



MARLBOROUGH NEIGHBOURHOOD PLAN

CAR PARKING STUDY

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EXECUTIVE SUMMARY

Low Overall Vacancy Rates between 11.00-14.00

- ❖ For overall car parking vacancy rates, the pinch points in the town centre on all four audit days was 11.00-14.00. For example, on the Market Day the vacancy rates recorded were 14% 11.00-12.00, 12% 12.00-13.00 and 14% 13.00-14.00 with a similar pattern on Friday 16th June and Saturday 17th June. On the Friday audit between 12.00-13.00 the overall vacancy rate dropped as low as 5% in the town centre. In fact, vacancy rates were at their lowest on Friday 16th June 2017. In each individual time slot except 16.00-17.00, the lowest overall vacancy rate for the study was recorded.

Low On-Street Vacancy Rates between 10.00-15.00

- ❖ The advanced car parking study highlighted that on street car parking vacancy rates are very low at the 10.00-15.00 pinch points. For example, vacancy rates on Market Day (Wednesday) remained low for a sustained period 10.00-15.00, with the lowest figure of 4% between 11.00-12.00. On Friday 16th June 2017 on-street vacancy dropped down to 3% at 12.00-13.00 and 5% between 12.00-13.00 on Saturday 17th June.
- ❖ 53% of survey respondents rated on street car parking provision as either 'Poor' (31%) or 'Very Poor' (22%).

More Parking in Designated Car Parks Required

- ❖ Over three quarters (81%) of respondents would like to see more off-road car parking available in Marlborough town centre. Over half (53%) of this cohort indicated that this should be 'North of the town centre on the A346' with 49% stating this should be 'South of the Town Centre on A346.'
- ❖ 46% of survey respondents felt that the provision of spaces in designated car parks was 'Poor' (31%) or 'Very Poor' (15%).

Poor Availability of Car Parking Spaces

- ❖ 59% of respondents stated that the availability of long stay spaces was 'Poor' (35%) or 'Very Poor' (24%). 47% stated that the availability of short stay spaces was 'Poor' (30%) or 'Very Poor' (17%).

Improvements to Car Park Pricing

- ❖ 52% of respondents stated that the pricing for long stay spaces was either 'Poor' (31%) or 'Very Poor' (21%), whilst 41% felt that the pricing for short stay spaces was 'Poor' (27%) or 'Very Poor' (14%).

Park and Ride and Resident Parking

- ❖ *Qualitative analysis illustrated that survey respondents felt parking in Marlborough could be improved by 'Park and Ride' and 'Resident Parking Schemes.'*

Use of Town Centre

- ❖ *57% of respondents visited Marlborough Town Centre for 'Convenience Shopping'.*
- ❖ *70% of respondents visited Marlborough Town Centre for less than 2 hours.*

BACKGROUND

People and Places Insight Limited is an organization with the objective to help renew and regenerate localities across the United Kingdom and the Republic of Ireland. People and Places work with National Government, Business Improvement Districts, Local Authorities, Town Councils, Community/Town Partnerships, Universities and Retailers on a wide range of projects including;

- ❖ Benchmarking
- ❖ Car Parking Studies and Strategies
- ❖ Neighbourhood Planning
- ❖ Signage Reviews
- ❖ Event Evaluation
- ❖ Visitor Satisfaction Surveys
- ❖ Mystery Shopping
- ❖ Research Training
- ❖ Partnership Development and Training
- ❖

Mike King is the People and Places Insight Limited Director and offers over fourteen years' experience in research and regeneration projects in both the public and private sector. Mike is a specialist in town centre and locality audits and performance management. People and Places are backed by a nationwide team of trained researchers who conduct fieldwork alongside Mike. The Marlborough Neighbourhood Plan Steering Group commissioned People and Places Insight Limited to complete an in-depth study of the use of car parks within the town centre.

METHODOLOGY

CAR PARKING STUDIES- GENERAL

One of the main projects delivered by People and Places Insight Limited is the Benchmarking System. Benchmarking provides a comprehensive portrait of the life of towns, cities and shopping centres and involves gathering and analysing data on Key Performance Indicators (KPI's) within designated areas. Each of the KPI's has been specifically selected by Centre Managers and Research Professionals to ensure that the data collected and collated has the maximum relevance and impact.

The People and Places research team conducted the Standard Benchmarking Car Parking Audit in Marlborough in 2014. The process involved defining the off street and on street car parking offering in the town centre, recording the total number of spaces in each car parking area before recording the occupancy levels on a Market Day and on a Non-Market Day. With the Standard Benchmarking Car Park Review, each car parking area is visited once between 11am-2pm to record the occupancy levels. The final report produced by People and Places included a summary of occupancy levels on the Market and Non-Market Days in an off street/ on street/ overall breakdown. The data for Marlborough was compared to other towns of a similar size and typology in the Benchmarking System.

CAR PARKING STUDIES-ADVANCED

Due to issues surrounding Car Parking provision, policy and pricing being a key theme in many of our town centres People and Places Insight Limited developed the Advanced Benchmarking Car Parking Audit which offering a more in-depth approach. With the Advanced Benchmarking Car Parking Audit, People and Places visited Marlborough four times:

- ❖ Market Day: Wednesday 14th June 2017
- ❖ 2 Weekdays: Tuesday 13th June 2017 and Friday 16th June 2017
- ❖ Weekend: Saturday 17th June 2017

The People and Places Insight Limited methodology provides an impartial, detached and systematic review of the car parking situation in the designated area. It is essential that the audit is completed in normal conditions, so school holidays, bank holidays and key calendar dates have been avoided. The dates were chosen in conjunction with the Neighbourhood Planning Steering Group to represent 'normal' trading conditions in Marlborough.

Using the boundaries provided by the 2014 Benchmarking Study, the research team reviewed car parking in the designated area systematically. On each selected day, the research team audited the car parking area once an hour recording the occupancy levels.

An example of how the data was collected sheet for hour slots between 08.00-10.00 in one car parking location is provided below.

| High Street | Total No. of Spaces | Average | Total No. of Spaces Vacant 0800 | Vacancy % | Total No. of Spaces Vacant 0900 | Vacancy % | Total No. of Spaces Vacant 1000 | Vacancy % |
|--------------|---------------------|------------|---------------------------------|-----------|---------------------------------|-----------|---------------------------------|-----------|
| SS | 177 | 96 | 95 | 54 | 36 | 20 | 39 | 22 |
| LS | 0 | 0 | n/a | n/a | n/a | n/a | n/a | n/a |
| DS | 7 | 4 | 7 | 100 | 3 | 43 | 3 | 43 |
| TOTAL | 184 | 100 | 102 | 55 | 39 | 21 | 42 | 23 |

The data collection sheets have provided the opportunity for advanced cross tabulation as in each of the car parks, per each hour slot, the vacancy rates are broken down into Short Stay (Less than 4 hours), Long Stay and Disabled Spaces.

ONLINE CAR PARKING SURVEY

To understand public opinion towards car parking in the designated locality and analyze perception against reality, People and Places Insight Limited designed a survey in conjunction with the Neighbourhood Plan Steering Group. The methodology allowed for data collection from town Centre users/ non-town center users/ residents and Businesses. The online survey was promoted in the town and hosted on websites for over 6 weeks.

KEY FINDINGS

ADVANCED CAR PARKING STUDY

The data and research schedule provides an in-depth analysis of occupancy, turnover and identifies patterns and trends at times/ days. Due to the vast amount of data gathered analysis is available in a plethora of types, the tables below were identified as supplying the most suitable analysis.

VACANCY COUNTS BY CAR PARK AND TIME SLOT

| Tuesday 13th June 2017 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | |
|-------------------------------|--------------|---------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|
| CAR PARK | TOTAL SPACES | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 |
| High Street | 184 | 102 | 39 | 42 | 38 | 9 | 27 | 30 | 47 | 65 |
| Parade | 48 | 15 | 7 | 0 | 1 | 4 | 3 | 5 | 3 | 7 |
| Kingsbury Street | 18 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 |
| College Fields | 17 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 7 | 7 |
| George Lane | 163 | 143 | 61 | 42 | 9 | 9 | 5 | 18 | 27 | 61 |
| Hughenden Yard | 32 | 14 | 1 | 1 | 0 | 0 | 1 | 2 | 1 | 1 |
| Kennet Place | 36 | 15 | 14 | 9 | 12 | 13 | 13 | 15 | 12 | 14 |
| Waitrose | 170 | 161 | 144 | 101 | 72 | 82 | 60 | 106 | 111 | 131 |
| Polly Gardens | 51 | 49 | 48 | 44 | 32 | 31 | 27 | 33 | 37 | 42 |
| Castle and Ball | 43 | 16 | 10 | 14 | 12 | 13 | 11 | 19 | 22 | 23 |
| Hyde Lane | 39 | 14 | 1 | 1 | 0 | 3 | 0 | 2 | 4 | 8 |
| TOTAL OF VACANT SPACES | 801 | 529 | 325 | 256 | 178 | 164 | 149 | 232 | 271 | 359 |
| % OF VACANT SPACES | | 66 | 41 | 32 | 22 | 20 | 19 | 29 | 34 | 45 |

The table highlights that on Tuesday 13th June 2017 overall vacancy levels in the town centre were at their lowest between the hours of 11.00-12.00 (22%), 12.00-13.00 (20%) and 13.00-14.00 (19%). The highest vacancy levels were recorded 08.00-09.00 (66%) and 16.00-17.00 (45%)

| Wednesday 14th June 2017 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | |
|-------------------------------|--------------|---------------------------------------|------------|------------|------------|-----------|------------|------------|------------|------------|
| CAR PARK | TOTAL SPACES | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 |
| High Street | 144 | 55 | 33 | 23 | 10 | 14 | 14 | 22 | 27 | 31 |
| Parade | 48 | 19 | 6 | 1 | 0 | 5 | 2 | 2 | 2 | 9 |
| Kingsbury Street | 18 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 2 | 2 |
| College Fields | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 3 | 3 |
| George Lane | 163 | 142 | 72 | 13 | 1 | 6 | 11 | 14 | 11 | 37 |
| Hughenden Yard | 32 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Kennet Place | 36 | 21 | 12 | 8 | 5 | 6 | 7 | 6 | 10 | 11 |
| Waitrose | 170 | 163 | 117 | 87 | 59 | 40 | 41 | 83 | 68 | 46 |
| Polly Gardens | 51 | 51 | 41 | 28 | 21 | 18 | 18 | 33 | 34 | 40 |
| Castle and Ball | 43 | 31 | 23 | 28 | 7 | 1 | 7 | 24 | 22 | 25 |
| Hyde Lane | 39 | 16 | 5 | 0 | 0 | 0 | 2 | 1 | 0 | 7 |
| TOTAL OF VACANT SPACES | 761 | 500 | 310 | 189 | 103 | 90 | 103 | 190 | 179 | 211 |
| % OF VACANT SPACES | | 66 | 41 | 25 | 14 | 12 | 14 | 25 | 24 | 28 |

On the Market Day, Wednesday 14th June 2017 overall vacancy levels in the town centre dropped to 14% 11.00-12.00, 12% 12.00-13.00 and 14% 13.00-14.00. As on the Tuesday, vacancy levels were highest 08.00-09.00 (66%) but were lower in the afternoon 25% 14.00-15.00, 24% 15.00-16.00 and 28% 16.00-17.00.

| Friday 16th June 2017 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | |
|-------------------------------|--------------|---------------------------------------|------------|------------|-----------|-----------|-----------|------------|------------|------------|
| CAR PARK | TOTAL SPACES | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 |
| High Street | 184 | 69 | 41 | 33 | 12 | 3 | 16 | 8 | 19 | 27 |
| Parade | 48 | 5 | 3 | 1 | 2 | 4 | 6 | 0 | 1 | 9 |
| Kingsbury Street | 18 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| College Fields | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 7 |
| George Lane | 163 | 86 | 47 | 31 | 13 | 3 | 10 | 21 | 35 | 53 |
| Hughenden Yard | 32 | 1 | 0 | 0 | 1 | 0 | 3 | 2 | 6 | 4 |
| Kennet Place | 36 | 16 | 23 | 5 | 3 | 5 | 6 | 7 | 9 | 15 |
| Waitrose | 170 | 143 | 92 | 54 | 37 | 20 | 28 | 45 | 68 | 80 |
| Polly Gardens | 51 | 51 | 39 | 28 | 18 | 5 | 11 | 23 | 14 | 41 |
| Castle and Ball | 43 | 12 | 16 | 11 | 7 | 1 | 0 | 2 | 4 | 8 |
| Hyde Lane | 39 | 9 | 0 | 0 | 0 | 0 | 3 | 1 | 2 | 5 |
| TOTAL OF VACANT SPACES | 801 | 393 | 261 | 163 | 93 | 42 | 83 | 111 | 158 | 249 |
| % OF VACANT SPACES | | 49 | 33 | 20 | 12 | 5 | 10 | 14 | 20 | 31 |

Vacancy rates in the town centre on Friday 16th June 2017 dropped down to 12% 11.00-12.00, just 5% 12.00-13.00 and 10% 13.00-14.00. During the early afternoon vacancy rates remained lower at 14% 14.00-15.00 and 20% 15.00-16.00.

| Saturday 17th June 2017 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | |
|-------------------------------|--------------|---------------------------------------|------------|------------|------------|-----------|------------|------------|------------|------------|
| CAR PARK | TOTAL SPACES | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 |
| High Street | 184 | 102 | 44 | 17 | 9 | 11 | 9 | 13 | 32 | 45 |
| Parade | 48 | 21 | 5 | 5 | 3 | 0 | 2 | 4 | 7 | 14 |
| Kingsbury Street | 18 | 0 | 0 | 4 | 4 | 3 | 3 | 3 | 0 | 2 |
| College Fields | 17 | 0 | 0 | 1 | 1 | 0 | 0 | 3 | 3 | 4 |
| George Lane | 163 | 128 | 104 | 60 | 24 | 3 | 15 | 37 | 66 | 90 |
| Hughenden Yard | 32 | 13 | 6 | 3 | 2 | 3 | 2 | 2 | 3 | 8 |
| Kennet Place | 36 | 21 | 20 | 14 | 14 | 11 | 13 | 19 | 18 | 16 |
| Waitrose | 170 | 134 | 100 | 62 | 28 | 25 | 36 | 59 | 79 | 107 |
| Polly Gardens | 51 | 50 | 43 | 17 | 5 | 3 | 16 | 27 | 24 | 18 |
| Castle and Ball | 43 | 9 | 5 | 11 | 10 | 12 | 10 | 9 | 6 | 11 |
| Hyde Lane | 39 | 15 | 12 | 4 | 2 | 0 | 4 | 3 | 6 | 11 |
| TOTAL OF VACANT SPACES | 801 | 493 | 339 | 198 | 102 | 71 | 110 | 179 | 244 | 326 |
| % OF VACANT SPACES | | 62 | 42 | 25 | 13 | 9 | 14 | 22 | 30 | 41 |

Vacancy rates in the town centre of Saturday 17th June 2017 dropped to 13% 11.00-12.00, 9% 12.00-13.00 and 14% 13.00-12.00

VACANCY RATES IN THE TOWN CENTRE BY TIME SLOT/DAY

| TIME SLOT | % VACANT SPACES PER TIME SLOT | | | | | | | | |
|--------------------------|-------------------------------|-----|------|------|------|------|------|------|------|
| | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 |
| Tuesday 13th June 2017 | 66 | 41 | 32 | 22 | 20 | 19 | 29 | 34 | 45 |
| Wednesday 14th June 2017 | 66 | 41 | 25 | 14 | 12 | 14 | 25 | 24 | 28 |
| Friday 16th June 2017 | 49 | 33 | 20 | 12 | 5 | 10 | 14 | 20 | 31 |
| Saturday 17th June 2017 | 62 | 42 | 25 | 13 | 9 | 14 | 22 | 30 | 41 |

Vacancy rates were at their lowest on Friday 16th June 2017. In each individual time slot except 16.00-17.00, the lowest overall vacancy rate for the study was recorded. The stand out statistic is that 12.00-13.00 on Friday 16th June 2017 only 5% of all town centre car parking was available in Marlborough.

The definitive pattern to emerge is that car parking vacancy rates in the town centre noticeably dropped on each day between 11.00-14.00.

ON STREET PARKING VACANCY RATES

| Tuesday 13th June 2017 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | |
|-------------------------------|--------------|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| CAR PARK | TOTAL SPACES | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 |
| High Street | 184 | 102 | 39 | 42 | 38 | 9 | 27 | 30 | 47 | 65 |
| Parade | 48 | 15 | 7 | 0 | 1 | 4 | 3 | 5 | 3 | 7 |
| Kingsbury Street | 18 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | 0 |
| College Fields | 17 | 0 | 0 | 0 | 0 | 0 | 2 | 2 | 7 | 7 |
| TOTAL OF VACANT SPACES | 267 | 117 | 46 | 44 | 41 | 13 | 32 | 37 | 57 | 79 |
| % OF VACANT SPACES | | 44 | 17 | 16 | 15 | 5 | 12 | 14 | 21 | 30 |

On street vacancy rates dropped during the morning of Tuesday 13th June 2017 reaching its lowest point at 5% 12.00-13.00.

| Wednesday 14th June 2017 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | |
|-------------------------------|--------------|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| CAR PARK | TOTAL SPACES | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 |
| High Street | 144 | 55 | 33 | 23 | 10 | 14 | 14 | 22 | 27 | 31 |
| Parade | 48 | 19 | 6 | 1 | 0 | 5 | 2 | 2 | 2 | 9 |
| Kingsbury Street | 18 | 0 | 1 | 1 | 0 | 0 | 1 | 1 | 2 | 2 |
| College Fields | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 3 | 3 |
| TOTAL OF VACANT SPACES | 227 | 74 | 40 | 25 | 10 | 19 | 17 | 28 | 34 | 45 |
| % OF VACANT SPACES | | 33 | 18 | 11 | 4 | 8 | 7 | 12 | 15 | 20 |

On street vacancy rates on Market Day remained low for a sustained period 10.00-15.00, with the lowest figure of 4% 11.00-12.00

| Friday 16th June 2017 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | |
|-------------------------------|--------------|---------------------------------------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|
| CAR PARK | TOTAL SPACES | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 |
| High Street | 184 | 69 | 41 | 33 | 12 | 3 | 16 | 8 | 19 | 27 |
| Parade | 48 | 5 | 3 | 1 | 2 | 4 | 6 | 0 | 1 | 9 |
| Kingsbury Street | 18 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| College Fields | 17 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 7 |
| TOTAL OF VACANT SPACES | 267 | 75 | 44 | 34 | 14 | 8 | 22 | 10 | 20 | 43 |
| % OF VACANT SPACES | | 28 | 16 | 13 | 5 | 3 | 8 | 4 | 7 | 16 |

On street vacancy rates on Friday 16th June 2017 remained low for a sustained period 10.00-16.00, with the lowest figure of 3% 12.00-13.00

| Saturday 17th June 2017 | | NUMBER OF VACANT SPACES PER TIME SLOT | | | | | | | | |
|-------------------------------|--------------|---------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| CAR PARK | TOTAL SPACES | 800 | 900 | 1000 | 1100 | 1200 | 1300 | 1400 | 1500 | 1600 |
| High Street | 184 | 102 | 44 | 17 | 9 | 11 | 9 | 13 | 32 | 45 |
| Parade | 48 | 21 | 5 | 5 | 3 | 0 | 2 | 4 | 7 | 14 |
| Kingsbury Street | 18 | 0 | 0 | 4 | 4 | 3 | 3 | 3 | 0 | 2 |
| College Fields | 17 | 0 | 0 | 1 | 1 | 0 | 3 | 3 | 3 | 4 |
| TOTAL OF VACANT SPACES | 267 | 123 | 49 | 27 | 17 | 14 | 17 | 23 | 42 | 65 |
| % OF VACANT SPACES | | 46 | 18 | 10 | 6 | 5 | 6 | 9 | 16 | 24 |

During the weekend audit, Saturday 17th June 2017 vacancy rates remained low from 10.00-15.00 reaching its lowest point at 12.00-13.00 (5%).

Kingsbury Street/ College Fields

The tables above highlight that there were very few vacant spaces in Kingsbury Street and College Fields during the audit on all four days. At both sites an extra level of detail was also recorded with the marking of 'turnover', e.g. was the same car parked in the same parking space over the course of the day. The data recorded from this exercise indicated that during working hours the majority of cars did not move from their parking space.

Car Parking Survey

Current perception from stakeholders in Marlborough is that Car Parking provision is problematic in the town centre. In order to review the levels of this perception, the following survey was designed for residents and visitors to complete. The survey was designed to be quantitative in nature and if particular trends were to emerge further qualitative research via focus groups would be conducted.

The following results are based on **605** responses. Percentages are provided for each question and the **N** figure is the total number of respondents to that particular question. The **N** figure is important as some respondents skipped questions or through routing were not asked questions. Where possible and relevant the analysis also includes a cross tabulation between Marlborough residents and non-residents.

Do you live in Marlborough?

| | % |
|-----------|------------|
| Yes | 68 |
| No | 32 |
| N= | 605 |

Just over two-thirds (68%) of those surveyed lived in Marlborough.

For Non-Marlborough Residents: On a normal visit to Marlborough, how many miles do you travel to get into the Town Centre?

| | % |
|--------------------|------------|
| 0-5 miles | 37 |
| 6-10 miles | 37 |
| 11-15 miles | 12 |
| 16-20 miles | 9 |
| More than 20 miles | 6 |
| N= | 193 |

Nearly three-quarters of Non-Marlborough residents travelled less than 10 miles to get into the Town Centre.

For Non-Marlborough Residents: Do you normally travel into Marlborough by Car?

| | % |
|-----------|------------|
| Yes | 97 |
| No | 3 |
| N= | 190 |

97% of Non-Marlborough Residents normally travelled into the Town Centre by Car.

Why don't you normally travel into Marlborough Town Centre by Car?

Four comments were supplied;

- ❖ *I walk and catch the bus back but need the car outside bus hours for large shopping trips*
- ❖ *There is a weekly bus service we use instead to save driving the car*
- ❖ *Because the parking is expensive and mostly difficult*
- ❖ *I usually walk, its 2 miles away*

Do you own a car?

| | % |
|-----------|------------|
| Yes | 98 |
| No | 2 |
| N= | 605 |

98% of respondents owned a car.

| Do you own a car? | Resident | % | Non-Resident | % |
|-------------------|------------|------------|--------------|------------|
| Yes | 400 | 97 | 191 | 98 |
| No | 11 | 3 | 3 | 2 |
| Total | 411 | 100 | 194 | 100 |

Is your car powered by?

| | % |
|-----------|------------|
| Diesel | 47 |
| Petrol | 50 |
| Electric | 1 |
| Other | 2 |
| N= | 589 |

Half of the car owners surveyed drove vehicles powered by 'Petrol' whilst 47% drove vehicles powered by 'Diesel'.

| Is your car powered by? | Resident | % | Non-Resident | % |
|-------------------------|----------|-----|--------------|-----|
| Diesel | 189 | 47 | 89 | 47 |
| Petrol | 202 | 51 | 92 | 48 |
| Electric | 1 | 0 | 4 | 2 |
| Other | 6 | 2 | 6 | 3 |
| Total | 398 | 100 | 191 | 100 |

Marlborough Residents Only: Where do you normally park your car?

| | % |
|-------------------------------------|------------|
| Garage/ Driveway | 63 |
| On-street outside residence | 15 |
| On-street but not outside residence | 13 |
| Other | 9 |
| N= | 397 |

Nearly two-thirds of the Marlborough residents who owned a car reported that they parked on their 'Garage/ Driveway'.

Do you normally travel into the Town Centre by car?

| | % |
|-----------|------------|
| Yes | 64 |
| No | 36 |
| N= | 585 |

Nearly two-thirds (64%) of respondents travelled into the Town Centre by 'Car'.

| Do you normally travel into the town centre by car? | Resident | % | Non-Resident | % |
|---|----------|-----|--------------|-----|
| Yes | 188 | 48 | 186 | 97 |
| No | 206 | 52 | 5 | 3 |
| Total | 394 | 100 | 191 | 100 |

Unsurprisingly, when looking at the breakdown via Resident and Non-Residents, 48% of the former travelled into the Town Centre by 'Car' compared to 97% of Non-Residents.

Why don't you normally travel into the Town Centre by car?

The key theme to emerge as to why respondents did not travel into the Town Centre by car was that they 'Lived in Marlborough' or the Town Centre was in 'Walking Distance.' A number of comments cited 'Issues with Parking', including;

- ❖ *Parking, proximity.*
- ❖ *Parking is a problem and walking is good*
- ❖ *Parking expensive*
- ❖ *Because on street unrestricted car parking spaces are as gold dust and if you move your car you are very unlikely to find the space when you return. So I struggle in on foot although walking is currently difficult for me.*
- ❖ *Too expensive to park*
- ❖ *Parking difficult and expensive, exercise is good for me*
- ❖ *difficult to park and expensive*
- ❖ *Nowhere to park*
- ❖ *Parking charges*
- ❖ *I prefer to walk and avoid parking hassles*

Please note a full list of comments is available in the Appendix.

If you do not travel into the Town Centre by Car what method do you use? (Please choose the main reason only)

| | % |
|--------------------------------------|------------|
| Walking | 93 |
| Cycling | 3 |
| Public Transport | 1 |
| Community Transport e.g. Shuttle Bus | 0 |
| Other | 2 |
| N= | 221 |

91% of those who did not travel into the town centre by car stated they 'Walked'.

| How do you travel into Marlborough Town Centre | Resident | % | Non-Resident | % |
|--|------------|------------|--------------|------------|
| Walking | 202 | 94 | 4 | 57 |
| Cycling | 7 | 3 | 0 | 0 |
| Public Transport | 1 | 0 | 2 | 29 |
| Community Transport | 0 | 0 | 0 | 0 |
| Other | 4 | 2 | 1 | 14 |
| Total | 214 | 100 | 7 | 100 |

Why do you normally travel into the Town Centre by car? (Please choose the main reason only)

| | % |
|----------------------------|------------|
| Cheapest mode of transport | 3 |
| Quickest mode of transport | 58 |
| Lack of public transport | 17 |
| Other | 21 |
| N= | 371 |

58% of those who normally travelled into the Town Centre by car stated that the reason for this was that it was the 'Quickest mode of transport'.

| Why do you normally travel into Marlborough Town Centre by Car? | Resident | % | Non-Resident | % |
|---|----------|-----|--------------|-----|
| | | | | |
| Cheapest mode of transport | 8 | 4 | 4 | 2 |
| Quickest mode of transport | 112 | 59 | 105 | 58 |
| Lack of public transport | 19 | 10 | 44 | 24 |
| Other | 50 | 26 | 29 | 16 |
| Total | 189 | 100 | 182 | 100 |

It is noticeable in the Resident versus Non-Resident breakdown that nearly a quarter of the latter reported that they normally travelled into Marlborough Town Centre by car as there was a 'Lack of public transport'.

**Would you consider travelling into the Town Centre by any other mode of transport?
(Please choose the main reason only)**

| | % |
|--------------------------------------|------------|
| Walking | 39 |
| Cycling | 22 |
| Public Transport | 39 |
| Community Transport e.g. Shuttle Bus | 28 |
| Other | 23 |
| N= | 309 |

‘Walking’ (39%) and ‘Public Transport’ (39%) were the most common ‘Other’ modes of transport that respondents would consider using to access Marlborough Town Centre. From the 23% who provided an ‘Other’ option, the key theme was that there were no other options they would consider.

| Would you consider travelling into Marlborough Town Centre by any other mode of transport | Resident | % | Non-Resident | % |
|---|----------|----|--------------|----|
| Walking | 110 | 66 | 12 | 8 |
| Cycling | 49 | 29 | 19 | 13 |
| Public Transport | 54 | 32 | 66 | 46 |
| Community Transport | 38 | 23 | 48 | 34 |
| Other | 25 | 15 | 46 | 32 |
| Total | 167 | | 142 | |

When looking at the Resident/ Non-Resident split, 66% of those residing in Marlborough indicated that they would consider travelling into the Town Centre by ‘Walking’ whilst Non-Residents preferred the ‘Public Transport’ (46%) and ‘Community Transport’ (34%) options.

Are there any schemes/projects that would encourage you to travel into the Town Centre via the various modes of transport? (Schemes/ projects may include for example; Park and Ride, Park and Walk, Park and Cycle, Community Transport, Concessionary Public Transport Fares)

Comments cited ‘Park and Walk’, ‘Improved frequency of Bus Services’ and ‘Cycle Paths’.

A full list of comments is available in the Appendix.

What do you generally visit the Town Centre for?

| | % |
|----------------------|--------------|
| Work | 18 |
| Convenience Shopping | 57 |
| Comparison Shopping | 1 |
| Access Services | 5 |
| Leisure | 6 |
| Other | 12 |
| N= | N=570 |

57% of respondents visited Marlborough Town Centre for ‘Convenience Shopping’.

| What do you generally visit Marlborough Town Centre for? | Resident | % | Non-Resident | % |
|--|------------|------------|--------------|------------|
| Work | 43 | 11 | 59 | 33 |
| Convenience Shopping | 259 | 67 | 67 | 37 |
| Comparison Shopping | 5 | 1 | 3 | 2 |
| Access Services | 17 | 4 | 10 | 6 |
| Leisure | 21 | 5 | 16 | 9 |
| Other | 44 | 11 | 26 | 14 |
| Total | 389 | 100 | 181 | 100 |

67% of Marlborough Residents visited the Town Centre for ‘Convenience Shopping’ compared to 37% of Non-Residents. 33% of Non-Residents reported that they travelled to Marlborough for ‘Work’.

On a normal visit to the Town Centre how long would you stay for?

| | % |
|-------------------|--------------|
| Less than an hour | 30 |
| 1-2 hours | 40 |
| 2-4 hours | 11 |
| 4-6 hours | 2 |
| All Day | 13 |
| Other | 3 |
| N= | N=568 |

70% of respondents visited Marlborough Town Centre for less than 2 hours.

| On a normal visit to Marlborough Town Centre how long would you stay for? | Resident | % | Non- Resident | % |
|---|----------|-----|---------------|-----|
| Less than an hour | 145 | 37 | 24 | 13 |
| 1-2 hours | 160 | 41 | 69 | 38 |
| 2-4 hours | 35 | 9 | 29 | 16 |
| 4-6 hours | 4 | 1 | 8 | 4 |
| All Day | 30 | 8 | 45 | 25 |
| Other | 14 | 4 | 5 | 3 |
| Total | 388 | 100 | 180 | 100 |

When broken into a Resident/ Non-Resident split, 78% of the former stayed in the Town Centre for less than 2 hours compared to 51% of the latter. 25% of Non-Residents stayed in Marlborough 'All Day'.

How would you rate Car Parking in Marlborough Town Centre on the following?

| Availability of Short Stay Spaces | % |
|-----------------------------------|------------|
| Very Good | 3 |
| Good | 14 |
| OK | 36 |
| Poor | 30 |
| Very Poor | 17 |
| N= | 544 |

36% of respondents stated that the availability of short stay spaces was OK, whilst 47% stated that it was 'Poor' (30%) or 'Very Poor' (17%).

| How would you rate Car Parking in Marlborough Town Centre in terms of Availability of Short Stay Spaces? | Resident | % | Non-Resident | % |
|--|------------|------------|--------------|------------|
| Very Good | 10 | 3 | 9 | 5 |
| Good | 43 | 12 | 32 | 18 |
| OK | 137 | 37 | 59 | 34 |
| Poor | 111 | 30 | 50 | 29 |
| Very Poor | 68 | 18 | 25 | 14 |
| Total | 369 | 100 | 175 | 100 |

When asked to provide comments on any difficulties they had experienced in terms of 'Availability of Short Stay Spaces' the key theme was that there was simply a 'Shortage'. Examples of comments include;

- ❖ *Can drive around for 15 minutes sometimes waiting for a space*
- ❖ *Can drive round high st several times. Queues from cars waiting for space.*
- ❖ *High street is a nightmare*
- ❖ *I avoid Saturdays when car parks and high street are clogged*
- ❖ *In short supply*
- ❖ *Insufficient*
- ❖ *Not enough at peak times*
- ❖ *Not enough capacity*
- ❖ *Not enough disabled bays and no one takes any notice if it's a Sunday and everyone uses them*
- ❖ *Not enough free half hour places eg to pop into the bank or one of the High Street shops.*
- ❖ *Not enough free ones*
- ❖ *Not enough spaces, one can spend time searching for space*

- ❖ *Spaces are often limited at the weekend, it's very difficult to drop into town to shop. I have often spent time driving around waiting for a space.*
- ❖ *too few*
- ❖ *Too many cars hunting too few places*
- ❖ *Too many cars looking for spaces*
- ❖ *Too much traffic for the available spaces*

A full list of comments is available in the Appendix.

| Availability of Long Stay Spaces | % |
|----------------------------------|------------|
| Very Good | 2 |
| Good | 10 |
| OK | 30 |
| Poor | 35 |
| Very Poor | 24 |
| N= | 536 |

59% of respondents stated that the availability of long stay spaces was Poor (35%) or Very Poor (24%).

| How would you rate Car Parking in Marlborough Town Centre in terms of Availability of Long Stay Spaces? | Resident | % | Non-Resident | % |
|---|------------|------------|--------------|------------|
| Very Good | 6 | 2 | 3 | 2 |
| Good | 33 | 9 | 23 | 14 |
| OK | 106 | 29 | 53 | 31 |
| Poor | 126 | 34 | 59 | 35 |
| Very Poor | 95 | 26 | 32 | 19 |
| Total | 366 | 100 | 170 | 100 |

When asked to provide comments on any difficulties they had experienced in terms of ‘Availability of Long Stay Spaces’ once again respondents cited ‘Shortage’;

- ❖ *Not enough for people who work in the town*
- ❖ *not enough of them*
- ❖ *Not enough space*
- ❖ *on busy days you may have to drive up and down the high street before finding a space*
- ❖ *On busy days, driving around and around the George Lane car park to find a space that I have paid the council an annual fee for can be tedious, not to mention time wasting*
- ❖ *There are not enough spaces for working people or visitors to the town*
- ❖ *There is nowhere to park in or around the town centre for long stay parking. When i worked in the town, and travelled in a car from a local village there were minimal places i could park during the work hours and transport via buses was infrequent*

A full list of comments is available in the Appendix.

| Availability of Disabled Spaces | % |
|---------------------------------|------------|
| Very Good | 10 |
| Good | 18 |
| OK | 43 |
| Poor | 22 |
| Very Poor | 8 |
| N= | 435 |

43% of respondents stated that the availability of short stay spaces was 'OK'.

| How would you rate Car Parking in Marlborough Town Centre in terms of Availability of Disabled Spaces? | Resident | % | Non-Resident | % |
|--|------------|------------|--------------|------------|
| Very Good | 35 | 11 | 9 | 8 |
| Good | 53 | 17 | 24 | 20 |
| OK | 137 | 43 | 50 | 42 |
| Poor | 65 | 21 | 29 | 25 |
| Very Poor | 27 | 9 | 6 | 5 |
| Total | 317 | 100 | 118 | 100 |

| Pricing for Short Stay Spaces | % |
|-------------------------------|------------|
| Very Good | 3 |
| Good | 11 |
| OK | 44 |
| Poor | 27 |
| Very Poor | 14 |
| N= | 532 |

44% of respondents stated that the pricing for short stay spaces was 'OK', whilst 41% stated that it was 'Poor' (27%) or 'Very Poor' (14%).

| How would you rate Car Parking in Marlborough Town Centre in terms of Pricing for Short Stay Spaces? | Resident | % | Non-Resident | % |
|--|------------|------------|--------------|------------|
| Very Good | 9 | 2 | 8 | 5 |
| Good | 41 | 11 | 16 | 9 |
| OK | 161 | 44 | 74 | 44 |
| Poor | 90 | 25 | 56 | 33 |
| Very Poor | 62 | 17 | 15 | 9 |
| Total | 363 | 100 | 169 | 100 |

When asked to provide comments 'Pricing for Short Stay Spaces' the key theme was that there were 'Expensive':

- ❖ *expensive for very short stays*
- ❖ *expensive if you are a local who drops in a few times a week*
- ❖ *Expensive when compared with other towns in Wiltshire*
- ❖ *Outrageous*
- ❖ *Over priced*
- ❖ *Puts people off shopping locally.*
- ❖ *Too expensive*
- ❖ *Too expensive how about first hour free*
- ❖ *Too expensive if you have to walk from one end of the town to the other*
- ❖ *Too high, especially the middle of the High Street*
- ❖ *Too much, more than other local towns.*
- ❖ *very expensive*

A full list of comments is available in the Appendix.

| Pricing for Long Stay Spaces | % |
|------------------------------|------------|
| Very Good | 1 |
| Good | 7 |
| OK | 40 |
| Poor | 31 |
| Very Poor | 21 |
| N= | 511 |

52% of respondents stated that the pricing for long stay spaces was either 'Poor' (31%) or 'Very Poor' (21%), whilst 40% felt that it was 'OK'.

| How would you rate Car Parking in Marlborough Town Centre in terms of Pricing for Long Stay Spaces? | Resident | % | Non-Resident | % |
|---|------------|------------|--------------|------------|
| Very Good | 5 | 1 | 0 | 0 |
| Good | 22 | 6 | 16 | 10 |
| OK | 142 | 41 | 61 | 37 |
| Poor | 94 | 27 | 66 | 40 |
| Very Poor | 83 | 24 | 22 | 13 |
| Total | 346 | 100 | 165 | 100 |

When asked to provide comments on 'Pricing for Long Stay Spaces', 'Expensive' was once again the key theme to emerge;

- ❖ *Too expensive for people working in Marlborough*
- ❖ *Too expensive for workers*
- ❖ *Too expensive to park a car for residents who want to leave their cars close to where they live.*

A full list of comments is available in the Appendix.

| Signage to Short Stay Spaces | % |
|-------------------------------------|------------|
| Very Good | 2 |
| Good | 9 |
| OK | 41 |
| Poor | 34 |
| Very Poor | 14 |
| N= | 516 |

48% of respondents stated that the signage to short stay spaces was 'Poor' (34%) or 'Very Poor' (14%), whilst 41% reported it was 'OK'.

| How would you rate Car Parking in Marlborough Town Centre in terms of Signage to Short Stay Spaces? | Resident | % | Non-Resident | % |
|--|-----------------|----------|---------------------|----------|
| Very Good | 6 | 2 | 3 | 2 |
| Good | 30 | 9 | 17 | 10 |
| OK | 146 | 41 | 68 | 41 |
| Poor | 118 | 34 | 57 | 35 |
| Very Poor | 52 | 15 | 19 | 12 |
| | 352 | 100 | 164 | 100 |

| Signage to Long Stay Spaces | % |
|------------------------------------|------------|
| Very Good | 1 |
| Good | 8 |
| OK | 39 |
| Poor | 33 |
| Very Poor | 19 |
| N= | 519 |

52% of respondents stated that the signage to long stay spaces was 'Poor' (33%) or 'Very Poor' (19%) whilst 39% stated it was 'OK'.

| How would you rate Car Parking in Marlborough Town Centre in terms of Signage to Long Stay Spaces? | Resident | % | Non-Resident | % |
|---|-----------------|----------|---------------------|----------|
| Very Good | 5 | 1 | 0 | 0 |
| Good | 28 | 8 | 13 | 8 |
| OK | 135 | 38 | 70 | 43 |
| Poor | 115 | 32 | 56 | 34 |
| Very Poor | 73 | 21 | 24 | 15 |
| | 356 | 100 | 163 | 100 |

| On Street Car Parking Provision | % |
|---------------------------------|------------|
| Very Good | 2 |
| Good | 11 |
| OK | 33 |
| Poor | 31 |
| Very Poor | 22 |
| N= | 530 |

53% of respondents rated on street car parking provision as either 'Poor' (31%) or 'Very Poor' (22%).

| How would you rate Car Parking in Marlborough Town Centre in terms of On Street Car Parking Provision? | Resident | % | Non-Resident | % |
|--|------------|------------|--------------|------------|
| Very Good | 7 | 2 | 6 | 4 |
| Good | 38 | 10 | 22 | 13 |
| OK | 113 | 31 | 63 | 38 |
| Poor | 111 | 31 | 52 | 31 |
| Very Poor | 93 | 26 | 25 | 15 |
| Total | 362 | 100 | 168 | 100 |

When asked to provide comments in terms of 'On Street Car Parking Provision', 'Shortage' was the key theme;

- ❖ *Always occupied*
- ❖ *Clearly not enough as a lot of traffic appears to be driving round to find a space*
- ❖ *Could be better laid out, middle of High Street very poor with damage to car from other users on several occasions*
- ❖ *Major lack of parking with some houses so streets are full*
- ❖ *Marlborough is very limited in this capacity*
- ❖ *Not enough and in residential areas should be residents only*
- ❖ *Not enough and makes roads to congested and difficult to pass*
- ❖ *Too many cars competing for too few places*
- ❖ *Very bad lots of people use it as all day parking*
- ❖ *Very limited*
- ❖ *When living on the High Street, it was very difficult to find somewhere to park on a Saturday*
- ❖ *while there are often no places to part, they should be off the high street, and the pavements widened*

A full list of comments is available in the Appendix.

| Provision of Spaces in Designated Car Parks | % |
|---|------------|
| Very Good | 2 |
| Good | 10 |
| OK | 42 |
| Poor | 31 |
| Very Poor | 15 |
| N= | 516 |

46% of respondents felt that the provision of spaces in designated car parks was 'Poor' (31%) or 'Very Poor' (15%), whilst 42% reported that it was 'OK'.

| How would you rate Car Parking in Marlborough Town Centre in terms of Provision of Spaces in Designated Car Parks? | Resident | % | Non-Resident | % |
|--|------------|------------|--------------|------------|
| Very Good | 6 | 2 | 5 | 3 |
| Good | 35 | 10 | 17 | 11 |
| OK | 147 | 41 | 69 | 43 |
| Poor | 108 | 30 | 54 | 34 |
| Very Poor | 59 | 17 | 16 | 10 |
| Total | 355 | 100 | 161 | 100 |

When asked to provide comments on the 'Provision of Spaces in Designated Car Parks', 'Shortage' was once again the key theme.

- ❖ *Very few*
- ❖ *Always full*
- ❖ *Not enough*
- ❖ *Very frustrating and frequently crowded.*

A full list of comments is available in the Appendix.

**Would you like to see more off-road Car Parking available in Marlborough Town Centre?
(Off-road refers to designated Car Parks)**

| | |
|-----------|------------|
| | % |
| Yes | 81 |
| No | 19 |
| N= | 529 |

Over three quarters (81%) of respondents would like to see more off-road car parking available in Marlborough town centre.

| Would you like to see more off-road Car Parking available in Marlborough Town Centre? | Resident | % | Non-Resident | % |
|---|------------|------------|--------------|------------|
| | | | | |
| Yes | 290 | 81 | 140 | 82 |
| No | 69 | 19 | 30 | 18 |
| Total | 359 | 100 | 170 | 100 |

In which of the following locations would you like to see more off-road Car Parking? (Off-road refers to designated Car Parks)

| | % |
|----------------------------------|------------|
| South of the Town Centre on A346 | 49 |
| North of the Town Centre on A346 | 53 |
| East of the Town Centre on A4 | 39 |
| West of the Town Centre on A4 | 43 |
| N= | 378 |

Over half (53%) of respondents who wanted to see more off-road car parking in Marlborough indicated that this should be ‘North of the town centre on the A346’ with 49% stating this should be ‘South of the Town Centre on A346.’

| In which of the following locations would you like to see more off-road Car Parking | Resident | % | Non-Resident | % |
|---|------------|----|--------------|----|
| South of the Town Centre on A346 | 122 | 47 | 62 | 52 |
| North of the Town Centre on A346 | 150 | 58 | 50 | 42 |
| East of the Town Centre on A4 | 116 | 45 | 30 | 25 |
| West of the Town Centre on A4 | 120 | 47 | 43 | 36 |
| Total | 258 | | 120 | |

Do you have any other concerns about Car Parking in Marlborough Town Centre?

‘Shortage of spaces’, ‘Pricing’, and Resident Parking’ were all cited. The ‘High Street’ as a location caused particular concern.

A full list of comments is available in the Appendix.

How could Car Parking in Marlborough Town Centre be improved?

‘Park and Ride’ and ‘Resident Parking Schemes’ were the key themes to emerge.

A full list of comments is available in the Appendix.

Are you part of the Blue Badge Parking Scheme?

| | % |
|-----------|------------|
| Yes | 4 |
| No | 96 |
| N= | 497 |

96% of respondents were not part of the Blue Badge Parking Scheme.

| Are you part of the Blue Badge Parking Scheme | Resident | % | Non-Resident | % |
|---|------------|------------|--------------|------------|
| Yes | 12 | 4 | 8 | 5 |
| No | 329 | 96 | 148 | 95 |
| Total | 341 | 100 | 156 | 100 |

Do you know that Marlborough is an Air Quality Management Area?

| | % |
|-----------|------------|
| Yes | 44 |
| No | 56 |
| N= | 496 |

Over half (56%) of respondents were not aware that Marlborough is an 'Air Quality Management Area'.

| Do you know that Marlborough is an Air Quality Management Area | Resident | % | Non-Resident | % |
|--|------------|------------|--------------|------------|
| Yes | 169 | 50 | 49 | 31 |
| No | 170 | 50 | 108 | 69 |
| Total | 339 | 100 | 157 | 100 |

50% of Residents were aware that Marlborough was an Air Quality Management Area', 19% higher than the Non-Resident figure of 31%.