Appendix LL - UEA Presentation

a better place, a brighter future
Breckland
COUNCIL

Emerald Consultancy

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Overview

- The Project Brief
- The Consultancy Process
- Survey Findings
- Analysis Of Findings
- Suggestions/Solutions
- Conclusions

The Project Brief

Numerous issues related to car parking in and around town:

- No parking enforcement in town or charges, leading to ‘bay blocking’
- Safety issues at railway station
- Commuters parking in town all day
- Growing town leading to more congestion and overcapacity parking in council car parks
- Central one way system
- Largest car park used for market
- Retailer staff banned from parking on site

The Project Brief

- Design a suitable questionnaire
- Undertake field research in Attleborough
- Sampled a cross section of the population in the:
  - Town centre
  - Railway station
  - Sainsbury's
- Provide a final analytical report of findings

The Consultancy Process

- Researched Attleborough and similar towns
- Designed a pilot questionnaire which was further modified prior to the main survey
- Attended Breckland District Council meetings to gain further insights into the issues
- Undertook survey field research in Attleborough over a two week period at all points of the day (from 6:45am – 7:00pm)
- Coded over 900 questionnaires question by question and inputted into SPSS

The Consultancy Process

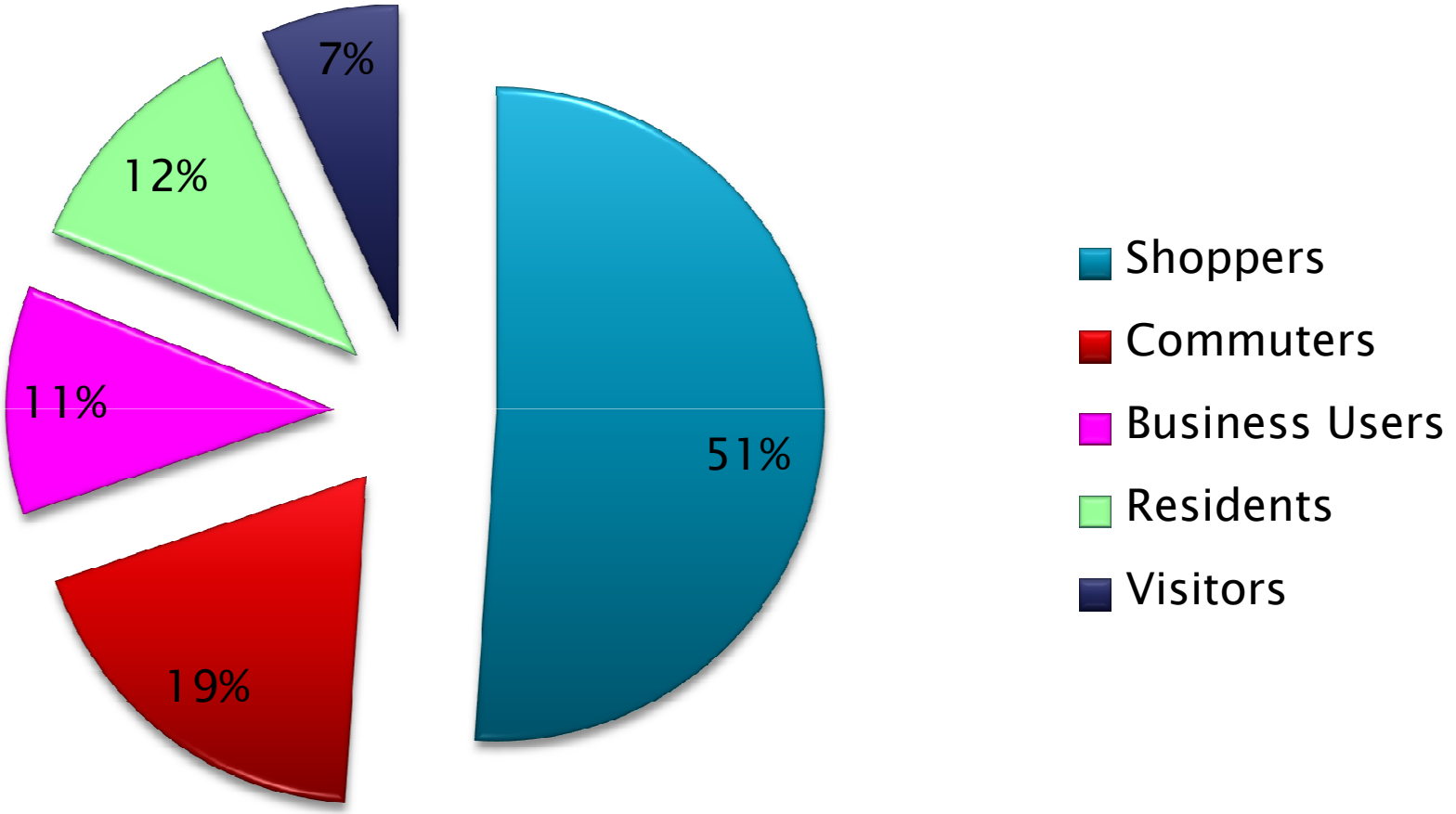
- Analysed the data against all possible variables to identify key trends
- Gathered research from the media and District/Town Council publications to support our analysis and suggestions
- Researched towns of a similar size in the local area and nationwide to identify feasible solutions that were proven to work
- Identified possible suggestions/solutions based on the data obtained and our further research

Survey Findings

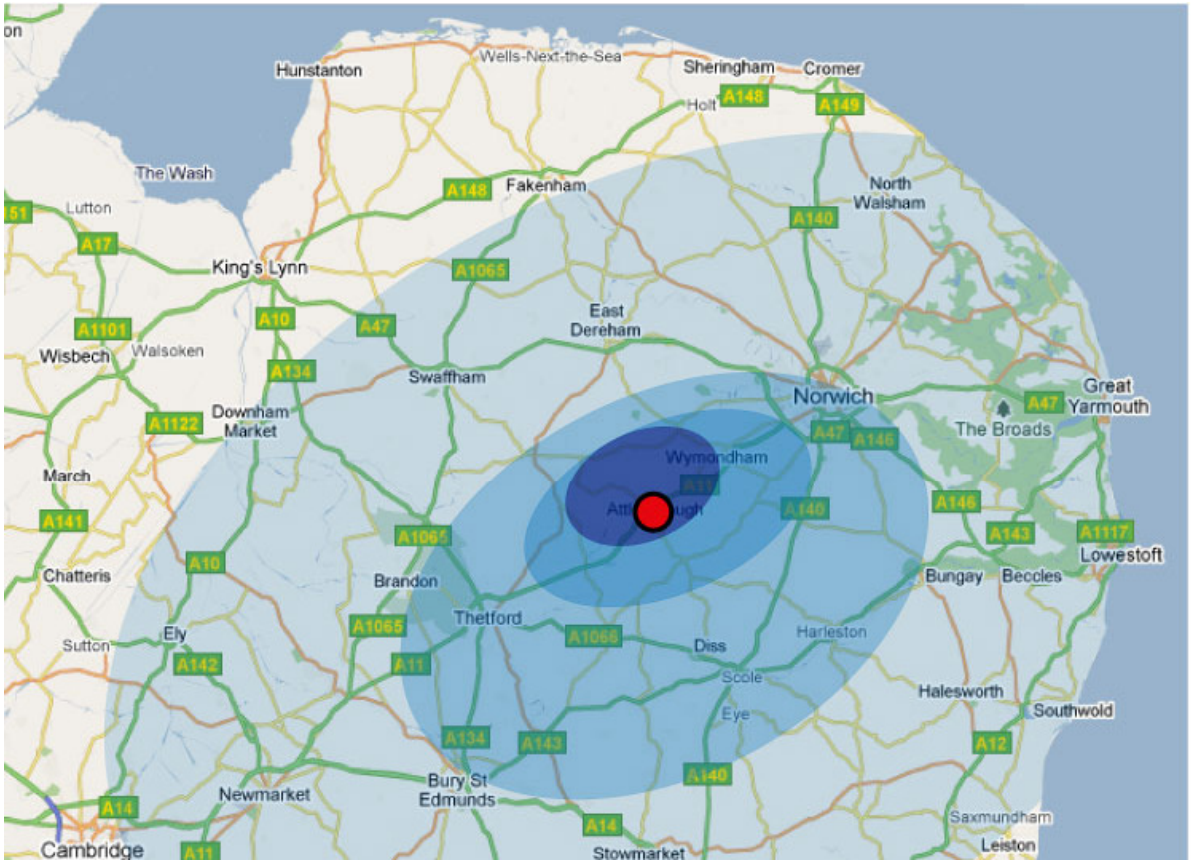
Survey Findings

- Why do people travel?
- Where do people travel from?
- How do people travel?
- How long do people stay?
- When do people travel?
- Where do people park?

Why Do People Travel?



Where Do People Travel From?



% of Distance Travelled

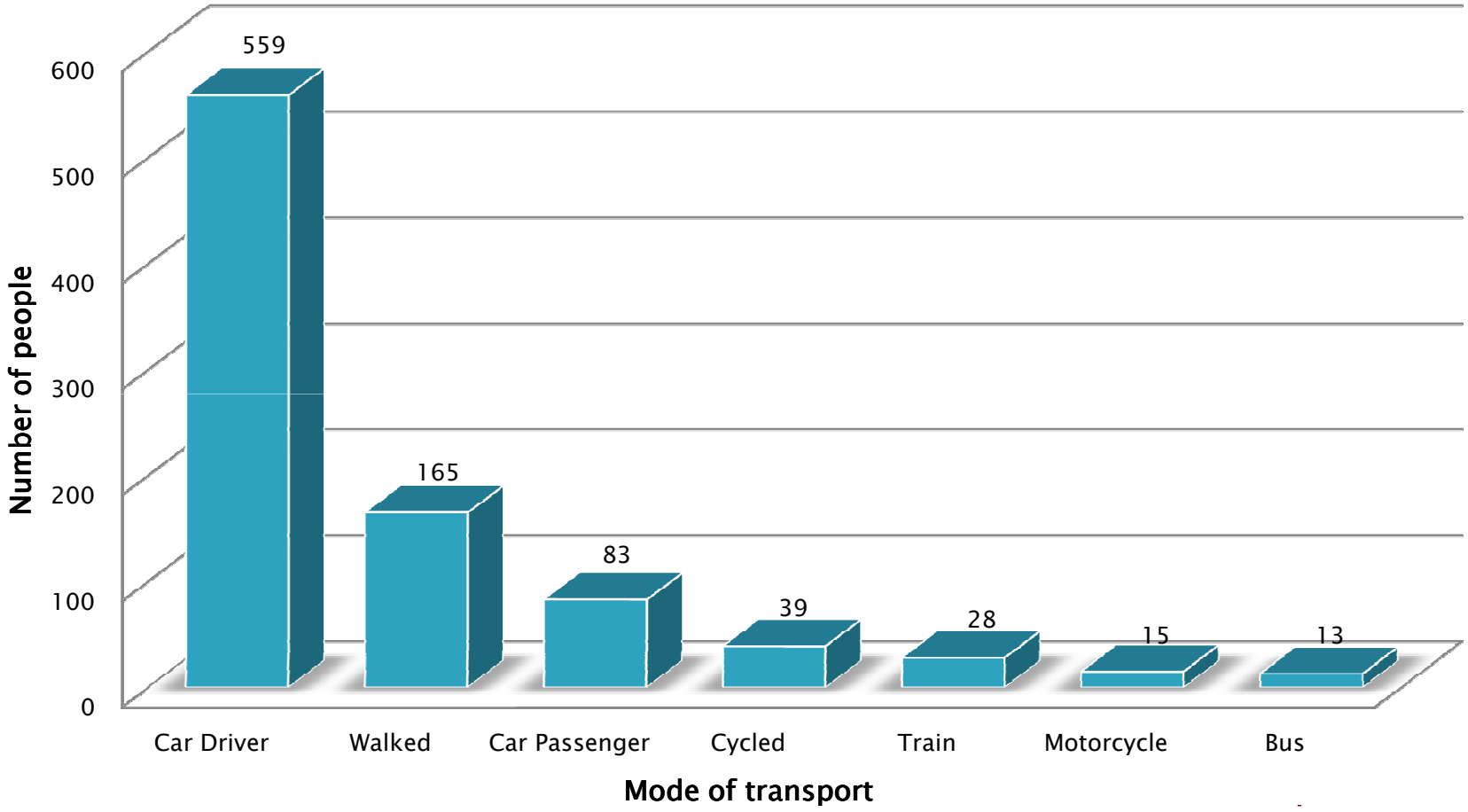
- 50%+
- 5-10%
- Less than 2%
- Less than 1%
- Attleborough

39% of people live in a rural hamlet/village,

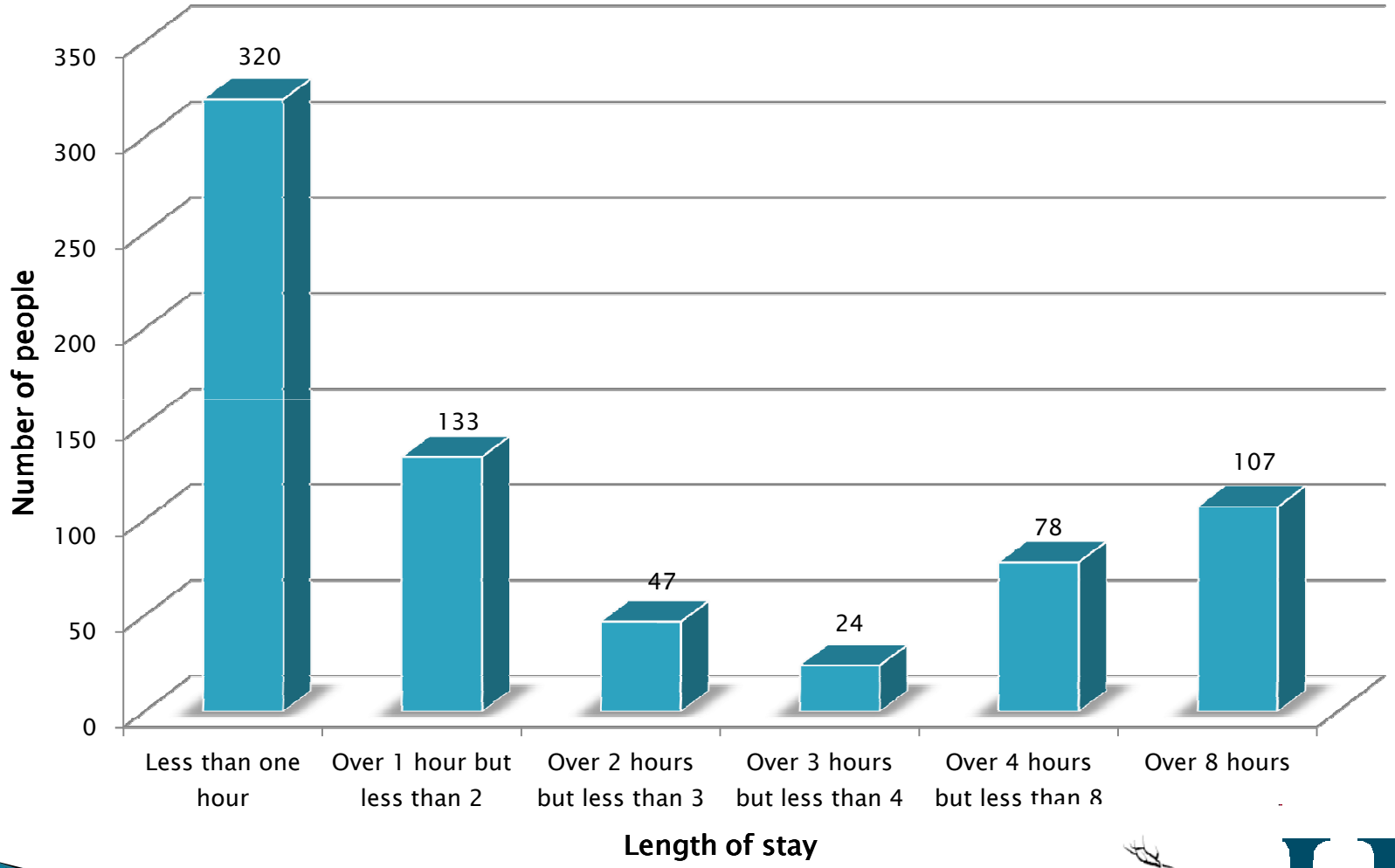
56% live in a town,

4% live in a city

How Do People Travel?



How Long Do People Stay?



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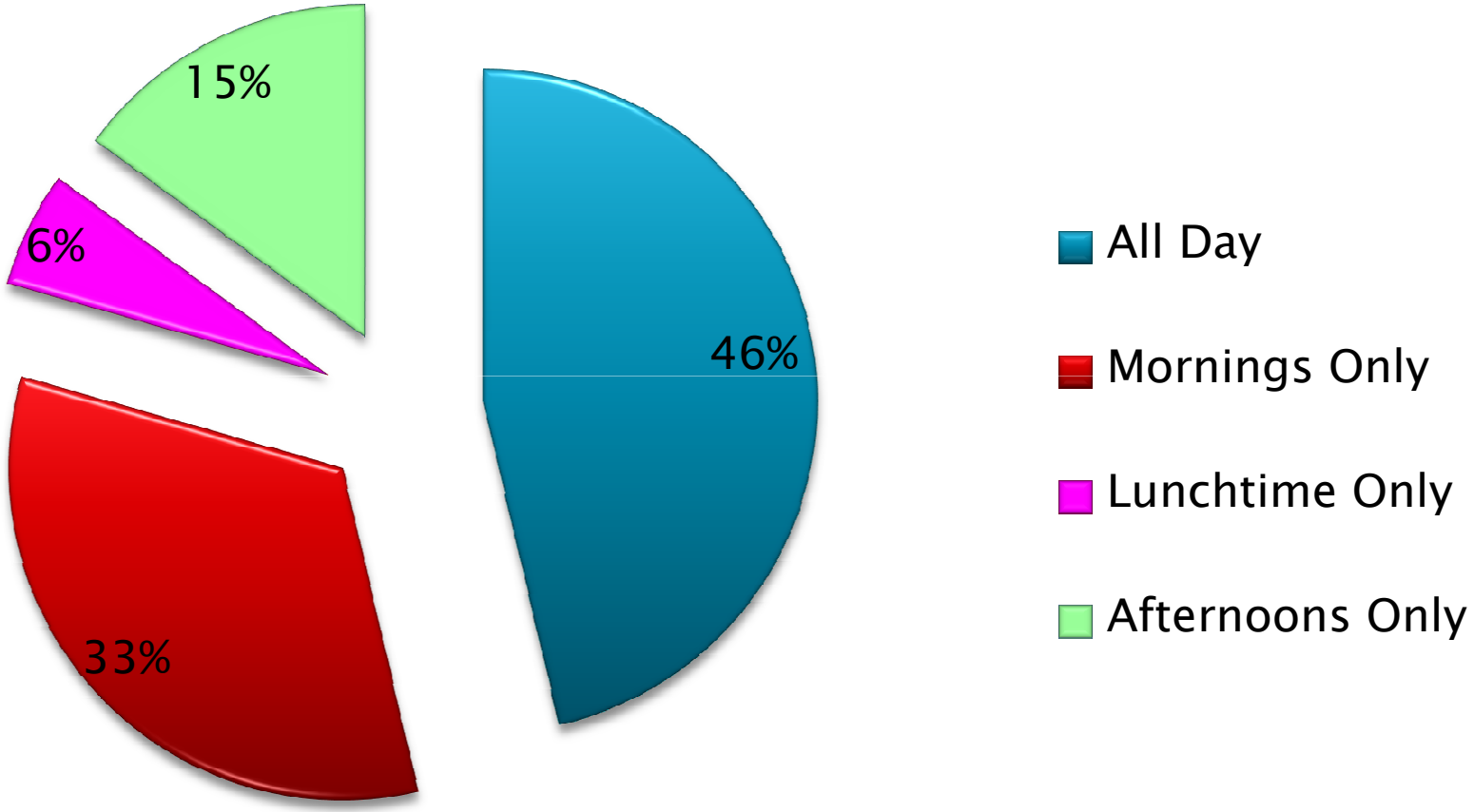
When Do People Travel?