

Leatherhead Parking Survey

Consultation Report

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1. Executive Summary

- This report describes the public consultation process and analysis of the feedback received for the Leatherhead Sustainable Transport Package. The consultation was carried out between Monday 31st October 2016 and Sunday 11th December 2016
- The consultation was promoted in local print media and on a number of social media platforms
- There were five exhibitions across 4 four locations where the parking survey was promoted alongside Sustainable Transport Plans for the town and a potential Flood Alleviation Scheme.
- Residents could participate in the survey online via transformleatherhead.com or by hard copy. Response summary statistics:
 - 349 online responses
 - 32 hard copy responses
 - By letter from the LRA
- There was the opportunity for respondents to add any qualitative feedback they felt appropriate which is summarised later in this document
- The feedback from this report will feed into a wider car parking strategy for Leatherhead town centre as part of Transform Leatherhead
- 76.2% of respondents park in Leatherhead for shopping/ leisure purposes and 68.1% park for less than two hours
- 51.8% of respondents were not be prepared to walk more than five minutes from their car to their destination
- 70.8% of respondents park in the Swan Centre and the main improvements they would like to see are wider ramps and spaces

2. Quantitative Feedback

2.1 For what reason do you usually park in Leatherhead?

- 9 (2.6%) *I commute out of Leatherhead*
- 28 (8.0%) *I work in Leatherhead*
- 29 (8.3%) *I am a resident in Leatherhead with no private parking*
- 266 (76.2%) *For shopping / leisure***
- 17 (4.9%) *I do not park in Leatherhead*

2.2 What length of time do you usually park for?

- 28 (8.4%) *Less than 30 minutes*
- 97 (29.2%) *30 - 60 minutes***
- 129 (38.9%) *1 - 2 hours***
- 16 (4.8%) *2 - 3 hours*
- 62 (18.7%) *Over 3 hours*

2.3 Which single location do you usually choose to park?

- 23 (6.9%) *Bridge Street*
- 11 (3.3%) *Church Road*
- 35 (10.5%) *Church Street*
- 15 (4.5%) *Randalls Road*
- 14 (4.2%) *Station Road*
- 37 (11.1%) *Street parking*
- 158 (47.6%) *The Swan Centre***
- 7 (2.1%) *Upper Fairfield Road*
- 32 (9.6%) *Other private car park*

2.4 How far would you be prepared to walk from your car to your destination?

- 172 (51.8%) *Less than 5 minutes***
- 135 (40.7%) *5 - 10 minutes*
- 23 (6.9%) *10 - 20 minutes*
- 2 (0.6%) *More than 20 minutes*

2.5 Do you think parking charges should reflect the location of car parks i.e. car parks further away from the town should be less expensive than those in the town centre?

224 (67.5%) Yes
(32.5%) No

2.6 If free or reduced price car parking were made available at edge-of-town car parks, how far would you be willing to walk to get to your destination?

172 (51.8%) 5 - 10 minutes

68 (20.5%) 10 - 20 minutes

5 (1.5%) More than 20 minutes

87 (26.2%) Price of parking is not an issue and I would not want to walk more than 5 minutes to get to my destination

2.7 Do you park in the Swan Centre?

235 (70.8%) Yes
97 (29.2%) No

2.8 What improvements would need to be made to persuade you to park in the Swan Centre or do so more regularly? (Please tick all that apply)

133 (40.1%) 2 hours parking refunded by more shops

180 (54.2%) Free parking for 30 minutes

94 (28.3%) Improved lighting / decoration

57 (17.2%) Improved pedestrian areas

37 (11.1%) Improved signage

13 (3.9%) More / improved disabled parking

29 (8.7%) More / improved parent & child parking

68 (20.5%) More spaces

205 (61.7%) Widen the ramps / larger manoeuvring space

212 (63.9%) Wider spaces



3. Qualitative Feedback

3.1 Why do you choose a particular location to park? (Selected answers)

“For convenience for shops – absolutely hate it though!” (Swan Centre)

“There are usually spaces there plus a good amount of disabled spaces” (Swan Centre)

“Can always find a space and very close to Sainsbury’s where I can get my money back when spending over £15 which I often do. It’s the most convenient for all the town shops” (Swan Centre)

“I AVOID Swan Centre car park if possible, because the spaces and ramps are too small for modern cars” (Swan Centre)

“Because it is near where I can walk the dog, close to the pub and only a short walk to the High Street” (Bridge Street)

“Randalls Road car park is my preferred choice as I come from Fetcham, but it is usually full” (Randalls Road)

“Twice this week all Leatherhead long- term parking was full and I had to drive to Ashted and Stoke d’Abernon on consecutive days” (Randalls Road)

“Choose various car parks for shopping etc., but need the car park near the station for many day trips to London- always full by 9am weekdays. Very frustrating. (Various)

“Convenient for shops but badly designed car park so don’t go into Leatherhead often” (Church Street)

“I always get a 30 minute free space outside the theatre as I rarely need to be in town longer than that” (Church Street)



3.2 What additional improvements would you like to see to the Swan Centre car park? (Selected answers)

“As a retailer working in the High Street an offer of permits would be valuable”

“There always seems to be empty disabled spaces so maybe decrease these?”

“The addition of electric car charging points”

“Kill the urine smells in the corners”

“I’m a local resident with no need for parking in the Swan Centre unless it offered resident’s parking, which is unlikely”

“Better lifts for buggy users”

“DEMOLISH IT”

“I would like the opportunity to pay for my ticket by card rather than just cash”

“Although I am a disabled driver I see no reason why we should not pay. I think disabled drivers should pay the minimum charge and the ticket is displayed with the Blue Badge and allow an unrestricted time limit”

“Better layout, better lift system, lights to indicate spaces green free and red taken. More ticket machines/ payment methods....”

“Longer than 4 hour maximum stay and pay on departure not pay and display”

“I do not feel safe visiting the Swan Centre”

“It’s fine as it is. It was improved to make wider spaces some years ago”

“A general clean up to make the entire building feel brighter and cleaner, not just the lifts and the stairs”



3.3 Selected additional comments

Price

“We need more 30 minutes free parking for people to come into Leatherhead”

“There isn’t anything in Leatherhead worth paying to park for”

“More free and convenient parking would make me use the town centre more”

Residents

“Please provide more parking for residents who do not have private parking”

“Please don’t forget the residents in your parking review, we’re currently seen as cash cows”

“When we moved to Leatherhead we knew that parking was the compromise for living so close to a town. However with regeneration parking will only become more difficult for residents”

High Street Parking

“I hate the evening parking in the High Street. It is dangerous. It is also not very pleasant when you are dining in the restaurants to look straight out the window at parked cars.”

“We do NOT want parking in the High Street in the evening it spoils the idea of outside seating in the summer and is dangerous for pedestrians



“Parking in the High Street is a significant point and must be retained to keep the business the restaurants and other services need”

Long Term Parking

“If you are going to encourage more people to Leatherhead then it is essential to find additional parking for more than 4 hours. What about a park and ride scheme?”

“The amount of long stay parking needs to be increased. The Station Road, Randalls Road and Upper Fairfield car parks are often full”

“There is a severe shortage of long term off peak daily parking near the station for those who wish to travel to London on weekdays”

Capacity

“There’s not nearly enough parking in Leatherhead. The whole town comes to a stop when anything is on due to people queuing for parking”

“There is never enough room in the Church Street car park and you can never park for more than 3 hours anywhere”

“I think the lack of parking puts shoppers off Leatherhead and thus reduces the attraction for Businesses”

PRICE HIGH STREET

RESIDENTS

LONG TERM CAPACITY