

Whitchurch-on-Thames Traffic and Parking Survey, September 2021

Report of Findings

The 2021 Whitchurch-on-Thames Traffic and Parking Survey was commissioned, developed and delivered by the Traffic and Parking Working Group (TAPWG) on behalf of Whitchurch-on-Thames Parish Council in September 2021.

Hard copies of the survey were delivered by hand to every address in the Parish in the first week of September. An online version of the survey (using Google Forms) was made available on the village website on 4th September 2021. All households were encouraged to respond, and multiple responses were permitted from individual households. Completed paper questionnaires were returned to one of seven village addresses. The survey closed on 30th September 2021.

The questionnaire consisted of 12 questions, many of which were multi-part. Respondents were asked to supply their name and address. Several questions elicited attitudes towards issues and potential solutions relating to traffic and parking in the village using a five-point Likert scale. Free text comments were encouraged at the end of the questionnaire.

All paper questionnaires were collated, and data were inputted by three members of TAPWG using the online version of the questionnaire, creating one central database.

Data cleaning and analysis was undertaken by one member of TAPWG, and preliminary analysis of the dataset was presented at the TAPWG meeting on 28th October 2021. Several lines of enquiry were developed at this meeting, and further analyses were undertaken of the data set.

All data have been processed in line with GDPR requirements.

Responses were received from 178 unique respondents, from 164 unique residences. The crude response rate is 51%.

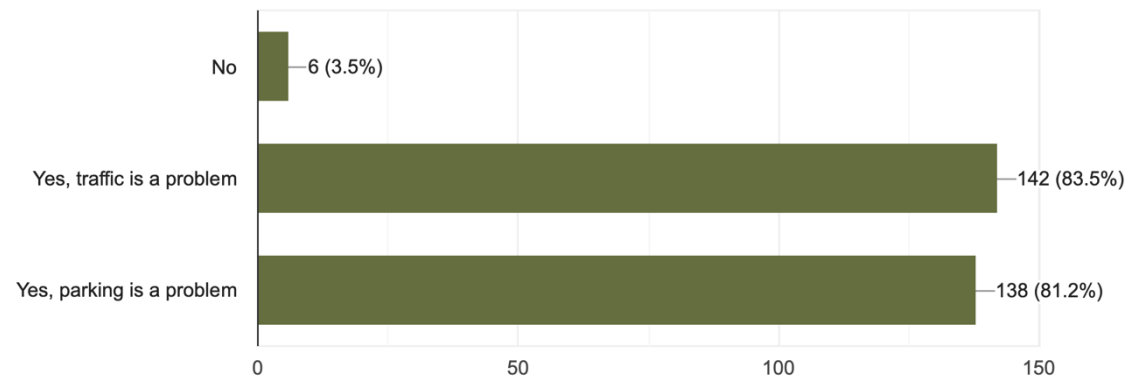
The name and address field (question 1) was completed partially/fully in 172/178 (97%) of returned questionnaires. Question completion was variable, and thus denominators vary by question. Data are generally presented as counts and percentages of responses.

Several responses were stratified by place of residence in the village. Using the response to question 1, responses were coded into one of six districts (Lower High St (bridge to Manor Road junction), Upper High St (Manor Road to Foxglove Manor including Hartslock Bridleway), Eastfield Lane, Manor Road, Hardwick Road, Swanston Field, and not supplied).

Question 2

170 respondents provided at least one answer to the question “Do you think traffic or parking are major issues for Whitchurch village? (*Please tick all that apply*)”

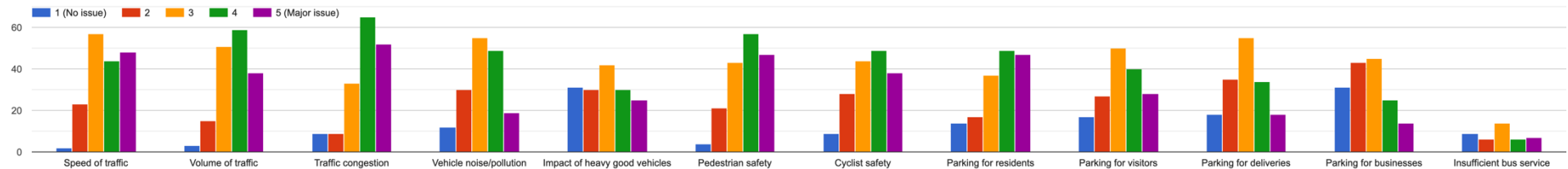
142/170 (83.5%) responded “Yes, traffic is a problem” and 138/170 (81.2%) responded “Yes, parking is a problem.” Note responses do not add up to 170, as respondents could tick all that apply.



Question 3

Question 3 asked respondents to mark on a five-point Likert scale from 1 (no issue at all) to 5 (major issue) their level of concern about 12 items relating to traffic and parking in the village. Responses varied by item. Total numbers of responses are presented by item in the histogram below:

If you think traffic and/or parking are issues, please say which of the following concern you, rating each with a tick from 1 (no issue at all) to 5 (major issue)



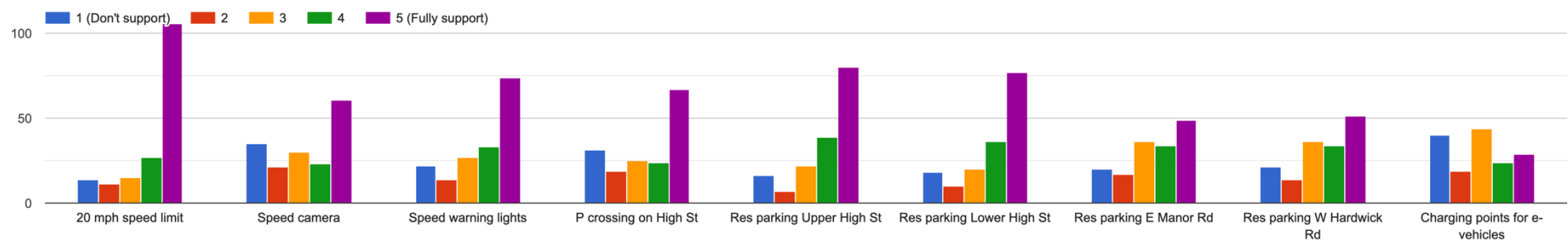
Expressed as a mean score, the highest scoring items (meaning those with the greatest expressed concern from respondents) were “Traffic congestion” (168 responses; mean score: 3.8) “Volume of traffic” (166 responses; mean score 3.7) and “Pedestrian safety” (172 responses; mean score 3.7).

Responses to question 3 were stratified by district of residence. Mean scores and distribution of scores (as demonstrated by histogram plot) were not seen to vary with any significance by district of residence.

Question 4

Question 4 asked respondents to mark on a five-point Likert scale from 1 (do not support) to 5 (fully support) their level of support of a range of possible measures to improve traffic and parking in the village. Responses varied by item. Total numbers of responses are presented by item in the histogram below:

Which, if any, of these measures to improve traffic and parking would you support, rating each with a tick from 1 (I do not support) to 5 (I fully support). (Options marked with an * would involve the use of single/double heritage-style yellow lines in the vicinity of the bays to aid enforcement)



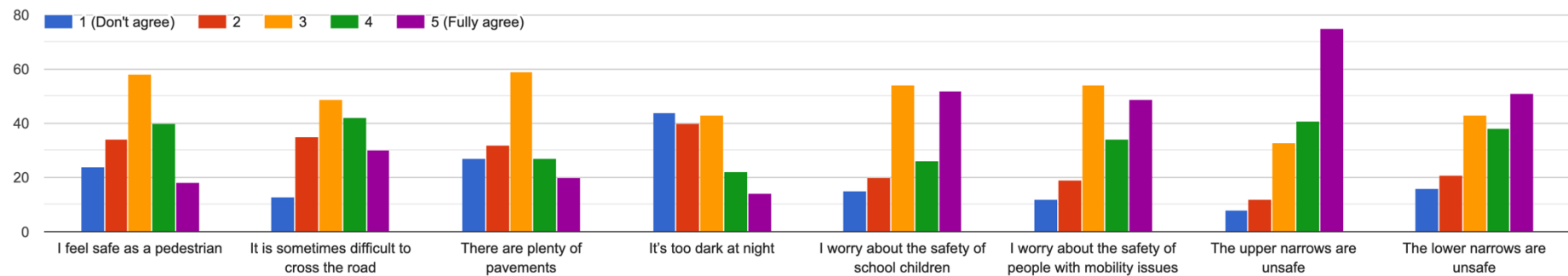
Expressed as a mean score, the highest scoring items (meaning those with the greatest level of support from respondents) were “20 mph speed limit” (173 responses; mean score: 4.2) “Resident parking in the Upper High St” (164 responses; mean score 4.0) and “Resident parking in the Lower High St” (161 responses; mean score 3.9).

Responses to question 4 were stratified by district of residence. Mean scores and distribution of scores (as demonstrated by histogram plot) were not seen to vary with any significance by district of residence.

Question 5

Question 5 asked respondents to mark on a five-point Likert scale from 1 (do not support) to 5 (fully support) their level of agreement with a range of statements made about walking in the village. Responses varied by item. Total numbers of responses are presented by item in the histogram below:

Here are some statements reflecting opinions and thoughts about walking through Whitchurch. Please rate your level of agreement with a tick with these statements from 1 (I do not agree) to 5 (I fully agree)



Opinions were divided on many of these topics. Expressed as a mean score, the highest scoring item (meaning that with the greatest level of agreement) was with the statement “The upper narrows are unsafe” (169 responses; mean score 4.0).

Responses to question 5 were again stratified by district of residence. Mean scores and distribution of scores (as demonstrated by histogram plot) were not seen to vary with any significance by district of residence.

Questions 6 and 7

Question 6 asked respondents about how many cars they currently own in their household. 176 responses were received. 54/176 (30.7%) reported owning one car, 90/176 (50.1%) owned two cars, 17/176 (9.7%) owned three cars, 3/176 (1.7%) owned four cars. 7/176 (4%) reported owning none. Mean car ownership was 1.73 cars and modal car ownership was 2 cars.

Question 7 asked respondents to indicate how many cars their household might own in 5 years' time. There was a suggestion that car ownership might decrease with a mean car ownership of 1.62 cars (but the modal car ownership remains 2 cars).

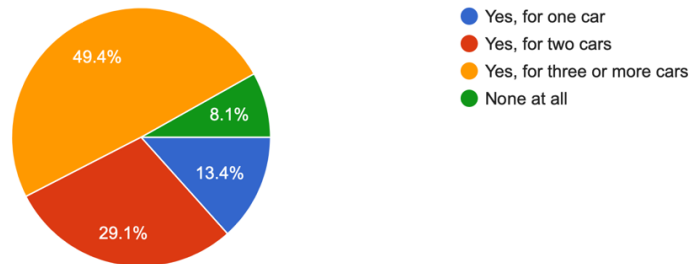
Car ownership or projections of car ownership were not seen to vary appreciably by district of residence in the village.

Questions 8 and 9

Question asked respondents to indicate whether they had access to private parking. 158/172 (91.9%) reported access to access to private parking for at least one car, and almost half had access to parking for three or more cars. 14/172 (%) respondents reported no access to private parking.

Do you have private parking?

172 responses



Of the 14 respondents reporting no access to private parking, 6/14 (43%) live in the Lower High St, 6/14 (43%) live in the Upper High St, and 2/14 (14%) live in Manor Road.

Of the 14 respondents reporting no access to private parking, the total number of cars owned is 22 (9 in the Lower High St; 9 in the Upper High St and 4 in Manor Road).

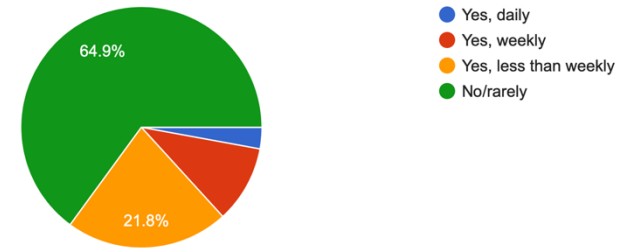
Question 9 asked respondents with private parking whether they had issues accessing it. Of 158 responses, 114/158 (72.2%) reported no issues. Several issues including difficult access due to traffic speed, sightlines, blind spots, and narrow points were cited by the remainder.

Question 10

This question asked respondents about their requirement for regular on-street parking for visitors. 113/174 (65%) reported no requirement for regular on-street parking with a further 38/174 (22%) reporting a need for on-street parking less than weekly.

Excluding deliveries, do you have regular visitors who need on-street parking in Whitchurch?

174 responses

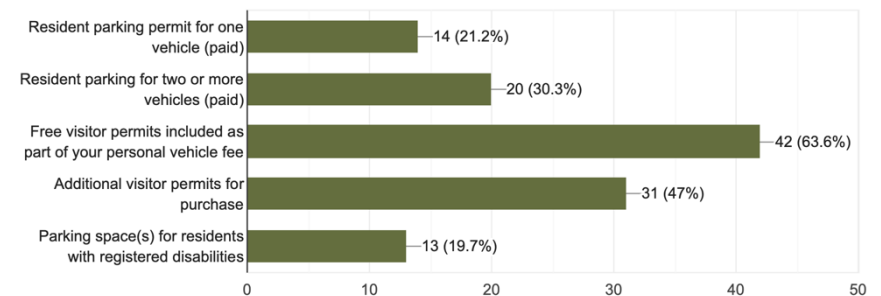


Question 11

This question asked respondents to indicate their likely requirements for access to parking if resident-parking or other restrictions were implemented. The question was completed by 66 respondents with the results presented adjacent (respondents could tick all that apply). The poor completion rate may indicate a lack of demand (very few respondents citing ample private parking provided a response to this question, for example). The low response rate may have reflected questionnaire "fatigue." Alternatively, the question may have performed poorly, as little detail was provided about the nature of proposed restricted parking.

If parking restrictions are planned, would you need (tick all that apply):

66 responses

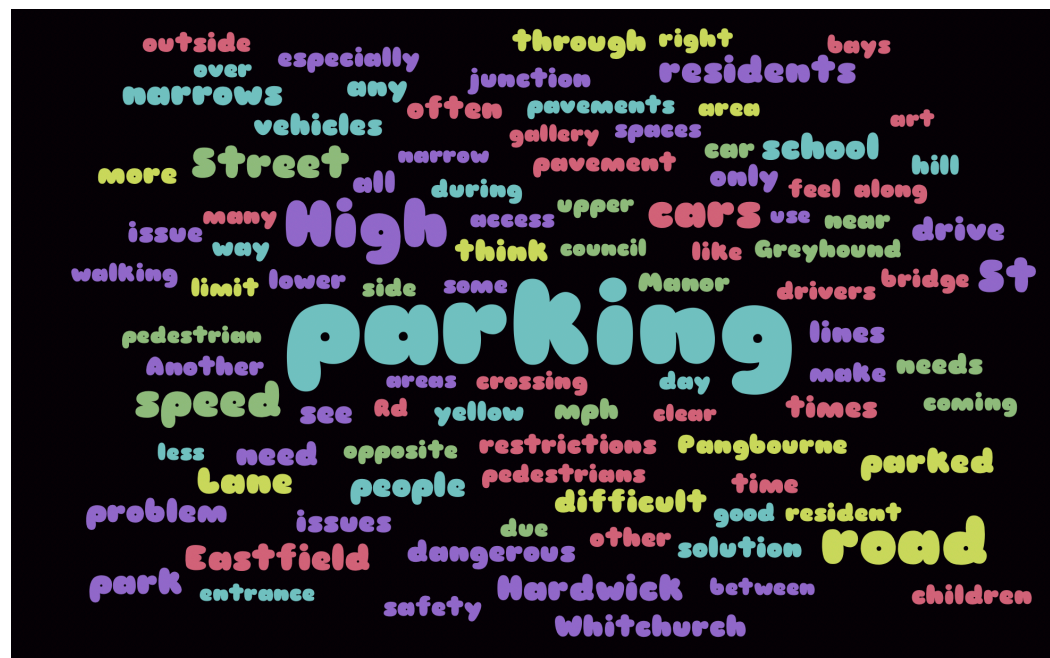


Question 12

Question 12 invited respondents to “jot down any thoughts or opinions regarding traffic and parking in Whitchurch that you have not had the opportunity to express.”

A response was provided by 134 respondents. A thematic review was undertaken by members of TAPWG with the following themes emerging:

- Respondents providing free text answers were largely in agreement with parking restrictions in Lower High St with limited hours
- Parking problems of a different nature in Manor Rd were a common theme
- Some concerns were raised regarding the “suburbanisation” of Whitchurch, with some keen not to impact upon the rural character of the village with yellow lines and street furniture and signage
- A 20mph speed limit was overwhelmingly supported



Word cloud generated by responses to question 12 - the larger the word, the more frequent the mention