

AGENDA

Meeting: Environment Select Committee
Place: Council Chamber, Bradley Road, Trowbridge
Date: Tuesday 1 November 2011
Time: 10.30 am

Please direct any enquiries on this Agenda to Liam Paul, of Democratic Services, County Hall, Trowbridge, direct line (01225 718376) or email liam.paul@wiltshire.gov.uk

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Membership:

Cllr Chuck Berry	Cllr Chris Humphries
Cllr Rosemary Brown	Cllr Tom James MBE
Cllr Nigel Carter (Chairman)	Cllr Howard Marshall
Cllr Christopher Cochrane	Cllr Ian McLennan
Cllr Peter Doyle	Cllr Stephen Oldrieve
Cllr Jose Green	Cllr Leo Randall
Cllr Alan Hill (Vice-Chairman)	

Substitutes:

Cllr Jane Burton	Cllr Charles Howard
Cllr Trevor Carbin	Cllr George Jeans
Cllr Brian Dalton	Cllr Julian Johnson
Cllr Bill Douglas	Cllr Jeffrey Ody
Cllr Nick Fogg	Cllr Anthony Trotman
Cllr Russell Hawker	

PART I

Items to be considered while the meeting is opened to the public

1. **Apologies and Substitutions**

2. **Minutes of the Previous Meeting** (*Pages 1 - 8*)

To confirm and sign the minutes of the meeting of the Environment Select Committee held on 09 September 2011 (copy attached).

3. **Declarations of Interests**

To receive any declarations of personal or prejudicial interests or dispensations granted by the Standards Committee.

4. **Chairman's Announcements**

5. **Public Participation and Councillors Questions**

The Council welcomes contributions from members of the public.

Statements

If you would like to make a statement at this meeting on any item on this agenda, please register to do so at least 10 minutes prior to the meeting. Up to 3 speakers are permitted to speak for up to 3 minutes each on any agenda item. Please contact the officer named above for any further clarification.

Questions

To receive any questions from members of the public or members of the Council received in accordance with the constitution. Those wishing to ask questions are required to give notice of any such questions in writing to the officer named above no later than 5pm on Tuesday 25 October.

Please contact the officer named on the first page of this agenda for further advice. Questions may be asked without notice if the Chairman decides that the matter is urgent.

Details of any questions received will be circulated to Committee members prior to the meeting and made available at the meeting and on the Council's website.

6. **Air Quality Strategy** (*Pages 9 - 70*)

The Committee has held a longstanding interest in the development of the

Council's Air Quality Strategy, considering a draft version in July 6, 2010 and a further update at the July 21, 2011 meeting.

Cabinet, in December, will be recommended to approve the Air Quality Strategy before being submitted to Council for adoption. The Committee has an opportunity to review the document whilst it is in draft form and recommend as appropriate to the Cabinet member any amendments that it is felt would enhance the Strategy.

7. **Car Parking Charges** (Pages 71 - 112)

Following a members' request for an item at the Environmental Select Committee held on 06 September 2011, the Committee agreed to scrutinise the attached report considered by Cabinet on 18 October, (see attached Cabinet minute no.139), which provided an analysis of the Impact of Car Parking Charges on Wiltshire.

The Committee has also requested further information on the impact on bus subsidies generated from car parking income and a breakdown of income across Wiltshire's communities' 'pre and post changes' in car parking charges. To assist the latter request an excel sheet is appended to the report; for clarification:

- No ticket sales are shown for the West Wiltshire Towns (Bradford on Avon, Melksham, Trowbridge, Warminster and Westbury) before July 2011 as the ticket machines did not record tickets sold until they were upgraded. Ticket sales for the three months since June are shown.
- In previous years Warminster and Westbury Town Councils bought out free parking spaces. This was discontinued when the new prices were introduced. This has resulted in increased income.
- Prior to the new pricing Salisbury had one hour parking off street , this was changed to two hour minimum when the new prices were introduced, subsequently the one hour period was reintroduced. This distorts the overall figures for tickets sold.

Full Council on November 8th will be debating any future policy changes in this arena and the Committee has the opportunity to communicate any issues/recommendations that it feels appropriate to contribute to this decision.

8. **Forward Work Programme** (Pages 113 - 116)

A copy of the draft Forward Work Programme is attached for consideration.

9. **Date of next Meeting**

10 January 2012.

10. **Urgent Items**

Any other items of business which the Chairman agrees to consider as a matter of urgency.

11. **Exclusion of the Press and Public**

To consider passing the following resolution:

To agree that in accordance with Section 100A(4) of the Local Government Act 1972 to exclude the public from the meeting for the business specified in Item Number 4 because it is likely that if members of the public were present there would be disclosure to them of exempt information as defined in paragraphs 3 & 4 of Part I of Schedule 12A to the Act and the public interest in withholding the information outweighs the public interest in disclosing the information to the public.

PART II

Items during whose consideration it is recommended that the public should be excluded because of the likelihood that exempt information would be disclosed

12. **Amenities Consultancy and Works Contracts** *(Pages 117 - 150)*

Councillors are asked to consider attached confidential report, upon which any comments will be fed back to the Cabinet Member for Highways and Transport ahead of the Cabinet meeting of 15 November 2011, where the future contracts in connection with the highways and amenities service will be considered.

ENVIRONMENT SELECT COMMITTEE

DRAFT MINUTES OF THE ENVIRONMENT SELECT COMMITTEE MEETING HELD ON 6 SEPTEMBER 2011 AT COUNCIL CHAMBER, MONKTON PARK, CHIPPENHAM.

Present:

Cllr Chuck Berry, Cllr Rosemary Brown, Cllr Trevor Carbin (Substitute), Cllr Nigel Carter (Chairman), Cllr Peter Doyle, Cllr Jose Green, Cllr Alan Hill (Vice Chairman), Cllr Howard Marshall, Cllr Ian McLennan, Cllr Leo Randall and Cllr Anthony Trotman (Substitute)

Also Present:

Cllr Jon Hubbard, Cllr David Jenkins, Cllr Toby Sturgis, Cllr John Thomson and Cllr Dick Tonge

174. **Apologies and Substitutions**

Apologies were received from Cllr Chris Humphries, Cllr Stephen Oldrieve and Cllr Tom James.

Cllr Tony Trotman substituted for Cllr Chris Humphries and Cllr Trevor Carbin substituted for Cllr Stephen Oldrieve.

175. **Minutes of the Previous Meeting**

The minutes of the meeting held on 21 July 2011 were approved and signed as a correct record.

Regarding item no.165 – Cllr Leo Randall wished to put on record that unitary, town and parish councillors in the Southern Wiltshire community area had not been made aware that the consultation undertaken as part of the Southern Wiltshire Core Strategy would be amalgamated into the wider Wiltshire Core Strategy following consultation.

176. **Declarations of Interests**

The Chairman, Cllr Nigel Carter declared a personal and prejudicial interest in Item no.7 – Housing PFI Contract, as he was a non-executive Director on the board of the Sarsen Housing Association. He would not vote or otherwise comment on this item.

Cllr Tony Trotman declared a personal interest in Item no.6 – Carbon Reduction Commitment Energy Efficiency Scheme, as he was a board member of the Calne Leisure Centre.

177. **Chairman's Announcements**

The Chairman confirmed it was his original intention to bring the Air Quality Strategy and a report on the award of the Highways Works Contract to the meeting, however both items have been delayed on the Cabinet work programme and as such would be considered at the November meeting if possible, or a subsequent meeting. Both items remained a high priority.

178. **Public Participation and Councillors Questions**

None.

179. **Carbon Reduction Commitment Energy Efficiency Scheme.**

The Chairman invited the Head of Climate Change and the Cabinet member for Waste, Property, Environment and Development Control Services to update the committee on the Council's first submission under the Carbon Reduction Commitments (CRC) scheme.

The Head of Climate Change highlighted the following points:

- November's publication of results would mark the first time council had been asked to submit its carbon footprint reduction efforts in this way.
- Officers estimated Wiltshire would place at the top of the bottom quartile of all organisations, based on an initial analysis undertaken by the Local Government Improvement Unit (LGIU).
- Only emissions from *static* sources were taken into account by the scheme.
- Schools accounted for 48% of the Council's CRC emissions in 2010/11 (approximately 48,000 tonnes CO₂, rising to a projected 60% the following year).
- The Council planned a net investment of £3.5 million over the next 5 years for energy efficiency.
- The first year's league tables were based on two proxy measures of success – namely the proportion of emissions covered by smart meters and the Carbon Trust Standard (an accreditation scheme).

The Cabinet member then highlighted the importance of the redevelopment of the Council's County Hall site, which would deliver approximately 40% energy efficiency savings compared with the current building, and facilitate the disposal of various other council buildings.

In relation to schools' emissions, the emissions of Wiltshire's Academy schools did form part of the council's measured carbon output, although the council's direct control over these schools was limited. Discussions were also being held

with all schools across the county regarding the actual level of out-of-hours lighting needed to ensure security.

It was also confirmed by the Cabinet member that the Council was launching a programme to educate children in Wiltshire's schools and an officer was in place to deliver this. Improvements to improve insulation in schools and investigations into the possible use of biomass-powered combined heat and power plants in Schools and leisure sites are ongoing.

Although Street Lighting was not considered under the CRC scheme, it was the subject of a separate invest-to-save programme.

The committee recommended that, if it did not already, Wiltshire's statement to be submitted to the CRC portal should emphasise the large, sometimes rural nature of the Council, and the extant measures taken to address emissions.

Campaigns to drive behavioural change had begun across the Council staff and members, in particular the 'Green Champions' programme amongst staff and efforts to synchronise and compress meetings of the Cabinet and ELT to avoid unnecessary travel where necessary.

The Cabinet member was mindful of the need to balance the carbon reduction benefits of selling property with his duty to obtain best value for the council. The committee was assured that the Council was flexible and responded to market conditions when choosing whether to sell, let, lease or retain property.

The committee expressed an interest in the payback times of the investments to be made over the next five years. It was explained that for most projects under consideration this was 4-5 years, however larger scale renewable energy generation schemes generally had longer pay-back periods and the efficacy of various schemes was considered by the officer transformation board.

Resolved:

- 1) To thank the Cabinet member and officer for their attendance and for the update provided.**
- 2) To request that reports from the ECO board be circulated to the committee.**
- 3) To invite an update to return to the Committee in early 2012, which would detail the effects of behavioural change efforts on Carbon Reduction; include details of the renewable energy projects currently active / planned by the Council; and to give precise figures of the expected benefits of the ongoing Transformation programmes (including the County Hall re-fit).**

180. **Housing PFI Contract**

The Cabinet Member for Adult Care, Communities and Housing was in attendance to present a written update on the Housing PFI contract following the successful outcome a value for money (VfM) review of the project and subsequent ministerial approval.

A concern for some members of the committee was the 'high' risk rating of the project, given that officers and councillors were soon to enter into the PFI contract and planned financial close was estimated to occur in November.

In response the Cabinet member clarified that the project must still achieve approval from the Homes & Communities Agency, the Department of Communities and Local Government (DCLG) and the Treasury. The need for these external approvals rather than any issues with the project itself or with local partners gives rise to a higher risk than would otherwise be the case. Once the necessary approvals have been obtained from external agencies, the risk level is likely to drop substantially.

Subsequent questions from councillors centred around which level of the Code for Sustainable Homes (CSH) that the homes would be built to (Level 3), and the possible benefits and drawbacks to building the houses to CSH Level 4.

The Cabinet member confirmed that the other funding streams for improvements such as Photo-voltaic (PV) roof panels were possible, and drew the committee's attention to continued uncertainty regarding the future level of feed-in tariff payments for householders and business which generate their own renewable energy. It was confirmed that the monetary gains from any PV panels installed by householders on a self-financing basis, would pass directly to the household.

Further questions from committee members concerned the value for money of the PFI contract and the details of the process by which nomination rights were transferred. It was explained that 'Homes 4 Wiltshire', (the partnership of the Council and the Registered Social Landlords), will be used by the PFI contractors to source tenants. Even after the contract period of 20 years has passed, it was felt highly likely that the houses would remain available for allocation by Homes for Wiltshire.

Should the project not advance partner funding in the region of £5-6 million would be lost in addition to the Council's total predicted set up costs of £2.5 million outlined in the accompanying report.

The committee commended officers and councillors for their work over the last few years.

Resolved:

- 1) To welcome the work of the Cabinet member and officers towards successful delivery of the project, and at this stage not to raise any**

specific issues for the Cabinet member to take into account when making the necessary decisions to formally enter into the PFI contract.

- 2) To welcome the invitation from officers to supply an update on the progress of the project, to return to committee once work on the ground has begun.**
- 3) That officers be tasked to investigate the 'New Homes Bonus', and whether or not Wiltshire Council qualified for the funding available, with a written response to be circulated to members of the committee.**

181. Car Parking Charges

At the invitation of the Chairman, Cllr Howard Marshall put forward the reasons why he wished the new county-wide Car Parking Charges (as adopted at the Cabinet meeting on 14 December 2010 and Full Council meeting on 22 February 2011 and amended thereafter) to be scrutinised by the committee. His principal concern was the effects that a potential shortfall in the budget of the Department of Neighbourhood and Planning would have upon services such as rural buses which were at least partly funded by parking revenues.

Cllr Marshall proposed that a task group be set up to consider the issue. Cllr Brown seconded the motion.

The Head of Finance, Andy Brown, confirmed that the expected shortfall was £540,000 over the financial year, and that officers were looking at areas across the entire department of Neighbourhood and Planning, to find ways to reduce this shortfall. A report would be presented at the 18 October meeting of Cabinet.

The shortfall was county-wide, with some variation from town to town the Cabinet Member for Highways and Transport explained. More accurate year-end figures were awaited to provide data with which to evaluate the policy. Regarding Salisbury changes to the Park and Ride schemes had saved £300,000 and the Vision plan necessitates that the present central car park be redesigned.

The Cabinet member referred committee members to his recent delegated decision HT-032-11 regarding proposals for changes to Bus Services. He explained that of the circa £30 million budget of the Council's Passenger Transport Unit, very little was discretionary spending. The two areas where the council did spend were to provide post-16 educational transport and to subsidise bus routes. Wherever possible measures had been taken to save in areas other than the important and sensitive area of bus services – for example through reducing the operational cost of the county's park and ride services and renegotiating PTU contracts where possible.

Following these efforts, a package of measures to save £600,000 from bus services had been agreed which sought to achieve the necessary savings. The

need for savings in bus service spending was minimised by the decision to increase car parking charges specifically to raise income for this purpose.

The committee then debated whether or not to establish a task group to investigate the subject. The motion was defeated.

Discussion focused on the necessity for full and reliable data on the effects of the car parking charges to be made available to the committee and the timescale for this to be done. The Cabinet member highlighted the point that more accurate figures regarding car park revenue were expected by the end of September.

The Committee noted that Car Parking charges were subject to a review which would report to the meeting of Council on 08 November.

Resolved:

That the Committee consider Car Parking Charges as a full item on the agenda of the next meeting, with the understanding that a suitable report will be circulated in advance of the meeting, to provide details on the following:

- **Full details of the estimated shortfall in parking revenue, with a countywide total and an area-by-area breakdown, and showing a comparison with the revenues prior to the changes to the car parking charges.**
- **The wider economic context, using data from statistical neighbours if possible.**
- **Effects on Traders to be made clear, and differentiated from the effects of the recession.**
- **Detail on the nature and extent of the link between revenue from car parking and the provision of bus services / subsidies.**

182. Forward Work Programme

The Forward work programme was noted and amended to reflect the rescheduling of the Air Quality and Highway Works Contract items to subsequent meetings, in addition to the inclusion of updates on the Carbon Reduction Commitment (CRC) scheme and the housing PFI Contract - to be received at the January Meeting.

A full report on the Car Parking Charges across the county, including the economic context and impact of differing revenue streams will be brought to the 1 November meeting.

183. Date of next Meeting

The date of the next meeting was confirmed as 01 November 2011, at the Council Offices, Bradley Road, Trowbridge, from 10:30am.

184. **Urgent Items**

There were no urgent items.

(Duration of meeting: 10.30 am - 12.30 pm)

The Officer who has produced these minutes is Liam Paul, of Democratic Services, direct line 01225 718376, e-mail liam.paul@wiltshire.gov.uk

Press enquiries to Communications, direct line (01225) 713114/713115

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Wiltshire Council

Environmental Select Committee

01 November 2011

Cabinet

13 December 2011

Subject: Air Quality Strategy for Wiltshire

Cabinet Member: Councillor Keith Humphries – Public Health and Protection Services

Key Decision: No

Executive Summary

Air quality in Wiltshire is predominantly very good with the majority of the residents of the County enjoying clean unpolluted air. There are however a small number of specific locations where the combination of traffic, road layout and geography has resulted in exceedences of the annual averages for nitrogen dioxide (NO₂) and fine particulates (PM₁₀).

Local authorities have a duty to monitor air quality within their areas having regard to national air quality objectives and standards and report this information to Department for Environment Food and Rural Affairs (Defra) annually. There are seven pollutants which we are required to consider under European and UK law, including lead, benzene and sulphur dioxide. In Wiltshire we only have concerns with two of these pollutants.

The Air Quality Strategy is a high level guiding document to inform policy and direction across a range of council services with the aim of improving air quality.

The main aim of the strategy is that

‘Wiltshire Council working collaboratively will seek to maintain the good air quality in the county and strive to deliver improvements in areas where air quality fails national objectives in order to protect public health and the environment’

The strategy has been subject to public consultation and individual reports on local air quality have been produced for Devizes and Marlborough Area Boards which requested this information.

Proposal

It is recommended that the Cabinet approves the Air quality Strategy and recommends it to Council for adoption.

Reason for Proposal

The Environment Act Part IV places a duty on Wiltshire Council to monitor and achieve the Air Quality Objectives contained in the National Air Quality Strategy and regulations. The strategy contributes to discharging this duty and improving air quality in Wiltshire.

Name and Designation of appropriate Director:

Maggie Rae, Joint Director of Public Health and Public Protection

Wiltshire Council

Environmental Select Committee

01 November 2011

Cabinet

13 December 2011

Air Quality Strategy For Wiltshire.

1. Purpose of Report

- 1.1 To inform the Cabinet of the Air Quality Strategy for Wiltshire, and for the Cabinet to approve it and recommends it to Council for adoption. The Air Quality Strategy is attached as Appendix 1 to this report.

2. Background

- 2.1 Following the smogs of 1950's significant improvements in air pollution have been made. The issues for the 21st Century have moved on from coal burning to other pollutants, largely linked with transport. Today air pollution is not visible in the way it was in the 1950's however it still has the potential to have a significant impact on health. Councils have a duty to monitor air quality within their areas having regard to national air quality objectives and standards.
- 2.2 There are seven pollutants which Local Authorities are required to consider under European and national legislation. Air quality in Wiltshire meets all of these standards with the exception of the annual averages for nitrogen dioxide (NO₂) and fine particulates (PM₁₀) in a small number of localised areas.
- 2.3 **Monitoring air quality**
The national air quality objectives are health related and have been determined and set by the Government's 'Expert Panel on Air Quality' are based on the epidemiological studies available on the toxicity and effect that each pollutant has on human health.
- 2.4 The Government's Environmental Audit Committee published a report in March of 2011 stating that poor air quality could reduce average life expectancy in the UK by an average of seven to eight months and it could lead to up to 50,000 premature deaths every year. They called for dramatic changes to be made to the UK's transport policy in order to improve the situation.

2.5 Health effects of air pollution

For someone who enjoys good health the levels of air pollution experienced in Wiltshire are unlikely to have any serious short-term effects. However on the rare occasions when air pollution levels are high in some specific locations, some people (with existing health problems) may feel effects such as eye irritation and coughing.

- 2.6 In Wiltshire road transport is the main source of nitrogen dioxide and fine particulates. Table 1 shows the source of pollution and the health effects from these two pollutants.

Table 1

Pollutant	Source of pollution	Health effects
Nitrogen Dioxide (NO ₂)	Nitric oxides derived predominantly from motor vehicles but also from other combustion and power generation processes.	This gas irritates the airways of the lungs, increasing the symptoms of those suffering from lung disease.
Particles (PM ₁₀)	Wide range of natural and manmade sources such as: road traffic, combustion, brakes and tyres. Agriculture and excavation.	Fine particles can be carried deep into the lungs where they can cause inflammation and worsening of heart and lung disease.

2.7 Exposure to air pollution

Air pollution levels vary from area to area and from day to day. Levels of pollution are influenced by a number of factors such as: topography, local pollution sources and weather conditions.

Examples include:

Higher pollution	Lower pollution
Towns in valleys	Towns on hills
In summer, during sunny, still weather and in the winter, cold, still foggy weather	Windy or wet weather at any time of year
Busy roads with heavy traffic next to high buildings.	Rural areas away from major roads and factories

2.8 Air quality in Wiltshire

Wiltshire enjoys very good air quality in the vast majority of its town and villages. This is perhaps unsurprising given the rural nature of much of county. The areas of concern are very localised and only involve a handful of streets.

- 2.9 Monitoring of air pollution in Wiltshire has been ongoing for over ten years. The majority of monitoring sites meet the air quality standards and therefore can be considered to pose no risk to health.
- 2.10 A small number of specific locations have been identified where air quality falls below the required standards and further investigation or remediation is needed.
- 2.11 Site specific action plans have been produced for these locations. These will be consolidated and updated to produce a single new Wiltshire wide Air Quality Action Plan in the early part of 2012.

3. Main Considerations for the Council

- 3.1 The Air Quality Strategy provides high level guidance to inform policy and direction across a range of council services with the aim of improving air quality. Improvements in air quality are generally difficult to achieve as they rely on individuals using their vehicles less. It recognises that improving areas of poor air quality can only be achieved by working collaboratively across departments and with local communities.
- 3.2 The strategy also includes an 18 point action plan which identifies improvements to collaborative working, information sharing and communication on air quality issues.
- 3.3 The adoption of this strategy is a key step in the development of a consolidated Air Quality Action Plan for Wiltshire. This action plan will set out the specific measures that Wiltshire Council intends to introduce in pursuit of the air quality objectives. The plan will be developed with local member and community involvement, and contain timescales to indicate when the measures will be implemented. It will contain town or area specific measures, and also more strategic measures which will be implemented Wiltshire wide. Progress on the action plan then needs or has to be reported to Defra on an annual basis.
- 3.4 The strategy therefore seeks to secure better health outcomes for individuals and communities in Wiltshire. It identifies 10 strategic objectives as shown in table 2:

Table 2

Reference	Strategic Objective
SO1	Secure improvements to existing Air Quality Management Areas
SO2	Implement a prioritisation system to manage and schedule proposed improvements to existing air quality management areas
SO3	Implement a prioritisation system to manage the investigation of new sites

SO4	Maintain or improve air quality in areas currently meeting the statutory standard.
SO5	Improve interdepartmental working on common strategic objectives with an outcome focused approach.
SO6	More efficient use of equipment and resources.
SO7	Community and Area Board involvement in the air quality management process
SO8	Provide high quality information and guidance on air quality. This will be made available to the council, the public and developers.
SO9	Provide improved mapping layers and data via the corporate graphical information system (GIS) to identify current and potential Air Quality Management Areas.
SO10	Support planned economic growth, sustainable transport alternatives and reductions in climate change emissions

3.5 Progress will be monitored against the strategic action plan. Public Protection Services will also:

- report air quality monitoring data collected from the council's network of diffusion tubes and real time monitors.
- review the strategy within 5 years

4. Environmental and climate change impact of the proposal

4.1 The air quality strategy is a significant piece of work which will help protect the local environment in Wiltshire and have positive impacts environmentally and on climate change. The strategy impacts on a number of issues shared with the climate change team such as reducing transport related emissions and links to spatial planning.

5. Equalities Impact of the Proposal

5.1 Regard has been had to Wiltshire Council's policies on diversity and equality. The strategy is classed as being "low relevance" within the Corporate Equality Impact Assessment Framework. However the strategy will be applied having regard to legislative duties, council policy and other relevant officer Codes of Conduct.

6. Risk Assessment

6.1 If the strategy is not approved then the council could be criticised for not producing a consolidated council-wide document and this carries associated reputational risks. This also applies to failing to improve collaborative and community working which are included in the strategy. Failure to deliver specific improvements to air quality in local Air Quality Management Areas may also result in these risks with the added potential of being targeted by Defra. There is also currently some discussion on the potential impact of the localism agenda on the European Union's ability to

impose fines on national governments for ongoing breaches of air quality standards.

7. Financial Implications

- 7.1 Whilst some improvements to traffic related air quality can be delivered at little cost other infrastructure schemes may require significant capital investment. This would be part of the Local Transport Plan delivery mechanism.

8. Legal Implications

- 8.1 Adoption of the strategy will contribute to council achieving compliance with its duties under the Environment Act 1995 Part IV. There is a risk of legal challenge if the strategy is not adopted.

9. Conclusions

- 9.1 Wiltshire enjoys good air quality in most of its area. The few areas of poor air quality are all traffic related and it is recognised that tackling these areas is neither easy nor simple. It is only by working collaboratively and with local communities can progress be made.
- 9.2 The strategy identifies thematic links within the council, suggests improvements in the way air quality is addressed and includes a high level action plan to deliver these improvements.

Maggie Rae, Director of Public Health & Public Protection.

Report Author:
Rachel Kent, Environmental Health Officer
Environmental Protection & Control Team (South & East).
Tel: 01380 734888
rachel.kent@wiltshire.gov.uk

Date of report: 13 December 2011.

Background Papers

No additional unpublished paper used.

Appendices

Appendix 1: Air Quality Strategy for Wiltshire.

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Air Quality Strategy for Wiltshire

2011 - 2014



Foreword

Residents, businesses and visitors to Wiltshire all enjoy the extensive areas of unspoilt countryside, including the very good air quality. However, there are a few specific areas in our market towns that have issues with transport related pollution.

These issues are difficult to address because of the increasing dependence we all have upon motor vehicles, whether for pleasure or business and transportation of goods.

This strategy recognises that no one single agency, department or community has all the answers; improvements to air quality can only be achieved by taking an integrated, collaborative approach. It acknowledges that economic growth and improving the local environment are not mutually exclusive.

The document provides an overview of air quality across Wiltshire and focuses on key areas where air quality could and should be improved.

I am delighted to commend this strategy as a key step towards tackling our areas of traffic related pollution to safeguard the health of those who live and work in Wiltshire.

Maggie Rae

Director of Public Health
and Public Protection
NHS Wiltshire and Wiltshire Council

Councillor Keith Humphries

Portfolio holder for Public Health
and Public Protection

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Executive Summary

Local authorities have a duty to monitor air quality within their areas having regard to national air quality objectives and standards and report this information to Department of for Environment Food and Rural Affairs (Defra) on an annual basis. There are seven pollutants which we are required to consider under European and UK law, these include lead, benzene and sulphur dioxide.

Air quality in Wiltshire is predominantly good with the majority of the County having clean unpolluted air. There are however a small number of locations where the combination of traffic, road layout and geography has resulted in exceedences of the annual average for nitrogen dioxide (NO₂) and fine particulates (PM₁₀).

It is recognised that improving air quality in these specific locations is difficult due to the increased use and reliance on private motor vehicles.

The Air Quality Strategy is a high level guiding document to inform policy and direction across a range of council services with the aim to improve air quality.

The main aim of the strategy is that

‘Wiltshire Council working collaboratively will seek to maintain the good air quality in the county and strive to deliver improvements in areas where air quality fails national objectives in order to protect public health and the environment’

Delivering improvements to local air quality requires input from a wide range of planning and other professions. The Air Quality Strategy is a key document which identifies the importance of good air quality to the people of Wiltshire. It provides a focus and mechanism to promote communication and cooperation within Wiltshire Council, between external organisations and with the community to address localised areas of poor air quality in the area. It includes a 17 point plan which focuses on strategic actions to help deliver improved air quality. Detailed proposals on how to address site specific air quality issues are contained in existing Air Quality Action Plans (AQAP) which will be updated and consolidated as part of the implementation of this strategy. The new Wiltshire AQAP will be produced and submitted to Defra in the early part of 2012.

1 Introduction

1.1 The importance of air quality

The ability to breathe clean air and air that is not harmful to health is assumed to be a fundamental right of the UK population.



Where air quality is poor there are proven short and long term impacts on human health and the surrounding environment. Air quality is also important in how people perceive their environment and the desirability of visiting or living in an area. For example the quality of the air was a key consideration at the Beijing Olympics in 2008 and has been raised as a possible concern for the London Olympics in 2012.



The health impacts of polluted air are recognised and were ably demonstrated by the great London smogs of the late 19th and early 20th Century. The worst of these events were shown to be responsible for many thousands of excess deaths.

These historic smogs were caused by the large scale burning of coal and wood and were a highly visible and obvious example of air pollution and its health effects.

Changes in the law and improved technology have significantly reduced obviously visible air pollution and changed the constituents found in polluted air.

Many of the current pollutants are invisible to the eye but act as respiratory irritants. This is particularly problematic if individuals have a pre-existing medical condition or vulnerability. Poor air quality continues to have significant impact on the health of the UK population and on the UK economy.

In 2010 the House of Commons Environment Audit Committee estimated that the health costs of air pollution in the UK as being in the region of 8 to 20

billion pounds per year, with as many as 50,000 premature deaths per year.

The importance of good air quality has been recognised by the World Health Organisation which produced a series of standards that have been adopted by the European Commission and subsequently the UK by the Expert Panel on Air Quality Standards (EPAQS) which has set air quality objectives for the UK.

1.2 Clean air in Wiltshire

The air quality in Wiltshire is predominantly very good with the majority of the county having clean unpolluted air. There are however a number of locations where the combination of traffic, road layout and geography result in pollutants being trapped so that the concentrations increase to unacceptable levels.

The relatively few locations where Wiltshire may fail to meet the national standards have to be investigated and sampled in order to determine the true extent of the problem. If significant pollution is identified the council has to declare an Air Quality Management Area (AQMA) and put plans in place to seek to improve the air quality.

The ageing population, requirements for new housing and essential development across Wiltshire have the potential to increase the number of people living and working in areas with poor air quality and it is important that Wiltshire Council takes steps to manage this situation to minimise or eliminate possible harm.

1.3 The aims of the strategy

This air quality strategy is a key document which identifies the importance of good quality air to the people of Wiltshire. It also provides a focus to implement more effective cross-departmental collaboration and communication. The overriding aim of the air quality strategy is to protect public health.

‘Wiltshire Council working collaboratively will seek to maintain the good air quality in the county and strive to deliver improvements in areas where air quality fails national objectives in order to protect public health and the environment’

The adoption of this strategy is a key step in the development of an updated Air Quality Action Plan (AQAP) for Wiltshire.

The publication of the AQAP is a legal requirement and the document identifies the specific steps and actions necessary to secure measurable improvements in areas of Wiltshire where air quality concerns have been identified, and sets a timetable for achieving these improvements.

1.4 Contents of the Air Quality Strategy

The strategy consists of eight sections and their supporting appendices. These sections and their purpose are outlined below:

Section 1: Introduction

This section sets the issue of air quality in to a historic and local context.

Section 2: The regulatory framework for air quality

This outlines the development of current air quality legislation and the direct link to national and international frameworks. The list of pollutants of concern is included in this section.

Section 3: Scope of the air quality strategy

This section outlines the overall scope of the strategy and specifies certain aspects that are excluded from consideration.

Section 4: Wiltshire in context

This section discusses, in general terms, air quality levels for Wiltshire and which pollutants are routinely monitored and why. There is also a brief discussion of the Air Quality Management Areas which have already been declared.

Section 5: Improving air quality

An interpretation of some of the air quality monitoring to date is included in this section of the document. Some lessons learned from the last decade are also identified and discussed.

Section 6: Identifying common themes

This part of the document identifies the links to other key strategies and departments and suggests an improved methodology to deliver outcome focused improvements to air quality.

Section 7: Strategic Actions

A summary of the key issues identified in the strategy and the actions and activities that need to be undertaken to deliver clean air throughout Wiltshire.

Section 8: Conclusions

This details the way ahead and includes a strategic action plan.

Appendices:

Supporting and explanatory information has been provided in a number of annexes to the main document.

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2 The regulatory framework for air quality

2.1 International and national drivers

Air quality has been identified as important to human health and wellbeing for many years. In addition it has a range of occupational, environmental and economic impacts. As a consequence there has been a great deal of research carried out and a number of international and national bodies have issued guidance and advice.

At the development of recommendations on ambient air quality and their incorporation into UK law can be traced back through the European Commission and World Health Organisation. This has led to the adoption of robust internationally recognised standards.

The following section summarises how the current UK regulations have been developed into the current regulatory framework for air quality.

2.2 International drivers for air quality

The World Health Organisation (W.H.O) has commissioned a significant amount of research into the health impact of poor air quality. On the basis of this research it has produced recommendations on a range of pollutants.

The W.H.O. recognised that there are significant differences between various world regions and that relevant pollutants would vary between regions. The advice it provides is therefore tailored to specific regions, identifying pollutants that are of particular concern. It has issued recommended standards applicable to the European arena focusing on seven key pollutants.

The European Commission (E.C) has considered and accepted the World Health Organisation proposed levels and consequently incorporated these standards into E.C law via a number of European Directives. The most current of these is the Ambient Air Quality Directive (2008/50/EC). This directive can be obtained from the Europa Website (http://europa.eu/index_en.htm).

These directives instruct member states to implement legislation to impose the standards and once a directive has been issued the member states have to implement the requirements via their own national legislative frameworks.

2.3 Development of air quality legislation in the UK

In the case of the UK, the requirement to manage and improve local air quality was incorporated into the Environment Act 1995. The supporting air quality regulations and guidance were subsequently issued by the Department for Environment, Food and Rural Affairs (Defra).

This legislation imposes a duty on Local Authorities to inspect their areas to identify areas where local air pollution may be a problem and where necessary, to measure and assess the levels of pollution in those areas.

The legislation and guidance specifies which pollutants are to be considered and how they are to be assessed or measured. If a significant failure of the air quality standard is found the Local Authority has to declare an Air Quality Management Area (AQMA) and take steps to try to reduce the levels of pollution.

In addition to the local authority monitoring, Defra also established a series of national monitoring stations at key locations around the UK to provide a nationwide overview of air quality.

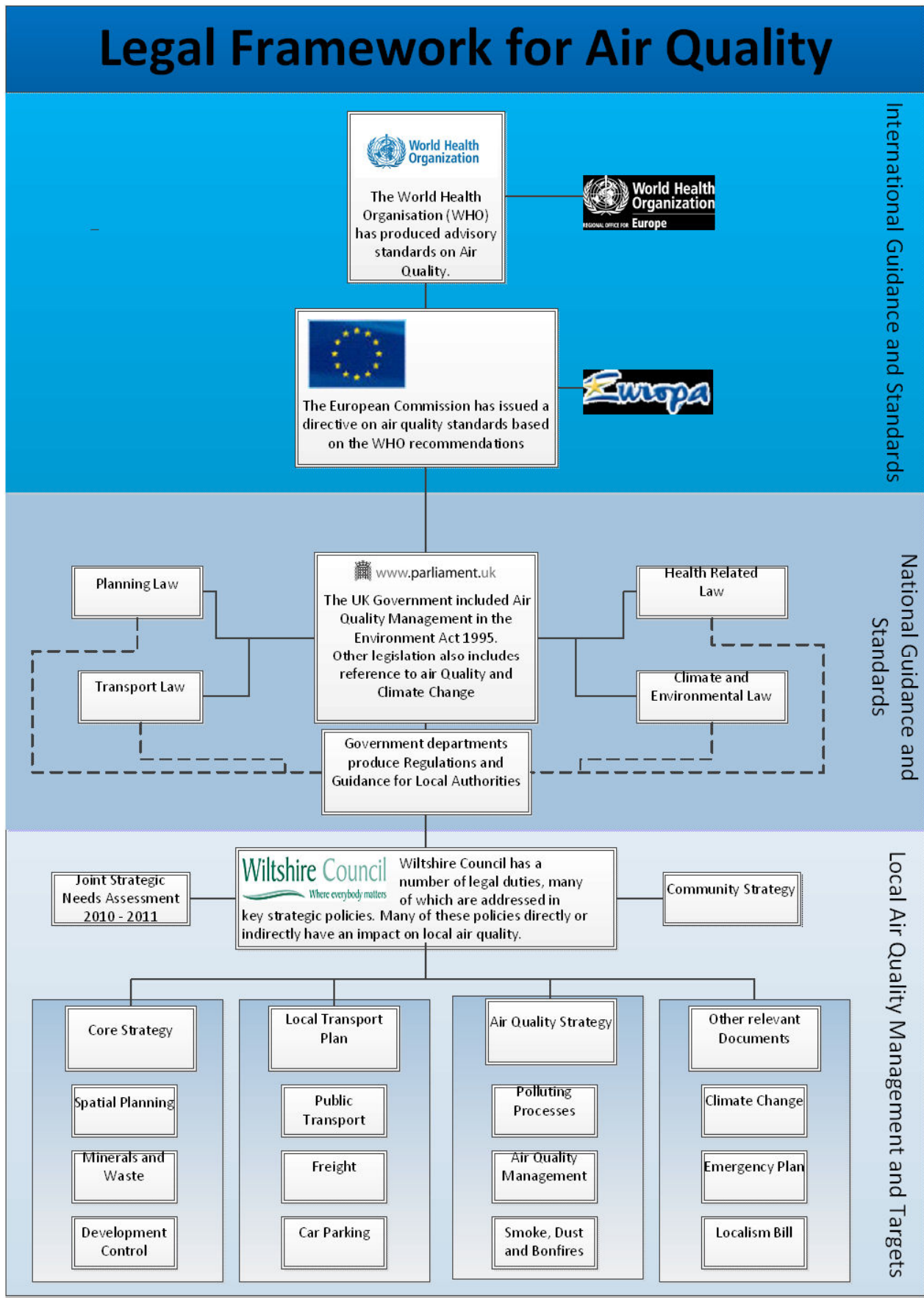
2.4 Related legislation and activity

Whilst the driving legislation behind the air quality strategy is the Environment Act there are a range of other activities and duties carried out by Wiltshire Council which directly and indirectly have an impact on the ambient air quality. These include Transport and Highways, Spatial Planning, Development Control and Climate Change.

Many of these areas of work have specific duties to consider air quality as part of their own remit and supporting strategies. Additionally it is likely that the majority of air quality improvements will be obtained via planning or highways intervention. It is therefore critical to identify these areas of mutual interest.

Figure 1 includes a summary of the information outlined above.

Figure 1 Summary of legal framework



2.5 Possible pollutants of concern

The World Health Organisation identified seven key pollutants as being of possible concern and has set target level against which they may be assessed. A summary of these is given in figure 2 with more comprehensive information on target levels and possible health effects included in appendix 1. In Wiltshire only nitrogen dioxide (NO₂) and fine particulates (PM₁₀) are of concern (see section 4.3).

Figure 2 Pollutants to be assessed

Pollutant	Source of Pollution
Benzene	Unburnt fuel in petrol vehicle exhausts and fuel evaporation during refuelling and industrial solvent use.
1,3-Butadiene	Formed during the combustion of petrol and diesel. Industrial chemical plant and the manufacture of synthetic rubber tyres
Carbon Monoxide	Incomplete combustion of fuel
Lead	Industry
Nitrogen Dioxide	Nitric oxides derived predominantly from motor vehicles but also from other combustion and power generation processes.
Fine particles (PM ₁₀)	Wide range of natural and manmade sources major local sources include Road traffic - combustion, brakes and tyres. Erosion of soils, agriculture and quarrying
Sulphur Dioxide	Produced when sulphur containing fuel burned. Major source in UK is power stations

Carbon dioxide (CO₂), a commonly quoted air pollutant, is notably absent from the above list. It is not included in the above table because whilst having climate change impacts it does not affect respiration directly.

Transport related CO₂ emissions are identified as a priority in a number of other strategies and given that transport is a major source of CO₂ it is reasonable to believe that steps taken to improve local air quality will also have an impact on these other strategic aims.

3 Scope of the air quality strategy

3.1 Limitations of the strategy

The Air Quality Strategy is a high level guiding document to inform policy and direction across a range of council services with the aim to improve air quality.

It is important to specify the scope of this strategy and other areas of common interest. A key role of this strategy is to enable more collaborative working between departments, agencies or other organisations which have a common interest in maintaining or improving air quality. Many of the common strands of the applicable legislation and strategies require a more 'joined' up and integrated approach.

As a result of the consultation and joint working proposed within this document it is envisaged that improvements in communication and the delivery of outcomes in a shorter time should be achievable.

Not all aspects of air pollution are addressed in this strategy. Air pollution which is controlled under occupational health or civil contingencies legislation is not addressed, nor is the issue of indoor air quality in residential accommodation.

Figure 3 below summarises a number of key air quality exposure routes and their relevance to this strategy.

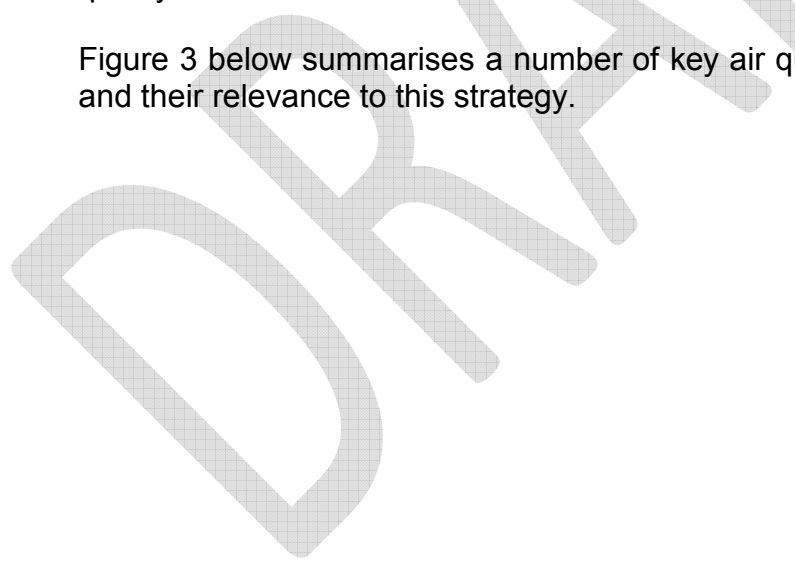


Figure 3 Scope of the strategy

Description	Controls	Links to Wiltshire Council
Climate Change	Usually focused on CO ₂ and overall National Emissions	<p>Wiltshire Council does have policies and responsibilities to minimise carbon emissions and manage landfill etc.</p> <p>Some links with the strategy as many of the aims of managing / reducing vehicle traffic overlap.</p>
National Air Quality Standards	<p>Targets set by European Legislation.</p> <p>National Monitoring Framework to which local air quality contributes</p>	<p>Indirect links to Planning Policy, Transport Policy & Climate Change Policy.</p> <p>The air quality strategy and annual reports contribute to the national assessments.</p> <p>Not specifically relevant to the local strategy but there is clear link in the national interpretation of our locally produced data.</p>
Local Air Quality Management	National Targets adopted by Defra / U.K Government	<p>The air quality strategy and use of AQMAs contribute to the protection of public health at a local level.</p> <p>There are clear links to transport policy, transport planning, strategic planning, and development control.</p> <p>Clear links to the local demographic trends and predictions for increased car ownership</p> <p>Clear links to the construction and location of new housing and commercial or industrial developments.</p> <p>This area of work is the core of the local air quality strategy requirements.</p>
Potentially polluting industry, activity/process	Controlled by Pollution Prevention and Control Act 1999	<p>Potentially polluting processes identified in guidance issued by Defra. Includes activities such as stone crushing, crematoria, vehicle spraying, timber cutting and others.</p> <p>Their emissions are managed by a permitting system operated by the Wiltshire Council and the Environment Agency.</p> <p>There are some potential links with the air quality strategy particularly in terms of possible PM₁₀ emissions.</p>

4 Wiltshire in context

4.1 The air we breathe

When considering air quality and health impacts it is important to view the matter in the local context.

Wiltshire consists of large areas of agricultural or military land with a few large settlements such as Salisbury, Trowbridge and Chippenham with a greater number of smaller settlements and villages. It is a green and relatively undeveloped area and consequently the air in Wiltshire is clean and the quality very good.

A small number of locations have been identified where air quality falls below the required standards. In these locations further investigation is needed and in some an Air Quality Management Area (AQMA) may need to be declared.

In a very small number of locations the air quality is known to significantly fail guidance standards and here the council has a duty to try to improve matters.

It is difficult to make direct comparisons with other local towns and cities as populations, road networks and topography all vary significantly. However to give some perspective the city of Bath has 20 sites where the annual mean for NO₂ exceeds 50 µg/m³, where Wiltshire has eight such sites.

In the UK 311 AQMAs had been declared by 2010.

Air quality in Wiltshire is very good. This is perhaps unsurprising given the rural nature of much of the land within its boundaries. The areas of concern are generally very specific and localised.

4.2 The air quality assessment process

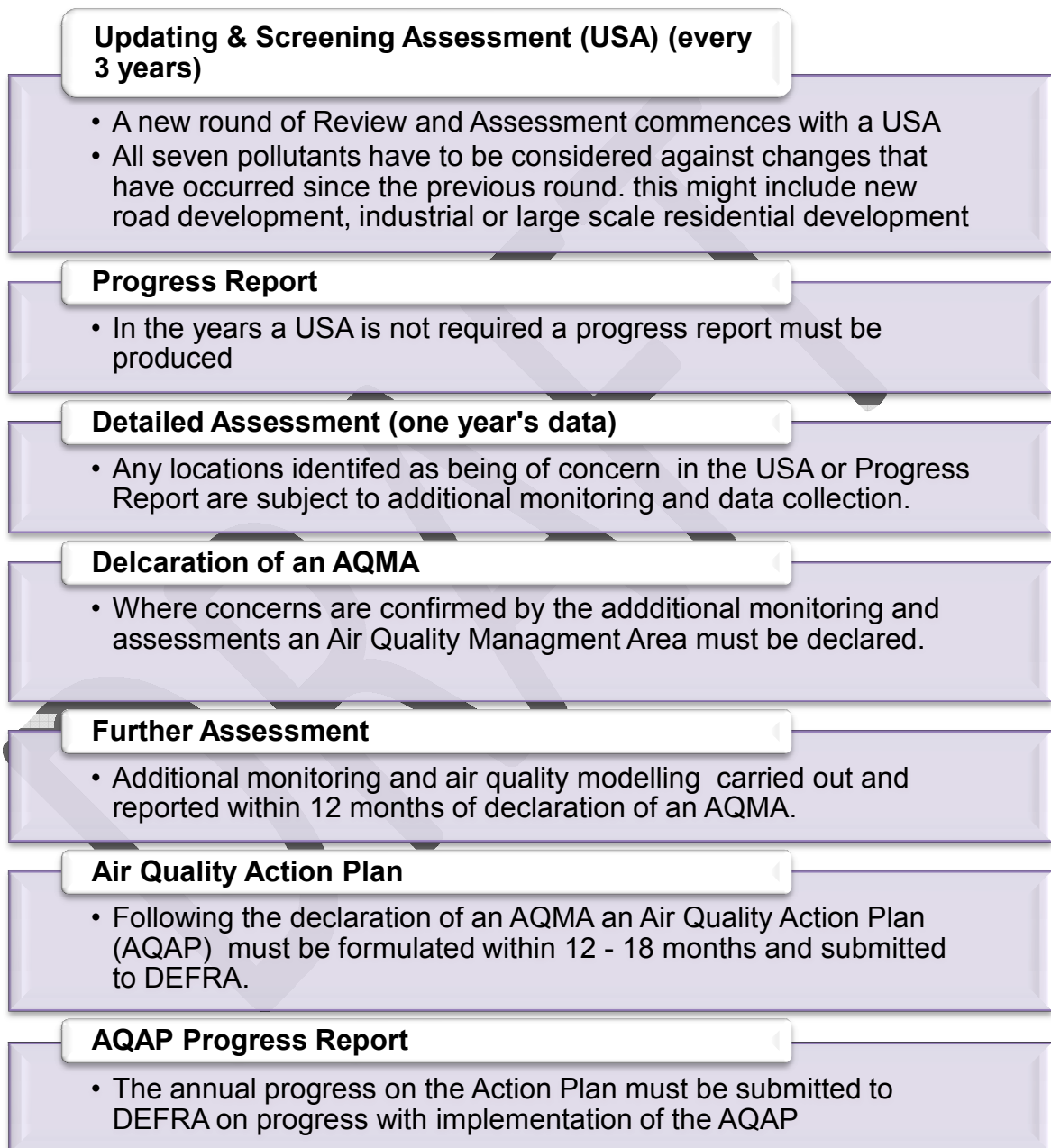
Defra has produced a range of guidance for local authorities outlining how the matter of local air quality should be addressed. The guidance identifies which pollutants are to be considered, and how the stages of assessment should be carried out.

This national approach is summarised in the flow diagram shown in figure 4 below.

Wiltshire Council has complied with this multi stage approach and has currently identified seven specific locations where air quality is of concern and AQMAs have been declared. These are in Westbury, Bradford on Avon, Devizes, Marlborough and three in Salisbury.

Maps showing the extent of these areas are included in appendix 2.

Figure 4 Air quality assessment process



4.3 Pollutants of concern in Wiltshire

The air quality regime has been in place for over a decade and the initial scoping and assessment process has been carried out a number of

times in different sites across the county. As a result it has been determined that of the seven pollutants of concern only nitrogen dioxide (NO₂) and Particulates (PM₁₀) are likely to be of significance at the locations already considered. These pollutants are directly linked to traffic.

The remaining five pollutants either have no significant local source or past monitoring has demonstrated that the levels are minimal. Benzene and 1,3 Butadiene monitoring for example have been carried out at a number of sites across Wiltshire but no significant levels were detected.

The decision to exclude these five pollutants is common across the UK with only 3% of the 311 local authorities which have an AQMA including the assessment of any other pollutants. (2010 figures)

Figure 5 below includes the list of all seven pollutants, their target levels and highlights the remaining pollutants of concern.

Figure 5 Pollutants relevant to Wiltshire

Pollutant	Objective	Relevant in Wiltshire
Benzene	5 µg/m ³ (annual mean)	No
1,3 Butadiene	2.25 µg/m ³ (annual mean)	No
Carbon Monoxide	10 µg/m ³ (8 hour mean)	No
Lead	0.25 µg/m ³ (annual Mean)	No
Nitrogen Dioxide	40 µg/m ³ (annual mean) 200 µg/m ³ (hourly mean)	Yes
Particulates (PM ₁₀)	40 µg/m ³ (annual mean) 50 µg/m ³ (24 hour mean)	Yes
Sulphur Dioxide	125 µg/m ³ (24 hour mean) 266 µg/m ³ (15 minute mean) 250 µg/m ³ (1hour mean)	No

A more comprehensive table is included in Appendix 1.

4.4 Measurement techniques

Nitrogen dioxide and particulates can be monitored in a number of ways but in order to satisfy the requirements of Defra, Wiltshire Council has to utilise the nationally approved techniques and methodologies.

Details of these methodologies and how the data is processed are included in Appendix 3.

To ensure statistical validity all air quality results are assessed on the basis of a full 12 months' data. This is because it is common for there to be seasonal or weather related variations in recorded levels which could allow false conclusions to be reached if only short term measurements are considered.

Additionally it is necessary to adjust the diffusion tube readings at the end of the year, in line with statutory guidance, to ensure that the results are representative. This can only be done once the bias adjustment is calculated using a full year of both the tube and automatic monitoring results.

The bias adjustments are calculated by a Defra specified agency and the results are typically issued by March each year. Monitoring is carried out January to December and the corrected results are therefore not available until March/ April the following year.

Similarly if a new site is located and diffusion tubes or automatic monitoring are installed the information will not be available for analysis for a full year after the initial installation date.

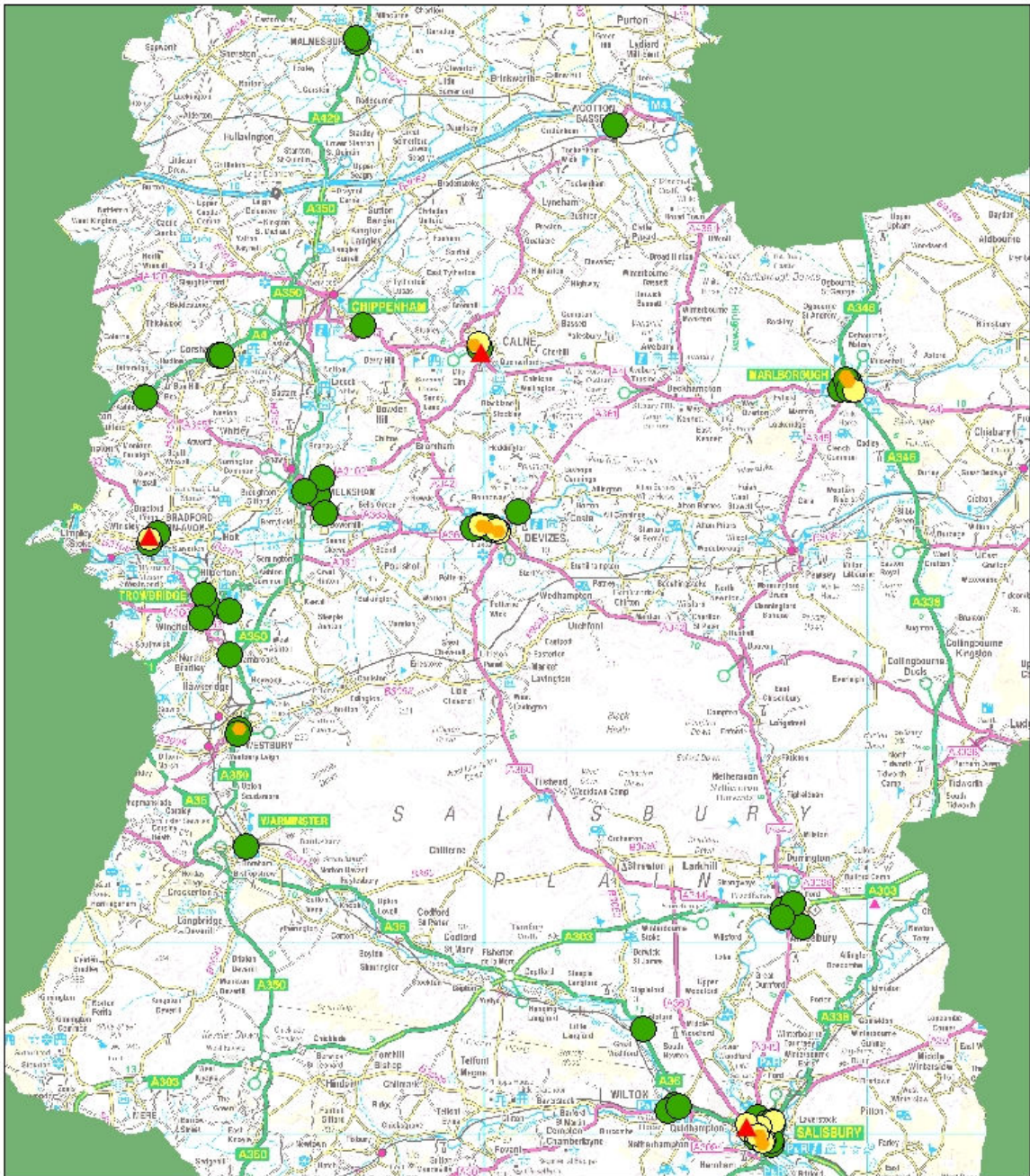
There is always a delay of a year or more from when monitoring commences to the availability of the results.
Even "new" data will be a year old.

Figure 6 below shows the location of nitrogen dioxide tubes in 2010 and demonstrates where the air quality standards are met or fail.

It should be noted that tubes are generally located where air quality is anticipated to be poor. It is therefore encouraging that such a high percentage of the tubes still demonstrate compliance with the air quality standards.

Figure 6 Map showing Diffusion Tube Locations





Nitrogen Dioxide Tube Results 2010 -2011
All Results in $\mu\text{g}/\text{m}^3$

- 20 - 39 Meets standard
- 40 - 44 Marginal Failure
- 45 - 59 Failure
- ▲ 60 - 70 Significant Failure

4.5 Data in Wiltshire

Figure 7 below summarises Wiltshire's tube results for 2006 to 2010 and demonstrates that although these are 'worst case' locations a significant number of the tubes are still below the $40 \mu\text{g}/\text{m}^3$ standard meaning that the air quality can be considered good.

The graph shows that in the period 1 January 2006 to 31 December 2010 the number of 'good' tubes fluctuated between 62 and 82%. Note that although the number of 'good' tubes appears to have decreased from 82% to 62% between 2009 and 2010 this is because a number of tubes were relocated to allow new or additional monitoring to be undertaken. It cannot be construed as showing that air quality in Wiltshire has worsened in that period.

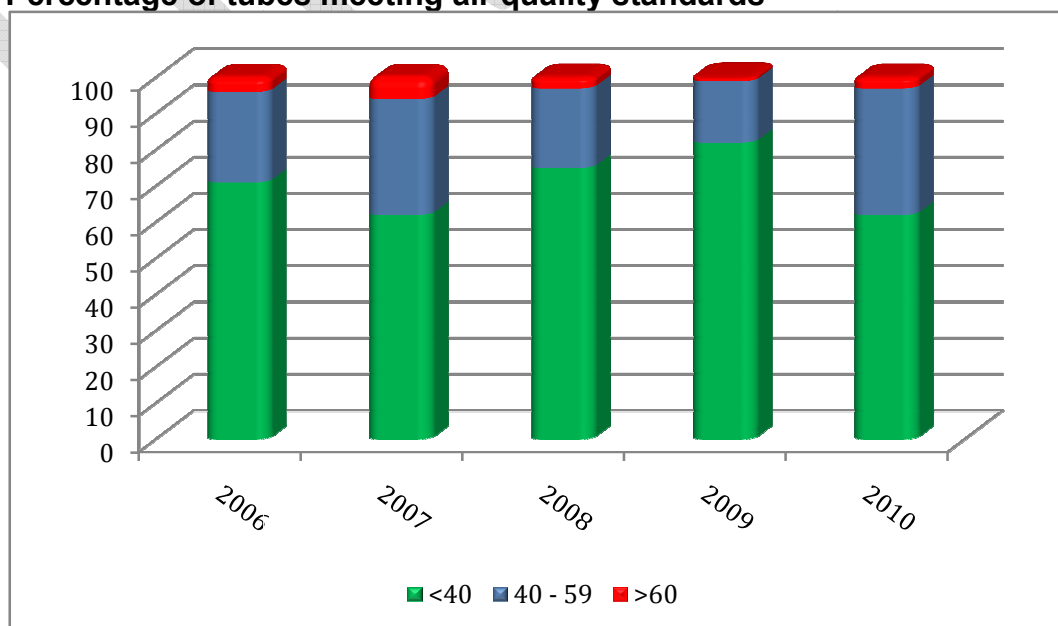
The number of tubes failing to meet the $40 \mu\text{g}/\text{m}^3$ standard has varied between 17 and 35% demonstrating that a number of locations do need further investigation and assessment.

Of most concern are the tubes returning an annual average of $60 \mu\text{g}/\text{m}^3$ or above. Defra guidance identifies these tubes as being in locations where the more significant hourly means of $200 \mu\text{g}/\text{m}^3$ may be being exceeded. These locations require additional investigation using automatic analysers.

Notably only between 1-6% of the locations across Wiltshire are recording levels in this region.

Figure 7 Graph showing Diffusion Tube Results

Percentage of tubes meeting air quality standards



5 Improving air quality

5.1 Air quality achievements to date

This strategy aims to support improvements in local air quality and to protect human health, quality of life and the environment. As a result of the primary legislation driving its creation the focus in Wiltshire is on nitrogen dioxide and particulates.

The past focus has been to comply with the Defra requirements in identifying possible sites, monitoring, declaring and the identifying improvements. This has been successfully undertaken, but in areas where there are issues with NO₂ and PM₁₀ the improvements delivered across Wiltshire has been relatively modest.

The increase in car numbers nationally has diluted the associated improvements in air quality due to better car technology. Certainly there is little evidence in the monitoring data to demonstrate that the technological changes have made a significant difference.

Given that the key pollutants in Wiltshire are known to be primarily traffic related there is an obvious link to both the planning and highways authorities.

Case Study 1. Salisbury

In 2003 four Air Quality Management Areas were declared in Salisbury. In 2005 the Salisbury Transport Plan 1 was adopted as the Air Quality Action Plan for the city. The introduction of park and ride schemes, combined with smart traffic management reduced the amount of traffic entering the city with a subsequent improvement in air quality.

Whilst a small number of locations show a minimal increase in NO₂ the majority of locations show a reduction in levels.

Salisbury has a significant number of bus services in a localised area and the introduction of particulate traps to the public transport fleet has reduced the PM₁₀ emissions by 35%.

The success in Salisbury indicates that improvement to local air quality will rely heavily on traffic management or reduction schemes.

5.2 Recognising the need for a thematic approach

An analysis of Wiltshire's strategic documents indicates that there are a number of common themes relating to economic development, transport, climate change and air quality.

Additionally it is recognised that there needs to be a move away from a measure and react strategy to an outcome focused, goal oriented approach.

This realisation combined with the assessment of the data gathered over last ten years has allowed a number of overarching requirements to be identified. These are summarised in figure 8 below.

Figure 8 Priorities for improvements to air quality

Priorities for a successful air quality strategy	
1	To protect public health.
2	To focus and prioritise resources where air quality does not meet standards and improvements are possible.
3	To focus on outcomes and the achievement of improved air quality in areas where air quality does not meet standards.
4	To maintain and protect air quality where it is currently good.
5	To work collaboratively with others who have similar concerns and objectives.
6	To design improvement schemes that meet the requirements of the community they serve.

5.3 Key influences on air quality in Wiltshire

The common factor in managing air quality in Wiltshire is the motor vehicle. In practice managing transport methods, vehicle movements and the location of new developments will be the primary method of improving or maintain air quality.

Figure 9 includes four aspirational steps which would deliver significant improvements. The practicalities involved in making these changes present a significant challenge in the future.

Figure 9 Four aspirational ways to improve air quality

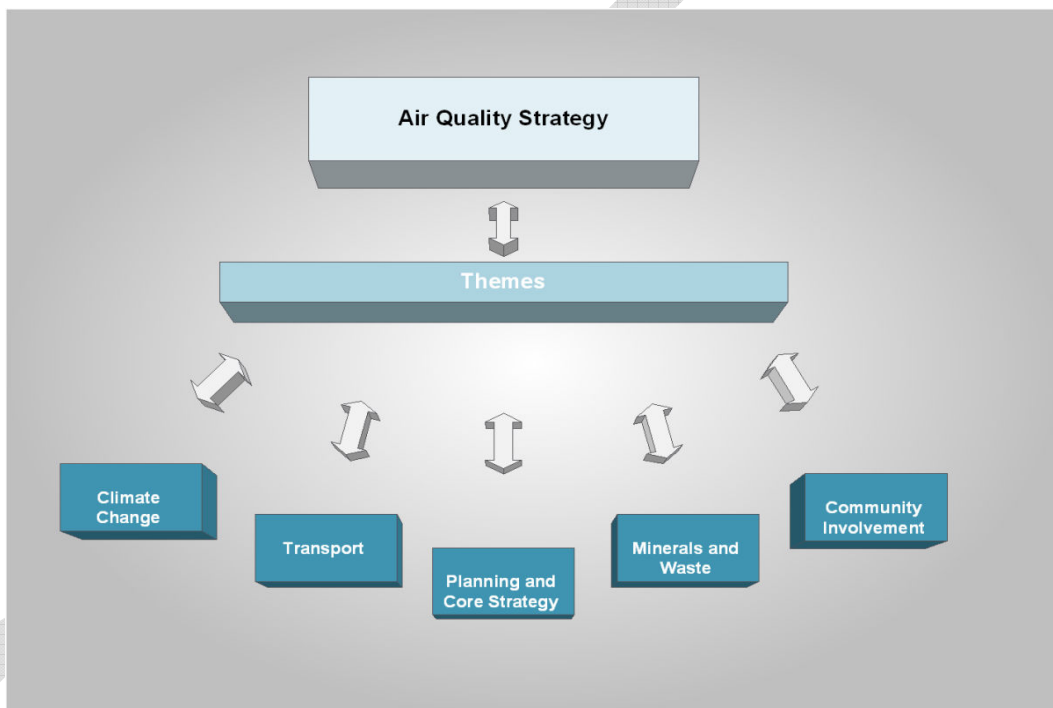
Four methods to improve air quality	
1	Reduce the number of cars on the traffic network and create smoother unobstructed traffic flows.
2	Ensure that all busy roads are away from residential locations or other sensitive locations
3	Introduce and promote alternate less polluting transport methods.
4	Improve traffic management and routing of heavy goods vehicles.

6 Identifying common themes

6.1 Common strategic aims

The impacts of poor air quality have been considered and possible common areas of influence identified. These have been mapped to existing departmental functions and their supporting strategic documents. A number of common themes have emerged. Figure 10 gives a graphical representation of a number of these links and the possible relationship to the air quality strategy.

Figure 10 Common Themes in Wiltshire Strategies



A more detailed consideration of their individual key strategic objectives has been carried out and possible links to local air quality management identified. These are summarised in figure 11. Where possible the strategic aim from the appropriate strategy document has been identified. In other cases there are references in the documents' text which imply a link but there is not necessarily a specific strategic aim which can be quoted.

Figure 11 demonstrates that there are a significant number of linkages between these key strategic documents and the requirements of the air quality strategy and the strategic objectives described in section 7.1 below. Given these areas of common interest it is likely that relevant improvements achieved by any one of the strategies will have an advantageous impact on all the others, including the air quality strategy. On this basis collaborative working appears to be essential.

6.2 Funding of improvements

The identified linkages are particularly important in the context of the air quality strategy because there is no specific funding available for the identified improvements under the air quality legislative framework. It is possible to bid for limited funds from Defra but the opportunities and amounts available are hard to predict in the current financial climate.

Clearly a bid for a specific project will be made should the opportunity arise, but in practice the funding for changes will come from other sources. These sources are predominantly likely to be highways improvement or planning development related, such as the Community Infrastructure Levy.

For this reason it is critical to identify common areas where the shared strategic aims can be achieved by any proposed changes or developments.

Based on the linkages identified the whole approach to managing and delivering improvements to air quality has been reviewed. The strategic objectives have been refocused to provide outcomes based on joint working and overlapping targets. The new focus is intended to be outcome and achievement based with measurement taking place to support the strategy rather than driving it.

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Figure 11 Table of Strategic Links

Specific aims from the strategies	Wiltshire Council strategies				
	Local Transport Plan	Energy Change and Opportunity Strategy	Wiltshire Core Strategy	Community Plan	Joint Strategic Assessment
Reduce carbon emissions	✓ SO10	✓	✓ SO1	✓	✓
Sustainable transport alternatives	✓ SO10	✓	✓ SO8	Yes	✓
Reduce level of air pollutants and climate change emissions	✓ SO10	✓	✓ SO1	Yes	✓
Support planned growth in Wiltshire	✓ SO10	✓	✓ SO5		✓
Reduce impact on quality of life and built and natural environment	✓ SO4	✓	✓		✓
Reduce need to travel by private car	✓ SO10	✓	✓ SO8		✓
Efficient freight movements	✓ SO10				
Develop school transport plan	✓ SO10	✓			
Ease congestion and hotspots	✓ SO1				
Carbon management plan for Council's emissions		✓			
Development of infrastructure to support health and wellbeing of community			✓ SO10		✓
Delivery of housing		✓	✓ SO4		✓
Increased use of low emissions vehicles		✓			
Minimise traffic delays and disruption	✓ SO2				
Support economic growth	✓ SO10	✓	✓		✓

7 Strategic objectives

7.1 Development of objectives

Ten strategic objectives have been identified as part of the development of this strategy. These are shown in Figure 12. It is recognised that to make any significant improvements in areas of poor air quality an outcome focused approach is required and working in conjunction with a wide range of other departments and groups is essential. A number of the strategic objectives which have been identified are closely linked and interdependent.

Figure 12 Strategic Objectives

Reference	Strategic Objective
SO1	Secure improvements to existing Air Quality Management Areas
SO2	Implement a prioritisation system to manage and schedule proposed improvements to existing air quality management areas
SO3	Implement a prioritisation system to manage the investigation of new sites
SO4	Maintain or improve air quality in areas currently meeting the statutory standard.
SO5	Improve interdepartmental working on common strategic objectives with an outcome focused approach.
SO6	More efficient use of equipment and resources.
SO7	Community and Area Board involvement in the air quality management process
SO8	Provide high quality information and guidance on air quality. This will be made available to the council, the public and developers.
SO9	Provide improved mapping layers and data via the corporate graphical information system (GIS) to identify current and potential air quality management areas.
SO10	Support planned economic growth, sustainable transport alternatives and reductions in climate change emissions

7.2 Securing improvements in existing Air Quality Management Areas (AQMA's) (SO1)

There are seven Air Quality Management Areas declared within Wiltshire (shown in Appendix 2). These have been declared because monitoring has indicated that they consistently fail the 40 µg/m³ target levels specified for Nitrogen Dioxide (NO₂) by the World Health Organisation and the UK Regulations.

In practice the levels of pollutant exposure will vary significantly between these areas as will the number of people affected. Some locations may be easier to improve than others for technical or financial reasons and some locations may already be scheduled for road improvements as a result of planned highways works or local development.

In locations where no changes are planned or likely, it will be necessary to identify a method by which improvements will be made. This will require joint working between a number of departments, agencies and community representatives. As a consequence this is likely to have a significant resource implication and any proposals will need to be built into the various departmental budgets and strategic work plans.

7.3 Prioritisation of air quality improvements (SO2)

It is not feasible to look at all the locations at one time due to resource and funding restrictions. Consequently it will be necessary to develop a prioritisation system which can be agreed between the various departments and organisations so that the most significant risks can be dealt with as quickly and efficiently as possible.

The need to agree a joint prioritisation system for existing AQMA's is a key objective of the air quality strategy.

There are also a number of sites which will be under investigation each year. If these are found to have pollutant levels above the specified standards further AQMA's may have to be declared. These should then be considered using the same prioritisation matrix and the work plans adjusted according to the findings.

7.4 Prioritise new sites for investigation (SO3)

Wiltshire Council has a duty to undertake periodic reviews of the area in order to identify any additional locations where air quality may not meet the national standards.

This type of assessment is carried out using the principles specified in the Defra guidance and utilises a range of data sources including traffic

flow and congestion information, the location of new or proposed developments, local knowledge and topography.

The review incorporates all of the seven pollutants identified by the World Health Organisation and must take account of any new industrial processes or possible pollution sources.

If the review identifies any locations which are likely to fail one of the standards the council has to carry out monitoring using appropriate methodology.

However in practice there are resource and budgetary constraints which are likely to mean that not all sites may be monitored in the same financial year.

Where multiple sites have been identified or where a local community has expressed concerns regarding the air quality it will be necessary to prioritise the order in which sites are investigated.

7.5 Maintain or improve current air quality (SO4)

There is a legal obligation to improve air quality in areas of Wiltshire which fail to meet the air quality standards, but it is equally important to ensure that the rest of Wiltshire is protected and that the general high standard of air quality is maintained.

The most effective way to maintain existing standards and to seek improvements is by collaborative working across departments in the council.

7.6 Improved collaborative working (SO5)

Wiltshire council has identified a need for significant economic development and house building across the county. The process will be managed by a combination of the core strategy and spatial planning.

Additionally the minerals strategy has identified the need for additional mineral extraction, particularly sand and gravel, in various locations around Wiltshire.

Such development has the potential to increase localised air pollution or to place additional strains on the highway system. Whilst in many locations development may take place with little significant impact on local air quality there is the potential that in other localities development may exacerbate an existing air quality problem or produce enough additional traffic related pollution for a new area to fail the prescribed standard.

This is clearly the best stage for air quality issues to be identified as many potential air quality impacts can be ‘designed out’ if considered early enough in the process. Some examples of this approach are included in figure 13 below.

Figure 13 Advantages of timely intervention in the planning process

Issue	Solution	“Before” cost	“After” cost
Property close to busy or congested road (exposed to high pollution levels)	Include landscaping, bunding or separation to increase distance from highways and junctions	Decreased if part of initial design	Potentially prohibitive if late in design process.
Impacts of additional traffic on existing highways system	Possible traffic management or highway improvements funded through planning system	Decreased if part of initial design	Potentially prohibitive if late in design process.
Generation of pollution from industrial activity (possible additional to NO ₂ or PM ₁₀)	Abatement technology and incorporating site layout / separation and other conditions in planning process	May still be high but allows for proper site selection	Likely to be higher if late in process or retrospectively fitted.
Particulate generation from quarry activities or associated traffic	Traffic routing, site management, site layout and phasing	Decreased if part of initial design	Potentially prohibitive if late in design process.
Community concerns over the potential impacts	Accurate information. Increased public involvement increase confidence in proposed solutions	Unknown but can be time consuming and decrease possibility of project going ahead	Likely to be reduced costs, less unnecessary opposition and better public profile for developer

7.7 More efficient use of resources (SO6)

The use of large numbers of diffusion tubes as a way of measuring nitrogen dioxide is efficient and cost effective. Tubes are relocated as necessary to enable additional or new sites to be measured without increasing the cost to the council.

The automatic monitoring stations are substantially more expensive costing between £30,000 - £40,000 to initially purchase and with substantial ongoing maintenance and calibration costs of around £5,000 a year.

These machines are used where more accurate assessment is needed but in some cases they are located on sites where the recorded nitrogen dioxide levels or particulate levels are very low. These machines can be re-sited as necessary to minimise the need for additional purchases and to maximise the benefits gained from their use.

Additional consideration should also be given to the use of shorter term monitoring at sites where higher exposure levels are suspected using hired equipment. This would maximise the ability to gather useful information whilst minimising costs.

Some of the existing automatic monitors are now nearly ten years old and consideration should be given to replacing them on a planned basis. This could also include the possibility of incorporating remote data downloading in order to reduce operator and travel costs further.

In order to screen sites for possible air quality impacts both in terms of planning and development and in terms of air quality assessment it is necessary to bring together a number of data sources. These include road and highways data, mapping and address information, topography, wind direction and traffic information. Historically this information has been separate but the implementation of the new corporate graphical information strategy should enable the easy access and sharing of such information.

This strategy supports the principle of making all air quality related data available as a shared layer on the mapping system for use by other departments as necessary.

7.8 Improved public information and consultation (SO7)

In order to develop schemes which improve local air quality it is vital to involve the local communities. Solutions to improve air quality need to be creative and well thought out schemes that fulfill all of the technical criteria. This will clearly include working closely with highways and planning officers.

Schemes should be acceptable to the communities they are designed to help. In order to facilitate this local communities and Area Boards will be invited to contribute to proposed schemes of work early in the process.

Due to the difficulty in obtaining complete agreement it is envisaged that, where possible, a range of options will be presented from which the most acceptable can be chosen. At the end of the development and consultation period a scheme will be selected for implementation.

7.9 Provide high quality public information and guidance on air quality (SO8)

The identification of potential problems and solutions relies on the provision of good quality, consistent and reliable information and advice. In order to reduce the possibility of unforeseen air quality impacts it is essential that a single point source of information is developed and made freely available.

The information should inform the public and assist developers in making sound choices in the selection of sites and allow them to address all air quality related issues at an early stage in the process.

If technical solutions are required, such as 'air quality impact assessments', additional traffic management measures, innovative design changes, financial contributions or other potential mitigating steps, they can be identified and discussed as early as possible in the process.

The information is likely to be generated in a variety of formats. It will include supplementary planning guidance, and the development of spatial information that can be used corporately to identify possible areas of concern.

7.10 Provide improved mapping layers and data via the corporate graphical information system (GIS) (SO9)

Information is not currently provided in this format and would need to be developed in a joint process involving the key stakeholders. Once developed, the information will be available via the website and mapping systems provided by Wiltshire Council.

Wiltshire Council is currently undertaking a project to centralise and standardise all of its available mapping information to improve accuracy and facilitate sharing of data.

7.11 Support planned economic growth, sustainable transport alternatives and reductions in climate change emissions (SO10)

The air quality strategy can be used to support well located, planned and implemented development as in many cases the air quality impacts can be eliminated or at least mitigated by careful design, location and traffic management.

By working collaboratively across the council it can also encourage sustainable transport solutions to congestion and support the overall reduction of climate change emissions by improving traffic related pollution.

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8 Conclusions

8.1 The way ahead

The development of the Air Quality Strategy signifies the recognition that improving air quality is the responsibility of a wide range of stakeholders and professions. Actions need to be coordinated and prioritised to achieve improvements which are effective.

The areas of poor air quality in Wiltshire are all traffic related and it is recognised that tackling these areas is neither easy nor simple. It is only by working collaboratively and with local communities that progress can be made.

The current economic climate also has a significant impact on the resources which may be available to tackle poor air quality.

Although future improvements in local air quality are predicted as a result of technological advances and improved fuels, there is currently some doubt as to when or whether these improvements will occur. There is still a need to reduce the increasing reliance on private motor vehicle use and to provide access to improved public transport or other sustainable means of travel.

8.2 Action plan

A strategic action plan has been developed to identify a way forward on this difficult area. The plan identifies links between existing strategies and suggests a series of time related actions that should be taken to advance work in this area. The action plan is shown in figure 14 below.

Figure 14 Strategic Action Plan

No.	Action	Departments required to take forward action	Linked Strategies	Shared strategic objectives	Air Quality Strategic Objective	Timescale
1	Set up links with other LAs within the South West	<ul style="list-style-type: none"> Public Protection Services 	<ul style="list-style-type: none"> Wiltshire Air Quality Strategy 		SO5 SO6	Currently underway
2	Investigate introduction of Eco Stars scheme for commercial freight vehicles	<ul style="list-style-type: none"> Highways Climate Change Public Protection Services 	<ul style="list-style-type: none"> LTP3 Freight Strategy LTP3 Public transport Strategy LTP3 Air Quality Action Plan Energy Change & Opportunity Strategy 	Efficient freight movements Increased usage of low emission vehicles Reduce level of air pollutants and climate change emissions	SO1 SO2 SO4 SO10	End 2012
3	Develop and introduce Supplementary Planning Document and Developer Toolkits	<ul style="list-style-type: none"> Public Protection Services Spatial Planning Development Control: Planning 	<ul style="list-style-type: none"> Air Quality Action Plan Draft National Planning Policy Framework Wiltshire Core Strategy 	Support planned growth in Wiltshire Reduce impact on quality of life and built and natural environment	SO1 SO4 SO5 SO10	Informal guidance March 2012 Aim to adopt as formal SPD by end 2012

No.	Action	Departments required to take forward action	Linked Strategies	Shared strategic Aims	Air quality Strategic Objective	Timescale
4	Develop an air quality policy for inclusion in the Wiltshire Core Strategy	<ul style="list-style-type: none"> Public Protection Services Spatial Planning 	<ul style="list-style-type: none"> Air Quality Action Plan Wiltshire Core Strategy 	Reduce impact on quality of life and built and natural environment	SO5 SO7	End 2012
5	Work with transport planners, highways and communities to develop solutions to local traffic related pollution	<ul style="list-style-type: none"> Public Transport Highways Public Protection Services 	<ul style="list-style-type: none"> LTP3 Air Quality Action Plan 	Efficient freight movements Sustainable transport alternatives	SO1 SO4 SO5	End 2013
6	Prioritisation of existing and new air quality sites	<ul style="list-style-type: none"> Public Protection Services 	<ul style="list-style-type: none"> Air Quality Action Plan Wiltshire Core Strategy Minerals & Waste Core Strategy 		SO2 SO3	Mid 2012
7	Improve information on the website – possible formation of independent website page	<ul style="list-style-type: none"> Public Protection Services 	<ul style="list-style-type: none"> Air Quality Action Plan Wiltshire Council Business Plan 		SO8 SO9	Mid 2012

No.	Action	Departments required to take forward action	Linked Strategies	Shared strategic Aims	Air quality Strategic Objective	Timescale
8	Investigate use of the Wiltshire Intelligence Network and South West Observatory websites for displaying AQ information	<ul style="list-style-type: none"> Public Protection Services Wiltshire PCT 	<ul style="list-style-type: none"> Air Quality Action Plan Wiltshire Council Business Plan 		SO8	Mid 2012
9	Produce summary reports on air quality to include in the Joint Strategic Assessment annually for Area Boards	<ul style="list-style-type: none"> Public Protection Services 	<ul style="list-style-type: none"> Wiltshire Air Quality Strategy 		SO7 SO8	March 2012
10	Produce a consolidated and updated Wiltshire Air Quality Action Plan	<ul style="list-style-type: none"> Public Protection Services 	<ul style="list-style-type: none"> Wiltshire Air Quality Strategy 	Reduce levels of air pollutants and climate change emissions	SO1 SO4 SO8	Mid 2012
11	Investigate the introduction of a Text Alert System warning of poor air quality to people with respiratory illness	<ul style="list-style-type: none"> Wiltshire PCT Public Protection Services 	<ul style="list-style-type: none"> Wiltshire Air Quality Strategy Health Strategies Public Health White Paper 		SO8	Mid 2012

No.	Action	Departments required to take forward action	Linked Strategies	Shared strategic Aims	Air quality Strategic Objective	Timescale
12	Work with Spatial Planning and Development Services on locations of new residential accommodation for the elderly	<ul style="list-style-type: none"> Wiltshire PCT Public Protection Services Development Control: Planning 	<ul style="list-style-type: none"> Wiltshire Core Strategy 	Reduce levels of air pollutants and climate change emissions	SO5	Mid 2012
13	Investigate the feasibility of a park and ride type facilities for schools focusing on AMQA areas first	<ul style="list-style-type: none"> Public Transport Highways Education 	<ul style="list-style-type: none"> LTP3 Public transport Strategy 	<p>Reduce the need to travel by private car</p> <p>Develop school transport plans Sustainable transport alternatives</p>	SO1 SO4 SO5 SO10	End 2013
14	Produce summary AQ documents for the public in plain English	<ul style="list-style-type: none"> Public Protection Services 	<ul style="list-style-type: none"> Wiltshire Air Quality Strategy Wiltshire Business Plan 		SO8	Mid 2012
15	Create smoother traffic flows in existing AQMAs	<ul style="list-style-type: none"> Highways 	<ul style="list-style-type: none"> LTP3 	Reduce levels of air pollutants and climate change emissions	SO1	End 2013

No.	Action	Departments required to take forward action	Linked Strategies	Shared strategic Aims	Air quality Strategic Objective	Timescale
16	Plan for new busy roads to be away from residential locations	<ul style="list-style-type: none"> • Spatial Planning • Development Control: Planning • Highways 	<ul style="list-style-type: none"> • LTP3 • Wiltshire Core Strategy 		SO4 SO5	Ongoing
17	Improve traffic management and routing of heavy goods vehicles. E.g. schemes such as Lorry watch.	<ul style="list-style-type: none"> • Highways 	<ul style="list-style-type: none"> • LTP3 		SO1 SO4 SO5	End 2013
18	Consider the development and adoption of a low emission strategy	<ul style="list-style-type: none"> • Spatial Planning • Development Control: Planning • Public Protection Services 	<ul style="list-style-type: none"> • Wiltshire Core Strategy • Wiltshire Air Quality Strategy 		SO1 SO4 SO5 SO10	End 2013

Appendices

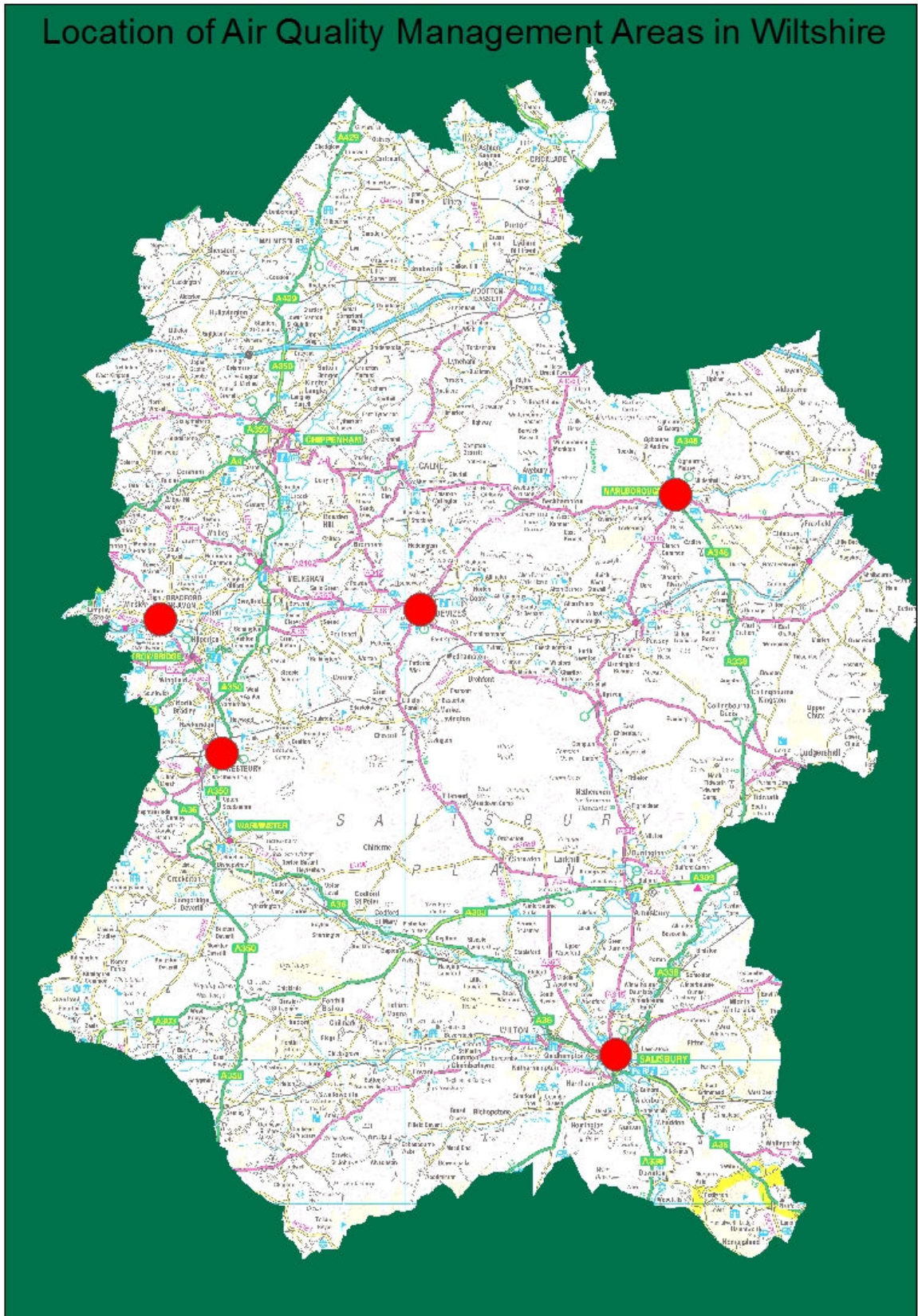
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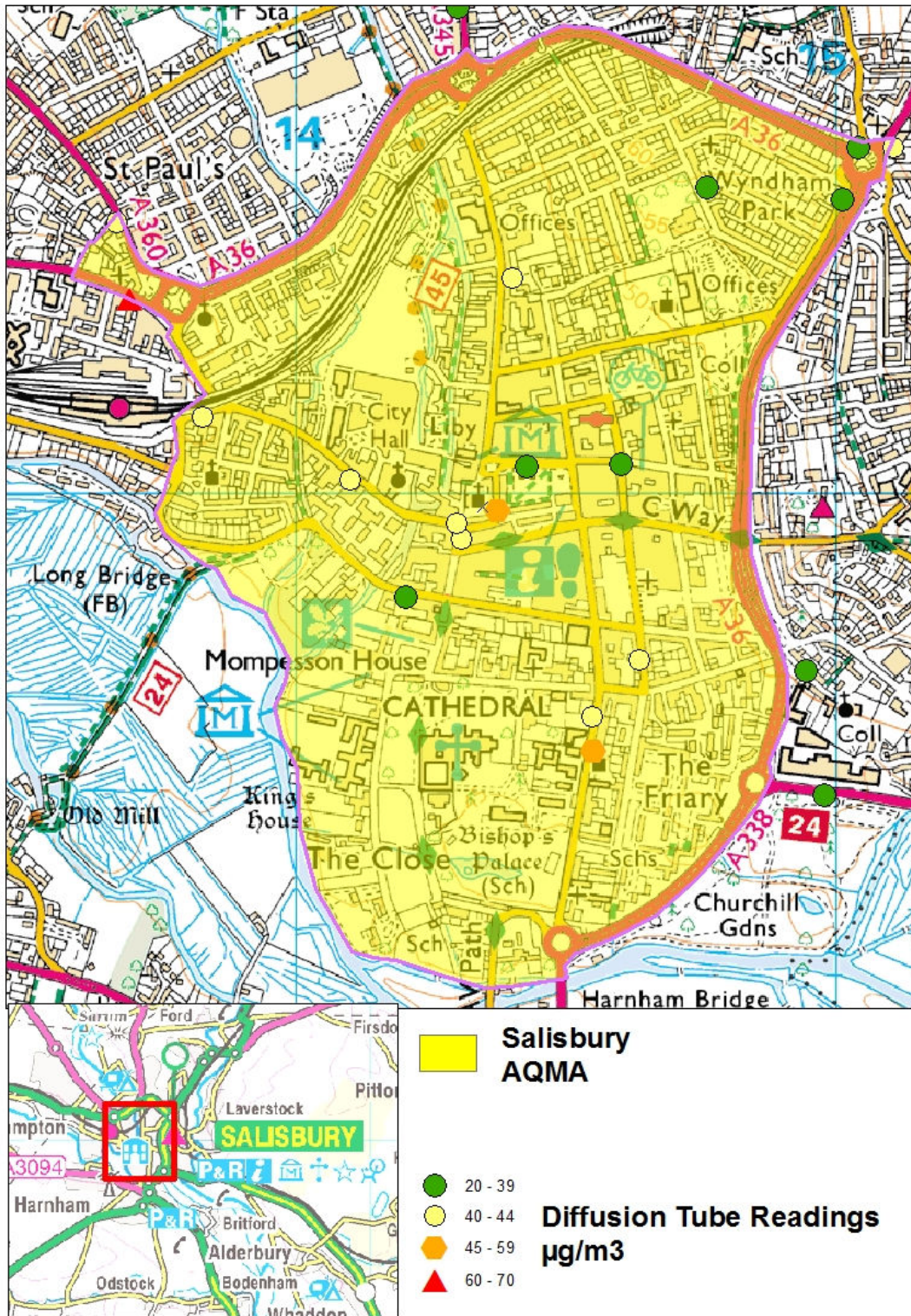
Appendix 1 Table of UK Air Pollution Objectives and Health Effects

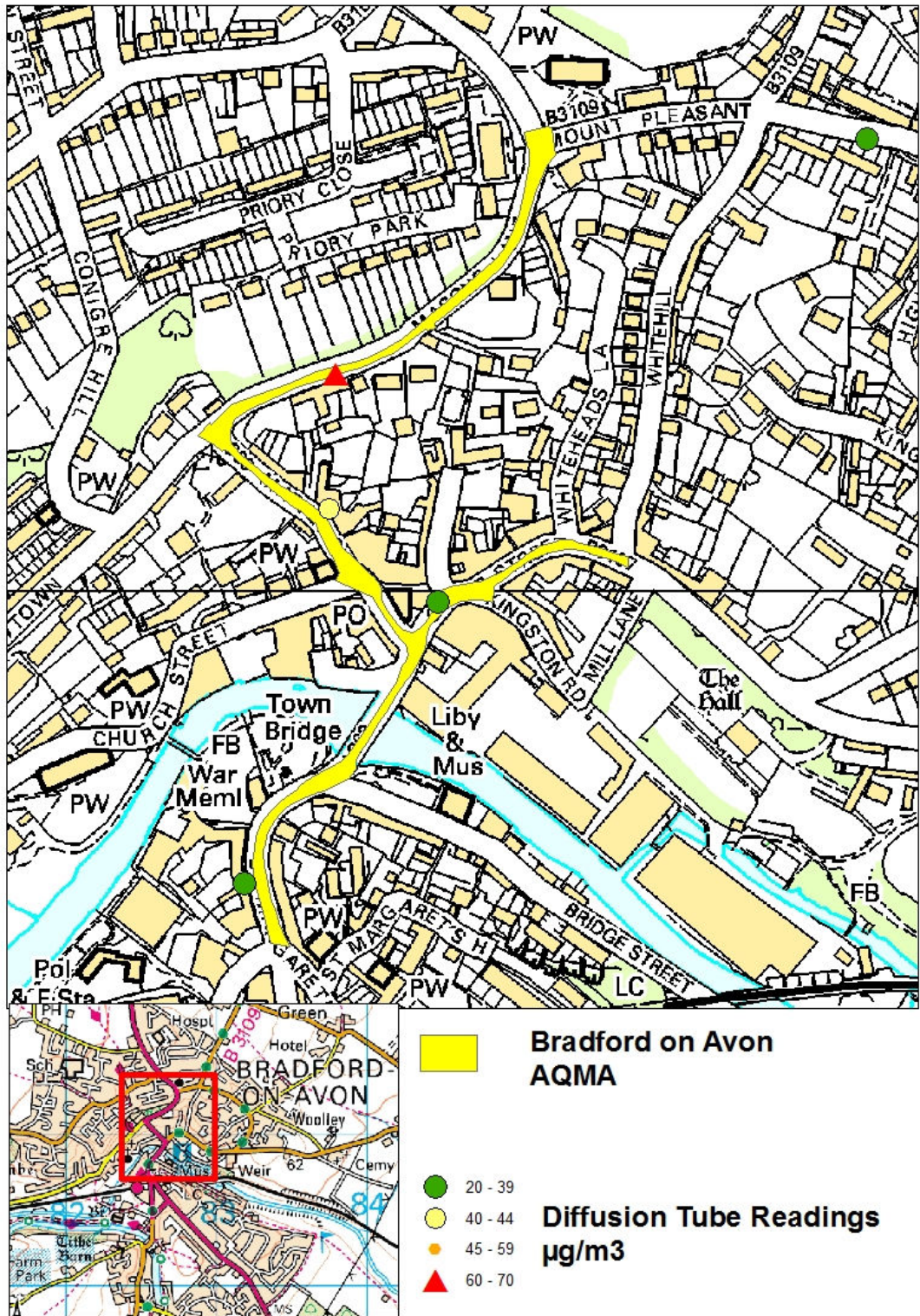
Pollutant	Source of Pollution	Health effect	Objective	Measured as
Benzene	Un burnt fuel in petrol vehicle exhaust and fuel evaporation during refuelling and industrial solvent use.	Human carcinogen, possible link to leukaemia in significant concentrations and long term exposure	5 µg/m ³	Running annual mean
1,3-Butadiene	Formed during the combustion of petrol and diesel. Industrial chemical plant and the manufacture of synthetic rubber tyres	Human carcinogen if prolonged exposure to high concentration.	2.25 µg/m ³	Running annual mean
Carbon Monoxide	Incomplete combustion of fuel	Prevents normal transport of oxygen by the blood. Can result in confusion, reduced coordination, reduced mental performance and death in high concentration. No permanent damage at low exposure concentrations	10 µg/m ³	Running 8 Hour mean
Lead	Industry	Impaired mental function and neurological damage in children	0.25 µg/m ³	Annual mean

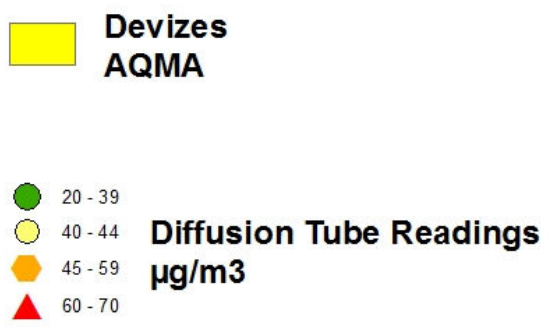
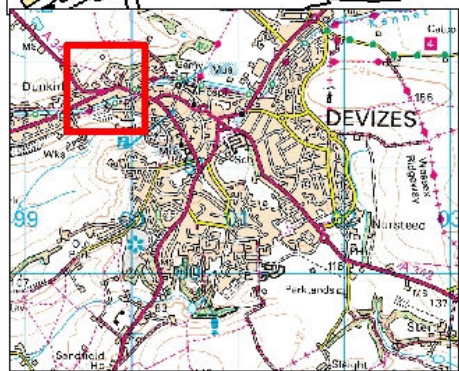
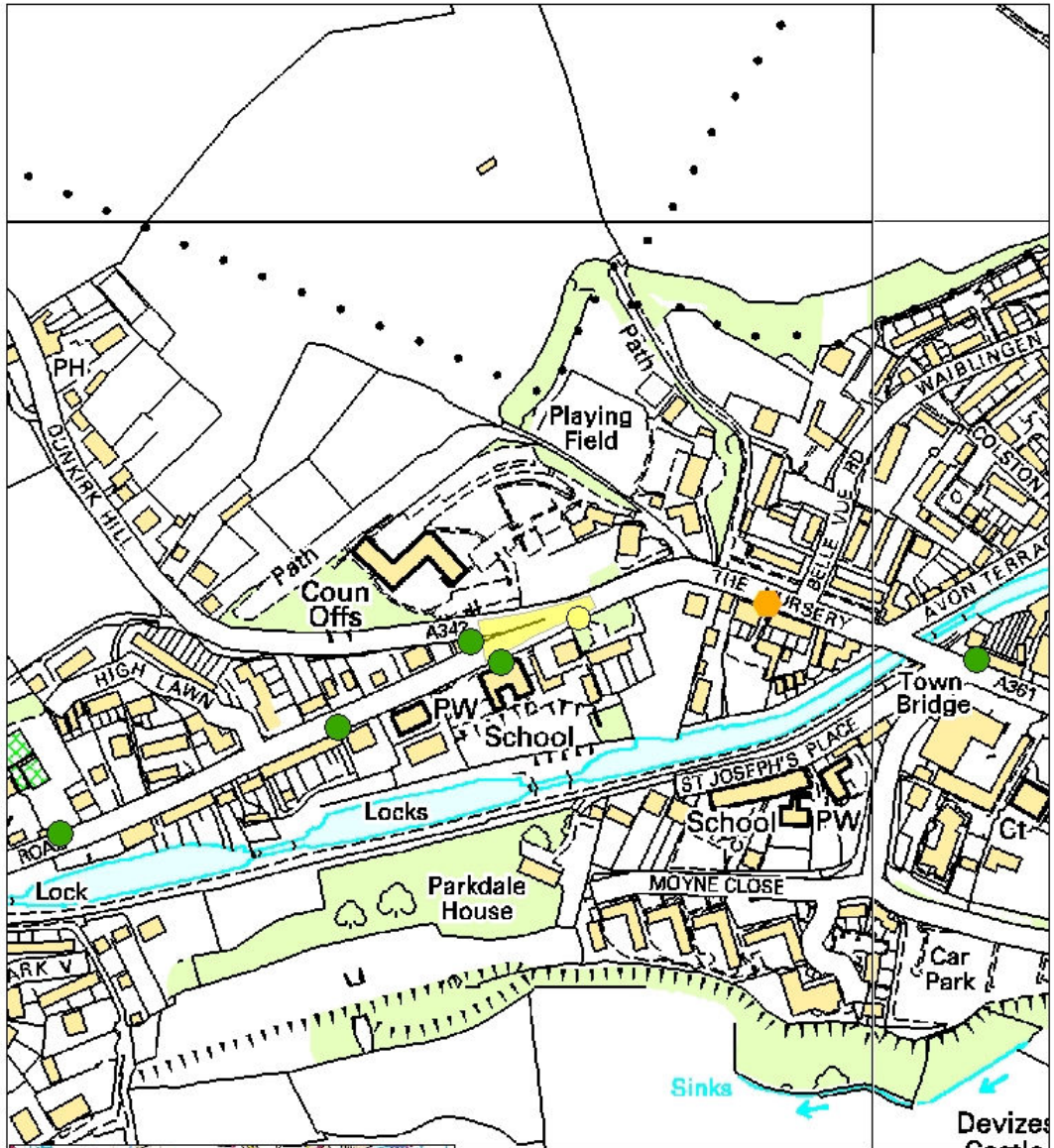
Pollutant	Source of Pollution	Health effect	Objective	Measured as
Nitrogen Dioxide	Nitric oxides derived from motor vehicles and other combustion processes	Irritates lungs, lower resistance to respiratory infections	40 $\mu\text{g}/\text{m}^3$ 200 $\mu\text{g}/\text{m}^3$ not to be exceeded more than 18 times a year	Annual mean 1 hour mean
Particles (PM ₁₀) (gravimetric)	Wide range of natural and manmade sources major local sources include Road traffic - combustion, brakes and tyres. Erosion of soils, quarrying, agriculture etc.	Particles enter lungs can cause inflammation and a worsening of heart and lung conditions	40 $\mu\text{g}/\text{m}^3$ 50 $\mu\text{g}/\text{m}^3$ not to be exceeded more than 35 times a year	Annual mean 24 hour mean
Sulphur Dioxide	Produced when sulphur containing fuel burned. Major source in UK is power stations	Reduced lung function in asthmatics. Respiratory impact	125 $\mu\text{g}/\text{m}^3$ not to be exceeded more than 3 times a year 266 $\mu\text{g}/\text{m}^3$ not to be exceeded more than 35 times a year 350 $\mu\text{g}/\text{m}^3$ not to be exceeded more than 24 times a year	24 hour mean 15 minute mean 1 hour mean

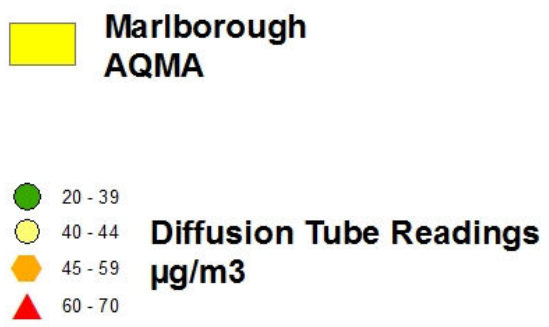
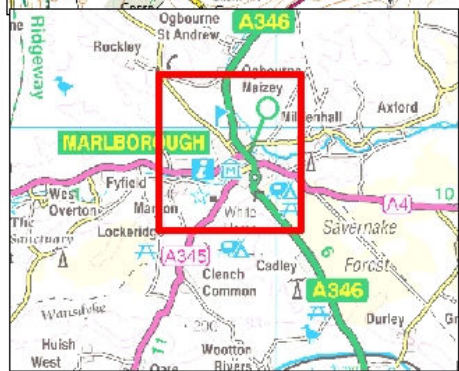
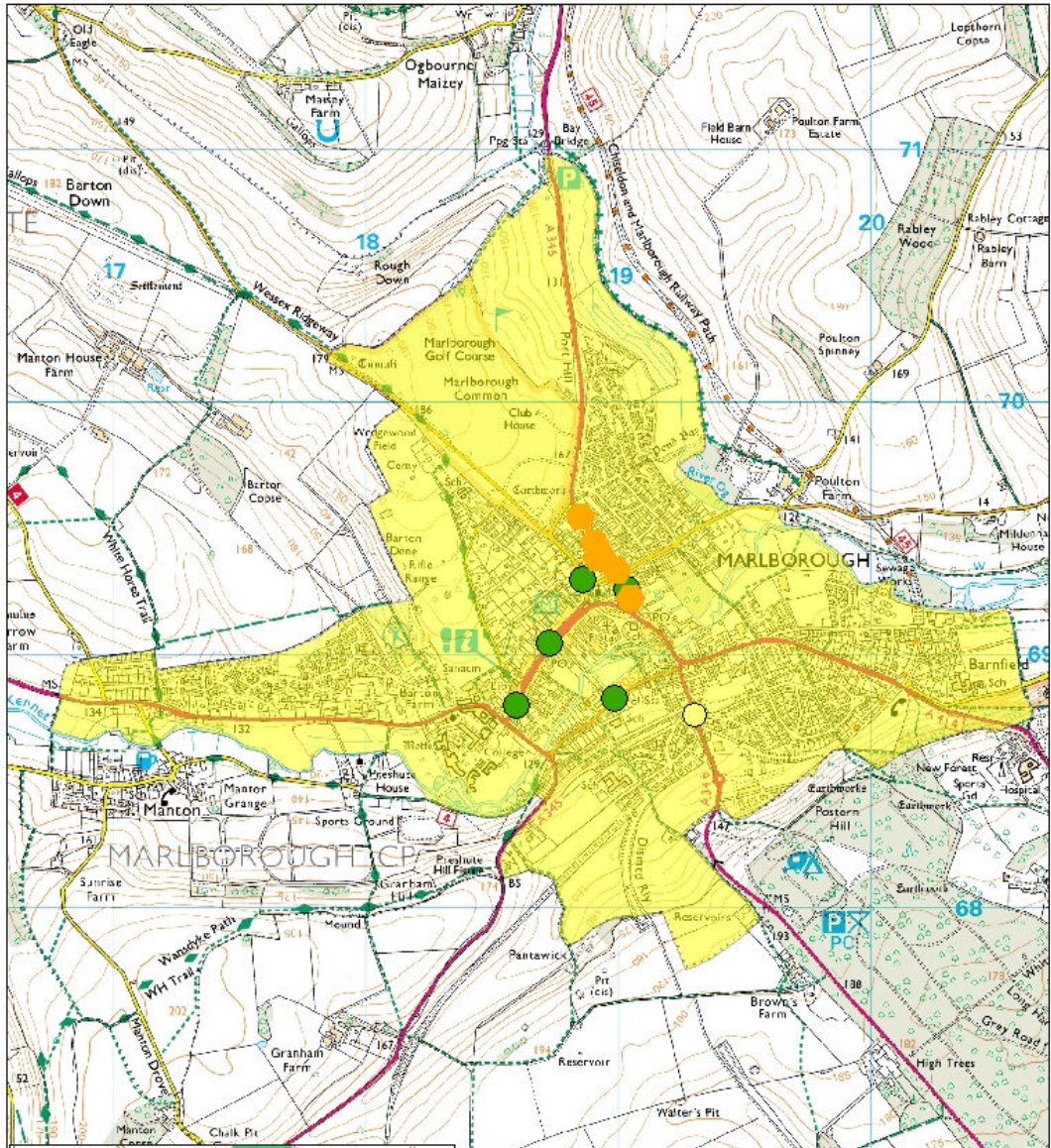
Appendix 2 Air Quality Management Areas in Wiltshire

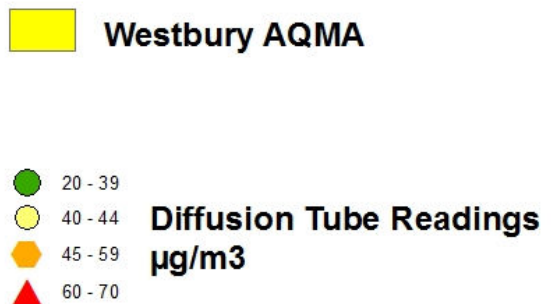
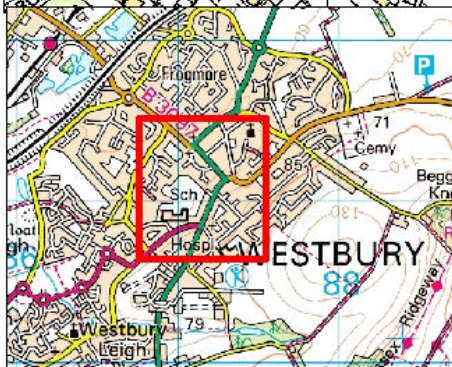
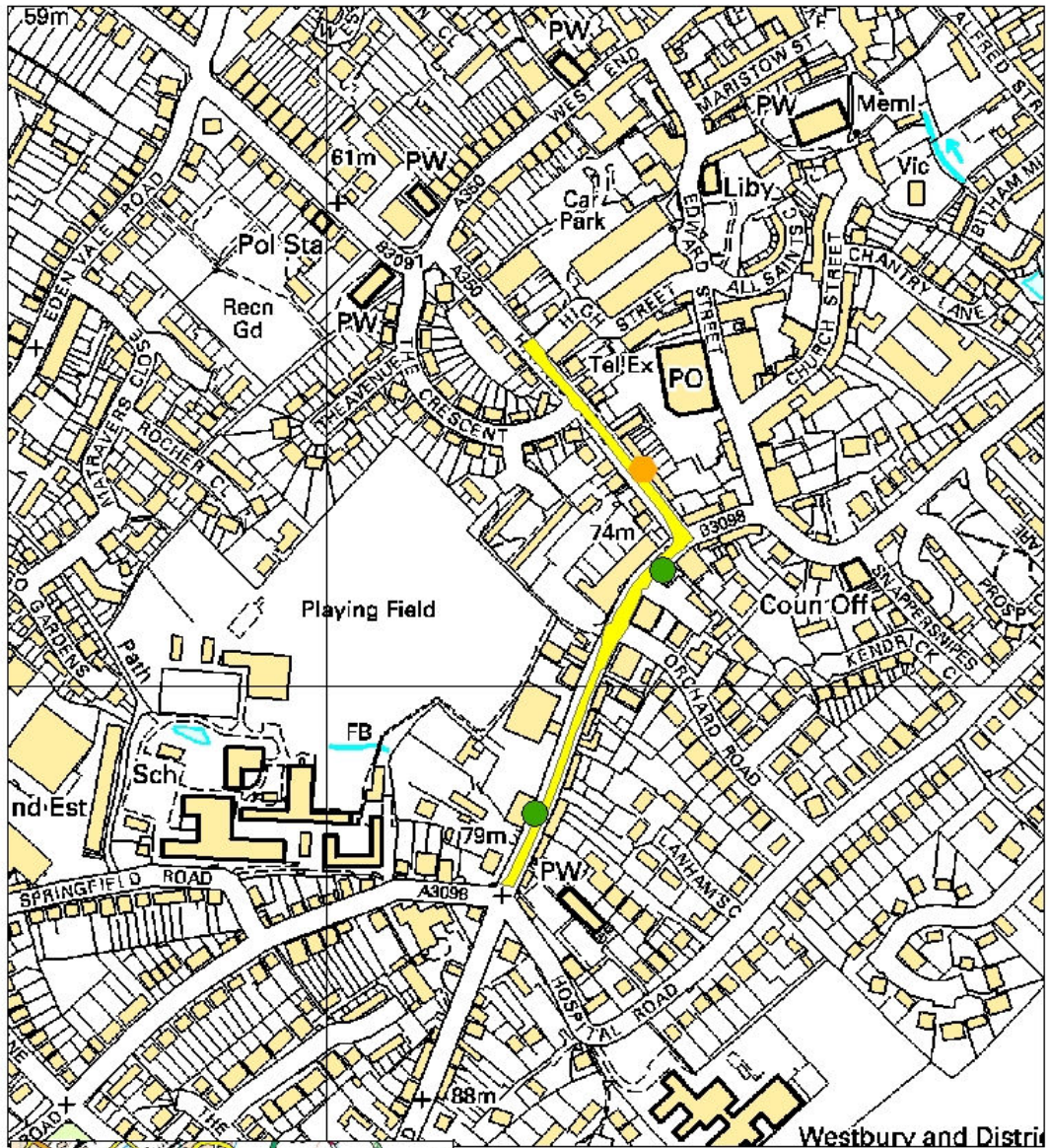












Appendix 3 Monitoring techniques, methodologies and data processing

The monitoring techniques Wiltshire Council employs to monitor nitrogen dioxide and small particulates are in accordance with statutory guidance produced by DEFRA: [Local Air Quality Management Technical Guidance LAQM.TG\(09\)](#)

The guidance details the monitoring techniques that should be employed, where to site monitoring, the duration and quality assurance and quality control.

Monitoring for Nitrogen Dioxide (NO₂)

Diffusion Tubes

The measurement of nitrogen dioxide is initially undertaken using a diffusion tube. These are simple acrylic tubes, closed at one end that contains a chemical that can absorb nitrogen dioxide from the atmosphere.

They are widely used for indicative monitoring and are particularly useful for longer term monitoring usually for a minimum period of a year. The tubes are relatively cheap and for this reason can be used at a large number of locations for a period of many years if necessary. The tubes are used to give an indication of the levels of nitrogen dioxide and to help determine if other more accurate forms of measurement are required.



Tubes are generally mounted on lampposts or downpipes on buildings at a height of around three metres, and exposed to the air for a period of one month before being swapped with a replacement tube.

The tubes are then analysed at an accredited laboratory and the amount of nitrogen dioxide they have been exposed to over the month is measured. The results of the analysis are then provided on a monthly basis. At the end of the year the twelve monthly averages are added together and divided by twelve to produce a mean annual average.

Co-location studies and adjustments to diffusion tubes

Diffusion tubes have an overall uncertainty of about +/- 20% so an appropriate 'bias adjustment' factor is applied to the annual mean. Bias represents the overall tendency of the diffusion tubes to depart from the true value, i.e. to over read relative to the automatic analyser results. The bias adjustment factor may be determined from a local study that

has co-located diffusion tubes with an automatic analyser, or from the national database of co-location studies.

When an automatic monitoring station is sited, three diffusion tubes are also placed in the immediate vicinity. This is known as a co-location study and allows the readings from the diffusion tubes to be compared with the more accurate automatic monitoring results. This in turn allows an adjustment factor to be calculated to standardise the tube results at the end of the year.

These bias adjustments are calculated using the combined information from a range of monitoring sites across the country in accordance with the guidance issued by Defra. The adjustment factor is calculated once a year and issued to local authorities to allow them to adjust all tube results for the previous year.

Automatic Monitoring Stations (nitrogen dioxide and small particulates)

Nitrogen dioxide

If the second stage assessment and use of diffusion tubes has indicated that further monitoring is necessary an automatic monitoring station is usually located at or as near as possible to the area of concern.

These automatic monitoring stations (AMS) are much more accurate than the diffusion tubes and measure the nitrogen dioxide levels on an hourly average basis. This monitoring continues over one or more years and allows the 200 $\mu\text{g}/\text{m}^3$ hourly target to be assessed as well as the annual mean average to be accurately measured.

The monitoring stations require regular site visits to carry out equipment checks, manual calibrations and routine maintenance such as changing filters. These checks are all part of the quality assurance and control programme to ensure data is accurate and valid.



Only if acceptable data quality and high capture rates are achieved can the performance of the analyser be regarded as fully satisfactory. (A data capture of 90% for ratified (i.e. usable) data is recommended as a target for automatic monitoring)

The hourly data is downloaded from the machine onto a computer so that it can be converted from raw values to more useful pollutant concentrations. Once a calibration factor has been applied, the data is screened by visual examination for any unusual measurements (possibly due to equipment failure, power failures, human error). The data is then ratified to ensure the data has been scaled correctly amongst other factors.

Once the data has been through this process the hourly readings are added up over a month period then divided by the number of hours in that month to provide a monthly average. At the end of twelve months the twelve monthly averages are used to calculate the mean annual average.

Particulates (PM₁₀)

Wiltshire currently measures particulates in three locations using fixed monitoring locations similar to the AMS above. The particulate monitors have to be located adjacent to the location being assessed and produce data which is downloaded and used to calculate the annual and 24 hour means listed in the air quality standards.

Wiltshire data

Background monitoring was undertaken for a number of years across Wiltshire but it was found that in practice many of our normal monitoring locations had a number of diffusion tube results that were significantly below the threshold of 40 µg/m³ and not noticeably different to the background results. For that reason specific background monitoring is now rarely carried out.

Tube locations are now in areas where it is suspected that air quality standards may not be met.

The data is corrected annually and the results compared to the air quality standards.

In practice the monitoring results demonstrate that air quality in Wiltshire is very good. Even in areas with property close to the highway where significant traffic flows or congestion have been identified the air quality is still of the required standard in the majority of cases.

There are however a small number of locations where air quality is of concern and an even smaller number where the health impacts require additional assessment. Currently only 3 locations are returning levels of $60 \mu\text{g}/\text{m}^3$ out of the 95 being assessed. Even within an established air quality management area only a very small number of properties are exposed to the higher level of nitrogen dioxide.

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Wiltshire Council

Environment Select Committee

01 November 2011

Council

8 November 2011

Subject: Countywide Analysis of the Impact of Car Parking Charges

Cabinet Member: Councillor Dick Tonge – Highways and Transport

Key Decision: No

Executive Summary

This report examines the link between introduction of Wiltshire's new car parking strategy and charges with car parking usage in the context of current economic climate.

It was planned that a post-implementation analysis of the current car parking charges would have been undertaken in early 2012. Carrying out the analysis now means that behaviour patterns are still in a state of flux and there is not a significant timeline of post-implementation evidence available. Given this, the report utilises the best available evidence and, where necessary, highlights concerns with its robustness and/or relevance.

The evidence used in the report includes the following:

- National and local economic data
- Retail trends data
- Research and studies showing the relationship between parking and market towns
- Car park usage and income data
- Evidence from other authorities
- Other strategies and plans.

The key conclusions are that:

- (i) The findings of wider research are that it is what a town or City has to offer is the primary factor affecting economic health and not parking charges.
- (ii) Parking ticket sales were already in decline before the introduction of the new parking charges in April 2011. Neighbouring local authorities are also reporting a decline in car park usage and/or an income shortfall.
- (iii) A large number of local authorities have either brought in increased parking charges or are considering such a move. A few have reduced their charges with limited and mixed results.

- (iv) National economic evidence shows that Britain is currently suffering from a period of slow growth, low consumer confidence and squeezed household disposable incomes. The rise of out-of-town shopping centres, large chain stores, supermarkets and the internet have also significantly impacted on the UK's high street.
- (v) There are signs that some of Wiltshire's towns are bucking the national trend.
- (vi) Parking charges provide essential Council income to support other services such as local buses and, as a demand management measure, can help the Council and its partners meet CO₂ and air quality targets.

Overall, it is considered that if parking charges are broadly appropriate, then the main factors affecting market towns are:

- wider economic factors (e.g. consumer confidence);
- societal trends (e.g. supermarket and internet shopping); and
- the actual offer a town makes.

The first of these factors is largely international in its origin and scope. The second is largely national. The third is local and is being addressed by the Council in the county's largest towns through the Vision programmes.

Proposal

That Cabinet/Council:

- (i) Considers and notes the findings of the countywide analysis of the impact of the current car parking charges as presented in this report.

Reason for Proposal

At its meeting on 12 July 2011, Council requested a full report on the car parking charges on a countywide basis be presented to the next meeting of Council on 8 November 2011.

Mark Boden
Corporate Director – Operations
Department of Neighbourhood and Planning

Wiltshire Council

Environmental Select Committee

01 November 2011

Council

8 November 2011

Subject: Countywide Analysis of the Impact of Car Parking Charges

Cabinet Member: Councillor Dick Tonge – Highways and Transport

Key Decision: No

Purpose of Report

1. For Cabinet and Council to consider a countywide analysis of the economic, social and environmental impacts of the current car parking charges.

Background

Note – a fuller background brief is given in **Appendices 1 and 2**

2. Consultation on the draft car parking strategy was undertaken from 12 July to 3 September 2010. A variety of means were used to inform people of the consultation.
3. Feedback on the consultation findings were presented to all the Area Boards between 22 September and 23 November 2010.
4. The Wiltshire Local Transport Plan 2011-2026 – Car Parking Strategy was approved by Cabinet at its meeting on 14 December 2010. The minutes of this meeting record the receipt of two questions and 46 written submissions. Ten verbal representations were also made.
5. In accordance with the Overview and Scrutiny Procedure Rules (Part 8 of the Constitution), the Cabinet decision was called in by the Environment Select Committee. At the extraordinary meeting held on 21 December 2010, the Committee resolved:

That it was satisfied by the response, and agreed to no further action being taken and requested that the decision-maker (Cabinet) was informed accordingly; noting that the decision would then be implemented immediately.

6. The LTP Car Parking Strategy was formally adopted by the Council at its meeting on 22 February 2011 as part of the Wiltshire LTP 2011-2026. Three petitions relating to car parking issues in Bradford-on-Avon, Devizes and Marlborough were presented at the meeting.

7. A petition on car parking charges in Chippenham was presented to the Council meeting on 12 July 2011 where the request for this report was made.

Main Considerations for the Council

8. At the full Council meeting on 22 February 2011, Councillor John Brady (in his previous capacity as Cabinet Member for Economic Development and Strategic Planning) committed the Council to conducting a post-implementation analysis of the current car parking charges. This analysis, however, was not something that the Council would normally have undertaken only five months after the charges had been introduced. As stated by the Chief Executive in a letter to Salisbury City Centre Management, dated 16 June 2011, the review was planned to have been undertaken early next year when people's behaviour and patterns had stabilised, and when there would have been a year's economic and transport related evidence to analyse.
9. Having said this, it was always recognised that undertaking the post-implementation analysis would not have been easy given the current economic situation and the fact that parking charges is only one factor of many influencing an area's economic performance. Carrying out the analysis now, however, does mean that people's behaviour and patterns are still in a state of flux, and there is not a significant timeline of post-implementation economic and transport-related evidence available. Given this, this report utilises the best available evidence and, where necessary, highlights concerns with its robustness and/or relevance.

The National Economic Context

10. The UK economy grew at an above trend rate between April and September 2010 (Q2 1.2% growth, and Q3 0.8% growth) but then suffered a fall October-December 2010. The Office for National Statistics attributed this 0.5% fall to the bad weather in December 2010. January to March 2011 saw some improvement, however, conditions for the UK economy remain challenging and recovery is slow at 0.2% and recent evidence indicates that no improvement is expected for July-September 2011.
11. In February 2011, consumer confidence reached a record low (Nationwide consumer confidence data), and recent figures from July 2011 show no considerable improvement, with confidence levels 7 points lower than in July 2010. The underlying reasons why consumer confidence has fallen are numerous; however, one of the main factors is the drop in disposable income levels. In addition, recent evidence from the British Retail Consortium notes a change in consumer habits with consumers seeking even more value and making efficiencies as the economy continues to fluctuate. This has resulted in retailers having to adapt by making more attractive value offers.

Disposable Income

12. The Office for National Statistics has recently stated that UK households have seen the biggest fall in disposable income for more than 30 years. ONS data for the first quarter of 2011 indicated that household spending fell by 0.6%; this is attributed to numerous factors including for example: household disposable income being squeezed by inflation outpacing rises in wages, rises

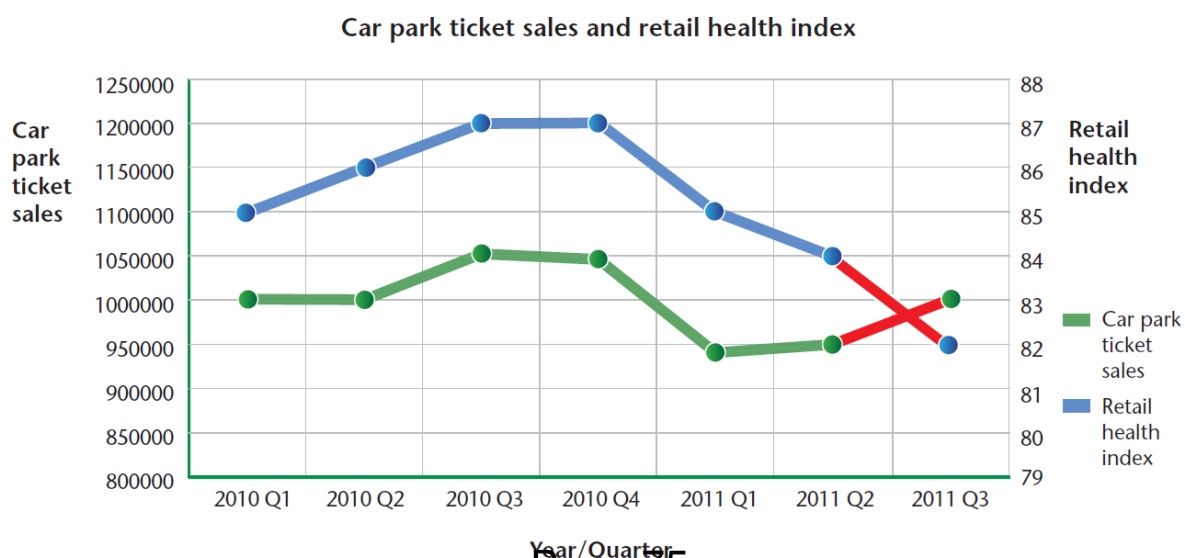
in energy prices, rises in fuel prices, problems with managing household debt, and high levels of unemployment. Selected factors are explained in greater detail below.

13. January 2011 saw VAT rise from 17.5% to 20%. Kelkoo, one of Europe's largest e-commerce websites, forecasted that the tax rise would cost each household in the country an additional £520 a year, and reduce household spending power by an average of 1.25% per annum.
14. Earlier this year, supermarket giant Morrisons stated that the rise in the price of oil and fuel duty meant that consumers were spending on average 15.8p a litre more at the pump when compared to last year. Data from The AA illustrates that the average UK price for a litre of unleaded petrol has risen from 104.4p in August 2009 to 135.7p in August 2011 (a rise of 30%).
15. Financial services firm Deloitte stated in May 2011 that UK households could face a drop of nearly £800 in disposable income over the next year. Deloitte stated that government cuts, rising inflation and soaring commodity prices are the main factors contributing to this fall.

Retail Health

16. By the end of July 2011 the UK retail market was considered to be firmly back in recession with a strong downturn in retail health expected in between July and September 2011 (KPMG/Synovate Retail Think Tank (RTT)). The RTT measures retail health by gathering quantitative data per quarter from their members in terms of demand, margins and costs. Over the last five years, retail health has fallen from a peak in early 2007 and it expected to fall to its lowest level again in Q3 2011, a level last seen in mid 2009 when the UK was in the middle of the banking crisis. The drop in retail health from Q4 2010 to Q1 2011 correlates with the drop in Wiltshire car park ticket sales for the same period. This period was prior to the change in charging policy that came into effect in April 2011. Chart 1 below compares national retail health and car park ticket sales in Wiltshire (it should be noted that the 2011 Q3 data are estimates).

Chart 1: Retail Health Index 2010-2011 (Source KPMG/Synovate Retail Think Tank) / Wiltshire Car Park Ticket Sales



17. The RTT largely attributes this decline in retail health to the softening of demand, brought about by consumers reining in spending in response to unforeseen increases in petrol prices on top of the drop in disposable incomes, as the gap between living costs and wage inflation grows.

Vacant Shops and Footfall

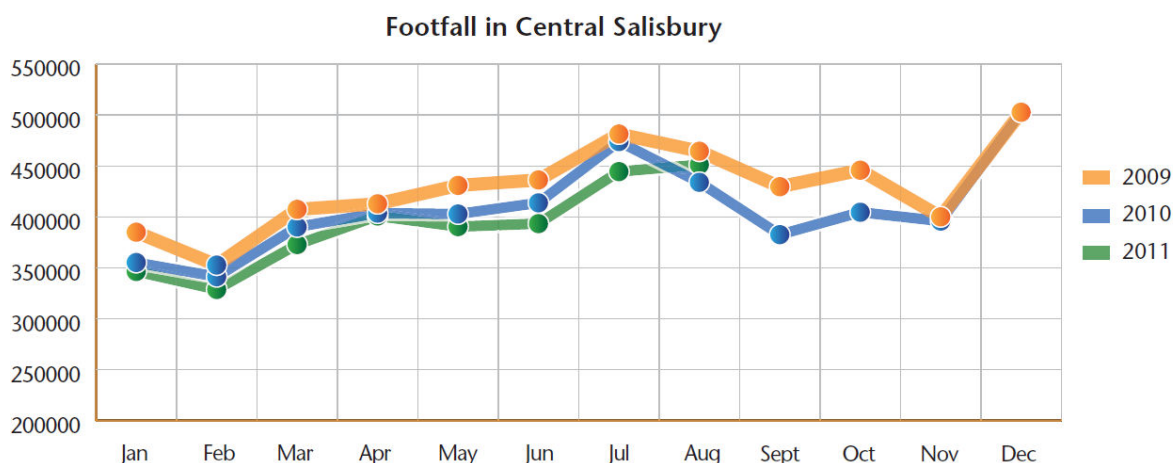
18. This drop in consumer confidence and spend is illustrated by the number of vacant shops nationally and the drop in high street footfall. A survey by the Local Data Company (LDC) in the first half of 2011 indicated that average town centre vacancy rates across the south west were 12.8%, which is 2.2% higher than Wiltshire’s average shop vacancy rate of 10.6%. LDC data for 2010 indicated that Trowbridge had the most vacant shops in Wiltshire at 16.7%, Salisbury’s vacancy rate was 10.7%, Chippenham’s stood at 10.3%, Devizes was 7.9% and Marlborough’s rate was 8%. LDC data from 2011 indicates that all of these vacancy rates, with the exception of Salisbury, have fallen, as illustrated in Table 1 below.

Table 1 Shop Vacancy Rates Comparison 2010-2011 (Local Data Company)

%	2010	2011	Difference
Chippenham	10.3	8.1	-2.2
Trowbridge	16.7	16.5	-0.2
Salisbury	10.7	11.9	1.2
Devizes	7.9	6.8	-1.1
Marlborough	8.0	5.8	-2.2

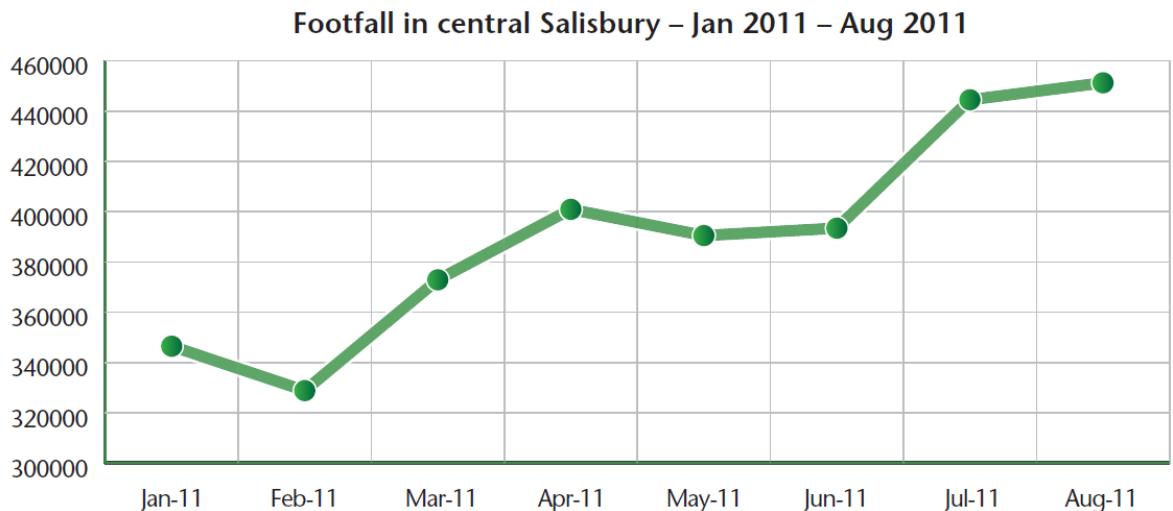
19. The British Retail Consortium has indicated that over the last 12 months high streets on average have seen a drop in footfall of 2.6%. Chart 2 below illustrates pedestrian flow figures in Central Salisbury. It can be seen that footfall is lower in 2011, which indicates further that the fall in consumer confidence is translating to pedestrian flows in the city centre.

Chart 2 – Footfall in Central Salisbury (Source: Salisbury City Centre Management)



20. Chart 3 below illustrates footfall data in Central Salisbury from January 2011– August 2011 (the new car parking charges were implemented in April 2011). The chart indicates that footfall is steadily increasing and the recent figures for August 2011 (451,298) are greater than August 2010 (434,018).

Chart 3 Footfall in Central Salisbury – Jan 2011 – Aug 2011 (Source: Salisbury City Centre Management)



21. The evidence provided illustrates that the retail sector is currently operating in a tough economic and low growth environment, with changing consumer spending patterns. These factors, combined with the threats listed below, are adversely impacting on high streets, forcing retailers to adapt in order to stimulate demand and attract consumers. Even though there is a downturn in retail health and consumer confidence, Wiltshire is faring better than other regions. With the exception of Salisbury, other settlements covered in this report now have fewer empty shops when compared with data from 2010.

Threats to High Street and Town Centre Shops

22. The downturn in retail performance in town centres/high streets is driven by multiple factors and its effect varies across the country. The rise of out-of-town shopping centres, large chain stores, supermarkets, and the internet have interacted to alter the retail market in the UK and divert resources away from the high street. The threats are explained in more detail below.

Out of Town Shopping Centres and Retail Leakage

23. Town centres and high streets are a social and economic centre for everyday life; however, this position is increasingly under threat from a number of sources. The rise of out of town shopping centres, the growth of internet retail and supermarkets has directly challenged the centrality and sustainability of the high street. With supermarkets increasingly moving into non-food goods sales, such as clothes, electrical, garden equipment, medicines, household goods, insurance etc, it is being argued that these stores are having a detrimental impact on town centres and high streets.

24. Town centres are in increasing competition with neighbouring towns and cities for limited consumer resources. The GVA Wiltshire Town Centre and Retail Study (2011) household telephone survey indicated that the county suffers leakage in trade to competing retail centres which have a superior retail offering. Salisbury, Chippenham and Trowbridge are Wiltshire's strongest performing centres; however, a significant proportion of expenditure (25.7%) is lost to Swindon, Bath and Southampton. Bath has a superior retail offer when compared to settlements in Wiltshire; however, car parking charges are also higher (see **Appendix 3**), indicating that consumers are willing to pay higher parking charges to access a better retail offer. Shopping patterns derived from the survey enabled GVA to calculate the amount of comparison goods expenditure that each competing centre draws from Wiltshire. This indicator takes into consideration the strength of the retail offer as well as the centre's accessibility and distance from Wiltshire centres.
25. In addition, out of town shopping centres often bring together a large number of retail outlets, allowing customers to do their shopping more conveniently and are in direct competition with town centre shopping.

Internet Shopping

26. High Streets are also in competition with internet shopping which allows consumers to shop 'out of hours' and secure best prices. Internet sales are estimated at 8% of the country's retail sales (ONS). Although Internet sales are quiet modest, they are expected to increase gradually in the future. In 2010, consumers spent a total of £58.8 billion*, which was 18% more than in 2009 and spending is expected to increase at the same rate this year (2011) to £69 billion* (Interactive Media in Retail Group). (*includes purchases related to leisure and tourism). Recent figures from IMRG for August 2011 indicate that online sales are up 14% when compared with August 2010. IMRG also state that online sales are growing at 18% per annum despite the recession, and that 37 million people in the UK currently shop online.
27. The GVA Wiltshire Town Centre and Retail Study indicated that as competition from the internet increases, town centres need to offer a quality destination where people want to spend time and gain access to facilities not available on the web.

The Relationship between Car Parking and a Market Town's Competitiveness

28. The report 'Car Parking Research' (2007), commissioned by Yorkshire Forward (the regional development agency), looked at a number of respected research and survey findings to better understand the relationship between market towns and parking. In response to the specific question "What is the critical factor in a town's competitiveness?", the report states the following:

Providing direct causal links between parking management and economic performance is difficult, but the literature and experience shows that parking is not usually the primary factor in a town's competitiveness. People are drawn to towns, or away from them, by other factors, such as place of work and the quality of shopping facilities and public spaces.

29. Given the above, the conclusion of this section of the report is that:

Parking is not the primary factor affecting performance. Rather it is what the town has to offer.

30. To help understand and manage the relationship between car parking and economic viability, the report reviewed existing evidence related to the economic impact of parking policies.

31. The report also found that “There are several attributes of parking that are important to customers, not just price” and that:

When changes to parking restrictions, charges or enforcement are made, the evidence suggests that the primary responses to that change tend to be:

- *an acceptance of the new arrangements (in which case people’s behaviour broadly remains unchanged);*
- *a change in parking location (people park further away from their destination in an attempt to avoid paying a charge); or*
- *a reduction in the length of stay in order to reduce parking costs.*

Despite fears to the contrary, there is little evidence to suggest that the primary response to parking management is more extreme than this; there is no evidence that visitors use alternative destinations more.

32. One of the other key findings of the report was that parking should form part of an overall integrated approach to transport in market towns which looks at:

- walking, cycling and public transport access;
- managing the overall demand for travel;
- traffic management; and
- road safety.

Such an approach to transport is set out in the Wiltshire Local Transport Plan 2011-2026 (see paragraph 83).

Improving Wiltshire’s Market Towns and their Retail Offer

33. Wiltshire Council is committed to improving market towns and their retail offer. This is evident in Wiltshire’s Core Strategy Consultation Document which is focussed on delivering stronger and more resilient communities. The underlying principles of the strategy seek to manage future development to ensure that communities have an appropriate balance of jobs, services and facilities and homes. One of the strategic objectives of the Core Strategy is focussed on enhancing the vitality and viability of town centres in Wiltshire. The key outcomes of this objective include:

- Appropriate retail, leisure and employment opportunities will have been located within town centres.
- Planning applications for retail development will have been determined in line with the need to safeguard town centres.
- Local outdoor markets will have been safeguarded and enhanced.

- A broadened night time economy within town centres, especially Chippenham, Salisbury and Trowbridge, which has been refocused to provide greater choice for families and tourists and respect the quality of life for residents, will have been delivered.

34. To support the delivery of these outcomes, the principle settlements of Wiltshire (Chippenham, Salisbury and Trowbridge) each have a Vision programme in place (see **Appendix 4**).

Car Park Data

35. Table 2 below shows the trend in total ticket sales in Wiltshire both on and off-street for the period January 2010 to August 2011, and January 2011 to August 2011.

Table 2 On and Off Street Ticket Sales in Wiltshire

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
2010	303,489	320,328	377,069	316,331	338,998	345,010	370,763	338,787
2011	302,598	305,487	332,386	306,888	315,740	327,128	338,000	338,893
Diff.	-891	-14,841	-44,683	-9,443	-23,258	-17,882	-32,763	106

36. The table shows that ticket sales were in decline before the introduction of the new parking charges in April 2011; indeed, annual ticket sales had declined from 4,274,523 in the period April 2009 - March 2010 to 4,038,743 in the period April 2010 - March 2011.

37. The total number of tickets sold between April and August 2010 was 1,709,889; 1,626,649 tickets were sold for the same period in 2011 which equates to a 4.9% reduction. The trend from April to August 2011 shows a gradual increase in ticket sales of 10.4%; this compares with an increase of 7.1% over the same period in 2010.

38. Table 3 below details the income received for on and off-street car parking in Wiltshire for the period January 2010 to August 2010 and January 2011 to August 2011.

Table 3 On and Off Street Income received in Wiltshire

£'000	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
2010	400,201	518,242	528,907	407,948	482,103	458,636	565,201	510,038
2011	421,948	393,475	613,936	398,057	557,732	508,756	534,345	508,832
Diff.	21,747	-124,767	85,029	-9,891	75,629	50,120	-30,856	-1,206

39. The total income received to date has increased compared to the same period last year by 1.7%. The total income budget for on and off street parking in 2011/12 is £7.192 million.

Evidence of car park usage in other local authorities

40. Officers have contacted a number of other local authorities regarding the impact of the economic downturn and its effect on parking:
- (i) Basingstoke and Dean Borough Council made 'minor' charging increases in 2010/11; income for that year fell by 16% and it is envisaged that income will be a further 5% down in 2011/12.
 - (ii) Test Valley Borough Council (Andover car parks) made no changes to their charges but are reporting a 'slight' downturn in usage for this year.
 - (iii) Winchester City Council reported a 'few tweaks' to their charges and are reporting a 10% downturn in usage.
 - (iv) Bournemouth Borough Council did make various changes to their charges and are reporting a decrease in usage against the previous year. They reported a 11% (£770,000) parking income shortfall in 2010/11 and are reporting further pressure and a likely shortfall in their latest budget monitoring report in financial year 2011/12.
 - (v) Bath and North East Somerset Council has identified a 4% (£450,000) parking income shortfall for 2011/12 in its latest budget monitoring report.
 - (vi) Southampton City Council and Borough of Poole Council were also contacted but have yet to respond. However, a 3.8% (£250,000 and £230,000) parking income shortfall for 2011/12 have been identified in Southampton City Council's and Poole Borough Council's latest budget monitoring reports respectively.
41. Overall, it is clear that all the above local authorities are currently suffering from a decline in car park usage and/or an income shortfall.
42. The ranges of current charges for the above authorities are shown in **Appendix 3**.

Evidence of Impact of Reduced Parking Charges in other local authorities

43. An investigation by The Sunday Telegraph last year revealed that at least 150 councils had brought in increased parking charges, or said they were considering such a move. A much smaller number of councils have recently reduced or are planning to reduce their parking charges. Given this situation, the available evidence on the overall impact of parking charge reductions is limited. Three authorities that have produced some analysis on the impact of parking charge reductions in their respective areas are Walsall Council, Swindon Borough Council and Newport City Council.

44. Walsall Council reported that offer of free parking during Christmas 2010 did not lead to significant change in car park usage. Swindon Borough Council reduced charges in three central car parks and had reports of increase in footfall and turnover from retailers. At the same time total car park usage across Swindon dropped, indicating a shift in use of car parks. In Newport, the feedback from traders on the City Council's initiative showed that only five traders reported an increase in turnover, with four attributing it to lower parking charges. Further details can be seen in **Appendix 5**.

Car Parking Charges in the context of other policies

45. There are a number of other wider issues which should be considered in any assessment of the impact of car parking charges. These include Wiltshire's Business Plan, Community Plan, Joint Strategic Assessment, Local Development Framework, Local Transport Plan, and other Environmental Policies. The details of how the current charges support those overriding policies can be seen in **Appendix 6**.

Environmental and Climate Change Considerations

46. The increases in parking charges that were introduced in April 2011 have the potential to stimulate behavioural change amongst residents from their cars to more sustainable transport methods. This action would help to reduce congestion and carbon emissions, whilst improving air quality. However, this change can only be fully achieved if viable alternatives to car usage are available to residents.
47. Section 3.45 of the Council's recent Car Parking Strategy stated that any surplus revenue from the service, once operating costs had been accounted for, could be used to fund sustainable transport projects. It is therefore important that the Council communicates to residents how it is using these funds to implement projects that are economical, reliable alternatives to private car usage.
48. Any future review of car parking pricing or budgets will need to look at the effectiveness of projects funded through surplus revenue.
49. The car parking strategy was subject to a Strategic Environmental Assessment (SEA) as part of the development of the Wiltshire Local Transport Plan 2011-2026. The SEA was subject to public consultation from 4 October to 26 November 2010. The report to Cabinet on 14 December 2010 provided details of the summary findings of the SEA.

Equalities Impact of the Proposal

50. None have been identified as arising directly from the proposal.
51. The car parking strategy was subject to an Equalities Impact Assessment (EqIA) as part of the development of the Wiltshire Local Transport Plan 2011-2026. The EqIA was subject to public consultation from 4 October to 26 November 2010. The report to Cabinet on 14 December 2010 provided details of the summary findings of the EqIA.

Risk Assessment

52. None have been identified as arising directly from the proposal.

Financial Implications

53. Any shortfall in car parking income will be reported in the revenue budget monitoring report.

Legal Implications

54. None have been identified as arising directly from the proposal.

Options Considered

55. As set out in paragraph 9, this report has been based on the best evidence available at this time.

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The following unpublished documents have been relied on in the preparation of this Report

None

Appendices:

Appendix 1 - Background briefing and main considerations for the Council
Appendix 2 - Criteria for Spatial Bands
Appendix 3 - Range of Parking Charges in Neighbouring Authorities
Appendix 4 - Visions
Appendix 5 - Reduced Parking Charges in Other Local Authorities
Appendix 6 - Car Parking Charges in the Context of Other Policies

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Background Briefing and Main Considerations for the Council

1. A report on the proposed approach to reviewing the Wiltshire Local Transport Plan (LTP) Car Parking Strategy was presented to the Environment Select Committee on 12 January 2010. In response to the proposal to allow Area Boards to set parking charges (within defined limits), the Committee:
2. *...felt that area boards should be used for consultation purposes only as it was felt inappropriate for area boards to have full responsibility for parking charges within their respective areas.*
3. The Council commissioned its term consultants, Mouchel, to undertake the review of the car parking strategy in January 2010. Mouchel's final reports were issued to the Council at the beginning of July 2010.
4. Consultation on the draft car parking strategy was then undertaken from 12 July to 3 September 2010. A variety of means were used to inform people of the consultation.
5. Feedback on the consultation findings were presented to all the Area Boards between 22 September and 23 November 2010.
6. The Environment Select Committee considered the car parking strategy at its meeting on 2 November 2010 where Members resolved:
 - a. *To congratulate the Cabinet Member on the work undertaken and note the update provided and request that the comments made are taken into consideration by the Cabinet Member prior to the final report's submission to Cabinet.*
7. Following the Environment Select Committee meeting, a minority report was received on 18 November 2010. The response to this report was issued on 13 December 2010.
8. The Wiltshire Local Transport Plan 2011-2026 – Car Parking Strategy was approved by Cabinet at its meeting on 14 December 2010. The minutes of this meeting record the receipt of two questions and 46 written submissions. Ten verbal representations were also made.
9. The following off-street (Monday-Saturday) car parking charges were agreed by Cabinet:

Table 1: Off-street car parking charges (Monday-Saturday)

Band	Stay	<1hr	<2hrs	<3hrs	<4hrs	<5hrs	<8hrs	All day
1	Short	-	£2.20	£4.20	-	-	-	-
1	Long	-	£2.20	£4.00	£4.60	£5.50	£7.40	£7.40
2	Short	£1.10	£1.50	£3.20	-	-	-	-

2	Long	£0.90	£1.30	£2.60	£3.10	£4.20	£5.40	£5.90
3	Short	£0.40	£1.20	£2.10	-	-	-	-
3	Long	£0.30	£1.10	£2.00	£2.40	£3.20	£5.20	£5.60
4	Short	£0.30	£1.10	£2.00	-	-	-	-
4	Long	£0.20	£1.10	£1.90	£2.30	£2.90	£4.80	£5.20

10. The Sunday parking charge in Salisbury was set at a flat rate of £1.70.
11. In accordance with the Overview and Scrutiny Procedure Rules (Part 8 of the Constitution), the Cabinet decision was called in by the Environment Select Committee. At the extraordinary meeting held on 21 December 2010, the Committee resolved:
- That it was satisfied by the response, and agreed to no further action being taken and requested that the decision-maker (Cabinet) was informed accordingly; noting that the decision would then be implemented immediately.*
12. On 3 February 2011, the Cabinet Member for Highways and Transport approved the report 'Season Ticket and Permit Options and Costs' (reference HT-003-11).
13. Following Cabinet's decision and the above Cabinet Member decision, the required amendments to the Traffic Regulation Orders (TROs) were advertised in accordance with the processes set out in the Road Traffic Regulation Act 1984. Consultation on the amended TROs was undertaken between 27 January and 21 February 2011.
14. The LTP Car Parking Strategy was formally adopted by the Council at its meeting on 22 February 2011 as part of the Wiltshire LTP 2011-2026. Three petitions relating to car parking issues in Bradford-on-Avon, Devizes and Marlborough were presented at the meeting.
15. Following Cabinet Member approval of the report 'Off-Street Traffic Regulation Orders for Wiltshire' (reference HT-006-11) on 11 March 2011, the revised car parking charges were introduced on 18 April 2011.
16. A petition on car parking charges in Chippenham was presented to the Council meeting on 12 July 2011 where the request for this report was made.
17. In response to an expressed public desire, Cabinet agreed on 19 August 2011 to the reintroduction of the one hour charge (at £1.50) and variation of the two hour charge (to £2.50) in Salisbury from 19 September 2011.
18. At its meeting on 6 September 2011, the Environment Select Committee made the following resolution in relation to the agenda item on car parking charges:
- That the Committee consider Car Parking Charges as a full item on the agenda of the next meeting, with the understanding that a suitable report will be circulated in advance of the meeting, to provide details on the following:*

- *Full details of the estimated shortfall in parking revenue, with a countywide total and an area-by-area breakdown, and showing a comparison with the revenues prior to the changes to the car parking charges.*
- *The wider economic context, using data from statistical neighbours if possible.*
- *Effects on Traders to be made clear, and differentiated from the effects of the recession.*
- *Detail on the nature and extent of the link between revenue from car parking and the provision of bus services / subsidies.*

19. The Chippenham Area Board discussed car parking charges and town centre viability at its meeting on 12 September 2011 following the presentation of a petition to the Area Board at its meeting on 4 July 2011 and the Council at its meeting on 14 July 2011. The following resolutions were made:

- (i) *That the cost of the first hour's parking in Chippenham town centre car parks be reduced back towards 50 pence.*
- (ii) *That Wiltshire Council moves towards separating car parking charges and the subsidising of public transport in next year's budget.*

Main Considerations for the Council

Introduction

20. At the full Council meeting on 22 February 2011, Councillor John Brady (in his previous capacity as Cabinet Member for Economic Development and Strategic Planning) committed the Council to conducting a post-implementation analysis of the current car parking charges. This analysis, however, was not something that the Council would have undertaken only five months after the charges had been introduced. As stated by the Chief Executive in a letter to Salisbury City Centre Management, dated 16 June 2011, the review was planned to have been undertaken early next year when people's behaviour and patterns had stabilised, and when there would have been a year's economic and transport-related evidence to analyse.
21. Having said this, it was always recognised that undertaking the post-implementation analysis would not have been easy given the current economic situation and the fact that parking charges is only one factor of many influencing an area's economic performance. Carrying out the analysis now, however, does mean that people's behaviour and patterns are still in a state of flux, and there is not a significant timeline of post-implementation economic and transport-related evidence available. Given this, this report utilises the best available evidence and, where necessary, highlights concerns with its robustness and/or relevance.
22. Before setting out the available evidence, a summary of the basis for the banding of Wiltshire's towns and current charges is provided as way of context.

Banding

23. Banding seeks to establish a balance between acknowledging the range of economic, social and environmental differences between towns with the need to develop a more consistent approach to parking policy, management and operations throughout Wiltshire. The towns were banded into one of four spatial bands based on the following (also see **Appendix 2**):
- (i) The hierarchy in the emerging Wiltshire Core Strategy (which considers the role and function of towns, and their level of facilities and services).
 - (ii) Population levels.
 - (iii) The availability of sustainable transport alternatives.
 - (iv) Operational parking issues.
24. Banding also reduces the ability of towns to compete with each other over car parking charges (e.g. by competing on offering the lowest parking charge rather than, for instance, on offering the best retail offer). The concept of spatial banding was supported by the majority of respondents (58.7%) to the consultation on the car parking strategy review.

Basis of Current Charges

25. In undertaking their review of the car parking strategy, the Council's consultants, Mouchel, found that parking charges in Wiltshire were generally significantly lower than in surrounding areas and key competitor towns. Mouchel also found that, as a result of having four former district councils, there were significant differences in parking charges across Wiltshire.
26. Based on the above analysis, three options for parking charges (Monday–Saturday) were proposed as part of the consultation on the car parking strategy: 'conventional' (lowest charges), 'balanced' and 'radical' (highest charges).
27. In the end, a 'preferred' option based on a weighting of the consultation responses was proposed in the report to Cabinet on 14 December 2010. These charges were subsequently increased by a further 10% by Cabinet in order to help support local bus services under threat from the combined effect of reductions in Council funding and changes in the concessionary fares reimbursement process and Bus Service Operators Grant. In addition, Cabinet agreed that any surplus parking revenue would be hypothecated to offer further support for sustainable transport measures such as local bus services.
28. In recognition of a strong consultation response, Sunday parking charges were not universally introduced and only retained in Salisbury at a flat rate of £1.70.
29. At the same time, the following opportunities were offered to Band 3 and 4 towns:

- In Band 3 towns, to 'buy back' a small proportion of short-stay spaces from Wiltshire Council to offer as free parking spaces.
 - In Band 4 towns, to take over the management of local public car parks and associated costs as an alternative to parking charges being set by Wiltshire Council.
30. While all the Band 4 town councils took up their respective opportunity, none of the Band 3 town councils took up the 'buy back' option at the rate of £500 plus VAT per space per year.
31. Based on the strong support and comments made through the car parking strategy consultation, the Council launched a new season ticket scheme earlier this year. This scheme aims to make it easier and cheaper to park for people who frequently use the Council's car parks. In particular, businesses can purchase season tickets which, because they are not vehicle specific, can be used by any employee or volunteer so reducing their parking costs.

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Criteria for Spatial Bands**Band 1** - Salisbury:

- Identified in the South Wiltshire Core Strategy consultation document (July 2009) as the primary service, economic and cultural centre, and the focal point for the majority of new development in south Wiltshire.
- Population - 44,688.
- Highest provision of sustainable transport options in Wiltshire e.g. five P&R sites, several Key Bus Route Network (KBRN) services, railway station. Also has an operating Intelligent Transport System which includes car park variable message signing and urban traffic control.
- Significant numbers of residents living within a resident parking zone reducing available on-street public parking
- High numbers of on street restrictions
- Public car parking available in large numbers

Band 2 - Chippenham and Trowbridge:

- Identified in the Wiltshire Core Strategy consultation document (October 2009) as strategically significant towns which act as employment, service and administrative centres for their local areas
- Chippenham population - 34,820; Trowbridge population - 37,200
- Relatively good level of sustainable transport provision, e.g. several KBRN services, railway station.
- High numbers of on street restrictions requiring enforcement
- Public car parking available to satisfy demand in all but the peak times

Band 3 - Market Towns (Amesbury, Bradford-on-Avon, Calne, Corsham, Devizes, Durrington, Malmesbury, Marlborough, Melksham, Tidworth, Warminster, Westbury and Wootton Bassett):

- Identified in Wiltshire Core Strategy and South Wiltshire Core Strategy consultation documents as second tier towns acting as service centres for their local areas.
- Population between 5,560 (Malmesbury) and 19,520 (Melksham).
- Generally adequate or better level of sustainable transport provision given settlement type (i.e. small market town) - e.g. several KBRN services, railway station (Bradford-on-Avon, Melksham, Warminster and Westbury).
- Public car parking available but in restricted numbers.
- Less demand on the facilities due to lack of restrictions on street.

Band 4 - Small Towns and Villages

- Identified in Wiltshire Core Strategy and South Wiltshire Core Strategy consultation documents as second tier towns (Downton, Ludgershall, Mere, Tisbury, Wilton), third tier towns (e.g. Box, Cricklade and Pewsey) or below.
- Population below 5,000.
- Variable level of sustainable transport provision (poor to adequate) - e.g. Mere and Tisbury have a railway station but are not on the KBRN.
- Small amounts of public car parking available.
- Less demand on the facilities due to lack of restrictions on street.

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Range of Parking Charges in Neighbouring Authorities

Town	<1hr	<2hrs	<3hrs	<4hrs	<5hrs	<6hrs	<7hrs	<8hrs	<9hrs	<10hrs	All day
Andover	£0.80	£1.40	£1.00 - £2.20	£2.60	£2.20 - £3.30						£3.50 - £6.60
Basingstoke	£0.80 - £0.90	£1.40 - £1.70	£1.90 - £3.00	£2.50 - £2.60	£3.20 - £3.30	£3.80 - £3.90					£4.90 - £5.20
Bath	£1.60	£3.10	£4.30	£5.40		£6.40 - £7.40		£9.90			£8.50 - £12.50
Bournemouth	£0.50 - £1.10	£1.00 - £2.50	£2.00 - £4.00	£3.20 - £6.00	£4.20 - £7.00	£6.80	£6.00 - £7.80				£1.10 - £12.50
Poole	£0.30 - £1.00	£0.60 - £3.00	£0.90 - £4.50	£1.20 - £6.00	£1.50 - £7.50	£1.80 - £9.00	£2.10 - £10.50	£2.40 - £12.00	£2.70 - £13.50	£3.00 - £15.00	
Southampton	£0.80 - £1.40	£0.70 - £2.80	£2.30 - £3.30	£2.40 - £4.20	£3.50 - £5.00	£6.00 - £7.30	£4.50 - £8.00				£5.00 - £8.00
Swindon	£0.70 - £1.20	£0.20 - £2.40	£2.00 - £3.60	£2.00 - £4.80		£2.00 - £8.20		£22.00			£1.80
Winchester	£1.20	£2.00 - £2.50	£3.00	£3.50 - £4.00							£6.00 - £15.00

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VisionsChippenham Vision

Chippenham Vision has commissioned several studies and consultation work to inform policy and planning regarding retail development in the town. These include a Retail and Commercial Health Check report in 2009 and a Town Centre Public Realm Study which aim to inform the evolution of a broader Masterplan for Chippenham, and expand the range of measures for managing traffic and enhancing the conservation area that defines the town centre. One of the main problems regarding shopping in Chippenham town centre is the shortage of suitable premises. The Vision is aware, both through these recent studies but also in discussion with major retail developers that quite a few retailers and shop chains are looking for premises in Chippenham but unfortunately many of the shop units are either too small or too restrictive for their purposes. The Vision is exploring in detail the options and viability for additional retail on key regeneration sites as change is required to improve the vitality of the town centre.

Recent consultation with local residents, local businesses as well as organisations and agencies like the Town Council, the Civic Society and local councillors it has become clear that one of their biggest concerns is the lack of range and quality of shops in the centre of Chippenham. However, there is still resistance from some to the need for change and redevelopment that will be required in order to deliver those improvements.

Chippenham Vision proposed Chippenham Alive, a project to encourage late night shop opening in the town which has been taken up by the Chamber of Commerce, Town Council and Night-time Economy Group of the Area Board. The Vision has also raised concerns regarding edge of town and out of town development and the potential detrimental impact on town centre shops.

Salisbury Vision

In Salisbury the Council is bringing forward the redevelopment of the Central Car Park and Maltings site for a retail-led mixed use development in the heart of the city. This 20 acre site will provide significant additional comparison retail to address the under-provision of larger floor space comparison retailing within the city centre. A procurement process to appoint a developer partner is underway and a preferred developer is expected to be identified early in the New Year. In addition to this Wiltshire Council is bringing forward a significant improvement project to the city's historic Market Place. This will involve re-surfacing the Market place and Guildhall Square to create a new high quality pedestrianised area within the heart of the city. The scheme will involve removal of street clutter, upgrading street furniture and the provision of enhanced street lighting. This investment is being strongly welcomed by the city's Business community in recognition of the contribution it will make to the vitality and viability of businesses within the city.

Transforming Trowbridge

The retail offer of Trowbridge can be characterised as being value based, shopped predominantly by a relatively local population. It has a strong offer in terms of basic and essential shopping but a weak middle to high end offer. There is significant leakage to Bath (in particular) for middle to high end retail. This situation is unlikely to change without further regeneration/development given that much of the existing town centre retail unit stock is comprised of relatively small, old units that do not meet the current requirements of high street retailers who are looking for large "boxes", ideally with a mezzanine to maximise sales space. The two existing shopping centres are dominated by small constrained units with little opportunity to extend these.

The response of the Vision to this situation has been two-fold:

1. Encouraging the development of large retail units to meet modern retail requirements - the recent development of The Gateway with its units of 5,000-10,000 square feet has enabled the town to attract quality high street retailers such as Next and Brantano, as well as the relocation of Argos, New Look and Boots from constrained town centre units. The success of this development is evidenced by the fact that Next and New Look are trading in the top 10% of their company's stores in England. The existence of large town centre Brownfield sites potentially makes the town attractive to retail operators requiring large units. However, in the current economic climate this market is depressed and it may require other stimuli to encourage it.
2. Diversifying the town's offer - given the relatively small size of Trowbridge and the strong retail offers of nearby towns (Bath, Swindon, Bristol), the Vision has identified the need to broaden the town's appeal. It has long been an aspiration to develop a commercial leisure offer (particular a cinema and family entertainment) and currently there are proposals for this type of development at two sites in town. If delivered in an integrated way, a commercial leisure scheme would provide a means of lengthening the "dwell time" of visitors to the town, create a family focussed evening economy offer (through chain restaurants) for the first time and attract new visitors to the town from a large catchment area. Additionally this would create the opportunity for linked leisure and retail trips to the town centre. The attraction of this kind of development is likely to make Trowbridge a sub-regional destination and would have the knock-on effect of increasing the attractiveness of the town to retail operators. Thus, the Vision believes that this would have a catalytic effect on the further regeneration of the town.

A further tactic pursued by the Vision has been to fund the "dressing" of empty retail units. There is considerable evidence that empty shop units create an air of neglect in a town centre and frequently attract a range of anti-social behaviours. In order to create a more vibrant and vital environment the Vision commissioned the dressing of 10 empty units during 2011. This approach utilises adhesive graphics that are attached the front of empty units and generally display a "false" shop frontage. This is a relatively low cost, high impact means of maintaining a vibrant town centre and has been strongly acclaimed in the town.

Reduced Parking Charges in Other Local Authorities

Walsall Council

Walsall Council's Environment Scrutiny and Performance Panel investigated town centre parking issues in a recently published report 'Town Centre Parking Working Group'. In relation to the pricing structure of parking charges the report states that:

The Working Group considered the risks associated with lowering charges in all Council run car parks and whether reducing costs alone would encourage more people to park in town. A potential risk was that usage may not increase and income could subsequently fall. Free parking offered during Christmas 2010 was referred to as an example as occupancy rates during this period did not differ greatly from the previous year despite free parking being offered. Revenue of circa £30k was lost as a result.

Swindon Borough Council

In June 2010, Swindon Borough Council's Cabinet approved the implementation of a reduction in parking charges to £1.00 for an hour and £2.00 for a stay between two and four hours in Brunel North, Brunel West and Fleming Way car parks for an initial period to 31 July 2011. At the same time, a complementary variation in charges for all the car parks in Swindon's Old Town to £0.70 for an hour and £1.00 for stays up to two hours was approved. A report to the borough council's Cabinet on 8 June 2011 sought to assess the impacts of these reductions in car parking charges.

Retailers in Swindon town centre have reported an increase in both footfall and turnovers: the Brunel Centre had an additional 286,000 visitors since 1 January 2011 (compared with 2010) which is an increase in footfall of 8.17%. Retailers in the Brunel Centre also report that their sales are ahead of UK sales growth in six of the ten reported months.

In terms of car parking, the report indicates that while the reduction in charges has not increased the overall volume of cars in all car parks in Swindon town centre, they are probably staying longer. However, the report highlights that income and ticket sales across all car parks in the town centre and Old Town is down by £385,000 (income) and 45,000 (tickets). The report states that "What this shows is that whilst the scheme has been successful in the three multi-storeys, this may have been at the expense of the other car parks in the town". While not included in the Borough Council's report, this finding might suggest that those retailers closer to these other car parks may have suffered a commensurate drop in footfall and trade.

Lastly, the report confirms that the Swindon Borough Council, Brunel Management Company and in Swindon spent £50,000 on a marketing campaign, and that the reduction in charges is anticipated to reduce the council's car parking income by £500,000 per annum. A £112,000 parking income shortfall for 2011/12 has been identified in the council's latest budget monitoring report.

Newport City Council

In December 2010, Newport City Council introduced two hours free parking in its multi-storey car parks and followed this by introducing a 10p tariff for the first two hours in its surface car parks on 31 January 2011.

A report to the City Council's Cabinet Member for Highways and Transport on 30 March 2011 states that 261 fewer vehicles used the car parks in January 2011 than over the same period in 2010 resulting in a reduced income of £30,253.88. In February 2011, the report states that there was an increase of 2,143 vehicles parked compared with the same month in 2010. The reduction in income between the two years was £59,876 for the month of February.

Car Parking Charges in the Context of Other Policies

Business Plan

The Wiltshire Council Business Plan 2011-2015 sets out the considerable challenges the Council faces and the approaches being proposed to tackle those challenges.

Over the next four years, the Council will need to find £289 million in efficiencies and savings to fund services and investments by 2015. This is a decrease in the Council's annual budget by 2014/15 of £99 million.

The majority of the Council's discretionary income comes from its neighbourhood and planning department, with car parks and leisure being the significant income areas. The Business Plan anticipates that the current parking charges would generate an additional £309,000 income in 2011/12 on top of the base budget for 2010/11, with total income rising to £9.292 million. As agreed by Cabinet at its meeting on 14 December 2010, any surplus parking revenue will be hypothecated to support sustainable transport measures (e.g. local bus services).

Community Plan

Car parking charges can play an important role in helping to achieve two of the objectives in the Wiltshire Community Plan 2011-2026:

- Significantly reduce domestic, business and transport CO₂ emissions across the country in line with national targets.
- Provide a safer and more integrated transport system that achieves a major shift to sustainable transport, including walking, cycling, and the use of bus and rail networks especially in the larger settlements of Trowbridge, Chippenham and Salisbury, and along the main commuting corridors.

Joint Strategic Assessment

The Joint Strategic Assessment for Wiltshire 2010-2011 sets out the strategic issues and priorities for Wiltshire for the next three years. The identified key issues related to transport include the following:

- Economic growth is being compromised by an increasingly unreliable and congested transport network.
- Emissions by transport of carbon dioxide and other greenhouse gases are having a detrimental effect on climate change.
- A lack of transport to services, facilities and employment results in a degree of inequality for some Wiltshire residents.
- The built and natural environment in some areas is being adversely affected by traffic.

Local Development Framework

The emerging Wiltshire Core Strategy provides the spatial expression of the community plan. There are, however, certain tensions between the objectives of the community plan and the settlement and delivery strategies of the Wiltshire Core Strategy which is seeking to make provision for 175-182 hectares of new employment land and around 37,000 new houses. Demand management measures, such as appropriate parking charges, will be important in helping the Council to reconcile these tensions by providing one of the means to manage traffic and congestion pressures on the highway network.

Local Transport Plan

The Wiltshire Local Transport Plan 2011-2026 seeks to implement the following national transport goals at the local level:

- support economic growth
- reduce transport's emissions of greenhouse gases
- contribute to better safety, security and health
- promote equality of opportunity
- improve quality of life and promote a healthy natural environment.

Demand management measures, primarily centred on car parking supply and charges, can be one of the most useful tools available to the Council in helping achieve these goals.

Energy Change and Opportunity Strategy

The Energy Change and Opportunity Strategy 2011-2020 sets out how Wiltshire as a council and a community can take action on climate change.

The UK Climate Change Act 2008 set an ambitious target of a 34% reduction in CO₂ on 1990 levels by 2020 and a reduction of 80% by 2050. However, while CO₂ emissions went down by 2.1% in the south west between 2005 and 2007, in Wiltshire they actually went up by 3.1%.

It is estimated nationally that 40% of an average UK citizen's contribution to CO₂ comes from transport with almost three quarters attributable to car use. Overall, transport accounts for 28% of Wiltshire's total CO₂ emissions. The Energy, Change and Opportunity Strategy therefore promotes measures which will decrease individual car use.

Air Quality

The 2011 Air Quality Progress Report summarises the current situation relating to air quality in Wiltshire. There are seven Air Quality Management Areas (AQMAs) within Wiltshire which have been declared because of exceedances of the annual mean objective for nitrogen dioxide. These are in:

- Westbury, centred on Haynes Road and Warminster Road.
- Bradford on Avon, centred on Masons Lane.
- Devizes, at Shanes Castle.
- Marlborough, centred on Herd Street and Barn Street
- Salisbury city centre, within the Churchill Way ring road
- Wilton Road, Salisbury between the Old Manor Hospital site and St Pauls roundabout
- London Road between the allotment railway tunnel and St Marks roundabout.

The AQMA at Bradford on Avon has also been declared in respect of the annual mean objective for fine particulates (PM10).

Road traffic accounts for the main source of atmospheric emissions across Wiltshire, and accounts for all the AQMAs declared. It is therefore likely that parking management measures will need to form part of the Air Quality Action Plans that will need to be reviewed and/or developed to deal with the identified exceedances.

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139. **Countywide Analysis of the Impact of Car Parking Charges**

Public Participation

Mr Phil Matthews addressed Cabinet on this item.

The Leader explained that the report presented was a factual account with supporting evidence providing a Countywide analysis of the impact of car parking charges. This together with any other evidence submitted by city/town/parish councils and through the scrutiny process would be used to enable Council to consider the matter fully at its meeting on 8 November 2011.

Cllr Dick Tonge, Cabinet Member for Highways and Transport presented a report which examined the link between introduction of Wiltshire's new car parking strategy and charges with car parking usage in the context of the current economic climate.

It was noted that the evidence in the report included the following:

- National and local economic data
- Retail trends data
- Research and studies showing the relationship between parking and market towns
- Car park usage and income data
- Evidence from other authorities
- Other strategies and plans.

The report provided the following key conclusions:

- (i) The findings of wider research are that it is what a town or City has to offer is the primary factor affecting economic health and not parking charges.
- (ii) Parking ticket sales were already in decline before the introduction of the new parking charges in April 2011. Neighbouring local authorities are also reporting a decline in car park usage and/or an income shortfall.
- (iii) A large number of local authorities have either brought in increased parking charges or are considering such a move. A few have reduced their charges with limited and mixed results.
- (iv) National economic evidence shows that Britain is currently suffering from a period of slow growth, low consumer confidence and squeezed household disposable incomes. The rise of out-of-town shopping centres, large chain stores, supermarkets and the internet have also significantly impacted on the UK's high street.
- (v) There are signs that some of Wiltshire's towns are bucking the national trend.
- (vi) Parking charges provide essential Council income to support other services such as local buses and, as a demand management measure, can help the Council and its partners meet CO₂ and air quality targets.

Overall, it was considered that if parking charges were broadly appropriate, then the main factors affecting market towns were:

- wider economic factors (e.g. consumer confidence);

- societal trends (e.g. supermarket and internet shopping); and
- the actual offer a town makes.

The first of these factors was largely international in its origin and scope. The second was largely national. The third was local and was being addressed by the Council in the County's largest towns through the Vision programmes.

Cllr Tonge responded to questions and confirmed that he was seeking feedback from interested parties which together with feedback from the Environmental Select Committee's meeting on 1 November would be incorporated into a report to Council on 8 November 2011. Concern was expressed over the timescale available to provide feedback in time for consideration by the Select Committee and the timescale to in turn provide the views of the Select Committee to Council a week later due to the timing of the Select Committee.

It was noted that as previously offered by the Leader, assistance from the Council's Economic Development unit was available to towns that requested it. In this connection, Cllr John Noeken, Cabinet member for Resources explained that Amesbury had taken up this offer of assistance which had proved extremely helpful.

Cllr Tonge put forward a number of proposals which were agreed by Cabinet as detailed in the resolutions below.

Resolved:

That Cabinet:

- (a) notes the findings of the countrywide analysis of the impact of the current car parking charges as presented in the report presented;**
- (b) implements an additional free hour on any parking ticket purchased on 19th, 20th, 21st, 22nd, 23rd and 24th of December 2011 using a token printed in the next Wiltshire magazine, the only exception would be on street parking in Salisbury;**
- (c) extends the £50 service permits to cover registered charities. To be used for loading/ unloading and peripatetic staff working with vulnerable people, but not for employees;**
- (d) makes changes to apply a single restriction to all off street parking areas that allows all day parking when a blue badge is displayed. Immediately restrict enforcement strictly to non displayed blue badge contraventions until all applicable off street parking orders are amended in due course to reflect the new restrictions and**

Reason for Decisions

At its meeting on 12 July 2011, Council requested a full report on the car parking charges on a Countywide basis be presented to the next meeting of Council on 8 November 2011.

West

Bradford On Avon Income

	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	End of Year	Total Income	First 6 months total
Total	9,752	11,321	12,905	12,843	11,455	11,647	11,172	10,638	9,248	8,700	7,944	14,903	-484	-133,014	£69,924
Short Stay	8,192	9,510	10,840	10,788	9,622	9,784	9,385	8,936	7,769	7,308	6,673	12,519	-407	-111,732	
Long Stay	1,560	1,811	2,065	2,055	1,833	1,864	1,788	1,702	1,480	1,392	1,271	2,385	-78	-21,282	
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	End of Year	Total Income	First 6 months total
Income	11,986	18,959	19,072	19,763	22,526	19,551								111,857	£111,857
Short Stay	11,267	17,822	17,928	18,577	21,174	18,378								105,146	
Long Stay	719	1,138	1,144	1,186	1,352	1,173								6,711	

Bradford on Avon Ticket Sales

	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total	
Total														
Short Stay														
Long Stay														
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total	
Total				19893	22338	19696							61927	61,927
Income	£11,986.00	£18,959.00	£19,072.00	£19,763.00	£22,526.00	£19,551.00							111857	
1 Hour				9614	10141	10000							29755	
2 Hour				5533	6541	5546							17620	
3 Hour				2769	3425	2422							8616	
Short Stay				17,916	20,107	17,968							55991	
Long Stay				1,977	2,231	1,728							5936	

Melksham

	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	End of Year	Total Income	First 6 months total
Total	5,467	6,404	6,317	6,589	5,347	5,936	6,585	6,338	7,040	5,535	5,642	8,158	551	75,909	£36,060
Short Stay	5,358	6,276	6,190	6,457	5,240	5,817	6,453	6,211	6,899	5,425	5,530	7,995	540	74,391	
Long Stay	109	128	126	132	107	119	132	127	141	111	113	163	11	1,518	
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	End of Year	Total Income	First 6 months total
Total	6,650	9,641	9,438	8,621	11,634	9,307								55,290	£55,290
Short Stay	6,517	9,448	9,249	8,448	11,401	9,120								54,184	
Long Stay	133	193	189	172	233	186								1,106	

Melksham Ticket Sales

	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total	
Total														
Short Stay														
Long Stay														
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total	
Total				19183	17845	17641							54,669	54,669
Income	6650	9641	9249	8621	11634	9307							55,102	
1 Hour				15555	14360	14315							44,230	
2 Hour				2516	2265	2099							6,880	
3 Hour				706	583	633							1,922	
Short Stay				18,777	17,208	17,047							53,032	
Long Stay				406	637	594							1,637	

Trowbridge

Income															First 6 months total
	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	End of Year	Total Income	
Income	13,678	16,915	19,754	17,964	16,108	15,400	16,782	16,338	16,731	13,989	12,117	19,087	-923	193,939	£99,820
Short Stay	12,721	15,731	18,371	16,707	14,981	14,322	15,608	15,194	15,560	13,009	11,268	17,751	-859	180,364	
Long Stay	957	1,184	1,383	1,257	1,128	1,078	1,175	1,144	1,171	979	848	1,336	-65	13,576	
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	End of Year	Total Income	
Total	12,563	16,402	14,413	15,783	15,061	14,905								89,127	£89,127
Short Stay	12,060	15,746	13,837	15,152	14,459	14,309							0	85,562	
Long Stay	503	656	577	631	602	596							0	3,565	

Trowbridge Ticket Sales

	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total	
Total														
Short Stay														
Long Stay														
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total	
Total				8295	7925	7930							24,150	
Income	12563	16402	14413	15783	15061	14905							89,127	
1 Hour				4969	4849	4593							14,411	
2 Hour				2013	1933	1957							5,903	
3 Hour				458	470	504							1,432	
Short Stay				7,440	7,252	7,054							21,746	
Long Stay				855	673	876							2,404	

Warminster

Income															first 6 months total
	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	End of Year	Total Income	
Total	2,244	2,636	3,087	3,095	4,837	4,046	4,642	4,720	4,875	3,596	3,619	5,850	0	47,246	£19,944
Short Stay	1,391	1,634	1,914	1,919	2,999	2,508	2,878	2,926	3,022	2,230	2,244	3,627	0	29,293	
Long Stay	718	843	988	990	1,548	1,295	1,485	1,510	1,560	1,151	1,158	1,872	0	15,119	
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	End of Year	Total Income	
Total	4,036	12,312	9,685	12,782	8,425	10,268								57,508	£57,508
Short Stay	3,632	11,081	8,717	11,503	7,583	9,241								51,757	
Long Stay	404	1,231	969	1,278	843	1,027								5,751	

Warminster Ticket Sales

	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total	
Total														
Short Stay														
Long Stay														
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total	
Total				17402	15618	17833							50,853	50,853
Income	4036	12312	9685	12782	8425	10268							57,508	
1 Hour				13096	11887	13557							38,540	
2 Hour				3084	2749	3033							8,866	
3 Hour				776	656	761							2,193	
Short Stay				16,956	15,292	17,351							49,599	
Long Stay				446	326	482							1,254	

Westbury

Income															
	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	End of Year	Total Income	First 6 months total
Total	1,729	1,918	2,368	2,229	3,867	2,528	2,954	2,833	2,773	2,245	2,514	3,992	0	31,949	£14,638
Short Stay	1,072	1,189	1,468	1,382	2,398	1,567	1,831	1,757	1,719	1,392	1,559	2,475	0	19,808	
Long Stay	553	614	758	713	1,237	809	945	907	887	718	805	1,277	0	10,224	
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	End of Year	Total Income	
Total	2,731	5,490	4,479	5,793	4,532	5,010								28,035	£28,035
Short Stay	2,458	4,941	4,031	5,214	4,079	4,509								25,232	
Long Stay	273	549	448	579	453	501								2,804	

Westbury Ticket Sales

	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total		
Total															
Short Stay															
Long Stay															
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total		
Total				7118	6710	6905							20,733		20,733
Income	2,731	5,490	4,479	5,793	4,532	5,010							28,035		
1 Hour				5441	5077	5241							15,759		
2 Hour				1072	1036	1067							3,175		
3 Hour				282	293	309							884		
Short Stay				6,795	6,406	6,617							19,818		
Long Stay				323	304	288							915		

North

Caine On/Off Street Tickets Sold

	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Total	Income total	First 6 months total
Total	2,313	2,311	2,479	2,537	2,400	2,552	2,573	2,441	2,425	1,911	2,254	2,574	28,770		
Income	0	23	282	0	4,647	1,341	1,047	863	1,163	580	1,583	896	68	-12,492	
1 hour															
2 hour	1,292	1,306	1,402	1,461	1,399	1,465	1,411	1,286	1,352	1,090	1,264	1,407	16,135		
3 Hour													0		
Short Stay	1,292	1,306	1,402	1,461	1,399	1,465	1,411	1,286	1,352	1,090	1,264	1,407	16,135		
Long Stay	1,021	1,005	1,077	1,076	1,001	1,087	1,162	1,155	1,073	821	990	1,167	12,635		
	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total		
Total	2,243	2,291	2,500	2,625	2,199	2,307	2,368	2,455	1,889	1,945	1,907	2,305	27,034		14165
Income	648	1,233	1,123	746	1,604	710	1,294	1,472	1,280	1,154	877	2,046	196	14,383	£6,064
1 hour															
2 hour	1,297	1,297	1,453	1,630	1,488	1,483	1,573	1,521	1,198	1,229	1,188	1,515	16,872		
3 Hour													0		
Short Stay	1,297	1,297	1,453	1,630	1,488	1,483	1,573	1,521	1,198	1,229	1,188	1,515	16,872	8,648	
Long Stay	946	994	1,047	995	711	824	795	934	691	716	719	790	10,162	5,517	
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total		
Total	1,750	1,593	1,844	1,579	1,654	1,690							10,110		10110
Income	1,040	1,354	1,025	1,543	1,021	720							6,704	6,704	£6,704
1 hour	374	1,070	1,201	1,073	1,180	1,158							6,056		
2 hour	937	330	413	293	314	338							2,625		
3 Hour	35	107	128	105	98	111							584		
Short Stay	1,346	1,507	1,742	1,471	1,592	1,607							9,265	7%	
Long Stay	404	86	102	108	62	83							845	-85%	

Chippenham On/Off Street Tickets Sold

	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Total	Income total	First 6 months total
Total	75,899	76,218	81,278	86,053	76,516	80,119	84,879	80,663	88,997	69,728	72,671	84,380	957,401		
Income	0	0	20,501	0	276,657	75,340	69,124	53,379	77,140	44,018	90,863	59,058	5,421	771,502	
1 hour	42,274	41,872	46,114	47,801	41,232	45,152	45,965	43,613	45,030	37,547	38,962	46,241	521,803		
2 hour	28,102	28,365	29,282	32,115	29,737	29,125	32,278	30,290	37,172	26,797	27,806	31,258	362,327		
3 Hour	537	543	546	574	648	597	636	645	538	511	623	790	7,188		
Short Stay	70,913	70,780	75,942	80,490	71,617	74,874	78,879	74,548	82,740	64,855	67,391	78,289	891,318		
Long Stay	4,986	5,438	5,336	5,563	4,899	5,245	6,000	6,115	6,257	4,873	5,280	6,091	66,083		
	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total		
Total	76,416	77,876	81,156	87,781	72,292	79,805	82,634	81,599	82,551	72,448	72,738	79,233	946,529		475,326
Income	48,577	70,925	66,484	72,490	57,273	59,745	71,312	71,041	80,724	59,293	56,073	93,131	2,868	809,936	£375,494
1 hour	41,136	41,634	44,683	48,795	39,345	45,875	45,682	45,914	43,325	41,442	41,049	45,055	523,935		
2 hour	28,897	29,579	30,235	32,292	27,207	28,018	30,384	29,138	32,992	25,617	25,913	27,452	347,724		
3 Hour	612	587	520	639	637	585	744	685	416	516	575	705	7,221		
Short Stay	70,645	71,800	75,438	81,726	67,189	74,478	76,810	75,737	76,733	67,575	67,537	73,212	878,880	441,276	
Long Stay	5,771	6,076	5,718	6,055	5,103	5,327	5,824	5,862	5,818	4,873	5,201	6,021	67,649	34,050	
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total		
Total	69,249	64,775	66,895	69,134	66,562	66,876	0	0	0	0	0	0	403,491		403,491
Income	63,349	96,539	86,833	79,531	76,654	84,899								487,806	£487,806
1 hour	38,412	34,441	35,758	36,071	34,216	36,077								214,975	
2 hour	26,881	24,725	25,708	27,374	27,149	25,795								157,632	
3 Hour	1,540	3,161	3,128	3,283	3,142	2,825								17,079	
Short Stay	66,833	62,327	64,594	66,728	64,507	64,697								389,686	-12%
Long Stay	2,416	2,448	2,301	2,406	2,055	2,179								13,805	-59%

Corsham On/Off Street Tickets Sold

	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Total	Income total	First 6 months total
Total	25,191	24,744	27,700	28,702	25,239	27,863	28,942	25,500	27,806	21,523	24,577	28,793	316,580		
Income	0	0	2,793	0	34,199	8,790	9,254	6,700	8,727	4,701	11,337	7,072	850	94,422	
1 hour	21,385	20,977	23,337	24,248	21,340	23,347	24,336	21,517	23,107	18,022	20,542	24,027	266,185		
2 hour	2,993	3,011	3,456	3,473	3,121	3,497	3,450	3,099	3,602	2,724	3,068	3,569	39,063		
3 Hour	416	425	492	487	421	502	551	436	576	397	503	598	5,804		
Short stay	24,794	24,413	27,285	28,208	24,882	27,346	28,337	25,052	27,285	21,143	24,113	28,194	311,052		
long stay	397	331	415	494	357	517	605	448	521	380	464	599	5,528		
	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total		
Total	25,800	25,207	26,880	26,745	25,722	26,580	26,938	26,096	24,076	22,943	22,859	26,199	306,045		156,934
Income	5,438	8,463	7,588	7,542	6,783	6,922	8,431	9,258	8,171	7,494	6,660	11,699	592	95,040	£42,734
1 hour	21,601	21,120	22,398	22,032	21,639	22,174	22,482	21,731	19,993	19,092	18,852	21,590	254,704		
2 hour	3,273	3,079	3,422	3,551	3,162	3,241	3,339	3,194	3,107	2,980	3,084	3,499	38,931		
3 Hour	464	498	505	554	449	534	496	504	393	401	438	517	5,753		
Short stay	25,338	24,697	26,325	26,137	25,250	25,949	26,317	25,429	23,493	22,473	22,374	25,606	299,388	153,696	
long stay	462	510	555	608	472	631	621	667	583	470	485	593	6,657	3,238	
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11							Total		
Total	22,083	16,905	17,547	21,865	21,117	21,584								121,101	
Income	7,899	12,828	12,157	9,362	10,157	10,164								62,567	£62,567
1 hour	18,299	13,692	14,293	17,931	17,410	17,705								99,330	
2 hour	2,903	2,282	2,419	2,985	2,961	2,979								16,529	
3 Hour	425	515	475	533	418	501								2,867	
Short stay	21,627	16,489	17,187	21,449	20,789	21,185								118,726	-23%
long stay	456	416	360	416	328	399								2,375	-27%

Malmesbury On/Off Street Tickets Sold

	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Total	Total income	first 6 months total
Total	18,352	18,142	19,538	21,053	18,789	18,804	19,297	17,074	18,012	14,318	16,225	18,921	218,525		
Income	7,899	12,828	12,157	9,362	10,157									52,403	
1 hour	9,732	9,726	10,064	11,162	9,560	10,563	10,548	9,770	10,422	7,813	8,789	10,538	118,687		
2 hour	4,841	4,829	5,235	5,739	5,417	5,317	5,330	4,622	4,986	4,240	4,663	4,938	60,157		
3 Hour	0	0	0	0	0	0	0	0	0	0	0	0	0		
short stay	14,573	14,555	15,299	16,901	14,977	15,880	15,878	14,392	15,408	12,053	13,452	15,476	178,844		
long stay	3,779	3,587	4,239	4,152	3,812	2,924	3,419	2,682	2,604	2,265	2,773	3,445	39,681		
	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total	Total income	first 6 months total
Total	17,725	17,867	18,969	20,310	18,231	18,920	17,940	17,411	16,681	15,924	16,054	20,811	216,843		112,022
Income	8,080	13,245	7,205	8,618	9,289	9,389	11,451	11,629	11,638	10,225	9,634	15,462	646	126,512	£55,827
1 hour	9,368	9,557	9,984	10,581	9,558	10,595	10,214	10,515	10,260	9,466	9,404	10,721	120,223		
2 hour	4,796	4,817	4,987	5,814	5,331	5,573	5,369	4,412	4,266	3,980	4,305	7,385	61,035		
3 Hour	0	0	0	0	0	0	0	0	0	0	0	0	0		
short stay	14,164	14,374	14,971	16,395	14,889	16,168	15,583	14,927	14,526	13,446	13,709	18,106	181,258	90961	
long stay	3,561	3,493	3,998	3,915	3,342	2,752	2,357	2,484	2,155	2,478	2,345	2,705	35,585	21061	
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total	Total income	first 6 months total
Total	16,890	16,688	17,399	18,159	17,354	17,273							103,763		103,763
Income	11,377	16,917	14,285	13,552	13,889	13,212								83,232	£83,232
1 hour	9,966	10,866	11,324	11,682	11,122	11,415							66,375		
2 hour	4,548	4,574	4,798	5,041	4,982	4,897							28,840		
3 Hour	289	441	482	518	457	329							2,516		
short stay	14,803	15,881	16,604	17,241	16,561	16,641							97,731	7%	
long stay	2,087	807	795	918	793	632							6,032	-71%	

Wootton Bassett On/Off Street Tickets Sold

	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Total	Total income	First 6 months total
Total	30,705	31,283	32,042	31,832	27,515	26,934	29,722	28,286	30,538	23,823	26,535	30,472	349,687		
Income	0	0	3,157	0	40,708	9,944	9,338	6,708	9,626	6,031	12,100	7,671		105,828	
1 hour	26,054	26,308	27,180	26,250	22,762	22,752	25,191	23,624	25,429	19,878	22,101	25,558	293,087		
2 hour	3,625	3,864	3,815	3,872	3,339	3,045	3,401	3,228	3,789	2,817	3,171	3,481	41,447		
3 Hour	570	681	603	790	674	639	623	682	721	531	659	694	7,867		
short stay	30,249	30,853	31,598	30,912	26,775	26,436	29,215	27,534	29,939	23,226	25,931	29,733	342,401		
long stay	456	430	444	920	740	498	507	752	599	597	604	739	7,286		
	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total	Total income	First 6 months total
Total	27,515	26,442	25,693	30,755	27,682	28,622	28,844	28,495	28,053	26,322	26,258	28,992	333,673		166,709
Income	6,498	8,644	8,710	8,286	7,125	7,222	8,651	9,374	8,563	8,309	6,744	11,779	759	100,664	£46,485
1 hour	23,351	22,341	21,598	25,835	23,800	24,518	24,696	24,269	23,834	22,500	22,261	24,553	283,556		
2 hour	3,165	3,054	2,917	3,446	2,911	3,081	3,186	3,021	3,220	2,838	2,967	3,246	37,052		
3 Hour	562	554	588	715	493	508	481	530	471	444	501	589	6,436		
short stay	27,078	25,949	25,103	29,996	27,204	28,107	28,363	27,820	27,525	25,782	25,729	28,388	327,044	163,437	
long stay	437	493	590	759	478	515	481	675	528	540	529	604	6,629	3,272	
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total	Total income	First 6 months total
Total	26,921	25,188	26,993	27,761	26,031	25,033							157,927		157,927
Income	8,121	13,104	11,930	10,586	10,727	10,449								64,917	£64,917
1 hour	23,313	21,535	22,945	23,699	22,156	21,490							135,138		
2 hour	2,786	2,605	2,848	2,932	2,737	2,643							16,551		
3 Hour	472	696	734	682	730	579							3,893		
short stay	26,571	24,836	26,527	27,313	25,623	24,712							155,582	-5%	
long stay	350	352	466	448	408	321							2,345	-28%	

East

Devizes On/Off Street Tickets Sold

	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Total	Total income	first 6 months total
Total	45,037	22,554	45,227	50,512	44,110	36,914	46,158	43,227	49,015	36,314	39,176	46,097	504,341		
Income	4,699	2,240	75,519	0	107,908	54,883	35,827	43,090	50,221	37,821	36,202	38,427	10,078	496,913	
1 hour	24,669	12,489	25,311	27,986	23,941	19,379	24,444	23,050	26,063	19,784	20,668	24,529	272,313		
2 hour	12,357	6,139	12,047	13,825	12,537	10,000	13,073	11,782	14,827	10,183	11,134	12,590	140,494		
3 Hour	3,184	1,430	2,814	3,330	3,173	2,642	3,348	2,966	3,486	2,476	3,028	3,216	35,093		
short stay	40,210	20,058	40,172	45,141	39,651	32,021	40,865	37,798	44,376	32,443	34,830	40,335	447,900		
long stay	4,827	2,496	5,055	5,371	4,459	4,893	5,293	5,429	4,639	3,871	4,346	5,762	56,441		
	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total		
Total	24,205	41,277	42,489	45,630	45,146	44,296	44,648	43,927	44,375	35,844	39,217	39,600	490,654		243,043
Income	36,421	33,346	38,866	52,889	45,527	37,314	43,146	43,298	45,757	36,061	34,120	54,064	1,831	502,639	£244,362
1 hour	12,806	22,342	23,277	25,348	25,397	25,366	25,411	24,663	25,226	20,249	21,954	21,818	273,857		
2 hour	6,887	11,286	11,399	11,776	11,698	10,832	11,133	10,747	11,787	9,156	9,928	9,869	126,498		
3 Hour	1,677	2,875	2,816	3,608	3,781	3,485	3,552	3,340	3,536	2,746	3,334	3,294	38,044		
short stay	21,370	36,503	37,492	40,732	40,876	39,683	40,096	38,750	40,549	32,151	35,216	34,981	438,399	216,656	
long stay	2,835	4,774	4,997	4,898	4,270	4,613	4,552	5,177	3,826	3,693	4,001	4,619	52,255	26,387	
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total		
Total	25,102	40,519	38,708	35,361	35,191	44,379							219,260		219,260
Income	34,029	41,666	40,533	40,039	39,235	43,352								238,854	£238,854
1 hour	13,316	23,749	22,208	20,090	20,107	25,512							124,982		
2 hour	6,395	10,041	10,047	8,966	9,133	11,246							55,828		
3 Hour	2,471	3,285	3,309	3,103	3,080	3,815							19,063		
short stay	22,182	37,075	35,564	32,159	32,320	40,573							199,873	-8%	
long stay	2,920	3,444	3,144	3,202	2,871	3,806							19,387	-27%	

Marlborough On/Off Street Tickets Sold

	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Total	Total income	First 6 months total
Total	45,650	27,201	46,800	52,405	46,566	47,785	49,249	41,732	49,902	35,949	39,286	46,878	529,403		
Income	7,215	1,078	85,757	0	132,627	65,382	43,118	50,210	59,116	44,614	40,300	44,393	2,309	-576,118	
1 hour	23,587	14,298	25,078	27,591	23,236	25,135	24,813	23,125	24,467	18,530	19,615	23,832	273,307		
2 hour	16,775	9,796	16,436	18,895	17,853	17,261	18,171	12,995	19,410	13,261	14,672	17,348	192,873		
3 Hour	2,789	1,622	2,637	3,041	3,013	2,780	3,266	2,772	3,174	2,094	2,465	2,861	32,514		
short stay	43,151	25,716	44,151	49,527	44,102	45,176	46,250	38,892	47,051	33,885	36,752	44,041	498,694		
long stay	2,499	1,485	2,649	2,878	2,464	2,609	2,999	2,840	2,851	2,064	2,534	2,837	30,709		
	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total		
Total	43,146	41,896	45,419	48,667	42,548	42,166	42,470	42,085	36,741	33,370	38,321	42,605	499,434		263,842
Income	41,779	38,595	44,336	64,559	54,445	41,901	48,429	47,376	52,596	43,723	42,715	67,633	18,836	606,922	£285,615
1 hour	21,086	20,689	23,226	24,905	21,308	21,616	21,361	21,514	18,077	17,005	19,529	21,449	251,765		
2 hour	16,702	15,906	16,771	17,505	15,994	15,487	15,214	14,923	13,882	11,803	13,577	15,254	183,018		
3 Hour	2,734	2,640	2,645	3,229	2,867	2,671	3,190	2,817	2,514	2,215	2,623	2,942	33,087		
short stay	40,522	39,235	42,642	45,639	40,169	39,774	39,765	39,254	34,473	31,023	35,729	39,645	467,870	247,981	
long stay	2,624	2,661	2,777	3,028	2,379	2,392	2,705	2,831	2,268	2,347	2,592	2,960	31,564	15,861	
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total		
Total	39,886	38,783	41,257	43,144	43,654	41,319							248,043		248,043
Income	37,802	51,492	54,167	52,092	47,800	31,910								275,263	£275,263
1 hour	19,581	20,019	21,282	22,336	21,567	21,200							125,985		
2 hour	14,892	13,630	14,532	15,516	16,284	14,581							89,435		
3 Hour	2,871	2,643	2,839	2,807	3,217	2,846							17,223		
short stay	37,344	36,292	38,653	40,659	41,068	38,627							232,643	-6%	
long stay	2,542	2,491	2,604	2,485	2,586	2,692							15,400	-3%	

South

Amesbury On/Off Street Tickets Sold

	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Total	total income	First 6 months total
Total													0		
	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total		
Total													0		
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total		
Total	2,290	4,593	4,712	4,738	4,727	4,120							25,180		25,180
Income	791	3,054	2,999	2,825	2,862	2,856								15,386	£15,386
1 hour	1,652	3,101	3,188	3,236	3,100	2,734							17,011		
2 hour	473	1,054	1,117	1,050	1,093	976							5,763		
3 Hour	125	318	255	314	384	292							1,688		
Short stay	2,250	4,473	4,560	4,600	4,577	4,002							24,462		
Long Stay	40	120	152	138	150	118							718		

Salisbury On/Off Street Tickets Sold

	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09	Oct-09	Nov-09	Dec-09	Jan-10	Feb-10	Mar-10	Total	Total	First 6 months total
Total	151,089	156,428	153,732	170,504	159,784	164,827	188,849	164,801	184,775	141,246	141,620	171,141	1,948,796		
Income	15,112	15,266	27,917	671	1,309,926	249,366	333,766	279,223	345,474	210,111	259,178	250,280	37,799	3,334,088	
15 Minutes	5,703	5,210	5,566	5,837	5,765	6,692	7,398	5,721	4,868	5,161	5,372	7,382	70,675		
30 Minutes	9,444	9,168	9,687	9,778	9,486	11,185	11,502	9,917	8,707	8,664	9,082	11,167	117,787		
45 Minutes	6,270	6,698	6,200	6,212	6,377	7,210	7,759	6,405	6,770	5,814	5,812	7,701	79,228		
1 hour	49,205	49,730	51,066	56,459	49,881	54,421	59,478	53,980	54,056	44,751	45,344	55,269	623,640		
90 Minutes	751	701	757	936	892	899	793	613	623	492	626	581	8,664		
2 hour	36,809	37,993	36,495	41,979	39,318	38,682	45,243	38,657	47,201	33,058	32,733	38,790	466,958		
3 Hour	15,897	16,414	15,408	17,881	18,103	16,406	20,292	17,060	23,280	14,413	14,478	16,655	206,287		
Short stay	124,079	125,914	125,179	139,082	129,822	135,495	152,465	132,353	145,505	112,353	113,447	137,545	1,573,239		
long stay	27,010	30,514	28,553	31,422	29,962	29,332	36,384	32,448	39,270	28,893	28,173	33,596	375,557		
	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Total		
Total	141,083	151,418	148,229	162,355	155,563	150,438	156,912	146,439	168,032	138,814	130,923	138,441	1,788,647		909,086
Income	227,638	241,083	226,005	304,263	286,143	277,970	266,880	266,725	330,135	221,100	204,815	310,581	8,215	3,171,554	£1,563,102
15 Minutes	5,287	5,538	5,814	5,737	5,865	6,370	6,274	6,067	4,676	5,184	4,989	5,893	67,694		
30 Minutes	8,965	9,511	9,661	10,402	9,686	10,424	9,859	9,281	8,734	9,170	9,495	8,822	114,010		
45 Minutes	5,590	6,009	6,317	6,818	6,611	6,851	7,137	6,462	6,733	6,198	5,961	7,025	77,712		
1 hour	44,876	48,699	49,510	59,308	55,923	55,940	56,104	52,419	56,247	49,966	47,174	50,293	626,459		
90 Minutes	746	684	718	644	474	440	331	282	450	321	310	186	5,586		
2 hour	33,330	35,951	34,831	31,012	28,851	26,888	28,133	25,411	33,377	24,670	22,885	24,273	349,612		
3 Hour	14,969	15,239	14,346	18,464	18,982	16,330	18,484	16,929	23,945	15,423	14,527	14,958	202,596		
Short stay	113,763	121,631	121,197	132,385	126,392	123,243	126,322	116,851	134,162	110,932	105,341	111,450	1,443,669	738,611	
long stay	27,320	29,787	27,032	29,970	29,171	27,195	30,590	29,588	33,870	27,882	25,582	26,991	344,978	170,475	
	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-12	Total		
Total	124,898	112,721	117,507	123,160	133,298	111,621							723,205		723,205
Income	195,684	257,116	245,099	262,074	242,472	275,086								1,477,530	£1,477,530
15 Minutes	5,223	5,213	6,535	6,645	6,416	6,918							36,950		
30 Minutes	8,861	8,948	11,000	11,047	10,712	11,191							61,759		
45 Minutes	5,574	4,507	5,494	5,890	5,639	2,074							29,178		
1 hour	29,908	5,842	7,526	7,813	8,827	19,657							79,573		
90 Minutes	363	347	473	506	538	443							2,670		
2 hour	40,664	58,308	58,387	60,322	67,926	43,926							329,533		
3 Hour	14,449	11,529	11,521	11,986	14,004	10,147							73,636		
Short stay	105,042	94,694	100,936	104,209	114,062	94,356							613,299	-17%	
long stay	19,856	18,027	16,571	18,951	19,236	17,265							109,906	-36%	

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Environment Select Committee
Rolling Work Plan from November 2011

SUBJECTS	COMMITTEE/ TASK GROUP	NEXT DATE TO O & S COMMITTEE	SPECIFIC ISSUES FOR DISCUSSION	REPORT AUTHOR	CABINET MEMBER/ PORTFOLIO HOLDER
Procurement & Commissioning (Standing)	Task Group	Ongoing	To provide an update following agreement by all select committees on the formation of a single Task Group that reports directly to the Organisation & Resources Select Committee.	Variable	Cllr John Noeken
Housing Commissioning Board	Committee	November 2011 Ongoing	To receive an update on the work of the Board where available (to include an update in November in relation to the landlord service).	Cllr Ian McLennan	Cllr John Thomson
Real Time Passenger Information (RTPI)	Committee	March 2012	To receive an update report on the GPRS system in 18 months to provide clarity on the effectiveness of the new system (as agreed at the September 2010 Select Committee)	Liz Douglas	Cllr Dick Tonge
Community Infrastructure Levy	Committee	March 2012?	To monitor implementation of the CIL	Georgina Clampitt-Dix	Cllr Toby Sturgis
Climate Change Adaptation Plan	Committee	tbc	To receive details once available.	Ariane Crampton	Cllr Toby Sturgis
Low Carbon Transition Plan	Committee	tbc	To receive details once available.	Ariane Crampton	Cllr Toby Sturgis
Renewable Energy Plan	Committee	tbc	To receive details once available.	Ariane Crampton	Cllr Toby Sturgis
Leisure Centres	Committee	tbc	To monitor.	Ceri Williams	Cllr Stuart Wheeler
Draft Wiltshire Core Strategy	Committee	tbc	To receive details of the draft Strategy.	Alistair Cunningham	Cllr Fleur de Rhe-Philippe

Draft Cabinet Forward Work Plan
November 2011 – February 2011

Items that may be of interest to the
Environment Select Committee

SUBJECTS	DATE TO CABINET	SPECIFIC ISSUES FOR DISCUSSION	RESPONSIBLE CABINET MEMBER	OFFICER CONTACT
Update on Performance	13 September 2011 15 November 2011	To inform Cabinet about progress against the Council's priorities, including those in the Local Agreement for Wiltshire	Cllr John Brady	Sharon Britton
Budget Monitoring	15 November 2011 13 December 2011	To receive a regular update on the revenue budget.	Cllr John Brady	Michael Hudson
Highways and Amenities Consultancy and Works Contract	15 Nov 2011	To consider the future contracts in connection with the highways and amenities service	Cllr Dick Tonge	Peter Binley
Local Development Framework - Timetable	15 Nov 2011	To receive a progress report and agree a timetable for the consideration of strategies under the Local Development Framework.	Cllr Fleur de Rhe-Philipe	Alistair Cunningham
Air Quality Strategy for Wiltshire	13 Dec 2011	To adopt the Air Quality Strategy for Wiltshire	Cllr Keith Humphries	Gary Tomsett
Aggregate Minerals Site Allocations DPD - Proposals for Draft DPD	13 Dec 2011	To seek approval to consult on a draft DPD in September 2011 and, where necessary, notify central government of the need for a reduced sand and gravel provision rate.	Cllr Fleur de Rhe-Philipe	Alistair Cunningham

SUBJECTS	DATE TO CABINET	SPECIFIC ISSUES FOR DISCUSSION	RESPONSIBLE CABINET MEMBER	OFFICER CONTACT
Wiltshire & Swindon Waste Site Allocations DPD - Proposed Submission Arrangements	13 Dec 2011	 <p>To present the submission draft Wiltshire and Swindon Waste Site Allocations DPD for Cabinet approval and to request that the resolution of Cabinet be presented to the February Council meeting for formal approval prior to submitting the Waste Site Allocations DPD for independent examination.</p>	Cllr Fleur de Rhe-Philippe	Alistair Cunningham
Quality of Life Survey Results	17 Jan 2012	To provide the results and findings of the Wiltshire household survey to Cabinet	Cllr Keith Humphries	Maggie Rae

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