

B- Customer Insight – Pro Insight 22/08/2023

WODC Parking Survey Analysis (Face to Face and Online Questionnaires Collected from 17/07/2023 – 22/08/2023)

How far do people travel?

The provided face to face data reveals the following distribution of travel distances:

- 10+ miles: 284 individuals (41.52%)
- 2-5 miles: 156 individuals (22.81%)
- 5-10 miles: 145 individuals (21.20%)
- Less than 2 miles: 99 individuals (14.47%)

	Guildenford Car Park Burford		Hensington Road Car Park Woodstock		New Street Car Park Chipping Norton		Zone G of the Woolgate Car Park Witney	
10+ miles	154	67.25%	32	23.53%	78	43.09%	20	14.49%
5-10 miles	40	17.47%	31	22.79%	49	27.07%	25	18.12%
2-5 miles	23	10.04%	51	37.50%	32	17.68%	50	36.23%
Less than 2 miles	12	5.24%	22	16.18%	22	12.16%	43	31.16%
Grand Total	229		136		181		138	

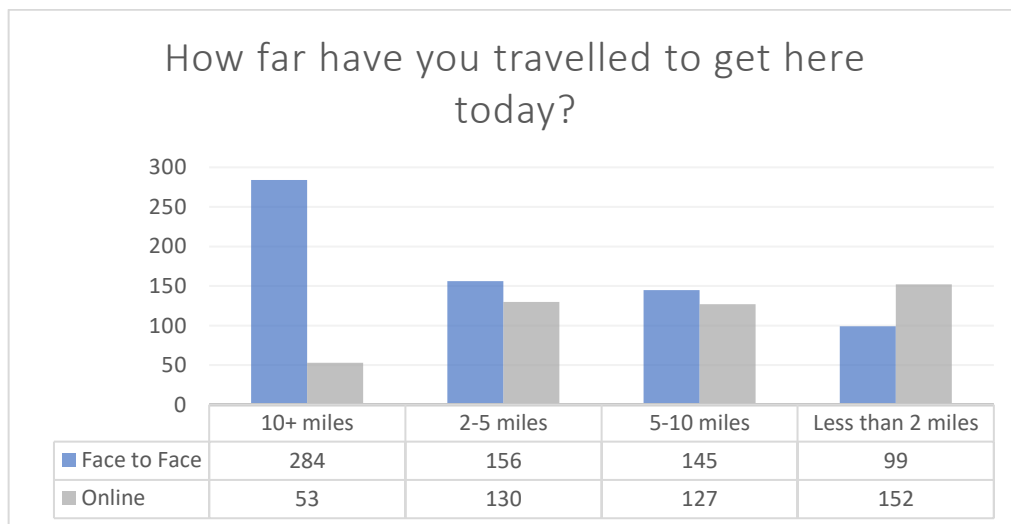
Further online surveys have indicated that collectively of those surveyed, that most car park users travelled less than 10 miles to use our car parks, with exception of Albion Street and Guildenford car park who were favoured by those travelling over 10 miles. (Where the car park is not listed below, we received customer chose not to complete the survey feedback)

How far have you travelled to get here today?								
	10+ miles		2-5 miles		5-10 miles		Less than 2 miles	
Location	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count
Albion Street Car Park	66.67%	4	0.00%	0	0.00%	0	33.33%	2
Alvescot Road Car Park	10.00%	1	10.00%	1	10.00%	1	70.00%	7
Black Bourton Car Park	14.29%	1	14.29%	1	28.57%	2	42.85%	3

Eynsham Car Park	0.00%	0	80.00%	4	0.00%	0	20.00%	1
Guildenford Car Park	58.06%	18	19.35%	6	19.35%	6	3.24%	1
Hensington Road Car Park	31.25%	5	31.25%	5	25.00%	4	12.50%	2
Marriotts Walk Car Park	11.32%	6	35.85%	19	33.96%	18	18.87%	10
New Street Car Park	44.44%	4	0.00%	0	11.11%	1	44.45%	4
Spendlove Car Park	0.00%	0	25.00%	3	0.00%	0	75.00%	9
Woodford Way Car Park	21.05%	4	26.32%	5	15.79%	3	36.84%	7
Woolgate Car Park	4.88%	4	31.71%	26	34.15%	28	29.26%	24

Key Points:

- The majority of people have travelled distances of less than 10 miles to reach the car park. This suggests that a significant portion of visitors surveyed both face to face and online, live locally.



How Long do people stay?

When surveyed face to face customers were asked how long they intended to stay, this data is a snapshot in time, further detailed analysis of customers actual stay times is detailed in a separate section of the report.

The provided face to face data reveals the following distribution of stay durations:

- 1 hour: 193 individuals
- 2 hours: 255 individuals
- 3 hours: 82 individuals
- 5 hours: 43 individuals
- All day: 105 individuals
- Overnight: 6 individuals

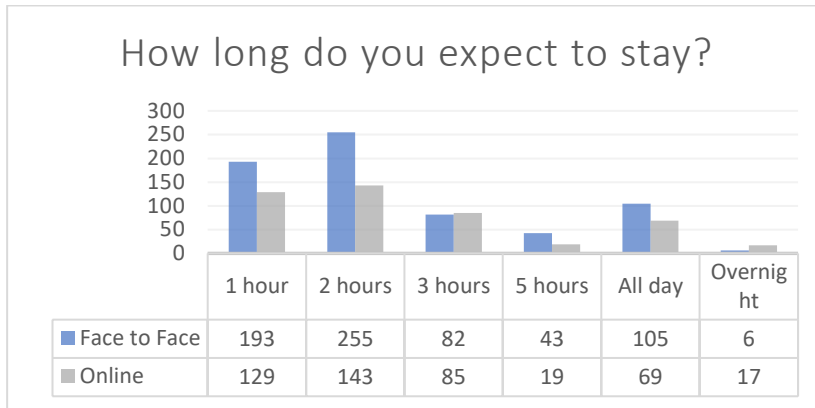
	Guildenford Car Park Burford		Hensington Road Car Park Woodstock		New Street Car Park Chipping Norton		Zone G of the Woolgate Car Park Witney	
1 hour	63	27.51%	45	33.09%	58	32.04%	27	19.57%
2 hours	114	49.78%	41	30.15%	62	34.25%	38	27.54%
3 hours	29	12.66%	9	6.62%	25	13.81%	19	13.77%
5 hours	6	2.62%	15	11.03%	11	6.08%	11	7.97%
All day	16	6.99%	25	18.38%	24	13.26%	40	28.99%
Overnight	1	0.44%	1	0.73%	1	0.56%	3	2.16%

Our online data also reflects that customers plan shorter stays. (3 hours or less)

Online Surveys	Count	Percentage
1 hour	129	27.92%
2 hours	143	30.95%
3 hours	85	18.40%
5 hours	19	4.11%
All day	69	14.94%
Overnight	17	3.68%

Key Observations:

- Moderate Stays: 77% of car park users surveyed both online and face to face have indicated that they plan to park for 3 hours or less.
- Extended Visits: 15% of car park users across the study have chosen to spend the entire day at the location.
- Limited Overnight Stays: A small minority 2% (23 individuals) opt for overnight stays.



How Often do people visit?

The provided data reveals the following distribution of visitation frequencies:

- Monthly: 87 individuals
- Never before: 117 individuals
- Rarely: 121 individuals
- Weekly: 359 individuals

	Guildenford Car Park Burford		Hensington Road Car Park Woodstock		New Street Car Park Chipping Norton		Zone G of the Woolgate Car Park Witney	
Monthly	36	15.72%	6	4.41%	37	20.44%	8	5.80%
Never before	90	39.30%	1	0.74%	23	12.71%	3	2.17%
Rarely	65	28.38%	10	7.35%	44	24.31%	2	1.45%
Weekly	38	16.60%	119	87.50%	77	42.54%	125	90.58%

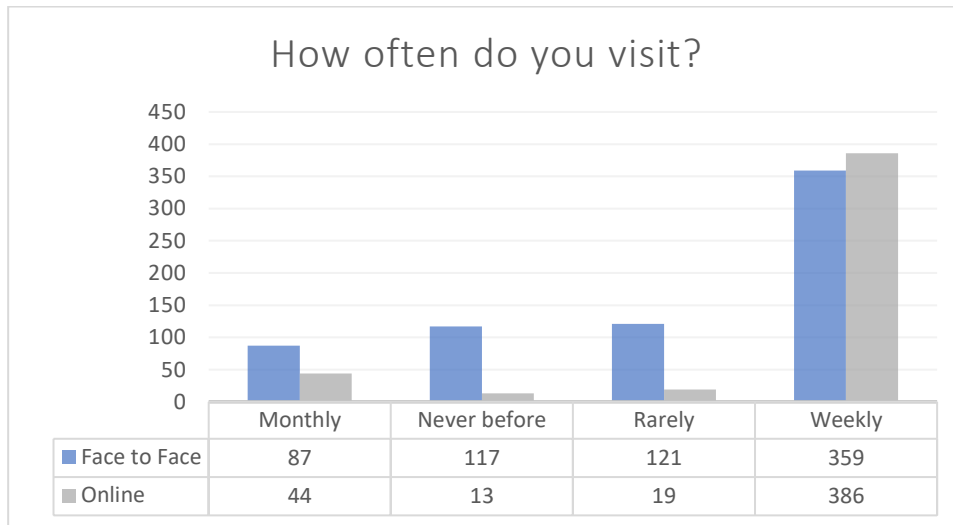
Our online surveys also reflect the results of face to face, as a larger portion of our car park users are weekly visitors.

Online Surveys	Count	Percentage
Monthly	44	9.52%
Never before	13	2.81%
Rarely	19	4.11%
Weekly	386	83.55%

Key Insights:

- **Weekly Visits:** 65% of car park users (745) visit the location on a weekly basis, indicating a strong and consistent level of engagement, this is supported by the data that the majority of our customers live locally.
- **Occasional Visits:** 12% of individuals (140) visit the location rarely, suggesting sporadic interest or occasional engagement.

- Monthly Visits: 11% of individuals (131) visits the location on a monthly basis.
- No Previous Visits: Interestingly, 130 individuals have never visited the location before, however as this survey was conducted during a tourist peak period this is not unsurprising.



Where do people park in this survey?

The provided data reveals, of those who answered the survey, the following distribution of parking preferences:

- Guildenford Car Park Burford: 229 individuals
- Hensington Road Car Park Woodstock: 136 individuals
- New Street Car Park Chipping Norton: 181 individuals
- Zone G of the Woolgate Car Park Witney: 138 individuals

	Guildenford Car Park Burford		Hensington Road Car Park Woodstock		New Street Car Park Chipping Norton		Zone G of the Woolgate Car Park Witney	
Monthly	36	15.72%	6	4.41%	37	20.44%	8	5.80%
Never before	90	39.30%	1	0.74%	23	12.71%	3	2.17%
Rarely	65	28.38%	10	7.35%	44	24.31%	2	1.45%
Weekly	38	16.60%	119	87.50%	77	42.54%	125	90.58%

Key Findings:

- Of those who chose to answer the survey, the highest engagement was from the Guildenford Car Park in Burford, with a split data on frequency.
- Hensington Road, although had lower engagement, highlighted strongly that those who visited the carpark did so, frequently.
- The data of weekly visitors in Zone G of the Woolgate Car park supports that the trial to allow parking in Zone G for those who work locally supports the high number of weekly visitors.

- The number of online surveys completed is 574, which do not indicate the location of the car park.

What is the purpose of visit?

The provided data from the face-to-face surveys reveals the following distribution of stay purposes:

- Leisure: 218 individuals
- Medical or dental appointment: 13 individuals
- Onward journey by bus: 10 individuals
- Other: 37 individuals
- Resident living nearby: 53 individuals.
- Shopping: 124 individuals
- Tourist: 103 individuals
- Work: 126 individuals

	Guilford Park Burford Car		Hensington Road Car Park Woodstock		New Street Car Park Chipping Norton		Zone G of the Woolgate Car Park Witney	
Leisure	75	32.75%	38	27.94%	70	38.67%	35	25.38%
Medical or dental appt	1	0.44%	3	2.21%	8	4.42%	1	0.72%
Onward journey by bus	9	3.93%	0	0.00%	1	0.55%	0	0.00%
Other	8	3.49%	0	0.00%	28	15.47%	1	0.72%
Resident living nearby	10	4.37%	20	14.71%	16	8.84%	7	5.07%
Shopping	22	9.61%	27	19.85%	30	16.57%	45	32.61%
Tourist	85	37.11%	11	8.09%	6	3.31%	1	0.72%
Work	19	8.30%	37	27.20%	22	12.17%	48	34.78%

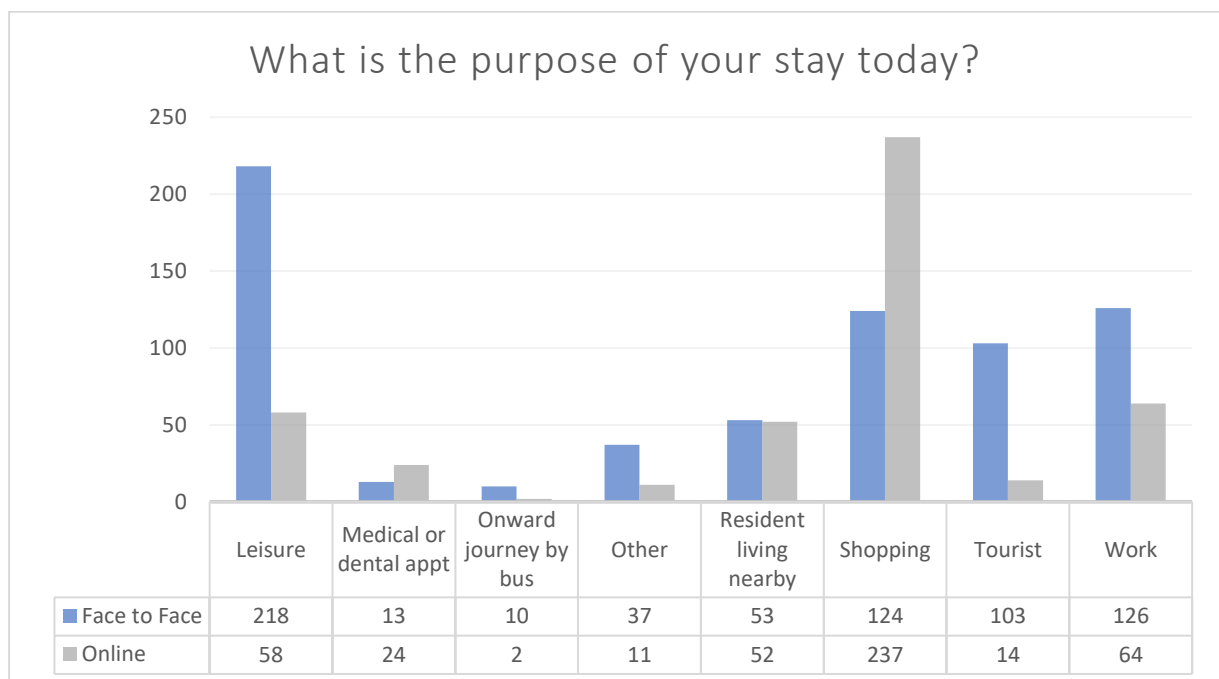
Our online survey results detailed below indicate visits are for Leisure and shopping, supporting the local economy.

Online Surveys	Count	Percentage
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Leisure	58	12.55%
Medical or dental appt	24	5.19%
Onward journey by bus	2	0.43%
Other	11	2.38%
Resident living nearby	52	11.26%
Shopping	237	51.30%
Tourist	14	3.03%
Work	64	13.85%

Key Insights:

- "Shopping" has the highest number of visits 361 (32%), indicating a significant need for parking during shopping activities.
- "Work" follows with 190 (17%) visits, suggesting a substantial amount of business-related parking.
- "Leisure" and "Tourist" purposes contribute 276 (24%) and 117 (10%) visits respectively, highlighting parking needs for recreational and tourism activities.
- "Resident living nearby" indicates 105 (9%) visits, possibly reflecting visitors to nearby residents or shared parking areas.
- "Other" includes 48 (4%) visits, which could encompass various diverse purposes.
- "Medical or dental appt" and "Onward journey by bus" have relatively fewer visits, (4% collectively) indicating specific and potentially infrequent needs.



Spot check analysis (Data collected by spot checks between 09/06/2022 – 02/06/2023)

Burford - Guildenford Car Park

- Average Occupancy: 61% throughout the duration of the study, peaking to 80% between 1pm-3pm.

- This car park experiences a good average occupancy. It offers free on-street parking with some time restrictions, and there is no additional off-street parking available.
- This car park sees a significant number of visitors from both distant locations (10+ miles) and under 10 miles respectively, indicating its popularity among both locals and visitors from a distance.
- This car park is heavily used by tourists, and it also serves as a popular spot for leisure activities and shopping. Some residents living nearby also use it for various purposes, including medical appointments and work.

Carterton - Black Bourton Car Park

- Average Occupancy: 47%
- This car park has a relatively lower occupancy rate. It provides free parking adjacent to superstores with adequate off-street parking options.

Carterton - Alvescot Road Car Park

- Average Occupancy: 52%
- This car park has a moderate average occupancy. It is adjacent to a third supermarket in Carterton and provides free off-street parking.

Charlbury - Spendlove Car Park

- Average Occupancy: 68%
- This car park has a relatively higher average occupancy. It is adjacent to a supermarket and is also used by their patrons. Nearby facilities have their own off-street free parking.

Chipping Norton - New Street Car Park

- Average Occupancy: 72% throughout the duration of the study. Peaking to 83% between 11am and 1pm.
- There is free on-street parking in the area, as well as alternative parking options at nearby supermarkets.
- This car park has a diverse range of visitors, with a significant number of visitors from the 10+ miles and 5-10 miles ranges.
- This car park is frequented by visitors for leisure and shopping. Other purposes, such as onward journey by bus and medical appointments, are also notable.

Chipping Norton - Albion Street Car Park

- Average Occupancy: 85%
- This car park has a very high average occupancy. It is situated opposite a free co-op supermarket.

Eynsham - Back Lane Car Park

- Average Occupancy: 46%
- This car park has a moderate average occupancy. It is located in a residential area with majority off-street parking for houses.

Long Hanborough - Riely Close Car Park

- Average Occupancy: 83%
- This car park experiences a high average occupancy. It serves a small free off-street parking area near a church and school, in a mostly residential area.

Great Tew - Great Tew Car Park

- Average Occupancy: 41%
- This car park has a moderate average occupancy. It is a small village location with some free on-street parking. The car park is leased from the local estate.

Witney - Windrush LC Car Park

- Average Occupancy: 59%
- This car park experiences a moderate average occupancy. It is located opposite the free Woolgate car park.

Witney - Burwell Drive Car Park

- Average Occupancy: 51%
- This car park has a moderate average occupancy. It is surrounded by residential houses with their own parking and serves a small number of convenience stores.

Witney - Gordon Way Car Park

- Average Occupancy: 3%
- This car park has a very low average occupancy. It is surrounded by residential areas with off-street parking and serves an artificial turf sports pitch.

Witney - Woolgate Car Park

- Average Occupancy: 74% throughout the duration of the study.
- Zone G of this car park experiences a moderate average occupancy. It is divided into six zones in central Witney, with alternative free parking options available off-street.
- The majority of visitors to Zone G of this car park come from nearby areas (Less than 2 miles). However, there are also notable numbers from the 2-5 miles and 5-10 miles ranges.
- Zone G of this car park has a mix of uses, with shopping and work being prominent. It also serves as a destination for tourists and leisure activities.

Witney - Woodford Way Car Park

- Average Occupancy: 80%

- This car park experiences a higher average occupancy. It is located opposite the Marriotts multi-storey car park.

Witney - Marriotts Walk Car Park

- Average Occupancy: 43%
- This car park has a moderate average occupancy. It is located opposite Woodford way off-street free car park.

Woodstock - Hensington Rd Car Park

- Average Occupancy: 75% throughout the duration of the study. Peaking to 87% during the periods of 11am and 1pm.
- This car park experiences a high average occupancy. It has limited on-street parking with pay and display and residents' parking permits. There are no off-street alternatives other than Blenheim Palace.
- A considerable number of visitors from the 2-5 miles range suggests that this car park is used by people from relatively nearby areas. Additionally, there is a significant number of visitors from the 10+ miles range.
- Residents living nearby appear to use this car park for shopping, leisure, and work. Medical appointments and work-related activities are also noticeable.