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[(1)]. 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)[(2)]. So, as set out in the Wiltshire Community Plan 2011-2026[(3)], 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.

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[4] 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[5]:

- **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[6]:

- 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);

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)[7]

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 21st century (Department for Transport (DfT), July 2013)[8]

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[9] 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)[10]

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)[11]

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)[12]

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)[13]. 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)[14]:** provides guidance for practitioners involved in the planning, provision and approval of new streets and modifications to existing ones.

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)**[15] : 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[16]

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[17]

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[18]

2.25 The vision of the Wiltshire LTP3 is:

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**, bydelivering 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 longerlife-expectancy by reducing the risk of death, injury or illness arising from transport and by promoting travelmodes that are beneficial to health.
- To **promote** greater **equality of opportunity** for all citizens, with thedesired outcome of achieving a fairersociety.
- 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 changes and standards that help manage demand on the highway network.

Ref.	LTP objective	How a car parking strategy could contribute
		By keeping roads clear of vehicles parked in contravention of a restriction. By designing and managing on-street parking facilities to reduce traffic conflicts and delays.
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.
SO6	To make the best use of the existing infrastructure through effective design, management and maintenance.	By setting appropriate parking changes and standards that help manage demand on the highway network. By setting appropriate parking charges that make best use of car park assets.
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.	By setting appropriate parking changes and standards that help manage demand on the highway network. By setting parking charges at appropriate levels which encourage people to use more sustainable modes of travel. By making it easy for people to find car parking spaces and so avoid 'searching traffic'.
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[19]

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[20]

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[21]

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[22]:** 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[23]:** 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'[24], 'Transforming Trowbridge'[25] and 'Salisbury Vision'[26].

2.37 **Community JSAs [27] :** 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)[28]

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.

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)[29]

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)[30]

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)[31]

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.

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)[32]

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)[33]

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)[34]

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)[35]

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)[36]: 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[37] 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.

36 http://www.wiltshire.gov.uk/planninganddevelopment/planningpolicy/planningpolicyevidencebase/wiltshireretailstudy.htm
37 http://www.carplus.org.uk/

Wiltshire Council
P
Welcome to
Wharf
Car Park
Pay and Display
VEHICLES MUST BE PARKED IN MARKED BAYS

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[38]. 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[39]. 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)[40]).

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)[0], 'Manual for Streets 2' (DfT, 2010)[0]and 'Car parking: What works where' (English Partnerships, 2006)[(41)] 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.

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	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. Use of parking charges and time periods to help manage demand. Enforcement using the Traffic Management Act 2004 powers including the use of technology. Priority for residents in central areas and protection from displacement of drivers trying to avoid charges. Provision of facilities in line with the kerb space hierarchy.
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	On-site provision should be accommodated on unrestrained sites. Introduction of controls where sites are restrained and enforcement to be considered.

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://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:

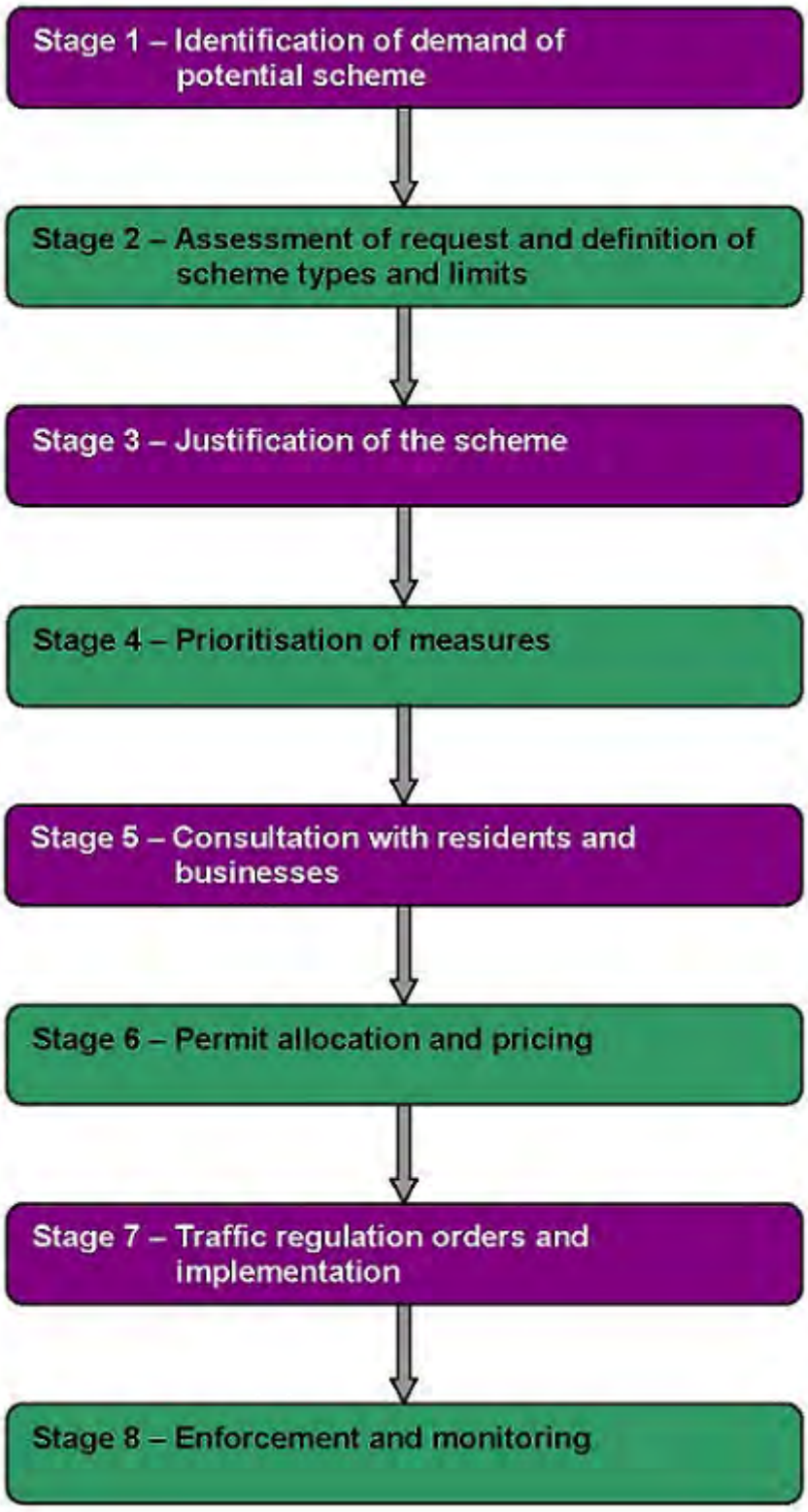
- Standardised into one ticket type, i.e. standard;
- Only allocated in long-stay car parks unless there are exceptional circumstances;
- Offered on a weekly, monthly, quarterly and annual basis;
- Allocated in each identified car park based on an analysis of the previous year's ticket sales data including 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

Location	Initial discount
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

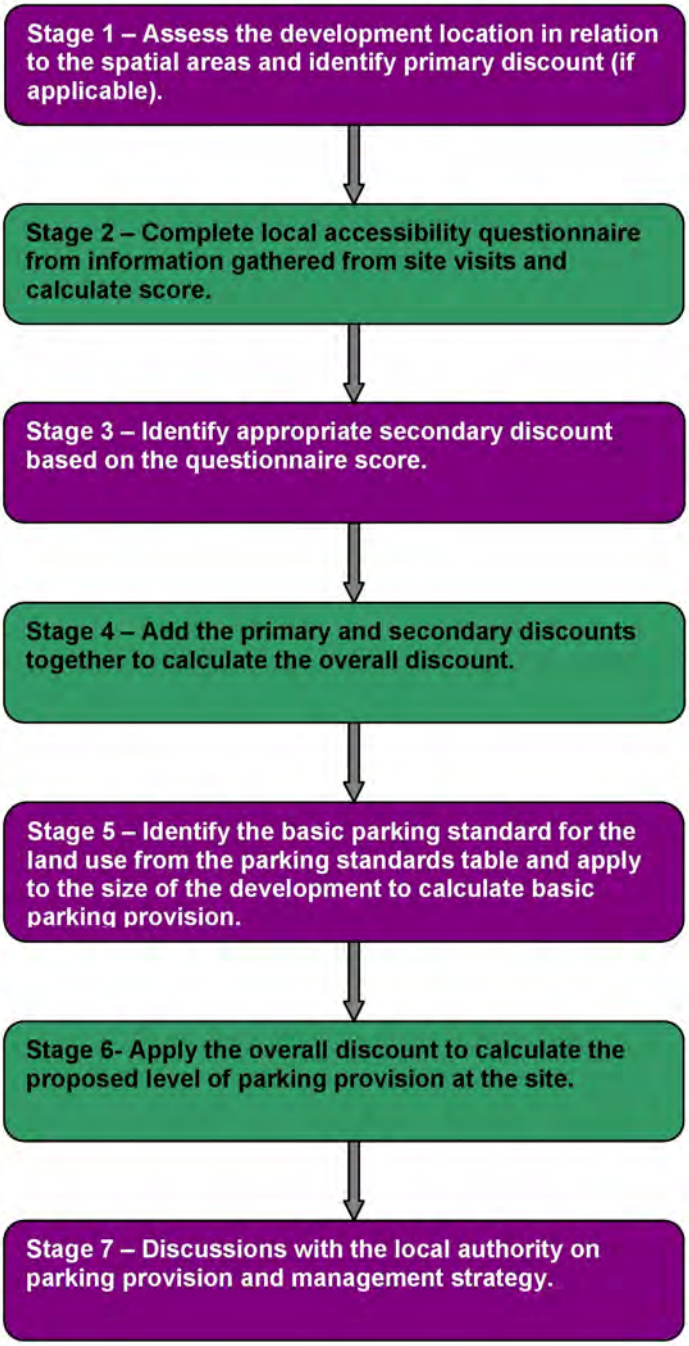
Accessibility rating	Points from questionnaire	% secondary discount
Low	0 to 14	0%
Moderate	15 to 22	5 to 10%
High	23 to 30	10 to 25%
Very high	30 to 36	At least 25%

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[1]

Use class	Land use	Standard
A1: Retail	Food Retail	1 per 14m^2 (>1000m^2), 1 per 35 m^2 (<1000m^2)
	Non-Food Retail	1 per 20m^2 (>1000m^2), 1 per 35 m^2 (<1000m^2)
A2: Financial and Professional Services		1 per 30m^2
A3: Food and Drink	Restaurant	1 per 5m^2 public floor area
	Fast Food and Drive Through	1 per 5m^2 public floor area
B1: Business	Stand Alone Offices	1 per 30m^2
	Business Parks	1 per 35m^2 (above 2500m^2)
B2: General Industry	General Industry	1 per 30m^2 (less than 500m^2), 1 per 50m^2 (min. 8 above 500m^2)
B8: Storage and Distribution	Storage and Distribution	1 per 30m^2 (less than 500m^2), 1 per 200m^2 (min. 8 above 500m^2)
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^2
	Clinics, Health Centres, Surgeries	5 per consulting room
	Libraries	1 per 50m^2
	Art Galleries and Museums	1 per 40m^2
Education Centres	Staff	2 per 3 staff
	Visitors	1 per 7 staff
	Pupils	1 per 10 2nd yr 6th formers
	College Students	1 per 4 students

Use class	Land use	Standard
	Parent – Pre-school[2] 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[3]
D2 Assembly and Leisure	Cinemas, Music, Concert Halls and conference facilities	1 per 5 seats
	Dance Halls, Bingo Halls, Casinos	1 per 5 seats (<1000m^2) 1 space per 22m^2 (>1000m^2)
	Music and Entertainment	1 space per 5 seats (<1000m^2) 1 space per 22 m^2 (>1000m^2)
	Sports Facilities	1 space per 22m^2 (>1000m^2) 1 per 2 players + 1 per 5m^2 (<1000m^2)
	Field Sports	Max. no. participants
	Stadia (over 1,500 seats)	1 per 15 seats
Other land uses	Vehicle Service Stations	1 per 1.5 employees
	Tyre and Exhaust Centres	1 per 1.5 employees
	Petrol Filling Stations	1 per 2 employees

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	**Good:** • Footways of at least 1.5m wide • Choice of pedestrian access points to the site in at least three directions. (60° apart) • Pedestrian routes are well maintained, well lit and designated for disabled access.	3	
		Moderate: • Footways present at a min width of 1m • Choice of pedestrian access points to the site in at least two direction (90° apart) • Pedestrian routes are maintained to a reasonable standard, with some street lighting and some disabled facilities	2	
		Poor: • No footways adjacent to the site • Pedestrians use an access where vehicles have priority • Access from only one point • No street lighting or disabled facilities	0	
Cycling	Quality of cycling facilities	**Good:** • Choice of cycle parking types • Good choice of safe access routes for cyclists • Design and maintenance of surrounding area sympathetic to cyclists	3	
		Moderate: • Cycle parking above standard • On-road facilities and surfaces adequate quality for cyclists • Some choice of safe access routes for cyclists	2	
		Poor: • Cycling parking to standard • Poor on-road cycle facilities and surfaces • Limited choice of safe access routes for cyclists	0	

Mode	Criteria	Variation	Possible score	Actual score
Bus	Walking distance to nearest bus stop	Less than 100m	3	
		Less than 400m	2	
		More than 400m	0	
	Frequency of principle bus service at nearest bus stop (if within 800m)	15 mins or less	4	
		30 mins or less	2	
		60 mins or less	1	
		Over 60 mins	0	
	Distance to nearest bus station/ major interchange (5 or more routes)	Less than 200m	5	
		Less than 400m	3	
		Less than 800m	2	
		More than 800m	0	
	Number of bus services with at least (60min weekday frequency) stopping within 400m of site	6 or more	5	
		2 to 5	3	
		1	1	
		0	0	
	Quality of nearest bus stop (if within 800m walking distance)	**Good:** • Shelter, seating and flag • Timetables and Real-time information • Raised curbs and adequate footway width • Well lit, CCTV and overlooked buildings	2	
		Moderate: • Shelter and flag • Timetable information • Adequate footway width/no raised curb • Adequate lighting	1	
		Poor: • Marked only by pole and flag • Little or no timetable information • Little or no street lighting • Narrow footway	0	

Mode	Criteria	Variation	Possible score	Actual score
Trains	Walking distance to nearest railway station	Less than 400m	5	
		Less than 800m	3	
		Less than 1,200m	2	
		More than 1,200m	0	
	Trains per hour per direction from nearest station (if within 1,2000m walking distance)	5 or more	4	
		3 to 4	2	
		1 to 2	1	
		Less than 1	0	
	Quality of the nearest railway station (if within 1,2000 of the site)	**Good:** • Heated and enclosed waiting facilities • Toilets • Timetable and real-time information • More than one line served by station • Ticket office and machines • Staffed for majority of the day • CCTV and other security measures • A good range of retail facilities • Fully accessible with lifts and ramps • Bus and taxi interchange within close proximity	2	
		Moderate: • Waiting facilities – part enclosed • Toilets • Timetables and real time information • Ability to purchase tickets • Part-time staffing • CCTV and other security measures • Some retail facilities • Some disabled accessibility • Taxi rank only	1	
		Poor: • Poor waiting facilities – not enclosed • No toilets • Timetables only • Not staffed • No security measures • No retail facilities • No disabled accessibility • No taxi rank	0	