

## REFERRAL OF DECISION TO FULL COUNCIL

- 1.1 The Proper Officer reports that, pursuant to Overview and Scrutiny Procedure Rule 15 (b), a requisition has been received in the names of Cllrs C I Black, M Hoy and R A Oatham requiring that the decision of the Portfolio Holder for Planning and Transportation on the Car Park Customer Survey 2010 be referred to Full Council.
- 1.2 A copy of the decision document is attached.

Albert Bugeja

Head of Legal, Estates and Member Services

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### Background Papers:-

None

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If you would like this report in large print, Braille or another language please contact 01702 546366.

# **EXECUTIVE DECISION BY PORTFOLIO HOLDER FOR PLANNING & TRANSPORTATION**

## **SUBJECT: CAR PARK CUSTOMER SURVEY 2010**

### **1 DECISION MADE**

- 1.1 That the report and survey results be noted and that a further car park survey be carried out in spring 2012.

### **2 REASON FOR DECISION**

- 2.1 In accordance with the Planning and Transportation Divisional Plans a car park customer survey was conducted in the summer of 2010. This is the latest biennial survey intended to provide feedback on how we are continuing to meet the needs of our customers.

### **3 ALTERNATIVE OPTIONS CONSIDERED**

- 3.1 No alternative options considered.

### **4 NAME OF PORTFOLIO HOLDER**

- 4.1 Cllr KH Hudson.

### **5 DECLARATIONS OF INTEREST**

- 5.1 None.

### **6 LEAD OFFICER**

- 6.1 Shaun Scrutton, Head of Planning & Transportation.

I confirm that the above decision does not depart from Council policy and that appropriate consideration has been given to any budgetary and legal implications.

Portfolio Holder Signature: \_\_\_\_\_



Date of Decision: 5<sup>th</sup> January 2011

# **REPORT TO PORTFOLIO HOLDER FOR PLANNING AND TRANSPORTATION**

## **REPORT FROM HEAD OF PLANNING & TRANSPORTATION**

### **SUBJECT: CAR PARK CUSTOMER SURVEY 2010**

#### **1 DECISION BEING RECOMMENDED**

- 1.1 That the report and survey results be noted and that a further car park survey be carried out in spring 2012.

#### **2 REASON FOR RECOMMENDATIONS**

- 2.1 In accordance with the Planning and Transportation Divisional Plans a car park customer survey was conducted in the summer of 2010. This is the latest biennial survey intended to provide feedback on how we are continuing to meet the needs of our customers.

#### **3 SALIENT INFORMATION**

- 3.1 The report provides a summary of the results of the survey and the observations of the Head of Planning and Transportation. A summary of the results made to the questionnaire about the car parks is attached as appendix 1 to this report.
- 3.2 Survey forms were distributed by Transportation staff on various days of the week in all the Council's fee paying car parks. Forms were also available for customers to complete on line via the Council website.
- 3.3 Of the 1000 forms distributed in the car parks and the facility to complete the form on-line, it was disappointing that the number returned was the lowest ever received compared to previous years. In 2010 248 forms were returned compared to 274 in 2008 and 304 in 2006.
- 3.4 The survey form followed a similar style and design to that of the 2008 survey and the questions about the services and facilities were kept very similar to ensure comparisons could be made from previous years. The survey covered a variety of questions about the services provided in the car parks and by the Transportation Section and in areas there have been improvements to the previously good results received.
- 3.5 Observations on the results of the survey questionnaire are attached as appendix 2 to this report. Where no observations have been made this indicates no change to the results from the previous survey in 2008.
- 3.6 The results of the survey are a useful guide to customer satisfaction in a number of areas. Given that motorists are more likely to complete and return a survey form if they have a grievance or a negative comment regarding the

car parks and services. Comparisons with the 2008 survey show improvements in some area with previous issues around, larger bays, machine faults, litter in the car parks and the exit problem in Back Lane car park no longer regarded as an issue in 2010. This shows a change in priorities from previous surveys.

- 3.7 There were new issues raised in the 2010 survey around anti-social behaviour in Back Lane and Websters Way car parks of youths hanging around at night and adults gathering and drinking alcohol.
- 3.8 The other issue raised was a suggestion to offer discounts for season tickets to residents, workers and traders in the district or a reduction in the charge for all season ticket holders. Over 10 years ago residents of the district were offered a discount on their permit, however, before long, everyone with a season ticket was able to provide an address within the district to claim the discount and therefore the discount was withdrawn. In April 2010 a discount was offered to permit holders parking in the Approach car park only; this was to reduce parking in the surrounding roads and encourage motorists to use the car park.
- 3.9 There were no issues around the lay-out of the car parks or CCTV, lighting or cleanliness as in previous years and there were compliments on the car parks being a safe place to park and Rayleigh being a good place for a shopping experience.
- 3.10 Introducing a half-hour charge was mentioned by 5 respondents, this was removed in July 2005 partly due to the 1-hour charge being re-introduced but primarily to encourage motorists to stay longer in the town centres. At this time there was an increase in the number of penalty charge notices issued for expired tickets as motorists were trying to complete their visit within half an hour. The majority of motorists who mentioned this issue park in Back Lane and Southend Road and would like to see half an hour charge offered to enable visits to the Doctors surgeries and collect prescriptions.
- 3.11 Pay on exit is an issue that is raised at each survey and has been fully investigated, however, the number of times it was raised in the 2010 survey has reduced to just 3.

#### **4 ALTERNATIVE OPTIONS CONSIDERED**

- 4.1 No alternative options considered.

#### **5 CRIME AND DISORDER IMPLICATIONS**

- 5.1 There were 3 comments raised around anti social behaviour in Back Lane and Websters Way car parks; these were reported to the Police and our Community Safety Officers.

## **6 ENVIRONMENTAL IMPLICATIONS**

- 6.1 The presentation and condition of the car parks is important. All car parks are 'Park Mark' accredited.

## **7 RESOURCE IMPLICATIONS**

- 7.1 Carrying out a survey every two years has minimal resource implications.

I confirm that any recommendations do not depart from Council policy and that appropriate consideration has been given to any budgetary and legal implications.



SMT Lead Officer Signature: \_\_\_\_\_

Date: 04.01.11

### **Background Papers:**

248 completed survey forms

Analysis of survey results and comparisons to previous years.

Analysis of survey results in graph and chart format

Further comments made on the questionnaire forms.

## APPENDIX 1

### Car Parks Customer Survey – 2010

#### Car Parks Customer Survey - Summary of Results

##### 1. Please indicate the area in which you live? - Total

	<i>Rayleigh</i>
No.	103
Percent	41.53%
	<i>Rochford</i>
No.	38
Percent	15.32%
	<i>Other within District</i>
No.	54
Percent	21.77%
	<i>Southend</i>
No.	21
Percent	8.47%
	<i>Castle Point</i>
No.	13
Percent	5.24%
	<i>Other</i>
No.	15
Percent	6.05%
	<i>Unknown</i>
No.	4
Percent	1.61%
<b>Grand Total</b>	<b>248</b>

##### 2. Which car park did you visit today?

	<i>Back Lane</i>
No.	33
Percent	13.31%
	<i>Unknown</i>
No.	4
Percent	1.61%
	<i>Castle Road</i>
No.	33
Percent	13.31%
	<i>Hockley</i>
No.	14
Percent	5.65%
	<i>Market</i>
No.	21
Percent	8.47%
	<i>Mill Hall</i>
No.	27
Percent	10.89%
	<i>The Approach</i>
No.	9

Percent	3.63%
	<i>Websters Way</i>
No.	102
Percent	41.13%
	<i>Old Ship Lane</i>
No.	2
Percent	0.81%
	<i>Golden Cross</i>
No.	3
Percent	1.21%
<b>Grand Total</b>	<b>248</b>

### **3. What was the main purpose of your visit today? - Total**

	<i>Business Worker</i>
No.	42
Percent	16.94%
	<i>Business Visitor</i>
No.	10
Percent	4.03%
	<i>Shopping</i>
No.	132
Percent	53.23%
	<i>Bank / Cashpoint</i>
No.	7
Percent	2.82%
	<i>Leisure / Tourist</i>
No.	22
Percent	8.87%
	<i>Visit to Doctor/Dentist etc</i>
No.	21
Percent	8.47%
	<i>Other</i>
No.	11
Percent	4.44%
	<i>Unknown</i>
No.	3
Percent	1.21%
<b>Grand Total</b>	<b>248</b>

### **4. When you arrived in the town, did you park in your first choice of car park? - Total**

	<i>Yes</i>
No.	234
Percent	94.35%
	<i>No</i>
No.	14
Percent	5.65%
<b>Grand Total</b>	<b>248</b>

**5. Is the number of machines within the car park adequate? - Total**

	Yes
No.	221
Percent	89.11%
	No
No.	27
Percent	10.89%
<b>Grand Total</b>	<b>248</b>

**6. How long did you stay? - Total**

	Less than 1 hour
No.	64
Percent	25.81%
	1 - 2 hours
No.	92
Percent	37.10%
	2 - 3 hours
No.	30
Percent	12.10%
	3 - 4 hours
No.	14
Percent	5.65%
	4 - 5 hours
No.	5
Percent	2.02%
	Over 5 hours
No.	42
Percent	16.94%
	Unknown
No.	1
Percent	0.40%
<b>Grand Total</b>	<b>248</b>

**7. Are the car park notice boards easy to understand? - Total**

	Yes
No.	233
Percent	93.95%
<b>Understand Notices</b>	<b>No</b>
No.	15
Percent	6.05%
<b>Grand Total</b>	<b>248</b>

**8. Do you consider there are sufficient parking spaces in the town you visited today? - Total**

	Yes
No.	202
Percent	81.45%
<b>Sufficient Spaces</b>	<b>No</b>
No.	46
Percent	18.55%



<b>Grand Total</b>	248
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**9. How often do you use Rochford District Council's car parks? - Total**

	Daily
No.	44
Percent	17.74%
	Once or twice each week
No.	144
Percent	58.06%
	Occasionally
No.	49
Percent	19.76%
	Seldom
No.	8
Percent	3.23%
	Unknown
No.	3
Percent	1.21%
<b>Grand Total</b>	248

**10. If you have had contact with one of our Parking Attendants, did you find them professional and courteous?**

	Yes
No.	102
Percent	41.13%
	No
No.	14
Percent	5.65%
	No Answer
No.	132
Percent	53.23%
<b>Grand Total</b>	248

**11a. Please rate the car park you used today in terms of Safety and Security - Total**

	Excellent
No.	24
Percent	9.68%
	Good
No.	100
Percent	40.32%
	Satisfactory
No.	105
Percent	42.34%
	Poor
No.	12
Percent	4.84%
	Unknown

No.	7
Percent	2.82%
<b>Grand Total</b>	<b>248</b>

**11b. Please rate the car park you used today in terms of Cost of parking - Total**

	<i>Excellent</i>
No.	8
Percent	3.23%
	<i>Good</i>
No.	41
Percent	16.53%
	<i>Satisfactory</i>
No.	115
Percent	46.37%
	<i>Poor</i>
No.	68
Percent	27.42%
	<i>Unknown</i>
No.	16
Percent	6.45%
<b>Grand Total</b>	<b>248</b>

**11c. Please rate the car park you used today in terms of Cleanliness and Repair - Total**

	<i>Excellent</i>
No.	33
Percent	13.31%
	<i>Good</i>
No.	117
Percent	47.18%
	<i>Satisfactory</i>
No.	84
Percent	33.87%
	<i>Poor</i>
No.	8
Percent	3.23%
	<i>Unknown</i>
No.	6
Percent	2.42%
<b>Grand Total</b>	<b>248</b>

**11d. Please rate the car park you used today in terms of Appearance and Lighting - Total**

	<i>Excellent</i>
No.	22
Percent	8.87%
	<i>Good</i>
No.	106
Percent	42.74%

	<i>Satisfactory</i>
No.	93
Percent	37.50%
	<i>Poor</i>
No.	12
Percent	4.84%
	<i>Unknown</i>
No.	15
Percent	6.05%
<b>Grand Total</b>	<b>248</b>

**1. Are you a disabled driver?**

	<i>Yes</i>
No.	23
Percent	9.27%
	<i>No</i>
No.	225
Percent	90.73%
<b>Grand Total</b>	<b>248</b>

**2. Do you consider the number of disabled spaces sufficient in this car park?**

	<i>Yes</i>
No.	6
Percent	26.09%
	<i>No</i>
No.	17
Percent	73.91%
<b>Grand Total</b>	<b>23</b>

**3. Do you consider they are in an ideal position?**

	<i>Yes</i>
No.	19
Percent	82.61%
	<i>No</i>
No.	4
Percent	17.39%
<b>Grand Total</b>	<b>23</b>

**1. Have you received a Rochford District Council Penalty Charge Notice within the last 2 years?**

	<i>Yes</i>
No.	49
Percent	19.76%
	<i>No</i>
No.	199
Percent	80.24%
<b>Grand Total</b>	<b>248</b>

**2. Was the Penalty Charge Notice clear at to what action to take?**

	Yes
No.	47
Percent	95.92%
	No
No.	2
Percent	4.08%
<b>Grand Total</b>	<b>49</b>

**3. Did you use the Council website to view photograph of your vehicle when the PCN was issued or to challenge on line?**

	Yes
No.	9
Percent	18.37%
	No
No.	40
Percent	81.63%
<b>Grand Total</b>	<b>49</b>

**1. Have you ever contacted the Council Offices regarding any aspect of car parking?**

	Yes
No.	55
Percent	22.18%
	No
No.	193
Percent	77.82%
<b>Grand Total</b>	<b>248</b>

**2. Were you dealt with promptly and courteously?**

	Yes
No.	48
Percent	87.27%
	No
No.	7
Percent	12.73%
<b>Grand Total</b>	<b>55</b>

**3. What was the nature of your query?**

	Penalty Charge Notice
No.	21
Percent	38.18%
	Parking Issues
No.	6
Percent	10.91%
	Season Ticket
No.	14
Percent	25.45%

	Other
No.	14
Percent	25.45%
<b>Grand Total</b>	<b>55</b>

**1. Does the price of parking influence whether or not you use town centre car parks? - Total**

	Yes
No.	163
Percent	65.73%
	No
No.	85
Percent	34.27%
<b>Grand Total</b>	<b>248</b>

**2. When using our car parks, how often have you encountered a faulty ticket machine? - Total**

	Often
No.	16
Percent	6.50%
	Occasionally
No.	143
Percent	58.13%
	Seldom
No.	42
Percent	17.07%
	Never
No.	35
Percent	14.23%
	Unknown
No.	10
Percent	4.07%
<b>Grand Total</b>	<b>246</b>

**3. When using our car parks, how often do you see one of the Council's Parking Attendants? - Total**

	Often
No.	81
Percent	32.93%
	Occasionally
No.	114
Percent	46.34%
	Seldom
No.	26
Percent	10.57%
	Never
No.	21
Percent	8.54%

	Unknown
No.	4
Percent	1.63%
<b>Grand Total</b>	<b>246</b>

**4. Have you experienced vandalism to your vehicle whilst using a Rochford District Council car park during the last 12 months? - Total**

	Yes
No.	13
Percent	5.24%
	No
No.	235
Percent	94.76%
<b>Grand Total</b>	<b>248</b>

**5. Have you experienced theft from your vehicle whilst using a Rochford District Council car park during the last 12 months? - Total**

	Yes
No.	1
Percent	0.40%
	No
No.	247
Percent	99.60%
<b>Grand Total</b>	<b>248</b>

**8. Are you Male or Female? - Total**

	Male
No.	90
Percent	38.14%
	Female
No.	146
Percent	61.86%
<b>Grand Total</b>	<b>236</b>

**9. Please indicate your age range? - Total**

	17 - 24
No.	1
Percent	0.42%
	25 - 34
No.	16
Percent	6.69%
	35 - 44
No.	33
Percent	13.81%
	45 - 54
No.	59
Percent	24.69%
	55 - 64
No.	55

Percent	23.01%
No.	65 +
Percent	75
<i>Grand Total</i>	31.38%
	239

**Was the questionnaire completed on the Internet?**

	Yes
No.	25
Percent	10.08%
	No
No.	223
Percent	89.92%
<i>Grand Total</i>	248

## **APPENDIX 2**

**Section A3 – What was the main purpose of your visit today?** – These results indicate a reduction in the number of business workers using the car park; in 2008 this figure was 26.28% compared to 16.94% in 2010. However there was a percentage increase in the number of motorists using the car parks for shopping from 39.78% in 2008 to 53.23% in 2010. This may be as a result of the increase in the charges for season tickets and business workers choosing to car share or use public transport to get to work.

**Section A6 – How long did you stay in the car park?** – These results are very similar to that of 2008; there is a slight increase in 2010 for 1-2 hours and 2-3 hours, however, there is a decrease in stays over 5 hours from 24.45% in 2008 to 16.94% in 2010. These results match that of 3.1 which indicate a reduction in the number of long stay business workers to the car parks.

**Section A9 – How often do you use Rochford District Council Car Parks?** - There has been a reduction in the number of motorists visiting the car parks daily from 30.66% in 2008 to 17.74% in 2010. Motorists are choosing to visit the car parks once or twice a week and these figures have increased in 2010 to 58.06% from just 41.24% in 2008.

**Section A10b – Have you had contact with one of our parking attendants and if so were they professional and courteous** – 87.93% indicated that when they had contact with our parking attendants they found them polite and courteous; this is an improvement from 2008. Due to the nature of the duties Parking Attendants are sometimes subjected to unpleasant behaviour by motorists. Training in conflict management and City and Guilds qualifications have been completed by all Parking Attendants and has contributed to the satisfaction score in this section.

**Section A11b – Please rate the car park you used today in terms of cost of parking?** - The results are similar in 2008 and 2010; excellent scored 2.55% compared to 3.23%, good was 18.25% compared to 16.53%, satisfactory was 33.58% compared to 46.37%. However, poor in 2008 was 43.80% compared to 27.42% in 2010 indicating that motorists are more satisfied with the current level of parking charges. This improvement in satisfaction regarding parking fees relates to the fact that parking charges for the 1-5 hour tariffs have not increased since July 2007.

**Section B3 – Disabled Bays- Do you consider they are in an ideal position?** – In 2010, 82.61% of disabled motorists felt that the disabled bays were positioned in the correct location of the car parks, compared to 61.90% in 2008. Although the bays have not been moved this indicates that disabled motorists are used to the location of the bays which are located in the most appropriate position. Enforcement of these bays is carried out on a regular basis throughout the day to ensure they are available for blue badge holders to park.

The survey also gave customers the opportunity to make general comments and a full list of these is included with the report. The most common issues raised by respondents in order of ranking are listed below with 2008 survey results (where applicable) quoted in brackets.



- Reduce parking charges or free parking 25 (30)
- Discount on season tickets for residents/worker/traders 6 (0)
- The reintroduction of the half hour charge 5 (7)
- Pay on Exit 3 (9)
- Anti social behaviour in the car parks 3 (0)

The comments made regarding parking charges ranged from, reduce fees, free all day on Saturdays, free for the first 15-20 mins to allow for visits to the Doctors or collect prescriptions, 20p for 30 mins and car park charges operational at shop opening times only.