

Strategic Car Parking Review

Results of Engagement 2012

Conducted by the Corporate Research Team, Borough of Poole, on behalf of Transportation Services.



1. Purpose of the Report

This report presents the findings of the public engagement for phase one of the Strategic Car Parking Review.

2. Aims of the Engagement

The engagement aimed to gather data and insight into driver behaviour, motivators, aspirations and priorities from key stakeholders. Key stakeholders included residents of Poole, car park users, businesses across the Borough and equalities groups.

3. Engagement Methodology

Several engagement methods were used for this project in order to obtain views from the key stakeholders and collect data to meet the engagement aims. The engagement period ran from the 14th September to the 19th October 2012. The engagement methods used were:

- Questions included in a survey to the Council's citizen panel, Poole Opinion Panel
- A questionnaire open to the public
- A questionnaire open to businesses across the Borough

Further details on these engagements are included in the relevant sections of this report.

A discussion workshop was planned to be held with members of the Council's citizen panel to discuss car parking in more depth. This was advertised to all Poole Opinion Panel members, and also to the Council's Equalities Research Network. Unfortunately, due to a low number of attendees, the planned workshop was cancelled, and interested attendees were invited to take part in a telephone interview. 2 members of the Poole Opinion Panel took part in an interview and their comments are included in section 9 of this report.

4. Key Findings

- A 50% response rate was achieved for the Poole Opinion Panel (860 responses), 295 responses were received to the public survey, and 25 businesses responded to the business survey.
- Respondents to both the Poole Opinion Panel and Public survey were more regular users of on street parking. Town Centre car parks were used more often than Beach and District car parks, with District car parks being the least used by both sets of respondents.
- The main purposes for using Poole's car parking were for shopping, leisure, using local services and visiting friends/relations in both the Poole Opinion Panel survey and the public survey.
- Both Poole Opinion Panel and respondents to the public survey felt that the 'cost of parking' and being 'close to destination' were important when choosing somewhere to

park in Poole. Business respondents also agreed that these were important to their businesses. Businesses also thought that the option of short stay or long stay was important.

- 62% of respondents from Poole Opinion Panel and 68% of respondents from the public survey said that they experienced some level of difficulty when trying to find a place to park. Issues with parking included the availability of parking, especially at peak times, the amount of parking restrictions in place in Poole, availability of residential or permit parking spaces, and some comments mentioned high parking charges.
- Another issue that respondents had with parking was the provision of disabled spaces. For both Poole Opinion Panel and the public survey, disabled respondents were statistically more likely to have difficulties finding a place to park than respondents without a disability. Comments suggested that respondents feel that disabled spaces are usually full or that there is insufficient parking for the disabled.
- Respondents from all 3 engagement methods agreed on the 2 most important factors when developing car parking policy in Poole; 'Encouraging shoppers to the Town Centre' followed by 'Encouraging new business to Poole'.
- In the public and business surveys there was support for more flexible or short stay parking options. 82% of respondents to the public survey felt that cheaper rates for the first 2 hours parking would encourage them to use car parking in Poole. 40% felt that cheaper rates for arriving off peak would encourage them. Businesses also thought that these options would help their businesses, and the main difficulties they mentioned with parking were around the provision of short stay parking.
- When asked what they would do if the cost of their usual car park increased, 66% of respondents to the public survey felt that they would visit Poole less often, followed by visit a different location (39%) and park on the street (39%). 11 businesses made comments about parking charges, with some feeling that they are too high, or making suggestions for changes to charges/tariffs.

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6. Poole Opinion Panel

6.1. Methodology

The Poole Opinion Panel is the Council's citizen panel comprising of approximately 1,700 Poole residents, who receive surveys 2-3 times a year. Questions from the public survey were included in the autumn Poole Opinion Panel survey, which was in the field from the 10th September to 12th October 2012. A reminder postcard was sent after 2 weeks to boost response.

6.2. Survey Respondents

A 50% response rate was achieved (860 responses). The largest age bands responding to the survey was those aged 65-74 (27%) and 45-59 (27%). 2% of respondents were aged under 29 and 48% were aged 65 and over. 44% of respondents were male and 56% female.

Having a disability or limiting long-term illness was known for 821 respondents. Of these, 28% reported having a disability or long term illness that affected their day to day activities.

The results were weighted by MOSAIC group (lifestyle data) to ensure they were representative of Poole's population.

6.3. Results

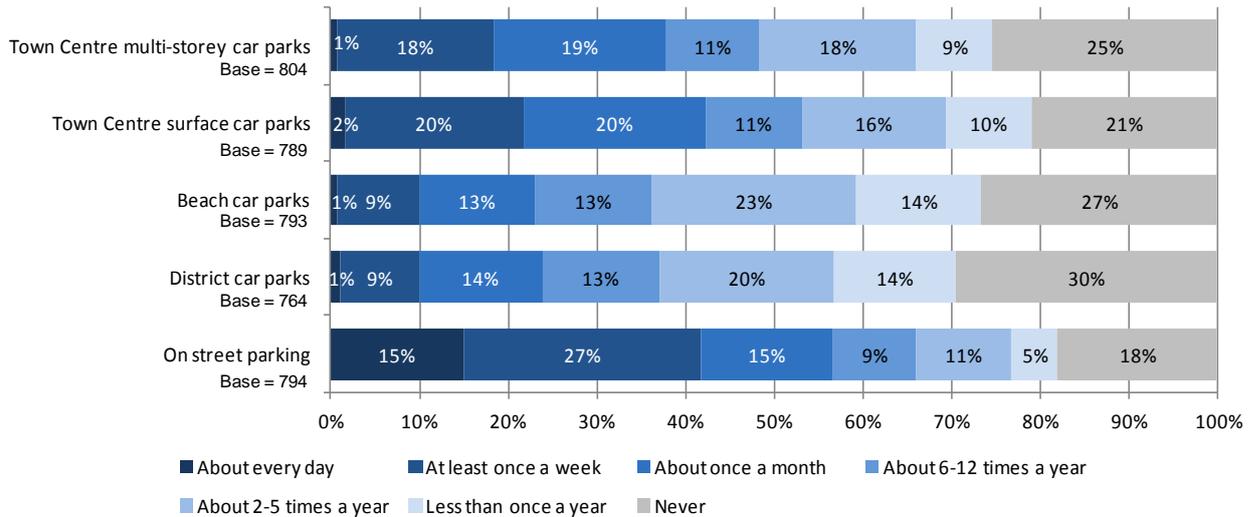
Poole Opinion Panel members were asked how often they use car parks in Poole, their reasons for using Poole's car parks, any issues they have with parking and priorities for developing car parking policy. The results for each question are shown below, along with any key statistically significant variations in responses. All variations in responses are available in the Poole Opinion Panel report on car parking results.

6.3.1. How frequently, if at all, do you park a vehicle in the following car parks in Poole?

Of the various parking options, on street parking was used most regularly by respondents, with 15% parking a vehicle 'almost every day' on street. Town Centre car parks were used slightly more regularly than Beach and District car parks, with 22% parking in Town Centre surface car parks and 18% parking in Town Centre multi-storeys at least once a week or more often.

District and Beach car parks were used less by respondents, with 30% never parking a vehicle in District car parks, and 27% never parking in Beach car parks.

Figure 1: Use of Poole's car parking – Poole Opinion Panel



How often respondents used Poole's car parking varied by age, gender, ward and having a disability.

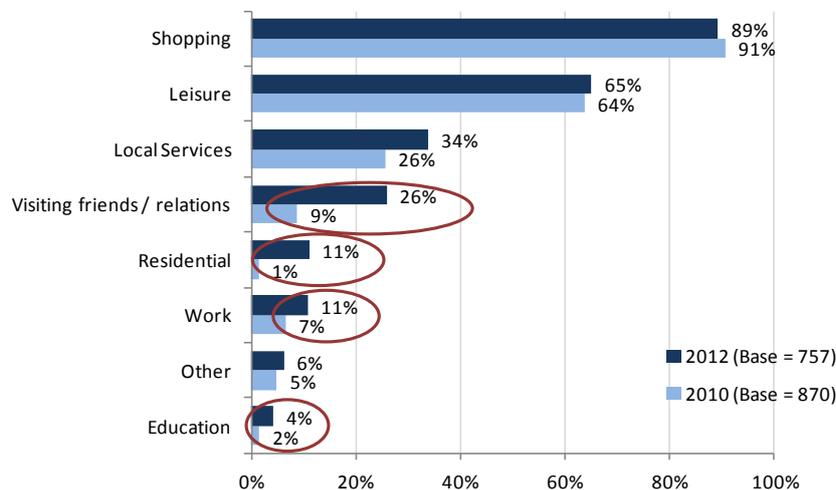
Older respondents (age 75+) were more likely to infrequently or never use all of the parking types except for district car parks (where there was no difference in use by age). Disabled respondents were more likely than those without a disability to infrequently or never use Town Centre multi-storey car parks (47% disabled compared to 30% not disabled) and Beach car parks (49% disabled compared to 38% not disabled).

6.3.2. For what purposes do you use Poole's car parking?

The main purposes that respondents used Poole's car parking for were shopping (89%) followed by leisure (65%) and local services (34%). Significant differences from the 2010 Poole Opinion Panel survey are highlighted in red in Figure 2 below. Using Poole's car parking to visit friends/relations has increased from 9% in 2010 to 26% in 2012. Residential (11% in 2012 vs 1% in 2010), Work (11% in 2012 vs 7% in 2010) and Education (4% in 2012 vs 2% in 2010) are also highlighted.

Other purposes for using Poole's car parking included attending medical/ hospital appointments (29), using banks (4) and visiting church (3).

Figure 2: Purposes for using Poole's car parking – Poole Opinion Panel



Reasons for using Poole’s car parking varied by gender, age, ward and disability.

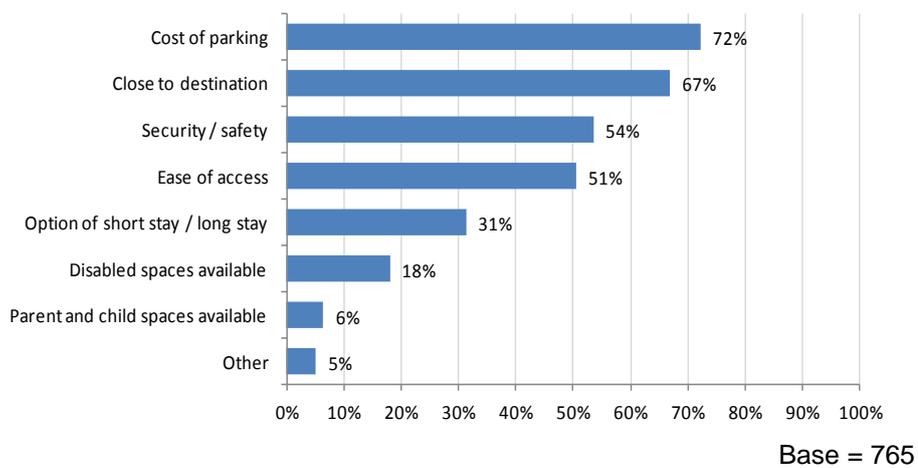
Respondents from Hamworthy West were more likely to use Poole’s car parking to access local services (56%) than respondents from other wards. Respondents who did not have a disability were more likely to use Poole’s car parking for leisure (69%) and work (12%) than those who had a disability (leisure 54%, work 7%).

6.3.3. What is important to you in choosing somewhere to park in Poole?

When choosing somewhere to park in Poole, important factors to respondents were the cost of parking (72%) followed by being close to their destination (67%) and security/safety (54%).

‘Other’ factors that were important to respondents included the size of spaces (5), height restrictions (3) and proximity to location (2).

Figure 3: Important factors when parking in Poole – Poole Opinion Panel



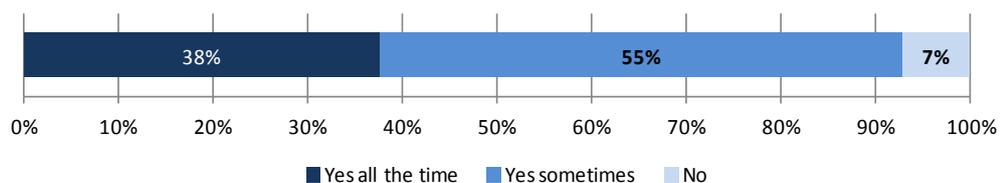
Importance of factors when choosing somewhere to park varied by ward, age, disability and gender.

Respondents aged 60-64 were more likely to say that cost is important (83%) than other age groups. Respondents who were not disabled were also more likely to say that cost is important (77%) than those with a disability (57%).

6.3.4. Are you able to find a place to park without too much difficulty?

62% of respondents said they experienced some level of difficulty when finding a place to park in Poole, with 7% not able to find a place to park at all without too much difficulty.

Figure 4: Finding a place to park without too much difficulty – Poole Opinion Panel



Disabled respondents were more likely to sometimes have difficulty finding a place to park (70%) than those without a disability (51%).

153 respondents added comments explaining the difficulties they in finding a place to park.

58 comments related to the availability of parking in Poole. Some respondents have difficulty finding parking at peak times or when it is busy, such as at Christmas, when events are being held, or when there is good weather/summer (28). Other respondents said they have difficulty parking because the car parks are full (18) or because there is not enough parking (3).

44 comments related to aspects of parking design. 24 said that they had difficulties parking because of a shortage of disabled spaces, limited disabled access or because they have mobility issues and need to park close to their destination. 4 respondents commented that there are limited parent and child spaces. However, 5 respondents commented that they felt there were too many disabled or parent and child spaces, which caused them difficulties in finding somewhere to park or meant they have to park further from their destination.

"Not enough places available and some spaces allocated for disabled not wide enough to get disabled person in and out of vehicle."

"not always enough child & parent spaces to safely get 2 young children & buggy out"

"Too many disabled & parent child spaces which means I have to park further away"

Other comments relating to parking design included spaces being too small (6) and height restrictions being too low for vans or larger cars (3).

25 respondents made comments about parking restrictions and enforcement. Many felt that they found it difficult to park because there are too many restrictions, such as double yellow lines or on street restrictions (14). Some found it difficult as they look for free parking and this is limited (5). However, some respondents commented that they felt more restrictions are needed (2) or that they need to be enforced, such as for disabled parking (3).

"The council has painted double yellow lines everywhere and onstreet parking meters."

"A lot of people use disabled parking who aren't disabled."

"You need to increase parking restriction/penalties near schools. I often can't park in my own driveway because of inconsiderate parking"

18 respondents made comments about parking charges, with 8 feeling that charges are too high and 2 saying they can't afford the fee. Other comments about charges mentioned payment machines (3), for example that they don't give change or reject some coins.

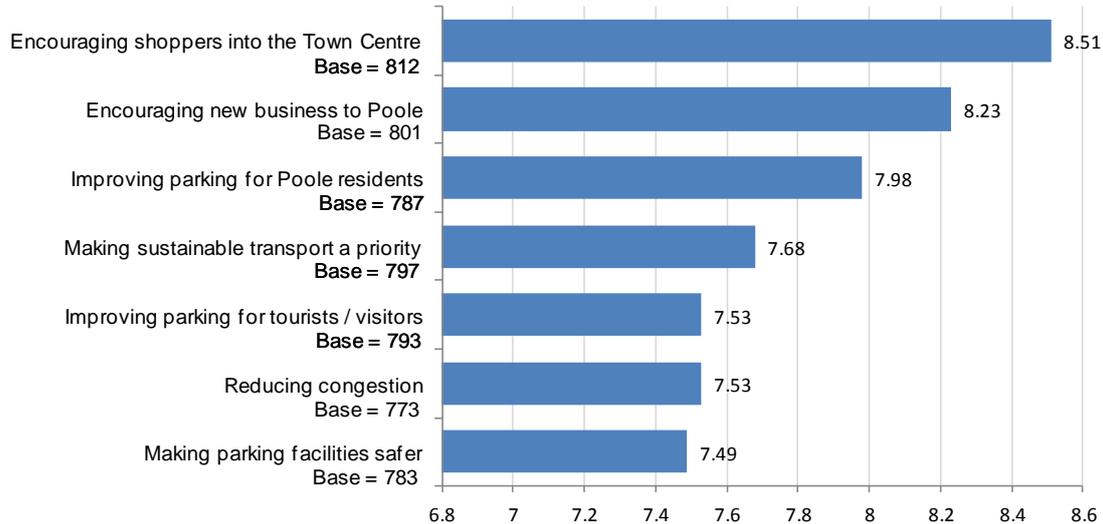
The remaining comments focused on residential or permit parking (13), with comments mentioning that there is not enough residential parking where they live, or they have a permit but can't park because others are parked there.

6.3.5. How important do you consider the following in regards to the development of car parking policy in Poole?

Respondents were asked to rate the importance of a range of factors in regards to the development of car parking policy in Poole. 'Encouraging shoppers into the Town Centre' was rated as the most important factor (8.51) followed by 'Encouraging new business to Poole' (8.23) and 'Improving parking for Poole residents' (7.98).

'Making parking facilities safer' was rated as the least important factor (7.49).

Figure 5: Importance of factors when developing car parking policy – Poole Opinion Panel



7. Public survey

7.1. Methodology

The public survey aimed to collect information on usage of Poole's car parking, what is important when parking, sensitivity to pricing, priorities and any issues with parking in Poole.

The questionnaire was available to complete online on the Council's website from the 14th September to the 19th October 2012. Paper copies were available on request and also handed out at the face-to-face sessions in the Dolphin Centre shops and car park foyer. The questionnaire was promoted via a press release, on the Council's website, at the Dolphin Centre sessions, and through the Council's Equalities Research Network and Poole residents associations.

7.2. Survey Respondents

There were 295 responses to the public survey by the deadline for analysis. 201 (68%) were received through the online form, and 94 (32%) via a paper questionnaire.

The largest age band responding to the public survey was 45-59 year olds (31%), followed by 65-74 year olds (21%). Five percent of respondents were aged 18-29 (Figure 6).

Of the 278 respondents who provided their gender, 52% were male and 48% female. 18% of respondents said that they had a limiting health problem or disability (Base = 282).

Figure 6: Age band of respondents – public survey

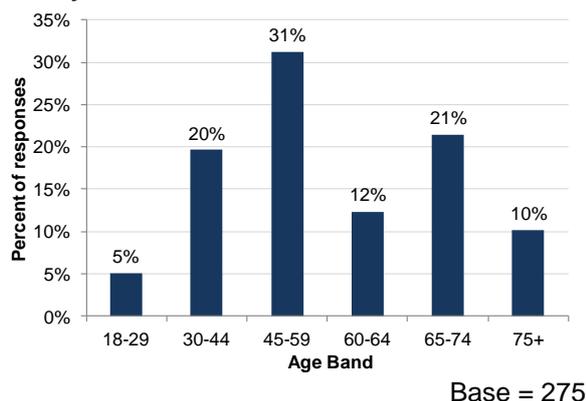
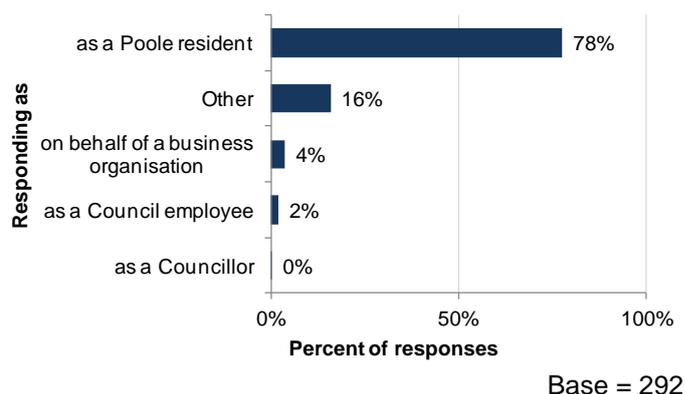


Figure 7: Are you responding as: - public survey



Most of the responses received were ‘as a Poole resident’ (78%), followed by ‘Other’ (16%) (Figure 7). ‘Other’ responses included as a resident elsewhere, such as Corfe Mullen and Upton (6), as a visitor (5) or shopper (2) or as someone who works in Poole (3).

Figure 8 below shows the location of respondents where known. In Poole, the largest proportion of responses were received from Poole Town ward (11%) followed by Oakdale (10%) and Broadstone (9%). Responses were also received from out of Poole, with 8% received from Bournemouth.

Figure 8: Location of respondents – public survey

Poole wards	Number	Percent	Out of Poole	Number	Percent
Alderney	8	3%	Bournemouth	21	8%
Branksome East	4	2%	Dorset	13	5%
Branksome West	11	4%	Upton	8	3%
Broadstone	23	9%	Corfe Mullen	5	2%
Canford Cliffs	9	3%	Wimborne	5	2%
Canford Heath East	9	3%	Christchurch	3	1%
Canford Heath West	12	5%	Out of Dorset	3	1%
Creekmoor	6	2%			
Hamworthy East	8	3%			
Hamworthy West	10	4%			
Merley and Bearwood	7	3%			
Newtown	14	5%			
Oakdale	27	10%			
Parkstone	17	6%			
Penn Hill	11	4%			
Poole Town	30	11%			
				Base	264

7.3. Results

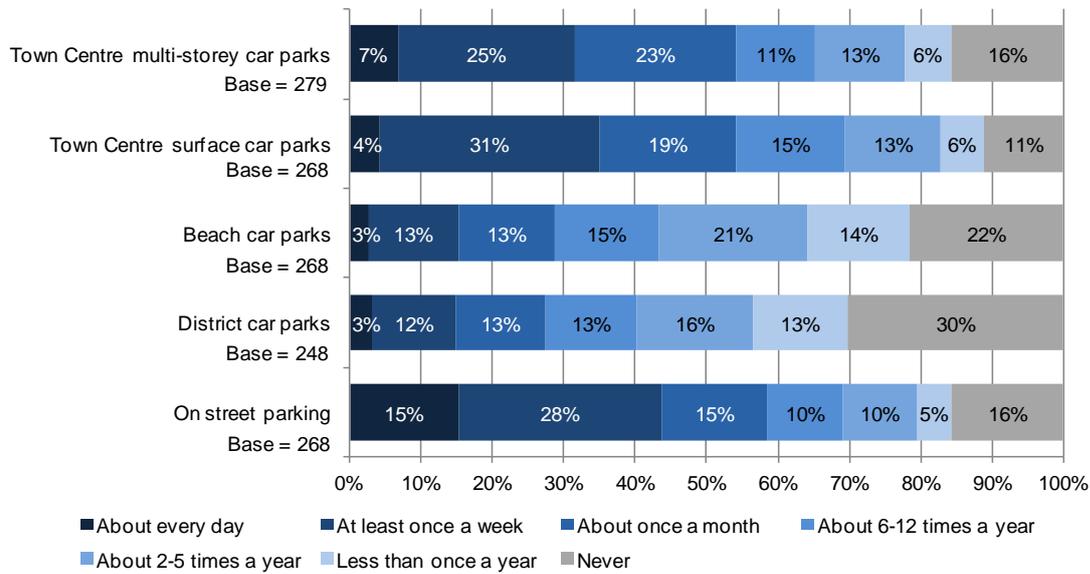
The results for each question in the public survey are shown below along with any statistically significant variations in responses.

7.3.1. How frequently, if at all, do you park a vehicle in the following car parks in Poole?

Of the different types of parking, on street parking is most regularly used by respondents, with 15% parking a vehicle ‘almost every day’ on street. Town Centre car parks are used more regularly than Beach and District car parks, with 35% parking in Town Centre surface car parks and 32% parking in Town Centre multi-storeys at least once a week or more often.

District and Beach car parks are used less by respondents, with 30% never parking a vehicle in district car parks, and 22% never parking in Beach car parks.

Figure 9: Use of Poole’s car parking – public survey



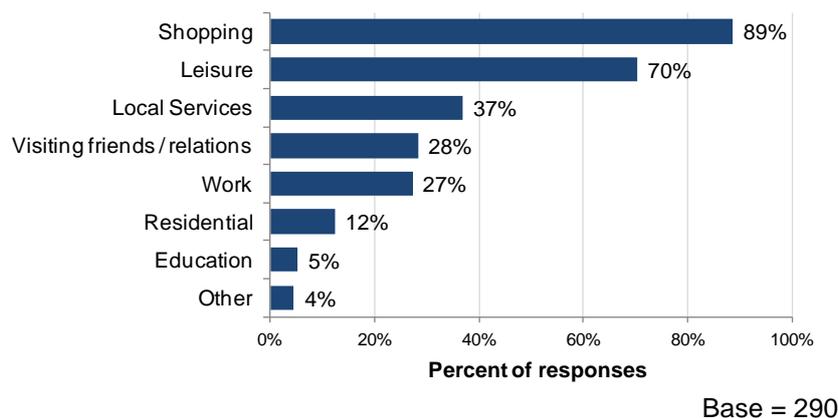
The only statistically significant difference for car parking use was for gender. Males were significantly more likely to infrequently or never use the Town Centre multi-storey car parks (28%) than females (15%).

7.3.2. For what purposes do you use Poole’s car parks?

The main purposes respondents used Poole’s car parking for were shopping (89%) followed by leisure (70%) and local services (37%). 27% of respondents used Poole’s car parking for work.

Other purposes for using Poole’s car parking included using banks (3), attending medical/hospital appointments (2) and attending meetings (2).

Figure 10: purpose for using Poole’s car parking – public survey

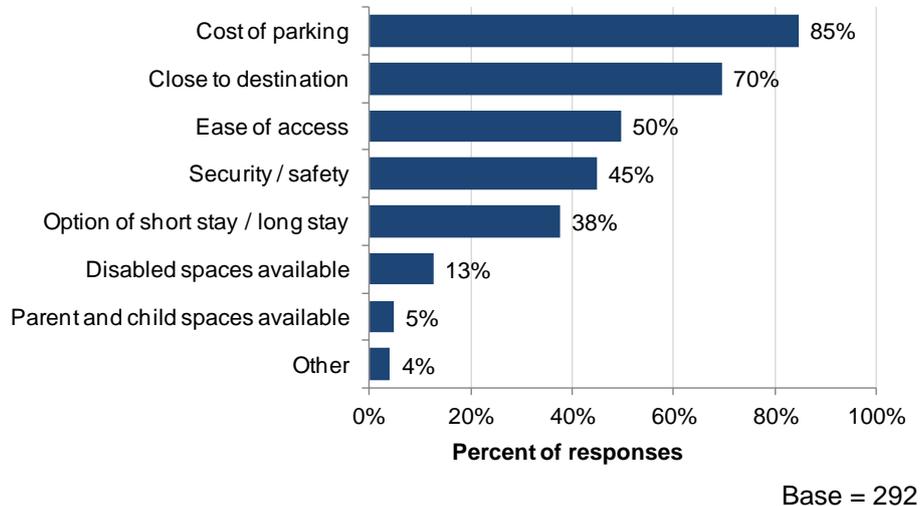


Respondents aged 18-29 (71%) and 30-44 (53%) were significantly more likely to use Poole’s car parks for work than other age groups. Respondents with a disability were significantly less likely to use car parks for work (9%) than respondents with no disability (69%).

7.3.3. What is important to you when choosing somewhere to park in Poole?

When choosing somewhere to park in Poole, respondents felt that the cost of parking (85%) was most important, followed by being close to their destination (70%) and ease of access (50%). 'Other' factors that respondents said were important included motorcycle parking (4), length of stay (2) and the size of spaces (2).

Figure 11: Importance of factors when parking – public survey



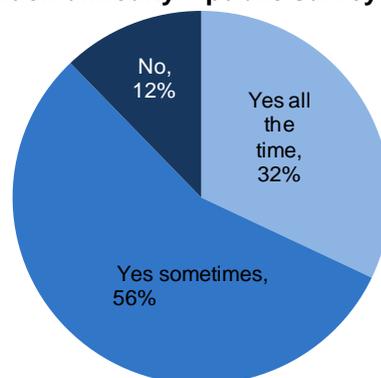
Female respondents were more likely to say that the cost of parking (89%) and security/safety (54%) were important when parking, than male respondents (64% cost, 39% security).

Respondents without a disability were more likely to say that cost (89%) and security/safety (48%) are important than disabled respondents (64% cost, 39% security/safety). Disabled respondents were more likely to feel that the availability of disabled spaces is important (48%) than those without a disability (5%).

7.3.4. Are you able to find a place to park without too much difficulty?

68% of respondents said that they experienced some level of difficulty when finding a place to park in Poole, with 12% saying they were not able to find a place to park at all without too much difficulty.

Figure 12: Able to park without too much difficulty – public survey



Base = 287

Disabled respondents were statistically more likely to say that they are not able to find a place to park (23%) than those without a disability (10%). Females were more likely to say that they can find somewhere to park all the time (41%) than males (23%).

105 respondents made comments on why they had difficulties finding a place to park in Poole.

44 comments were made regarding the availability of parking. 22 respondents felt that there is limited parking available, in particular on street (4), motorcycle parking (4) and in the high street/old town/quay area (7). Some respondents felt that parking is full (4), there is congestion (4) or that parking is difficult at peak times such as summer or at Christmas (10).

"On street parking in Old Town is almost non existant & when available always occupied."

"Sandbanks/Shore Road area is a particularly difficult area during fine weather. The replacement of on road parking with a cycle lane has had a significant impact on availability."

29 respondents made comments about the design of parking in Poole. 16 of these comments related to the provision of disabled parking spaces with comments that there are insufficient spaces, or that spaces are always full. 6 felt that spaces can be tight and it can be difficult to manoeuvre or car doors get dented.

"Multi story car parks in Poole, as in Bournemouth, are often designed for smaller cars and not the larger vehicles so popular these days and I struggle to park in these. I choose therefore to park in open air car parks or on the street as multi stories are old fashioned and too small."

"disabled places are very difficult to find also as we have so many visittors to the area they are filled very fast"

21 respondents made comments about charging, with 15 feeling that charges are too high or expensive. 4 respondents mentioned car parking tariffs, such as no 1 hour charge (3) or being charged across two tariffs after 6pm (1).

"Ability to park in main car parks for 1 hour. Most Bournemouth car parks - parking 2 hours for £1."

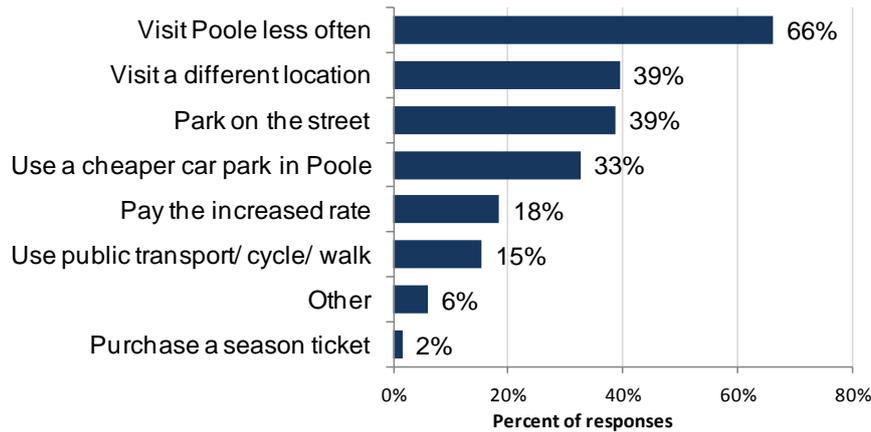
"Impossible to park in Poole Town Centre without high charges"

10 comments mentioned issues with limited residential or permit parking. 3 comments were made mentioning work closing off sections of Town Centre multi-storey car parks.

7.3.5. If the pricing in a car park you use was increased, for example by 10%, what would you do?

If pricing was to increase in car parks then most respondents felt that they would 'visit Poole less often' (66%), followed by 'visit a different location' (39%) and 'park on the street' (39%). 18% of respondents felt that they would pay the increased rate for parking.

Figure 13: Response to price increase in usual car park – public survey



Base = 292

‘Other’ comments made by respondents included shopping elsewhere or online (4), being unhappy or annoyed (3) or using a motorbike (2).

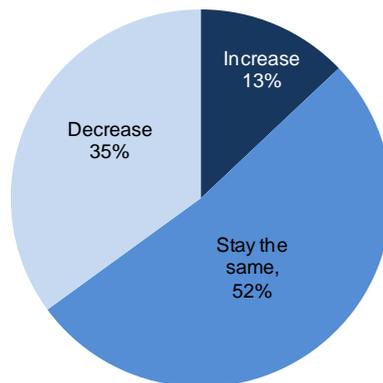
Respondents aged 75+ were statistically more likely to answer that they would pay the increased rate (44%) than other age groups. Respondents without a disability were more likely to answer that they would use a cheaper car park (36%) than disabled respondents (18%).

7.3.6. Do you think the levels of parking enforcement across Poole should:

Around half of respondents to the public survey felt that levels of parking enforcement should stay the same across Poole (52%). 35% felt that levels of enforcement should decrease across Poole.

There were no differences in responses across different groups of respondents.

Figure 14: Views on parking enforcement – public survey



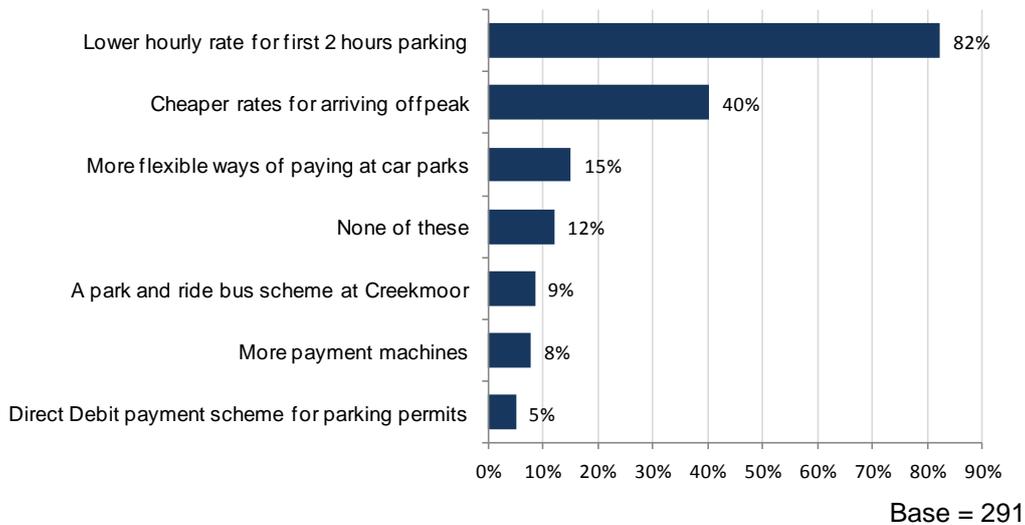
Base = 271

7.3.7. Would any of the following options encourage you to use car parking in Poole?

The majority of respondents (82%) felt that a ‘lower hourly rate for the first 2 hours parking’ would encourage them to use car parking in Poole. Cheaper rates for arriving off peak (arriving before 9 a.m. or after 4 p.m.) would encourage 40% of respondents.

12% of respondents said that none of the options suggested would encourage them to use Poole’s car parking.

Figure 15: Options that would encourage use of car parking – public survey



Respondents aged 18-29 (71%) and 60-64 (56%) were more likely to be encouraged by cheaper rates for arriving off peak than other age groups. Respondents without a disability were more likely to answer cheaper rates for arriving off peak (43%) than those with a disability (26%).

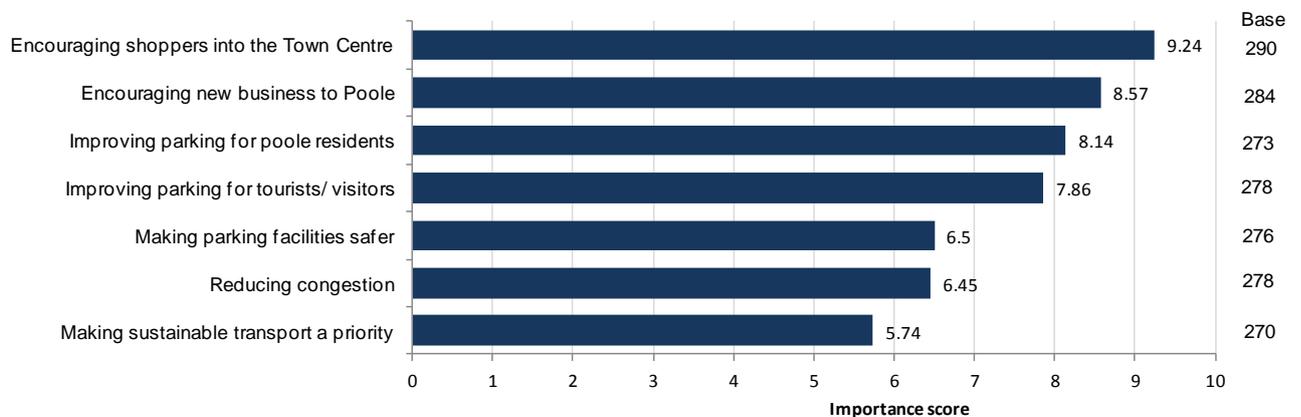
Disabled respondents were more likely to answer ‘None of these’ (22%) than those without a disability (10%).

7.3.8. How important do you consider the following factors in regards to the development of car parking in Poole?

Respondents were asked to rate the importance of a range of factors in regards to the development of car parking policy in Poole. ‘Encouraging shoppers into the Town Centre’ was rated as the most important factor (9.24), followed by ‘Encouraging new business to Poole’ (8.57) and ‘Improving parking for Poole residents’ (8.34).

‘Making sustainable transport a priority’ was rated as the least important factor (5.74).

Figure 16: Importance scores of factors when developing car parking – public survey



8. Business Survey

8.1. Methodology

The business survey was based around the Public survey, but with questions tailored towards businesses. The survey was promoted through a press release, was available at the Dolphin Centre sessions, and at the meetings of the Town Centre Management Board, and the Tourism Management Board.

8.2. Survey Respondents

There were 25 responses to the Business survey by the deadline for analysis. This sample size is too small for statistical analysis and care must be taken when applying the results, but gives an indication of businesses views on car parking.

The majority of businesses that responded were retail businesses (17), followed by culture and leisure (3) and Hospitality or food (2). 18 were small businesses employing 0-9 people. Most of the responses came from businesses based in Poole Town (22), followed by Canford Cliffs (2) and Hamworthy (1).

Table 1: Type of business

	Number	Percent
Retail	17	68
Culture or Leisure	3	12
Hospitality or food	2	8
Business Services	1	4
Finance or Professional	1	4
Other	1	4

Table 2: size of businesses

	Number	Percent
0 - 9 employees	18	72
10 - 19 employees	2	8
20 - 49 employees	4	16
50 - 99 employees	1	4

8.3. Results

8.3.1. What type of parking do your clients/customers usually use to access your business?

Most responses came from businesses where clients/customers use Town Centre car parks for access (23).

Table 3: Type of car parking used to access business

Type of parking:	Frequency
Town Centre car parks	23
Beach car parks	3
District car parks	1
On street parking	6

8.3.2. When does your business usually trade/open?

All of the business who answered this question opened on weekday daytimes (24). 21 also opened on weekend daytimes. None opened/traded in the evenings.

8.3.3. Which of the following are important to your business in regards to car parking in Poole?

Most businesses who responded felt that the cost of parking was important (23), followed by parking being close to the destination (19) and the option of short stay or long stay (18).

'Other' comments from businesses included 1 hour free parking (1) and cleanliness (1).

Table 4: Important car parking factors for businesses

Important to your business	Frequency
Cost of parking	23
Close to destination	19
Option of short stay/long stay	18
Ease of access	14
Security/safety	10
Disabled spaces available	7
Parent and child spaces available	4
Other	2

8.3.4. Are you aware of any difficulties in accessing car parking to use/visit your business?

9 businesses made comments about difficulties in accessing parking. Some comments focused around the provision of short stay parking. 2 commented that there was no short stay parking available that allows customers to 'pop in'. 1 mentioned that when customers come to collect reserved items they have to pay a charge for 2 hours parking.

2 businesses mentioned that parking is limited at peak times, such as on market days or in the summer.

8.3.5. Do you think levels of parking enforcement across Poole should:

Most businesses who responded felt that levels of parking enforcement across Poole should either 'stay the same' (11) or 'decrease' (7).

Table 5: Views on the level of enforcement in Poole

Enforcement should:	Number
Increase	1
Stay the same	11
Decrease	7

8.3.6. Would any of the following options help your business?

Businesses felt that a 'lower hourly rate for first 2 hours parking' (15), and a '1 hour charge' (14) would help their business.

'Other' comments included free parking (4), parking being priced by the minute (1) or being a reasonable price (1).

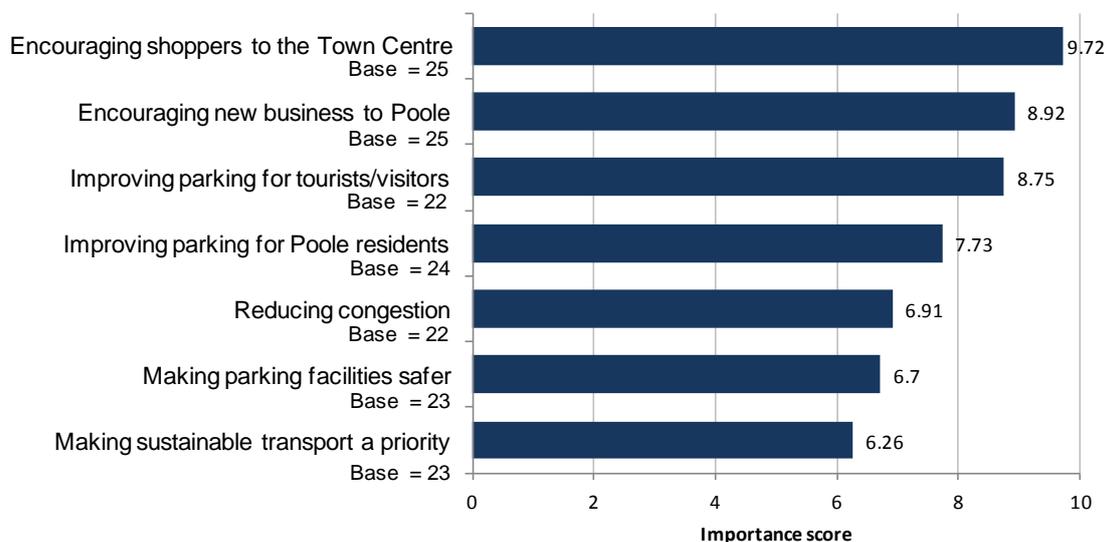
Table 6: Parking options to help businesses

	Frequency
Lower hourly rate for first 2 hours parking	15
A 1 hour charge	14
Cheaper rates for arriving off-peak	10
A ticket refund scheme	9
Other	5

8.3.7. How important do you consider the following factors in regards to the development of car parking policy in Poole?

Businesses were asked to rate the importance of a range of factors in regards to the development of car parking policy in Poole. 'Encouraging shoppers into the Town Centre' was rated as the most important factor (9.72) followed by 'Encouraging new business to Poole' (8.92) and 'Improving parking for tourists/visitors' (8.75).

Figure 17: Importance score of factors relating to parking development



8.3.8. Other comments about Poole's car parking

14 businesses made other comments about car parking in Poole. 11 comments were made about parking charges in Poole with 4 businesses saying costs are high or too expensive and 2 mentioning that they feel the cost discourages trade. The remaining comments were suggestions about parking charges and tariffs, such as lowering charges (1) and bringing back the 1 hour charge (1).

2 businesses commented that parking can be limited on Thursdays and Saturdays/market days in the town centre.

9. Other comments received during the engagement period

A total of 12 other comments were received, either through letters or e-mail, and 2 telephone interviews. A summary of the comments received are shown below:

Parking charges:

- Charges are too high, people shop elsewhere (2)
- No 1 hour charge – shoppers/visitors park on street (1)
- No 1 hour charge – why removed (1)
- Evening charging – charged across 2 tariffs after 6pm (1)

- Town Centre killed off by price increases (1)
 - Need for free shopper parking (1)
 - Parking machines don't take new coins / give change (1)
 - Cost is part of revenue and for good purpose (1)
- Restrictions/Enforcement:
- Get parking tickets as not aware of restrictions/ restrictions not clear (1)
 - Parking ticket when 15 mins late unfair (1)
 - Against meters on sandbanks peninsular – parking is needed for residents and local employees. (1)
 - Free Park and Ride would help – asset to tourists. Help congestion. (1)
 - Parking restrictions not clear in old high street area. People think they can park – get tickets (1)
- Residential / Permit parking:
- Quay visitors has empty spaces – residents could be able to buy a season ticket (1)
 - Improving residents parking 2 edged sword – needs balance. If free no revenue. (1)
- Parking Design
- Town centre car park not secure / dirty in morning (1)
 - Parking too small to manoeuvre (1)
 - Issues with disabled access in various car parks across Borough e.g. not large enough, spaces removed, slope pavements (1)
- Other
- Business rents need to be reduced by landlords (1)
 - People need somewhere easy/close to park or go elsewhere (1)
 - Free areas of parking e.g. Lake Pier/ Lake Drive – tribute to Poole (1)

The Strategic Car Parking Engagement was conducted by the Corporate Research Team, Borough of Poole, on behalf of Transportation Services. For further information please contact Corporate Research on (01202) 633086, research@poole.gov.uk, or visit our website at www.boroughofpoole.com/research