

## AGENDA

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**Meeting:** Cabinet  
**Place:** Kennet Room - County Hall, Trowbridge BA14 8JN  
**Date:** Tuesday 17 March 2015  
**Time:** 10.30 am

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### Membership:

Cllr Jane Scott OBE	Leader of the Council
Cllr John Thomson	Deputy Leader and Cabinet Member for Communities, Campuses, Area Boards and Broadband
Cllr Fleur de Rhé-Philippe	Cabinet Member for Economic Development, Skills and Strategic Transport
Cllr Keith Humphries	Cabinet Member for Health (including Public Health) and Adult Social Care
Cllr Laura Mayes	Cabinet Member for Children's Services
Cllr Jonathon Seed	Cabinet Member for Housing (excluding strategic housing), Leisure, Libraries and Flooding
Cllr Toby Sturgis	Cabinet Member for Strategic Planning (strategic and development management), Property, Waste and Strategic Housing
Cllr Dick Tonge	Cabinet Member for Finance, Performance, Risk, Systems Thinking, Procurement and Welfare Reform
Cllr Stuart Wheeler	Cabinet Member for Hubs, Governance (including information management), Support Services (HR, Legal, ICT, Business Services, Democratic Services), Heritage & Arts and Customer Care
Cllr Philip Whitehead	Cabinet Member for Highways and Transport

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Please direct any enquiries on this Agenda to Yamina Rhouati, of Democratic Services, County Hall, Trowbridge, direct line 01225 718024 or email [Yamina.Rhouati@wiltshire.gov.uk](mailto:Yamina.Rhouati@wiltshire.gov.uk)

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## Part I

### Items to be considered while the meeting is open to the public

Key Decisions Matters defined as 'Key' Decisions and included in the Council's Forward Work Plan are shown as 

1 **Apologies**

2 **Minutes of the previous meeting** (*Pages 7 - 16*)

To confirm and sign the minutes of the Cabinet meeting held on 10 February 2015.

3 **Declarations of Interest**

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

4 **Leader's announcements**

5 **Public participation and Questions from Councillors**

The Council welcomes contributions from members of the public. This meeting is open to the public, who may ask a question or make a statement. Questions may also be asked by members of the Council. Written notice of questions or statements should be given to Yamina Rhouati of Democratic Services by 12.00 noon on 11 March 2015. Anyone wishing to ask a question or make a statement should contact the officer named above.

6 **Car Parking Review** (*Pages 17 - 562*)

 Report by Dr Carlton Brand, Corporate Director.

7 **Adoption Agency Six Month Report** (*Pages 563 - 580*)

 Report by Carolyn Godfrey, Corporate Director.

8 **2014 Staff Survey Results** (*Pages 581 - 586*)

Report by Carolyn Godfrey, Maggie Rae and Dr Carlton Brand, Corporate Directors.

9 **Report on Treasury Management Strategy 2014-15 - Third Quarter ended 31 December 2014** (*Pages 587 - 606*)

Report by Carolyn Godfrey, Corporate Director.

10 **School Admission 2016/17** (*Pages 607 - 680*)

Report by Carolyn Godfrey, Corporate Director.

11 **Housing Board Annual Report** (*Pages 681 - 694*)

Report by Maggie Rae, Corporate Director.

12 **Urgent Items**

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

13 **Exclusion of the Press and Public**

This is to give further notice in accordance with paragraph 5 (4) and 5 (5) of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012 of the intention to take the following item in private.

To consider passing the following resolution:

To agree that in accordance with Section 100A(4) of the Local Government Act 1972 to exclude the public from the meeting for the business specified in Item Number 14 because it is likely that if members of the public were present there would be disclosure to them of exempt information as defined in paragraph 3 of Part I of Schedule 12A to the Act and the public interest in withholding the information outweighs the public interest in disclosing the information to the public.

Reason for taking item in private:

Paragraph 3 - information relating to the financial or business affairs of any particular person (including the authority holding that information).

**Part II**

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

14 **Growth Deal** (*Pages 695 - 704*)

🔑 Report by Dr Carlton Brand, Corporate Director.

The items on this agenda reflect the key goals of Wiltshire Council, namely 'To protect those who are most vulnerable', 'To boost the local economy – creating and safeguarding jobs' and 'To support and empower communities to do more for themselves'.


## CABINET

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MINUTES of a MEETING held in COUNCIL CHAMBER - COUNTY HALL,  
TROWBRIDGE BA14 8JN on Tuesday, 10 February 2015.

Cllr Jane Scott OBE	Leader of the Council
Cllr John Thomson	Deputy Leader and Cabinet Member for Highways and Streetscene and Broadband
Cllr Fleur de Rhé-Philipe	Cabinet Member for Economic Development, Skills and Strategic Transport
Cllr Keith Humphries	Cabinet Member for Public Health, Protection Services, Adult Care and Housing (exc strategic housing)
Cllr Jonathon Seed	Cabinet Member for Communities, Campuses, Area Boards, Leisure, Libraries and Flooding
Cllr Toby Sturgis	Cabinet Member for Strategic Planning, Development Management, Strategic Housing, Property, Waste
Cllr Dick Tonge	Cabinet Member for Finance, Performance, Risk, Procurement and Welfare Reform
Cllr Stuart Wheeler	Cabinet Member for Hubs, Heritage & Arts, Governance (including information management), Support Services (HR, Legal, ICT, Business Services, Democratic Services)
Also in Attendance:	Cllr Roy While, Cllr Simon Killane, Cllr Christine Crisp, Cllr David Jenkins, Cllr Bill Moss, Cllr Glenis Ansell and Cllr Chris Caswill

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Key Decisions Matters defined as 'Key' Decisions and included in the Council's Forward Work Plan are shown as 

### 13 **Apologies**

Apologies were received from Councillor Laura Mayes.

### 14 **Minutes of the previous meeting**

The minutes of the meeting held on 20 January 2015 were presented.

#### **Resolved:**

**To approve as a correct record and sign the minutes of the meeting held on 20 January 2015.**

### 15 **Declarations of Interest**

There were no declarations of interest.


## 16 **Leader's announcements**

There were no formal announcements.

## 17 **Public participation and Questions from Councillors**

The Leader stated that there were a number of public questions, and registered speakers, in relation to the Draft Chippenham Site Allocations Plan; she proposed to take these prior to the debate on the relevant item; and that if any member of the public wished to make a statement, or ask a question, she was happy for them to do so.

## 18 **Draft Chippenham Site Allocations Plan**

 Councillor Toby Sturgis presented a report which sought Cabinet's approval for the Draft Chippenham Site Allocations Plan and to progress it through formal consultation to submission, with submission to the Secretary of State being subject to Council approval.

The Leader referred to the questions, and written responses, submitted by Members of the Public and Councillor Chris Caswill that had been circulated as a supplementary paper to the agenda and appended to the signed minutes of this meeting.

In response to a question from Councillor Chris Caswill, Ian Gibbon, Associate Director – Legal & Governance, recognised the position of the Council as landowner and planning authority. These positions would be kept separate, dealt with openly and transparently and be appropriately managed.

In response to a question from Councillor Chris Caswill, Councillor Toby Sturgis stated that he would give a written answer providing more detail on the approach to gross value referenced in the original answer to question h).

In response to a question from Ian James, Councillor Toby Sturgis stated that he happy with the approach that the Council had taken to make reasonable estimates as to the costs of infrastructure such as bridges; and that the Eastern Link Road would become a priority for the Council if the proposed site allocations plan is adopted as currently presented.

In response to a question from Councillor Chris Caswill, Councillor Toby Sturgis stated that Council submitted a lower housing figure for Chippenham as part of the Wiltshire Core Strategy and the inspector disagreed. The proposed new housing in the Chippenham Plan is an increase of approximately 10% on the Adopted Core Strategy figure for Chippenham.

In response to a statement from Councillor Chris Caswill, Councillor Toby Sturgis stated he felt that the policy on Country Parks was robust enough to

protect the River Avon Corridor; and that an eastern link road should alleviate the traffic problems.

In response to a question from Helen Stuckey, Councillor Toby Sturgis stated the cost estimates for bridges had been checked against similar schemes, and were the best estimates available.

In response to a question from Ian James, Councillor Toby Sturgis stated that whilst members of the public would be able to submit objections to the proposed sites, evidence as to why they are considered unsuitable and alternatives that would enable the projected development to take place would be more constructive. Furthermore that the Environment Agency, responsible for advising on flooding matters, would be taking the impact of climate change into account; and that sustainable urban drainage system proposed as part of the development of sites should result in less run off water than currently.

In response to a question from Kim Stuckey, Councillor Toby Sturgis stated that he would give a written answer sign posting the evidence as to why the site in the Bremhill Parish had been preferred; and he advised that any Neighbourhood Plan should consider how it fits with the finalised Sites Allocation Plan.

In response to a question from Kim Stuckey, Councillor Toby Sturgis stated the evidence supporting the sustainability of the sites was contained in the report; that if robust evidence was presented that significantly undermined the site preferences then the Council would have to consider its options; that the site selection criteria is set out in the report; that areas outside of the Chippenham Community Area were included in the landscape assessment as they were affected by the proposals; that similar overlaps with neighbouring community areas happened in the west with the Corsham Community Area; and that a written answer would be given regarding what consultation events had already taken place.

In response to a question from Richard Hames, Councillor Toby Sturgis stated the route of any possible roads would be discussed at the Masterplan stage; that there were opportunities within the consultation period for members of the public to meet with officers to discuss their views; and that impact of the proposals on primary healthcare is being considered as part of the Plan.

In response to a question from Sarah Smith, Councillor Toby Sturgis stated that the affordable housing target was for 40% on the proposed sites, not a 40% target for the whole of the town.

In response to a question from Owen Inskip, Councillor Toby Sturgis stated that whilst he recognised that pylons were unattractive the cost of placing underground could be considered prohibitive; and that the sustainability report should be made available shortly.

In response to a question from Mr Perry, Councillor Toby Sturgis stated that it was not always in the best interests of the Council or the community to put a site on the open market, as to do so might prevent appropriate development and not achieve best value; that although there had been some smaller areas of dispute, developers had put millions of pound into infrastructure for Chippenham; that the centre of Chippenham required mixed development to ensure its sustainability; that the high street had a lower than average vacancy rate; and that the Council would seek 40% affordable housing where appropriate.

In response to a question from Stephen Eades, Councillor Toby Sturgis stated that Wiltshire Council has a duty as the Local Planning Authority to consider all applications in accordance with the development plan; and that the sooner the Chippenham Plan can be progressed, then the stronger the Council's position would be.

In response to a question from David Levy, Councillor Toby Sturgis stated if villages wanted more affordable homes then they could include this in their Neighbourhood Plans; and that the Council regularly surveys rural communities to assess housing need.

In response to a question from Ian James, Councillor Toby Sturgis stated that he would be happy to meet to discuss the government's policy on conversion of rural properties to residential; and thought that the current policy may not always be conducive to sustainable development

In response to a question from Ms Cord, Councillor Toby Sturgis stated that although officers will collate and consider consultation responses, all consultation responses would be sent to the Inspector; and that it was for the inspector to decide what evidence he/she would examine.

In response to a question from Mr Whittard, Councillor Toby Sturgis stated that the Inspector's figure for the number of houses was a minimum requirement and that the proposed additional housing would generate sufficient contributions to enable infrastructure investment to the benefit of the town; and that the issue of downloading large documents would be addressed.

Councillor Christine Crisp, as local member for one of the areas affected, stated that she appreciated the time given to the public at the meeting and encouraged people to submit their views to the consultation.

Councillor Fleur De Rhe-Philippe commended the officers for drafting a report that was written in such a way to make it more accessible to the public.

**Resolved:**

**That Cabinet:**



- (i) Approves the Draft Chippenham Site Allocations Plan, as set out in Appendix 1 subject to amendment in (iii), for a six week statutory consultation period starting the week commencing 23 February 2015.**
- (ii) Endorses the Draft Chippenham Site Allocations Plan, as set out in Appendix 1 subject to amendment in (iii), and recommends that Council approve the document for the purpose of Submission to the Secretary of State subject to there being no representations received during the consultation which, the Associate Director for Economic Development and Planning in consultation with the Associate Director for Legal and Governance and the Cabinet Member for Strategic Planning, Development Management, Strategic Housing, Property and Waste consider to raise issues on the soundness of the Strategy requiring further consideration by Cabinet.**
- (iii) Authorises the Associate Director for Economic Development and Planning in consultation with the Cabinet Member for Strategic Planning, Development Management, Strategic Housing, Property and Waste to: make any necessary minor changes to the Draft Chippenham Site Allocations Plan in the interests of clarity and accuracy before it is published; make arrangements for consultation; propose further minor changes in response to the consultation, and subsequently submission in accordance with (ii).**

Reason for Decision:

To ensure that progress continues to be made on maintaining an up-to-date development plan for Wiltshire, in line with the timetable set out in the Council's recently approved Local Development Scheme and statutory requirements. In accordance with legislative requirements, the Council will need to approve the submission of the Draft Chippenham Site Allocations Plan to the Secretary of State for examination.

## **19 Revenue Budget Monitoring - Period 9 - 2014/2015**

Councillor Dick Tonge presented a report which advised members of the revenue budget monitoring position as at the end of period 9 (end of December 2014) for the financial year 2014/2015 with suggested actions as appropriate.

In the course of the presentation and the discussion, the issues discussed included: the movements in the budget since the last reporting period; the impact of the economy on demand for waste disposal services; and the tax collection rates.

**Resolved:**

**That Cabinet note the outcome of the period 9 (end of December) budget monitoring.**

Reason for Decision:

To inform effective decision making and ensure a sound financial control environment.

## 20 **Capital Monitoring - Period 9 - 2014/2015**

Councillor Dick Tonge presented a report which informed Cabinet on the position of the 2014/2015 Capital Programme as at Period 9 (31 December 2014), including highlighting budget changes. A budget monitoring report to members is taken to Cabinet Capital Assets Committee quarterly in September, December, February and June. This report focuses on major variations in budget.

In response to a question from Councillor Jon Hubbard, Michael Hudson, Associate Director – Finance, stated that the revenue savings resulting from the reduction in capital borrowing were identified in the Revenue Budget Monitoring report.

**Resolved:**

**That Cabinet note the budget movements undertaken to the capital programme (shown in Appendices A and B of the report).**

Reason for Decision:

To inform Cabinet of the position of the 2014/2015 capital programme as at Period 9 (31 December 2014), including highlighting any budget changes.

## 21 **Council Tax Reduction Scheme**

**Key** Councillor Dick Tonge presented a report which provided an update on the introduction of the Council Tax Reduction scheme which was introduced in April 2013. The report outlined the impact of the scheme at the end of its first year in operation, specifically on collection rates in Wiltshire and in comparison with neighbouring authorities.

In the course of the presentation and the discussion, the issues discussed Included: how the Council has responded to changes in Government policy; how the Council's approach compares to other authorities; the creation of a discretionary fund to support those in difficulty; and how the position on empty homes would be clarified.

Councillor Dick Tonge introduced two recommendations in addition to those outlined in the report. The purpose of these amendments would be to allow the Council to take a more joined-up approach to the management of claimant debt; and enable the Council to engage with customers to manage debt and finances in a structured and formal way.

**Resolved:**

- (i) To confirm the £200,000 discretionary fund, in the budget is made available to support those households with multiple debts. The report is supplied with a policy, procedure and equality impact assessment to support the introduction of the new fund.**
- (ii) To agree to close a loophole identified in the administration of the council tax charged on empty homes and to propose the minimum duration of six weeks a property must be occupied before another period of discount or exemption can apply.**
- (iii) To agree that in all other aspects the council scheme remains unchanged in 2015-16.**
- (iv) That work is carried out to identify and implement a more coordinated approach to managing debt that avoids duplication within the Council.**
- (v) That key staff be trained and qualified to deliver financial support and personal budgeting.**

Reason for Decision:

The local council tax reduction scheme is unique to Wiltshire and was introduced with a range of other welfare reforms. There is an obligation to review the scheme annually and to determine whether the changes justify public consultation. The proposals are based on the outcomes and findings from the first full year of operating the scheme and the research carried out on the impact of schemes in other local authorities.

## **22 Treasury Management Strategy 2015/16**

Councillor Dick Tonge presented a report which asked Cabinet to consider and recommend that the Council approve the Prudential and Treasury Indicators, together with the Treasury Management Strategy for 2015-16.

In the course of the presentation and the discussion, the issues discussed included: the elements of the strategy that had remained unchanged from the previous year's strategy; the changes to legislation that placed more of the balance of risk on depositors; the effect this may have on credit ratings; and that

the Council is monitoring developments in the process to develop a municipal bond agency.

**Resolved:**

**The Cabinet approve the following and recommend that the Council:**

- (i) Adopt the Prudential and Treasury Indicators (Appendix A);**
- (ii) Adopt the Annual Investment Strategy (Appendix B), subject to the need for future amendment resulting from any potential change in the minimum requirements for high credit quality and authorise the Associate Director, Finance, Revenues & Benefits and Pensions to amend the Strategy accordingly, unless he considers the amendment(s) to be of major significance, in which case formal Council approval will be sought at the earliest opportunity;**
- (iii) Delegate to the Associate Director, Finance, Revenues & Benefits and Pensions the authority to vary the amount of borrowing and other long term liabilities within both the Treasury Indicators for the Authorised Limit and the Operational Boundary;**
- (iv) Authorise the Associate Director, Finance, Revenues & Benefits and Pensions to agree the restructuring of existing long-term loans where savings are achievable or to enhance the long term portfolio;**
- (v) Agree that short term cash surpluses and deficits continue to be managed through temporary loans and deposits; and**
- (vi) Agree that any surplus cash balances not required to cover borrowing are placed in authorised money-market funds, particularly where this is more cost effective than short term deposits and delegate to the Associate Director, Finance, Revenues & Benefits and Pensions the authority to select such funds.**

Reason for Decision:

To enable the Council to agree a Treasury Management Strategy for 2015-16 and set Prudential Indicators that comply with statutory guidance and reflect best practice.

**23 Wiltshire Council's Financial Plan 2015/16**

**Key** Councillor Dick Tonge presented a report which provided an assessment in advance of draft proposals going to Council to set a budget for 2015/16 and the impact on Council Tax, rents, fees and charges, the capital programme, schools overall budgets, as well as Council reserves.

The Leader also invited the following Members to speak to the item: Councillor Simon Killane, as Chair of Overview & Scrutiny Chair; Councillor Christine Crisp, as Chair of Health Select Committee; Councillor Jon Hubbard, as Leader of the Liberal Democrat Group and chairman of Children's Select Committee; Councillor Roy While, as members of the Financial Planning Task Group; and Councillor Chris Caswill.

In the course of the presentation and the discussion, the issues discussed included: the consultations with the representatives of the Trade Unions; that the results of public consultation would be published in time for consideration by Council; that the work of the Scrutiny Task Group was praised; the benefit of involving the individual Select Committees; that the Liberal Democrat Group would present their amendments to the Overview & Scrutiny Committee; and that whilst some base budgets may be protected, that additional demographic and policy changes would increase demand on revenue.

In response to a question from Councillor Chris Caswill, Carolyn Godfrey, Corporate Director, stated that although Ofsted had taken over responsibility for an aspect of their work, resulting in a reduction in the budget, Early Years Advisory Teachers remained a key support role and there would not be reductions in frontline support.

**Resolved:**

**That Cabinet recommend to Council that it:**

- (a) Endorses the update of the Financial Plan for 2015/16.**
- (b) Approves the savings and investment proposals summarised at Sections 9 and 7 respectively of this report and at Appendix 1, to provide a net revenue budget for 2015/16 of £314.983 million.**
- (c) To:**
  - (i) Freeze Wiltshire Council's element of the Band D council tax for 2015/16 £1,222.43, as calculated in accordance with statute, as set out in Section 10 of this report.**
  - (ii) Set the Council's total net expenditure budget for 2015/16 at £314.983 million.**
  - (iii) Set a 2.2% increase for dwelling rents in accordance with rent restructuring;**
  - (iv) Set the HRA Budget for 2015/16 as set out at Appendix 1G of this report.**

- (v) **That all other service charges related to the HRA be increased by 2.2%, including garage rents.**
- (vi) **Approve the Capital programme proposed at Appendix 1F of this report.**
- (vii) **Set the changes in fees and charges set out in detail at Section 8 of and at Appendix 1H of this report.**

Reason for Decision:

To enable the Council to set its revenue, capital, housing revenue accounts, fees and charges, levels of reserves and resultant Council Tax for 2015/16 to then issue Council Tax and rent bills. To provide the Council with a strong business and financial plan for sustainable delivery for 2013-17.

## 24 **Urgent Items**

There were no urgent items.

(Duration of meeting: 10.30 am - 1.01 pm)

These decisions were published on the Friday 13 February 2015 and will come into force on Monday 23 February 2015.
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The Officer who has produced these minutes is Yamina Rhouati, of Democratic Services, direct line 01225 718024 or e-mail [yamina.rhouati@wiltshire.gov.uk](mailto:yamina.rhouati@wiltshire.gov.uk)  
Press enquiries to Communications, direct line (01225) 713114/713115

**Wiltshire Council**

**Cabinet**

**17 March 2015**

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

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

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

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

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## **Executive Summary**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Proposals

That Cabinet:

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

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



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

necessary to accord with the revised guidance.

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

**Reason for Proposals**

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

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

## Wiltshire Council

### Cabinet

17 March 2015

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

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

Councillor Philip Whitehead - Cabinet Member for Highways and Transport

**Key Decision:** Yes

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### Purpose of Report

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

### Relevance to the Council's Business Plan

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

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

The car parking strategy can:

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

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

The car parking strategy can:

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

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

The car parking strategy can:

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

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

The car parking strategy can:

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

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

The car parking strategy can:

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

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

The car parking strategy can:

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

## **Background**

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

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

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

### Pre-Consultation Exercise

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

### Car Parking Review Task Group

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

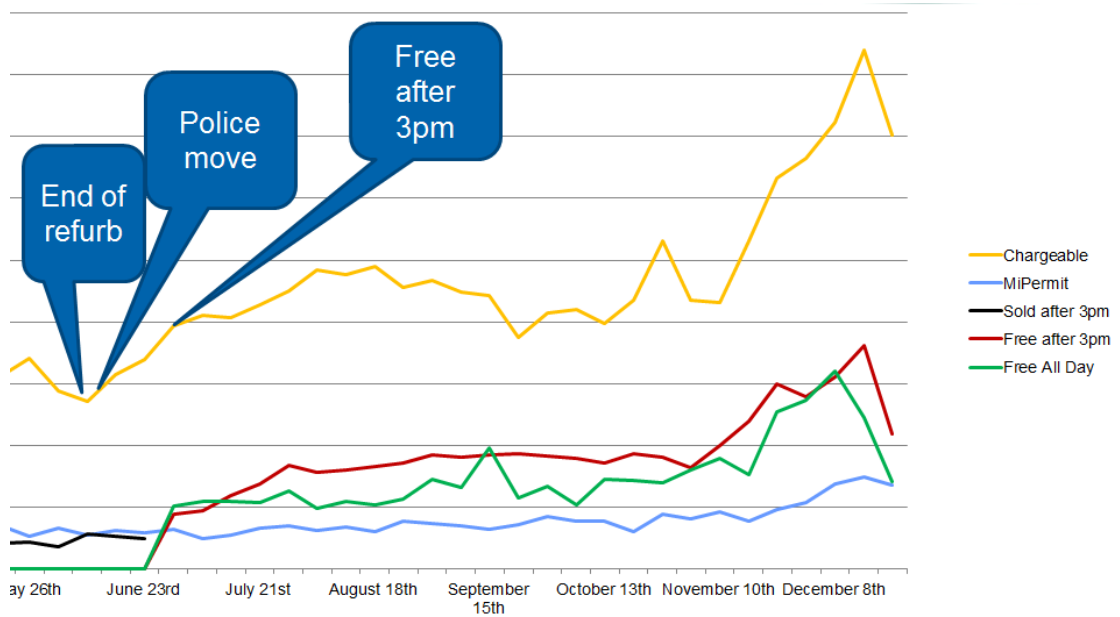
### **In Review Parking Trials**

#### Culver Street Car Park, Salisbury

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

Table 1: Culver Street usage data

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

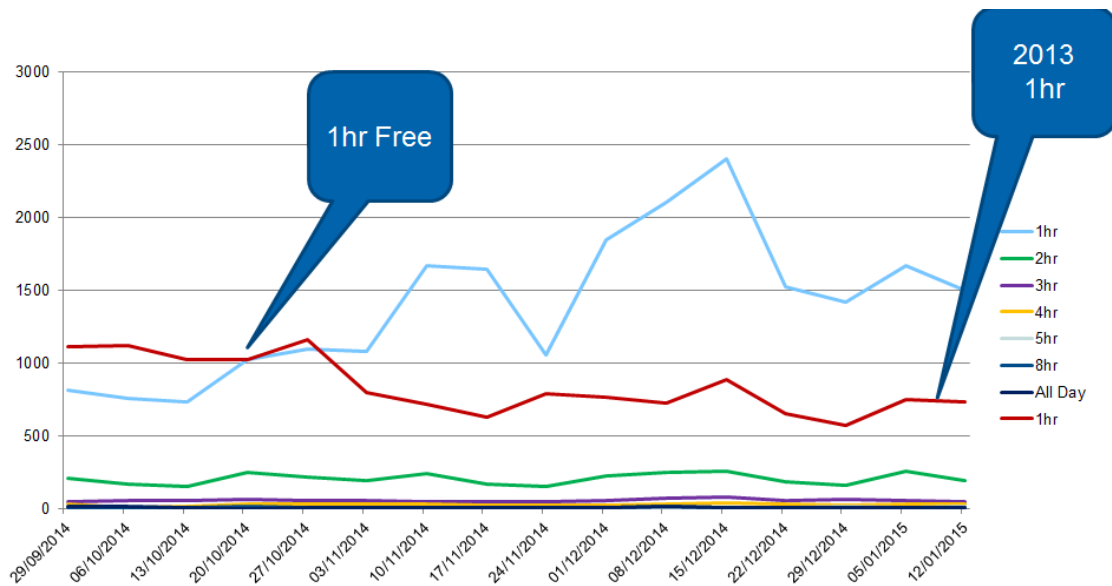


Westbury

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

Table 2: Westbury usage data

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



### Investigating New Technologies

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

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

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

### **Car Park Signage**

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

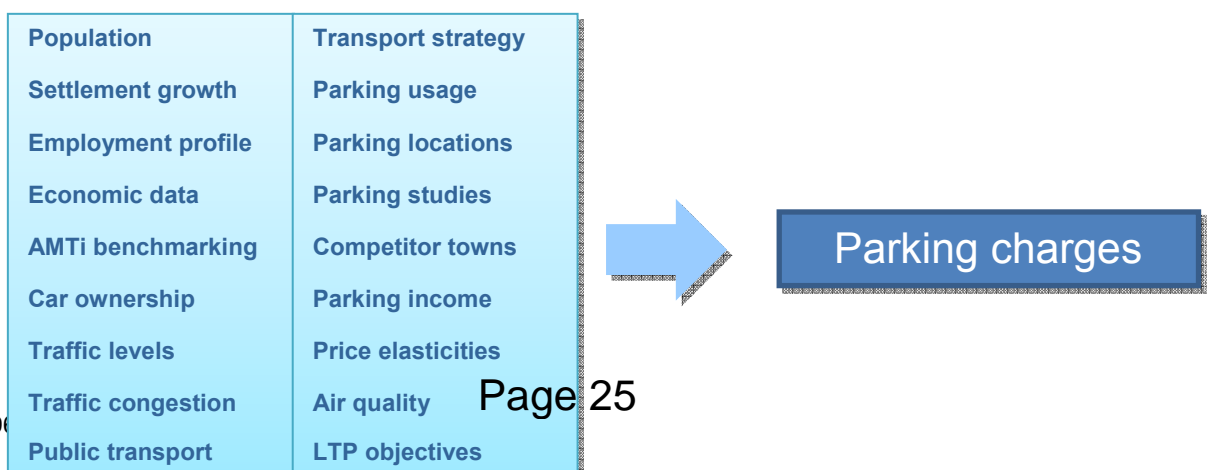


## Public Consultation

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

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

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



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

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

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

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

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

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

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

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

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

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

## Main Considerations for the Council

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

### Aims of Parking Review (Question 1)

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

The majority of consultees supported:

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

21.6% Disagree  
13.0% Neither

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

67.4% Agree  
22.0% Disagree  
10.6% Neither

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

75.2% Agree  
10.9% Disagree  
13.9% Neither

#### Charging Exemption Options (Question 2)

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

The majority of consultees supported:

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

69.6% Agree  
19.8% Disagree  
10.6% Neither

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

60.3% Agree  
23.4% Disagree  
16.3% Neither

The majority of consultees did not support:

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

24.3% Agree  
59.1% Disagree  
16.7% Neither

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

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

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

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

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

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

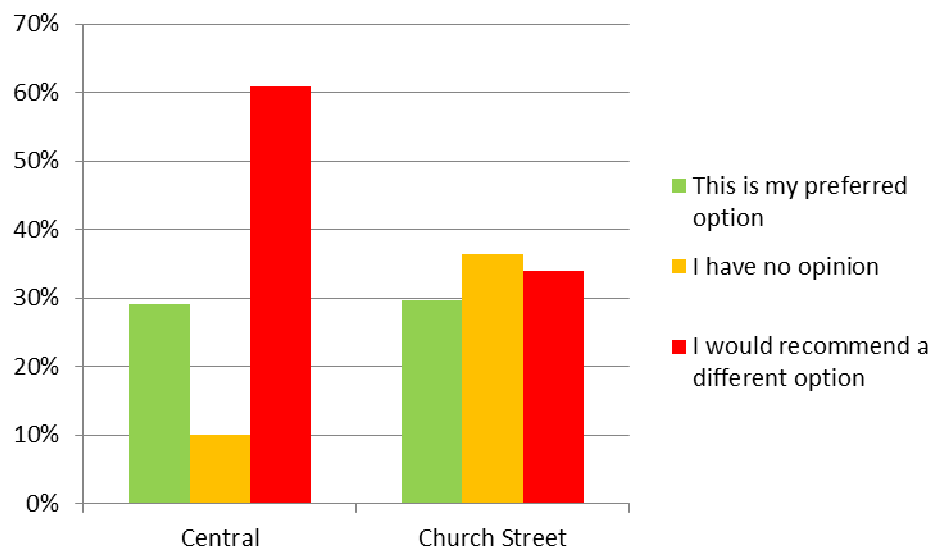
32.3% Agree  
46.8% Disagree  
20.9% Neither

## Individual car park questions

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

### Amesbury

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

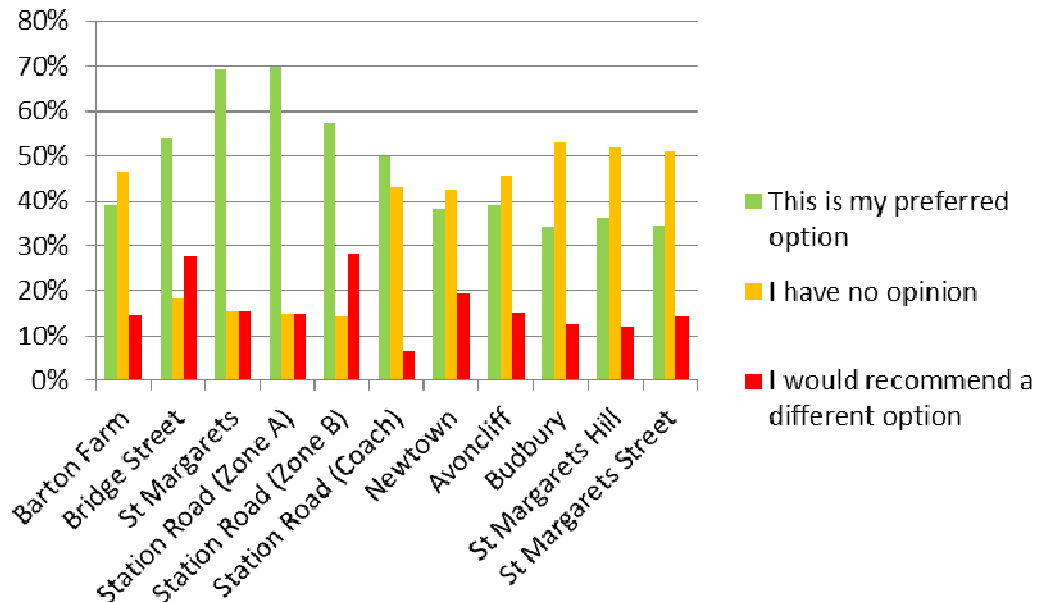


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

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

## Bradford on Avon

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



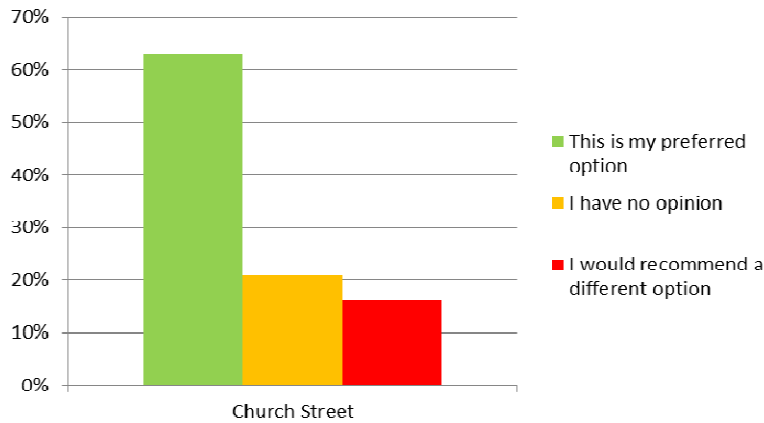
Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

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

## Calne

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



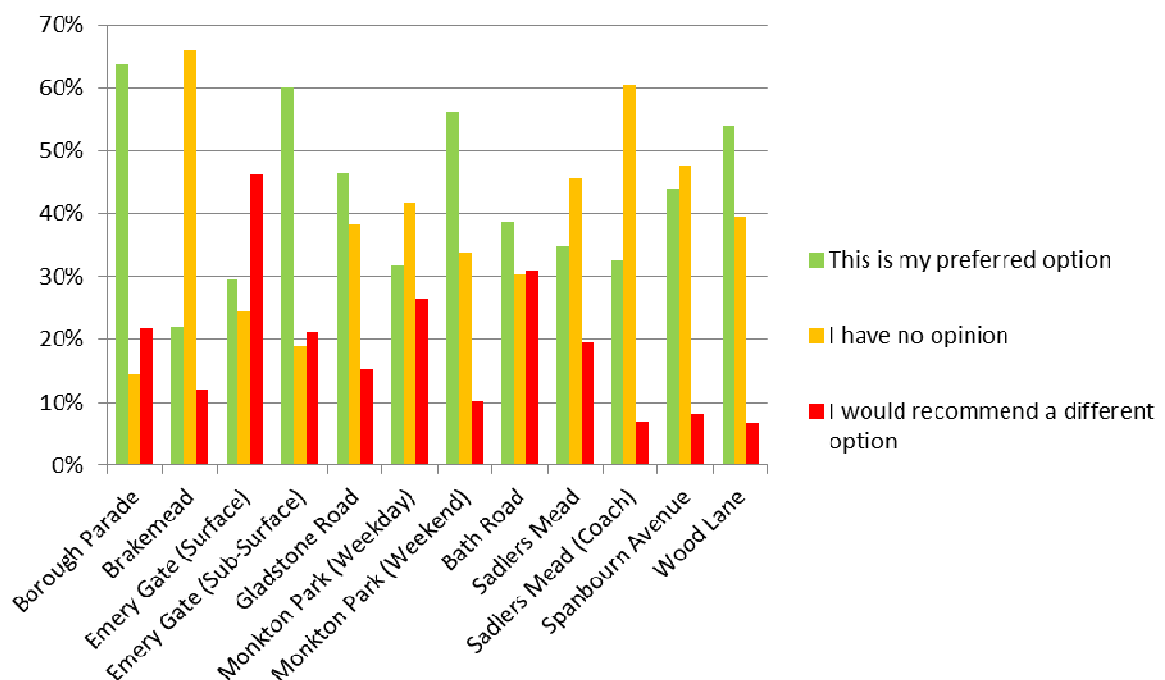


Examples of some of the main points/themes identified from comments where respondents selected 'I would recommend a different option' are provided below:

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

### Chippenham

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

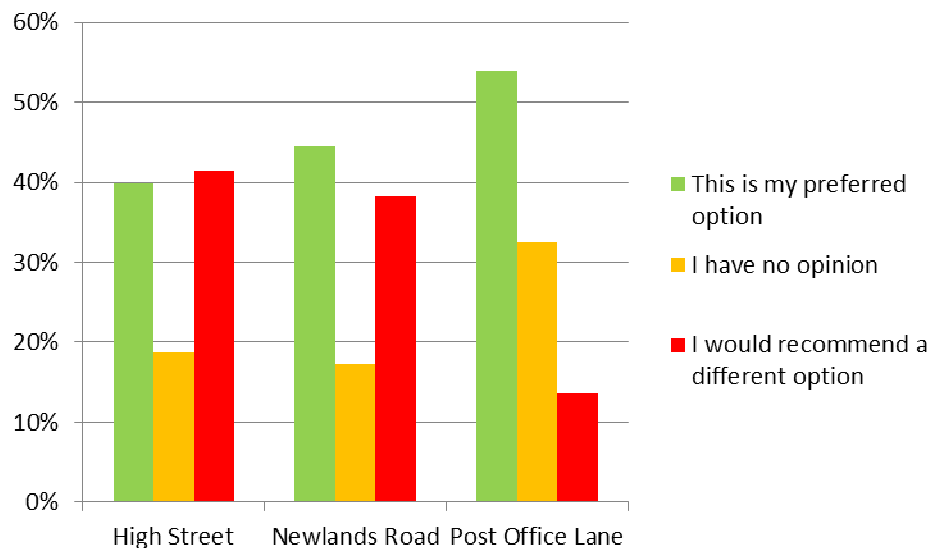


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

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

### Corsham

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

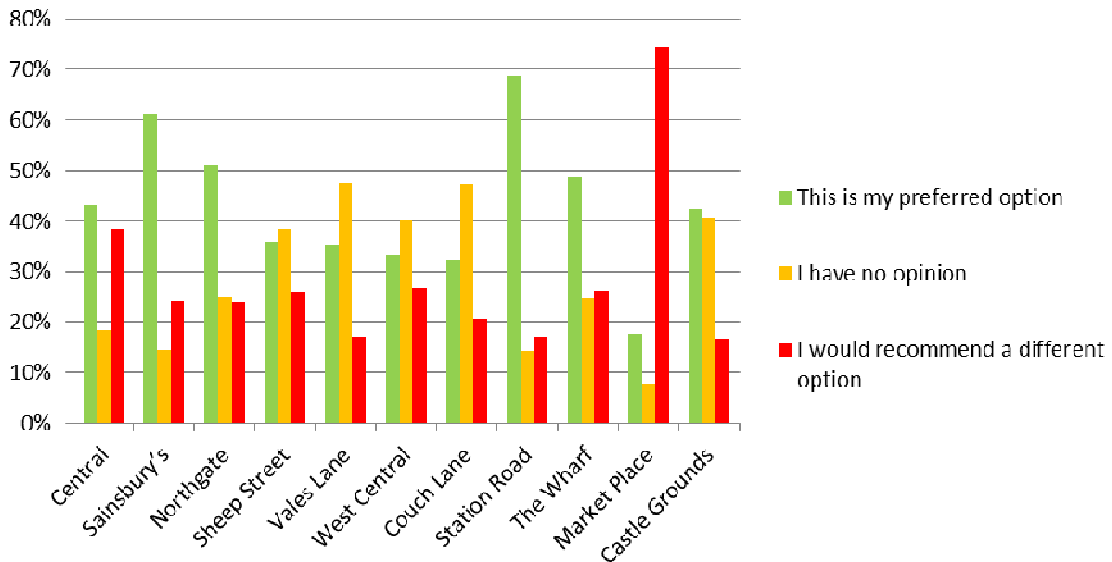


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

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

## Devizes

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

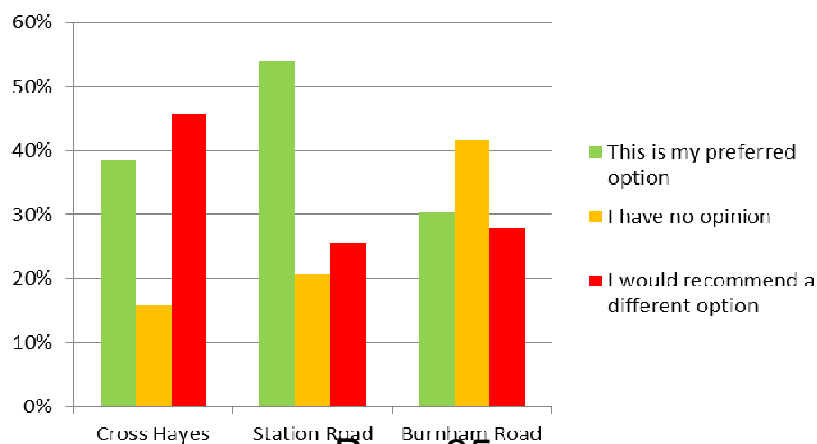


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

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

## Malmesbury

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

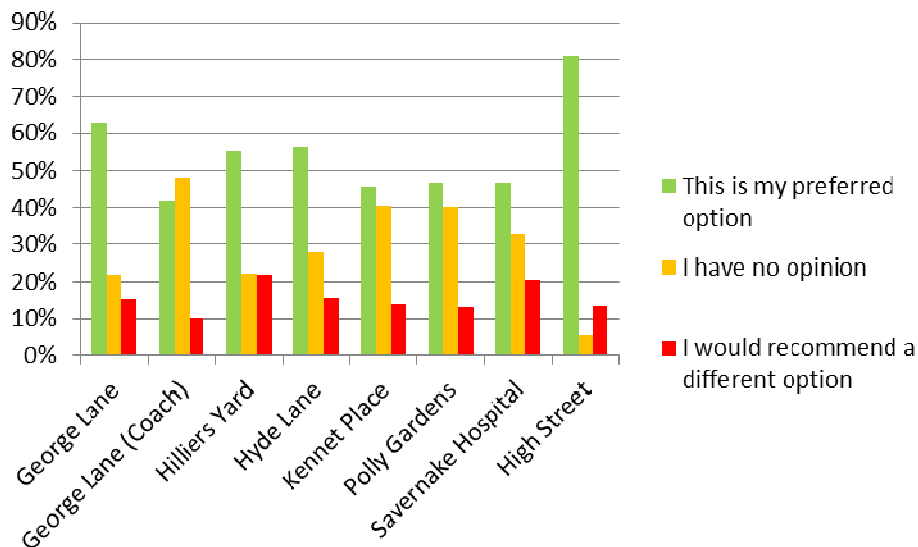


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

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

### Marlborough

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



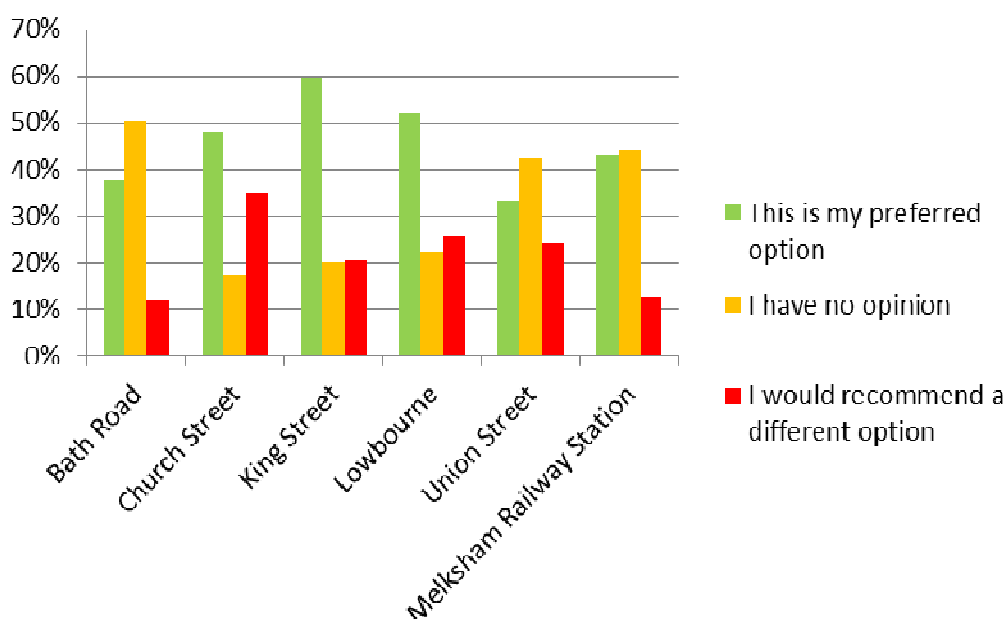
Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

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

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

### Melksham

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



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

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

### Royal Wootton Bassett

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

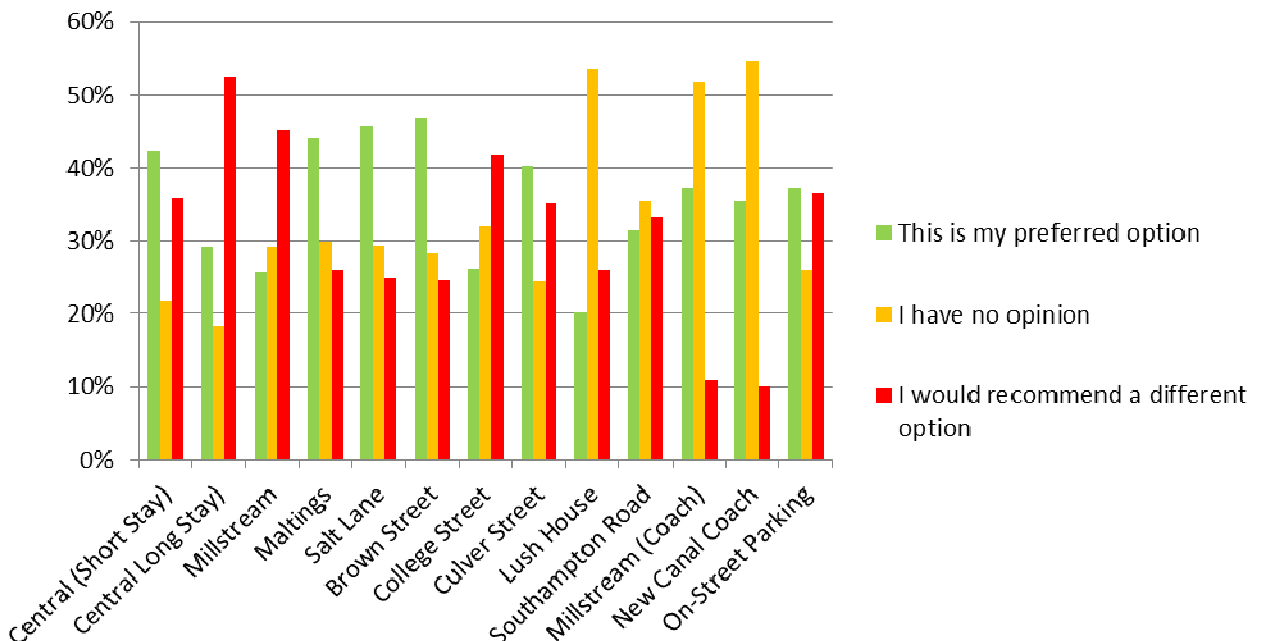


Examples of some of the main points/themes identified from comments where respondents selected 'I would recommend a different option' are provided below:

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

Salisbury

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



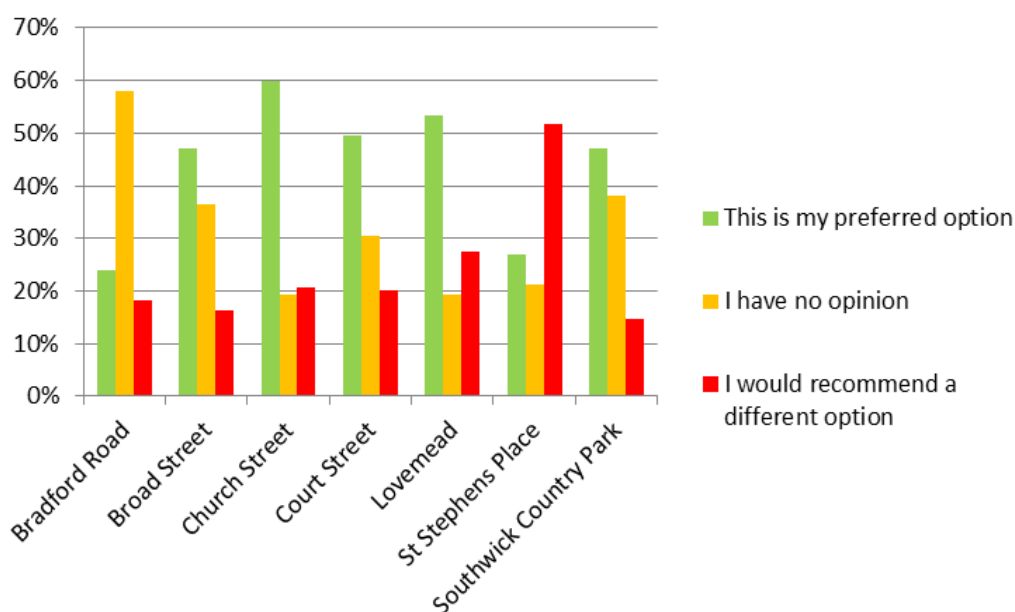
Examples of some of the main points/themes identified from comments where respondents selected 'I would recommend a different option' are provided below:

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

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

### Trowbridge

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

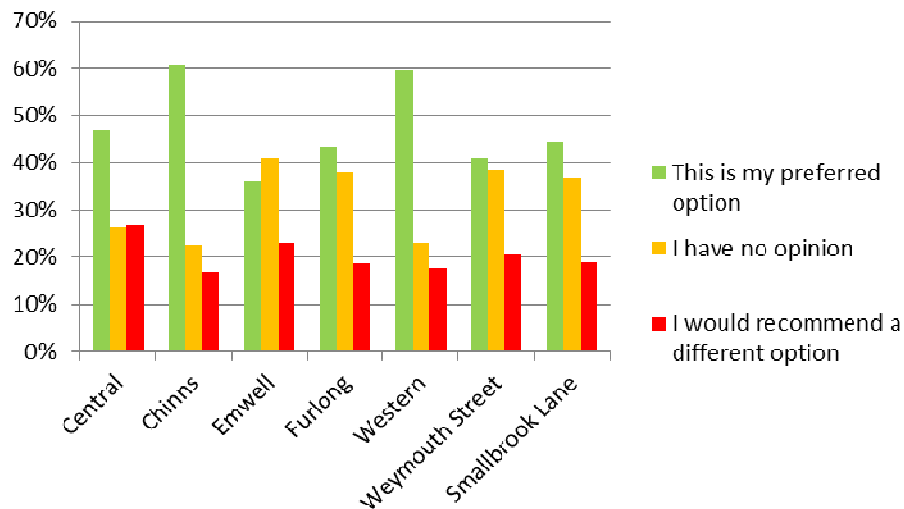


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

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

## Warminster

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

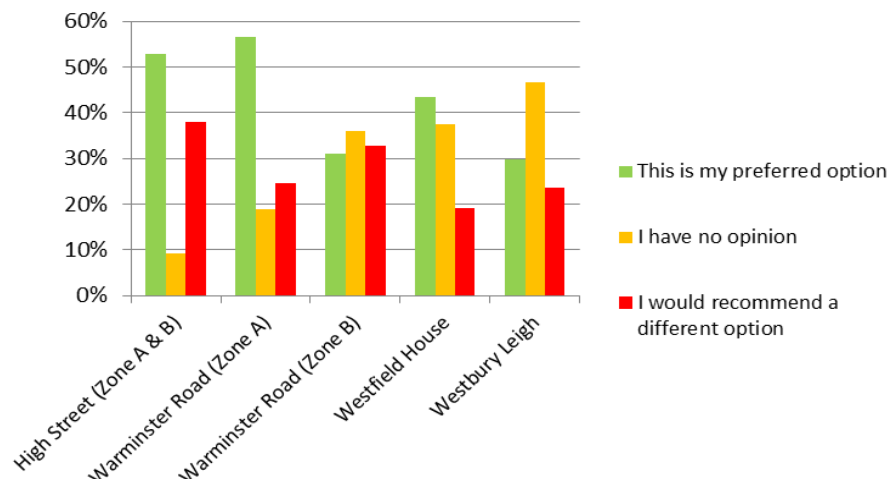


Examples of some of the main points/themes identified from comments where respondents selected '*I would recommend a different option*' are provided below:

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

## Westbury

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





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

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

## Workshops

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

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

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

## Developing Recommended Parking Charges

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

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

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

### **Amesbury**

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

### **Bradford on Avon**

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

### **Calne**

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

### **Chippenham**

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

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

### **Corsham**

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

### **Devizes**

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

- West Central
- The Wharf

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

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

### **Malmesbury**

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

### **Marlborough**

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

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

### **Melksham**

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

### **Royal Wootton Bassett**

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

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

## Salisbury

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

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

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

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

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

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

### **Trowbridge**

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

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

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

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

### **Warminster**

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

### **Westbury**

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

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

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



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

### **Property Asset Review**

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

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

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

### **Localism**

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

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

### **Other Policies and Processes**

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

### Parking Standards

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

### Town Parking Reviews and Residents' Parking Zones

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

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

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

**Traffic Regulation Order Timetable**

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

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

**Safeguarding Considerations**

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

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

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

## **Public Health Implications**

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

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

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

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

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

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

## **Environmental and Climate Change Considerations**

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

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

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

**Table 4: SEA Topics**

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

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

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

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

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

## Equalities Impact of the Proposal

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

### Age:

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

### Disability:

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

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

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

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

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



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

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

## **Risk Assessment**

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

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

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

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

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

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

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

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

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

### **Financial Implications**

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

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

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

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

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

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

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

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

## **Procurement Implications**

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

### Pilots

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

### Current contracts

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

## **Legal Implications**

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

## **Options Considered**

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

## **Conclusions**

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

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

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

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

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

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6 March 2015

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

None.

**Appendices**

Appendix 1 – LTP Car Parking Strategy

Appendix 2 – Scrutiny Task Group Recommendations

Appendix 3 – Town Profile Example

Appendix 4 – Town Council Responses (Non questionnaire)

Appendix 5 – Questionnaires

Appendix 6 – Graphical analysis of questions 1 and 2

Appendix 7 – Car park by car park analysis

Appendix 8 – Workshop summaries

Appendix 9 – Recommended Charges

Appendix 10 – Season Tickets

Appendix 11 – Cost of implementing 1<sup>st</sup> hour free

Appendix 12 – SEA Non-Technical Summary

Appendix 13 – Equality Analysis Evidence Document

Appendix 14 – Average Car Parking Charges in Key Competitor Towns



# Car Parking Strategy

## Cabinet Draft

March 2015



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# 1 Introduction

## Introduction

- 1.1** This document presents Wiltshire Council's car parking strategy which forms part of the Wiltshire Local Transport Plan (LTP3) 2011-2026<sup>(1)</sup>. The previous strategy was approved by the council in February 2011.
- 1.2** As car parking affects most of us in some way, 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 essence, local authorities, including Wiltshire Council, need to manage car parking so that it allows people to access local services and support local businesses but without causing significant traffic congestion or environmental impacts through, for example, encouraging more car use or providing too many parking spaces.
- 1.3** Achieving these objectives, however, is difficult and has been made harder as a result of the significant constraints on the council's budget (over the period 2013 to 2017 the council will have to manage at least a £120 million reduction in funding)<sup>(2)</sup>. So, as set out in the Wiltshire Community Plan 2011-2026<sup>(3)</sup>, the challenges faced include dealing with:
- tensions between environmental, social and economic matters
  - competing needs, not all of which can be met
  - a gap between what we say we want for our lives, and where our current behaviour will take us
  - financial and resource constraints meaning we will have to work differently.
- 1.4** This car parking strategy seeks to steer a realistic way through these challenges.
- 1.5** After providing a background and context for car parking, the document 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 standards
  - visitor attraction parking
  - parking at railway stations
  - safety and mobility impaired requirements.
- 1.6** In a number of cases, the document also provides more detail on relevant processes and procedures.
- 1.7** It should be noted that related parking issues for cycling, powered two wheelers and freight are dealt with in the LTP3 Cycling Strategy, LTP3 Powered Two Wheeler Strategy and LTP3 Freight Strategy respectively.

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1 <http://www.wiltshire.gov.uk/council/howthecouncilworks/plansstrategiespolicies/transportpoliciesandstrategies/localtransportplan3.htm>

2 <http://www.wiltshire.gov.uk/wiltshire-council-2013-2017-business-plan.pdf>

3 <http://www.wiltshire.gov.uk/people-places-promises-wiltshire-2011-2026-community-plan.pdf>

## Why is car parking important?

### Why is car parking needed?

- 1.8 Research by the RAC Foundation<sup>(4)</sup> suggests that the average car is parked at home for 80% of the time, parked elsewhere for about 16.5% of the time (about 28 hours) and only actually used for the remaining 3.5% of the time. It is clear, therefore, that the consideration and management of car parking is a vital factor in modern society.

### What is the role of car parking?

- 1.9 While there are a number of aspects to car parking management, in essence a balance needs to be found between three key factors<sup>(5)</sup>:
- **Regeneration:** using parking measures to support town centre regeneration (e.g. providing more and/or cheaper parking to attract shoppers).
  - **Restraint:** using parking controls as a means of restraining/managing traffic (e.g. to reduce congestion) and improving environmental quality (e.g. air pollution), or to encourage the use of sustainable transport modes (e.g. cycling and buses).
  - **Revenue:** securing sufficient revenue to cover the costs of providing car parking, and using any surplus revenue to fund other important local services (e.g. subsidising non-commercial but essential local bus services).
- 1.10 The pursuit of one of these factors alone will potentially result in the other two being compromised.

### What are the benefits of charging?

- 1.11 Charging for car parking can<sup>(6)</sup>:
- Increase the turnover of spaces leading to easier access for shoppers and visitors.
  - Reduce the number of spaces required to meet demand leading to the more efficient use of land.
  - Encourage long-stay parking to take place outside the town centre.
  - Help address other problems such as traffic congestion and air pollution.
  - Generate revenue to pay for an efficient parking services operation and other transport measures.

## Strategy objectives

- 1.12 Taking into account the above and the wider national and local context outlined in chapter 2, it is considered that a parking strategy can:
- a. support the local economy (e.g. by making it easy for shoppers and visitors to park) and facilitate development growth (e.g. by enabling the planned housing and employment growth set out in the Wiltshire Core Strategy to 2026);
  - b. manage residents' needs for car parking near their homes (e.g. by introducing residents' parking zones);
  - c. provide access to key services and facilities for special needs groups and mobility impaired (e.g. by providing appropriate Blue Badge spaces);

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4 <http://www.racfoundation.org/research/mobility/spaced-out-perspectives-on-parking>

5 <http://www.ciht.org.uk/en/publications/technical-guidelines.cfm/parking-strategies-management-2005->

6 <http://www.trl.co.uk/news-hub/transport-news/trl-press-releases/2011/february/parking-measures-and-policies-research-review/>

- d. improve journey time reliability for road users (e.g. by designing and managing on-street parking facilities to reduce traffic conflicts and delays);
- e. encourage the use of sustainable travel modes and reduce reliance on the private car (e.g. by setting parking charges at appropriate levels);
- f. improve the efficiency of the council's parking service (e.g. through the use of new technologies);
- g. enhance the built and natural environment (e.g. by reducing the amount of land required for parking and by improving the look of streetscenes through the appropriate enforcement of parking contraventions);
- h. make Wiltshire a safer place (e.g. by ensuring that car parks are 'safer by design'); and
- i. raise revenue for the council to reinvest in transport services (e.g. by using surplus parking revenues to support non-commercial local bus services).

**1.13** It is hopefully clear from the above that car parking covers a variety of diverse issues and a parking strategy ideally needs to address them all. In doing so, however, there are inherent tensions which need to be understood and resolved as far as possible.

## Background

**1.14** The council developed its first LTP 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.

**1.15** 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.

**1.16** 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.

**1.17** During the preparation of the second LTP for Wiltshire (LTP2) which set 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.

**1.18** In 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. Following the successful introduction of CPE, reviews of parking in the market towns were undertaken in the knowledge that any new restrictions introduced would be effectively enforced.

**1.19** As a consequence of the move to Wiltshire Council in April 2009, a Parking Services Team was 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.

- 1.20** The review of the LTP1 Parking Plan was undertaken by consultants Mouchel in early 2010 and public consultation on their reports was carried out from July to September 2010. Feedback on the consultation findings was then presented to the area boards between September and November 2010. Wiltshire Council's Cabinet considered the consultation responses and agreed the revised strategy at its meeting on 14 December 2010. The strategy was then adopted as part of the LTP3 at the full Council meeting on 22 February 2011.
- 1.21** A review of the above strategy was undertaken during 2014/15. As a first step, a pre-consultation exercise was undertaken with key stakeholders between 28 April and 6 June 2014. A responses document is available on the council's LTP3 website page (see paragraph 1.1). An extensive public consultation exercise was then carried out from 27 October 2014 to 19 January 2015. Wiltshire Council's Cabinet considered the consultation responses and the revised strategy at its meeting on 17 March 2015.

## Parking in Wiltshire

- 1.22** 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.
- 1.23** 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.
- 1.24** In order to manage requests for waiting restrictions, a new process was adopted in 2011, which involves early engagement with the parish and town councils, and enables them to input their valuable local knowledge into the assessment process.
- 1.25** All requests for new restrictions are initially processed by the appropriate town or parish council. These requests are then assessed alongside requests submitted by other town and parish councils across Wiltshire, and reported to Wiltshire Council's Cabinet Member for Highways and Transport on an annual basis, for agreement on which schemes to progress dependant on staffing resources and budget allocation . If an area within a town or parish is selected for progression, all requests for that town/parish are considered as part of that review to ensure a holistic approach to the scheme design.
- 1.26** As a consequence of undertaking the parking reviews, the council receives representations for residents' permit schemes. Currently residents' parking schemes are only operated in Salisbury City and a small scheme in Bradford on Avon. The process for the consideration of the introduction of residents' parking controls is outlined Chapter 6 and Appendix B.

## Structure of the report

- 1.27** This document is structured as follows:
- Chapter 2 provides the overall national and local policy context (including relevant research findings) for the parking strategy.
  - Chapter 3 presents the council's overall policies for car parking.

- Chapter 4 provides more detail on the council's policy for managing on and off-street parking.
- Chapter 5 outlines the parking charge regime in Wiltshire.
- Chapter 6 presents the council's process for investigating, implementing and operating residents' parking zones.
- Chapter 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.



## 2 Policy context

### Introduction

- 2.1 There are a number of national and local documents which provide the current policy or guidance position on car parking. There are also a number of relevant research documents on parking. Key findings from these documents are briefly summarised in this chapter.

### National context

#### National Planning Policy Framework (Department for Communities and Local Government (DCLG), March 2012)<sup>(7)</sup>

- 2.2 The NPPF states that transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. Encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion.
- 2.3 The Government recognises, however, that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas.
- 2.4 In terms of parking the NPPF states the following:

39. If setting local parking standards for residential and non-residential development, local planning authorities should take into account:

- the accessibility of the development;
- the type, mix and use of development;
- the availability of and opportunities for public transport;
- local car ownership levels; and
- an overall need to reduce the use of high-emission vehicles.

40. Local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate.

#### Action for Roads: A network for the 21<sup>st</sup> century (Department for Transport (DfT), July 2013)<sup>(8)</sup>

- 2.5 This White Paper sets out details on the future role and management of the UK's highway network. It also highlights a number of key challenges including significant forecast traffic growth to 2040; by this date, almost a quarter of all travel time could be spent stuck in traffic.
- 2.6 The DfT's latest road traffic forecasts<sup>(9)</sup> show that in the South West, traffic is forecast to grow by 45.6% by 2040 compared with 2010 levels and average delays by 44.2%.

7 <https://www.gov.uk/government/publications/national-planning-policy-framework--2>

8 <https://www.gov.uk/government/publications/action-for-roads-a-network-for-the-21st-century>

9 <https://www.gov.uk/government/publications/road-transport-forecasts-2013>

- 2.7 Without action, the Paper states that growing demand will place unsustainable pressure on the UK's roads, constraining the economy, limiting personal mobility and forcing people to spend more time in traffic. This will also mean more carbon emissions and more pollution.

### **Creating Growth, Cutting Carbon: Making Sustainable Transport Happen (DfT, January 2011)<sup>(10)</sup>**

- 2.8 This White Paper sets out the Government's vision: *for a transport system that is an engine for economic growth but one that is also greener and safer and improves quality of life in our communities.*
- 2.9 The two key themes of the White Paper are:
- Offering people sustainable transport choices, particularly for shorter journeys, that will stimulate behavioural change.
  - Demonstrating how localism and the big society can work for transport.

#### **DfT priority for local transport**

Encourage sustainable local travel and economic growth by making public transport and cycling and walking more attractive and effective, promoting lower carbon transport and tackling local road congestion.

### **Door to Door: A strategy for improving sustainable transport integration (DfT, March 2013)<sup>(11)</sup>**

- 2.10 The Door to Door Strategy builds on the above White Paper by setting out the Government's vision for an integrated transport system that works for everyone, and where making door-to-door journeys by sustainable means is an attractive and convenient option. It aims to make the transport sector greener and more sustainable, to promote growth and reduce carbon emissions.
- 2.11 While the Strategy acknowledges that there are some fundamental challenges that need to be overcome to see an increase in sustainable door to door journeys, the proportion of short journeys that are made by car (66% of journeys are less than 5 miles, of which just over half (54%) are made by car), also presents an opportunity.
- 2.12 The benefits of the Strategy's approach are stated as:
- **protecting the environment** – by increasing use of sustainable transport, we can help cut carbon emissions and improve air quality, making a significant contribution to meeting our demanding carbon reduction targets;
  - **boosting economic growth** – by improving connectivity and interchange and cutting congestion, we can help to link our businesses and markets. Fast and reliable journeys support business;
  - **supporting society** – by providing a well-connected and accessible transport system that is safe and secure, we can help improve public health and the quality of life; and
  - **delivering a good deal for the traveller** – by integrating the door-to-door journey as a whole, we can help make travel more reliable and affordable.

10 <https://www.gov.uk/government/publications/creating-growth-cutting-carbon-making-sustainable-local-transport-happen>

11 <https://www.gov.uk/government/publications/door-to-door-strategy>

## Consultation on local authority parking (DfT, December 2013)<sup>(12)</sup>

**2.13** The Government published a consultation paper on local authority parking enforcement between December 2013 and February 2014. The document set out that:

- Local authority parking strategies should be fair and reasonable and must not act as an unnecessary disincentive, particularly to shoppers who want to visit town centres. The strategies should be linked to local objectives and circumstances, and take account of planning policies and transport powers.
- In developing a parking strategy, the local authority should consider the needs of the many and various road users in the area, the appropriate scale and type of provision, the balance between short and long term provision and the level of charges.
- Local authorities need to ensure that appropriate parking spaces are available, that car parking charges are reasonable and attractive to encourage people to use the town centre, and that enforcement is fair and proportionate.
- It is essential that authorities implement and enforce their parking policies fairly and proportionately to deliver the best solutions for communities, businesses and road users in their area. In particular the law is clear that local authorities must not use their civil parking enforcement powers to raise revenues.
- The revised Code of Transparency for local authorities issued by DCLG includes mandatory requirements to publish specific information on parking, as well as a list of recommendations which represent good practice.

**2.14** The Government's response to the consultation was published in June 2014.

**2.15** More recently the Government has published a discussion paper on 'The Right to Challenge Parking Policies' (DCLG, August 2014)<sup>(13)</sup>. In essence, the Government wants to make it easier for local residents and firms to challenge unfair, disproportionate or unreasonable parking policies. This could include the provision of parking, parking charges and the use of yellow lines.

### Other relevant national documents

**2.16 Road Traffic Regulation Act 1984:** this Act (as amended) sets the legal basis for making traffic regulation orders (TROs), which are necessary for schemes to control and charge for parking.

**2.17 Road Traffic Act 1991:** to tackle the enforcement of parking regulations more effectively, powers were given to local authorities to take over enforcement of parking regulations from the Police.

**2.18 Traffic Management Act 2004:** of particular relevance to parking is the network management duty placed upon local traffic authorities; the civic enforcement of traffic contraventions; and how surplus parking income can be spent.

**2.19 Manual for Streets (DfT/DCLG, March 2007)<sup>(14)</sup>:** provides guidance for practitioners involved in the planning, provision and approval of new streets and modifications to existing ones.

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12 <https://www.gov.uk/government/consultations/local-authority-parking>

13 <https://www.gov.uk/government/consultations/the-right-to-challenge-parking-policies>

14 <https://www.gov.uk/government/publications/manual-for-streets>

- 2.20** **Manual for Streets 2 (Chartered Institution of Highways and Transportation, September 2010)**<sup>(15)</sup> : builds on the principles set out in 'Manual for Streets' and demonstrates through guidance and case studies how they can be extended beyond residential streets to encompass both urban and rural situations.

## Local context

### Wiltshire Community Plan 2011-2026<sup>(16)</sup>

- 2.21** The 'Wiltshire Community Plan 2011 - 2026: People, places and promises' (February 2011) sets out the long term vision and direction for the whole of Wiltshire to 2026.

#### Vision

The vision for Wiltshire is to build stronger and more resilient communities, and greater localism lies at the heart of this. We want to encourage and support communities to take the initiative to strengthen their ability to deal with local challenges and issues in creative ways which are tailored to their unique circumstances.

#### Priorities

- Creating an economy that is fit for the future
- Reducing disadvantage and inequalities
- Tackling the causes and effects of climate change

- 2.22** There are a number of transport-related objectives included in the community plan with the most relevant being: *Provide a safer and more integrated transport system that achieves a major shift to **sustainable transport**, including walking, cycling, and the use of bus and rail networks especially in the larger settlements of Trowbridge, Chippenham and Salisbury, and along the main commuting corridors.*

### Wiltshire Core Strategy 2026<sup>(17)</sup>

- 2.23** The Wiltshire Core Strategy states that traffic demand management measures form an important and essential part of an integrated transport approach and that: *Demand management measures will be promoted where appropriate to reduce reliance on the car and to encourage the use of sustainable transport alternatives (Core Policy 64).*
- 2.24** To support significant development growth to 2026 (Core Policy 63): *Packages of integrated transport measures will be identified in Chippenham, Trowbridge and Salisbury to help facilitate sustainable development growth. The packages will seek to achieve a major shift to sustainable transport by helping to reduce reliance on the private car and by improving sustainable transport alternatives.*

### Wiltshire Local Transport Plan 2011-2026<sup>(18)</sup>

- 2.25** The vision of the Wiltshire LTP3 is:

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15 <https://www.gov.uk/government/publications/manual-for-streets-2>  
16 <http://www.wiltshire.gov.uk/council/wiltshirefamilyofpartnershipsworkingtogether/wiltshirecommunityplan.htm>  
17 <http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/wiltshirecorestrategy.htm>  
18 <http://www.wiltshire.gov.uk/council/howthecouncilworks/plansstrategiespolicies/transportpoliciesandstrategies/localtransportplan3.htm>

To develop a transport system which helps support economic growth across Wiltshire's communities, giving choice and opportunity for people to safely access essential services. Transport solutions will be sensitive to the built and natural environment, with a particular emphasis on the need to reduce carbon emissions.

**2.26** The goals of the LTP3 are:

- To **support** national **economic** competitiveness and **growth**, by delivering reliable and efficient transport networks.
- 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**.

**2.27** A number of strategic transport objectives sit underneath the goals to more clearly reflect local circumstances. The following table sets out these objectives and how a parking strategy could contribute.

Table 2.1

Ref.	LTP objective	How a car parking strategy could contribute
SO1	To support and help improve the vitality, viability and resilience of Wiltshire's economy and market towns.	By making it easy for shoppers and tourists to find car parking spaces in Wiltshire's market towns.  By setting car park charges that are broadly comparable with key centres in neighbouring areas.
SO2	To provide, support and/or promote a choice of sustainable transport alternatives including walking, cycling, buses and rail.	By setting parking charges at appropriate levels which encourage people to use more sustainable modes of travel.  By using surplus parking revenues to subsidise non-commercial bus services.
SO3	To reduce the impact of traffic on people's quality of life and Wiltshire's built and natural environment.	By reducing the amount of land required for parking.  By introducing Residents' Parking Zones.
SO4	To minimise traffic delays and disruption and improve journey time reliability on key routes.	By setting appropriate parking charges and standards that help manage demand on the highway network.

Ref.	LTP objective	How a car parking strategy could contribute
		<p>By keeping roads clear of vehicles parked in contravention of a restriction.</p> <p>By designing and managing on-street parking facilities to reduce traffic conflicts and delays.</p>
SO5	To improve sustainable access to a full range of opportunities particularly for those people without access to a car.	<p>By using surplus parking revenues to subsidise non-commercial bus services.</p> <p>By providing appropriate Blue Badge car parking spaces.</p>
SO6	To make the best use of the existing infrastructure through effective design, management and maintenance.	<p>By setting appropriate parking changes and standards that help manage demand on the highway network.</p> <p>By setting appropriate parking charges that make best use of car park assets.</p>
SO7	To enhance Wiltshire's public realm and streetscene.	By improving the look of streetscenes through enforcement of parking contraventions.
SO8	To improve safety for all road users and to reduce the number of casualties on Wiltshire's roads.	By ensuring that car parks are 'safer by design'.
SO9	To reduce the impact of traffic speeds in towns and villages.	By introducing appropriate on-street parking to act as a means to reduce traffic speeds.
SO10	To encourage the efficient and sustainable distribution of freight in Wiltshire.	By ensuring that adequate provision is made for the delivery of goods.
SO11	To reduce the level of air pollutant and climate change emissions from transport.	<p>By setting appropriate parking changes and standards that help manage demand on the highway network.</p> <p>By setting parking charges at appropriate levels which encourage people to use more sustainable modes of travel.</p> <p>By making it easy for people to find car parking spaces and so avoid 'searching traffic'.</p>
SO12	To support planned growth in Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their traffic impacts.	By setting appropriate parking changes and standards that help manage demand on the highway network.

Ref.	LTP objective	How a car parking strategy could contribute
SO13	To reduce the need to travel, particularly by private car.	By setting parking charges at appropriate levels which encourage people to use more sustainable modes of travel.
SO14	To promote travel modes that are beneficial to health.	By setting parking charges at appropriate levels which encourage people to use more sustainable modes of travel.
SO15	To reduce barriers to transport and access for people with disabilities and mobility impairment.	By providing appropriate Blue Badge car parking spaces.
SO16	To improve the resilience of the transport system to impacts such as adverse weather, climate change and peak oil.	By setting parking charges at appropriate levels which encourage people to use more sustainable modes of travel.
SO17	To improve sustainable access to Wiltshire's countryside and provide a more useable public rights of way network.	By providing adequate car parking facilities at visitor attractions.
SO18	To enhance the journey experience of transport users.	By making it easy for people to find car parking spaces and so avoid 'searching traffic'.  By improving the efficiency of the council's parking service.

### Joint Strategic Assessment (JSA) for Wiltshire<sup>(19)</sup>

**2.28** The JSA identifies key priorities for topics including housing, economy, health, transport, children and young people and the environment. The JSA is intended to support commissioning decisions and the development of strategic and local community plans.

**2.29** The key countywide transport issues identified in the latest JSA reflect the goals of the Wiltshire LTP.

### Wiltshire Council Business Plan 2013-2017<sup>(20)</sup>

**2.30** Transport and car parking feature explicitly or implicitly in a number of the desired outcomes:

- Outcome 1: Wiltshire has a thriving and growing local economy.
- Outcome 3: Everyone in Wiltshire lives in a high quality environment.
- Outcome 5: People in Wiltshire have healthy, active and high quality lives.
- Outcome 6: People are as protected from harm as possible and feel safe.

19 <http://www.intelligencenetwork.org.uk/joint-strategic-assessment/>

20 <http://www.wiltshire.gov.uk/council/howthecouncilworks/plansstrategiespolicies.htm>

## Swindon and Wiltshire Strategic Economic Plan<sup>(21)</sup>

- 2.31** The Swindon and Wiltshire Strategic Economic Plan (SEP), developed by the Swindon and Wiltshire Local Enterprise Partnership (SWLEP), sets out a bold vision and transformational economic growth programme for the area. The SEP is about accelerating the delivery of new homes and jobs through a series of high impact investments.
- 2.32** This will be achieved by focusing on four areas, each of which present significant opportunities for economic growth: innovation, military, town centres and unlocking urban expansion. The SEP also identifies three growth zones where there is a combination of high economic activity and capacity for economic growth: Swindon, the A350 Corridor and South Wiltshire. These areas provide a geographical focus on which the SEP has been built.
- 2.33** Further information on transport is provided in the 'Swindon and Wiltshire Transport Vision 2026' included as Appendix 4 in the SEP.

### Other relevant local documents

- 2.34** **Wiltshire Air Quality Strategy<sup>(22)</sup>**: a key document which identifies the importance of good air quality to the people of Wiltshire. It provides a focus and mechanism to promote communication and cooperation within Wiltshire Council, between external organisations and with the community to address localised areas of poor air quality in the area.
- 2.35** **Energy Change and Opportunity Strategy 2011-2020<sup>(23)</sup>**: a strategy setting out how Wiltshire as a council and a community can act on climate change.
- 2.36** **Community area and city/town plans and visions**: in particular the 'Chippenham Vision'<sup>(24)</sup>, 'Transforming Trowbridge'<sup>(25)</sup> and 'Salisbury Vision'<sup>(26)</sup>.
- 2.37** **Community JSAs<sup>(27)</sup>** : set out the key issues in each community area in Wiltshire.

### Relevant research findings

#### **Parking Strategies and Management (The Institute of Highways and Transportation, July 2005)<sup>(28)</sup>**

- 2.38** This report provides a wealth of useful guidance including on the process of preparing a parking strategy. However, the report also identifies a number of limitations to the use of parking policies:
- There is a lack of understanding about the effects of parking measures.
  - Incomplete control of the parking stock can limit the ability to achieve objectives.
  - Policies are not developed and implemented in a comprehensive way.
  - There is conflict between the objectives that parking policy is aiming to serve.
  - They are not the total solution and need other supporting measures.
  - They cannot restrain or manage through traffic.
  - Implementation of localised solutions may just displace the parking problem.
  - Parking controls can be rendered ineffective by lack of adequate enforcement.

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21 <http://www.swlep.biz/news/150>

22 <http://www.wiltshire.gov.uk/communityandliving/publicprotection/pollutionandnoise/airandwaterpollution/airquality.htm>

23 <http://www.wiltshire.gov.uk/communityandliving/climatechange.htm>

24 <http://www.thechippenhamvision.co.uk/>

25 <http://transformingtrowbridge.org.uk/>

26 <http://www.salisburyvision.co.uk/>

27 <http://www.wiltshirejsa.org.uk/>

28 <http://www.ciht.org.uk/en/publications/index.cfm/parking-strategies-management-2005->



**2.39** The report states that the task of balancing parking demand and supply can rarely be carried out without the need to reconcile conflicting objectives and interests. Three key objectives are identified as representing a frequent source of conflict:

- **Regeneration:** The desire to use parking measures as a means of regenerating a specific area (e.g. providing more and/or cheaper parking to attract shoppers).
- **Restraint:** The desire to use parking controls as a means of restraining traffic and improving environmental quality, or to encourage the use of sustainable modes.
- **Revenue:** The need to secure sufficient revenue from the parking operation to cover costs or to make a surplus to fund other activities.

**2.40** The pursuit of one objective alone will potentially result in the other two being compromised. So, for example, an ample supply of parking in a town may result in no 'parking problem' as such, but may lead to other problems that the local authority is expected to ameliorate such as excessive traffic, low sustainable transport use and a shortage of land for development.

#### **Car Parking Research (Yorkshire Forward, 2007)<sup>(29)</sup>**

**2.41** This report looked at a number of respected research and survey findings to better understand the relationship between market towns and parking. In response to the specific question "What is the critical factor in a town's competitiveness?", the report states the following: *Providing direct causal links between parking management and economic performance is difficult, but the literature and experience shows that parking is not usually the primary factor in a town's competitiveness. People are drawn to towns, or away from them, by other factors, such as place of work and the quality of shopping facilities and public spaces.*

**2.42** Given the above, the conclusion of this section of the report is that: *Parking is not the primary factor affecting performance. Rather it is what the town has to offer.*

**2.43** One of the other key findings of the report was that parking should form part of an overall integrated approach to transport in market towns.

#### **Parking: Policies for sustainable communities (Federation of Small Businesses, 2008)<sup>(30)</sup>**

**2.44** The key recommendations from this document were:

- Local authorities should view parking as an essential service and not as a short term revenue grab
- Parking policy should be seen as an integral part of transport strategy with local authorities including it in their Local Transport Plans
- Parking policy must be tailored to the individual locality with the necessary balance and adaptability to reflect the needs of the individual locality
- Where appropriate, alternative parking strategies such as 'park & ride' schemes should be considered as well as the innovative use of real time charging structures.

#### **Parking Measures and Policies: Research Review (Transport Research Laboratory, May 2010)<sup>(31)</sup>**

**2.45** The key relevant findings and conclusions from this study are as follows:

- Residential parking standards: maximum residential parking standards are counter-productive since they fail to take account of residents' aspirations for car ownership.

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29 <http://towns.org.uk/case-studies/good-practice-archive/>

30 <http://www.fsb.org.uk/ktl>

31 <http://www.trl.co.uk/news-hub/transport-news/trl-press-releases/2011/february/parking-measures-and-policies-research-review/>

- Availability of parking at destinations: an important factor affecting car use and the use of valuable land.
- Parking charges: do not necessarily reflect the cost of provision or what users would be prepared to pay. The DfT estimated in 2010 that the cost of providing a parking space is £300-£500 a year. Free parking is only free because its cost has been subsumed elsewhere; everyone pays for parking whether they use it or not.
- Price elasticities: typically range between  $-0.2$  and  $-0.4$ , indicating that a 10% increase in parking price reduces parking demand by 2-4%.
- Shopping centres: shoppers can be particularly sensitive to the cost of parking; it is often the only marginal cost for a car journey. In wider surveys, however, it tends to be the quality of the shopping environment which is a more important determinant.
- Business activity and town centre viability: parking pricing provides both economic benefits and costs. It increases turnover of parking spaces, reduces the required number of parking spaces and can reduce traffic problems such as congestion.

### **Spaced Out: Perspectives on Parking Policy (RAC Foundation, July 2012)<sup>(32)</sup>**

**2.46** Some of the key conclusions from this study are as follows:

- Environmental effects: parking takes up space, it is visually intrusive, and searching for a space uses fuel and causes pollution.
- Effect of parking supply on car ownership and use: there is no hard evidence to demonstrate the effectiveness of parking controls on car ownership and use.
- Pricing policy:
  - the evidence shows that average personal expenditure on parking is very low.
  - the primary aim of any charging should be to avoid capacity problems.
  - the pricing structure needs to reflect the temporal pattern of demand.
  - the secondary aim of charging is as part of travel demand management.
- Ease of use: while parking charges are generally too low, too little attention has been paid to making parking less difficult.

### **The Relevance of Parking in the Success of Urban Centres (London Councils, 2012)<sup>(33)</sup>**

**2.47** The relevant conclusions of this report are that:

- More parking does not necessarily mean greater commercial success. A well managed parking scheme, where spaces 'turn over' frequently can help to increase the number of visitors coming to a town centre and thereby help business.
- There is no such thing as 'free' parking. The costs of developing and maintaining parking spaces and then enforcing proper use have to be borne by somebody. In the case of local authority operated parking any costs that are not covered by parking revenue falls to local council tax payers.
- Shopkeepers consistently overestimate the share of their customers coming by car. Walking is generally the most important mode for accessing local town centres.
- Car drivers spend more on a single trip; walkers and bus users spend more over a week or a month.
- A good mix of shops and services and a quality environment are some of the most important factors in attracting visitors to town centres. If both these are poor, then changes to parking or accessibility are very unlikely to make a centre more attractive.

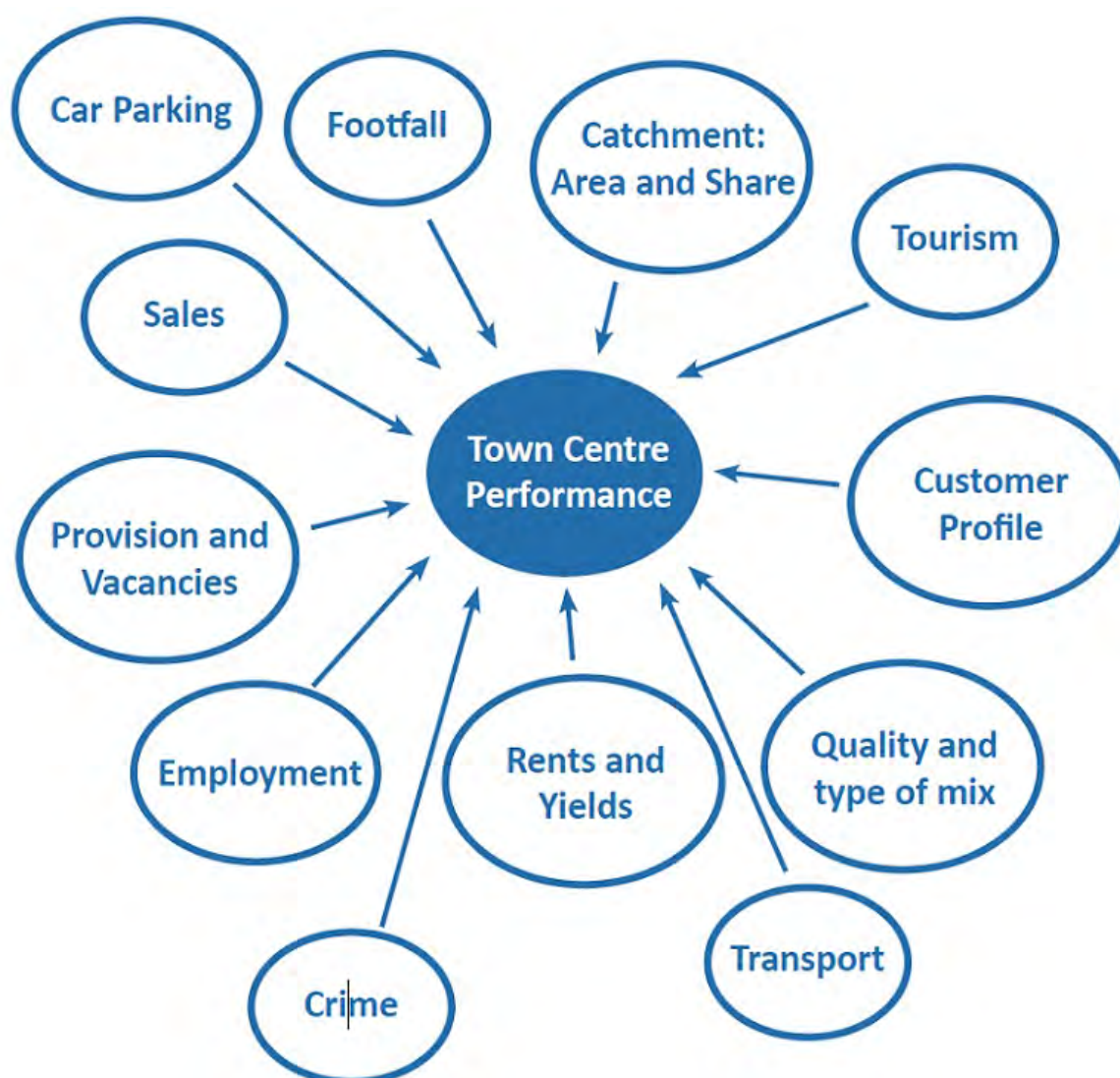
32 <http://www.racfoundation.org/research/mobility/spaced-out-perspectives-on-parking>

33 <http://www.londoncouncils.gov.uk/policylobbying/transport/parkinginlondon/parkingurban.htm>

## Re-Think: Parking on the High Street (British Parking Association and the Association of Town & City Management, 2013)<sup>(34)</sup>

**2.48** This report explores what evidence can be collated and what can be learned regarding the relationship between car parking provision and town centre prosperity. In essence it states that local authorities must develop a plan for parking that addresses the question, “What and who is parking for?” and complements a wider approach to transport in the area. In answer to the question “Is there a link between town centre prosperity and car parking provision?”, the report states that: *Trying to find a conclusive link between town centre prosperity and car parking provision is extremely difficult. The variables that influence the success of a town centre are many as demonstrated in Figure 2.1.*

Figure 2.1 Factors Influencing the Success of a Town Centre



## Town Benchmarking (Towns Alive)<sup>(35)</sup>

**2.49** Town Benchmarking gathers and analyses the economic performance of town centres based on a set of Key Performance Indicators (KPIs) including: variety and range of shops; balance and mix of retailers; footfall; business confidence; visitors’ opinions; car parking and shoppers’ origin (local / visitors / tourists).

34 <http://www.britishparking.co.uk/Parking-Reports>

35 <http://towns.org.uk/our-services/town-benchmarking/>

**2.50** Key findings from the 2013 study, compiled based on research in 93 participating towns, showed that:

- Footfall on *Non Market Days/ Quiet Days* has increased slightly, from 88 persons per ten minutes in 2012 to 90 in 2013. But on *Market/ Busy Days* footfall has decreased from 136 persons per ten minutes in 2012 to 122 persons per ten minutes in 2013.
- However, the percentage of traders who reported a decline in profits in the past year has itself fallen. In 2011 49% of traders reported a fall in profits in the previous 12 months, and in 2012 43% reported a fall. But in 2013, 33% of traders reported a fall in profits.
- 37% of town centre businesses in the 93 participating towns reported that profits had 'stayed the same' in 2013 as in 2012 – and 30% said profits had increased.
- In regards to car parking, 28% of all spaces in participating towns were recorded as vacant on *Market/ Busy Days*, a 3% increase from 2012. On *Non Market/ Quiet Days* parking vacancy rates increase to 36%, a slight decline on the 39% in 2012.
- As in 2012, 79% of all businesses surveyed rated '*potential local customers*' as the most positive aspect of operating in the town whilst '*car parking*' (59%), '*competition from internet*' (39%) and '*rental values*' (35%) were classed as the most negative.

### Other relevant research documents

**2.51** Wiltshire Council Town Centre and Retail Study Final Report (March 2011)<sup>(36)</sup>: in April, 2010, Wiltshire Council commissioned consultants GVA to undertake a town centre and retail study to inform the emerging Wiltshire Core Strategy. The study identifies the performance of Wiltshire's main town centres and the quantitative and qualitative need for new retail (comparison and convenience goods) floorspace up to 2026, as well as providing advice on retail and leisure planning matters.

**2.52** Carplus<sup>(37)</sup> have published a number of good practice guides relating to the promotion and operation of car clubs including : '*Car Clubs Parking - A Best Practice Guide for Local Authorities* (December 2007); '*Car Clubs in Property Developments - A Practical Guide to Car Club Development* (November 2010); and '*Car Clubs Starter Pack for Local Authorities - A practical guide to car club development* (April 2010).

### Policy and research conclusion

**2.53** It is considered that the key points from the policy context and research review is that car parking management:

- Can have an influence in helping to achieve a number of economic, social and environmental objectives (although inherent conflicts need to be understood and reconciled).
- Needs to form part of an integrated approach to transport.
- Is an important but not the most significant factor in determining a town centre's success.

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36 <http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/planningpolicyevidencebase/wiltshireretailstudy.htm>

37 <http://www.carplus.org.uk/>



## 3 Overall policies

### Introduction

- 3.1 As outlined in chapter 2, the LTP3 Car Parking Strategy needs to balance a range of economic, social and environmental objectives. The policies set out in this chapter seek to strike an appropriate balance given Wiltshire's particular circumstances.

### Overall parking management

- 3.2 Car parking needs to be carefully managed in order to help achieve Wiltshire's LTP3 transport objectives (see chapter 2).

#### 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.

- 3.3 This means that the council will:
- effectively manage the council owned (on-street and off-street) public car parking stock to reflect local circumstances
  - 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
  - manage competing demands for on-street parking through the implementation of appropriate measures (e.g. Residents' Parking Zones).
- 3.4 The policy for overall parking management is set within the context of wider demand management measures that seek to modify travel behaviour through a wide range of activities. It is often specifically aimed at addressing the harmful effects of car-borne journeys and encouraging more sustainable journeys such as by cycle, bus or car share (see <http://www.connectingwiltshire.co.uk/>)

### Managing the council's parking stock

- 3.5 The 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 (e.g. 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.
- 3.6 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, both 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 (e.g. 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.

**3.7** 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 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.

**3.8** 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**
- **Provision for Blue Badge holders will be made in line with recognised national standards (as a minimum)**
- **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 two 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)**
- **On 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.**

**3.9** 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.

**3.10** 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.

**3.11** In applying this hierarchy, the council will take into account the different detailed approaches to managing on-street and off-street parking in the different land-use zones set out in chapter 4 (e.g. in residential roads, priority will be given to meeting residents' parking needs).

## **Parking charges**

**3.12** Parking charges will be set for each Wiltshire Council car parking facility (on and off-street) in accordance with the approach shown in Policy PS3.





### **Policy PS3 - Parking charges**

**Parking charges will be set for each Wiltshire Council car parking facility (on and off-street) 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**
- **the ability to manage on-street parking**
- **local environmental conditions**
- **relevant price elasticities of demand**
- **the requirement to provide an efficient Council parking service**
- **relevant LTP goals and objectives.**

**To reflect its greater convenience, where they are applied, 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.**

**Parking charges will be set by the council following consultation with the public, stakeholders and Area Boards.**

**3.13** While the factors in Policy PS3 were considered in developing the 'spatial band' parking charges introduced in 2011, relating these factors more fully to the local circumstances of an individual car parking facility and town produces a more 'fine grained' approach (i.e. there is a greater variety of parking charges and differences in how individual car parking facilities are managed).

**3.14** In following the approach shown in Policy PS3, the following data (or similar), as identified by the Association of Town and City Management, will be utilised:

- population size and future growth;
- social demographics;
- employment profile;
- geography of the catchment;
- car ownership;
- public transport infrastructure and usage;
- town centre provision and business mix;
- spend and footfall;
- vacancy rates;
- market share;
- competing destinations within catchment and town centre leakage;
- parking occupancy; and
- cost of providing car parking.

- 3.15** The available relevant local data is detailed in individual 'town profiles' for the following settlements: Amesbury, Bradford on Avon, Calne, Chippenham, Corsham, Devizes, Malmesbury, Marlborough, Melksham, Royal Wootton Bassett, Salisbury, Trowbridge, Warminster and Westbury.
- 3.16** Details of all the car parks in Wiltshire are provided in the Car Parks Schedule (see Appendix A). Off-street public parking which is deemed by the council to wholly or substantially serve specific facilities (i.e. hospitals, sports centres, campuses, etc) or purposes (i.e. visitor, residential parking, etc) are identified in the schedule (under 'Designation') by the term 'Facility' or 'Permits Only'.
- 3.17** While the policy guidance and research strongly suggests that car parking should form part of a local authority's integrated approach to transport, it is acknowledged that an increased degree of localism is both a national and local desire. Therefore, subject to legal and other relevant considerations, the following types of localism options will be considered:
- Enable community groups to fund charging exemptions in identified car parks to offer as free or subsidised parking (e.g. as part of a 'First hour free' or 'Free after 4pm' parking initiative).  
  
Enable community groups to take over (ownership and/or management) identified off-street car parks in accordance with Wiltshire Council's Community Asset Transfer (CAT) Policy<sup>(38)</sup>. Essentially this policy means that Wiltshire Council can transfer the management and/or ownership of an asset to the community and may do so in some instances, at less than market value, if sufficient social or economic benefits can be delivered by the proposal. This process also applies if parish/town councils or community groups want to take on and maintain local facilities.
  - Enable community groups to run identified car parking services in accordance with Wiltshire Council's Delegation of Services to Town and Parish Councils and Funding of Delegated Services Policy<sup>(39)</sup>. Essentially this policy means that Wiltshire Council delegates the service to the community, allowing for local delivery.
- 3.18** A full review of parking charges will be undertaken by the council at approximately five year intervals based on the factors outlined in Policy PS3. Annual interim reviews of parking charges (at a car park or town level) may also be carried out based on some or all of the factors outlined in Policy PS3. In addition, consideration will be taken of the outcomes of area transport strategies developed to support planned growth.
- 3.19** The council also offers the option of purchasing permits and season tickets for many of its car parks and while these do offer convenience and cost savings to holders, they can also encourage increased car use and tie up parking spaces for long periods. Given these issues, the terms and conditions on season tickets have been revised to more fully reflect the car park-by-car park approach set out in Policy PS3 and current usage levels and capacity pressures (see chapter 5).

## Parking standards in new developments

- 3.20** 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 Wiltshire Core Strategy is seeking to allocate new development in the most sustainable locations (i.e. close

38 <http://www.wiltshire.gov.uk/planninganddevelopment/planningcommunityassettransfer.htm>

39 <http://www.wiltshire.gov.uk/council/corporateprocurementunit/servicedelegation.htm>

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 (e.g. for visiting family and friends, for bulk shopping, for holiday trips, etc).

- 3.21** 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 (e.g. 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.

### **Private non-residential parking standards**

- 3.22** Given the above argument, it is considered that, together with parking charges, it should be the number of parking spaces at destinations (e.g. retail, commercial and employment areas) that provide the means to influence car use. However, concern is often expressed that any 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.

- 3.23** Consequently, parking standards need to be considered in a sensitive and flexible way that reflects local circumstances. Given this, a workable accessibility framework has been developed to determine reductions, or discounts, in recommended maximum non-residential parking standards (see chapter 7).

#### **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 (Blue Badge) 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 accessibility of the development, mix of land uses, ancillary uses, scale of development, approach to design, availability of and opportunities for public transport use, local car ownership levels and opportunities for sharing parking.**

- 3.24** 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 in line with recognised national standards as a minimum (currently Traffic Advisory Leaflet 5/95 (DfT, April 1995)<sup>(40)</sup>).
- 3.25** 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.

40 <https://www.gov.uk/government/publications/traffic-advisory-leaflets-1989-to-2009>

- 3.26** The provision of required parking spaces should always be well integrated within the wider design approach to a development. As part of this, appropriate measures should be considered to reduce the environmental impact of providing parking spaces (e.g. the use of permeable surfaces to reduce surface water run-off).
- 3.27** More details on maximum parking standards and the associated accessibility framework are presented in chapter 7.
- 3.28** Managing council owned parking is made more complicated where there is significant publicly available private non-residential parking (e.g. 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.
  - 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.**

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

#### **Residential parking standards**

- 3.31** In addition to the guidance included in the NPPF (see chapter 2), the document 'Residential Car Parking Research' (DCLG, 2007) set-out 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).

- 3.32** The documents 'Manual for Streets' (DfT, 2007)<sup>0</sup>, 'Manual for Streets 2' (DfT, 2010)<sup>0</sup> and 'Car parking: What works where' (English Partnerships, 2006)<sup>(41)</sup> provide further pertinent advice. In particular, it is advocated that the more flexible parking is (i.e. on-street and unallocated spaces), the more efficient the use of land (e.g. 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 (e.g. 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.**

- 3.33** 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 (e.g. 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).
- 3.34** As part of the integration with the wider design approach to a development, appropriate measures should also be considered to reduce the environmental impact of providing the required parking spaces (e.g. the use of permeable surfaces to reduce surface water run-off).
- 3.35** In town centres in particular, parking demand is likely to be less (e.g. 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.
- 3.36** 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.
- 3.37** More details on residential parking standards are provided in chapter 7.

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41 <http://www.homesandcommunities.co.uk/car-parking-what-works-where>

## Parking enforcement

- 3.38** Wiltshire Council's responsibilities in respect of parking include on street parking provision, civil parking enforcement, residential parking, Park and Ride in Salisbury and parking demand and asset management. In addition, some ancillary services include traffic cone provision and local event marshalling support.
- 3.39** 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.
- 3.40** 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 chapter 1 aim to deal with this issue.
- 3.41** 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.
- 3.42** As part of the development of a parking enforcement strategy, the council will investigate the use of appropriate 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 to achieve and maintain a better than 80% compliance level under its civil parking enforcement regime.**

## Residents' parking zones

- 3.43** It is recognised that in seeking to manage parking demand 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.**

- 3.44** The investigation and implementation of any residents' parking zones should 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 town and village reviews as outlined in chapter 1.
- 3.45** Further details of the policy on the main principles under which the council will investigate, implement and operate residents' parking zones are provided in chapter 6.

### **Visitor attraction parking**

- 3.46** 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.
- 3.47** 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 standards'. 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.
- 3.48** 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 (e.g. a lack of adequate parking facilities), other road users (e.g. traffic disruption caused by inappropriate parking) and local residents and businesses (e.g. 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.**

- 3.49** The evaluation of coach parking and set-down/pick-up spaces in an area will be subject to the availability of required resources and will include consideration of relevant guidance and evidence (e.g. from the Confederation of Passenger Transport and VisitWiltshire's 'Destination Management Plan').
- 3.50** Developments likely to generate coach traffic should provide appropriate off-street parking facilities for the stopping of coaches, the setting down and picking up of passengers as well as appropriate turning facilities (avoiding the requirement for coaches to reverse in or out of a site

where possible, taking into consideration pedestrian safety). Ultimately the onus will be on the developer to demonstrate to the council that the development has the appropriate level of provision.

## Park and ride

- 3.51** 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 (e.g. 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.
- 3.52** Given the nature of Park and Ride facilities (i.e. 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 to encourage their use, and utilise parking revenues to help support their operation and maintenance.**

## Parking at railway stations

- 3.53** 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.
- 3.54** 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).
- 3.55** 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.

**3.56** 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 LTP3 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.

**3.57** As part of the council's Local Sustainable Transport Fund project 'Improving Wiltshire's Rail Offer', station travel plans have been developed for all of the railway stations in Wiltshire. It is intended that these plans will be progressed (subject to available funding) by the relevant public, private and community organisations under the direction of the Wiltshire Station Travel Plans Steering Group (made up of representatives of Wiltshire Council, Network Rail and the train operating companies).

#### **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.**

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

### **Improving access and use**

**3.59** 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. To this end the council will review and where necessary improve signage to reflect changing needs on a regular basis.

**3.60** In today's online and mobile society, cash is increasingly no longer the payment method of choice and therefore motorists often do not have the coinage (or right coinage) available for payment at the ticket machine. Given this situation, the council introduced its MiPermit Portal (<https://secure.mipermit.com/wiltshire/application/home.aspx>) which enables people to pay for their parking by mobile phone, online or by telephone. The council will seek to increase the use of cashless payment systems across all car parks as well as virtualise all permit types which are available via the MiPermit Portal.

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

## **Workplace parking levy**

- 3.61** The Transport Act 2000 provides the enabling legislation for local authorities outside London to introduce a charge on workplace parking. The Act defines a workplace parking scheme as a scheme "for imposing charges in respect of the provision of workplace parking places at premises in the area covered by the scheme". As part of the results of the Red Tape Challenge announced in December 2011, the coalition Government announced that it "...will require any future schemes to demonstrate that they have properly and effectively consulted local businesses, have addressed any proper concerns raised and secured support from the local business community".
- 3.62** The workplace levy may become an important and necessary tool in reducing traffic growth and encouraging the use of sustainable transport 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.

## **Policy PS13 - Workplace parking levy**

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

## **Residents' overspill parking**

- 3.63** 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.
- 3.64** 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 (e.g. residents' association, parish/town council, etc).**

## 4 Managing on and off street parking

- 4.1 Table 4.1 below outlines the overall approach to the car parking strategy in each land use zone. 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 – Principal settlement shopping and 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 MiPermit payment options.</p> <p>Use of parking charges and time periods to help 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 – Market town and local shopping and commercial areas	As for 1 above.
3 – Central employment areas	As for 1 above - possible sale of permits in long stay car parks to help manage employee parking (should be consistent with travel plan measures).
4 – Employment areas	Management of parking to encourage sustainable travel and introduction of car share spaces (should be linked to travel plan measures).
5 – Central residential areas	Introduction of residents' parking schemes where criteria met. Consideration of residents permits in car parks if required to meet an identified overnight/off-peak parking demand and where on-street alternatives do not exist or are not appropriate.
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

### Introduction

- 5.1** The parking charges introduced in 2011 were based on a technical report produced by the council's former transport term consultant, Mouchel. At the time it was found that, as a result of having four former district councils, there were significant differences in parking charges across Wiltshire and that achieving a broad unification of charges within the county would be beneficial. Hence the 'spatial bands' approach was adopted.
- 5.2** As set out in chapter 3 and specifically in 'Policy PS3 - Parking Charges', the 'spatial bands' approach has been reviewed and car parking charges are now set for each Wiltshire Council car parking facility (on and off-street). Relating charges more fully to the local circumstances of an individual car parking facility and town produces a more 'fine grained' approach (i.e. there is a greater variety of parking charges and differences in how individual car parking facilities are managed).

### Parking charges

- 5.3** As part of the public consultation held between October 2014 and January 2015, one option for revised parking charges for each Wiltshire Council car parking facility (on and off street) was set out based on an analysis of local circumstances (see Policy PS3 and the diagram below).

*Diagram to be inserted*

- 5.4** With consideration of the consultation responses and the local circumstances identified above, a set of recommended parking charges have been developed. These recommended parking charges were considered by the council's Cabinet at its meeting on 17 March 2015. Up-to-date details of current parking charges are available from the council's website: <http://www.wiltshire.gov.uk/parkingtransportandstreets/carparking.htm>
- 5.5** A number of charging exemption options were also included in the consultation:
- The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils, etc.) are prepared to fund the scheme.
  - The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses).
  - The Council should offer the first hour free of charge across all car parks but all other parking charges (i.e. over 1 hour) would need to increase, in some cases by over 100% to compensate.
  - The Council should offer the first hour of parking free of charge across under used car parks but all other parking charges (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified).
  - The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils, etc.) are prepared to fund the scheme.

- The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

**5.6** The outcome of the consultation was that the majority of respondents only supported those charging exemption options where local communities are prepared to fund the scheme. Therefore, as set out in chapter 3, subject to legal and other relevant considerations, the council will enable community groups to fund charging exemptions in identified car parks to offer as free or subsidised parking (e.g. as part of a 'First hour free' or 'Free after 4pm' parking initiative).

**5.7** In addition, the following charging options were included in the consultation:

- The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above.
- To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks.
- The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods.

**5.8** None of the above options were supported by the majority of consultation respondents.

## Season tickets

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

**5.10** It is therefore proposed that season tickets are:

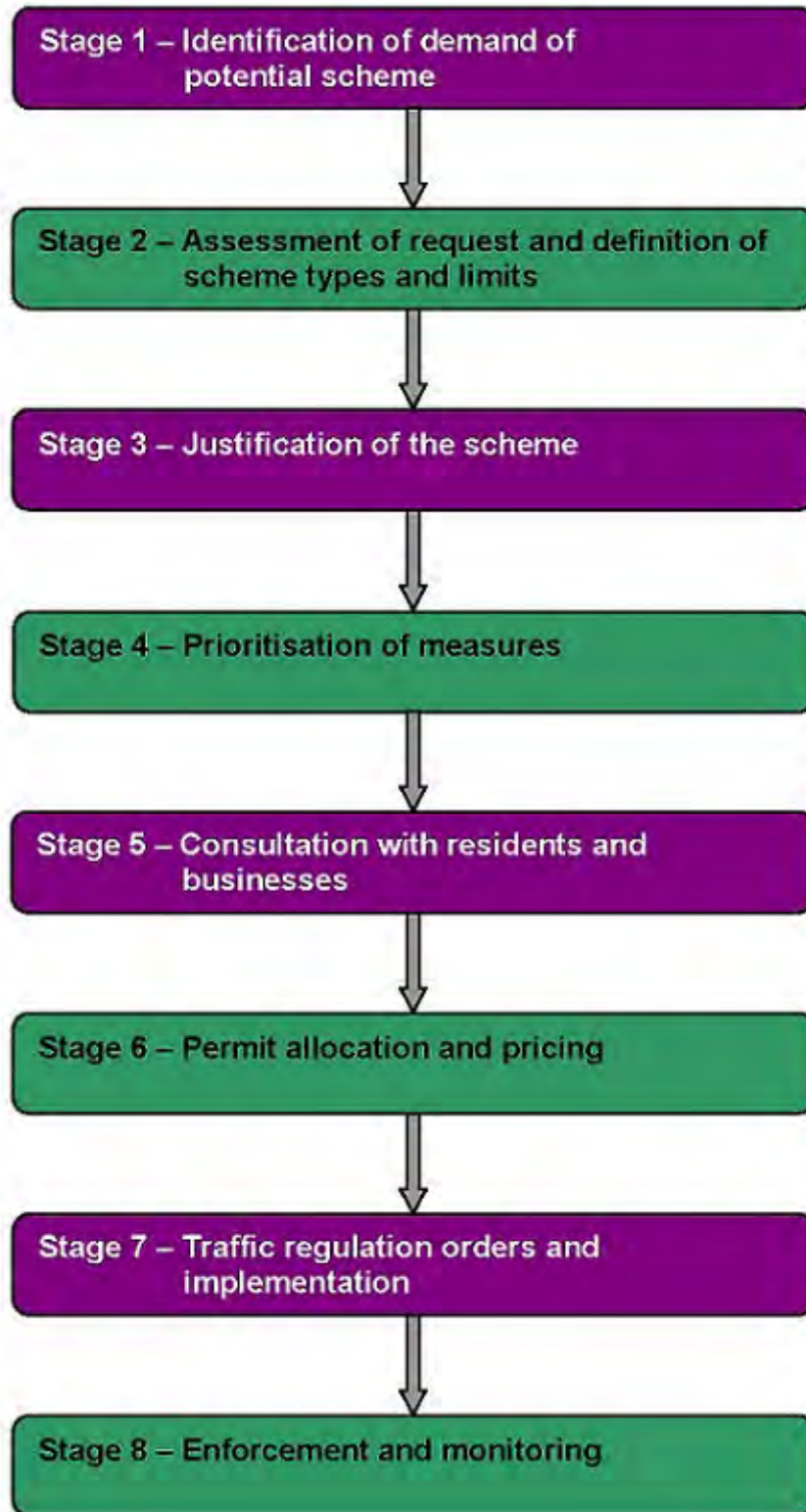
- Standardised into one ticket type, i.e. standard;
- Only allocated in long-stay car parks unless there are exceptional circumstances;
- Offered on a weekly, monthly, quarterly and annual basis;
- Allocated in each identified car park based on an analysis of the previous year's ticket sales data including other stay types (e.g. pay and display ticket sales); and
- Reviewed annually to ensure that the allocation of season tickets in each identified car park does not go above predetermined limits (to be developed).

**5.11** While the majority of questionnaire respondents did not support the option to increase season ticket prices, it is nevertheless considered that season ticket prices do need to be re-assessed on a car-park-by-car-park basis to more fully reflect current usage and capacity pressures. It is therefore proposed that revised season ticket prices are developed in line with the above methodology and the relevant pay and display charges.

## 6 Residents' parking zones

- 6.1** 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.

Picture 6.1 Residents parking scheme process



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



## 7 Parking standards

### Introduction

- 7.1 A review of parking standards and best practice was undertaken by the council's former term consultant Mouchel in 2010. As it is considered that this work is still largely valid, only a 'light touch' review was undertaken as part of the development of this revised LTP3 Car Parking Strategy.

### Minimum residential parking standards

- 7.2 In view of the points made in chapter 3, the council has developed 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 a lower level of provision where specific circumstances can be demonstrated.
- 7.3 The following minimum parking standards (see Table 7.1 below) are based on allocated parking (that is, parking allocated to individual dwellings).

Table 7.1 Minimum parking standards (allocated parking)

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

- 7.4 Garages will only count as part of the allocated parking provision where they meet the minimum size requirement of 6m x 3m (internal dimensions). This is to ensure that there is sufficient room for an average sized family car, a cycle and some storage provision. Where these minimum size requirements are not met, 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 (e.g. car ports which are unlikely to be used for storage and could therefore count towards allocated parking provision).
- 7.5 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.

### Maximum private non-residential parking standards

- 7.6 Maximum parking standards for private non-residential developments in Wiltshire are presented in Appendix C.

### Discounting maximum parking standards

- 7.7 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.

**7.8** The discounting process has two stages:

1. Assess the broad development location in terms of the Wiltshire Core Strategy's Settlement Strategy 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.

### **Broad development location**

**7.9** For the first stage of the approach, the following primary discount would be applied to the maximum parking standard.

**Table 7.2 Primary discount based on broad development location**

<b>Location</b>	<b>Initial discount</b>
Town centres in 'Principal Settlements'	10%
All other areas	0%

**7.10** The Principal Settlements are: Chippenham, Trowbridge and Salisbury.

### **Local accessibility**

**7.11** 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.

**7.12** 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 Table 7.3 below.

**Table 7.3 Secondary discount based on local accessibility of the development site**

<b>Accessibility rating</b>	<b>Points from questionnaire</b>	<b>% secondary discount</b>
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%

**7.13** It should be noted that the discounts identified above would not be applied to disabled (Blue Badge) parking spaces which should be based on recognised national standards (currently Traffic Advisory Leaflet 5/95 (DfT, April 1995)).

### **Discounting Process**

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

Figure 7.1 Discount processing diagram



## Appendix A Car parks schedule

*Revised Car Parks Schedule to be included following the approval of the strategy by Wiltshire Council's Cabinet on 17th March 2015.*

## Appendix B Residents' parking scheme process

### Stage 1 - identification of demand for a potential scheme

Stage 1 of the process will be based on evidence from a significant proportion of residents or Wiltshire Council itself. Following on from receipt of a request, it is at Wiltshire Council's discretion where and when to conduct surveys to analyse the presence or severity of the issue.

The council has set the following as the standard criteria for the level at which a scheme design may be considered appropriate.

#### Scheme design criteria

Daytime issue (8am - 6pm)	Nighttime issue (6pm - 8am)	24 hour issue
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 issues.

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 Wiltshire Council identifies an issue itself.
- Residents to undertake initial survey of households directly affected to ascertain level of support for a scheme. Wiltshire Council will provide the initial questionnaire documentation which explains the outline principles of the scheme. A response rate of over 50% is required with a majority of 51% or above to carry the vote for a scheme to be progressed to the next stage.

### Stage 2 - assessment of request and definition of scheme type and limits

Stage 2 of the process follows on from the initial request for a scheme and an indication that the minimum level of support from those directly affected has been achieved.

It is at this stage that a survey of the existing parking types and level within the area needs to be undertaken to assess against the scheme design criteria shown above. The type and limit of the scheme needs to be agreed dependent on the survey results. Wiltshire Council does not currently have the staff resources available to undertake parking occupancy surveys; it is therefore likely that these would need to be outsourced (subject to the required funding being identified).

**Residents owning too many cars – No scheme.** If it is found that issues exist due to residents owning too many cars, a residents parking scheme should not go ahead.

**Long stay issue – Shared use.** A shared use 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 issue – Exclusive use.** An exclusive use 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:**

- Identification of the need for a Residents' Parking Scheme.
- Agree resourcing and conduct on-site survey to establish parking types, level and demand.
- Decide whether the residents' parking scheme is to address a long-stay or short-stay issue.
- Identify the potential restrictions and time limits based on the user profile.

### **Stage 3 - justification of scheme**

Stage 3 involves gathering the evidence from Stages 1 and 2 to assess the feasibility of promoting a scheme. From the evidence obtained at Stage 1 and identification of the issue and 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 will 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:**

- Consider scope and detail of a potential scheme.
- Set out a written justification for sending the scheme to consultation through criteria and observation data.

### **Stage 4 - prioritisation of measures**

If there are a number of requests for schemes then Wiltshire Council must prioritise these. The promotion of schemes is costly and with limited funding available to implement, it is likely that all requests will need to be prioritised. Rankings should be completed against common criteria such as the scale of parking problem, 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.

## Stage 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. Wiltshire 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.

The council will look to a minimum consultation response rate of over 50% and 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 principles of a scheme and the level at which the vote will be carried forward.

## Stage 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 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. The charging structure for Resident Parking Permits is generally set by Wiltshire Council's parking enforcement service although in some cases consideration may need to be given to site specific needs.

### 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.

## Stage 7 - traffic regulation orders and implementation

Stage 7 of this process involves the drafting of the legal orders, a statutory consultation process and implementation stage. At this point there needs to be consideration of the initial consultation process. New or amended Traffic Regulation Orders need to be drafted and advertised. This stage provides an opportunity to invite formal comments on the scheme. Any objections must be resolved or overridden before the scheme can be implemented.

### **Stage 7 - actions required:**

- Draft Traffic Regulation Orders, formally advertise and invite comments from residents/members of the public.
- Collate consultation responses and amend where necessary.
- Submit a report to the relevant Cabinet Member for consideration.
- If approved, undertake legal process to implement Traffic Regulation Order.
- Implement signs and lines on the ground to enable scheme enforcement.
- Administer scheme documentation (permits, etc).

### **Stage 8 - enforcement and monitoring**

Stage 8, the final stage of the process is applied when the scheme is in effect. Wiltshire Council will determine 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, however, the council receives a significant number of complaints from residents and compliance is also 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

### Maximum parking standards<sup>1</sup>

Use class	Land use	Standard
A1: Retail	Food Retail	1 per 14m <sup>2</sup> (>1000m <sup>2</sup> ), 1 per 35 m <sup>2</sup> (<1000m <sup>2</sup> )
	Non-Food Retail	1 per 20m <sup>2</sup> (>1000m <sup>2</sup> ), 1 per 35 m <sup>2</sup> (<1000m <sup>2</sup> )
A2: Financial and Professional Services		1 per 30m <sup>2</sup>
A3: Food and Drink	Restaurant	1 per 5m <sup>2</sup> public floor area
	Fast Food and Drive Through	1 per 5m <sup>2</sup> public floor area
B1: Business	Stand Alone Offices	1 per 30m <sup>2</sup>
	Business Parks	1 per 35m <sup>2</sup> (above 2500m <sup>2</sup> )
B2: General Industry	General Industry	1 per 30m <sup>2</sup> (less than 500m <sup>2</sup> ), 1 per 50m <sup>2</sup> (min. 8 above 500m <sup>2</sup> )
B8: Storage and Distribution	Storage and Distribution	1 per 30m <sup>2</sup> (less than 500m <sup>2</sup> ), 1 per 200m <sup>2</sup> (min. 8 above 500m <sup>2</sup> )
C1: Hotels and Hostels	Hotels and Hostels	1 per bedroom (plus requirement 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 <sup>2</sup>
	Clinics, Health Centres, Surgeries	5 per consulting room
	Libraries	1 per 50m <sup>2</sup>
	Art Galleries and Museums	1 per 40m <sup>2</sup>
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

Use class	Land use	Standard
	Parent – Pre-school <sup>2</sup> and 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 <sup>3</sup>
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 <sup>2</sup> ) 1 space per 22m <sup>2</sup> (>1000m <sup>2</sup> )
	Music and Entertainment	1 space per 5 seats (<1000m <sup>2</sup> ) 1 space per 22 m <sup>2</sup> (>1000m <sup>2</sup> )
	Sports Facilities	1 space per 22m <sup>2</sup> (>1000m <sup>2</sup> ) 1 per 2 players + 1 per 5m <sup>2</sup> (<1000m <sup>2</sup> )
	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

Notes:

1. All standards relate to gross floor area unless otherwise stated.
2. A place where a number of children under 5 years of age are brought together for part or all of a working day on a regular basis and where provision is made for their care, recreation and in some cases meals.
3. 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	<b>Good:</b> <ul style="list-style-type: none"> <li>Footways of at least 1.5m wide</li> <li>Choice of pedestrian access points to the site in at least three directions. (60° apart)</li> <li>Pedestrian routes are well maintained, well lit and designated for disabled access.</li> </ul>	3	<input type="text"/>
		<b>Moderate:</b> <ul style="list-style-type: none"> <li>Footways present at a min width of 1m</li> <li>Choice of pedestrian access points to the site in at least two direction (90° apart)</li> <li>Pedestrian routes are maintained to a reasonable standard, with some street lighting and some disabled facilities</li> </ul>	2	<input type="text"/>
		<b>Poor:</b> <ul style="list-style-type: none"> <li>No footways adjacent to the site</li> <li>Pedestrians use an access where vehicles have priority</li> <li>Access from only one point</li> <li>No street lighting or disabled facilities</li> </ul>	0	<input type="text"/>
Cycling	Quality of cycling facilities	<b>Good:</b> <ul style="list-style-type: none"> <li>Choice of cycle parking types</li> <li>Good choice of safe access routes for cyclists</li> <li>Design and maintenance of surrounding area sympathetic to cyclists</li> </ul>	3	<input type="text"/>
		<b>Moderate:</b> <ul style="list-style-type: none"> <li>Cycle parking above standard</li> <li>On-road facilities and surfaces adequate quality for cyclists</li> <li>Some choice of safe access routes for cyclists</li> </ul>	2	<input type="text"/>
		<b>Poor:</b> <ul style="list-style-type: none"> <li>Cycling parking to standard</li> <li>Poor on-road cycle facilities and surfaces</li> <li>Limited choice of safe access routes for cyclists</li> </ul>	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 principle bus service at nearest bus stop (if within 800m)	15 mins or less	4	<input type="text"/>
		30 mins or less	2	<input type="text"/>
		60 mins or less	1	<input type="text"/>
		Over 60 mins	0	<input type="text"/>
	Distance to nearest bus station/ major interchange (5 or more routes)	Less than 200m	5	<input type="text"/>
		Less than 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)	<b>Good:</b> <ul style="list-style-type: none"> <li>Shelter, seating and flag</li> <li>Timetables and Real-time information</li> <li>Raised curbs and adequate footway width</li> <li>Well lit, CCTV and overlooked buildings</li> </ul>	2	<input type="text"/>
		<b>Moderate:</b> <ul style="list-style-type: none"> <li>Shelter and flag</li> <li>Timetable information</li> <li>Adequate footway width/no raised curb</li> <li>Adequate lighting</li> </ul>	1	<input type="text"/>
		<b>Poor:</b> <ul style="list-style-type: none"> <li>Marked only by pole and flag</li> <li>Little or no timetable information</li> <li>Little or no street lighting</li> <li>Narrow footway</li> </ul>	0	<input type="text"/>

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

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**Wiltshire Council**

**Car Parking Review Task Group**

**Environment Select Committee**

**17 February 2015**

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## **Car Parking Review Task Group Position Statement Post Consultation**

### **1.0 Purpose of Report**

To advise the Environment Select Committee on the position of the Car Parking Review Task Group having considered the consultation responses received and the proposals made as to amending the current car parking strategy. This report should be taken in conjunction with the summary report on the Car Parking consultation as the Task Group's view on the process and outcomes (Item 6a on the Agenda).

### **2.0 Background**

At its meeting on 29 October 2013, following discussions between the chair and vice chair of the Environment Select Committee and the Cabinet member for Highways and Street Scene and Broadband; the Committee agreed to the inclusion of the Car Parking Review on its forward work programme. The Committee was advised that it would be appropriate for this piece of work to commence early in 2014.

It was agreed that the Task Group's remit would be limited to car parking only and would provide an advisory and support role to the team undertaking the review as well as providing a member to sit on the Project Board. The initial task was to review and comment on the presentation and town profiles that were due to go out to Area Boards in March. Considerations included the quality of the presentation, the questions being asked of the communities and whether or not the communities have sufficient and/ or the correct information on which to base their decisions.

Subsequently, the review team decided on alternative approach of a 3 stage document-based process as follows:

- I. To give key stakeholders an opportunity to shape the scope of the review: consult with external stakeholders as part of the scoping exercise of the Parking Review (6 week period); at the end of the consultation period 1 - 2 surgeries were offered at County Hall.

- II. To give key stakeholders an opportunity to make specific proposals for their local towns and / or individual car parks: prepare town-by-town assessments, using feedback from the consultation where appropriate. Provide the assessments to each Area Board for consideration at its councillor only meetings. At this stage, it is not considered advisable to address the public Area Board meetings as they would generate many questions which it would not be possible to answer at this stage.
- III. Public consultation: comprehensive consultation to canvass public opinion on the strategic considerations of car parking, this was a process lasting 12 weeks and was widely publicised.

### **3.0 Observations**

The Task Group reconvened on 2 February to review the consultation responses in summary and to consider the proposals that will be put forward to Cabinet on 17 March. During this process, the Task Group made the following observations:

- The use of pay by phone services was strongly supported by the Task Group and it was held that this should be promoted.
- It was noted that there is currently a surcharge on payments made by phone and that this is being addressed with the provider. At the very least the surcharge should be brought down to 5 pence from 20 pence.
- It was considered that further education and support for the public, particularly the elderly and those less used to technology will be required in order to make cashless technologies successful;
- The Task Group was keen to ensure that sectors of the public are not disenfranchised through moving to cashless technologies and that any such move should be done over a suitable timeframe due care and thought has been given to members of our community who for whatever reason will find such a scheme difficult or even impossible to use, particularly the elderly.
- Concern was also raised in terms of limited mobile phone signal in some areas;
- It was suggested that the removal of pay by cash machines would force the public to utilise alternative methods of payment and that this may be a required step to facilitate change;
- That open, frank dialogue and negotiations are required between the Council and communities regarding the car parks in their areas and the potential for transferring such assets to town and parish councils;
- Parking enforcement via employed personnel is costly and should not be the primary source of revenue protection;
- The Salisbury Park and Rides could be made more attractive by providing access to hot desks and refreshments;
- It was noted that the issue of coach parking would have lead to an unmanageable workload at this stage of the review; however it remains an important issue in the greater scheme.



- The review has been a worthwhile exercise which has provided the necessary data to facilitate and support such discussions with town and parish councils;
- It is important to actively promote the use of car parks through altering charges;
- It was acknowledged that the review provides for flexible and individual solutions, which is paramount to catering for the diverse towns and cities of Wiltshire;

#### **4.0 Recommendations**

On consideration of the consultation responses and the proposals that will be made to Cabinet, the Task Group made the following recommendations:

1. That the use of automated pay by phone systems be made more attractive by ensuring the same charges are levied irrespective of the method of payment; for example they should be no surcharge on payments made using the automated phone service.
2. Increased pressure should be levied on mobile phone companies to ensure that better mobile phone signals are achieved across the County's car parking areas.
3. That the use of smart card technology be investigated.
4. Additional consideration should be made as to educating members of the public who do not have the skills to use cashless technologies and ensure that alternative provisions are made for where this is not possible with due care and attention.
5. That Council officers should continue their efforts to maximise use of Car Parks when they are less well used. This would be by means of cheaper or free periods when revenue has been proven not to be affected. Consultation responses were keen to encourage this sort of experimentation.
6. The current Park & Ride scheme in Salisbury should encourage out of town city workers to use this service with a more attractive offering.
7. The Council should be prepared to enter into discussions with Shopping Centre owners (in addition to Town and Parish Councils) to take over Council Car Parks.
8. The issues of coach parking and residential parking provision need to be considered as part of an overall parking management strategy.
9. That towns and parishes are actively given the opportunity to take on assets or top-up funding to enable reduced charges; and that they are properly supported in making any such decision through the provision of real and accurate information.

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#### **Car Parking Review Task Group**

**Cllr Mark Packard, Chairman of the Car Parking Review Task Group**

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## Appendix 3 – Example Town Profile

**Wiltshire Local Transport Plan**  
**Car Parking Strategy Review**

**Malmesbury Town Profile**  
**Consultation Draft**

**October 2014**

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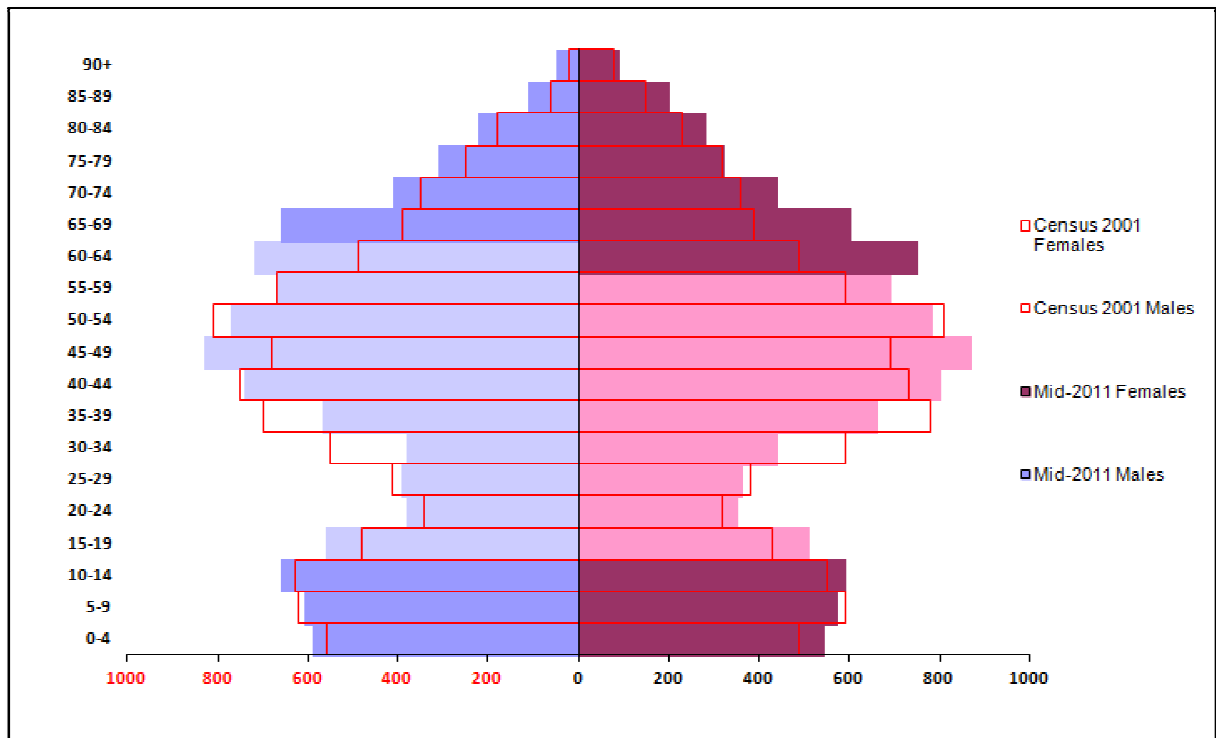


## Demographic data

### Current population

At mid-year 2011, Malmesbury Area had an estimated total population of 19,470 persons making it the seventh least populous community area in Wiltshire. Over the Census period 2001 to mid-year 2011, the Malmesbury Community Area's population growth was 8.5% (1,700 persons), which is lower than the Wiltshire average of 9.6%.

### Census 2001 and mid-year 2011 population estimates



Source: Malmesbury Community Area JSA 2013

### Future population

Based on the 2011 Census, the total trend-based projected mid-year population for 2026 for the Malmesbury Community Area is estimated to be 20,560.

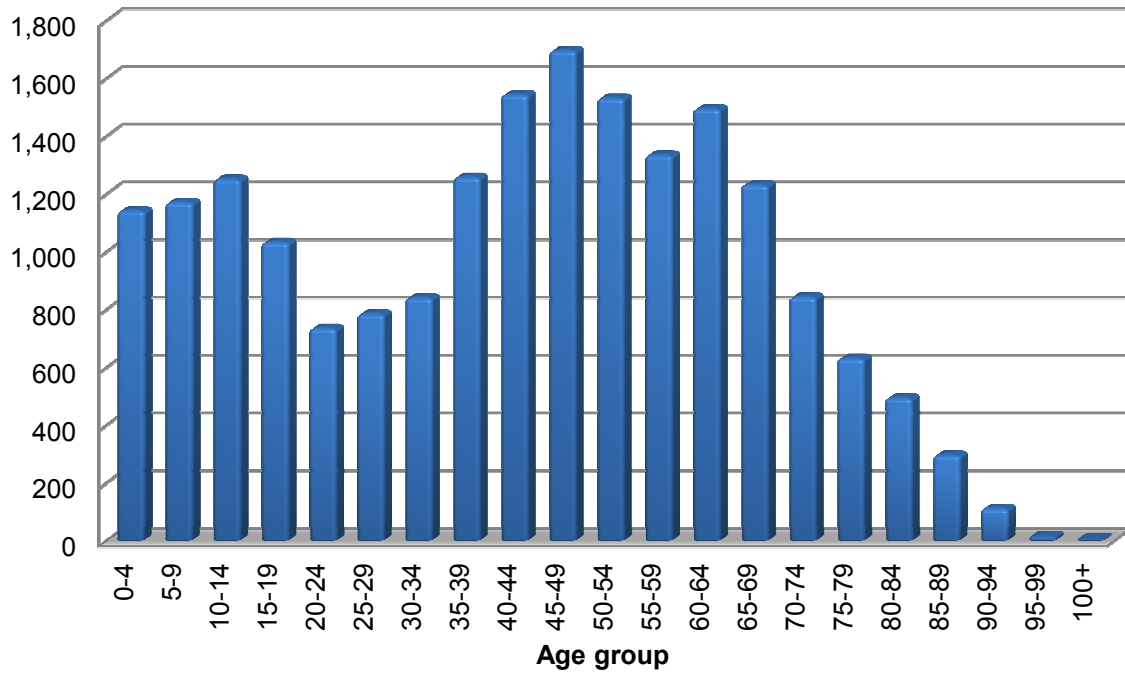
### Age profile

Compared to the other 19 community areas, Malmesbury Community Area has the eighth highest percentage of its total population under the age of 15 years; the ninth lowest percentage of its total population being of working age; and the second lowest percentage of its total population being of retirement age and over.

Malmesbury has the sixth smallest population aged 85 years and over of all Wiltshire's community areas. The change in population aged 85 plus seen in Malmesbury Community Area between Census 2001 and mid-year 2011 was the third highest percentage change seen in all Wiltshire's 20 community areas.



## Age profile - based on 2011 Census



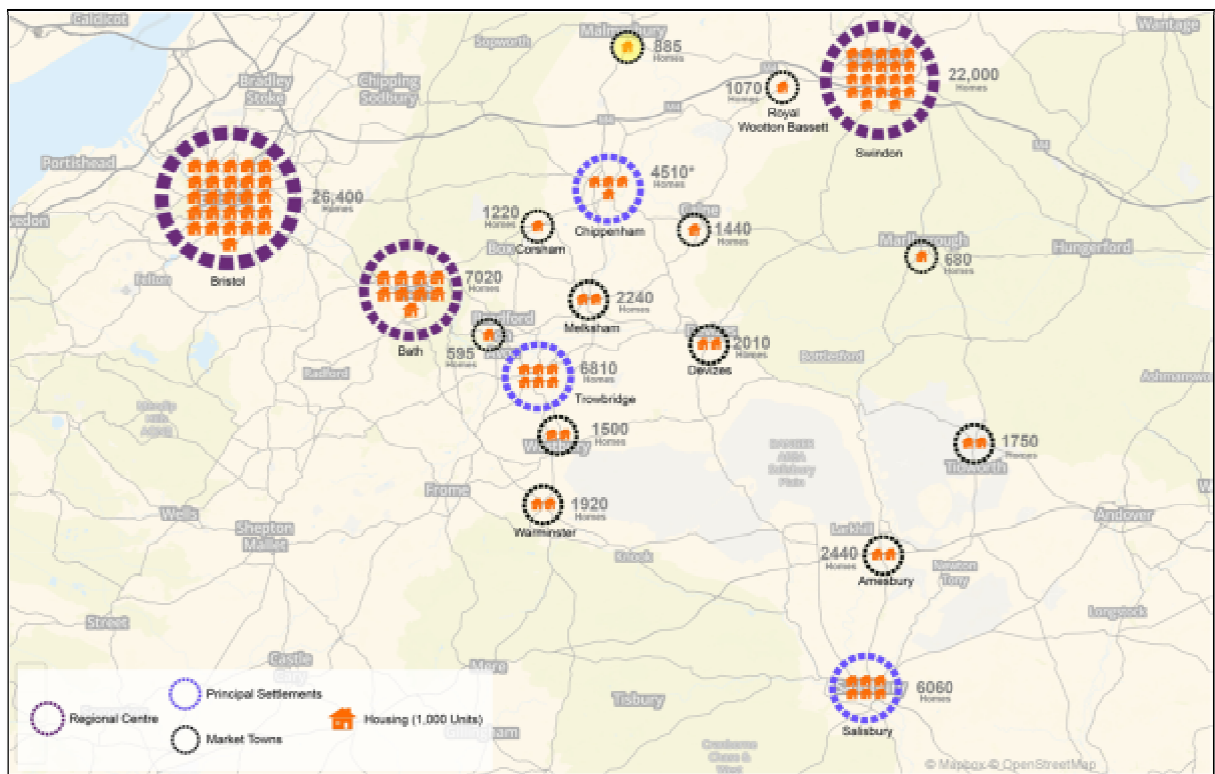
Source: <http://www.intelligencenetwork.org.uk/population-and-census/>

## Growth data<sup>2</sup>

### Housing growth

During the period to 2026, at least 1,395 new homes will be provided in the Malmesbury Community Area. 885 homes should occur at Malmesbury and 510 homes will be provided in the rest of the community area. (Source: Schedule of Proposed Modifications (including Sustainability Appraisal and Habitats Regulation Assessment updates) April 2014; Inspector's Proposed Modifications April 2014; and implications of National Planning Practice Guidance.)

### Potential sub-regional housing growth to 2026



Source: Wiltshire Council, 2014

### Employment land growth

The strategy for the Malmesbury Community Area is focused around managing significant growth ensuring that the world class employers in the area can continue to expand and provide valued employment opportunities in the area.

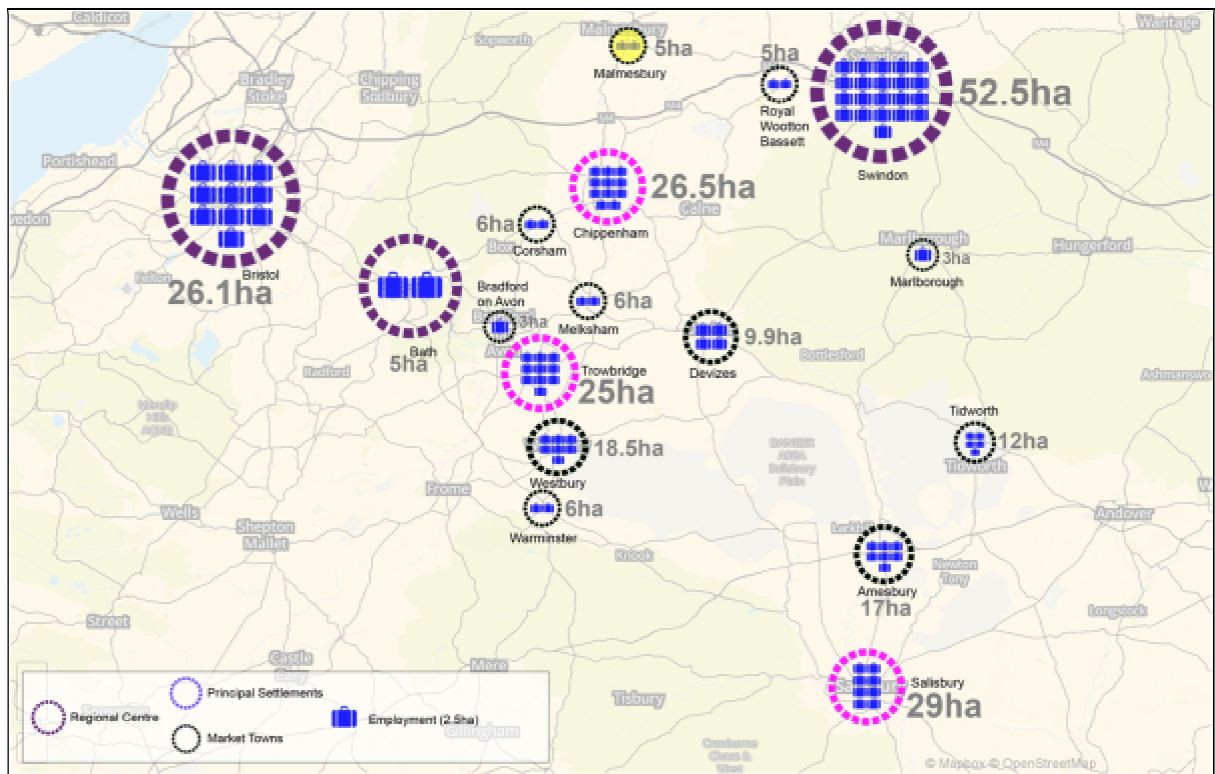
Malmesbury will provide 5ha of new employment land (in addition to that already provided or committed at April 2011) for development, allocated as follows:

- Land North of Tetbury Hill Saved North Wiltshire District Plan Allocation : 1ha

<sup>2</sup> The growth data shown here will be updated in light of the outcomes of the current consultation on the Wiltshire Core Strategy (see <http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/wiltshirecorestrategy/wiltshirecorestrategyexamination.htm>).

- Land at Malmesbury Garden Centre Saved North Wiltshire District Plan Allocation: 4ha

### Potential sub-regional employment land growth to 2026



Source: Wiltshire Council, 2014

### Jobs growth

There are approximately 195,000 jobs in Wiltshire. Most of these are located in the main settlements but a significant share is ‘pepper-potted’ in rural areas and along strategic roads. Over the period 1998-2008, employment grew by 11% in Wiltshire which, whilst a strong rate of growth in a buoyant economic period, was below the national growth of 15%. There were strong gains in employment in and around Chippenham; little change in and around Trowbridge; and a small gain in and around Salisbury (Source: Wiltshire Core Strategy, Economic Topic Paper, 2012).

The latest projection from Cambridge Econometrics indicates a growth of 27,570 jobs between 2006 and 2026 in Wiltshire (see table below).

Area	2006	2026	Growth over period
South	61,020	71,450	10,430
East	33,690	37,270	3,580
North	61,250	69,690	8,440
West	59,130	64,250	5,120
<b>Total</b>	<b>215,090</b>	<b>242,660</b>	<b>27,570</b>

Source: Wiltshire Core Strategy, April 2011

## Economic data

### Employment profile

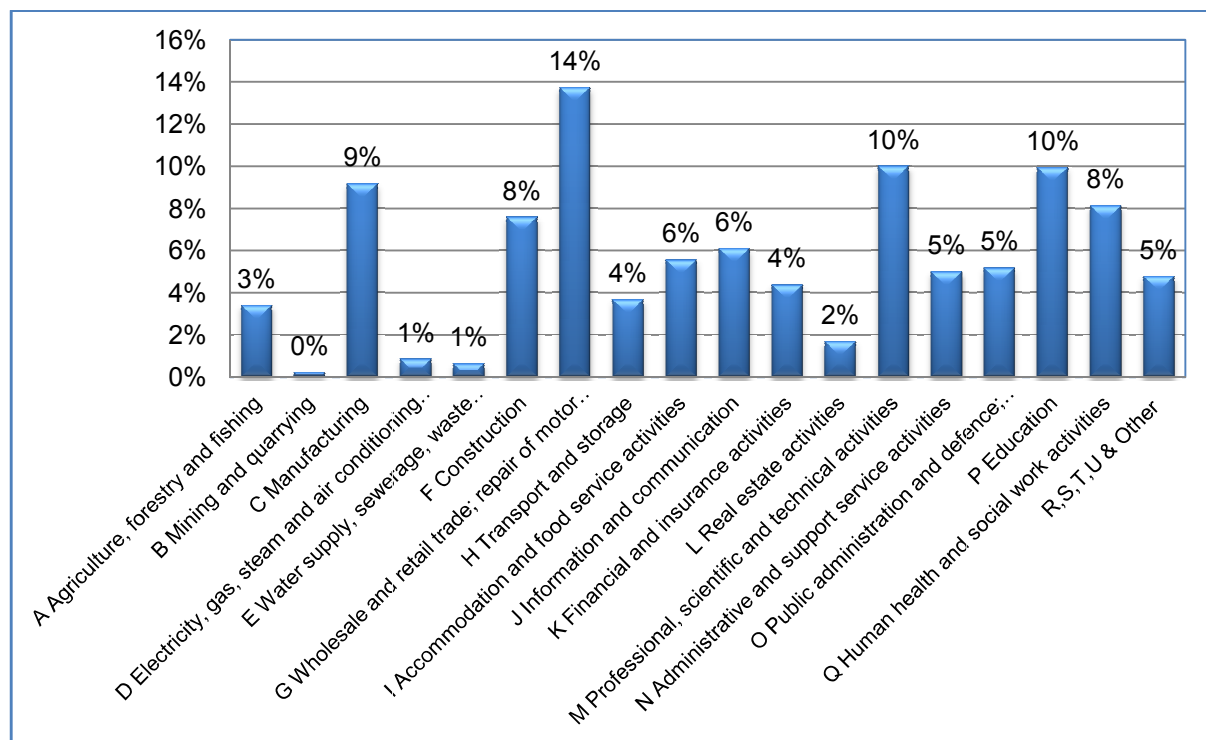
There are 7,900 people employed in Malmesbury Community Area which represents 4.2% of total employment in Wiltshire. (Source: Malmesbury CA JSA, 2014)

The professional and business service sectors are important sources of employment and, as a result, the employment profile of the Malmesbury Community Area is quite distinct from other parts of Wiltshire. This will be influenced by the location of Dyson in the area.

### Employment structure

Overall, the local structure of the economy is broadly based and public sector related employment in the area is low.

Some of the larger employers in the area include Dyson, with its significant research and development presence; Forrester Sylvester Mackett, a firm of solicitors; and International Management Systems Ltd, a management consultancy business. (Source: Malmesbury CA JSA, 2014)



Source: <http://www.intelligencenetwork.org.uk/population-and-census/>

## Employment/unemployment

The overall employment figures in Malmesbury are slightly below or on a par with the rest of Wiltshire and the South West. There are less full time people in employment (38.2%) in Malmesbury, however, there are more self-employed people at 16.2% compared to 11.2% locally and regionally. The number of younger people (16-24) unemployed is slightly above the local and regional figures at 29.8% compared to 28.8% locally and 28.5% regionally. Older people 50-74 the number is also greater at 26.1% compared to 22.6% locally and 21.7% regionally. For more detail see table below.

Economic activity	Malmesbury		Wiltshire		South West	
	Number	%	Number	%	Number	%
Total people 16-74	14,075	100	339,595	100	3,856,715	100
Economically active 16-74	10,339	73.5	250,792	73.9	2,710,787	70.3
Employees full time	5,372	38.2	143,218	42.2	1,442,959	37.4
Employees part time	2,054	14.6	50,806	15	583,936	15.1
Self-employed	2,274	16.2	38,102	11.2	433,236	11.2
Unemployed	326	2.3	9,999	2.9	126,208	3.3
Full time student	313	2.2	8,667	2.6	124,448	3.2
<b>Unemployment</b>						
Total unemployed	326	100	9,999	100	126,208	100
Aged 16-24	97	29.8	2,877	28.8	36,019	28.5
Aged 50-74	85	26.1	2,256	22.6	27,358	21.7
Who have never worked	31	9.5	1,037	10.4	13,971	11.1
Long term unemployed	112	34.4	3,666	36.7	46,559	36.9

Source: Census 2011

## Town centre provision and business mix

AMT Town Benchmarking has been developed to address the real issues of how to understand measure, evaluate and ultimately improve town centres. The approach offers a simple way of capturing data on 12 Key Performance Indicators selected by those involved in town centre management. By having the tools to measure performance, strategic decision making is both encouraged and improved. By considering performance, forward strategies and action planning can be more focused and effective.

The table below provides detailed analysis of the commercial offering in the town centre by Use Class. The figures are presented as a percentage of the 98 occupied units recorded.

Use class	Malmesbury %	South West small towns %	National small towns %
Shops (A1)	52	55	53
Financial and professional services (A2)	13	14	14
Restaurants and cafes (A3)	6	8	8
Drinking establishments (A4)	5	3	4
Hot food takeaways (A5)	3	6	5

Business (B1)	6	1	3
General industrial (B2)	1	0	0
Storage and distribution (B8)	0	0	0
Hotels (C1)	1	1	0
Residential (C2)	0	0	0
Secure residential institution (C2A)	0	0	1
Non-residential institution (D1)	8	6	6
Assembly and leisure (D2)	0	1	1
Sui generis (SG)	4	3	5

Source: AMT Benchmarking Report, 2012

Malmesbury is on a par with national and south west small towns in terms of both comparison (e.g. selling books, clothing, furniture, white goods, etc) and convenience stores.

	Malmesbury %	South West small towns %	National small towns %
<b>Comparison</b>	76	53	60
<b>Convenience</b>	24	47	40

Source: AMT Benchmarking Report, 2012

### Spend and footfall

A survey undertaken in early 2012 indicates a higher than average footfall rate in Malmesbury town centre on markets days and on non-market days.

	Malmesbury	South West small towns	National small towns
<b>Market/busy day</b>	116	64	115
<b>Non-market/quiet day</b>	108	39	83

Source: AMT Benchmarking Report, 2012

### Vacancy rates

Vacant units are an important indicator of the vitality and viability of a town centre. The presence of vacant units over a period of time can identify potential weaknesses in a town centre, whether due to locational criteria, high rent levels or strong competition from other centres.

Malmesbury centre is in good health generally with vacancy rates of 8% which is slightly lower than the national averages and slightly higher than the regional average.

	Malmesbury %	South West small towns %	National small towns %
<b>Vacant units</b>	8	7	9

Source: AMT Benchmarking Report, 2012

## Town centre leakage

### County-wide

Swindon, Bath and Southampton are considered to be largest competing centres to Wiltshire's main centres, and combined they draw 25.5% of expenditure. The top three Wiltshire centres of Chippenham, Trowbridge and Salisbury draw 14.7% of expenditure, indicating there is significant leakage out of Wiltshire. The main destinations for expenditure leakage out of Chippenham are Swindon and Bath.

*(Source: GVA Town Centre and Retail Study, March 2011)*

### Locally

Malmesbury Town Centre was performing above the estimate of company average turnover (£2.3m), with a turnover of £3.3m. *(Source: GVA Town Centre and Retail Study, March 2011)*

Since the GVA study Waitrose has opened on the town fringes however, there are no current figures to reflect the breakdown of turnover within the town.

## Transport data

### Primary transport corridors



Source: Wiltshire Council, 2014 (Adapted from Chippenham Vision)

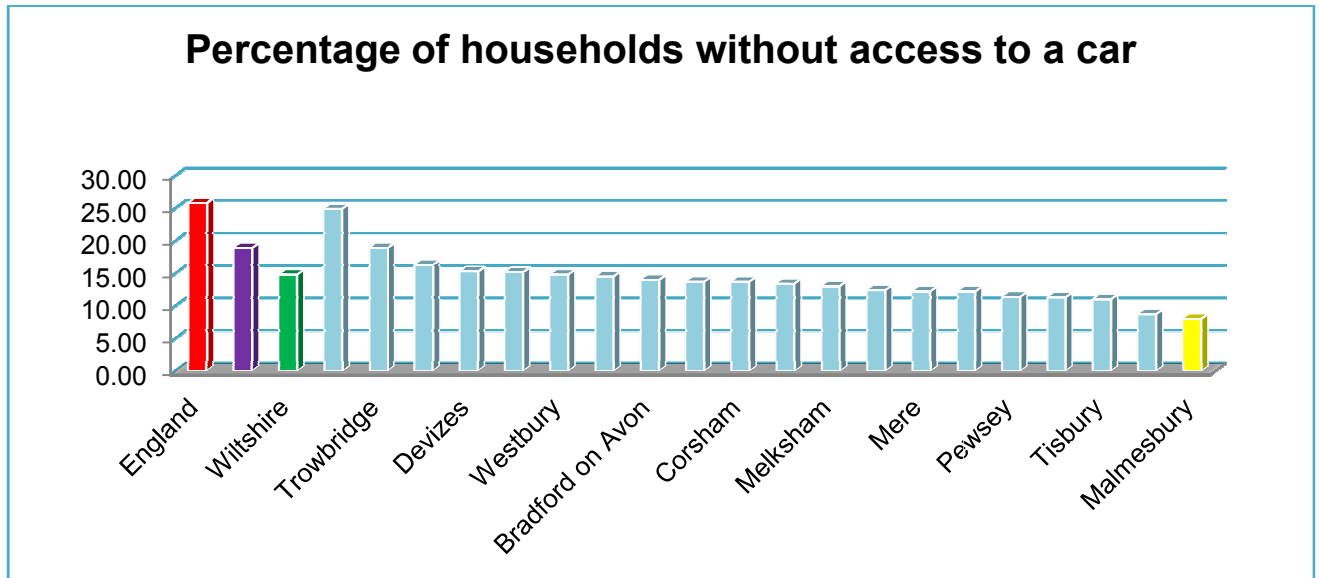
### Average travel times to other key settlements

Destination	Distance from Malmesbury (miles)	Approx Time by road (mins)	Approx Time by rail (mins)	Approx time by bus/coach (mins)
Bath	27	47	N/A	120
Swindon	22	34	N/A	55
Bristol	30	39	N/A	165
Chippenham	10	23	N/A	51
Salisbury	47	87	N/A	200
London	97	120	N/A	230



## Car ownership levels

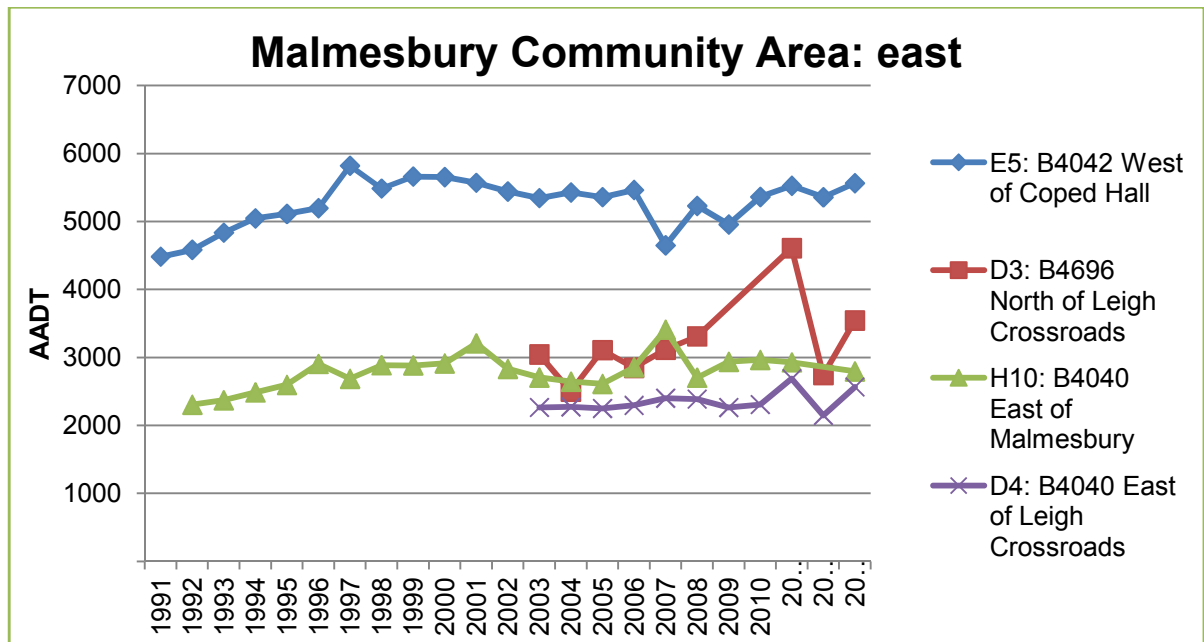
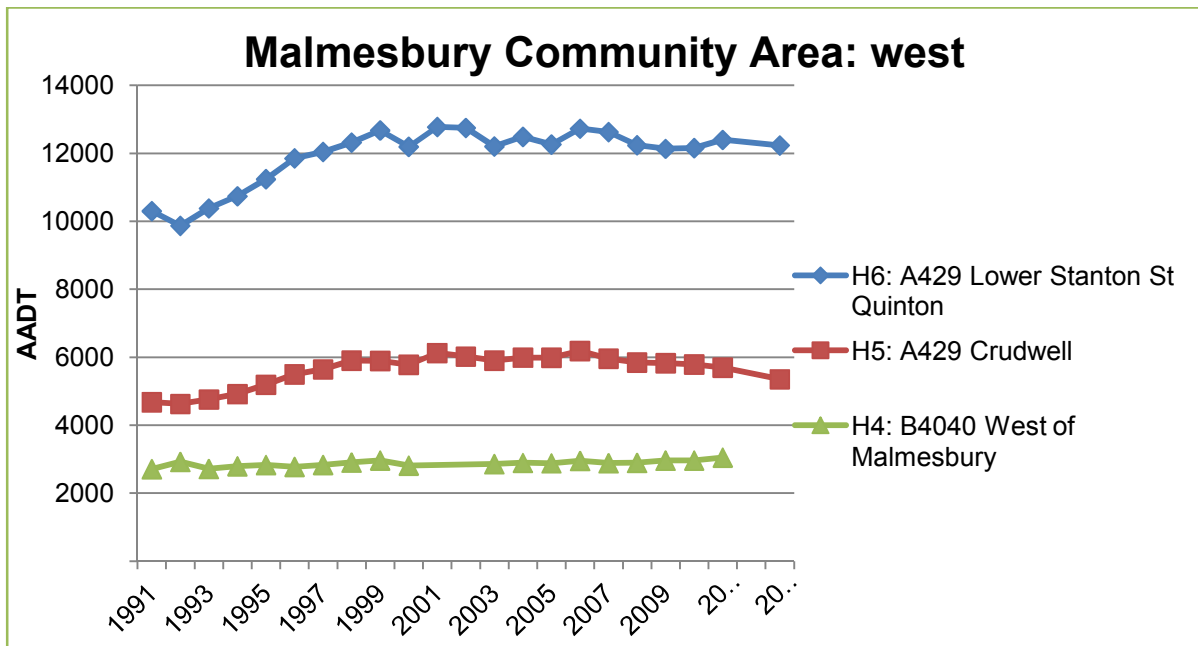
Car ownership is generally high in Wiltshire, and particularly high in Malmesbury at 8%, which reflects the rural nature and general affluence of the county. The 2011 Census indicates that only 14.8% of households in Wiltshire did not have access to a car, compared to nearly 26% in England.



Source: Census 2011

## Traffic data

The following graphs demonstrate the Average Annual Daily Traffic (AADT), which is the total volume of vehicle traffic of a road for a year divided by 365 days. The sharp 'peaks' and 'troughs' in the data typically represent changes on the road network that can be attributed to direct road closures, maintenance and diversions on the specified road or the effect of such events on other roads. The more subtle rises and falls typically represent the trend in road traffic affected by economic or social changes.



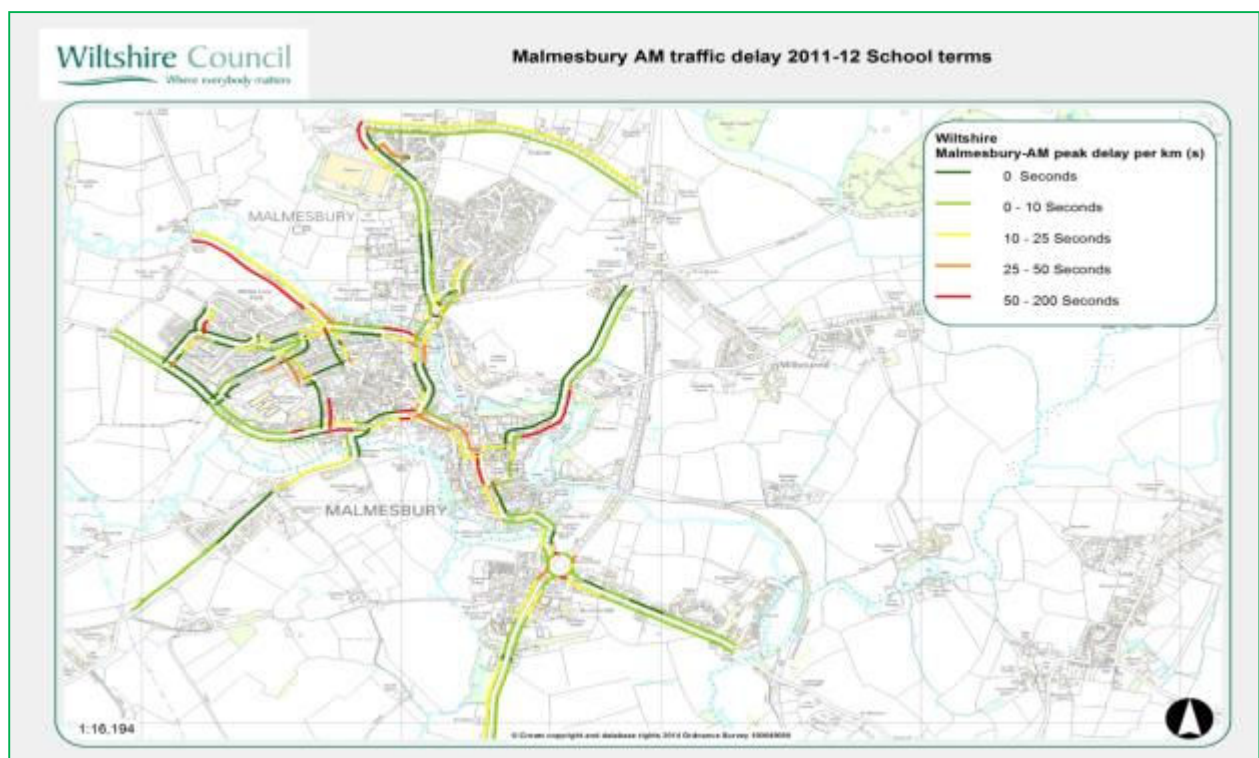
## Congestion data

The table below demonstrates the average speed in each town. The data is calculated in the AM peak (07:00-08:59) for Monday-Friday during school term time. All classes of vehicle are included within the data.

Town	mph
Amesbury	22.2
Bradford on Avon	16.8
Calne	21.1
Chippenham	20.3
Corsham	23.6
Devizes	21.2
<b>Malmesbury</b>	<b>21.9</b>
Marlborough	23.2
Melksham	23.9
Royal Wotton Bassett	22.4
Salisbury	18.0
Trowbridge	21.0
Warminster	21.4
Westbury	23.9

Source: Trafficmaster GPS data

The following map shows the recorded difference between night time free flow traffic and AM peak traffic.



## Bus service availability

<b>Residential addresses within 200 metres of bus stops with at least 16 daily services serving Malmesbury town centre</b>			
	Malmesbury Urban Area	Malmesbury Community Area	Malmesbury 10km radius
Residential addresses	2980	8726	9160
...within 200m of $\geq 16$ buses per weekday	2405	2612	2806
Proportion with this level of service	81%	30%	31%

<b>Residential addresses in all Wiltshire Principal and Market Towns within 200 metres of bus stops with at least 16 daily services serving local centre</b>			
	All Urban Areas	All Community Areas	All 10km radius
Proportion with this level of service	60%	45%	28%

Source: LTB Bus Monitoring 2011-12

## Bus service usage

Location	Average passengers per hour (total of board & alight)	Average passengers per bus (total of board & alight)
Cross Hayes AM	29	2
Cross Hayes PM	23	2

Source: LTP Bus Monitoring 2012-13

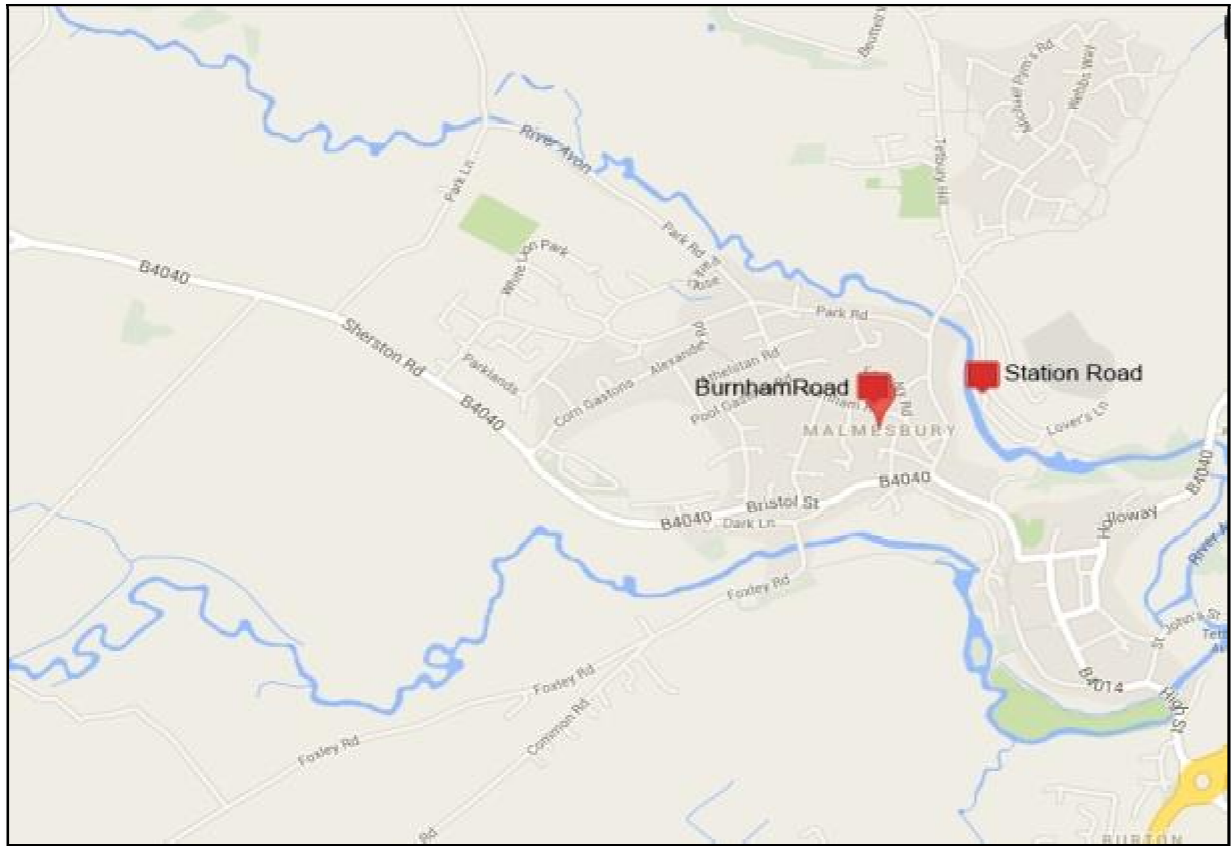
## Walking and cycling

There is no available walking and cycling screenline survey data for Malmesbury.

## Parking data

Malmesbury contains a mixture of on-street and off-street parking.

### Off street parking



Source: [www.parkopedia.co.uk](http://www.parkopedia.co.uk)

Name	No of spaces	Usage	
		Peak	Average
Burnham Road	17	n/a	n/a
Station Road	145	84%	69%
<b>Total</b>	<b>162</b>		

Source: Parkopedia, 2014; AMT benchmarking data, 2012

Usage: Based on ticket sales and allocated permits on three survey days

### On street parking

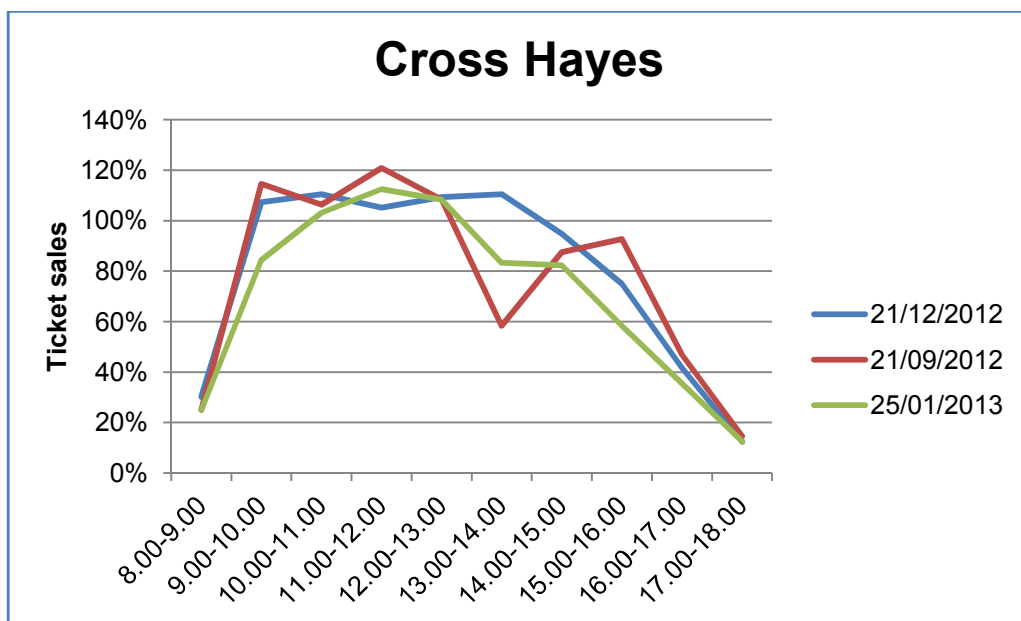
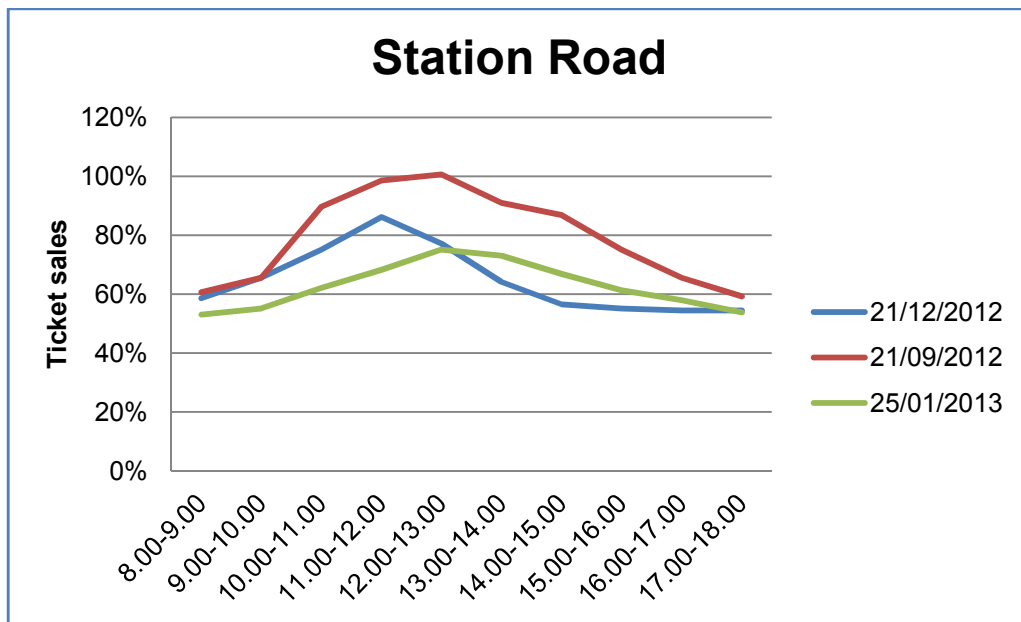
Location	Number of (potential) spaces	Usage	
		Peak	Average
Cross Hayes	96	113%	76%
<b>Total</b>	<b>96</b>		

Source: Parkopedia, 2014; AMT benchmarking data, 2012.

Usage: Based on ticket sales and allocated permits on three survey days

## Wiltshire Council car park usage levels

To understand the usage of car parks in Wiltshire, the Parking Services team surveyed car park usage over three periods in 2012/13. Three dates were selected for their usage being low, average or high. Although most car parks usage mirrored these usage states some did not, ie on the low usage date a car park showed average or high usage. Nonetheless, the dates selected are broadly representative of these usage states. The dates selected are shown alongside the charts below. The data used came from pay and display machines sited in each car park; these record each transaction made by a user and was compiled to show usage by car park, time and tariff purchased as well as calculating the overall usage across the dates selected.



## Parking charges

Malmesbury is designated as a Band 3 town in the current Wiltshire LTP Car Parking Strategy. The current Wiltshire Council car parking charges in Malmesbury are as follows (£):

	<1hr	<2hrs	<3hrs	<4hrs	<5hrs	<8hrs	All day
Short stay	0.40	1.20	N/A	N/A	N/A	N/A	N/A
Long stay	0.40	1.10	2.00	2.40	3.20	5.20	5.60

Note: charges relate to Station Road and Cross Hayes car parks (Mon-Sat).

## Key competitor towns

The following towns/cities have been identified as Malmesbury's key sub-regional competitors: Cirencester and Swindon. Some of the key relevant circumstances in each of these settlements are set out in the following table.

	Cirencester	Swindon
Population	16,325	182,441
Housing growth	3,360 (2011-2031)	22,000 (2011-2026)
Venuescore rank	249 (2010)	65 (2010)
P&R site(s)	0	1
Air Quality Management Area(s)	0	0

Notes:

- Population figures from Census 2011.
- Housing growth figures taken from relevant core strategies/local plans.
- Javelin Group's Venuescore evaluates shopping destinations in terms of the provision of multiple retailers – including anchor stores, fashion operators and non-fashion multiples.

## Off-street parking charges in key competitor towns

### Local authority car parks – short stay (£)

Town	<½hr	<1hr	<2hrs	<3hrs	<4hrs
Cirencester	0.50	1.30	2.30	3.00	N/A
Swindon	N/A	1.20	2.00 – 2.40	2.00 – 3.60	2.00 – 4.80

Notes:

- Cirencester: range of charges relate to Brewery and Forum car parks. Charges apply 8am to 6pm (Mon-Sun (Brewery) and Mon-Sat (Forum)). Sunday charges at Beeches are All day = £1.50 1/2 hr = 50p 1 hr = £1.30.
- Swindon: range of charges relate to 'Premium Short Stay' and 'Town Centre Short Stay' car parks. Charges apply 6am to 6pm (Mon-Sun).

### Local authority car parks – long stay (£)

Town	<1hr	<2hrs	<3hrs	<4hrs	<5hrs	<6hrs	<7hrs	<8hrs	All Day
Cirencester	0.50 – 1.30	2.00 – 2.30	2.00 – 3.00	N/A	2.00 – 3.90	N/A	N/A	N/A	2.00 – 6.50
Swindon	1.00	2.00	3.00	4.00	N/A	6.50	N/A	N/A	8.00

Notes:

- Cirencester: range of charges relate to Abbey Grounds, Old Station, Sheep Street, Waterloo and Beeches car parks. Charge of £0.50 relates to <½hr time period. Charges apply 8am to 6pm (Mon-Sat).
- Swindon: range of charges relate to 'Long Stay' car parks. Charges apply 6am to 6pm (Mon-Sun).

### Local authority car parks – evening charges (£)

Town	<½hr	<1hr	<2hrs	<3hrs	>3hrs
Cirencester	See note	See note	See note	See note	See note
Swindon	N/A	N/A	1.00	2.00	2.00

Notes:

- Cirencester: all car parks are free overnight except for Beeches where a charge of £1.50 applies.
- Swindon: range of charges relate to 'Premium Short Stay', 'Town Centre Short Stay' and 'Long Stay' car parks.

### On-street parking charges in key competitor towns (£)

Town	<10min	<20min	<30min	<40min	<1hr	<2hrs	Evening
Swindon	N/A	0.30 – 0.40	N/A	0.60 – 0.80	0.90 – 1.20	N/A	Free

Notes:

- Cirencester: on-street charges to be determined
- Swindon: range of charges relate to 'Pay on Street' parking bays. Charges apply 9am to 6pm (Mon to Sat).



## Parking income and operational costs

### Overview of Car Parking Finances 2013/14

Operational Car Parking Income	£	Notes
	<b>Actuals</b>	
<b>Off street Parking - Income</b>		
Pay & Display Income	-5,372,532	Income from Pay machines and Mi Permit payment for pay & display visits in off street car parks
Season Tickets & Permits	-419,814	The purchase of season tickets and permits for use in off street parking provision
Penalty Charge Notices	-190,860	Income from off street parking fines
<b>Total</b>	<b>-5,983,206</b>	
<b>On Street parking Income</b>		
Pay & Display Income	-555,771	Income from Pay machines and Mi Permit payment for pay & display visits in on street parking bays
Season Tickets & Permits	-46,144	Purchase of tradesman waivers permits
Penalty Charge Notices	-636,259	Income from on street parking fines
<b>Total</b>	<b>-1,238,174</b>	
<b>Residents Parking - Income</b>	<b>-193,459</b>	Income from residents parking schemes.
<b>TOTAL INCOME</b>	<b>-7,414,839</b>	Total income from parking services
<b>Operational Car parking Expenditure</b>	<b>£</b>	
Car Park Enforcement	996,717	Salaries (and associated on costs) and supporting budgets for Wiltshire Council's team of Civil Enforcement Officers
Car Park Management & Administration	323,843	Salaries (and associated on costs) and supporting budgets for Wiltshire Council's back office parking team
Car Park Maintenance & Equipment Maintenance	460,454	Maintenance of the car parking assets and car parking equipment
Cash Management Costs	192,375	Cash handling costs and administration of MI Permit system/PCN income collection
<b>Operational Car Parking Expenditure</b>	<b>1,973,389</b>	Total direct expenditure to provide parking services.
<b>Operational Car parking surplus (as per cabinet budget monitoring report)</b>	<b>-5,441,451</b>	

<b>Car Parking Property related Expenditure</b>	<b>£</b>	
Cost of Car Park National Non Domestic Rates (NNDR)	846,895	Business rates applicable to Wiltshire's car parks
Car Park Utilities	70,252	Identified utility costs associated with car park assets
<b>Total Car Parking Property related Expenditure</b>	<b>917,147</b>	Total associated property costs of car parking
<b>Car Parking share of Wiltshire Council Overheads &amp; Depreciation</b>	<b>£</b>	
Car Parking central Overhead cost	860,080	Car parking allocation of central overheads i.e. car parking share of supporting services such as Finance, ICT, HR, Legal, insurance, building costs.
Depreciation of Car Park Assets	911,826	A charge within the accounts to reflect the cost of the use of the car parking assets.
<b>Total Car Parking share of Wiltshire Council Overheads &amp; Depreciation</b>	<b>1,771,906</b>	
<b>Total Surplus</b>	<b>-2,752,398</b>	

## Environmental data

### Air quality

The Local Air Quality Management process places an obligation on all local authorities to regularly review and assess air quality in their areas, and to determine whether or not the air quality objectives are likely to be achieved. Where exceedances are considered likely, the local authority must then declare an Air Quality Management Area (AQMA) and prepare an Air Quality Action Plan (AQAP) setting out the measures it intends to put in place in pursuit of the objectives.

**Appendix 4 – Town Council Responses**

## AMESBURY TOWN COUNCIL

### Car Parking in Amesbury

With consideration to the Core Strategy, which describes Amesbury as a Three-Centre Town (incorporating Amesbury, Durrington and Bulford):

The main retail shopping is no longer in the town centre, but in the London road and solstice Park areas. Therefore it is important to encourage people into the town centre with the correct parking structure, in order to see the town rejuvenated.

The Town Council believes that there are two main issues for consideration by Wiltshire Council:

1. The Free Parking spaces must be retained if the town centre is to be rejuvenated. Free parking areas have been lost as a result of the McCarthy Stone development.

**The Town Council recommends one hour's free parking on all spaces in the central Car park, with a maximum stay of 4 hours.**

2. Church Street Car Park must be retained by Wiltshire Council. If this facility is withdrawn, there will be insufficient parking space in the town. Both car parks should be looked at collectively from the point of view of running costs.

**The Town Council recommends that Wiltshire Council retains this car park, it is used for season ticket-holders' parking also. Charges for 1 – 3 hours as per Wilts recommendations, but with an all-day charge between £1.50 and £2. This is needed to ease the parking problems in residential areas.**

Additional points:

- **The Town Council agrees with the proposed pricing, on condition that all spaces in the central car park are free for the first hour.**
- **On-street parking along Salisbury Street and High Street should be reduced to 30 minutes.**
- **It must be noted that as a result of current parking issues, problems have developed surrounding parking in residential areas, and these must be taken into account:**

There has been a large increase in workers parking all day on Kitchener Road, causing problems for the school. One suggestion during working hours (9 – 5) is a maximum of 3 hours stay, for visitors to houses, carers, relatives etc, but town centre employees would have to use the car parks, in particular Church Street car park. Roads where this may work are Kitchener, Cold Harbour, School Lane and The Drove, as most residents have off road parking, but this would need some close examination. This would not work in other roads, eg Edwards Road, where residents mainly park on the street. However, it must be noted that town centre employees tend to park here too.

Residents' permits would be an option, but would involve funding.

London road is another problem area, possibly solved by increasing the area of double yellow lines along the road, this would need additional investigation.

**It would be wrong not to take this opportunity to inform the county council of the condition of the toilets in the central car park. This facility is a very important part of the Town centre for visitors and residents alike. These toilets are a disgrace and can only hinder our efforts to regenerate the Town centre. This is an important factor in bringing people into the town and using the car park.**

## BRADFORD ON AVON TOWN COUNCIL

Bradford on Avon Town Council is interested in taking over some or all of the car parks in the town. However in the absence of information on maintenance and running costs we feel unable to make a decision. Could you please supply the information

## **CHIPPENHAM TOWN COUNCIL**

Chippenham Town Council supports the current Chippenham Car Parking review being undertaken by Wiltshire Council and would like to raise the following points as part of its formal response.

- Welcomes the review of Car Parking in Chippenham
- Supports any pricing restructure or new methods of payment
- Supports any pricing initiatives coming forward from Wiltshire Council, the BID or other business partners from the Town
- All new development proposals must come with better transport and pedestrian links to the Town centre, e.g. new cycle ways, wider pavements for mobility users, improved pedestrian controls
- Greener and more sustainable methods of commuting within the Town centre
- The continued promotion and support for local business in its High Street
- The enhancement of Bath Road car park and any improvements to its appearance and improved safety for users
- The viability of relocating some or all of the taxi rank as it currently sits in front of retail stores inhibiting customer usage.
- To look and review current on-street parking restrictions, removal of any unnecessary yellow lines in order to improve the general flow of traffic around the Town centre

Review of car parking permit allocations to certain car parks within the Town centre to ease spaces for general public use

## **DEVIZES TOWN COUNCIL**

Devizes Town Council recently considered the issues relating to the Town that should be considered as part of the parking review and resolved that ;

- Wiltshire Council is Thank for the comprehensiveness of the consultation
- Endorse Wiltshire Council's intention to review the maximum stay in car parks central to the town
- Encourage consideration for residential parking, if the current survey indicates a need for this
- Support the reduction in charges in the long stay car park in Station Road and the re-designation of other car parks to provide more choice

I have also been ask if Wiltshire Council can provide a more comprehensive understanding of the earnings and costs in each Devizes car park and the sensitivity surrounding occupancy.

# A REVIEW OF CAR PARKS IN MALMESBURY



## Introduction

The 2014-15 Wiltshire Council Parking Review Consultation is giving local people and organisations the opportunity to put forward their views and ideas about car park provision. This is very welcome as Malmesbury has a medieval town centre and parking has become a much more pressing issue over the last few years.

I feel it is important that when the opportunity arises, residents should contribute their local knowledge and views in respect of issues such as the car parks. In turn there is a commitment that Wiltshire Council will give serious consideration to these views and suggestions, as in this instance of determining new car park tariffs. Some suggestions may fly, others may not be taken up. It is in this spirit that I am submitting my own personal response and suggestions to the Parking Review Consultation. For me, I believe it is essential to look at parking in relation to the effect it has on our High St economy, other facilities in the town and our community - as well as the financial 'bottom line'. So this review looks at some **alternatives to promote better parking in the town**, support and **increase the town's economy**, make **better use of bus services** and also to **increase the health and wellbeing of residents and visitors** by promoting walking.

My alternative suggestions aim to retain and actually have the potential to **improve the revenue return to Wiltshire Council**, by encouraging more parking and revenue which can be used to support our bus services and the like as well as promoting the retail economy of the town. However, it is clear from the Consultation questions, that schemes which are cost negative such as free car parking will only be considered if there is a way to compensate for the loss of revenue which will be incurred. **I query how realistic a free car parking option is given the current budget commitments of Wiltshire Council for more pressing needs such as the care of the elderly and the like?**

An option could be that car park management is taken over locally, for instance by the Town Council. If this were the case and free parking introduced, then consideration should be given to the likelihood that local residents could be paying an increased 'Precept (local portion of the Council Tax) to cover a shortfall in revenue. This would mean an additional financial contribution by residents who may not even drive, own a car or park in Malmesbury. Also, visitors as well as residents use the car parks and this would mean that they would not be contributing to costs to subsidise the free parking, only residents. So as such I consider some reductions in car park charges are possible, but not a free parking option. **The aim is for only a cost neutral or cost positive outcome to avoid Malmesbury residents being burdened with these extra costs, instead of the car park users themselves.**

The first part of this review discusses what I consider to be the issues and the plus points of each of the three Wiltshire Council owned car parks. Using Wiltshire Council's data provided for this purpose together with local knowledge, I have put a case forward (to the best of my analytical and mathematical abilities!) for two alternative charging schemes for consideration and perhaps a trial, plus some other options. Finally, there is an easy standalone summary at the end of this review of the main conclusions.

# MALMESBURY CAR PARK REVIEW

## Background

There are now three main car parks in Malmesbury being Cross Hayes, Station Yard and Waitrose. The first two are owned and managed by Wiltshire Council, the third is owned and managed by the John Lewis Partnership. There is also a small free car park in Burnham Rd with limited spaces owned by Wiltshire Council.

Wiltshire Council has provided representative data for usage over three dates for the Cross Hayes Car Park, Station Road Car Park and Burnham Rd<sup>1</sup>. There is currently no data available for Waitrose Car Park. The data covers 3 days, of low, medium and greater car park usage plus yearly totals. There is no complete breakdown of individual car parks expenditure, however it should be noted that Wiltshire Council are required to pay NNDR (National Non-Domestic Rates also know as Business Rates) on public car parks to Government and some of these figures were provided. It is this data which I have used to support the proposals put forward in this review.

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<sup>1</sup> Please note Wiltshire Council quote the three dates as 21/12/2012, 21/09/2012 and 25/01/2013 in some instances, however the actual data itself shows a 22/12/2012, 22/09/2012 and 26/01/2013. Therefore this second set of dates is being used here.



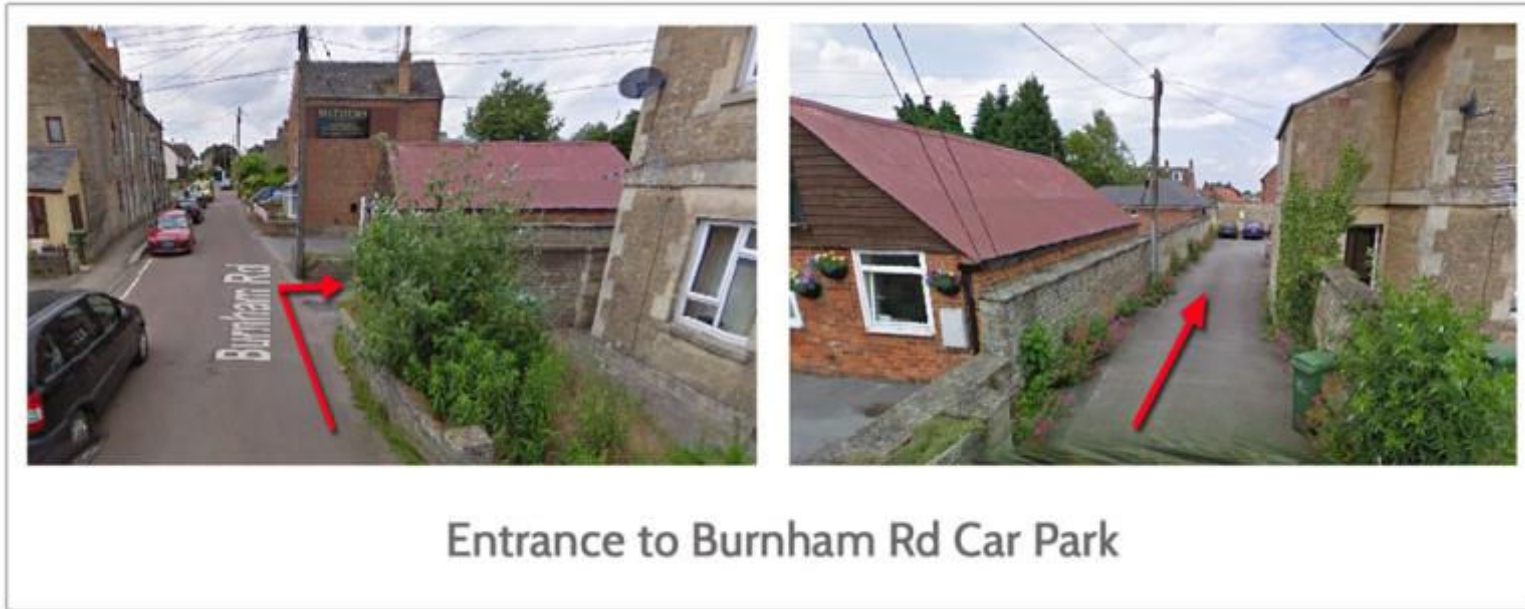
## 1. Burnham Road Car Park



Burnham Road Car Park

### 1.1 Burnham Rd Car Park Information

- There are 17 car park spaces available.
- It is located in a part of the town where there is limited residential parking and so these spaces are a valuable asset to people who park in that area.
- This car park is situated in a somewhat narrow residential road away from the town centre. It is adjacent to an undertakers and lies behind some ex-Police houses with fairly restricted turning and access of approx. one and a half car width across, from Burnham Rd.



- It is believed that some residents whose properties back onto the car park have garage entrances or rights of way through the car park from the rear of their properties.



### Burnham Rd Car Park

Entrances to the car park from private residences, including the existing car park access.

## 1.2 Burnham Rd Car Park Occupancy

- There is no data available for occupancy other than local knowledge.
- Local observation is that this car park is well used. Residents living nearby with limited off road parking, use the car park for overnight parking, whilst during the daytime it is used by those working in or visiting this part of the town.

## 1.3 Burnham Rd Car Park Income and Expenditure

- The car park is free of charge, so earns no revenue. There is an unknown expenditure outlay to maintain the car park.

## 1.4 Burnham Rd Car Park - Wiltshire Council Propose Exploration of Different Management Models.

In their consultation document, Wiltshire Council suggest exploration of different management models (e.g. community ownership) or other alternative uses for this site. Here are some suggestions of what might possibly be considered:

- This could be introducing parking charges.
- Selling the car park to Malmesbury Town Council to manage.
- Selling the car park to a private company or individual to manage.
- Selling the car park to a local residents/ community group to manage.
- Selling the car park spaces to individual residents.
- Selling or renting the space for an alternative use.

## 1.5 Conclusions

### 1.5.1 Burnham Rd Use As A Car Park

- Public car parking spaces are much needed in this part of the town, because of the lack of off road parking for residents and visitors.

### 1.5.2 Burnham Rd Car Park Charging

- Charging for hourly use of a 17 space car park is unlikely to be cost effective and may even be cost negative.

### 1.5.3 Selling Burnham Rd Car Park to Malmesbury Town Council

- Malmesbury Town Council could take on ownership of a car park for public use, but would have to consider the long term costs involved in maintenance and revenue collection, which might well require funding through residents' Precept (Council Tax). So any transfer of a car park would require a very substantial financial package from Wiltshire Council to avoid the car park becoming an extra burden to the precept payer, but with very limited benefits.

#### **1.5.4 Selling Burnham Rd Car Park to a private individual, private company, community group or residents**

- Given the suggested rights of way and access through the car park (more research required to confirm this), the most probable sales option could be to sell to the residents who live adjacent to the car park, either individually or as a group. However the legalities involved could be very onerous and expensive for Wiltshire Council especially if one or more local residents did not wish to participate, but had a private right of access through the car park.

#### **1.5.5 Other Uses for Burnham Rd Car Park**

- It is difficult to envisage what other use the car park could be put to, given the restricted access onto Burnham Rd and also that residents may apparently have access rights over the land, some from their garages which face into the car park. (This will require further research).

#### **1.5.6 Status Quo Option**

- Burnham Rd Car Park is a very useful car parking space out of the town centre and provides 17 much needed spaces. ***It would disadvantage local residents*** in particular to lose this car park and therefore it should remain as a public free of charge car park, managed by Wiltshire Council.
- Even if there is a small cost burden to Wiltshire Council to maintain this car park, the alternative of selling it might be even costlier to Wiltshire Council and of course the tax payer.
- This is only one of three Wiltshire Council car parks in Malmesbury and consideration could be given to covering the fairly minimal costs of this car park from the revenue of the others.

## 2. Cross Hayes Car Park



Cross Hayes Car Park

## 2.1 Cross Hayes Car Park Information

- There are currently 96 car parking spaces available.
- However before the relining of the car park a few years ago there were approx. 10 additional spaces available.
- Additionally, a local garage/ car showroom takes up an undefined amount of parking space alongside their property, often double parking. It is believed that the rights to this space have been the subject of discussion between the owner of the garage/ car showroom and Wiltshire Council, but this has not yet been resolved. The additional 'unpaid' for parking also distorts the data figures for this car park for both occupancy and revenue given that possibly around a tenth of the parking spaces are not available for use most of the time.

## 2.2 Cross Hayes Car Park Occupancy

- This car park is designated as a 'Short Stay' car park as it is in the centre of the town. Occupancy time is either 1 or 2 hours.
- It is very well used for most of the day and from local knowledge it would seem that currently there is even higher turnover and occupancy than is shown in the historic data provided.

**Table 1. Cross Hayes Car Park Occupancy Data**

Dates	8.00- 9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00
22/12/2012	30%	107 <sup>2</sup> %	110%	105%	109%	110%	95%	75%	42%	13%
22/09/2012	25%	115%	106%	121%	108%	58%	88%	93%	47%	15%
26/01/2013	27%	84%	103%	113%	108%	83%	82%	58%	35%	13%

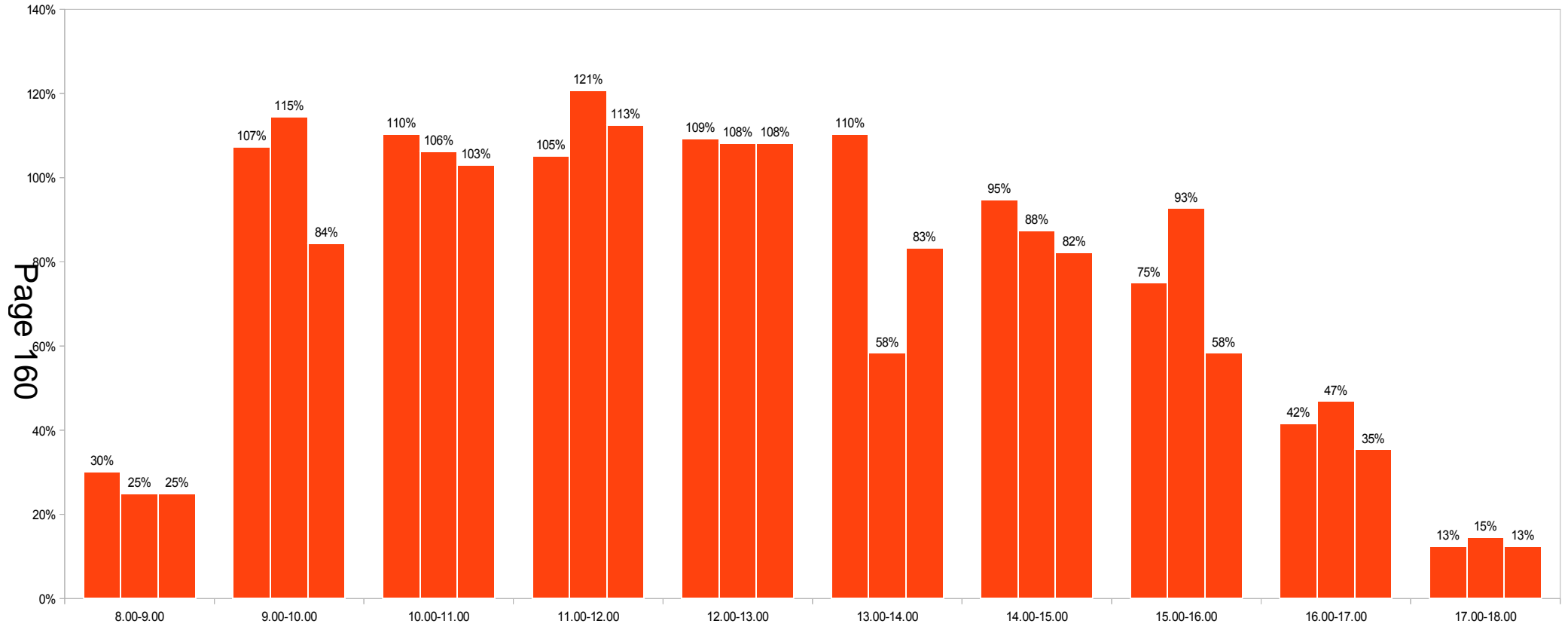
Two trends could be assumed from the data:

- Low occupancy before 9am.
  - Occupancy tails off after 4pm to very little indeed between 5pm and 6pm.
- (Ticket values and volumes are discussed under 2.3 Cross Hayes Car Park Revenue).

Here is the same data in a visual graph format showing occupancy trends.

<sup>2</sup> The percentage is over 100% because some motorists leave before their full 1 hour or 2 hours ticket expires and other motorists buy tickets to use the Car Park.

**Graph 1. Cross Hayes Car Park Occupancy - over three days 22/12/2012, 22/09/2012 and 26/01/2013**







Cross Hayes Car Park - Under Occupied Late Afternoon

## 2.3 Cross Hayes Car Park Revenue

Here are the current charges for the Car Park and also the proposed new charging scheme suggested by Wiltshire Council.

**Table 2. Cross Hayes Car Park Charges**

Car Park	CURRENT CHARGES	CURRENT CHARGES	PROPOSED CHARGES BY WC	PROPOSED CHARGES BY WC
	Sundays and Overnight 6pm to 8am	8am to 6pm	Sundays and Overnight 6pm to 8am	8am to 6pm
<b>Cross Hayes</b>	Free	1 Hour <sup>3</sup> - 40p	Free	1 Hour - 50p
		2 Hours - £1.20		2 Hours - £1.30

Revenue broadly follows the same pattern as that of occupancy, however the type of ticket purchased and the length of stay in the Car Park could actually make quite a difference to total revenue, especially if people were encouraged to use the Car Park during times it is mostly unoccupied.

**Table 3. Cross Hayes Car Park Ticket Data 22/12/2012**

22/12/2012	8.00- 9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00
<b>Spaces</b>	96	96	96	96	96	96	96	96	96	96
<b>1 Hr Ticket</b>	19	69	52	54	60	53	51	38	15	3
<b>2 Hr Ticket</b>	10	34	54	47	45	53	40	34	25	9
<b>Total Tickets</b>	29	103	106	101	105	106	91	72	40	12
<b>Av. 80%</b>	30%	107%	110%	105%	109%	110%	95%	75%	42%	13%

**Table 4. Cross Hayes Car Park Ticket Data 22/09/2012**

<sup>3</sup> Tickets described as for instance 1 hour or 2 hours, mean up to 1 hour or up to 2 hours occupancy.

22/09/2012	8.00- 9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00
Spaces	96	96	96	96	96	96	96	96	96	96
1 Hr Ticket	12	70	50	54	44	3	19	31	21	11
2 Hr Ticket	12	40	52	62	60	53	65	58	24	3
Total Tickets	24	110	102	116	104	56	84	89	45	14
Av. 78%	25%	115%	106%	121%	108%	58%	88%	93%	47%	15%

**Table 5. Cross Hayes Car Park Ticket Data 26/01/2013**

26/01/2013	8.00- 9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00
Spaces	96	96	96	96	96	96	96	96	96	96
1 Hr Ticket	10	47	53	50	49	27	35	27	12	5
2 Hr Ticket	16 <sup>4</sup>	34	46	58	55	53	44	29	22	7
Total Tickets	26	81	99	108	104	80	79	56	34	12
Av. 71%	27%	84%	103%	113%	108%	83%	82%	58%	35%	13%

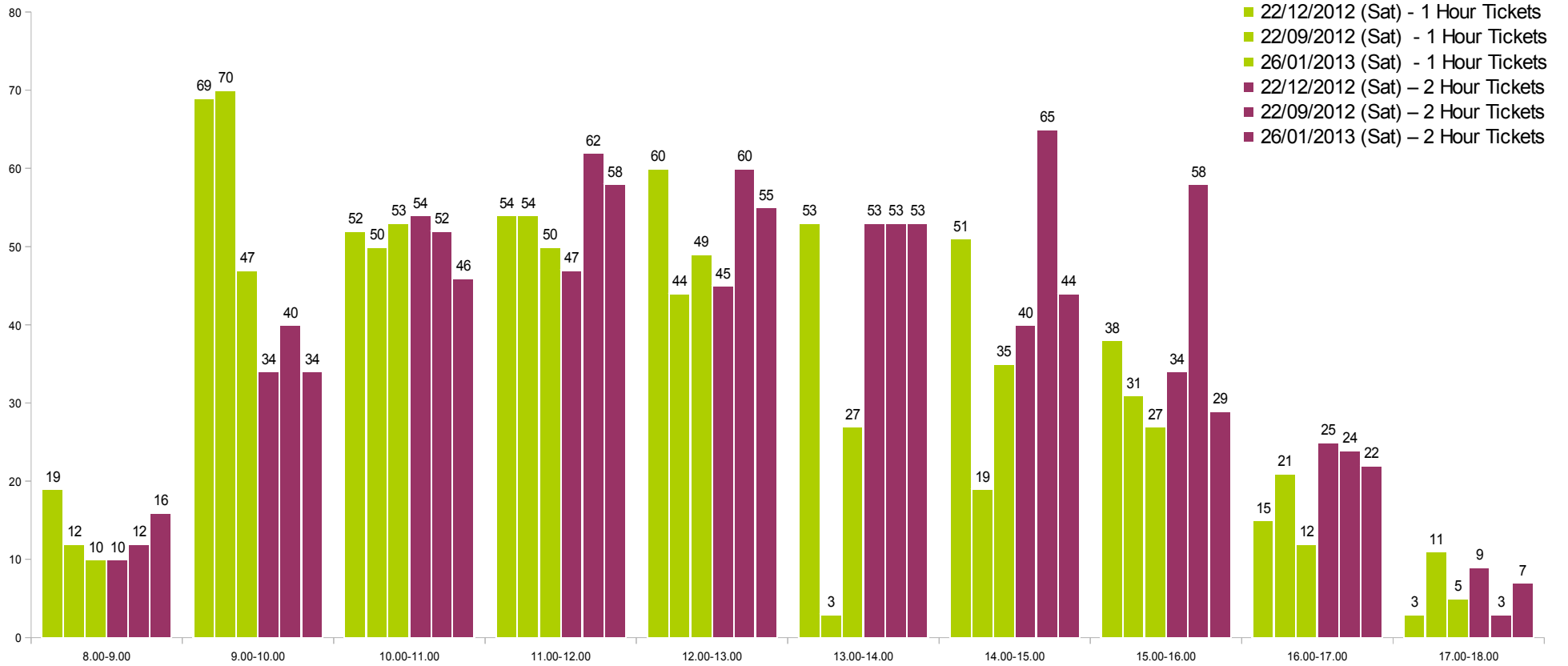
An important factor is the length of stay determined by the volume of 1 hour and 2 hours tickets bought by motorists. Using the data provided, the following trends emerge:

- An increase of 1 hour parking starts from around 9am to 10am. It could be surmised that these may be 'quick' shopping trips for local residents, after shops open at 9am.
- 1 hour and 2 hour tickets even out at more or less full occupancy through the middle part of the day. (It appears that the 2 hours ticket becomes more popular especially during the summer / carnival/ event time as would be expected).
- It could be surmised that a fair proportion of the 2 hour tickets are likely to be purchased by visitors to Malmesbury, mostly from neighbouring villages and towns and also tourists.
- There is a steep drop off again from 4pm onwards. This may reflect the current early closing time of some shops in the High St and that there is no cheaper parking incentive for parents collecting children from school to remain in the town.

**Graph 2. Cross Hayes Car Park Comparison Ticket Sales - 22/12/2012, 22/09/2012 and 26/01/2013**

<sup>4</sup> This figure include 2 tickets purchased for 2 hours between 7am and 8am.

This graph shows a visual comparison of trends between 1 and 2 hours tickets purchased on the three dates.



## 2.4 Income and Expenditure for Cross Hayes Car Park

**Table 6. Cross Hayes Car Park Income and Expenditure**

<b>Year</b>	<b>Income</b>	<b>Expenditure</b>	<b>Net Profit</b>
2010/11	£82,833	£ 34,065	£48,768
2011/12	£112,335	£47,290	£65,045
2012/13	£115,865	£62,636	£53,229
2013/14	£117,222	Unknown	Unknown
2014 (Apr to Nov only £80,512)	Est. £120,768	Unknown	Unknown

- These figures provide a broad idea of income and expenditure, but any assumptions which can be derived from Wiltshire Council's figures are limited as a detailed breakdown is not available.
- Expenditure for 2012/13 has almost doubled in two years since 2010/11, but there is no explanation available as to why this figure has increased.
- Local perception is such that the Car Park usage/ turnover has risen significantly over the last year, although this cannot be demonstrated because the historic data provided is historic, although yearly income figures do appear to support this, with year on year rises.

What might be surmised is:

- There is an upward income trend which does support the idea that Car Park usage/ turnover is rising and in fact over 4 years has risen by approx £35,000, presumably this is mostly because of the rise in charges over the years rather than increased usage. However this cannot be deduced from the data supplied.
- Expenditure has also risen exponentially, which means that although the Car Park takings are increasing, the actual net profit is reducing. Further research would be required to analyse this expenditure trend accurately.

## 2.5 Wiltshire Council Proposed Charges Scheme For The Cross Hayes Car Park

- This proposal is for an across the board rise of 10p for both 1 hour and 2 hours tickets. Using the three days data, this will provide an average income increase of only £72.93 per day or £22,024.86 per year<sup>5</sup>. (See Table 8 below).
- However, this does not address under usage of the car park for around two hours daily, or promote the afternoon and evening use of the town and further support the local economy.

**Table 7. Wiltshire Council Proposed Charging Scheme Revenue (Based on the three days data provided).**

### CAR PARK TICKETS SALES - Mon to Sat 8am to 6pm (based on data for 22/12/2012, 22/09/2012 & 26/01/2013)

WILTSHIRE COUNCIL Current Charges		WILTSHIRE COUNCIL Proposed Charges	
1 Hour - 40p	1044 Tickets @ 40p = <b>£417.60</b>	1 Hour - 50p	1044 Tickets @ 50p = <b>£522.00</b>
2 Hours - £1.20	1144 Tickets @ £1.20 = <b>£1372.80</b>	2 Hours - £1.30	1144 Tickets @ £1.30 = <b>£1487.20</b>
	<b>Revenue Total = £1790.40</b>		<b>Revenue Total = £2009.20</b>

<sup>5</sup> Charges at current 40p per 1 hr and £1.20 per 2 hours (417.60 + 1372.80 =1790.40) Less proposed charges of 50p per 1 hour and £1.20 per 2 hours( 2009.20 - 1790.40 = 218.80) Averaged to a daily amount = £72.93 per day @ 302 available charging days per year = Total of £22024.86 . (N.B. 302 available charging days per year is used for calculations throughout this report).

## 2.6 An Alternative Suggestion for Charging for the Cross Hayes Car Park

### 2.6.1 Peak and Off Peak Parking Charges Proposition

- PEAK CHARGES** - The data shows that at times the car park is used to the limit for a significant proportion of the time and vehicles often circle around at busy times, looking for parking spaces. Therefore charges for 1 hour parking could be raised to 50p and 2 hour parking could be raised to £1.30 up to 3pm or 4pm Monday to Saturday. This small rise in charges may discourage just a few people from parking at peak times and encourage them to opt for cheaper parking at off-peak times. Hopefully, this will be enough to avoid the 'lack of spaces' scenario at peak times.
- OFF-PEAK CHARGES** -The data shows the car park is underused towards the end of the day and this loses income. Parents collecting children from school and those returning home from work are more likely to remain in town for a longer time, perhaps shopping, visiting the library or even having a coffee, if an hour or two hours were to be charged at a lower rate. Also the Town Centre Action Plan for Malmesbury highlights a need to encourage shopping later on in the day and to promote town nightlife.

**Table 8. Cross Hayes Car Park - Suggested Charging Schemes**

Car Park	CURRENT CHARGES	CURRENT CHARGES	PROPOSED CHARGES BY WC	PROPOSED CHARGES BY WC	ALTERNATIVE PROPOSED CHARGES	ALTERNATIVE PROPOSED CHARGES	ALTERNATIVE PROPOSED CHARGES
	Sundays and Overnight 6pm to 8am	8am to 6pm	Sundays and Overnight 6pm to 8am	8am to 6pm	Sundays and Overnight 6pm to 8am	8am to 3pm or 4pm (PEAK CHGS)	3pm or 4pm to 6pm (OFF PEAK CHGS)
Cross Hayes	Free	1 Hour - 40p	Free	1 Hour - 50p	Free	1 Hour - 50p	1 Hour - 30p
		2 Hours - £1.20		2 Hours - £1.30		2 Hours - £1.30	2 Hours - £1.10

***By introducing peak and low peak charges, there is active encouragement for more people to use the car park later on in the day, to maximise usage, decrease town centre congestion at peak times, to boost the town economy and use of facilities.***

Ideally the 'Off Peak' period would be from 3pm to 6pm to encourage more people to park in the town e.g. parents collecting children from school. 4pm to 6pm would be an alternative Off Peak period, but to me not as an attractive option if looking at the whole picture of usage.

The following tables show the alternative 'Peak' and 'Off Peak' Charges (for 3pm to 6pm and also 4pm to 6pm) compared to the Wiltshire Council estimated revenue. The same volume of tickets is used, but also comparing revenue with *an increase of users of 10%* for the 'Alternative Charging Scheme' under the premise that *lower charges would encourage more people to use the car park 'Off Peak'*

**Table 9. 'Off Peak' from 3pm to 6pm - same volume of users as per data for 22/12/2012, 22/09/2012 & 26/01/2013**

CAR PARK TICKETS SALES	ALTERNATIVE Proposed Charges	WILTS COUNCIL Proposed Charges
Mon - Sat 8am to 3pm	Mon - Sat 3pm to 6pm	Mon - Sat 3pm to 6pm
881 Tickets @ 50p = £440.50 933 Tickets @ £1.30 = £1,212.90  <b>Sub Total = £1,653.40</b>	163 Tickets @ 30p = £48.90 211 Tickets @ £1.10 = £232.10  <b>Sub Total = £281.00</b>	163 Tickets @ 50p = £81.50 211 Tickets @ £1.30 = £274.30  <b>Sub Total = £355.80</b>
<p style="text-align: center;"><b><u>SAME VOLUME OF TICKETS/ USERS AS PER THREE DAYS DATA</u></b></p> <p> <b>WILTSHIRE COUNCIL PROPOSED CHARGES ..... TOTAL REVENUE = £ 2,009.20</b> (£1,653.40 + £355.80)  <b>ALTERNATIVE PROPOSED CHARGES ..... TOTAL REVENUE = £ 1,934.40</b> (£1,653.40 + £281.00)  <b>Alternative Proposed Charges Loss = £74.80</b> (£24.93 per day)         </p>		

**Table 10. 'Off Peak' from 3pm to 6pm - 10% increase in volume of users for the Alternative Proposed Charges only.**

(This is on the premise that the increase to Wiltshire Council Proposed Charges will not encourage more people to park).



CAR PARK TICKETS SALES	ALTERNATIVE Proposed Charges + 10% increased usage	WILTS COUNCIL Proposed Charges
Mon - Sat 8am to 3pm	Mon - Sat 3pm to 6pm	Mon - Sat 3pm to 6pm
881 Tickets @ 50p = £440.50 933 Tickets @ £1.30 = £1,212.90 <b>Sub Total = £1,653.40</b>	180 Tickets @ 30p = £54.00 232 Tickets @ £1.10 = £255.20 <b>Sub Total = £309.20</b>	163 Tickets @ 50p = £81.50 211 Tickets @ £1.30 = £274.30 <b>Sub Total = £355.80</b>
<p align="center"><b><u>10% INCREASE (38 MORE USERS PER DAY) OF THE VOLUME OF USERS AS PER THREE DAYS DATA</u></b></p> <p> <b>WILTSHIRE COUNCIL PROPOSED CHARGES ..... TOTAL REVENUE = £ 2,009.20 (£1,653.40 + £355.80)</b>  <b>ALTERNATIVE PROPOSED CHARGES ..... TOTAL REVENUE = <u>£ 1,962.60</u> (£1,653.40 + £309.20)</b>  <b>Alternative Proposed Charges Loss = £46.60 (£15.53 per day)</b> </p>		

Table 11. 'Off Peak' from 4pm to 6pm - same volume of users as per data for 22/12/2012, 22/09/2012 & 26/01/2013

CAR PARK TICKETS SALES	ALTERNATIVE Proposed Charges	WILTS COUNCIL Proposed Charges
Mon - Sat 8am to 4pm	Mon - Sat 4pm to 6pm	Mon - Sat 4pm to 6pm
977 Tickets @ 50p = £488.50 1054 Tickets @ £1.30 = £1,370.20 <b>Sub Total = £1,858.70</b>	67 Tickets @ 30p = £20.10 90 Tickets @ £1.10 = £99.00 <b>Sub Total = £119.10</b>	67 Tickets @ 50p = £33.50 90 Tickets @ £1.30 = £117.00 <b>Sub Total = £150.50</b>
<p style="text-align: center;"><b><u>SAME VOLUME OF USERS AS PER THREE DAYS DATA</u></b></p> <p> <b>WILTSHIRE COUNCIL PROPOSED CHARGES ..... TOTAL REVENUE = £ 2,009.20 (£1,858.70 + £150.50)</b>  <b>ALTERNATIVE PROPOSED CHARGES ..... TOTAL REVENUE = £ 1,977.80 (£1,858.70 + £119.10)</b>  <b>Alternative Proposed Charges Loss = £31.40 (£10.47 per day)</b> </p>		

**Table 12. 'Off Peak' from 4pm to 6pm - 10% increase in volume of users for the Alternative Proposed Charges only.**  
 (This is on the premise that the increase to Wiltshire Council Proposed Charges will not encourage more people to park).

<b>CAR PARK TICKETS SALES</b> <b>Mon to Sat 8am to 6pm</b> (for 22/12/2012, 22/09/2012 & 26/01/2013)	<b>ALTERNATIVE Proposed Charges</b>	<b>WILTS COUNCIL Proposed Charges Comparison</b>
<b>Mon - Sat 8am to 4pm</b>	<b>Mon - Sat 4pm to 6pm</b>	<b>Mon - Sat 4pm to 6pm</b>
977 Tickets @ 50p = £488.50 1054 Tickets @ £1.30 = £1,370.20 <b>Sub Total = £1,858.70</b>	73 Tickets @ 30p = £21.90 99 Tickets @ £1.10 = £108.90 <b>Sub Total = £130.80</b>	67 Tickets @ 50p = £33.50 90 Tickets @ £1.30 = £117.00 <b>Sub Total = £150.50</b>
<p align="center"> <u>10% INCREASE (15 MORE USERS PER DAY) OF THE VOLUME OF USERS AS PER THREE DAYS DATA</u>                      WILTSHIRE COUNCIL PROPOSED CHARGES ..... TOTAL REVENUE = £ 2009.20 (£1,858.70 + £150.50)                      ALTERNATIVE PROPOSED CHARGES ..... TOTAL REVENUE = £ 1989.50 (£1,858.70 + £130.80)                      Alternative Proposed Charges Loss = £19.70 (£6.57 per day)                 </p>		

*Whilst the 'alternative suggestion' calculations show a loss some more than others, most are so small that if other more recent and comprehensive data were to be used, the 'loss' could well be less or even possibly a profit i.e. cost neutral or cost positive. I also guesstimate that the increase in 10% usage is also very realistic.*

### 2.6.2 Conclusions

- Lower charges may well encourage more users to park in the Cross Hayes 'Off Peak', when the car park is underused.** As may be seen from the example tables, applying a very realistic and conservative increase of 10% to the existing user data, results in a estimated 38 additional users for the last three hours (Off Peak 3pm to 6pm) and an estimated 15 additional users in the last two hours (Off Peak 4pm to 6pm).

- The revenue for both 10% increased outcomes is:

<b>Off Peak 3pm to 6pm + 10%</b> = a potential loss of £15.53 per day (estimated total loss per annum £4690.06) and
<b>Off Peak 4pm to 6pm + 10%</b> = a potential loss of £6.57 per day (estimated total loss per annum £1984.14).

<b>Off Peak 3pm to 6pm + 10%</b> = an estimated loss per annum £4690.06 ( 2.4% of an estimated total annual revenue of £197,568.40 based on a guesstimated calculation of 302? days) and
<b>Off Peak 4pm to 6pm + 10%</b> = an estimated loss per annum £1984.14 ( 1% of an estimated total annual revenue of £200,276.33 based on a guesstimated calculation of 302? days).

Whilst the 'alternative suggestion' calculations for 'Off Peak' charges show a loss, this is relatively small and if other more recent and comprehensive data were to be used, this difference might be even less or possibly a profit. The percentage losses are negligible compared to the over all guesstimated revenue totals **and taking into account the additional benefits to the town.**  
***This outcome is probably cost neutral and potentially cost positive.***

- There has to be a financial incentive to park in the Town later on in the day.*** For example, parents could pick up children from St. Joseph's Primary School and then buy a parking ticket and stay on to visit the library or go to the shops or another activity. Also, people might stop off and buy one or two items on their way home from work. Visitors and others may delay trips to the town until late afternoon and then stop for a teatime or evening meal or other community events.
- The additional benefits to the town could be significant,*** in terms of both the local daytime and night time economies, use of facilities such as the library, which open later on into the evening and potential reduction of traffic congestion at peak times and of course improve community interaction and encourage more after school and afternoon community events.
- The ***impact of the additional parking at the new Waitrose Store car park*** (approx. 220 spaces and free for customers or charged at the same rates as the Cross Hayes Car Park) cannot be underestimated, especially during the summer months as it is only around 5 minutes walk or less to the centre of the town.

**2.6.3 Other Factors to Improve Car Park Usage Promotion of Online and Phone Payment for Car Park Tickets**

- More promotion and advertising of easy online and phone payment for car park tickets is likely to reduce the small amount of 'non payers' and encourage usage of the car park.

**2.6.4 Relining of Car Park to Provide More Spaces**

- When due for refurbishment, there is a more imaginative relining of the car park to provide extra car parking spaces.

### 2.6.5 Garage/ Car Showroom Proposal

- It is public knowledge that there is a question mark over a particular area of the car park outside Hyams Autos Ltd (garage/ car showroom).
- Currently cars are parked in front of the garage/ car showroom and also double park crossways in a second row, which impinges on the car park access road. (See photographs below).
- A suggestion would be that prior to any car park relining or redesign, a dialogue is opened with Hyams Autos Ltd and a provision for parking (or not) in front of the garage/ car showroom is agreed. Hopefully a solution can be found that would be acceptable to all parties.
- The benefits are that this will clarify the current situation for local residents, traffic wardens and the Police, as well as allowing the car park to be relined in such a way as to provide more spaces.



Explore a Parking Solution To Reduce Double Parking Outside Hyam's Garage

### 3. Station Road Car Park



Station Road Car Park

### 3.1 Station Rd Car Park Information

- There are currently 145 car parking spaces available.
- The car park is situated away from the town centre which is accessed by climbing up a long set of steps behind Malmesbury Abbey, which some such as the elderly and infirm find impossible to negotiate.
- The car park runs alongside a small industrial estate and is also adjacent to the local fire station. It is in fairly close proximity to Malmesbury C of E Primary School, a large Co-Op Supermarket and also Gloucester Road, a residential area with limited parking.
- There are a number of permits issued for this car park (76 as of 2012 data).

### 3.2 Station Rd Car Park Occupancy

- This is designated as a long stay car park, with all day parking available and a range of tickets to cover different options.
- Wiltshire Council increased the ticket prices a few years and local opinion is that this has deterred many people from using the car park.

**Table 13. Station Rd Car Park Occupancy Data - (Not Including 76 Permit Holders)**

Dates	8.00- 9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00
22/12/2012	6%	13%	23%	34%	25%	12%	4%	3%	2%	2%
22/09/2012	8%	13%	0%	46%	48%	39%	34%	23%	13%	7%
26/01/2013	1%	3%	10%	16%	23%	21%	14%	9%	6%	1%

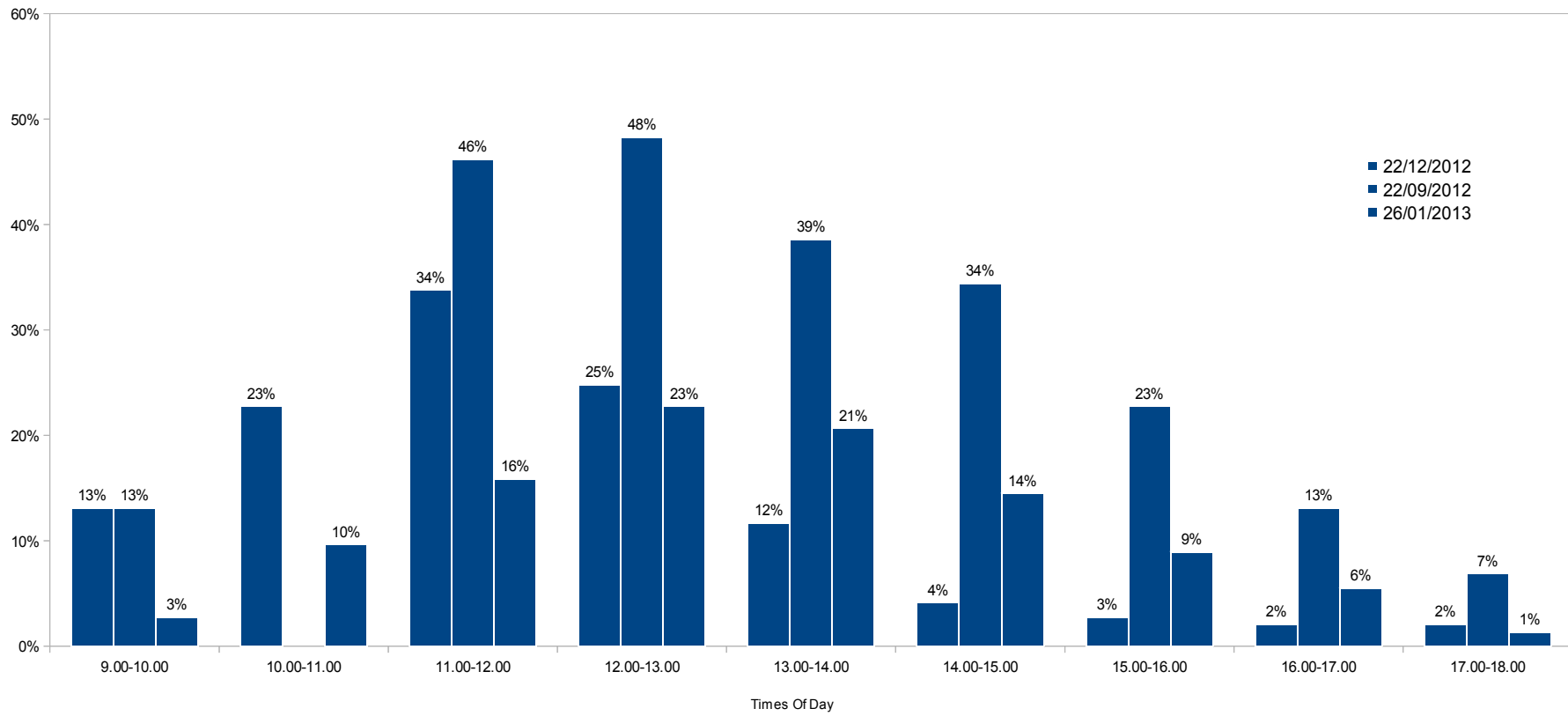
Given the limitations of the data and not including the 76 permit holders as we are not aware of when, how often and for how long they park, two trends could be assumed:

- Very low occupancy at the beginning and end of the day, but the volume does increase from 11am to 2pm, especially in the summer.  
N.b. Ticket values and volumes are discussed under 3.3 Station Rd Car Park Revenue.

Here is a visual representation of the same data showing occupancy trends, in graph format.

**Graph 3. Station Rd Car Park General Occupancy - over three days 22/12/2012, 22/09/2012 and 26/01/2013**

STATION ROAD CAR PARK







Station Road Car Park - Under Occupied

### 3.3 Station Yard Car Park Revenue

Here are the current charges for the Car Park and also the increases suggested by Wiltshire Council.

**Table 14. Station Road Car Park Charges**

Car Park	CURRENT CHARGES		PROPOSED CHARGES BY WC	
	Sundays and Overnight 6pm to 8am	8am to 6pm	Sundays and Overnight 6pm to 8am	8am to 6pm
Station Yard	Free	1 Hour - 40p	Free	1 Hour - 40p
		2 Hours - £1.10		2 Hours - £1.10
		3 Hours - £2.00		3 Hours - £2.00
		4 Hours - £2.40		4 Hours - £2.40
		5 Hours - £3.20		5 Hours - £3.20
		8 Hours - £5.20		
		All day - £5.60		All day - £5.20

The current revenue broadly follows the same pattern as that of occupancy, however the type of ticket purchased and the length of stay in the Car Park could make quite a difference to total revenue, especially during times the Car Park is not fully occupied.

The following tables and graphs do not include the data for the 76 season ticket holders. It is difficult to judge how often these ticket holders use the car park and at what time of the day, but from local knowledge it appears that the car park is partially unoccupied during the day and especially in the evening and overnight, when in fact more residents could be expected to park their cars.

**Table No. 15 Station Road Car Park Ticket Data for 22/12/2012**

22/12/2012	8.00-9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00	Total Per Ticket Type
1 hour	1	3	8	14	5	2	0	0	0	0	33
2 hours	1	3	9	15	13	6	2	1	0	0	50
3 hours	1	4	7	11	10	7	2	1	1	1	45
4 hours	0	2	2	2	2	0	0	0	0	0	8
5 hours	6	5	5	5	4	0	0	0	0	0	25
8 hours	0	0	0	0	0	0	0	0	0	0	0
All Day	2	2	2	2	2	2	2	2	2	2	20
Total Per Hour	11	19	33	49	36	17	6	4	3	3	181

**Table No. 16 Station Road Car Park Ticket Data for 22/09/2012**

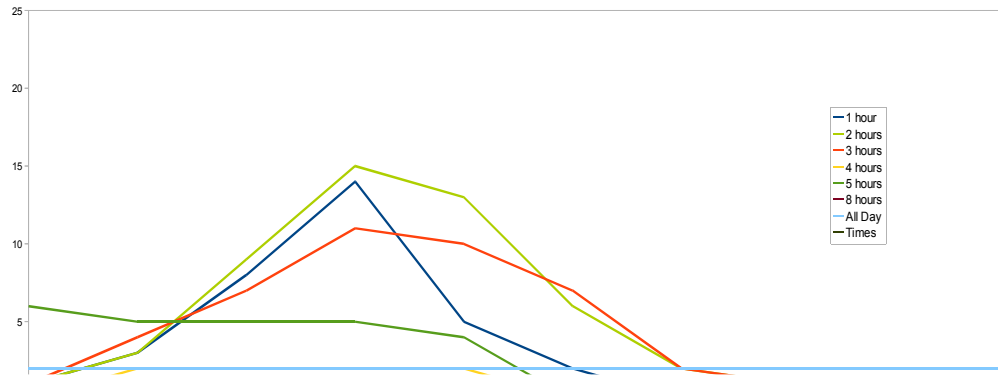
22/09/2012	8.00-9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00	Total Per Ticket Type
1 hour	0	0	6	5	1	1	1	1	0	1	16
2 hours	0	1	8	9	7	5	7	8	3	2	50
3 hours	0	3	10	16	19	14	12	7	6	1	88
4 hours	0	3	11	17	21	19	13	5	1	0	90
5 hours	11	8	12	13	13	8	8	4	3	0	80
8 hours	4	3	6	6	7	7	7	6	4	4	54
All Day	1	1	1	1	2	2	2	2	2	2	16
Total Per Hour	16	19	54	67	70	56	50	33	19	10	394

**Table No. 17 Station Road Car Park Ticket Data for 26/01/2013**

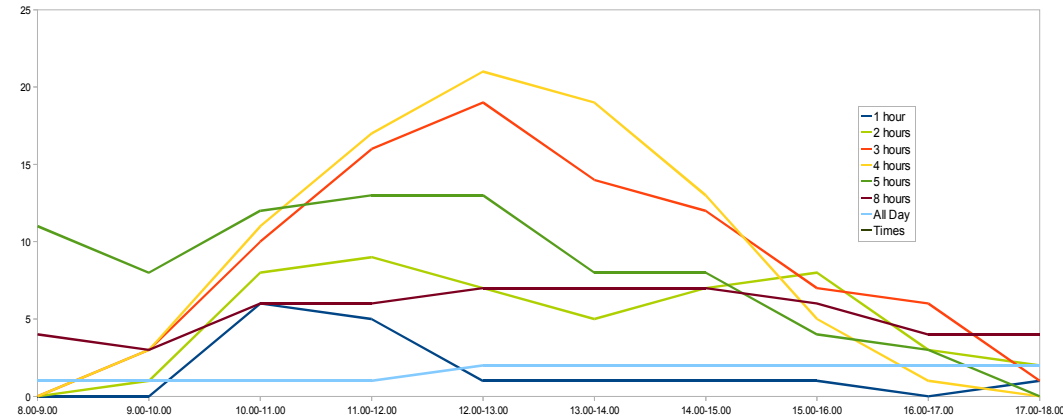
26/01/2013	8.00-9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00	Total Per Ticket Type
1 hour	0	0	6	3	1	0	1	0	0	0	11
2 hours	0	0	0	6	10	5	1	1	3	2	28
3 hours	0	0	2	5	10	10	7	2	0	0	36
4 hours	0	1	3	5	8	11	9	7	4	0	48
5 hours	0	1	1	2	2	2	1	1	0	0	10
8 hours	1	2	2	2	2	2	2	2	1	0	16
All Day	0	0	0	0	0	0	0	0	0	0	0
Total Per Hour	1	4	14	23	33	30	21	13	8	2	149

**Graphs 4. Here is a visual representation of the same data for Station Road Car Park showing occupancy trends.**

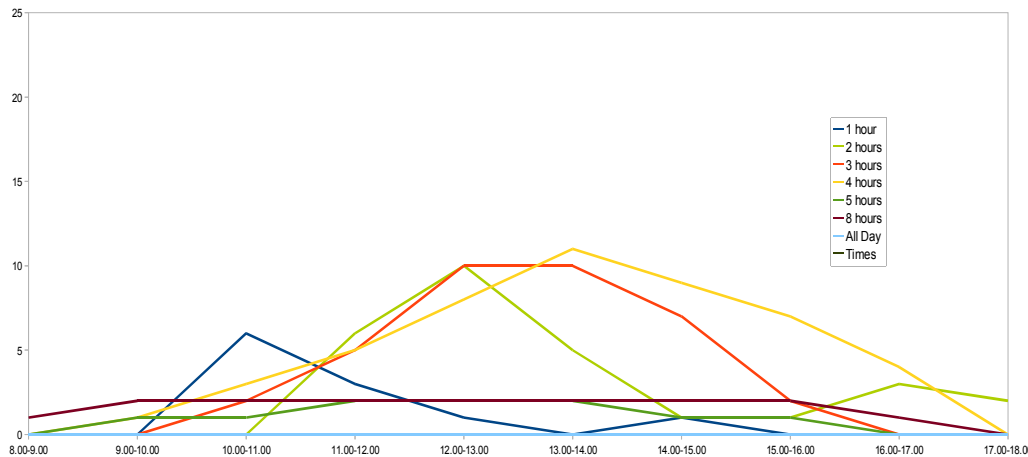
STATION ROAD CAR PARK  
TYPE AND VOLUME OF TICKETS PURCHASED 22/12/2012



STATION ROAD CAR PARK  
TYPE AND VOLUME OF TICKETS PURCHASED 22/09/2012



STATION ROAD CAR PARK  
TYPE AND VOLUME OF TICKETS PURCHASED 26/01/2013



***Just a visual comparison of the 'tickets issued' graphs clearly shows that the car park is much more well used in the summer than the winter time. This is likely to be because of visitors parking here to visit Abbey House Gardens (Open March to October) which is located on one side of the car park and also tourists and visitors to the town in general. Additionally the site of the car park is in a river location which is more attractive in the summer and so more likely to be used for parking. Also, the way into town up the steps from the car park in winter tends to be dark and may be slippery or icy in bad weather, which does not encourage people to walk into the town centre.***

**Table 18. Station Rd Car Park Income and Expenditure**

Year	Income	Expenditure	Net Loss
2010/11	£30,367	£ 40,841	£10,473
2011/12	£34,897	£57,030	£22,133
2012/13	£29,687	£62,116	£32,429
2013/14	£31,182	Unknown	Unknown
2014 (Apr to Nov only £26,252)	Est. £39,378	Unknown	Unknown

- These figures provide a broad idea of income and expenditure, but again any assumptions which can be derived from Wiltshire Council's figures are limited and a detailed breakdown is not available. Also it is not known whether or not these figures include the permit revenue.
- Expenditure for 2012/13 has risen by over 50% in two years since 2010/11, (resulting in a loss of £32,429 ) but there is no data available to provide an explanation as to why this figure has increased.
- Local perception is such that the Car Park usage is low for a variety of reasons and the income figures, even with price rises demonstrate this. (A random check on two days showed only 69 cars parked mid-afternoon on Friday 09/01/15 and only 16 cars parked mid-afternoon on Saturday 10/01/15).

What might be surmised is:

- Expenditure has risen exponentially, but car park revenue is remaining about the same level, which means it is actually reducing in real terms. This could suggest that car park usage might have fallen over the last few years, however this cannot be confirmed from the data supplied and further research is required to analyse this trend accurately.

### 3.5 Wiltshire Council Proposed Charges Scheme For The Station Rd Long Stay Car Park

- This proposal is for the 8 hour ticket to be scrapped and the all day ticket to be reduced to £5.20 from £5.60. The other ticket charges are to remain the same, which in effect will mean the 1 and 2 hour tickets will be 10p less than the Cross Hayes equivalent. However, this does not address under usage of the car park for around two hours daily, or promote the afternoon and evening use of the town.

### 3.6 Alternative Suggestions for Station Rd Car Park

Clearly with income only covering half of expenditure and the car park making a loss year on year, the current charging regime and/ or the set up of the car park itself needs to be rethought. There is nothing to suggest that Wiltshire Council's proposed charges will change this scenario to any great extent. The historic data available for the Cross Hayes Car Park can be used to at least 'guesstimate' trends, however the case of Station Rd Car Park is different in that there are more variables to be considered of which there is no data available. These may be broken down under three headings:

#### 3.6.1. Who Uses The Car Park, When And Why?

- When do permit holders park their vehicles and for how long? That is how many spaces are actually used for parking during the daytime by permit holders and how many cars are parked during the evening and overnight?
- Is usage of the car park directly linked to Abbey House Gardens opening times March to October? Or the various Festivals, Carnival and other events held in the Town?
- Are the permits mostly held by residents for private parking or by workers?
- Is it mostly residents who use the car park or visitors? Given the rise in parking in the Summer, it could be surmised that this is caused mostly by visitors to Abbey House Gardens and the town?
- Is this car park used by those dropping off and picking up children from the nearby Malmesbury C of E Primary School?
- How many people park in the long stay and then walk into the town centre?
- Do tourist coaches park here?
- Will the new Riverside Community Campus (when open) increase the volume of cars being parked in the car park?

#### 3.6.2. Does The Car Park Itself Encourage Or Discourage People From Using It?

- Does the way into the Town Centre up steep steps make it impossible for some (particularly the elderly and infirm) to park here and also mean others are discouraged by the steep climb?
- Does the current lighting in the car park and also on the way into the town centre via the steps put people off using the car park in the evenings and on dark winter days?
- Do the paths and steps leading into the town centre need clearing or gritting to make them safer and easier for people to use in the wintertime? Does this along with low level lighting put people off using the car park?
- Do the bushes in the car park need to be cut back to give people a greater perception of safety and encourage more to park there?
- Would CCTV give people a greater sense of security and again encourage more use of the car park?

- Would public toilets make it a more attractive place for people to park?
- Should campervans be allowed to park overnight?
- Do the current charges discourage local people from using it, when they can park in the town centre either for free or in the Cross Hayes Car Park for the same charges for up to 2 hours?

### **3.6.3 Any Other Factors?**

- There is a lack of sufficient signage to the car park from both outside the town and from the town centre.
- There is a lack of sufficient signage in the car park indicating how to reach the town centre.
- Although there is a town bus, this is not linked to use of this car park and in fact it does not stop inside the Waitrose Car Park, but within walking distance at the bottom of the High St. Additionally, there is no signage and it is not promoted in any leaflets/ literature/ internet etc in the town nor most importantly outside of the Malmesbury, in nearby small towns or villages or for tourists.
- The range of current time periods on offer (1 hour to all day) do not really reflect the nature of the car park being for long term parking. Amalgamating the longer term tickets to just one All Day whilst reducing the cost, will encourage people to view the car park as a good longer term parking option and encourage repeat usage.

### 3.7 Alternative Suggestions for Station Road Car Park Charging

The following tables show an alternative charging scheme compared to the proposed Wiltshire Council charging scheme. The estimated alternative revenue is compared to the estimated Wiltshire Council revenue. The same volume of tickets is used in all cases, but with a projected increase of users of 5 %, 10% and 15% for the alternative charging scheme, because this could encourage more people to use the car park for 'All Day' ticket periods, which would also be of benefit to the Town economy.

**Table 19. Station Car Park - Suggested Charging Schemes**

Car Park	CURRENT CHARGES	CURRENT CHARGES	PROPOSED CHARGES BY WC	PROPOSED CHARGES BY WC	ALTERNATIVE PROPOSED CHARGES	ALTERNATIVE PROPOSED CHARGES
	Sundays and Overnight 6pm to 8am	8am to 6pm	Sundays and Overnight 6pm to 8am	8am to 6pm	Sundays and Overnight 6pm to 8am	8am to 6pm
Station Road	Free	1 Hour - 40p	Free	1 Hour - 40p	Free	1 Hour - 40p
		2 Hours - £1.10		2 Hours - £1.10		2 Hours - £1.10
		3 Hours - £2.00		3 Hours - £2.00		4 Hours - £2.40
		4 Hours - £2.40		4 Hours - £2.40		All Day - £4.00
		5 Hours - £3.20		5 Hours - £3.20		
		8 Hours - £5.20		All day - £5.20		
		All day - £5.60				



**Table 20. Same volume of users as per three days data (not including permits).**

<p align="center"><b>CAR PARK TICKETS SALES WILTS COUNCIL Current Charges</b> (Based on volume data of 22/12/2012, 22/09/2012 &amp; 26/01/2013)</p>	<p align="center"><b>CAR PARK TICKETS SALES WILTS COUNCIL Proposed Charges</b> (Based on data of 22/12/2012, 22/09/2012 &amp; 26/01/2013 and aligning ticket volumes to the nearest time period)</p>	<p align="center"><b>CAR PARK TICKETS SALES ALTERNATIVE Proposed Charges</b> (Based on data of 22/12/2012, 22/09/2012 &amp; 26/01/2013 and aligning ticket volumes to the nearest time period)</p>
<b>Mon - Sat 8am to 6pm</b>	<b>Mon - Sat 8am to 6pm</b>	<b>Mon - Sat 8am to 6pm</b>
<p>1 hour x 60 Tickets @ 40p = £24.00                  2 hours x 128 Tickets @ £1.10 = £140.80                  3 hours x 169 Tickets @ £2.00 = £338.00                  4 hours x 146 Tickets @ £2.40 = £350.40                  5 hours x 115 Tickets @ £3.20 = £368.00                  8 hours x 70 Tickets @ £5.20 = £364.00                  All Day x 36 tickets @ £5.60 = £201.60</p> <p align="right"><b>Sub Total = £1,786.80</b></p>	<p>1 hour x 60 Tickets @ 40p = £24.00                  2 hours x 128 Tickets @ £1.10 = £140.80                  3 hours x 169 Tickets @ £2.00 = £338.00                  4 hours x 146 Tickets @ £2.40 = £350.40                  5 hours x 115 Tickets @ £3.20 = £368.00                  All Day x 106 Tickets @ £5.20 = £551.20</p> <p align="right"><b>Sub Total = £1,772.40</b></p>	<p>1 hour x 60 Tickets @ 40p = £24.00                  2 hours x 128 Tickets @ £1.10 = £140.80                  4 hours x 315 Tickets @ £2.40 = £756.00                  All Day x 221 Tickets @ £4.00 = £884.00</p> <p align="right"><b>Sub Total = £1,804.80</b></p>
<p align="center"> <b>ALTERNATIVE PROPOSED CHARGES ..... TOTAL REVENUE = £ 1,772.40</b>  <b>WILTSHIRE COUNCIL PROPOSED CHARGES ..... TOTAL REVENUE = £ 1,804.80</b> </p> <p align="right"><b>Profit = £32.40 (£10.80 per day)</b></p> <p>(N.B. For comparison -ticket sales for 22/12/2012, 22/09/2012 &amp; 26/01/2013 = £1,786.80)</p>		

**Table 21. Same volume of users as per three days data plus an increase of 5%.**

<p align="center"><b>CAR PARK TICKETS SALES ALTERNATIVE Proposed Charges</b></p> <p align="center">(Based on data of 22/12/2012, 22/09/2012 &amp; 26/01/2013 plus 5% increase and aligning ticket volumes to the nearest time period).</p>	<p align="center"><b>CAR PARK TICKETS SALES WILTSHIRE COUNCIL Proposed Charges</b></p> <p align="center">(Based on data of 22/12/2012, 22/09/2012 &amp; 26/01/2013 plus 5% increase and aligning ticket volumes to the nearest time period).</p>
<p align="center"><b>Mon - Sat 8am to 6pm</b></p>	<p align="center"><b>Mon - Sat 8am to 6pm</b></p>
<p align="center">                     1 hour x 63 Tickets @ 40p = £25.20                      2 hours x 135 Tickets @ £1.10 = £148.50                      4 hours x 330 Tickets @ £2.40 = £792.00                      All Day x 233 Tickets @ £4.00 = £932.00   <b>Sub Total = £1,897.70</b> </p>	<p align="center">                     1 hour x 63 Tickets @ 40p = £25.20                      2 hours x 135 Tickets @ £1.10 = £148.50                      3 hours x 177 Tickets @ £2.00 = £354.00                      4 hours x 153 Tickets @ £2.40 = £367.20                      5 hours x 121 Tickets @ £3.20 = £387.20                      All Day x 112 Tickets @ £5.20 = £582.40   <b>Sub Total = £1,864.50</b> </p>
<p> <b>ALTERNATIVE PROPOSED CHARGES ..... TOTAL REVENUE = £ 1,897.70</b>  <b>WILTSHIRE COUNCIL PROPOSED CHARGES ..... TOTAL REVENUE = £ 1,864.50</b> </p> <p align="right"> <b>Alternative Charges Profit = £33.20 (£11.07 per day)</b> </p> <p>(N.B. For comparison -ticket sales for 22/12/2012, 22/09/2012 &amp; 26/01/2013 = £1,786.80)</p>	

**Table 22. Same volume of users as per three days data plus an increase of 10%.**

<p align="center"><b>CAR PARK TICKETS SALES ALTERNATIVE Proposed Charges</b></p> <p align="center">(Based on data of 22/12/2012, 22/09/2012 &amp; 26/01/2013 plus 10% increase and aligning ticket volumes to the nearest time period)</p>	<p align="center"><b>CAR PARK TICKETS SALES WILTSHIRE COUNCIL Proposed Charges</b></p> <p align="center">(Based on data of 22/12/2012, 22/09/2012 &amp; 26/01/2013 plus 10% increase and aligning ticket volumes to the nearest time period)</p>
<p align="center"><b>Mon - Sat 8am to 6pm</b></p>	<p align="center"><b>Mon - Sat 8am to 6pm</b></p>
<p>1 hour x 66 Tickets @ 40p = £26.40                  2 hours x 141 Tickets @ £1.10 = £155.10                  4 hours x 347 Tickets @ £2.40 = £832.80                  All Day x 244 Tickets @ £4.00 = £976.00</p> <p align="center"><b>Sub Total = £1,990.30</b></p>	<p>1 hour x 66 Tickets @ 40p = £26.40                  2 hours x 141 Tickets @ £1.10 = £155.10                  3 hours x 186 Tickets @ £2.00 = £372.00                  4 hours x 161 Tickets @ £2.40 = £386.40                  5 hours x 127 Tickets @ £3.20 = £406.40                  All Day x 117 Tickets @ £5.20 = £608.40</p> <p align="center"><b>Sub Total = £1,968.80</b></p>
<p><b>ALTERNATIVE PROPOSED CHARGES ..... TOTAL REVENUE = £ 1,990.30</b>  <b>WILTSHIRE COUNCIL PROPOSED CHARGES ..... TOTAL REVENUE = £ 1,954.70</b></p> <p align="right"><b>Alternative Profit = £35.60 (£11.87 per day)</b></p> <p>(N.B. For comparison -ticket sales for 22/12/2012, 22/09/2012 &amp; 26/01/2013 = £1,786.80)</p>	

**Table 23. Same volume of users as per three days data plus increase of 15%.**

<p align="center"><b>CAR PARK TICKETS SALES ALTERNATIVE Proposed Charges</b></p> <p align="center">(Based on data of 22/12/2012, 22/09/2012 &amp; 26/01/2013 plus 15% increase and aligning ticket volumes to the nearest time period)</p>	<p align="center"><b>CAR PARK TICKETS SALES WILTSHIRE COUNCIL Proposed Charges</b></p> <p align="center">(Based on data of 22/12/2012, 22/09/2012 &amp; 26/01/2013 plus 15% increase and aligning ticket volumes to the nearest time period)</p>
<p align="center"><b>Mon - Sat 8am to 6pm</b></p>	<p align="center"><b>Mon - Sat 8am to 6pm</b></p>
<p align="center">                     1 hour x 69 Tickets @ 40p = £27.60                      2 hours x 147 Tickets @ £1.10 = £161.70                      4 hours x 362 Tickets @ £2.40 = £868.80                      All Day x 255 tickets @ £4.00 = £1020.00   <b>Sub Total = £2,078.10</b> </p>	<p align="center">                     1 hour x 69 Tickets @ 40p = £27.60                      2 hours x 147 Tickets @ £1.10 = £161.70                      3 hours x 194 Tickets @ £2.00 = £388.00                      4 hours x 168 Tickets @ £2.40 = £403.20                      5 hours x 132 Tickets @ £3.20 = £422.40                      All Day x 123 Tickets @ £5.20 = £639.60   <b>Sub Total = £2,042.50</b> </p>
<p> <b>ALTERNATIVE PROPOSED CHARGES ..... TOTAL REVENUE = £2,078.10</b>  <b>WILTSHIRE COUNCIL PROPOSED CHARGES ..... TOTAL REVENUE = <u>£2,042.50</u></b> </p> <p align="right"> <b>Alternative Charges Profit = £35.60 (£11.87 per day)</b> </p> <p>(N.B. For comparison -ticket sales for 22/12/2012, 22/09/2012 &amp; 26/01/2013 = £1,786.80)</p>	

### 3.8 Conclusions

- As may be seen from these tables, with the alternative charging scheme and no change in the volume of users there is an estimated average profit increase of £10.80 per day or £3283.20 per year. Additionally, with a very realistic and conservative increase of 5%, being only 36 more users over the period of a day, the potential extra profit could be an estimated average £11.07 per day, or an indicative extra profit of £3343.14 per year.
- ***There has to be a financial or other incentive to park in Station Road Car Park.*** The day tripper to Abbey House Gardens or visitor to the Town will be encouraged to spend the whole day in Malmesbury, given the reduction in the longer period of 'All Day' car park charges. The lower charge will also encourage more repeat users.
- The additional benefits to the town could be significant, in terms of both the local daytime and night time economies, use of facilities such as the library, which open later on into the evening and potential reduction of traffic congestion at peak times.
- The impact of the additional parking at the new Waitrose Store car park (approx. 220 spaces and free for customers or charged at the same rates as the Cross Hayes Car Park) cannot be underestimated, especially during the summer months as it is only around 5 minutes walk or less to the centre of the town and is less onerous than walking from Station Rd Car Park.

### 3.9 Other Factors to Improve Car Park Usage

- A ***'Park and Ride'*** type facility to improve access to the Town Centre for those who are unable to walk up the steps because of disability or infirmity, those with buggies, or with heavy shopping etc. There is already a town bus and also bus stops just a little further along from the Car Park on level walking. ***Linking information of the bus journeys into and from Town, to parking in the Car Park will effectively produce a 'Park and Ride' facility of sorts with elements which are already in place.*** This would need to be actively advertised with signage, leafleting etc especially of bus timetables, but this would be comparatively low cost. This would also encourage greater use of the buses as well as the Car Park. It is likely there will be an increase in usage if advertised on the internet, leaflets etc in small towns and villages in the area as well as to tourists.
- ***Better signage*** to the Station Road Car Park on the outskirts and on the roundabout in the town and better signage in the town itself, particularly in the Cross Hayes Car Park or the High Street, indicating where the other Car Park is, as an alternative option. (Vice versa with the Cross Hayes Car Park). Also signage in Station Rd Car Park indicating the way into the Town Centre.
- Consider improving the walk to the Town Centre which is across the Car Park and up several flights of stone steps and a pathway with runs alongside the Abbey, bordered with trees and greenery:

- Review and improve where appropriate the lighting in the car park and also on the way into the town centre via the steps. This will encourage people to use the Car Park on dark winter days and late afternoons especially and also in the evenings and will encourage and support the Town's night time economy.
- Make (local?) arrangements to ensure the Car Park and the way into the town centre via the steps and enclosed pathway are properly cleared and gritted if need be in the winter to encourage people to walk into Town from the Car Park.

This will also be of huge benefit to the shops along the small road which runs from Abbey House Gardens along to the Market Cross and improve their passing trade as well as the High St in general.

- Improve the amenity of the Car Park:
  - Consider improving the perception of safety in the Car Park by ensuring the bushes are regularly cut back and consider the installation of CCTV.
  - Review and consider a more imaginative relining of the car park to provide extra car parking spaces and also the installation of 'obstacles' and bumps to discourage 'donut' speed driving around the car park and any related anti-social behaviour, if considered to be a problem.
  - Consider if extra provision should be made for coach stopping and parking.
  - Consider installing public toilets, which is a major if not essential consideration for many people on choosing where to park.
- Revisit the permit holder system and possibly introduce extra traders or workers permits and perhaps extend residential permits to include more roads.
- Partner with Abbey House Gardens, Malmesbury Carnival, The Town Team, The Town Council, Visit Wiltshire (Tourism) and the organisers of the regular events, festivals and markets to ensure all advertisement is linked with the car park (also the Cross Hayes, where appropriate) and bus services.
- Provided a detailed travel plan is produced by the nearby Malmesbury C of E Primary School to evidence a need, allow some free parking for a short period (max 20 mins?) for the dropping off and picking up of young children. This will alleviate the potentially dangerous congestion of double and overflow parking around the school at peak times, and at a time when the Car Park is relatively underused. A similar scheme already operates in the Cross Hayes Car Park for St. Joseph's Primary School.
- More promotion and advertising of easy online and phone payment for car park tickets is likely to reduce the small amount of 'non payers' and encourage usage of the car park.
- Consider the installation of an electrical charging station for vehicles.

# MALMESBURY CAR PARK REVIEW - STANDALONE SUMMARY

## Introduction

The 2014-15 Wiltshire Council Parking Review Consultation is giving local people and organisations the opportunity to put forward their views and ideas about car park provision. This is very welcome as Malmesbury has a medieval town centre and parking has become a much more pressing issue over the last few years.

I feel it is important that when the opportunity arises, residents should contribute their local knowledge and views in respect of issues such as the car parks. In turn there is a commitment that Wiltshire Council will give serious consideration to these views and suggestions, as in this instance of determining new car park tariffs. Some suggestions may fly, others may not be taken up. It is in this spirit that I am submitting my own personal response and suggestions to the Parking Review Consultation. For me, I believe it is essential to look at parking in relation to the effect it has on our High St economy, other facilities in the town and our community - as well as the financial 'bottom line'. So this review looks at some **alternatives to promote better parking in the town**, support and **increase the town's economy**, make **better use of bus services** and also to **increase the health and wellbeing of residents and visitors** by promoting walking.

My alternative suggestions aim to retain and actually have the potential to **improve the revenue return to Wiltshire Council**, by encouraging more parking and revenue which can be used to support our bus services and the like as well as promoting the retail economy of the town. However, it is clear from the Consultation questions, that schemes which are cost negative such as free car parking will only be considered if there is a way to compensate for the loss of revenue which will be incurred. **I query how realistic a free car parking option is given the current budget commitments of Wiltshire Council for more pressing needs such as the care of the elderly and the like?**

An option could be that car park management is taken over locally, for instance by the Town Council. If this were the case and free parking introduced, then consideration should be given to the likelihood that local residents could be paying an increased 'Precept (local portion of the Council Tax) to cover a shortfall in revenue. This would mean an additional financial contribution by residents who may not even drive, own a car or park in Malmesbury. Also, visitors as well as residents use the car parks and this would mean that they would not be contributing to costs to subsidise the free parking, only residents. So as such I consider some reductions in car park charges are possible, but not a free parking option. **The aim is for only a cost neutral or cost positive outcome to avoid Malmesbury residents being burdened with these extra costs, instead of the car park users themselves.**

The first part of this review discusses what I consider to be the issues and the plus points of each of the three Wiltshire Council owned car parks. Using Wiltshire Council's data provided for this purpose together with local knowledge, I have put a case forward (to the best of my mathematical and analytical abilities!) for two alternative charging schemes for consideration and perhaps a trial, plus some other options. Finally, there is an easy standalone summary at the end of this review of the main conclusions.

## Burnham Road Car Park

### Status Quo Option

- Burnham Rd Car Park is a very useful car parking space out of the town centre and provides 17 much needed spaces. It would disadvantage local residents in particular to lose this car park and therefore it should remain as a public free of charge car park, managed by Wiltshire Council.
- Even if there is a cost burden to Wiltshire Council to maintain this car park, the alternative of selling it might be even costlier to Wiltshire Council and of course the tax payer.
- This is only one of three Wiltshire Council car parks in Malmesbury and consideration could be given to covering the fairly minimal costs of maintaining this car park from the revenue of the others.

## Cross Hayes Car Park

### Alternative Peak and Off Peak Charging Scheme

Encouraging people to use the car park at off peak times through a reduced charge, could also have a significant effect on the local economy and the use of other facilities, whilst still maintaining revenue.

Sundays and Overnight 6pm to 8am	Peak Time Charges - 8am to 3pm or 4pm	Off Peak Charges - 3pm to 6pm or 4pm to 6pm
Free (currently free)	1 Hour - 50p (currently 40p)	1 Hour - 30p (currently 40p)
Free (currently free)	2 Hours - £1.30 (currently £1.20)	2 Hours - £1.10 (currently £1.20)

- Lower charges may well encourage more users to park in the Cross Hayes **'Off Peak'**, when the car park is underused. As may be seen from the example tables, applying a very realistic and conservative increase of 10% to the existing user data, results in a guesstimated 38 additional users for the last three hours (if Off Peak 3pm to 6pm scheme is used) and a guesstimated 15 additional users in the last two hours (if Off Peak 4pm to 6pm is used).



- The revenue for both 10% increased outcomes is:

<b>Off Peak 3pm to 6pm + 10%</b> = a potential loss of £15.53 per day (estimated total loss per annum £4690.06) and
<b>Off Peak 4pm to 6pm + 10%</b> = a potential loss of £6.57 per day (estimated total loss per annum £1984.14).

<b>Off Peak 3pm to 6pm + 10%</b> = an estimated loss per annum £4690.06 ( 2.4% of an estimated total annual revenue of £197,568.40 based on a guesstimated calculation of 302 days?) and
<b>Off Peak 4pm to 6pm + 10%</b> = an estimated loss per annum £1984.14 ( 1% of an estimated total annual revenue of £200,276.33 based on a guesstimated calculation of 302 days?).

Whilst the 'alternative suggestion' calculations for 'Off Peak' charges show a loss, this is relatively small and if other more recent and comprehensive data were to be used, this difference might be even less or possibly a profit. The percentage losses are negligible compared to the over all guesstimated revenue totals and taking into account the additional benefits to the town.

***This outcome is probably cost neutral and potentially cost positive.***

- There has to be a financial incentive to park in the Town later on in the day.*** For example, parents could pick up children from St. Joseph's Primary School and then buy a parking ticket and stay on to visit the library or go to the shops or another activity. Also, people might stop off and buy one or two items on their way home from work. Visitors and others may delay trips to the town until late afternoon and then stop for a teatime or evening meal or other community events.
- The additional benefits to the town could be significant,*** in terms of both the local daytime and night time economies, use of facilities such as the library, which open later on into the evening and potential reduction of traffic congestion at peak times and of course improve community interaction and encourage more after school and afternoon community events.
- The ***impact of the additional parking at the new Waitrose Store car park*** (approx. 220 spaces and free for customers or charged at the same rates as the Cross Hayes Car Park) cannot be underestimated, especially during the summer months as it is only around 5 minutes walk or less to the centre of the town.
- More promotion and advertising of ***easy online and phone payment for car park tickets*** is likely to reduce the small amount of 'non payers' and encourage usage of the car park.
- More ***imaginative relining of the car park*** to provide extra car parking spaces, when due for refurbishment.

- Explore a **solution to the Hyams Auto Ltd use of the car park**, to solidify the amount of parking available for the public to use.
- **Better signage** to the Station Road Car Park on the outskirts and on the roundabout in the town and better signage in the town itself, particularly in the Cross Hayes Car Park or the High Street, indicating where the other Car Park is, as an alternative option. (Vice versa with the Cross Hayes Car Park). Also signage in Station Rd Car Park indicating the way into the Town Centre.

## Station Yard Car Park

Sundays and Overnight - 6pm to 8am	Monday to Saturday - 8am to 6pm
Free (currently free)	1 Hour - 40p (currently 40p)
	2 Hours - £1.10 (currently £1.10)
	----- (currently a charge of 3 Hours - £2.00)
	4 Hours - £2.40 (currently £2.40)
	----- (currently a charge of 5 Hours - £3.20)
	----- (currently a charge of 8 Hours - £5.20)
	All Day - £4.00 (currently £5.60)

- **There has to be a financial or other incentive to park in Station Road Car Park.** The day tripper to Abbey House Gardens or visitor to the Town will be encouraged to spend the whole day in Malmesbury, given the reduction in the longer period of 'All Day' car park charges.
- With the alternative charging scheme and no change in the volume of users there is an estimated average profit increase of £10.80 per day or £3283.20 per year. Additionally, with a very realistic and conservative increase of 5%, being only 36 more users over the period of a day, the potential extra profit could be an estimated average £11.07 per day, or an estimated extra profit of £3343.14 per year. (It could be argued that given the lack of available data, this difference is too small to be regarded as significant and should more expansive data be provided it could well prove to be a larger profit).
- The additional benefits to the town could be significant, in terms of both the local daytime and night time economies, use of facilities such as the library, which open later on into the evening and potential reduction of traffic congestion at peak times.
- The impact of the additional parking at the new Waitrose Store car park (approx. 220 spaces and free for customers or charged at the same rates as the Cross Hayes Car Park) cannot be underestimated, especially during the summer months as it is only around 5 minutes walk or less to the centre of the town and is less onerous than walking from Station Rd Car Park.

## Other Factors to Improve Car Park Usage

- **A 'Park and Ride'** type facility to improve access to the Town Centre for those who are unable to walk up the steps because of disability or infirmity, those with buggies, or with heavy shopping etc. There is already a town bus and also bus stops just a little further along from the Car Park on level walking. **Linking information of the bus journeys into and from Town, to parking in the Car Park will effectively produce a 'Park and Ride' facility of sorts with elements which are already in place.** This would need to be actively advertised with signage, leafleting etc especially of bus timetables, but this would be comparatively low cost. This would also encourage greater use of the buses as well as the Car Park.
- **Better signage** to the Station Road Car Park on the outskirts and on the roundabout in the town and better signage in the town itself, particularly in the Cross Hayes Car Park or the High Street, indicating where the other Car Park is, as an alternative option. (Vice versa with the Cross Hayes Car Park). Also signage in Station Rd Car Park indicating the way into the Town Centre.
- **Consider improving the walk to the Town Centre** which is across the Car Park and up several flights of stone steps and a pathway with runs alongside the Abbey, bordered with trees and greenery:
  - Review and improve where appropriate the lighting in the car park and also on the way into the town centre via the steps. This will encourage people to use the Car Park on dark winter days and late afternoons especially and also in the evenings and will encourage and support the Town's night time economy.
  - Make (local?) arrangements to ensure the Car Park and the way into the town centre via the steps and enclosed pathway are properly cleared and gritted if need be in the winter to encourage people to walk into Town from the Car Park.

***This will also be of huge benefit to the shops along the small road which runs from Abbey House Gardens along to the Market Cross and improve their passing trade as well as the High St in general.***

- **Improve the amenity of the Car Park:**
  - Consider improving the perception of safety in the Car Park by ensuring the bushes are regularly cut back and consider the installation of CCTV.
  - Review and consider a more imaginative relining of the car park to provide extra car parking spaces and also the installation of 'obstacles' and bumps to discourage 'donut' speed driving around the car park and any related anti-social behaviour, if considered to be a problem.
  - Consider if extra provision should be made for coach stopping and parking.
  - Consider installing public toilets, which is a major if not essential consideration for many people on choosing where to park.

- **Revisit the permit holder system** and possibly introduce extra traders or workers permits and perhaps extend residential permits to include more roads.
- **Partner** with Abbey House Gardens, Malmesbury Carnival, The Town Team, The Town Council, Visit Wiltshire (Tourism) and the organisers of the regular events, festivals and markets to ensure all advertisement is linked with the car park (also the Cross Hayes, where appropriate) and bus services.
- Provided a detailed travel plan is produced by the nearby Malmesbury C of E Primary School to evidence a need, allow some **free parking for a short period (max 20 mins?) for the dropping off and picking up of young children**. This will alleviate the potentially dangerous congestion of double and overflow parking around the school at peak times, and at a time when the Car Park is relatively underused. A similar scheme already operates in the Cross Hayes Car Park for St. Joseph's Primary School.
- **More promotion and advertising** of easy online and phone payment for car park tickets is likely to reduce the small amount of 'non payers' and encourage usage of the car park.
- Consider the installation of an **electrical charging station for vehicles**.

Whilst the financial 'bottom line' is important, to me parking in Malmesbury is affected by circumstances other than availability of spaces and charges. Any future plans should consider the car parks holistically in terms of the effect on the local economy, encouraging visitors and well as facilitating residents parking, the other effects on the community and promoting health and wellbeing through walking.



## MARLBOROUGH TOWN COUNCIL

Dear Sirs

### **Marlborough Town Council – Consultation Feedback to the Car Parking Review**

At the Planning meeting of 12<sup>th</sup> January 2015, Town Councillors discussed the consultation and asked that the following was passed on to Wiltshire Council as feedback to the review:

**There is a strong overall need for increased car parking capacity for residents, workers and visitors both in the town centre and for longer-term parking on the periphery of Marlborough. A recently completed Benchmarking exercise provides firm evidence of this demand and shows that parking provision is poor compared to other similarly sized market towns. The lack of provision is further compounded by increasing development without proper thought by the relevant agencies in meeting this and other infrastructure concerns. *This would be supported by the notes of the public meeting held at the Town Hall on 10<sup>th</sup> November and evidence from the recently undertaken Benchmarking report highlighting the lack of car parking provision in the town.***

The notes from the public meeting as referred to above are attached. A number of our Councillors attended a Workshop run by WC on 19<sup>th</sup> November in Devizes. The evidence referred to in the above statement and provided through a Benchmarking exercise is attached too. A range of comments from the Benchmarking consultation with businesses and town centre users also focussed on inadequate parking provision. These can be sent on if required.

There were 22 attendees at the meeting (including 12 Marlborough Town Councillors)

### CAR PARKS

- Seven years ago Marlborough Town Council had asked about the possibility of taking on responsibility for car parks. This had not been followed through
- Some confusion about how to define “little used” car parks (page 15 of the Consultation Document gives a breakdown of the percentage usage for local car parks)
- Main purpose of the meeting was to understand the main parking problems
- Parking was a significant problem for low-paid workers who needed to park in the town
- Proper criteria was needed to allocate permits – whether for residents with no parking of their own, visiting care workers or low-paid workers who lived out of town
- A Wiltshire Council season ticket cost £400
- Might be helpful to increase time limits on the free car parking spaces at the side of the High Street from 30 minutes to 1 hour
- Need to be more realistic when considering parking provision for new housing and business development to avoid added pressure on car parking spaces in town
- Wiltshire Council’s Strategy appeared to be anti-car, promoting sustainable transport reflecting central government policy. Cars would become ‘greener’ and change (e.g. electric cars) but would not disappear

- Marlborough was a rural area with steep hills and an ageing population. Any decisions on car parking requirements should take this into account
- Consultation Document (page 21) set out car parking revenue indicating likely income loss if WC passed on responsibility

#### RESIDENTS PARKING/OFF-STREET PARKING

- A scheme in Hungerford was in operation where residents and care workers paid £50 a year for a parking permit giving exemption for payment in town centre car parks. This meant no requirement to change signs. Could such a scheme be tried in Marlborough?
- Several comments were made about the need to better enforce parking restrictions, whether in pay and display car parks, overnight lorry parking in George Lane car park, yellow line areas such as Ducks Meadow or free but time-limited spaces
- There was no such thing as 'free' car parking – the costs would need to be covered elsewhere even if not from the parking public (local town or parish council, Chamber of Commerce, BID initiative, etc)
- The flow of traffic through Frees Avenue had worsened since parking was moved to the opposite side of the road with fewer passing places
- With a high density of on-street parking in Marlborough's narrow side streets, there was high potential for accidents and vehicle damage
- Parking on residential roads could be restricted to one side only

#### SOLUTIONS

- A park and ride scheme could operate from the Common. If free to users, funding would need to be identified to cover the costs.
- Creation of an underground car park beneath the recreation ground in Salisbury Road.
- Rapid transport/ train services to ease vehicle congestion
- Need for a long-term infrastructure plan
- George Lane could be made into a multi-storey car park (under and/or above ground) to increase parking provision while taking advantage of the existing footprint.

#### ANY OTHER BUSINESS

- Call for help with enforcement of the yellow lines in the Ducks Meadow area. Parents often disregard the restrictions and have ignored appeals from the local school to ease congestion. (The Town Clerk will pass this back to Wiltshire Council Parking Services)
- Collecting cash from pay and display machines was expensive. Alternative ideas now proposed included mobile phone, credit/debit card and multi-functional machines
- Currently there was no change given from pay and display machines but, it was believed a software change could provide this
- It was noted that drivers often paid to park on Sunday when parking is free – could signage be improved or the machines adjusted to avoid this?
- The removal of free parking on Sundays was being considered as part of the WC consultation
- The Town Clerk confirmed that a number of parking restriction requests had been submitted from the Town Council in January 2014 for inclusion in a priority matrix. Frees Avenue was the top priority for yellow lines. Wiltshire Council had given

assurances that the matrix would be sent to town and parish councils before the end of 2014.

- It was noted that there were 12 Councillors and 10 residents present so the attendees at the meeting may not be a representative group for the town

## **ROYAL WOOTTON BASSETT TOWN COUNCIL**

RE: Car Parking Strategy Consultation

Royal Wootton Bassett Town Council discussed the Car Parking Strategy Consultation at a meeting of the full Council, which took place on Thursday 11<sup>th</sup> December 2014.

Members expressed concern over a number of inaccuracies within the consultation documents that were specific to Royal Wootton Bassett and questioned the quality of the data provided; this is out of date and therefore does not reflect the true situation within the town. There is no mention of the proximity of West Swindon, which offers free parking for shoppers and should be viewed as having an effect on the commercial vitality of Royal Wootton Bassett given the small distance between the two locations.

The lack of information on the specific usage levels of the Wiltshire Council owned car park at Borough Fields was also raised as a concern by the Town Council, as this information would be helpful when considering the proposed changes to its pricing structure. The proposal to introduce a number of long and short stay bays to Borough Fields was noted, although the documentation does not explain the reasoning behind the proposed split, and why this is deemed necessary.

The consultation documents also exclude any information on private car parking facilities in the town such as the car park to the rear of the Iceland supermarket. The impact that such facilities have on car parking in Royal Wootton Bassett as a whole have not been addressed, nor has the issue of whether parking is being considered primarily as an income stream, or as a means of providing assistance and support to local shops and businesses.

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

## **TROWBRIDGE TOWN COUNCIL**

1. That the Town Council supports the consideration of the introduction of a Residents' Parking Zone scheme in streets surrounding the town centre, as follows: Innox Rd, Innox Mill Close, Bradford Road, Westbourne Gardens, Wingfield Rd (from Stallard St to Hungerford Av.), Newtown, Gloucester Rd, Wesley Rd, Bond St, Avenue Rd, Westbourne Rd, Henderson Close, Gladstone Rd, Park St, West St, Waterworks Rd, Frome Rd (from Newtown to Waterworks Rd), Lamplighters Walk, County Way, Ashleigh Grove, Mortimer Street, New Rd, Havelock St, Polebarn Rd, Yerbury St, Eastbourne Rd, Eastbourne Gardens, Fulong Gardens, Ashton St, Harford St, Clarks Place, Alma St, Lower Alms St, The Halve, Duke St, Union St, Brewers Walk, St Thomas Rd (from The Halve to Stancomb



Ave, Bellefield Cres, Delemere Rd, Keats Close, Islington, Downhayes Rd, Lower Court, Timbrell St, Prospect Place, British Row, Poplar Lane, Cross St, Charlotte St, George St, Adcroft Drive, Adcroft St, Conigre, Church St, Upper Broad St, Broad St, Back St, Shails Lane, Manley Close, Seymour Court, Westcroft St, Seymour Rd (from Shails Lane to Melton Rd), Melton Rd (from Seymour Rd to Charles St), Jenkins St (from Seymour Rd to Charles St), Riverway, Hill St, Wicker Hill and Stallard St.

1. a) That in addition the following roads should also be considered for a Residents Parking Scheme: Brown Street, Orchard Road, Clothier Leaze, Dursley Road, Longfield Road, Stancomb Avenue and separately areas around the College, such as Lilac Grove, College Road, Beech Grove, Willow Grove and Chestnut Grove.
2. That the Town Council agrees that priority should be given to short stay parking closest to the town centre with long stay parking on the fringes, but that local circumstances must be taken into account.
3. That the Town Council believes more detailed assessment should be undertaken before car parks are sold for redevelopment or to facilitate other developments.
4. That the Town Council does not accept that the 'Proposed changes' contained in Wiltshire Council's 'Car Parking Strategy review – public consultation – Parking Charges Summary – Trowbridge' document satisfactorily considers appropriate and relevant local town information in developing the options suggested and that more detailed car-park by car-park analysis needs to be undertaken.
5. Therefore that the Town Council pursues the option of the transfer of decision making regarding stay length and charges for car-parks as part of a cost neutral package of activity or asset transfers and that officers are delegated to negotiate a suitable arrangement with Wiltshire Council prior to consultation and further consideration by the Town Council. The Town Council does not believe that this responsibility should be delegated to the Area Board
6. That any alternative arrangement must satisfactorily address the current high level of free parking availability in the multi-storey car-park, supermarket car-parks and residential streets and must therefore be introduced in conjunction with appropriate controls on on-street parking which recognises the impact of all-day parking on residents, whilst increasing the use of charged for car-parks through the introduction of reasonable all-day charges.
7. That any alternative arrangement should address the potential for a reduction in the availability of all-day spaces in the multi-storey car-park whilst retaining it as a free car-park in line with the existing deed.
8. That any alternative arrangement should seek to address the requirement for adequate parking for library users in the vicinity of County Hall and that parking for visitors and staff at County Hall should be fair and equitable in relation to facilities available at Monkton Park, Chippenham and Bourne Hill, Salisbury as well as in relation to public parking availability in Trowbridge Town Centre.
9. That the Town Council supports the introduction of new technology for managing car-parks.
10. That the Town Council approves the RECOMMENDATIONS contained in ANNEX 3 regarding outstanding and new requests for parking restriction changes.

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## Amesbury Car Parking Review 2014

The Council is currently looking at the provision of car parking across the county. 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.

**1. Do you agree or disagree with the following aims of any car parking review?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land; transferring for community use, or developing the land for new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should look to transfer some car parks to parish or town council control if all parties agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should invest in new technologies for managing car parks rather than rely on traditional ticket machines and cash payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on spatial settlement bands (i.e. similar towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

**2. Do you agree or disagree with the following options for car parking?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour free of charge across all car parks but all other parking times (i.e. over 1 hour) would need to increase in some cases by over 100% to compensate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across under used car parks but all other parking times (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above

To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks

The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

It is important to appreciate that any one compensation option proposed (e.g. increasing other charges to compensate for introducing 1st hour free parking) is unlikely to be able to fully fund the exemption options shown above. It is therefore likely that a combination of compensation options would be required to fund identified budget shortfalls.

**3. Do you have any other suggestions or would like to propose alternatives (including how they are to be funded) around car parking options?**

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## Your local car parks

The following questions relate to car parks just within the Amesbury Community Area. The Council has made no decisions at this stage and would like to know how much you might agree or disagree with the presented options, or alternatively suggest your own. (We recommend reviewing the Amesbury Charging Summary for further information).

4. The **Central** car park is currently Long stay. The Council is proposing to keep this as Long stay. As usage is quite low the council proposes to keep the 1 hour charge at £0.30 but to reduce the 2 hour charge from £1.10 to £0.80 and the 3 hour charge from £2.00 to £1.50. The 4 hour charge would reduce from £2.40 to £2.00, the 5 hour charge from £3.20 to £2.50. The old 8 hour charge and all day charge would be removed (£5.20 and £5.60 respectively) to be replaced by one new day charge of £4.50. However, the provision of 25% spaces being free would be removed.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

If you would recommend another option what is that?

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5. The car park in **Church Street** is currently Long stay. The Council proposes no change to the designation or the parking charges for this car park at this stage. However, after reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

If you would recommend another option what is that?

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6. Finally having read the car parking strategy and answered this survey are there any other comments you would like to make?

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## About you

Wiltshire Council is committed to ensuring that our services, policies and practices are free from discrimination and prejudice and that they meet the needs of all the community. For us to check we are providing fair and effective services, we would be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you do.

The information you provide will be treated in the strictest of confidence and may be passed on to other services within the Council, who will use it for the same purposes. The information you provide on this form will be processed in accordance with the requirements of the Data Protection Act 1998 and will not be passed onto any third party. At all times, it will be treated as confidential and used only for the purpose of this consultation and for equality monitoring. All personal information held by Wiltshire Council is held safely in a secure environment. Thank you for your assistance.

For Wiltshire Council's full data protection policy go to

<http://www.wiltshire.gov.uk/council/dataprotectionandfoi/dataprotection/privacy.htm>

**7. Are you responding to this consultation as:**

- Resident
- Local Business
- Town or Parish Council
- Community Group
- Other

**Please specify**

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**8. Are you male or female?**

- Male
- Female

**9. What age group are you in?**

- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**10. Do you consider yourself to have any of the following disabilities?**

- Hearing disability
- Learning disability

- Mental health issues
- Physical disability
- Speech impairment
- Visual disability
- No disabilities

**11. What is your ethnicity?**

- White British
- Asian or Asian British
- Black African, Black Caribbean or Black British
- Other European Union group
- Mixed/Multiple ethnic groups
- Other ethnic group

**12. Please enter your postcode: (Format BA14 8JN)**

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**Thank you for completing this survey. To submit your response please post to:**

Sustainable Transport Group  
Highways and Transport  
Wiltshire Council  
County Hall  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN

**If you have any queries about this survey please contact Wiltshire Council on  
0300 456 0100.**



The Council is currently looking at the provision of car parking across the county. 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.

**1. Do you agree or disagree with the following aims of any car parking review?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land; transferring for community use, or developing the land for new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should look to transfer some car parks to parish or town council control if all parties agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should invest in new technologies for managing car parks rather than rely on traditional ticket machines and cash payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on spatial settlement bands (i.e. similar towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Where there are proposals for exemptions to charging (i.e. first hour free), the deal would be that the council would need to introduce radical ways of working to help fund these exemptions. For example; this could include a Cashless Payment System, Automatic Number Plate Recognition

enforcement and changes to current enforcement practices/levels. These would, however, not cover the cost of the exemption proposals in totality (as an example, they would only cover circa 15% towards the estimated £2.5m-£2.7m shortfall that implementing the first hour free proposal would create) and therefore we would need to explore options about how we would cover any funding gap that arises. It is important to note that the Council has made no firm decisions at this stage and would like to see how far you agree or disagree with these type of options before progressing any further.

**2. Do you agree or disagree with the following options for car parking?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour free of charge across all car parks but all other parking times (i.e. over 1 hour) would need to increase in some cases by over 100% to compensate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across under used car parks but all other parking times (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above

To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks

The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

It is important to appreciate that any one compensation option proposed (e.g. increasing other charges to compensate for introducing 1st hour free parking) is unlikely to be able to fully fund the exemption options shown above. It is therefore likely that a combination of compensation options would be required to fund identified budget shortfalls.

**3. Do you have any other suggestions or would like to propose alternatives (including how they are to be funded) around car parking options?**

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## Your local car parks

The following questions relate to car parks just within the Bradford on Avon Community Area Community Area. The Council has made no decisions at this stage and would like to know how much you might agree or disagree with the presented options, or alternatively suggest your own. (We recommend reviewing the Bradford on Avon Community Area Charging Summary for further information).

- 4. The car park at Barton Farm is currently Long stay. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses for this site should be explored.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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- 5. The car park in Bridge Street is currently short stay. The Council proposes to retain this designation. However, to help manage demand charges for the first hour would increase from £0.40 to £0.50 and the second hour from £1.20 to £1.30 as at peak times the car park is often full. The current 3 hour tariff would be removed.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**6.** The car park at St Margarets is currently designated Short stay. The Council proposes no change to the designation or the parking charges for this car park.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**7.** The car park at Station Road (zone A) is currently designated Short stay. The Council proposes no change to the designation or the parking charges for this car park.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**8.** The car park in the Station Road (zone B) is currently Long stay. The Council is proposing no change in this designation. However, it is proposing to increase slightly the hourly rates to help manage demand as this car park is often full. Charges for the first hour would stay the same at £0.40, for the second hour increase from £1.10 to £1.20 and for the third hour from £2.00 to £2.10. Charges for the 4th and 5th hour would remain unchanged but it is proposed to drop the 8 hour rate (currently £5.20) and keep the all day rate of £5.60.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**9. The coach park at Station Road (coach) to stay unchanged.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**10. The car park at Newtown is currently free. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses should be explored.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**11. The car park at Avoncliff is currently designated as a facility car park. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses should be explored.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**12.** The car park at Budbury is currently free. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses should be explored.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**13.** The car park at St Margarets Hill is currently designated permits only. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses should be explored.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**14.** The car park at St Margarets Street is currently designated permits only. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses should be explored

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**15.** Finally having read the car parking strategy and answered this survey are there any other comments you would like to make?

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## About you

Wiltshire Council is committed to ensuring that our services, policies and practices are free from discrimination and prejudice and that they meet the needs of all the community. For us to check we are providing fair and effective services, we would be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you do.

The information you provide will be treated in the strictest of confidence and may be passed on to other services within the Council, who will use it for the same purposes. The information you provide on this form will be processed in accordance with the requirements of the Data Protection Act 1998 and will not be passed onto any third party. At all times, it will be treated as confidential and used only for the purpose of this consultation and for equality monitoring. All personal information held by Wiltshire Council is held safely in a secure environment. Thank you for your assistance.

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<http://www.wiltshire.gov.uk/council/dataprotectionandfoi/dataprotection/privacy.htm>

**16. Are you responding to this consultation as:**

- Resident
- Local Business
- Town or Parish Council
- Community Group
- Other

**Please specify**

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**17. Are you male or female?**

- Male
- Female

**18. What age group are you in?**

- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**19. Do you consider yourself to have any of the following disabilities?**

- Hearing disability
- Learning disability
- Mental health issues
- Physical disability
- Speech impairment
- Visual disability
- No disabilities

**20. What is your ethnicity?**

- White British
- Asian or Asian British
- Black African, Black Caribbean or Black British
- Other European Union group
- Mixed/Multiple ethnic groups
- Other ethnic group

**21. Please enter your postcode: (Format BA14 8JN)**

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**Thank you for completing this survey. To submit your response please post to:**

Sustainable Transport Group  
Highways and Transport  
Wiltshire Council  
County Hall  
Bythesea Road  
Trowbridge  
Wiltshire, BA14 8JN

**If you have any queries about this survey please contact Wiltshire Council on  
0300 456 0100.**

The Council is currently looking at the provision of car parking across the county. 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.

**1. Do you agree or disagree with the following aims of any car parking review?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land; transferring for community use, or developing the land for new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should look to transfer some car parks to parish or town council control if all parties agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should invest in new technologies for managing car parks rather than rely on traditional ticket machines and cash payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on spatial settlement bands (i.e. similar towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Where there are proposals for exemptions to charging (i.e. first hour free), the deal would be that the council would need to introduce radical ways of working to help fund these exemptions. For

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

**2. Do you agree or disagree with the following options for car parking?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour free of charge across all car parks but all other parking times (i.e. over 1 hour) would need to increase in some cases by over 100% to compensate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across under used car parks but all other parking times (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above

To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks

The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

It is important to appreciate that any one compensation option proposed (e.g. increasing other charges to compensate for introducing 1st hour free parking) is unlikely to be able to fully fund the exemption options shown above. It is therefore likely that a combination of compensation options would be required to fund identified budget shortfalls.

**3. Do you have any other suggestions or would like to propose alternatives (including how they are to be funded) around car parking options?**

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## Your local car parks

The following questions relate to car parks just within the Calne Community Area. The Council has made no decisions at this stage and would like to know how much you might agree or disagree with the presented options, or alternatively suggest your own. (We recommend reviewing the Calne Charging Summary for further information).

- 4. The car park in the Church Street Calne is currently Long stay. The Council is proposing to keep this as Long stay. As usage is quite low the council proposes to reduce the two hour charge from £1.10 to £0.80 and the three hour charge from £2.00 to £1.50. All other charges would stay the same except the current 8 hour and all day charges (£5.20 and £5.60 respectively) would be reduced to a new all day rate of £4.50.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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- 5. Finally having read the car parking strategy and answered this survey are there any other comments you would like to make?**

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## About you

Wiltshire Council is committed to ensuring that our services, policies and practices are free from discrimination and prejudice and that they meet the needs of all the community. For us to check we are providing fair and effective services, we would be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you do.

The information you provide will be treated in the strictest of confidence and may be passed on to other services within the Council, who will use it for the same purposes. The information you provide on this form will be processed in accordance with the requirements of the Data Protection Act 1998 and will not be passed onto any third party. At all times, it will be treated as confidential and used only for the purpose of this consultation and for equality monitoring. All personal information held by Wiltshire Council is held safely in a secure environment. Thank you for your assistance.

For Wiltshire Council's full data protection policy go to

<http://www.wiltshire.gov.uk/council/dataprotectionandfoi/dataprotection/privacy.htm>

**6. Are you responding to this consultation as:**

- Resident
- Local Business
- Town or Parish Council
- Community Group
- Other

**Please specify**

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**7. Are you male or female?**

- Male
- Female

**8. What age group are you in?**

- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**9. Do you consider yourself to have any of the following disabilities?**

- Hearing disability
- Learning disability
- Mental health issues
- Physical disability
- Speech impairment
- Visual disability
- No disabilities

- 10. What is your ethnicity?**
- White British
  - Asian or Asian British
  - Black African, Black Caribbean or Black British
  - Other European Union group
  - Mixed/Multiple ethnic groups
  - Other ethnic group

**11. Please enter your postcode: (Format BA14 8JN)**

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**Thank you for completing this survey. To submit your response please post to:**

Sustainable Transport Group  
Highways and Transport  
Wiltshire Council  
County Hall  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN

**If you have any queries about this survey please contact Wiltshire Council on  
0300 456 0100.**



The Council is currently looking at the provision of car parking across the county. 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.

**1. Do you agree or disagree with the following aims of any car parking review?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land; transferring for community use, or developing the land for new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should look to transfer some car parks to parish or town council control if all parties agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should invest in new technologies for managing car parks rather than rely on traditional ticket machines and cash payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on spatial settlement bands (i.e. similar towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Where there are proposals for exemptions to charging (i.e. first hour free), the deal would be that the council would need to introduce radical ways of working to help fund these exemptions. For

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

**2. Do you agree or disagree with the following options for car parking?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour free of charge across all car parks but all other parking times (i.e. over 1 hour) would need to increase in some cases by over 100% to compensate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across under used car parks but all other parking times (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above

To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks

The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

It is important to appreciate that any one compensation option proposed (e.g. increasing other charges to compensate for introducing 1st hour free parking) is unlikely to be able to fully fund the exemption options shown above. It is therefore likely that a combination of compensation options would be required to fund identified budget shortfalls.

**3. Do you have any other suggestions or would like to propose alternatives (including how they are to be funded) around car parking options?**

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## Your local car parks

The following questions relate to car parks just within the Chippenham Community Area. The Council has made no decisions at this stage and would like to know how much you might agree or disagree with the presented options, or alternatively suggest your own. (We recommend reviewing the Chippenham Charging Summary for further information).

- 4. The car park in the Borough Parade Chippenham is currently Short stay. The Council does not propose to change any charges except to remove the 3 hour charging band and make a maximum stay 2 hours to allow a greater turnover of cars as this is a very well used car park.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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- 5. The car park at Brakemead is currently Long stay only. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses for the site should be explored.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**6.** The car park at Emery Gate (surface) is currently short stay. The Council proposes to increase the 1 hour charge from £1.00 to £1.10 and the 2 hour charge from £1.50 to £1.60 to help manage demand.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**7.** The car park at Emery Gate (sub-surface) is currently short stay. The Council proposes no change to this car park except the removal of some permit parking to aid capacity as the car park is very well used.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**8.** The car park at Gladstone Road is currently Short stay. The Council does not propose to change any charges except to remove the 3 hour charging band and make a maximum stay 2 hours to allow a greater turnover of cars as this is a very well used car park.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**9. The car park at Monkton Park (weekday parking) is currently designated a facility car park for staff, police, emergency vehicles and visitors. The Council does not propose to change its designation but does propose to remove the option for public parking.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**10. The car park at Monkton Park (weekend parking) is currently designated Short stay. In order to fit into more with the surrounding parking offer it is proposed to reduce the second hour charge which is currently £1.20 an hour to £1.00 an hour. All other charges stay the same.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**11.** The car park at Bath Road is currently designated Long stay. The Council would like to see the charge for 1 hour stay increased from £0.80 to £1.00 and the 2 hour stay from £1.30 to £1.40, the 3 hour charge would stay the same and the 4 hour stay increased from £3.10 to £3.50, the 5 hour charge increase from £4.20 to £4.50, the 8 hour charge of £5.40 and the all day charge of £5.90 dropped for a new all day charge of £7.50. This is because the car park is heavily over utilised with spaces tied up all day.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**11.** The car park at Sadlers Mead is currently designated Long stay. The Council proposes to keep this a long stay car park with charges for the first 2 hours unchanged. However it would like to see the charge for 3 hour stay increased from £2.60 to £2.70, the 4 hour stay increased from £3.10 to £3.60, the 5 hour charge increase from £4.20 to £4.70, the 8 hour charge of £5.40 and the all day charge of £7.40 dropped for a new all day charge of £7.50. This is because the car park is heavily over utilised with spaces tied up all day.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**12.** The coach park at Sadlers Mead is currently designated as a coach park. The Council proposes to no changes to this designation and charges.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**13.** The car park at Spanbourn Avenue is currently designated as Long stay. The Council proposes no change to this designation. The Council proposes to reduce charges for all times as this car park is under used. Charges would reduce from 80p to 60p for the first hour, £1.30 to 90p for the second hour, £2.60 to £1.80 for the third hour, £3.10 to £2.60 for the fourth hour, £4.20 to £3.60 for the fifth hour, and introduce a new day charge of £5.00 to replace the old 8 hour and day charges which were £5.40 and £5.90 respectively.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**14.** The car park at Wood Lane is currently designated as Long stay. The council proposes no changes to this designation. The only change to charges is to remove the 8hr tariff option and reduce the Day charge to £5.00.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**15.** Finally having read the car parking strategy and answered this survey are there any other comments you would like to make?

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Wiltshire Council is committed to ensuring that our services, policies and practices are free from discrimination and prejudice and that they meet the needs of all the community. For us to check we are providing fair and effective services, we would be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you do.

The information you provide will be treated in the strictest of confidence and may be passed on to other services within the Council, who will use it for the same purposes. The information you provide on this form will be processed in accordance with the requirements of the Data Protection Act 1998 and will not be passed onto any third party. At all times, it will be treated as confidential and used only for the purpose of this consultation and for equality monitoring. All personal information held by Wiltshire Council is held safely in a secure environment. Thank you for your assistance.

For Wiltshire Council's full data protection policy go to <http://www.wiltshire.gov.uk/council/dataprotectionandfoi/dataprotection/privacy.htm>

**16. Are you responding to this consultation as:**

- Resident
- Local Business
- Town or Parish Council
- Community Group
- Other

**Please specify**

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**17. Are you male or female?**

- Male
- Female

**18. What age group are you in?**

- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**19. Do you consider yourself to have any of the following disabilities?**

- Hearing disability
- Learning disability
- Mental health issues
- Physical disability
- Speech impairment
- Visual disability
- No disabilities

**20. What is your ethnicity?**

- White British
- Asian or Asian British
- Black African, Black Caribbean or Black British
- Other European Union group
- Mixed/Multiple ethnic groups

Other ethnic group

**21. Please enter your postcode: (Format BA14 8JN)**

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**Thank you for completing this survey. To submit your response please post to:**

Sustainable Transport Group  
Highways and Transport  
Wiltshire Council  
County Hall  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN

**If you have any queries about this survey please contact Wiltshire Council on  
0300 456 0100.**

**Corsham Car Parking Review 2014**

The Council is currently looking at the provision of car parking across the county. 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.

**1. Do you agree or disagree with the following aims of any car parking review?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land; transferring for community use, or developing the land for new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should look to transfer some car parks to parish or town council control if all parties agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should invest in new technologies for managing car parks rather than rely on traditional ticket machines and cash payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on spatial settlement bands (i.e. similar towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Where there are proposals for exemptions to charging (i.e. first hour free), the deal would be that the council would need to introduce radical ways of working to help fund these exemptions. For example; this could include a Cashless Payment System, Automatic Number Plate Recognition

enforcement and changes to current enforcement practices/levels. These would, however, not cover the cost of the exemption proposals in totality (as an example, they would only cover circa 15% towards the estimated £2.5m-£2.7m shortfall that implementing the first hour free proposal would create) and therefore we would need to explore options about how we would cover any funding gap that arises. It is important to note that the Council has made no firm decisions at this stage and would like to see how far you agree or disagree with these type of options before progressing any further.

**2. Do you agree or disagree with the following options for car parking?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour free of charge across all car parks but all other parking times (i.e. over 1 hour) would need to increase in some cases by over 100% to compensate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across under used car parks but all other parking times (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above

To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks

The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

It is important to appreciate that any one compensation option proposed (e.g. increasing other charges to compensate for introducing 1st hour free parking) is unlikely to be able to fully fund the exemption options shown above. It is therefore likely that a combination of compensation options would be required to fund identified budget shortfalls.

**3. Do you have any other suggestions or would like to propose alternatives (including how they are to be funded) around car parking options?**

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The following questions relate to car parks just within the Corsham Community Area. The Council has made no decisions at this stage and would like to know how much you might agree or disagree with the presented options, or alternatively suggest your own. (We recommend reviewing the Corsham Charging Summary for further information).

**4. The car park in the High Street Corsham is currently Long stay. The Council is proposing to change this to short stay only given its central location. The first hour charge would increase to £0.40 rather than £0.30. All other charges would remain the same except that the maximum stay would now be 3 hours. This is proposed because presently at peak times the car park is often full.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**5. The car park in Newlands Road is currently short stay only and its charges are 40p for the first hour and £1.10p for two hours stay. The Council having reviewed matters thinks that no changes should be sought for this car park.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**6. The car park in Post Office Lane is currently long stay and there is a charge of £5.20 for 8 hours parking and £5.60 for all day parking (over 8 hours). The Council proposes to keep this as a long stay car park and reduce the all day charge to £5.20 and in effect remove the 8 hour charge band which is little used. All other charges would remain the same.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**7. Finally having read the car parking strategy and answered this survey are there any other comments you would like to make?**

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## About you

Wiltshire Council is committed to ensuring that our services, policies and practices are free from discrimination and prejudice and that they meet the needs of all the community. For us to check we are providing fair and effective services, we would be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you do.

The information you provide will be treated in the strictest of confidence and may be passed on to other services within the Council, who will use it for the same purposes. The information you provide on this form will be processed in accordance with the requirements of the Data Protection Act 1998 and will not be passed onto any third party. At all times, it will be treated as confidential and used only for the purpose of this consultation and for equality monitoring. All personal information held by Wiltshire Council is held safely in a secure environment. Thank you for your assistance.

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<http://www.wiltshire.gov.uk/council/dataprotectionandfoi/dataprotection/privacy.htm>

**8. Are you responding to this consultation as:**

- Resident
- Local Business
- Town or Parish Council
- Community Group
- Other

**Please specify**

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**9. Are you male or female?**

- Male
- Female

**10. What age group are you in?**

- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**11. Do you consider yourself to have any of the following disabilities?**

- Hearing disability
- Learning disability
- Mental health issues
- Physical disability
- Speech impairment
- Visual disability
- No disabilities

**12. What is your ethnicity?**

- White British
- Asian or Asian British
- Black African, Black Caribbean or Black British
- Other European Union group
- Mixed/Multiple ethnic groups
- Other ethnic group

**13. Please enter your postcode: (Format BA14 8JN)**

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**Thank you for completing this survey. To submit your response please post to:**

Sustainable Transport Group  
Highways and Transport  
Wiltshire Council  
County Hall  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN

**If you have any queries about this survey please contact Wiltshire Council on  
0300 456 0100.**

The Council is currently looking at the provision of car parking across the county. 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.

**1. Do you agree or disagree with the following aims of any car parking review?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land; transferring for community use, or developing the land for new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should look to transfer some car parks to parish or town council control if all parties agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should invest in new technologies for managing car parks rather than rely on traditional ticket machines and cash payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on spatial settlement bands (i.e. similar towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Where there are proposals for exemptions to charging (i.e. first hour free), the deal would be that the council would need to introduce radical ways of working to help fund these exemptions. For

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

**2. Do you agree or disagree with the following options for car parking?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour free of charge across all car parks but all other parking times (i.e. over 1 hour) would need to increase in some cases by over 100% to compensate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across under used car parks but all other parking times (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above

To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks

The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

It is important to appreciate that any one compensation option proposed (e.g. increasing other charges to compensate for introducing 1st hour free parking) is unlikely to be able to fully fund the exemption options shown above. It is therefore likely that a combination of compensation options would be required to fund identified budget shortfalls.

**3. Do you have any other suggestions or would like to propose alternatives (including how they are to be funded) around car parking options?**

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The following questions relate to car parks just within the Devizes Community Area and we would like to know how much you might agree or disagree with the proposed suggestions based on current usage and issues. (We recommend reviewing the Devizes Charging Summary for further information).

**4. The Central car park is currently Long stay. The Council proposes to change this to Short stay to reflect its central location and usage profile. Currently there are 4,5,8, hour and all day parking charges. The Council proposes to remove these entirely. The remaining charges would see an increase as follows: 1 hour from £0.55 to £0.70, 2 hour from £1.30 to £1.40 and 3 hour from £2.00 to £2.10.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**5. The car park at Sainsburys is currently Long stay. The Council proposes to change this to Short stay to reflect its usage profile and car park purpose. Currently there is a 4 hour charge available but to reflect the new short stay nature proposed this would be removed. The 1 hour charge would increase from £0.55 to £0.60 but the second hour charge would remain unchanged at £1.30 and the current 3 hour tariff at £3.30 would also remain unchanged. Negotiations with the landowner will be needed to agree these potential changes.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**6.** The car park at Northgate is currently designated Long stay. The Council proposes to change this to Short stay to reflect its central location and usage profile. Currently there is a 4 hour, 5 hour, 8 hour and all day parking charges available. The Council proposes to remove these options to reflect the new Short stay designation. Charges for the first hour at £0.55 would increase to £0.60 but the current 2 and 3 hour charge would remain unchanged.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**7.** The car park at Sheep Street is currently designated Long stay. The Council proposes no change to the designation but would make the car park MiPermit only to allow it to remove the pay machine. The first hour charge would increase from £0.55 to £0.60. The charges for 2, 3, 4, 5 hour stays would remain unchanged. The current 8 hour charge of £5.20 and the All day charge of £6.10 would be replaced by a new All day charge of £6.00.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**8.** The car park in the Vales Lane is currently Long stay. The Council is proposing to change this designation to Short stay to reflect its central location and usage profile. Currently there is a 4 hour, 5 hour, 8 hour and all day parking charges available. The Council proposes to remove these options to reflect the new Short stay designation. Charges for the first hour at £0.55 would increase to £0.60 but the current 2 and 3 hour charge would remain unchanged.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**9.** The car park at West Central is currently Long stay. The Council proposes no change to this designation but as the car park is often full wants to increase charges as follows to help manage demand. The first hour charge of £0.55 increase to £0.70, the second hour charge increase from £1.30 to £1.40, the third hour charge from £2.00 to £2.10. The 4 and 5 hour charges would remain unchanged but the current 8 hour charge of £5.20 and the All day charge of £6.10 be replaced by one All day charge of £6.00.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**10.** The car park at Couch lane is Long stay. Usage is currently very low. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**11.** The car park at Station Road is currently designated as Long stay. The Council proposes no change to this designation but having reviewed usage propose to reduce charges due to its peripheral location and relatively low usage. Charges would reduce as follows. The charge for 1 hour would reduce from £0.45 to £0.40, the 2 hour charge from £1.10 to £1.00, the 3 hour charge from £2.00 to £1.50, the 4 hour charge from £2.40 to £2.00, the 5 hour charge from £3.20 to £2.50. The current 8 hour charge of £5.20 and the all day charge of £5.60 would be removed and replaced with one all day charge of £4.50.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**12.** The car park at The Wharf is currently Long stay. The Council proposes no change to this designation. However, the car park is often full and to manage demand the following increases to the parking charges are proposed. The charges for 1 hour parking to increase from £0.55 to £0.70, 2 hour charge from £1.30 to £1.40, 3 hour charge from £2.00 to £2.10. The 4 hour and 5 hour charges would remain as now. The current 8 hour charge of £5.20 and all day charge of £6.10 to be replaced by a new all day charge of £6.00.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**13.** The car park at Market Place is currently Short stay. The Council proposes no change to this designation or any change to its free status. However, to reflect its central location and to encourage turnover and address high usage levels, should the council consider an option to introduce charging in this car park?

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**14.** The car park at Castle grounds is permit only. Usage is currently very low. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**15.** Finally having read the car parking strategy and answered this survey are there any other comments you would like to make?

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## About you

Wiltshire Council is committed to ensuring that our services, policies and practices are free from discrimination and prejudice and that they meet the needs of all the community. For us to check we are providing fair and effective services, we would be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you do.

The information you provide will be treated in the strictest of confidence and may be passed on to other services within the Council, who will use it for the same purposes. The information you provide on this form will be processed in accordance with the requirements of the Data Protection Act 1998 and will not be passed onto any third party. At all times, it will be treated as confidential and used only for the purpose of this consultation and for equality monitoring. All personal information held by Wiltshire Council is held safely in a secure environment. Thank you for your assistance.

For Wiltshire Council's full data protection policy go to

<http://www.wiltshire.gov.uk/council/dataprotectionandfoi/dataprotection/privacy.htm>

**16. Are you responding to this consultation as:**

- Resident
- Local Business
- Town or Parish Council
- Community Group
- Other

**Please specify**

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**17. Are you male or female?**

- Male
- Female

**18. What age group are you in?**

- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**19. Do you consider yourself to have any of the following disabilities?**

- Hearing disability
- Learning disability
- Mental health issues
- Physical disability
- Speech impairment
- Visual disability
- No disabilities

**20. What is your ethnicity?**

- White British
- Asian or Asian British
- Black African, Black Caribbean or Black British
- Other European Union group
- Mixed/Multiple ethnic groups
- Other ethnic group

**21. Please enter your postcode: (Format BA14 8JN)**

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**Thank you for completing this survey. To submit your response please post to:**

Sustainable Transport Group  
Highways and Transport  
Wiltshire Council  
County Hall  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN

**If you have any queries about this survey please contact Wiltshire Council on  
456 0100.**

**0300**

# Malmesbury Car Parking Review 2014

The Council is currently looking at the provision of car parking across the county. 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.

## 1. Do you agree or disagree with the following aims of any car parking review?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land; transferring for community use, or developing the land for new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should look to transfer some car parks to parish or town council control if all parties agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should invest in new technologies for managing car parks rather than rely on traditional ticket machines and cash payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on spatial settlement bands (i.e. similar towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

**2. Do you agree or disagree with the following options for car parking?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour free of charge across all car parks but all other parking times (i.e. over 1 hour) would need to increase in some cases by over 100% to compensate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across under used car parks but all other parking times (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above

To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks

The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

It is important to appreciate that any one compensation option proposed (e.g. increasing other charges to compensate for introducing 1st hour free parking) is unlikely to be able to fully fund the exemption options shown above. It is therefore likely that a combination of compensation options would be required to fund identified budget shortfalls.

**3. Do you have any other suggestions or would like to propose alternatives (including how they are to be funded) around car parking options?**

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## Your local car parks

The following questions relate to car parks just within the Malmesbury Community Area. The Council has made no decisions at this stage and would like to know how much you might agree or disagree with the presented options, or alternatively suggest your own. (We recommend reviewing the Malmesbury Charging Summary for further information).

- 4. The car park at Cross Hayes is currently Short stay. The Council proposes no change to this designation. However, in order to help manage demand the Council proposes to increase the parking charges as follows. The 1 hour charge to increase from £0.40 to £0.50 and the 2 hour charge from £1.20 to £1.30.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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- 5. The car park in Station Road is currently Long stay. The Council proposes to retain this designation. The Council proposes no change to the current charges except to remove the old 8 hour charge of £5.20 and All day charge of £5.60 and replace it with one All day charge of £5.20.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**6. The car park at Burnham Road is currently designated free. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses for the site should be explored.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**7. Finally having read the car parking strategy and answered this survey are there any other comments you would like to make?**

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## About you

Wiltshire Council is committed to ensuring that our services, policies and practices are free from discrimination and prejudice and that they meet the needs of all the community. For us to check we are providing fair and effective services, we would be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you do.

The information you provide will be treated in the strictest of confidence and may be passed on to other services within the Council, who will use it for the same purposes. The information you provide on this form will be processed in accordance with the requirements of the Data Protection Act 1998 and will not be passed onto any third party. At all times, it will be treated as confidential and used only for the purpose of this consultation and for equality monitoring. All personal information held by Wiltshire Council is held safely in a secure environment. Thank you for your assistance.

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**8. Are you responding to this consultation as:**

- Resident
- Local Business
- Town or Parish Council
- Community Group
- Other

**Please specify**

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**9. Are you male or female?**

- Male
- Female

**10. What age group are you in?**

- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**11. Do you consider yourself to have any of the following disabilities?**

- Hearing disability
- Learning disability
- Mental health issues
- Physical disability
- Speech impairment
- Visual disability
- No disabilities

**12. What is your ethnicity?**

- White British
- Asian or Asian British
- Black African, Black Caribbean or Black British
- Other European Union group
- Mixed/Multiple ethnic groups
- Other ethnic group

**13. Please enter your postcode: (Format BA14 8JN)**

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**Thank you for completing this survey. To submit your response please post to:**

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Highways and Transport  
Wiltshire Council  
County Hall  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN

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0300 456 0100.**

# Marlborough Car Parking Review 2014

The Council is currently looking at the provision of car parking across the county. 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.

## 1. Do you agree or disagree with the following aims of any car parking review?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land; transferring for community use, or developing the land for new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should look to transfer some car parks to parish or town council control if all parties agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should invest in new technologies for managing car parks rather than rely on traditional ticket machines and cash payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on spatial settlement bands (i.e. similar towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

**2. Do you agree or disagree with the following options for car parking?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour free of charge across all car parks but all other parking times (i.e. over 1 hour) would need to increase in some cases by over 100% to compensate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across under used car parks but all other parking times (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above

To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks

The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

It is important to appreciate that any one compensation option proposed (e.g. increasing other charges to compensate for introducing 1st hour free parking) is unlikely to be able to fully fund the exemption options shown above. It is therefore likely that a combination of compensation options would be required to fund identified budget shortfalls.

**3. Do you have any other suggestions or would like to propose alternatives (including how they are to be funded) around car parking options?**

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## Your local car parks

The following questions relate to car parks just within the Marlborough Community Area. The Council has made no decisions at this stage and would like to know how much you might agree or disagree with the presented options, or alternatively suggest your own. (We recommend reviewing the Marlborough Charging Summary for further information).

- 4. The car park in George Lane is currently Long stay. The Council is proposing no change to its designation. The Council proposes that the first hour charge of £0.55 increases to £0.60. Charges for the 2 hour, 3 hour, 4 hour and 5 hour slots remain unchanged. The Council wants to drop the old 8 hour charge of £5.20 and Day charge of £6.10 and replace them with one new Day charge of £6.00.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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- 5. The coach park in George Lane. The Council is proposing no change to its designation or charges.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**6.** The car park at Hilliers Yard is currently Long stay. The Council proposes to change this to Short stay given its central location. Charges for the first hour would increase from £0.55 to £0.60, the second hour from £1.30 to £1.40. The three hour charge would remain unchanged at £3.30. All other current charges for 4, 5, 8 hour and all day charges would no longer be available with the maximum stay now 3 hours only.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**6.** The car park at Hyde Lane is currently Long stay. The Council does not propose to change this designation. In order to help manage demand the Council proposes to increase charges for the first hour from £0.55 to £0.60 and for the second hour from £1.30 to £1.40. Charges for the 3 hour, 4 hour and 5 hour slots remain unchanged. The Council wants to drop the old 8 hour charge of £5.20 and Day charge of £6.10 and replace them with one new Day charge of £6.00.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**7.** The car park at Kennet Place is currently designated Long stay. The Council does not propose any changes to this designation or affecting existing resident's permits. The Council proposes to increase the first hour charge from £0.55 to £0.60. The second, third, fourth and fifth hour charge would remain the same. The Council wants to drop the old 8 hour charge and make the all day charge £6.00. Current charges only apply on Saturdays; proposed charges would apply Mon-Sat 8am to 6pm as demand from most residents considered to be between 6pm and 8am.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**8.** The car park at Polly Gardens is currently designated Long stay. The Council proposes to change this to Short stay to reflect its central location. However, in order to help manage demand the Council proposes to increase the first hour charge from £0.55 to £0.60 and the second hour charge from £1.30 to £1.40. The 3 hour charge would remain unchanged but the 4,5,8 hour and all day charges would be dropped making the maximum stay 3 hours. Negotiations with the landowner will be needed to agree these potential changes.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**9.** The car park at Savernake Hospital is currently designated Long stay. The Council proposes no change to the designation or the parking charges for this car park at this stage. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses for the site should be explored.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**10.** The High Street car park is currently designated on-street Short stay. The Council proposes to keep this designation with no changes to charges or time bands.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**11.** Finally having read the car parking strategy and answered this survey are there any other comments you would like to make?

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## About you

Wiltshire Council is committed to ensuring that our services, policies and practices are free from discrimination and prejudice and that they meet the needs of all the community. For us to check we are providing fair and effective services, we would be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you do.

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**12. Are you responding to this consultation as:**

- Resident
- Local Business
- Town or Parish Council
- Community Group
- Other

**Please specify**

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**13. Are you male or female?**

- Male
- Female

**14. What age group are you in?**

- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**15. Do you consider yourself to have any of the following disabilities?**

- Hearing disability
- Learning disability
- Mental health issues
- Physical disability
- Speech impairment
- Visual disability
- No disabilities

**16. What is your ethnicity?**

- White British

- Asian or Asian British
- Black African, Black Caribbean or Black British
- Other European Union group
- Mixed/Multiple ethnic groups
- Other ethnic group

**17. Please enter your postcode: (Format BA14 8JN)**

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**Thank you for completing this survey. To submit your response please post to:**

Sustainable Transport Group  
Highways and Transport  
Wiltshire Council  
County Hall  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN

**If you have any queries about this survey please contact Wiltshire Council on  
0300 456 0100.**

The Council is currently looking at the provision of car parking across the county. 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.

**1. Do you agree or disagree with the following aims of any car parking review?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land; transferring for community use, or developing the land for new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should look to transfer some car parks to parish or town council control if all parties agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should invest in new technologies for managing car parks rather than rely on traditional ticket machines and cash payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on spatial settlement bands (i.e. similar towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Where there are proposals for exemptions to charging (i.e. first hour free), the deal would be that the council would need to introduce radical ways of working to help fund these exemptions. For example; this could include a Cashless Payment System, Automatic Number Plate Recognition

enforcement and changes to current enforcement practices/levels. These would, however, not cover the cost of the exemption proposals in totality (as an example, they would only cover circa 15% towards the estimated £2.5m-£2.7m shortfall that implementing the first hour free proposal would create) and therefore we would need to explore options about how we would cover any funding gap that arises. It is important to note that the Council has made no firm decisions at this stage and would like to see how far you agree or disagree with these type of options before progressing any further.

**2. Do you agree or disagree with the following options for car parking?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour free of charge across all car parks but all other parking times (i.e. over 1 hour) would need to increase in some cases by over 100% to compensate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across under used car parks but all other parking times (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above

To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks

The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

It is important to appreciate that any one compensation option proposed (e.g. increasing other charges to compensate for introducing 1st hour free parking) is unlikely to be able to fully fund the exemption options shown above. It is therefore likely that a combination of compensation options would be required to fund identified budget shortfalls.

**3. Do you have any other suggestions or would like to propose alternatives (including how they are to be funded) around car parking options?**

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The following questions relate to car parks just within the Melksham Community Area. The Council has made no decisions at this stage and would like to know how much you might agree or disagree with the presented options, or alternatively suggest your own. (We recommend reviewing the Melksham Charging Summary for further information).

**4. The car park in Bath Road is currently Long stay. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**5. The car park at Church Street is currently Short stay. The Council proposes no change to the designation or the parking charges for this car park at this stage.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**6. The car park at King Street is currently Long stay. The Council does not propose to change this designation. The Council proposes to reduce the charges for the first 3 hours by the following to reflect its less central location. The first hour charge to reduce from £0.40 to £0.30, the second hour charge from £1.10 to £1.00 and the third hour charge from £2.00 to £1.80. The existing 4 and 5 hour charges are to remain unchanged, but the old 8 hour charge of £5.20 and the all day charge of £5.60 to be removed and replaced with one new all day charge of £5.20.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**



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**7.** The car park at Lowbourne is currently designated Long stay. The Council does not propose any changes to this designation The Council proposes to reduce the charges for the first 3 hours by the following to reflect its less central location. The first hour charge to reduce from £0.40 to £0.30, the second hour charge from £1.10 to £1.00 and the third hour charge from £2.00 to £1.80. The existing 4 and 5 hour charges are to remain unchanged, but the old 8 hour charge of £5.20 and the all day charge of £5.60 to be removed and replaced with one new all day charge of £5.20.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**8.** The car park at Union Street is currently designated Long stay. The Council proposes to change this to Long stay MiPermit only to allow it to remove the pay machine. The Council proposes to reduce the charges for the first 3 hours by the following to reflect its less central location. The first hour charge to reduce from £0.40 to £0.30, the second hour charge from £1.10 to £1.00 and the third hour charge from £2.00 to £1.80. The existing 4 and 5 hour charges are to remain unchanged, but the old 8 hour charge of £5.20 and the all day charge of £5.60 to be removed and replaced with one new all day charge of £6.00.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**9.** The car park at Melksham Railway Station is to be designated a facility car park. This is a new car park being delivered through Wiltshire Council's Local Sustainable Transport Fund. Wiltshire Council is developing proposals for the designation and the parking charges for this car park in association with Network Rail, First Great Western and the Trans Wilts Community Rail Partnership.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**10.** Finally having read the car parking strategy and answered this survey are there any other comments you would like to make?

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## About you

Wiltshire Council is committed to ensuring that our services, policies and practices are free from discrimination and prejudice and that they meet the needs of all the community. For us to check we are providing fair and effective services, we would be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you do.

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**11. Are you responding to this consultation as:**

- Resident
- Local Business
- Town or Parish Council
- Community Group
- Other

**Please specify**

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**12. Are you male or female?**

- Male
- Female

**13. What age group are you in?**

- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**14. Do you consider yourself to have any of the following disabilities?**

- Hearing disability
- Learning disability
- Mental health issues
- Physical disability
- Speech impairment
- Visual disability
- No disabilities

**15. What is your ethnicity?**

- White British
- Asian or Asian British
- Black African, Black Caribbean or Black British
- Other European Union group
- Mixed/Multiple ethnic groups
- Other ethnic group

**16. Please enter your postcode: (Format BA14 8JN)**

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**Thank you for completing this survey. To submit your response please post to:**

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Highways and Transport  
Wiltshire Council  
County Hall  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN

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# Royal Wootton Bassett & Cricklade Car Parking Review 2014

The Council is currently looking at the provision of car parking across the county. 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.

## 1. Do you agree or disagree with the following aims of any car parking review?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land; transferring for community use, or developing the land for new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should look to transfer some car parks to parish or town council control if all parties agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should invest in new technologies for managing car parks rather than rely on traditional ticket machines and cash payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on spatial settlement bands (i.e. similar towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

**2. Do you agree or disagree with the following options for car parking?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour free of charge across all car parks but all other parking times (i.e. over 1 hour) would need to increase in some cases by over 100% to compensate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across under used car parks but all other parking times (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above

To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks

The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

It is important to appreciate that any one compensation option proposed (e.g. increasing other charges to compensate for introducing 1st hour free parking) is unlikely to be able to fully fund the exemption options shown above. It is therefore likely that a combination of compensation options would be required to fund identified budget shortfalls.

**3. Do you have any other suggestions or would like to propose alternatives (including how they are to be funded) around car parking options?**

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The following questions relate to car parks just within the Royal Wootton Bassett & Cricklade Community Area. The Council has made no decisions at this stage and would like to know how much you might agree or disagree with the presented options, or alternatively suggest your own. (We recommend reviewing the Royal Wootton Bassett & Cricklade Charging Summary for further information).

**4. The car park in Borough Fields is currently Long stay. The Council is proposing to change its designation to a mixture of long stay (55 spaces) and short stay (200 spaces). The Council proposes that the first hour charge of £0.30 increases to £0.40. Charges for the 2 hour, 3 hour, 4 hour and 5 hour slots remain unchanged. However, the Council proposes to drop the old 8 hour charge of £5.20 and the all day charge of £5.60 and replace them with one all day charge still of £5.20.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**5. The car park at Wood Street is currently Long stay. The Council proposes to keep this designation but make it a MiPermit only car park which will allow the removal of the ticket machine. It is proposed that tariff options for the first hour, second hour and third hour would be removed. It is proposed to lower the subsequent charges as follows. The four hour charge will reduce from £2.40 to £2.20 and the five hour charge from £3.20 to £2.80. The old eight hour charge of £5.20 and all day charge of £5.60 would be dropped to be replaced by one new all day charge of £4.50. These changes are to reflect the more peripheral location of the car park.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**6. Finally having read the car parking strategy and answered this survey are there any other comments you would like to make?**



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## About you

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**7. Are you responding to this consultation as:**

- Resident
- Local Business
- Town or Parish Council
- Community Group
- Other

**Please specify**

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**8. Are you male or female?**

- Male
- Female

**9. What age group are you in?**

- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**10. Do you consider yourself to have any of the following disabilities?**

- Hearing disability
- Learning disability

- Mental health issues
- Physical disability
- Speech impairment
- Visual disability
- No disabilities

**11. What is your ethnicity?**

- White British
- Asian or Asian British
- Black African, Black Caribbean or Black British
- Other European Union group
- Mixed/Multiple ethnic groups
- Other ethnic group

**12. Please enter your postcode: (Format BA14 8JN)**

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**Thank you for completing this survey. To submit your response please post to:**

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The Council is currently looking at the provision of car parking across the county. 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.

**1. Do you agree or disagree with the following aims of any car parking review?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land; transferring for community use, or developing the land for new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should look to transfer some car parks to parish or town council control if all parties agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should invest in new technologies for managing car parks rather than rely on traditional ticket machines and cash payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on spatial settlement bands (i.e. similar towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Where there are proposals for exemptions to charging (i.e. first hour free), the deal would be that the council would need to introduce radical ways of working to help fund these exemptions. For

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

**2. Do you agree or disagree with the following options for car parking?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour free of charge across all car parks but all other parking times (i.e. over 1 hour) would need to increase in some cases by over 100% to compensate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across under used car parks but all other parking times (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above

To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks

The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

It is important to appreciate that any one compensation option proposed (e.g. increasing other charges to compensate for introducing 1st hour free parking) is unlikely to be able to fully fund the exemption options shown above. It is therefore likely that a combination of compensation options would be required to fund identified budget shortfalls.

**3. Do you have any other suggestions or would like to propose alternatives (including how they are to be funded) around car parking options?**

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The following questions relate to car parks just within the Salisbury Community Area. The Council has made no decisions at this stage and would like to know how much you might agree or disagree with the presented options, or alternatively suggest your own. (We recommend reviewing the Salisbury Charging Summary for further information).

**4. The car park in the Central (short stay area) is currently Short stay. The Council is proposing no change in this designation. However, it is proposing to reduce slightly the hourly rates. Charges for the first hour would reduce from £1.40 to £1.30, for the second hour from £2.50 to £2.40 and for the third hour from £4.20 to £4.00. Sunday charges at £1.70 would remain the same.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**5. The car park at Central (long stay area) is currently Long stay only. The Council having reviewed usage and local circumstances want to introduce some changes. These changes would result in a slight reduction in parking charges for stays up to 3 hours but increases for longer stays to help manage demand and encourage more use of Park and Ride and other travel arrangements. Sunday charges would remain unchanged. The proposal is to reduce the 1 hour charge from £1.40 to £1.30, the second hour charge from £2.50 to £2.40 and keep the 3 hour charge the same at £4.00. Stays over this time band would increase as follows. The 4 hour charge would increase from £4.60 to £5.00, the 5 hour charge would increase from £5.50 to £6.00 and the Day charge would increase from £7.40 to £9.00.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**6.** The car park at Millstream is currently Long stay. The Council having reviewed usage (at peak times it is usually full) want to introduce some changes. These changes would result in a slight reduction in parking charges for stays up to 3 hours but increases for longer stays to help manage demand and encourage more use of Park and Ride and other travel arrangements. Sunday charges would remain unchanged. The proposal is to reduce the 1 hour charge from £1.40 to £1.30, the second hour charge from £2.50 to £2.40 and keep the 3 hour charge the same at £4.00. Stays over this time band would increase as follows. The 4 hour charge to increase from £4.60 to £5.00, the 5 hour charge to increase from £5.50 to £6.00 and the Day charge increase from £7.40 to £9.00. Please let us know your level of agreement with this.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**7.** The car park at the Maltings is currently Short stay. The Council does not propose to change any charges or the designation of this car park.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**8.** The car park at Salt Lane is currently designated short stay. The Council does not propose to change any charges or to change its designation.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**9.** The car park at Brown Street is currently designated Short stay The Council does not propose to change any charges or to change its designation.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**10.** The car park at College Street is currently designated Long stay. The Council proposes to keep this a long stay car park with charges largely unchanged. However it would like to see the charge for Day parking increase from £7.40 to £9.00 to help manage demand and encourage more use of Park and Ride and other travel arrangements.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**11.** The car park at Culver Street is currently designated Long stay. The Council proposes to change this designation by making floors 1-3 short stay with floors 4-5 remaining as long stay. Short stay charges are to be reduced to encourage usage as follows. The 1 hour charge; reduce from £1.40 to £1.00. The 2 hour charge; reduce from £2.50 to £2.00 and the 3 hour charge; reduce from £4.00 to £3.00. The charge for 4 hour stays would reduce from £4.60 to £4.00 and 5 hour stays from £5.50 to £5.00. However, Day charges currently £7.40 would increase to £9.00. Sunday charges remain unchanged.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**12.** The car park at Lush House is currently designated short stay. The Council proposes no changes to this designation but as the car park is over used at peak time's charges should increase as follows. The 1 hour charge to increase from £1.40 to £1.50, and the 2 hour charge to increase from £2.50 to £2.70. All other charges for 3 hour parking and parking on a Sunday remain unchanged. Negotiations with the landowner will be needed to agree these potential changes.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**13.** The car park at Southampton Road is currently designated as Long stay. The Council proposes to reduce charges for most times as this is an under used car park. Charges would reduce from £1.40 to £1.00 for the first hour, £2.50 to £2.00 for the second hour, £4.00 to £3.00 for the third hour, £4.60 to £4.00 for the fourth hour, and £5.50 to £5.00 for the fifth hour. A new day charge of £9.00 would to replace the old day charge of £7.40 to encourage more use of Park and Ride and other travel arrangements. Sunday charges remain unchanged. Negotiations with the landowner will be needed to agree these potential changes.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**14.** The Mill Stream Coach Park. The Council proposes no change to the designation or charges.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**15.** The New Canal Coach Park. The Council proposes no change to the designation or charges.

- This is my preferred option

- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**16. The On Street parking charges are currently £0.20 for 15 minutes, £0.60 for 30 minutes, £1.10 for 45 minutes and £1.60 for 60 minutes. The Council proposes to change the charges to £0.80 for 30 minutes and £1.50 for 60 minutes. The 15 minute and 45 minute options would be removed as they are relatively little used and 15 minute intervals are difficult to enforce. Sunday charging would remain the same.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**17. Finally having read the car parking strategy and answered this survey are there any other comments you would like to make?**

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## About you

Wiltshire Council is committed to ensuring that our services, policies and practices are free from discrimination and prejudice and that they meet the needs of all the community. For us to check we are providing fair and effective services, we would be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you do.

The information you provide will be treated in the strictest of confidence and may be passed on to other services within the Council, who will use it for the same purposes. The information you provide on this form will be processed in accordance with the requirements of the Data Protection Act 1998 and will not be passed onto any third party. At all times, it will be treated as confidential and used only for the purpose of this consultation and for equality monitoring. All personal information held by Wiltshire Council is held safely in a secure environment. Thank you for your assistance.

For Wiltshire Council's full data protection policy go to <http://www.wiltshire.gov.uk/council/dataprotectionandfoi/dataprotection/privacy.htm>

**18. Are you responding to this consultation as:**

- Resident
- Local Business
- Town or Parish Council
- Community Group
- Other

**Please specify**

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**19. Are you male or female?**

- Male
- Female

**20. What age group are you in?**

- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**21. Do you consider yourself to have any of the following disabilities?**

- Hearing disability
- Learning disability
- Mental health issues
- Physical disability
- Speech impairment
- Visual disability
- No disabilities

**22. What is your ethnicity?**

- White British
- Asian or Asian British
- Black African, Black Caribbean or Black British
- Other European Union group
- Mixed/Multiple ethnic groups
- Other ethnic group

**23. Please enter your postcode: (Format BA14 8JN)**

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**Thank you for completing this survey. To submit your response please post to:**

Sustainable Transport Group  
Highways and Transport  
Wiltshire Council  
County Hall  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN

**If you have any queries about this survey please contact Wiltshire Council on  
0300 456 0100.**

## **Trowbridge Car Parking Review 2014**

The Council is currently looking at the provision of car parking across the county. 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.

**1. Do you agree or disagree with the following aims of any car parking review?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land; transferring for community use, or developing the land for new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should look to transfer some car parks to parish or town council control if all parties agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should invest in new technologies for managing car parks rather than rely on traditional ticket machines and cash payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on spatial settlement bands (i.e. similar towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

stage and would like to see how far you agree or disagree with these type of options before progressing any further.

**2. Do you agree or disagree with the following options for car parking?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour free of charge across all car parks but all other parking times (i.e. over 1 hour) would need to increase in some cases by over 100% to compensate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across under used car parks but all other parking times (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above

To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks

The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

It is important to appreciate that any one compensation option proposed (e.g. increasing other charges to compensate for introducing 1st hour free parking) is unlikely to be able to fully fund the exemption options shown above. It is therefore likely that a combination of compensation options would be required to fund identified budget shortfalls.

**3. Do you have any other suggestions or would like to propose alternatives (including how they are to be funded) around car parking options?**

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### Your local car parks

The following questions relate to car parks just within the Trowbridge Community Area. The Council has made no decisions at this stage and would like to know how much you might agree or disagree with the presented options, or alternatively suggest your own. (We recommend reviewing the Trowbridge Charging Summary for further information).



**4.** The car park in Bradford Road is currently Short stay. The Council proposes no change to the designation or charges at this stage. However, after reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**5.** The car park at Broad Street is currently Long stay. The Council proposes no change to this designation. Due to relatively low usage and its peripheral location the Council proposes to lower the charges for parking as follows. The first hour charge to reduce from £0.80 to £0.70, the second hour charge to reduce from £1.30 to £1.20 and the third hour charge reduce from £2.60 to £2.50. The four and five hour charge would remain unchanged but the Council proposes to drop the old 8 hour charge of £5.40 and the all day charge of £5.90 and replace it with one new all day charge of £5.40.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**6.** The car park at Church Street is currently designated Short stay. The Council proposes no change to this designation. The Council proposes to change the old one hour maximum charge currently £1.00 with a new charge of £0.80 for one hour and £1.30 for two hours.

- This is my preferred option
- I have no opinion on the above

- I would recommend a different option

**If you would recommend another option what is that?**

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**7.** The car park at Court Street is currently designated Long stay. The Council proposes no change to the designation. Due to relatively low usage levels and the peripheral nature of the car park the Council proposes to reduce some charges as follows. The first hour charge would reduce from £0.80 to £0.70, the second hour charge from £1.30 to £1.20 and the three hour charge from £2.60 to £2.50. The four and five hour charges would remain unchanged. The Council also proposes to remove the old 8 hour charge of £5.40 and the all day charge of £5.90 and replace them with a new all day charge of £5.40.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**8.** The car park at Lovemead is currently Long stay. The Council proposes no change to this designation. Due to relatively low usage levels and the peripheral nature of the car park the Council proposes to reduce some charges as follows. The first hour charge would reduce from £0.80 to £0.70, the second hour charge from £1.30 to £1.20 and the three hour charge from £2.60 to £2.50. The four and five hour charges would remain unchanged. The Council also proposes to remove the old 8 hour charge of £5.40 and the all day charge of £5.90 and replace them with a new all day charge of £5.00.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**9.** The car park at St Stephens Place is currently a mixture of Short stay and Long stay. The Council does not propose to change this designation at this stage. However, as the car park is in much need of refurbishment, the Council suggests that charging could be introduced to fund much needed improvements to the site.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**10. Southwick Country Park. The Council proposes no change to the designation or parking charges at this stage. However, after reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**11. Finally having read the car parking strategy and answered this survey are there any other comments you would like to make?**

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## About you

Wiltshire Council is committed to ensuring that our services, policies and practices are free from discrimination and prejudice and that they meet the needs of all the community. For us to check we are providing fair and effective services, we would be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you do.

The information you provide will be treated in the strictest of confidence and may be passed on to other services within the Council, who will use it for the same purposes. The information you provide on this form will be processed in accordance with the requirements of the Data Protection Act 1998 and will not be passed onto any third party. At all times, it will be treated as confidential and used only for the purpose of this consultation and for equality monitoring. All personal information held by Wiltshire Council is held safely in a secure environment. Thank you for your assistance.

For Wiltshire Council's full data protection policy go to

<http://www.wiltshire.gov.uk/council/dataprotectionandfoi/dataprotection/privacy.htm>

**12. Are you responding to this consultation as:**

- Resident
- Local Business
- Town or Parish Council
- Community Group
- Other

**Please specify**

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**13. Are you male or female?**

- Male
- Female

**14. What age group are you in?**

- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**15. Do you consider yourself to have any of the following disabilities?**

- Hearing disability
- Learning disability
- Mental health issues
- Physical disability
- Speech impairment
- Visual disability
- No disabilities

**16. What is your ethnicity?**

- White British
- Asian or Asian British
- Black African, Black Caribbean or Black British
- Other European Union group
- Mixed/Multiple ethnic groups
- Other ethnic group

**17. Please enter your postcode: (Format BA14 8JN)**

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**Thank you for completing this survey. To submit your response please post to:**

Sustainable Transport Group  
Highways and Transport  
Wiltshire Council  
County Hall  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN

**If you have any queries about this survey please contact Wiltshire Council on  
0300 456 0100.**

# Warminster Car Parking Review 2014

The Council is currently looking at the provision of car parking across the county. 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.

## 1. Do you agree or disagree with the following aims of any car parking review?

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land; transferring for community use, or developing the land for new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should look to transfer some car parks to parish or town council control if all parties agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should invest in new technologies for managing car parks rather than rely on traditional ticket machines and cash payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on spatial settlement bands (i.e. similar towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

**2. Do you agree or disagree with the following options for car parking?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour free of charge across all car parks but all other parking times (i.e. over 1 hour) would need to increase in some cases by over 100% to compensate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across under used car parks but all other parking times (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above

To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks

The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

It is important to appreciate that any one compensation option proposed (e.g. increasing other charges to compensate for introducing 1st hour free parking) is unlikely to be able to fully fund the exemption options shown above. It is therefore likely that a combination of compensation options would be required to fund identified budget shortfalls.

**3. Do you have any other suggestions or would like to propose alternatives (including how they are to be funded) around car parking options?**

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The following questions relate to car parks just within the Warminster Community Area. The Council has made no decisions at this stage and would like to know how much you might agree or disagree with the presented options, or alternatively suggest your own. (We recommend reviewing the Warminster Charging Summary for further information).

**4. The Central car park is currently Long stay. The Council proposes no change to this designation. The Council proposes to keep the first hour charge as it is now but to reduce the second hour charge from £1.10 to £1.00 and the third hour charge from £2.00 to £1.80. The four hour and five hour charges would also remain unchanged. The Council also proposes to remove the old 8 hour charge of £5.20 and the all day charge of £5.60 and replace these with a new all day charge of £5.00.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**5. The car park at Chinns is currently Short stay. The Council proposes no change to this designation or any change to charges.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**6. The car park at Emwell is currently designated Long stay. Usage is currently very low. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**7. The car park at Furlong is currently designated Long stay. Usage is currently very low. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**8. The Western car park is currently Long stay. The Council proposes no change to this designation but as usage is low proposes to reduce charges as follows. The one hour charge to reduce from £0.40 to £0.30, the second hour charge from £1.10 to £0.80, the third hour charge from £2.00 to £1.50, the four hour charge from £2.40 to £2.00 and the five hour charge from £3.20 to £3.00. The old 8 hour charge of £5.20 and the all day charge of £5.60 to be replaced by one new all day charge of £4.50.**

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**9.** The car park at Weymouth Street is currently Short stay. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**10.** The car park at Smallbrook Lane is currently free. Usage is currently very low. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses for the site should be explored.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**11.** Finally having read the car parking strategy and answered this survey are there any other comments you would like to make?

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## About you

Wiltshire Council is committed to ensuring that our services, policies and practices are free from discrimination and prejudice and that they meet the needs of all the community. For us to check we are providing fair and effective services, we would be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you do.

The information you provide will be treated in the strictest of confidence and may be passed on to other services within the Council, who will use it for the same purposes. The information you provide on this form will be processed in accordance with the requirements of the Data Protection Act 1998 and will not be passed onto any third party. At all times, it will be treated as confidential and used only for the purpose of this consultation and for equality monitoring. All personal information held by Wiltshire Council is held safely in a secure environment. Thank you for your assistance.

For Wiltshire Council's full data protection policy go to

<http://www.wiltshire.gov.uk/council/dataprotectionandfoi/dataprotection/privacy.htm>

### 12. Are you responding to this consultation as:

- Resident
- Local Business
- Town or Parish Council
- Community Group
- Other

**Please specify**

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### 13. Are you male or female?

- Male
- Female

### 14. What age group are you in?

- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

### 15. Do you consider yourself to have any of the following disabilities?

- Hearing disability
- Learning disability
- Mental health issues
- Physical disability
- Speech impairment
- Visual disability
- No disabilities

**16. What is your ethnicity?**

- White British
- Asian or Asian British
- Black African, Black Caribbean or Black British
- Other European Union group
- Mixed/Multiple ethnic groups
- Other ethnic group

**17. Please enter your postcode: (Format BA14 8JN)**

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**Thank you for completing this survey. To submit your response please post to:**

Sustainable Transport Group  
Highways and Transport  
Wiltshire Council  
County Hall  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN

**If you have any queries about this survey please contact Wiltshire Council on  
0300 456 0100.**

# Westbury Car Parking Review 2014

The Council is currently looking at the provision of car parking across the county. 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.

**1. Do you agree or disagree with the following aims of any car parking review?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land; transferring for community use, or developing the land for new facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should look to transfer some car parks to parish or town council control if all parties agree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should invest in new technologies for managing car parks rather than rely on traditional ticket machines and cash payments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on spatial settlement bands (i.e. similar towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns having the same charges)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

**2. Do you agree or disagree with the following options for car parking?**

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour free of charge across all car parks but all other parking times (i.e. over 1 hour) would need to increase in some cases by over 100% to compensate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer the first hour of parking free of charge across under used car parks but all other parking times (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils etc.) are prepared to fund the scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).

The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above

To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks

The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

It is important to appreciate that any one compensation option proposed (e.g. increasing other charges to compensate for introducing 1st hour free parking) is unlikely to be able to fully fund the exemption options shown above. It is therefore likely that a combination of compensation options would be required to fund identified budget shortfalls.

**3. Do you have any other suggestions or would like to propose alternatives (including how they are to be funded) around car parking options?**

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## Your local car parks

The following questions relate to car parks just within the Westbury Community Area and we would like to know how much you might agree or disagree with the proposed suggestions based on current usage and issues. (We recommend reviewing the Westbury Charging Summary for further information).

- 4.** The car park in the **High Street Zone A** is currently short stay. The **High Street Zone B** is currently long stay. The Council is proposing to combine both zones into one car park with one charging scheme rather than the two different schemes at present. Based on combined usage figures and other local circumstances, the first hour charge would decrease to £0.30, the second hour charge reduce to £0.80, the third hour charge to £1.40, the four hour charge to £2.00 and the five hour charge to £3.00. The old 8 hour charge of £5.20 and the all day charge of £5.60 would be removed to be replaced by one new all day charge of £5.00.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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- 5.** The car park in **Warminster Road Zone A** is currently short stay. The Council proposes to change this designation to long stay. As the car park has a very low usage the Council proposes to lower the parking charges and offer longer stays as follows. The charge for the first hour will reduce from £0.40 to £0.30, the second hour from £1.20 to £0.80, the third hour from £2.10 to £1.40. A new four hour charge of £2.00, a new five hour charge of £3.00 and a new all day charge of £5.00 are to be offered.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**6.** The car park in Warminster Road Zone B is currently long stay. Usage of this car park is very low. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**7.** The car park at Westfield House is currently long stay. The Council does not propose to change this designation but proposes to reduce charges to reflect local circumstances as follows. The first hour charge will reduce from £0.40 to £0.30, the second hour from £1.10 to £0.80, the third hour from £2.00 to £1.40, the fourth hour from £2.40 to £2.00 and fifth hour from £3.20 to £3.00. The old 8 hour charge of £5.20 and the all day charge of £5.60 be replaced by one new all day charge of £5.00.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**8.** The car park at Westbury Leigh is currently long stay. Usage of this car park is very low. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.

- This is my preferred option
- I have no opinion on the above
- I would recommend a different option

**If you would recommend another option what is that?**

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**9. Finally having read the car parking strategy and answered this survey are there any other comments you would like to make?**

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## About you

Wiltshire Council is committed to ensuring that our services, policies and practices are free from discrimination and prejudice and that they meet the needs of all the community. For us to check we are providing fair and effective services, we would be grateful if you would answer the questions below. You are under no obligation to provide the information requested, but it would help us greatly if you do.

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For Wiltshire Council's full data protection policy go to <http://www.wiltshire.gov.uk/council/dataprotectionandfoi/dataprotection/privacy.htm>

**10. Are you responding to this consultation as:**

- Resident
- Local Business
- Town or Parish Council
- Community Group

- Other

**Please specify**

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**11. Are you male or female?**

- Male
- Female

**12. What age group are you in?**

- 16-18
- 19-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

**13. Do you consider yourself to have any of the following disabilities?**

- Hearing disability
- Learning disability
- Mental health issues
- Physical disability
- Speech impairment
- Visual disability
- No disabilities

**14. What is your ethnicity?**

- White British
- Asian or Asian British
- Black African, Black Caribbean or Black British
- Other European Union group
- Mixed/Multiple ethnic groups
- Other ethnic group

**15. Please enter your postcode: (Format BA14 8JN)**

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**Thank you for completing this survey. To submit your response please post to:**

Sustainable Transport Group  
Highways and Transport  
Wiltshire Council  
County Hall  
Bythesea Road  
Trowbridge  
Wiltshire  
BA14 8JN





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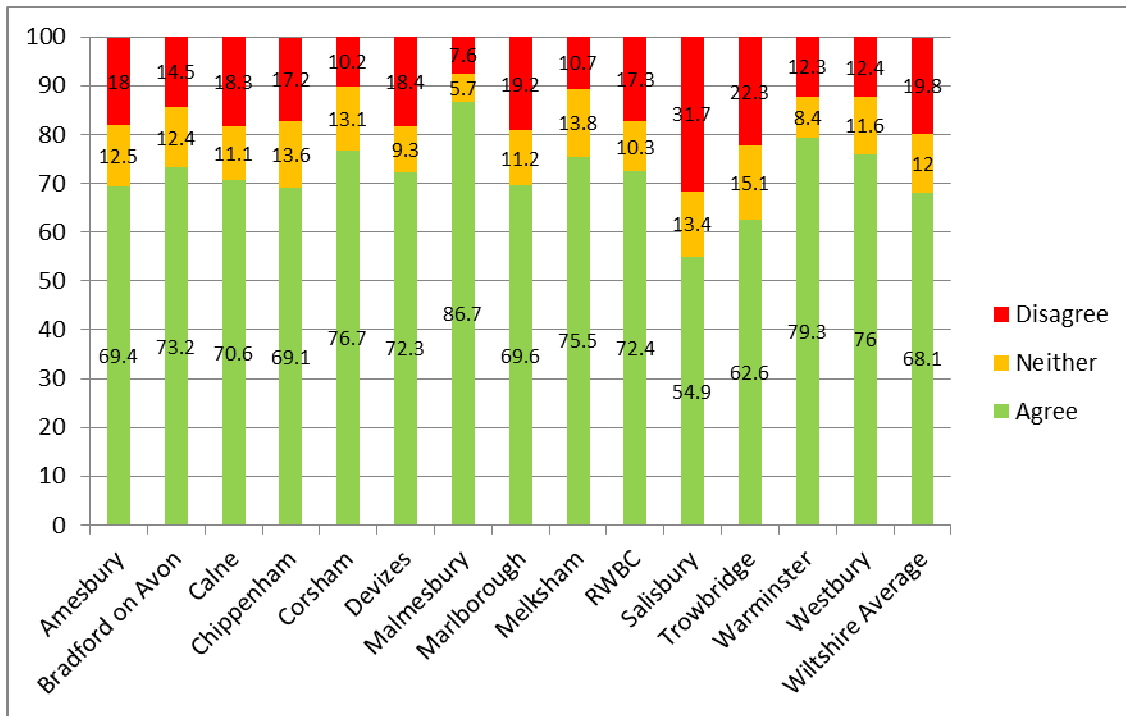


Appendix 6 – Graphical Analysis of questions 1 & 2

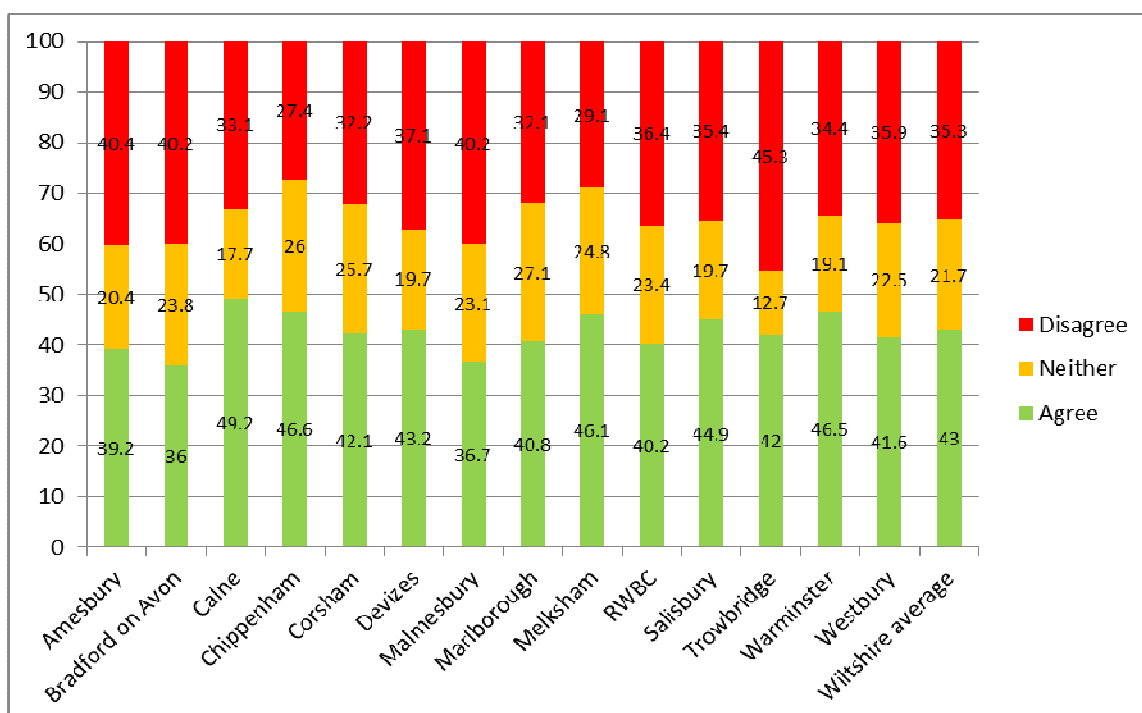
## Car Parking Review – final results

Graphical analysis January 30<sup>th</sup> 2015 based on 5013 returns

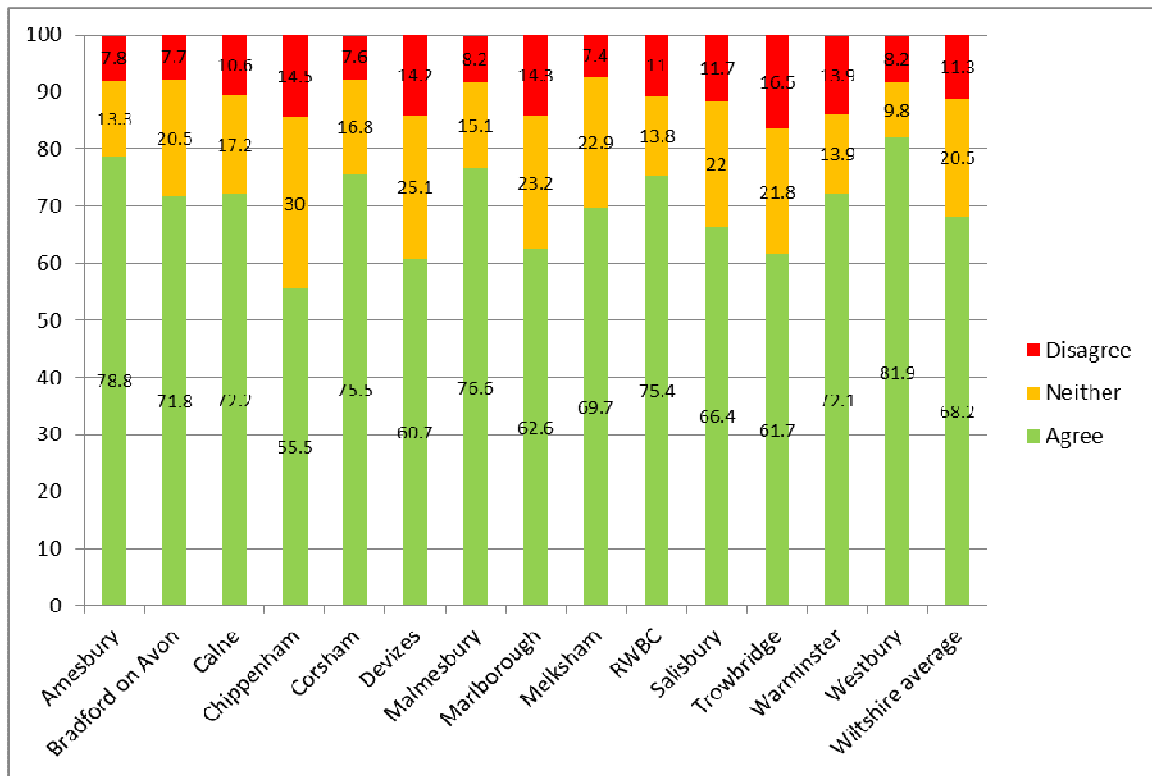
Q1a. The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns



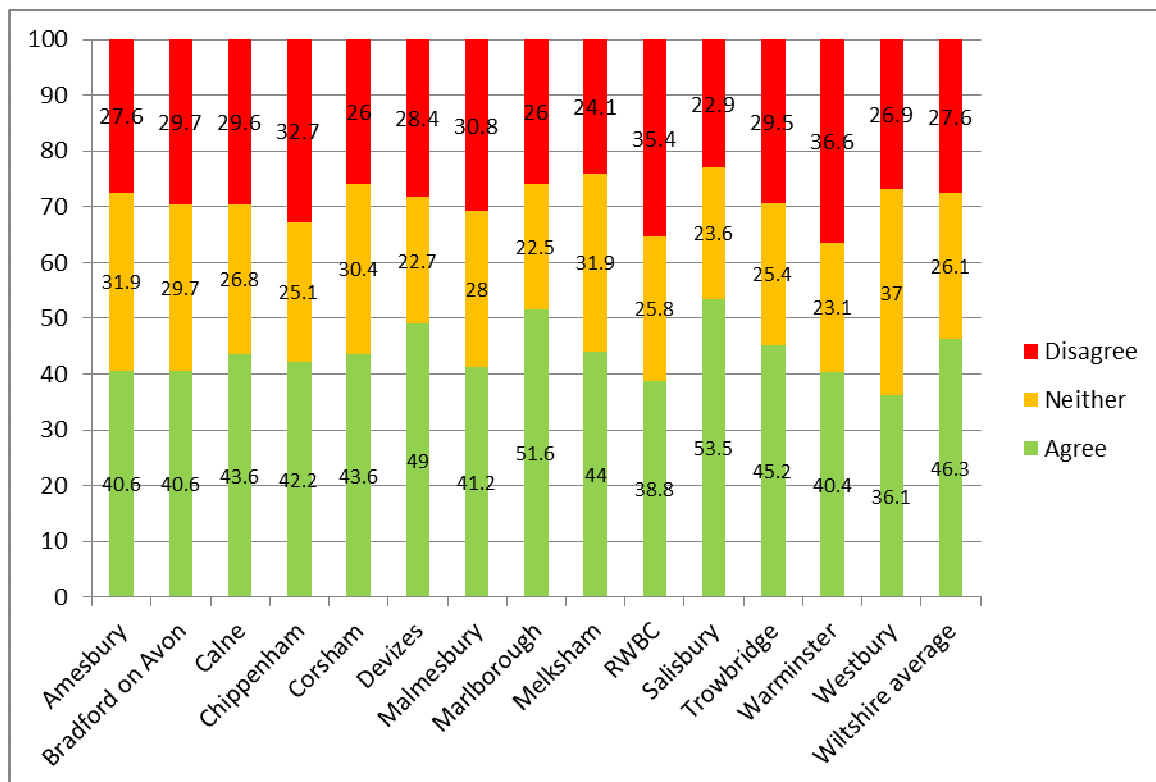
Q1b. For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land, transferring for community use, or developing the land for new facilities



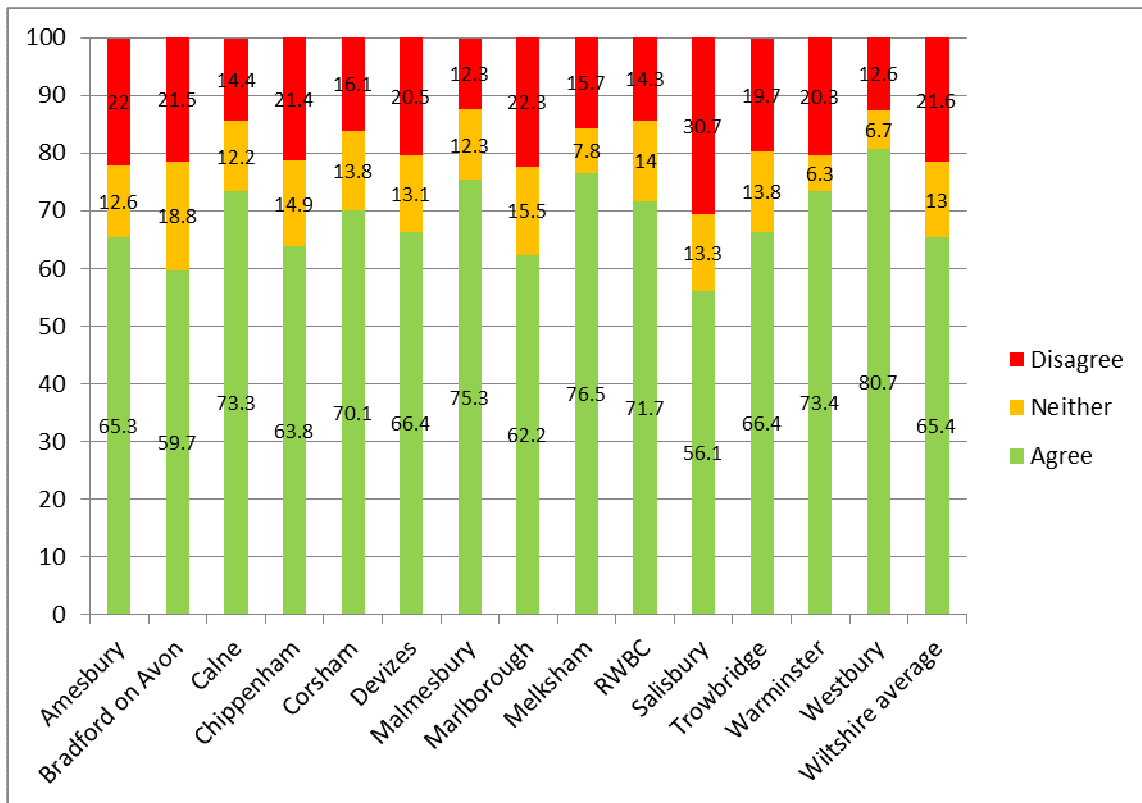
Q1c. The Council should look to transfer some car parks to parish or town councils if all parties agree.



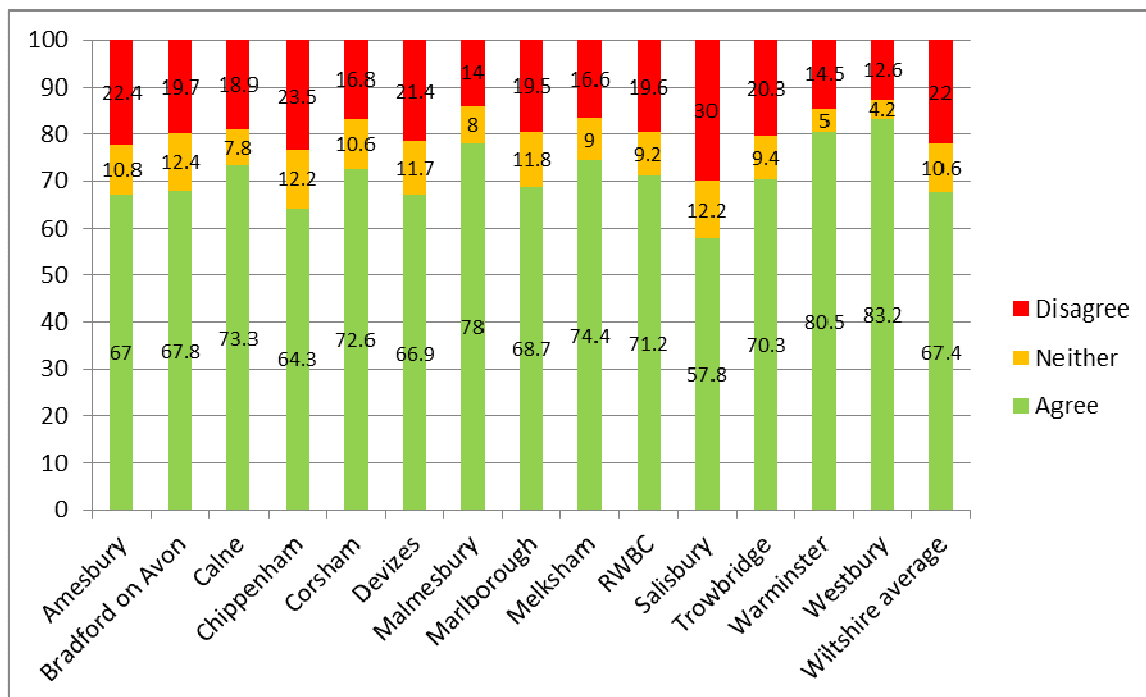
Q1d. The Council should invest in new technologies rather than rely on traditional ticket machines and cash payments



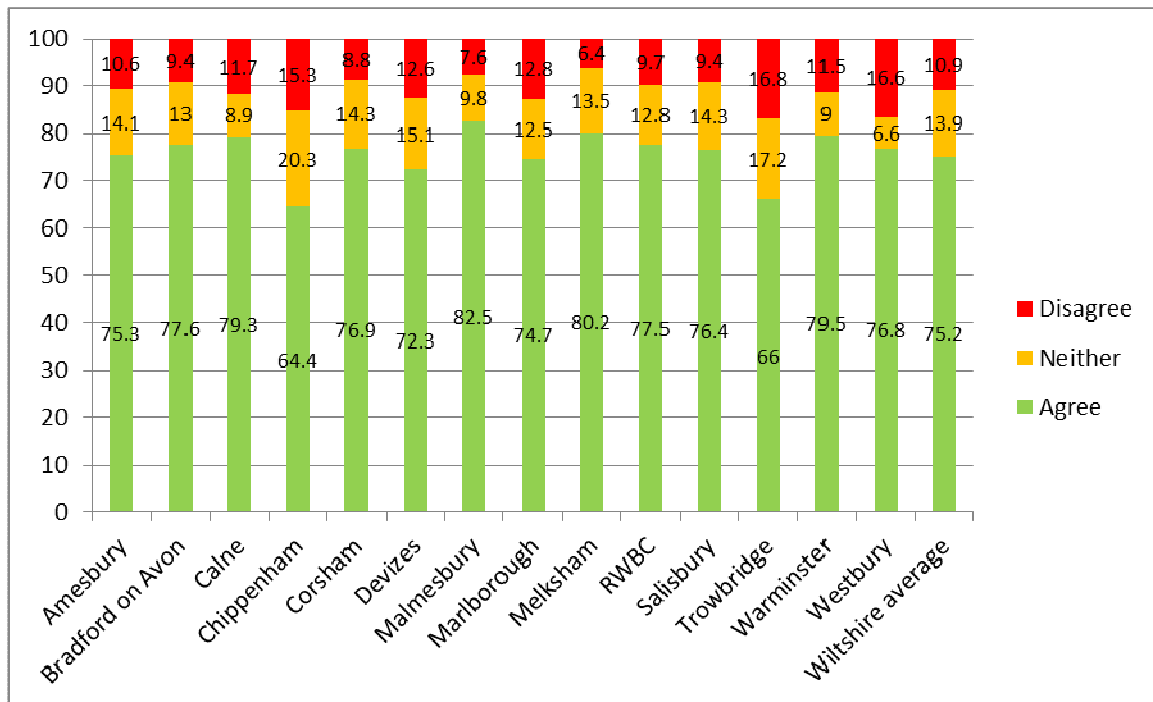
Q1e. The Council should set parking charges on a car park by car park basis rather than on settlement bands (i.e. similar towns having the same charges)



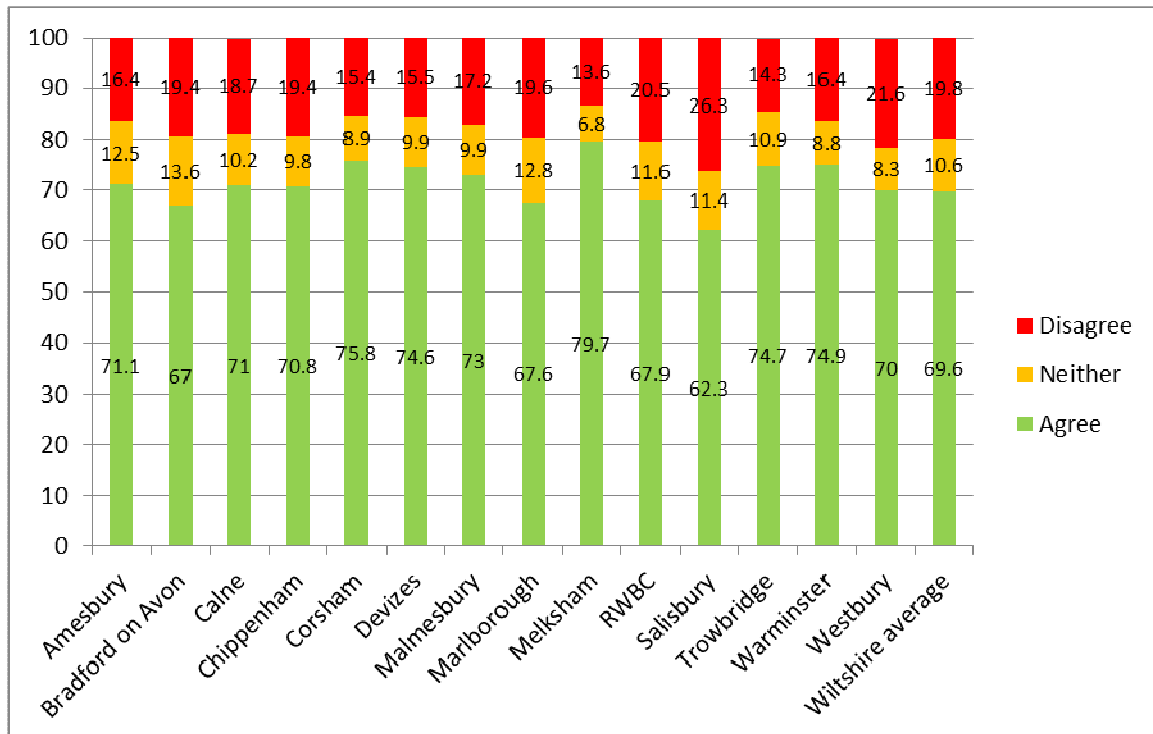
Q1f. The Council should set parking charges on a car park by car park basis rather than on a Wiltshire wide approach (i.e. all towns have the same charges)



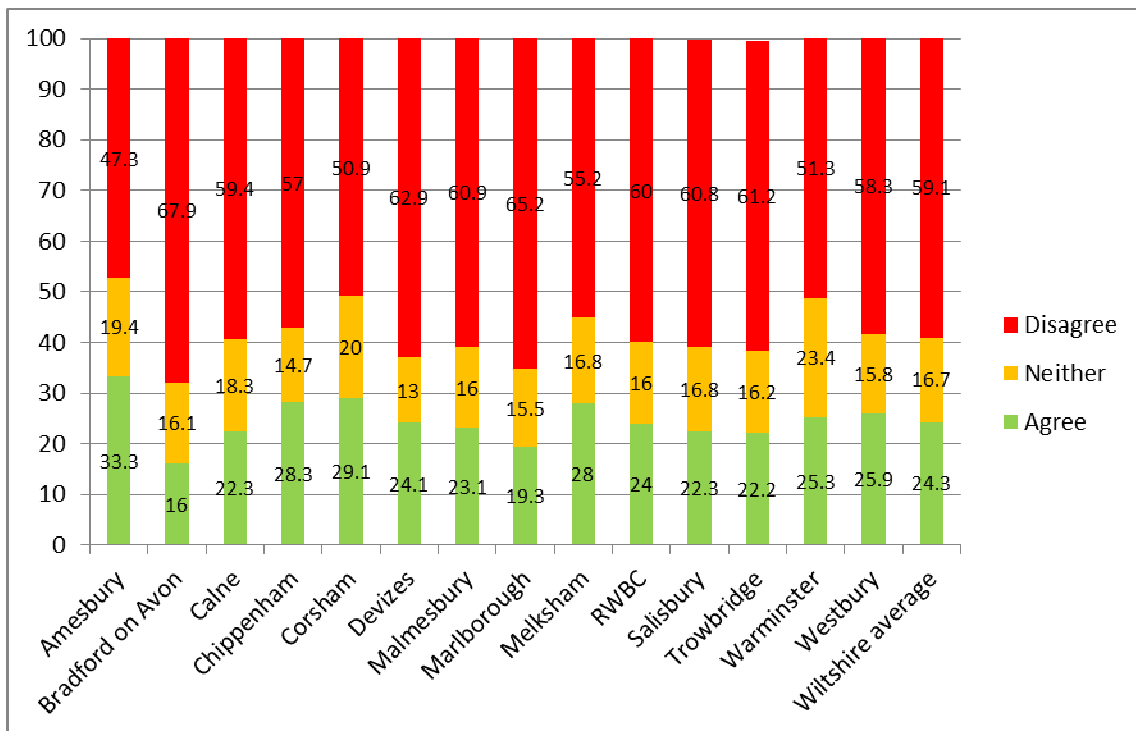
Q1g. The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council



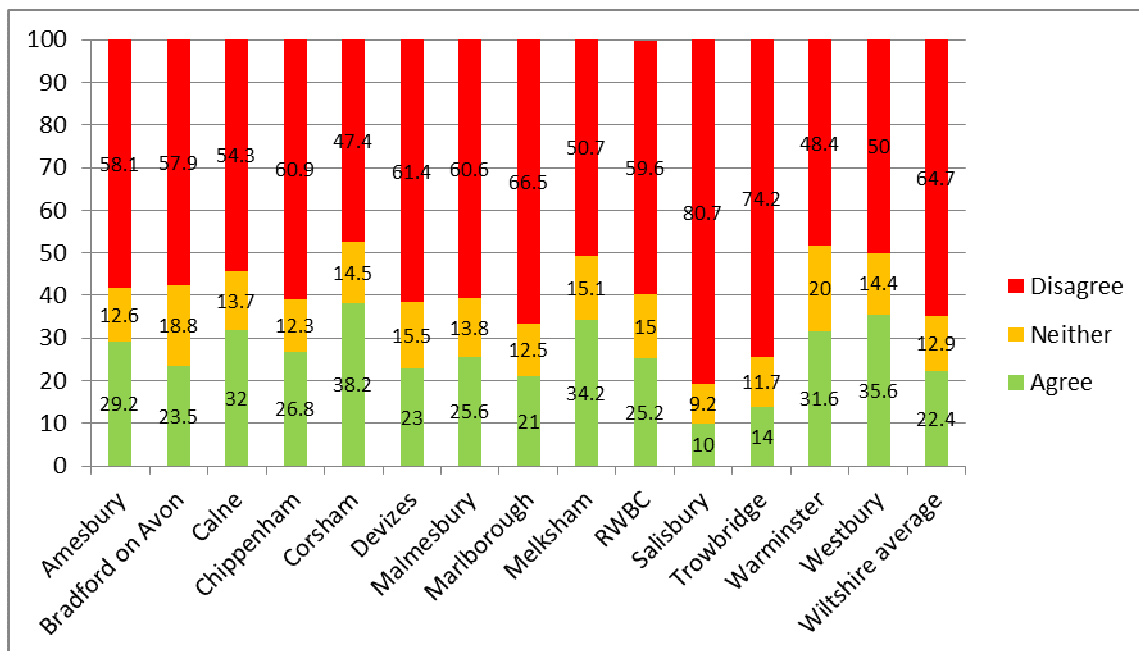
Q2a. The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils, etc.) are prepared to fund the scheme



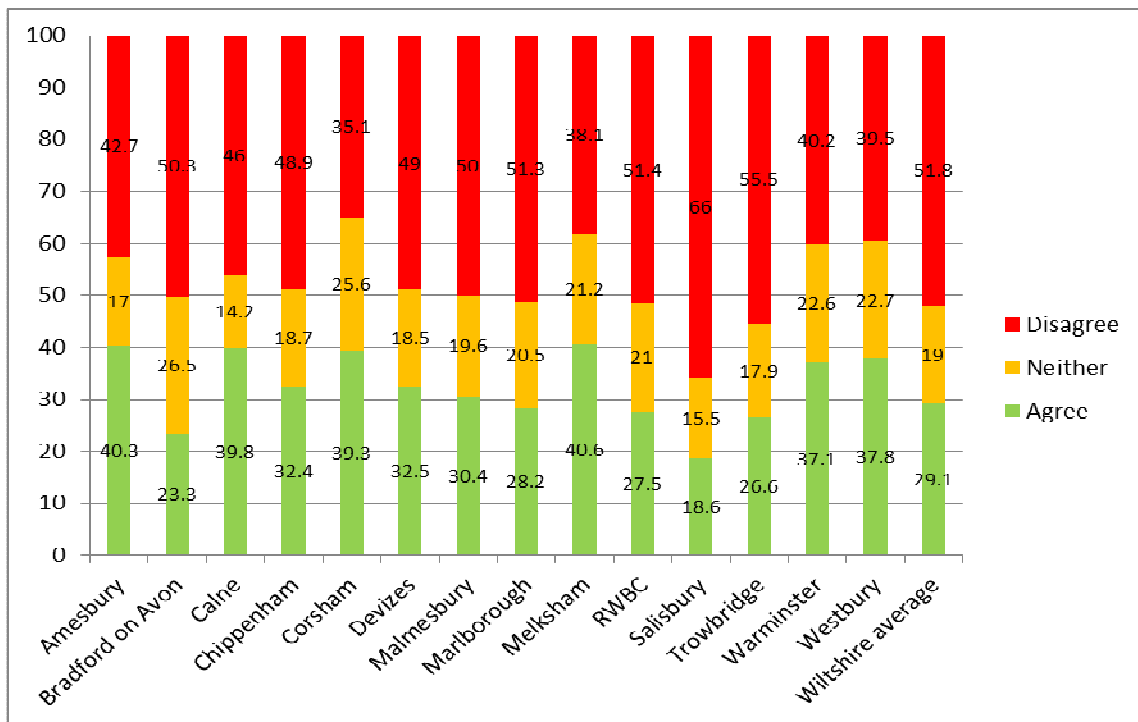
Q2b. The Council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)



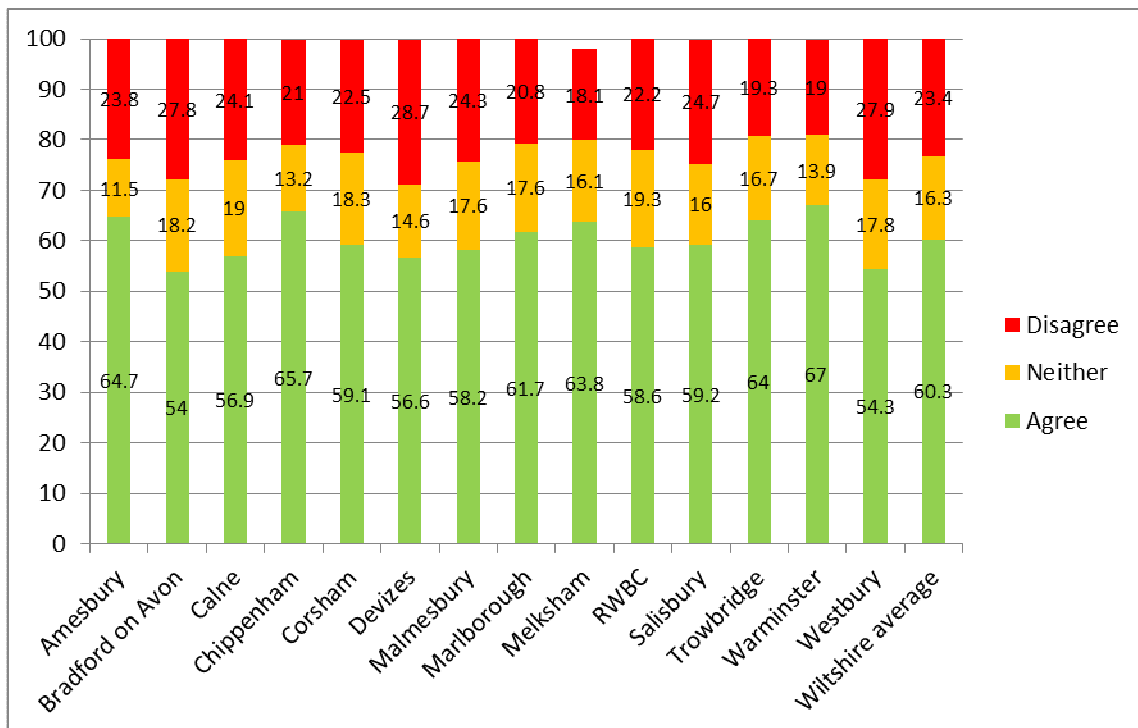
Q2c. The Council should offer the first hour free of charge across all car parks but all other parking charges (i.e. over 1 hour) would need to increase, in some cases by over 100% to compensate



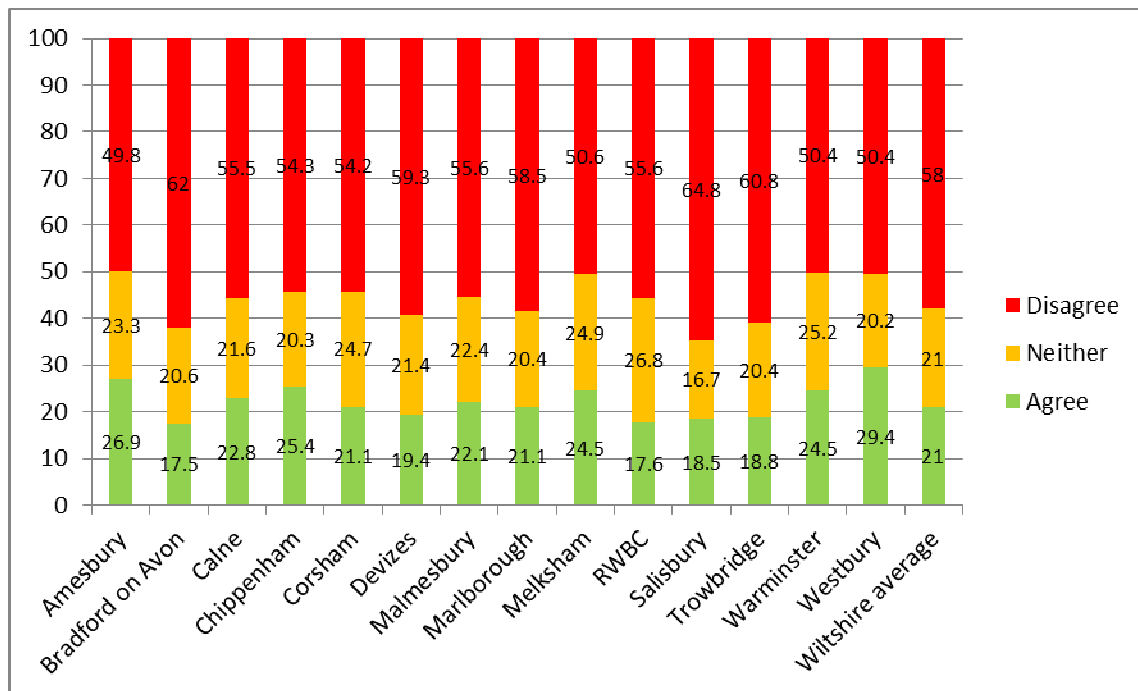
Q2d. The Council should offer the first hour of parking free of charge across under used car parks but all other parking charges (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)



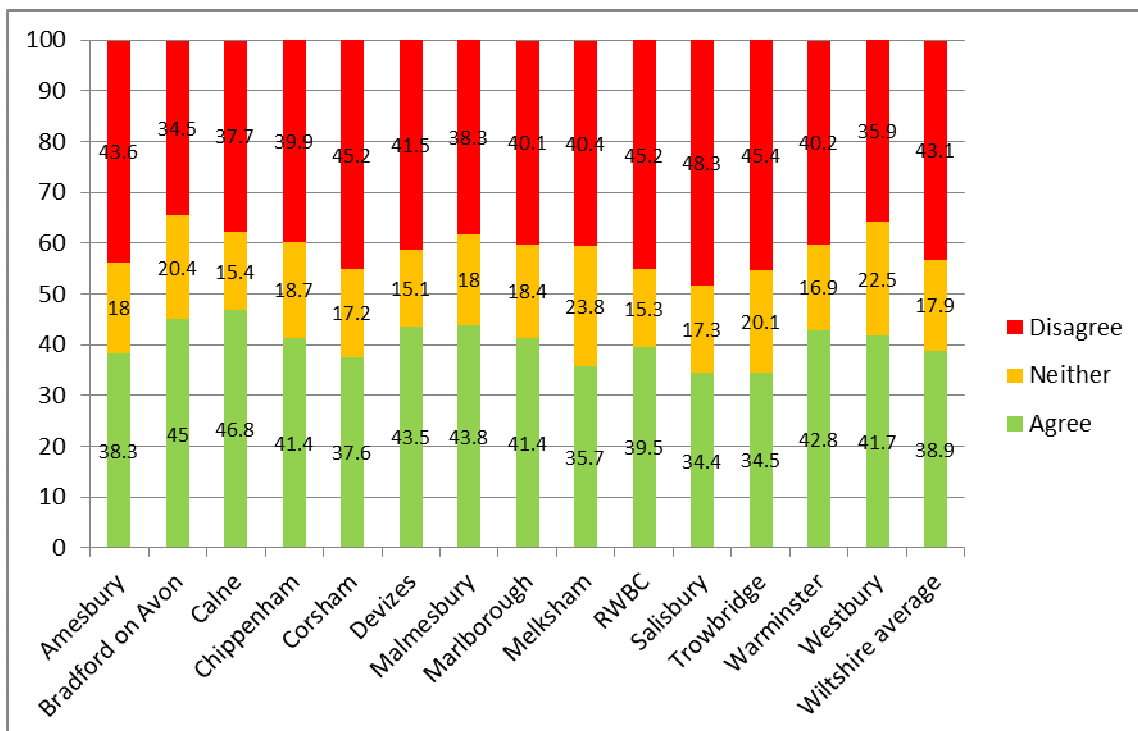
Q2e. The Council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils, etc.) are prepared to fund the scheme



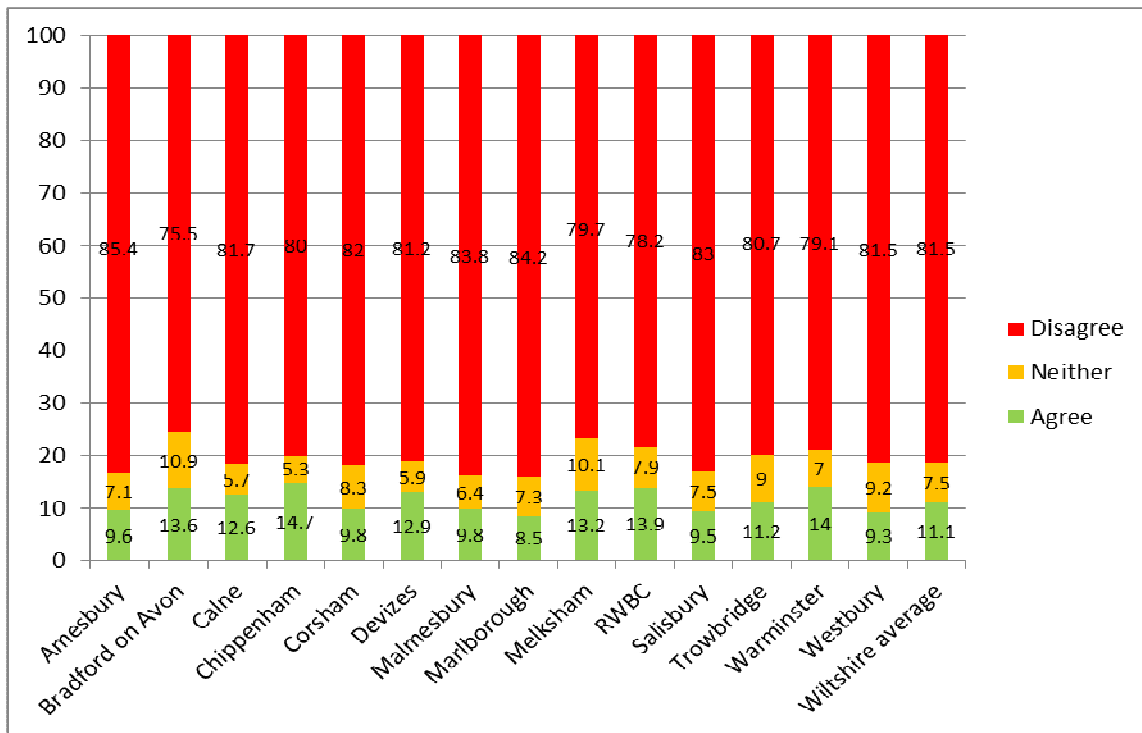
Q2f. The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer)



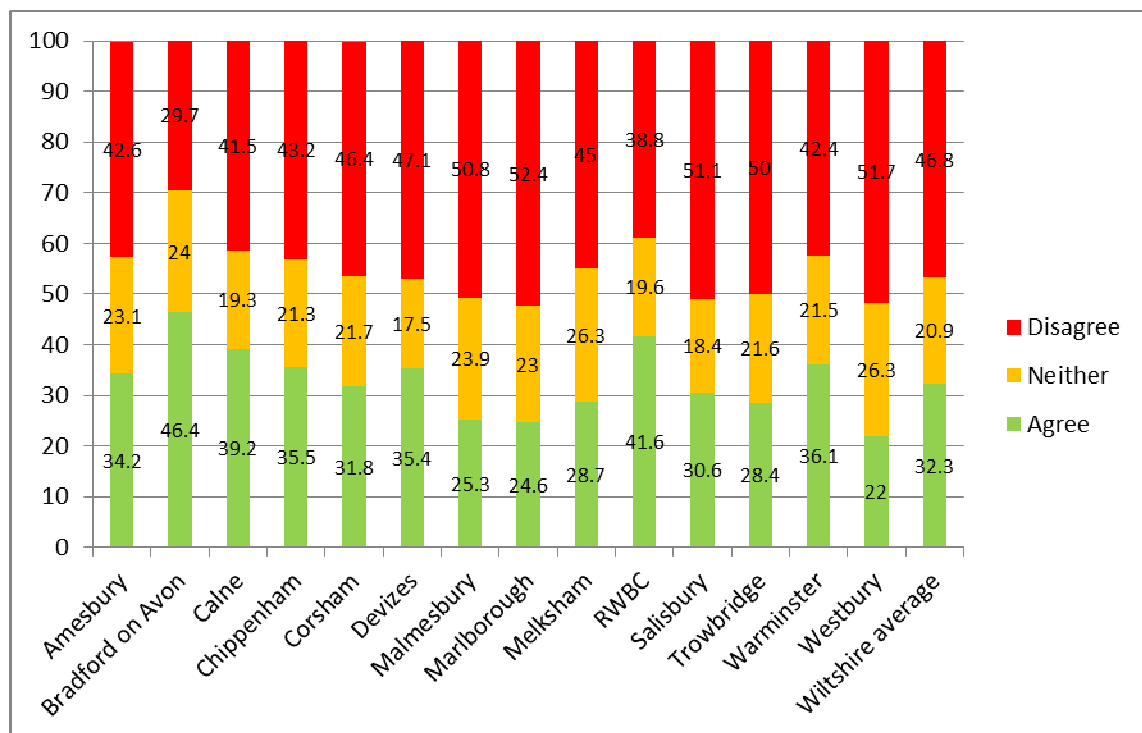
Q2g. The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above



Q2h. To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks



Q2i. The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods





## Appendix 7 Car-park-by-Car-Park analysis

### Introduction

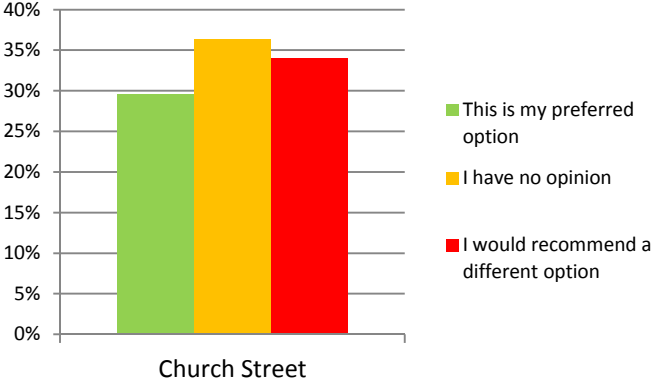
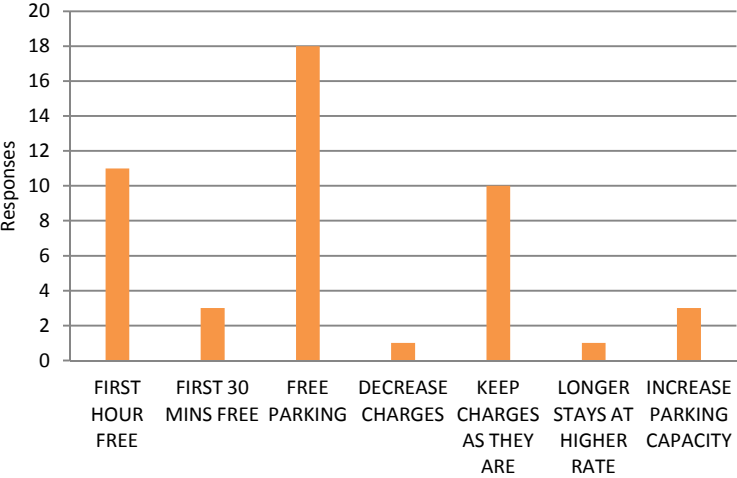
This appendix provides an analysis of the questionnaire responses for each car park in each settlement (the questionnaires for each settlement can be found in **Appendix 5**). In each case, charts have been provided which show the overall response to the car park option proposed by the Council in the relevant settlement questionnaire (i.e. the 'green' bars in the charts indicate what percentage of respondents agreed with the Council's proposed option for that particular car park). Further information is also provided where people have disagreed with the Council's proposed option, and have instead recommended a different option. The different options recommended by respondents have been reviewed and the main points/themes have been included in the following analysis. The main points/themes were split into the following categories:

- First hour free
- First 30 minutes free
- Free parking in general (various timings proposed)
- Decrease charges
- Keep charges as they are
- Longer stays at higher rates (to enable cheaper short term parking)
- Increase car parking capacity
- Round up charges
- Implement pay on exit
- Implement residents parking zones
- Further need for more transport plans/strategies
- No Sunday parking fees

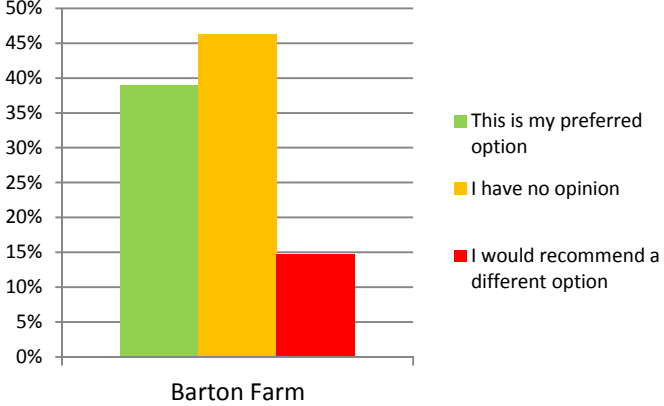
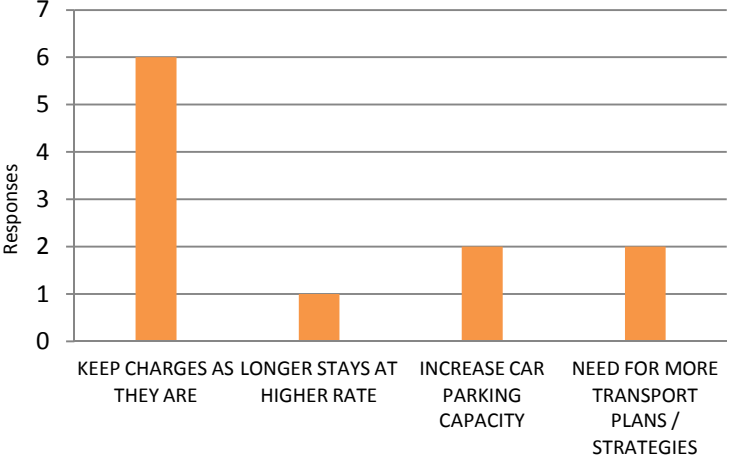
It should be noted, however, that due to the volume of consultation responses received (5,013 people and organisations responded by completing questionnaires making some 14,000 individual comments) only the majority or main consultation points have been fully considered at this time; the analysis and consideration of more detailed points will be undertaken in liaison with town councils, BIDs and other interested parties during 2015/16.

**Amesbury**

Car Park (Spaces)	Question		
Central (80)	The <u>Central</u> car park is currently Long stay. The Council is proposing to keep this as Long stay. As usage is quite low the council proposes to keep the 1 hour charge at £0.30 but to reduce the 2 hour charge from £1.10 to £0.80 and the 3 hour charge from £2.00 to £1.50. The 4 hour charge would reduce from £2.40 to £2.00, the 5 hour charge from £3.20 to £2.50. The old 8 hour charge and all day charge would be removed (£5.20 and £5.60 respectively) to be replaced by one new day charge of £4.50. However, the provision of 25% spaces being free would be removed.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Central</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Make the car park short stay only</li> <li>Usage is not low in this car park</li> <li>Car park is heavily used at school drop off and pick up times</li> </ul>	

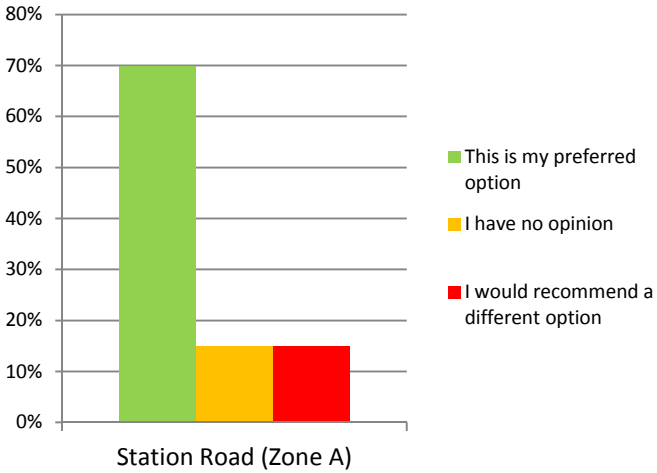
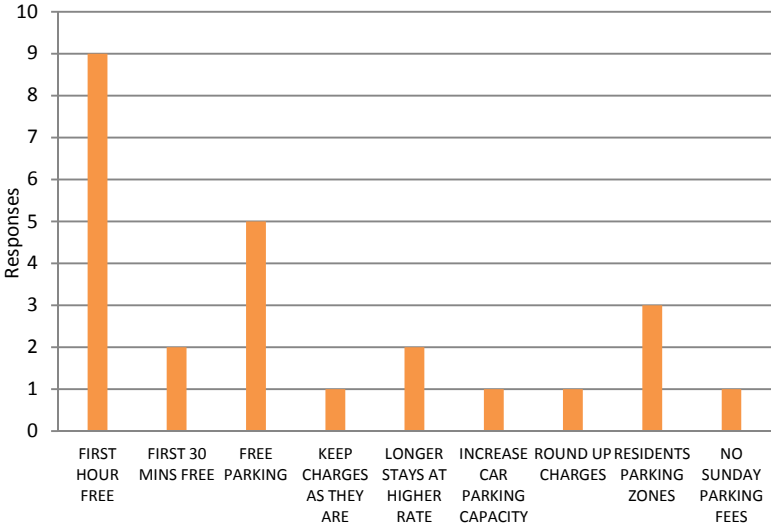
Car Park (Spaces)	Question		
Church Street (41)	The car park in <u>Church Street</u> is currently Long stay. The Council proposes no change to the designation or the parking charges for this car park at this stage. However, after reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Church Street</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	 <p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE: 11</li> <li>FIRST 30 MINS FREE: 3</li> <li>FREE PARKING: 18</li> <li>DECREASE CHARGES: 1</li> <li>KEEP CHARGES AS THEY ARE: 10</li> <li>LONGER STAYS AT HIGHER RATE: 1</li> <li>INCREASE PARKING CAPACITY: 3</li> </ul>	<ul style="list-style-type: none"> <li>Retain as a Wiltshire Council car park</li> <li>Change to community managed</li> <li>Car park serves local businesses</li> <li>Asset transfer to Town Council</li> <li>Closing car park would increase parking on residential streets</li> <li>Car Park may be required to cope with the additional military personnel that are to be relocated to area</li> <li>Make the car park short stay only</li> <li>Change the car park to a shop workers only car park</li> </ul>	

## Bradford on Avon

Car Park (Spaces)	Question		
Barton Farm (15)	The car park at <u>Barton Farm</u> is currently Long stay. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses for this site should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p data-bbox="163 678 824 1085">             ■ This is my preferred option              ■ I have no opinion              ■ I would recommend a different option           </p>		<ul data-bbox="1659 635 2049 1058" style="list-style-type: none"> <li>• Make the car park 3 hour max stay</li> <li>• Don't build housing on this site</li> <li>• Improve signage to increase awareness of the car park</li> <li>• Retain as a Wiltshire Council car park</li> <li>• Transfer the car park to the Town Council</li> <li>• Retain as long stay car park</li> <li>• Car park used heavily by commuters</li> <li>• Bradford on Avon Preservation Trust may be interested in taking on this car park</li> </ul>	

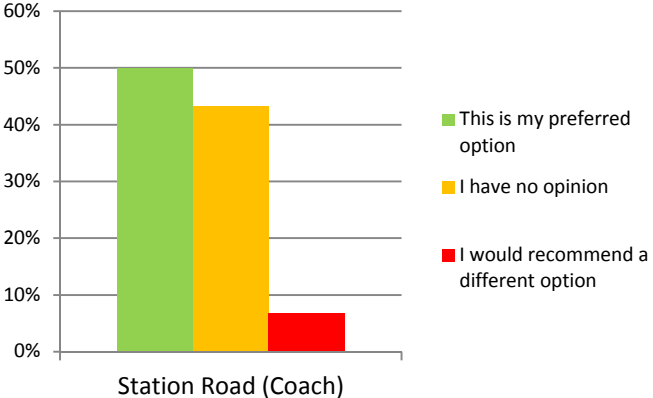
Car Park (Spaces)	Question		
Bridge Street (26)	The car park in <u>Bridge Street</u> is currently short stay. The Council proposes to retain this designation. However, to help manage demand charges for the first hour would increase from £0.40 to £0.50 and the second hour from £1.20 to £1.30 as at peak times the car park is often full. The current 3 hour tariff would be removed.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Relocate the market to another car park</li> <li>Transfer car park to the Town Council</li> <li>Price increase won't change parking habits</li> </ul>	

Car Park (Spaces)	Question		
St Margarets (59)	The car park at <u>St Margarets</u> is currently designated Short stay. The Council proposes no change to the designation or the parking charges for this car park.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>■ This is my preferred option          ■ I have no opinion          ■ I would recommend a different option</p>		<ul style="list-style-type: none"> <li>• Price increases may lead to an increase in parking on residential streets</li> <li>• Implement a different pricing structure</li> </ul>	

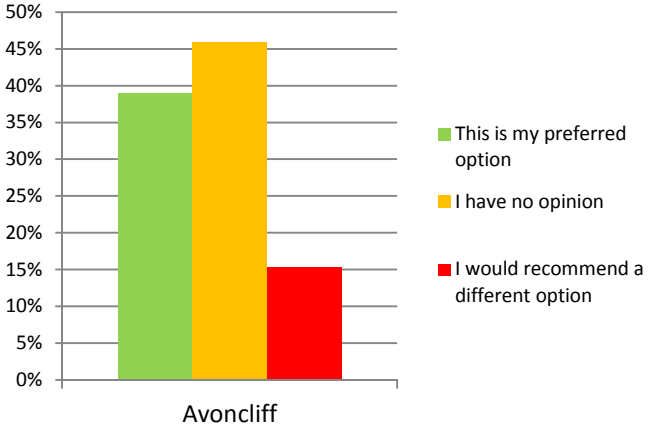
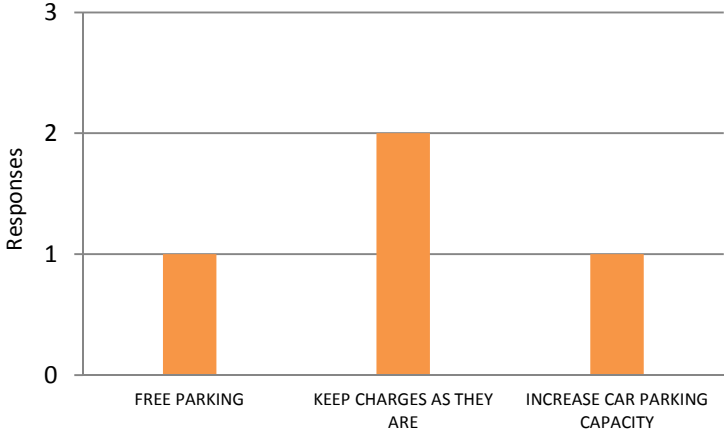
Car Park (Spaces)	Question		
Station Road Zone A (24)	The car park at <u>Station Road (zone A)</u> is currently designated Short stay. The Council proposes no change to the designation or the parking charges for this car park.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Station Road (Zone A)</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	 <p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE: 9</li> <li>FIRST 30 MINS FREE: 2</li> <li>FREE PARKING: 5</li> <li>KEEP CHARGES AS THEY ARE: 1</li> <li>LONGER STAYS AT HIGHER RATE: 2</li> <li>INCREASE CAR PARKING CAPACITY: 1</li> <li>ROUND UP CHARGES: 1</li> <li>RESIDENTS PARKING ZONES: 3</li> <li>NO SUNDAY PARKING FEES: 1</li> </ul>	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Zones are confusing</li> <li>Transfer to the Town Council</li> </ul>	

Car Park (Spaces)	Question		
Station Road Zone B (135)	The car park in the <u>Station Road (zone B)</u> is currently Long stay. The Council is proposing no change in this designation. However, it is proposing to increase slightly the hourly rates to help manage demand as this car park is often full. Charges for the first hour would stay the same at £0.40, for the second hour increase from £1.10 to £1.20 and for the third hour from £2.00 to £2.10. Charges for the 4th and 5th hour would remain unchanged but it is proposed to drop the 8 hour rate (currently £5.20) and keep the all day rate of £5.60.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Station Road (Zone B)</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>DECREASE CHARGES</li> <li>KEEP CHARGES AS THEY ARE</li> <li>INCREASE CAR PARKING CAPACITY</li> <li>ROUND UP CHARGES</li> <li>RESIDENTS PARKING ZONES</li> <li>NEED FOR MORE TRANSPORT PLANS / STRATEGIES</li> <li>NO SUNDAY PARKING FEES</li> </ul>	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Limit commuter parking</li> <li>Transfer to the Town Council</li> <li>Price increase won't change parking habits</li> </ul>	



Car Park (Spaces)	Question									
Station Road – Coach (4)	The coach park at <u>Station Road (coach)</u> to stay unchanged.									
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)								
 <table border="1"> <caption>Questionnaire Response Data for Station Road (Coach)</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>50%</td> </tr> <tr> <td>I have no opinion</td> <td>~43%</td> </tr> <tr> <td>I would recommend a different option</td> <td>~7%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	50%	I have no opinion	~43%	I would recommend a different option	~7%	<p>N/A - too few comments received</p>	<p>N/A</p>
Response Category	Percentage									
This is my preferred option	50%									
I have no opinion	~43%									
I would recommend a different option	~7%									

Car Park (Spaces)	Question																				
Newtown (17)	The car park at <u>Newtown</u> is currently free. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses should be explored.																				
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																			
<table border="1"> <caption>Questionnaire Response Data for Newtown</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>~38%</td> </tr> <tr> <td>I have no opinion</td> <td>~43%</td> </tr> <tr> <td>I would recommend a different option</td> <td>~19%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	~38%	I have no opinion	~43%	I would recommend a different option	~19%	<table border="1"> <caption>Responses by Category</caption> <thead> <tr> <th>Category</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FREE PARKING</td> <td>4</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>17</td> </tr> <tr> <td>RESIDENTS PARKING ZONES</td> <td>7</td> </tr> <tr> <td>NEED FOR MORE TRANSPORT PLANS / STRATEGIES</td> <td>1</td> </tr> </tbody> </table>	Category	Number of Responses	FREE PARKING	4	KEEP CHARGES AS THEY ARE	17	RESIDENTS PARKING ZONES	7	NEED FOR MORE TRANSPORT PLANS / STRATEGIES	1	<ul style="list-style-type: none"> <li>• Residents parking only</li> <li>• Retain as a Wiltshire Council car park</li> <li>• Improve signage to increase awareness of the car park</li> <li>• Make car park short stay only</li> <li>• Car park is heavily used by commuters</li> <li>• Changes in ownership need to be subject to consultation. Concern that groups taking over car parks will restrict usage</li> <li>• Hillside Residents Group have expressed an interest in taking on this car park</li> <li>• Don't let this car park be redeveloped for other uses</li> </ul>	
Response Category	Percentage																				
This is my preferred option	~38%																				
I have no opinion	~43%																				
I would recommend a different option	~19%																				
Category	Number of Responses																				
FREE PARKING	4																				
KEEP CHARGES AS THEY ARE	17																				
RESIDENTS PARKING ZONES	7																				
NEED FOR MORE TRANSPORT PLANS / STRATEGIES	1																				

Car Park (Spaces)	Question		
Avoncliff (16)	The car park at <u>Avoncliff</u> is currently designated as a facility car park. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>■ This is my preferred option          ■ I have no opinion          ■ I would recommend a different option</p>		<ul style="list-style-type: none"> <li>• Implement charging</li> <li>• Car park used heavily by canal users</li> <li>• Retain as a Wiltshire Council car park</li> </ul>	

Car Park (Spaces)	Question																		
Budbury Place (13)	The car park at <u>Budbury</u> is currently free. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses should be explored.																		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																	
<table border="1"> <caption>Questionnaire Response Data</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>34%</td> </tr> <tr> <td>I have no opinion</td> <td>53%</td> </tr> <tr> <td>I would recommend a different option</td> <td>13%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	34%	I have no opinion	53%	I would recommend a different option	13%	<table border="1"> <caption>Recommended Different Option Data</caption> <thead> <tr> <th>Option Category</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>12</td> </tr> <tr> <td>RESIDENTS PARKING ZONES</td> <td>1</td> </tr> <tr> <td>NO SUNDAY PARKING FEES</td> <td>1</td> </tr> </tbody> </table>	Option Category	Number of Responses	KEEP CHARGES AS THEY ARE	12	RESIDENTS PARKING ZONES	1	NO SUNDAY PARKING FEES	1	<ul style="list-style-type: none"> <li>• Hillside Residents Group have expressed an interest in taking on this car park</li> <li>• Retain as a Wiltshire Council car park</li> <li>• Improve signage to increase awareness of the car park</li> <li>• Car park used heavily by canal users and overnight stayers</li> <li>• Changes in ownership need to be subject to consultation. Concern that groups taking over car parks will restrict usage</li> <li>• Implement charging</li> <li>• Car Park is often full</li> </ul>	
Response Category	Percentage																		
This is my preferred option	34%																		
I have no opinion	53%																		
I would recommend a different option	13%																		
Option Category	Number of Responses																		
KEEP CHARGES AS THEY ARE	12																		
RESIDENTS PARKING ZONES	1																		
NO SUNDAY PARKING FEES	1																		

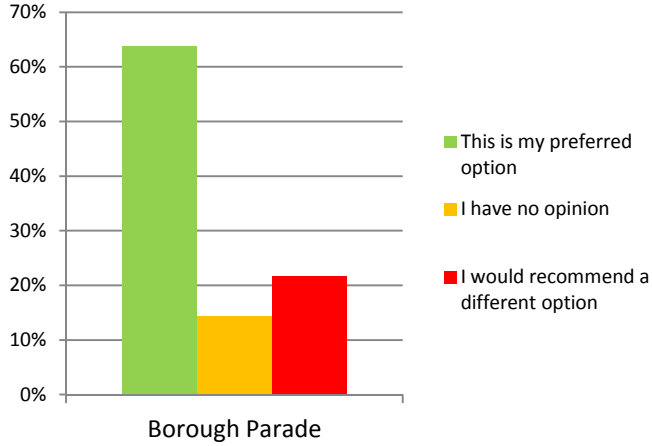
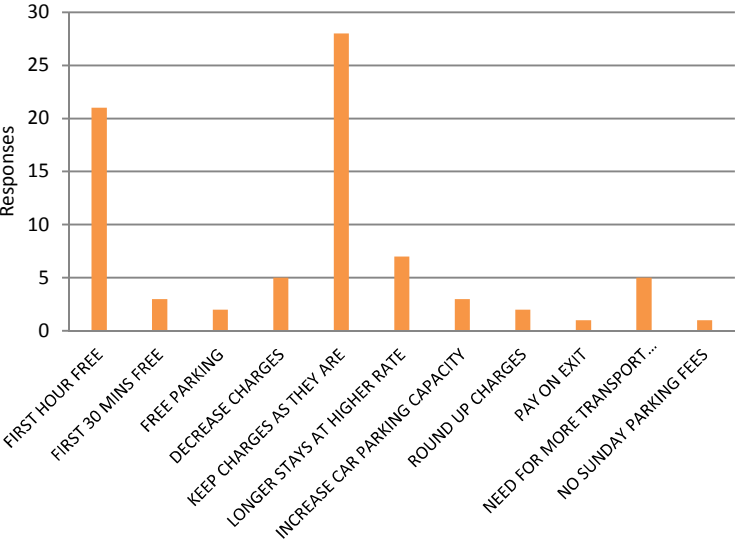
Car Park (Spaces)	Question		
St Margarets Hill (9)	The car park at <u>St Margarets Hill</u> is currently designated permits only. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>St Margarets Hill</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>Responses</p> <p>FREE PARKING    KEEP CHARGES AS THEY ARE    RESIDENTS PARKING ZONES</p>	<ul style="list-style-type: none"> <li>Permits not to be restricted to specific car parks</li> <li>Improve signage to increase awareness of the car park</li> <li>Residents parking only</li> <li>Implement charging</li> <li>Retain as a Wiltshire Council car park</li> </ul>	

Car Park (Spaces)	Question		
St Margarets Street (4)	The car park at <u>St Margarets Street</u> is currently designated permits only. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses should be explored		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>St Margarets Street</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>Responses</p> <ul style="list-style-type: none"> <li>FREE PARKING: 1</li> <li>KEEP CHARGES AS THEY ARE: 5</li> <li>INCREASE CAR PARKING CAPACITY: 1</li> <li>RESIDENTS PARKING ZONES: 7</li> <li>NO SUNDAY PARKING FEES: 1</li> </ul>	<ul style="list-style-type: none"> <li>Permits not to be restricted to specific car parks</li> <li>Improve signage to increase awareness of the car park</li> <li>Residents parking only</li> <li>Implement charging</li> <li>Retain as a Wiltshire Council car park</li> </ul>	

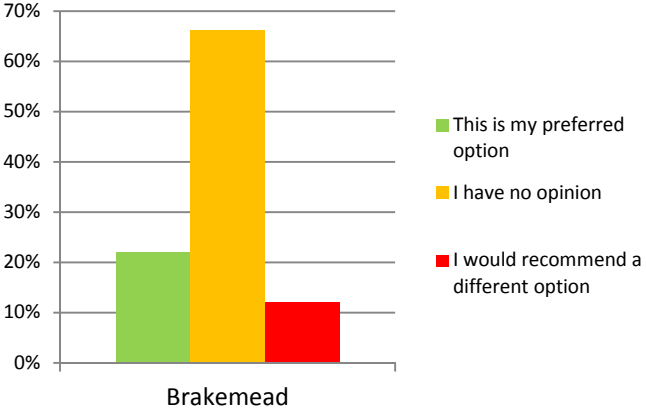
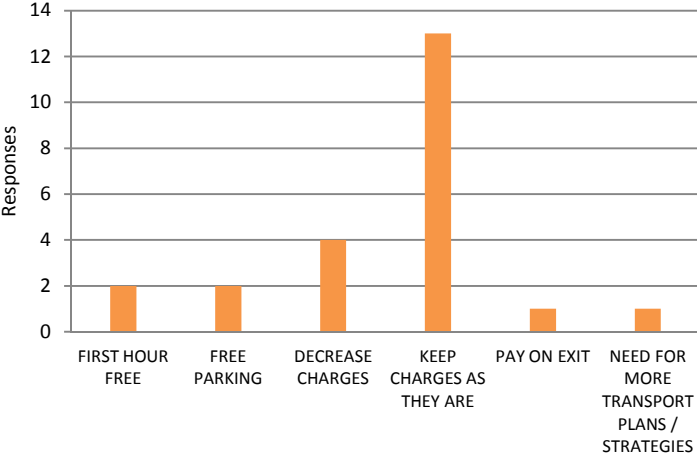
**Calne**

Car Park (Spaces)	Question		
Church Street (77)	The car park in the Church Street Calne is currently Long stay. The Council is proposing to keep this as Long stay. As usage is quite low the council proposes to reduce the two hour charge from £1.10 to £0.80 and the three hour charge from £2.00 to £1.50. All other charges would stay the same except the current 8 hour and all day charges (£5.20 and £5.60 respectively) would be reduced to a new all day rate of £4.50.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>■ This is my preferred option ■ I have no opinion ■ I would recommend a different option</p>		<ul style="list-style-type: none"> <li>• Implement a different pricing structure</li> <li>• Offer car park to Calne Town Council</li> <li>• Other car parks in Calne are already free which means this car park cannot compete</li> </ul>	

## Chippenham

Car Park (Spaces)	Question		
Borough Parade (195)	The car park in the <u>Borough Parade Chippenham</u> is currently Short stay. The Council does not propose to change any charges except to remove the 3 hour charging band and make a maximum stay 2 hours to allow a greater turnover of cars as this is a very well used car park.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p data-bbox="159 667 808 1114"> <span style="color: green;">■</span> This is my preferred option  <span style="color: yellow;">■</span> I have no opinion  <span style="color: red;">■</span> I would recommend a different option         </p>		<ul data-bbox="1659 635 2056 911" style="list-style-type: none"> <li>• Implement a different pricing structure</li> <li>• Parking redemption scheme</li> <li>• A longer stay option in this area of Chippenham is required (e.g. for workers, for Neeld Hall events etc.)</li> <li>• Increase in turnover of cars could add to congestion problems on Gladstone Road</li> </ul>	

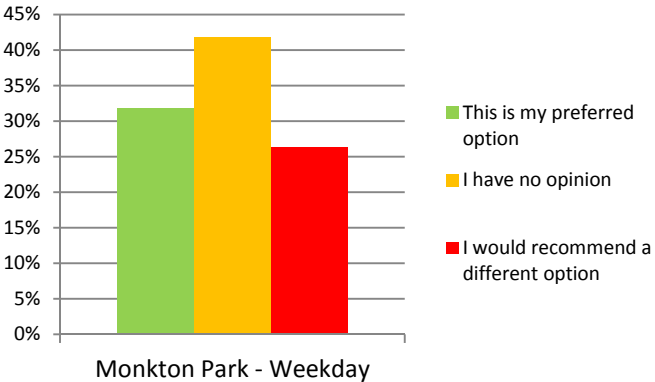
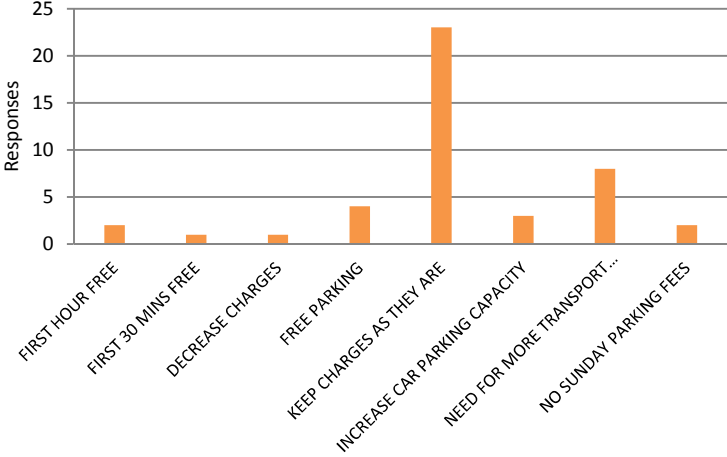


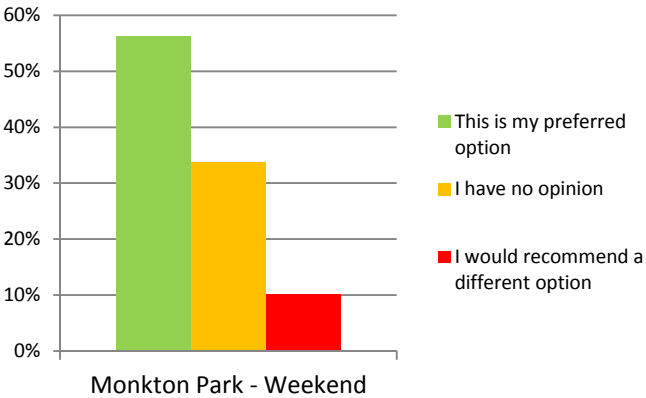
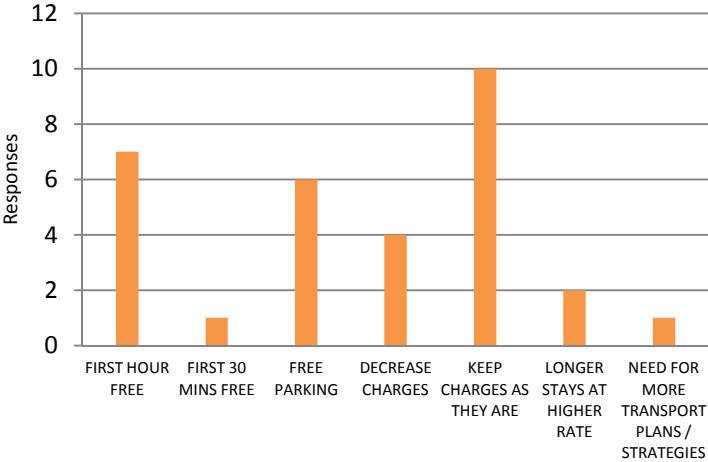
Car Park (Spaces)	Question		
Brakemead (22)	The car park at <u>Brakemead</u> is currently Long stay only. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses for the site should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>■ This is my preferred option          ■ I have no opinion          ■ I would recommend a different option</p>		<ul style="list-style-type: none"> <li>• Make car park short stay only</li> <li>• Improve signage to increase awareness of the car park</li> <li>• Retain as a Wiltshire Council car park</li> <li>• Do not sell land for development</li> <li>• Encourage long stay use</li> <li>• Will charges go up if managed by the community?</li> <li>• Chippenham Angling Club may be interested</li> <li>• Use for Council staff who work at Monkton Park</li> </ul>	

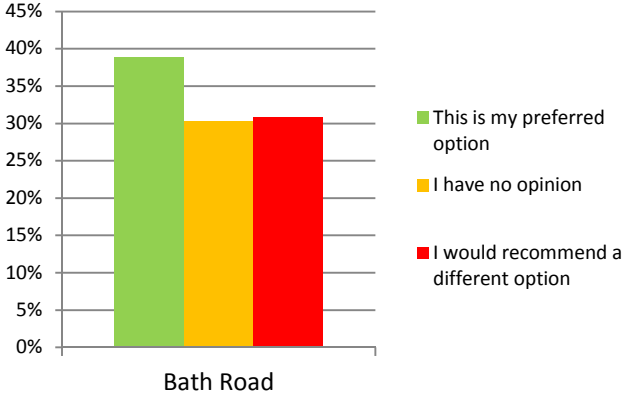
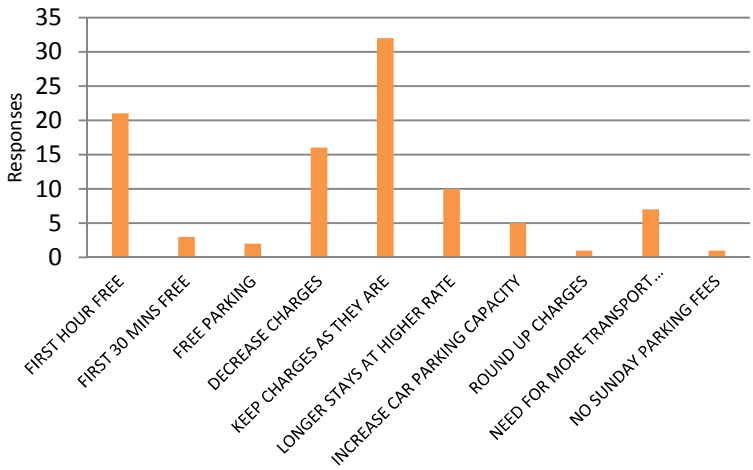
Car Park (Spaces)	Question		
Emery Gate - surface (79)	The car park at <u>Emery Gate (surface)</u> is currently short stay. The Council proposes to increase the 1 hour charge from £1.00 to £1.10 and the 2 hour charge from £1.50 to £1.60 to help manage demand.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Emery Gate - Surface</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>• Small increases will not change usage</li> <li>• Implement a different pricing structure</li> <li>• Businesses to support subsidised parking</li> <li>• Investigate implementing a parking redemption scheme</li> <li>• Charging increases will impact on footfall</li> </ul>	

Car Park (Spaces)	Question																														
Emery Gate - sub surface (263)	The car park at <u>Emery Gate (sub-surface)</u> is currently short stay. The Council proposes no change to this car park except the removal of some permit parking to aid capacity as the car park is very well used.																														
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																													
<table border="1"> <caption>Questionnaire Response Data</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>60%</td> </tr> <tr> <td>I have no opinion</td> <td>20%</td> </tr> <tr> <td>I would recommend a different option</td> <td>20%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	60%	I have no opinion	20%	I would recommend a different option	20%	<table border="1"> <caption>Recommended Options Data</caption> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>25</td> </tr> <tr> <td>FIRST 30 MINS FREE</td> <td>3</td> </tr> <tr> <td>FREE PARKING</td> <td>2</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>4</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>12</td> </tr> <tr> <td>LONGER STAYS AT HIGHER RATE</td> <td>4</td> </tr> <tr> <td>INCREASE CAR PARKING CAPACITY</td> <td>1</td> </tr> <tr> <td>ROUND UP CHARGES</td> <td>1</td> </tr> <tr> <td>NEED FOR MORE TRANSPORT ...</td> <td>3</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	25	FIRST 30 MINS FREE	3	FREE PARKING	2	DECREASE CHARGES	4	KEEP CHARGES AS THEY ARE	12	LONGER STAYS AT HIGHER RATE	4	INCREASE CAR PARKING CAPACITY	1	ROUND UP CHARGES	1	NEED FOR MORE TRANSPORT ...	3	<ul style="list-style-type: none"> <li>• Implement a different pricing structure</li> <li>• Businesses to support subsidised parking</li> <li>• Investigate implementing a parking redemption scheme</li> <li>• Do not remove permits</li> </ul>	
Response Category	Percentage																														
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ROUND UP CHARGES	1																														
NEED FOR MORE TRANSPORT ...	3																														

Car Park (Spaces)	Question		
Gladstone Road (38)	The car park at <u>Gladstone Road</u> is currently Short stay. The Council does not propose to change any charges except to remove the 3 hour charging band and make a maximum stay 2 hours to allow a greater turnover of cars as this is a very well used car park.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> </ul>	

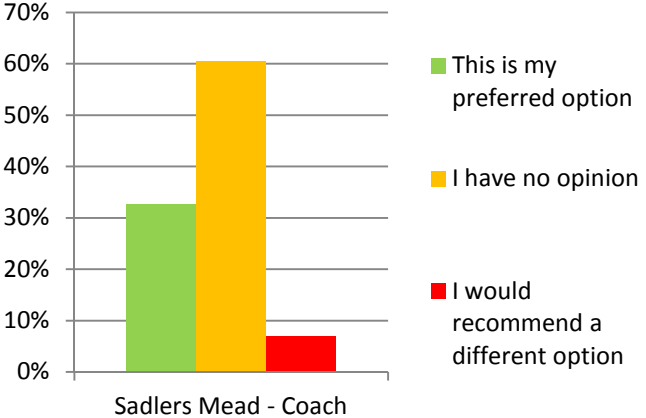
Car Park (Spaces)	Question		
Monkton Park – weekday (61)	The car park at <u>Monkton Park (weekday parking)</u> is currently designated a facility car park for staff, police, emergency vehicles and visitors. The Council does not propose to change its designation but does propose to remove the option for public parking.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Monkton Park - Weekday</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Reduce staff parking</li> <li>Charge for staff parking</li> <li>Users of the Olympiad use this car park as Sadlers Mead is often full.</li> <li>Increase visitor spaces</li> <li>Encourage staff to use public transport</li> <li>It needs to be clear that visitors can still use the car park after any changes</li> </ul>	

Car Park (Spaces)	Question		
Monkton Park – weekend (22)	The car park at <u>Monkton Park (weekend parking)</u> is currently designated Short stay. In order to fit into more with the surrounding parking offer it is proposed to reduce the second hour charge which is currently £1.20 an hour to £1.00 an hour. All other charges stay the same.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Monkton Park - Weekend</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> </ul>	

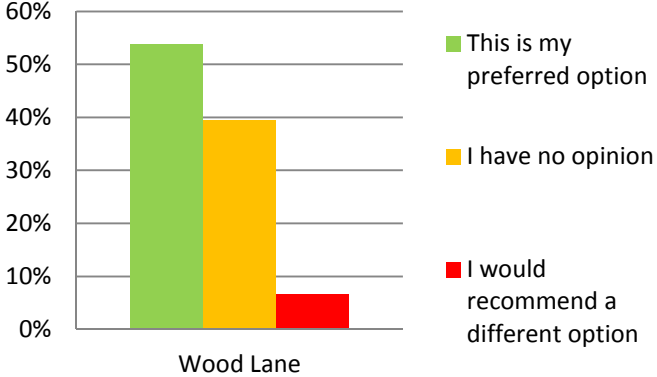
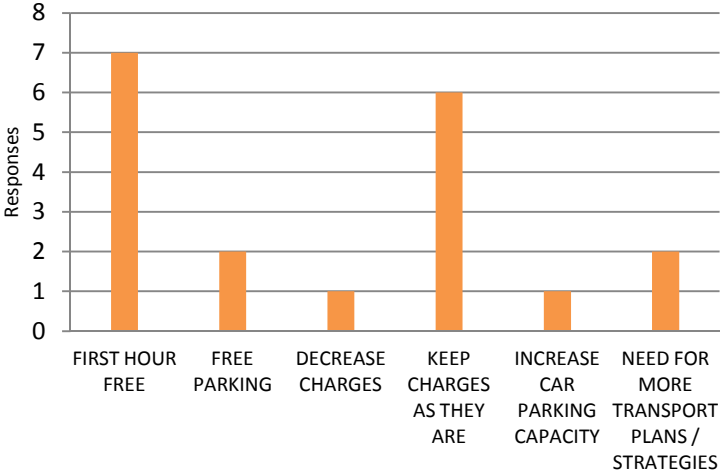
Car Park (Spaces)	Question		
Bath Road (233)	The car park at <u>Bath Road</u> is currently designated Long stay. The Council would like to see the charge for 1 hour stay increased from £0.80 to £1.00 and the 2 hour stay from £1.30 to £1.40, the 3 hour charge would stay the same and the 4 hour stay increased from £3.10 to £3.50, the 5 hour charge increase from £4.20 to £4.50, the 8 hour charge of £5.40 and the all day charge of £5.90 dropped for a new all day charge of £7.50. This is because the car park is heavily over utilised with spaces tied up all day.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p data-bbox="324 981 436 1013">Bath Road</p> <ul data-bbox="571 718 784 909" style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	 <ul data-bbox="884 837 1590 1045" style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>FIRST 30 MINS FREE</li> <li>FREE PARKING</li> <li>DECREASE CHARGES</li> <li>KEEP CHARGES AS THEY ARE</li> <li>LONGER STAYS AT HIGHER RATE</li> <li>INCREASE CAR PARKING CAPACITY</li> <li>ROUND UP CHARGES</li> <li>NEED FOR MORE TRANSPORT...</li> <li>NO SUNDAY PARKING FEES</li> </ul>	<ul data-bbox="1657 566 2049 933" style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>The town centre needs an affordable long stay car park</li> <li>Create a long stay option that encourages people to stop parking in residential streets</li> <li>Capacity issues are caused by permit holders</li> <li>Use this location for a new multi-storey car park</li> <li>Look into creating a park and ride in the town</li> </ul>	

Car Park (Spaces)	Question		
Sadlers Mead (165)	The car park at <u>Sadlers Mead</u> is currently designated Long stay. The Council proposes to keep this a long stay car park with charges for the first 2 hours unchanged. However it would like to see the charge for 3 hour stay increased from £2.60 to £2.70, the 4 hour stay increased from £3.10 to £3.60, the 5 hour charge increase from £4.20 to £4.70, the 8 hour charge of £5.40 and the all day charge of £7.40 dropped for a new all day charge of £7.50. This is because the car park is heavily over utilised with spaces tied up all day.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Capacity issues are caused by permit holders e.g. Monkton Park staff</li> <li>Create a long stay option that encourages people to stop parking in residential streets</li> <li>Look into creating a park and ride in the town</li> <li>Car parking redemption scheme for users of the Olympiad</li> <li>Users of the Olympiad should have designated spaces</li> <li>Make the car park short stay only</li> </ul>	



Car Park (Spaces)	Question									
Sadlers Mead Coach	The coach park at <u>Sadlers Mead</u> is currently designated as a coach park. The Council proposes to no changes to this designation and charges.									
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)								
 <table border="1"> <caption>Questionnaire Response Data for Sadlers Mead - Coach</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>33%</td> </tr> <tr> <td>I have no opinion</td> <td>60%</td> </tr> <tr> <td>I would recommend a different option</td> <td>7%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	33%	I have no opinion	60%	I would recommend a different option	7%	<p>N/A - too few comments received</p>	<ul style="list-style-type: none"> <li>Remove coach parking spaces to increase car parking spaces</li> <li>Increase charges for coaches</li> </ul>
Response Category	Percentage									
This is my preferred option	33%									
I have no opinion	60%									
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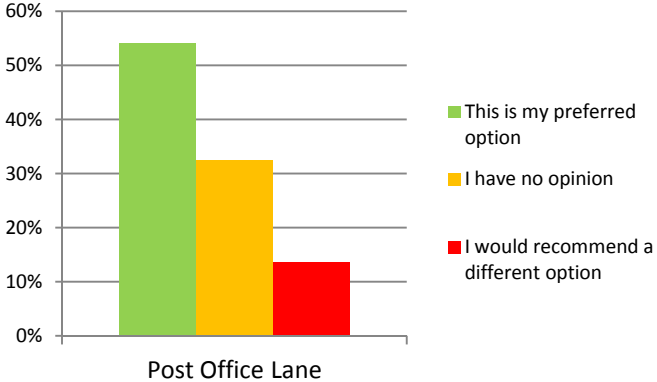
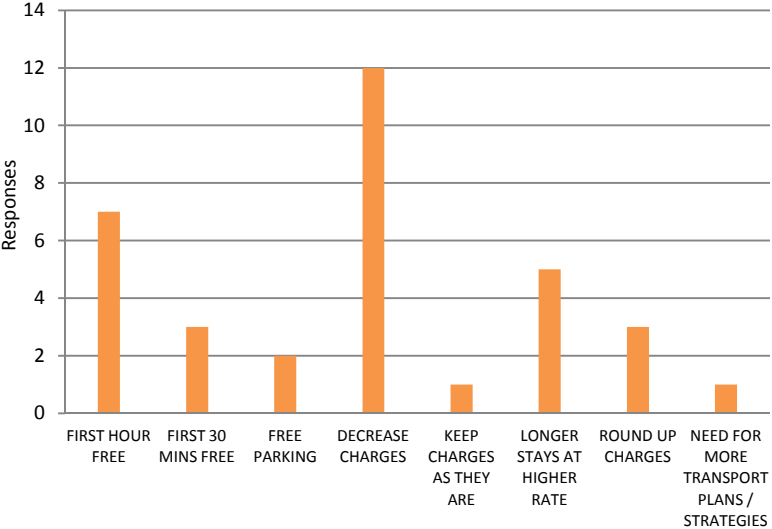
Car Park (Spaces)	Question		
Spanbourn Ave (44)	The car park at Spanbourn Avenue is currently designated as Long stay. The Council proposes no change to this designation. The Council proposes to reduce charges for all times as this car park is under used. Charges would reduce from 80p to 60p for the first hour, £1.30 to 90p for the second hour, £2.60 to £1.80 for the third hour, £3.10 to £2.60 for the fourth hour, £4.20 to £3.60 for the fifth hour, and introduce a new day charge of £5.00 to replace the old 8 hour and day charges which were £5.40 and £5.90 respectively.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>■ This is my preferred option          ■ I have no opinion          ■ I would recommend a different option</p>		<ul style="list-style-type: none"> <li>• Improve signage to increase awareness of the car park</li> <li>• Implement a different pricing structure</li> <li>• Cars park on nearby residential roads instead</li> </ul>	

Car Park (Spaces)	Question		
Wood Lane (67)	The car park at <u>Wood Lane</u> is currently designated as Long stay. The council proposes no changes to this designation. The only change to charges is to remove the 8hr tariff option and reduce the Day charge to £5.00.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Wood Lane</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	 <p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE: 7</li> <li>FREE PARKING: 2</li> <li>DECREASE CHARGES: 1</li> <li>KEEP CHARGES AS THEY ARE: 6</li> <li>INCREASE CAR PARKING CAPACITY: 1</li> <li>NEED FOR MORE TRANSPORT PLANS / STRATEGIES: 2</li> </ul>	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Look into creating a park and ride for the town</li> </ul>	

# Corsham

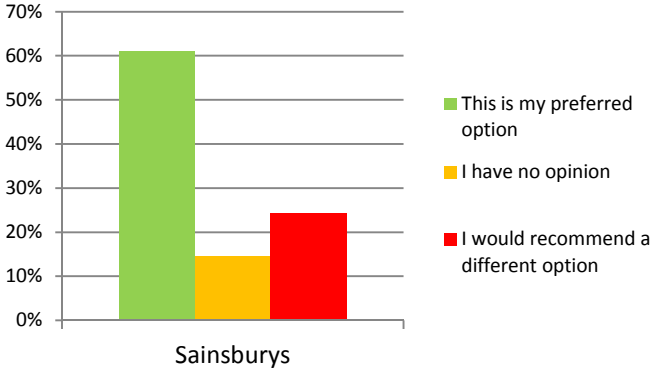
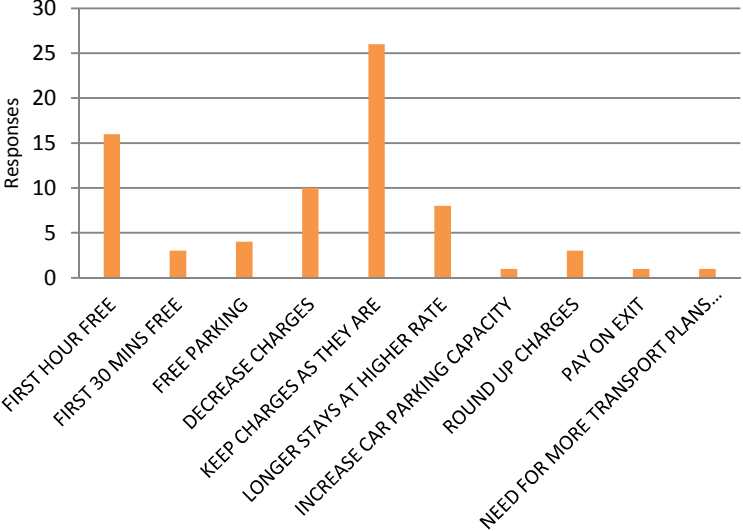
Car Park (Spaces)	Question		
High Street (35)	The car park in the High Street Corsham is currently Long stay. The Council is proposing to change this to short stay only given its central location. The first hour charge would increase to £0.40 rather than £0.30. All other charges would remain the same except that the maximum stay would now be 3 hours. This is proposed because presently at peak times the car park is often full.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>High Street</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>FIRST 30 MINS FREE</li> <li>FREE PARKING</li> <li>DECREASE CHARGES</li> <li>KEEP CHARGES AS THEY ARE</li> <li>LONGER STAYS AT HIGHER RATE</li> <li>NEED FOR MORE TRANSPORT PLANS / STRATEGIES</li> <li>NO SUNDAY PARKING FEES</li> </ul>	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Concern that removal of long stay parking will lead to greater residential parking</li> <li>Retain a reduced tariff long stay option</li> </ul>	

Car Park (Spaces)	Question																												
Newlands Road (87)	The car park in <u>Newlands Road</u> is currently short stay only and its charges are 40p for the first hour and £1.10p for two hours stay. The Council having reviewed matters thinks that no changes should be sought for this car park.																												
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																											
<table border="1"> <caption>Questionnaire Response Data for Newlands Road</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>44%</td> </tr> <tr> <td>I have no opinion</td> <td>17%</td> </tr> <tr> <td>I would recommend a different option</td> <td>38%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	44%	I have no opinion	17%	I would recommend a different option	38%	<table border="1"> <caption>Recommended Options Data</caption> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>58</td> </tr> <tr> <td>FIRST 30 MINS FREE PARKING</td> <td>22</td> </tr> <tr> <td>FREE PARKING</td> <td>3</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>16</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>5</td> </tr> <tr> <td>LONGER STAYS AT HIGHER RATE</td> <td>3</td> </tr> <tr> <td>ROUND UP CHARGES</td> <td>3</td> </tr> <tr> <td>NO SUNDAY PARKING FEES</td> <td>1</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	58	FIRST 30 MINS FREE PARKING	22	FREE PARKING	3	DECREASE CHARGES	16	KEEP CHARGES AS THEY ARE	5	LONGER STAYS AT HIGHER RATE	3	ROUND UP CHARGES	3	NO SUNDAY PARKING FEES	1	<ul style="list-style-type: none"> <li>• Implement a different pricing structure</li> <li>• Gap between first and second hour is too great</li> <li>• People shop at Sainsburys in Chippenham instead</li> <li>• Add a long stay option</li> </ul>	
Response Category	Percentage																												
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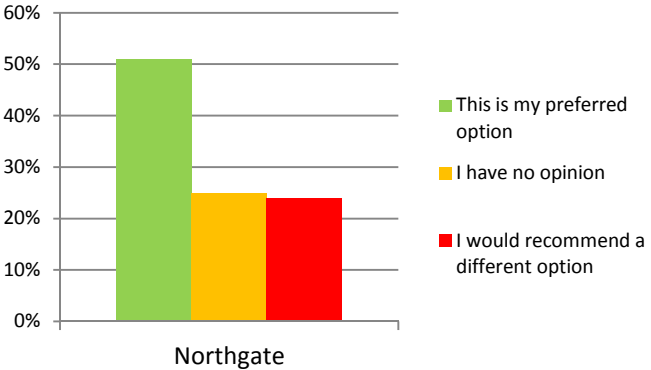
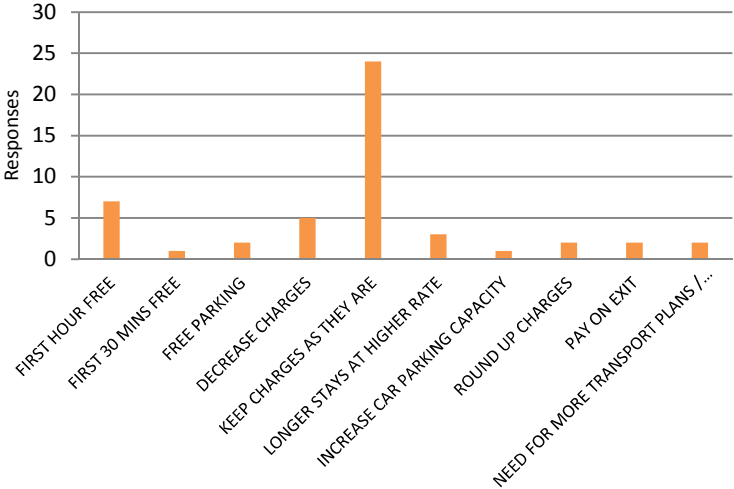
Car Park (Spaces)	Question		
Post Office Lane (118)	The car park in <u>Post Office Lane</u> is currently long stay and there is a charge of £5.20 for 8 hours parking and £5.60 for all day parking (over 8 hours). The Council proposes to keep this as a long stay car park and reduce the all day charge to £5.20 and in effect remove the 8 hour charge band which is little used. All other charges would remain the same.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Post Office Lane</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	 <p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>FIRST 30 MINS FREE</li> <li>FREE PARKING</li> <li>DECREASE CHARGES</li> <li>KEEP CHARGES AS THEY ARE</li> <li>LONGER STAYS AT HIGHER RATE</li> <li>ROUND UP CHARGES</li> <li>NEED FOR MORE TRANSPORT PLANS / STRATEGIES</li> </ul>	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Create a long stay option that encourages people to stop parking in residential streets</li> </ul>	

**Devizes**

Car Park (Spaces)	Question		
Central (162)	The Central car park is currently Long stay. The Council proposes to change this to Short stay to reflect its central location and usage profile. Currently there are 4,5,8, hour and all day parking charges. The Council proposes to remove these entirely. The remaining charges would see an increase as follows: 1 hour from £0.55 to £0.70, 2 hour from £1.30 to £1.40 and 3 hour from £2.00 to £2.10.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>50% 45% 40% 35% 30% 25% 20% 15% 10% 5% 0%</p> <p>Central</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>Responses</p> <p>45 40 35 30 25 20 15 10 5 0</p> <p>FIRST HOUR FREE FIRST 30 MINS FREE FREE PARKING DECREASE CHARGES KEEP CHARGES AS THEY ARE LONGER STAYS AT HIGHER RATE ROUND UP CHARGES PAY ON EXIT RESIDENTS PARKING ZONES NEED FOR MORE TRANSPORT PLANS /... NO SUNDAY PARKING FEES</p>	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Price to be similar to competitor towns</li> <li>Investigate implementing a parking redemption scheme</li> <li>Central long stay options are needed for people with mobility issues</li> </ul>	

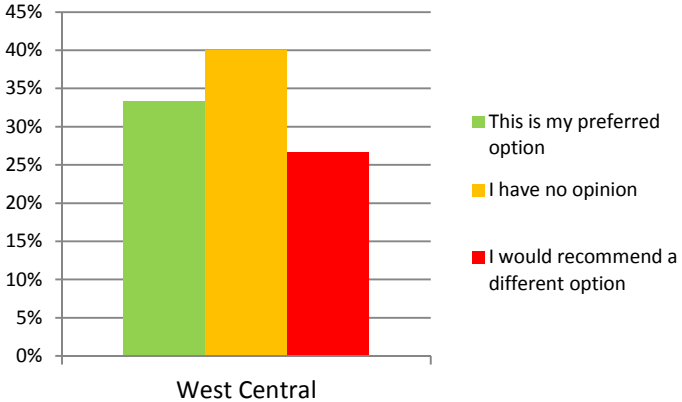
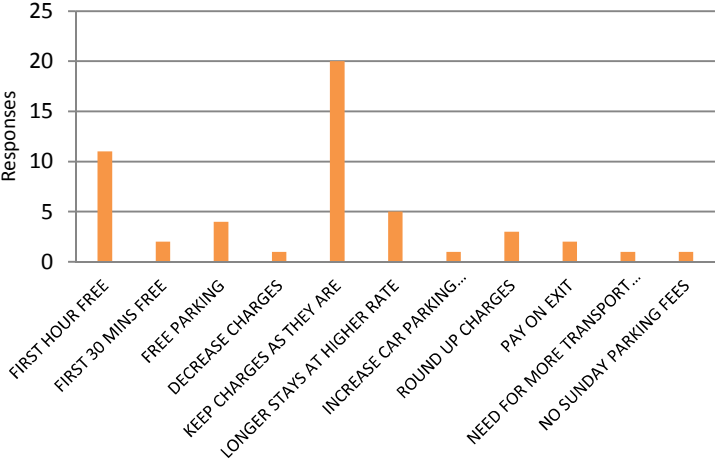
Car Park (Spaces)	Question																															
Sainsburys (122)	The car park at <u>Sainsburys</u> is currently Long stay. The Council proposes to change this to Short stay to reflect its usage profile and car park purpose. Currently there is a 4 hour charge available but to reflect the new short stay nature proposed this would be removed. The 1 hour charge would increase from £0.55 to £0.60 but the second hour charge would remain unchanged at £1.30 and the current 3 hour tariff at £3.30 would also remain unchanged. Negotiations with the landowner will be needed to agree these potential changes.																															
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																														
 <p>A stacked bar chart for Sainsburys showing the distribution of questionnaire responses. The y-axis represents percentages from 0% to 70%. The x-axis is labeled 'Sainsburys'. The legend indicates three categories: 'This is my preferred option' (green), 'I have no opinion' (yellow), and 'I would recommend a different option' (red). The green bar reaches 60%, the yellow bar reaches 15%, and the red bar reaches 25%.</p> <table border="1"> <caption>Questionnaire Response Data for Sainsburys</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>60%</td> </tr> <tr> <td>I have no opinion</td> <td>15%</td> </tr> <tr> <td>I would recommend a different option</td> <td>25%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	60%	I have no opinion	15%	I would recommend a different option	25%	 <p>A bar chart showing the number of responses for various recommended options for a different parking structure. The y-axis is labeled 'Responses' and ranges from 0 to 30. The x-axis lists ten options. The most popular option is 'LONGER STAYS AT HIGHER RATE' with 26 responses.</p> <table border="1"> <caption>Recommended Options for a Different Parking Structure</caption> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>16</td> </tr> <tr> <td>FIRST 30 MINS FREE</td> <td>3</td> </tr> <tr> <td>FREE PARKING</td> <td>4</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>10</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>26</td> </tr> <tr> <td>LONGER STAYS AT HIGHER RATE</td> <td>8</td> </tr> <tr> <td>INCREASE CAR PARKING CAPACITY</td> <td>1</td> </tr> <tr> <td>ROUND UP CHARGES</td> <td>3</td> </tr> <tr> <td>PAY ON EXIT</td> <td>1</td> </tr> <tr> <td>NEED FOR MORE TRANSPORT PLANS...</td> <td>1</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	16	FIRST 30 MINS FREE	3	FREE PARKING	4	DECREASE CHARGES	10	KEEP CHARGES AS THEY ARE	26	LONGER STAYS AT HIGHER RATE	8	INCREASE CAR PARKING CAPACITY	1	ROUND UP CHARGES	3	PAY ON EXIT	1	NEED FOR MORE TRANSPORT PLANS...	1	<ul style="list-style-type: none"> <li>• Implement a different pricing structure</li> <li>• Offer the car park to Sainsburys to manage</li> <li>• Different charges in town centre car parks could lead to confusion</li> </ul>
Response Category	Percentage																															
This is my preferred option	60%																															
I have no opinion	15%																															
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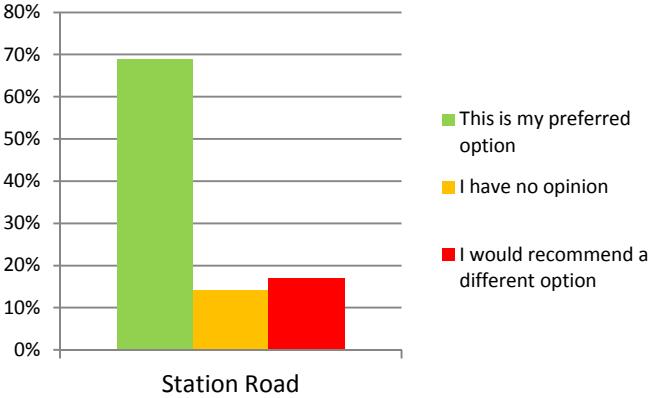
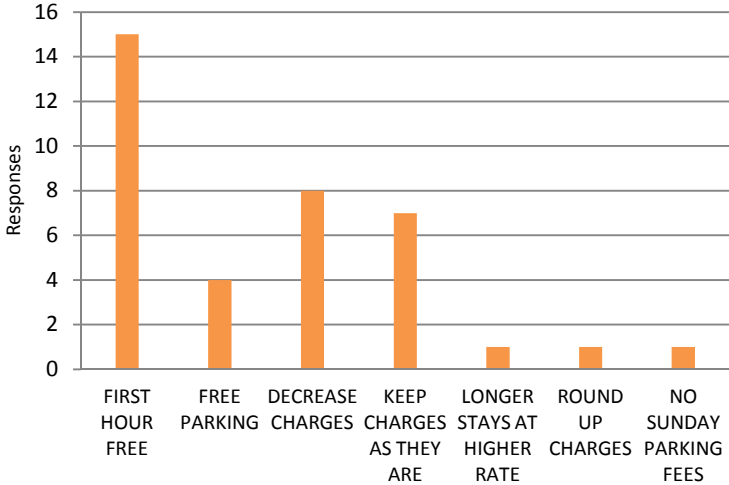
Car Park (Spaces)	Question	
Northgate (35)	<p>The car park at <u>Northgate</u> is currently designated Long stay. The Council proposes to change this to Short stay to reflect its central location and usage profile. Currently there is a 4 hour, 5 hour, 8 hour and all day parking charges available. The Council proposes to remove these options to reflect the new Short stay designation. Charges for the first hour at £0.55 would increase to £0.60 but the current 2 and 3 hour charge would remain unchanged.</p>	
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)
 <p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Retain long stay option</li> <li>Central cars parks should have the same prices</li> <li>Different charges in town centre car parks could lead to confusion</li> <li>Car park used heavily by Council staff</li> </ul>

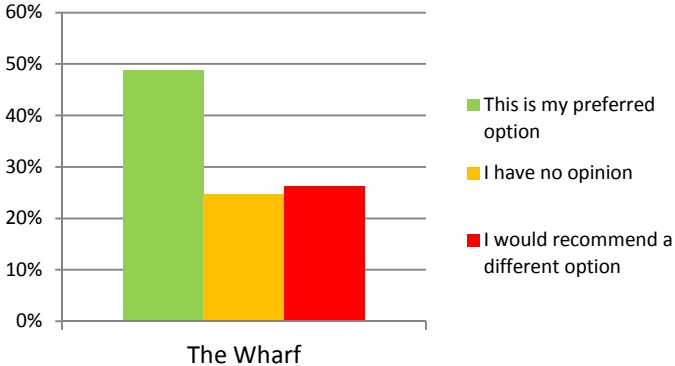
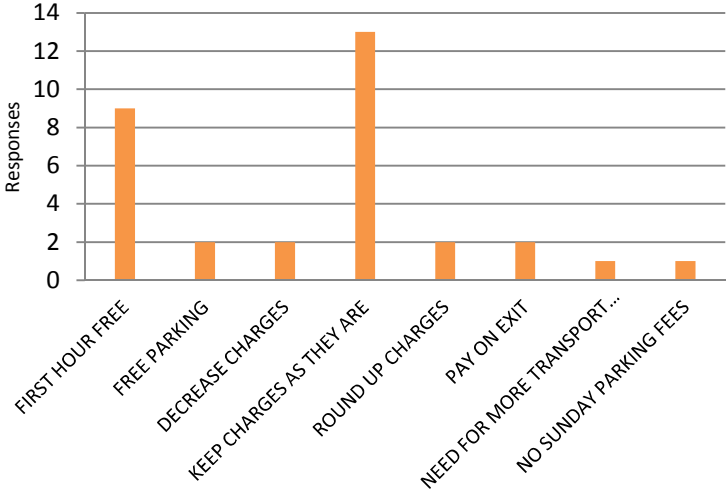
Car Park (Spaces)	Question	
Sheep Street (39)	The car park at <u>Sheep Street</u> is currently designated Long stay. The Council proposes no change to the designation but would make the car park MiPermit only to allow it to remove the pay machine. The first hour charge would increase from £0.55 to £0.60. The charges for 2, 3, 4, 5 hour stays would remain unchanged. The current 8 hour charge of £5.20 and the All day charge of £6.10 would be replaced by a new All day charge of £6.00.	
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)
<p>Sheep Street</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>FREE PARKING</li> <li>DECREASE CHARGES</li> <li>KEEP CHARGES AS THEY ARE</li> <li>LONGER STAYS AT HIGHER RATE</li> <li>ROUND UP CHARGES</li> <li>PAY ON EXIT</li> </ul>	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Do not remove payment machine</li> <li>What is Mi Permit?</li> <li>Central cars parks to have the same prices</li> <li>Not everyone has a mobile phone</li> <li>Create a long stay option that encourages people to stop parking in residential streets</li> </ul>

Car Park (Spaces)	Question	
Vales Lane (24)	<p>The car park in the <u>Vales Lane</u> is currently Long stay. The Council is proposing to change this designation to Short stay to reflect its central location and usage profile. Currently there is a 4 hour, 5 hour, 8 hour and all day parking charges available. The Council proposes to remove these options to reflect the new Short stay designation. Charges for the first hour at £0.55 would increase to £0.60 but the current 2 and 3 hour charge would remain unchanged.</p>	
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)
<p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Central cars parks to have the same prices</li> <li>Retain the long stay option</li> </ul>

Car Park (Spaces)	Question		
West Central (57)	The car park at <u>West Central</u> is currently Long stay. The Council proposes no change to this designation but as the car park is often full wants to increase charges as follows to help manage demand. The first hour charge of £0.55 increase to £0.70, the second hour charge increase from £1.30 to £1.40, the third hour charge from £2.00 to £2.10. The 4 and 5 hour charges would remain unchanged but the current 8 hour charge of £5.20 and the All day charge of £6.10 be replaced by one All day charge of £6.00.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>West Central</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Central cars parks to have the same prices</li> <li>Change car park to short stay only</li> </ul>	

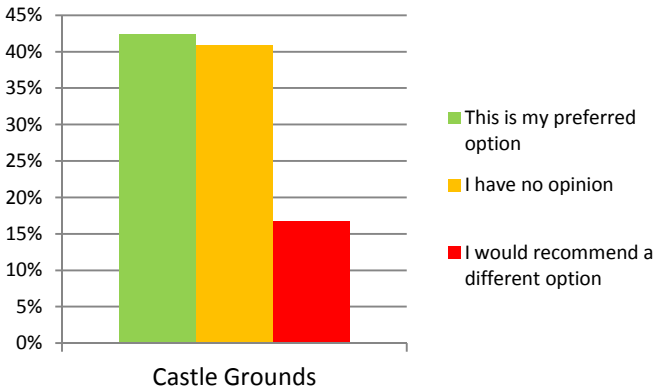
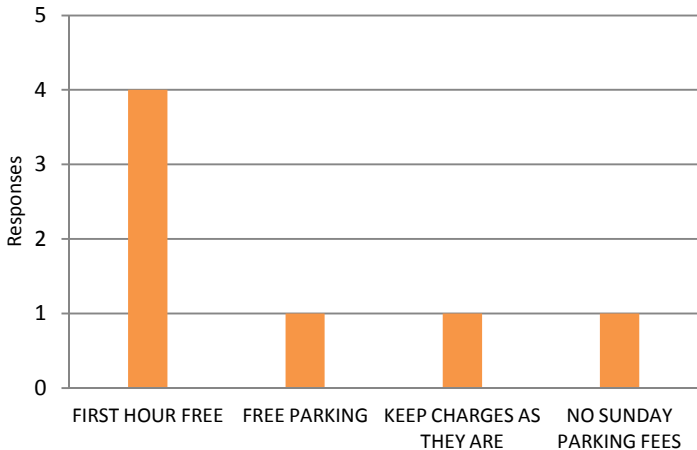
Car Park (Spaces)	Question		
Couch Lane (13)	The car park at <u>Couch lane</u> is Long stay. Usage is currently very low. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>■ This is my preferred option          ■ I have no opinion          ■ I would recommend a different option</p>		<ul style="list-style-type: none"> <li>• Closing car park would impact on traffic flows and congestion throughout the town</li> <li>• Long Stay only</li> <li>• Retain as a Wiltshire Council car park</li> <li>• Implement a different pricing structure</li> <li>• Change to coaches only</li> <li>• Improve signage to increase awareness of the car park</li> <li>• Make the car park permit only</li> <li>• Do not sell – needed as part of Wharf regeneration.</li> <li>• Change car park to short stay only</li> <li>• Needs to be protected against private clamping companies</li> <li>• Can the sale of car parks fund reduced charges elsewhere?</li> </ul>	

Car Park (Spaces)	Question		
Station Road (230)	The car park at <u>Station Road</u> is currently designated as Long stay. The Council proposes no change to this designation but having reviewed usage propose to reduce charges due to its peripheral location and relatively low usage. Charges would reduce as follows. The charge for 1 hour would reduce from £0.45 to £0.40, the 2 hour charge from £1.10 to £1.00, the 3 hour charge from £2.00 to £1.50, the 4 hour charge from £2.40 to £2.00, the 5 hour charge from £3.20 to £2.50. The current 8 hour charge of £5.20 and the all day charge of £5.60 would be removed and replaced with one all day charge of £4.50.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Station Road</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	 <p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>FREE PARKING</li> <li>DECREASE CHARGES</li> <li>KEEP CHARGES AS THEY ARE</li> <li>LONGER STAYS AT HIGHER RATE</li> <li>ROUND UP CHARGES</li> <li>NO SUNDAY PARKING FEES</li> </ul>	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Divide the car park into long and short stay sections</li> <li>Improve signage to increase awareness of the car park</li> <li>Improve the safety/security of the car park</li> <li>Look into Park and Ride options</li> <li>Sell the car park</li> </ul>	

Car Park (Spaces)	Question																											
The Wharf (106)	The car park at The Wharf is currently Long stay. The Council proposes no change to this designation. However, the car park is often full and to manage demand the following increases to the parking charges are proposed. The charges for 1 hour parking to increase from £0.55 to £0.70, 2 hour charge from £1.30 to £1.40, 3 hour charge from £2.00 to £2.10. The 4 hour and 5 hour charges would remain as now. The current 8 hour charge of £5.20 and all day charge of £6.10 to be replaced by a new all day charge of £6.00.																											
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																										
 <p>A bar chart showing the percentage of responses for 'The Wharf' car park. The y-axis represents percentages from 0% to 60%. The x-axis is labeled 'The Wharf'. There are three bars: a green bar for 'This is my preferred option' at approximately 49%, a yellow bar for 'I have no opinion' at approximately 25%, and a red bar for 'I would recommend a different option' at approximately 26%.</p> <table border="1"> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>49%</td> </tr> <tr> <td>I have no opinion</td> <td>25%</td> </tr> <tr> <td>I would recommend a different option</td> <td>26%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	49%	I have no opinion	25%	I would recommend a different option	26%	 <p>A bar chart showing the number of responses for various recommended options. The y-axis is labeled 'Responses' and ranges from 0 to 14. The x-axis lists eight options. The 'KEEP CHARGES AS THEY ARE' option has the highest number of responses at 13.</p> <table border="1"> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>9</td> </tr> <tr> <td>FREE PARKING</td> <td>2</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>2</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>13</td> </tr> <tr> <td>ROUND UP CHARGES</td> <td>2</td> </tr> <tr> <td>PAY ON EXIT</td> <td>2</td> </tr> <tr> <td>NEED FOR MORE TRANSPORT ...</td> <td>1</td> </tr> <tr> <td>NO SUNDAY PARKING FEES</td> <td>1</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	9	FREE PARKING	2	DECREASE CHARGES	2	KEEP CHARGES AS THEY ARE	13	ROUND UP CHARGES	2	PAY ON EXIT	2	NEED FOR MORE TRANSPORT ...	1	NO SUNDAY PARKING FEES	1	<ul style="list-style-type: none"> <li>• Implement a different pricing structure</li> <li>• Improve signage to increase awareness of the car park</li> <li>• Create a long stay option that encourages people to stop parking in residential streets</li> <li>• Car park is not often full</li> <li>• Car park is popular with tourists and visitors – concerned that price increases would deter them</li> </ul>
Response Category	Percentage																											
This is my preferred option	49%																											
I have no opinion	25%																											
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NEED FOR MORE TRANSPORT ...	1																											
NO SUNDAY PARKING FEES	1																											

Car Park (Spaces)	Question																						
Market Place (77)	The car park at <u>Market Place</u> is currently Short stay. The Council proposes no change to this designation or any change to its free status. However, to reflect its central location and to encourage turnover and address high usage levels, should the council consider an option to introduce charging in this car park?																						
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																					
<table border="1"> <caption>Questionnaire Response Data</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>~18%</td> </tr> <tr> <td>I have no opinion</td> <td>~8%</td> </tr> <tr> <td>I would recommend a different option</td> <td>~74%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	~18%	I have no opinion	~8%	I would recommend a different option	~74%	<table border="1"> <caption>Recommended Option Responses</caption> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>~95</td> </tr> <tr> <td>FIRST 30 MINS FREE</td> <td>~18</td> </tr> <tr> <td>FREE PARKING</td> <td>~98</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>~60</td> </tr> <tr> <td>NO SUNDAY PARKING FEES</td> <td>~2</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	~95	FIRST 30 MINS FREE	~18	FREE PARKING	~98	KEEP CHARGES AS THEY ARE	~60	NO SUNDAY PARKING FEES	~2	<ul style="list-style-type: none"> <li>Majority of comments related to retaining free parking element</li> </ul>	
Response Category	Percentage																						
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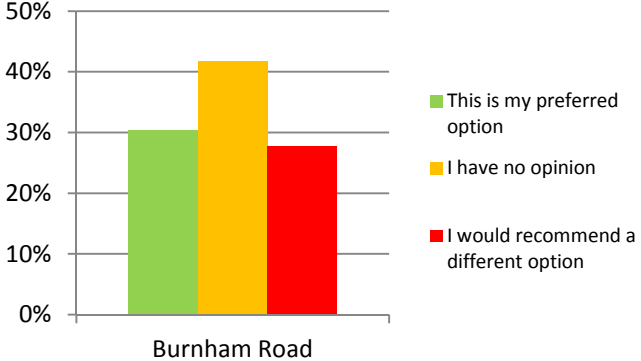
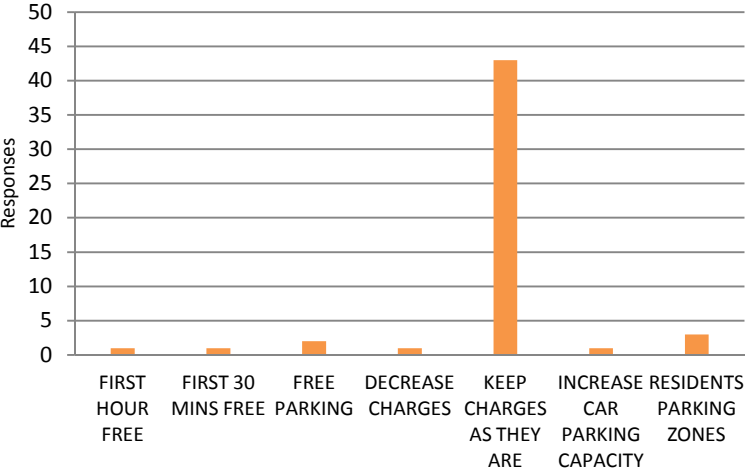


Car Park (Spaces)	Question		
Castle Grounds (14)	The car park at <u>Castle grounds</u> is permit only. Usage is currently very low. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>• Enable charity/voluntary workers to use this car park at a reduced rate</li> <li>• Retain as a Wiltshire Council car park</li> <li>• Implement a different pricing structure</li> <li>• Remove permit only status</li> <li>• Encourage town centre employers to rent spaces</li> <li>• Devizes Museum may be interested in taking this on</li> <li>• Introduce ticket machines</li> <li>• Improve signage to increase awareness of the car park</li> </ul>	

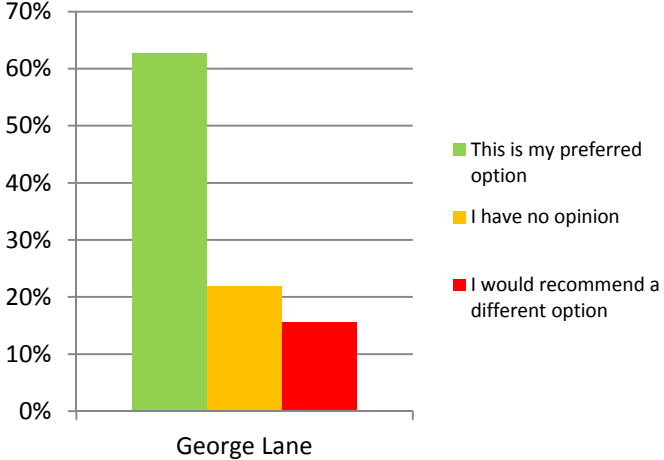
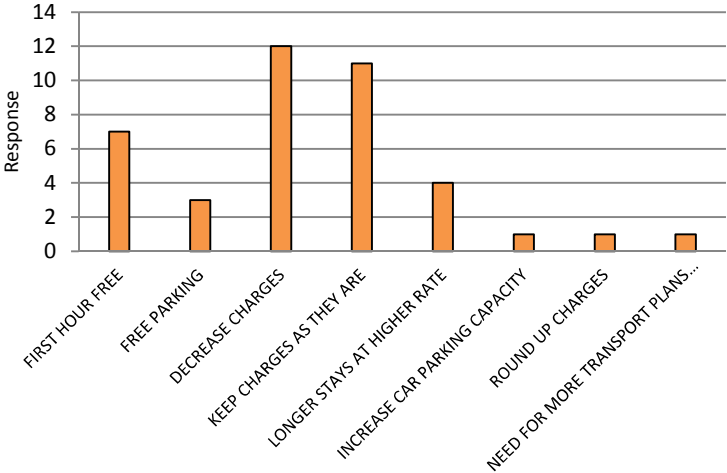
## Malmesbury

Car Park (Spaces)	Question		
Cross Hayes (96)	The car park at Cross Hayes is currently Short stay. The Council proposes no change to this designation. However, in order to help manage demand the Council proposes to increase the parking charges as follows. The 1 hour charge to increase from £0.40 to £0.50 and the 2 hour charge from £1.20 to £1.30.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>• Small increases will not change usage</li> <li>• Offer car park to the Town Council</li> <li>• Implement a different pricing structure</li> <li>• Control commercial use of car park by local business</li> </ul>	

Car Park (Spaces)	Question		
Station Road (145)	The car park in <u>Station Road</u> is currently Long stay. The Council proposes to retain this designation. The Council proposes no change to the current charges except to remove the old 8 hour charge of £5.20 and All day charge of £5.60 and replace it with one All day charge of £5.20.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Station Road</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>FIRST 30 MINS FREE</li> <li>FREE PARKING</li> <li>DECREASE CHARGES</li> </ul>	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Provide residents and businesses with discounts</li> <li>Offer the car park to Malmesbury Town Council</li> <li>Create a long stay option that encourages people to stop parking in residential streets</li> <li>Route to town from the car park needs improvement (e.g. lighting/security)</li> </ul>	

Car Park (Spaces)	Question		
Burnham Road (17)	The car park at <u>Burnham Road</u> is currently designated free. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses for the site should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p data-bbox="163 608 801 970"> <span style="color: green;">■</span> This is my preferred option  <span style="color: yellow;">■</span> I have no opinion  <span style="color: red;">■</span> I would recommend a different option         </p>	 <p data-bbox="869 608 1619 1082">           Responses: 0, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50         </p> <p data-bbox="958 979 1608 1082">           FIRST HOUR FREE, FIRST 30 MINS FREE, FREE PARKING, DECREASE CHARGES, KEEP CHARGES AS THEY ARE, INCREASE CAR PARKING CAPACITY, RESIDENTS PARKING ZONES         </p>	<ul data-bbox="1641 534 2067 1150" style="list-style-type: none"> <li>• Retain as a Wiltshire Council car park</li> <li>• Improve signage to increase awareness of the car park</li> <li>• There are currently no restrictions, which means the car park is over used by residents – bring back charging or make short stay only</li> <li>• Use for residents only</li> <li>• Community parking permits</li> <li>• Introduce charging to bring down prices elsewhere</li> <li>• Introducing charging will increase parking on residential streets</li> <li>• Car park is frequently used by many community groups – so don't restrict usage to certain groups</li> </ul>	

## Marlborough

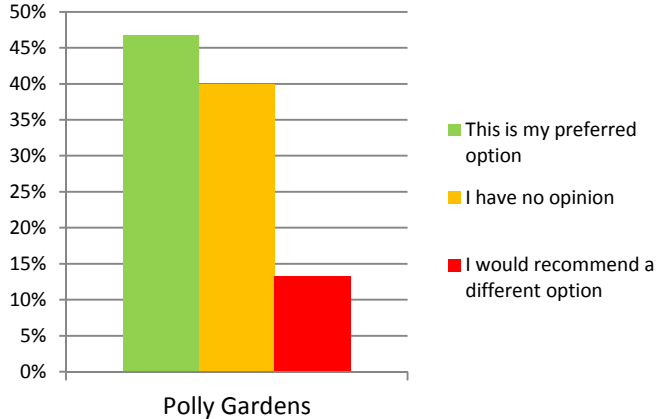
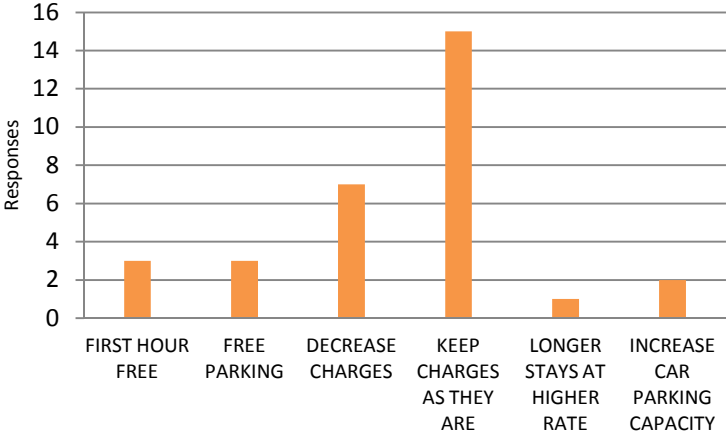
Car Park (Spaces)	Question		
George Lane (163)	The car park in <u>George Lane</u> is currently Long stay. The Council is proposing no change to its designation. The Council proposes that the first hour charge of £0.55 increases to £0.60. Charges for the 2 hour, 3 hour, 4 hour and 5 hour slots remain unchanged. The Council wants to drop the old 8 hour charge of £5.20 and Day charge of £6.10 and replace them with one new Day charge of £6.00.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>George Lane</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Create a long stay option that encourages workers to stop parking in residential streets</li> <li>Implement a different pricing structure</li> <li>Offer car park to Marlborough Town Council</li> </ul>	

Car Park (Spaces)	Question	
Hilliers Yard (165)	The car park at <u>Hilliers Yard</u> is currently Long stay. The Council proposes to change this to Short stay given its central location. Charges for the first hour would increase from £0.55 to £0.60, the second hour from £1.30 to £1.40. The three hour charge would remain unchanged at £3.30. All other current charges for 4, 5, 8 hour and all day charges would no longer be available with the maximum stay now 3 hours only.	
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)
<p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Create a long stay option that encourages workers to stop parking in residential streets</li> <li>Implement a different pricing structure</li> <li>Offer car park to Marlborough Town Council</li> <li>Retain long stay option</li> <li>The jump from first to second hour is too great</li> </ul>

Car Park (Spaces)	Question	
Hyde Lane (70)	The car park at <u>Hyde Lane</u> is currently Long stay. The Council does not propose to change this designation. In order to help manage demand the Council proposes to increase charges for the first hour from £0.55 to £0.60 and for the second hour from £1.30 to £1.40. Charges for the 3 hour, 4 hour and 5 hour slots remain unchanged. The Council wants to drop the old 8 hour charge of £5.20 and Day charge of £6.10 and replace them with one new Day charge of £6.00.	
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)
<p>Hyde Lane</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE: 5</li> <li>FIRST 30 MINS FREE: 1</li> <li>FREE PARKING: 3</li> <li>DECREASE CHARGES: 14</li> <li>KEEP CHARGES AS THEY...: 11</li> <li>LONGER STAYS AT...: 3</li> <li>INCREASE CAR PARKING...: 2</li> <li>PAY ON EXIT: 1</li> <li>RESIDENTS PARKING...: 2</li> </ul>	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Small increases will not change usage</li> <li>Offer car park to Marlborough Town Council</li> <li>Create a long stay option that encourages workers to stop parking in residential streets</li> <li>Change to a town centre workers car park</li> </ul>

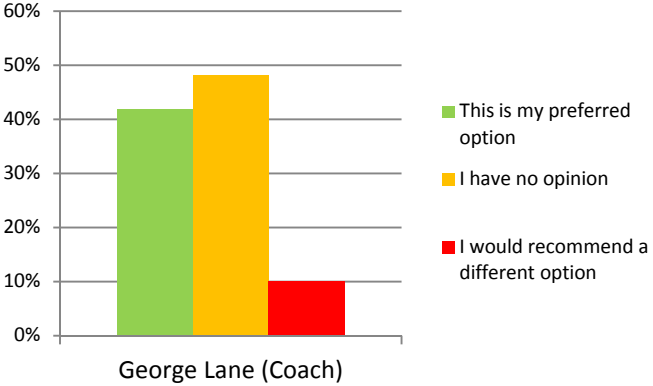
Car Park (Spaces)	Question																								
Kennet Place (41)	The car park at Kennet Place is currently designated Long stay. The Council does not propose any changes to this designation or affecting existing resident's permits. The Council proposes to increase the first hour charge from £0.55 to £0.60. The second, third, fourth and fifth hour charge would remain the same. The Council wants to drop the old 8 hour charge and make the all day charge £6.00. Current charges only apply on Saturdays; proposed charges would apply Mon-Sat 8am to 6pm as demand from most residents considered to be between 6pm and 8am.																								
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																							
<table border="1"> <caption>Questionnaire Response Data for Kennet Place</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>45%</td> </tr> <tr> <td>I have no opinion</td> <td>40%</td> </tr> <tr> <td>I would recommend a different option</td> <td>15%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	45%	I have no opinion	40%	I would recommend a different option	15%	<table border="1"> <caption>Responses for Different Options</caption> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>3</td> </tr> <tr> <td>FREE PARKING</td> <td>2</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>8</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>17</td> </tr> <tr> <td>LONGER STAYS AT HIGHER RATE</td> <td>1</td> </tr> <tr> <td>INCREASE CAR PARKING CAPACITY</td> <td>2</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	3	FREE PARKING	2	DECREASE CHARGES	8	KEEP CHARGES AS THEY ARE	17	LONGER STAYS AT HIGHER RATE	1	INCREASE CAR PARKING CAPACITY	2	<ul style="list-style-type: none"> <li>• Implement a different pricing structure</li> <li>• Offer car park to Marlborough Town Council</li> <li>• Remain as a permit holders only car park</li> </ul>	
Response Category	Percentage																								
This is my preferred option	45%																								
I have no opinion	40%																								
I would recommend a different option	15%																								
Option	Number of Responses																								
FIRST HOUR FREE	3																								
FREE PARKING	2																								
DECREASE CHARGES	8																								
KEEP CHARGES AS THEY ARE	17																								
LONGER STAYS AT HIGHER RATE	1																								
INCREASE CAR PARKING CAPACITY	2																								



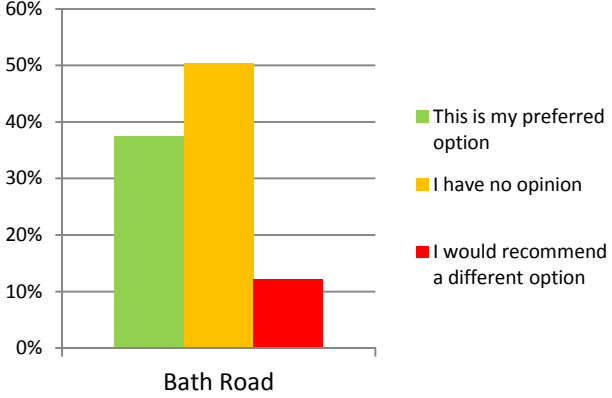
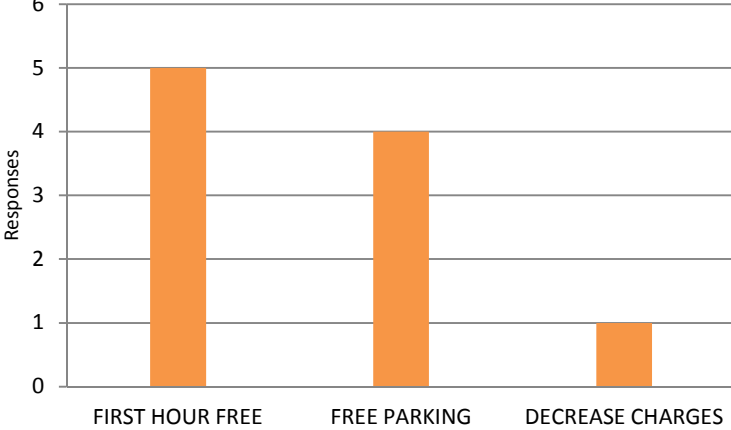
Car Park (Spaces)	Question		
Polly Gardens (51)	The car park at Polly Gardens is currently designated Long stay. The Council proposes to change this to Short stay to reflect its central location. However, in order to help manage demand the Council proposes to increase the first hour charge from £0.55 to £0.60 and the second hour charge from £1.30 to £1.40. The 3 hour charge would remain unchanged but the 4,5,8 hour and all day charges would be dropped making the maximum stay 3 hours. Negotiations with the landowner will be needed to agree these potential changes.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p data-bbox="315 1023 472 1050">Polly Gardens</p>		<ul data-bbox="1659 564 2011 762" style="list-style-type: none"> <li>• Implement a different pricing structure</li> <li>• Offer car park to Marlborough Town Council</li> <li>• Create a long stay option that encourages workers to stop parking in residential streets</li> </ul>	

Car Park (Spaces)	Question																												
Savernake Hospital (24)	The car park at <u>Savernake Hospital</u> is currently designated Long stay. The Council proposes no change to the designation or the parking charges for this car park at this stage. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses for the site should be explored.																												
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																											
<table border="1"> <caption>Questionnaire Response Data for Savernake Hospital</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>~47%</td> </tr> <tr> <td>I have no opinion</td> <td>~33%</td> </tr> <tr> <td>I would recommend a different option</td> <td>~20%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	~47%	I have no opinion	~33%	I would recommend a different option	~20%	<table border="1"> <caption>Alternative Options Recommendation Data</caption> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>3</td> </tr> <tr> <td>FIRST 30 MINS FREE</td> <td>1</td> </tr> <tr> <td>FREE PARKING</td> <td>21</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>4</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>7</td> </tr> <tr> <td>PAY ON EXIT</td> <td>1</td> </tr> <tr> <td>RESIDENTS PARKING ZONES</td> <td>1</td> </tr> <tr> <td>NEED FOR MORE TRANSPORT PLANS...</td> <td>2</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	3	FIRST 30 MINS FREE	1	FREE PARKING	21	DECREASE CHARGES	4	KEEP CHARGES AS THEY ARE	7	PAY ON EXIT	1	RESIDENTS PARKING ZONES	1	NEED FOR MORE TRANSPORT PLANS...	2	<ul style="list-style-type: none"> <li>• Retain as a Wiltshire Council managed car park</li> <li>• Implement a different pricing structure</li> <li>• Need to remain as a car park for hospital users</li> <li>• Transfer to Marlborough Town Council</li> <li>• GWH to take over management</li> <li>• Make car park a 3 hour maximum stay</li> </ul>	
Response Category	Percentage																												
This is my preferred option	~47%																												
I have no opinion	~33%																												
I would recommend a different option	~20%																												
Option	Number of Responses																												
FIRST HOUR FREE	3																												
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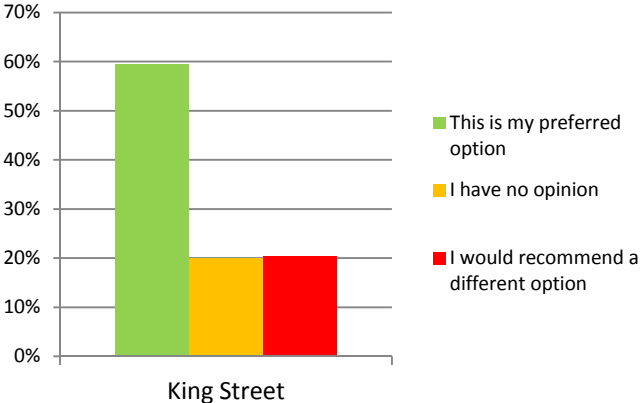
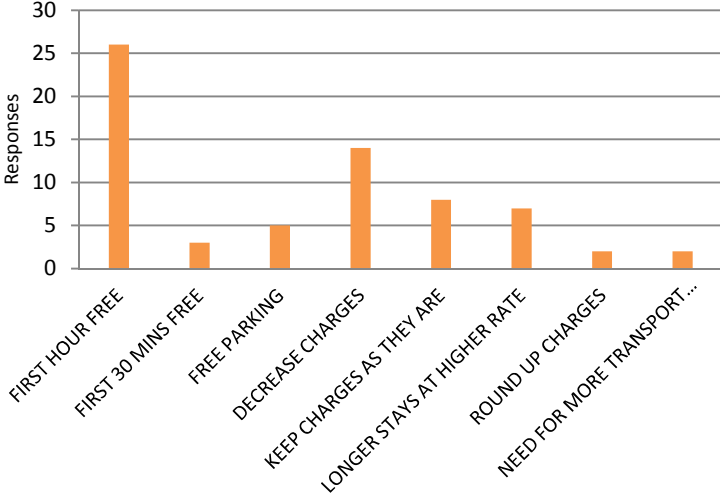
Car Park (Spaces)	Question		
High Street (118)	The <u>High Street</u> car park is currently designated on-street Short stay. The Council proposes to keep this designation with no changes to charges or time bands.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>High Street</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>FIRST 30 MINS FREE</li> <li>FREE PARKING</li> <li>DECREASE CHARGES</li> <li>KEEP CHARGES AS THEY ARE</li> <li>LONGER STAYS AT HIGHER RATE</li> <li>INCREASE CAR PARKING CAPACITY</li> <li>ROUND UP CHARGES</li> <li>NEED FOR MORE TRANSPORT ...</li> <li>NO SUNDAY PARKING FEES</li> </ul>	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Offer car park to Marlborough Town Council</li> </ul>	

Car Park (Spaces)	Question									
George Lane Coach (4)	The coach park in <u>George Lane</u> . The Council is proposing no change to its designation or charges.									
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)								
 <table border="1"> <caption>Questionnaire Response Data for George Lane (Coach)</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>~42%</td> </tr> <tr> <td>I have no opinion</td> <td>~48%</td> </tr> <tr> <td>I would recommend a different option</td> <td>~10%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	~42%	I have no opinion	~48%	I would recommend a different option	~10%	<p>N/A - too few comments received</p>	<ul style="list-style-type: none"> <li>• Increase charges for coaches</li> <li>• No charges for coaches</li> <li>• Allow coach spaces to be used by cars at off-peak times</li> </ul>
Response Category	Percentage									
This is my preferred option	~42%									
I have no opinion	~48%									
I would recommend a different option	~10%									

## Melksham

Car Park (Spaces)	Question		
Bath Road (68)	The car park in <u>Bath Road</u> is currently Long stay. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p data-bbox="163 710 772 1109">             This is my preferred option              I have no opinion              I would recommend a different option           </p>	 <p data-bbox="884 710 1612 1141">             FIRST HOUR FREE              FREE PARKING              DECREASE CHARGES           </p>	<ul data-bbox="1657 630 2049 861" style="list-style-type: none"> <li>• Retain as a Wiltshire Council managed car park</li> <li>• Sell to reduce charges in other car parks</li> <li>• Change to a coach park</li> <li>• Remain as a long stay car park</li> <li>• Change to HGV parking</li> <li>• Mixture of long and short stay</li> </ul>	

Car Park (Spaces)	Question																												
Church Street (131)	The car park at <u>Church Street</u> is currently Short stay. The Council proposes no change to the designation or the parking charges for this car park at this stage.																												
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																											
<table border="1"> <caption>Questionnaire Response Data</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>48%</td> </tr> <tr> <td>I have no opinion</td> <td>18%</td> </tr> <tr> <td>I would recommend a different option</td> <td>35%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	48%	I have no opinion	18%	I would recommend a different option	35%	<table border="1"> <caption>Alternative Parking Options Data</caption> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>62</td> </tr> <tr> <td>FIRST 30 MINS FREE</td> <td>8</td> </tr> <tr> <td>FREE PARKING</td> <td>10</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>7</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>1</td> </tr> <tr> <td>LONGER STAYS AT HIGHER RATE</td> <td>5</td> </tr> <tr> <td>RESIDENTS PARKING ZONES</td> <td>1</td> </tr> <tr> <td>NO SUNDAY PARKING FEES</td> <td>1</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	62	FIRST 30 MINS FREE	8	FREE PARKING	10	DECREASE CHARGES	7	KEEP CHARGES AS THEY ARE	1	LONGER STAYS AT HIGHER RATE	5	RESIDENTS PARKING ZONES	1	NO SUNDAY PARKING FEES	1	<ul style="list-style-type: none"> <li>• Implement a different pricing structure</li> <li>• Cheap permits for residents and businesses</li> </ul>	
Response Category	Percentage																												
This is my preferred option	48%																												
I have no opinion	18%																												
I would recommend a different option	35%																												
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RESIDENTS PARKING ZONES	1																												
NO SUNDAY PARKING FEES	1																												

Car Park (Spaces)	Question																				
King Street (84)	<p>The car park at <u>King Street</u> is currently Long stay. The Council does not propose to change this designation. The Council proposes to reduce the charges for the first 3 hours by the following to reflect its less central location. The first hour charge to reduce from £0.40 to £0.30, the second hour charge from £1.10 to £1.00 and the third hour charge from £2.00 to £1.80. The existing 4 and 5 hour charges are to remain unchanged, but the old 8 hour charge of £5.20 and the all day charge of £5.60 to be removed and replaced with one new all day charge of £5.20.</p>																				
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																			
 <p>Stacked bar chart for King Street showing questionnaire responses:</p> <ul style="list-style-type: none"> <li>This is my preferred option: 60%</li> <li>I have no opinion: 20%</li> <li>I would recommend a different option: 20%</li> </ul>	 <p>Bar chart showing recommended options for a different parking structure:</p> <table border="1"> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>26</td> </tr> <tr> <td>FIRST 30 MINS FREE</td> <td>3</td> </tr> <tr> <td>FREE PARKING</td> <td>5</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>14</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>8</td> </tr> <tr> <td>LONGER STAYS AT HIGHER RATE</td> <td>7</td> </tr> <tr> <td>ROUND UP CHARGES</td> <td>2</td> </tr> <tr> <td>NEED FOR MORE TRANSPORT...</td> <td>2</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	26	FIRST 30 MINS FREE	3	FREE PARKING	5	DECREASE CHARGES	14	KEEP CHARGES AS THEY ARE	8	LONGER STAYS AT HIGHER RATE	7	ROUND UP CHARGES	2	NEED FOR MORE TRANSPORT...	2	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Car park could become a location for the campus?</li> <li>Create a long stay option that encourages workers to stop parking in residential streets</li> </ul>	
Option	Number of Responses																				
FIRST HOUR FREE	26																				
FIRST 30 MINS FREE	3																				
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NEED FOR MORE TRANSPORT...	2																				

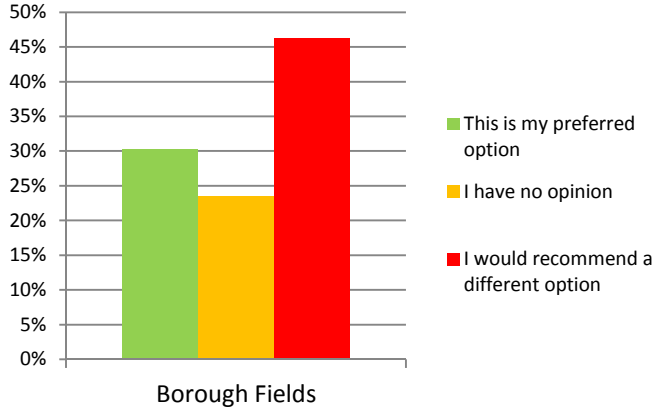
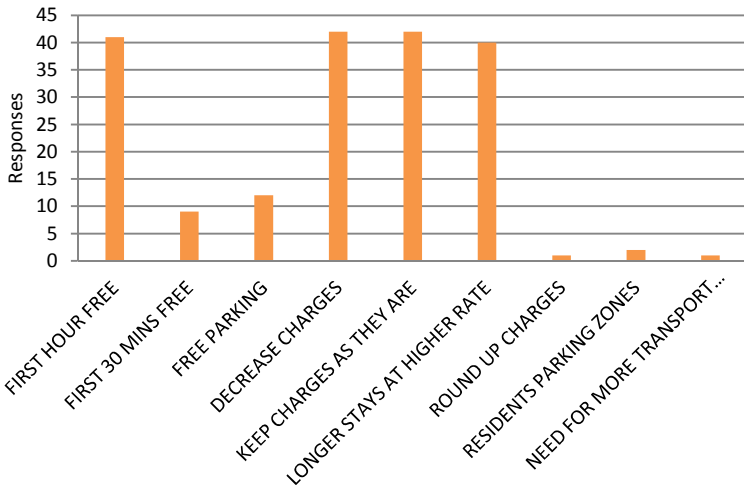
Car Park (Spaces)	Question																														
Lowbourne (66)	<p>The car park at <u>Lowbourne</u> is currently designated Long stay. The Council does not propose any changes to this designation The Council proposes to reduce the charges for the first 3 hours by the following to reflect its less central location. The first hour charge to reduce from £0.40 to £0.30, the second hour charge from £1.10 to £1.00 and the third hour charge from £2.00 to £1.80. The existing 4 and 5 hour charges are to remain unchanged, but the old 8 hour charge of £5.20 and the all day charge of £5.60 to be removed and replaced with one new all day charge of £5.20.</p>																														
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																													
<table border="1"> <caption>Questionnaire Response Data for Lowbourne</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>52%</td> </tr> <tr> <td>I have no opinion</td> <td>22%</td> </tr> <tr> <td>I would recommend a different option</td> <td>26%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	52%	I have no opinion	22%	I would recommend a different option	26%	<table border="1"> <caption>Alternative Options and Response Counts</caption> <thead> <tr> <th>Alternative Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>39</td> </tr> <tr> <td>FIRST 30 MINS FREE</td> <td>9</td> </tr> <tr> <td>FREE PARKING</td> <td>7</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>16</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>7</td> </tr> <tr> <td>LONGER STAYS AT HIGHER RATE</td> <td>5</td> </tr> <tr> <td>ROUND UP CHARGES</td> <td>1</td> </tr> <tr> <td>RESIDENTS PARKING ZONES</td> <td>1</td> </tr> <tr> <td>NO SUNDAY PARKING FEES</td> <td>1</td> </tr> </tbody> </table>	Alternative Option	Number of Responses	FIRST HOUR FREE	39	FIRST 30 MINS FREE	9	FREE PARKING	7	DECREASE CHARGES	16	KEEP CHARGES AS THEY ARE	7	LONGER STAYS AT HIGHER RATE	5	ROUND UP CHARGES	1	RESIDENTS PARKING ZONES	1	NO SUNDAY PARKING FEES	1	<ul style="list-style-type: none"> <li>• Implement a different pricing structure</li> <li>• Create a long stay option that encourages workers to stop parking in residential streets</li> <li>• Sell car park</li> </ul>	
Response Category	Percentage																														
This is my preferred option	52%																														
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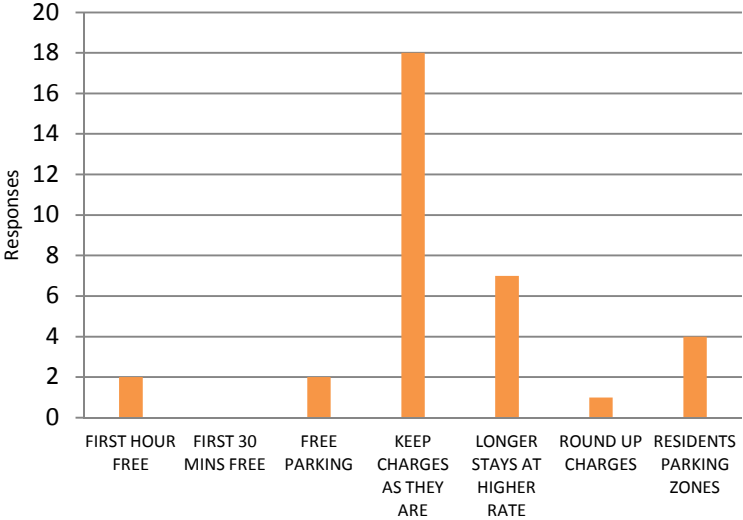


Car Park (Spaces)	Question																									
Union Street (25)	The car park at <u>Union Street</u> is currently designated Long stay. The Council proposes to change this to Long stay MiPermit only to allow it to remove the pay machine. The Council proposes to reduce the charges for the first 3 hours by the following to reflect its less central location. The first hour charge to reduce from £0.40 to £0.30, the second hour charge from £1.10 to £1.00 and the third hour charge from £2.00 to £1.80. The existing 4 and 5 hour charges are to remain unchanged, but the old 8 hour charge of £5.20 and the all day charge of £5.60 to be removed and replaced with one new all day charge of £6.00.																									
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																								
<table border="1"> <caption>Questionnaire Response Data for Union Street</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>~33%</td> </tr> <tr> <td>I have no opinion</td> <td>~43%</td> </tr> <tr> <td>I would recommend a different option</td> <td>~24%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	~33%	I have no opinion	~43%	I would recommend a different option	~24%	<table border="1"> <caption>Alternative Options Data</caption> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>17</td> </tr> <tr> <td>FIRST 30 MINS FREE</td> <td>6</td> </tr> <tr> <td>FREE PARKING</td> <td>10</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>11</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>4</td> </tr> <tr> <td>LONGER STAYS AT HIGHER RATE</td> <td>3</td> </tr> <tr> <td>RESIDENTS PARKING ZONES</td> <td>1</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	17	FIRST 30 MINS FREE	6	FREE PARKING	10	DECREASE CHARGES	11	KEEP CHARGES AS THEY ARE	4	LONGER STAYS AT HIGHER RATE	3	RESIDENTS PARKING ZONES	1	<ul style="list-style-type: none"> <li>• Implement a different pricing structure</li> <li>• Residents only parking</li> <li>• Keep the pay machine</li> <li>• Look into reducing Mi Permit transaction costs</li> </ul>
Response Category	Percentage																									
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I have no opinion	~43%																									
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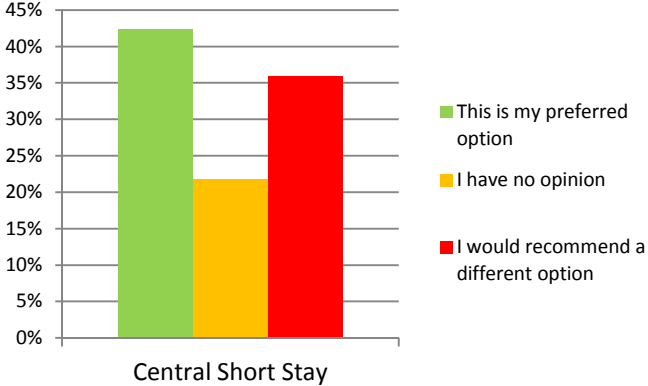
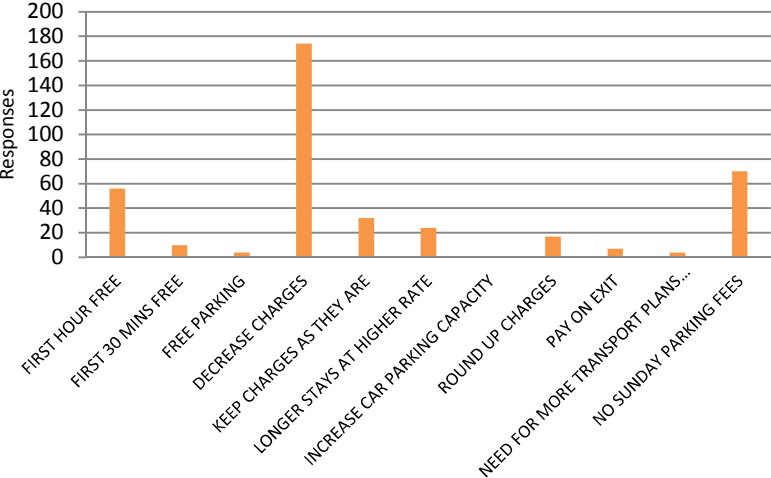
Car Park (Spaces)	Question																				
Melksham Railway Station	The car park at <u>Melksham Railway Station</u> is to be designated a facility car park. This is a new car park being delivered through Wiltshire Council's Local Sustainable Transport Fund. Wiltshire Council is developing proposals for the designation and the parking charges for this car park in association with Network Rail, First Great Western and the Trans Wilts Community Rail Partnership.																				
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																			
<table border="1"> <caption>Questionnaire Response Data</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>~43%</td> </tr> <tr> <td>I have no opinion</td> <td>~44%</td> </tr> <tr> <td>I would recommend a different option</td> <td>~13%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	~43%	I have no opinion	~44%	I would recommend a different option	~13%	<table border="1"> <caption>Recommended Different Options Data</caption> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>1</td> </tr> <tr> <td>FREE PARKING</td> <td>18</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>4</td> </tr> <tr> <td>NEED FOR MORE TRANSPORT PLANS / STRATEGIES</td> <td>2</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	1	FREE PARKING	18	DECREASE CHARGES	4	NEED FOR MORE TRANSPORT PLANS / STRATEGIES	2	<ul style="list-style-type: none"> <li>Pricing needs to be at a sensible level as to not deter the use of public transport</li> </ul>	
Response Category	Percentage																				
This is my preferred option	~43%																				
I have no opinion	~44%																				
I would recommend a different option	~13%																				
Option	Number of Responses																				
FIRST HOUR FREE	1																				
FREE PARKING	18																				
DECREASE CHARGES	4																				
NEED FOR MORE TRANSPORT PLANS / STRATEGIES	2																				

## Royal Wootton Bassett

Car Park (Spaces)	Question		
Borough Fields (255)	The car park in <u>Borough Fields</u> is currently Long stay. The Council is proposing to change its designation to a mixture of long stay (55 spaces) and short stay (200 spaces). The Council proposes that the first hour charge of £0.30 increases to £0.40. Charges for the 2 hour, 3 hour, 4 hour and 5 hour slots remain unchanged. However, the Council proposes to drop the old 8 hour charge of £5.20 and the all day charge of £5.60 and replace them with one all day charge still of £5.20.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p data-bbox="159 699 813 1109">             This is my preferred option              I have no opinion              I would recommend a different option           </p>		<ul data-bbox="1641 632 2047 799" style="list-style-type: none"> <li>• Implement a different pricing structure</li> <li>• Car park is in need of improvements</li> <li>• Do not split the car park into long and short stay</li> </ul>	

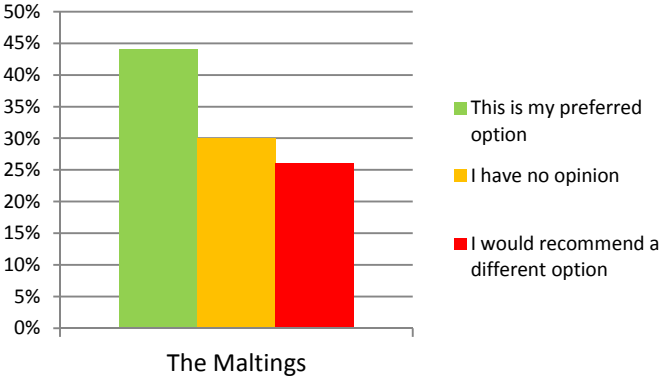
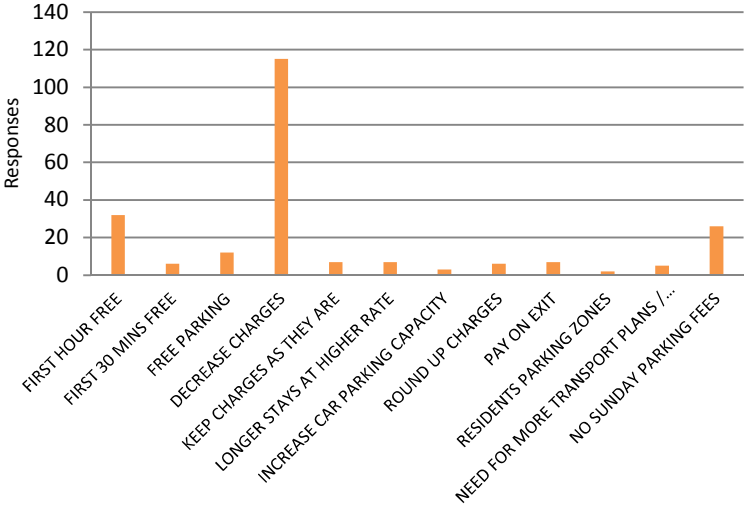
Car Park (Spaces)	Question		
Wood Street (30)	The car park at Wood Street is currently Long stay. The Council proposes to keep this designation but make it a MiPermit only car park which will allow the removal of the ticket machine. It is proposed that tariff options for the first hour, second hour and third hour would be removed. It is proposed to lower the subsequent charges as follows. The four hour charge will reduce from £2.40 to £2.20 and the five hour charge from £3.20 to £2.80. The old eight hour charge of £5.20 and all day charge of £5.60 would be dropped to be replaced by one new all day charge of £4.50. These changes are to reflect the more peripheral location of the car park.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Wood Street</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	 <p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE: 2</li> <li>FIRST 30 MINS FREE: 0</li> <li>FREE PARKING: 2</li> <li>KEEP CHARGES AS THEY ARE: 18</li> <li>LONGER STAYS AT HIGHER RATE: 7</li> <li>ROUND UP CHARGES: 1</li> <li>RESIDENTS PARKING ZONES: 4</li> </ul>	<ul style="list-style-type: none"> <li>Disabled parking needs to remain in this car park</li> <li>Unsure what Mi Permit is</li> <li>Retain ticket machines</li> <li>Implement a different pricing structure</li> <li>Location of the car park is not peripheral</li> </ul>	

## Salisbury

Car Park (Spaces)	Question		
Central Short Stay (255)	The car park in the <u>Central (short stay area)</u> is currently Short stay. The Council is proposing no change in this designation. However, it is proposing to reduce slightly the hourly rates. Charges for the first hour would reduce from £1.40 to £1.30, for the second hour from £2.50 to £2.40 and for the third hour from £4.20 to £4.00. Sunday charges at £1.70 would remain the same.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Central Short Stay</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	 <p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>FIRST 30 MINS FREE</li> <li>FREE PARKING</li> <li>DECREASE CHARGES</li> <li>KEEP CHARGES AS THEY ARE</li> <li>LONGER STAYS AT HIGHER RATE</li> <li>INCREASE CAR PARKING CAPACITY</li> <li>ROUND UP CHARGES</li> <li>PAY ON EXIT</li> <li>NEED FOR MORE TRANSPORT PLANS...</li> <li>NO SUNDAY PARKING FEES</li> </ul>	<ul style="list-style-type: none"> <li>Charges should be harmonised across Wiltshire (i.e. charges in Salisbury should be the same as in other Wiltshire towns).</li> <li>Charges should be same or very similar to main competitor towns (e.g. Southampton).</li> </ul>	

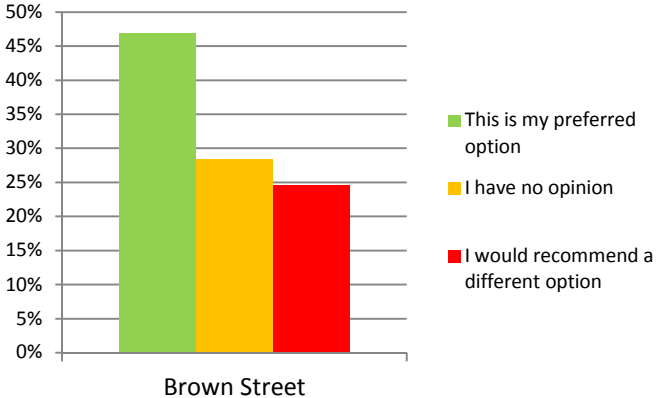
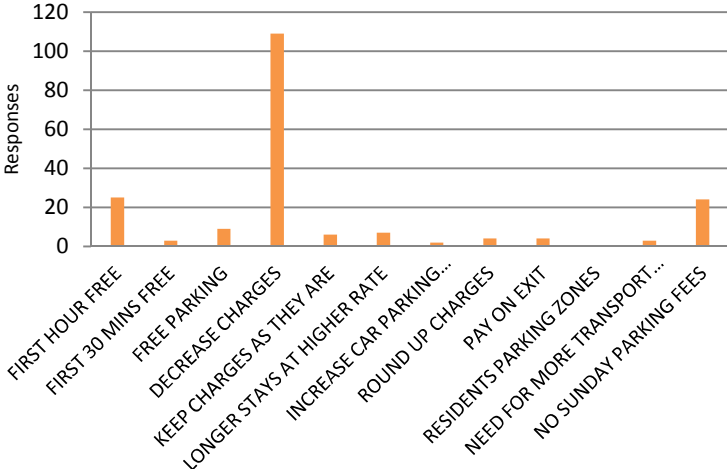
Car Park (Spaces)	Question		
Central Long Stay (753)	<p>The car park at <u>Central (long stay area)</u> is currently Long stay only. The Council having reviewed usage and local circumstances want to introduce some changes. These changes would result in a slight reduction in parking charges for stays up to 3 hours but increases for longer stays to help manage demand and encourage more use of Park and Ride and other travel arrangements. Sunday charges would remain unchanged. The proposal is to reduce the 1 hour charge from £1.40 to £1.30, the second hour charge from £2.50 to £2.40 and keep the 3 hour charge the same at £4.00. Stays over this time band would increase as follows. The 4 hour charge would increase from £4.60 to £5.00, the 5 hour charge would increase from £5.50 to £6.00 and the Day charge would increase from £7.40 to £9.00.</p>		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Impact on rail station car park must be taken into consideration as this is often full by 7.30am as P&amp;R not available in early morning or late evening for commuters.</li> <li>Charges should be harmonised across Wiltshire (i.e. charges in Salisbury should be the same as in other Wiltshire towns).</li> <li>Scrap the Park &amp; Ride services and make parking cheaper.</li> <li>As a long stay car park, short stay charges should be increased while long stay charges should be reduced.</li> <li>Increase Sunday charges to subsidise weekday rates.</li> </ul>	

Car Park (Spaces)	Question	
Millstream (42)	<p>The car park at <u>Millstream</u> is currently Long stay. The Council having reviewed usage (at peak times it is usually full) want to introduce some changes. These changes would result in a slight reduction in parking charges for stays up to 3 hours but increases for longer stays to help manage demand and encourage more use of Park and Ride and other travel arrangements. Sunday charges would remain unchanged. The proposal is to reduce the 1 hour charge from £1.40 to £1.30, the second hour charge from £2.50 to £2.40 and keep the 3 hour charge the same at £4.00. Stays over this time band would increase as follows. The 4 hour charge to increase from £4.60 to £5.00, the 5 hour charge to increase from £5.50 to £6.00 and the Day charge increase from £7.40 to £9.00. Please let us know your level of agreement with this.</p>	
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)
<p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Charges should be harmonised across Wiltshire (i.e. charges in Salisbury should be the same as in other Wiltshire towns).</li> <li>Parking is difficult for those who start early and finish late. There should be a reduced charge option for those that have to travel in and use the car parks for longer periods as the Park and Ride option is not always feasible.</li> <li>Increased charges won't encourage the use of the Park and Ride services. Extended Park and Ride operating hours are required.</li> </ul>

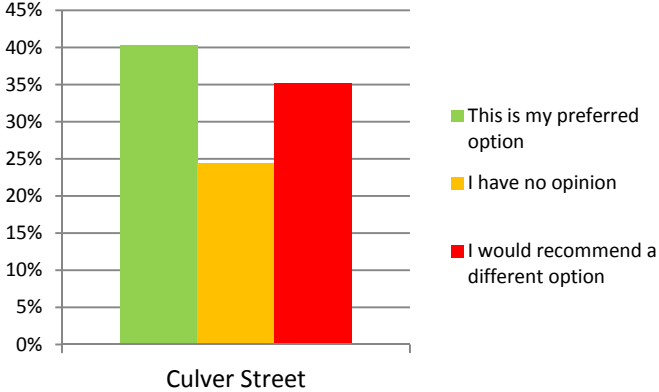
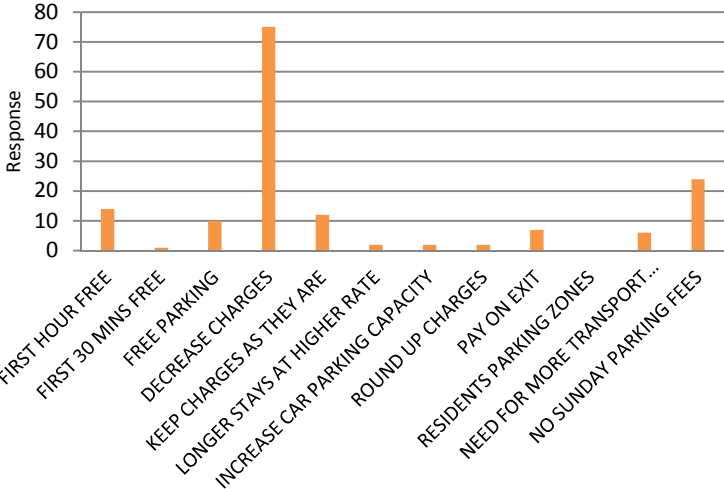
Car Park (Spaces)	Question	
The Maltings (600)	The car park at the <u>Maltings</u> is currently Short stay. The Council does not propose to change any charges or the designation of this car park.	
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)
 <p>The Maltings</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	 <p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>FIRST 30 MINS FREE</li> <li>FREE PARKING</li> <li>DECREASE CHARGES</li> <li>KEEP CHARGES AS THEY ARE</li> <li>LONGER STAYS AT HIGHER RATE</li> <li>INCREASE CAR PARKING CAPACITY</li> <li>ROUND UP CHARGES</li> <li>PAY ON EXIT</li> <li>RESIDENTS PARKING ZONES</li> <li>NEED FOR MORE TRANSPORT PLANS /...</li> <li>NO SUNDAY PARKING FEES</li> </ul>	<ul style="list-style-type: none"> <li>Charges should be harmonised across Wiltshire (i.e. charges in Salisbury should be the same as in other Wiltshire towns).</li> <li>Charges should be the same as other short stay car parks.</li> <li>Involve local businesses (e.g. redemption schemes, hour free parking, etc).</li> <li>Charges should be same or very similar to main competitor towns (e.g. Southampton).</li> </ul>



Car Park (Spaces)	Question		
Salt Lane (157)	The car park at <u>Salt Lane</u> is currently designated short stay. The Council does not propose to change any charges or to change its designation.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>Legend:</p> <ul style="list-style-type: none"> <li>DECREASE CHARGES</li> </ul>	<ul style="list-style-type: none"> <li>Charges should be harmonised across Wiltshire (i.e. charges in Salisbury should be the same as in other Wiltshire towns).</li> <li>Charges should be the same as other short stay car parks.</li> <li>Increase the maximum stay.</li> <li>Charges should be same or very similar to main competitor towns (e.g. Southampton).</li> <li>Stop Wiltshire Council staff using the car park.</li> <li>Offer free after 4pm.</li> </ul>	

Car Park (Spaces)	Question		
Brown Street (164)	The car park at <u>Brown Street</u> is currently designated Short stay The Council does not propose to change any charges or to change its designation.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p data-bbox="322 983 472 1007">Brown Street</p> <ul data-bbox="607 715 817 903" style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul data-bbox="1653 568 2011 791" style="list-style-type: none"> <li>Charges should be the same as other short stay car parks.</li> <li>Increase the maximum stay.</li> <li>Stop use as a car park and redevelop.</li> <li>Mixed view on coach parking.</li> <li>Offer free after 4pm.</li> <li></li> </ul>	

Car Park (Spaces)	Question		
College Street (71)	The car park at <u>College Street</u> is currently designated Long stay. The Council proposes to keep this a long stay car park with charges largely unchanged. However it would like to see the charge for Day parking increase from £7.40 to £9.00 to help manage demand and encourage more use of Park and Ride and other travel arrangements.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>College Street</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>• Stop the Park and Ride Services and use savings to reduce car park charges.</li> <li>• Need for a more usable and reliable Park and Ride services before increasing long stay charges.</li> <li>• Remove ability for Wiltshire Council employees to park for free.</li> <li>• Make a short stay car park.</li> <li>• Charges should be harmonised across Wiltshire (i.e. charges in Salisbury should be the same as in other Wiltshire towns).</li> </ul>	

Car Park (Spaces)	Question		
Culver Street (528)	The car park at Culver Street is currently designated Long stay. The Council proposes to change this designation by making floors 1-3 short stay with floors 4-5 remaining as long stay. Short stay charges are to be reduced to encourage usage as follows. The 1 hour charge; reduce from £1.40 to £1.00. The 2 hour charge; reduce from £2.50 to £2.00 and the 3 hour charge; reduce from £4.00 to £3.00. The charge for 4 hour stays would reduce from £4.60 to £4.00 and 5 hour stays from £5.50 to £5.00. However, Day charges currently £7.40 would increase to £9.00. Sunday charges remain unchanged.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p data-bbox="327 995 472 1023">Culver Street</p>		<ul data-bbox="1659 564 2045 927" style="list-style-type: none"> <li>• Need for a more usable and reliable Park and Ride services before increasing long stay charges.</li> <li>• Improve condition and safety of car park.</li> <li>• Stop the Park and Ride Services and use savings to reduce car park charges.</li> <li>• Charges should be harmonised across Wiltshire (i.e. charges in Salisbury should be the same as in other Wiltshire towns).</li> </ul>	

Car Park (Spaces)	Question		
Lush House (80)	The car park at <u>Lush House</u> is currently designated short stay. The Council proposes no changes to this designation but as the car park is over used at peak time's charges should increase as follows. The 1 hour charge to increase from £1.40 to £1.50, and the 2 hour charge to increase from £2.50 to £2.70. All other charges for 3 hour parking and parking on a Sunday remain unchanged. Negotiations with the landowner will be needed to agree these potential changes.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Lush House</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Increase in charges is unfair to users of the nearby medical centre.</li> <li>Need for 15/30 minute free option for doctor's surgery to pick up prescriptions, book appointments etc.</li> <li>Increase 3hr charge or make only 2hr maximum stay to improve turnover of spaces.</li> </ul>	

Car Park (Spaces)	Question		
Southampton Road (94)	The car park at <u>Southampton Road</u> is currently designated as Long stay. The Council proposes to reduce charges for most times as this is an under used car park. Charges would reduce from £1.40 to £1.00 for the first hour, £2.50 to £2.00 for the second hour, £4.00 to £3.00 for the third hour, £4.60 to £4.00 for the fourth hour, and £5.50 to £5.00 for the fifth hour. A new day charge of £9.00 would to replace the old day charge of £7.40 to encourage more use of Park and Ride and other travel arrangements. Sunday charges remain unchanged. Negotiations with the landowner will be needed to agree these potential changes.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Southampton Road</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>FIRST 30 MINS FREE</li> <li>FREE PARKING</li> <li>DECREASE CHARGES</li> <li>KEEP CHARGES AS THEY ARE</li> <li>LONGER STAYS AT HIGHER RATE</li> <li>INCREASE CAR PARKING CAPACITY</li> <li>ROUND UP CHARGES</li> <li>PAY ON EXIT</li> <li>RESIDENTS PARKING ZONES</li> <li>NEED FOR MORE TRANSPORT PLANS /...</li> <li>NO SUNDAY PARKING FEES</li> </ul>	<ul style="list-style-type: none"> <li>Charges should be harmonised across Wiltshire (i.e. charges in Salisbury should be the same as in other Wiltshire towns).</li> <li>Increase in all day charge too high - keep as is or reduce (especially given locality to college).</li> <li>Improve security in car park.</li> <li>Need for a more usable and reliable Park and Ride services before increasing long stay charges.</li> </ul>	

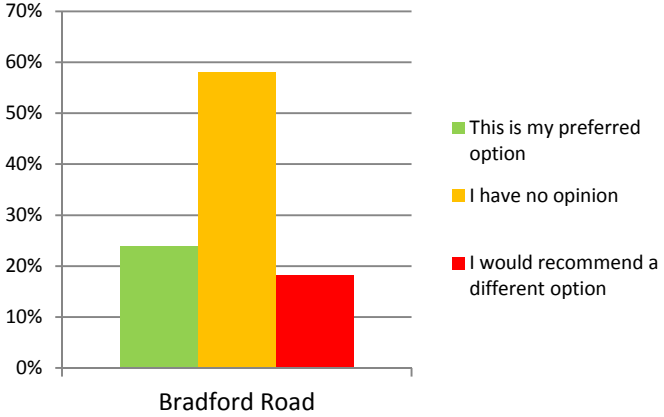
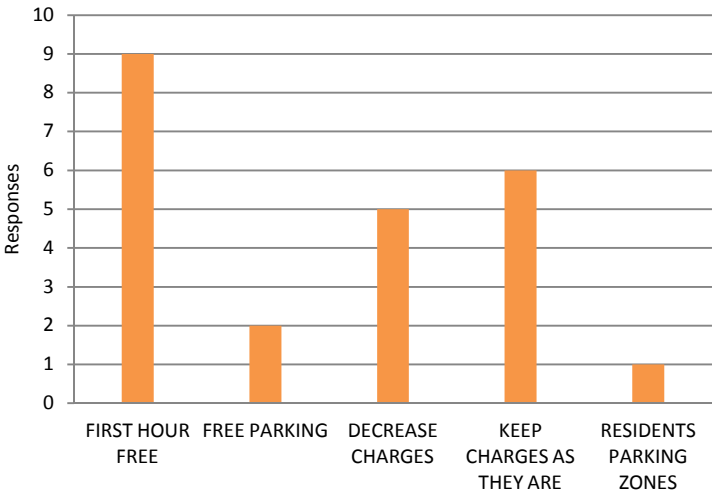
Car Park (Spaces)	Question	
Millstream Coach (23)	The <u>Mill Stream Coach Park</u> . The Council proposes no change to the designation or charges.	
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)
<p>Millstream Coach</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>FIRST 30 MINS FREE</li> <li>FREE PARKING</li> <li>DECREASE CHARGES</li> <li>KEEP CHARGES AS THEY ARE</li> <li>LONGER STAYS AT HIGHER RATE</li> <li>INCREASE CAR PARKING CAPACITY</li> <li>ROUND UP CHARGES</li> <li>PAY ON EXIT</li> <li>RESIDENTS PARKING ZONES</li> <li>NEED FOR MORE TRANSPORT PLANS /...</li> <li>NO SUNDAY PARKING FEES</li> </ul>	<ul style="list-style-type: none"> <li>Increase charges as coaches cause pollution and noise.</li> <li>Redevelop site as currently underused and move coach parking to Brown Street.</li> <li>Retain as a coach park as tourism is essential to Salisbury.</li> <li>Make only coach park in Salisbury.</li> </ul>

Car Park (Spaces)	Question		
New Canal Coach Park (8)	The <u>New Canal Coach Park</u> . The Council proposes no change to the designation or charges.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p data-bbox="300 1007 488 1031">New Canal Coach</p> <ul data-bbox="600 751 813 935" style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul data-bbox="1659 568 2051 647" style="list-style-type: none"> <li>Retain as a coach park.</li> <li>Require coaches to park on edge of city or in Park and Ride sites.</li> </ul>	

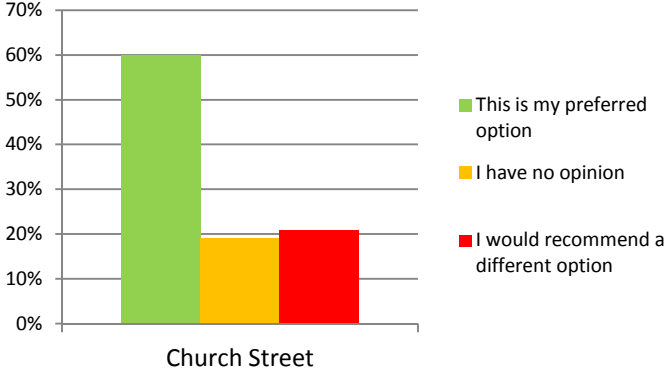
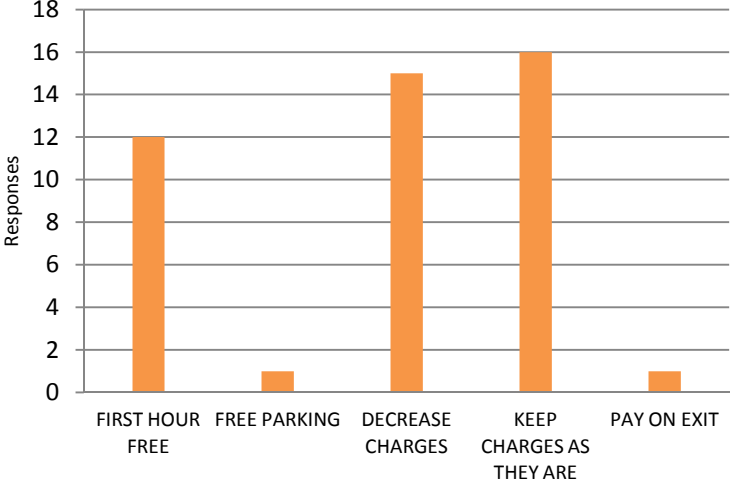


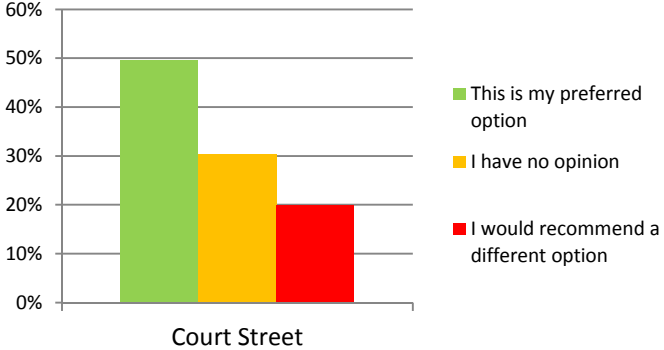
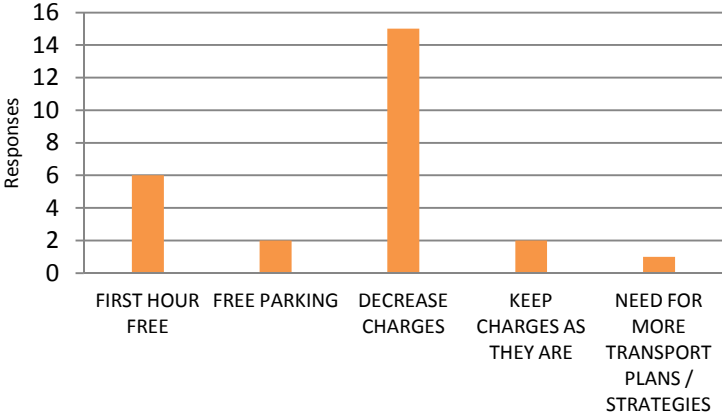
Car Park (Spaces)	Question		
On-street	The <u>On Street parking</u> charges are currently £0.20 for 15 minutes, £0.60 for 30 minutes, £1.10 for 45 minutes and £1.60 for 60 minutes. The Council proposes to change the charges to £0.80 for 30 minutes and £1.50 for 60 minutes. The 15 minute and 45 minute options would be removed as they are relatively little used and 15 minute intervals are difficult to enforce. Sunday charging would remain the same.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Retain 15 mins time period as very useful.</li> <li>Free parking for limited period e.g. 15 mins.</li> <li></li> </ul>	

## Trowbridge

Car Park (Spaces)	Question		
Bradford Road (24)	The car park in <u>Bradford Road</u> is currently Short stay. The Council proposes no change to the designation or charges at this stage. However, after reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Bradford Road</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	 <p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>FREE PARKING</li> <li>DECREASE CHARGES</li> <li>KEEP CHARGES AS THEY ARE</li> <li>RESIDENTS PARKING ZONES</li> </ul>	<ul style="list-style-type: none"> <li>Retain as a Wiltshire Council managed car park</li> <li>Give the car park to Holy Trinity Church</li> <li>Residents parking only</li> <li>Car park is used by visitors to Bradford Road Medical Centre</li> <li>Maybe needed when Bowyers is redeveloped</li> <li>Long stay parking only</li> <li>Implement a different pricing structure</li> </ul>	

Car Park (Spaces)	Question																				
Broad Street (35)	The car park at <u>Broad Street</u> is currently Long stay. The Council proposes no change to this designation. Due to relatively low usage and its peripheral location the Council proposes to lower the charges for parking as follows. The first hour charge to reduce from £0.80 to £0.70, the second hour charge to reduce from £1.30 to £1.20 and the third hour charge reduce from £2.60 to £2.50. The four and five hour charge would remain unchanged but the Council proposes to drop the old 8 hour charge of £5.40 and the all day charge of £5.90 and replace it with one new all day charge of £5.40.																				
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																			
<table border="1"> <caption>Questionnaire Response Data</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>47%</td> </tr> <tr> <td>I have no opinion</td> <td>37%</td> </tr> <tr> <td>I would recommend a different option</td> <td>16%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	47%	I have no opinion	37%	I would recommend a different option	16%	<table border="1"> <caption>Recommended Different Options Data</caption> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>6</td> </tr> <tr> <td>FREE PARKING</td> <td>1</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>16</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>3</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	6	FREE PARKING	1	DECREASE CHARGES	16	KEEP CHARGES AS THEY ARE	3	<ul style="list-style-type: none"> <li>• Implement a different pricing structure</li> <li>• Small reductions will not change usage</li> <li>• Transfer to the Town Council</li> </ul>	
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Car Park (Spaces)	Question		
Church Street (36)	The car park at <u>Church Street</u> is currently designated Short stay. The Council proposes no change to this designation. The Council proposes to change the old one hour maximum charge currently £1.00 with a new charge of £0.80 for one hour and £1.30 for two hours.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Church Street</p> <ul style="list-style-type: none"> <li><span style="color: green;">■</span> This is my preferred option</li> <li><span style="color: yellow;">■</span> I have no opinion</li> <li><span style="color: red;">■</span> I would recommend a different option</li> </ul>	 <p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE: 12</li> <li>FREE PARKING: 1</li> <li>DECREASE CHARGES: 15</li> <li>KEEP CHARGES AS THEY ARE: 16</li> <li>PAY ON EXIT: 1</li> </ul>	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Small reductions will not change usage</li> <li>Transfer to the Town Council</li> </ul>	

Car Park (Spaces)	Question		
Court Street (78)	<p>The car park at <u>Court Street</u> is currently designated Long stay. The Council proposes no change to the designation. Due to relatively low usage levels and the peripheral nature of the car park the Council proposes to reduce some charges as follows. The first hour charge would reduce from £0.80 to £0.70, the second hour charge from £1.30 to £1.20 and the three hour charge from £2.60 to £2.50. The four and five hour charges would remain unchanged. The Council also proposes to remove the old 8 hour charge of £5.40 and the all day charge of £5.90 and replace them with a new all day charge of £5.40.</p>		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Small reductions will not change usage</li> <li>Change to a facility car park for County Hall.</li> <li>Transfer to Town Council</li> </ul>	

Car Park (Spaces)	Question		
Lovemead (165)	<p>The car park at <u>Lovemead</u> is currently Long stay. The Council proposes no change to this designation. Due to relatively low usage levels and the peripheral nature of the car park the Council proposes to reduce some charges as follows. The first hour charge would reduce from £0.80 to £0.70, the second hour charge from £1.30 to £1.20 and the three hour charge from £2.60 to £2.50. The four and five hour charges would remain unchanged. The Council also proposes to remove the old 8 hour charge of £5.40 and the all day charge of £5.90 and replace them with a new all day charge of £5.00.</p>		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Small reductions will not change usage</li> <li>Transfer to Town Council</li> </ul>	

Car Park (Spaces)	Question		
St Stephens Place (446)	The car park at <u>St Stephens Place</u> is currently a mixture of Short stay and Long stay. The Council does not propose to change this designation at this stage. However, as the car park is in much need of refurbishment, the Council suggests that charging could be introduced to fund much needed improvements to the site.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>St Stephens Place</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>FIRST HOUR FREE    KEEP CHARGES AS THEY ARE    LONGER STAYS AT HIGHER RATE    INCREASE CAR PARKING CAPACITY    PAY ON EXIT</p>	<ul style="list-style-type: none"> <li>• Transfer to Town Council</li> <li>• Refurbish the car park using other budgets instead of charging</li> <li>• Car park has a covenant</li> <li>• Ask nearby businesses that benefit to fund improvements</li> <li>• Introducing charging would increase parking on residential streets</li> </ul>	

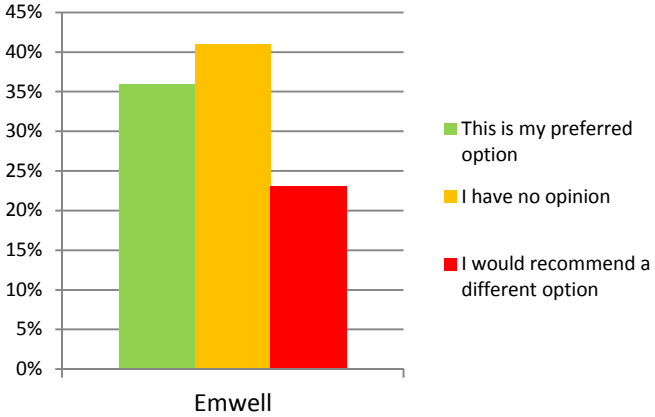
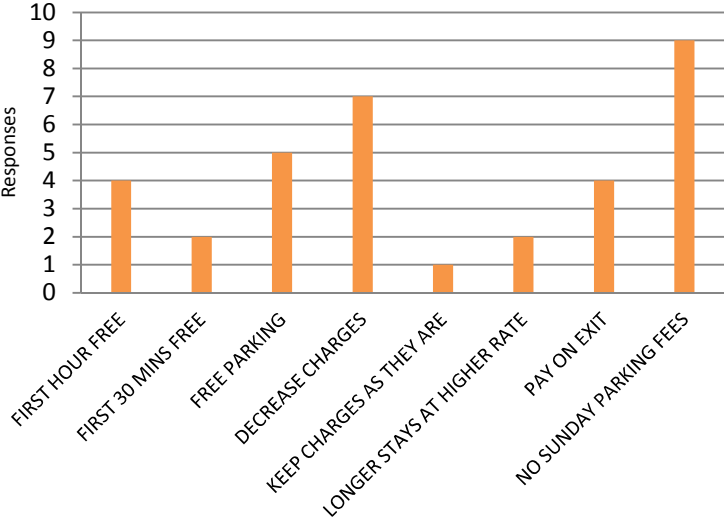
Car Park (Spaces)	Question																				
Southwick Country Park (35)	<p><u>Southwick Country Park</u>. The Council proposes no change to the designation or parking charges at this stage. However, after reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.</p>																				
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																			
<table border="1"> <caption>Questionnaire Response Data</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>48%</td> </tr> <tr> <td>I have no opinion</td> <td>38%</td> </tr> <tr> <td>I would recommend a different option</td> <td>15%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	48%	I have no opinion	38%	I would recommend a different option	15%	<table border="1"> <caption>Responses for Different Options</caption> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FREE PARKING</td> <td>2</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>22</td> </tr> <tr> <td>INCREASE CAR PARKING CAPACITY</td> <td>1</td> </tr> <tr> <td>NO SUNDAY PARKING FEES</td> <td>1</td> </tr> </tbody> </table>	Option	Number of Responses	FREE PARKING	2	KEEP CHARGES AS THEY ARE	22	INCREASE CAR PARKING CAPACITY	1	NO SUNDAY PARKING FEES	1	<ul style="list-style-type: none"> <li>• Retain as a Wiltshire Council managed free car park</li> <li>• Implement a different pricing structure</li> </ul>	
Response Category	Percentage																				
This is my preferred option	48%																				
I have no opinion	38%																				
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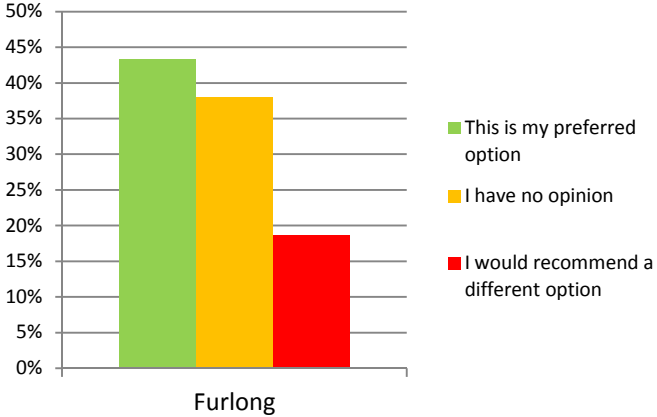
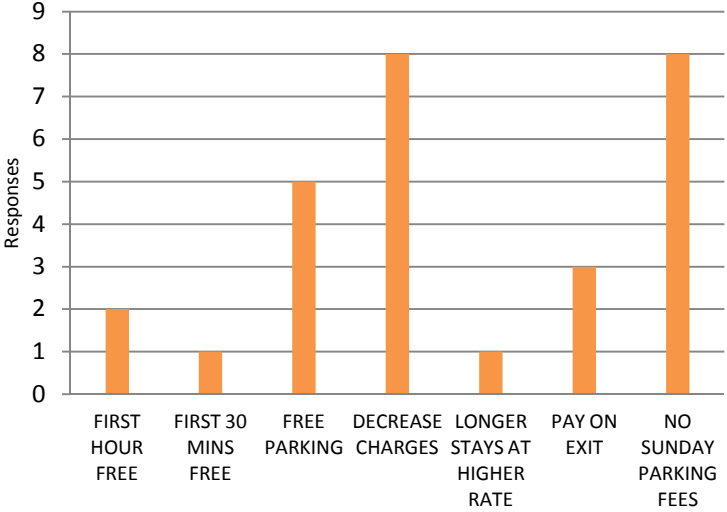


**Warminster**

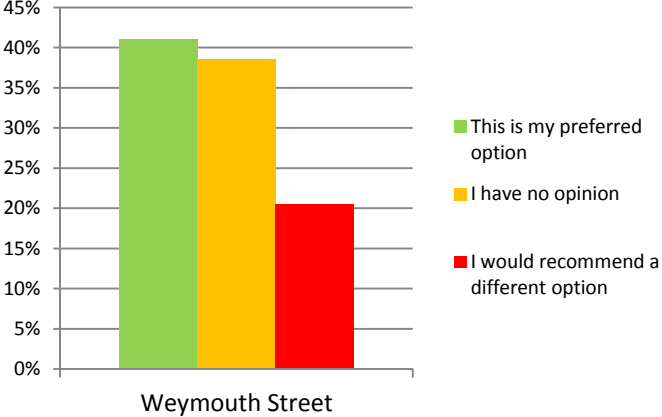
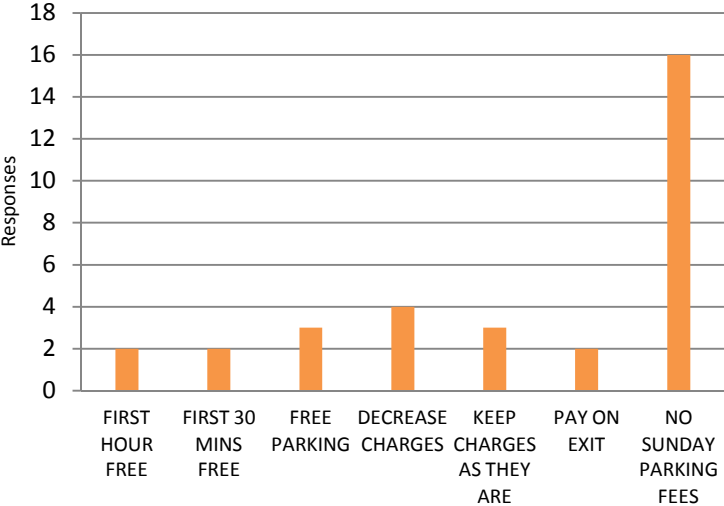
Car Park (Spaces)	Question		
Central (191)	The <u>Central car park</u> is currently Long stay. The Council proposes no change to this designation. The Council proposes to keep the first hour charge as it is now but to reduce the second hour charge from £1.10 to £1.00 and the third hour charge from £2.00 to £1.80. The four hour and five hour charges would also remain unchanged. The Council also proposes to remove the old 8 hour charge of £5.20 and the all day charge of £5.60 and replace these with a new all day charge of £5.00.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>50% 45% 40% 35% 30% 25% 20% 15% 10% 5% 0%</p> <p>Central</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>Responses</p> <p>16 14 12 10 8 6 4 2 0</p> <p>FIRST HOUR FREE FIRST 30 MINS FREE FREE PARKING DECREASE CHARGES KEEP CHARGES AS THEY ARE LONGER STAYS AT HIGHER RATE ROUND UP CHARGES NEED FOR MORE TRANSPORT... NO SUNDAY PARKING FEES</p>	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Small reductions will not change usage</li> <li>Make car park short stay only</li> </ul>	

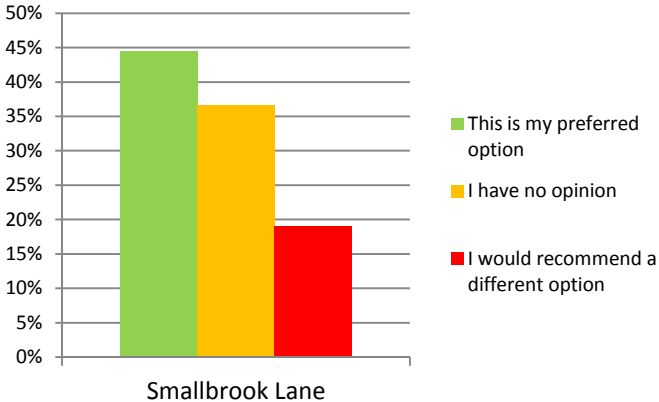
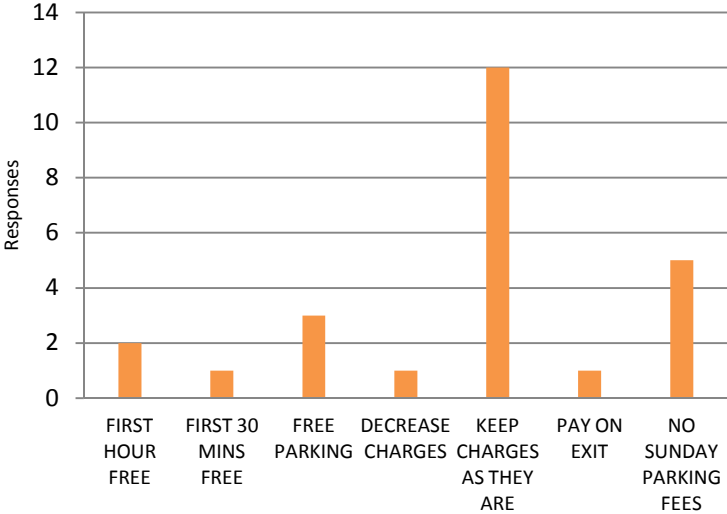
Car Park (Spaces)	Question	
Chinns (41)	The car park at <u>Chinns</u> is currently Short stay. The Council proposes no change to this designation or any change to charges.	
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)
<p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> </ul>

Car Park (Spaces)	Question		
Emwell (17)	The car park at <u>Emwell</u> is currently designated Long stay. Usage is currently very low. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Legend:</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul style="list-style-type: none"> <li>Retain as a Wiltshire Council managed car park</li> <li>Residents parking only</li> <li>Make car park short stay only</li> <li>Give to the Minster School</li> <li>Removing car park could endanger school children at pick up and drop off times</li> </ul>	

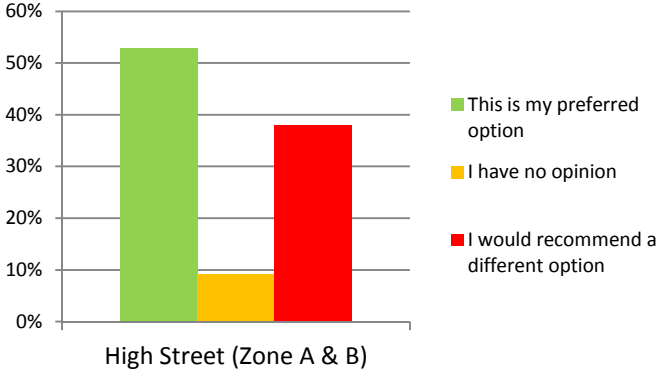
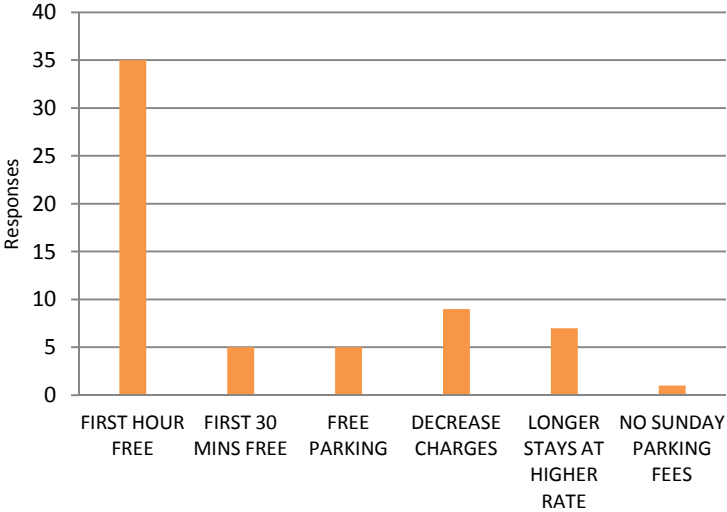
Car Park (Spaces)	Question		
Furlong (10)	The car park at <u>Furlong</u> is currently designated Long stay. Usage is currently very low. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p data-bbox="353 1026 439 1050">Furlong</p> <ul data-bbox="607 754 817 938" style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	 <ul data-bbox="974 1058 1608 1157" style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>FIRST 30 MINS FREE</li> <li>FREE PARKING</li> <li>DECREASE CHARGES</li> <li>LONGER STAYS AT HIGHER RATE</li> <li>PAY ON EXIT</li> <li>NO SUNDAY PARKING FEES</li> </ul>	<ul data-bbox="1659 568 2004 735" style="list-style-type: none"> <li>Retain as a Wiltshire Council managed car park</li> <li>Residents parking only</li> <li>Permit holders only</li> <li>Improve signage to increase awareness of the car park</li> </ul>	

Car Park (Spaces)	Question																												
Western (160)	The Western car park is currently Long stay. The Council proposes no change to this designation but as usage is low proposes to reduce charges as follows. The one hour charge to reduce from £0.40 to £0.30, the second hour charge from £1.10 to £0.80, the third hour charge from £2.00 to £1.50, the four hour charge from £2.40 to £2.00 and the five hour charge from £3.20 to £3.00. The old 8 hour charge of £5.20 and the all day charge of £5.60 to be replaced by one new all day charge of £4.50.																												
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																											
<table border="1"> <caption>Questionnaire Response Data</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>60%</td> </tr> <tr> <td>I have no opinion</td> <td>23%</td> </tr> <tr> <td>I would recommend a different option</td> <td>17%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	60%	I have no opinion	23%	I would recommend a different option	17%	<table border="1"> <caption>Alternative Options Data</caption> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>4</td> </tr> <tr> <td>FIRST 30 MINS FREE</td> <td>2</td> </tr> <tr> <td>FREE PARKING</td> <td>6</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>10</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>2</td> </tr> <tr> <td>LONGER STAYS AT HIGHER RATE</td> <td>1</td> </tr> <tr> <td>RESIDENTS PARKING ZONES</td> <td>1</td> </tr> <tr> <td>NO SUNDAY PARKING FEES</td> <td>8</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	4	FIRST 30 MINS FREE	2	FREE PARKING	6	DECREASE CHARGES	10	KEEP CHARGES AS THEY ARE	2	LONGER STAYS AT HIGHER RATE	1	RESIDENTS PARKING ZONES	1	NO SUNDAY PARKING FEES	8	<ul style="list-style-type: none"> <li>• Implement a different pricing structure</li> <li>• Warminster has many free car parks in the centre; therefore Council car parks will always struggle to compete.</li> <li>• Small reductions will not change usage</li> </ul>	
Response Category	Percentage																												
This is my preferred option	60%																												
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RESIDENTS PARKING ZONES	1																												
NO SUNDAY PARKING FEES	8																												

Car Park (Spaces)	Question		
Weymouth Street (19)	The car park at <u>Weymouth Street</u> is currently Short stay. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p data-bbox="300 1018 501 1046">Weymouth Street</p> <ul data-bbox="613 743 824 928" style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>		<ul data-bbox="1659 564 2063 849" style="list-style-type: none"> <li>Retain as a Wiltshire Council managed car park</li> <li>Turn into a town centre workers car park</li> <li>Implement a different pricing structure</li> <li>Improve signage to increase awareness of the car park</li> <li>Removing car park could increase parking on residential streets</li> </ul>	

Car Park (Spaces)	Question		
Smallbrook Lane (6)	The car park at <u>Smallbrook Lane</u> is currently free. Usage is currently very low. After reviewing this car park, the Council feel that alternative management models (e.g. community managed) or other uses for the site should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>Smallbrook Lane</p>		<ul style="list-style-type: none"> <li>• Retain as a Wiltshire Council managed car park</li> <li>• Residents parking only</li> <li>• Car park is essential for local medical centres</li> <li>• Could it be transferred to Wiltshire Wildlife Trust?</li> <li>• Implement a different pricing structure</li> <li>• Usage is not low</li> <li>• Improve signage to increase awareness of the car park</li> </ul>	

## Westbury

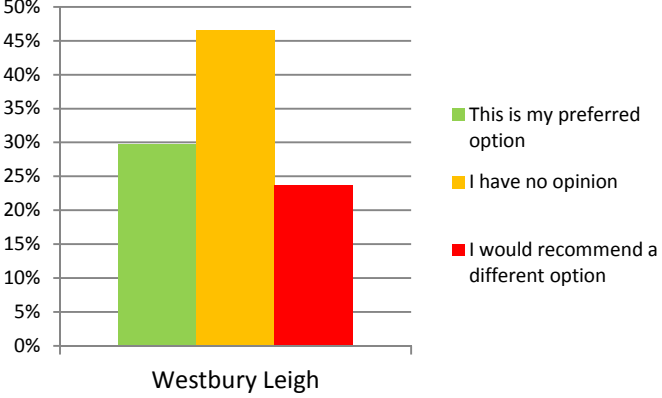
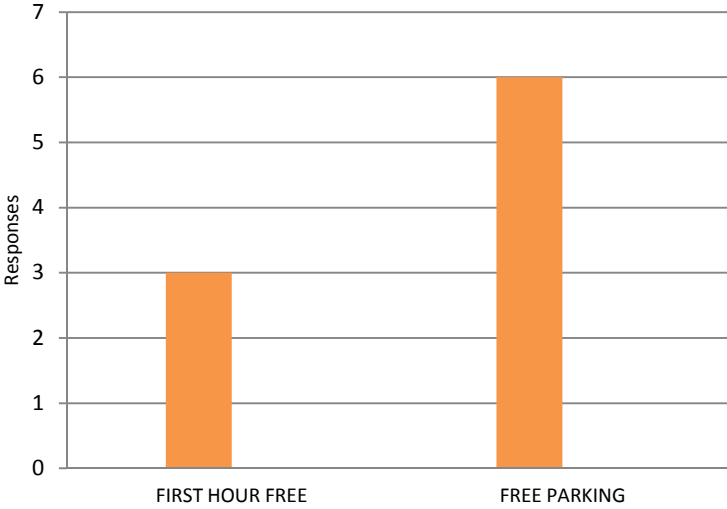
Car Park (Spaces)	Question		
High Street Zone A (77)	The car park in the <u>High Street Zone A</u> is currently short stay. The <u>High Street Zone B</u> is currently long stay. The Council is proposing to combine both zones into one car park with one charging scheme rather than the two different schemes at present. Based on combined usage figures and other local circumstances, the first hour charge would decrease to £0.30, the second hour charge reduce to £0.80, the third hour charge to £1.40, the four hour charge to £2.00 and the five hour charge to £3.00. The old 8 hour charge of £5.20 and the all day charge of £5.60 would be removed to be replaced by one new all day charge of £5.00.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>High Street (Zone A &amp; B)</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	 <p>Responses</p> <ul style="list-style-type: none"> <li>FIRST HOUR FREE</li> <li>FIRST 30 MINS FREE</li> <li>FREE PARKING</li> <li>DECREASE CHARGES</li> <li>LONGER STAYS AT HIGHER RATE</li> <li>NO SUNDAY PARKING FEES</li> </ul>	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> <li>Combine Zones</li> </ul>	



Car Park (Spaces)	Question																					
Warminster Road Zone A (51)	The car park in <u>Warminster Road Zone A</u> is currently short stay. The Council proposes to change this designation to long stay. As the car park has a very low usage the Council proposes to lower the parking charges and offer longer stays as follows. The charge for the first hour will reduce from £0.40 to £0.30, the second hour from £1.20 to £0.80, the third hour from £2.10 to £1.40. A new four hour charge of £2.00, a new five hour charge of £3.00 and a new all day charge of £5.00 are to be offered.																					
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																				
<table border="1"> <caption>Questionnaire Response Data</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>~57%</td> </tr> <tr> <td>I have no opinion</td> <td>~19%</td> </tr> <tr> <td>I would recommend a different option</td> <td>~25%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	~57%	I have no opinion	~19%	I would recommend a different option	~25%	<table border="1"> <caption>Recommended Option Responses</caption> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>14</td> </tr> <tr> <td>FIRST 30 MINS FREE</td> <td>1</td> </tr> <tr> <td>FREE PARKING</td> <td>4</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>4</td> </tr> <tr> <td>LONGER STAYS AT HIGHER RATE</td> <td>4</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	14	FIRST 30 MINS FREE	1	FREE PARKING	4	DECREASE CHARGES	4	LONGER STAYS AT HIGHER RATE	4	<ul style="list-style-type: none"> <li>Implement a different pricing structure</li> </ul>
Response Category	Percentage																					
This is my preferred option	~57%																					
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FREE PARKING	4																					
DECREASE CHARGES	4																					
LONGER STAYS AT HIGHER RATE	4																					

Car Park (Spaces)	Question																						
Warminster Road Zone B (41)	The car park in <u>Warminster Road Zone B</u> is currently long stay. Usage of this car park is very low. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.																						
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)																					
<table border="1"> <caption>Questionnaire Response Data</caption> <thead> <tr> <th>Response Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>This is my preferred option</td> <td>31%</td> </tr> <tr> <td>I have no opinion</td> <td>36%</td> </tr> <tr> <td>I would recommend a different option</td> <td>33%</td> </tr> </tbody> </table>	Response Category	Percentage	This is my preferred option	31%	I have no opinion	36%	I would recommend a different option	33%	<table border="1"> <caption>Recommended Option Responses</caption> <thead> <tr> <th>Option</th> <th>Number of Responses</th> </tr> </thead> <tbody> <tr> <td>FIRST HOUR FREE</td> <td>4</td> </tr> <tr> <td>FREE PARKING</td> <td>5</td> </tr> <tr> <td>DECREASE CHARGES</td> <td>3</td> </tr> <tr> <td>KEEP CHARGES AS THEY ARE</td> <td>1</td> </tr> <tr> <td>RESIDENTS PARKING ZONES</td> <td>1</td> </tr> </tbody> </table>	Option	Number of Responses	FIRST HOUR FREE	4	FREE PARKING	5	DECREASE CHARGES	3	KEEP CHARGES AS THEY ARE	1	RESIDENTS PARKING ZONES	1	<ul style="list-style-type: none"> <li>• Retain as a Wiltshire Council managed car park</li> <li>• Residents parking only</li> <li>• Car park is full in the evenings</li> <li>• Transfer to the Town Council</li> <li>• Low all day parking for town centre workers</li> <li>• Use as a coach park</li> <li>• Improve signage to increase awareness of the car park</li> </ul>	
Response Category	Percentage																						
This is my preferred option	31%																						
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DECREASE CHARGES	3																						
KEEP CHARGES AS THEY ARE	1																						
RESIDENTS PARKING ZONES	1																						

Car Park (Spaces)	Question		
Westfield House (34)	The car park at <u>Westfield House</u> is currently long stay. The Council does not propose to change this designation but proposes to reduce charges to reflect local circumstances as follows. The first hour charge will reduce from £0.40 to £0.30, the second hour from £1.10 to £0.80, the third hour from £2.00 to £1.40, the fourth hour from £2.40 to £2.00 and fifth hour from £3.20 to £3.00. The old 8 hour charge of £5.20 and the all day charge of £5.60 be replaced by one new all day charge of £5.00.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
<p>Westfield House</p> <ul style="list-style-type: none"> <li>This is my preferred option</li> <li>I have no opinion</li> <li>I would recommend a different option</li> </ul>	<p>Responses</p> <p>FIRST HOUR FREE    FREE PARKING    DECREASE CHARGES</p>	<ul style="list-style-type: none"> <li>Offer car park to the Town Council.</li> <li>Implement a different pricing structure</li> </ul>	

Car Park (Spaces)	Question		
Westbury Leigh (43)	The car park at <u>Westbury Leigh</u> is currently long stay. Usage of this car park is very low. After reviewing this car park, the Council feels that alternative management models (e.g. community managed) or other uses for the site should be explored.		
Questionnaire response	I would recommend a different option (categorised)	Summary of other comments received (main themes not categorised)	
 <p>■ This is my preferred option          ■ I have no opinion          ■ I would recommend a different option</p>		<ul style="list-style-type: none"> <li>• Retain as a Wiltshire Council managed car park</li> <li>• Residents parking only</li> <li>• Car park is full in the evenings</li> <li>• Loss of this car park would increase parking on residential streets</li> <li>• Transfer car park to the Town Council</li> <li>• Usage is not low</li> </ul>	

## **Appendix 8 Workshop Summaries**

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

**Meeting Summary**

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**1. Attendees**

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

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

**Amesbury area**

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

## Salisbury

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

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

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

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

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



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

### 3. Flip chart post it notes content

## Questions

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

## Concerns

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

# Ideas

## Salisbury

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

## Amesbury

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

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

## General

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

**Meeting Summary**

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**4. Attendees**

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

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

**Devizes area**

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

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

### **Marlborough**

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

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

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

### **Pewsey and Tidworth**

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



## 6. Flip chart post it notes content

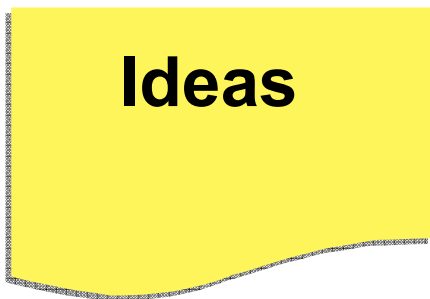
### Questions

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

### Concerns

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

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



## Marlborough

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

## Devizes

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

## General

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

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

**Meeting Summary**

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**7. Attendees**

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

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

**Calne area**

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

In the short term:

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

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

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

In the long term:

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

## **Chippenham area**

Issues where parking is a factor

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

## Concerns

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

## Ideas

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

## Questions

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

## **Corsham area**

### Concerns

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

## Ideas

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

## **Malmesbury area**

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

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



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

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

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

## 9. Flip chart post it notes content

# Questions

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

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

## Concerns

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

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

## Ideas

### Calne

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

### Chippenham

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

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

#### Corsham

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

#### Malmesbury

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

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

#### Royal Wootton Bassett

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

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

#### General

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



**Meeting Summary**

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**10. Attendees**

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

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

**Bradford on Avon area**

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

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

### **Melksham area**

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

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

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

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

### **Trowbridge area**

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

### **Warminster area**

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

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

## **Westbury area**

### Issues

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

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

#### Suggestions:

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

#### Community Asset Transfer

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

## 12. Flip chart post it notes content



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

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

## Concerns

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

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



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

## Ideas

### Bradford on Avon

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

### Melksham

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

### Trowbridge

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

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

#### Warminster

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

#### Westbury

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

#### General

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

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

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## Appendix 9 - Recommended parking charges

### Amesbury

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Central (80)	Long Stay	Long Stay	Peak: 57% Average: 39%	1hr £0.30 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£20,285	1hr £0.30 2hr £0.80 3hr £1.50 4hr £2.00 5hr £2.50 Day £4.50	1hr £0.20 2hr £0.70 3hr £1.50 4hr £2.00 5hr £2.50 Day £4.00	<p><b>Consultation proposal:</b> Cease current provision of 25% 1hr free spaces. Generally lower charges to reflect local circumstances and usage.</p> <p><b>Consultation response:</b> 29.2% This is my preferred option 10.0% I have no opinion on the above 60.8% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the current charges are damaging Amesbury and suggested that parking should be free, free for the 1st hour or the existing 25% free spaces should be retained.</p> <p>Amersbury Town Council made the following comment in relation to Central car park: <i>The Town Council recommends one hour's free parking on all spaces in the Central car park, with a maximum stay of 4 hours.</i></p> <p><b>Recommendation:</b> To better reflect many of the consultation responses the 1hr, 2hr and Day charges have been further reduced and 25% of the spaces are to be identified as free ½ hour spaces.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Church Street (41)	Long Stay	See Comments	Peak: 42% Average: 30%	1hr £0.30 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£14,654	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 29.6% This is my preferred option 36.4% I have no opinion on the above 34.0% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that Church Street should be retained as a car park even if it was community managed.</p> <p>Amersbury Town Council made the following comment in relation to Church Street car park: <i>The Town Council recommends that Wiltshire Council retains this car park, it is used for season ticket-holders' parking also. Charges for 1 – 3 hours as per Wilts recommendations, but with an all-day charge between £1.50 and £2. This is needed to ease the parking problems in residential areas.</i></p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>

## Bradford on Avon

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Barton Farm (15)	Long Stay	See Comments	Peak: 96% Average: 62%	1hr £0.40 2hr £1.20 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£11,699	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 38.9% This is my preferred option 46.3% I have no opinion on the above 14.7% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>
Bridge Street (26)	Short Stay	Short Stay	Peak: 131% Average: 97%	1hr £0.40 2hr £1.20 3hr £2.10	£22,935	1hr £0.50 2hr £1.30	1hr £0.50 2hr £1.30	<p><b>Consultation proposal:</b> Increase 1hr and 2hr charges by 10p and remove 3hr tariff option to help manage demand. Long stay permits should be transferred to Station Road Zone B to help manage demand.</p> <p><b>Consultation response:</b> 54.1% This is my preferred option 18.4% I have no opinion on the above 27.6% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
St Margarets (59)	Short Stay	Short Stay	Peak: 63% Average: 45%	1hr £0.40 2hr £1.20 3hr £2.10	£50,941	1hr £0.40 2hr £1.20 3hr £2.10	1hr £0.40 2hr £1.20 3hr £2.10	<p><b>Consultation proposal:</b> No change.</p> <p><b>Consultation response:</b> 69.1% This is my preferred option 15.5% I have no opinion on the above 15.5% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Station Road Zone A (24)	Short Stay	Short Stay	Peak: 67% Average: 43%	1hr £0.40 2hr £1.20 3hr £2.10	£114,841	1hr £0.40 2hr £1.20 3hr £2.10	1hr £0.40 2hr £1.20 3hr £2.10	<p><b>Consultation proposal:</b> No change.</p> <p><b>Consultation response:</b> 69.9% This is my preferred option 15.0% I have no opinion on the above 15.0% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
Station Road Zone B (135)	Long Stay	Long Stay	Peak: 130% Average: 100%	1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	See Zone A	1hr £0.40 2hr £1.20 3hr £2.10 4hr £2.40 5hr £3.20 Day £5.60	1hr £0.40 2hr £1.20 3hr £2.10 4hr £2.40 5hr £3.20 Day £5.60	<p><b>Consultation proposal:</b> Increase 2hr and 3hr charges to reflect Zone A and help manage demand. Remove the 8hr tariff option. Potential need to restrict overall permit allocation to help manage demand.</p> <p><b>Consultation response:</b> 57.2% This is my preferred option 14.4% I have no opinion on the above 28.4% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
Station Road – Coach (4)	Long Stay	Long Stay	N/A	3hr £4.60 Day £6.80	N/A	3hr £4.60 Day £6.80	3hr £4.60 Day £6.80	<p><b>Consultation proposal:</b> No change.</p> <p><b>Consultation response:</b> 50.0% This is my preferred option 43.2% I have no opinion on the above 6.8% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>



Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Newtown (17)	Free	See Comments	N/A	Free	N/A	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b>  38.0% This is my preferred option  42.7% I have no opinion on the above  19.3% I would recommend a different option</p> <p>Bradford on Avon Hillside Community Interest Company has asked Wiltshire Council to consider a community asset transfer for this car park.</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>
Avoncliff (16)	Facility	See Comments	N/A	Free	N/A	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation responses:</b>  38.8% This is my preferred option  45.8% I have no opinion on the above  15.3% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Budbury Place (13)	Free	See Comments	N/A	Free	N/A	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 34.4% This is my preferred option 52.9% I have no opinion on the above 12.7% I would recommend a different option</p> <p>Bradford on Avon Hillside Community Interest Company has asked Wiltshire Council to consider a community asset transfer for this car park.</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>
St Margarets Hill (9)	Permits Only	See Comments	N/A	-	N/A	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 34.1% This is my preferred option 51.8% I have no opinion on the above 12.0% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
St Margarets Street (4)	Permits Only	See Comments	N/A	-	N/A	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 34.6% This is my preferred option 51.1% I have no opinion on the above 14.4% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>

## Calne

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Church Street (77)	Long Stay	Long Stay	Peak: 30%  Average: 23%	1hr £0.30 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£11,791	1hr £0.30 2hr £0.80 3hr £1.50 4hr £2.40 5hr £3.20 Day £4.50	1hr £0.20 2hr £0.70 3hr £1.50 4hr £2.00 5hr £2.50 Day £4.00	<p><b>Consultation proposal:</b> Reduce 2hr and 3hr charges to reflect low usage. Remove 8hr charge and reduce the Day charge.</p> <p><b>Consultation response:</b> 63.0% This is my preferred option 20.8% I have no opinion on the above 16.2% I would recommend a different option</p> <p><b>Recommendation:</b> Further reduce charges to reflect low usage and workshop comments.</p>

## Chippenham

It is important to note that the Council's car park usage evidence suggests that there is a car parking capacity issue in Chippenham. While a number of changes are proposed below to help manage current demand, the capacity issue will need to be considered as part of the wider review of the Chippenham Transport Strategy which forms part of the emerging Wiltshire Core Strategy.

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Borough Parade (195)	Short Stay	Short Stay	Peak: 106% Average: 83%	1hr £1.00 2hr £1.50 3hr £3.20	£324,096	1hr £1.00 2hr £1.50	1hr £1.00 2hr £1.50	<p><b>Consultation proposal:</b> 3hr tariff option removed to help manage demand by increasing the turnover of spaces. This is considered a more realistic short-term approach to the demand/capacity issue than charging increases.</p> <p><b>Consultation response:</b> 63.8% This is my preferred option 14.4% I have no opinion on the above 21.7% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
Brakemead (22)	Long Stay	See Comments	Peak: 9% Average: 5%	2hr £1.30 4hr £2.80	£2,354	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 21.9% This is my preferred option 66.1% I have no opinion on the above 12.0% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Emery Gate - surface (79)	Short Stay	Short Stay	Peak: 123% Average: 88%	1hr £1.00 2hr £1.50	£280,928	1hr £1.10 2hr £1.60	1hr £1.10 2hr £1.60	<p><b>Consultation proposal:</b> Charges increased to help manage demand.</p> <p><b>Consultation response:</b> 29.6% This is my preferred option 24.3% I have no opinion on the above 46.1% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the first hour parking should be free, or the charges should be reduced or kept as current.</p> <p><b>Recommendation:</b> While the majority consultation response is against the suggested charging increase, peak and average usage is high. Therefore it is considered that the increase in charges is justified.</p>
Emery Gate - sub surface (263)	Short Stay	Short Stay	Peak: 92% Average: 62%	1hr £1.00 2hr £1.50 3hr £3.20		1hr £1.00 2hr £1.50 3hr £3.20	1hr £1.00 2hr £1.50 3hr £3.20	<p><b>Consultation proposal:</b> No change except to remove the provision for permit holders (to be transferred to long stay car parks). Pay on exit system to be considered for implementation.</p> <p><b>Consultation response:</b> 60.1% This is my preferred option 18.8% I have no opinion 21.2% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
Gladstone Road (38)	Short Stay	Short Stay	Peak: 104% Average: 64%	1hr £1.00 2hr £1.50 3hr £3.20	£29,395	1hr £1.00 2hr £1.50	1hr £1.00 2hr £1.50	<p><b>Consultation proposal:</b> 3hr tariff option removed to help manage demand by increasing the turnover of spaces. This is considered a more realistic short-term approach to the demand/capacity issue than charging increases.</p> <p><b>Consultation response:</b> 46.4% This is my preferred option 38.3% I have no opinion on the above 15.3% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Monkton Park – weekday (61)	Facility Car Park	Facility Car Park	Peak: 19%	1hr £3.00 2hr £6.20 3hr £9.20	£5,526	N/A	Facility Car Park	<p><b>Consultation proposal:</b> Designate as a ‘facility’ car park for priority Wiltshire Council staff, Police vehicles and Visitors only.</p> <p><b>Consultation response:</b> 31.8% This is my preferred option 41.8% I have no opinion on the above 26.4% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
Monkton Park – weekend (22)	Short Stay	Short Stay	Average: 10%	1hr £0.60 2hr £1.20 3hr £2.00		1hr £0.60 2hr £1.00 3hr £2.00	1hr £0.50 2hr £1.00 3hr £2.00	<p><b>Consultation proposal:</b> 2hr charge reduced to increase differential with other better located short stay car parks. Also, offer in car park to be better advertised locally.</p> <p><b>Consultation response:</b> 56.2% This is my preferred option 33.7% I have no opinion on the above 10.2% I would recommend a different option</p> <p><b>Recommendation:</b> Given low usage and reflecting consultation workshop comments, it is now proposed to reduce the 1hr charge to £0.50.</p>
Bath Road (233)	Long Stay	Long Stay	Peak: 130% Average: 91%	1hr £0.80 2hr £1.30 3hr £2.60 4hr £3.10 5hr £4.20 8hr £5.40 Day £5.90	£152,944	1hr £1.00 2hr £1.40 3hr £2.60 4hr £3.50 5hr £4.50 Day £7.50	1hr £1.00 2hr £1.40 3hr £2.60 4hr £3.50 5hr £4.50 Day £7.50	<p><b>Consultation proposal:</b> Charges increased to help manage demand. 8hr tariff option removed. Also, need to consider restricting number of permits allocated (currently 90) to help manage demand.</p> <p><b>Consultation response:</b> 38.8% This is my preferred option 30.3% I have no opinion on the above 30.8% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the first hour parking should be free and/or that the charges should be reduced (especially the long stay charges) and/or kept as current.</p> <p><b>Recommendation:</b> As proposed in consultation.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Sadlers Mead (165)	Long Stay	Long Stay	Peak: 153%  Average: 134%	1hr £0.80 2hr £1.30 3hr £2.60 4hr £3.10 5hr £4.20 8hr £5.40 Day £7.40	£87,468	1hr £0.80 2hr £1.30 3hr £2.70 4hr £3.60 5hr £4.70 Day £7.50	1hr £0.80 2hr £1.30 3hr £2.70 4hr £3.60 5hr £4.70 Day £7.50	<p><b>Consultation proposal:</b> Increased 3hr to Day charges to help manage demand . Remove 8hr tariff option and reduce charge period from 8am to 6pm (current charges apply to 8pm). Also, need to consider restricting number of permits allocated (currently 120) to help manage demand.</p> <p><b>Consultation response:</b> 34.9% This is my preferred option 45.5% I have no opinion on the above 19.7% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
Sadlers Mead Coach	Long Stay	Long Stay	N/A	4hr £1.80	Included in Sadlers Mead	4hr £1.80	4hr £1.80	<p><b>Consultation proposal:</b> No change.</p> <p><b>Consultation response:</b> 32.6% This is my preferred option 60.4% I have no opinion 7.0% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
Spanbourn Ave (44)	Long Stay	Long Stay	Peak: 25%  Average: 14%	1hr £0.80 2hr £1.30 3hr £2.60 4hr £3.10 5hr £4.20 8hr £5.40 Day £5.90	£8,901	1hr £0.60 2hr £0.90 3hr £1.80 4hr £2.60 5hr £3.60 Day £5.00	1hr £0.50 2hr £0.90 3hr £1.80 4hr £2.60 5hr £3.60 Day £4.50	<p><b>Consultation proposal:</b> Charges generally reduced to reflect more peripheral location. Remove 8hr tariff option.</p> <p><b>Consultation response:</b> 44.1% This is my preferred option 47.7% I have no opinion on the above 8.2% I would recommend a different option</p> <p><b>Recommendation:</b> Given low usage and reflecting consultation workshop comments, it is now proposed to further reduce the 1hr charge to £0.50 and all day charge to £4.50</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Wood Lane (67)	Long Stay	Long Stay	Peak: 163%  Average: 124%	1hr £0.80 2hr £1.30 3hr £2.60 4hr £3.10 5hr £4.20 8hr £5.40 Day £5.90	£31,856	1hr £0.80 2hr £1.30 3hr £2.60 4hr £3.10 5hr £4.20 Day £5.00	1hr £0.80 2hr £1.30 3hr £2.60 4hr £3.10 5hr £4.20 Day £5.00	<p><b>Consultation proposal:</b> Remove 8hr tariff option and reduce Day charge. Also, need to consider restricting number of permits allocated (currently 60) to help manage demand.</p> <p><b>Consultation response:</b> 53.9% This is my preferred option 39.5% I have no opinion on the above 6.6% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>



## Corsham

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
High Street (35)	Long Stay	Short Stay	Peak: 136% Average: 77%	1hr £0.30 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£29,486	1hr £0.40 2hr £1.10 3hr £2.00	1hr £0.40 2hr £1.10 3hr £2.00	<p><b>Consultation proposal:</b> Change to short stay car park to better reflect central location. Increase 1hr charge to reflect Newlands Road and help manage demand. Removal of long stay tariffs.</p> <p><b>Consultation response:</b> 39.9% This is my preferred option 18.7% I have no opinion on the above 41.4% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the first hour should be free and/or that the current charges should remain.</p> <p><b>Recommendation:</b> It is considered that in view of the car park's central location, size and usage, the charges proposed in the consultation are justified.</p>
Newlands Road (87)	Short Stay	Short Stay	Peak: 99% Average: 62%	1hr £0.40 2hr £1.10	£54,750	1hr £0.40 2hr £1.10	1hr £0.40 2hr £1.10	<p><b>Consultation proposal:</b> No change.</p> <p><b>Consultation response:</b> 44.5% This is my preferred option 17.3% I have no opinion on the above 38.2% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the first hour or 30 minutes should be free.</p> <p><b>Recommendation:</b> As proposed in consultation.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Post Office Lane (118)	Long Stay	Long Stay	Peak: 85% Average: 64%	1hr £0.30 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£27,990	1hr £0.30 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 Day £5.20	1hr £0.30 2hr £1.00 3hr £1.80 4hr £2.40 5hr £3.20 Day £4.00	<p><b>Consultation proposal:</b> Remove the 8hr tariff option and reduce the Day charge to £5.20.</p> <p><b>Consultation response:</b> 54.0% This is my preferred option 32.4% I have no opinion on the above 13.6% I would recommend a different option</p> <p><b>Recommendation:</b> 2hr and 3hr charges reduced and Day charge further reduced to reflect consultation workshop and Corsham Town Council comments.</p>

## Devizes

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Central (162)	Long Stay	Short Stay	<p>Peak: 113%</p> <p>Average: 81%</p>	<p>1hr £0.55</p> <p>2hr £1.30</p> <p>3hr £2.00</p> <p>4hr £2.50</p> <p>5hr £3.20</p> <p>8hr £5.20</p> <p>Day £6.10</p>	£174,225	<p>1hr £0.70</p> <p>2hr £1.40</p> <p>3hr £2.10</p>	<p>1hr £0.70</p> <p>2hr £1.40</p> <p>3hr £2.10</p>	<p><b>Consultation proposal:</b> Change to short stay to reflect central location and usage profile. Removal of long stay tariff options will help manage demand. Charges increased to reflect central location and to further help manage demand.</p> <p><b>Consultation response:</b>            43.3% This is my preferred option            18.4% I have no opinion on the above            38.3% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the first hour should be free or that the current charges should remain. Other respondents who supported the change to short stay nevertheless wanted the maximum to be 4 hours.</p> <p>Devizes Town Council included the following in its consultation submission:</p> <ul style="list-style-type: none"> <li>• <i>Endorse Wiltshire Council's intention to review the maximum stay in car parks central to the town</i></li> <li>• <i>Support the reduction in charges in the long stay car park in Station Road and the re-designation of other car parks to provide more choice.</i></li> </ul> <p><b>Recommendation:</b> As proposed in consultation. The majority of questionnaire respondents in both Devizes (72.3%) and Wiltshire (68.1%) agreed that short stay parking should be prioritised near town centres and long stay parking should be more on the fringes of towns (Question 1a). This principle is reflected in Policy PS2 of the Car Parking Strategy. Furthermore, the maximum short stay of 3 hours is supported by the evidence that "Two hours is generally regarded as the average duration of a shopping trip" (Re-Think: Parking on the High Street, British Parking Association and the Association of Town &amp; City Management, 2013).</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Sainsburys (122)	Long Stay	Short Stay	Peak: 87%  Average: 59%	1hr £0.55 2hr £1.30 3hr £3.30 4hr £5.30	£61,614	1hr £0.60 2hr £1.30 3hr £3.30	1hr £0.60 2hr £1.30 3hr £3.30	<p><b>Consultation proposal:</b> Change to short stay car park to better reflect usage profile and car park purpose. 1hr charge increased to £0.60 to take to next 10p increment. Remove 4hr tariff option to reflect policy position on short stay maximum time period. Council to hold discussions with 3<sup>rd</sup> party land owner over the potential changing of charges.</p> <p><b>Consultation response:</b> 61.1% This is my preferred option 14.6% I have no opinion on the above 24.4% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
Northgate (35)	Long Stay	Short Stay	Peak: 84%  Average: 48%	1hr £0.55 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 8hr £5.20 Day £6.10	£20,717	1hr £0.60 2hr £1.30 3hr £2.00	1hr £0.60 2hr £1.30 3hr £2.00	<p><b>Consultation proposal:</b> Change to short stay car park to reflect central location and usage profile. 1hr charge increased to £0.60 to take to next 10p increment.</p> <p><b>Consultation response:</b> 51.0% This is my preferred option 25.0% I have no opinion on the above 24.0% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Sheep Street (39)	Long Stay	Long Stay (MiPermit only)	Peak: 116%  Average: 76%	1hr £0.55 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 8hr £5.20 Day £6.10	£23,768	1hr £0.60 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 Day £6.00	1hr £0.60 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 Day £6.00	<p><b>Consultation proposal:</b> 1hr charge increased to £0.60 to take to next 10p increment. Remove 8hr tariff option and make Day charge £6.00. Also, make MiPermit only to help achieve operational efficiencies through the removal of the pay machine(s).</p> <p><b>Consultation response:</b> 35.7% This is my preferred option 38.3% I have no opinion on the above 26.0% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the pay machine should be kept.</p> <p><b>Recommendation:</b> As proposed in consultation. The proposal to make this car park 'MiPermit only' will be subject to a review by the Council to assess issues such as mobile signal coverage, user profiles and pay machine accessibility .</p>
Vales Lane (24)	Long Stay	Short Stay	Peak: 114%  Average: 73%	1hr £0.55 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 8hr £5.20 Day £6.10	£18,582	1hr £0.60 2hr £1.30 3hr £2.00	1hr £0.60 2hr £1.30 3hr £2.00	<p><b>Consultation proposal:</b> Change to short stay to reflect central location and usage profile. 1hr charge increased to £0.60 to take up to next 10p increment. Removal of long stay tariff options will help manage demand.</p> <p><b>Consultation response:</b> 35.4% This is my preferred option 47.5% I have no opinion on the above 17.2% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
West Central (57)	Long Stay	Short Stay	Peak: 118% Average: 91%	1hr £0.55 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 8hr £5.20 Day £6.10	£63,446	1hr £0.70 2hr £1.40 3hr £2.10 4hr £2.50 5hr £3.20 Day £6.00	1hr £0.70 2hr £1.40 3hr £2.10	<p><b>Consultation proposal:</b> Increase 1hr, 2hr and 3hr charges to help manage demand. Remove 8hr tariff option and make Day charge £6.00. Also, consider reduction to one pay machine to help achieve operational efficiencies .</p> <p><b>Consultation response:</b> 33.3% This is my preferred option 40.0% I have no opinion on the above 26.7% I would recommend a different option</p> <p>A number of comments were made by respondents who recommended a different option: the charges should remain as current; the first hour should be free; the car park status should be changed to short stay.</p> <p><b>Recommendation:</b> Change status to short stay car park to reflect consultation questionnaire and workshop comments.</p>
Couch Lane (13)	Long Stay	See Comments	Peak: 36% Average: 15%	1hr £0.55 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 8hr £5.20 Day £6.10	£2,939	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 32.1% This is my preferred option 47.3% I have no opinion on the above 20.6% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Station Road (230)	Long Stay	Short Stay / Long Stay	Peak: 42% Average: 34%	1hr £0.45 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 All Day £5.60	£52,318	1hr £0.40 2hr £1.00 3hr £1.50 4hr £2.00 5hr £2.50 Day £4.50	Short Stay: 1hr £0.30 2hr £0.80 3hr £1.50  Long Stay: 4hr £2.00 5hr £2.50 Day £4.00	<b>Consultation proposal:</b> Reduce charges to reflect more peripheral location. Remove 8hr tariff option. Includes an allocation of 51 permits.  <b>Consultation response:</b> 68.8% This is my preferred option 14.2% I have no opinion on the above 17.0% I would recommend a different option  <b>Recommendation:</b> Reflecting consultation workshop comments, the car park is to be split into short stay and long stay sections, and some charges are proposed to be further reduced given the low usage, size and peripheral location of the car park.
The Wharf (106)	Long Stay	Long Stay	Peak: 152% Average: 100%	1hr £0.55 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 8hr £5.20 Day £6.10	£47,565	1hr £0.70 2hr £1.40 3hr £2.10 4hr £2.50 5hr £3.20 Day £6.00	1hr £0.70 2hr £1.40 3hr £2.10 4hr £2.50 5hr £3.20 Day £6.00	<b>Consultation proposal:</b> Increase 1hr, 2hr and 3hr charge to help manage demand. Remove 8hr tariff option and make Day charge £6.00. Includes an allocation of 19 permits.  <b>Consultation response:</b> 48.8% This is my preferred option 24.8% I have no opinion on the above 26.3% I would recommend a different option  <b>Recommendation:</b> As proposed in consultation.
Market Place (77)	Short Stay (max stay 30 mins)	Short Stay (max stay 30 mins)	N/A	Free	N/A	Free	Free	<b>Consultation proposal:</b> Asked if charges should be introduced given location and nature of car park.  <b>Consultation response:</b> 17.7% This is my preferred option 7.7% I have no opinion on the above 74.6% I would recommend a different option  <b>Recommendation:</b> Overwhelming consultation response was to retain as a free car park.

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Castle Grounds (14)	Permits Only	See Comments	-	-	-	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b>  42.4% This is my preferred option  40.9% I have no opinion on the above  16.7% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>



## Malmesbury

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Station Road (145)	Long Stay	Long Stay	Peak: 84% Average: 69%	1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£34,401	1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 Day £5.20	1hr £0.30 2hr £1.00 3hr £2.00 4hr £2.40 5hr £3.20 Day £4.00	<p><b>Consultation proposal:</b> Remove the 8hr tariff option and reduce the Day charge to £5.20.</p> <p><b>Consultation response:</b> 54.0% This is my preferred option 20.6% I have no opinion on the above 25.4% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that there should be decreased charges in this car park.</p> <p>Submissions from Councillor Kim Power, Malmesbury Town Council and Malmesbury Town Team included that there needed to be a financial or other incentive for people to park in Station Road.</p> <p><b>Recommendation:</b> 1hr and 2hr charges reduced and Day charges reduced further to increase the differential with Cross Haynes and to better reflect peripheral location, consultation responses and workshop comments.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Cross Hayes (96)	Short stay	Short Stay	Peak: 113% Average: 76%	1hr £0.40 2hr £1.20	£117,759	1hr £0.50 2hr £1.30	1hr £0.50 2hr £1.30	<p><b>Consultation proposal:</b> Increase charges to reflect central location and help manage demand.</p> <p><b>Consultation response:</b> 38.6% This is my preferred option 15.8% I have no opinion on the above 45.7% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the first 30mins/1hr should be free or that the charges should remain as current.</p> <p>Submissions from Councillor Kim Power, Malmesbury Town Council and Malmesbury Town Team included that reduced charges should be available after 3/4pm when demand tails off.</p> <p><b>Recommendation:</b> While the majority consultation response is against the suggested charging increase, peak usage is high. Therefore it is considered that the increase in charges is justified.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Burnham Road (17)	Free	See Comments	N/A	Free	N/A	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b>  30.4% This is my preferred option  41.7% I have no opinion on the above  27.8% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that Burnham Road should be retained as a car park for use by residents and/or commuters.</p> <p>The submission from Councillor Kim Power, Malmesbury Town Council included the view that Burnham Road should remain as a public free of charge car park, managed by Wiltshire Council.</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>

## Marlborough

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
George Lane (163)	Long Stay	Long Stay	Peak: 175%  Average: 134%	1hr £0.55 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 8hr £5.20 Day £6.10	£113,144	1hr £0.60 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 Day £6.00	1hr £0.60 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 Day £6.00	<p><b>Consultation proposal:</b> Increase 1hr charge to next 10p increment, remove the 8hr tariff option and make the Day charge £6.00. Consideration should be given to restricting the allocated number of permits (currently 118 permits).</p> <p><b>Consultation response:</b> 62.7% This is my preferred option 21.8% I have no opinion on the above 15.5% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
Hilliers Yard (165)	Long Stay	Short Stay	Peak: 91%  Average: 63%	1hr £0.55 2hr £1.30 3hr £3.30 4hr £5.30 5hr £7.30 8hr £13.30 Day £17.30	£181,903	1hr £0.60 2hr £1.40 3hr £3.30	1hr £0.60 2hr £1.40 3hr £3.30	<p><b>Consultation proposal:</b> Change to short stay car park given central location. Increase 1hr charge to next 10p increment and 2hr charge to help manage demand.</p> <p><b>Consultation response:</b> 55.5% This is my preferred option 22.4% I have no opinion on the above 22.1% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that Hilliers Yard should remain as a long stay car park.</p> <p><b>Recommendation:</b> As proposed in consultation. The majority of questionnaire respondents in both Marlborough (69.6%) and Wiltshire (68.1%) agreed that short stay parking should be prioritised near town centres and long stay parking should be more on the fringes of towns (Question 1a). This principle is reflected in Policy PS2 of the Car Parking Strategy.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Hyde Lane (70)	Long Stay	Long Stay	Peak: 114% Average: 74%	1hr £0.55 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 8hr £5.20 Day £6.10	£62,353	1hr £0.60 2hr £1.40 3hr £2.00 4hr £2.50 5hr £3.20 Day £6.00	1hr £0.60 2hr £1.40 3hr £2.00 4hr £2.50 5hr £3.20 Day £6.00	<p><b>Consultation proposal:</b> Increase 1hr charge to next 10p increment and increase 2hr charge to help manage demand. Remove the 8hr tariff option and reduce the Day charge to £6.00.</p> <p><b>Consultation response:</b> 56.5% This is my preferred option 27.8% I have no opinion on the above 15.8% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
Kennet Place (41)	Long Stay	Long Stay	Peak: 73% Average: 72%	(Sat only) 1hr £0.55 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 8hr £5.20 Day £6.10	£2,255	1hr £0.60 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 Day £6.00	1hr £0.60 2hr £1.30 3hr £2.00 4hr £2.50 5hr £3.20 Day £6.00	<p><b>Consultation proposal:</b> Increase 1hr charge to next 10p increment. Remove the 8hr tariff option and make the Day charge £6.00 (current charges only applicable on Saturdays; car park used Mon-Fri for residents permits. Proposed charges would be applicable Mon-Sat as demand from most residents considered to be between 6pm and 8am).</p> <p><b>Consultation response:</b> 45.6% This is my preferred option 40.5% I have no opinion on the above 13.9% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
Polly Gardens (51)	Long Stay	Short Stay	Peak: 110% Average: 70%	1hr £0.55 2hr £1.30 3hr £3.30 4hr £5.30 5hr £7.30 8hr £13.30 Day £17.30	£17,054	1hr £0.60 2hr £1.40 3hr £3.30	1hr £0.60 2hr £1.40 3hr £3.30	<p><b>Consultation proposal:</b> Change to short stay to reflect central location and usage profile. Increase 1hr charge to next 10p increment and 2hr charge to help manage demand (Note: Council to have discussion with 3<sup>rd</sup> party land owner over the potential changing of charges).</p> <p><b>Consultation response:</b> 46.7% This is my preferred option 40.0% I have no opinion on the above 13.3% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Savernake Hospital (24)	Long Stay	See Comments	Peak: 32% Average: 15%	1hr £0.50 2hr £1.20 3hr £1.70 4hr £2.20 5hr £2.70 6hr £3.20 7hr £3.70 8hr £4.20 9hr £4.70	N/A	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord. (The car park itself is in the ownership of Great Western Hospitals NHS Foundation Trust).</p> <p><b>Consultation response:</b> 46.6% This is my preferred option 32.9% I have no opinion on the above 20.4% I would recommend a different option</p> <p>In its consultation submission, the Great Western Hospitals NHS Foundation Trust confirmed that it has no plans to dispose of or reduce car parking capacity at Savernake Hospital, and would be happy to work the Council to review options for its future management.</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
High Street (118)	Short Stay	Short Stay	Peak: 77% Average: 61%	1hr £0.80 2hr £1.90	£188,505	1hr £0.80 2hr £1.90	½hr £0.50 1hr £0.80 2hr £1.90	<p><b>Consultation proposal:</b> No change.</p> <p><b>Consultation response:</b> 80.8% This is my preferred option 5.7% I have no opinion on the above 13.5% I would recommend a different option</p> <p>A number of the respondents who recommended a different option argued that there should be shorter time periods available.</p> <p><b>Recommendation:</b> As proposed in consultation with the addition of a ½hr stay option which better reflects the purpose of on-street parking facilities in town centres (i.e. to provide easily accessible very short and short term parking).</p>
George Lane Coach (4)	Long Stay	Long Stay	N/A	1hr £2.20 2hr £4.20 3hr £6.60 4hr £8.80 5hr £11.00 6hr £13.20 7hr £15.40 8hr £17.60 9hr £19.80 10hr £22.00	N/A	1hr £2.20 2hr £4.20 3hr £6.60 4hr £8.80 5hr £11.00 6hr £13.20 7hr £15.40 8hr £17.60 9hr £19.80 10hr £22.00	1hr £2.20 2hr £4.20 3hr £6.60 4hr £8.80 5hr £11.00 6hr £13.20 7hr £15.40 8hr £17.60 9hr £19.80 10hr £22.00	<p><b>Consultation proposal:</b> No change.</p> <p><b>Consultation response:</b> 41.8% This is my preferred option 48.1% I have no opinion on the above 10.1% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>

## Melksham

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Bath Road (68)	Long Stay	See Comments	Peak: 13% Average: 10%	1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£3,566	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 37.5% This is my preferred option 50.4% I have no opinion on the above 12.1% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>
Church Street (131)	Short Stay	Short Stay	Peak: 98% Average: 53%	1hr £0.40 2hr £1.20 3hr £2.10	£65,120	1hr £0.40 2hr £1.20 3hr £2.10	1hr £0.40 2hr £1.20 3hr £2.10	<p><b>Consultation proposal:</b> No change (anticipated that reduced charges in King Street and Lowbourne car parks will lead to some transfer of stays so helping to manage demand in Church Street).</p> <p><b>Consultation response:</b> 48.0% This is my preferred option 17.3% I have no opinion on the above 34.7% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the first hour parking should be free.</p> <p><b>Recommendation:</b> As proposed in consultation.</p>



Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
King Street (84)	Long Stay	Long Stay	Peak: 67% Average: 60%	1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£20,318	1hr £0.30 2hr £1.00 3hr £1.80 4hr £2.40 5hr £3.20 Day £5.20	1hr £0.30 2hr £1.00 3hr £1.80 4hr £2.40 5hr £3.20 Day £4.50	<p><b>Consultation proposal:</b> 1hr, 2hr and 3hr charges reduced to reflect less central location compared with Church Street. Remove 8hr tariff option and reduce Day charge.</p> <p><b>Consultation response:</b> 59.4% This is my preferred option 20.1% I have no opinion on the above 20.5% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation with the Day charge further reduced to £4.50 to reflect consultation workshop comments.</p>
Lowbourne (66)	Long Stay	Long Stay	Peak: 48% Average: 30%	1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£18,065	1hr £0.30 2hr £1.00 3hr £1.80 4hr £2.40 5hr £3.20 Day £5.20	1hr £0.30 2hr £1.00 3hr £1.80 4hr £2.40 5hr £3.20 Day £4.50	<p><b>Consultation proposal:</b> 1hr, 2hr and 3hr charges reduced to reflect less central location compared with Church Street. Remove 8hr tariff option and reduce Day charge. Signing on approaches to car park to be reviewed.</p> <p><b>Consultation response:</b> 52.0% This is my preferred option 22.4% I have no opinion on the above 25.6% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation with the Day charge further reduced to £4.50 to reflect consultation workshop comments.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Union Street (25)	Long Stay	Long Stay (MiPermit only)	Peak: 108% Average: 96%	1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£4,714	1hr £0.30 2hr £1.00 3hr £1.80 4hr £2.40 5hr £3.20 Day £6.00	1hr £0.30 2hr £1.00 3hr £1.80 4hr £2.40 5hr £3.20 Day £6.00	<p><b>Consultation proposal:</b> 1hr, 2hr and 3hr charges reduced to reflect less central location compared with Church Street. Remove 8hr tariff option and increase Day charge to help manage demand. Make MiPermit only to help achieve operational efficiencies through the removal of the pay machine(s). Need to consider restricting/transferring number of permits allocated (currently 19) to help manage demand.</p> <p><b>Consultation response:</b> 33.1% This is my preferred option 42.6% I have no opinion on the above 24.3% I would recommend a different option</p> <p>A number of the respondents who recommended a different option argued that a cash machine option should be retained.</p> <p><b>Recommendation:</b> As proposed in consultation. The proposal to make this car park 'MiPermit only' will be subject to a review by the Council to assess issues such as mobile signal coverage, user profiles and pay machine accessibility .</p>
Melksham Railway Station	N/A	Facility car park	N/A	N/A	N/A	Facility car park	Facility car park	<p><b>Consultation proposal:</b> Designate as a 'Facility' car park (a new car park at Melksham Railway Station delivered through Wiltshire Council's Local Sustainable Transport Fund project). Operating framework to be determined in liaison with Network Rail, First Great Western and Trans Wilts Community Rail Partnership.</p> <p><b>Consultation response:</b> 43.1% This is my preferred option 44.2% I have no opinion on the above 12.7% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>

## Royal Wootton Bassett

Car Park (Spaces)	Current Status	Proposed Status	Peak Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Borough Fields (255)	Long Stay	Long Stay	Peak: 116% Average: 78%	1hr £0.30 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£118,972	Short stay: 1hr £0.40 2hr £1.10 3hr £2.00  Long stay: 1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 Day £5.20	1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 Day £5.20	<p><b>Consultation proposal:</b> Increase 1hr charge to help manage demand. Remove 8hr tariff option and reduce Day charge to £5.20. Divide car park into 200 short stay spaces and 55 long stay spaces to ensure adequate short stay provision. Transfer 5-10 permit allocations (currently 52) to Wood Street car park to help manage demand.</p> <p><b>Consultation response:</b> 30.2% This is my preferred option 23.5% I have no opinion on the above 46.3% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the first hour parking should be free and/or that the charges should be decreased and/or that the current charges should remain. A number of respondents also argued that the long stay charges should be increased to compensate for lower short stay (shopper) charges.</p> <p>In addition, some respondents questioned the need to split the car park into short and long stay zones. This was reflected in the comments made by Royal Wootton Bassett Town Council: <i>"The proposal to introduce a number of long and short stay bays to Borough Fields was noted, although the documentation does not explain the reasoning behind the proposed split, and why this is deemed necessary"</i>.</p> <p><b>Recommendation:</b> As proposed in the consultation except that car park is not split into short stay and long stay zones – it is considered that the peak and average usage levels justify the 10p increase in the 1hr charge.</p>

Car Park (Spaces)	Current Status	Proposed Status	Peak Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Wood Street (30)	Long Stay	Long Stay (MiPermit only)	Peak: 61% Average: 49%	1hr £0.30 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£4,713		4hr £2.20 5hr £2.80 Day £4.50  1hr £0.30 2hr £1.00 3hr £1.70 4hr £2.20 5hr £2.80 Day £4.50	<p><b>Consultation proposal:</b> Remove 1hr to 3hr charges and lower long stay charges to reflect more peripheral location compared to Borough Fields. Remove 8hr tariff option. Make MiPermit only to help achieve operational efficiencies through the removal of the pay machine(s).</p> <p><b>Consultation response:</b> 22.8% This is my preferred option 55.9% I have no opinion on the above 21.2% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the charges and the available time periods should remain as current. Additionally, a number of respondents stated that the pay machine option should be retained.</p> <p><b>Recommendation:</b> Retain 1hr to 3hr charging tariffs to reflect comments of many of those respondents who recommended a different option. The proposal to make this car park ' MiPermit only' will be subject to a review by the Council to asses issues such as mobile signal coverage, user profiles and pay machine accessibility .</p>

## Salisbury

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation Charges	Recommended Charges	Comments
Central Short Stay (255)	Short Stay	Short Stay	Peak: 80% Average: 55%	1hr £1.40 2hr £2.50 3hr £4.20 Sun £1.70	£1,022,604	1hr £1.30 2hr £2.40 3hr £4.00 Sun £1.70	1hr £1.30 2hr £2.40 3hr £4.00 Sun £1.70	<p><b>Consultation proposal:</b> Reduce charges to introduce differential with The Maltings car park which is slightly better located and under cover.</p> <p><b>Consultation response:</b> 42.4% This is my preferred option 21.7% I have no opinion on the above 35.9% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the first hour should be free and/or that the charges should be decreased further and/or that there should be no Sunday charges.</p> <p><b>Recommendation:</b> As proposed in consultation. While a large minority of respondents argued that the charges should be further reduced, it is considered that the recommended charges are appropriate given usage levels.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation Charges	Recommended Charges	Comments
Central Long Stay (753)	Long Stay	Long Stay	Peak: 107% Average: 74%	1hr £1.40 2hr £2.50 3hr £4.00 4hr £4.60 5hr £5.50 Day £7.40 Sun £1.70		1hr £1.30 2hr £2.40 3hr £4.00 4hr £5.00 5hr £6.00 Day £9.00 Sun £1.70	1hr £1.30 2hr £2.40 3hr £3.80 4hr £5.00 5hr £6.00 Day £8.00 Sun £1.70	<p><b>Consultation proposal:</b> Increase 4hr to Day charges to help manage demand and reflect wider strategy approach (e.g. encourage use of P&amp;R). Reduce 1hr to 2hr charges to introduce differential with The Maltings car park which is slightly better located and under cover.</p> <p><b>Consultation response:</b> 29.3% This is my preferred option 18.3% I have no opinion on the above 52.5% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the charges should be reduced and/or that the long stay charges (particularly the Day charge) should remain as current.</p> <p><b>Recommendation:</b> To better reflect the general consultation response, it is recommended that the Day charge is increased to £8 rather than £9 as suggested in the consultation. It is also proposed that the 3hr charge is reduced to £3.80 to reflect the current 20p differential with Central Short Stay.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation Charges	Recommended Charges	Comments
Millstream (42)	Long Stay	Long Stay	Incl. in Central Long Stay above	1hr £1.40 2hr £2.50 3hr £4.00 4hr £4.60 5hr £5.50 Day £7.40 Sun £1.70		1hr £1.30 2hr £2.40 3hr £4.00 4hr £5.00 5hr £6.00 Day £9.00 Sun £1.70	1hr £1.30 2hr £2.40 3hr £3.80 4hr £5.00 5hr £6.00 Day £8.00 Sun £1.70	<p><b>Consultation proposal:</b> Increase 4hr to Day charges to help manage demand and reflect wider strategy approach (e.g. encourage use of P&amp;R). Reduce 1hr to 2hr charges to introduce differential with The Maltings car park which is slightly better located and under cover.</p> <p><b>Consultation response:</b> 25.7% This is my preferred option 29.2% I have no opinion on the above 45.1% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the charges should be reduced and/or that the long stay charges (particularly the Day charge) should remain as current.</p> <p><b>Recommendation:</b> To better reflect the general consultation response, it is recommended that the Day charge is increased to £8 rather than £9 as suggested in the consultation. It is also proposed that the 3hr charge is reduced to £3.80 to reflect the current 20p differential with Central Short Stay.</p>
The Maltings (600)	Short Stay	Short Stay	Peak: 84% Average: 62%	1hr £1.40 2hr £2.50 3hr £4.20 Sun £1.70	£729,408	1hr £1.40 2hr £2.50 3hr £4.20 Sun £1.70	1hr £1.40 2hr £2.50 3hr £4.20 Sun £1.70	<p><b>Consultation proposal:</b> No changes given local circumstances and usage.</p> <p><b>Consultation response:</b> 44.0% This is my preferred option 30.0% I have no opinion on the above 26.0% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation Charges	Recommended Charges	Comments
Salt Lane (157)	Short Stay	Short Stay	Peak: 110% Average: 75%	1hr £1.40 2hr £2.50 3hr £4.20 Sun £1.70	£242,407	1hr £1.40 2hr £2.50 3hr £4.20 Sun £1.70	1hr £1.40 2hr £2.50 3hr £4.20 Sun £1.70	<p><b>Consultation proposal:</b> No changes except recommendation that all permits (currently 10) are reallocated to Culver Street car park.</p> <p><b>Consultation response:</b> 45.6% This is my preferred option 29.4% I have no opinion on the above 24.9% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
Brown Street (164)	Short Stay	Short Stay	Peak: 115% Average: 96%	1hr £1.40 2hr £2.50 3hr £4.20 Sun £1.70	£359,165	1hr £1.40 2hr £2.50 3hr £4.20 Sun £1.70	1hr £1.40 2hr £2.50 3hr £4.20 Sun £1.70	<p><b>Consultation proposal:</b> No changes except recommendation that all permits (currently 22) are reallocated to Culver Street car park. Proposal to move coach parking into car park will reduce number of car park spaces.</p> <p><b>Consultation response:</b> 46.9% This is my preferred option 28.4% I have no opinion on the above 24.6% I would recommend a different option</p> <p><b>Recommendaton:</b> As proposed in consultation.</p>



Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation Charges	Recommended Charges	Comments
College Street (71)	Long Stay	Long Stay	Peak: 96%  Average: 78%	1hr £1.40 2hr £2.50 3hr £4.00 4hr £4.60 5hr £5.50 Day £7.40 Sun £1.70	£59,358	1hr £1.40 2hr £2.50 3hr £4.00 4hr £4.60 5hr £5.50 Day £9.00 Sun £1.70	1hr £1.40 2hr £2.50 3hr £4.00 4hr £4.60 5hr £5.50 Day £8.00 Sun £1.70	<p><b>Consultation proposal:</b> Increase the Day charge to help manage demand and reflect wider strategy approach (e.g. encourage use of P&amp;R). Recommendation that a number of permits (currently 42) are reallocated to Culver Street car park.</p> <p><b>Consultation response:</b> 26.2% This is my preferred option 31.9% I have no opinion on the above 41.9% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the charges should be reduced and/or that the Day charge should remain as current.</p> <p><b>Recommendation:</b> To better reflect the general consultation response, it is recommended that the Day charge is increased to £8 rather than £9 as suggested in the consultation.</p>
Culver Street (528)	Long Stay	Short Stay (Floors 1 – 3)  Long Stay (Floors 4 - 5)	Peak: 38%  Average: 27%	1hr £1.40 2hr £2.50 3hr £4.00 4hr £4.60 5hr £5.50 Day £7.40 Sun £1.70	£147,623	Short stay: 1hr £1.00 2hr £2.00 3hr £3.00  Long stay: 4hr £4.00 5hr £5.00 Day £9.00 Sun £1.70	Short stay: 1hr £1.00 2hr £2.00 3hr £3.00  Long stay: 1hr £1.00 2hr £2.00 3hr £3.00 4hr £4.00 5hr £5.00 Day £8.00 Sun £1.70	<p><b>Consultation proposal:</b> Proposal to divide car park into short stay (floors 1 to 3) and long stay (4 and 5) parking areas. Reduce 1hr to 5hr charges to reflect usage and more peripheral location. Increase the Day charge to reflect wider strategy approach (e.g. encourage use of P&amp;R). Review signing on approaches to car park.</p> <p><b>Consultation response:</b> 40.3% This is my preferred option 24.5% I have no opinion on the above 35.2% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the Day charge should be reduced or remain as current.</p> <p><b>Recommendation:</b> To better reflect the general consultation response, it is recommended that the Day charge is increased to £8 rather than £9 as suggested in the consultation.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation Charges	Recommended Charges	Comments
Lush House (80)	Short Stay	Short Stay	Peak: 111%  Average: 78%	1hr £1.40 2hr £2.50 3hr £4.20 Sun £1.70	N/A	1hr £1.50 2hr £2.70 3hr £4.20 Sun £1.70	1hr £1.40 2hr £2.50 3hr £4.20 Sun £1.70	<p><b>Consultation proposal:</b> Increase 1hr and 2hr charges to help manage demand. Car park owned by Salisbury City Council and managed by Wiltshire Council. Discussion to be undertaken around proposed charges.</p> <p><b>Consultation response:</b> 20.2% This is my preferred option 53.7% I have no opinion on the above 26.1% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the charges should be decreased or that they should remain as current.</p> <p><b>Recommendation:</b> Charges to remain as current subject to discussion with Salisbury City Council. It is suggested, however, that the 3hr tariff option is removed to help manage the high demand by increasing the turnover of spaces. This is considered a more realistic approach to the demand/capacity issue than charging increases.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation Charges	Recommended Charges	Comments
Southampt on Road (94)	Long Stay	Long Stay	Peak: 2% Average: 1%	1hr £1.40 2hr £2.50 3hr £4.00 4hr £4.60 5hr £5.50 Day £7.40 Sun £1.70	N/A	1hr £1.00 2hr £2.00 3hr £3.00 4hr £4.00 5hr £5.00 Day £9.00 Sun £1.70	1hr £1.00 2hr £2.00 3hr £3.00 4hr £4.00 5hr £5.00 Day £8.00 Sun £1.70	<p><b>Consultation proposal:</b> Reduce 1hr to 5hr charges to reflect usage and peripheral location. Increase the Day charge to reflect wider strategy approach (e.g. encourage use of P&amp;R). Car park owned by Salisbury City Council and managed by Wiltshire Council. Not currently being used as a car park. Discussion to be undertaken around proposed charges.</p> <p><b>Consultation response:</b> 31.3% This is my preferred option 35.3% I have no opinion on the above 33.2% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the Day charge should be reduced or remain as current.</p> <p><b>Recommendation:</b> To better reflect the general consultation response, it is recommended that the Day charge is increased to £8 rather than £9 as suggested in the consultation. Charges subject to discussion with Salisbury City Council.</p>
Millstream Coach (23)	Long Stay	Long Stay	N/A	1hr £1.50 2hr £2.50 4hr £4.40 Day £8.80 Sun £2.20	N/A	1hr £1.50 2hr £2.50 4hr £4.40 Day £8.80 Sun £2.20	1hr £1.50 2hr £2.50 4hr £4.40 Day £8.80 Sun £2.20	<p><b>Consultation proposal:</b> No changes.</p> <p><b>Consultation response:</b> 37.2% This is my preferred option 51.8% I have no opinion on the above 11.0% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
New Canal Coach Park (8)	Long Stay	Long Stay	N/A	1hr £1.50 2hr £2.50 4hr £4.40 Day £8.80 Sun £2.20	N/A	1hr £1.50 2hr £2.50 4hr £4.40 Day £8.80 Sun £2.20	1hr £1.50 2hr £2.50 4hr £4.40 Day £8.80 Sun £2.20	<p><b>Consultation proposal:</b> No change.</p> <p><b>Consultation response:</b> 35.4% This is my preferred option 54.6% I have no opinion on the above 10.0% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation Charges	Recommended Charges	Comments
On-street			Average: 42%	¼hr £0.20 ½hr £0.60 ¾hr £1.10 1hr £1.60 Sun £1.20		½hr £0.80 1hr £1.50 Sun £1.20	½hr £0.50 1hr £1.50 Sun £1.20	<p><b>Consultation proposal:</b> Remove 15 minute and 45 minute time period options as relatively little usage and 15 minute intervals are difficult to enforce. Increase charges to: £0.80 (½hr) and £1.50 (1hr).</p> <p><b>Consultation response:</b> 37.3% This is my preferred option 26.1% I have no opinion on the above 36.6% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the 15 minute (in particular) and 45 minute time periods should be retained, and that the 30 minute charge should not be increased to £0.80.</p> <p><b>Recommendation:</b> While it is considered that the removal of the 15 and 45 minute time periods is justified and operationally sensible, it is recommended that the 30 minute charge is amended to £0.50 to reflect the consultation response and workshop comments.</p>

## Trowbridge

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Bradford Road (24)	Short Stay	See Comments	Peak: 43% Average: 28%	1hr £1.00 2hr £1.50 3hr £3.20	£4,049	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 23.9% This is my preferred option 57.9% I have no opinion on the above 18.1% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>
Broad Street (35)	Long Stay	Long Stay	Peak: 65% Average: 56%	1hr £0.80 2hr £1.30 3hr £2.60 4hr £3.10 5hr £4.20 8hr £5.40 Day £5.90	£15,793	1hr £0.70 2hr £1.20 3hr £2.50 4hr £3.10 5hr £4.20 Day £5.40	1hr £0.70 2hr £1.20 3hr £2.50 4hr £3.10 5hr £4.20 Day £5.40	<p><b>Consultation proposal:</b> Reduce 1hr, 2hr and 3hr charges to reflect usage level and more peripheral location compared to Church Street. Remove 8hr tariff option and reduce Day charge to £5.40.</p> <p><b>Consultation response:</b> 47.1% This is my preferred option 36.6% I have no opinion on the above 16.3% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Church Street (36)	Short Stay	Short Stay	Peak: 67% Average: 29%	1hr £1.00	£25,768	1hr £0.80 2hr £1.30	1hr £0.80 2hr £1.30	<p><b>Consultation proposal:</b> Reduce 1hr charge and add a 2 hour tariff option to help manage demand.</p> <p><b>Consultation response:</b> 60.0% This is my preferred option 19.2% I have no opinion on the above 20.8% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
Court Street (78)	Long Stay	Long Stay	Peak: 43% Average: 24%	1hr £0.80 2hr £1.30 3hr £2.60 4hr £3.10 5hr £4.20 8hr £5.40 Day £5.90	£36,485	1hr £0.70 2hr £1.20 3hr £2.50 4hr £3.10 5hr £4.20 Day £5.40	1hr £0.70 2hr £1.20 3hr £2.50 4hr £3.10 5hr £4.20 Day £5.40	<p><b>Consultation proposal:</b> Reduce 1hr, 2hr and 3hr charges to reflect usage level and more peripheral location compared to Church Street. Remove 8hr tariff option and reduce Day charge to £5.40.</p> <p><b>Consultation response:</b> 49.6% This is my preferred option 30.4% I have no opinion on the above 20.0% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation. (Note: the use of this car park is anticipated to have increased since the usage data was collected as a result of the County Hall and St Stephens Place redevelopments).</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Lovemead (165)	Long Stay	Long Stay	Peak: 62% Average: 39%	1hr £0.80 2hr £1.30 3hr £2.60 4hr £3.10 5hr £4.20 8hr £5.40 Day £5.90	£60,933	1hr £0.70 2hr £1.20 3hr £2.50 4hr £3.10 5hr £4.20 Day £5.00	1hr £0.70 2hr £1.20 3hr £2.50 4hr £3.10 5hr £4.20 Day £5.00	<p><b>Consultation proposal:</b> Reduce 1hr, 2hr and 3hr charges to reflect usage level and more peripheral location compared to Church Street. Remove 8hr tariff option and reduce Day charge to £5.00.</p> <p><b>Consultation response:</b> 53.3% This is my preferred option 19.2% I have no opinion on the above 27.6% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the charges needed to be further reduced.</p> <p><b>Recommendation:</b> As proposed in consultation – increased usage of Lovemead is anticipated from Wiltshire Council staff.</p>
St Stephens Place (446)	Short Stay (Floors 1 and 2) Long Stay (Floors 3, 4 and 5)	Short Stay (Floors 1 and 2) Long Stay (Floors 3, 4 and 5)	N/A	Free	N/A	Free	Free	<p><b>Consultation proposal:</b> No change. Suggestion that charging could be introduced to fund much needed improvements to the site.</p> <p><b>Consultation response:</b> 27.0% This is my preferred option 21.2% I have no opinion on the above 51.7% I would recommend a different option</p> <p><b>Recommendation:</b> Majority consultation response is to retain as a free car park.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Southwick County Park (35)	Facility	See Comments	N/A	Free	N/A	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 47.2% This is my preferred option 38.2% I have no opinion on the above 14.6% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>

## Warminster

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Central (191)	Long Stay	Long Stay	Peak: 61%  Average: 32%	1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£82,941	1hr £0.40 2hr £1.00 3hr £1.80 4hr £2.40 5hr £3.20 Day £5.00	1hr £0.40 2hr £1.00 3hr £1.80 4hr £2.40 5hr £3.20 Day £5.00	<p><b>Consultation proposal:</b> Reduce 2hr and 3hr charges to reflect usage. Remove 8hr tariff option and reduce Day charge.</p> <p><b>Consultation response:</b> 46.8% This is my preferred option 26.3% I have no opinion on the above 26.9% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the first hour should be free and/or that the charges needed to be further reduced.</p> <p><b>Recommendation:</b> As proposed in consultation – the recommended charges in Western car park offer a reduced charging option and a differential with Central car park.</p>



Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Chinns (41)	Short Stay	Short Stay	Peak: 80%  Average: 38%	1hr £0.40 2hr £1.20	£13,749	1hr £0.40 2hr £1.20	1hr £0.40 2hr £1.20	<p><b>Consultation proposal:</b> No change.</p> <p><b>Consultation response:</b> 60.6% This is my preferred option 22.6% I have no opinion on the above 16.8% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
Emwell (17)	Long Stay	See Comments	Peak: 20%  Average: 13%	1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£2,686	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 35.9% This is my preferred option 41.0% I have no opinion on the above 23.1% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Furlong (10)	Long Stay	See Comments	Peak: 17% Average: 11%	1hr £0.30 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£789	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 43.3% This is my preferred option 38.0% I have no opinion on the above 18.7% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>
Western (160)	Long Stay	Long Stay	Peak: 35% Average: 22%	1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£25,093	1hr £0.30 2hr £0.80 3hr £1.50 4hr £2.00 5hr £3.00 Day £4.50	1hr £0.30 2hr £0.80 3hr £1.50 4hr £2.00 5hr £3.00 Day £4.50	<p><b>Consultation proposal:</b> Reduce charges to reflect usage and more peripheral location compared to Central car park. Remove 8hr tariff option and reduce Day charge.</p> <p><b>Consultation response:</b> 59.5% This is my preferred option 22.9% I have no opinion on the above 17.6% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Weymouth Street (19)	Short Stay	See Comments	Peak: 82% Average: 33%	1hr £0.40 2hr £1.20 3hr £2.10	£4,868	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 41.0% This is my preferred option 38.5% I have no opinion on the above 20.5% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>
Smallbrook Lane (6)	Free	See Comments	N/A	Free	N/A	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 44.4% This is my preferred option 36.6% I have no opinion on the above 19.0% I would recommend a different option</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>

## Westbury

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
High Street Zone A (77)	Short Stay	Long Stay	Peak: 79% Average: 39%	1hr £0.40 2hr £1.20 3hr £2.10	£33,874	1hr £0.30 2hr £0.80 3hr £1.40 4hr £2.00 5hr £3.00 Day £5.00	1hr £0.30 2hr £0.80 3hr £1.40 4hr £2.00 5hr £3.00 Day £5.00	<p><b>Consultation proposal:</b> Combine Zone A and B into one long stay car park. Reduce charges to reflect local circumstances and combined usage levels.</p> <p><b>Consultation response:</b> 52.9% This is my preferred option 9.1% I have no opinion on the above 38.0% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the first hour should be free and/or that the charges needed to be further reduced.</p> <p><b>Recommendation:</b> As proposed in consultation.</p>
High Street Zone B (50)	Long Stay	Long Stay	Peak: 50% Average: 47%	1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60				
Warminster Road Zone A (51)	Short Stay	Long Stay	Peak: 20% Average: 12%	1hr £0.40 2hr £1.20 3hr £2.10	£7,085	1hr £0.30 2hr £0.80 3hr £1.40 4hr £2.00 5hr £3.00 Day £5.00	1hr £0.20 2hr £0.70 3hr £1.20 4hr £1.80 5hr £2.50 Day £4.00	<p><b>Consultation proposal:</b> Change to a long stay car park. Reduce charges to reflect local circumstances and combined usage levels.</p> <p><b>Consultation response:</b> 56.6% This is my preferred option 18.9% I have no opinion on the above 24.6% I would recommend a different option</p> <p><b>Recommendation:</b> Charges further reduced to reflect consultation workshop comments that more affordable parking options need to be provided for shoppers and workers to encourage them not to park on residential streets.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Warminster Road Zone B (41)	Long Stay	See Comments	Peak: 27% Average: 22%	1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60		Property asset review		<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b> 31.1% This is my preferred option 36.1% I have no opinion on the above 32.8% I would recommend a different option</p> <p>There were a number of suggestions put forward by those respondents who recommended a different option including that the site should be retained as a car park with reduced or free charges, handed over to Westbury Town Council to manage or provided for residential parking.</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>
Westfield House (34)	Long Stay	Long Stay	Peak: 48% Average: 41%	1hr £0.40 2hr £1.10 3hr £2.00 4hr £2.40 5hr £3.20 8hr £5.20 Day £5.60	£5,934	1hr £0.30 2hr £0.80 3hr £1.40 4hr £2.00 5hr £3.00 Day £5.00	1hr £0.20 2hr £0.70 3hr £1.20 4hr £1.80 5hr £2.50 Day £4.00	<p><b>Consultation proposal:</b> Charges reduced to reflect local circumstances and usage levels.</p> <p><b>Consultation response:</b> 43.3% This is my preferred option 37.5% I have no opinion on the above 19.2% I would recommend a different option</p> <p><b>Recommendation:</b> Charges further reduced to reflect consultation workshop comments that more affordable parking options need to be provided for shoppers and workers to encourage them not to park on residential streets.</p>

Car Park (Spaces)	Current Status	Proposed Status	Usage	Current Charges	Current Income	Consultation charges	Recommended charges	Comments
Westbury Leigh (43)	Long Stay	See Comments	N/A	Free	N/A	Property asset review	Property asset review	<p><b>Consultation proposal:</b> Proposed to be submitted for property asset review which will consider options including, but not limited to, use by another Wiltshire Council service, marketing for sale, lease or licence to a third party, operational management by a third party, on-going operational management by Wiltshire Council and surrender of lease or licence to the landlord.</p> <p><b>Consultation response:</b>  29.7% This is my preferred option  46.6% I have no opinion on the above  23.7% I would recommend a different option</p> <p>Many of the respondents who recommended a different option argued that the site should be retained as a car park as it is heavily used in the evenings and at weekends for residential parking and visitors thus avoiding on-road parking and associated problems. While also reiterating these comments, some respondents did suggest that the car park could be transferred to Westbury Town Council or a community group.</p> <p><b>Recommendation:</b> As proposed in consultation – the property asset review will consider a number of possible options in consultation with relevant interested parties.</p>

**Appendix 10 - Recommended Permit Prices**

Town	Car Park	Permit Type	Price			
			12 Month	6 Month	3 Month	1 Month
Chippenham	Emery Gate	Premium	£1,227.00	£613.00	£307.00	£104.00
	Gladstone Road	Premium	£1,227.00	£613.00	£307.00	£104.00
	Bath Road	Standard	£430.00	£215.00	£107.00	£36.00
	Sadlers Mead	Standard	£430.00	£215.00	£107.00	£36.00
	Spanbourne Avenue	Standard	£430.00	£215.00	£107.00	£36.00
	Wood Lane	Standard	£430.00	£215.00	£107.00	£36.00
	Brake Mead	Standard	£430.00	£215.00	£107.00	£36.00
Trowbridge	Court Street	Premium	£1,227.00	£613.00	£307.00	£104.00
	Lovemead	Premium	£1,227.00	£613.00	£307.00	£104.00
	Broad Street	Standard	£430.00	£215.00	£107.00	£36.00
Bradford on Avon	Bradford Road	Standard	£430.00	£215.00	£107.00	£36.00
	St Margarets	Premium	£1,123.00	£562.00	£280.00	£95.00
	Station Zone B	Standard	£394.00	£197.00	£99.00	£33.00
	Barton Farm	Standard	£394.00	£197.00	£99.00	£33.00
Melksham	Bath Road	Standard	£394.00	£197.00	£99.00	£33.00
	King Street	Standard	£394.00	£197.00	£99.00	£33.00
	Lowbourne	Standard	£394.00	£197.00	£99.00	£33.00
	Union Street	Standard	£394.00	£197.00	£99.00	£33.00
Warminster	Weymouth Street	Standard	£394.00	£197.00	£99.00	£33.00
	Central	Standard	£394.00	£197.00	£99.00	£33.00
	Emwell Street	Standard	£394.00	£197.00	£99.00	£33.00
	Furlong	Standard	£394.00	£197.00	£99.00	£33.00
	Western	Standard	£394.00	£197.00	£99.00	£33.00
Westbury	High Street	Standard	£394.00	£197.00	£99.00	£33.00
	Warminster Road	Standard	£394.00	£197.00	£99.00	£33.00
	Westfield House	Standard	£394.00	£197.00	£99.00	£33.00
Devizes	Castle Grounds	Premium	£1,123.00	£562.00	£280.00	£95.00
	Central	Premium	£1,123.00	£562.00	£280.00	£95.00
	Sheep Street	Premium	£1,123.00	£562.00	£280.00	£95.00
	Vales	Premium	£1,123.00	£562.00	£280.00	£95.00
	The Wharf	Standard	£394.00	£197.00	£99.00	£33.00
	Station Road	Standard	£394.00	£197.00	£99.00	£33.00
Marlborough	Hyde Lane	Premium	£1,123.00	£562.00	£280.00	£95.00
	Kennet Place	Standard	£394.00	£197.00	£99.00	£33.00
	George Lane	Standard	£394.00	£197.00	£99.00	£33.00
Calne	Church Street	Standard	£260.00	£130.00	£65.00	£22.00
Corsham	High Street	Standard	£260.00	£130.00	£65.00	£22.00
	Post Office Lane	Standard	£260.00	£130.00	£65.00	£22.00
Malmesbury	Station Road	Standard	£260.00	£130.00	£65.00	£22.00
Royal Wootton Bassett	Borough Fields	Standard	£260.00	£130.00	£65.00	£22.00
	Wood Street	Standard	£260.00	£130.00	£65.00	£22.00
Amesbury	Central	Standard	£260.00	£130.00	£65.00	£22.00

	Maltings Annexe, Culver St, Central Long Stay, College St, Millstream, Brown St, Salt Lane	Premium	£1,390.00	N/A	N/A	£150.00
<b>Salisbury</b>	Culver St, Central Long Stay, College St, Millstream, Brown St, Salt Lane (1 nominated car park)	Standard	£960.00	£480.00	£240.00	£80.00



Car Park	Permit Type	Proposed Prices			
		12 Month	6 Month	3 Month	1 Month
<b>Removed Proposed as Short Stay</b>					
Bath Road	Standard	£450.00	£225.00	£112.50	£37.50
Sadlers Mead	Standard	£450.00	£225.00	£112.50	£37.50
Spanbourne Avenue	Standard	£330.00	£165.00	£82.50	£27.50
Wood Lane	Standard	£450.00	£225.00	£112.50	£37.50
Brake Mead	Standard	£430.00	£215.00	£107.00	£36.00
Court Street	Standard	£390.00	£195.00	£97.50	£32.50
Lovemead	Standard	£390.00	£195.00	£97.50	£32.50
Broad Street	Standard	£450.00	£225.00	£112.50	£37.50
Bradford Road	Standard	£430.00	£215.00	£107.00	£36.00
<b>Removed Proposed as Short Stay</b>					
Station Zone B	Standard	£450.00	£225.00	£112.50	£37.50
Barton Farm	Standard	£394.00	£197.00	£99.00	£33.00
Bath Road	Standard	£394.00	£197.00	£99.00	£33.00
King Street	Standard	£330.00	£165.00	£82.50	£27.50
Lowbourne	Standard	£330.00	£165.00	£82.50	£27.50
Union Street	Standard	£450.00	£225.00	£112.50	£37.50
Weymouth Street	Standard	£394.00	£197.00	£99.00	£33.00
Central	Standard	£370.00	£185.00	£92.50	£30.80
Emwell Street	Standard	£394.00	£197.00	£99.00	£33.00
Furlong	Standard	£394.00	£197.00	£99.00	£33.00
Western	Standard	£315.00	£157.50	£78.75	£26.25
High Street	Standard	£350.00	£175.00	£87.50	£29.15
Warminster Road	Standard	£315.00	£157.50	£78.75	£26.25
Westfield House	Standard	£315.00	£157.50	£78.75	£26.25
Castle Grounds	Premium	£1,123.00	£562.00	£280.00	£95.00
<b>Removed Proposed as Short Stay</b>					
Sheep Street	Standard	£394.00	£197.00	£98.50	£32.90
The Wharf	Standard	£394.00	£197.00	£98.50	£32.90
Station Road	Standard	£280.00	£140.00	£70.00	£23.40
Hyde Lane	Standard	£394.00	£197.00	£98.50	£32.90
Kennet Place	Standard	£394.00	£197.00	£98.50	£32.90
George Lane	Standard	£394.00	£197.00	£98.50	£32.90
Church Street	Standard	£184.00	£92.00	£46.00	£15.30
<b>Removed Proposed as Short Stay</b>					
Post Office Lane	Standard	£184.00	£92.00	£46.00	£15.30
Station Road	Standard	£184.00	£92.00	£46.00	£15.30
Borough Fields	Standard	£240.00	£120.00	£60.00	£20.00
Wood Street	Standard	£240.00	£120.00	£60.00	£20.00
Central	Standard	£240.00	£120.00	£60.00	£20.00

Removed as option as now Standard Permits					
All car parks (1 Nominated car park)	Standard	£1,040.00	£520.00	£260.00	£86.70

Permit allocations 15/16

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## **Appendix 11 – Forecast cost of implementing 1 hour free parking**

<b>Settlement – Off Street Parking</b>	<b>Annual Cost (£)</b>
Chippenham	565,200
Calne	4,800
Corsham	70,700
Malmesbury	2,700
Royal Wootton Bassett	62,900
Bradford on Avon	64,400
Melksham	73,100
Trowbridge	54,800
Warminster	73,200
Westbury	22,300
Devizes	206,900
Amesbury	14,400
Salisbury	1,040,500
Marlborough	149,100
<b>Settlement – On Street Parking</b>	<b>Cost (£)</b>
Malmesbury	84,300
Marlborough	118,000
Salisbury	96,000
<b>Total</b>	<b>2,703,300</b>

### **Example of forecast cost for funding free parking post 4pm;**

<b>Car Park</b>	<b>Annual Cost (£)</b>
Marlborough – George Lane	22,500
Malmesbury - Station Road	3,600

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# Wiltshire Local Transport Plan 2011- 2026

## Strategic Environmental Assessment Environmental Report consultation draft







**Wiltshire Local Transport Plan  
2011-2026**

**Car Parking Strategy Review**

**Strategic Environmental Assessment**

**Environmental Report**

**Consultation Draft**

**December 2014**



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## Non-technical summary

### Introduction

This Environmental Report sets out the results of the Strategic Environmental Assessment (SEA) of the Wiltshire Local Transport Plan 2011 - 2026 (LTP3) Car Parking Strategy review. The purpose of the Environmental Report is to give consultees information on the potential environmental and sustainability effects of the draft Car Parking Strategy and to assist Wiltshire Council in improving the final Car Parking Strategy.

### What is a Strategic Environmental Assessment?

The main purpose of the SEA is to evaluate whether the LTP3 Car Parking Strategy review will result in any significant environmental effects, both positive and negative. Should significant effects be forecast, then recommendations will be made as to how these can be avoided, offset or reduced. A programme to monitor all significant effects during the lifetime of the plan must be prepared as part of the SEA. In this way, SEA is a systematic process that helps plan makers in identifying, and therefore reducing, the environmental impacts of a plan. The SEA process also considers certain social economic issues.

### What is an Environmental Report?

This Environmental Report represents the results of the SEA process that has been undertaken in parallel with the Car Parking Strategy review.

Consultation with the statutory environmental bodies, Natural England, English Heritage, and the Environment Agency, as well as other local groups will take place during the consultation period from Monday 8th December 2014 to Monday 19th January 2015.

### Wiltshire's LTP3

In March 2011, Wiltshire Council published its third Local Transport Plan (LTP3) 2011-2026 which set out the council's approach to tackling the current problems and future challenges for the transport system in Wiltshire.

LTP3 sets out the strategy, vision and implementation programme for all forms of transport in Wiltshire. It aims to meet national, regional and local priorities, including the government's national goals for delivering a sustainable transport system.

### Car Parking Strategy review

Wiltshire Council is in the process of reviewing its Car Parking Strategy. The previous strategy was approved by the council in February 2011.

The 2011 Car Parking Strategy Policy PS3 saw the introduction of 'spatial band' parking charges.

The 2014 review is looking to introduce a 'fine grain' approach which will see individual parking charges reflect those of the town and local circumstances. This will produce a greater variety of parking charges and differences in how individual car parking facilities are managed.

Further to this is the possibility of one or a number of other options being introduced, as follows:

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

- The council should offer the first hour of parking free of charge across all car parks but funding for other services which are supported by this income would need to be removed to compensate. This would therefore significantly impact on the delivery of these other services (e.g. local buses)
- The council should offer the first hour free of charge across all car parks but all other parking charges (i.e. over 1 hour) would need to increase, in some cases by over 100% to compensate
- The council should offer the first hour of parking free of charge across under used car parks but all other parking charges (i.e. over 1 hour) would need to increase to compensate (while this increase would be less than the option above, it still may be significant depending on the number of car parks identified)
- The council should offer free after 4pm parking in areas where local communities (e.g. business groups, town and parish councils, etc.) are prepared to fund the scheme
- The council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer)
- The council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above
- To help pay for the options above the council should introduce Sunday charges, evening charges and overnight charges across all car parks
- The council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods

This SEA Environmental Report accompanies the Car Parking Strategy review document and will be available for public consultation from Monday 8th December to Monday 19th January 2015.

## Relationship with other plans and programmes

The Regulations (see schedule 2) state that an Environmental Report should outline:

- the plan's relationship with other relevant plans and programmes
- the environmental protection objectives, established at international, community or member state level, which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation.

To fulfil this requirement, a review of relevant plans, policies and programmes has been carried out to identify environmental objectives which may provide constraints or synergies with the plan being formulated. This review has covered international conventions to EU policies through to local plans and strategies.

## National transport goals

The national transport goals are used as the main strategy framework for LTP3. These goals are as follows:

- To support national economic competitiveness and growth, by delivering reliable and efficient transport networks
- 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.

## Sustainable Community Strategy

The government sees the Sustainable Community Strategy as the 'strategy of strategies' for an area. Wiltshire's vision is for 'strong and sustainable communities in Wiltshire' and it suggests that strong and sustainable communities are communities where current life styles do not threaten future ones.

## Local Development Framework - Core Strategy

At a county level, the Wiltshire Core Strategy (WCS) provides the strategic policy framework to guide development. There are also a large number of environmentally focused plans and programmes such as biodiversity action plans and landscape character assessments that a LTP has an indirect relationship with, which include international and national legislation down to local action plans. SEAs are based upon relevant objectives contained in these plans as this helps to highlight where issues of conformity arise.

## Relevant environmental objectives

Table NTS2 provides a summary of the relevant environmental objectives arising from the review of plans and programmes.

Table NTS2 Relevant environmental objectives

Summary of relevant environmental objectives
<b>Biodiversity</b>
The objectives of policies and plans at all levels focus on conservation of biological diversity with an emphasis on designated areas and the protection and monitoring of endangered and vulnerable species and habitats.
<b>Land, soil and water resources</b>
The plans and programmes focus on the protection of high quality agricultural land, the prevention of soil pollution and erosion; and the impact the transport system can have on water quality and resources.

<b>Summary of relevant environmental objectives</b>	
<b>Air quality and environmental pollution</b>	A number of objectives have been established in relation to air quality at both the European and UK level. At the county level emphasis is placed on reducing emissions of nitrogen dioxide, particularly from the transport sector.
<b>Climatic factors</b>	Climate-related plans and programmes focus on both mitigating the causes of climate change and adapting to the effects of climate change. Commitments for reducing greenhouse gas emissions range from the international level to the local level with a number of the plans and programmes stating specific targets to reduce emissions of greenhouse gases. This is led at the national level by the Climate Change Act, which sets a legally binding target of at least a 34% cut in greenhouse gas emissions by 2020 and at least an 80% cut by 2050 against a 1990 baseline. Adaptation measures proposed by the plans and programmes include the promotion of new infrastructure such as sustainable urban drainage systems (SUDS).
<b>Historic environment</b>	Historic environment priorities from international to local level include protecting designated resources and their settings such as listed buildings, conservation areas, scheduled monuments, and registered parks and gardens so that they may be enjoyed in years to come. Examples include the Strategy for the Historic Environment in the South West and Stonehenge and Avebury Heritage Site Management Plans.
<b>Landscapes and townscape</b>	At the EU, national, regional and local level emphasis is placed on the protection of landscape as an essential component of people's surroundings and sense of place. A number of plans and programmes encourage urban and rural regeneration and focus on aspects including the provision of open space, green networks and woodland as opportunities for sport and recreation, creating healthier communities, supporting and enhancing biodiversity, reducing temperatures in built up areas in summer, and reducing the impact of noise and air pollution.
<b>Population</b>	Plans and programmes for population include a range of different objectives, related to an ageing population, improving human rights and public participation in a society where everyone is treated fairly and appropriately.
<b>Healthy communities</b>	A number of plans and programmes focus on improving the health of communities by reducing levels of accidents, improving safety of transport system and improving levels of support for physical activity, promoting healthier modes of travel and improving accessibility to healthcare and leisure/recreational facilities.
<b>Inclusive communities</b>	Improving accessibility to a range of services and facilities is the focus of many of the plans and programmes, and include objectives which focus on the provision of sustainable transport modes with encouragement to reduce travel by the private motor car.
<b>Transport</b>	European and UK transport policies have specific objectives including reducing pollution and road congestion through improvements to public transport, walking and cycling networks as well as reducing the need to travel.
<b>Economy and enterprise</b>	The plans and programmes focus on the need for the transport network to support sustainable economic development.

## Environmental baseline information

The SEA Regulations require that the Environmental Report includes an examination of the current state of the environment and its likely evolution without implementation of the plan. It is recognised that forecasting the future without the plan can be difficult due to the absence of data or information.

The baseline data collected during the scoping phase has since been updated as the process has progressed. The SEA should focus on how the LTP can influence environmental and sustainability conditions. Therefore, each SEA topic considers the effect that transport can have and this is used to provide a sound basis for the SEA framework. A summary of main issues effecting Wiltshire are shown in Table NTS3.

**Table NTS3 Main baseline issues**

<b>Summary of main baseline issues</b>
<b>Biodiversity</b>
<ul style="list-style-type: none"> <li>• Wiltshire contains a significant wide range of sites protected for their biodiversity value. All contribute to the character and appearance of Wiltshire and some contribute to biodiversity on a national basis. Many of these sites are habitats which are situated next to highways, cycle routes, green lanes and other transport corridors.</li> <li>• Transport networks and traffic in general can have significant adverse impacts on wildlife and the associated habitats.</li> </ul>
<b>Land, soil and water resources</b>
<ul style="list-style-type: none"> <li>• There is a significant amount of land in Wiltshire which is valued at grade 3 or higher which compares favourably to both the South West and national figures.</li> <li>• The environmental impact of transport on soil consists of soil erosion and contamination.</li> <li>• Most of the minerals extracted within Wiltshire are transported by road with potential adverse impacts on the environment. Government policy seeks to promote the sustainable transportation of minerals and therefore those transporting minerals should do so by rail and water.</li> <li>• Large improvements have been made in chemical water quality in Wiltshire, between 1995 and 2005, although it is still somewhat short of the South West and national figures.</li> <li>• There has also been a regression in the length of rivers in Wiltshire that are in the top overall national percentage in terms of phosphate levels, however both biological quality and nitrate levels have improved in Wiltshire.</li> <li>• The risk of flooding is likely to increase with climate change.</li> </ul>
<b>Air quality and environmental pollution</b>
<ul style="list-style-type: none"> <li>• Overall air quality in the county is improving and it is anticipated that continuing improvements can be made through improved traffic management. Data on other forms of environmental pollution is poor.</li> <li>• Wiltshire has seven Air Quality Management Areas. Traffic counts in each of the areas has shown no real year on year improvements.</li> </ul>
<b>Climatic factors</b>
<ul style="list-style-type: none"> <li>• The county is likely to see a number of changes as a result of climate change, including drier and hotter summers, warmer and wetter winters and increased flooding.</li> <li>• The amount of renewable energy installed in Wiltshire at present is amongst the lowest for any authority in the South West. The amount of existing renewable heat and the use of transport fuels in Wiltshire are even lower than for renewable energy,</li> <li>• North Wiltshire is the largest emitter of transport related CO<sub>2</sub> emissions, followed by Salisbury, this reflects the road network and traffic densities.</li> </ul>



Summary of main baseline issues
<b>Historic environment</b>
<ul style="list-style-type: none"> <li>• Wiltshire has a wealth of historic sites, monuments, listed buildings, conservation areas and parks and gardens.</li> <li>• Transport can have a serious adverse impact upon areas or buildings of historical or cultural value.</li> <li>• Wiltshire contains one World Heritage Site, Stonehenge and Avebury, with roads and traffic having a serious adverse impact at both sites.</li> </ul>
<b>Landscapes</b>
<ul style="list-style-type: none"> <li>• Landscape character in Wiltshire provides a considerable contribution to local distinctiveness and is landscape of local and national importance. There are three areas of outstanding natural beauty which cover 44% of the county.</li> <li>• Wiltshire now forms part of the New Forest National Park.</li> <li>• Transport can have a negative effect on landscapes and can have a detrimental effect on landscape and townscapes in a number of ways, such as visually and in terms of tranquillity.</li> </ul>
<b>Population</b>
<ul style="list-style-type: none"> <li>• Wiltshire's population continues to grow and is ageing all the time. This has real implications for the provision of essential services and facilities and the need to ensure all of these elements are made as accessible as possible.</li> </ul>
<b>Healthy communities</b>
<ul style="list-style-type: none"> <li>• Wiltshire's population is relatively healthy compared with the national picture.</li> <li>• 14.2% of Wiltshire's adult population are physically active compared to the national average of 11.2% and 59.5% of children are active compared to 49.6% of England.</li> <li>• Adult obesity in Wiltshire is on a par with the national average, whereas child obesity in Wiltshire is below the national average.</li> <li>• Only 4% of journeys to work are by bicycle in Wiltshire; however there is enormous potential to increase this number.</li> <li>• Numbers of people killed or seriously injured (KSI) and the numbers of children killed or seriously injured are both decreasing. This is also evident in the number of cycling and pedestrian casualties which are also decreasing.</li> </ul>
<b>Inclusive communities</b>
<ul style="list-style-type: none"> <li>• Wiltshire is a predominately rural county, which makes affordable accessibility to services challenging.</li> <li>• Car ownership and use is high in Wiltshire.</li> <li>• The average commute to work has increased steadily since 1991 and out-commuting is now common place for some of Wiltshire's residents.</li> </ul>
<b>Transport</b>
<ul style="list-style-type: none"> <li>• Some of the main highway routes in Wiltshire are unsuited to the volume and type of traffic carried which has given rise to a number of issues, such as local congestion and journey time reliability.</li> </ul>

### Summary of main baseline issues

- Car ownership is high and in 2001 there was a 92% increase in the number of cars in Wiltshire.
- Wiltshire has large rural areas where cycling may be less practical; however 49% of live in urban settlements where there is much potential to increase cycling in these areas.
- Future increases in tender prices pose a real threat to the maintenance of existing bus services in the county.
- Road based freight has a noticeable impact on the road network, particularly in historic towns and areas where roads and streets weren't designed for large freight vehicles.

### Economy and enterprise

- In recent years the population of parts of Wiltshire has grown substantially, although this has generally not been matched by increases in employment opportunities. Consequently out commuting has increased.
- There is a definite opportunity for Wiltshire to capitalise further on its tourism potential, however this will require consideration where increased transport and travel occurs.

## The SEA framework

In order to focus the assessment on the most important topics, a series of SEA objectives have been developed by:

- Reviewing the environmental objectives of a series of other international, national, regional and local plans and programmes
- Analysing the baseline information to identify environmental problems and opportunities which need to be addressed
- Consultation with environmental bodies and local stakeholders.

Table NTS4 SEA objectives

LTP SEA objective		Decision making criteria - appraisal questions	Potential indicators
<b>Biodiversity</b>			
To protect and enhance biodiversity and geological features and avoid irreversible losses of habitats and species at all levels.	<ul style="list-style-type: none"> <li>Will it include actions that cause changes in habitat fragmentation or habitat loss?</li> </ul>	<ul style="list-style-type: none"> <li>Condition of SSSIs</li> <li>No. of schemes/projects to reduce soil and water pollution.</li> </ul>	
	<ul style="list-style-type: none"> <li>Will it include actions that affect an area in a way that could have long term effects in relation to species lifestyles or irreversible affects where there are no known mitigation techniques?</li> </ul>		
	<ul style="list-style-type: none"> <li>Will it include actions that help reach targets or compromise targets of the local BAPs?</li> </ul>		
	<ul style="list-style-type: none"> <li>Will it include actions that affect Natura 2000 sites, SSSIs or other designated sites?</li> </ul>		
<b>Land, soil and water resources</b>			
To reduce soil contamination and safeguard soil quality and quantity and minimise the impact of the transport system on water resources.	<ul style="list-style-type: none"> <li>Will it cause changes in existing soil erosion problems, including the effects of road maintenance?</li> </ul>	<ul style="list-style-type: none"> <li>River quality</li> </ul>	
	<ul style="list-style-type: none"> <li>Will it cause the loss or pollution of soils and watercourses which support valued habitats and species?</li> </ul>		
	<ul style="list-style-type: none"> <li>Will it reduce the need to develop areas of agricultural land and Greenfield sites?</li> </ul>		
<b>Air quality and environmental pollution</b>			
To reduce the negative impacts of the transportation system on air quality.	<ul style="list-style-type: none"> <li>Will it cause any changes in traffic that affect an air quality management area?</li> </ul>	<ul style="list-style-type: none"> <li>Proportion of bus fleet operating in Wiltshire meeting the Euro 4 engine regulations or higher.</li> </ul>	
	<ul style="list-style-type: none"> <li>Will it affect areas which are likely to experience a 10% change in traffic flow/nature?</li> </ul>		
	<ul style="list-style-type: none"> <li>Will it cause air pollution adjacent to species and habitats known to be susceptible to deterioration in air quality?</li> </ul>		

LTP SEA objective	Decision making criteria - appraisal questions		Potential indicators
<b>Climatic factors</b>			
To reduce the contribution of the transport system to CO <sub>2</sub> emissions.	<ul style="list-style-type: none"> <li>Will it cause a change in traffic flow/volumes or a change in the nature of traffic that would cause changes in fuel use and CO<sub>2</sub> which would assist in meeting the target of reducing the amount of carbon dioxide produced?</li> </ul>	<ul style="list-style-type: none"> <li>No of schemes/projects introducing electric vehicle charging infrastructure</li> </ul>	
To ensure that the transport system can cope with the unavoidable effects of climate change.	<ul style="list-style-type: none"> <li>Will it reduce the unavoidable effects of climate change, such as excess flooding and storm damage to transport networks?</li> </ul>		
<b>Historic environment</b>			
To conserve and enhance features and areas of historical and cultural value.	<ul style="list-style-type: none"> <li>Will it cause direct impacts on sites or monuments through the provision of new transport infrastructure?</li> </ul>	<ul style="list-style-type: none"> <li>Number of listed buildings lost through transport development.</li> </ul>	
To conserve and enhance archaeological sites and features.	<ul style="list-style-type: none"> <li>Will it cause a change in traffic flows or the nature of traffic that affects townscape, sites and monuments valued for cultural and historic significance?</li> </ul>		
<b>Landscapes</b>			
To protect and enhance the quality of Wiltshire's landscapes.	<ul style="list-style-type: none"> <li>Will it cause changes in traffic flows and the nature of traffic in areas valued for their landscape character and tranquility?</li> </ul>	<ul style="list-style-type: none"> <li>No. of schemes that have a pro-active approach to protecting and enhancing Wiltshire's landscapes.</li> </ul>	
To help reduce the impact of transport and improve the quality of urban and rural centres.	<ul style="list-style-type: none"> <li>Will it reduce traffic levels, congestion, or the nature of traffic in residential areas/town and village centres.</li> <li>Will it cause changes that reduce the impact of transport on the townscape, which may include changes to highway signage, lighting, street furniture, or introduce features that enhance the character of towns.</li> </ul>		

LTP SEA objective		Decision making criteria - appraisal questions	Potential indicators
<b>Population</b>			
To provide everyone with the opportunity to access key services.	Will it improve provision of public and community transport that make key services more accessible?	<ul style="list-style-type: none"> <li>• Will it improve access for certain equality groups (race, gender, disability, age, religion and sexual orientation) and contribute to the DfT goal of promoting greater equality of opportunity for all citizens. This includes changes to physical infrastructures and services.</li> </ul>	<ul style="list-style-type: none"> <li>• Access to key services and facilities by means other than the motor car.</li> </ul>
	Will it improve access for certain equality groups (race, gender, disability, age, religion and sexual orientation) and contribute to the DfT goal of promoting greater equality of opportunity for all citizens. This includes changes to physical infrastructures and services.		
<b>Healthy communities</b>			
To reduce the need/desire to travel by car and encourage physical modes of transport.	Will it lead to an increase in walking and cycling numbers?	<ul style="list-style-type: none"> <li>• Will it reduce the amount of traffic in tranquil areas?</li> <li>• Will it affect sensitive receptors within 200m of a noise change?</li> <li>• Will it affect areas adjacent to habitats where sensitive species breed?</li> <li>• Will it affect areas where noise is likely to change in nature as a result of an increase in HGVs or change to the time of traffic?</li> <li>• Will it lead to a decrease in traffic accidents/accident severity and help meet KSI targets?</li> </ul>	<ul style="list-style-type: none"> <li>• No. of people walking and cycling instead of using the car</li> <li>• Accessibility to GP surgery</li> <li>• No of people/children killed or seriously injured.</li> </ul>
	Will it reduce the amount of traffic in tranquil areas?		
	Will it affect sensitive receptors within 200m of a noise change?		
	Will it affect areas adjacent to habitats where sensitive species breed?		
	Will it affect areas where noise is likely to change in nature as a result of an increase in HGVs or change to the time of traffic?		
	Will it lead to a decrease in traffic accidents/accident severity and help meet KSI targets?		
<b>Inclusive communities</b>			
To increase accessibility to key services, facilities, and retail without the need for a car.	Will it provide opportunities to travel without the need for a car?	<ul style="list-style-type: none"> <li>• Will it lead to alternatives ways of travel to employment hubs?</li> <li>• Will it result in a reduction in community severance (i.e. improved crossing facilities, reduced traffic speeds and reduced traffic levels)?</li> </ul>	<ul style="list-style-type: none"> <li>• Access to services and facilities by public transport, walking and cycling.</li> <li>• Working people with access to employment by public transport (and other specified modes)</li> </ul>
	Will it lead to alternatives ways of travel to employment hubs?		
	Will it result in a reduction in community severance (i.e. improved crossing facilities, reduced traffic speeds and reduced traffic levels)?		
To ensure that where employment opportunities are to be found there is appropriate accessibility that doesn't involve the use of a car.			
To reduce the community severance effects of transport.			

LTP SEA objective	Decision making criteria - appraisal questions		Potential indicators
<p><b>Transport</b></p> <p>To reduce the need to travel, and promote sustainable travel modes of transport.</p>	<ul style="list-style-type: none"> <li>• Will it increase the range, availability and affordability of sustainable travel choices (i.e. public transport, walking, cycling)?</li> </ul>		<ul style="list-style-type: none"> <li>• Number of households with two or more cars</li> <li>• Train ticket sales</li> <li>• Number of bus stops</li> <li>• Number of received travel plans</li> </ul>
<p><b>Economy and enterprise</b></p>			
<p>To help to manage and maintain the existing transport system efficiently in all areas of Wiltshire.</p>	<ul style="list-style-type: none"> <li>• Will it help to manage routes effectively in order to maintain journey times?</li> </ul>		<ul style="list-style-type: none"> <li>• The number of new tourism enterprises</li> <li>• Journey time reliability</li> </ul>
<p>To invest in sustainable transport improvements that help the economy of Wiltshire.</p>	<ul style="list-style-type: none"> <li>• Will it include schemes that decrease journey times and congestion, improve journey time reliability and help to meet congestion targets in the LTP?</li> <li>• Will it enhance the quality of Wiltshire's green infrastructure assets?</li> <li>• Will it include areas where tourism has a foothold?</li> </ul>		
<p>To reduce the impact of road freight on communities.</p>	<ul style="list-style-type: none"> <li>• Will it include schemes that decrease journey times and congestion, improve journey time reliability and help to meet congestion targets in the LTP?</li> <li>• Will it include areas where tourism has a foothold?</li> </ul>		

## Evaluation of draft strategies/plans

Evaluating the effects of draft strategies/plans has entailed the following:

- Identifying the effects of the strategies/plan against the SEA objectives, including identifying changes in the future baseline, which are predicted to arise from implementation of the strategies/plans.
- Assessing the significance of these effects. This means describing these changes in terms of the nature and the magnitude of the impact and the sensitivity of the receiving environment.
- An assessment of the likely changes to the future baseline which may have been caused by secondary, cumulative and synergistic impacts.

### Identifying the effects of strategies/plans

The main tool used to assess the effects of this strategy against the SEA and its objectives is 'expert judgement' and where possible this is supported by documented evidence.

### Evaluating the effects of strategies/plans

Once the effects have been identified, it is necessary to indicate the level of significance, i.e., whether minor or major significance. The SEA Regulations specify the criteria that should be taken into account when determining the likely significant effects.

Evaluation involves judging whether or not a predicted effect is likely to be significant. The results of the evaluation are categorised by the nature of the effect using the key as shown in Table NTS5. The assessment of significance should involve the assessor considering the above criteria for each potential impact along with a consideration of the how the plan will help to achieve (or not) the SEA objectives.

**Table NTS5: SEA significance scores and criteria**

Score	Description	Symbol/Key
Significant positive effect	The plan addresses all the elements that are required to protect the environment and address the relevant sustainability issues in Wiltshire and would help achieve all of the applicable SEA objectives. The plan also sets out how, where and when these policies will be implemented. They will have a positive impact in relation to characteristics of the effect and the sensitivity of the receptors.	++
Minor positive effect	The plan addresses all the elements that are required to protect the environment and address the sustainability issues in Wiltshire and would help achieve all of the SEA objectives.	+
Partial positive/partial negative effect	The plan addresses some of the elements that are required to protect the environment and address the sustainability issues in Wiltshire and would help achieve or partially achieve the SEA objectives. There is also an element of the plan that conflicts with some of the SEA objectives.	+/-

Score	Description	Symbol/Key
No significant effects	The plan does not have an effect on the achievement of the SEA objectives	0
Minor negative effect	The plan conflicts with some of the SEA objectives.	-
Significant negative effect	The plan conflicts with some of the SEA objectives. The plan also sets out, how, where and when these policies will be implemented and these will have a negative effect in relation to characteristics of the effect and the sensitivity of the receptors.	--
Uncertain	It is unclear whether there is the potential for a negative or positive effect on the SEA objective.	?

## Assessment topic summaries

The assessment process was carried out on a topic by topic basis, with the full findings of the assessment documented in the relevant topic paper. The following is a summary of the assessment which focuses on the identification and assessment of significant effects.

### Biodiversity

The 'fine grain' approach to charging and options of variable charging, Sunday and evening charging and increases to permit prices could all have an impact on wildlife as motorists seek to locate less expensive parking opportunities. The offer of free parking could lead to higher levels of circulating traffic at certain times of the day, leading to increased air and environmental pollution which could have a negative impact on wildlife and could also potentially cause disturbance to wildlife habitats and breeding environments. The first hour free parking option could be paid for by cutting relevant local services such as bus services, which could lead to further discouragement of sustainable transport use and further increases in car use.

### Land, soil and water resources

While new council car parks (including Park & Ride sites) are not being proposed as part of the strategy, minimum residential parking standards will lead to a greater land take requirement for parking in new housing developments.

### Air quality and environmental pollution

The 'fine grain' approach to charging and the options of variable charging, Sunday and evening charging and increases to permit prices could have an impact on air quality and environmental pollution as motorists seek to locate less expensive parking opportunities. The offer of free parking could have a similar effect with a higher level of circulating traffic as motorists move from one car park to another to avoid payment. This could potentially increase emissions, pollutants and noise from vehicles in areas, possibly residential, not previously effected.

Increases to parking charges may see car drivers alter their travel behaviour and switch to sustainable modes of travel as they seek ways to reduce their travel costs, thus having a positive effect on air quality and environmental pollution.

However, possible cuts to relevant local services, such as bus services, as a result of the first hour free option could further discourage the use of sustainable transport modes and lead to an increase in car use.



## **Climatic factors**

The 'fine grain' approach to charging and the options of variable charging, Sunday and evening charging and increases to permit prices could potentially increase emissions from vehicles as drivers seek to locate less expensive parking opportunities. This could impact on residential areas not previously affected. The offer of free parking could have a similar impact with higher levels of circulating traffic at certain times of the day.

Potential reductions in local bus services to help fund the first hour free parking option could discourage the use of sustainable transport.

However, with appropriate chargers, drivers may be persuaded to change their travel behaviour and switch to more sustainable modes of travel as they seek ways to decrease their travel costs.

## **Historic environment**

The 'fine grain' approach to charging and the options of variable charging, Sunday and evening charging and increases to permit prices could provide encouragement to reduce car use and use more sustainable modes. However, there is also the potential for motorists to locate less expensive/free parking opportunities in residential areas which may have an adverse impact on the historical and cultural heritage of the local environment. As before, policy PS3 states that local environmental conditions will be considered in settling parking charges.

The offer of free parking could have a detrimental impact on the historic environment as people stop using sustainable transport modes and drive more frequently causing an increase in cars on the network at certain times of the day.

Increased parking signage and lighting could also be detrimental to the historical environment.

## **Landscape and townscape**

The 'fine grain' approach to charging and the options of variable charging, Sunday and evening charging and increases to permit prices could provide encouragement to reduce car use and use more sustainable modes. However, there is also potential for motorists to locate less expensive/free parking opportunities in residential areas which may have an adverse impact on the townscape of the local environment. As before, policy PS3 states that local environmental conditions will be considered in settling parking charges.

The offer of free parking could also have a detrimental impact on the historic environment as people stop using sustainable transport and drive more frequently resulting in an increase of cars on the network at certain times of the day.

Increased parking signage and lighting could be detrimental to the historical environment.

## **Population**

The 'fine grain' approach to charging and the options of variable charging, Sunday and evening charging and increases to permit prices could provide encouragement to reduce car use and use more sustainable modes. This could increase the viability and supply of public transport services.

However, the options to introduce some free parking (e.g. free first hour and free after 4pm) could potentially encourage further use of the car which may have a detrimental impact on public transport services.

Further to this, one of the funding options to pay for the free first hour option could mean that local services are cut, including bus services, lessening the quality of the public transport network.

## Healthy communities

The 'fine grain' approach to charging and the options of variable charging, Sunday and evening charging and increases to permit prices could provide encouragement to reduce car use and use more sustainable modes, such as walking and cycling. However, the options to provide free parking (e.g. first hour free and free after 4pm) could diminish this and potentially lead to decreases in cycling and walking levels.

The effective enforcement of on-street parking and stopping restrictions should be positive for streetscenes and safety, especially for those groups (i.e. the elderly and vulnerable) who may struggle to cross roads safely. However, increases to parking charges could lead to more on-street parking as motorists seek free parking opportunities in residential streets for example - where this occurs there is a risk to safety when trying to cross roads safely. The same could also apply where the offer of free parking options could lead to higher levels of circulating traffic as motorists move from car park to car park.

## Inclusive communities

The 'fine grain' approach to parking charges as well as other proposed increases to parking charges could potentially lead to some modal shift, possibly resulting in an increase in the provision of some transport services. However, the free parking options could diminish this outcome and potentially lead to decreases in the use of more sustainable modes of travel. Further to this, local bus services could potentially be cut to fund free parking options which will lessen the quality of the public transport network in Wiltshire.

Encouraging modal shift through parking charges could reduce community severance and improve road safety. However, free parking could lead to a rise in traffic flows and circulating traffic levels potentially increasing severance and road safety risks.

## Transport

The 'fine grain' approach to parking charges as well as other proposed increases to parking charges could potentially lead to some modal shift, possibly helping to improve the viability and availability of sustainable travel options. However, free parking does not encourage sustainable travel and if local bus services are reduced to fund free parking options, this will potentially weaken the public transport network.

## Economy and enterprise

The strategy seeks to reflect the differences between the economies of Wiltshire's towns through the use of a 'fine grain' approach (see Policy PS3). In particular, the strength of the local economy is a factor in setting parking charges. However, this approach could encourage car drivers to travel to neighbouring towns where car parking is less expensive which could have a detrimental impact on some town's economies with financial or journey time reliability implications.

## Mitigation and enhancement measures

Mitigation and enhancement measures identified to address potential negative or uncertain effects and enhance positive effects include:

- Appropriate parking charges could encourage people to seek sustainable transport options.
- Further emphasis on the use of unallocated communal parking should be considered as part of the approach to residential parking.

- Controlled parking schemes need to be considered where commuter/shopper parking is redistributed onto inappropriate streets.
- Use LED lighting. LED lighting uses up to 60% less energy than normal fluorescent tube lighting and typically lasts up to 6 years – reducing waste and carbon emissions in the process.
- The strength of the local economy must be a key factor in setting parking charges.

## Monitoring measures

Under the SEA Directive, there is a statutory requirement to monitor the significant environmental impacts of the implementation of the plan.

The purpose of monitoring is to measure the environmental effects of a plan, as well as to measure success against the plan's objectives.

As there are a number of potential options (e.g. 'fine grain' approach, charging options, etc) which may be implemented through the Car Parking Strategy review process, it has been deemed more appropriate to consider a monitoring programme through the SEA Statement. This will be published following the approval of the final Car Parking Strategy in 2015.

## Next steps

The publication Environmental Report allows statutory consultees, the public and others the opportunity to comment on the Environmental Report. The results of this consultation will be used to guide the development of the Car Parking Strategy.

This Environmental Report will be available on the relevant Wiltshire Council consultation page:  
<http://consult.wiltshire.gov.uk/portal>

Consultation will occur from Monday 8th December 2014 to Monday 19th January 2014 .

Any comments relating to the content of the Environmental Report should be sent to:

Transport Policy Team  
Sustainable Transport Group  
Wiltshire Council  
County Hall  
Trowbridge  
BA14 8JD

Email: [transportplanning@wiltshire.gov.uk](mailto:transportplanning@wiltshire.gov.uk)

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## Appendix 13

Equality Analysis Evidence Document					
Title: What are you completing an Equality Analysis on?					
Wiltshire Local Transport Plan (LTP3) Parking Strategy Review 2014-15					
Why are you completing the Equality Analysis? (please tick any that apply)					
Proposed New Policy or Service	Change to Policy or Service ✓		MTFS		Service Review
Version Control					
Version control number	2.1	Date	26/02/2015	Car Parking Service reviewed every 4 years	Wiltshire Council is reviewing its LTP3 Car Parking Strategy. The review focuses on car parking charges and management, with the potential use of new technologies and the future role of local communities.
<b>Risk Rating Score</b> (use <u>Equalities Risk Matrix</u> and guidance)				Inherent risk score on proposal	6
**If the Risk Score is 1 or 2, an Impact Assessment does <b>NOT</b> have to be completed. Please check with <a href="mailto:equalities@wiltshire.gov.uk">equalities@wiltshire.gov.uk</a> for advice				Residual risk score after mitigating actions have been identified	4
Section 1 – Description of what is being analysed					
<p>Following the adoption and implementation of the Wiltshire LTP3 Car Parking Strategy in 2011, Wiltshire Council now has the opportunity to undertake a car parking review against a more consistent countywide car parking policy and management background.</p> <p>As car parking affects most of us in some way, 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 essence, local authorities, including Wiltshire Council, need to manage car parking so that it allows people to access local services and support local businesses but without causing significant traffic congestion or environmental impacts through, for example, encouraging more car use or providing too many parking spaces.</p> <p>While there are a number of aspects to car parking management, in essence a balance needs to be found between three key factors:</p> <ul style="list-style-type: none"> <li>• <b>Regeneration:</b> using parking measures to support town centre regeneration (e.g. providing more and/or cheaper parking to attract shoppers).</li> <li>• <b>Restraint:</b> using parking controls as a means of restraining/managing traffic (e.g. to reduce congestion) and improving environmental quality (e.g. air pollution), or to encourage the use of sustainable transport modes (e.g. cycling and buses).</li> <li>• <b>Revenue:</b> securing sufficient revenue to cover the costs of providing car parking, and using any surplus revenue to fund other important local services (e.g. subsidising non-commercial but essential local bus services).</li> </ul> <p>The pursuit of one of these factors alone will potentially result in the other two being compromised.</p>					

Taking into account the above and the wider national and local context, it is considered that a parking strategy can:

- support the local economy (e.g. by making it easy for shoppers and visitors to park) and facilitate development growth (e.g. by enabling the planned housing and employment growth set out in the Wiltshire Core Strategy to 2026);
- manage residents' needs for car parking near their homes (e.g. by introducing residents' parking zones);
- provide access to key services and facilities for special needs groups and mobility impaired (e.g. by providing appropriate Blue Badge spaces);
- improve journey time reliability for road users (e.g. by designing and managing on-street parking facilities to reduce traffic conflicts and delays);
- encourage the use of sustainable travel modes and reduce reliance on the private car (e.g. by setting parking charges at appropriate levels);
- improve the efficiency of the council's parking service (e.g. through the use of new technologies);
- enhance the built and natural environment (e.g. by reducing the amount of land required for parking and by improving the look of streetscenes through the appropriate enforcement of parking contraventions);
- make Wiltshire a safer place (e.g. by ensuring that car parks are 'safer by design'); and
- raise revenue for the council to reinvest in transport services (e.g. by using surplus parking revenues to support non-commercial local bus services).

The review focuses on car parking charges and management, with the potential use of new technologies and the future role of local communities. The review also covers other aspects such as parking standards, first hour free parking, and other charging options. Residents' parking zones and development related parking standards are also looked at, as is the policy approach to coach parking.

Ultimately, the review could see a move away from the current approach to parking charges based on four town bands, to an approach based on the local circumstances of individual car parks or towns. Suggested options have been based on factors such as the location and usage of car parks, as well as the wider economic, social and environmental issues in an area.

**Section 2A** – People or communities that are currently **targeted or could be affected** by any change (please take note of the Protected Characteristics listed in the action table).

The highway and rights of way network is available for use by everyone, subject to the provisions of the various Acts particularly with regard to the use of vehicles.

Parking is available to all motorists regardless of their Protected Characteristics (the parking stock in Wiltshire is a mixture of free and paid for parking dependant on location).

As a result, all car park and transport users in Wiltshire may potentially be directly or indirectly affected by the review and all the protected groups as defined by the Equality Act 2010 could be impacted by changes to the Council's car parking service. However, the Protected Characteristics that are most likely to be affected are:

- Age
- Disability
- Other (including caring responsibilities, rurality, low income, Military Status, etc).

**Section 2B** – People who are **delivering** the policy or service that are targeted or could be affected (i.e. staff, commissioned organisations, contractors)

As the review includes some facility car parks, some Wiltshire Council staff may potentially be affected by the review.

To encourage input from staff, the review and consultation was included in internal communication circulars, and on the Council's website. Changes may also affect contractors of the Council.

**Section 3 – The underpinning evidence and data used for the analysis (Attach documents where appropriate)**

Prompts:

- What data do you collect about your customers/staff?
- What local, regional and national research is there that you could use?
- How do your Governance documents (Terms of Reference, operating procedures) reflect the need to consider the Public Sector Equality Duty?
- What are the issues that you or your partners or stakeholders already know about?
- What engagement, involvement and consultation work have you done? How was this carried out, with whom? Whose voices are missing? What does this tell you about potential take-up and satisfaction with existing services?
- Are there any gaps in your knowledge? If so, do you need to identify how you will collect data to fill the gap (feed this into the action table if necessary)

An understanding of previous and ongoing parking issues was derived from previous consultations and equality assessments (e.g. for the Wiltshire LTP3 that was approved by full Council in February 2011), What Matters to You surveys and Area Board issues. In particular, the equality assessment of the LTP3 Car Parking Strategy, which included baseline research and consultation with various equalities groups, established that the following groups would most likely be affected by the parking strategy: age; disability; and people on low incomes. In addition, local businesses may also be adversely affected in some areas.

As a first step in the current review, a pre-consultation exercise was undertaken between 28 April and 6 June 2014 to provide key stakeholders with an opportunity to shape the scope of the review. Surgery meetings were also offered to stakeholders to enable face-to-face discussion with key Council officers. A paper setting out all the questionnaire comments received along with the Council's responses was posted on the Council's LTP3 webpage at the start of August 2014

Councillors on the Car Parking Review Task Group were able to scrutinise the review at various stages through meetings held on 1 April 2014, 8 September 2014 and 2 February 2015. In addition, a number of visits were arranged to other local authorities that could demonstrate the latest technologies available to a parking operation in the public sector. The report of the Task Group was presented to the Environment Select Committee on 17 February 2015.

An extensive public consultation exercise was carried out from 27 October 2014 to 19 January 2015. This included individual consultation web pages for the 14 settlements with Council car parks. These pages included information on the review and associated supporting documents:

- draft revised LTP3 Car Parking Strategy document
- individual Town Profiles containing a variety of economic, social and environmental information relating to a town's local circumstances
- individual settlement questionnaires and draft charging summaries
- Strategic Environmental Assessment (SEA), Habitats Regulation Assessment (HRA) and Equality Impact Assessment (EqIA).

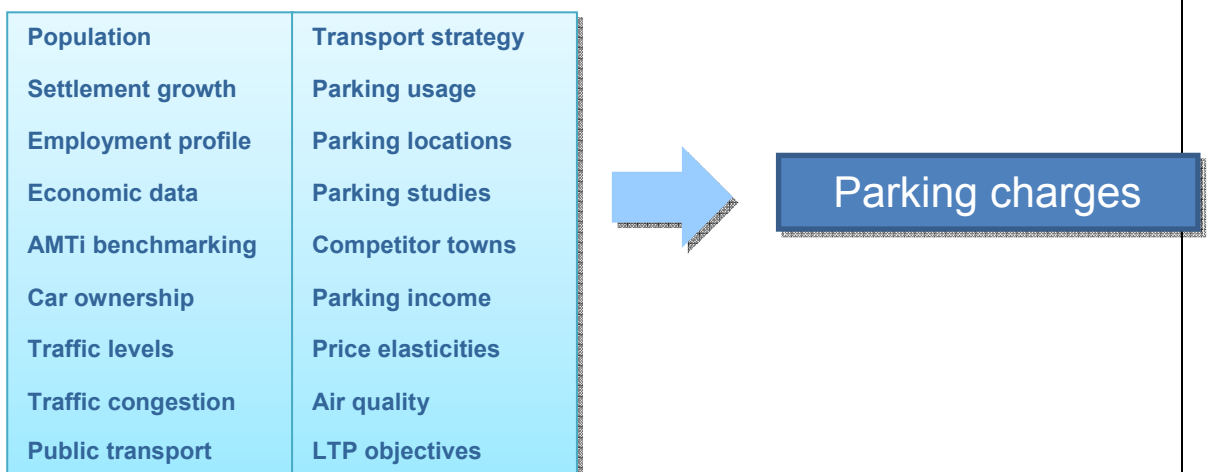
A variety of means were used to inform people of the consultation:

- Web portal
- Documents in specific libraries
- Press releases

- Parish newsletters
- Social media promotion
- Video message, Area Board announcements, Area Board blog sites
- Featured throughout the consultation process on the Council's website
- Posters in main Wiltshire Council pay and display car parks
- Correspondence with Chambers of Commerce
- Correspondence with Salisbury Business Improvement District
- Covered in the winter edition of the Your Wiltshire magazine
- Emails sent to some 6,000 Area Board contacts
- Promotion of the consultation by DEVELOP (which supports voluntary and community organisations) and the Wiltshire Forum of Community Area Partnerships (WFCAP)
- Included in the November 2014 business newsletter sent by the Wiltshire Council Economic Development Team to approx. 2,000 business contacts
- Emails sent to Wiltshire 100 business contacts (107 businesses)
- Emails sent to some 4,000 Leisure Service contacts.

In addition to the online consultation material, five area stakeholder workshops were held in Chippenham, Devizes, Salisbury, and Trowbridge.

The questions on individual car parks contained one possible charging option which was based on an analysis of relevant local circumstances (see diagram below).



A number of national/local policy documents and relevant research documents were used to inform the review including the following:

- National Planning Policy Framework (Department for Communities and Local Government (DCLG), March 2012)
- Action for Roads: A network for the 21st century (Department for Transport (DfT), July 2013)
- Creating Growth, Cutting Carbon: Making Sustainable Transport Happen (DfT, January 2011)
- Door to Door: A strategy for improving sustainable transport integration (DfT, March 2013)
- Consultation on local authority parking (DfT, December 2013)
- Parking Strategies and Management (The Institute of Highways and Transportation, July 2005)
- Car Parking Research (Yorkshire Forward, 2007)
- Parking: Policies for sustainable communities (Federation of Small Businesses, 2008)
- Parking Measures and Policies: Research Review (Transport Research Laboratory, May 2010)



- Spaced Out: Perspectives on Parking Policy (RAC Foundation, July 2012)
- The Relevance of Parking in the Success of Urban Centres (London Councils, 2012)
- Re-Think: Parking on the High Street (British Parking Association and the Association of Town & City Management, 2013)
- Town Benchmarking (Towns Alive).

In total, 5,013 people and organisations responded by completing questionnaires making some 14,000 individual comments. Separate written comments were also received from a number of town councils, other organisations and individuals. A summary of the main points for each town are provided in Appendix 4 of the report to Cabinet.

**\*Section 4 – Conclusions** drawn about the impact of the proposed change or new service/policy

Prompts:

- What actions do you plan to take as a result of this equality analysis? Please state them and also feed these into the action table
- Be clear and specific about the impacts for each Protected Characteristic group (where relevant)
- Can you also identify positive actions which promote equality of opportunity and foster good relations between groups of people as well as adverse impacts?
- What are the implications for Procurement/Commissioning arrangements that may be happening as a result of your work?
- Do you plan to include equalities aspects into any service agreements and if so, how do you plan to manage these through the life of the service?
- If you have found that the policy or service change might have an adverse impact on a particular group of people and are **not** taking action to mitigate against this, you will need to fully justify your decision and evidence it in this section

All the responses received through the public consultation exercise have been considered in the writing of a report for Wiltshire Council's Cabinet to consider at its meeting on 17 March 2015.

In terms of assessing the possible impacts and actions of the revised Strategy on each identified Protected Characteristic group, these are considered to be as follows:

Age:

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

Disability:

- Issue: Some pay and display machines may not be accessible to wheelchair users.
- Action: The Council's current pay and display machine suppliers offer wheelchair friendly alternatives although this may mean investing in updated terminals.
- Issue: Some disabled people may struggle with the introduction of new technologies (e.g. paying parking charges by mobile phone).
- Action: Information will be obtained from other local authorities where new technologies have already been installed and further information could be gained from technology providers to source 'Disabled Friendly' options if available. Where it is proposed to make a car park 'MiPermit only', this will be subject to a review by the Council to assess issues such as mobile signal coverage, user profiles and pay machine accessibility. Consultation with relevant disabled groups will also be considered.
- Issue: Surface maintenance of car parks could be an issue in terms of accessibility.
- Action: The Council undertakes a programme of routine maintenance inspections and works. In addition, all the Council's off street car parks were reviewed in 2012 in line with the DfT's Traffic Advisory Leaflet 5/95 'Parking for Disabled People' and required improvements progressed as part of the routine maintenance works programme.
- Issue: The number, location and size of parking spaces may not meet the needs of disabled people.
- Action: Policies PS2 and PS12 in the Car Parking Strategy include that "*Provision for Blue Badge holders will be made in line with recognised national standards (as a minimum)*". All the Council's off street car parks were reviewed in 2012 in line with the DfT's Traffic Advisory Leaflet 5/95 'Parking for Disabled People' and required improvements progressed as part of the routine maintenance works programme.

Other:

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

**\*Section 5 – How will the outcomes from this equality analysis be monitored, reviewed and communicated?**

Prompts:

- Do you need to design performance measures that identify the impact (outcomes) of your policy/strategy/change of service on different protected characteristic groups?
- What stakeholder groups and arrangements for monitoring do you have in place? Is equality a standing agenda item at meetings?
- Who will be the lead officer responsible for ensuring actions that have been identified are monitored and reviewed?
- How will you publish and communicate the outcomes from this equality analysis?
- How will you integrate the outcomes from this equality analysis in any relevant Strategies/Polices?

The revised LTP3 Car Parking Strategy sets out the overarching objectives of the Wiltshire LTP3 Strategy and how a parking strategy could contribute. Those objectives considered most relevant to the Equality Analysis are set out below:

Ref.	LTP Objective	How a parking strategy could contribute
SO1	To support and help improve the vitality, viability and resilience of Wiltshire's economy and market towns.	By making it easy for shoppers and tourists to find car parking spaces in Wiltshire's market towns.  By setting car park charges that are broadly comparable with key centres in neighbouring areas.
SO5	To improve sustainable access to a full range of opportunities particularly for those people without access to a car.	By using surplus parking revenues to subsidise non-commercial bus services.  By providing appropriate Blue Badge car parking spaces.
SO8	To improve safety for all road users and to reduce the number of casualties on Wiltshire's roads.	By ensuring that car parks are 'safer by design'.
SO15	To reduce barriers to transport and access for people with disabilities and mobility impairment.	By providing appropriate Blue Badge car parking spaces.
SO18	To enhance the journey experience of transport users.	By making it easy for people to find car parking spaces and so avoid 'searching traffic'.  By improving the efficiency of the council's parking service.

The Strategy also sets out a number of relevant policies including Policy PS2 'Managing the council's parking stock' which includes the following:

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

*On-street parking:*

- *Provision for Blue Badge holders will be made in line with recognised national standards (as a minimum)*

Paragraph 3.10 of the Strategy then sets out the kerb space hierarchy:

**3.10** *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 terms of private non-residential parking standards, the Strategy states the following:

**3.24** *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 (in line with recognised national standards as a minimum).*

In terms of residential parking standards, the Strategy makes reference to the 'Manual for Streets' (DfT, 2007) and 'Manual for Streets 2' (DfT, 2010) documents which include guidance on disabled parking.

Lastly, the Strategy includes 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 (e.g. at supermarkets and retail centres), provision is made for 'parent and child' spaces*
- *parking facilities are clearly signed and that good levels of information on the location and availability of parking is provided*
- *facilities are available for cashless payments by mobile phone, telephone or online*
- *parking facilities are 'safer by design'*
- *facilities for service vehicles or those delivering goods are, as far as possible, segregated to avoid conflict and their use as overflow car parking areas.*

The Equality Analysis Evidence Document is a working document which will be added to/amended at various stages of the development/implementation phases of the project. Each version will be version controlled to demonstrate the development in the process and evidence the due regard to the Public Sector Equality Duty.

If necessary, an Action Table detailing equality issues and actions to mitigate will be developed as part of the implementation process.

For all Cabinet and Corporate Leadership Team (CLT) meetings, a full copy of the most current Equality Analysis Evidence Document will be included with the meeting papers.

**\*Copy and paste sections 4 & 5 into any Committee, CLT or Briefing papers as a way of summarising the equality impacts where indicated**

Version 2.1 Completed by:	Matthew Croston, Project Officer, Programme Office  Richard Mortimer, Manager, Parking Services
Date	26 <sup>th</sup> February 015
Version 2.1 Signed off by:	Robert Murphy, Principal Transport Planner, Sustainable Transport

Date	26 <sup>th</sup> February 015	
Version 2.1 reviewed by:	David Crisfield, Corporate Support Officer, Corporate Office	
Review date:		
For Corporate Equality Use only	Compliance sign off date:	
	Published on internet date:	

**Equality Impact Assessment Issues and Action Table**

Identified issue drawn from your conclusions	Actions needed – can you mitigate the impacts? If you can how will you mitigate the impacts?	Who is responsible for the actions?	When will the action be completed?	How will it be monitored?	What is the expected outcome from the action?
<b>Age</b>					
Young people and the elderly are more likely to be on low incomes and are therefore more likely to be adversely impacted by any higher parking charges.	No actions needed.  The recommended parking charges have been based on a consideration of local economic, social and environmental circumstances relevant to individual car parks. As a result of this more 'fine grained' approach, many parking charges have either been kept as current or reduced. Therefore, in most towns, there will be opportunities for people to take advantage of the same or lower parking charges in some car parks.	N/A	N/A	N/A	N/A
Some elderly people may struggle with the introduction of new technologies (e.g. paying parking charges by mobile phone).	While this may be true in the short term, as the use of mobile phone technology increases across all age groups over time, this issue should diminish. Nevertheless, usage guidelines will be produced and placed on the council's parking website, and consideration will be given to	Richard Mortimer, Parking Services Manager	Ongoing	Yearly progress report	That increased use of 'pay by phone' is achieved where relevant guidance has been introduced

**Equality Impact Assessment Issues and Action Table**

Identified issue drawn from your conclusions	Actions needed – can you mitigate the impacts? If you can how will you mitigate the impacts?	Who is responsible for the actions?	When will the action be completed?	How will it be monitored?	What is the expected outcome from the action?
	new signage providing user instructions in relevant car parks. Where it is proposed to make a car park 'MiPermit only', this will be subject to a review by the Council to assess issues such as mobile signal coverage, user profiles and pay machine accessibility.				
Disability					
Some pay and display machines may not be accessible to wheelchair users.	The Council's current pay and display machine suppliers offer wheelchair friendly alternatives although this may mean investing in updated terminals.	Richard Mortimer, Parking Services Manager	Ongoing	Yearly progress report	That wheelchair users use pay and display machines or their alternatives where introduced
Some disabled people may struggle with the introduction of new technologies (e.g. paying parking charges by mobile phone).	Information will be obtained from other local authorities where new technologies have already been installed and further information could be gained from technology providers to source 'Disabled Friendly' options if available. Where it is proposed to make a car park 'MiPermit only', this will be subject to a review by the Council to assess issues such as mobile signal coverage, user profiles and	Richard Mortimer, Parking Services Manager	Ongoing	Yearly progress report	That increased use of 'pay by phone' is achieved where disabled friendly alternatives have been introduced

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**Equality Impact Assessment Issues and Action Table**

Identified issue drawn from your conclusions	Actions needed – can you mitigate the impacts? If you can how will you mitigate the impacts?	Who is responsible for the actions?	When will the action be completed?	How will it be monitored?	What is the expected outcome from the action?
	pay machine accessibility . Consultation with relevant disabled groups will also be considered.				
Surface maintenance of car parks could be an issue in terms of accessibility.	The Council undertakes a programme of routine maintenance inspections and works. In addition, all the Council's off street car parks were reviewed in 2012 in line with the DfT's Traffic Advisory Leaflet 5/95 'Parking for Disabled People' and required improvements progressed as part of the routine maintenance works programme.	Richard Mortimer, Parking Services Manager	Ongoing	Monthly reporting of progress	Overall improvements of the car parks
The number, location and size of parking spaces may not meet the needs of disabled people.	Policies PS2 and PS12 in the Car Parking Strategy include that " <i>Provision for Blue Badge holders will be made in line with recognised national standards (as a minimum)</i> ". All the Council's off street car parks were reviewed in 2012 in line with the DfT's Traffic Advisory Leaflet 5/95 'Parking for Disabled People' and required improvements	Richard Mortimer, Parking Services Manager	Ongoing	Monthly reporting of progress	Overall improvements of the Blue Badge bays



**Equality Impact Assessment Issues and Action Table**

Identified issue drawn from your conclusions	Actions needed – can you mitigate the impacts? If you can how will you mitigate the impacts?	Who is responsible for the actions?	When will the action be completed?	How will it be monitored?	What is the expected outcome from the action?
	progressed as part of the routine maintenance works programme.				
Gender Reassignment					
No identified issues.					
Marriage and Civil Partnership					
No identified issues.					
Pregnancy and Maternity					
No identified issues.					
Race (including ethnicity or national origin, colour, nationality and Gypsies and Travellers)					
No identified issues.					
Religion and Belief					
No identified issues.					
Sex					
No identified issues.					
Sexual Orientation					
No identified issues.					
Other (including caring responsibilities, rurality, low income, Military Status etc)					
People on low incomes are more likely to be adversely impacted by any higher parking charges.	No actions needed.  The recommended parking charges have been based on a consideration of local economic, social and	N/A	N/A	N/A	N/A

**Equality Impact Assessment Issues and Action Table**

<b>Identified issue drawn from your conclusions</b>	<b>Actions needed – can you mitigate the impacts? If you can how will you mitigate the impacts?</b>	<b>Who is responsible for the actions?</b>	<b>When will the action be completed?</b>	<b>How will it be monitored?</b>	<b>What is the expected outcome from the action?</b>
	<p>environmental circumstances relevant to individual car parks. As a result of this more 'fine grained' approach, many parking charges have either been kept as current or reduced. Therefore, in most towns, there will be opportunities for people to take advantage of the same or lower parking charges in some car parks.</p>				
<p>People living in rural areas with little public transport and who therefore need to use a car to access shops and services in the towns, are more likely to be adversely impacted by any higher parking charges.</p>	<p>No actions needed.</p> <p>The recommended parking charges have been based on a consideration of local economic, social and environmental circumstances relevant to individual car parks. As a result of this more 'fine grained' approach, many parking charges have either been kept as current or reduced. Therefore, in most towns, there will be opportunities for people to take advantage of the same or lower parking charges in some car parks.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>

**Equality Impact Assessment Issues and Action Table**

<b>Identified issue drawn from your conclusions</b>	<b>Actions needed – can you mitigate the impacts? If you can how will you mitigate the impacts?</b>	<b>Who is responsible for the actions?</b>	<b>When will the action be completed?</b>	<b>How will it be monitored?</b>	<b>What is the expected outcome from the action?</b>
<p>Increased parking charges may have some influence on reducing the numbers of people accessing local towns and businesses (i.e. increased charges may result in people not visiting certain areas so often).</p>	<p>No actions needed.</p> <p>The recommended parking charges have been based on a consideration of local economic, social and environmental circumstances relevant to individual car parks. As a result of this more 'fine grained' approach, many parking charges have either been kept as current or reduced. Therefore, in most towns, there will be opportunities for people to take advantage of the same or lower parking charges in some car parks.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A</p>

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## Appendix 14 – Car Parking Charges in Key Neighbouring Competitor Towns

(Note: the charges shown below are as detailed in the relevant Town Profile document included as part of the public consultation).

### Local authority car parks – short stay (£)

Town	<½hr	<1hr	<2hrs	<3hrs	<4hrs
Andover	0.45	0.65 - 0.90	1.50	2.00	2.60
Bath	N/A	1.60	3.10	4.30	5.40
Bournemouth	N/A	0.50 – 0.80	1.00	2.50	3.50
Cirencester	0.50	1.30	2.30	3.00	3.50
Frome	Free - 0.60	Free – 1.20	1.40 – 2.40	N/A	N/A
Newbury	N/A	1.00	2.20	3.40	4.50
Southampton	0.50 - 0.60	1.30 - 1.60	2.80 - 3.00	3.50	N/A
Swindon	N/A	1.00 - 1.20	2.00 – 2.40	2.00 – 3.60	2.00 – 4.80
Winchester	0.30	1.30	2.70	3.00 - 3.50	4.00 - 4.50

Notes:

- Andover: range of charges relate to 'Short to Medium Stay' car parks. Charges apply 8.30am to 4pm daily except on Sundays and Bank/Public Holidays.
- Bath: range of charges relate to 'Short Stay' car parks. Charges apply 8am to 8pm (Mon-Sun).
- Bournemouth: range of charges relate to 'Town Centre Shopping Short Stay' car parks. Charges generally apply 8am to 10pm (Mon-Sun).
- Cirencester: range of charges relate to Brewery and Forum car parks. Charges apply 8am to 6pm (Mon-Sat). Sunday charges at Brewery are: All day = £1.50 1/2 hr = 50p 1 hr = £1.30 (10am-4pm).
- Frome: range of charges relate to Badcox, Cork Street, Market Place, Vicarage Street and Catherine Street car parks. Charges apply 9am to 6pm (Mon-Sat).
- Newbury: range of charges relate to Kennet Centre, Northbrook, Central, Library, Corn Exchange, Pelican Lane, West Steet, Eight Bells, Market Street, Northcroft Lane and Wharf car parks. Charges apply 8am to 6pm (Mon-Sat).
- Southampton: range of charges relate to 'Short Stay A' car parks. charges apply 8am to 6pm (Mon-Sat) and noon to 6pm (Sun and Bank/Public Holidays).
- Swindon: range of charges relate to 'Premium Short Stay' and 'Town Centre Short Stay' car parks. Charges apply 6am to 6pm (Mon-Sun).
- Winchester: range of charges relate to 'Centre' and car parks (excluding River Park Leisure Centre). Charges apply 8am to 6pm (Mon-Sat).

### Local authority car parks – long stay (£)

Town	<1hr	<2hrs	<3hrs	<4hrs	<5hrs	<6hrs	<7hrs	<8hrs	All Day
Andover	0.45 - 0.90	1.50	2.00	2.30	2.60	N/A	N/A	N/A	4.10
Bath	N/A	3.10	4.30	5.40	N/A	6.40 – 7.40	N/A	9.90	8.50 – 12.50
Bournemouth	0.50 - 1.20	1.00 - 2.50	2.00	3.50 – 4.50	N/A	6.50 - 7.00	N/A	N/A	4.00 - 12.50
Cirencester	0.50 – 1.30	2.00 – 2.30	2.00 – 3.00	N/A	2.00 – 3.90	N/A	N/A	N/A	2.00 – 6.50

Town	<1hr	<2hrs	<3hrs	<4hrs	<5hrs	<6hrs	<7hrs	<8hrs	All Day
Frome	1.00 – 1.20	1.40 – 2.30	1.80 – 4.50	1.80 – 4.50	N/A	N/A	N/A	N/A	2.90 – 5.60
Newbury	1.00	1.50 – 2.20	3.00 – 3.40	3.00 – 4.50	5.00 – 6.50	5.00 – 6.50	5.00 – 8.50	5.00 – 8.50	5.00 – 12.00
Southampton	1.00 - 1.10	2.00 - 2.50	2.80 - 3.50	3.50 - 4.50	4.20 - 5.30	4.50 - 6.80	5.00 - 7.30	N/A	5.00 - 8.00
Swindon	1.00	2.00	3.00	4.00	N/A	6.50	N/A	N/A	8.00
Winchester	1.10	1.80	2.70	3.50	N/A	N/A	N/A	N/A	6.00 - 7.00

Notes:

- Andover: range of charges relate to 'Long Stay' car parks. Charges apply 8.30am to 4pm daily except on Sundays and Bank/Public Holidays.
- Bath: range of charges relate to 'Long Stay' car parks. Charges apply 8am to 8pm (Mon-Sun).
- Bournemouth: range of charges relate to 'Town Centre Shopping Long Stay', 'Town Centre Commuter / Long Stay Parking' and 'Seafront / Town Centre Long Stay' car parks. Charges generally apply 8am to 10pm (Mon-Sun).
- Cirencester: range of charges relate to Abbey Grounds, Old Station, Sheep Street, Waterloo and Beeches car parks. Charge of £0.50 relates to <math>\frac{1}{2}</math>hr time period. Charges apply 8am to 6pm (Mon-Sat).
- Frome: range of charges relate to Cattle Market, Merchants Barton, North Parade and South Parade car parks. Charges apply 9am to 6pm (Mon-Sat).
- Newbury: : range of charges relate to Kennet Centre, Northbrook, Central, Library, Pelican Lane, West Steet, Eight Bells, Market Street, Northcroft Lane West and Newbury Football Club car parks. Charges apply 8am to 6pm (Mon-Sat).
- Southampton: range of charges relate to 'General Purpose Long Stay B', 'Marlands MSCP' and 'West Park MSCP' car parks. Charges apply 8am to 6pm (Mon-Sat) and noon to 6pm (Sun and Bank/Public Holidays).
- Swindon: range of charges relate to 'Long Stay' car parks. Charges apply 6am to 6pm (Mon-Sun).
- Winchester: range of charges relate to 'Inner' car parks (excluding River Park Leisure Centre). Charges apply 8am to 6pm (Mon-Sat).

### Local authority car parks – evening charges (£)

Town	<math>\frac{1}{2}</math>hr	<1hr	<2hrs	<3hrs	>3hrs
Andover	Free	Free	Free	Free	Free
Bath	N/A	See note	See note	See note	See note
Bournemouth	As day charge	As day charge	As day charge	As day charge	As day charge
Cirencester	See note	See note	See note	See note	See note
Frome	Free	Free	Free	Free	Free
Newbury	See note	See note	See note	See note	See note
Southampton	N/A	1.00 - 2.00	2.00	2.00 - 3.00	2.00
Swindon	N/A	N/A	1.00	2.00	2.00
Winchester	Free	Free	Free	Free	Free

Notes:

- Andover: Evening/Overnight parking is free from 4pm (or 6pm at LIDL car park) until 8.30am on the following day.
- Bath: day charges apply until 8pm. Thereafter, parking is free until 8am.
- Bournemouth: Day charges apply in all car parks except for Central where the evening charge is £1.00 from 6pm for up to 4 hours and £2.00 for more than 4 hours.
- Cirencester: all car parks are free overnight except for Beeches where a charge of £1.50 applies.
- Newbury: A flat evening charge of £1.00 applies 6pm to 8am.
- Southampton: range of charges relate to 'A Inner', 'A Outer', 'B Inner & Outer P&D' and 'Marlands (PoF) MSCP' car parks. Evening charges apply 6pm to Midnight (Mon-Sat).

- Swindon: range of charges relate to 'Premium Short Stay', 'Town Centre Short Stay' and 'Long Stay' car parks.
- Winchester: Off-street parking charges apply 8am to 6pm (Mon-Sat).

### Private publically available car parks (£)

Town	<1hr	<2hrs	<3hrs	<4hrs	<5hrs	<6hrs	<7hrs	<8hrs	All day
Bath	2.40	3.50 – 3.70	4.80 – 5.00	5.80 – 6.00	N/A	8.50	N/A	11.00	14.00
Bournemouth	1.20 - 2.50	2.40 - 4.20	3.60 - 8.20	3.90 - 8.20	3.90 - 12.20	3.90 - 12.20	3.90 - 12.20	3.90 - 12.20	3.90 - 16.20
Southampton	1.20 - 2.50	1.80 – 5.00	3.00 - 7.50	4.00 – 10.00	5.00 – 12.50	5.00 – 12.50	5.00 - 12.50	5.00 - 12.50	5.00 - 12.50

Notes:

- Bath: range of charges relate to Southgate and Podium car parks.
- Bournemouth: range of charges relate to the following car parks: NCP Exeter Road (season permit from £4.40 per day and an overnight charge of £3); NCP The Square (season ticket from £9.02 per day); APCOA Avenue Road (overnight charge of £4); and Glen Fern MSCP (after 1pm charge of £2.00 and overnight charge of £3).
- Southampton: range of charges relate to the following car parks: NCP Portland Terrace (1 week pass £28.10); West Quay Podium (£1 after 5pm); West Quay Multi Storey (£1 after 5pm); and West Quay Retail Park (free for 30mins).

### On-street parking charges (£)

Town	<10min	<20min	<30min	<40min	<1hr	<2hrs	Evening
Bath	N/A	N/A	1.30 – 1.80	N/A	2.40 – 3.40	3.10 – 5.00	Free
Bournemouth	0.20	0.20	0.40 - 0.50	0.40	0.60 - 1.00	1.20 - 2.00	As daily
Newbury	N/A	N/A	Free	N/A	1.00	0.50 – 2.20	Free
Southampton	Free	0.60 - 0.80	1.30	1.50	1.80 - 2.20	4.00	2.00
Swindon	N/A	0.30 – 0.40	N/A	0.60 – 0.80	0.90 – 1.20	N/A	Free
Winchester	N/A	N/A	Free	N/A	1.10 - 1.30	1.80 - 2.70	Free

Notes:

- Bath: range of charges relate to all on-street parking locations (as per <http://www.bathnes.gov.uk/services/parking-and-travel/car-parking/parking-bath/street-parking-charges-2>) except for Henrietta Road and Royal Victoria Park. Charges apply Monday to Saturday between 8am to 7pm.
- Bournemouth: range of charges relate to following on-street locations: Bourne Avenue; Braidley Road; Glen Fern Road; Hinton Road; Lansdowne Crescent; Lorne Park Road; Old Christchurch Road; Richmond Hill; Upper Hinton Road; Westover Road; and Wootton Gardens. Charging operating times and periods (i.e. either 10 minute or 15 minute intervals) vary between locations.
- Newbury: on Sunday there is a standard daily charge of £1.00.
- Southampton: range of charges relate to Red (Central Core) Tariff. Charges apply 8am to 6pm (Mon-Sat) and 1pm to 6pm (Sun and Bank/Public Holidays). Evening charge applies 6pm to 10pm (Mon-Sat).
- Swindon: range of charges relate to 'Pay on Street' parking bays. Charges apply 9am to 6pm (Mon to Sat).
- Winchester: range of charges relate to on-street pay and display bays (Mon-Sat). Other on-street parking is available free for up to one hour, two hours, four hours, or with no limit.

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**Wiltshire Council**

**Cabinet**

**Date of meeting: 17 March 2015**

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**Subject: Adoption Agency Six Month Report**

**Cabinet member: Councillor Laura Mayes  
Children's Services**

**Key Decision: No**

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## **Executive Summary**

The purpose of the report is to ensure that Wiltshire Council Cabinet is satisfied that the adoption agency is effective and achieving good outcomes for children, young people and service users. Wiltshire Council is an Ofsted-registered Adoption Agency.

This six monthly written report on the management, outcomes and financial state of the adoption agency is a statutory requirement and covers the period 1 April 2014 to 31 October 2014.

In March 2013, Wiltshire Council's Adoption Service was subject to Ofsted inspection. The overall effectiveness of the service was judged to be adequate. There has not been another Ofsted inspection since, but there have been significant changes within the management structure and the development and delivery of the service.

The number of adoption orders granted during 2013/14 totalled 40 and 40 adoptive families were also approved as suitable to adopt, both of which signified a dramatic increase on the previous year's figures. Between 1 April 2014 and 31 October 2014 16 adoption orders have been granted and 25 adoptive families approved. During the same period last year, 27 adoption orders were granted and 17 adoptive families had been approved.

A number of significant incentives and changes have been implemented within the service in response to the continuing focus on adoption reform. Against a backdrop of continuing change and development, the service has improved its performance and risen to the challenges posed by the adoption reform agenda. There has also been extra external scrutiny by the National Adoption Leadership Board set up by the DfE.

## **Proposal(s)**

It is recommended that the contents of this report are noted and accepted.

**Reason for Proposal**

The 2013 Statutory Adoption Guidance and the 2014 Adoption Minimum Standards place a requirement on local authority adoption services to ensure that Wiltshire Council Cabinet is satisfied that the Adoption Agency is effective; achieving good outcomes for children, young people and service users; and complying with the conditions of registration.

**Carolyn Godfrey, Corporate Director**

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## **Wiltshire Council**

### **Cabinet**

**Date of meeting: 17 March 2015**

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**Subject: Adoption Agency Six Month Report**

**Cabinet member: Councillor Laura Mayes  
Children's Services**

**Key Decision: No**

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### **Purpose of Report**

1. The purpose of the report is to ensure that Wiltshire Council Cabinet is satisfied that the adoption agency is effective and achieving good outcomes for children, young people and service users. The report will also satisfy Wiltshire Council Cabinet that the adoption agency is complying with the conditions of registration (Minimum Standard 25.6; Statutory Adoption Guidance 3.93 and 5.39).
2. This six monthly written report on the management, outcomes and financial state of the adoption agency is a requirement of the 2013 Statutory Adoption Guidance and the 2014 Adoption Minimum Standards.
3. The report covers the period 1 April 2014 to 31 October 2014.
4. It is recommended that the contents of this report are noted and accepted.

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

5. The Wiltshire Council Adoption Service is a central priority for Wiltshire Council as set out in the Wiltshire Council Business Plan 2013-2017 key priority to protect those who are most vulnerable. Key actions in the Business Plan include:
  - To develop an outstanding adoption service for all children for whom adoption is in their best interest
  - To work with voluntary sector partners to ensure that we offer and deliver a comprehensive array of adoption support services.

### **Background**

6. Wiltshire Council is an Ofsted-registered Adoption Agency. The Adoption Service provides permanency through timely and quality adoptive placements for the children and young people in Wiltshire who have a decision made that they should be placed for adoption.

7. The overall requirement of the service is that children and young people are placed for adoption with families who have been assessed and approved as suitable to provide a safe, secure and supportive environment in which children and young people are nurtured to ensure that they develop in all aspects of their lives. The Department for Education publish adoption scorecards which were introduced as part of a new approach to address delays in the adoption system, set out in 'An action plan for adoption: Tackling Delay' (2012). The scorecard measures the timeliness of securing permanency through adoption and has set out reducing thresholds for the period between 2013 and 2017. The present benchmarks are 486 days from a child entering care and being placed for adoption and 152 days from receiving a placement order to being matched with adoptive parents.
  
8. The Adoption Service:
  - Provides an appropriate range of enduring adoption placements to meet the assessed needs of children and young people in need of permanent placements that promote and safeguard their long-term welfare.
  
  - Ensures that adoption placements promote stability and positive outcomes for children and young people by working in partnership with adopted children and young people, adoptive parents, birth families and other professionals in the adoption and post adoption support services.

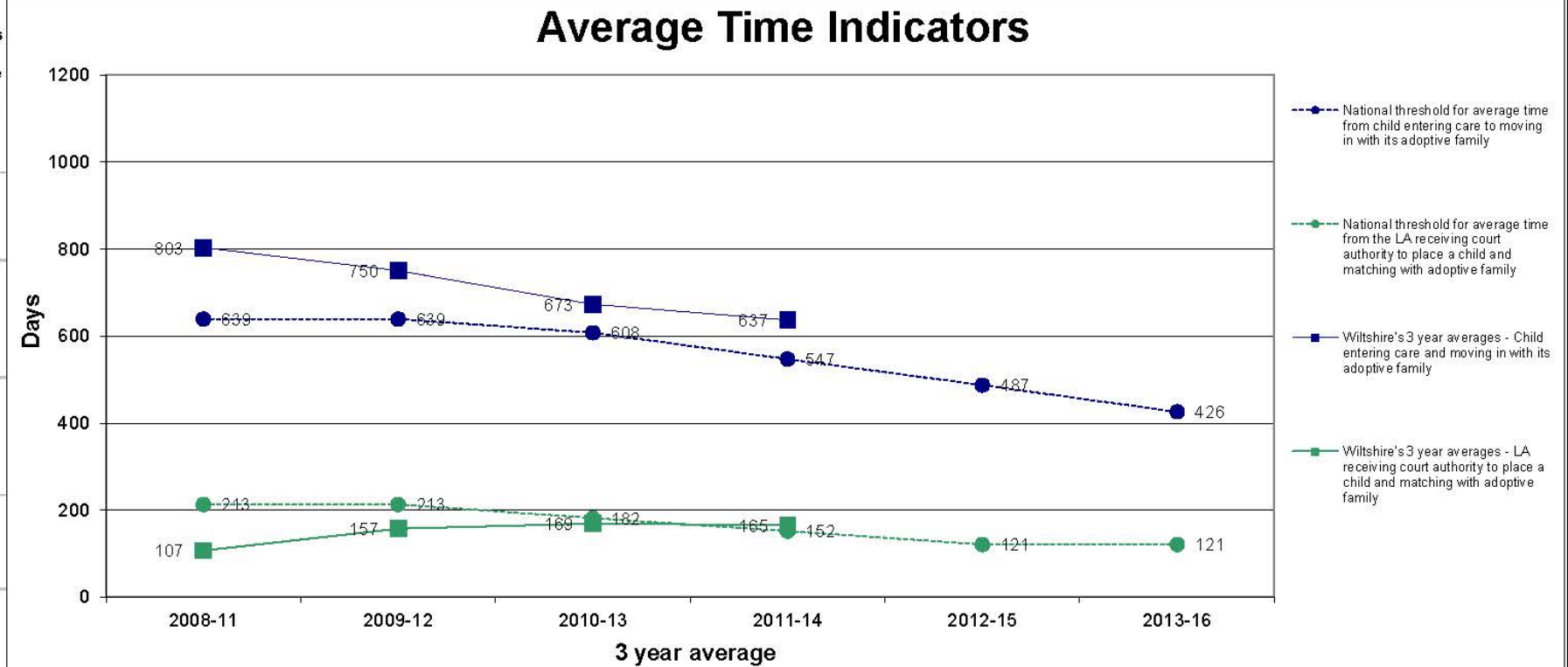
Meets the timescales set out in The Children Act 1989, Statutory Adoption Guidance (2013) and the Adoption National Minimum Standards (2014). Specifically to ensure the time taken to place a child for adoption from the point the child becomes a Looked After Child meets regulatory timescales. These timescales are also monitored by The Adoption Scorecard which were introduced as part of a new approach to address delays in the adoption system, set out in An Action Plan for Adoption: Tackling Delay (March 2012).

# Adoption Scorecard

Choose Local Authority

## Children

	Average time between a child entering care and moving in with its adoptive family, for children who have been adopted (days)	Average time between a local authority receiving court authority to place a child and the local authority deciding on a match to an adoptive family (days)	Children who wait less than 18 months between entering care and moving in with their adoptive family (number and %)
LA's 3 year average (2011-14)	637	165	50 (40%)
1 year trend - Improvement from 2013 to 2014	Average time in 2014 was shorter than in 2013	Average time in 2014 was longer than in 2013	n/a
3 year trend - Improvement from 2010-13 to 2011-14	Average time in 2011-14 was shorter than in 2010-13	Average time in 2011-14 was shorter than in 2010-13	n/a
England 3 year average (2011-14)	628	217	11,360 (51%)
Distance from 2011-14 performance threshold	90 days	13 days	n/a



## Adopters

	Number of approved adoptive families as at 31 March 2014	Proportion of adoptive families who were matched to a child during 2013-14 who waited more than 3 months from approval to being matched to a child
LA average	45	61
England	5,795	58

## Related Information

	Adoptions from care (number adopted and % leaving care who are adopted)	Number and % of children for whom the permanence decision has changed away from adoption	Average time between a child entering care and moving in with its adoptive family. Where times for children who are adopted by their foster family are stopped at the date the child moved in with the foster family (days)	Adoptions of children from ethnic minority backgrounds (number adopted and % of BME children leaving care who are adopted)	Adoptions of children aged five or over (number adopted and % of children aged 5 or over leaving care who are adopted)	Average length of care proceedings locally (weeks)	Number of children awaiting adoption (as at 31 March 2014)	Number of children awaiting adoption with a placement order (as at 31 March 2014)	Number of applications for approval as an adopter still being assessed (not yet approved or rejected) as at 31 March 2014
LA's 3 year (2011-14)	75 (13%)	5 (4%)	580	10 (15%)	15 (4%)	50	40	15	30
England 3 year (2011-14)	12,530 (14%)	3,230 (12%)	525	1,910 (8%)	2,790 (5%)	48	6,370	4,680	4,245

9. The work of the Adoption Agency is underpinned by the Adoption and Children Act 2002 and the 2005 regulations informed by this Act. The aim of the Act is to improve outcomes for children whose permanence plan is to be secured through adoption.
10. In March 2013, Wiltshire Council's Adoption Service was subject to Ofsted inspection. The purpose of an inspection is to assure children and young people, parents, the public, local authorities and government of the quality and standard of the service provided. The inspection was carried out under the Care Standards Act 2000 to assess the effectiveness of the service and to consider how well it complies with the relevant regulations and meets the National Minimum Standards. The overall effectiveness of the service was judged to be 'Adequate'.
11. The Adoption Agency annual report was presented to Cabinet on 22 July 2014 updating Cabinet on the performance of the Adoption Agency for the period 1 October 2013 to 31 March 2014.
12. Cabinet noted that year on year data indicated a decrease in the numbers of children deemed suitable for adoption, falling from 38 in 2012/2013 to 27 during 2013/2014; the corresponding figure for the period April 2014 to October 2014 was 12.
13. The adoption service continues to be able to recruit adopters for babies and younger children without any difficulty. The agency's response to the Adoption Reform Agenda was to take up the challenge of becoming a net provider of approved adopters for the region via the South West Adoption Consortium and nationally through the National Adoption Register. We assessed and approved adopters regardless of whether the placement met the needs of Wiltshire children. This has resulted in a surplus of adopters wanting to parent children under the age of two and few who are able to meet the more complex needs of children with additional health needs or disability, older sibling groups and children of dual heritage. Having reviewed our strategy we have adjusted our approach and from late 2014 we have been targeting our recruitment activity on attracting and progressing applications from prospective adopters who can meet the needs of these 'harder to place' children. It is envisaged that this strategy will result in the more timely placement of most Wiltshire children who need to be adopted and as a result a positive impact on the Adoption Scorecard.

### **Main Considerations for the Council**

14. The number of adoption orders granted during 2013/2014 increased from 14 the previous year to 40 and the number of prospective adopters approved also totalled 40 for 2013/2014, increasing from 26 in 2012/13. Between 1 April 2014 and 31 October 2014 16 adoption orders were granted and 25 adoptive families approved as suitable to adopt.
15. A number of significant incentives and changes have been implemented within the service in response to the continuing focus on adoption reform, for example:

- Funds from the Adoption Reform Grant have been utilised to enable adoption records to be electronically maintained and retained.
- The new two stage process aimed at speeding up the assessment (and training) of adoptive parents has been introduced and procedures and processes have been adapted to reflect new expectations and timescales. However, there have been challenges which have been dealt with on a pragmatic case by case basis largely relating to the completion of background checks within a specified time frame. The proposal is that a clear Wiltshire policy is developed to prevent any unnecessary delay in progressing prospective adopters from one stage to the other without compromising repercussions for the agency.
- An Adoption Support Helpline has been introduced providing information and advice to adoptive parents on Monday's, Wednesday's and Friday's.
- The profile of the Adoption Support Service has been improved significantly by the allocation of a dedicated part-time Assistant Team Manager taking a lead for service development, provision and delivery.
- Three of the main Libraries located within the three main towns have been provided with an Adoption Resource Section which is accessible to both staff and the general public.
- Utilising funds from the Adoption Reform Grant (ARG) an incentive of introducing paperless adoption panels has been implemented.
- Further ARG monies were invested in the appointment of a dedicated Virtual School's Officer whose role is to advocate on behalf of adopted children within the school environment and to work and support teachers to meet the needs of adopted children and families.
- The development of a therapeutic support service across placement services teams.
- The use of DVD's featuring the children during family finding events and interviews, has been a positive and effective incentive.

16. The trend of an increasing number of children being matched with Wiltshire Adopters from other local authorities has continued apace during this period. The number of Special Guardianship Orders granted is also increasing. Where other agencies place a child with Wiltshire Council approved adoptive parents, Wiltshire Council receive the agreed inter-agency fee of £27,000 for one child placed. This increases to £43,000 where 2 siblings are placed at the same time and to £60,000 where 3 siblings are placed at the same time. The agency needs to make a strategic decision whether there is any benefit in continuing to be a net provider of approved adopters taking into account that the number of

approved adopters currently exceeds the number of children who have a permanence plan of adoption. There is a pending change in the senior management of placement services and this will be a key priority in determining the focused activity of the adoption service.

17. Staffing has remained consistent in the team and has been increased by an innovative use of the adoption reform grant. There has been a change in Head of Service bringing in an interim who has specific experience in family placement work. There will be a permanent Head of Service starting in February 2015 which will bring much needed stability to the service as there will have been 4 different senior managers in the space of 12 months

#### Management of the service

18. The table below details the management and staffing for Wiltshire Council's Adoption Service. The Managers, adoption support workers and adoption support social workers hold the minimum social work qualification and have had a minimum of 2 years experience in children and families social work or a closely related field.

<b>Name</b>	<b>Designation</b>
Carolyn Godfrey	Corporate Director
Terence Herbert	Associate Director
Anita Traynor	Interim Head of Service
Owen Evans	Adoption Team Manager
Alison Lewis	Assistant Team Manager - Adoption Support (part time)
Debbie Harper	Assistant Team Manager Recruitment and Assessment (part time)
Sarah Dainty	Concurrency Officer
Adoption Recruitment and Assessment Charlotte Gilbertson Leonie McKenna Pauline Fairman Jane Priborsky 2 x Agency Social Worker (3 months contract) Danielle DeSilva Vacant post	Qualified social worker Qualified social worker Qualified social worker (part time) Qualified social worker (part time)  Adoption Support Worker Qualified social worker (part time)
Adoption Support  Isobel Mills (SGO) 2 x vacant posts (recruitment in progress) Denise O'Connor Ann Mazzotta Catherine Bull	Qualified social worker   Qualified social worker Adoption Support Worker Adoption Support Worker



### Services provided

19. The Wiltshire Council Adoption Service provision of a quality and timely child-centred service for children and young people who cannot be brought up within their birth families continues to improve as the Adoption Scorecard on page 5 indicates. The thresholds have not been met, but the direction of travel is positive.
20. The Wiltshire Council Adoption Service is delivered by two distinct teams, namely the Adoption Referral and Assessment Team and the Adoption Support Team.
21. The Adoption Referral and Assessment Team provide permanency for children and young people through the recruitment, assessment and preparation of prospective adopters.
22. The Adoption Support Team supports adoptive families and their children to ensure placement stability and longevity. The services in place include therapeutic support, counselling, advice and information, training workshops / support groups, family days and events, an annual conference, a quarterly newsletter, financial support and links with educational psychologists and Child and Adolescent Mental Health Services (CAMHS) provided by Oxford Health NHS Foundation Trust.
23. Through a contract with PACT (Parents and Children Together), a voluntary adoption agency, the Adoption Service provides:
  - a. An intermediary service for adopted adults and birth relatives who wish to trace.
  - b. A full range of services to step-parents who wish to adopt a specific child
  - c. Services to Prospective Adopters interested in adopting from overseas.

### Adoption Service Improvement Plan

24. In March 2014, the LAC Improvement Group approved the conclusion of the Permanency and Adoption Improvement Plan and agreed that the development of 1 overarching LAC Improvement Plan should include a focus on:
  - Improving timescales for children and young people needing to be adopted – this includes the role of the adoption panel, resourcing assessments, use of Family Group Conferencing and meeting the timescales of the revised Public Law Outline as part of the implementation of the Family Justice Review.
  - Improving the range of adoption support services on offer
  - Developing a commissioning plan for possible sub-regional partnership for the Adoption West Directors of Children's Services.

Performance information 1 April 2014 - 31 October 2014

25. This section of the report gives the performance information covering the period 1 April 2014 – 31 October 2014, as required for Wiltshire Council Cabinet.

**Number, type and age of children waiting for an adoptive placement**

<b>Legal status at that time</b>	<b>2012/13</b>	<b>2013/14</b>	<b>01/04/14 – 31/10/14</b>
Section 20	9	20	Data not available
Interim Care Order	26	19	Data not available
Care Order	2	1	Data not available
None	1		Data not available
<b>Total</b>	<b>38</b>	<b>40</b>	<b>16</b>

<b>Ethnic origin</b>	<b>2012/13</b>	<b>2013/14</b>	<b>01/04/14 – 31/10/14</b>
White British	27	35	13
Mixed / Other	11	5	3
<b>Total</b>	<b>38</b>	<b>40</b>	<b>16</b>

<b>Age</b>	<b>2012/13</b>	<b>2013/14</b>	<b>01/04/14 – 31/10/14</b>
0-11 months	13	6	5
12-23 months	7	13	4
2-4 years	13	12	2
5-10 years	5	9	4
11 and over			1
<b>Total</b>	<b>38</b>	<b>40</b>	<b>16</b>

<b>Children Adopted</b>	<b>2012/13</b>	<b>2013/14</b>	<b>01/04/14 – 31/10/14</b>
<b>Age</b>			
0-11 months	0	1	0
12-23 months	5	5	4
2-4 years	7	20	8
5-10 years	2	13	4
11 and over	0	1	
<b>Total</b>	<b>14</b>	<b>40</b>	<b>16</b>

<b>Children Matched out of County</b>	<b>2012/13</b>	<b>2013/14</b>	<b>01/04/14 – 31/10/14</b>
	<i>4 children in 3 placements</i>	<i>5 children in 4 placements</i>	<i>4 children in 3 placements</i>

<b>Out of County Children Matched with Wiltshire Adopters</b>	<b>2012/13</b>	<b>2013/14</b>	<b>01/04/14 – 31/10/14</b>
	<i>1 child in 1</i>	<i>16 children</i>	<i>11 children</i>

<b>Out of County Children Matched with Wiltshire Adopters</b>	<b>2012/13</b>	<b>2013/14</b>	<b>01/04/14 – 31/10/14</b>
	<i>placement</i>	<i>in 11 placements</i>	<i>in 9 placements</i>

***Agency's performance against timescales***

26. The latest scorecard was published in December 2014 and is included in the body of this report on page 9.
27. The scorecard reports on activity during a rolling three year period, the latest depicts the period 2011 to 2014.
28. The scorecard reports that the average time between Wiltshire receiving a court order to place a child and deciding to match a child to an adoptive family was 165 days compared to the national average of 217 days.
29. Similarly, the average time from a child entering care and moving in with an adoptive family was 637 days compared to the national average of 628. This figure continues to be above the national average, but is an improvement on last year's figure of 673 days.
30. The table below details performance against the scorecard timescales month-by-month:

<b>Average time between a child entering care and moving in with its adoptive family, for children who have been adopted (days) A1</b>														
Wiltshire 01/04/2014 – 31/10/2014													Wiltshire YTD average 2014/2015	English 3y average 2013/2014
2013/14 Target	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar		
547	N/A	N/A	706	543	647	999	229						624	628

Table showing average days between becoming LAC and being placed for adoption if Placement Order granted within 26 weeks NB does not include

fostering to adopt cases. This provides an indication of anticipated performance once delayed care proceedings have been overcome.

<b>Average time between a child entering care and moving in with its adoptive family, for children who have been adopted (days) A1</b>															
Wiltshire 01/04/2014 – 31/10/2014													Wiltshire YTD average 2014/2015	English 3y average 2013/2014	
2013/14 Target	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar			
547	N/A	N/A	N/A	328	465	400	229							355.5	628

<b>Average time between a local authority receiving a court order to place a child and the local authority deciding to match an adoptive family A2</b>															
Wiltshire 01/04/2014 – 31/10/2014													Wiltshire YTD average 2014/2015	English 3y average 2013/2014	
2013/14 Target	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar			
152	226	171	14	259	64	166	115								217

<b>% children who wait less than 21 months between entering care and moving in with their adoptive family A3</b>															
Wiltshire 01/04/2014 – 31/10/2014													Wiltshire YTD average	English 3y average 2013/2014	
2012/13	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar			
61%	100%	100%	100%	N/A	60%	67%	100%								51%

### ***Applications and assessments of prospective adoptive families***

	2012/13	2013/14	01/04-31/10 2014
Number of enquiries to be an adopter		137	
Number of applications to be an adopter		67	14
Number of newly approved adopters and time taken to approve adopters from application (scorecard indicator B2)	26	40	25
0-3 months	2	4	0
4-6 months	6	17	2
7-12 months	14	18	23
More than 12 months	4	1	
Number of approved adopters unmatched		24	32
Number of approved adopters matched to a child		26	30

31. The latest publication of the Adoption Scorecard shows a 5.3% improvement in the average time between a child entering care and

moving in with their adoptive family. The average time between the local authority receiving court authority to place a child and the local authority deciding on a match with an adoptive family is 8.5% above the national threshold. These figures are not synonymous with the improvements made to the timeliness of assessing adopters and placing children; the reasons for this are as follows:

- The scorecard is based on a rolling three year average of indicators and a cohort of historical cases continues to adversely affect Wiltshire's performance indicators.
- Two fostering families adopted 2 children in their care during the period April to October 2014.
- Two children who were adopted during this period, had proved difficult to place and considerable family finding activity was required to identify adoptive placements.

#### Financial state of the adoption agency

32. The tables below set out the budget and actual expenditure for the 2013/14 financial year and the budget and projected expenditure for the 2014/15 financial year.

<b>2013/14 Financial Year</b>	<b>Budget <sup>1</sup></b>	<b>Actual Expenditure</b>
Salaries & team running costs	600,230	737,716
Carer recruitment & training	17,000	7,332
Adoption Allowances (all types)	742,500	668,965
Adoption Income	0	-365,016
	<b>1,359,730</b>	<b>1,048,997</b>

<b>2014/15 Financial Year</b>	<b>Budget <sup>1</sup></b>	<b>Projected Expenditure</b>
Salaries & team running costs	534,900	509,688
Carer recruitment & training	17,000	10,623
Adoption Allowances (all types)	642,500	672,874
Adoption Income	-60,000	-196,650
	<b>1,361,800</b>	<b>996,536</b>

<sup>1</sup> Excluding SGOs

33. This financial information details the activity for the adoption service for the period to 31 October 2014. The income in both years relates to an element of grant income where adoption team staff have worked on grant activity and relate to inter agency fees which are the fees charged when adopters approved by one agency are matched with a child in the care of another, the forecast is higher than budget based on children's plans.

34. There has been a significant increase in requests for financial support to adopters. As at 31 October 2014, there were the following families being supported with ongoing financial allowances:

	At 31 March 2013		At 31 March 2014		At 31 October 2014	
	Children	Carers	Children	Carers	Children	Carers
RO Allowance	15	11	20	15	20	15
Adoption Allowance	52	39	63	44	64	49
<b>Total</b>	<b>67</b>	<b>50</b>	<b>83</b>	<b>59</b>	<b>84</b>	<b>64</b>

35. In addition to the budget above, the Adoption Reform Grant (ring fenced) totalling £188,960 was fully utilised during the financial year to 31 March 2014 and the un-ring fenced grant totalling £881,740 was partially spent, with the remainder (£629,818) being rolled over into a corporate reserve that Children's Services Leadership Team will administer to a number of priorities including children's social care during 2014/15.
36. A further £50 million Adoption Reform Grant was allocated to local authorities in 2014-15 by the Department for Education to continue to support the work to improve adoption services. The grant is not ring-fenced and has been allocated using a similar formula to the non ring-fenced element of last year's grant. Local authorities are able to use the funding at their discretion in order to meet local need. Wiltshire's allocation for 2014-15 is £438,999. Plans are in place to fully spend this grant and the amount rolled over from 2013/14 financial year by 31st March 2015.

37.  
Panel activity

	2012/13	2013/14	01/04/2014 – 31/10/2014
Number of panels held	25	24	15
Number of Prospective Adoptive Families considered	28	41	25
Number of Matches considered	25	26	17

### Safeguarding Implications

38. The Wiltshire Council Adoption Service is part of Wiltshire Council's children's social care services. All Wiltshire Council children's services are delivered according to the Wiltshire Children's Services Procedures Manual and are overseen by the Wiltshire Safeguarding Children Board. The local authority has effective child and vulnerable adult safeguarding procedures.
39. This report is for note by Wiltshire Council Cabinet.

### Public Health Implications

40. Not applicable – for note by Wiltshire Council Cabinet.

### **Procurement Implications**

41. Not applicable – for note by Wiltshire Council Cabinet.

### **Environmental and Climate Change Considerations**

42. Not applicable – for note by Wiltshire Council Cabinet.

### **Equalities Impact of the Proposal**

43. Not applicable – for note by Wiltshire Council Cabinet.

### **Risk Assessment**

44. Risks that may arise if the performance of the adoption agency is not effective and is not achieving good outcomes for children and young people:

1. Safeguarding risk to looked after children and young people if they are placed with adoptive parents who have not been fully assessed, prepared and supported – safeguarding is considered a high level risk in the corporate risk register
2. Reputational risk to Council if the adoption agency is not effective and does not achieve good outcomes for children and young people who need adoption
3. Reputational risk to Council if we do not meet statutory timescales for children and young people needing to be adopted
4. Financial risk to Council if placements that are made are not stable leading to placement breakdown and subsequently children returning to the Local Authority's care

An effective delivery of the plan and monitoring of the scorecard will mitigate these risks.

45. Risks that may arise if Cabinet note and accept the contents of this report and actions that will be taken to manage these risks:

	<b>Risk</b>	<b>Action to mitigate the risk</b>
1.	Inadequate supply of adopters to meet demands	An Adoption Service Marketing Strategy will be developed and implemented, building on knowledge gained during the marketing campaign of 2013/14
2.	Ability to meet budget – increased costs of service provision	Use of the Adoption Reform Grant 2014/15
3.	The service cannot meet statutory timescales for children and young people needing to be adopted	Key actions are included in the Looked After Children Improvement Plan to improve performance and ensure we meet statutory timescales

## **Financial Implications**

46. The budget and expenditure for 2013-14, and projected expenditure for 2014-15, are outlined in paragraphs 35 – 40 above. The activity and therefore expenditure has increased in 2013-14 financial year as per the Government's agenda for adoption reform. We would anticipate the same or increased levels for 2014-15. The cost of supporting an adopted child is less than the average costs of care and is often time limited as opposed to care costs which continue until 18 years or longer if the young person has additional needs or is in full time education.

## **Legal Implications**

47. The Executive side of Wiltshire Council, as a registered adoption agency approved by the DfE, has a legal duty to receive written reports on the management outcomes and financial state of the agency every 6 months; to monitor the management and outcomes of the services in order to satisfy themselves that the agency is effective and is achieving good outcomes for children and/or service users; and to satisfy themselves that the agency is complying with the conditions of registration.

This report ensures that the legal requirements are being complied with on an on-going basis and as such, there are no additional legal implications arising.

## **Options Considered**

48. Not applicable – for note by Wiltshire Council Cabinet.

## **Conclusions**

49. During the past twelve months the Government's continuing adoption reform agenda has brought about further changes to adoption policies and practice. Central to the reform programme is a belief in the importance of recruiting more adoptive families and reducing the amount of time a child has to wait before being adopted. Wiltshire Council's Adoption Service is committed to improving service delivery and permanent outcomes for adopted children and young people. The Adoption Service is working collaboratively with other social care teams and agencies to ensure a whole service approach to prevent delay in securing permanency for children and young people through adoption.
50. In Wiltshire during the period between March and October 2014 we have consolidated upon the improvements achieved during the previous year and then maintained an increased level of recruitment and assessment activity. However, there has been a noticeable decrease during the latter months of this reporting period in the number of children whose permanency plan is one of adoption. It is predicted that the number of adoption orders granted during 2014 / 2015 will fall considerably short of that achieved in 2013 / 2014; however there is no direct correlation between the two figures and a decrease is indicative of wider changes in



case law, thresholds and social work practice as opposed to underperformance by the adoption service. Similarly we are unlikely to surpass or even match the same number of approvals this year as we did last, because the Adoption Reform Agenda has effectively closed the 'adopter-gap'. Consequently the significant number of families now waiting to be matched together with a corresponding decrease in the availability of children has led to the agency making a decision not to accept or progress any new referrals or applications for the majority of this reporting period and concentrate its activity on the matching of approved adopters and the successful conclusion to approval of those already in the assessment process.

**Terence Herbert, Associate Director  
Child, Youth, 0-25 SEN/Disabilities, Children & Families Social Care**

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Report Author:

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Social Care

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Telephone: 01225 718720

12 February 2015

### **Background Papers**

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

None

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**Wiltshire Council**

**Cabinet**

**17 March 2015**

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**Subject:** **Wiltshire Council 2014 staff survey outcomes**

**Cabinet member:** **Cllr Stuart Wheeler** - Hubs, Heritage & Arts, Governance (including information management), Support Services (HR, Legal, ICT, Business Services, Democratic Services).

**Key Decision:** **No**

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### **Executive Summary**

The results of the 2014 Staff Survey are very positive, the overall employee engagement index score has increased and there has been a rise in the number of fully engaged employees, compared to 2012.

For 2015-16 a corporate focus on ensuring all staff have an effective appraisal and development plan, alongside involving staff in action planning based on results for their own service areas, is intended to deliver further improvements.

### **Proposal(s)**

Cabinet to note the content of the corporate staff survey report and priorities arising.

### **Reason for Proposal**

Cabinet have requested to be kept updated regarding staff survey outcomes and trends, particularly regarding staff engagement, recognising that the ability to deliver business plan outcome relies on having an engaged workforce.

### **Report brought by**

Carolyn Godfrey, Maggie Rae, Carlton Brand - Corporate Directors

## Wiltshire Council

### Cabinet

17 March 2015

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**Subject:** Wiltshire Council 2014 staff survey outcomes

**Cabinet member:** Cllr Stuart Wheeler - Hubs, Heritage & Arts, Governance (including information management), Support Services (HR, Legal, ICT, Business Services, Democratic Services).

**Key Decision:** No

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### Purpose of Report

1. To provide Cabinet with an overview of the 2014 staff survey results, highlighting key messages and priorities arising.

### Relevance to the Council's Business Plan

2. The staff survey is a key way in which we measure staff engagement. An engaged workforce is important to the council's ability to deliver our people strategy and business plan outcomes.

### Main Considerations for the Council

3. Overall the survey results show continued improvements in the way staff view Wiltshire Council as an employer. Within each main section of the survey responses have been as positive, or more positive, than in 2012.

Section	2014 Average Positive Responses	2012 Average Positive Responses	Change in % Positive Responses
Change	65	61	+4%
Your role	63	63	0%
Culture, wellbeing and safety	77	73	+4%
Reward and Recognition	62	58	+4%
Communication	60	57	+3%
Management and Leadership	53	50	+3%
Learning and Development	57	52	+5%
Employee engagement	56	51	+5%
Team Work	75	72	+3%
Customers	70	68	+2%

- There has been a rise of 4.9% in the number of “fully engaged staff” (measured through the questions in the table below) and a reduction in those whose responses show them to be fully disengaged.

			% Positive	
			2014	2012
Say	42	I am proud to work for Wiltshire Council.	62	55
	43	I would recommend Wiltshire Council as a great place to work.	53	45
Stay	44	I feel committed to the organisation's goals.	70	66
	45	I feel a strong sense of belonging to this organisation.	49	43
Strive	46	Working for Wiltshire Council makes me want to do the best job I can.	61	57
	47	Wiltshire Council motivates me to contribute more than is normally required in my work.	43	38
Employee Engagement Index			56	51

- The survey responses continue to reflect strong embedding of the behaviours framework, with 95% of staff stating they understand the behaviours that are expected of them.
- Whilst the results indicate good employee engagement we recognise the need for continual improvement. Based on survey feedback have created a single corporate priority “Every employee to have an annual appraisal and clear development plan”. By focusing on this single priority area it is intended that both staff engagement and indicators related to people strategy themes, measured through the survey, will be positively impacted.
- There is already work taking place which will help to deliver on this priority – including the launch of a new council wide learning and performance management system, planned for Spring 2015, which will support managers in carrying out effective performance and development discussions with their staff. This system will also promote more social learning and networking across the council to help staff share knowledge and be actively involved in creating a learning culture.
- In addition a further corporate priority is that “Everyone should be involved in making improvements through service level planning” with a requirement for all services to carry out action planning involving staff in making positive changes based on the survey responses within their own areas.
- Heads of service have been provided with reports together with a toolkit designed to support them in undertaking this effective action planning with their teams and will be supported by the senior team to deliver on this priority.
- Staffing Policy Committee will be updated regarding staff survey results and actions to implement corporate priorities at the committee meeting on 4 March 2015.

## **Background**

11. The 2014 staff survey ran between 20 October and 7 November 2014 for staff to complete online.
12. Frontline staff without access to work laptops were provided with paper copies of the survey and the deadline date for submission of these was extended until Tuesday 18 November 2014.
13. The overall response rate across Wiltshire Council was 60% which was the same as in 2012 and is a good response rate for an organisation of this size.
14. The survey responses have been collated to provide an overall corporate report which is available via HR Direct and was communicated to staff and managers on 10 February 2015.

## **Safeguarding Implications**

15. None

## **Public Health Implications**

16. None

## **Corporate Procurement Implications**

17. None

## **Equalities Impact of the Proposal** (detailing conclusions identified from Equality Analysis, sections 4 and 5)

18. None

## **Environmental and Climate Change Considerations**

19. None

## **Risk Assessment**

20. None

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

21. None

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

22. None

## **Financial Implications**

23. None

## **Legal Implications**

24. None

## **Options Considered**

25. Not applicable

## **Conclusions**

26. Overall the 2014 staff survey results indicate improvements in staff engagement. A corporate focus on ensuring all staff have an effective appraisal and development plan, alongside involving staff in action planning based on results for their own service areas, will deliver further improvements in 2015-16.

## **Proposal**

27. Cabinet to note the content of the report and corporate priorities arising.

## **Reason for Proposal**

28. Cabinet have requested to be kept updated regarding staff survey outcomes and trends, particularly regarding staff engagement, recognising that the ability to deliver business plan outcome relies on having an engaged workforce.

**Carolyn Godfrey, Maggie Rae, Carlton Brand – Corporate Directors**

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**Lead Officer:** Barry Pirie, Associate Director – People and Business  
**Report Authors:** Paula Marsh and David Thorne, Strategic HR team

## **Background Papers**

None

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Wiltshire Council

Cabinet

17 March 2015

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**Subject:** Report on Treasury Management Strategy 2014-15 – Third Quarter ended 31 December 2014

**Cabinet member:** Councillor Richard Tonge  
Finance, Performance, Risk, Procurement and Welfare Reform

**Key Decision:** No

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### **Executive Summary**

The Council has adopted a Treasury Management Strategy and an Annual Investment Strategy (AIS) for 2014-15, which can be found in the Cabinet meeting on 11<sup>th</sup> February 2014 agenda in the reports pack at the following link, <http://cms.wiltshire.gov.uk/ieListDocuments.aspx?CId=141&MId=7217&Ver=4>, Item 9, Pages 201 to 283.

In addition to an Annual Report, the policy requires quarterly reports reviewing the Treasury Management Strategy (TMS). This is the third quarterly report of 2014-15 and covers the period from 1 April 2014 to 31 December 2014.

### **Proposals**

The Cabinet is asked to note the contents of this report in line with the Treasury Management Strategy.

### **Reasons for Proposals**

To give members of the Cabinet an opportunity to consider the performance of the Council in the period to the end of the quarter against the parameters set out in the approved Treasury Management Strategy for 2014-15.

This report is a requirement of the Council's Treasury Management Strategy.

**Carolyn Godfrey – Corporate Director**

**Subject: Report on Treasury Management Strategy 2014-15 – Third Quarter ended 31 December 2014**

**Cabinet member: Councillor Richard Tonge  
Finance, Performance, Risk, Procurement and Welfare Reform**

**Key Decision: No**

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## **1. Background & Purpose of Report**

- 1.1 The Council adopted a Treasury Management Strategy for 2014-15 at its meeting on 25 February 2014, incorporating Prudential Indicators (PrIs), Treasury Management Indicators (TrIs) and an Annual Investment Strategy, in accordance with the Prudential Code for Capital Finance in Local Authorities (the Prudential Code). The Strategy report can be found in the Cabinet 11 February 2014 agenda reports pack, Item 9, Pages 201 to 283 at <http://cms.wiltshire.gov.uk/ieListDocuments.aspx?CId=141&MId=7217&Ver=4>.
- 1.2 The Council agreed that, in addition to an Annual Treasury Report reviewing the year as a whole, quarterly reports would be submitted to Cabinet reviewing the Treasury Management Strategy. This report covers the third quarter of 2014-15, ended 31 December 2014.

## **2. Main Considerations for the Cabinet**

- 2.1 This report reviews management actions in relation to:
- a) the PrIs, TrIs originally set for the year and the position at the 31 December 2014;
  - b) other treasury management actions during the period; and
  - c) the approved Annual Investment Strategy.

### **Review of Prudential and Treasury Indicators and Treasury Management Strategy for 2014-15**

- 2.2 The following is a review of the position on the key prudential and treasury indicators for the nine months to 31 December 2014.
- 2.3 A full detailed listing of the indicators required by the CIPFA Prudential Code, Treasury Management Code and Treasury Management Guidance Notes is given in Appendix 1.

## Key Prudential Indicators

### Prl 2 – Ratio of Financing Costs to Net Revenue Stream

	<b>2013-14 Actual Outturn</b>	<b>2014-15 Original Estimate</b>	<b>2014-15 Revised Estimate</b>
General Fund	6.2%	7.1%	6.5%
Housing Revenue Account	15.3%	14.7%	14.9%

- 2.4 In Prl 2 above the General Fund revised estimate for 2014-15 is lower than the previous quarter due to a decrease in estimated financing costs associated with revised borrowing following re-phasing of capital expenditure into later years.

### Prl 4 – Gross Borrowing compared to Capital Financing Requirement (CFR)

	<b>2013-14 Actual Outturn £ million</b>	<b>2014-15 Original Estimate £ million</b>	<b>2014-15 Revised Estimate £ million</b>
CFR – General Fund	348.6	438.7	386.4
CFR – HRA	122.6	122.6	122.6
Gross Borrowing – General Fund	245.2	305.1	246.1
Gross Borrowing – HRA	118.8	118.8	118.8
<b>CFR not funded by gross borrowing – General Fund</b>	<b>103.4</b>	<b>133.6</b>	<b>140.3</b>
<b>CFR not funded by gross borrowing – HRA</b>	<b>3.8</b>	<b>3.8</b>	<b>3.8</b>

- 2.5 Prl 4 measures the so called “Golden Rule” which ensures that over the medium term net borrowing is only for capital purposes.
- 2.6 The main reasons for the change in the 2014-15 revised estimate compared to the previous quarter are:
- a decrease in the capital financing requirement of £49.7 million as a result of the re-phasing of capital expenditure; and
  - a revision of the external borrowing requirement in line with expected capital expenditure and cash flow requirements.

## Key Treasury Management Indicators within the Prudential Code

- 2.7 The Operational Boundary and Authorised Limit, as approved by Council in February as part of the Treasury Management Strategy, detailed below are control limits and do not compare with actual borrowing figures as capital funding requirements are not automatically taken as loans and may be funded from cash balances.

### Trl 1 – Authorised Limit for External Debt

<b>Authorised Limit</b>	<b>2014-15 £ million</b>	<b>2015-16 £ million</b>	<b>2016-17 £ million</b>
Borrowing – General Fund	471.2	473.2	466.1
Borrowing – HRA	123.2	123.2	123.2
Other Long Term Liabilities	0.2	0.2	0.2
<b>TOTAL</b>	<b>594.6</b>	<b>596.6</b>	<b>589.5</b>

- 2.8 The External Debt limit includes a margin above the Operational Boundary to allow for any unusual or unpredicted cash movements. The limit has not been exceeded in the reporting period.

### Trl 2 – Operational Boundary for External Debt

<b>Operational Boundary</b>	<b>2014-15 £ million</b>	<b>2015-16 £ million</b>	<b>2016-17 £ million</b>
Borrowing – General Fund	459.7	461.6	454.8
Borrowing – HRA	123.2	123.2	123.2
Other Long Term Liabilities	0.2	0.2	0.2
<b>TOTAL</b>	<b>583.1</b>	<b>585.0</b>	<b>578.2</b>

- 2.9 The Operational Boundary is set at a limit that facilitates the funding of the Council's entire financing requirement through loans, if this was the most cost effective approach. The limit was set to anticipate expected expenditure and has not been exceeded during the reporting period (maximum borrowing during the period was £364.0 million).

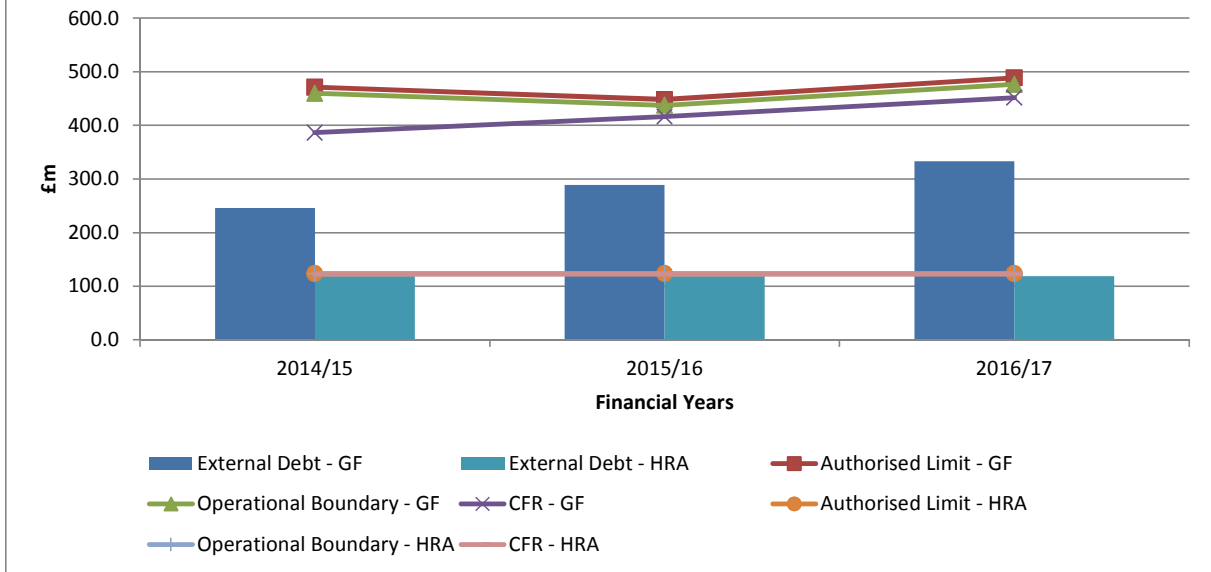
### Trl 3 – External Debt

	<b>31/03/14 Actual £ million</b>	<b>31/12/14 Actual £ million</b>	<b>31/03/15 Expected £ million</b>
Borrowing – General Fund	245.2	243.2	246.1
Borrowing – HRA	118.8	118.8	118.8
<b>Total Borrowing</b>	<b>364.0</b>	<b>362.0</b>	<b>364.9</b>
Other Long Term Liabilities	0.2	0.2	0.2
<b>TOTAL</b>	<b>364.2</b>	<b>362.2</b>	<b>365.1</b>

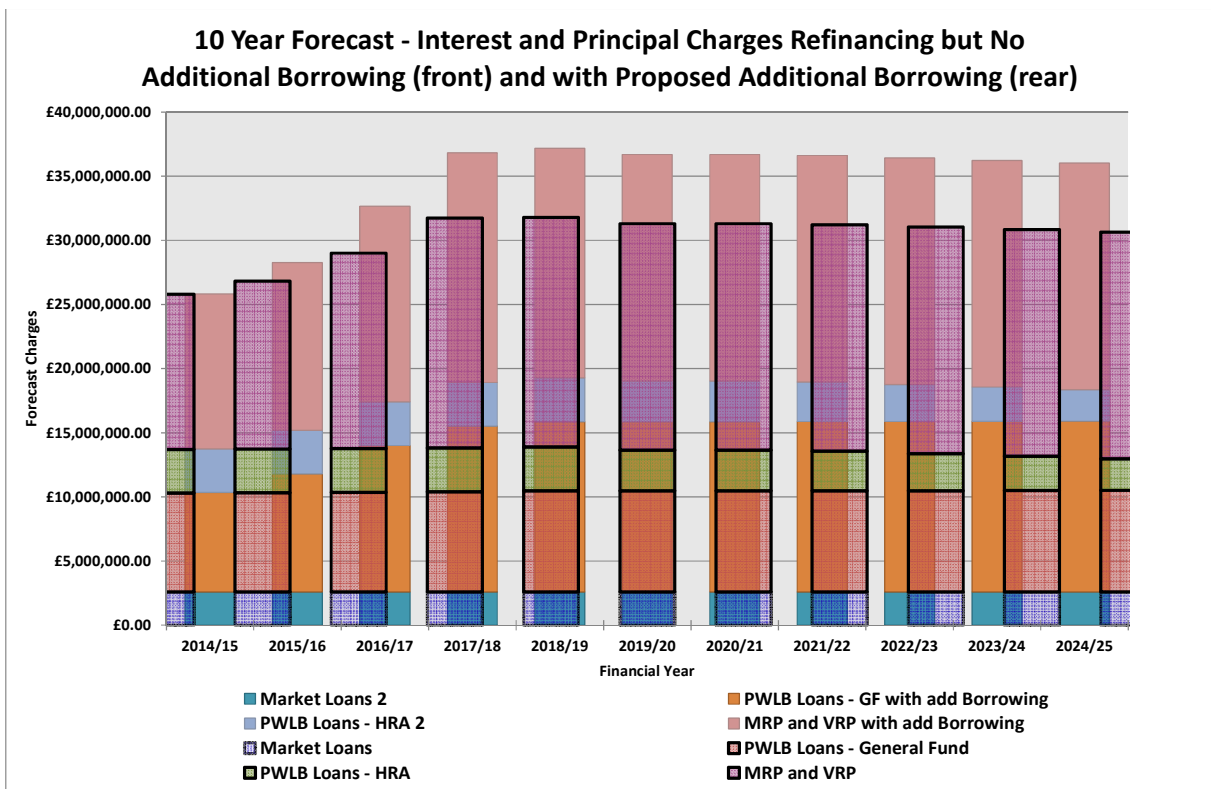
- 2.10 Trl 3 shows the gross External Debt outstanding, both long-term loans and temporary borrowing. A £2 million General Fund PWLB loan was repaid, on maturity, in June 2014. This has resulted in a reduction in actual borrowing, the repayment being contained within the Councils cash flow, through a reduction in investments rather than refinancing. The figure for actual borrowing at 31 March 2014 is stated at the amount that reflects actual outstanding external borrowing at the end of 2013-14 (i.e. excluding accounting adjustments, such as accrued interest and effective interest rate adjustments).

- 2.11 The above Trls 1-3, together with the Capital Financing Requirement (see Prl 4 in paragraph 2.5 above), are represented in graphical form below:

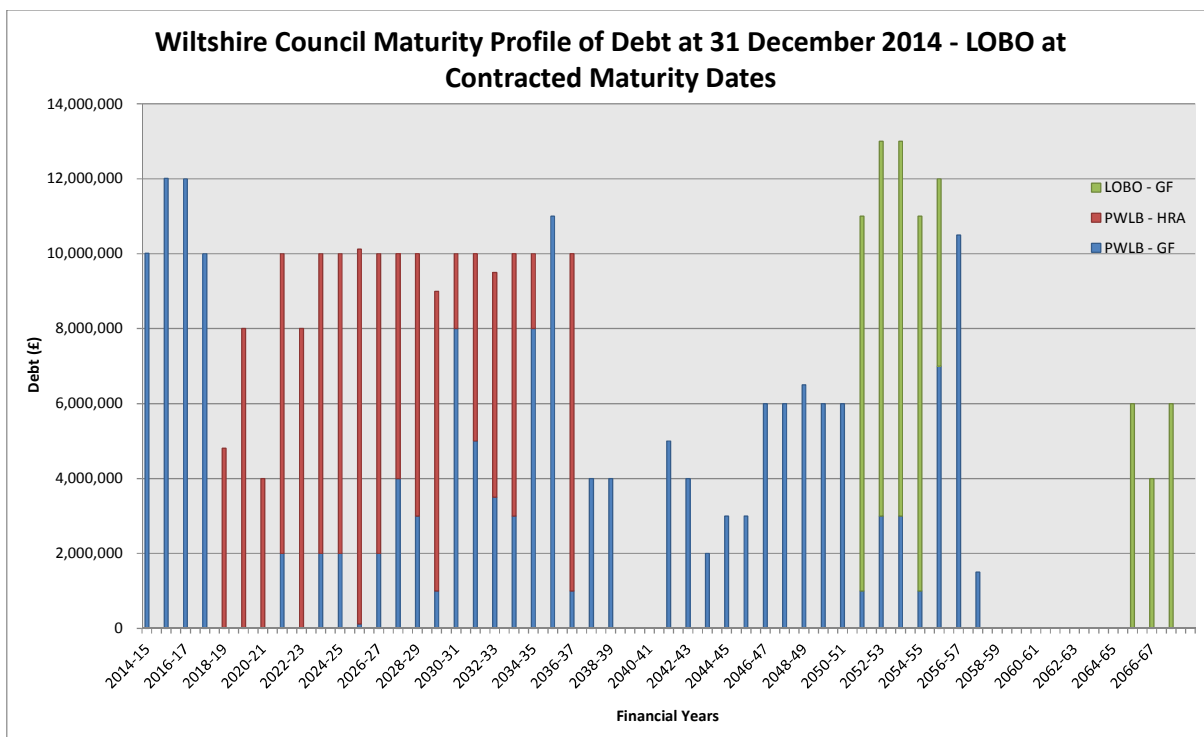
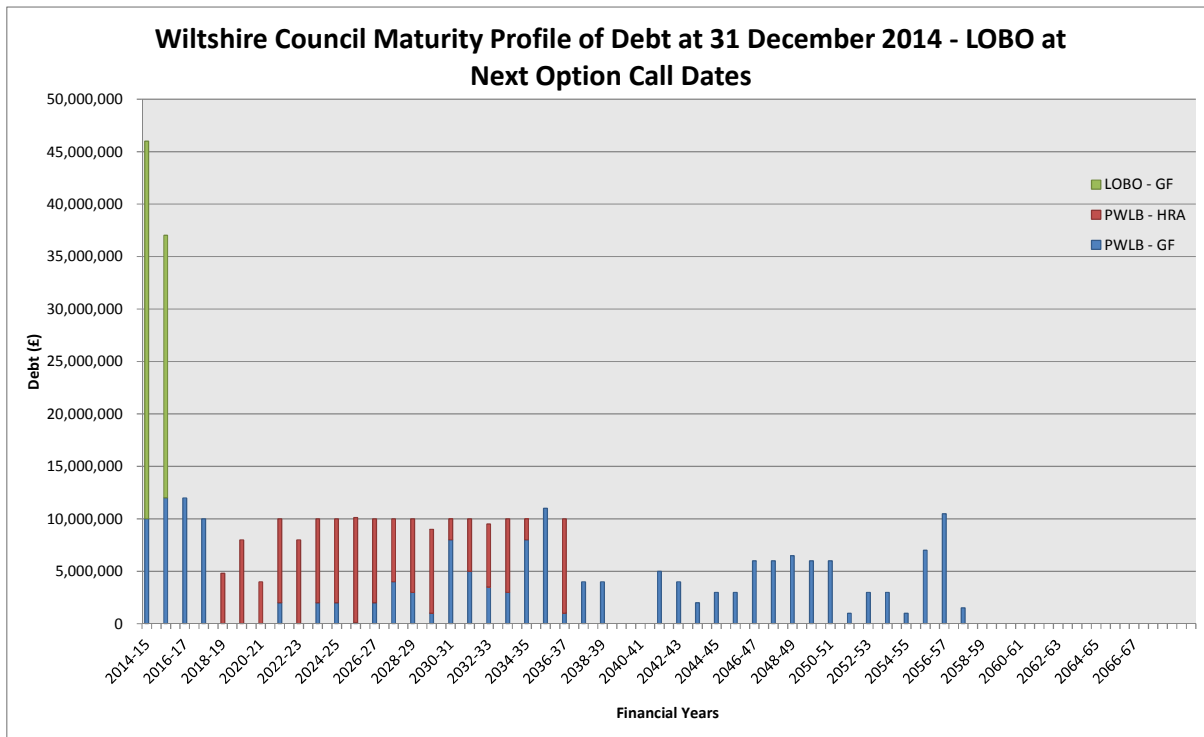
### Quarterly Report on Treasury Management Strategy - Third Quarter 2014-15 - Key Treasury (Prudential) Indicators



2.12 The total cost of borrowing to fund capital expenditure (General Fund and HRA) now stands at £25.798 million per annum, made up of interest costs (£13.709 million) and principal charges (minimum revenue provision) (£12.089 million). A ten year forecast based on current borrowing with maturing loans being refinanced, compared with the proposed additional borrowing to fund major capital projects, including campuses, is given below:



2.13 The following graphs show the period over which the current external debt matures, based on: a) the earliest repayment date (next option call date) in the case of LOBO loans (see also Appendix 2), and b) LOBO loans at their contracted maturity dates (no change from the previous quarter):



**Key Treasury Management Indicators within the Treasury Management Code**

**Trl 6 – Principal Sums invested for periods of longer than 364 days**

2.14 This Trl is now covered by the Annual Investment Strategy for 2014-15, which set a limit of £30 million. During the first nine months of 2014-15 no cost

effective investments have been identified. The Authority however holds a number of money market funds and a 35 day notice deposit account, which offer attractive interest rates and, in the case of money market funds, instant access for flexibility of cash management.

#### Trl 7 - Local Prudential Indicator

- 2.15 In addition to the main maturity indicators it was agreed as part of the Treasury Management Strategy, approved by Council in February, that no more than 15% of long term loans should fall due for repayment within any one financial year. The maximum in any one year is currently 12.7% (£46 million) in 2014-15. However, £36 million relates to the treatment of LOBO loans, which are shown as maturing at the date (the “call date”) on which the lender has the right to increase the interest rate. Indications are that interest rates will start moving upwards towards the latter half of 2015. However, interest rates are expected to increase slowly and it is, therefore, extremely unlikely that these loans will be “called” in 2014-15. A summary maturity profile is shown in Appendix 2.

### **Other Debt Management Issues**

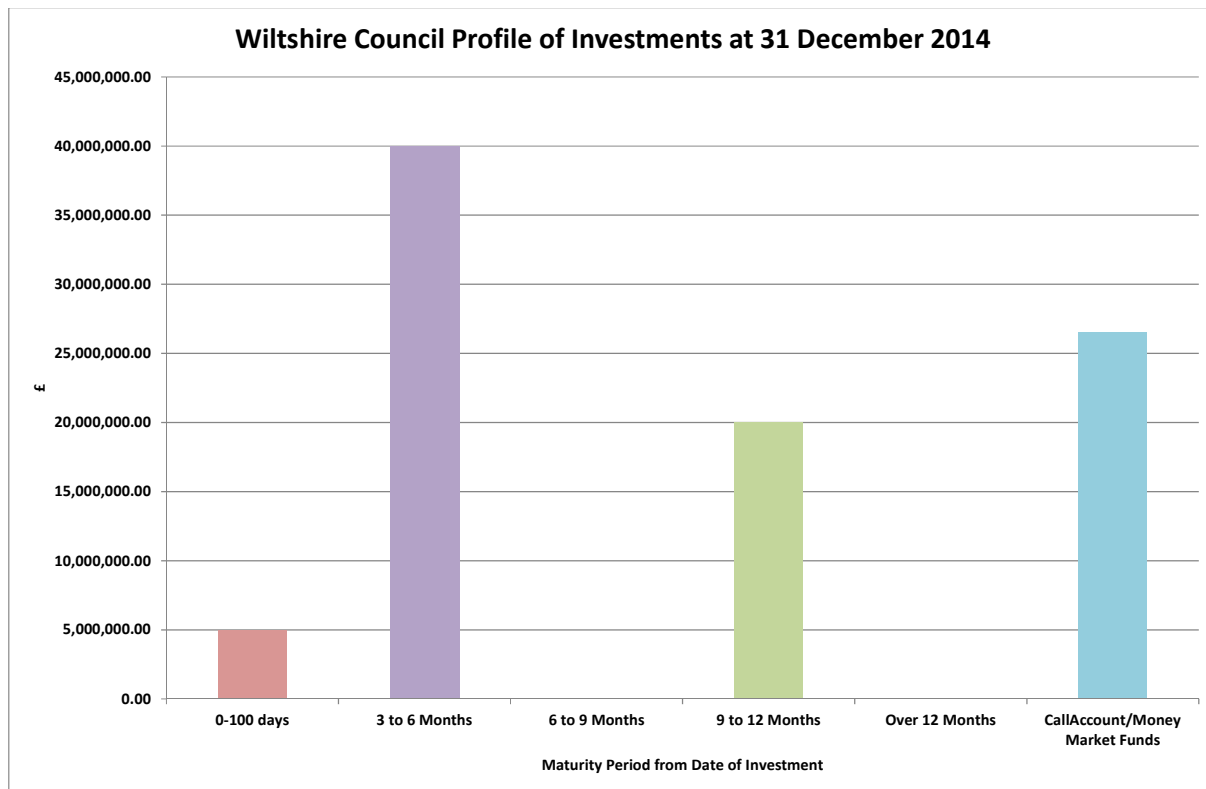
#### Debt Rescheduling

- 2.16 No opportunities to reschedule PWLB debt have been identified during the period, mainly because of the high level of premiums payable for early repayment of debt. This is continually monitored and any opportunities to reschedule cost effectively will be considered, should they arise. This is unlikely, unless the PWLB change policy regarding early repayment.

#### Cash Surpluses and Deficits

##### *Short Term Surpluses and Deficits*

- 2.17 Any short term cash surpluses or deficits have been managed through temporary deposits or loans, respectively. Temporary deposits outstanding at 31 December 2014 amounted to £91.5 million, as detailed in Appendix 3. The graph below shows the maturity profile of the Council’s investments.



### *Icelandic Banks*

2.18 Since the last quarterly report the Council has sold its claim against the insolvent estate of LBI. The claim was sold, on 17 October 2014, through a sales process brokered by Deutsche Bank. The price at which the claim was sold was based on a reserve price set by Wiltshire Council on the basis of legal advice received from Bevan Brittan and Wiltshire Council's own analysis of the financial position. The proceeds of the sale were paid in cash in Pounds Sterling. The sale means that Wiltshire Council has recovered 96% of the amount that was originally deposited with LBI in 2008. Wiltshire Council is, therefore, no longer a creditor of LBI. The Council has now recovered, overall, approximately £11.4 million of the original £12 million deposited in 2008. The balance not recovered has been fully provided for in the accounts.

2.19 Based on the latest information, the Council is expecting to recover up to 95% of its deposits with Heritable (94% has already recovered). The Administrators have not yet indicated the exact timing and quantum of any further repayments as any further repayments are subject to the conclusion of ongoing legal proceedings. Indeed, dependent upon the results of those proceedings, the previous repayment could have been the final repayment the Council will receive. The remaining balance of just over £0.538 million is fully provided for in the accounts should this be the case. An update is expected later this year (if the Administrators follow the timing of previous publications, a progress report is due in March 2015).

### *Longer Term Cash Balances*

2.20 Interest rate movements in the period have not provided many opportunities for an increased return by longer term investment of the more permanent cash surpluses, such as reserves and balances. However, the availability of any appropriate longer term investment opportunities is continually monitored, such as "special tranche rates" that are regularly offered by banks.



2.21 Rates have remained relatively low, which is, therefore, reflected in rates available, including the “special tranche rate” investments. Details of investments outstanding are shown in Appendix 3.

### **Review of Investment Strategy**

2.22 The Treasury Management Strategy Statement (TMSS) for 2014-15, which includes the Annual Investment Strategy, was approved by the Council on 25 February 2014. It sets out the Council’s investment priorities as being:

- a) Security of capital;
- b) Liquidity; and
- c) Yield.

2.23 The Council will also aim to achieve the optimum return (yield) on investments commensurate with proper levels of security and liquidity. In the current economic climate it is considered appropriate to keep investments short term to cover cash flow needs but also to seek out value available in higher rates in periods up to 12 months with highly credit rated financial institutions, using Capita Treasury Solution’s suggested creditworthiness approach, including sovereign credit rating and Credit Default Swap (CDS) overlay information provided by Capita.

2.24 All investments have been conducted within the agreed Annual Investment Strategy and made only to authorised lenders within the Council’s high credit quality policy.

2.25 Credit ratings are incorporated within the approved Investment Strategy as detailed within the Treasury Management Strategy 2014-15 and the current ratings have been shown against the deposits outstanding in Appendix 3.

### **3. Environmental and Climate Change Considerations**

3.1 None have been identified as arising directly from this report.

### **4. Equalities Impact of the Proposal**

4.1 None have been identified as arising directly from this report.

### **5. Risks Assessment and Financial Implications**

5.1 All investment has been at fixed rates during the period. The Council’s current average interest rate on long term debt is 3.798%, which compares favourably with similar rates of other UK local authorities.

5.2 The primary treasury management risks to which the Council is exposed are adverse movements in interest rates and the credit risk of counterparties.

5.3 Investment counterparty risk is controlled by assessing and monitoring the credit risk of borrowers as authorised by the Annual Investment Strategy.

## **6. Legal Implications**

6.1 None have been identified as arising directly from this report.

## **7. Public Health Implications**

7.1 None have been identified as arising directly from this report.

## **8. Safeguarding Considerations**

8.1 None have been identified as arising directly from this report.

## **9. Procurement Considerations**

9.1 None have been identified as arising directly from this report.

## **10. Options Considered**

10.1 The availability of any longer term investment opportunities, such as those offered by “special tranche rates”, is continually monitored.

10.2 Also any options available to provide savings from rescheduling long term borrowing are continually assessed in liaison with our treasury advisers.

## **11. Conclusion**

11.1 Cabinet is asked to note the report.

Michael Hudson  
Associate Director, Finance, Revenues & Benefits and Pensions

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[keith.stephens@wiltshire.gov.uk](mailto:keith.stephens@wiltshire.gov.uk)

### **Background Papers**

The following unpublished documents have been relied on in the preparation of this Report: NONE

### **Appendices**

- Appendix 1 Prudential and Treasury Indicators for 2014-15, 2015-16 & 2016-17
- Appendix 2 Summary of Long Term Borrowing 1 April 2014 – 31 December 2014
- Appendix 3 Summary of Temporary Loans and Deposits 1 April 2014 – 31 December 2014

**Prudential and Treasury Indicators for 2014-15, 2015-16 & 2016-17****Prudential Indicators****Prl 1 – Capital Expenditure**

1. The table below shows the revised figures for capital expenditure based on the current capital approved budget.

	<b>2013-14 Actual Outturn</b>	<b>2014-15 Original Estimate</b>	<b>2014-15 Revised Estimate</b>	<b>2014-15 Actual To date 31/12/14</b>
	<b>£ million</b>	<b>£ million</b>	<b>£ million</b>	<b>£ million</b>
General Fund	84.5	132.1	120.0	39.4
HRA	6.2	10.2	16.0	8.3

2. The (revised) estimate for 2014-15 has been amended to reflect the most up to date capital budget.
3. The Capital Programme is monitored closely throughout the year and progress on the programme is reported to the Cabinet Capital Asset Committee (CCAC). The Month 9 2014-2015 report (as at 31 December 2014) was taken to CCAC in February 2014.

**Prl 2 – Ratio of Financing Costs to Net Revenue Stream**

	<b>2013-14 Actual Outturn</b>	<b>2014-15 Original Estimate</b>	<b>2014-15 Revised Estimate</b>
General Fund	6.2%	7.1%	6.5%
Housing Revenue Account	15.3%	14.7%	14.9%

The General Fund revised estimate for 2014-15 is lower than the previous quarter due to a decrease in estimated financing costs associated with revised borrowing following re-phasing of capital expenditure into later years.

**Prudential and Treasury Indicators for 2014-15, 2015-16 & 2016-17**

Prl 3 – Estimate of Incremental Impact of Capital Investment Decisions on the Council Tax

4. This indicator is only relevant at budget setting time and for 2014-15 was calculated as being £-4.39.

Prl 4 – Gross Borrowing compared to Capital Financing Requirement (CFR)

	<b>2013-14 Actual Outturn £ million</b>	<b>2014-15 Original Estimate £ million</b>	<b>2014-15 Revised Estimate £ million</b>
CFR – General Fund	348.6	438.7	386.4
CFR – HRA	122.6	122.6	122.6
Gross Borrowing – General Fund	245.2	305.1	246.1
Gross Borrowing – HRA	118.8	118.8	118.8
<b>CFR not funded by gross borrowing – General Fund</b>	<b>103.4</b>	<b>133.6</b>	<b>140.3</b>
<b>CFR not funded by gross borrowing – HRA</b>	<b>3.8</b>	<b>3.8</b>	<b>3.8</b>

5. Prl 4 measures the so called “Golden Rule” which ensures that over the medium term net borrowing is only for capital purposes.
6. CFR not funded by gross borrowing represents capital expenditure met by internal borrowing, i.e. funded from the Council’s own funds, such as reserves and balances and working capital (an accounting term for the difference, at a point in time, between what the Council owes and what is owed to it).
7. Internal borrowing is cheaper than external borrowing, however, the ability to borrow internally will depend upon the sufficiency of reserves, balances and working capital. The sufficiency needs to be monitored and projections carried out to indicate where any adverse movements are expected, that could jeopardise the Council’s cash flow position, making it necessary to replace internal borrowing with external borrowing.
8. The main reasons for the change in the 2014-15 revised estimate compared to the previous quarter are:
- a) a decrease in the capital financing requirement of £49.7 million as a result of the re-phasing of capital expenditure; and
  - b) a revision of the external borrowing requirement in line with expected additional capital expenditure and cash flow requirements .

**Prudential and Treasury Indicators for 2014-15, 2015-16 & 2016-17**

Prl 5 – Compliance with the CIPFA Code of Practice for Treasury Management in the Public Services

9. All actions have been compliant with the CIPFA Code of Practice.

**Treasury Management Indicators within the Prudential Code**

10. The Operational Boundary and Authorised Limit, as approved by Council in February as part of the Treasury Management Strategy, detailed below, are control limits and do not compare with actual borrowing figures as capital funding requirements are not automatically taken as loans and may be funded from cash balances.

Trl 1 – Authorised Limit for External Debt

<b>Authorised Limit</b>	<b>2014-15 £ million</b>	<b>2015-16 £ million</b>	<b>2016-17 £ million</b>
Borrowing – General Fund	471.2	473.2	466.1
Borrowing – HRA	123.2	123.2	123.2
Other Long Term Liabilities	0.2	0.2	0.2
<b>TOTAL</b>	<b>594.6</b>	<b>596.6</b>	<b>589.5</b>

11. The External Debt limit includes a margin above the Operational Boundary to allow for any unusual or unpredicted cash movements. The limit has not been exceeded in the reporting period.

Trl 2 – Operational Boundary for External Debt

<b>Operational Boundary</b>	<b>2014-15 £ million</b>	<b>2015-16 £ million</b>	<b>2016-17 £ million</b>
Borrowing – General Fund	459.7	461.6	454.8
Borrowing – HRA	123.2	123.2	123.2
Other Long Term Liabilities	0.2	0.2	0.2
<b>TOTAL</b>	<b>583.1</b>	<b>585.0</b>	<b>578.2</b>

12. The Operational Boundary is set at a limit that facilitates the funding of the Council's entire financing requirement through loans, if this was the most cost effective approach. The limit was set to anticipate expected expenditure and has not been exceeded during the reporting period (maximum borrowing during the period was £364.0 million).

**Prudential and Treasury Indicators for 2014-15, 2015-16 & 2016-17**

Trl 3 – External Debt

	<b>31/03/14 Actual £ million</b>	<b>30/09/14 Actual £ million</b>	<b>31/03/15 Expected £ million</b>
Borrowing – General Fund	245.2	243.2	246.1
Borrowing – HRA	118.8	118.8	118.8
<b>Total Borrowing</b>	<b>364.0</b>	<b>362.0</b>	<b>364.9</b>
Other Long Term Liabilities	0.2	0.2	0.2
<b>TOTAL</b>	<b>364.2</b>	<b>362.2</b>	<b>365.1</b>

13. Trl 3 shows the gross External Debt outstanding, both long-term loans and temporary borrowing. A £2 million General Fund PWLB loan was repaid, on maturity, in June 2014. This has resulted in a reduction in actual borrowing, the repayment being contained within the Councils cash flow, through a reduction in investments rather than refinancing. The figure for actual borrowing at 31 March 2014 is stated at the amount that reflects actual outstanding external borrowing at the end of 2013-14 (i.e. excluding accounting adjustments, such as accrued interest and effective interest rate adjustments).

**Treasury Management Indicators within the Treasury Management Code**

Trl 4a – Upper Limit on Fixed Interest Rate Exposures

**The Council's upper limit for fixed interest rate exposure for the period 2014-15 to 2016-17 is 100% of net outstanding principal sums.**

Trl 4b – Upper Limit on Variable Interest Rate Exposures

**The Council's upper limit for variable interest rate exposure is 47% for 2014-15, 50% for 2015-16 and 52% for 2016-17 of net outstanding principal sums.**

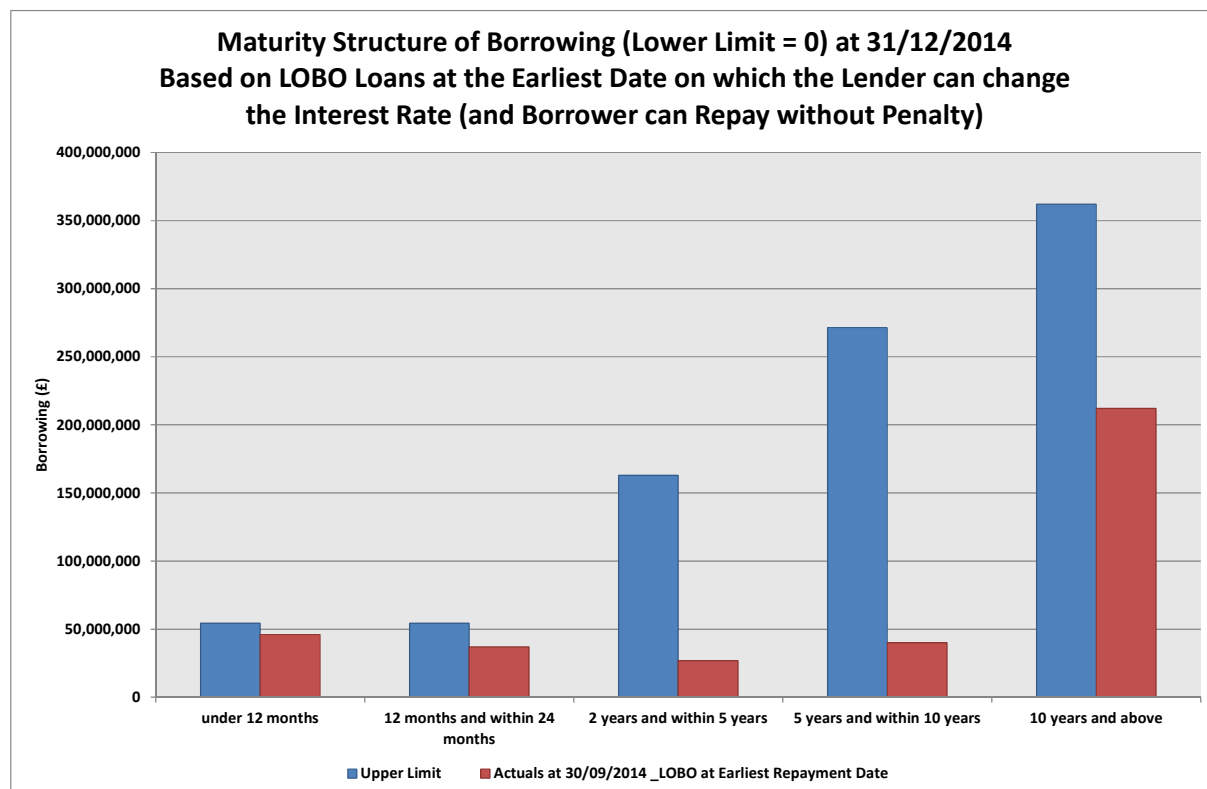
14. Options for borrowing during the period were considered, however, (mainly) due to the premium that would be incurred on the early repayment of debt and the desire to maintain the Council's relatively low average borrowing rate, no new borrowing was taken.

**Prudential and Treasury Indicators for 2014-15, 2015-16 & 2016-17**

Trl 5 – Upper & Lower Limits on the Maturity Structure of Borrowing

<b>Limits on the Maturity Structure of Borrowing</b>	<b>Upper Limit</b>	<b>Lower Limit</b>	<b>Position at 31/12/14</b>
Maturing Period:			
- under 12 months	15%	0%	13%
- 12 months and within 24 months	15%	0%	10%
- 2 years and within 5 years	45%	0%	7%
- 5 years and within 10 years	75%	0%	11%
- 10 years and above	100%	0%	59%

15. The table above and the following graph show that the actual maturity structure is within the agreed limits (no change from last quarter).



16. No long term borrowing has been taken during the period. If interest rates are favourable and an opportunity exists to take further borrowing this year we will look to match borrowing with this maturity structure.

Trl 6 – Principal Sums invested for periods of longer than 364 days

17. This Prl is now covered by the Annual Investment Strategy for 2014-15, which set a limit of £30 million, as approved by Council in February as part of the Treasury Management Strategy. During the first nine months of 2014-15 no cost effective investments have been identified. The Authority however holds a number of money market funds and a 35 day notice deposit account, which

**Prudential and Treasury Indicators for 2014-15, 2015-16 & 2016-17**

offer competitive interest rates and, in the case of money market funds, instant access for flexibility of cash management.

Trl 7 - Local Prudential Indicator

18. In addition to the main maturity indicators it was agreed in the approved Treasury Management Strategy that no more than 15% of long term loans should fall due for repayment within any one financial year. The maximum in any one year is currently 12.7% (£46 million) in 2014-15. However, £36 million relates to LOBO loans and, although indications are that interest rates are likely to start moving upwards in the first quarter of 2015, they are expected to increase slowly thereafter and it is, therefore, unlikely that these loans will be “called” in 2014-15. A summary maturity profile is shown in Appendix 2.



**SUMMARY OF LONG TERM BORROWING 1 APRIL 2014 – 31 DECEMBER 2014**

**Loans Raised During the Period**

Date Raised	Lender	Amount (£m)	Type	Interest rate (%)	Maturity date	No. of years
No Loans were raised during the period						
<b>Total</b>		0.000				

Average period to maturity (years) 0.00

Average interest rate (%) 0.00

\* Loans taken to restructure \*\* Loans taken for purchases instead of leasing

**Maturity Profile at 31 December 2014 (No change from 30 September 2014)**

Year	Amount (£m)					% age		Average rate (%)	
	PWLB	Market Loans (LOBO)		Total		Earliest Repay	Contracted Maturity	Earliest Repay	Contracted Maturity
		Earliest Repay	Contracted Maturity	Earliest Repay	Contracted Maturity				
(A)	(B)	(C)	(A)+(B)	(A)+(C)					
1 to 5 years	48.833	61.000	-	109.833	48.833	30.3	13.5	3.910	3.360
6 to 15 years	90.123	-	-	90.123	90.123	24.9	24.9	3.013	3.013
16 to 25 years	87.500	-	-	87.500	87.500	24.2	24.2	3.872	3.872
26 to 50 years	74.500	-	45.000	74.500	119.500	20.6	33.0	4.497	4.449
Over 50 years	-	-	16.000	-	16.000	-	4.4	-	4.298
<b>Totals</b>	300.956	61.000	61.000	361.956	361.956	100.0	100.0	3.798	3.798

Average period to maturity (years) 15.62 24.65

CIPFAs Guidance Notes on Treasury Management in the Public Services recommends that the Treasury Management Strategy Reports include LOBO (Lender Option Borrower Option) loans at the earliest date on which the lender can require payment, deemed to be the next 'call date'. At that date the lender may choose to increase the interest rate and the borrower (the Council) may accept the new rate or repay the loan (under the current approved Treasury Management Strategy, the Council would repay the loan). Whether or not the lender chooses to exercise their right to alter the interest rate will depend on market conditions (interest rates). Current market conditions, where interest rates are predicted to remain low for some time and the pattern of any future interest rate rises will almost certainly be a slow rise over a number of years, indicate that it is highly unlikely that lenders will call the loans in the immediate future.

The alternative method of determining the maturity profile of LOBO loans, based on contracted maturity dates, is used in the 2013-14 year end outturn.

The table above includes the maturity profiles using both the earliest date on which the lender can require payment and the contracted maturity dates.

**SUMMARY OF TEMPORARY LOANS AND DEPOSITS 1 APRIL 2014 – 31 DECEMBER 2014**

Deposits Outstanding at 31 December 2014

Borrower	Amount £m	Terms	Interest Rate	Sector Credit Rating at 31/12/2014
Lloyds TSB Bank	7.000	Fixed to 16-Feb-15	0.80	Blue - 12 Months
Oversea-Chinese Banking Corp	8.000	Fixed to 16-Feb-15	0.57	Orange - 12 Months
National Australia Bank	8.000	Fixed to 02-Feb-15	0.47	Orange - 12 Months
National Bank of Abu Dhabi	8.000	Fixed to 02-Mar-15	0.54	Orange - 12 Months
Barclays Bank	8.000	Fixed to 16-Mar-15	0.57	Red - 6 Months
DBS Bank Ltd.	8.000	Fixed to 05-May-15	0.65	Orange - 12 Months
Lloyds TSB Bank	5.000	Fixed to 11-Nov-15	1.00	Blue - 12 Months
Telford & Wrekin council	5.000	Fixed to 11-Feb-15	0.45	Yellow - 60 Months
Deutsche Bank AG	8.000	Fixed to 27-Feb-15	0.60	Red - 6 Months
Svenska Handelsbanken	0.014	No fixed maturity date	0.35	Orange - 12 Months
Black Rock Money Market Fund	0.009	No fixed maturity date	0.42	AAA
JP Morgan Money Market Fund	0.057	No fixed maturity date	0.41	AAA
Prime Rate Money Market Fund	14.605	No fixed maturity date	0.44	AAA
Goldman Sachs Money Market Fund	0.014	No fixed maturity date	0.42	AAA
Ignis Money Market Fund	11.822	No fixed maturity date	0.47	AAA
Landsbanki	0.021	Est Recoverable Amount	4.17	N/A
<b>Total</b>	<b>91.541</b>			

Following the sale, in November 2014, of the Council's remaining claim in the winding-up of Landsbanki and the receipt of the last repayment from the administrators of Heritable Bank, the only remaining Icelandic investment now shown as outstanding is the amount (last entry) held in an escrow account in Iceland. The estimated recoverable amounts relating to the Heritable Bank investments are treated as nil, on the basis of current indications, that there may not be any further repayments, a recovery level of 94% having been attained. The last entry reflects the amount paid out in ISK (Icelandic Krona) which is being held in an interest bearing escrow account in Iceland, pending repayment once Icelandic capital controls are eased/come to an end and, as recommended by CIPFA, accounted for as a 'new' investment.

Investment balances continue to fall due to reversing of earlier timing differences and investments held at the end of the third quarter of 2014-15 are £14.061 million lower than they were at 30th September 2014. Timing differences relate to the timing of cash flows, particularly in respect of the 'front loading' of funding since the change in the collection of National Non-domestic (Business) Rates (NNDR) under Business Rates Retention. This timing difference will reduce as the financial year progresses and is shown in the table below.

	Year Ended 31/03/2014 £m	Quarter Ended 30/06/2014 £m	Change £m	Quarter Ended 30/09/2014 £m	Change £m	Quarter Ended 31/12/2014 £m	Change £m
<b>Total Deposits Outstanding</b>	<b>76.327</b>	<b>137.719</b>	<b>61.392</b>	<b>105.602</b>	<b>-32.117</b>	<b>91.541</b>	<b>-14.061</b>

**SUMMARY OF TEMPORARY LOANS AND DEPOSITS 1 APRIL 2014 – 31 DECEMBER 2014**

**Transactions During the Period**

Type	Balance 1 Apr 14 £m	Raised		Repaid		Balance 31 Dec 14 £m	Interest Variance * High/Low(%)
		Value £m	No.	Value £m	No.		
<b>Temporary loans</b>							
- General	0.000	0.000	0	0.000	0	0.000	
Total	<b>0.000</b>	<b>0.000</b>	<b>0</b>	<b>0.000</b>	<b>0</b>	<b>0.000</b>	
<b>Temporary deposits</b>							
- General	38.159	172.000	23	145.138	19	65.021	1.00/0.47
- HSBC Overnight	1.500	246.770	95	248.270	94	0.000	0.20/0.15
- Call Accounts	0.020	7.824	4	7.830	1	0.014	0.55/0.35
- Money Market Funds	36.648	389.509	99	399.650	88	26.506	0.47/0.41
Total	<b>76.327</b>	<b>816.103</b>	<b>221</b>	<b>800.888</b>	<b>202</b>	<b>91.541</b>	

\* Interest variance is the highest/lowest interest rate for transactions during the period.

\* In terms of general deposits, the high of 1.00% was obtained in November 2014 on a 12 month deposit.

**General deposits include impaired Icelandic investments less any repayments that have been received, to date.**

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## WILTSHIRE COUNCIL

### CABINET

17 MARCH 2015

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**Subject:** School Admissions 2016/17

**Cabinet member:** Councillor Laura Mayes

**Key Decision:** No

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#### **Executive Summary**

This report has been produced as part of the statutory process for the determination of admission arrangements to maintained schools.

The Local Authority has a statutory duty to formulate and operate schemes to co-ordinate the admissions to all maintained schools and Academies within its area. We are proposing two co-ordinated schemes; one covers primary schools (including infants and juniors) and the other is for secondary schools. The co-ordination of admissions has been successful in past years and the schemes proposed for 2016/17 are substantially the same as those operating for the current academic year.

The Local Authority is also the statutory admission authority for the Voluntary Controlled and Community Schools in its area. As such it is required to formulate admission arrangements which outline how it will admit children to those schools. There are two proposed schemes one for secondary and one for primary (including infant and junior schools).

The schemes and arrangements were approved by the School Admissions Forum on 26 February 2015 following a period of consultation with schools, parents, neighbouring authorities and Senior Officers at Wiltshire Council.

Following the approval by the School Admissions Forum, Cabinet are now required to approve the four documents which are appended to this report which then will become the determined admission policy for Wiltshire for 2016/17.

The admissions process for the intakes in September 2016 begins in September 2015.

#### **Proposal**

Following approval by the School Admissions Forum, Cabinet approves and determines:

- a) the proposed scheme for the co-ordination of admission to secondary schools for 2016/17.

- b) the proposed scheme for the co-ordination of admissions to primary schools for 2016/17.
- c) the proposed admission arrangements for Voluntary Controlled & Community secondary schools for 2016/17.
- d) the proposed admission arrangements for Voluntary Controlled & Community primary schools for 2016/17.

**Reason for Proposal**

The Local Authority has a statutory duty to have a determined admission policy for 2016/17 in place on or before 15 April 2015.

**Carolyn Godfrey**  
**Corporate Director, Children's Services**

# WILTSHIRE COUNCIL

## CABINET

17 MARCH 2015

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**Subject:** School Admissions 2016/17

**Cabinet member:** Councillor Laura Mayes

**Key Decision:** No

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### **Purpose of Report**

The Local Authority has a statutory duty to act in accordance with the School Admissions Code and has a statutory duty to formulate and operate schemes to co-ordinate the admissions to all maintained schools and Academies within its area. We are proposing two co-ordinated schemes; one covers primary schools (including infants and juniors) and the other is for secondary schools.

There is a requirement to have in place schemes for the co-ordination of admissions to the schools within Wiltshire.

The Local Authority is also the statutory admission authority for Voluntary Controlled and Community Schools in its area. As such, it is required to formulate admission arrangements which outline how it will admit children to those schools. There are two proposed schemes one for secondary and one for primary (including infant and junior schools).

The report presents the four elements of the admissions policy which subject to approval from The School Admissions Forum have to be determined by Cabinet.

### **Background**

1. The purpose of co-ordinated arrangements is to make the application process simpler for parents by ensuring that each child gets one offer for one school place. This requires the School Admissions team to work with colleagues in Academies, Foundation and Aided schools in Wiltshire and other local authorities.
2. The co-ordinated process is accepted by schools and the scheme does not need substantial revision at this time. The proposed schemes are substantially the same as those currently being used. All four schemes have been drafted in line with new The School Admissions Code which came into force on 19 December 2014.

3. The LA is the admissions authority for all Community and Voluntary Controlled (C and VC) schools in the county. The governing bodies of Academies, Voluntary Aided and Foundation schools are their own admissions authority.
4. Each admission authority has to determine the arrangements which are used when allocating school places. These proposed arrangements will be used solely for admissions to Community and Voluntary Controlled schools. They incorporate the criteria used to prioritise applications in situations when a school is oversubscribed (i.e. when more applications are received than the school's admission number allows) as well as showing how all admissions will be processed.

### **Main Considerations for the Council**

5. The proposed co-ordinated schemes and admission arrangements have been sent out to all maintained schools and other neighbouring admission authorities for consultation. They have also been placed on the Wiltshire Council website. The documents were sent out in December 2014 and invited comments to be received up until 20 February 2015.
6. From consultation responses received, it is clear that the general issue of co-ordinating arrangements is not questioned. There is confidence that with suitable communication systems being in place, the co-operation between the admissions team and the Foundation, Voluntary Aided schools and Academies which is essential for the smooth operation of a co-ordinated scheme, will be forthcoming.
7. The proposed timetable for the primary and secondary co-ordinated schemes are based on that used in previous years and so they are familiar to schools and the admissions team at Wiltshire Council.
8. The statutory regulations give clear deadlines to which the co-ordinated admissions schemes have to adhere.
  - Secondary Deadline            31 October 2015
  - Primary Deadline                15 January 2016
  - Secondary Notification Date 2 March 2016
  - Primary Notification Date    16 April 2016
9. The co-ordinated schemes include the provision to co-ordinate all admissions to all schools for the main years of entry. From September 2015 and in line with the School Admissions Code, there is no longer the requirement for In Year applications to be co-ordinated cross border. It is proposed however in the attached schemes that all In Year applications continue to be made directly to Wiltshire Council for places at Wiltshire schools so that we can monitor which children are potentially out of the school system for safeguarding purposes.
10. The co-ordinated scheme for main round applications (i.e. reception and year 7 intake) for places at primary schools mirrors that which operates for secondary schools. Wiltshire residents may apply for an out of county school on a Wiltshire



form. Out of county residents can apply for a Wiltshire school through their own local authority.

11. From consultations responses, it is also clear that there is widespread agreement with the proposed admission arrangements for VC and C schools which are considered to be fair and objective as required by the School Admissions Code.
12. Currently children living within a school's designated area are given priority over children from outside that area. The tie break used if a school is oversubscribed within any criterion is that of distance from the school.

The Local Authority has also kept in the proposed arrangements for 2016/17 the criterion for the special planning area. This has been put in place to ensure that Wiltshire Council is providing as much support as possible to military families relocating to Wiltshire.

We are also in continued discussions with all Voluntary Aided, Foundation and Academies in the special planning area to see if they are willing to introduce the same criterion to their oversubscription criteria for the coming years.

13. All returns from the consultation period were presented to the Admission Forum on 26 February 2015. The Forum made a recommendation that the criterion for the special planning area be updated to read and give priority to '**Children eligible for service premium relocating to Salisbury Plain**'. This is on the basis that the school admissions code 2014 now allows all state funded schools to give priority in their admission arrangements for children eligible for service premium funding. The attached schemes have been updated to reflect the recommendation.
14. After full consideration to all responses received, the Admissions Forum recommends that these schemes and admission arrangements be agreed.
15. The proposed co-ordinated schemes and admission arrangements are in accordance with the requirements of the new School Admissions Code which came in to force on 19 December 2014.
16. The admission arrangements for VC and C schools will be operated within the appropriate co-ordinated scheme for admissions within Wiltshire and are compatible with the timetables laid down by the co-ordinated schemes.
17. Once determined by Cabinet, the schemes and admission arrangements will be circulated to all schools in Wiltshire and to our nine neighbouring local authorities. They will be implemented from September 2015 when the process of admitting children to the intake year in 2016 starts.

## **Safeguarding**

18. In the interest of safeguarding, the Local Authority co-ordinates all applications for all children to Wiltshire schools this ensures that the School Admissions Team can monitor which children are potentially out of the school system. If a parent is unable to secure a place at their preferred school, the School Admissions Team will ensure that a place is allocated at a reasonable alternative.

### **Environmental Impact of the Proposal**

19. The admission policy of the local authority is to give local children priority when applying for their local school. This policy of 'local schools for local children' has been maintained for many years and is a way of encouraging parents to consider the environmental impact of long journeys to school.

Should the Admissions Team not be able to offer a place at a child's designated school and the child lives further than the statutory safe walking distance for the child's age, then free transport would be provided to the next nearest school with available places. The percentage of children this currently applies to in Wiltshire is 0.8%.

### **Equality Impact of the Proposal**

20. Although not part of the proposed co-ordinated schemes or admission arrangements, it should be noted that all application forms can be and are produced in different languages on request.

21. The online system for applications to be made has developed since it was introduced in 2006. Over 50% of applications for September 2015 intakes were received electronically.

22. Paper copies of the application forms are also still available for parents/carers who do not have online access.

### **Risk Assessment**

23. Were the Local Authority not to determine co-ordinated schemes for its maintained schools, the Secretary of State would impose a scheme on us.

24. The Office of the Schools Adjudicator has a monitoring role to play in regard to admission arrangements. It is the statutory responsibility of admission authorities to ensure that these are in place by 15 April 2015.

25. Effective consultation and responding to concerns raised recognises the overall support for the scheme and reduces the risk of challenge.

### **Financial Implications**

26. Academies receive funding from the Government to enable them to be part of the co-ordinated arrangements and therefore appropriate charging mechanisms have been put in to place.

27. The budget to support admission arrangements is funded from the Dedicated Schools Grant (DSG) received by the Council. Under the new arrangements for school funding, following the implementation of the government's school funding reform proposals, many budgets previously held centrally by the local authority must now be delegated to schools. The budget for the Admissions Service has been confirmed as a budget which can continue to be centrally retained but no new commitments or increases in expenditure are allowable from 2014-15. This means that ongoing costs of the admissions process will need to be met from within the current level of resources.

### **Procurement Implications**

28. There are no procurement implications.

### **Legal Implications**

29. The School Admissions Code, issued under Section 84 of the School Standards and Framework Act 1998, imposes mandatory requirements in relation to the discharge of functions relating to admissions to maintained schools. The Local Authority has a statutory duty to act in accordance with the relevant provisions of the Code. This includes a statutory duty to determine schemes for the co-ordination of admissions and admission arrangements for voluntary controlled and community schools. Should the Local Authority fail to do so the Secretary of State may impose schemes. The proposed schemes and scheme changes have been drafted to comply with the requirements of the Schools Admissions Code which came into force on the 19<sup>th</sup> December 2014.

### **Options Considered**

30. It is a legal requirement to have these policies in place and therefore no alternative has been considered.

31. The schemes and arrangements as presented have been sent out to all schools for consultation and no alternative suggestions have been received to date.

### **Conclusion**

32. Following agreement by the School Admissions Forum, Cabinet is asked to approve the appended schemes which will become the determined admission policy for Wiltshire for 2016/17.

**Carolyn Godfrey**  
**Corporate Director, Children's Services**

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Report Author  
Debbie Clare – Admissions Coordinator - School Buildings and Places

### **Background Papers**

The following unpublished documents have been relied on in the preparation of this report: None

### **Appendices**

- a) Proposed Scheme for the Co-Ordination of Secondary Admissions 2016/17
- b) Proposed Scheme for the Co-Ordination of Primary Admissions 2016/17
- c) Proposed Admission Arrangements for VC&C Secondary Schools 2016/17
- d) Proposed Admission Arrangements for VC&C Primary Schools 2016/17
- e) Map of Schools within the Special Planning Area.

SECONDARY

**Proposed Co-ordinated Scheme for Secondary  
School Admissions for 2016/17**

Status: A234/14 Proposed Co-ordinated Scheme 2016/17

# **Proposed Co-ordinate Admissions Scheme for secondary school admissions for year 2016/17**

## **Introduction**

1. This scheme for co-ordinated admissions is pursuant to section (89b) of the School Standards and Framework Act 1998, for co-ordinating the arrangements for the admission of pupils to secondary schools within the LA area. It applies to all secondary schools in Wiltshire with effect from September 2016 intakes. There will be an annual review of the scheme as per the School Admissions Code in force at the time.

## **Interpretation and Glossary**

2. In this scheme –

“the LA” means Wiltshire Council acting in their capacity as a local (education) authority;

“the LA area” means the County of Wiltshire;

The definitions of “primary education”, “primary school”, “secondary education” and “secondary school” can be found in sections 2 and 5 of the Education Act 1996.

“school” means a community, (C) voluntary controlled, (VC) foundation, (F) or voluntary aided (VA) school (the Education Act 1996 defines school in section 4).

“Academy” means a state funded, non fee paying independent school set up under a Funding Agreement between the Secretary of State and the proprietor of an Academy (most commonly and hereafter referred to as an Academy Trust). Academy Funding Agreements require them to comply with the Code and the law relating to admissions, though the Secretary of State has the power to vary this requirement where there is a demonstrable need;

“admission authority” in relation to a community or voluntary controlled school means the LA and, in relation to an F or VA school or UTC (University Technical College) means the governing body of that school/college;

“the specified year” means the school year beginning September 2016;

“admission arrangements” means the determined arrangements which govern the procedures and decision making for the purposes of admitting pupils to a school;

“first round application” means any application for a place in the first year of secondary education that is received before the deadline of 31 October 2015.

“Second and third round application” means any application for a place in the first year of secondary education that is received after the deadline of 31 October 2015

“eligible for a place” means that a child’s name has been placed on a school’s ranked list within the school’s published admission number (PAN).

**The application round for entry into YR7 - 2016 opens on 1 September 2015. The deadline date for applications to be received is midnight on 31 October 2015. The home address given for the child must be the address where the child is resident as of the deadline date.**

### **Raising of participation age**

From the summer of 2015 new government legislation states that young people have to stay in education or training until their 18<sup>th</sup> birthday. This will usually be at secondary school until the academic year in which they are 16 (some students may transfer to Further Education or a University Technical College at 14). Students can then choose from one of the following options post-16; full-time education, such as school or college; an apprenticeship; employment or volunteering alongside part-time education or accredited training. It is compulsory that they participate in education or training until their 18<sup>th</sup> birthday. The only exception is early achievement of level 3 qualifications for example if they take A level exams in year 12.

### **General information**

3. Parents will be able to make an online application. Online applications will be made directly to County Hall, Trowbridge. If an online application has been submitted, a written application is not necessary. The online facility will be available from 1 September 2015 up until the deadline of 31 October 2015.
4. There will be a standard written application form known as the Secondary Common Application Form (SCAF). This form must be used for the admission of pupils into the first year of secondary education in the specified year.
5. The SCAF must be used as a means of expressing one or more preferences by the parent wishing to apply for a school place for their child either within or outside the county. The child must live in Wiltshire.
6. The LA will make arrangements to ensure
  - a. the SCAF is accompanied by written guidance notes explaining the co-ordinated admissions scheme, and
  - b. that copies are available on request from the LA and from all primary and secondary schools in the LA area, and
  - c. that an electronic version of the form is available for parents to make an online application.
7. The SCAF and accompanying guidance notes will invite the parent to express up to three preferences in rank order (schools may be inside or outside Wiltshire), and to give their reasons for each preference, explain that the parent will receive no more than one offer of a school place and specify the closing date and the address to which it must be returned. They will also confirm that:
  - a. a place will be offered at their highest ranked school at which they are eligible to be offered a place; or
  - b. if a place cannot be offered at any one of their preferred schools, and the child is living within Wiltshire, a place at an alternative school will be allocated.

8. Any school which operates criteria for selection by ability or aptitude must ensure that its arrangements for assessing ability or aptitude enable decisions to be made in accordance with the scheme's timescale as set out in the Appendix 1.
9. The governing body of an Academy, (A) Foundation, (F) or Voluntary Aided (VA) School can ask parents who have expressed a preference for their school on the SCAF, to provide additional information on a supplementary form only if the additional information is required in order to apply their oversubscription criteria to the application.
10. Where a school receives a supplementary form it will not be regarded as a valid application unless the parent has also completed a SCAF which expressed a preference for that school. The SCAF or an online application must have been returned to the LA by the deadline date.
11. The deadline date for applications is **31 October 2015**. All completed SCAFs are to be returned directly to the LA by the deadline date. Any SCAFs which are incorrectly returned to schools must be forwarded to the LA to be received by the deadline. Forms returned to schools and not received by the LA by 31 October 2015 will be treated as late applications.
12. The LA will send out an acknowledgement of receipt for each SCAF and all online applications. Applicants will be advised to contact the LA if they have not received an acknowledgement with 15 school days of posting their application.

### **Address**

13. The child's address provided on the application form should be that of the child's normal place of residence. Only one address can be considered for application purposes. The address provided will be used to determine the child's priority for a school place. The Local Authority reserves the right to confirm the address provided by the applicant using the council tax reference number which is provided as part of the application.  
For Yr 7 September 2016 entry, the address used to determine priority of school places for on time applications submitted in the main round, will be the child's normal place of residence as at deadline date of 31 October 2015.

### **Shared Parental Responsibility**

14. Where two (or more) adults have parental responsibility for a child it is preferable that they should agree before submitting an application form which school(s) to name as their preference(s). In cases of dispute, or where two application forms are submitted, the LA will process the application received from the adult who has a residence order. If no such order has been made, preference will be given to the parent with whom the child is living for the majority of the school week.

If both parents are in dispute as to whom the child lives with the majority of the school week, the LA will process the application received from the adult who is in receipt of the child benefit, if this is not available then the address used on the NHS card will be used.

In the event of a further dispute regarding the address used, parents may wish to take independent legal advice on whether they should seek a specific issue order from the court to decide on where the child is schooled. For in year transfer



applications, until any such order is made, the placement will continue in the best interests of securing educational provision for the child with a minimum of disruption.

For year of entry, where possible, a place will be offered in accordance with the preferences to the parent who can provide evidence that they are in receipt of child benefit.

### **Applications for children of UK Service Personnel (UK Armed Forces)**

15. Applications for children of service personnel with a confirmed posting to the county, or crown servants returning from overseas to live in the county, will be considered in advance of the family moving into the county if necessary. Where possible, an application must be included in the normal admissions round.
16. An official letter, such as a posting note or letter of support from the commanding officer should be sent to the LA as soon as possible. This should include the relocation date and unit postal address or quartering area address (the address of the closest house in the nearest 'quartering area').
17. Until a fixed address is available, the unit postal address or quartering area address will be used and a school place allocated accordingly.
18. The LA will not refuse children of service personnel a place because they family does not currently live in the area nor will it reserve blocks of places for these children.
19. Children will be considered to be siblings if any brother or sister (including step siblings living at the same address) have been formally offered and have accepted a place at the school. The sibling link will not apply if the child on roll is in Yr11. Their position on any waiting list will be set accordingly.

### **Armed Forces Personnel Relocating to Salisbury Plain - a Proposed Special Planning area for admissions**

20. Leading up to September 2017 there is initiative to rebase serving armed forces personnel in Germany back to England. The Garrison towns around Salisbury Plain in Wiltshire will be target destinations for a significant proportion of these service families.
21. Wiltshire Council has introduced from September 2015 to declare the community areas of Amesbury and Tidworth a 'special planning area for Admissions'. The proposal is to give an admission priority to children eligible for service premium, rebasing to settlements around Salisbury Plain until 2017. Wiltshire Council is working closely with the Children's Education Advisory Service (CEAS), a tri-service organisation funded by the MOD, to make the transition for children and families in Germany as smooth as possible and remove unnecessary complexity.
22. Wiltshire Council is proposing to add criteria 'G' to the oversubscription criteria for all community and voluntary controlled schools in the 'special planning area for admissions' and is requesting other admission authorities in the area to consider making similar arrangements.

23. The 'special planning area for admissions' will be kept under review by Wiltshire Council, including the option of extending the area to include Salisbury in subsequent years.
24. Applications for children of service personnel with a confirmed posting will be considered in advance of the family moving into the county if necessary. Where possible, an application must be included in the normal admission round.
25. An official letter, such as a posting note or letter of support from the commanding officer should be sent to the LA as soon as possible. This should include relocation date and unit postal address or quartering area address (the address of the closest house in the nearest 'quartering area') in the 'special planning area for admissions'.
26. Until a fixed address is available, the unit postal address or quartering area address will be used and a school place allocated accordingly.
27. The LA will not refuse a child of UK service personnel a place because the family does not currently live in the area, nor will it reserve blocks of places for these children.
28. Children will be considered to be siblings if any brother or sister (including step siblings living at the same address) have been formally offered and have accepted a place at the school. The sibling link will not apply if the child on roll is in Yr11. Their position on any waiting list will be set accordingly.
29. All applications will be dealt with in accordance with these admission arrangements.

## **Children from overseas**

30. Children who hold a full British Citizen passport or children whose passport has been endorsed to show they have the right of abode in the country are entitled to apply for a place at a maintained school. The passport or visa should be made available for inspection before an offer of a school place can be made. Asylum Seekers should make available evidence of their right of abode as provided by the National Asylum Support Service.
31. Applications on behalf of children currently living outside the UK will be considered but until the children are resident in the country their home address will be considered as being their place of residence outside the UK. Exceptions to this would be instances where the children are of parents returning from foreign postings, such as UK service personnel and other crown servants (including diplomats) who have been posted abroad on a fixed term contract and who are returning to live within the UK. Proof of future UK residency (or a service unit's postal address) will be required if application is made to an oversubscribed school.

## **Selection test for Grammar Schools**

32. Where a selection test of any kind is part of the school's admission arrangements, the admission authority is required to allow the child to sit the entrance exam and inform parents of the outcome prior to preferences being made.

## The Application Process

### First Round Applications for Secondary YR7 2016 Intake (applications received before the deadline of 31 October 2015)

33. The LA will act as a clearing house for the allocation of places by the relevant admission authorities in response to the SCAFs. The LA will only make a decision with respect to the offer or refusal of a place in response to any preference expressed on the SCAF where –
- a. it is acting in its separate capacity as an admission authority, or
  - b. an applicant is eligible for a place at more than one school, or
  - c. an applicant is not eligible for a place at any of the schools for which a preference was expressed.
33. The process by which the LA will allocate places is explained at paragraphs 35-43.
34. **31 October 2015 closing date for all Common Application Forms to be received by the School Admissions Team at County Hall. Applications received by this date will be classed as first round/on time applications.**
35. **By 19 November 2015** where parents have nominated a secondary school outside the LA area, the LA will notify the relevant LA.
36. **By 26 November 2015** the LA will notify all A, F and VA schools of every preference that has been expressed for that school. They will also notify the UTC in respect of applications for YR10 entry.
37. **18 December 2015: Exceptional circumstances deadline.**  
Only in exceptional circumstances such as those listed here will a late application be considered at the same time as applications received by the deadline of 31 October 2015.
- a. where there has been a change of family circumstances after the deadline date which has a significant effect on the preferences given on the original application. (If this is a house move this must have been completed with an exchange of contracts before 18 December 2015).
  - b. a move into Wiltshire from outside the county after the deadline date but before noon 18 December 2015. Confirmation of the new address (in the form of an exchange of contracts or a tenancy agreement) must be provided before on 18 December 2015.
  - c. service personnel moving to a Wiltshire address after the deadline date. A posting notice must be provided before 18 December 2015.
  - d. where a common application form has not been received by the LA but the parent can provide proof of posting.

Such late applications can only be considered if they are received by the LA before on **18 December 2015**.

Documentary evidence should be provided with the application (or at the latest by 18 December 2015) to verify the circumstances which caused the late application to be

made. If evidence cannot be provided, the application will not be treated as an exception.

38. **By 8 January 2016** the LA will provide a final list to all admissions authorities of every preference that has been expressed for their school(s) including those considered as exceptional as outlined in paragraph 18 and those residents in other LA areas.
39. **By 15 January 2016** all UTC's, A, F and VA schools must have considered all of the preferences for their school and provided the LA with a ranked list of all applicants in accordance with the oversubscription criteria.
40. The LA will then match this ranked list against all other ranked lists and:
  - Where the child is eligible for a place at only one of the preferred schools, a place at the school will be offered to the child.
  - Where the child is eligible for a place at two or more of the nominated schools, they will be offered a place at whichever school was their highest available preference.
  - Where the child is not eligible for a place at any of the nominated schools (and they live in Wiltshire), the child will be allocated a place at their designated school unless an alternative place is available within the safe statutory walking distance from their home address. Should this place subsequently be declined then it is the parent's responsibility to apply for an alternative school place.
41. **By 4 February 2016** the LA will inform other LAs of any places in Wiltshire schools which will be offered to their residents.
42. **By 26 February 2016** the LA will inform Wiltshire schools of the pupils to be offered places at their schools.
43. **On 1 March 2016 (National Offer Date)** letters will be despatched to all parents who submitted an application form by 31 October 2015 offering a place at one school.
44. These offer letters will give the following information:
  - a. the name of the school at which a place is offered;
  - b. the reason why the child is not being offered a place at any of the other schools nominated on the SCAF;
  - c. information about their statutory right of appeal against any decision to refuse places at other preferred schools;
  - d. contact details for the LA and the schools for which they expressed a preference.
45. **15 March 2016 is** the deadline for parents to accept the place offered. Parents will be asked to respond to the school directly if they are accepting the place. If they wish to decline the place they must respond by this date to the LA.

If the parent does not respond to the Local Authority to confirm if they wish to accept or decline the offer by 15 March 2016, the Local Authority will send a second letter to the parent informing them that they have seven days in which to accept or decline the place which has been offered. They will also be advised in this letter that failure to respond could result in the offer of the place being withdrawn. If there is still no response a third letter will be sent to the applicant informing them that the offer of a place has been withdrawn. It will then be the parent's responsibility to apply for an alternative school place.

## **Second Round Applications for Secondary YR 7, 2016 Intake (applications received between 1 November 2015 and 09 March 2016)**

46. Second round applications, i.e. those received between 1 November 2015 and 9 March 2016 (except those covered by paragraph 27) for the YR 7 Intake round will not be considered until after all first round on time applications have been processed. Second round applications will be considered together with any applicant previously refused a place in the first round and if necessary will be prioritised using the oversubscription policy in place at the time.

### **Additional applications:**

**Only one offer of a school place for each child can be held at any one time. If the Local Authority receives a further application for a child who has already secured a place in an earlier round, the new stated preferences will automatically supersede any earlier preferences stated.**

**During the second round of applications parents should note that the school initially allocated will be retained for their child pending the outcome of that application and that there is no guarantee of gaining a place at the preferred school named on the new application.**

The LA will contact all UTC's, Foundation, Aided schools and Academies named as a preference on the application form to determine whether or not a place is available. An offer will be made for the school named as the highest preference where there is an identified place. Where the child is not eligible for a place at any of the nominated schools, and the child lives in Wiltshire, the child will be allocated a place at their designated school if possible, unless an alternative place is available within the safe statutory walking distance from their home address. The process explained in 47-50 will be followed:

47. **23 March 2016** details of second round applications received between the 1 November 2015 and 9 March 2016 to be sent to UTC's, Academies, Foundation and Voluntary Aided Schools.
48. **15 April 2016** UTC's, Academies, Foundation and Voluntary Aided Schools to provide the LA with a ranked list of second round applications.

On receipt the LA will match the returns from all schools and will make an allocation of one place for each applicant:

- Where the child is eligible for a place at only one of the preferred schools, a place at the school will be offered to the child.

- Where the child is eligible for a place at two or more of the nominated schools, they will be offered a place at whichever school was their highest available preference.
  - LA to send schools a list of late applicants being offered a place on 28 April 2016.
49. **29 April 2016** the LA will send out the second round offers for applications received between 1 November 2015 and 9 March 2016.
50. **13 May 2016** is the last date for offers to be accepted by parents. Parents should contact the school if accepting the place and the LA if declining the place.

If the parent does not respond to the Local Authority to confirm if they wish to accept or decline the offer by the date stated in the letter, the Local Authority will send a second letter to the parent informing them that they have seven days in which to accept or decline the place which has been offered. They will also be advised in this letter that failure to respond could result in the offer of the place being withdrawn. If there is still no response a third letter will be sent to the applicant informing them that the offer of a place has been withdrawn. It will then be the parent's responsibility to apply for an alternative school place.

### **Third Round Applications for Secondary YR 7, 2016 Intake (applications received after 10 March 2016)**

51. Third round applications, i.e. those received after 10 March 2016 for the YR7 Intake round will not be considered until after all the second round applications have been processed. Third round applications will be considered together with any applicant previously refused a place and if necessary will be prioritised using the oversubscription policy in place at the time.

**Only one offer of a school place for each child can be held at any one time. If the Local Authority receives a further application for a child who has already secured a place in an earlier round, the new stated preferences will automatically supersede any earlier preferences stated.**

**During the third round of applications parents should note that the school initially allocated will be retained for their child pending the outcome of that application and that there is no guarantee of gaining a place at the preferred school named on the new application.**

The LA will contact all UTC's Foundation, Aided schools and Academies named as a preference on the application form to determine whether or not a place is available. An offer will be made for the school named as the highest preference where there is an identified place. Where the child is not eligible for a place at any of the nominated schools, and the child lives in Wiltshire, the child will be allocated a place at their designated school if possible, unless an alternative place is available within the safe statutory walking distance from their home address. The process explained in 52 - 55 will be followed:

52. Applications received after the 10 March 2016 will be considered in date order of receipt and will be looked at after 11 May 2016 (i.e. once the second round of applications have been processed).

53. Any applications received by the LA after 10 March 2016 will be dealt with as soon as possible with allocations to a single school being made and offer letters sent out from the LA as soon as is practically possible.

If the parent does not respond to the Local Authority to confirm if they wish to accept or decline the offer by the date stated in the letter, the Local Authority will send a second letter to the parent informing them that they have seven days in which to accept or decline the place which has been offered. They will also be advised in this letter that failure to respond could result in the offer of the place being withdrawn. If there is still no response a third letter will be sent to the applicant informing them that the offer of a place has been withdrawn. It will then be the parent's responsibility to apply for an alternative school place.

54. For applications received after 10 March 2016 naming an Academy, Foundation or Voluntary Aided School, the governing body must confirm to the Local Authority if a place can be offered within 10 days of receipt.
55. Any applications received by any school should be forwarded to the LA within 5 days of receipt.

### **Applications for Secondary YR7, 2016 Intake (applications received after 22 July 2016)**

56. Any applications received by the LA after 22 July 2016 which express a preference for an aided, foundation school or an academy or a UTC will be forwarded to the school/college within five school days of receipt at which time the process for in year applications will apply.

### **Final List of expected Secondary Yr7 pupils to schools**

57. On or before 31 August 2016 the LA will send out a list to all maintained schools in Wiltshire showing those pupils expected to start in the school at the beginning of the 2016/17 school year.

### **Admitting in area children above Published Admissions Number (PAN)**

58. Wiltshire Council will always try and allocate a space at a child's designated school whenever this is possible. It must be noted we cannot reserve places at any school nor can we guarantee that a space will be available at the designated school. Having enough spaces in school for local children is a service priority for the School Buildings and Places team.
59. The LA has the responsibility for the strategic management of school places across the county and has to ensure admissions do not compromise its ability to provide efficient and effective use of resources. It is often more economic to admit local children to their designated school because this does not incorporate an additional transport cost which would be required were an alternative school to be allocated.
60. For some schools, the next nearest school does not provide a reasonable alternative because it is beyond the statutory walking distance or the route to it is unsafe or there

may not be available transport. Any children who move into these areas might have to be admitted to the designated school despite any existing pressures upon it.

61. It may not always be possible to find a space at the designated school if this is already oversubscribed. In area children will be given priority on any waiting list. If the designated area school is unable to accommodate any more children within the year group then the LA will allocate an alternative school which will be the next nearest school which has places available.
62. Transport would be made available for any children who had to be allocated a school because their designated school was full and the school that has been allocated is outside of the statutory safe walking distance for the age of the child.

### **Transfer Applications for year groups other than Secondary Yr7 2016 Intake.**

**All transfer applications for all year groups, to Wiltshire Schools, should be submitted directly to Wiltshire Council. If a parent wishes to apply for a transfer to a school in another Local Authority then they should apply directly to the authority in which the school is situated in. The transfer application process for Wiltshire Schools is explained below.**

63. The LA will make available copies of the Admissions Guide and CAF through all primary and secondary schools and on request from County Hall.
64. All applicants who wish to apply for a school place must complete an application form which should be returned to the LA. The applicant may or may not live in Wiltshire.
65. Should a parent living in Wiltshire wish to apply for a school in another authority, they must contact that authority directly for details on how to apply.
66. Where a school receives an in year application form expressing a preference for that school the form should be forwarded to the LA within five school days of receipt.
67. Where the LA receives an in year application form expressing a preference for a VC or C school the application will be forwarded to the school within five school days of receipt.
68. Where the LA receives an in year application form expressing a preference for an Academy, F or VA school or UTC the application will be forwarded to the school within five school days of receipt.
69. For an Academy, F or VA school or UTC, the school's governing body is responsible for deciding the outcome of the application and advising the LA accordingly within 10 school days of the date of which the information was received by the school.
70. In all cases, a decision letter will be sent out by Wiltshire Council within 20 school days of receiving the application form and this will provide information, if appropriate, about the statutory right of appeal.
71. If an application has been passed on to a selective school, it is recognised that such a school will not be able to make a response to the LA until after the result of an appropriate selection test has been received. The selective school will inform the LA



of the outcome of the application as soon as practicable after the result of any selection test is known. A decision letter will be sent out by the LA and will provide information, if appropriate about the statutory right of appeal.

72. Waiting lists for schools must be kept and will be managed as per the admission arrangements for the particular school involved. Waiting lists will be kept in order of the relevant oversubscription criteria and not in date order of receipt.
73. The Local Authority will maintain waiting lists for all year groups for VC & C schools.
74. The school/academy will maintain waiting lists for all year groups for A, F & VA schools. This will also apply to waiting lists for UTC's.
75. In accordance with paragraph 2.21 of the School Admissions Code the LA is required to provide parents on request the availability of school places within its area. All schools must provide the LA with this information. This must be done on a termly basis with the first return to be sent by 4 September 2016.

### **Applications for transfer at a future date**

76. Applications for transfer for VC and C schools will be considered a maximum of one term in advance. Where early applications are received for VC and C schools the LA will advise the parent that their application will not be considered until a specified later date.
77. Applications for transfer for VA and F schools and Academies and UTC's will be forwarded when received directly to the schools named for consideration in accordance with the schools own admissions policy.

### **Proof of address**

78. The LA reserves the right to ask parents for proof of their address. If the parents' current address is different to that held on the LA's computerised system the LA may ask parents to provide proof of the new address if one is indicated. Acceptable proof of address includes:

A copy of your Council Tax Bill

A solicitor's letter stating contracts have been exchanged and specifying a completion date

A signed and dated tenancy agreement plus proof of residency (e.g. copy of a recent utility bill)

If parents fail to provide proof of a new address, the LA will use the old address for admission purposes. If parents notify the LA that they will be moving house, even if they provide the relevant proof of that address, they must move into that property by no later than the end of the first term following the notification. The LA reserves the right to check that parents are living in the address indicated within that timescale. If parents are not living there, the applications will be investigated and the allocated place may be withdrawn.

## Fair Access Protocol

79. All Wiltshire Schools will act in accordance with the Fair Access Protocol which has been adopted to give access to educational provisions for hard to place children. Further information on the In Year Fair Access Protocol, as well as a copy of the protocol, can be viewed at [www.wiltshire.gov.uk](http://www.wiltshire.gov.uk)

## Early or Delayed Transfer

80.

a. **Early transfer**

Children may only transfer early to a secondary school if it can be shown that not to do so would be detrimental to their academic progress or social welfare. Each such request involves consultation with the current school, the school to which the child wishes to transfer and where appropriate, the Authority's professional adviser(s). The application will not be agreed if one or more parties consider that the transfer would be inappropriate. Agreement to such a request would be considered exceptional.

b. **Delayed transfer**

Children may remain for a further year in a primary school if it can be shown that not to do so would be detrimental to their academic progress or social wellbeing. The presence of special educational needs or underachievement are not in themselves sufficient reasons to delay transfer.

Children for whom a delayed entry to school or year group retention has already been agreed by the relevant parties will continue in the lower year group unless it can be shown that it is in their best interests to rejoin their chronological year group. The continuation of this arrangement will continue on transfer to secondary school unless the parent/carer, current school, the school to which the child would otherwise wish to transfer and, where appropriate, the LA's professional adviser consider it in the child's best interest to rejoin the chronological year group. An application for transfer to secondary school must still be made in the same way as expected of other children in the year group in which they are working (rather than their chronological age group).

## Appendix: 2016/17

## Timetable for Secondary co-ordination (Wiltshire)

<b>31 October 2015:</b>	<b>Closing date for all Common Application Forms to be received by the School Admissions Team at county Hall. Applications received by this date will be classed as first round applications.</b>
19 November 2015:	Details of applications which include preferences for school in other LAs to be sent to those LAs.
26 November 2015:	Details of applications to be sent to F, VA schools, Academies and UTC's of all first round applicants.
18 December 2015:	<b>Last date for any exceptional applications to be considered.</b>
8 January 2016:	Final list sent out from LA to all admission authorities, including all applications which have been considered as falling under the exceptional circumstances criteria.
15 January 2016:	Academies, Foundation and VA schools and UTC's to provide the LA with ranked list of all first round applications.  Between 16 January and 4 February 2016, the LA will match the ranked list of all the schools and allocate places.
4 February 2016:	The LA will inform other LAs of any offers of places at Wiltshire schools to be made to applicants resident in their areas.
26 February 2016:	By this date the LA will provide schools and UTC's with details of those children to be offered places at the school.
<b>1 March 2016:</b>	<b>Notification letters for first round applicants will be despatched and sent to parents.</b>
9 March 2016:	Deadline for second round applications
15 March 2016:	Last date for first round offers to be accepted by parents. Parents should contact the school if accepting the place or the LA if declining the place. Parents should contact Wiltshire if they wish to accept a place in another LA
23 March 2016:	Details of second round applications received after deadline and before 9 March to be sent to Academies, UTC's Foundation and VA schools.
15 April 2016:	Academies, UTC's Foundation and VA schools to provide the LA with ranked list of late applications.
29 April 2016:	LA to send all schools a list of second round applicants being offered a place.
29 April 2015:	<b>Notification letters sent out by the LA for all second round applications received between the deadline 31 October 2015 and 9 March 2016.</b>

- 13 May 2016: Last date for second round offers to be accepted by parents. Parents should contact the school if accepting the place or the LA if declining the place. Parents should contact Wiltshire if they wish to accept a place in another LA.
- 11 May 2016: Applications received after the 9 March will be considered in date order of receipt and will be looked at from today. Applications will be dealt with as soon as possible with allocations to a single school being made and offers being sent out by the LA as soon as practically possible..
- 31 August 2016: On or before the 31 August the LA will send out a list to all schools showing the pupils expected to join the school at the beginning of 2016/17 school year.

**PRIMARY**

**Proposed Co-ordinated Scheme for Primary School  
Admissions for 2016/17**

**Status:** A233/14 Proposed Primary Co-ordinated Scheme 2016/17

# **Proposed Co-ordinated Admissions Scheme for Primary schools within Wiltshire for year 2016/17**

## **Introduction**

1. This scheme for co-ordinated admissions is pursuant to section 89(b) of the School Standards and Framework Act 1998, for co-ordinating the arrangements for the admission of pupils to Primary schools within the LA area. It applies to all Primary schools in Wiltshire with effect from September 2016 intakes. There will be an annual review of the scheme as per the School Admissions Code in force at the time.

## **Interpretation and Glossary**

2. In this scheme –

“the LA” means Wiltshire Council acting in their capacity as a local (education) authority;

“the LA area” means the County of Wiltshire;

The definitions of “primary education”, “Primary education”, “primary school” and “Primary school” can be found in sections 2 and 5 of the Education Act 1996.

“school” means a community, (C) voluntary controlled, (VC) foundation (F) or voluntary aided (VA) school

“Academy” means a state funded, non fee paying independent school set up under a Funding Agreement between the Secretary of State and the proprietor of an Academy (most commonly, and hereafter, referred to as an Academy Trust). Academy Funding Agreements require them to comply with the Code and the law relating to admissions, though the Secretary of State has the power to vary this requirement where there is a demonstrable need.

“admission authority” in relation to a community (C) or voluntary controlled (VC) school means the LA and, in relation to an academy, foundation or voluntary aided school means the governing body of that school;

“the specified year” means the school year beginning in September 2015.

“admission arrangements” means the determined arrangements which govern the procedures and decision making for the purposes of admitting pupils to a school;

“first round application” means any application for a place in the first year of primary or infant education or the first year of junior education that is received before the deadline of 15 January 2016.

“second or third round application” means any application for a place in the first year of primary or infant education or the first year of junior education that is received on 15 January 2016.

“In – Year application” means any application for any other year group in the school up to and including Yr 6;

“eligible for a place “means that a child’s name has been placed on a school’s ranked list within the school’s published admission number.

**The application round for entry into Reception 2016 opens on 1 September 2015. The deadline date for applications to be received is midnight on 15 January 2015. The home address given for the child must be the address where the child is resident as of the deadline date.**

### **Starting School**

3. There is a legal entitlement for all three and four year olds to have access to 15 hours free early education per week – available from registered childminders, school-based childcare, *Sure Start centres, pre-schools, day nurseries, playgroups or nursery schools*

A child must be in full-time education in the term following their fifth birthday. In Wiltshire children can start school at the earliest from the September following their fourth birthday. Full time provision will be made available in all reception classes for all children from September 2016.

### **General Information**

4. Parents will be able to make an online application. Online applications will be made directly to County Hall, Trowbridge. If an online application has been submitted, a written application is not necessary. The online facility will be available from 1 September 2015 up until the deadline of 15 January 2016.
5. There will be a standard form for written applications known as the Primary Common Application form (PCAF) used for the admission of pupils into the first year of Primary education in the specified year.
6. Unless an online application has been made, the PCAF must be used as a means of expressing one or more preferences by a parent wishing to apply for a school place for their child either within or outside the county. The child must live in Wiltshire.
7. The LA will make arrangements to ensure
  - a. the PCAF is accompanied by written guidance notes explaining the co-ordinated admissions scheme, and
  - b. that copies are available on request from the LA and from all Primary schools in the LA area, and
  - c. that an electronic version of the form is available for parents to make an online application.
8. The PCAF and accompanying guidance notes will invite the parent to express up to three preferences in rank order schools may be inside or outside Wiltshire, and to give their reasons for each preference, explain that the parent will receive no more than one offer of a school place and specify the closing date and the address to which it must be returned. They will also confirm that:
  - a. a place will be offered at their highest ranked school at which they are eligible to be offered a place; or

- b. if a place cannot be offered at any one of their preferred schools, and the child is living in Wiltshire, a place at an alternative school will be allocated.
9. Split Site Schools – where a school operates from separate bases and each base provides for the full primary age range (i.e. Both Key Stage 1 and Key Stage 2), the two sites will be treated as separate schools for admissions purposes as they have their own discrete catchment area. This means that an application must name the site preferred. An applicant can use two preferences to name both sites.
10. The governing body of a Foundation (F) or Voluntary Aided school (VA) can ask parents who have expressed a preference for their school on the PCAF, to provide additional information on a supplementary form but only if the additional information is required in order to apply their oversubscription criteria to the application.
11. Where a school receives a supplementary form it may not be regarded as a valid application unless the parent has also completed a PCAF which expressed a preference for that school. The PCAF or an online application must have been returned to the LA by the deadline date.
12. The closing date for applications is **15 January 2016**. All completed PCAFs are to be returned directly to the LA. Any PCAFs which are incorrectly returned to schools must be forwarded to the LA to be received by the deadline. Forms returned to schools and not received by the LA by 15 January 2016 will be treated as late applications.
13. The LA will send out an acknowledgement of receipt for each PCAF and all online applications. Applicants will be advised to contact the LA if they have not received an acknowledgement within 15 school days of posting their applications.

### **Address**

14. The child's address provided on the application form should be that of the child's normal place of residence. Only one address can be considered for application purposes. The address provided will be used to determine the child's priority for a school place. The Local Authority reserves the right to confirm the address provided by the applicant using the council tax reference number which is provided as part of the application.  
For Yr R September 2016 entry, the address used to determine priority of school places for on time applications submitted in the main round, will be the child's normal place of residence as at deadline date of 15 January 2016.

### **Shared Parental Responsibility**

15. Where two (or more) adults have parental responsibility for a child it is preferable that they should agree before submitting an application form which school(s) to name as their preference(s). In cases of dispute, or where two application forms are submitted, the LA will process the application received from the adult who has a residence order. If no such order has been made, preference will be given to the parent with whom the child is living for the majority of the school week.

If both parents are in dispute as to whom the child lives with the majority of the school week, the LA will process the application received from the adult who is in receipt of the child benefit, if this is not available then the address used on the NHS card will be used.



In the event of a further dispute regarding the address used, parents may wish to take independent legal advice on whether they should seek a specific issue order from the court to decide on where the child is schooled. For in year transfer applications, until any such order is made, the placement will continue in the best interests of securing educational provision for the child with a minimum of disruption.

For year of entry, where possible, a place will be offered in accordance with the preferences to the parent who can provide evidence that they are in receipt of child benefit.

### **Applications for children of UK Service Personnel (UK Armed Forces)**

16. Applications for children of service personnel with a confirmed posting to the county will be considered in advance of the family moving into the county if necessary. Where possible, an application must be included in the normal admission round.
17. An official letter, such as a posting note or letter of support from the commanding officer should be sent to the LA as soon as possible. This should include the relocation date and the unit postal address or quartering area address (the address of the closest house in the nearest 'quartering area').
18. Until a fixed address is available, the unit postal address or quartering area address will be used and a school place allocated accordingly.
19. The LA will not refuse a child of UK service personnel a place because the family does not currently live in the area, nor will it reserve blocks of places for these children.
20. Children will be considered to be siblings if any brother or sister (including step siblings living at the same address) have been formally offered and have accepted a place at the school. The sibling link will not apply if the child on roll is in Yr6. Their position on any waiting list will be set accordingly.
21. All applications will be dealt with in accordance with these admission arrangements. If a reasonable alternative cannot be offered, the child may be admitted as an 'excepted pupil' under the School Admissions (Infant Class Sizes) (England) Regulations 2012).

### **Armed Forces Personnel Relocating to Salisbury Plain - a Proposed Special Planning area for admissions**

22. Leading up to September 2017 there is initiative to rebase serving armed forces personnel in Germany back to England. The Garrison towns around Salisbury Plain in Wiltshire will be target destinations for a significant proportion of these service families.
23. Wiltshire Council is proposing from September 2015 to declare the community areas of Amesbury and Tidworth a 'special planning area for Admissions'. The proposal is to give an admission priority to children eligible for service premium, rebasing to settlements around Salisbury Plain until 2017. Wiltshire Council is working closely

with the Children's Education Advisory Service (CEAS), a tri-service organisation funded by the MOD, to make the transition for children and families in Germany as smooth as possible and remove unnecessary complexity.

24. Wiltshire Council has introduced criteria 'H' to the oversubscription criteria for all community and voluntary controlled schools in the 'special planning area for admissions' and is requesting other admission authorities in the area to consider making similar arrangements.
25. The 'special planning area for admissions' will be kept under review by Wiltshire Council, including the option of extending the area to include Salisbury in subsequent years.
26. Applications for children of service personnel with a confirmed posting will be considered in advance of the family moving into the county if necessary. Where possible, an application must be included in the normal admission round.
27. An official letter, such as a posting note or letter of support from the commanding officer should be sent to the LA as soon as possible. This should include relocation date and unit postal address or quartering area address (the address of the closest house in the nearest 'quartering area') in the 'special planning area for admissions'.
28. Until a fixed address is available, the unit postal address or quartering area address will be used and a school place allocated accordingly.
29. The LA will not refuse a child of UK service personnel a place because the family does not currently live in the area, nor will it reserve blocks of places for these children.
30. Children will be considered to be siblings if any brother or sister (including step siblings living at the same address) have been formally offered and have accepted a place at the school. The sibling link will not apply if the child on roll is in Yr6. Their position on any waiting list will be set accordingly.
31. All applications will be dealt with in accordance with these admission arrangements. If a reasonable alternative cannot be offered, the child may be admitted as an 'excepted pupil' under the School Admissions (Infant Class Sizes) (England) Regulations 2012.

#### **Applications for Children from overseas**

32. Children who hold a full British Citizen passport or children whose passport has been endorsed to show they have the right to abode in the country are entitled to apply for a place at a maintained school. The passport or visa should be made available for inspection before an offer of a school place can be made. Asylum Seekers should make available evidence of their right of abode as provided by the National Asylum Support Service.
33. Applications on behalf of children currently living outside the UK will be considered but until the child/ren are resident in the country their home address will be considered as being their place of residence outside the UK. Exceptions to this would be instances where the children are of parents returning from foreign postings, such as UK service personnel and other crown servants (including diplomats) who

have been posted abroad on a fixed term contract and who are returning to live within the UK. Proof of the future UK residency will be required if an application is made to an oversubscribed school.

## The Application Process

### First Round Applications for Reception 2016 Intake (applications received before the deadline of 15 January 2016)

34. The LA will act as a clearing house for the allocation of places by the relevant admissions authorities in response to the PCAFs. The LA will only make a decision with respect to the offer or refusal of a place in response to any preference expressed on the PCAF where-
  - a. it is acting in its separate capacity as an admission authority, or
  - b. an applicant is eligible for a place at more than one school, or
  - c. an applicant is not eligible for a place at any of the schools for which a preference was expressed.
35. The process by which the LA will allocate places is explained at paragraphs 37- 44.
36. **15 January 2016 Closing date for all Common Application Forms to be received by the School Admissions Team at County Hall. Applications received by this date will be classed as first round applications.**
37. **By 10 February 2016** where parents have nominated a Primary school outside the LA area, the LA will notify the relevant LA.
38. **By 10 February 2016** the LA will notify all F and VA schools and Academies of every preference that has been expressed for that school.
39. **By 14 March 2016** all F and VA schools and Academies must have considered all of the preferences for their school, and provide the LA with a ranked list of all applicants in accordance with the oversubscription criteria.
40. The LA will then match this ranked list against all other ranked lists and:
  - Where the child is eligible for a place at only one of the preferred schools, a place at the school will be offered to the child.
  - Where the child is eligible for a place at two or more of the nominated schools, they will be offered a place at whichever school was their highest available preference.
41. Where the child is not eligible for a place at any of the nominated schools and the child lives in Wiltshire, they will be allocated a place at a school. This will be their designated school if places are available or at another school (to which there would be an entitlement to free school transport if it were outside the statutory safe walking distance from the home). Should this place subsequently be declined then it is the parent's responsibility to apply for an alternative school place.
42. **By 1 April 2016** the LA will inform other LAs of any places in Wiltshire schools which will be offered to their residents.

43. By **14 April 2016** the LA will inform Wiltshire schools of the pupils to be offered places at their schools.
44. On **18 April 2016 (National Offer Date)** letters will be despatched to all parents who submitted an application by 15 January 2016 offering a place at one school.
45. These offer letters will give the following information:
  - a. the name of the school at which a place is offered;
  - b. the reason why the child is not being offered a place at any of the other schools nominated on the PCAF;
  - c. information about their statutory right of appeal against any decisions to refuse places at other preferred schools;
  - d. contact details for the LA and the schools for which they expressed a preference.
46. **3 May 2016** is the deadline for parents to accept the place offered. Parents should contact the school to confirm if they are accepting the place or the LA if they wish to decline the place.

If the parent does not respond to the Local Authority to confirm if they wish to accept or decline the offer by 3 May 2016, the Local Authority will send a second letter to the parent informing them that they have seven days in which to accept or decline the place which has been offered. They will also be advised in this letter that failure to respond could result in the offer of the place being withdrawn. If there is still no response a third letter will be sent to the applicant informing them that the offer of a place has been withdrawn. It will then be the parent's responsibility to apply for an alternative school place.

#### **Second Round Applications for Reception 2016 Intake (applications received between 16 January 2016 and 25 April 2016)**

47. Second round applications, i.e. those received between 16 January 2016 and 25 April 2016 for the Reception Intake round will not be considered until after all first round on time applications have been processed. Second round applications will be considered together with any applicant previously refused a place in the first round and if necessary will be prioritised using the oversubscription policy in place at the time.

**Only one offer of a school place for each child can be held at any one time. If the Local Authority receives a further application for a child who has already secured a place in an earlier round, the new stated preferences will automatically supersede any earlier preferences stated.**

**During the second round of applications parents should note that the school initially allocated will be retained for their child pending the outcome of that application and that there is no guarantee of gaining a place at the preferred school named on the new application.**

The LA will contact all Foundation, Aided schools and Academies named as a preference on the application form to determine whether or not a place is available. An offer will be made for the school named as the highest preference where there is an identified place. Where the child is not eligible for a place at any of the nominated schools, and the child lives in Wiltshire, the child will be allocated a place at their designated school if places are available, unless an alternative place is available within the safe statutory walking distance from their home address. The process explained in 48-51 will be followed:

48. By **29 April 2016** Details of second round applications received between the 16 January 2016 and 25 April 2016 to be sent to Academies, Foundation and Voluntary Aided Schools.

49. By **09 May 2016** Academies, Foundation and Voluntary Aided Schools should provide the LA with a ranked list of second round applications.

On receipt, the LA will match the returns from all schools and will make an allocation of one place for each applicant:

- Where the child is eligible for a place at only one of the preferred schools, a place at the school will be offered to the child.
- Where the child is eligible for a place at two or more of the nominated schools, they will be offered a place at whichever school was their highest available preference.

50. **20 May 2016** the LA will send out the second round offers for applications received between 15 January 2016 and 25 April 2016.

51. **06 June 2016** is the last date for offers to be accepted by parents. Parents should contact the school if accepting the place and the LA if declining the place.

If the parent does not respond to the Local Authority to confirm if they wish to accept or decline the offer by the date stated in the letter, the Local Authority will send a second letter to the parent informing them that they have seven days in which to accept or decline the place which has been offered. They will also be advised in this letter that failure to respond could result in the offer of the place being withdrawn. If there is still no response a third letter will be sent to the applicant informing them that the offer of a place has been withdrawn. It will then be the parent's responsibility to apply for an alternative school place.

### **Third Round Applications for Reception 2016 Intake (applications received after 25 April 2016)**

52. Third round applications, i.e. those received after 25 April 2016 for the Reception Intake round will not be considered until after all the second round applications have been processed. Third round applications will be considered together with any applicant previously refused a place and if necessary will be prioritised using the oversubscription policy in place at the time.

**Only one offer of a school place for each child can be held at any one time. If the Local Authority receives a further application for a child who has already secured a place in an earlier round, the new stated preferences will automatically supersede any earlier preferences stated.**

**During the third round of applications parents should note that the school initially allocated will be retained for their child pending the outcome of that application and that there is no guarantee of gaining a place at the preferred school named on the new application.**

The LA will contact all Foundation, Aided schools and Academies named as a preference on the application form to determine whether or not a place is available. An offer will be made for the school named as the highest preference where there is an identified place. Where the child is not eligible for a place at any of the nominated schools, and the child lives in Wiltshire, the child will be allocated a place at their designated school if a place is available, unless an alternative place is available within the safe statutory walking distance from their home address. The process explained in 53 - 56 will be followed:

53. Applications received after the 25 April 2016 will be considered in date order of receipt and will be looked at after 30 June 2016 (i.e. once the second round of applications have been processed).
54. Any applications received by the LA after 25 April 2016 will be dealt from 30 June 2016, with allocations to a single school being made and offer letters sent out from the LA as soon as is practically possible.

If the parent does not respond to the Local Authority to confirm if they wish to accept or decline the offer by the date stated in the letter, the Local Authority will send a second letter to the parent informing them that they have seven days in which to accept or decline the place which has been offered. They will also be advised in this letter that failure to respond could result in the offer of the place being withdrawn. If there is still no response a third letter will be sent to the applicant informing them that the offer of a place has been withdrawn. It will then be the parent's responsibility to apply for an alternative school place.

55. For applications received after 25 April 2016 naming an Academy, Foundation or Voluntary Aided School, the governing body must confirm to the Local Authority if a place can be offered within 10 days of receipt.
56. Any applications received by any school should be forwarded to the LA within 5 days of receipt.

#### **Applications for Reception 2016 Intake (applications received after 22 July 2016)**

57. Any applications received by the LA after 22 July 2016 which expresses a preference for an Aided, Foundation School or an Academy will be forwarded to the school within five school days of receipt at which time the process for in year applications will apply.

#### **Final List of expected reception pupils to schools**

58. On or before 31 August 2016 the LA will send out a list to all maintained schools in Wiltshire showing those pupils expected to start in the school at the beginning of the 2016/17 school year.

#### **Admitting in - area children above Published Admissions Number (PAN)**

59. Wiltshire Council will always try and allocate a space at a child's designated school whenever this is possible. We cannot reserve places at any school nor can we guarantee that a space will be available at the designated school. Having enough spaces in schools for local children is a service priority for the School Buildings and Places team.
60. The LA has responsibility for the strategic management of school places across the county and has to ensure admissions do not compromise its ability to provide efficient and effective use of resources. It is often more economic to admit children to their designated school because this does not incorporate an additional transport cost which would be required were an alternative school be allocated.
61. For some schools, the next nearest school does not provide a reasonable alternative because it is beyond the statutory walking distance or the route is unsafe or there is no available transport. Any children who move into these areas might have to be admitted to the designated school despite any existing pressures upon it.
62. It may not always be possible to find a space at the designated school if this is already oversubscribed. In - area children will be given priority on any waiting list. If the designated area school is unable to accommodate any more children within the year group then the LA will allocate an alternative school which will be the next nearest school which has available places.
63. Transport would be made available for any children who had to be allocated a school because their designated school was full and the school that has been allocated is outside of the statutory safe walking distance for the age of the child. All other entitlements will be dealt with by the Passenger Transport Team.

## **The Transfer Application Process**

### **Transfer Applications for year groups other than Reception 2016 Intake.**

**All transfer applications for all year groups, to Wiltshire Schools, should be submitted directly to Wiltshire Council. If a parent wishes to apply for a transfer to a school in another Local Authority then they should apply directly to the authority in which the school is situated in. The transfer application process for Wiltshire Schools is explained below.**

64. The LA will make available copies of the Admissions Guide and PCAF through all primary and secondary schools and on request from County Hall.
65. All applicants who wish to apply for a school place must complete an application form which should be returned to the LA, once completed by the current school. The applicant may or may not live in Wiltshire.
66. Should a parent living in Wiltshire wish to apply for a school in another authority; they must contact that authority directly for details on how to apply.
67. Where a school receives an in year application form expressing a preference for that school the form should be forwarded to the LA within five school days of receipt.
68. Where the LA receives an in year application form expressing a preference for a VC or C school the application will be forwarded to the school within five school days of receipt.

69. Where the LA receives an in year application form expressing a preference for an Academy, F or VA school the application will be forwarded to the school within five school days of receipt.
70. For an Academy, F or VA school, the school's governing body is responsible for deciding the outcome of the application and advising the LA accordingly within 10 school days of the date of which the information was received by the school.
71. In all cases, Wiltshire Council will aim to send a decision letter out within 20 school days of receiving the application form and this will provide information, if appropriate, about the statutory right of appeal.
72. Waiting lists for schools must be kept and will be managed as per the admission arrangements for the particular school involved. Waiting lists will be kept in order of the relevant oversubscription criteria and not in date order of receipt.
73. The Local Authority will maintain waiting lists for all year groups for VC & C schools.
74. The school/academy will maintain waiting lists for all year groups for A, F & VA schools.
75. In accordance with paragraph 2.21 of the School Admissions Code the LA is required to provide parents on request the availability of school places within its area. All schools must provide the LA with this information. This must be done on a termly basis with the first return to be sent by 6 September 2016.

#### **Applications for transfer at a future date**

76. Applications for transfer for VC and C schools will be considered a maximum of one term in advance. Where early applications are received for VC and C schools the LA will advise the parent that their application will not be considered until a specified later date.
77. Applications for transfer for VA and F schools and Academies will be forwarded when received directly to the schools named for consideration in accordance with the schools own admissions policy.

#### **Proof of address**

78. The LA reserves the right to ask parents for proof of their address. If the parents' current address is different to that held on the LA's computerised system the LA may ask parents to provide proof of the new address if one is indicated. Acceptable proof of address includes:

A copy of your Council Tax Bill

A solicitor's letter stating contracts have been exchanged and specifying a completion date

A signed and dated tenancy agreement plus proof of residency (e.g. copy of a recent utility bill)

If parents fail to provide proof of a new address, the LA will use the old address for admission purposes. If parents notify the LA that they will be moving house, even if they provide the relevant proof of that address, they must move into that property by no later than the end of the first term following the notification. The LA reserves the right to check that parents are living in the address indicated within that timescale. If



parents are not living there, the applications will be investigated and the allocated place may be withdrawn.

### **Fair Access Protocol**

79. All Wiltshire Schools will act in accordance with the Fair Access Protocol which has been adopted to give access to educational provisions for hard to place children. Further information on the In Year Fair Access Protocol, as well as a copy of the protocol, can be viewed at [www.wiltshire.gov.uk](http://www.wiltshire.gov.uk)

### **Early, deferred or delayed admission**

80. a. **Early admission**

Admissions earlier than the term following the child's 4<sup>th</sup> birthday may be agreed in exceptional circumstances, such as medical or social factors that have an adverse effect on the child. The request must have the approval of the LA's professional adviser and there must be no suitable alternative pre-school provision available. Early admission will be agreed for a maximum of one traditional term before the next available normal entry date.

b. **Deferred admission until later in the academic year**

Parents do not have to ensure their child receives full time education until the start of the term following their fifth birthday. However, parents have the right to start their child in school in the September of the academic year following their fourth birthday. In such circumstances, parents also have the option to start their child on a part-time basis or defer their child's entry until later in that academic year.

If a parent decides to defer their child's entry to the school that they have been offered until later in the academic year, that place will be held for the child and will not be offered to another child. However, please note that entry cannot be deferred beyond the point at which their child reaches compulsory school age (for the avoidance of doubt the law states that a child reaches compulsory school age on the prescribed day following his or her fifth birthday [or on his or her fifth birthday if it falls on a prescribed day]. The prescribed days are 31 December, 31 March and 31 August). For children born between 1 April and 31 August, parents cannot defer entry beyond the beginning of the April term of the school year for which the offer was made.

Please note also that children who attend part-time until later in the school year cannot do so beyond the point at which they reach compulsory school age.

If the parent decides that they no longer wish to take up their child's place, they should inform the school and the Local Authority that the place is no longer required. The place will then be withdrawn and reallocated to the child who is top of the waiting list at that time. The parent must then submit a fresh application for a place in year one for the following academic year. The application can be submitted from April 2017 but will not be considered until June 2017.

Parents wishing to defer entry need to apply by the closing date 15 January 2016. Any request to defer or attend part-time should be made to the school as soon as an offer is received.

c. **Admission of children outside their normal age group**

*All applications will be dealt with in accordance with the School Admissions Code 2.17, 2.17a, 2.17b, which came into force on 19 December 2014*

*Parents may seek a place for their child outside of their normal age group, for example, if the child is gifted and talented or has experienced problems such as ill health. In addition, the parents of a summer born child (born from 1 April to 31 August) may choose not to send that child to school until the September following their fifth birthday and may request that they are admitted out of their normal age group – to reception rather than year 1.*

The decisions on requests for applications outside the child's normal age group are made by the Admission Authority for any particular school, which in the case of Voluntary Controlled & Community Schools is the Council. For Voluntary Aided, Foundation Schools or Academies the Admissions Authority is the governing body of the school concerned. The decision to admit outside of their normal age group is made on the basis of the circumstances of each case.

All parents who wish to apply for delayed entry into reception for any Wiltshire school, must first submit a formal application to the Local Authority. If they are applying for a Voluntary Controlled or Community school, they will also need to make a written request at the time of application to the Local Authority's admissions co-ordinator, providing reasons for the request along with any supporting documentation they wish to include.

If parents wish to apply for delayed entry to a Voluntary Aided, Foundation school or an Academy, then following the submission of the formal application to the Local Authority, the parent should contact the governing body of the school concerned to discuss their request.

All requests should be made in the September following the child's 3<sup>rd</sup> birthday, in order to give sufficient time for the case to be considered by the admissions authority prior to the deadline for applications of 15 January. In the case of Voluntary Controlled and Community schools, the Local Authority will look at the following factors when an application for admission outside the normal ages group:

- the parent's views
- information about the child's academic, social and emotional development;
- where relevant, their medical history and the views of a medical professional;
- whether they have previously been educated out of their normal age group;
- whether they may naturally have fallen into a lower age group if it were not for being born prematurely
- the views of the head teacher of the school

The Local Authority will make decisions on the basis of the circumstances of each case and in the best interests of the child.

If the parental request for delayed admission into reception is agreed, a separate application for a place in the next cohort would have to be made in the September following the child's 4<sup>th</sup> birthday. This application would be considered along with all the other applicants for admission in that year at the preferred school. There would be no guarantee that a place would be able to be offered in the preferred school. If the preferred school is over-subscribed and you are not offered a place, the Local Authority will make an alternative offer. However please note that delayed admission in to reception in the alternative school may not be possible.

If the parental request for delayed admission into reception is refused, the formal application which has already been submitted will be processed, unless the Local Authority receives a request from the parent to withdraw the application. If no request to withdraw the application is received, then after the offer of a school place had been made the parent can then inform the Local Authority and the school that they want to defer entry as outlined above.

When informing a parent of their decision on the year group the child should be admitted to, the admission authority **must** set out clearly the reasons for their decision. Parents have a statutory right to appeal against the refusal of a place at a school for which they have applied. This right does not apply if they are offered a place at the school but it is not in their preferred age group.

## **Right of Appeal**

Parents who are refused a place at a school for which they have applied have the right of appeal to an independent Admission Appeal panel. They do not have a right of appeal if they have been offered a place and it is not in the year group they would like. However, if parents are dissatisfied with the outcome of the request for delayed entry into reception they have the right to complain against the decision through the Council's complaints procedure for decisions made by council officers or under the school's complaints procedure where the school is the admissions authority.

## **Appendix: 2016/17 Timetable for Primary Co-ordination (Wiltshire)**

- 15 January 2016:** Closing date for all Common Application Forms to be received by the School Admissions Team at County Hall. Applications received by this date will be classed as first round applications.
- 10 February 2016: Details of applications which include preferences for schools in other LAs to be sent to those LAs.
- 10 February 2016: Details of applications to be sent to F, VA schools and Academies of all first round applicants.
- 14 March 2016: F, VA schools and Academies to provide the LA with ranked lists of all first round applicants.
- Between 14 March and 1 April the LA will match the ranked list from all schools and allocate places.
- 1 April 2016: The LA will inform other LAs of any offers of places at Wiltshire schools to be made to applicants resident in their areas.
- 14 April 2016: By this date the LA will provide schools with details of those children to be offered places at the school.
- 16 April 2016:** Notification letters despatched and sent to parents for all first round applicants.
- 25 April 2016: Deadline for second round applications.
- 3 May 2016: Last date for first round offers to be accepted by parents. Parents should contact the schools if they are accepting the place and the LA if they are declining the place. Parents should contact Wiltshire if they wish to accept a place in another LA.
- 29 April 2016: Details of second round applications to be sent to F, VA schools and Academies of all second round applicants.
- 9 May 2016: F, VA schools and Academies to provide the LA with ranked lists of all second round applicants.
- 20 May 2016: **Notification letters despatched and sent to parents for all second round applicants.**
- 30 June 2016: Last date for second round offers to be accepted by parents. Parents should contact the schools if they are accepting the place and the LA if they are declining the place. Parents should contact Wiltshire if they wish to accept a place in another LA.
- 6 June 2016: Applications received after the 25 April will be considered in date order of receipt and will be looked at from today. Applications will be dealt with as soon as possible with allocations to a single school being made and offers being sent out by the LA as soon as practically possible.

31 August 2016: On or before the 31 August the LA will send out a list to all schools showing the pupils expected to join the school at the beginning of the 2016/17 school year.

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**Proposed Admission Arrangements for Community and Voluntary  
Controlled Secondary Schools for 2016/17**

**Status:** A232/14 Proposed Admissions Arrangements 2016/17

# PROPOSED SECONDARY ADMISSION ARRANGEMENTS

## Wiltshire Council's proposed admission arrangements for admission to Voluntary Controlled and Community (VC and C) Secondary Schools for the 2016/17 academic year

### 1. General Information

This policy applies solely to applications for places at Voluntary Controlled (VC) and Community (C) Secondary Schools in Wiltshire. Foundation (F) Voluntary Aided (VA) Schools and Academies (A) are their own admission authorities and the governing bodies are responsible for determining their own procedures and policies.

**Proposed arrangements for the co-ordination of secondary admissions are made within the proposed co-ordinated admissions scheme 2016/17.**

**The application round for entry into Year 7 - 2016 opens on 1 September 2015. The deadline date for applications to be received is midnight on 31 October 2015. The home address given for the child must be the address where the child is resident as of the deadline date.**

#### a. Designated Area

A designated area is a discrete geographical zone served by a school. The address that determines a child's designated area is the place where s/he is ordinarily resident with his/her parent(s) or legal guardian(s) for the majority of the school week. Most schools have a discrete designated area but some addresses fall within areas shared by two or more schools. Children living outside the county boundary are treated as if the children live within Wiltshire but outside the designated area for the school(s) in question. Maps for each designated area are held by the local authority.

#### b. Preferences

Parents will be invited to state up to three ranked preferences. Each preference will be considered equally. This means that Wiltshire Council will consider all applications against the published admissions criteria without reference to how the school applied for has been ranked on the application form. As far as possible applicants will be offered a place at a school to which they have expressed a preference. Where the applicant has made more than one preference the Local Authority (LA) will make an offer for the highest ranked preferred school possible with available places in accordance with the standard admission criteria. Where it is not possible to offer a place at a preferred school, and the applicant lives in Wiltshire, the LA will allocate a place. Allocations will be made after all expressed preferences have been considered. An applicant will normally be offered a place at the designated school for their home address, if possible. An alternative school may be allocated in cases where the designated school is full and the alternative school is within the safe statutory 3 mile walking distance and has places available or it is a school to which free home to school transport would be provided.

#### c. Children with a statement of special educational needs or education, health and care plans

All children whose statement of special educational needs or education, health care plans names a school must be admitted. Once a statement reaches the formal proposed stage



the administration of the admission of the young person becomes the responsibility of the Statutory SEN Service at which point this policy ceases to apply

d. **Published Admission Number**

A Published Admission Number (PAN) is agreed for each school annually and defines the number of places available for the year of entry. All applications must be agreed until the PAN has been reached and this figure will not be exceeded other than in exceptional circumstances. For example, a child living within a school's designated area and for whom no reasonable alternative school place is available, would be allocated a place at the designated school even if this exceeds the PAN. Reasonable in this circumstance is defined as a school within the statutory three mile safe walking distance from the child's home address or a school to which free home to school transport would be provided.

e. **Address**

The child's address provided on the application form should be that of the child's normal place of residence. Only one address can be considered for application purposes. The address provided will be used to determine the child's priority for a school place. The Local Authority reserves the right to confirm the address provided by the applicant using the council tax reference number which is provided as part of the application. For Yr 7 September 2016 entry, the address used to determine priority of school places for on time applications submitted in the main round, will be the child's normal place of residence as at deadline date of 31 October 2015.

f. **Shared Parental Responsibility**

Where two (or more) adults have parental responsibility for a child it is preferable that they should agree before submitting an application form which school(s) to name as their preference(s). In cases of dispute, or where two application forms are submitted, the LA will process the application received from the adult who has a residence order. If no such order has been made, preference will be given to the parent with whom the child is living for the majority of the school week.

If both parents are in dispute as to whom the child lives with the majority of the school week, the LA will process the application received from the adult who is in receipt of the child benefit, if this is not available then the address used on the NHS card will be used.

In the event of a further dispute regarding the address used, parents may wish to take independent legal advice on whether they should seek a specific issue order from the court to decide on where the child is schooled. For in year transfer applications, until any such order is made, the placement will continue in the best interests of securing educational provision for the child with a minimum of disruption.

For year of entry, where possible, a place will be offered in accordance with the preferences to the parent who can provide evidence that they are in receipt of child benefit.

g. **Multiple Births**

The LA will endeavour to place siblings (e.g. twins, triplets etc) in the same school. If necessary schools will be required to admit over PAN to accommodate such children.

h. **Children of UK Service Personnel (UK Armed Forces)**

Applications for children of UK service personnel with a confirmed posting to the county will be considered in advance of the family moving into the county if necessary. Where possible, an application must be included in the normal admission round.

An official letter, such as a posting note or letter of support from the commanding officer should be sent to the LA as soon as possible. This should include the relocation date and unit postal address or quartering area address (the address of the closest house in the nearest 'quartering area').

Until a fixed address is available, the unit postal address or quartering area address will be used and a school place allocated accordingly.

The local authority will not refuse a child of UK service personnel a place because the family does not currently live in the area nor will not reserve blocks of places for these children.

Children will be considered to be siblings if any brother or sister is going to be attending a school. Their position on any waiting list will be set accordingly. The sibling link will not apply if the child that is going to be attending the school will be in year 11.

i. **Armed Forces Personnel Relocating to Salisbury Plain - a Proposed Special Planning area for admissions**

Leading up to September 2017 there is initiative to rebase serving armed forces personnel in Germany back to England. The Garrison towns around Salisbury Plain in Wiltshire will be target destinations for a significant proportion of these service families.

Wiltshire Council is proposing from September 2015 to declare the community areas of Amesbury and Tidworth a 'special planning area for Admissions'. The proposal is to give an admission priority to children eligible to service premium, rebasing to settlements around Salisbury Plain until 2017. Wiltshire Council is working closely with the Children's Education Advisory Service (CEAS), a tri-service organisation funded by the MOD, to make the transition for children and families in Germany as smooth as possible and remove unnecessary complexity.

Wiltshire Council is proposing to add criteria 'G' to the oversubscription criteria for all community and voluntary controlled schools in the 'special planning area for admissions' and is requesting other admission authorities in the area to consider making similar arrangements.

The 'special planning area for admissions' will be kept under review by Wiltshire Council, including the option of extending the area to include Salisbury in subsequent years.

Applications for children of service personnel with a confirmed posting will be considered in advance of the family moving into the county if necessary. Where possible, an application must be included in the normal admission round.

An official letter, such as a posting note or letter of support from the commanding officer should be sent to the LA as soon as possible. This should include relocation date and unit postal address or quartering area address (the address of the closest house in the nearest 'quartering area') in the 'special planning area for admissions'.

Until a fixed address is available, the unit postal address or quartering area address will be used and a school place allocated accordingly.

The LA will not refuse a child of UK service personnel a place because the family does not currently live in the area, nor will it reserve blocks of places for these children.

Children will be considered to be siblings if any brother or sister is going to be attending a school. Their position on any waiting list will be set accordingly.

All applications will be dealt with in accordance with these admission arrangements.

## **2. Early or Delayed Transfer**

### **a. Early transfer**

Children may only transfer early to a secondary school if it can be shown that not to do so would be detrimental to their academic progress or social welfare. Each such request involves consultation with the current school, the school to which the child wishes to transfer and where appropriate, the Authority's professional adviser(s). The application will not be agreed if one or more parties consider that the transfer would be inappropriate. Agreement to such a request would be considered exceptional.

### **b. Delayed transfer**

Children may remain for a further year in a primary school if it can be shown that not to do so would be detrimental to their academic progress or social wellbeing. The presence of special educational needs or underachievement are not in themselves sufficient reasons to delay transfer.

Children for whom a delayed entry to school or year group retention has already been agreed by the relevant parties will continue in the lower year group unless it can be shown that it is in their best interests to rejoin their chronological year group. The continuation of this arrangement will continue on transfer to secondary school unless the parent/carer, current school, the school to which the child would otherwise wish to transfer and, where appropriate, the LA's professional adviser consider it in the child's best interest to rejoin the chronological year group. An application for transfer to secondary school must still be made in the same way as expected of other children in the year group in which they are working (rather than their chronological age group).

## **3. Deadline – applications received by the deadline date of 31 October 2015 will be considered as first round applications**

The closing date for main round applications (i.e. applications for entry into Secondary Yr7 2016) is 31 October 2015.

All applications received after the deadline of 31 October 2015, including those directed incorrectly to schools and not forwarded to the LA before the deadline, will be treated as late applications and considered only after those applications received before the deadline have been determined. Applications may be considered as being received on time if they meet the exceptional circumstances criteria as detailed in the Co-ordinated Admissions Scheme 2016/17.

#### **4. Oversubscription Criteria for Voluntary Controlled and Community Schools**

Where a secondary school is over-subscribed, places are allocated to children in order of the ranked criteria listed below:

a. **Looked After Children/Previously Looked After Children**

The definition of Looked After Children - a 'looked after child' or a child who was previously looked after but immediately after being looked after became subject to an adoption, child arrangements, or special guardianship order. A looked after child is a child who is (a) in the care of a local authority, or (b) being provided with accommodation by a local authority in the exercise of their social services functions (see the definition in section 22 (1) of the Children Act 1989).

b. **Vulnerable Children**

Children from families registered with the National Asylum Support Service; children or families with a serious medical, physical or psychological condition where written evidence is provided at the time of application from a senior clinical medical officer, general practitioner or specialist showing that it would be detrimental to the child or family not to admit to the preferred school.

For the purpose of the above criteria the word 'families' is determined as living at the same address at the time of application and also living at the same address on a permanent basis. Proof will be required and must be submitted by the deadline date.

c. **Designated Area Siblings and Shared Area Siblings**

A child is considered under this criterion if a sibling is attending the school as at the deadline date and where the child lives within the designated area or shared area at the same address as the sibling. The sibling must not be in year 11, 12 or 13 of the school at the deadline date. Step, half and foster siblings are included in this category;

d. **Other Children from the Designated Area or Shared Area**

Children resident within the designated area or shared area who do not qualify under one of the criteria above.

e. **Other Siblings**

A child is considered under this criterion if a sibling is attending the school as at the deadline date and where the child lives at the same address as the sibling. The sibling must not be in years 11, 12 or 13 at the school as of the deadline date. Step, half and foster siblings are also included in this category;

f. **Children of staff at the school**

A child is considered under this criterion:

- i) where the member of staff has been employed at the school for two or more years at the time at which the application for admission to the school is made, and/or
- ii) the member of staff is recruited to fill a vacant post for which there is a demonstrable skill shortage.

If applicants wish to be considered under this criterion then a letter from the Headteacher confirming the one of the above applies to the applicant must be provided at the time of application.

g. **Children eligible for service premium relocating to Salisbury Plain**

The above criteria will only apply to the following schools:

Amesbury - Stonehenge

h. **Other children**

Children to whom none of the above criteria apply.

**Tie Break**

If the school is oversubscribed within any of the above categories the straight-line distance from the child's home address to the school will be used as the determining factor. Distances will be measured according to the Ordnance Survey eastings and northings for the child's home address and the school. Those living closer to the school will be given priority.

If two or more children with the same priority for admission live an indistinguishable distance from the preferred school, but cannot all be admitted then the available places will be decided by means of casting lots.

The random allocation will be conducted independently by Democratic Services.

## 5. **Waiting Lists**

Waiting lists for VC & C Schools will be maintained for all intake year groups in schools. Children will automatically be added to these lists if a preference higher than the school place offered has been refused. All applicants have the right of appeal against any refusal of a place. The existence of a waiting list does not remove this right from any unsuccessful applicant.

The position on the list will be determined by applying the published over-subscription criteria and not by date order of receipt. This will mean a position will change if a later application is received from someone with higher priority according to the oversubscription criteria.

Waiting lists for the all year groups will close on 22 July 2016.

Parents may submit a fresh application for the next academic year group which will be considered from 6 June 2016 onwards.

Places that become available will not be offered to pupils who are not on the waiting list.

If your child is offered a place from a waiting list for any VC or C school then you must accept or decline the place within 10 working days of the date of offer. If the place is not

accepted then a further letter will be sent informing the applicant that should they neither accept nor decline the place within five working days the place will be withdrawn. A further letter will be sent informing the applicant the place has been withdrawn.

Notes:

- Names will only be removed from the lists if a written request is received or if the offer of a place that becomes available is declined.
- Registration of interest on a school's pre-admission List will not be considered as an application for a school place.
- Parents must contact any Voluntary Aided, Foundation school or the Academy concerned to obtain information on the existence and or maintenance of a waiting list.
- Except for Service Families, children will considered to be living within the designated area for a school on receipt of an exchange of contracts or a signed tenancy agreement.
- Except for Service Families, children will not be considered to be a sibling unless their brother or sister is attending the school and is expected to still be in attendance at the chosen start date.

## **6. Applications for Secondary Yr7 Intake – applications received after 31 October 2015**

Applications received after the deadline of 31 October 2015 will be considered as late applications.

Applications received between the 1 November 2015 and 9 March 2016 will be treated as second round applications.

Applications received after the 10 March 2016 will be treated as third round applications.

## **7. In Year Transfer Applications for year groups other than Secondary Yr7 2015 Intake**

Applications received after the 22 July 2016 for the year of entry and any applications received for other year groups are classed as transfer applications.

Other than in exceptional circumstances and in agreement with the two schools involved, a transfer will, if the applicant is not moving address, only be considered as being for the start of the next term.

All applications will be considered together with any applications already on a school's waiting list.

Applications received one term in advance of the term in which admission is being sought (i.e from June 2016) are considered together and are ranked using the oversubscription criteria listed in this policy.

Applications received requesting more immediate admission are considered in the order that the School Admissions Team receives them. If more than one additional application for a particular

school is received on the same date places are allocated to children in order of the oversubscription criteria as listed in this policy.

In all cases parent(s)/guardian(s) will be invited to state up to a maximum of three secondary ranked preferences. An offer will be made at the school listed as highest preference possible which has an available place.

If your child is offered a place at any VC or C school then you must accept or decline the place within 10 working days of the date of offer. If the place is not accepted then a further letter will be sent informing the applicant that should they neither accept nor decline the place within five working days the place will be withdrawn. A further letter will be sent informing the applicant the place has been withdrawn.

If your child is offered a place at any VC or C school and you accept the place, you must take the place up within 28 working days of the required admissions date stated on the original application form. Should the place not be taken up within the 28 working days the LA will then write to the parents informing them that the place has been withdrawn.

Requests for places in year groups other than the one relating to the child's chronological age will only be agreed if supported by the LA's relevant professional adviser(s) and the school.

## **8. Proof of address**

The LA reserves the right to ask parents for proof of their address. If the parents' current address is different to that held on the LA's computerised system the LA may ask parents to provide proof of the new address if one is indicated. Acceptable proof of address includes:

A copy of your Council Tax Bill

A solicitor's letter stating contracts have been exchanged and specifying a completion date

A signed and dated tenancy agreement plus proof of residency (e.g. copy of a recent utility bill)

If parents fail to provide proof of a new address, the LA will use the old address for admission purposes. If parents notify the LA that they will be moving house, even if they provide the relevant proof of that address, they must move into that property by no later than the end of the first term following the notification. The LA reserves the right to check that parents are living in the address indicated within that timescale. If parents are not living there, the applications will be investigated and the allocated place may be withdrawn.

## **9. Fair Access Protocol**

All Wiltshire Schools will act in accordance with the Fair Access Protocol which has been adopted to give access to educational provisions for hard to place children.

If the governing body of any school refuse admission to a child with challenging behaviour, when there are places available, (outside the normal intake round) the case must be referred to the LA for consideration under the In-Year Fair Access Protocol.

This protocol does not apply to a Child in Care (Looked after Child, a previously looked after child) or a child with a Statement of Special Educational Needs, as these children must be admitted.

Further information on the In Year Fair Access Protocol including further criterions for referral, and a copy of the protocol, can be viewed at [www.wiltshire.gov.uk](http://www.wiltshire.gov.uk)

## **10. Sixth Form Admissions**

Parents or students wishing to enrol for sixth form courses at Voluntary Controlled or Community Secondary Schools should in the first instance contact the school and ask for a copy of the sixth form prospectus. This will detail the courses offered at the school and any specific entry requirements for any of those courses. The school will require an application form to be completed should the parent or student wish to make a formal application to join the school's sixth form.

## **11. Appeal Process**

Parents have a right of appeal to an independent panel against any decision made by or on behalf of the Authority as to the school at which education is to be provided for their child.

Information about the appeal procedure will be provided where a place at one or more of the preferred schools has been refused. Parents should contact the Customer Services Team (01225 713010) to obtain an appeals form which should be returned to Democratic and Members Service team at County Hall, Trowbridge. The clerk for the appeals panel will be provided by the D&M Service team.

If a place has been awarded by the independent appeal panel the place must be taken up within 28 days of the required date of admission stated on the original application form.

Should the place not be taken up within the 28 days the LA will then write to the parents informing them that the place has been withdrawn.

## **12. Further Appeals**

Parents who have appealed unsuccessfully can reapply for a place at the same school in a later academic year, and have a right of appeal if unsuccessful.

Where there have been material changes in circumstances in the same academic year and a repeat application is considered and again refused, the parents will have the right to a fresh appeal.



## Published Admission Numbers (PAN's) for VC & C Schools

<b>DfES</b>	<b>School</b>	<b>2016 PAN</b>
<b>4000</b>	<b>Abbeyfield School, Chippenham</b>	<b>180</b>
<b>4013</b>	<b>Melksham Oak Community School</b>	<b>252</b>
<b>4070</b>	<b>The Stonehenge School, Amesbury</b>	<b>164</b>

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**PRIMARY**

**Proposed Admission Arrangements for Community and Voluntary  
Controlled Primary Schools for 2016/17**

**Status:** A231/14 Proposed Admissions Arrangements 2016/17

## **Proposed Primary Admission Arrangements**

### **Wiltshire Council Determined Admission Arrangements for Admissions to Voluntary Controlled (VC) and Community (C) Primary, Infant and Junior Schools for the 2016/17 Academic Year**

#### **1. General Information**

This policy applies solely to applications for places at Voluntary Controlled (VC) and Community (C) Primary, Infant and Junior Schools. Foundation (F), Voluntary Aided schools (VA) and Academies (A) are their own admissions authorities and the governing bodies are responsible for determining their own procedures and policies.

**Proposed Arrangements for the co-ordination of primary admissions are made with the Proposed co-ordinated admissions scheme 2016/17.**

**The application round for entry into Reception 2016 opens on 1 September 2015. The deadline date for applications to be received is midnight on 15 January 2016. The home address given for the child must be the address where the child is resident as of the deadline date.**

##### **a. Designated Area**

A designated area is a discrete geographical zone served by a school. The address that determines a child's designated area is the place where s/he is ordinarily resident with his/her parent(s) or legal guardian(s) for the majority of the school week. Most schools have a discrete designated area but some addresses fall within areas shared by two or more schools. Children living outside the county boundary are treated as if the children live within Wiltshire but outside the designated area for the school(s) in question.

##### **b. Preferences**

Parents will be invited to state up to three ranked preferences. Each preference will be considered equally. This means that Wiltshire Council will consider all applications against the published admissions criteria without reference to how the school applied for has been ranked on the application form. As far as possible applicants will be offered a place at a school to which they have expressed a preference. Where the applicant has made more than one preference the LA will make an offer for the highest ranked preference school possible with available places in accordance with the standard admission criteria. Where it is not possible to offer a place at a preferred school, and the applicant lives in Wiltshire, the LA will allocate a place at an alternative school. Allocations will be made after all expressed preferences have been considered. An applicant will normally be offered a place at the designated school for their home address. An alternative school may be allocated in cases where the designated school is full and the alternative school is within the safe statutory walking distance and has places available or it is a school to which free home to school transport would be provided.

c. **Children with a statement of special educational needs or education, health and care plans**

All children whose statement of special educational needs or education, health and care plans names a school must be admitted. Once a statement reaches the formal proposed stage the administration of the admission of the young person becomes the responsibility of the Statutory SEN Service at which point this policy ceases to apply.

d. **Published Admission Number**

A Published Admission Number (PAN) is agreed for each school annually and defines the number of places available for the year of entry. All applications must be agreed until the PAN has been reached and this figure will not be exceeded other than in exceptional circumstances, for example, a child living in the designated area for whom there is no reasonable alternative place available would be admitted. "Reasonable" in this circumstance is defined as a school within the statutory safe walking distance from the applicant's home address of two miles for children aged under eight and three miles for children aged eight or over, or it is a school to which free home to school transport would be provided.

e. **Address**

The child's address provided on the application form should be that of the child's normal place of residence. Only one address can be considered for application purposes. The address provided will be used to determine the child's priority for a school place. The Local Authority reserves the right to confirm the address provided by the applicant using the council tax reference number which is provided as part of the application.

For Yr R September 2016 entry, the address used to determine priority of school places for on time applications submitted in the main round, will be the child's normal place of residence as at the deadline date of 15 January 2016.

f. **Shared Parental Responsibility**

Where two (or more) adults have parental responsibility for a child it is preferable that they should agree before submitting an application form which school(s) to name as their preference(s). In cases of dispute, or where two application forms are submitted, the LA will process the application received from the adult who has a residence order. If no such order has been made, preference will be given to the parent with whom the child is living for the majority of the school week.

If both parents are in dispute as to whom the child lives with the majority of the school week, the LA will process the application received from the adult who is in receipt of the child benefit, if this is not available then the address used on the NHS card will be used.

In the event of a further dispute regarding the address used, parents may wish to take independent legal advice on whether they should seek a specific issue order from the court to decide on where the child is schooled. For in year transfer applications, until any such order is made, the placement will continue in the best interests of securing educational provision for the child with a minimum of disruption.

For year of entry, where possible, a place will be offered in accordance with the preferences to the parent who can provide evidence that they are in receipt of child benefit.

g. **Multiple Births**

The LA will endeavour to place siblings born at the same time (eg. twins, triplets etc in the same school. If necessary, schools will be required to admit over PAN to accommodate such children. In accordance with paragraph 2.15 of the School Admissions Code, twins and multiple births will be classed as permitted exceptions to the Infant Class Size Regulations. This will only be the case when one of the siblings is the 30<sup>th</sup> or the 60<sup>th</sup> child admitted.

h. **Children of UK Service Personnel (UK Armed Forces)**

Applications for children of service personnel with a confirmed posting to the county will be considered in advance of the family moving into the county if necessary. Where possible, an application must be included in the normal admission round.

An official letter, such as a posting note or letter of support from the commanding officer should be sent to the LA as soon as possible. This should include relocation date and unit postal address or quartering area address (the address of the closest house in the nearest 'quartering area').

Until a fixed address is available, the unit postal address or quartering area address will be used and a school place allocated accordingly.

The LA will not refuse a child of UK service personnel a place because the family does not currently live in the area, nor will it reserve blocks of places for these children.

Children will be considered to be siblings if any brother or sister is going to be attending a school. Their position on any waiting list will be set accordingly. The sibling link will not apply if the child that is going to be attending the school will be in year 6.

All applications will be dealt with in accordance with these admission arrangements. If a reasonable alternative cannot be offered, the child may be admitted as an 'excepted pupil' under the School Admissions (Infant Class Sizes) (England) Regulations 2012.

i. **Armed Forces Personnel Relocating to Salisbury Plain - a Proposed Special Planning area for admissions**

Leading up to September 2017 there is initiative to rebase serving armed forces personnel in Germany back to England. The Garrison towns around Salisbury Plain in Wiltshire will be target destinations for a significant proportion of these service families.

Wiltshire Council is proposing from September 2015 to declare the community areas of Amesbury and Tidworth a 'special planning area for Admissions'. The proposal is to give an admission priority to children eligible for service premium, rebasing to settlements around Salisbury Plain until 2017. Wiltshire Council is working closely

with the Children's Education Advisory Service (CEAS), a tri-service organisation funded by the MOD, to make the transition for children and families in Germany as smooth as possible and remove unnecessary complexity.

Wiltshire Council has introduced criteria 'H' to the oversubscription criteria for all community and voluntary controlled schools in the 'special planning area for admissions' and is requesting other admission authorities in the area to consider making similar arrangements.

The 'special planning area for admissions' will be kept under review by Wiltshire Council, including the option of extending the area to include Salisbury in subsequent years.

Applications for children of service personnel with a confirmed posting will be considered in advance of the family moving into the county if necessary. Where possible, an application must be included in the normal admission round.

An official letter, such as a posting note or letter of support from the commanding officer should be sent to the LA as soon as possible. This should include relocation date and unit postal address or quartering area address (the address of the closest house in the nearest 'quartering area') in the 'special planning area for admissions'.

Until a fixed address is available, the unit postal address or quartering area address will be used and a school place allocated accordingly.

The LA will not refuse a child of UK service personnel a place because the family does not currently live in the area, nor will it reserve blocks of places for these children.

Children will be considered to be siblings if any brother or sister is going to be attending a school. Their position on any waiting list will be set accordingly.

All applications will be dealt with in accordance with these admission arrangements. If a reasonable alternative cannot be offered, the child may be admitted as an 'excepted pupil' under the School Admissions (Infant Class Sizes) (England) Regulations 2012.

## **2. Starting School**

There is a legal entitlement for all three and four year olds to have access to 15 hours free early education per week – available from registered childminders, school-based childcare, Sure Start Centres, pre-schools, day nurseries, playgroups or nursery schools.

A school place will be made available for children from the September following their 4<sup>th</sup> birthday. Full-time education is available to all reception pupils.

Parents have the right to ask that their child attends part-time and this will be provided by arrangement with the school governors, (part-time provision has been determined as either five mornings or five afternoons a week).

Schools will be responsible for informing parents of the induction arrangements for new entrants to the reception class(es). These may involve a short period of part-

time provision or a phased entry at the beginning of Term 1, which will normally be a fortnight. Individual children's cases should be discussed by the parents(s) with the school directly.

### **3. Joint admission arrangements with pre-schools**

A small number of schools enter into a formal joint arrangement with a pre-school or nursery to provide education jointly to children before they reach statutory school age. Such an arrangement usually involves each child attending school for some sessions each week and the pre-school or nursery school does not give priority in itself for admission to the partner school.

The date on which a child can be admitted to a joint arrangement must be no earlier than the start of the term following his or her 4<sup>th</sup> birthday but can be later than this.

Registration at any nursery or pre-school unit will not be considered as an application for a school place and no priority will be given to such children.

### **4. Early, deferred or delayed admission**

#### **a. Early admission**

Admissions earlier than the term following the child's 4<sup>th</sup> birthday may be agreed in exceptional circumstances, such as medical or social factors that have an adverse effect on the child. The request must have the approval of the LA's professional adviser and there must be no suitable alternative pre-school provision available. Early admission will be agreed for a maximum of one traditional term before the next available normal entry date.

#### **b. Deferred admission until later in the academic year**

Parents do not have to ensure their child receives full time education until the start of the term following their fifth birthday. However, parents have the right to start their child in school in the September of the academic year following their fourth birthday. In such circumstances, parents also have the option to start their child on a part-time basis or defer their child's entry until later in that academic year.

If a parent decides to defer their child's entry to the school that they have been offered until later in the academic year, that place will be held for the child and will not be offered to another child. However, please note that entry cannot be deferred beyond the point at which their child reaches compulsory school age (for the avoidance of doubt the law states that a child reaches compulsory school age on the prescribed day following his or her fifth birthday [or on his or her fifth birthday if it falls on a prescribed day]. The prescribed days are 31 December, 31 March and 31 August). For children born between 1 April and 31 August, parents cannot defer entry beyond the beginning of the April term of the school year for which the offer was made.

Please note also that children who attend part-time until later in the school year cannot do so beyond the point at which they reach compulsory school age.

If the parent decides that they no longer wish to take up their child's place, they should inform the school and the Local Authority that the place is no



longer required. The place will then be withdrawn and reallocated to the child who is top of the waiting list at that time. The parent must then submit a fresh application for a place in year one for the following academic year. The application can be submitted from April 2017 but will not be considered until June 2017.

Parents wishing to defer entry need to apply by the closing date 15 January 2016. Any request to defer or attend part-time should be made to the school as soon as an offer is received.

**c. Admission of children outside their normal age group**

*All applications will be dealt with in accordance with the School Admissions Code 2.17, 2.17a, 2.17b, which came into force on 19 December 2014*

*Parents may seek a place for their child outside of their normal age group, for example, if the child is gifted and talented or has experienced problems such as ill health. In addition, the parents of a summer born child (born from 1 April to 31 August) may choose not to send that child to school until the September following their fifth birthday and may request that they are admitted out of their normal age group – to reception rather than year 1.*

The decisions on requests for applications outside the child's normal age group are made by the Admission Authority for any particular school, which in the case of Voluntary Controlled & Community Schools is the Council. For Voluntary Aided, Foundation Schools or Academies the Admissions Authority is the governing body of the school concerned. The decision to admit outside of their normal age group is made on the basis of the circumstances of each case.

All parents who wish to apply for delayed entry into reception for any Wiltshire school, must first submit a formal application to the Local Authority. If they are applying for a Voluntary Controlled or Community school, they will also need to make a written request at the time of application to the Local Authority's admissions co-ordinator, providing reasons for the request along with any supporting documentation they wish to include.

If parents wish to apply for delayed entry to a Voluntary Aided, Foundation school or an Academy, then following the submission of the formal application to the Local Authority, the parent should contact the governing body of the school concerned to discuss their request.

All requests should be made in the September following the child's 3<sup>rd</sup> birthday, in order to give sufficient time for the case to be considered by the admissions authority prior to the deadline for applications of 15 January. In the case of Voluntary Controlled and Community schools, the Local Authority will look at the following factors when an application for admission outside the normal ages group:

- the parent's views
- information about the child's academic, social and emotional development;
- where relevant, their medical history and the views of a medical professional;

- whether they have previously been educated out of their normal age group;
- whether they may naturally have fallen into a lower age group if it were not for being born prematurely
- the views of the head teacher of the school

The Local Authority will make decisions on the basis of the circumstances of each case and in the best interests of the child.

If the parental request for delayed admission into reception is agreed, a separate application for a place in the next cohort would have to be made in the September following the child's 4<sup>th</sup> birthday. This application would be considered along with all the other applicants for admission in that year at the preferred school. There would be no guarantee that a place would be able to be offered in the preferred school. If the preferred school is over-subscribed and you are not offered a place, the Local Authority will make an alternative offer. However please note that delayed admission in to reception in the alternative school may not be possible.

If the parental request for delayed admission into reception is refused, the formal application which has already been submitted will be processed, unless the Local Authority receives a request from the parent to withdraw the application. If no request to withdraw the application is received, then after the offer of a school place had been made the parent can then inform the Local Authority and the school that they want to defer entry as outlined above.

When informing a parent of their decision on the year group the child should be admitted to, the admission authority **must** set out clearly the reasons for their decision. Parents have a statutory right to appeal against the refusal of a place at a school for which they have applied. This right does not apply if they are offered a place at the school but it is not in their preferred age group.

### **Right of Appeal**

Parents who are refused a place at a school for which they have applied have the right of appeal to an independent Admission Appeal panel. They do not have a right of appeal if they have been offered a place and it is not in the year group they would like. However, if parents are dissatisfied with the outcome of the request for delayed entry into reception they have the right to complain against the decision through the Council's complaints procedure for decisions made by council officers or under the school's complaints procedure where the school is the admissions authority.

### **5. Deadline – applications received by the deadline date of 15 January 2016 will be considered as first round applications**

The closing date for main round applications (i.e. applications for entry into Reception 2016) is 15 January 2016.

All applications received after the deadline of 15 January 2016, including those directed incorrectly to schools and not forwarded to the LA before the

deadline, will be treated as late applications and considered only after those applications received before the deadline have been determined.

## **6. Oversubscription Criteria for Voluntary Controlled and Community Schools**

Where a school is oversubscribed, places are allocated to children in order of the ranked criteria listed below:

### **a. Looked After Children/Previously Looked After Children**

The definition of Looked After Children - a 'looked after child' or a child who was previously looked after but immediately after being looked after became subject to an adoption, child arrangements, or special guardianship order. A looked after child is a child who is (a) in the care of a local authority, or (b) being provided with accommodation by a local authority in the exercise of their social services functions (see the definition in section 22 (1) of the Children Act 1989).

### **b. Vulnerable Children**

Children from families registered with the National Asylum Support Service; Children or families with a serious medical, physical or psychological condition where written evidence is provided at the time of application from a senior clinical medical officer, general practitioner or specialist showing that it would be detrimental to the child or family not to be admitted to the preferred school.

For the purpose of the above criteria the word 'families' is determined as living at the same address at the time of the application and also living at the same address on a permanent basis. Proof will be required and must be submitted by the deadline date.

### **c. Linked Infants School (this criterion applies to infant-to-junior transfer applications only)**

Children who are pupils attending year 2 at the linked infant school as at the deadline date, irrespective of the status of the infant school, i.e. F, A, C or VC.

### **d. Designated area siblings and shared area siblings**

A child is considered under this criterion if a sibling is attending the school (or the linked junior school in the case of applications to an infants school) as at the deadline date and will continue to attend the school at the time of entry, and where the child lives within the designated area or shared area at the same address as the sibling. Step, half and foster siblings are included in this category.

### **e. Other children from the designated area or shared area**

Children resident within the designated area or shared area who do not qualify under one of the criteria above.

f. **Other Siblings**

A child is considered under this criterion if a sibling is attending the school (or the linked junior school in the case of applications to an infant's school) at the deadline date and will continue to attend the school at the time of entry, and where the child lives at the same address as the sibling. Step, half and foster siblings are included in this category.

g. **Children of staff at the school**

A child is considered to fall under this criterion

- i. where the member of staff has been employed at the school for two or more years at the time at which the application for admission to the school is made, and/or
- ii. the member of staff is recruited to fill a vacant post for which there is a demonstrable skill shortage.

If applicants wish to be considered under this criterion then a letter from the Headteacher confirming the above applies to the applicant must be provided at the time of application.

h. **Children eligible for service premium relocating to Salisbury Plain**

The above criteria will only apply to the following schools:

Durrington All Saints CE Infants School,  
Durrington CE Junior School,  
Figheledean St Michael's CE Primary School,  
Kiwi Primary School, Bulford,  
Larkhill Primary School,  
Collingbourne C E Primary School.  
Amesbury C of E Primary School  
Amesbury Archer Primary School

i. **Other Children**

Children to whom none of the above criteria apply.

## **Tie Break**

If the school is oversubscribed within any category above, the straight-line distance from the child's home address to the school will be used as the determining factor. Distances will be measured according to the Ordnance Survey eastings and northings for the child's home address and the school. Those living closer to the school will be given priority.

If two or more children with the same priority for admission live an indistinguishable distance from the preferred school, but cannot all be admitted, then the available places will be decided by means of casting lots (random application).

The random allocation will be conducted independently by Democratic Services.

## **7. Waiting lists**

Waiting lists will be maintained for all intake year groups in schools. Children will automatically be added to these lists if a preference higher than the school place offered has been refused. All applicants have the right of appeal against any refusal of a place. The existence of a waiting list does not remove this right from any unsuccessful applicant.

The position on a list will be determined by applying the published oversubscription criteria and not by date order of receipt. This will mean a position will change if a later application is received from someone with higher priority according to the oversubscription criteria.

Waiting lists for all year groups will close on 22 July 2016.

A fresh application can be made for a place for the next academic year group but this will not be considered before 6 June 2016.

Places that become available will not be offered to pupils who are not on the waiting list.

If your child is offered a place from a waiting list for any VC or C schools then you must accept or decline the place within 10 working days of the date of offer. If the place is not accepted then a further letter will be sent informing the applicant that should they neither accept nor decline the place within 5 working days, the place will be withdrawn. A further letter will be sent informing the applicant the place has been withdrawn.

#### Notes:

- Names will only be removed from the lists if a written request is received or if the offer of a place that becomes available is declined.
- Registration of interest on a school's pre-admission list will not be considered as an application for a school place.
- Parents must contact any VA, F school or the Academy concerned to obtain information on the existence of a waiting list.
- Except for service families, children will not be considered to be living within the designated area for a school until the LA receives an exchange of contracts or a signed tenancy agreement.
- Except for service families, children will not be considered to be a sibling unless their brother or sister is attending the school and is expected to still be in attendance at the chosen start date.

## **8. Applications for Reception 2016 Intake – applications received after 15 January 2016**

Applications received after the deadline of 15 January 2016 will be considered as late applications.

Applications received between the 16 January 2016 and 25 April 2016 will be treated as second round applications.

Applications received after the 26 April 2016 will be treated as third round applications.

## **9. In Year Transfer Applications for year groups other than Reception 2015 Intake**

Applications received after the 24 July 2015 for the year of entry and any applications received for other year groups are classed as transfer applications.

Other than in exceptional circumstances and in agreement with the two schools involved, a transfer will, if the applicant is not moving address, only be considered as being for the start of the next term.

All applications will be considered together with any applications already on a school's waiting list.

Applications received one term in advance of the term in which admission is being sought (i.e from June 2016) are considered together and are ranked using the oversubscription criteria listed in this policy.

Applications received requesting more immediate admission are considered in the order that the School Admissions Team receives them. If more than one additional application for a particular school is received on the same date places are allocated to children in order of the oversubscription criteria as listed in this policy.

In all cases parent(s)/guardian(s) will be invited to state up to a maximum of three preferences. An offer will be made at the school listed as highest preference possible which has an available place.

If your child is offered a place at any VC or C school then you must accept or decline the place within 10 working days of the date of offer. If the place is not accepted then a further letter will be sent informing the applicant that should they neither accept nor decline the place within five working days the place will be withdrawn. A further letter will be sent informing the applicant the place has been withdrawn.

If your child is offered a place at any VC or C school and you accept the place, you must take the place up within 28 working days of the required admissions date stated on the original application form. Should the place not be taken up within the 28 working days the LA will then write to the parents informing them that the place has been withdrawn.

## **10. Proof of address**

The LA reserves the right to ask parents for proof of their address. If the parents' current address is different to that held on the LA's computerised system the LA may ask parents to provide proof of the new address if one is indicated. Acceptable proof of address includes:

A copy of your Council Tax Bill.

A solicitor's letter stating contracts have been exchanged and specifying a completion date.

A signed and dated tenancy agreement plus proof of residency (e.g. copy of a recent utility bill).

If parents fail to provide proof of a new address, the LA will use the old address for admission purposes. If parents notify the LA that they will be moving house, even if they provide the relevant proof of that address, they must move into that property by no later than the end of the first term following the notification. The LA reserves the right to check that parents are living in the address indicated within that timescale. If parents are not living there, the applications will be investigated and the allocated place may be withdrawn.

## **11. Fair Access Protocol**

All Wiltshire Schools will act in accordance with the Fair Access Protocol which has been adopted to give access to educational provisions for hard to place children.

If the governing body of any school refuse admission to a child with challenging behaviour where there are places available (outside the normal intake round) the case must be referred to the LA for consideration under the In-Year Fair Access Protocol.

This protocol does not apply to a Child in Care (Looked after Child, a Previously Looked After Child) or a child with a Statement of Special Educational Needs, as these children must be admitted.

Further information on the In Year Fair Access Protocol including further criteria for referral, and a copy of the protocol, can be viewed at [www.wiltshire.gov.uk](http://www.wiltshire.gov.uk)

## **12. Appeals Procedure**

Parents have a right of appeal to an independent panel against any decision made by or on behalf of the Authority as to the school which education is to be provided for their child.

Information about the appeal procedure will be provided where a place at one or more of the preferred schools has been refused. Parents should contact the Customer Services Team (01225 713010) to obtain an appeals form which should be returned to the Democratic and Members Service team (D&M) at County Hall, Trowbridge. The clerk to the appeals panel will be provided by the D&M Service team.

If a place has been awarded by the independent appeal panel the place must be taken up within 28 days of the required date of admission stated on the original application form.

Should the place not be taken up within 28 days the LA will then write to the parents informing them that the place has been withdrawn.

## **13. Further Appeals**

Parents who have appealed unsuccessfully can reapply for a place at the same school in a later academic year, and have a right of appeal if unsuccessful.

Where there have been material changes in circumstances in the same academic year and a repeat application is considered and again refused, the parents will have the right to a fresh appeal.

**Published Admission Numbers (PANs)  
for VC & C Schools**

<b>School – Voluntary Controlled</b>	<b>2016 for PAN</b>
<b>All Cannings CE Primary School</b>	<b>30</b>
<b>Amesbury CEVC Primary School</b>	<b>50</b>
<b>Ashton Keynes CE Primary School</b>	<b>29</b>
<b>Box CE Primary School</b>	<b>25</b>
<b>Bradford-on-Avon Christ Church</b>	<b>60</b>
<b>Brinkworth Earl Danby's CE Primary School</b>	<b>30</b>
<b>Longford CE (VC) Primary School</b>	<b>12</b>
<b>Broad Hinton CE Primary School</b>	<b>17</b>
<b>Broad Town CE Primary School</b>	<b>12</b>
<b>St. Nicholas CEVC Primary School, Bromham</b>	<b>12</b>
<b>St. Mary's Broughton Gifford VCCE Primary School</b>	<b>12</b>
<b>St. Dunstan CE Primary School, Calne</b>	<b>60</b>
<b>Chirton CE Primary School</b>	<b>8</b>
<b>Churchfields, The Village School</b>	<b>25</b>
<b>Colerne CE Primary School</b>	<b>38</b>
<b>Collingbourne CE Primary School</b>	<b>17</b>
<b>St. Sampson's Primary Cricklade</b>	<b>60</b>
<b>Crudwell CE Primary School</b>	<b>17</b>
<b>Dilton Marsh CE Primary School</b>	<b>30</b>
<b>Dinton CEVC Primary School</b>	<b>17</b>



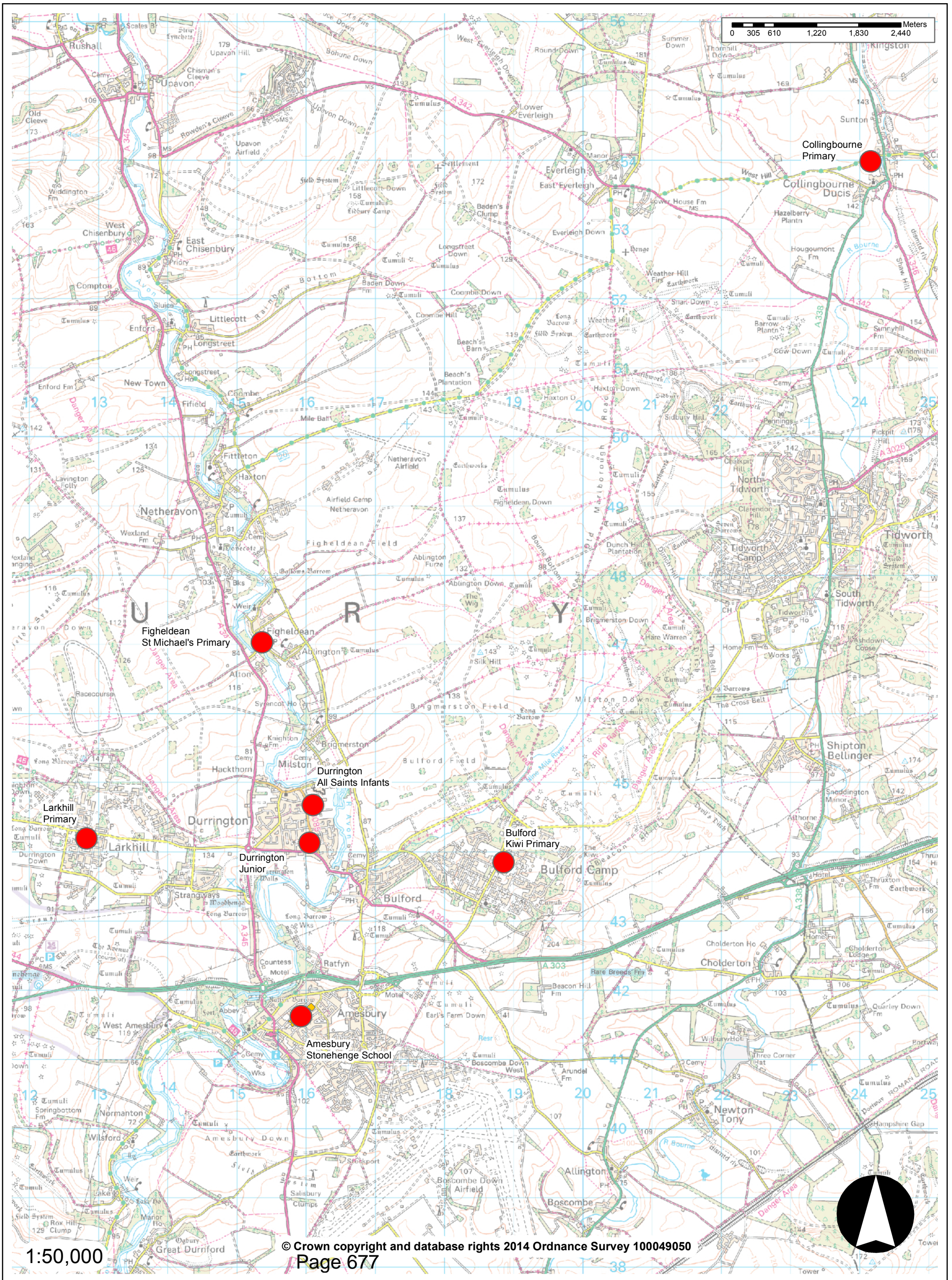
<b>Durrington All Saints CEVC Infant School</b>	<b>60</b>
<b>Durrington CE Cont. Junior School</b>	<b>58</b>
<b>Figheledean St Michael's CE Primary School</b>	<b>17</b>
<b>Five Lanes Primary</b>	<b>20</b>
<b>Great Bedwyn CE Primary School</b>	<b>30</b>
<b>Hilperton CEVC Primary School</b>	<b>25</b>
<b>Holt VC Primary School</b>	<b>21</b>
<b>Hullavington CE School</b>	<b>21</b>
<b>Kington St. Michael CE Primary School</b>	<b>17</b>
<b>Lacock CE Primary School</b>	<b>12</b>
<b>Langlely Fitzurse CE Primary School</b>	<b>16</b>
<b>Lea &amp; Garsdon CE Primary School</b>	<b>20</b>
<b>Lydiard Millicent CE Primary School</b>	<b>30</b>
<b>St Barnabas CE School, Market Lavington</b>	<b>20</b>
<b>St.Mary's CE Infant School, Marlborough</b>	<b>60</b>
<b>St.Peter's Junior School, Marlborough</b>	<b>60</b>
<b>Minety CE Primary School</b>	<b>21</b>
<b>North Bradley CE Primary School</b>	<b>25</b>
<b>Oaksey CE Primary School</b>	<b>13</b>
<b>Oare CE Primary School</b>	<b>17</b>
<b>Ogbourne St.George &amp; St. Andrew VC CE Primary School</b>	<b>13</b>
<b>Preshute CE Primary School</b>	<b>30</b>
<b>St. Mary's CE Primary School, Purton</b>	<b>60</b>
<b>Harnham CE Cont. Junior School, Salisbury</b>	<b>90</b>
<b>St Mark's CE Junior School, Salisbury</b>	<b>90</b>
<b>Wyndham Park Infants' School, Salisbury</b>	<b>90</b>
<b>St. Katharine's CE (VC) Primary School, Savernake Forest</b>	<b>12</b>
<b>Seagry CE Primary School</b>	<b>12</b>
<b>St George's CE Primary School, Semington</b>	<b>12</b>
<b>Shalbourne CE Primary School</b>	<b>9</b>
<b>Shaw CE Cont. Primary School</b>	<b>30</b>
<b>Sherston CE Primary School</b>	<b>30</b>
<b>Shrewton CE Primary School (New site)</b>	<b>17</b>
<b>Southwick CE Primary School</b>	<b>30</b>
<b>Staverton CEVC Primary School</b>	<b>45</b>
<b>Stratford sub Castle CEVC Primary School</b>	<b>21</b>
<b>Sutton Veny CEVC School</b>	<b>24</b>
<b>St John's CE Primary School, Tisbury</b>	<b>20</b>
<b>Bellefield Primary &amp; Nursery School, Trowbridge</b>	<b>42</b>
<b>Urchfont CE Primary School</b>	<b>16</b>
<b>The Minster CE Primary School, Warminster</b>	<b>30</b>

<b>Warminster Sambourne CEVC Primary School</b>	<b>21</b>
<b>St John's CE Primary, Warminster</b>	<b>21</b>
<b>Westbury CE Junior School</b>	<b>82</b>
<b>Westbury Leigh CE Primary School</b>	<b>60</b>
<b>Wilton and Barford CE Primary School</b>	<b>25</b>
<b>Winsley CEVC Primary School</b>	<b>21</b>
<b>Winterbourne Earls CE Primary School</b>	<b>30</b>

<b>School - Community</b>	<b>PAN for 2016</b>
<b>Amesbury Archer Primary School</b>	<b>60</b>
<b>Fitzmaurice Primary School, Bradford-on-Avon</b>	<b>45</b>
<b>Bratton Primary School</b>	<b>30</b>
<b>Kiwi School, Bulford</b>	<b>38</b>
<b>Fynamore Primary School, Calne</b>	<b>60</b>
<b>Priestley Primary School, Calne</b>	<b>30</b>
<b>Charter Primary School, Chippenham</b>	<b>47</b>
<b>Ivy Lane Primary School, Chippenham</b>	<b>55</b>
<b>Kings Lodge Community School, Chippenham</b>	<b>60</b>
<b>Monkton Park Community Primary School, Chippenham</b>	<b>38</b>
<b>Queen's Crescent Primary School, Chippenham</b>	<b>50</b>
<b>Redland Community Primary School, Chippenham</b>	<b>40</b>
<b>St. Paul's Primary School, Chippenham</b>	<b>41</b>
<b>Lypiatt Primary School, Corsham</b>	<b>7</b>
<b>Nursteed Community Primary School, Devizes</b>	<b>30</b>
<b>Devizes Southbroom Infants School</b>	<b>90</b>
<b>Gomeldon Primary School</b>	<b>21</b>
<b>Hilmarton Primary School</b>	<b>16</b>
<b>Horningsham Primary School</b>	<b>12</b>
<b>Larkhill Primary School</b>	<b>60</b>
<b>Luckington Community School</b>	<b>8</b>
<b>Ludwell Community Primary School</b>	<b>12</b>
<b>Lyneham Primary</b>	<b>60</b>
<b>Bowerhill Primary School, Melksham</b>	<b>60</b>
<b>Mere School</b>	<b>30</b>
<b>Neston Primary School</b>	<b>30</b>
<b>Old Sarum Primary</b>	<b>30</b>
<b>Ramsbury School</b>	<b>30</b>
<b>Greentrees Primary School, Salisbury</b>	<b>60</b>

<b>Harnham Infant School, Salisbury</b>	<b>90</b>
<b>Salisbury Manor Fields Primary School</b>	<b>30</b>
<b>Woodlands Primary School, Salisbury</b>	<b>30</b>
<b>Stanton St. Quintin Primary School</b>	<b>21</b>
<b>Grove Primary School, Trowbridge</b>	<b>60</b>
<b>Holbrook Primary School, Trowbridge</b>	<b>45</b>
<b>Newtown Community Primary School, Trowbridge</b>	<b>45</b>
<b>Walwayne Court School, Trowbridge</b>	<b>42</b>
<b>New Close Community School, Warminster</b>	<b>30</b>
<b>Princecroft Primary School, Warminster</b>	<b>21</b>
<b>Bitham Brook Primary School, Westbury</b>	<b>42</b>
<b>Westbury Infants School</b>	<b>80</b>
<b>Westwood-with-Iford School</b>	<b>17</b>
<b>Wootton Bassett Infants</b>	<b>60</b>
<b>Noremarsh Junior Community School, Wootton Bassett</b>	<b>60</b>

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**Wiltshire Council**

**Cabinet**

**17 March 2015**

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**Subject: Wiltshire Council's Housing Board –  
Annual Report to Cabinet**

**Cabinet member: Councillor Jonathon Seed  
Cabinet Member for Housing (exc. Strategic Housing),  
Leisure, Libraries and Flooding**

**Key Decision: No**

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## **Executive Summary**

The purpose of this report is to update Cabinet regarding the activities of Wiltshire Council's Housing Board between December 2013 and November 2014 and comply with its Terms of Reference which requires an update to be provided to Cabinet.

Throughout this period, the Board has engaged in a range of activities to shape the service offered to residents and their families, further increase service quality via appropriate monitoring mechanisms, encourage resident engagement and protect the reputation of the council as a landlord by ensuring a robust Business Plan is implemented.

Areas focused on by the Board have included 'open' sessions, the Housing Revenue Account (HRA), including the 30 year Business Plan and the Decent Homes Standard, rent and service charges, council house building and resident engagement arrangements, including a full review conducted by independent consultants, which lead to an overhaul of all arrangements. Members have also set Key Performance Indicators (KPIs) for the service and monitored these on a quarterly basis, received updates on the new Allocations Policy and Contract Management arrangements, ensured changes to Right to Buy and Anti-social Behaviour rules have been appropriately disseminated and placed all policies and procedures under review. The Board also took the view that training and development was appropriate, partook in the production of a Pre-Tenancy Guide and integrated the findings of a survey of residents into its plans; it also considered the merits of demolishing some garages and has been updated on the investment works programme and initiated a greater interest in the response and repairs element of the service.

The Board's Annual General Meeting included an overview of the year,

presented by the Chairman and an update on the budget position, as well as a question and answer session.

As part of their Away-Day, the Board have set future priorities:

- Asset Management – developing the maintenance service, including recommending an appropriate model, encouraging building, and ensuring best use of financial and property assets is assured, and robust stock data is held;
- Budgeting – to be financially robust and secure;
- Development – building more council homes and understanding the effects of building components and technology;
- Repairs – ensure meaningful input into service improvement;
- Resident Engagement – develop the role of the Housing Assurance Panel (scrutiny) and better engage with residents to deliver a personalised service via yearly or bi-annual contact;
- Risk Management – development of a risk management matrix for the service.

Board members operate in a fair and balanced manner, maintain their independence and make recommendations to Housing Services; the Board can also make recommendations to Cabinet; however, powers cannot and have not been conferred on the Board so as to enable it to make binding decisions, as outlined in the Paper passed by Cabinet on 22 January 2013.

#### **Proposal(s)**

For Cabinet to note this Annual Report.

#### **Reason for Proposal**

Wiltshire Council's Housing Board's Terms of Reference require an Annual Report to be presented to Cabinet.

**Maggie Rae**  
**Corporate Director**



## **Wiltshire Council**

### **Cabinet**

**17 March 2015**

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**Subject: Wiltshire Council's Housing Board –  
Annual Report to Cabinet**

**Cabinet member: Councillor Jonathon Seed  
Cabinet Member for Housing (exc. Strategic Housing),  
Leisure, Libraries and Flooding**

**Key Decision: No**

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#### **1. Purpose of Report**

**1.1** To update Cabinet regarding the activities of Wiltshire Council's Housing Board between December 2013 and November 2014 and comply with its Terms of Reference which requires an update to be provided to Cabinet.

#### **2. Relevance to the Council's Business Plan**

**2.1** As part of their Away-Day, the Board have set future priorities, which have been constructed to complement the Council's Business Plan.

#### **3. Background**

**3.1** At its 22 January 2013 meeting, Cabinet resolved that it approved the setting up of a Management Board for the governance of council housing consisting of an equal number of Councillors, tenants and independents, with a recommendation that such a panel should be in place by April 2013.

**3.2** Appointments to the Board were made in November 2013 and December 2013 and the Board held its inaugural meeting on 17 December 2013 where the main item of discussion was the Terms of Reference.

**3.3** Board meetings are approximately held on a bi-monthly basis:

a) For the year 2014, meetings were scheduled and held in January, March, May (held in June), July, September and November.

**3.4** The Board's Annual General Meeting was held on 24 November 2014.

#### **4. Overview (December 2013 – November 2014)**

- 4.1** At its inaugural meeting in December 2013 the Board focused solely on and agreed its terms of reference. In January 2014 the Board introduced 'Open Sessions' at the beginning of each meeting where tenants could attend and put questions to Board members.
- 4.2** Between March 2014 and May 2014 a working group of the Board met to consider and agree the Key Performance Indicators for the service for the 2014/15 financial year. Additionally they received a presentation from Selwood Housing, a presentation from the previous Housing Scrutiny Panel on their completed scrutiny of Customer Services within the housing management service and a presentation on the new Allocations Policy.
- 4.3** The Board also received, considered and agreed the draft HRA Business Plan and the outcome of the comprehensive review of tenant participation.
- 4.4** At their meeting in May 2014 (held in June 2014) the Board received the following and discussed:
- a) Contract Management (presentation).
  - b) The completed Housing Revenue Account – Business Plan.
  - c) Feedback from tenants on the Tenant Participation Review.
  - d) Council House Building Programme.
  - e) Resident Engagement Strategy agreed.
- 4.5** Between July 2014 and September 2014 the Board agreed a Board Appraisal process to commence in April 2015, together with a Training and Development Plan.
- 4.6** A Pre-Tenancy Guide was agreed and details on the Right to Buy changes were considered as well as the first quarter Key Performance Indicators.
- 4.7** In August 2014 a working group of the Board met with the Head of Asset Management and managers to better understand the Response and Repairs processes and technology and discuss current and potential arrangements for delivering an improved repairs service.

#### **5. Priorities (December 2014 – November 2015)**

- 5.1** November 2014 saw the first Board Away-Day entitled 'Fit For The Future' where members considered the likely impact of the 2015 General Election on housing following which group activity resulted in agreement on their strategic objectives for the forthcoming year (2015/16) as set out in Appendix 1.

**5.2** Board members operate in a fair and balanced manner, maintain their independence and make recommendations to Housing Services; the Board can also make recommendations to Cabinet; however, powers cannot and have not been conferred on the Board so as to enable it to make binding decisions, as outlined in the Paper passed by Cabinet on 22 January 2013.

## **6. Safeguarding Implications**

**6.1** There are no significant safeguarding implications associated with this proposal.

## **7. Public Health Implications**

**7.1** There are no significant public health implications associated with this proposal.

## **8. Corporate Procurement Implications**

**8.1** There are no significant corporate procurement implications associated with this proposal; although should the Board make recommendations regarding procurement of services to be delivered to residents, then this will become a consideration.

## **9. Equalities Impact of the Proposal**

**9.1** All Board members operate in and treat all residents in a fair and balanced manner, maintain their independence and make recommendations to Housing Services. Board members do not represent a particular area; they represent all council residents in the county of Wiltshire and make recommendations in the best interests of all council residents in Wiltshire.

## **10. Environmental and Climate Change Consideration**

**10.1** There are no significant environmental or climate change implications associated with this proposal.

## **11. Risk Assessment**

**11.1** **Risks that may arise if the proposed decision and related work is not taken:** Wiltshire Council's Housing Board would fail to meet the requirements of its Terms of Reference, namely to provide an Annual Report to Cabinet and potential deterioration of or missed opportunity to improve services if the Board were not to focus their efforts on the identified priorities.

**11.2 Risk that may arise if the proposed decision is taken and actions that will be taken to manage these risks:** Wiltshire Council's Housing Board may fail to make recommendations which improve services for residents and their families, missing an opportunity for improvement, or make recommendations which lead to a deterioration of service quality.

**11.3** Powers cannot and have not been conferred on the Board so as to enable it to make binding decisions, as outlined in the Paper passed by Cabinet on 22 January 2013. The Board makes recommendations to Housing Services and can make recommendations to Cabinet.

## **12. Financial Implications**

There are no significant financial implications associated with this proposal.

## **13. Legal Implications**

There are no significant legal implications associated with this proposal.

## **14. Options Considered**

It was considered that a presentation could be given to Cabinet, summarising the work of the Board over the applicable year, as opposed to a formal written report.

## **15. Conclusions**

**15.1** There is increasing evidence that Wiltshire Council's Housing Board is having a positive impact on the quality of service provision to residents and their families, has itself created an additional opportunity for residents to engage with the service and shaped further engagement opportunities.

## **16. Proposal**

**16.1** For Cabinet to note this Annual Report.

## **17. Reason for Proposal**

**17.1** Wiltshire Council's Housing Board's Terms of Reference require an Annual Report to be presented to Cabinet.

**James Cawley**  
**Associate Director – Adult Care Commission, Safeguarding and Housing**

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Date of report: 25 February 2015

### **Background Papers**

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





None.

### **Appendices**


Appendix 1 – Wiltshire Council's Housing Board 2015/16 Annual Plan.

# Wiltshire Council Housing Board 2015/16 Annual Plan

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Action Status	
	Unassigned; Check Progress
	Not Started
	In Progress; Assigned
	Completed

## ASSET MANAGEMENT



Status	Action	Progress	Managed By	Business Plan 2013 -17	Due Date
	Develop a Maintenance Service a maintenance service and programme which is achievable and delivered; alongside a responsive, effective, customer friendly repairs service (develop an appropriate response and repairs model).	<input data-bbox="1202 347 1355 391" type="text"/>	Dave Hellier	We will encourage the building of 2,000 new affordable homes by 2017, work closely with social housing providers and invest £46 million to refurbish council housing in south Wiltshire.	31-Mar-2016
<b>Desired Outcome</b>  Page 87 <b>Notes</b>	<p><b>Customer Outcomes:</b> Knowledge that Wiltshire Council's Housing Management service is providing value for money and investing in either existing sustainable stock or reinvesting in building new homes</p> <p><b>Housing Management Outcomes:</b> Best use of financial and property assets assured; Robust stock data maintained to enable us to forecast accurate programme to maintain high performing stock.</p> <p>Dave Hellier</p>				

## BUDGETING


Status	Action	Progress	Managed By	Business Plan 2013 -17	Due Date
<p style="text-align: center;">▼</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Page 688</p>	To be financially robust and secure.	<input type="text"/>	Heads of Service	We will work with partners to support people affected by welfare reform, and through employment reduce the number of people on the benefits system in Wiltshire – we will work with the Department of Work and Pensions to support claimants to make the transition from existing structures to Universal Credit.	31-Mar-2016
<b>Desired Outcome</b>	<b>Customer Outcomes:</b> Service efficiencies; Value for Money (VfM) for their rent and service charges <b>Housing Management Outcomes:</b> Efficient service; Compliance with VfM regulatory standard; improved financial performance				
<b>Notes</b>	Head of service - No adverse variances in management accounts.				




## DEVELOPMENT

Status	Action	Progress	Managed By	Business Plan 2013 - 17	Due Date
	Build more Wiltshire Council homes for Wiltshire residents (based on local requirements).	<input type="text"/>	James Cawley/Janet O'Brien	Invest to refurbish council housing and encourage the development of new affordable homes, including supported living	31-Mar-2016
<b>Desired Outcome</b>	<b>Customer Outcomes:</b> New and improved homes, issues addressed <b>Housing Management Outcomes:</b> Improved products (lower cost / higher quality) - inform future - products of choice. Survey for tenants of new build properties which incorporates questions relating to the property in terms of quality, usability, design and longevity. The responses will be used to inform our decisions regarding future schemes. It also highlights any management issues that may have emerged over the period since occupation.				
<b>Notes</b>	Janet O'Brien -				
<b>Status</b>	<b>Action</b>	<b>Progress</b>	<b>Managed By</b>	<b>Business Plan 2013 - 17</b>	<b>Due Date</b>
	Develop understanding the effects of building components & technology in new homes	<input type="text"/>	Janet O'Brien	Invest to refurbish council housing and encourage the development of new affordable homes, including supported living	31-Mar-2015
<b>Desired Outcome</b>	<b>Customer Outcomes:</b> Low maintenance components – attractive homes, desirable – choose to stay in their homes <b>Housing Management Outcomes:</b> Better specification leading to lower maintenance costs – longevity of schemes				
<b>Notes</b>	Janet O'Brien -				


## REPAIRS

Status	Action	Progress	Managed By	Business Plan 2013 - 17	Due Date
	Ensure Repairs Panel have meaningful input into service improvement	<input data-bbox="1279 459 1426 507" type="text"/>	Dave Hellier	People in Wiltshire work together to solve problems locally and participate in decisions that affect them	31-Mar-2016
<b>Desired Outcome</b> Page 690	<b>Customer Outcomes:</b> More involvement and ownership by panel; a service that meets residents needs more fully <b>Housing Management Outcomes:</b> Improved service delivery. Better satisfaction levels				
<b>Notes</b>	Dave Hellier -				

## RESIDENT ENGAGEMENT

Status	Action	Progress	Managed By	Business Plan 2013 - 17	Due Date
	Develop the role of the Housing Assurance Panel Panel	<input type="text"/>	WCHB	Creating stronger and more resilient communities People in Wiltshire work together to solve problems locally and participate in decision that affect them	31-Mar-2016
<b>Desired Outcome</b>	<b>Customer Outcomes:</b> Residents receive training to do the job and will have more direct input into service improvements <b>Housing Management Outcomes:</b> Services are scrutinised from an objective resident perspective and constructive ideas for improvement identified;				
<b>Notes</b>	Ian Seekts – The 11 member Panel is yet to be recruited to. Due to insufficient applications following advert. The posts have been re-advertised				

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Status	Action	Progress	Managed By	Business Plan 2013 -17	Due Date
	Better engage with residents to deliver a personalised approachable service (yearly or bi-annual contact).	<input type="text"/>	Dot Kronda	Creating stronger and more resilient communities	31-Mar- 2016
<b>Desired Outcome</b>	<b>Customer Outcomes:</b> Residents are able to access a greater range of services with less barriers <b>Housing Management Outcomes:</b> Providing services that are inclusive and have taken equality impacts into account				
<b>Notes</b>	Dot Kronda -				



By virtue of paragraph(s) 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

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