

**Wiltshire Council**

**Cabinet**

**17 March 2015**

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**Subject:** **Wiltshire Local Transport Plan 2011-2026 – Car Parking Strategy Review**

**Cabinet Member:** **Councillor John Thomson - Deputy Leader and Cabinet Member for Communities, Campuses, Area Boards and Broadband**

**Councillor Philip Whitehead - Cabinet Member for Highways and Transport**

**Key Decision:** **Yes**

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**Executive Summary**

The purpose of this report is for Cabinet to approve a revised Wiltshire Local Transport Plan (LTP) 2011-2026 – Car Parking Strategy. The current Strategy needs to be reviewed at this time for a number of reasons.

As a first step in the review, a pre-consultation exercise was held with key stakeholders to provide them with an opportunity to shape the scope of the review.

The Car Parking Review Task Group has scrutinised the review at various stages. In addition, Councillor John Walsh attended meetings of the Car Parking Review Project Board as a representative of the Task Group.

Successful parking trials in Salisbury (Culver Street car park) and Westbury, and site visits to other local authorities regarding parking technologies, have both helped inform the review. A number of technologies that are suited to Wiltshire's circumstances have been identified and are currently being considered by officers for implementation.

An extensive 12 week consultation exercise has been undertaken, supported by a significant amount of associated information. Separate questionnaires were published for each of the 14 towns with Council car parks and a possible charging option for each car park was included in the relevant questionnaire based on local circumstances.

In total, 5,013 people and organisations responded by completing questionnaires. Separate written comments have also been received from a number of organisations and individuals. In addition, five area workshops were held with key stakeholders (e.g. town councils, parish councils, business improvement districts etc.). A petition for 'One hour free parking in Wiltshire Towns' signed by 3,750 people was received on 15 January 2015 from Duncan Hames MP.

The majority of consultation respondents supported the aims of the parking review. By contrast, in terms of options for charging exemptions, the majority of respondents only supported the options of 'free first hour' and 'free after 4pm' where local communities are prepared to fund the scheme.

For all but 10 of the 91 car park options presented in the consultation, the majority response was either '*This is my preferred option*' or '*I have no opinion*'.

Through analysing the consultation responses, a set of recommended parking charges for each car park has been developed. It should be noted, however, that due to the volume of consultation responses received only the majority or main consultation points have been fully considered at this time; the analysis and consideration of more detailed points will be undertaken in liaison with relevant parties during 2015/16.

Given current car park usage and capacity pressures, it is considered that a number of amendments need to be made to the season tickets policy, process and prices.

Twenty car parks considered to be of non-strategic importance and/or of low viability were identified in the consultation for a property asset review. In addition, it is now proposed to include the Market Place (Band 4) car park in Wilton.

The consultation response demonstrates that there is a local desire to take a more active involvement in car parking management. Given this, localism opportunities will be discussed with relevant parties where interest is expressed.

A 'light touch' review has been undertaken of the non-charging related aspects of car parking management (e.g. parking standards and residents' parking zones) included in the LTP Car Parking Strategy.

The legally required Traffic Regulation Order process to implement approved changes is scheduled to run from March to November 2015.

The review has been subject to a Strategic Environmental Assessment, Habitats Regulation Assessment and Equality Impact Assessment.

Financial modelling indicates a small forecast reduction in the combined on and off street parking income of around £0.080 million to £0.135 million against 2013/14 income levels. This represents a reduction of 1.3% to 2.3%.

## Proposals

That Cabinet:

Approves the revised Wiltshire Local Transport Plan 2011 – 2026: Car Parking Strategy (**Appendix 1**) including the following:

- (i) Supports the concept of setting parking charges on a car-park-by-car-park basis (as per Policy PS3 - Parking Charges) rather than on a 'banded' or Wiltshire wide approach (i.e. all towns have the same charges).

- (ii) Approves the recommended parking charges (Monday – Sunday) as set out in **Appendix 9** for implementation in 2015/16.
- (iii) Agrees that a full review of parking charges will be undertaken by the Council at approximately five year intervals based on the factors outlined in Policy PS3 and delegates authority to the Associate Director for Highways and Transport in consultation with the Cabinet Member for Highways and Transport to undertake any necessary annual interim reviews of parking charges at a car park or town level.
- (iv) Notes that over 5,000 individuals and organisations responded to, and took part in, the public consultation.
- (v) Notes the submission of a petition for ‘One hour free parking in Wiltshire Towns’ signed by 3,750 people but agrees that the issue of possible exemptions to charging, including first hour free parking, has been adequately covered in the review.
- (vi) Supports the approach to implementing new technologies as set out in paragraphs 18 to 24.
- (vii) Notes that due to the volume of consultation responses received only the majority or main consultation points have been fully considered at this time; the analysis and consideration of more detailed points will be undertaken in liaison with town councils, BIDs and other interested parties during 2015/16.
- (viii) Agrees the revised proposed approach to season tickets and delegates authority to the Associate Director for Highways and Transport in consultation with the Cabinet Member for Highways and Transport to develop and implement the changes.
- (ix) Approves the submission of the identified car parks (including Market Place car park in Wilton) to a property asset review and delegates authority to the Associate Director for People and Business in consultation with the Cabinet Member for Highways and Transport and the Cabinet Member for Strategic Planning, Property, Waste and Strategic Housing, to negotiate and agree any resulting legal agreements.
- (x) Approves the localism opportunities set out in paragraph 112 and delegates authority to the Associate Director for Highways and Transport in consultation with the Cabinet Member for Highways and Transport, and with the advice of legal and property services, to negotiate and agree any resulting legal agreements.
- (xi) Supports the principle of studies being undertaken into coach parking, leisure centre parking, residents’ parking zones, on-street waiting restriction reviews and parking enforcement, and delegates authority to the Associate Director for Highways and Transport in consultation with the Cabinet Member for Highways and Transport to develop and implement any changes.
- (xii) Notes the publication of revised Government parking guidance (see paragraph 138) and delegates authority to the Associate Director for Highways and Transport in consultation with the Cabinet Member for Highways and Transport, to revise the Council’s car parking strategy and parking management practices if

necessary to accord with the revised guidance.

- (xiii) Delegates authority to the Associate Director for Highways and Transport in consultation with the Cabinet Member for Highways and Transport, to finalise the strategy document for publication.

### **Reason for Proposals**

To seek agreement to commence implementation of the revised LTP Car Parking Strategy following public consultation.

**Dr. Carlton Brand**  
**Corporate Director**

**Wiltshire Council**

**Cabinet**

**17 March 2015**

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**Councillor Philip Whitehead - Cabinet Member for Highways and Transport**

**Key Decision: Yes**

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**Purpose of Report**

1. For Cabinet to approve the revised 'Wiltshire Local Transport Plan (LTP) 2011-2026 – Car Parking Strategy'.

**Relevance to the Council's Business Plan**

2. The Wiltshire LTP Car Parking Strategy is relevant to all the Business Plan's outcomes:

*Outcome 1: Wiltshire has a thriving and growing local economy*

The car parking strategy can:

- Support the local economy (e.g. by making it easy for shoppers and visitors to park) and facilitate development growth (e.g. by enabling the planned housing and employment growth set out in the Wiltshire Core Strategy to 2026).
- Improve journey time reliability for road users (e.g. by designing and managing on-street parking facilities to reduce traffic conflicts and delays).

*Outcome 2: People in Wiltshire work together to solve problems locally and participate in decisions that affect them*

The car parking strategy can:

- Manage residents' needs for car parking near their homes (e.g. by introducing residents' parking zones).
- Enable community groups to take over (ownership and/or management) identified off-street car parks in accordance with the Council's Community Asset Transfer (CAT) Policy.
- Enable community groups to run identified car parking services in accordance with the Council's Delegation of Services to Town and Parish Councils and Funding of Delegated Services Policy.

*Outcome 3: Everyone in Wiltshire lives in a high quality environment*

The car parking strategy can:

- Enhance the built and natural environment (e.g. by reducing the amount of land required for parking and by improving the look of streetscenes through the appropriate enforcement of parking contraventions).

*Outcome 4: Wiltshire has inclusive communities where everyone can achieve their potential*

The car parking strategy can:

- Provide access to key services and facilities for special needs groups and mobility impaired (e.g. by providing appropriate Blue Badge spaces).

*Outcome 5: People in Wiltshire have healthy, active and high-quality lives*

The car parking strategy can:

- Encourage the use of sustainable travel modes and reduce reliance on the private car (e.g. by setting parking charges at appropriate levels).

*Outcome 6: People are as protected from harm as possible and feel safe*

The car parking strategy can:

- Make Wiltshire a safer place (e.g. by ensuring that car parks are 'safer by design').

## **Background**

3. The current Car Parking Strategy was approved by Cabinet at its meeting on 14 December 2010 and formally adopted by the Council at its meeting on 22 February 2011 as part of the Wiltshire LTP 2011-2026. Following the introduction of new parking charges in April 2011, further amendments to the one and two hour charges in Salisbury were considered by Cabinet at its meeting on 19 August 2011. A report on the countywide impact of car parking charges was then presented to Cabinet and full Council on 18 October 2011 and 8 November 2011 respectively.

### The Need to Review the Council's Car Parking Strategy

4. There are a number of reasons for reviewing the LTP car parking strategy at this time.
5. Firstly, the current LTP Car Parking Strategy includes that "A full review of parking charges will be undertaken by the Council at approximately five year intervals..."
6. Secondly, at its meeting on 8 November 2011, full Council resolved "That there are no increases to on and off-street parking charges until 2014 at the earliest".
7. Thirdly, while the current strategy resolved a number of parking management inconsistencies that Wiltshire Council adopted from the former district councils, it is considered that the 'banding' approach to parking charges should now be reviewed to establish if it still meets local needs and circumstances.
8. Fourthly, there is the need to reflect any changes in national policy, guidance and best practice since 2010 and ensure that up-to-date and appropriate parking guidance is available to developers and the Council's planning and highway development control officers to help facilitate development growth.

### Pre-Consultation Exercise

9. As a first step in the review, a pre-consultation scoping paper, associated documents and questionnaire were developed to provide key stakeholders and partners with an overview of car parking policy and research, and an opportunity to shape the scope of the review. The various documents were made available via the Council's consultation portal between 28 April and 6 June 2014. Surgery meetings were also offered to stakeholders to enable face-to-face discussion with key council officers. A paper setting out all the questionnaire comments received along with the Council's responses was posted on the Council's LTP3 webpage at the start of August 2014.

### Car Parking Review Task Group

10. Councillors (Councillors Mark Packard (Chairman), Stewart Dobson, Magnus Macdonald, John Walsh and Bridget Wayman) on the Car Parking Review Task Group were able to scrutinise the review at various stages through meetings held on 1 April 2014, 8 September 2014 and 2 February 2015. Members of the task group and officers also visited Bristol City Council on 25 July 2014 and Islington Council and Westminster City Council on 20 August 2014 to view the new technologies employed by these authorities. In addition, Councillor John Walsh attended meetings of the Car Parking Review Project Board as a representative of the Task Group (the Project Board was chaired by Councillor John Thomson (Deputy Leader and Cabinet Member for Communities, Campuses, Area Boards and Broadband) and was made up of relevant councillor portfolio holders and senior officers). The report of the Task Group was presented to the Environment Select Committee on 17 February 2015, and can be viewed in **Appendix 2**.

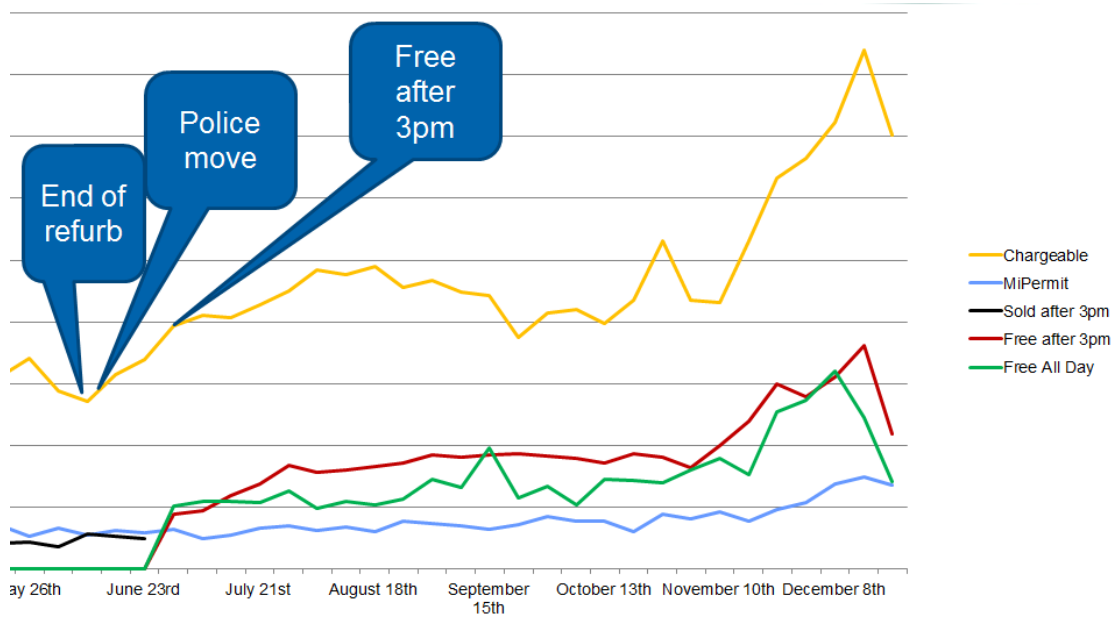
### **In Review Parking Trials**

#### Culver Street Car Park, Salisbury

11. Early in 2014, cosmetic refurbishment of the Culver Street car park was started alongside a multi-agency partner initiative aimed at removing anti-social behaviour and improving the perception amongst users that the car park was not safe to use.
12. To coincide with this work, the car park was opened up on Sundays and tariffs suspended to provide free parking and encourage users into the car park; free parking also included bank holidays.
13. In conjunction with the Salisbury Business Improvement District (BID), a trial to provide free parking after 3pm weekdays and Saturdays was introduced in late June 2014. The BID underwrote an estimated loss of income to Wiltshire Council of c. £5,000. The trial commenced for six months, reviewed at three months and has been extended a further six months to June 2015.
14. Since introduction, the car park has seen improvements in patronage, illustrated in the table below and the graph on the following page.

Table 1: Culver Street usage data

	Year upto June 30th	Post June 30th	
Chargeable	656 Per week	991 Per week	34%
MiPermit	122 Per week	163 Per week	25%
Sold after 3pm	94 Per week		
Free after 3pm		383 Per week	75%
Free All Day Sun		305	



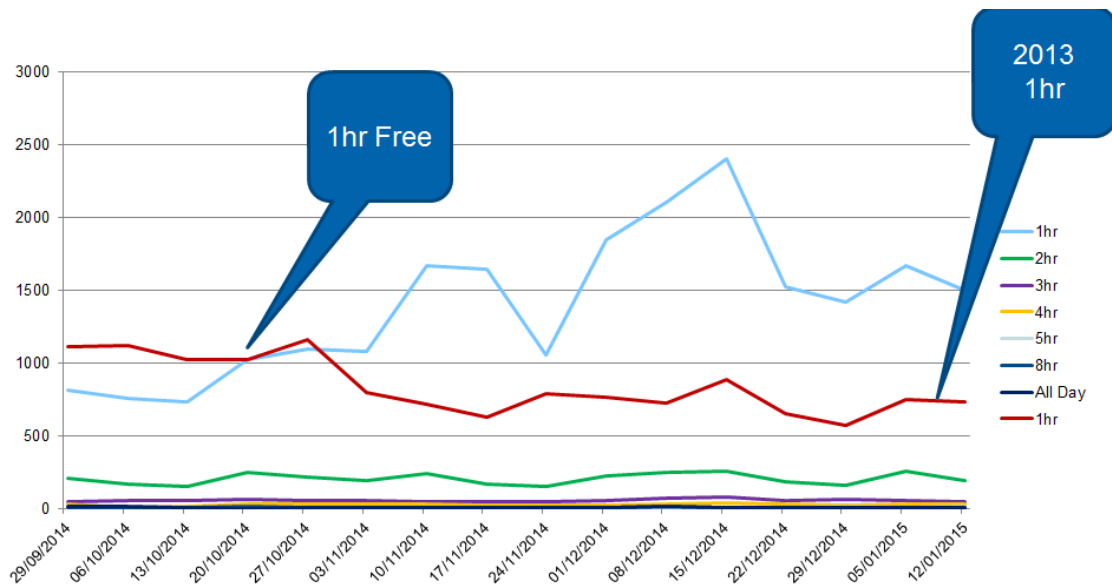
Westbury

15. A trial to gauge the effect of a 1st Hour Free initiative on parking behaviours was introduced in Westbury which ran from 21 October 2014 to 31 December 2014.
16. The evidence from the scheme will be used to consider the options for such schemes in the future.
17. Data up to 28 December 2014 indicates a rise in patronage that in officers' opinion is above that which would ordinarily be seen during a typical Christmas peak shopping period (see table and graph below).

Table 2: Westbury usage data

2014				2013		
Averages	Upto 20 Oct	Post 20 Oct to 24 nov		Upto 21 Oct	Post 20 Oct to 25 nov	
1hr	766	1260	39%	1083	851	48%
2hr	174	202	14%	258	191	6%
3hr	52	52	0%	76	57	-10%





### Investigating New Technologies

18. A number of visits were arranged to other local authorities (Islington Borough Council, Westminster City Council and Bristol City Council) that could demonstrate the latest technologies available to a parking operation in the public sector. In addition, vendors were identified to give an overview of technologies; these being RTA Associates, WPS, IDT and Chipside.
19. Technologies included:
  - On and off-street sensors that provide real-time space availability information to drivers on approaches to car parks and through web, smart phone apps and Variable Roadside Information System (VRIS) interfaces;
  - Automatic Number Plate Recognition (ANPR) used in Bristol to improve permit management and pay-on-exit entry and exit accuracy;
  - Pay-by-Phone systems in Islington and Westminster that provide c. 80% of their incomes as compared to Wiltshire's 8% (replacement to traditional Pay and Display machines); and
  - Data collection and analysis was a prominent feature of all three local authorities and was at the heart of their operational as well as strategic and policy decision making process.
20. Technologies that are suited to Wiltshire's circumstances have been identified (note that this is not an exhaustive list and may change as new technologies come to market). Areas being considered by officers are:
  - Pay-on-Exit; three sites have been identified as possibly suitable for pay-on-exit; Culver Street Salisbury, Emery Gate Chippenham and St. Stephens Trowbridge. The proposal is to trial the first of these at Culver Street during mid to late 2015 the result of which will provide further data to consider for other sites.
  - Extending existing Pay-by-Phone usage and providing a better deal for users on transaction costs; work has begun to baseline where might be suitable to trial removal of pay and display machines, thereby increasing pay-by-phone based income and realising associated revenue reductions

in maintenance and cash collection costs. An outline plan of removal is being developed and will consider a phased approach that observes the need to ensure a good coverage of mobile network signal as well as demographics of those not able to use smartphone based apps to purchase parking. Initial trials will run from May 2015 with a programme completing over 12 to 15 months. The Council's aspiration is to remove the current transaction costs users pay when using Mipermit. This work will report findings when available, and also report through the Wiltshire Efficient Payment Programme.

- Bay and car park sensors allied with roadside VRIS to provide a new and early space availability information system; Chippenham is considered the ideal candidate settlement for trialling and whilst detailed work has not begun it is desired to see any trial running from 2016/17.
  - ANPR to improve permit management in car parks. Chippenham is considered the ideal candidate settlement for trialling and whilst detailed work has not begun it is desired to see any trial running from 2016/17.
21. Technology, as an aid to improvements in parking management, will be considered on a car-park-by-car-park basis and taken forward where appropriate, both in terms of suitability and cost but also with regard to good value for money and returns on any investments made.
  22. Extending Pay-by-Phone usage work is underway and it is estimated implementation will be made during 2015.
  23. The Council has recognised that card and electronic payment solutions are increasingly replacing traditional cash and cheque payments. There are opportunities currently being explored for Wiltshire Council to benefit from smartcard technology in order to improve efficiency and usage of services.
  24. The work to introduce further technologies into Wiltshire Council's parking operations is very much in the development stage. Trials and detailed analysis will identify where technology can be pursued both on an operational and financial beneficial basis. Detailed business case and cost/benefit analysis will be conducted and findings presented before implementation and funding decisions.

### **Car Park Signage**

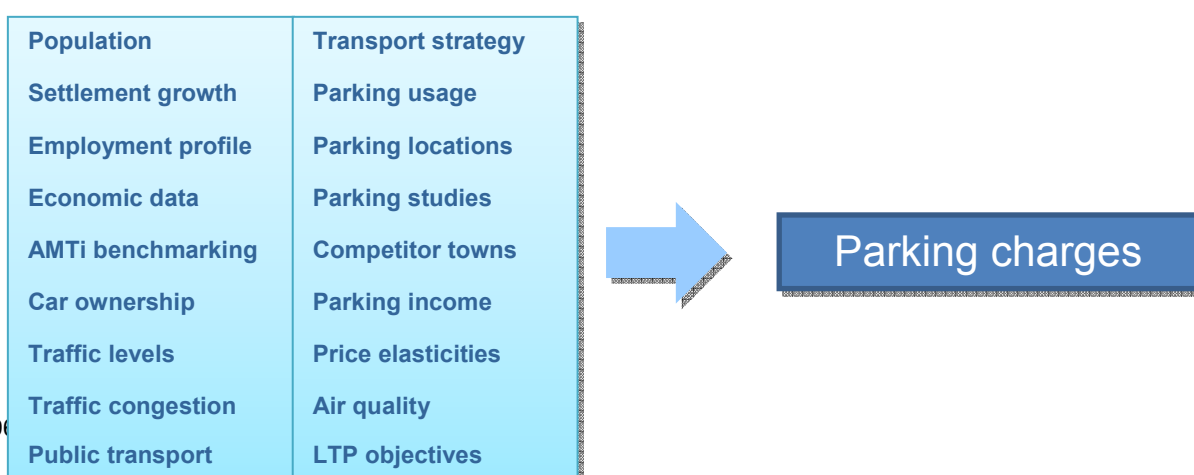
25. A number of respondents through the workshops and consultation exercise felt that car park signage on the approaches to town centres was lacking and needed reviewing.
26. As the use of some car parks is anticipated to change following the implementation of the revised Car Parking Strategy, it is proposed that car park signage is reviewed and updated to direct users to a car park based on their needs (e.g. short or long stay, availability of spaces, etc.).
27. Signage will be replaced where funding is identified, using either fixed information boards to improve directional information or VRIS boards to direct users to available spaces. At the time of writing this report, officers have begun identifying upgrades for fixed information boards and an assessment of possible VRIS sites will be added in due course. Any proposals formed out of this review will be put through the respective town council and area board groups (including Community Area Transport Groups) for placement and funding discussions.

## Public Consultation

28. This section outlines the public consultation exercise that was carried out from 27 October 2014 to 19 January 2015.
29. On 27 October 2014, individual consultation web pages for the 14 settlements identified in the table below went live on the Council's consultation portal. These pages included information on the review and the following supporting documents: the draft LTP Car Parking Strategy document; and the individual Town Profiles containing a variety of economic, social and environmental information relating to a town's local circumstances (e.g. development growth, retail health, transport and parking data, air quality, financial data, etc.).

Amesbury	Bradford on Avon
Calne	Chippenham
Corsham	Devizes
Malmesbury	Marlborough
Melksham	Royal Wootton Bassett
Salisbury	Trowbridge
Warminster	Westbury

30. On 10 November 2014, the individual settlement questionnaires and draft charging summaries (including one possible charging option for each car park) went live on the consultation portal.
31. Each questionnaire was essentially split into five main sections:
- General questions on the aims of the parking review
  - General questions on possible charging exemption options and how they could be funded
  - Specific questions on the individual car parks in the relevant settlement
  - A question asking for any other comments
  - Questions about the respondent
32. The questions on individual car parks contained one possible charging option which was based on an analysis of the local circumstances (see diagram below). Data related to the local circumstances was included for each town in the consultation material in the form of a 'Town Profile' (an example is provided in **Appendix 3**). This 'fine grained' approach using local circumstances for each car park was endorsed by the Car Parking Review Scrutiny Task Group in September 2014.



33. Consultees were able to respond in one of three ways to the presented possible charging option:
- *This is my preferred option*
  - *I have no opinion*
  - *I would recommend a different option*
34. If consultees selected the third choice (*'I would recommend a different option'*), they were provided with the opportunity to propose an alternative option for that car park.
35. Lastly, on 8 December 2014, the Strategic Environmental Assessment (SEA), Habitats Regulation Assessment (HRA) and Equality Analysis Evidence Document (EAED) went live on the portal.
36. A variety of means were used to inform people of the consultation:
- Web portal
  - Documents in specific libraries
  - Press releases
  - Parish newsletters
  - Social media promotion
  - Video message, Area Board announcements, Area Board blog sites
  - Featured throughout the consultation process on the Council's website
  - Posters in main Wiltshire Council pay and display car parks
  - Correspondence with Chambers of Commerce
  - Correspondence with Salisbury Business Improvement District
  - Covered in the winter edition of the Your Wiltshire magazine
  - Emails sent to some 6,000 Area Board contacts
  - Promotion of the consultation by DEVELOP (which supports voluntary and community organisations) and the Wiltshire Forum of Community Area Partnerships (WFCAP)
  - Included in the November 2014 business newsletter sent by the Wiltshire Council Economic Development Team to approx. 2,000 business contacts
  - Emails sent to Wiltshire 100 business contacts (107 businesses)
  - Emails sent to some 4,000 Leisure Service contacts
37. In total, 5,013 people and organisations responded by completing questionnaires making some 14,000 individual comments. The questionnaire responses by settlement are shown below:

Amesbury	258	Bradford on Avon	200
Calne	182	Chippenham	428
Corsham	348	Devizes	411
Malmesbury	320	Marlborough	333
Melksham	289	Royal Wootton Bassett	323
Salisbury	1360	Trowbridge	273
Warminster	164	Westbury	124

38. Separate written comments (i.e. non-questionnaire returns) have been received from the following (the responses from town councils can be found in **Appendix 4**):

- Amesbury Town Council
- Bradford on Avon Town Council
- Bradford on Avon Hillside Community Interest Group
- Chippenham Business Improvement District
- Chippenham Town Council
- Salisbury Cycle Liaison Panel
- Cranborne Chase and West Wiltshire Downs AONB
- Devizes Town Council
- Great Western Hospitals NHS Foundation Trust
- Malmesbury Town Team
- Malmesbury Town Council
- Marlborough Town Council
- Royal Wootton Bassett Town Council
- Salisbury Business Improvement District
- Trowbridge Town Council
- Residents
- Individual businesses

39. It should be noted that some organisations (e.g. Salisbury City Council) have stated that they submitted comments in the form of a questionnaire only.

40. In addition to the online consultation material, four area workshops were held in Chippenham, Devizes, Salisbury, and Trowbridge. A workshop was also held in Salisbury with representatives of the BID. The aim of these workshops was to explain the review process to key stakeholders/partners and discuss and gather car parking ideas, concerns and questions.

41. A petition for 'One hour free parking in Wiltshire Towns' was delivered to Wiltshire Council on 15 January 2015 from Duncan Hames MP. The petition stated that it was signed by 3,750 residents and workers of Wiltshire (from examination of the petition, it appears that the majority of people who signed the petition were located in the north of the county).

42. The issue of possible exemptions to charging, including first hour free parking, was included in the review questionnaire where the following was set out:

*"Where there are proposals for exemptions to charging (i.e. first hour free), the deal would be that the council would need to introduce radical ways of working to help fund these exemptions. For example; this could include a Cashless Payment System, Automatic Number Plate Recognition enforcement and changes to current enforcement practices/levels. These would, however, not cover the cost of the exemption proposals in totality (as an example, they would only cover circa 15% towards the estimated £2.5m-£2.7m shortfall that implementing the first hour free proposal would create) and therefore we would need to explore options about how we would cover any funding gap that arises. It is important to note that the Council has made no firm decisions at this stage and would like to see how far you agree or disagree with these type of options before progressing any further."*

Four specific options on first hour free parking were included in the questionnaire; the overall countywide response is detailed in paragraph 46.

## Main Considerations for the Council

43. The revised parking strategy is presented at **Appendix 1**.
44. This part of the report provides an analysis of the questionnaire responses. The first two sections below provide the overall countywide results of the two general questions posed in each questionnaire (i.e. Questions 1 and 2). The next section then provides an analysis of the questionnaire responses for each car park in each town (the questionnaires for these settlements can be found in **Appendix 5**).

### Aims of Parking Review (Question 1)

45. The overall countywide response to the question “Do you agree or disagree with the following aims of any car parking review?” is summarised below. Graphical analysis can be found in **Appendix 6**.

The majority of consultees supported:

- The Council should prioritise short-stay parking near town centres and locate long-stay parking more on the fringes of towns.  
68.1% Agree  
19.8% Disagree  
12.0% Neither
- For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land, transferring for community use, or developing the land for new facilities.  
43.0% Agree  
35.3% Disagree  
21.7% Neither
- The Council should look to transfer some car parks to parish or town councils if all parties agree.  
68.2% Agree  
11.3% Disagree  
20.5% Neither
- The Council should invest in new technologies rather than rely on traditional ticket machines and cash payments.  
46.3% Agree  
27.6% Disagree  
26.1% Neither
- The Council should set parking charges on a car-park-by-car-park basis rather than on settlement bands (i.e. similar towns having the same charges).  
65.4% Agree

21.6% Disagree  
13.0% Neither

- The Council should set parking charges on a car-park-by-car-park basis rather than on a Wiltshire wide approach (i.e. all towns have the same charges).

67.4% Agree  
22.0% Disagree  
10.6% Neither

- The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council.

75.2% Agree  
10.9% Disagree  
13.9% Neither

#### Charging Exemption Options (Question 2)

46. The overall countywide response to the question “Do you agree or disagree with the following options for car parking?” is summarised below. Graphical analysis can be found in **Appendix 6**.

The majority of consultees supported:

- The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils, etc.) are prepared to fund the scheme.

69.6% Agree  
19.8% Disagree  
10.6% Neither

- The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils, etc.) are prepared to fund the scheme.

60.3% Agree  
23.4% Disagree  
16.3% Neither

The majority of consultees did not support:

- The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses).

24.3% Agree  
59.1% Disagree  
16.7% Neither

- The Council should offer the first hour free of charge across all car parks but all other parking charges (i.e. over 1 hour) would need to increase, in some cases by over 100% to compensate.

22.4% Agree  
64.7% Disagree  
12.9% Neither
- The Council should offer the first hour of parking free of charge across under used car parks but all other parking charges (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified).

29.1% Agree  
51.8% Disagree  
19.0% Neither
- The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

21.0% Agree  
58.0% Disagree  
21.0% Neither
- The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above.

38.9% Agree  
43.1% Disagree  
17.9% Neither
- To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks.

11.1% Agree  
81.5% Disagree  
7.5% Neither
- The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods.

32.3% Agree  
46.8% Disagree  
20.9% Neither

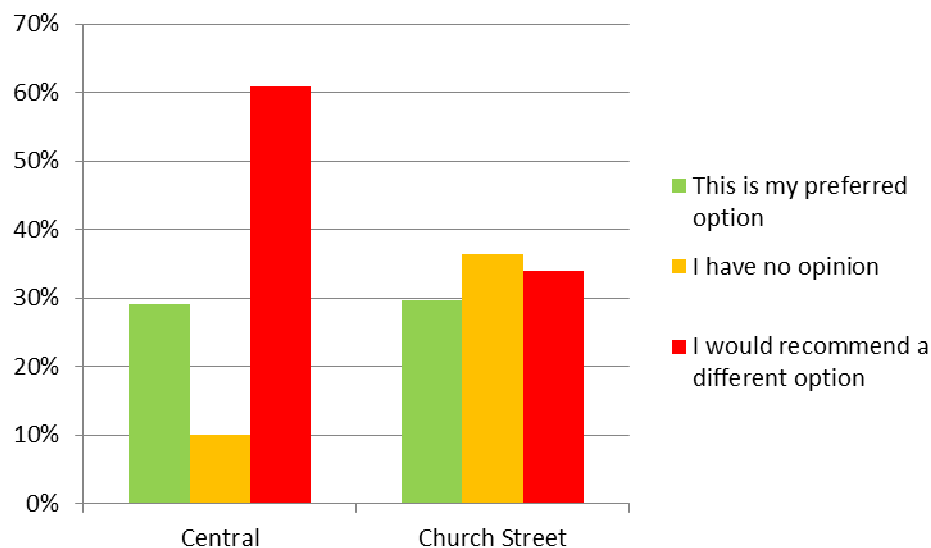


## Individual car park questions

47. This section provides an analysis of the questionnaire responses for each car park in each settlement (the questionnaires for each settlement can be found in **Appendix 5**). In each case, charts have been provided which show the overall response to the car park option proposed by the Council in the relevant settlement questionnaire (i.e. the 'green' bars in the charts indicate what percentage of respondents agreed with the Council's proposed option for that particular car park).

### Amesbury

48. The overall response to the individual car park questions in the Amesbury questionnaire is shown in the chart below. A copy of the Amesbury questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 5**. Detailed car-park-by-car-park analysis is included in **Appendix 7**.

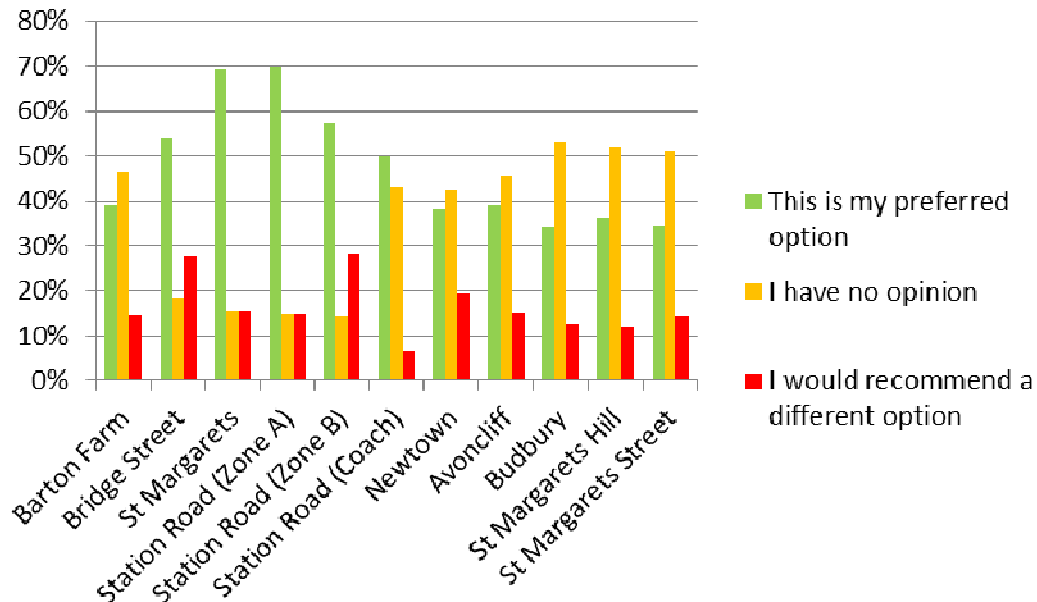


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

- Free for the 1st hour in Central Car Park or keep existing 25% spaces free
- Important that at least 25% free spaces are retained in Central Car Park
- 1 hour free in all car parks in Amesbury
- Church Street needs to be retained as a car park even if it is community managed
- Charges are damaging Amesbury; would shop elsewhere if free spaces lost
- Need for more countywide consistency in charges
- Town council/businesses should be given responsibility for management
- Risk of displacing more parking on to residential streets

## Bradford on Avon

49. The overall response to the individual car park questions in the Bradford on Avon questionnaire is shown in the chart below. A copy of the Bradford on Avon questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 5**. Detailed car-park-by-car-park analysis is included in **Appendix 7**.

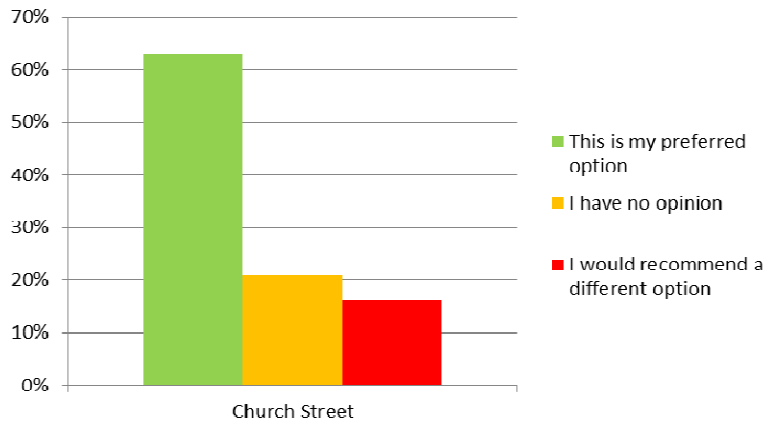


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

- Keep charges as they are
- Increase car parking capacity
- No Sunday parking fees
- Implement residents parking schemes
- More signposting required
- Do not over-complicate the charging system
- Need for more transport plans
- First 30 minutes/ First hour free

## Calne

50. The overall response to the individual car park questions in the Calne questionnaire is shown in the chart below. A copy of the Calne questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 5**. Detailed car-park-by-car-park analysis is included in **Appendix 7**.

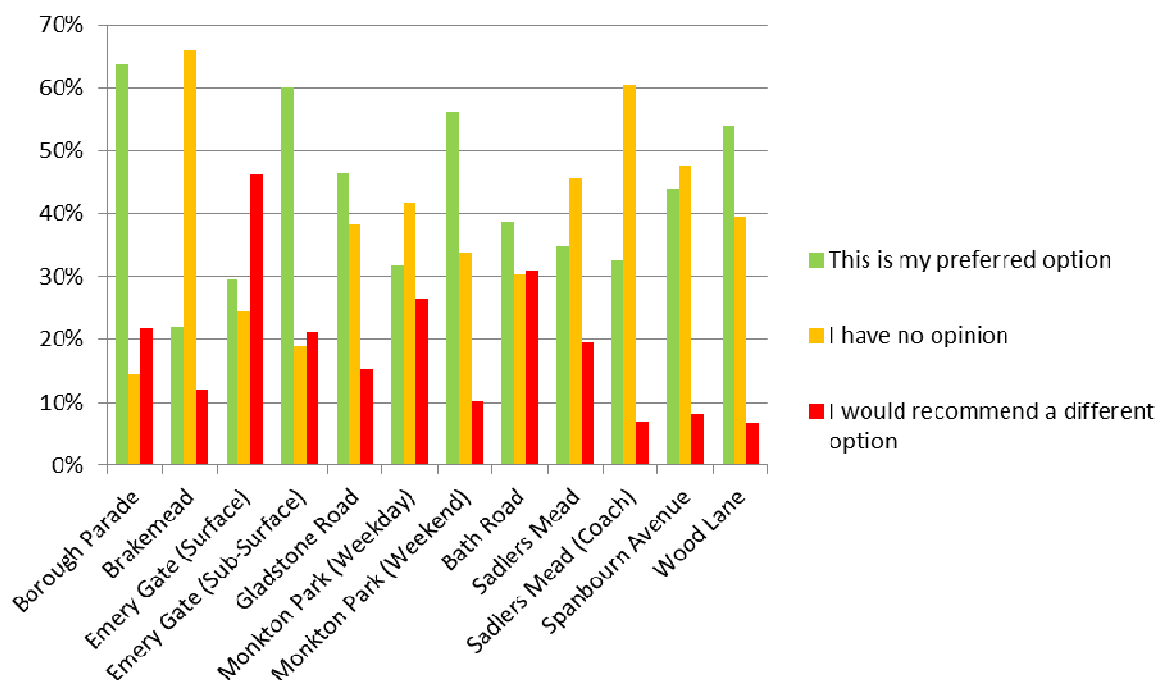


Examples of some of the main points/themes identified from comments where respondents selected 'I would recommend a different option' are provided below:

- The nature of Calne means it needs free or very cheap parking, if not, people will park/shop in supermarkets
- Usage is low because of charges
- Free or reduced charges would help reduce trips into centre looking for free parking
- Current and proposed charges are too high
- Better signing to car park
- Engage with local businesses to get them to fund redemption scheme
- First hour free parking

### Chippenham

51. The overall response to the individual car park questions in the Chippenham questionnaire is shown in the chart below. A copy of the Chippenham questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 5**. Detailed car-park-by-car-park analysis is included in **Appendix 7**.

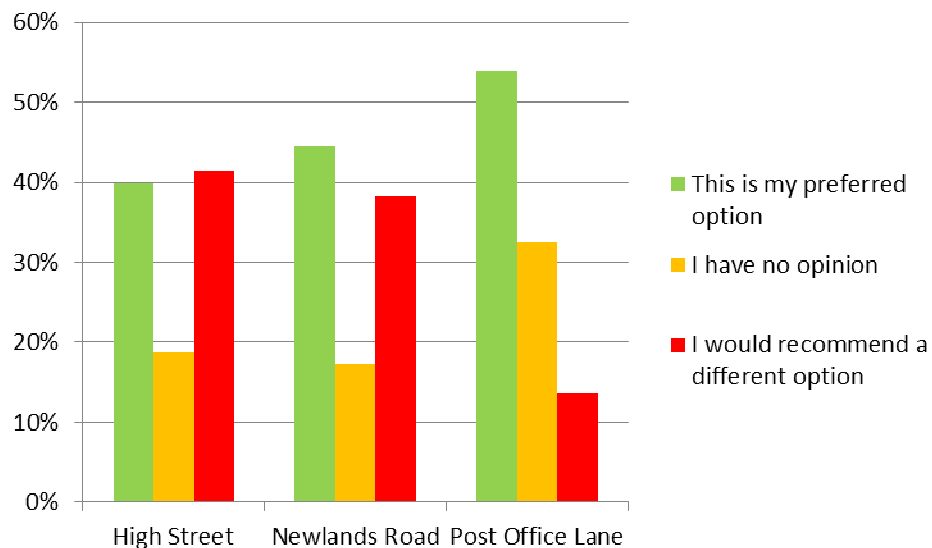


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

- First hour/30 minutes free
- Keep charges as they are
- 10p increase will not make a difference/change demand
- Decrease charges to increase turnover
- First hour free; increase charges for second/third hour
- Concerned that increases will drive people to park in residential areas
- Increase car park capacity
- Cheaper short-stay parking
- Concern at increases to long-stay charges for those working in town all day

### Corsham

52. The overall response to the individual car park questions in the Corsham questionnaire is shown in the chart below. A copy of the Corsham questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 5**. Detailed car-park-by-car-park analysis is included in **Appendix 7**.

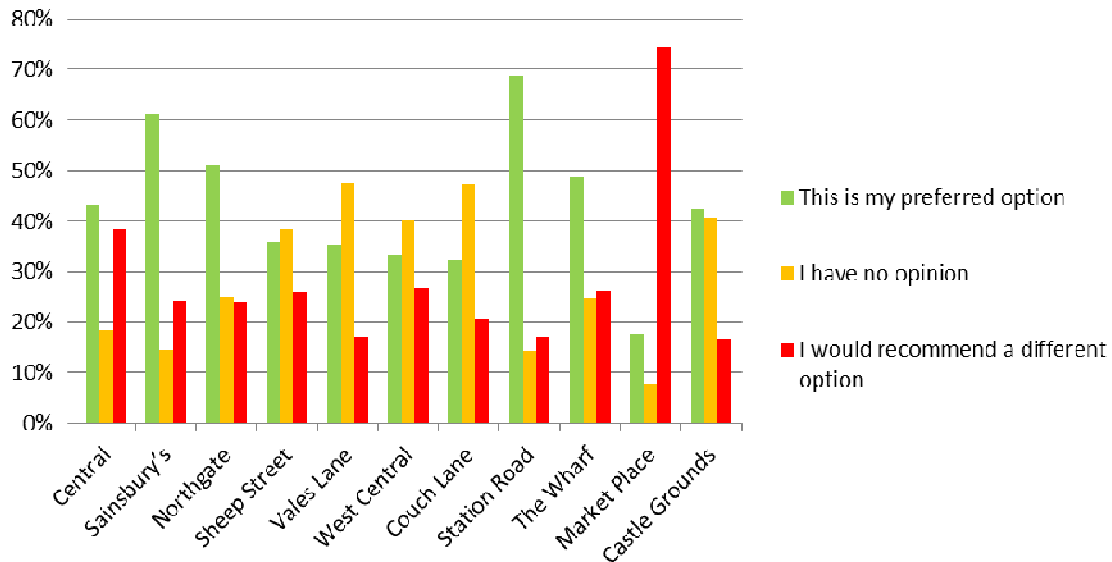


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

- More information required on how much money is raised and how it is spent
- Pay for buses a different way/cut services
- Cut fees on mobile payments
- More flexibility and easier application process for permits
- Shops/businesses to subsidise free parking
- Uncontrolled parking on residential streets – implement residential parking schemes
- 90 minutes or 2 hours free or reduced 2 hour rate
- 30 minutes (or short periods) at a lower charge
- Low charges needed for business owners and employees

## Devizes

53. The overall response to the individual car park questions in the Devizes questionnaire is shown in the chart below. A copy of the Devizes questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 5**. Detailed car-park-by-car-park analysis is included in **Appendix 7**.

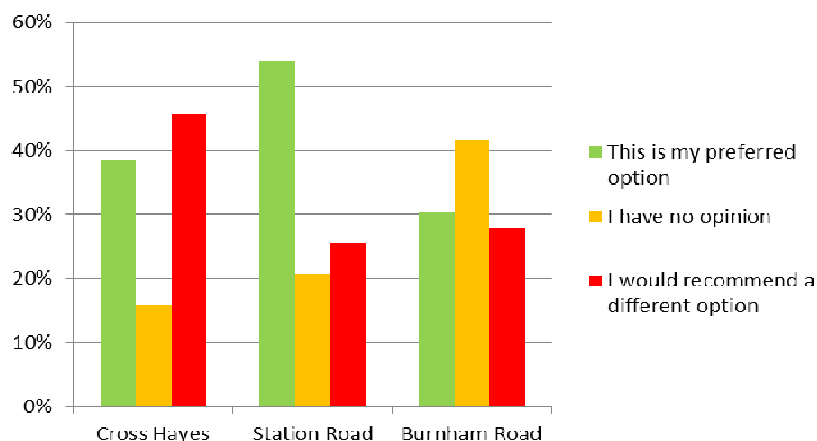


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

- First hour/30 minutes free
- Keep charges as they are
- Decrease charges
- Need for more transport plans/strategies
- Round up charges
- Standardise charges in all car parks
- Parking needs to be cheap/affordable to support businesses and retail activity

## Malmesbury

54. The overall response to the individual car park questions in the Malmesbury questionnaire is shown in the chart below. A copy of the Malmesbury questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 5**. Detailed car-park-by-car-park analysis is included in **Appendix 7**.

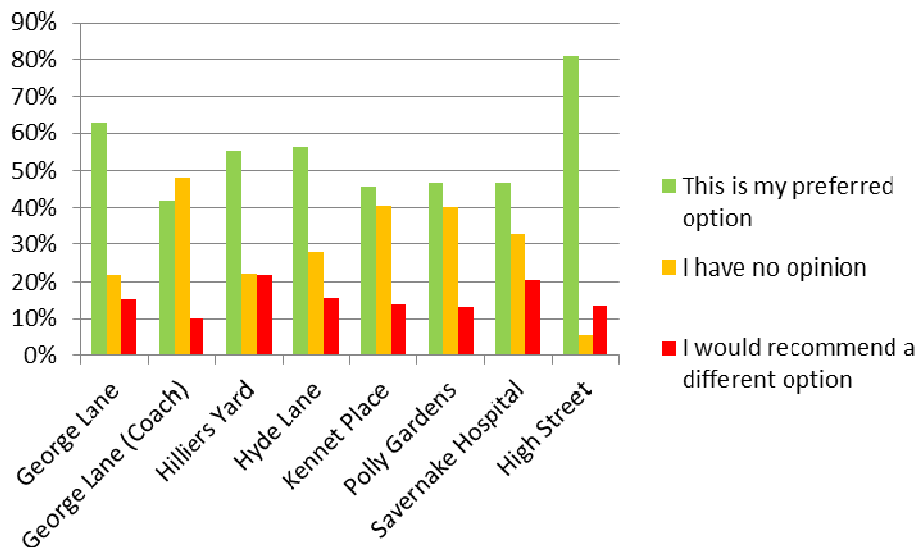


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

- Town Council to control the car parks
- Stop commercial use of the Cross Hayes car park
- Free short-term parking options (e.g. first 30 minutes free)
- Cheaper long-stay options to encourage business relocation and dissuade residential parking
- First hour free
- Decrease charges
- No changes required
- Two hours free parking
- Implement residents' parking schemes

### Marlborough

55. The overall response to the individual car park questions in the Marlborough questionnaire is shown in the chart below. A copy of the Marlborough questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 5**. Detailed car-park-by-car-park analysis is included in **Appendix 7**.



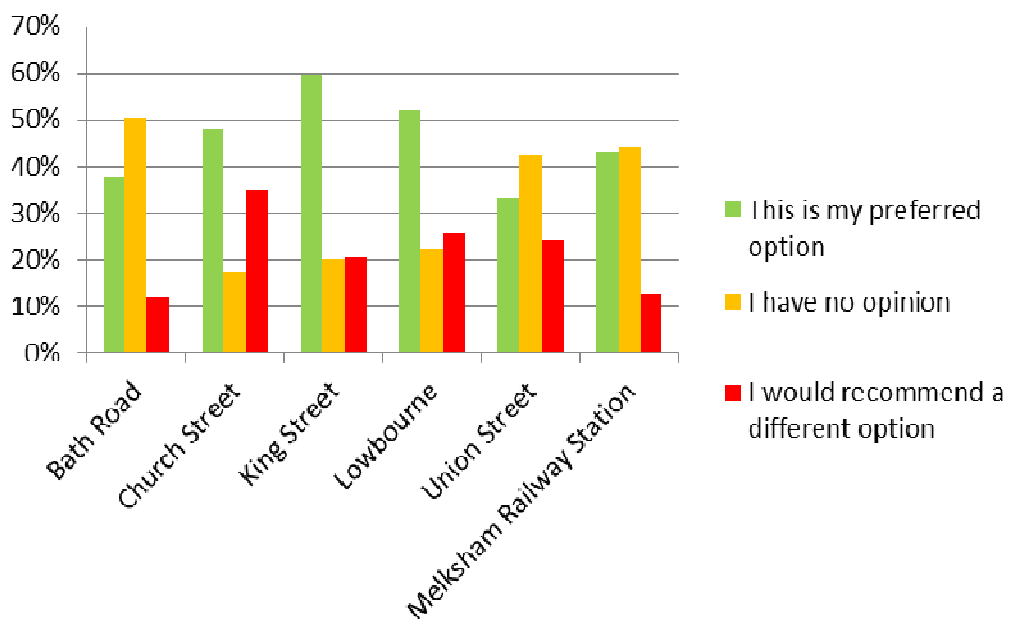
Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

- Provide more parking capacity (e.g. build a multi storey car park, use land on outskirts of town, introduce a P&R scheme, etc.)
- Need for residents' parking schemes to deal with current commuter parking in residential streets
- Need for free or reduced charges to support retailers and tourism
- Better sustainable transport options (e.g. bus services) to provide for elderly population and to provide for an alternative to car travel
- Keep charges as current - why change?
- More consideration given to those who work in the town that have to park all day
- More long-stay parking is needed - particularly on the outskirts of the town

- Update parking machines - they should give change or take card payments
- Retain free short-stay parking on the High Street
- Increase in already high charges will put shoppers off

### Melksham

56. The overall response to the individual car park questions in the Melksham questionnaire is shown in the chart below. A copy of the Melksham questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 5**. Detailed car-park-by-car-park analysis is included in **Appendix 7**.



Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

- First hour free parking
- Decrease charges
- Higher penalties for infringements in car parks and on roads, this could contribute towards free car parking
- Increase long-term car parks for workers
- Pricing needs to encourage long-term parking out of main town areas also reduce charges for season/weekly tickets
- Number plate recognition on parking
- Why such a big jump between 1 hour and 2 hours?
- 2 hours free parking
- Parking at railway stations should be free

### Royal Wootton Bassett

57. The overall response to the individual car park questions in the Royal Wootton Bassett questionnaire is shown in the chart below. A copy of the Royal Wootton Bassett questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 5**. Detailed car-park-by-car-park analysis is included in **Appendix 7**.

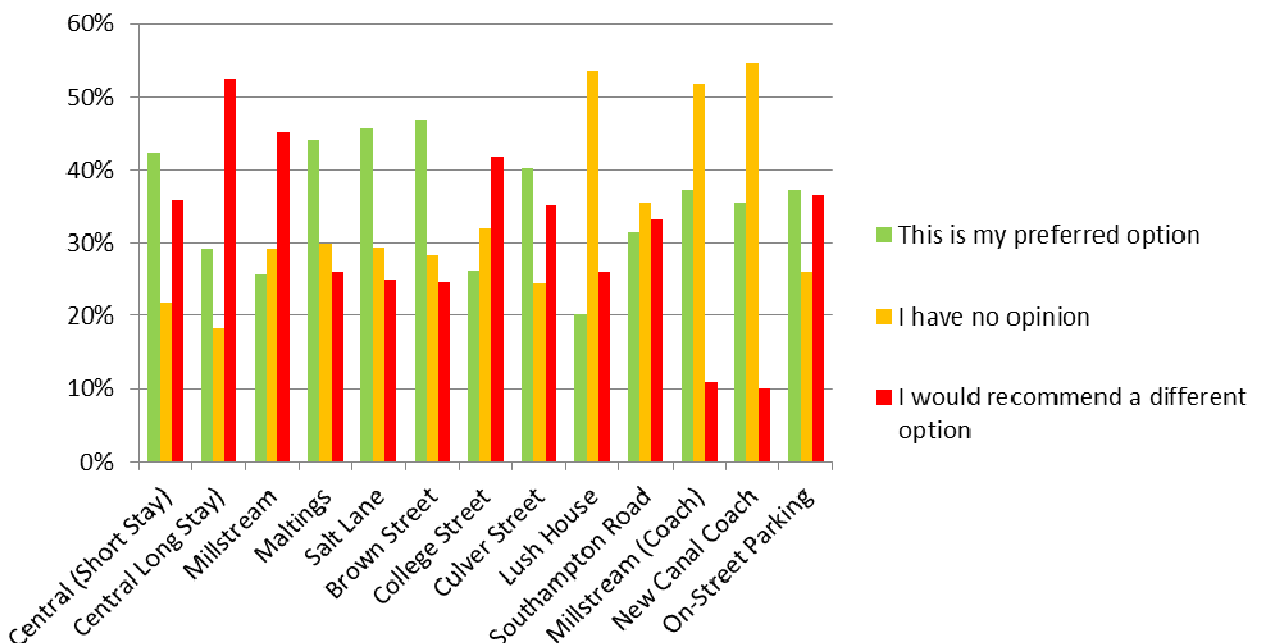


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

- Free or decreased charges for shoppers (i.e. 1 and 2 hour rates); increased charges for longer stays
- No changes to charges
- Free or decreased charges are required to compete with supermarkets

Salisbury

58. The overall response to the individual car park questions in the Salisbury questionnaire is shown in the chart below. A copy of the Salisbury questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 5**. Detailed car-park-by-car-park analysis is included in **Appendix 7**.



Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

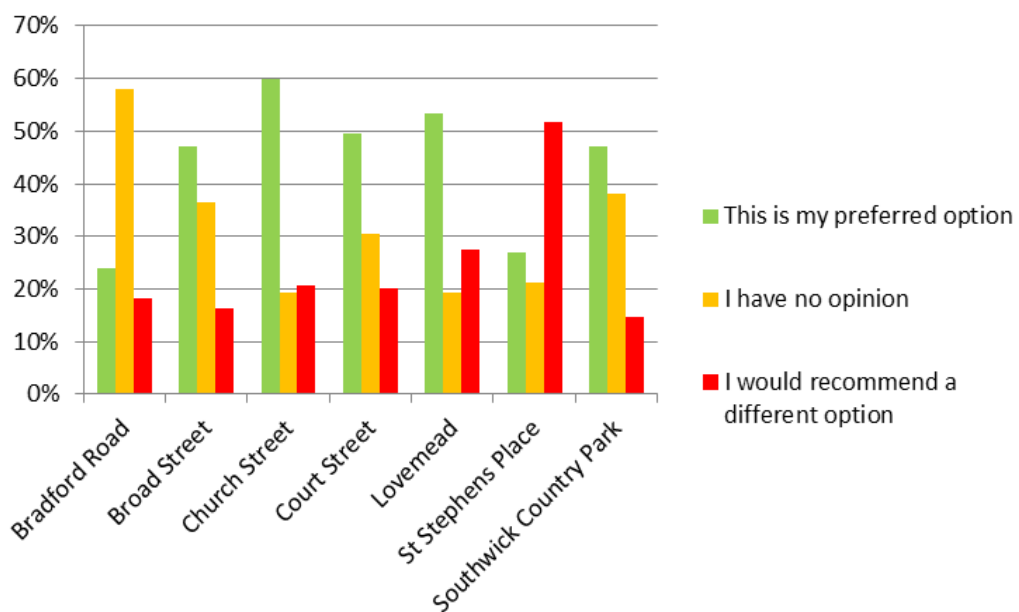
- Flat rate of £1 per hour
- Keep 15 minute band



- Keep charges as they are
- Decrease charges to encourage visitors and tourists
- Free Sunday parking
- Decrease all day stay tariff or improve park and ride services
- Increase park and ride running times (open earlier and later) and reliability
- Pay on exit system
- Charge the same rates in all towns in the county
- Free after 4.00pm
- Charges in line with competing settlements
- Need for standardised charges across Wiltshire
- Advertise park and ride better for visitors

### Trowbridge

59. The overall response to the individual car park questions in the Trowbridge questionnaire is shown in the chart below. A copy of the Trowbridge questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 5**. Detailed car-park-by-car-park analysis is included in **Appendix 7**.

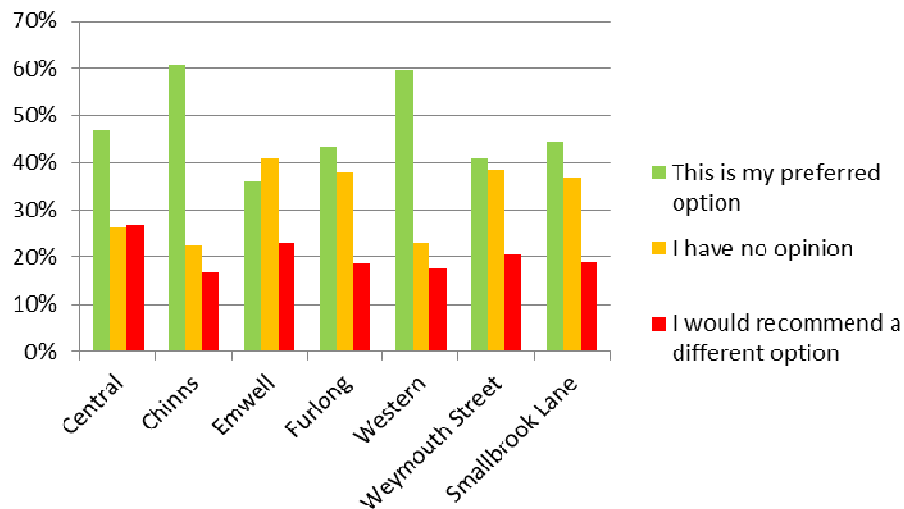


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

- Reducing charge by 10p is unlikely to make any difference in use. Greater reductions requested
- Decrease charges and support for first hour free
- Opposed to introducing charging in St. Stephens Place
- Concern any increases in parking price could cause damage to economy and on-street parking
- Council should charge for staff and councillors
- Reduce price in Lovemead car park as the last increase has resulted in a reduction in use

## Warminster

60. The overall response to the individual car park questions in the Warminster questionnaire is shown in the chart below. A copy of the Warminster questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 5**. Detailed car-park-by-car-park analysis is included in **Appendix 7**.

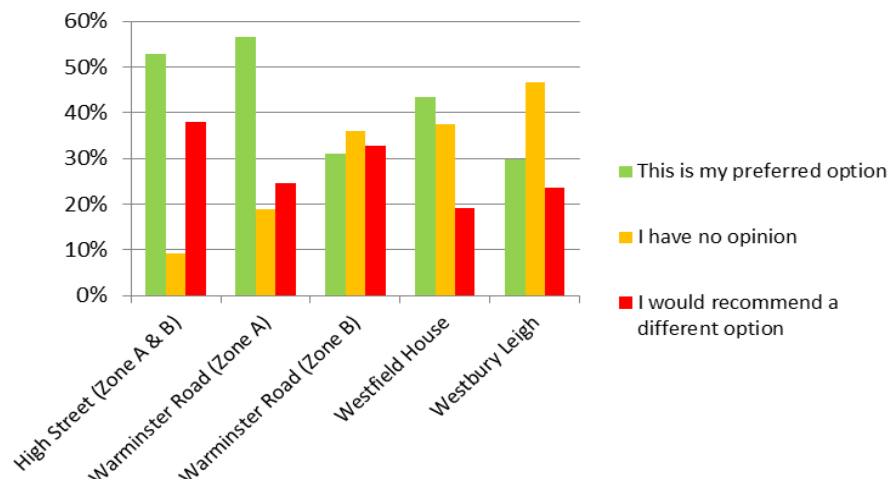


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

- Free parking in Warminster is essential, as the current charges have damaged the local economy
- The first hour should be free and the prices decreased for short-stay parking, but prices increased for long-stay/all day parking
- The viability of the town centre and boosting the local economy are of primary importance and free parking or at least low charges will help this, as will simplified potential charges so that nearby car parks are all the same.

## Westbury

61. The overall response to the individual car park questions in the Westbury questionnaire is shown in the chart below. A copy of the Westbury questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 5**. Detailed car-park-by-car-park analysis is included in **Appendix 7**.



Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

- Better to have full rather than empty car parks
- Town businesses need to be able to compete with supermarkets/out of town shops which have free parking
- Need for free residents' parking in the town centre
- Free parking, first hour free parking and/or decreased charges to help vitality of town and to more readily reflect comparison with Trowbridge where there is cheaper parking and more choice in terms of shops

## Workshops

62. As stated previously, four area workshops were held in Chippenham, Devizes, Salisbury, and Trowbridge. An additional workshop was also held in Salisbury with representatives of the Business Improvement District (BID). These workshops generated numerous suggestions and comments that officers considered either for action as part of the strategy review or as part of further work and liaison with town councils, BIDs, community groups, etc. Selected examples of these suggestions and comments are shown below:

- Divide specific car parks into short-stay and long-stay sections
- Reduce prices in more peripheral car parks when compared central car parks
- Reduce long-stay tariffs on the edge of towns
- Look into creating a weekly season ticket option
- Area Boards to lead on car parking issues in their respective areas and to explore possible options, innovations, etc. (recognising that parking income must be maintained)
- Investigate using a charge card instead of cash
- Look into improving car park signage
- Introduce pay on exit
- Investigate increasing operational hours of the park and ride sites
- Transferring ownership of selected car parks to town councils
- Introduce free parking (e.g. 30 minutes, 1 hour, at specific times, etc.)
- Investigate allowing parking on other Council owned sites
- Look into making charges more attractive when compared with competing settlements

Detailed summaries of each workshop are included in **Appendix 8**.

## Developing Recommended Parking Charges

63. Through analysing the questionnaire responses, comments provided through the consultation workshops, and written comments received, a set of recommended parking charges for each car park have been developed. The local circumstances outlined in paragraph 32 have also been considered in this process. This may mean that, for example, further reductions to charges could not realistically be recommended despite a negative consultation response.

64. Recommended charges for each car park by settlement are included in **Appendix 9** with a brief summary provided below. It should be noted, however, that due to the volume of consultation responses received (5,013 people and organisations responded by completing questionnaires making some 14,000

individual comments) only the majority or main consultation points have been fully considered at this time; the analysis and consideration of more detailed points will be undertaken in liaison with town councils, BIDs and other interested parties during 2015/16.

### **Amesbury**

65. In Central car park, to better reflect many of the consultation responses, the 1 hour, 2 hour and Day charges have been further reduced and 25% of the spaces would be identified as free ½ hour spaces (currently 1 hour free spaces).
66. With regard to Church Street car park, there was a general consultation view that this should be retained as a car park. While Amesbury Town Council argued that it should be retained by Wiltshire Council, a number of questionnaire respondents felt that it could or should be community managed. Given this, it is recommended that the car park is submitted for a property asset review which will consider a number of possible options in consultation with relevant interested parties.

### **Bradford on Avon**

67. In all cases, the majority questionnaire response was either '*This is my preferred option*' or '*I have no opinion*'. Given this, the individual car park options proposed in the consultation have been recommended for approval. Further and ongoing work will include discussions with interested parties, such as Bradford on Avon Town Council regarding its interest in taking over some or all of the car parks in the town, and other interested parties who have asked for Wiltshire Council to consider a community asset transfer of specified car parks.

### **Calne**

68. While the majority of questionnaire respondents supported the proposed option in the consultation, the charges for Church Street car park have generally been further reduced to reflect the comments made at the consultation workshop.

### **Chippenham**

69. It was made clear in the consultation that the Council's car park usage data suggests that there is a car parking capacity issue in Chippenham. While a number of changes were suggested as part of the consultation to help manage current demand, the capacity issue will need to be considered as part of the review of the Chippenham Transport Strategy which forms part of the Wiltshire Core Strategy.
70. With the exception of the response to the Emery Gate (surface) car park, the majority of questionnaire responses to the other car park proposals were either '*This is my preferred option*' or '*I have no opinion*'. Many of the respondents who did make comments stated the following:
  - The first hour should be free
  - Charges should be reduced or kept as current

- Additional car parking capacity should be identified (e.g. temporary (for specific events), multi storey and Park and Ride)
  - There should be affordable long-stay parking.
71. The Chippenham BID comments largely reflect the above in its suggestion of short-term and long-term measures which include making better use of new technologies and marketing.
72. In addition to supporting any pricing restructure, new methods of payment and any pricing initiatives, Chippenham Town Council also included in its comments that it wanted the following to be investigated:
- The viability of relocating some or all of the taxi rank as it currently sits in front of retail stores inhibiting customer usage
  - A review of current on-street parking restrictions, removal of any unnecessary yellow lines in order to improve the general flow of traffic around the town centre.

### **Corsham**

73. The usage data indicates that the three Council car parks in Corsham are well used. In particular, the High Street car park has a very high peak usage. For this reason, and given its size and central location, it is recommended that, despite the slight negative consultation response, the consultation proposal is justified (i.e. reclassified as a short-stay car park (maximum stay 3 hours) with an increase in the 1 hour charge from 30p to 40p).
74. While the majority of the respondents supported the option for the Post Office car park put forward in the consultation, the 2 hour and 3 hour charges have been subsequently reduced and the Day charge further reduced to reflect the consultation workshop and Corsham Town Council comments.
75. Many of the respondents who recommended a different option for the car parks in Corsham wanted a first hour or 30 minutes free scheme to be introduced. Corsham Town Council and other parties have expressed an interest in considering the feasibility of this and other possible initiatives with Wiltshire Council.

### **Devizes**

76. The usage data indicates that with the exception of Couch Lane and Station Road, the car parks in Devizes are well used. In addition, a number of the centrally located car parks are currently designated as long-stay car parks (the generally accepted policy position is that centrally located car parks should be designated as short-stay car parks). Given these circumstances, it was proposed in the consultation that charges are increased and/or the status changed to short-stay (with a maximum stay of three hours) in the following car parks:
- Central
  - Sainsbury's
  - Northgate
  - Vales Lane

- West Central
- The Wharf

In all cases, the majority questionnaire response was either '*This is my preferred option*' or '*I have no opinion*'.

77. Reflecting comments made at the consultation workshop, it is now proposed that West Central is also designated as a short-stay car park and that Station Road is split into a short-stay and long-stay car park. In addition, and again reflecting workshop comments, some of the charges in Station Road are proposed to be further reduced given the low usage, size and peripheral location of the car park.
78. In its submission, Devizes Town Council included that it endorsed Wiltshire Council's intention to review the maximum stay in car parks central to the town and supported the reduction in charges in the long-stay car park in Station Road and the re-designation of other car parks to provide more choice.
79. With regard to the Market Place car park, the overwhelming consultation response was to retain this as a short-stay (maximum 30 minutes stay) free car park.

### **Malmesbury**

80. An extensive and informative paper was submitted by Councillor Kim Power, Malmesbury Town Council (see **Appendix 4**). The recommended charges proposed for Station Road have attempted to respond to the main comments of Councillor Power, Malmesbury Town Team and many of the questionnaire respondents who selected '*I would recommend a different option*' for this car park.
81. With regard to the Cross Hayes, while the majority consultation response is against the suggested charging increase, peak usage is high. It is therefore considered that the increase in charges is justified. Both Councillor Power and Malmesbury Town Team argued that reduced charges should be made available after 3/4pm when parking demand tails off.
82. Many of the respondents who recommended a different option for Burnham Road argued that it should be retained as a car park for use by residents and/or commuters. This was reflected in the submission from Councillor Power which included the view that Burnham Road should remain as a public free of charge car park, managed by Wiltshire Council. Given its local circumstances, however, it is considered appropriate that Burnham Road is submitted to a property asset review which will consider a number of possible options in consultation with relevant interested parties.

### **Marlborough**

83. In all cases, the majority questionnaire response was either '*This is my preferred option*' or '*I have no opinion*'. Given this, the individual car park options proposed in the consultation have been recommended for approval.

84. Having said the above, the usage data does show that, with the exception of Savernake Hospital, the majority of the car parks in Marlborough are well used. While this can be taken as an indication of a vibrant town centre, it does raise other issues which were highlighted by attendees at the consultation workshop:
- A general lack of car parking capacity
  - Employees being unable to afford the Day parking charge
  - Increased circulating traffic searching for a car parking space and causing additional congestion and air pollution
  - On-street parking in residential streets
85. While a number of proposals were put forward at the consultation workshop to address the above issues (e.g. building additional car park capacity underground or at the edge of the town), it is considered that these issues can only be adequately considered through a more holistic, multi-faceted study approach.

### **Melksham**

86. In all cases, the majority questionnaire response to the suggestions put forward in the consultation was either '*This is my preferred option*' or '*I have no opinion*'. And, many of the respondents who did recommend a different option argued that the first hour parking should be free. Given this, and with the exception of further reducing the Day charge in King Street and Lowbourn car parks to £4.50 to reflect consultation workshop comments, the individual car park options proposed in the consultation have been recommended for approval.

### **Royal Wootton Bassett**

87. Many of the consultation respondents argued that the short-stay charges in Royal Wootton Bassett needed to be either free for the first hour, decreased or kept as current to support the vitality of the town centre in the face of, for example, competition from west Swindon and local supermarkets. While it is considered that the recommended charges in Borough Fields are justified given the peak and average usage levels, the charges in Wood Street have generally been reduced.
88. In response to a number of consultation comments, it is recommended that the suggested split of Borough Fields into separate short and long-stay zones is not progressed, and that the 1 to 3 hour charging options are not removed from Wood Street as a number of consultation respondents highlighted the fact that these time periods are necessary to allow people to make use of services in the immediate local area.
89. The submission from Royal Wootton Bassett Town Council included the following:

*Without a full assessment of all the relevant factors, it is difficult to determine the impact that the proposed changes will have upon car parking in Royal Wootton Bassett. The Town Council therefore resolved to encourage Wiltshire Council to keep the price of car parking as low as possible, ideally with the first hour as free. It was also noted that the standard of maintenance and upkeep at Borough Fields car park is not as high as it should be, which prompted a discussion about the possibility of the Town Council assuming responsibility for this amenity in the future. It was agreed that the Town Council would be keen to take on this asset should Wiltshire Council be minded to transfer ownership of the car park.*

## Salisbury

90. The move to a more fine-grained car-park-by-car-park approach enabled reduced parking charges to be suggested in a number of car parks in Salisbury. At the same time, it was proposed in the consultation that the Day charge in long stay car parks be increased to £9 to reflect the wider strategy approach (i.e. to encourage the use of Park and Ride services). In many cases, it is this £9 proposal that respondents who ticked '*I would recommend a different option*' for a long stay car park, strongly objected to. Given this, it is now recommended that the Day charge in long-stay car parks is increased to £8 from the current rate of £7.40.
91. In addition to the above, many respondents who ticked '*I would recommend a different option*' for a particular car park advocated that the first hour parking should be free and/or that parking charges should be reduced. Salisbury City Council somewhat reflected this in its March 2014 report<sup>1</sup> where it recommended that short-stay charges should be as follows: 1 hour - £1; 2 hours - £2; 3 hours - £3. At the same time, however, it recommended higher long-stay charges: 4 hours - £5; 5 hours - £7; and over 5 hours - £9. While officers felt able to reflect Salisbury City Council's recommended short-stay charges in Culver Street and Southampton Road, it is considered that the relevant usage data would not sensibly enable short-stay charges in the other car parks to be reduced to these levels.
92. As part of its questionnaire response, Salisbury City Council agreed with the consultation options for the following car parks: Salt Lane, Brown Street, College Street, Lush House and Southampton Road. In terms of the other car parks in Salisbury, the City Council continues to recommend the charges set out in its March 2014 report.
93. Many consultation respondents and the Salisbury BID stated that long-stay charges could and should not be increased because the current Park and Ride services did not meet the needs of workers (i.e. the services do not currently operate early and late enough). Members may recall that the Council extended the Park and Ride evening services in the run up to Christmas in 2005. However, there were very few additional passengers and it was not financially sustainable. Currently, passengers using the Wilton and London Road Park and Ride sites can use (Wiltshire Council subsidised) Wilts & Dorset buses after 7pm to return to the site. Following a major tender exercise, the Council has recently awarded Salisbury Reds, part of Go South Coast, the contract to run the Park and Ride service for five years with the option to extend it for a further three. The feedback officers have received through the review, most notably from Salisbury BID, has been considered in the development of the new contract (e.g. extended operational hours, easier ticket options, better marketing, etc). In addition, opportunities to provide further services at the Park and Ride sites are being explored separately (e.g. hot desks, wi-fi hotspots, car valeting, cycle hire, etc).
94. Given its particular local circumstances, Salisbury is the only settlement in Wiltshire where Sunday parking charges are levied in Council car parks. The current charge of £1.70 per day was set at the time of the last review in 2011. This reduced level (compared with Mon-Sat charges) recognises that traffic

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<sup>1</sup> [http://www.salisburycitycouncil.gov.uk/images/stories/Policy\\_Resources/03.03.14/Appendix\\_to\\_report\\_5x.pdf](http://www.salisburycitycouncil.gov.uk/images/stories/Policy_Resources/03.03.14/Appendix_to_report_5x.pdf)  
CM09628/v6



volumes and sustainable transport options (e.g. buses and train services) are reduced on Sundays.

95. A number of questionnaire respondents advocated that there should be no Sunday charges in Salisbury, and the response to Q2h (see **Appendix 5**) could be taken as another clear indication of this position. In its March 2014 report, Salisbury City Council also suggested that Sunday parking charges should move to being free. It is considered, however, that the agreed policy position (Policy PS3 in the LTP Car Parking Strategy) supports the continuation of Sunday charges in Salisbury:

*Sunday parking charges will be considered where there is an identified traffic congestion or air quality issue or where there is a strong and established parking demand from shoppers or visitors.*

96. A number of comments were received from businesses who were interested in purchasing Park and Ride permits. Currently businesses can and do purchase Park and Ride journeys through the Council's MiPermit system on behalf of others. Purchases are currently based on journey repetitions and not time (e.g. 40 x journey card). Time based and other initiatives and options will be considered and explored with Salisbury Reds, the new Park and Ride service provider, after the June 2015 contract commencement.

### **Trowbridge**

97. Apart from the response to St. Stephens Place, the majority questionnaire response to all the other car park options was either '*This is my preferred option*' or '*I have no opinion*'. And, in the case of St. Stephens Place, the negative feedback was largely in response to the question of whether charging should be introduced to fund much needed improvements to the site; the actual charging suggestion was to retain the current free parking provision.
98. Many of the respondents who recommended a different option for the car parks argued that the charges should be further reduced to support the vitality and vibrancy of the town centre, to provide affordable parking for workers (and therefore help to reduce parking on residential streets), and to better match the parking offer in the supermarkets and The Shires Shopping Centre. It is considered, however, that the recommended charges in Broad Street, Church Street, Court Street and Lovemead are appropriate given local circumstances and usage levels (increased usage of Lovemead is anticipated from Wiltshire Council staff).
99. Trowbridge Town Council submitted a comprehensive response made up of both a completed questionnaire and a separate report (see **Appendix 4**). While the Town Council supported the suggested option for Bradford Road and had no opinion on the option for Southwick County Park, in its questionnaire submission it asked for the Broad Street, Church Street, Court Street and Lovemead car parks to be transferred to the Town Council. With regard to St. Stephens Place, the Town Council stated the following:

*6. That any alternative arrangement must satisfactorily address the current high level of free parking availability in the multi-storey car-park, supermarket car-*

*parks and residential streets and must therefore be introduced in conjunction with appropriate controls on on-street parking which recognises the impact of all-day parking on residents, whilst increasing the use of charged for car-parks through the introduction of reasonable all-day charges. 7. That any alternative arrangement should address the potential for a reduction in the availability of all-day spaces in the multi-storey car-park whilst retaining it as a free car-park in line with the existing deed. For example; replace the all-day (23 hour) spaces with 4 hour spaces.*

100. A further substantive comment made by Trowbridge Town Council is that it supports the consideration of the introduction of a residents' parking zone scheme in streets surrounding the town centre and in selected other roads.

### **Warminster**

101. There are a number of small car parks in Warminster which are recommended to be submitted to a property asset review which will consider a number of possible options in consultation with relevant interested parties. Charging reductions have been recommended in the two largest car parks (Central and Western) which reflect the request made at the consultation workshop to make the charges more attractive by, in particular, reducing the gap between the first and second hour charges.
102. In all cases, the majority questionnaire response to the options suggested in the consultation was either '*This is my preferred option*' or '*I have no opinion*'.

### **Westbury**

103. In all cases, the majority questionnaire response to the options suggested in the consultation was either '*This is my preferred option*' or '*I have no opinion*'.
104. In response to consultation workshop comments that more affordable parking options need to be provided for shoppers and workers to encourage them not to park on residential streets, charges have been further reduced in Warminster Road Zone A and Westfield House car parks.

### **Proposed Approach to Season Tickets**

105. Season tickets provide users with the ability to purchase their car park stay in advance and enjoy a substantial reduction on the equivalent pay and display tariffs. Season tickets are allocated on a predetermined list of car parks that was agreed in February 2011 together with prices for each town and ticket type (premium or standard). A reduction of 20% was applied to these prices in December 2011 which increased usage dramatically by some 40% in the following year to March 2013. However, this usage increase caused capacity issues in some car parks, most notably in Chippenham. In addition, it is considered that the current season ticket types are outdated.
106. It is therefore proposed that season tickets are:
- Standardised into one ticket type, i.e. standard;

- Only allocated in long-stay car parks unless there are exceptional circumstances;
  - Offered on a weekly, monthly, quarterly and annual basis;
  - Allocated in each identified car park based on an analysis of the previous year's ticket sales data including other stay types (e.g. pay and display ticket sales); and
  - Reviewed annually to ensure that the allocation of season tickets in each identified car park does not go above predetermined limits (to be developed).
107. While the majority of questionnaire respondents did not support the option to increase season ticket prices, it is nevertheless considered that season ticket prices do need to be re-assessed on a car-park-by-car-park basis to more fully reflect current usage and capacity pressures. It is therefore proposed that revised season ticket prices are developed in line with the above methodology and the relevant pay and display charges. Further information on season ticket prices can be found in **Appendix 10**.

### **Property Asset Review**

108. As part of the review, a number of car parks (see below) were identified for a property asset review as they were considered to be of non-strategic importance and/or of low viability:
- Church Street, Amesbury
  - Avoncliff, Bradford on Avon.
  - Barton Farm ,Bradford on Avon
  - Newtown, Bradford on Avon
  - Budbury, Bradford on Avon
  - St. Margarets Hill, Bradford on Avon
  - St. Margarets Street, Bradford on Avon
  - Brakemead, Chippenham
  - Couch Lane, Devizes
  - Castle Grounds, Devizes
  - Burnham Road, Malmesbury
  - Savernake Hospital, Marlborough
  - Bath Road, Melksham
  - Bradford Road, Trowbridge
  - Southwick Country Park, Trowbridge
  - Emwell, Warminster
  - Furlong, Warminster
  - Weymouth Street, Warminster
  - Smallbrook Lane, Warminster
  - Warminster Road (Zone B), Westbury
  - Westbury Leigh, Westbury
109. In addition, it is proposed to include the Market Place car park in Wilton to the above list. As Wilton is identified as a Band 4 town in the current LTP Car Parking Strategy, the opportunity had been given to Wilton Town Council to take over the costs of operating and managing the Market Place car park as an

alternative to parking charges being set. Unfortunately, negotiations have never been successfully concluded.

110. With consideration of the relevant consultation responses received and in liaison with potential interested parties (town councils, BIDs, community groups, etc.), a series of options will be developed and assessed to produce a preferred option for each car park listed above (including the Market Place in Wilton). Without limiting or predicting the outcomes of this process, the range of options could include: re-deployment to another service in Wiltshire Council; marketing for sale, lease or licence to a third party (see section on localism below); operational management by a third party (see section on localism below); ongoing operational management by Wiltshire Council; and surrender of lease or licence to the landlord. (It should be noted that those car parks selected for property asset review will have their current charges maintained until their future role is established).
111. A separate timetable (in addition to that shown in paragraph 123) is being developed for the property asset review to allow sufficient time for consideration of the wider strategic value of these property assets to other services through the Asset Gateway Board.

### **Localism**

112. While the policy guidance and research strongly suggests that car parking should form part of a local authority's integrated approach to transport, it is acknowledged that an increased degree of localism is both a national and local desire, as demonstrated by a number of the consultation responses. Therefore, subject to legal and other relevant considerations, the following types of localism opportunities will be considered:
- Enable community groups to fund charging exemptions in identified car parks to offer as free or subsidised parking (e.g. as part of a 'First hour free' or 'Free after 4pm' parking initiative).
  - Enable community groups to take over (ownership and/or management) identified off-street car parks in accordance with Wiltshire Council's Community Asset Transfer Policy. Essentially this policy means that Wiltshire Council can transfer the management and/or ownership of an asset to the community and may do so in some instances, at less than market value, if sufficient social or economic benefits can be delivered by the proposal. This process also applies if parish/town councils or community groups want to take on and maintain local facilities.
  - Enable community groups to run identified car parking services in accordance with Wiltshire Council's Delegation of Services to Town and Parish Councils and Funding of Delegated Services Policy. Essentially this policy means that Wiltshire Council delegates the service to the community, allowing for local delivery.
113. Town Councils, BIDs and other community groups will be contacted during early/mid March 2015 to understand their interest in pursuing these opportunities. Given the proposed timetable to implement the outcomes of the review (see paragraph 123), these groups will be advised that they will need to respond by the end of March 2015, with options developed and agreed by the end of April 2015 (including all financial considerations). Groups that pursue

- these opportunities outside of this timeframe may be liable for any required legal or other costs (e.g. Traffic Regulation Order costs).
114. To assist engaging with the above groups, costs for implementing first hour free parking in Wiltshire settlements has been included in **Appendix 11**.
  115. The costs in **Appendix 11** represent the forecast loss of income arising from the implementation of 1 hour free parking. The figures represent the best estimates (using current data) of the cost. Should stakeholders wish to take this option forward, further analysis, data refresh and an accepted approach to the management of risk associated with the scheme (to ensure a cost neutral approach to both parties) would need to be finalised.
  116. The figures highlight the degree to which the first hour parking tariff is utilised across the various settlements in Wiltshire and the varying scale of funding required to implement such schemes across the county.
  117. Also included within **Appendix 11** is example costs of implementing free parking post 4pm in car parks. Once again, the figures represents the best estimates (using) current data of the cost. Should stakeholders wish to take this option forward, further analysis, data refresh and an accepted approach to the management of risk associated with the scheme (to ensure a cost neutral approach to both parties) would need to be finalised.

### **Other Policies and Processes**

118. The LTP Car Parking Strategy includes a number of policies and processes dealing with other (non-charging related) aspects of car parking management (e.g. parking standards and residents' parking zones). As it is considered that these policies and processes are generally working well and are largely in accordance with current national policy, it was proposed in the pre-consultation paper with key stakeholders that only a 'light touch' review would be undertaken of parking standards and residents' parking zones, and that other non-charging related policies in the strategy would generally be omitted from the review. This position was largely supported by those who responded to the pre-consultation.

### Parking Standards

119. In line with the above 'light touch' approach, a few minor amendments have been made to Chapter 7 'Parking standards' and Appendix C 'Maximum parking standards' in the LTP Car Parking Strategy.

### Town Parking Reviews and Residents' Parking Zones

120. In order to manage requests for waiting restrictions, a new process was adopted in 2011, which involves early engagement with the parish and town councils, and enables them to input their valuable local knowledge into the assessment process.
121. All requests for new restrictions are initially processed by the appropriate town or parish council. These requests are then assessed alongside requests submitted by other town and parish councils across Wiltshire, and reported to Wiltshire Council's Cabinet Member for Highways and Transport on an annual basis, for agreement on which schemes to progress dependant on staffing resources and budget allocation. If an area within a town or parish is selected for progression,

all requests for that town/parish are considered as part of that review to ensure a holistic approach to the scheme design.

122. As a consequence of undertaking the parking reviews, the Council receives representations for residents' permit schemes. Currently residents' parking schemes are only operated in Salisbury City and a small scheme in Bradford on Avon. A slightly amended process for the consideration of the introduction of residents' parking zones was included in the draft review LTP Car Parking Strategy.

**Traffic Regulation Order Timetable**

123. The timetable for the implementation of approved changes needs to build in a number of key stages:
- (i) Preparation of the Traffic Regulation Orders (TROs) and supporting documents allowing for amendments to be made and advice to be sought from the Council's legal team to ensure that once implemented the TROs will be legally enforceable and not subject to challenge.
  - (ii) Required processes for the public consultation on the TROs.
  - (iii) Preparation of a report to the relevant Wiltshire Council Cabinet Member who will consider any objections received during the public consultation before making a decision.
  - (iv) Required processes as set out in the relevant legislation for the implementation of the TROs.
124. The proposed timetable to implement the approved review changes is set out below:

	Mar 15	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
TRO documents drafted liaising with Council's legal team	■	■	■						
Documents checked / approved			■						
Advert sent to press and appears in local press				■					
Public consultation				■	■				
Objections received and report drafted and submitted to Cabinet Member					■	■			
Cabinet Member report process						■			
Cabinet Member decision advised to people who made representations							■		
TRO(s) sealed and advertised								■	
TRO(s) operational									■

**Safeguarding Considerations**

125. Policy PS 12 'Improving access and use' in the LTP Car Parking Strategy includes the following:

*The council will promote the convenient access to parking facilities in Wiltshire by ensuring that:*

- *parking for disabled motorists (Blue Badge holders) is provided in line with recognised national guidance (as a minimum)*
- *where appropriate (e.g. at supermarkets and retail centres), provision is made for 'parent and child' spaces*
- *parking facilities are 'safer by design'.*

## **Public Health Implications**

126. The draft revised LTP Car Parking Strategy has been subject to a Strategic Environmental Assessment (SEA) which includes consideration of a number of relevant public health topics (see below and **Appendix 12**). The main purpose of an SEA is to evaluate whether a plan or strategy will result in any significant environmental effects, both positive and negative. The SEA Environmental Report was subject to public consultation from 8 December 2014 to 19 January 2015.

### **Relevant Public Health SEA Topics**

<b>SEA Topic</b>	<b>Significance of the effect</b>
Air quality and environmental pollution	Partial positive/partial negative effect
Population	Partial positive/partial negative effect
Healthy communities	Partial positive/partial negative effect
Inclusive communities	Partial positive/partial negative effect
Transport	Partial positive/partial negative effect

127. No significant effects were identified in the SEA Environmental Report. The reason for the identified 'partial positive/partial negative effect' against each SEA topic above is largely as a result of the proposed 'fine grained' approach to car park management and the number of options presented in the consultation. For example:

- Free or decreased charges in some car parks and/or towns could lead to increased trips and circulating traffic, and possibly discourage people to use more sustainable transport modes such as walking, cycling and buses. In turn, this scenario may have a negative impact on air quality, activity levels and communities;
- Increased charges in other car parks and/or towns could lead to reduced trips and circulating traffic, and possibly encourage people to use more sustainable transport modes such as walking, cycling and buses. In turn this may have a positive impact on air quality, activity levels and communities.

128. A SEA Statement will be produced following the approval of the revised LTP Car Parking Strategy and completion of the TRO process to show how the findings of the SEA and consultation have been taken into account.

## **Environmental and Climate Change Considerations**

129. There is an opportunity through the car parking review to set reasonable charges

to encourage greater uptake of available Park and Ride facilities, and other sustainable transport options to reduce carbon emissions. By improving information and signage to car parks, visitors and residents will be able to reduce their fuel consumption and emissions by accessing appropriate parking facilities quickly; this will also help to ease congestion, reduce mileage and improve air quality.

130. The draft revised LTP Car Parking Strategy has been subject to a SEA which includes consideration of a number of relevant topics (see below and **Appendix 12**). The main purpose of an SEA is to evaluate whether a plan or strategy will result in any significant environmental effects, both positive and negative. The SEA Environmental Report was subject to public consultation from 8 December 2014 to 19 January 2015.

**Table 4: SEA Topics**

<b>SEA Topic</b>	<b>Significance of the effect</b>
Biodiversity	Partial positive/partial negative effect
Land, soil and water resources	Minor negative effect
Air quality and environmental pollution	Partial positive/partial negative effect
Climatic factors	Partial positive/partial negative effect
Historic environment	Partial positive/partial negative effect
Landscapes (and townscapes)	Partial positive/partial negative effect
Population	Partial positive/partial negative effect
Healthy communities	Partial positive/partial negative effect
Inclusive communities	Partial positive/partial negative effect
Transport	Partial positive/partial negative effect
Economy and enterprise	Partial positive/partial negative effect

131. No significant effects were identified in the SEA Environmental Report. The reason for the identified 'partial positive/partial negative effect' against the majority of the SEA topics above is largely as a result of the proposed 'fine grained' approach to car park management and the number of options presented in the consultation. For example:

- Free or decreased charges in some car parks and/or towns could lead to increased trips and circulating traffic, and possibly discourage people to use more sustainable transport modes such as walking, cycling and buses. In turn, this scenario may have a negative impact on air quality, carbon emissions, activity levels and communities;
- Increased charges in other car parks and/or towns could lead to reduced trips and circulating traffic, and possibly encourage people to use more sustainable transport modes such as walking, cycling and buses. In turn this may have a positive impact on air quality, carbon emission, activity levels and communities.

132. No comments have been received from the three statutory bodies of Natural England, English Heritage and the Environment Agency.

133. A SEA Statement will be produced following the approval of the revised LTP Car Parking Strategy and completion of the TRO process to show how the findings of the SEA and consultation have been taken into account.



## Equalities Impact of the Proposal

134. The draft revised LTP Car Parking Strategy has been subject to an Equalities Analysis Evidence Document. The draft EAED was subject to public consultation from the 8 December 2014 to 19 January 2015. A revised EAED is included in **Appendix 13**.
135. In terms of assessing the possible impacts and actions of the revised Strategy on each identified Protected Characteristic group, these are considered to be as follows:

### Age:

- Issue: Young people and the elderly are more likely to be on low incomes and are therefore more likely to be adversely impacted by any higher parking charges.
- Action: The recommended parking charges have been based on a consideration of local economic, social and environmental circumstances relevant to individual car parks. As a result of more 'fine grained' approach, many parking charges have either been kept as current or reduced. Therefore, in most towns, there will be opportunities for people to take advantage of the same or lower parking charges in some car parks.
- Issue: Some elderly people may struggle with the introduction of new technologies (e.g. paying parking charges by mobile phone).
- Action: While this may be true in the short term, as the use of mobile phone technology increases across all age groups over time, this issue should diminish. Nevertheless, usage guidelines will be produced and placed on the council's parking website, and consideration will be given to new signage providing user instructions in relevant car parks. Where it is proposed to make a car park 'MiPermit only', this will be subject to a review by the Council to assess issues such as mobile signal coverage, user profiles and pay machine accessibility.

### Disability:

- Issue: Some pay and display machines may not be accessible to wheelchair users.
- Action: The Council's current pay and display machine suppliers offer wheelchair friendly alternatives although this may mean investing in updated terminals.
- Issue: Some disabled people may struggle with the introduction of new technologies (e.g. paying parking charges by mobile phone).
- Action: Information will be obtained from other local authorities where new technologies have already been installed and further information could be gained from technology providers to source 'Disabled Friendly' options if available. Where it is proposed to make a car park 'MiPermit only', this will be subject to a review by the Council to assess issues such as mobile signal coverage, user profiles and pay machine accessibility . Consultation with relevant disabled groups will also be considered.

- Issue: Surface maintenance of car parks could be an issue in terms of accessibility.
- Action: The Council undertakes a programme of routine maintenance inspections and works. In addition, all the Council's off-street car parks were reviewed in 2012 in line with the DfT's Traffic Advisory Leaflet 5/95 'Parking for Disabled People' and required improvements progressed as part of the routine maintenance works programme.
- Issue: The location and size of parking spaces may not meet the needs of disabled people.
- Action: All the Council's off-street car parks were reviewed in 2012 in line with the DfT's Traffic Advisory Leaflet 5/95 'Parking for Disabled People' and required improvements progressed as part of the routine maintenance works programme.

Other (including caring responsibilities, rurality, low income, military status, etc):

- Issue: People on low incomes are more likely to be adversely impacted by any higher parking charges.
- Action: The recommended parking charges have been based on a consideration of local economic, social and environmental circumstances relevant to individual car parks. As a result of more 'fine grained' approach, many parking charges have either been kept as current or reduced. Therefore, in most towns, there will be opportunities for people to take advantage of the same or lower parking charges in some car parks.
- Issue: People living in rural areas with little public transport and who therefore need to use a car to access shops and services in the towns, are more likely to be adversely impacted by any higher parking charges.
- Action: The recommended parking charges have been based on a consideration of local economic, social and environmental circumstances relevant to individual car parks. As a result of more 'fine grained' approach, many parking charges have either been kept as current or reduced. Therefore, in most towns, there will be opportunities for people to take advantage of the same or lower parking charges in some car parks.
- Issue: Increased parking charges may have some influence on reducing the numbers of people accessing local towns and businesses (i.e. increased charges may result in people not visiting certain areas so often).
- Action: The recommended parking charges have been based on a consideration of local economic, social and environmental circumstances relevant to individual car parks. As a result of more 'fine grained' approach, many parking charges have either been kept as current or reduced. Therefore, in most towns, there will be opportunities for people to take advantage of the same or lower parking charges in some car parks.

136. The revised LTP Car Parking Strategy includes a number of policies and paragraphs relevant to equality issues. In particular, 'Policy PS12 - Improving access and use' sets out the following:

*The council will promote the convenient access to parking facilities in Wiltshire by ensuring that:*

- *parking for disabled motorists (Blue Badge holders) is provided in line with recognised national guidance (as a minimum)*
- *where appropriate (e.g. at supermarkets and retail centres), provision is made for 'parent and child' spaces*
- *parking facilities are clearly signed and that good levels of information on the location and availability of parking is provided*
- *facilities are available for cashless payments by mobile phone, telephone or online*
- *parking facilities are 'safer by design'*
- *facilities for service vehicles or those delivering goods are, as far as possible, segregated to avoid conflict and their use as overflow car parking areas.*

## **Risk Assessment**

137. This section highlights the key risks and proposed management of those risks associated with the proposals in this report.

### **Risks that may arise if the proposed decision and related work is not taken**

- (i) Parking charges do not reflect local circumstances which may result in adverse economic, social and/or environmental impacts.
- (ii) Significant reputational impact following an extensive consultation exercise.
- (iii) Inability to reflect changes in national policy, guidance and best practice.

### **Risks that may arise if the proposed decision is taken and actions that will be taken to manage these risks**

<b>Risk</b>	<b>Action to mitigate the risk</b>
Increased trips to those car parks and towns with free or reduced parking charges.	The recommended charges are based on an analysis of local circumstances. Proposals from town councils or other parties to offer free parking or reduced charges will be considered on a case-by-case basis and with regard to local circumstances.
Further loss of Wiltshire Council control over parking management if some/all car parks are transferred to town councils.	Proposals from town councils will be considered on a case-by-case basis and with regard to local circumstances. However, there may be some impact on the Council's ability to undertake its relevant statutory duties and responsibilities (e.g. highway network management, local air quality management, etc.).
Increased traffic, congestion and delays particularly in the 'Principal Settlements' of Chippenham, Salisbury and Trowbridge as a result of reduced or unchanged parking charges.	Transport strategies and plans may need to be based more on a 'predict and provide' approach rather than a 'demand management' approach.

<b>Risk</b>	<b>Action to mitigate the risk</b>
Reduced parking revenues due to changes in charges.	Analysis of ticket sales post implementation of revised charges to identify trend. Parking Services to manage any shortfall through budgetary control.
Parking demand is dispersed onto neighbouring streets.	Town reviews are to be undertaken following implementation in line with a prioritised programme.
Need to revise parking strategy and management practices to accord with the Government's revised guidance (see paragraph 138).	The parking strategy has been based on an analysis of local circumstances and following an extensive public consultation exercise.  Proposal to delegate authority to the Associate Director for Highways and Transport in consultation with the Cabinet Member for Highways and Transport to consider and make any required changes.

138. The Government issued the following draft documents<sup>2</sup> on 6 March 2015:

- 'Operational Guidance to Local Authorities: Parking Policy and Enforcement' (DfT, Revised Edition March 2015)
- 'The Secretary of State's Guidance to Local Authorities on the Civil Enforcement of Parking Contraventions' (DfT, March 2015).

A verbal update on these publications will be provided to Cabinet members at the meeting on 17 March 2015.

### **Financial Implications**

139. The revised parking charges as detailed in **Appendix 9** have been assessed to understand their likely impact on the off and on-street pay and display income.

140. A financial model was developed which used detailed ticket sales across all current tariffs and reflected the anticipated increase/decrease in ticket sales based on the price elasticity of demand associated with the change in the price of the parking tariff. The modelling was processed on every tariff that is proposed to be altered from its current charge and so represents a full detailed analysis.

141. Published research on the price elasticity of demand relative to car parking charges was used to assess reactions to increase/decrease in parking tariffs. The research indicated that car park users react as follows;

Time banding	Effect on demand
0-2 hours	-0.1
2-4 hours	-0.3
4-7 hours	-0.5
7+ hours	-0.9

Source; TRL Parking Measures and Policies: Research Review, Transport Research Laboratory, May 2010'

<sup>2</sup> The DfT has stated that "The draft version of this guidance note has been published to make local councils aware of changes being made to government parking policy. The guidance has been published in draft because legislation underlying some of the changes is not yet in force".

142. This indicates that a 10% increase on parking charges for stays of between 0-2 hours will result in a 1% decrease in demand. A 10% increase on parking charges for stays of over 7 hours will result in a decrease in demand of 9%. The research reinforces the assumption that people respond more to the absolute cost of parking rather than the percentage increase, i.e. demand will be affected greater in changes to long-stay tariffs (the long-stay tariffs being the more expensive tariffs) rather than the shorter stay tariffs.
143. Using the research above, the financial modelling of the proposed parking charges across the county indicated a small forecast reduction in the annual combined on and off-street parking income of around £0.080 million to £0.135 million (if users react to charges as per suggested research). This represents a reduction of 1.3% to 2.3% of the income levels.
144. All research on the price elasticity of demand of parking charges highlights that the reaction to parking charges is specific to the local circumstances and although published research can provide indications of how users will react to price changes, the true reaction is not evident until charges have been implemented. In comparison to the previous revision of parking charges in December 2010, where former districts charges were harmonised in a banding system across the county, the current proposed revision to parking charges are less radical and represent a lower element of risk in terms of their effect on the income budgets. However, the true acid test of reaction to changes will only be evident following the implementation of the charges.
145. If the proposed charges are approved, the income levels will be monitored through the budget monitoring process to ascertain the reaction of the parking users and identify whether they have had a negative impact on income levels. Parking data provided by the pay and display machines and Mi permit payment application will allow parking services to monitor ticket sales with detail and accuracy and identify the trend of sales following implementation.
146. If income levels reduce in line with financial modelling, parking services will look to manage as part of their budgetary controls and continued work into the use of technology and efficiencies to reduce operating costs. If income levels see material reductions, this will be flagged up as part of budget monitoring and risk process.
147. The financial modelling has assumed that the findings of the review on the car parks identified for property asset review in paragraph 81 will be implemented on a cost neutral basis to the Council. It is vital that the financial implications are understood when the detailed work is completed on the reviews.
148. There are associated costs with the TROs for implementing the revised charges. Using experience from the previous revision of parking charges, these are estimated at around c. £0.015 - £0.020 million and cover the advertisement cost of the TROs and updating machines and signage for the new charges. These costs will be funded through parking services budget.
149. The revised season ticket prices in **Appendix 10** have been assessed and it is not forecast that there will be material reduction/increase in income from season tickets. Individual season ticket prices in certain car parks may differ

substantially from current prices but these adjustments have been made where the data can substantiate i.e. historically low season ticket usage and therefore the impact is anticipated to be low.

## **Procurement Implications**

150. The report outlines where improvement can be made with investments in updating and buying into new technologies.
151. A clear procurement strategy will be required to support the transition from current service contracts to the 'to be' model of parking services. This can only be done where there is a clear vision for services and target date to work to.

### Pilots

152. It is important that early on pilots are understood to be temporary projects to test the technology and requirement, and that the pilot does not prejudice an open future competition once complete.
153. In reflection of this the pilots need to have an appropriate gateway at which a decision to continue is made and an appropriate period post the conclusion of the pilot is required to deliver the new contract. This should be built into the project plans.
154. By doing this, we go out to market for a solution which covers the requirement across Wiltshire, avoiding the danger with regards to a case by case expansion of service so that we do not end up with a pilot that is expanded upon, e.g. the Pilot for Chippenham then is rolled out to Salisbury.
155. Where possible pilot spend should reflect the nature of a pilot, be controlled and sought to be run at a low or nil cost.

### Current contracts

156. During the interim period of pilots and process re-engineering other Car Parking Service contracts will be ending and require decisions on how to proceed, the key ones are:
  - Cash Collection
    - This contract ends 31/08/2015 and is valued £0.650 million over the contract period. Car parking is an element of the contract and annual spend is around c. £0.090 million a year.
  - Chipside Ltd
    - The contract ends 31/03/2015 and is valued at £0.200 million over the contract period. The annual spend is around c £0.050 million a year
  - Metric Group Ltd
    - No contract in place, spend average £0.040 million per annum.
  - Cale Briparc Ltd
    - No contract in place, spend average £0.025 million per annum.

## **Legal Implications**

157. Any significant change to either car parking charges or the terms and conditions applicable to car parks will require the processing of a Traffic Regulation Order (TRO) under the Road Traffic Regulation Act 1984 ('the 1984 Act') and the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996. In deciding whether or not to make a TRO, and exercising any of their powers under the 1984 Act, the Council also has a duty to (having regard to the matters specified in s.122 (2)) to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities on and off the highway. The matters referred to in s.122 (2) are; the desirability of securing and maintaining reasonable access to premises; the effect on the amenities of any locality affected; the importance of regulating and restricting the use of roads by heavy commercial vehicles; the national air quality strategy; facilitating the passage of public service vehicles including the safety and convenience of persons using public service vehicles and any other matters the Council considers to be relevant. Failure to adhere to any of the statutory processes could potentially result in the proposed changes being successfully challenged in the High Court. The making of a TRO includes a statutory public consultation process over a period of 21 days to permit responses including any objections to be made and considered by the Council or the Cabinet Member for Highways and Transport before a decision is made.
158. For these purposes, a significant change would include:
- (i) Imposing a charge where one did not previously exist
  - (ii) Introducing free parking areas into a charging car park
  - (iii) Changing the class of vehicle permitted to use a car park
159. Failure to adhere to the statutory processes could potentially result in:
- (i) The new charges being successfully challenged in the High Court resulting in loss of income and/or loss of reputation for the Council
  - (ii) Delay arising from the Council being unable to increase the charges on the anticipated implementation date of November 2015.

## **Options Considered**

160. The options considered are as set out in this report and appendices.

## **Conclusions**

161. The importance of car parking management is demonstrated by the fact that the Wiltshire LTP Car Parking Strategy is relevant to all the Council's Business Plan outcomes.
162. The current Strategy needs to be reviewed at this time for a number of reasons including whether it is still appropriate to continue with the 'banding' approach to parking charges given current local needs and circumstances.

163. As a first step in the review, a pre-consultation exercise was held with key stakeholders and partners to provide them with an opportunity to shape the scope of the review. This process was generally welcomed by participating organisations.
164. Councillors on the Car Parking Review Task Group were able to scrutinise the review at various stages. In addition, Councillor John Walsh attended meetings of the Car Parking Review Project Board as a representative of the Task Group. The report of the Task Group was presented to the Environment Select Committee on 17 February 2015.
165. Successful parking trials in Salisbury (Culver Street car park) and Westbury, and site visits to other local authorities regarding parking technologies, have both helped inform the review. A number of technologies that are suited to Wiltshire's circumstances have been identified and are currently being considered by officers for implementation.
166. An extensive 12 week consultation exercise has been undertaken supported by a significant amount of associated information. Separate questionnaires were published for each of the 14 towns with Council car parks and a possible charging option for each car park was included in the relevant questionnaire based on an analysis of local circumstances. This 'fine grained' methodology was endorsed by the Car Parking Review Scrutiny Task Group in September 2014.
167. The consultation has received good exposure. In total, 5,013 people and organisations responded by completing questionnaires. Separate written comments have also been received from a number of organisations and individuals. In addition, five area workshops were held with key stakeholders.
168. A petition for 'One hour free parking in Wiltshire Towns' signed by 3,750 people was received on 15 January 2015 from Duncan Hames MP. It is considered that the issue of possible exemptions to charging, including first hour free parking (where four options were included in the questionnaire) has been adequately covered in the review.
169. The majority of consultation respondents supported the aims of the parking review as set out in Question 1 of the questionnaire. By contrast, in terms of options for charging exemptions (Question 2), the majority of respondents only supported the options of 'free first hour' and 'free after 4pm' where local communities are prepared to fund the scheme.
170. For all but 10 of the 91 car park options presented in the consultation, the majority response was either '*This is my preferred option*' or '*I have no opinion*'. With regard to the 10 car parks where the majority response was '*I would recommend a different option*', many of the respondents wanted the first hour parking to be free and/or generally decreased charges.
171. Through analysing the questionnaire responses, comments provided through the consultation workshops, and written comments received, a set of recommended parking charges for each car park have been developed (see **Appendix 9**). A brief summary for each town is set out in paragraphs 65 to 104. It should be noted, however, that due to the volume of consultation responses received only



the majority or main consultation points have been fully considered at this time; the analysis and consideration of more detailed points will be undertaken in liaison with town councils, Business Improvement Districts (BIDs) and other interested parties during 2015/16.

172. Given current car park usage and capacity pressures, it is considered that a number of amendments need to be made to the season tickets policy, process and prices. It is therefore recommended that Cabinet approves the approach outlined in this report and delegates authority to the Associate Director for Highways and Transport in consultation with the Cabinet Member for Highways and Transport to develop and implement the changes
173. Twenty car parks considered to be of non-strategic importance and/or of low viability were identified in the consultation for a property asset review. In addition, it is now proposed to include the Market Place (Band 4) car park in Wilton as negotiations with Wilton Town Council concerning its future management have never been successfully concluded. With consideration of relevant consultation responses and in liaison with potential interested parties, a series of options will be developed and assessed to produce a preferred option for each identified car park.
174. The consultation demonstrated that there was often a local desire to take a more active involvement in car parking management. Given this, and subject to legal and other relevant considerations, localism opportunities such as charging exemptions (e.g. first hour free) and Community Asset Transfers will be discussed with town councils, BIDs and other interested parties where interest is expressed.
175. The LTP Car Parking Strategy includes a number of policies and processes dealing with other (non-charging related) aspects of car parking management (e.g. parking standards and residents' parking zones). It was proposed in the pre-consultation paper that only a 'light touch' review would be undertaken of these matters. This position was largely supported by those who responded to the pre-consultation.
176. The legally required Traffic Regulation Order process to implement any significant changes to either car parking charges or terms and conditions is scheduled to run from March to November 2015.
177. No significant effects were identified in the Strategic Environmental Assessment Environmental Report which covers public health, environmental and climate change implications.
178. No significant impacts have been identified in the Equalities Analysis Evidence Document.
179. There may be the need to revise aspects of the Council's car parking strategy and parking management practices to accord with the Government's revised guidance published on 6 March 15 (see paragraph 138). It is therefore recommended that Cabinet delegates authority to the Associate Director for Highways and Transport in consultation with the Cabinet Member for Highways and Transport to revise the car parking strategy and parking management practices if necessary to accord with this revised guidance.

180. The financial modelling of the proposed recommended parking charges across the county indicates a small forecast reduction in the combined on and off-street parking income of around £0.080 million to £0.135 million against 2013/14 income levels (if users react to the charges as per the identified price elasticities). This represents a reduction of 1.3% to 2.3% of the income levels.

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6 March 2015

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**The following unpublished documents have been relied on in the preparation of this report:**

None.

**Appendices**

- Appendix 1 – LTP Car Parking Strategy
- Appendix 2 – Scrutiny Task Group Recommendations
- Appendix 3 – Town Profile Example
- Appendix 4 – Town Council Responses (Non questionnaire)
- Appendix 5 – Questionnaires
- Appendix 6 – Graphical analysis of questions 1 and 2
- Appendix 7 – Car park by car park analysis
- Appendix 8 – Workshop summaries
- Appendix 9 – Recommended Charges
- Appendix 10 – Season Tickets
- Appendix 11 – Cost of implementing 1<sup>st</sup> hour free
- Appendix 12 – SEA Non-Technical Summary
- Appendix 13 – Equality Analysis Evidence Document
- Appendix 14 – Average Car Parking Charges in Key Competitor Towns