

MINUTES

Meeting: CHIPPENHAM AREA BOARD
Place: Abbeyfield School, Stanley Lane, Chippenham, SN15 3XB
Date: 12 September 2011
Start Time: 7.00 pm
Finish Time: 9.20 pm

Please direct any enquiries on these minutes to:

Penny Bell (Democratic Services Officer), Tel: 01249 706613 or (e-mail) penny.bell@wiltshire.gov.uk

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In Attendance:

Wiltshire Councillors

Cllr Desna Allen (Chairman), Cllr Mark Packard (Vice Chairman), Cllr Chris Caswill, Cllr Paul Darby, Cllr Howard Greenman, Cllr Peter Hutton, Cllr Nina Phillips, Cllr Judy Rooke and Cllr Jane Scott OBE

Cllr Dick Tonge (Cabinet Member for Highways and Transport)

Wiltshire Council Officers

Penny Bell, Democratic Services Officer
Victoria Welsh, Community Area Manager (Chippenham)
Parvis Khansari, Service Director for Strategic Services (Highways & Passenger Transport)

Town and Parish Councillors

Chippenham Town Council – Terence Bate, Mary Pile, Andy Phillips, Andrew Noblet, Harry Purdon, John Scragg, Sue Wilthew (Clerk)
Biddestone and Slaughterford Parish Council – Rachel deFossard, Alison Butler
Christian Malford Parish Council – K Bolter, Ray Stockall, Jo Fawcett
Seagry Parish Council – Jane Clark
Sutton Benger Parish Council – Helen Stevens

Partners

Wiltshire Police – Sergeant Allan George

Chippenham and Villages Area Partnership – Julia Stacey

Chippenham Vision – Tim Martienssen, John Clark

Youth Development Service – Richard Williams

Children’s Parliament – Judy Edwards

Chamber of Commerce – Rob Perks

Total in attendance: 56

<u>Agenda Item No.</u>	<u>Summary of Issues Discussed and Decision</u>
1.	<p><u>Chairman's Welcome and Introductions</u></p> <p>The Chairman of the Area Board, Councillor Desna Allen, welcomed everyone to the meeting, and thanked the Headteacher and staff of Abbeyfield School for facilitating the use of their seminar rooms.</p>
2.	<p><u>Apologies</u></p> <p>Apologies for absence were received from Councillor Bill Douglas, Mike Franklin of Wiltshire Fire & Rescue Service, Maurice Dixon of Kington Langley Parish Council and Sharon Neal of Hullavington Parish Council (Clerk).</p>
3.	<p><u>Minutes</u></p> <p>Councillor Judy Rooke asked that an addition be made to the minutes of the last meeting with regards to her question about whether the review of Langley Park would be available to the public, and the reply received that it would and it would go on to the Vision website.</p> <p><u>Decision</u> Subject to the amendment above, the minutes of the previous meeting held on Monday 4 July 2011 were agreed a correct record and signed by the Chairman.</p>
4.	<p><u>Declarations of Interest</u></p> <p>Councillor Paul Darby declared a prejudicial interest in Item 9(a)(ii) and announced that he intended to leave the meeting during consideration of this item.</p>
5.	<p><u>Chairman's Announcements</u></p> <p>The Area Board noted the information on the Help to Live at Home and new Waste and Recycling schemes. The Chairman also announced that there was a Highways Winter Maintenance information stand which was particularly informative for parish and town councils, and a briefing note on the new free Home Insulation Service was also distributed and noted.</p> <p>The Chairman made two further announcements, as follows:</p> <ul style="list-style-type: none"> i. Queen's Diamond Jubilee – an event to celebrate the Diamond Jubilee would be taking place at Salisbury Cathedral in 2012 and the Area Board had been invited to participate. The Area Board agreed to accept this invitation and further information would become available in due course. ii. Youth funding – Chippenham Area Board was inviting local young people

	<p>to come up with ideas for projects that would benefit 11 to 19 year olds in the Community Area. Young people were invited to apply for funding to assist with projects; applications should be submitted to the Community Area Manager by Friday 14 October 2011. The bids would be considered by the Area Board at its meeting on Monday 14 November 2011.</p>
6.	<p><u>Car Parking Charges and Town Centre Viability</u></p> <p>The Chairman provided an overview of the petition that was presented to the Area Board on 4 July 2011. The petition raised concern at the increase in car parking charges in the town centre, and the detrimental impact this was having on the local economy.</p> <p>The Chairman explained that the petition had been presented to the meeting of Wiltshire Council on 20 July 2011, and in response the Council had resolved that a report be presented to its next meeting on 8 November 2011 on a county wide review of car parking. Ahead of this, a report was due to be considered by Cabinet at its next meeting on 18 October 2011.</p> <p>In response to the petition, the Area Board had also requested that comparative statistics be provided on car parking revenue and the number of car parking tickets sold throughout May, June and July in 2010 and 2011. Councillor Dick Tonge, Cabinet Member for Highways and Transport, and Parvis Khansari, Service Director for Strategic Services, were both present at the meeting to present that information.</p> <p>Background</p> <p>Councillor Tonge explained the rationale for the review of car parking charges across the County. Prior to the formation of the Unitary Authority, there was inconsistency across the County in the levels of car parking charges being implemented. In response to this, Wiltshire Council carried out a full review and consultation on all matters relating to car parking and subsequently produced a new policy in the form of the Local Transport Plan Car Parking Strategy.</p> <p>The new Strategy included the ‘banding’ of towns according to their size and retail offerings. Salisbury was classed as a Band 1, Chippenham and Trowbridge were classed as Band 2, and the other market towns were classed as Band 3 or 4 depending on their size.</p> <p>The Local Transport Plan Car Parking Strategy was agreed by Council in February 2011 and it was agreed that it would be reviewed after one year. This had now been brought forward and a review was currently being prepared as outlined by the Chairman. The review would cover the economic situation, the footfall and evidence of car park usage and revenue.</p> <p>Comparative Statistical Data</p> <p>As requested by the Area Board at its last meeting, Parvis Khansari presented comparative statistical data in relation to car parking revenue and the number of</p>

car parking tickets sold in relation to Chippenham town centre car parks.

The data presented showed a decline in the amount of car parking tickets sold since the increase in charges, and a rise in the level of income generated by Wiltshire Council.

Season Tickets

Councillor Tonge provided information on the available options for season tickets for car parks in Chippenham. There were a range of options including premium, standard and contract tickets, and business could also purchase non-vehicle specific tickets that could be shared by employees. Up to 65% discount was available on season tickets, and the prices had not increased so it was not currently clear why the usage of season tickets had reduced.

Car Park Redemption Scheme

Parvis provided some information on this scheme, which would involve independent retailers offering discounts against car parking tickets. Other towns across Wiltshire were already operating their own schemes and consultations were currently being undertaken with the Town Council, Chamber of Commerce and independent retailers in Chippenham.

If wanted, the scheme would be administered by the Chamber of Commerce and Town Council, and Wiltshire Council would co-ordinate the promotion of the scheme and pay for signs, tickets and machines.

The Chamber of Commerce Perspective

Rob Perks, President of the Chippenham Chamber of Commerce, gave the perspective of local shops and businesses in Chippenham. This year, businesses had reported a decrease in turnover of between 10 to 25%. Tesco had reported that daytime turnover had reduced by 25% and evening/weekend turnover had increased by 25% since the end of April this year.

The Chamber felt that people were suffering from 'payment shock' and were changing their shopping habits in order to avoid paying the car parking charges. It was also a concern that Swindon was now cheaper than Chippenham for the first hours parking, with many people choosing to shop elsewhere and not tending to factor in the cost of additional petrol.

The cost of a one hour parking ticket in Chippenham had increased from 50p to £1.10, and the Chamber felt that this increase had had the biggest impact on shoppers' habits. It appeared that shoppers were less likely to stay and browse, and were more likely to condense their visits and buy in bulk.

Question and Answer Session

Having heard from the various presenters, a question and answer session took place and the following issues and comments arose:

- The towns had been banded according to numerous factors. It was

acknowledged that the charge for one hours parking in Corsham was 30p, but this had been based on retail offerings and the need to distinguish between the smaller and larger market towns.

- A comment was made that free parking did not automatically result in retail success; the Focus store offered free parking but was now closing down.
- Charging for parking on Sundays was not being considered as an option.
- It was acknowledged that parking for town centre employees was expensive, but deep discounts were available to season ticket holders.
- The restriction to 3 hour maximum stays had come out of the car parking consultation, as 65% of respondents had been in favour of this approach.
- The raising of car parking charges to subsidise buses was perfectly legal; it was penalty charges that could not be used as a revenue-generating tool.
- The delegation of car parks to the Town Council, but the responsibility and costs involved were very great and should not be underestimated.
- One of the key drivers of the Car Parking Strategy was to facilitate planned development growth and encourage a major shift to sustainable transport along the main commuter corridors.
- £330,000 was the cost of subsidising bus usage in the Chippenham area.
- There was concern about the removal of the Bus Service Operators Grant; which was a grant to cover the diesel costs of bus operators.
- A large amount of the Council's revenue came from the first hour of parking; approximately £3.4 million across the County and £633,000 from the Chippenham area. Any changes to parking costs could have a huge impact on the Council's budget.
- The usage of rural buses was questioned, and it was felt that rural residents living between two market towns were not likely to choose to shop in Chippenham.
- Concern was raised that the number of car parking tickets being sold was declining significantly, and the town was suffering as a result.
- The rise in parking charges was resulting in more people finding alternative places to park free, and residential streets were becoming more clogged with vehicles of shoppers and workers.
- It was recommended that the Chamber of Commerce should feed their information in to the Council via the Economic Development Department so that it could inform the car parking review.
- It was also recommended that the Chamber of Commerce consulted with neighbouring Chambers to get a wider perspective of the problems.

Roundtable Discussions

A series of roundtable discussions took place. The following comments were fed back as a result of these discussions:

- A reduction in car parking charges could be achieved by reducing the amount of subsidy that was going into rural buses.
- Chippenham should not be compared with Bath, Swindon or Trowbridge

	<p>in terms of car parking. Instead, Chippenham should be compared with Devizes, Malmesbury and Corsham.</p> <ul style="list-style-type: none"> • The reputation of Chippenham was likely to suffer over time. • Bus times were not considered to be user-friendly for workers. • The increase in car parking charges could have been implemented more gradually. • There was little argument that Band 2 and 3 towns were different. • A compromise was required and a charge of 70p for the first hour seemed reasonable. • If the car parking charges were reduced, usage would potentially increase which could subsequently increase the Council's revenue. • It was felt that £1.10 was an inconvenient amount, and a charge of under £1 would be more reasonable. • A price sensitivity analysis was suggested. • Chippenham and Trowbridge were in the same band but the retail offering in Trowbridge was greater. • A charge of £1 per day for workers was suggested, to prevent residential streets becoming clogged and to generate more income for the Council. • The problem was considered to be wider than just parking charges and it was requested that Wiltshire Council needed to look at the issues on a wider scale, particularly the encouragement of more businesses to Chippenham. • It was suggested that there could be an option to park for 30 minutes; and this could be priced at 50p. • Free parking could be brought forward from 6pm to 5pm. <p>Following consideration of the questions and answers, a participative voting exercise was conducted with all those present (see Appendix 1).</p> <p>Taking all of the information into account, the Area Board considered the best way to take the identified issues forward.</p> <p><u>Decision</u> The Area Board agreed to recommend that Cabinet:</p> <ul style="list-style-type: none"> i. Reduced the cost of a one hour car parking ticket in Chippenham town centre car parks back towards 50 pence. ii. Moved towards separating car parking charges and the subsidisation of public transport in next year's budget.
7.	<p><u>Town, Parish and Partner Updates</u></p> <p>Updates from partners were received as follows:</p> <ul style="list-style-type: none"> i. Wiltshire Police A report from Wiltshire Police was received and noted. Sergeant Allan George reported that there was a new Inspector in charge of Neighbourhood Policing; Inspector Martin Schorah. It was also noted that

the Chippenham Police Station would be moving to the Old Schoolhouse next door in stages, but that a core station in Chippenham would remain.

ii. Wiltshire Fire & Rescue Service

Reports from Wiltshire Fire & Rescue Service for June and August were received and noted. There were no further updates.

iii. NHS Wiltshire

Reports from NHS Wiltshire for August and September were received and noted. There were no further updates.

iv. Parish and Town Councils

Reports were received and noted from Christian Malford, Grittleton, Kington Langley, Seagry and Sutton Benger Parish Councils. Further updates were received as follows:

- Sutton Benger Parish Council – a major new development was being planned for the old Faccenda factory site which was raising some concerns, the Parish Council had just employed a new clerk, and the Council was now committed to achieving Quality Parish Council Status.
- Seagry Parish Council – the Parish Council had been awarded first place in the Best Kept Small Village competition, and came second in the overall competition. The Council was also keen to hear from any other Parish Councils that had experience of producing allotment tenancy agreements.
- Christian Malford Parish Council – there was ongoing concern regarding the use of the B4069 by HGVs, and the related signage from Wiltshire Council which was yet to be received. The Chairman recommended that the Parish Council emailed the details though and she would take this up on their behalf.
- Biddestone & Slaughterford Parish Council – the parish had recently held a craft fair and successfully raised funds to put towards the maintenance of the church. The Council was interested to hear how other parishes managed to raise funds for such issues.

v. Chippenham and Villages Area Partnership

This year's River Festival had been a huge success and thanks were extended to all sponsors, partners and for all of the grant funding that was received to support the event. The Partnership was also planning to develop a Parish Councils Forum and to develop closer links with schools and colleges.

vi. Chippenham Vision

A report from Chippenham Vision was received and noted. The Vision website was being regularly updates and contained lots of information. The results of the Langley Park review would be made public following

	<p>the meeting that was planned for next week between Ashtenne and Spatial Planning Officers.</p> <p>vii. Community Area Young Peoples' Issues Group (CAYPIG) A report from the CAYPIG/Youth Development Service was received and noted. A review was currently being undertaken as part of the 13 to 19 Commissioning Strategy.</p> <p>viii. Youth Strategy Update Various changes were proposed as part of the review of youth services and the full outcome of the review was awaited. It was felt that they were well braced to fit with the proposals, should they proceed.</p> <p>ix. Lyneham Steering Group There was no update at present. The Group would be meeting next week and an update would be reported to the next meeting of the Area Board.</p> <p>x. Children's Parliament A report from the Children's Parliament was tabled and noted, and they were congratulated for being nominated for a Voluntary and Community Sector Award. The 12 schools had recently been concentrating on their priorities and elections had been held, resulting in 3 main priorities being chosen. Work was taking place with the Youth Development Service to liaise more closely with primary and secondary schools, and thanks were extended to everyone who supported the Gorilla project, which had been very successful and popular.</p>
8.	<p><u>Area Board Priorities Update</u></p> <p>Updates on the Area Board's priorities were received as follows:</p> <p>i. Road Safety On behalf of Councillor Bill Douglas, the lead councillor on road safety, the Chairman provided an update on recent activity.</p> <p><u>20 is plenty</u> Support for this scheme had been received from the Town Council, the local schools and the Children's Parliament, and an offer of funding had been received from Gough's Solicitors. It had been agreed that the scheme would be pursued, with a voluntary reduction of motorist speed to 20mph in areas around all schools. A report would be produced with the proposals for discussion. This would then be considered by the Cabinet member with a view to using the Chippenham area as a trial.</p> <p><u>A350 dual carriageway</u> Following the results of the fatal accident trial, Wiltshire Council had agreed to carry out a safety audit along the A350 to junction 17 of the M4. Signage would also be mounted to prevent dangerous turning from taking</p>

	<p>place on the dual carriageway.</p> <p><u>Village Entryways</u> Results from those villages that had mounted and highlighted village entryways had been very positive, with resident and passing motorists reducing their speed as they passed through the villages. All Parish Councils were encouraged to consider creating village entryways as a low-cost safety measure.</p> <p><u>Community Area Transport Group</u> The minutes of the meeting held on 22 August 2011 were available from the Wiltshire Council website, or by contacting the Community Area Manager.</p> <p>ii. Skate Park Councillor Paul Darby reported that the next meeting would be taking place on 14 September 2011, and an update would be provided at the next meeting of the Area Board.</p> <p>iii. Health and Wellbeing Councillor Peter Hutton reported that the 'A Senior Moment' event was being planned to take place at the Neeld Hall in Chippenham on Thursday 1 December. A variety of speakers was being organised and further information would be available in due course.</p> <p>iv. Night Time Economy Councillor Peter Hutton reported that the Night Time Economy Group had been very busy, particularly with the launch of the Chippenham Alive project. The dates for these events had now been confirmed as 20 October, 18 November and 15 December. The Street Pastors scheme was also being launched with the first event taking place on 17 September. It was also noted that the volunteers of the Night Time Economy Group had been nominated for an annual award, and that the review of the Karma license was due to be heard in court imminently.</p> <p>v. Employment Tim Martienssen, Chippenham Vision Director, reported that a large study had been taking place regarding employment land in Chippenham and future demand for employment land. The report was due to be available early in October.</p>
9.	<p><u>Funding</u></p> <p>a) Community Area Grant Scheme 2011/12 The Area Board considered the following applications:</p> <p>i. <u>Westlea Housing Association</u> The sum of £4,112 was requested to create a fenced area for</p>

football at Little Battens, near Allington Way.

Decision

The Area Board awarded the sum of £4,112 to Westlea Housing Association, conditional upon planning permission being granted and the balance of funding being in place.

Reason: The application met the Community Area Grant Criteria 2011/12 and demonstrated a link to the Chippenham & Villages Community Plan.

ii. **Happy Days Nursery**

The sum of £2,303 was requested to replace safety surfacing in the outside play area.

Councillor Paul Darby left the meeting.

Decision

The Area Board awarded £2,303 to Happy Days Nursery, conditional upon the balance of funding being in place.

Reason: The application met the Community Area Grant Criteria 2011/12 and demonstrated a link to the Chippenham & Villages Community Plan.

Councillor Paul Darby returned to the meeting.

iii. **Chippenham Sports Club**

The sum of £1,000 was requested to install toilet facilities for users of the Airdome and Astro turf pitch at Chippenham Sports Club.

Decision

The Area Board awarded the sum of £1,000 to Chippenham Sports Club, conditional upon the balance of funding being in place.

Reason: The application met the Community Area Grant Criteria 2011/12 and demonstrated a link to the Chippenham & Villages Community Plan.

iv. **Wiltshire Wood Recycling**

The sum of £922 was requested to install dust extraction in the new workshop.

Decision

The Area Board awarded the sum of £922 to Wiltshire Wood Recycling, conditional upon the balance of funding being in place.

Reason: The application met the Community Area Grant Criteria 2011/12 and demonstrated a link to the Chippenham & Villages Community Plan.

	<p>b) Area Board Projects The Area Board considered the following applications:</p> <p>i. The sum of £740 was requested to purchase high visibility jackets and vests for door staff.</p> <p><u>Decision</u> The Area Board approved the application for £740. <i>Reason: The project linked to the Area Board's chosen priorities for 2011/12.</i></p> <p>Councillor Chris Caswill requested that his absence from the above vote be recorded.</p> <p>ii. The sum of £650 was requested for the deployment of Taxi Marshalls in Chippenham in December 2011.</p> <p><u>Decision</u> The Area Board approved the application for £650. <i>Reason: The project linked to the Area Board's chosen priorities for 2011/12.</i></p>
10.	<p><u>Chippenham Shadow Community Operations Board</u></p> <p>The Area Board at its last meeting had invited expressions of interest from any party wishing to nominate themselves to sit on the Chippenham Shadow Community Operations Board. This Board would be responsible for leading on the development of a Community Campus for Chippenham Community Area.</p> <p>The Chairman announced that, due to the number of expressions of interest not being as extensive as expected, the deadline would be extended to 7 October 2011.</p> <p>The Chairman strongly urged people to take this back to their organisations and encourage participation.</p>
11.	<p><u>Evaluation and Close</u></p> <p>The Chairman thanked everyone for attending the meeting and welcomed the submission of new Community Issues.</p> <p>An evaluation of the evening's meeting was held using the handheld voting devices (see Appendix 1).</p> <p>The next meeting would be held on Monday 14 November 2011, 7.00pm, venue to be confirmed. The agenda planning meeting would take place on Wednesday 5 October 2011 at 10am, and any parish or town council representative wishing</p>

	to attend should contact the Chairman or the Community Area Manager.
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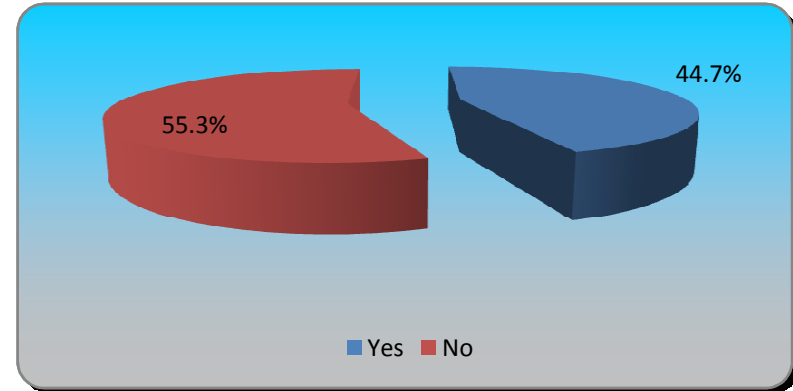
Turning Graphical Results by Question

Session Name: New Session 12-09-11 21-19

Created: 28/09/11 11:00

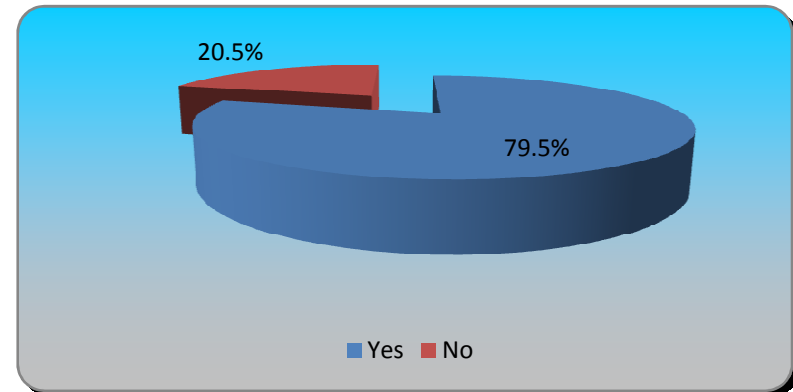
1.) Should car parking charges subsidise the cost of rural bus charges? (multiple choice)

	Responses	
Yes	17	44.74%
No	21	55.26%
Totals	38	100%

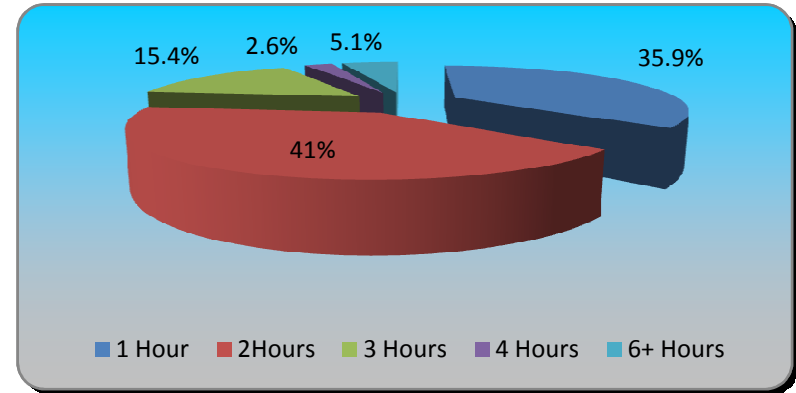


2.) Would you use Chippenham car parks more often if charges were reduced? (multiple choice)

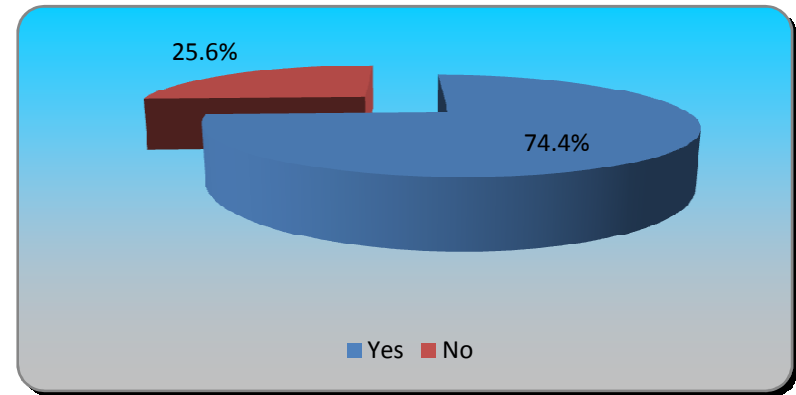
	Responses	
Yes	31	79.49%
No	8	20.51%
Totals	39	100%



3.) How long are you likely to stay for? (multiple choice)	Responses	
1 Hour	14	35.90%
2Hours	16	41.03%
3 Hours	6	15.38%
4 Hours	1	2.56%
6+ Hours	2	5.13%
Totals	39	100%

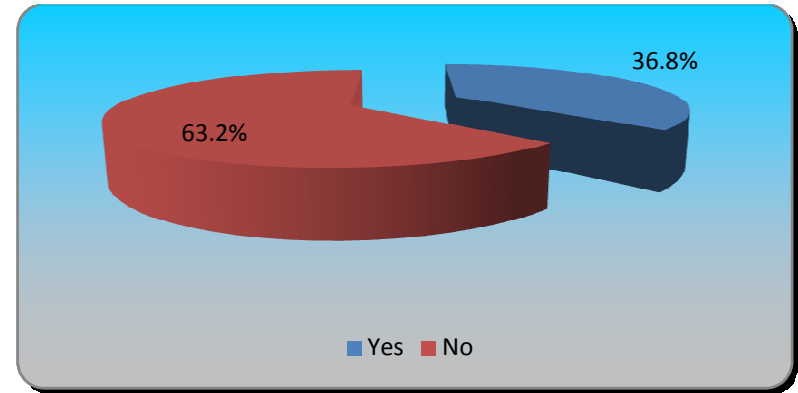


4.) Do you think a reduction in charges would attract more businesses to Chippenham? (multiple choice)	Responses	
Yes	29	74.36%
No	10	25.64%
Totals	39	100%



5.) Do you think Chippenham Town Council should manage the car parks instead of Wiltshire Council? (multiple choice)

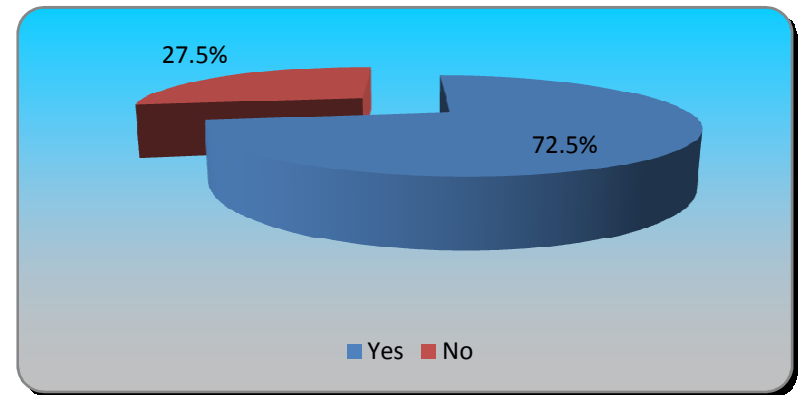
	Responses	
Yes	14	36.84%
No	24	63.16%
Totals	38	100%



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6.) To Consider introducing a half hour charge (multiple choice)

	Responses	
Yes	29	72.50%
No	11	27.50%
Totals	40	100%

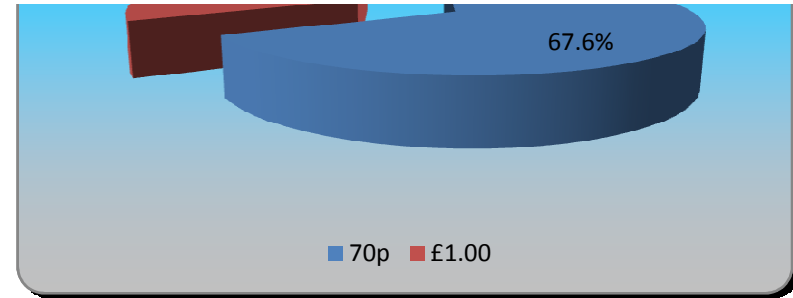


7.) Amend charges for the first hour (multiple choice)

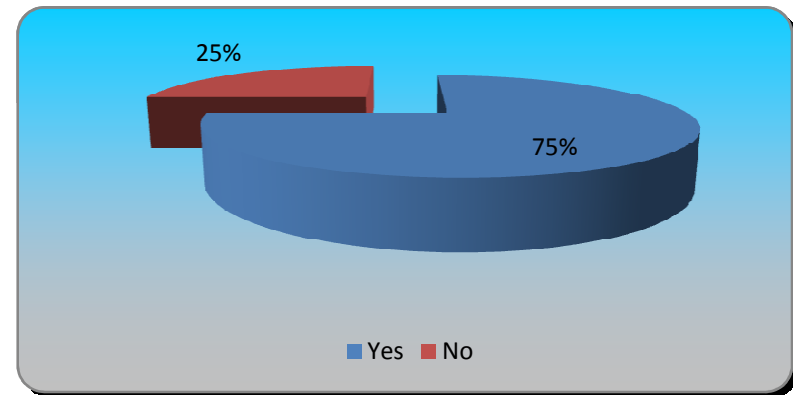
	Responses	
70p	25	67.57%



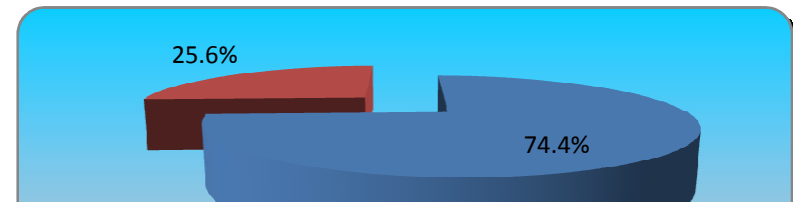
£1.00	12	32.43%
Totals	37	100%



<u>8.) Compare Chippenham to Devizes (multiple choice)</u>	<u>Responses</u>	
Yes	30	75%
No	10	25%
Totals	40	100%

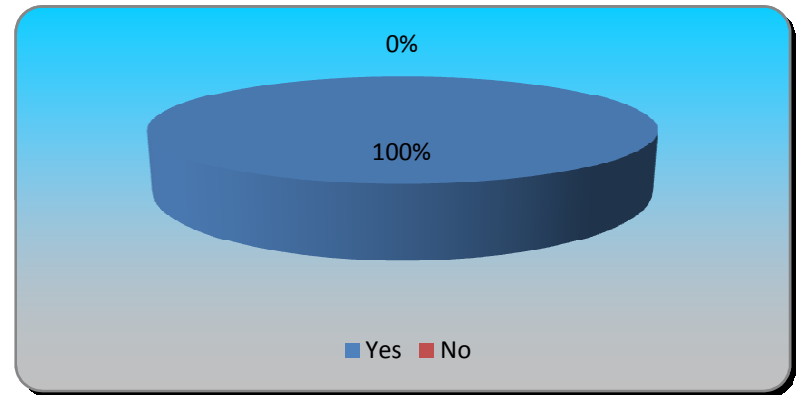
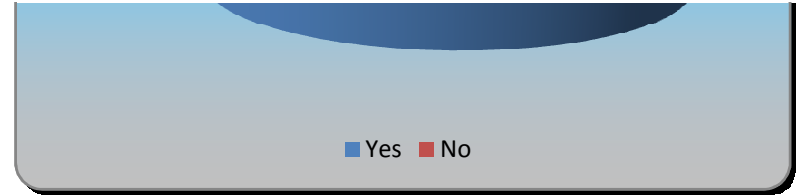


<u>9.) Consider a special rate for employees? (multiple choice)</u>	<u>Responses</u>	
Yes	29	74.36%
No	10	25.64%
Totals	39	100%



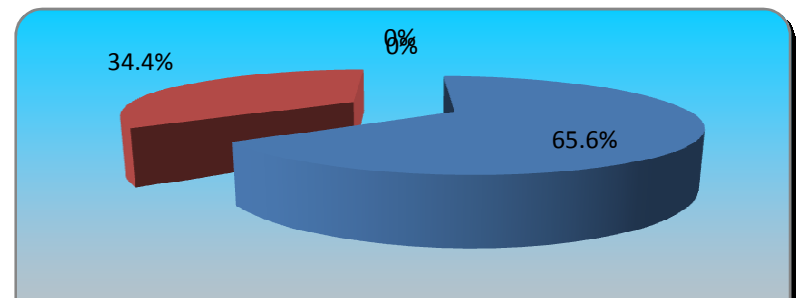
10.) Consider overall impact on town not just parking charges (multiple choice)

	Responses	
Yes	39	100%
No	0	0%
Totals	39	100%

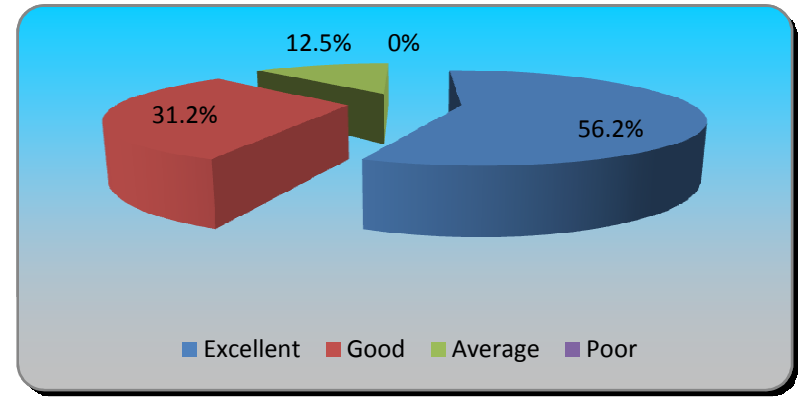


11.) How was the venue? (multiple choice)

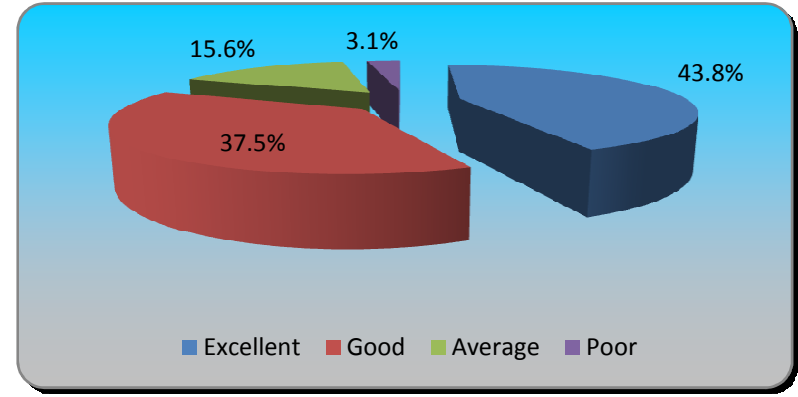
	Responses	
Excellent	21	65.62%
Good	11	34.38%
Average	0	0%
Poor	0	0%
Totals	32	100%



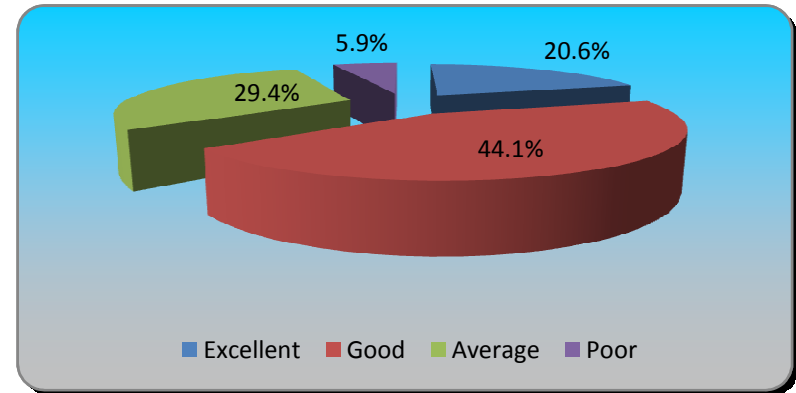
<u>12.) Did you feel welcome? (multiple choice)</u>	<u>Responses</u>	
Excellent	18	56.25%
Good	10	31.25%
Average	4	12.50%
Poor	0	0%
Totals	32	100%



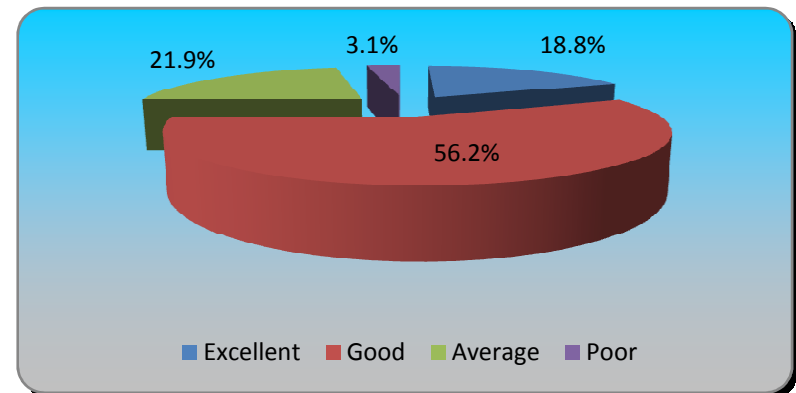
<u>13.) Did you feel involved? (multiple choice)</u>	<u>Responses</u>	
Excellent	14	43.75%
Good	12	37.50%
Average	5	15.62%
Poor	1	3.12%
Totals	32	100%



<u>14.) How was the agenda? (multiple choice)</u>	<u>Responses</u>	
Excellent	7	20.59%
Good	15	44.12%
Average	10	29.41%
Poor	2	5.88%
Totals	34	100%



<u>15.) How was the meeting overall? (multiple choice)</u>	<u>Responses</u>	
Excellent	6	18.75%
Good	18	56.25%
Average	7	21.88%
Poor	1	3.12%
Totals	32	100%



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