

Appendix I - Park & Ride Consultation 2017 Summary Results

Notes	
<p>Data has not been weighted as population is unknown.</p> <p>Disabled P&R users, people aged 18 to 24 years and people from BME backgrounds are under-represented.</p> <p>Percentages may not add up to exactly 100% due to rounding anomalies.</p> <p>Total Responses received from users = 723, Total responses from non-users = 770, Total Responses = 1,493¹</p>	
<p>1. Do you use the Park and Ride service to travel to Maidstone town centre?</p> <p>Yes:48%</p> <p>No:52%</p>	<p>Just under half of all respondents use the Park & Ride service (48%).</p>
Users Questions	
<p>2. How often do you use the Park & Ride service?</p> <p>5 or more days a week: 14%</p> <p>3 to 4 days a week: 15%</p> <p>2 days a week:15%</p> <p>Once a week: 16%</p> <p>Once a fortnight: 11%</p> <p>Once a month: 10%</p> <p>Less often than once a month: 19%</p>	<ul style="list-style-type: none"> • 44% use the service 2 or more days a week • 1 in 5 use the service less often than once a month (19%). This is less so for men at 15%. • Of those using the service 5 days or more a week the majority are using it to travel for work or business purposes (97%).
<p>3. Which Park & Ride site do you generally use?</p> <p>London Road: 33.5%</p> <p>Willington Street: 66.5%</p>	<ul style="list-style-type: none"> • 66.5% of respondents said they use the service from Willington Street and 33.5% use the service from London Road. • This result is broadly consistent for both men and women and for people aged 64 years and over. • There is a greater proportion of people using standard return tickets from the London Road site (47% compared to 39%).
<p>4. What days do you tend to use the service on?</p> <p>Monday: 46%</p> <p>Tuesday: 49%</p> <p>Wednesday: 47%</p> <p>Thursday:47%</p> <p>Friday: 46%</p> <p>Saturday: 47%</p> <p>Sunday: 5%</p>	<ul style="list-style-type: none"> • With the exception of Sunday when there is no Park and Ride service running, the data shows that no one day is significantly more popular than another.
<p>5a. What time do you generally travel? – Into town</p> <p>Before 9am: 21%</p> <p>9am to 12pm: 71%</p> <p>12pm to 2pm: 7%</p> <p>2pm to 4:30pm: 1%</p> <p>4:30pm to 6:30pm: 1%</p>	<ul style="list-style-type: none"> • 1 in 5 people use the service before 9am, this proportion is the same across both sites. • 92% of those users travelling into town before 9am do so for work or business purposes. • 77% of those travelling before 9am use the service 3 or more days a week. • A greater proportion of women are using the service before 9am at 24% compared to 16%. • The proportion of people travelling before 9am decreases with age. • 98% of those who use Park & Ride for shopping travel after 9am. • People are much more likely to car share to the Park and Ride sites if they travel at non-peak times (into town after 9am and travel out of town before 4.30pm).
<p>5b. What time do you generally travel? – out of town</p> <p>Before 9am: 1%</p>	<ul style="list-style-type: none"> • 1 in 4 people using the service from 16:30 to 18:30 • 79% of those travelling before 9am into town travel out between 16:30 and 18:30.

¹ Note this everyone who answered at least one question.

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<p>9am to 12pm: 5% 12pm to 2pm: 25% 2pm to 4:30pm: 44% 4:30pm to 6:30pm: 25%</p>	<ul style="list-style-type: none"> 53% of those who travel in between 9am and 12pm travel back between 2pm and 16:30. 92% of those travelling before 9am do so for work or business.
<p>6. Generally, how many people are in the car with you that you travel to and park at the Park and Ride site?</p> <p>Just me: 42% Me plus one other: 42% Me plus two or more others: 9% I got a lift to the P&R site: 0.3% I walked/Cycled to the P&R site: 6%</p>	<ul style="list-style-type: none"> Those coming to Maidstone for business are least likely to travel to the P&R site with someone else in their vehicle (73% travelling alone). 67% of people coming for shopping have one or more people travelling in their vehicle with them. The majority of male respondents travel to the P&R site with at least one or more other people in their vehicle (63%) while the majority of female respondents said they travel alone to the P&R site (52%).
<p>7. What sort of ticket do you tend to use for your journey?</p> <p>Standard Return Ticket: 42% Older Person's Bus Pass: 41% Disabled Persons or Companion Pass: 0.3% 10 Single Trip Ticket: 12% Season Ticket: 4% Other Bus Pass: 1%</p>	<ul style="list-style-type: none"> 83% of Season Ticket holders and 94% of 10 Single Trip Tickets travel before 9am. The majority of Season Ticket holders (60%) use the London Road site while the majority of 10 Single Trip Ticket holders (78%) use the Willington Street site. A greater than average proportion of standard ticket purchasers visit the town centre less than once a month. Standard Ticket purchasers are more likely than average to use the service on a Saturday.
<p>8. Generally, what is the primary purpose of your trip into town when using the service?</p> <p>Work or business: 26% Shopping: 50% Personal errands: 15% Other leisure activity: 4% Travelling on: 0.5% Other: 5%</p>	<ul style="list-style-type: none"> The proportion using the service for work/business, shopping and personal errands are comparable across both Park and Ride sites. A greater proportion of men than women use the service when coming into town on personal errands. There were 35 'Other' comments. Most of these were repeats or combinations from the set responses. However there were 6 comments regarding education and 4 regarding volunteering. The proportion of people using the service for work/business declines with age. Respondents with a disability were less likely than average to use the service for work/business. In the 'Other' category there were six respondents who specifically mentioned using the service to access the Adult Education Centre and four mentioned volunteering. One respondent said they had been encouraged to use the service while they were on jury duty.
<p>9a. How would you rate the following aspects of the Park & Ride Service? <i>Frequency of buses</i></p> <p>Very good: 41% Good: 46% Neither good nor poor: 7% Poor: 4% Very poor: 2%</p>	<ul style="list-style-type: none"> There is a greater proportion of respondents using the London Road site stating that bus frequency is good or very good at 94% compared to 84%. No respondents travelling into town after 12pm or out of town before 2pm rated the frequency of the buses as poor or very poor. Respondents using the service for work or business had the greatest proportion saying that frequency of buses is poor or very poor at 20%.
<p>9b. How would you rate the following aspects of the Park & Ride Service? <i>Punctuality of buses</i></p> <p>Very good: 38% Good: 45% Neither good nor poor: 13% Poor: 4%</p>	<ul style="list-style-type: none"> Those using the London Road site have a greater proportion responding good or very good at 87% compared to 80% for Willington Street. Those using 10 Single Trip or Season Ticket are more likely to rate punctuality as poor or very poor at 23% (in each of these groups) compared to 5% overall.

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<p>Very poor: 1%</p>	<ul style="list-style-type: none"> No one aged 64 years and over rated punctuality as poor or very poor.
<p>9c. How would you rate the following aspects of the Park & Ride Service? <i>Availability of seats on the bus</i></p> <p>Very good: 35% Good: 52% Neither good nor poor: 9% Poor: 2% Very poor: 1%</p>	<ul style="list-style-type: none"> London Road site users rated seat availability higher than those using the Willington Street site with 92% compared to 87% responding good or very good. Those travelling into town before 9am had the greatest proportion answering poor or very poor at 12%. Generally the proportion of respondents answering poor or very poor increases closer to the peak travelling times. With the exception of the 45 to 54 year olds group the proportion responding good or very good increases with age.
<p>9d. How would you rate the following aspects of the Park & Ride Service? <i>Quality of buses</i></p> <p>Very good: 36% Good: 53% Neither good nor poor: 8% Poor: 2% Very poor: 1%</p>	<ul style="list-style-type: none"> The proportion responding good or very good increases with age. Less than 1% of respondents using the London Road site said the quality of buses is poor or very poor compared to 4% at Willington Street. Across the different ticket type those using an Older Person's bus pass had the greatest proportion that said the quality of buses was good or very good.
<p>9e. How would you rate the following aspects of the Park & Ride Service? <i>Cost of tickets</i></p> <p>Very good: 32% Good: 34% Neither good nor poor: 18% Poor: 1% Very poor: 1%</p>	<ul style="list-style-type: none"> Approximately 100 respondents with an Older Person's bus pass did not answer this question possibly as the cost is not applicable. 75% of Willington Street users rated this aspect as good or very good compared to 82% of London Road site users. Those buying a standard return ticket had the greatest proportion responding poor or very poor at 4% compare to other ticket types.
<p>9f. How would you rate the following aspects of the Park & Ride Service? <i>Facilities at P&R site</i></p> <p>Very good: 23% Good: 41% Neither good nor poor: 29% Poor: 6% Very poor: 1%</p>	<ul style="list-style-type: none"> Out of all the aspects that respondents were asked to rate, facilities at the P&R site had the lowest proportion responding good or very good. People travelling into town before 9am have the greatest proportion responding poor or very poor with 12% out of all the travelling in times. Women rated the facilities higher than men at 67% compared to 59%.
<p>10. Overall, how satisfied are you with the Park and Ride service?</p> <p>Very satisfied: 47% Satisfied: 42% Neither satisfied nor dissatisfied: 6% Dissatisfied: 3% Very dissatisfied: 1%</p>	<ul style="list-style-type: none"> There are higher levels of satisfaction from London road site user at 95% compared to 87% for Willington Street. Respondents with an Older person's bus pass had the highest satisfaction rate across ticket types at 96%. This aligns with the age ranges, with those aged 64 to 74 years and 75 years and over having the greatest satisfaction levels. Those who use the service 5 or more days a week had the lowest satisfaction rates when compared to other frequencies at 74%.
<p>11. What is your main reason for using Park and Ride?</p> <p>It's free for me: 14% It's cheaper than other transport options: 12% Environmental friendly: 8% Public transport options are poor or unavailable from my journey start point: 10% I don't like driving or parking in the Town Centre: 32%</p>	<ul style="list-style-type: none"> Over a third of users with a standard ticket and over a third with an Older person's bus pass said they don't like driving or parking in the town centre. There is a greater proportion of people travelling from the Willington Road site that said transport options are poor or not available from their journey start point compared to those travelling from the London Road site. Those travelling in between 9am and 2pm were more likely to respond don't like driving or parking in the town centre than those travelling into town at other times. Those using the service for work or business had equal

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<p>It's convenient: 17% Other – specify: 8%</p>	<p>proportions responding they don't like driving or parking in the Town Centre and cheaper than other transport options with 22% for each.</p> <ul style="list-style-type: none"> In terms of age respondents 75 years and over were most likely to dislike driving or parking in the town centre at 42%.
<p>12. If there was no Park and Ride service, how would you travel into town?</p> <p>Walk: 5% Bus: 15% Train: 3% Bike: 0% Drive and use Town Centre Car Parks: 53% Get a lift from someone: 1% Would not come into Town: 18% Other: 5%</p>	<ul style="list-style-type: none"> 58% of Willington Street users would drive and use town centre car parks if there was no Park & Ride service compared to 43% of respondents using the London Road site. 45% of respondents using an Older Person's Bus Pass said they would drive and park in town while 25% of this group said they would not come into town. The 75 years and over group had the lowest proportion saying they would drive and park at 32% and the greatest proportion saying they would not come to Maidstone town centre at 33%. In the 'other' response, 29% mention driving, 12% said they rely on the service for work, 12% mentioned reducing visits, 12% said they wouldn't come and 15% mention going elsewhere with some referring to free parking at Bluewater and Hempstead Valley.
<p>13a. To what extent do you agree or disagree with the following statements about the Park and Ride service <i>I only use Park and Ride because it is cheaper than driving and parking in town</i></p> <p>Strongly agree: 28% Agree: 31% Neither agree nor disagree: 17% Disagree: 17% Strongly disagree: 6%</p> <p>Overall, 59% agree and 23% Disagree</p>	<ul style="list-style-type: none"> Across the different ticket types, those using a 10 single trip ticket had the highest levels of agreement at 72.5%. Across the reasons for visiting the Town Centre those using the service for work or business had the greatest level of agreement at 68.5%, while 60% of shoppers and 49% of people on personal errands were in agreement. In terms of age, agreement levels were highest for the youngest (73% agreeing) and the oldest age groups (66%). The 55 to 64 year olds had the lowest levels of agreement at 55%.
<p>13b. To what extent do you agree or disagree with the following statements about the Park and Ride service <i>Park and Ride has a major impact in reducing traffic levels into town</i></p> <p>Strongly agree: 49% Agree: 35% Neither agree nor disagree: 10% Disagree: 4% Strongly disagree: 1%</p> <p>Overall, 84% Agree and 5% Disagree</p>	<ul style="list-style-type: none"> The levels of agreement with this statement increase as age increases. In terms of frequency those that use the service less often than once a month had the lowest levels of agreement at 75%.
<p>13c. To what extent do you agree or disagree with the following statements about the Park and Ride service <i>I would struggle to travel into the town centre without Park and Ride</i></p> <p>Strongly agree: 28% Agree: 19% Neither agree nor disagree: 26% Disagree: 20% Strongly disagree: 27%</p> <p>Overall, 47% Agree and 47% Disagree</p>	<ul style="list-style-type: none"> Across the different ticket types those buying a standard ticket have the lowest levels of agreement at 32% and 10 single trip ticket holders have the greatest levels of agreement at 74%. 66% of those travelling before 9am agreed they would struggle to travel to the town centre with the P&R service. As did 66% of people using the service for work / business. The 75s and over group had the highest agreement levels across the age groupings at 72% while the 25 to 34 year olds had the lowest agreement level at 38%.

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<p>13d. To what extent do you agree or disagree with the following statements about the Park and Ride service <i>If it cost the same to use Park and Ride as to park in a town centre car park, I would still choose to use Park and Ride</i></p> <p>Strongly agree: 29% Agree: 28% Neither agree nor disagree: 17% Disagree: 15% Strongly disagree: 11%</p> <p>Overall, 57% Agree and 26% Disagree</p>	<ul style="list-style-type: none"> • 72% of people using an Older Person's Bus Pass agreed with this statement, the greatest proportion across the different ticket types. • Respondents visiting for work or business had 43% agreeing with this statement compared to 68% for those on personal errands and 58% of shoppers. • Agreement with this statement increases with age, the 75 years and over group have the greatest levels of agreement at 78% and the 25 to 34 years olds the lowest at 30%.
<p>14. Users Comments – Total 279</p> <p>Note some comments fall into more than one category.</p>	<ul style="list-style-type: none"> • 27% (74) of comments were positive about the service and 9% (25) were negative. • 11% (31) expressed dissatisfaction that the Sittingbourne Road site had closed. • 17% (48) comments were about increasing the frequency of the buses and 10% (29) were concerned about closures to the current operation. • 18% (51) were suggestions for improvement. • 5% (14) mention environmental impact or that P&R takes cars of the road, reducing congestion.
<p>Non User Questions</p>	
<p>15. Are you aware that there is a Park and Ride service running from Willington Street and London Road</p> <p>Yes: 86% No: 14%</p>	<ul style="list-style-type: none"> • 1 in 5 respondents travelling into Maidstone between 2pm and 16:30 were not aware of the P&R Service. • Awareness levels were slightly lower for respondents aged 25 to 44 years with just over 1 in 5 unaware of the service. • In terms of purpose those visiting for leisure reasons were least likely to be aware of the service.
<p>16. How do you generally travel into Maidstone town centre?</p> <p>Walk: 29% Cycle: 1% Drive: 59% Bus: 7% Train: 1% I don't visit Maidstone town Centre: 3%</p>	<ul style="list-style-type: none"> • The 45 to 54 have the greatest proportion that generally drives into Maidstone town Centre at 65%. • In terms of reasons for visiting, those coming into town for work or business are most likely to drive at 65%.
<p>17. What is your main reason for driving into the town centre? (Drivers only)</p> <p>Public transport options are poor or unavailable from my journey start point: 33% I get free parking in the town centre: 7% It's easy to park: 9% I need my car for work in the day: 9% I have a lot of things to carry so bus travel is difficult: 16% Other: 27%</p>	<ul style="list-style-type: none"> • Just over a third of respondents travelling between 9am and 12pm said they drive as transport options are poor to unavailable from my journey start point. • Just over 1 in 5 of people travelling between 12pm and 16:30pm said they have a lot to carry so bus travel is difficult. • Just over 10% of those travelling before 9am said they get free parking in the town centre.
<p>18. What is the primary reason you walk or cycle into town? (Walkers only)</p> <p>I live close to town: 62% It doesn't cost me anything: 7% I like the exercise: 23% Other: 7%</p>	<ul style="list-style-type: none"> • The majority of respondents aged 64 years and under said that they cycle or walk as they live too close to town. • The proportion of people responding that they like the exercise increases with age. • Other responses included eight people mentioned traffic, three parking issues and one said it was good for the environment.

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<p>19. Generally, what is the primary purpose of your trip into town? (Non-users only)</p> <p>Work or business: 23% Shopping: 50% Personal Errands: 16% Leisure activity: 6% Travelling on to somewhere: 2% Other: 4%</p>	<ul style="list-style-type: none"> • The proportion of respondents who visit the Town Centre for work decreases with age with the majority of 18 to 24 year olds visiting for this purpose compared to less than 5% of respondents age 75 years and over. • Respondents aged 75 years and over have the greatest proportion of responders whose primary purpose for visiting the town centre is personal errands. • The Other responses were mostly things that fit into the other answer options such as recreational groups e.g. rowing (leisure) and Opticians (personal errand) or people say all of the above. Four people mentioned picking or collecting people from places like work or school.
<p>20. What days do you tend to go into the town centre?</p> <p>Monday: 45% Tuesday: 45% Wednesday: 46% Thursday: 47% Friday: 46% Saturday: 54% Sunday: 30%</p>	<ul style="list-style-type: none"> • Respondents age 65 years and over are less likely to visit the town centre on either a Saturday or Sunday. • Respondents aged 35 to 44 years are more likely than the other age groups to visit the town centre on a Saturday, • Male respondents have a greater proportion saying they visit the town centre on a Saturday compared to female respondents at 20 compared to 16%.
<p>21a. What time do you generally travel? – Into Town</p> <p>Before 9am: 25% 9am to 12pm: 52% 12pm to 2pm: 12% 2pm to 4:30pm: 7% 4:30pm to 6:30pm: 3% After 6:30: 1%</p>	<ul style="list-style-type: none"> • Respondents in the 18 to 24 age group have the greatest proportion visiting the town centre before 9am at 38%. • There are low numbers (less than 10) of respondents coming into town after 18:30. • 77% of respondents travelling before 9am do so for work or business. • 69% of respondents travelling between 9am and 12pm do so for shopping.
<p>21b. What time do you generally travel? – Out of Town</p> <p>Before 9am: 4% 9am to 12pm: 17% 12pm to 2pm: 21% 2pm to 4:30pm: 26% 4:30pm to 6:30pm: 24% After 6:30pm: 7%</p>	<ul style="list-style-type: none"> • The majority of people who travel into town before 9am, travel out between 4:30pm and 6:30pm. • Half of those travelling into town between 12pm and 2pm, travel out again between 2pm and 4:30pm. • There is a slightly greater proportion (5%) of men travelling out of town after 18:30 compared to women.
<p>22. What would encourage you to use the Park and Ride service instead of your usual method of transport? Select up to three answers</p> <p>More frequent buses: 14% Extended operating time: 9% Faster journey times: 8% Nothing – it's out of my way: 60% If it cost less: 14% Other: 23%</p>	<ul style="list-style-type: none"> • 43% of people visiting the town centre for business said they would not use the P&R service as it is out of their way. • 44% of people visiting the town centre for shopping also said that nothing would encourage them to use the service as it is out of their way. • There were 161 'Other' responses. • There were 57 comments where respondents said they would use a P&R service if there was one local to them. There were 19 comments that mentioned they used to use the Sittingbourne Road service and that the other sites are out of their way. 24 commenters said there was nothing that would encourage them to use the P&R service some of these refer to needing to travel on elsewhere; some refer to mobility issues and some state general convenience.
<p>23. Comments (253 from both P&R users and Non -users)</p> <p>Note some comments fall into more than one</p>	<ul style="list-style-type: none"> • 25% (64) of comments contained a suggestion. Common themes within this mention changing the charging method to by car rather than by person, increasing parking costs in town centre to make the service more attractive, expanding

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category.	<p>the service, more sites, Sunday service and extended operating hours for workers.</p> <ul style="list-style-type: none"> • 23% (59) of comments were positive about park and ride in general or specifically Maidstone's offer. Some mention not visiting certain places because they don't have Park and ride such as Tunbridge Wells, others, including those who have never used the current service, highlighted it as reducing traffic issues and being good for the environment. • 15% (39) of comments mention the previous Sittingbourne Road/Eclipse Park site. Some people have mentioned that they used to use this service but do not as the other sites are out of the way and/or congestion is an issue accessing the other sites, while some comments relate to it being busier at Willington Street since Eclipse Park closed. In addition 7% (18) of comments mention a desire for a site south of town or specifically the old Armstrong Road site. While a further 4% (10) said they would use such a service if there was one local to them. • 12% (31) of commenters mentioned that they had more convenient ways of accessing the town centre- saying they live close to town, they have good public transport links from where they live or that they would have to travel through town/or lengthen their journey to use a park and ride site. • 11% of comments were negative. Some of these were not from users but non-users who had the impression from family or friends using the service that it is expensive and can be unreliable. Others mentioned previously using it but stopped due to shift patterns or concerns about getting to work on time and being able to get the last bus back. • 9% (23) comments mentioned traffic issues (the majority of comments in this category fell in more than one category) including congestion around the park and ride sites, lack of bus lanes, lack of cycling paths and impact of new developments on transport infrastructure. • 7.5% (19) comments mentioned either expanding the current service or pleas not to stop the current provision.
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	P&R Users		Non Users		Combined	
	No.	%	No.	%	No.	%
Gender						
Male	221	35%	306	45%	527	40%
Female	400	64%	369	54%	769	59%
Unspecified	6	1%	6	1%	12	1%
Grand Total	627		681		1308	

	P&R Users		Non Users		Combined	
	No.	%	No.	%	No.	%
Age						
18 to 24 years	15	2%	13	2%	28	2%
25 to 34 years	45	7%	92	13%	137	10%
35 to 44 years	78	12%	141	21%	219	17%
45 to 54 years	101	16%	142	21%	243	18%
55 to 64 years	120	19%	167	24%	287	22%
65 to 74 years	190	30%	104	15%	294	22%
75 years and over	87	14%	25	4%	112	8%

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Grand Total	636		684		1320	
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	P&R Users		Non Users		Combined	
Ethnicity	No.	%	No.	%	No.	%
White groups	609	97%	636	96%	1245	97%
BME groups	19	3%	24	4%	43	3%
Grand Total	628		660		1288	

	P&R Users		Non Users		Combined	
Disability	No.	%	No.	%	No.	%
Disability	80	13%	60	9%	140	11%
No Disability	552	87%	622	91%	1174	89%
Grand Total	632		682		1314	