



West
Yorkshire
Combined
Authority

Tracy
Brabin
Mayor of
West Yorkshire

Leeds City Park & Ride Survey

Presentation Date: August 2025



Method

Aim: to understand recent use of the Leeds City Park & Ride services and car use into the City Centre.

Data was captured in Autumn 2024 via:

1. Park & Ride journey survey

- face to face (300 responses)
- online (812 responses)

2. City centre car journey survey

- face to face (200 responses)
- city centre car journey online (1,004 responses).



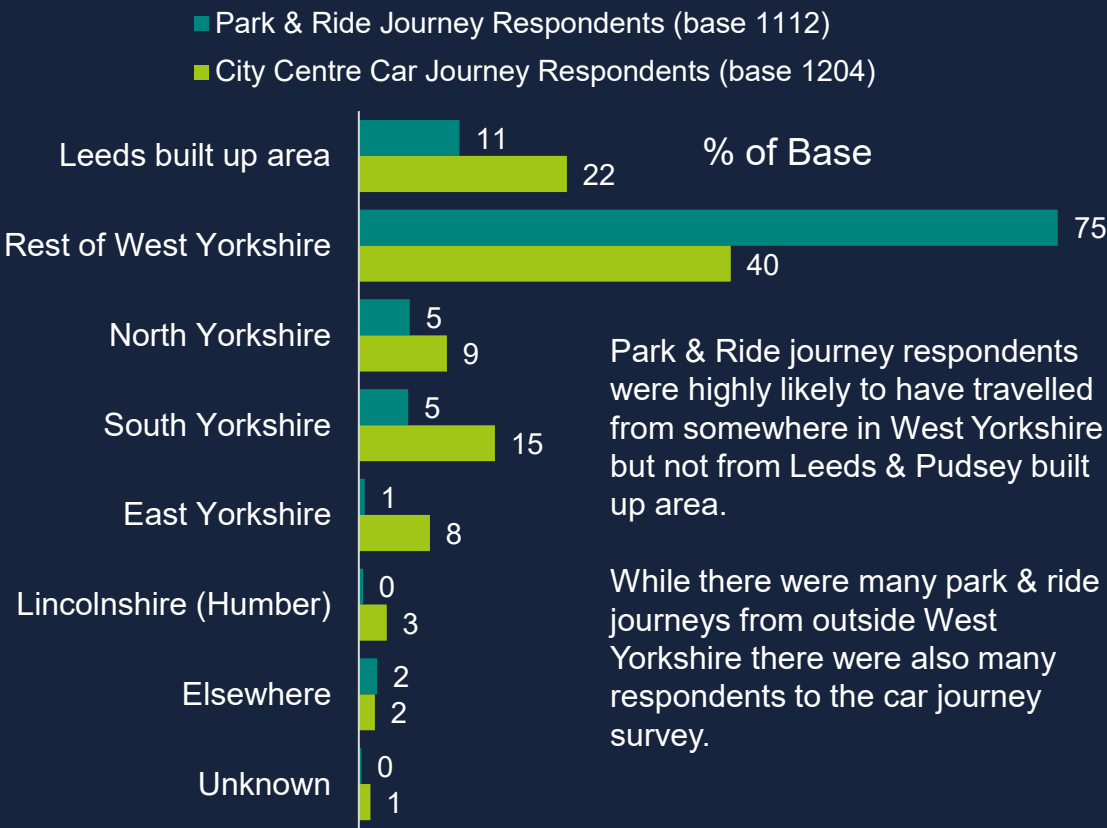


Customer Base Context

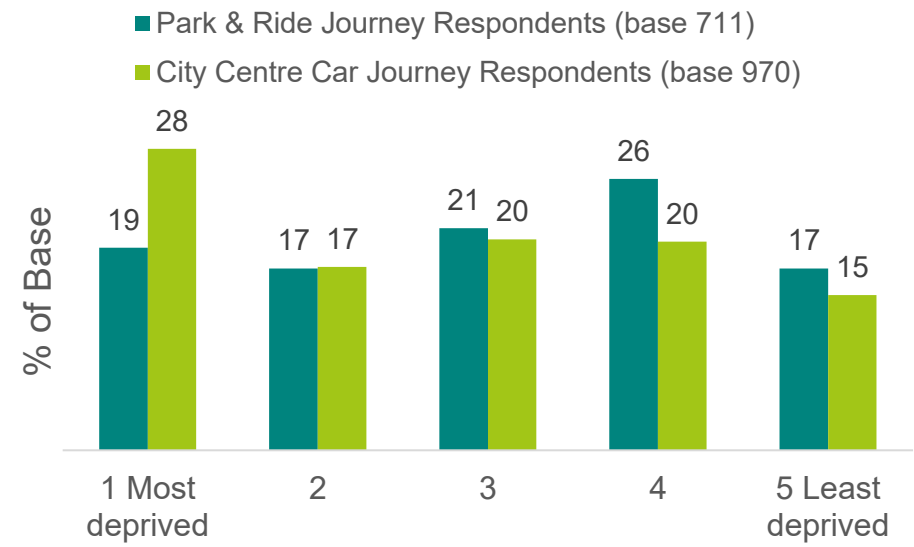
Leeds City Park & Ride Survey

Journey Origins

Geographic Area

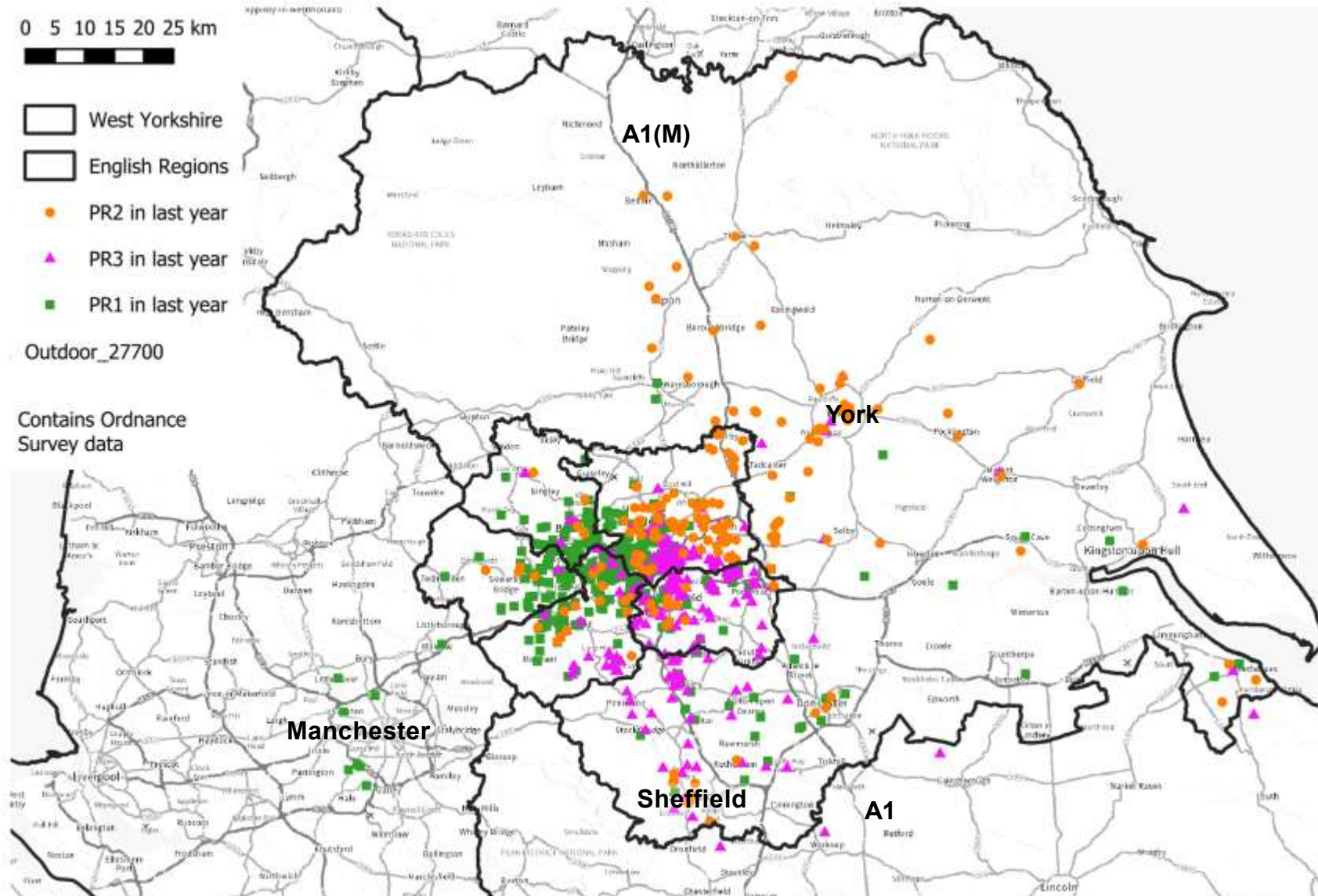


Journeys origins by deprivation quintile



City centre car journey respondents were more likely to come from more deprived areas (28% from the most deprived quintile) while Park & Ride respondents were more likely to come from less deprived quintiles

Respondents by Site Used – Wide Area



Leeds City Park & Ride Survey

Catchments overlap.
Generalisations:

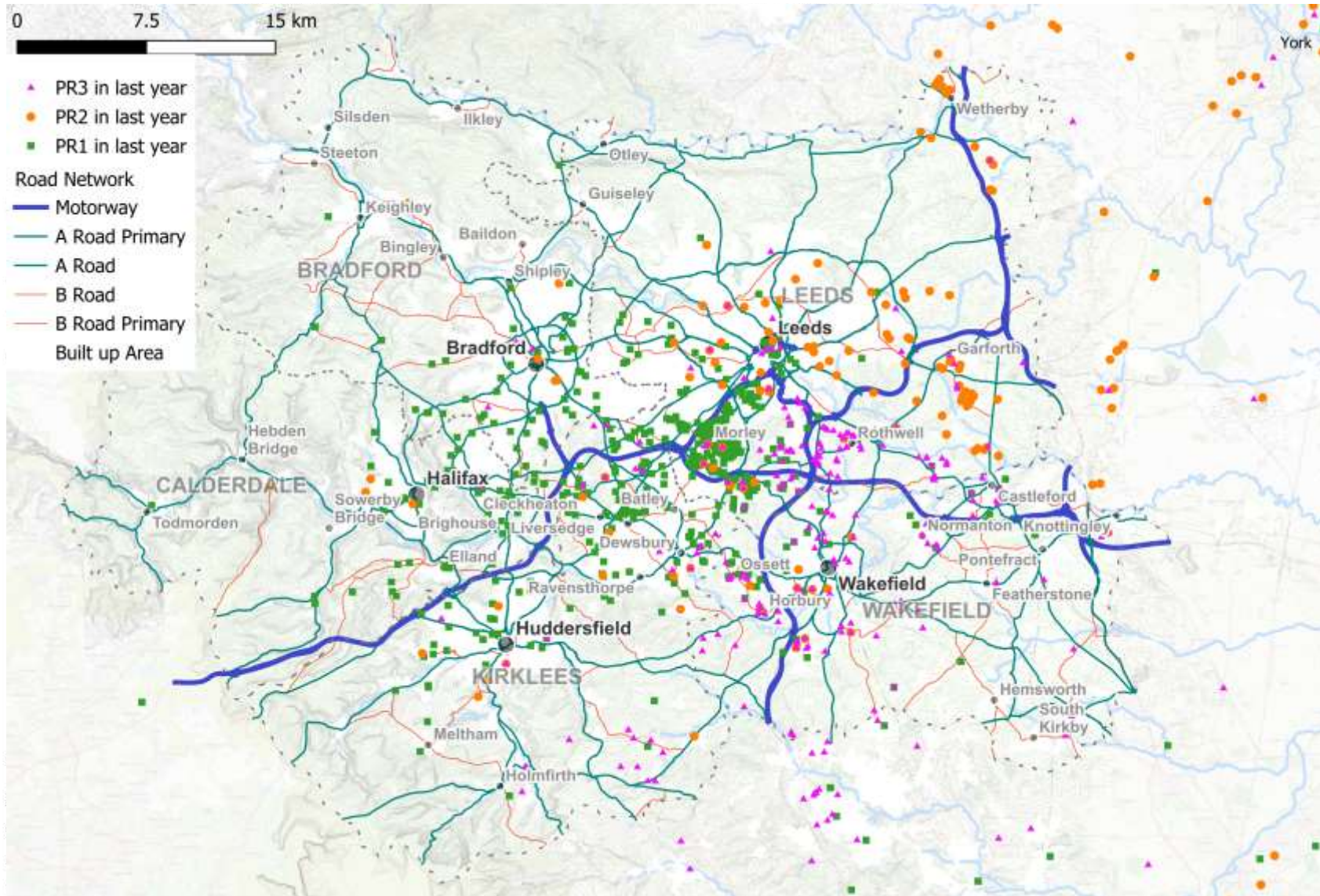
PR2 (Temple Green)
many users came from
North and East

PR3 (Stourton)
many users came from
South and East

PR1 (Elland Road)
many users came from
South and West

There were not many
respondents from
North-West of the city
centre.

Respondents by Site Used – West Yorkshire



Leeds City Park & Ride Survey

Catchments overlap.
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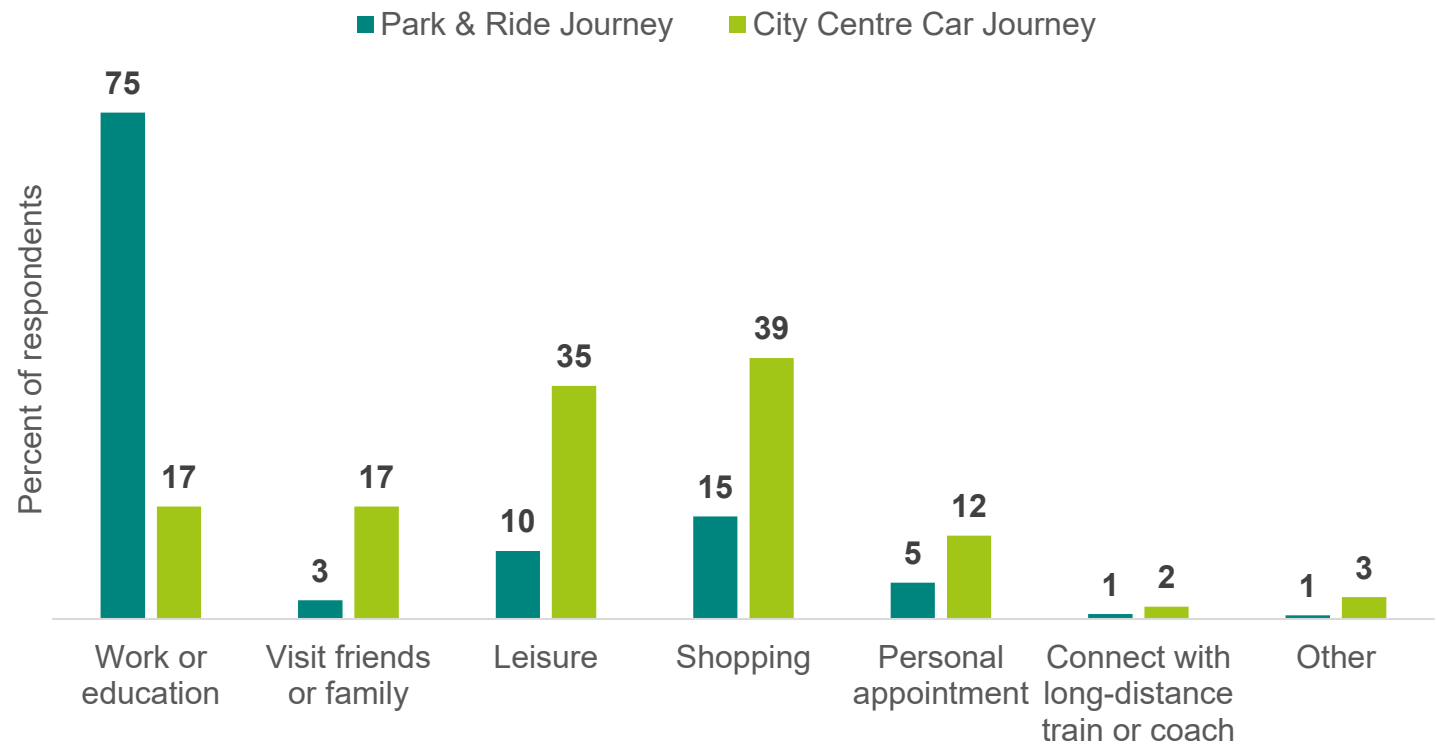
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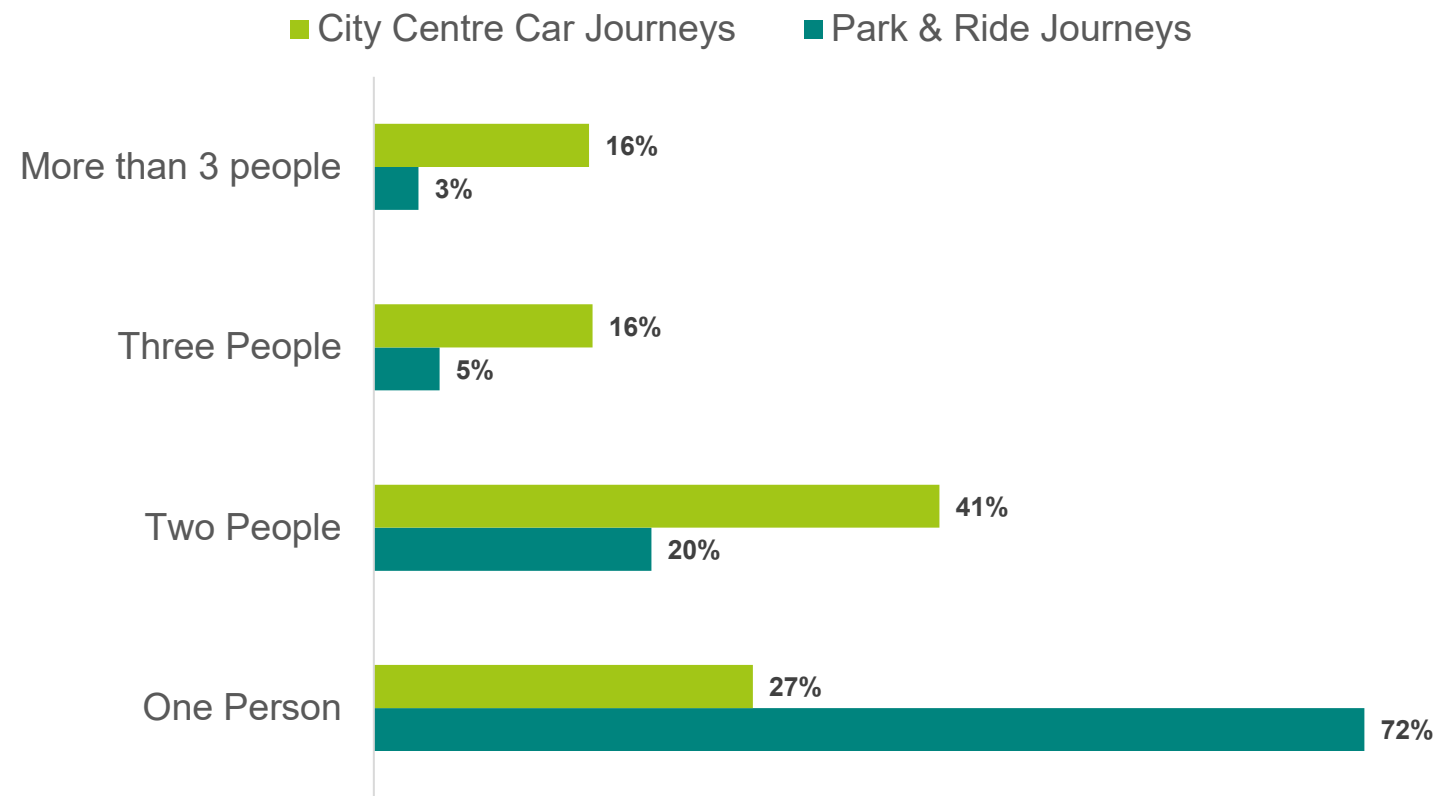
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Reasons for Visit



Park & ride journeys were more likely to be for work or education while city centre car journeys were more likely to be for leisure or shopping.

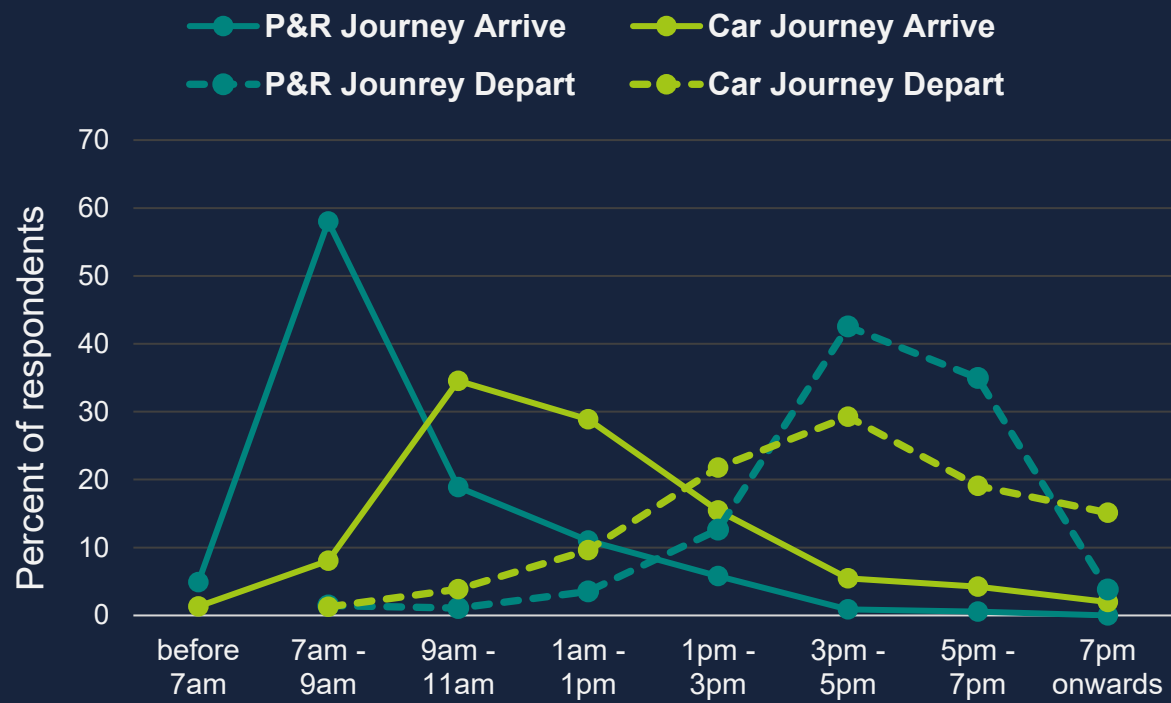
Car Occupancy



72% of park & ride journeys were **single occupancy cars**, compared with just 27% of city centre car journeys.

Question B1: Including yourself how many people were in the car [that you travelled to central Leeds in or that you travelled to the park & ride site in]
Base: 1204 city centre car journeys; 1112 park & ride journeys.

Journey Timing

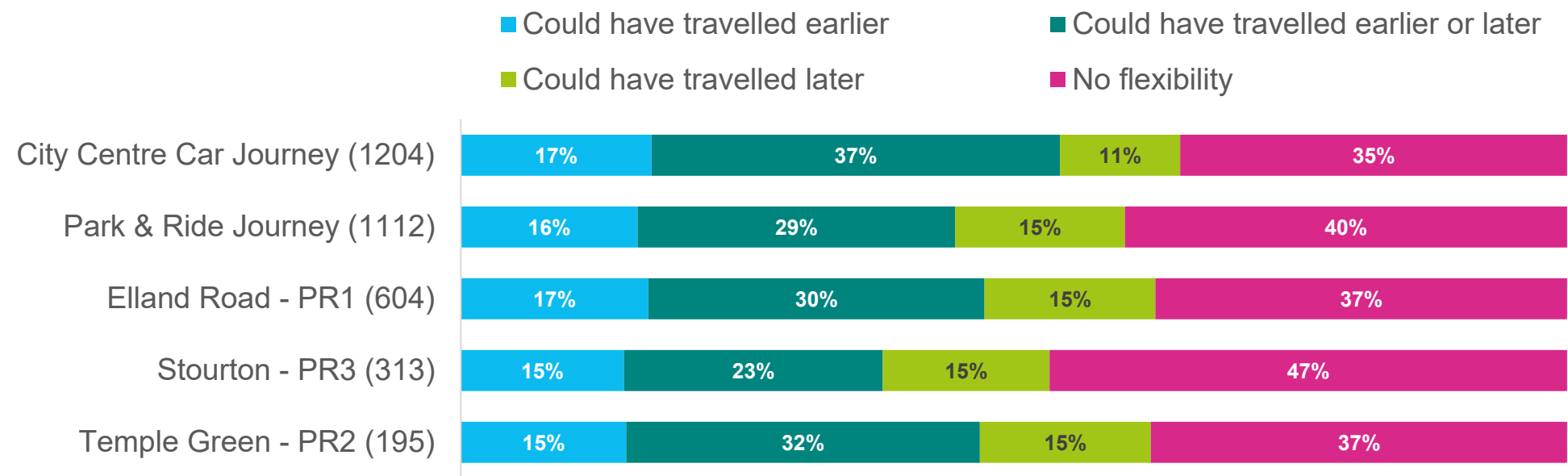


4 in 7 park & ride journeys indicated a stay of at least 6 hours compared with 1 in 7 city centre car journeys

Single-occupancy car	+	Long stay	➔	Park & Ride user
Multi-occupancy car	+	Short stay	➔	Car-user into central Leeds

Flexibility of Travel Times

Park & ride travel times appear to be less flexible than city centre car journeys (40% gave no flexibility compared with 35% of city centre car journeys).

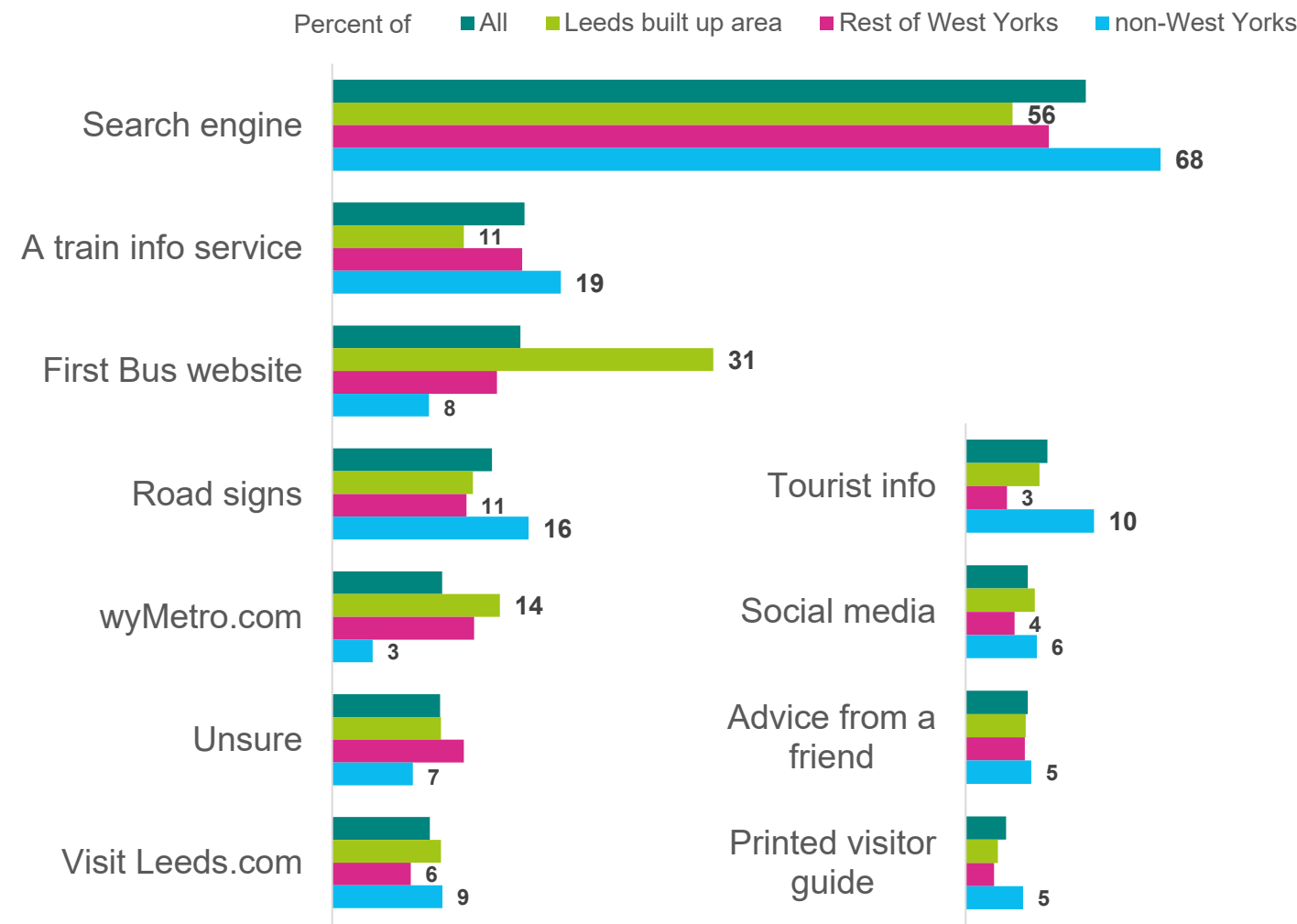




Information Channels

Information Sources

Sources car journey respondents would use when planning to visit to the centre of Leeds.



Using an internet search engine was by far the most common response.

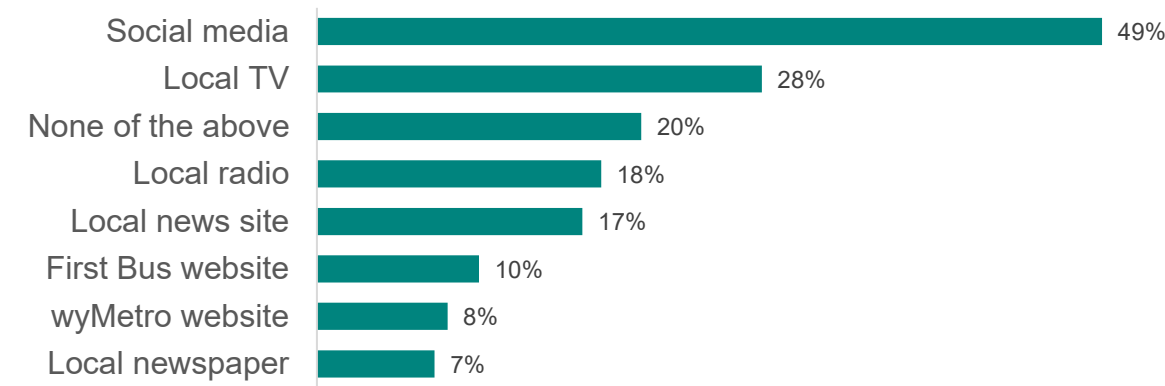
Respondents from the Leeds built up area were more likely than other respondents to look at the First Bus website.

In the rest of West Yorkshire, the choice between the First Bus website and wyMetro.com was not clear cut.

Respondents from outside West Yorkshire were unlikely to go to wyMetro.com but the most likely to use an internet search engine.

Information Sources

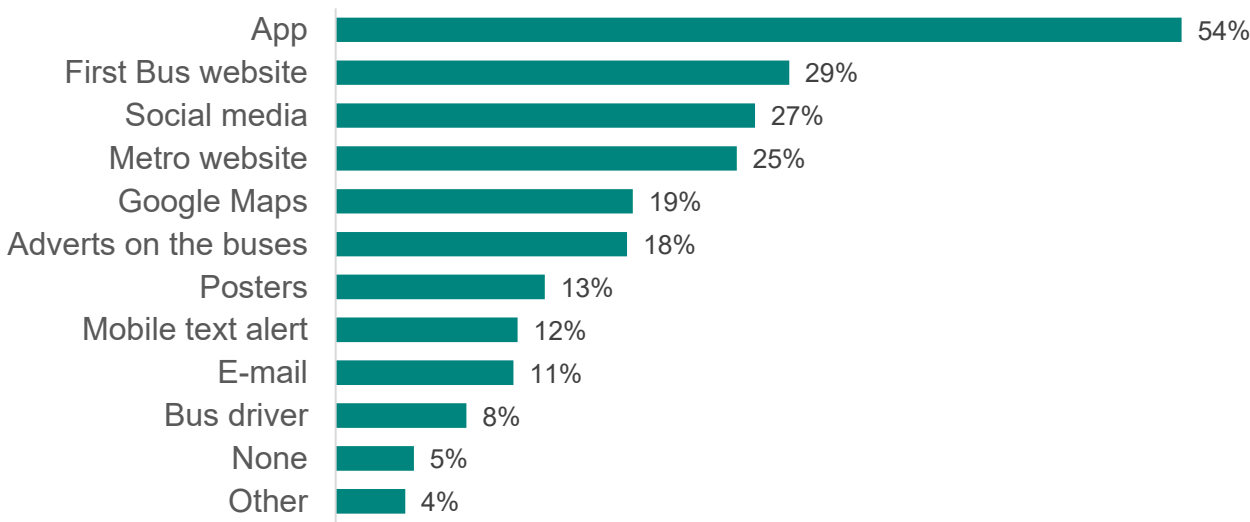
What park and ride journey respondents regularly read / watch / listen to



The most popular of these choices is social media, though respondents from outside West Yorkshire were more likely to say ‘none of the above’.

The margin between social media over local TV was small from face-to-face respondents (31% to 29%) but large for on-line respondents (56% to 28%).

How park and ride journey respondents would prefer to find Park & Ride information



The most popularly preferred information source for park & ride information is app, followed by First Bus website. The First Bus website showed up most strongly from the Leeds built up area, which correlates with where First Bus has the largest presence. Google Maps was strongest from outside of West Yorkshire.

‘Other’ included phone call, real time displays, and from staff at the park & ride site.



Respondents' Decisions and Opinions

Leeds City Park & Ride Survey

Decision making on recent use of Park & Ride

What are your main reasons for using a Park & Ride bus?

Cheaper than parking in the city centre	74%
Easier than driving into the city centre	66%
Easier than parking in the city centre	63%
Quicker than getting a bus all the way from home	38%
Trains were disrupted	7%
Other or can't remember	3%
Total	252%
Base	1112

The **reason most chosen** for using Park & Ride was that it **was cheaper than parking in the city centre**, followed by it being easier than driving into the city centre, and it being easier than parking in the city centre.

At what stage did you decide to use the Park & Ride bus?

Before I left home	97.5%
Early on in the car journey	1.2%
When I approached the park & ride site	1.2%
Base	1112

The vast majority (97.5%) of respondents decided to use the Park & Ride before they left home, with only around one in forty deciding during their journey.

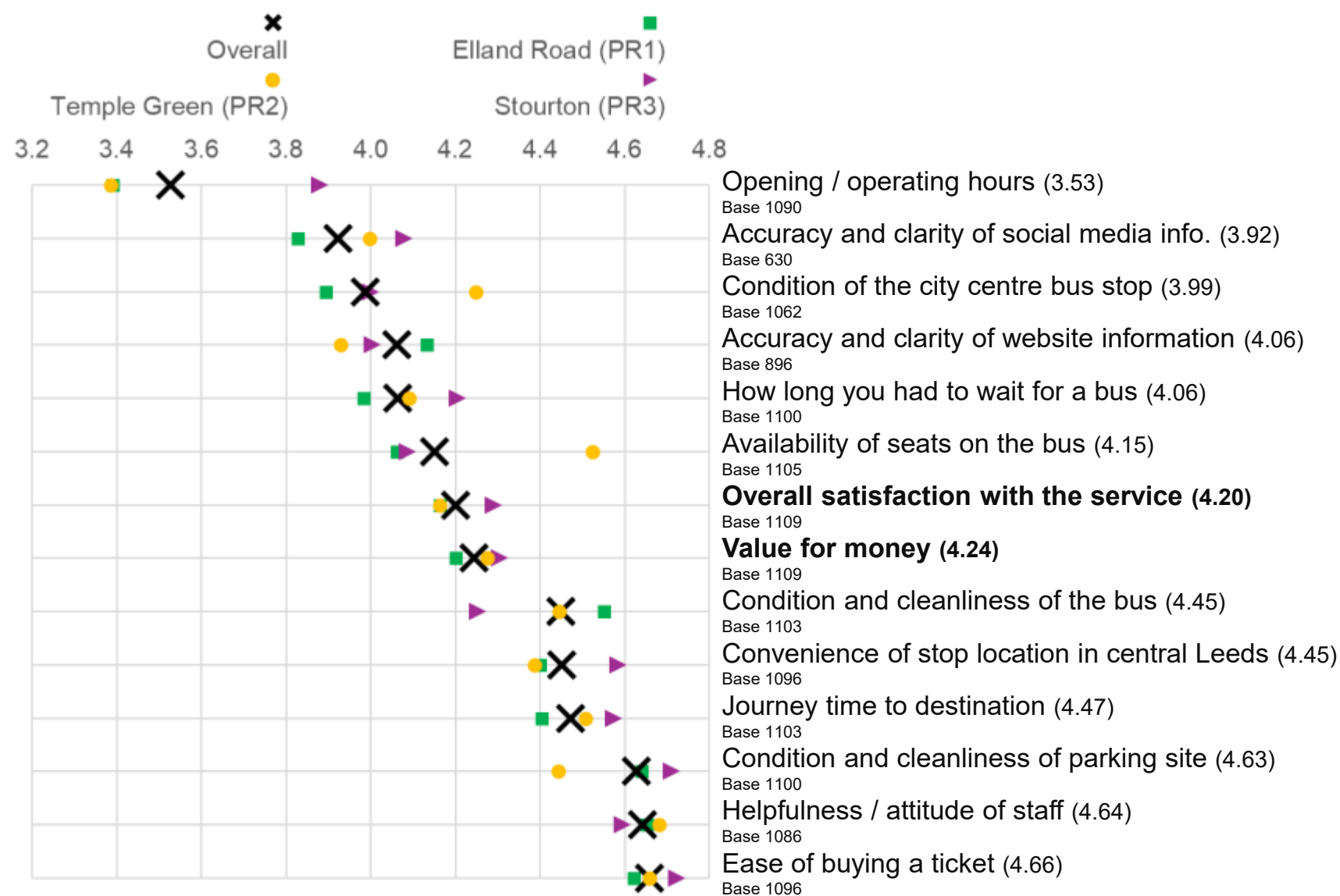
Relating Ticket Choice to Frequency of Use

Ticket used that day	Frequency of Park & Ride Use					Overall
	5+ per week	3-4 per week	1-2 per week	1-3 per month	<1 per month	
P&R bought through work	10%	1%				1%
P&R bundle 5 to 20 days	51%	54%	45%	6%	3%	37%
P&R £4 day ticket	24%	39%	47%	66%	65%	47%
P&R Saturday group £6.50			<1%	2%	2%	1%
P&R £1.50 after 3pm ticket			<1%	3%	4%	1%
P&R senior/disabled day ticket			1%	14%	15%	4%
MCard bus and rail ticket		1%	1%	1%	0.0%	0.6%
MCard bus-only ticket	6%	2%	3%	1%	0.0%	2.2%
Single - Adult	2%	1%	1%	1%	2%	1%
Something else	7%	3%	2%	6%	8%	4%
Don't know	1%	<1%	<1%	1%	2%	1%
Total	100%	100%	100%	100%	100%	100%
Base	124	345	335	175	133	1112

The most popular tickets for high frequency use are **bundles of 5 to 20 one day tickets**.

Park and ride tickets bought through work (park & ride season tickets) were mostly used by people using park & ride at least 5 days per week.

Satisfaction scores out of 5



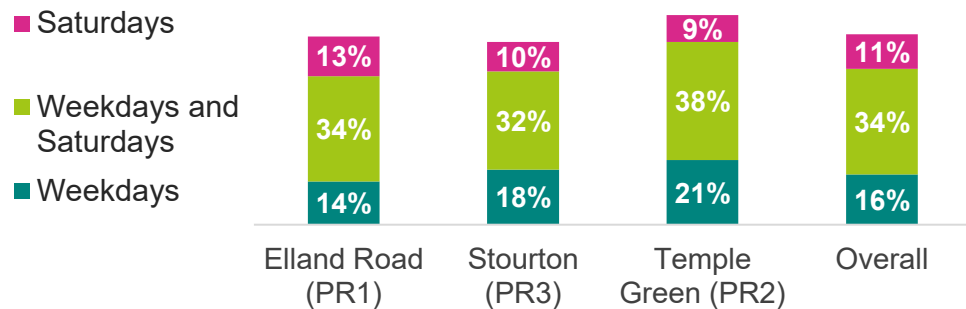
The lowest scoring of these attributes was opening / operating times at an average of 3.5 out of 5.

Overall satisfaction with the service came in at **4.2 out of 5**, while the best scoring attribute was the ease of buying a ticket.

Respondents were much more satisfied with condition and cleanliness of the parking site (average 4.6 out of 5) than the condition of the city centre bus stops (average 4.0 out of 5).

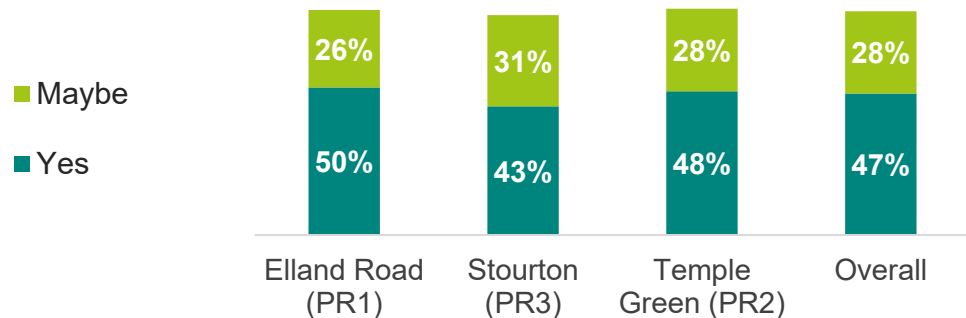
Later last bus and Sunday opening questions

62% of users said they would use the park & ride more often if the last bus was later.



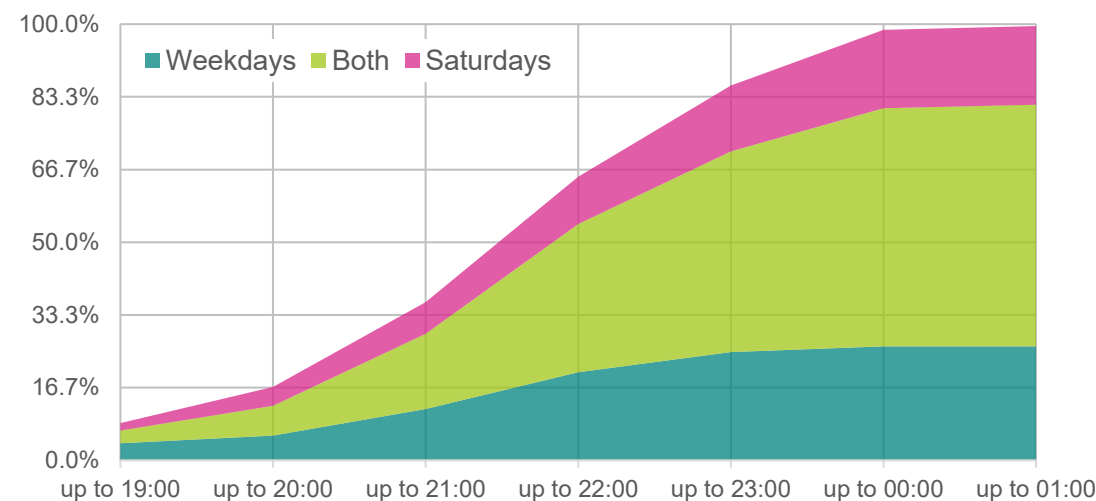
Question E3 : Would you use the Park & Ride sites more often if the last bus was later?
Base : 1112

47% of users said they would use more if park & ride opened on Sundays, and a further 28% said maybe they would.



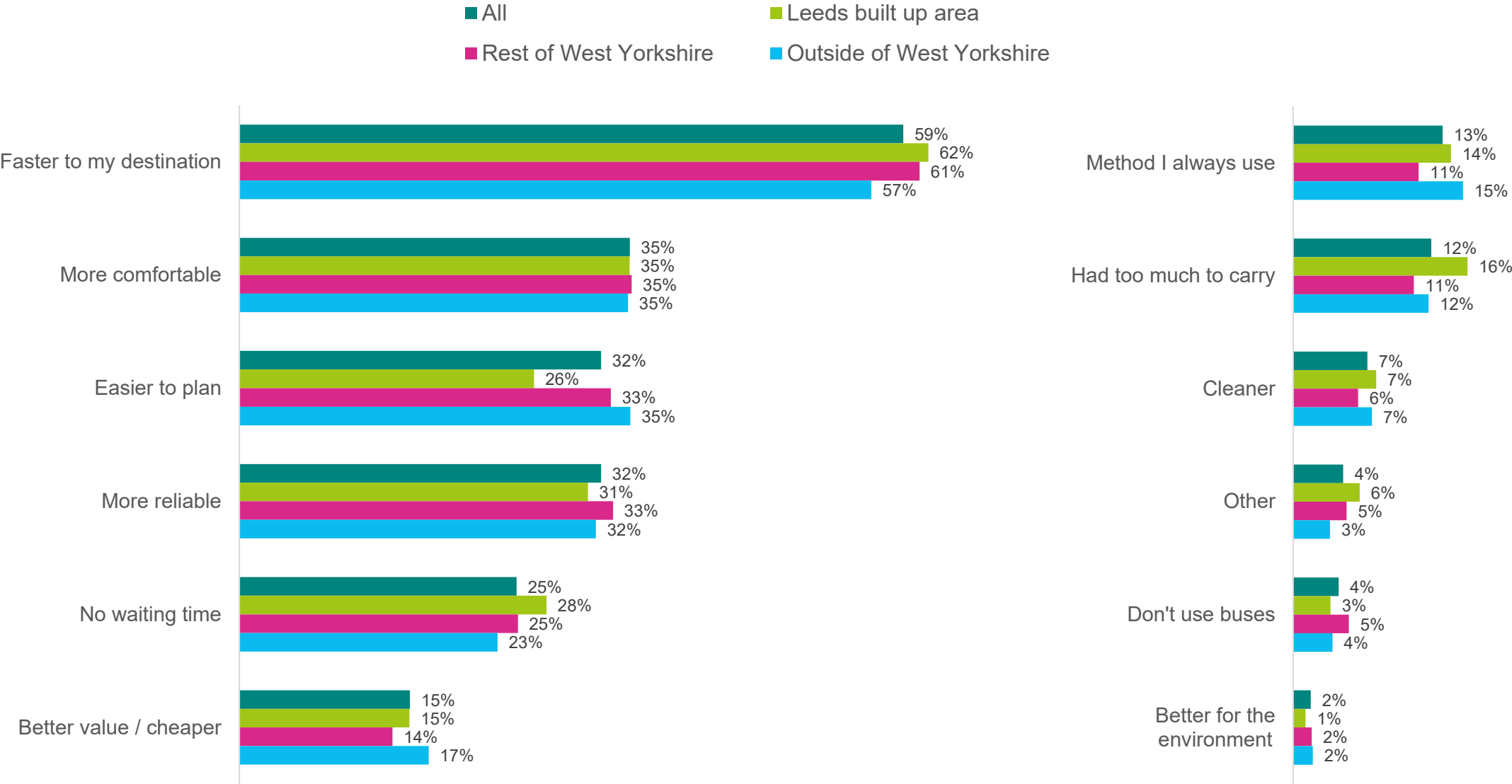
Question E5: Would you use the Park & Ride sites more if they opened on Sunday daytime?
Base : 1112

Among respondents who said they would use park & ride sites more often if the last bus was later, one third gave suitable last bus times up to 21:00 (9pm), the next third gave times up to 22:00 (10pm) and the final third gave later times, the latest time given being 4am.



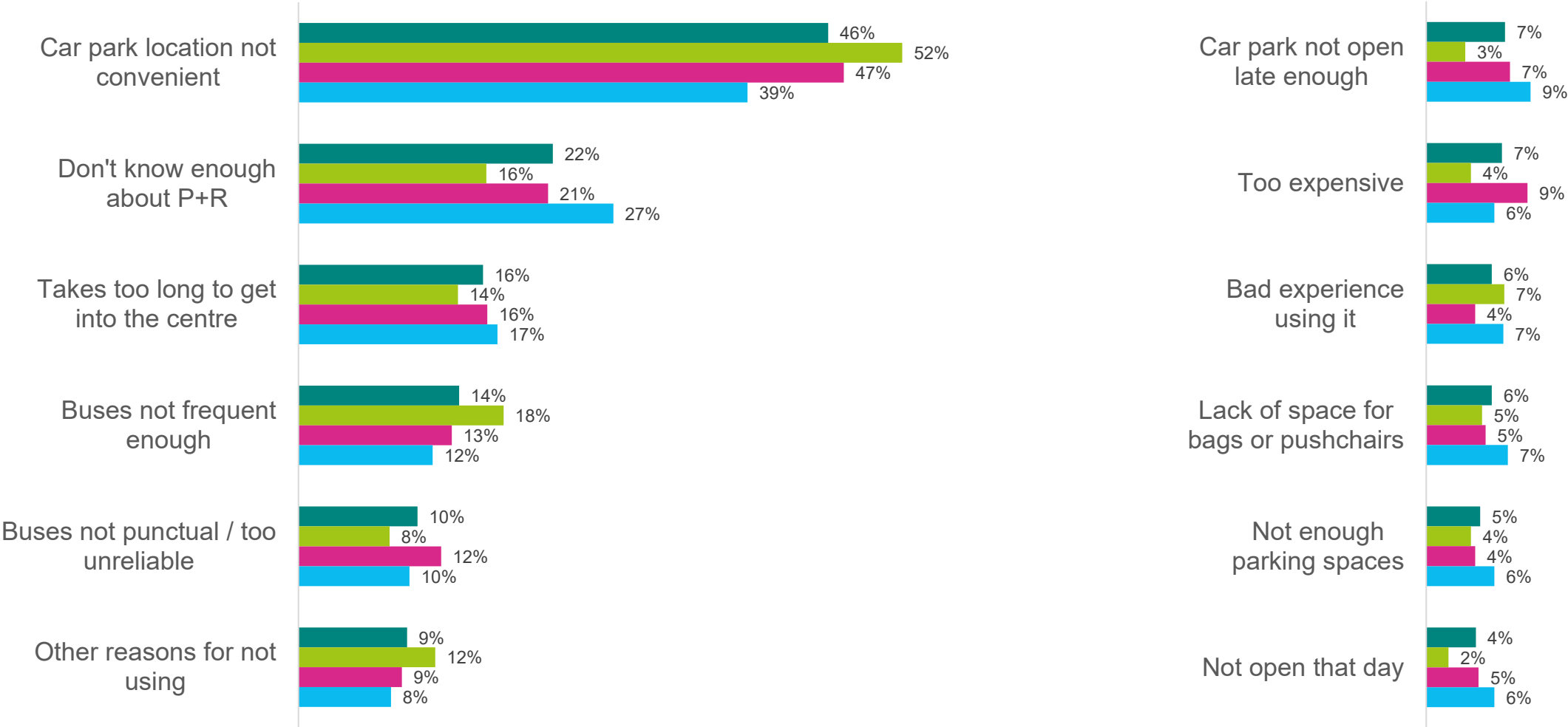
Question E4 : What time would suit you for the last bus back from the city centre?
Base : 689 answered yes to question E3

Reasons for choosing car rather than any other mode



Reasons for not choosing park & ride

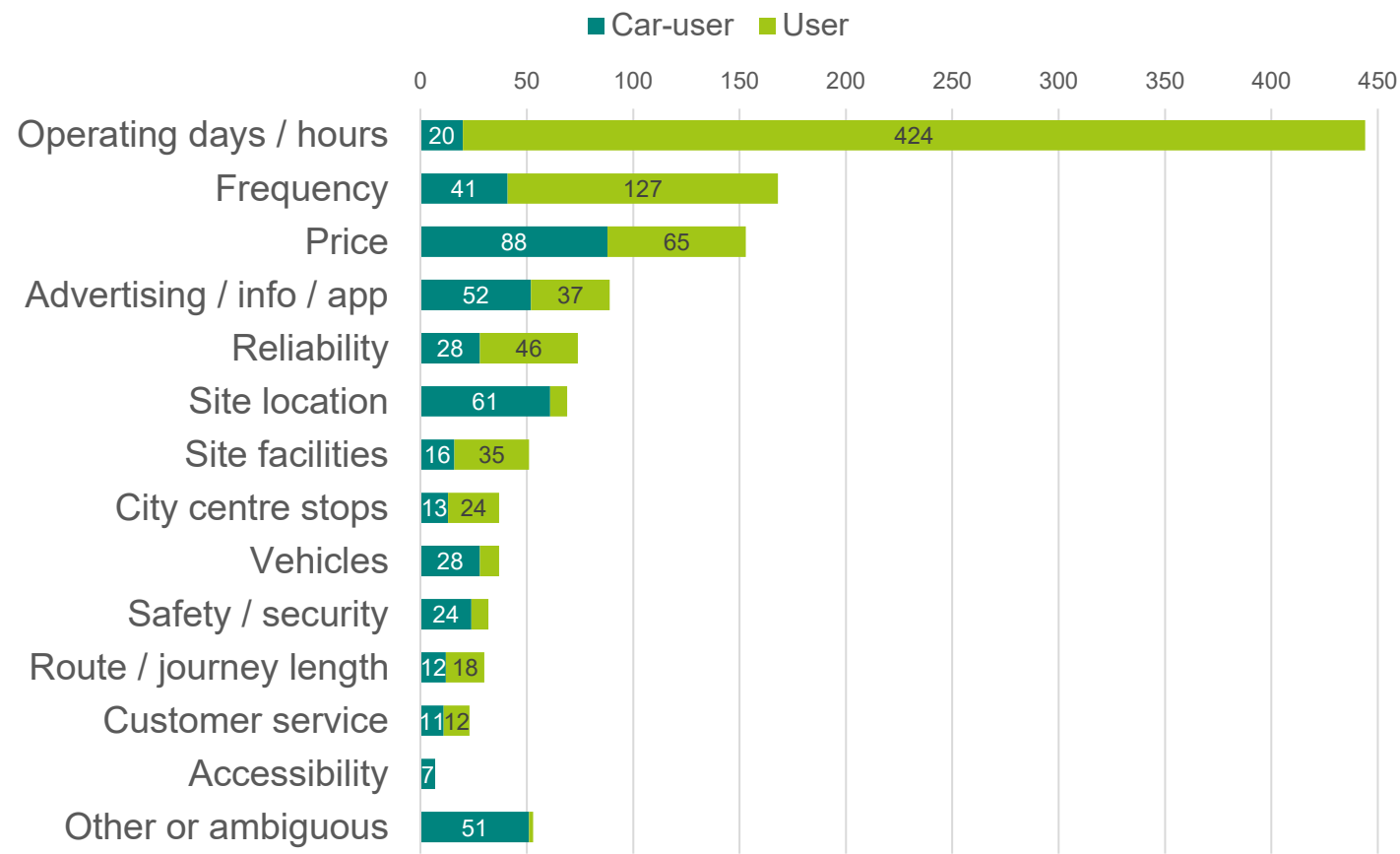
■ All ■ Leeds built up area
■ Rest of West Yorkshire ■ Outside of West Yorkshire



Identified Themes

What would encourage you to use Leeds Park & Ride?

The **day/hours, frequency and price** emerged as the main themes



Changes from 18 May 2025

PR1 Elland Road

Early morning journeys added at 0547 and 0627.

Saturday service reintroduced, operating from 0900 to 1800.

PR2 Temple Green

Early morning journeys added at 0600 and 0640. Service extended to serve the new Skelton Lakes development.

PR3 Stourton

Sunday service reintroduced, operating from 1000 to 1700.

PR1, PR2, and PR3 also had some re-timings of around 5 to 10 minutes.



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Thank you

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