

## APPENDIX 3

### Business Survey highlights

#### Current situation

Number of spaces available	Response
Under 10	9%
Over 10	18%
None available	73%
Associated cost to business	
Included within lease/rent	16%
Pay additional costs	12%
Owned	5%
Costs to staff	
Free parking	24%
Discounted parking	7%
Current incentives	
Discounted Town Centre parking	10%
No travel currently concessions offered	85%

**Summary:** *There is potential to market the P&R service to 73% of those that responded if we offer something different as they do not have suitable alternatives. More detailed understanding is needed of the type and size of businesses that responded to establish how useful this information is. 58 responses in total with some businesses providing more than 1 response, 34% were office based and 17% were in the retail sector.*

*49% employ up to 25 employees with 41% employing between 25-100 employees and 10% employing over 100 employees.*

*12% of businesses pay additional costs for their parking and they may be interested in viewing a comparison in their current costs and the costs of P&R.*

#### Park & Ride Service

General Information/service issues	
Awareness of P&R service	98% are aware
Whether the service on Saturday is suitable	25% do not agree
Whether the service on a Weekday is suitable	76% do not agree
Optimum operating frequency	48% said every 10 minutes
	30% said every 15 minutes

--	--

**Summary** *Good awareness of the service but 76% said that the service does not suit their business need on a weekday, predominately this was due to location (39%) frequency (33%) and operating hours (47%).*

*1 said the bus needed to run on Sunday's and 1 said we should offer a peak service which runs more frequently and an off peak service that runs less frequently.*

**Future delivery**

Interested in offering P&R to staff as an incentive	25% were interested
	40% were not sure
Interested in being contacted regarding discounts and offers	88% were interested
Events that provide opportunity to develop the service through commercial activity	37% hold events either regularly or occasionally

**Summary**

*There is potential to generate interest in a staff incentive for the future with a small amount of businesses who responded. This may grow once we agree the terms especially as the survey has been carried out over a busy, short period.*

*There are a number of businesses who would be willing to collaborate and provide promotion of P&R to staff and visitors = 1.6 (Weighted Av)*

<b>Comments:</b>	<b>Volume:</b>
Frequency	X 6
Operational hours	X 9
Location	X 3
More promotion	X 1
Service comments	X 3