

## **KEY POINTS FROM COMMISSIONED RESEARCH – ATTLEBOROUGH CAR PARKING**

Breckland Council commissioned research from the UEA's Norwich Business School in October 2009 to survey the public in Attleborough in respect of attitudes to parking in the town. Some 911 responses were received

What follows is a summation of the headline findings.

*Why do people travel?*

- 51% shoppers, 19% commuters

*How long do people stay?*

- Less than 1 hour = 320 (45%)
- Up to 2 hours = 133 (18%)
- Over 8 hours = 107 (11%)

*Where do people park?*

- J Sainsbury = 285 (45%)
- Queens Square = 167 (27%)
- Rail station = 72 (11%)
- Lidl = 45 (7%)

*Where do people travel from?*

- 54% travel from within the Attleborough postal code area (NR17)

*“Parking in Attleborough is currently difficult”*

- 58% agree, 28% disagree

*“Breckland Council needs to urgently address car parking problems”*

- 66% agree, 19% disagree

*“Introduction of parking charges will help car parking congestion”*

- 39% agree, 46% disagree

*“Charges will reduce the time spent in Attleborough”*

- 51% agree, 33% disagree

*“Pay and Display parking will ease traffic congestion”*

- 43% agree, 39% disagree

*“A car sharing initiative will ease traffic congestion”*

- 38% agree, 45% disagree

*“Parking charges will help Breckland Council meet its local community commitments”*

- 38% agree, 41% disagree

*“Attleborough needs more town centre car parking space”*

- 69% agree, 21% disagree

*“Attleborough needs a multi-storey car park”*

- 25% agree, 65% disagree

*“Supermarket car parking should be regulated through ticket validation”*

- 44% agree, 36% disagree

*“Railway parking needs to be improved”*

- 63% agree, 16% disagree

*“Railway station car park safety needs to be improved”*

- 52% agree, 18% disagree

## Summary

Significant majority of car park users are shoppers and live in or very close to Attleborough. Almost two thirds of respondents parked for 2 hours or less. Clear majority feel that car parking is an issue that needs to be improved/resolved but there is equivocation when it comes to supporting measures (e.g. charging) that would bring about tangible improvements.