



YOUR LISKEARD

Liskeard Parking Refund Scheme

Evaluate and develop the Liskeard parking voucher scheme with local traders. May 2015.

Summary of Survey
Comments & Answers

BUSINESS PLAN PRIORITY

01 FOOTFLOW

PROGRAMME

03 PARKING VOUCHER SCHEME

BUSINESS THEME

LISKEARD CLEAN

LISKEARD SAFE

LISKEARD WELCOMING

LISKEARD ENGAGING

HEADLINES

81% of people currently in the scheme are likely to continue next year.

52% are satisfied with the scheme.

65% feel that operating the scheme reflects well on themselves (45%) or on the town (20%). So the scheme is seen to generate goodwill.

63% say that more people need to know about the scheme, and this would be achieved by greater publicity (81%). (One quarter of sample did not display any promotional material)

14% of traders believe that the scheme would work better if more traders took part.

48% of traders would support keeping the scheme, but with changes.

CONCLUSION

Continue with the scheme but with more publicity and more traders taking part.

COMMENTS & ANSWERS

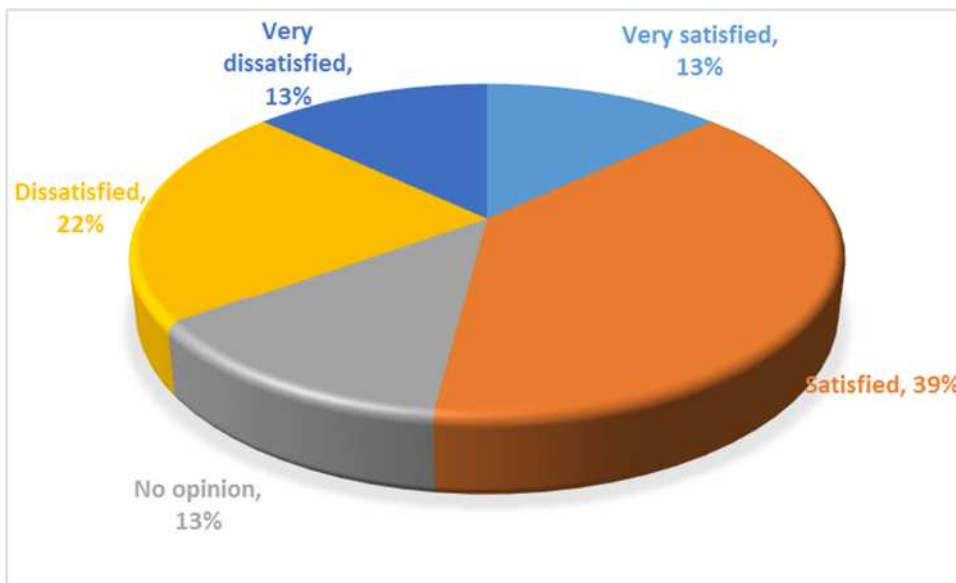
Comment	Response
OPERATING THE SCHEME	
Complicated to administer	<p>Informal feedback from some retailers has indicated that not all their staff are fully aware of the way in which the scheme operates.</p> <p>We will produce a simple set of FAQs for distribution to each participating retailer.</p>
The tickets printed in the machine explain the scheme on one side but on the other side of the ticket its telling people there is a refund of what they have paid to park it confused my staff when i was not there and they gave away refunds which were wrong	<p>This has been reported to Cornwall Council, who have responsibility for operating the parking machines. This fault has now been rectified.</p> <p>The Town Centre Partnership (TCP) publicised the issue to its retailers, and kept them updated with progress of the resolution throughout April.</p>
Not suited to my type of business	<p>Some retailers have said that because their transaction value is very high (eg estate agents or professional services), the offer of a small refund seems out of proportion. The survey results show that one of the benefits of being in the scheme is that it generates goodwill for all the town. We</p>

	would encourage all businesses in the town to participate and demonstrate unity in making this gesture to visitors.
CAR PARKING CHARGES	
There are so many issues about parking fees that maybe it appears as a good will gesture	Thank you. This seems to be borne out by the research.
I think people get fed up with changes. The best scenario would be to reduce the parking fees and not have to fiddle with this	<p>Cornwall Council have repeatedly made it clear that they will not reduce or eliminate any parking charges. Our one-hour charge is the same for other towns of similar size across the county. Apart From Saltash (whose council subsidises their own scheme), we have the cheapest Council parking in the whole of Cornwall, equivalent to 20p for the first hour.</p> <p>Almost three-quarters (74%) of shoppers who visit Liskeard stay in the town for more than an hour. Our parking rates (when you use the scheme and stay for two hours or more) are the cheapest council parking in south-east Cornwall.</p>
DOWNSIDE	
No extra customers and not enough foot flow.	We have no figures from businesses in the scheme to show how footfall might have been influenced by the scheme.
More publicity would mean less income for us	The largest group of people replying say that the scheme has created goodwill for both themselves and the town (see comment below)
The traders are not expected to fund it when whilst the council put up the prices of the parking	<p>Our survey of the parking charges across the county show that Liskeard is not disproportionately targeted by the price increase.</p> <p>The two stores who redeem most vouchers are the two largest multiple retailers in the town: we are grateful to them for funding almost half the scheme. We have analysed the number of vouchers returned and redeemed. Excluding those two multiples, we have found that over the last year,</p>

	every other business in the scheme has redeemed on average, 1 voucher each week, at a cost to them of 50p.
WAY AHEAD	
More advertising on what shops are involved	This will form part of the action plan going forward.
A front page advert in the Cornish times/guardian would be helpful	The TCP does not have the resources to fund paid-for advertising, but there are plenty of low cost (and no-cost) methods we can use to promote the scheme.
Cornwall Council refund the 50p	We asked Cllr Sally Hawken to answer your question. There are three partners in the parking scheme, and each agreed what its contribution would be. She explained that Cornwall Council originally paid approximately £2000 to cover the cost of adapting the ticket machines and printing new tickets. The Town Team (the forerunner of the Town Centre Partnership) used some of its funding to create the marketing and publicity material. The third party in the scheme were the shops and businesses who contributed to refunding money themselves. Neither Cornwall Council nor the Town Team could commit to funding the scheme indefinitely, although the Council continues to support it by reprogramming the new ticket machines to produce the parking voucher. There is no charge to the traders or the TCP for this work.

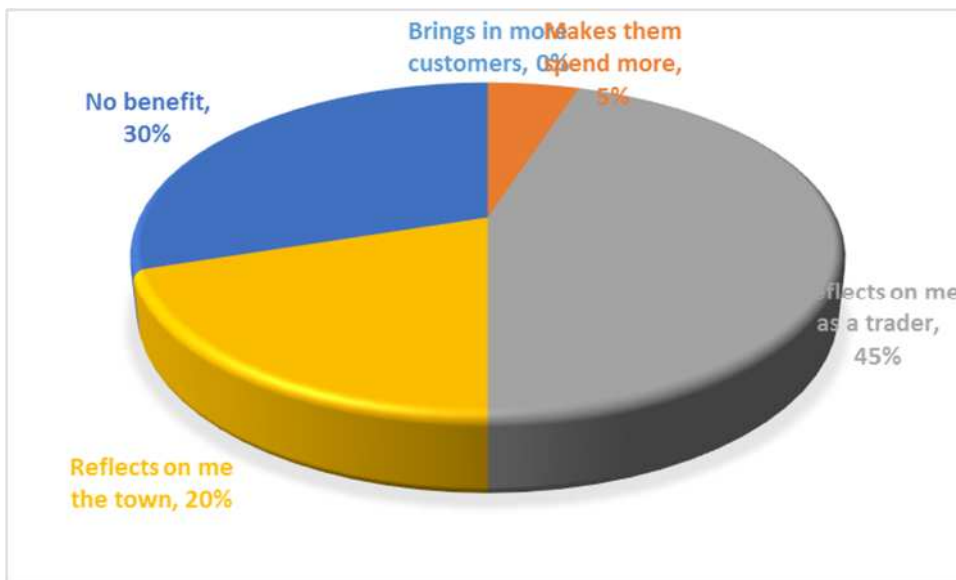
SATISFACTION

52% of sample are satisfied or very satisfied with the scheme
35% are not satisfied



MAIN BENEFIT

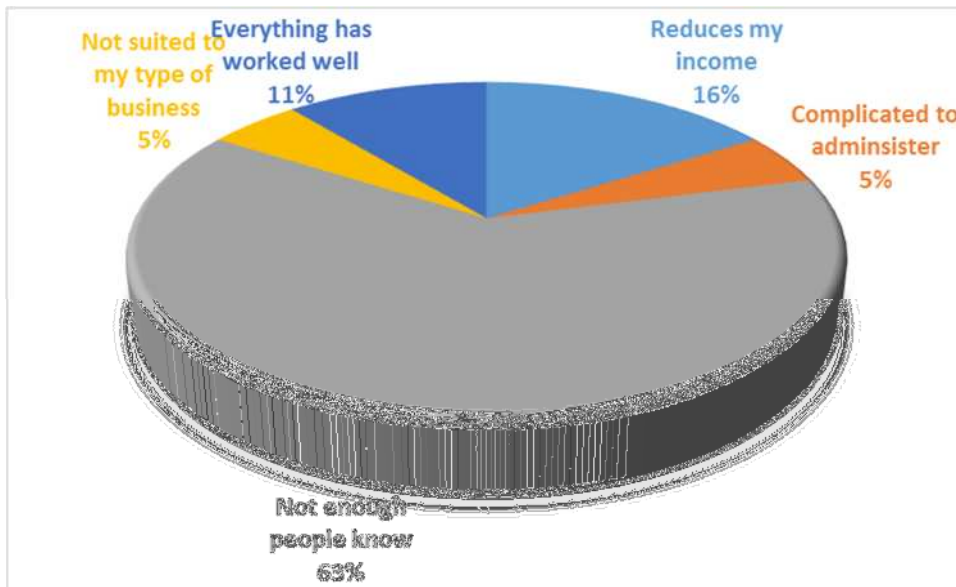
65% say that the scheme reflects well on them or the town



WHAT HASN'T WORKED WELL?

63% say that not enough people know about the scheme

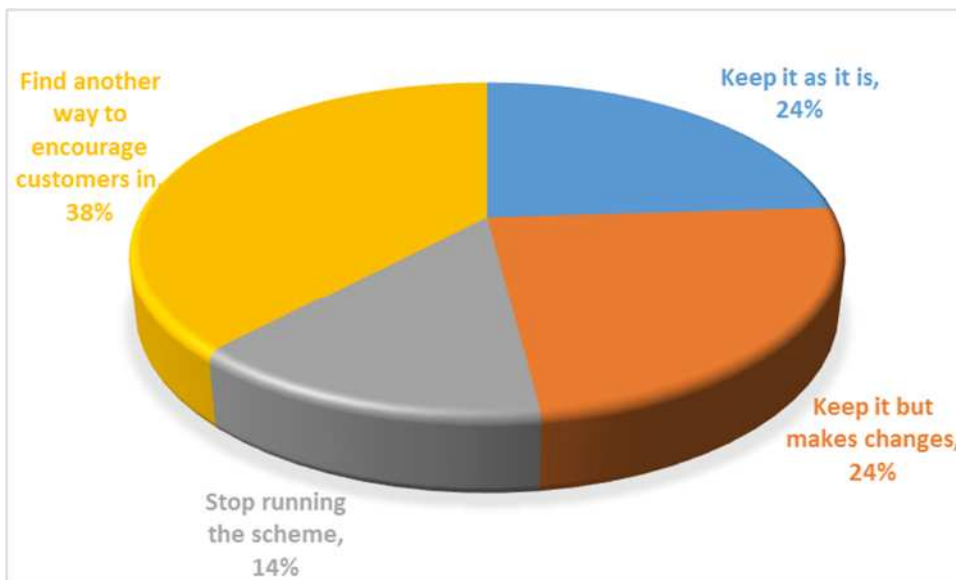
25% of the sample did not display any promotional material for the scheme.



RUN ANOTHER YEAR?

48% say keep it but make changes

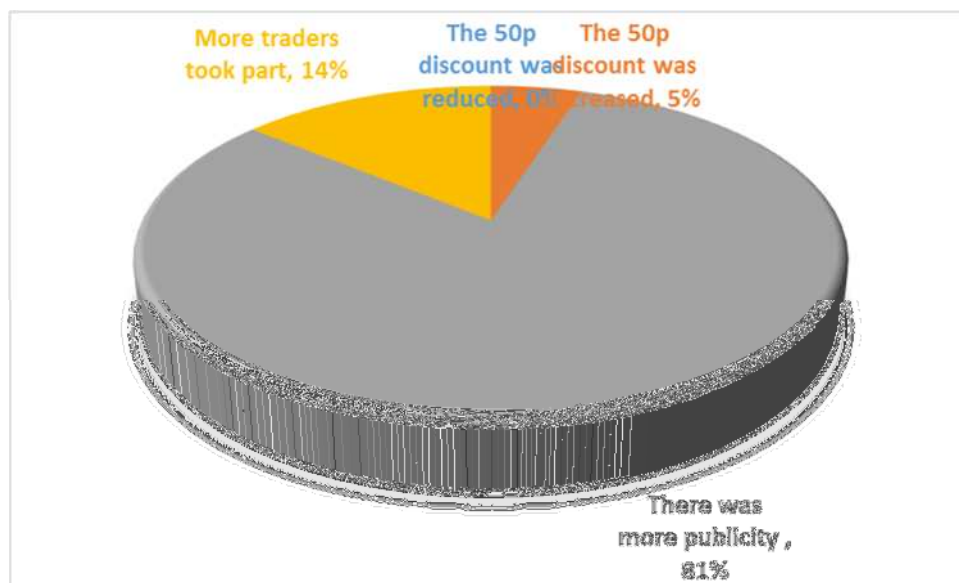
14% say stop running the scheme



HOW TO MAKE IT WORK BETTER

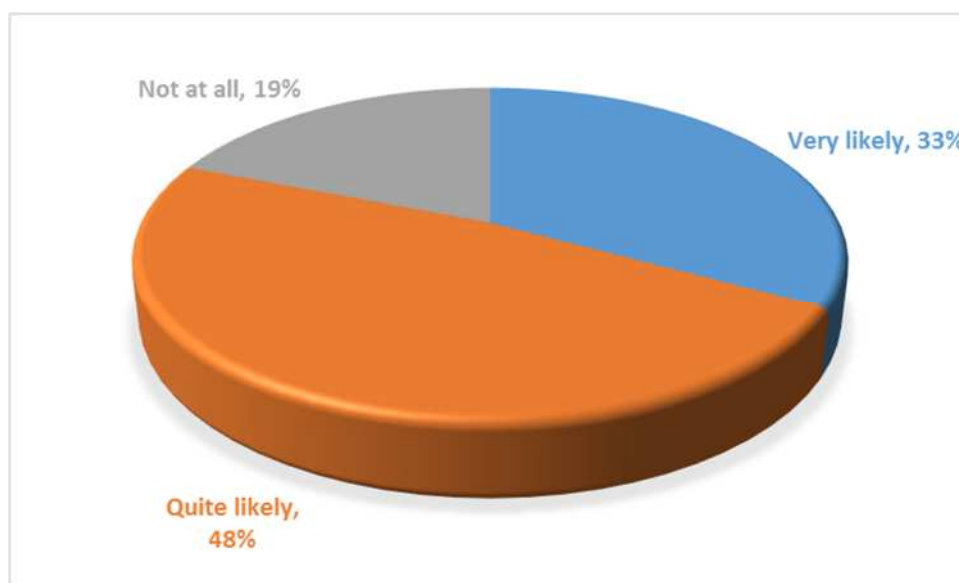
81% say its needs more publicity

14% say that it would help if more traders were in the scheme



LIKELY TO CARRY ON?

81% are very or quite likely to be part of the scheme in the year.



TECHNICAL

Survey open from 1 April 2015 until 28 April 2015.

The level of response was very high. 22 responses from 50 scheme participants (44%)

Average response rate for email surveys is 25%. This survey achieved 44%.

The retail profile of respondents evenly matched the population of retailers.

Retail description	Scheme members	Sample replying
Independent retailer	80%	88%
Multiple retailer	10%	8%
Regional retailer	6%	4%

CONCLUSION

The sample is valid and the responses are a sound representation of the views of the retailers.

Contact Liskeard Town Centre Partnership CIC	
Web	www.yourliskeard.co.uk
Email	town@yourliskeard.co.uk
Facebook	YourLiskeard
Twitter	@YourLiskeard
Phone	01579-342437
Mobile	07766-143970