

**Results of Consultation on Review of Wiltshire Local Transport Plan  
Car Parking Strategy**

**Executive Summary**

From 27 October 2014 to 19 January 2015 the Council consulted on a draft revised Wiltshire Local Transport Plan (LTP) Car Parking Strategy. Along with the draft strategy document, the consultation exercise also included:

- (i) Settlement questionnaires split into five main sections:
- General questions on the aims of the parking review
  - General questions on possible charging exemption options (e.g. first hour free) and how they could be funded
  - Specific questions on the car parks in the relevant settlement
  - A question asking for any other comments
  - Questions about the respondent

The specific questions on car parks included one possible charging option which was developed using a wide-ranging evidence base. Those responding could agree with the proposed option, indicate that they have no opinion, or could propose an alternative.

- (ii) Five focussed workshops held around the county with representatives of key stakeholder groups.
- (iii) Various consultation documents were issued which provided further information on parking, and parking related issues.

Some of the initial results of the consultation are summarised in this report.

Through analysing the questionnaire responses, comments provided through the consultation workshops, written comments received, and using the generally supported more 'fine grained' approach based on local circumstances, a set of recommended charges for each settlement are being developed to propose to Cabinet.

**Proposal**

That Environment Select Committee notes the initial results of the public consultation and makes any comments on the proposed approach to revising the Wiltshire LTP Car Parking Strategy before it is considered for adoption by Cabinet.

**Reason for Proposal**

To inform members of Environment Select Committee of the initial results of the public consultation, and to allow consideration and comment on the proposed approach to revising the Wiltshire LTP Car Parking Strategy before it is considered for adoption by Cabinet.

**Parvis Khansari**

Associate Director Highways and Transport

**Results of Consultation on Review of Wiltshire Local Transport Plan  
Car Parking Strategy**

**Purpose of Report**

1. To inform members of Environment Select Committee of the initial results of the public consultation, and to consider and comment on the proposed approach to revising the Wiltshire Local Transport Plan (LTP) Car Parking Strategy before it is considered for adoption by Cabinet.

**Relevance to the Council's Business Plan**

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

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

The car parking strategy can:

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

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

The car parking strategy can:

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

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

The car parking strategy can:

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

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

The car parking strategy can:

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

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

The car parking strategy can:

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

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

The car parking strategy can:

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

## **Background**

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

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

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

## Pre-Consultation Exercise

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

## **In-Review Parking Trials**

### Culver Street Car Park, Salisbury

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

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

### Westbury

14. A trial to gauge the effect of a 1st Hour Free initiative on parking behaviours was introduced in Westbury which ran from 21 October 2014 to 31 December 2014.
15. The evidence from the scheme will be used to consider the options for such schemes in the future.

16. Data up to 28 December 2014 indicates a rise in patronage that in officers' opinion is above that which would ordinarily be seen during a typical Christmas peak shopping period (see table below).

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

### Investigating New Technologies

17. A number of visits were arranged to other local authorities (Islington Borough Council, Westminster City Council and Bristol City Council) that could demonstrate the latest technologies available to a parking operation in the public sector. In addition, vendors were identified to give an overview of technologies; these being RTA Associates, WPS, IDT and Chipside.
18. Technologies included:
- on and off-street sensors that provide real-time space availability information to drivers on approaches to car parks and through web, smart phone apps and Variable Roadside Information System (VRIS) interfaces;
  - Automatic Number Plate Recognition (ANPR) used in Bristol to improve permit management and pay-on-exit entry and exit accuracy;
  - Pay-by-Phone systems in Islington and Westminster that provide c. 80% of their incomes as compared to Wiltshire's 8% (replacement to traditional Pay and Display machines); and
  - data collection and analysis was a prominent feature of all three local authorities and was at the heart of their operational as well as strategic and policy decision making process.
19. Technologies that are suited to Wiltshire's circumstances have been identified but are not exclusive and may change as new technologies come to market. Areas being considered by officers are:
- Pay-on-Exit;
  - extending existing Pay-by-Phone usage and providing a better deal for users on transaction costs;
  - bay and car park sensors allied with roadside VRIS to provide a new and early space availability information system; and
  - ANPR to improve permit management in car parks.
20. Technology, as an aid to improvements in parking, will be considered on a car park-by-car park basis and taken forward where appropriate, both in terms of suitability and cost but also with regard to good value for money and returns on any investments made.
21. Extending Pay-by-Phone usage work is underway and it is estimated implementation will be made during 2015.

## Public Consultation

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

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

24. On 10 November 2014, the individual settlement questionnaires and draft charging summaries (including one possible charging option for each car park) went live on the consultation portal.
25. Each questionnaire was essentially split into five main sections:
- General questions on the aims of the parking review
  - General questions on possible charging exemption options and how they could be funded
  - Specific questions on the individual car parks in the relevant settlement
  - A question asking for any other comments
  - Questions about the respondent
26. The questions on individual car parks contained one possible charging option which was based on an analysis of the local circumstances (see diagram below). This approach was endorsed by the Car Parking Review Scrutiny Task Group in September 2014.



27. Consultees were able to respond in one of three ways to the presented possible charging option:
- *This is my preferred option*
  - *I have no opinion*
  - *I would recommend a different option*
28. If consultees selected the third choice (*'I would recommend a different option'*), they were provided with the opportunity to propose an alternative option for that car park.
29. Lastly, on 8 December 2014, the Strategic Environmental Assessment (SEA), Habitats Regulation Assessment (HRA) and Equality Impact Assessment (EqIA) went live on the portal.
30. A variety of means were used to inform people of the consultation:
- web portal
  - documents in specific libraries
  - press releases
  - parish newsletters
  - social media promotion
  - video message, Area Board announcements, Area Board blog sites
  - featured throughout the consultation process on the Council's website
  - posters in main Wiltshire Council pay and display car parks
  - correspondence with Chambers of Commerce
  - correspondence with Salisbury Business Improvement District
  - covered in the winter edition of the Your Wiltshire magazine
  - emails sent to some 6,000 Area Board contacts
  - promotion of the consultation by Develop, and WFCAP
  - included in the November 2014 business newsletter sent by the Wiltshire Council Economic Development Team to approx. 2,000 business contacts
  - emails sent to Wiltshire 100 business contacts (107 businesses)
  - emails sent to some 4,000 Leisure Service contacts

31. In total, 5,013 people and organisations responded by completing questionnaires. The questionnaire responses by settlement are shown below:

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

32. Separate written comments (i.e. non-questionnaire returns) have been received from:
- Amesbury Town Council
  - Bradford on Avon Town Council



- Chippenham BID
  - Chippenham Town Council
  - Cranborne Chase AONB
  - Devizes Town Council
  - Great Western Hospitals NHS Foundation Trust
  - Malmesbury Town Team
  - Malmesbury Town Council
  - Marlborough Town Council
  - Royal Wootton Bassett Town Council
  - Salisbury BID
  - Trowbridge Town Council
  - Other businesses / individuals
33. It should be noted that some organisations (e.g. Salisbury City Council) have stated that they submitted comments in the form of a questionnaire only. Therefore, as the questionnaire responses are still currently being fully analysed, further organisations may be added to the above list (these will be identified in the Cabinet report).
34. In addition to the online consultation material, four area workshops were held in Chippenham, Devizes, Salisbury, and Trowbridge. A workshop was also held in Salisbury with representatives of the BID. The aim of these workshops was to explain the review process to key stakeholders/partners and discuss and gather car parking ideas, concerns and questions. A summary of each workshop will be included as an appendix to the final Cabinet report.
35. A petition for 'One hour free parking in Wiltshire Towns' was delivered to Wiltshire Council on 15 January 2015 from Duncan Hames MP. The petition stated that it was signed by 3,750 residents and workers of Wiltshire.

## **Main Considerations for the Committee**

### **Initial Questionnaire Results**

36. This part of the report provides an initial analysis of the questionnaire responses. The first two sections below provide the overall countywide results of the two general questions posed in each questionnaire (i.e. Questions 1 and 2). The next three sections then provide an analysis of the questionnaire responses for each car park in Chippenham, Devizes and Salisbury (the questionnaires for these settlements can be found in **Appendix 2**). These towns have been selected to provide an indication to Environment Select Committee of the nature of the responses received. More detailed analysis of the responses for each car park in each of the 14 towns will be included in the Cabinet report.

#### Aims of Parking Review (Question 1)

37. The overall countywide response to the question "Do you agree or disagree with the following aims of any car parking review?" is summarised below. More detailed analysis can be found in **Appendix 1**.

The majority of consultees supported:

- The Council should prioritise short stay parking near town centres and locate long stay parking more on the fringes of towns.
- For those car parks that are little used, alternative management arrangements or uses should be explored; this may involve selling the land, transferring for community use, or developing the land for new facilities.
- The Council should look to transfer some car parks to parish or town councils if all parties agree
- The Council should invest in new technologies rather than rely on traditional ticket machines and cash payments.
- The Council should set parking charges on a car-park-by-car-park basis rather than on settlement bands (i.e. similar towns having the same charges).
- The Council should set parking charges on a car-park-by-car-park basis rather than on a Wiltshire wide approach (i.e. all towns have the same charges).
- The setting of local car parking charges should be delegated to local area boards to agree in negotiation with Wiltshire Council.

#### Charging Exemption Options (Question 2)

38. The overall countywide response to the question “Do you agree or disagree with the following options for car parking?” is summarised below. More detailed analysis can be found in **Appendix 1**.

The majority of consultees supported:

- The Council should offer a first hour of parking free in areas where local communities (e.g. business groups, town and parish councils, etc.) are prepared to fund the scheme.
- 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 majority of consultees did not support:

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

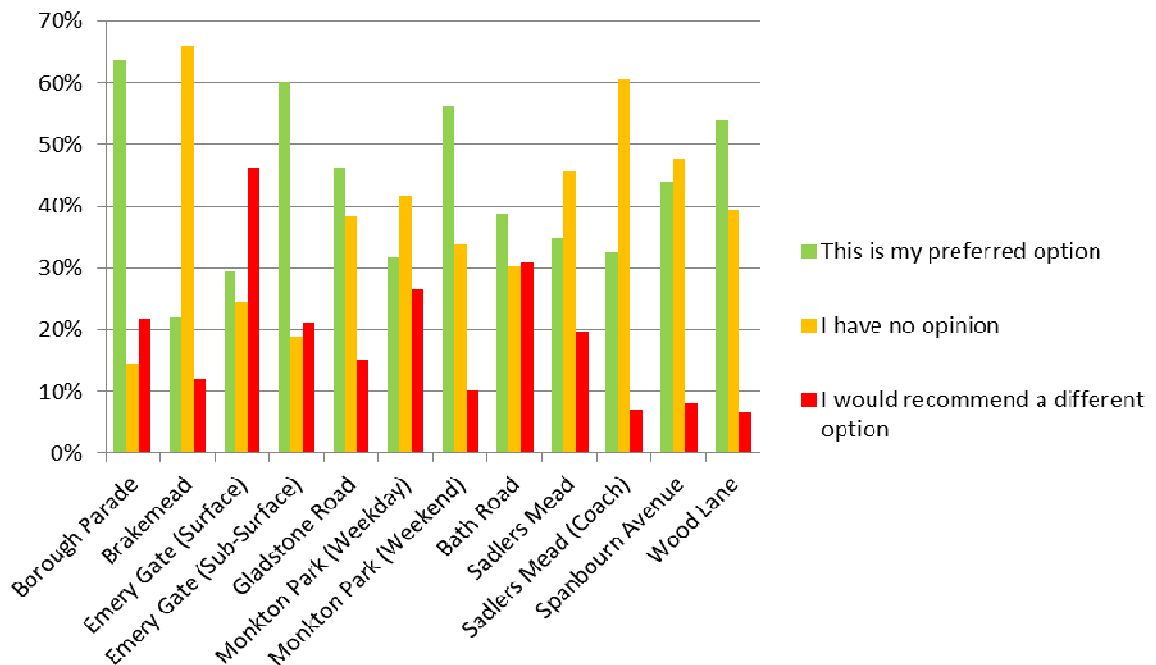
the option above, it still may be significant depending on the number of car parks identified).

- The Council should offer free car parking after 4pm across all car parks but all other parking charges would need to increase to compensate (while this increase would be less than the one hour free charging at all car parks option, it still may be significant particularly if lots of people change their current parking habits to take advantage of the offer).
- The Council should investigate the feasibility of introducing variable charging (this would include increasing charging at peak periods which might mean a reduction for other periods) to help fund the options above.
- To help pay for the options above the Council should introduce Sunday charges, evening charges and overnight charges across all car parks.
- The Council should increase season ticket prices to encourage commuters who tend to park for several hours, to explore alternative travel methods.

### Individual car park questions

#### Chippenham

39. The overall response to the individual car park questions in the Chippenham questionnaire is shown in the chart below. A copy of the Chippenham questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 2**.



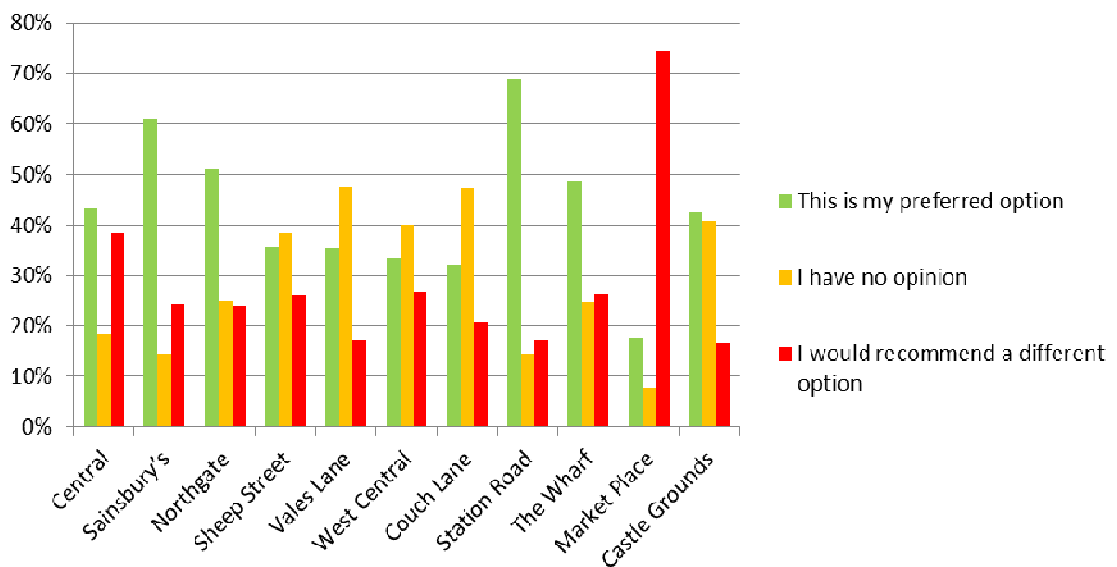
40. Examples of some of the main points taken from comments given by those respondents who selected '*I would recommend a different option*' are provided below (detailed car park-by-car park analysis will be included in the Cabinet report):

- First hour/30 mins free
- Keep charges as they are
- 10p increase will not make a difference/change demand

- Decrease charges to increase turnover
- First hour free; increase charges for second/third hour
- Concerned that increases will drive people to park in residential areas
- Increase car park capacity
- Cheaper short-stay parking
- Concern at increases to long stay charges for those working in town all day

### Devizes

41. The overall response to the individual car park questions in the Devizes questionnaire is shown in the chart below. A copy of the Devizes questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 2**.

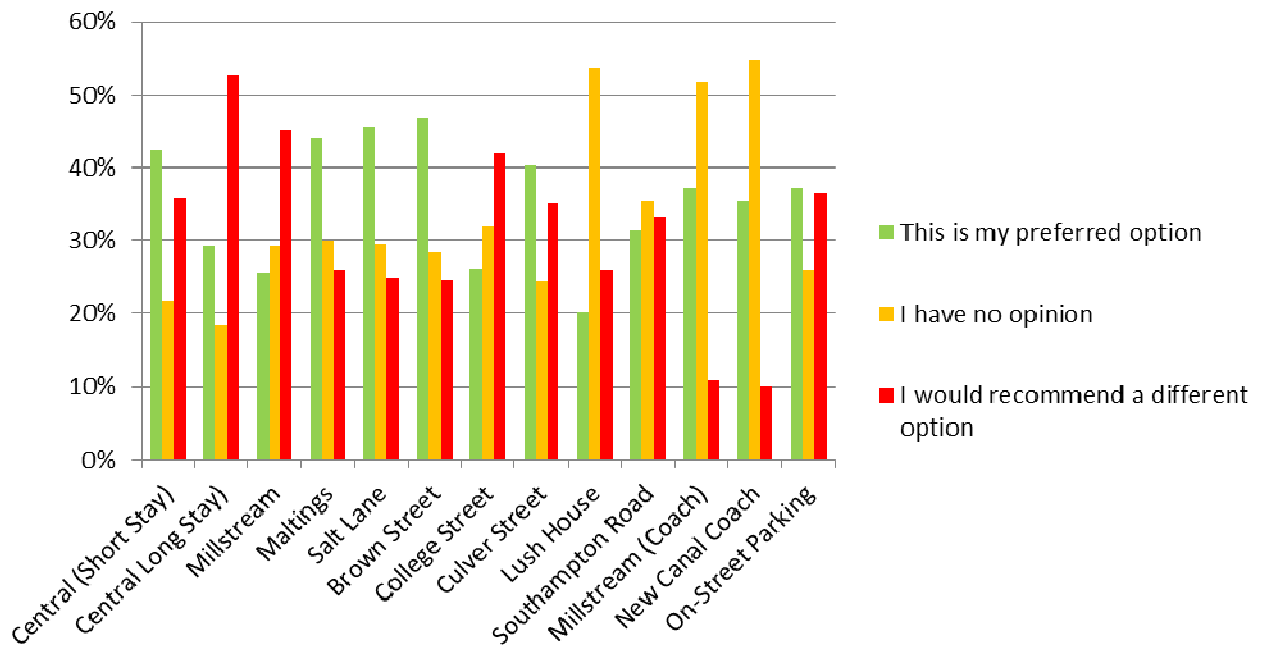


42. Examples of some of the main points taken from comments given by those respondents who selected '*I would recommend a different option*' are provided below (detailed car park-by-car park analysis will be included in the Cabinet report):

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

### Salisbury

43. The overall response to the individual car park questions in the Salisbury questionnaire is shown in the chart below. A copy of the Salisbury questionnaire (which includes details of the suggested option for each car park) is included in **Appendix 2**.



44. Examples of some of the main points taken from comments given by those respondents who selected '*I would recommend a different option*' are provided below (detailed car park-by-car park analysis will be included in the Cabinet report):

- Flat rate of £1 per hour
- Keep 15 minute band
- Keep charges as they are
- Decrease charges to encourage visitors and tourists
- Free Sunday parking
- Decrease all day stay tariff or improve park and ride services
- Increase park and ride running times (open earlier and later) and reliability
- Pay on exit system
- Charge the same rates in all towns in the county
- Park and Ride needs to become more user-friendly in terms of opening hours for commuters.
- Free after 4.00pm
- Charges in line with competing settlements
- Need for standardised charges across Wiltshire
- Advertise park and ride better for visitors

### Workshops

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

- Divide specific car parks into short stay and long stay sections
- Reduce prices in more peripheral car parks when compared central car parks

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

Detailed summaries of each workshop will be included as an appendix to the Cabinet report.

### **Developing Recommended Parking Charges**

46. Through analysing the questionnaire responses, comments provided through the consultation workshops, and written comments received, a set of recommended parking charges for each car park is currently being developed to propose to Cabinet. It is important to note, however, that the recommended charges also need to be considered against the local circumstances outlined in paragraph 26. This may mean that, for example, further reductions to charges cannot realistically be recommended, despite a negative consultation response.
47. To assist Environment Select Committee, the above approach has been used to develop initial draft recommended parking charges for the car parks in Chippenham, Devizes, and Salisbury (see **Appendix 3**). **It should be noted that these charges will be revisited when the full results of the consultation exercise have been analysed to see if any further minor changes need to be made.**

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

48. Season tickets provide users with the ability to purchase their car park stay in advance and enjoy a substantial reduction on the equivalent pay and display tariffs. Season tickets are allocated on a predetermined list of car parks that was agreed in February 2011 together with prices for each town and ticket type (premium or standard). A reduction of 20% was applied to these prices in December 2011 which increased usage dramatically by some 40% in the following year to March 2013. However, this usage increase caused capacity issues in some car parks, most notable in Chippenham. In addition, it is considered that the current season ticket types are outdated.
49. 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).
50. 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 for Cabinet approval in line with this methodology and recommended pay and display charges.

### **Property Asset Review**

51. As part of the review, a number of car parks (see below) were identified for a property asset review as they were considered to be either of non-strategic importance and/or of low viability:
- Church Street, Amesbury
  - Barton Farm ,Bradford on Avon
  - Newtown, Bradford on Avon
  - Budbury, Bradford on Avon
  - St Margarets Hill, Bradford on Avon
  - St Margarets Street, Bradford on Avon
  - Brakemead, Chippenham
  - Couch Lane, Devizes
  - Castle Grounds, Devizes
  - Burnham Road, Malmesbury
  - Savernake Hospital, Marlborough
  - Bath Road, Melksham
  - Bradford Road, Trowbridge
  - Southwick Country Park, Trowbridge
  - Emwell, Warminster
  - Furlong, Warminster
  - Weymouth Street, Warminster
  - Smallbrook Lane, Warminster
  - Warminster Road (Zone B), Westbury
  - Westbury Leigh, Westbury
52. With consideration of the relevant consultation responses received, and in liaison with potential interested parties (e.g. community groups, town councils, etc.), a series of options will be developed and assessed to produce a preferred option for each car park listed above (except Brakemead in Chippenham which is recommended for retention as a Wiltshire Council staff car park given its proximity to Monkton Park). Without limiting or predicting the outcomes of this process, the range of options could include: re-deployment to another service in Wiltshire Council; marketing for sale, lease or licence to a third party (see section on localism below); operational management by a third party (see section on localism below); on-going operational management by Wiltshire Council; and surrender of lease or licence to the landlord.

## **Localism**

53. 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 opportunities will be considered:
- Enable community groups to 'buy back' a proportion of spaces from Wiltshire Council in identified car parks to offer as free or subsidised parking (e.g. as part of a '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. Essentially this policy means that Wiltshire Council can transfer the management and/or ownership of an asset to the community and may do so in some instances, at less than market value, if sufficient social or economic benefits can be delivered by the proposal. This process also applies if parish/town councils or community groups want to take on and maintain local facilities.
  - Enable community groups to run identified car parking services in accordance with Wiltshire Council's Delegation of Services to Town and Parish Councils and Funding of Delegated Services Policy. Essentially, this policy means that Wiltshire Council delegates the service to the community, allowing for local delivery.

## **Safeguarding Implications**

54. There are no direct safeguarding implications arising from the proposal in this report.

## **Public Health Implications**

55. There are no direct public health implications arising from the proposal in this report. The draft reviewed LTP Car Parking Strategy has been subject to a SEA which includes consideration of a number of relevant public health topics.

## **Procurement Implications**

56. There are no direct procurement implications arising from the proposal in this report.

## **Environmental and Climate Change Considerations**

57. There are no direct environmental and climate change considerations arising from the proposal in this report. The draft reviewed LTP Car Parking Strategy has been subject to a SEA and HRA which includes consideration of a number of relevant topics.

## **Equalities Impact of the Proposal**

58. There is no direct equalities impact arising from the proposal in this report. The draft reviewed LTP Car Parking Strategy has been subject to an EqIA.



## **Risk Assessment**

59. There are no direct risks arising from the proposal in this report.

## **Financial Implications**

60. There are no direct financial implications arising from the proposal in this report.

61. The final Cabinet report will contain the financial implications of the countywide proposed charges.

## **Legal Implications**

62. There are no direct legal implications arising from the proposal in this report.

## **Options Considered**

63. That members of the committee note the initial results of the consultation and comment on the proposed approach to revising the Wiltshire LTP Car Parking Strategy before it is considered for adoption by Cabinet.

## **Conclusions**

64. The current LTP Car Parking Strategy needs to be reviewed at this time for a number of reasons.

65. Parking trials in Salisbury (Culver Street car park) and Westbury, and site visits to other local authorities regarding parking technologies have both helped inform the review.

66. An extensive 12 week consultation exercise has been undertaken supported by a significant amount of associated information. Separate questionnaires were published for each of the 14 towns with Council car parks and a possible charging option for each car park was included in the relevant questionnaire based on an analysis of local circumstances. This methodology was endorsed by the Car Parking Review Scrutiny Task Group in September 2014.

67. The consultation has received good exposure. In total, 5,013 people and organisations responded by completing questionnaires. Separate written comments have also been received from a number of organisations and individuals. In addition, five workshops have been held with key stakeholders.

68. The majority of consultees supported the aims of the parking review as set out in Question 1 of the questionnaire. By contrast, in terms of options for charging exemptions (Question 2), the majority of consultees only supported the options of 'free first hour' and 'free after 4pm' where local communities are prepared to fund the scheme.

69. To assist the Environment Select Committee, initial questionnaire results and recommended parking charges for Chippenham, Devizes and Salisbury have been included in the report. More detailed car park-by-car park analysis will be included in the Cabinet report.

70. The numerous suggestions and comments made either through the questionnaires, separate written responses or workshops are currently being considered by officers for action either as part of the review or as part of further work and liaison with town councils, BIDs, community groups, etc.
71. Given current car park usage and capacity pressures, it is considered that a number of amendments need to be made to the season tickets policy, process and prices. A revised approach will therefore be presented to Cabinet.

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

None

**Appendices:**

- Appendix 1 – Consultation analysis (Questions 1 and 2)
- Appendix 2 – Questionnaires for Chippenham, Devizes and Salisbury
- Appendix 3 – Recommended charges for Chippenham, Devizes, and Salisbury