

West Oxfordshire District Council – Mid-term strategy data report

18 January 2024 – 20 July 2024

Car Parking Capacity at Guildenford Car Park

Traffic counters were installed at the entrance and exit of the car park with a sensor counting when a car enters and leaves. The data shows that from 0000h to 0700h there is minimal usage with a maximum of 4% of spaces being occupied. From 0800h to 1500h the car park shows signs of use with Fridays, Saturdays and Sundays being the busier days. The busiest period recorded was between the hours of nine and ten on 16 June where nearly three quarters of all spaces were occupied. Occupancy rates decrease after 1400h with the data showing little to no usage at all. The data shows in the evening from 1800h to 2000h the car park is empty with exception of one Sunday in March with low usage.

The below charts show occupancy rates from 18 January to 20 July 2024 with a clear indication of 0900h to 1300h being the busiest times.

Guildenford Car Park Spaces:

- 161 Standard spaces
- 3 Disabled spaces
- 2 Parent and child spaces

Legend:

100% - 90% (dark green) All or most spaces free/car park is empty or virtually empty

89% - 60% (green) Many spaces free/car park is not busy

59% - 20% (yellow) Fewer spaces free/car park is busy

19% - 10% (orange) Even fewer spaces free/car park is busy

9% - 0% (red) Very few or no spaces free/car park is full or nearing capacity



Annex A

WODC Capacity				Time in (H)																								
Years (Date)	Months	Days (Date)	0	100	200	300	400	500	600	700	800	900	1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000	2100	2200	2300	Day of week	
2024	Mar	01-Mar	100%	100%	100%	100%	100%	100%	99%	99%	95%	89%	84%	69%	85%	97%	100%	100%	100%	100%	100%	100%	97%	99%	100%	100%	Fri	
2024	Mar	02-Mar	100%	100%	100%	100%	100%	100%	100%	99%	98%	87%	69%	69%	64%	91%	100%	100%	100%	100%	100%	100%	98%	100%	100%	100%	100%	Sat
2024	Mar	03-Mar	99%	100%	100%	100%	100%	100%	100%	99%	98%	90%	34%	63%	69%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	Sun
2024	Mar	04-Mar	100%	100%	100%	100%	100%	100%	100%	96%	97%	95%	80%	83%	80%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	Mon
2024	Mar	05-Mar	100%	100%	100%	100%	100%	100%	99%	98%	96%	86%	78%	92%	95%	95%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	Tue
2024	Mar	06-Mar	100%	100%	100%	100%	100%	100%	99%	100%	94%	86%	78%	75%	90%	100%	100%	100%	100%	100%	100%	100%	98%	99%	100%	100%	100%	Wed
2024	Mar	07-Mar	100%	100%	100%	100%	100%	100%	99%	99%	95%	96%	83%	71%	80%	100%	100%	100%	100%	100%	100%	100%	98%	99%	100%	100%	100%	Thu
2024	Mar	08-Mar	100%	100%	99%	100%	100%	100%	99%	97%	95%	83%	73%	74%	86%	100%	100%	100%	100%	100%	100%	100%	97%	100%	100%	100%	100%	Fri
2024	Mar	09-Mar	100%	100%	100%	100%	100%	100%	98%	100%	92%	86%	58%	68%	78%	78%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Sat
2024	Mar	10-Mar	100%	100%	100%	100%	100%	100%	100%	99%	99%	95%	45%	75%	76%	100%	100%	100%	100%	100%	100%	100%	100%	98%	100%	100%	100%	Sun
2024	Mar	11-Mar	100%	100%	100%	100%	100%	100%	100%	99%	98%	94%	95%	83%	73%	88%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	Mon
2024	Mar	12-Mar	100%	100%	99%	100%	100%	100%	99%	98%	98%	83%	86%	89%	98%	98%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Tue
2024	Mar	13-Mar	100%	100%	99%	100%	100%	100%	100%	97%	96%	83%	57%	83%	89%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Wed
2024	Mar	14-Mar	100%	100%	100%	100%	100%	100%	98%	99%	95%	87%	70%	80%	100%	100%	100%	100%	100%	100%	100%	100%	95%	98%	100%	100%	100%	Thu
2024	Mar	15-Mar	100%	100%	100%	100%	100%	100%	99%	98%	93%	89%	78%	80%	78%	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	Fri
2024	Mar	16-Mar	100%	100%	100%	100%	100%	100%	99%	96%	96%	80%	72%	51%	78%	94%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Sat
2024	Mar	17-Mar	100%	100%	100%	100%	100%	100%	100%	98%	99%	89%	38%	72%	70%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	Sun
2024	Mar	18-Mar	100%	99%	100%	100%	100%	100%	99%	96%	99%	88%	84%	81%	80%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Mon
2024	Mar	19-Mar	100%	100%	100%	100%	100%	100%	99%	99%	90%	75%	70%	77%	89%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Tue
2024	Mar	20-Mar	100%	100%	100%	100%	100%	100%	99%	99%	95%	82%	64%	82%	81%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Wed
2024	Mar	21-Mar	100%	100%	99%	100%	100%	100%	99%	100%	97%	94%	80%	66%	86%	100%	100%	100%	100%	100%	100%	97%	98%	100%	100%	100%	100%	Thu
2024	Mar	22-Mar	100%	100%	100%	100%	100%	100%	99%	99%	95%	90%	61%	84%	83%	78%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Fri
2024	Mar	23-Mar	100%	100%	99%	100%	100%	100%	99%	100%	96%	86%	75%	60%	78%	80%	94%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Sat
2024	Mar	24-Mar	100%	100%	100%	100%	100%	99%	99%	100%	96%	94%	39%	64%	83%	99%	98%	100%	100%	100%	100%	100%	85%	99%	100%	100%	100%	Sun
2024	Mar	25-Mar	100%	100%	100%	100%	100%	100%	99%	99%	93%	91%	70%	82%	98%	96%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	Mon
2024	Mar	26-Mar	100%	100%	100%	100%	100%	100%	99%	100%	93%	81%	74%	80%	90%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	Tue
2024	Mar	27-Mar	100%	100%	100%	100%	100%	100%	99%	98%	96%	89%	87%	80%	81%	96%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Wed
2024	Mar	28-Mar	100%	100%	100%	100%	100%	100%	98%	100%	84%	77%	80%	100%	89%	94%	100%	100%	100%	100%	100%	96%	99%	100%	100%	100%	100%	Thu
2024	Mar	29-Mar	100%	100%	100%	100%	100%	100%	99%	100%	95%	81%	42%	56%	100%	100%	89%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Fri
2024	Mar	30-Mar	99%	100%	100%	100%	100%	100%	99%	99%	98%	75%	55%	72%	90%	76%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	Sat
2024	Mar	31-Mar	100%	100%	100%	100%	100%	99%	100%	99%	94%	51%	52%	70%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Sun
2024	Apr	01-Apr	100%	100%	100%	100%	100%	100%	100%	99%	95%	93%	64%	57%	67%	86%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Mon
2024	Apr	02-Apr	100%	100%	100%	100%	100%	99%	99%	99%	89%	72%	70%	67%	100%	98%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Tue
2024	Apr	03-Apr	100%	100%	100%	100%	100%	99%	99%	98%	86%	82%	69%	82%	90%	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	Wed
2024	Apr	04-Apr	100%	100%	100%	100%	100%	99%	100%	98%	93%	68%	69%	80%	95%	98%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Thu
2024	Apr	05-Apr	100%	100%	100%	100%	100%	99%	99%	95%	84%	69%	80%	76%	90%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Fri
2024	Apr	06-Apr	100%	100%	100%	100%	100%	99%	100%	94%	84%	52%	63%	84%	82%	93%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Sat
2024	Apr	07-Apr	100%	100%	100%	100%	99%	99%	100%	98%	85%	44%	61%	86%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	Sun
2024	Apr	08-Apr	100%	100%	100%	100%	100%	99%	100%	98%	89%	74%	66%	87%	98%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Mon
2024	Apr	09-Apr	100%	100%	100%	100%	100%	99%	99%	98%	94%	78%	78%	86%	92%	98%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Tue
2024	Apr	10-Apr	100%	100%	100%	100%	99%	100%	100%	97%	85%	75%	82%	95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	Wed
2024	Apr	11-Apr	100%	100%	100%	100%	100%	99%	100%	98%	89%	67%	80%	76%	96%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Thu
2024	Apr	12-Apr	100%	100%	100%	100%	100%	99%	100%	96%	90%	69%	68%	81%	98%	100%	100%	100%	100%	100%	100%	98%	100%	100%	100%	100%	100%	Fri
2024	Apr	13-Apr	100%	100%	100%	100%	100%	99%	97%	96%	81%	76%	70%	64%	85%	100%	100%	100%	100%	100%	100%	100%	100%	100%	98%	100%	100%	Sat
2024	Apr	14-Apr	100%	100%	100%	100%	100%	99%	100%	96%	92%	48%	54%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Sun
2024	Apr	15-Apr	100%	100%	100%	100%	100%	99%	98%	97%	93%	81%	74%	89%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	Mon
2024	Apr	16-Apr	100%	100%	100%	100%	100%	99%	99%	93%	87%	72%	73%	81%	100%	100%	100%	100%</										



Annex A

WODC Capacity				Time in (H)																									
Years (Date)	Months (-)	Days (Date)	0	100	200	300	400	500	600	700	800	900	1000	1100	1200	1300	1400	1500	1600	1700	1800	1900	2000	2100	2200	2300	Day of week		
2024	Jul	01-Jul	100%	100%	100%	100%	100%	100%	98%	95%	81%	64%	74%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Mon	
2024	Jul	02-Jul	100%	99%	100%	100%	100%	100%	99%	93%	70%	64%	57%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Tue	
2024	Jul	03-Jul	100%	99%	100%	100%	99%	100%	98%	95%	86%	74%	70%	80%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Wed	
2024	Jul	04-Jul	100%	100%	100%	100%	99%	98%	97%	94%	80%	69%	73%	81%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	Thu	
2024	Jul	05-Jul	100%	100%	100%	100%	100%	99%	99%	95%	87%	62%	75%	86%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	Fri	
2024	Jul	06-Jul	100%	99%	100%	100%	99%	100%	99%	98%	89%	77%	63%	75%	85%	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	Sat	
2024	Jul	07-Jul	100%	100%	100%	100%	100%	99%	100%	99%	88%	51%	63%	67%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Sun	
2024	Jul	08-Jul	100%	100%	100%	100%	98%	100%	98%	92%	83%	66%	72%	89%	86%	97%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Mon	
2024	Jul	09-Jul	100%	100%	100%	100%	100%	99%	97%	89%	75%	61%	77%	86%	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	Tue	
2024	Jul	10-Jul	100%	100%	100%	100%	100%	99%	98%	93%	89%	63%	64%	81%	94%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Wed	
2024	Jul	11-Jul	100%	100%	100%	99%	100%	100%	98%	84%	70%	54%	63%	79%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	Thu	
2024	Jul	12-Jul	100%	100%	100%	100%	100%	99%	99%	94%	85%	63%	55%	75%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Fri	
2024	Jul	13-Jul	100%	100%	100%	100%	100%	99%	100%	95%	81%	54%	50%	69%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Sat	
2024	Jul	14-Jul	100%	100%	100%	100%	100%	99%	99%	99%	79%	34%	61%	95%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Sun	
2024	Jul	15-Jul	100%	100%	100%	99%	100%	99%	98%	93%	86%	69%	79%	88%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Mon	
2024	Jul	16-Jul	100%	100%	100%	100%	99%	100%	98%	92%	80%	63%	72%	81%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Tue	
2024	Jul	17-Jul	100%	100%	100%	100%	100%	99%	98%	95%	84%	55%	71%	85%	100%	100%	100%	100%	100%	100%	93%	100%	100%	100%	100%	100%	100%	Wed	
2024	Jul	18-Jul	100%	100%	100%	100%	100%	99%	99%	93%	84%	61%	77%	83%	100%	99%	100%	100%	100%	100%	96%	100%	100%	100%	100%	100%	100%	Thu	
2024	Jul	19-Jul	100%	100%	100%	100%	100%	100%	98%	92%	77%	78%	79%	84%	92%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	Fri
2024	Jul	20-Jul	100%	100%	100%	99%	99%	100%	100%	95%	85%	73%	77%	69%	100%	90%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Sat	
2024	Jul	21-Jul	100%	100%	99%	100%	99%	100%	97%	94%	89%	49%	61%	74%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Sun	
2024	Jul	22-Jul	100%	100%	100%	100%	100%	100%	99%	86%	93%	73%	59%	81%	100%	89%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Mon
2024	Jul	23-Jul	100%	100%	100%	100%	99%	98%	100%	85%	71%	70%	75%	83%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Tue
2024	Jul	24-Jul	100%	100%	100%	100%	100%	100%	98%	97%	87%	73%	65%	69%	89%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Wed
2024	Jul	25-Jul	100%	99%	100%	100%	100%	99%	100%	95%	86%	67%	73%	75%	93%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Thu
2024	Jul	26-Jul	100%	100%	100%	100%	100%	99%	98%	95%	80%	67%	64%	80%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Fri
2024	Jul	27-Jul	100%	100%	100%	100%	99%	100%	97%	99%	80%	65%	69%	81%	81%	90%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	Sat
2024	Jul	28-Jul	100%	100%	100%	100%	99%	100%	99%	96%	81%	43%	73%	82%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	Sun	

### Car Parking Capacity at Hensington Rd Car Park

Capacity levels at Hensington Road car park in Woodstock are being obtained manually. A member of staff is obtaining the data by walking the car park and counting the number of occupied spaces. This car park is not suitable for an automatic counter due to the layout.

The observations of the car park are carried out over two consecutive weeks on a Monday, Wednesday, Thursday, Friday, and Saturday. This is followed by two weeks of no data being gathered and the process is repeated.

The first week is an early shift, with 5 sets of counts. Walk arounds are at regular intervals between 8am and 3.30pm. The second week is a later shift, with 5 sets of counts between 12.30pm and 8pm.

The number of occupied standard bays are counted along with occupancy of disabled and electric vehicle charging bays.

The Summit at Blenheim Palace from July 17-19, 2024, has led to road closures and increased police presence, affecting our survey on Hensington Road, Woodstock.

#### Hensington Road Car Park Spaces:

- 101 Standard spaces
- 4 Disabled spaces
- 12 Electrical vehicle charging bays

The available data shows that the car park has higher occupancy rates during the morning and early afternoon hours, especially on weekdays. The usage decreases significantly in the late afternoon and evening. Overall, Saturdays show higher percentages of occupied spaces throughout the day. There is also an apparent seasonal trend with lower occupancy in July.

Annex A

Legend:

- 100% - 90% (dark green) All or most spaces free/car park is empty or virtually empty
- 89% - 60% (green) Many spaces free/car park is not busy
- 59% - 20% (yellow) Fewer spaces free/car park is busy
- 19% - 10% (orange) Even fewer spaces free/car park is busy
- 9% - 0% (red) Very few or no spaces free/car park is full or nearing capacity

Percentage of Capacity Available		Times									Day of week
Years (Date)	Days (Date)	08:00am - 08:45am	10:15am - 11:00am	11:15am - 12:00pm	12:30pm - 01:15pm	02:45pm - 03:30pm	03:45pm - 04:30pm	05:00pm - 05:45pm	07:15pm - 08:00pm		
2024	19-Feb	N/A	N/A	21.37%	12.82%	16.24%	N/A	N/A	N/A	N/A	Mon
2024	21-Feb	44.44%	11.97%	11.97%	11.11%	22.22%	N/A	N/A	N/A	N/A	Wed
2024	22-Feb	41.03%	13.68%	12.82%	10.26%	17.09%	N/A	N/A	N/A	N/A	Thu
2024	23-Feb	37.61%	7.69%	7.69%	10.26%	22.22%	N/A	N/A	N/A	N/A	Fri
2024	24-Feb	57.26%	11.97%	10.26%	7.69%	7.69%	N/A	N/A	N/A	N/A	Sat
2024	26-Feb	N/A	N/A	N/A	17.95%	15.38%	40.17%	64.96%	64.96%	N/A	Mon
2024	28-Feb	N/A	N/A	N/A	12.82%	15.38%	42.74%	37.61%	41.88%	N/A	Wed
2024	29-Feb	N/A	N/A	N/A	11.11%	10.26%	37.61%	44.44%	47.01%	N/A	Thu
2024	01-Mar	N/A	N/A	N/A	11.97%	16.24%	48.72%	56.41%	59.83%	N/A	Fri
2024	02-Mar	N/A	N/A	N/A	11.11%	10.26%	18.80%	29.91%	49.57%	N/A	Sat
2024	18-Mar	37.61%	11.11%	12.82%	10.26%	20.51%	N/A	N/A	N/A	N/A	Mon
2024	20-Mar	46.15%	28.21%	11.11%	11.11%	7.69%	N/A	N/A	N/A	N/A	Wed
2024	21-Mar	47.86%	11.11%	11.97%	11.97%	11.97%	N/A	N/A	N/A	N/A	Thu
2024	22-Mar	38.46%	12.82%	11.97%	11.11%	17.09%	N/A	N/A	N/A	N/A	Fri
2024	23-Mar	57.26%	19.66%	20.51%	13.68%	15.38%	N/A	N/A	N/A	N/A	Sat
2024	25-Mar	N/A	N/A	N/A	14.53%	14.53%	23.93%	35.04%	58.12%	N/A	Mon
2024	27-Mar	N/A	N/A	N/A	23.08%	25.64%	35.90%	48.72%	72.85%	N/A	Wed
2024	28-Mar	N/A	N/A	N/A	14.53%	20.51%	35.90%	52.14%	61.54%	N/A	Thu
2024	30-Mar	N/A	N/A	N/A	10.26%	10.26%	11.97%	47.86%	70.99%	N/A	Sat
2024	15-Apr	60.68%	22.22%	14.53%	10.26%	26.50%	N/A	N/A	N/A	N/A	Mon
2024	17-Apr	57.26%	11.11%	10.26%	10.26%	15.38%	N/A	N/A	N/A	N/A	Wed
2024	18-Apr	58.12%	13.68%	11.97%	10.26%	16.24%	N/A	N/A	N/A	N/A	Thu
2024	19-Apr	58.12%	13.68%	14.53%	10.26%	22.22%	N/A	N/A	N/A	N/A	Fri
2024	20-Apr	61.54%	12.82%	9.40%	7.69%	13.68%	N/A	N/A	N/A	N/A	Sat
2024	22-Apr	N/A	N/A	N/A	18.80%	20.51%	27.35%	57.26%	68.38%	N/A	Mon
2024	24-Apr	N/A	N/A	N/A	13.68%	14.53%	29.91%	33.33%	50.43%	N/A	Wed
2024	25-Apr	N/A	N/A	N/A	17.09%	17.09%	35.90%	51.28%	59.83%	N/A	Thu
2024	26-Apr	N/A	N/A	N/A	11.11%	22.22%	25.64%	30.77%	41.03%	N/A	Fri
2024	27-Apr	N/A	N/A	N/A	13.68%	8.55%	19.66%	40.17%	47.86%	N/A	Sat
2024	13-May	49.57%	10.26%	10.26%	13.68%	14.53%	N/A	N/A	N/A	N/A	Mon
2024	15-May	47.86%	12.82%	12.82%	11.97%	15.38%	N/A	N/A	N/A	N/A	Wed
2024	16-May	51.28%	12.82%	11.97%	17.09%	23.08%	N/A	N/A	N/A	N/A	Thu
2024	17-May	47.86%	15.38%	12.82%	7.69%	22.22%	N/A	N/A	N/A	N/A	Fri
2024	18-May	57.26%	25.64%	20.51%	11.97%	19.66%	N/A	N/A	N/A	N/A	Sat
2024	20-May	N/A	N/A	N/A	12.82%	17.09%	27.35%	52.14%	65.81%	N/A	Mon
2024	22-May	N/A	N/A	N/A	11.97%	17.95%	29.06%	44.44%	57.26%	N/A	Wed
2024	23-May	N/A	N/A	N/A	9.40%	14.53%	19.66%	56.41%	58.12%	N/A	Thu
2024	24-May	N/A	N/A	N/A	13.68%	16.24%	25.64%	47.86%	63.25%	N/A	Fri
2024	25-May	N/A	N/A	N/A	11.11%	13.68%	13.68%	49.57%	57.26%	N/A	Sat
2024	10-Jun	61.54%	11.11%	11.11%	9.40%	17.95%	N/A	N/A	N/A	N/A	Mon
2024	12-Jun	40.17%	11.11%	12.82%	13.68%	21.37%	N/A	N/A	N/A	N/A	Wed
2024	13-Jun	50.43%	13.68%	15.38%	13.68%	10.26%	N/A	N/A	N/A	N/A	Thu
2024	14-Jun	59.83%	12.82%	13.68%	16.24%	17.95%	N/A	N/A	N/A	N/A	Fri
2024	15-Jun	47.86%	18.80%	17.09%	21.37%	9.40%	N/A	N/A	N/A	N/A	Sat
2024	17-Jun	N/A	N/A	N/A	12.82%	26.50%	29.91%	40.17%	59.83%	N/A	Mon
2024	18-Jun	N/A	N/A	N/A	15.38%	22.22%	34.19%	47.01%	59.83%	N/A	Tue
2024	21-Jun	N/A	N/A	N/A	18.80%	18.80%	32.48%	44.44%	47.86%	N/A	Fri
2024	22-Jun	N/A	N/A	N/A	11.11%	9.40%	11.97%	42.74%	56.41%	N/A	Sat
2024	08-Jul	54.70%	12.82%	13.68%	11.97%	15.38%	N/A	N/A	N/A	N/A	Mon
2024	10-Jul	47.86%	13.68%	13.68%	14.53%	20.51%	N/A	N/A	N/A	N/A	Wed
2024	11-Jul	51.28%	14.53%	7.69%	10.26%	17.09%	N/A	N/A	N/A	N/A	Thu
2024	12-Jul	56.41%	14.53%	11.97%	14.53%	16.24%	N/A	N/A	N/A	N/A	Fri
2024	13-Jul	70.09%	27.35%	20.51%	11.11%	7.69%	N/A	N/A	N/A	N/A	Sat
2024	15-Jul	N/A	N/A	N/A	11.97%	29.91%	37.61%	44.44%	67.52%	N/A	Mon
2024	18-Jul	N/A	N/A	N/A	43.59%	47.01%	53.85%	64.10%	74.36%	N/A	Thu
2024	19-Jul	N/A	N/A	N/A	24.79%	31.62%	36.75%	47.86%	47.01%	N/A	Fri
2024	20-Jul	N/A	N/A	N/A	13.68%	26.50%	16.24%	25.64%	33.33%	N/A	Sat

**Parking Survey 15 Jan – 26 Feb. 421 Responses.**

**Which car park are you telling us about today?**

Total Respondents:

Guildenford Car Park: **187**

Hensington Road: **205**

Percentage Distribution:

Guildenford Car Park: **47.7%**

Hensington Road: **52.3%**

**Are you responding as a Business Owner or Resident?**

Total Respondents:

Guildenford Car Park: **Business owner/operator (19) + Resident (168) = 187**

Hensington Road: **Business owner/operator (16) + Resident (189) = 205**

For Guildenford Car Park:

Approximately **10.2%** of respondents are business owner/operators.

Approximately **89.8%** of respondents are residents.

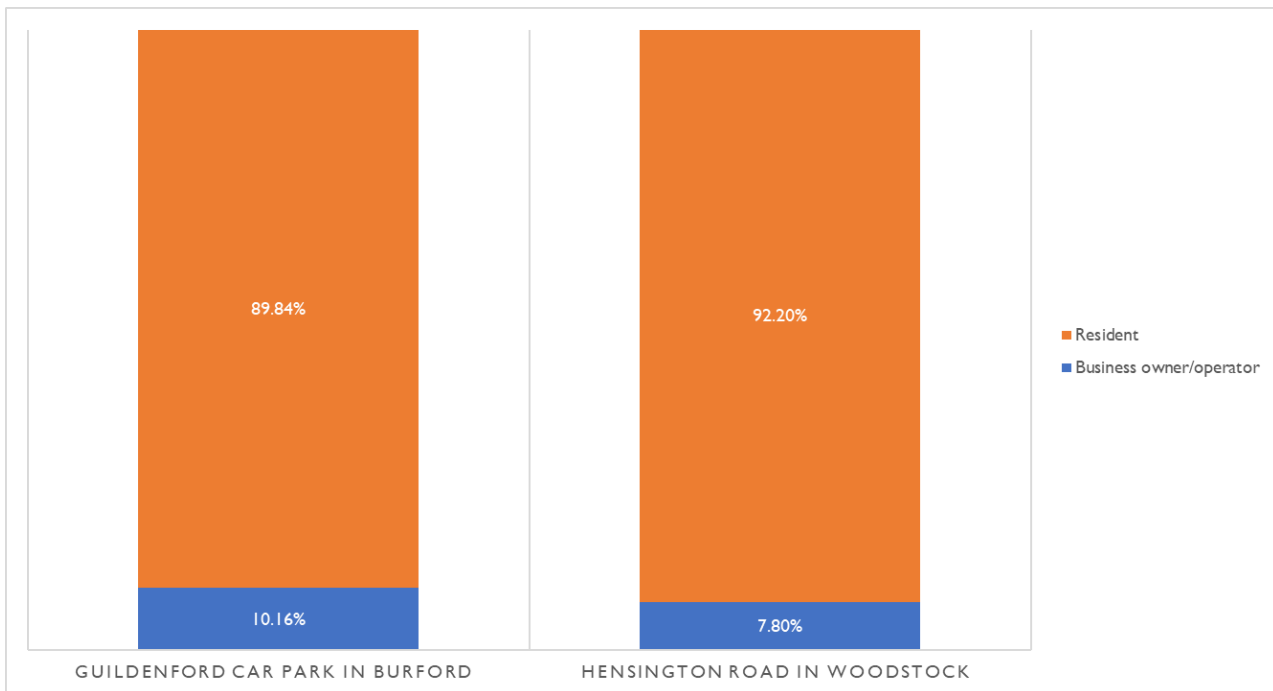
For Hensington Road:

Approximately **7.8%** of respondents are business owner/operators.

Approximately **92.2%** of respondents are residents.



## Annex A



### What is the purpose of your stay?

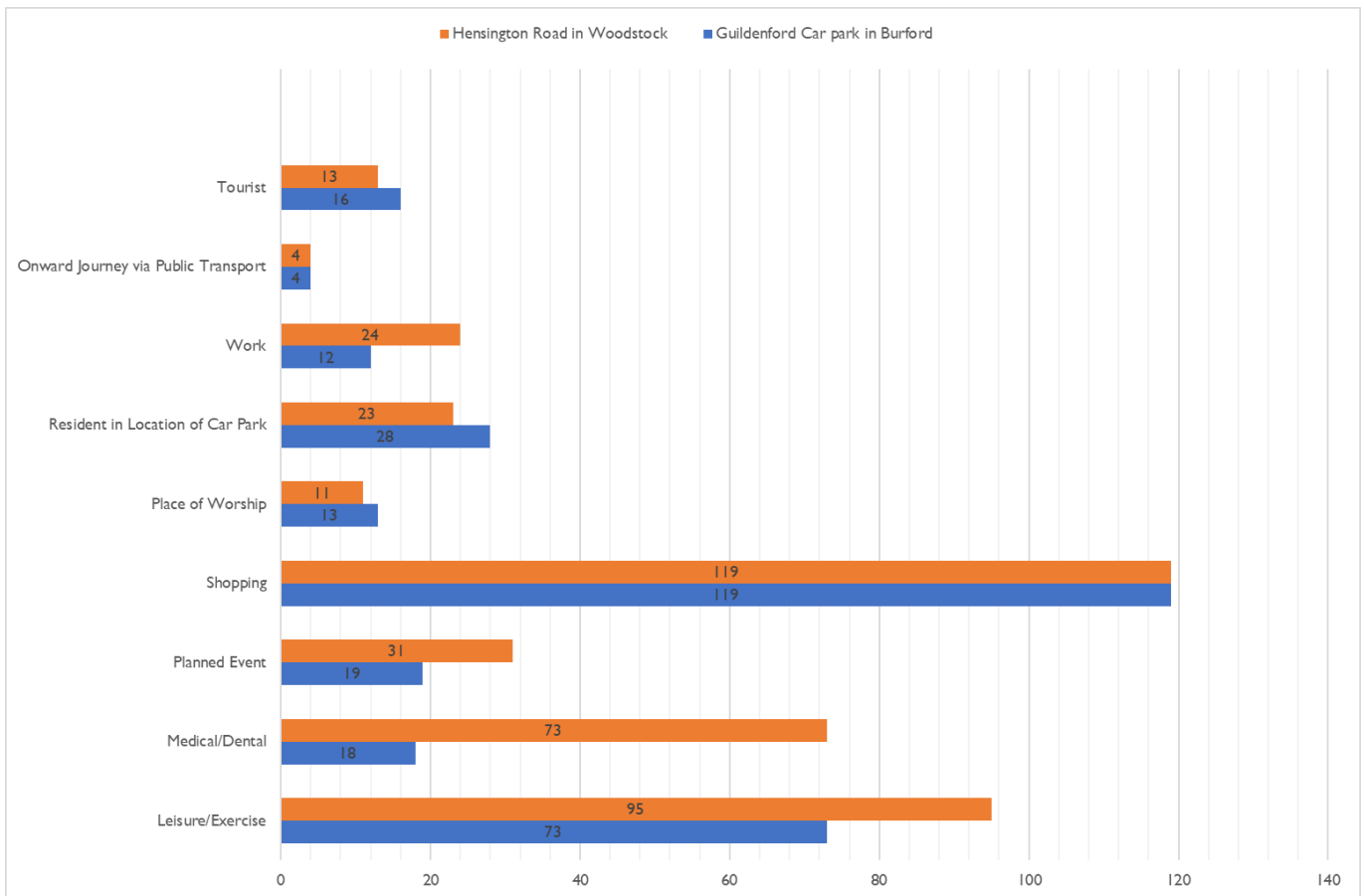
#### **Guildenford Car Park in Burford:**

Leisure/Exercise: 73 (21.16%)  
Medical/Dental: 18 (5.21%)  
Planned Event: 19 (5.50%)  
Shopping: 119 (34.47%)  
Place of Worship: 13 (3.77%)  
Resident in Location: 28 (8.12%)  
Work: 12 (3.47%)  
Onward Journey via Public Transport: 4 (1.16%)  
Tourist: 16 (4.63%)

#### **Hensington Road in Woodstock:**

Leisure/Exercise: 95 (27.52%)  
Medical/Dental: 73 (21.16%)  
Planned Event: 31 (8.98%)  
Shopping: 119 (34.47%)  
Place of Worship: 11 (3.18%)  
Resident in Location: 23 (6.67%)  
Work: 24 (6.96%)  
Onward Journey via Public Transport: 4 (1.16%)  
Tourist: 13 (3.77%)

## Annex A



The data reveals that parking at both Guildenford Car Park in Burford and Hensington Road in Woodstock is primarily driven by shopping, which makes up approximately one-third of the responses for each location. Following closely behind, leisure and exercise activities are also prevalent reasons for parking, comprising of over one-fifth of the responses. However, there are some differences between the two locations; while Burford sees a higher proportion of residents parking in the area, Woodstock witnesses more parking for medical and dental appointments, suggesting a greater reliance on parking for local healthcare services. Additionally, parking for work-related purposes is slightly more common in Woodstock compared to Burford. Overall, the data emphasises the significance of parking need to support commercial activities, recreational pursuits, and access to essential services in both locations.

### What is your normal travel distance to this car park?

#### **Guildenford Car Park in Burford:**

Less than 2 miles: 37 (22.6%)

2-5 miles: 72 (43.9%)

5-10 miles: 50 (30.5%)

10+ miles: 4 (6.1%)

#### **Hensington Road in Woodstock:**

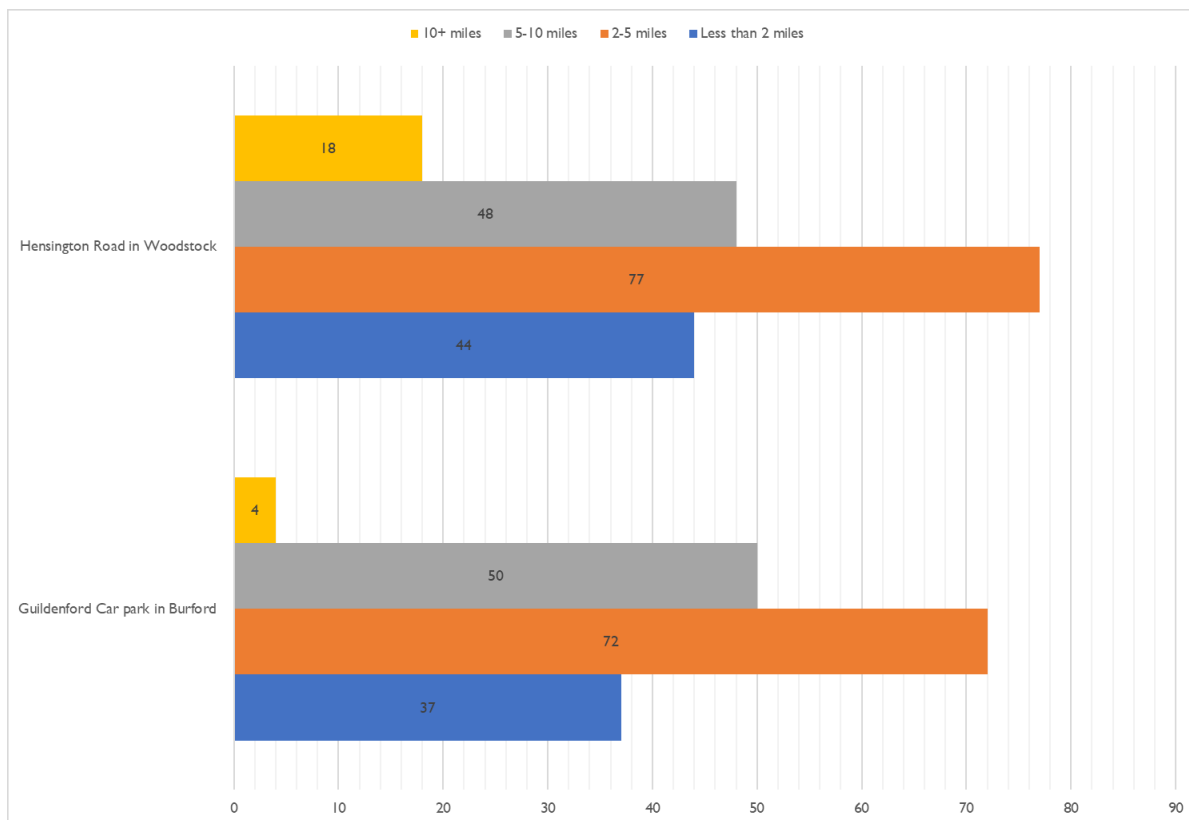
Less than 2 miles: 44 (19.1%)

2-5 miles: 77 (33.3%)

5-10 miles: 48 (20.8%)

10+ miles: 18 (16.8%)

## Annex A



The analysis of distance distribution reveals that most respondents for both Guildenford Car Park in Burford and Hensington Road in Woodstock travelled distances between 2 to 5 miles. However, while Guildenford Car Park mostly attracted respondents from closer distances (less than 2 miles), Hensington Road had a notable proportion of visitors traveling from farther away (10+ miles).

### How long do you normally park at this car park?

#### **Guildenford Car Park in Burford:**

All day: 6 (3.0%)

Overnight: 2 (1.0%)

Up to 1 hour: 13 (6.5%)

Up to 2 hours: 61 (30.5%)

#### **Hensington Road in Woodstock:**

All day: 17 (7.4%)

Overnight: 4 (1.7%)

Up to 1 hour: 21 (9.1%)

Up to 2 hours: 71 (30.8%)

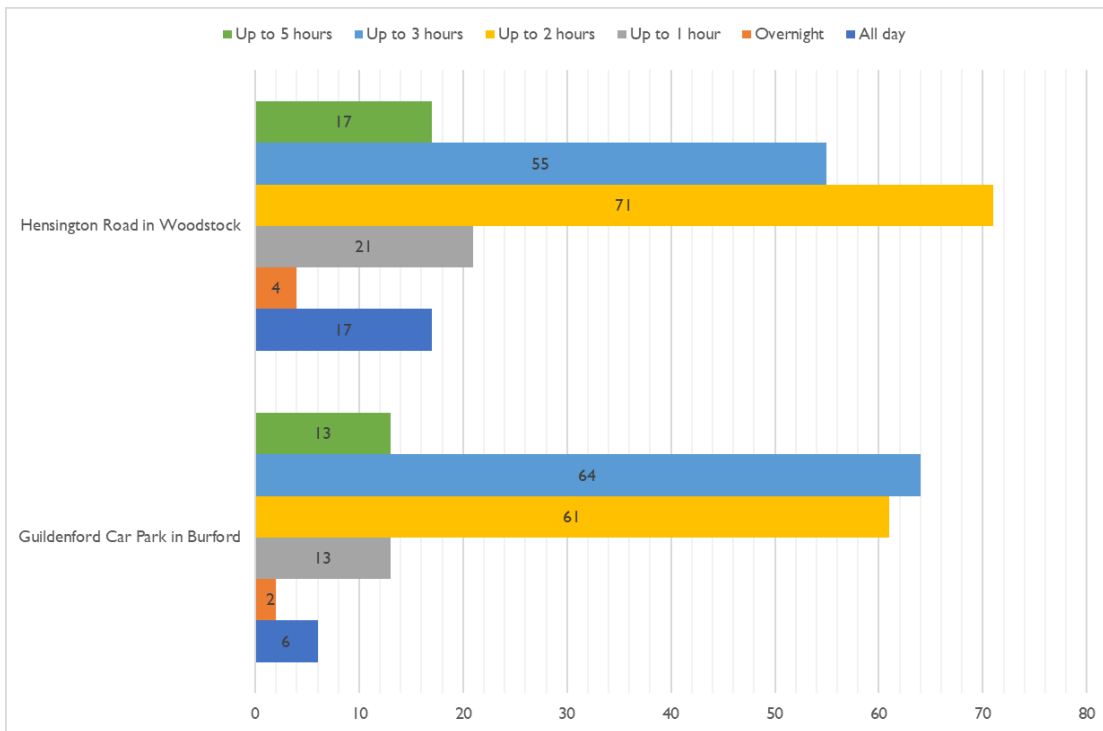
## Annex A

Up to 3 hours: 64 (32.0%)

Up to 5 hours: 13 (6.5%)

Up to 3 hours: 55 (23.8%)

Up to 5 hours: 17 (7.4%)



The most common parking durations are between 2 to 3 hours, constituting approximately one-third of the responses. However, Hensington Road shows a higher preference for all-day parking compared to Guildenford Car Park, with 7.4% of respondents choosing this option, while overnight parking is minimal for both locations.

### How often do you normally visit this car park?

#### **Guildenford Car Park in Burford:**

Less than once a month: 35 (37.2%)

More than once a week: 22 (23.4%)

Once a month: 55 (58.5%)

Once a week: 46 (48.9%)

#### **Hensington Road in Woodstock:**

Less than once a month: 33 (21.4%)

More than once a week: 35 (22.7%)

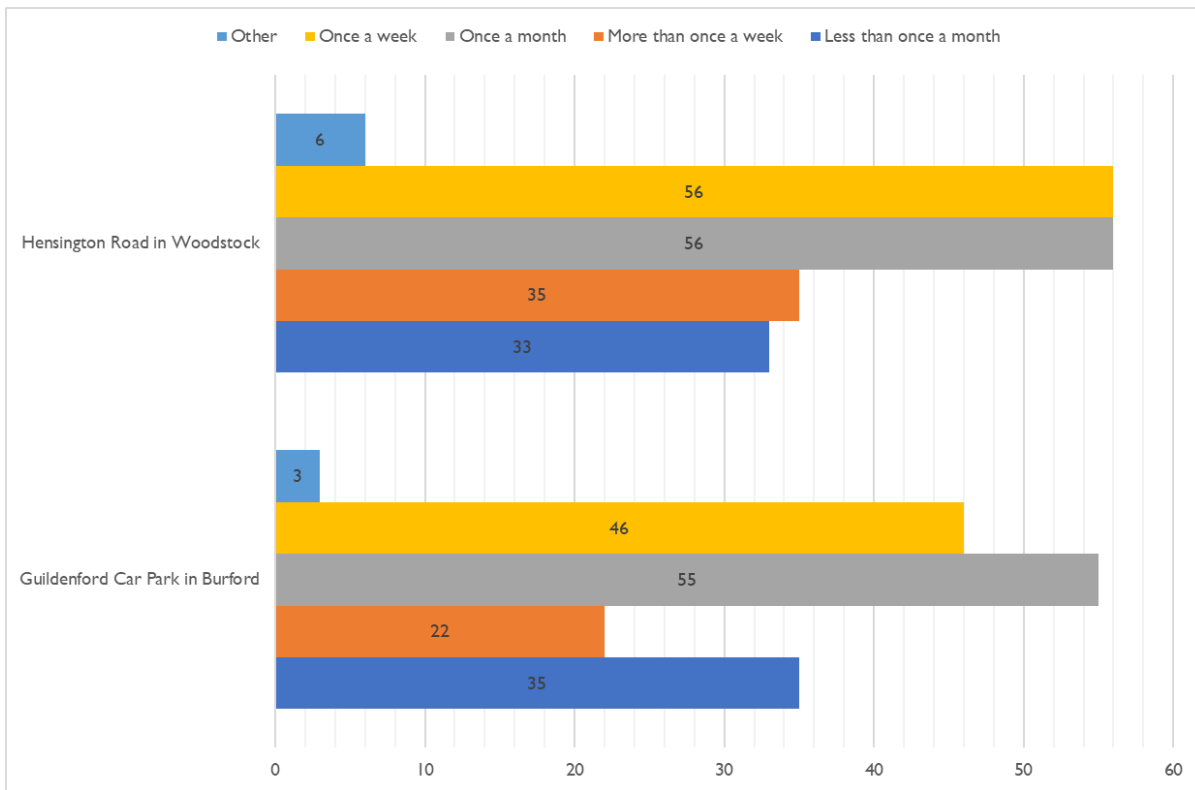
Once a month: 56 (36.4%)

Once a week: 56 (36.4%)

Annex A

Other: 3 (3.2%)

Other: 6 (3.9%)



The most common visit frequencies are once a month and once a week, constituting over half of the responses. Interestingly, while the distribution of visit frequencies is similar between the two car parks, Hensington Road exhibits a slightly higher proportion of respondents visiting once a month compared to Guildenford Car Park.

**Could anything about the car park be improved?**

**Number of available spaces:**

Guildenford Car park in Burford: 90 (22.97% of total)

Hensington Road in Woodstock: 155 (39.59% of total)

**Ease to manoeuvre car park:**

## Annex A

Guildenford Car park in Burford: 37 (9.45% of total)

Hensington Road in Woodstock: 41 (10.48% of total)

### **Visibility of the bay markings/line painting:**

Guildenford Car park in Burford: 40 (10.23% of total)

Hensington Road in Woodstock: 32 (8.18% of total)

### **Car park surface:**

Guildenford Car park in Burford: 32 (8.18% of total)

Hensington Road in Woodstock: 19 (4.86% of total)

### **Pedestrian Access:**

Guildenford Car park in Burford: 39 (9.96% of total)

Hensington Road in Woodstock: 12 (3.07% of total)

### **Conditions of trees and plants:**

Guildenford Car park in Burford: 10 (2.56% of total)

Hensington Road in Woodstock: 11 (2.82% of total)

### **Lighting:**

Guildenford Car park in Burford: 22 (5.63% of total)

Hensington Road in Woodstock: 20 (5.11% of total)

### **Number of Electrical Vehicle Charging points:**

Guildenford Car park in Burford: 29 (7.42% of total)

Hensington Road in Woodstock: 8 (2.05% of total)

### **Number of available disabled bays:**

Guildenford Car park in Burford: 7 (1.79% of total)

Hensington Road in Woodstock: 13 (3.32% of total)

### **Number of parent and child bays:**

Guildenford Car park in Burford: 12 (3.07% of total)

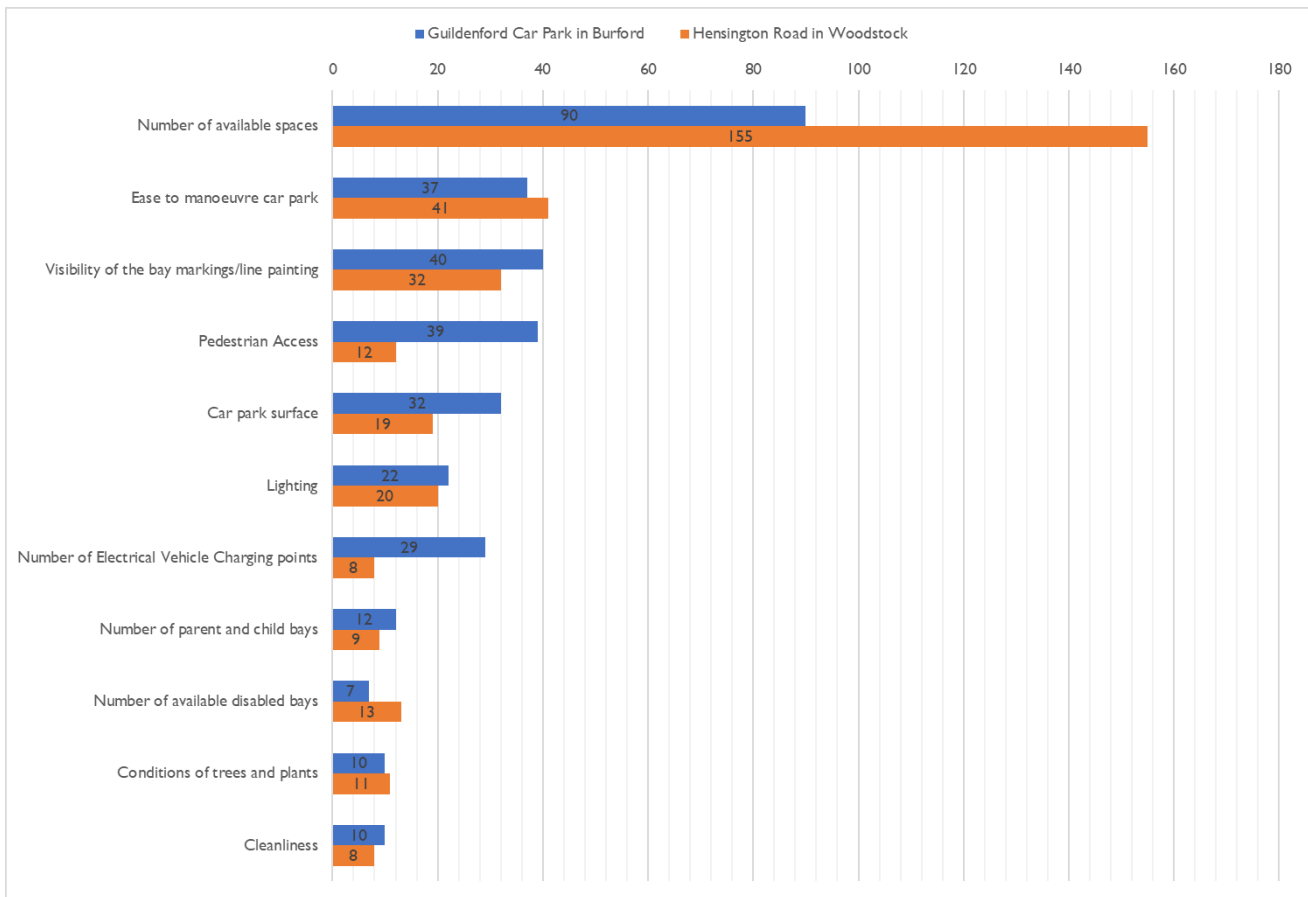
Hensington Road in Woodstock: 9 (2.30% of total)

### **Cleanliness:**

Guildenford Car park in Burford: 10 (2.56% of total)

Hensington Road in Woodstock: 8 (2.05% of total)

## Annex A



The analysis of the car park feedback across Guildenford Car park in Burford and Hensington Road in Woodstock reveals that the most prominent concern, comprising approximately 39.59% of the total responses, is the availability of parking spaces, with a significant difference between the two locations. Additionally, factors such as ease of manoeuvrability and visibility of bay markings constitute other substantial considerations, with percentages varying slightly between the two car parks.

### **Do you feel there is sufficient parking in West Oxfordshire District?**

The analysis from 204 Responses in free text:

#### **Guildenford Car park in Burford:**

The analysis of respondents' answers to the question "Do you feel there is sufficient parking in West Oxfordshire District?" indicates that opinions are divided, with approximately 44.28% of respondents expressing dissatisfaction with the current parking situation, citing issues such as overcrowding, especially during peak tourist seasons, and concerns about future inadequacies due to increasing housing developments. Conversely, about 55.72% of respondents believe that there is currently sufficient parking, particularly appreciating the free parking policy and acknowledging the benefits it brings to local businesses and tourism.

#### **Hensington Road in Woodstock:**

In summary, the responses indicate a widespread dissatisfaction with the parking situation in Hensington Road, Woodstock. Most respondents highlighted issues such as overcrowding, lack of availability, and inconvenience due to factors like electric vehicle charging points and residential displacement. Many expressed frustrations with the difficulty of finding parking, particularly during busy periods and for those who work or visit Woodstock regularly. Suggestions for improvement included increasing the number of parking spaces, reducing the number of electric charging points, and implementing time limits to prevent all-day parking. Overall, there is a clear consensus among respondents that more needs to be done to address the parking challenges in Woodstock.

**Do you research car parking online?**

**Guilford Car Park in Burford:**

Never tried: 27 (16.5%)

No: 68 (41.5%)

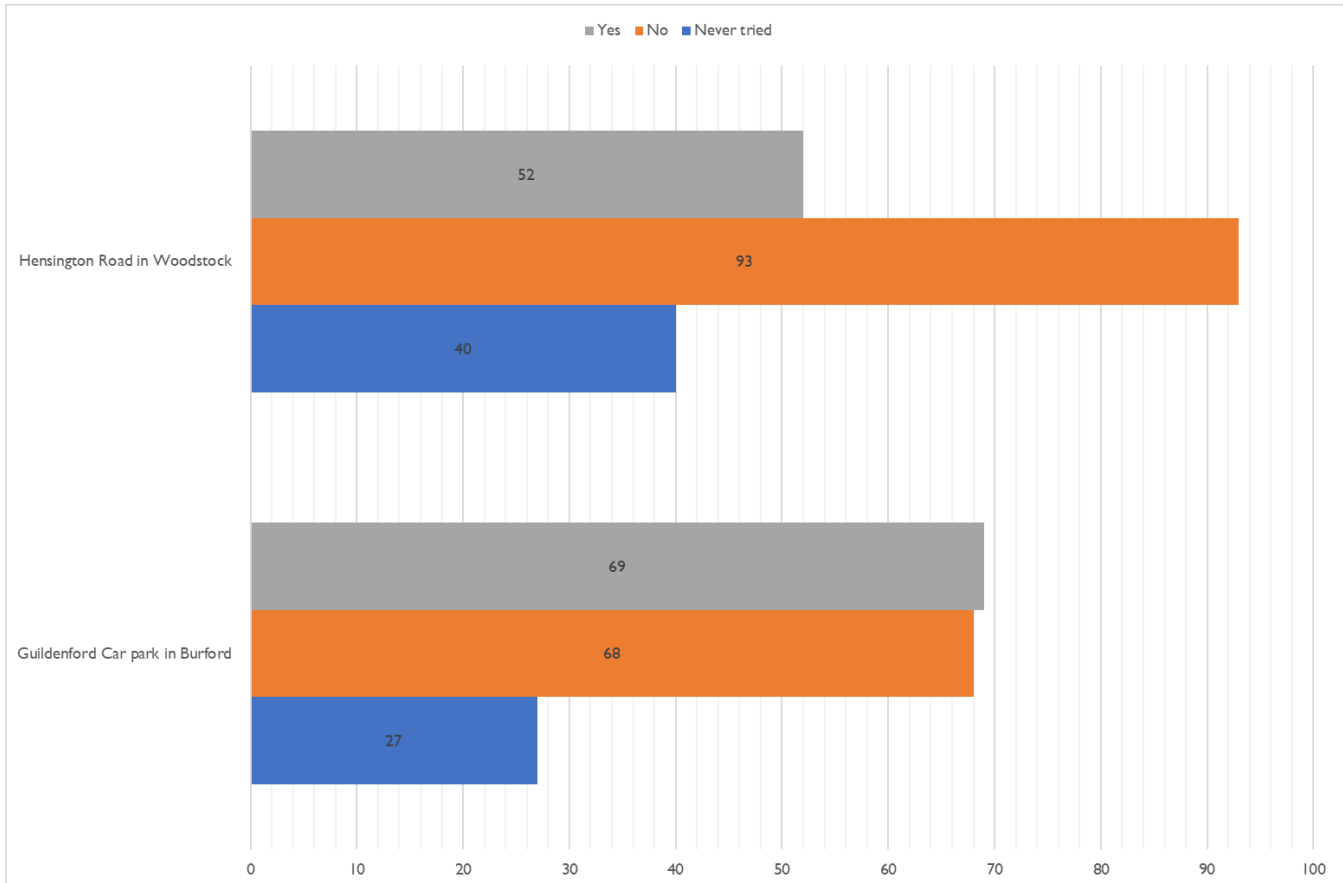
Yes: 69 (42.2%)

**Hensington Road in Woodstock:**

Never tried: 40 (21.6%)

No: 93 (50.3%)

Yes: 52 (28.1%)



The data shows respondents' online car parking research habits for Guilford Car Park in Burford and Hensington Road in Woodstock. For Guilford, 16.5% never tried, 41.5% said no, and 42.1% said yes. For Hensington Road, 21.6% never tried, 50.3% said no, and 28.1% said yes. There is a higher inclination for online research for Hensington Road compared to Guilford Car Park.

**Do you have any suggestions for improvements to the Councils website for parking?**

The analysis from 53 Responses in free text:

**Guilford Car park in Burford:**

Respondents expressed various concerns and suggestions regarding car parking facilities. They advocated for promoting alternatives to car travel, such as displaying bus timetables in the car park. Lack of awareness about existing facilities were raised. Consistency in parking regulations and better communication of parking information, including location, tariffs, and designated spaces, were suggested for improvement. Safety concerns regarding footpaths and access were highlighted, along with the need to consider the rural nature of the community and limited public transport options. Additionally, respondents called for information on free parking areas and residential parking options to address parking pressure on streets. Finally, the inadequacy of available parking spaces, especially in Burford, was emphasised, with residents often unable to park due to tourists and visitors occupying spaces.



### Hensington Road in Woodstock:

Many expressed dissatisfactions with the inconsistency and inconvenience of using parking apps, preferring a more straightforward payment method. Suggestions included providing clearer information about maximum parking durations. The reference to charges applies to parking on the roads and not in the car park which is free to use.

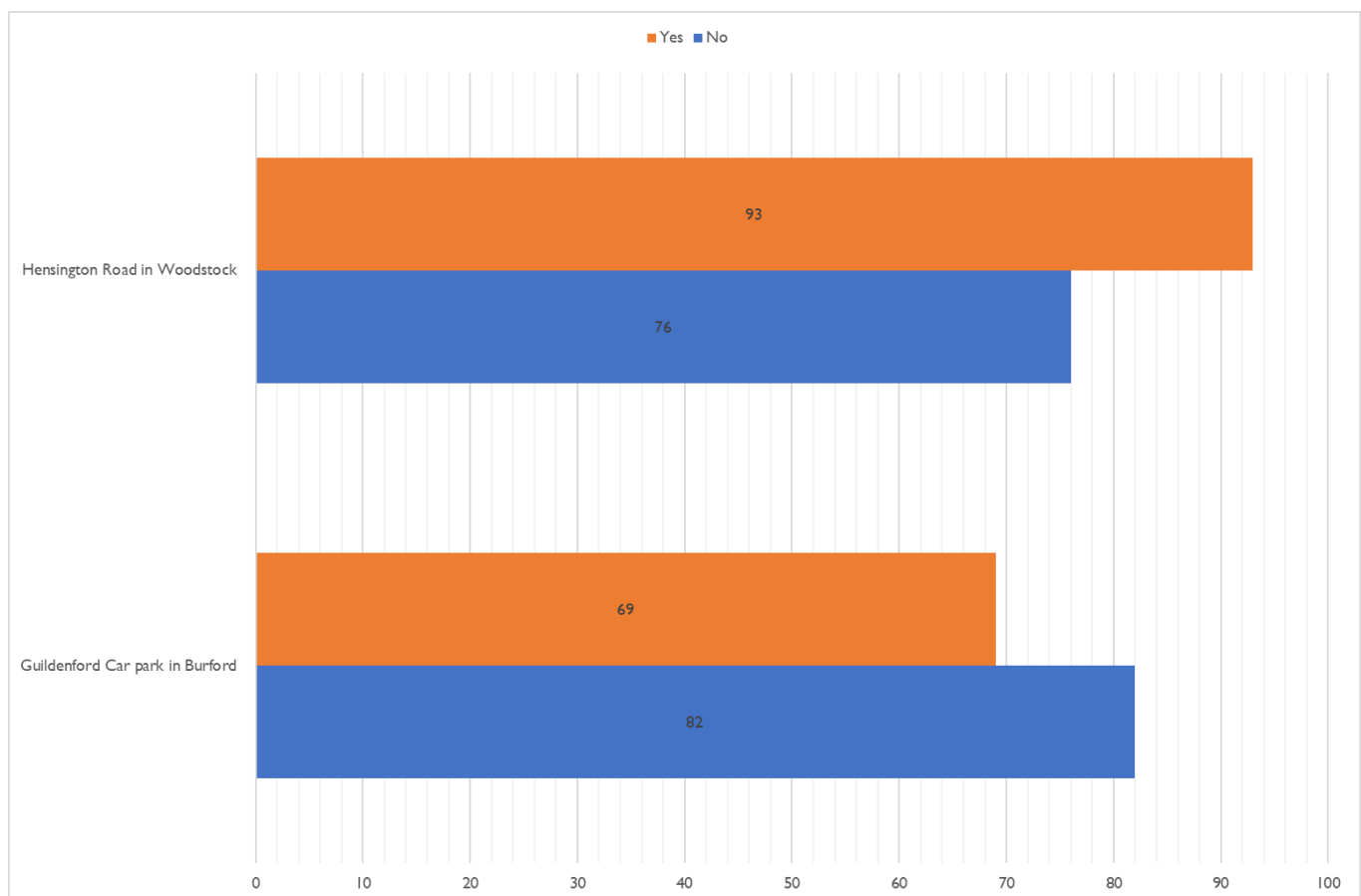
### Would you consider using any of the following as alternative transport if it were available to you? Walking, Cycling, Electric Vehicle, Bus, Taxi, Train, Coach

#### Guilford Car park in Burford:

- No - 82 (54.3%), Yes - 69 (45.7%)

#### Hensington Road in Woodstock:

- No - 76 (45.5%), Yes - 93 (54.5%)



In Guilford Car park in Burford, 69 out of 151 respondents (45.7%) were open to considering alternative transportation, with a nearly equal split between yes and no responses. For Hensington Road in Woodstock, 93 out of 169 respondents (54.5%) expressed a willingness to consider alternative transport options, with a majority responding positively.

The Following responses are from business owners.

**Do your employees use this car park during work hours?**

**Guildenford Car Park in Burford:**

Almost Never: 2 (10.5%)

No: 3 (15.8%)

Sometimes: 7 (36.8%)

Yes: 7 (36.8%)

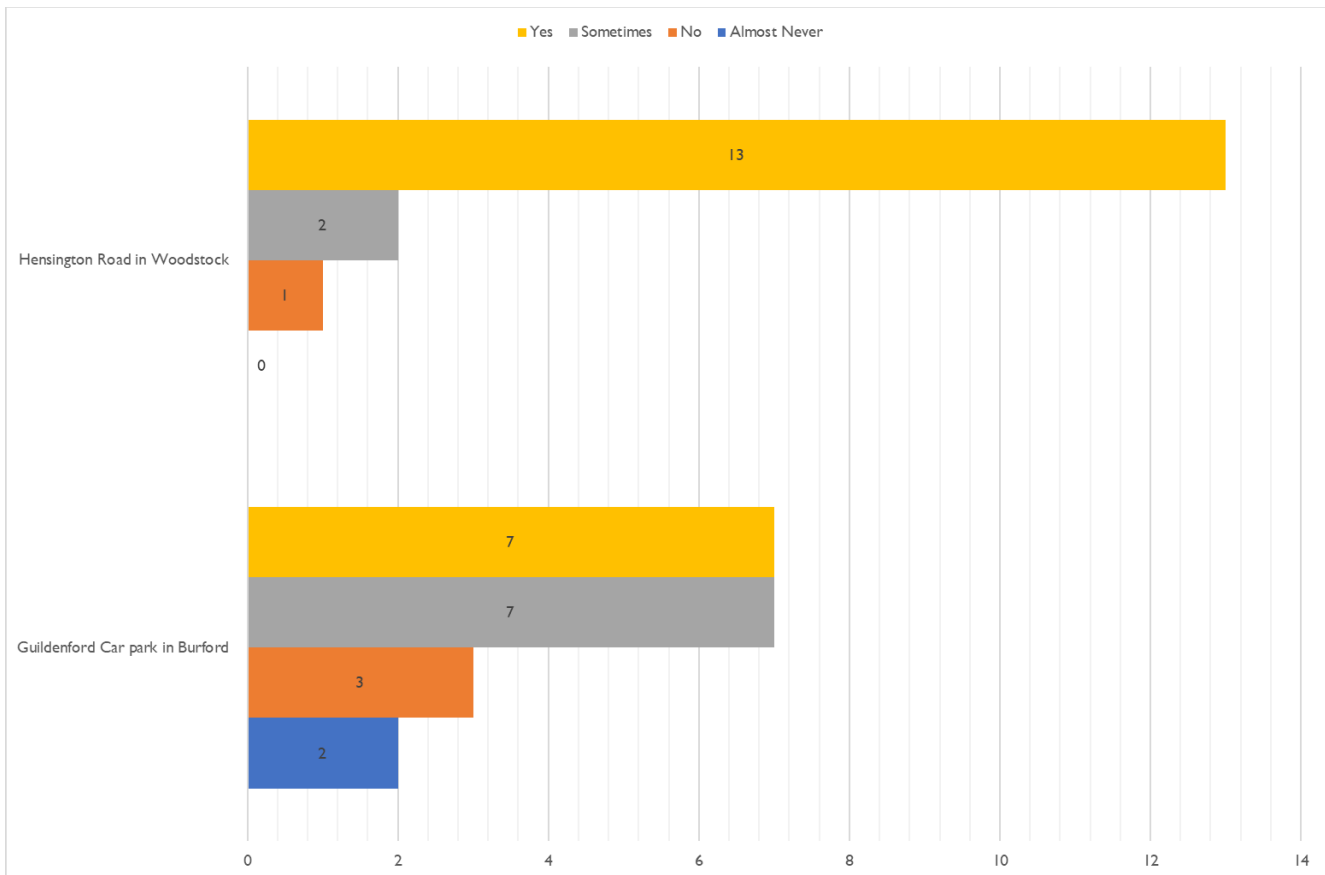
**Hensington Road in Woodstock:**

Almost Never: 0 (0%)

No: 1 (5.6%)

Sometimes: 2 (11.1%)

Yes: 13 (72.2%)



**If not, where do they park?**

The analysis from 15 Responses in free text:

**Guildenford Car park in Burford:**

People tend to park wherever they can find space in the town streets, including Lower High Street, Sheep Street, Witney Street, and other unspecified areas. Some individuals also consider traveling by bus as an alternative option. Overall, the responses highlight the ongoing challenge of parking availability in the town.

**Hensington Road in Woodstock:**

Some park in permit spots if they cannot find space, others park on residential streets, and some opt to walk to work instead of driving.

**How long on average do your customers stay at your premises to carry out their purchase/transaction?**

## Annex A

The analysis from 27 Responses in free text:

### Guilford Car park in Burford:

Business owners report varying durations of customer parking, ranging from brief stops of 5 to 30 minutes to longer stays of 1 to 3 hours. Some customers mention they park for shorter periods but express intentions to visit other shops in the area, indicating potential foot traffic circulation within the vicinity. However, concerns arise from customers who avoid stopping in Burford due to perceived parking shortages, reflecting an impact on local businesses.

### Hensington Road in Woodstock:

Business owners indicate a range of parking durations observed among their customers, spanning from short stops of 20 to 30 minutes to longer stays of 2 to 8 hours. Recommendations for museum visits suggest an optimal duration of at least an hour, often extended as visitors explore additional attractions and engage in shopping activities in Woodstock. This insight implies varying parking needs driven by different purposes, with cultural and leisure activities potentially contributing to extended parking durations in the area.

### What do you think influences your customers to park where they do?

#### Guilford Car Park in Burford:

Location: 14 (28.6%)

Length of time they can park: 13 (26.5%)

Availability of spaces: 10 (20.4%)

Ease of transporting products: 7 (14.3%)

Proximity to accessing other services: 5 (10.2%)

#### Hensington Road in Woodstock:

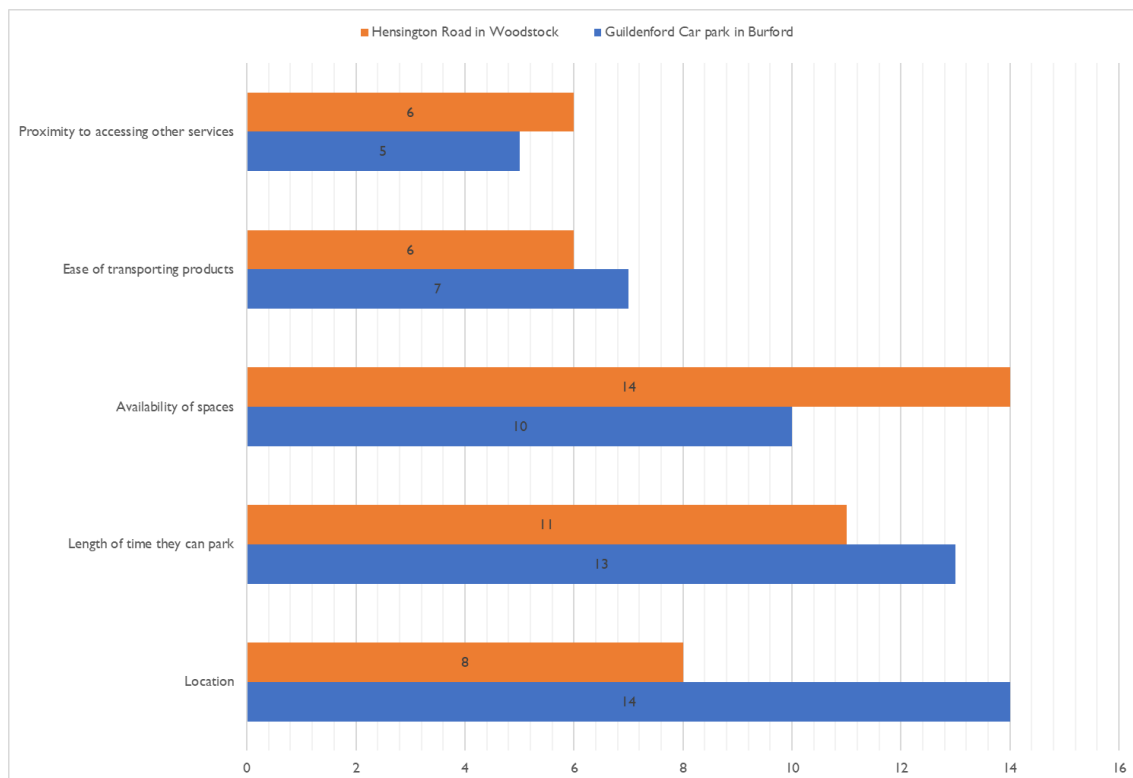
Location: 8 (17.8%)

Length of time they can park: 11 (24.4%)

Availability of spaces: 14 (31.1%)

Ease of transporting products: 6 (13.3%)

Proximity to accessing other services: 6 (13.3%)



In Burford, customers prioritise location and parking duration, each representing about a quarter of responses, followed closely by space availability. In Woodstock, space availability is the primary factor, followed by parking duration and location. Ease of transporting products and proximity to services seem less significant in both locations.

Overall, while location and parking duration are crucial, space availability appears more critical in Woodstock than in Burford.

### **Summary of the key findings:**

#### **Guilford Car Park:**

The car park is mostly used from 0800h to 1500h, with high usage rates around 900h to 1200h, leaving only 26% of free space at its busiest.

The survey showed that 47.7% of respondents used this car park, with 89.8% of them being residents.

The primary reasons for parking were shopping (34.47%) and leisure/exercise (21.16%).

Most respondents travelled 2-5 miles to reach the car park and stayed for 2-3 hours.

The main concern was the number of available spaces (22.97% of total responses).

#### **Hensington Rd Car Park:**

The car park's capacity levels are obtained manually due to its layout.

The survey showed that 52.3% of respondents used this car park, with 92.2% of them being residents.

The primary reasons for parking were shopping (34.47%) and leisure/exercise (27.52%).

Most respondents travelled 2-5 miles to reach the car park and stayed for 2-3 hours.

The main concern was the number of available spaces (39.59% of total responses).

#### **Parking Survey:**

The survey revealed that parking at both car parks is primarily driven by shopping, followed by leisure and exercise activities.

Most respondents for both car parks travelled distances between 2 to 5 miles.

The most common parking durations are between 2 to 3 hours.

The most common visit frequencies are once a month and once a week.

The most prominent concern is the availability of parking spaces.

#### **Business Owners' Responses:**

For Guilford Car Park, approximately 10.2% of respondents are business owner/operators.

For Hensington Road, approximately 7.8% of respondents are business owner/operators.

Business owners report varying durations of customer parking, ranging from brief stops of 5 to 30 minutes to longer stays of 1 to 3 hours.

Local business owners reported that both car parks are utilised by employees of their businesses to park whilst at work.

Overall, the report highlights the importance of parking availability for supporting commercial activities, recreational pursuits, and access to essential services in both locations. It also underscores the need for improvements in various aspects of the car parks, such as the number of available spaces and ease of manoeuvrability. The data also provides

## Annex A

valuable insights into the parking habits and preferences of residents and visitors, which can inform future planning and decision-making processes.