

JANUARY 2019 PARKING SURVEY SUMMARY FOR THE ALDERLEY EDGE NEIGHBOURHOOD PLAN

1. Introduction

A specific consultation on parking was undertaken by the Parish Council in 2016. This, together with public consultations in July 2017 and November 2018 and business consultations in 2018 indicated that parking issues were a concern to local people and restricting opportunities to support the local economy.

The survey questions were developed from community feedback at the consultations, Economy group meetings, discussions with residents, and by building on some of the priorities identified in the Alderley Edge Parish Plan.

This report presents a summary of the results of the survey and has been used to help inform (along with other evidence) relevant policies in the Alderley Edge (AE) Neighbourhood Plan. There are also aspects which cannot be dealt with through the Neighbourhood Plan but may become actions or projects for the Parish Council to address through other means.

This survey was undertaken by members of the Alderley Edge Neighbourhood Plan Local Economy Group, together with volunteers from Alderley Edge School for Girls.

Appendix A contains the survey questionnaire.

2. Methodology

The survey was done during the week beginning 21st January 2019 to avoid Christmas shopping and holidays distorting the statistics and undertaken on different days and varying times of day. There were a variety of locations, including the car parks at Waitrose, Ryleys Lane and South Street as well as on street parking locations including London Road, Stamford Street, Ryleys Lane, Stevens Street, Clifton Street and Stamford Road.

People were asked to complete the questionnaire via an online survey app the volunteers downloaded onto tablets, with some respondents completing printed questionnaires which were then inputted into the online app for the analysis, produced in a spreadsheet with any personal information omitted to comply with data protection laws.

A link to the online survey was also publicised and available via the Neighbourhood Plan website, circulated to the Love Alderley group and the school.

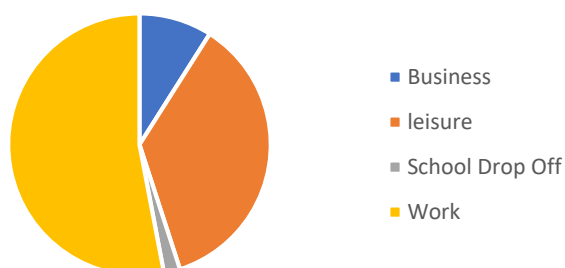
A total of 198 surveys were completed (100 in the village area and 98 which were circulated via the school and completed online).

3. Results Summary

The results are summarised below.

Of the 100 responses from people surveyed within the village area, 81% came from outside Alderley Edge.

Reason for visiting Alderley Edge

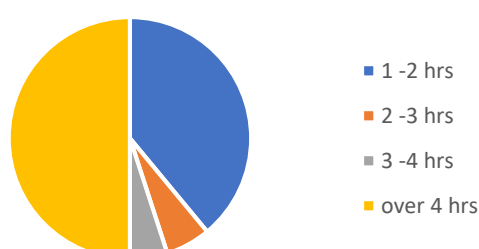


The majority of these respondents using the car parks or on street spaces were employees working locally or parking for business purposes (62%), with 36% coming into the village for leisure or shopping purposes.

Of the other 98 respondents, 90% came from outside Alderley Edge indicating a much wider catchment area for the school.

50% of non-school survey respondents in the village area were parking for over 4 hours, indicating that much of the available parking is taken up by employees or commuters, whilst 39% were parking for between 1 and 2 hours to use the local businesses.

Length of parking stay



Did you find it easy to park?



Almost two thirds of these respondents found it difficult to find a parking spot, with 61% saying they would use the village more if they could park easily for longer than an hour. This in turn would help the local economy. 46% would be prepared to walk up to 10 minutes to park easily for a longer period.

Two thirds of school respondents would use the village businesses more if they could park easily in a central location for longer than 1 hour and 79% do visit the village at other times, excluding school drop off times.

The majority of all respondents prioritised convenience over cost when looking for parking.

A number of comments related to the lack of long stay parking for employees which hinders business productivity. There was an indication that employees would be willing to walk up to 10 minutes to access safe, long stay parking. The lack of suitable central 2-3 hour parking for business customers was also a key comment.

Recommendations

The survey analysis indicates a strong demand for increased long stay parking availability for employees, business users and commuters which might be up to 10 minutes walk from the village centre. Local businesses would also be helped by an increase in 2-3 hour centralised parking availability for customers. Convenience was cited as most important for respondents wanting shorter stay parking.

APPENDIX A

QUESTIONS FOR JANUARY 2019 PARKING SURVEY (FOR THE IPADS- GENERAL PUBLIC IN VARIOUS VILLAGE LOCATIONS)

Date in January & Time Recorded

1. Location of parked vehicle
2. Where have you come from today? (Alderley Edge/Outside Alderley)
3. What is the primary reason for visiting today? (Leisure/Business/Work/School Drop Off)
4. Did you find it easy to park? (Yes/No)
5. How long are you parking for (1-2 hours, 2-3 hours, over 4 hours)
6. Would you be prepared to walk for 10 minutes or more for longer stay parking? (Yes/No)
7. What is more important to you with parking – cost or convenience? (Cost/Convenience)
8. If you could park for longer than 1 hour centrally, would you use the village more? (Yes/No)
9. Do you have any further comments you would like to add?

QUESTIONS FOR ONLINE SCHOOL SURVEY MONKEY TYPE APP

1. Do you drive to drop your child off at school? (Yes/No)
2. Where do you travel from?
3. Do you find it easy to park? Yes/ no
4. Excluding school drop off/ pick up – do you visit the village by car at any other time? (Yes/No)
5. In general, how long do you park for? (1 hour or less/up to 2 hours up to 3 hours, over 3 hours)
6. Would you be prepared to walk for 10 minutes or more for longer stay parking (Yes/No)
7. What is more important to you with parking – cost or convenience? (Cost/Convenience)
8. Would longer than 1 hour central parking encourage you to spend longer in the village? (Yes/No)
9. Do you have any further comments you would like to add?