

EAST AYRSHIRE COUNCIL**CABINET****16 MARCH 2022****Report By Depute Chief Executive**

SUBJECT: RUGBY PARK MATCH DAY RESTRICTIONS AND CHRISTMAS PARKING

PURPOSE OF REPORT

1. The purpose of this report is to update Cabinet on the progress of work undertaken in relation to proposals for new parking restrictions needed for the effective management of visitor parking during football matches held at Rugby Park Kilmarnock and to seek approval to proceed towards the formal advertising of the proposals described herein.
2. The report further details the outcome of site surveys and a business questionnaire undertaken to monitor the impact and effectiveness of the Christmas parking initiative implemented in Kilmarnock during December 2021 with further approval sought for the recommendations given for future Christmas parking initiatives.

RECOMMENDATIONS

3. It is recommended that Cabinet agrees;
 - i. to instruct the Head of Roads to commence the statutory process for implementing a new Traffic Regulation Order to manage the road safety implications of match day parking at Rugby Park;
 - ii. to the introduction of an amended free parking offer in December 2022 based on 3 free hours within the off-street car parks only;
 - iii. to consider the effectiveness of this amended offer at a future sitting of Cabinet, and;
 - iv. otherwise, note the contents of the report.

BACKGROUND

4. Short term match day parking restrictions are currently implemented in the streets surrounding Rugby Park in order to promote road safety and ensure emergency routes remain free from parked vehicles. However, complaints from residents have increased in recent years due to an increase in indiscriminate parking in certain areas which cannot be addressed by the existing measures. Further concerns in relation to the effectiveness of the current arrangements also warrant further consideration.

5. In the lead in to Christmas 2021 and for the second year in succession, a parking initiative was implemented within Kilmarnock town centre where all parking charges throughout the town both on-street and off-street were suspended for the entire month of December. The initiative was implemented at the request of the Council's administration to support business by encouraging shoppers back into the town centre. The initiative received mixed reviews as the desired outcomes were not necessarily achieved.

RUGBY PARK MATCH DAY RESTRICTIONS

6. The existing match day restrictions are applied to various streets around Rugby Park when yellow no waiting cones are placed on the carriageway. The responsibility for the placing of cones in advance of matches has historically rested with Kilmarnock Football Club (KFC) and enforcement of the parking restrictions has been the responsibility of EAC/ARA since the introduction of Decriminalised Parking Enforcement in 2012.
7. The existing Traffic Regulation Order currently describes an outline of the entire area to which the restrictions can be applied which roughly covers the area from Portland Road in the north to Holmes Road in the south and extends west to east from the A71 flyover on Dundonald Road to its junction with McClelland Drive. This allows for flexibility in what streets are covered by the restrictions, however, in practise the only streets that are controlled during match days are the emergency services/evacuation routes along Rugby Road, South Hamilton Street and Dundonald Road.
8. Numerous complaints have been received from residents outwith the match day coning areas with the situation within the Westmoorland Estate (Harperland Drive etc.), Rugby Road and Rugby Crescent being particularly acute. There are further historic concerns regarding the effectiveness of the coning arrangements. Cones are very easily displaced and the distance between cones can often render enforcement ineffective. KFC has also indicated that it has limited staff resources for placing cones out on match days and would like to explore alternatives. As such a new approach is recommended.
9. A resident's consultation was undertaken from 01 – 31 October 2021 which was designed to capture the extent of the parking issues and collate residents' feedback in order to help develop the proposals. Having undertaken previous deliberations into the feasibility of various measures, a potential permit scheme for residents was discarded as it was deemed impractical both in terms of administration and implementation.
10. Therefore, the consultation offered residents the opportunity to consider proposals based around the introduction of permanent waiting restrictions at various junctions and also the introduction of part time waiting restrictions which would apply to certain lengths of road during specific times on match days. Residents were asked to consider whether the part time restrictions should apply all day on match days (Option 1) or only during a specified time period on match days (Option 2). 15% of respondents voted for Option 1 whereas 85% of respondents voted for Option 2.

11. As a result of the overwhelming support for part time restrictions during a specified time period on match days, the relevant Statutory Instrument which prescribes road traffic sign design has been reviewed and it is noted that options are fairly limited in terms of what text can be used to describe when part time restrictions apply in order to ensure that the message conveyed is clear and easily interpreted. Therefore, the part time waiting/loading restrictions shown at [Appendix 1](#) shall only apply on “match days” between the hours of “11am and 5pm”.
12. Occasional midweek fixtures with kick off times outwith these times can be accommodated by the inclusion of additional articles within the proposed Order which would enable restrictions to be implemented on the Emergency Access Route through the provision of no waiting cones. These would be placed on the carriageway by KFC.

CHRISTMAS PARKING

13. The free parking offer resulted in a marked increase in occupancy within the on and off-street parking facilities located around the Kilmarnock town centre. In order to gauge whether this resulted in the desired increase in town centre footfall, town centre businesses were canvassed for their opinions via an on-line questionnaire. Physical usage counts within the off-street car parks were also undertaken and collated by ARA staff.
14. The questionnaire was designed to try and gather opinion in the broadest terms possible and 36 businesses took part. The first question posed was in relation to parking charges and 68% of respondents agreed that parking charges are an effective mechanism for encouraging parking space turn over.
15. Whilst there is support for a future Christmas parking initiative only 38% of respondents consider that the all-day free parking offer is the most appropriate means of delivering the offer. The majority of support was for some form of partial offer instead.
16. The questionnaire also sought views on whether any future offer should continue to cover both on and off-street parking and this more or less split opinion 50/50.
17. Perhaps the most pertinent of the questions posed dealt with footfall and whether businesses had experienced an increase in the month of December. 70% of respondents stated they had not experienced an increase.
18. Views were also sought on why the car parks were clearly very busy whilst town centre footfall did not appear to correspond with this influx. The overwhelming consensus of opinion was that the additional vehicles which occupied the car parks were parked by town centre workers or ongoing bus or train commuters.
19. In addition to the questions, respondents were also given the opportunity to put forward their ideas on what they believed any future offer should be based. As expected there was a variety of suggestions put forward but it clear that there is support for a future free parking offer in the weeks leading into Christmas which is

based on a prescribed free period as opposed to a blanket offer. A report detailing the questionnaire results can be viewed at [Appendix 2](#).

20. The physical surveys undertaken by ARA staff appear to support the opinions expressed through the questionnaire. There was an obvious marked increase in usage within the larger prominent car parks located within the inner ring road which operated beyond capacity for the majority of each day. The surveys were also able to demonstrate that with the exception of the Foregate North Car Park at 75%, the other main car parks hosted vehicles which remained in position all day taking up 40% to 50% of the spaces available.
21. This can be compared with the Morton Place Car Park which normally operates at near capacity. The car park was vacant for the majority of the month indicating that the regular customers had chosen to take advantage of the free offer within the more centrally located facilities. Other factors which should be taken into consideration is the fact that the Multi Storey Car Park is now closed and although there were no formal counts undertaken, observations by ARA staff suggest that residential areas normally subject to all day visitor parking (Mon-Fri) by town centre workers or commuters were significantly quieter than normal.
22. All the evidence suggests that the all-day free parking offer did not deliver the intended results and simply led to increased frustration for shoppers who had great difficulties in finding a parking space due to the increased numbers of vehicles which occupied car park spaces for the entire day. Therefore, it is suggested that for any future free offer to succeed, a different model should be adopted.

CONCLUSIONS

23. The rationale behind the new proposals for dealing with match day parking at Rugby Park as set out within the consultation is based on dealing with indiscriminate parking which has a detrimental impact on road safety at junctions and on bends where sightlines can become compromised. It also deals with the need to ensure the emergency access routes remain clear and free from obstruction in the event of an emergency evacuation or other serious event. The new proposals clearly address these issues and Members are requested to support these measures by approving the recommendation that the Head of Roads proceeds with the statutory process for implementing a Traffic Regulation Order which, if made would replace the existing traffic management procedures with a suite of permanent lined and signed “at all times”, and “match day” only restrictions.
24. As for future Christmas parking arrangements, there are alternative delivery models available to support the objective of increasing town centre footfall. Members are, therefore, asked to consider and approve an alternative proposal based on the provision of 3 free hours per day during the month of December within the off-street car parks only. On-street parking is not included in this proposal as the existing 2 hour limit of stay does not align and it is felt that the majority of shoppers seeking shorter term parking sessions are still willing to pay for the convenience of being able to park close to their intended destinations.

POLICY/COMMUNITY PLANNING IMPLICATIONS

25. Both parking proposals contained within this paper reflect the overarching vision of the Community Plan for the promotion of vibrant communities with access to high quality services which are sustainable and accessible.

LEGAL IMPLICATIONS

26. Should the recommendations be accepted, in exercise of the powers conferred by the Road Traffic Regulation Act 1984, match day parking proposals shall be subject to the promotion of a Traffic Regulation Order following statutory procedures in relation to consultation, advertisement and addressing any objections.
27. The Christmas parking arrangements can be accommodated by the advertising of a Notice of Variation of Charges for Designated Off-Street Parking Places under the terms of the Local Authorities' Variation of Charges at Off-street and Designated Parking Places (Notice Procedure) (Scotland) Regulations 1997.

HUMAN RESOURCE IMPLICATIONS

28. Any resource implications associated with the proposals contained within this paper shall be absorbed by Ayrshire Roads Alliance.

EQUALITY IMPACT IMPLICATIONS (INCLUDING SOCIO-ECONOMIC DUTY)

29. An EQIA relevance assessment has been undertaken and confirmation is given that a full impact assessment is not required at this stage.

FINANCIAL IMPLICATIONS

30. There may be a financial impact of approximately £98,500 associated with the proposals contained within this report. This figure is derived mainly from the promotion of free Christmas parking which may see a downturn in parking receipts of approximately £90,000.
31. An allowance of £2500 is required for the supply and installation of replacement software for the ticket machines. The line and sign arrangements for the proposed Rugby Park restrictions may incur costs of approximately £5000. There may be further costs incurred for the advertising of both parking proposals in the region of £1000. All costs shall be accommodated from the ARA local service delivery budget.

RISK IMPLICATIONS

32. Failure to gain approval for the proposals contained within this paper may hamper the ability to adequately resource and promote any future Christmas parking offer. The opportunity to address long standing issues caused by match day parking to the satisfaction of residents, community groups and elected members may also fail to materialise.

NET ZERO IMPLICATIONS

- 33.** Parking policy recognises the aims and aspirations set out in the Council's Climate Change Strategy. The proposed match day parking arrangements will help reduce carbon emissions as the introduction of permanent line and sign arrangements will replace the current need for cones to be placed on the carriageway each match day, thereby removing labour intensive multiple stop vehicle journeys. Match day patrols are undertaken by Parking Attendants either on foot or using an Electric Fleet Vehicle.

TRANSFORMATION STRATEGY

- 34.** The proposals contained herein support the Council's Transformation Strategy in relation to the economic outlook for the Kilmarnock town centre and wider communities by supporting future prosperity and sustainable growth through progressive parking initiatives.

APPENDICES

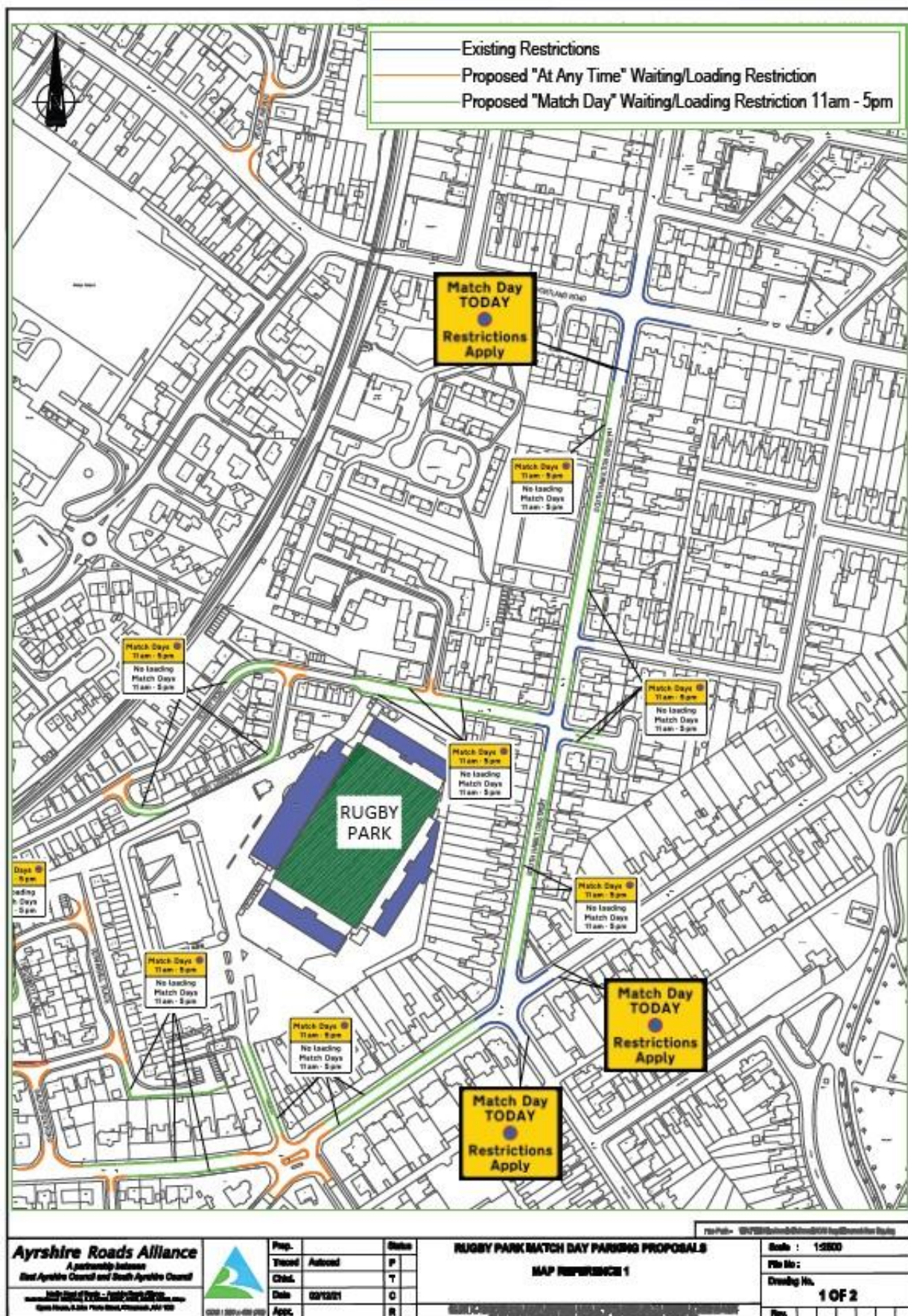
Appendix 1 - Rugby Park Maps

Appendix 2 - Christmas Parking Business Questionnaire

Background Papers: None

Person to contact: Barrie McDonnell, Team Leader
01563 503164
barrie.mcdonnell@ayrshireroadsalliance.org

Implementation officer: Kevin Braidwood, Head of Roads
01563 503164
kevin.braidwood@ayrshireroadsalliance.org



APPENDIX 2
CHRISTMAS PARKING BUSINESS QUESTIONNAIRE

Christmas Parking Business Questionnaire – December 2021

Following the commencement of the free parking initiative in December 2021, feedback received from town centre businesses indicated there were concerns regarding the fact that the town centre car parks and many of the on-street parking locations became observably busier than normal whereas town centre footfall did not appear to correspond with this influx.

Therefore, an online questionnaire was prepared to allow businesses to have their say on how they perceived the initiative and to gather opinion on how any future initiative should be operated. A series of questions were posed along with some free text boxes to try and capture as much information as possible with the results given as follows:

Free Car Parking Survey for December 2021

1. Introduction

1. Business name (redacted)			
Answer Choices		Response Percent	Response Total
1	Open-Ended Question	100.00%	39
1	09/12/2021 16:04 PM ID: 180782916		
2	09/12/2021 16:06 PM ID: 180783095		
3	09/12/2021 16:09 PM ID: 180783409		
4	09/12/2021 16:11 PM ID: 180783571		
5	09/12/2021 16:23 PM ID: 180784710		
6	09/12/2021 16:34 PM ID: 180785964		

1. Business name (redacted)

7	09/12/2021 16:35 PM ID: 180785949	
8	09/12/2021 16:36 PM ID: 180786076	
9	09/12/2021 16:42 PM ID: 180786629	
10	09/12/2021 17:15 PM ID: 180789388	
11	09/12/2021 17:20 PM ID: 180789731	
12	09/12/2021 17:38 PM ID: 180790991	
13	09/12/2021 17:49 PM ID: 180791677	
14	09/12/2021 19:26 PM ID: 180796639	
15	09/12/2021 20:11 PM ID: 180798614	
16	09/12/2021 20:42 PM ID: 180799869	
17	09/12/2021 23:39 PM ID: 180805161	
18	10/12/2021 04:24 AM ID: 180807737	
19	10/12/2021 10:13 AM ID: 180822441	
20	10/12/2021 11:14 AM ID:	

1. Business name (redacted)

	180829054	
21	10/12/2021 11:40 AM ID: 180831944	
22	12/12/2021 19:04 PM ID: 180976994	
23	13/12/2021 13:40 PM ID: 181021192	
24	13/12/2021 13:49 PM ID: 181022004	
25	13/12/2021 13:57 PM ID: 181022892	
26	13/12/2021 14:03 PM ID: 181023434	
27	13/12/2021 14:14 PM ID: 181024469	
28	13/12/2021 16:05 PM ID: 181035112	
29	13/12/2021 17:19 PM ID: 181041698	
30	13/12/2021 17:21 PM ID: 181041893	
31	13/12/2021 17:58 PM ID: 181044371	
32	13/12/2021 19:07 PM ID: 181048050	
33	14/12/2021 09:02 AM ID: 181068122	
34	14/12/2021	

1. Business name (redacted)

		09:31 AM ID: 181071031	
35		14/12/2021 10:02 AM ID: 181074008	
36		14/12/2021 16:59 PM ID: 181117642	
37		14/12/2021 17:00 PM ID: 181117722	
38		14/12/2021 17:00 PM ID: 181117792	
39		14/12/2021 17:01 PM ID: 181117857	
			answered 39
			skipped 12

2. Do you agree parking charges are an effective means of encouraging parking space turnover?

Answer Choices			Response Percent	Response Total
1	Yes		68.63%	35
2	No		31.37%	16
			answered	51
			skipped	0

3. Do you think the free parking period in December should be limited for a certain amount of time e.g. free after 11am or free for 3 hours?

Answer Choices			Response Percent	Response Total
1	Yes - free after 11am		22.45%	11
2	Yes - free for 3 hours		38.78%	19
3	No - keep it free all day		38.78%	19
			answered	49
			skipped	2

4. Please make another suggestion for times or comment

Answer Choices			Response Percent	Response Total
1	Open-Ended Question		100.00%	25
1	09/12/2021 16:06 PM ID: 180783095	Free parking is encouraging people to shop in town as opposed to Irvine, silverburn etc.		
2	09/12/2021 16:11 PM ID: 180783571	Free parking should be restricted to car parks.		
3	09/12/2021 16:18 PM ID: 180783570	3 Hours is fine for shopping		
4	09/12/2021 16:34 PM ID: 180785964	I don't think this should just apply for December. I feel there needs to be reduced parking charges for workers providing a service to the local Community.		
5	09/12/2021 16:35 PM ID: 180785949	After 11 and 3 hrs to stop staff parking up all day		
6	09/12/2021 16:42 PM ID: 180786629	There is confusion about free parking but time restrictions still apply - this has not been made clear enough. Not everyone buys The Standard or is on the internet. The light coloured print on the label on the meters saying parking is free is clear - the red print saying restrictions still apply is not clear and will be missed by many. Cynically I could say that is deliberate - why not have it all in light coloured print?		
7	09/12/2021 17:15 PM ID: 180789388	It 100 % doesn't work in my opinion as it's simply full of workers and certainly not being restricted to 2 hours as the same cars are parked outside my shop all day		
8	09/12/2021 17:20 PM ID: 180789731	Spaces reserved for season ticket holders		
9	09/12/2021 17:38 PM ID: 180790000	It has not been made clear that although the parking is free, you cannot park for more than 2hrs. I was given a parking tickets when I stupidly thought that the council/ roads where rewarding small businesses in December. With everything small business has been through this year, I feel		

4. Please make another suggestion for times or comment

	180790991	this was the last straw and to be perfectly honest a slap in the face
10	09/12/2021 18:19 PM ID: 180793351	Tried to park in town a couple of times this week. Very difficult to find a space. Heard people in cafe moaning about how difficult it was to park. Shop and office staff blocking up spaces no room for customers. A friend just drove home as too hard to park. Must not be free all day it doesn't work!!
11	09/12/2021 19:26 PM ID: 180796639	Parking in car parks must be free in Kilmarnock town centre all year round to encourage trade. The fees are a tax on Kilmarnock business and with a growing number of empty units are unacceptable. Abolish them now! TICKETS MUST BE CONTINUED TO BE REQUIRED AND TIME MUST BE LIMITED. This should not be a green light for turning them into council staff car parks.
12	09/12/2021 20:11 PM ID: 180798614	As well as time restrictions on on street parking there should be a time set for car parks as well. Customers are having to drive round one ways system several times to try and find parking spaces.
13	09/12/2021 23:39 PM ID: 180805161	Free for 3 hours with parking attendants to enforce compliance,
14	09/12/2021 23:54 PM ID: 180805451	Free after 11 would discourage office workers to park all day but would encourage shoppers or people using restaurants and cafes in the town.
15	10/12/2021 07:08 AM ID: 180809882	while i agree it should be all day as shoppers need to relax while shopping,something needs to be done about all the spaces being taken up by workers in the town.i do realise that is difficult to address but it's not working as it is i'm afraid.
16	10/12/2021 10:13 AM ID: 180822441	I think free parking should apply all year possibly then with a 3 hour time limit or if needed a much lower parking charge. Free parking all day in December is required or customers will shop elsewhere and it gives local businesses a big boost.
17	10/12/2021 11:40 AM ID: 180831944	to limit the time would mean shoppers would go else where to shop. being free all day lets them visit shops and grab lunch/ coffee without rushing. its one month of the year let people enjoy it.
18	10/12/2021 23:15 PM ID: 180910756	I think if you are a business based in Kilmarnock you should get free parking. I also think if you are visiting or live in Kilmarnock you should get free parking.
19	12/12/2021 19:04 PM ID: 180976994	Free from 3pm.
20	13/12/2021 13:40 PM ID: 181021192	It should be free all day but there's not enough spaces
21	13/12/2021 13:49 PM ID: 181022004	Free for a short length of time will deter people parking all day and would encourage a turnover of spaces for customers
22	14/12/2021 16:59 PM ID: 181117642	Free 2 or 3 hours , flexible after 9.00am , if the intention is to promote shoppers coming in to the town centre

4. Please make another suggestion for times or comment

23	14/12/2021 17:00 PM ID: 181117722	Free 2 or 3 hours , flexible after 9.00am , if the intention is to promote shoppers coming in to the town centre
24	14/12/2021 17:00 PM ID: 181117792	Free 2 or 3 hours , flexible after 9.00am , if the intention is to promote shoppers coming in to the town centre
25	14/12/2021 17:01 PM ID: 181117857	Free 2 or 3 hours , flexible after 9.00am , if the intention is to promote shoppers coming in to the town centre
		answered 25
		skipped 26

5. Should the free parking offer only apply to the car parks?

Answer Choices			Response Percent	Response Total
1	Yes		47.06%	24
2	No		52.94%	27
			answered	51
			skipped	0

6. Comments

Answer Choices			Response Percent	Response Total
1	Open-Ended Question		100.00%	13
1	09/12/2021 16:34 PM ID: 180785964	it should apply on street as well especially at this time of year if you want to encourage people to come into Town to spend their money.		
2	09/12/2021 17:20 PM ID: 180789731	The free parking has blocked all car parks to the extent that we have had to cancel appointments and rearrange outside meetings. We have all missed commitments while looking for a space while we pay for several season tickets each year!!!		
3	09/12/2021 17:38 PM ID: 180790991	Parking should be free, the problem with parking comes from people commuting. Having a commuting car park out with the town centre and a bus service would free up space for shop owners/ workers/ clients and customers to enjoy and utilise the town. There must be other ways to find funding for the council, using parking as a means of profit is not a solution.		
4	09/12/2021 17:48 PM ID: 180791630	Street parkin in fact all parking		

6. Comments

5	09/12/2021 18:19 PM ID: 180793351	Anyone who REALLY want to come into shops can pay for a short period if the office and shop staff block up the main car parks.
6	09/12/2021 20:11 PM ID: 180798614	Office workers and other town centres employees are parking all day free so there is not a turn round in the spaces. Some customers are parking early morning getting bus to Glasgow for the day so parking and transport has been free.
7	09/12/2021 23:39 PM ID: 180805161	Only if it's for a limited time.
8	10/12/2021 07:08 AM ID: 180809882	as i have mentioned above car parks are full by 9am.i went to do banking yesterday at BOS and car park behind it was full at 8.55am.i'm sure we all know that's not shoppers
9	10/12/2021 10:13 AM ID: 180822441	On street free parking is helping local shops as customers are able to pop in / out when required. The problem is people are staying in the on street parking bays all day so there is no turn over of parking bays. This is also very frustrating for business owners who purchase permits and cannot get a space near their shops. I do think that the on street charges could be a fixed cost rather than the current costs which are excessive.
10	12/12/2021 19:04 PM ID: 180976994	Free parking has never worked. Top of the town car parks are full by 8.45am . You have also lost all the Multi storey passes. People are buying more cars year after year and town centres are changing the full infrastructure and parking over the last 30 years to the detriment of businesses.
11	13/12/2021 13:40 PM ID: 181021192	Free parking everywhere would entice more people in to the town
12	13/12/2021 13:49 PM ID: 181022004	Workers and people parking and going to Glasgow are abusing the free parking
13	13/12/2021 17:21 PM ID: 181041893	Would be better if on street was still pay as then there would be a turnover of cars. Needs to be a clear message to drivers as to what was free and what wasn't.
		answered 13
		skipped 38

7. Do you think the car parks are full because (you can select multiple answers)

Answer Choices			Response Percent	Response Total
1	People shopping		35.29%	18
2	Staff parking		84.31%	43
3	People parking then commuting to other towns		62.75%	32
4	Other (please specify):		9.80%	5
			answered	51
			skipped	0
Other (please specify): (5)				
1	09/12/2021 16:09 PM ID: 180783409	All of the above		
2	09/12/2021 16:18 PM ID: 180783570	Council workers parking in town as well.		
3	09/12/2021 19:26 PM ID: 180796639	Car parks closed in Portland St/Old Kirk Lane, Multi-storey and spaces removed for works and electric charging points.		
4	10/12/2021 10:13 AM ID: 180822441	I think the majority is staff parking as prior to the 2 car parks being reduced to £1.50 per day there wasn't any parking available for staff which was affordable.		
5	10/12/2021 23:15 PM ID: 180910756	With Silverburn so close and free parking why would people come to the town to pay for parking and shop.		

8. Has the footfall in your business increased over December?

Answer Choices			Response Percent	Response Total
1	Yes		30.00%	15
2	No		70.00%	35
			answered	50
			skipped	1

9. Do you think this was wholly or partly due to the free parking offer?

Answer Choices			Response Percent	Response Total
1	Yes		50.00%	23
2	No		50.00%	23
			answered	46
			skipped	5

10. Comments

Answer Choices			Response Percent	Response Total
1	Open-Ended Question		100.00%	20
1	09/12/2021 16:06 PM ID: 180783095	The car parks near us have been full all day with a good turnover of cars. It doesnt appear that these are filled with staff cars than they would be normally		
2	09/12/2021 16:34 PM ID: 180785964	The parking has not really affected my Business footfall but means members are not clock watching while visiting the Branch.		
3	09/12/2021 16:35 PM ID: 180785949	Already 4 customers have been late for appointments as could not get parked and had to go to the carparks at the bottom end of the town then walk up to the Foregate, not ideal when just had their hair done		
4	09/12/2021 16:36 PM ID: 180786076	Most of my customers have trouble finding a space to collect Art work which has been framed , with the free parking this stops the movement of cars which generate spaces !!		
5	09/12/2021 16:42 PM ID: 180786629	My business does not depend on passing traffic so free parking does not benefit us but we do need to do what we can to get people to come into the town to spend money locally.		
6	09/12/2021 17:15 PM ID: 180789388	See my previous comment		
7	09/12/2021 17:20 PM ID: 180789731	Low footfall as no one can park		
8	09/12/2021 17:38 PM ID: 180790991	This has to be sorted if the town is to prosper. It's not only the cost but the constant threat of being given a parking ticket for overstaying your welcome in town.		
9	09/12/2021 18:19 PM ID: 180793351	Too difficult to find a parking space without queuing		
10	09/12/2021	Due to Covid trading is difficult enough without customers being unable to come into the town		

10. Comments

	20:11 PM ID: 180798614	
11	09/12/2021 20:42 PM ID: 180799869	Customers have contacted me to say they couldn't get parked so just went home. The town is not as busy as the car parks would suggest. It's the same cars parked all day.
12	09/12/2021 23:39 PM ID: 180805161	I have noticed that the car parks are now full from approx 9am and stay that way all day, I have full view of the carpark from the back of my shop and there are cars constantly driving around looking for spaces that rarely become available, They then end up driving away not able to do their shopping, I have had feedback from customers regarding this. The shop keepers have a constant battle with the public who take our private parking spaces , this is a problem for part time staff who start their shifts at different times of the day!
13	09/12/2021 23:54 PM ID: 180805451	Customers complain because they can no longer find a parking space/it takes longer to find a parking space or they have to park so far away.
14	10/12/2021 07:08 AM ID: 180809882	that is something that wouldn't affect our business
15	12/12/2021 19:04 PM ID: 180976994	Nothing I haven't brought up before and my father to before me, but directly it doesn't affect you weekly/monthly income.
16	13/12/2021 13:40 PM ID: 181021192	Footfall declined since multi storey closed
17	13/12/2021 17:21 PM ID: 181041893	The new strain of the virus and the fear message from government has impacted on the footfall in town. We are already down on last years figures.
18	13/12/2021 19:07 PM ID: 181048050	My business is outside the town centre but if i have to go into town parking spaces are not always available
19	14/12/2021 09:31 AM ID: 181071031	I work in an office environment therefore footfall isn't relevant
20	14/12/2021 10:02 AM ID: 181074008	It's too early to tell what effect the free parking will have. Footfall is higher than Dec 2020 but still well down on Dec 2019
		answered 20
		skipped 31

11. Has free parking been of any benefit to your business?

Answer Choices			Response Percent	Response Total
1	Yes		44.00%	22
2	No		56.00%	28
			answered	50
			skipped	1

12. Comments

Answer Choices			Response Percent	Response Total
1	Open-Ended Question		100.00%	18
1	09/12/2021 16:04 PM ID: 180782916	This has nothing to do with the Christmas arrangements but I would like to bring it to your attention. I operate my business from, Kilmarnock and parking is a nightmare. My staff and I are in and out of the office all day to carry out viewings and property visits etc - that's the nature of the business. The only option available to me is to pay for a permit, which in practice won't work because we are not guaranteed a space. Given that usually all the spaces are taken, it makes things impossible for us. Surely the council could operate an affordable scheme for business owners in the town centre, especially as we bring people into the town centre and also provide jobs.		
2	09/12/2021 16:34 PM ID: 180785964	N/A		
3	09/12/2021 16:35 PM ID: 180785949	Causing inconvenience for my customers		
4	09/12/2021 17:16 PM ID: 180789421	Allows staff to park closer to work without paying		
5	09/12/2021 17:38 PM ID: 180790991	Clients who have not been in for a long time have said they came because of the free parking.		
6	09/12/2021 17:49 PM ID: 180791677	Customers can park normally but with free parking no spaces		
7	09/12/2021 18:19 PM ID: 180793351	Needs a bit of control to stop office and shop staff, who do not want to walk, blocking up car parks. Plus multi storey car park shut as well.		
8	09/12/2021 20:42 PM ID: 180799869	It has impacted my business negatively. I'm Usually busy during the week because regular customers avoid coming in at the weekend because of the free parking. Now it's all week too!		
9	09/12/2021 22:20 PM	Footfall has drastically reduced at what should be the busiest time of the year, It also has an impact during the year when it's free on Saturdays???		

12. Comments

	ID: 180805161	
10	09/12/2021 23:54 PM ID: 180805451	Where staff would have previously been able to park near to work they cannot anymore. This is causing certain people to park a good 15 minute walk away which is not ideal with late night (after 10pm finishes)
11	10/12/2021 07:08 AM ID: 180809882	as above
12	10/12/2021 11:14 AM ID: 180829054	Once again it has been a disturbance to our business as our clients can't get a space outside our shop to park to come in for their appointment which in turns makes other appointments in our day run late . We also have people who spontaneously drive by & if they see a car parking space they pop in for a haircut . As it is it seems people are parking on john finnie street all day who are workers in shops:offices/council & not moving their car after the 2 hour max period allowed
13	10/12/2021 23:15 PM ID: 180910756	My staff travel in to the town to work here and as a small business I cant compete with larger ones who may pay higher salaries so I have to consider all elements. Free parking would be a real draw for staff.
14	13/12/2021 14:03 PM ID: 181023434	Footfall has doubled
15	13/12/2021 17:19 PM ID: 181041698	I dont think it helps too much, as there are bus and train station i fear locals will take advantage of the free car park and then commute to bigger citiee
16	13/12/2021 17:21 PM ID: 181041893	We have had comments from customers saying they couldn't get parked and went elsewhere.
17	14/12/2021 09:31 AM ID: 181071031	The free parking has been hugely beneficial as I can now park closer to the office meaning less pressure to find a parking space further away and still make it on time to the office.
18	14/12/2021 10:02 AM ID: 181074008	It can only help, but it is too early to be able to asses the full impact
		answered 18
		skipped 33

13. Do you have any other additional comments/suggestions?

Answer Choices		Response Percent	Response Total
1	Open-Ended Question	100.00%	17
1	09/12/2021 16:06 PM	Free parking would encourage people to shop in town as opposed to elsewhere that has free parking and more shops. Encouraging local and chain retailers into empty units on king Street	

13. Do you have any other additional comments/suggestions?

	ID: 180783095	would also be massively beneficial
2	09/12/2021 16:23 PM ID: 180784710	Parking should be free in all areas at all time as high streets need every help they can in the modern era. Charging for parking is simply a deterrent to any potential visitors to the area.
3	09/12/2021 16:34 PM ID: 180785964	None at present.
4	09/12/2021 16:42 PM ID: 180786629	Wholly unrelated but an annoyance as a frequent user of Tesco's filling station and TK Maxx etc - when exiting the retail park car park onto West Shaw Street the lights only show green long enough for 4 cars to legally exit. Usually 2 or 3 go through on the red. The road is wide enough for two lanes but as there are no lane markings most people sit their car right in the middle so that only one line can form. A central white line would maybe be a low cost solution to this issue. Moan over.
5	09/12/2021 17:20 PM ID: 180789731	It's a disaster and very unfair to season ticket holders
6	09/12/2021 17:38 PM ID: 180790991	Why is it always small businesses which have to suffer. Why cant the council find a means of drawing funds from Tesco, Morrison's, petrol Stations, McDonalds, KFC, B&Q, all of these big retailers which by the way do not have parking fee's at their premises.
7	09/12/2021 17:49 PM ID: 180791677	Cheaper parking all year for workers
8	09/12/2021 18:19 PM ID: 180793351	Charge from 11:00 as staff will be at work and it will keep some of the spaces free for customers.
9	09/12/2021 19:26 PM ID: 180796639	Can out-of-town retail park car parks be taxed to encourage town centre locations? This may compensate for the EAC's financial loss in the short term.
10	09/12/2021 20:11 PM ID: 180798614	Traffic Wardens have a thankless task. There are not enough to handle all the cars that get abandoned on side streets. Campaign has not advised that there is time restrictions in on street parking. Adverts say East Ayrshire offering free parking all of December - misleading.
11	09/12/2021 23:39 PM ID: 180805161	I agree that there should be free parking but with a time limit of 3 hours, people won't have enough time to get to other towns by bus or train and do their shopping and get back in time to prevent getting a parking ticket, this would then keep a steady turnover of spaces available to accommodate more cars. This should also apply to Saturdays throughout the year with a presence of parking attendants!
12	10/12/2021 07:08 AM ID: 180809882	as i said above great idea but it needs more planning and possible a think tank to get right
13	10/12/2021 11:40 AM ID: 180831944	People who own a business in the town have to pay parking all year (we don't all have the perks offered to the council employees) it is nice to be able park one month of the year free when we pay for parking every other day of the year and its nice for our clients to come in to collect an order and then say they are going to look around the town as its free parking.

13. Do you have any other additional comments/suggestions?

14	10/12/2021 23:15 PM ID: 180910756	All parking should be free. If you reflect on the Council HQ building, it has parking and it never full. People working in the town could park there and walk in. The multi storey should be similar to other larger car parks and make it a real success for the town. It was disgusting and felt unsafe, it put people off.
15	13/12/2021 14:03 PM ID: 181023434	It should be extended or charged a pound which you get back if you spend in town
16	13/12/2021 17:19 PM ID: 181041698	Maybe lower the parking charges instead of being free
17	14/12/2021 09:31 AM ID: 181071031	I feel people who work in the centre of town should be issued with a permit to allow them to park for free during working hours. I know Irvine use Savilles app to allow Rivergate and Asda workers to register their number plate in order for them to park for work.
		answered 17
		skipped 34