

# Our Cotswolds Our Parking Strategy

2025-2028



**COTSWOLD**  
District Council

## Introduction from Councillor Paul Hodgkinson

As a council we know that parking is an issue that touches the daily lives of residents, businesses, and visitors across the Cotswolds. Whether people are coming into our market towns and villages to shop, head to work, or enjoy all that our unique district has to offer, the way we provide and manage parking makes a real difference to local experiences and the strength of our economy.

Over the past 18 months, we have listened carefully to a wide range of voices. Hundreds of people have taken the time to complete surveys, share comments, and join us at meetings. We have also worked closely with parish and town councils to understand the particular challenges and opportunities faced in different parts of the district. I want to thank everyone who has contributed their views—your feedback has shaped the priorities set out in this updated Parking Strategy.

This strategy focuses on what Cotswold District Council is directly responsible for: our off-street car parks. It does not cover on-street parking, which is managed by Gloucestershire County Council. By concentrating on the areas where we have the most influence, we can make practical improvements that are both realistic and deliverable.

We are bringing this strategy forward at an important moment. With the likely move to a unitary council in the years ahead, we have a window of opportunity now to take forward actions that will make a tangible difference for our communities. Our goal is to set clear, achievable steps for improving off-street parking provision in the Cotswolds—supporting local residents and businesses, encouraging sustainable travel, and ensuring that our car parks are safe, accessible, and fit for the future.

I hope you will see in this document a reflection of the issues you have raised with us and a set of recommendations that can deliver real benefits ahead of Local Government Reorganisation. Together we can ensure that parking continues to support the vitality of our towns and villages and the well-being of all who live, work, and visit here.



**Councillor Paul Hodgkinson**  
**Cabinet Member for**  
**Health, Culture and Visitor Experience**

## Report Control Cotswold District Car Parking Strategy (2025-2028)

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Issue	Date	Status
2	14.10.25	Final Version: Annex A – Cotswold District Council Car Parking Strategy (2025-2028)
1	30.06.25	Revised / updated version VI

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Cotswold District Council Corporate Plan – Our Cotswolds, Our Plan 2024-2028	
Cotswold District Council's Green Economic Growth Strategy 2025	
The Road Traffic Act 1984, sections 45,46 & 55	
Gloucestershire County Council - Local Transport Plan (LTP) 2020- 2041	
Documented searches on CDC settlements referenced in CDC Parking Strategy 2025-2028 to indicate search areas for population using ONS data. (Maps included) <a href="#">ONS population figures check CDC settlements.docx</a>	
Cotswold District Local Plan (2011-2031 – Adopted August 2018)	
Cirencester Neighbourhood Development Plan - Submission Version / Reg 16	
Cotswold District Housing Trajectory as of 1 April 2024 for 0-5 years (2024/5 - 2028/9 & Remainder of the Local Plan period 2029/30-2030/31)	
Chipping Campden – A Neighbourhood Development Plan 2023-2031)	
Moreton-in-Marsh - Extracts from the Designation of Neighbourhood Area Submission document September 2018	
Stow-on-the-Wold and The Swells Neighbourhood Plan 2023-2031	
Tetbury and Tetbury Upton Neighbourhood Plan 2015-2030 (Made version December 2017)	
Fairford Neighbourhood Plan, Plan Period 2020-2031 Reference Version 1.3 / 5_June_2023	
Northleach with Eastington Neighbourhood Plan 2011-2031 (Adopted April 2019)	
Lechlade on Thames Neighbourhood Plan 2011-2031 (final document July 2016)	
National Planning Policy Framework (NPPF) Last updated 7 February 2025	
British Parking Association - Parking Strategies and Management	
The Institute of Highways & Transportation – Paper 'Parking Strategies and Management'	

## Executive Summary

Cotswold District Council (CDC) owns and manages 20 car parks in the district. The Cotswolds covers 450 square miles made up of market towns, breathtaking landscapes, and many historic and exciting places to visit.

The Cotswold District Council's (CDC) Car Parking Strategy 2025 – 2028 aims to meet the needs of users and support the objectives of the council up to 2028.

Over the previous years, several influencing factors had been identified which inform the direction of the strategy influencing how we deliver our parking services.

Factors such as.

- The Covid-19 Pandemic and the perception of changing parking behaviours.
- The Gloucestershire County Council Local Transport Plan 2020-2041 (adopted March 2021).
- New Local Neighbourhood Plans for the key settlements of: Stow-on-the-Wold, Tetbury, Fairford, Lechlade and Northleach were adopted
- Gloucestershire County Council taking responsibility for the enforcement of on-street parking.

The car parking strategy considers the needs of parking users up to 2028 having undertaken extensive customer engagement activity, data gathering on occupancy levels and benchmarking activities resulting in a set of new strategic aims and objectives for its parking provision. These are:

- To provide a positive customer experience in our off-street car parks.
- To balance of the needs of residents, visitors, and local businesses by providing a range of parking options.
- To support local communities to seek and develop off street parking opportunities to meet their needs.
- To provide a range of parking options which support active travel and greener modes of transport.
- To continue work with partnership agencies and councils to provide holistic parking solutions which aid the flow of traffic in the district.
- To invest in and improve our technology in our car parks, making access to our services more inclusive and simpler to use.

This strategy sets out the framework for how we will deliver our parking services; the action plan is a live document which will be updated and focus on the delivery objectives up to 2028.



## Delivering Good Services - Parking

Parking as a service provides 2,279 spaces daily across the Cotswold District. Based on actual ticket sales data, this equates to approximately **1,150,577 parking events per year**.

Council owned and managed car parks are self-funded, therefore fees to park are used to maintain and manage our car parks, ensuring motorists experience clean, tidy, accessible places to park with fair and transparent terms and conditions.

Our parking provision aids the district in balancing the volumes of traffic on the roads and streets by providing additional parking away from the street. The aim being motorists can drive directly to a suitably located car park and do not spend time circling town centres in search of a parking space.

What will success look like? For parking, this will be:

- General public satisfaction with parking service delivery, within the confines of our current assets
- Careful management of parking income and expenditure
- Protecting and effectively managing our assets
- Promoting active and greener modes of transport.

## Responding to the Climate Emergency

Our Cotswold District car parks allow motorists to get to key settlements, leave their car and continue on foot to their destination, in most cases without searching for a space.

Whilst the Council is encouraging more sustainable forms of transport and a modal shift with a move away from petrol and diesel vehicles, we do understand that many of our rural communities still rely heavily on private cars to access employment and vital services.

Electric Vehicle Charging Points (EVCPs) are being installed into our Cotswold car parks (where the site is suitable) through an implementation programme with third party providers. We provide 26 charging points in our car parks across the district to support 'Towards Net Zero' aims.

Careful tailoring of parking stay times according to car park location, also responds to the climate emergency. Longer stay customers are encouraged to use car parks on the periphery of settlements, using the levers we have around terms and conditions and fee structures. Park and Stride for those needing all day parking, frees up locations for shorter stays and rapid turnover of spaces for others.

We are also mindful of the plans to improve walking, cycling and other forms of lower emission transport and will seek to work in partnership with other organisations to promote active travel.

What will success look like? For parking, this will be:

- Providing a comprehensive network of Electric Vehicle Charging Points
- Supporting the increase of electric vehicles, where continued government funding allows
- Encouraging and supporting residents, businesses, and visitors to adopt greater and sustainable transport alternatives.

## Delivering Housing

All areas of England are expected to respond through action to the new Housing Delivery Targets set out in the revised National Planning Policy Framework introduced in December 2024. The changes were made by government to boost the supply of new housing to better meet community needs.

Cotswold District will see, along with all areas in England, an upward trajectory of housing delivery targets. This is in an area where approximately 80% of the district is defined as AONB (the largest proportion of AONB land in any district in England).

New Housing Trajectory figures are included in this Parking Strategy and can be found under Section 3 - By Settlement and Annex G – Housing Trajectory Information by Settlement. The figures cover 2024/5 to 2030/31 and are for each settlement with a Cotswold District car park.

This parking strategy is reflective of changes taking place in settlements and how an increase in homes will affect parking needs. This is also against the backdrop of policies to: increase active travel, improve air quality through healthy place shaping and future plans for settlements e.g. Cirencester Town Master Plan.

A response to new housing is not always to increase parking spaces exponentially; management of parking assets is part of the response to new development.

## Supporting Communities

Cotswold District Council is mindful of its commitment to provide access to parking to all customers. Parking spaces in the 20 Cotswold District car parks are, in the main, organised into:

- Standard.
- Specialist parking e.g. disabled or parent & child.

There are several locations where motorcycles can park, and some car parks have cycle racks. Motorcycles can park free of charge within CDC car parks. If there is a designated bay, this should be used. If not, then motorcycles can park in any other bay except bays designated for Blue Badge Holders.

Several Cotswold District car parks offer further amenities such as public toilets, information points, and maps. There are also a small number of car parking bays that offer free parking for 20 minutes available across the district.

Payment for parking is made either via a mobile phone or by using contactless payment at the pay and display machines.

To support regular users of the car parks the council provides a range of season tickets providing significant savings. The season tickets support residents, employers, and employees.

Cotswold District off road parking enables communities to take part in a wide range of day-to-day activities and supports the rich annual calendar of events in the Cotswolds.

What will success look like? For parking, this will be:

- Providing a mix of parking for motorists with different needs.

*'Tourism and the visitor economy are an important part of the economic landscape of the Cotswold District, accounting for 13% of jobs and over £380 million of business turnover.'*

Cotswold District Council's Green Economic Growth Strategy 2025.

While tourism is not the only contributor to the economic vitality of Cotswold District, it is an important factor, and parking plays a vital role in supporting businesses in the tourism sector. Providing convenient and accessible parking in settlements attracts visitors, shoppers, and those seeking places to eat and stay.

The Cotswolds are poorly serviced by rail, therefore most visitors come by road.

What will success look like? For parking, this will be:

- Providing a range of parking solutions to meet the needs of visitors, residents, workers and businesses.

### **Why is a Parking Strategy important?**

The Department for Transport concludes that; effective parking management is very important to the economy, environment, and social wellbeing of an area.

Settlements would be impacted negatively without parking due to:

- Congestion pressure.
- Changes in customer behaviours; opting to visit out of district areas for services.
- Increased pollution, from stationary traffic in settlements waiting for on-street spaces.

Income that is generated from parking is reinvested in providing essential local services. There are specific government guidelines outlined in the Road Traffic Act 1984 which state how car park revenues must be used. Maintenance and management of the car parks is priority for the allocation of revenues. After which, it is permissible for local authorities to use parking revenues for the following:

- Street cleaning
- Public conveniences
- Community safety
- Climate change
- Land drainage
- Sustainable transport
- Environmental strategy
- Pollution control
- Abandoned vehicles

## Methodology - Forming a Parking Strategy

The Cotswold District Council off-street Car Parking Strategy has been developed for the period 2025 – 2028. It uses fact-based evidence to understand how car parks are used by our customers, and their feedback on what they value and what could be improved.

Local councillors and other representatives from the communities have contributed to the picture of parking in the Cotswolds and an understanding of what is needed. A careful review of neighbourhood plans for each settlement with a car park (and a few settlements without a car park) and The Local Plan, have helped to give a rounded picture.

We have carried out customer surveys, met with town and parish council representatives on walkabout visits, carried out benchmarking activities and engaged with Special Interest Groups (SIGS) in the community to understand parking needs. We have further met with the Chambers of Commerce, to understand how our car parks can support local businesses and employees and support the local economy.

The Parking Strategy reflects the context of National, County, District and Local plans and policies.

The Cotswold Parking Strategy is presented in four sections:

Section 1 - Understanding Cotswold District Parking Needs

Section 2 - Understanding Customer Needs

Section 3 - Preparing for Future Demand

Section 4 - Options and Actions

The findings conclude with a series of recommendations for the needs of the district up to 2028. These are presented in Section 4. It should be recognised that there may be competing demands for parking and no individual user group is given priority. Instead, the Strategy seeks to provide a balance trying to address the broader needs of all users.

Data was gathered from payment systems at CDC car parks and a consultation exercise carried out to inform the development of the parking strategy. All data was correct at the time of collection, but it is recognised that circumstances may change over time. Background documents and policy statements may also be superseded.

To analyse occupancy, the parking sector standard of 85% of the full car parks' capacity is used. This is an industry indicator used to identify the point at which users begin to circle the car park looking for spaces. This measure is the indicator used to identify where a car park is operating with space (under 85%) reaching full occupancy (85%) or operating at over occupancy levels (85% plus).

Most recommendations are directed at CDC, although several of them require a commitment from other groups, and as such, the recommendations identify responsibility for implementation.

This strategy has been prepared in line with Cotswold District Council objectives:

- To provide a positive parking experience in the use of council owned car parks in the district.
- To enable the provision of parking options which support the local economy, changing demographic and meet the needs of workers and residents, and supports planned economic development.
- To provide sustainable parking service provision.
- Continue to work in partnership with the wider County Council, supporting them in the delivery of Gloucestershire County Council Local Transport Plan 2022 -2041.

## STUDY AREA

The study included all CDC owned and/or managed car parks. (Other car parks exist in the district that are used by the public, principally at supermarkets in the town centres but these were not included in the scope of the study):

**Bourton-on-the-Water** – Rissington Road car park

**Chipping Campden** – Market Square car park

**Cirencester** – Abbey Grounds, Beeches, Brewery, Forum, Leisure Centre, Old Station, Queen Street, Sheep Street, Trinity Road, Waterloo, and Whiteway car parks

**Moreton in Marsh** – Old Market Way car park

**Stow-on-the-Wold** – Fosseway and Maugersbury Road car parks

**Tetbury** - Church Street, Old Railyard, The Chipping and West Street car parks

## Section 1 - Understanding Cotswold District Parking Needs

We met with district councillors, town and parish councillors and Chambers of Commerce and captured local parking issues by settlement, taking the time to visit locations and hold discussions about local parking.

Each settlement and each car park have been analysed, and information grouped under the location where Cotswold District Council owns (or leases) and manages a car park.

Three further settlements, Fairford, Northleach and Lechlade, which do not have a CDC car park, are also included as they were identified as having a potential need. Stratton was also included in discussions.

## Section 2 - Understanding Customer Needs

In this section, we have analysed a range of data from our payment mechanisms to understand peak occupancy times, occupancy rates, how long people stay, the reasons why penalty charge notices (PCNs) are issued and tickets purchased.

To understand usage in our car parks, standard measures were used. This is a recognised British standard where an occupancy level of over 85% is an indicator of when drivers start to circle a car park looking for a space. This indicates a car park is reaching or at capacity during a time of the day.

### By Settlement

Each of the settlements listed above are examined in more detail to understand car parking matters. The subsections are:

- Existing CDC owned or managed car parks, with a map (Annex K)
- Ticket sales and count data (Annexes C to F)
- Customer feedback data (Annexes C, D)
- Consultation comments from settlement visits
- Neighbourhood Plan extracts (where made, or in development) (Annex I)
- Local Plan references to parking (Annex J)
- Housing Trajectory Information (Annex G)
- A summary for each settlement

The following settlements are also referenced and were visited by The Parking team in a consultative exercise with Town or Parish Council representatives:

## Fairford, Northleach, Lechlade and Stratton.

While three of these settlements do not have a council operated car park, each settlement has some parking. Three settlements (Fairford, Northleach and Lechlade) have Neighbourhood Plans which reflect parking matters.

## BOURTON-ON-THE-WATER

Bourton-on-the-Water is a picturesque village in the north Cotswolds with a resident population of around 4,200 and a thriving tourist industry. Due to its popularity with tourists, the demand for parking peaks during bank holidays and the summer season. Visitor numbers to Bourton-on-the-Water have grown in the last 15 years and the centre of the settlement is impacted in a substantial way by visitor numbers.

Cotswold District Council introduced a tourism levy on parking charges in April 2021, which is used to fund projects to mitigate the impact of tourism on the village. A few examples of actions taken by the Parish Council are:

- Provision of a village warden to provide support to residents, businesses, and visitors.
- Provision of additional parking enforcement resources on-street, during Summer, Easter, and Christmas periods.
- Providing additional litter/waste receptacles and additional waste collections.
- Improving access for pedestrians by funding the installation of dropped kerbs.

### Parking

Existing Off-Street Car Parking Provision Bourton-on-the-Water

Table 1 Car Park	Standard	Disabled	Parent and Child	EVCP	Total
Rissington Road	192	9	0	8	209
Total spaces					209

Table 2 Cycle racks / Motorcycle parking	Cycle Racks	Motorcycle bays
Rissington Road	Yes	Yes

Table 3 Charging times apply	Days	From and to
Rissington Road	Monday to Saturday	8am and 6pm
	Sunday	10am and 6pm

### Payment Options and Income

Table 4 Payment Options and Income			
Bourton-on-the-Water	Card Payment Option	Phone Payment Option	Income 2024/5 (ticket sales)
Rissington Road	Yes	Yes	£492,635.07*

\* Rissington Road parking charges include a Tourist Levy. For the period 2024/5 the total is £59,052.50.

## **Survey Results – Occupancy**

- Detailed data for each month and day for the period April 2024 to March 2025 are available. Heat maps, using green / amber / red display the times where occupancy is high, average, or low (Annex C)
- Typically, in Rissington Road car park, the car park is busiest between 11- 4pm There is space to park between 8am - 11am on most days of the week and late afternoon.
- The months of January to February have space to park during the week but are busy at weekends and holiday periods (February half term).
- March and April indicate a substantial increase in usage through the Easter period. From May through to mid-September the car park is reaching full occupancy between 11-4pm with space to park during early and late periods over several days of the week.
- Spaces become more readily available, during midweek days from mid-September to mid-October. During October half term, the car park usage increases.
- November to mid-December is the quietest period in the year, with space to park on most days of the week except Friday and Saturday. The final weeks of December show occupancy levels increase over the festive period.

## **Survey Results – Customer Feedback**

(Note: the surveys were carried out in Spring and Autumn months, to capture comments from residents, and businesses rather than the typical tourist visitors)

- Detailed customer feedback results are available. (Annex C).
- The majority of customers park for 1-3 hours and visit once a week. Travelling less than 2 miles.
- Penalty Charge Notices (PCNs) are issued mainly for not paying to park, not parking within the bay markings and parking in a disabled space without showing a valid badge.
- Customers indicated they park in Rissington Road car park as they are residents who park for shopping.
- Customer suggestion on how Cotswold District Council could improve this car park was to increase the number of spaces available.
- Feedback received was that many of our customers do not research car parking online or have never tried. When asked if they would consider using alternative forms of transport, the results were even between people saying no or do not know against those in favour of using alternative forms of transport.

## **Usage of Blue Badge Spaces and Cycle Racks (spot checks August 2024-February 2025)**

- Blue badge bays were two thirds full in August and then an average of one third over the Autumn and Winter.
- Cycle racks were under 10% in use in August, falling to 0-4% in the Autumn/Winter.

## **Consultations**

In July 2024, council officers met with representatives from the Village and the Parish Council and carried out a walkabout visit to get feedback and comments on the car park, during this process, other comments and feedback was shared from residents that do not directly impact the car park but do impact the wider transport and travel issues at Bourton-on-the-Water.

Table 5	Comment from representatives
Feedback on Rissington Road	<ul style="list-style-type: none"> <li>• Good disabled parking and prime location - needs to stay.</li> <li>• Visitor information maps are located near the toilet block.</li> <li>• Queues at payment machine due to poor connectivity/reliability of payment machine.</li> <li>• Improvements to car park entrance needed, suggestion to widen the entrance.</li> <li>• Local residents and businesses would like to have season tickets.</li> <li>• It would be good to have 1-hour free parking for residents.</li> <li>• Consider extending opening times to 6-8pm and / or potentially move opening times from 8am to 10am to assist residents. (Impact on revenues to be assessed).</li> </ul>
Feedback for Cotswold District Council	<ul style="list-style-type: none"> <li>• Request to open Rissington Road toilets from 10am - 9pm to reflect the seasonal use for tourists. (Now open to 8pm)</li> <li>• Better signage on toilet opening times.</li> </ul>
Feedback for Gloucestershire County Council	<p>When consulting with residents and local businesses they highlighted that they, and the Parish Council have been in liaison with Gloucestershire County on a number of on street issues such as.</p> <ul style="list-style-type: none"> <li>• No directional parking sign on Post Office corner (High Street meets Station Road).</li> <li>• Village centre parking on road, 90 mins max.</li> <li>• Transport bid to move disabled spaces for bus shelter (x3).</li> <li>• A need for improved paving in the centre of the village.</li> <li>• Flow of traffic through village is concerning for residents.</li> <li>• Residents struggle to get parked in village centre.</li> <li>• Discussions on a free start to on street parking, to assist residents to access the village.</li> <li>• Motorcycle parking in village centre is not big enough and often park elsewhere that is unsuitable.</li> <li>• Traffic regulation orders changes are under discussion for the introduction of designated loading bays for commercial vehicle deliveries.</li> <li>• Large problem with buses dropping off in village centre but with no pedestrian crossing.</li> <li>• The Ford has large pothole and requires maintenance.</li> <li>• Proposed addition of cycle hoops at bus stop (GCC)</li> <li>• Residents and Business would like to see more enforcement of on street restrictions.</li> <li>• Some discussions already held on resident parking permits with GCC. These are charged for.</li> </ul>



Other comments	<ul style="list-style-type: none"> <li>• Alternative parking is provided by third parties at sites during busy times. School Green Field, Cricket Club. Manor Field.</li> <li>• Lack of bicycle parking in village centre- there is some in Rissington Road Car Park but rarely used.</li> <li>• The 'ideal' is that visitors park on the outskirts to allow residents in the village centre</li> <li>• The Steeps - No pavements along the road and coaches tend to park - TRO requested.</li> <li>• Flyposting issue.</li> <li>• Church rooms toilets to be considered for a later closing time of 8pm. Will need manual closing / may need an extra clean, so budget impacts to be assessed. To be raised by CDC at the Public Convenience Contract meeting.</li> </ul>
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**Neighbourhood plan** – Bourton-on-the-Water does not currently have a neighbourhood plan made or in development.

**Cotswold District Local Plan (2011-2031) (Annex J for details)**

**Housing Trajectory Information – Bourton-on-the-Water (Annex G for details)**

#### **BOURTON-ON-THE-WATER - SUMMARY (Table 6)**

##### **BOURTON-ON-THE-WATER (1 CAR PARK / 209 SPACES)**

###### **Usage**

High tourist demand with charges applying during 8am – 6pm Monday – Saturday and 10am – 6pm on Sundays. Also demand from residents who live near the car park and have limited alternative parking to park outside of charging periods and from residents who drive into the village to shop and want to access affordable parking.

###### **Occupancy Data (January 2024 to December 2024)**

There are very high occupancy rates for the Spring and Summer months, with quieter periods from mid-September to Easter. Holiday periods during this time also show peaks in usage. Early morning from 8-11am and after 4pm tend to be less busy and weekdays during the Autumn, Winter, and early Spring.

###### **Customer Survey information Survey 1 (15 Jan – 26 Feb) and Survey 2 (18 Sep – 16 Oct)**

Surveys were conducted outside of peak tourism periods. Customers responded informing us that they tend to park between 1-3 hours, travelling under 2 miles using the car park as they live nearby and park for shopping purposes. However, we recognise that during the tourist season, this changes, from Bourton-on-the-Water village feedback.

An increase in available parking space is the most frequently suggested improvement. Customers were evenly split on the question of researching car parks online and whether they would use alternative forms of transport if available.

###### **Parish Council Comments**

Many positive comments on the car park were received. Suggestions to change the opening times for toilets were made together with a request for season tickets for residents. Customers also wished to see better signs for toilet opening times. Some discussion on changes to parking charging times.

Comments relating to on-street and traffic management issues which related to Gloucestershire County Council were also noted. Comments such as would like to see an increase in enforcement action for on street traffic restrictions, and residents would like to see an improvement in the traffic flow and access to the village. They would also like greater parking for two wheeled vehicles.

### Neighbourhood Plan

No neighbourhood plan made or in development.

### Local Plan

A focus on maintaining a balanced economy for local jobs, retail and maintaining Bourton-on-the-Water's service centre position for the local community.

### Housing Trajectory Information

Identifies sites with planning permission which may or may not be developed, and potential applications relating to Bourton-on-the-Water for the period 2024-2031.

## CIRENCESTER

Often referred to as the capital of the Cotswolds, the compact market town of Cirencester lies in Gloucestershire, just over three miles from the Wiltshire border. To the south and east are the 180 lakes of the Cotswold Water Park, now known as the Cotswold Lakes, whilst immediately north and west is the Cotswolds National Landscape (AONB).

It is the largest town in the Cotswold district, comprising around a quarter of its population and providing almost a third of the jobs. In the latest census information (2022), the population of Cirencester stands at 20,300. There are 9,200 households. It is an important centre of business, finance, retail, and public services both for the district and surrounding area.

### Parking

Table 7 – Existing Off-street Car Parking Provision Cirencester

Car Park	Standard	Disabled	Parent and Child	EVCP	Total
Abbey Grounds	95	2	0	0	97
Beeches	144	3	0	2	147
Brewery	281	6	6	10	297
Forum	175	12	0	0	187
Leisure Centre	100	4	2	0	106
Old Station	149	2	0	0	151
Queen Street	16	0	0	0	16
Sheep Street	102	6	0	0	108
Trinity Road*	118	6	0	8	124
Waterloo	237	2	0	0	239
Whiteway (season ticket holders only)	145	3	0	4	148
Total spaces					1620

\*Available at weekends and bank holidays only.

Cycle racks / Motorcycle parking (Table 8)	Cycle Racks	Motorcycle bays
Abbey Grounds	No	No
Beeches	Yes	No
Brewery	Yes	Yes
Forum	Yes	Yes
Leisure Centre	Yes	Yes
Old Station	Yes	Yes
Queen Street	No	No
Sheep Street	No	No
Trinity Road	No	No
Waterloo	No	No
Whiteway	No	No

Payment Options and Income (Table 9)			
Cirencester	Card Payment Option	Phone Payment Option	Income 2024/5 (ticket sales)
Abbey Grounds	Yes	Yes	£163,611.99
Beeches	Yes	Yes	£122,706.87
Brewery	Yes	Yes	£573,671.75
Forum	Yes	Yes	£438,931.67
Leisure Centre	Yes	Yes	£49,628.28
Old Station	Yes	Yes	£217,382.88
Queen Street	n/a	n/a	free
Sheep Street	Yes	Yes	£148,852.59
Trinity Road	n/a	n/a	free
Waterloo	Yes	Yes	£315,306.99
Whiteway	n/a	n/a	Season ticket holders only

Car Park	Days	Charges apply between (Table 10)
Abbey Grounds	Seven days a week, including overnight	8am and 6pm Monday to Saturday
		12 noon and 6pm on Sunday
Beeches	Seven days a week, including overnight	8am and 6pm Monday to Saturday
		10am and 6pm on Sunday

Brewery	Seven days a week, including overnight	8am and 6pm Monday to Saturday
		10am and 6pm on Sunday
Forum	Seven days a week, including overnight	8am and 6pm Monday to Saturday
		10am and 6pm on Sunday
Leisure Centre	Seven days a week, including overnight	8am and 6pm Monday to Saturday
		10am and 6pm on Sunday
Old Station	Seven days a week, including overnight	8am and 6pm Monday to Saturday
		10am and 6pm on Sunday
Queen Street	Seven days a week, including overnight	No charges apply – this is a free car park
Sheep Street	Seven days a week, including overnight	8am and 6pm Monday to Saturday
		12 noon and 6pm on Sunday
Trinity Road	7- 7pm weekends and bank holidays only	No charges apply – this is a free car park other than charges for electric vehicle charging
Waterloo	Seven days a week, including overnight	8am and 6pm Monday to Saturday
		10am and 6pm on Sunday
Whiteway	Monday – Friday 7:30am - 7:30pm	Season ticket holders only

### Survey Results – Occupancy

- Detailed data for each month and day for the period April 2024 to March 2025 is available. Heat maps, using green / amber / red, display the times where occupancy is high, average, or low (Annex D)
- **Abbey Grounds car park** in Autumn / Winter shows space to park during weekdays. On Fridays and Saturdays between 11am - 4pm, usage increases. Abbey Grounds car park is significantly affected during holiday periods reaching full occupancy during half term holidays, Easter, and around bank holidays. July and August are also very busy months, and space becomes more available on weekdays from September.
- **Beeches** car park has spaces to park throughout the year on weekdays. The busiest day of the week is Saturday however this remains operating well below the 85% marker with occupancy levels ranging between 60 – 70%.
- **Brewery** car park has high usage through the year. There is some space to park from 8am until 11am on most days and then from 4pm –5pm. Fridays and Saturdays tend to be busy from 10am. The only day of the week with more spaces to park is Sundays. The Tesco store closed in April 2023, and this has contributed to a reduction in ticket sales for this period.

- **Forum** car park is well used for most of the year reaching full occupancy most days of the week between the period of 11am-4pm. Hours with more space to park tend to be from 8am-11am and after 4pm. Throughout the year between 11am-4pm the Forum car park operates between 101- 160%. (please note this is based on ticket sales, and customers tend to overestimate stay times). An exception is the 12 weeks from Mid-March to early June which is the quieter part of the year. Monday to Thursdays shows available space to park between 11am-4pm when the car park is operating between 49-80%. From mid-June to the end of December the busiest hours of 11am-4pm are consistently showing high occupancy over 90% on all days. 40 weeks of the year this car park has high usage, with little space to park.
- **Leisure Centre** car park is noticeably at its busiest on Saturdays with the rest of the week demonstrating that there is space to park. There is also an increase in usage around holiday periods: at half term holidays, Easter, and the summer holidays. Spaces to park become more available on weekdays from September. Note: Members of the Leisure Centre can park free for three hours, subject to their membership. There is therefore no data available on when they have parked or for how long. This should be taken into consideration when reviewing the ticket sales data.
- **Old Station** car park is normally busiest on Fridays and Sundays with the hours between 10am – 4pm showing occupancy figures of between 70-153%. Space to park is better Monday to Thursdays between 8am-10am and after 3pm. During the end of July to end of August, Easter and other holiday periods usage increases.
- **Queen Street** car park is free to park and used by residents and occupants of adjacent properties. It is one of the smallest car parks in the district with space for approximately 17 vehicles in unmarked spaces, therefore there is no data on occupancy.
- **Sheep Street** car park has space to park during the winter months on weekdays, with the car park at its busiest on Saturdays between 11am and 3pm, when it is usually full. On all other days of the week the car park occupancy level is below 85%. From mid-March to mid-October the car park is operating over the 85% threshold for all days except Sundays, with the hours between 10am-4pm, the busiest.
- **Trinity Road** car park provides staff parking for the Cotswold District Council and DWP offices as well as tenants of the serviced office accommodation offered by Watermoor Point. It is free and accessible to the public to park at weekends and bank holidays between 7am and 7pm.
- **Waterloo** car park has space to park from 8am-10am on most days of the week and then after 3pm. The car park is busiest between 11am-3pm on all days, seeing further increases in usage on Wednesdays, Thursdays, Fridays and Saturdays, when occupancy rates are 95% and above.
- **Whiteway** car park is for season ticket holders only. Drivers who need to park in Cirencester five days a week, Mon to Friday should opt to use this car park as the season tickets provide a significant reduction in daily parking fees. The walk into the centre of town will take you through the historic Norman Arch through the Abbey Grounds leading to the Parish Church in the Market Place.

### Survey Results – Customer Feedback

- Detailed customer feedback results are available. (Annex D).
- In Cirencester car parks, those surveyed said they mostly park for 2-3 hours, visit more than once a week and most people have travelled less than 2 miles. This correlates to ticket sales with the most frequent purchases being for 2 hours or 3 hours.
- Most PCNs are issued in the morning between 8am and 11am. The most frequent reason is for 'not paying to park' by a substantial majority.

- The reasons why people park in Cirencester car parks is, most frequently for shopping purposes, followed by 'other' reasons and then the third most frequent reason was for medical/dental visits.
- Customers suggested improvements on the following:
  - Cost of parking – stating it was too expensive
  - Want the 'free after 3pm' and free on Sunday's arrangement reinstated
  - Cash taken in payment as a third option (as parking apps and machines seen as unreliable)
  - Wanted more spaces for cars and cycles
  - Promotion of active travel options.
- Of those surveyed for Cirencester car parks, on being asked if they research car parking online, 17% said they had never tried, 46% answered no and 36% answered Yes.
- Of those surveyed in for Cirencester car parks, on being asked if they would consider using alternate forms of transport if available, the results were fairly even between people saying no, compared to those in favour of using alternative forms of transport. There was a marginal result in favour.

### Usage of Blue Badge, Parent and Child Spaces and Cycle Racks (August 2024-February 2025)

- Blue badge bays showed between 32-63% usage indicating that the spaces for customers with blue badges were in use with spaces available.
- Cycle racks showed between 2-26% usage, indicating that the spaces for customers with cycles were not fully utilised.
- Parent and Child spaces showed between 24-87% occupancy indicating that the spaces for parents with a child were in use, but with some space. However, the results for parent and child spaces at the Leisure Centre car park indicates demand for these spaces.

### Consultations

In January 2024, council officers met with representatives from the Town and Parish Councils and carried out walkabout visits to gather feedback and comment on the car parks. During this process, other comments and feedback was shared from residents that do not directly impact the car parks but do impact the wider transport and travel issues at Cirencester.

Table 11	Comment
Feedback on Abbey Grounds car park	Would not want barrier on entry/exit. Encourage local employers like St James's Place. to advertise free parking to visitors when their staff parking is underutilised Suggested move season tickets to Whiteway to create more parking for families Not to increase Powells School permits Increase Parent and Child spaces Increase disabled spaces to above average Remove all season tickets holders excluding residents and Powells School
Feedback on Beeches car park	Shorten charging period on a Sunday after 3pm to encourage visitors to visit The Barn Cinema Increase Parent and Child spaces Increase disabled parking Concerns over 3G being turned off and impact on phone payments
Feedback on Waterloo car park	A proposed multistorey in the past (no current plans to bring this forward) Would like an active transport car park

Feedback on Forum car park	Traffic conflict on exit and entry with bus station Safe crossing from forum towards town centre
Feedback on Brewery car park	Slow card machines Roundabout needs fixing Redesign of entry and exit as large vehicles struggle with manoeuvring Lots of changes coming which could change the use and become more of a nighttime economy opportunity More parent and child spaces
Feedback on Sheep Street car park	Largely used by residents and popular with shoppers
Feedback on Old Station car park	Would be nice to have a wall mural to show history of railway Not as busy as used to be Noted that private parking now available in hospital car park owned by Bathurst
Feedback on Leisure Centre car park	Stop membership offer with limited free parking (3hr) Hard to pay as signal not great in car park Increase parent and child spaces 2-hour free stay for using leisure centre but must be verified IT was discussed that a validation system could be used in leisure centre to prevent abuse of 3 free parking with memberships.

### Neighbourhood plan – parking points (Annex I)

### Cotswold District Local Plan (2011-2031) (Annex J)

### Cotswold District Housing Trajectory Information – Cirencester (Annex G)

#### CIRENCESTER - SUMMARY (Table 12)

#### CIRENCESTER (11 CAR PARKS / 1620 SPACES)

#### Occupancy Data (January 2024 to December 2024)

The central car parks in Cirencester are a well-used asset. The Brewery, Forum, Old Station, Abbey Grounds, Waterloo, and Sheep Street are all very popular with our customers.

Conversely, Beeches offers good level of space to park through the year, Whiteway has availability for season tickets and Trinity Road is free to the public to park at weekends.

Cycle racks and blue badge spaces are used but are not full. Parent and Child spaces are in demand at the Leisure Centre car park

**Customer Survey information** (Survey 1) 15 Jan – 26 Feb and (Survey 2) 18 Sep – 16 Oct. Customers parking in Cirencester are staying 2-3 hours, travelling less than 2 miles, and mainly parking for shopping purposes. Those who responded to the survey stated that they tend not to research car parking spaces but are slightly more in favour of using alternative forms of transport if they were available.

Those who responded to the survey gave a wide range of suggestions for improvements but are mainly: wanting more spaces for cars to park, want to pay less and be able to use cash to pay, want times when parking is free. Respondents indicated that they are open to active travel options.

#### Town / Parish Comment

Comments were made on the need to make town centre car parks more accessible for short stay visits and to move season tickets to longer stay to the car parks further from the town centre. Therefore a 'tailoring' of fees and stay times. A request to remove some charging at times to encourage uptake of centre-based attractions.

Also, a desire to improve number of spaces for disabled motorists and parents with children. Some comments on the major changes coming to the town over the next decade including town centre master plan themes and the increase in number of homes in Cirencester.

### **Neighbourhood Plan**

Comments about the transport connections for the town related to a lack of rail and bus options, a need for safe walking and cycling routes, levels of congestion and the high reliance on cars excess noise and air pollution, cutting off parts of Cirencester with the 'ring road effect.' There is a desire to maximise the tourist potential of Cirencester's offering in a manageable way. 25% of the total of CDC's new homes will be via The Steadings development in next decade.

Further comments were a need for 'spokes' of safe walking and cycling routes to and from the town from new and existing developments seeking to support an integrated mobility hub development (likely to be on an existing car park location). A call for a decked car park solution to west and or east of town, a redesign of streets and spaces to promote pedestrians first, then cyclists over vehicles with a reduced volume of cars in Cirencester town centre.

### **Local Plan**

In summary, The CDC Local Plan comments that for Cirencester, car parks and parking is seen as coming to a head due to the pressures of new development of homes on outskirts, need for mobility improvements, Healthy Place Shaping Policies and needed Air Quality improvements. Some of the townscape around car park areas is off putting to visitors. New car parking alternatives to be sought before any development occurs on central car parking land. Seen as an opportunity to increase provision as well as resolve some of the town centre issues. The town centre can increase the retail offer and public realm amenities where and when central car parking land is 'released.'

### **Housing Trajectory Information**

Identifies sites with planning permission which may or may not be developed, and potential applications relating to Cirencester for the period 2024-2031. Cirencester is to be a major hub for the development of new housing in the district and the county.



## CHIPPING CAMPDEN

From the latest census information (2022) for Chipping Campden, the population is 2,300. Chipping Campden lies within the Cotswold National Landscape (formerly the Cotswold Area of Outstanding Natural Beauty or AONB). There are two conservation areas within the CCNDP area, one in Chipping Campden and one in Broad Campden. Chipping Campden Parish contains 5 Grade I, 22 Grade II\* and 228 Grade II 'list entries.

It is renowned for its townscape and architecture. Alongside traditional agriculture, creative industries, light industries, and tourism, Campden BRI food research centre is a key employer. Music Festivals, a Literature Festival, and sports events take place throughout the year. Chipping Campden school is also key to the vibrancy of Chipping Campden. The town is very popular as a base for long distance walks, being the start of the Cotswold Way and is on other long-distance footpaths.

### Parking

Table 13 – Existing Off-Street Car Parking Provision Chipping Campden

Car Park	Standard	Disabled	Parent and Child	EVCP	Total
Market Square	32	0	0	0	32
Total spaces					32

Cycle racks / Motorcycle parking (Table 14)	Cycle Racks	Motorcycle bays
Market Square	No	No

Payment Options and Income (Table 15)			
Chipping Campden	Card Payment Option	Phone Payment Option	Income 2024/5 (ticket sales)
Market Square	Yes	Yes	n/a*

\*Cotswold District Council manage this car park on behalf of Chipping Campden Town Trust and therefore revenues from ticket sales are not shown.

Charging times apply (Table 16)	Opening times	Charges apply between
Market Square	Seven days a week, including overnight	7am and 7pm every day

### Survey Results – Occupancy

- Detailed data for each month and day for the period April 2024 to March 2025 are available. Heat maps, using green / amber / red display the times where occupancy is high, average, or low (Annex C)
- Typically, in Market Square car park, there is a demand for spaces from 11am-4pm with more space to park between 8am-11am on most days of the week and late afternoon. Thursday, Friday, and Saturdays tend to be the busier times but parking availability ebbs and flows, in this smaller car park throughout a typical day.
- In the months of January to February there is space to park during the week, but the car park is busier towards the end of the week and between 11am-3pm.

- In March and April, usage increases to earlier and later in the day, from 10am and to 4pm. There are some available spaces early morning and late afternoon.
- May through to August is busy from 9am-5pm.
- September and October data shows the car park is operating over 85% on a frequent basis between 10am-3pm. This is not consistent; there are more spaces available particularly on Tuesdays to Thursdays between 10am-3pm, compared to the previous period. There is space to park between 8am-10am and after 3pm.
- November and December are relatively quieter months but have high levels of occupancy at 12 noon to 2pm, and over the festive period.

### Survey Results – Customer Feedback

- Detailed customer feedback results are available. (Annex C). Two parking surveys were carried out in 2024: (Survey 1) 15 January – 26 February and (Survey 2) 18 September – 16 October.
- Most people park for 30 minutes to 1 hour in Market Square and visit once a week, travelling less than 2 miles, followed by those travelling slightly more (between 2-5 miles).
- Most PCNs are issued at 11am-12 noon. The most frequent reason is for not paying to park.
- The reasons why people park in Market Square car park is predominantly for shopping followed by ‘other’ and then being a resident in the location of the car park.
- Suggested Improvements from surveys favoured number of spaces, ease of manoeuvre and EV charging points.
- Most people do not research car parking online or have never tried. When asked if they would consider using alternate forms of transport, the majority would be in favour if available.

### Consultations

In February 2024, council officers met with representatives from the Town and the Parish Council and carried out a walkabout visit to get feedback and comments on the car park, during this process, other comments and feedback was shared from residents that do not directly impact the car park but do impact the wider transport and travel issues at Chipping Campden.

Table 17	Comment
Feedback on Chipping Campden parking	<p>New application for access road and new car park on Ashton Road by GCC</p> <p>Current school car park is Pay and Display after school hours and managed by a contracted company</p> <p>The Croft – a large field with a proposal that the owners build three town houses and then further out, a larger development. The field could be given to the town council for a car park and / or a graveyard. This went no further at the time due to conflicting opinions.</p> <p>Cutts Yard- a plot of land which has been sold. (Update: A planning application now received for a food store.)</p>

	Concerns – too much on-street parking with no restrictions. There would be a benefit from having a 2-hour limit to encourage companies to use their rear parking rather than on-street parking spaces.
Feedback on EVCP	Concerns about the visual aesthetic of EV charging near listed property / residents views Would suit 'Back Ends' however this area is owned by Gloucestershire County Council. Action point – Chipping Campden Town Trust to gain views

**Neighbourhood plan – parking points (Annex I)**

**Cotswold District Local Plan (2011-2031) (Annex J)**

**Housing Trajectory Information - Chipping Campden (Annex G)**

### CHIPPING CAMPDEN - SUMMARY (Table 18)

#### CHIPPING CAMPDEN (1 CAR PARK / 32 SPACES)

##### Occupancy Data (January 2024 to December 2024)

Occupancy rates are high in the small Market Square car park particularly over the summer months, but there are ebbs and flows in the occupancy data indicating that the car park is used for short stays and motorists are moving out of spaces quickly. This is supported by the customer survey findings.

##### Customer Survey information (Survey 1) 15 Jan – 26 Feb and (Survey 2) 18 Sep – 16 Oct.

Most people park for 30 minutes to 1 hour once a week, with the majority travelling less than 2 miles predominantly for shopping reasons. Most people do not research car parking online or have never tried. When asked if they would consider using alternate forms of transport, the majority would be in favour if available.

##### Town / Parish Comment

Active representation for the town on parking matters, with views on new and potential sites to improve parking facilities in the settlement. Some concerns were expressed on unrestricted on-street car parking (GCC). Concerns about the look and positioning of future EVCP in the settlement.

##### Neighbourhood Plan

Surveying was undertaken in 2017 and 2023 by the parish council for the neighbourhood plan. Concerns surfaced about parking, through traffic including HGVs and public transport. It was felt strongly that the parking impacts on the village must be considered as part of future development applications. The Chipping Campden School car park is now operational (from 2023) outside term times. Pressures on the areas around the primary school, at a local development and at the local GP practice from a lack of parking. Impact from cars moving about the village searching for parking causes: congestion, vibration, and pollution in the village centre. Chipping Campden representatives are actively engaged with looking at location options for car parking.

##### Local Plan

While visitors are a very key part of the local economy for Chipping Campden, the impact of cars and on parking in the settlement centre are significant, particularly from on street parking in the High Street vicinity. Off-street car parking has been seen as a potential solution, with permissions in place for development of a car park at Wolds End. However, it is understood that this location is now unavailable. It is likely further options will be considered by the settlement, the Town Council or other parties.

##### Housing Trajectory Information

Identifies sites with planning permission which may or may not be developed, and potential applications relating to Chipping Campden for the period 2024-2031.

## MORETON-IN-MARSH

Moreton-in-Marsh is the main market town of the north Cotswolds, located in the north-east of Gloucestershire on the crossroads of the A429 (Fosse Way) and the A44, linking to Birmingham, Swindon, Bristol, Oxford, and Worcester. Moreton-in-Marsh is 30 minutes from the M40 and the M5, and an hour away from Birmingham airport. The town has excellent road connections.

Moreton-in-Marsh has a direct train link between Hereford, Worcester, Oxford and London Paddington, and links onwards to Heathrow airport. In 2021 the Town Council with GWR acquired land next to the station to develop into the Moreton-in-Marsh Transport Hub. This project aims to provide 165 parking spaces with EVC points, drop off points, taxi bays, motorcycle bays, pedestrian routes, cycle paths, safe storage for over 100 cycles and a local bus service. The planning decision notice was agreed on 21 August 2025.

Census information for Moreton-in-Marsh gives a population figure of 5,000 (2022).

The main employment types in Moreton-in-Marsh are Hotels and Catering, Retail, and Education. Moreton-in-Marsh's Fire Service College is a key employer. Moreton-in-Marsh has two churches and one primary school. Secondary school-aged children often go to schools in Chipping Campden or Bourton-on-the-Water. The settlement has two GP surgeries and a community hospital.

### Parking

Table 19 – Existing Off-Street Car Parking Provision Moreton-in-Marsh

Car Park	Standard	Disabled	Parent and Child	EVCP	Free Bays	Total
Old Market Way	40	3	0	6	2	45
Total spaces						45

Car Park (Table 20)	Opening Times	Charging times apply
Old Market Way	Seven days a week, including overnight	8- 6pm Monday to Saturday
		10- 6pm Sunday

### Payment Options and Income

Payment Options and Income (Table 21)			
Moreton-in-Marsh	Card Payment Option	Phone Payment Option	Income 2024/5 (ticket sales)
Old Market Way	Yes	Yes	£41,388.25

### Survey Results – Occupancy

- Detailed data for each month and day for the period April 2024 to March 2025 are available. Heat maps, using green / amber / red display the times where occupancy is high, average or low (Annex C)
- Typically, in Old Market Way car park, there is a demand for spaces between 12noon-3pm on Tuesdays (Market Day) and 1pm-3pm on Saturdays. There is space to park on most days of the week, mornings, and late afternoon.
- The months of February to May follow this pattern. In the months June to August, and the first two weeks of September, there is a demand for spaces most days of the week, between 12noon and 4pm.

- From mid-September there is a noticeable increase in available spaces through to December, with exception of peaks during the seasonal shopping period.

### Survey Results – Customer Feedback

- Detailed customer feedback results are available. (Annex A). Two parking surveys were carried out in 2024: (Survey 1) 15 January – 26 February and (Survey 2) 18 September – 16 October.
- Most people park for 1 or 2 hours, travelling under 2 miles, followed by those travelling 2-5 miles. People tend to visit once a month, followed by those visiting once a week.
- Most PCNs are issued between 9am – 11am, the most frequent reason for issue is not paying to park.
- The reason people park in Old Market Way is predominantly to shop, followed by residents in the location of the car park.
- Customers responded that they are less likely to research car parks and less likely to use alternate transport if available.

### Usage of Blue Badge spaces (spot checks between August 2024-February 2025)

- Blue badge bays are well used, particularly in September and October

### Consultations

In April 2024, council officers met with representatives from the Town and the Parish Council and carried out a walkabout visit to get feedback and comments on the car park, during this process, other comments and feedback was shared from residents that do not directly impact the car park but do impact the wider transport and travel issues at Moreton-in-Marsh.

Location or group	Comment (Table 22)
Feedback on Moreton-in-Marsh parking	Great car park Used by short and long stay visitors If car parking charges were introduced in Market Place, it would encourage more long stay visitors to use the Cotswold District Council car park. Note: The old BT building adjacent to the car park is unused
Feedback on Town Council actions	A pre-application case is being prepared for a transport hub.
Feedback for Gloucestershire County Council	New linear parking on High Street to ensure there is no overhang on pavement to make this more accessible to wheelchair and pushchair users.

### Neighbourhood plan – parking points (Annex I)

### Cotswold District Local Plan (Annex J)

### Housing Trajectory information (Annex G)

## MORETON-IN-MARSH – SUMMARY (Table 23)

### MORETON-IN-MARSH (1 CAR PARK / 45 SPACES)

#### **Occupancy Data (January 2024 to December 2024)**

Occupancy data shows usage of 2%-68% between 8am to 12noon and an average rate of 50% after 4pm. Demand for spaces increases from 12 noon until 4pm, particularly on Tuesdays and Saturdays. An increase in parking demand in summer months on most days, but available space to park for majority of the rest of year.

#### **Customer Survey information (Survey 1) 15 Jan – 26 Feb and (Survey 2) 18 Sep – 16 Oct.**

Most people use Old Market Way for shopping, then the reason is 'being a resident in the location of the car park.' Parking is mostly for 1-2 hours, and most people travel less than 2 miles. The second most frequent distance travelled is between 2-5 miles. A visit once a month is the most common, followed by once a week. People are less likely to research car parks and less likely to use alternate transport if available.

#### **Town / Parish Comment**

Positive comments for the Cotswold District car park and reflects that changes being made by GCC to charge in Market Place. This is anticipated to attract more motorists to Old Market Way car park. The Town Council representatives were proactively engaged with making parking safer and more accessible in the town and seeking options and alternatives. A Transport Hub preapplication is underway. (Q1 2025)

#### **Neighbourhood Plan**

Little comment on car parking matters in the Moreton-in-Marsh submission document for the designation of a Neighbourhood plan but is a subject anticipated to be included in any future neighbourhood plan. The document does reflect that Moreton-in-Marsh has been identified in The Local Plan as a key sustainable settlement for future housing and employment growth. This is reflected in the Housing Trajectory information above.

#### **Local Plan**

Identifies Moreton-in-Marsh's position in the district as an important town centre for retail and services. The Local Plan reflects that tourism is also an important element for the town and parking is a factor constraining the town centre's development, this is in light of substantial plans for new housing development on the settlement's periphery.

#### **Housing Trajectory Information**

Identifies sites with planning permission which may or may not be developed, and potential applications relating to Moreton-in-Marsh for the period 2024-2031.

## STOW-ON-THE-WOLD

Stow-on-the-Wold is an ancient Cotswold market town, about 800 feet above sea level and was founded as a planned marketplace to take advantage of eight trackways, now eight busy roads.

Many of the houses were built in the 16th century, but those built later have blended in to become part of the town. The historic core of the town is a Conservation Area with a concentration of listed buildings. Stow and Swell lie within the Cotswold National Landscape, previously known as the Cotswolds AONB. The settlement offers a range of independent shops, cafes, restaurants, pubs, and accommodation. Census information for Stow-on-the-Wold gives a population figure of 1,900 (2022).

### Parking

Table 24 – Existing Off-Street Car Parking Provision Stow-on-the-Wold

Car Park	Standard	Disabled	Parent and Child	EVCP	Coach bays	Free Bays	Total
Fosseway	98	3	0	0	0	101	101
Maugersbury Road	62	2	0	4	5	0	69
Total spaces							170

Cycle racks / Motorcycle parking (Table 25)	Cycle Racks	Motorcycle bays
Fosseway	Yes	No
Maugersbury Road	No	Yes

Car Park (Table 26)	Opening Times	Charging times apply
Fosseway	Seven days a week, including overnight	Free
Maugersbury Road	Seven days a week, including overnight	8am and 6pm Monday to Saturday
		10am and 6pm Sunday

### Payment Options and Income (Table 27)

Payment Options and Income			
Stow-on-the-Wold	Card Payment Option	Phone Payment Option	Income 2024/5 (ticket sales)
Fosseway	N/A	N/A	N/A
Maugersbury Road	Yes	Yes	£138,502.88

## Survey Results – Occupancy

- Detailed data for each month and day for the period April 2024 to March 2025 are available. Heat maps, using green / amber / red display the times where occupancy is high, average, or low (Annex C)
- **Fosseway** is free, therefore data (normally from ticket sales) on occupancy is unavailable.
- **Maugersbury Road** is a popular car park during the Spring and Summer months. On Saturdays during the Spring/Summer the car park is at very busy between 11am and 4pm, most days of the week.
- In Autumn and Winter there is space to park on Mondays to Wednesdays.
- Throughout the year, Thursdays to Sundays are the busiest days of the week, when the car park reaches levels over 85% occupancy between 12noon-3pm.

## Survey Results – Customer Feedback

- Detailed customer feedback results are available. (Annex C). Two parking surveys were carried out in 2024: (Survey 1) 15 January – 26 February and (Survey 2) 18 September – 16 October.
- **Fosseway** – shopping and 'resident in location to the car park' were the main reasons given by customers to use Fosseway car park.
- The majority of customers travelled less than 2 miles, staying up to an hour and a large number of respondents indicated that they park all day or overnight.
- Motorists visited on one or more times per week and were open to researching car parks online. Those asked were evenly split on the question whether they would use alternative methods of transport if available.
- Customers suggested that CDC could improve this car park by providing more spaces, improving cleanliness, and resurfacing the car park.
- **Maugersbury Car park** was used predominately for shopping trips, with most people travelling less than 2 miles and staying 1-2 hours.
- The majority of customers visited one or more times a week. Customers indicated that they have never tried or do not research car parks online and are not likely to consider alternative methods of transport if available.
- Customers suggested improvements at Maugersbury Road were for better lighting, spaces, and EVC points.

## Consultations

In February 2024, council officers met with representatives from the village and the Parish Council and carried out a walkabout visit to get feedback and comments on the car parks. During this process, other comments and feedback was shared from residents that do not directly impact the car parks but do impact the wider transport and travel issues at Stow-on-the-Wold.



Location or group	Comment (Table 28)
Feedback on Fosseyway (next to Tescos)	<p>There is an issue with long stay vans and caravans  Free stay means people are taking advantage  No parking after 9am due to being busy  Residents are using this car park</p>
Feedback on Mangersbury Road	<p>No parking after 9am due to being busy  Elderly people struggle with the walk up hill</p>
Feedback for Gloucestershire County Council	<p>On street parking comments:  No parking after 9am due to being busy  Markets take up large amount of The Square's parking  Business staff using up The Square's parking  Suggested introducing parking charges  Hotel guests also use The Square's parking  There is a perception that there is a need for more enforcement activity to discourage parking longer than allowed  Two disabled bays which are not actually disabled bays due to a 2-hour time limit  Big reduction in parking due to development and planning applications  Coaches are coming into the Market place and not knowing where to go or turn  Only 2 x 10 minutes coach parking spaces  Diagonal spaces are large and take up lots of room in The Market Square.</p>
Other comments	<p>Would like to see occupancy figures for car parks in Stow-on-the-Wold  Request from members to look at a Tourism levy on car parking. TC will need to make a formal request.  Big issues at Christmas due to parking issues – people parked anywhere they could due to the lack of parking spaces.  Neighbourhood plan – please read for Stow  Possibility of arranging parking agreements with private car park owners (Brio was mentioned – a retirement community)  150 car park spaces have been identified in area – local plan  There was a survey done by the Town and Parish Council 2-3 years ago. Town council to share  Sign on downpipe on police station with directions for coach drivers</p>

**Neighbourhood Plan (Annex I)**

**Local Plan parking points (Annex J)**

**Housing Trajectory Information (Annex G)**

## STOW-ON-THE-WOLD - SUMMARY (Table 29)

### STOW-ON-THE-WOLD (2 CAR PARKS / 170 SPACES)

#### Occupancy Data (April 2024 to March 2025)

Data for Maugersbury Road shows that the car park is busy in the Spring and Summer. In winter months there is availability of spaces to park on Sunday through to Thursdays. Friday, Saturday, and Sunday are the busiest days of the week. Over the summer months, the car park is over the 85% occupancy level 11am-4pm all days of the week.

#### Customer Survey information (Survey 1) 15 Jan – 26 Feb and (Survey 2) 18 Sep – 16 Oct

Fosseway car park is used for shopping and parking for resident in location of the car park. Customers travelled less than 2 miles and staying up to an hour. A significant number were selecting to stay all day or overnight. Motorists tend to visit the car park one or more times per week. Those surveyed were open to researching car parks online and there was an even split of respondents who indicated that they would use alternative methods of transport if available.

Maugersbury car park is used for shopping trips, with most people travelling less than 2 miles and staying 1-2 hours. Most customers visited one or more times a week. The majority have never tried or do not research car parks online and the majority are not likely to consider alternative methods of transport if available.

#### Town / Parish Comment

Concerns were raised on the lack of available space to park at specific times of the year. Demand increases from tourism, coaches, market day activities, local staff and hotel guests using limited on street parking. A request for more on-street enforcement activity from Gloucestershire County Council. The town council is engaged with looking into potential sites in the settlement for parking. Feedback was that a tourist parking levy is to be explored with the settlement.

#### Neighbourhood Plan

Parking demand comes from commuters, visitors, and homes without off-street parking. Addressing parking and congestion will resolve town centre issues and recommends moving Market Square parking (GCC managed) outside the town centre. All new development is to conserve and enhance the settlement. The aim is to find more parking close to town centre with better public transport, a reduction in HGVs and improved walking and cycling routes. The town council is seeking land options for proposals to relocate some parking to safe convenient locations and CIL / S106 funding to be prioritised for these improvements.

#### Local Plan

Reflects the benefits of tourism on the town but identifies the need to address car parking and congestion matters. Supports the development of a Town Museum and underlines that all new development must account of parking, congestion, and pedestrian environment improvements. The Local Plan reflects the town's desire to move Market Square parking to a location within easy reach of the town to improve the centre and increase parking capacity.

#### Housing Trajectory Information

Identifies sites with planning permission which may or may not be developed, and potential applications relating to Stow-on-the-Wold for the period 2024-2031.

## TETBURY

Tetbury is a Cotswold hill-town set in farmland countryside. Much of its early prosperity was from the wool trade. Key features are St Mary the Virgin and St Mary Magdalen churches and its many listed buildings. A large part of the town is designated a Conservation Area.

The town is picturesque and its modern prosperity centres on local manufacturing and light industry at its periphery, and on shops, hotels, pubs, and restaurants at its centre providing services for residents and tourist visitors.

Tetbury has a newly modernised hospital, good schools, sports grounds and health and community facilities. The latest census data for Tetbury gives a population of 6,500 (2022)

### Parking

Table 30 – Existing Off-Street Car Parking Provision Tetbury

Car Park	Standard	Disabled	Parent and Child	EVCP	Free Bays	Total
Church Street	29	2	0	0	2	33
Old Railyard	72	6	0	0	78	78
The Chipping	40	2	0	0	0	42
West Street	46	2	0	6	0	48
Total spaces						201

Cycle racks / Motorcycle parking (Table 31)	Cycle Racks	Motorcycle bays
Church Street	Yes	Yes
Old Railyard	No	No
The Chipping	No	No
West Street	No	No

Payment Options and Income (Table 32)			
Tetbury	Card Payment Option	Phone Payment Option	Income 2024/5 (ticket sales)
Church Street	Yes	Yes	£53,269
Old Railyard	n/a	n/a	free
The Chipping	Yes	Yes	n/a*
West Street	Yes	Yes	£39,003

\*Cotswold District Council manages 'The Chipping' Car Park on behalf of a local charity, therefore the revenues from ticket sales are not shown.

Car Park (Table 33)	Days	Charges apply between
Church Street	Seven days a week, including overnight	8am and 6pm Monday to Saturday
		12 noon and 6pm on Sunday
Old Railyard	Seven days a week, including overnight	This car park is free
The Chipping	Seven days a week, including overnight	8am and 6pm Monday to Saturday
		This car park is free on Sunday
West Street	Seven days a week, including overnight	8am and 6pm Monday to Saturday
		12 noon and 6pm on Sunday

## Survey Results – Occupancy

Detailed data for each month and day for the period April 2024 to March 2025 are available for the three of the four car parks in Tetbury. Heat maps, using green / amber / red display the times where occupancy is high, average, or low (Annex C)

- **Church Street** - Occupancy is high on all days of the week, except Sunday. There is some space to park in the early hours; 8am-10am and then later from 4pm-5pm. Church Street has consistently high occupancy rates through the year during the hours 10am-4pm ranging from 89%-100% occupancy.
- **Old Railyard** - this car park is free; therefore, there is no ticket sales data to show occupancy. This car park has the most spaces of the four car parks in the settlement.
- **The Chipping** - Occupancy throughout the year is low with good levels of space to park. Highest occupancy rates are on Fridays and Saturdays around 1pm but at its highest point, is no more than 32% occupied. July and August were the busiest months but still offering over 70% or more space to park at any time
- **West Street** – Occupancy levels for this car park are good, offering spaces to park at most times. The busiest times of the week are Saturdays. Only a few Saturdays in August and October show occupancy rates over 85%. Wednesdays are a busier day during the week.

## Survey Results – Customer Feedback

Detailed customer feedback results are available. (Annex C). Two parking surveys were carried out in 2024: (Survey 1) 15 January – 26 February and (Survey 2) 18 September – 16 October.

- **West Street** - Shopping and 'other' was the most frequently given response for customers using this car park, with people travelling from less than 2 miles away and tending to stay 1-2 hours, parking once a week. Most customers at this car park do not or have never tried researching car parks and were slightly more in favour of using alternative methods of transport if available.
- **Church Street** - shopping and then medical / dental are most frequently given reasons for customers using this car park, with people travelling from less than 2 miles away, and staying between 1-2 hours, parking once a week. Most customers at this car park do not or have never tried researching car parks and were slightly less in favour of using alternative methods of transport if available.
- **The Chipping** - shopping is most frequently given reasons for using this car park, with people travelling from less than 2 miles away, tending to stay up to 2 hours and parking once a week. Most customers at this car park do not or have never tried researching car parks and were slightly less in favour of using alternative methods of transport if available.
- **The Railyard** – 'resident in location of car park' was the reason most frequently given followed by shopping by customers using the car park. They indicated that they travel from less than 2 miles away, staying between 2- 3 hours and visit once a month. Most customers at this car park do not or have never tried researching car parks and were more in favour of using alternative methods of transport if available.
- **Feedback** from all four car parks suggested improvements, were: number of EVC points (would like to see more), number of available spaces, ease of manoeuvre and number of parent and child bays.
- Of the four car parks, the highest number of PCNs were issued in West Street car park. The most frequent reason for issuing a PCN was 'parked without payment of the parking charge.'

## Usage of Blue Badge Spaces and Cycle Racks (spot-checks between August 2024 - February 2025)

- **Blue Badge usage in West Street** car park varied through the months surveyed. August saw an average use of 33%, which decreased slightly to 30% in September. October experienced the highest average use at 50%. However, the use dropped to 16.67% in both November and December.
- The average usage of **cycle racks at Church Street** car park showed some variation based on random spot checks. August and December both had an average of 11.11%, while September saw a slight decrease to 10%. In November, the usage dropped to 0%.

## Consultations

In August 2024, council officers met with representatives from the Town and the Parish Council and carried out a walkabout visit to obtain feedback and comments on the car parks, during this process, other comments and feedback was shared from residents that do not directly impact the car parks but do impact the wider transport and travel issues at Tetbury.

Location or group	Comment (Table 34)
Feedback on West Street car park	Short stay car park is full, and visitors complain. Parking meter is out of date, does not work well. Font is too small, and it cannot be read when sun is on it; cannot see the costs
Feedback on The Chippings car park	Lots of locking spaces for residents parking – any resident can apply, however there is a waiting list. Very busy
Feedback on Old Rail Yard car park	Residents and visitors find it very busy Want to keep it free Could the layout be changed to allow more parking – maybe the planters could be moved
Feedback on Church Street car park	No specific comment
Other comment	Really like the free to park after 3pm Signage is not clear to car parks and no long stay signs Potential parking in collaboration with The Goods Shed Potential opportunity on the fire station land Opposite Tescos there is private parking for 12 spaces, could be explored Lots of new homes being built and no additional car park being put in
Feedback from Town Council actions	Finding land for the Town Council to add into S106 regarding parking and neighbourhood plan
Feedback for Gloucestershire County Council	Gumstool Hill car park is owned by GCC and is free (21 roadside spaces)

**Neighbourhood Plan parking points** (Annex I)

**Cotswold District Local Plan** (Annex J)

**Housing Trajectory Information** (Annex G)

## TETBURY - SUMMARY (Table 35)

### TETBURY (4 CAR PARKS / 201 SPACES)

#### Occupancy Data (April 2024 to March 2025)

Tetbury has four car parks with varying levels of occupancy. Church Street is under pressure and well used for most of the year, however there is a good level of available space to park in the three other car parks in Tetbury. Motorists could be guided to use car parks with better space to park, with signs in Church Street car park.

#### Customer Survey information (Survey 1) 15 Jan – 26 Feb and (Survey 2) 18 Sep – 16 Oct

Three of the four car parks are used in a similar way by motorists, with weekly short stays for shopping being most typical and people travelling under 2 miles. The Old Rail Yard car park tends to see customers staying for longer and travelling slightly longer distances, indicative of its role as an attraction.

#### Town / Parish Comment

In consultation feedback, West Street and The Chipping car parks are both commented on as very busy. The occupancy survey results however, indicate that both car parks have spare capacity to park. In contrast, Church Street car park data indicates high levels of occupancy.

The town's car parks are a well-used asset and cater for residents and visitors but have available spaces, which is a priority for the town council. There are some potential land opportunities for the town council to consider, some comments on signage and improvements to payment machines, suggestions on layout changes to maximise spaces. Concerns about new housing developments and subsequent pressures on existing car parking. S106 / CIL funding to be allocated to parking by Town Council.

#### Neighbourhood Plan

In 2017, the plan identified that Tetbury was anticipating a growth of 34% in the town's population over a 15-year period, with an increase in traffic volumes and congestion. Residents were consulted and comments referred to car parking pressure. The Neighbourhood plan reflects that Tetbury is a service centre for a wide area with 100 shops, cafes, four hotels and a range of other businesses. A relatively high number of dwellings do not have off street parking which increases pressure on street parking. The Town Council is seeking to improve and maximise the potential of walking and cycling routes in and outside the town.

#### Local Plan

No specific points for Tetbury on parking matters.

#### Housing Trajectory Information

Identifies sites with planning permission which may or may not be developed, and potential applications relating to Tetbury for the period 2024-2031.

### Further Settlements without Car Parks owned by Cotswold District Council

Fairford, Lechlade and Northleach and Stratton do not have Cotswold District car parks but were visited by council officers to discuss car parking and have commented in their Neighbourhood Plans on parking matters. Extracts from the walkabout visits are included below:

## FAIRFORD

Fairford is a small market town in the south-east corner of Gloucestershire, on the A417 between Lechlade and Cirencester (8 miles away), just south of the Cotswolds AONB and close to lakes in the eastern section of the Cotswold Water Park. Swindon is ten miles to the south, with Gloucester, Cheltenham, and Oxford within twenty-five miles. The historic center, close to the river and surrounding green areas, has a reasonable range of small shops and services. The town has a close relationship with the RAF Fairford air base just to the south at Whelford, which is the home of the annual Royal International Air Tattoo.

The town's shops and services also serve the needs of surrounding villages. The existing car parking is either on-street or in a small car park owned by Ernest Cook Trust. Fairford has experienced rapid growth in housing in the last 10 years. The population of Fairford was 4,300 in 2022.

### Consultations

In September 2024, council officers met with representatives from the Town and the Parish Council and carried out a walkabout visit to get feedback and comments on car parking, during this process, other comments and feedback was shared from residents that do not directly impact on parking but do impact the wider transport and travel issues at Fairford.

Location or group	Comment (Table 36)
Feedback from Fairford Town Council	Town council would like more off street parking but no land Land opposite the town council would be ideal for off street car parking but owned by ECT and thought unlikely to sell. Lots of houses are without off street parking which means most free space is taken up by residents. Lots of shops are being turned into housing Would like to keep free parking and Town council would not like to charge visitors There are 4 new Electric Vehicle Charging points by the Town Council office Cricket Club proposed a new car park. Town council to enquire School traffic to be diverted to the new development to help with pick up and drop off Victory Villas, London Road – again raised as have no parking, so parking has been on the footpath, and this has been completely eroded Cycle Paths between Lechlade and Fairford with Lakes by Yoo
Feedback on the Town Council Car Park	Is owned by Ernest Cook Trust and managed by the town council
Feedback for Gloucestershire County Council	There is a perception that vehicles park in on-street spaces longer than allowed and enforcement is infrequent. All on-street parking outside The Bull Hotel is free

**Neighbourhood Plan parking points (Annex I)**

**Cotswold District Local Plan (Annex J)**

**Housing Trajectory Information (Annex G)**

## FAIRFORD - SUMMARY (Table 37)

### **Town / Parish Comment**

Town council would like to find a location for more off-street parking but as, yet no viable location has been found. There are several housing areas with no off-street parking, and this causes residents to park on the roadsides. There has been a move towards converting shops to residential use and this also impacts on parking. Development of more walking and cycling routes is supported.

### **Neighbourhood Plan**

Congestion at peak times, with little room for expansion. Traffic and parking constraints in Market Place, High Street and London Street. A growth of over 33% between 2013 and 2019 from housing development on the outskirts of the town has seen an infrastructure deficit.

Public transport is poor encouraging more car use. Three public consultations found:

- traffic congestion and dangerous road junctions,
- the impact of HGVs
- decreasing public transport and parking along with other infrastructure deficits.

Not clear of the impacts of the expanded role of the airbase - a mixed opportunity with an increased boost for the local economy but added pressures on the public realm facilities.

Fairford's vision is:

- Further development respect the town's character and rural setting
- Infrastructure is brought up to appropriate level for expanded town
- Residential schemes for 10 plus houses or commercial developments over 1000 sq. m must identify and quantify the impacts in their transport assessments.
- Improve Market Place for pedestrians and any loss of parking to be compensated for within or on edge of the town centre
- For the town centre to be more attractive and pedestrian friendly with improved parking, walking and cycle routes from new developments
- Any CIL / S106 funds to be directed to projects as identified in The Neighbourhood Plan.

### **Local Plan**

The benefits of tourism to the town should be maximised through the improvement of cycle/footpath links. Infrastructure projects including the provision of land for allotments and the development of sporting facilities will take account of parking facilities and congestion issues.

### **Housing Trajectory Information**

Identifies sites with planning permission which may or may not be developed, and potential applications relating to Fairford for the period 2024-2031.



## NORTHLEACH

The parish of Northleach with Eastington covers the market town of Northleach, situated on the junction of the A40 and A429, and the village of Eastington, approximately 1.5 miles to the south of the town centre. Northleach is the smallest market town in Cotswold District. The Parish had a population in the 2022 Census of 2,000, almost all of whom live in the town. The main thoroughfare through the town from west to east contains most of the 96 listed buildings meaning parking and passing is problematic. A survey undertaken for the State of the Parish Report reflects people would like to see an increase in parking more than anything else.

The marketplace is busy providing services to both visitors and residents. Most of the shops in Northleach are owned by independent businesses. Northleach has several establishments offering accommodation, and a variety of eating places and public houses.

### Consultations

In October 2024, council officers met with representatives from the Town and the Parish Council and carried out a walkabout visit to obtain feedback and comments on the parking, during this process, other comments and feedback was shared from residents that do not directly impact parking but do impact the wider transport and travel issues at Northleach.

Location or group	Comment (Table 38)
Feedback from Town Council	There is a view that on-street parking is causing an issue. Could residents' verges be used to make off-street car parking for them. There is a plot of land on Ward Road that has space for three cars, could they tarmac and drop the kerb? Identify the owner and then contact the County Council. A much-needed extra car park due to the lack of public transport.
Feedback on Town Council Car Park	Market Place is the only available car park in the settlement No restrictions 33 spaces with 2 spaces for disabled visitors Feedback is a request for more enforcement from Gloucestershire County Council at this location
Other comments	Town and Parish Council are seeking opportunities for land. In the event land is sourced, Parish council would like to discuss possibility of the district council leasing and managing the proposed car park.

### Northleach Neighbourhood Plan parking comments (Annex I)

### Cotswold District Local Plan (Annex J)

### Housing Trajectory information (Annex G)

## NORTHLEACH - SUMMARY (Table 39)

### **Town / Parish Comment**

Town council is actively engaged with looking for solutions to parking needs in Northleach and have several suggestions. Would like help from Cotswold District council to manage any new parking in the event the town council is successful in securing a location.

### **Neighbourhood Plan**

The plan seeks to ensure that future development is of high quality, evenly spread across the town, in small pockets, space for improved car parking, Survey highlighted that people would like to see an increase in parking more than anything else. Tourism initiatives support including the development of the new Discovery Centre at the Old Prison, (now operational), improvements to The Market Place, and the establishment of a small visitors' car park.

Proposals for extending educational facilities will be permitted where it can be demonstrated that: iii. additional car parking is provided.

- The Town Council will invest future CIL funding allocated: Environmental improvements to Market Place and establishment of a new visitors' car park at West End. Improvements to footpaths to connect the town with the surrounding landscape.

### **Local Plan**

The following tourism initiatives are supported in principle:

- the development of the new discovery centre at the Old Prison;
- improvements to The Market Place;
- and the establishment of a small visitors' car park.

### **Housing Trajectory Information - Nil**

Note: as of May 2025, in Northleach: The Old Prison visitors centre is now open and has a substantial number of spaces for free car parking and is within walking distance of the settlement centre.

## LECHLADE

Lechlade lies in the south – eastern corner of the Cotswold District at the junction of the A361 (North – South) and the A417 (East – West) constrained by the River Thames to the South and River Leach to the East. It sits at a crossing point over the River Thames and within the Cotswold Water Park. It is bounded by the West Oxfordshire District Council to the Northeast and Swindon Borough Council / The Vale of White Horse District to the South. Although one of the Cotswold’s larger settlements, the town has limited employment opportunities.

In 2022, the population of Lechlade was just over 3,200. Tourism is a key part of the local economy, particularly in the summer when the Thames is busy with boating, fishing, and walking activities in the area.

### Consultations

In March 2024, council officers met with representatives from the Town and the Parish Council to obtain feedback and comments on the parking, during this process, other comments and feedback was shared from residents that do not directly impact parking but do impact the wider transport and travel issues at Lechlade.

Location or group	Comment (Table 40)
Feedback from Town Council	The Town Council representatives raised that there is a section on parking in the neighbourhood plan (included in the CDC Parking Strategy – see Annex G and Lechlade). Visitor parking is felt to be an issue. The preference is to get rid of centre parking. The Town council are looking at two locations as potential sites for new parking areas. Parking and road safety are an issue around school drop off and pick up times.
Feedback on the Town Car Parks	Four main car parks are in use in the town, three of which are in the town centre. None of the car parks are owned / managed by CDC. There are only two disabled bays, and this has been raised with GCC.
Other comments	St John Road needs resurfacing and better access. There is on street parking and in busy times is causing traffic issues.

### Neighbourhood Plan parking comments (Annex I)

### Cotswold District Local Plan (Annex J)

### Housing Trajectory information (Annex G)

LECHLADE- SUMMARY (Table 41)
<p><b>Town / Parish Comment</b> The Town council is actively engaged with seeking a potential solution to parking needs in Lechlade and is keen to move parking from the centre, with two options to investigate. There are some safety concerns for children at school drop off and pick up times. There are a lot of HGV movements through Lechlade.</p> <p><b>Neighbourhood Plan</b> Projects in place in the neighbourhood plan are to focus on community services and facilities, a town centre plan and enhance parking in the centre.</p> <p><b>Local Plan</b> Tourism is an important sector in the local economy and increasing the benefits it brings to Lechlade is seen as essential to the town’s long-term economic future. Opportunities to develop its tourism-related facilities will be supported.</p>

### Housing Trajectory Information

Identifies sites with planning permission which may or may not be developed, and potential applications relating to Lechlade for the period 2024-2031.

Note: although there are no council owned and managed car park in Lechlade there are the following car park facilities:

- Riverside Park car park (A361) which is run by a private operator (Minster Baywatch) – 540 spaces and prone to flooding.
- Parking at The Riverside Pub (Thames Street) has 35 spaces operated by a private operator (Premier Parking Solutions)
- The Memorial Hall and Sports Complex on Oak Street offers parking for users of the centre.
- Market Place, Burford Street (GCC) On-street

## STRATTON

Stratton is a village and ward within the parish of Cirencester towards the western edge of the town. The last ONS survey (2022), records that the population of Stratton was 2,600 people, with 1,100 households (2021).

Stratton is close to the flood zone 3 at Stratton Meadow, a significant constraint on development and is close to the River Churn and Daglingworth Stream.

There are a number of businesses offering hospitality in the village, a post office and village hall. While there is no parking in the village of Stratton, the settlement is located close to Whiteway car park. Whiteway is managed by CDC and is a season ticket only car park.

### Consultations

In January 2024, council officers met with a representative from the Parish Council to obtain feedback and comments.

Table 42	Comment
	After discussions were held with the local councillor, he felt satisfied that Stratton could be included in the Cirencester points.

### STRATTON SUMMARY (Table 43)

#### Town / Parish Comment

Stratton to be included in the Cirencester points

#### Neighbourhood Plan / Local Plan

No neighbour plan made or in development for Stratton. No parking matters referenced in The Local Plan for Stratton

#### Housing Trajectory Information

No comments in Housing Trajectory Information for Stratton

## Section 3 - Preparing for Future Demand

### Introduction

In this section, we look forward to future requirements, using market insight and intelligence to consider options for new technology solutions or initiatives to enhance parking services in the Cotswolds.

Parking operates within the impacting factors of new town plans for Cirencester, new housing targets for the district, whilst remaining environmentally conscious.

Parking revenue streams are allocated to ensure parking locations are well maintained and offer a safe and welcoming experience.

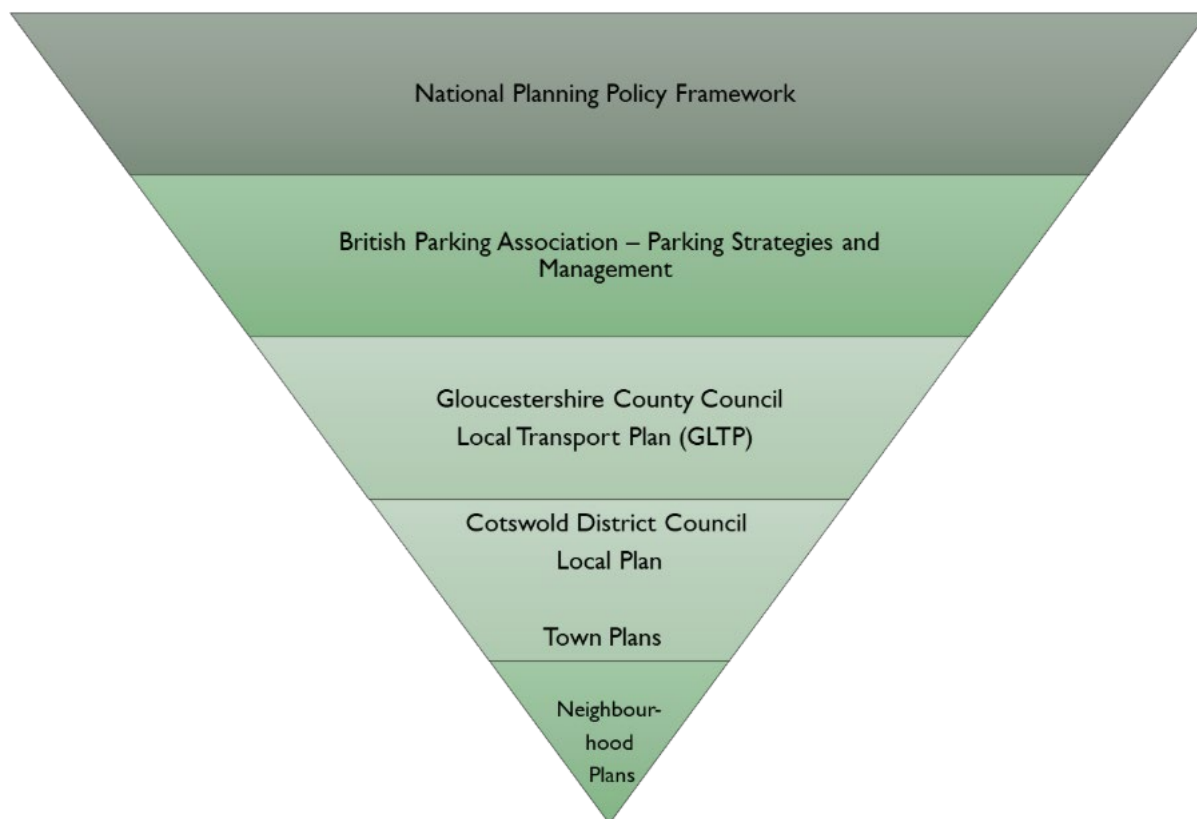
Benchmarking of our parking service in the Cotswolds against other local authority councils enables us to compare how we measure up on the number of car parks we provide, aggregate spaces operating in the district, the quantity of designated blue badge spaces in the district and the number of EVCP spaces.

Two bench marking activities were undertaken: Study 1 (Oct 2024 – April 2025) comparing CDC parking against 10 local authorities of comparative size and demography. Study 2 (May – June 2025) compared CDC to 8 neighbouring local authorities. Summary highlights are below:

- Cotswold District Council provides 20 car parks, which is 7.5 more car parks in the district area compared to an average of 12.5 car parks offered by 10 councils we benchmarked against.
- The average total spaces offered by the 10 other councils is 1453. CDC provides 2,277 spaces. The area of the Cotswold district is greater than most other councils benchmarked (1164.5 sq. kms in CDC compared to an average of 694 sq. kms in the 10 councils)
- The percentage of blue badge spaces offered by CDC is comparative with the average of the 10 councils at 3.45% of all spaces. CDC was third out of 11 in the number of blue badge spaces offered.
- CDC car parks offer more EV charging spaces than most of the other councils, with 26 listed spaces compared to an average of 18.5. This places CDC second out of 11 for the number of EVCP spaces available.
- Parking charges were slightly higher in CDC compared to the average of the 10 other councils by 18p-68p for short stays and by £1.00 for stays of 2-3 hours. For stay times over 5 hours and all day, the increase in price was between £1.78 and £4.88, reflective of demand on Cotswold parking from tourism.

## Policies and Plans

In this section, we cover policies and strategies which influence the Cotswold District Parking Strategy.



## UK NATIONAL POLICY

### The National Planning Policy Framework (NPPF) December 2024

This Parking Strategy has been prepared in accordance with section 8 of the NPPF which states:

*‘Maximum parking standards for residential and non-residential development should only be set where there is a clear and compelling justification that they are necessary for managing the local road network, or for optimising the density of development in city and town centres and other locations that are well served by public transport’*

*In town centres, local authorities should seek to improve the quality of parking so that it is convenient, safe, and secure, alongside measures to promote accessibility for pedestrians and cyclists.’*

This is reflected in the set of actions outlined in the revised Action Plan.

## UK Parking Strategies and Management

The Institution of Highways & Transportation, in its paper on Parking Strategies & Management 2005 identifies two important changes that have occurred in the way transport and planning issues should be addressed:

- 1 *‘There has been a policy change whereby parking is no longer provided in line with unquestioned increases in demand: the ‘predict and provide’ approach.*

- 2 *All aspects of land use and transport should now be planned and managed in an integrated fashion in order to achieve a wide variety of objectives. Parking is now a topic and activity to be treated as part of a much larger system.*

*Given there is a shift in the approach to land use planning and transport in the UK, placing the moderation of car travel and the creation of more environmentally sustainable forms of urban development at the heart of national, regional and local policy, this has meant local authorities, and their partners are now presented with the new challenge of translating the new policy objectives into action on the ground.'*

As a result of the shift to the moderation of car travel and sustainable forms of development, CDC Parking Strategy will reflect these changes, increasing the emphasis on supporting sustainable and alternative modes of transport and making best use of assets.

## **COUNTY WIDE POLICY**

### **Gloucestershire's Local Transport Plan 2020 – 2041 (Revised 2021)**

The Gloucestershire County Council - Gloucestershire Local Transport Plan (2020-2041) (GLTP) sets out the long-term strategic transport vision for the County to 2041. Gloucestershire's vision for transport is:

*'A resilient transport network that enables sustainable economic growth by providing travel choices for all, making Gloucestershire a better place to live, work and visit.'*

The GLTP sets out the transport strategy for Gloucestershire for 2020-2041, reviewed in 2022 to reflect national policy updates and local priorities in the face of change. (The key points from The GLTP for our district's parking strategy can be found in Annex H.)

## **DISTRICT WIDE PLANS**

### **Our Cotswolds, Our Plan 2024-2028**

Our Cotswolds, Our Plan defines the CDC corporate strategy, and we interpret what success for Parking will look like against Delivering Good Services, Responding to the Climate Emergency and Supporting Our Economy, three of the five priorities. Our Cotswolds, Our Plan 2024-2028 is referenced in the introduction to the CDC Car Parking Strategy (2025-2028)

### **The Cotswold District Council Local Plan (2011- 2031)**

The Cotswold District Local Plan (2011-2031) makes references to and influences parking matters throughout the district. Where parking matters are mentioned, these points have been extracted and can be found in Annex J – Plans and Policies – parking extracts Cotswold District Local Plan (2011-2031)

## **LOCAL PLANS**

### **Neighbourhood Plans**

A number of settlements with CDC managed car parks have made neighbourhood plans. Some settlements are in the process of developing their neighbourhood plans. Full Neighbourhood Plans can be found on the CDC website – Planning policy / Neighbourhood planning.

Neighbourhood Plan parking matters pertinent to the CDC Parking Strategy are included under each settlement in summary form and extracts are included in Annex I – Plans and Information – Neighbourhood Plans and Town Plans Parking Points

## Section summary

This Parking strategy considers relevant planning policies, housing trajectory information, neighbourhood plans and transport policies.

An understanding of the future direction of growth for the district helps to identify parking recommendations to support the district.

It is also significant to reflect the policies of sustainability and the move from 'car first' to a changing emphasis on alternative modes of transport, as reflected in national, county, and local levels.

## Section 4 – Parking Options

### Introduction

In this section, we cover delivery options for off-street car parking for the period 2025-2028.

The options set out the framework of how Cotswold District Council will deliver its off-street car parking service up to 2028.

Decisions are made based on customer feedback, engagement with Town and Parish Councils, businesses and based on car parking data.

Parking is by nature a service which generates a wide range of opinions, the options and actions reflect the majority of customers' needs.

Parking Options (Table 44)

1.	Managing our car parks and demand 2025-2028
2.	Monitor charges
3.	Long and short stay parking – managing occupancy through stay times
4.	Sustainable transport
5.	Parking standards and new development
6.	Car parks – conditions and maintenance
7.	Enforcement
8.	Specialist parking
9.	Equipment and connectivity
10.	Future opportunities



## I. Option - Managing our car parks and demand 2025-2028

Managing the demand for car parking can be challenging in some settlements. Despite feedback suggesting we need additional spaces in some settlements, finding and securing additional parking, either in the vicinity of the existing car park or in separate locations is extremely challenging in the light of:

- a. The historic significance and spatial constraints of settlements where capacity issues were identified.
- b. Lack of land or investment funds to acquire additional land for car parking purposes.
- c. Today, capacity issues, which are identified for some locations may be resolvable through other policies.
- d. The desires to advance policies supporting sustainability, healthy place making and a net zero transport system.

Therefore, the desire to increase spaces does not support the wider ambitions for active travel and healthy lifestyles. Although it is acknowledged that where there are areas of housing growth this may be required and the council will seek to support Town and Parish Councils, developers, businesses and residents to find alternative parking, and the use of more subtle mechanisms, i.e. changes to stay times to free up spaces, is in principle, more appropriate to manage local need and make best use of council assets whilst supporting the wider ambitions to promote active travel and protect the environment.

### Recommendation

Continue alignment of CDC's Parking Strategy with the wider context policies.

Consider implementation of different options in relation to stay times in each car park.

Seek to support Town and Parish Councils, residents, businesses, and potential developers to seek additional parking options.

## 2. Option - Monitor charges 2025-2028

Cotswold District Council charges for parking in most of its car parks. Parking charges are used for the following reasons:

- as a mechanism to manage the demand on car parks
- to ensure smooth traffic flow in settlements by reducing vehicles on street
- to reduce congestion and pollution from vehicles idling in settlements
- to encourage customers to consider and use alternative and sustainable transport options
- to support popular tourist areas through levy contributions to address the impacts of tourism.

Cotswold District council considers the level of charging on an annual basis and in comparison, to the charges made in nearby local authorities.

Benchmarking of Cotswold District Council's car parking services was conducted in 2024 / 2025 full results of this are detailed in Appendix 3 Charges.

The findings of the Benchmarking exercise concludes that Cotswold district council parking charges are comparative with other similar locations. We offer more parking per square mile in comparison to other Authorities and have more Electric Vehicle Charging Points compared to the majority of other benchmarked councils. We have a similar number of blue badge spaces for disabled customers.

## How revenues are used

The costs associated with providing parking are covered by revenue collected, together with operating costs, such as:

- cleaning, lighting, maintaining, signing, fencing, and surfacing car parks
- costs of enforcement
- administrative costs
- season ticket scheme administration
- cost of appeals, challenges, and questions relating to Penalty Charge Notices and the broader service.
- cost of providing information and awareness to drivers about how a parking scheme operates.

Charges for parking set by Cotswold District council aim to be fair and reasonable to motorists but also considers it reasonable that the cost of providing parking in the district are recovered from charges to use, which includes a significant amount of tourists rather than local taxpayers bearing the full costs. It also provides funding to cover other costs incurred as a result of tourism, such as additional street cleaning and grounds maintenance.

The Road Traffic Act 1984 defines how parking revenues can be spent. Once car park maintenance and controls are paid for, there are several areas relating to traffic and environment, (Table 45) which can be supported:

### Parking income may be used to support the following services:

Community Safety	Climate Change	Sustainable Transport Lead
Environmental Strategy	Pollution Control	Abandoned Vehicles
Street Cleaning	Land Drainage	Public Conveniences

'Section 55 RTRA 1984 provides for the creation of a ring-fenced account (the Special Parking Area (SPA) into which the monies raised under sections 45 and 46 must be placed and for dealing with any surplus funds which includes expenditure for other transport purposes.' Road Traffic Regulations Act 1984 (RTRA 1984).

### Recommendation

Continue to review the charges in Cotswold District car parks on an annual basis.

## 3. Option - Long and short stay parking

The length of time that customers can park in spaces is managed by imposing stay-time restrictions. Restrictions apply in some of the districts' car parks.

Long stay parking is not in every event the best use of town / settlement centre space, especially where space is limited. It does little to generate town centre footfall and economic activity, although it is convenient for business owners and commuters.

The use of town centre car parks for long stay parking is a common complaint in many of the settlements and does not create a good turnaround of available spaces. A quick turnover of parking spaces for short visits is critical in maintaining the viability of the towns. If spaces are blocked, this can prevent residents using the spaces for short trips or prevent passing trade from stopping and damage the local economy. This effect has been commented on by some surveyed for central Cirencester car parks where there are season tickets in place or the time restrictions are allowing for longer stays.

Conversely, the availability of long stay parking is also seen as important by many people who work or live in the town centres. This must be considered in the light of changes for many working people, with an increase in hybrid

working since 2020. There are sectors such as retail, health care, and tourism where working people need to park. Long stay options can play a vital part in enabling local businesses to recruit and retain employees.

Providing a considered balance of both long and short stay, helps to provide car parking provisions for both local residents, visitors, and businesses.

There are car parks on the periphery of settlements which are within walking distance of town. An example is Beeches car park in Cirencester, and Trinity Road car park in Cirencester which is available at weekends and is free. However, data shows they are not used to capacity, with far greater demand for town centre parking.

This strategy does not advocate the simple replacement of long stay parking for short stay as the needs of all users' needs to be balanced. Any changes to parking restrictions require a considered evidence-based approach, balancing traffic and environmental impacts and reviewing all opportunities to promote active modes of transport.

There is also the option to offer a mix of long and short stay spaces at the same location if the size and layout of the car park can accommodate this.

An increase in the turnover of each parking space would be a benefit to businesses and the council. An increase in car park throughput may require more enforcement and management, amendments to the Off-Street Parking Orders and signage, and marking spaces to identify long and short stay spaces, but this would be a relatively manageable cost impact.

The operational implications of encouraging a greater number of vehicles to use the existing town and village centre car parks would need careful consideration to assess the potential for increased congestion and / or localised environmental degradation. The number of spaces that would be affected by implementing such a conversion would likely be quite low and the approach would be expected to reduce traffic circling a town or village centre whilst attempting to find parking spaces. It is therefore considered that any detrimental impacts to be quite marginal.

#### Recommendation

To continue to review the use of long and short car parking spaces in locations where needs have been identified from occupancy data, to provide optimal use. For example, Bourton-on-the-Water

If other locations experience occupancy changes, these will be reviewed as they arise and changes to stay periods considered based on evidence.

When required, carry out targeted surveys to monitor occupancy levels, and measure the impact of any changes.

## 4. Option – Sustainable Transport

An over provision of parking can have an adverse impact on efforts to encourage the uptake of sustainable ways to travel.

It is recognised that there is limited scope to satisfy all travel and parking needs through promotion of sustainable transport methods. Finding a balance where those who can use active transport options, can, and those that need to rely on car / van transport can access parking facilities is desirable.

It is anticipated that measures to promote walking within settlements, particularly the 20-minute walk (10 minutes there and 10 minutes back), cycling and use of motorcycles could be more successfully integrated into settlements alongside continued good use of district car parks.

While car parks are not be the only locations for parking cycles in a settlement, they do offer a place to secure two wheeled transport. Currently, there is motorcycle specific parking space in several district car parks, particularly in Cirencester.

CDC is implementing EV charging provision in the district with the programme of EV charging implemented into 7 of the 20 car parks, where the location is suitable.

#### Recommendation

Seek to install further EV charging points into district owned car parks, with careful consideration to the impact on remaining spaces and suitability of the location, subject to further government funding.

Seek opportunities to support the Sustainable Travel Strategies with 2-wheel parking and promotion of walking routes.

## 5 Option – Parking standards and new development

This Parking Strategy for CDC for 2025 –2028 underpins the way parking needs to be considered in new development in the district. Planning applications require transport plans to be submitted for some types of application, and it is clearly stated that this must include consideration of the impacts on parking. (Section 3).

There are design guides in place for developers to ensure that new developments now provide sufficient off-street parking and avoid overspill of parking onto nearby streets causing road blocking and disruption.

New developments may have an impact on occupancy levels of existing car park facilities in settlements. Where appropriate, the council will seek a S106 contribution to mitigate this impact. The council also recommends town and parish councils to take parking into account when deciding on the use of their neighbourhood portion of the Community Infrastructure Levy.

#### Recommendation

Continue to monitor the levels of spare capacity in the district.

Liaise with our planning colleagues to ensure parking matters are considered and where required, ensure developer contributions are made to help local communities with parking pressures.

## 6. Option - Car Parks Conditions and Maintenance

Cotswold District car parks are surveyed regularly to ensure our assets remain in a good condition and are well maintained. The most recent condition survey was carried out in 2022 to form a schedule of planned maintenance and repairs. The current schedule runs from 2022 to 2026 and is in operation, with most actions now complete in 2025. (Appendix I – Cotswold District Council Conditions Schedule). CDC car parks maintenance will be managed going forward using a monitoring approach now that the five-year programme of improvements is complete.

Maintenance funding is covered by car park revenues generated; what customers pay is used to further support the car parks they use.

Maintenance priorities are the safety of the car parks, then; surface, lining, signs, car park boundaries, bollards / barriers, landscaping, cleanliness, drainage, and footpaths.

While some car parks have additional facilities, such as public conveniences, there must be ongoing stringent management of the maintenance schedule costs, to cover all 20 car parks.

#### Recommendation

Ensure that the Councils regular inspection regime identifies any hazards or defects and both planned and reactive maintenance and repairs are delivered to ensure the car parks are maintained in a safe and acceptable condition, whilst managing the cost to the Council.

## 7. Option – Enforcement

Parking enforcement in CDC owned and managed car parks is conducted by Publica Limited, a teckal company who provide Parking services for the Council. The purpose of enforcement is to prevent dangerous and inconsiderate parking, prevent designated parking spaces being misused and ensure the terms and conditions in council car parks are followed for the benefit of all.

Civil Enforcement Officers are a good source of local knowledge for the community and visitors and assist with providing parking information to the Parking Team.

- Parking enforcement is not income driven
- There are no targets set for the issue of penalty charge notices (PCN)
- The grace period of 10 minutes is followed in line with legislation in permitted parking areas (some parking contraventions warrant an instant PCN to be issued)
- Enforcement Officers will give advice if the driver is present and not issue PCN unless it has been printed.
- PCNs are issued when a contravention is observed by the Enforcement Officer taking the above points into consideration.
- If a PCN has been issued, a legally set out process must be followed if challenging a PCN. Each case is considered on its own merits, including mitigating circumstances.

The primary objectives for parking enforcement are to keep traffic flowing, ensure the safety of all road users including pedestrians, make sure spaces for specific classes of vehicle or customer groups are not misused and ensure the turnover of spaces where appropriate.

Most PCNs in Cotswold District are issued to drivers for not purchasing a ticket for their parking.

Enforcement is set at a level to best use resources in balance with costs, public satisfaction, and income from Penalty Charge Notices.

Enforcement hours are in line with the car park restrictions and also provided in line with local need to manage demand.

Civil Enforcement Officers also provide secondary services of providing information to the public, reporting crime, anti-social behaviour and abandoned vehicles, they provide a presence in the community.

We will seek to review the level of enforcement in line with any changes to parking restrictions or any external impacts which may affect occupancy levels.

### Recommendation

Continue to monitor any changes in PCN reasons and volumes and consider strengthening enforcement resources to match the needs of the district.

## 8. Option – Specialist parking

Specialist parking refers to either the type of vehicles parked: coaches, HGVs, 2 wheeled or vehicles using EV charging. or groups of customers who benefit from having spaces marked for their use.

Groups who benefit from the safest routes in and out of the car parks are those with a disability or those parents with a child. Spaces are on occasion, placed to accommodate the opening of doors and to avoid blocking of rear doors.

18 of the 20-council owned and managed car parks have spaces (69) allocated for customers with disability needs, in addition, visitors with blue badge status can park within any space in CDC car parks but will need to follow the terms and conditions of length of stay.

Parent and child parking spaces are also provided in some car parks.

Seven out of the 20 car parks offer specific motorcycle parking, and eight of the 20 car parks offer cycle rack space within car parks. There are other locations to park bicycles in the main towns.

Campervan and motorhome ownership is growing in the UK, attracting a younger demographic; more visitors are expected to come to the district in this type of leisure vehicle in future, therefore car park provision is to be considered. This would require longer and wider spaces, consideration of wider circulation space within car parks and the need to enable access to car parks without restrictions to vehicle height. This may be difficult to achieve in many existing car parks, as it would reduce the overall amount of parking that could be provided. This need would be better met by car parks on the outskirts of settlements, and the needs of these vehicles should be considered if any new car parks are developed in the future.

#### Recommendation

Continue to monitor the ratios of specialist parking spaces allocated to reflect the needs of the district.

Where possible, seek to improve the cycle and motorcycle spaces to support active travel policies, found in The Gloucestershire Local Transport Plan.

Where possible identify and promote parking options in market towns for larger vehicles i.e. campervans and do not have height restrictors, particularly if new parking provision is being considered.

## 9. Option – Technology

New technology standards for pay to park equipment are improving all the time. Feedback from customers throughout the engagement period of the strategy has evidenced customer frustration with the current technology, particularly due to delays in taking payment and processing tickets and visibility of text on screens and therefore the need for new modern technology. The current equipment has been in place for between 10-14 years. Customers can pay via an app, by card and by phone.

Cotswold District Council accepts card and phone payments; cash is not accepted in our car parks. This is because:

- Cash machines are a target for thieves
- Replacement of vandalised machines is costly
- Vandalised machines disadvantages both customers and the council
- Cost of cash collection
- Cash collection (which in busy car parks could be up to four times a week), across a large district would increase the carbon footprint of our council's activity.

Feedback from our customers is that on occasion, customers have difficulty making payments due to poor connectivity.

Payments are heavily reliant on good connectivity for electronic payments, and poor or intermittent connectivity causes frustrations for those parking. Cotswold District Council therefore provides pay by phone in all our car parks.

As part of our strategy, we aim to provide new technology improving the customer experience. Investigations into new technologies for parking payment are underway. The Parking Team will report on findings, with costs and recommendations to Cotswold District Council. New Payment equipment is anticipated to be operational in 2026/2027 financial year.

#### Recommendation

Consider the customer feedback to ensure that any equipment improvements are reflective of needs.

Plan to upgrade the parking payment equipment in the Cotswold District Council owned and managed car parks, expected to be implemented in 2026/27 financial year.

## 10. Option – Future Opportunities

New Technology for car parking payment machines can be powered by solar energy, working in overcast weather as well as bright days. This has potential to further reduce the utility costs to run our car parks and contribute to the council aim of reducing our carbon footprint.

Cotswold District Council faces some limitations and constraints given the unique historic built environment of the Cotswolds.

Currently, Cotswold District Council has 28 EV charging points in its car parks. There is the future possibility to allow electric taxis to use EV points at quieter times to park, thereby encouraging the uptake of new vehicles by this sector.

We will continue to monitor and review new technologies to ensure that we are providing an excellent customer service.

#### Recommendation

Continue to monitor new developments in parking technologies and consider opportunities to:

- Provide a greener car parking service, through solar power where possible
- Offer a better service to customers through the uptake of new technologies
- Consider how the car park land assets could generate energy
- Seek to reduce further CDC's carbon footprint and contribute to targets towards net zero
- Review reliability of EV charging points on a regular basis and hold suppliers to their Key Performance Indicators as defined in their contracts.

## Section 5 Final Section – Action plans

### Introduction

This section brings together the recommendations for the district on parking matters, drawing on information in section 3. This section helps those in a decision-making capacity to formulate and agree priorities for the period 2025-2028 on the parking strategy for the Cotswold District.

The action plan is included, giving district wide proposed actions and actions by each settlement, drawing from information detailed in section 2.

## Action Plan (Table 46)

ACTION PLAN TIMESCALE: **Short Term 1 Year; Medium Term 1-3 years; Long Term: over 3 years.**

For the period 2025 to 2028. Note: all on-street parking matters moved to Gloucestershire County Council (GCC), Spring 2023.

Location	Ref.	Action	Score	Timescale	Resp	Update
<b>District Wide Actions</b>						
Cotswold District	<b>Option 1 - Managing our car parks and demand 2025-2028</b>					
	1. a	Continue alignment of CDC's Parking Strategy with the wider context policies.	3	Long	TT or TC/ PC CDC GCC	New action – taken from options section
	1. b	Consider implementation of different options in relation to stay times in each car park.	2	Medium	TT or TC/ PC CDC GCC	New action – taken from options section
	1.c	In the light of LGR, it is unlikely that Cotswold District Council will bring forward new parking, however, the council will enable / support others at local level in their plans, where appropriate.	2	Medium	TT or TC/ PC CDC GCC	New action – taken from options section
	<b>Option 2 - Monitor Charges 2025-2028</b>					
	2. a	Continue to review the charges in Cotswold District car parks on an on-going basis.	3	Short	CDC	New action – taken from options section
	<b>Option 3 Long and short stay parking</b>					
	3. a	To continue to review the use of long and short stay car parking spaces in each location to provide optimal use and manage where capacity needs	1	Short	CDC	New action – taken from options section



	have been identified in occupancy data.				
3. b	Carry out targeted surveys to report on any pre and post implementation results.	2	Medium	TT or TC/ PC CDC	New action – taken from options section
<b>Option 4 Sustainable transport</b>					
4. a	Seek to install further EV charging points into district owned car parks, with careful consideration to the impact on remaining spaces and suitability of the location, subject to further to government funding.	2	Medium	CDC / external provider	New action – taken from options section
4. b	Seek opportunities to support the Sustainable Travel Strategies with 2-wheel parking and promotion of walking routes.	2	Medium	TT or TC/ PC CDC GCC	New action – taken from options section
<b>Option 5 Parking standards and new development</b>					
5. a	To monitor how and when parking impacts are reviewed in planning applications and where required, ensure contributions are made to help local communities with parking pressures.	1	Long	TT or TC/ PC CDC	New action – taken from options section
<b>Option 6 Car parks – conditions and maintenance</b>					
6. a	Continue to monitor, how and when car parks are maintained, making safety the priority for customers, while managing budget control. (Any additional enhancements will need to be	2	Short	CDC	New action – taken from options section

		considered in new budget considerations)				
		<b>Option 7 Enforcement</b>				
	7. a	Continue to monitor any changes in PCN reasons and volumes and consider strengthening resources to match needs of the district.	3	Medium	CDC	New action – taken from options section
		<b>Option 8 Specialist parking</b>				
	8. a	Continue to monitor the ratios of specialist parking spaces allocated to reflect a fair mix as CDC decides. If occupancy data indicates low usage, to consider reducing numbers of specialist bays to standard bay parking.	1	Medium	CDC	New action – taken from options section
	8. b	Where possible, seek to improve motorcycle spaces to support active travel policies, found in The Gloucestershire Local Transport Plan. (Note: cycles racks are better positioned elsewhere: for access to services and security)	2	Medium	TT or TC/ PC CDC GCC	New action – taken from options section
	8. c	Where possible identify at least one car park in each Market town which can be provided with a small number of larger spaces marked for larger vehicles i.e. campervans and which do not have height restrictors. Provide that information to Tourist information and on the Council's website, taking into consideration impact on standard bay	2	Medium	TT or TC/ PC CDC	New action – taken from options section

		numbers and charging more for a non-standard sized space.				
		<b>Option 9 - Technology</b>				
	9. a	Upgrade parking payment equipment reflecting on what our customers have told us to inform decisions.	1	Short	CDC	New action – taken from options section
	9. b	Review reliability of EV charging points on a regular basis, to monitor service levels. Hold contractors to their commitment to agreed key performance indicators.	2	Medium	CDC	New action – taken from options section
		<b>Option 10 – Future opportunities</b>				
	10. a	Continue to monitor new developments in parking technologies and opportunities to: reduce costs through use of solar powered machines. Consider how car park land assets could generate energy, both further reducing CDC’s carbon footprint and contribution to net zero targets.	1	Medium	CDC	New action – taken from options section
<b>Actions by settlement</b>						
	<b>Parking</b>					
Bourton-on-the-Water		Consider increased attendance of Civil Enforcement Officers off-street	3	Short	CDC	Regularly reviewed. Resourcing allocated as required. Additional resources

					are being recruited in 2025
	Enter dialogue with community to encourage, facilitate or enable the development of appropriate alternative seasonal or permanent parking, if a suitable site can be identified, funding sourced, and ownership/management agreed.	2	Medium	Parish / CDC	There is alternative seasonal car parking provided in the village
	Review the stay time restrictions to ensure a balance for residents, businesses, and tourists, by consideration to the re-introduction of season tickets to support residents and local businesses	1	Short	TT or TC/ PC CDC	New action
	Consider extending charging in CDC car park into the hours 6-8pm. Consider moving start time from 8am to 10am to assist residents to make early, short visits to village centre. To be agreed with Leader of the council / Finance to consider budget impacts.	1	Short	TT or TC/ PC CDC	New action
	Continue to support parish councillors and representatives for Bourton-on-the-Water in their active engagement to consider solutions for the needs of the settlement.	1	Medium	TT or TC/ PC CDC GCC	New – taken from settlement section
	Gloucestershire County Council Matters refers to plans to ‘improve traffic flows and access to the village, and for parking for two wheeled vehicles.’	2	Medium	TT or TC/ PC CDC GCC	New – taken from settlement section

Chipping Campden	<b>Parking</b>					
		Support the community (through local town or parish councillors) to encourage, facilitate or enable the development of appropriate car parking.	2	Medium	TC (lead)/ CDC	Chipping Campden School now offers additional parking outside term times.
		Work with the Town Trust to seek a more appropriate management arrangement for the car park in The Square	1	Medium	TT/ TC/ CDC	Completed – now under control and management of CDC
		Seek increase Electric vehicle charging points where opportunities and assets allow.	1	Medium	TT or TC/ PC CDC GCC	New – taken from settlement section
Cirencester	<b>Parking</b>					
		Provision of improved signing to alternative car parks	2	Medium	CDC	Maps are included in each car park indicating other car parks
		Work with town councillors to explore opportunities to guide motorists to use the car parks with lower occupancy, on Saturdays, by providing walking routes and time/ distance information to central points in Cirencester.	1	Short	TT or TC/ PC CDC GCC	New – taken from settlement section
	Work with event organisers to sign post visitors to car parks, making the best use of Council Assets	1	Short	TT or TC/ PC CDC	New action – from Portfolio Holder	

		Review stay times in central car parks and consider feedback that season tickets and long stay times move to peripheral car parks	1	Short	TT or TC/ PC CDC	New – taken from settlement section
Fairford	<b>Parking</b>					
		Support the community (through local town or parish councillors) to encourage, facilitate or enable the development of appropriate car parking	2	Medium	TT or TC/ PC CDC	New – taken from settlement section
		Support the development of more walking and cycling routes (GCC)	2	Medium	TT or TC/ PC GCC	New – taken from settlement section
Lechlade	<b>Parking</b>					
		Support the community (through local town or parish councillors) to encourage, facilitate or enable the development of appropriate car parking	2	Long	TC / CDC	Ongoing: note 3 car parks in settlement. Operated by GCC (1) and private companies (2)
Moreton-in-Marsh	<b>Parking</b>					
		Support the community (through local town or parish councillors) to encourage, facilitate or enable the development of appropriate car parking	1	Short	TT or TC/ PC CDC GCC	Ongoing
		With substantial development anticipated in the area, support the	1	Medium	TT or TC/ PC	New – taken from settlement section

		community with their Transport Hub, (planning approved 21/08/2025)			CDC GCC	
Northleach	<b>Parking</b>					
		Support the community (through local town or parish councillors) to encourage, facilitate or enable the development of appropriate car parking	2	Medium	TT or TC/ PC CDC GCC	Old Prison Visitors Centre open and offers the settlement more car parking
Stow-on-the-Wold	<b>Parking</b>					
		Where possible identify at least one car park in each Market town which can be provided with a small number of larger spaces marked for larger vehicles i.e. campervans and which do not have height restrictors and provide that information to Tourist information and on the Councils website.			TC/ CDC	In operation at Mangersbury Road Car Park, Stow-on-the-Wold
		Support the community (through local town or parish councillors) to encourage, facilitate or enable the development of appropriate car parking	2	Medium	TT or TC/ PC CDC GCC	Ongoing
	A tourist levy is to be explored with the Town council and community in consultation to alleviate the impacts of tourism.	1	Medium	TC	New – taken from settlement section	
Tetbury	<b>Parking</b>					
		Consider provision of charging points for electric vehicles as part of wider scale car park improvements.	3	Medium	CDC	6 EVC bays now in operation in West Street. (3 EVCPs)
		Lighting to be improved in two of the four car parks. Raised as a H&S	1	Short	CDC	New – taken from settlement section

		concern. Parking Manager seeking funding for Building Maintenance Budget with Finance to resolve.				
		Support the community (through local town or parish councillors) to encourage motorists to access the quieter 3 car parks to alleviate pressures on Church Street car park. Provide information on walking routes and times	1	Short	TT or TC/ PC CDC	New – taken from settlement section
<b>District Wide – Significant Resource Implications</b>						
<b>Payment Options</b>		Plan and implement a programme of new payment equipment	1	Medium	CDC	Payment equipment assessment underway
<b>Actions requiring a policy decision</b>						
<b>Commitment to climate change</b>		Provide location maps on the Council's website which clearly marks the location of each car park and provides postcodes for use by those using in-car satellite navigation systems.	2	Short	CDC	Complete
Location	Ref.	Action	Score	Timescale	Resp	Update
<b>(Feedback from parking consultations with settlements)</b> Note: Score & Timescale to be agreed by GCC /TC/ PC						
Gloucester County Council	<b>Bourton-on-the-Water</b>	Proposal to introduce a free start to a parking period for on street parking spaces, to support residents who wish to make a quick visit to the village. Charges then start after a number of minutes have passed.			GCC TC / PC	Extracted point from settlement sections



	Resident parking permits under discussion, with residents in favour but less in favour of payment for permits (GCC run similar schemes in Gloucestershire where schemes are charged for).			GCC TC / PC	Extracted point from settlement sections
	Increase enforcement action for street traffic restrictions			GCC TC / PC	Extracted point from settlement sections
	Improvement in traffic flow and access to the village. Note: discussions underway to implement new / make changes to TROs			GCC TC / PC	Extracted point from settlement sections
	Greater parking for two wheeled vehicles			GCC TC / PC	Extracted point from settlement sections
	Directional parking signs on Post Office Corner where High Street meets Station Road			GCC TC / PC	Extracted point from settlement sections
	Village centre parking on road, 90 minutes maximum			GCC TC / PC	Extracted point from settlement sections
	Transport bid to move disabled spaces for a bus shelter			GCC TC / PC	Extracted point from settlement sections
	Improved paving in centre			GCC TC / PC	Extracted point from settlement sections
	Traffic regulation order changes are required for introduction of designated loading bays for commercial vehicle deliveries.			GCC TC / PC	Extracted point from settlement sections
	Where buses drop off in village centre there is no pedestrian crossing			GCC TC / PC	Extracted point from settlement sections
	The Ford has pothole requiring maintenance			GCC TC / PC	Extracted point from settlement sections

		The Steeps area has no pavements and is where coaches are parking. TRO requested for this area			GCC TC / PC	Extracted point from settlement sections
	<b>Cirencester</b>					
	Waterloo	Would like an active transport car park			GCC / CDC	Extracted point from settlement sections
	Forum	Traffic conflict on entry / exit point with bus station			GCC	Extracted point from settlement sections
		Safe crossing needed from Forum towards town centre			GCC	Extracted point from settlement sections
	Brewery	Roundabout needs a new design for entry / exit. Large vehicles struggle with manoeuvrability			GCC	Extracted point from settlement sections
	Central Cirencester	From Neighbourhood Plan – spokes of safe walking and cycling routes to and from new and existing developments			GCC CDC	Extracted point from settlement sections
		Need for transport plan for Cirencester, reflected in Town Plan			GCC CDC	Extracted point from settlement sections
	<b>Chipping Campden</b>	Application for access road and new car park on Ashton Road			GCC TC / PC	Extracted point from settlement sections
		Explore opportunities for EVCP in Back Ends (parking owned by GCC)			GCC TC / PC	Extracted point from settlement sections
		Desire to see a reduction in impact of through traffic especially from HGVs			GCC TC / PC	Extracted point from settlement sections
		Improved access to public transport			GCC	Extracted point from settlement sections
		The Bratches Development – new access road and car park, and involving Chipping Campden School			GCC TC / PC	Extracted point from settlement sections
		New site for larger primary school with parking / drop off point to reduce impact on narrow residential streets			GCC TC / PC	Extracted point from settlement sections
		Surgery at Back Ends impacted by increase in residential development /			GCC TC / PC	Extracted point from settlement sections

		aging population. Requested larger health centre with parking				
		Desire for Indoor sports facility with shared car park			GCC TC / PC	Extracted point from settlement sections
		Concerns raised over unrestricted on street parking			GCC TC / PC	Extracted point from settlement sections
		Concerns raised about the look and positioning of future EVCP in Chipping Campden			GCC TC / PC CDC	Extracted point from settlement sections
	<b>Moreton in Marsh</b>	Pre-application case being prepared for a transport hub (now submitted and approved Ref: 25/01678/FUL)			GCC CDC TC / PC	Extracted point from settlement sections
		New linear parking on High Street to ensure no overhang on pavement to improve accessibility for wheelchairs and pushchairs.			GCC TC / PC	Extracted point from settlement sections
	<b>Stow-on-the-Wold</b>	No parking availability on street after 9am – fully occupied			GCC TC / PC	Extracted point from settlement sections
		Markets take up large amounts of The Square's parking, along with local business staff and hotel guests.			GCC TC / PC	Extracted point from settlement sections
		There is a perception of a need for more enforcement activity on street to discourage parking for longer than allowed.			GCC TC / PC	Extracted point from settlement sections
		The two disabled bays on street are not actually for disabled motorists as they have limited stay times of two hours.			GCC TC / PC	Extracted point from settlement sections
		Coaches are entering The Market Place and then do not know where to go / turn. There are 2 x 10-minute coach parking spaces. Sign on down pipe of the			GCC TC / PC	Extracted point from settlement sections

		Police Station requested to give directions to the coach drivers				
		The Neighbourhood Plan for Stow has an aspiration to reconfigure the layout of Market Square			GCC TC / PC	Extracted point from settlement sections
		Walking and cycling plans aspire to improve existing network of footpaths and cycle ways. Aim is to create an off-road route Stow to Bourton.			GCC TC / PC	Extracted point from settlement sections
	<b>Tetbury</b>	Gumstool Hill (21 roadside spaces) is owned by GCC and is free			GCC	Extracted point from settlement sections
		Felt that there is a lack of parking the town centre.			GCC TC / PC CDC	Extracted point from settlement sections
		It is felt there is potential to create an extension of the cycle route within Tetbury along the disused railway line to form a connection to Kemble Station (however, this route crosses other Neighbourhood Plan boundaries)			GCC TC / PC	Extracted point from settlement sections
		The town wishes to promote sustainable transport measures to increase cycling and walking in town, from and to new development sites and to the station.			GCC TC / PC CDC	Extracted point from settlement sections
	<b>Fairford</b>	Victory Villas, London Road – no parking so residents have been parking on the footpath which suffers from erosion.			GCC TC / PC	Extracted point from settlement sections
		There is a perception that vehicles parking in street spaces longer than allowed and enforcement is infrequent.			GCC TC / PC	Extracted point from settlement sections
		Traffic and parking congestion is perceived to be having a negative effect particularly at Market Place, High Street and London Road			GCC TC / PC	Extracted point from settlement sections

	Public transport (buses) provision is felt to be poor and there is no railway connection			GCC TC / PC	Extracted point from settlement sections
	Traffic congestion and HGVs on the A417 and in the town centre. A number of dangerous road junctions identified.			GCC TC / PC	Extracted point from settlement sections
	Parking at London Road and Hillary Cottage Doctor's Surgery has been affected by the rapid growth in the town			GCC TC / PC	Extracted point from settlement sections
	Recommended expanding pedestrian area in front of The Bull Hotel			GCC TC / PC	Extracted point from settlement sections
	Desire to improve walking / cycling links from new developments and to and from Cotswold Water Park, Lechlade and routes along the River Thames and Severn Canal.			GCC TC / PC CDC	Extracted point from settlement sections
<b>North-leach</b>	Feedback from the Town Council that on street parking is causing an issue			GCC TC / PC	Extracted point from settlement sections
	Requesting the use of resident's verges to make off street car parking for them. For example, Ward Road has space for 3 cars if the kerb was dropped and the space tarmacked, assisting local people with parking			GCC TC / PC	Extracted point from settlement sections
	Feedback indicates more enforcement needed on street in the vicinity of Market Place.			GCC TC / PC	Extracted point from settlement sections
	Central Market Place and adjoining green are under discussion re: configuration of the space. Discussions			GCC TC / PC	Extracted point from settlement sections

	are taking place between Town Council and GCC as of July 2025				
	Rearrangement of yellow lines to control parking to West End area has helped with traffic flow but does not alleviate need for more parking			GCC TC / PC	Extracted point from settlement sections
	Public realm aspirations are to relocate the public toilet block and reconfigure the bus stop.			GCC TC / PC	Extracted point from settlement sections
<b>Lechlade</b>	Parking and road safety are of concern around school pick up and drop off times. Improved school parking required in Farrington Road			GCC TC / PC	Extracted point from settlement sections
	Raised as a point: there are only 2 disabled spaces for parking in on street bays in the town			GCC TC / PC	Extracted point from settlement sections
	St John's Road requires resurfacing and better access.			GCC TC / PC	Extracted point from settlement sections
	On street parking at busy times is causing a traffic issue			GCC TC / PC	Extracted point from settlement sections
	Passing HGVs seeking shortcuts are going through Lechlade and adding to pollution, congestion. Representatives say residents are seeing speeding traffic through Lechlade			GCC TC / PC	Extracted point from settlement sections
	Lack of parking and seating in the town are identified as issues along with no provision for coaches			GCC TC / PC	Extracted point from settlement sections
	Feedback – to keep the echelon parking, develop The Market Place as public space for all and 60% surveyed by the			GCC TC / PC	Extracted point from settlement sections

		Town council were in favour of using the space as shared space in road planning				
		Traders to be encouraged to park away from town centre to assist their customers			GCC TC / PC	Extracted point from settlement sections
		Eighty percent surveyed were in favour of a link to be created between the Town Centre and Riverside Car Park. Regeneration of riverside is desired as the gateway to the town			GCC TC / PC	Extracted point from settlement sections
		Proposed change to a 20 mph in the central conservation area. In The Market Place, road to be narrowed and remodelled into a slow bend to enhance wider pedestrian space, plus more short term and disabled parking			GCC TC / PC	Extracted point from settlement sections
		Multi-use path from Fairford to Lechlade along the line of the former railway to be safeguarded, plus footpath / cycle links to Cotswold Water Park, the canal route and to Fairford.			GCC TC / PC	Extracted point from settlement sections

## Annex List (Table 47)

Annex A	Cotswold District Council Car Parking Strategy (2025-2028)
Annex B	Quality Impact Assessment
Annex C	CDC Detailed Parking Data by Settlement (all except Cirencester)
Annex D	CDC Detailed Parking Data by Settlement (Cirencester)
Annex E	CDC Ticket Sales Information by Time Period and PCN Reasons Cotswold Settlement Car Parking (except Cirencester)
Annex F	CDC Ticket Sales Information by Time Period and PCN reasons Cirencester car parks
Annex G	Housing Trajectory Information by Settlement
Annex H	Plans and policies - Parking Extracts Gloucestershire Local Transport Plan (2022-2041)
Annex I	Plans and Information - Neighbourhood Plans / Town Plans Parking Points
Annex J	Plans and Policies - Parking Extracts Cotswold District Local Plan (2011-2031)
Annex K	CDC Car Park Maps by Settlement

## Appendix List (Table 48)

Appendix 1	Cotswold District Council Conditions Schedule (Summary)
Appendix 2	<b>Cotswold Parking Charges 2025</b>
Appendix 3	Bench Marking Study Findings



## Appendix I Cotswold District Council – Conditions Schedule

An Elemental Condition Survey was commissioned by CDC and carried out on all owned and managed Cotswold car parks in December 2021 by external Surveyors. This generated a Planned Repairs and Maintenance Programme which has been in operation from 2022 – 2026.

Most works were completed between 2022-2025 in response to the findings, with limited tasks now remaining for the period 2025/26. The priorities have been to meet immediate health and safety requirements or legal obligations, then to meet mandatory requirements and prevent serious disruption to parking operations or rapid deterioration of assets.

Remaining items are:

- Line painting (Beeches, Brewery, Old Station, Abbey Grounds and The Leisure centre Cirencester car parks)
- Kerb spot repairs (Brewery, Cirencester)
- Lampposts to be in good repair (Brewery, Cirencester)
- Tarmacadam spot repairs (Leisure centre Cirencester)
- Trees allowed for pollarding (Waterloo car park, Cirencester)
- Cobble spot replacement (Old Railyard, Tetbury)

Post 2026, the plan is to monitor car parks and carry out works as required, in the light of Local Government Reorganisation.

## Appendix 2 - Cotswold Parking Charges 2025

Cotswold Parking Charges 2025												
Area	Car Park	30 m	1 hr	2 hrs	3 hrs	5 hrs	10 hrs	2 d	3 d	4 d	5 d	6 d
Bourton-on-the-Water	Rissington Road	n/a	n/a	£4.20	£5.30	£7.00	£10.10	-	-	-	-	-
Cirencester	Abbey Grounds	£1.00	£2.00	£3.60	£4.70	£6.40	£9.50	-	-	-	-	-
Cirencester	Beeches	£1.00	£2.00	n/a	n/a	n/a	£3.20	£6.40	£9.60	£12.80	£16.00	£19.20
Cirencester	Brewery	£1.00	£2.00	£3.60	£4.70	n/a	n/a	-	-	-	-	-
Cirencester	Forum	£1.00	£2.00	£3.60	£4.70	n/a	n/a	-	-	-	-	-
Cirencester	Leisure Centre	£1.00	£2.00	£3.60	£4.70	n/a	n/a	-	-	-	-	-
Cirencester	Old Station	£1.00	£2.00	£3.60	£4.70	£6.40	£9.50	-	-	-	-	-
Cirencester	Queens Street	free	free	free	free	free	free	-	-	-	-	-
Cirencester	Sheep Street	£1.00	£2.00	£3.60	£4.70	£6.40	£9.50	-	-	-	-	-
Cirencester	Trinity Road	free	free	free	free	free	free	-	-	-	-	-
Cirencester	Waterloo	£1.00	£2.00	£3.60	£4.70	£6.40	£9.50	-	-	-	-	-
Cirencester	Whiteway	Season ticket only	Season ticket only	Season ticket only	Season ticket only	Season ticket only	Season ticket only	-	-	-	-	-
*Chipping Campden	Market Square	n/a	£1.00	£2.00	n/a	n/a	n/a	-	-	-	-	-
Moreton-in-Marsh	Old Market Way	80p	£1.20	£2.30	n/a	n/a	£3.20	-	-	-	-	-
Stow-on-the-Wold	Fosseway	free	free	free	free	free	free	-	-	-	-	-
Stow-on-the-Wold	Maugersbury Road	£1.00	£2.00	£3.60	£4.70	£6.40	£9.50	-	-	-	-	-
Tetbury	Church Street	80p	£1.50	£2.60	£3.60	n/a	n/a	-	-	-	-	-
Tetbury	Old Railyard	free	free	free	free	free	free	-	-	-	-	-
Tetbury	The Chippings	n/a	£1.00	£2.00	£3.00	n/a	n/a	-	-	-	-	-
Tetbury	West Street	80p	£1.50	£2.60	£3.60	n/a	£4.60	-	-	-	-	-

\*Note: Charges in Market Square, Chipping Campden are set by owner (a charity), and income is returned to them.

## Appendix 3 - Benchmark study findings:

Two benchmarking studies were conducted Study 1 (June 2025) and Study 2 (Oct 2024-April 2025)

### Study 1 Comparisons for 1, 2 and 3 hour stay - pricing

For a **one hour stay**, Cotswold has one of the lower charges, except where an area does not charge. The lowest charge is 80p (Cotswold) and the highest is £6.30 (Oxford City).

'Free to park' tends to be in villages or the periphery of towns away from tourist attractions. Examples of authorities using this approach are Stroud, Tewkesbury, and Stratford on Avon.

The range of tariffs for a **2-hour stay** is between £1.50 (Tetbury) and £4.20 (Bourton-on-the-Water). Most Cotswold car parks charge £3.60. In comparison, in other locations, a 2 hour stay charge ranges between £1.50 (Stroud) and £4.90 (Bath).

For a **3 hour stay** CDC tariffs range between £3.00 (Tetbury) and £5.30 (Bourton-on-the-Water). Most Cotswold car parks charge £4.70. In comparison, in other locations, a 3 hour stay ranges between the lowest cost of £2.00 (Stroud, Wychavon and Tewkesbury) and highest, £19.00 (Oxford City). A more typical charge for 3 hours is £3.00-£5.00.

Cirencester, with the greatest number of car parks (11 of the 20 car parks) has a pricing structure to encourage use of peripheral town car parks; a 'Park and Stride' approach. Even more highly pressured locations like Oxford City, Bath and central Cheltenham use high pricing as a disincentive to enter central areas and to encourage uptake of their park and ride schemes at their peripheries to control congestion.

In summary, prices in CDC compared to the average of the councils in benchmarking study 1, prices reflecting a logical approach to the pressures on Cotswold parking from tourist visitors. The councils in Study 1 included those without tourism pressures and some councils that experience tourism pressures. As noted in our strategy, funds surplus to cover the running costs and maintaining the car parks are 'ring-fenced' for other associated improvements.

### Study 2 Comparison of number of car parks and facilities

Cotswold District Council provides 20 car parks, which is 7.5 more car parks in the district area compared to an average of 12.5 car parks offered by ten councils used to benchmark our car parking.

The average total spaces offered by the ten other councils is 1453. CDC offers 2177 spaces. The area of the Cotswold district is greater than most other councils benchmarked (1164.5 sq. kms for CDC compared to 694 sq. kms average for the other 10 councils)

The percentage of blue badge spaces offered by CDC is comparable with the average of the 10 councils at 3.45% of all spaces. CDC is third out of eleven councils in the number of blue badge spaces offered.

CDC is higher than the other councils for the number of spaces allocated to EVCP spaces, with 28 listed compared to an average of 18.5. CDC is second out of eleven councils in the number of EVCP spaces available.