

# A REVIEW OF CAR PARKS IN **MALMESBURY**



by Kim Power

# PARKING REVIEW OF MALMESBURY CAR PARKS

## Introduction

The 2014-15 Wiltshire Council Parking Review Consultation is giving local people and organisations the opportunity to put forward their views and ideas about car park provision. This is very welcome as Malmesbury has a medieval town centre and parking has become a much more pressing issue over the last few years.

I feel it is important that when the opportunity arises, residents should contribute their local knowledge and views in respect of issues such as the car parks. In turn there is a commitment that Wiltshire Council will give serious consideration to these views and suggestions, as in this instance of determining new car park tariffs. Some suggestions may fly, others may not be taken up. It is in this spirit that I am submitting my own personal response and suggestions to the Parking Review Consultation. For me, I believe it is essential to look at parking in relation to the effect it has on our High St economy, other facilities in the town and our community - as well as the financial 'bottom line'. So this review looks at some **alternatives to promote better parking in the town**, support and **increase the town's economy**, make **better use of bus services** and also to **increase the health and wellbeing of residents and visitors** by promoting walking.

My alternative suggestions aim to retain and actually have the potential to **improve the revenue return to Wiltshire Council**, by encouraging more parking and revenue which can be used to support our bus services and the like as well as promoting the retail economy of the town. However, it is clear from the Consultation questions, that schemes which are cost negative such as free car parking will only be considered if there is a way to compensate for the loss of revenue which will be incurred. **I query how realistic a free car parking option is given the current budget commitments of Wiltshire Council for more pressing needs such as the care of the elderly and the like?**

An option could be that car park management is taken over locally, for instance by the Town Council. If this were the case and free parking introduced, then consideration should be given to the likelihood that local residents could be paying an increased 'Precept (local portion of the Council Tax) to cover a shortfall in revenue. This would mean an additional financial contribution by residents who may not even drive, own a car or park in Malmesbury. Also, visitors as well as residents use the car parks and this would mean that they would not be contributing to costs to subsidise the free parking, only residents. So as such I consider some reductions in car park charges are possible, but not a free parking option. **The aim is for only a cost neutral or cost positive outcome to avoid Malmesbury residents being burdened with these extra costs, instead of the car park users themselves.**

The first part of this review discusses what I consider to be the issues and the plus points of each of the three Wiltshire Council owned car parks. Using Wiltshire Council's data provided for this purpose together with local knowledge, I have put a case forward (to the best of my analytical and mathematical abilities!) for two alternative charging schemes for consideration and perhaps a trial, plus some other options. Finally, there is an easy standalone summary at the end of this review of the main conclusions.

**Kim Power 10/01/2015**

# PARKING REVIEW OF MALMESBURY CAR PARKS

## MALMESBURY CAR PARK REVIEW

### Background

There are now three main car parks in Malmesbury being Cross Hayes, Station Yard and Waitrose. The first two are owned and managed by Wiltshire Council, the third is owned and managed by the John Lewis Partnership. There is also a small free car park in Burnham Rd with limited spaces owned by Wiltshire Council.

Wiltshire Council has provided representative data for usage over three dates for the Cross Hayes Car Park, Station Road Car Park and Burnham Rd<sup>1</sup>. There is currently no data available for Waitrose Car Park. The data covers 3 days, of low, medium and greater car park usage plus yearly totals. There is no complete breakdown of individual car parks expenditure, however it should be noted that Wiltshire Council are required to pay NNDR (National Non-Domestic Rates also know as Business Rates) on public car parks to Government and some of these figures were provided. It is this data which I have used to support the proposals put forward in this review.

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<sup>1</sup> Please note Wiltshire Council quote the three dates as 21/12/2012, 21/09/2012 and 25/01/2013 in some instances, however the actual data itself shows a 22/12/2012, 22/09/2012 and 26/01/2013. Therefore this second set of dates is being used here.

## PARKING REVIEW OF MALMESBURY CAR PARKS

### 1. Burnham Road Car Park

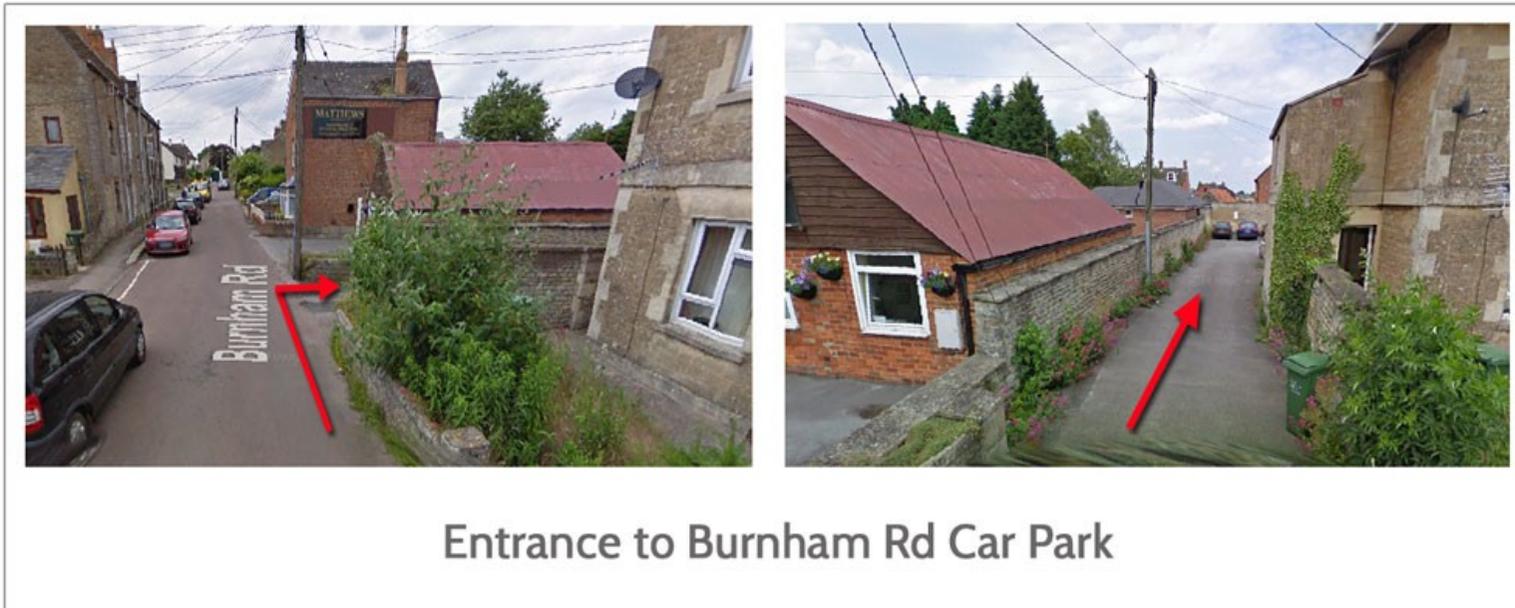


Burnham Road Car Park

## PARKING REVIEW OF MALMESBURY CAR PARKS

### 1.1 Burnham Rd Car Park Information

- There are 17 car park spaces available.
- It is located in a part of the town where there is limited residential parking and so these spaces are a valuable asset to people who park in that area.
- This car park is situated in a somewhat narrow residential road away from the town centre. It is adjacent to an undertakers and lies behind some ex-Police houses with fairly restricted turning and access of approx. one and a half car width across, from Burnham Rd.



## PARKING REVIEW OF MALMESBURY CAR PARKS

- It is believed that some residents whose properties back onto the car park have garage entrances or rights of way through the car park from the rear of their properties.



### Burnham Rd Car Park

Entrances to the car park from private residences, including the existing car park access.

# PARKING REVIEW OF MALMESBURY CAR PARKS

## 1.2 Burnham Rd Car Park Occupancy

- There is no data available for occupancy other than local knowledge.
- Local observation is that this car park is well used. Residents living nearby with limited off road parking, use the car park for overnight parking, whilst during the daytime it is used by those working in or visiting this part of the town.

## 1.3 Burnham Rd Car Park Income and Expenditure

- The car park is free of charge, so earns no revenue. There is an unknown expenditure outlay to maintain the car park.

## 1.4 Burnham Rd Car Park - Wiltshire Council Propose Exploration of Different Management Models.

In their consultation document, Wiltshire Council suggest exploration of different management models (e.g. community ownership) or other alternative uses for this site. Here are some suggestions of what might possibly be considered:

- This could be introducing parking charges.
- Selling the car park to Malmesbury Town Council to manage.
- Selling the car park to a private company or individual to manage.
- Selling the car park to a local residents/ community group to manage.
- Selling the car park spaces to individual residents.
- Selling or renting the space for an alternative use.

## 1.5 Conclusions

### 1.5.1 Burnham Rd Use As A Car Park

- Public car parking spaces are much needed in this part of the town, because of the lack of off road parking for residents and visitors.

### 1.5.2 Burnham Rd Car Park Charging

- Charging for hourly use of a 17 space car park is unlikely to be cost effective and may even be cost negative.

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### 1.5.3 Selling Burnham Rd Car Park to Malmesbury Town Council

- Malmesbury Town Council could take on ownership of a car park for public use, but would have to consider the long term costs involved in maintenance and revenue collection, which might well require funding through residents' Precept (Council Tax). So any transfer of a car park would require a very substantial financial package from Wiltshire Council to avoid the car park becoming an extra burden to the precept payer, but with very limited benefits.

### 1.5.4 Selling Burnham Rd Car Park to a private individual, private company, community group or residents

- Given the suggested rights of way and access through the car park (more research required to confirm this), the most probable sales option could be to sell to the residents who live adjacent to the car park, either individually or as a group. However the legalities involved could be very onerous and expensive for Wiltshire Council especially if one or more local residents did not wish to participate, but had a private right of access through the car park.

### 1.5.5 Other Uses for Burnham Rd Car Park

- It is difficult to envisage what other use the car park could be put to, given the restricted access onto Burnham Rd and also that residents may apparently have access rights over the land, some from their garages which face into the car park. (This will require further research).

### 1.5.6 Status Quo Option

- Burnham Rd Car Park is a very useful car parking space out of the town centre and provides 17 much needed spaces. ***It would disadvantage local residents*** in particular to lose this car park and therefore it should remain as a public free of charge car park, managed by Wiltshire Council.
- Even if there is a small cost burden to Wiltshire Council to maintain this car park, the alternative of selling it might be even costlier to Wiltshire Council and of course the tax payer.
- This is only one of three Wiltshire Council car parks in Malmesbury and consideration could be given to covering the fairly minimal costs of this car park from the revenue of the others.

# PARKING REVIEW OF MALMESBURY CAR PARKS

## 2. Cross Hayes Car Park



## PARKING REVIEW OF MALMESBURY CAR PARKS

### 2.1 Cross Hayes Car Park Information

- There are currently 96 car parking spaces available.
- However before the relining of the car park a few years ago there were approx. 10 additional spaces available.
- Additionally, a local garage/ car showroom takes up an undefined amount of parking space alongside their property, often double parking. It is believed that the rights to this space have been the subject of discussion between the owner of the garage/ car showroom and Wiltshire Council, but this has not yet been resolved. The additional 'unpaid' for parking also distorts the data figures for this car park for both occupancy and revenue given that possibly around a tenth of the parking spaces are not available for use most of the time.

### 2.2 Cross Hayes Car Park Occupancy

- This car park is designated as a 'Short Stay' car park as it is in the centre of the town. Occupancy time is either 1 or 2 hours.
- It is very well used for most of the day and from local knowledge it would seem that currently there is even higher turnover and occupancy than is shown in the historic data provided.

**Table 1. Cross Hayes Car Park Occupancy Data**

Dates	8.00- 9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00
22/12/2012	30%	107 <sup>2</sup> %	110%	105%	109%	110%	95%	75%	42%	13%
22/09/2012	25%	115%	106%	121%	108%	58%	88%	93%	47%	15%
26/01/2013	27%	84%	103%	113%	108%	83%	82%	58%	35%	13%

Two trends could be assumed from the data:

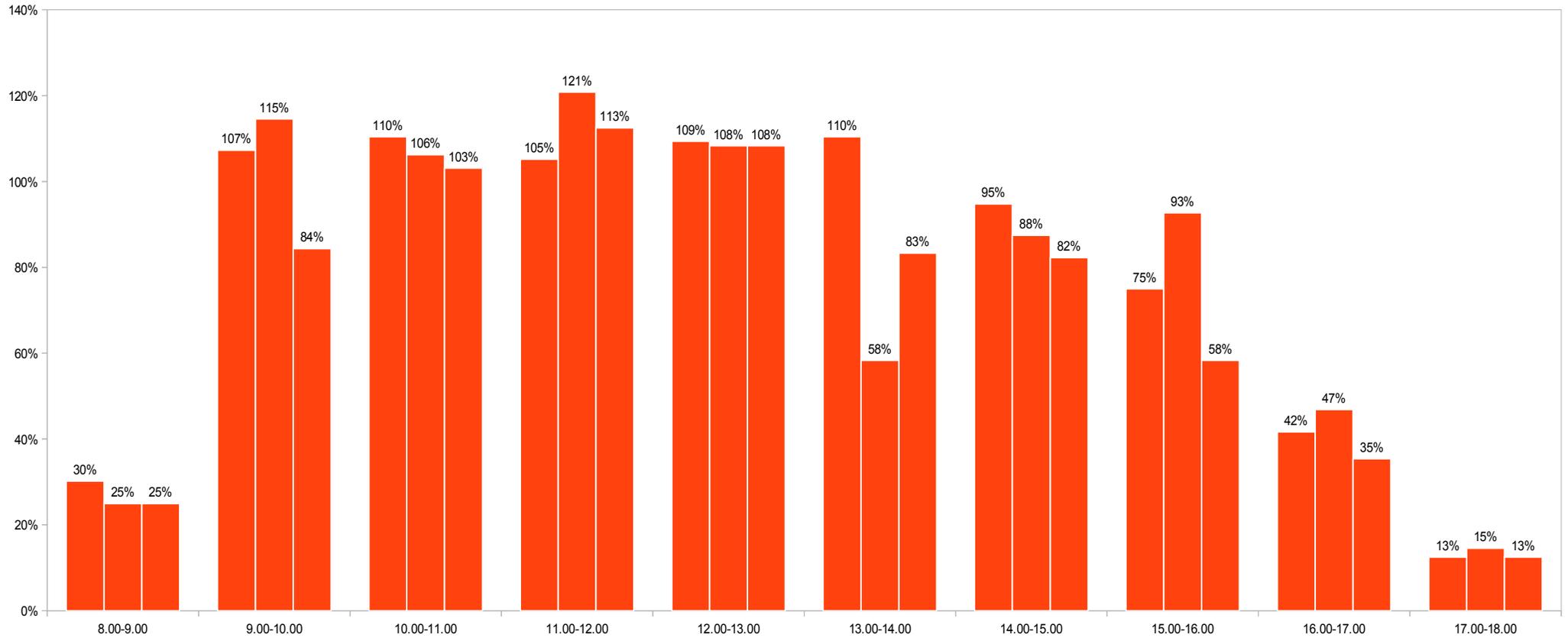
- Low occupancy before 9am.
- Occupancy tails off after 4pm to very little indeed between 5pm and 6pm.  
(Ticket values and volumes are discussed under 2.3 Cross Hayes Car Park Revenue).

<sup>2</sup> The percentage is over 100% because some motorists leave before their full 1 hour or 2 hours ticket expires and other motorists buy tickets to use the Car Park.

# PARKING REVIEW OF MALMESBURY CAR PARKS

Here is the same data in a visual graph format showing occupancy trends.

**Graph 1. Cross Hayes Car Park Occupancy - over three days 22/12/2012, 22/09/2012 and 26/01/2013**



## PARKING REVIEW OF MALMESBURY CAR PARKS



Cross Hayes Car Park - Under Occupied Late Afternoon

## PARKING REVIEW OF MALMESBURY CAR PARKS

### 2.3 Cross Hayes Car Park Revenue

Here are the current charges for the Car Park and also the proposed new charging scheme suggested by Wiltshire Council.

**Table 2. Cross Hayes Car Park Charges**

Car Park	CURRENT CHARGES		PROPOSED CHARGES BY WC	
	Sundays and Overnight 6pm to 8am	CURRENT CHARGES 8am to 6pm	Sundays and Overnight 6pm to 8am	PROPOSED CHARGES BY WC 8am to 6pm
<b>Cross Hayes</b>	Free	1 Hour - 40p	Free	1 Hour - 50p
		2 Hours - £1.20		2 Hours - £1.30

Revenue broadly follows the same pattern as that of occupancy, however the type of ticket purchased and the length of stay in the Car Park could actually make quite a difference to total revenue, especially if people were encouraged to use the Car Park during times it is mostly unoccupied.

**Table 3. Cross Hayes Car Park Ticket Data 22/12/2012**

22/12/2012	8.00- 9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00
Spaces	<b>96</b>	<b>96</b>	<b>96</b>	<b>96</b>	<b>96</b>	<b>96</b>	<b>96</b>	<b>96</b>	<b>96</b>	<b>96</b>
1 Hr Ticket	19	69	52	54	60	53	51	38	15	3
2 Hr Ticket	10	34	54	47	45	53	40	34	25	9
Total Tickets	29	103	106	101	105	106	91	72	40	12
Av. 80%	30%	107%	110%	105%	109%	110%	95%	75%	42%	13%

## PARKING REVIEW OF MALMESBURY CAR PARKS

**Table 4. Cross Hayes Car Park Ticket Data 22/09/2012**

22/09/2012	8.00- 9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00
Spaces	96	96	96	96	96	96	96	96	96	96
1 Hr Ticket	12	70	50	54	44	3	19	31	21	11
2 Hr Ticket	12	40	52	62	60	53	65	58	24	3
Total Tickets	24	110	102	116	104	56	84	89	45	14
Av. 78%	25%	115%	106%	121%	108%	58%	88%	93%	47%	15%

**Table 5. Cross Hayes Car Park Ticket Data 26/01/2013**

26/01/2013	8.00- 9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00
Spaces	96	96	96	96	96	96	96	96	96	96
1 Hr Ticket	10	47	53	50	49	27	35	27	12	5
2 Hr Ticket	16 <sup>3</sup>	34	46	58	55	53	44	29	22	7
Total Tickets	26	81	99	108	104	80	79	56	34	12
Av. 71%	27%	84%	103%	113%	108%	83%	82%	58%	35%	13%

An important factor is the length of stay determined by the volume of 1 hour and 2 hours tickets bought by motorists. Using the data provided, the following trends emerge:

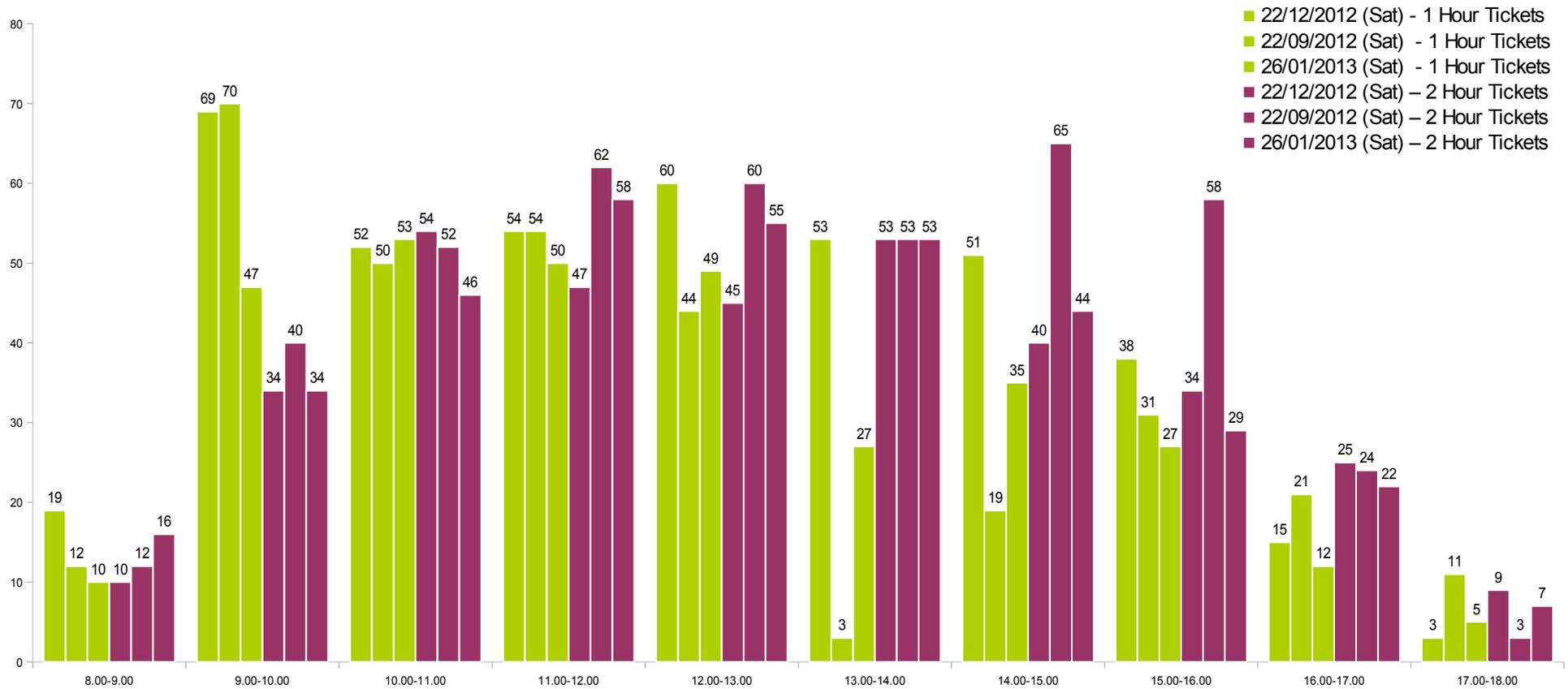
- An increase of 1 hour parking starts from around 9am to 10am. It could be surmised that these may be 'quick' shopping trips for local residents, after shops open at 9am.
- 1 hour and 2 hour tickets even out at more or less full occupancy through the middle part of the day. (It appears that the 2 hours ticket becomes more popular especially during the summer / carnival/ event time as would be expected).
- It could be surmised that a fair proportion of the 2 hour tickets are likely to be purchased by visitors to Malmesbury, mostly from neighbouring villages and towns and also tourists.
- There is a steep drop off again from 4pm onwards. This may reflect the current early closing time of some shops in the High St and that there is no cheaper parking incentive for parents collecting children from school to remain in the town.

<sup>3</sup> This figure include 2 tickets purchased for 2 hours between 7am and 8am.

## PARKING REVIEW OF MALMESBURY CAR PARKS

**Graph 2. Cross Hayes Car Park Comparison Ticket Sales - 22/12/2012, 22/09/2012 and 26/01/2013**

This graph shows a visual comparison of trends between 1 and 2 hours tickets purchased on the three dates.



## PARKING REVIEW OF MALMESBURY CAR PARKS

### 2.4 Income and Expenditure for Cross Hayes Car Park

**Table 6. Cross Hayes Car Park Income and Expenditure**

<b>Year</b>	<b>Income</b>	<b>Expenditure</b>	<b>Net Profit</b>
2010/11	£82,833	£ 34,065	£48,768
2011/12	£112,335	£47,290	£65,045
2012/13	£115,865	£62,636	£53,229
2013/14	£117,222	Unknown	Unknown
2014 (Apr to Nov only £80,512)	Est. £120,768	Unknown	Unknown

- These figures provide a broad idea of income and expenditure, but any assumptions which can be derived from Wiltshire Council's figures are limited as a detailed breakdown is not available.
- Expenditure for 2012/13 has almost doubled in two years since 2010/11, but there is no explanation available as to why this figure has increased.
- Local perception is such that the Car Park usage/ turnover has risen significantly over the last year, although this cannot be demonstrated because the historic data provided is historic, although yearly income figures do appear to support this, with year on year rises.

What might be surmised is:

- There is an upward income trend which does support the idea that Car Park usage/ turnover is rising and in fact over 4 years has risen by approx £35,000, presumably this is mostly because of the rise in charges over the years rather than increased usage. However this cannot be deduced from the data supplied.
- Expenditure has also risen exponentially, which means that although the Car Park takings are increasing, the actual net profit is reducing. Further research would be required to analyse this expenditure trend accurately.

## PARKING REVIEW OF MALMESBURY CAR PARKS

### 2.5 Wiltshire Council Proposed Charges Scheme For The Cross Hayes Car Park

- This proposal is for an across the board rise of 10p for both 1 hour and 2 hours tickets. Using the three days data, this will provide an average income increase of only £72.93 per day or £22,024.86 per year<sup>4</sup>. (See Table 8 below).
- However, this does not address under usage of the car park for around two hours daily, or promote the afternoon and evening use of the town and further support the local economy.

**Table 7. Wiltshire Council Proposed Charging Scheme Revenue (Based on the three days data provided).**

**CAR PARK TICKETS SALES - Mon to Sat 8am to 6pm** (based on data for 22/12/2012, 22/09/2012 & 26/01/2013)

WILTSHIRE COUNCIL Current Charges		WILTSHIRE COUNCIL Proposed Charges	
1 Hour - 40p	1044 Tickets @ 40p = <b>£417.60</b>	1 Hour - 50p	1044 Tickets @ 50p = <b>£522.00</b>
2 Hours - £1.20	1144 Tickets @ £1.20 = <b>£1372.80</b>	2 Hours - £1.30	1144 Tickets @ £1.30 = <b>£1487.20</b>
	<b>Revenue Total = £1790.40</b>		<b>Revenue Total = £2009.20</b>

<sup>4</sup> Charges at current 40p per 1 hr and £1.20 per 2 hours (417.60 + 1372.80 = 1790.40) Less proposed charges of 50p per 1 hour and £1.20 per 2 hours (2009.20 - 1790.40 = 218.80) Averaged to a daily amount = £72.93 per day @ 302 available charging days per year = Total of £22024.86 . (N.B. 302 available charging days per year is used for calculations throughout this report).

## PARKING REVIEW OF MALMESBURY CAR PARKS

### 2.6 An Alternative Suggestion for Charging for the Cross Hayes Car Park

#### 2.6.1 Peak and Off Peak Parking Charges Proposition

- PEAK CHARGES** - The data shows that at times the car park is used to the limit for a significant proportion of the time and vehicles often circle around at busy times, looking for parking spaces. Therefore charges for 1 hour parking could be raised to 50p and 2 hour parking could be raised to £1.30 up to 3pm or 4pm Monday to Saturday. This small rise in charges may discourage just a few people from parking at peak times and encourage them to opt for cheaper parking at off-peak times. Hopefully, this will be enough to avoid the 'lack of spaces' scenario at peak times.
- OFF-PEAK CHARGES** -The data shows the car park is underused towards the end of the day and this loses income. Parents collecting children from school and those returning home from work are more likely to remain in town for a longer time, perhaps shopping, visiting the library or even having a coffee, if an hour or two hours were to be charged at a lower rate. Also the Town Centre Action Plan for Malmesbury highlights a need to encourage shopping later on in the day and to promote town nightlife.

**Table 8. Cross Hayes Car Park - Suggested Charging Schemes**

Car Park	CURRENT CHARGES	CURRENT CHARGES	PROPOSED CHARGES BY WC	PROPOSED CHARGES BY WC	ALTERNATIVE PROPOSED CHARGES	ALTERNATIVE PROPOSED CHARGES	ALTERNATIVE PROPOSED CHARGES
	Sundays and Overnight 6pm to 8am	8am to 6pm	Sundays and Overnight 6pm to 8am	8am to 6pm	Sundays and Overnight 6pm to 8am	8am to 3pm or 4pm (PEAK CHGS)	3pm or 4pm to 6pm (OFF PEAK CHGS)
<b>Cross Hayes</b>	Free	1 Hour - 40p	Free	1 Hour - 50p	Free	1 Hour - 50p	1 Hour - 30p
		2 Hours - £1.20		2 Hours - £1.30		2 Hours - £1.30	2 Hours - £1.10

## PARKING REVIEW OF MALMESBURY CAR PARKS

***By introducing peak and low peak charges, there is active encouragement for more people to use the car park later on in the day, to maximise usage, decrease town centre congestion at peak times, to boost the town economy and use of facilities.***

Ideally the 'Off Peak' period would be from 3pm to 6pm to encourage more people to park in the town e.g. parents collecting children from school. 4pm to 6pm would be an alternative Off Peak period, but to me not as an attractive option if looking at the whole picture of usage.

The following tables show the alternative 'Peak' and 'Off Peak' Charges (for 3pm to 6pm and also 4pm to 6pm) compared to the Wiltshire Council estimated revenue. The same volume of tickets is used, but also comparing revenue with ***an increase of users of 10%*** for the 'Alternative Charging Scheme' under the premise that ***lower charges would encourage more people to use the car park 'Off Peak'***

***Table 9. 'Off Peak' from 3pm to 6pm - same volume of users as per data for 22/12/2012, 22/09/2012 & 26/01/2013***

CAR PARK TICKETS SALES	ALTERNATIVE Proposed Charges	WILTS COUNCIL Proposed Charges
<b>Mon - Sat 8am to 3pm</b>	<b>Mon - Sat 3pm to 6pm</b>	<b>Mon - Sat 3pm to 6pm</b>
881 Tickets @ 50p = £440.50 933 Tickets @ £1.30 = £1,212.90  <b>Sub Total = £1,653.40</b>	163 Tickets @ 30p = £48.90 211 Tickets @ £1.10 = £232.10  <b>Sub Total = £281.00</b>	163 Tickets @ 50p = £81.50 211 Tickets @ £1.30 = £274.30  <b>Sub Total = £355.80</b>
<b><u>SAME VOLUME OF TICKETS/ USERS AS PER THREE DAYS DATA</u></b>		
<b>WILTSHIRE COUNCIL PROPOSED CHARGES ..... TOTAL REVENUE = £ 2,009.20</b> (£1,653.40 + £355.80) <b>ALTERNATIVE PROPOSED CHARGES ..... TOTAL REVENUE = £ 1,934.40</b> (£1,653.40 + £281.00) <b>Alternative Proposed Charges Loss = £74.80 (£24.93 per day)</b>		

## PARKING REVIEW OF MALMESBURY CAR PARKS

**Table 10. 'Off Peak' from 3pm to 6pm - 10% increase in volume of users for the Alternative Proposed Charges only.**  
 (This is on the premise that the increase to Wiltshire Council Proposed Charges will not encourage more people to park).

CAR PARK TICKETS SALES	ALTERNATIVE Proposed Charges + 10% increased usage	WILTS COUNCIL Proposed Charges
Mon - Sat 8am to 3pm	Mon - Sat 3pm to 6pm	Mon - Sat 3pm to 6pm
881 Tickets @ 50p = £440.50  933 Tickets @ £1.30 = £1,212.90  <b>Sub Total = £1,653.40</b>	180 Tickets @ 30p = £54.00  232 Tickets @ £1.10 = £255.20  <b>Sub Total = £309.20</b>	163 Tickets @ 50p = £81.50  211 Tickets @ £1.30 = £274.30  <b>Sub Total = £355.80</b>
<b><u>10% INCREASE (38 MORE USERS PER DAY) OF THE VOLUME OF USERS AS PER THREE DAYS DATA</u></b>		
<b>WILTSHIRE COUNCIL PROPOSED CHARGES ..... TOTAL REVENUE = £ 2,009.20 (£1,653.40 + £355.80)</b> <b>ALTERNATIVE PROPOSED CHARGES ..... TOTAL REVENUE = £ 1,962.60 (£1,653.40 + £309.20)</b> <b>Alternative Proposed Charges Loss = £46.60 (£15.53 per day)</b>		

## PARKING REVIEW OF MALMESBURY CAR PARKS

**Table 11. 'Off Peak' from 4pm to 6pm - same volume of users as per data for 22/12/2012, 22/09/2012 & 26/01/2013**

CAR PARK TICKETS SALES	ALTERNATIVE Proposed Charges	WILTS COUNCIL Proposed Charges
<b>Mon - Sat 8am to 4pm</b>	<b>Mon - Sat 4pm to 6pm</b>	<b>Mon - Sat 4pm to 6pm</b>
977 Tickets @ 50p = £488.50 1054 Tickets @ £1.30 = £1,370.20 <b>Sub Total = £1,858.70</b>	67 Tickets @ 30p = £20.10 90 Tickets @ £1.10 = £99.00 <b>Sub Total = £119.10</b>	67 Tickets @ 50p = £33.50 90 Tickets @ £1.30 = £117.00 <b>Sub Total = £150.50</b>
<b><u>SAME VOLUME OF USERS AS PER THREE DAYS DATA</u></b>		
<b>WILTSHIRE COUNCIL PROPOSED CHARGES ..... TOTAL REVENUE = £ 2,009.20</b> (£1,858.70 + £150.50) <b>ALTERNATIVE PROPOSED CHARGES ..... TOTAL REVENUE = £ 1,977.80</b> (£1,858.70 + £119.10) <b>Alternative Proposed Charges Loss = £31.40 (£10.47 per day)</b>		

## PARKING REVIEW OF MALMESBURY CAR PARKS

**Table 12. 'Off Peak' from 4pm to 6pm - 10% increase in volume of users for the Alternative Proposed Charges only.**  
 (This is on the premise that the increase to Wiltshire Council Proposed Charges will not encourage more people to park).

CAR PARK TICKETS SALES Mon to Sat 8am to 6pm <small>(for 22/12/2012, 22/09/2012 &amp; 26/01/2013)</small>	ALTERNATIVE Proposed Charges	WILTS COUNCIL Proposed Charges Comparison
Mon - Sat 8am to 4pm	Mon - Sat 4pm to 6pm	Mon - Sat 4pm to 6pm
977 Tickets @ 50p = £488.50  1054 Tickets @ £1.30 = £1,370.20  <b>Sub Total = £1,858.70</b>	73 Tickets @ 30p = £21.90  99 Tickets @ £1.10 = £108.90  <b>Sub Total = £130.80</b>	67 Tickets @ 50p = £33.50  90 Tickets @ £1.30 = £117.00  <b>Sub Total = £150.50</b>
<p><b><u>10% INCREASE (15 MORE USERS PER DAY) OF THE VOLUME OF USERS AS PER THREE DAYS DATA</u></b></p> <p> <b>WILTSHIRE COUNCIL PROPOSED CHARGES ..... TOTAL REVENUE = £ 2009.20</b> (£1,858.70 + £150.50)  <b>ALTERNATIVE PROPOSED CHARGES ..... TOTAL REVENUE = £ 1989.50</b> (£1,858.70 + £130.80)  <b>Alternative Proposed Charges Loss = £19.70 (£6.57 per day)</b> </p>		

*Whilst the 'alternative suggestion' calculations show a loss some more than others, most are so small that if other more recent and comprehensive data were to be used, the 'loss' could well be less or even possibly a profit i.e. cost neutral or cost positive. I also guesstimate that the increase in 10% usage is also very realistic.*

## PARKING REVIEW OF MALMESBURY CAR PARKS

### 2.6.2 Conclusions

- **Lower charges may well encourage more users to park in the Cross Hayes 'Off Peak', when the car park is underused.** As may be seen from the example tables, applying a very realistic and conservative increase of 10% to the existing user data, results in a estimated 38 additional users for the last three hours (Off Peak 3pm to 6pm) and an estimated 15 additional users in the last two hours (Off Peak 4pm to 6pm).
- The revenue for both 10% increased outcomes is:

<b>Off Peak 3pm to 6pm + 10%</b> = a potential loss of £15.53 per day (estimated total loss per annum £4690.06) and
<b>Off Peak 4pm to 6pm + 10%</b> = a potential loss of £6.57 per day (estimated total loss per annum £1984.14).

<b>Off Peak 3pm to 6pm + 10%</b> = an estimated loss per annum £4690.06 ( 2.4% of an estimated total annual revenue of £197,568.40 based on a guesstimated calculation of 302? days) and
<b>Off Peak 4pm to 6pm + 10%</b> = an estimated loss per annum £1984.14 ( 1% of an estimated total annual revenue of £200,276.33 based on a guesstimated calculation of 302? days).

Whilst the 'alternative suggestion' calculations for 'Off Peak' charges show a loss, this is relatively small and if other more recent and comprehensive data were to be used, this difference might be even less or possibly a profit. The percentage losses are negligible compared to the over all guesstimated revenue totals **and taking into account the additional benefits to the town.**  
**This outcome is probably cost neutral and potentially cost positive.**

- **There has to be a financial incentive to park in the Town later on in the day.** For example, parents could pick up children from St. Joseph's Primary School and then buy a parking ticket and stay on to visit the library or go to the shops or another activity. Also, people might stop off and buy one or two items on their way home from work. Visitors and others may delay trips to the town until late afternoon and then stop for a teatime or evening meal or other community events.
- **The additional benefits to the town could be significant,** in terms of both the local daytime and night time economies, use of facilities such as the library, which open later on into the evening and potential reduction of traffic congestion at peak times and of course improve community interaction and encourage more after school and afternoon community events.
- The **impact of the additional parking at the new Waitrose Store car park** (approx. 220 spaces and free for customers or charged at the same rates as the Cross Hayes Car Park) cannot be underestimated, especially during the summer months as it is only around 5 minutes walk or less to the centre of the town.

## PARKING REVIEW OF MALMESBURY CAR PARKS

### 2.6.3 Other Factors to Improve Car Park Usage Promotion of Online and Phone Payment for Car Park Tickets

- More promotion and advertising of easy online and phone payment for car park tickets is likely to reduce the small amount of 'non payers' and encourage usage of the car park.

### 2.6.4 Relining of Car Park to Provide More Spaces

- When due for refurbishment, there is a more imaginative relining of the car park to provide extra car parking spaces.

### 2.6.5 Garage/ Car Showroom Proposal

- It is public knowledge that there is a question mark over a particular area of the car park outside Hyams Autos Ltd (garage/ car showroom).
- Currently cars are parked in front of the garage/ car showroom and also double park crossways in a second row, which impinges on the car park access road. (See photographs below).
- A suggestion would be that prior to any car park relining or redesign, a dialogue is opened with Hyams Autos Ltd and a provision for parking (or not) in front of the garage/ car showroom is agreed. Hopefully a solution can be found that would be acceptable to all parties.
- The benefits are that this will clarify the current situation for local residents, traffic wardens and the Police, as well as allowing the car park to be relined in such a way as to provide more spaces.



Explore a Parking Solution To Reduce Double Parking Outside Hyam's Garage

# PARKING REVIEW OF MALMESBURY CAR PARKS

## 3. Station Road Car Park



## PARKING REVIEW OF MALMESBURY CAR PARKS

### 3.1 Station Rd Car Park Information

- There are currently 145 car parking spaces available.
- The car park is situated away from the town centre which is accessed by climbing up a long set of steps behind Malmesbury Abbey, which some such as the elderly and infirm find impossible to negotiate.
- The car park runs alongside a small industrial estate and is also adjacent to the local fire station. It is in fairly close proximity to Malmesbury C of E Primary School, a large Co-Op Supermarket and also Gloucester Road, a residential area with limited parking.
- There are a number of permits issued for this car park (76 as of 2012 data).

### 3.2 Station Rd Car Park Occupancy

- This is designated as a long stay car park, with all day parking available and a range of tickets to cover different options.
- Wiltshire Council increased the ticket prices a few years and local opinion is that this has deterred many people from using the car park.

**Table 13. Station Rd Car Park Occupancy Data - (Not Including 76 Permit Holders)**

Dates	8.00- 9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00
22/12/2012	6%	13%	23%	34%	25%	12%	4%	3%	2%	2%
22/09/2012	8%	13%	0%	46%	48%	39%	34%	23%	13%	7%
26/01/2013	1%	3%	10%	16%	23%	21%	14%	9%	6%	1%

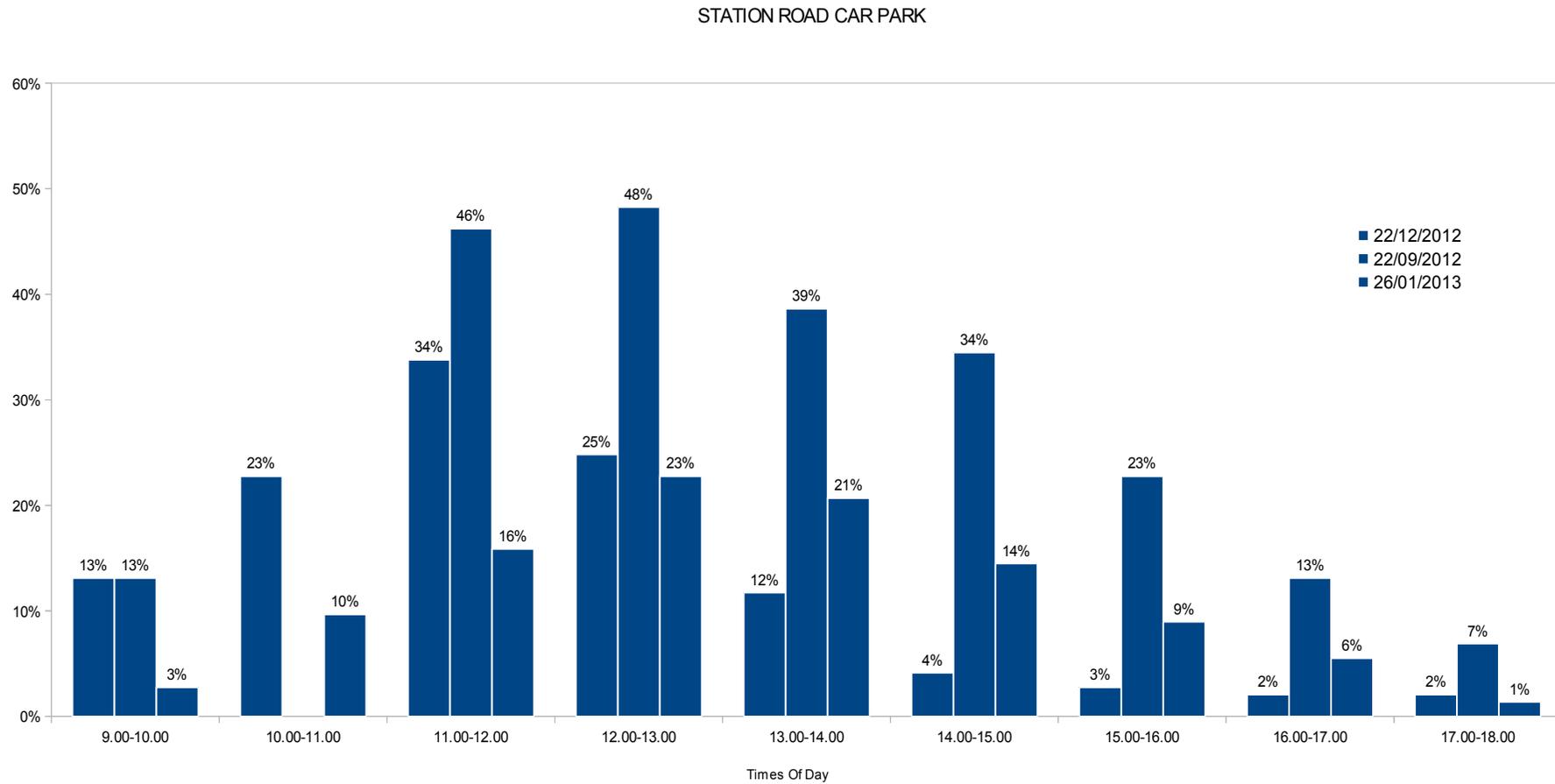
Given the limitations of the data and not including the 76 permit holders as we are not aware of when, how often and for how long they park, two trends could be assumed:

- Very low occupancy at the beginning and end of the day, but the volume does increase from 11am to 2pm, especially in the summer.  
N.b. Ticket values and volumes are discussed under 3.3 Station Rd Car Park Revenue.

## PARKING REVIEW OF MALMESBURY CAR PARKS

Here is a visual representation of the same data showing occupancy trends, in graph format.

**Graph 3. Station Rd Car Park General Occupancy - over three days 22/12/2012, 22/09/2012 and 26/01/2013**



## PARKING REVIEW OF MALMESBURY CAR PARKS



Station Road Car Park - Under Occupied

## PARKING REVIEW OF MALMESBURY CAR PARKS

### 3.3 Station Yard Car Park Revenue

Here are the current charges for the Car Park and also the increases suggested by Wiltshire Council.

**Table 14. Station Road Car Park Charges**

Car Park	CURRENT CHARGES		PROPOSED CHARGES BY WC	
	Sundays and Overnight 6pm to 8am	CURRENT CHARGES 8am to 6pm	Sundays and Overnight 6pm to 8am	PROPOSED CHARGES BY WC 8am to 6pm
<b>Station Yard</b>	Free	1 Hour - 40p	Free	1 Hour - 40p
		2 Hours - £1.10		2 Hours - £1.10
		3 Hours - £2.00		3 Hours - £2.00
		4 Hours - £2.40		4 Hours - £2.40
		5 Hours - £3.20		5 Hours - £3.20
		8 Hours - £5.20		
		All day - £5.60		All day - £5.20

The current revenue broadly follows the same pattern as that of occupancy, however the type of ticket purchased and the length of stay in the Car Park could make quite a difference to total revenue, especially during times the Car Park is not fully occupied.

The following tables and graphs do not include the data for the 76 season ticket holders. It is difficult to judge how often these ticket holders use the car park and at what time of the day, but from local knowledge it appears that the car park is partially unoccupied during the day and especially in the evening and overnight, when in fact more residents could be expected to park their cars.

## PARKING REVIEW OF MALMESBURY CAR PARKS

**Table No. 15 Station Road Car Park Ticket Data for 22/12/2012**

22/12/2012	8.00-9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00	Total Per Ticket Type
1 hour	1	3	8	14	5	2	0	0	0	0	33
2 hours	1	3	9	15	13	6	2	1	0	0	50
3 hours	1	4	7	11	10	7	2	1	1	1	45
4 hours	0	2	2	2	2	0	0	0	0	0	8
5 hours	6	5	5	5	4	0	0	0	0	0	25
8 hours	0	0	0	0	0	0	0	0	0	0	0
All Day	2	2	2	2	2	2	2	2	2	2	20
<b>Total Per Hour</b>	11	19	33	49	36	17	6	4	3	3	181

**Table No. 16 Station Road Car Park Ticket Data for 22/09/2012**

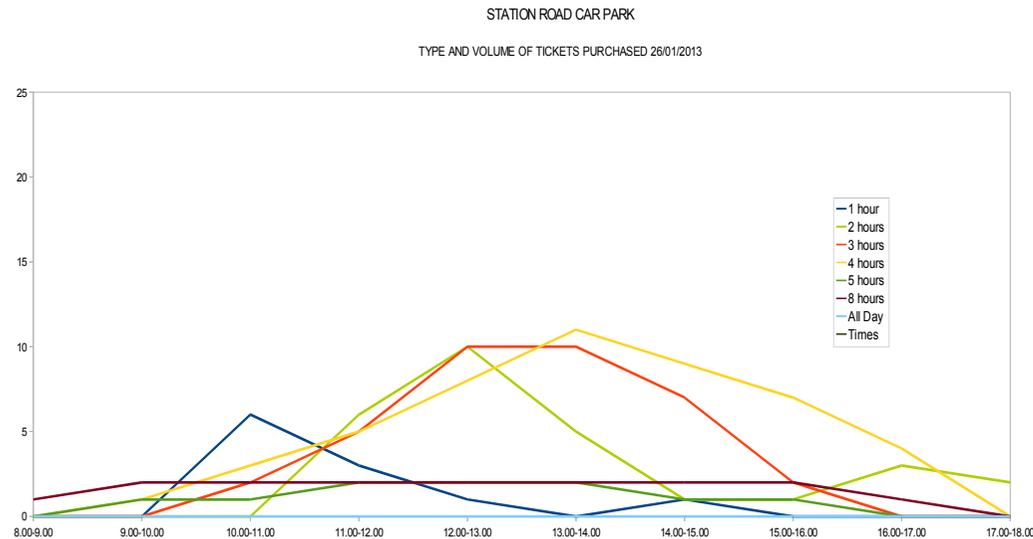
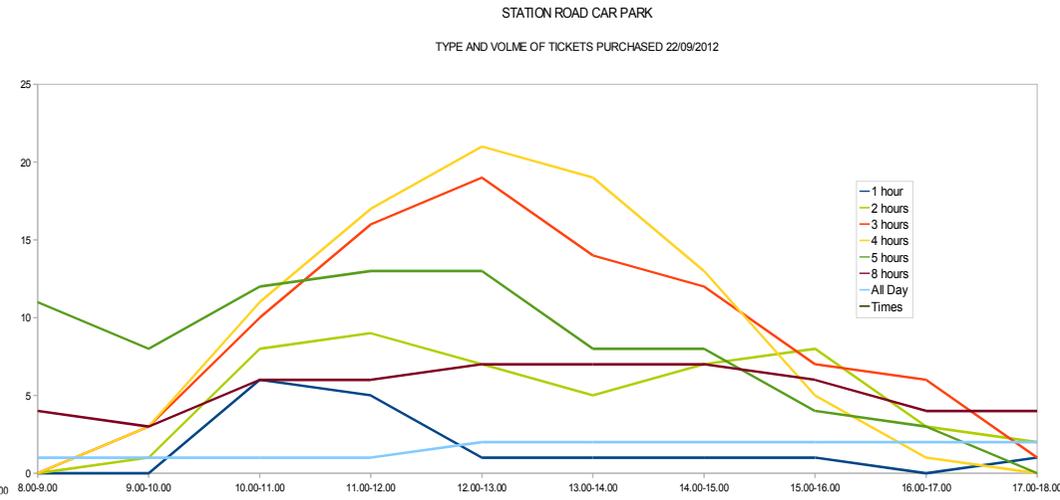
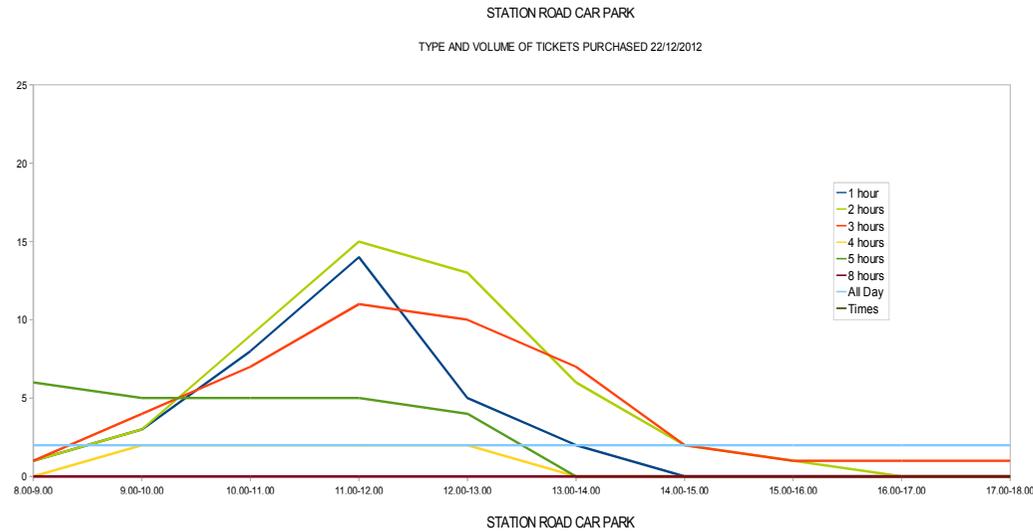
22/09/2012	8.00-9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00	Total Per Ticket Type
1 hour	0	0	6	5	1	1	1	1	0	1	16
2 hours	0	1	8	9	7	5	7	8	3	2	50
3 hours	0	3	10	16	19	14	12	7	6	1	88
4 hours	0	3	11	17	21	19	13	5	1	0	90
5 hours	11	8	12	13	13	8	8	4	3	0	80
8 hours	4	3	6	6	7	7	7	6	4	4	54
All Day	1	1	1	1	2	2	2	2	2	2	16
<b>Total Per Hour</b>	16	19	54	67	70	56	50	33	19	10	394

**Table No. 17 Station Road Car Park Ticket Data for 26/01/2013**

26/01/2013	8.00-9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00	Total Per Ticket Type
1 hour	0	0	6	3	1	0	1	0	0	0	11
2 hours	0	0	0	6	10	5	1	1	3	2	28
3 hours	0	0	2	5	10	10	7	2	0	0	36
4 hours	0	1	3	5	8	11	9	7	4	0	48
5 hours	0	1	1	2	2	2	1	1	0	0	10
8 hours	1	2	2	2	2	2	2	2	1	0	16
All Day	0	0	0	0	0	0	0	0	0	0	0
<b>Total Per Hour</b>	1	4	14	23	33	30	21	13	8	2	149

# PARKING REVIEW OF MALMESBURY CAR PARKS

**Graphs 4. Here is a visual representation of the same data for Station Road Car Park showing occupancy trends.**



***Just a visual comparison of the 'tickets issued' graphs clearly shows that the car park is much more well used in the summer than the winter time. This is likely to be because of visitors parking here to visit Abbey House Gardens (Open March to October) which is located on one side of the car park and also tourists and visitors to the town in general. Additionally the site of the car park is in a river location which is more attractive in the summer and so more likely to be used for parking. Also, the way into town up the steps from the car park in winter tends to be dark and may be slippery or icy in bad weather, which does not encourage people to walk into the town centre.***

## PARKING REVIEW OF MALMESBURY CAR PARKS

### 3.4 Income and Expenditure for Station Rd Car Park

**Table 18. Station Rd Car Park Income and Expenditure**

Year	Income	Expenditure	Net Loss
2010/11	£30,367	£ 40,841	£10,473
2011/12	£34,897	£57,030	£22,133
2012/13	£29,687	£62,116	£32,429
2013/14	£31,182	Unknown	Unknown
2014 (Apr to Nov only £26,252)	Est. £39,378	Unknown	Unknown

- These figures provide a broad idea of income and expenditure, but again any assumptions which can be derived from Wiltshire Council's figures are limited and a detailed breakdown is not available. Also it is not known whether or not these figures include the permit revenue.
- Expenditure for 2012/13 has risen by over 50% in two years since 2010/11, (resulting in a loss of £32,429 ) but there is no data available to provide an explanation as to why this figure has increased.
- Local perception is such that the Car Park usage is low for a variety of reasons and the income figures, even with price rises demonstrate this. (A random check on two days showed only 69 cars parked mid-afternoon on Friday 09/01/15 and only 16 cars parked mid-afternoon on Saturday 10/01/15).

What might be surmised is:

- Expenditure has risen exponentially, but car park revenue is remaining about the same level, which means it is actually reducing in real terms. This could suggest that car park usage might have fallen over the last few years, however this cannot be confirmed from the data supplied and further research is required to analyse this trend accurately.

### 3.5 Wiltshire Council Proposed Charges Scheme For The Station Rd Long Stay Car Park

- This proposal is for the 8 hour ticket to be scrapped and the all day ticket to be reduced to £5.20 from £5.60. The other ticket charges are to remain the same, which in effect will mean the 1 and 2 hour tickets will be 10p less than the Cross Hayes equivalent. However, this does not address under usage of the car park for around two hours daily, or promote the afternoon and evening use of the town.

## PARKING REVIEW OF MALMESBURY CAR PARKS

### 3.6 Alternative Suggestions for Station Rd Car Park

Clearly with income only covering half of expenditure and the car park making a loss year on year, the current charging regime and/ or the set up of the car park itself needs to be rethought. There is nothing to suggest that Wiltshire Council's proposed charges will change this scenario to any great extent. The historic data available for the Cross Hayes Car Park can be used to at least 'guesstimate' trends, however the case of Station Rd Car Park is different in that there are more variables to be considered of which there is no data available. These may be broken down under three headings:

#### 3.6.1. Who Uses The Car Park, When And Why?

- When do permit holders park their vehicles and for how long? That is how many spaces are actually used for parking during the daytime by permit holders and how many cars are parked during the evening and overnight?
- Is usage of the car park directly linked to Abbey House Gardens opening times March to October? Or the various Festivals, Carnival and other events held in the Town?
- Are the permits mostly held by residents for private parking or by workers?
- Is it mostly residents who use the car park or visitors? Given the rise in parking in the Summer, it could be surmised that this is caused mostly by visitors to Abbey House Gardens and the town?
- Is this car park used by those dropping off and picking up children from the nearby Malmesbury C of E Primary School?
- How many people park in the long stay and then walk into the town centre?
- Do tourist coaches park here?
- Will the new Riverside Community Campus (when open) increase the volume of cars being parked in the car park?

#### 3.6.2. Does The Car Park Itself Encourage Or Discourage People From Using It?

- Does the way into the Town Centre up steep steps make it impossible for some (particularly the elderly and infirm) to park here and also mean others are discouraged by the steep climb?
- Does the current lighting in the car park and also on the way into the town centre via the steps put people off using the car park in the evenings and on dark winter days?
- Do the paths and steps leading into the town centre need clearing or gritting to make them safer and easier for people to use in the wintertime? Does this along with low level lighting put people off using the car park?
- Do the bushes in the car park need to be cut back to give people a greater perception of safety and encourage more to park there?

## PARKING REVIEW OF MALMESBURY CAR PARKS

- Would CCTV give people a greater sense of security and again encourage more use of the car park?
- Would public toilets make it a more attractive place for people to park?
- Should campervans be allowed to park overnight?
- Do the current charges discourage local people from using it, when they can park in the town centre either for free or in the Cross Hayes Car Park for the same charges for up to 2 hours?

### 3.6.3 Any Other Factors?

- There is a lack of sufficient signage to the car park from both outside the town and from the town centre.
- There is a lack of sufficient signage in the car park indicating how to reach the town centre.
- Although there is a town bus, this is not linked to use of this car park and in fact it does not stop inside the Waitrose Car Park, but within walking distance at the bottom of the High St. Additionally, there is no signage and it is not promoted in any leaflets/ literature/ internet etc in the town nor most importantly outside of the Malmesbury, in nearby small towns or villages or for tourists.
- The range of current time periods on offer (1 hour to all day) do not really reflect the nature of the car park being for long term parking. Amalgamating the longer term tickets to just one All Day whilst reducing the cost, will encourage people to view the car park as a good longer term parking option and encourage repeat usage.

## PARKING REVIEW OF MALMESBURY CAR PARKS

### 3.7 Alternative Suggestions for Station Road Car Park Charging

The following tables show an alternative charging scheme compared to the proposed Wiltshire Council charging scheme. The estimated alternative revenue is compared to the estimated Wiltshire Council revenue. The same volume of tickets is used in all cases, but with a projected increase of users of 5 %, 10% and 15% for the alternative charging scheme, because this could encourage more people to use the car park for 'All Day' ticket periods, which would also be of benefit to the Town economy.

**Table 19. Station Car Park - Suggested Charging Schemes**

Car Park	CURRENT CHARGES	CURRENT CHARGES	PROPOSED CHARGES BY WC	PROPOSED CHARGES BY WC	ALTERNATIVE PROPOSED CHARGES	ALTERNATIVE PROPOSED CHARGES
	Sundays and Overnight 6pm to 8am	8am to 6pm	Sundays and Overnight 6pm to 8am	8am to 6pm	Sundays and Overnight 6pm to 8am	8am to 6pm
<b>Station Road</b>	Free	1 Hour - 40p	Free	1 Hour - 40p	Free	1 Hour - 40p
		2 Hours - £1.10		2 Hours - £1.10		2 Hours - £1.10
		3 Hours - £2.00		3 Hours - £2.00		4 Hours - £2.40
		4 Hours - £2.40		4 Hours - £2.40		All Day - £4.00
		5 Hours - £3.20		5 Hours - £3.20		
		8 Hours - £5.20		All day - £5.20		
		All day - £5.60				

## PARKING REVIEW OF MALMESBURY CAR PARKS

**Table 20. Same volume of users as per three days data (not including permits).**

<b>CAR PARK TICKETS SALES WILTS COUNCIL Current Charges</b> <small>(Based on volume data of 22/12/2012, 22/09/2012 &amp; 26/01/2013)</small>	<b>CAR PARK TICKETS SALES WILTS COUNCIL Proposed Charges</b> <small>(Based on data of 22/12/2012, 22/09/2012 &amp; 26/01/2013 and aligning ticket volumes to the nearest time period)</small>	<b>CAR PARK TICKETS SALES ALTERNATIVE Proposed Charges</b> <small>(Based on data of 22/12/2012, 22/09/2012 &amp; 26/01/2013 and aligning ticket volumes to the nearest time period)</small>						
<b>Mon - Sat 8am to 6pm</b>	<b>Mon - Sat 8am to 6pm</b>	<b>Mon - Sat 8am to 6pm</b>						
1 hour x 60 Tickets @ 40p = £24.00 2 hours x 128 Tickets @ £1.10 = £140.80 3 hours x 169 Tickets @ £2.00 = £338.00 4 hours x 146 Tickets @ £2.40 = £350.40 5 hours x 115 Tickets @ £3.20 = £368.00 8 hours x 70 Tickets @ £5.20 = £364.00 All Day x 36 tickets @ £5.60 = £201.60  <b>Sub Total = £1,786.80</b>	1 hour x 60 Tickets @ 40p = £24.00 2 hours x 128 Tickets @ £1.10 = £140.80 3 hours x 169 Tickets @ £2.00 = £338.00 4 hours x 146 Tickets @ £2.40 = £350.40 5 hours x 115 Tickets @ £3.20 = £368.00 All Day x 106 Tickets @ £5.20 = £551.20  <b>Sub Total = £1,772.40</b>	1 hour x 60 Tickets @ 40p = £24.00 2 hours x 128 Tickets @ £1.10 = £140.80 4 hours x 315 Tickets @ £2.40 = £756.00 All Day x 221 Tickets @ £4.00 = £884.00  <b>Sub Total = £1,804.80</b>						
<table style="width: 100%; border: none;"> <tr> <td style="width: 60%;"><b>ALTERNATIVE PROPOSED CHARGES .....</b></td> <td style="text-align: right;"><b>TOTAL REVENUE = £ 1,772.40</b></td> </tr> <tr> <td><b>WILTSHIRE COUNCIL PROPOSED CHARGES .....</b></td> <td style="text-align: right;"><b>TOTAL REVENUE = <u>£ 1,804.80</u></b></td> </tr> <tr> <td></td> <td style="text-align: right;"><b>Profit = £32.40 (£10.80 per day)</b></td> </tr> </table>			<b>ALTERNATIVE PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = £ 1,772.40</b>	<b>WILTSHIRE COUNCIL PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = <u>£ 1,804.80</u></b>		<b>Profit = £32.40 (£10.80 per day)</b>
<b>ALTERNATIVE PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = £ 1,772.40</b>							
<b>WILTSHIRE COUNCIL PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = <u>£ 1,804.80</u></b>							
	<b>Profit = £32.40 (£10.80 per day)</b>							
<small>(N.B. For comparison -ticket sales for 22/12/2012, 22/09/2012 &amp; 26/01/2013 = £1,786.80)</small>								

## PARKING REVIEW OF MALMESBURY CAR PARKS

**Table 21. Same volume of users as per three days data plus an increase of 5%.**

<b>CAR PARK TICKETS SALES ALTERNATIVE Proposed Charges</b>	<b>CAR PARK TICKETS SALES WILTSHIRE COUNCIL Proposed Charges</b>						
(Based on data of 22/12/2012, 22/09/2012 & 26/01/2013 plus 5% increase and aligning ticket volumes to the nearest time period).	(Based on data of 22/12/2012, 22/09/2012 & 26/01/2013 plus 5% increase and aligning ticket volumes to the nearest time period).						
<b>Mon - Sat 8am to 6pm</b>	<b>Mon - Sat 8am to 6pm</b>						
1 hour x 63 Tickets @ 40p = £25.20 2 hours x 135 Tickets @ £1.10 = £148.50 4 hours x 330 Tickets @ £2.40 = £792.00 All Day x 233 Tickets @ £4.00 = £932.00  <p style="text-align: right;"><b>Sub Total = £1,897.70</b></p>	1 hour x 63 Tickets @ 40p = £25.20 2 hours x 135 Tickets @ £1.10 = £148.50 3 hours x 177 Tickets @ £2.00 = £354.00 4 hours x 153 Tickets @ £2.40 = £367.20 5 hours x 121 Tickets @ £3.20 = £387.20 All Day x 112 Tickets @ £5.20 = £582.40  <p style="text-align: right;"><b>Sub Total = £1,864.50</b></p>						
<table style="width: 100%; border: none;"> <tr> <td style="width: 60%;"><b>ALTERNATIVE PROPOSED CHARGES .....</b></td> <td style="text-align: right;"><b>TOTAL REVENUE = £ 1,897.70</b></td> </tr> <tr> <td><b>WILTSHIRE COUNCIL PROPOSED CHARGES .....</b></td> <td style="text-align: right;"><b>TOTAL REVENUE = <u>£ 1,864.50</u></b></td> </tr> <tr> <td colspan="2" style="text-align: right; padding-top: 10px;"><b>Alternative Charges Profit = £33.20 (£11.07 per day)</b></td> </tr> </table>		<b>ALTERNATIVE PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = £ 1,897.70</b>	<b>WILTSHIRE COUNCIL PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = <u>£ 1,864.50</u></b>	<b>Alternative Charges Profit = £33.20 (£11.07 per day)</b>	
<b>ALTERNATIVE PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = £ 1,897.70</b>						
<b>WILTSHIRE COUNCIL PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = <u>£ 1,864.50</u></b>						
<b>Alternative Charges Profit = £33.20 (£11.07 per day)</b>							
(N.B. For comparison -ticket sales for 22/12/2012, 22/09/2012 & 26/01/2013 = £1,786.80)							

## PARKING REVIEW OF MALMESBURY CAR PARKS

**Table 22. Same volume of users as per three days data plus an increase of 10%.**

<b>CAR PARK TICKETS SALES ALTERNATIVE Proposed Charges</b>	<b>CAR PARK TICKETS SALES WILTSHIRE COUNCIL Proposed Charges</b>				
(Based on data of 22/12/2012, 22/09/2012 & 26/01/2013 plus 10% increase and aligning ticket volumes to the nearest time period)	(Based on data of 22/12/2012, 22/09/2012 & 26/01/2013 plus 10% increase and aligning ticket volumes to the nearest time period)				
<b>Mon - Sat 8am to 6pm</b>	<b>Mon - Sat 8am to 6pm</b>				
1 hour x 66 Tickets @ 40p = £26.40 2 hours x 141 Tickets @ £1.10 = £155.10 4 hours x 347 Tickets @ £2.40 = £832.80 All Day x 244 Tickets @ £4.00 = £976.00  <p style="text-align: right;"><b>Sub Total = £1,990.30</b></p>	1 hour x 66 Tickets @ 40p = £26.40 2 hours x 141 Tickets @ £1.10 = £155.10 3 hours x 186 Tickets @ £2.00 = £372.00 4 hours x 161 Tickets @ £2.40 = £386.40 5 hours x 127 Tickets @ £3.20 = £406.40 All Day x 117 Tickets @ £5.20 = £608.40  <p style="text-align: right;"><b>Sub Total = £1,968.80</b></p>				
<table style="width: 100%; border: none;"> <tr> <td style="width: 60%;"><b>ALTERNATIVE PROPOSED CHARGES .....</b></td> <td><b>TOTAL REVENUE = £ 1,990.30</b></td> </tr> <tr> <td><b>WILTSHIRE COUNCIL PROPOSED CHARGES .....</b></td> <td><b>TOTAL REVENUE = <u>£ 1,954.70</u></b></td> </tr> </table> <p style="text-align: right; margin-top: 10px;"><b>Alternative Profit = £35.60 (£11.87 per day)</b></p>		<b>ALTERNATIVE PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = £ 1,990.30</b>	<b>WILTSHIRE COUNCIL PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = <u>£ 1,954.70</u></b>
<b>ALTERNATIVE PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = £ 1,990.30</b>				
<b>WILTSHIRE COUNCIL PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = <u>£ 1,954.70</u></b>				
(N.B. For comparison -ticket sales for 22/12/2012, 22/09/2012 & 26/01/2013 = £1,786.80)					

## PARKING REVIEW OF MALMESBURY CAR PARKS

**Table 23. Same volume of users as per three days data plus increase of 15%.**

<b>CAR PARK TICKETS SALES ALTERNATIVE Proposed Charges</b>  (Based on data of 22/12/2012, 22/09/2012 & 26/01/2013 plus 15% increase and aligning ticket volumes to the nearest time period)	<b>CAR PARK TICKETS SALES WILTSHIRE COUNCIL Proposed Charges</b>  (Based on data of 22/12/2012, 22/09/2012 & 26/01/2013 plus 15% increase and aligning ticket volumes to the nearest time period)						
<b>Mon - Sat 8am to 6pm</b>	<b>Mon - Sat 8am to 6pm</b>						
1 hour x 69 Tickets @ 40p = £27.60 2 hours x 147 Tickets @ £1.10 = £161.70 4 hours x 362 Tickets @ £2.40 = £868.80 All Day x 255 tickets @ £4.00 = £1020.00  <p style="text-align: right;"><b>Sub Total = £2,078.10</b></p>	1 hour x 69 Tickets @ 40p = £27.60 2 hours x 147 Tickets @ £1.10 = £161.70 3 hours x 194 Tickets @ £2.00 = £388.00 4 hours x 168 Tickets @ £2.40 = £403.20 5 hours x 132 Tickets @ £3.20 = £422.40 All Day x 123 Tickets @ £5.20 = £639.60  <p style="text-align: right;"><b>Sub Total = £2,042.50</b></p>						
<table style="width: 100%; border: none;"> <tr> <td style="width: 60%;"><b>ALTERNATIVE PROPOSED CHARGES .....</b></td> <td><b>TOTAL REVENUE = £2,078.10</b></td> </tr> <tr> <td><b>WILTSHIRE COUNCIL PROPOSED CHARGES .....</b></td> <td><b>TOTAL REVENUE = <u>£2,042.50</u></b></td> </tr> <tr> <td colspan="2" style="text-align: right; padding-top: 10px;"><b>Alternative Charges Profit = £35.60 (£11.87 per day)</b></td> </tr> </table>		<b>ALTERNATIVE PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = £2,078.10</b>	<b>WILTSHIRE COUNCIL PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = <u>£2,042.50</u></b>	<b>Alternative Charges Profit = £35.60 (£11.87 per day)</b>	
<b>ALTERNATIVE PROPOSED CHARGES .....</b>	<b>TOTAL REVENUE = £2,078.10</b>						
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(N.B. For comparison -ticket sales for 22/12/2012, 22/09/2012 & 26/01/2013 = £1,786.80)							

## PARKING REVIEW OF MALMESBURY CAR PARKS

### 3.8 Conclusions

- As may be seen from these tables, with the alternative charging scheme and no change in the volume of users there is an estimated average profit increase of £10.80 per day or £3283.20 per year. Additionally, with a very realistic and conservative increase of 5%, being only 36 more users over the period of a day, the potential extra profit could be an estimated average £11.07 per day, or an indicative extra profit of £3343.14 per year.
- ***There has to be a financial or other incentive to park in Station Road Car Park.*** The day tripper to Abbey House Gardens or visitor to the Town will be encouraged to spend the whole day in Malmesbury, given the reduction in the longer period of 'All Day' car park charges. The lower charge will also encourage more repeat users.
- The additional benefits to the town could be significant, in terms of both the local daytime and night time economies, use of facilities such as the library, which open later on into the evening and potential reduction of traffic congestion at peak times.
- The impact of the additional parking at the new Waitrose Store car park (approx. 220 spaces and free for customers or charged at the same rates as the Cross Hayes Car Park) cannot be underestimated, especially during the summer months as it is only around 5 minutes walk or less to the centre of the town and is less onerous than walking from Station Rd Car Park.

### 3.9 Other Factors to Improve Car Park Usage

- A ***'Park and Ride'*** type facility to improve access to the Town Centre for those who are unable to walk up the steps because of disability or infirmity, those with buggies, or with heavy shopping etc. There is already a town bus and also bus stops just a little further along from the Car Park on level walking. ***Linking information of the bus journeys into and from Town, to parking in the Car Park will effectively produce a 'Park and Ride' facility of sorts with elements which are already in place.*** This would need to be actively advertised with signage, leafleting etc especially of bus timetables, but this would be comparatively low cost. This would also encourage greater use of the buses as well as the Car Park. It is likely there will be an increase in usage if advertised on the internet, leaflets etc in small towns and villages in the area as well as to tourists.
- ***Better signage*** to the Station Road Car Park on the outskirts and on the roundabout in the town and better signage in the town itself, particularly in the Cross Hayes Car Park or the High Street, indicating where the other Car Park is, as an alternative option. (Vice versa with the Cross Hayes Car Park). Also signage in Station Rd Car Park indicating the way into the Town Centre.
- Consider improving the walk to the Town Centre which is across the Car Park and up several flights of stone steps and a pathway with runs alongside the Abbey, bordered with trees and greenery:

## PARKING REVIEW OF MALMESBURY CAR PARKS

- Review and improve where appropriate the lighting in the car park and also on the way into the town centre via the steps. This will encourage people to use the Car Park on dark winter days and late afternoons especially and also in the evenings and will encourage and support the Town's night time economy.
- Make (local?) arrangements to ensure the Car Park and the way into the town centre via the steps and enclosed pathway are properly cleared and gritted if need be in the winter to encourage people to walk into Town from the Car Park.

This will also be of huge benefit to the shops along the small road which runs from Abbey House Gardens along to the Market Cross and improve their passing trade as well as the High St in general.

- Improve the amenity of the Car Park:
  - Consider improving the perception of safety in the Car Park by ensuring the bushes are regularly cut back and consider the installation of CCTV.
  - Review and consider a more imaginative relining of the car park to provide extra car parking spaces and also the installation of 'obstacles' and bumps to discourage 'donut' speed driving around the car park and any related anti-social behaviour, if considered to be a problem.
  - Consider if extra provision should be made for coach stopping and parking.
  - Consider installing public toilets, which is a major if not essential consideration for many people on choosing where to park.
- Revisit the permit holder system and possibly introduce extra traders or workers permits and perhaps extend residential permits to include more roads.
- Partner with Abbey House Gardens, Malmesbury Carnival, The Town Team, The Town Council, Visit Wiltshire (Tourism) and the organisers of the regular events, festivals and markets to ensure all advertisement is linked with the car park (also the Cross Hayes, where appropriate) and bus services.
- Provided a detailed travel plan is produced by the nearby Malmesbury C of E Primary School to evidence a need, allow some free parking for a short period (max 20 mins?) for the dropping off and picking up of young children. This will alleviate the potentially dangerous congestion of double and overflow parking around the school at peak times, and at a time when the Car Park is relatively underused. A similar scheme already operates in the Cross Hayes Car Park for St. Joseph's Primary School.
- More promotion and advertising of easy online and phone payment for car park tickets is likely to reduce the small amount of 'non payers' and encourage usage of the car park.
- Consider the installation of an electrical charging station for vehicles.

## PARKING REVIEW OF MALMESBURY CAR PARKS

### MALMESBURY CAR PARK REVIEW - STANDALONE SUMMARY

#### Introduction

The 2014-15 Wiltshire Council Parking Review Consultation is giving local people and organisations the opportunity to put forward their views and ideas about car park provision. This is very welcome as Malmesbury has a medieval town centre and parking has become a much more pressing issue over the last few years.

I feel it is important that when the opportunity arises, residents should contribute their local knowledge and views in respect of issues such as the car parks. In turn there is a commitment that Wiltshire Council will give serious consideration to these views and suggestions, as in this instance of determining new car park tariffs. Some suggestions may fly, others may not be taken up. It is in this spirit that I am submitting my own personal response and suggestions to the Parking Review Consultation. For me, I believe it is essential to look at parking in relation to the effect it has on our High St economy, other facilities in the town and our community - as well as the financial 'bottom line'. So this review looks at some **alternatives to promote better parking in the town**, support and **increase the town's economy**, make **better use of bus services** and also to **increase the health and wellbeing of residents and visitors** by promoting walking.

My alternative suggestions aim to retain and actually have the potential to **improve the revenue return to Wiltshire Council**, by encouraging more parking and revenue which can be used to support our bus services and the like as well as promoting the retail economy of the town. However, it is clear from the Consultation questions, that schemes which are cost negative such as free car parking will only be considered if there is a way to compensate for the loss of revenue which will be incurred. **I query how realistic a free car parking option is given the current budget commitments of Wiltshire Council for more pressing needs such as the care of the elderly and the like?**

An option could be that car park management is taken over locally, for instance by the Town Council. If this were the case and free parking introduced, then consideration should be given to the likelihood that local residents could be paying an increased 'Precept' (local portion of the Council Tax) to cover a shortfall in revenue. This would mean an additional financial contribution by residents who may not even drive, own a car or park in Malmesbury. Also, visitors as well as residents use the car parks and this would mean that they would not be contributing to costs to subsidise the free parking, only residents. So as such I consider some reductions in car park charges are possible, but not a free parking option. **The aim is for only a cost neutral or cost positive outcome to avoid Malmesbury residents being burdened with these extra costs, instead of the car park users themselves.**

The first part of this review discusses what I consider to be the issues and the plus points of each of the three Wiltshire Council owned car parks. Using Wiltshire Council's data provided for this purpose together with local knowledge, I have put a case forward (to the best of my mathematical and analytical abilities!) for two alternative charging schemes for consideration and perhaps a trial, plus some other options. Finally, there is an easy standalone summary at the end of this review of the main conclusions.

**Kim Power 10/01/2015**

## PARKING REVIEW OF MALMESBURY CAR PARKS

### Burnham Road Car Park

#### Status Quo Option

- Burnham Rd Car Park is a very useful car parking space out of the town centre and provides 17 much needed spaces. It would disadvantage local residents in particular to lose this car park and therefore it should remain as a public free of charge car park, managed by Wiltshire Council.
- Even if there is a cost burden to Wiltshire Council to maintain this car park, the alternative of selling it might be even costlier to Wiltshire Council and of course the tax payer.
- This is only one of three Wiltshire Council car parks in Malmesbury and consideration could be given to covering the fairly minimal costs of maintaining this car park from the revenue of the others.

### Cross Hayes Car Park

#### Alternative Peak and Off Peak Charging Scheme

Encouraging people to use the car park at off peak times through a reduced charge, could also have a significant effect on the local economy and the use of other facilities, whilst still maintaining revenue.

Sundays and Overnight 6pm to 8am	Peak Time Charges - 8am to 3pm or 4pm	Off Peak Charges - 3pm to 6pm or 4pm to 6pm
Free (currently free)	1 Hour - 50p (currently 40p)	1 Hour - 30p (currently 40p)
Free (currently free)	2 Hours - £1.30 (currently £1.20)	2 Hours - £1.10 (currently £1.20)

- Lower charges may well encourage more users to park in the Cross Hayes '**Off Peak**', when the car park is underused. As may be seen from the example tables, applying a very realistic and conservative increase of 10% to the existing user data, results in a guesstimated 38 additional users for the last three hours (if Off Peak 3pm to 6pm scheme is used) and a guesstimated 15 additional users in the last two hours (if Off Peak 4pm to 6pm is used).

## PARKING REVIEW OF MALMESBURY CAR PARKS

- The revenue for both 10% increased outcomes is:

<b>Off Peak 3pm to 6pm + 10%</b> = a potential loss of £15.53 per day (estimated total loss per annum £4690.06) and
<b>Off Peak 4pm to 6pm + 10%</b> = a potential loss of £6.57 per day (estimated total loss per annum £1984.14).
<b>Off Peak 3pm to 6pm + 10%</b> = an estimated loss per annum £4690.06 ( 2.4% of an estimated total annual revenue of £197,568.40 based on a guesstimated calculation of 302 days?) and
<b>Off Peak 4pm to 6pm + 10%</b> = an estimated loss per annum £1984.14 ( 1% of an estimated total annual revenue of £200,276.33 based on a guesstimated calculation of 302 days?).

Whilst the 'alternative suggestion' calculations for 'Off Peak' charges show a loss, this is relatively small and if other more recent and comprehensive data were to be used, this difference might be even less or possibly a profit. The percentage losses are negligible compared to the over all guesstimated revenue totals and taking into account the additional benefits to the town.

***This outcome is probably cost neutral and potentially cost positive.***

- There has to be a financial incentive to park in the Town later on in the day.*** For example, parents could pick up children from St. Joseph's Primary School and then buy a parking ticket and stay on to visit the library or go to the shops or another activity. Also, people might stop off and buy one or two items on their way home from work. Visitors and others may delay trips to the town until late afternoon and then stop for a teatime or evening meal or other community events.
- The additional benefits to the town could be significant,*** in terms of both the local daytime and night time economies, use of facilities such as the library, which open later on into the evening and potential reduction of traffic congestion at peak times and of course improve community interaction and encourage more after school and afternoon community events.
- The ***impact of the additional parking at the new Waitrose Store car park*** (approx. 220 spaces and free for customers or charged at the same rates as the Cross Hayes Car Park) cannot be underestimated, especially during the summer months as it is only around 5 minutes walk or less to the centre of the town.
- More promotion and advertising of ***easy online and phone payment for car park tickets*** is likely to reduce the small amount of 'non payers' and encourage usage of the car park.
- More ***imaginative relining of the car park*** to provide extra car parking spaces, when due for refurbishment.

## PARKING REVIEW OF MALMESBURY CAR PARKS

- Explore a ***solution to the Hyams Auto Ltd use of the car park***, to solidify the amount of parking available for the public to use.
- ***Better signage*** to the Station Road Car Park on the outskirts and on the roundabout in the town and better signage in the town itself, particularly in the Cross Hayes Car Park or the High Street, indicating where the other Car Park is, as an alternative option. (Vice versa with the Cross Hayes Car Park). Also signage in Station Rd Car Park indicating the way into the Town Centre.

### Station Yard Car Park

Sundays and Overnight - 6pm to 8am	Monday to Saturday - 8am to 6pm
Free (currently free)	1 Hour - 40p (currently 40p)
	2 Hours - £1.10 (currently £1.10)
	----- (currently a charge of 3 Hours - £2.00)
	4 Hours - £2.40 (currently £2.40)
	----- (currently a charge of 5 Hours - £3.20)
	----- (currently a charge of 8 Hours - £5.20)
	All Day - £4.00 (currently £5.60)

- ***There has to be a financial or other incentive to park in Station Road Car Park.*** The day tripper to Abbey House Gardens or visitor to the Town will be encouraged to spend the whole day in Malmesbury, given the reduction in the longer period of 'All Day' car park charges.
- With the alternative charging scheme and no change in the volume of users there is an estimated average profit increase of £10.80 per day or £3283.20 per year. Additionally, with a very realistic and conservative increase of 5%, being only 36 more users over the period of a day, the potential extra profit could be an estimated average £11.07 per day, or an estimated extra profit of £3343.14 per year. (It could be argued that given the lack of available data, this difference is too small to be regarded as significant and should more expansive data be provided it could well prove to be a larger profit).
- The additional benefits to the town could be significant, in terms of both the local daytime and night time economies, use of facilities such as the library, which open later on into the evening and potential reduction of traffic congestion at peak times.
- The impact of the additional parking at the new Waitrose Store car park (approx. 220 spaces and free for customers or charged at the same rates as the Cross Hayes Car Park) cannot be underestimated, especially during the summer months as it is only around 5 minutes walk or less to the centre of the town and is less onerous than walking from Station Rd Car Park.

## PARKING REVIEW OF MALMESBURY CAR PARKS

### Other Factors to Improve Car Park Usage

- **A 'Park and Ride'** type facility to improve access to the Town Centre for those who are unable to walk up the steps because of disability or infirmity, those with buggies, or with heavy shopping etc. There is already a town bus and also bus stops just a little further along from the Car Park on level walking. **Linking information of the bus journeys into and from Town, to parking in the Car Park will effectively produce a 'Park and Ride' facility of sorts with elements which are already in place.** This would need to be actively advertised with signage, leafleting etc especially of bus timetables, but this would be comparatively low cost. This would also encourage greater use of the buses as well as the Car Park.
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- **Consider improving the walk to the Town Centre** which is across the Car Park and up several flights of stone steps and a pathway with runs alongside the Abbey, bordered with trees and greenery:
  - Review and improve where appropriate the lighting in the car park and also on the way into the town centre via the steps. This will encourage people to use the Car Park on dark winter days and late afternoons especially and also in the evenings and will encourage and support the Town's night time economy.
  - Make (local?) arrangements to ensure the Car Park and the way into the town centre via the steps and enclosed pathway are properly cleared and gritted if need be in the winter to encourage people to walk into Town from the Car Park.

***This will also be of huge benefit to the shops along the small road which runs from Abbey House Gardens along to the Market Cross and improve their passing trade as well as the High St in general.***

- **Improve the amenity of the Car Park:**
  - Consider improving the perception of safety in the Car Park by ensuring the bushes are regularly cut back and consider the installation of CCTV.
  - Review and consider a more imaginative relining of the car park to provide extra car parking spaces and also the installation of 'obstacles' and bumps to discourage 'donut' speed driving around the car park and any related anti-social behaviour, if considered to be a problem.
  - Consider if extra provision should be made for coach stopping and parking.
  - Consider installing public toilets, which is a major if not essential consideration for many people on choosing where to park.

## PARKING REVIEW OF MALMESBURY CAR PARKS

- **Revisit the permit holder system** and possibly introduce extra traders or workers permits and perhaps extend residential permits to include more roads.
- **Partner** with Abbey House Gardens, Malmesbury Carnival, The Town Team, The Town Council, Visit Wiltshire (Tourism) and the organisers of the regular events, festivals and markets to ensure all advertisement is linked with the car park (also the Cross Hayes, where appropriate) and bus services.
- Provided a detailed travel plan is produced by the nearby Malmesbury C of E Primary School to evidence a need, allow some **free parking for a short period (max 20 mins?) for the dropping off and picking up of young children**. This will alleviate the potentially dangerous congestion of double and overflow parking around the school at peak times, and at a time when the Car Park is relatively underused. A similar scheme already operates in the Cross Hayes Car Park for St. Joseph's Primary School.
- **More promotion and advertising** of easy online and phone payment for car park tickets is likely to reduce the small amount of 'non payers' and encourage usage of the car park.
- Consider the installation of an **electrical charging station for vehicles**.

Whilst the financial 'bottom line' is important, to me parking in Malmesbury is affected by circumstances other than availability of spaces and charges. Any future plans should consider the car parks holistically in terms of the effect on the local economy, encouraging visitors and well as facilitating residents parking, the other effects on the community and promoting health and wellbeing through walking.

**Kim Power 10/01/2015**