

25th February 2023

SURVEY SHOWS CHISWICK'S CENTRAL CAR PARK IS WORTH £268 PER CAR TO THE LOCAL ECONOMY

Drivers using Chiswick's central car park on Chiswick High Road spend an average of £268 per car, according to a survey carried out by a local councillor earlier this month. The survey highlights the value of Chiswick's central car park to the local economy.

Carried out on a quiet Saturday afternoon during half term, the survey involved interviewing 46 drivers using the car park over two hours. Drivers and their passengers spent between £1.50 to over £6,500 on a variety of products from stationery to kitchen equipment. Most of those interviewed came from outside Chiswick – from Acton and Brentford to as far away as Ashford and Buckinghamshire. Only eight of the 46 drivers were from within Chiswick.

Councillor Joanna Biddolph, who carried out the survey, has been asking for an assessment of the impact on the local economy of proposals to remove 14 parking spaces from the car park. After fears the assessment may never be carried out by Hounslow council, the local Chiswick Gunnersbury councillor decided to do the research herself.

For two hours, from 13.50 to 15.50, on Saturday, 11th February, Jo interviewed 46 drivers as they left the car park. It was half term when many Chiswick residents go away, and during the Ireland v France rugby game with many watching indoors, so Chiswick was much less busy than usual. Parking enforcement officers were on strike and it was notable that several drivers parked for longer than the maximum two hours, knowing they wouldn't be fined. The result was a lower turnover of spaces and, therefore, a lower spend per hour.

“From just two hours on a quiet Saturday, it is clear how important to the local economy these parking spaces are – because our shopping choice is exceptional,” said Jo Biddolph, Conservative councillor for Chiswick Gunnersbury. “Traders who I have told about the potential loss of 14 spaces are horrified and extremely critical of the council for considering yet another anti-business policy. Losing these spaces would mean losing a massive £15,008 a day minimum. It is incumbent on all councillors and officers to incentivise traders and their customers to do business in Chiswick, not drive them away from our town by not enabling driving and parking in our town.”

Notes to editors

- A chart showing who spent what is below.
- There are 50 spaces in the car park. If every space is filled for the maximum two hours, that is 200 drivers in an eight-hour day, spending an average £268 each, or £53,600 a day. On the day of the survey, many drivers parked for less than two hours, so typical spending per day could be higher.
- The value of the 14 spaces at risk of being removed is £15,008 a day.
- The 14 spaces flood and need drainage, not removal.

For further information please contact:

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THE VALUE OF CHISWICK'S CENTRAL CAR PARK TO THE LOCAL ECONOMY

Survey conducted between 13.50 and 15.50 on Saturday, 11th February 2023.

Conditions

Dry cool weather. Half term when many residents are away. France v Ireland rugby match keeping people indoors (including in Chiswick pubs). Parking enforcement officers on strike so no limit on parking time (not known necessarily by visitors from outside Chiswick). Traffic eastbound at a standstill, westbound very slow. Not all drivers had time to answer all questions. Ten drivers did not want to be interviewed.

WHO?	HOW MUCH?	ON WHAT?	FROM WHERE?	HOW OFTEN?	WHY DRIVE?
Woman	£6,580	Kitchen appliances, food shopping, stationery	Isleworth		
Father and two adult children	£1,500	Antique desk, butcher, fishmonger, greengrocer, ice cream	Ealing	Fortnightly	"We come because of the car park, if there wasn't a car park we wouldn't come."
Man	£435	Food shopping in independents, lunch for three	Shepherd's Bush		
Woman	£340	Lunch for eight friends	Kew		Special occasion
Husband and wife	£265	Hairdresser, food shopping	Colindale	At least once a month.	Dropping off wife while husband (formerly of Chiswick) met friends.
Mother and daughter	£200	Lighting from an independent shop	Ealing		To support local shops; will be back later for the cinema.
Woman	£200	Food shopping, presents	Twickenham		
Three female friends	£200	Lunch	Ealing, gave lift to her two friends from Chiswick		
Couple	£200	Butcher, fishmonger, food shopping, nails, books	Ravenscourt Park	Frequently as children are at school in Chiswick,	On the way to/from children's activities.

				husband works in Chiswick, they spend most of their time in Chiswick.	
Man	£200	Food shopping	East Sheen		Easiest.
Woman	£148	Food shopping			Has a disability so needs to park close to central shops
Man	£140	Food shopping	Brentford		
Husband and wife	£126	Food shopping, books	Shepherd's Bush		Too heavy to carry. This is our go-to location.
Man	£120	Contact lenses			Has disabled son so needs to park.
Woman	£110	Food shopping, homeware	Ealing		
Man	£100	Food shopping	Sandhurst	Daily	Works in Chiswick.
Husband and wife	£100	Food, clothes, alterations	Chiswick		
Woman	£100	Food shopping, health foods	Hammersmith		
Woman	£100		Chiswick		
Man	£82	Food from five shops	Ealing		
Woman	£80	Healthcare, lunch, supermarket	Wembley		
Father	£80		Chiswick		To/from multiple activities for his children.
Three female friends	£80	Lunch	Chiswick, Ealing, Heathrow		
Two women	£80	Lunch with her sister, food shopping	Epsom, Queen's Park.		Makes it possible. Two hours' parking is not enough.
Mother and son	£70	Haircut, butcher, coffee	Hammersmith		
Mother and son	£65	Barber and lunch	Buckinghamshire, Brook Green		Best route from the west.
Couple	£60	Health food, tea, photos	Ealing		

Woman	£60	Nails, dry cleaning, alterations	Chiswick	Every Saturday	Tries not to drive but works full time in east London, has two children with many Saturday activities to fit in.
Woman	£60		Greenford		
Man and woman	£57	Wine	Acton		On way to supermarket then health food store.
Woman	£57	Food shopping	Chiswick		
Two women	£50	Lunch	Chiswick		
Husband and wife	£43.80	Laundry drop off, lunch, bank for cash	Kew		
Father and daughter	£40	Brunch	Camberley	Once a week for coffee then lunch	Take daughter to/from football.
Woman	£33	Lunch with three friends	Henley		Sensible route from the west.
Father and son	£30	Treat son to a pizza	Isleworth		
Woman	£30	Skin care treatment	Kew		
Man	£25	Food shopping, coffee in a café	Ashford, near Heathrow	Several times a month; loves the cinema	Easier by car.
Woman	£22	Browse antiques, supermarket shopping, greetings cards	Marylebone		
Man	£20	Lunch	Hillingdon	Daily	Works at Chiswick supermarket.
Man	£15		Hammersmith		
Mother and son	£10	Meeting son who lives in Chiswick, haircut for son	Dorking		Best route.
Woman	£6.50		Osterley		
Man	£4.60	Lunch	East Acton		Faster.
Woman	£3	Greetings card	Chiswick		Faster.

Mother and daughter	£1.50	Present for sick child in hospital	Outside Chiswick		Quick stop on the way to hospital.
TOTAL	£12,329	£268 per car based on 46 cars over two hours			
POTENTIAL ADDITIONAL SPENDING FROM DRIVERS WHO DID NOT STOP TO BE INTERVIEWED					
Ten drivers	£2,680	Ten drivers based on £268 per car			
TOTAL	£15,009	£268 per car based on 56 cars parked for two hours			
POTENTIAL TOTAL PER DAY IF THE TEN DRIVERS HAD STOPPED					
TOTAL	£53,600	Based on 56 spaces turning over every two hours at £268 per car			
TOTAL PER DAY LOST TO THE LOCAL ECONOMY IF 14 SPACES ARE REMOVED					
TOTAL	£15,008	Lost per day if 14 spaces are removed (£268 per space x 14 x 4)			