

## Parking Shop Survey

When renewal notifications were sent out for those living in South Oxford (SO), Headington (HB), and Jericho (JE), we included a short survey form canvassing users' opinions of the application process. People could also complete the survey online, and we received 13 responses electronically. By 8 April 2015 we had received 343 replies.

### Key Findings:

- Respondents were almost evenly split between preferring to apply or renew online, and attending the Parking Shop in person as now.
- Every age group below 65 showed a majority in favour of online applications.
- There is support for using council or other records to check eligibility.
- Almost half the comments received concerned either the documentation requirements, or requested an online option.

### Responses to individual questions

#### 1. How did you apply for or renew your parking permits?

At the Parking Shop	94%
By post	6%

N=343

The vast majority of respondents renewed in person. Whilst options to renew by post or email do exist, they are currently not well-publicised or used.

#### 2. How would you prefer to apply for or renew your parking permits? Please rank the following options, with 1 being your most favoured option and 4 being your least favoured option.

	Average score (lower is better)	Total first preferences	Total second preferences	Total third preferences	Total fourth preferences
At the Parking Shop (as now)	1.55	153	77	18	10
At my local library or other council office	3.01	10	39	61	61
By post	3.19	10	20	67	72
Online	1.50	179	36	18	18

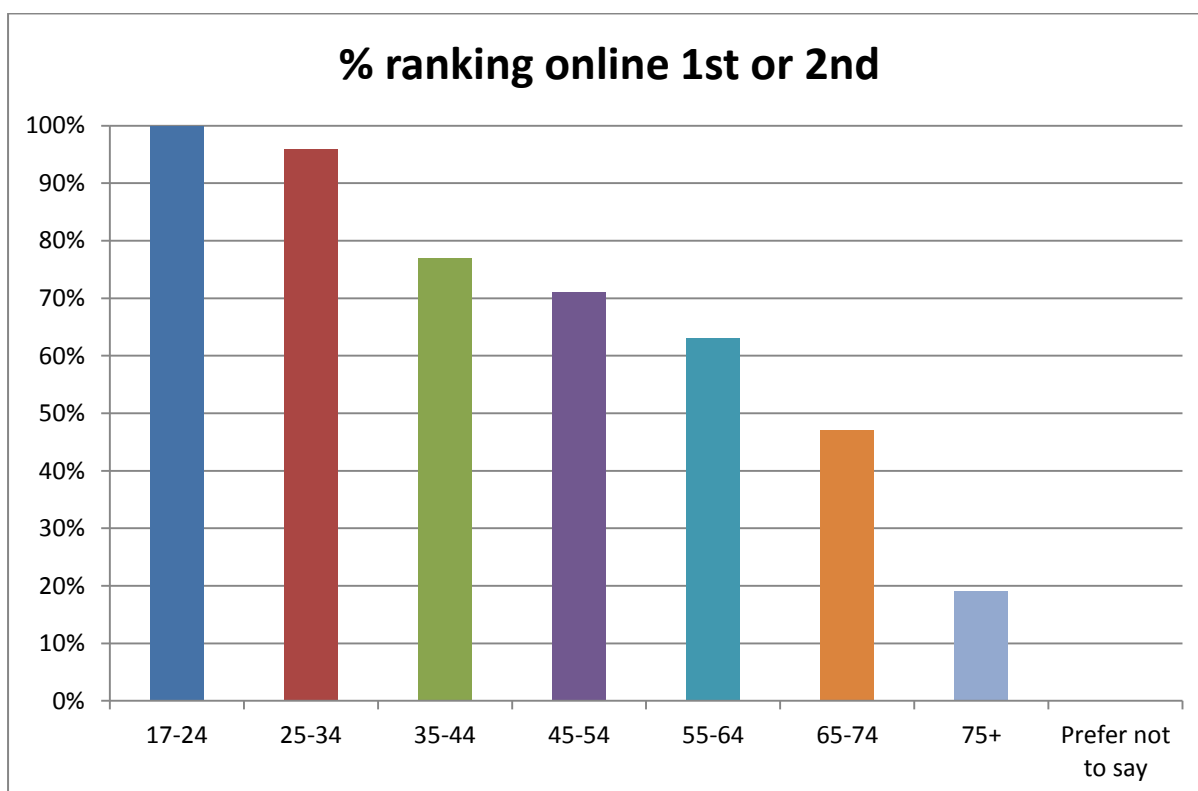
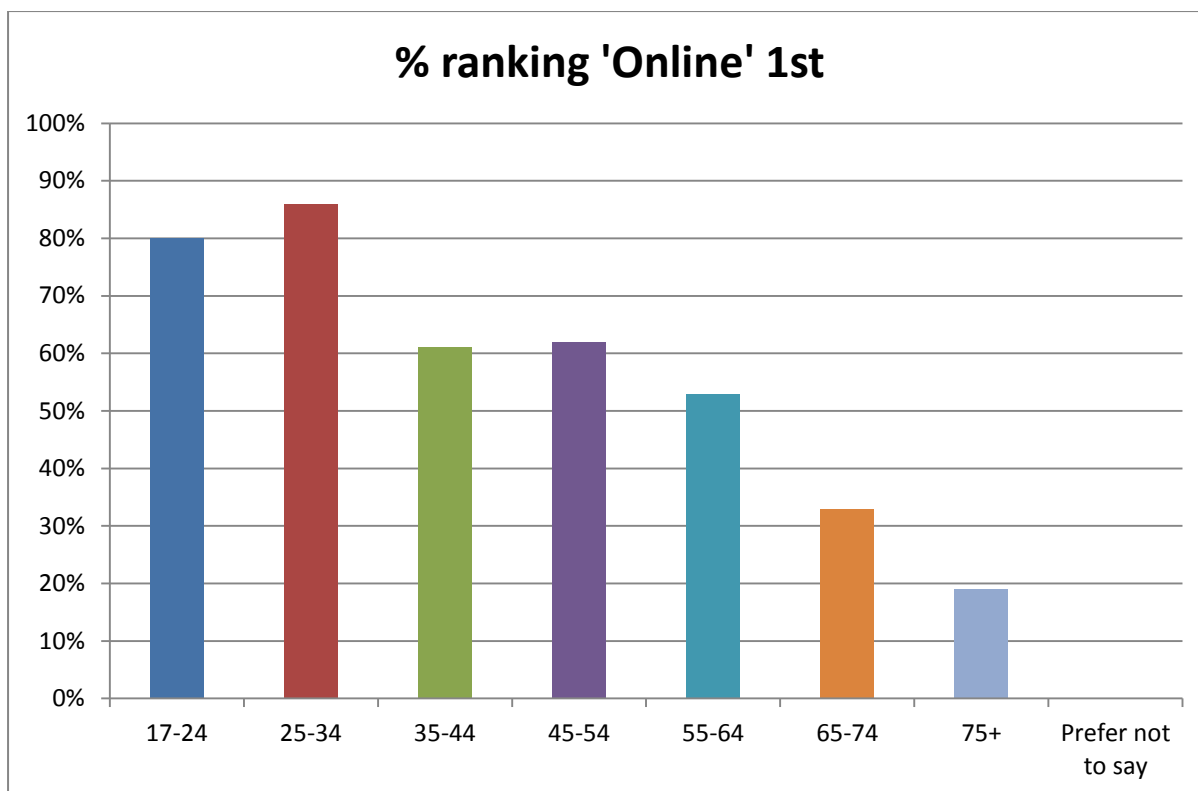
We asked respondents to rank each option. Where a respondent just ticked items without displaying a preference, these were scored as 1.

The modal values for each option confirmed the split in popularity between applying through the parking shop and applying online, and the similar lack of support for applying at by post or at a local library or council office:

	<b>Modal score (lower is better)</b>
<b>At the Parking Shop (as now)</b>	1
<b>At my local library or other council office</b>	4
<b>By post</b>	4
<b>Online</b>	1

Examining the ages of those who put 'Online' as their first or second preferences, a distinct variation in ages becomes apparent:

<b>Age</b>	<b>% ranking 'Online' 1st</b>	<b>% ranking online 1st or 2nd</b>	<b>N</b>
17-24	80%	100%	5
25-34	86%	96%	28
35-44	61%	77%	57
45-54	62%	71%	69
55-64	53%	63%	81
65-74	33%	47%	60
75+	19%	19%	26
Prefer not to say	0%	0%	1



This pattern is replicated across zones, although in Headington West (HB) two-thirds of people aged 65-74 placed an online option either first or second.

	17-24	25-34	35-44	45-54	55-64	65-74	75+	N
EO			100%					1

HB	50%	100%	79%	83%	72%	47%	25%	73
HN			100%					1
JE	100%	83%	40%	54%	66%	32%	25%	129
SO		83%	60%	61%	29%	25%	0%	121
N	5	28	57	69	81	60	26	<sup>1</sup>

% ranking online 1<sup>st</sup>

	17-24	25-34	35-44	45-54	55-64	65-74	75+	N
EO			100%					1
HB	100%	100%	86%	92%	78%	67%	25%	73
HN			100%					1
JE	100%	94%	67%	63%	75%	44%	25%	129
SO		100%	76%	70%	42%	35%	0%	121
N	5	28	57	69	81	60	26	<sup>2</sup>

% ranking online 1<sup>st</sup> or 2nd

**3. If applying online how would you want to prove your eligibility for a permit? Please tick all that apply.**

Scanning or posting in my documents	30%
Letting the council check my details against council or other records	55%
Bringing my documents to my local library or other council office	15%

N=302

This question was introduced in the second version of the survey to resolve some ambiguities in question 2 regarding what we meant by an 'online' system, and so not all respondents were asked this question. Checking credentials electronically was the most popular option, followed by scanning or posting documents.

**4. Do you agree or disagree with the following statements?**

	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A
The application form was easy to understand	191	145	1	1	5
The information on the Council's website clearly explained how to apply or renew	67	73	6	0	196
The information on the Council's website clearly showed which properties in my zone were excluded from the scheme	41	63	6	2	230

<sup>1</sup> Totals for age and zone do not tally due to missing data

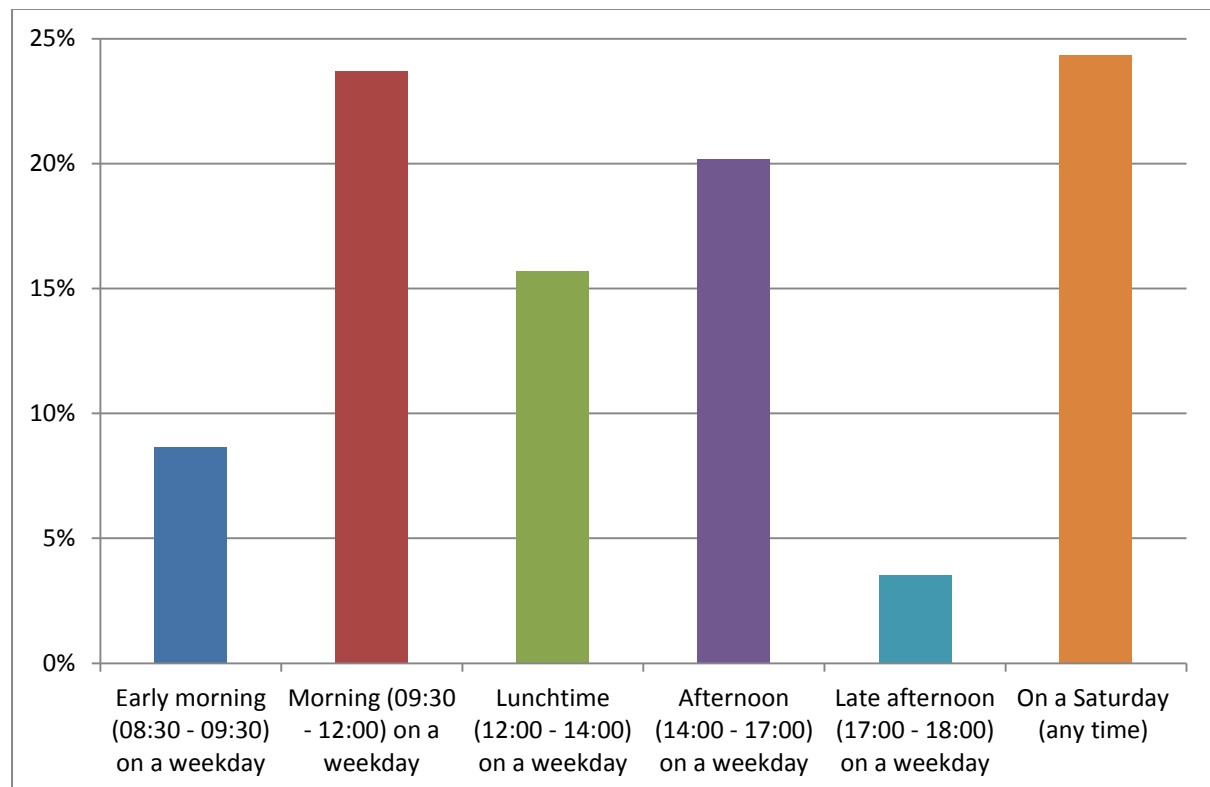
<sup>2</sup> Totals for age and zone do not tally due to missing data

I knew that I was eligible for a permit before I visited.	208	98	3	1	33
I knew what I had to bring to the Parking Shop to get a permit	204	114	7	1	14
The Parking Shop was open at times that suited me.	165	123	22	5	23
I could pay using my preferred payment method	187	122	4	4	21
I found it easy to apply for or renew my parking permit	160	137	17	10	14

The vast majority of respondents agreed with all the statements. However, two questions received substantially fewer replies than the rest. These were the question about a customer knowing they were eligible before they visited the parking shop, and the question about the website clearly showing excluded properties. For the former, it is possible that the lack of response is due to the form being sent out to those renewing forms, so those receiving the survey would already know they were eligible. For the latter, there is the possibility that this question was ignored for the same reason.

There was no benefit in having more options than a straight 'agree', 'disagree', or 'N/A' question.

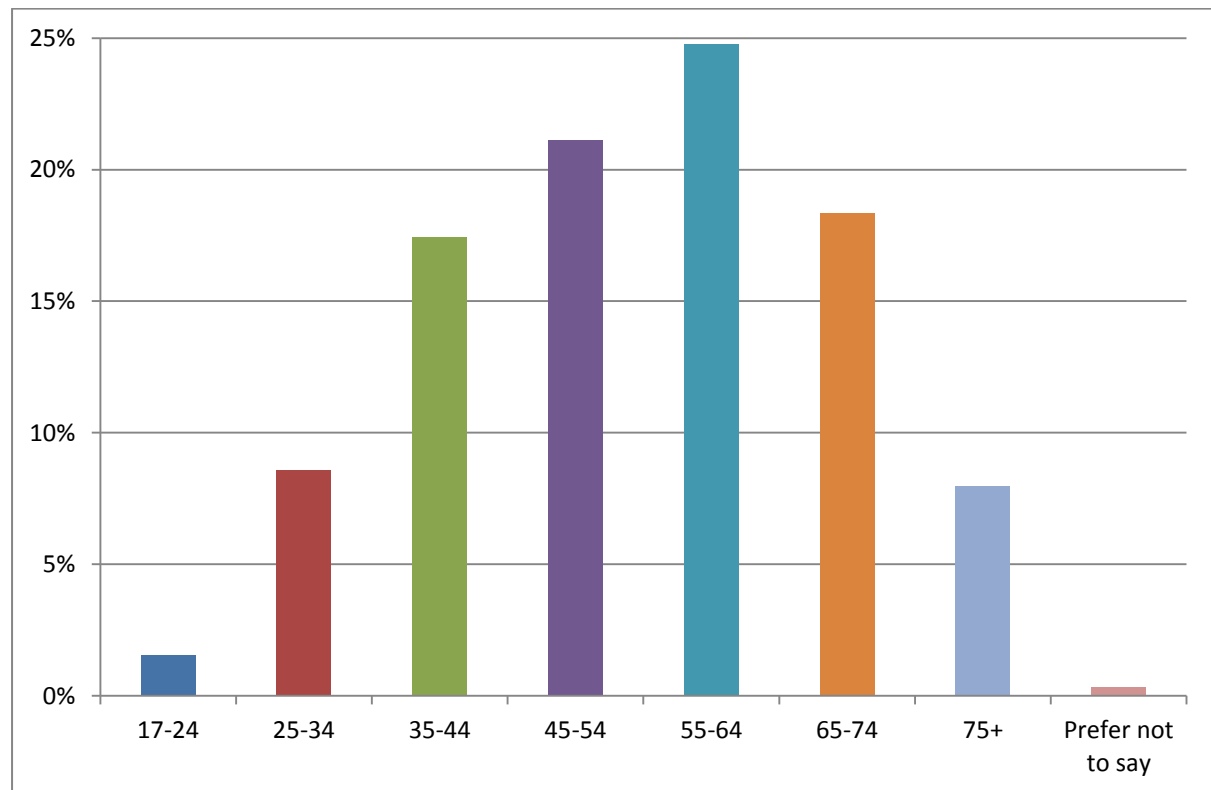
#### 5. If you used the parking shop, what time of day did you visit it?



N=312

There was a pretty even spread of times when people attended the parking shop. It is interesting that the early morning (08:30-09:30) and late afternoon (17:00-18:00) showed the lowest number of visitors. The shop opens early and closes late to allow people to visit outside of office hours, but the more popular time to visit is Saturday.

## 6. How old are you?



N=327

Just under a quarter of participants were aged between 55-64. 26% were over 65, and 28% were under 45.

## 7. Which zone are you in?

*If you do not know, please provide us with your postcode so we can work it out ourselves*

Zone	Count
EO	1
HB	74
HN	1
JE	136
SO	128
Missing	3

## 8. Do you have any other comments about applying for or renewing parking permits?

100 respondents left comments.

The comments referred to the following subjects:

Type	References*
Documentation	25
Online	24
Praise	21
Policy	17
Form	5
Process	5
Status quo	3
Visitor permits	2

\* Some comments covered more than one topic

The full list of comments is included in the appendix.

It is notable that the most frequent comment related to matters of policy, not the process itself. Comments about the documentation requirement and requests for an online option predominated.

## Appendix – Comments

- [Application Form] is badly written. Why not accept insurance certificates? Permits should be limited & not available to students in HMOs - a REAL problem for us
- [Applied] online by email. [Q2 Online] As I did by email worked well. [Q8] I had great service, very swift and responsive by email and it was much appreciated that the permits were in the post the same day. Thank you.
- [q1] emailed application
- [Q1] Scanned to the Parking Shop
- [Q2 Parking shop] If close [Q8] Reliance on utility bills etc is increasingly difficult now most payments are online
- [Q2] Online if didn't have to upload documents
- [Q3 Documents] Staff telling me I needed additional documents
- [Q3 record checking] Council tax [Q8] Good to receive a reminder
- [Q3] [Library is circled] [Q4b+c] Didn't look at website [Q4h] Parking is a nightmare at parking shop [Q8] Once paperwork has been provided 1st time, it should not be necessary to provide them every year. I think as post so unreliable that sending original documents through post is risky so go to parking shop which is a nightmare for parking. Would be easier to do at local branch of library & not main library as again parking is a nightmare
- [Q3] Easier online!
- [Q3] Forged docs can be scanned & are next to impossible to detect as scams. OCC stated 'orig. docs'. Scans are not. [Q8] Reduce to 'nil' price for taxpaying residents
- [Q3] NO
- [Q3] Not posting [Q8] The shop is easy because its enroute into town
- [Q3] Or photographing it with my Iphone! No need to \_scan\_!! [Q8] You should be able to do it \_all\_ online and mobile - no need to scan just \_photograph\_ and email. This is 2015!!!
- [Q3] Should only be necessary for a new permit
- [Q4] Could you put the last pit in bold as always forget to sign it [Q8] Could be done by automated phone call 9as at DVLA)
- [Q4] I sent my father
- [Q4] Some of these questions can only be answered with Yes/No or N/A [Q8] Why do I have to fill in all the information every year? You must have it on your records -a form could leave space for changes
- [Q4a & b]I didn't need to look
- [Q4a & b]NA Haven't looked at this
- [Q4g] Don't remember [Q5] Don't remember the first time [Q8] No. You guys are great! Even the parking clerks are super!
- [Q4g] Paypal!
- [Q4h] Fine but would be easier online [Q8] would be good if this process happens earlier. 31 March deadline is not far away particularly if you are away on holiday
- [Q4h] Needs to be online [Q8] Needs to be online
- [Q5] Husband did it for me
- [Q5] I asked a friend to visit on my behalf
- [Q5] Only because I was busy that day otherwise I would have come earlier
- [Q7] Since it is a renewal, why do I need to know, I was sent a reminder? [Q8] The system at present works perfectly well, I would not be happy about sending original documents in the post and not everyone can scan docs and send them online!
- [Q8] Email is my preferred method of contact as I have hearing difficulties



- 1. Allow 1 or 2 hour visitor permits. It's a waste to use a whole day permit. 2. It should be unlimited visitor permits, as long as residents pay for them there should be no restriction. Abuse of the system can still be prevented. This is what happens in Islington, London, where we've just moved from
- Always found the staff most helpful
- Better when the permit was free to residents
- Don't change it if it works!
- Excellent service at Parking Shop
- Given the very limited parking space in proportion to the permits given (eg due to many flats/rooms in JE) could some advice on how to park thoughtfully be given in the letter? To inform permit holders that they can legally park with one third of car outside 'endlines' would help enormously for example
- Helpful staff at the parking shop
- I have a company car and it creates a lot of work getting the required proof of ownership documents
- I have lived at this address for 30 years. I am on the electoral register. I am required by law to have current address on my licences. I find it ludicrous to have to provide proof of address every year
- I have renewed so often I don't look online and I find both weekday & Saturday convenient for parking shop. I wouldn't want only one choice
- I wish it was possible to have a bigger allowance of visitors' permits. I never seem to have enough and generally run out before I can have more
- I would prefer to do online but is there a way to do without scanning documents?
- I would welcome the chance to renew my parking permit online. [Illegible] of councils up and down the country
- If it ain't broke, don't fix it
- IT IS VERY INCONVENIENT: 1) having to produce docs ever 12 months and 2) having to go into the town to renew
- It would be absurd to institute an online system which still required supporting documents to be sent in by post
- It would be great to renew applications online so that it could be done in a time to suit everyone
- It would be useful to be able to pay online, e.g. via PayPal
- It's surely easy to automate parking permit application against Council Tax payer records, which will cover the majority of people who need them. You could still have anybody who couldn't use this system drop in at the parking shop, and as such people are likely to be other than in full time employment, this wouldn't be as inconvenient for them as it is for those who are.
- More visitors' permits needed
- Needed to take time off work to visit parking shop as I missed a Saturday & was on holiday for other w/e. Only about 2 weeks available to get permit
- No except why require all this extra bumpf for renewals?
- No. Other than to say that the staff in the parking shop are very charming, helpful, and efficient
- None - it should be \_free\_!
- Not broke - so don't 'fix' it!
- Not enough notice. I don't work in town and have been on holiday, so permit has expired before I can get a new one
- Not specialised

- online is the way forward would save both my and your time and money
- Online please!
- Online please!
- Online renewal would be great and ability to print off at home!
- Online renewal would be much more efficient
- Online would be good - payment by bank transfer or card online
- Online would be wonderful
- Only because I work in town is it easy to apply in person
- Only that it is not made clear on the form which payment methods are acceptable
- Only that the parking shop in centre of Oxford is probably worst possible location for everybody and adds to unnecessary trips into the city
- Original documentation re residence becomes more difficult as everything goes paperless
- Parking bays to use the shop would be great as it's a bad location
- Permits for second cars should cost a lot more to discourage ownership of more than one vehicle. We really struggle to park near our home
- Please continue to provide a parking shop in the city centre
- Please make it online!
- Please make it possible for the council to know who is a resident without having to produce utility bills etc
- Pleased the price hasn't gone up again this year
- Possession of a permit is no guarantee of a parking place near one's home. Is there a limit on the number issued?
- Present system suits me. There is flexibility within in. For example, I had forgotten to bring my vehicle registration but I am able to scan my current permit and email it in. This meant I didn't need to make another trip in to the Parking Shop. Many thanks.
- Proof of residency is getting more and more difficult with banks and utilities billing online. Council Tax bill was my only option though that would be no good for my children (if I had any still living at home). Please consider other proofs. Not told on form what [payment] methods are - I happen to know you accept cards
- Qs 2-3 offer online services which would mean more online access to personal details - big brother state. Not sure we can stop this process, but it needs to be secure
- Renewing online would be wonderful - but only if it is an easy process! e.g. providing supporting documents should not be difficult.
- Staff always very helpful and customer focused, thank you
- Sunday opening would be super!
- Sunday opening would help
- Thanks
- The cost is too high. Should be provided free to those over retirement age of 60
- The DVLA's online vehicle license renewal system now sets the standard. The Oxfordshire system for parking permit renewal seems like something from the 1980s. There seems to be no capacity whatsoever to apply for/buy additional permits, for example to cover long-term childcare helpers. This means that people looking after multiple infants (fancy carrying two babies and two child seats 300m to the nearest non-residential parking space? Thought not) are given no options.
- The parking shop staff are always very friendly
- The people in the parking shop are easy and delightful to deal with
- The service at the parking shop is excellent and a good use of my council tax
- The staff at the parking shop are extremely patient and helpful. App. Process is very

straightforward

- This is 2015 it should be all be able to be done online and is shocking it isn't! I am amazed you don't even have an online version of the form and then I can email photos of my documents to you. Even in this survey you didn't include 'sending in photos of your documents'... everyone has a macro lens on their smartphone perfect for taking photographs of their v5 reg and bank statement etc and you can just email them meaning it can all be done from a mobile (no need for a computer or internet!). But checking the details against other online data is even better. I'm amazed that I can renew my tax disc, and insurance online but not my permit? Bonkers!
- Too expensive
- Too expensive, especially given that it used to be free (as stated when the scheme was set up). It's not so much a parking permit, it's more a parking tax - you may as well call it that.
- Very friendly & helpful
- Very friendly & helpful staff at parking shop, makes a difference
- very friendly people
- VERY friendly staff!
- Very helpful staff, thank you
- Would like it to be cheaper
- Would like to be able to collect both hers and her husband's visitor permit entitlement when she visits shop
- Would like to know on what the large fee is spent