

ANNEX B: Park and Ride site improvement consultation summary

This annex is divided into two parts; the first describes the promotion of the consultation and the second gives an overview of the responses.

Part 1: Park and Ride Consultation: promotional evaluation

Summary:

The CYC comms team supported transport colleagues in launching and publicising the Park and Ride consultation both digitally and via printed materials. Press coverage came from the BBC, York Press and Yorkshire Post, with comms proactively reaching out to ensure not just launch comms but updates as the consultation progressed.

Media coverage: BBC, York Press and Yorkshire Post all covered the story at various points in the consultation and helped raise the profile of the online survey and our events.

Stakeholder comms:

- **Tourism Advisory Board:** this well attended stakeholder group had a presentation and circulated the consultation materials resulting in responses from the hospitality industry
- **Make it York:** Make it York shared the comms with their members to encourage businesses and hospitality trades to take part.
- **Mumbler – York, Selby, Tad, Harrogate:** comms were shared with this popular family news outlet who shared the consultation on their website and social media [LT has asked for examples]
- **Libraries** – A4 posters were sent to 15 across York, as well as seven of the nearest in North Yorkshire (Selby, Tadcaster, Sherburn etc).

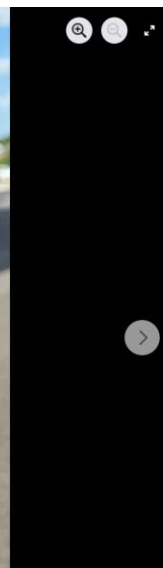
CYC newsletters:

The story was featured in several of the CYC newsletters and also raised the profile of the in-person events. Dates included:

- 15 May – Resident Update – to 6,929 Recipients
- 22 May – Families Newsletter – to 5,759 Recipients
- 22 May – Staff newsletter – to 2,619 Recipients

Social Media:

- Total views across all platforms: 49,636
 - Facebook – views - 31,597
 - X – views – 7,580
 - Instagram – 4,405
 - LinkedIn – shared to 17,048 followers
 - Next Door - Impressions (Reach): 6,054
- Example posts below



City of York Council
27 May at 10:00 · 📍

📢 There's less than 2 Weeks left to have your say on improvements to the Park and Ride sites in York. 📍

Don't miss your chance to make a difference – let us know what improvements would make these sites better for your journeys.

Complete the survey before 9 June 📅
<https://ourbigconversation.york.gov.uk/>

👍 17 53 🗨️ 4 📌

👍 Like 💬 Comment

Most relevant ▾

Carren Armytage
They should run later in the evening so you can go to the theatre or a meal out and not have to rush back for 8pm.
13 🗨️

View all 2 replies

David Cooper
Bring back a smoking section at the rear of the top deck of buses
2 🗨️

Andrew Edward Prior
Run them later so visitors can stay in town for dinner/drinks/theatre. Run more frequently when the shops close - often seen long

City of York Council
17,348 followers · 1w

Have you had your say yet? There's just one week left to let us know what you think about our plans to improve to the Park and Ride sites in York.

Whether you're a business owner, York resident, regular commuter or only visit every so often, we want you to use the Park and Ride, and think our improvements will encourage greater use of the sites. If you've never used the Park and Ride this survey is for you too!

Take ten minutes to fill in the survey before 9 June 📅
<https://fnkd.in/eizf9-Ej>

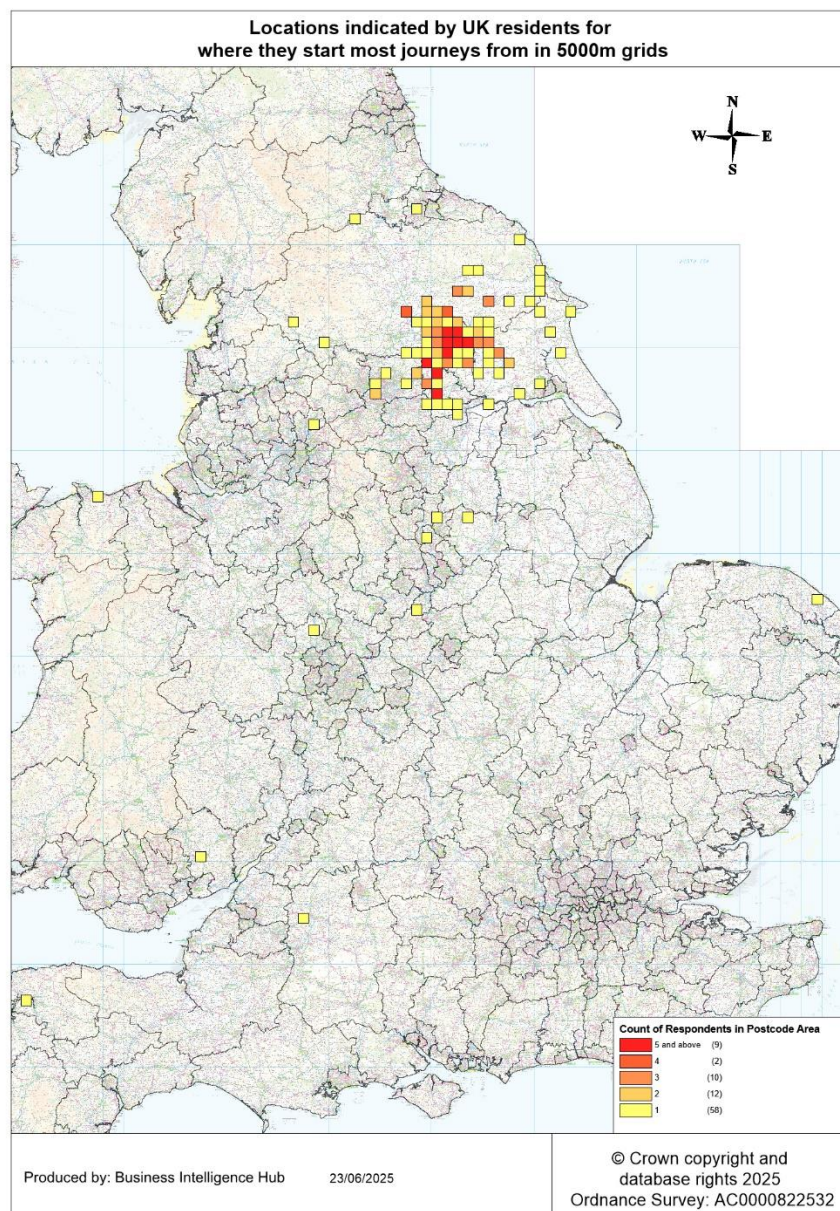


Part 2: Headline analysis of responses

Responses were received from across the UK and different demographics. These included online responses from as far afield as North Devon and Norfolk, although as you can see from the map below, the vast majority were from York and the immediate surrounding area.

In total we heard from just under 1000 people across the online responses, social media, and particularly our in-person events, where we held eight events over five days, including weekends and week days, to allow us to chat with existing Park and Ride users.

The largest proportion of people who responded online were aged between 40 and 55. If we look at the gender of people responding online, 5.69% preferred not to say; 42.15% were from men, 51.90% percent from women and 0.24% from non-binary.



Looking at the key questions

81% of people responding online have used one of the Park and Ride sites in the last 12 months.

We asked, "Would our proposed improvements encourage you to use the Park & Ride more?" and answers were given by site: note the percentages reported here do not include those who did not answer this specific question.


- Askham Bar: answered yes or maybe: 60.45%
- Poppleton Bar: answered yes or maybe: 39.57%
- Monks Cross: answered yes or maybe: 41.45%
- Rawcliffe Bar: answered yes or maybe: 50.3%
- Grimston Bar: answered yes or maybe: 37.18%

Overnight parking


We were interested to know why and how often people might use the overnight parking, and so for the two sites where this is proposed we asked, "Would you (or your visitors) use the overnight parking areas at Askham Bar (service 3), and how often?"

- Askham Bar - most popular answer was to use for leisure and tourism, less often than once a month (36.78% of respondees)
- Rawcliffe Bar – the most popular answer was the same, to use it for leisure and tourism, less often than once a month (25.61%)


Quotes from this section:



Yes, because it would be secure and not clog up city centre parking sites - it has been a LONG time coming but would be really great




Please consider overnight
Campervan use




Going away on the train
to avoiding having to
drive to Station and park
there

We also gave respondents the opportunity to tell us if we had missed anything from the proposals; many said they wanted to see longer opening hours (which was not part of the consultation but which has happened since). Others called for more secure cycle parking; pedestrian routes along existing desire lines and more:

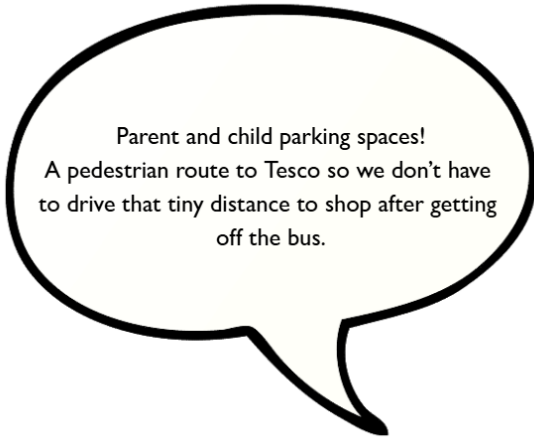
Online comments about Askham Bar:



A refreshment facility - either a small cafe or machines.
Better promotion of the ticket office with clear signs to it.
A prominent notice in the ticket office that directs passengers to pay on the bus when it is closed.
Special notices displayed when the service is being diverted - this is very important if it is not serving the station or only serving it after looping through the city as passengers may miss trains if they are unaware and don't realise they may need to alight in Blossom Street.

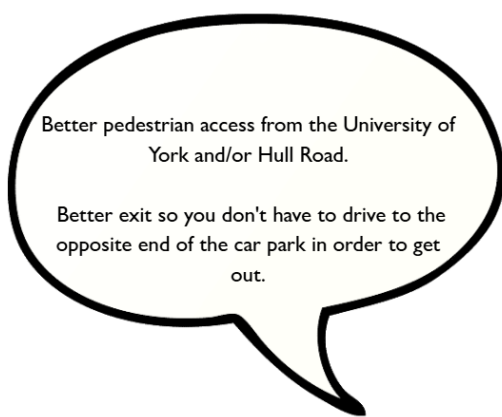


Covered cycle parking. Or even better, secure cycle parking!




Parent and child parking spaces!
A pedestrian route to Tesco so we don't have to drive that tiny distance to shop after getting off the bus.

Online comments about Grimston Bar:



Better pedestrian access from the University of York and/or Hull Road.

Better exit so you don't have to drive to the opposite end of the car park in order to get out.



I think the proposals have it covered
- better toilets - should include a decent baby change table please.

Online comments about Monks Cross:

Clarity for first time users as to where tickets can be purchased. It is not clear that they can either be purchased at the ticket office or on the bus.
Multi-lingual information points.

parcel lockers
eventually more faster EV chargers

Yes as already commented sort out the toilets as they are disgusting. Get the car park lights working as at present only half work and in winter half the carpark is in darkness. Get the CCTV working as for the last five years it none of it has worked or been monitored.


Online comments about Poppleton Bar:

I would like to see a "spoke and wheel" approach to the services, linking up the hubs with one another, e.g. to be able to park at Poppleton and get a bus to Monks Cross without having to go into the city and change buses.


I'd also like to see a move to charging per car rather than per person, in order to drive up usage of the service as a more economical option.

Need a published timetable... I've been using it to get to work at Micklegate Bar but it's to hit and miss. Where do you even find out the times!?!
Wait and see if one comes is not helpful when you've a meeting to go to.

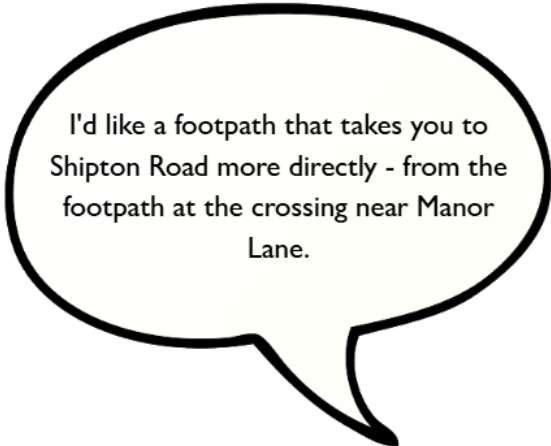
Online comments about Rawcliffe Bar:




The ability to park and use Dalesbus and Moorsbus leisure services which currently pass close to the site but do not serve it
Improved security including CCTV, especially if overnight car parking is to be charged for



The facilities are already good but you should allow motorhome users to stay overnight in their vehicle



I'd like a footpath that takes you to Shipton Road more directly - from the footpath at the crossing near Manor Lane.



An indoor heated waiting area for winter would be nice. There is a lot of building footprint and apart from the toilets none of it is for passengers.