



**SCC LOCAL COMMITTEE IN
SPELTHORNE**

CHRISTMAS PARK & RIDE

20 MARCH 2006

KEY ISSUE:

To update Members on the results of the Christmas Park & Ride service for 2005.

SUMMARY:

A lack of funding at a crucial time led to the service not being fully advertised. Although there was a reduction in passenger numbers as a result of this, the service ran successfully and received a large amount of positive feedback from its users.

OFFICER RECOMMENDATIONS:

The Committee is asked to :

- i) note the report

1 INTRODUCTION and BACKGROUND

- 1.1 The Christmas Park and Ride service takes the following route:
Council Offices Knowle Green – Staines Railway Station – Staines Bus Station – Two Rivers – Staines Railway Station then returns to Knowle Green Council Offices. 2 coaches are provided that enable a 20 minute operating service. The service operated from 8.30am to 6.30pm on the four Saturdays leading up to Christmas. The service as normal was free of charge.
- 1.2 Generally the service operates on four Saturdays prior to Christmas. Last year, as Christmas Day was on a Saturday, the service was continued into January maintaining the four Saturday principle.
- 1.3 Previously the Elmsleigh Centre and 2 Rivers Shopping Centre provided sponsorship but unfortunately they made no contribution this year because both of their budgets had already been fully allocated. In order to avoid this problem, both sponsors were contacted in January 2006 asking them to allocate funding for Park and Ride 2006. Unfortunately, due to funding problems with the Staines Partnership, the Elmsleigh Centre is unable to provide sponsorship. However, Two Rivers have said that they will be considering it.

2 ANALYSIS and COMMENTARY

- 2.1 Park and Ride is considered a valuable service to provide for residents. Christmas shoppers using the service reduce congestion in the town centre and encourage the use of public transport.
- 2.2 Park and Ride posters and flyers are normally produced externally and advertised in; all public libraries in Spelthorne, Staines Train Station, Staines Bus Station, Elmsleigh Centre and the Two Rivers complex. Advertisements are placed in the December Edition of the Spelthorne Bulletin, and in a local newspaper. Directional signs guiding the public to the Knowle Green are also installed around Staines and Park and Ride 'bus stop' signs are installed at every stop.
- 2.3 Due to the possible shortfall of funds for the service Spelthorne LTS designed a poster and printed 100 copies to appear in Spelthorne Notice Boards, Staines Station and Public Libraries etc.

- 2.4 Passenger numbers are recorded by the coach drivers and results for this year compared with previous years are shown below: -

Year	Days operated	Total Passengers	Average per day
1990	4	2,000	500
1991	3	1,492	497
1992	3	1,643	548
1993	3	1,531	510
1994	3	1,464	488
1995	3	1,665	555
1996	4	1,764	441
1997	4	2,748	687
1998	4	2,263	566
1999	4	2,634	659
2000	3	2,978	993 *
2001	3	1,722	574
2002	3	1,368	456
2003	4	1,994	499
2004	4	2,012	503
2005	4	1,356	339

* Major roadworks in Staines Town Centre

This shows a 33% decrease in passenger numbers compared to last year.

3 CONSULTATIONS

- 3.1 Feed back slips for the service were left on each of the Park and Ride coaches for users to fill in. The options given as tick boxes were 'Poor', 'Satisfactory', 'Good' and 'Excellent'. The total number of questionnaires received was 56 and 95% of them credited the service as 'excellent' with the remaining 5% reported a 'good' service. Spelthorne Residents filled in 99% of slips returned.

The feedback slips offered the user the chance to give their comments and suggestions on the service. The following were the most common: -

- Better advertising is needed. (29%)
- Service should be run every Saturday (all year round). (27%)
- Helpful and friendly drivers. (7%)
- Service should be extended to cover January sales.(4%)
- Remove railway station from route due to lack of passengers.(4%)
- No Comment / Suggestions (29%)

4 FINANCIAL IMPLICATIONS

- 4.1 Spelthorne Borough Council Contributes £3500 to the Park and Ride Scheme. In previous years the Elmsleigh Centre and the Two Rivers Centre have added £1000 each but due to a lack of notification neither organisation made any funds available this year. Further funds were to be obtained from Staines Market Revenue, but at a late stage prior to commencing the Park and Ride Scheme, uncertainty of this money being available was still a concern.
- 4.2 Provision of two coaches for the four days in which the Park and Ride scheme operates cost £3032. An additional £500 was required for signing. It was therefore concluded that costs would have to be kept down to stay within the budget known to be available.
- 4.3 Around £3000 did become available from Staines Market Revenue at a late stage which will be carried over to next years budget for Park and Ride and will be used to fund advertising costs.

5 SUSTAINABLE DEVELOPMENT IMPLICATIONS

- 5.1 This service encourages the use of an alternative mode of transport to the motor car, it also provides mobility to those who may not otherwise have been able to visit Staines Town Centre.

6 CRIME & DISORDER IMPLICATIONS

- 6.1 There are no implications.

7 EQUALITIES IMPLICATIONS

- 7.1 There are no implications.

8 CONCLUSION AND REASONS FOR RECOMMENDATIONS

- 8.1 The Christmas period is one of the busiest times in the year for shopping. The provision of a Park and Ride service from the Council Offices has removed a significant number of vehicle movements from the centre of Staines and has proved to be a much appreciated service. Adequate funding for Park and Ride is vital for it to be well advertised and fully successful.

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BACKGROUND PAPERS: There is none.