Maidstone Integrated Parking Strategy Research

Data Report

Report

Maidstone Integrated Parking Strategy Research

Data Report

Report

JMP Consultants Limited
3 Harbour Exchange Square
London E14 9GE

T 020 7536 8040
F 020 7005 0462
E docklands@jmp.co.uk

www.jmp.co.uk

Job No. ST12118

Report No. 1

Prepared by

Verified Jon Bunney

Approved by Peter Hardy

Status DRAFT

Issue No. 1

Date 13 December 2011

Maidstone Integrated Parking Strategy Research

Data Report

Report

Contents Amendments Record

This document has been issued and amended as follows:

Status/Revision	Revision description	Issue Number	Approved By	Date
DRAFT		1	Peter Hardy	13/12/2011

Contents

Tables and Figures

Appendices

APPENDIX A Park & Ride Customer Surveys
APPENDIX B Town Centre Car Park Surveys

1 Introduction

Overview

1.1 Maidstone Borough Council (MBC) appointed JMP Consultants Ltd (JMP) to undertake a series of research tasks to support the development of the Council's Integrated Parking Strategy. The strategy aims to assess the current and future use of both Town Centre Car Parks, as well as Park & Ride facilities to support the development growth outlined within the Maidstone Core Strategy (2011).

Content

1.2 This report is the first output of the research study and presents tall the findings from the data collection and collation exercises that have been undertaken. This includes:

- Policy and strategy review;
- Park & Ride site assessment;
- Town Centre car park audit and assessment;
- Park & Ride site occupancy surveys;
- Town Centre Car park site occupancy surveys;
- Park & Ride customer surveys; and
- Town Centre car park customer surveys.

1.3 A summary of each data set is presented in the sections to follow.

2 Policy and Strategy

Overview

2.1 This research project has been commissioned on the basis of a number of on-going policy and strategy development proposals for the Borough of Maidstone and Maidstone Town Centre. As part of the initial review process each of the core policy and strategy documents have been reviewed in order to provide the context in which the research will be conducted.

2.2 Amongst the documents that have been reviewed, the two key ones for the purpose of this research are:

- Emerging Maidstone Core Strategy Document (2011); and
- Maidstone Town Centre Study (2010)

Emerging Maidstone Core Strategy Document

2.3 The Council's Core Strategy document sets outs the proposed development strategy between 2006 and 2026. The overall borough-wide strategy is to deliver 10,080 homes and around 10,000 additional jobs within this period.

2.4 Within the document is a spatial assessment of where this development should occur with an identified need to focus upon sustainable locations where "employment, services and facilities, together with a range of transport choices are available". Based upon this approach, the document sets out a 'Settlement Hierarchy' the town of Maidstone as the key location for development, with the rural areas of Harrietsham, Headcorn, Lenham, Marden, and Staplehurs identified as other potential development areas.

2.5 The strategy sets out that the town of Maidstone will be the focus for a significant proportion of new housing, employment and retail development in the borough. It identifies specific retail and office development for the core Town Centre with a strategy for redevelopment or infilling of appropriate urban sites across the town. 2.5 It is acknowledged, however, that the urban area of Maidstone cannot accommodate all the growth that will be required and so development at the edge of the urban area would prove to be the next most sustainable alternative.

2.6 The strategy document acknowledges that a significant amount of development will be concentrated within the urban areas where traffic congestion is already currently an issues at peak times, particularly on the main radial approaches to the urban area and around the town centre and at the Junctions with the M20. There is, therefore, an acknowledgement that the proposals will require a "*upward step change*" in the use of sustainable transport modes in order to ensure that traffic congestion does not worsen.

Maidstone Town Centre Study

2.7 The Maidstone Town Centre Study provides an evidence to support the preparation of the wider Core Strategy as well as an Area Action Plan for Maidstone Town Centre. It includes a review of the socio-economic role of the town centre, current development policies, existing property market and traffic and transport issues.

2.8 It provides an analysis of key pedestrian routs and desire lines across the town centre, along with an assessment of cycling provision. It examines the existing bus and rail network and the areas

that it serves, along with a discussion of the current park & ride facilities. It also assesses the exiting town centre car parking provision and usage.

2.9 In terms of general conclusions in relation to transport and access, it identifies the barriers created by the vehicular routes surrounding the town centre creating movement difficulties for pedestrians and cyclists. This is also compounded by limited crossings of the River Medway. It identifies that, despite a number of station, rail provision is relatively poor. It also highlights the excessive number of town centre car parks, many of which are very small.

3 Park and Ride Sites

Overview

3.1 Maidstone has historically supported the principle of Park and Ride. The first site serving the town opened in 1989 with three others opening in subsequent years. All sites have dedicated bus services with payment on-bus.

3.2 The four original sites were:-

- Willington Street, Off A20, 2 miles East of centre opened in 1989
- Coombe Quarry, Armstrong Road, 1.5 miles South of centre opened in 1990
- London Road, A20 London Road opened in 1991
- Sittingbourne Road, off Bearsted Road near to A249 opened in 1998.

3.3 The Coombe Quarry site has now ceased operating.

3.4 The three current sites operate from 07:00 Monday to Fridays and 08:00 on Saturdays to circa 18:45 with buses to the town centre operating at least every 15 minutes. All three bus services are operated by Arriva Buses.

3.5 The tariffs for travel are as follows:

- Peak Return (up to 9am Monday to Friday) = £2.50
- Off-peak return = £1.50
- Ten single trip tickets = £10
- Twelve week season ticket = £100
- Annual season ticket = £400

London Road

3.6 The London Road site is located to the northwest of the town centre in relative close proximity to Junction 5 of the M20. The site is actually accessed off Beaver Road, which is a local distributor road located on the south side of A20, London Road.

3.7 The site has 518 spaces, with lighting and CCTV provided. The quality of surfacing is good with spaces clearly marked, build-outs providing demarcation of parking bays, dedicated footway provision, and clear circulation markings. The site is within a suburban location with some natural surveillance from surrounding premises.

3.8 There are limited facilities for customers waiting for a bus, with an old bus shelter, an information display and limited seating.

3.9 The estimated journey time from the site to Maidstone town Centre is approximately 9 minutes. Buses travel eastwards along the A20, London Road and continue on into the town centre along the High Street.

Sittingbourne Road

3.10 The Sittingbourne Road site is located to the northeast of the town centre in close proximity to Junction 7 of the M20. The site is actually accessed off Bearstead Road, which is a local distributor road located to the north of the A249, Sittingbourne Road.

This is the largest park & ride site with 610 spaces, with lighting and CCTV provided. Whilst spaces are marked out across the site, the quality of surfacing is relatively poor and inconsistent across the site. It is a relatively exposed site with limited natural surveillance.

There are limited facilities for customers waiting for a bus, with two bus shelters, an information display and but no seating.

3.13 The estimated journey time from the site to Maidstone town Centre is approximately 6 minutes. Buses travel southbound along the A249, Sittingbourne Road and then turn westwards into the town centre along King Street and then access the High Street.

Willington Street

3.14 The Willington Street site is located to the east of the town centre along the A20 Corridor. The site is accessed off the western side of Willington Street, which is a local distributor road located to the south of A20, Ashford Road.

3.15 This is the smallest park & ride site with 400 spaces, with lighting and CCTV provided. The quality of surfacing is good with spaces clearly marked, rows marked, and clear circulation markings. The site has is within a pleasant parkland environment, although there is limited natural surveillance.

3.16 There are limited facilities for customers waiting for a bus, with a bus shelter, an information display and some seating provided.

3.17 The estimated journey time from the site to Maidstone town Centre is approximately 6 minutes. Buses travel westwards along the A20, Ashford Road and continue on into the town centre along King Street and then access the High Street.

4 Town Centre Car Parks

Car Park Assessments

Overview

4.1 An assessment of each of the existing seventeen town centre car parks was undertaken in order to assess the current standard of provision, to evaluate both vehicular and pedestrian access to the site and the proximity to key town centre locations, to assess utilisation, tariffs and revenues, and to compare against operating costs.

4.2 To aid the spatial assessment the town centre area has been split into eight separate zones. The seventeen car parks are allocated to the zones, as follows:

Zone 1

- Medway Street

Zone 2

- Brewer Street East
- Lucerne Road
- Wheeler Street
- Well Road

Zone 3

- Union Street East
- Sittingbourne Road
- Union Street West

Zone 4

- Mote Road

Zone 5

- King Street
- Brooks Place

Zone 6

- Palace Avenue
- College Road
- Mill Street

Zone 7

- Barker Road
- Lockmeadow

Zone 8

- Brunswick Street

4.3 This is also presented within Figure 4.1 on the following page.

Figure 4.1 Town centre Car Park Zone Allocations

JMP

Assessment criteria

4.4 The on-site car park audits were used to assess the following criteria:

- Size;
- Short/long stay;
- Tariffs;
- Physical condition;
- Safety & security provision;
- Physical vehicular access; and
- Physical pedestrian access.

4.5 In addition, the wider town centre assessment was used to determine:

- Local highway network access;
- Strategic highway network access;
- Proximity to key Town Centre locations (retail, employment, services, leisure function)
- Proximity to other car parks (clusters); and
- Local pedestrian access.

4.6 The car park occupancy counts and customer surveys also provide:

- Utilisation;
- Primary reasons for use;
- Durations of stay; and
- Perceptions of safety.

4.7 MBC have also provided data on:

- Revenue generation; and
- Operating costs.

4.8 The data collected and collated from the on-site audits and town centre assessment is presented below. The findings from the cart park occupancy and customer surveys is presented in Sections 6 and 8, respectively, whilst the revenue generation and operating costs will be presented within the following ‘Analysis Report’.

On-site Audits

4.9 An audit of each of the existing seventeen town centre car parks was undertaken in order to assess the current standard of provision and to evaluate both vehicular and pedestrian access. A summary of each car park is provided below.

Zone 1 – North West

Medway Street

Table 4.1 Medway Street Car Park Audit

Size (spaces)	59
Short/ long stay	Short
Tariffs	½ hour = £0.30 1 hour = £0.50 2 hours = £1.00 3 hours = £1.80 4 hours = £ 2.00 18.30-08.00 = £1.50
Physical Condition	Some damage and repairs to surface
Safety & security provision	Lights
Physical vehicular access	1 entrance from Medway Street, 1 exit onto Fairmeadow. Both of which are two-way roads
Physical pedestrian access	No dedicated pedestrian access point. However footways provided along Medway Street and Fairmeadow

Zone 2 - North

Brewer Street East

Table 4.2 Brewer Street East Car Park Audit

Size (spaces)	71
Short/ long stay	Short
Tariffs	½ hour = £0.40 3 hours = £1.80 4 hours = £ 2.70 18.30-08.00 = £1.50
Physical Condition	Good surface conditions
Safety & security provision	Lights
Physical vehicular access	1 access point from Brewer Street serving as entrance and exit.
Physical pedestrian access	Footways provided along Brewer Street allowing access at the same point as vehicular access. There is also a footpath to the rear (south) of the site providing connections to Union Street and the neighbouring car park on Wheeler Street.

Wheeler Street

Table 4.3 Wheeler Street Car Park Audit

Size (spaces)	67
Short/ long stay	Short
Tariffs	½ hour = £0.70 3 hours = £1.80 4 hours = £ 2.70 18.30-08.00 = £1.50
Physical Condition	Good surface conditions
Safety & security provision	Lighting and CCTV
Physical vehicular access	1 access point from Wheeler Street serving as entrance and exit.
Physical pedestrian access	Footways provided along Wheeler Street allowing access at the same point as vehicular access. There is also a footpath to the rear (south) of the site providing connections to Union Street and the neighbouring car park on Brewer Street.

Lucerne Street

Table 4.4 Lucerne Street Car Park Audit

Size (spaces)	18
Short/ long stay	Long
Tariffs	½ hour = £0.40 3 hours = £1.80 4 hours = £ 2.70 Over four hours = £4.50 18.30-08.00 = £1.50
Physical Condition	Good surface conditions
Safety & security provision	1 Lamppost
Physical vehicular access	1 access point from Wheeler Street serving as entrance and exit.
Physical pedestrian access	Footways provided along Wheeler Street allowing access at the same point as vehicular access. There is also footway along Lucerne Street with no bollards to stop vehicular access across the pavement but provide no obstacle to pedestrian ingress and egress from site.

Well Road

Table 4.5 Well Road Car Park Audit

Size (spaces)	29
Short/ long stay	Long
Tariffs	½ hour = £0.40 3 hours = £1.80 4 hours = £ 2.70 Over four hours = £4.50 18.30-08.00 = £1.50
Physical Condition	Good surface conditions
Safety & security provision	1 Lamppost
Physical vehicular access	2 access points from Well Road separately serving as entrance (west) and exit (east).
Physical pedestrian access	Footways provided along Well Road allowing access at the same points as vehicular access. There is also a pedestrian phase incorporated in the signal stages of the junction of Well Road and Boxley Road.

Zone 3 – North East

Union Street East

Table 4.6 Union Street East Car Park Audit

Size (spaces)	55
Short/ long stay	Long
Tariffs	½ hour = £0.40 3 hours = £1.80 4 hours = £ 2.70 Over four hours = £4.50 18.30-08.00 = £1.50
Physical Condition	Good surface conditions
Safety & security provision	Lighting and CCTV
Physical vehicular access	1 access point from Union Street, serving as both entrance and exit. Within the car park there is a segregated area for use by NHS staff only. It is controlled by rising bollards operated using a pass-card system.
Physical pedestrian access	Footways provided along Union Street allowing access at the same point as vehicular access. There are also two stepped pedestrian access points onto the site from Queen Anne Road. The southern access point is into the NHS reserved car park however pedestrians are also able to walk through to the public car park.

Union Street West

Table 4.7 Union Street West Car Park Audit

Size (spaces)	35
Short/ long stay	Long
Tariffs	1 hour = £0.70 3 hours = £1.80 4 hours = £ 2.70 Over four hours = £4.50 18.30-08.00 = £1.50
Physical Condition	Good surface conditions
Safety & security provision	Lighting, CCTV
Physical vehicular access	1 access point from Union Street, serving as both entrance and exit.
Physical pedestrian access	Footways provided along Union Street allowing access at the same point as vehicular access.

Sittingbourne Road

Table 4.8 Sittingbourne Road Car Park Audit

Size (spaces)	99
Short/ long stay	Long
Tariffs	1 hour = £0.70 3 hours = £1.80 4 hours = £ 2.70 Over four hours = £4.50 18.30-08.00 = £1.50
Physical Condition	Good surface conditions
Safety & security provision	Lighting, CCTV
Physical vehicular access	1 access point from Vinters Road, serving as both entrance and exit.
Physical pedestrian access	Footways provided along Vinters Road allowing access adjacent to the vehicular access. Also there are pedestrian access points on the corner of Vinters Road/Sittingbourne Road and from Sittingbourne Road.

Zone 4 - East

Mote Road

Table 4.9 Mote Road Car Park Audit

Size (spaces)	105
Short/ long stay	Short
Tariffs	1 hour = £0.70 3 hours = £1.80 4 hours = £ 2.70 18.30-08.00 = £1.50
Physical Condition	Good surface conditions
Safety & security provision	Lighting
Physical vehicular access	1 access point from Mote Road, serving as both entrance and exit.
Physical pedestrian access	Footways provided along Mote Road allowing access at the same point as vehicular access. Also there are pedestrian access points from Chancery Lane and through a private car park, pedestrians are able to access Wat Tyler Way (A249).

Zone 5 – Central East

King Street

Table 4.10 King Street Car Park Audit

Size (spaces)	219
Short/ long stay	Long
Tariffs	1 hour = £0.50 2 hours = £1.00 3 hours = £1.40 4 hours = £ 1.80 5 hours = £2.00 Over 5 hours = £5.50
Physical Condition	Good surface conditions
Safety & security provision	Lighting, CCTV and staffed.
Physical vehicular access	1 access point from King Street, separate entrance and exit.
Physical pedestrian access	There are 2 pedestrian access points; one on Church Street and one on King Street. There is access to all floors using either stairs or lifts.

Brooks Place

Table 4.11 Brooks Place Car Park Audit

Size (spaces)	7
Short/ long stay	Long
Tariffs	1 hour = £0.70 3 hours = £1.80 4 hours = £ 2.70 Over 4 hours = £4.50 18.30-0800 = £1.50
Physical Condition	Good surface conditions
Safety & security provision	Lighting
Physical vehicular access	1 access point from Queen Anne Road, serving as both entrance and exit.
Physical pedestrian access	Footway on Queen Anne Road provides pedestrian access at the same point as vehicular access.

Zone 6 – Central West

Palace Avenue

Table 4.12 Palace Avenue Car Park Audit

Size (spaces)	41
Short/ long stay	Short
Tariffs	3 hours = £1.80 4 hours = £ 2.70 18.30-0800 = £1.50
Physical Condition	Good surface conditions
Safety & security provision	Lighting
Physical vehicular access	1 access point from Palace Avenue (A229), serving as both entrance and exit. Palace Avenue is a one-way road operating west-east.
Physical pedestrian access	4 Pedestrian access points; 2 pedestrian only points from Mill Street, 1 at the same point as the vehicular entrance on Palace Avenue and 1 pedestrian footpath, leading south from the site, through the gardens to the rear of the Tyrewhitt-Drake Museum of Carriages.

Mill Street

Table 4.13 Mill Street Car Park Audit

Size (spaces)	132
Short/ long stay	Short
Tariffs	1 hour = £0.70 3 hours = £1.80 4 hours = £ 2.70 18.30-0800 = £1.50
Physical Condition	Good surface conditions
Safety & security provision	Lighting and CCTV
Physical vehicular access	2 access points from Mill Street (A229), the north one serving as both entrance and exit the south as only an entrance. Mill Street is a one-way operating south-north.
Physical pedestrian access	4 Pedestrian access points; 2 pedestrian only points from Mill Street, 1 at the same point as the vehicular entrance on Palace Avenue and 1 pedestrian footpath, leading south from the site, through the gardens to the rear of the Tyrewhitt-Drake Museum of Carriages.

College Road

Table 4.14 College Road Car Park Audit

Size (spaces)	72
Short/ long stay	Long
Tariffs	1 hour = £0.70 3 hours = £1.80 4 hours = £ 2.70 Over 4 hours =£4.50 18.30-0800 = £1.50
Physical Condition	Reasonable surface conditions
Safety & security provision	Lighting and CCTV
Physical vehicular access	1 access point from College Road (A229), serving as both entrance and exit. College Road is a one-way operating south-north.
Physical pedestrian access	There are 3 pedestrian access points; two pedestrian only points to the north of the site onto Knightrider Street and the third is via the vehicular access point on College Road.

Zone 7 - West

Barker Road

Table 4.15 Barker Road Car Park Audit

Size (spaces)	76
Short/ long stay	Long
Tariffs	1 hour = £0.70 3 hours = £1.80 4 hours = £ 2.70 Over 4 hours =£4.50 18.30-0800 = £1.50 From 24/05/11, commuters using Southeastern High Speed Rail Service are offered discounted all day parking Monday-Friday at Barker Road car park: over 4 hours = £2.70
Physical Condition	Reasonable surface conditions
Safety & security provision	Street Lighting on Barker Road
Physical vehicular access	1 access point from Barker Road, serving as both entrance and exit. Barker Road is a two-way road.
Physical pedestrian access	There are 3 pedestrian access points; two pedestrian only points to the north of the site onto Barker Road and the third is via the vehicular access point on Barker Road.

Lockmeadow

Table 4.16 Lockmeadow Car Park Audit

Size (spaces)	598
Short/ long stay	Long
Tariffs	1 hour = £0.70 4 hours = £ 1.50 Over 4 hours =£4.60 18.30-08.00 = free
Physical Condition	Excellent surface conditions
Safety & security provision	Lighting and CCTV
Physical vehicular access	2 access points; 1 from Barker Road, serving as both entrance and exit and a second from Hart Street serving as both entrance and exit. Hart Street is the main access point for the site. Both Hart Street and Barker Road are two-way roads.
Physical pedestrian access	There are 3 pedestrian access points; one at each vehicular access point on Barker Road and Hart Street and the third via the footbridge to the rear of the site providing connection to Kightrider Street.

Zone 8 - South

Brunswick Street

Table 4.17 Brunswick Street Car Park Audit

Size (spaces)	66
Short/ long stay	Long
Tariffs	1 hour = £0.70 3 hours = £1.80 4 hours = £ 2.70 Over 4 hours =£4.50 18.30-08.00 = £1.50
Physical Condition	Reasonable surface conditions
Safety & security provision	Lighting
Physical vehicular access	3 access points all acting as both entrance and exit; one from Orchard Street, a second from Brunswick Street and the third from George Street. All three roads are two-way roads.
Physical pedestrian access	There are 3 pedestrian access points; one at each vehicular access points.

Town Centre Assessments

4.10 The wider town centre assessment has evaluated the primary vehicular access routes into the Maidstone Town Centre and the relative ease of access to each of the MBC car parks via the local highway network. The position of each car park is also assessed relative to each other as well as the key town centre localities. The provision of pedestrian access to each car park is also considered.

Primary vehicular access routes to Town Centre Car Parks

4.11 There are considered to be eight strategic access routes leading into Maidstone, as follows:

- A26
- A20 (east)
- A20 (west)
- A274 (south)
- A229 (north)
- A229
- A249
- B2010

4.12 Of these, the A26 and A20 (west) merge on the western approach to the town centre and the A229 (south), A274 and B2010 all merge on the southern approach into the one-way gyratory system, giving five primary access routes to car parks in the town centre.

Eastern Approach (A26/A20)

4.13 Approaching the town centre from the east, the first car parks that are immediately accessible are the Barker Road and Lockmeadow Car Parks, both located on the eastern bank of the River Medway.

4.14 Crossing over the river, the next closest car park is technically on Medway Street; however this is not directly accessible off the A229 northbound carriageway and, as such, it is easier to progress to the next junction with Earl Street and then access the Fremlin Walk Shopping Centre Car Park. Alternatively drivers could access the High Street and then turn back along Pudding Lane to reach the Medway Street Car Park.

4.15 Continuing along the High Street provides access to the King Street, and Rooftop Mall Car Parks. Alternatively, upon crossing the river, drivers can head southbound along Bishop's Way and access the Palace Avenue Car Park and then the Mall Multi-story.

North Eastern Approach (A229)

4.16 Approaching the town centre from the northeast, the closest car park is actually on Well Road, that would be accessed via Staceys Street and Lower Boxley Road. This car park is, however, a long way out of the main town centre.

4.17 Continuing further along the A229 southbound, drivers can easily access the Fremlin Walk Shopping Centre Car Park and then the Medway Street Car Park. At the junction with the A20, drivers have the choice of turning westbound to access Barker Road and Lockmeadow Car Parks on the other side of the River Medway, turning eastbound along the High Street to access the King Street, and Rooftop Mall Car Parks, or to continue southbound to access Palace Avenue Car Park and then the Mall Multi-story.

North Western Approach (A249)

4.18 Approaching the town centre from the northwest, the first car park on the route in is Sittingbourne Road. This car park is, however, some way out of the main town centre. The two Union Street Car Parks are located a little further south over the railway line.

4.19 Further south, on reaching the junction with the A20, drivers can access King Street which provides access to first that small Brooks Place Car Park and then the large Multi-story King Street Car park and the Rooftop Mall Car Park.

4.20 Alternatively, drivers can continue further south along the A249 and access the Sainsbury's car park and then the Multi-story Mall Car Park, along Romney Place. In addition the Mote Road Car Park is also in close proximity.

Western Approach (A20)

4.21 Approaching the town centre from the west, there are no car parks until you reach King Street which provides access to first that small Brooks Place Car Park and then the large Multi-story King Street Car Park and the Rooftop Mall Car Park.

4.22 Alternatively, drivers can turn south onto the A249 and access the Sainsbury's car park and then the Multi-story Mall Car Park, along Romney Place. In addition the Mote Road Car Park is also in close proximity.

4.23 Whilst the Union Street Car Parks are also relatively easily accessible from the west, it does require driving away from the town centre to reach them.

Southern Approach (A229/A274)

4.24 Approaching the town centre from the south, there are no car parks along the one-way gyratory system until you reach the College Road Car Park. Drivers can then access Mill Street and Palace Avenue immediately afterwards.

4.25 Whilst the Brunswick Street Car Park is, technically, the closest car park on the southern route into the town centre it cannot actually be accessed without first travelling most of the way round the one-way gyratory system.

4.26 Beyond Palace Avenue drivers can access the Multi-story Mall Car Park and Sainsbury's.

Local vehicular access routes to Town Centre Car Parks

4.27 There are a limited number of additional local vehicular access routes into the town centre. All routes from the west/north west have to feed into the A20 in order to cross the River Mead, likewise all routes from the south have to feed into the one-way gyratory system.

4.28 Mote Road provides access from residential areas to the east of the town centre, with the Mote Road Car Park being the first accessible car park, followed by the Sainsbury's and Multi-Story Mall Car Parks.

4.29 From the north there are a number of routes leading into the town centre from the residential area to the south of the M20. All routes cross over the B2012 (Lower Boxley Road / Well Road / Holland Road) and the effectively are funnelled into two routes into the town centre, either Wheeler Street or Sandling Road. The Well Road Car Park is the first accessible car park along this route, and then Lucerne Street, Jeffrey Street, Brewer Street East and Wheeler Street Car Parks can then all be accessed off Wheeler Street. There are no immediately accessible car parks off Sandling Road route into the town centre, although Brewer Street East can be reached from the west.

Proximity and access to other facilities

4.30 An audit was completed of each existing car park with reference to the surrounding area focusing in particular on proximity to town centre facilities, other car parks and pedestrian access to these facilities. A summary of site is provided below.

Zone 1

Medway Street

Table 4.18 Medway Street Wider Town Centre Assessment

Proximity to key Town Centre locations	Medway Street car park is close to the High Street and other retail areas in the centre of Maidstone. There is office and other employment facilities nearby and residential flats overlooking the car park.
Proximity to other car parks	The nearest car park is Palace Avenue 450m to the south-east
Local pedestrian access	There is pedestrian access into the site from Medway Street and Fairmeadow. The footways on Medway Street connect to Pudding Lane and in turn Earl Street and High Street. There is also a footpath connecting the southern end of Fairmeadow to High Street.

Zone 2

Brewer Street East

Table 4.19 Brewer Street East Wider Town Centre Assessment

Proximity to key Town Centre locations	The majority of the land use around the site is residential however there are retail and business properties, particularly on Week Street. Maidstone East Rail Station is located approximately 300m north-west of the site.
Proximity to other car parks	There is an adjacent car park on Wheeler Street. The entrance is approximately 170m by road however there is a pedestrian link connecting the two car parks to Union Street.
Local pedestrian access	There is pedestrian access into the site from Brewer Street and Union Street. All the surrounding roads have good quality footways and street lighting.

Wheeler Street

Table 4.20 Wheeler Street Wider Town Centre Assessment

Proximity to key Town Centre locations	The majority of the land use around the site is residential however there are retail and business properties, particularly on Week Street. Maidstone East Rail Station is located 500m north-west of the site.
Proximity to other car parks	There is an adjacent car park on Brewer Street. The entrance is approximately 170m by road however there is a pedestrian link connecting the two car parks to Union Street.
Local pedestrian access	There is pedestrian access into the site from Wheeler Street and Union Street. All the surrounding roads have good quality footways and street lighting.

Lucerne Street

Table 4.21 Lucerne Street Wider Town Centre Assessment

Proximity to key Town Centre locations	Land use around the site is predominantly residential however there are retail and business properties. Maidstone East Rail Station is located approximately 500m west of the site. HMP Maidstone is north-west of the site with access available from Staceys Street (B2012).
Proximity to other car parks	The nearest car park is located on Wheeler Street, 120m south of the site.
Local pedestrian access	There is pedestrian access into the site from Wheeler Street and Lucerne Street. All the surrounding roads have good quality footways and street lighting. There are also pedestrian crossing phases incorporated into the signal stages at the junction of Holland Road, Well Road and Wheeler Street.

Well Road

Table 4.22 Well Road Wider Town Centre Assessment

Proximity to key Town Centre locations	Land use to the north of the site is residential. HMP Maidstone is located to the south of the Site
Proximity to other car parks	The nearest car park is located at the junction of Lucerne Street and Wheeler Street, approximately 300m south-east of the site.
Local pedestrian access	There is pedestrian access into the site from Well Road. All the surrounding roads have good quality footways and street lighting. There are also pedestrian crossing phases incorporated into the signal stages at the junction of Holland Road, Well Road and Wheeler Street as well as at the junction of Well Road and Boxley Road.

Zone 3

Union Street East

Table 4.23 Union Street East Wider Town Centre Assessment

Proximity to key Town Centre locations	Land use around the site is a mix of residential, employment, education, leisure and religious buildings. The DVLA office is adjacent to the site on Queen Anne Road.
Proximity to other car parks	The nearest car park is located less than 100m west along Union Street.
Local pedestrian access	There is pedestrian access into the site from Union Street and Queen Anne Road. All the surrounding roads have good quality footways and street lighting. There are also pedestrian crossing phases incorporated into the signal stages on Sittingbourne Road (A249).

Union Street West

Table 4.24 Union Street West Wider Town Centre Assessment

Proximity to key Town Centre locations	Land use around the site is a mix of residential, employment, education, leisure and religious buildings. East Borough Primary School is located 350m east on Vinters Road and King Street is 450m south, accessed via Queen Anne Road.
Proximity to other car parks	The nearest car park is located less than 100m east along Union Street.
Local pedestrian access	There is pedestrian access into the site from Union Street. All the surrounding roads have good quality footways and street lighting. There are also pedestrian crossing phases incorporated into the signal stages on Sittingbourne Road (A249).

Sittingbourne Road

Table 4.25 Sittingbourne Road Wider Town Centre Assessment

Proximity to key Town Centre locations	Land use around the site is a mix of residential, employment, education, leisure and religious buildings. East Borough Primary School is located adjacent to the site.
Proximity to other car parks	The nearest car park is Union Street West, approximately 230m west of the site.
Local pedestrian access	There is pedestrian access into the site from Vinters Street and Sittingbourne Road. All the surrounding roads have good quality footways and street lighting. There are also pedestrian crossing phases incorporated into the signal stages on Sittingbourne Road (A249).

Zone 4

Mote Road

Table 4.26 Mote Road Wider Town Centre Assessment

Proximity to key Town Centre locations	Land use around the site is a mix of residential and employment. There is a large foodstore located north-west of the site. There are also a number of retail centres and a bus centre north-west of the site.
Proximity to other car parks	The nearest car park is Brooks Place, approximately 550m north of the site.
Local pedestrian access	There is pedestrian access into the site from Mote Road, Wat Tyler Way and Chancery Lane. All the surrounding roads have good quality footways and street lighting. There are also pedestrian crossing phases incorporated into the signal stages on Mote Road and Wat Tyler Road (A249).

Zone 5

King Street

Table 4.27 King Street Road Wider Town Centre Assessment

Proximity to key Town Centre locations	Land use around the site is predominantly retail, leisure and employment however there are also some residential units and religious buildings. There was previously a large foodstore at the ground level however this is currently vacant.
Proximity to other car parks	The nearest car park is Brooks Place, approximately 260m east of the site.
Local pedestrian access	There is pedestrian access into the site from Church Street and Kings Street. All the surrounding roads have good quality footways and street lighting. There are also pedestrian crossing phases incorporated into the signal stages on King Street, High Street and the A249.

Brooks Place

Table 4.28 Brooks Place Wider Town Centre Assessment

Proximity to key Town Centre locations	Land use around the site is a mix of residential and employment uses. Kings Street to the south is a busy retail and leisure area.
Proximity to other car parks	There are two nearby car parks, Union Street West and Kings Street, both at approximately 250m from Brook Place car park.
Local pedestrian access	There is pedestrian access into the site from Queen Anne Road. All the surrounding roads have good quality footways and street lighting. There are also pedestrian crossing phases incorporated into the signal stages on King Street, High Street and the A249.

Zone 6

Palace Avenue

Table 4.29 Palace Avenue Wider Town Centre Assessment

Proximity to key Town Centre locations	Land use around the site is predominantly office and employment based however there are also a number of religious centres. To the rear of the site is a museum and to the east is the Maidstone police station.
Proximity to other car parks	Palace Avenue car park is adjacent to Mill Street Car park with the footpath through the museum gardens providing a pedestrian link between the two. Vehicular access is longer and more complicated due to the gyratory system. It is approximately 650m by road for a vehicle to drive from Palace Avenue car park, via Lower Stone Street and Knightrider Street to Mill Street car park.
Local pedestrian access	There is pedestrian access into the site from Mill Street and Palace Avenue. All the surrounding roads have good quality footways, pedestrian facilities such as dropped kerbs and safety features such as street lighting. There are also pedestrian crossing phases incorporated into the signal stages on the A229 and A249.

Mill Street

Table 4.30 Mill Street Wider Town Centre Assessment

Proximity to key Town Centre locations	Land use around the site is predominantly office and employment based however there are also a number of religious centres. To the west of the site is a museum and to the north is the Maidstone police station. High Street is approximately 300m walking distance from the site.
Proximity to other car parks	Mill Street car park is adjacent to Palace Avenue Car park with the footpath through the museum gardens providing a pedestrian link between the two. It is approximately 150m by road for a vehicle to drive from Mill Street car park to Palace Avenue car park.
Local pedestrian access	There is pedestrian access into the site from Mill Street. All the surrounding roads have good quality footways, pedestrian facilities such as dropped kerbs and safety features such as street lighting. There are also pedestrian crossing phases incorporated into the signal stages on the A229 and A249.

College Road

Table 4.31 College Road Wider Town Centre Assessment

Proximity to key Town Centre locations	Land use around the site is a mix of residential, employment, leisure, education and religious centres. To the rear of the site is a bridge crossing the river and providing access to Lockmeadow centre and Maidstone Market.
Proximity to other car parks	College Road car park is 100m south of Mill Street car park and 250m south of Palace Avenue car park.
Local pedestrian access	There is pedestrian access into the site from Kightrider Street, pedestrian footpath across the river and College Road. All the surrounding roads have good quality footways, pedestrian facilities such as dropped kerbs and safety features such as street lighting. There are also pedestrian crossing phases incorporated into the signal stages on the A229 and A249.

Zone 7

Barker Road

Table 4.32 Barker Road Wider Town Centre Assessment

Proximity to key Town Centre locations	Land use around the site is a mix of retail, employment and leisure. To the south of the site is the Lockmeadow centre and Maidstone Market.
Proximity to other car parks	Barker Road car park is less than 100m north of Lockmeadow car park.
Local pedestrian access	There is pedestrian access into the site from Barker Road. All the surrounding roads have good quality footways, pedestrian facilities such as dropped kerbs and safety features such as street lighting. There are also pedestrian crossing phases incorporated into the signal stages on the A229.

Lockmeadow

Table 4.33 Lockmeadow Wider Town Centre Assessment

Proximity to key Town Centre locations	Land use around the site is a mix of retail, employment and leisure. On the site is the Lockmeadow centre and Maidstone Market.
Proximity to other car parks	Barker Road car park is less than 100m north of Lockmeadow car park.
Local pedestrian access	There is pedestrian access into the site from Barker Road and Hart Street. All the surrounding roads have good quality footways, pedestrian facilities such as dropped kerbs and safety features such as street lighting. There are also pedestrian crossing phases incorporated into the signal stages on the A229. The footbridge to the east of the site is well lit with footpaths connecting it to the car parks at either end of it.

Zone 8

Brunswick Street

Table 4.34 Brunswick Street Wider Town Centre Assessment

Proximity to key Town Centre locations	Land use around the site is a mix of retail, employment, health services and religious centres.
Proximity to other car parks	College Road car park is approximately 300m north of Brunswick car park.
Local pedestrian access	There is pedestrian access into the site from each of the vehicle access points. All the surrounding roads have good quality footways and safety features such as street lighting.

5 Park and Ride Utilisation

Introduction

5.1 Occupancy counts were undertaken at all three park & ride sites on Thursday 22nd, Friday 23rd, Saturday 24th, Tuesday 29th November 2011.

5.2 The counts were undertaken as spot counts at agreed times of the day, as follows:

- 9.30am
- 12.30pm
- 16.30pm

5.3 The data collected is presented for the individual sites below.

London Road

Site

5.4 London Road Park & Ride is located off the A20 approximately 1.5km to the north west of Maidstone Town Centre. The site is approximately 500 metres from junction 6 of the M20.

Capacity

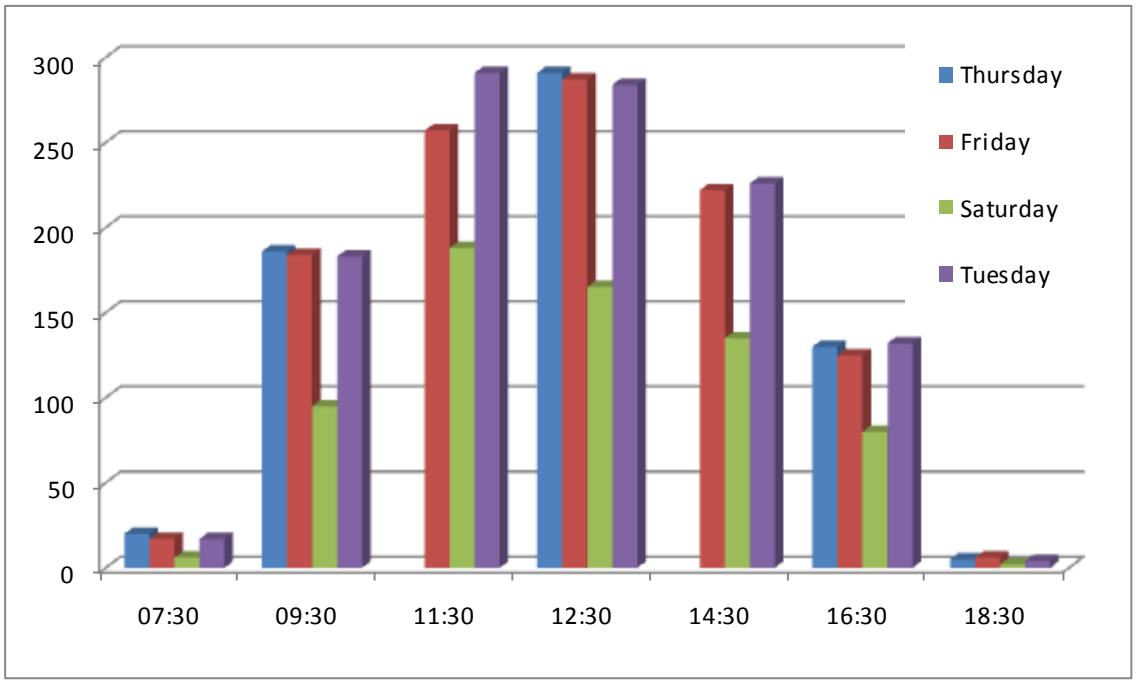
5.5 There are 518 spaces at the London Road site, with the following breakdown:

Normal	Parent &Child	Disabled	M/C	Bike	Out of Use	Total
505	0	13	0	0	0	518

Occupancy Counts

5.6 Figure 5.1 presents the observed levels of occupancy during the four survey days.

Figure 5.1 London Road Park & Ride Occupancy



5.7 The highest occupation recorded was on a Tuesday in the 11:30 timeframe. Saturdays were the least occupied in all timeframes which suggests that this Park & Ride site is predominantly used by commuters.

Utilisation

5.8 Figure 5.1 indicates that the maximum occupancy observed at any one point during the survey period was 291. This was observed at both 12.30pm on a Thursday and 11.30am on a Tuesday. This represents a maximum utilisation of 56%, which can be observed in Figure 5.5.

5.9 The maximum utilisation observed on a Saturday was only 36%, which can be observed in Figure 5.6.

Sittingbourne Road

Site

5.10 Sittingbourne Road Park & Ride is located off the A249 approximately 1.5 km to the north east of Maidstone Town Centre. The site is approximately 250 metres from junction 7 of the M20.

Capacity

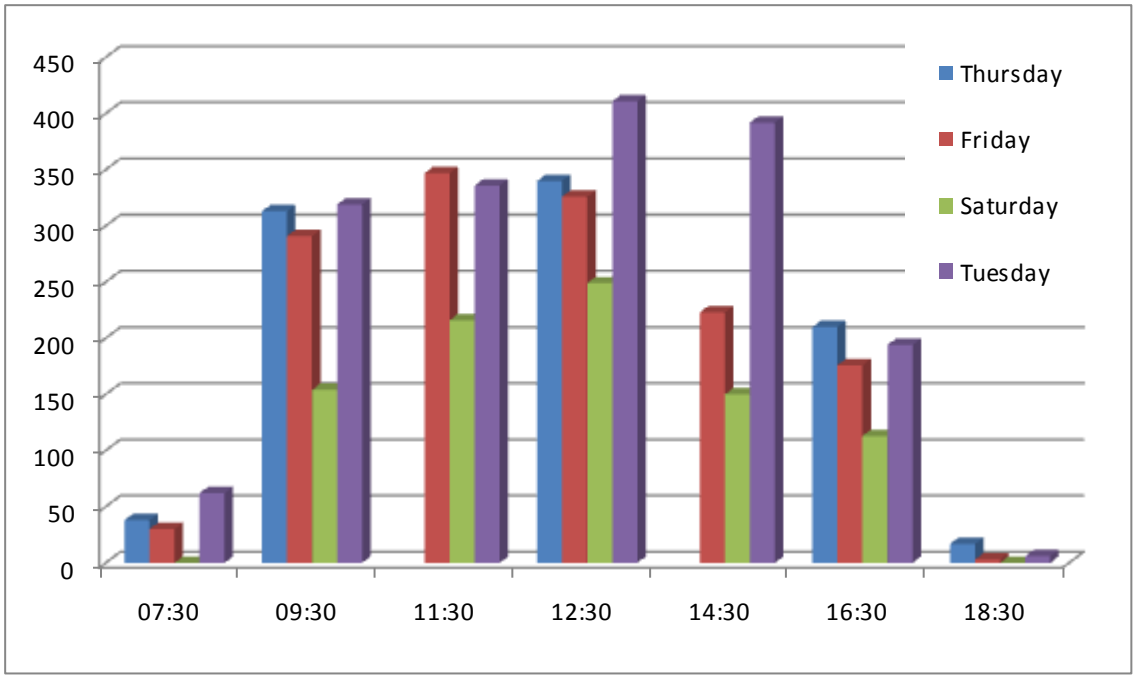
5.11 There are 610 spaces at the Sittingbourne Road site, with the following breakdown:

Normal	Parent &Child	Disabled	M/C	Bike	Out of Use	Total
583	0	27	0	0	0	610

Occupancy Counts

5.12 Figure 5.2 presents the observed levels of occupancy during the four survey days.

Figure 5.2 Sittingbourne Road Park & Ride Occupancy



5.13 The highest occupation recorded was on a Tuesday in the 12:30 and the 14:30 timeframe. Saturdays were the least occupied in all timeframes which suggests that this Park & Ride site is also predominantly used by commuters.

Utilisation

5.14 Figure 5.2 indicates that the maximum occupancy observed at any one point during the survey period was 411. This was observed at 12.30pm on a Tuesday. This represents a maximum utilisation of 67%, which can be observed in Figure 5.5.

5.15 The maximum utilisation observed on a Saturday was only 41%, which can be observed in Figure 5.6.

Willington Street

Site

5.16 Willington Street Park & Ride is located off the A20, approximately 2 km to the east of Maidstone Town Centre. The site is in close proximity to Mote Park.

Capacity

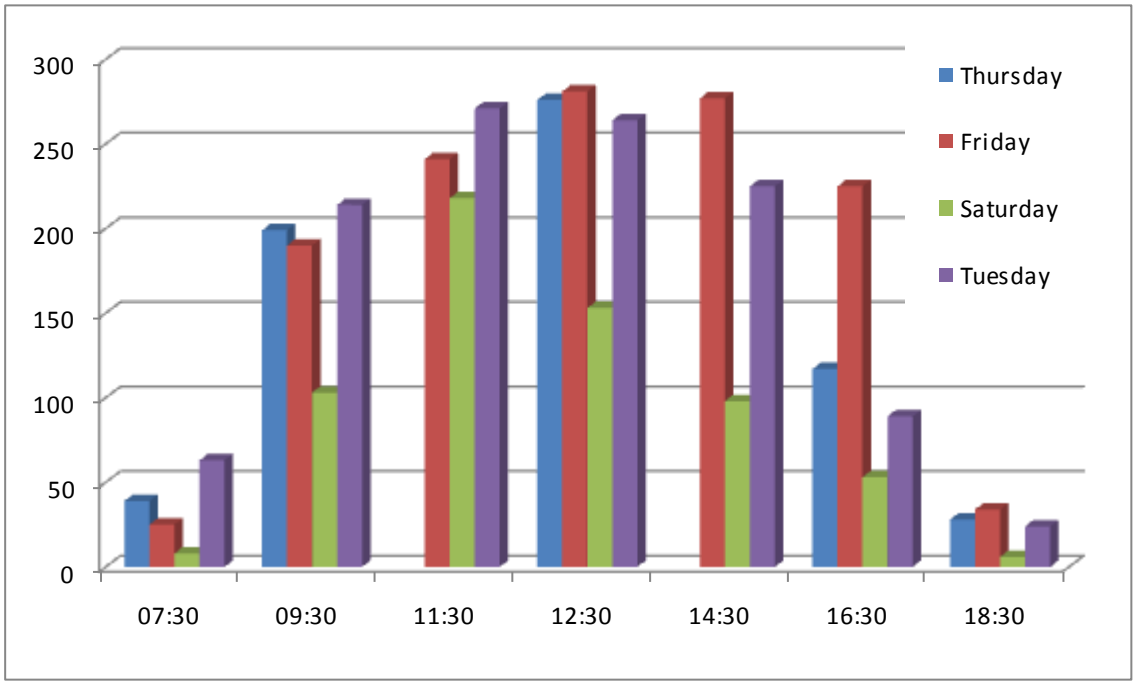
5.17 There are 400 spaces at the Willington Street site, with the following breakdown:

Normal	Parent &Child	Disabled	M/C	Bike	Out of Use	Total
382	0	18	0	0	0	400

Occupancy Counts

5.18 Figure 5.3 presents the observed levels of occupancy during the four survey days.

Figure 5.3 Willington Street Park & Ride Occupancy



5.19 The highest occupation recorded was on a Friday in the 12:30 and 14:30 timeframe. Saturdays were the least occupied in all timeframes which suggests that this Park & Ride site is again predominantly used by commuters.

Utilisation

5.20 Figure 5.3 indicates that the maximum occupancy observed at any one point during the survey period was 281. This was observed at 12.30pm on a Friday. This represents a maximum utilisation of 70%, which can be observed in Figure 5.5.

5.21 The maximum utilisation observed on a Saturday was only 55%, which can be observed in Figure 5.6.

Summary

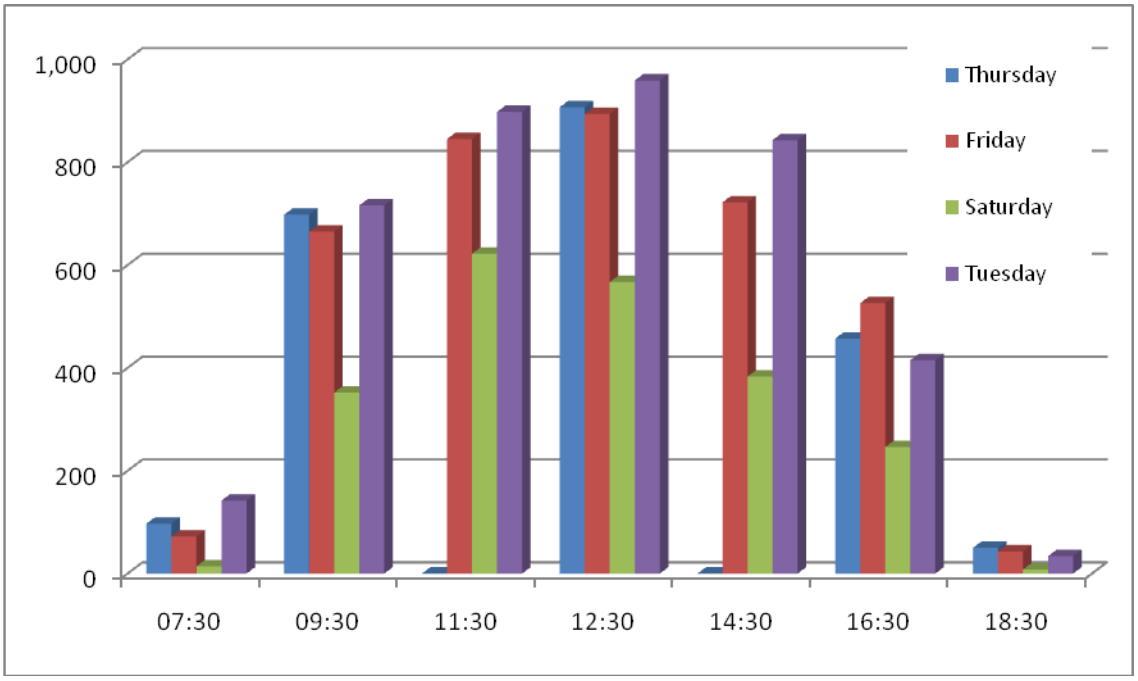
Overall Capacity

5.22 Across the three park and ride sites there is a total park & ride site capacity of 1,528 spaces

Aggregated Occupancy Counts

5.23 Figure 5.4 presents the combined level of occupancy during the four survey days.

Figure 5.4 Combined Park & Ride Occupancy

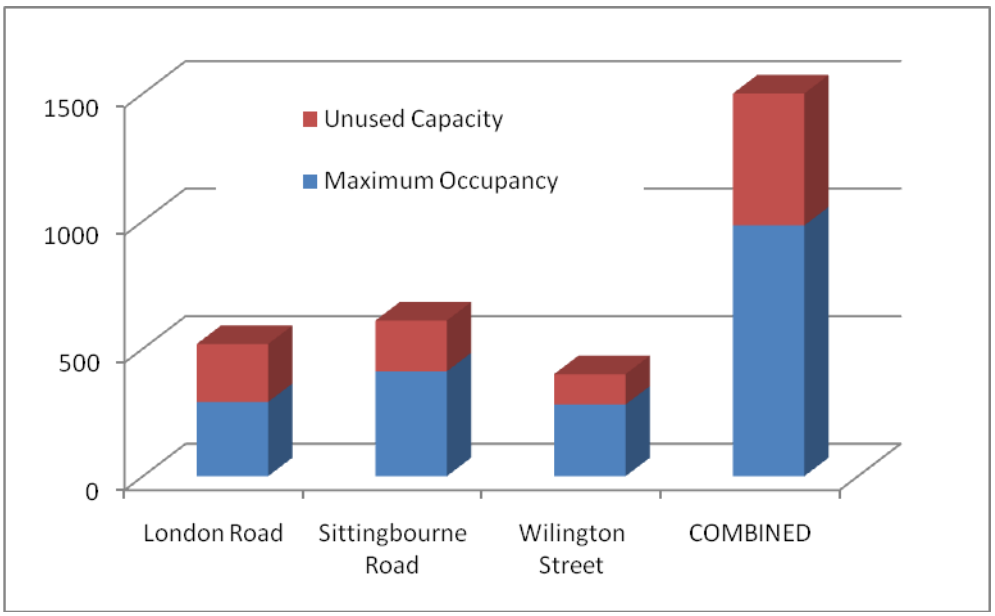


5.24 The highest occupation recorded was on a Friday in the 12:30 of 959 vehicles. Generally occupancy levels are much lower on Saturdays than on weekdays with a maximum observed occupancy level of 622 vehicles.

Overall Park & Ride Site Utilisation

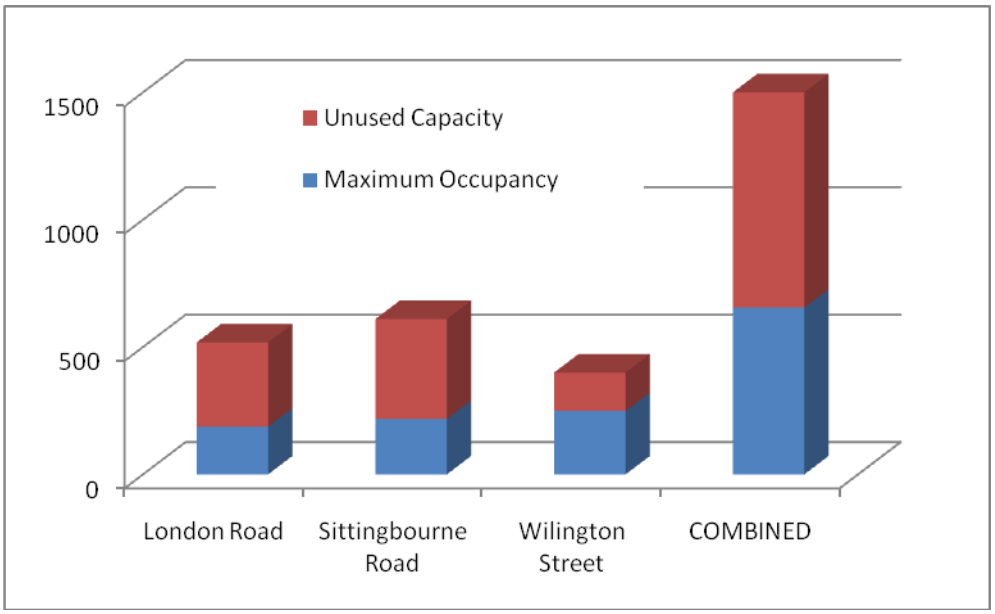
5.25 Figure 5.5 presents the combined level of maximum park & ride site utilisation on a weekday. This demonstrates that there is currently around a third of the overall parking capacity that is not utilised at any stage during the week.

Figure 5.5 Combined Park & Ride Site Capacity Utilisation – Weekday



5.26 Figure 5.6 presents the combined level of maximum park & ride site utilisation on a Saturday. This indicates that over 55% of the available capacity is unused on a typical Saturday.

Figure 5.6 Combined Park & Ride Site Capacity Utilisation – Saturday



6 Town Centre Car Park Utilisation

Introduction

6.1 Occupancy counts were undertaken at twenty two town centre car parks on Thursday 22nd, Friday 23rd, Saturday 24th, Tuesday 29th November 2011.

6.2 The counts were undertaken as spot counts at agreed times of the day, as follows:

- 7.30am
- 9.30am
- 12.30pm
- 16.30pm
- 20.00pm

6.3 Counts were not undertaken at the Fremlin Car Park, where permission was not granted to undertake surveys within the car park footprint.

6.4 In order to aid the spatial analysis of the Car Parks, the Town Centre has been split into eight zones, as presented within the figure below.

6.5 The data collected is presented for the individual sites on a zone-by-zone basis below. This is based upon the zone system presented in Figure 3.1 in Section 3.

Zone 1 – North West

Sites

6.6 The north west of the town contains two car parks; Medway Street which is a long stay council run car park, and Fremlin Way which is run privately. Maidstone East railway station is also in this zone.

Capacities

6.7 There are 59 spaces at the Medway Street car park, with the breakdown presented in table 6.1.

Table 6.1 Car Park Capacity - North West Zone

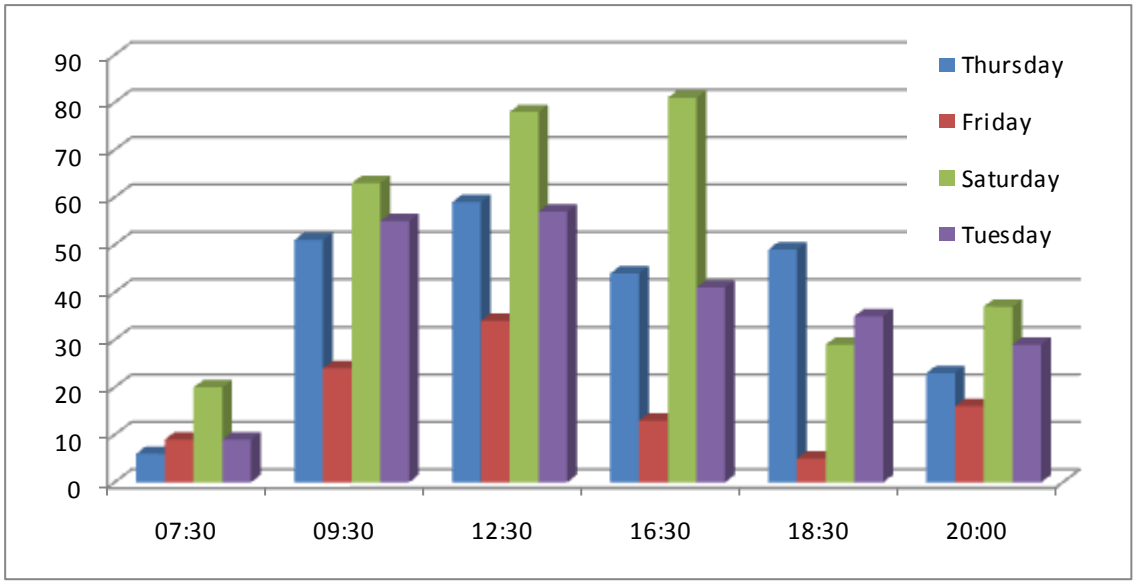
Site	Normal	Parent &Child	Disabled	M/C	Bike	Out of Use	Total
Medway Street	49	0	5	4	0	1	59
Fremlin Way	n/a	n/a	n/a	n/a	n/a	n/a	n/a

6.8 The corresponding data is currently unable for the Fremlin Way car park as permission to gain capacity and occupancy data was refused by the management of Fremlin Way car park.

Occupancy Counts

6.9 Figure 6.1 presents the observed levels of occupancy at the Medway Street car park during the four survey days.

Figure 6.1 Medway Street Occupancy

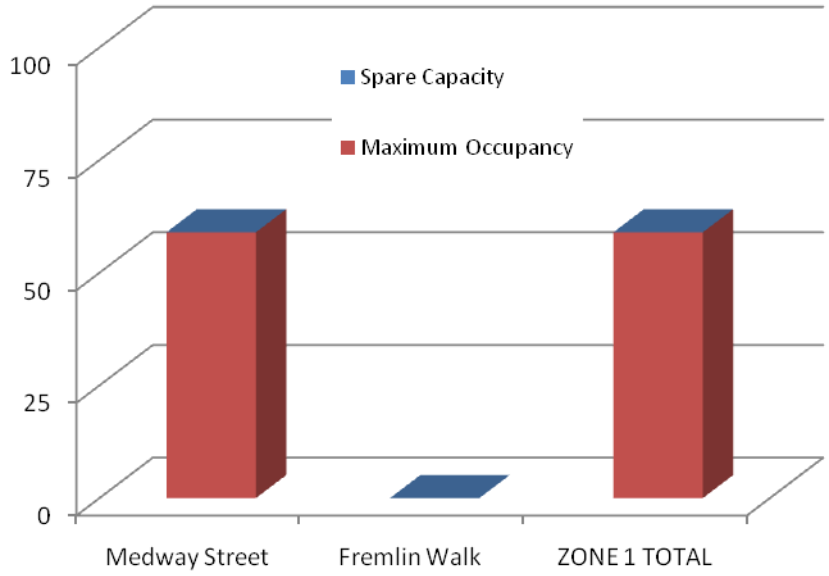


6.10 The highest levels of occupancy at Medway Street were on Saturday, with the exception of the 18:30 time period, of which Thursday had the highest occupancy levels. The lowest time period of occupancy was 07:30.

Utilisations

6.11 Figure 6.2 presents the observed levels of occupancy during the four survey days.

Figure 6.2 Maximum Car Park Utilisation – North West Zone



6.12 This demonstrates that the Medway Street car park does reach maximum capacity during the week. This was observed to occur during both a weekday and a Saturday.

Zone 2 – North

Sites

6.13 The north of the town contains six car parks. Four of these are run by the Council; Well Road and Lucerne Street which are short stay; and Brewer Street East and Wheeler Street which are long stay. Jeffrey Street and Church Street car parks are also located here which are privately run.

Capacities

6.14 There are 267 spaces across the six car parks in the designated North Zone, with the breakdown presented in Table 6.2.

Table 6.2 Car Park Capacity – North Zone

Site	Normal	Parent &Child	Disabled	M/C	Bike	Out of Use	Total
Well Road	20	0	1	8	0	0	29
Lucerne Street	17	0	1	0	0	0	18
Brewer Street East	65	0	4	2	0	0	71
Wheeler Street	60	0	5	2	0	0	67
Jeffrey Street	42	0	3	0	0	0	45
Church Street	35	1	1	0	0	0	37

Occupancy Counts

6.15 Figures 6.3 to 6.8 presents the observed levels of occupancy at each of the car park, respectively, during the four survey days.

Figure 6.3 Well Road Occupancy

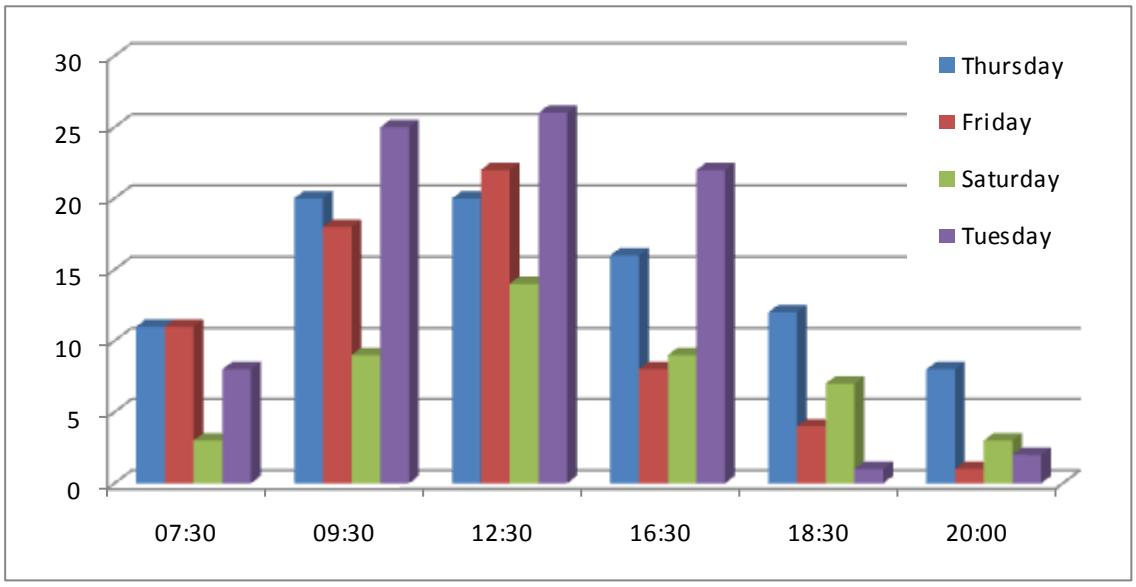


Figure 6.4 Lucerne Street Occupancy

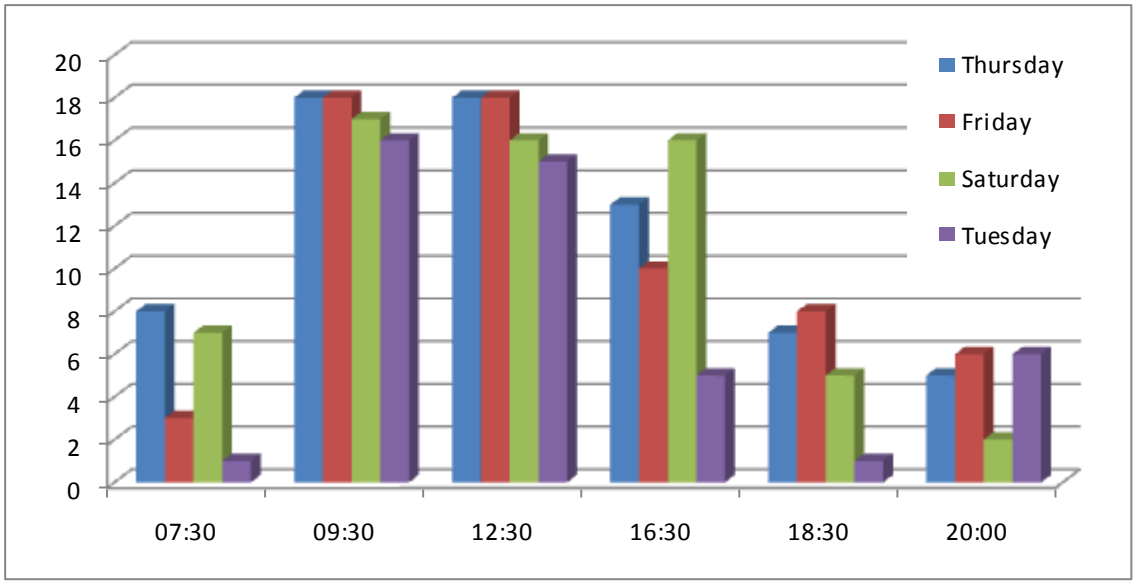


Figure 6.5 Brewer Street East Occupancy

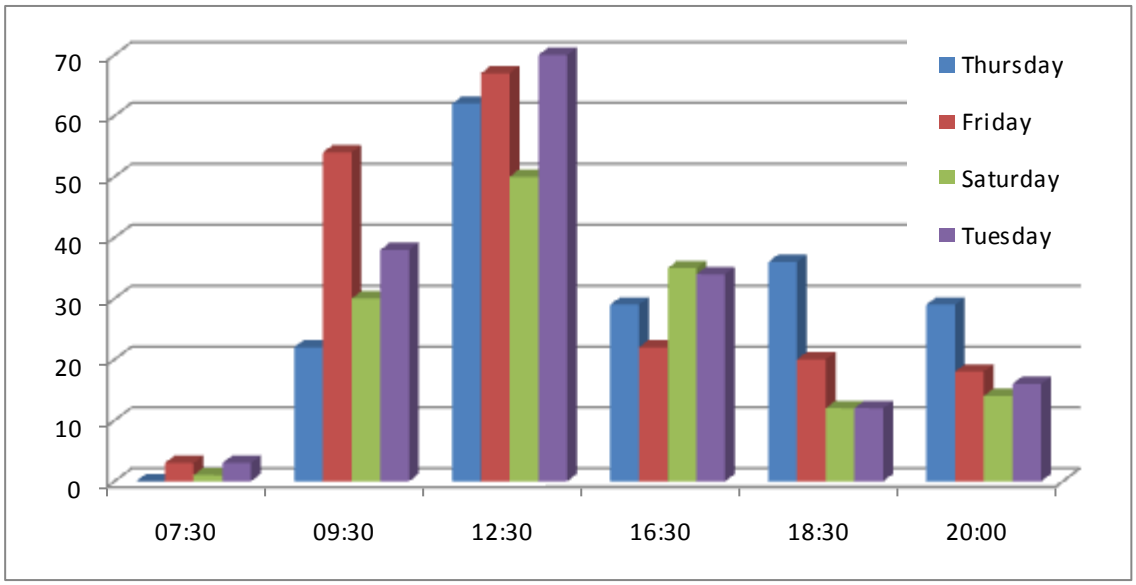


Figure 6.6 Wheeler Street Occupancy

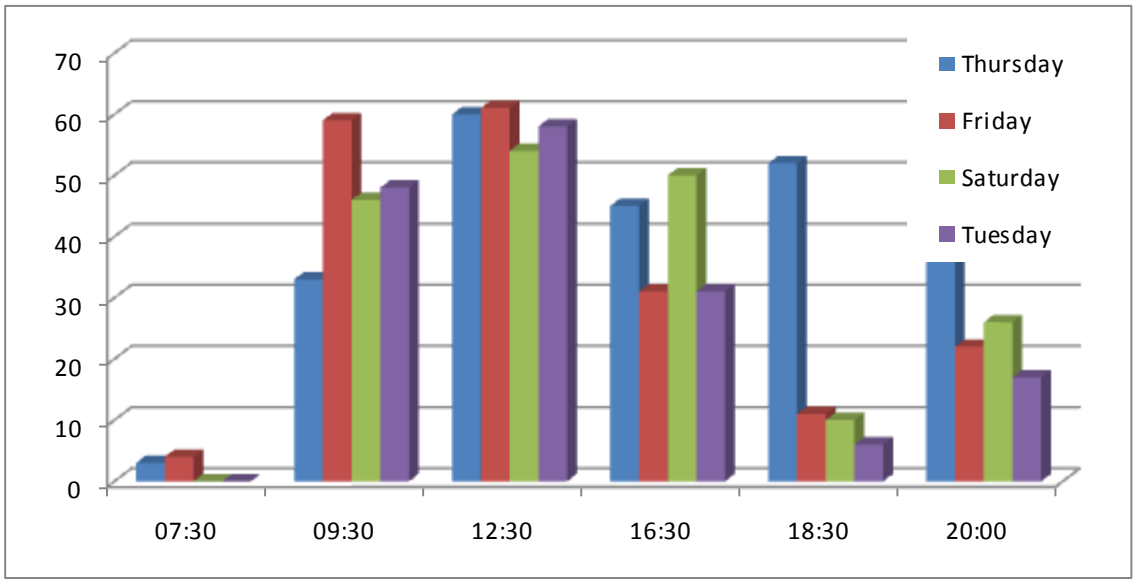


Figure 6.7 Jeffrey Street Occupancy

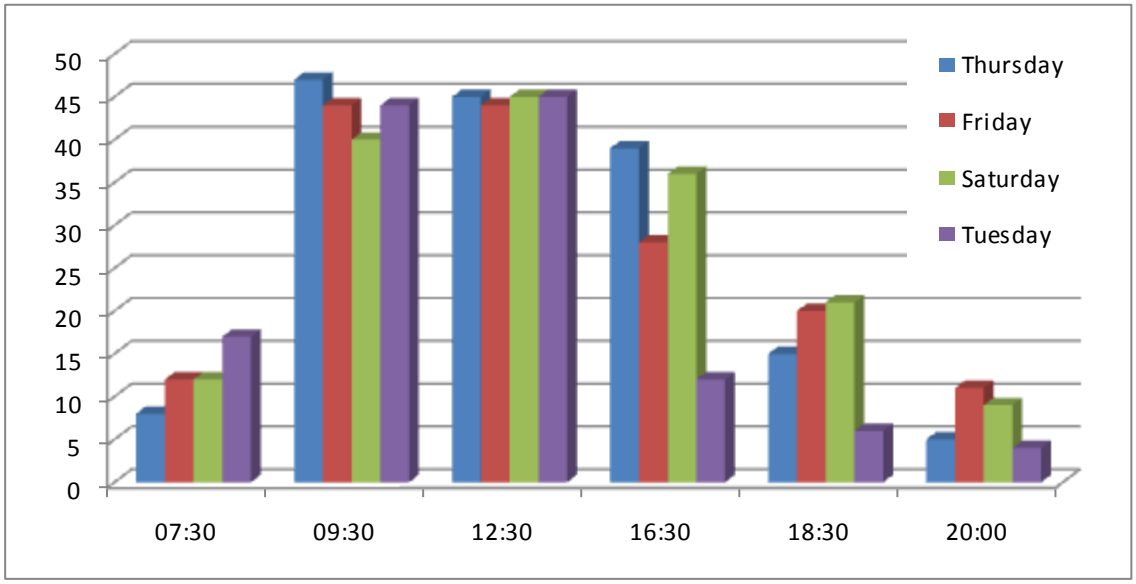
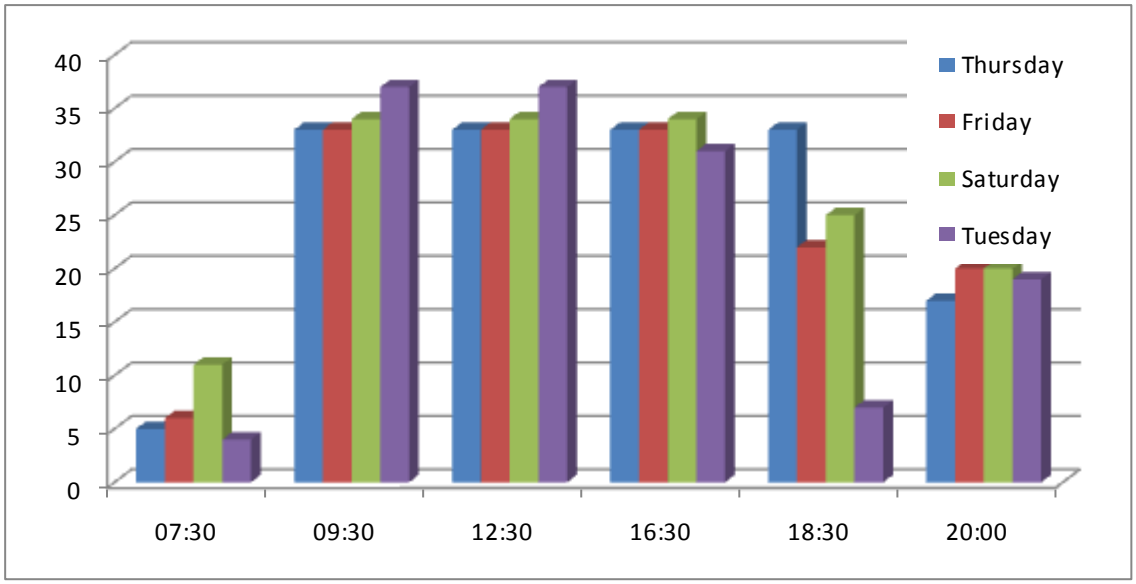


Figure 6.8 Church Street Occupancy

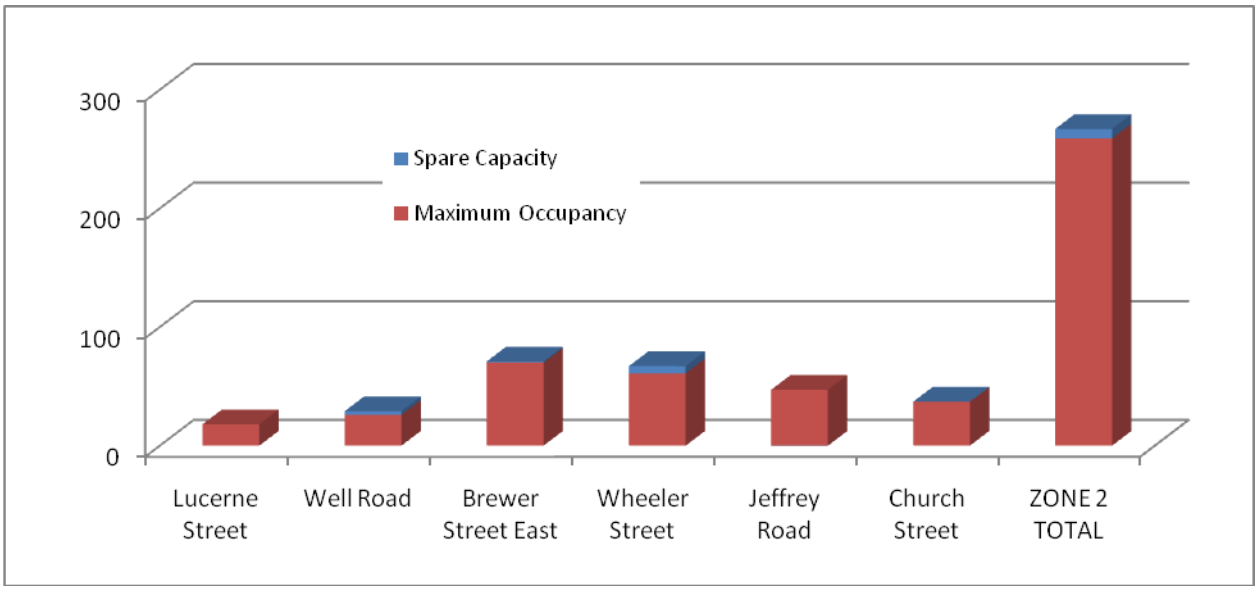


6.16 Well Road has the highest level of occupancy on Tuesdays, Thursdays and Fridays which suggests it us used primarily by commuters rather than shoppers. This would also correlate with its location towards the edge of the town centre. Brewer Street and Wheeler Street have extremely low occupancy rates in the 07:00 time frame. Jeffrey Street has high occupancy levels between 09:30 and 18:30, whilst Church Street has consistently high occupancy all day.

Utilisations

6.17 Figure 6.9 presents the observed levels of occupancy during the four survey days.

Figure 6.9 Maximum Car Park Utilisation – North Zone



6.18 This demonstrates that within the North Zone the majority of the car parks reach maximum capacity during the week.

Zone 3 – North East

Sites

6.19 The north east of the town has three car parks. These are all Council run and are all long stay. These car parks are; Sittingbourne Road, Union Street East and Union Street West.

Capacities

6.20 There are 189 spaces across the three car parks in the designated North East Zone, with the breakdown presented in Table 6.3.

Table 6.3 Car Park Capacity – North East Zone

Site	Normal	Parent &Child	Disabled	M/C	Bike	Out of Use	Total
Sittingbourne Road	86	4	9	0	0	0	99
Union Street East	48	0	3	0	4	0	55
Union Street West	30	0	3	2	0	0	35

Occupancy Counts

6.21 Figures 6.10 to 6.12 presents the observed levels of occupancy at each of the car park, respectively, during the four survey days.

Figure 6.10 Sittingbourne Road Occupancy

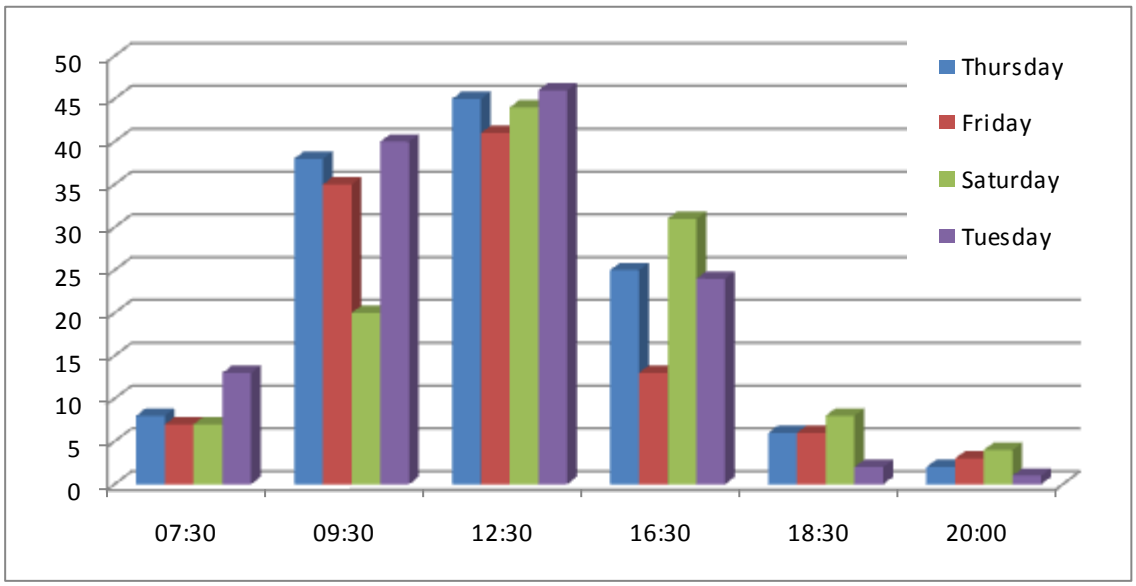


Figure 6.11 Union Street East Occupancy

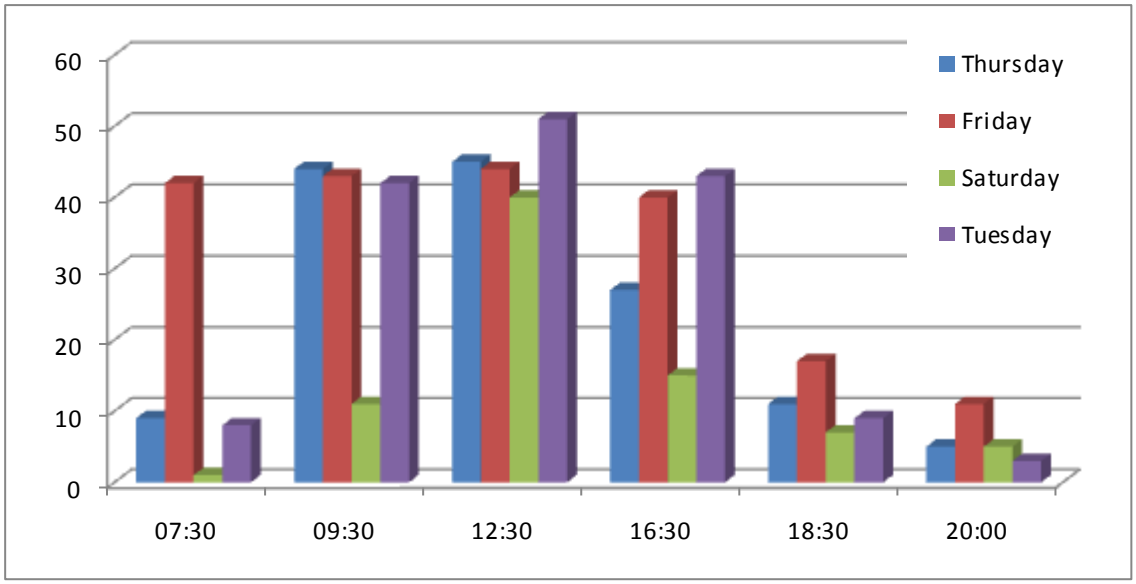
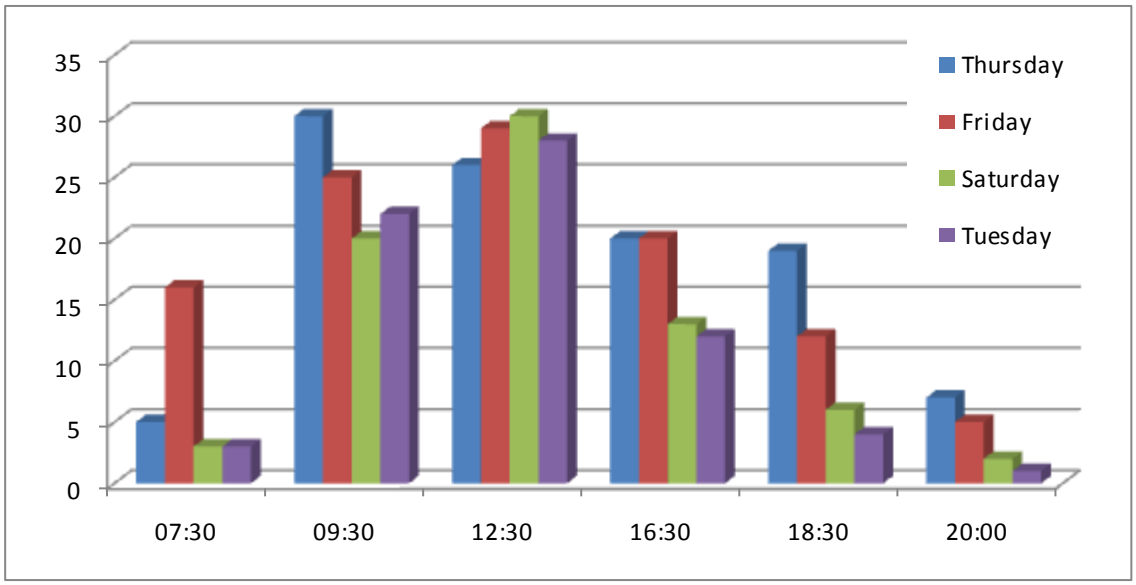


Figure 6.12 Union Street West Occupancy

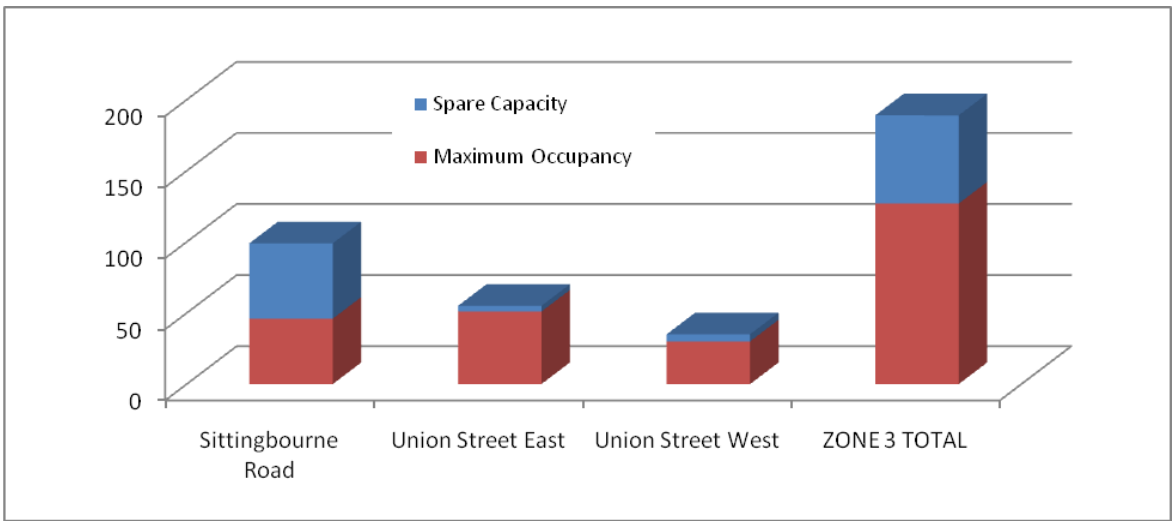


6.22 Union Street East shows a high occupancy level on Tuesday. Union Street West had the highest occupancy levels on Thursday.

Utilisations

6.23 Figure 6.13 presents the observed levels of occupancy during the four survey days.

Figure 6.13 Maximum Car Park Utilisation – North East Zone



6.24 This demonstrates that within the North East Zone, whilst the car parks on Union Street reach close to maximum capacity during the week, there is significant spare capacity at the Sittingbourne road car park.

Zone 4 – East

Sites

6.25 The eastern zone of the town has one car park. Mote Street is a short stay car park and is operated by the council.

Capacities

6.26 There are 105 spaces at the Mote Road car park, with the breakdown presented in Table 6.4.

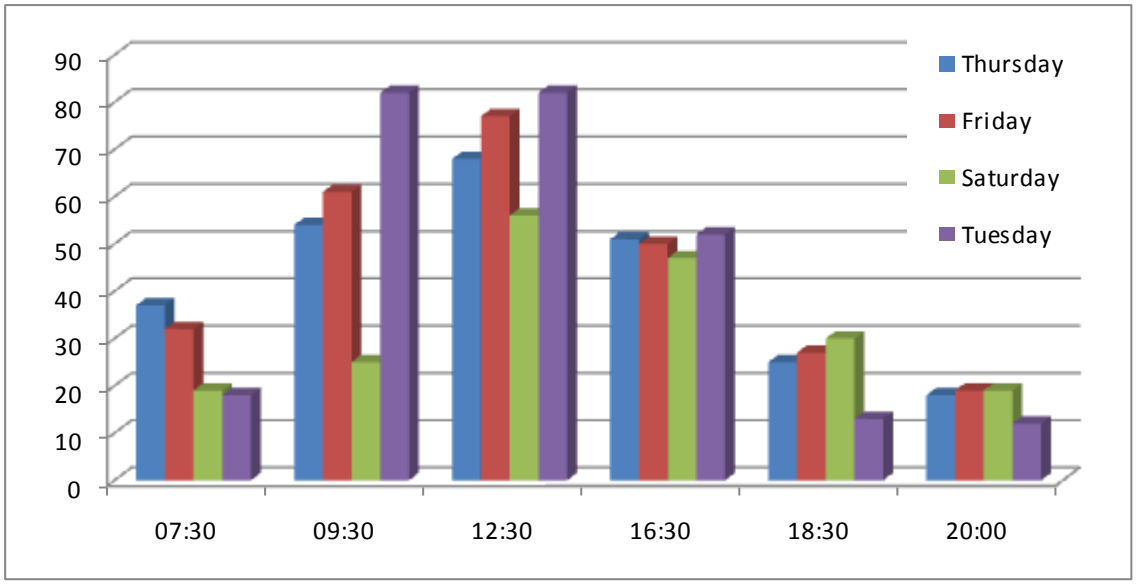
Table 6.4 Car Park Capacity – East Zone

Site	Normal	Resident Bay	Disabled	M/C	Bike	Out of Use	Total
Mote Road	89	10	6	0	0	0	105

Occupancy Counts

6.27 Figures 6.14 presents the observed levels of occupancy at the Mote Road car park during the four survey days.

Figure 6.14 Mote Road Occupancy



6.28 The highest occupancy levels at Mote Road were recorded on Tuesday in the 09:30 and 12:30 timeframes. Occupancy after 09:30 was relatively consistent over all days.

Utilisations

6.29 The Mote Road car park was only observed to reach around 80% capacity during the entire survey period. Maximum observed utilisation on a Saturday was much lower at only around 50%.

Zone 5 – Central (east)

Sites

6.30 The Central East zone has five car parks. Brooks Place and King Street are both long stay car parks operated by the council. Sainsbury`s, Mall Multi Storey and Mall Rooftop are also located in this zone and are privately operated. Maidstone Borough Councils Civic Centre is also located in this zone.

Capacities

6.31 There are 1,662 spaces across the five car parks in the designated Central East Zone, with the breakdown presented in Table 6.5.

Table 6.5 Car Park Capacity - Central East Zone

Site	Normal	Parent & Child	Disabled	M/C	Bike	Out of Use	Total
Brooks Place	6	0	1	0	0	0	7
King Street	200	0	16	3	0	0	219
Sainsburys	388	15	14	4	5	0	426
Mall Multi Storey	658	27	19	0	0	0	704
Mall Rooftop	306	0	0	0	0	0	306

Occupancy Counts

6.32 Figures 6.15 to 6.19 presents the observed levels of occupancy at each of the car park, respectively, during the four survey days.

Figure 6.15 Brooks Place Occupancy

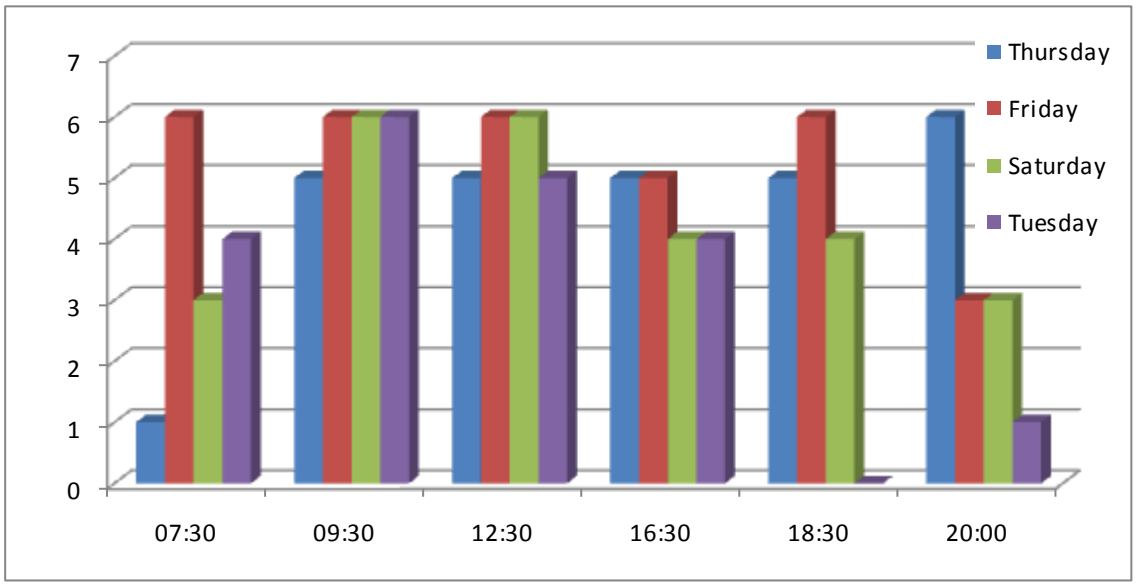


Figure 6.16 King Street Occupancy

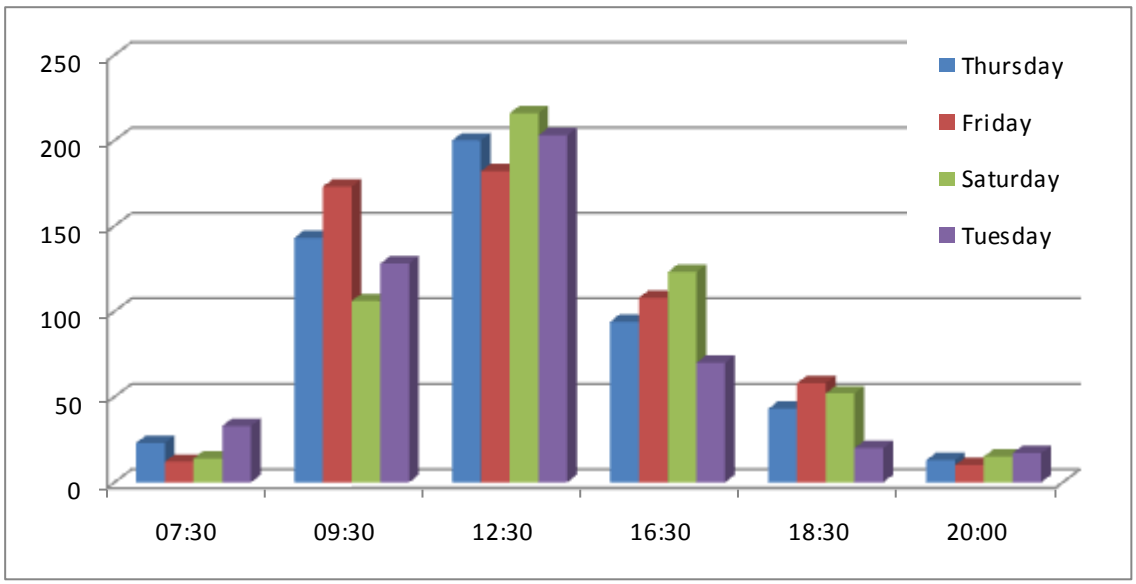


Figure 6.17 Sainsbury`s Occupancy

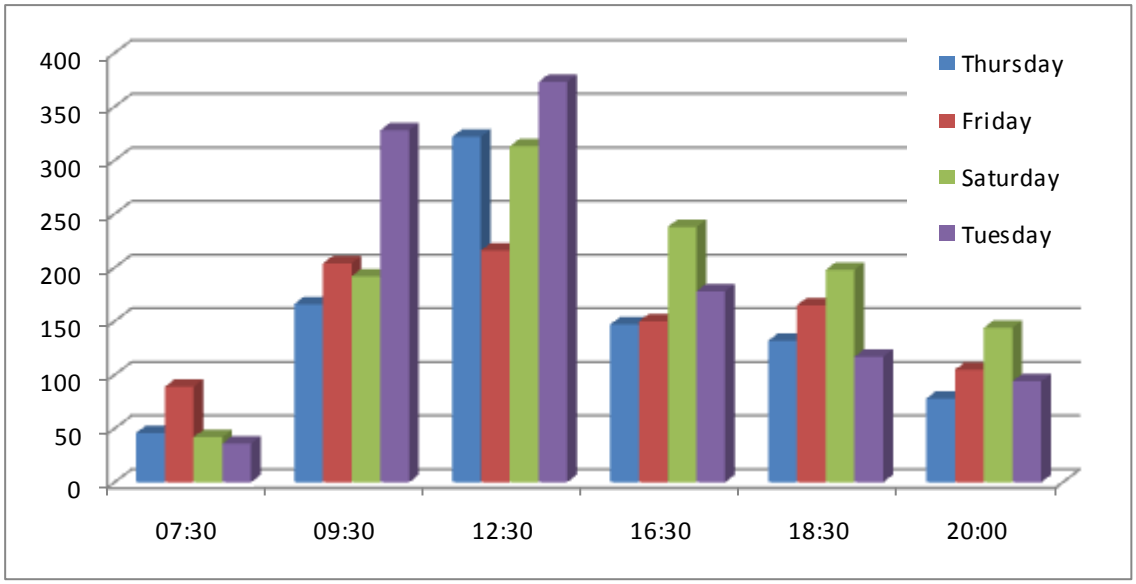


Figure 6.18 Mall Multi Storey Occupancy

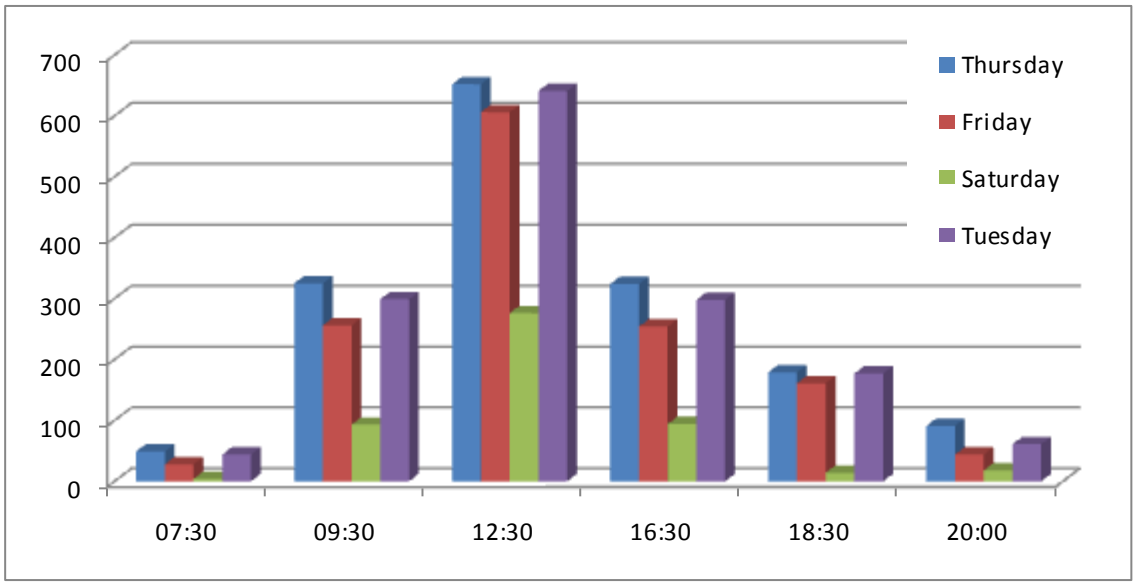
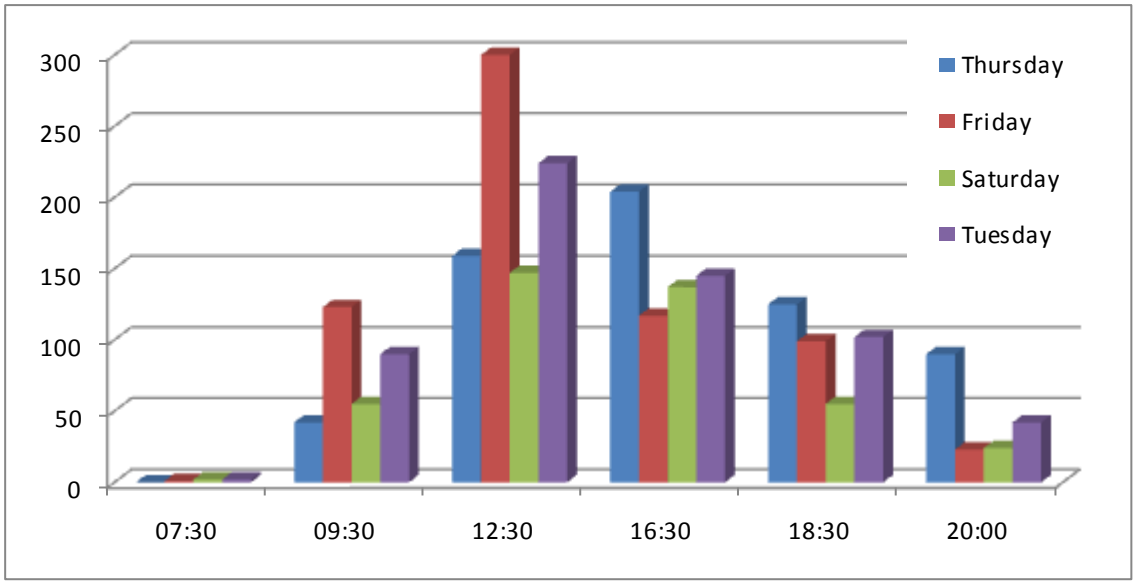


Figure 6.19 Mall Rooftop Occupancy

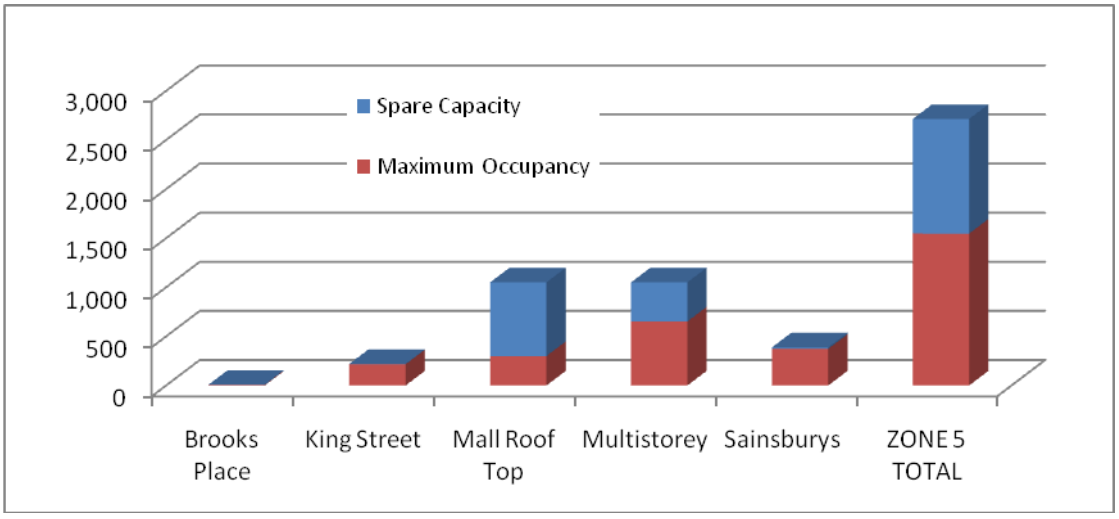


6.33 Occupancy at Brooks Place is consistently high over all time periods. Occupancy at King Street and Sainsbury`s was high on Saturdays which is to be expected through the volume of shoppers. The Mall Multi Storey had higher occupancy levels on Tuesdays, Thursdays and Fridays which suggests it is utilised more by commuters.

Utilisations

6.34 Figure 6.20 presents the observed levels of occupancy during the four survey days.

Figure 6.20 Maximum Car Park Utilisation – Central East Zone



6.35 The figure demonstrates that within the Central East Zone there is a significant amount of car parking capacity which results in significant spare capacity overall (nearly 50%). However, most of this spare capacity is within the private run car parks related to the Mall.

6.36 The MBC operated car parks, Brooks Place and King Street, do operate at close to capacity.

Zone 6 – Central (west)

Sites

6.37 The Central zone has three car parks which are all operated by the Council. Palace Avenue and Mill Street are short stay; whilst College Road is a long stay car park.

Capacities

6.38 There are 245 spaces across the three car parks in the designated Central West Zone, with the breakdown presented in Table 6.6.

Table 6.6 Car Park Capacity – Central West

Site	Normal	Parent & Child	Disabled	M/C	Bike	Out of Use	Total
Palace Avenue	36	0	3	0	0	2	41
Mill Street	126	0	6	0	0	0	132
College Road	68	0	4	0	0	0	72

Occupancy Counts

6.39 Figures 6.21 to 6.23 presents the observed levels of occupancy at each of the car park, respectively, during the four survey days.

Figure 6.21 Palace Avenue Occupancy

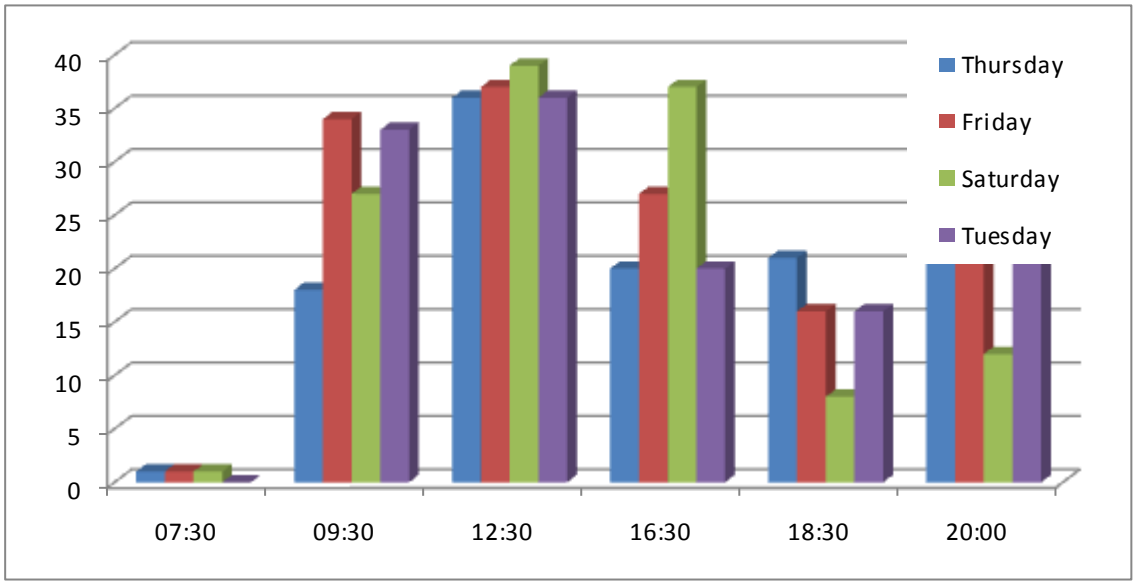


Figure 6.22 Mill Street Occupancy

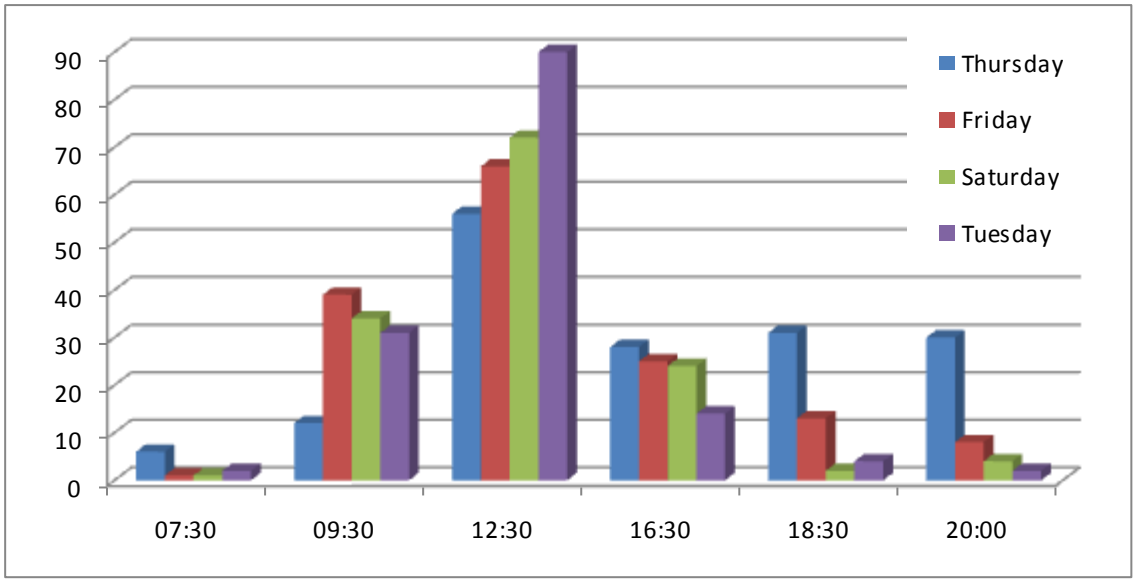
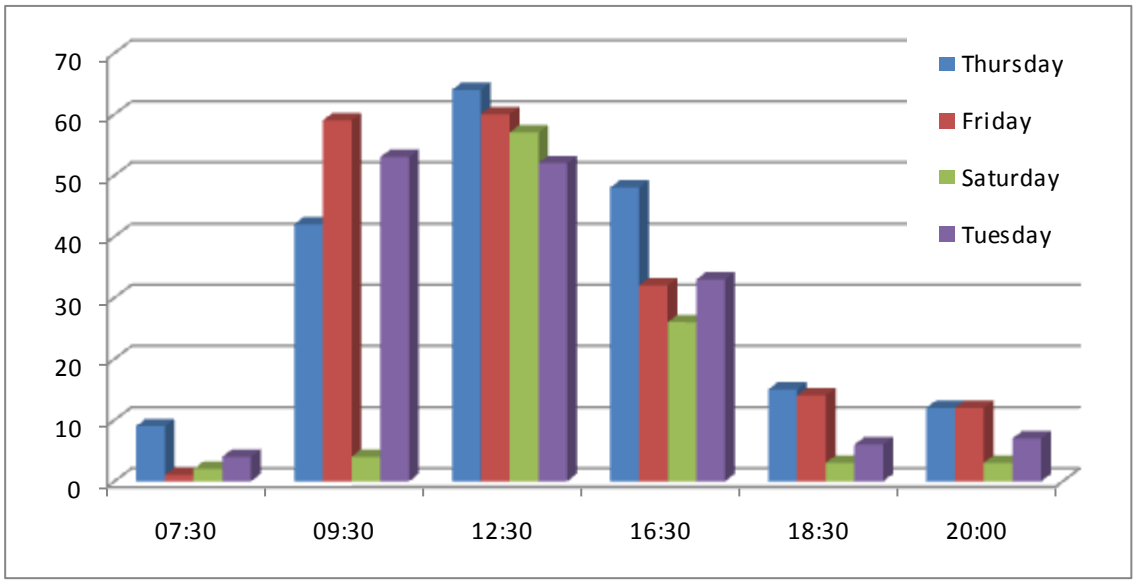


Figure 6.23 College Road Occupancy

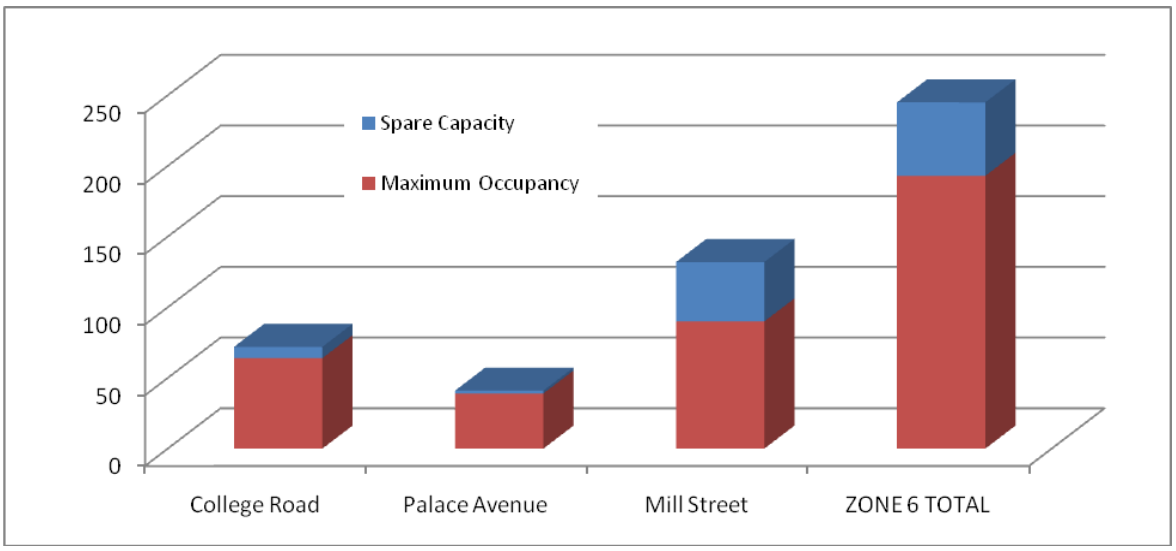


6.40 Palace Avenue was reasonably well occupied across all days. Mill Street had a relatively low occupation on all days and timeframes with the exception of 12:30.

Utilisations

6.41 Figure 6.20 presents the observed levels of occupancy during the four survey days.

Figure 6.24 Maximum Car Park Utilisation – Central West Zone



6.42 The figure demonstrates that within the Central West Zone, whilst the College Road and Palace Avenue car parks reach maximum capacity, there a available car parking capacity at the Mill Street car park, which gives an overall level of spare capacity of around 20%.

Zone 7 – West

Sites

6.43 The western zone of the town has two car parks. Barker Road and Lockmeadow are both operated by the council and are both long stay. Maidstone west railway station is also located in this zone.

Capacities

6.44 There are 674 spaces across the two car parks in the designated West Zone, with the breakdown presented in Table 6.7.

Table 6.7 Car Park Capacity – West Zone

Site	Normal	Parent & Child	Disabled	M/C	Bike	Out of Use	Total
Barker Road	73	0	3	0	0	0	76
Lockmeadow	567	2	25	4	0	0	598

Occupancy Counts

6.45 Figures 6.25 and 6.26 presents the observed levels of occupancy at each of the car park, respectively, during the four survey days.

Figure 6.25 Barker Road Occupancy

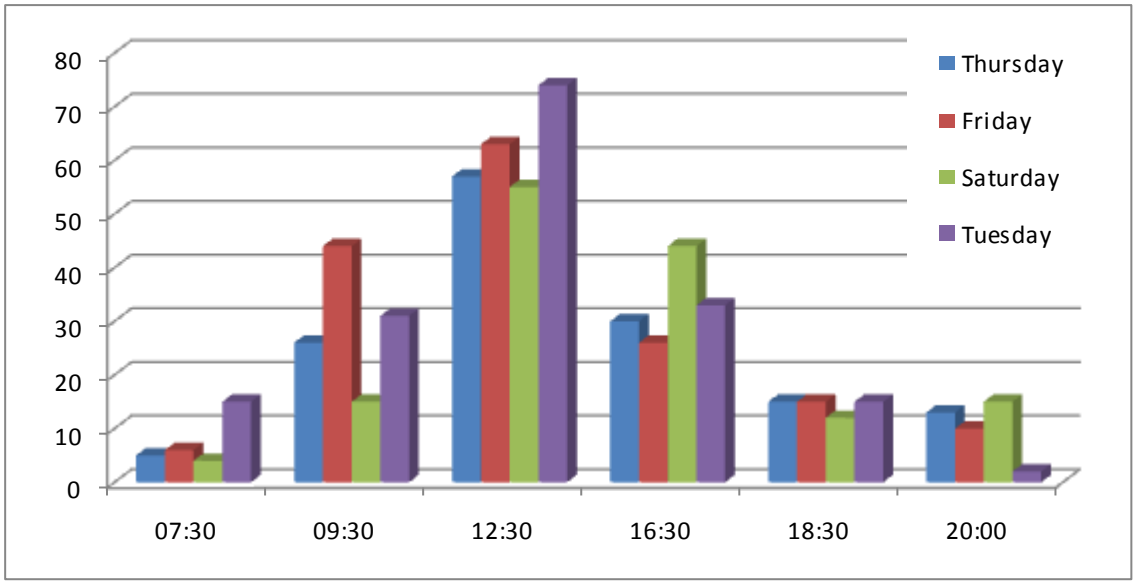
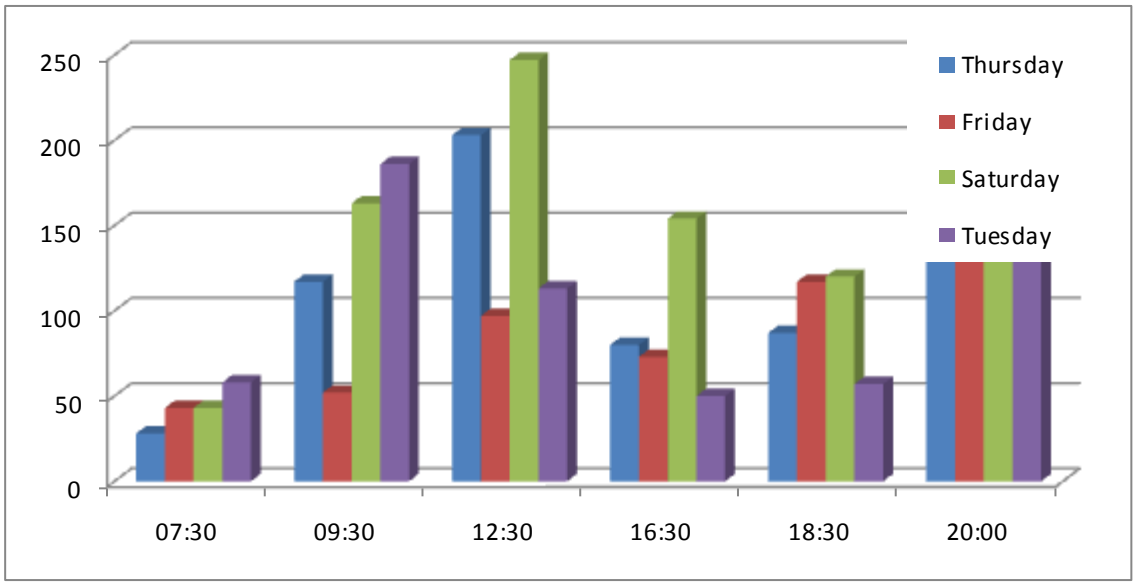


Figure 6.26 Lockmeadow Occupancy

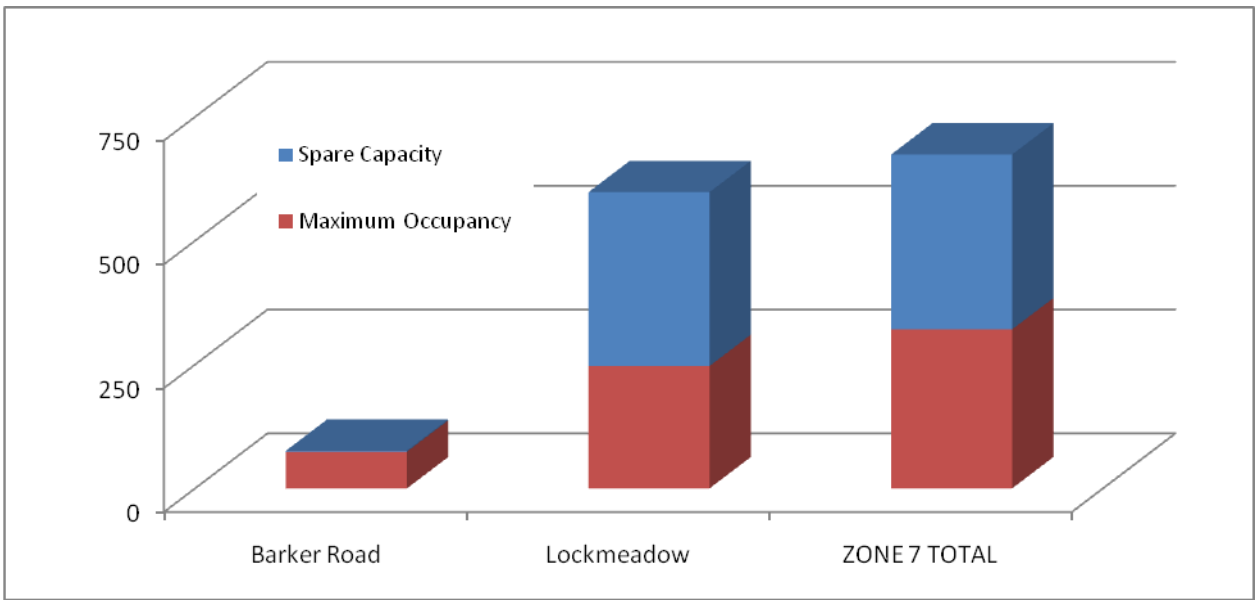


6.46 Barker Road had the highest occupancy levels in the 12:30 timeframe. The highest occupancy levels at Lockmeadow were recorded on Saturday.

Utilisations

6.47 Figure 6.27 presents the observed levels of occupancy during the four survey days.

Figure 6.27 Maximum Car Park Utilisation – West Zone



6.48 The figure demonstrates that within the West Zone there is considerable available car parking capacity at the Lockmeadow car park, which gives an overall level of spare capacity of around 50%. The Barker Road car park does, however, operate at capacity.

Zone 8 – South

Sites

6.49 The southern zone has one car park. Brunswick Street is a long stay car park operated by the council.

Capacities

6.50 There are 66 spaces within the Brunswick Street car park, with the breakdown presented in Table 6.8.

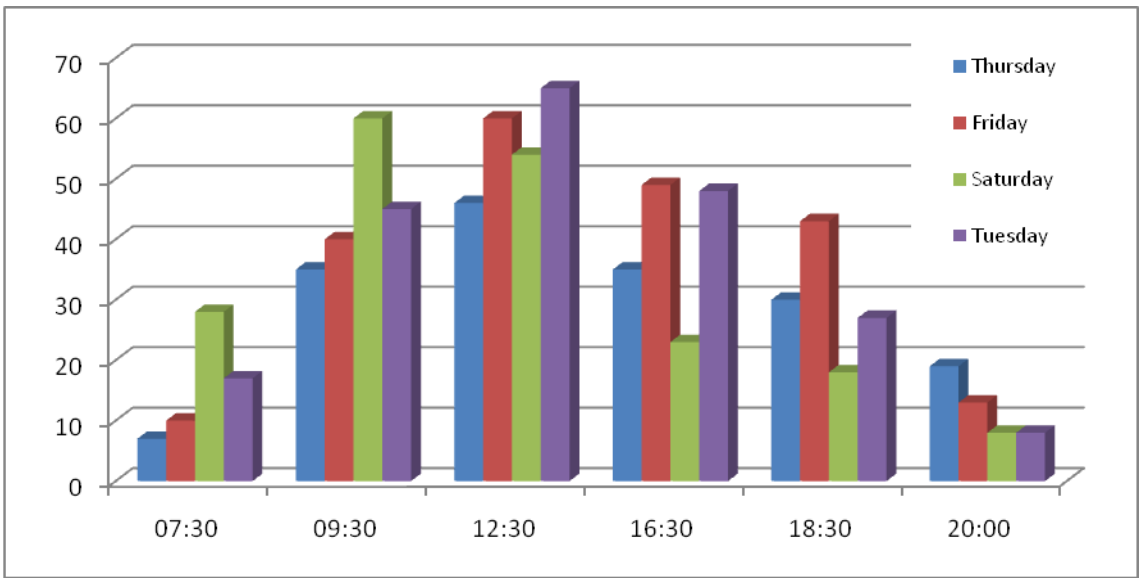
Table 6.8 Car Park Capacity – South Zone

Site	Normal	Parent & Child	Disabled	M/C	Bike	Out of Use	Total
Brunswick Street	60	0	4	2	0	0	66

Occupancy Counts

6.51 Figures 6.28 presents the observed levels of occupancy at Brunswick Street car park during the four survey days.

Figure 6.28 Brunswick Street Occupancy



Utilisations

6.52 The Brunswick Street car park was only observed to reach maximum capacity during the Tuesday survey and was also operating relatively close to capacity on the Saturday as well.

Summary

Overall Capacity

6.53 The overall available car parking capacity across the town centre is currently 4,320 spaces, excluding Fremlin Way. Of these around 1,750 spaces (41%) are in MCB operated car parks.

Overall Car Park Utilisation

6.54 Overall the assessment suggests that there is significant available spare capacity across all the car parks of around 1,730 spaces or 40%.

6.55 Within MBC operated car parks, they levels of utilisation are, on average, slightly higher, but overall there are still around 570 spaces or 33% spare capacity.

7 Park & Ride Customer Surveys

Introduction

Process

7.1 Customer Surveys were undertaken at all three park & ride sites on Thursday 22nd, Friday 23rd, Saturday 24th, Tuesday 29th November 2011. Surveys were conducted between the hours of 7am and 6.30pm, when the park and ride sites close.

7.2 The surveys were primarily conducted with park & ride customers waiting at the bus stops before they boarded a bus service. Clipboards were handed out to customers to complete the surveys or, in some instances, survey staff members interviewed the customers. In peak periods, customers would often board the service and complete the survey whilst travelling. Surveys were conducted of both inbound and outbound customers.

Questionnaire

7.3 Copies of the questionnaires are included within Appendix A. The questionnaires each include a set of generic questions but were tailored to the individual sites in order to aid the ease of completion.

7.4 The areas of questioning included:

- Trip purpose
- Group size
- Trip frequency
- Park & ride site access route
- Park & ride site access journey time
- Trip origin
- Duration of town centre stay
- Initial awareness of park & ride service
- Reason for using park & ride
- Alternative options to park & ride, including car route
- Perception of safety and preference for an on-site parking attendant
- Suggested improvements

7.5 In addition, socio-economic data was also requested.

7.6 The data collected is presented for the individual sites below.

London Road

Surveys

7.7 A total of 258 surveys were completed at the London Road site.

Table 7.1 London Road Customer Surveys

Weekday (Thursday, Friday & Tuesday	Weekend (Saturday)	Total
194	64	258

QTS Survey

Trip information

7.8 The figures below provide a breakdown of trip purpose.

Figure 7.1 Trip Purpose - London Road (Weekday)

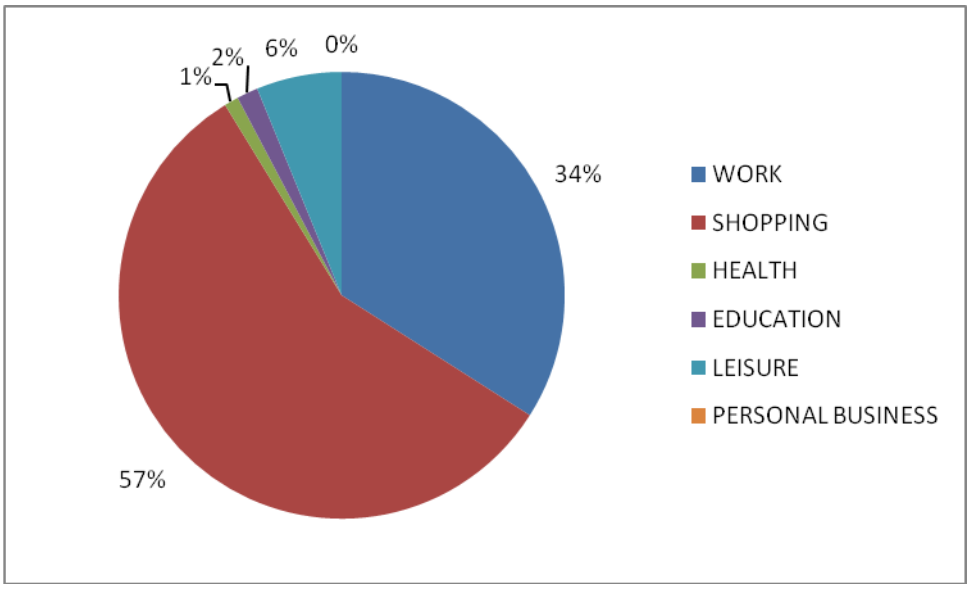
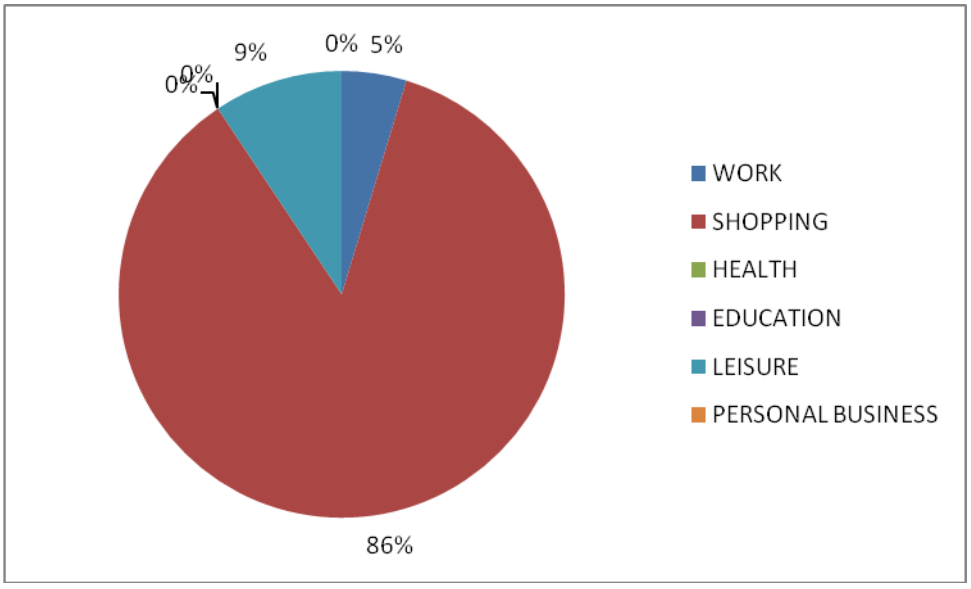


Figure 7.2 Trip Purpose - London Road (Saturday)



7.9 The table below provide a breakdown of group size.

Table 7.2 Group Size - London Road

Group Size	Weekday %	Weekend %
1	55	36
2	35	47
3+	10	17

7.10 The figures below provide a breakdown of trip frequency

Figure 7.3 Trip Frequency - London Road (Weekday)

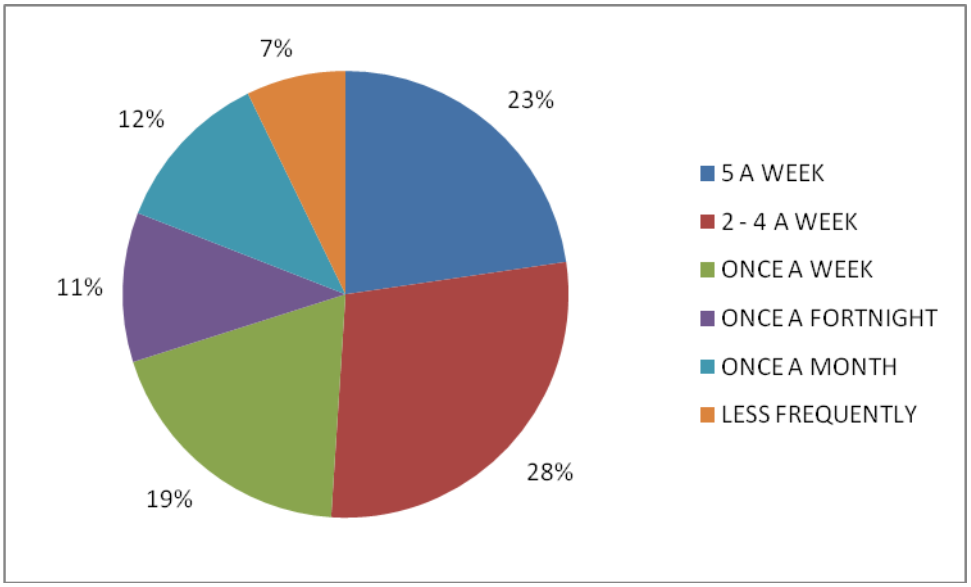
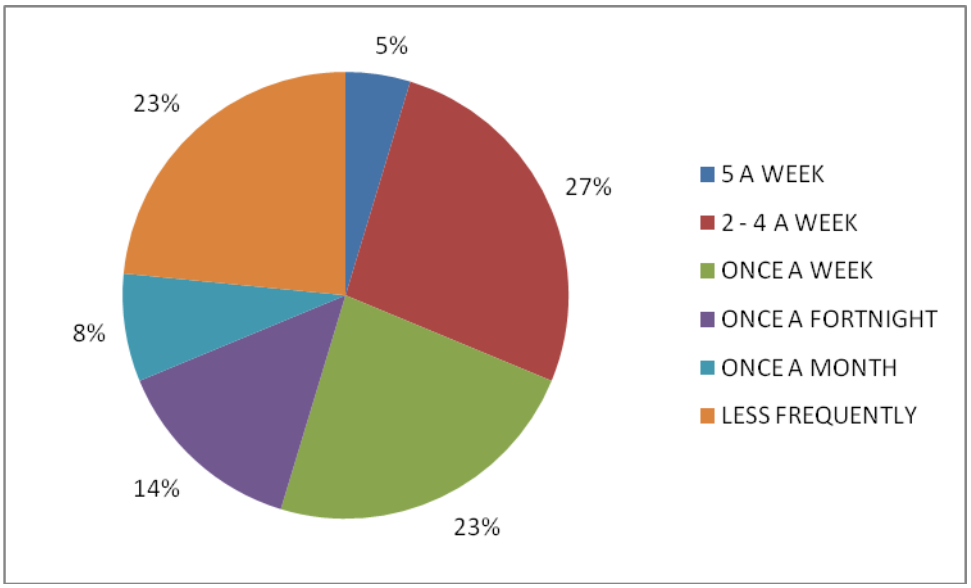


Figure 7.4 Trip Frequency - London Road (Saturday)



7.11 The figures below provide a breakdown of duration of town centre stay

Figure 7.5 Duration of Stay - London Road (Weekday)

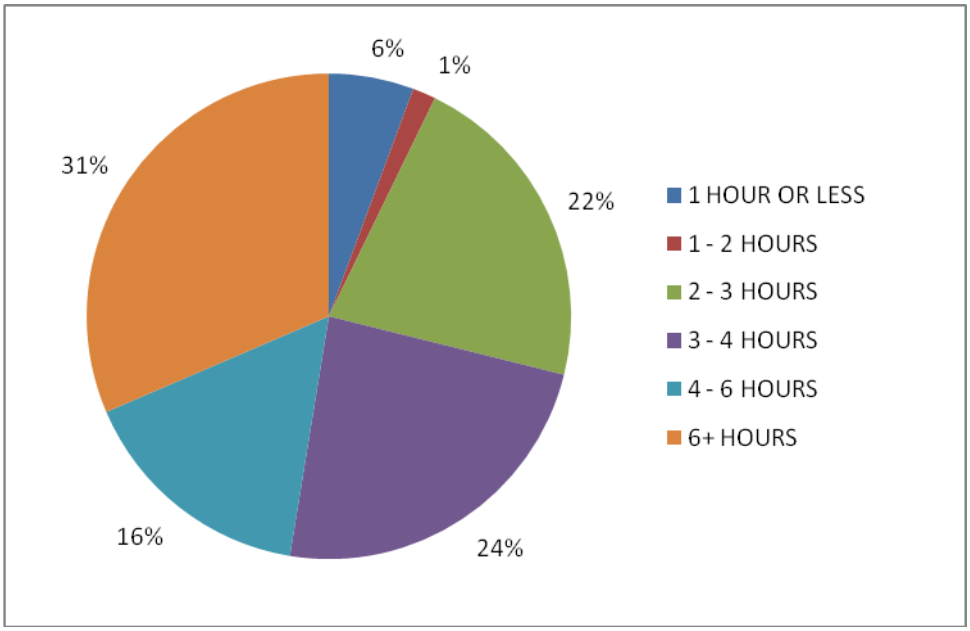
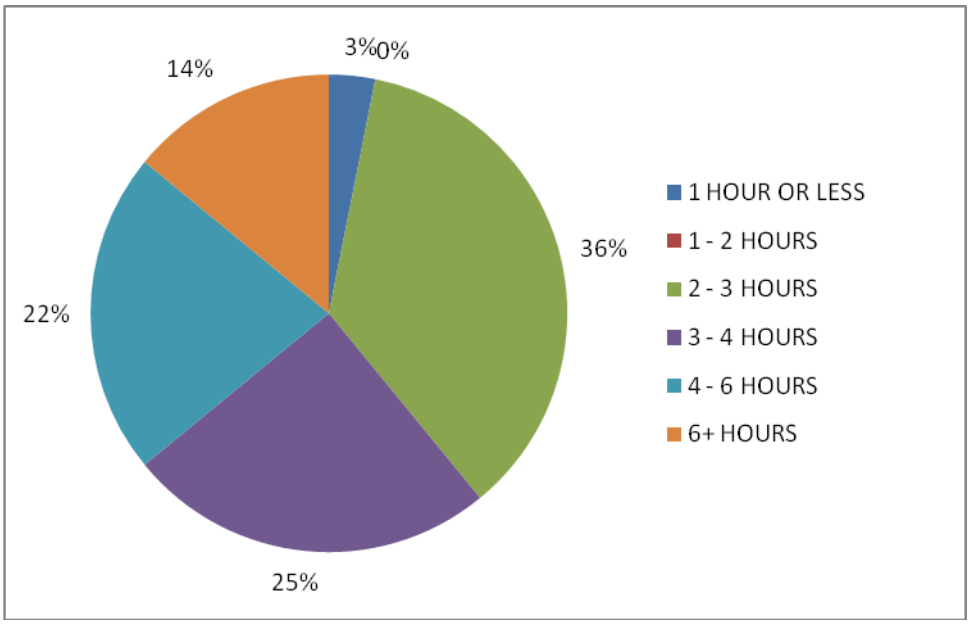


Figure 7.6 Duration of Stay - London Road (Saturday)



Park & Ride Site Access

7.12 The table below provide a breakdown of access route

Table 7.3 Access Route - London Road

Access Route	Weekday %	Weekend %
M20 FROM THE EAST	15	8
M20 FROM THE WEST	33	29
BEAVER ROAD SOUTH	11	14
A20 FROM THE EAST	14	21
A20 FROM THE WEST	18	27
ST LAURENCE AVENUE	1	0
OTHER	8	2

7.13 The figures below provide a breakdown of access journey time

Figure 7.7 Access Journey Time - London Road (Weekday)

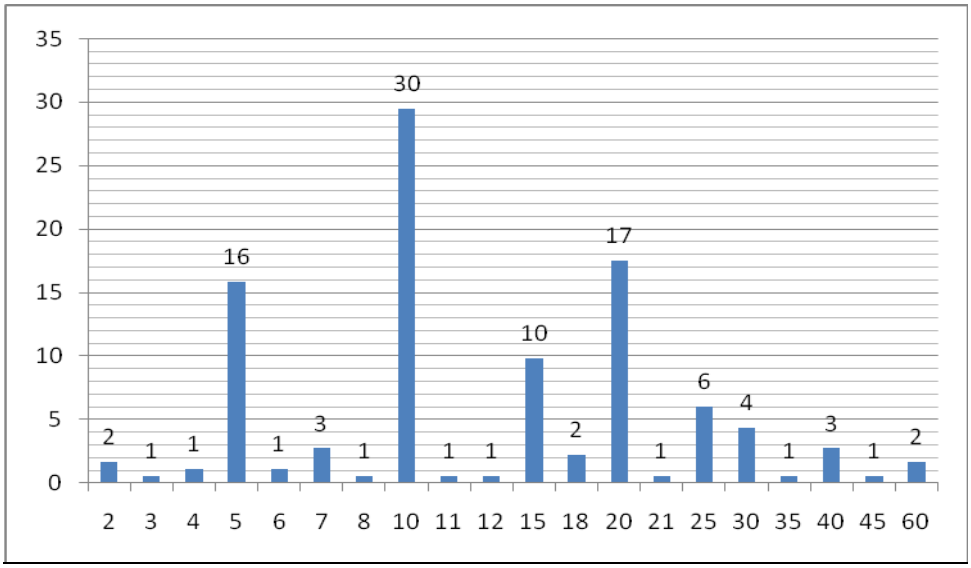
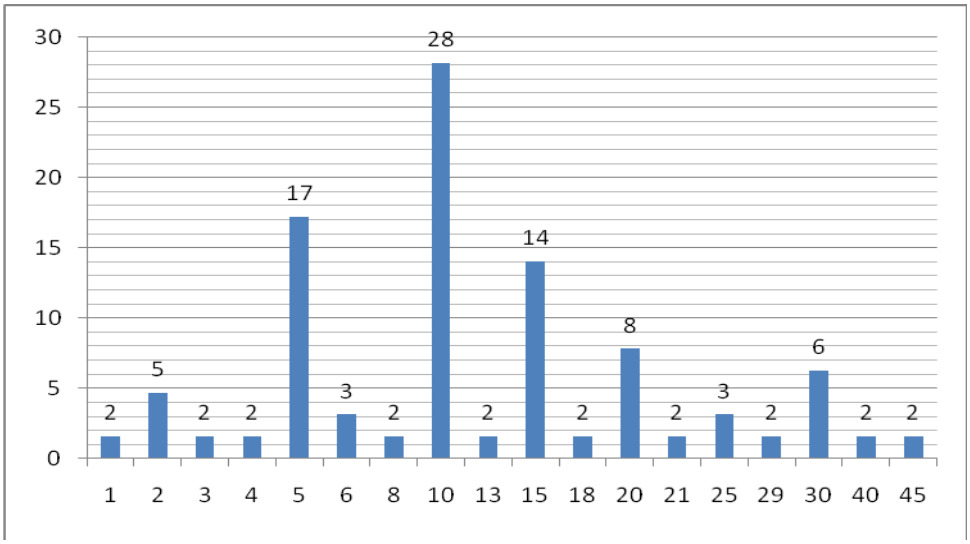


Figure 7.8 Access Journey Time - London Road (Saturday)



7.14 The figures below provide a breakdown of trip origin

Figure 7.9 Trip Origin - London Road (Weekday)

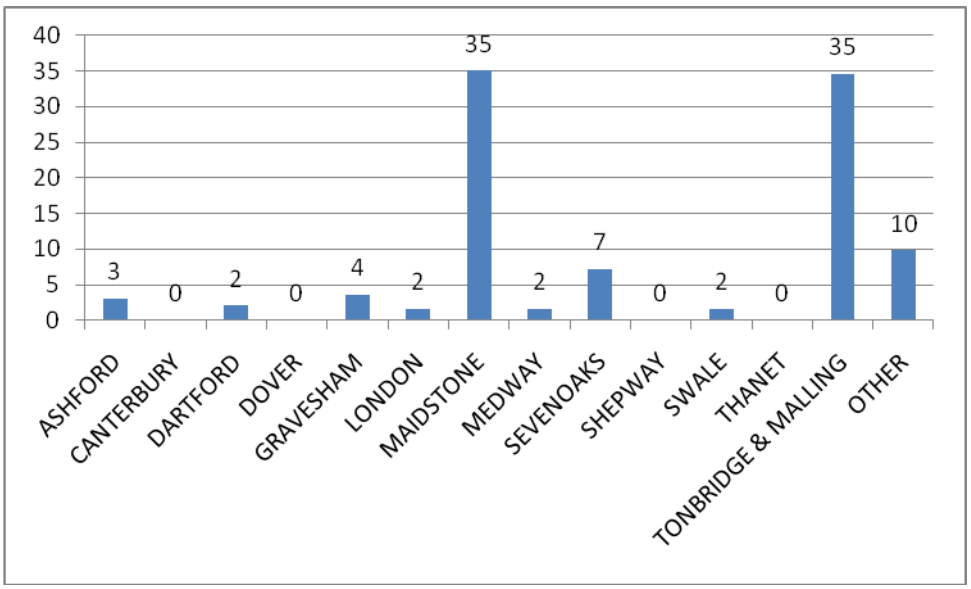
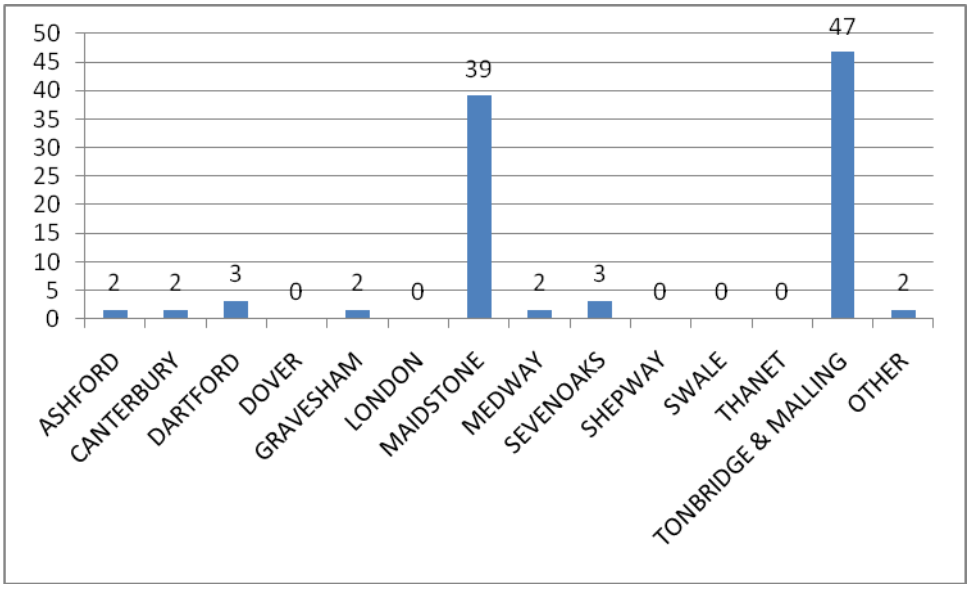


Figure 7.10 Trip Origin - London Road (c)



Choice of Park & Ride

7.15 The figures below provide a breakdown of initial awareness of park & ride service

Figure 7.11 Initial awareness of park & Ride - London Road (Weekday)

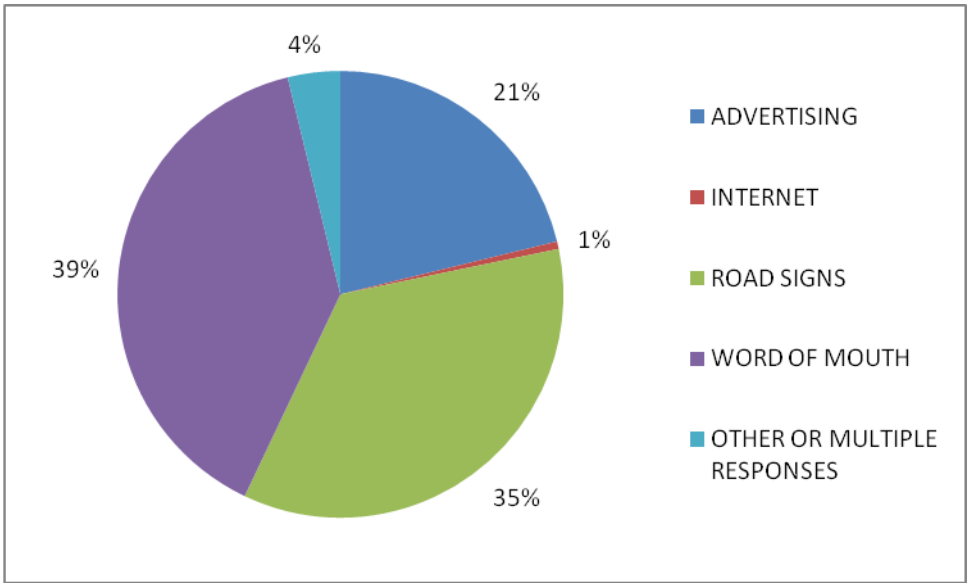
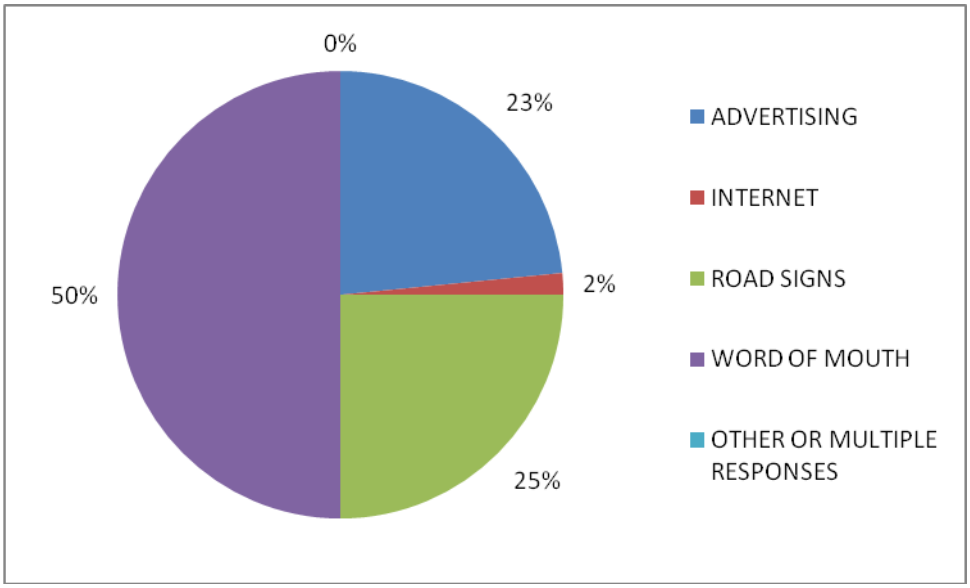


Figure 7.12 Initial awareness of park & Ride - London Road (Saturday)



7.16 The figures below provide a breakdown of reasons for using park & ride

Figure 7.13 Reason for use of Park & Ride - London Road (Weekday)

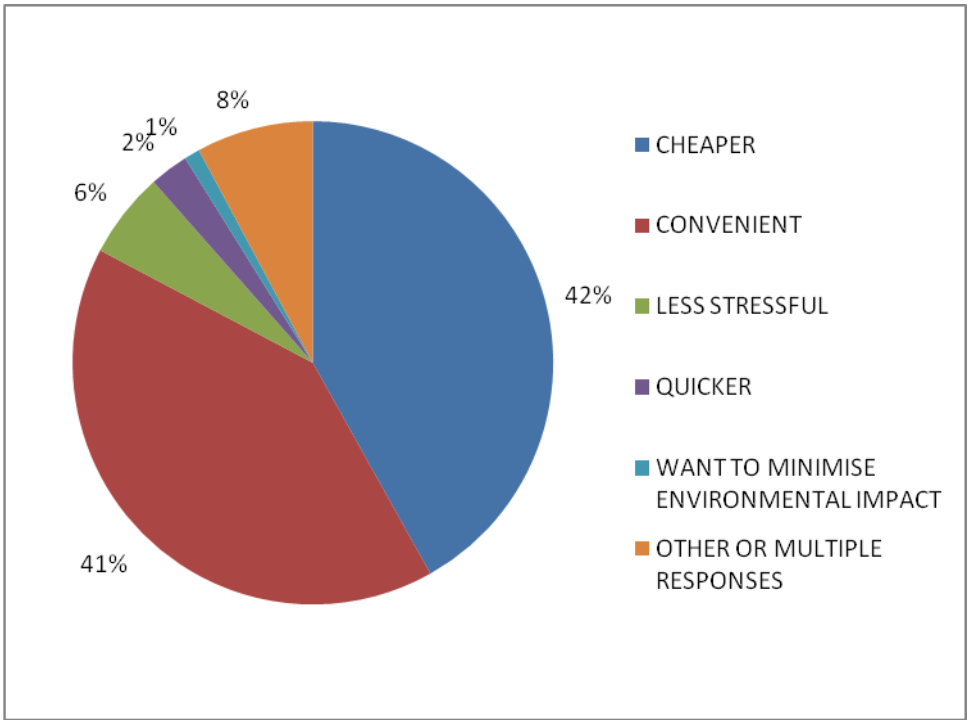
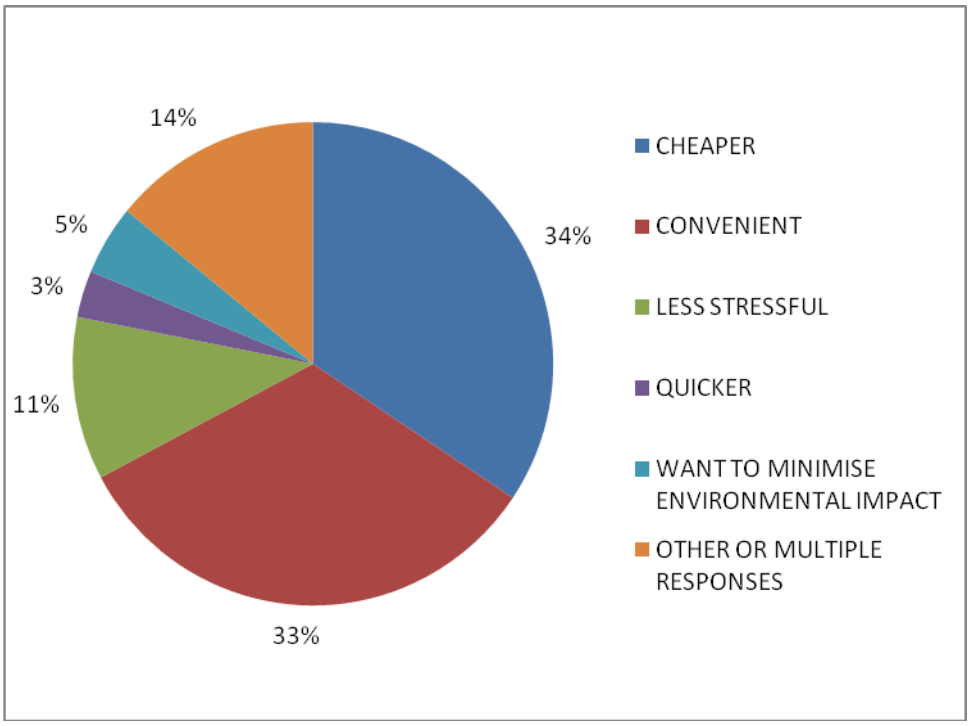


Figure 7.14 Reason for use of Park & Ride - London Road (Saturday)



Alternative to Park & Ride

7.17 The figures below provide a breakdown of individual preferred alternative option to park & ride, were it not to be available.

Figure 7.15 Alternative to Park & Ride - London Road (Weekday)

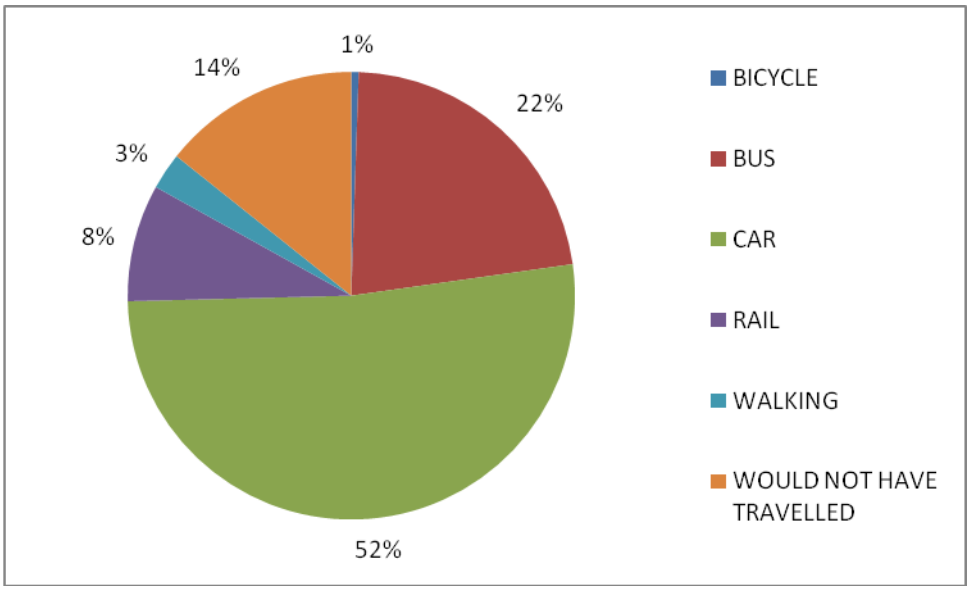
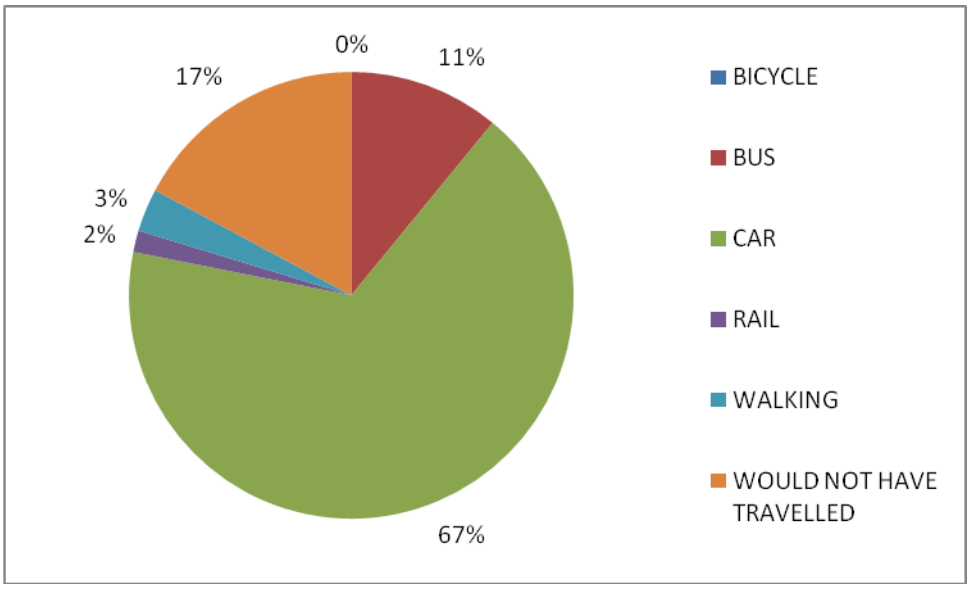


Figure 7.16 Alternative to Park & Ride - London Road (Saturday)



7.18 The table below provide a breakdown of the car routes that individual would take into town if the park & ride service was not available.

Table 7.4 Car Route - London Road

	Weekday %	Weekend %
A229	9	4
A20	79	82
A26	8	4
B2010	1	4
OTHER	3	6

Safety

7.19 The table below provide a breakdown of perception of safety at London Road park & Ride site.

c

	Weekday %	Weekend %
VERY GOOD	65	58
GOOD	23	31
AVERAGE	9	8
POOR	0	2
VERY POOR	0	0
NO OPINION	4	2

7.20 The table below provide a breakdown individuals' willingness to pay extra to have a parking attendant at London Road park & Ride site.

Table 7.5 Willingness to pay for Parking attendant - London Road

	Weekday %	Weekend %
YES	30	39
NO	42	41
NOT SURE	20	17
NO OPINION	7	3

Sittingbourne Road

Surveys

7.21 A total of 226 surveys were completed at the Sittingbourne Road site.

Table 7.6 Sittingbourne Road Customer Surveys

Weekday (Thursday, Friday & Tuesday	Weekend (Saturday)	Total
180	46	226

QTS Survey

Trip information

7.22 The figures below provide a breakdown of trip purpose

Figure 7.17 Trip Purpose - Sittingbourne Road (Weekday)

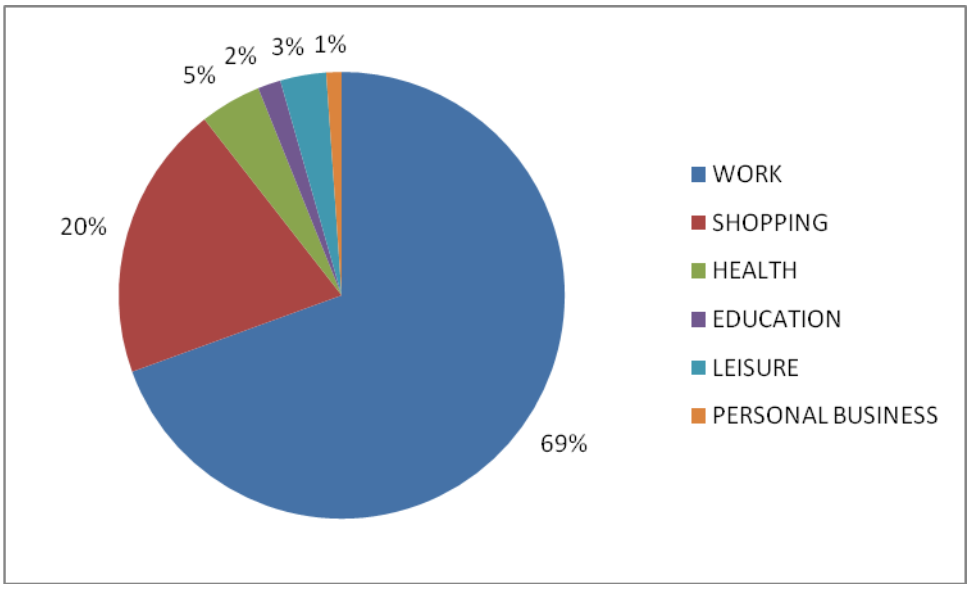
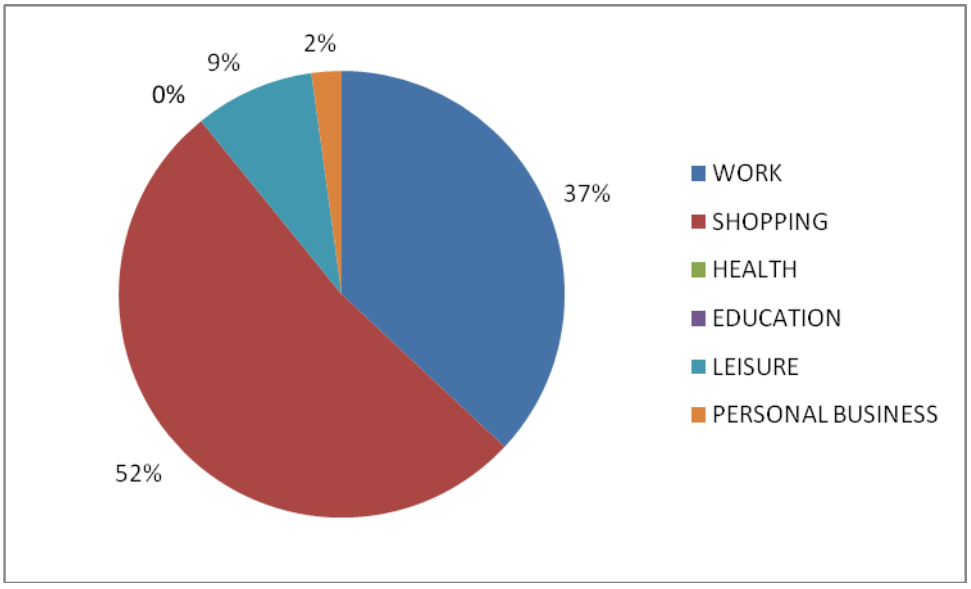


Figure 7.18 Trip Purpose - Sittingbourne Road (Saturday)



Group Size

7.23 The table below provide a breakdown of group size

Table 7.7 Group Size - Sittingbourne Road

Group Size	Weekday %	Weekend %
1	73	61
2	23	35
3+	4	4

7.24 The figures below provide a breakdown of trip frequency

Figure 7.19 Trip Frequency - Sittingbourne Road (Weekday)

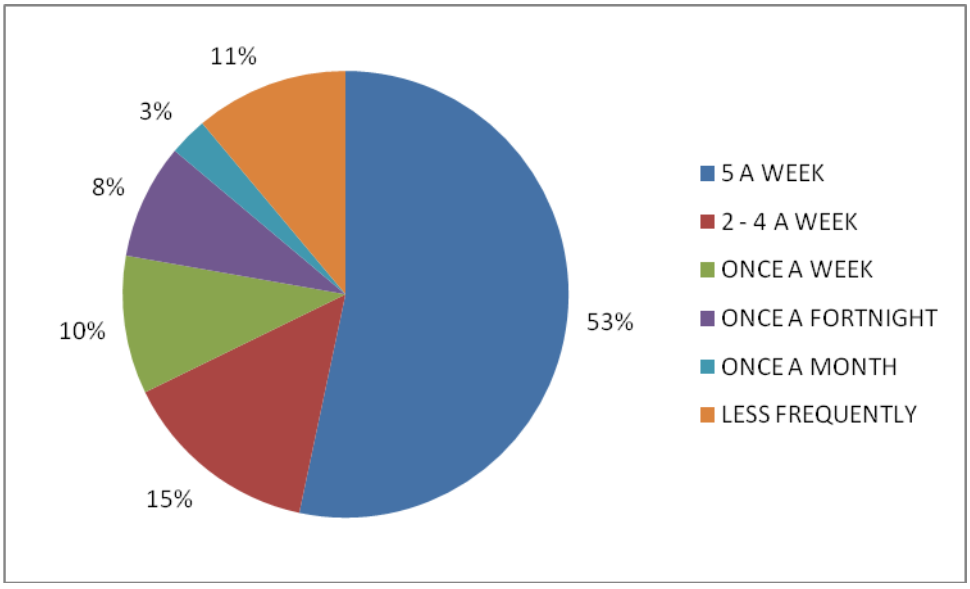
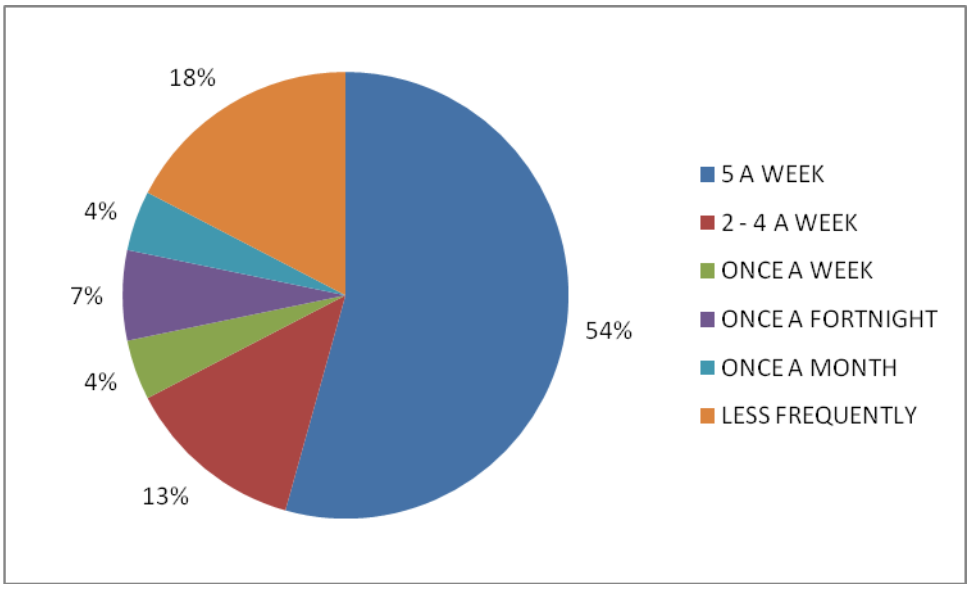


Figure 7.20 Trip Frequency - Sittingbourne Road (Saturday)



7.25 The figures below provide a breakdown of duration of town centre stay

Figure 7.21 Duration of Stay - Sittingbourne Road (Weekday)

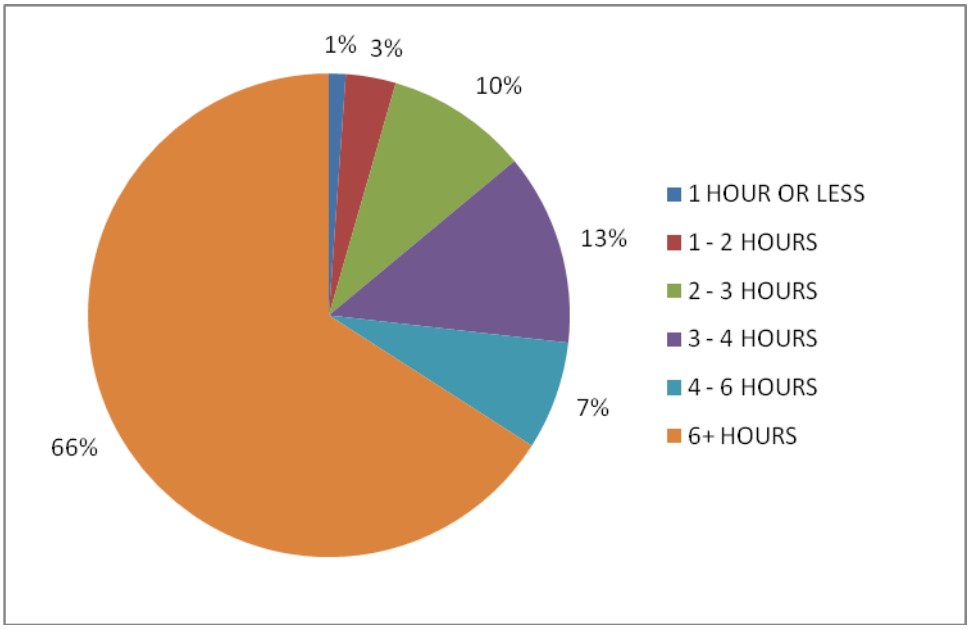
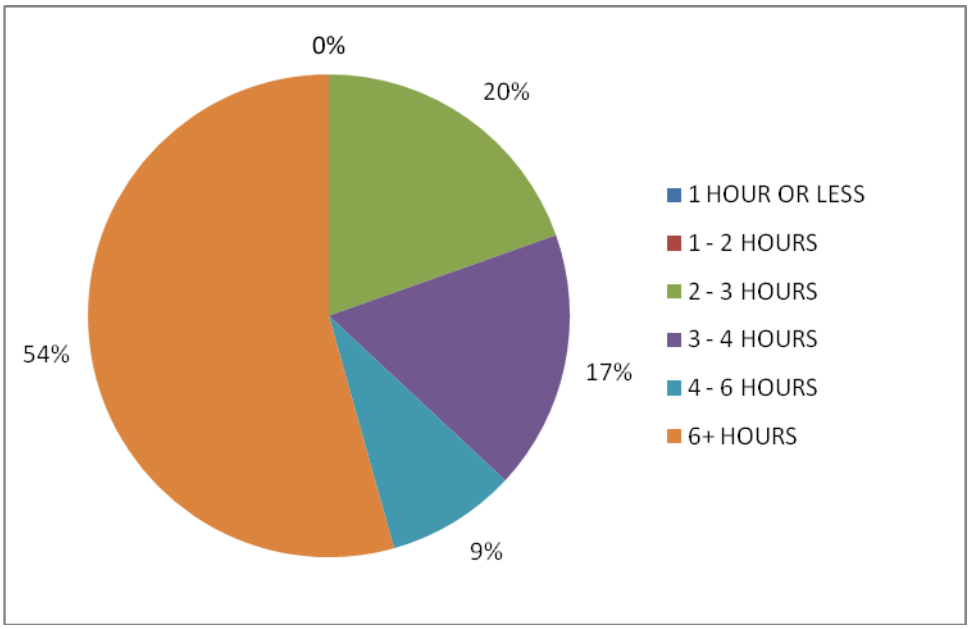


Figure 7.22 Duration of Stay - Sittingbourne Road (Saturday)



Park & Ride Site Access

7.26 The table below provide a breakdown of access route

Table 7.8 Access Route - Sittingbourne Road

Access Route	Weekday %	Weekend %
M20 FROM THE EAST	24	9
M20 FROM THE WEST	15	20
BEARSTED ROAD	8	2
A249 FROM THE NORTH	30	28
A249 FROM THE SOUTH	6	13
PENEDEN HEATH ROAD	17	28
OTHER	0	0

7.27 The figures below provide a breakdown of access journey time

Figure 7.23 Access Journey Time - Sittingbourne Road (Weekday)

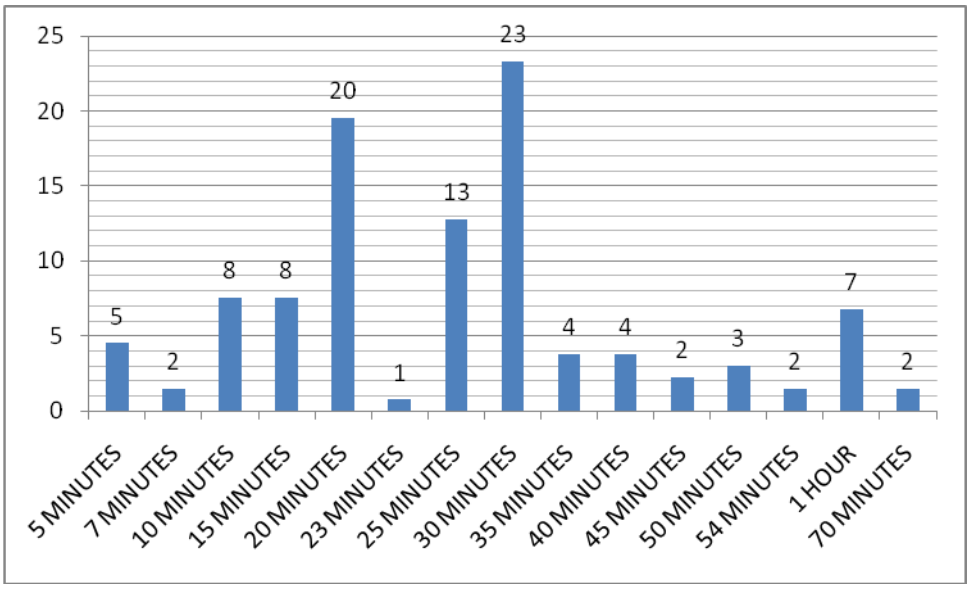
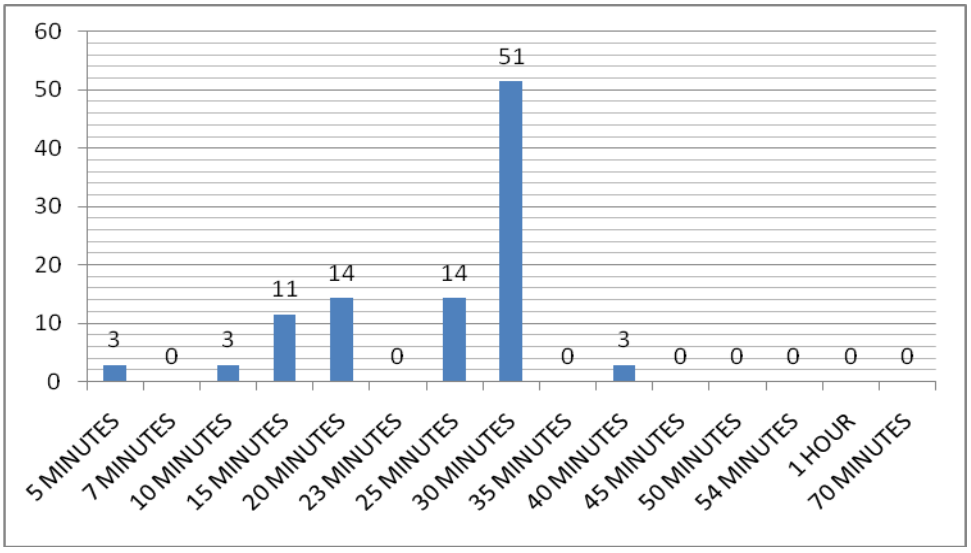


Figure 7.24 Access Journey Time - Sittingbourne Road (Saturday)



7.28 The figures below provide a breakdown of trip origin

Figure 7.25 Trip Origin - Sittingbourne Road (Weekday)

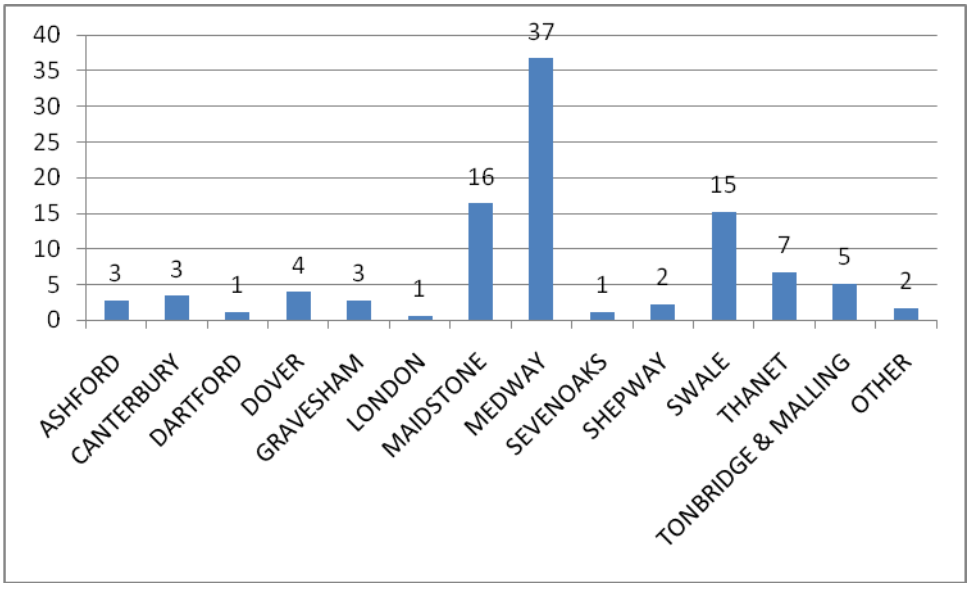
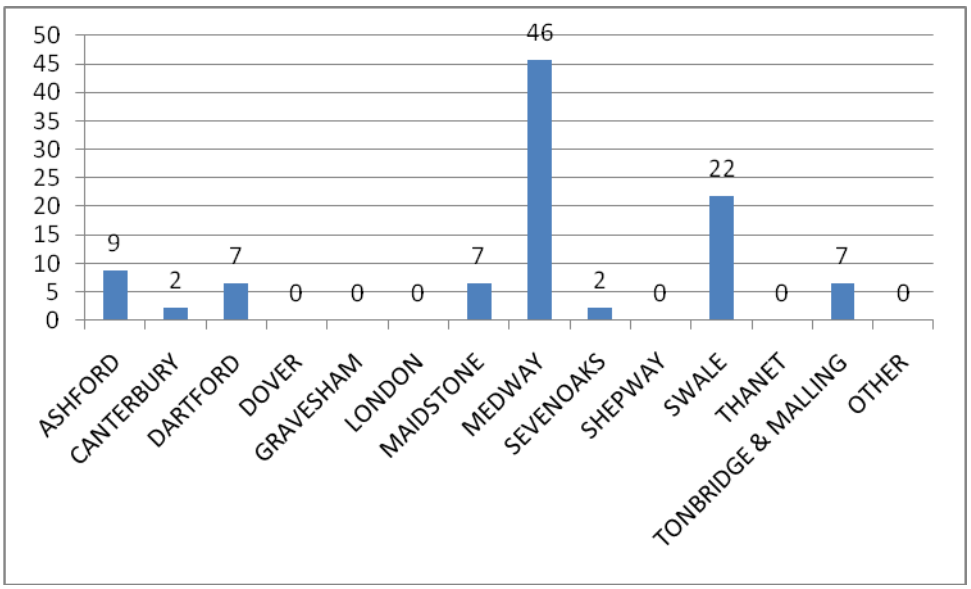


Figure 7.26 Trip Origin - Sittingbourne Road (Saturday)



Choice of Park & Ride

7.29 The figures below provide a breakdown of initial awareness of park & ride service

Figure 7.27 Initial awareness of park & ride - Sittingbourne Road (Weekday)

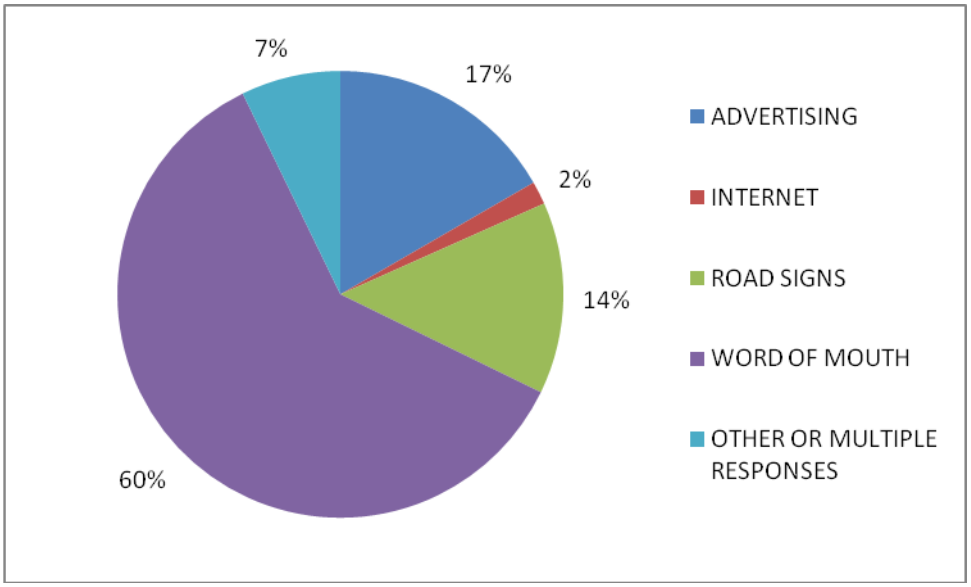
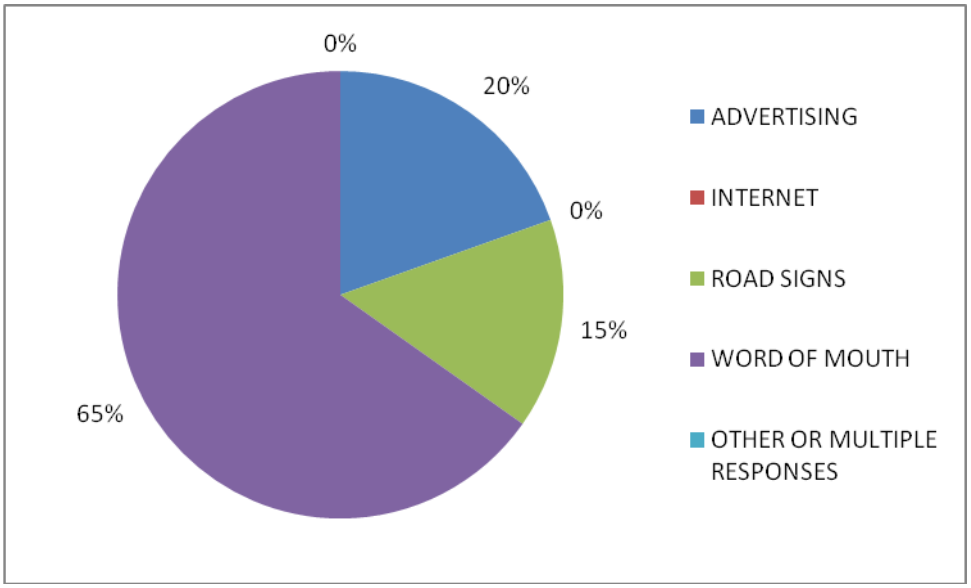


Figure 7.28 Initial awareness of park & ride - Sittingbourne Road (Saturday)



7.30 The figures below provide a breakdown of individuals' reasons for using park & ride.

Figure 7.29 Reason for use of park & ride - Sittingbourne Road (Weekday)

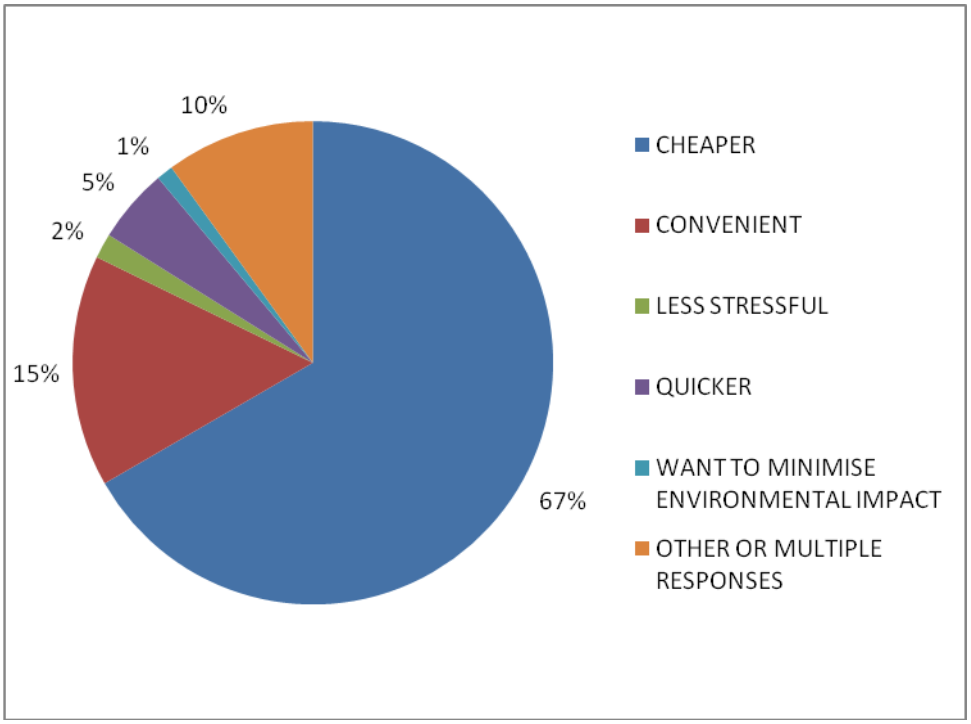
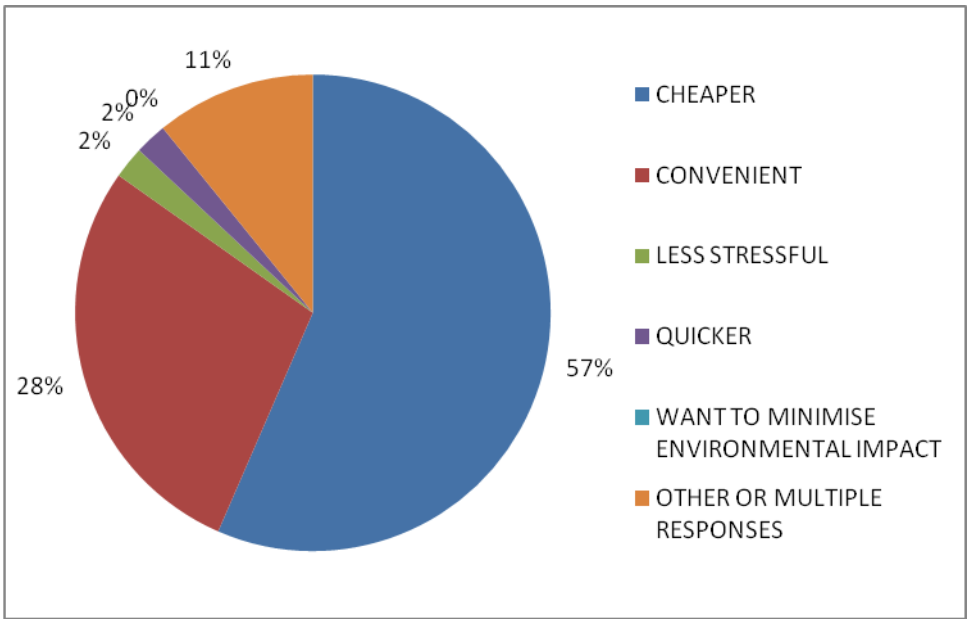


Figure 7.30 Reason for use of park & ride - Sittingbourne Road (Saturday)



Alternative to Park & Ride

7.31 The figures below provide a breakdown of individuals' alternative options to park & ride, should it not be available.

Figure 7.31 Alternative to park & ride - Sittingbourne Road (Weekday)

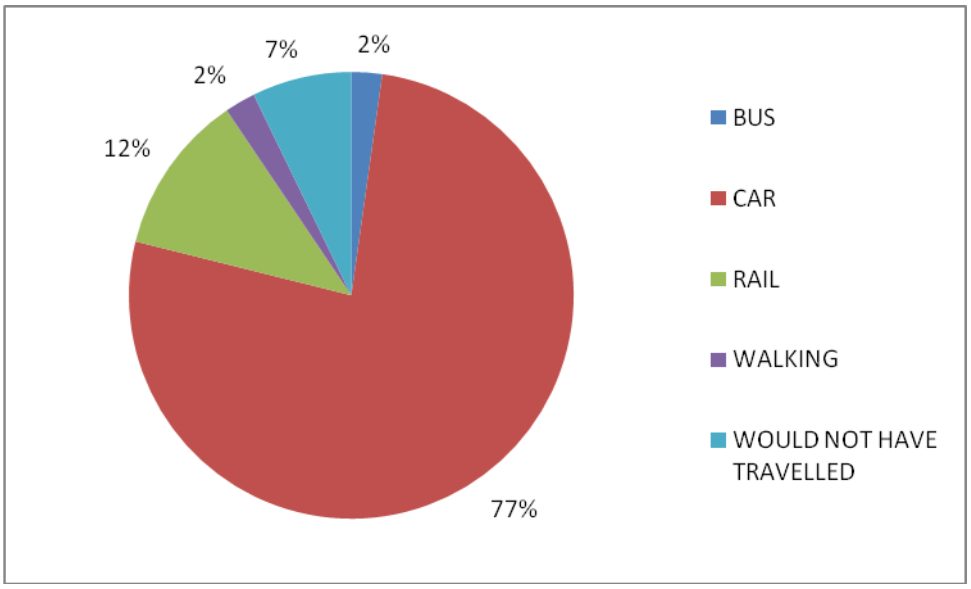
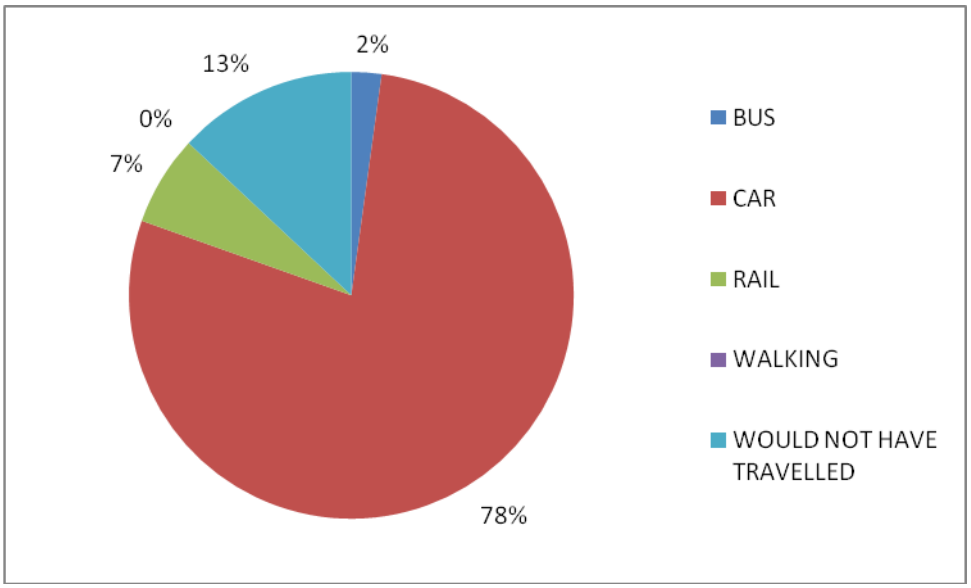


Figure 7.32 Alternative to park & ride - Sittingbourne Road (Saturday)



7.32 The table below provide a breakdown of route that individuals' would take by car into town, if the park & ride service was not available.

Table 7.9 Car Route - Sittingbourne Road

	Weekday %	Weekend %
A20 FROM THE EAST	17	7
A20 FROM THE WEST	8	7
A229	21	19
A249	46	55
OTHER	8	12

Safety

7.33 The table below provide a breakdown of perception of safety at the Sittingbourne park & ride site.

Table 7.10 Perceptions of Safety - Sittingbourne Road

	Weekday %	Weekend %
VERY GOOD	32	28
GOOD	39	35
AVERAGE	22	33
POOR	2	0
VERY POOR	1	0
NO OPINION	5	4

7.34 The table below provide a breakdown individuals' willingness to pay extra to have a parking attendant at Sittingbourne Road park & Ride site.

Table 7.11 Willingness to pay for Parking Attendant - Sittingbourne Road

	Weekday %	Weekend %
YES	30	37
NO	39	37
NOT SURE	27	22
NO OPINION	5	4

Willington Street

Surveys

7.35 A total of 655 surveys were completed at the Willington Street site.

Table 7.12 Willington Street Customer Surveys

Weekday (Thursday, Friday & Tuesday	Weekend (Saturday)	Total
458	197	655

QTS Survey

Trip information

7.36 The figures below provide a breakdown of trip purpose

Figure 7.33 Trip Purpose – Willington Street (Weekday)

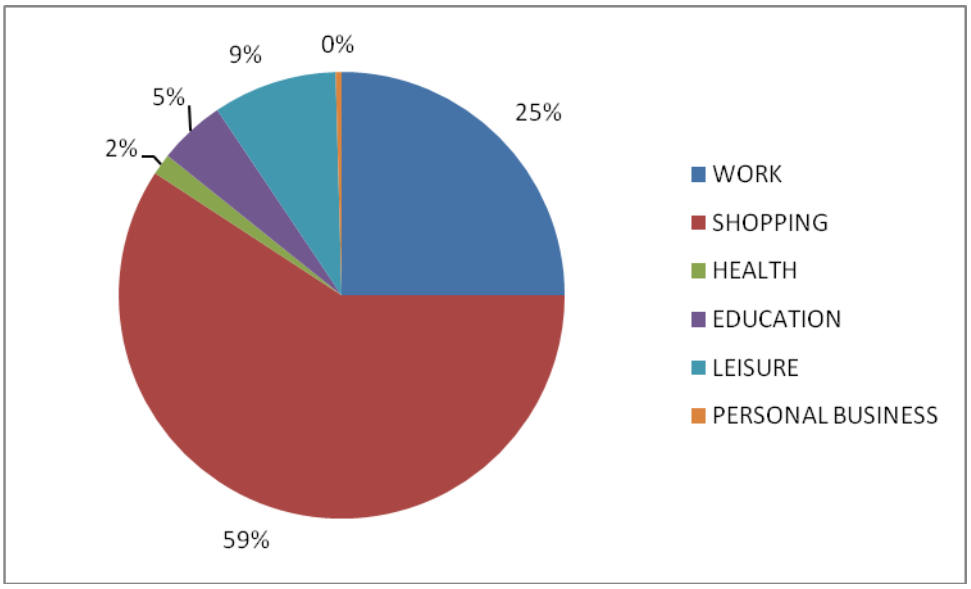
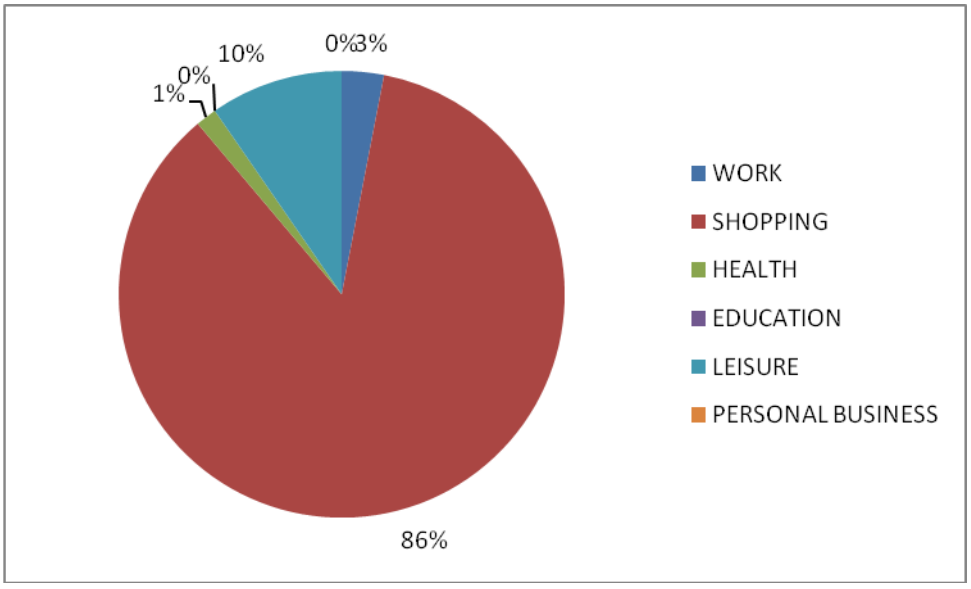


Figure 7.34 Trip Purpose – Willington Street (Saturday)



Group Size

7.37 The table below provide a breakdown of group size

Table 7.13 Group Size - Willington Street

Group Size	Weekday %	Weekend %
1	58	35
2	36	51
3+	6	14

7.38 The figures below provide a breakdown of trip frequency

Figure 7.35 Trip Frequency – Willington Street (Weekday)

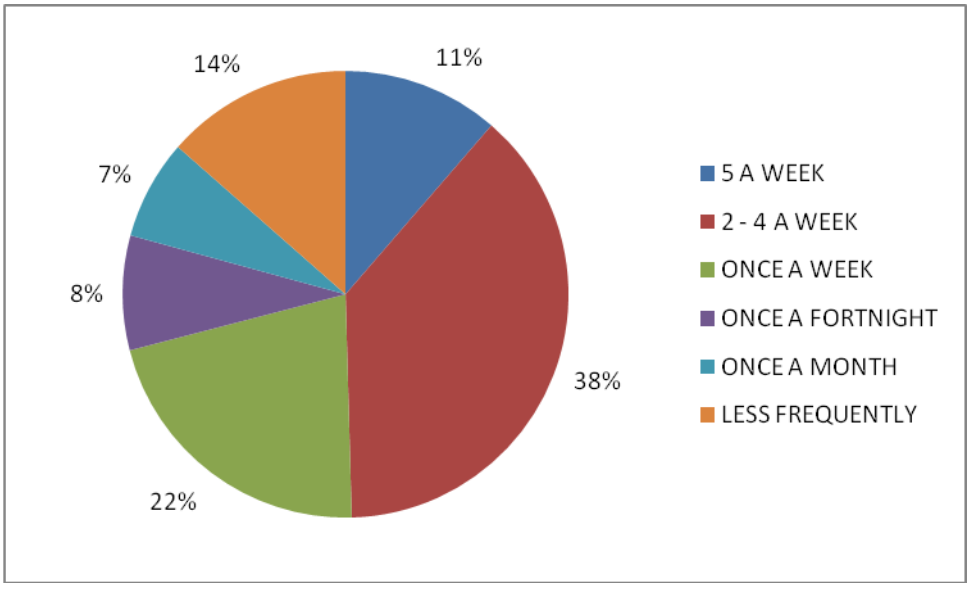
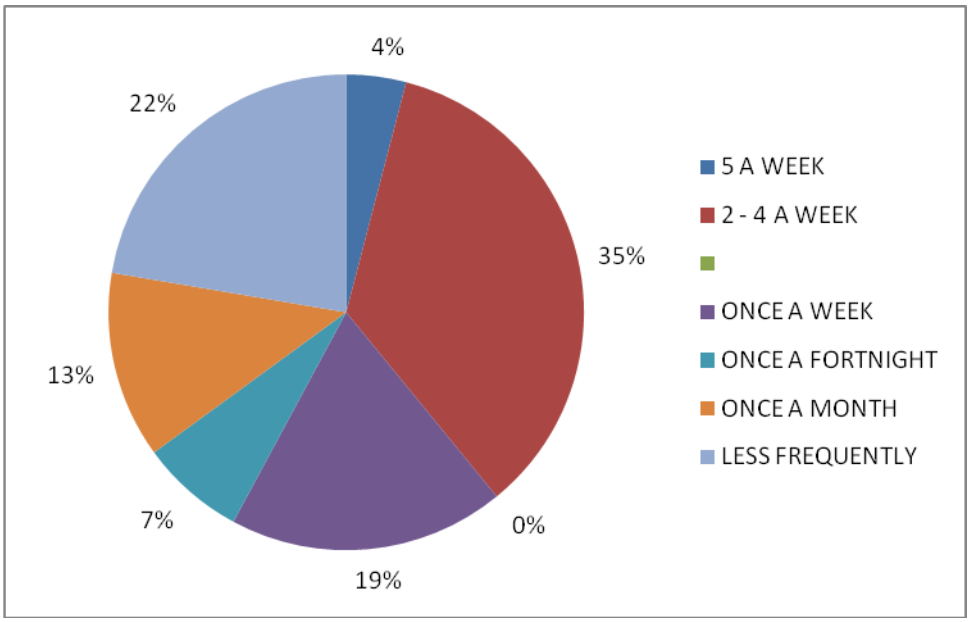


Figure 7.36 Trip Frequency – Willington Street (Saturday)



7.39 The figures below provide a breakdown of duration of town centre stay

Figure 7.37 Duration of Stay – Willington Street (Weekday)

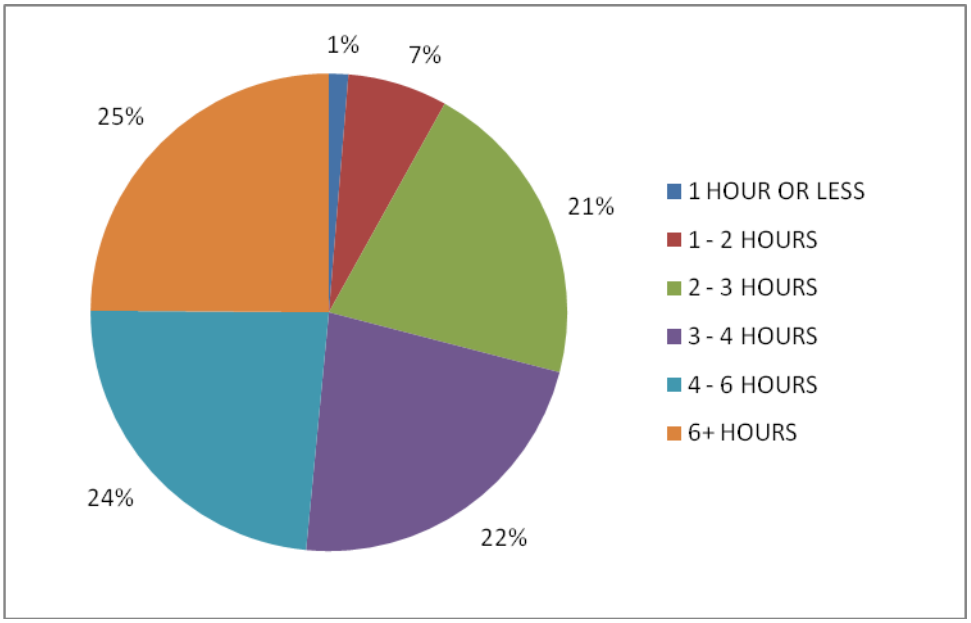
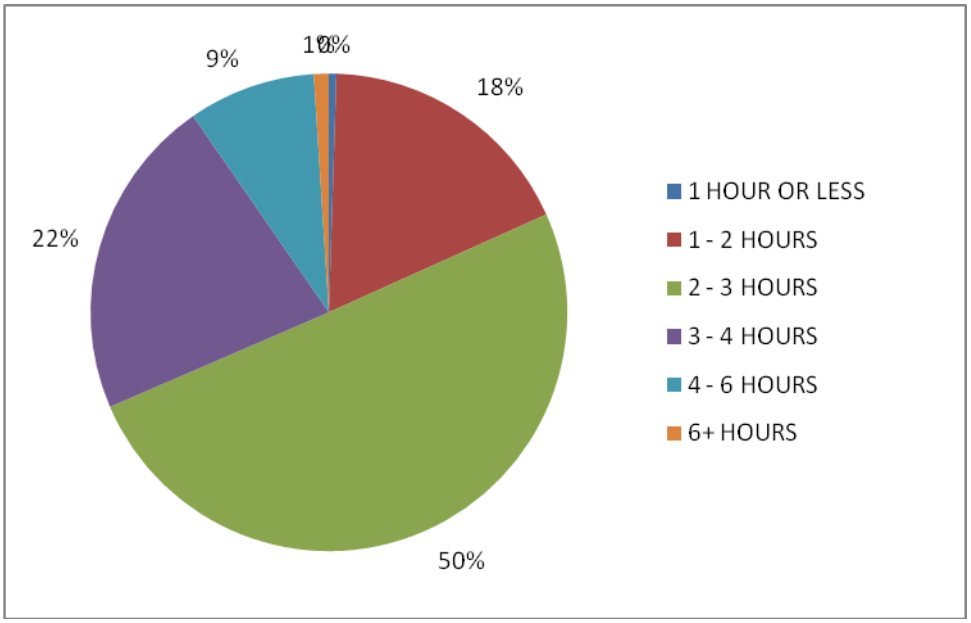


Figure 7.38 Duration of Stay – Willington Street (Saturday)



Park & Ride Site Access

7.40 The table below provide a breakdown of access route

Table 7.14 Access Route - Willington Street

Access Route	Weekday %	Weekend %
A20 FROM THE EAST	49	47
A20 FROM THE WEST	8	7
A274 FROM THE EAST	12	10
A274 FROM THE WEST	5	4
WILLINGTON STREET	25	31
OTHER	1	1

7.41 The figures below provide a breakdown of access journey time

Figure 7.39 Access Journey Time – Willington Street (Weekday)

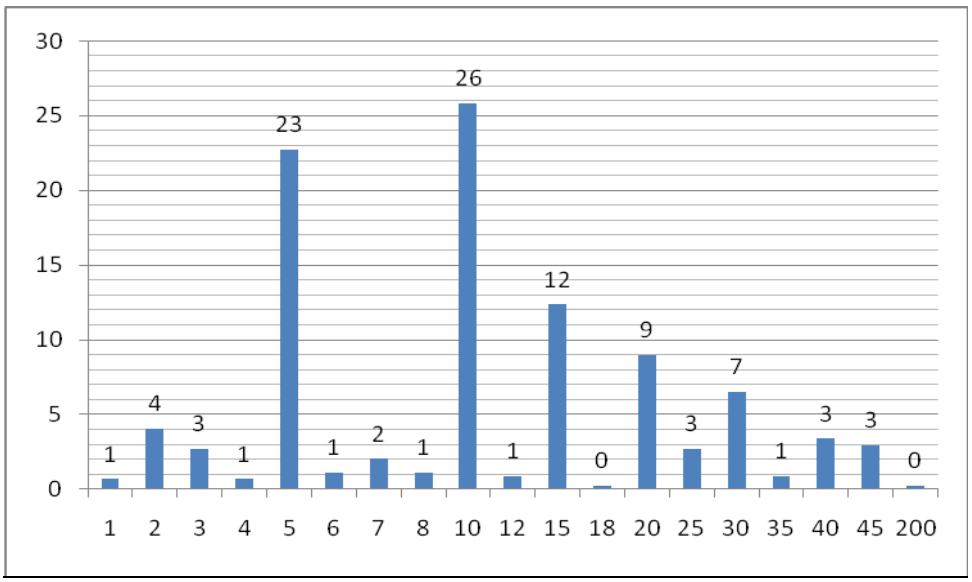
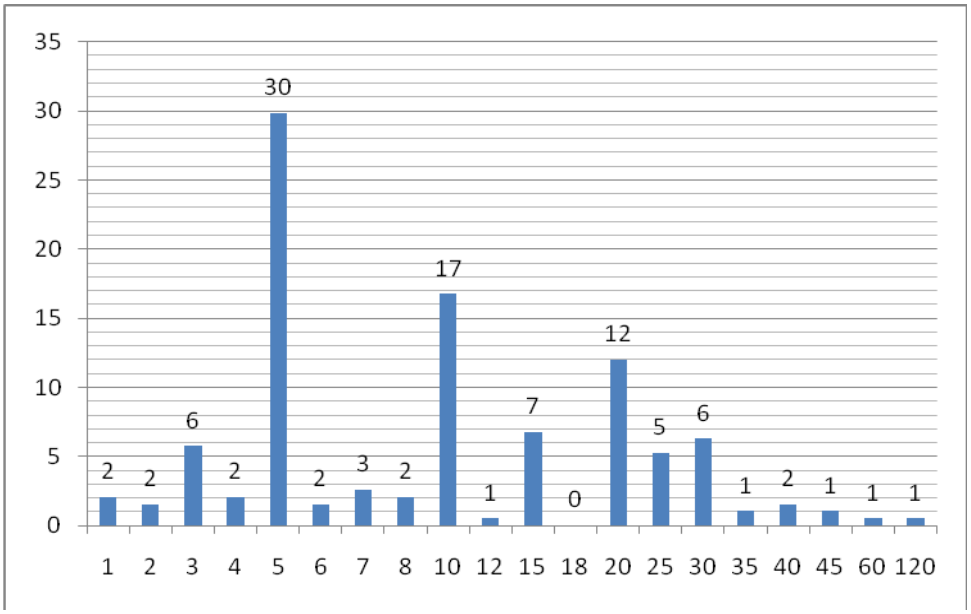


Figure 7.40 Access Journey Time – Willington Street (Saturday)



7.42 The figures below provide a breakdown of trip origin

Figure 7.41 Trip Origin – Willington Street (Weekday)

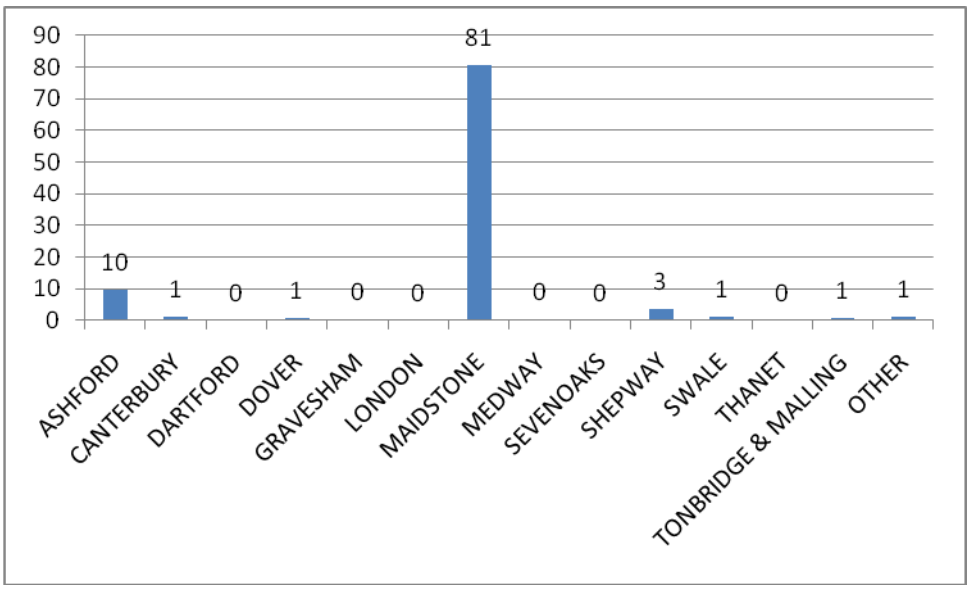
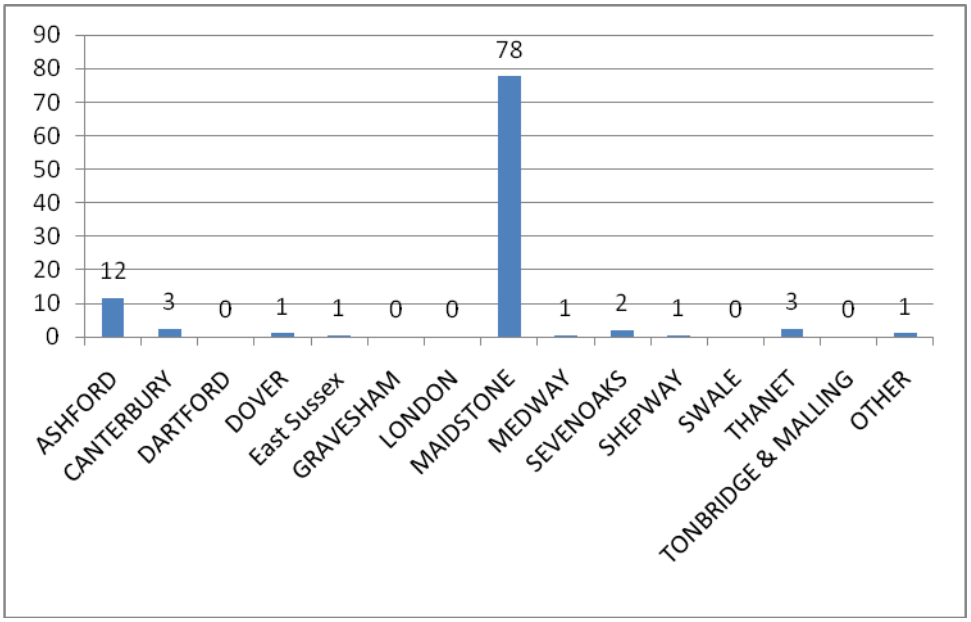


Figure 7.42 Trip Origin – Willington Street (Saturday)



Choice of Park & Ride

7.43 The figures below provide a breakdown of initial awareness of park & ride service

Figure 7.43 Initial awareness of park & ride – Willington Street (Weekday)

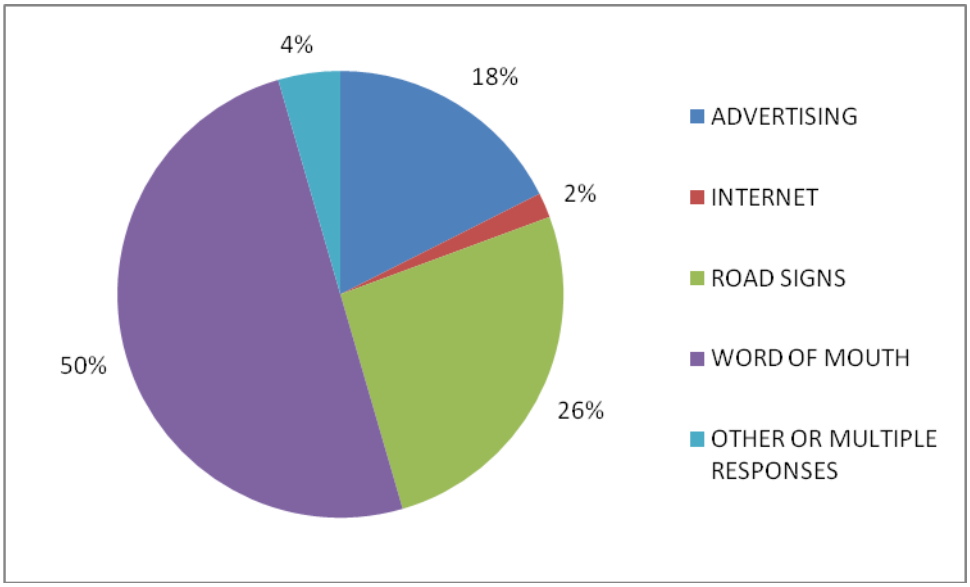
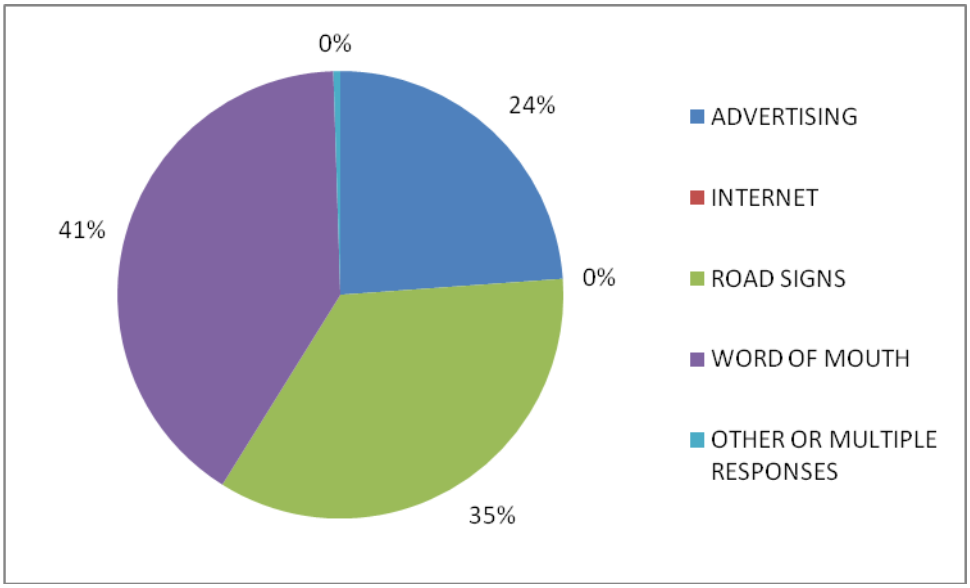


Figure 7.44 Initial awareness of park & ride – Willington Street (Saturday)



7.44 The figures below provide a breakdown of individuals' reasons for using park & ride.

Figure 7.45 Reasons for use of park & ride – Willington Street (Weekday)

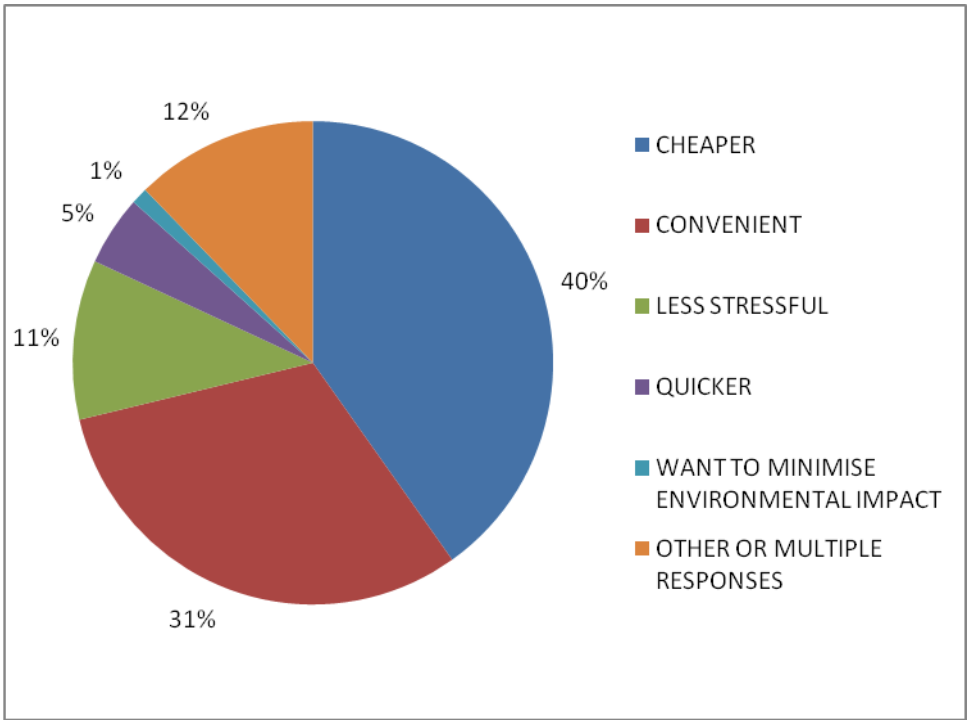
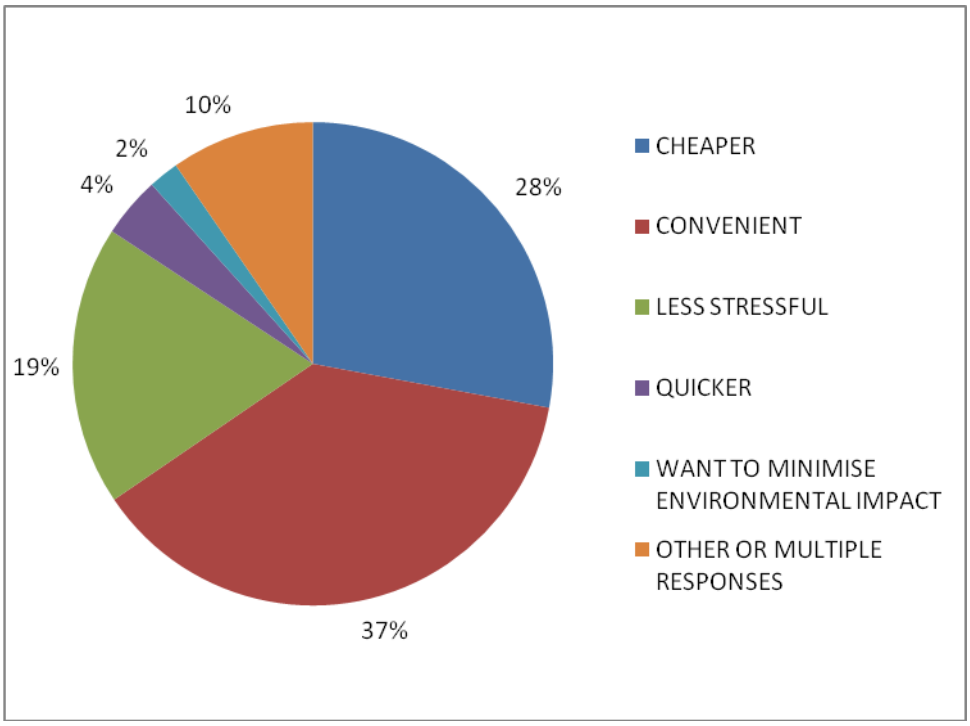


Figure 7.46 Reasons for use of park & ride – Willington Street (Saturday)



Alternative to Park & Ride

7.45 The figures below provide a breakdown of individuals' alternative options to park & ride, should it not be operating.

Figure 7.47 Alternative to park & ride – Willington Street (Weekday)

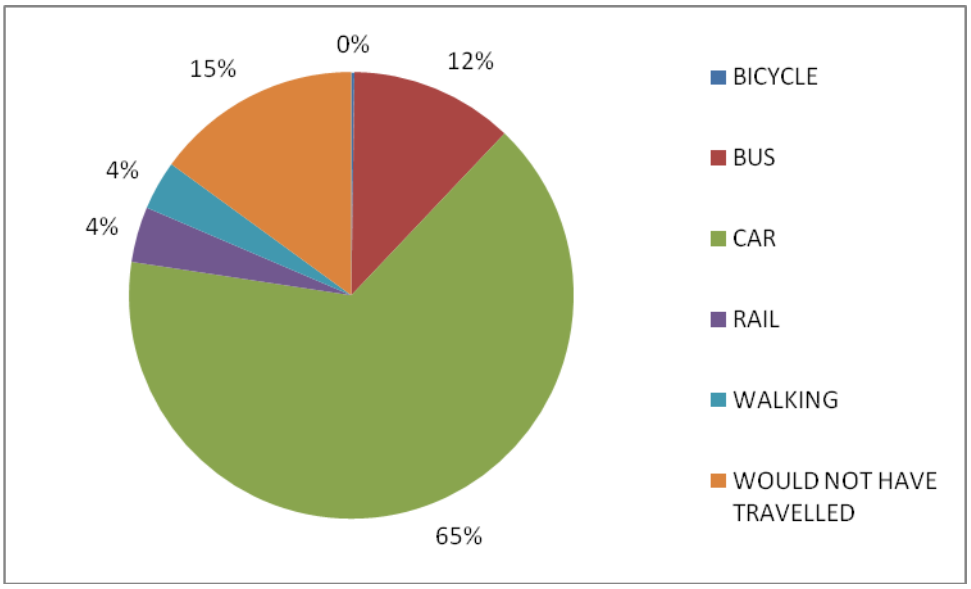
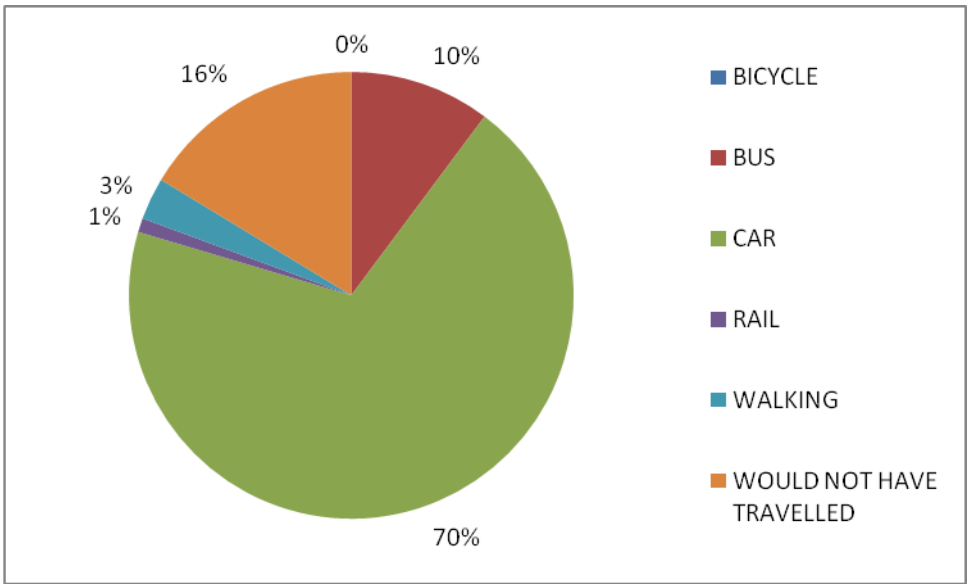


Figure 7.48 Alternative to park & ride – Willington Street (Saturday)



7.46 The table below provide a breakdown of individuals' choice of car route into town, should the park & ride service not be available.

Table 7.15 Car Route - Willington Street

	Weekday %	Weekend %
A229 NORTH	1	11
A229 SOUTH	6	0
A249	5	5
A20	73	74
A274	13	9
OTHER	2	1

Safety

7.47 The figures below provide a breakdown of perception of safety at the Willington Street park & ride site

Table 7.16 Perceptions of Safety - Willington Street

	Weekday %	Weekend %
VERY GOOD	54	45
GOOD	31	34
AVERAGE	8	9
POOR	1	3
VERY POOR	0	0
NO OPINION	4	8

7.48 The table below provide a breakdown individuals' willingness to pay extra to have a parking attendant at Willington Street Park & Ride site.

Table 7.17 Willingness to pay for parking Attendant - Willington Street

	Weekday %	Weekend %
YES	35	33
NO	32	27
NOT SURE	22	28
NO OPINION	11	13

8 Town Centre Car Park Customer Surveys

Introduction

Process

8.1 Customer Surveys were undertaken at twenty of the Town Centre Car Parks on Thursday 22nd, Friday 23rd, Saturday 24th, Tuesday 29th November 2011. The surveyors were unable to interview at the Fremilin Car Park after initial permission was revoked by the independent private car park operator. Surveys were conducted between the hours of 7am and 8pm.

8.2 Car park customers were interviewed as they left their cars and walked to their destinations.

Questionnaire

8.3 A copy of the questionnaire is included within Appendix B. The questionnaires each include a set of generic questions but were tailored to the individual sites in order to aid the ease of completion.

8.4 The areas of questioning included:

- Trip purpose
- Group size
- Trip frequency
- Car park access route
- Car park access journey time
- Trip origin
- Duration of town centre stay and associated car park tariff
- Reason for using car park
- Perception of safety
- Awareness of park & ride service and reason for not using that day
- Use of park & ride previously

8.5 In addition, socio-economic data was also requested and the time of the survey completion was also recorded.

8.6 The data collected is presented for the individual sites on a zone-by-zone basis below.

General Trip Information

Survey returns

8.7 A total of 1,645 surveys were completed across the car park sites, as detailed within Table 8.1.

Table 8.1 Town Centre Car Park Surveys – Responses by Car Park

Car Park	Surveys		
	Weekday	Saturday	Total
Barker Road	68	33	101
Brooks Place	5	3	8
Brunswick Street	19	11	30
College Road	17	19	36
Lucerne Street	34	7	41
Sittingbourne Road	31	11	42
Union Street East	24	11	35
Union Street West	16	5	21
Well Road	31	13	44
Lockmeadow	83	32	115
King Street	73	40	113
Medway Street	57	28	85
Brewer Street East	103	45	148
Wheeler Street	127	32	159
Palace Avenue	21	34	55
Mote Street	63	20	83
Mill Street	59	24	83
Mall Roof Top	92	36	128
Multistorey	41	28	69
Sainsburys	74	40	114
Jeffrey Road	27	15	42
Church Street	53	40	93
TOTAL	**1,118**	**527**	**1,645**

QTS Survey

Socio-economic profile

8.8 The socio-economic profile of respondents is presented in Table 8.2

Table 8.2 Town Centre Car Park Surveys – Gender and Age Profile

Group	Weekday	Saturday	Total	
			Responses	%
Male	495	248	743	45%
Female	620	279	899	55%
Other	1	0	1	0%
SUB-TOTAL	**1,116**	**527**	**1,643**	**100%**
0 to15	0	0	0	0%

16 to 25	158	38	196	12%
26 to 35	293	149	442	27%
36 to 45	280	125	405	25%
46 to 55	158	112	270	16%
56 to 65	148	69	217	13%
66 to 75	55	26	81	5%
75+	20	8	28	2%
SUB-TOTAL	**1,112**	**527**	**1,639**	**100%**

QTS Survey

8.9 There was a slightly higher proportion of females who responded to the survey, whilst nearly 70% were between the age of 26 to 55 years old.

Trip Origins

8.10 Table 8.3 presents the trip origins for individuals using the town centre car parks.

Table 8.3 Town Centre Car Park Surveys – Trip Origin

Origin	Weekday	Saturday	Total	
			Response	%
Maidstone	657	333	990	61%
Tonbridge & Malling	57	25	82	5%
Medway	76	43	119	7%
Swale	25	24	49	3%
Ashford	70	26	96	6%
Canterbury	20	7	27	2%
Thanet	4	2	6	0%
Dover	7	3	10	1%
Shepway	11	2	13	1%
Sevenoaks	16	7	23	1%
Dartford	1	2	3	0%
Gravesham	8	2	10	1%
London	12	8	20	1%
Essex	7	2	9	1%
East Sussex	6	3	9	1%
Other	133	31	164	10%
TOTAL	**1,110**	**520**	**1,630**	**100%**

QTS Survey

8.11 Around 60% of respondents had travelled from within the borough of Maidstone, with Medway, Ashford and Tonbridge and Malling being the next highest.

Journey Times

8.12 Table 8.4 presents a breakdown of the average journey times to access a town centre car park by car.

Table 8.4 Town Centre Car Park Surveys – Journey Time

Journey Time	Weekday	Saturday	Total	
			Response	%
5 MIN OR LESS	118	59	177	11%
6 - 10 MINS	253	124	377	23%
11 - 15 MINS	205	106	311	19%
16 - 20 MINS	214	110	324	20%
21 - 30 MINS	201	92	293	18%
31 - 45 MINS	63	14	77	5%
46 - 60 MINS	34	14	48	3%
1 HOUR OR MORE	14	2	16	1%
TOTAL	**1,102**	**521**	**1,623**	**100%**

QTS Survey

8.13 The results demonstrate that over 90% of trips were under 30 minutes, with a relatively even distribution between 5 and 30 minutes.

Group Size

8.14 Table 8.5 presents information about group sizes.

Table 8.5 Town Centre Car Park Surveys – Group Size

Journey Time	Weekday	Saturday	Total	
			Response	%
Travelling alone	625	266	891	54%
Group of two	355	185	540	33%
Group of three or more	136	76	212	13%
TOTAL	**1,116**	**527**	**1,643**	**100%**

QTS Survey

8.15 This demonstrates that around half of individual travel alone, whilst the other travel in pairs or in groups of three or more.

Car Park specific Analysis

Trip type

8.16 Figure 8.1 and 8.2 present a breakdown of trip purpose by individual car park.

Figure 8.1 Town Centre Car Parks - Trip Purpose (Weekday)

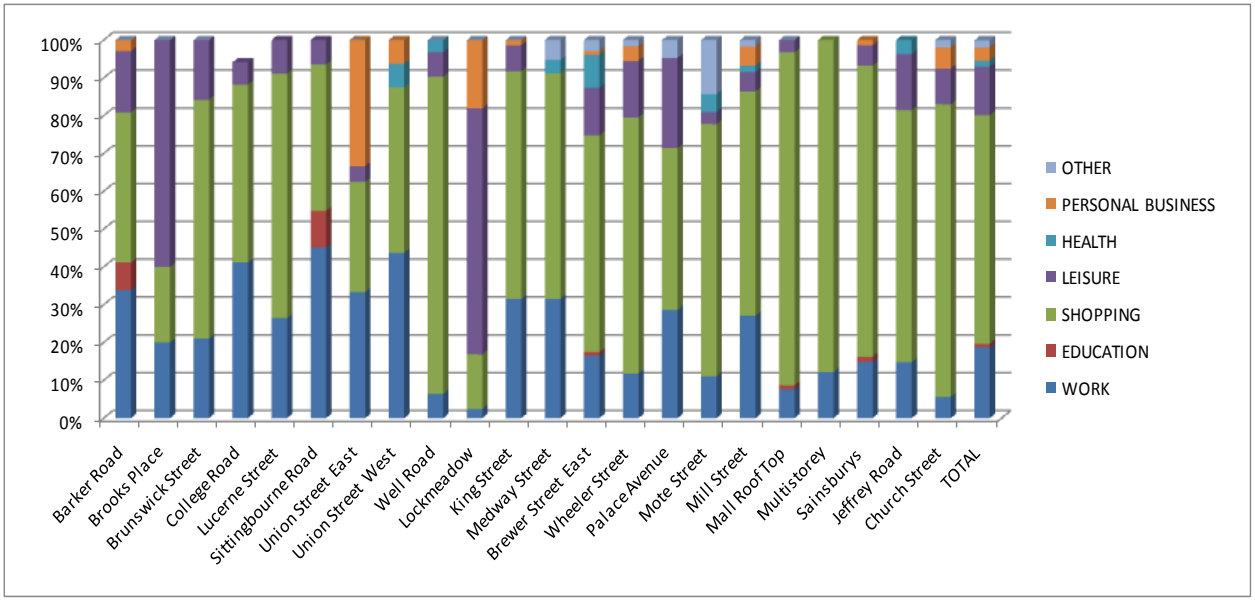
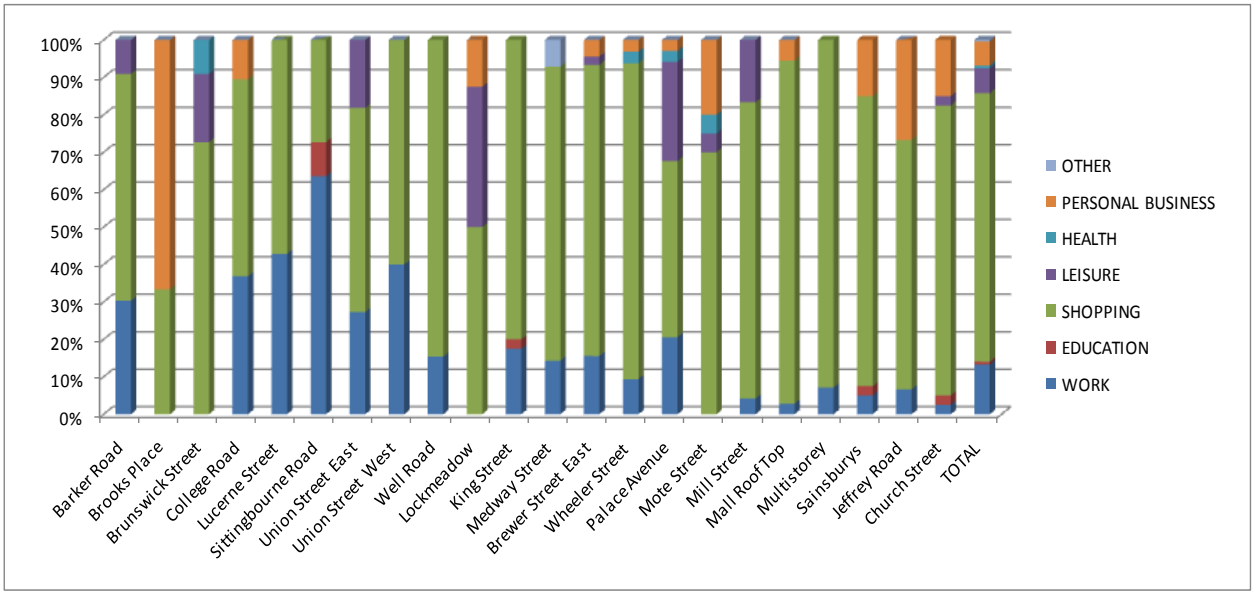


Figure 8.2 Town Centre Car Parks - Trip Purpose (Saturday)



8.17 Most of the car parks were used to park for shopping during the weekday and weekend. A few car parks; Brooks Place, Union Street East and Lockmeadow served other purposes to the users. Both Brooks Place and Lockmeadow had a higher leisure usage compared to other car parks. Union Street East was mainly used for carrying out personal business and shopping. A number of users interviewed expressed they were simply using the bank or making a court visit. A number of the car parks were also used for work.

8.18 Union Street East was split in half and one half was for private use with a barrier entrance. This meant that part of the car park could not be surveyed as we had no access to it. Further this car park was used predominantly for visits to the DVLA.

8.19 Union Street West was noted to be used for a number of doctor visits and DVLA visits, however, not many people were willing to speak to the surveyors and so this was not reflected in the results.

Individuals who did answer the questions, were usually not using the car park for the reasons listed above.

8.20 Sittingbourne Road was predominantly used for work as well as education. During the AM, noon and PM peak, this car park was used by parents to pick up/drop off their children who attended a school and/or nursery located next door. As a result, many parents did not pay for their short stay.

8.21 Further, it was observed that a number of low loading builders lorry's also used the car park as what could be described as a 'temporary yard' switching loads of rubble or ballast between different vehicles and also using the car parks trees/bushes as toilets.

8.22 The graph shows that College Road car park was used primarily for shopping trips and work related trips. During the surveys, it was noted that the car park was heavily used for funerals and christenings and due to the nature of the uses it was difficult to survey anyone at the time as most people declined to be surveyed.

8.23 Palace Avenue on weekdays was full of people involved in court or police business. The lawyers and those visiting/seeing persons at the police station or court where not willing to participate in any surveys. Most of the interviews were gained at the weekend when the car park was used more for the museum it is next to or shopping.

8.24 Mote Road car park had 10 residents bays and we believe we interviewed all residents over the 4 day period. However a number of people parked in resident bays and as a result, residents parked in bays next to or near them. It was noted on a few occasions of people moving their car from a resident's bay and parking in a normal bay and someone else they had come to meet using their resident bay.

8.25 On a weekend, all the car parks were used for shopping, in some cases more so than during the week. For example, Lockmeadow can be seen to have a higher leisure usage in the weekdays but is used mostly for shopping on the weekend. In addition, Brooks Place although still used for shopping, it is mostly used for carrying out personal business compared to the weekdays when it was mostly used for leisure.

8.26 Sittingbourne road can also be seen to be used mostly for work related trips compared to the weekdays. Only Lockmeadow is not used for any work trips during the weekend.

8.27 It is also apparent that on weekends, there are more trips being carried out to carry out personal business. For instance, Jeffrey Road was used in the weekdays for leisure and health whereas on the weekend these trips are predominantly personal business.

8.28 Figure 8.3 and 8.4 present a breakdown of trip frequency by individual car park.

Figure 8.3 Town Centre Car Parks - Trip Frequency (Weekday)

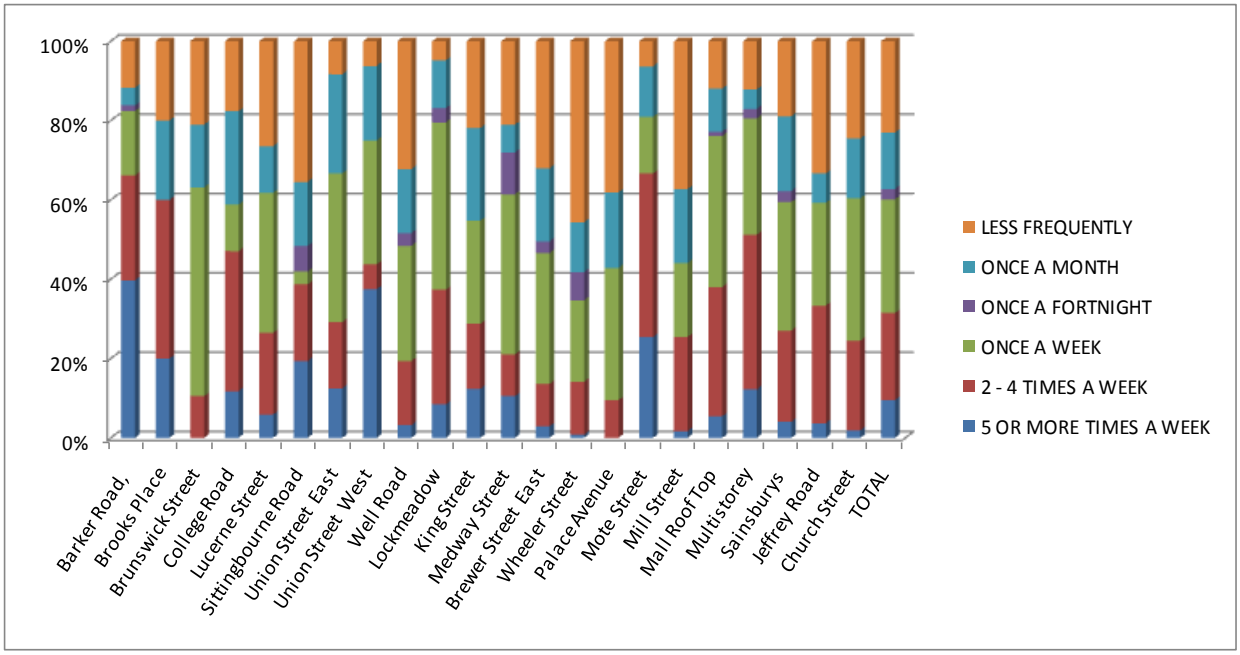
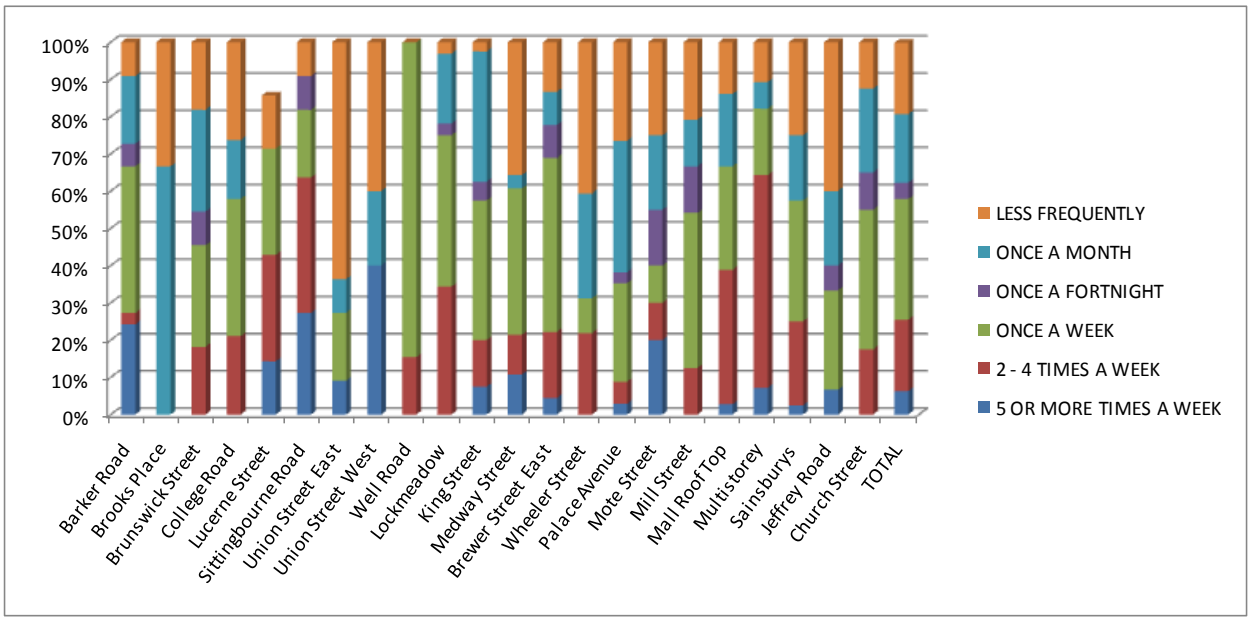


Figure 8.4 Town Centre Car Parks - Trip Frequency (Saturday)



8.29 It is apparent from the weekday results that a number of the trips are either made 'less frequently', 'once a week' or '2-4 times a week'. Barker Road car park is used mostly for more than 5 times a week whilst Wheeler Street, Palace Avenue and Sittingbourne Road can be seen to be used mainly for infrequent trips

8.30 Car parks that are used regularly by interviewees during the week are; Barker Road, Brooks Place, Lockmeadow, Mote Street and the Multi Storey Car parks.

8.31 On the weekends, the use varies considerably amongst some car parks. Brooks Place on a weekend is used mainly by people who rarely visit the town centre with the majority saying they use the car park once a month or less frequently. In addition, Union Street East is also predominantly used by infrequent users. At Well Road, the majority interviewed stated they use

the car park once a week, compared with during the week when it used mostly by infrequent users. The Multi Storey car park and Mall Roof Top have similar frequencies of visits during the weekday and weekend.

8.32 Figure 8.5 and 8.6 present a breakdown of duration of town centre stay by individual car park.

Figure 8.5 Town Centre Car Parks – Duration of stay (Weekday)

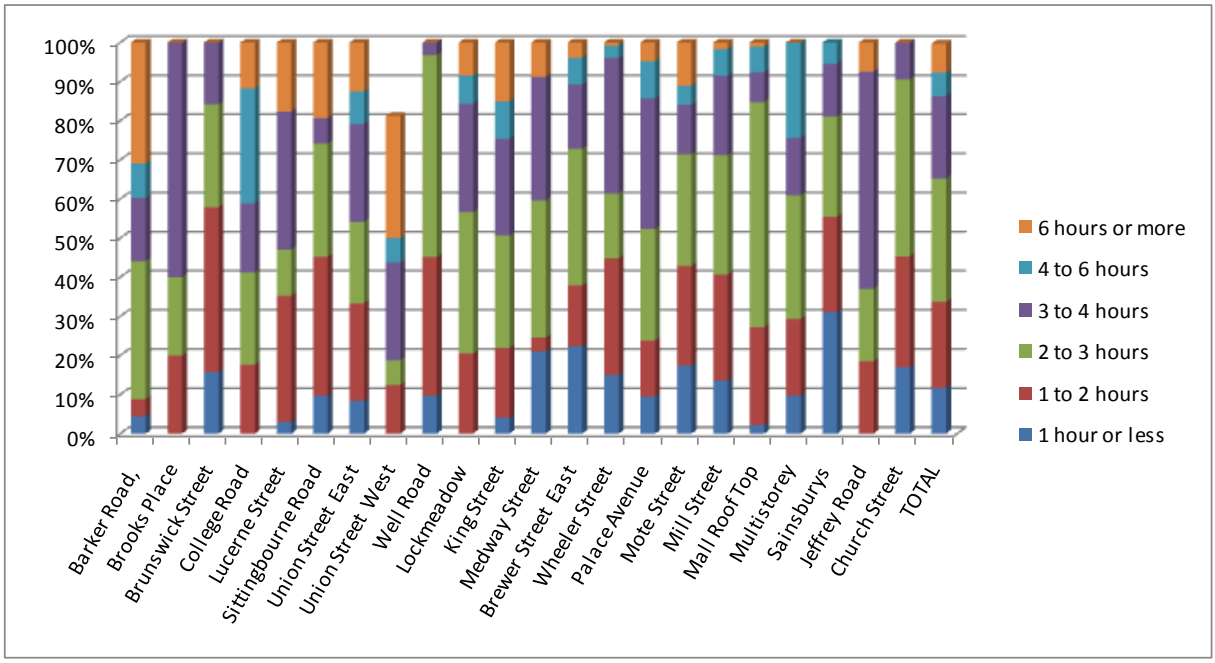
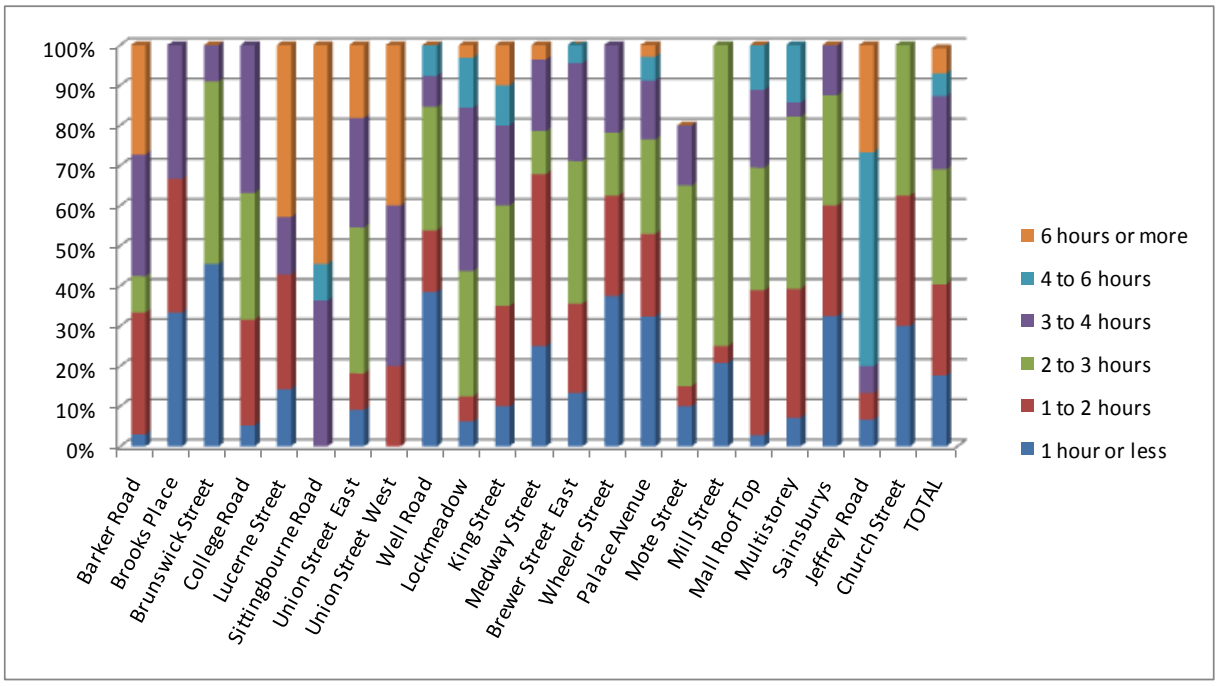


Figure 8.6 Town Centre Car Parks – Duration of stay (Saturday)



8.33 During the week, Barker Road and Union Street West car parks show that a number of interviewees have stated they stay for a minimum of two hours with a high number staying over 6 hours. Jeffrey Road is also heavily used by people staying at least 3-4 hours. Brunswick Street

car park is used mostly for shorter trips with the majority saying they only stay for an hour or two. Well Road is also used for shorter duration trips with many being less than two hours.

8.34 On the weekend, a number of car parks are used for more than 6 hours; Lucerne Street, Sittingbourne Road, Union Street West and Jeffrey Road. Sittingbourne Road in particular, is not used for short trips. Church Street car park is used mostly for short trips lasting no more than 2 hours compared to during the week when it is used more for trips of 2-3 hours.

8.35 Brooks Place car park during the week is used mainly for long stay but on the weekends it is also used for shorter trips of less than two hours. More generally, during the week the car parks can be seen to contain a higher frequency of short trips or trips under 3 hours, whereas on the weekend, a number of trips are long stay trips.

Car Park Access

8.36 Figure 8.7 and 8.8 present a breakdown of access route by individual car park.

Figure 8.7 Town Centre Car Parks – Access Route (Weekday)

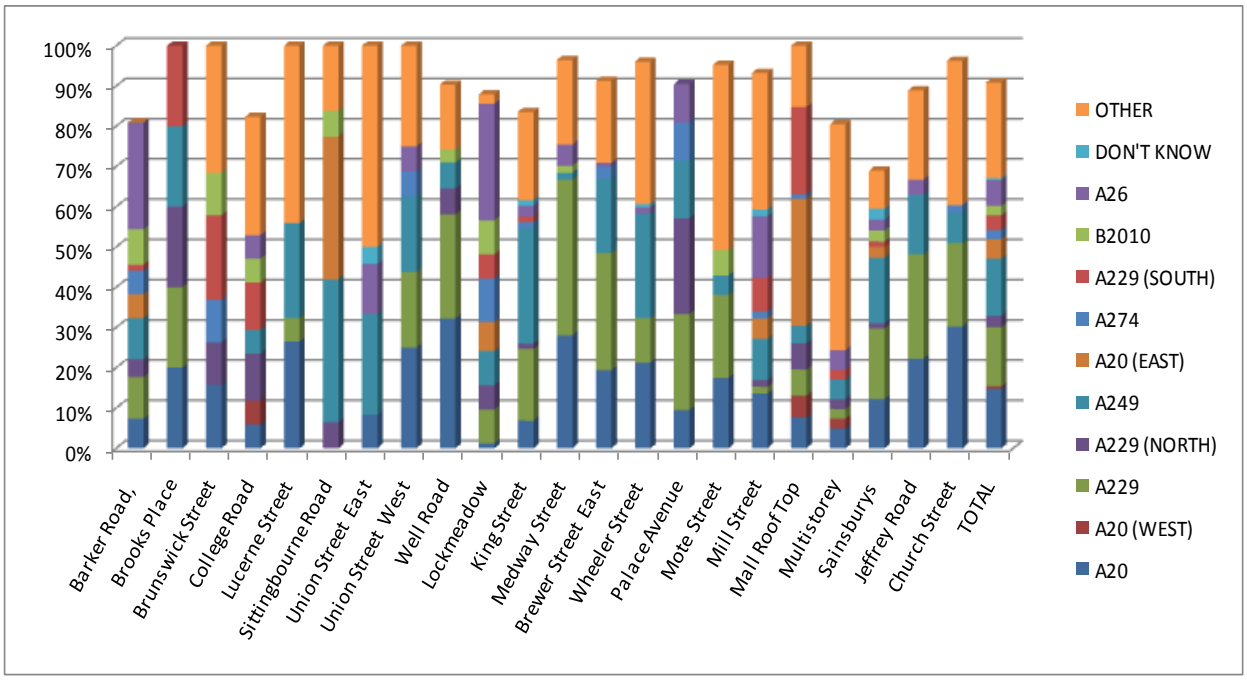
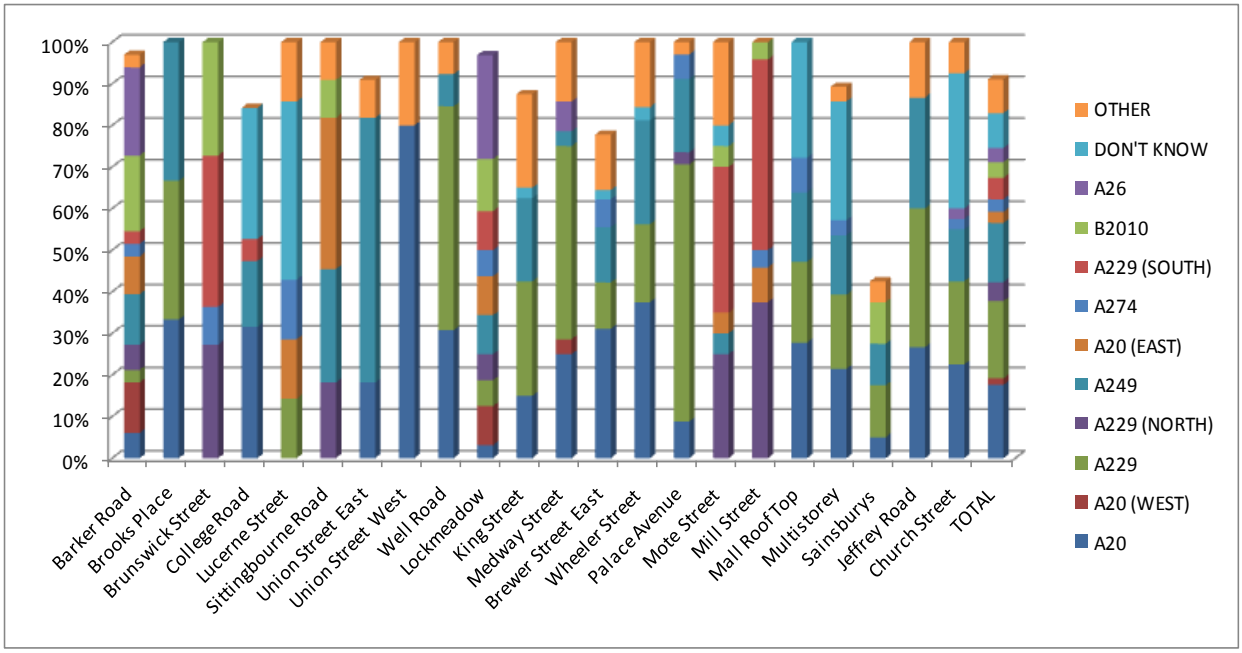


Figure 8.8 Town Centre Car Parks – Access Route (Saturday)



8.37 It is apparent when comparing the weekday and weekend charts that a number of trips are used on a weekday by individuals who stated 'Other'. A number of individuals had stated that they live locally and therefore did not need to access the town centre by any of the routes listed. A handful of journeys had also been made from the M25 or M20.

8.38 Interviews taken during the week also show in the graph that people travelling to the car parks in the town centre use all of the routes listed for access. However, during the weekend, individual car parks show a trend of users. Both Union Street East and Union Street West are accessed via the A20 and other. Union Street East is also accessed via the A249. Well Road shows that it is accessed via the A229 mostly on weekends compared to during the week.

8.39 Overall, both on weekends and weekdays, there is not much difference in how car parks are accessed unless referring to specific car parks.

Choice of Car Park

8.40 Figure 8.9 and 8.10 present a breakdown of the reason for using a specific car park.

Figure 8.9 Town Centre Car Parks – Choice of Car Park (Weekday)

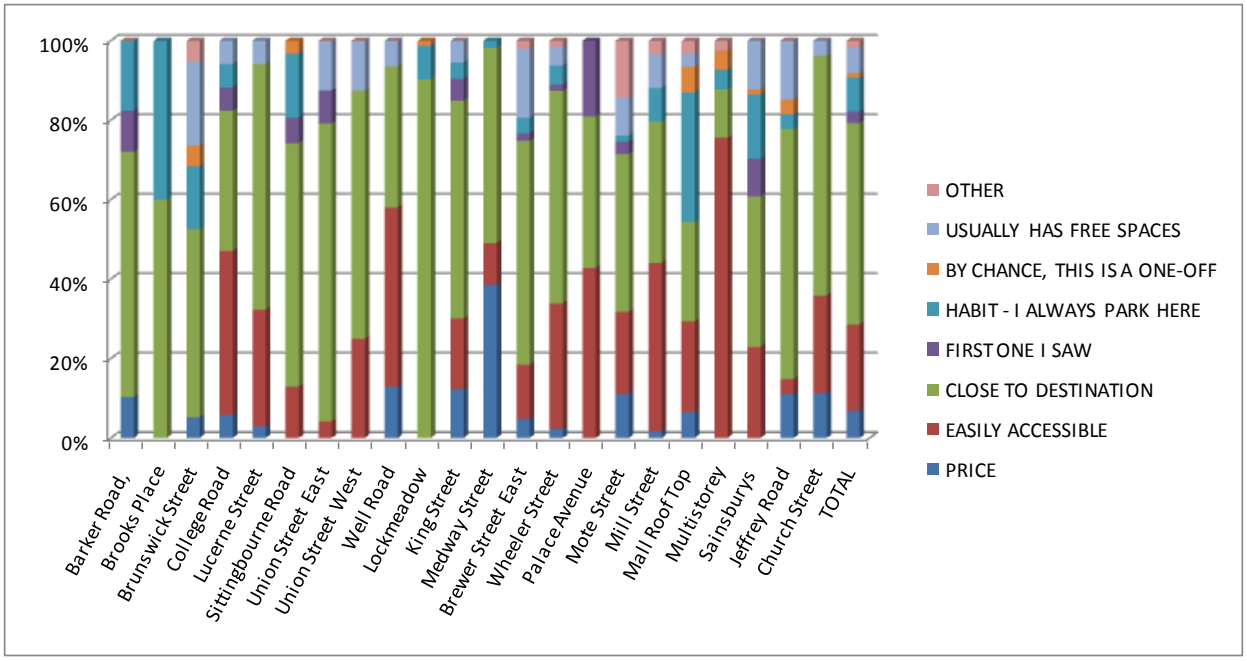
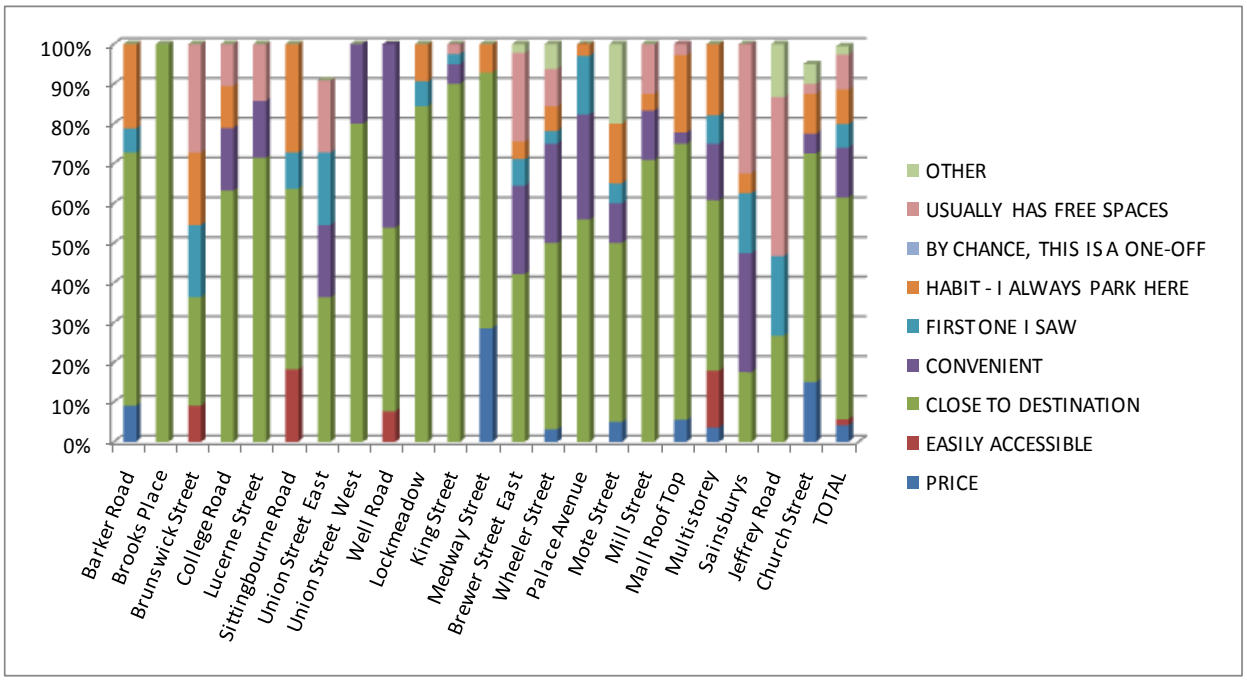


Figure 8.10 Town Centre Car Parks – Choice of Car Park (Saturday)



8.41 Looking at the graphs for both weekend and weekday, most interviewees had responded by saying that their choice of car park is determined by proximity to destination. During the week, a high portion of individuals stated car parks were easily accessible. During the week also saw a higher portion of respondents stating it is habit to park in their chosen car park.

Safety

8.42 Figure 8.11 and 8.12 present a breakdown of perception of safety by individual car park.

Figure 8.11 Town Centre Car Parks – Perception of Safety (Weekday)

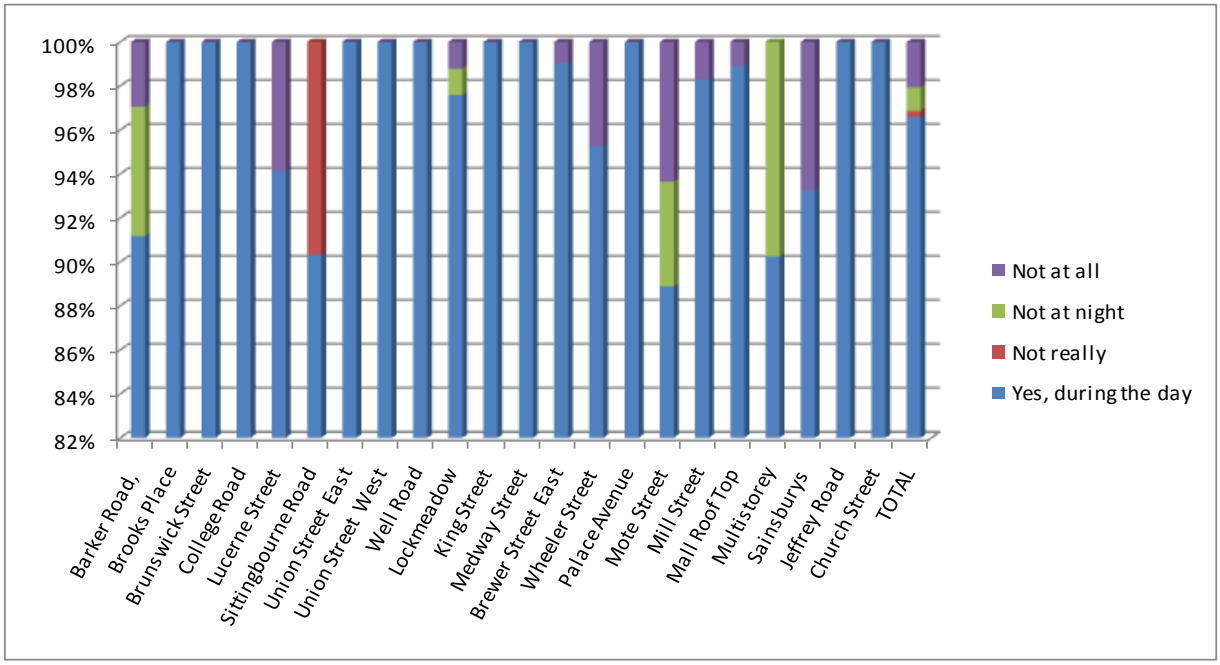
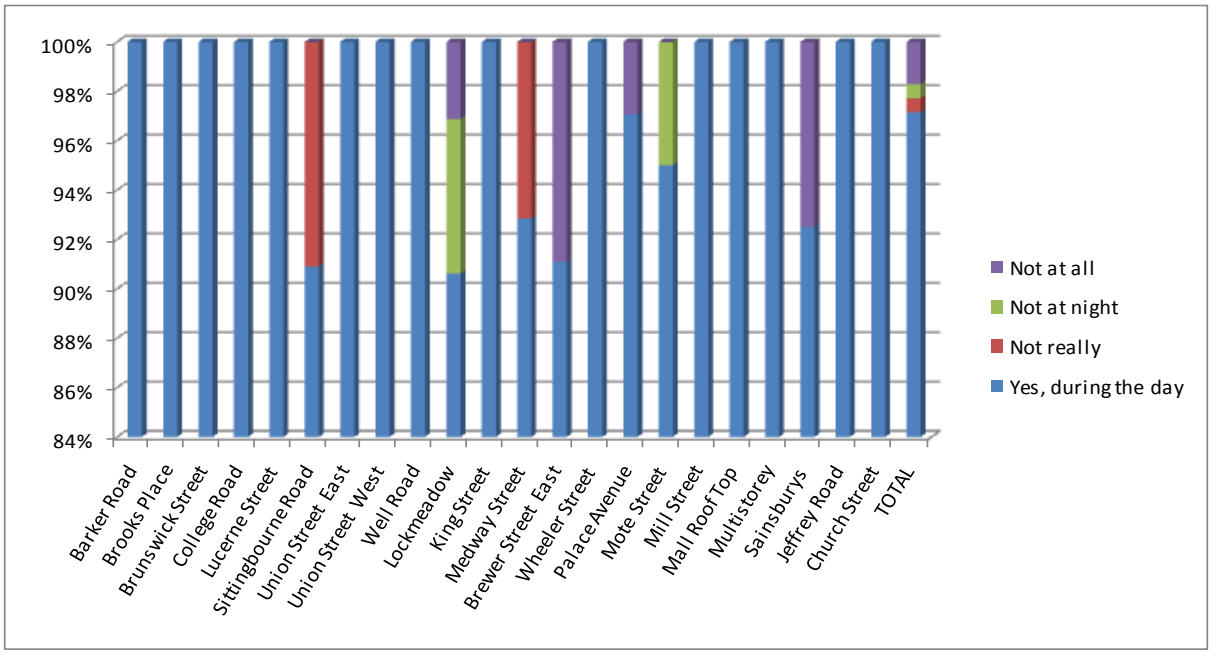


Figure 8.12 Town Centre Car Parks – Perception of Safety (Saturday)



8.43 Looking at the graphs for both weekend and weekday, a number of car parks are considered safe during the day. Barker Road, during the week is considered not safe compared to during the weekend when it is deemed safe. Sittingbourne Road car park is consistently considered not very safe.

8.44 The Lockmeadow car park is not considered safe at night along with the multi storey. Sainsbury's during the week is also not considered safe compared to the weekdays.

8.45 Overall, majority of the car parks are considered safe.

Alternative to Town Centre Parking

Awareness of park & ride

8.46 Table 8.6 indicates individuals' awareness of park & ride around Maidstone.

Table 8.6 Town Centre Car Park Surveys – Awareness of Park & Ride

Journey Time	Weekday	Saturday	Total	
			Response	%
Yes	891	435	1326	81%
No	196	78	274	17%
Vaguely	28	11	39	2%
Not sure	1	0	1	0%
TOTAL	**1,116**	**524**	**1,640**	**100%**

QTS Survey

8.47 This demonstrates that most individuals were aware of the existing park & ride facilities, which would be expected given the longevity that the schemes have been operated. Even so, around a sixth of individual were not aware of the service.

Reason for not using

8.48 Table 8.7 indicates individuals' reasons for not using park & ride on their current trip.

Table 8.7 Town Centre Car Park Surveys – Reasons for not using Park & Ride

Origin	Weekday	Saturday	Total	
			Response	%
Too Expensive	41	41	82	5%
Inconvenient	647	206	853	55%
Don't drive past a site	0	17	17	1%
Takes too long	112	129	241	16%
Buses too infrequent	18	4	22	1%
Need to carry luggage	0	11	11	1%
Don't know where they are	72	13	85	5%
Other	159	81	240	15%
TOTAL	**1,049**	**502**	**1,551**	**100%**

QTS Survey

8.49 The majority of individuals stated that park & ride was too inconvenient for them to use, with a further 16% believing that it is too slow.

Previous use of park & ride

8.50 Table 8.8 indicates the level of use of park & ride site previously, and which sites individuals used.

Table 8.8 Town Centre Car Park Surveys – Previous use of Park & Ride

Journey Time	Weekday	Saturday	Total	
			Response	%
Yes	435	193	628	39%

London Road	57	20	77	5%
Sittingbourne Road	53	18	71	4%
Willington Street	69	23	92	6%
No	634	329	963	61%
TOTAL	**1,069**	**522**	**1,591**	**100%**

QTS Survey

8.51 Around 40% of individuals stated that they had previously used the park & ride service around Maidstone, with a proportional split between the sites, although it would appear that many individuals did not choose, or were unable to remember which park & ride service that had used, suggesting that it may have been some time ago.

Appendix A

Park & Ride Customer Surveys

Appendix B

Town Centre Car Park Surveys

Appendix Heading 2

Appendix Heading 3