

CABINET

4 DECEMBER 2013

THE OVERVIEW AND SCRUTINY COMMITTEE

20 January 2014

WINCHESTER DISTRICT CAR PARKING STRATEGY

REPORT OF HEAD OF MAJOR PROJECTS

Contact Officer: Andy Hickman Tel No: 01962 848105

RECENT REFERENCES:

CAB 2511 - Winchester District Parking Strategy, 11 September 2013

EXECUTIVE SUMMARY:

This report invites Cabinet to note the consultation responses to the Council's discussion paper 'Towards a Winchester District Parking Strategy' and to approve the final version of Winchester District Parking Strategy.

During the six week consultation period 299 responses were received from a wide range of groups, representative bodies, local members, individuals and key stakeholders. Many varied and well informed comments were submitted and have been considered in the development of the Strategy now presented for approval.

The Winchester Town Forum considered the Consultation Paper at its meeting on 11 September 2013 and subsequently set up a set group of members to provide input into the consultation.

The Chairman of The Overview and Scrutiny Committee has asked that the Committee considers the matter at the stage when the formal strategy is available from Cabinet.

RECOMMENDATIONS:

To Cabinet:

1. That the responses to the consultation on the Council's document 'Towards a Winchester District Parking Strategy' are noted;
2. The Winchester Parking Strategy is approved that authority to make any minor textual amendments and to publish the final Strategy following consideration by Cabinet is delegated to the Head of Major Projects in consultation with the Portfolio Holder for Neighbourhoods and Environment.

To The Overview and Scrutiny Committee:

That The Overview and Scrutiny Committee raises with the Portfolio Holder any issues arising from its consideration of the draft Strategy and whether any items of significance should be drawn to the attention of Cabinet.

CABINET4 DECEMBER 2013THE OVERVIEW AND SCRUTINY COMMITTEE20 January 2014WINCHESTER DISTRICT CAR PARKING STRATEGYREPORT OF HEAD OF MAJOR PROJECTSDETAIL:1 Introduction

- 1.1 This report presents for consideration the proposed City Council's strategy for parking in the District. The Strategy has been drafted following the publication of the document 'Towards a Winchester District Parking Strategy' which was subject to a 6 week public consultation in the autumn of 2013. The Strategy covers a 5 year period and will be reviewed part way through that period. As a strategic document it does not set out a detailed action plan for every aspect of car parking in the District. It does, however, set out the basis on which the Council will make decisions in the future and what impact it is intended these should achieve. The Draft Strategy is set out in Appendix 1.
- 1.2 A car parking strategy for the District will help to inform the development of other major projects which are being considered to deliver key corporate objectives together with capital expenditure decisions and related matters such as car parking charges which will be considered as necessary. Further actions needed to deliver the aim and objectives of the Strategy will be developed as part of the annual car parks improvement programme considered by Cabinet in February of each year.
- 1.3 Consultation on the discussion paper took place with key stakeholders and the public which has provided valuable input to the development of the Car Parking Strategy itself.
- 1.4 The Strategy seeks to strike a balance between different objectives including through effective parking and traffic management:
 - Economic factors such as impact on businesses;
 - Environmental issues such as air quality and carbon emissions;
 - Social factors including how any changes will impact on residents and visitors.

1.5 The Winchester Town Access Plan and the County Council's associated Traffic Management Study includes policies and issues which are relevant to the development of a District Parking Strategy with respect to the Town area and these have and will continue to be considered as part of the development and delivery of the Strategy.

2 Discussion.

2.1 The principle at the heart of this Strategy is to ensure that enough car parking spaces to meet the aim and objectives of the Strategy are provided in the right place. To achieve this it has been important to understand what purpose particular car parking fulfils and what levels of usage there are. This has been informed by the detailed surveys and studies undertaken in the development of the Strategy and through the many comments and input received through the consultation. The Strategy as presented favours the principle of parking consolidation, making sure that the car parking needed is provided efficiently, probably in fewer but better designed locations. It is important to recognise that consolidation does not necessarily mean reduction in the overall amount of parking provided but it does mean the best configuration of the spaces we need. This approach, if undertaken in the right way, will help to achieve environmental and social benefits whilst seeking to support good asset management principles and support economic needs.

2.2 Many supportive comments were made during the consultation about the Park and Ride services and suggestions about how they could be made better, extended and usage increased. It is proposed to refine and improve the Park and Ride, through a review of the services, as a way of reducing traffic in the town centre whilst offering a keenly priced and convenient option for the people who want to visit and work in Winchester. The Park and Ride service will remain an integral part of the 3-ring approach to parking which was recently adopted for Winchester Town. This policy will be further developed to encourage parking in the right place for particular destinations and attractions.

2.3 In our market towns we will look at improvements in the management and provision of parking space to ensure their continuing vitality, working in partnership with local business and the respective parish and town councils.

3 Consultation Response

3.1 During the 6 week consultation period 299 responses were received including many detailed points and suggestions. Specific meetings and visits were organised with key stakeholders such as the Winchester Town Forum, The Winchester Business Improvement District and Chamber of Commerce and Winchester against Climate Change.

- 3.2 A good range of responses were received with the majority being from individuals but a good response also from elected members, businesses and other groups. Around 75% of the responses were from Winchester Town and the remaining from across the District.
- 3.3 The majority of the respondents felt that the current levels of car parking provision meet current needs most of the time but that there are some key pressure points in Winchester Town, Bishops Waltham and Wickham where some expansion is needed to meet future needs and growth.
- 3.4 The vast majority of respondents support the aim and guiding principles of the Strategy together with the suggested charging/ pricing policy based on the 3-ring approach but there was little support for the suggestion that evening and Sunday charges should be considered for some of the central Winchester Town shopping car parks.
- 3.5 A consultation report has been produced and has been taken into account in formulating the Strategy, see Appendix 2 to this report.

OTHER CONSIDERATIONS:

4 SUSTAINABLE COMMUNITY STRATEGY AND CHANGE PLANS (RELEVANCE TO):

- 4.1 This exercise is relevant to all three outcomes of the Winchester District Community Strategy, ie High Quality Environment, Active Communities and Economic Prosperity.

5 RESOURCE IMPLICATIONS:

- 5.1 None at this stage but the Strategy will require investment to achieve its aim. Resources will need to be carefully planned in order to develop and deliver the actions arising from the strategy. These will come forward primarily through major projects which will be considered further by Cabinet on an individual basis and through the formulation and approval of the Capital Programme.
- 5.2 The car parks improvements programme will also be a key delivery mechanism; this programme is approved by Cabinet annually.
- 5.3 The Car Parks Property Earmarked Reserve balance is forecast to be c£390,000 at the end of 2013/14. Additionally, an annual revenue contribution of £180,000 is made to the reserve in order to support the annual car parks major works programme.

6 RISK MANAGEMENT ISSUES

- 6.1 None at this stage but risks will be considered in the development and agreement of actions arising.

BACKGROUND DOCUMENTS:

[Winchester Town Access Plan July 2011](#)

APPENDICES:

1. Draft Winchester District Strategy
2. Consultation Report November 2013

Winchester District Car Parking Strategy

2014 - 2018



Winchester
City Council

I am pleased to introduce the City Council's 2014 -2018 District Car Parking Strategy. The strategy focuses primarily on off-street public car parking provision and follows on from the publication of 'Towards a Winchester District Parking Strategy' which was subject to public consultation in the autumn of 2013. More than 300 responses were received which provided a wide ranging and diverse set of opinions. Winchester City Council is very grateful to everyone who took time to respond and we have given careful consideration to their suggestions.

The strategy covers a five year period and will be reviewed regularly. As a strategic document it does not set out each and every decision or action that will affect car parking in the District but does set out the basis on which the Council will make future decisions and what these should achieve.

At the heart of this strategy is the principle that we should have enough car parking spaces in appropriate locations to ensure the success of our town centres and improve the quality of our environment. This seems simple enough, but the simplicity is deceptive. To achieve it we need to understand what purpose car parking fulfils and what patterns of usage individual car parks have. We also need to understand what influences parking choices and what changes it would be possible to bring about if these were desirable. We take the view that well used car parking is an essential economic asset but underused car parking is a wasted resource for which there may be a better use. That is why we favour the principle of consolidation, making sure that the car parking we need is provided efficiently, probably in fewer but better designed locations. It is important to recognise that consolidation does not necessarily mean reduction – it means the best configuration of the spaces we need.

Winchester is now relatively unusual for a busy and successful town in not having charges on a Sunday or in the evening, and this is a promotional tool which is well supported by businesses. We intend to maintain this approach although we recognise that there may come a time when modest charges for the use of central car parks are needed to manage demand, congestion and air quality.

Many supportive comments were made in our consultation about the Park and Ride services and how it could be made better, extended and usage increased. We fully intend to refine and improve our Park and Ride service as a way of taking traffic out of the town centre whilst offering a keenly priced and convenient option for the people we want to visit and work in Winchester.

In our market towns we will look at improvements in the management and provision of parking space to ensure their continuing vitality, working in partnership with local business and the respective parish and town councils.

We believe our car parking strategy will help to make our District a more pleasant place to visit, work and live in.

Cllr Jan Warwick

Introduction

This strategy sets out Winchester City Council's approach to managing the provision of car parking to serve Winchester itself (which for clarity we refer to as 'Winchester Town') and in the market towns of New Alresford, Bishops Waltham, Wickham and Denmead. This strategy provides a framework for decision making in the period 2014 to 2018. It focuses primarily on the management of off-street public car parking provision. With some limited exceptions we do not consider that the issues of private off street car parking are significant enough to warrant a strategic approach and can be dealt with within the day to day traffic management context.

On street parking especially for residents does raise some issues and will need to be kept under review. We do not envisage any change to the purpose or priorities of our approach to on street parking in the strategy period.

Aims and Objectives

The aim of the Council's parking strategy is:

To provide a sufficient number of suitably located and managed car parking spaces to sustain the long term economic, social and environmental well being of Winchester Town and District.

In order to do this it will seek to:

- ensure efficient parking and traffic management
- use parking assets to the best advantage through pricing, promotion and information
- reinforce business and visitor confidence in their available parking options
- maintain investment in car parking and traffic management
- improve air quality and reduce carbon emissions derived from vehicle movements

We acknowledge that it is not easy to do all of this in every decision. Some interest groups would argue that the Council should seek to pursue some objectives and not others. The Council believes that it is right to balance these objectives in pursuit of the overall aim.

Background and Policy

Winchester City Council looks after an area of 660 square kilometres (250 square miles) and a population of around 117,000 people. Winchester's rich heritage and natural landscape make conservation, planning, tourism and archaeology important features of the Council's work. Winchester Town is a centre for employment, education and learning which generates a large amount of in-commuting daily. It is an important shopping location. Our market towns are important local centres which attract a significant number of visitors as well serving the needs of their residents.

Much of the District is within easy commuting distance of London, Southampton and Portsmouth. There are significant development areas in the District at various stages of approval or construction including West of Waterlooville, North of Whiteley, Barton Farm and Silver Hill in Winchester. To the south of the District Whiteley offers a modern commercial and industrial base for many of the area's high-tech employers and has recently had significant investment in its retail centre which opened in May 2013.

Winchester Town's high job density and compact, historic layout combine to produce traffic levels and problems far beyond that which would normally be associated with a town of its size. It experiences many of the problems associated with an ancient city centre such as narrow ancient streets and footways that allow little scope for improving provision for road users and pedestrians. Our market towns can face similar problems with intense competition for the available car parking spaces.

The Local Transport Plan 2006-2011 set out the role of Access Plans and how they will guide the longer term vision and strategies covering all modes of transport within larger settlements such as Winchester. The Winchester Town Access Plan jointly developed by Hampshire County Council and Winchester City Council is a strategy which sets out a shared vision for how access to facilities and services within the town will be improved. It focuses on improving accessibility and air quality, reducing the level of traffic in the city centre and therefore improving the situation in terms of localised congestion.

The four key aims of the Access Plan are:

- to ensure that the vitality and resilience of the local economy is strengthened by planning for movement and access which is economically and environmentally sustainable
- to lead a transition to cycling, walking, public transport and low-carbon modes of travel, including low emission private and commercial vehicles.
- to reduce the negative effects of transport related carbon emissions on all neighbourhoods including the town's historic environment, particularly in relation to air quality and the safety of pedestrians and cyclists
- to enhance the social and cultural wellbeing of Winchester by providing access for all.

There is no comparable Access Plan for the market towns in which the City Council provides car parking, but the four key aims above would apply equally to those settlements.

Managing car parking

For the purposes of considering and developing this parking strategy the Winchester Town and the market towns are considered separately.

Winchester Town is subdivided into 'quarters' which recognise the way in which different parts of the town function and the way in which existing car parks serve the central shopping area, the northern part of the town centre, the station approach area

and the Chesil Street areas. Park and Ride is considered as a separate service which serves a number of different areas and activities

Car park usage and occupancy surveys have been undertaken over a number of years, and a new survey undertaken in the Spring of 2013 to provide up to date comparison information. More detailed information on the surveys and over information gathering are given in Appendix 2.

What the survey shows is that over the last five years:

- overall parking provision has increased due to the opening of the new South of Winchester Park and Ride
- overall occupancy rates are steady in 'ordinary' months
- visitor numbers have increased at peak times such as Christmas

	Number of spaces	Maximum number of cars parked	Max Occupancy Rate
May 2007	3962	3372	85%
Sept 2010	4826	3355	70%
May 2013	4664	3315	71%

The table below shows the results of occupancy surveys for the most important car parks in Winchester Town in May 2013

Area / 'Quarter'	Car Parks	Spaces	Mon-Fri Max. Occupancy	Sat & Sun Max. Occupancy
Shopping Quarter	Colebrook St, The Brooks, Friarsgate, Middle Brook St, Upper Brook St&Cossack Lane	884	74%	94% & 81%
Station Quarter	Tower Street and Gladstone Street	617	100%	57% & 75%
Chesil Quarter	Chesil MSCP and Chesil Surface	695	58%	43% & 38%
Northern Quarter	Cattle Market, Worthy lane, Coach Park	440	75%	24% & 48%
Park & Ride	Barfield, St Catherine's & 'South'	1623	57%	26% & N/A

It should be noted that within the parking industry 85% occupancy is generally considered to be the figure whereby operational capacity has been reached. At this level of usage people find some difficulty locating a vacant space and may leave to look for an alternative elsewhere. There has been a view in the past that Winchester is a difficult place to access and park and the City and County Councils have worked hard to change this image particularly through the provision of Park and Ride car parks and bus services. This has enabled much greater scope and opportunity to hold and cater for special events such as the Hat Fair and Christmas markets which are extremely important for the economy and prestige of the Town.

Appendix 1 contains more detailed information about the car parks currently managed by the City Council. These are grouped into 'quarters' which reflect the location and to some extent the function that the car parks fulfil. It is important to stress that not all car parks are used in the same way or for the same purpose. Grouping the car parks together helps to create a better understanding of how they benefit the Town and how they might be made to function more efficiently. It also helps to identify how and where we might be able to use existing space more effectively without a negative impact on the economic vitality of the Town.

Some car parks within the Town do not fit into any particular group and we have identified these separately. In our market towns the car parks generally serve the town centre but often have competing demands upon them, particularly from short and long term users.

Appendix 1 helps to explain who uses the car parks and what for. All these uses are important and it is important that we can meet these needs into the future.

On-street parking

Although the most complex issues for this strategy are presented by off street car parking, on-street parking management and enforcement is also a very important part of parking provision. The City Council manages on-street car parking under an agency arrangement with the County Council (which is the highway authority). This gives full control of parking to one authority which has great advantages in terms of the efficiency and overall control and policy across types of parking provision. The City Council will seek to maintain the agency arrangement and the excellent working relationship with the County Council on which it is based.

Parking restrictions can only be implemented following the correct legal process which then allows for restrictions to be legally enforceable and Civil Enforcement Officers to issue Penalty Charge Notices to drivers who park in contravention of the restrictions.

An annual programme of Traffic Regulation Order investigations is agreed by the Council's Traffic and Parking Committee. Once agreed for inclusion in this programme a process of consultation with local councillors, the Police, residents and other interested bodies and organisations is undertaken. Depending upon the level of support or otherwise the proposed restrictions are then considered formally and agreed or not taken forward depending upon the particular circumstances.

The Council receives many requests for additional restrictions. It is not always easy to reach agreement on the implementation of new restrictions as there are often different interests and views which effect such proposals.

In the rural parts of the District and in the market towns restrictions are generally introduced on an 'as needed' basis to deal with specific issues. In Winchester Town there is a much more complex interaction between parking activity and locations, and problems have to be addressed with an understanding of the potential knock-on effect of specific measures, in particular the use of controlled parking zones.

Within controlled parking zones, a residents' parking scheme was introduced in the early 1990's in the central areas and has expanded in subsequent years, most recently into parts of Stanmore and Abbots Barton. The primary purpose of residents parking schemes is to manage commuter and other long term parking within residential areas. In 2010 a review of the scheme was undertaken and a priority list of areas to be considered for expansion of the residents parking scheme was agreed. The next area to be considered is Winnall and the operation of the residents parking scheme will be kept under review during the life of this strategy.

Business and private parking

The City Council recognises that some level of on site parking is necessary for many businesses to operate successfully, usually for the convenience of their customers, for visitors or for staff. Promoting economic vitality means recognising this requirement and working with businesses to find the best way to support their commercial success with good public transport or public parking options to minimise the amount of workplace parking they need. This is also true for public sector businesses in Winchester Town such as the hospital, universities, and courts service which are an important part of Winchester's economy but which necessarily create significant requirements for car parking due to their wide catchment area and extended operating hours.

The City Council will maintain a dialogue with major employers and service providers in the Town to understand their parking requirements and to work towards viable and effective options for them to reduce city centre car parking without unreasonable impact on their business needs.

In particular we will support and improve Park and Ride options which have already resulted significant transfer of car trips to the park and ride.

Parking for disabled people

Most of the Council's public car parks have disabled parking bays and blue badge holders can park in any pay and display car park free of charge. Blue Badge Holders must not however exceed the short stay limits which are indicated by signs in the car parks and on street. All park and ride buses have low floors and are fully accessible.

In pay on foot (barrier controlled) car parks blue badge holders are required to pay for parking. Blue badge holders can park free of charge on street in designated disabled bays, in resident permit holder bays and in pay and display bays.

Dial a ride services are available in Winchester for people with mobility impairments who have difficulty using their own or public transport. A 'Shopmobility' electric buggy and wheelchair hire service is also available in Winchester. These services are provided by Winchester Area Community Action under contract to the County and City Councils and we intend to continue to commission these services in the future.

Management and enforcement

The Council operates and carries out enforcement in 35 car parks across the District. Because parking is important in helping to maintain the economic vitality of local business it is important to ensure that car park users observe the various rules and restrictions which have been put in place to ensure that car parks operate efficiently. It is also important that car parks are kept in good condition and repair.

Enforcement of on-street parking is carried out by the City Council as agent for Hampshire County Council. This ensures that there is consistency and coordination in the management day to day operational issues.

All car parks including those some distance from Winchester Town are patrolled on a daily basis by vehicle or moped (the parking service also operates an electric vehicle for patrols) to provide a good level of service to residents, the Council's residents parking scheme areas are also patrolled on a regular basis with patrols taking place until 10pm six nights a week.

Penalty Charge Notices (PCNs) are only issued when it is believed that a contravention of a relevant regulation has taken place. The Council issues approximately 12,000 PCNs per annum and has one of the lowest appeals rates to the adjudication service in the country. All enforcement officers undertake thorough training before starting enforcement duties. There are no financial targets or bonuses for staff relating to PCNs.

Car parks in Winchester are a mixture of pay and display and pay on foot car parks many of which have achieved the 'Parkmark' safer parking status. Several of these car parks also accept payment by card and payment via mobile phone. We will continue to develop as many payment options for car park users as we can reasonably do.

As well as the enforcement team, Parking Services in Winchester also manages all 'back office' functions relating to parking including daily management of the car parks themselves, dealing with representations and challenges against PCNs the issuing of residents and visitors permits and scratchpads, the issuing of waivers and dispensations, managing parking suspensions and also providing a face to face service for taking payments at the parking counter in the Council's main reception area.

Detailed quarterly and annual checks are undertaken for all car parks in conjunction with qualified building surveyors and structural engineers where appropriate and recommendations made for any repair work or improvements to be undertaken. Provision for these costs is made in the Council's capital programme as part of its Asset Management Plan.

Forthcoming Changes to Parking Provision

The City Council has already given planning consent to a number of developments which will have an impact on the number and location of car parking spaces serving Winchester Town. Indicative timings are shown but these may be subject to change.

	Reduction in spaces	Addition of spaces	Possible commencement date
Upper Brook Street – use of existing car park for new GP surgery	58		2014
Friarsgate/Silverhill – replacement of Friarsgate car park with new public parking for Silver Hill scheme	351	330	2015
Total – central area	409	330	
Barton Farm Park and Ride facility	0	200	2016
Pitt Manor Park and Ride facility	0	200	2015
Rail Station car park extra provision by NR/SWT	0	110	2013
Total – outer/Park and Ride	0	510	

Other proposals may come forward in the period of this strategy which would affect a car park either partly or in its entirety. The Council will assess these using the aim and objectives of the Parking Strategy. Careful consideration will be given to the timing. The timing of future changes will be a very important factor i.e. the loss of car parks and the displacement of parking will need to be very carefully considered and planned.

The principles underpinning the Council's strategy

Based on our analysis of the way in which car parks are used, and the aim and objectives we have set out, the principles which inform our strategy are as follows:

- parking provision must be 'purposeful' i.e. it must be suitably located and managed to fulfil a specific functional requirement. Parking provided simply to meet a target for numbers of spaces may be underused and wasteful.
- efficient traffic and parking management is essential to ensure that wider environmental, social and economic objectives are met and to ensure that the safety of all residents remains paramount. This will require a level of investment

in parking and traffic management across the District which income from car parking can help to provide.

- car parks need to be of a high standard in terms of facilities and condition. A continued investment is required in order to maintain and improve facilities (including new facilities like electric charge points).
- at 85% occupancy of a car park is considered 'full' in terms of the efficient operation. Once this figure is exceeded people lose confidence and look elsewhere either for a parking place or even a destination. This definition of 'full' will be used in our decision making assumptions.
- pricing of car parking and promotion needs to be 'intelligent' and to encourage usage. Additional payment options need to be provided where possible to make usage as easy and stress free as possible.
- Park and Ride services are a fundamental part of our parking provision.
- on street parking issues need to be kept under review and traffic/ parking restrictions used where required. Any changes to off-street parking provision will need to take this into account and to minimise any impacts on resident's parking.
- marketing/ promotion of car parking needs to be improved and be used as a tool to encourage use of the most appropriate parking for different purpose/ needs.
- the timing of any changes to parking provision needs to be carefully planned in order to reduce and manage any negative impacts.
- traffic signing is a useful tool in order to direct people to car parks but will only influence a small amount of people in terms of choosing a place to park.
- working closely and constructively with employers and major service providers is essential to plan and manage parking provision to meet the aim of the Parking Strategy.
- car park users expect charges to be reasonable and proportionate. The Council needs to generate enough income from car parking to cover its costs and to allow for investment in the future. Car parks occupy valuable sites and charges need to reflect this aspect. If they are not serving their purpose effectively, or their usage could be consolidated, there may be some other economically beneficial use to which a particular site could be put. The Council will consider any such proposal on its individual merit guided by this strategy.

Our Strategic Approach

Winchester Town

Current levels of parking provision in Winchester town are considered adequate to meet the aim of the Parking Strategy but there is limited opportunity to support retail and commercial expansion or the take up of empty employment space in the town. Overall car parking levels serving the town will therefore be retained at current levels or expanded slightly in certain locations aiming to achieve 85% operational occupancy levels. The location and management of car parking provision may change in order to achieve this. The degree of any expansion will be considered carefully to ensure that it supports sustainable economic growth.

We will seek to consolidate parking in the most suitable locations within each quarter based on evidence of the way in which individual car parks are used. This will result in better quality car parks which are conveniently located to support the economic vitality of the town whilst reducing the impact on traffic flows and improving air quality. The needs and impacts on residents, businesses and other attractions will be considered carefully in relation to any changes on a case by case basis and the timing of changes will need to reflect development in and around Winchester Town such as the SilverHill scheme and Barton Farm.

The 'three ring' approach to segmenting our car parks in Winchester Town will support tourism and the economy and will also help to reduce congestion, improve air quality and reduce our carbon footprint. Our Park and Ride services contribute extensively to these objectives and our 'gateway' car parks located at the edge of the city will be enhanced so that motorists can park close their entry and exit route without entering the one way system.

Market towns

Consideration will be given to an increase in the capacity of car parking in the three market towns either through a small increase in the number of spaces provided or through changes in the management of existing car parking to align better with the operational requirements of local businesses and services.

Parking Management

Investment in car park improvements, maintenance and cleaning is essential and will be achieved through a systematic approach to asset management. An annual improvement programme will continue to be implemented.

Efficient and effective management of traffic and parking will be maintained through a pricing strategy which offers choice to the customer but which also reflects the relative value and impact of those choices. This will mean:

- we will maintain the current three ring approach to segmenting prices in Winchester Town. In general terms the cheapest day parking will be provided at Park and Ride sites, the next cheapest in the inner car parks and the most

expensive in the most centrally located car parks. This offers people a choice whilst sending a strong message to encourage use of car parks with the least impact on air quality.

- we will continue to work with employers to ensure that park and ride services meet their needs and continue to offer incentives for people to use park and ride where this best suits their needs of employees, customers and students

We will ensure that car parking provision in Winchester Town is aligned to the Town Access Plan Traffic Management Strategy for the one-way system. Car park locations and the pricing strategy are a key support for the objective of reducing cross town traffic and improving air quality.

We will seek to improve a coach parking facilities and will give consideration to the provision of new coach parking to south of Winchester Town in addition to the current site at Worthy Lane in order to help reduce cross town traffic.

We will improve the marketing, promotion and signing of car parks to encourage use of most suitable car parks for specific purposes, reinforcing the three ring approach to car parking management.

A comprehensive review of the Park and Ride service will be undertaken during 2014 for contractual purposes which will assess how new sites, provided through planned developments, can be best brought into the overall scheme operation.

Winchester Town Shopping Quarter

Car parks located in the shopping quarter:

- Middle Brook Street and Cossack Lane Car Park
- Friarsgate Multi-storey
- The Brooks Multi-storey
- Upper Brook Street Car Park
- Colebrook Street Car Park

Capacity of car parks	884 spaces
Max occupancy Mon-Fri	654 cars parked - 74% full
Max occupancy Sat	828 cars parked - 94% full
Max occupancy Sun	712 cars parked - 81% full
Average car occupancy	1.70 people per vehicle
Average Length of stay	2.70 hours
Average distance travelled	12.0 miles

Journey purpose Journey Frequency

Shopping	48%	Every Day	2%
Social	12%	2-3 times a week	11%
Health	9%	weekly	21%
Leisure	8%	2-3 times month	27%
Other	23%	monthly or less	40%

Shopping Quarter - Comments

- Heavy usage limited to short term, dominated by shopping, social & leisure uses (68%)
- Good car occupancy, but short stay visits
- High number of 'occasional' visitors
- Used more at weekend than weekday
- Significant Sunday use (close to Saturday figures)
- Relatively low (Mon-Fri) 74% occupancy possibly due to 'Friarsgate' car park condition/ attractiveness
- But often full, especially peak times

Shopping Quarter – Issues

- The location of some car parks contributes to access and intrusion problems.
- Upper Brook Street will become the site of a new General Practitioners surgery in due course with the loss of 52 spaces.
- If the City Council's offices are redeveloped then careful consideration will need to be given to the use of Colebrook Street car park. This car park is poorly

located in terms of vehicular access and capacity will be needed in this area when Friarsgate car park is out of action due to a potential redevelopment of the SilverHill area.

- Friarsgate/ Silver Hill redevelopment will temporarily lose all the spaces from the existing Friarsgate multi-storey car park, but re-provide most of these once the redevelopment scheme is complete. Surveys demonstrate that there is a need/ demand for the existing level of car parking provision in this quarter to be maintained even without taking into account future growth in population, office and retail demands.
- The current provision of dispersed car parks in this quarter causes access problems and unnecessary and intrusive vehicular movements. A 'consolidation' of spaces/ car parks with the redevelopment of 'surface' car parks and replacement with possible improved 'decked' provision on Middle Brook Street site and as part of the SilverHill redevelopment would help to reduce unnecessary car trips in the area and through the one-way system and hence help to reduce air quality issues. The relationship with Friarsgate is important as at present traffic entering car parks in the central area has to travel around the one way system to return towards their point of origin. This increases pressure on streets such as St Georges Street and if Friarsgate could become two way this would reduce unnecessary trips along the one-way system thus opening up opportunities to make improvements to the streetscape.

Winchester Town Northern Quarter

Car Parks located in the northern quarter.

- Cattle Market Car Park
- Coach Park Car Park
- Worthy Lane Car Park

Capacity of car parks	440 spaces
Max occupancy Mon-Fri	331 cars parked 75% full*
Max occupancy Sat	106 cars parked 24% full
Max occupancy Sun	212 cars parked 48% full
Average car occupancy	1.28 people per vehicle
Average Length of stay	7.76 hours
Average distance travelled	13.1 miles

<u>Journey purpose</u>		<u>Journey Frequency</u>	
Work	57%	Daily	26%
Business	17%	2-3 times a week	22%
Other	17%*	weekly	14%
Education	3%	2-3 times a month	9%
Shopping	2%	monthly	15%
Leisure	2%	less	14%
Social	2%		

*mainly rail users

Northern Quarter – Comments

- Weekdays dominated by work, business and rail related uses (91%) and long stay visits
- High number of ‘regular’ users
- Little used at weekend, other than for ‘car boot’ sales
- Recent usage and income increases due to improved ticketing options ie discounted for weekly and monthly purchases.
- Too remote from centre - will never be relevant to retail
- Coach Park location useful but creates trips through one way system
- Strategic location within station approach development area
- Coach Park also provides valuable parking for the Winchester Hotel

Northern Quarter – Issues

- There are opportunities to redevelop car parks in this quarter to provide new commercial premises and to improve the amenity of the area. Such developments could include parking as part of the schemes.
- There is a need to provide car parking to serve the needs of this quarter and that of the Station quarter at approximately current levels including the Railway station and businesses located near by.
- South West trains may provide additional parking at the Railway Station and this will need to be considered as part of the assessment and overall considerations and needs of the area.
- The Barton Farm development which is progressing will provide 200 parking spaces at a new Park and Ride ‘North’ site accessed off Andover Road.
- There is a need to provide some additional coach parking elsewhere to serve access from the south of the City possibly at Park and Ride sites as this would remove need for coaches to travel through the one-way system after dropping off at the Broadway.
- Car parking provision currently in this quarter could be better located and consolidated so that it serves businesses, the railway station and shopping needs throughout the week.

Winchester Town Station Quarter

Car Parks located in the Station quarter

- Tower Street Multi-storey
- Gladstone Street Car Park
- Railway station car parks controlled by South West Trains/ Network Rail
(the figures below relate only to City Council car parks)

Capacity of car parks	617 spaces
Max. occupancy Mon-Fri	617 cars parked 100% full

Max. occupancy Sat	348 cars parked 56% full
Max. occupancy Sun	465 cars parked 75% full
Average car occupancy	1.13 people per vehicle
Average Length of stay	9.50 hours
Average distance travelled	14.7 miles

Journey purpose Journey Frequency

Work	66%	Every Day	31%
Business	11%	2-3 times a week	20%
Other	14%*	weekly	14%
Education	1%	2-3 times month	13%
Shopping	4%	monthly	12%
Leisure	1%	less	11%
Social	1%		

*mainly rail users

Station and Business Quarter – Comment

- Weekdays dominated by work, business and rail related uses (91%) users who stay for long periods
- High number of ‘regular’ users
- High priced long stay results in good income levels.
- Weekend use by local residents and from town centre users
- Tower Street is best used Multi-storey car park in Winchester

Station and Business Quarter – Issues

- Car parking spaces in the Northern quarter could be better located and reprovided within this quarter so that it could serve both the needs of the railway station and businesses as well as shopping/ retail users.
- Replacement of parking provision within a decked car park at Gladstone Street would be a good site to reprovide some or all of the lost of spaces in Northern quarter if redevelopment of car parks in that area were to go ahead.
- Access to the City Centre from the Railway Station on foot needs to be improved and this needs to be considered carefully in relation to future redevelopment schemes.
- An additional deck of car parking spaces may be provided on one car park at the railway station. This is now an active project for South West Trains/ Network Rail and will need to be considered as part of the assessment of overall needs for both this and the northern quarter

Winchester Town Chesil Quarter

Car Parks located in the Chesil quarter

- Chesil Street multi-storey
- Chesil Street car park

Capacity of car parks	695 spaces
Max. occupancy Mon-Fri	402 cars parked 58% full
Max. occupancy Sat	302 cars parked 43% full
Max. occupancy Sun	264 cars parked 38% full
Average car occupancy	1.26 people per vehicle
Average Length of stay	6.94 hours
Average distance travelled	15.5 miles

<u>Journey purpose</u>		<u>Journey Frequency</u>	
Work	61%	daily	44%
Shopping	10%	2-3 times a week	17%
Social	10%	weekly	6%
Business	7%	2-3 times month	6%
Leisure	5%	monthly	8%
Other	7%	less	19%

Chesil Quarter - Comment

- Easy access on foot to town centre but can be perceived as difficult/ long walk
- Chesil surface car park well used mainly work (60%) and shopping /social (20%) trips
- Lowest usage of 'quarters' - 58% weekdays
- Only 40% full at weekends
- Low income per space reflects lower usage
- 'Hidden' location may affect use
- Recent 'signing' scheme to encourage use and to direct walkers into town together with better web site information on walking distances.
- Recent lowering of charges compared with shopping quarter to encourage greater use
- Under usage provides useful additional capacity during 'Peak' months to cater for extra demands
- Car parks are used by some residents in the evenings due to lack of on-street spaces and by visitors to local public houses and restaurants.

Chesil Quarter - Issues

- Chesil multi story has significant unused capacity
- Some people chose to park in the open surface car park at Chesil rather than the multi-storey and this is due to a number of factors including convenience i.e. nearer to where they want to go and also due to preferring not to use multi-storey parks. However should the Council continue to operate an under used asset such as Chesil multi-storey car park rather than seeking to optimise its

use. In order to increase use of this car park it may be necessary to enhance signing and publicity of the car park as well as enhancing its appearance.

- Chesil surface car park will probably remain the first choice for some people for very understandable reasons. However it is felt that through a programme of improvements at the Multi-storey car park the Council will seek to encourage greater use of this car park which could facilitate a future redevelopment of the surface car park.

Park and Ride

Park and Ride Car Parks

- St Catherine's
- Barfield
- South Winchester

Capacity of car parks	1623 spaces
Max. occupancy Mon-Fri	927 cars parked 57% full
Max. occupancy Sat	422 cars parked 26% full
Max. occupancy Sun	Not in operation
Average car occupancy	1.18 people per vehicle
Average Length of stay	7.53 hours
Average distance travelled	13.3 miles

<u>Journey purpose</u>		<u>Journey Frequency</u>	
Work	70%	daily	48%
Shopping	6%	2-3 times a week	22%
Social	6%	weekly	7%
Education	6%	2-3 times month	4%
Business	4%	monthly	5%
Health	4%	less	13%

Park and Ride – Comment

- Mainly work (70%) and Shopping / Social (12%) trips
- Weekday use reasonable (57% full) and increasing, low weekend use (26% full)
- Relatively low income reflecting low charges to encourage use of services but significant increases in income in recent years due to increased usage
- High levels of traffic removed from Town Centre
- High degree of satisfaction from users
- Increasing problem of bus capacity at peak times, buses are expensive to provide/ increase capacity.
- Provides essential additional capacity at times of peak demands
- Park and Ride sites are leased from County Council

Park and Ride - Issues

- If some coach parking spaces could be accommodated within the park and ride sites then this would remove the need for coaches to pass through the City Centre to access coach parking in the 'Northern Quarter'. This needs further consideration but provision at South Winchester Park and Ride may be practical together with the ability to purchase group tickets for passengers to travel into the town on the park and ride buses.
- Flexibility at the park and ride sites and the ability to be able to provide essential extra parking capacity at times of peak demands such as Christmas and for special events is essential.
- There are opportunities for growth in park and ride usage as there are ample parking spaces in non peak periods, but this needs investment in additional buses.
- Opportunities for gaining additional parking capacity at development sites ie Pitt Manor (200 spaces) and Barton Farm (200 spaces). The timing of these is not yet determined and is dependent upon the development sites being granted full unconditional approvals and the development starting.
- Possibility of gaining additional parking capacity at County Council owned P&R car park (250 spaces) at Bar End
- A full review of the Park and Ride services is required for contractual purposes and in order to take account of changes in parking strategy and the availability of potential new sites provided through new development. This will need to be a comprehensive review and will be a good opportunity to take account of the many comments made during the consultation process. Many of the suggestions made to improve the service and seeking to increase usage of it will inevitably have contractual issues and will probably increase the cost of providing the bus services and as such will need to be considered very carefully and in the context of this strategy.

Winchester Town - Other Car Parks/ areas

River Park –The car park for the leisure centre serves a distinct purpose and has its own specific charges in order to discourage all day and shopping parking in order to leave spaces for users of the leisure centre. The car park is very well used and is often full resulting in leisure centre users having to park at the overspill parking in St Peters car park and walk back to the centre. This will be considered as part of the deliberations on the future of River Park Leisure Centre.

Jewry Street/ Discovery Centre - Small car park serving mainly the Theatre and Discovery Centre. The Night Shelter is also accessed off the car park and special provision is made for their staff.

Durngate –This is a small car park which is not fully utilised but does provide visitor parking areas to local businesses and charities. It is not owned by the City Council and is on a renewable lease. Improved signing may help to increase use of this car park.

St Peter's Street - Serves a variety of important uses, often acting as leisure centre or town centre overspill. Recent reduction in spaces due to school expansion. Helps provide parking for residents particularly in the evenings.

Harestock - Small car park serves local shops. Recent lighting improvements.

Hillier Way –This small car park was previously full with commuters parking there all day. Recent regulation changes restrict stays to 3 hours which has stopped commuter parking thereby allowing parking by leisure users.

Winnall–There is no existing public off street parking but strong demand for additional provision for Basepoint / Premier Inn, Royal Mail etc. A parking management scheme is currently being investigated.

Winchester District - Market Towns

New Alresford

- Perins School - 47 Spaces, 91% occupied
- Alresford Station - 124 Spaces, 99% occupied
- Arlebury Park - 84 Spaces, 26% occupied

Comments/Issues

- The City Council has been working with the Town Council and in April took over the running of Arlebury Park car park which is now available as public car parking. This follows work undertaken several years ago at Perin's School where further car parking provision was made.
- Season tickets can now be used at all 3 of the Towns car parks. Signing to car parks has been reviewed and amended to make the best use of the car parks.
- Need to consider future car parking demand/ need in line with Local Plan growth.

Wickham

- Wickham Square - 148 Spaces, 84% Occupied
- Wickham Station - 29 Spaces, 100% Occupied

Comments/Issues

- The City Council has been working with the Parish Council to consider options for increasing car parking provision. This work is ongoing but is focussing on an extension to the Station Car Park and is subject to consultation and formal agreement in due course.

- A City Council financial provision towards the cost of the scheme has been provisionally made in the 2014/15 car parks programme and this will be considered further in February 2014.

Bishop's Waltham

- Basingwell Street - 98 Spaces, 100% occupied
- Lower Lane Car Park - 77 Spaces, 97% occupied

Comments/Issues

- The City Council has been working with the Parish Council to look at a range of options to increase off-street public car parking provision. This exercise concluded that an extension of Jubilee Hall car park offers the most viable and affordable option. A planning application is being prepared jointly with the Parish Council. This will increase provision for Season Ticket holders and all day parkers thus freeing up capacity in the central shopping car parks.
- A City Council financial provision towards the cost of the scheme has been provisionally made in the 2014/15 car parks programme and this will be considered further in February 2014.
- Jubilee Hall car park could be expanded and used for public parking

Denmead

- Kidmore Lane - 75 Spaces, 47% occupied
- Parking outside the shops - 100% occupied. This is privately owned and was improved recently with financial support from the City Council. As the land outside the shops is privately owned there is no opportunity to implement parking management to ensure that these parking spaces are used on a short term basis by people using the shops.

Comments/Issues

Both parking areas are linked in terms of usage with no overall capacity issues. Kidmore Lane car park is free to use and there are no current plans to change this.

The local centre functions well and is buoyant.

Whiteley

Whiteley has no off-street public car parking at present.

The new retail centre includes car parking provision in line with what the County Council's parking standards require, however, there has been some overspill parking from the development onto adjoining streets which is being monitored and managed by the City Council and County Council has highway authority. A good relationship

needs to be maintained with the Centre management and Travel Plan co-ordinator to minimise any requirement for staff parking to be displaced into residential streets.

Parkway, the main distributor road through the commercial areas also experiences high levels of on-street parking as do other neighbouring areas. Some additional on-street parking restrictions are currently being considered following public consultation.

Appendix 2

Residents' Parking Scheme

Residents of a qualifying property situated within one of Winchester's permit parking zones can apply for parking permits to allow parking within the on-street parking places marked with the associated zone letter. The provision of resident and visitor permits allows residents and their visitors a better opportunity to park on-street than they would have if shoppers and commuters could also do so. They do not guarantee a space – they reduce competition for spaces by restricting the number of vehicles that may use a given parking area. The City Council website has full information in the Resident On-Street Permit Information section. This can be used to find out about eligibility, property zone identification and parking options.

Types of Permit: On-Street Resident & Visitor Parking Permits

As there may be more cars than places where permit holders' parking bays can be provided, the issue of a permit cannot guarantee a parking space. Resident Parking Permits are issued to residents who own or keep a vehicle and can be used for parking that vehicle only. Visitor Parking Permits are issued to residents for the parking of a visitor's car while the driver is at the property. Visitor scratch-card permits are issued for one day use parking while the driver is at the property. Permits are not required for motorcycles, which may park in the permit parking areas free of charge.

Permit Parking Zones

The Winchester City Council web site has full information to enable householders to identify the zone in which their property is situated and whether it is within the Inner Area or Outer Area for permit parking. In some circumstances, one road may cross over into several permit zones and across Inner and Outer Area parking zones.

Property Permit Entitlement

The entitlement relates to the qualifying property, or set of properties (see above) and not to each individual inhabitant. In the case of shared properties, applicants will need to discuss permit needs with fellow occupiers.

Inner Zone Area Entitlement: One Resident Permit, One Visitor Permit and up to 20 visitor scratch-cards per 12 month period.

Outer Zones Area Entitlement: Up to Two Resident Permits ^L_{SEP} Up to Two Visitor Permits and Up to 20 visitor scratch-cards per 12 month period.

Properties without Permit Allowance

Properties constructed, converted or extended pursuant to a planning permission granted after the 30th May 2002 may not be entitled to any issue of permits.

The total number of permits listed within the Property Entitlement section above for any such property or properties, constructed, converted or extended is not allowed to exceed the total permit entitlement of the property or properties which occupied the same site at the time planning permission was granted. This means that for some affected properties permit entitlement may be shared across several neighbouring properties (within the same development) and for some affected properties there will be no permit entitlement.

Cost of the Residents Parking Permits

Residents' permits cost between £22 and £50 per year depending on the type and number of permits. The cost of Residents Parking permits in Winchester has remained unchanged since 2006. The cost of the permit is set to cover the administration and the enforcement of the scheme. The cost of the permits will be reviewed on a regular basis to ensure that the operational costs in terms of administering and enforcing the scheme are covered by the income from permit sales.

Operational difficulties of the Residents Parking Scheme

The City Council does not use the residents parking scheme to try to control the number of cars owned by residents. As a result all of the zones in the town centre (Inner Area) are significantly 'over-subscribed', i.e. more permits are issued than spaces available.

Many residents use the 'visitor' permit for a second car, rather than for an occasional and visitor use - which is the intended use. A recent public consultation proposed the removal of the 'visitor' permit system, with the replacement by 'scratch-cards' for occasional use. However, this proposal was not implemented due to a significant number of objections from residents who were concerned that it would remove much valued flexibility in the operation of the controlled parking zone. In making this allowance, there was an acknowledgement that the parking zones would not be able to meet all of the demands placed upon it and that the council would therefore not be able to accommodate the entire car parking desires of town centre residents. However, the council is committed to reviewing the available parking in each zone with a remit to providing more on-street spaces where feasible and safe.

'Pay and Display' spaces in Controlled Parking Zones

In some Zones there are shops, businesses and other such facilities that need and benefit from short stay on-street spaces, this has been provided by a small number of Pay & Display spaces.

Reviewing the Residents' Parking Scheme and extending concessions

There was a comprehensive review of the Residents Parking scheme in 2010 and the most recent 'Inner Area Residents Car Park Season Ticket' was introduced in 2011, there are no plans to undertake any further reviews or offer further subsidies to Residents as this stage.

Making changes to the operation of the Residents' Parking Scheme

Residents often request that 'quick' changes are made to the operation of the Residents' Parking Scheme. In reality all changes need approval of the City Council members (Cabinet) and would only be considered after widespread consultation of all affected parties and consideration of the financial and operational impacts. The legal process of making changes to the scheme takes approximately 6-12 months once Cabinet agree a need to investigate and consider possible changes.

The Dual-Zone issue

Most permits offer entitlement for a single zone in which the associated property is located. Users often request the facility to nominate a second zone in which they may park.

In a recent public consultation (2010) the option of dual-zone use of permits was considered but rejected (by householders and members) on the basis that it would cause as many problems as it solves.

Use of Residents Parking Permits in Off-street car parks

The 'Inner Area' Residents Permit includes a concession allowing free use on a Saturday in many off-street car parks. This was first implemented at least ten years ago and its associated cost and higher demands for off-street spaces mean that it would not be introduced today if it did not already exist.

Residents' permits cost between £12 and £50 per year. In comparison a full priced season ticket can cost up to £1472. Clearly it would be economically unviable and unfair to offer access to such a commodity effectively at nil cost to the resident, as this would effectively be being subsidised by the other tax payers in the district. In addition there is a range of discounts to the full price off-street car park season tickets available for residents, which include off-peak season tickets and discounts on the full priced season tickets.

What concessions exist?

Concession 1: Inner Area Residents Car Park Season Ticket (£240 per annum)

This season ticket allows extra parking options for eligible Inner Area Parking Zone residents who have most difficulty finding available parking to use some of the long stay pay and display car parks.

This ticket is available to Residents who live within the Inner Area Parking Zones (B, C, M, N, P, Q, R, S), whose property qualifies within the Residents On-Street Parking Permit Scheme. This season ticket is not available to residents whose property does not qualify for On-Street Parking Permits or whose property is situated within any of the Outer Area Parking Zones. The car parks covered Include - Cattle Market, Chesil Street Surface, Chesil Multi Storey, Crowder Terrace, Durngate, The Lido, Worthy Lane and Barfield Close area marked "Season Ticket Group E" only.

<http://www.winchester.gov.uk/parking/residents-parking/inner-area-residents-car-park-season-ticket/>

Concession 2: Residents Off-Street (Off-Peak) Car Park Season Ticket

This season ticket allows any resident who lives within Winchester's permit parking zones, to park in the selected car parks: early mornings, evenings and on Saturdays. The car parks included are - Cattle Market, Chesil Street Surface, St Peters and Worthy Lane. This Season Ticket is valid for parking at these time only - Monday to Friday 8am to 9am, Monday to Friday 4pm to 6pm, Saturday 8am to 6pm. The cost is £100.00 per year

<http://www.winchester.gov.uk/parking/residents-parking/resident-off-street-off-peak-parking-season-ticket/>

Concession 3: Inner Area Residents Saturday Parking

Holders of Inner Area Resident parking permits (Zones B, C, M, N, P, Q, R and S) may on Saturdays, park free in the following Winchester City Council operated, pay and display car parks: Cattle Market, Chesil Multi-Storey, Chesil Surface, Coach Park, Durngate, Friarsgate Multi-Storey, Gladstone Street, St Peter's, Worthy Lane. This concession is not available while displaying a Visitor permit, Visitor Scratch-card or any permit for the Outer Area.

Concession 4: Residents 30% Discount Car Park Season Ticket

This season ticket allows the same parking options as the standard Car Park Season ticket, but is available to qualifying residents on an annual basis at a 30% discount cost.

Who Can Apply? - Any resident of a property that qualifies for on-street residents parking permits within Winchester's Permit Parking Zones. This discount is not available to residents whose property does not qualify for On-Street Parking Permits. Car Parks Included - Gladstone Street, St Peters, Tower Street, Cattle Market, Coach Park, Crowder Terrace, Lido, Worthy Lane, Chesil Street Surface and Chesil Multi Storey.

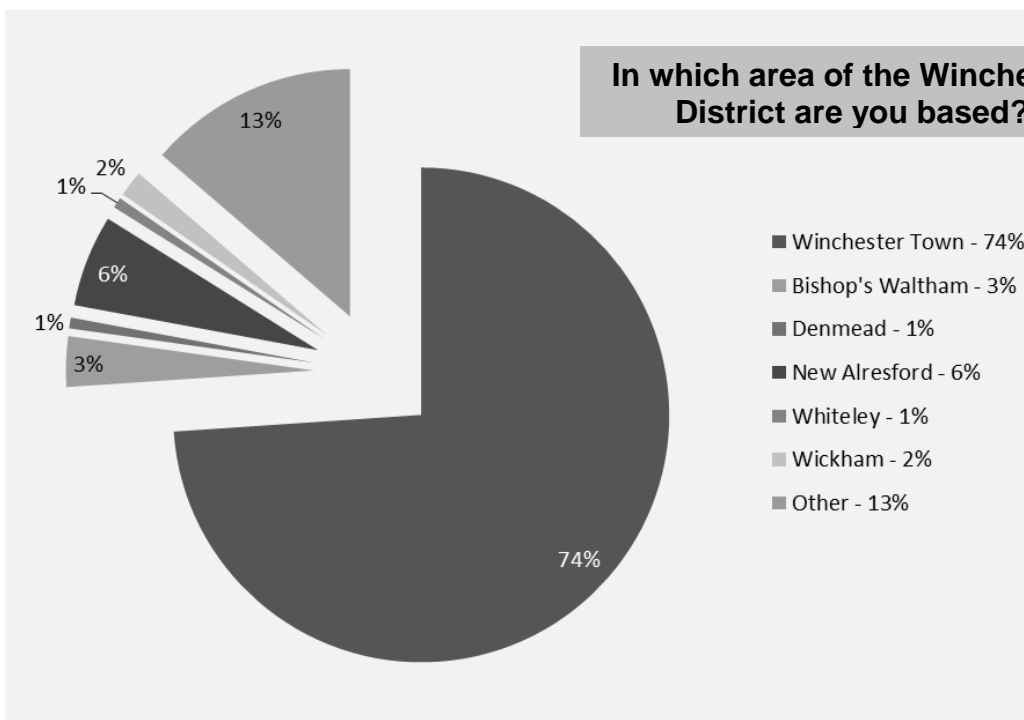
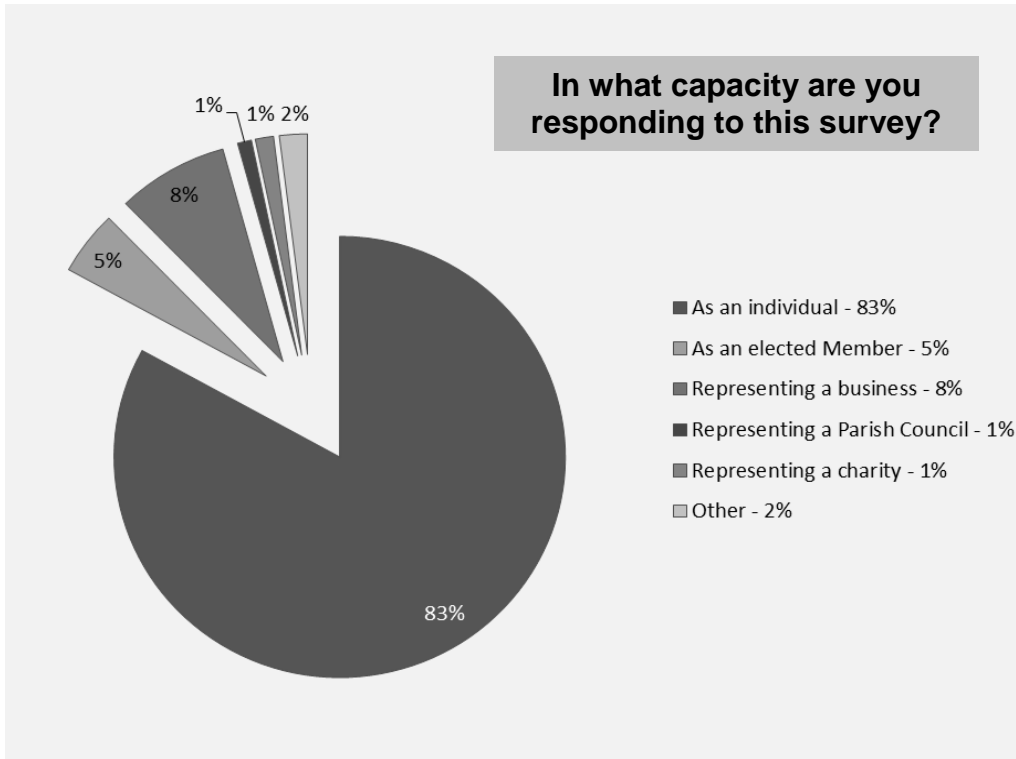
<http://www.winchester.gov.uk/parking/residents-parking/residents-30-discount-car-park-season-ticket/>

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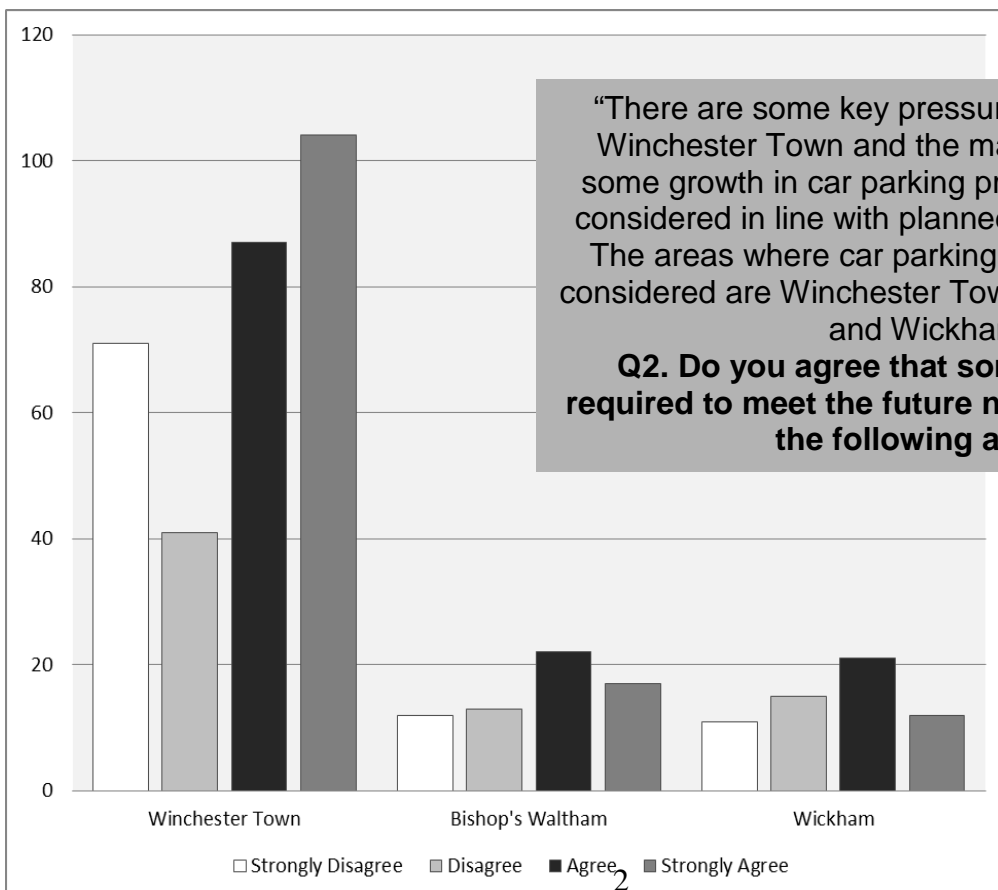
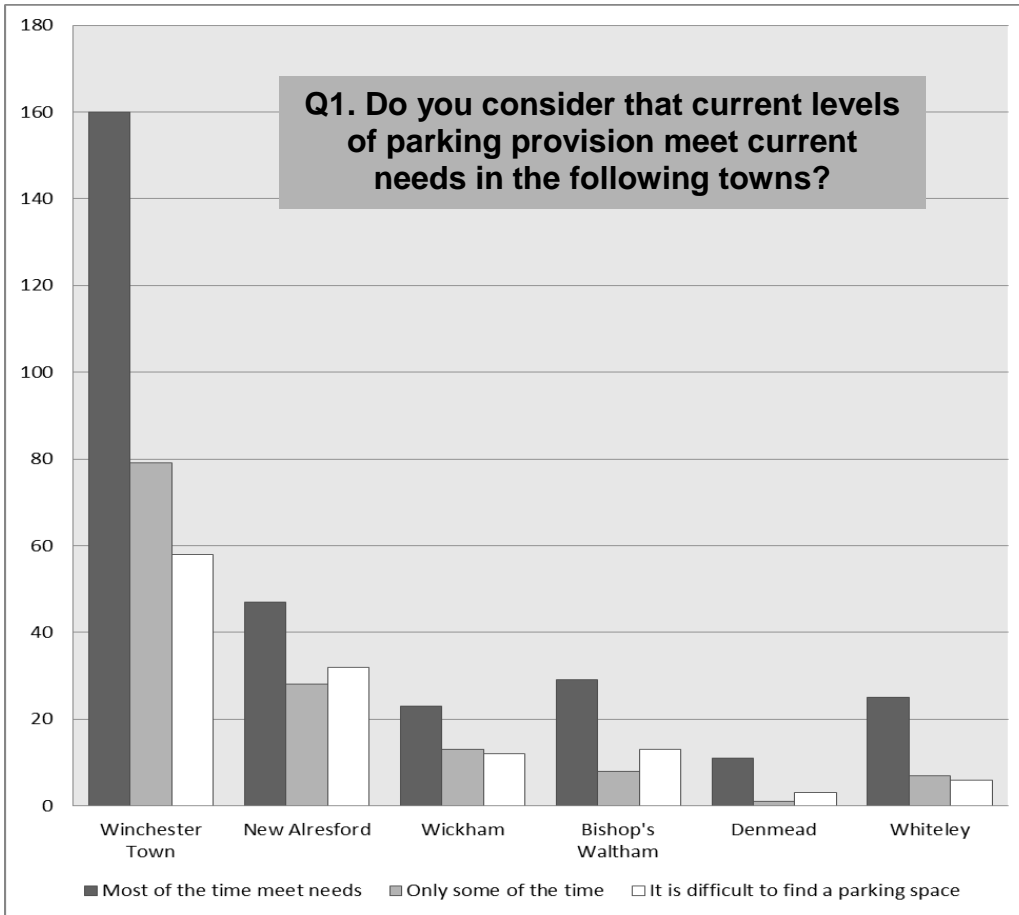
Winchester District Car Parking Consultation

Who took part in the survey?

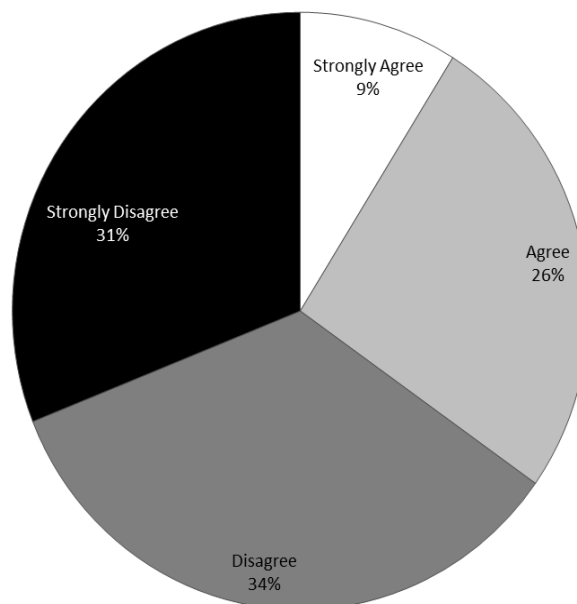
During the six week consultation period 299 people completed the survey online.



Parking Provision



Q3. Do you agree with the following statement? “It would be better to consolidate car parks in Winchester Town on to fewer sites, including some expansion in capacity with an associated number of closures of smaller car park sites.”



Question 4: Further Comments submitted in relation to questions 1, 2, and 3 above:

NB: 58% of participants made one or more comments on this section and the summaries provided below only give a general overall summary of the many suggestions and comments received.

Consolidation

Within the comments made there was some agreement with the principle of consolidating smaller car parks within Winchester Town onto fewer better located sites, but there were different views on the context within which such changes would be made. On one hand, this was seen as beneficial if it would reduce the total number of parking spaces in the city, and provide an opportunity to improve the townscape in these areas whilst on the other side some participants emphasised that any closures needed to result in the equivalent number or more parking spaces being made available within the consolidated sites. The arguments brought forward for this included:

1. Any closed car parks would likely be redeveloped for residential or commercial needs that would in turn create more demand for parking spaces,
2. Closures could result in parking moving into residential areas if alternative not provided,
3. Proposed developments within the Town will increase the overall demand for parking.

There was also some support for preserving smaller car parks, particularly surface car parks, that are seen to provide closer access and parking for certain destinations, attractions and residential areas.

Expansion

Some comments asserted that any expansion to parking should not take place in central Winchester, due to impacts on the one way system and on air quality. The main argument presented for this is that if more spaces are provided in the Town, this would encourage more people to drive into town, and likely deter the use of public transport.

Therefore any parking expansion would be best placed on the fringes of the Town, creating satellite car parks and maximising the use of Park & Ride.

The case was also made for central parking as it brings important advantages for the Town, such as supporting local businesses and shops in the city centre, and reducing parking on residential roads whilst providing parking for residents. Hence it is important to ensure that existing parking facilities are invested in and improved. There was also support to maintain provision of free ½ hour parking spaces.

Park & Ride

Some comments pointed out that the current Park and Ride (P&R) car parks are under occupied and the strategy should seek to direct more commuters and visitors here. Others particularly businesses said that it is important to have spare capacity to deal with peak periods such as Christmas. Winchester P&R is recognised as a good service, but one that should be invested in further to improve it, and there was a strong consensus that P&R could be promoted more effectively. There were several suggestions as to how the current service could be improved:

- Offering a later service in the evening
- Publicity and signage, and continued and extended partnerships with businesses.
- Operating on Sundays, particularly for seasonal periods and events (e.g. Hat Fair)
- Free to park and walk to town, or pay for the bus
- Free parking after 10am
- £1 all day on Saturday and Sunday

Several comments referred to a gap in P&R provision on the north side of town. Limited parking for commuters in this area results in uncontrolled commuter parking in certain residential streets.

Public Transport

Respondents suggested further investment should be made in subsidising public transport, developing cycle routes, and improving pedestrian walking routes within and around the Town.

Summary:

65% of participants disagreed/strongly disagreed with consolidation (Question 3) including some expansion in capacity with an associated number of closures of smaller car parks. There are diverging views expressed within the comments received as to whether consolidation should be in the context of more or less car parking as a result of the closures. This is likely to account for the split views shown on the pie chart, as there are very few participant comments which object to consolidating car parks as principle but are concerned about the way in which it would be done. .

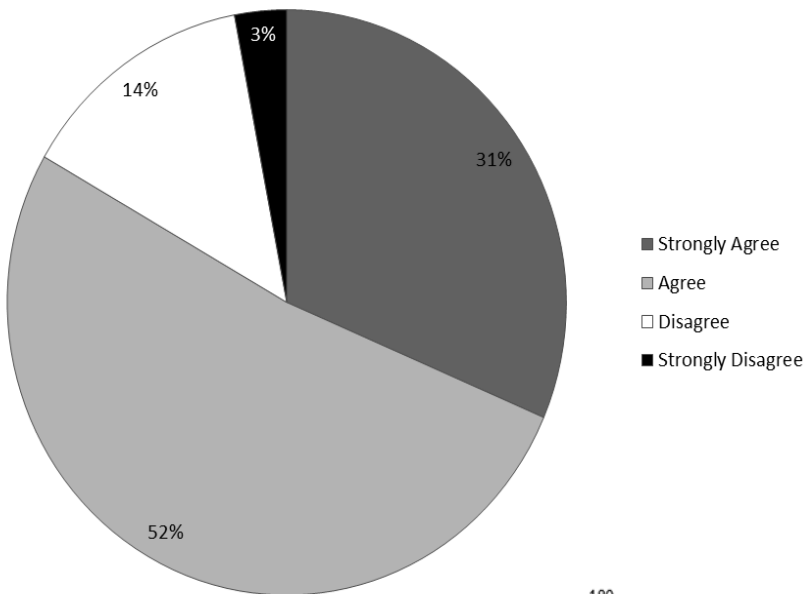
An overall city centre reduction is mainly argued from a position that the Winchester Town circulatory system cannot cope with any further increases in the volume of traffic, due to existing congestion issues. On the other hand, maintaining current levels or increasing parking provision in line with growth underlines the business and retail position of ensuring easy and convenient access for their customers. The results from

Question 2 give greater support to this latter argument, as the majority of participants (191 supports to 112 do not support) either agreed or strongly agreed that further expansion is required to meet future needs.

Park & Ride is regularly raised by participants in the comments section, and there was evident consensus that the service should be enhanced and promoted, to encourage in particular more commuters and visitors to park where is there is ample capacity.

Lastly, it is important not to neglect the impacts on residents that could result from any future changes.

Pricing Strategy

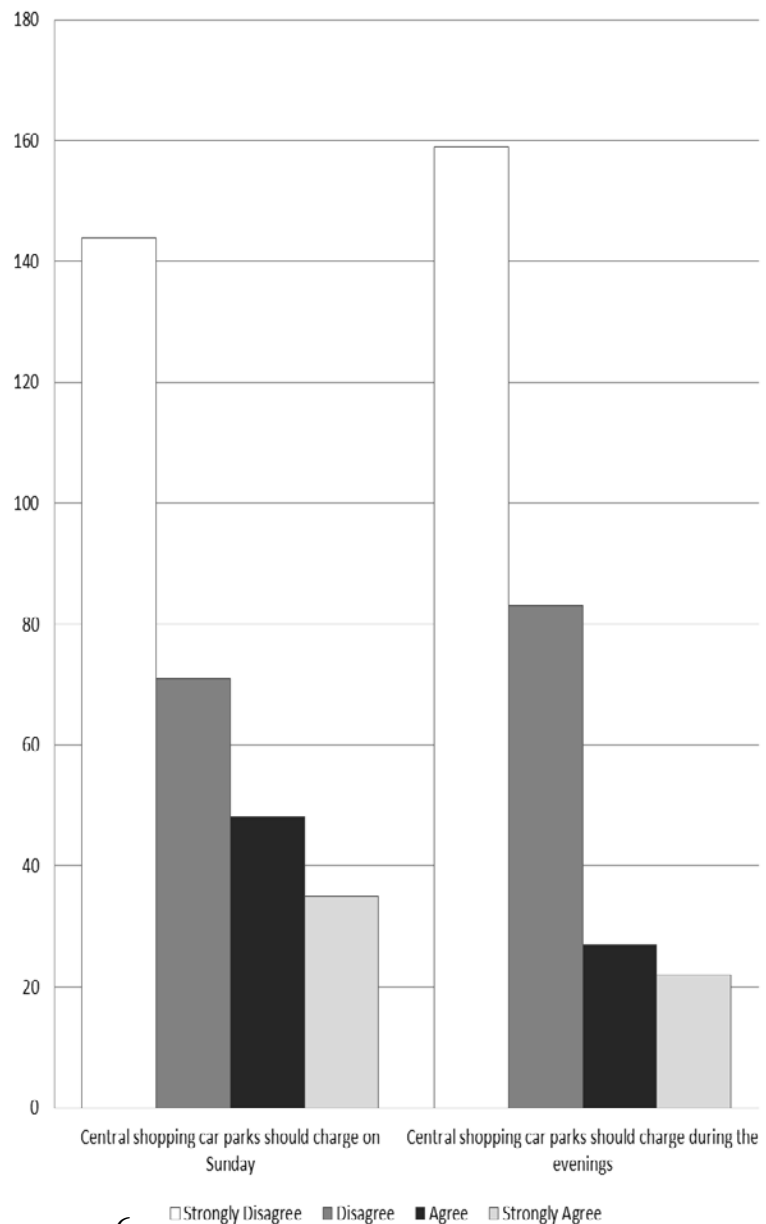


Q5. Do you agree with the current charging / pricing policy based on a three ring approach in Winchester Town?

"Cheapest all day parking provided in Park and Ride car parks, next cheapest in Outer Central car parks, and most expensive in most centrally located car parks. This offers people a choice whilst trying to encourage use of car parks with the least impact on air quality and residential areas."

"In Winchester Town there are currently some time periods which remain free to park, such as evenings and Sundays. Winchester is one of the few towns of its size which does not charge for all time periods."

Q6. The final Parking Strategy could consider introducing charges to some central shopping car parks in Winchester Town. Do you agree with either of the following options?



Question 7: Further Comments submitted in relation to questions 5 and 6 above:

NB: 45% of participants made one or more comments on this section and the summaries provided below only give a general overall of the many suggestions and comments received.

Price

There were several comments expressing concerns that parking prices in the city centre might be too high, to the extent that visitors and shoppers are being put off from coming into Winchester. It was also expressed that high prices in some areas can result in more traffic in the one way system along with pressure on residential parking, if visitors drive around the Town looking for cheaper or free parking.

Charging on Sundays & evenings

Views were expressed that Sunday and evening parking should remain free to ensure people continue to come into Winchester and hence to support local business. There were other comments which supported charging during these periods in order to properly manage traffic and to encourage change in parking habits ie a shift to park and ride usage but that this would be reliant to some extent on improved P&R services, operating later into the evening and on Sundays.

Summary:

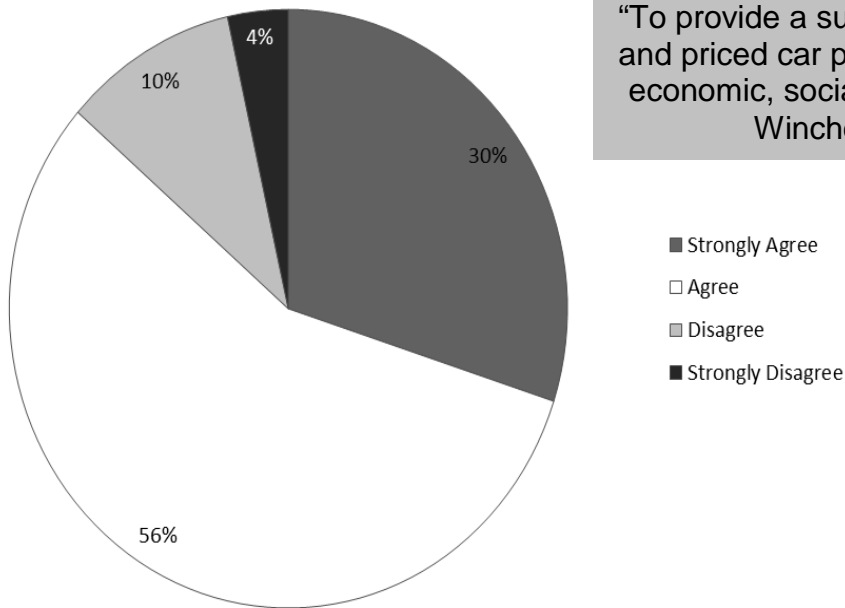
A large majority of participants – 83% - agree with the City Council's charging policy in Winchester Town, which is based on the three ring zone approach (Question 5). This is also supported and linked to the previous section, where there were suggestions that Park and Ride should be made cheaper. Within the city centre there was some contention as to whether prices should be increased further to encourage more drivers to use the outer car parks / P&R, or whether these increases would actually deter people coming to Winchester Town. Hence, the correct balance of setting city centre parking charges will need careful consideration in the future within the framework of the 3 ring zone approach.

Similarly there was clear majority that Sundays and evenings should continue to be free parking times (Question 6). 71% voted against introducing charging to Sundays, and 82% voted against introducing charging to evenings.

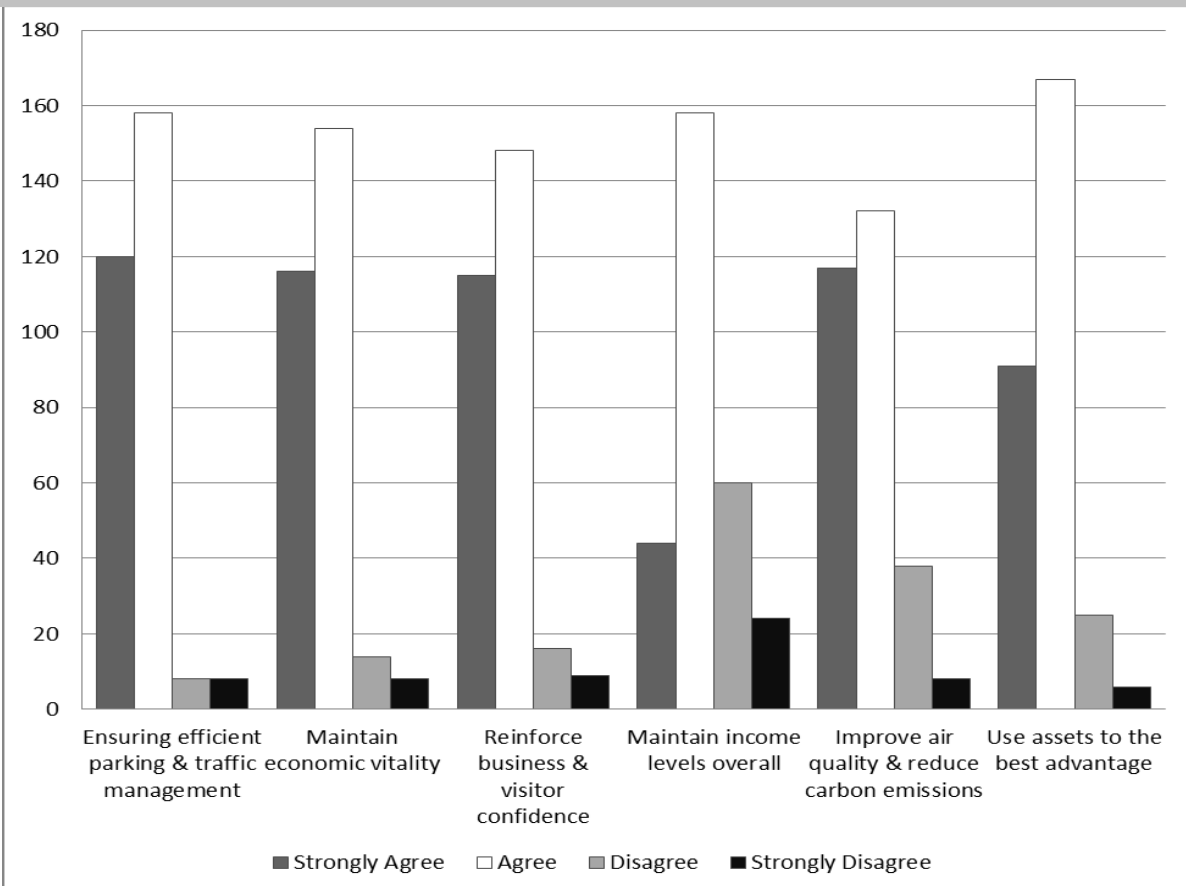
Aim and Guiding Principles of Strategy

Q8. Do you agree with the following suggested aim for a Parking Strategy?

“To provide a sufficient number of suitably located and priced car parking spaces that will sustain the economic, social and environmental wellbeing of Winchester Town and District.”



Q9. Do you agree with the following guiding principles for a Parking Strategy?



Question 10: Further Comments submitted in relation to questions 8 and 9 above:

NB: 37% of participants made one or more comments on this section and the summaries provided below only give a general overall of the many suggestions and comments received.

General Views on Strategy

- Guiding principles should include encouraging all commuters to be use P&R, or walk or cycle to their workplace.
- Priority should be to reduce traffic in the one way system.
- The guiding principles should be more specific and compatible with each other.
- Many historic towns have issues with parking but continue to have a successful economy; therefore it is important not to put too much emphasis on using parking to achieve economic growth. Winchester will remain an attractive destination because of its heritage, events, and range of shops.
- Need for a stronger emphasis on improving the pedestrian and cyclist experience.

Environmental Issues

- Need to improve air quality and reduce emissions, which would contribute positively to the 'Winchester Experience', as well as improving the environment for local residents.
- Transport emissions should be recognised and tackled in order to meet Winchester's carbon emissions target.
- The Guiding Principle '*improve air quality and reduce carbon emissions*' needs to be addressed in more detail within the strategy and set out how the City Council will achieve environmental improvements.

Individual Car Parks

- River Park – some feel that this car park should not be used as a shopping centre car park
- St Peters - originally built for temporary use, but now operates as a key overflow for River Park Leisure Centre and valued by residents who are allowed free parking there at the weekends.
- The Railway Station Car Park – is often full during the week, which results in overflow on to the surrounding residential areas
- The Brookes – parking spaces are too small
- Chesil – Occupancy figures are skewed as have combined figures for Chesil multi-storey and the surface car park; therefore any proposal to close the surface car park on this basis is not justified. Moreover, the high usage by WCC employees in this quarter significantly affects income. Need for improvements in Chesil multi-storey (e.g. better lighting in the evening, wider bays, improved pedestrian access to high street). Need to provide usable parking for pubs and restaurants in this area.
- Worthy Lane – valuable parking on north side of town for drivers to avoid one way system
- Wickham square – current parking facilities are insufficient to meet the growing demand.

Other

- No development should take place on green field or open space
- Consider underground parking
- Parking issues at Hospital for both staff and patients
- Lack of parking for students near the university campus
- Reintroduce more Pay-on-Foot payment systems to car parks

Summary:

A clear majority of participants in the survey support the aim and guiding principles for a future strategy (Question 8 & 9). There are comments suggesting that the guiding principles should be expanded to explain further why these principles are important to the City Council, and how they work together. This should also link back to the overall aim of achieving economic, social and environmental wellbeing for the District.

A common theme is the importance of 'improving air quality and reducing carbon emissions', with the request for further clarification on how the City Council proposes to tackle these issues against other potentially conflicting principles.

Many of the comments made are also specific to individual car parks, which highlight issues that can help inform decisions at a more detailed level.

Some significant comments were made by statutory bodies and representative groups and these have been reproduced below:

Winchester BID & Hampshire Chamber of Commerce

Winchester City Council met with representatives from the Winchester BID and Hampshire Chamber of Commerce where the following points were discussed and put in writing.

- Pleased that an 85% capacity was regarded as full for car parks (as set out in the parking industry guidelines).
- Support planned increase in the number of car parking spaces.
- Would like the strategy to recognise the need to plan for peak times such as Christmas rather than using averages across the year.
- Support for Park & Ride that seems to be working well. The BID will encourage their members that P&R is better for staff use, thus freeing up spaces for customers and clients in the inner car parks.
- Support the three ringed zoning approach with differential fee levels.
- Very supportive of the parking payment system for part-time staff that has again received good feedback from members.
- Very supportive of the pay-by-phone text payment system that city is using
- Gateway car parks need to have better signage to ensure visitors park before they reach the city centre. Some car parks, such as Chesil multi-storey, are still used less than they should be, and signage is an important part of improving occupancy levels.
- Would like to work with the City Council to produce a car parking map for use in shops and business in the city. These maps should include the text numbers for the pay by phone payment system for each car park, along with postcodes for satellite navigation systems.
- Any move to introduce evening or Sunday charges would have an adverse effect on business and Tourism in the city
- The Chamber would be concerned with any redevelopment that took place on Colebrook Street car park, as it provides valuable parking for the elderly and cathedral visitors, and often is at full capacity at the weekend.
- The Chamber would be concerned with any redevelopment of Cattle Market car park as it is used primarily by businesses that need car mobility throughout the day. These businesses are unlikely to use Park and Ride, and this could result in businesses moving out of the city centre if Cattle Market was to be closed.

Winchester Town Forum

Winchester Town Forum set up an informal working group to explore the discussion paper that was out for consultation. The following priority outcomes and recommended actions were agreed and submitted for the City Council to consider.

Priority outcomes:

- Visitor numbers and spend sustained and growing
- Reduced vehicular movement around the central circulatory system:
- Congestion and traffic blight cut; visitor experience of city centre improved; popular shopping / retail / restaurant/ entertainment areas extended into quieter streets; CO2 and other polluting emissions cut.
- People with limited/restricted mobility have good access to shops and facilities wherever they wish to use them.
- Public enjoy travelling into the centre on foot, by bike, by bus.
- Commuters and people working in the City Centre make full use of a good choice of alternatives to using the car for travel into Winchester.

Recommended actions:

- Reduce parking spaces in city centre and consolidate parking in fewer outer ring car parks and P&R to deter vehicles from entering one-way system.
- Improve ease and attractiveness of walking and cycling from all P&R and outer car parks into the centre of the city.
- Improve signage for city centre car parks and alternative P&R and outer car parks. Provide up-to-date visitor information in car parks and on alternative places to park to encourage parking in easy to access locations avoiding city centre.
- Rethink what and how information is communicated to visitors on how best to come to Winchester using websites and targeted marketing.
- Maintain MSCPs to a high standard - safe & comfortable for users to park there.
- Set charges for effective parking and traffic management reasons
- Consider funding expansion of public transport between key public transport access points (particularly in S and N) and final destinations.
- Progressively increase pricing differentials for city centre, outer ring and Park & Ride to strongly nudge behaviour change.
- Provide appropriate discounts for disabled drivers in city centre car parks.
- Restore discounts for very low carbon vehicles in selected car parks (avoiding unintended consequence that more LCVs fill the streets).
- Ensure displaced vehicles do not clog residential streets in outer Town areas: inform and consult residents on parking permit schemes throughout the Town (6 wards).
- Extend the P&R service to non-car users and work with bus companies to provide good connecting bus services between outer city parking areas and key destinations (including PSC, hospital, Council offices, rail and bus stations etc).
- Promote workplace travel plans in all employment sectors in the town area: WCC to review essential car users and WCC and HCC to report to Winchester Town Forum on staff using P&R to access Guildhall and County Hall.
- Use major new developments as drivers towards the parking strategy outcomes.
- Integrate all strategies (WTAP, AQAP, Cycling, Walking and Public Transport strategies) to optimise use of resources.

WinACC

WinACC Transport Action Group submitted a response report, which can be viewed in full at request. The following summarises WinACC's 'response in brief' (Section 3).

- An increase in central parking of the proposed 24% will overload the central circulatory system, causing permanent blockages.
- The strategy should aim to spread the commercial success of the high street to neighbouring streets with further pedestrianisation.
- High volumes of traffic increase pollution levels and cause subsequent increases of related medical conditions such as: asthma, insulin tolerance, cardiovascular problems, etc.
- There should be a planned approach to parking; the Council should do more to promote Chesil, St Catherine's P&R, South P&R, Cattle Market / Worthy Lane and Durngate car parks (due to 55% of parked cars approaching from the south). This could be achieved through better signage.
- The strategy should acknowledge a decrease in number of cars parking in Winchester over last 6 years, which could mean that the parking service becomes less viable.
- Suggest that the Council consider extending charging to all periods when demand is high. The extra revenue should be channelled to better Sunday and evening bus services.
- WinACC would like to see a continued reduction in the volume of parking to achieve Winchester's climate change targets.
- The strategy should include a programme of closures to counterbalance any new provision and reflect recent reduce demand.

Hampshire County Council

The response from Hampshire County Council is summarised below:

- Within the guiding principles it would be useful to reference the role of charging, in both managing type of demand and attractiveness of towns to potential users, and in particular shoppers. This would involve different approaches for the smaller market/rural towns and Winchester Town.
- It would appear from surveys that parking is running at below occupational capacity in the Shopping Quarter, but it may be also useful to review at peak times, such as on the approach to Christmas, where provision of appropriate parking will be important for the support of local businesses. This would need to be taken into account when planning for any changes in City Centre parking levels - should the Cattle Market / Worthy Lane come forward for development.
- It is useful to note the high occupancy levels in the Station Quarter, Monday- Friday. This is likely to require further review of the type & availability of parking in this area, including linking with plans for car park expansion at the station.
- Any changes to parking charges, such as introduction of evening or Sunday charges, will need to carefully consider the demand for parking at these times, including support for the night time economy & access to religious activities. Changes to parking will also need to consider the alternative means of accessing Winchester at these times, including availability of public transport and P&R services.
- Any changes need to carefully consider the impact on traffic flows around the city centre, the businesses & retail economy, and appropriate management of traffic and transport demand. This planning should be in line with:
 - a) Growth of P&R for longer-term users (e.g. commuters, day trippers)
 - b) Provision of city centre parking for shorter-term users (e.g. retail and business needs).
- Any consolidation of parking to particular sites, such as through decking, should be planned to ensure all users continue to be able to access both the car parks & key facilities in the city. This would seem to be particularly important for certain groups such as the elderly, or those who may have mobility problems.
- Better management of car parks should also be considered including possible pay-on-exit, or ANPR management of in/out car movements. Technology improvements may also mean that car park payment could be linked to other payments such as through smart cards, allowing for loyalty to Winchester & market town parking/ businesses to be recognised.
- It is not clear on the definition of 'less well located car parks' & why these are proposed to be replaced.
- The availability of good quality of parking at the Market Towns will be important for local businesses.