



**Northampton Central Area
Parking Strategy
Existing Situation
Highways
31 October 2011**

MGWSP



Northampton
County

Delivering highways and transport services

QM

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1 Introduction

1.1 BACKGROUND

1.1.1 MGWSP have prepared this Northampton Parking Strategy document for Northamptonshire County Council (NCC), Northampton Borough Council (NBC) and West Northamptonshire Development Corporation (WNDC). A key requirement of the parking strategy for Northampton is to support the joint vision of creating an economically successful, vibrant, attractive and less car orientated environment in the town centre.

1.1.2 This report follows on from the matrix of potential interventions included in the Parking in Northampton Town Centre: Recommendations for the Creation of a Future Strategy report dated February 2011 which highlighted a number of options that would enable the local authorities to maximise the existing parking provision within the CAAP area and also to assess the likely level of parking required to cater for likely future development in Northampton.

2 Observed Parking Data

2.1 SURVEY METHODOLOGY

2.1.1 The surveys, undertaken in July 2011, included all the car parks owned or managed by NBC. In addition the Sol Central Car Park was included in the surveys as it is located very close to the central area and contributes to the level of public car parking available. The location of all these car parks is shown in Figure 6 of the Parking in Northampton Town Centre: Recommendations for the Creation of a Future Strategy report dated February 2011 which is included in this report as Figure 1.

2.1.2 The February 2011 report included an assessment of the level of parking available within the Central Area Action Plan (CAAP) area as shown on Figure 1 of the February 2011 report. This report indicated that there is the following overall parking provision.

Table 1 Central Area Parking Provision

Parking Type	No. Spaces
NBC operated off-street pay and display	2815
NBC operated off-street pay on foot	2255
Privately operated off-street retail	2624
Privately operated off-street non-retail	1463
On-street parking	304
Private non Residential	6000

Recommendations for the Creation of a Future Strategy - February 2011

2.1.3 Matrix of interventions included in the February 2011 report relate mainly to measures within the purview of the local authorities who commissioned the report and therefore the July 2011 surveys concentrated on the car parks within local authority control.

2.1.4 The surveys undertaken included both numbers of vehicles parked but also interviews with drivers. The following sections set out the methodology used in collecting this data.

Car Park Occupancy and Duration.

2.1.5 The surveys undertaken in July 2011 excluded the three pay on foot car parks in the CAAP area namely, St John's Multi Storey, St. Michaels and Mayorhold car parks. These car parks were not surveyed as the pay on foot payment system enable accurate occupancy and duration profiles to be determined from the ticketing information

2.1.6 The car park occupancy data was collected by recording the registration numbers of the vehicles parked in all the car parks prior to the start of the surveys, throughout the day (07:00 to 19:00) the registration number of each vehicle entering and leaving each car park was recorded along with the registration of any vehicles left in the car park at the end of the survey. From this data it was possible to match the

arrival and departures time of each vehicle and from this to calculate the occupancy profile the duration of each parking act for each car park and the CAAP area as a whole, the results of this exercise are set out in section 2.2 of this report.

Perception Questionnaires

2.1.7 These surveys involved interviewing drivers as they returned to their cars in each of the car parks included within the surveys and also within the pay on foot car parks. Due to its proximity to the town centre and the existing St. Johns surface and multi storey car parks it was intended to survey users of the Morrison's car park, however, due to a breakdown in communication the staff at the store were unaware of this and refused access to the car park, therefore only a very few questionnaires were collected for this car park.

2.2 CAR PARK OCCUPANCY AND ARRIVAL AND DEPARTURE PROFILE

Car Park Occupancy

2.2.1 The NBC car parks provide 5080 parking spaces in total, however at the time of the surveys the Grosvenor Centre car park was undergoing a rolling programme of improvements which means that sections of the car park were closed (approximately 270 spaces) in addition to this there are spaces in a number of car parks that are not available for use for a variety of reasons but these spaces have been included in the total number of spaces within the CAAP area. The Sol Central Car park has approximately 362 spaces. Therefore the total number of parking spaces included in this study is 5442.

Table 2 Occupancy Profile

Car Park	No. Spaces	Tuesday		Saturday	
		No.	%	No.	%
Abington Place	27	23	85%	32	119%
Albion Place	105	54	51%	63	60%
Campbell Square	31	27	87%	8	26%
Chalk Lane	110	24	22%	7	6%
Commercial Street South	50	35	70%	41	82%
Commercial Street	263	86	33%	206	78%
Dodridge Street	67	13	19%	21	31%
Grosvenor Centre	834	281	34%	446	53%
Horsemarket	28	17	61%	13	46%
Marefair	87	21	24%	31	36%
Market Street	51	29	57%	19	37%
Melbourne Street	16	7	44%	4	25%
Midsummer Meadow	245	139	57%	19	8%
Newlands	60	53	88%	57	95%
Sol Central	362	281	78%	278	77%
St. Johns Surface	150	85	57%	123	82%
St. Peters Way	276	184	67%	249	90%
The Ridings	60	58	97%	68	113%
Upper Mounts	312	277	89%	108	35%
Wellington Street	37	42	114%	42	114%
St Johns Multi Story	585	232	40%	116	20%
St Michaels	616	180	29%	155	25%
Mayorhold	1054	558	53%	596	57%
Town Centre	5426	2429	45%	2468	45%

2.2.2 From this it is possible to see that the overall occupancy of the car parks in Northampton Central Area is 45.8% on the Tuesday and 45.5% on the Saturday. This means that at the time of the surveys there were 2997 free spaces on the Tuesday and 2958 on the Saturday.

2.2.3 When analysing the operation of a car park it is assumed that it is operating at capacity when 85% full as this enables traffic looking for a space to do so without impacting on the surrounding highway network. From the information shown in Table 2 it is possible to see that on both the Tuesday and Saturday certain car parks were observed to be operating at or over capacity. Car parks where the level of observed occupancy is in excess of 100% indicates that vehicles are parking outside the designated bays.

2.2.4 The peak occupancy in the CAAP area as a whole was recorded between 12:00 and 13:00 on both the Tuesday and the Saturday.

Closure of St Johns Surface level and Albion Place

2.2.5 It is anticipated that the St Johns Surface and Albion Place car parks will close to the public around February 2012, therefore the overall number of car park spaces available will reduce from 5426 to 5171. The result of this reduction in the number of available parking spaces is as follows;

Table 3 Revised Occupancy Profile

Car Park	No. Spaces	Tuesday		Saturday	
		No.	%	No.	%
Revised Overall	5171	2671	52%	2483	48%

2.2.6 The revised occupancy figures above were derived by removing the spaces in St John's Multi surface and Albion Place from the number of parking spaces available whilst retaining the parking acts recorded in these car parks.

2.2.7 Despite this reduction in the number of available parking spaces the occupancy levels of 52% and 48% indicate that there are still 2500 and 2688 spaces available (Tuesday and Saturday respectively). This illustrates that there is currently sufficient parking to accommodate the existing level of demand within the CAAP Area.

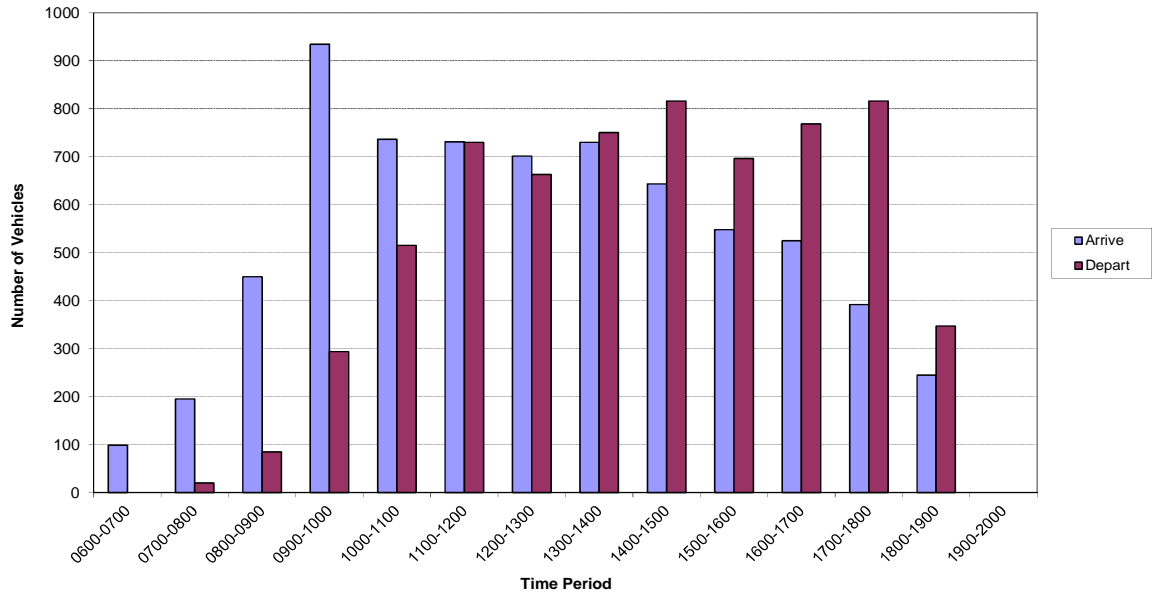
Arrival and Departure Profile

Tuesday

2.2.8 The arrival and departure profile was determined by matching the arrival and departure times of each vehicle recorded in the July 2011 surveys.

2.2.9 The graph below shows the arrival and departure profile for the town centre as a whole. It is important to note that the surveys undertaken in July 2011 only included the public car parks and therefore take no account of private non residential parking in the town.

Figure 1 Tuesday Arrival and Departure Profile July 2011 Surveys

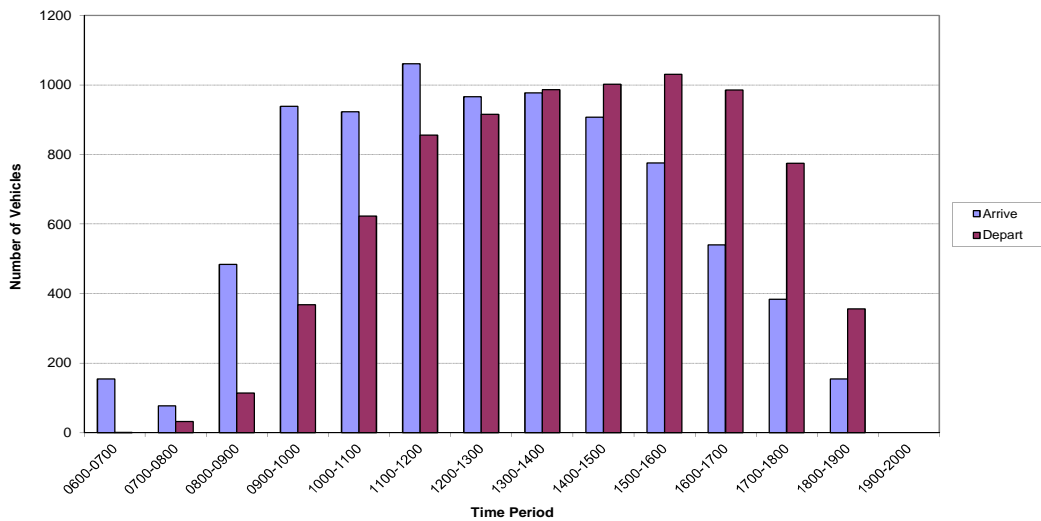


2.2.10 Figure 1 indicates that the peak arrival time on the Tuesday was 09:00 to 10:00 with the peak departures 14:00 to 15:00 and 17:00 to 18:00.

Saturday

2.2.11 The graph below shows the arrival and departure profile for the town centre as a whole.

Figure 2 Tuesday Arrival and Departure Profile July 2011 Surveys



2.2.12 Figure 2 indicates that the peak arrival time on Saturday was 11:00 to 12:00 with the peak departures 15:00 to 16:00.

Occupancy Summary

2.2.13 The results of this exercise indicate that the publicly available parking within the CAAP area is not on the whole used by commuters but is instead mainly used by shoppers. However the AM peak hours recorded are very different with the Tuesday AM peak earlier than that on the Saturday which indicates that there are some workers parking in the car parks on a Tuesday that are not present on a Saturday. This supposition is supported by the duration data which is set out below.

2.3 PARKING DURATION

2.3.1 The following information sets out the breakdown of the observed duration of parking acts in both the individual car parks and within the town centre as a whole.

2.3.2 The analysis of the parking acts within the CAAP has been split into long and short stay, for the purposes of this assessment long stay parking acts have been deemed to be longer than 4 hours. The results for the Tuesday and Saturday surveys are presented below.

Tuesday

Table 4 Tuesday Duration Data

Car Park	Up to 1 hr	1-2 hrs	2-3 hrs	3-4 hrs	4-5 hrs	Over 5 hours	Total
Abington Place	43%	40%	14%	0%	0%	3%	100%
Albion Place	25%	34%	25%	8%	4%	6%	100%
Campbell Square	39%	26%	9%	6%	1%	20%	100%
Chalk Lane	31%	6%	3%	0%	3%	58%	100%
Commercial Street South	76%	17%	4%	1%	1%	1%	100%
Commercial Street	83%	10%	4%	2%	0%	1%	100%
Dodridge Street	50%	25%	6%	0%	4%	15%	100%
Grosvenor Centre	24%	44%	20%	6%	2%	3%	100%
Horsemarket	15%	23%	4%	4%	12%	42%	100%
Marefair	46%	22%	5%	7%	1%	18%	100%
Market Street	59%	28%	9%	3%	0%	0%	100%
Melbourne Street	67%	25%	3%	3%	0%	3%	100%
Midsummer Meadow	29%	13%	6%	4%	2%	48%	100%
Newlands	19%	19%	10%	2%	5%	44%	100%
Sol Central	17%	29%	25%	11%	4%	13%	100%
St. Johns Surface	29%	30%	22%	10%	4%	4%	100%
St. Peters Way	77%	23%	0%	0%	0%	0%	100%
The Ridings	37%	37%	15%	5%	4%	2%	100%
Upper Mounts	28%	24%	15%	7%	5%	22%	100%
Wellington Street	62%	24%	8%	3%	2%	1%	100%
St Johns Multi Story	3%	6%	7%	6%	4%	74%	100%
St Michaels	11%	8%	4%	2%	1%	73%	100%
Mayorhold	11%	16%	8%	4%	1%	61%	100%
Town Centre	37%	22%	10%	4%	2%	24%	100%

2.3.3 From the information in Table 4 it is clear that in the town centre as a whole 37% of recorded parking acts were of less than one hour and a further 26% were for over 4

hours. This means that the remaining parking acts (37%) were for between 1 and 4 hours in duration.

2.3.4 Therefore although a total of 74% of parking acts within the CAAP area were short stay, half of these were actually for an hour or less, with a further quarter for a period of up to two hours. This equates to 59% of all parking acts observed in the public car parks being for two hours or less. This indicates that people that are shopping in Northampton are doing so for very short periods of time which indicates that Northampton is not seen as a major destination but is treated more like a local centre where you call in for a few very specific items before leaving again.

2.3.5 It is also possible to see that individual car parks have very different duration patterns the highest percentage of very short stay parking acts was recorded in the Commercial Street (83%). The level of 1 hour parking acts recorded was also very high in St. Peters Way (77%), further analysis of these figures indicates that the majority of these parking acts are actually very short periods of time with 59% and 25% respectively observed for less than 5 mins and a further 10% recorded in both car parks parking for less than 15 mins. This indicates that there are a large number of drivers currently using these car parks to drop off or pick up people and a further category of drivers who are using the car park for a very short stay.

2.3.6 In addition to this when the less than five minute category of parking acts in St Peters car park were analysed it became apparent a number of vehicles were observed to have parked in Commercial Street car park but then used the link road to St. Peters to enable them to exit on to Horsemarket and therefore enable them to travel west without having to go round the Plough Gyratory to get back to the Gas Street roundabout.

2.3.7 Of the individual car parks the largest percentage of long stay acts were recorded in the Chalk Lane (61%), Mayorhold (62%) and St. Johns multi storey (78%) this compares to an overall percentage of 26%. The reasoning for this may be that in the case of Chalk Lane it is a standard zone car park, close to the railway station offering all day parking at a cheaper price than that in the railway station car park. The reason for the high level of long stay parking acts in the other two car parks is likely to be due to the high number of permits that are issued for both these car parks as the number of long stay tickets issued was lower than the number of observed long stay parking acts.

Saturday

Table 5 Saturday Duration Data

Car Park	Up to 1 hr	1-2 hrs	2-3 hrs	3-4 hrs	4-5 hrs	Over 5 hours	Total
Abington Place	48%	27%	19%	3%	0%	4%	100%
Albion Place	16%	38%	26%	12%	5%	3%	100%
Campbell Square	7%	71%	7%	7%	0%	7%	100%
Chalk Lane	46%	21%	13%	8%	0%	13%	100%
Commercial Street South	75%	20%	3%	1%	0%	0%	100%
Commercial Street	80%	11%	6%	2%	0%	1%	100%
Dodridge Street	41%	24%	13%	8%	2%	13%	100%
Grosvenor Centre	20%	44%	24%	8%	2%	2%	100%
Horsemarket	38%	13%	8%	0%	0%	42%	100%
Marefair	39%	31%	15%	6%	2%	7%	100%
Market Street	51%	32%	11%	1%	4%	1%	100%
Melbourne Street	61%	17%	11%	6%	6%	0%	100%
Midsummer Meadow	67%	17%	11%	3%	2%	1%	100%
Newlands	19%	28%	15%	5%	3%	30%	100%
Sol Central	18%	27%	18%	6%	3%	28%	100%
St. Johns Surface	28%	38%	21%	8%	4%	2%	100%
St. Peters Way	63%	22%	12%	2%	1%	1%	100%
The Ridings	34%	33%	17%	7%	4%	5%	100%
Upper Mounts	33%	36%	20%	7%	1%	3%	100%
Wellington Street	33%	42%	15%	5%	3%	3%	100%
St Johns Multi Story	10%	28%	27%	8%	7%	20%	100%
St Michaels	20%	35%	22%	8%	3%	13%	100%
Mayorhold	20%	37%	24%	10%	4%	6%	100%
Town Centre	39%	30%	17%	6%	2%	6%	100%

2.3.8 From the information in Table 5 it is clear that in the town centre as a whole 39% of recorded parking acts were of less than one hour and a further 8% were for over 4 hours. This means that the remaining parking acts (53%) were for between 1 and 4 hours in duration.

2.3.9 Therefore although a total of 92% of parking acts within the CAAP area were short stay, again as with the Tuesday results the majority of observed parking acts (69%) in the public car parks are for two hours or less. This again supports the idea that people shopping in Northampton are doing so for short periods and are treating the town more like a local centre where you call in for a few very specific items before leaving again.

2.3.10 The level of very short stay parking acts in St. Peters and Commercial Street is also significantly different from the Tuesday with St. Peters showing a total of 36% of parking acts of less than 15 mins duration (26% and 10%) respectively, whilst Commercial Street shows a total of just 3% of parking acts less than 15 mins.

2.3.11 As with the Tuesday results vehicles were observed to have parked in Commercial Street but then used the link to St. Peters to enable them to exit on to Horsemarket.

2.3.12 The level of long stay parking observed on the Saturday was significantly lower than on the Tuesday with the exception of St John's Multi Storey, this is most likely due to the resident permits that are issued for this car park.

3 Perception Interview Analysis

3.1 INTRODUCTION

3.1.1 On Tuesday 19^h July 2011 and Saturday 23rd July 2011, perception interview surveys were carried out at the 23 car parks being considered in this Strategy.

Car Park Name
St Peters Way
Commercial Street South
Grosvenor Multi-Storey
Abington Place
St Johns Surface
Albion Place
The Ridings
Wellington Street
Newlands
Campbell Square
Upper Mounts
Commercial Street
St Michaels
St Johns Multi-Storey
Mayorhold
Horsemarket
Market Street
Marefair
Chalk Lane
Doddridge Street
Midsummer Meadow
Melbourne Street
Sol Central

3.1.2 In addition surveys were initially collected from patrons of the Morrison's car park but unfortunately we were prevented from continuing this throughout the day. The limited results are included in the analysis undertaken.

3.1.3 The purpose of conducting these interviews was to ascertain the following information:

- The number of people in each vehicle;
- Where the vehicles had come from;
- The origin of their trip (home, work etc.);
- The route taken into Northampton (direction and road);
- The purpose of their trip;
- The reason for parking in that particular car park;
- How often they park in that car park; and
- Do they use any other car parks on a regular basis.

3.1.4 A total of 2091 surveys were undertaken and these were split as follows:

- 953 surveys on Tuesday 19th July 2011; and

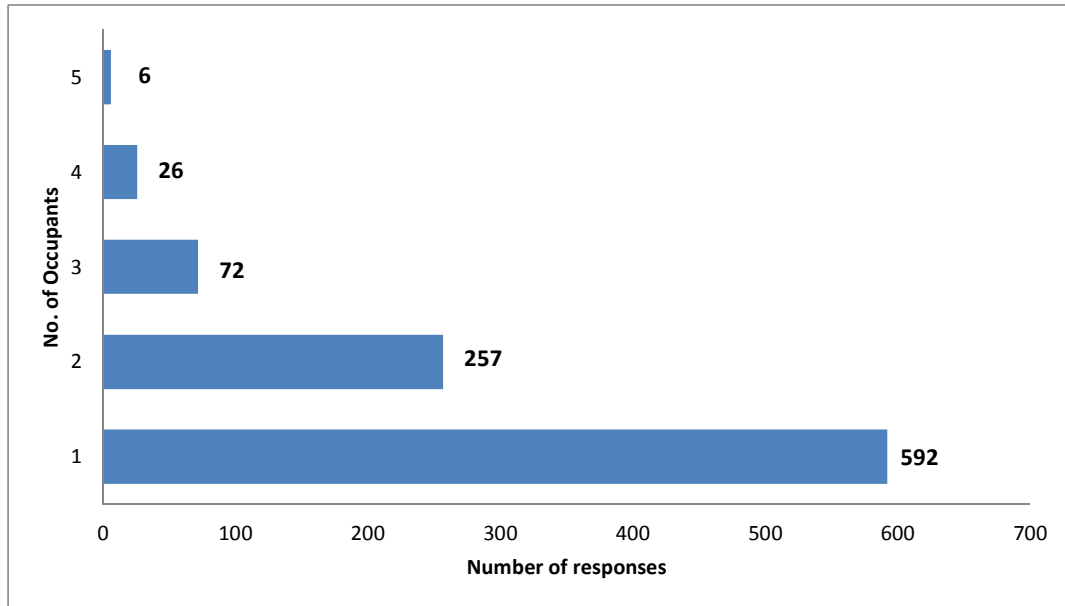
- 1138 surveys on Saturday 23rd July 2011.

3.1.5 The results of these interviews are shown in the following sections.

3.2 WEEKDAY SURVEYS

3.2.1 The figure below illustrates the vehicle occupancy on the Tuesday.

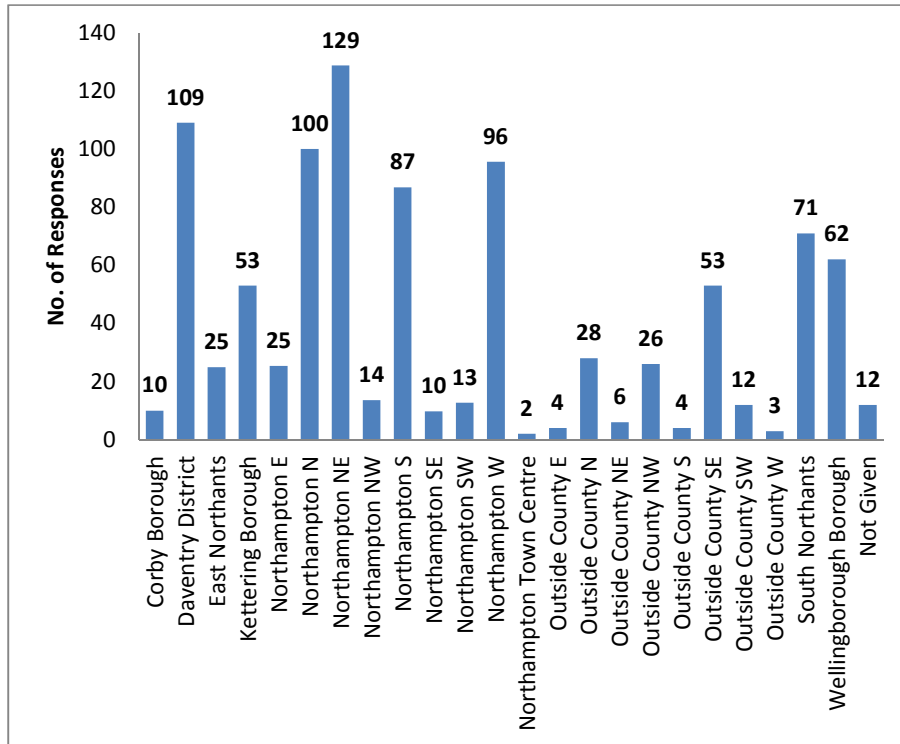
Figure 3 Question 1 – How many people travelled in the car today (including the driver)?



3.2.2 The majority of people interviewed travelled alone (62%). A further 27% travelled in with one passenger and 8% with two. This is a key factor as it indicates that the majority of trips are single occupancy which is the category of trips targeted for reduction by the counties Transport Strategy for Growth.

3.2.3 The figure below shows the location that those interviewed travelled from.

Figure 4 Question 2 – Which town/area did you drive from?



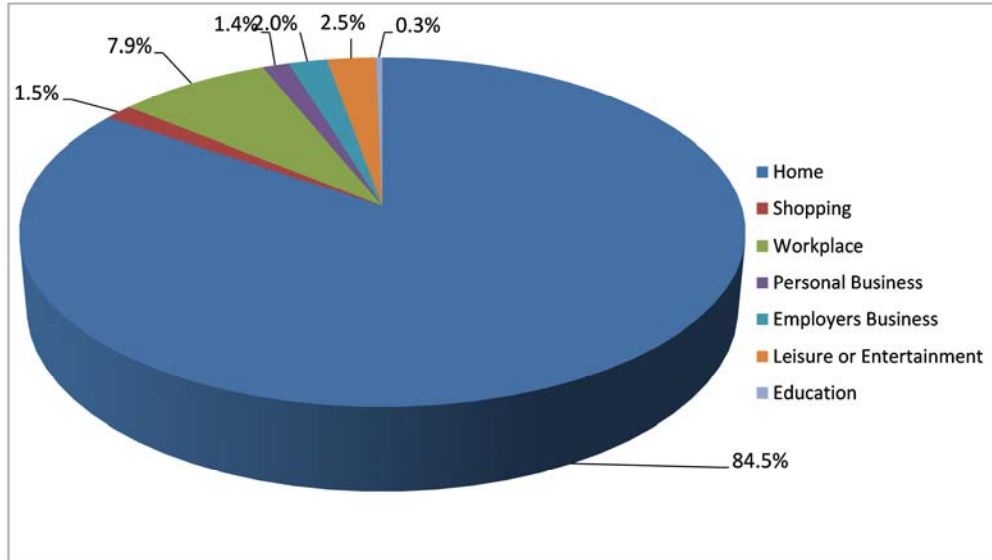
3.2.4 Due to the large number of individual answers, the following methodology was used to group the responses into the areas shown above. Each individual answer was categorised based on whether the area was outside the county or not. For those that fell within the county boundary, NCC’s interactive mapping was used to highlight which borough / district these areas fell into. For the areas outside the county Google mapping was used to determine the direction the trip came from.

3.2.5 However, it was felt that Northampton Borough was too broad a description so where a specific area of the town was mentioned this was assigned to the quadrants listed in the graph above using interactive mapping. Some of those interviewed just answered ‘Northampton’ and therefore it was not possible to provide any more detail as to where these trips originated, hence the ‘Northampton’ answers were split using the proportions of those that did state a specific area of origin.

3.2.6 It is evident that the majority of people travelling to the Central Area are coming from the North –East area of Northampton Borough; overall 85% of trips originate from within the County of Northamptonshire. Of that total 58% are coming from within the Borough itself. This means half of all trips to the CAAP Area are local trips.

3.2.7 Figure 5 shows the origin of their trip to the CAAP Area

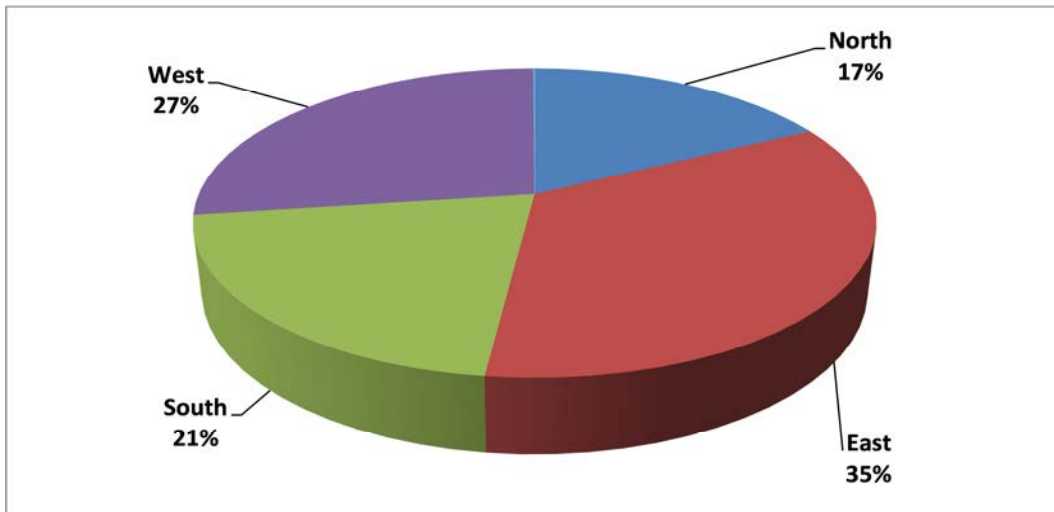
Figure 5 Question 3 – What was the purpose of the origin of your trip today?



3.2.8 The majority of trips (85%) originated at the driver’s home, with 8% of people travelling from their workplace. This result combined with the above results indicates that the majority of respondents travelled from their home on their own from Northampton. This indicates that there is scope to look at what alternative modes could be used for all or some of these journeys into the CAAP area.

3.2.9 The following figure demonstrates the direction that people travelled from to get into Northampton. This information is important to enable the scope for alternative modal choices to be assessed.

Figure 6 Question 4 – From which direction did you travel into Northampton?



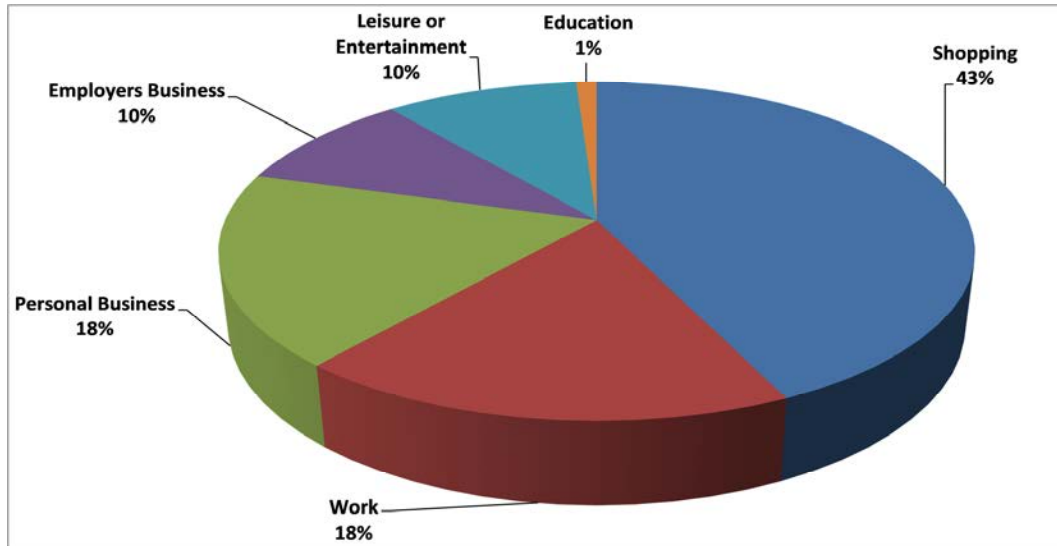
3.2.10 From this it is possible to see that 35% of trips come from the east with just 17% travelling from the north.

3.2.11 Question 4a asked for the road used to access the CAAP area but unfortunately the information collected was not very useful as 28% of those interviewed did not give an answer and a further 31% stated that they entered the town via the A45

which does not directly access the CAAP area. Therefore this question has been used to help validate the information in Question 4.

3.2.12 The next figure illustrates the purpose of the trips to Northampton.

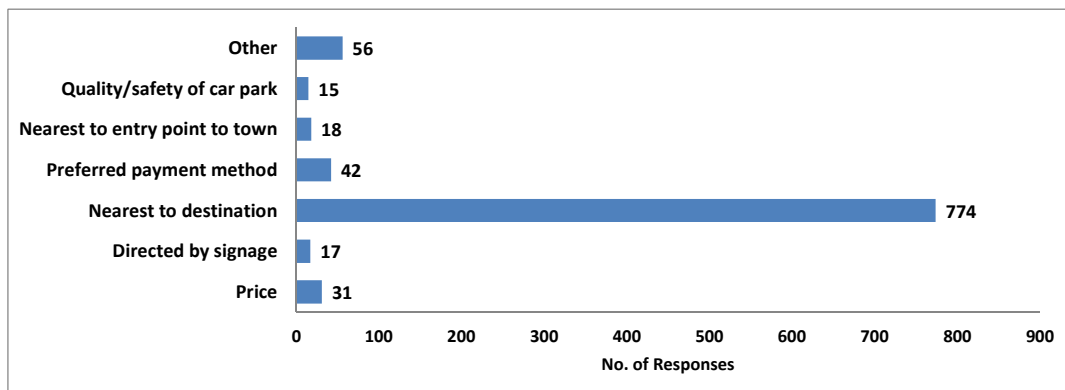
Figure 7 Question 5 – What is the purpose of your trip to Northampton today?



3.2.13 The majority of respondents stated that they travelled into Northampton to go shopping (43%), 18% came in to go to work (in addition to 10% with an Employer's business related trip purpose) and a further 18% travelled to Northampton for personal business. However, it is important to note that although it is possible that the survey methodology may have skewed the results towards shoppers the duration survey for the Tuesday indicated that only 26% of parking acts were for a period in excess of 4 hours and therefore the level of workers using the public car parks is similar to that indicated by results of this question.

3.2.14 The figure below illustrates the reason that those interviewed chose to park at the car park they were interviewed at.

Figure 8 Question 6 – Why did you decide to park at this particular car park?

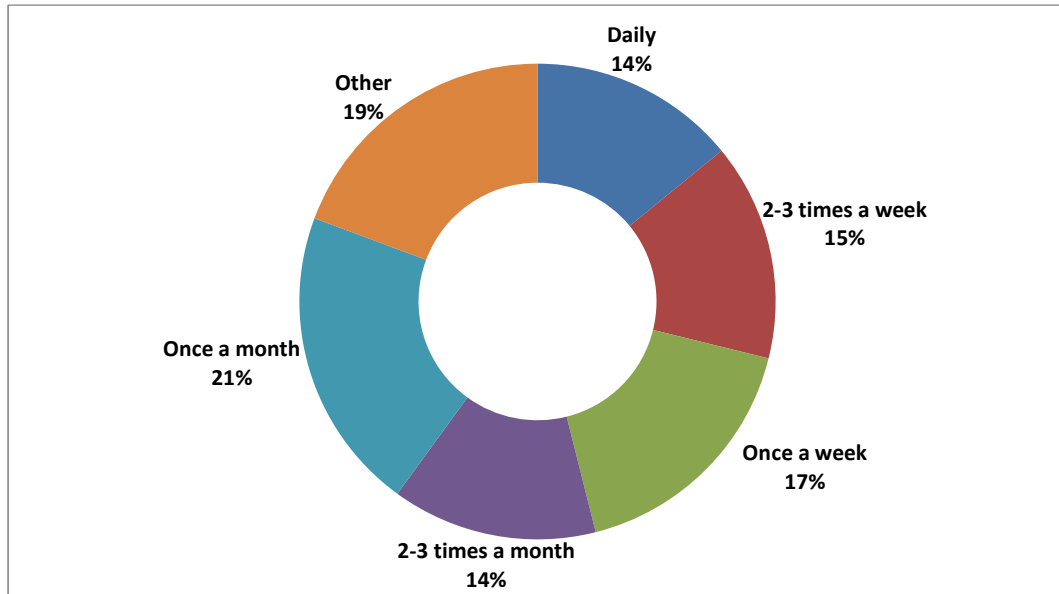


3.2.15 The majority of people (81%) chose the car park they were interviewed in as it was nearest to their destination; this includes 11 people who are residents and park at St Johns Multi-Storey Car Park.

3.2.16 This finding is in line with the duration information that indicates that the town centre is not encouraging long stay multi purpose trips but instead short single purpose trips.

3.2.17 The following figure demonstrates how often those interviewed park in the car park they were interviewed at.

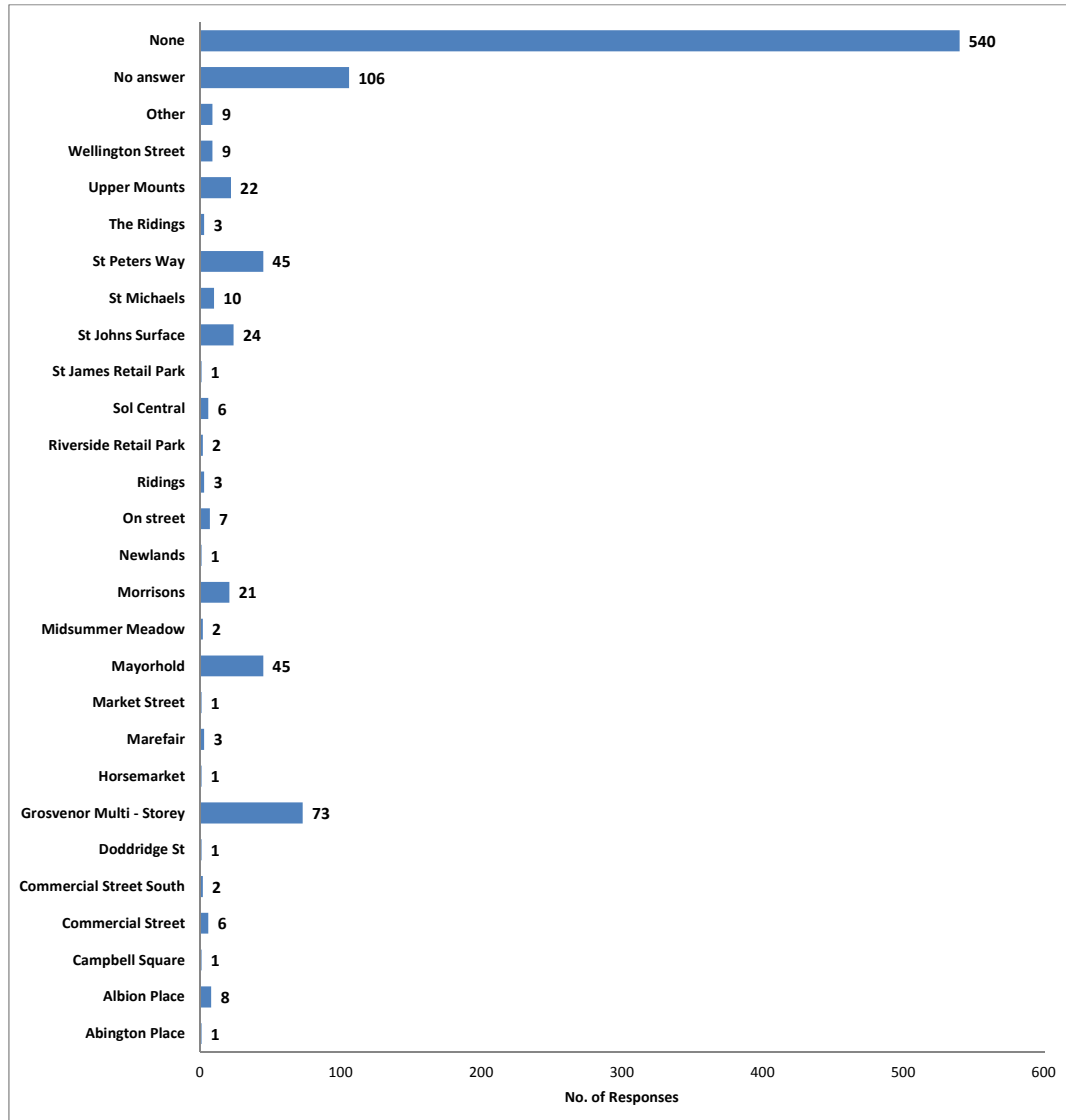
Figure 9 Question 7 – How often do you park in this car park?



3.2.18 The majority of people (197 or 21%) park at the car park they were interviewed at once a month, with 164 (17%) parking there once a week and 141 parking there 2-3 times a week.

3.2.19 The figure below demonstrates the answer to the final question in the interview survey.

Figure 10 Question 7a – Which other car parks do you use on a regular basis?



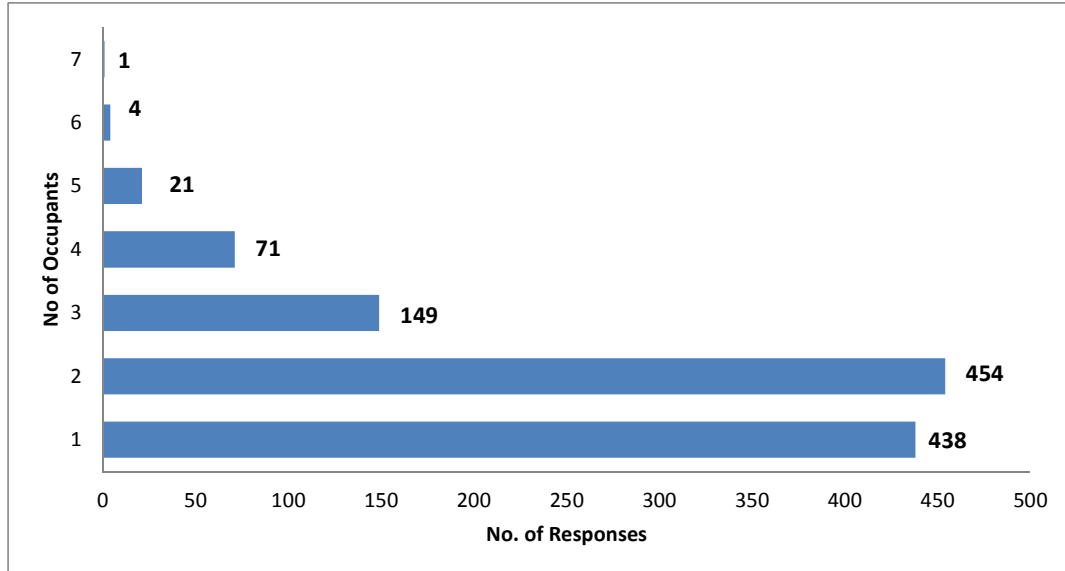
3.2.20 From the information in Figure 10 it is clear that the majority of people (57%) only ever use one car park regularly. Of those that do use more than one car park the Grosvenor Centre is the car park most often used as an alternative with 73 people (8%), a further 44 people (5%) use either St Peters Way or Mayorhold as an alternative car park.

3.2.21 This indicates that the majority of people using Northampton town centre do so for a single purpose and park in the same location on every trip.

3.3 WEEKEND SURVEYS

3.3.1 The figure below illustrates the vehicle occupancy for those interviewed on Saturday 23rd July 2011.

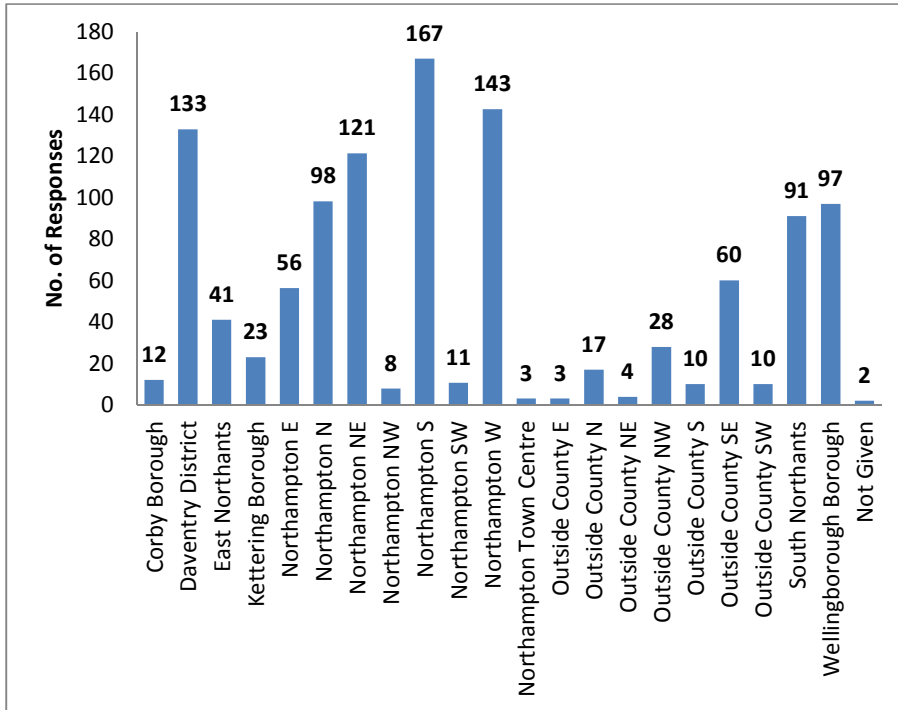
Figure 11 Question 1 – How many people travelled in the car today (including the driver)?



3.3.2 The majority of people interviewed at this car park travelled with one passenger (40%), with 38% travelling alone and 13% travelling with two passengers. This indicates that there are less single occupancy journeys on a Saturday both in numbers and the percentage of trips although they do still account for over a third of journeys. The number of journeys undertaken with two passengers on the Saturday is double the number of the Tuesday. This indicates that there are more family trips to the town centre on a Saturday than a Tuesday.

3.3.3 The figure below shows the location that those interviewed travelled from.

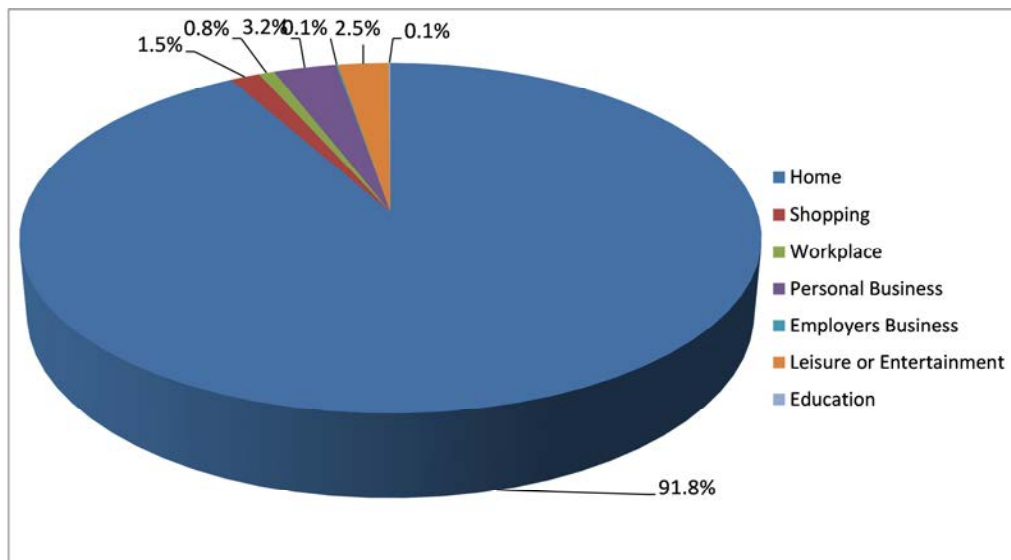
Figure 12 Question 2 – Which town/area did you drive from?



3.3.4 Unlike the Tuesday survey above the majority of people travelling to the CAAP Area are coming from either South or West Northampton. Outside of Northampton the most popular origin is Daventry District. Overall 53% of trips originate within Northampton and a further 35% from within the rest of the County. This means just over half of all trips into the CAAP Area have a local origin, in fact with the exception of Northampton South and West the numbers of trips from the other areas are very similar on the Tuesday and Saturday.

3.3.5 Figure 13 shows where people were when they began their trip to the CAAP Area.

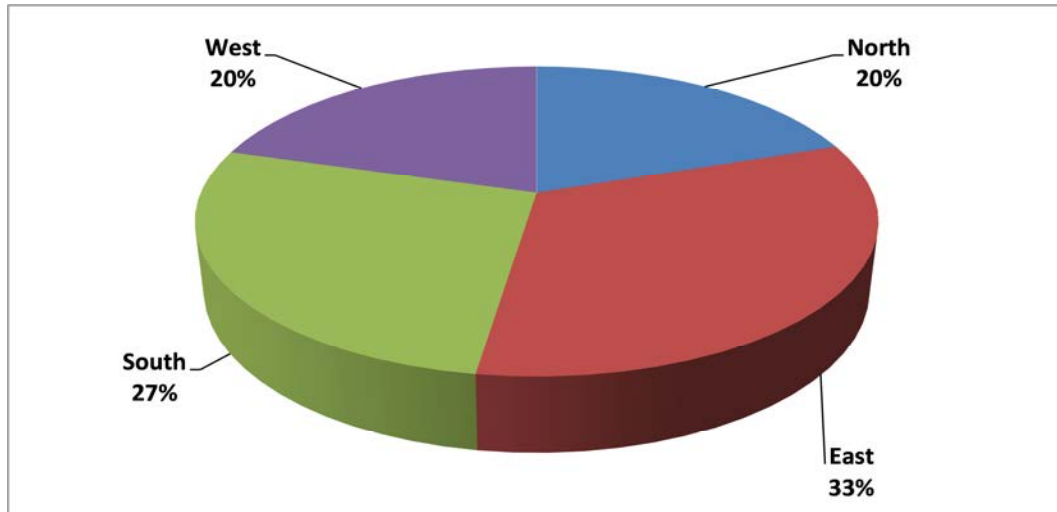
Figure 13 Question 3 – What was the purpose of the origin of your trip today?



3.3.6 From this it can be seen that the vast majority of trips (92%) originated at the driver's home with a much smaller percentage coming to the town centre from work than was recorded on the Tuesday (1% as opposed to 7.9% on Tuesday).

3.3.7 The following figure demonstrates the direction that people travelled from to get into Northampton.

Figure 14 Question 4 – From which direction did you travel into Northampton?

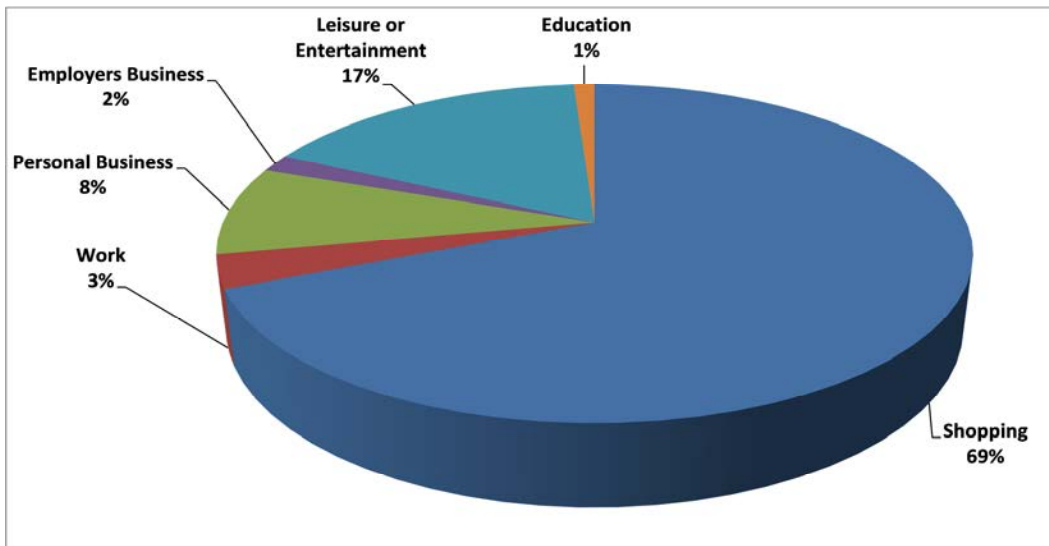


3.3.8 The results of the question provide a much more even split, the majority of trips still travel from the East but the percentage from the west has dropped from 27% to 20%.

3.3.9 Those interviewed were also asked which road they came in on. Like Tuesday, unfortunately 29% of people interviewed did not state the answer to this question and a further 30% of those interviewed stated that they used the A45 to access the town, so this question has been discounted again.

3.3.10 The next figure illustrates the purpose of the trips to Northampton.

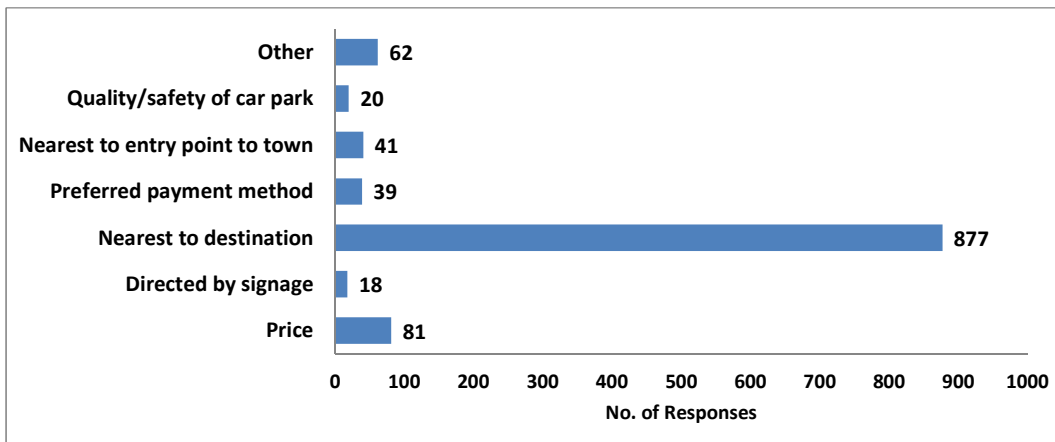
Figure 15 Question 5 – What is the purpose of your trip to Northampton today?



3.3.11 The majority of people travelled into Northampton to go shopping (69%) and 17% came in for Leisure or Entertainment purposes, with only 5% travelling to Northampton for a work related purpose on a Saturday. This compares to 43%, 10% and 18% on the Tuesday.

3.3.12 The figure below illustrates the reason that those interviewed chose to park at the car park they were interviewed at.

Figure 16 Question 6 – Why did you decide to park at this particular car park?

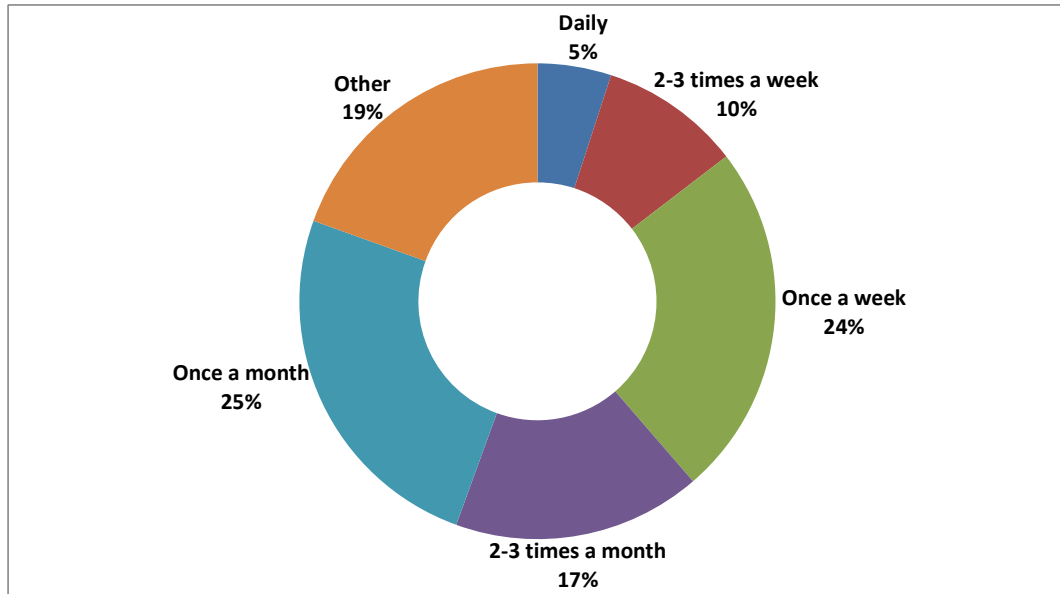


3.3.13 The majority of people (77%) chose their car park as it was nearest to their destination; this includes 18 people who are residents with parking permits for St Johns Multi-Storey Car Park. The minority of people (2%) parked there because they were directed by signage.

3.3.14 As with the Tuesday findings this indicates that people shopping in Northampton are doing so for particular purposes and are not looking round the rest of the town centre.

3.3.15 The following figure demonstrates how often those interviewed park in the car park they were interviewed at.

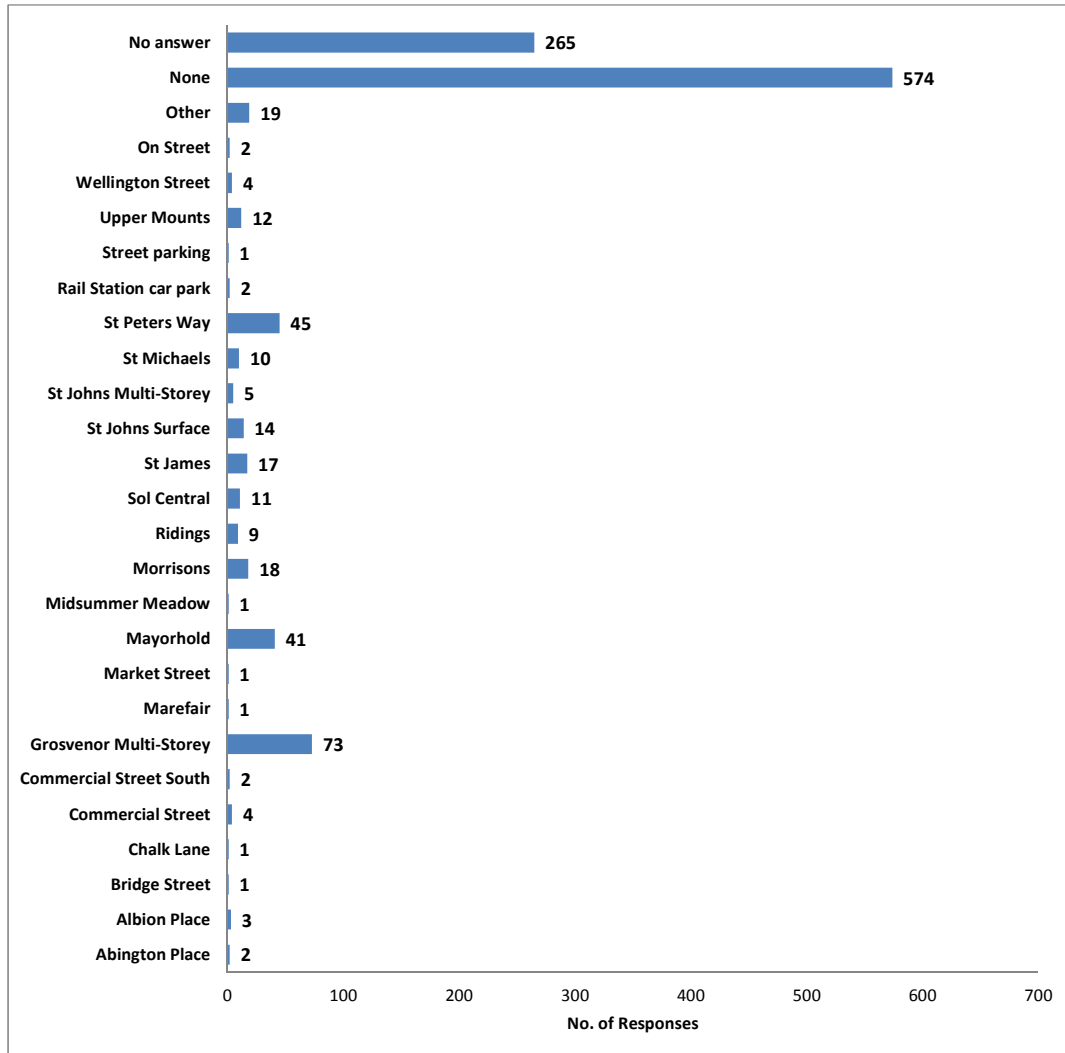
Figure 17 Question 7 – How often do you park in this car park?



3.3.16 The majority of people (284) park at the car park they were interviewed at once a month or once a week (274), with 17% (192) parking there 2-3 times a month.

3.3.17 The figure below demonstrates the answer to the final question in the interview survey.

Figure 18 Question 7a – Which other car parks do you use on a regular basis?



3.3.18 The majority of people (51%) only ever use one car park regularly. 73 people (7%) use the Grosvenor Multi-Storey Car Park, 45 people (4%) use St Peters Way Car Park and 41 people (3%) use the Mayorhold Car Park on a regular basis as an alternative car park.

3.3.19 This again indicates that the majority of people using Northampton town centre do so for a single purpose and park in the same location on every trip as was the case on the Tuesday.

3.4 SUMMARY

3.4.1 The majority of those interviewed on the weekday survey:

- travelled alone;
- from their home in the North East of Northampton;
- from the east direction;
- with a shopping purposed trip;
- use that car park as its nearest to their destination;
- use that car park once a month; and
- do not use another car park on a regular basis.

3.4.2 For the weekend survey the majority of people that were interviewed:

- travelled with one passenger;
- from their home in the South of Northampton;
- from the east direction;
- with a shopping purposed trip;
- use that car park as its nearest to their destination;
- use that car park once a month; and
- do not use another car park on a regular basis.

3.4.3 It can be observed that the majority of trips on both the Tuesday and the Saturday are primarily trips that originated from home which is located within Northampton. This means that there is greater scope to encourage more of these trips to be made by none car modes, this is especially the case on Tuesday as the majority of trips were single occupancy.

3.4.4 It is also clear that the majority of drivers do not use another car park on a regular basis; this suggests that a particular car park is used by individuals out of habit, which may limit the options to change behaviour in the future.

3.4.5 The results for the individual car parks are shown in Appendix 1.

