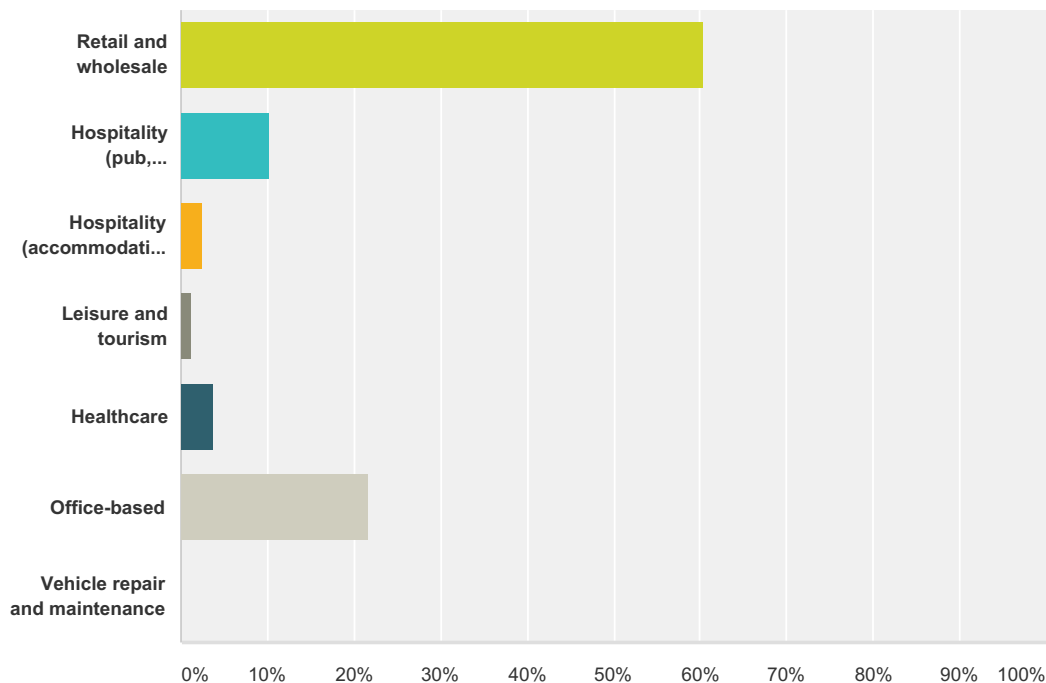


Q1 With regards to the building that this letter was sent,in what business sector do you operate(eg if this letter was sent to the head office of a retail company please select 'Office-based')?

Answered: 78 Skipped: 1

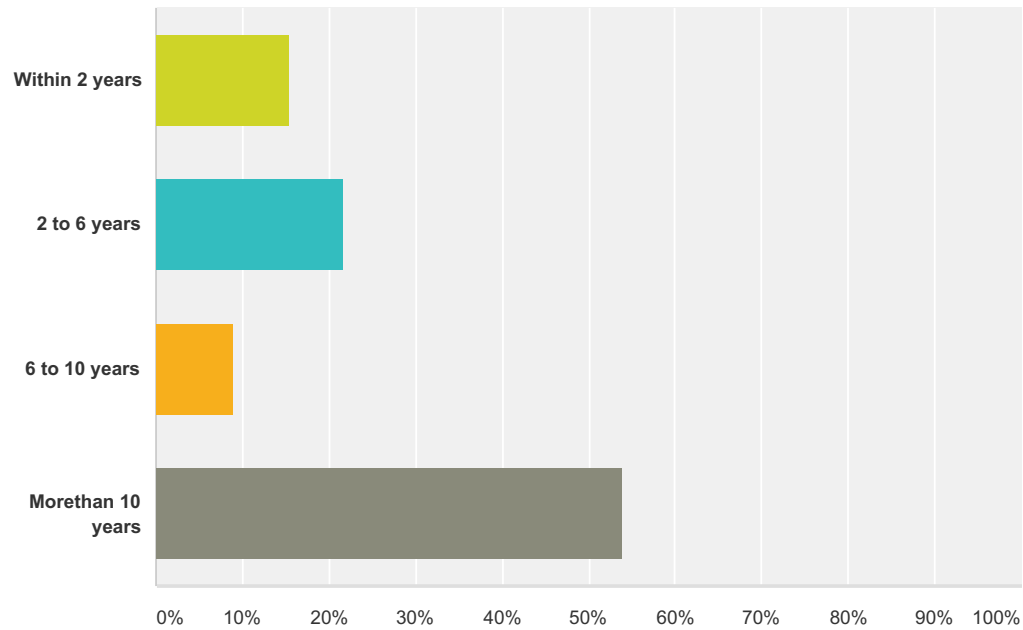


Answer Choices	Responses
Retail and wholesale	60.26% 47
Hospitality (pub, restaurant, café, etc)	10.26% 8
Hospitality (accommodation etc)	2.56% 2
Leisure and tourism	1.28% 1
Healthcare	3.85% 3
Office-based	21.79% 17
Vehicle repair and maintenance	0.00% 0
Total	78

#	Other (please specify)	Date
1	Police Station	8/18/2016 5:38 PM
2	Also retail	8/1/2016 12:04 PM
3	Storage	7/29/2016 11:21 AM
4	Finance	7/29/2016 11:19 AM
5	Property investment and development	7/29/2016 11:17 AM
6	Post Office	7/29/2016 11:15 AM
7	Solicitors practice	7/27/2016 10:30 AM

Q2 Roughly how long have you been at your current location?

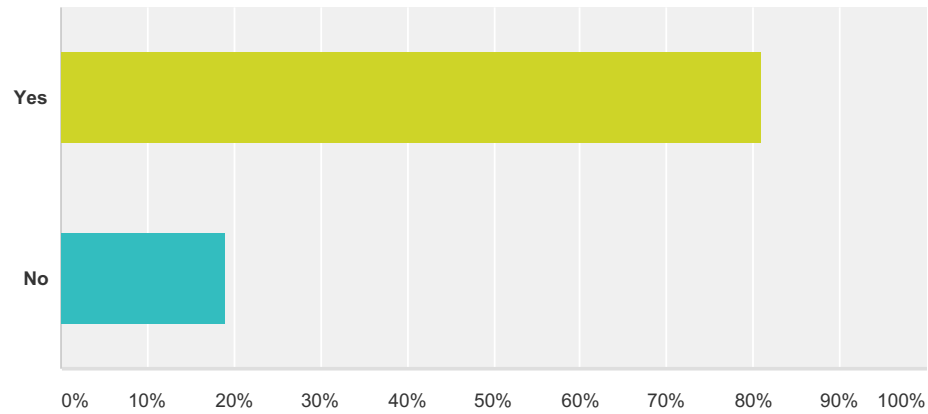
Answered: 78 Skipped: 1



Answer Choices	Responses	
Within 2 years	15.38%	12
2 to 6 years	21.79%	17
6 to 10 years	8.97%	7
More than 10 years	53.85%	42
Total		78

Q3 Is your business impacted by any of Fylde Council's car parks, ie used by customers/visitors or staff as part of your business activity?

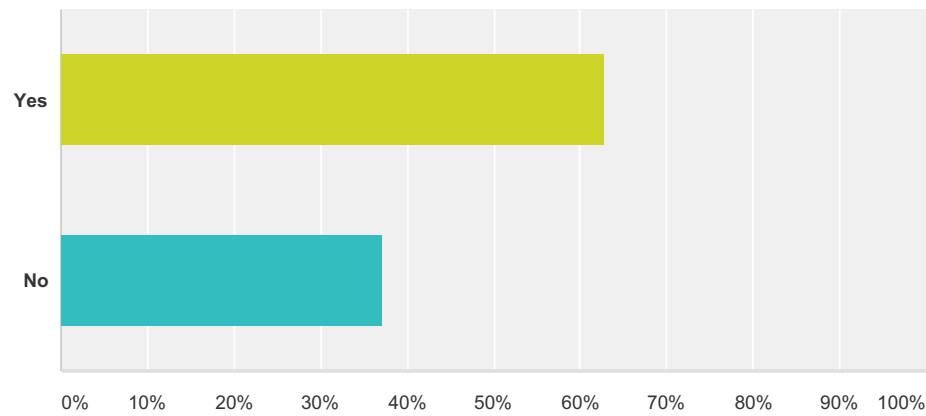
Answered: 79 Skipped: 0



Answer Choices	Responses	
Yes	81.01%	64
No	18.99%	15
Total		79

Q4 Were you aware that Fylde Council had been operating a Christmas parking scheme each year?

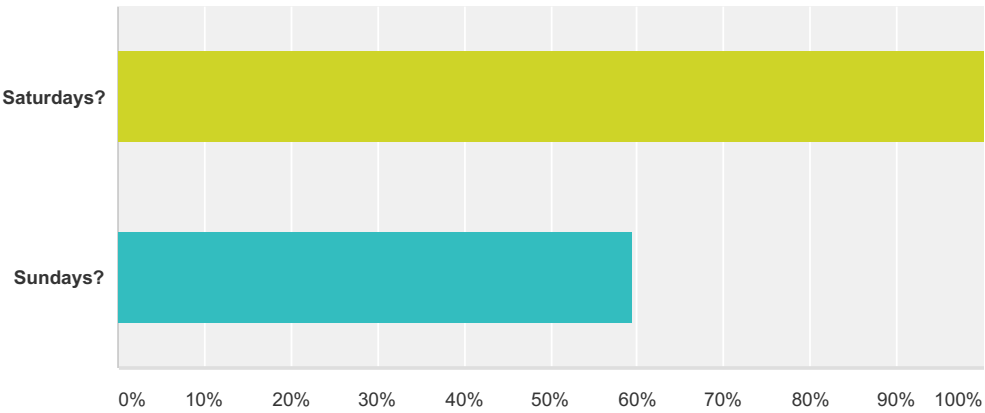
Answered: 78 Skipped: 1



Answer Choices	Responses	
Yes	62.82%	49
No	37.18%	29
Total		78

Q5 Prior to 2010 did your business open on the three weekends leading up to Christmas on:

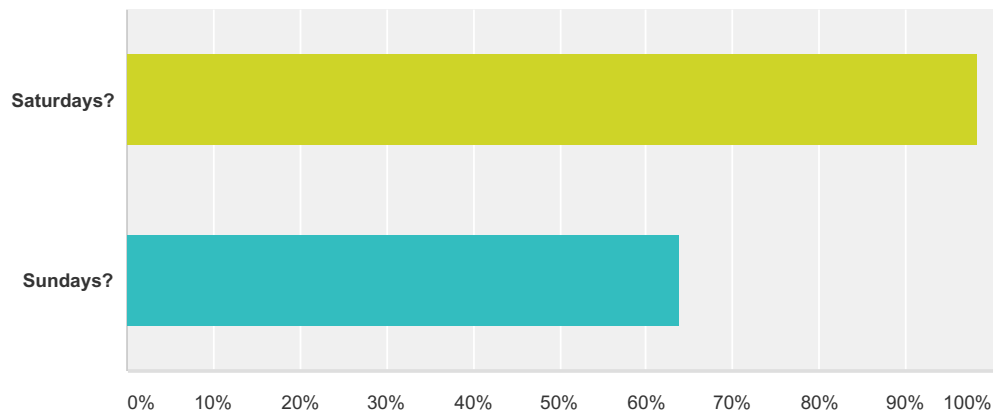
Answered: 47 Skipped: 32



Answer Choices	Responses	
Saturdays?	100.00%	47
Sundays?	59.57%	28
Total Respondents: 47		

Q6 Since 2010 have you been opening your business on the three weekends leading up to Christmas on:

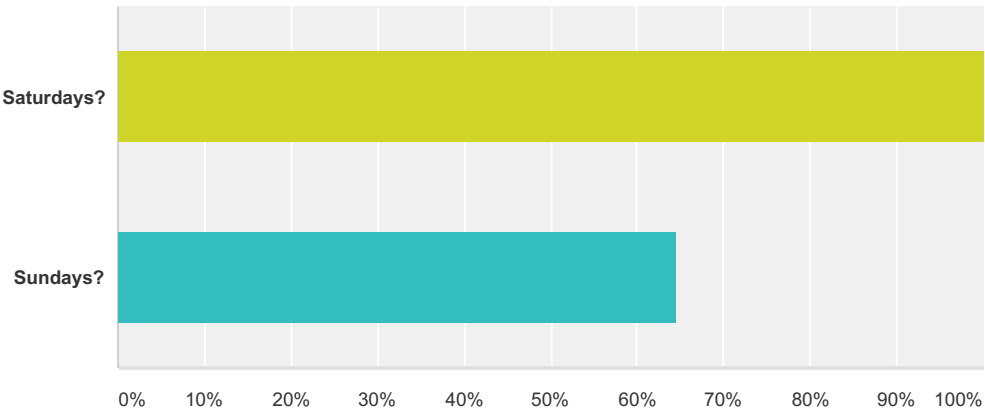
Answered: 61 Skipped: 18



Answer Choices	Responses	
Saturdays?	98.36%	60
Sundays?	63.93%	39
Total Respondents: 61		

Q7 For this coming Christmas and in future years do you intend to open your business on:

Answered: 62 Skipped: 17



Answer Choices	Responses	
Saturdays?	100.00%	62
Sundays?	64.52%	40
Total Respondents: 62		

Appendix 5: Christmas Parking Scheme Survey Results

Q8 The current Christmas parking scheme costs Fylde Council each year in lost income. Considering the current economic climate and the annual cuts to Council budgets, do you have any suggestions on improvements to the scheme?

Answered: 54 Skipped: 25

#	Responses	Date
1	Please advertise it more!	9/2/2016 10:46 AM
2	Keep it the same as previous years. Free car parking is a massive positive for small towns during these quiet periods. Please advertise it more!	9/2/2016 10:45 AM
3	If it's too expensive to continue I would suggest a compromise ie parking all day £2 or something similar.	8/18/2016 6:10 PM
4	If we had staff parking permits then we wouldn't need to use the public parking slots as parking is an issue.	8/18/2016 6:08 PM
5	During the year 1 hours parking is impossible - we need 2 hours!	8/18/2016 6:06 PM
6	Remove all parking restrictions in St Annes encourage footfall and grow businesses. Every penny spent in a local business is reinvested in the local area (not in Aldi and other large companies). Encourage growth let JR Taylors!	8/18/2016 6:05 PM
7	*The scheme is vital to the town and the residents of Fylde. *We must invest in making our towns car friendly rather than management cost ie warden cost. * Our December revenue is 33% higher than in 2010, without doubt this is helped by the free parking scheme along with your support of the Ice Rink. *I think the scheme to purchase annual parking permits is too complicated, it should be simplified and promoted. It's a great idea.	8/18/2016 6:00 PM
8	Stop putting farmers market on the car park and move to pavilion entrance to Ashton Gardens then no parking is lost and shops will not suffer from lack of parking on those days. Also close 1 lane on Garden St and create diagonal parking with meters. This would also stop cars going the wrong way on the one way street and it would create a lot more parking spaces. This could also be done on any other one way road with single side parking. St Georges Rd could be made one way and the same done there. !!Before an accident happens!! wagons should be made to go across Garden Street up St Georges Lane coming out by train station instead of trying to turn into Garden Street.	8/18/2016 5:56 PM
9	It is vital to local business that free parking is available. Monies lost by the Council can be supported by Government on application now Brexit is in operation. Rules can change so applications can be made.	8/18/2016 5:49 PM
10	More free parking would encourage customers to spend more time (so more money) in the town.	8/18/2016 5:46 PM
11	(Open within 2 years at current location, 16 years at another within the same town). Free parking.	8/18/2016 5:45 PM
12	We didn't know this was happening so therefore must not be advertised enough to make any impact to our business. My only complaint is staff parking all year round is pathetic there is nowhere to park for people working 8am -6pm all year round and a permit scheme should be set up for those who wish to purchase one to be use in certain areas of the town which is at the moment a restricted area.	8/18/2016 5:42 PM
13	No	8/18/2016 5:39 PM
14	Free parking helps the businesses who provide the economic engine for the Borough.	8/5/2016 11:15 AM
15	If possible, could you introduce a 'special' Christmas price instead of free, ie £2 for 4 hours, then everyone would benefit.	8/5/2016 11:13 AM
16	We pay enough rates for nothing in return so I believe to keep these small towns maybe free after a certain time or before a certain time.	8/5/2016 11:08 AM
17	Fines for illegal parking in the area which is commonplace and increases around the Christmas period. Payments from this to fund the deficit in parking charges.	8/5/2016 11:06 AM
18	(The parking scheme has not affected us - or +)	8/5/2016 9:38 AM
19	Provide more free parking for Town Centre visitors all year round. Our town centres are dying and lack of sufficient free parking is one of the main reasons.	8/4/2016 2:10 PM
20	Current parking scheme is fine.	8/4/2016 1:16 PM
21	Free parking works to some benefit to shops but is also used by shop owners who do not buy permits for parking and also staff parking and local residents who have to park elsewhere when charges are in force for rest of year.	8/4/2016 11:42 AM

Appendix 5: Christmas Parking Scheme Survey Results

22	Anything which helps the business' in Lytham should be encouraged, and free parking helps a lot, as other towns have much more parking incentives.	8/3/2016 11:32 AM
23	You know it increase trade so it should be an all round year operation which would result in shops taken by traders who pay rates rather than charity shops who don't!	8/3/2016 11:30 AM
24	Don't operate it!! All that happens is business owners and employees block up the car park all day, thus reducing the number of shoppers able to park. Would be better if the parking was reduced to "1 - 2 hours free" thus improving the flow of trade/customers. Thanks.	8/3/2016 11:28 AM
25	We have been at our current location for over 38 years + only became aware of the free parking scheme, by accident, last year. This scheme/any scheme needs advertising properly.	8/2/2016 12:22 PM
26	An extension of street parking would be helpful at Xmas. 2 hours instead of 1.	8/2/2016 12:20 PM
27	In the past L. Business Partnership has displayed signs on the routes into Lytham - These signs now need to be replaced. Would the Council have money available to replace them? or 50/50 with L.B.P. (email g.tooke@btconnect.com) (subsequent email sent to Gwyneth to ask for confirmation on what signs she meant. Her response was: Hi Andrew, The signage was just some (dare I say) fly posters made from that corrugated plastic that were attached to the lampposts on the routes in. The Lytham Business Partnership paid for them erected them and removed them after the last weekend prior to Christmas. We now longer have any to show you. I think the said a word on each poster – FREE PARKING IN LYTHAM THIS WEEKEND. So 5 for each of the four routes in. Best way of getting the message across. Gwyneth.)	8/2/2016 12:18 PM
28	Better Advertising and Better Pay System as many customers complain that they cannot pay with cards or notes. I get many customers throughout the year coming in the shop to ask for change etc.	8/1/2016 12:54 PM
29	Ice cream kiosk (Stanner Bank) - We are a seasonal business, not open in December, so are unsure of the statistical benefits for shops, cafes etc.	8/1/2016 12:26 PM
30	Drycleaners	8/1/2016 12:15 PM
31	Hairdresser - Longer parking times long enough for lunch, shopping ect.	8/1/2016 12:13 PM
32	Improved signage on the road leading into Lytham + perhaps leaflets in the shop	8/1/2016 12:11 PM
33	Possible a flat fee up to 4h for 50p all day ticket £1.	8/1/2016 12:10 PM
34	My suggestion would be to tell as many people as possible ie local Fylde residents, and further afield to all Fylde residents and all other interested parties ie. hoteliers etc - as early as possible - maybe from early November to attract as many shoppers to the town, which may involve press and/or radio coverage, and social media.	8/1/2016 12:08 PM
35	Instead of free car park - maybe take the time restrictions of the street parking instead for this period - advertise this. Take away the traffic wardens for this period and welcome people to visit and stay longer in the town.	8/1/2016 12:04 PM
36	Removing the scheme would have a detrimental effect on the high street. Lost income over this short period should be balanced out with the vast income increase seen over the summer months. I see this as a service aimed towards local residents rather than transient trade.	7/30/2016 4:34 PM
37	A low flat rate for parking	7/29/2016 11:21 AM
38	Nominal cost or charge for some car parking locations?	7/29/2016 11:19 AM
39	Have a time limit on the parking to two hours. In my experience I see local employees taking the free parking near us. There are 2 hair salons near the car park and between them they take approx. 10 car spaces all day when free.	7/29/2016 11:15 AM
40	(Doesn't open at weekends). Extend the scheme to run all year. Free parking for everyone. Cut back on traffic wardens - employ less and use their salaries to offset any losses with this scheme.	7/29/2016 11:12 AM
41	Considering the amount of money we pay in Business Rates perhaps Lancaster or whoever it is that receives our business rates should contribute to Fylde Borough. We get little else for the money we pay - a street cleaner (who is excellent) and that's it.	7/28/2016 5:31 PM
42	Never heard of the scheme - If you are losing money cancel the scheme. Money would be better spent improving parking the whole year round.	7/28/2016 5:27 PM
43	Extend parking time without further charges. Operate a park and ride scheme to stop congestion in the town.	7/28/2016 5:25 PM
44	Possibly charge a small amount to park for 2 hours eg 50p nominal.	7/28/2016 5:23 PM
45	Given the economic climate, I believe car parks should be cheaper all year round to encourage visitors to the area and stay longer and use the shops/restaurants	7/28/2016 5:21 PM
46	Q5. No. Q6. On occasions on Sundays. Q7. No.	7/28/2016 5:18 PM
47	Try fixing the car park (multi) or selling it and making it free. And I am walking distance from town with regulars who struggle to park because you granted a Travel Lodge without parking at the bottom of our road.	7/28/2016 5:16 PM
48	None, without wishing to sound like a grump.	7/28/2016 11:46 AM

Appendix 5: Christmas Parking Scheme Survey Results

49	The increase in business from having free parking will compensate for any loss of revenue; The street level spaces cost the town nothing to provide and the scheme should continue all year, in order to combat the attraction of out of town shopping and business centres such as next to Blackpool Airport or near B & Q. It should not be restricted to weekends only if the town wants to maximise business opportunities; lack of cheap or free parking is a major factor in the decline of the Square and must account for the demise of J R Taylors. Perhaps every shop could have a time limited voucher allocation to give to customers to prevent overcrowding.	7/28/2016 10:14 AM
50	It benefits retail businesses , they should pay for it in full.	7/27/2016 12:11 PM
51	Ask central Govt to remove the subsidy given to Charity Shops.	7/27/2016 12:02 PM
52	No, as we are not affected	7/27/2016 10:30 AM
53	Consider how much income we loose due to any charges! No payment @ Tesco/Asda etc. The town would be much improved be scrapping charges. A. Lanigan, Director, Lanigans Ltd	7/27/2016 10:27 AM
54	We do not open at the weekends	7/27/2016 10:24 AM