



**SCC LOCAL COMMITTEE IN  
SPELTHORNE**

**CHRISTMAS PARK & RIDE**

**2 JULY 2007**

**KEY ISSUE:** To update Members on the outcome of the Christmas Park & Ride service and to agree the provision of the service for 2007.

**SUMMARY:** The service ran successfully last year, with an 11% increase of passengers over 2005. A large amount of positive feedback was received from the users.

**OFFICER RECOMMENDATIONS:**

The Committee is asked to agree the provision of the service for 2007.

## 1 INTRODUCTION and BACKGROUND

- 1.1 The Christmas 2006 Park and Ride service took the following route: Council Offices Knowle Green – Staines Railway Station – Staines Bus Station – Two Rivers – Staines Railway Station – Knowle Green Council Offices. Two coaches were provided that enabled a 20-minute operating service which operated from 8.30am to 6.30pm on the four Saturdays before Christmas. The service as normal was free of charge.
- 1.2 In previous years, the Elmsleigh Centre and 2 Rivers Shopping Centre had provided sponsorship, but unfortunately no contribution was made last year, which resulted in reduced funding.

## 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 were produced and printed internally by Spelthorne Local Transportation Service last year and advertised in all public libraries in Spelthorne, Staines, Shepperton, and Sunbury Railway Stations, Staines Bus Station, Elmsleigh Centre and the Two Rivers complex. Directional signs guiding the public to Knowle Green were also installed around Staines and Park and Ride 'bus stop' signs were installed at every stop.
- 2.3 Passenger numbers are recorded by the coach drivers and results for 2006 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
<b>2006</b>	<b>4</b>	<b>1509</b>	<b>377</b>

\* Major roadworks in Staines Town Centre

This shows 11% increase in passenger numbers compared to the previous 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 75 and 95% of them credited the service as 'excellent' with the remaining 5% reported a 'good' service.

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

- Service should be run every Saturday (all year round) (23%)
- Better advertising is needed (15%)
- Helpful and friendly drivers (11%)
- Remove railway station from route due to lack of passengers (7%)
- No comment / suggestions (24%)
- Various other comments / suggestions (20%)

No negative feedback was received from any of the returned questionnaires.

3.3 The Chamber of Commerce and the Borough Council were consulted informally and indicated that they would be concerned if a charge was to be made for the service this year as there were many developments proposed to commence late 2007 in the Town Centre.

### **4 FINANCIAL IMPLICATIONS**

4.1 The estimated cost to provide the service for December 2007 is £6,000 to cover operational costs and improved advertising. As last year, this would be funded from existing budgets.

### **5 SUSTAINABLE DEVELOPMENT IMPLICATIONS**

5.1 This service encourages the use of an alternative mode of transport to the private 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.

**Reported by: Annette Williamson, Local Highways Manager**

---

**LEAD/CONTACT OFFICER: Adrian Selby – Engineering Technician**

**TELEPHONE NUMBER: 08456 009 009**

**BACKGROUND PAPERS: None**