

Car Parking Management, Wotton-under-Edge

This document summarises the Chamber of Trade's view to a possible scheme to improve parking management in Wotton-under-Edge.

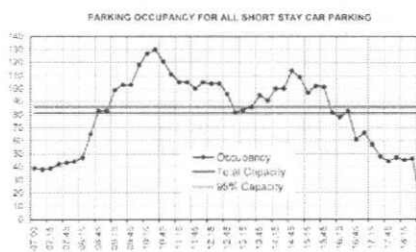
Background

Need

Local businesses boost the local economy, provide genuine choice and are a good environmental option. There are approx 90¹ businesses in central Wotton servicing the needs of some 10,000 residents in the town and surrounding villages. Residents should be able to make use of the services offered within the Town centre easily.

Documented

Lack of adequate parking provision in Wotton-under-Edge has been a constant constraint to the town's vibrancy, health and sustainability². The problem has been known for many years and documented³ by SDC. Resident perception and formal evidence indicates that it is very, very difficult to find a space during morning and afternoon peak times yet there are sometimes spaces available at other non-peak times. Lack of short term parking capacity is clearly shown in the diagram⁴. Car Parking is currently free and management is infrequent.



Constraints

There are few locations within the town's settlement boundary that can accommodate an additional car park. Provision of a multi-level extension to the Civic Centre car park is not viable.

Considerations

Any usage charges would have to be low to avoid deterring shoppers. Changes to be self funding with no extra costs for the local tax payer. Consultation with local residents, businesses and other organisations. Consider guidance from other organisations like Federation of Small Businesses etc.

Proposal

- Pay & Display to be introduced on the 3 main town centre car parks.
- Chipping car park will be changed to short stay 4 hour.
- Enforcement to be increased to 2½ days per week.
- Parking Permits could be available for residents.

It is critical that the charges are set at the right level to ensure the change supports the town's economy by providing an adequate turnover of spaces.

A previous survey⁵ indicated that 63% of visits to the town centre are completed within 60 minutes. It is proposed to permit up to 2 hours for 30p which allows time for business meetings and residents to make full use of town facilities.

Proposed Tariff (Monday-Saturday, 9am-4pm):

Up to 2hrs	0.30p
Up to 3 hrs	0.60p
Up to 4 hrs	£1.00
Over 4 hrs	£1.50

SDC has undertaken financial projections on 50% occupancy. 50% occupancy will permit easy parking for customers and visitors alike.

As a Chamber of Trade member you will have to consider the advantages to your business of this proposal. It is imperative that you take a long term, strategic view and feedback your comments to Alex the Chamber's President.

Wotton Town Council is also considering this scheme.

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¹ Chamber of Trade Membership database.

² Wotton-under-Edge Community Plan.

³ Market Towns Study of 2003, 2004, 2005, 2006.

⁴ Scott Wilson Report - Market Towns Parking Study 2004.

⁵ Market Towns Shopper Survey 2003.