

CAR PARKING STRATEGY CONSULTATION 2025

Consultation Report

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1 Introduction

1.1 Background and introduction

West Lindsey District Council owns and operates 10 Pay & Display car parks across the two market towns of Gainsborough and Market Rasen with 2 public EV charge points, 1 in Gainsborough and 1 in Market Rasen. This consultation was designed to help the council to develop a Parking Strategy which will direct the plans for the future of the car parks and any associated infrastructure and support services.

All West Lindsey District Council owned car parks are open 24 hours a day, 7 days a week and are long stay excluding Roseway in Gainsborough which is short stay. Free parking is available after 6pm and on Sundays and Bank Holidays.

A consultation opened on 26 August and ran until 9am on 6 October 2025.

This report summarises the views of residents that took part in this consultation. Views were gathered from West Lindsey residents, Parish Councillors and West Lindsey District Council Members through either a direct invite or by visiting the website.

1.2 Methods

To undertake this work we used multiple routes to consult with our stakeholders. The consultation was undertaken using an online survey which was advertised through social media, the West Lindsey District Council website, the resident newsletter, the West Lindsey Councillor newsletter and the Parish Council newsletter. Direct invites were sent to the West Lindsey Citizen Panel. Residents were able to write or email into this consultation rather than complete the survey, although on this occasion none were received.

Surveys

968 members of the West Lindsey Citizen Panel received an electronic invite to the survey. A copy of the survey distributed can be found at Appendix A.

1.3 Response

The survey had 184 responses of which all were received online.

1.4 Respondent data

Respondents were asked at the end of the survey to answer some equality questions. Whilst not mandatory, 164 respondents did give a response, and these have been broken down into gender, age, disability, ethnicity, faith/religion and sexuality.

1.4.1 Gender

Out of the 164 who took part, 49% of those are Male, 48% are Female and 3% are non-binary, transgender or prefer not to say.

1.4.2 Age

To take part in the consultation it is requested that they need to be 16 or over. Age data is available for the 163 members who took part and the ages are grouped as:

Age range	Percent
16-25	1%
26-35	5%
36-45	5%
46-55	9%
56-65	22%
66-75	37%
76+	21%
Prefer not to say	2%

Table 1: Age ranges

1.4.3 Disability

Out of those who took part, 26% of those classify themselves as being disabled and 71% do not.

1.4.4 Ethnicity

The majority of respondents class themselves as White British, Irish or other with 97%. The only other ethnic groups to have a response with percentages of 1% were Mixed or multiple ethnic groups, black, black British, Caribbean or African or prefer not to say.

1.4.5 Religion/Faith/Belief

The Christian religion came up with the majority of responses with 63%, the no religion option had 31%. The other religions which came at 1% each were Hindu, Buddhist and Jewish with any other religion/faith/belief being 2% and prefer not to say at 3%.

1.4.6 Sexuality

The majority of responses came from heterosexual respondents with 90%, while those who preferred not to say came in at 5%. Lesbian or gay was 3% and bisexual and any other sexual orientation were 1% each.

2 Results

2.1 Parking in West Lindsey District Councils Car Parks

2.1.1 Do you use any car parks owned and run by West Lindsey District Council?

Out of 182 respondents to this question 91% of them do use a car park run by West Lindsey District Council.

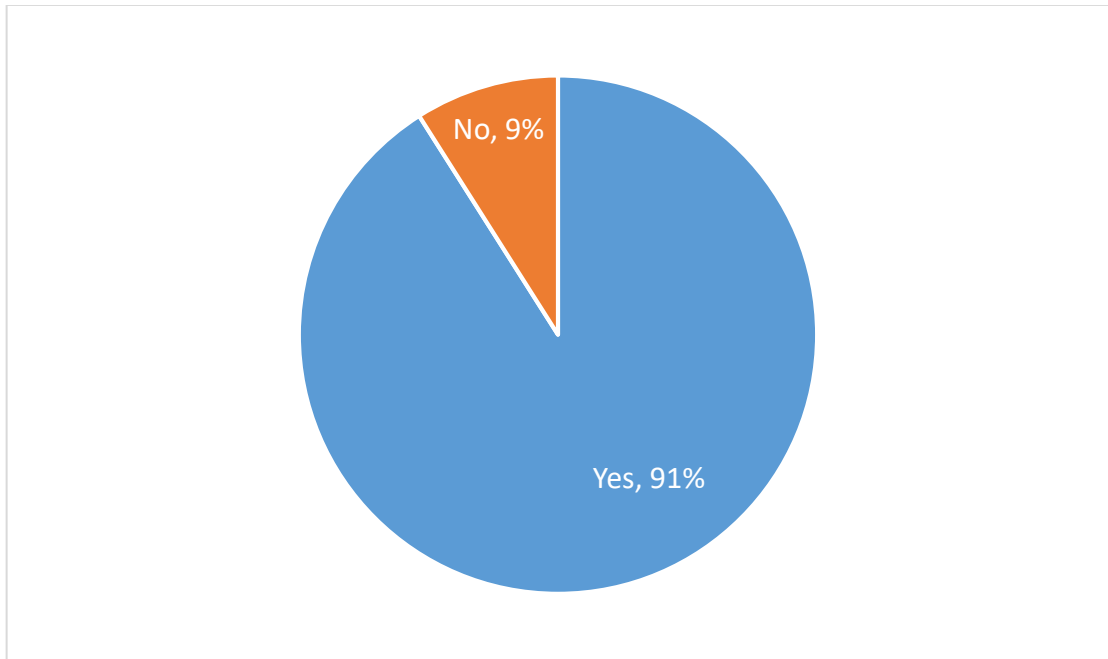


Chart 1: Use WLDC car park

2.1.2 Why do you usually park in West Lindsey District Councils car parks?

Respondents were asked about the reason they usually park in one of West Lindsey's car parks. The options given included shopping and retail, leisure, medical and parking for work. 77% of those who did respond outline that the main reason is shopping and retail.

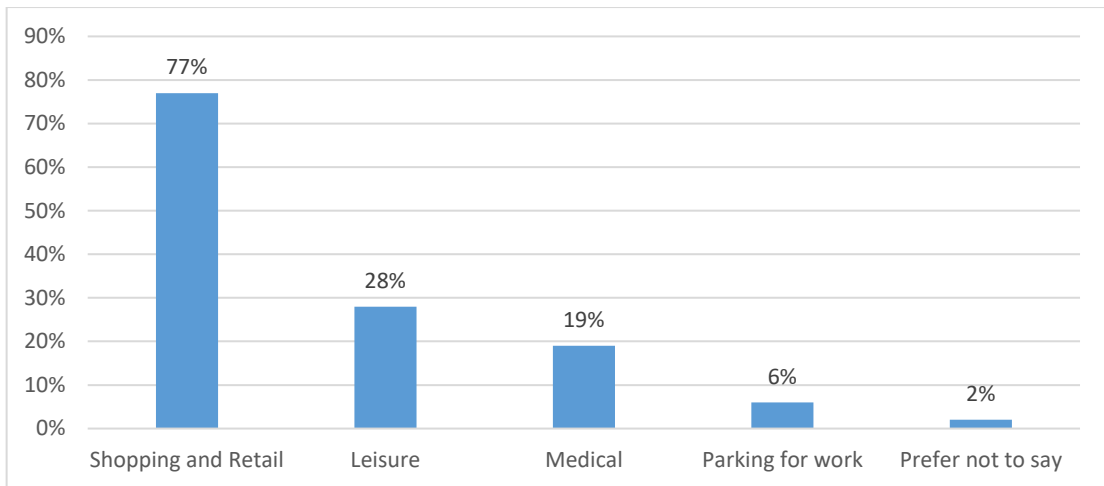


Chart 2: Reason for parking

2.1.3 To what degree do you agree or disagree with the following statements?

To find out how residents feel about the running of the car parks they were asked to what degree they feel they are run effectively, safe to use and are well maintained.

77% of respondents felt that the car parks are run effectively, 81% felt they are safe to use and 76% felt they are well maintained.

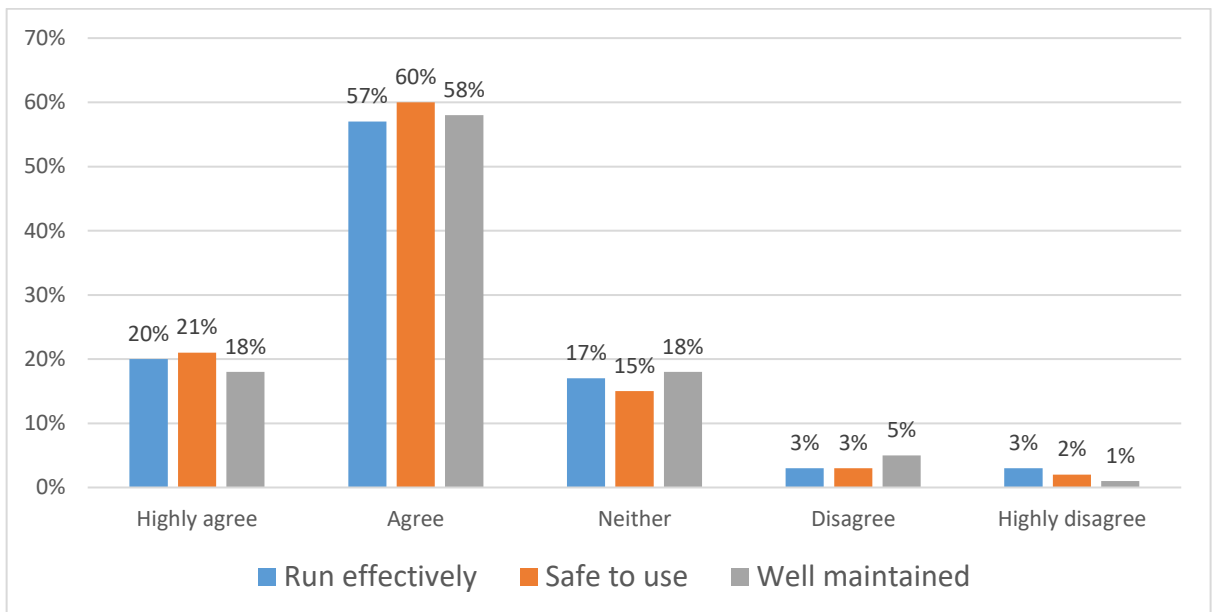


Chart 3: Agree or disagree to statements

To give a bit more detail to their response, we asked if they disagreed with any of the above statements, why they felt this and how an improvement could be made. The comments received included:

- Wider spaces needed.
- Less disabled spaces needed as seem to be under used.
- More disabled spaces needed.
- Car Park improvement including more litter picking, weeding needed, better lighting, better surfaces, wildflower verges.
- Free parking would mean more footfall in the town centres which is much needed.
- All car parks should be long stay.
- Payment signs are complicated and colours on the signs make it difficult to read.
- Permit holders should be able to use any car park.
- More EV charger.

2.1.4 Do you prefer parking in council owned or privately owned car parks?

To ensure a comparison, respondents were asked if they preferred to park in a council owned or privately owned car park. 67% of respondents felt that they preferred parking in a council owned car park compared to 2% who preferred the private car parks. However, 31% of respondents had no preference on either option.

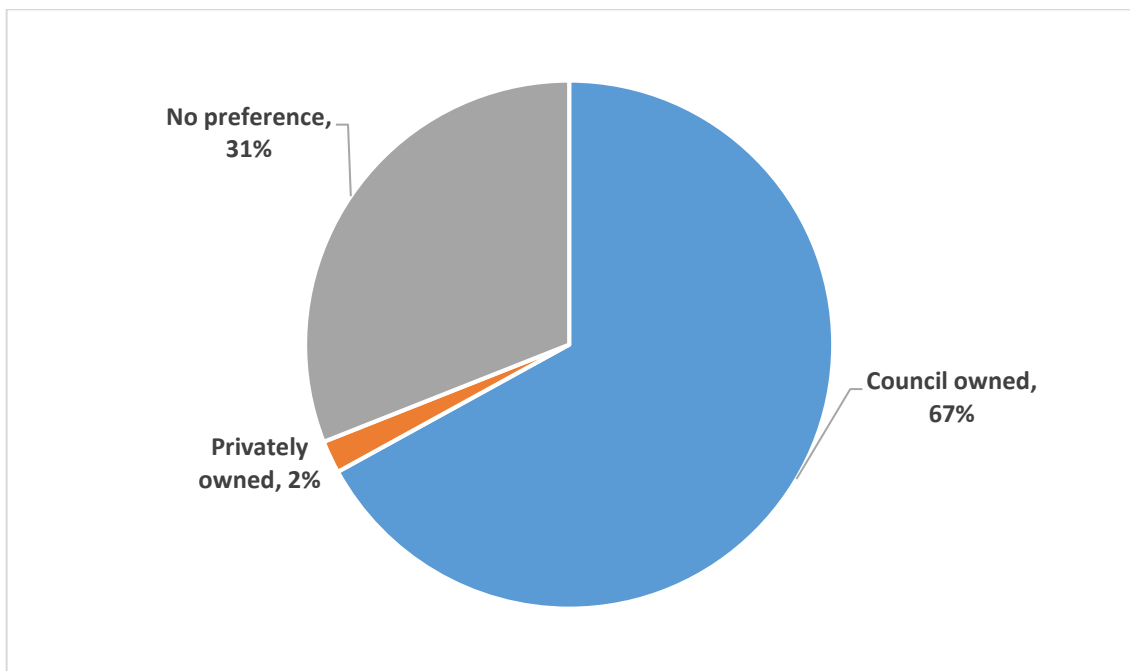


Chart 4: Council or Privately owned

2.2 EV Chargers

There are electric vehicle charging points in Gainsborough Roseway Car Park and Market Rasen Leisure Centre. Each of these locations have 2 charging points.

2.2.1 Do you use our EV chargers?

Out of the 181 respondents to this question, only 8 of those actually use the EV Chargers.

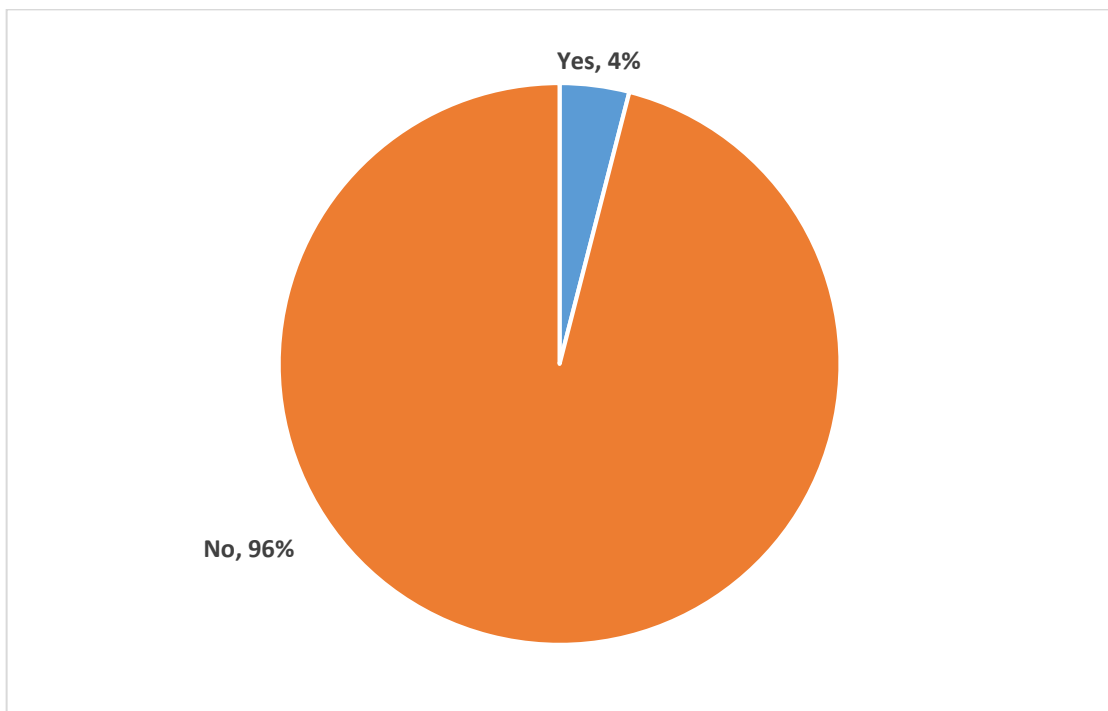


Chart 5: Use of EV Chargers

2.2.2 To what degree do you agree with the following statements?

To find out how residents feel about the use of the EV Chargers they were asked to what degree they feel they are easy to use, work correctly and is available when needed.

66% of respondents felt that the EV chargers are easy to use, 63% felt they work correctly and 63% felt they are available when needed.

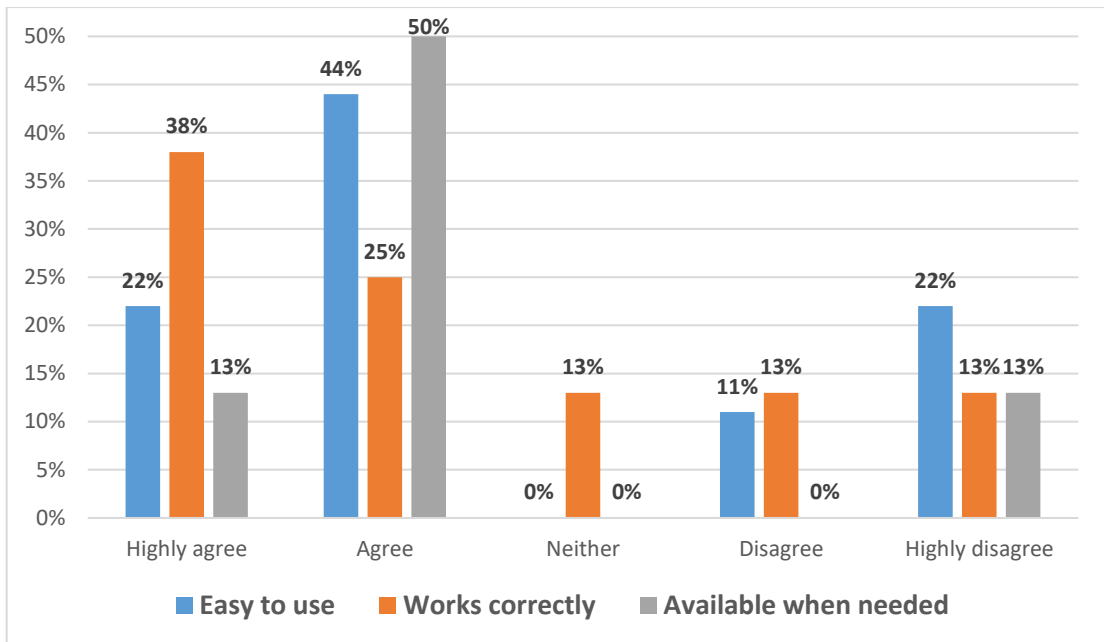


Chart 6: Statements on EV Chargers

2.3 Parking spaces

2.3.1 Are you always able to find a parking space?

It is important to know how easy our residents and visitors to the Town Centres find a parking space. 78% of the respondents felt that they are always able to find a parking space.

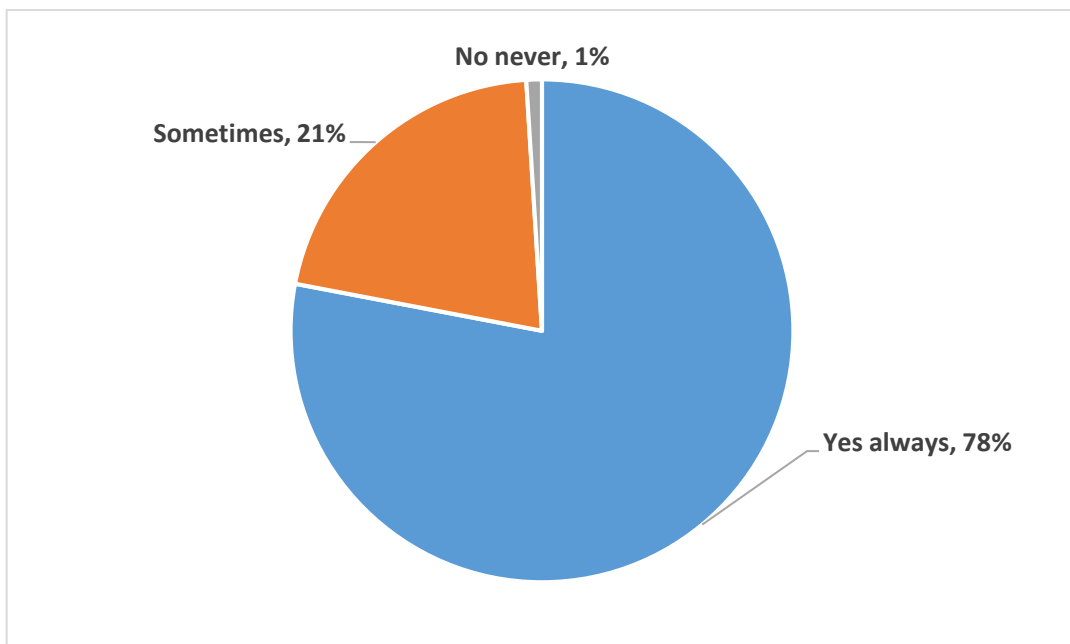


Chart 7: Ability to find parking space

2.4 Payment

2.4.1 How do you mainly pay for the car parking?

Parking within a West Lindsey District Council car park can be paid either in cash at the machine, through a permit, over the phone or via the Pay by Phone provider which at the point of this consultation was through RingGo.

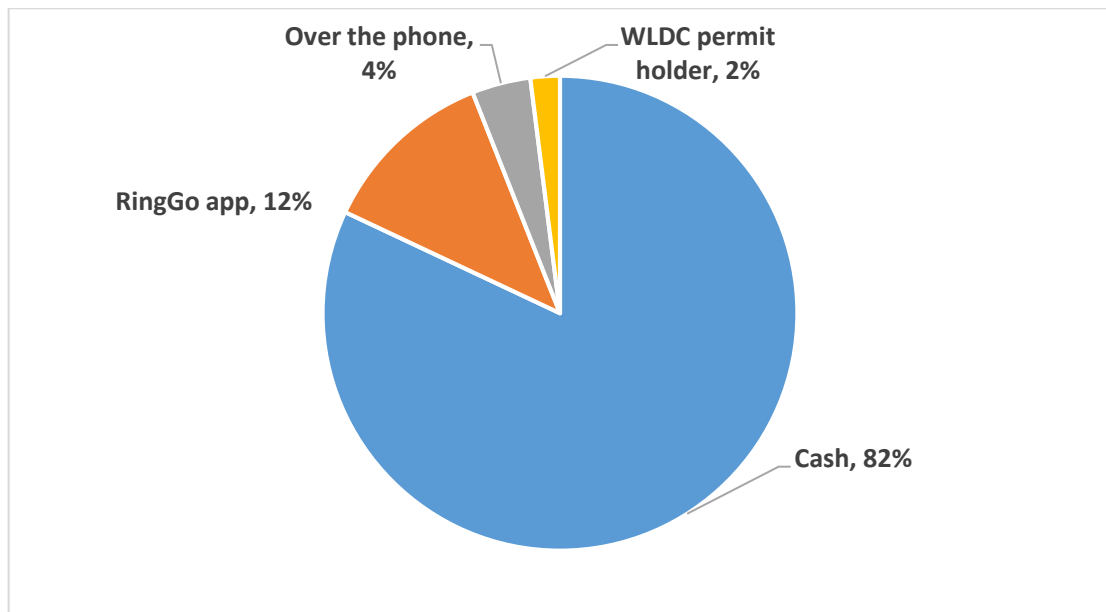


Figure 1: Car Park payment

Whilst the majority (every 4 in 5) of respondents pay for their parking in cash, there are still respondents who use the other methods.

2.4.2 How satisfied are you with these options to pay?

Overall satisfaction with these options came out at 66%. However, to get more detail the following table outlines how this satisfaction changes according to how they currently pay.

Chart 8 shows that for cash payments, respondents are 68% satisfied and 9% dissatisfied. The RingGo app users are 60% satisfied and 25% dissatisfied. For those who pay over the phone they are 57% satisfied and 0% are dissatisfied, while WLDC permit holders are all satisfied.

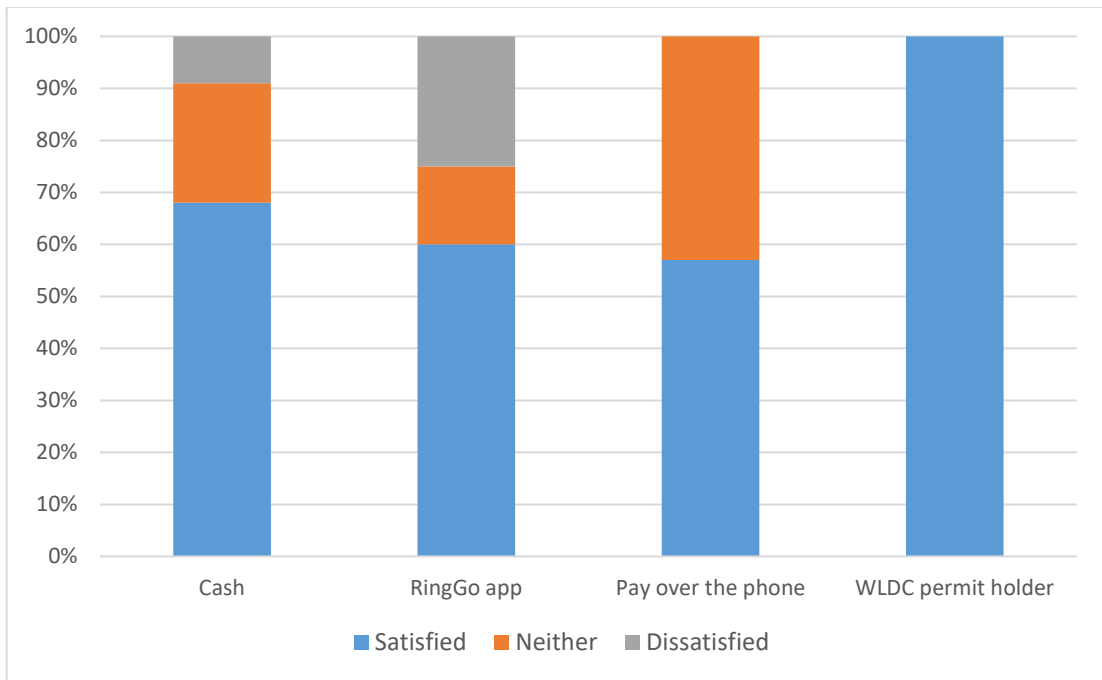


Chart 8: Satisfaction against payment methods

2.5 Permit holders

2.5.1 How did you last purchase your permit?

Permits are available to purchase as a monthly direct debit or through a quarterly payment. Either way it is possible to buy a permit online, by email or over the phone.

The majority of permits was paid for online with no respondents using the route of arranging over the phone. The online route is a form which is set up and can be used for both paying a quarterly fee or used to set up for direct debit payments.

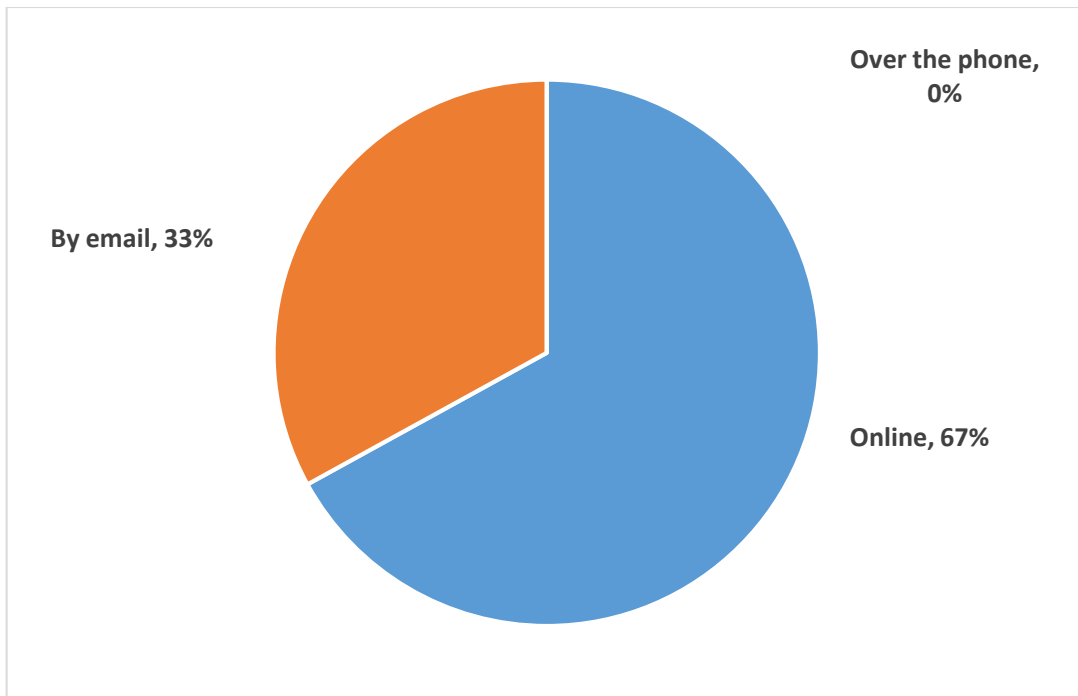


Chart 9: Way of purchasing permit

2.5.2 How satisfied are you with the process of purchasing a permit?

Overall satisfaction with these options came out at 100%.

2.5.3 Three day permit

Permits are available to purchase for Gainsborough and Market Rasen and both are available in either 5 or 6 day permits.

Respondents were asked if they believe a 3 day flexible permit should be introduced if a viable solution was available. This question gave a mixed response with 53% not sure on whether this should be introduced. However, these results were then analysed against how respondents mainly pay for their parking. This showed that out of the respondents who currently pay for a permit, 33% feel this should be looked into. From those who currently pay via cash, RingGo app or over the phone, 42% believe a 3 day flexible permit should be introduced.

2.6 Enforcement and appeals

2.6.1 Have you ever been through the enforcement and appeals process for West Lindsey District Council Car Parking?

Respondents were asked if they have ever been through the enforcement and appeals process and only 12% said they have.

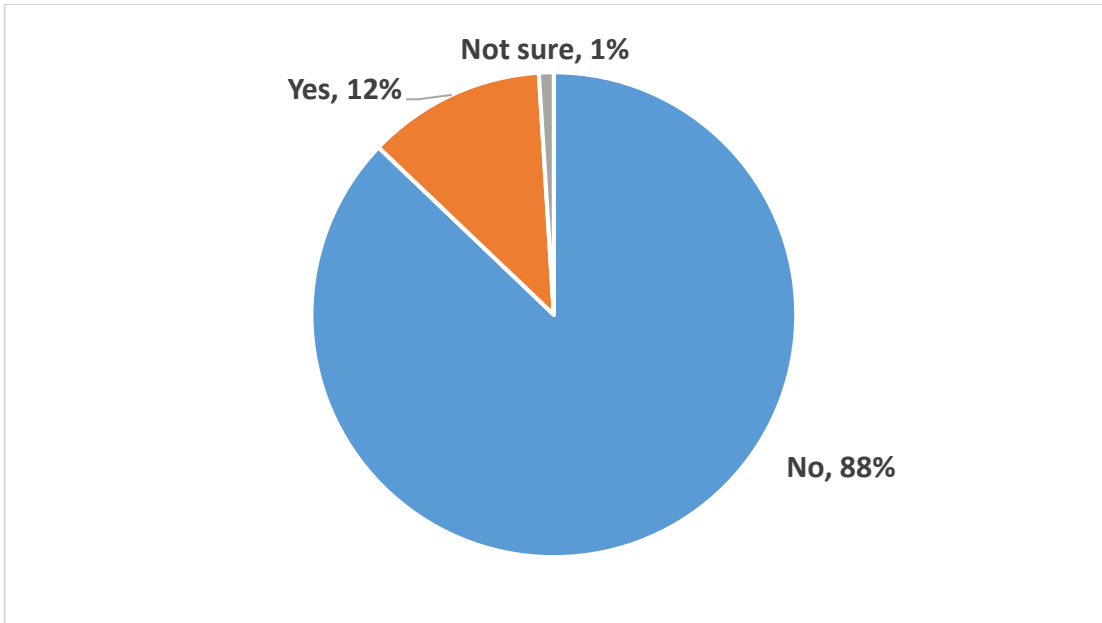


Chart 10: Used Enforcement and Appeals process

2.6.2 Did you find this process to be fair?

Out of those respondents who have been through the Enforcement and Appeals process, there were asked if they found this process to be fair. Out of those respondents, 57% believe it is fair.

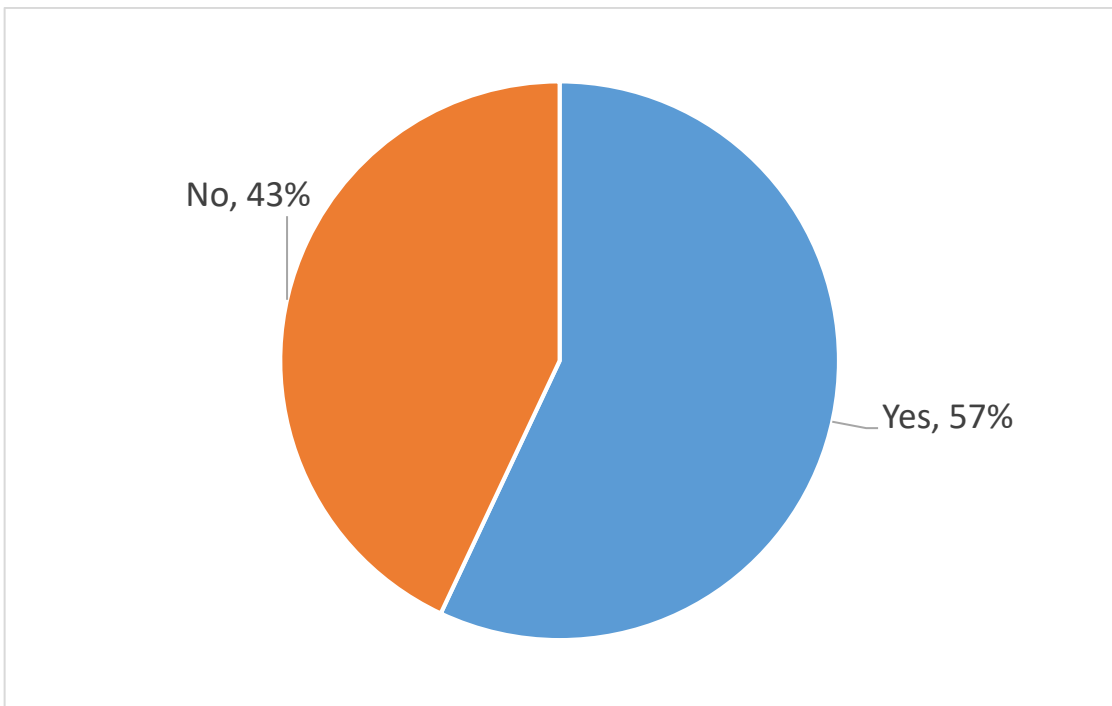


Chart 11: Fair process?

To give a bit more detail to their response, we asked how they feel an improvement could be made. The comments received mostly discussed the need for give and take. One respondent being 3 minutes late due to being disabled but fine given, another noted how they paid on the app and left before the end of the time. They needed to return later in the day which was over 2 hours from leaving but not 2 hours from the app time ending. This also resulted in a fine. Small mistakes due to a slightly incorrect number plate being entered into the system and whether a system can be introduced to add a disabled badge into a system and therefore stop the need to display every time.

2.7 Contact

2.7.1 Have you ever needed to contact West Lindsey District Council in regard to car parking?

There are a number of reasons why someone may need to contact West Lindsey District Council in regard to Car Parking and as long as the process is working correctly then it would be assumed that this number will be kept to a minimum. Therefore, we asked our respondents if they had ever need to make this contact. Out of 180 respondents, only 8% have needed to make that contact.

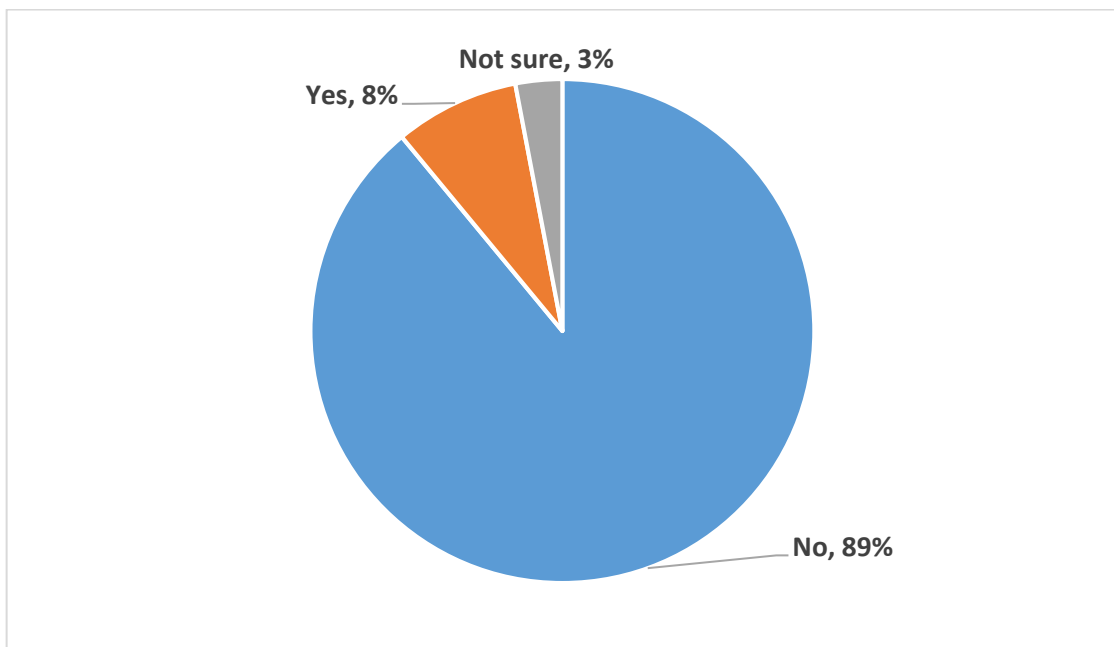


Chart 12: Need to make contact

2.7.2 How did you find this experience?

The comments around the experience were very split. Some found the experience of making contact very straight forward while others found it difficult to speak to the appropriate officer straight away. However, it does seem that those who made contact did receive a clear response.

2.8 Barrier/pay on exit systems

2.8.1 Do you believe that West Lindsey District Council should introduce barrier/pay on exit systems for their car parks?

It has previously been raised that a possible Barrier/pay on exit system could work better for West Lindsey. We asked our respondents how they felt about such a system to gauge an initial response. The response received highlighted that 3 quarters of those respondents do not want a barrier/pay on exit system for the car parks run by West Lindsey District Council.

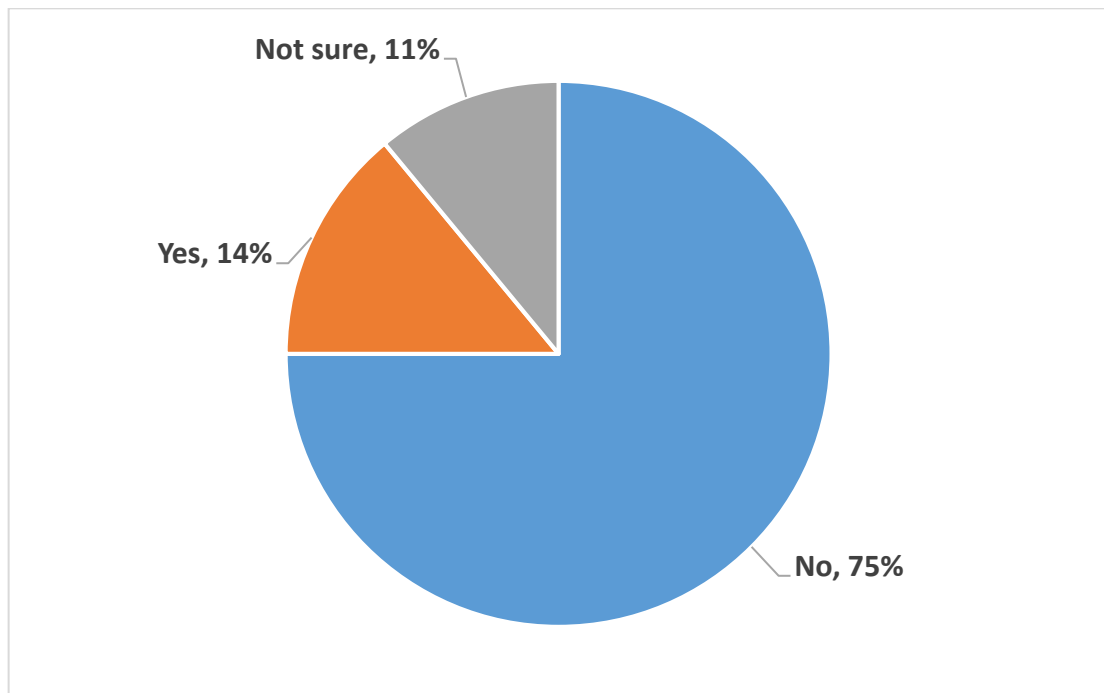


Chart 13: Barrier/pay on exit system

3 Appendices

Appendix A: Questionnaire

Parking Strategy 2025 - 2030

West Lindsey District Council owns and operates 10 Pay & Display car parks across the two market towns of Gainsborough and Market Rasen with 2 public EV charge points, 1 in Gainsborough and 1 in Market Rasen. This consultation will help the council to develop a Parking Strategy which will direct the plans for the future of the car parks and any associated infrastructure and support services.

All West Lindsey DC owned car parks are open 24 hours a day, 7 days a week and are long stay excluding Roseway in Gainsborough which is short stay. Free parking is available after 6pm and on Sundays and Bank Holidays.

HELPFUL HINTS FOR COMPLETING THIS QUESTIONNAIRE

- Please read each question carefully. In most cases you will only have to tick one box but please read the questions carefully as sometimes you will need to tick more than one box, or write in a response.
- Once you have finished please take a minute to check you have answered all the questions that you should have answered.
- If you have any questions about this survey please contact the Engagement Team on engagement@west-lindsey.gov.uk.

1. Do you use any car parks owned and run by West Lindsey District Council?

- Yes
 No

2. Why do you usually park in West Lindsey District Councils car parks? **Please tick all that apply**

- Leisure
 Medical
 Parking for work
 Shopping and Retail
 Prefer not to say

2. Other - Please specify:

3. To what degree do you agree or disagree with the following statements:

	Highly agree	Agree	Neither agree nor disagree	Disagree	Highly disagree
The car parks are run effectively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The car parks are safe to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The car parks are well maintained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. If you do not agree with these statements, please state why and how this could be improved:

5. Do you prefer parking in council owned or privately owned car parks?

- Council owned
- Privately owned
- No preference

6. Do you use our EV chargers?

- Yes
- No

7. To what degree do you agree with the following statements:

	Highly agree	Agree	Neither agree nor disagree	Disagree	Highly disagree
It was easy to use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Its working correctly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Its available when I need it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Are you always able to find a parking space?

- Yes always
- Sometimes
- No never

9. How do you mainly pay for the car parking:

- Cash
- RingGo app
- Pay over the phone
- WLDC permit holder

10. How satisfied are you with these options to pay?

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied

11. How did you last purchase your permit?

- Online
- Over the phone
- By email

12. How satisfied are you with the process of purchasing a permit?
- Very satisfied
 - Fairly satisfied
 - Neither satisfied nor dissatisfied
 - Fairly dissatisfied
 - Very dissatisfied
13. Permits are available to purchase through a direct debit system. These are either 5 or 6 day permits. Do you believe a 3 day flexible permit should be introduced if a viable solution is available?
- Yes
 - No
 - Not sure
14. Have you ever been through the enforcement and appeals process for West Lindsey District Council Car Parking?
- Yes
 - No
 - Not sure
15. Did you find this process to be fair?
- Yes
 - No
16. How do you feel this process could be improved?
-
17. Have you ever needed to contact West Lindsey District Council in regard to car parking?
- Yes
 - No
 - Not sure
18. How did you find this experience?
-
19. Do you believe that West Lindsey District Council should introduce barrier/pay on exit systems for their car parks?
- Yes
 - No
 - Not sure

Equalities questionnaire

By answering the equalities questions you will help us to understand how different groups of people from different areas feel about the consultation. All responses are anonymised and you do not have to answer these to take part in this consultation.

20. Are you willing to answer these questions?

- Yes
- No

21. Are you?

- Male
- Female
- Transgender
- Non-Binary
- Any other gender
- Prefer not to say

22. Do you have any long term illness, health problems or disability which limits your daily activities or the work that you do?

- Yes
- No
- Prefer not to say

23. What age are you?

- 16-25
- 26-35
- 36-45
- 46-55
- 56-65
- 66-75
- 76 or over
- Prefer not to say

24. Which of these ethnic groups do you consider you belong?

- White
- Black, Black British, Caribbean or African
- Asian or Asian British
- Mixed or multiple ethnic groups
- Any other ethnic group
- Prefer not to say

25. Which of the following best describes your faith/religion/belief?

- No religion
- Christian (all denominations)
- Muslim
- Buddhist
- Sikh
- Hindu
- Jewish
- Any other religion/faith/belief
- Prefer not to say

26. Which of the following statements best describes your sexuality?

- Heterosexual/Straight
- Lesbian/Gay
- Bisexual
- Any other sexual orientation
- Prefer not to say

Thank you for taking part in this consultation. Please click submit and then you will be taken to our website. Once this happens your response will have been submitted.

If you would like a copy of this in large, clear print, audio, Braille or in another language, please call 01427 676676 email customer.services@west-lindsey.gov.uk

За повече информация на телефон 01427 676676

Sikāka informācija pa tālruni 01427 676676

Daugiau informacijos telefonu 01427 676676

Więcej informacji można uzyskać pod numerem 01427 676676

Pentru mai multe informatii sunati la 01427 676676

За више информација назовите 01427 676676

Para más información llama 01427 676676

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Para mais informações ligue 01427 676676

欲了解更多信息，请致电 01427 676676



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