

Wiltshire Council

Full Council

21 February 2023

Item 18 – Members' Questions

From Cllr Dr Brian Mathew – Box & Colerne Division

To Cllr Richard Clewer, Leader of the Council / Cllr Caroline Thomas, Cabinet Member for Transport, Street Scene, and Flooding

Question (23-03)

Lastly has there been any attempt to evaluate the effect of these increased parking charges on our market towns and their shops and has there been decreased footfall and sales as a result?

Response:

Wiltshire Council currently holds limited footfall data and is in the process of securing further data. On the basis of the current data, Sunday footfall has remained consistent at 10.2% of overall footfall over the past 2 years regardless of the change in pricing. Footfall has increased substantially in 2022 compared to 2021, but this increase must account for the measures taken in the pandemic. Nonetheless we can confirm calendar year 2022 saw a 34% increase in footfall compared to 2021, compared to a 31% increase across the UK, indicating a stronger footfall return in Wiltshire.