

## Overview & Scrutiny Committee

**Date:** 31<sup>st</sup> October 2017  
**Briefing Note:** Leamington Car Park User Survey  
**From:** Paul Garrison (Project Manager – Car Parks)

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In preparation for the proposed redevelopment of Covent Garden car park a survey was recently undertaken of car park users in Leamington to understand how the temporary closure of the Covent Garden car parks might affect user habits.

The survey was conducted online via a questionnaire hosted on the Warwick District Council website and attracted 318 responses from a mixture users and stakeholders including residents, pay and display users and season ticket holders. The survey was open for responses from Monday 8<sup>th</sup> August until Friday 8<sup>th</sup> September 2017.

The survey was promoted in the local press, through Warwick District Council's social media channels and by posters in all off-street car parks. Additionally season ticket holders and key stakeholders from Leamington BID, Leamington Chamber of Trade and Leamington Town Council were notified directly of the survey.

An analysis of the survey results has derived several conclusions:

- The survey results suggest that season ticket holders are likely to be more resilient to change and disruption to their existing parking arrangements than pay and display users.
- The survey results suggest that affected users are likely to want to continue using their car to travel to Leamington Spa rather than using alternative sustainable transport options.
- The survey results suggest a significant proportion of existing car park users would not consider using a Park and Ride service as an alternative means of accessing the town centre.
- Those users that would consider a Park and Ride service consider frequency of the service, location and reliability to be the primary factors that would influence their decision as to whether use such a facility.

The findings of the report are being used to inform the proposal for managing the displacement of users from Covent Garden car park when it is closed for redevelopment. This displacement plan is being developed and once prepared it will be presented to Executive to consider.

A summary of the survey responses follows below:

- Respondents were questioned about their relationship with Leamington town centre. 40% of respondents either live or work in Leamington and over half of the respondents visit the town to use the shops and services on occasions.
- Respondents were questioned about their use of the off-street car parks in Leamington. Nearly 60% of respondents used the car parks more than once a week.
- Season ticket holders were asked how they paid for their season ticket. Nearly 65% of respondents stated that their employer pays for their season ticket.
- Car park users and season ticket holders were asked what they would do if they could not get a season ticket in their preferred car park or could not pay and display in Covent Garden. They were asked to consider options against a sliding scale where 1 meant they would not consider the option and 5 would be their preferred choice.

For season ticket holders the three preferred alternative options were to buy a season ticket in an alternative car park (3.52 average), park on street for free (3.29 average), or pay and display in an alternative car park (2.14 average). The least preferred options for season ticket holders were to access Leamington by bicycle (1.38 average), bus (1.39 average) or walk (1.41 average).

For pay and display users the three preferred options were park on street for free (4.00 average), pay and display in an alternative car park (3.04 average) or to not visit Leamington (3.04 average). The least preferred options for pay and display users were to access Leamington by bicycle, to buy a season ticket for an alternative car park or to use the bus to get into Leamington.

- Over 75% of season ticket holders suggested that they would continue to use Leamington if they were unable to get a season ticket in their preferred car park.
- Both Pay and display and season ticket holders did not consider Park and Ride to be a preferable alternative parking option (1.96 average pay and display 1.71. average season ticket holders).
- Additional comments from respondents raised broad concerns about the personal inconvenience the temporary closure of Covent Garden may create and the impact of the closure on the town centre. The loss of Parent and Child bays currently allocated in the Covent Garden multi-storey car park is also raised on several occasions as a concern amongst respondents.

Paul Garrison will be in attendance at the meeting to answer any further questions on the report findings.

Paul Garrison  
23<sup>rd</sup> October 2017