

Analysis of Ticket Sales by Community

Preamble

The figures that follow (see attached tables) show a comparison of ticket sales for April – September 2010 and the same period in 2011. Car parking prices charges changed on 18th April 2011.

No ticket sales are shown for the West Wiltshire Towns (Bradford on Avon, Melksham, Trowbridge, Warminster and Westbury) before July 2011 as the ticket machines did not record tickets sold until they were upgraded towards the end of June. For these towns, ticket sales for the three months since June are shown.

Summary

1. Excluding the West Wiltshire towns for the reasons outlined above and Salisbury for the reasons shown below, overall like-for-like short stay ticket sales have reduced by 7.1% with the difference closing as the year progresses.

Short Stay	Apr	May	Jun	Jul	Aug	Sept
2010	200,414	213,855	223,424	242,255	217,065	225,642
2011	192,956	198,880	205,431	211,620	207,037	212,044
	(-3.7%)	(-7.0%)	(-8.0%)	(-12.6%)	(-4.6%)	(-6.0%)

2. The variations between months can be caused by a variety of reasons including the number of working days.
3. In Marlborough and Devizes, the majority of off-street short stay charges did not change but short stay ticket sales have dropped by 6% in Marlborough and by 8% in Devizes.
4. In Royal Wootton Bassett, which traditionally loses business to nearby Swindon, short stay prices increased but tickets sales have only reduced by 5%.
5. In Malmesbury, short stay prices increased but ticket sales also increased by 7%.
6. Long stay ticket sales have reduced everywhere. In Chippenham, where the eight hour charge was changed from £5.60/£5.10 to £5.40, the reduction is 59%.
7. The long stay ticket sales do not include season tickets - their increased sales are modest and patchy. A one month standard season ticket in Chippenham costs £45.43, the equivalent of £2.27 for each of 20 working days as compared with an eight hour charge of £5.40.

Town by Town assessment

Calne

Prior to the changes, there was a minimum stay of two hours at 50p, four hours at 70p and all day at £1.20. This changed to the Band 3 charges shown in table 1.

Over the period, short stay has increased by 7% over 2010 and long stay has decreased by 85%.

Chippenham

Prior to the changes, Emery Gate, Borough Parade and Sadlers Mead were charged at 50p for an hour and all car parks (except Monkton Park) were charged at £1.30 for two hours, £2.80 for four hours with some variations and £7.20/£7.40 all day. This changed to the Band 2 charges shown in table 1.

Over the period, short stay has reduced by 12% over 2010 and long stay by 59%.

Corsham

Prior to the changes, the one hour charge was 20p, two hours £1.00, three hours £1.50, four hours at £2.00, five hours at £2.50 and all day at £5.10. This changed to the Band 3 charges shown in table 1.

Over the period, short stay has reduced by 23% over 2010 and long stay by 27%.

Since May 2011 short stay tickets sold have steadily increased from 16489 to 21185 in September. The Chair of the Town Council has recently been reported as saying that the High Street 'is absolutely thriving' with only two empty shops and about 40 units full.

Malmesbury

Prior to the changes, the one hour charge in the Cross Hayes was 40p with a maximum stay of two hours for £1.10p, with an all day charge of £1.20 for the long stay car park in Station Road. The long stay charges were changed to the Band 3 charges shown in table 1. The one hour charges at the Cross Hayes remained unchanged at 40p with a maximum stay of two hours for £1.20.

Over the period, short stay has increased by 7% over 2010 and long stay reduced by 71%.

Wootton Bassett

Prior to the changes, the one hour charge was 20p, two hours £1.00, three hours £1.50, four hours at £2.00, five hours at £2.50 and all day at £5.10. This changed to the Band 3 charges shown in table 1.

Over the period, short stay has reduced by 5% over 2010 and long stay by 28%.

Devizes

Prior to the changes, in the majority of car parks the one hour charge was 55p, two hours £1.30, three hours £1.90, four hours at £2.50, five hours at £3.10 and all day at £6.10. This changed to the Band 3 charges shown in table 1 except where charges were already higher in which case these were retained.

Over the period short stay has reduced by 8% over 2010 and long stay by 27%.

Marlborough

Prior to the changes, the off street one hour charge was 55p, two hours £1.30, and there were variations in the longer hours. This changed to the Band 3 charges shown in table 1 except where charges were already higher in which case these were retained. Prior to the changes, on street parking was 75p for one hour and £1.70 for two hours; these were changed in April to 80p for one hour and £1.90 for two.

Over the period, short stay has reduced by 6% over 2010 and long stay by 3%.

Amesbury

No comparative figures available as there were no charges prior to April 2011.

Salisbury

Prior to the new pricing regime, Salisbury had one hour parking off street. This was changed to two hour minimum when the new prices were introduced; subsequently the one hour charge was re-introduced. With all these changes being made it is difficult to make comparisons.

West Wiltshire Towns

It has not been possible to extrapolate ticket sales from the income figures shown below for the period prior to the ticket machines being upgraded, due to the different demographics and retail patterns in the different towns. A brief description of the changes follows;

Bradford on Avon

Prior to the changes, there was a Sunday charge and two hours free parking in the St Margaret car park. The charges changed to those shown for Band 3 in table 1 with no Sunday charge.

Melksham

Prior to the changes, there was some free parking. Income was affected by works in the High Street earlier this year and by the opening of the ASDA supermarket. The charges changed to those shown for Band 3 in table 1.

Trowbridge

Trowbridge has the advantage of a large free multi-storey car park. The charges changed to those shown for Band 2 in table 1.

Warminster

Prior to the changes, Warminster Town Council purchased a free hour for a fixed number of spaces. After the changes, this arrangement ceased and the Town Council diverted these monies into supporting a redemption scheme. The charges changed to those shown for Band 3 in table 1.

Westbury

Prior to the changes, Westbury Town Council purchased a free hour for a fixed number of spaces. After the changes, this arrangement ceased. The charges changed to those shown for Band 3 in table 1.

Table 1: Current off-street car parking charges (Monday-Saturday)

Band	Stay	<1hr	<2hrs	<3hrs	<4hrs	<5hrs	<8hrs	All day
1	Short	£1.50	£2.50	£4.20		-	-	-
1	Long	£1.50	£2.50	£4.00	£4.60	£5.50	£7.40	£7.40
2	Short	£1.10	£1.50	£3.20				
2	Long	£0.90	£1.30	£2.60	£3.10	£4.20	£5.40	£5.90
3	Short	£0.40	£1.20	£2.10				
3	Long	£0.30	£1.10	£2.00	£2.40	£3.20	£5.20	£5.60

Annex A Car Park Ticket Sales by Town (Apr 10 – Sept 11)

Annex B Car Park Income in West Wiltshire Towns (Apr 10 – Sept 11)

Annex C Detailed Car Park Ticket Sales and Income by Town (Apr 10 – Sep 11)