



PARKING STRATEGY
(DRAFT – FOLLOWING CONSULTATION)
MARCH 2006

CONTENTS

Executive Summary

1. Introduction

2. Policy;

2.1 Planning guidelines

2.2 Corporate aims

3. Key issues;

3.1 User classification

3.2 Designation

3.3 Pricing/Charges

3.4 Provision

3.5 Community Areas

3.6 Season Tickets

3.7 Competition

3.8 Regulation/Enforcement/Decriminalised parking

EXECUTIVE SUMMARY

This strategy recognises the important role that car parking policies have in effective traffic management, in maintaining and improving the economic development and vitality of town centres and the affect on the quality of life. Through the implementation of appropriate designation and enforcement policies, consideration of different user groups and pricing this strategy intends to create direction for a service that is fundamental to the successful management of the road network and access to the town centres.

The strategic aims and objectives set out within document will be the base template used to develop an overall action plan for the district which will contain specific information relating to designation, price and enforcement regulations.

1. INTRODUCTION

- 1.1 The district of Kennet covers 370 square miles and is one of the most sparsely populated districts in England. The district includes in the south, Salisbury Plain and to the north the Marlborough Downs. Scattered around the district are 71 parish councils including the towns of Devizes, Marlborough & Tidworth. Despite a number of sustainable transport initiatives such as the car sharing scheme, wigglybus, community buses, LINK schemes and improved local bus network, the physical size and the relatively large distances between our towns and villages, coupled with the transport and road infrastructure creates issues of access to services. Therefore the purpose of providing the opportunity for people to park in the main service areas has been acknowledged as an essential service for the people of Kennet.
- 1.2 Car Parking provision and charging policy has developed over time in response to changing national and local planning and transport policies; and local community aspirations, particularly in relation to economic development. The aim of this strategy is to give strategic direction to support future parking policies. It will have wider implications for all services within Kennet District Council, Wiltshire County Council and other partners such as the police and fire services and should be considered when developing their own service plans and strategic policies.
- 1.3 The provision of controlled managed parking allows for the successful management of the road network and improves the vitality of the areas in which they are managed. This strategy will ensure that the supply, regulation and enforcement of parking are managed in a controlled way. Creating an environment for adequate parking for businesses, shoppers, residents and visitors.
- 1.4 Consultation with partners and major stakeholders throughout the district is not only important for this strategy from a best practice perspective, but also from the fact that any strategy which seeks adoption needs to have proof that a broad spectrum of issues have been considered and taken in to account. This, it is hoped, adds credibility to the document and ultimately encourages acceptance.
- 1.5 In the production of this strategy we have followed guidance contained in our Communications and Consultation Strategy and also followed the stages set out in the Statement of Community Involvement.

- Evidence gathering – This was gathered from other primary research and adopted policies listed in 2.1.
- Early community involvement – Consultation on the community planning process provided issues raised by our communities and these were brought together to provide us with:-
- Issues & Options – These have been put together based on information from the first two stages of the process and form the basis of this consultation draft of the strategy.
- Preferred Options – Once we have received the results of the consultation at this stage. The overview & Scrutiny team will report their findings to the executive committee with a recommendation to consult on the preferred options, prior to adoption of the strategy.

1.6 This strategy has consulted with the following organisations:

- | | |
|---|--|
| <ul style="list-style-type: none"> ▪ Town/Parish Councils ▪ Kennet District Council Members ▪ Wiltshire County Council ▪ Kennet Local Strategic Partnership (KLSP) ▪ Police ▪ Fire Service ▪ Chambers of Commerce ▪ Development Trusts ▪ Community Planning Partnerships | <ul style="list-style-type: none"> ▪ Ambulance Service ▪ Community Safety Partnership ▪ Voluntary Action Kennet ▪ Housing Associations ▪ Hard to reach groups ▪ Kennet's voice |
|---|--|

Focus groups in Devizes and Marlborough included;

- Marlborough Chamber of Commerce
- Marlborough Area Development Trust
- Devizes Development Partnership
- Marlborough Town Council
- Devizes Town Council

A list of respondents is attached at Appendix 1

2. POLICY

2.1 Planning guidelines

2.1.1 This strategy has taken on board the principles of the various planning policy guidance notes that are available. These include the following documents;

- 1998 Transport White Paper
- Road Traffic Act 1991
- Rural White Paper (2000): Our countryside: The Future
- Planning Policy Guidance (PPG 13)
- Regional Planning Guidance (RPG 10)
- Kennet Local Plan
- Wiltshire Structure Plan
- Wiltshire Local Transport Plan
- Institute of Highways and Transport Guidance
- Marlborough community area transport study

2.2 Corporate aims

2.2.1 Kennet District Council's Corporate Strategy contains four key priorities that all have implications for the development of this strategy.

Stewardship of the environment:

- *We will work with and enable our partners to care for and manage our built, natural, historical and cultural environments ensuring an inheritance for future generations that protect and enhances their quality of life.*
- In particular we want to preserve the employment opportunities in the area and pursue economic activity.

Developing strong, safe and healthy communities:

- *Developing our communities to give people the opportunity to lead lives that are safe, healthy and fulfilling, acknowledging the diverse needs of the local population.*

Community Leadership:

- *To provide community leadership by informing, listening, assisting, influencing and leading. We are committed to developing effective partnerships to achieve this.*

- In particular we will recognise the whole of Kennet's diverse communities.

Improving Services

- *Improving our services by matching resources to provide, or facilitate the services that the stakeholders have identified as being most important to them.*

- In particular to improve access to local services.

2.2.2 Kennet has also adopted a community strategy for the whole of the Kennet area which contains the following outputs the community wants to achieve.

- Continue to support and work towards the regeneration work in Devizes, Pewsey & Tidworth.
- To develop and implement a parking strategy to enable maximum use of key service centres within the district.

2.2.3 This document has taken in to account these priorities when developing the most appropriate strategic direction for this service.

3. KEY ISSUES

3.1 User classification

3.1.1 The likely users of the districts parking provision can be segmented in to four main groups;

- Regular long stay users such as service providers.
- Regular short stay users such as shoppers
- Non-regular users such as tourists
- Disabled users

3.1.2 The classifications of the user groups will have different requirements and expectations. Parking provision, pricing and regulation should therefore be organised in such a way so as to influence their behaviour in accordance with the wider strategic aims of this service.

3.1.3 Work with key stakeholders to encourage alternative means of transport to reduce the demand for car parking such as bike racks and bus/coach spaces through the effective utilisation of current space.

3.1.4 Local businesses, as indirect beneficiaries from the provision of parking facilities, have been identified as key stakeholders, who are reliant on a range of parking opportunities for their customers and their staff.

- 3.1.5 In order for local businesses to be sustainable it is important to maximise opportunities for users to access the shops and other services provided throughout the week. Therefore policies need to maximise the number of service users who can access car parks within an acceptable walking distance of shopping and commercial centres.
- 3.1.6 Non-users who choose to park in residential areas or park illegally also impact on the service and effect residents and other road users.

AIMS AND OBJECTIVES;

- 🚗 Implement policies to enable regular short stay users to park conveniently close to service centres.
- 🚗 Implement policies to encourage regular long stay users to park away from the main service area centres.
- 🚗 Ensure there is appropriate disabled allocation in the centralised car parks
- 🚗 To provide good quality parking facilities for all forms of transport
- 🚗 Encourage and work in partnership with stakeholders to encourage alternative sustainable means of transport.

3.2 Designation

3.2.1 The selection of an appropriate pricing and regulation system will be influenced by the formal designation of car parks and regulated on-street parking provision. The designation of car parks will be done using the following categories;

- Short stay;
 - Free on street parking
 - Short stay charging on and off street
- Long stay charging

3.2.2 The definitions of the above categories should be developed with a list of all parking areas caught within these definitions. (A list of current parking areas is attached at appendix 4).

AIMS AND OBJECTIVES;

- 🚗 Define the above categories and apply these to the existing parking areas.

3.3 Pricing/Charges

- 3.3.1 Time influenced pricing policies will be considered to reflect the different requirements of the different user groups. The following points will be taken into consideration when implementing a pricing policy that is based on the wider strategic aims.
- **Shoppers and service users dropping in for a short errand:** A complimentary mix of free and chargeable parking provision should be available, but by implication parking times should be severely limited the closer the parking areas are to the centre of shopping and service areas. This would increase the traffic flow around the town.
 - **Shoppers looking for a medium length of time to park:** Adequate shopper's car parks close to main retail areas should be provided, with a premium on price to discourage use by long-stay motorists, and to reflect the value of the convenience offered, and the relative "alternative use" or "opportunity cost" of providing such parking.
 - **Service providers;** Provision should be made for relatively cheap parking on a long-term basis further away from the main shopping and service areas, to free up those spaces for shoppers and other service users in the "premium" spots.
- 3.3.2 Enforcement and time limitations are equally important within the future strategy as a means of controlling parking behaviour.
- 3.3.3 The costs of the parking service must cover the on-going revenue costs and the future planned investment, capital costs and support the Council's transport plans and initiatives
- 3.3.4 Consequences of likely increase in demand for off street parking as a result of more stringent enforcement through de-criminalised parking enforcement.

AIMS AND OBJECTIVES;

- 🚗 Use charges and length of stay to influence parking behaviour.
- 🚗 Use charges to deliver the strategy.

3.4 Provision

- 3.4.1 Car parking is needed within the main service areas because private cars are the major form of transport in the district for both residents and tourists. The availability and adequacy of car parking spaces is therefore important to the economic vitality of our district. Existing

provision may be effected by the impact of future government guidance.

- 3.4.2 Future levels of parking provision will have to be balanced in line with future developments as a number of car parks have been suggested as potential areas for development. Any decisions that are made will have to be based on the economic and social impact a reduction of spaces will have on the service centres and have also considered the local development framework planning policies.
- 3.4.3 Supply of parking is perceived as not meeting demand in the town centres in Kennet. Occupancy levels should be regularly monitored. If shortfalls are identified possible solutions will be investigated.
- 3.4.4 As defined in the *Traffic advisory leaflet 9/95*, Kennet District Council currently meets best practice guidelines for the provision and access to disabled car parking spaces. Currently 5% of the total parking provision is allocated for disabled use.
- 3.4.5 Good signage is essential for management of parking in the community.

AIMS AND OBJECTIVES;

- ☞ Continue the current level of disabled spaces in line with the council's commitment to equalities and access for all. This will be reviewed if there is a reduction or increase in demand for this service.
- ☞ Ensure any new developments take in to consideration the needs of the service areas parking requirements.
- ☞ Parking provision needs to be sympathetic to the Local Development Framework and planning policies.
- ☞ Complete an audit of all available parking spaces in order to maximise the efficiency of current parking provision.

3.5 Community Areas

- 3.5.1 The vast majority of the car parks are found within the main service centres in Kennet and the traffic management within these centres is more pressing than in rural locations.
- 3.5.2 However, the makeup of the four community areas means that this strategy needs to take in to account their differences. Because of this reason it would seem sensible to suggest that any over-arching

strategy for the district would benefit from being able to adapt and allow local variation according to the specific circumstances.

- 3.5.3 Localised differences require us to address parking related issues with a more flexible approach.

AIMS AND OBJECTIVES;

- ☞ Where the community planning process has identified parking as a specific local issue, Kennet District Council with its partners, will explore solutions.

3.6 Season Tickets & Residents Parking

- 3.6.1 Where feasible the Council will consider requests for residents parking with the assumption that residents are prepared to meet the costs of any schemes that have been agreed by Wiltshire County Council.

- Such schemes should be considered in parallel to changes in charging and length of stay in specific areas

- 3.6.2 Season tickets are used as a means of influencing the parking behaviour of certain users and can be implemented in a bid to balance the needs of businesses, visitors and shoppers.

AIMS AND OBJECTIVES;

- ☞ Consider the implementation of controlled parking where parking by non-residents is impacting on the ability of residents to park.
- ☞ Consider the implementation of residents parking schemes as a means of traffic management in areas where problems have been identified.
- ☞ Season tickets and their usage will be evaluated as a means of encouraging the use of long term car parks by regular users.

3.7 Competition

- 3.7.1 Neighbouring and similar sized authorities' car parking operations and fees and charges are disparate in nature and therefore firm conclusions about their impact cannot be identified.

- 3.7.2 If there is evidence to suggest that neighbouring and similar sized district council's car parking strategies are directly affecting the behaviour of motorists and their potential travel patterns then this will be a material consideration that can be taken into account in setting charges.

- 3.7.3 There is some debate about whether car parking charges or retail provision are the deciding factors about where people shop. To reach any firm conclusions regarding this issue would require extensive investigative work and would be beyond the scope of this strategy.

3.8 Regulation/Enforcement/Decriminalised parking

- 3.8.1 Kennet District Council has taken the decision to act as an enforcement agent on behalf of Wiltshire County Council in September 2006. This was made following Wiltshire County Councils decision to introduce decriminalised parking enforcement across the County.
- 3.8.2 Due to the nature of car parking and its close relationship with traffic management, regulation is an important aspect of the car parking strategy that needs to be supported by a well managed enforcement system.
- 3.8.3 Regulation of this service is required to ensure that it is being used responsibly and in conjunction with the legal requirements that are in place.

AIMS AND OBJECTIVES;

- 🚗 Use the new powers under the decriminalised parking enforcement to more effectively control parking behaviour.
- 🚗 Ensure all restrictions are clearly signed.
- 🚗 Publicise existing restrictions and any new policies in order to make the public fully aware of the regulations.
- 🚗 Continue to enforce the restrictions fairly and ensure that the public are aware of their rights to appeal.
- 🚗 Ensure all policies/strategies/systems relating to enforcement are well maintained and managed by the appropriate department.

Appendix 1

organisational responses were received from the following:-

Kennet & North Wilts PCT
Pewsey Area Community Trust
Netheravon Parish Council
Pewsey Vale Transport Appraisal Group
Wiltshire Police (Devizes)
Kennet Housing Society Ltd
Chirton Parish Council
Tidworth, Netheravon & Bulford Garrison
Charlton St Peter & Wilsford Parish Council
Broad Hinton & Winterbourne Bassett Parish Council
All Season Club, Devizes
Wiltshire County Council
Ogborne St Andrew Parish Council
Grafton Parish Council
Kennet Valley Sixty Plus Club
Cheverell Magna Parish Council
Devizes Pensioners Club
Devizes Community Area Planning Partnership
Worton Parish Council
Poulshot Parish Council
Milton Lilbourne Parish Council
Potterne Parish Council
Berwick Bassett & Winterbourne Monkton Parish Council
Devizes Town Council
Pewsey Parish Council
Bedwyns Link Scheme
Upavon Parish Council
Chilton Foliat Parish Council
Wiltshire Constabulary
Patney Parish Council
The Trust for Devizes
Devizes & District Tuesday Elderly Handicapped Club
Burbage Parish Council
Roundway Parish Council
Easterton Parish Council
Wootton Rivers Parish Council
Etchilhampton Parish Council
Tidworth Town Council
Urchfont Parish Council
Seend Parish Council
Savernake Parish Council
Market Lavington Parish Council
Marlborough Town Council
Great Bedwyn Parish Council
Wilcot & Huish Parish Council
Environment Agency
Ramsbury & Axford Parish Council
Collingbourne Ducis Parish Council
Voluntary Action Kennet
Kennet Local Strategic Partnership
Little Cheverell Parish Council
Pewsey Community Area Planning Partnership

Appendix 2

Planning Policy Guidance 13 – Extract from the summary

1. Our quality of life depends on transport and easy access to jobs, shopping, leisure facilities and services; we need a safe, efficient and integrated transport system to support a strong and prosperous economy. But the way we travel and the continued growth in road traffic is damaging our towns, harming our countryside and contributing to global warming.

2. In response to this challenge, the Government set out its policy for the future of transport in the White Paper "A New Deal for Transport: Better for Everyone" (July 1998), to extend choice in transport and secure mobility in a way that supports sustainable development. The New Deal for Transport aims to deliver an integrated transport policy. This means integration:

1. within and between different types of transport;
2. with policies for the environment;
3. with land use planning; and
4. with policies for education, health and wealth creation.

The Transport Act 2000 provides a statutory basis for a number of measures in the White Paper. In addition the Government has published Transport 2010: The 10 Year Plan. This is based on a partnership between the public and private sectors to provide a modern integrated high quality transport system.

3. Land use planning has a key role in delivering the Governments integrated transport strategy. By shaping the pattern of development and influencing the location, scale, density, design and mix of land uses, planning can help to reduce the need to travel, reduce the length of journeys and make it safer and easier for people to access jobs, shopping, leisure facilities and services by public transport, walking, and cycling. Consistent application of these planning policies will help to reduce some of the need for car journeys (by reducing the physical separation of key land uses) and enable people to make sustainable transport choices. These policies are therefore part of the Governments overall approach to addressing the needs of motorists, other road and public transport users, and business by reducing congestion and pollution and achieving better access to development and facilities. They will also help to promote sustainable distribution. In this way, planning policies can increase the effectiveness of other transport policies and help maximise the contribution of transport to improving our quality of life.

Objectives

4. The objectives of this guidance are to integrate planning and transport at the national, regional, strategic and local level to:

1. promote more sustainable transport choices for both people and for moving freight;
2. promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling, and
3. reduce the need to travel, especially by car.

5. This guidance sets out the circumstances where it is appropriate to change the emphasis and priorities in provision between different transport modes, in pursuit of wider Government objectives. The car will continue to have an important part to play and for some journeys, particularly in rural areas, it will remain the only real option for travel.

6. In order to deliver the objectives of this guidance, when preparing development plans and considering planning applications, local authorities should:

1. actively manage the pattern of urban growth to make the fullest use of public transport, and focus major generators of travel demand in city, town and district centres and near to major public transport interchanges;
2. locate day to day facilities which need to be near their clients in local centres so that they are accessible by walking and cycling;
3. accommodate housing principally within existing urban areas, planning for increased intensity of development for both housing and other uses at locations which are highly accessible by public transport, walking and cycling;
4. ensure that development comprising jobs, shopping, leisure and services offers a realistic choice of access by public transport, walking, and cycling, recognising that this may be less achievable in some rural areas;
5. in rural areas, locate most development for housing, jobs, shopping, leisure and services in local service centres which are designated in the development plan to act as focal points for housing, transport and other services, and encourage better transport provision in the countryside;
6. ensure that strategies in the development and local transport plan complement each other and that consideration of development plan allocations and local transport investment and priorities are closely linked;
7. use parking policies, alongside other planning and transport measures, to promote sustainable transport choices and reduce reliance on the car for work and other journeys;
8. give priority to people over ease of traffic movement and plan to provide more road space to pedestrians, cyclists and public transport in town centres, local neighbourhoods and other areas with a mixture of land uses;

9. ensure that the needs of disabled people as pedestrians, public transport users and motorists - are taken into account in the implementation of planning policies and traffic management schemes, and in the design of individual developments; consider how best to reduce crime and the fear of crime, and seek by the design and layout of developments and areas, to secure community safety and road safety; and
10. protect sites and routes which could be critical in developing infrastructure to widen transport choices for both passenger and freight movements.

Integration Between Planning and Transport

7. To assist in the co-ordination of transport and land use planning, local planning and highway authorities should have regard to the Regional Transport Strategy (RTS) which forms part of the Regional Planning Guidance (RPG). RTSs provide the long-term strategic framework which informs development plans, local transport plans and transport operators in developing their plans and programmes. In preparing the RTS, the Regional Planning Body (RPB) should identify transport needs and integrated strategies for meeting them. The RPB will have worked closely with a wide range of transport and transport user interests and this should ensure that the RTS represents a broad consensus on the key transport issues at the regional level. Although the RTS covers a fifteen to twenty year period, it is important that it specifies the immediate five year regional transport priorities within the long term strategy to assist the development of local transport plans. The RTS should take account of existing plans and programmes of transport operators, the Strategic Rail Authority (SRA) and Railtrack and help inform their subsequent development.

8. PPG11 on Regional Planning provides guidance on the preparation of the RTS and sets out those issues which the RTS, and more widely RPG, should cover. It also provides advice on the treatment of new regional transport investment, previously covered in PPG13 (1994). The RPB and other stakeholders in preparing RPG and the RTS should take into account the policies set out in PPG13.

9. PPG12 on Development Plans provides advice about maintaining consistency between local transport plans and development plans. Separate arrangements for London are set out in Annex A. The guidance also provides advice on the treatment of transport policies in development plans. It emphasises that only those policies which are genuinely strategic should appear in structure plans/UDPs (part1). Policies with a degree of site specificity are best dealt with at the local plan level. It further advises on the appraisal which should form part of the process of drawing up development plans¹.

10. Local transport plans (for authorities outside London) have a central role in co-ordinating and improving local transport provision. Guidance on Full Local Transport Plans (DETR March, 2000) provides advice on the transport measures which should form part of the local

approach to the integration of planning and transport. The Transport Act 2000 makes the preparation of local transport plans a statutory requirement.

11. Local air quality is a key consideration in the integration between planning and transport. Local authorities are required under Part IV of the Environment Act 1995 to review and assess air quality in their areas, and to designate air quality management areas (AQMAs) and draw up action plans where national policies and instruments alone appear unlikely to deliver the Government's health-based national air quality objectives. These action plans will need to be closely integrated with and reflected in local transport plans and other local and regional planning and transport strategies.

Appendix 3

Consultation Results

Question		
	Agree	Disagree
1 implement policies to enable regular short stay users to park conveniently close to service centres?	96%	4%
2 implemented policies to encourage regular long stay users to park away from the main service area centres?	96%	4%
3 there is appropriate disabled allocation in the centralised car parks	88%	12%
4 use charges to influence parking behaviour	64%	36%
5 use charges to deliver the car parking strategy	60%	40%
6 investigate the use of tickets for all car parking to improve enforcement and traffic flow.	46%	54%
7 continue to provide the current level of disabled spaces in line with the council's commitment to equalities and access for all. This will be reviewed if there is a reduction or increase in demand for this service.	94%	6%
8 ensure that any new developments will take in to consideration the needs of the service areas parking requirements.	100%	
9 Parking provision needs to be sympathetic to the Local Development Framework and planning policies.	93%	7%
10 take action in specific rural parking situations if the community planning process has identified this as a local issue.	88%	12%
11 considers the introduction of controlled parking where parking by non-residents is impacting on the ability of residents to park	84%	16%
12 implement residents parking schemes as a means of moving long stay users away from central areas	84%	16%
13 Season tickets will be used as a means of encouraging the use of long term car parks by regular users.	92%	8%
14 use the new powers under the decriminalised parking enforcement to more effectively control parking behaviour.	92%	8%
15 ensure all restrictions are clearly signed.	100%	
16 publicise existing restrictions and any new policies in order to make the public fully aware of the regulations.	99%	1%
17 continue to enforce the restrictions fairly and ensure that the public are aware of their rights to appeal	99%	1%
18 ensure all policies /strategies /systems relating to enforcement are well maintained and managed by the appropriate department	98%	2%

Appendix 4

CAR PARKS

CAR PARK	CAR	REMARKS
DEVIZES		
Station Road	228	
Sheep St	37	
Vales Lane	22	
Central	152	
West Central	71	
Sainsburys	120	Owned by Sainsbury, managed by Kennet
Wharf	98	
Castle Grounds	14	
Market Place	73	
Couch Lane	13	
Northgate St		To be built 2007
MARLBOROUGH		
George Lane	160	
Hyde Lane 1	38	
Hyde Lane 2 (Hughenden Yard)	31	
Hillier's Yard (Waitrose)	160	Owned by John Lewis Partnership, managed by Kennet
Polly Gardens (Waitrose)	52	Owned by John Lewis Partnership, managed by Kennet
Kennet Place	41	
The Green	26	Rental Spaces
Savernake Hospital	26	Owned by PCT, managed by Kennet
PEWSEY		
North St	80	
Hallgate House	21	
LUDGERSHALL		
St James St	62	

DEVIZES ON STREET	267	
MARLBOROUGH ON STREET		
High St Centre	118	
High st side	120	
The Parade	57	
Silverless St	11	

