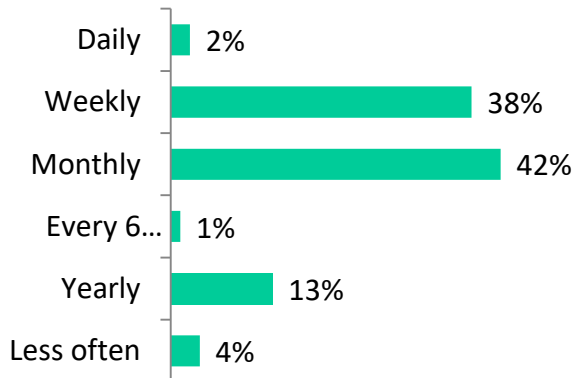
15%
use the mobile payment service

Main reason for use

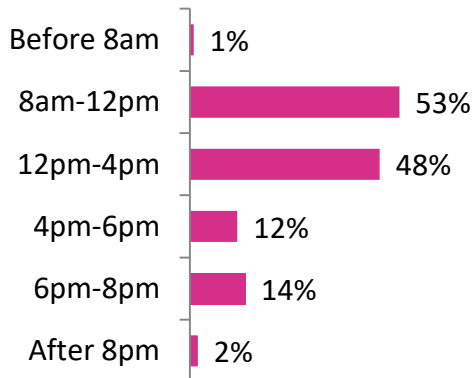


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Commuting
- Other

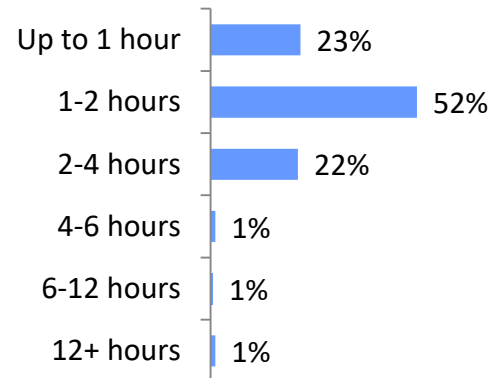
Frequency of use



Time of day

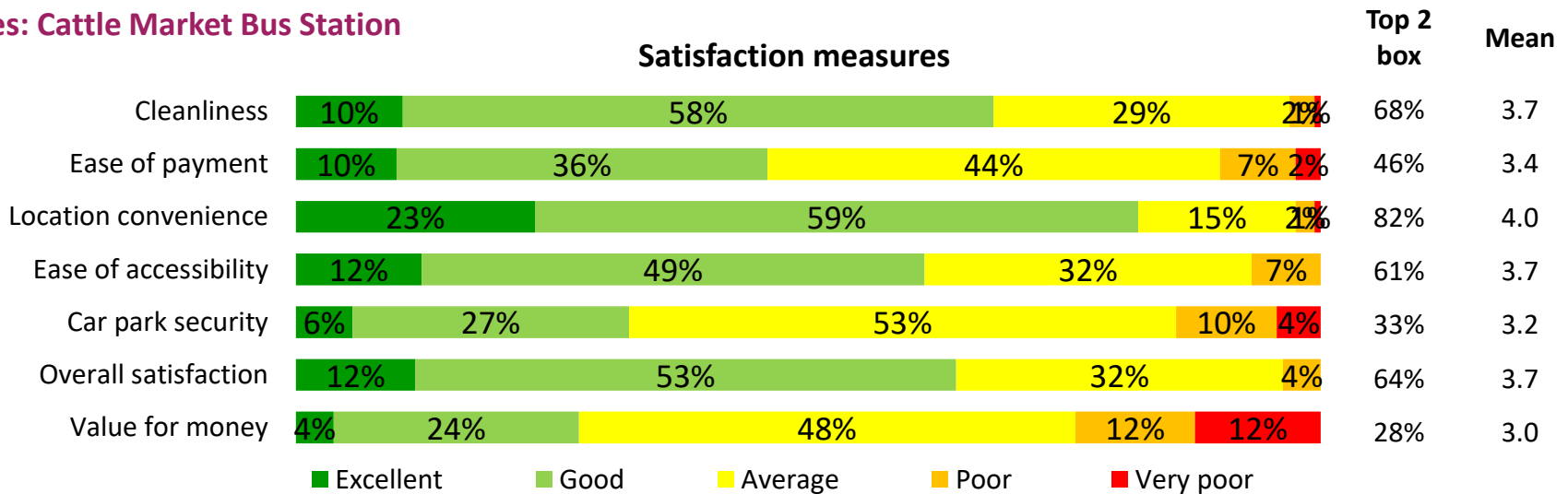


Average length of stay

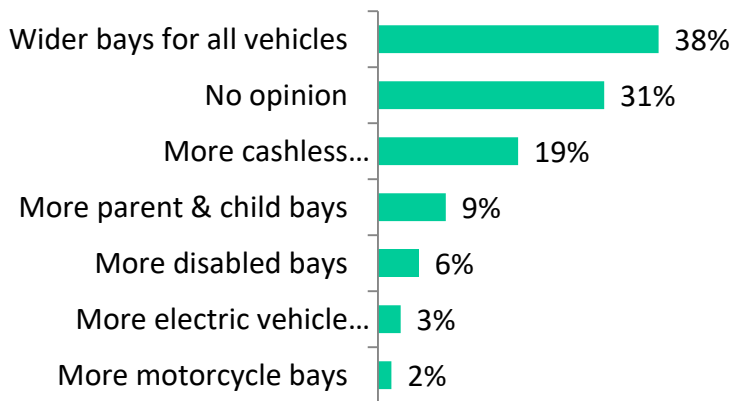


Almost two-thirds indicated positive overall satisfaction given location, accessibility and cleanliness. However, a quarter considered value for money poor.

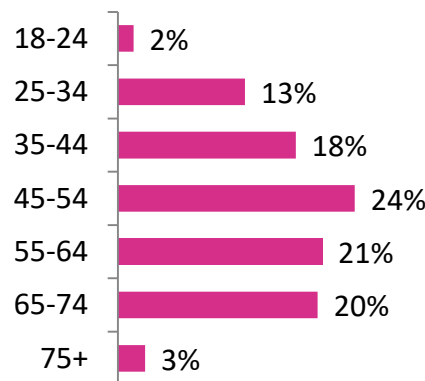
St Ives: Cattle Market Bus Station



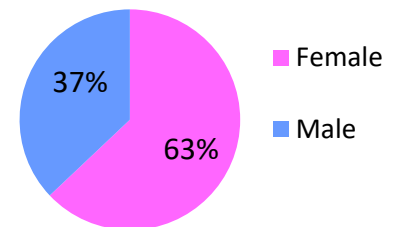
Potential improvements



Age



Gender

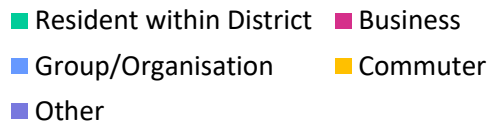
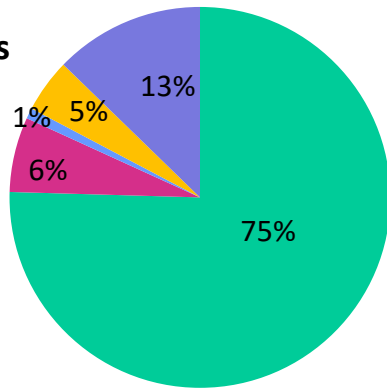


81%
from a PE postal address

Predominantly used by residents for retail purposes, two-thirds stay for less than 2 hours. More than 8 in 10 use at least monthly.

St Ives: Cattle Market Harrisons Way

User status

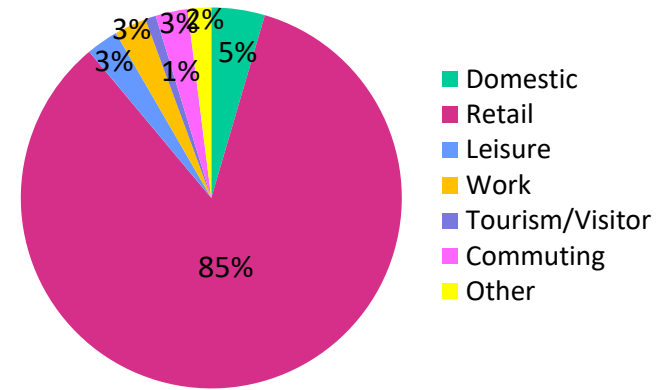


11%
with car park permit

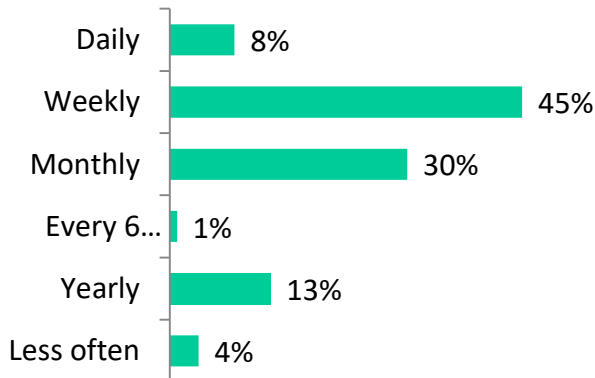
31%
on their own

16%
use the mobile payment service

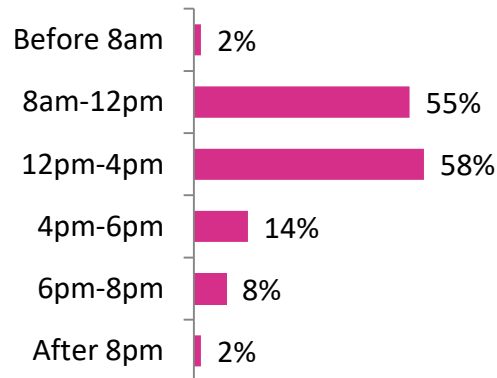
Main reason for use



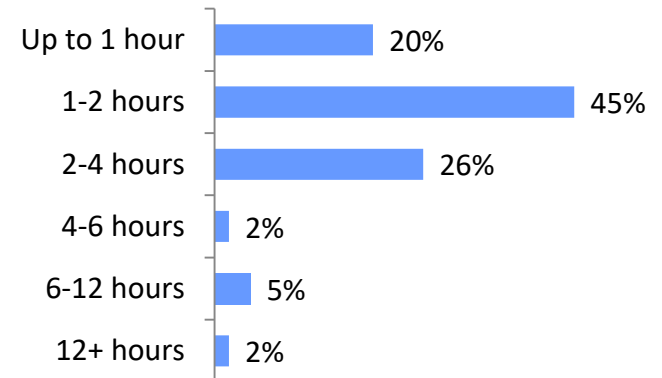
Frequency of use



Time of day



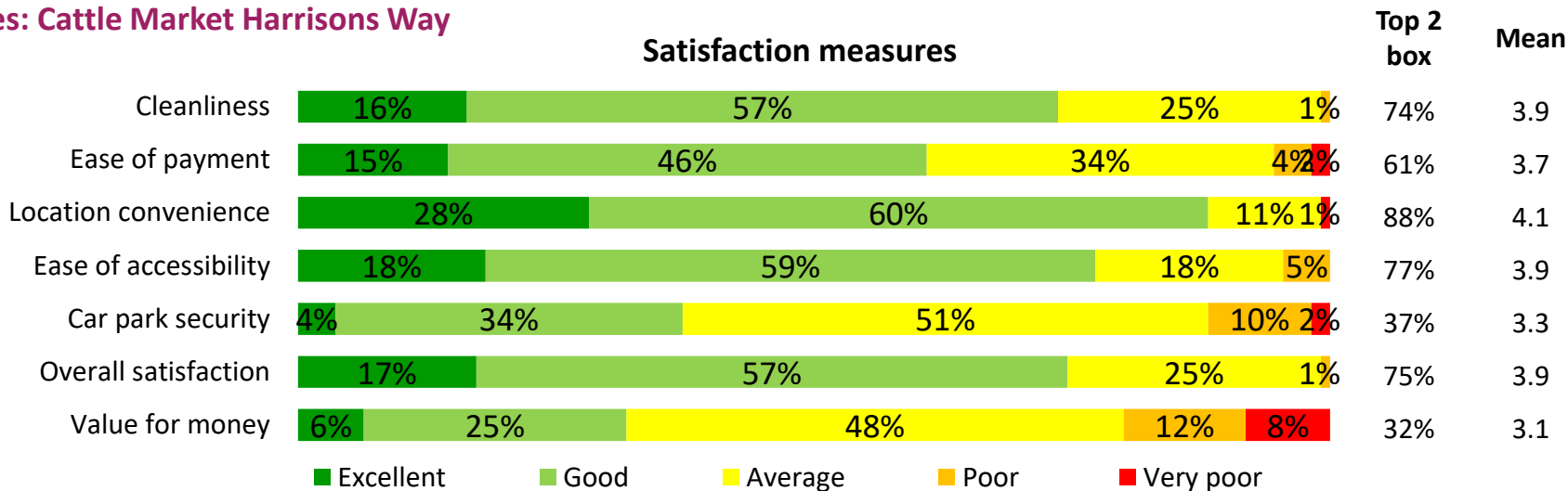
Average length of stay



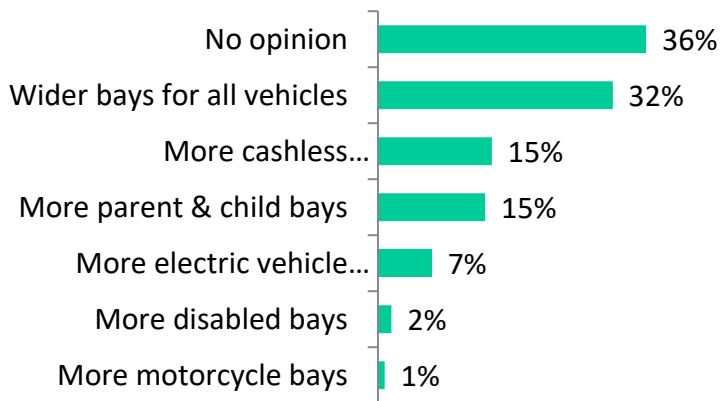
High level of overall satisfaction with more than a third indicating no opinion for potential improvements.

St Ives: Cattle Market Harrisons Way

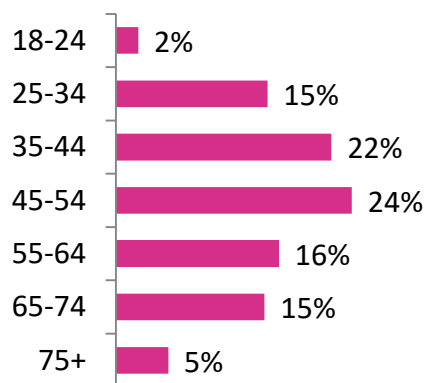
Satisfaction measures



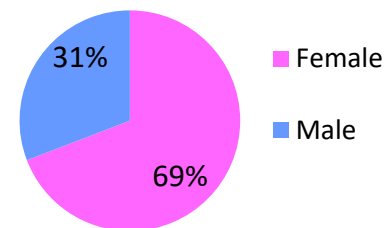
Potential improvements



Age



Gender

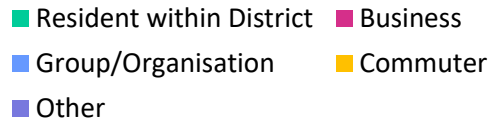
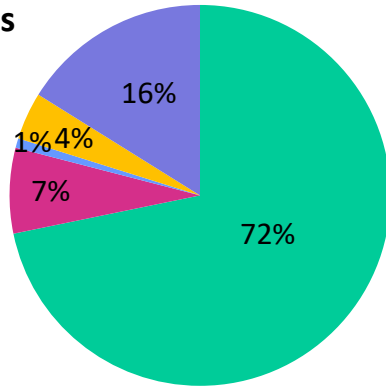


79%
from a PE postal address

Residents predominantly use this car park for retail. A quarter only stay for less than an hour but usage frequency is high.

St Ives: Globe Place

User status

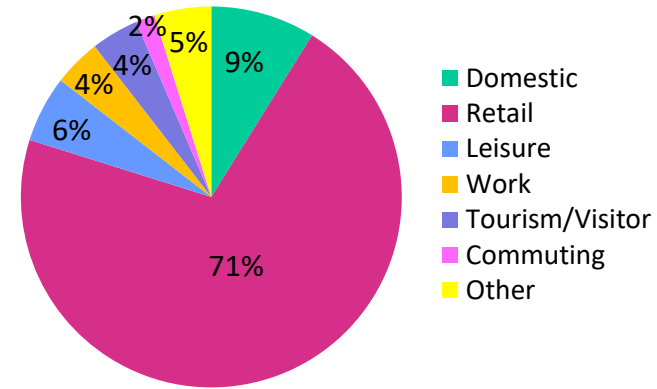


10%
with car park permit

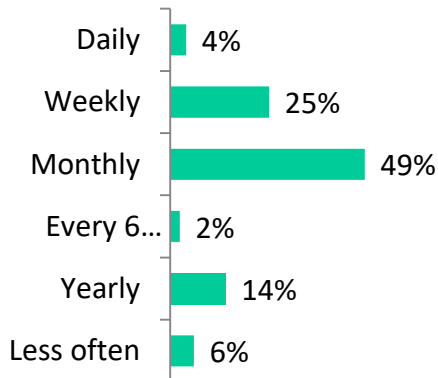
32%
on their own

12%
use the mobile payment service

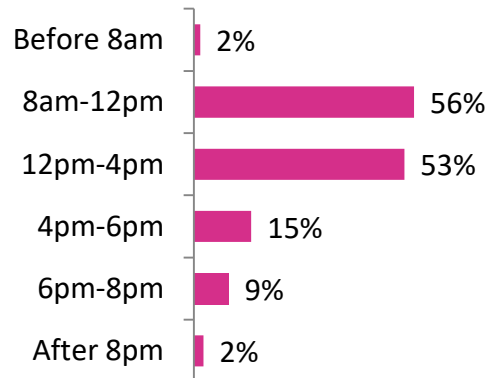
Main reason for use



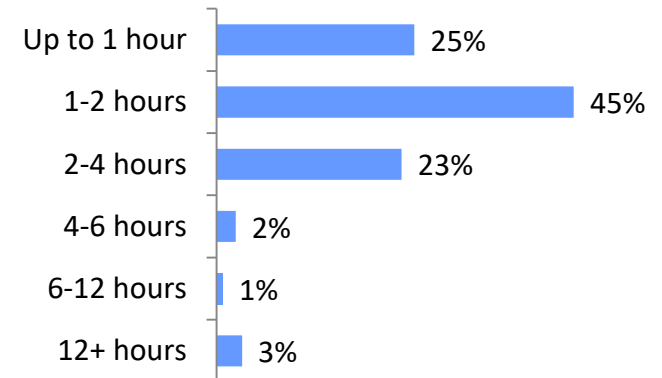
Frequency of use



Time of day

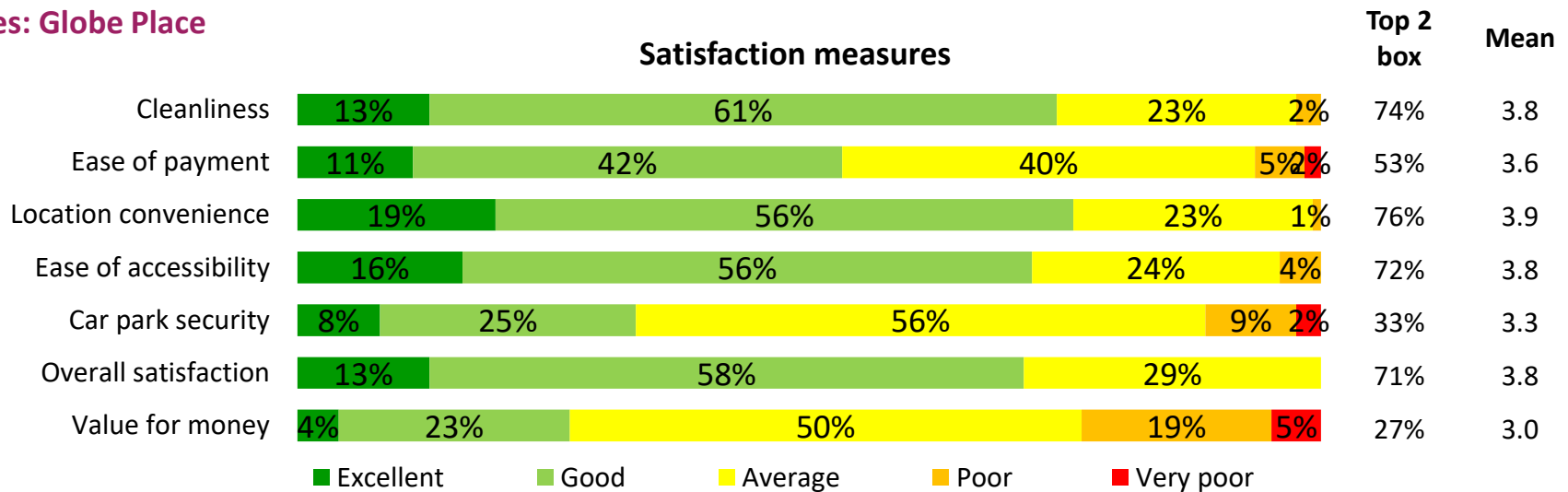


Average length of stay

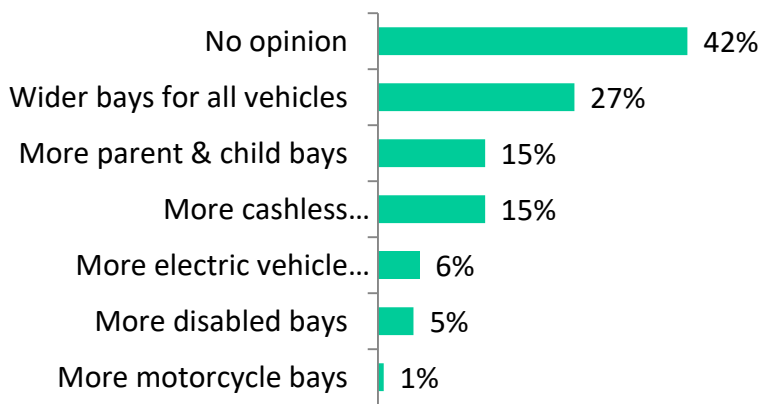


No negative response to overall satisfaction with 4 in 10 showing no opinion for potential improvements.

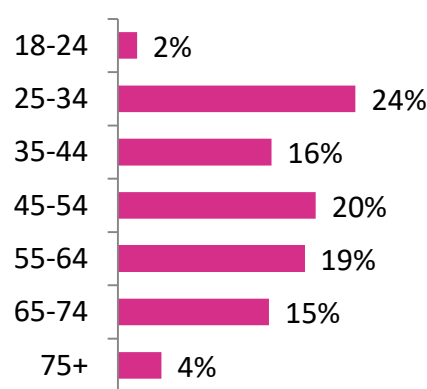
St Ives: Globe Place



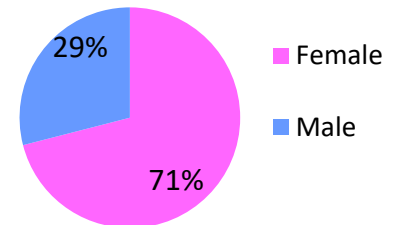
Potential improvements



Age



Gender

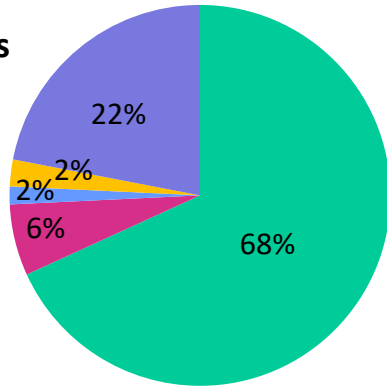


78%
from a PE postal address

A short stay car park given location with almost 2 in 5 staying for less than an hour.

St Ives: Market Hill Pay & Display

User status



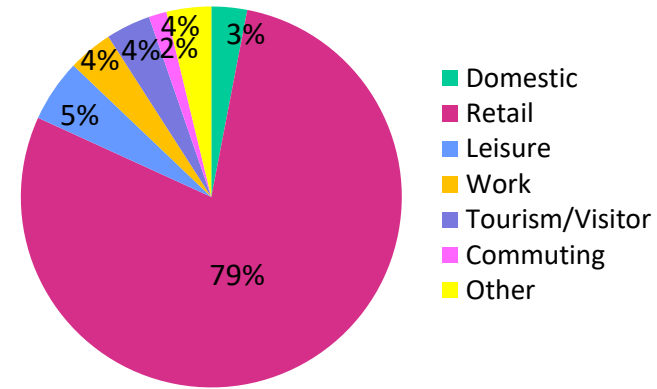
- Resident within District
- Business
- Group/Organisation
- Commuter
- Other

3%
with car park permit

27%
on their own

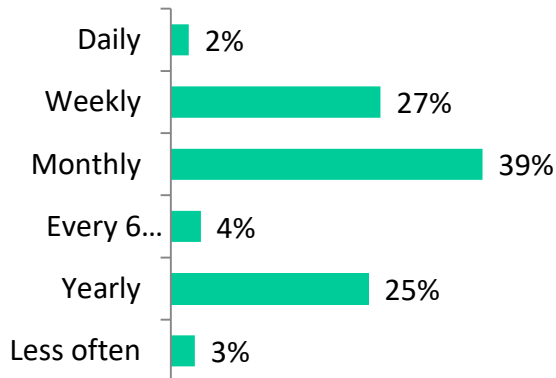
No mobile payment service available

Main reason for use

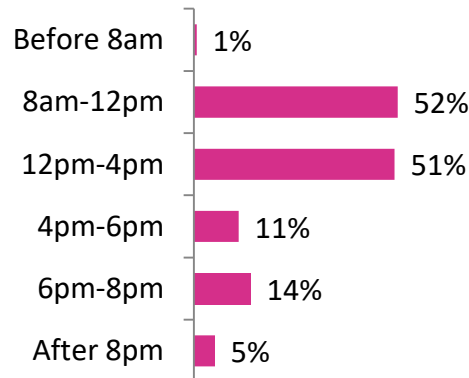


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Commuting
- Other

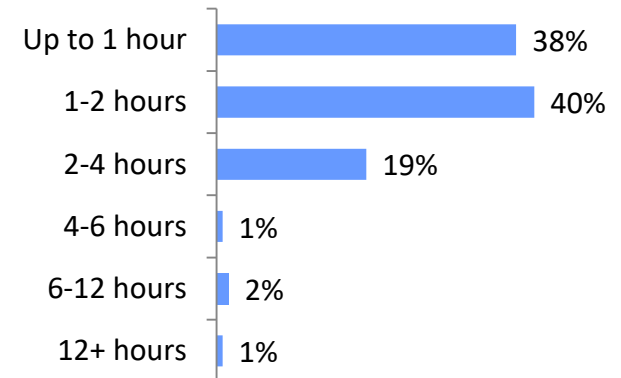
Frequency of use



Time of day

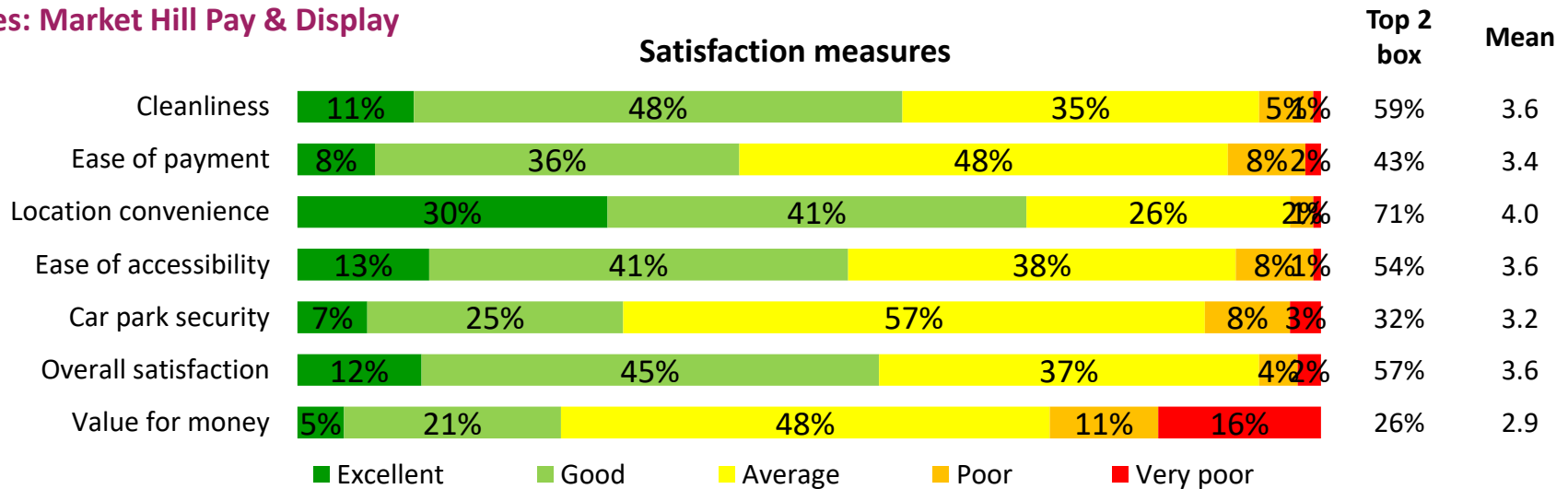


Average length of stay

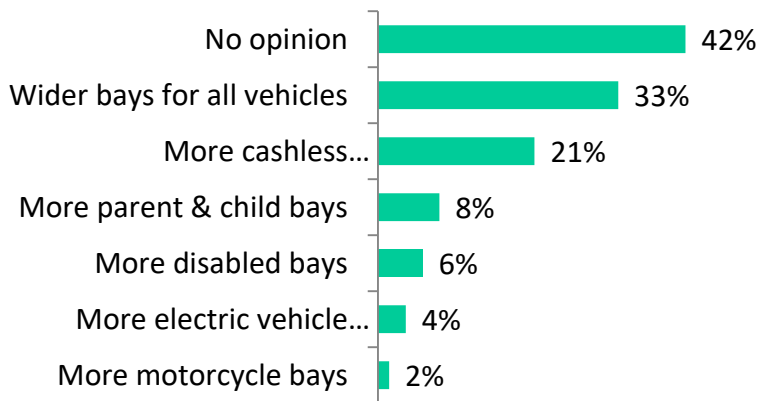


Poor value for money for a quarter but a highly convenient location.
A desire for wider bays was expressed by those looking for improvements.

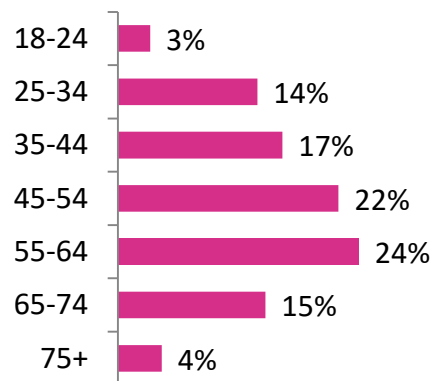
St Ives: Market Hill Pay & Display



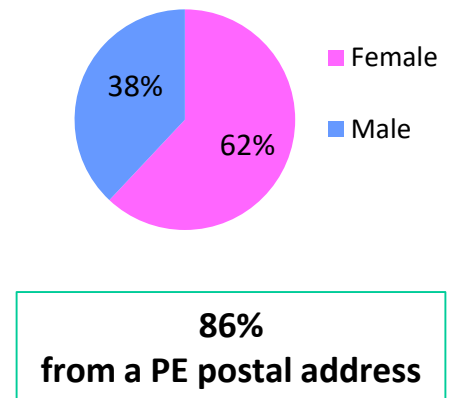
Potential improvements



Age



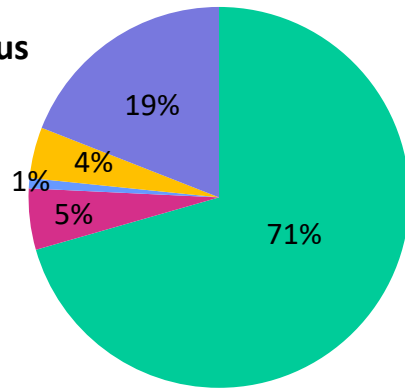
Gender



A retail based car park with the majority of the sample using for less than two hours.

St Ives: Waitrose

User status



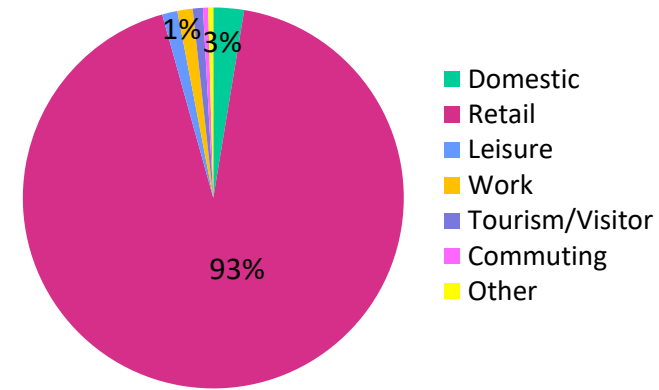
- Resident within District
- Business
- Group/Organisation
- Commuter
- Other

0%
with car park permit

32%
on their own

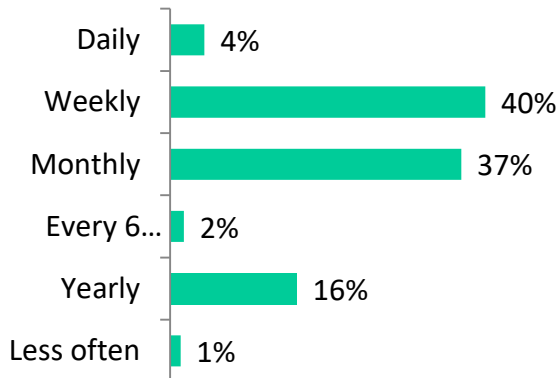
No mobile payment
service available

Main reason for use

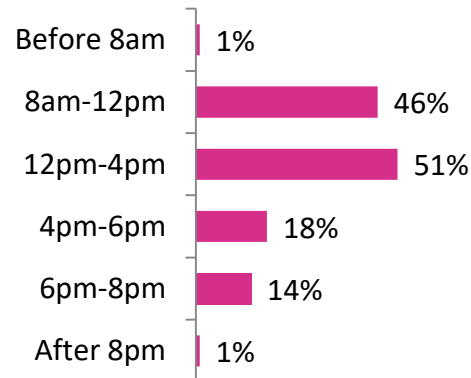


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Commuting
- Other

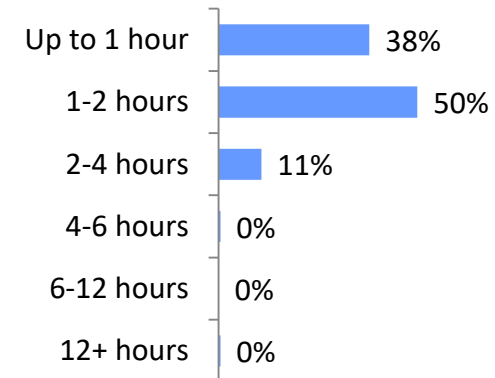
Frequency of use



Time of day



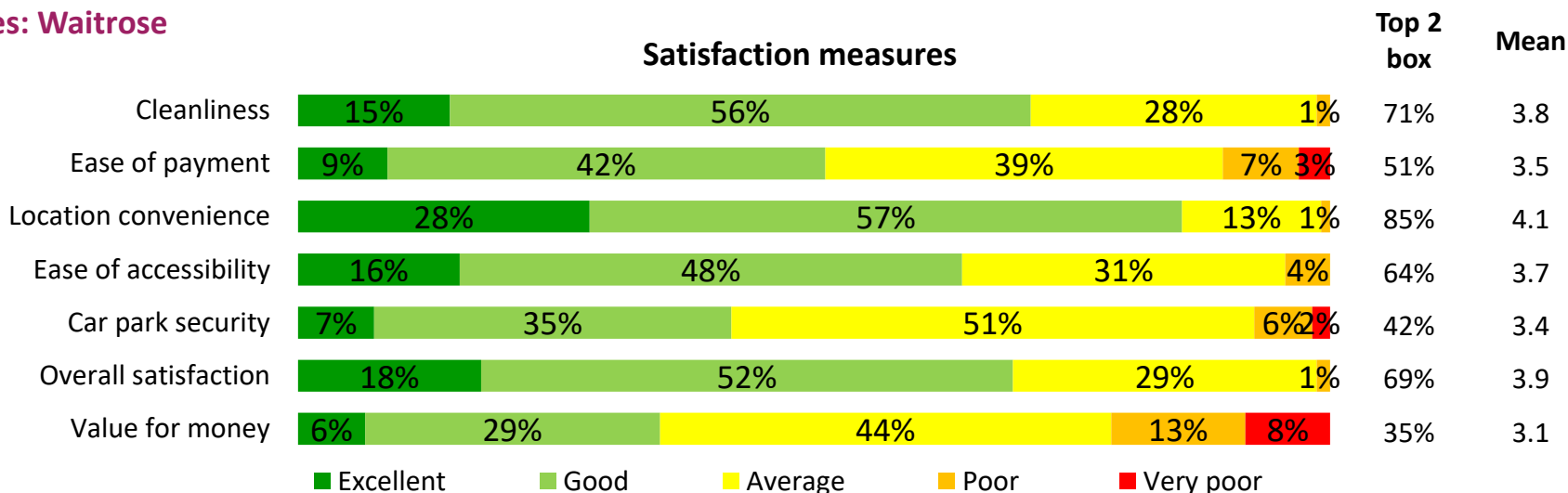
Average length of stay



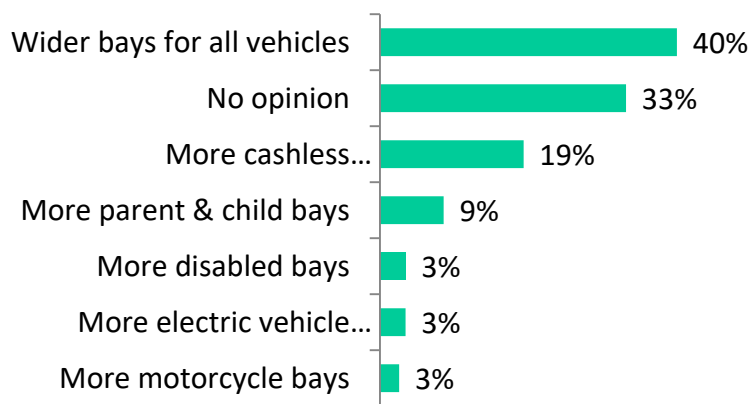
A convenient location with good accessibility. Users would like wider bays though.

St Ives: Waitrose

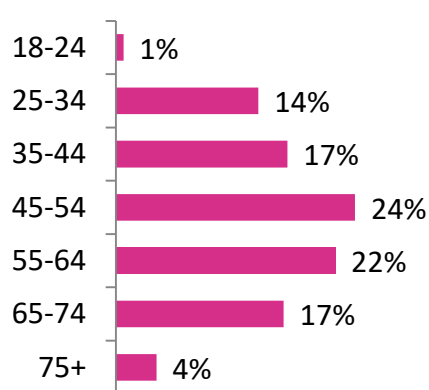
Satisfaction measures



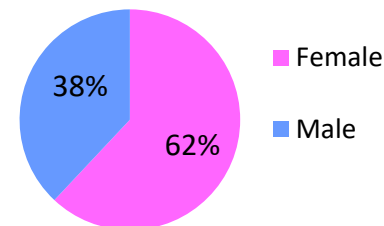
Potential improvements



Age



Gender

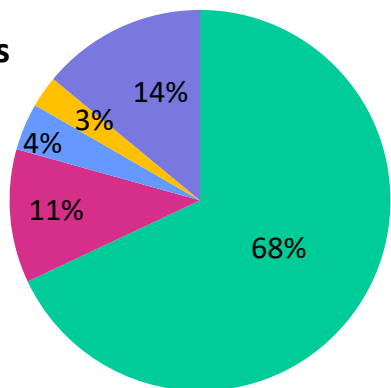


82%
from a PE postal address

Used largely by residents for leisure purposes, half use at least weekly.

St Ives: One Leisure Indoor

User status



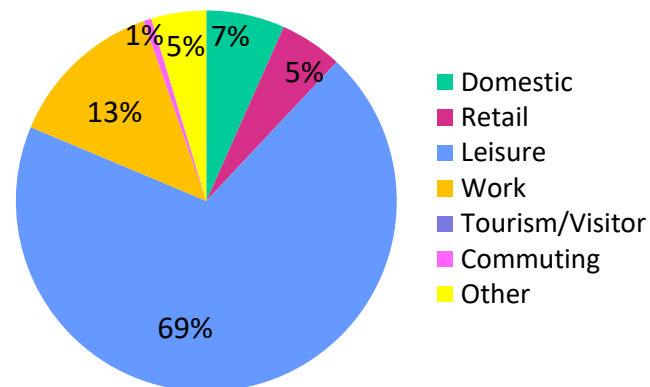
- Resident within District
- Business
- Group/Organisation
- Commuter
- Other

3%
with car park permit

39%
on their own

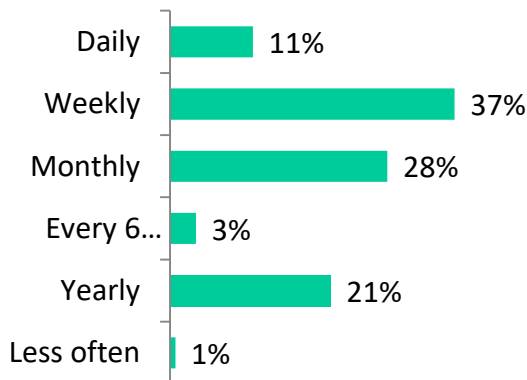
No mobile payment service available

Main reason for use

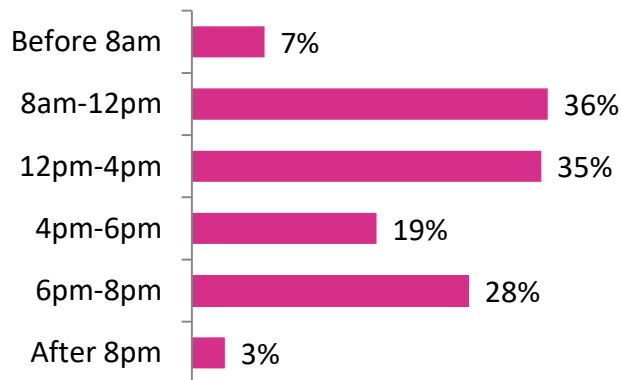


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Commuting
- Other

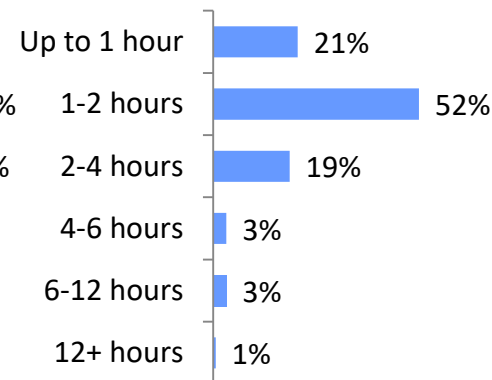
Frequency of use



Time of day



Average length of stay

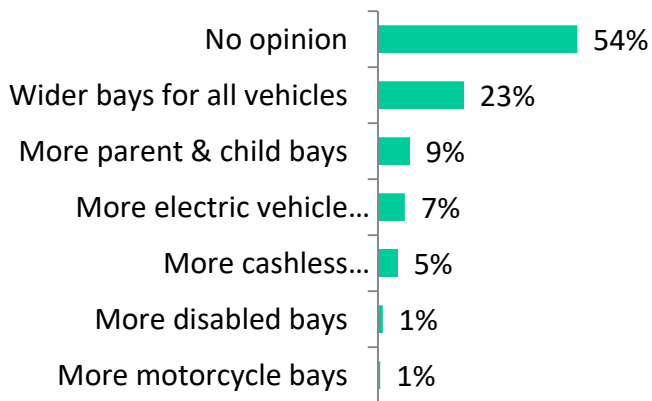


A strong level of satisfaction for this car park with only car park security of concern.

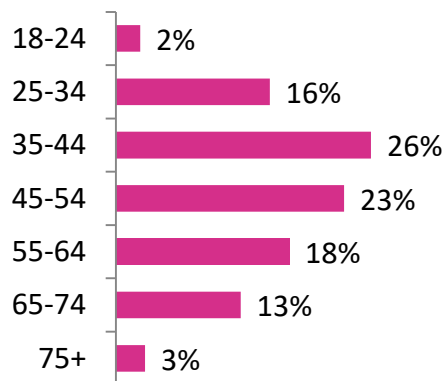
St Ives: One Leisure Indoor



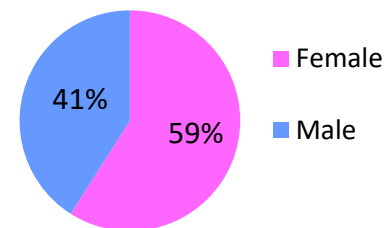
Potential improvements



Age



Gender



81%
from a PE postal address

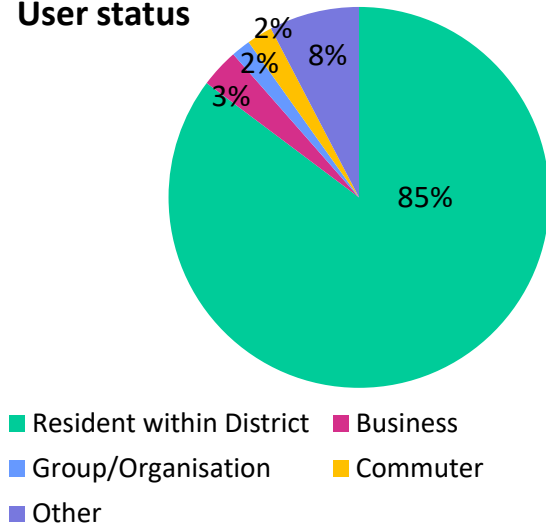


INDIVIDUAL CAR PARK OVERVIEW: ST NEOTS

Most likely to be used by residents for retail purposes, a short stay car park used on a regular basis during the day.

St Neots: Market Square Pay & Display

User status

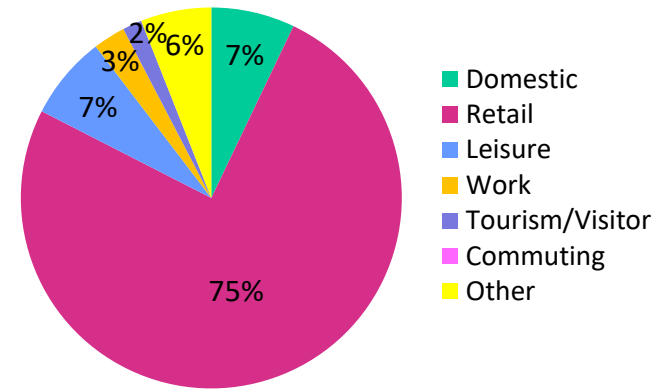


4%
with car park permit

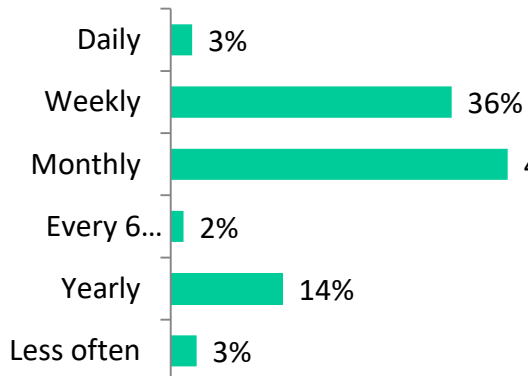
32%
on their own

No mobile payment
service available

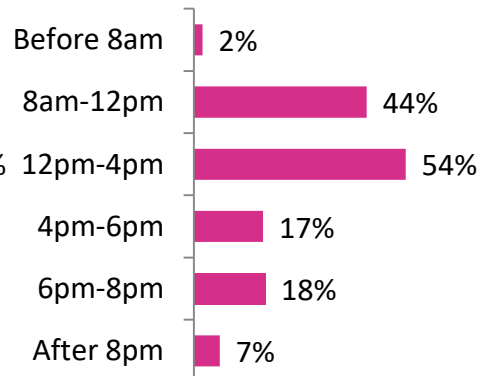
Main reason for use



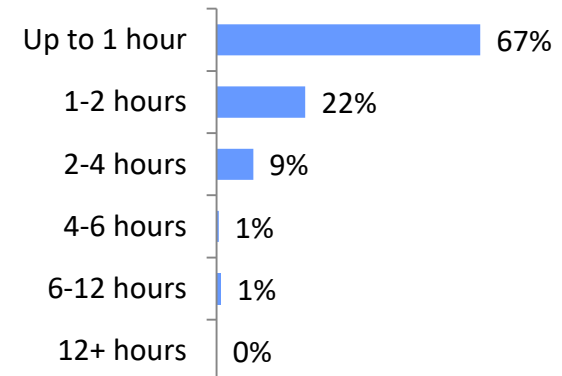
Frequency of use



Time of day

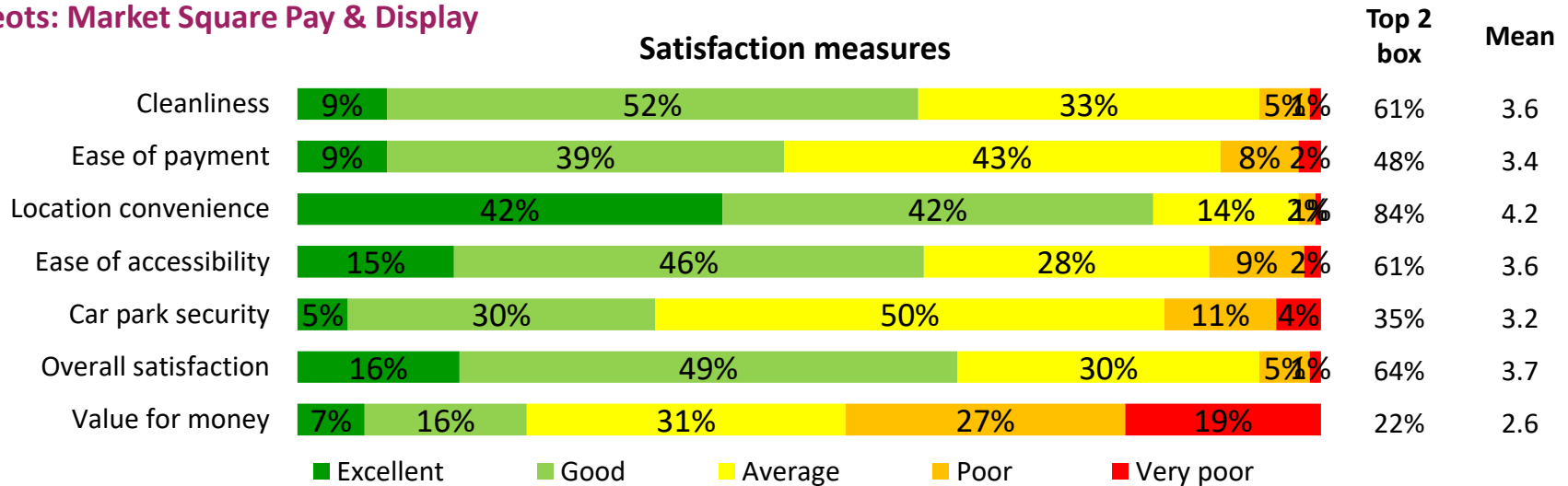


Average length of stay

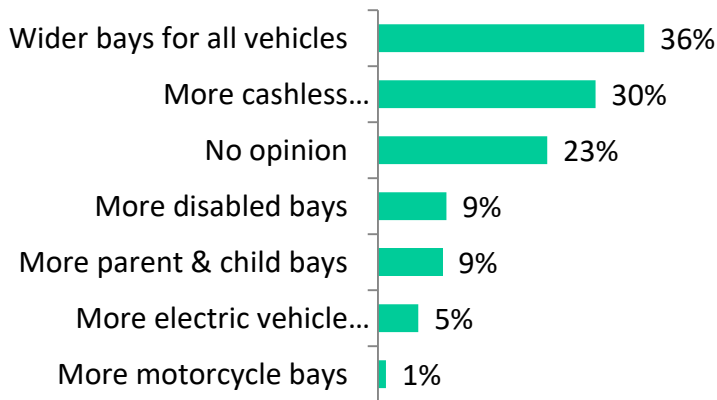


The highly convenient location of the car park was praised but almost half the sample indicated poor value for money. Wider bays & more cashless payment options were seen as key improvements.

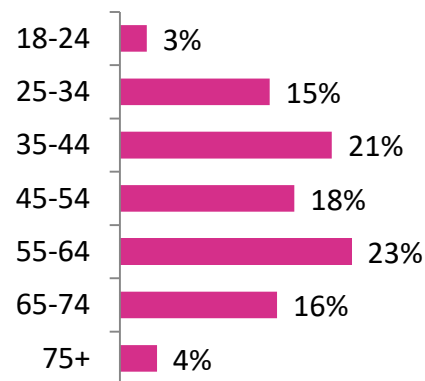
St Neots: Market Square Pay & Display



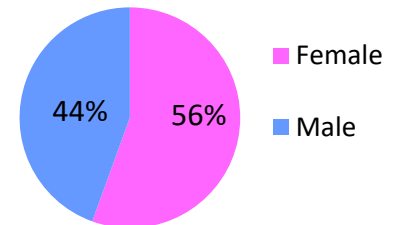
Potential improvements



Age



Gender

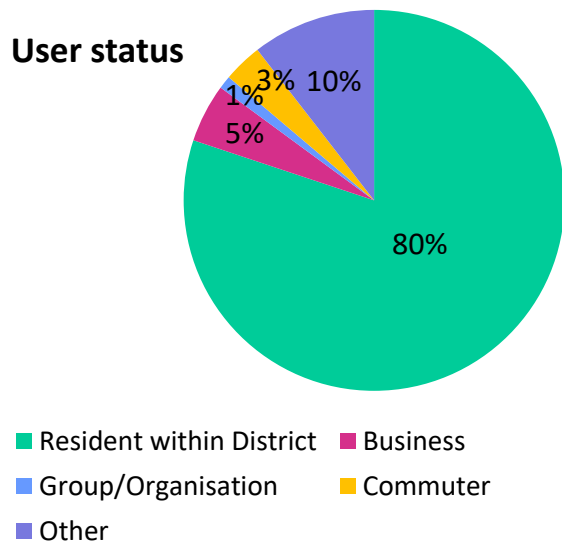


76%
from a PE postal address

With 7 in 10 using the car park for retail, average length of stay was less than 2 hours for the majority.

St Neots: Tebutts Road

User status

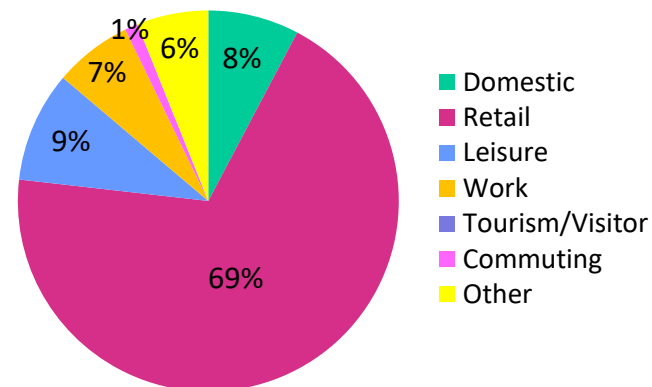


8%
with car park permit

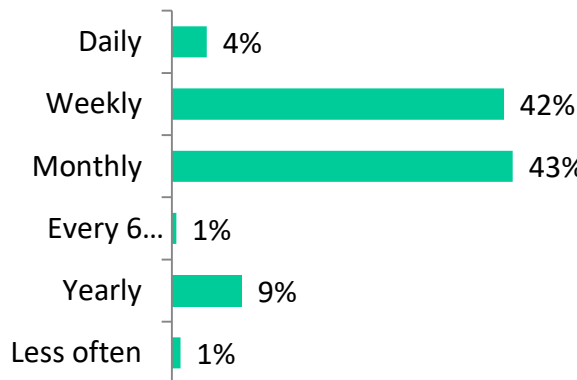
29%
on their own

12%
use the mobile
payment service

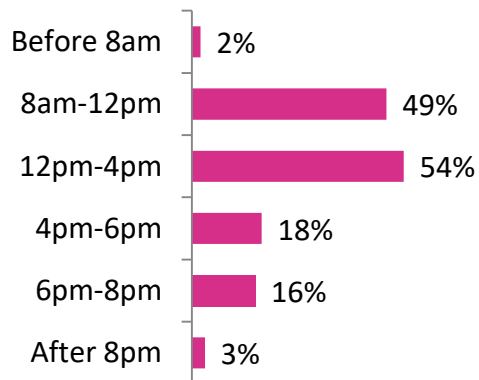
Main reason for use



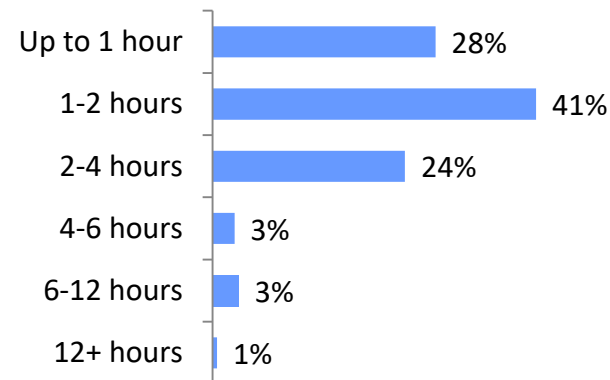
Frequency of use



Time of day

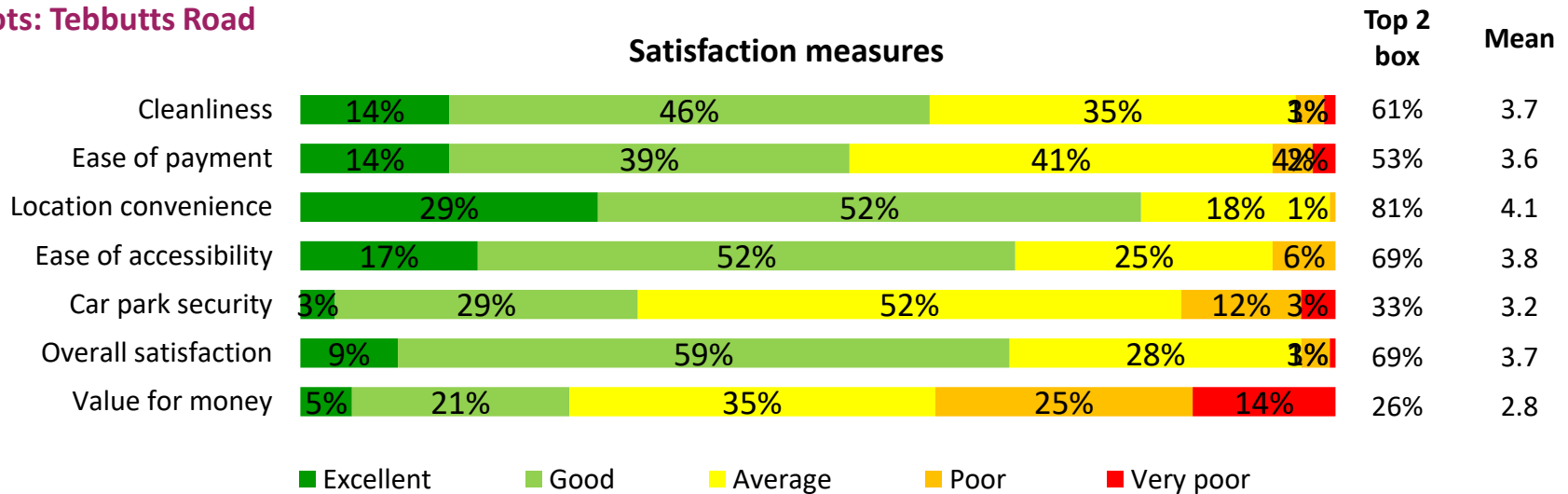


Average length of stay

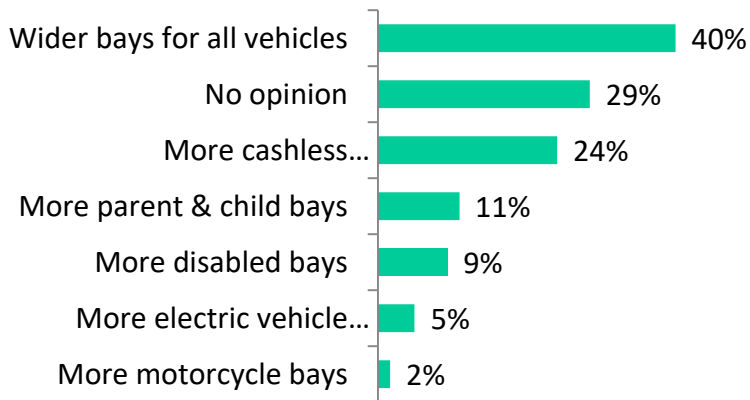


A convenient location but poor value for money. 4 in 10 would like wider bays for all vehicles.

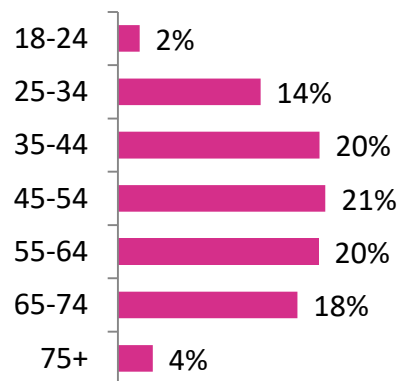
St Neots: Tebutts Road



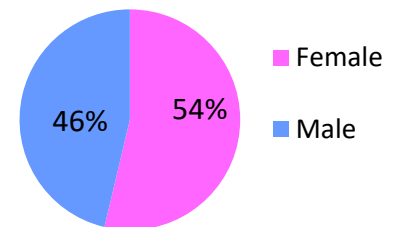
Potential improvements



Age



Gender

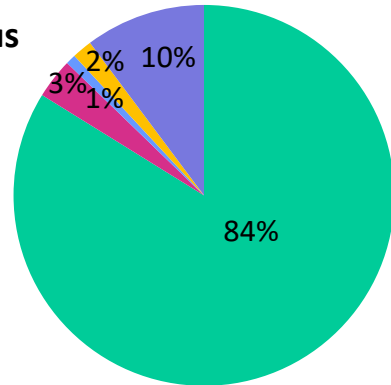


83%
from a PE postal address

A short stay car park (9 in 10 stay less than 2 hours), used predominantly for retail purposes.

St Neots: Waitrose

User status



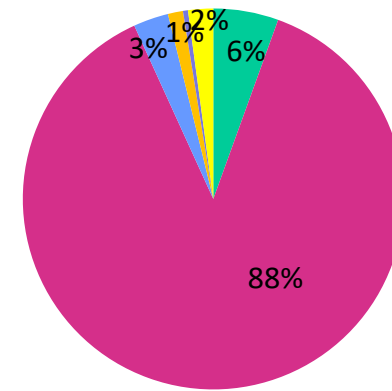
- Resident within District
- Business
- Group/Organisation
- Commuter
- Other

2%
with car park permit

33%
on their own

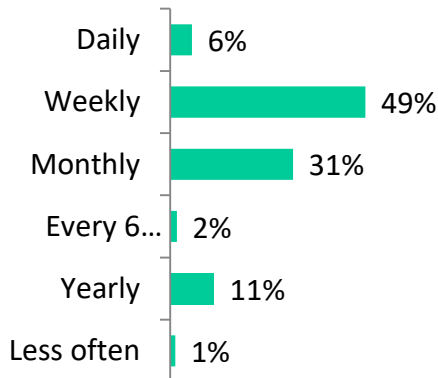
0%
use the mobile payment service

Main reason for use

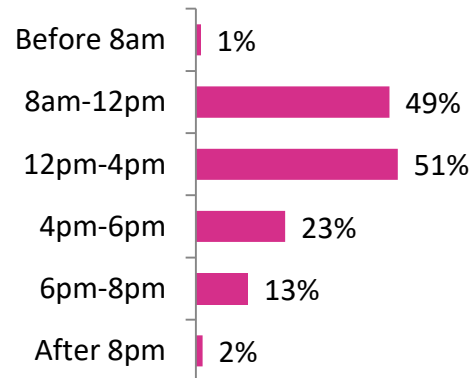


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Commuting
- Other

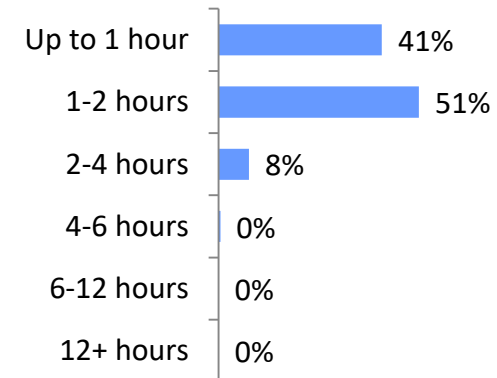
Frequency of use



Time of day

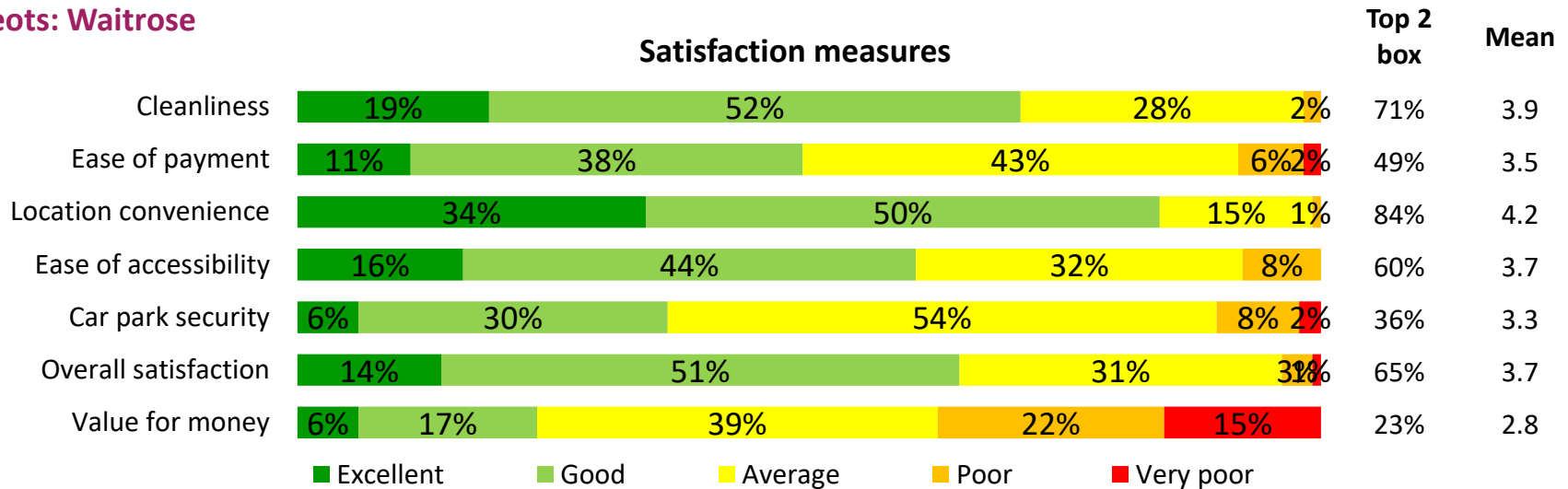


Average length of stay

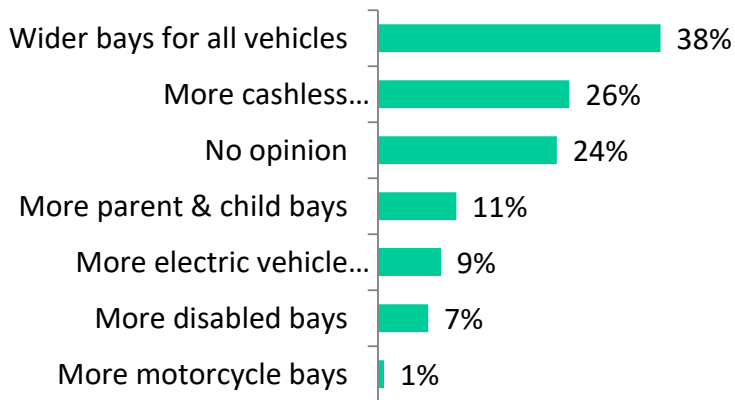


Two-thirds indicated positive overall satisfaction but concerns with value for money. A desire to see wider bays and more cashless payment options.

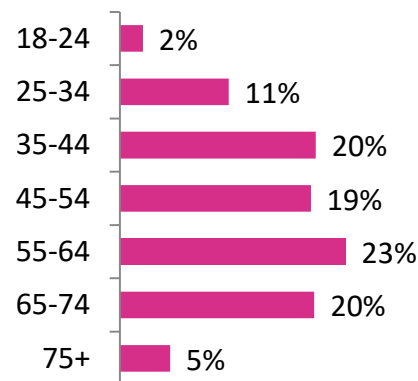
St Neots: Waitrose



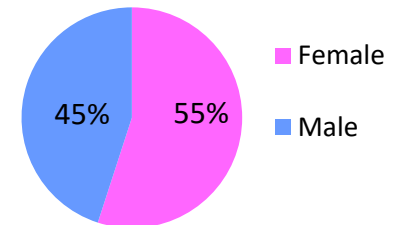
Potential improvements



Age



Gender

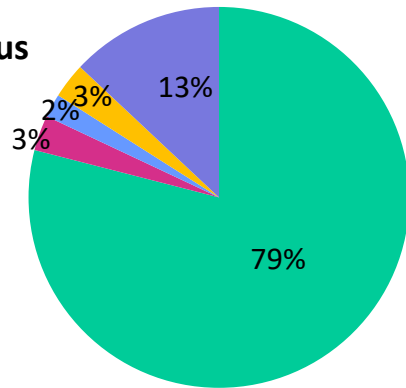


79%
from a PE postal address

With usage split between retail and leisure, stays range from less than an hour to up to 4.

St Neots: Riverside

User status



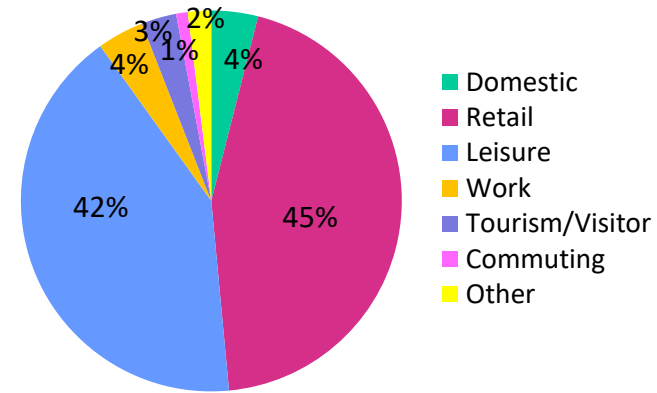
- Resident within District
- Business
- Group/Organisation
- Commuter
- Other

3%
with car park permit

22%
on their own

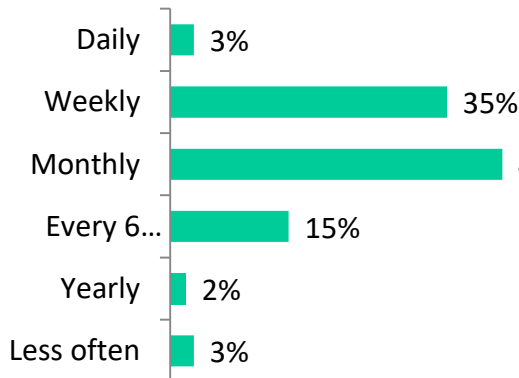
7%
use the mobile payment service

Main reason for use

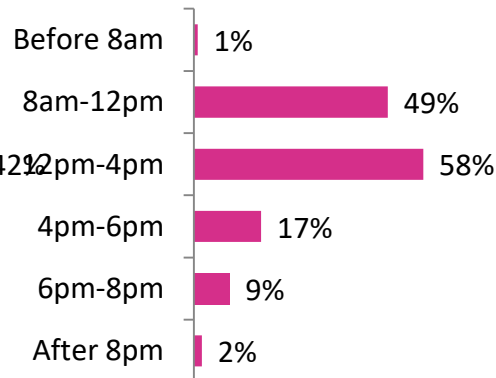


- Domestic
- Retail
- Leisure
- Work
- Tourism/Visitor
- Commuting
- Other

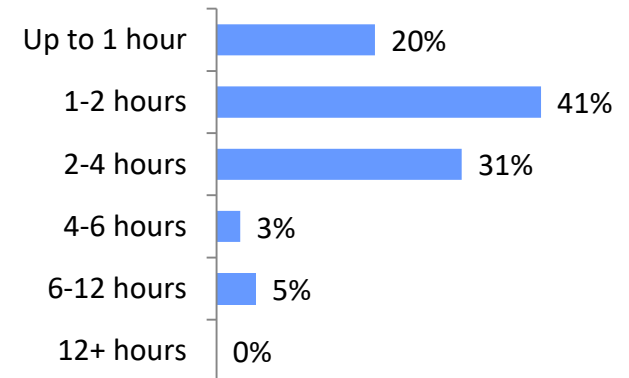
Frequency of use



Time of day

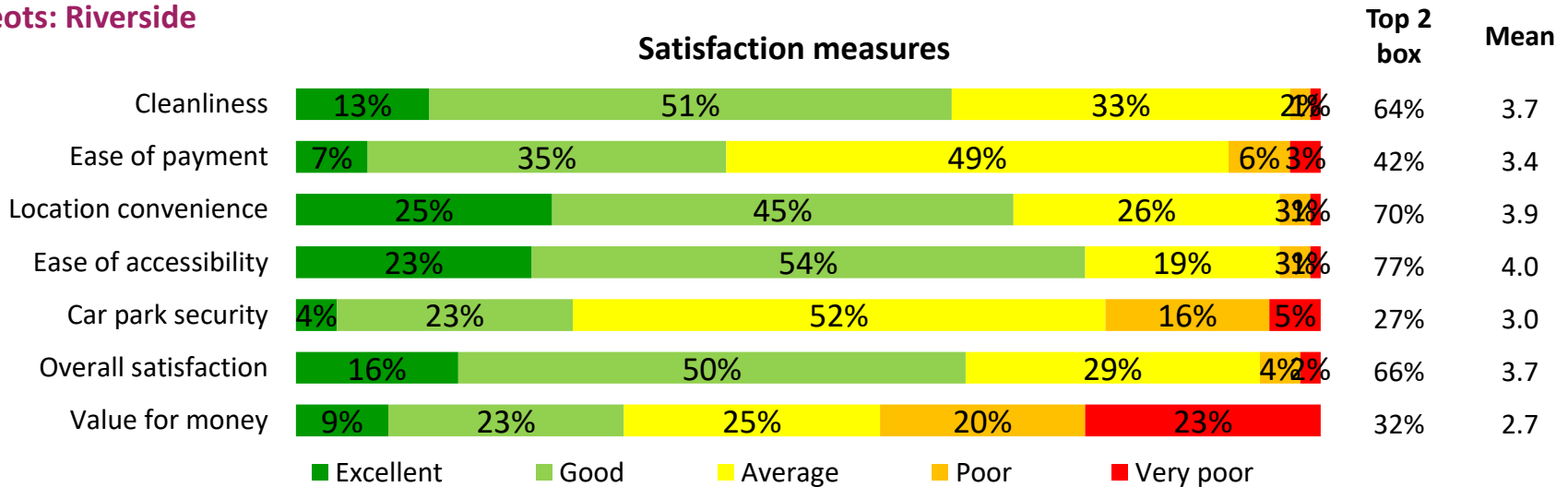


Average length of stay

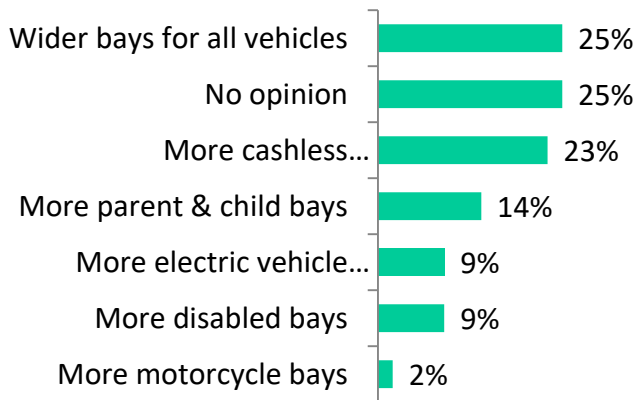


Whilst satisfied with location and accessibility, value for money is a key concern.

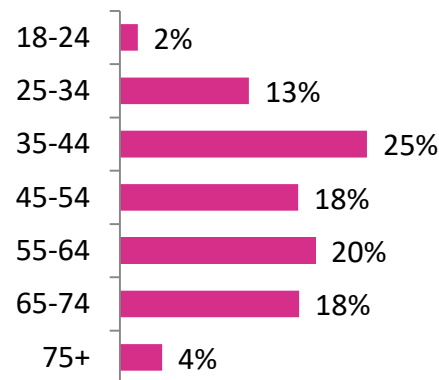
St Neots: Riverside



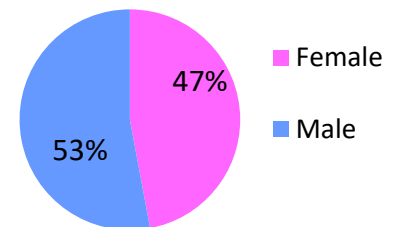
Potential improvements



Age



Gender



78%
from a PE postal address



RE-CAP: RECOMMENDATIONS



Whilst overall satisfaction with car parks across the Huntingdonshire District was acceptable there are issues which could be addressed.

- ✓ When prompted about potential improvements, a common theme across all car parks was a desire for wider bays for all vehicles.
- ✓ More cashless payment options would also be welcomed. Use of the mobile payment system (where available) is currently low indicating a potential awareness issue.
- ✓ Value for money: This measure records the highest levels of dissatisfaction but users placed this second in the hierarchy for selecting a car park so should be reviewed.
- ✓ Car park security was not highly rated across the district. Consideration of this issue could help to raise user satisfaction.



Thank you

Vicki Shephard

Research Manager

Email: vicki@cambridgemr.com

Tel: 01223 492 058

Adam Morris

Junior Research Executive

Email: adam@cambridgemr.com

Tel: 01223 492 064