

## **Appendix 8 Workshop Summaries**

**South Wiltshire Car Parking Workshop  
18<sup>th</sup> November 2014**

**Meeting Summary**

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**1. Attendees**

- Salisbury COGS
- Salisbury City Council
- Salisbury Chamber of Commerce
- Salisbury Walking Forum
- Salisbury BID
- Salisbury Federation of Small Businesses
- Stonehenge Chamber of Trade
- Town and Parish Councils
- Wiltshire Council Area Boards + CAT G
- Wilton Chamber of Commerce
- Wessex Community Action

**2. Workshop discussion notes (summary of discussions)**

**Amesbury area**

- Any changes to prices or ticket schemes/offer on the car parks in Amesbury, need to take account of the £8.50 weekly ticket available at the private car park on the old bus station site
- Key roads that the town council especially would like to see free of parking (displaced to the car parks) are The Drove, Cold Harbour, Kitchener Rd
- There is a need for schools to ensure that the parents are not parking in the 1 hr free parking bays in the central car park as all should have car park permits
- Wiltshire Council staff car park permits have an impact on parking capacity in the town
- Would like an ANPR camera for the two car parks and for the 1hr on road parking bays
- The new ALDI car park should assist the short term shopper/visitor
- There is a need to improve bus links for the villagers to come from outlying villages into Amesbury to improve the local economy
- Rat running (especially as a consequence of the closure of the A344) is another detrimental factor on Amesbury town centre (and other surrounding villages)
- The Town Council may be interested in community asset transfer negotiations to take ownership of both car parks.
- For other villages, the school run is a key issue re parking - detrimental to the residential amenity, the highway safety of children and families, and negative for schools themselves – the Amesbury CATG has been focusing on this issue.

## Salisbury

- A potential new £9 day charge is too high, especially as P&R (Park and Ride) is not convenient in terms of operating hours. Car parking charges are a major issue in the City and the £9 charge has become a totem for opponents and anti-council sentiment.
- Many people are employed in non-retail jobs in the City (many on low pay rates), but the issue always comes down to retail and shops. Shopping is not the only issue in Salisbury. Most employees do not work in retail. Retail have a disproportionate voice in this. What about Doctors, schools, businesses, banks etc.
- Park and ride needs to be sorted out once and for all to get it working for the City. The following would help - more flexibility, link into service bus routes after normal hours, much better promotion, incentives, taster tickets, free days, and innovation around income generation.
- If we can half enforcement costs, that pays for P&R, we either do something radical or we have to put up with high prices. Let's face it retailers will always want parking right next to their cash till. Reduce costs, reduce prices. It must be a partnership approach.
- The Journal is having a very negative impact on perceptions and presenting a very slanted view of the issue. The park and ride does work well. Maybe we need better marketing, taster sessions, etc. We should be making the most of it and celebrating the fact that we have it.
- Could employers offer discounted season tickets for P&R for employees – if the service was extended, maybe through a 50/50 pay contribution?
- Was historical data was used in the review? We used to have modelling that allowed us to predict demand levels and elasticity.
- Using a bus/P&R is not perceived as being a safe option, especially in the evenings.
- It's not just about operating times of the P&R, the bus is not quick, and it sits in the congestion. It is not always price, it is the convenience.
- The needs of retailers must be balanced with the needs of other employers and their workforces; they need affordable, convenient, flexible parking.
- Air quality is an issue in the City and more needs to be done to remove traffic and encourage more sustainable transport modes – walking, cycling, car share, buses and trains.
- More capital investment should be made in new technology and alternative enforcement (such as pay on exit barriers) to reduce running costs.
- Focussing on short-stay is not without problems - it encourages car park 'hopping' and encourages people to spend less time in the City. Variable charging with 'pay for what you use' might be an alternative worth pursuing.
- One issue reported from retailers is that everyone is watching the clock to make sure they don't exceed their car parking limit. It is a big issue, people are

minimising the time they spend in the City and that hurts businesses.  
Technology would really help if people just paid for what time they spent.

- Salisbury contributes a high percentage of parking income. Why not look at giving Salisbury a break. The Journal does reflect what a lot of people say.
- Can employers be encouraged to offer employees subsidised parking costs, through P&R vouchers or season tickets?
- Free car parking might be worth trying? Commuters are shoppers too, they spend in the City. This is the approach used throughout the US.
- Free Car parking could lead to car parks being full of commuters and shoppers will be squeezed out and there would be less income to support buses or P&R.
- Wiltshire Council harmonised services across the Board, with the exception of car parking – where Salisbury has higher charges. Salisbury also has higher charges when compared to some of its main competitors.
- There is no point in comparing with Trowbridge, Salisbury is a major tourist destination. Part of what spoils Salisbury is the amount of traffic in the City and the air quality, and the lack of cycling routes and pedestrian areas. There is a need to discourage city centre traffic and encourage vehicles to use the P&R. So Salisbury has to hang on to P&R and get it working better.
- There is a need to work together to change perceptions of P&R. We also need to look at what we do with City car parks. What about pay on exit machines, reduce enforcement costs? Cashless payments may be an approach worth examining. If we can invest capital in technology we might reduce running costs and hit breakeven on P&R.

### **Southern / South Wiltshire areas**

- Salisbury opted out of the AMTi Benchmarking process; therefore there is less data available for Salisbury when compared with other settlements. It would make sense for Salisbury to do the Benchmarking exercise.
- When prices went up overall there was an initial fall. Park & Ride numbers have been steadily increasing, and have now plateaued. There is a clear strategic aim to increase the use of park and rides. Changes to Central car parks, for example the Maltings development will reduce a lot of spaces, so people should be encouraged to use park and ride.
- Can operating hours of park and ride sites be increased to achieve a better fit with staff working patterns?
- Do we know why people choose to park in the centre at a higher price rather than use park and ride? How can we make park and ride more attractive/incentivised?
- There is no room for bus lanes in Salisbury which impacts on the efficiency of park and ride. Could a monorail be a solution?
- Parking not harmonised/in line with other towns in Wiltshire.
- Salisbury is more unique than others areas in Wiltshire. Many people come to Salisbury for tourism; shopping etc. other areas in Wiltshire don't get similar visitor numbers.

- All evidence points to same thing; parking can affect town centre's viability but it is not the only thing. There are many other factors, for example how long it takes to get there, the retail offering, deprived/buoyant areas etc.
- Research shows if there is less than 15% availability then this impacts on decisions as people may not go for fear of not getting space.
- Many people come into Salisbury to do banking, collect something etc. They don't all necessarily need to be there longer than an hour. Cheaper options below 1 hour could be looked into.
- Salisbury's museum trustees are concerned that tourists are impeded. They are concerned that the way Salisbury is developing is putting tourists off even though Salisbury is getting good reviews.
- If a charge is introduced in evenings; cinemas, museums etc. could rebate part of the ticket.
- An issue exists regarding new technology as many older people don't have a smart phone.
- Salisbury requires better signage for parking. Visitors don't always know where short stay/long stay is. Central is long stay, however still charges for one hour etc.
- Half of spaces taken up in Wilton shopping village car park are used by residents, families, and people getting buses into Salisbury.
- It doesn't seem to make sense to build on central car parking spaces in Salisbury.
- It is essential that there is enough affordable parking in the city centre to ensure tourists can park.
- The Salisbury economy is very dependent on people coming in and visiting the city centre.
- The museum trustees are hoping that longer stays by tourists at Stonehenge will bring more people to Salisbury, as they won't have time to get to Bath.
- Can Central Long Stay be made only long stay instead of offering both short and long stay options?
- Paying for exactly how long you park should be explored. What people get fed up with is having to pay for 4 hours when you are only there for just over 2.
- Railway parking in Salisbury needs to be sorted out. Can the Council engage with SW Trains and Network Rail regarding parking at the station?

### 3. Flip chart post it notes content

## Questions

- What % of park and ride are actually bus pass holders?
- Why are the management costs in Amesbury Central Car Park so high in 11/12 and 12/13?
- What are the all-day ticket sales for Amesbury Car Parks?
- How about charging concessions fares - £1.00
- Is it one hour free or first hour? Hopefully the latter
- Tourism needs to be considered more in strategy, especially in relation to Salisbury
- If 1 hour free is introduced will this move the peak demand?
- How can we make park and ride more appropriate for users?
- Why do people choose to park in town for more cost rather than use park and ride?

## Concerns

- Park and ride hours of operation do not fit with working patterns
- Reduction in parking charges will increase traffic circulation and air quality
- Keep half hour parking
- Can parking near the station be expanded?
- Paying for the actual time you use would be a good option
- Rural transport is important
- Army rebasing implications on car parks

# Ideas

## Salisbury

- To be able to generate income add greater controls to where people can park, also encourage car share, and incentivise car parks
- Regarding free parking, issue every home a parking permit for 2 hours free parking per day – levy charges for this on Council Tax e.g. £120/annum for band D
- Make spaces at Culver Street easier to park (e.g. 2 between columns)
- Central car park – have long stay at each end so people use ring road and don't congest town.
- Increase Park and Ride operating hours and reduce long stay spaces in the city centre
- Increase permit provision to encourage younger people to use park and ride
- Have more facilities at park and ride sites e.g. lockers for shoppers, car wash facilities etc.
- Make the short stay prices more expensive in the long stay car parks
- Express stops for P&R buses enroute to city so the service can be used by city residents
- Enforce planning conditions e.g. re parking at Waitrose Churchill Way. This is being used extensively by city centre visitors / shoppers who are not using Waitrose at all.
- Review planning permissions of park and rides
- Improve marketing of park and ride
- Use bid money to incentivise workers to use park and ride to pay for extra hours
- Could a monorail system be a solution in Salisbury?

## Amesbury

- Impose a max 3 hour parking on residential roads between 9-5 to stop on road parking
- Change central car park to a maximum 4 hour stay

- Incentivise long stay permits especially in Church Street. Car parking in residential roads needs addressing
- Improve toilets in central car park – could attract greater usage of the car park.
- On street parking for one hour reduced to ½ hour. (to help increase churn and displace cars to central car park)
- Make season ticket price more flexible, appealing and accessible on the machine in Church Street car park.
- Publicise what good value it is to park in Amesbury and how accessible it is.

## General

- Pay by the minute
- Short term parking is necessary in towns. Any element of free parking would be well received.
- Parking rebate scheme for museums, shops etc.
- Improved enforcement
- Better signage so people know how long short stay is (e.g. 3 hours only)
- Better signage including definition of short stay and long stay
- Should concessionary parking be a small chargeable amount rather than free
- Publicity and perception of parking needs to be more positive – lots of negative press articles damaging perception
- Car parking redemption scheme with retailers



**Meeting Summary**

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**4. Attendees**

- Town and Parish Councils
- Devizes CAP
- Sainsbury's Devizes
- Trust For Devizes
- Devizes Chamber of Commerce
- Devizes Car Parking Group
- Pewsey CAP
- Wiltshire Council Area Boards + CAT G

**5. Workshop discussion notes (summary of discussions)**

**Devizes area**

- There is a great deal to see and do in Devizes and the immediate surrounding area, and sometimes you need more than 3 hours in the town. Therefore should short stay car parks be 4 hours max stay instead of 3? In addition could the prices for 3 and 4 hours be decreased to encourage dwell time in the town?
- Can Wiltshire Council make the long stay prices in Station Road cheaper to encourage usage? The £4.50 all day option proposed is unlikely to be cheap enough to encourage behaviour changes. As Station Road car park is so close to the town in particular the Market Place, the car park could be divided in two, with one zone for short stay and one for long stay. Station Road car park is poorly maintained and is perceived as being unsafe at night – can this be addressed?
- It was proposed that some of the larger car parks could be changed to pay on foot – Devizes Central, and possibly West Central.
- Not everyone owns a smart phone, the different ways of paying parking charges need to be publicised. Cashless parking may not be attractive to tourists.
- Variable parking would be very difficult to enforce and may deter tourists and visitors.
- Parking (flat rate) could be introduced on Sundays to offset/decrease tariff charges on other days.
- The Market Place should retain the 30 minutes free parking.
- Season tickets need to be more actively promoted to encourage usage. However season tickets may not suit people who work part time? Could the Council investigate having different season ticket options for shorter stays?
- Scratch cards or Oyster cards could be looked at as an alternative payment method

- Wiltshire Council should look into limiting parking on areas that are not currently enforced where cars are clogging up roads. Can these areas be limited to 3 hours parking only (e.g. Commercial Road, Nursteed Road)?
- Can more recent air quality figures for Devizes be issued?
- West Central Car Parking should be short stay only not long stay as it is so close to the town centre. Long stay parking should be encouraged and incentivised at Station Road Car Park.
- Devizes Museum may be interested in a community asset transfer regarding Castle Grounds Car Park.
- Couch Lane Car Park is related to the future Wharf Regeneration Plan, therefore it should not be disposed.
- Could underused car parks could be transferred to voluntary groups? Or could voluntary workers be allowed to park for free in underused car parks?
- Parking at the Leisure centre is perceived to being abused by non-leisure centre users – can parking be restricted to 4hours maximum?
- There are concerns that visitors pay for 1 hour parking only, thinking that there is not much to do in Devizes and are reluctant to pay for longer stays.
- Signage to car parks is poor and needs improvement especially in directing traffic to main short and long stay car parks.
- Season tickets are not promoted enough via businesses. They offer a cheap alternative.
- Can coach parking charges be reduced to help encourage tourism?
- There is a need to revisit how people are directed to car parks so that they do not drive through town.
- Bus stops are not recessed which means they cause congestion holding cars up.
- Names of car parks do not reflect what they are called locally and confuses people. Can we use these names or both?

## **Marlborough**

- Workers with low-wage jobs have nowhere to park as car parks are perceived to cost too much, therefore they look for somewhere free and go to residential areas. This blocks householders' drives and other space in residential streets.
- There is not enough capacity in Marlborough's car parks hence the on-street parking issues.
- The Wiltshire Core Strategy is about being anti-car and encouraging use of public transport, but Marlborough has no public transport plus the hills around the town dissuade people, especially the elderly, which Marlborough has plenty of, from walking or cycling into the town centre. The busses there are underused and that is not sustainable.

- There are three types of parker – residents; workers; shoppers/visitors. As residents leave their houses in the morning, the spaces quickly fill up with workers coming into town. There needs to be a free / low cost long stay car park for workers.
- Central Government is putting money into public / sustainable transport. Will this just be about inter-town transport, and not about local services, e.g. using the A303?
- The consultation is all about rules and processes; it is too divisive. It needs to be about enabling the economy. The consultation is about making things too difficult for users and putting too much administration in place. There is virtually no public transport in the Marlborough area, therefore residents need to use their cars. The consultation is simply playing at the edges of a much bigger transportation issue.
- It was felt that this is just about different ways of taking money and amazement was expressed at the costs of the admin of all this. Is there a critical mass to make it viable for the new technology mentioned in the consultation to be economically feasible? It was noted that it would have to work on a county-wide basis to be viable, not town-by-town.
- Charges on a Sunday and overnight were rejected.
- The older population (Marlborough has a higher than average older population) does not have access to technology like smartphones to be able to use them.
- Marlborough is considered very wealthy and attracts people from a wide rural area. If coming into town for shopping or other services becomes too expensive or too unappealing, the town and therefore Wiltshire Council will lose out.
- Planners never allow enough parking for residents or their visitors in new developments.
- Could a new build multi-storey car park be looked into for Marlborough? Through parking charges, it would pay for itself so is a viable investment.
- It was felt that non-strategic areas / towns, like Marlborough, are losing out in terms of investment for all sorts of areas / infrastructure like transport and parking.
- The lack of car spaces mean people drive round looking for spaces which increases air pollution.
- Marlborough is a pleasant town to visit. A solution may be a park and walk system for the town.
- Marlborough needs to be cautious about building above ground and many residents would agree. Could car parks be built underground?
- The Town Council could have land donated to it and borrow the money to build a multi-storey car park; it would be paid back by parking charges.
- Could an odd and even number plate system for allowing cars into town on alternate days work?

- Free parking will not work as workers will just fill the High Street for the whole day. There needs to be charges to move them on and create turnover of shoppers.
- Car parks of the edge of town should be for workers, who then walk into the town centre. Could the rugby club's car park be used for this?
- The Dolmus transport system in Turkey has 12/15 minibuses that use a fixed route through the town. There is a low charge (80p), the vehicles are not too big and using them is very flexible.
- It was raised that cycling is not really viable in Marlborough because of the busy roads, steep hills and too many potholes.
- A second hour free system, especially if linked to a retailers scheme would be more successful
- Foreign visitors are often surprised they have to pay to park and some retailers have sometimes had to pay the fines for guests.
- Air quality needs addressing in the town (Marlborough is one of six towns with poor air quality being monitored).
- Could villages nearby with residents that work or shop in Marlborough put up their precept to help with Marlborough's parking problem?
- Can a scheme be created where workers park (for free or very cheap) and walk in? This would need to be enforced and well publicised to encourage people, especially workers, to park there and walk in.
- Can the town operate its own local buses providing a service locally?
- Suggestions will need modelling to test viability.

### **Pewsey and Tidworth**

- Andover is free after 4pm and free on Sundays. Wiltshire needs to compete.
- It is difficult for workers to find a long stay car parking space in Marlborough. A lack of parking spaces in Marlborough is a common concern.
- Encouraging long stay at Station Road in Devizes is a good idea, providing the pricing is correct.
- Contactless payments should be investigated.
- Additional facilities in car parks could be funded by businesses.
- A summer park and ride may help tourism in Marlborough.
- A lack of coach parking is a concern.
- Cuts in parking should not affect the provision of rural bus services. These bus services need protection.
- Concern over additional costs to customers using MiPermit.

## 6. Flip chart post it notes content

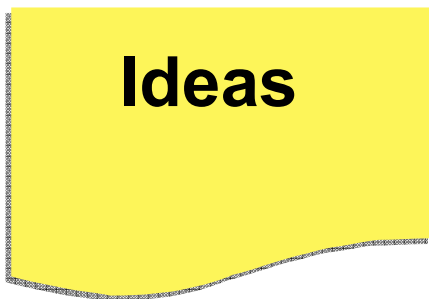
### Questions

- Do we need the DVLA for help with dealing with untaxed vehicles?
- Can we establish a hierarchy of potentially affordable technology? This would help with choices
- Can you buy a permit when you are in the car park – as people don't know the names of the car parks?
- How much revenue does Wiltshire Council make from overpayments?
- Why does Commercial Road need to be so generous with no restrictions?
- Can we be sent recent air quality figures for Devizes?
- What is the income and expenditure specifically for Station Road, Devizes?
- How much does a 100 space multi storey cost?

### Concerns

- The Core Strategy does not recognise that the car is here to stay.
- Fees need to be in round numbers (not £0.55 or £2.10)
- Coach parking in Brown Street could create additional traffic
- Can't get change from machines
- Lack of enforcement on street
- Sheep Street Devizes – could be MiPermit and Church users only
- Station Road's maintenance is lacking
- Car Parks being promoted inappropriately by developers
- Asset transfer – will surplus still be available for supporting bus services

- Cuts in car parking should not affect bus services
- Mobile phone signal a problem in Marlborough using cashless parking
- Concerns over additional costs to customer by using cashless/MiPermit
- Parking congestion in residential streets
- Mobility issues from people using Station Road, Devizes
- Need to improve online facilities as people have problems
- A361 congestion
- Coach parking fees are putting companies off
- Improve signage in Wharf car park for coaches as it isn't accurate
- Directional signage is poor



## Marlborough

- Consider building a new car park on the old gas works site in Kelham Gardens.
- Wiltshire Council asset transfer George Lane car park to Marlborough Town Council, to enable a multi storey car park to be constructed.
- Introduce much smaller buses and more of them (e.g. the Dolmus system in Turkey) running a higher number of routes and providing more flexibility.
- Build more parking capacity to meet the growing demand. The payback time is short enough to warrant investment.
- Marlborough High Street is built on a chalk outcrop – create underground parking beneath the High Street
- Residents parking could offset the cost of providing free second hour
- Increase the precept of parishes as they benefit from our towns
- Putting up all car parking to the same amount giving second hour for free
- Build new car parks
- Uniform car parking charges across town
- Marlborough Leisure Centre should have restricted limit on parking

## Devizes

- Pay on exit from car parks with barriers (Central Devizes, Station Road Devizes)
- Divide Station Road into short term (at the top) and long term (in the rest)
- Reduce/remove coach parking fees
- Improve directional signage for car parks as it's currently not very good.
- Sheep Street to have as Mipermits only or pay on exit.
- Castle Road – Reduce permit holder price (as it is too expensive and empty) but keep as permit holder to help reduce resident parking issues.
- Increase disabled parking in Castle Lane/Road (currently permit only)
- Limit Devizes leisure centre to 2 hours
- West Central car park should be short stay only
- Decrease prices further in Station Road car park to encourage long stay parking

## General

- Smartcard for parking charges either pre-paid or chargeable
- ANPR connected to other services
- Could use different payment options for Long Stay & Short Stay
- Parking available on other Council land e.g. schools
- Free after 4pm
- Better sign posting to say about permits as people don't know they can get them.
- Cashless in demand (busy) car parks (centre), cash in peripheral car parks
- Potential of park and ride for summer season. Working with local businesses etc.
- Area boards to lead on car parking issues and explore solutions (recognise income must be maintained).
- Nominal fee after 6pm for parking
- Can you sell oyster cards for parking
- Promote permits through businesses and transport and air quality groups
- By reducing commuters parking on roads would help reduce congestion with people looking for spaces.
- 'Sell' your cash to someone who needs cash – we moved from the banks to the post office

**North Wiltshire Car Parking Workshop  
2<sup>nd</sup> December 2014**

**Meeting Summary**

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**7. Attendees**

- Town and Parish Councils
- Wiltshire Council Area Boards + CATGs
- Chippenham Chamber of Commerce
- Eagle One (Emery Gate Chippenham)
- Chippenham Campus Operations Board
- Calne Area Transport Group
- Focus on Five Parish Forum
- Older Persons Group Malmesbury
- Waitrose Malmesbury
- Malmesbury Town Team
- Chippenham Borough Lands Charity
- Chippenham BID
- Calne Chamber of Commerce

**8. Workshop discussion notes (summary of discussions)**

**Calne area**

- The car park in Church Street is underutilised as people can park for free at the car park behind Sainsbury's. (This also causes congestion issues in the narrow stretch of Curzon Street as people travelling from the south drive through to get to the free car park).
- It was commented that there is too much car parking space in the town.
- There is a requirement for a resident's parking scheme for The Green/Church Street areas.
- The Community Area is trying to promote the old part of the town as a 'Heritage Quarter' and the Church Street car park is ideally placed to support this. The town wants to attract people to Church Street car park but few people know it is there due to poor signage.
- There are no facilities in the car park for users – facilities would assist in promoting tourism.
- There are no coach parking facilities in the town.
- There is a requirement for improved lighting on pedestrian access to the Church Street car park.

In the short term:

There is a need to implement small scale changes at Church Street car park:

- Signage
- Advertise its existence and how cheap it is.



- Improved lighting on pedestrian accesses to the car park.
- Arrangement of spaces and circulation of traffic.
- Condition of road markings in the car park.

In the long term:

- Once the masterplan is under development, more changes will be needed.

## **Chippenham area**

Issues where parking is a factor

- Employers in the town centre lose good potential candidates
  - Employees choose out of town employers because they don't want to pay for parking every day. Weekly permits (e.g. at £9 per week) may help address this.
- Residential streets are overused for car parking by employees in the town centre and commuters (e.g. Ashfield Road, Tugela Road).
- An increase in vandalism related to workers vehicles parked in residential areas has been observed.
- The current charges discourage shoppers. A policy is needed to encourage people in to shop in Chippenham.
- Two large businesses in Chippenham are considering leaving because of parking issues.
- Should long stay permits be restricted?
  - Spanbourne Avenue and Brakemead could be used exclusively for permit holders.
- There should be no increase in the cost of long stay permits

## Concerns

- Accessibility – The poor circulation of traffic and the road network especially impacts upon Emery Gate & Borough Parade. The entrance to Emery Gate is also very scruffy.
- Change from parking machines is required when purchasing tickets, however it was noted that this would be expensive to implement
- The fundamental issue in Chippenham is lack of car parking spaces
- The Taxi Rank is not fit for purpose as it blocks retail frontages
- Trowbridge has free parking.
- The accuracy of the usage figures for Emery Gate car park was disputed

## Ideas

- Better signage in Chippenham e.g. Electronic boards advising where spaces are shown (Vehicle Management System).
- Could car parks in Chippenham have pay on exit systems? Look at what Great Western Hospital have done on this as an example.
- Chippenham to have one hour free at certain times of day e.g. after 3pm to capture after school trips.
- Demolish the Bridge Centre and use the site for a linear transport park for buses and for a taxi rank, or use for workers car parking.
- Consider different prices for different times (variable pricing).
- Free parking on certain days for special events.
- Eagle One may be interested in taking over Emery Gate Car Park.
- 50p for first hour & £1 for second hour
- Review town centre yellow lines and consider installing parking meters

## Questions

- What is the cost of electronic noticeboards (VMS) to inform people about space availability?
- What happens to the surplus revenue on car parks?
- What is the contribution from Chippenham Car Parks to the bus subsidy?
- Is there any capital available for land acquisition to create a new car park?

## **Corsham area**

### Concerns

- The long stay car park is very underused, partly because it is perceived as being expensive if stays go above a couple of hours. The Town Council would like to receive a breakdown of ticket sales – the income may increase by making long stay much cheaper.
- There is a great deal of on-street parking in Corsham – which is free all day. This results in people not using the car parks.
- 40p for first hour is not popular with local businesses.
- Can Springfield leisure centre be limited to 4 hours max stay as currently people park there all day that do not use the leisure centre.

## Ideas

- Could Wiltshire Council offer weekly tickets as an incentive as current monthly and annual permits are perceived as being too expensive?
- No more than £3 per day would be ideal for a long-stay ticket to encourage usage.
- Corsham could do with better directional signage into the main car park and better maintenance of hedging, etc. to improve its appearance.
- The Town Council would like to create a couple of coach parking spaces in Post Office Lane where the current recycling area is located.
- A very short stay free (15-minute) ticket option or a 30 minute free option would be good to help people who just need to pop into town.
- A proposal was made to have 30 minutes free in Corsham and then a 30 minutes to 2 hours charge of £1/£2 – with no option provided to purchase a 1 hour ticket.
- Could the Council divide the long stay car park into short-stay and long-stay?
- Can Wiltshire Council remove or reduce the charges for Saturday afternoon as it is hardly used at that time – this might encourage more people to shop in Corsham on a Saturday afternoon as it is currently very quiet. Just making it free from 4pm would not achieve much for Corsham
- The Town Council could take on the setting of charges and associated risk of the car parks, providing Wiltshire Council continues to manage (enforce).

## **Malmesbury area**

- The Town Council would like to see further details of car park usage and more information on the mathematical model used.
- The accuracy of the usage figures provided for each car park was disputed.
- The weight of this consultation event and the results of the questionnaire were questioned.
- What is the current incentive to park in the long stay car park?
- The Malmesbury Town Team requested that Station Road car park needs better lighting and the town bus service to run round and visit the car park (to use as a mini park and ride?).
- The incorporation of more frequent electric/small buses to run up and down from Station Road car park into centre of town was proposed (a longer term aspiration). Maybe a step on step off bus (smaller and more frequent than the current service).
- A request to investigate residents parking in adjacent parish (St PMW) for Barley Close and Parliament Close was made.

- The signage to Station Road car park was considered to be very poor. There is a need for visible parking information as you come into the town, e.g. from the top of the High Street and from Cross Hayes car park to Station Road car park. This information needs to be available from the TIC as well.
- The directions from Station Road car park into the town centre need to be clearer (up the steps).
- Better enforcement would bring in more revenue to the council. Further information was requested on the current enforcement policy. People are parking consistently illegally e.g. double parking in High street.
- Could Cross Hayes car park layout could be looked at in a more imaginative way and also have the signage improved. Would it be possible to make Cross Hayes one way through the car park?
- A proposal was made to flatten the library site and make a new car park. Moving the library to the town hall.
- A request was made to implement more of a differential cost between Cross Hayes and Station Road car parks.
- It was raised that the data used as part of this consultation is 2 years old and Dyson have expanded/will be doing so again, and this may impact on parking in the town.
- Would 60p for 1 hour in Cross Hayes allow Station Road to be free? Can Wiltshire Council check whether this would be cost neutral?
- The average bus in Malmesbury only has 2 people on it.
- What is the cost to run a bus per hr?
- Could the Council implement half an hour free parking in the High Street (instead of an hour).
- There is a discrepancy that you can park behind the Market Cross for free for 2 hours.
- A driveway parking scheme in the town to possibly help congestion was proposed.
- Why would we want to make the 1<sup>st</sup> hour free? It would result in a permanent traffic jam.
- Incentives are required to get people to park at certain times of the day. However this may be confusing to certain groups and would need to be clearly presented.
- What is the current issue with current parking arrangements? It isn't a big problem. Most of the time you can find somewhere to park. Is there a need to solve anything? Is it a perception?
- Burnham House car park may already have a residents parking scheme.
- Comments were made on new parking technology and how it may be able to offer incentives working with local Chamber of Commerce.

## **Royal Wootton Bassett and Cricklade area**

- Why is Wiltshire one of the few areas without electric car charging points? Are there any plans for installing points in Royal Wootton Bassett? Will they be available at the Cricklade campus? When the electric bays are empty it's frustrating for other car users.
- Cricklade has free car parks, therefore no income is generated. The car park costs a little to maintain and is currently used by residents who don't have their own parking spaces. The introduction of some charges or parking restrictions (maximum stay) would be helpful.
- Free car parks leave shoppers with nowhere to park so will drive on. Free use also causes poor behaviour from drivers – double parking etc.
- What is the aim of the parking strategy? To subsidise other services? Why should drivers have to pay when the beneficiaries are the businesses those people are visiting? Cost should be shared across all beneficiaries.
- For each area there is a primary purpose so Borough Fields: doctors and shops. So there is an argument that the shops that benefit should pay. However, it was recognised that this would affect small shops and impact on creating viable shopping centres which benefits the whole of the community and helps create a vibrant town centre.
- CIL (Community Infrastructure Levy) should support the cost of maintenance and technology of car parks.
- Supermarkets should be encouraged to refund shoppers parking fees.
- The Town Council may be interested in community asset transfers.
- Wiltshire Council car parks are not well maintained. The lining in car parks is poor. It would be inflammatory to increase parking charges when the Town Council has been asking for repairs.
- There is not much wrong with the current charging schedule.
- What about blue badge users? This is not well publicised and should be positively mentioned in the review from an equalities point of view.
- It would be difficult to introduce cashless systems because some people don't have mobiles or bank accounts.
- Sometimes there's no lighting near the machine to do the over the phone purchases.
- Oyster cards would be good but it is a physical requirement so does this discriminate?
- Season tickets work out at 60-70% of the day ticket price - should Wiltshire Council charge more for season tickets? People use permits rather than use the bus – this should be discouraged. Could business permits allow businesses to use the permit for different members of staff?
- The Town Council would like to know how Wiltshire Council arrived at the proposal to split the car park into 200 short stay and 55 long stay. What was the measure?

- People who want to park all day for free are already occupying those on street locations in residential areas so there aren't many spaces. All the free long-stay car parking is already occupied. This will increase the demand for double yellow lines.
- How are Wiltshire Council going to make it clear to people which is the short stay car park and which is the long stay? Could coloured lining to show the difference?
- There's scope for more simplification of the charging structure rather than all the different bands of charges – 2hr, 4hr and all day.
- There have been a number of calls for coach parking in Royal Wootton Bassett but Borough Fields is the only possible location, however this would take up car parking spaces. Royal Wootton Bassett is on the tourist guide for charity shops – coach loads come in! If the car park is going to be redesigned it is time incorporate coach parking.
- Overnight a lot of the car park isn't used – could local youths use it for skateboarding with a lock up for their equipment?
- Many people want free parking so that they can park in towns rather than go to out of town stores.
- Most Royal Wootton Bassett gripes about parking are about the non-Wiltshire Council car parks. It's very difficult to park in the High Street because of the angle of parking, narrowness, and reversing of cars. Having different sized spaces for large and small cars and charge separately by the size of the vehicle may help.
- Motorcycles don't pay because they can't display a ticket but should. Technologies could help with charging.
- Could you reduce the size of Borough Fields to increase retail and put in out of town car parking and park and ride? It was noted that park and rides will only work with bus lanes.
- Could you put a multi-storey car park on Borough Fields?
- An independent redemption scheme did happen in Sainsbury's but not anymore.
- There is a scheme for free parking permits for local people using a dial card - Good in tourist areas.
- Improvement are required with integrating the working of car parking and cycle paths – people don't cycle to Swindon because it is deemed too dangerous.
- Re-opening rail station would relieve pressure.
- Any surplus should be considered for other methods of sustainable transport as well as buses.
- If the car parks are full how can you increase your shoppers? That's why you need the surplus to go to buses.
- How will we park an increased number of mobility scooters in the town?

## 9. Flip chart post it notes content

# Questions

- What is the cost of 1 hour free parking in Chippenham?
- What is the value of the subsidy of Chippenham bus services?
- More information required on Malmesbury car parks – how many park, for how long, and when. Including revenue and expenditure.
- Could we have coach parking in Royal Wootton Bassett whilst redesigning the car park?
- Could we have coach parking in Cricklade?
- Occupancy figures required for both Royal Wootton Bassett car parks and number of tickets purchased.
- How much does a free day cost in Chippenham?
- How much would it cost to provide one hours free car parking between 3-4pm in Chippenham?
- What is the real parking problem in Malmesbury? Or is there one?
- Should the surplus from parking be spent on improving the traffic network.
- Are there going to be any electric vehicle charging points in car parks in Royal Wootton Bassett?
- How many on street parking bays are there in The High Street in Royal Wootton Bassett.
- Could Emery Gate car park in Chippenham be open a bit later?
- What is the cost of electronic road signs in Chippenham (VMS)?
- What is the value of a first hour free scheme in Malmesbury? Especially for Cross Hayes.
- What is the average cost of running a bus for an hour? So that we can estimate the trade off with car parking charges.
- Where is the mathematical model of what charging changes have what effect? What problem is this trying to solve? Without increasing the spaces available, perhaps it is difficult to see.
- Why should car park users subsidise buses?

- Could we simplify the charging structure for Borough Fields in Royal Wootton Bassett?
- What surplus does Wiltshire Council make on the car parks in Royal Wootton Bassett (and how much is spent on maintenance).
- How much would it cost to have free after 12pm on a Saturday in Corsham?
- How long until the new parking arrangements are in place?
- How has the figures of dividing Borough Fields into long stay and short stay been calculated (Royal Wootton Bassett)?

## Concerns

- In Sadlers Mead Chippenham, will increasing the charge have an adverse effect on Leisure Centre usage? Why not offer car park charge refund at leisure centres receptions as per some local authorities and leisure centres.
- Need facilities in Calne car park to help draw in visitors (e.g. coaches).
- The free parking in Sainsburys Calne in on a 199 year lease.
- Coaches need somewhere to park in Calne, they currently park by the Town Hall.
- Parking bays are unclear in Calne as are circulation arrangements.
- Network congestion causes problems in accessing car parks in Chippenham.
- Very poor maintenance of planted area in long stay in Corsham puts off visitors.
- Demand figures are skewed, disbelief of occupancy in Chippenham.
- Signage into Borough Fields in Royal Wootton Bassett is a problem. AMT (Action for Market Towns) identified that visitors often miss the turning into the car park.
- People don't know how cheap it is to park at Church Street Car Park in Calne.
- The car park in Calne is always empty because it's the only paid car park and no one knows it's there.
- Borough Parade Car Park in Chippenham – not enough disabled permit holder spaces (need at least 4 by the revelation bookshop).
- Compared to competitor towns the price for parking is higher in Chippenham.
- Be aware of the Calne masterplan when making changes to car parks.
- Poor directional signage in Corsham.



- Cashless parking will not work for people without a mobile phone or bank account.
- Improvements to the traffic network (cycle lanes) are not mentioned in documents.
- Why isn't blue badge parking mentioned in the review documents?
- Enforcement must be upgraded in parallel with any new charging proposals.
- People can park all day in Sainsburys Calne for free.
- The data is from 2 years ago. Since then Dyson has expanded and continues to do so.
- Not enough disabled parking at Church Street in Calne.
- From a local parish perspective revenue must be maintained to ensure bus services to the villages.
- Enforcement, particularly at Cross Hayes.
- Calne not focussed on enough.
- Can we have data on ticket sales per hour per car park in Corsham.



## Ideas

### Calne

- Consider introducing permits for residents in Church Street (to help reduce on street parking there)
- Publicise how cheap parking is in Church Street
- Swap the paid car park in Calne with the free car park
- Better signage on the outskirts of town to direct people to the Heritage Car Park (Church Street).
- Improve alleys into car park for pedestrians at night.

### Chippenham

- Convert yellow lines to timed bays to increase on street parking numbers in Chippenham.
- Increase car parking provision substantially in Chippenham
- 50p for first hour in Chippenham

- Share permits for part time workers in Chippenham
- Attract NCP or similar to build a multi storey car park in Chippenham.
- Turn Bath Road in Chippenham into a transport hub – taxi's and buses. Demolish the covered area to open it up.
- Available spaces signage in Chippenham (VMS system).
- Variable pricing to flatten demand in Chippenham.
- Charge on a Sunday in Chippenham (£1 flat rate)
- Demolish Bridge Centre in Chippenham and turn into a car park for workers only.
- ½ hour free in Borough Parade Chippenham so people can pop in for banking.
- Borough Parade entrance needs sorting out – good to have in / out lanes by Burtons shop.
- Explore the potential of park and ride in Chippenham.

#### Corsham

- Joint management of car parks in Corsham with Town Council. Town Council to set charges and take risk/benefits.
- Trial several ideas for say 6 months underwritten by Town Council and see what's best.
- Free or cheap parking after noon.
- Free 30 mins parking then £1 for 2 hours. Don't offer a 1 hour option.
- Flat rate for first 2 hours in short stay.
- Introduce weekly charge for long stay e.g. £10.
- Reduce charges to Long Stay in Corsham to £3.
- Redesign entrance to long stay to make it more prominent
- Provide coach parking in long stay car park – relocate recycling centre.

#### Malmesbury

- Manage excessive parking down Holloway. Dangerous for pedestrians and traffic (yellow lines?).
- Change Burnham Road car park in Malmesbury to residents parking only.
- Station Road parking in Malmesbury – first 1 hour free, price differential to motivate walking and access.
- Incentivise off peak parking periods in Cross Hayes
- Reduce the stay in Market Cross to become the same as High Street – reduce both to 30 minutes.
- Solve the Hyams problem in Cross Hayes Car Park.

- Station Road - Short term parking charges in Station Road reduced to achieve a significant price difference with Cross Hayes.
- Replace library with car park right in the centre. Move the library into the Town Hall – expand if necessary.
- Please consider an extension to residents parking in the streets around Malmesbury.
- Ask for Malmesbury Town Council to produce some answers.
- Why is the Market Cross 2 hours and free – it should mirror Cross Hayes.
- Signs in Cross Hayes Malmesbury to show routes for walkers to the town.
- Cross Hayes Malmesbury – Refine and redesign spaces in the car park to provide more spaces.
- Better lighting in Station Road Car Park Malmesbury.
- ½ hour free rather than 1 hour free on Malmesbury High Street to fund reduced pricing in Station Yard.
- Move Hyams out of Cross Hayes in Malmesbury.
- Off peak charges at Cross Hayes in Malmesbury.
- Could you make Station Road and Waitrose in Malmesbury a mini park and ride?
- Reduce prices in Station Yard in Malmesbury compared to Cross Hayes to encourage its use.
- Better signage to Station Road car park in Malmesbury.
- Traders parking permits in Malmesbury.
- Manage excessive parking down Holloway, dangerous for pedestrians and traffic.
- Use the town team to set up a marketing plan for Malmesbury parking (e.g. always get a space for less than a quid).
- Pay back scheme for retailers for Malmesbury car parks.
- Reduce parking charges significantly at Station Road in Malmesbury.
- Increase charges in Cross Hayes 60p for 1<sup>st</sup> hour, £1.50 for 2<sup>nd</sup> hour.

#### Royal Wootton Bassett

- Reduce spaces in Borough Fields, Royal Wootton Bassett, encourage retail provision and source alternative parking.
- Town Council would like to manage the car parks.
- Could we allow young people to use our car parks at night for activities like skateboarding?

- Free Parking in Cricklade – introduce small charges and restrictions to better manage the car park.

#### General

- Tourism is beginning to bloom. So we need to encourage it.
- Supermarkets should be pressured into refunding car park charges.
- Better signage for current car parks – can the signs say how much parking is.
- Introduce charges for motorcycle parking.
- Town bus stops in car parks.
- Support for long stay on edge of towns.
- Reduce retailer parking charges for staff to a minimum.
- Search out extra spaces e.g. instead of extensive bus stops.
- Investigate using a charge card instead of cash.
- Reduce pricing to encourage more shoppers into town.
- Free first hour.
- What about co-ordinated driveway parking.
- Support for long stay on edge of towns.
- A more integrated transport strategy linking parking sites (both logically and literally).
- CIL (Community Infrastructure Levy) should fund some car parking.

**West Wiltshire Car Parking Workshop**  
**4<sup>th</sup> December 2014**

**Meeting Summary**

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**10. Attendees**

- Town and Parish Councils
- Wiltshire Council Area Boards + CATGs
- Community Area Partnerships
- Trowbridge Chamber of Commerce
- Warminster Economy and Tourism Group
- Bradford on Avon Chamber of Commerce
- Climate Friendly Bradford on Avon
- Melksham Chamber of Commerce
- Westbury Chamber of Commerce

**11. Workshop discussion notes (summary of discussions)**

**Bradford on Avon area**

- A request was made for some help from Wiltshire Council professionals to analyse the large volume of consultation materials.
- The accuracy of the data sets used was questioned (car park usage).
- Some car parks have been identified for possible asset transfer. It was expressed that the Town Council may be interested, subject to further discussions and information.
- The Hillside Action Group, on behalf of residents without off-street parking, have expressed an interest in car parks at Newtown and Budbury Place (to supplement spaces at their residents-only car park in Conigre Hill).
- Concerns were raised on parking strategy “chaos” if future ownership and pricing policy was fragmented.
- The problem of the shops and other visitor attractions in Bradford on Avon being on the north side of the river and the main public car parks being on the south side was highlighted, which increases traffic movements across the Town Bridge. Any new short stay parking facilities should be identified close to the main shopping area north of the river.
- Can local traders and businesses receive permits for all-day parking rather than have to find free options such as parking in nearby residential streets.
- Park and Ride facilities could be a solution to the town’s traffic problems. Sites at St Laurence School/Wiltshire Music Centre; Kingston Farm when built (at weekends) and the Beehive Field were possible locations on prime routes into the town.
- It was felt that out-commuters parking at the Station Car Park and taking the train to Bath, Bristol etc. for work should be paying more for their all-day parking permits. They are blocking spaces from shoppers and tourists who want to spend money in the town.

- The Chamber of Commerce wanted to see a restructuring of the car park charges in the town. In particular they did not support the 3 hours stay permitted in St. Margaret's Street Car Park, preferring to keep it limited to 2 hours short stay to allow a greater turn-over of shoppers. They would also prefer a simpler and fairer charge of 50p for 1 hour and £1 for 2 hours parking in the short stay car parks.
- Cashless card-paying systems, which are commonplace in Europe and North America, were supported. It was felt that this would not be a discriminatory step to take.
- Changes were requested to Station Car Park A where clients of the Doctors' surgery currently have to pay to park. This was felt to be wrong as the doctors themselves can park on site for free. Dedicated free parking spaces for the surgery were requested.
- The need to change public behaviour when it comes to parking was discussed. Traffic surveys show that 84% of traffic in the town is locally generated. We need to encourage more walking, cycling, public transport, electric cars etc. and should work with the schools to educate future generations and influence parents through school travel planning.
- The development of the Kingston Farm site, housing 300 new residents, would bring increased spending power within walking distance of the town centre shops. The parking at the Antony Best Dynamics and Moulton Bicycle Company factories could possibly be used at weekends for additional shopper parking.
- Support was expressed for the hypothecation of revenues from local car parking towards the funding of improved local public transport services.
- The Town Bus needs better promotion and cheaper fares (£1.10 single and £1.60 return is prohibitive).
- Support was expressed to retain free Sunday parking in the town.
- The weekly Thursday market should be moved out of the Bridge Street Car Park (where revenues are being lost as a result) and into Lamb Yard from where the monthly Farmers and Artisan Market has operated very successfully.

### **Melksham area**

- A query was raised regarding how much is taken from the first hour of car parking in Melksham. Stakeholders were unsure of the figures that were provided and questioned the accuracy.
- The Town Council may consider taking over car parks via asset transfers, however, the terms of the community asset transfer would need discussing further.
- How many car parks are underused in Melksham?
- The number of spaces recorded in the consultation documents for Bath Road Car Park was disputed.
- There is an increased problem of on street parking in the town centre due to all day parking becoming more expensive. Could we reduce the price of all day

parking? Residents from outside of the town are being put off taking jobs within the town due to costs of all day parking.

- When Melksham House car park closes a number of current users will be displaced into other areas.
- Church Street car park was requested to remain as long stay.
- Currently you can park for 3 hours free in the car park at Sainsburys and 2 hours free at Waitrose. The use of these car parks by town centre visitors impacts heavily on the use of Wiltshire Council car parks.
- Do Waitrose and Sainsburys get reduced business rates for providing town centre free car parking?
- Can season tickets be paid on a weekly basis? Many residents cannot afford the annual or monthly charge even though a long term financial benefit would be achieved.
- Can a residents parking scheme be implemented? A potential option for those around Thackeray Crescent and Ruskin Avenue? These areas are currently used by all day parkers as there are no restrictions.
- Potential for school permits to be issued – the half hour in morning and at drop off with certain town centre schools could be very useful. However, some attendees raised that this causes a number of issues.
- Removing ticket machines and having phone in/ contactless only was discussed – the elderly in particular could be put off by this. However, some felt the Oyster style card/ contactless would be very useful.
- There was general agreement that the short stay tariff is very reasonable. It's the inconvenience of having 40p that is the issue. People often do not have change. However some stakeholders felt that opportunistic visitors are being put off by the charge.
- Some attendees didn't believe that a 40p charge is a deterrent. In fact charging for the whole hour, encourages further shopping as opposed to an option such as half hour where people will quickly complete their one task and leave imminently.
- General suggestion that a 2 hour tariff, for the price of the 1 hour price tariff, may encourage longer stays in town.
- The 3 main town centre car parks of Church Street, Lowbourne, King Street – could they be separated into differential zones such as in Amesbury? 30 mins free, 1 hour bays, 2 hours bays and long stay. Some attendees were strongly against this idea.
- The technology option of paying when you leave the car park for the exact amount of time you have used was largely agreed with by stakeholders.
- Very low take up of money redemption scheme for parking.
- Unanimous in the opposition to the introduction of Sunday charges
- Most in agreement that offering free after 4pm would not be beneficial

- Bath Road – potentially earmarked for an asset transfer. A query was raised over why would the Town Council/ or other organisations want to take this one on given the limited income. The point was raised that this is also used for other activities and should not be sold to an ‘external organisation’.

### **Trowbridge area**

- Concerns were raised over the usage data for each car park and its accuracy.
- St Stephens Place car park should remain free and should not have charges introduced as this would impact on the town centre.
- Concerns were raised that current pricing is forcing long stay users into residential streets, which causes additional problems.
- Questions were asked as to why staff parking at County Hall is free for staff?
- Concerns were raised over the potential removal of ticket machines and introducing phone only charging at car parks. This could impact on various groups who may have trouble using this form of payment.
- Additional information on community asset transfers will be required. E.g. how will enforcement of car parks work post transfer?
- It was discussed that an element of free parking will help boost trade in the town centre.
- Can you turn Church Street car parking into long stay and short stay car parking?
- More research needs to be undertaken in terms of on street parking – if restrictions are put in place, how will potential displacement affect car parks?
- Free parking initiatives will boost trade in the town centre.
- A question was raised on whether the Town Council could help reduce charges in specific car parks. Or could some car parks be transferred to the Town Council?
- Questions were raised over the usage of private car parks in Trowbridge, and how this compares with Council car parks.
- Most of the car parks in Trowbridge are very underused – would reducing prices still cover costs? This information will be required for any community asset transfer discussions.
- There was a request to have additional coach parking for the Magna Carta events.

### **Warminster area**

- It was raised that there is a great deal of parking free in supermarkets and on street, so people are not using the pay and display. This is reflected in the low usage figures.



- A request was made to make parking charges more attractive. The second hour is too expensive and there is too much of a gap between 1<sup>st</sup> and 2<sup>nd</sup> hour. A recommendation was made to reduce the 2<sup>nd</sup> hour.
- There are not enough on street parking bays. This therefore adds to congestion on residential roads. Could an answer be residential parking schemes?
- Free long stay parking should be provided on the outskirts for town centre workers
- The proposed Warminster Campus could affect parking habits.
- New developments such as the West Warminster urban extension could add pressure to transport network – an increase of cars coming into town centre.
- Better directional signage to the car parks is needed in Warminster.
- There is a need for a coach park, or drop off point in Warminster – could this be created in Central Car Park?
- Could Wiltshire Council Parking Services be externalised to save money?
- Shoppers feel constrained by time. Pay on exit schemes could stop clock watching by consumers. Pay on exit could work in larger car parks, e.g. Central, Western and Chinns.
- The redemption scheme is working well in Warminster
- Can free parking be implemented in the smaller car parks?
- Provide the option of a cheaper weekly season ticket instead of an annual season ticket.
- Some schools may be interested in community asset transfers.
- Concerns were raised on the effect of potential parking restrictions in Iceland Car Park – this could shift cars to other areas. Could lead to clogging of residential areas.
- Could an oyster card system to pay for parking work in Wiltshire?

## **Westbury area**

### Issues

- A recent survey showed lots of people are parking on street rather than in car parks – this is causing problems with residents. Also people who commute park on street instead of in car parks.
- At the moment Westbury has extra car parking because of vacant surgery car park – that is now disappearing.
- Low wages paid e.g. in charity shops means volunteers can't afford to pay for car parking. Younger people on minimum wage can't afford to pay for car parking either.
- Westbury has its own character – lots of houses with no parking – e.g. Warminster road – and residents cannot afford permits so park elsewhere

- Westbury has A350 right through it with no car parking on street so house owners who live in these older houses on street have to find alternative parking.
- Noticed growth in call for DYs and rise in numbers of parking issues coming to town council and area board.
- Westbury not keen on doing refund of parking charges via shops like Warminster. None of Westbury car parks are anywhere near optimum usage by Wiltshire Council standards
- What can we do to stop people parking on street?

#### Suggestions:

- Can permits be allocated countywide – e.g. Trowbridge/Melksham/Westbury
- Shouldn't we be moving towards a local rate for parking charges and permits to reflect the town and its offer? E.g. Westbury offers less than Trowbridge.
- Perhaps developers could be obliged to provide x number of car parking spaces as part of development.
- What about making one Westbury car park free and charge at other.

#### Community Asset Transfer

- Cost of keeping one hour free in Westbury is too much for the town council to foot given the sums suggested last time
- What about Community Asset Transfer? Concerns were raised about the condition of car parks in Westbury – e.g. markings and potholes – would this be addressed before any transfer? Could Wiltshire Council retain management of toilets but the town council to take over car parks?

## 12. Flip chart post it notes content



- Can we not challenge the government regarding ANPR enforcement?
- Why is the car park at County Hall free for staff?
- Are Wiltshire Council seriously considering removal of ticket machines and introducing phone only charging at car parks?
- If Lowborne car park in Melksham is empty at 9am and 3pm why can't permits be given to Manor School parents to alleviate problems in Ruskin Avenue?
- What % of car parking income is given over to bus subsidies?

- How can we reduce or avoid the car park business rate charges levied by Central Government?
- Can we develop My Wiltshire app in car parking?
- Utilisation data is flawed by basing it only on financial data.
- Utilisation data doesn't captured frustrated users who cannot find a space to park.
- Asset transfer of car parks - how will enforcement work post transfer?
- What is the average time each user spends in the car park according to the tickets purchased?
- Are the figures for Bath Road in Melksham correct space wise? (68)
- How much has this consultation process cost?
- Can we have running cost data for our car parks?
- Can income from car parks in Bradford on Avon be hypothecated to pay for public transport etc. in Bradford on Avon?
- Who is John Thomson?
- Do Sainsburys get lower business rates by allowing public limited time use of their car parks?
- Can we supply figures for the usage for the free hour in Westbury?
- What is included in the maintenance cost for each car park?
- How many season tickets are sold in Warminster?
- What is planned for pricing in St Stephens Place?
- Has any research been completed on street parking?
- When will Kingston Mills in Bradford on Avon be adopted as public highway?
- Is there support from officers to explain the options for the town i.e. costs, opportunities etc.?

## Concerns

- Sunday charging should not be implemented.
- Risk of incoherent strategy of multiple owners in one town.

- Warminster Campus will create new traffic dynamics – is it economic to make structural changes before plans are known.
- The Town Council looked at funding 2 hours free in 2009 but the price was too high to manage. (Westbury).
- Westbury has had in the fairly recent past 2 hours free parking. People are creatures of habit and don't want to pay.
- On road parking in Warminster is full and too busy, which is causing residents concern.
- At the end of the day, don't cut vital services to fund free parking.
- Iceland car park in Warminster may become a restricted car park, which will alter parking habits/behaviours.
- A lack of coach parking and signage to car parks is a problem in Westbury.
- Increase in on street parking will displace from car parks
- 1 hour free parking discourages people to stay in the town longer.
- The markets are taking up valuable car parking spaces in the car parks.
- Concerns over cashless parking and use by disabled, elderly, and people without bank accounts.
- Concerns over impact of new developments on transport network in Warminster.
- It is not a level playing field; supermarkets etc. are at an advantage over small independent shops as they offer free parking on site, whereas the smaller shops are at the mercy of Wiltshire Council's charging.
- Although pricing is proposed to be reduced, we don't think it will make a difference.
- Be aware of campus proposals in Warminster, which may be in the main car park areas, which would lead to fewer spaces.
- Cars parked at Melksham House will be displaced once campus work commences.
- Kingston Mills – unloading and loading bays when adopted by Wiltshire Council will have a big impact on shoppers.
- Forcing parking into the outskirts of town will create problems.
- Concern that car parks are only seen as money generators
- Concern for workers who may not have enough money to pay for parking (especially retail workers).
- Parking standards (County and National) are not good, so new developments don't have enough parking. S106 and CIL may help address this.
- People park on streets rather than use car parks

- Cycleways, community transport, and traffic free footpaths should be increased to cope with new housing developments.
- That this consultation is just propaganda and Wiltshire Council will just do whatever they want to gain the most revenue.
- Nothing has been said regarding no HGV parking in West Wiltshire.
- Data accuracy of usage figures is disputed.

## Ideas

### Bradford on Avon

- Park and ride facility near canal for cars from Trowbridge
- Out commuters to pay a higher premium for parking in Station Car Park
- Free bus pass for St Lawrence pupils – educate them to use public transport
- Reduce Bridge Street and St Margarets to 2 hours max stay

### Melksham

- Would be happy to see Bath Road go if it subsidised reduced charges in other car parks

### Trowbridge

- Boost trade through free parking
- Zone Church Street into long and short stay spaces
- Not all car parks in Trowbridge are full. If they were full at a reduced price would they still achieve the revenue required?
- Charge for on street spaces to reduce off street charges
- Introduction of easy to use payment app – phone call options can be confusing.
- Increase/add new on street restrictions to force drivers into car parks.
- Car sharing incentives in terms of reductions in parking prices in underused car parks.
- Work with Wiltshire Council to achieve good solutions for Trowbridge.

- Survey on street use to estimate potential new car park users when restrictions are introduced.

#### Warminster

- Asset transfer of Furlong and Emwell car parks.
- Weekly season tickets to encourage long stay usage
- Free parking 24/7. No one needed to enforce. No one needed to service meters. No one needed to bank the cash. No need for any back office administration.
- Oyster type card for car parking
- Pay on exit
- A free car park or a park and ride service for office and shop workers to free up car parking spaces in the town. Encourage shop workers to walk in.

#### Westbury

- Can we change the direction of travel in the High Street?
- Could we have subsidised permits for houses with no off or on street parking
- Encourage Railway Car Park to allow those making short journeys to have day parking for less than the cost of their train ticket price.

#### General

- Boost trade through free parking
- Town Councils would like a discussion about community asset transfers
- Create a weekly season ticket instead of an annual one
- Question those who park in residential areas as to what will make them use Wiltshire Council car parks – e.g. would they use if it was cashless?
- Change tariff of 2 hours to the same as 1 hour to encourage people to stay and shop.
- Have a number of free spaces per car park.
- Free after 4pm is a good idea. Minimal revenue loss, however most retailers are only open until 5/5:30pm.
- On street parking restricted to ½ hour to encourage churn.
- Get rid of 3 hours parking – max 2 hours in short stay
- Long stay tariff reduced on edge of towns
- Residents parking in certain areas.
- Can permits be used in all car parks?

- The traffic problem is us
- Permits for traders and businesses
- Safe walking routes, better cycling routes, better public transport
- Externalise the parking service to save money.
- Pay on exit systems.
- Redemption scheme to refund car park costs – but should not come from the pockets of retailers.
- Raise the precept to raise more Council tax to buy car parks and offer subsidised parking.