

AGENDA

Extraordinary Meeting: Environment Select Committee
Place: Committee Room III - County Hall, Trowbridge
Date: Tuesday 21 December 2010
Time: **10.30 am**

Please direct any enquiries on this Agenda to Sharon Smith, of Democratic and Members' Services, County Hall, Trowbridge, direct line (01225) 718378 or email sharonl.smith@wiltshire.gov.uk

Press enquiries to Communications on direct lines (01225)713114/713115.

This Agenda and all the documents referred to within it are available on the Council's website at www.wiltshire.gov.uk

Membership:

Cllr Chuck Berry	Cllr Alan Hill
Cllr Rosemary Brown	Cllr Chris Humphries
Cllr Nigel Carter (Vice Chairman)	Cllr Tom James MBE
Cllr Peter Colmer	Cllr Ian McLennan
Cllr Peter Doyle	Cllr Stephen Oldrieve
Cllr Jose Green	Cllr Leo Randall
Cllr Mollie Groom (Chairman)	

Substitutes:

Cllr Jane Burton	Cllr George Jeans
Cllr Trevor Carbin	Cllr Julian Johnson
Cllr Chris Caswill	Cllr Howard Marshall
Cllr Nick Fogg	Cllr Jeffrey Ody
Cllr Russell Hawker	Cllr Anthony Trotman
Cllr Charles Howard	

PART I

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

1. **Apologies and Substitutions**

2. **Declarations of Interests**

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

3. **Chairman's Announcements**

The meeting was called at short notice with the agreement of the Chairman of the Environment Select Committee to deal with the matter within the call-in timescale.

4. **Public Participation**

The Council welcomes contributions from members of the public.

Members of the public wishing to make a statement or ask a question at the meeting should contact the Democratic Services Officer named above.

5. **Call - in of Cabinet Decision - Wiltshire Local Transport Plan 2011-2026**
(Pages 1 - 2)

To consider a call-in request of the Cabinet decision on the Wiltshire Local Transport Plan 2011-2026 – Car Parking Strategy on December 14th, 2010.

5.1. **Call in Request** (Pages 3 - 4)

5.2. **Principles of Decision Making** (Pages 5 - 6)

5.3. **Cabinet Minute - Car Parking Strategy** (Pages 7 - 14)

5.4. **Wiltshire Local Transport Plan 2011-2026 - Car Parking Strategy**
(Pages 15 - 42)

5.5. **Wiltshire Local Transport Plan 2011 - 2026-Car Parking Strategy - Appendix 1** (Pages 43 - 88)

5.6. **Wiltshire Local Transport Plan 2011-2026 - Car Parking Strategy - Appendix 2** (Pages 89 - 90)

5.7. **Wiltshire Local Transport Plan 2011-2026 - Car Parking Strategy - Appendix 3** (Pages 91 - 92)

5.8. **Wiltshire Local Transport Plan 2011-2026 - Car Parking Strategy - Appendix 4** (Pages 93 - 94)

5.9. **Wiltshire Local Transport Plan 2011-2026 - Car Parking Strategy - Appendix 5** (Pages 95 - 96)

- 5.10. **Wiltshire Local Transport Plan 2011-2026 - Car Parking Strategy - Appendix 6** (*Pages 97 - 100*)
- 5.11. **Wiltshire Local Transport Plan 2011-2026 - Car Parking Strategy - Appendix 7** (*Pages 101 - 112*)
- 5.12. **November Scrutiny Minutes** (*Pages 113 - 116*)
- 5.13. **Minority Report** (*Pages 117 - 120*)
- 5.14. **LTP3 Parking Strategy - Response to Minority Report - 13 December 2010** (*Pages 121 - 122*)
- 5.15. **Parking Strategy Consultation Feedback** (*Pages 123 - 134*)
- 5.16. **Car Parking Strategy - Consultation Feedback Key Points - October 2010** (*Pages 135 - 136*)
- 5.17. **Extract of Minutes from 12 January 2010 Meeting** (*Pages 137 - 138*)

6. **Date of next Meeting**

11 January 2011 - 10.30 am

PART II

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

NONE

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Call-in of Cabinet Decision – Wiltshire Local Transport Plan 2011-2026 – Car Parking Strategy

Purpose

1. To consider a call-in request of the Cabinet decision on the Wiltshire Local Transport Plan 2011-2026 – Car Parking Strategy on December 14th, 2010.

Background

2. Cabinet on Dec 14th considered a report (see 5.4) by the Director for Neighbourhood and Planning which reviewed the current Local Transport Plan (LTP) Car Parking strategy for a number of key reasons:
 - to ensure a consistency in parking charges, standards and management in Wiltshire;
 - to respond to changes since 2001 (the date when the current parking strategy was published);
 - parking is an important part of the emerging 3rd Wiltshire LTP.
3. Following debate, which included extensive public representation, Cabinet approved the Car Parking Strategy as detailed in appendix.
4. As part of its 'Overview' responsibilities, the Environment Select Committee has included the development of the Strategy within its work programme for the last 12 months. In January 2010 the Cabinet member introduced the Committee to the review, explaining why it was necessary. The Scrutiny members welcomed the opportunity for involvement and invited an update in May. In reflection of the Cabinet forward programme, the update was moved to November, allowing scrutiny input in advance of the December Cabinet decision. On inviting the Cabinet member to the November meeting the Chairman requested an overview of the outcomes of the consultation process and the potential implication for service users. Following consideration of the update the Committee endorsed the consultation process which had been followed (see 5.12).

Call-In

5. The provision for a call-in of an executive decision is set out in the Overview and Scrutiny Procedure Rules in the Council's Constitution. It is designed to be used in exceptional circumstances where members of the relevant scrutiny committee have evidence which suggests that the Executive did not take the decision in accordance with the principles of decision making (see 5.2) set out in the Constitution. In fact, this is the first time call-in has been exercised within Wiltshire Council.
6. Formal notice was given within the prescribed period by Councillors Peter Colmer, Steve Oldrieve, Nigel Carter and Rosemary Brown to call-in the decision prior to implementation of this matter. The reasons given were that the following principles were not followed (with sufficient detail):

- to ensure open, fair and honest administration
- to state the reasons for the action
- to consult interested parties where appropriate and practicable
- to promote the economic, social and environmental well-being of the County
- to determine issues at the lowest level commensurate with their importance

Full details of the Call-in request can be seen under (see 5.1)

7. A Call-in has to be considered by the relevant scrutiny committee within 5 working days. Arrangements were made, in consultation with the Chairman to hold the meeting within the required timescale.
8. At the meeting itself the members who called in the decision will first be given the opportunity to explain the concerns they have. The Cabinet Member will then be invited to respond . Other members can then ask further questions and debate the merits of the call-in.

The meeting is open to the public and therefore the provision for public participation applies. However questions and comment must relate to the particular issue of call-in.

Matter for Decision

9. The Environment Select Committee, after hearing the concerns, evidence and response, has to decide either:
 - (1) that it is satisfied by the response, takes no further action and informs the decision-maker (Cabinet) accordingly. The decision will then be implemented immediately; or
 - (2) if it remains concerned, to refer the matter back to the decision-maker setting out in writing the nature of its concerns. The decision-maker is then required to reconsider the matter within 5 working days, amending the decision or not, before adopting a final decision.

Paul Kelly
Scrutiny Manager (Designated Scrutiny Officer)

Report author: Ceri Williams, Senior Scrutiny Officer
Tel. 01225 713079

Unpublished documents relied upon in the production of this report: None

Agenda Item 5a

Gentlemen,

This is a formal request to call in today's decision made at cabinet relating to Wiltshire Local Transport Plan 2011-2026 - Car Parking Strategy by Councillors Colmer, Brown, Oldrieve and Carter, all full members of the Environment Select Committee.

This in accord with the constitution and the decision in our view does not meet some of the principles outlined in Article 14, appendix 2 of the said constitution, namely;

- to ensure open, fair and honest administration
- to state the reasons for the action
- to consult interested parties where appropriate and practicable
- to promote the economic, social and environmental well-being of the County
- to determine issues at the lowest level commensurate with their importance

Rationale as to the call in request as this decision was a key policy framework change which constitutionally the cabinet member is required to do is:

At the Environment Select Committee on 2nd. November there was a presentation made by officers, supported by the cabinet member Cllr. Dick Tonge. This presentation was purely associated with the result of the consultation process. Whilst the committee recorded their thanks to the cabinet member and officers with regard to their work so far relating to the results of the consultation process, the comprehensive detail as outlined in the cabinet papers were not presented to the Environment Select Committee and therefore not subjected to the scrutiny process.

Today what transpired at Cabinet was a pseudo scrutiny process, naturally there was a lot of public interest, quite rightly so. The opportunity to absorb the representations made by the public and Councillors with regard to the detailed recommendations, had the process been through the recognised scrutiny committee, would have enabled the committee to document recommendations to amend the proposals for the cabinet member to consider.

During the course of today's cabinet meeting, concessions were made to Amesbury no doubt as a result of evidence provided by interested parties, however representations made by other towns and parishes who provided evidence relative to their particular issues were not considered, this is not deemed to be fair and even handed. Additionally, the proposals have not been shared with 'backbenchers' in a timely manner for them to consider the implications with the towns/parishes they represent.

Robust discussion took place as to the bandings of each major community in the county. However within the strategy there is not documented evidence as to the economic justification for the bandings.

Reference was made to the minority report, submitted by some members as a result of the dissatisfaction of the process at the Environment Select Committee, which in their view the strategy being contrary to the localism agenda, which was epitomised by the public representations today. The response to the minority report was only handed to the authors of the report, literally seconds before the cabinet meeting and was obtained by chance! Additionally the statement made in response Para 3 is totally inaccurate.

To summarise, the process that has been adopted to enable the cabinet to come to a decision, albeit very lengthy is flawed and in the interests of fairness to all the residents. employers, businesses within the county requires a scrutiny process is both robust and transparent.

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14.2 Principles of decision making

All decisions of the council will be made in accordance with the following principles:

- to produce action that is proportionate to the desired outcome
- to ensure open, fair and honest administration
- to be clear over desired outcomes and aims
- to record the options considered and discarded
- to state the reasons for the action
- to consult interested parties where appropriate and practicable
- to consult appropriate officers and to seek their professional advice
- to show due respect for human rights, and to provide equality of opportunity
- to obtain best value and operate efficiently, effectively and economically
- to serve Wiltshire communities and to work in partnership with other agencies having the same aim
- to promote the economic, social, and environmental well-being of the county
- to determine issues at the lowest level commensurate with their importance
- to keep and sustain what is useful in the traditions of the authority and to reject any practices or services retained purely out of sentiment.

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Extract of Cabinet minutes dated 14 December 2010

Wiltshire Local Transport Plan 2011-2026 – Car Parking Strategy

Public participation

Questions and written statements received all on the car parking charges element of the Car Parking Strategy were provided to Cabinet members, made available at the meeting and can be accessed on the following link of the Council's website:

<http://cms.wiltshire.gov.uk/ieListDocuments.aspx?CId=141&MId=509&Ver=4>

Questions

The Leader reported receipt of two questions as follows:

Question from Mr Michael Williams MBE, Chief Executive of the Wessex Association of Chambers of Commerce which included a letter addressed to Cllr Dick Tonge, Cabinet member for Highways and Transport dated 2 December 2010.

Question from Mr Jonathon Knee, General Manager of HJ Knee Ltd Department Store, Trowbridge.

Written Statements

The Leader referred to written submissions received from the following:

Porton Down Tripartite Estates Group
John Glen - Member of Parliament for Salisbury in respect of Salisbury and Amesbury
Amesbury Town Council
Col (Ret'd) CA Heggie, Amesbury
Mrs Susie Heggie, Amesbury
Mr Brian C Thompson, Amesbury
Mrs PH and Mr DJ Skinner, Amesbury
Dr Brian Batten, Amesbury
Lt Col NOH de Foubert, Amesbury
Major General and Mrs Patrick Brooking, Amesbury
Mr Michael Freedman, Amesbury
Mr and Mrs Rogers, re Amesbury
Mr and Mrs Rose, Amesbury
Mr FA Bush, Amesbury
Ms C Kisley, Amesbury
Ms Mary Wilson, Amesbury
Mr John Coleman for and on behalf of Amesbury Redevelopment Partnership
Mr John Todd for an on behalf of the Stonehenge Chamber of Trade, Amesbury

Mr Martin and Rosemary Gairdner, Berwick St James
Kate Freeman on behalf of Association of Kennet Passengers
Mr Terry Fell, Devizes
Ms Dee La Vardera, Devizes
Mr Colin Garrett, Devizes
Mrs Anne Richards, Devizes
Ms Judy Bridger, Devizes
Mr Brian Crook, Devizes
Mr and Mrs Larden, Devizes
Mr Nicholas Godden, Devizes
Mr Tony Morton, Devizes
Mr Richard Jaggs for an on behalf of the Devizes Chamber of Commerce
Mr Ian Storey, Corsham
Mr WGV Hall, Director, Martingate Centre Ltd, Corsham
Mr Brian Deeley on behalf of the Trustees, Staff and Volunteers of Age UK
Wiltshire
Mr Tony Niklin, Chairman of the Car Parking Strategy Working Group for and
on behalf of Warminster Town Council
Julie Owen, Lower Compton
Margaret Rawlings, Chippenham
Mr Marcus Kirschner, Chippenham
Sue Atkinson, Calne
Victoria Morris, Marlborough
Terry Parkinson, Salisbury
Mr Vince Delderfield, Salisbury
Terry Parkinson, Salisbury
Mr Pete Hawkins
Cllr Nigel Carter, Wiltshire Councillor for Devizes North
Cllr Russell Hawker, Wiltshire Councillor for Westbury West

Verbal Representations

The Leader provided an opportunity to the above mentioned where present at the meeting and any other members of the public present to address Cabinet to express their views should they wish to do so. She thanked those members of the public who had taken the time to submit their views and gave an assurance that all comments received had been considered and taken into account by Cabinet. Cllr Tonge undertook to respond to all those who had submitted written comments.

The following speakers addressed Cabinet:

Mr Jonathon Knee, General Manager, HJ Knee Ltd Department Store,
Trowbridge
Mr Tony Niklin, Warminster Town Council
Mr Christopher Marsh, Warminster Town Council
Mr John Todd for and on behalf of the Stonehenge Chamber of Trade
Mr Andrew Williams
Mr Rhind-Tutt, Deputy Mayor of Amesbury Town Council
Mr Giuseppe Ardani of Giuseppe's Barber and Café Mondo, Amesbury

Kate Freeman on behalf of Association of Kennet Passengers
Mr Mitchell, Chairman of Mere Parish Council
Mr Peter Coopman, Tisbury
Debate

Cllr Dick Tonge, Cabinet member for Highways and Transport presented the report on the Wiltshire Local Transport Plan 2011-2026 – Car Parking Strategy for Cabinet’s consideration and approval. He tabled a further amendment to the proposal at (iv) in the report in respect of the charging for Salisbury.

He explained the background to the Strategy and the need for its review. He emphasised that car parking was a strategic issue which required a County wide approach and was not just about car parking charges. He did however, appreciate that the charging element was a difficult issue.

He explained that the Strategy covered the following areas:

- The way the Council should manage its parking stock both on street and off street
- How charges should be determined and revised in future
- What standards should be applied in new residential and non residential developments
- The policy for publicly available non-residential parking such as new supermarkets
- Residents parking zones
- Parking at railway stations
- Residents overspill parking and several other areas

Cllr Tonge explained the review process. It was noted that the Council’s Overview and Scrutiny Environment Select Committee had in January 2010 considered a report which set out the proposed methodology and timescale for reviewing the Strategy. The Committee considered that Area Boards should be used for consultation purposes only as it was felt inappropriate for Area Boards to take full responsibility for parking charges in their areas and this approach was adopted. The Committee resolved to receive a further update prior to the Strategy being considered by Cabinet at this meeting.

Accordingly, Cllr Tonge also attended the Committee on 2 November 2010 to update it on the Strategy, provide an overview of the consultation process answer any questions the Committee had. He also explained the concept of having four bands for parking charges. The Committee resolved ‘To congratulate the Cabinet member on the work undertaken and note the update provided and request that the comments made are taken into consideration by the Cabinet member prior to the final reports submission to Cabinet’.

Consultation on the Strategy was undertaken from 12 July to 3 September 2010 using a variety of means. Representations were received from 570 people and organisations which provided 4,582 comments in addition to

comments received from town and parish councils and Chambers of Commerce. Feedback on the consultation findings were presented to all Area Boards between 22 September and 23 November 2010. Cllr Tonge also acknowledged the resolution of the South West Wiltshire Area Board at its meeting on 25 August 2010 as tabled.

On the basis of the consultation the 'preferred option' for car parking charges had been applied as detailed in the report presented. Representations were made from Salisbury supported by Salisbury City Centre Management for an alternative option of a £2.00 flat charge for the first two hours parking. This had been accepted as Salisbury was in its own band and the revenue effect would be neutral.

Representations were also received in respect of the Market Place car park in Devizes. Both Marlborough and Devizes (which previously came under Kennet District Council) had charges higher than other band 3 towns although it was recognised that Marlborough did benefit from having some on-street parking free for half an hour. It was therefore proposed to treat Devizes and Marlborough equally by providing a free half an hour time period in the Market Place car park in Devizes.

In light of the representations received in respect of Amesbury, Cllr Tonge added a proposal to provide 25% of parking spaces in the Town Centre car park free for the first hour for the first year followed by a review.

It was noted that no Town Council had taken up the opportunity to buy back a proportion of parking spaces. However, a number of Town and Parish Councils had expressed an interest in the option to manage small band 4 car parks as an alternative to charges.

The Chambers of Commerce had made representations concerning the cost of parking for staff working in local shops. Cllr Tonge drew Cabinet's attention to the proposal to review season tickets and permits along with reviews on residents' parking zones, on-street waiting restrictions and parking enforcement.

Cllr Tonge emphasised that car parking and public transport were strategically linked and that bus services played a vital role particularly in the more rural parts of the County. Almost half of bus journeys were subsidised directly by the Council costing £5.4 million per annum and would in the main, be discontinued without such subsidy.

Cllr Tonge referred to the significant reduction in Government grant and the impact this would have on the transport budget. Far from looking to making a profit from any increase in parking charges, one of the proposals was for any surplus parking revenue over and above the forecast income to be hypothecated to support sustainable transport measures such as local bus services.

Cllr Tonge appreciated that any decision to increase car parking charges would not be well received with a perception of unfairly taxing the motorist. The charges as proposed were set a level, lower than those in surrounding local authority areas and would contribute to subsidising much needed local bus services without being so high that residents would be deterred from shopping in Wiltshire Towns. Cllr Tonge moved the proposal together with the amendment as tabled in respect of Salisbury and the additional proposal in respect of Amesbury. The amendment with regard to Salisbury was concerned with the 10% uplift. The amendment with regard to Amesbury was made due to the disruption that will be caused by Highway Agency works on the A303 and other local road works planned and the fact that Amesbury is the only Band 3 town where there is no charging currently.

Having heard contributions from members of the public, the Leader opened the debate to Cabinet members and then to other members of the Council. A number of comments were made during the debate with arguments both for and against the proposals and included calls for the proposals to be deferred for further consideration. An opinion was made that the Strategy had not been properly scrutinised by the Environment Select Committee and that this could lead to the decision being called in.

Concerns were also expressed over the impact increased parking charges could have on the economic viability and vitality of towns such as Amesbury which had already suffered from a significant number of shop closures. The Leader acknowledged the difficulties in Amesbury but pointed out that such difficulties were being experienced in a climate where parking was currently free and therefore not attributable to parking charges. She offered the services of the Council's Economic Development section to see how Amesbury or any other struggling towns could be supported.

The Leader thanked all those present for their participation in what was a very balanced and thorough debate and it was

Resolved:

That Cabinet approve the Wiltshire Local Transport Plan 2011 – 2026: Car Parking Strategy including the following:

- (i) Support the concept of spatial bands (as shown in Table 1) as a realistic way of balancing the different needs of towns with the achievement of a more consistent approach to parking throughout Wiltshire.**
- (ii) Approve the parking charges (Monday – Saturday) as set-out in Table 2 for implementation in 2011/12.**
- (iii) Agree to a free half an hour time period for the Market Place car park in Devizes.**

- (iv) Agree that where there would be a reduction in a car park charge as a result of the introduction of the charges set-out in Table 2, then the current charge (subject to the proposal at (v)) would remain in place until equalisation is achieved (except for the first 2 hour period in Salisbury (excluding the Market Place) where the charge in Table 2 (subject to the proposal at (v)) would apply). Thereafter, the car park charge would increase in line with the relevant band increases.
- (v) Approve a ten per cent increase in all on and off-street parking charges (i.e. over and above the increases set-out in Table 2 as shown in Appendix 5 of the report presented and as shown below:

Band	Stay	<1hr	<2hr	<3hr	<4hr	<5hr	<8hr	All day
1	Short	-	£2.20	£4.20	-	-	-	-
1	Long	-	£2.20	£4.00	£4.60	£5.50	£7.40	£7.40
2	Short	£1.10	£1.50	£3.20	-	-	-	-
2	Long	£0.90	£1.30	£2.60	£3.10	£4.20	£5.40	£5.90
3	Short	£0.40	£1.20	£2.10	-	-	-	-
3	Long	£0.30	£1.10	£2.00	£2.40	£3.20	£5.20	£5.60
4	Short	£0.30	£1.10	£2.00	-	-	-	-
4	Long	£0.20	£1.00	£1.90	£2.30	£2.90	£4.80	£5.20

Note: Charges have been rounded to the nearest 10 pence increment.

- (vi) Agree that any surplus parking revenue (i.e. that which is over and above the forecast income of £5,040,000) is hypothecated to support sustainable transport measures (e.g. local bus services).
- (vii) To note that the parking charges in Chippenham, Salisbury and Trowbridge may need to be amended in light of the outcomes of area transport strategies to support planned growth.
- (viii) Approve the principle of the following opportunities:
- Enable Band 3 towns to 'buy back' a small proportion of short-stay spaces from Wiltshire Council to offer as free parking spaces.
 - Enable Band 4 towns to take over the management of local public car parks and associated costs as an alternative to parking charges being set by Wiltshire Council.
- (ix) Delegate authority to the Corporate Director for Neighbourhood and Planning in consultation with the Cabinet Member for Highways and Transport, and with the advice of legal representation, to negotiate and agree the lease and legal agreement with relevant parish and town councils for implementation from 1 April 2011.

- (x) **Agree that significant reviews of parking charges are undertaken every five years based on 'Policy PS3 – Parking Charges' with interim reviews carried out annually based on an assessment of parking charges in key neighbouring towns and the annual Consumer Price Index (as at September each year with reviewed charges rounded to the nearest ten pence). Consideration will also need to be taken of the outcomes of area transport strategies developed to support planned growth.**
- (xi) **Support the adoption of minimum residential parking standards.**
- (xii) **Agree the presumption that any planning application which includes provision for publicly available private non-residential parking will be required to provide an accompanying car park management plan and, subject to a case-by-case analysis, to implement parking restrictions and charges consistent with those of council run car parks in the local area.**
- (xiii) **Approve the retention of the current Sunday parking charge of £1.50 in Salisbury (subject to the proposal at (v)) and the removal of Sunday parking charges in Bradford on Avon. Support the following addition to 'Policy PS3 – Parking Charges':**

'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'.
- (xiv) **Cabinet also agreed that in respect of Amesbury, 25% of car parking spaces in the Town Centre remain free of charge for the first hour for a period of one year to be followed by a review.**
- (xv) **Delegate authority to the Corporate Director for Neighbourhood and Planning in consultation with the Cabinet Member for Highways and Transport to undertake and approve the reviews on residents' parking zones, on-street waiting restriction reviews, season tickets and permits, and parking enforcement.**
- (xvi) **Delegate authority to the Corporate Director for Neighbourhood and Planning in consultation with the Cabinet Member for Highways and Transport to finalise the strategy document for publication as part of the third Wiltshire Local Transport Plan by 31 March 2011.**

Reason for Decision:

In order to commence implementation of the revised LTP Car Parking Strategy following public consultation.

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Wiltshire Council

**Cabinet
14 December 2010**

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

Cabinet Member: Councillor Dick Tonge – Highways and Transport

Key Decision: Yes

Executive Summary

The purpose of this report is for Cabinet to approve the Wiltshire Local Transport Plan (LTP) 2011-2026 – Car Parking Strategy.

There are a number of reasons for reviewing the current LTP parking strategy at this time:

- There is a general lack of consistency in parking charges, standards and management in Wiltshire.
- A number of changes have occurred since 2001 when the current LTP parking strategy was published.
- Parking is an important part of the emerging third Wiltshire LTP.

The Council's term transport consultants, Mouchel, were commissioned to undertake the review in late January 2010. Their final reports were issued to the Council at the beginning of July 2010.

In total, 570 people and organisations responded to the consultation making 4,582 comments. A number of separate letters were also received from parish and town councils, and chambers of commerce. In addition, a petition was received from Amesbury Community Partnership and a survey from Mere and District Chamber of Trade. Feedback on the consultation findings were presented to all the Area Boards between September and November.

Commentary is provided on the responses received to the consultation, including on the following issues:

- spatial bands
- parking charges
- opportunities for parish and town councils
- reviewing parking charges
- season tickets
- residential parking standards in new developments
- residents' parking zones
- Sunday parking charges.

The findings of the LTP Strategic Environmental Assessment and Equality Impact Assessment have been included. Three headline risks have been identified.

Proposals

That Cabinet:

Approve the Wiltshire Local Transport Plan 2011 – 2026: Car Parking Strategy including the following:

- (i) Support the concept of spatial bands (as shown in Table 1) as a realistic way of balancing the different needs of towns with the achievement of a more consistent approach to parking throughout Wiltshire.
- (ii) Approve the parking charges (Monday – Saturday) as set-out in Table 2 for implementation in 2011/12.
- (iii) Agree to a free half an hour time period for the Market Place car park in Devizes.
- (iv) Agree that where there would be a reduction in a car park charge as a result of the introduction of the charges set-out in Table 2, then the current charge (subject to the proposal at (v)) would remain in place until equalisation is achieved. Thereafter, the car park charge would increase in line with the relevant band increases.
- (v) Approve a ten per cent increase in all on and off-street parking charges (i.e. over and above the increases set-out in Table 2) (see **Appendix 5**).
- (vi) Agree that any surplus parking revenue (i.e. that which is over and above the forecast income of £5,040,000) is hypothecated to support sustainable transport measures (e.g. local bus services).
- (vii) To note that the parking charges in Chippenham, Salisbury and Trowbridge may need to be amended in light of the outcomes of area transport strategies to support planned growth.
- (viii) Approve the principle of the following opportunities:
 - Enable Band 3 towns to 'buy back' a small proportion of short-stay spaces from Wiltshire Council to offer as free parking spaces.
 - Enable Band 4 towns to take over the management of local public car parks and associated costs as an alternative to parking charges being set by Wiltshire Council.

Delegate authority to the Corporate Director for Neighbourhood and Planning in consultation with the Cabinet Member for Highways and Transport, and with the advice of legal representation, to negotiate and agree the lease and legal agreement with relevant parish and town councils for implementation from 1 April 2011.

- (ix) Agree that significant reviews of parking charges are undertaken every five years based on 'Policy PS3 – Parking Charges' with interim reviews carried out annually based on an assessment of parking charges in key neighbouring towns and the annual Consumer Price Index (as at September each year with reviewed charges rounded to the nearest ten pence). Consideration will also need to be taken of the outcomes of area transport strategies developed to support planned growth.
- (x) Support the adoption of minimum residential parking standards.
- (xi) Agree the presumption that any planning application which includes provision for publicly available private non-residential parking will be required to provide an accompanying car park management plan and, subject to a case-by-case analysis, to implement parking restrictions and charges consistent with those of council run car parks in the local area.
- (xii) Approve the retention of the current Sunday parking charge of £1.50 in Salisbury (subject to the proposal at (v)) and the removal of Sunday parking charges in Bradford on Avon. Support the following addition to 'Policy PS3 – Parking Charges':

'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'.
- (xiii) Delegate authority to the Corporate Director for Neighbourhood and Planning in consultation with the Cabinet Member for Highways and Transport to undertake and approve the reviews on residents' parking zones, on-street waiting restriction reviews, season tickets and permits, and parking enforcement.
- (xiv) Delegate authority to the Corporate Director for Neighbourhood and Planning in consultation with the Cabinet Member for Highways and Transport to finalise the strategy document for publication as part of the third Wiltshire Local Transport Plan by 31 March 2011.

Reason for Proposal

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

MARK BODEN

Corporate Director
Department for Neighbourhood and Planning

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

Cabinet Member: Councillor Dick Tonge – Highways and Transport

Key Decision: Yes

Purpose of Report

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

Background

Introduction

2. The Council developed its current parking strategy during the preparation of the first Wiltshire LTP which was published in 2001. This set out, amongst other things, parking standards, strategies for public parking (including parking charges) and a policy on residents' parking zones.
3. More recently (June 2008), the Council completed the introduction of civil parking enforcement (CPE) throughout the whole of Wiltshire. Reviews of parking controls in a number of market towns have been undertaken to support the implementation of CPE.
4. As a consequence of the move to Wiltshire Council, a Parking Services Team has been set up to manage the Council's car parks and park-and-ride sites, and to enforce all parking controls, both on-street and off-street, for the whole of Wiltshire.

The need to review the Council's car parking strategy

5. There are a number of reasons for reviewing the current LTP parking strategy at this time.
6. Firstly, the current LTP parking strategy was not formally adopted by the former District Councils. As a result, this led to a general lack of consistency in parking charges, standards and management between the former district areas of Wiltshire. While some inconsistencies have been resolved as a result of the setting up of the Parking Services Team, a number remain.
7. Secondly, a number of changes in national policy, guidance and best practice relating to parking have occurred since 2001 when the current LTP parking strategy was published. Moreover, a number of neighbouring authorities have revised their parking strategies and parking charges over this time.

8. Thirdly, parking is an important part of the Council's long-term local transport strategy included in the emerging third Wiltshire LTP which is to be published in March 2011; appropriate parking policies and management can help support local priorities such as economic growth, tackling climate change and reducing disadvantage and inequalities. There is also the need to 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.

The review process

9. A report on the proposed approach to reviewing the current LTP parking strategy was presented to the Overview and Scrutiny Environment Select Committee on 12 January 2010. Included in the report was the proposal to generate four bands for parking charges within which Area Boards would be able to set the actual charges in their respective area. Following discussion, however, Members resolved that the Area Boards should simply have a chance to consider and be consulted on charges in their area and to make any recommendations through the Executive.
10. To more clearly establish the strategic context and setting for car parking in Wiltshire, officers drafted a number of overall policies which provided the high-level policy direction for the review (it should be noted that parking for cycles, powered two-wheelers and goods vehicles will be considered in other relevant LTP theme strategies).
11. The Council's term transport consultants, Mouchel, were commissioned to actually undertake the review in late January 2010. Following an inception meeting and a number of further meetings with council officers, Mouchel's final reports were issued to the council at the beginning of July 2010.

Consultation

12. Consultation on the draft car parking strategy was undertaken from 12 July to 3 September 2010.
13. A variety of means were used to inform people of the consultation:
 - web portal and documents/questionnaire in libraries
 - press release (which led to good media coverage), parish newsletter article and Area Board announcements
 - a letter and follow-up emails on 'opportunities' (see paragraph ?) to relevant town and parish councils
 - correspondence with chambers of commerce
 - meetings with several Town and Parish Councils
 - emails and letters sent to some 8,000 Area Board and LTP contacts.
14. In total, 570 people and organisations responded through the web portal or by completing questionnaires and submitting letters, making 4,582 comments. A number of letters were also received from Parish and Town Councils, and Chambers of Commerce.

15. While there was a reasonable response from Amesbury (including a 234 signature petition received from Amesbury Community Partnership requesting that parking charges are not introduced in Amesbury) and from Chippenham, Corsham, Devizes and Salisbury community areas, there was a more limited number of responses from most other areas.
16. The exception was the South West Wiltshire area where a concerted campaign was undertaken by Councillors and Parish Councils. In addition to a significant response to the questionnaire, 135 people signed up to a Mere and District Chamber of Trade survey asking how parking charges would affect their visit to Mere (this is in addition to a 200 signature survey submitted to the Overview and Scrutiny Environment Select Committee in January 2010).
17. A number of respondents, including several Parish and Town Councils, complained about the nature (i.e. the focus on the Council's consultation web portal and the complex technical wording of some parts of the document) and the length of the consultation documents (i.e. the number of pages and volume of questions posed). In many respects, the subject matter and the breadth of the intended audience (i.e. statutory bodies, developers, transport consultants as well as the public and Parish and Town Councils) necessitated that the document covered the full gamut of parking matters in adequate detail. It should also be noted that the consultation was undertaken in conformity with the council's consultation strategy and based on the principles set out in the Wiltshire Local Development Framework Statement of Community Involvement.
18. Feedback on the consultation findings were presented to all the Area Boards between 22 September and 23 November 2010. The following resolutions (as at 1 December, 2010) were made by the respective Area Board:
 - (i) The Salisbury Area Board draws the attention of Cabinet to the importance to Salisbury of its continued economic vitality both as a popular tourist destination and an attractive shopping centre. We are keen to encourage the use of Park and Ride, so that our relatively compact city centre is not full of cars, but we also need to ensure that parking charges for Salisbury as a whole are lower than our competitors.
 - (ii) Confirmed figures from the car parking strategy consultation would be brought to the next [Devizes] Area Board meeting. (A subsequent letter from the Devizes Area Board dated 3 November 2010 requested that free parking be continued in the Market Place).
 - (iii) The Amesbury Area Board acknowledges Wiltshire Council's aspiration to harmonise car park charges across the county, but strongly recommends that:
 1. There be no charging in small communities, including and especially Amesbury; and
 2. Any final decision on this matter, in any community, take fully into account the specific local circumstances, and in this case, the unique characteristics of Amesbury.

19. The Environment Select Committee considered the car parking strategy again at its meeting on 2 November 2010 where Members resolved to note the strategy and congratulate the Cabinet Member and officers for their work.

Main Considerations for the Council

20. Commentary on the responses received to the consultation questions is provided in the following sections and includes consideration of other general responses (the number of respondents to each question is provided in brackets).
21. The revised parking strategy is presented at **Appendix 1**. It should be noted that in revising the strategy all the responses and comments received have been considered.

Question 1 – Objectives (193)

22. Of the ten objectives included in the draft strategy document, the following were selected as the most important by respondents:
- 1) Support the local economy and facilitate development growth (selected by 75.1% of respondents as their first preference).
 - 2) Meet residents' needs for car parking near their homes (selected by 29.5% of respondents as their second preference).
 - 3) Provide access to key services and facilities for special needs groups and the mobility impaired (selected by 18.7% of respondents as their third preference).

Question 2 – Overall Management (149)

23. The policy on overall management sought to set-out the general approach to parking in Wiltshire. As a result, the policy is rather nebulous in nature and this was a criticism of a number of respondents. Nevertheless, 52.3% of respondents supported the policy.

Questions 3 and 4 - Spatial Bands (143 and 123)

24. Banding seeks to establish a balance between acknowledging the range of economic, social and environmental differences between towns with the need to develop a more consistent approach to parking policy, management and operations throughout Wiltshire. It was therefore proposed to band Wiltshire's towns into one of four spatial bands (see Table 1 below).

Table 1: Spatial Bands

Band	Spatial Area
1	Salisbury
2	Chippenham and Trowbridge
3	Amesbury, Bradford-on-Avon, Calne, Corsham, Devizes, Malmesbury, Marlborough, Melksham, Warminster, Westbury and Wootton Bassett
4	Small Towns and Villages (including rural areas)

25. These bands are based on (see also **Appendix 2**):
- (i) The hierarchy in the emerging Local Development Framework (which considers the role and function of towns, and their level of facilities and services)
 - (ii) Population levels
 - (iii) The availability of sustainable transport alternatives
 - (iv) Operational parking issues.
26. While the majority of respondents (58.7%) to the consultation supported the concept of spatial bands, those that disagreed stated that 'one size does not fit all' and that as a result, local distinctiveness and local needs would not be adequately considered. For these reasons, a number of respondents felt that decisions on parking should be taken at the lowest possible administrative level (i.e. the relevant Town or Parish Council).
27. As stated in paragraph 24, the banding of settlements seeks to establish a balance between acknowledging differences between towns and developing a more consistent approach to parking throughout Wiltshire. The categorisation of towns into four bands is clearly not a 'one size fits all' approach and the criteria outlined in paragraph 25 demonstrates that local differences have been taken into account. Furthermore, banding reduces the ability of towns to compete with each other over car parking charges (i.e. competing on the lowest parking charge rather than, for instance, on improvements to a town's retail offer).
28. Overall support for the concept of spatial bands contrasts with the majority of respondents (54.5%) who did not support the proposed spatial bands themselves. Suggestions for revision included that:
- (i) Salisbury should be grouped with Chippenham and Trowbridge
 - (ii) Chippenham and Trowbridge should be separated
 - (iii) Band 3 should be split into larger market towns and smaller market towns
 - (iv) Band 4 should be split into small towns and villages.
29. While having a similar strategic importance to Chippenham and Trowbridge, Salisbury has a larger population, is an important tourism destination and benefits from having five Park and Ride sites and a residents' parking zone. Given these circumstances, it is considered appropriate for Salisbury to be in a band on its own.
30. It is acknowledged that in a similar manner to Salisbury, parking management in Chippenham and Trowbridge may need to be amended (and separated) in the future in light of the respective area transport strategies to support planned growth. However, the outcome of this work is yet to emerge and until such time as it does, it is considered that Chippenham and Trowbridge should be categorised together in one band.
31. A split of Band 3 towns could be based on a number of factors including population levels, the retail mix or the number of existing public parking spaces. While this would go some way to appease those respondents who complained of a 'one size fits all' approach, it would be rather arbitrary in nature. It is considered that the opportunity offered to Band 3 town councils (see paragraph 64) adequately provides the means for local economic needs to be acknowledged.

32. It is not considered either practical or necessary to split Band 4 into small towns and villages.

Questions 5 and 25 – Land-Use Zones and Parking Management (125 and 126)

33. The zoning of areas within towns seeks to further reflect the economic, social and environmental differences between areas and the need to manage parking appropriately depending on local circumstances. While the proposed zones were supported by the majority of respondents (68.8%), only 41.3% of respondents agreed with the suggested approach to parking management in each zone. Having said this, a number of respondents' comments were concerned with the imposition of parking charges, particularly in Mere and Tisbury, rather than with the features of the different approaches to parking management in the six zones. Of the other comments received, a number suggested that modern communities were more complex and mixed than implied by the zones.
34. The proposed land-use zones and parking management in each zone was updated from the current LTP Parking Plan which was subject to stakeholder consultation and reviews of land-use at the time. So, while the zones and management strategy in each zone are considered to be appropriate, greater flexibility has been introduced to the way in which these are implemented.

Questions 6 and 27 – Managing the Council's Parking Stock (130 and 98)

35. The way in which the Council is proposing to manage its off-street and on-street parking stock was supported by the majority of respondents (55.4%). Those that had reservations or did not support the policy made a number of comments including:
- (i) Reducing off-street long-stay parking will lead to commuters parking on-street instead, and should therefore only be 'considered' where 'good' sustainable transport alternatives exist.
 - (ii) Short-stay and long-stay time periods should be defined, with on-street short-stay parking limited to one hour or less.
 - (iii) Blue badge parking provision should be made in accordance with recognised standards.
 - (iv) Increases in short-stay parking provision will encourage further traffic movements.
36. Points (i) to (iii) above have been incorporated into the revised policy. In terms of point (iv), while this may be an outcome, these traffic movements will generally be at non-peak times of the day. The adequate provision of short-stay parking spaces can also help support local businesses.
37. On the associated question of restricting short-stay parking to a maximum of three hours (question 27), 64.3% of respondents were in agreement.

38. Although some aspects of on-street parking are dealt with in the strategy as it stands, it is acknowledged that a more comprehensive review of the management of on-street parking will need to be undertaken in due course; a programme of on-street waiting restriction reviews is currently being developed.

Question 7 – Kerb Space Hierarchy (129)

39. The majority of respondents (54.3%) thought that the proposed kerb space hierarchy was reasonable. A number of people, however, suggested that the hierarchy should be more flexible and reflect the different needs of different areas (e.g. residents' parking to have a higher priority in residential areas). A number of suggestions for amending the hierarchy were also made although no one clear consensus emerged.
40. Reflecting respondents' comments and the approach outlined in paragraph 34, a degree of flexibility has been introduced to the way in which the kerb space hierarchy will be implemented.

Questions 8 and 26 – Parking Charges (Mon-Sat) (160 and 96)

41. Three options for parking charges (Monday - Saturday) were proposed as part of the consultation: 'conventional' (lowest charges), 'balanced' and 'radical' (highest charges). The development of these options followed a review by Mouchel of existing charges both within Wiltshire and in surrounding local authority areas.
42. Overall, Mouchel found that the parking charges in Wiltshire were significantly lower than in surrounding local authority areas and particularly compared to key competitor towns (an update of current parking charges in key competitor towns is included in **Appendix 3**). It was also found that, as a result of having four former District Councils, there were significant differences in parking charges across Wiltshire.
43. Other major considerations in the setting of parking charges were also reviewed as part of the process including the strength of the local economies, traffic conditions, availability of sustainable modes, environmental conditions and potential future demand.
44. The majority of respondents (59.4%) chose the 'conventional' option with 22.9% choosing the 'balanced' option and 17.7% the 'radical' option. A significant number of people, particularly from the South West Wiltshire community area (who did not generally answer the specific questions set out in the consultation and are therefore not included in the above figures), argued that parking charges should not be introduced and/or increased at all. Other comments included that:
- (i) The options do not reflect the rural nature of Wiltshire where most people need to use a car to access essential services and facilities.
 - (ii) Increased long-stay charges would have a disproportionate impact on lower paid workers.
 - (iii) The first hour of short-stay parking should be free to support the vitality and vibrancy of towns.

(iv) More convenient means of paying (e.g. by mobile phone and 'pay on exit') should be introduced. (It should be noted that 'pay by mobile phone' will be implemented across the county in December 2010).

45. The following paragraphs (46 - 55) outline the characteristics, and advantages and disadvantages of each of the charging options as included in Mouchel's reports.

Conventional option

46. This option seeks to achieve a greater degree of consistency between and within the bands (i.e. charges steadily decrease from Band 1 to Band 4 and are level within each band). In order to achieve this position, while parking charges for most towns remain broadly as they are now, there have been some changes made in several towns.

47. It is also proposed that parking charges are introduced at all car parks to cover operational and maintenance costs, to ensure that council tax payers do not subsidise car parking and/or to provide revenue to support sustainable transport measures (e.g. local bus services). Lastly, short-stay parking has been priced at a premium over long-stay parking (where time periods overlap) to reflect the increased convenience of short-stay car parks.

48. The main advantages of this options are:

- Relatively low impact on the economies in Band 1 and 2 towns, and the majority of Band 3 towns.
- No significant impact on the competitiveness of Band 1 and 2 towns, and the majority of Band 3 towns in comparison with key competitor towns in neighbouring areas.
- Relatively low impact on the affordability of access by private car for Band 1 and 2 towns, and the majority of Band 3 towns.

49. The main disadvantages of this option are:

- Potential impacts on the local economies of Band 3 and 4 towns where there is currently free parking.
- Limited impact on reducing congestion, carbon emissions, noise and air quality pollution.
- No significant increase in parking revenues to enable the Council to fund sustainable transport measures (e.g. local bus services).

Balanced option

50. This option builds on the proposals put forward in the 'conventional' option by modestly increasing charges in the Band 1 and 2 towns of Salisbury, Chippenham and Trowbridge (where sustainable transport alternatives are more readily available), with smaller increases elsewhere.

51. The main advantages of this options are:

- Relatively low impact on the economies in Band 1 and 2 towns, and the majority of Band 3 towns.
- No significant widespread impact on the competitiveness of Band 1 and 2 towns, and the majority of Band 3 towns in comparison with key competitor towns in neighbouring areas.
- A small positive impact on reducing congestion, carbon emissions, noise and air pollution.
- An increase in revenue to support sustainable transport measures (e.g. local bus services).

52. The main disadvantages of this option are:

- Potential impacts on the local economies of Band 3 and 4 towns where there is currently free parking.
- A small negative impact on the affordability of access by private car.
- Some public opposition to increase in parking charges.

Radical option

53. This option builds on the proposals put forward in the 'conventional' option through modest to significant increases across the spatial bands. As with the 'balanced' option, the level of increases are higher in the Band 1 and 2 towns of Salisbury, Chippenham and Trowbridge where sustainable transport alternatives are more readily available.

54. The main advantages of this options are:

- No significant widespread impact on competitiveness in comparison with key competitor towns in neighbouring areas.
- A significant positive impact on reducing congestion, carbon emissions and noise and air pollution, particularly in Band 1 and 2 towns.
- A significant increase in parking revenues to enable the Council to fund sustainable transport measures (e.g. local bus services).
- Strong further encouragement for people to use the Park and Ride services in Salisbury.

55. The main disadvantages of this option are:

- Potential adverse impact on local economies if town footfall levels are reduced.
- Significant negative impact on the affordability of access by private car.
- Potentially strong public opposition to the widespread increase in car parking charges.

Preferred Option

56. In order to reflect the consultation responses (see paragraph 44), it is proposed that the 'preferred' option is largely based on the respective support for each of the above options. Therefore, each parking charge in Table 2 below (excluding the first two hours in Salisbury (Band 1) where a £2.00 charge applies and the first hour elsewhere where the 'conventional' charge applies) has been determined in accordance with the following weighting:

- 59% of the 'conventional' charge
- 23% of the 'balanced' charge
- 18% of the 'radical' charge.

Table 2: Preferred Parking Charges (Mon-Sat)

Band	Stay	<1hr	<2hr	<3hr	<4hr	<5hr	<8hr	All day
1	Short	-	£2.00	£3.80	-	-	-	-
1	Long	-	£2.00	£3.60	£4.20	£5.00	£6.70	£6.70
2	Short	£1.00	£1.40	£2.90	-	-	-	-
2	Long	£0.80	£1.20	£2.40	£2.80	£3.80	£4.90	£5.40
3	Short	£0.40	£1.10	£1.90	-	-	-	-
3	Long	£0.30	£1.00	£1.80	£2.20	£2.90	£4.70	£5.10
4	Short	£0.30	£1.00	£1.80	-	-	-	-
4	Long	£0.20	£0.90	£1.70	£2.10	£2.60	£4.40	£4.70

Note: Charges have been rounded up to the next 10 pence increment.

57. The 'conventional' charge has been applied to the first hour in all the bands (excluding Band 1) in acknowledgement that many people want to park for a short time period on a frequent basis; in doing so, the lower charge will help support the vitality and vibrancy of Wiltshire's market towns.
58. In Salisbury, representation was received for an alternative option of a £2.00 flat charge for the first two hours parking (the revenue effect of this option is neutral). This is supported by Salisbury City Centre Management. As Salisbury is alone in its band (Band 1) this proposal affects no other towns.
59. The other exception is the Market Place car park in Devizes. Both Marlborough and Devizes have charges higher than other Band 3 towns. However, Marlborough has some on-street parking free for half an hour. By applying the same criteria to the Market Place car park in Devizes, both communities are treated in an equal manner.
60. It should be noted that where there would be a reduction in a car park charge as a result of the introduction of the charges above, then the current charge (subject to the recommendation in paragraph 63) would remain in place until equalisation is achieved. Thereafter, the car park charge would increase in line with the relevant band increases.
61. Prioritised reviews will be undertaken where there is an identified displacement of parking into inappropriate areas caused as a result of the imposition of the revised parking charges (see also paragraphs 91 and 92 on residents' parking zones).

62. On a wider but nevertheless related issue, the combined effect of reductions in Council funding and the changes in concessionary fares reimbursement and Bus Service Operators Grant will be to severely reduce the ability of operators and the Council to provide reasonable levels of public bus service in Wiltshire (see **Appendix 4**). Operators will lose a significant proportion of their income, leading to higher prices for services they operate for the Council and a reduction in the services they are able to run commercially. At the same time, the Council will have less funding available for existing supported services, or to replace the services being withdrawn by the commercial operators.
63. Given the above, it is recommended that Cabinet supports an uplift in all on-street and off-street parking charges by ten per cent (rounded to the nearest ten pence which keeps Band 3 and 4 one hour charges at the level shown in Table 2) (see **Appendix 5**). Furthermore, it is recommended that Cabinet agrees to the hypothecation of surplus parking charges (i.e. that which is over and above the 2010/11 forecast income of £5,040,000) to provide funding for sustainable transport measures (e.g. local bus services). In doing so, this will establish a direct and transparent link between increases in parking charges and the Councils' support for sustainable transport services. Importantly, this will also help provide essential accessibility for non-car users and those people who prefer to choose sustainable transport modes.

Question 9 - Opportunities for Parish and Town Councils (140)

64. The following two opportunities, which were supported by a large majority of respondents to the consultation (73.6%), were offered to relevant Band 3 and 4 Parish and Town Councils:
- In Band 3 towns, to 'buy back' a small proportion of short-stay spaces from Wiltshire Council to offer as free parking spaces.
 - In Band 4 towns, to take over the management of local public car parks and associated costs as an alternative to parking charges being set by Wiltshire Council.
65. A number of respondents stated that the above opportunities should be made available to the city, town and parish councils in all the bands. Other comments included that the provision of free parking is effectively already paid through the council tax, and that if Band 4 towns did not take up the relevant opportunity, then charging revenues would not cover Wiltshire Council's management and enforcement costs.
66. A series of correspondence and meetings have been initiated with relevant Parish and Town Councils to understand their interest in taking up these opportunities and to discuss the Band 3 'buy back' cost of £500 plus VAT per space per year (to be managed through a legal agreement) and the Framework for a Lease with Band 4 towns which will be used as the basis for further negotiations with Parish and Town Councils on a case by case basis with the support of the Council's legal and property departments (see **Appendix 6**).
67. Comments received to date on the opportunities from Parish and Town Councils are included at **Appendix 7**. In particular, the following requests have been made:

- (i) Warminster Town Council would like the car parking assets currently under Wiltshire Council control to be transferred to Warminster Town Council as a community asset so that the Town Council can run them for the benefit of the town.
 - (ii) Box Parish Council feel that the period suggested of two years for the lease is too short if the Parish Council is expected to maintain the surface and walls. The Parish Council feels that this should preferably be for a ten year period with a five year break clause.
 - (iii) Tisbury Town Council's decision was resolved on the basis that the lease would be for a period of ten years, and not two years, as this was their understanding following a meeting with Wiltshire Council in August.
68. It should be noted that relevant Parish and Town Councils have been advised that they will need to agree to the lease by 31 March 2011.
69. It is recommended that Cabinet supports the principle of the opportunities expressed in paragraph 64 and delegates authority to the Corporate Director for Neighbourhood and Planning in association with the Cabinet Member for Highways and Transport to agree the detailed terms of the lease with relevant Parish and Town Councils.

Question 10 – Reviewing Parking Charges (119)

70. The response to this question was relatively even with 52.1% of respondents agreeing that the proposed way of reviewing parking charges was reasonable. A number of people, however, stated that the Consumer Price Index (CPI) should be used instead of the Retail Price Index (RPI), and that five years between fundamental reviews was too long and that a three year time scale was more appropriate.
71. Given recent changes to the way in which annual increases to benefits and pensions are to be calculated, it is considered more appropriate that the annual review of parking charges should be based on the CPI rather than the RPI (using the CPI figure for September each year with reviewed charges rounded to the nearest ten pence). In terms of the timescale for the more fundamental reviews of parking charges, it is considered that a five year time interval is practical and reasonable.

Question 11 – Season Tickets (117)

72. The majority of respondents (77.8%) believed that the Council should continue to offer season tickets. A number of comments were made suggesting improvements, including the following:
- (i) Local businesses should be able to buy and share season tickets to their staff and customers as required.
 - (ii) Lower rates should be offered to town centre residents, key workers, essential car users, car sharers and low emission vehicles.
 - (iii) Payment levels should be affordable and flexible.
 - (iv) The use of season tickets should be restricted to under utilised and/or long-stay car parks.

73. While the option of season tickets has been retained in the strategy, the actual terms and conditions offered by the Council on season tickets and permits are subject to a current review; this review will include consideration of the comments made as part of this consultation.
74. The very short-term use of Council car parks by parents dropping off their children at school was raised during the consultation. A policy position on this matter was adopted by the former North Wiltshire District Council and this will be used as the basis for a countywide approach.

Questions 12, 16, 31 and 32 – Residential Parking Standards in New Development (136, 124, 106 and 102)

75. Controlling the amount of parking provided in new housing developments has historically been used as a way of seeking to influence both car use and ownership levels. It is, however, now considered generally unrealistic to seek to influence car ownership levels through residential parking standards as the majority of people will still want to own a car for the flexibility it provides.
76. It is therefore proposed that the one of the aims of the Council's parking strategy should be on influencing car use through appropriate parking measures at destinations (e.g. retail, commercial and employment areas) and not seeking to influence car ownership levels through overly restrictive residential parking measures which can cause streetscene or safety issues as a result of parking overspill.
77. While the majority of respondents (77.2%) to the consultation supported this approach, a number did state that, in their view, minimum parking standards are contrary to current relevant national guidance and that land use take and design would suffer as a result.
78. It is considered that minimum residential parking standards are consistent with current government guidance such as PPS3 'Housing' (June 2010) in that account is being taken of the expected levels of car ownership in a predominately rural area like Wiltshire. Having stated this, the approach to residential parking in the revised strategy has been amended to ensure that it is flexible enough to deal with particular local circumstances, including housing design and density factors.
79. In terms of the question on whether garages should continue to be included in the allocated residential parking provision for housing developments, the response was more balanced with 54.9% of respondents stating that this should not be the case. Again, the approach to the use of garages in future housing developments has been clarified in the revised strategy to ensure that it is flexible enough to deal with particular local circumstances.

Questions 13, 30, 33 and 34 – Private Non-Residential Parking Standards for New Development (123, 92, 118 and 113)

80. The number of respondents supporting the policy and maximum standards for private non-residential parking was relatively even at 52.8% and 48.9% respectively. Some two-thirds of respondents disagreed with the other questions on the proposed initial and secondary discount levels for maximum parking standards.
81. While some respondents wanted more flexibility to reflect local circumstances (i.e. standards determined on a case-by-case basis), others wanted more certainty. Many respondents considered that maximum parking standards were not appropriate for a predominantly rural area like Wiltshire and that maximum standards would discourage commercial development and lead to on-street overspill parking.
82. The use of maximum standards for non-residential use classes reflects PPS4 'Planning for Sustainable Economic Growth' (2009). In undertaking their review, Mouchel have simply updated and harmonised the existing maximum parking standards used in Wiltshire. The accessibility framework is also a broad continuation of the approach adopted in the existing LTP Parking Plan and, along with the ability for discussions to be undertaken on the merits on individual sites with developers, provides the necessary flexibility to deal with local circumstances.

Question 14 – Managing Publicly Available Non-Residential Parking (120)

83. Managing Council owned parking is made more complicated where there is significant publicly available private non-residential parking (e.g. at retail outlets and supermarkets). Particular concerns include that:
- people may park in a supermarket or retail outlet car park free when visiting a town rather than using a nearby Council short-stay car park – this could both cause parking overspill onto residential roads if the supply of supermarket spaces is exceeded and a loss of revenue to the council; and
 - people may decide to shop at a supermarket or retail outlet because it has free car parking rather than in the local high street which relies on Council car parks – this could undermine the vitality and vibrancy of small retailers.
84. The proposed policy seeks to require that any planning application that includes publicly available private non-residential parking provides a car park management plan and implements parking restrictions and charges consistent with those of Council run car parks in the local area.
85. The majority of respondents (68.3%) did not support the above policy position. Of these, a significant number made the comment that the Council should not be interfering in the actions of private companies. Moreover, many also felt that the policy was unfair to new developers and that it could not be enforced by the Council.

86. In effect, the Council is already following the policy position on an informal basis (e.g. as demonstrated at Waitrose in Marlborough and Sainsburys in Trowbridge, etc.). Nevertheless, the policy has been amended to ensure that local circumstances and need are more fully considered.

Question 15 – Reductions in Private Non-Residential Parking Stock (134)

87. A significant majority of respondents (79.1%) did not support any reductions in the number and/or use of existing privately owned non-residential parking stock. Many respondents felt that such a policy would lead to overt Council interference in commercial decisions and may discourage future development in Wiltshire. Other comments included that the Council's public parking stock should also be considered and that the policy should focus on the better utilisation of spaces rather than reduction.
88. Given the consultation response and the fact that reductions in private non-residential parking stock can be considered through the development control process under existing national guidance, the policy has been deleted from the revised strategy.

Question 17 – Parking Enforcement (112)

89. While a significant majority of respondents (88.4%) supported the proposed approach to parking enforcement, a number of comments were made including the following:
- (i) The Council's approach to enforcement should be flexible.
 - (ii) Fines should be proportionate.
 - (iii) Parking enforcement should be visible in all of Wiltshire's towns.
 - (iv) Payment for parking charges should be 'pay on exit' rather than on arrival.
90. These and other relevant issues will be considered as part of the development of a Parking Enforcement Strategy in 2012/13.

Questions 18 and 29 – Residents' Parking Zones (118 and 105)

91. A significant majority of respondents supported both the policy (88.1%) and the process (68.6%) put forward in the draft strategy document. A few respondents suggested that residents' parking zones are only needed because of a failure to adequately deal with parking demand, particularly from commuters. There were also calls for the permit charges to be revenue neutral and for schemes to be sufficiently flexible so as to allow short-term parking for non-residents (e.g. tradesmen carrying out domestic repairs).
92. The policy and process will provide the context for any residents' parking zone reviews in market towns. Details of the timescale for these reviews are to be determined.

Question 19 – Visitor Attraction Parking (115)

93. A significant majority of respondents (89.6%) supported the proposed policy on visitor attraction parking.

Question 20 – Park and Ride (110)

94. While the majority of respondents (63.6%) supported the policy on Park and Ride, many of the comments made concerned operational issues which are outside the remit of the car parking strategy. Of those comments that were related to the policy approach, many argued that the park and ride service should be self-financing and not be subsidised from parking revenues.
95. Park and Ride sites effectively act as long-stay car parks at the edge of town centres. It is recognised that the park and ride charges needs to be set above normal bus services but below equivalent parking charges to work successfully. The mix, number and charging regime for long-stay spaces needs to reflect and support this approach. As stated previously, parking management in Salisbury may need to be reviewed in light of the area transport strategy which is to be developed to support planned growth.

Question 21 – Parking at Railway Stations (135)

96. The provision of adequate car parking at railway stations can help to reduce the length of car journeys by attracting people onto rail for at least part of their journey. Increased car parking provision can, however, also encourage people to use their car instead of more sustainable modes to travel to the station. Therefore, in looking at parking issues at railway stations, the strategy advocated that a number of factors would be considered including the provision of a station travel plan.
97. The response to the question on parking at railway stations was relatively even with 52.6% of respondents not supporting the policy. Of these, a number stated that the use of a car is the only realistic means of accessing railway stations and that therefore, particularly at the more rural stations, increased parking provision should be supported and that station travel plans are only relevant in the larger market towns.
98. It is often a difficult balance between encouraging use of sustainable transport modes to access railway stations and discouraging rails users because parking provision is too expensive and/or insufficient. In view of this, it is considered sensible for local circumstances to be assessed as part of a station travel plan before increased parking is supported.

Question 22 – Improving Access and Use (121)

99. An overwhelming majority of respondents (95%) supported the proposed policy on improving access and use. Officers held a separate meeting with the chair of the Swindon and Wiltshire Users' Network where the provision for disabled parking was discussed and as a result, a number of amendments have been made to the policy.

Question 23 – Workplace Parking Levy (117)

100. The majority of respondents (62.4%) did not support the policy on the workplace parking levy. However, it seems that many respondents misinterpreted the policy which simply states the Council's position to keep the introduction of the workplace parking levy under review. This reflects the council's current position as stated in the adopted Wiltshire and Swindon Structure Plan 2016.

Question 24 – Residents' Overspill Parking (118)

101. The majority of respondents (63.6%) supported the proposed policy on residents' overspill parking. A number of respondents argued that parking demand should be managed (e.g. through personalised travel planning measures) before any loss of green space is considered.

Question 28 – Sunday Parking Charges (131)

102. In recognition that traffic volumes and sustainable transport services are reduced on Sundays, one hour and all-day charges were proposed at reduced rates compared with Monday - Saturday charges. Nevertheless, the vast majority (84.7%) of respondents disagreed with the proposed Sunday parking charges on a number of grounds including:

- (i) The Council's enforcement costs would exceed revenue streams.
- (ii) There would be an adverse impact on church attendance and visitor numbers.
- (iii) Charging is unnecessary except in a few locations (e.g. tourist hotspots) because congestion and parking demand on Sundays is not an issue.

103. As stated above, Sunday was implicitly identified in the draft strategy document as being different to the other days of the week. In view of the consultation response, it is proposed that the proposed Sunday parking charges are not introduced and that the current charges (subject to the recommendation in paragraph 61) are only retained in Salisbury given its particular local circumstances. It is further proposed that the following addition is made to 'Policy PS3 – Parking

'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'.

Environmental and climate change considerations

104. The draft car parking strategy has been subject to a Strategic Environmental Assessment (SEA) as part of the development of the third Wiltshire LTP. The SEA Environmental Report was subject to public consultation from 4 October to 26 November 2010.

105. Table 3 below identifies the significance of the effect of the draft car parking strategy on each SEA topic.

Table 3: SEA Effects

SEA Topic	Significance of the effect
Biodiversity	No significant effect
Land, soil and water resources	Minor negative effect
Air quality and environmental pollution	Minor positive effect
Climatic factors	Minor positive effect
Historic environment	Partial positive/partial negative effect
Landscapes (and townscapes)	Partial positive/partial negative effect
Population	Minor positive effect
Healthy communities	Minor positive effect
Inclusive communities	Minor positive effect
Transport	Minor positive effect
Economy and enterprise	Minor positive effect

106. For those topics where negative effects have been identified, Table 4 provides further details of the impact and suggested mitigation measures.

Table 4: SEA Negative Effects

SEA Topic	Impact	Suggested mitigation and enhancement measures
Land, soil and water resources	<p>No significant effects [on soil quality and water resources].</p> <p>While new council car parks (including Park & Ride sites) are not being proposed as part of the strategy, the move to minimum residential parking standards will lead to a greater land take requirement for parking in new housing developments.</p>	<p>Mitigation - Further emphasis on the use of unallocated communal parking should be considered as part of the approach to residential parking. More generally, a comment on environmental mitigation measures (e.g. use of permeable surfaces) should be included in the strategy.</p>
Historic environment	<p>The introduction of charging at most council car parks will help to reduce car trips by a small degree and provide some limited further encouragement for people to use sustainable modes. Beneficial impacts will be most felt in the market towns and particularly in Salisbury where the highest charges are being proposed.</p> <p>The enforcement of parking restrictions will also be positive in enhancing streetscapes. However, there is the danger that there may be an adverse impact on streetscenes if</p>	<p>Mitigation - The adoption of the radical parking charges option would provide the most beneficial impact on the historic environment. Controlled parking schemes need to be considered where commuter/shopper parking is redistributed onto inappropriate streets.</p>

SEA Topic	Impact	Suggested mitigation and enhancement measures
	people choose to park in nearby streets rather than pay the charge. Policy PS3 states that local environmental conditions will be considered in settling parking charges.	
Landscapes (and townscapes)	<p>No significant impact on Wiltshire's landscape.</p> <p>The introduction of charging at most council car parks will help to reduce car trips by a small degree and provide some limited further encouragement for people to use sustainable modes. Beneficial impacts will be most felt in the market towns and particularly in Salisbury where the highest charges are being proposed. The effective enforcement of parking restrictions will be positive in enhancing streetscenes. However, there is the danger that there may be an adverse impact on streetscenes if people choose to park in nearby streets rather than pay the charge. Policy PS3 states that local environmental conditions will be considered in settling parking charges.</p>	Mitigation - The adoption of the radical parking charges option would provide the most beneficial impact on townscapes. Controlled parking schemes need to be considered where commuter/shopper parking is redistributed onto inappropriate streets.

107. The SEA outputs and consultation comments will be considered as part of the development of the final car parking strategy for publication with the third Wiltshire LTP in March 2011.

Equalities Impact of the Proposal

108. The draft car parking strategy has been subject to an Equalities Impact Assessment (EqIA) as part of the development of the third Wiltshire LTP. The EqIA was subject to public consultation from 4 October to 26 November 2010.

109. The summary findings of the EqIA states that:

“The strategy sets minimum standards for disabled people and ensures that equality groups have access to adequate parking provisions. The parking charges allocated to areas reflect the economic vitality, and alternative transport systems available. Revenue for increased charges may also be used to provide alternative transport to community centres.

The impact of the policy options on the equality goals has been considered and consultation has been carried out with different equality groups and stakeholders.

Adverse issues relating to parking will continue to be able to be reported through the Area Boards after the LTP3 consultation is completed”.

110. The EqlA recommendations and consultation comments will be considered as part of the development of the final car parking strategy for publication with the third Wiltshire LTP in March 2011.

Risk Assessment

111. Table 5 highlights the headline risks and proposed management of those risks associated with the proposals in this report. A risk register has also been developed to enable each risk associated with the implementation of the project to be considered in detail.

Table 5: Headline Risks

Risks of not carrying out proposals	
<ul style="list-style-type: none"> • Continued inconsistency in parking charges, standards and management between the former district areas of Wiltshire. • Inability to reflect changes in national policy, guidance and best practice. • Parking charges increasingly out of step with charges in neighbouring authority areas. • Lower levels of parking revenue to support other council services, including subsidised buses. 	
Risks of proposals	Mitigation of risks
<ul style="list-style-type: none"> • Failure to implement proposals on time. • Reduced parking demand/revenues due to increased charges. • Parking is dispersed onto neighbouring streets. 	<ul style="list-style-type: none"> • Detailed project plan produced. Early and ongoing engagement with Band 3 and 4 parish and town councils. • Forecast revenues have been adjusted by the use of a recognised demand elasticity value. • Town reviews are to be undertaken following implementation as per a prioritised programme.

Financial Implications

112. The income forecasts of the various charging options (see paragraphs 46 to 63) are shown in Table 6 below.

Charging Option	Forecast Income (£)	Demand Adjustment (£)	Adjusted Forecast (£)	Increase on 2010/11 (£)	Increase (%)
Conventional	5,573,172	-69,312	5,503,860	463,860	9.2
Balanced	5,979,150	-122,089	5,857,060	817,060	16.2
Radical	7,203,389	-281,241	6,922,139	1,882,149	37.3
Preferred	6,203,459	-151,250	6,052,209	1,012,209	20.1
Preferred plus 10%	6,762,500	-223,925	6,538,575	1,498,575	29.7

113. In reading the above table, the following should be noted:

- (i) The forecast income for 2010/11 is £5,040,000. This forecast is approximately £1m below the originally budgeted level. It is anticipated that the 'preferred' option plus ten per cent will more than recoup this shortfall.
- (ii) The figures cover all off-street parking (Monday - Saturday) except for Park and Ride.
- (iii) The forecast income is based on a combination of actual and predicted car park occupancy figures.
- (iv) Many actual occupancy figures relate to time periods of one hour or more (e.g. at car parks where only tickets for up to four hours are available) and therefore cannot be accurately broken down into separate hourly time periods for forecasting purposes.
- (v) As a result of existing overpayments, an increase to some car park charges will not necessarily increase the forecast income (e.g. a ten pence overpayment is often taken against a 90 pence charge).
- (vi) The demand adjustment is based on a recognised elasticity of -0.13 as identified by Mouchel in their technical report. However, a variety of local factors (e.g. purpose and length of trip, availability of alternative transport modes, etc.) can affect the way in which people react to increases in parking charges, all of which can affect the elasticity of demand.
- (vii) The Value Added Tax increase of 2.5 per cent to 20 per cent from January 2011 has been allowed for in the income forecasts.

Legal Implications

114. Any significant change to either car parking charges or the terms and conditions applicable to car parks will require a public consultation process over 21 days to permit objections to be made and considered. Any objections received would then need to be identified in a report and considered by the Cabinet Member for Highways and Transport.
115. 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
116. Failure to adhere to the statutory processes set out in the Procedure Regulation 1996 could result in:
- (i) The new charges being successfully challenged in the High Court resulting in loss of income and/or loss of reputation for Wiltshire Council.
 - (ii) Not being able to increase the charges on the anticipated implementation date of 4 April 2011.

Options Considered

117. As stated in paragraph 9, the option to allow Area Boards to set parking charges within specified levels was considered and rejected by the Overview and Scrutiny Environment Select Committee at its meeting on 12 January 2010.
118. As part of their review, Mouchel considered the following options (see Table 7 below).

Table 7: Options

Theme	Conventional	Balanced	Radical
Managing on-street and off-street parking	Retain existing provision and management.	Further promote short stay on-street parking through increasing charges where appropriate. Look to manage other areas where required to balance demand.	Removal of on-street parking in central areas, except for disabled, to promote non-car uses and restrict traffic in busy towns. Limit long stay parking provision to encourage use of alternative modes. Introduction of more park and ride sites to restrain vehicles

Theme	Conventional	Balanced	Radical
			from entering town centres.
Parking charges	Existing parking charges retained but broader unification of regime across the council area.	Increased parking charges with unified regime across the council, focussing charges on long stay users.	Substantially increased parking charges within a unified regime, focussing charges on long stay and larger settlements.
Parking standards	Retain existing maximum parking standards.	Retain existing maximum parking standards but introduce minimum standards for residential parking.	Retain existing maximum parking standards, introduce minimum standards for residential parking and apply discounts to maximum standards based on site accessibility.

Conclusions

119. The review of the current LTP parking strategy is required to deal with the general lack of consistency in parking charges, standards and management between the former district areas of Wiltshire. The review also enables the Council to consider changes in national parking policy and neighbouring authorities' parking charges.
120. The banding of settlements seeks to establish a balance between acknowledging differences between towns and developing a more consistent approach to parking throughout Wiltshire. The concept of spatial bands was supported by the majority of respondents.
121. The 'preferred' parking charge option has been largely based on the respective support for each of the three consultation options. The proposals to increase all parking charges by a further ten per cent and to hypothecate surplus parking charges revenue will enable the Council to support local bus services.
122. It is considered that the opportunities offered to Band 3 and Band 4 towns provide the necessary flexibility for relevant Parish and Town Councils to reflect local economic needs.
123. The move to minimum residential parking standards is a pragmatic response to the current unsatisfactory use of maximum residential parking standards in a predominately rural area like Wiltshire.
124. The policy and process on residents' parking zones clearly sets out the context for reviews in the market towns and was strongly supported by respondents.

125. The Sunday parking charges proposal has been amended in light of the overwhelming consultation response.
126. The main risks identified are a failure to implement the proposals on time, a reduction in parking demand and therefore revenues due to increased charges, and that parking is dispersed onto neighbouring streets in market towns.

MARK BODEN

Corporate Director
Department for Neighbourhood and Planning

Report Author:

Robert Murphy

Principal Transport Planner – Transport Policy
01225 713458

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

None

Appendices

- Appendix 1 - Wiltshire Local Transport Plan 2011-2026 – Car Parking Strategy
- Appendix 2 - Justification for Spatial Bands
- Appendix 3 - Average Car Parking Charges (Monday - Saturday) in Key Competitor Towns
- Appendix 4 - Impact on local Bus Services of Changes in Central Government Funding to the Bus Industry
- Appendix 5 – Preferred Parking Charges plus 10% Uplift
- Appendix 6 - Framework for a Lease
- Appendix 7 - Responses from Parish and Town Councils to the Band 3 and Band 4 Opportunities

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Wiltshire Local Transport Plan 2011-2026 – Car Parking Strategy

1 Introduction

1.1 Introduction

This document presents Wiltshire Council's car parking strategy which forms part of the Wiltshire Local Transport Plan (LTP3) 2011-2026. It provides a high-level policy position on a number of factors, including the following:

- overall management of car parking in Wiltshire
- managing the Council's car parking stock
- setting of appropriate parking charges
- car parking standard
- visitor attraction parking
- parking at railway stations
- safety and mobility impaired requirements

The document also provides more detail on a number of these factors, which forms the technical element of the council's strategy.

It should be noted that related parking issues for cycling, powered two wheelers and freight are or will be dealt with in the LTP3 Cycling Strategy, LTP3 Powered Two Wheeler Strategy and LTP3 Freight Strategy respectively.

1.2 Wiltshire LTP3 Car Parking Strategy

A parking strategy that deals with the supply and management of car parking can be one of the most useful tools available to local authorities in helping them achieve their economic, social and environmental objectives. In particular, a parking strategy can:

- a. support the local economy (eg by making it easy for shoppers and tourists to visit Wiltshire's market towns) and facilitate development growth (e.g. by enabling the planned housing and employment growth in Wiltshire to 2026).
- b. meet residents' needs for car parking near their homes (eg by introducing Residents' Parking Zones).
- c. provide access to key services and facilities for special needs groups and the mobility impaired (eg by providing appropriate Blue Badge car parking spaces).
- d. improve journey time reliability for road users (eg by designing and managing on-street parking facilities to reduce traffic conflicts and delays).

- e. encourage sustainable travel modes and help reduce reliance on the private car (eg by setting parking charges at appropriate levels).
- f. improve the efficiency of the council's parking service.
- g. enhance the built and natural environment (eg by reducing the amount of land required for parking and by improving the look of streetscenes through the enforcement of parking contraventions).
- h. make Wiltshire a safer place (eg by ensuring that car parks are 'safer by design').
- i. raise revenue for the council to reinvest in transport services and measures (eg by using surplus parking revenues to subsidise non-commercial bus services).
- j. reduce wasteful competition between towns in the wider sub-region (eg by setting car parking charges and standards that are broadly consistent with neighbouring authorities).

It should be clear from the above that car parking covers a variety of areas and a parking strategy needs to address them all. In essence, a parking strategy needs to form an integral part of a sustainable local transport system which aims to support economic, social and environmental objectives.

Having stated the above, there can be significant issues in trying to adopt a parking strategy that supports a sustainable local transport system as there are often inherent tensions between economic, social and environmental objectives. For example, while increasing levels of mobility for most people (ie those with access to a car) has generally led to higher standards of living and increased economic growth, at the same time, the centralisation of services and facilities (eg concentrating NHS services in super-hospitals) has reduced the quality of access for a significant minority of people (ie those who rely on public transport) and adversely impacted on environmental and social factors such as air quality and community severance.

Wiltshire Council's car parking strategy therefore needs to find a balance between supporting economic growth and being an effective demand management tool to encourage the use of sustainable transport alternatives.

1.3 Background

The council developed its previous parking strategy, or Parking Plan as it was termed, during the preparation of the first Wiltshire Local Transport Plan (LTP1) which was published in 2001. This set out maximum parking standards, a parking standards assessment framework, policies for developer contributions, strategies for public parking (including recommended parking charges) and parking standards.

The LTP1 Parking Plan adopted the recommendations from a study undertaken by consultants Oscar Faber in 2000, who were commissioned by the former Wiltshire County Council, the four former Wiltshire district councils and Swindon Borough Council. However, as the strategy was not formally adopted by the former district councils, it was only implemented with varying degrees of success across the county.

At the same time, a specific parking strategy for Salisbury, 'Getting the Right Balance', was prepared in 2000. This set out the principles and priorities for the supply and management of parking in Salisbury city centre.

During the preparation of the second LTP for Wiltshire (LTP2) which sets out the council's transport objectives and targets for the period 2006/07 to 2010/2011, two main issues relating to parking in Wiltshire were identified:

- the need for greater control of parking whilst recognising the need to maintain and enhance the economic vitality of local town centres.
- the widespread abuse of parking restrictions through lack of adequate enforcement.

More recently (June 2008), the council completed the introduction of civil parking enforcement (CPE) throughout the whole of Wiltshire: under the Road Traffic Act 1991, as amended by the Traffic Management Act 2004 (TMA), highway authorities can apply to the Secretary of State to establish Special and Civil Enforcement Areas which, once approved, transfers the responsibility for parking enforcement from the police to the highway authority. Reviews of parking controls are now being undertaken in all of Wiltshire's market towns to support the implementation of CPE (see section 1.4 for further details).

As a consequence of the move to Wiltshire Council in April 2009, a Parking Services Team has been set up to manage the council's car parks and park-and-ride sites, and enforce all parking controls both on-street and off-street for the whole of Wiltshire.

The review of the LTP parking strategy was undertaken by consultants Mouchel and public consultation on their reports was carried out from 12 July to 3 September 2010. Feedback on the consultation findings was then presented to the Area Boards between 22 September and 23 November 2010.. Wiltshire Council's Cabinet considered the consultation responses and the revised strategy at its meeting on 14 December 2010.

1.4 Parking in Wiltshire

There are three broad categories of car parking in Wiltshire:

- On-street – this is parking within the adopted highway boundary that is regulated by the council acting as highway authority. Enforcement of on-street parking regulations has historically been carried out by the Police but following the introduction of CPE is now carried out by the council.

- Public off-street – these are parking areas provided by the council which are open for use by the general public. Typically users are charged according to length of stay.
- Private off-street – parking that is privately owned for use by residents, employers, retailers, etc.

The majority of parking within Wiltshire's market towns and villages is off-street, publicly operated car parks and/or on-street parking. Typically, the parking stock is supplemented by large car parks operated by supermarkets and other smaller privately operated car parks.

Following the successful introduction of CPE throughout Wiltshire, reviews of parking in the market towns are being undertaken in the knowledge that any new restrictions introduced will be effectively enforced. This process involves investigating requests received for parking controls from residents, town councils and other interested organisations, and the formulation of proposals to deal with safety or obstruction problems, which are progressed through the traffic regulation order process.

Progress with the reviews is as follows:

- Following reviews of parking in Cricklade, Wootton Bassett, Ludgershall and Tidworth, new restrictions were introduced in the summer of 2009.
- In December 2009, new restrictions were implemented in Calne, Corsham, Chippenham and Devizes following their reviews.
- New restrictions resulting from the parking reviews in Bradford on Avon and Malmesbury were implemented in April 2010. Those in Marlborough and Purton were implemented during the summer of 2010.
- Reviews of parking in Melksham, Warminster, Westbury and Trowbridge are ongoing with the aim of instigating the formal traffic regulation orders process in the summer of 2011 in order to assess the implication of the introduction of the car parking strategy.
- It is anticipated that the reviews of the towns in the former Salisbury district area will be commenced in 2011/12.

The resulting new parking controls introduced will be monitored. Accordingly, it is anticipated that a traffic regulation orders will be commenced in 2011/12 to deal with any residual parking problems in the towns that have been reviewed.

As a consequence of undertaking the parking reviews, the council has received some representations for residents' permit schemes; currently residents' parking schemes are just operated in Salisbury City and on a trial basis in a limited number of streets in Bradford-on-Avon. Further introduction of residents' parking arrangements has been put on hold until the review of the LTP1 Parking Plan has been completed and adopted by the council. This is to establish the rules for the introduction of residents' parking arrangements on a consistent and uniform basis throughout the county.

1.5 Structure of the Report

This document is structured as follows:

- Section 2 provides the overall national and local policy context for the parking strategy.
- Section 3 presents the council's overall policies for car parking.
- Section 4 provides more detail on the council's policy for managing on and off-street parking.
- Section 5 outlines the parking charge regime in Wiltshire.
- Section 6 presents the council's process for investigating, implementing and operating residents' parking zones.
- Section 7 presents car parking standards and the associated accessibility-based discounting system.
- Appendices contain details on the car parks schedule, residents' parking scheme process, maximum car parking standards and the accessibility questionnaire.

Background information that supports the development of this strategy is available in an associated technical report available from <http://www.wiltshire.gov.uk/parkingtransportandstreets/roadandtransportplans/transportplans.htm>.

2 Policy Context

2.1 Introduction

This chapter sets out the policy context for the car parking strategy at the national and local level.

2.2 National Context

In its document entitled 'Delivering a Sustainable Transport System' (November 2008), the government set out its five broad transport goals:

- to support national economic competitiveness and growth, by delivering reliable and efficient transport network
- to reduce transport's emissions of carbon dioxide and other greenhouse gases, with the desired outcome of tackling climate change
- to contribute to better safety, security and health and longer life-expectancy by reducing the risk of death, injury or illness arising from transport, and by promoting travel modes that are beneficial to health
- to promote greater equality of opportunity for all citizens, with the desired outcome of achieving a fairer society
- to improve quality of life for transport users and non-transport users, and to promote a healthy natural environment.

In line with the Department for Transport's (DfT's) guidance on LTPs issued in July 2009, the council adopted these as the overall goals for the Wiltshire LTP3.

Pertinent guidance on parking is provided in a number of Planning Policy Guidance Notes (PPG) or Planning Policy Statements (PPS). In particular, PPG13 'Transport' (March 2001) states that:

"The availability of car parking has a major influence on the means of transport people choose for their journeys. Some studies suggest that levels of parking can be more significant than levels of public transport provision in determining means of travel (particularly for the journey to work) even for locations very well served by public transport...Reducing the amount of parking in new development (and in the expansion and change of use in existing development) is essential, as part of a package of planning and transport measures, to promote sustainable travel choices."

In view of the above, PPG13 requires that, as part of an overall approach on parking, local authorities should:

- adopt on-street measures to complement land use policies
- use parking charges to encourage the use of alternative modes
- support controls over public parking by adequate enforcement measures
- set maximum levels of parking for broad classes of development.

PPG13 also states that in developing policies on parking, local authorities should:

- ensure that levels of parking provided in association with development will promote sustainable transport choices
- not require developers to provide more spaces than they themselves wish, other than in exceptional circumstances
- encourage the shared use of parking, particularly in town centres and as part of major proposals
- take care not to create perverse incentives for development to locate away from town centres, or threaten future levels of investment in town centres
- require designated parking spaces for disabled people in accordance with current good practice.

Other relevant guidance is provided in PPS3 'Housing' (June 2010) which says that:

“Local Planning Authorities should, with stakeholders and communities, develop residential parking policies for their areas, taking account of expected levels of car ownership, the importance of promoting good design and the need to use land efficiently”.

It should be noted that this is a significant change from a previous version of PPS3 which advocated a maximum provision of 1.5 off-street parking spaces per dwelling.

As part of the new PPS4 'Planning for Sustainable Economic Growth' (December 2009), it is stated that in setting maximum parking standards for non-residential development in their areas (other than for disabled people), local authorities should take into account:

- the need to encourage access to development for those without use of a car and promote sustainable transport choices, including cycling and walking
- the need to reduce carbon emissions
- current, and likely future, levels of public transport accessibility
- the need to reduce the amount of land needed for development;
- the need to tackle congestion
- the need to work towards the attainment of air quality objectives
- the need to enable schemes to fit into central urban sites and promote linked trips
- the need to make provision for adequate levels of good quality secure parking in town centres to encourage investment and maintain their vitality and viability
- the need to encourage the shared use of parking, particularly in town centres and as part of major developments
- the need to provide for appropriate disabled parking and access
- the needs of different business sizes and types and major employers
- the differing needs of rural and urban areas.

PPS4 also provides guidance on how non-residential parking standards should be applied.

2.3 Local Context

The document, 'A Sustainable Community Strategy for Wiltshire 2007-2016', was endorsed by the Wiltshire Strategic Board in September 2007 with a vision of 'Strong and Sustainable Communities in Wiltshire': the government sees sustainable community strategies acting as the 'strategy of strategies' for an area.

'People, Places and Promises: Wiltshire Community Plan 2011-2026' is proposed to take the place of the existing sustainable community strategy. The plan will guide the actions of the many public and voluntary agencies and partnerships that work in the county to work towards making Wiltshire an even better place to live and work over the next 15 years. The Wiltshire Assembly has already agreed the vision of building stronger more resilient communities and the priorities for achieving this: creating an economy that is fit for the future; reducing disadvantage and inequality; and tackling climate change.

The Local Agreement for Wiltshire (LAW), which includes the Local Area Agreement (LAA), effectively acts as the delivery mechanism for the Sustainable Community Strategy over three year rolling periods. The current LAW and LAA were approved by the Wiltshire Strategic Board in June 2008.

The Local Development Framework (LDF) is designed to act as the spatial representation of the sustainable community strategy. As a result of the move to Wiltshire Council, work is progressing to move to a single Wiltshire LDF to replace the existing four district council local plans (see <http://www.wiltshire.gov.uk/wiltshirecorestrategy>).

In the absence of an adopted LDF, the Secretary of State for Communities and Local Government approved the saving of the majority of the Wiltshire and Swindon Structure Plan 2016 (the Structure Plan was originally only in place until April 2009). One of the saved policies is policy 'T6 Demand Management' which states that:

Demand management measures will be promoted where appropriate to reduce reliance upon the car and to encourage the use of sustainable transport modes. These measures include:

- maximum car parking standards – the provision of parking associated with new development will be limited to maximum parking standards. These maximum standards, and existing parking stock, will be managed or reduced to reflect local circumstances and the relative accessibility by other modes, in accordance with an accessibility framework and criteria
- public car parking charges – to avoid wasteful competition between adjacent areas within Wiltshire and outside, parking charges should be set to reflect the availability of parking spaces, local travel patterns and the availability of alternative travel mode;

- traffic management measures – where there are identified sustainable transport demands, traffic congestion, road safety or air quality issues, traffic management measures will be developed to promote walking, cycling and public transport, reduce reliance on the car, reduce the risk of accidents and improve the environment
- charging measures – opportunities for charging measures, such as road user charging and the workplace levy, will be kept under review.

A number of local strategic transport objectives have been developed for the LTP3 (see Table 2.1 over). These objectives have been derived from and are related to the national transport goals, and the Wiltshire Sustainable Community Strategy features. These objectives also reflect the key transport challenges identified as part of the development of the Wiltshire LTP3.

Table 2.1 Wiltshire LTP3 Strategic Transport Objectives	
Ref.	Strategic Objective
SO1	To support and help improve the vitality, viability and resilience of Wiltshire's economy and market towns.
SO2	To provide, support and promote a choice of sustainable transport alternatives including walking, cycling, buses and rail.
SO3	To reduce the impact of traffic on people's quality of life and Wiltshire's built and natural environment.
SO4	To minimise traffic delays and disruption and improve journey time reliability on key routes
SO5	To improve sustainable access to a full range of opportunities particularly for those people without access to a car.
SO6	To make the best use of the existing infrastructure through effective design, management and maintenance.
SO7	To enhance Wiltshire's public realm and streetscene.
SO8	To improve safety for all road users and to reduce the number of casualties on Wiltshire's roads.
SO9	To reduce the impact of traffic speeds in towns and villages.
SO10	To encourage the efficient and sustainable distribution of freight around Wiltshire.
SO11	To reduce the level of air pollutant and climate change emissions from transport.
SO12	To support planned growth in Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their traffic impacts.
SO13	To reduce the need to travel, particularly by private car.
SO14	To promote travel modes which are beneficial to health.
SO15	To reduce barriers to transport and access for people with disabilities and mobility impairment.
SO16	To improve the resilience of the transport system to impacts such as adverse weather, climate change and peak oil.
SO17	To improve access to Wiltshire's countryside and provide a more useable public rights of way network.
SO18	To enhance the journey experience of transport users.

3 Overall Policies

3.1 Introduction

As outlined in section 2, the LTP Car Parking Strategy needs to balance a range of economic, social and environmental objectives. The policies set out in this section seek to strike an appropriate balance given Wiltshire's particular circumstances.

3.2 Overall Parking Management

As set out in PPG13 (see section 2.2), the availability of car parking can have a significant influence on travel behaviour and patterns of movement. Consequently, car parking needs to be carefully managed in order to help achieve the Wiltshire LTP3 transport objectives (see section 2.4).

Policy PS1 – Overall Management

The overall parking stock will be efficiently and effectively managed through the implementation of appropriate supply, maintenance, charging and enforcement measures to help achieve relevant local objectives.

This means that the council will:

- effectively manage the council owned (on-street and off-street) public car parking stock to reflect local circumstance;
- define the provision of private non-residential (PNR) and residential parking associated with new developments/re-developments
- maintain high quality and safe public parking facilities
- enforce parking regulations effectively
- effectively manage competing demands for on-street parking through the implementation of appropriate measures (eg Residents' Parking Zones).

The policy for overall parking management is set within the context of wider demand management measures. Demand management broadly covers measures to modify behaviour through a wide range of activities to control and reduce the negative impact of travel. It is often specifically aimed at addressing the harmful effects of car-borne journeys. Demand management covers an extensive and wide-ranging assortment of measures and activities, of which parking management is an integral part.

In managing the parking stock, while it is important that the council reflects the range of economic, social and environmental differences found in Wiltshire, it needs to do this within a workable framework that provides a level of consistency. Given this, the management of car parking will be undertaken in relation to a number of specified 'spatial areas' and 'land-use zones'.

3.2.1 Spatial Areas

Wiltshire has been divided into four spatial areas (see Table 3.1 below) based on the hierarchy in the emerging LDF (which considers the role and function of settlements, and their level of facilities and services), population levels, the availability of sustainable transport alternatives and operational parking issues.

Band	Spatial Area
1	Salisbury
2	Chippenham and Trowbridge
3	Market Towns
4	Small Towns and Villages (incl. rural areas)

The 'Market Towns' (Band 3) are Amesbury, Bradford-on-Avon, Calne, Corsham, Devizes, Malmesbury, Marlborough, Melksham, Warminster, Westbury and Wootton Bassett.

The 'Small Towns and Villages' (Band 4) covers all the other settlements in Wiltshire.

3.2.2 Land-Uses

The land-use zones, as defined in the LTP1 Parking Plan, have been retained and are shown in Table 3.2 below.

Band	Land Use Zones
A	Regional/Sub-regional shopping/commercial centres
B	Local shopping/commercial areas
C	Central employment areas
D	Employment areas
E	Central residential areas
F	Residential areas

3.3 Managing the Council's Parking Stock

The historical approach of providing increased inexpensive car parking stock to meet rising demand has three main disadvantages:

- it uses up valuable land which could be used for other purposes (eg housing, retail and employment)
- it encourages people to use their cars more which leads to increased traffic flows, congestion, climate change emissions and other traffic impacts
- it often requires councils to subsidise the cost of providing and managing parking facilities.

Ultimately, this approach can set in motion a circle of 'predict and provide'. The alternative approach is to 'manage demand' by having a parking strategy which, as much as possible, supports the vitality and vibrancy of local economies, and seeks to promote more sustainable transport choices. This might mean, for instance:

- setting parking charges which encourage short-stay parking (e.g. for shoppers) and discourage long-stay parking (eg for commuters)
- locating short-stay spaces in the centre of market towns and long-stay spaces at the edges of centres
- reducing the number of long-stay spaces and managing the number of short-stay spaces.

The reasons for limiting, relocating and increasing charges for long-stay spaces are because:

- it is usually more practicable for commuters to use other transport modes (eg cycling, public transport and car sharing (see <http://www.carsharewiltshire.com>)) since their journeys are typically to and from fixed locations, and form only a small part of the day
- commuter parking typically occupies parking spaces for the whole of the working day
- commuters mainly travel at peak periods when the road network is most congested.

The reasons for facilitating and encouraging short-stay parking are:

- parking spaces need to be readily available to support the vitality, vibrancy and resilience of market town centres
- the higher turnover of spaces allows more users to be accommodated per space
- shoppers are more likely to travel during inter-peak periods when there is usually spare capacity on the road network.

Policy PS2 - Managing the Council's Parking Stock

The council will manage its parking stock in accordance with the following principles:

Off-Street Public Parking:

- **Short-stay parking (up to three hours) will be prioritised on sites within an acceptable walking distance of shopping and commercial centres to ensure adequate accessibility.**
- **Longer-stay parking will be prioritised on sites further away from shopping and commercial centres.**
- **Long stay commuter parking will be reduced where good sustainable transport alternatives exist.**
- **The mix, number and usage of off-street parking spaces will be periodically reviewed to ensure they continue to meet Local Transport Plan objectives and reflect local circumstances.**

On-Street Parking:

- **Short-stay parking (up to 2 hours) will be given priority at available on-street parking locations in or near shopping or commercial centres.**
- **Adequate provision will be made for the delivery of goods and for public service and emergency vehicles.**
- **Provision for Blue Badge holders will be made in line with recognised national standards (as a minimum).**
- **In residential roads, priority will be given to meeting residents' parking needs.**
- **The mix, number and usage of on-street parking spaces will be periodically reviewed to ensure they continue to meet Local Transport Plan objectives and reflect local circumstances.**

In reviewing the mix, number and usage of parking spaces, the council's approach will be very much based on 'managing parking demand' rather than simply on a 'predict and provide' calculation. Where appropriate, consideration will also be given to the requirements of car clubs and alternative energy vehicles.

In terms of on-street parking, this will generally be prioritised within the following hierarchy of kerb space users:

1. Bus Stop
2. Taxis
3. Blue Badge parking
4. Car clubs
5. Deliveries
6. Short stay parking
7. Residents' parking
8. Long stay parking

In applying this hierarchy, the council will take into account the different detailed approaches to managing on-street and off-street parking in each respective land-use zone are set out in Section 4 (eg in residential roads, priority will be given to meeting residents' parking needs) .

Reflecting the issues highlighted earlier, parking charges are set to:

- discourage commuting by car while protecting the vitality and vibrancy of town centres;
- avoid wasteful competition between different locations; and
- reflect the availability of alternative, more sustainable travel modes.

Within this overall context, recommended parking charges are proposed for each 'spatial band' in accordance with the policy position shown in Policy PS3 below.

Policy PS3 - Parking Charges

Recommended parking charges (on and off-street) will be set for each 'spatial band' taking account of the following factors:

- **the service role and strength of the local economy**
- **the utilisation of existing parking spaces**
- **traffic conditions on the local highway network**
- **the availability of sustainable transport modes**
- **the need to avoid 'searching' traffic**
- **parking charges in neighbouring areas**
- **the convenience and quality of parking locations**
- **local environmental conditions**
- **the requirement to provide an efficient Council parking service**
- **relevant LTP objectives and targets, including support for council transport services.**

To reflect its greater convenience, charges for on-street parking will be set at a premium over the equivalent off-street parking charge.

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.

The actual parking charges will be set by the council following consultation with the public, stakeholders and Area Boards.

Details of all the car parks in Wiltshire are provided in the document 'Car Parks Schedule' (see Appendix A). Off-street public parking which is deemed by the council to wholly or substantially serve specific facilities (ie hospitals, sports centres, etc) or purposes (ie visitor, residential parking, etc) would not be subject to the principles set-out in policies PS2 and PS3. These car parks are identified in the schedule by the term 'Facility Parking', 'Visitor Parking' or 'Residents' Parking'.

As part of the consultation process outlined in Policy PS3, Wiltshire Council offers town and parish councils the following opportunities:

- In Band 3 towns, to 'buy back' a small proportion of short-stay spaces from Wiltshire Council to offer as free parking spaces.
- In Band 4 towns, to take over the costs of operating and managing the car parks as an alternative to parking charges being set by Wiltshire Council.

Where these opportunities have been taken up by the respective town or parish council, the relevant car parks are identified in the Car Parks Schedule.

A fundamental review of parking charges will be undertaken by the council every five years based on the factors outlined in policy PS3. Annual interim reviews will also be carried out based on an assessment of parking charges in neighbouring areas and the Consumer Price Index (based on the figure for September each year with reviewed charges rounded to the nearest ten pence). In addition, consideration will be taken of the outcomes of area transport strategies developed to support planned growth.

The council also offers the option of purchasing permits and season tickets for many of its car parks, the terms and conditions of which were subject to a review in 2010/11.

3.4 Parking Standards in New Developments

Controlling the amount of parking provided in new business development (private non-residential (PNR)) and for new housing (residential) has historically been used as a way of seeking to influence both car use and car ownership levels. However, even though the emerging Wiltshire LDF is seeking to allocate new development in the most sustainable locations (ie close to service centres and/or with good public transport links), it is considered generally unrealistic to seek to influence car ownership levels through parking measures as the majority of people will still want to own a car for the flexibility it provides (eg for visiting family and friends, for bulk shopping, for holiday trips, etc). Indeed, a study undertaken on behalf of the former South West Regional Assembly concluded that restricting residential parking has little impact on either car usage or levels of ownership.

It is considered, therefore, that the focus of the council's parking strategy should be on influencing car use through appropriate parking measures at destinations (eg retail, commercial and employment areas) and not seeking to control car ownership levels through overly restrictive residential parking measures which can cause streetscene or safety issues as a result of parking overspill.

3.4.1 Private Non-Residential Parking Standards

Given the above argument, it is considered that, together with parking charges, it should be the number of parking spaces at destinations (eg retail, commercial and employment areas) that provide the means to influence car use. However, concern is often expressed that the reduction in parking standards:

- could discourage businesses from locating or expanding in Wiltshire
- should not encourage perverse incentives for development in out-of-centre locations
- are generally unrealistic given the lack of suitable sustainable transport alternatives
- transfer unmet parking demand onto residential streets.

Consequently, parking standards need to be considered in a sensitive and flexible way that reflects local circumstances (such as those factors outlined in section 2.2). Given this, a workable accessibility framework has been developed (drawing on the approach outlined in section 3.2) to determine reductions, or discounts, in recommended maximum non-residential parking standards.

Policy PS4 - Private Non-Residential Parking Standards

The provision of parking associated with new private non-residential development will be limited to maximum parking standards (except for disabled parking spaces). These maximum standards will be reduced to reflect local circumstances and the relative accessibility by sustainable transport modes in accordance with an accessibility framework.

The actual parking provision for developments will be negotiated between the council and developers taking account of a range of issues including the mix of land uses, ancillary uses, scale of development, opportunities for sharing parking and the role of local Park & Ride sites.

Disabled people need special provision; new developments must therefore ensure that 'Blue Badge' holders have an adequate number of properly designed, conveniently located and reserved car parking spaces.

The council will use transport assessments, business and school travel plans and other 'smarter choices' measures to help reduce the need for, or usage of, PNR parking spaces.

More details on maximum parking standards and the associated accessibility framework are presented in section 7.

Managing council owned parking is made more complicated where there is significant publicly available private non-residential parking (eg at shopping centres and supermarkets). Particular concerns include that:

- people may park in a shopping centre or supermarket car park for free when visiting a town rather than using a nearby council short-stay car park – this could both cause parking overspill onto residential roads if the supply of supermarket spaces is exceeded and a loss of revenue to the council; and
- people may decide to shop at a shopping centre or supermarket because it has free car parking rather than in the local high street which relies on council car parks – this could undermine the vitality and vibrancy of small retailers.

Policy PS5 - Managing Publicly Available Private Non-Residential Parking

There will be a presumption that any planning application which includes provision for publicly available private non-residential parking will be required to provide an accompanying car park management plan and, subject to a case-by-case analysis, to implement parking restrictions and charges consistent with those of council run car parks in the local area.

Where an existing council car park forms part of a planning application, the presumption will be that the council will manage and operate the whole of any publicly available private non-residential car park associated with the new development.

The shared use of parking, particularly in town centres and as part of existing major developments, will be encouraged to reduce the overall amount of parking provision and to reduce land take.

3.4.2 Residential Parking Standards

In May 2007, the Department for Communities and Local Government (DCLG) published a document entitled 'Residential Car Parking Research' which set-outs a methodology for determining residential car parking standards based on the following issues:

- historic and forecast car ownership levels
- factors influencing car ownership:
 - dwelling size, type and tenure
 - dwelling location
 - availability of allocated and unallocated parking spaces
 - availability of on-street and off-street parking)
 - availability of visitor parking
 - availability of garage parking

- residential car parking demand (with 2026 as the recommended prediction year).

In terms of the PPS3 recommendation regarding good design and the efficient use of land, the documents 'Manual for Streets' (DfT, 2007) and 'Car parking: What works where' (English Partnerships, 2006) provide pertinent advice. In particular, it is advocated that the more flexible parking is (ie on-street and unallocated spaces), the more efficient the use of land (eg through the sharing of spaces); therefore, there is a presumption in favour of including some unallocated parking in most residential developments.

Policy PS6 - Residential Parking Standards

The provision of car parking associated with well designed new residential development will be determined in accordance with an approach which takes account of:

- dwelling size
- the appropriate mix of parking types (eg unallocated, on-street, visitor etc).

A set of minimum parking standards for residential development (based on allocated parking) has been developed to provide a basis for this approach. In determining the appropriate mix of parking types, the presumption will be that unallocated communal parking will be included in the majority of new residential developments.

Reduced residential parking requirements will be considered in the following circumstances:

- where there are significant urban design or heritage issues
- where parking demand is likely to be low
- where any parking overspill can be controlled.

While the provision of required parking spaces should always be well integrated within the wider design approach to a residential development, it is acknowledged that the requirement to achieve minimum standards could have an adverse impact where there are significant design or heritage issues (eg in terms of the ability to safeguard and conserve the scale, character, setting, distinctiveness, functionality and/or cultural value of a development or local area).

In town centres in particular, parking demand is likely to be less (eg because of the availability of a range of local services and good local sustainable transport options) and any tendency for potential parking overspill onto nearby streets is or can be controlled.

The council will require a design statement and/or transport assessment to justify any reduced residential parking requirement. In addition, residential travel plans and other 'smarter choices' measures may be required to help reduce the need for, and/or usage of, residential parking spaces.

More details on residential parking standards are provided in section 7.

3.5 Parking Enforcement

Following the introduction of CPE (see section 1.4), Wiltshire Council is now responsible for the enforcement of both off-street and on-street parking restrictions. Previously, the former district councils were responsible for the enforcement of all off-street car parks and the Wiltshire Constabulary was responsible for all on-street parking enforcement.

The benefits of CPE are many and varied:

- A co-ordinated and locally accountable parking enforcement service across the whole of the county.
- The ability to keep roads clear of vehicles parked in contravention of a restriction, which create safety and obstruction issues. In doing so, this can reduce traffic delays, improve the reliability of bus services, enhance the environment for pedestrians and cyclists, and provide easier access for emergency vehicles.
- The increased turnover of short-stay spaces and encouragement for the appropriate use of long-stay spaces through better enforcement can result in less circulating traffic and help support the vitality and vibrancy of market town centres.
- Residents' parking schemes are able to be introduced in the knowledge that they will be effectively enforced.
- Improved enforcement helps 'Blue Badge' holders by ensuring that dedicated spaces are not used inappropriately.
- More reliable access to designated loading bays and facilities for deliveries.

No changes were made to parking controls as part of the preparatory work for CPE. However, it is recognised that, with improved enforcement, parking patterns tend to change as previously illegally parked vehicles move to unrestricted areas. The parking reviews outlined in section 1.4 aim to deal with this issue.

The council employs teams of enforcement officers to patrol the streets and car parks. The officers have the responsibility for issuing Penalty Charge Notices (PCNs) but do not have quotas or targets; instead, they work to clear guidelines. Income from the payment of PCNs is used to finance the operational costs of the council's parking service. Any surplus can then be used to help support core sustainable transport services.

As part of the development of a parking enforcement strategy, the council will investigate the use of technology to maintain effective enforcement and ensure that traffic regulation orders are reviewed on a regular basis.

Policy PS7 - Parking Enforcement

The council will enforce parking restrictions effectively and efficiently under its civil parking enforcement regime.

3.6 Residents' Parking Zones

It is recognised that in seeking to reduce car use through, for example, higher parking charges or reduced time limits, the LTP3 Car Parking Strategy may prompt drivers to park in residential streets. In addition to preventing residents from parking their own cars, the ability for drivers to make use of unrestricted spaces in residential streets does not encourage them to switch to more sustainable transport modes.

Policy PS8 - Residents' Parking Zones

In those residential areas which suffer from the significant effects of on-street commuter and/or shopper parking, the council will, subject to available resources, investigate and where appropriate introduce residents' parking zones in consultation with local residents and businesses.

The investigation and implementation of any residents' parking zones will not be made in a piecemeal manner as this could result in drivers simply relocating to areas where restrictions are not in place. The council will therefore undertake periodic whole town and village reviews as outlined in section 1.4.

Further details of the policy on the main principles under which the council will investigate, implement and operate residents' parking zones are provided in section 6.

3.7 Visitor Attraction Parking

Given the attraction of Wiltshire's built and natural environment to tourists, the provision of adequate parking for visitors and coaches at attractions is an important consideration. However, the typically seasonal nature of tourism can sometimes present problems in dealing with the associated increase in parking demand.

The council will manage the demand for visitor attraction parking through Policy PS2 'Managing the Council's Parking Stock' and Policy PS4 'Private Non-Residential Parking Standard'. As part of this approach, the council will work with tourist attractions to develop and implement transport assessments, green travel plans and other 'smarter choices' measures to reduce the demand for visitor parking.

The provision of adequate facilities for coaches to park and set-down/pick-up also needs to be included as part of the council's approach to visitor attraction parking (HGV parking is considered as part of the LTP3 Freight Strategy). In doing so, it is acknowledged that there can be a number of difficulties and tensions related to the operation of coaches as experienced by drivers (eg a lack of adequate parking facilities), other road users (e.g. traffic disruption caused by inappropriate parking) and local residents and businesses (eg noise disturbance).

Policy PS9 - Visitor Attraction Parking

The council will work with visitor attractions to manage the demand for parking.

The availability of coach parking and set-down/pick-up spaces will be periodically evaluated considering the needs of coach operators and passengers, other road users, residents and local businesses.

3.8 Park and Ride

High quality Park and Ride facilities and services have been introduced in Salisbury to encourage car users to utilise public transport for at least part of their journeys. In essence, Park and Ride services can contribute to reducing traffic congestion on radial routes and its impact in town centres (eg on air quality and historic streets). It is also recognised that the provision of Park and Ride facilities and services can reduce the need for long stay public car parking in towns whilst at the same time maintaining the competitiveness of the local economy. The interaction of long stay parking provision and charges with local bus services needs to be considered in any review of the management of a Park and Ride system.

Given the nature of Park and Ride facilities (ie a mix of parking and public transport elements with wide ranging impacts), new and/or expanded Park and Ride facilities will only be considered as part of the development of area transport strategies.

Policy PS10 - Park and Ride

Where Park and Ride facilities are implemented, the council will review long-stay parking provision and charges, and utilise parking revenues to support their operation and maintenance.

3.9 Parking at Railway Stations

The provision of adequate car parking at railway stations can help to reduce the length of car journeys by attracting people onto rail for the major part of their journey. In addition, it can help avoid or alleviate 'overspill' parking around stations.

Increased car parking provision can, however, encourage people to use their car instead of more sustainable modes to travel to the station. Moreover, it can also influence people's locational decisions: for example, a person may move from a market town location (where they used relatively good local public transport services) to a more rural location (where they now use their car to travel into the town's station).

Therefore, in looking at parking issues at railway stations, the council will need to consider a number of factors to seek to gain a better understanding of the local context:

- the quantity and usage of parking presently available at a station and in the surrounding area
- the level of charges for those parking spaces, if any are in place, and charges at other nearby stations serving the same destinations
- the number of stopping train services
- the origin (catchment area) and journey mode of station users;
- the impacts of station traffic and parking on the local highway network and community
- the length and type of rail journeys
- the availability of sustainable transport modes to and from the station.

If appropriate, the council will then work with Network Rail, station and public transport operators, passenger and cyclist groups and others to evaluate the situation further and investigate possible solutions that take account of the needs of both rail users and the local community. In line with LTP objectives, the council will ensure that any solutions also promote modal shift by encouraging the use of walking, cycling and public transport. These issues and the factors above should be considered as part of a station travel plan.

Policy PS11 - Parking at Railway Stations

Increased parking provision at railway stations will only be considered if it is included as part of a station travel plan.

A similar approach will be followed in considering increased parking provision at other public transport interchanges.

3.10 Improving Access and Use

Good signing can be an effective tool in managing parking; clear signs to car parks and on-street parking can reduce unnecessary driving thereby reducing congestion and other traffic impacts. Signing, particularly interactive signing which can respond to changing circumstances, can also encourage or discourage the use of particular car parks and roads. And, with an ageing population, more careful consideration needs to be given to the access and use of parking facilities.

Policy PS12 - Improving Access and Use

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 (eg 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**
- **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.**

In addition to Manual for Streets, relevant national guidance on disabled parking is provided in 'Inclusive Mobility: A Guide to Best Practice on Access to Pedestrian and Transport Infrastructure' (DfT, 2005), and on safe design in 'Safer Places: The Planning System and Crime Prevention' (ODPM, 2004). Consideration should also be given to the Safer Parking Scheme initiative of the Association of Chief Police Officers.

3.11 Workplace Parking Levy

The workplace levy may become an important and necessary tool in reducing traffic growth and encouraging the use of sustainable transport

Policy PS13 - Workplace Parking Levy

Opportunities for introducing the workplace parking levy will be kept under review.

modes over the timeframe of the LTP3. However, given the predominantly rural nature of Wiltshire, it is unlikely that it would have a significant impact on traffic levels outside of the main urban areas.

3.12 Residents' Overspill Parking

The overflow of residential parking onto local highways has been raised as a significant issue by residents in a number of areas. It can also cause problems in terms of highway safety, traffic management and streetscape. Residents have suggested that the council should convert green space close to these areas into additional residential parking.

However, there is presently no obligation on local highway authorities to provide parking for residential premises and there is no automatic right for residents to park on the highway.

Policy PS14 - Residents' Overspill Parking

Requests for residents' overspill parking will be considered by the council on a case-by-case basis where there is a clear requirement and demand. All assessment and implementation costs would be charged to the scheme sponsor (eg residents' association, parish/town council, etc).

4 Managing On and Off-Street Parking

The following table presents the council's parking management strategy within each land use zone in Wiltshire's towns; the table is a revised version of that contained in the previous LTP1 Parking Plan. In areas which contain a mixture of land uses, the council will take a flexible approach to the implementation of the parking management strategy.

Table 4.1 On and Off-Street Parking Management Strategy	
Zone Type	Parking Strategy
1 – Regional / sub-regional shopping / commercial centres	<p>On and off-street charging to prioritise central areas for short stay parking and locate long stay parking on the periphery. Extension of existing pay on foot, pay and display and text parking.</p> <p>Use of parking charges to manage demand.</p> <p>Enforcement using the Traffic Management Act 2004 powers including the use of technology.</p> <p>Priority for residents in central areas and protection from displacement of drivers trying to avoid charges.</p> <p>Provision of facilities in line with the kerb space hierarchy.</p>
2 – Local shopping / commercial areas	As for 1 above - charges may be replaced by limited waiting depending on centre size.
3 – Central employment areas	As for 1 above - possible sale of permits on long stay car parks to manage employee parking (should be in line with any travel plan measures).
4 – Employment areas	Management of car parks to encourage sustainable travel and introduction of car share bays (linked specifically to travel plan measures). Sale of parking permits for employee parking.
5 – Central residential areas	Introduction of residents' parking schemes where criteria met. Introduction of residents permits on car parks if required for overnight/off-peak facilities and where on-street alternatives do not exist.
6 – Residential areas	<p>On-site provision should be accommodated on unrestrained sites.</p> <p>Introduction of controls where sites are restrained and enforcement to be considered.</p>

5 Parking Charges

As part of the review of the LTP1 Parking Plan, options were developed for revisions to parking charges across Wiltshire. The development of these options followed a review of existing charges both within Wiltshire and in the surrounding local authority areas. Other major considerations in the setting of parking charges have also been reviewed as part of this process including the strength of the local economies, traffic conditions, availability of sustainable modes, environmental conditions and potential future demand.

Overall, parking charges in Wiltshire were found to be significantly lower than in surrounding local authority areas and particularly compared to key competitor towns. At the same time, it was found that, as a result of having four former district councils, there were significant differences in parking charges across Wiltshire (which can create wasteful competition between towns) and that achieving a broad unification of charges within the county would be beneficial.

Further detailed information on parking charges in Wiltshire and in neighbouring authorities and key competitor towns is provided in section 5 of Mouchel's technical report (available from <http://www.wiltshire.gov.uk/parkingtransportandstreets/roadandtransportplans/transportplans.htm>).

5.1 Off-Street Charging Options (Mon-Sat)

In line with the option identification and appraisal process followed for the LTP3, three options were identified for the implementation of a new parking charge regime in Wiltshire. These options were based on the broad 'conventional', 'balanced' and 'radical' scenarios used in the development of the LTP3. In identifying these options, the overall policy on parking charges set out in section 3.2 was followed.

Each of the three options sought to achieve a greater degree of consistency between and within the spatial bands. In addition, parking charges would be introduced at all car parks to cover operational and maintenance costs, to ensure that council tax payers do not subsidise car parking and/or to provide revenue to support sustainable transport measures.

In responding to the consultation on the draft car parking strategy, the majority of respondents (59.4%) chose the 'conventional' option with 22.9% choosing the 'balanced' option and 17.7% the 'radical' option.

5.2 Off-Street Parking Charges (Mon-Sat)

In order to reflect the consultation responses, the actual parking charges have been largely based on the respective support for each of the above options. Therefore, each parking charge in Table 5.1 below (excluding the first two hours in Salisbury (Band 1) where a £2.00 charge applies, and the first hour elsewhere where the 'conventional' charge applies) has been determined in accordance with the following weighting:

- 59% of the 'conventional' charge
- 23% of the 'balanced' charge
- 18% of the 'radical' charge.

Band	Stay	<1hr	<2hr	<3hr	<4hr	<5hr	<8hr	All day
1	Short	-	£2.00	£3.80	-	-	-	-
1	Long	-	£2.00	£3.60	£4.20	£5.00	£6.70	£6.70
2	Short	£1.00	£1.40	£2.90	-	-	-	-
2	Long	£0.80	£1.20	£2.40	£2.80	£3.80	£4.90	£5.40
3	Short	£0.40	£1.10	£1.90	-	-	-	-
3	Long	£0.30	£1.00	£1.80	£2.20	£2.90	£4.70	£5.10
4	Short	£0.30	£1.00	£1.80	-	-	-	-
4	Long	£0.20	£0.90	£1.70	£2.10	£2.60	£4.40	£4.70

It should be noted that:

- Where there would be a reduction in a car park charge as a result of the introduction of the charges above, then the current charge would remain in place until equalisation is achieved. Thereafter, the car park charge would increase in line with the relevant band increases.
- Parking charges in Chippenham, Salisbury and Trowbridge may need to be amended in light of the outcomes of area transport strategies to support planned growth.
- Prioritised reviews will be undertaken where there is an identified displacement of parking into inappropriate areas caused as a result of the imposition of the revised parking charges.

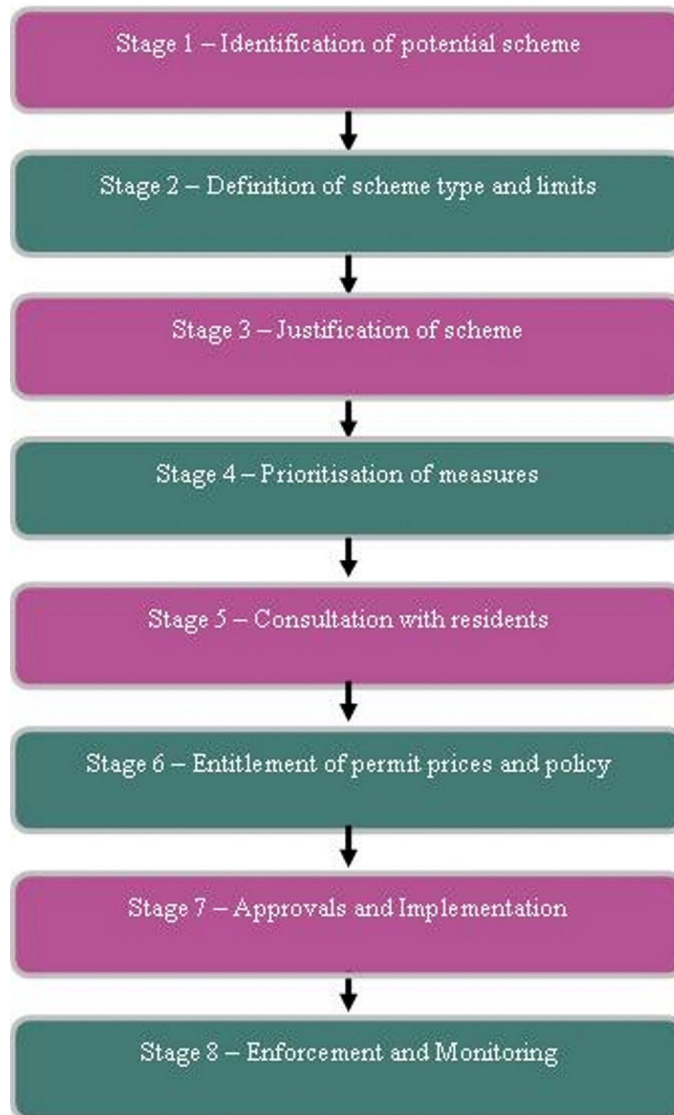
5.3 Off-Street Sunday Parking Charges

In light of the responses to the public consultation, Sunday parking charges have only been retained in Salisbury given its particular local circumstances. Further consideration of introducing Sunday parking charges elsewhere in the county will be subject to Policy PS3.

6 Residents' Parking Zones

At present, there are only a limited number of residents' parking zones in operation in Wiltshire. It is recognised, however, that in some locations there is increasing demand from the local community to control the negative effects of non-residential on-street parking. Given this, a process has been developed (see Figure 6-1 below) that sets out how the council will investigate, implement and operate residents' parking zones across the authority area.

Figure 6.1 Residents' Parking Scheme Process



Further details on each of these stages are provided in Appendix B.

7 Parking Standards

A review of parking standards was undertaken by Mouchel as part of the process to develop this strategy including reviewing existing standards within Wiltshire and those in neighbouring authority areas. A review was also been undertaken of best practice in parking standards across the country.

7.1 Maximum Private Non-Residential Parking Standards

Overall, the existing maximum parking standards for private non-residential developments in Wiltshire were found to be appropriate and the council intends to maintain the use of these standards for the LTP3 period. However, the standards were found to vary across the four former district council areas and therefore a new 'unified' set of standards has been developed and this is presented in Appendix C.

7.2 Minimum Residential Parking Standards

In the past, there has been a trend for local authorities to either have maximum parking standards for new residential developments or to have no such standards at all. Following the points made in section 3.4.2, the council believes it to be appropriate to implement a set of minimum parking standards for residential development across Wiltshire. These standards should ensure that sufficient parking is provided in new developments to cater for demand, while Policy PS6 provides the flexibility to allow for lower a level of provision where specific circumstances can be demonstrated.

The following minimum parking standards (see Table 7.1), which are uniform across the four spatial bands, are proposed, based on allocated parking (that is, parking allocated to individual dwellings).

Bedrooms	Minimum Spaces
1	1 space
2 to 3	2 spaces
4+	3 spaces
Visitor Parking	0.2 spaces per dwelling (unallocated)

Based on surveys in other local authority areas, anecdotal evidence in Wiltshire and the results of the public consultation, the council has decided not to include garages as part of the allocated parking provision except where there are overriding design considerations. In these exceptional circumstances, the council will require design statements and/or transport assessments to demonstrate the need for such provision and/or to set-out the role of alternatives (eg car ports which are unlikely to be used for storage and could therefore count towards allocated parking provision).

Policy PS6 sets out the presumption that unallocated communal parking will be included in the majority of new residential developments; to allow sufficient flexibility, this will be negotiated on a case-by-case basis with the aim of reflecting local circumstances and need.

7.3 Discounting Maximum Parking Standards

The use of accessibility levels as a basis for the discounting of maximum parking standards is now an established policy among many local authorities. The council has identified a process, following best practice, to apply such an approach to private non-residential developments in Wiltshire.

The discounting process has two stages:

1. Assess the broad development location in terms of the spatial band in which it is located and apply a primary discount.
2. Assess the actual site in terms of local accessibility to non-car modes of transport through the use of a questionnaire and apply a secondary discount based on the resulting questionnaire score.

7.3.1 Broad Development Location

For the first stage of the approach, according to the spatial band in which a development is located, the following primary discount would be applied to the maximum parking standard.

Spatial Area Location	Initial Discount
Band 1 and 2 Town Centres	10%
All other areas in Bands 1, 2, 3 and 4	0%

7.3.2 Local Accessibility

For the second stage of the process, a questionnaire will be used to assess local levels of accessibility of a development site. The questionnaire is presented in Appendix D.

The questionnaire will result in a development being scored on the basis of the current level of accessibility it has to non-car modes of transport. The score will enable the site to be assessed as having low, moderate, high or very high local accessibility. This score will be translated in the secondary discount using the percentages identified in the table below.

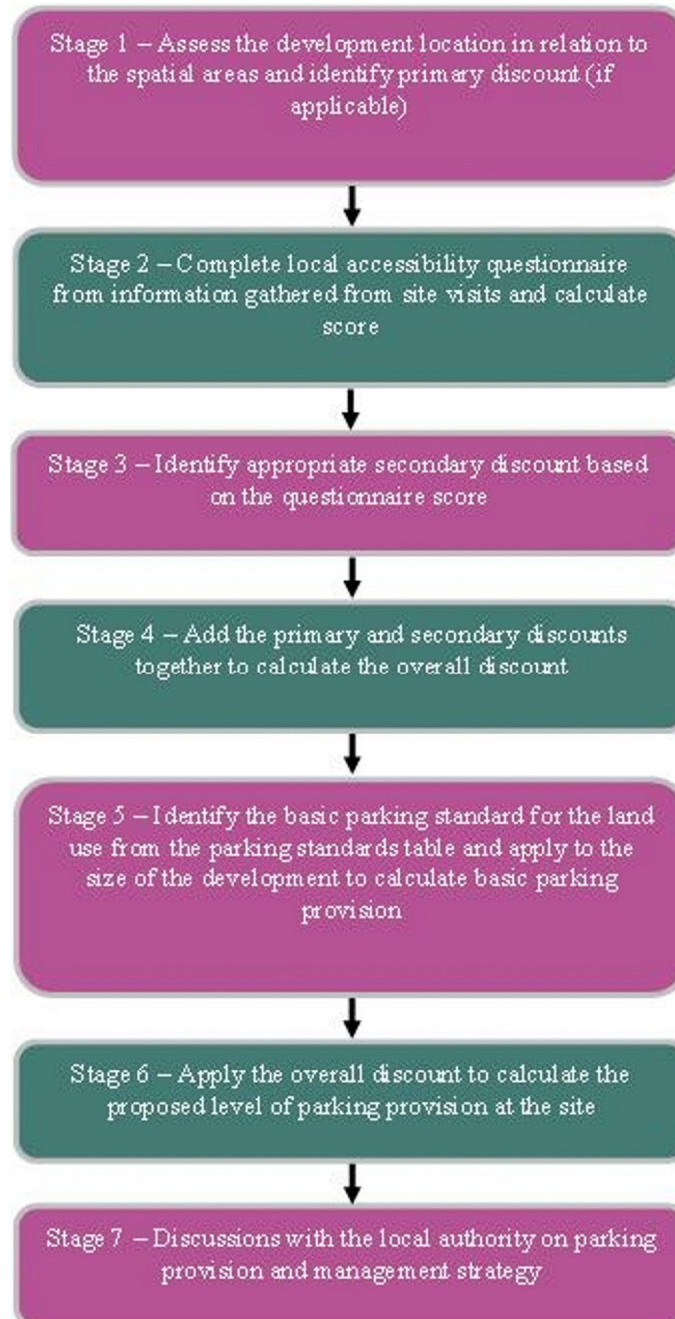
Table 7.3 Secondary Discount Based on Local Accessibility of the Development Site		
Accessibility Rating	Points from Questionnaire	% Secondary Discount
Low	0 to 14	0%
Moderate	15 to 22	5 to 10%
High	23 to 30	10 to 25%
Very High	30 to 36	At least 25%

It should be noted that the discounts identified above would not be applied to disabled parking spaces.

7.3.3 Discounting Process

Figure 7.1 (see below) illustrates the key steps in the overall accessibility-based discounting process.

Figure 7.1 Discounting Process Diagram



Appendix A Car Parks Schedule

To be included in final version

Appendix B Residents' Parking Scheme Process

1. Identification of Potential Scheme

Stage 1 of the process will be based on evidence from a significant proportion of residents or the council itself. The council will provide a standard form through which residents can request consideration of a residents' parking scheme in a particular area. Following on from this request, it is at the council's discretion where and when to conduct surveys to analyse the presence or severity of the problem. The council has set the following as the standard criteria for the level at which residents and business consultation may take place.

Table 8.1 Criteria which Provides Evidence of a Residential Parking Problem		
Daytime Problem (8:00am – 6:00pm)	Night time Problem (6:00pm – 8:00am)	24 Hour Problem
60% of available kerb space is occupied by non-residents vehicles for more than 6 hrs during which 85 % of the available kerb space is occupied by all parked vehicles.	40% of available kerb space is occupied by non-residents' vehicles for more than 4 hrs during which 85% of the available kerb space is occupied by all parked vehicles.	A combination of the daytime and night time problems.

The cost of developing residents' parking scheme is high and in some cases schemes do not justify the cost of further development if there is not a readily identified problem. There is also significant risk to the council of promoting schemes which may not be self supporting. Given these factors, options may be made available for local Area Boards to underwrite the cost of developing a scheme, with those costs potentially reimbursed from permit sales, if there is sufficient uptake.

Stage 1 - actions required:

- Residents request consideration of a parking scheme or the council identifies a problem itself.
- Conduct a survey of existing parking types and level within the area and assess against criteria above.

2. Definition of Scheme Type and Limits

Stage 2 of the process follows on from the site observation and an approval that the criteria for a Residents Parking Scheme have been met. It is at this stage that the type and limit of the scheme needs to be agreed. The scheme could be a long stay or short stay problem.

Residents owning too many cars – No Scheme

If it is found that problems exist due to residents owning too many cars, a residents parking scheme should not go ahead.

Long stay problem – Shared Use

A 'Type A' scheme is one in which existing or proposed parking restrictions are believed to place a disadvantage on the residents. In this case, residents' parking permits could be allocated, and restrict parking to two hours for example, in order to allow access to local facilities but prevent all day parking in the area.

Short Stay Problem – Exclusive Use

A 'Type B' scheme would arise where the demand for parking by residents and visitors is currently greater than the existing number of parking spaces. In this case, restrictions are required to provide an equal advantage to residents and visitors to park.

Stage 2 - actions required:

- Decide whether the residents' parking scheme is to address a long-stay or short-stay problem.
- Identify the appropriate restrictions and time limits based on the user profile.

3. Justification of Scheme

This stage involves gathering the evidence from Stages 1 and 2 to assess the feasibility of promoting a scheme. From the evidence of a problem at Stage 1 and identification of the possible type of scheme at Stage 2, an assessment can be carried out as to the scope and impact of implementing a scheme. From this, the possible capital and revenue implications can be calculated. These must be set out in a report showing the conclusions of the findings to date. This will support the consultation and marketing process. The report should provide justification for the scheme or the need for support from the Area Board to progress.

Stage 3 - actions required:

- Set out a written justification for sending the scheme to consultation through criteria and observation data.

4. **Prioritisation of Measures**

If there are a number of requests for schemes then the council must prioritise these. The promotion of schemes is costly and with only a finite amount of funding to implement, it is likely that requests will be prioritised. Rankings should be completed against common criteria such as scale of parking problem assessed in Stage 1, the likely cost of implementing a scheme and public support for the scheme. This will provide a ranked list of requests that can be progressed as funding becomes available.

Stage 4 - actions required:

- Provide a list prioritising potential schemes and also the associated measures which would be adopted.

5. **Consultation with Residents and Businesses**

Stage 5 is a key and significant stage within the whole process. Developing a strategy for whom and how residents are consulted needs careful preparation. The council needs to identify the area which will be consulted, a methodology and also a budget. The streets adjacent to those under investigation can also be considered in the consultation process. The views of surrounding local businesses are also important in the potential implementation of a scheme.

One further key point is the level at which responses will be considered. It has been identified that local authorities generally take a majority result from the people that respond although in some places only a 30% response rate is required which has been proven too low in certain cases. It appears that the majority response is the most suitable criterion to use. However, it must be emphasised to residents that in the event that they do not vote, the majority response will prevail.

It is proposed that the council adopt a minimum consultation response rate of over 50% and use a majority of 51% or above to carry the vote.

Stage 5 - actions required:

- Identify areas and stakeholders to be consulted.
- Determine standard method of consultation.
- Clearly define the level at which the vote will be carried and make consultees well aware.

6. Permit Allocation and Pricing

Stage 6 of this process is another significant stage involving setting permit entitlements and charging. In terms of residential entitlement, this may be based upon a maximum number of permits per household, e.g. one, two or in some cases three. In other cases, permits have been allocated based on the availability of parking spaces e.g. 75-100% – allow two permits/household and visitors' permits. Visitor permits may be awarded by the number of people aged over 18 in a household, at set amounts per year or as above based on space availability. The number of business permits also needs to be considered. In terms of charging, some areas allow the first permit to be free, others impose specific zone costs or some are attempting to create a county wide fee.

Stage 6 - actions required:

- Consider effectiveness of county wide or site specific entitlement and charges.
- Identify a method to apply entitlements for residents, visitors and businesses.
- Set a charging schedule which will reflect the site specific needs.

7. Approvals and Implementation

Stage 7 of this process is the approvals and implementation stage. At this point there needs to be a reflection made on the consultation process. New or amended Traffic Regulation Orders need to be drafted as part of the implementation process. This stage provides an opportunity to invite formal objections to the scheme. These must be resolved or overridden before the scheme can be implemented.

Stage 7 - actions required:

- Draft Traffic Regulation Orders, formally advertise and invite objections from residents/members of the public.
- Collate consultation responses and amend where necessary.

8. Enforcement and Monitoring

Stage 8, the final stage of the process is applied when the scheme is in effect. The council should decide the level at which to monitor or enforce the scheme. In most cases a residential parking scheme is defined as a low priority within the council's overall traffic management issues. If the council receives a significant number of complaints from residents and compliance is low, it may then be necessary to enforce the scheme further.

Stage 8 - actions required:

- Maintain a record of residents' complaints or levels of low compliance.
- Where necessary, enforce the scheme and monitor suitability of measures.

Appendix C Maximum Parking Standards

Table 9.1 Maximum Parking Standards		
Use Class	Land Use	Standard
A1: Retail	Food Retail	1 per 14m ² (>1000m ²), 1 per 35 m ² (<1000m ²)
	Non-Food Retail	1 per 20m ² (>1000m ²), 1 per 35 m ² (<1000m ²)
A2: Financial and Professional Services		1 per 30m ²
A3: Food and Drink	Restaurant	1 per 25m ²
	Fast Food & Drive Through	1 per 25m ²
B1: Business	Stand Alone Offices	1 per 30m ²
	Business Parks	1 per 35m ² (above 2500m ²)
B2: General Industry	General Industry	1 per 30m ² (less than 235m ²), 1 per 50m ² (min. 8 above 235m ²)
B8: Storage and Distribution	Storage and Distribution	1 per 30m ² less than 235m ² , 1 per 200 m ² (min. 8 more than 235m ²)
C1: Hotels and Hostels	Hotels and Hostels	1 per bedroom (+ req. for public facilities)
C2: Residential Institutions	Hospitals	1 per 4 members of staff + 1 per 3 visitors
	Nursing Homes	1 per 4 beds + 1 per 2 members of staff
	Residential Schools and Colleges	1 per bed (including staff bed spaces) + 1 per 2 non-residential and ancillary staff
C3: Dwelling Houses	Sheltered Accommodation	1 per 2 units + 1 space per 5 units
	Other 'Retirement' Homes	1 per unit +1 space per 5 units
D1 Non Residential Institutions	Places of Worship, Church Halls, Public Halls	1 per 5m ²
	Clinics, Health Centres, Surgeries	5 per consulting room
	Libraries	1 per 50m ²

Table 9.1 Maximum Parking Standards

Use Class	Land Use	Standard
	Art Galleries and Museums	1 per 40m ²
Education Centres	Staff	2 per 3 staff
	Visitors	1 per 7 staff
	Pupils	1 per 10 2nd yr 6th formers
	College Students	1 per 4 students
	Parent – Infants	1 per 12 pupils
	Parents – Primary	1 per 20 pupils
	Parents Secondary	1 per 30 pupils.
	Higher and Further Education	Staff: 1 per 2 staff + 1 per 15 students ¹
D2 Assembly and Leisure	Cinemas, Music, Concert Halls and conference facilities	1 per 5 seats
	Dance Halls, Bingo Halls, Casinos	1 per 5 seats (<1000m ²) 1 space per 22m ² (>1000m ²)
	Music and Entertainment	1 space per 5 seats (<1000m ²) 1 space per 22 m ² (>1000m ²)
	Sports Facilities	1 space per 22m ² (>1000m ²) 1 per 2 players + 1 per 5m ² (<1000m ²)
	Field Sports	Max. no. participants
	Stadia (over 1,500 seats)	1 per 15 seats
Other land uses	Vehicle Service Stations	1 per 1.5 employees
	Tyre and Exhaust Centres	1 per 1.5 employees
	Petrol Filling Stations	1 per 2 employees
1. Relates to total number of students attending an educational establishment rather than the full-time equivalent.		

Appendix D Accessibility Questionnaire

Mode	Criteria	Variation	Possible Score	Actual Score
Walking	Quality of Pedestrian Facilities	Good: <ul style="list-style-type: none"> • Footways of at least 1.5m width • Choice of pedestrian access points to the site in at least three directions (60° apart) • Pedestrian routes are well maintained, well lit and designed for disabled access 	3	<input type="text"/>
		Moderate: <ul style="list-style-type: none"> • Footways present at a min. width of 1m • Choice of pedestrian access points to the site in at least two directions (90° apart) • Pedestrian routes are maintained to a reasonable standard, with some street lighting and some disabled facilities 	2	<input type="text"/>
		Poor: <ul style="list-style-type: none"> • No footways adjacent to the site • Pedestrians use an access where vehicles have priority • Access from only one point • No street lighting or disabled facilities 	0	<input type="text"/>
Cycling	Quality of Cycling Facilities	Good: <ul style="list-style-type: none"> • Choice of cycle parking types • Good choice of safe access routes for cyclists • Cycle facilities in surrounding area • Design and maintenance of surrounding area sympathetic to cyclists 	3	<input type="text"/>
		Moderate: <ul style="list-style-type: none"> • Cycle parking above standard • On-road facilities and surfaces adequate quality for cyclists • Some choice of safe access routes for cyclists 	2	<input type="text"/>
		Poor: <ul style="list-style-type: none"> • Cycle parking to standard • Poor on-road cycle facilities and surfaces • Limited choice of safe access routes for cyclists 	0	<input type="text"/>

Mode	Criteria	Variation	Possible Score	Actual Score
Bus	Walking distance to nearest bus stop	Less than 100m	3	<input type="text"/>
		Less than 400m	2	<input type="text"/>
		More than 400m	0	<input type="text"/>
	Frequency of principal bus service at nearest bus stop (if within 800m)	15mins or less	4	<input type="text"/>
		30mins or less	2	<input type="text"/>
		60mins or less	1	<input type="text"/>
		Over 60mins	0	<input type="text"/>
	Distances to nearest bus station/major interchange (5 or more routes)	Less than 200m	5	<input type="text"/>
		Less the 400m	3	<input type="text"/>
		Less than 800m	2	<input type="text"/>
		More than 800m	0	<input type="text"/>
	Number of bus services with at least (60min weekday frequency) stopping within 400m of site	6 or more	5	<input type="text"/>
		2 to 5	3	<input type="text"/>
		1	1	<input type="text"/>
		0	0	<input type="text"/>
	Quality of nearest bus stop (if within 800m walking distance)	Good: <ul style="list-style-type: none"> Shelter, seating and flag Timetables and Real-time information Raised curbs and adequate footway width Well lit, CCTV and overlooked by buildings 	2	<input type="text"/>
		Moderate: <ul style="list-style-type: none"> Shelter and flag Timetable information Adequate footway width/no raised curb Adequate lighting 	1	<input type="text"/>
		Poor: <ul style="list-style-type: none"> Marked only by pole and flag Little or no timetable information Little or no street lighting Narrow footway 	0	<input type="text"/>

Mode	Criteria	Variation	Possible Score	Actual Score
Train	Walking distance to nearest railway station	Less than 400m	5	<input type="text"/>
		Less the 800m	3	<input type="text"/>
		Less than 1,200m	2	<input type="text"/>
		More than 1,200m	0	<input type="text"/>
	Trains per hour per direction from nearest station (if within 1,200m walking distance)	5 or more	4	<input type="text"/>
		3 to 4	2	<input type="text"/>
		1 to 2	1	<input type="text"/>
		Less than 1	0	<input type="text"/>
	Quality of the nearest railway station (if within 1,200m of the site)	Good: <ul style="list-style-type: none"> • Heated and enclosed waiting facilities • Toilets • Timetables and real-time information • More than one line served by station • Ticket office and machines • Staffed for majority of the day • CCTV and other security measures • A good range of retail facilities • Fully accessible with lifts and/or ramps • Bus and taxi interchange within close proximity 	2	<input type="text"/>
		Moderate: <ul style="list-style-type: none"> • Waiting facilities – part enclosed • Toilets • Timetables and real-time information • Ability to purchase tickets • Part-time staffing • CCTV and other security measures • Some retail facilities • Some disabled accessibility • Taxi rank only 	1	<input type="text"/>
		Poor: <ul style="list-style-type: none"> • Poor waiting facilities – not enclosed • No toilets • Timetables only • Not staffed • No security measures • No retail facilities • No disabled accessibility • No taxi rank 	0	<input type="text"/>

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Justification for Spatial Bands

Band 1 - Salisbury:

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

Band 2 - Chippenham and Trowbridge:

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

Band 3 - Amesbury, Bradford-on-Avon, Calne, Corsham, Devizes, Malmesbury, Marlborough, Melksham, Warminster, Westbury and Wootton Bassett:

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

Band 4 - Small Towns and Villages (incl. rural areas)

- Identified in Wiltshire Core Strategy and South Wiltshire Core Strategy consultation documents as second (Downton, Ludgershall, Mere, Tisbury, Wilton) and third tier towns or below.
- Population below 5,000.
- Variable level of sustainable transport provision.
- Small amounts of public car parking available.
- Less demand on car park facilities due to lack of restrictions on-street.

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Average Car Parking Charges (Mon-Sat) in Key Competitor Towns

Short Stay

Town	<1hr	<2hr	<3hr	<4hr	<5hr	<8hr
Andover	£0.80	£1.40	£2.20	£2.60	£5.50	
Bath	£1.60	£3.10	£4.30	£5.40		
Cirencester	£1.30	£2.20	£2.80			
Frome	£0.60	£1.80				
Gillingham	£0.60	£1.10				
Hungerford	£0.50	£0.90	£5.40			
Romsey	£0.80	£1.40				
Southampton	£1.35	£2.65	£3.30			
Swindon	£1.00	£2.00	£3.00	£3.90	£6.70	£22.00
Winchester	£1.20	£2.50	£3.00	£4.00		

Long Stay

Town	<1hr	<2hr	<3hr	<4hr	<5hr	<8hr
Andover	£2.20	£2.20	£2.20	£2.20	£2.20	£3.50
Bath	£3.10	£3.10	£4.30	£5.40	£6.40	£9.90
Cirencester	£1.90	£2.50	£2.80	£4.30	£4.30	£4.30
Frome	£1.00	£1.20	£1.60	£2.20	£3.60	£3.60
Gillingham	£0.70	£0.90	£1.30	£1.30	£2.00	£2.00
Hungerford	£0.50	£0.90	£1.10	£1.20	£2.20	£2.40
Romsey	£2.20	£2.20	£2.20	£2.20	£2.20	£3.50
Southampton	£1.20	£2.40	£3.30	£4.20	£5.00	£8.00
Swindon	£1.00	£2.00	£3.00	£3.90	£5.90	£7.50
Winchester	£1.00	£1.60	£2.50	£3.20	£7.00	£7.50

Notes:

1. Charges are based on an average over one or more town car parks.
2. All charges have been rounded to the nearest 10p.

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Impact on Local Bus Services of Changes in Central Government Funding to the Bus Industry

Bus services are important part of the Council's transport strategy, and make a strong contribution to most of the national transport goals and many of the strategic transport objectives contained in the Local Transport Plan. They provide access to employment, education, shopping, services and other facilities and opportunities for those who do not have a car available (including the 16% of Wiltshire households who do not own a car, and many of the 44% who live in households with only one car) and allow independent travel to young people and older people who may not be able to drive. They are also important to the economic life of local towns, bringing people in to shop and use local services, and employees in to work.

Almost a half (46%) of Wiltshire's bus service mileage requires financial support from the Council, which costs £6million a year.

Comprehensive Spending Review

The Government has announced reductions in Council spending of 28% over four years, and that these will be front loaded so that a higher proportion falls into year one. As a result, the Council is expecting all services to identify cost reductions of 12% in 2011/12 and 20% over the next four years. In the case of the passenger transport service the impact of this is compounded because large parts of the service are statutory (in particular home to school transport and concessionary fares, which between them account for £12 million out of the total budget of £21 million). Although some cost reductions can be achieved by efficiencies and procurement savings, the bulk of the savings will have to fall on the discretionary areas of service provision.

Two further major threats to bus services have also emerged as a result of recently announced changes to central government funding to the bus industry;

Concessionary fares reimbursement

There has been a mandatory requirement for local authorities to offer concessionary fares for older and disabled people since 2001, when District Councils were first obliged to offer half fare travel to local residents within the boundary of their area. In 2006 there was a major change when the requirement was extended to provide free travel in the local area. In 2008 there was a further extension so that free travel is now available for any local bus journey anywhere in England. Although it is now in effect a national scheme, it is still administered by the local authorities, who issue passes for their residents and are responsible for reimbursing the bus operators for loss of revenue. Funding is provided by central government, partly through the general funding allocation and partly through a special grant (which will be absorbed into the general funding allocation from April 2011).

As a large proportion of their passengers no longer pay fares on the bus, concessionary fares reimbursement is of vital importance to the bus operators and to the viability of their services. Authorities are obliged by law to reimburse operators so that they are "no better and no worse off" for carrying free passengers, but as it is impossible to accurately calculate what this means in practice there have been many disputes.

Wiltshire has generally reimbursed at relatively low rates and there have been numerous appeals by operators against the Wiltshire scheme.

Government has recently announced a change to the guidance it provides on how to calculate reimbursement, and in the Spending Review stated its intention that this would at a national level reduce the amount of reimbursement paid to operators by £130 million. The new guidance is disputed by the operators, and there is widespread concern at national level that it is not fit for purpose and will leave them significantly under-compensated for participating in the free fare scheme, particularly in rural areas. It is estimated that the impact in Wiltshire will be a reduction of £1 million per annum (23%) in the income received by operators for carrying free passengers. Operators have warned that this will have to be passed on, and will result in increased prices for services run under contract to the Council and have a severe impact on the level of service they are able to run on a commercial basis.

Bus Service Operators Grant

This grant, formerly known as Fuel Duty Rebate, is paid directly to the bus operators by central government on the basis of a rebate of 9p / litre of fuel used for local bus service operation. Again, it is an important source of income to bus operators and allows them to provide a higher level of service than would otherwise be the case.

It was announced in the Spending Review that the grant will be reduced by 20% with effect from April 2012. It is estimated that this will result in a loss of revenue to Wiltshire bus operators of around £600,000 per annum. Again, this will be passed on in the form of fares increases to passengers, increased prices for services operated under contract to the Council (including some school transport contracts that are registered as local services), and further reductions in the amount of service that can be operated commercially.

Combined impact on Wiltshire services

The combined effect of the reductions in Council funding and the changes in concessionary fares reimbursement and Bus Service Operators Grant will be to severely reduce the ability of operators and the Council to provide reasonable levels of public bus service in Wiltshire. Operators will lose a significant proportion of their income, leading to higher prices for services they operate for the Council and a reduction in the services they are able to run commercially. At the same time the Council will have less funding available for existing supported services, or to replace the services being withdrawn by the commercial operators.

The proposals to use car parking income to help support local bus services are needed to deal with the combined impact of these serious funding problems.

APPENDIX 5

PREFERRED PARKING CHARGES PLUS 10% UPLIFT

Preferred Parking Charges Plus 10% Uplift (Mon-Sat)

Band	Stay	<1hr	<2hr	<3hr	<4hr	<5hr	<8hr	All day
1	Short	-	£2.20	£4.20	-	-	-	-
1	Long	-	£2.20	£4.00	£4.60	£5.50	£7.40	£7.40
2	Short	£1.10	£1.50	£3.20	-	-	-	-
2	Long	£0.90	£1.30	£2.60	£3.10	£4.20	£5.40	£5.90
3	Short	£0.40	£1.20	£2.10	-	-	-	-
3	Long	£0.30	£1.10	£2.00	£2.40	£3.20	£5.20	£5.60
4	Short	£0.30	£1.10	£2.00	-	-	-	-
4	Long	£0.20	£1.00	£1.90	£2.30	£2.90	£4.80	£5.20

Note: Charges have been rounded up to the nearest 10 pence increment.

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Framework for a Lease

Band 4 Car Parks Framework for a Lease

This document has been prepared to set a framework for a lease should the Cabinet agree to offer delegation of Band 4 car parks to the relevant Town and Parish Councils as an alternative to car parking charges. The recipient may be the Town or Parish Council or a Charity where the Council is the sole Trustee. It is expected that the term of the lease will be initially for a two year period renewable annually.

The recipient will:

1. Pay Wiltshire Council for electricity and insurance for (car park description) as shown on the attachment, escalated by the increase in the level of Council Tax annually.
2. Pay any other costs directly, including non domestic rates and third party insurance cover.
3. Not apply car parking charges, but can lease parking places to local business as they wish and at a cost determined locally.
4. Allow Wiltshire Council employees reasonable access.
5. Carry out litter picking, leave removal and other tasks that are required to keep the car park in a tidy condition.
6. Keep the surface of the car park and the boundary walls in a safe condition.

Should the recipient wish to return the car park to Wiltshire Council at some time in the future it will be passed back in the same condition as when handed over at the start of the lease.

Wiltshire Council will:

1. Provide a condition survey at the time of handover to be agreed with the recipient before the lease is signed.
2. Remove any signs denoting that the car park is operated by Wiltshire Council and any other fixtures and fittings.
3. Provide technical advice on request and at no cost to the recipient.
4. Not enforce the car park or be responsible for it in any way.
5. Not salt during bad weather but will supply 1 tonne bags of salt on request.

In the case of Box:

Wiltshire Council will maintain the conduit under the car park.

In the case of Mere and Tisbury:

Wiltshire Council will continue to be responsible for the public toilets and pay all associated costs.

Existing Costs for Band 4 Car Parks (per annum)

Town	Car Park	Band	Spaces	NNDR	Lease costs	Electricity	Insurance @ £3.00 per space	Annual Total	Per Space
Box	Market Place	4	24	£715.38		£155.67	£72.00	£943.05	£39.29
Cricklade	Town Hall	4	34	£424.38	£375.00	£220.53	£102.00	£1,121.91	£33.00
Mere	Castle Street	4	35	£1,114.45		£227.02	£105.00	£1,446.47	£41.33
Mere	Salisbury Street	4	67	£3,519.00		£434.58	£201.00	£4,154.58	£62.01
Pewsey	Hallgate House	4	21	£606.00		£136.21	£63.00	£805.21	£38.34
Pewsey	North Street	4	83	£1,818.00		£538.36	£249.00	£2,605.36	£31.39
Tisbury	The Avenue	4	46	£1,407.00		£298.37	£138.00	£1,843.37	£40.07
Wilton	Market Place	4	49	£3,187.80		£317.83	£147.00	£3,652.63	£74.54
Wilton	South Street	4	64	£1,863.00	£4,650.00	£415.12	£192.00	£7,120.12	£111.25

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Responses from Parish and Town Councils to Band 3 and Band 4 Opportunities

Band 3 Responses

Amesbury Town Council

21st October 2010

Joanne,

A question raised by councillors re. the main car park in Amesbury was whether the Town Council would be able to purchase the car park?

I look forward to hearing from you.

Best wishes,

Wendy Bown
Town Clerk

25th October 2010

Dear Joanne

Thank you for your reply.

In response to your original email, Amesbury Town Council is unable to consider purchasing car parking spaces at such a high cost of £500 per space per annum.

Regards

Wendy Bown
Town Clerk

Corsham Town Council

27th September 2010

Hi Joanne,

Here's the minute of our Council meeting held on 9 August -

102/10 Wiltshire Council Local Transport Plan 2011-2026 Parking Strategy – Consultation Draft (*Minute AMEN 19/10*)

Further to the Amenities Committee meeting on 28 July 2010 it was recommended that the Town Council responds to some of the specific questions in the survey and that individuals be encouraged to complete the questionnaire in full.

Resolved

That the following responses be made

- i) *Question 9 – Buy Back* - Corsham Town Council does not agree that town and parish councils should be given the opportunity to buy back a small proportion of short-stay spaces from Wiltshire Council to offer as free parking spaces;
- ii) *Question 26 – Parking Charges (Mon-Sat)* – Corsham Town Council does not support any of the proposals for off-street charges (Mon-Sat) in Band Three Towns as the first hour should be free;
- iii) *Question 28 - Parking Charges (Sundays)* - Corsham Town Council does not support any proposals for off-street Sunday charges in Band Three Towns.

I hope it helps.

David J Martin
Town Clerk

Melksham Town Council

30th November 2010

Joanne.

The information you provided was submitted to Councillors last evening. As a result I am e- mailing you to say that the Town Council will not be taking up the option to purchase free parking spaces. The main reason for this being the budget constraints we are facing and the costs involved.

Thanks for your help to date.

John

John Crook
Town Clerk

28th October 2010

Joanne

Melksham town Council considered the buy-out option for Band 3 at a recent meeting.

This is what they agreed:

RESOLVED: To inform Wiltshire Council that the Town Council would wish to express a firm interest in the Wiltshire Council Scheme to buy out free parking spaces, whilst recognising this expression of interest is non-binding. It was also agreed to seek the following information from Wiltshire Council

- Would these spaces be free all day or for 1 hour a day or at the Town Council's discretion?.
- What conditions would apply with regard to enforcement?
- Would the Town Council have to buy out an entire car park for this scheme to work?
- Would this mean the expansion of the 1 hour free to all car parks in Melksham and the provision of free parking on Sundays and Public/Bank holidays.

Hope this is ok and that you can let me have answers in due course. The important thing is there is interest at this end.

John Crook
Town Clerk

Warminster Town Council

20th September 2010

Warminster Town Councillors feel unable to participate in Wiltshire Council's on-line Car Parking consultation for the reasons given below:

1. The format of the consultation is seriously flawed.
2. The Council cannot subscribe to the underlying tenet of the policy.

The format of the consultation

The format consists mostly of describing fairly complex (in some cases page-long) policies to be adopted county-wide, followed by a simple "Do you agree, yes/no?" question. This offers no flexibility for developing, describing and submitting a train of thought/opinion unless it is entirely coherent with the Unitary Council's chosen policies, As such it is considered to be a Leading Questionnaire in every sense of the phrase.

The underlying tenet of the policy - namely the declared need to “Harmonise” Parking charges and policies across the county of Wiltshire.

Town Councillors challenged the Unitary Council portfolio holder, Councillor Tonge on this requirement on 11th June and also at a subsequent Area Board Meeting, but he was unable to provide a definitive explanation as to why it is necessary — simply that we should all accept that it is. It is noted that this fundamental tenet is “not for discussion” in the Parking Consultation. Warminster Town Council fundamentally rejects this underlying policy, especially the manner in which it is being inflicted upon the county, and believes it not to be in the interests of the people.

Prior to April 2010, rural towns such as Warminster developed their parking arrangements (capacity, charging regime etc) according to their NEED, whilst also reflecting the specific geographic and other factors which are unique to the town.

Parking arrangements need to be considered and managed in a context which specifically reflects the needs of the townspeople, traders and visitors — a cross-section which is different for every town and conurbation. The imposition of “harmonising policies” completely ignores this basic facet (e.g. Salisbury has “Park and Ride” because it meets the need of that conurbation and this seems to be supported by the Unitary Council even though it is non-harmonising): Warminster does not need “Park and Ride” but it does need readily accessible parking facilities that reflect the fact that the town serves a hinterland of around 25 outlying villages, almost all of which have been denuded of retail and postal facilities over the last two decades.

The financial focus of the proposals serve to indicate that Wiltshire Council seeks, first and foremost, to use the parking assets of Warminster to raise money for the Unitary Council, irrespective of the damage this may do to the viability of the town. Such a short-term view can be highly damaging. A town that has its commercial viability destroyed by ill-conceived parking policies (in the name of “harmonisation”) will not provide income to Unitary Council from parking fees, since no-one will want to visit it.

Warminster Town Council believes that the Unitary Council’s Harmonisation policies will serve to significantly damage the commercial viability of the town. As such, and bearing in mind the responsibility of elected Councillors to consider the needs and, especially, viability of the town, the council believes that Warminster should be excluded from this damaging and ill-conceived harmonisation programme.

This council therefore requests that Warminster Town car parking assets under Wiltshire Council control be transferred to Warminster Town Council, as a community asset, so that the Town Council can run them for the benefit of the town, in preference to being a money-making scheme for the Unitary Council.

Heather Abernethie MILCM
Town Clerk

Westbury Town Council

2nd November 2010

Dear Madam

Wiltshire Local Transport Plan 2011-2026: Parking Strategy - Consultation

Following on from our recent telephone conversation whereby it was agreed that our response could be delayed until the matter was discussed at the Town Council meeting on the 1st November, the resolution unanimously passed by this Council was to reject Wiltshire Council's proposal that we buy free parking at £500.00 per space.

The Council would still like to emphasise that in line with our response to the consultation document on parking strategy we believe that we should have been placed in Band 4, and although we agree that Westbury is a market town, it does not enjoy such a strong economy as towns such as Marlborough, Devizes and Bradford-on-Avon.

Additionally, and not withstanding our earlier reply to the consultation, this Council would like to advise you that we agree wholeheartedly with the letter and sentiments contained therein sent to you by Warminster Town Council dated 20th September 2010.

Kind regards

Keith Harvey
Town Clerk

Band 4 Responses

Box Parish Council

5th October 2010

Dear Sir,

Car Parking Strategy - Consultation

I refer to our previous correspondence and can confirm that the Car Parking Strategy — Consultation document was discussed at the Parish Council at its meeting on 30th September.

The Box Parish Council has strong concerns about the manner in which the consultation process has been undertaken and the brevity of the consultation period, bearing in mind that Parish Councils only meet one a month or less. The consultation period did not give the Parish Council sufficient time to obtain all the necessary information to be able to make an informed decision. It was felt that for

a consultation of this importance, all Parish and Town Councils should have received a printed copy of the document and not just a link to a website via an email.

The Wiltshire Council owned car park in Box is a small 24 spaced car park in the centre of the village and the Parish Council feels that this is a different position compared to other areas. Villages in the more rural areas are more reliant on the use of cars and it is felt that this is not being supported by the current proposals.

Car parking for residents, businesses, shops, school, playgroups, pubs etc in Box is at a premium and the introduction of car parking charges will have an adverse impact on the viability of the village as a whole and all of the current users in particular.

The present parking arrangement in the car park in Box has worked well for a considerable number of years.

After taking into consideration the views expressed by members of the parish, the Parish Council would like to enter into negotiations with the Wiltshire Council to find a way to prevent the imposition of car parking charges. Before making a firm decision as to whether to take over the maintenance or not the Parish Council feels that it would need to see the terms of the proposed Lease and be in possession of all the *facts* and figures and the impact it would have on the Parish Precept.

Yours faithfully,

Margaret Carey
Clerk

3rd November 2010

Dear Ms Heal

Car Parking Strategy

The Box Parish Council discussed the draft Framework for a Lease at its meeting on 28th October and its comments are as follows:

- Term of Lease - it is felt that the period suggested of two years is too short if the Parish Council was expected to maintain the surface and walls. The Parish Council feels that this should preferably be for a ten year period with a five year break clause.
- There is confusion over the different reference to insurance in points 1 and 2. Would the car park be covered under the Wiltshire Council public liability policy. There needs to be clarification on what the figure quoted by you for insurance (£72 - £3 per space) actually covers. Why will the cost of electricity and insurance escalate by the increase in the level of Council Tax? Surely any increase would be set by the electricity provider or the insurance company.

The Parish Council would also need to assess how much extra it would have to pay to cover the walls etc and for this we would need some form of valuation. Also who would be responsible for any excess payments?

- The Parish Council would wish to have a letter verifying which walls it would be responsible for.
- Any condition survey carried out must include the walls and the surface and any defects made good prior to handover.

I look forward to hearing from you.

Yours sincerely,

Margaret Carey
Clerk

Cricklade Town Council

21st September 2010

Dear Cllr Tonge

Car Parking Strategy

I have been asked to write to you formally to thank you for taking the time to visit us on 31st August regarding the future plans for car parking in Cricklade and in particular the Wiltshire Council owned Town Hall Car Park in our High Street.

There has now been an opportunity for members to discuss this formally. The offer made to hand this area to the Town on a two year lease was unanimously rejected. Members did not feel that Wiltshire Council sufficiently understood the requirements of the Town.

I have been asked to request whether any impact assessment had been undertaken on the effect this would have on the Town particularly the consequences of moving off-street parking to on- Street parking which is currently available in the vicinity? Also whether any business case has been made for the introduction of charges on a small car park that was unlikely to be recouped? The outlay in terms of machines, signage, on-going maintenance and emptying, and increased enforcement necessary, at a time when enforcement elsewhere in the town is seen to be lacking, would suggest that charging would not be cost effective.

I look forward to hearing from you. You also promised to provide the overall insurance costs for the car park for information.

Yours sincerely

John Coole
Assistant Town Clerk

27th October 2010

Joanne

Thanks for your e-mail.

Cricklade Town Council has already confirmed that the initial offer made was unsatisfactory to them and their position has not changed. However I understand that some other proposals may be forthcoming and I have also been instructed to make contact with the Town Hall Committee who run the community hall that is attached to the car park to obtain their views and position in this matter.

Cricklade Town Council continue to feel that the initial consultation and the lack of an impact assessment on charging means that Wiltshire Council do not have sufficient information on the local issues to make a balanced decision.

John Coole
Assistant Town Clerk

Mere Parish Council

28th September 2010

Dear Mr Murphy

With reference to your email of 31st August, I can confirm that an extra meeting of the Parish Council was held on Wednesday, 22nd September. At that meeting, the Parish Council resolved to ask Wiltshire Council to agree to enter into negotiations to enable the Parish Council to form a business plan to administer and manage the two car parks in Mere. This is subject to the potential resolution of Wiltshire Council's cabinet meeting, to be held in December, that Wiltshire Council will pursue car parking charges in Band 4 car parks and, more specifically, in Mere.

Lindsey Wood,
Parish Clerk

Pewsey Parish Council

28th September 2010

Dear Sir

In response to the section of Wiltshire Council's Parking Strategy consultation document relating to Town and Parish Councils, Pewsey Parish Council, as a Band 4 village, wishes to express an interest in the possible leasehold of the two car parks in Pewsey, namely the North Street car park and Hallgate House car park. Please proceed with moving forward with the draft lease terms and details

of the operational and management costs etc.

Regards

Alison Keers
Clerk

27th October 2010

Dear Joanne

Pewsey Parish Council has several questions relating to the attached draft framework which it is hoped you can help with.

1. Please could you clarify the exact nature of the insurance costs. As we understand it the Parish Council will have to pay an insurance premium to Wiltshire Council. What does this insurance cover? Does the Parish Council have to include the car park in its own insurance and what other liabilities, if any, have to be paid? The draft suggests that third party insurance will be payable in addition to the premium to WC.

2. As the Parish Council will become responsible for enforcement can the parish make its own regulations, issue notices and potentially bank any fines that could be applied?

Kind regards

Alison Keers
Clerk

Tisbury Town Council

26th October 2010

Dear Cllr Tonge

Nadder Close Car Park Management and Operation

Tisbury Parish Councillors have now met to discuss the Wiltshire Council offer to allow the Nadder Close Car Park operation to be managed by this parish council as an alternative to parking charges being introduced.

I can confirm that Tisbury Parish Councillors are currently minded to accept the Wiltshire Council offer relating to the car park and have resolved to progress the transfer of management and operation of the car park from the 1st April 2011, subject to satisfactory conditions and terms of the lease.

However, the decision was resolved on the basis that the lease would be for a period of 10 years, and not 2 years, as this was our understanding following our

meeting in August; the other expectations are broadly in line with the draft framework for the car park lease. Although not likely to be an insurmountable problem, the current resolution offers no leeway on the term of the lease and this will need to be discussed further at the Tisbury PC meeting on 2nd November 2010. Perhaps you would be good enough to let me know if there is likely to be any flexibility at all in the period of the lease offered. Please let me know if this causes you any difficulty.

Yours sincerely

Mrs Sandra Harry
Clerk

Wilton Town Council

6th October 2010

Dear Cllr Tonge

Re: Option for Wilton Town Council to take on the car parks in Wilton.

I write with reference to Wiltshire Council's consultation exercise regarding its Parking Strategy and your recent visit to the Town Council where you highlighted the option for the Town Council to take on the ownership and maintenance of the two car parks in Wilton, located at South Street and the Market Square.

The Town Council held a public meeting in September, as it realised that the transfer of these assets into the Town Council's ownership would have implications for the local precept.

At the meeting, it was very clear that the public would prefer the status quo to be upheld, ie that the car parks should remain under Wiltshire Council's control, and free of charge. However, if this were not possible, then the public wanted the Town Council to take on the ownership of the Market Square car park and the lease of the South Street car park, and run them for the benefit of both the local business and non-business community. It was accepted that the local precept would have to increase.

At the Town Council meeting last night, the members took note of the public's opinion. They were strongly against the idea of introducing car parking charges anywhere in Wilton, both in the car parks and surrounding residential roads, and would prefer the status quo to remain.

However, the Town Council resolved that if this is untenable, then it would be prepared to take on the ownership of the Market Square car park, together with the area between the Health Centre and Market Cross/churchyard. The Council would enter into its own arrangements with Wilton Estate regarding the South Street car park. Any attempts to introduce car parking charges elsewhere in Wilton would be strongly resisted and an assurance from Wiltshire Council is requested to this effect.

The Town Council would also like to be consulted in any future car parking strategy that Wiltshire Council may undertake.

Yours sincerely

Mrs A C Purves
Town Clerk

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101. **Review of Local Transport Plan - Car Parking Strategy**

The Committee considered a report in January 2010 which set out the proposed methodology and timescale for reviewing the Local Transport Plan – Parking Plan. Upon consideration the Committee resolved to receive a further update prior to the Plan's submission to Cabinet in December 2010.

The Cabinet Member for Parking and the Team Leader – Transport Planning were in attendance to provide an overview of the consultation process undertaken and the presentation made to Area Boards.

Clarification was provided that one option to be considered was the ability of town and parish councils to take on the responsibility of car parking management within their areas. This would take the form of a lease which was estimated to run for two year periods. The maintenance costs associated per individual car park currently equated to approximately £5k. Details of the full operational costs would be made available to those town and parish councils considering the lease option.

The review had been undertaken to provide consistency in car parking throughout the County.

The review took into consideration the new national, regional and local policies and would assist with the Framework for developers to highlight what parking standards were required. The plans in place by neighbouring authorities had also been considered as part of the review.

The consultation process itself included the use of a web portal which allowed people to make comments throughout the process. Letters to town and parish councils informing them of the options under consideration were also sent. The Transport Plan was used to identify a further 8,000 contacts who were also sent details of the consultation.

The concept of banding towns was supported although there was some disagreement with the proposed banding itself, i.e. that a specific town should not be included within a given band.

Although a number of residents did not agree with any of the 3 options provided, the majority supported the idea of conventional charges.

A fundamental review on charges would be undertaken in 5 years although annual reviews would take place to ensure that the Plan remained appropriate and in line with other authorities.

New housing developments adhered to the current policy position, (i.e. a set parking space ratio per house). The Committee supported this being changed to reflect the minimum parking standards.

The Committee noted that parking charges as a whole were lower in Wiltshire than many neighbouring authorities and that parking management needed to

be the focus of any resulting plan. The review provided an opportunity for town and parish councils to manage their own parking and, as a result, to decide themselves what level of charges, if any, to impose.

It was also noted that the responses received through Area Boards could be construed as one source. As the Area Boards were representative of the 18 areas of Wiltshire the Committee felt that this could have been made clearer. Clarification was received that the comments received from Area Boards would be noted within the resulting report for Cabinet approval.

Members also felt that Area Boards would be the appropriate platform to inform the public of the decisions made on car parking charges.

It was questioned whether the consultation process itself may have contributed to the poor response as the procedure for submitting responses could deter some residents from responding.

A motion was received to recommend that the Cabinet Member 'embrace' the localism agenda and recognise that a 'one size fits all' approach was not appropriate. Each town/parish council should negotiate with Wiltshire Council individually within a Council led accounting framework.

Upon vote the motion was not passed although it was noted that Councillors reserved the right to submit a minority report within the next 10 days of the decision made.

Following the meeting a minority report was received which is duly attached to these minutes as Appendix 1.

Resolved:

To congratulate the Cabinet member on the work undertaken and note the update provided and request that the comments made are taken into consideration by the Cabinet member prior to the final reports submission to Cabinet.

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Environment Select Committee

Minority report

From: Councillor's: Rosemary Brown, Trevor Carbin, Peter Colmer

Background

This policy is developed in conjunction with Wiltshire Council Local Transport Plan – Parking Strategy that is currently in consultation and cabinet review, which is scheduled for decision at the December cabinet meeting.

Strategy.

1) These recommendations are consistent with the recommendations of government policy PPG 13 and consistent with policy PS1, which states:

‘The overall parking stock will be efficiently and effectively managed through the implementation of appropriate supply, maintenance, charging and enforcement measures to help achieve relevant local objectives’

The key to the adoption of Policy PS1 is the final element of the paragraph, ‘to help achieve local objectives’. This means a one size fits all ‘strategy, does not accord with the current proposals. The strategy must allow individual towns and parishes to negotiate with Wiltshire Council to configure their individual charging mechanisms that meets the financial targets that are set to achieve, the required budgeted level of income. This would mean that individual parishes must be allowed to decide on elements that are considered controversial: e.g. Sunday parking charges.

The proposed configuration of Spatial Areas is accepted and in terms of the concept, together with the proposed land use zones.

2) Policy PS2 – Managing the Council’s Parking Stock, is broadly accepted, the key element again being ‘reflecting local circumstances’, which again means that decisions, need to be made locally, not centrally.

3) Policy PS3 – Parking Charges, the factors outlined are acceptable, but predominately, the consultation primarily must be with the local towns and parishes, but not necessarily in 'concert' with neighbouring parishes or indeed uniformity within Area Board areas. It is viewed that it is the responsibility of the Area Board to validate the process and support towns and parishes to implement changes. This process would match the localism agenda and if any revenue excesses are achieved, the excess should be used by the individual town/parish in promoting 'climate change initiatives' within the town/parish.

The provision of Resident Parking permits should be controlled directly by towns/parishes.

Annual reviews of parking charges are to undertaken annually and any changes to be viewed in context of the overall budgeted income stream requirements and amended in conjunction with local towns/parishes.

The introduction and management of season tickets may prove difficult in view of the localism agenda proposal, but may be appropriate to be adopted for band 1 and 2 areas (Salisbury, Trowbridge & Chippenham)

4) Policy PS 4 Private Non- Residential Parking Standards. Parking standards in new non residential developments need to be carefully considered, again 'a one size fits all' strategy is inappropriate, local conditions need to be considered. Developments must provide sufficient parking to minimise street parking that impacts on highway safety.

5) Policy PS5 – Managing Publicly Available Private Non-Residential Parking is accepted.

6) Policy PS6 – Reductions in Private Non-Residential Stock is accepted, subject to local conditions.

7) Policy PS7 – Residential Parking Standards. Parking standards in new residential developments need to be carefully considered, again 'a one size fits all' strategy is inappropriate, local conditions need to be considered. Developments must provide sufficient parking to minimise street parking that impacts on highway safety

8) Policy PS8 Parking Enforcement. Parking enforcement is actively encouraged and it is vital that enforcement strategies taking cognisance of local issues.

9) Policy PS9 Residents Parking Zones. Residents parking zones would be encouraged, developments to be considered in conjunction with towns/parishes.

- 10) Policy PS10 - Visitor Attraction Parking. Policy accepted.
- 11) Policy PS11 – Park & Ride. Policy accepted, primarily a Salisbury facility.
- 12) Policy PS12 – Parking at Railway Stations. The policy recommendation should be to encourage parking at railway stations to minimise road travel.
- 13) Policy PS13 – Improve Access and Use. Policy accepted.
- 14) Policy PS14 – Workplace Parking Levy. The introduction on any work place levy can only be considered in conjunction with extensive consultation.
- 15) Policy PS15 – Residents Overspill Parking. Policy accepted.

Summary

The principles that have been encompassed within this document have been confirmed by Officers as being tenable, with the proviso that the setting of local charges by Towns/Parish Council's is phased in. This is due solely to the lack of management information to enable the flexible approach that is recommended. As the data base is developed and historical information is acquired, it becomes more feasible for Towns/Parishes to make informed decisions in partnership with Wiltshire Council about local charging.

16th. November 2010

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Response to Environment Select Committee Minority Report

1. A report on the proposed approach to reviewing the current LTP Parking Plan was presented to the Environment Select Committee at its meeting on 12 January 2010. Paragraph 19 of this report stated the following:

Ultimately, the LTP3 Parking Strategy will set the context for the supply, management and co-ordination of car parking in Wiltshire. While this will inevitably mean a degree of prescription, the aim is to allow sufficient flexibility for Area Boards to adopt approaches to parking that, within the framework of the strategy, reflect the local circumstances found within their respective areas. In particular, it is the intention to generate four bands for parking charges within which Area Boards would be able to set the actual charges imposed on the ground. This would then allow any surplus funds above the minimum charge to be used to support local sustainable transport initiatives (e.g. bus services, cycle routes, etc.). It is proposed that the bands, the minimum and maximum levels of which will be determined as part of the Mouchel commission, are based on the following areas:

- *Band 1 – Salisbury*
- *Band 2 – Chippenham, Trowbridge and Devizes*
- *Band 3 – Other Market Towns*
- *Band 4 – Small Towns and Villages*

2. However, the minutes of the above meeting state that “...the committee felt that area boards should be used for consultative purposes only as it was felt inappropriate for area boards to have full responsibility for parking charges within their respective areas”. Given this, the committee resolved to amend paragraph 20 of the report to read:

“That the Area Boards should have a chance to consider and be consulted upon regarding car parking charges in their area and to make any recommendations through the Executive”.

3. It is clear that the Council was prepared to offer local areas the opportunity to determine car parking charges (within upper and lower limits) but that this approach was rejected by the Committee. It should be noted that no mention was made at the meeting of the approach now outlined in the minority report.
4. As an alternative to the above rejected approach, the Council offered two opportunities as part of the consultation on the draft LTP car parking strategy. While the majority of Band 4 councils have expressed an interest in taking up the opportunity to manage their respective car parks, none of the Band 3 councils have expressed an interest in buying out a proportion of their parking spaces.

5. The majority of parish and town councils did not indicate in their consultation responses that they wished to take on the flexibility or responsibility suggested in the minority report. Instead, the main thrust of their responses were as follows:
 - a) Band 4 town and parish councils wanted to maintain the status quo (i.e. no charging).
 - b) Some Band 3 town councils felt that they should be categorised in Band 4 and therefore be given the opportunity to manage their car parks.
6. It is considered that the reason for the high take up from Band 4 towns is because it allows the respective town and parish councils to maintain free car parking at a reasonable cost – the cost is calculated on operating costs and not revenue income.
7. On a practical level, it is not clear how the negotiation between Wiltshire Council and the respective towns and parish councils would be conducted and resolved. Quite apart from the significant timing and resource implications of this process (e.g. How many iterations would be allowed as part of the negotiation? Who would arbitrate in the event of a stalemate situation?), there would also be significant risks associated with forecasting individual car park income levels. The minority report does not make it clear who would be responsible for these revenue risks.
8. The approach in the minority report is based on achieving pre-set income levels from a town's car parks. However, parking is a strategic issue and an important tool in helping the Council manage a number of economic, community and environmental factors (e.g. traffic congestion, providing accessibility to essential services and air quality). Allowing town and parish councils to vary parking charges at each car park may have unintended consequences on these factors.
9. Finally, the minority report makes several references to a 'one size fits all' approach. However, the banding of towns (the configuration and concept of which is accepted in the minority report) and the opportunities offered clearly means that the strategy is not a 'one size fits all' approach. Furthermore, an appropriate level of flexibility has been incorporated in the approaches to managing car parking and non-residential and residential parking standards.

Car Parking Strategy

Consultation Feedback

Robert Murphy

Principal Transport Planner

Presentation Outline

- Why review car parking?
- The consultation process
- Countywide responses:
 - banding of towns
 - parking charges
 - residents' parking
- Local area responses
- Next steps

Why Review Car Parking?

- Move to Wiltshire Council
 - lack of consistency between former districts
- Parking is wider than just charging
 - important part of local transport policy (eg improving streetscenes, reducing traffic conflicts and supporting bus services)
 - policies for developers
- Need to update strategy
 - changed picture since last review
 - price comparison with neighbouring areas

Consultation Process

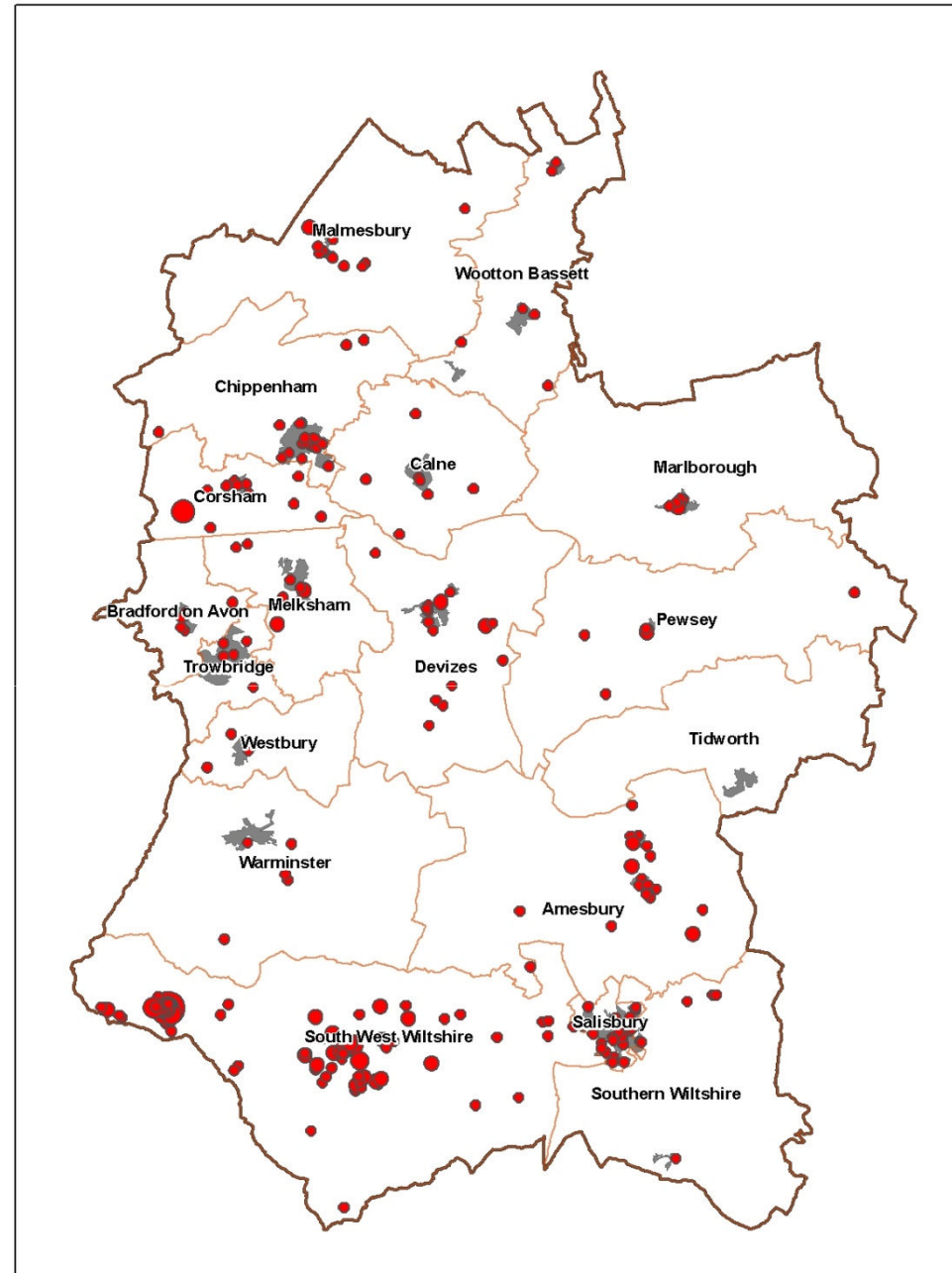
- How we informed people:
 - web portal and documents in libraries
 - press release and subsequent good media coverage, parish newsletter article and Area Board announcements
 - letter and follow-up email on ‘opportunities’ to relevant town and parish councils
 - correspondence with chambers of commerce
 - meetings with several town and parish councils
 - emails and letters to some 8,000 Area Board and LTP contacts
- Who responded:
 - some 600 people making over 5,000 comments
 - petition

Consultation Responses

Reasonable response from Amesbury, Chippenham, Corsham, Devizes and Salisbury.

More limited number of responses from most other areas.

Concerted campaign by local councillors and parish councils in South West Wiltshire.



LTP Parking Consultation - Location of Respondents

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Wiltshire Council
Where everybody makes

0 1 2 4 6 8 Miles



Countywide Responses

Objectives, banding and town council opportunities:

- Overwhelming support for economy as most important objective
- Next highest support for meeting residents' needs for parking
- Majority support for concept of banding towns and proposed land-use zones
- Small majority disagree with proposed bands
- Large majority agree that town and parish councils should be offered 'buy back' and car park management opportunities

Countywide Responses

Parking charges:

- Majority selected 'conventional' (lowest) parking charges option
- Some respondents disagreed with all three options (eg wanting to keep parking free in small towns)
- Little enthusiasm for proposed Sunday parking charges
- Small majority support for the proposed way of reviewing charges

Countywide Responses

Residents' parking:

- Significant support for more pragmatic approach to residential parking in new housing developments
- Overwhelming support for policy and process on residents' parking zones
- Large majority support for policy on overspill parking in residential areas

Countywide Responses

Other policies and issues:

- Overwhelming majority supported the council's approach to parking enforcement
- Small majority saw the kerb space hierarchy as reasonable
- Large majority stated that council should continue to offer season tickets

Next Steps

- Sept-Nov: Area Boards' feedback presentations
- Oct-Nov: consideration of consultation responses
- Dec: Cabinet decision meeting (14th Dec)
- Jan-Mar: statutory procedures
- Apr: implementation of changes

Wiltshire Council

Where everybody matters



Thank you.

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Car Parking Strategy

Consultation Feedback – Key Points

Why Review Car Parking?

- Move to Wiltshire Council – lack of consistency between former districts
- Parking is wider than just charging – important part of local transport policy
- Need to update existing strategy – price comparison with neighbouring areas

Consultation Process

- Informed people through:
 - Web portal and documents in libraries
 - Press release, Parish Newsletter and Area Boards
 - Emails and letters to some 8,000 contacts
- Overall, some 600 people responded making over 5,000 comments
- Reasonable response from Amesbury, Chippenham, Corham, Devizes and Salisbury; more limited number of responses from most other areas
- Concerted campaign by councillors and parish councils in South West Wiltshire

Countywide Responses

- Overwhelming support for economy as most important objective
- Next highest support for meeting residents' need for parking
- Majority support for concept of banding towns and proposed land-use zones
- Small majority disagreed with proposed bands
- Large majority agree that town and parish councils should be offered 'buy back' and car park management opportunities
- Majority selected 'conventional' (lowest) parking charges option
- Little enthusiasm for proposed Sunday parking charges
- Significant support for more pragmatic approach to residential parking in new housing developments
- Overwhelming support for policy and process on residents' parking zones
- Majority support for council's approach to parking enforcement

Local Responses

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Next Steps

- Sept-Nov: Area Boards' feedback presentations
- Oct-Nov: consideration of consultation responses
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ENVIRONMENT SELECT COMMITTEE

EXTRACT FROM THE MINUTES OF THE ENVIRONMENT SELECT COMMITTEE MEETING HELD ON 12 JANUARY 2010 IN COMMITTEE ROOM III, COUNTY HALL, TROWBRIDGE.

Present:

Cllr Chuck Berry, Cllr Rosemary Brown (Vice Chairman), Cllr Nigel Carter, Cllr Brian Dalton, Cllr Peter Doyle, Cllr Jose Green, Cllr Mollie Groom (Chairman), Cllr Alan Hill, Cllr Chris Humphries, Cllr Tom James MBE, Cllr Ian McLennan, Cllr Stephen Oldrieve and Cllr Leo Randall.

Also Present:

Cllr Dick Tonge, Cllr Stuart Wheeler, Cllr Toby Sturgis and Cllr Richard Gamble

41. Scrutiny of Car Parking

(ii) Review of Wiltshire Local Transport (LTP) – Parking Plan

A report was submitted by the Corporate Director for Transport, Environment and Leisure, which set out the proposed methodology and timescale for reviewing the Local Transport Plan – Parking Plan.

The review would take account of new national, regional and local policies and would form part of the emerging Local Development Framework (LDF) – Wiltshire Core Strategy and Wiltshire LTP3. A draft of which would be consulted on September to November 2010 with the final LTP3 published at the end of March 2011.

Cllr Dick Tonge, Cabinet Member - Car Parking, attended the meeting to answer any questions arising from the report.

Ensuing discussion included a request that the terminology contained within the report should be simplified with an explanation of some of the elements therein; how the banding categories (detailed in paragraph 19 of the report) had been devised and whether these were movable and the extend of involvement from the area boards.

Clarification was provided that the process had not yet been determined regarding the banding categories outlined in paragraph 19 of the report and that the committee felt that area boards should be used for consultation

purposes only as it was felt inappropriate for area boards to have full responsibility for parking charges within their respective areas.

Clarification was also provided that Mouchel were to undertake the consultation process as part of pre-existing contractual arrangements. A Copy of the consultant's brief will be circulated to members of the committee.

Cllr Alan Hill moved that paragraph 20 of the report be amended to read:

That the Area Boards should have a chance to consider and be consulted upon regarding car parking charges in their area and to make any recommendations through the Executive.

Upon vote the motion was passed.

Resolved:

- 1) To note the report with amended paragraph 20 as outlined above;**
and
- 2) To receive an update on the Wiltshire Local Transport Plan – Parking Plan in May 2010.**