

## **Appendix 2: Comments from:**

- **Amesbury Town Council**
- **Chippenham Business Improvement District**
- **Corsham Town Council**
- **Devizes Town Council**
- **James Gray MP**
- **Malmesbury Town Council**
- **Marlborough Town Council**

Note: For comments from Westbury Town Council see Appendix 1.



AD 979

# Amesbury Town Council

2 Flower Court, Flower Lane, Amesbury, Wilts, SP4 7JE  
Telephone 01980 622999  
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AD 979

Traffic Order Team  
Highways and Transport  
Wiltshire Council  
County Hall  
Trowbridge  
Wiltshire  
BA14 8JN

16 May 2018

Dear Sir/Madam

## **Traffic Regulation Order – Amesbury Car Park**

At the Annual Meeting of Amesbury Town Council on 1<sup>st</sup> May 2018, the Traffic Regulation Order Consultation was considered.

Councillors expressed concern over the increase in season ticket prices for the Central Car Park, which is set to double to £480/year. The fear is that this will result in an increase in business owners and their employees parking in residential areas.

Yours faithfully

Mrs Wendy Bown  
Town Clerk  
Amesbury Town Council

Sustainable Transport Group  
County Hall  
Bythesea Road  
Trowbridge  
BA14 8JN

21<sup>st</sup> May 2018

Dear Councillor Wayman,

**Ref: WILTS/TRO/Parking – Response from Chippenham BID**

Chippenham BID represents 370 businesses within Chippenham town centre. Following the recent TROs relating to changes to Sunday and Bank Holiday charging and an increase to the cost of season tickets, Chippenham BID has been made aware of serious concerns held by its members. The concerns relate primarily to the increase in season permit prices, and it is on that topic that in the main this response shall focus.

Chippenham's identified transport issues include shoppers being drawn to larger settlements, poor bus service reliability, poor connectivity by sustainable transport modes and poor integration and connectivity of the pedestrian and cycle network.<sup>1</sup> Given these significant challenges, the vast majority of town centre workers are faced with no real alternative but to drive to work. It is within this context that Chippenham BID is raising the following objections.

**Objection 1: the extent of the price increase**

Chippenham is identified by Wiltshire Council as being in band 2 of the four spatial areas in Wiltshire, on a par with Trowbridge.<sup>2</sup> Chippenham BID would therefore like Wiltshire Council to implement a rate for car parking charges similar to those implemented in Trowbridge as outlined in Appendix 5 of the Car parking charges consultation.<sup>3</sup>

Wiltshire Council acknowledges<sup>4</sup> that the pursuit of revenue alone will potentially result in the balance being lost between the three key factors to car parking management and there is no doubt that these proposed changes are being driven by revenue to the detriment of regeneration and restraint.

Furthermore, whilst the BID shares Wiltshire Council's aspiration to encourage people who work in local businesses to use sustainable transport, this cannot be done without the introduction of improvements to sustainable transport infrastructure and certainly not by increasing by up to 145%<sup>5</sup> the cost of season permits. See Appendix 2 for a comparison of the current charges and the planned increases.

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<sup>1</sup> Chippenham Transport Strategy DRAFT Strategy Refresh 2016, p16 ref 3.6, 3.7, 3.8, 3.9, 3.10

<sup>2</sup> Wiltshire Local Transport Plan 2011-2026, Car Parking Strategy, p11

<sup>3</sup> <https://bit.ly/2rJaYyO>

<sup>4</sup> Amendments to the Wiltshire Local Transport Plan (LTP) 2011-2026 – Car Parking Strategy, paragraph 6

<sup>5</sup> Spanbourn Avenue, 1 month permit

### **Objection 2: the effect of the changes on local businesses**

Wiltshire Council acknowledges<sup>6</sup> the potential for the “adverse impact of increased parking charges on businesses and local economies”. Chippenham BID has received communications from a range of businesses voicing anger over the planned increases which supports the prediction that the planned increases will have an adverse impact.

In some cases, the charging increase is so significant that it will drive businesses away from Chippenham (detailed in Appendix 1). This will have the potential added impact of lost income from Business Rates rendering redundant any additional income gained from increasing the cost of parking permits, especially in the case of Alliance Pharmaceutical.

### **Objection 3: changes to the number of season permits available**

Chippenham BID understands that there will shortly be a decrease in the number of season permits available for purchase. Policy PS2<sup>7</sup> identifies that “Long stay commuter parking will be reduced where good sustainable transport alternatives exist”. As identified above, Chippenham does not have these and therefore Chippenham BID disagrees with any decrease to the number of season permits available. Furthermore, Chippenham already has considerably fewer long stay spaces (31%) than the average for small towns nationally (61%), large towns nationally (42%), regional small towns (55%) and regional large towns (44%).<sup>8</sup>

If a reduction in the number of season tickets available is as a result of sales of season tickets impacting on Wiltshire Council’s income,<sup>9</sup> then it misses the point that there is not enough parking for the town as a whole at present let alone the future. Chippenham needs both more parking and investment in sustainable transport infrastructure.

Freeing up car parking spaces for shoppers and visitors to the town centre will only work if the town centre contains a varied and robust offering to those who visit. If local workers are priced out of working in Chippenham town centre, small businesses are unable to afford to operate and the added footfall from large employers is lost<sup>10</sup>, the offering will be reduced and shoppers and visitors will increasingly travel to alternative towns and cities rather than visiting Chippenham. This will have a devastating effect on Chippenham town centre, and will in turn lead to a loss of income for Wiltshire Council from both a decrease in parking spend and also in a loss of revenue from Business Rates.

### **Objection 4: free parking for Wiltshire Council employees**

Compounding the loss of income to Wiltshire Council from season ticket sales is the fact that a large number of parking permits are provided to Wiltshire Council employees. This is a cause of significant anger to many local business owners and town centre workers (see Emery Gate Shopping Centre in Appendix 1). A recharge to employees would begin to rectify this, as would a

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<sup>6</sup> Amendments to the Wiltshire Local Transport Plan (LTP) 2011-2026 – Car Parking Strategy, paragraph 65 ‘risks that may arise if the proposed decision is taken’

<sup>7</sup> Wiltshire Local Transport Plan 2011-2026, Car Parking Strategy, p12

<sup>8</sup> People and Places Town Benchmarking Report, April 2017, p21

<sup>9</sup> Amendments to the Wiltshire Local Transport Plan (LTP) 2011-2026 – Car Parking Strategy, paragraph 38

<sup>10</sup> See Appendix 1 for examples of each

reduction in the number of permits issued by the Council to its own staff and would reduce the negative perceptions of some businesses in Chippenham towards the Council in respect of car parking.

The BID understands that some employers do purchase season permits for their staff (for example, Alliance Pharmaceutical and Mander Duffill – see Appendix 1), so perhaps Wiltshire Council should charge departments who issue permits for their staff.

**In light of the above objections, Chippenham BID proposes:**

1. That any increase to parking permits fees should be postponed pending further consultations with businesses, other stakeholders and Chippenham BID
2. That if Wiltshire Council intends to proceed with increases to parking permit fees, these should be limited to inflationary rises or phased over a five-year period
3. That Wiltshire Council should work with Chippenham BID and Chippenham Town Council to develop and implement a sustainable transport strategy for the town
4. That Wiltshire Council only considers changes to car parking charges in Chippenham that uphold the three key factors identified by the Director of Highways and Transport in paragraph 5 of the Amendments to the Wiltshire Local Transport Plan (LTP) 2011-2026: regeneration, restraint and revenue
5. That all other measures should be investigated to improve car parking as a whole across Chippenham town centre such as working towards the redevelopment of the Bath Road/Bridge Centre site to include a multi-storey car park
6. That Wiltshire Council implements comparable charges for car parking and parking permits in Chippenham to those implemented in Trowbridge
7. That Wiltshire Council takes careful consideration of the business testimonials listed in Appendix 1 before making any decisions on car parking in Chippenham
8. That there should be no reduction in the number of season permits issued until good sustainable transport alternatives exist in Chippenham
9. That car parking permits issued to Wiltshire Council staff are either paid for by Council staff or are recharged to those departments issuing them

Whilst the focus of Chippenham BID's response to this consultation has been on season permits, you will be alarmed to read the testimonial from Waitrose in the appendix regarding the planned implementation of Sunday and Bank Holiday charging which will lead to the closure of Waitrose in Chippenham.

On behalf of the BID Board of Directors and those businesses paying the Chippenham BID levy, I look forward to your response.

Yours sincerely,

Kathryn Crossweller  
Manager, Chippenham BID

## Appendix 1: Supporting Evidence

The following evidence has been sent to Chippenham BID by levy paying businesses. Further evidence can be provided upon request.

- Alliance Pharmaceutical

“We employ approx. 130 full-time staff in a building in central Chippenham. We have 27 parking spaces on our own property but we also currently purchase 99 annual parking permits in the Bath Road and Spanbourn Avenue car parks. This currently represents an annual cost to us of £44,550 which would more or less double in the event these price rises went through.

“This would give us cause to reconsider maintaining our desire to stay with Chippenham centre, and would either mean moving out to a business park on the outskirts of the town or even outside the area entirely. Many of us go into the town at lunchtime to do shopping, buy our lunches, use services like the banks or Post Office, barbers, shoe repairers, etc, etc.

“We are currently considering expanding our offices to accommodate future growth. We would like to stay in the town centre, but an increase of this nature might just be sufficient to dissuade us, and look elsewhere.”

- Little Waitrose – in response to Sunday and Bank Holiday charging

“We strongly object to his proposal, as it will have a significant detrimental affect on our trade and alongside the planning permission recently granted for the Lidl scheme, the cumulative impact of which will most certainly lead to the closure of this shop...The recent impact of the existing and the proposed new out of centre convenience offer in Chippenham has and will make it increasingly difficult for us to carry on trading. For the council to now propose town centre parking changes is not a commercial sensible or sound decision for the vitality of their town centre.”

- Mander Duffill

“We are very much against this proposal. Currently we have over 60 members of staff, the majority of which hold permits to park in Chippenham which are purchased by us on a regular basis. However, we will not able to continue this if the proposes prices rise. In the last 8 years, our business has spent around £150k on parking permits in Chippenham which I am sure the Council will agree is a significant amount.

“Without permits, our employees would have no alternative but to park on the surrounding streets of the town. This will not only potentially cause a lengthy walk into work, but would cause issues for the residents of those streets...We are also concerned that we may lose staff or struggle to attract new staff in this area which is going to influence our business.”

- Anonymous as landlord doesn't know tenant is looking to move elsewhere

“We are currently looking around for offices. Parking will be a major factor for us and these extra costs will tip the balance towards edge-of-town options. Given how poor the bus services are (and I do not believe this extra money will improve that), this will result in more cars on the

road as those who currently can walk into town will end up driving through town. I have five/six of us in the office on most days and we all pop into town on a daily basis to get lunch etc. If we are out of town we will naturally not be spending that money and whilst our absence alone will not bankrupt Chippenham, the cumulative effect on the high street will be devastating.”

- BCH Camping and Leisure

“I park in the Bath Road Car Park six days a week. We pay a six-monthly fee which I understand along with daily parking will be increasing significantly. This will be the kiss of death for Chippenham business and the high street. I constantly hear from my customers on a daily basis that the parking in Chippenham is already too expensive compared with other towns and increasing it is simply laughable.

“If you want people to come to Chippenham then you need to make it a pleasant experience for them from start to finish, this includes parking. The Bath Road Car Park at night is pitch black. None of the lights work, or have worked for months and walking through the alley into that dark abyss, is the most unwelcoming unnerving start to your evening possible. At least 5 parking spaces are not fit for parking due to trees and shrubs growing out of walls that have been growing steadily now for years, not to mention the spaces that are so filled with rubbish and broken glass that you dare not park in them. The state of the Bath Road Car Park is at best is disgraceful and the thought that prices are going to increase is nothing short of appalling.

Most people want to nip into town to pick something up quickly and it is of the utmost importance that they are able to do this conveniently, safely and without feeling they’ve been ripped off. Half an hours free parking is what should be happening to boost trade and to create a ‘council working for the people’ environment instead of short sighted attempts to increase revenue.”

- Elkins Architects

“We used to buy two permits but as of this increase we won’t be renewing, we will find alternative street parking - only an extra 30 seconds walk and free rather than £900 a year.”

- Emery Gate Shopping Centre

“As the Manager of Emery Gate and to 28 businesses, and the shopping centre that sees 89,000 people through its doors each week, I regularly receive complaints from Emery Gate Shopping Centre tenants and users about the Wiltshire Council employees who use the sub-surface level car park. This car park has a stay limit of 3 hours, but Wiltshire Council employees are not only allowed to park there all day but they are also able to do so without charge. This is a cause of anger for people throughout the town.”

- Kingsley Pike

“We provide a parking permit for the office which is used by an employee who lives outside of Chippenham and is also office based. The proposed new charges will now put our renewal of a parking permit into question. Obviously this will create another car to add to the ‘mix’ that will require an on road place.”



- Lilies Tea Room

“I pay for a season ticket once a month...doubling that particular outgoing from my business on top of the rise in business rates this year will affect my decision to keep my business in this town. My lease is up for negotiation early part of 2019 and considering all of the above ‘Lilies Tea Room’ will most probably be looking to relocate.”

- Mailboxes Etc.

“We have to pay up front for this service to get the discount (important to us as a small business) but not guaranteed to get a space, especially in a car park close to your business where access is required. As an owner business we do not have the resources to pay or offer this to employees as do some larger companies or those who would have a requirement for employees who have to travel at distance to come into Chippenham, they may have a monopoly on spaces.

“The small owner businesses are just as important, and like us we have a requirement to ensure we have a space available to us during the day to accommodate the service we offer the town. Quite often if we are out doing collections we come back to find we cannot park up again or even unload! It would be nice to know that we have an allocated space available to us, may be this could be looked into.”



**Appendix 2: Current Charges and Planned Increases in Chippenham**

<b>Standard Season Ticket Charge Increases</b>									
	<b>Bath Road and Sadlers Mead</b>			<b>Brakemead and Spanbourn Avenue</b>			<b>Wood Lane</b>		
	<b>Current Charge</b>	<b>New Charge</b>	<b>% Increase</b>	<b>Current Charge</b>	<b>New Charge</b>	<b>% Increase</b>	<b>Current Charge</b>	<b>New Charge</b>	<b>% Increase</b>
12 months	£450	£900	100%	B - £430 S - £330	£540	B - 26% S - 64%	£450	£600	33%
6 months	£225	£450	100%	B - £215 S - 165	£270	B - 26% S - 64%	£225	£300	33%
3 months	£112.50	£225	100%	B - £107 S - £82.50	£135	B - 26% S - 64%	£112.50	£150	33%
1 month	£37.50	£75	100%	B - £36 S - £27.50	£67.50	B - 88% S - 145%	£37.50	£50	33%

**From:** [Simon Scott](#)  
**To:** [Hampton, Adrian](#)  
**Cc:** [Bartle, Lianne](#)  
**Subject:** Car Parking Consultation  
**Date:** 31 May 2018 09:38:56  
**Attachments:** [image003.jpg](#)  
[image004.jpg](#)  
[image002.png](#)

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Dear Adrian,

Last week I sent Lianne an email outlining the Town Council's position regarding the proposed car parking charges. I said at the time that these were to be ratified by Council, which they were last night. The Town Council have asked me to forward this email to the Wiltshire Councillors for the town and to our MP asking for their support in opposing your proposals. The text of the email was as follows and this is our formal response to the consultation:

*Dear Lianne,*

*Thank you for the extension which has given us the opportunity to comment on your proposed parking charges, please find below our views. However, these have not been formally ratified by the Town Council and you may receive further comments following our next Council meeting which is on 30 May 2018.*

*In general we feel that this constitutes a 'smash and grab' raid on the Town where you are trying to maximise short term gain with no real appreciation of the long term effects of your policy, especially after the recent inflation linked price rise. This is particularly destructive at a time where we are trying to rejuvenate our high street and encourage new traders.*

*Sunday Charging:*

*We have discussed the charges with local traders and we have been told that the Co-op does 10% of its trade on Sundays and employ 11-12 local part-time staff on those days. They believe that Sunday charges would impact on their trade and jobs; furthermore, as it is one of the main reasons people come into the town centre on Sundays the other shops would be badly affected too. As most Sunday shoppers spend less than an hour in the Town the proposed charge of 70p per Sunday visit is in effect a huge increase of 75% on the rest of the week when the charge for the first hour is 40p. The inconsistency is also confusing for customers who are used to paying 40p. Our preference would be either for a free first hour or to charge 40p for an all-day ticket. We are convinced that the 70p proposal would certainly affect town centre businesses at a time when they are already struggling.*

*Season Ticket Charges:*

*While the Town has free roadside parking it is currently under increasing pressure from all day commuter parking and Wiltshire Council's ambitious Mansion House project will only increase this. We try to encourage the use of the long stay season ticket, which also encourages our commuters to use the town for weekend shopping. We believe that your proposed rise is extortionate and a straw poll of those using the tickets suggests that they will return to roadside parking when their tickets expire, creating a loss of parking income. Surely an increase in use would be what you are trying to achieve and a drive to attract new season ticket holders rather than dissuade existing users would be a more effective and sustainable approach.*

*We do not endorse your proposals for car park charging and believe your policy to be seriously flawed.*

I have been asked to add that the Town Council believes that this one size fits all approach to parking charges is contrary to current localism policies and has the potential to undermine the efforts of the Town Council to attract visitors and shoppers to the town.

*Simon Scott*

Simon Scott  
Head of Technical Services  
Corsham Town Council  
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SDF/L4700

Please Ask for: Simon Fisher  
Direct Line: 01380 722346  
Email SimonFisher@devizes-tc.gov.uk

9 May 2018

Councillor Philip Whitehead  
Chairman  
The Community Area Traffic Group  
Wiltshire Council  
County Hall  
Trowbridge  
Wiltshire  
BA14 8JN

Dear Philip

### **Parking order consolation**

Devizes Town Council in consultation with local business, have had an opportunity to review The amended parking order, as published by Wiltshire Council, for Devizes.

In reviewing the amendments to the order, this working group agreed that parking should not simply be about revenue generation, which seems to be the sole purpose of the amendments, but they should be part of an overall strategy to encourage appropriate parking for the type of stay a visitor may need. It is important that any strategy has adequate enforcement.

Set out below are changes to the order the working party, as local stakeholders consider necessary to start to develop a more cohesive parking strategy for Devizes.

### **Permit and longer stay parking.**

Permits. The proposed 72% increase in parking permits is totally unacceptable and will neither generate further revenue nor help manage the growing problem of commuter parking within residential streets.

Such an increase will further reduce the already relatively low uptake of parking permits, as many users will find them unaffordable reducing any projected increase in revenue and commuters will therefore seek to park with no cost in outlying streets.

Requested amendment – to actively encourage those working in town to purchase parking permits through comparative pricing and that such permits are only valid in outlying carparks, such as the north end of Station Road.

**COPY**

Longer Stay Parking. Wiltshire Council has recognised Devizes as an attractive town to visit and as such, reflects this in its higher parking charges. As a tourism destination, it is important to encourage longer stays by visitors and any parking strategy needs to support this.

Requested amendment. That parking orders at the southern end of Station Road be altered to permit all-day parking and that day visitors are clearly directed to this location through clear signage.

Requested amendment. That the parking order be altered to allow a maximum of four hours in short stay carparks, which will support visitor stays and provide additional parking revenue.

### **Market Place Parking.**

The published order which seeks to permit charging in Devizes Market Place represents a significant change in policy; however, there has been no impact assessment on how this change will affect the local economy, the culture of the town or visual environment for the area. It is clear that the sole purpose of the amendment is to increase gross income for Wiltshire Council.

The lack of planning and consultation on such a significant change is totally unacceptable to the local community.

It is clear that many businesses in and around the Market Place have a high turnover of customers with a very short contact time and these style of businesses have developed due to the nature of the parking in the area. Such businesses includes banks, bakers, coffee shops, pharmacy etc. Parking arrangements which are not complementary to these businesses could force some to close and given the high rateable value of the buildings they occupy, any loss on business rates, which Wiltshire Council are eventually expected to receive, will significantly offset any projected gross income received through parking.

Devizes has a strong tradition of activities being held in the Market Place. The introduction of charges will result in shortfall in the free event parking allocation for the town and cost of increasing that allocation will make such events unsustainable.

There has been no consultation on how parking charges will be collected in the Market Place, which is a concern to the local community. Any added infrastructure will have a significant unwanted impacted on the architecturally sensitive area, which at the very least should be subject to planning approval and not installed through permitted development rights.

Alternative payment methods, such as texting, add a significant cost penalty to the end users and therefore provide an unreasonable alternative.

Requested amendment. That any changes in parking arrangements for the Market Place are deferred until a full impact assessment is undertaken and reasonable alternatives are explored. Making such a significant change in parking arrangements, which are not tested, will be difficult to reverse when any unintended consequences renders the planned benefits null.

Should the aspiration be to generate revenue from the removal of free parking in the Market place, there is a reasonable alternative by displacing vehicles to off street locations.

Requested amendment. That there is an amendment to reduce the length of stay that parking is permitted in on-street parking bays. The use of on-street parking should be for those who have a need for short stay only. Those wishing to stay longer, should be displaced into payed for parking in off-street car parks. This will provide an opportunity to provide additional parking revenue. See attached suggested plan for provision of new 30 minute zone and adjustment to existing 1 hour and 2 hour parking zones. The decision to choose free or "pay for" car parking should be based on needs and not cost; therefore, it is regrettable that the cost of short stay parking in Devizes is significantly more expensive than the majority of similar market towns in Wiltshire.

### **Sundays and Bank Holidays**

This amendment can only be seen as an opportunity to generate additional revenue for Wiltshire Council, with no direct benefit to parking management for any of the Wiltshire towns, therefore the amendments are unjustified. It is noted that Wiltshire Council does understand that the provision of free parking supports the economy of a town, which they have demonstrated in their rescue strategy for Salisbury, where parking has been made free to support the city's economy.

The amendment also permits the introduction of Sunday evening charging, at a fee of £1.00. This evening charge would be incredibly confusing as there is no provision for parking charges to be levied on any other evenings.

Requested amendment. That Sunday and Bank Holiday parking be removed from the order.

### **Summary of Requested Amendments**

- That proposed increase in Parking Permits charges is significantly reduced to no more than 12%.
- That all Devizes car parking charges are rationalised to a single tariff.
- That the length of stay at the south end of Station Road is increased to all day for ticket purchasing (permit holders not allowed).
- That the maximum stay is increased from 3 hours to 4 hours in all short stay car parks.
- The amendment to allow charging in the Market Place to be removed from the order until a full impact assessment can be undertaken.
- A reduction in the length of time visitors can stay in free on-street town centre parking.
- That any reference to evening parking charges be removed
- That Sunday and Bank Holiday parking be removed from the order.

The Council and members of the Devizes parking working group would welcome an opportunity to discuss our requested amendments with you.

Yours sincerely  
**for Devizes Town Council**

Simon Fisher  
Deputy Town Clerk

cc Councillor Bridget Wayman

JAMES GRAY MP

Parvula  
cc Bridget



HOUSE OF COMMONS  
LONDON SW1A 0AA

5<sup>th</sup> June 2018

Baroness Scott of Bybrook OBE,  
Leader, Wiltshire Council,  
County Hall,  
Bythesea Road,  
Trowbridge,  
Wiltshire, BA14 8JN.



I write on behalf of a group of my constituents who live in Victory Row in Royal Wootton Bassett, Wiltshire, SN4 7BE, particularly represented to me for correspondence purposes by Lindsey Taylor at number 12 Victory Row. I know that the council and you personally have been involved and in correspondence with them in recent times about the sharp increase in parking charges which they have experienced when parking their cars in Borough Fields car park. I have seen emails from you advancing the perfectly legitimate argument of equalisation of residents' parking, seeking to encourage the high turnover for shoppers in car parks, and similar arguments, with all of which I have some sympathy.

However, it does seem to me that there is a unique circumstance attaching to the residents of Victory Row which, as far as I am aware, applies nowhere else in the county, namely that they have no street outside their properties. In other words, there is nowhere for them to park apart from in the Borough Fields car park. That was acknowledged many years ago when Borough Fields was built and when they were given a sharply reduced residents' parking rate to take account of the circumstances of Victory Row. I understand that in correspondence with Cllr Wayman she made the remark that they could perfectly happily park on the road outside their houses, ignoring the fact that there is no such road.

It does, therefore, seem to me that they have an exceptional set of circumstances demanding separate consideration to the other discussions that have been taking place recently about car parking charges across Wiltshire.

These are people who have nowhere to park except in the Borough Fields car park and are therefore finding the recent sharp increase in charges impossible to afford. The annual charge in Borough Fields now is £624 per annum which compared to the £121 which they were paying previously, and it was free for residents to park in Borough Fields car park when it was first built.

I have said I have very real sympathy for the arguments which these residents are advancing, namely that they are in a different situation to residents elsewhere in the county and I wonder, therefore, if you would be kind enough to give particular consideration – I hope including a site visit – to their arguments.

A handwritten signature in black ink, consisting of a large, stylized loop with a vertical line extending upwards from the top of the loop. There are some small scribbles above the main loop.

cc. Cllr Mary Champion, 54 Longleaze Royal Wootton Bassett SN4 8AP.



# Malmesbury Town Council

(ENGLAND'S OLDEST BOROUGH - CHARTER GRANTED 880)



Cllr F Vandelli  
Mayor of Malmesbury

Telephone: (01666) 822143  
Facsimile: (01666) 826166  
E-mail: james.whittleton@malmesbury.gov.uk

THE TOWN HALL  
MALMESBURY  
WILTSHIRE  
SN16 9BZ

TRO Team  
Sustainable Transport Group  
Highways & Transport  
County Hall, Bythesea Road  
Trowbridge, Wiltshire  
BA14 8JN

Dear Sir / Madam

I am writing on behalf of Malmesbury Town Council in response to your consultation on the Traffic Regulation Order. Malmesbury Town Council considered its response at a meeting of the Planning & Environment Committee on 15<sup>th</sup> May and have resolved to **strongly object** to the Order for the following reasons:

Due to its historic nature, parking in Malmesbury has been a problem for a decade or more. There are many properties which do not have driveways or garages and on-street parking is limited on historic narrow roads. As such many local residents take advantage of free parking in the Station Road and Cross Hayes car parks and park their vehicles here for part of the weekend. The introduction of charges on Sundays and Bank Holidays would have a significant negative impact on car-owning residents who do not have their own parking spaces. It might also cause greater competition for on-street spaces and lead to people parking inconsiderately (blocking drives, parking on pavements etc).

As a historic market Town, Malmesbury seeks to benefit from a tourist economy and wants to welcome visitors (both local and from further afield) to the Town. On Sundays, visitors are currently able to spend time in the Town, visiting the Museum and Abbey and spending money in shops, cafés, pubs and restaurants in an unhurried and relaxed fashion. The imposition of charges and time limits will have a detrimental impact on visitors to the town and the local economy.

Malmesbury Town Council notes that 60% of respondents to the October consultation objected to the introduction of charges on Sundays and bank holidays. We also think it important to have regard to the responses of Town Councils throughout the County, the majority of whom objected to the charges.

Yours faithfully

A handwritten signature in black ink that reads "Francesca Vandelli". The signature is written in a cursive, flowing style. The first letter 'F' is large and loops back down. The name is written in a single line.

Councillor F Vandelli  
Mayor of Malmesbury

**From:** [Shelley Parker](#)  
**To:** [TrafficOrders](#)  
**Subject:** WILTS/TRO/Parking  
**Date:** 20 May 2018 12:26:48

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Dear Traffic Order Team

**TRO – Consultation on proposed parking review, various towns, Wiltshire**

**Ref: WILTS/TRO/Parking**

**From: Mrs Shelley Parker, Town Clerk, on behalf of Marlborough Town Council, 5 High Street, Marlborough, Wilts, SN8 1AA**

Marlborough Town Council's response to this consultation largely echoes that sent for the Car Parking Charges Consultation held in the autumn of 2017. Here we'll deal with the TRO consultation proposals for Traffic Orders 2 and 3 and Amendment 8 affecting Marlborough.

### **Charges for Sunday and Bank Holiday Parking**

There has been no support for these additional charges and the Town Council's main concerns are the effects on:

Tourism - These charges will thwart efforts to improve the town's tourism offer (especially with the coming Great West Way initiative). Many events take place over weekends (e.g. the Marlborough Literature Festival) attracting visitors from all over the country who pay into the town's economy as they visit shops, restaurants and pubs. These new charges will dent this.

Sunday Trading – Many of the town's retailers open on Sundays and Bank Holidays. Most pubs, cafes and restaurants do too. VisitWiltshire promotes Marlborough as having a vibrant High Street with a café culture and independent shops. With most visitors coming over a weekend (including those on coach trips), this charge will affect how much is spent and have a knock-on effect on the viability of our smaller businesses, already struggling with high rents and business rates.

Churchgoers - It may well have an effect on churchgoers many of whom are elderly and need to drive close to their church for Sunday services. (There are 3 churches where congregations park in Wiltshire Council car parks or in the soon to be chargeable High Street spaces)

***A plea for the short term*** would be to delay the proposed August implementation of these charges until later. Summer is the busiest time for visitors to Marlborough (and other towns) and as events are already planned and accommodation bookings being taken, no plans have been made around letting visitors know about the unexpected increase in the costs of coming to Marlborough. On top of this local traders have been affected by the high number of road works over the last few months often bringing our streets to a standstill and certainly deterring shoppers and other visitors from coming into town.

### **Season Ticket Increases**

The Town Council's main concerns are:

Unaffordability - Calculations show that this would involve an 82% rise in charges in Marlborough, unaffordable to residents, workers and businesses. There has already been local press coverage about this being beyond the purses of residents and it'll certainly be prohibitively expensive for low paid workers employed in shops, pubs and restaurants, all helping to keep the High Street alive. Season ticket holders are not guaranteed a parking space so would, on top of the enormous charge, have to pay at

the normal daily parking rate if they had to use alternative car parks. (One suggestion would be to make Kennet Place a season ticket holders only car park.)

### **Residents Parking**

Overall the increased charges are bound to result in drivers looking for free parking spaces and clogging up residential streets. There are no residents' parking permit schemes in Marlborough. It needs one and may well help to alleviate some ongoing parking problems.

Evidence of parking problems in Marlborough are set out in a professional Car Parking Study commissioned by the Marlborough Area Neighbourhood Plan in 2017 and can be viewed at: <http://manp.co.uk/Transport-amp3b-Parking.aspx>

With best regards

Shelley

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