

Draft: For discussion only

Epsom Retailers Car Parking Consultation 2016

Report prepared for:
Customer Services & Business Support Team

Date: September 2016

Please contact the Epsom & Ewell Borough Council's Consultation and Communication Team should you require any information on the Epsom Retailers Car Parking Consultation

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Epsom Retailers Car Parking Consultation 2016

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Epsom Retailers Car Parking Consultation – 2016

Summary of main findings:

- The survey started from 04 July to 19 August 2016 - a period of six weeks (which included a two week extension to boost survey responses). The survey was posted to 256 retailers located in central Epsom. Overall, 90 responses (35%, n=90) were received. Of the 90 responses received, 22% (n=20) were from retailers in the Ashley Centre.
- The majority of respondents were chain businesses (62%, n=55 ie 5 or more stores) and 38% (n=34) were independent traders.
- Most respondents employed between one and five staff members (42%, n=37). Eight per cent of respondents employed more than 50 staff - including four businesses that employed more than 100 staff.
- Business indicate that staff using vehicles to work use mostly on-street parking (51%, n=46). This was followed by 'Other parking' (39%, n=35) relating to private, on-site, off-street, or privately rented parking. This was followed by: Hook Road car park (22%, n=20); Upper High Street/Depot Road car park (13%, n=12); Ashley Centre car park (12%, n=11); and Town Hall/Hope Lodge car park (3%, n=3).
- When asked if you would like to offer your staff discounted parking at Hook Road car park, the majority said 'No' (76%, n=68). Of those businesses who said 'Yes', 16 were interested in purchasing between one and five permits. Five businesses expressed an interest in purchasing between six and 15 permits. None of the businesses were interested in purchasing more than 15 permits.
- When asked to rate the importance of various aspects of parking, 'Parking charges' scored the highest importance. This was followed by: 'Personal safety'; 'Location'; 'Safe environment'; 'Effective surveillance'; 'Appropriate lighting'; 'Number of spaces'; 'No/little queueing'; 'Size of parking space'; and 'Ease of access (eg. height restriction)'.
- When asked if there was any other aspect of parking that was of importance to you, most responses were around 'cost and/or value for money' (48%, n=13).
- When asked if there was a parking charge you would like to change, the majority said 'Yes' (59%, n=45) – especially the Ashley Centre and/or other central car parks (34%, n=16). Other themes that emerged were: 'Cost/value for money' (30%, n=14); 'Discounted rates or time incentives' (23%, n=11); 'More free parking for local businesses & on-duty staff' (6%, n=3); and 'Hook Road open evenings/Sundays/holidays' (6%, n=3) (tie).
- When asked to explain further, the majority of respondents (55%, n=22) felt that 'Cost/value for money' were important factors. This was followed by 'Discounted rates or time incentives' (28%, n=11), 'Free for local businesses & on-duty staff' (10%, n=4), and 'Hook Road open evenings/ Sundays/ holidays' (8%, n=3).

- When asked if you would be in favour of removing the one-hour minimum stay rate for customers to a two-hour minimum stay rate, the majority said 'Yes' (60%, n=51/85) and 40% (n=34/85) said 'No'.
 - However, when the responses were cross-analysed with the size of the business, larger businesses (ie. businesses with more than 20 employees) said 'No' (56%, n=9/16) and 44% (n=7/16) said 'Yes'.
 - A further analysis looking only at responses received from businesses in the Ashley Centre shows the majority of respondents said 'No' (55%, n=11/20) and 45% (n=9/20) said 'Yes'.
- The most common reason for saying 'No' to removing the one-hour minimum stay rate for a two-hour minimum stay rate was that it would 'deter short-stay customers' (47%, n=16).
- When asked if your business wants to offer your customers discounted parking (at your cost) at one of the Council car parks, the vast majority said 'No' (91%, n=77). The main reason was: 'Not required/no benefit/not company policy' (54%, n=38%). Other reasons included: 'Business can't afford' (38%, n=15); and 'Parking charges costly' (8%, n=3).
- Of the nine businesses that said 'Yes' to offering customers discounted parking (at your cost) at one of the Council car parks, the most popular option was (tie):
 - 'A portion off the cost of parking for spending a minimum amount in your business' (33%, n=3)
 - 'An additional one hour free parking, subject to payment of the minimum rate' (33%, n=3).
- When asked how useful do you find the Shopmobility scheme to your business, most responses were 'neutral' (42%, n=27). 24% (n=15) found it 'very useful/useful' and 35% (n=23) 'little use/not useful'.
- The vast majority of respondents said 'No' to sponsoring a Shopmobility scooter (98%, n=78).
- When asked if you wanted to see more advertising in Council owned car parks: 52% (n=44) said 'No' and 48% (n=41) said 'Yes'.
- Most respondents were not interested in advertising in council car parks ('No': 79%, n=65). However, 19 businesses said 'Yes' and they preferred to advertise in the Ashley centre car park (89%, n=17).
- When asked if you have any comments regarding the condition of the car parks, 22 respondents said 'Yes' and the three most prevalent themes relate to:
 1. Faulty ticket machines/ barriers (32%, n=8)
 2. Security/ lighting/ cleanliness (28%, n=7)

3. Road surfaces/ holes/ state of repair (16%, n=4)
- When asked if you have any additional information, comments or proposals, 30 respondents provided information and the three most prevalent themes relate to:
 1. Cost/ value for money (32%, n=12)
 2. Discounted rates or time incentives (25%, n=8)
 3. Business permits/ allocated bays or Park and ride (22%, n=7)

Objectives and methodology:

The survey was conducted by Epsom & Ewell Borough Council for the Customer Services & Business Support Team on behalf of the Parking Working Group. The survey was directed to retailers located in central Epsom requesting their opinion on a number of parking-related matters in order to help shape the future strategy of our car parks.

In setting the future strategy a number of issues will be taken into account:

- The need for a thriving, economically successful town centre
- The need to reduce town centre congestion (and car park queueing)
- The cost of car parking in neighbouring town centres
- The income that comes from car parks that can be used to support council services
- The need to encourage more sustainable forms of transport
- Encouraging use of the car parks for their designated purpose (ie. short, medium or long stay).

Methodology:

The survey started from 04 July to 19 August 2016 - a period of six weeks (which included a two week extension to boost survey responses). The survey was posted to 261 retailers in central Epsom. Responses were captured into the survey design and analysis package (SNAP v11) and results analysed by the Council's Consultation and Communication Team.

The figures in this report are calculated as a proportion of respondents who answered each question – excluding 'No Reply' responses. Percentages in a particular chart might not always add up to 100% due to rounding, or because a respondent was allowed to give more than one answer to a question.

Questionnaire Development:

The questions were developed in liaison with the Head of Customer Services & Business Support, Parking Manager, and Town Centres Manager. Areas included:

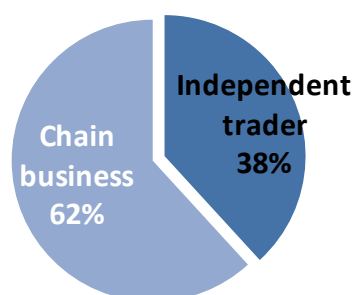
- Type of retail business
- How many staff do you employ?
- Where do your staff currently park?
- Would you like to offer your staff discounted parking at Hook Road car park?
- Rate various aspects of parking
- Is there a parking charge you would like to change?
- Would you be in favour of removing the one-hour minimum stay rate for customers to a two-hour minimum stay rate? (ie. short stay customers pay a minimum of two hours parking)

- Do you want to offer your customers discounted parking?
- How useful do you find the Shopmobility scheme to your business?
- Would your business like to sponsor a Shopmobility scooter?
- Advertising in council-owned car parks
- Condition of the car parks
- Additional information comments or proposals.

Analysis of results:

Respondent profile:

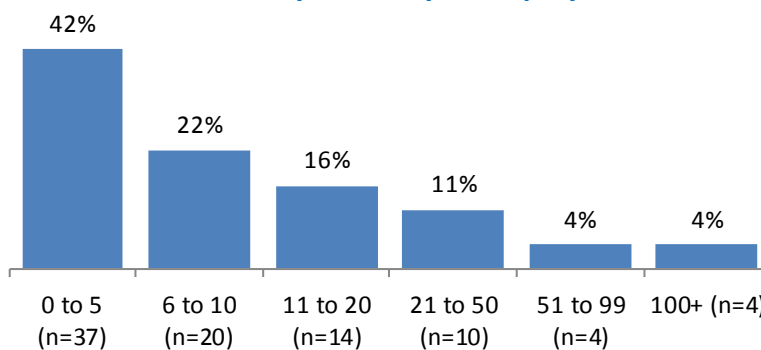
What type of retail business are you?



Number of respondents: n=89

The majority of respondents (62%, n=55) were chain businesses (ie. 5 or more stores) and 38% (n=34) were independent traders. A further 22% (n=20) of responses were received from retailers located in the Ashley Centre.

How many staff do you employ?

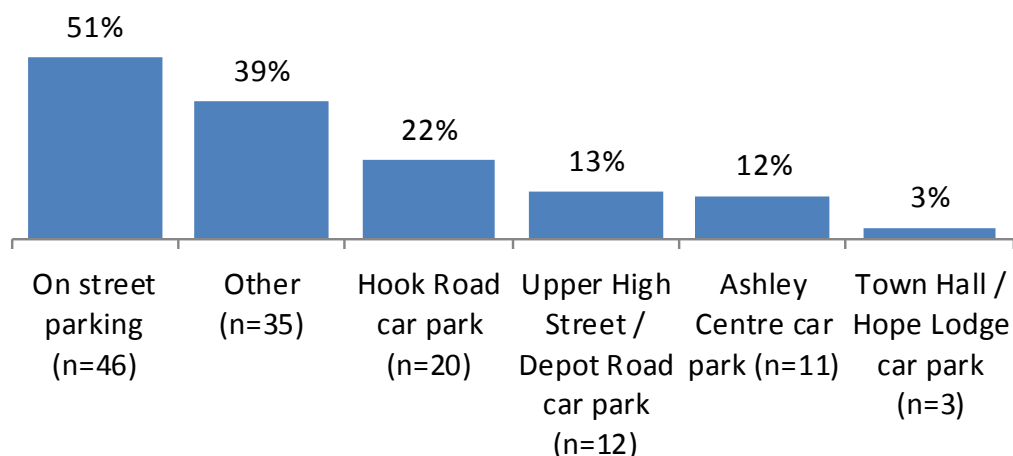


Number of respondents: n=89

Most respondents (42%, n=37) employed between one and five staff members. Eight per cent of respondents employed more than 50 staff - including four businesses that employed more than 100 staff.

About Parking:

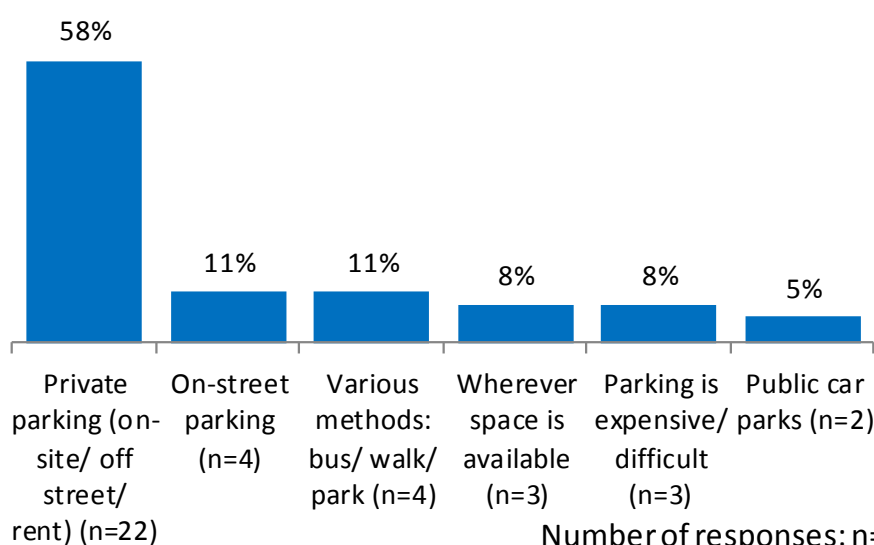
Where do your staff currently park?



Number of respondents: n=90

Business indicate that staff using vehicles to work use mostly on-street parking (51%, n=46). This was followed by: 'Other parking' (39%, n=35); Hook Road car park (22%, n=20); Upper High Street/Depot Road car park (13%, n=12); Ashley Centre car park (12%, n=11); and Town Hall/Hope Lodge car park (3%, n=3).

Where do your staff currently park? If 'Other' please specify



Number of responses: n=38

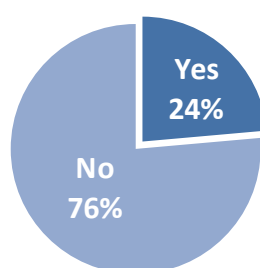
An analysis of 'Other' responses shows the majority of responses relate to private parking – either on-site, off street or rented parking (58%, n=22).

Respondents who selected 'Other' provided further information (examples below):

Examples:

- Own private parking behind the building
- We have two parking spaces, plus use of two off-street bays
- Rent garage and parking spaces
- Own off-street car park
- We have our own spaces
- We pay for private parking to the rear of the office
- Find parking in free roads and walk 10-15 minutes in
- Walk/public transport/street parking
- Wherever we can find a space
- Car parking in Epsom is very expensive, enough that it would put customers off
- Ashley Centre Sunday only as Hook Road closed.

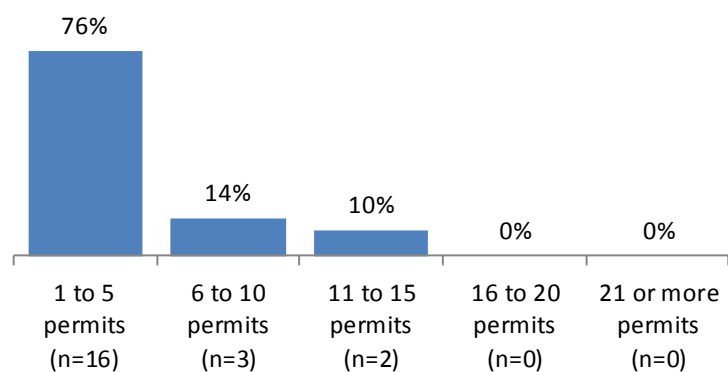
Would you like to offer your staff discounted parking at Hook Road car park?



Number of respondents: n=89

When asked if you would like to offer your staff discounted parking at Hook Road car park, the majority said 'No' (76%, n=68).

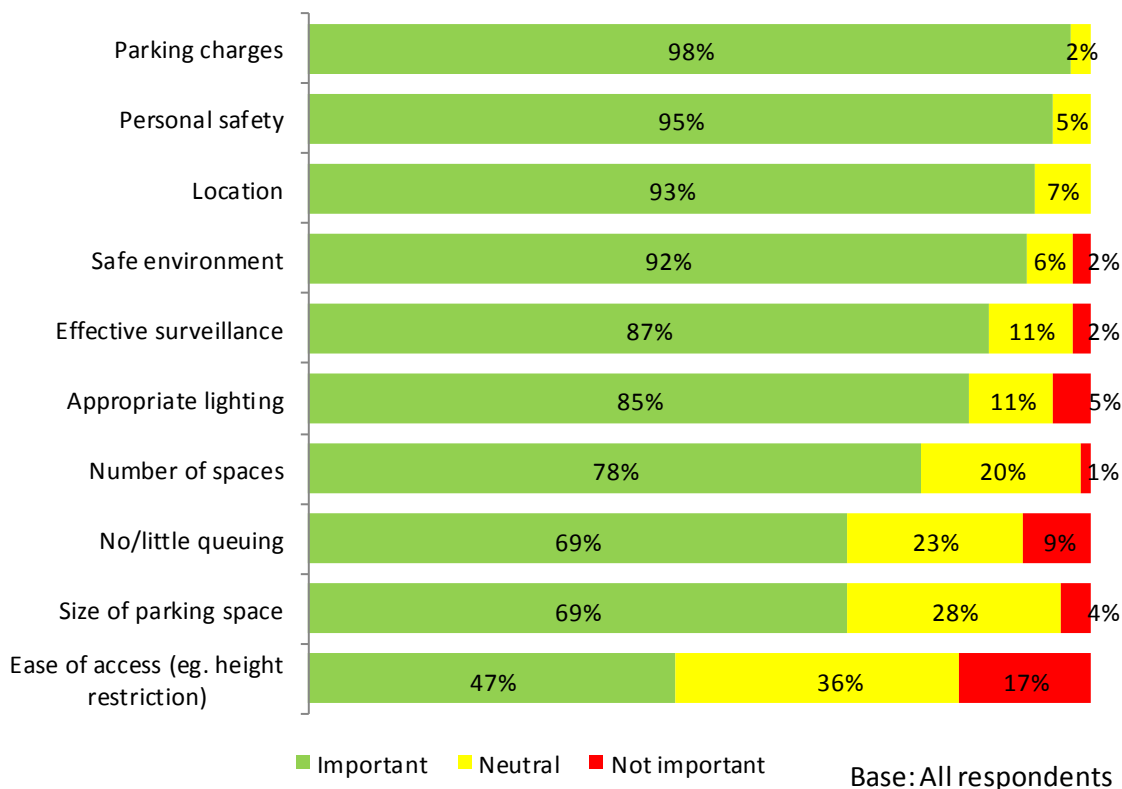
How many discounted parking permits would you be interested in?



Number of respondents: n=21

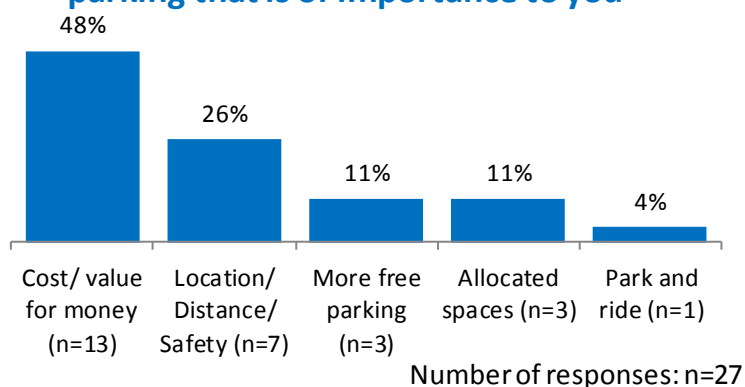
Of those businesses that said 'Yes' to offering staff discounted parking at Hook Road car park, 16 were interested in purchasing between one and five permits. Five businesses expressed an interest in purchasing between six and 15 permits. No businesses were interested in purchasing more than 15 permits.

Please rate the following aspects of parking:



When asked to rate the importance of various aspects of parking, 'Parking charges' scored the highest importance. This was followed by: 'Personal safety'; 'Location'; 'Safe environment'; 'Effective surveillance'; 'Appropriate lighting'; 'Number of spaces'; 'No/little queuing'; 'Size of parking space'; and 'Ease of access (eg. height restriction)'.

Please indicate any other aspect of parking that is of importance to you

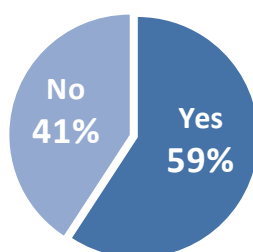


When asked to if there was any other aspect of parking that was of importance to you, most responses were themed around 'cost and/or value for money' (48%, n=13). Other themes include: Location/ Distance/ Safety (26%, n=7); More free parking (11%, n=3); Allocated spaces (11%, n=3); and one respondent said 'Park and ride' (4%, n=1).

Examples:

- There is not enough reasonably priced parking spaces in Epsom
- Reasonable parking charges as Epsom is way too expensive to park
- Parking charges are important for me as my business is reliant on football..., we need to provide value for money on parking
- Cost is the biggest aspect of parking
- At present I park in a residential street as the cost of parking is prohibitive, added on top of petrol costs
- All aim to juggle close proximity against cost
- As we are nearly all female staff, safety is a big thing for me
- Distance from shop
- Business parking in allocated spaces and not for general use.

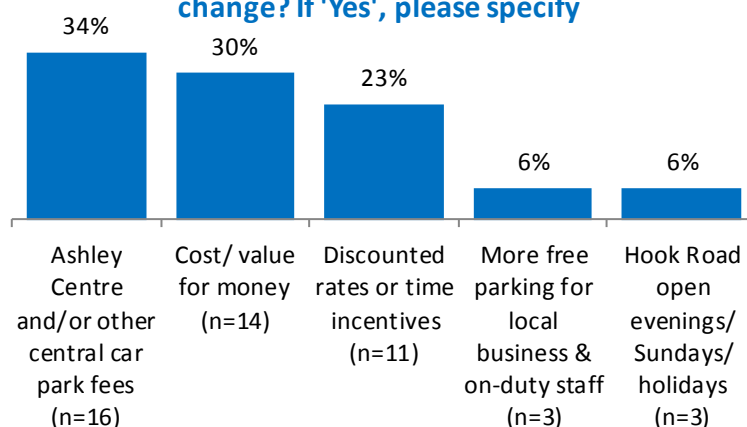
Is there a parking charge you would like to change?



Number of responses: n=76

When asked if there was a parking charge you would like to change, the majority said 'Yes' (59%, n=45).

Is there a parking charge you would like to change? If 'Yes', please specify

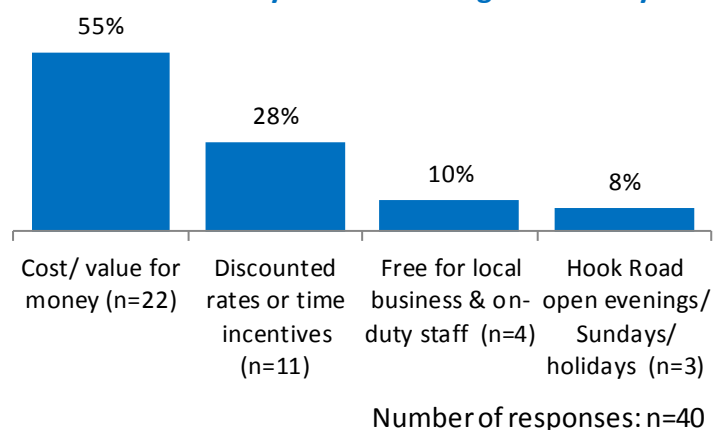


Number of responses: n=47

Most respondents would like to change the parking charges at the Ashley Centre and/or other central car parks (34%, n=16). Other themes include: 'Cost/value for money' (30%, n=14); 'Discounted rates or time incentives' (23%, n=11); 'More free parking for local businesses & on-duty staff' (6%, n=3); and 'Hook Road open evenings/Sundays/holidays' (6%, n=3) (tie).

Examples:

- The Ashley Centre charges are far too high. Compared to far larger towns with a lot more options for shopping, we even have customers moaning about this
- The Ashley Centre parking prices are ridiculous, £20 a day! Do you think we are all millionaires?
- Ashley Centre car park fees to be reduced
- Lower rates at Ashley Centre
- Ashley Centre is too expensive even on a bank holiday it is normal prices
- All main car parks that are used for high street shopping
- Epsom is too expensive
- The increase in charges has put people off, they choose Kingston instead
- First 30 minutes free or concessions to encourage Sunday shoppers so reduced rates of free parking
- We need to park close to our store so that we can re-stock. I would give discounted parking to retailers
- Free parking on Sundays
- It would benefit my business if the car parks in Epsom, specifically Hook Road, would be free of charge after 7 p.m.

What would you like to change it to? Why?

When asked to explain further (why?), the majority of respondents felt that 'Cost/value for money' were important factors (55%, n=22). This was followed by 'Discounted rates or time incentives' (28%, n=11), 'Free for local businesses & on-duty staff' (10%, n=4), and 'Hook Road open evenings/ Sundays/ holidays' (8%, n=3).

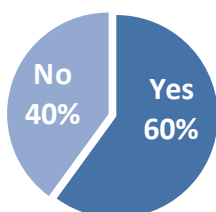
Examples:

- At least by half, free on Sundays, extra hour free Monday - Saturday. In my opinion first hour should be free at the very least
- So expensive versus other local towns for all day. For example, Sutton St. Nic's. £5 for all day, Kingston even some car parks, Croydon central £5 all day Monday - Friday
- A charge that significantly undercuts parking in Kingston and Sutton
- £10. If people want to meet for lunch and shopping experience, £17 is too much to pay

Examples:

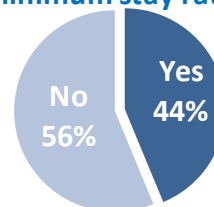
- £10 a day. To encourage more people to shop in Epsom
- £10, it would encourage more shoppers to stay longer in town
- Cheaper charges, very expensive
- 2 hour parking instead of 1 hour at the Ashley Centre car park. Free parking or reduced fee on Sundays
- Free parking on Sundays and after 6 p.m. to compete with other shopping centres
- Change evening and Sunday parking, make it free. Also, charge less for a few hours parking
- As a business owner why can't we all park for free? Our business rates are already huge!
- Hook Road car park should also be open Sundays and bank holidays.

Would you be in favour of removing the one-hour minimum stay rate for customers to a two-hour minimum stay rate?



Number of responses: n=85

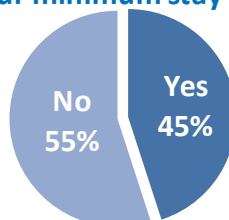
**Larger businesses:
Businesses with >20 employees in favour of removing the one-hour minimum stay rate for a two-hour minimum stay rate**



Number of responses: n=16

When asked if you would be in favour of removing the one-hour minimum stay rate for customers to a two-hour minimum stay rate, the majority said 'Yes' (60%, n=51). However, when cross-analysing the responses with the size of the business, larger businesses (ie. businesses with more than 20 employees) said 'No' (56%, n=9).

Businesses in the Ashley Centre in favour of removing the one-hour minimum stay rate to a two-hour minimum stay rate



Number of responses: n=20

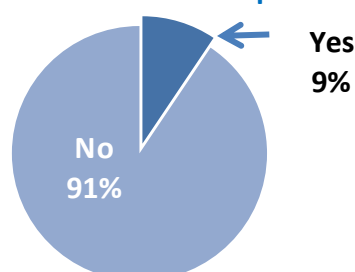
A further analysis looking only at responses received from businesses in the Ashley Centre shows the majority of respondents said 'No' to removing the one-hour minimum stay rate for customers to a two-hour minimum stay rate (55%, n=11).

The most common reason for saying 'No' to removing the one-hour minimum stay rate for a two-hour minimum stay rate was that it would 'deter short-stay customers' (47%, n=16). Other reasons include: 'Too costly/ expensive/ value for money' (35%, n=12); 'Flexibility needed/ no fixed minimum' (12%, n=4); and 'Parking required' (6%, n=2).

Examples:

- This change would drive customers away who only need to be in town for short period
- Because this would be stupid! Do we want to deter visitors? Only a person interested in harming the town would think of such a thing
- Two hours is too long. Most people are in then out
- When customers have ordered something to collect in store, they do not need 2 hours... They want to just park, collect and go
- If I am coming to shop or pick something up I do not want to be charged more
- Customers should be given the flexibility of how long they would like to stay rather than dictating it on to them. In my opinion it often deters customers to come to this town for short, quick errands and those in a hurry
- We are already losing customers to other centres because of the cost and the size of the centre
- The cost would go up and may stop people coming into Epsom if only want to pop to one or two shops
- There should not be a minimum stay rate, you should pay for the time you use the car park.

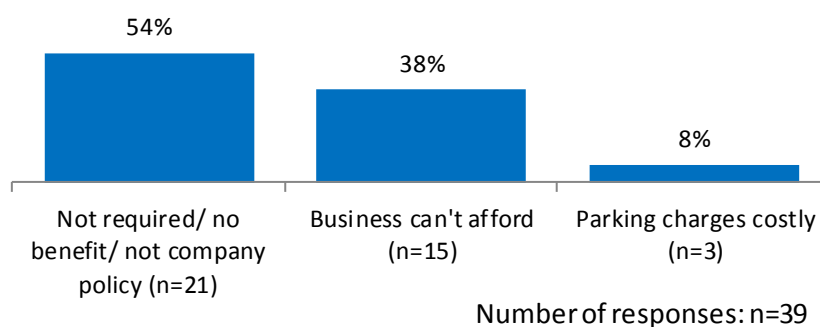
Does your business want to offer your customers discounted parking at your cost at one of the Council car parks?



Number of responses: n=85

When asked if your business wants to offer your customers discounted parking at your cost at one of the Council car parks, the vast majority said 'No' (91%, n=77).

Does your business want to offer your customers discounted parking at your cost at one of the Council car parks? If 'No', please explain?

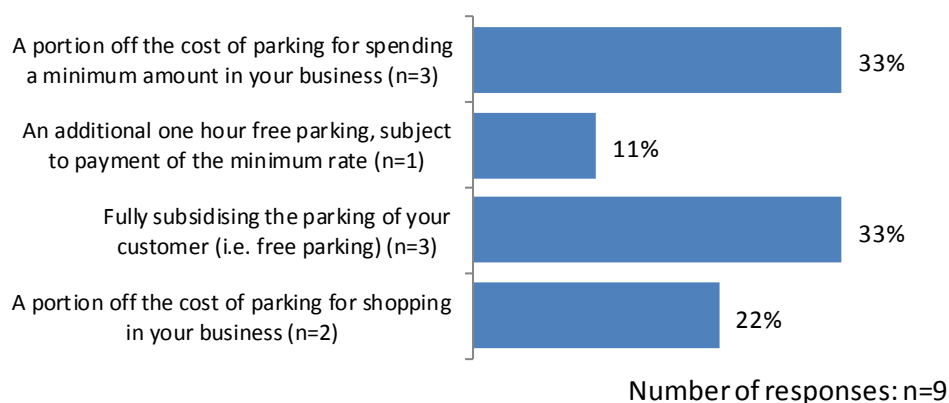


The main reason for not wanting to offer discounted parking at one of the Council was: 'Not required/no benefit/not company policy' (54%, n=38). Other reasons included: 'Business can't afford' (38%, n=15); and 'Parking charges costly' (8%, n=3).

Examples:

- Not needed
- It is too far from our location
- Would be no benefit to the company
- We would need to offer internationally, this is not under our local control
- Small business, cannot afford the cost
- Not economically viable
- Our prices and margins are very low and would not make sense for us.

Discounted parking at your cost: Please indicate which option you prefer?

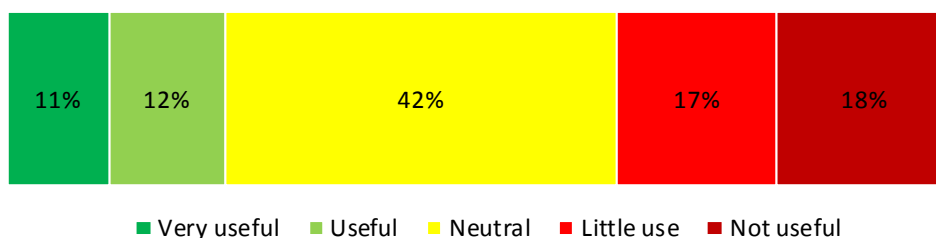


Of the 9 businesses that said 'Yes' to offering customers discounted parking at one of the Council car parks, the most popular option was (tie):

- 'A portion off the cost of parking for spending a minimum amount in your business' (33%, n=3)
- 'An additional one hour free parking, subject to payment of the minimum rate' (33%, n=3).

Shopmobility:

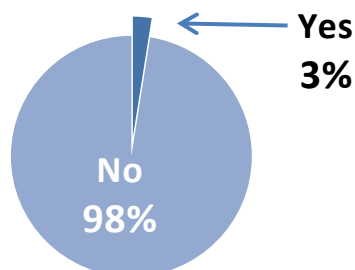
How useful do you find the Shopmobility scheme to your business?



Number of responses: n=65

When asked how useful do you find the Shopmobility scheme to your business, most responses were 'neutral' (42%, n=27). 24% (n=15) found it 'very useful/useful' and 35% (n=23) 'little use/not useful'.

Would your business like to sponsor a Shopmobility scooter?

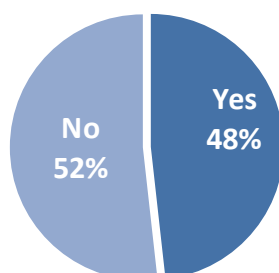


Number of responses: n=80

The vast majority of respondents said 'No' to sponsoring a Shopmobility scooter (98%, n=78).

Advertising:

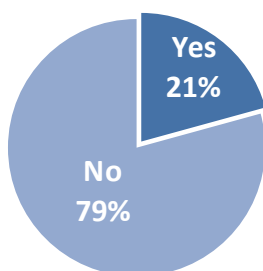
Would you like to see more advertising in council-owned car parks?



Number of responses: n=85

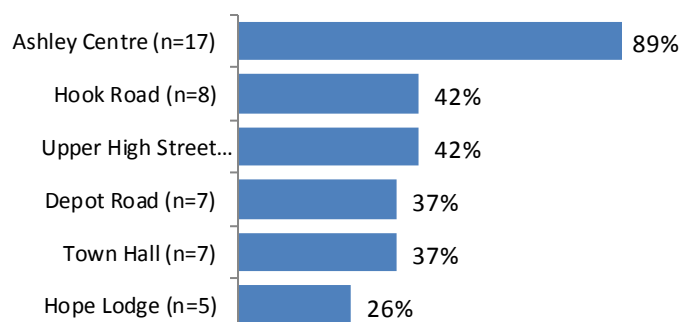
When asked if you wanted to see more advertising in Council owned car parks: 52% (n=44) said 'No' and 48% (n=41) said 'Yes'.

Would your business be interested in advertising in council car parks?



Number of responses: n=82

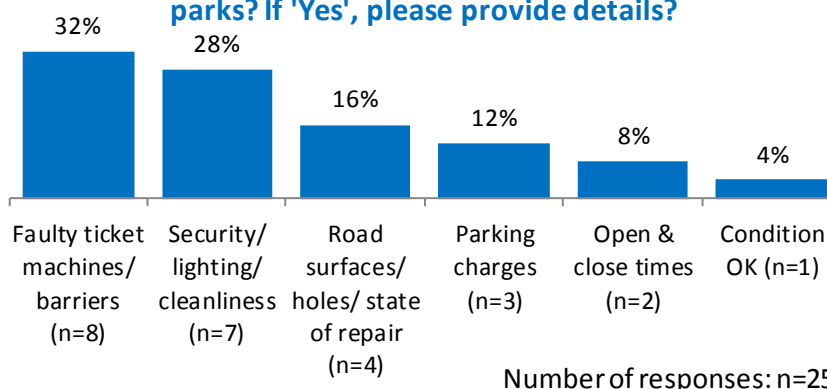
Which car park would you advertise your business in?



Number of responses: n=19

Most respondents were not interested in advertising in council car parks ('No': 79%, n=65). However, 19 businesses said 'Yes' and the majority preferred to advertise in the Ashley Centre car park (89%, n=17).

Do you have any comments regarding the condition of the car parks? If 'Yes', please provide details?



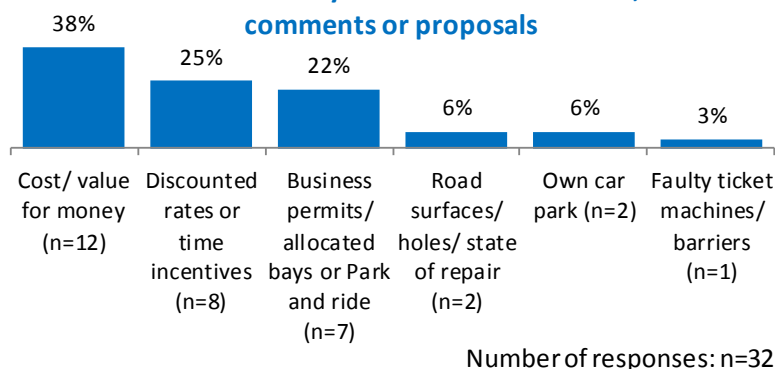
When asked about the condition of the car park, 22 respondents provided feedback/comment. The most prevalent themes relate to:

1. Faulty ticket machines/ barriers (32%, n=8)
2. Security/ lighting/ cleanliness (28%, n=7)
3. Road surfaces/ holes/ state of repair (16%, n=4)

Examples:

- Depot Road car park entrance is poorly maintained, machines often do not work
- Depot Road ticket machines rarely work properly, which causes a lot of annoyance as most people have tight schedules
- Machines at Depot Road often do not work though
- Depot Road car park often has issues with the machines
- The barriers are often out of order at Ashley Centre, causing queues, deterring people from stopping and from visiting Epsom in future. Exit barriers have reduced from 3 to 2, also increase queues
- Hook Road car park looks and feels scary, dim lights, low ceilings, no staff. There should be random staff patrols
- The Ashley Centre car park stairs are always dirty and cluttered
- Some of the road surface is bumpy and needs re-tarring, many holes
- Open the access into Ashley Centre from the Ashley Centre car park at 7 a.m.

Please state any additional information, comments or proposals



When asked if you have any additional information, comments or proposals, 30 respondents provided feedback/comment. The most prevalent themes relate to:

1. Cost/ value for money (32%, n=12)
2. Discounted rates or time incentives (25%, n=8)
3. Business permits/ allocated bays or Park and ride (22%, n=7)

Examples:

- Bring the prices of parking in Epsom down please!
- Epsom car park is too expensive
- More shoppers would appreciate cheaper parking fees
- I think to increase parking charges would have a huge negative impact on the centre. We are against large towns, such as Guildford and I think increased parking would push people to use these towns more. I think it is disgusting and purely money grabbing
- The Council must understand that parking in Epsom is too expensive, almost double of parking in Dorking, why?
- Parking charges should not be used as a tool to drive profits, they are an important part of attracting footfall into the town and thus a balance needs to be struck
- £48 a month is simply too expensive. We work in retail, many are on minimum wage so we cannot afford this
- Epsom Council does not care about businesses outside of Ashley Centre. Parking control for EC is all about revenue
- We would like some flexibility in our car park charges to facilitate part-time and casual staff members. We propose that the staff members should have the facility to be able to park at a discounted all day parking rate that should be set at £2.50 per day
- Why can't Epsom have a park and drive from Epsom Downs into Epsom? This would be the best solution.

Conclusion:

Businesses report that staff using vehicles to work use mostly on-street parking. Although the majority of businesses did not want to offer their staff discounted parking at Hook Road car park, 16 businesses expressed an interest in purchasing between one and five permits – with a further five businesses expressing an interest in purchasing between six and 15 permits.

The majority of business did not want to offer their customers discounted parking at one of the Council car parks - citing: 'Not required/no benefit/not company policy', 'Business can't afford', and/or 'Parking charges costly'. Of the 9 businesses that said 'Yes', the most popular method was via offering 'a portion off the cost of parking for spending a minimum amount in your business' and 'an additional one hour free parking, subject to payment of the minimum rate'.

When asked to rate the importance of various aspects of parking, 'Parking charges' scored the highest importance (98%). Other high-scoring aspects include (ie. more than 90%): 'Personal safety', 'Location' and 'Safe environment'.

'Cost and/or value for money' were reoccurring themes throughout the consultation - with a number of respondents saying they would like to change parking charges – especially the Ashley Centre and/or other central car parks.

Although the overall majority of respondents were in favour of removing the one-hour minimum stay rate for customers to a two-hour minimum stay rate, closer analysis shows that larger businesses (ie. businesses >20 employees) and most businesses located in the Ashley Centre said 'No'. The most common reason for saying 'No' was that it would 'deter short-stay customers'.

When asked how useful do you find the Shopmobility scheme to your business, most responses were 'neutral'. The vast majority of respondents said 'No' to sponsoring a Shopmobility scooter.

Most respondents were not interested in advertising in council car parks, however, 19 said 'Yes' and the preference was to advertise in the Ashley Centre car park.

The most prevalent theme emerging from the condition of the car parks was 'faulty ticket machines/barriers'. The most common theme emerging from additional information, comments or proposals was 'cost and value for money' – which was a re-occurring theme echoed across a number of responses.

Annexe One: Questionnaire



Epsom Retailers Parking Consultation 2016

Please fill out the survey and return to us in the envelope provided by **Friday, 12 August 2016**.

All data collected for this survey will be treated in confidence. Anonymised responses to some questions may be shared with partner agencies.

About you:

Q1 Which store/business are you answering on behalf of? (name of retail business)

Q2 What type of retail business are you? (please tick one option)

☐ Independent trader ☐ Chain business (ie. 5 or more stores)

Q3 Who is your preferred contact person? (first name and surname)

Q4 Preferred contact telephone number?

Q5 Preferred contact email address?

Q6 How many staff do you employ?

☐ 0 to 5
 ☐ 11 to 20
 ☐ 51 to 99
☐ 6 to 10
 ☐ 21 to 50
 ☐ 100+

About Parking:

Q7 Where do your staff currently park? (please tick all that apply)

☐ Ashley Centre car park
☐ Hook Road car park
☐ Upper High Street / Depot Road car park
☐ Town Hall / Hope Lodge car park
☐ On street parking
☐ Other

If 'Other', please specify:

Q8 Would you like to offer your staff discounted parking at Hook Road car park? Annual business permits are available in Hook Road car park for £575 (equivalent to £48 per month). Would you be interested in acquiring an annual permit for this car park?
☐ Yes ☐ No (go to Q10)

Q9 If 'Yes' to Q8, how many discounted parking permits would you be interested in? (please tick one option)
☐ 1 to 5 permits ☐ 6 to 10 permits ☐ 11 to 15 permits ☐ 16 to 20 permits ☐ 21 or more permits

Q10 Please rate the following aspects of parking to you:

	Very important	Important	Neutral	Little Importance	Least Importance	Don't know
Appropriate lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Effective surveillance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No/little queuing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Size of parking space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of access (eg. height restriction)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking charges	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you wish to elaborate your answer, please explain below in Q11

Q11 Please indicate below any other aspect of parking that is of importance to you.

Q12 Is there a parking charge you would like to change?

☐ Yes ☐ No (go to Q14)

If 'Yes', please specify:

Q13 What would you change it to? Why?

Q14 Would you be in favour of removing the one-hour minimum stay rate for customers to a two-hour minimum stay rate? (ie. short stay customers pay a minimum of two hours parking)

☐ Yes ☐ No

If 'No', please state reasons:

Q15 Does your business want to offer your customers discounted parking at your cost at one of the Council car parks?

☐ Yes ☐ No

If 'No' to Q15, please explain? (go to Q17)

Q16 If 'Yes' to Q15, please indicate which option you prefer?

(please tick all that apply)

- ☐ A portion off the cost of parking for shopping in your business
- ☐ A portion off the cost of parking for spending a minimum amount in your business
- ☐ An additional one hour free parking, subject to payment of the minimum rate (i.e. pay for one hour and stay for two hours)
- ☐ Fully subsidising the parking of your customer (i.e. free parking)
- ☐ Other

If 'Other' please specify

Shopmobility:

The Council currently runs a Shopmobility scheme from the Ashley Centre car park hiring wheelchairs and mobility scooters to disabled users. The scheme enables people with limited mobility to shop and enjoy the other facilities available in Epsom town centre.

Q17 How useful do you find the Shopmobility scheme to your business?

(please tick one option)

Very useful	Useful	Neutral	Little use	Not useful	Don't know
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q18 Would your business like to sponsor a Shopmobility scooter?

☐ Yes ☐ No

Advertising:

Council-owned car parks can raise funds through advertising as well as parking charges.

Q19 Would you like to see more advertising in council-owned car parks?

☐ Yes ☐ No

Q20 Would your business be interested in advertising in council car parks?

☐ Yes ☐ No (go to Q22)

Q21 If 'Yes' to Q20, which car park would you advertise your business in?
(please tick all that apply)

- ☐ Ashley Centre
- ☐ Depot Road
- ☐ Hook Road
- ☐ Upper High Street
- ☐ Town Hall
- ☐ Hope Lodge

Condition of the car parks and additional information, comments or proposals:

Q22 Do you have any comments regarding the condition of the car parks?

☐ Yes ☐ No

If 'Yes', please provide details?

Q23 Please state any additional information, comments or proposals:

If you would like more information on this survey, please contact Epsom & Ewell Borough Council on 01372 732000 or email: contactus@epsom-ewell.gov.uk

Thank you for your time and contribution. Your comments are greatly appreciated.
The report of this survey will be published on the Epsom & Ewell Borough Council's website.