



COTSWOLD
DISTRICT COUNCIL

Parking Strategy

First issued October 2010

Contents

Description	Page
Executive Summary	3
Strategy – aims and objectives	5
Introduction	8
Meeting the needs of the Customer	13
Introduction to Specific issues :	15
Chapter 1 - Alternative modes of transport	16
Chapter 2 - Charging	18
Chapter 3 – Commitment to climate change	24
Chapter 4 - Enforcement	26
Chapter 5 - Future demand	28
Chapter 6 - Parking for specialist groups	31
Chapter 7 - Payment options	37
Chapter 8 - Provision of Public Information	41
Chapter 9 - Residents Parking	44
Introduction to Community issues - Settlements:	45
Chapter 10 - Bourton –the –water	46
Chapter 11 - Chipping Campden	49
Chapter 12 - Cirencester	52
Chapter 13 - Fairford	61
Chapter 14 – Lechlade	64
Chapter 15 - Moreton in Marsh	66
Chapter 16 - Northleach	69
Chapter 17 - Stow on the Wold	71
Chapter 18 - Tetbury	74
Appendix I – Draft Action Plan	78

Executive Summary

This Parking Strategy considers the needs of parking users and identifies actions necessary to provide a sustainable modern parking service which reflects local issues and meets the demands for parking provision across the Cotswolds.

The Council has a number of strategic aims and objectives for parking provision, these are:

- To work in partnership with the County Council, supporting them in the delivery of on-street parking provision.
- To support the County Council in providing traffic management solutions, aiding traffic flow and the safety of motorists and pedestrians.
- To support communities in the development of off-street parking provision to meet local demand.
- To provide a positive customer experience in the use of Council owned off-street car parks in the district.
- To enable the provision of parking options which encourage business and tourism and meet the needs of workers and residents.
- To provide a leadership role in the reduction of carbon emissions and use of natural resources.
- To provide sustainable parking service provision.

The Strategy has been developed following significant surveys and data analysis undertaken by an independent parking consultant and following extensive consultation with the Public, Town Councils, Chambers of Commerce, Specialist groups and Cotswold District Council elected members.

The key issues identified within this strategy are:

- Insufficient or inappropriate residents parking schemes.
- Limited options for making payments for parking charges.
- The contribution the parking service can make to directly or indirectly reducing carbon emissions
- Poor structural conditions, layout, environment and access in some of the car parks.
- Growing demand for additional parking provision.
- Inadequate parking provision for certain specialist groups:
 - The disabled both on and off street, particularly a lack of bays which would enable rear access to vehicles for wheelchair users.
 - For drivers and customers of the taxi rank in Cirencester
 - Visitors travelling in motor homes, minibuses or other large vehicles.
 - Coaches – which lack drop off/pick up points and parking in some Market Towns
- Ensuring adequate provision of parking for motorcycles
- The tariff and charging structures for off-street parking
- Limited information about parking location and availability
- Inappropriate Traffic Regulation Orders and errors in lines and signs which in some cases make Regulations unenforceable.
- Inadequate level of enforcement in some locations during certain periods.
- Providing parking management solutions which encourage economic activity whilst meeting the needs of residents and businesses.

Details of the draft actions identified within the Strategy are provided as an appendix to the Strategy, The approaches to actions identified will vary with some requiring further

discussion, prioritisation and agreement with the communities involved and some requiring agreement for significant allocation of resources from either the District or County Councils.

Strategy Aims and Objectives

The Council has a number of strategic aims and objectives for parking provision, these are:

To work in partnership with the County Council, supporting them in the delivery of on-street parking provision.

To be achieved by:

- Agency agreement to deliver on-street enforcement
- Highlighting shortfalls in Traffic Regulation orders and lines and signs
- Identifying streets suitable for residents parking schemes and providing appropriate level of support in designating Residents Schemes.

To support the County Council in providing traffic management solutions, aiding traffic flow and the safety of motorists and pedestrians.

To be achieved by:

- Effective parking enforcement
- Highlighting shortfalls in Traffic Regulation orders and lines and signs

To support communities in the development of off-street parking provision to meet local demand.

To be achieved by:

- Provision of advice in the development of private off street car parks.
- Provision of advice to enable Town and Parish Councils and other community organisations to maximise the usage and suitability of their existing car parks.
- Direct provision of car parks where community solutions cannot be identified and parking demand is high.

To provide a positive customer experience in the use of Council owned off-street car parks in the district.

To be achieved by:

- Improvement of car parks to improve standards in access, environment and facilities
- More customer choice in making payments for parking charges
- Provision of clear information on location and facilities of car parks
- Ensuring needs of specialist groups such as the disabled are met.

To enable the provision of parking options which supports the local economy and meet the needs of workers and residents.

To be achieved by:

- Dialogue with communities to ensure parking options; including limited waiting on-street and length of stay and tariffs, meet local needs.

- Having regard to varied customer needs in charge setting.
- Identifying streets suitable for residents parking schemes and providing appropriate level of support in designating Residents Schemes.

To provide a leadership role in the reduction of carbon emissions and use of natural resources.

To be achieved by:

- Reducing the Council's own Carbon emissions through the introduction of alternative technologies
- Incentivising use of low carbon vehicles
- Supporting the County Council in achieving modal transfer and sustainable transport strategies.

To provide sustainable parking service provision.

To be achieved by:

- Balancing costs against income
- Making capital investment where appropriate
- Effective management of service

Achieving Aims and objectives

This Strategy sets out a draft Action Plan, the actions will be considered in detail and different approaches taken.

Actions identified on a settlement by settlement basis

These actions will be discussed in detail with the communities involved. Mutual agreement will be sought for changes to be implemented and prioritised actions identified with the Town, District and County Councils.

Actions requiring significant resource implications

Where actions require significant staffing or capital or revenue investment, which cannot be met from within the existing service resource allocations, a business case will be prepared. Business cases will detail the costs and benefits of the service improvement and will be subject to member approval.

Actions requiring Policy decision

These actions require a policy decision, some may be subject to Portfolio holder decision, others which have significant resource implications will require Cabinet and Full Council approval.

Actions achievable within existing resources

Some actions require minimal staffing or financial resources, do not require policy change and do not require further community consultation. These actions will be implemented in consultation with the Portfolio holder on a priority basis.

Actions which are the responsibility of Gloucestershire County Council

On-street parking provision is the responsibility of the County Council. Whilst the strategy and draft action plan may identify areas for improvement on-street, the agreement and resource commitment of the County council to undertake these actions would need to be secured.

It should be noted that some actions fall within more than one category. For example, some actions which have been identified on a settlement by settlement basis, will, once agreed and prioritised in principle by the group of councils, require formal approval by District Councillors at Cabinet or Full Council.

Introduction

Statement on facts

All information contained within this strategy document was correct at the time of adoption. Data contained within the 'Strategy supplementary information' booklet was correct at the time of survey and data collection (2009). It should be noted that services and parking provisions are subject to continual review by the district and county councils and therefore information contained within may be subject to change.

1) The parking Strategy

This Parking Strategy considers the needs of parking users and identifies actions necessary to provide a sustainable modern parking service which reflects local issues and meets the demands for parking provision across the Cotswolds now and in the future.

Good quality parking provision will meet the differing needs of all of its customers – shoppers, visitors, workers and residents. The correct allocation of parking stock will ensure that it is used efficiently – reducing underused locations and reducing the pressure on the more popular sites. Effective enforcement will be a key element.

The strategy should become an integrated element of the overall transportation strategy; (the Local Transport Plan is published by Gloucestershire County Council Highways covering transport across Gloucestershire and Cirencester Town Centre Supplementary Planning document refers to transport and traffic issues and options for Cirencester) to ensure that appropriate measures are introduced to improve access to destinations by other modes of transport; thereby encouraging the use of those alternatives and freeing up parking spaces for those who do not have alternative modes available to them.

It is important to recognise the linkage between parking and the economic vitality and viability of a centre. However, parking is only one factor that will affect whether or not people visit a town. A town's competitiveness will depend, rather more than business communities usually perceive, upon factors like the quality of the shopping experience; the proximity of competing centres; and the quality of other attractions.

Typical town centre objectives to which a parking strategy can contribute include:

- A strong economy;
- Improved accessibility;
- Quality environment;
- Improved land use.

The operational objectives of a parking service should include:

- Providing a high quality service for all customers;
- Improving access to the town for all key users – shoppers, visitors, workers, residents;
- A high quality enforcement regime controlling compliance with parking restrictions and reducing its impact on traffic movement;
- The creation of a revenue income for the Council for use on projects, some of which are designed to stimulate the use of alternative modes of travel;
- Maintenance of the car parks.
- Traffic Management to maintain traffic flow and help protect the safety of road users

- and pedestrians
- Provide and maintain a quality environment
- Provide safe and secure parking

2) **Engaging with Communities**

The Council has set out its Strategic Parking aims and objectives which will be achieved by completing the actions identified in the Draft Action Plan in Appendix I to this Strategy. The Council recognises that each local community will have its own priorities and concerns in relation to parking provision. In order to ensure finite resources are suitably targeted and the priorities of communities, the District Council and the County Council are met, further engagement with Town and Parish Councils will take place. It is hoped this approach will provide the opportunity for the Town and Parish, District and County Councils to work in partnership and achieve joint improvements in parking provision.

3) **Cotswold District profile**

The area covered by Cotswold District Council is one of the largest districts in England. It has a distinctive community and environment and covers approximately 450 square miles. Being within the triangle of the M4, M5 and M40 motorways, it has excellent road communications.

According to the mid-2005 census figures the population of the district was 83060, an increase of 10.9% since 1991; a figure well above the county and national averages. Most of the growth has taken place in the market towns. Despite these increases in the urban populations, the district is one of the least densely populated authorities in England.

Unemployment in the district is not a significant problem, being well below the county and national average. The district has a high proportion of workers in the distribution, restaurant and hotels sector; an indication of the importance of tourism to the area. A high percentage of workers (36%) are employed in small businesses.

Environment

Cotswold District covers the eastern half of Gloucestershire. Located at the north eastern end of the South West Region, the Cotswolds is a very distinctive area, internationally renowned for its landscape and buildings. The landscape is characterised by open wolds, dry-stone walls, ancient beech woods and shelter belts, and deep river valleys with clear meandering trout streams. The District also has considerable nature conservation and biodiversity value.

The District has been experiencing pressures for growth and has seen an appreciable increase in its population. Movement out of London had spread to Gloucestershire by the 1970s, with the Cotswolds proving very attractive, both for retirement and for those commuting to relocated companies in neighbouring urban areas like Swindon, Cheltenham and Gloucester.

Over 80% of the District lies within the Cotswold Area of Outstanding Natural Beauty (AONB). The District has 144 designated Conservation Areas and 6,000 listed buildings and structures, the highest number of listed buildings in any District in England. It also contains numerous Scheduled Ancient Monuments, Historic Parks and Gardens

The high quality of the environment contributes to the economic well-being of the area, as a place to live and work and in which to invest.

Car Ownership

The South West has the highest car ownership of any UK region except the south-east. Despite this around 20% of households in the region do not own a car.

However, vehicle ownership in the District is higher than the average for the region and indeed the county, with 85.92% of Cotswold households owning at least one car, compared with 81.30% in Gloucestershire and 79.79% of households in the South West. In the rural areas of the district less than 8% of households do not have access to a vehicle; in the urban areas the percentage is higher at nearly 19%.

The level of car ownership is expected to continue to grow especially in the rural parts of the District. The number of households with no access to a car is expected to decrease significantly and the number of households with access to two or more cars to increase.

Car Dependency

Local bus services within the District are limited and the lack of available local public transport means that many people living in the rural environs of the Towns have little alternative than to use cars to access the towns for business and social use. This must be borne in mind when considering present and future parking provision.

The timing of many of the local bus services from the rural areas are such that it is often not possible to use these for access to work purposes.

4) Cotswold District Councils Strategic approach to Parking

The importance of providing efficient, sustainable, customer focussed Parking is recognised by the Council as it contributes to the Councils priorities of 'Cleaner and Greener', 'Value for Money' and 'Maintaining Vibrant Towns and Communities'.

Specific actions will help contribute to the Councils priorities, these include our commitment to climate change (Cleaner and Greener). Charging policies and reinvestment of income into improved car park facilities and services (Value for Money) and ensuring the correct level of parking provision with suitable restrictions, enforcement and charging and linkages to transport strategies and the LDF (Maintaining vibrant towns and communities).

Developing an improvement programme for off street parking facilities to enhance and improve quality, access, environment and services is a key task for the Council in 2010/11 and the service improvements identified within this Strategy action plan will be embedded in the Environmental services annual Service Delivery Plans.

There are a number of legal and local policy documents setting out strategies for the management of car parking provision. These are summarised in Chapter 1 of the Parking Strategy supplementary information booklet.

Of particular note are the retained policies within the Cotswold District Council Local Plan 2001-2011, which will ultimately be replaced by the Local Development Framework. The Cirencester Town Centre Supplementary Planning Document (SPD) contains detailed proposals, some of which affect parking, both on and off street. Within the Local Plan and the Cirencester Town Centre SPD there are a number of specific policies relating to car parking, which will need to be reviewed within the context of the National, Regional and County guidance, as the Local Development Framework is developed. Sensibly, there are

options built into the policies as the suggested car parking improvements are linked to commercial developments which in turn are governed by market forces.

5) Review of parking needs and provision

RTA Associates Ltd. was commissioned to undertake a parking review addressing the District's parking needs, building on earlier studies and the results of earlier surveys and research and reviewing the situation following the decriminalisation of parking enforcement in November 2007.

The review which was completed in February 2010 covered the main Market Towns of Cirencester, Bourton-on-the-Water, Moreton-in-Marsh, Stow-on-the-Wold and Tetbury. Consideration was also given to the current parking situation in Chipping Campden, Fairford, Lechlade-on-Thames and Northleach.

The review included surveys of the condition and usage of the off street car parks, the need for additional provision for residents' parking and the appropriateness of the on street traffic regulation orders. The current directional signage to the main car parks in each town has been considered as has the pedestrian signage, where provided.

Consultations with Cotswold District Council Elected Members, Town Councils and Chambers of Commerce and the Access Group, were undertaken.

The review included the following specific parking issues:

- Planning Policies
- Car Park Tariffs
- Charging Periods
- Parking for specialist groups
- Residents Parking
- Enforcement
- Car Park Condition and Direction Signage
- Security

The consultants considered National and local planning policy documents, which are summarised in Chapter I of the Parking Strategy supplementary information booklet.

This Strategy has been based on the 2010 Parking Review completed by RTA Associates, the previous reviews and surveys conducted within the district and consultation undertaken by RTA Associates as part of that review (highlighted above) and the consultation on RTA Associates' Parking review report which was undertaken by the Council during the period April – May 2010. In addition consideration has been given to comments, queries and feedback in relation to the service and customer needs that the Councils parking services team have received in recent years.

6) On-Street Parking

On-street parking controls are the responsibility of Gloucestershire County Council. Since 5th November 2007, Civil on-street Parking enforcement has been undertaken by Cotswold District Council under the terms of an agency agreement with the County Council.

Traffic Regulation Orders are in place to regulate parking and maintain reasonable traffic

flows. Where space permits, on-street parking spaces have been provided. With the exception of the Market Place in Cirencester these are provided without charges. In some streets in Cirencester and Lechlade-on-Thames specific spaces for residents are provided. The issue of permits to residents is undertaken by the District Council and a charge is made. In some streets in Cirencester residents with permits are exempt from the limited waiting orders. The permit costs currently reflect the type of benefit., although charges will be aligned in 2012

Where time limits are imposed for parking it is extremely difficult to enforce unless parking is charged for and vehicles therefore display tickets. Better enforcement will ensure that shoppers and visitors have a better chance of locating a parking space.

Meeting the needs of the customer

Parking needs vary considerably across the district. In preparing this Strategy regard is made to different customer needs, as set out below. Whilst surveys and recommendations made by consultants RTA Associates Ltd. who conducted the Parking Review, may identify alterations to parking provision, Traffic Regulation Orders and lines and signs, these will simply form the basis for discussion with communities. In some cases, alterations will be necessary to aid traffic flow or improve safety but in other cases alterations such as the introduction of charged for limited waiting bays will require further discussion with Town Councils and agreement with Gloucestershire County Council.

The customer, whether a shopper, visitor, worker or resident, will have certain expectations:

- That a high quality, well signed car park will be available in a location convenient to his/her requirements;
- That a parking space will be available and that he/she will be able to park for as long as they require;
- That the car park will be well laid out, well lit, safe and secure (for both the vehicle and the occupants); and
- That the cost will be fair; reflecting the quality of the facility.
- That residents can park close to their home.
- That parking provision is made for loading/unloading and for limited waiting to enable quick and easy access to shops, banks, schools etc.

Meeting the Customers Requirements

All customers will benefit from flexible payment options although their needs and the duration of their stay will vary.

Shoppers

- Needs will depend on the shopping experience available in the town;
- The larger the shopping centre, the longer the shopping stay;
- The shorter the stay, the closer to the shops the shopper will expect to park.

Visitors

- Needs will vary from location to location;
- Day visitors to a tourist destination (e.g. Bourton on the Water or Stow on the Wold) may require 3-5 hours parking;
- Some visitors will require overnight parking if no direct provision is made by the hotel or other residence in which they are staying
- Will need clear direction signing to the car parks and the visitor attraction.

Workers

- Either full time needing all day or all night parking (dependant on hours or shifts worked); or
- Part time needing, perhaps 4 hours parking;

- Parking fees may be a significant cost for low paid workers, who may be tempted to try to locate “free” parking away from the car parks.

Town Centre Residents

- Will seek to park close to home;
- Main needs likely to be late afternoon, evenings and weekends;
- Will not wish “their” street to be full of other peoples’ vehicles;
- May seek low cost permit parking to maintain parking in close proximity to their property at a minimal cost.

Local Businesses

- Require access for servicing and deliveries;
- Require convenient, low cost parking for their customers as close to the premises as possible.

Trying to meet all the various requirements

The needs of different users and the demands within different locations means there is a need to balance often competing demands for resources and parking provision across the district. With this in mind, the key requirements will be achieved as far as possible by the provision of:

- Integrated management of on and off street parking;
- A well structured charging regime for both on and off street parking;
- A charging structure that reflects the needs of the individual towns;
- A charging structure that reflects the varying needs of all of the users of the service.
- Parking provision targeted to meet the requirements of users with specific needs, such as the disabled.
- Adequate on-street and off-street capacity

To achieve this, parking provision could include:

- Short stay, off street parking closest to the central shopping areas;
- Short and medium stay parking further from the centre for longer trips and in tourist centres conveniently located for the attractions;
- Long stay parking at a greater distance with tariffs set to suit both full and part time workers;
- Residents parking
- Specific provision for special groups including the disabled, motorcyclists, HGVs, PSVs, Coaches and Taxis.

In all cases any charges would need to be set at a level which reflects the nature of the individual town; at a level which will ensure proper management of the parking service whilst not having an adverse effect on the local economy.

Specific Issues

Introduction

There are a number of specific issues which are now described in detail within the following chapters. Many of these issues apply broadly to parking provision in the Cotswolds although some issues such as Residents parking may only be a relevant issue in certain locations.

These issues are concerned with customer choice and information, meeting the diverse needs of customers, appropriate parking charges and protecting the environment and are classified under the following headings:

- Alternative modes of transport
- Charging
- Commitment to Climate Change
- Enforcement
- Future Demand
- Parking for specialist Groups
- Payment options
- Provision of Public information
- Residents Parking

Chapter I - Alternative Modes of Transport

Context	The requirement for parking provision will be directly influenced by the availability and suitability of alternatives.
Current situation	<p>Local Bus Services</p> <p>Under the current legislation (1985 Transport Act, as amended) bus services in England are either commercial or tendered. Any operator can provide a service they believe they can operate commercially, that is without public subsidy. The County Council has a legal duty to review the commercial network and put out to tender other services appropriate to meet social and accessibility needs, select an operator and provide the services with financial support.</p> <p>Because of the rural nature of the Cotswolds area, outside the main settlements, there are very few commercial services. The County Council provides a limited number of tendered services and it is unlikely that they will be able to increase these substantially. Therefore the current network is likely to see very little alteration, except in the matter of detailed timings.</p> <p>The opportunity to influence bus use is therefore restricted to the ability to encourage more patronage through fares and promotion. Bus fares are often seen as expensive, because the true costs of motoring (including licensing, maintenance, taxation and parking charges) are not taken into account. Bus services on the other hand are a total cost at the point of use, with some advance payments and season tickets.</p> <p>The decision of any individual to use a bus versus car is often a complex one involving factors such as convenience, timing, whether the user has or can afford to run a car, whether the user has shopping or other large items to carry, and how many people are travelling.</p> <p>In larger towns, the use of different forms of transport can also be influenced by locating bus stops closer to the town centre than the car parks, or by giving buses priority along certain roads. This would only be possible in a limited way in the settlements within the District.</p> <p>The introduction of low floor easy access buses and free bus passes has increased bus usage nationally and as a consequence reduced usage of the car parks.</p> <p>However, it does not overcome the timetabling problems experienced in rural areas.</p> <p>Park and Ride</p> <p>It has been suggested that park and ride schemes would be advantageous in some locations. Experience in larger towns suggests that such schemes can work well but that they are difficult to establish and require a significant financial subsidy for many years before they become self-financing.</p>

	<p>The difficulties of establishing financially viable Park and Ride schemes in larger towns are well known. In Oxford for instance it took nearly twenty years for their scheme to become self financing. In most places schemes require a high level of financial subsidy from the Highway Authority. The development and running costs of park and ride schemes are extremely high and it would not be possible for a scheme in a small town to be financially viable.</p> <p>For a Park and Ride scheme to be attractive to the customer, the service has to be located on the customer's normal route into town (i.e. ideally a site on each of the main routes into the town); be a very frequent service, (say every 10 – 15 minutes); be available when the customer wants it (say operational from 7 a.m. To 7 p.m. Monday to Saturday); and be financially attractive (i.e. cost less than the town centre parking). The user of the park and ride service also has to be convinced that it provides a better chance of locating a parking place than the town centre.</p> <p>If these benefits are not apparent to the motorist the scheme will not be used. A scheme would be attractive to visitors who often find it easier as they may not know the layout of the town, the locations of the car parks (where is the best place to park for the key visitor attractions) and they do not know the relative costs of the Park and Ride and the town centre parking.</p> <p>However, visitor parking numbers vary with the seasons and any scheme also has to be attractive to commuters and shoppers. Hence the need for several sites as drivers are unlikely to divert far from their normal route.</p> <p>Furthermore the availability of the current discounted season tickets mean that there is little chance of a Park and Ride scheme being significantly cheaper for regular users than the effective daily car parking charge actually available.</p> <p>A permanent Park and Ride scheme is unlikely to be a viable alternative for any of the towns. Short term temporary schemes set up to provide for specific events may be appropriate. Each would have to be considered on its merits. Schemes developed in association with property developers may be viable in the short term but may prove to be unaffordable once any developer subsidy scheme has expired.</p> <p>Cycle Parking</p> <p>Cycle parking is not considered within this strategy, as it will be considered within Gloucestershire County Council's Local Transport Plan and the Cotswold Cycling Strategy Supplementary Planning Document.</p>
Actions	Support the County Council in its promotion of bus use and raise the profile of alternative methods of transport, particularly 'green' transport in proposals for development.

Chapter 2 - Charging

Context	<p>Most of the Cotswold District Council owned off-street car parks are charged for and fees and charges are currently set annually by District Councillors.</p>
Current situation	<p>Pay and display</p> <p>The Council currently uses a Pay and Display system of car park charging, with users paying for tickets when they arrive in the car park, based on the length of time they anticipate staying.</p> <p>There are other systems in use elsewhere, the most common being a 'Pay on Foot' system where access to and from the car park is controlled by a barrier and users obtain a ticket on entry, pay at payment machines when they return to their vehicles and then insert their ticket to lift the barrier and leave the car park. This system has not previously been selected due to the significant costs and need to have someone available at each of the car parks in the event of ticket machine or barrier malfunctions. It does however reduce the number of enforcement officers required (on-street and off-street enforcement would still be necessary).</p> <p>Parking Tariffs</p> <p>Details of the current tariff structure are available on the Council's website. Tariffs and fees and charges are reviewed annually in line with the Council's budget cycle.</p> <p>A comparison has been made of the charges levied by neighbouring Authorities – in Chapter 6 of the Parking Strategy supplementary information booklet.</p> <p>The comparison shows that the short stay charges levied in Cotswold District are reasonable when compared to most of the neighbouring authorities. Similarly, all day charges are reasonable when compared with other centres. Notable exceptions are the charges in Stroud District and at Malmesbury. Both West Oxfordshire and South Gloucestershire District Councils provide some free parking.</p> <p>The current level of charging for short and long stay parking strikes a reasonable balance, although there are arguments for differential charging arrangements that reflects the nature of the location and the "value" of the visitor experience. The concept of uniform parking tariffs across the District no longer applies as the tariffs in Tetbury are lower than elsewhere.</p> <p>There are local concerns about the level of long stay tariffs which may be creating an increase in the number of motorists seeking free on street long stay parking, increasing parking problems in residential areas close to the town centres. A revised tariff structure providing greater flexibility would reduce this potential problem.</p> <p>RTA Associates recommended that a policy of annual inflationary</p>

increases should be retained.

The current range of tariffs is based on the type of usage i.e. short stay, long stay, mixed stay and charges are made based on the period of stay. The options offered enable the user to select the period they wish to park for but do not always offer full flexibility in this. Currently the charge per hour is not equal and the actual average cost per hour is dependant on the period selected. Options for tariff structures will include:

- i) a fully flexible tariff e.g. 1p per minute, enabling any period up to the car park maximum stay to be selected e.g. 40 pence provides 40 minutes.
- ii) A standard hourly tariff e.g. £1.20 per hour or part thereof, which would mean 2 hours would cost £2.40, 3 hours would cost £3.60 etc.
- iii) Targeted tariff i.e. certain tariffs discounted to encourage shoppers and therefore support local commerce (existing tariff structure).
- iv) Short stay tariff then reduced hourly charge e.g. 50 pence for 30 minutes, £1.20 for 1 hour, £2.10 for 2 hours, £2.60 for three hours and then £0.30 for each additional hour thereafter.

N.B Some of these options would require new Pay and Display machines.

Season Tickets

Season Tickets are available for use on certain car parks – tickets can be purchased for periods of 3 months, 6 months or for a year. Details of the charges are available at www.cotswold.gov.uk.

Season Tickets for any particular car park are issued to a maximum of 80% of the capacity of the car park. At some times there have been waiting lists for Sheep Street, Abbey Grounds and Old Station car parks in Cirencester, although this is not currently the case.

An off peak season ticket is available for use on any of the Council's car parks between 4.00 p.m. and 10.00 a.m. These tickets are helpful to local residents who have no off-street parking facilities as they avoid the need to make a specific payment early in the morning when charging commences at 8.00 a.m.

Permits are available to parents of pupils attending Powell's School and Acorns nursery. The tickets allow 30 minutes parking in the morning and 30 minutes in the afternoon in order that pupils can be dropped off and picked up at the school in safety.

Historically Season tickets were introduced for user's convenience and only those using the car park for more than 4 days per week benefited by a reduction in overall cost per annum.

The price of season tickets was originally calculated based on:

Long Stay day rate x (4 days/week x 48 weeks/year) 192days
Or,
Short stay 2 x 3 hrs x (4 days/week x 48 weeks/year) 192days

All car parks were designated either short or long stay at that time. This meant that Season tickets provided a 20% discount for those using the car parks 5 days a week as only 4 out of 5 days were paid for.

Over the years the level of discount has increased. The following calculations show the level of discount in 2010/11 using the same formula:

Long stay £3.20 x 192 days = £614.40 (based on original calculation), actual season ticket cost £340 which equates to a discount of 45%

Other long stay £6.30 x 192 days = £1209.60, (based on original calculation), actual season ticket cost £450 which equates to a discount of 63%

Full discount currently offered against daily charges for 5 days per week 48 weeks per annum

£3.20 x 5 x 48 = £768 discount represents 56%

£6.30 x 5 x 48 = £1512 discount represents 70%

RTA Associates Ltd. considered that this represented too large a discount. The issue of discounts for season tickets and residents permits has been raised elsewhere by the Best Value Inspectorate. The Inspectors commented that "Individuals who could afford to pay a considerable sum up front may also be buying permits and therefore income might not necessarily be being maximised". It would be appropriate to reconsider the level of discount offered to the purchasers of season tickets. At present it is economic for a motorist visiting the Abbey Grounds car park to park for more than five hours on three days each week for more than 26 weeks of the year to purchase a season ticket.

RTA Associates Ltd recommended that the season ticket discount should be no greater than 25% of the annual cost of daily charge parking.

It is also becoming increasingly common to offer a greater discount for annual payments and a lower discount for half yearly and quarterly payments.

RTA Associates Ltd recommended that the current discount level be reduced perhaps over a period of two or three years to the levels indicated above i.e. 25%.

On-Street Charging

There are a number of locations where it would be appropriate to consider the introduction of charges for parking on street. The decision to introduce such charges is the responsibility of Gloucestershire County Council.

There are a number of reasons why charging for on-street parking in appropriate locations is sensible to consider:

- It restrains the demand for parking
- It promotes turnover of the parking vehicles, helping accessibility

- It makes the enforcement of parking more efficient;
- It provides a valuable ring fenced income stream to contribute towards the on-street account and to help to pay for services such as the enforcement, future investment into parking facilities and buses;

On the other hand, it does of itself require management to ensure the machines are fully operational, that the cash collected is removed, reconciled and banked at regular intervals. Service contracts are required to ensure that the machines are functional, and they are best managed by virtue of remote monitoring systems which feed data back to a central location at defined points, such as when they are low on tickets. Enforcement staff needs to check their operation at very regular intervals, and their clocks have to be checked and synchronised daily.

Obviously drivers would prefer not to pay for parking; as a consequence, on-street spaces are often viewed as a preferred alternative to the use of a car park. So without the paid for on-street parking, there is tendency to encourage circulation from drivers searching for a free space.

Retailers often think that paid for parking will damage their business; however the improved turnover in the vicinity of shops may actually improve their business by helping accessibility for regular users in place of what may have been longer stay or all day parking by shop workers and others.

The tariff to be used should be chosen to relate closely to the highest tariffs being used in the nearby off-street car parks. Parking on-street should be regarded as a premium service, to be chosen for short-stay parking acts in preference to parking off-street. As a result, the cost of parking on-street should be at least as high as the comparable time band off-street. It is also considered appropriate to charge the same amount per time period in all of the identified on-street locations across a limited area, and with the tariff dropping with distance from the centre.

The choice of tariff should bear in mind the availability of coinage, in order to minimise the difficulties in drivers finding suitable coins to pay for their parking. For this reason, it is considered that the use of 5p and smaller value coins should be avoided, although 5p coins could be acceptable as a part of a larger payment.

For these reasons, a suitable tariff at the present time could be between £0.20p and £0.50p per half-hour depending upon the location, with the maximum time available determined as a close comparison to the current maximum period of stay.

Charging periods

Seven Day Charging in Car Parks

The nature of retailing has changed in recent years and the shops in the centres of many larger towns are now open every day of the week. Traditionally councils have charged for parking from Monday to Saturday and made no charge on Sundays. However, it is now considered by many Authorities to be unreasonable to charge the Saturday shopper but not

the Sunday shopper and seven day charging is being introduced in many such centres. It is also considered reasonable to charge on all days in areas where there are high volumes of visitors at weekends.

Sunday charging is already in place at “tourist” car parks in Bourton on the Water and Stow on the Wold.

However, consultation in Cotswold District has indicated strong local opposition to Sunday charging, particularly from the churches.

Evening and Overnight Charging in Car Parks

As evening economies grow many authorities have extended the “charged for hours” to 8.00 or 9.00 p.m. in the evening. Others have introduced a flat rate overnight charge providing parking from the end of the normal charging period, 6.00 p.m., through to, say, 10.00 a.m. the following morning.

Allowing parking to 10.00 a.m. will not affect daytime car park usage as the short stay car parks are seldom full until mid-morning. Such a scheme would, however, be of benefit to residents and visitors staying in central areas as there would be no need for vehicles to be moved or additional parking purchased early in the morning.

Such arrangements have been introduced by other authorities for the convenience of customers and to reduce the temptation for drivers potentially “over the alcohol limit” to drive their vehicles. However any decision to introduce overnight charging needs to be considered in light of the potential for it to encourage on-street parking, which may cause potential traffic flow and safety issues and the potential need to provide enforcement officers for significantly extended hours.

Climate Change Concessions

As part of their commitment to the reduction of carbon emissions some authorities have introduced discounts or incentives for vehicles with lower CO2 emissions.

Options include:

- Electric Charging Points
Provision of free or low price charging points for electric vehicles.
- Discounted Season tickets
Reduced rates for season tickets for vehicles with lower carbon emissions.
- Discounted parking tariffs

Discounted tiered tariffs for off street car parking where the different tariffs are based upon engine cylinder capacity for vehicles registered before 28th February 2001 and upon CO2 emissions for newer vehicles.

Consultation responses	See Town specific consultation responses
Scope for improvement	<p>Review structure of tariffs</p> <p>Review charges</p> <p>Review discount offered on season tickets</p> <p>Consider provision of lower cost long stay parking suitable to meet the needs of people working in the centres for which public transport is not an option, in order to reduce long stay parking in residential areas.</p> <p>Consider charging periods</p>
Actions identified	<p>Continue to conduct an annual review of charges, taking into account local issues and concerns and consider;</p> <p>(a) Level of charges</p> <p>(b) Level of discount on season tickets</p> <p>(c) Charging periods</p> <p>(d) Concessions for Green vehicles</p> <p>During the review of charges for 2011/12 undertake a review of tariff structures considering various options available.</p>

Chapter 3 - Commitment to Climate Change

Context	The Council is committed to reducing carbon emissions and use of natural resources in its own operations and in promoting and supporting sustainable environmentally friendly modes of transport.						
Current situation	<p>Electric Vehicles</p> <p>In the future it is likely that more electric vehicles will be used, certainly for shorter trips in urban areas. At present there are few charging points provided but local authorities will need to give the issue consideration as demand increases.</p> <p>Westminster City Council is leading the way and has provided a number of charging points on street in central London. Electric Vehicle Card Holders may use any one of the designated charging points to recharge their vehicle for up to 4 hours in any 24 hour period. There is a £231 annual registration fee but the charging points and the electricity supplied from them are provided free of charge.</p> <p>Further benefits offered as part of the Council's commitment to a cleaner environment are:</p> <ul style="list-style-type: none"> • Free parking during controlled hours on Pay and Display and Pay by Phone bays throughout Westminster (up to the maximum stay limit); • Registered holders of a Westminster Car Park Electric Vehicle Season Ticket receive a discount on parking charges for their electric vehicle in their chosen council car park; • Free Residents' Parking Permits. <p>Nine other cities and towns in the UK are proposing to have charging points for electric and hybrid fuelled vehicles. Birmingham, Coventry, Glasgow, London, Middlesbrough, Milton Keynes, Oxford, Newcastle and Sunderland will be the first to benefit from the scheme which is be developed by the Energy Technologies Institute. It will eventually lead to a national network of compatible recharging points,</p> <p>Provision of electric charging points in some high use car parks could be trialled with wider scale introduction longer term as electric vehicles become more common and car park improvements are undertaken.</p>						
Surveys and observations	<p>As part of their commitment to the reduction of carbon emissions, many authorities now offer discounted rates for permits for the more environmentally friendly vehicles. Most are based on emission levels.</p> <p>Some examples:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 40%;">Gloucestershire County Council</td> <td>50% discount for residents parking for one permit for Band A vehicles (Note: this is not stated in their policy but is referred to on their website)</td> </tr> <tr> <td>Winchester City</td> <td>Discounts based on CO2 emission levels</td> </tr> <tr> <td>London Borough of</td> <td>Discounts based on vehicle excise tax banding</td> </tr> </table>	Gloucestershire County Council	50% discount for residents parking for one permit for Band A vehicles (Note: this is not stated in their policy but is referred to on their website)	Winchester City	Discounts based on CO2 emission levels	London Borough of	Discounts based on vehicle excise tax banding
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Actions	<p data-bbox="496 1624 1382 1691">Consider provision of charging points for electric vehicles as part of wider scale car park improvements.</p> <p data-bbox="496 1727 1337 1794">Consider introducing Charging concessions for green vehicles (refer to Action listed for ‘Charging’).</p> <p data-bbox="496 1830 1398 1933">Consider the design and construction of car parks during planning development and improvements to ensure that, where possible, they are adapted to changing climate.</p>														

Chapter 4 - Enforcement

Context	<p>Civil Parking Enforcement (CPE) is the process by which Local Authorities take over the responsibility of the enforcement of Traffic Regulation Orders from the Police. It was introduced in Cotswold District on 5th November 2007 with CDC taking on this responsibility on behalf of Gloucestershire County Council through an Agency Agreement.</p> <p>The large geographic area to be enforced gives rise to loss of enforcement time whilst travelling from the base in Cirencester to the outlying centres. This problem will be more acute at weekends when the Civil Enforcement Officers (CEO) deployment levels are lower. In the peak of the tourist season these are the times when pressure on parking spaces will be at a maximum and also the likelihood of non-compliance will be higher.</p>
Current situation	<p>There are currently 7.42 full time equivalent Civil Enforcement Officers, including the Senior Civil Enforcement Officer, enforcing both on and off street parking across the whole of the District. Shift rotas ensure that Civil Enforcement Officers are on duty seven days a week.</p> <p>Enforcement is carried out every day although the number of CEOs on duty varies. There is limited deployment of CEOs for evening enforcement; however spot checks are carried out on an adhoc basis. The CEOs are contracted to work 37 hours in a seven day week.</p> <p>Enforcement Officers not only provide advice and assistance to those wishing to park in the Cotswolds but also provide a key role in assisting visitors with directions to facilities and tourist attractions.</p> <p>Car parks are always visited first to check the pay and display machines are operating correctly.</p> <p>If a vehicle fails to display a valid ticket in an off-street car park or breaches on-street parking restrictions a Penalty Charge Notice will be served.</p> <p>The Council can only enforce parking restrictions on-street if there is a Traffic Regulation Order for that location and the area is properly lined and signed.</p> <p>Obstructions on-street which are not covered by a Traffic Regulation Order, such as blocking of access are dealt with by the Police.</p> <p>The Council can however enforce obstruction of a dropped kerb, which may prevent access and egress from a property for a disabled person, or hinder their movement around Town.</p>
Surveys and observations	<p>The numbers of CEOs deployed over the period of the data file shows that for many months the number deployed varied, although the average number deployed daily appears to have stabilised at four. Prior to the introduction of CPE, Parking Attendants were deployed to enforce the District Council car parks alone. The study carried out prior to the</p>

	<p>introduction of CPE projected that a total of 8 CEOs were required to provide the defined level of enforcement services, off and on street.</p> <p>Overall, the enforcement service compares favourably with other similar authorities</p> <p>An analysis of the Penalty Charge Notices (PCN) issued between 5th November 2007 and 24th September 2009 has been undertaken, which shows that weekend enforcement is targeted at the tourist “hot spots”.</p> <p>For example in Bourton on the Water the number of PCNs issued between Friday and Monday is significantly higher than during the rest of the week. Conversely the number of PCNs issued in Cirencester on Sundays is significantly lower than during the week. Other targeted areas include market days in Moreton in Marsh.</p> <p>RTA Associates noted that parking restrictions vary in terms of times and durations which may lead to confusion.</p>
<p>Consultation responses</p>	<p>Concerns have been expressed by consultees about the availability of enforcement at peak times notably in the tourist “hot spots”.</p> <p>Consultees raised a number of concerns about the level of enforcement of the on- street traffic regulation orders and some of the concerns have been clarified by the analysis of the PCN data since the introduction of CPE in November 2007.</p> <p>Consultees requested that consideration be given to removing vehicles which have been served with Penalty Charge Notices but have still not been removed within a suitable period, by their drivers. There are considerable resource implications associated with the removal and storage of vehicles, however this issue will be raised with the County Council for their consideration.</p>
<p>Scope for improvement</p>	<p>There is a need to further increase on-street enforcement in the tourist hot spots particularly at weekends and in the peak season. To achieve this it will be necessary to employ additional staff and ensure that they are deployed at those peak times.</p> <p>Consultees suggested CEOs could also hand out maps for visitors.</p>
<p>Actions</p>	<p>Consider increasing the CEO establishment to enable increased on-street enforcement in the tourist hot spots particularly at weekends and in the peak season;</p> <p>Request the County Council consider simplifying the on-street parking restrictions to align times and durations where possible.</p> <p>Request that the County Council note the request from communities to remove certain vehicles and give consideration whether this action could be taken.</p> <p>Explore practicalities of CEOs carrying maps and if feasible, consider funding opportunities to enable the provision of maps to tourists.</p>

Chapter 5 - Future Demand

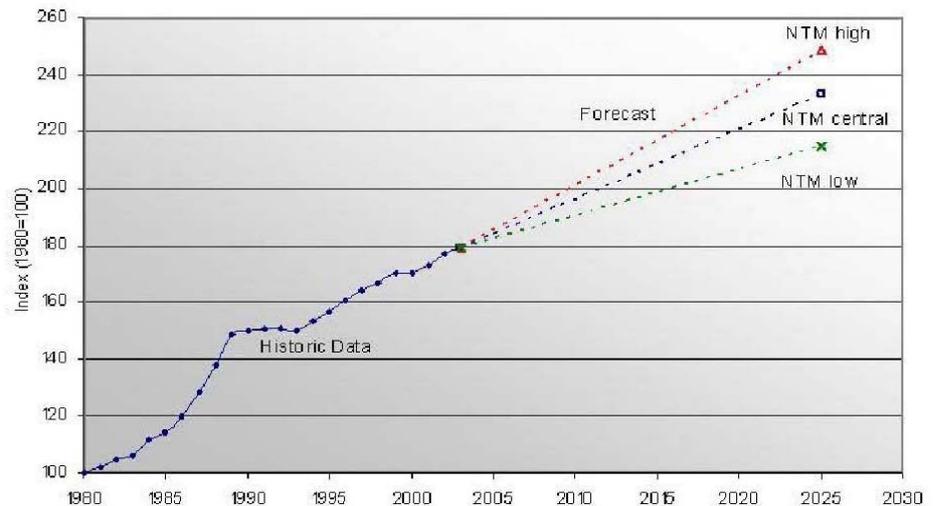
Context	<p>Demands on parking provision vary in the towns across the district. Needs also vary with some locations requiring more specialist parking arrangements such as coach parking and others needing additional seasonal car parking. Demand will be affected by new development or changes to infrastructure as well as predicted growth in car ownership.</p>
Current situation	<p style="text-align: center;">Current and Future demand for car parking</p> <p>The demand for car parking in any centre is governed by a variety of factors, including:</p> <ul style="list-style-type: none"> • Workplace parking • Retail floor space/attractiveness • Tourist attractions • Residents parking <p>People working in the centres will require longer stay parking; with the increase in part time working half day tariffs have become an important option for part-time workers.</p> <p>Shoppers generally require shorter stay parking with the option to purchase a parking time tailored to their needs on each particular shopping trip.</p> <p>Tourists require parking conveniently located for the attractions with a parking time option suitable for the likely length of stay generated by the attractions in the centre.</p> <p>Residents require parking close to their properties, the time and duration of their parking requirements will depend on their working arrangements and lifestyle. In many cases households will require parking for more than one car.</p> <p>Future Demand</p> <p>The current level of demand for car parking in the District will be increased by the additional demand generated by new developments and continued high levels of tourism.</p> <p><u>New development</u></p> <p>The Cotswolds Local Development Framework will determine the distribution of planned residential development across the district in the context of the Regional Spatial Strategy. The current Local Plan identifies the provision of 1046 new domestic dwellings; 664 in Cirencester and the remainder in the other principal settlements.</p> <p>The Local Plan anticipates that about 12.9 hectares of additional employment land will be allocated with 12.1 hectares in Cirencester and 1.5 Hectares in Tetbury.</p> <p><u>Tourism</u></p> <p>Tourism has become the most important source of employment in the</p>

Cotswolds.

The Council has a strategy that seeks to maximise the benefits of tourism to the local economy while minimising the environmental costs. It seeks to achieve this by enhancing the quality of the product and promoting tourism only in a selective way, aimed primarily at the quality market growth areas.

Vehicle Ownership

The Department for Transport (DfT) has published traffic growth predictions to 2025:



Source: Historic Traffic Data is from DfT (2006); National Traffic Model (NTM) forecasts.

Forecast Traffic Growth by Area and Road Type

Vehicle kms, change from 2003	Year	All Areas	London	Large Urban Areas	Other Urban Areas	Rural	Motor ways	All HA Trunk Roads
Cars	2010	11%	1%	12%	9%	13%	16	16%
	2015	20%	13%	20%	17%	23%	29	28%
	2025	27%	20%	23%	23%	31%	41	38%
LGV	2010	17%	17%	17%	16%	17%	17	17%
	2015	34%	33%	34%	34%	35%	34	34%
	2025	67%	65%	67%	67%	68%	67	67%
HGV	2010	4%	2%	3%	2%	4%	6	5%
	2015	6%	4%	6%	3%	7%	10	9%
	2025	12%	7%	12%	7%	13%	19 %	17%
Total Traffic	2010	11%	7%	12%	12%	11%	15 %	15%

*Large urban areas include Metropolitan areas and towns and cities with a population of more than 250,000

Source: Road Transport Forecasts for England 2007; results from NTM; Table 4

	<p>The table shows the forecast traffic growth by area and road types. The highest traffic growth is forecast on motorways and trunk roads with slower growth forecast in already congested urban areas.</p> <p>It is generally accepted that growth will be higher in rural areas, such as the Cotswolds, especially those attracting larger numbers of visitors.</p> <p>Interpolation of the trend graphs indicate that between 2008 and 2026 traffic growth in the District will be between 15% and 20%.</p> <p>Existing capacity</p> <p>Surveys suggest that there is currently an average daily space capacity of around 150 spaces in Cirencester, which equate to approximately 10% of the total spaces available. This suggests existing provision could meet increased demand of up to 10%. If estimates of 15 – 20% increase are realised than an additional provision of between 75 – 150 spaces will be necessary by 2026.</p> <p>However it should be noted that changes to existing Traffic Regulation orders (TROs), or the introduction of new TROs which provide for on-street restrictions, will increase parking need off-street.</p> <p>There is identified capacity in Tetbury’s car parks and at some times of the year in car parks in Stow on the Wold, which will help meet increased future demand.</p> <p>Whilst there is significant capacity in Station Road car park, Moreton-in-Marsh of 63% which is 31 spaces, there is considerable demand on the High Street and improved promotion of the car park and improvements to parking management on-street may result in this car park achieving capacity.</p>
Surveys and observations	<p>There are specific policies relating to parking in the various planning documents. In particular the Cirencester Town Centre Supplementary Planning Document proposes potential development schemes for a number of the present car parks. Detailed traffic impact assessments will be required for any proposed development scheme to ensure that sufficient additional parking is provided to meet the demand generated by the new development and that parking capacity is maintained during the construction period.</p> <p>There is a proposal for a decked car park to provide replacement parking if a site is lost to new development. Any such proposal will need to include satisfactory traffic management arrangements.</p>
Scope for improvement	Work towards increasing parking provision by between 5% and 20% by 2026.
Actions	Identify scope for increased parking provision based on demand on a settlement specific basis – review demand when any revised growth forecast is available or major development proposed.

Chapter 6 - Parking for Specialist Groups

Context	There is a need to make provision for the specialist requirements of certain persons or vehicles, whose needs are not met by the provision of standard car parking spaces or on-street parking provision.				
Current situation	<p>Parking for the Disabled</p> <p>The current provision of wider spaces for disabled motorists is not consistent across the District. The actual off-street provision is tabulated in Chapter 8 of the Parking Strategy supplementary information booklet.</p> <p>The overall level of provision is below the recommended level.</p> <p>Government advice (“Parking for Disabled People”) on the provision of parking facilities for the disabled is that the following formulae should be used to assess the number of spaces in each car park:</p> <p>For Shopping, recreation and leisure facilities:</p> <table border="1" data-bbox="547 904 1406 1055"> <tr> <td data-bbox="547 904 976 981">For car parks with less than 200 spaces</td> <td data-bbox="976 904 1406 981">Three bays or 6% of the total capacity whichever is</td> </tr> <tr> <td data-bbox="547 981 976 1055">For car parks with more than 200 spaces</td> <td data-bbox="976 981 1406 1055">Four bays + 4% of the total capacity</td> </tr> </table> <p>At small car parks with less than 50 spaces provision of two spaces would be reasonable.</p> <p>Previous research has shown that few, if any, Local Authorities meet those standards. The current “norm” appears to be around 4% of the total parking stock. Provision is usually concentrated at the most convenient car parks to facilitate easier access to shops etc...</p> <p>Provision should be considered on an individual car park basis as some car parks may not be suitable for use by the disabled, e.g. car parks that are remote from the potential destinations or those accesses by routes with steep gradients. A reduced provision may be appropriate at such locations.</p> <p>To achieve provision in line with Government guidance a further 46 spaces are required in Cirencester, 8 in Tetbury; 8 in Stow on the Wold, and 6 in Bourton on the Water. The location of the spaces within the car parks needs careful consideration in order to ensure that the spaces can be accessed safely and are convenient for suitable pedestrian routes.</p> <p>There is also a need for additional provision of dedicated on street parking places in some locations. These are identified in the Appropriateness Review (Chapter 4 of the Parking Strategy supplementary information booklet.).</p> <p>The charging policies for disabled parking, of a number of Local</p>	For car parks with less than 200 spaces	Three bays or 6% of the total capacity whichever is	For car parks with more than 200 spaces	Four bays + 4% of the total capacity
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Authorities have been researched. Just as there is no clear pattern to the level of provision of parking spaces for the disabled, there is no clear pattern to the charging regimes applied. Some authorities charge for parking for the disabled; some restrict the length of stay; some allow unrestricted free parking and others operate more complicated arrangements.

However, nationally a view is developing that free parking for the disabled should be restricted to the same three hour limit permitted for on-street parking. To do less than this would encourage more on-street parking which would be to the potential detriment of general traffic movements. It is also considered reasonable to charge for a length of stay in excess of three hours on the assumption that the disabled person is probably employed and able to pay in the same way as able bodied users.

The current arrangement in Cotswold DC car parks is that the disabled may park free of charge, subject to the time limit on the car park, with the exception of The Forum car park in Cirencester where the disabled may park for up to 10 hours. Time clocks and badges must be displayed at all times.

There are significant cost implications that would arise if charges for the disabled are introduced. It would be necessary to ensure that all ticket machines are accessible to people in wheelchairs. This would require the removal of kerbs and any other steps. These cost implications are a major reason why many authorities do not charge blue badge holders for car parking.

Motor Cycle Parking

Special motor cycle parking facilities are provided at The Brewery, Forum and Old Station car parks in Cirencester. Elsewhere, motor cycle parking areas are provided on some car parks. As is the norm, these are usually in odd spaces unsuitable for use for car parking. In order to encourage the use of Motor cycles and meet this specialist need, suitable, convenient and secure parking areas may need to be provided in the most central car parks. Existing provision for Motor cycles is largely underused, so promotion of any facility may be required.

Substantial stands will be needed to enable owners to secure the vehicles.

It is impractical to consider charges for motor cycle parking, as there is no location on a motor cycle where a pay and display ticket can be securely displayed.

Coach Parking

There is limited coach parking provided within some of the towns:

Cirencester	Lorry Park	Up to 25 spaces (shared with lorries)
	Tetbury Road	Approx. 10 spaces
Bourton-on-the-Water	Station Road Car Park –	Variable
Chipping Campden	Back Ends	2 spaces
Moreton in Marsh	None provided	
Stow on the Wold	Maugersbury Road	5 spaces
Tetbury	Old Railyard car	2 spaces

The study did not taken place in the height of the tourist season and it has not therefore been possible to assess coach parking demand at that time. Anecdotally, it is said that the provision in some centres is insufficient to cope with peak demand.

Consultees in some towns have suggested that the provision is inadequate and that it is deterring some coach operators from including destinations in there itineraries. Clearly, if this is correct, it will be having a detrimental effect on the economies of these centres.

Further consultations with coach operators leading to a programme of improved provision for coaches would be beneficial to the main tourist centres.

Dedicated coach parking or drop off/pick up points could be provided on-street.

Lorry Parking

There are two specific lorry parks in the District – in Cirencester and Tetbury.

Cirencester

The lorry park in Cirencester is used both for short stay parking and for overnight and weekend layover parking; there are facilities for drivers. The surveys indicate some non-compliance with the charging regime but it is acknowledged that enforcing tariff payments at lorry parks is difficult.

Tetbury (Hampton Street)

The facility at Tetbury is located on the Hampton Street Industrial Estate. The lorry park is underused, isolated and has the appearance of insecurity. It is unlikely to be used unless it is greatly improved. To encourage its use facilities for drivers would need to be provided together with improved security measures such as CCTV and better lighting.

These measures would be costly and it will be essential to establish the

	<p>potential usage prior to committing funding. It is unlikely that the expenditure would be justifiable and if this is the case closure of this facility should be considered.</p> <p><u>Closure and disposal of Tetbury Lorry Park</u> The Tetbury lorry park site is leased under a 99 year lease which commenced 2nd March 1979. The existing annual rent is £50 and business rates are approximately £1450 per year. The current leasehold value with 68 years remaining is £85,000. The site should achieve this leasehold value if retailed as parking for commercial businesses in the locality is extremely limited. Disposal of this site would therefore create an annual service saving of £1500 and provide a capital receipt of approximately £85,000.</p> <p>Taxis</p> <p>No comments have been received– positive or negative – about the provision for taxis in the smaller centres.</p> <p>Local licensed taxi drivers are concerned about the taxi rank in the Market Place in Cirencester. The number of spaces on the rank is considered to be insufficient given the number of licensed taxis and the need to reverse out into oncoming traffic is considered a risk. The County Council, having provided a rank, is obliged to review the provision, in consultation with licensed taxi drivers, on a regular basis.</p> <p>The rank at present has six spaces and there are currently 80 licensed taxis in Cotswold District, although not all will wish to use this rank.</p> <p>Taxi drivers expressed concerns common to most urban areas; the current licensing arrangements have increased the number of taxis well beyond the number of rank spaces available. It is not unusual to have a holding rank where additional taxis can wait until there is a space available on the main rank. However, this arrangement can also have its problems - firstly the holding rank has to be within sight of the main rank and secondly the public will not understand the difference between the two and will expect to board a taxi in the holding rank - a potential cause of friction either between the public and the drivers or between drivers.</p> <p>There are proposals for amendments to the current arrangements in the Market Place as the current arrangements are unsatisfactory. These should be developed in association with the overall improvement programme for the Market Place as proposed in the Cirencester Town Centre SPD.</p>
<p>Consultation responses</p>	<p>Disabled parking</p> <p>Consultation with the local Access Group indicates a need for an extension of the arrangement where the disabled are exempted from the time limit on certain car parks. Such arrangements are of considerable benefit to disabled people working in the town centre. However, in view of the large number of Blue Badges in circulation this</p>

	<p>will need further consideration.</p> <p>Taxis</p> <p>Taxi drivers raised the following concerns regarding the taxi rank in the Market place, Cirencester:</p> <ul style="list-style-type: none"> • Drivers believe the existing parallel, diagonal bays are dangerous as they compel the drivers to reverse out into oncoming traffic; • The layout is also confusing for passengers as they do not know which taxi is first in line, which can cause friction between drivers. <p>A number of options have been suggested by the drivers:</p> <ul style="list-style-type: none"> • A new single line rank on one side of the Market Place, Cricklade Street or Dyer Street; • A principal rank in the Market Place consisting of 6 or 7 spaces and a holding rank nearby. Suggested locations include Castle Street, Brewery car park or on the kerbside in Market Place.
<p>Scope for improvement</p>	<p>Campervans / Mini-buses</p> <p>The Council has received requests for information on available parking from tourists travelling in campervans. Campervans and other larger vehicles such as minibuses may not fit under height restrictors at the entrances to a number of car parks and will not fit in conventional car park spaces. Provision should be made to attract tourists in campervans and those in minibuses i.e. on school trips. The spaces will be for normal parking use only and not overnight camping.</p> <p>Consultees also requested the provision of larger spaces for larger cars and specifically 4 x 4s. This can be considered when car parks are remarked and the sizing and layout of each car park is reviewed.</p>
<p>Actions</p>	<p>Re-mark disabled spaces in accordance with guidance and provide signs.</p> <p>Review current usage of disabled spaces district wide to determine whether additional spaces are required. If demand is high provide additional spaces within suitable car parks, where needed.</p> <p>Consider exemption for the disabled from the time limit on certain car parks.</p> <p>Provide some disabled spaces suitable for vehicles which require wheelchair loading/unloading from the rear off street and request County council make similar provision on-street.</p> <p>Request County Council Improve taxi rank in Market place Cirencester</p>

	<p>Improvements for coaches – specific to Town (See actions for individual Towns)</p> <p>Where possible identify at least one car park 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.</p> <p>Review the provision of secure parking for motor cycles and promote availability of spaces.</p>
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Chapter 7 - Payment Options

Context	As new technologies become available the methods of payment available to customers should be reviewed to ensure that user friendly options are available providing choice to those who may not wish to pay solely with coins.
Current situation	<p>Payment Machines</p> <p>The ratio of payment machines to car park capacity is important as is the distance customers are expected to walk to purchase a ticket and return to their vehicle in order to display the ticket.</p> <p>If there is only one pay and display machine in a car park there is always a risk of a loss of income in the event of a machine failure. However, it is difficult to justify more than one machine for car parks with less than 50 spaces.</p> <p>In larger car parks it is important that machines are spaced uniformly throughout the car park in order to reduce the distance users have to walk to purchase a ticket after parking their vehicle. In some of the larger car parks many would regard the distances required as excessive.</p> <p>Shorter stay car parks with greater turnover of spaces will generally require more payment machines than long stay car parks.</p> <p>For most car parks there are an adequate number of payment machines but additional machines may be beneficial at the following sites:</p> <ul style="list-style-type: none"> • Waterloo Car Park, Cirencester; • Mangersbury Road Car Park, Stow on the Wold; • West Street Car Park, Tetbury. <p>It may be possible to reallocate machines from other car parks.</p> <p>The Civil Enforcement Officers carry hand held computers which read all the data from each pay and display machine. This is returned to the office to be loaded onto a database holding all transactions. This information is vital for enforcement evidence, cash reconciliation and car park usage. Data from the hand holds is downloaded weekly. The technology currently used is outdated and does not enable a fully networked system. Updates to the system are required to increase efficiency of working both back office and by CEOs. This technology is specific to the supplier of the pay and display machines. If new machines are being considered then they should be installed before these updates are completed, otherwise a change in supplier would mean these updates would have to be purchased again (thus increasing costs).</p> <p>Payment Cards</p> <p>Prepayment cards have previously been made available to avoid the need for motorists to keep change for the pay and display</p>

machines. However, the system has been discontinued and no new cards will be available once the current stock is exhausted.

The need for motorists to have a supply of change is an increasing problem as parking charges increase. Many authorities have moved to the provision of cashless payment options to ease the situation.

Cashless payments

Credit/Debit Card payments

Pay and Display machines are now available which take credit or debit card payments. This requires the user to place their card in a card reader in the pay and display machine. The parking fee payable is defined by the user on the machine and the charge is automatically debited to the cardholders account. An arrangement is needed with a specialist service provider to ensure that the parking fee is transferred to the parking provider. A service charge would be payable. This avoids the need for customers to ensure they have sufficient cash to make payments. The Council would need to purchase new machines to offer this technology.

Contactless payments

Some banks and credit card providers such as Barclays, Visa and Mastercard have now introduced a Contactless Payment card. The contactless payment process is a means to pay for low value purchases of £10 or under more quickly and conveniently. The card is simply held up to a secure reader, which could be within the car park payment machine. The transaction is completed in about one second.

This technology is now being offered by providers of Pay and Display machines but would mean the Council would need to purchase new machines.

Mobile phone payment

An increasing number of Local Authorities and Train Operating Companies have installed payment by mobile phone technology in their car parks. It has a number of advantages to the operators of the car parks:

- Reduced cash collections
- The installation costs are relatively low
- No need for additional machines
- Enforcement using existing handhelds if GPRS enabled
- No change to the normal enforcement arrangements
- Eliminates ticket transfer

The system is simple for customers to use:

- Park vehicle as normal
- Follow the instructions on the signage provided
- Call the relevant telephone number – some providers reduce the cost involved by arranging a local number; others use more expensive 0870 numbers
- Follow the instructions

On first use the customer will need to register their vehicle – colour make and VRM and provide payment details – credit or debit card details. On subsequent visits they will have to provide the security number from their card.

Each car park will have a unique reference number provided on the signage and when calling the supplier the customer will provide that number and state the length of time they wish to park – this will determine the fee payable.

The phone parking fees that accrue daily will be automatically transferred to the car park operator by means of a batch payment nightly.

Parking Attendants will have access to the details of vehicles for which the parking fee has been paid by phone and can therefore enforce in the normal manner. There are a variety of methods by which this can be achieved.

There are costs involved both to the user and the operator of the car park. There are charges for the phone call and a convenience fee to system operator to cover the costs of service provision – the convenience fee is usually 20p or 30p.

Other optional services which are offered to the user of the system include:

- VAT receipts on line
- Text calls to remind that the time purchased is about to expire
- Call back to extend the stay if delayed in returning to the vehicle (providing any maximum stay for that car park is not exceeded)

Co-ordination

Within a county it is desirable for the various car park operators to co-ordinate the choice of alternative payment options to avoid users needing, for example, to register with several telephone payment operators.

	<p>On-street Payment Machines</p> <p>In some Towns there is a need to provide limited waiting or short stay on street parking, to promote turnover and support local businesses. In order that this can be enforced tickets would need to be issued displaying the time of arrival. Due to the costs associated with the provision of pay and display machines and the necessary enforcement to support this form of parking, tickets would need to be charged for unless the community and its businesses can identify alternative funding.</p> <p>Consultees have raised concerns regarding the aesthetics of charging machines in the Cotswold District and conservation areas in general.</p>
<p>Scope for improvement</p>	<p>In recent years parking tariffs have increased significantly and the higher tariffs mean that motorists have to carry large numbers of coins – it also means that larger sums are held in payment machines, necessitating more frequent cash collections and greater risk of attempted thefts from machines. The temptation to pass on tickets with worthwhile unexpired time also increases.</p> <p>As a result a number of alternative means of payment have been developed. There is a need to consider the introduction of a cashless payment option as some of the long stay tariffs now exceed £5.00 and it is increasingly difficult for drivers to ensure that they always have sufficient coins available to pay for their ticket. A telephone payment option is recommended preferably co-ordinated across the county. A number of options are described in in Chapter 7 of the Parking Strategy supplementary information booklet.</p> <p>The Council should opt for more energy efficient machines which may include, solar powered machines to reduce installation costs, and to reinforce Council’s commitment to reduce carbon emissions. These machines can get enough power from the solar panel and their batteries, to operate independently for long periods of time, and to power such facilities as a networking capability. They also easier to locate as they do not need to be sited close to sources of mains power.</p> <p>The use of networked machines is recommended, where they are in regular communications with a control and monitoring station. Where possible this network should be extended to include any existing machines. Monitoring of the machines could be assimilated perhaps into the role of CCTV systems and staff.</p>
<p>Actions</p>	<p>Consider business case for replacement of existing Pay and Display machines, which should include consideration of number of machines provided, more energy efficient machines and cashless payment options.</p>

Chapter 8 - Residents Parking

Context	<p>Residents Parking schemes are currently offered in some streets in Cirencester and Lechlade. The schemes do not provide for allocated spaces and guaranteed parking but provide either exemption from limited waiting restrictions or prevent non-residents parking in the streets identified by the schemes. Residents' permits must be purchased and therefore residents opt into the scheme. Allowance is made for visitors of residents to park in the designated streets.</p>
Current situation	<p>Residents' parking spaces are available in the following locations:</p> <ul style="list-style-type: none"> • Ashcroft Road, Cirencester • Ashcroft Gardens, Cirencester • Cecily Hill, Cirencester • Coxwell Street, Cirencester • Purley Road, Cirencester • Purley Avenue, Cirencester • St Peters Road, Cirencester • The Avenue, Cirencester • Tower Street - Cirencester • Oak Street, Lechlade • Burford Street, Lechlade <p>Some schemes provide for dedicated residents parking and others provide exemption for permit holders to the time limit in limited waiting bays. The charges levied for the permits reflect the different scheme benefits and are detailed on Cotswold District Councils website.</p> <p>Full residents parking schemes operate in these streets in Cirencester;</p> <ul style="list-style-type: none"> • St Peters Road • The Avenue • Cecily Hill • Coxwell Street <p>Residents of Park Lane and Park Street, where there is no on street parking, are eligible for permits to park in Cecily Hill.</p> <p>Permits providing exemption to the limited waiting time limits are available in the following streets;</p> <ul style="list-style-type: none"> • Ashcroft Road - Cirencester • Ashcroft Gardens - Cirencester • Purley Road - Cirencester • Purley Avenue - Cirencester • Tower Street – Cirencester • Burford Street - Lechlade • Oak Street - Lechlade

Residents of Lewis Lane, where there is no on street parking, are eligible for permits to park in Tower Street.

An analysis of the permits issued and the spaces available is provided in Chapter 9 of the Parking Strategy supplementary information booklet.

In Cirencester, the streets where permit parking is available are not grouped into zones. Permits are issued for use in a particular street.

As an alternative to the existing system, the streets could be grouped together based on their close proximity to one another. Each group of streets would be designated a zone. Residents for each zone would be able to park anywhere within that zone. It would offer greater flexibility, as for example, if there was no space remaining in Purley Road a resident could seek parking nearby in Purley Avenue. Even if the streets were classified into two permit zones they are geographically remote and, for example, it is unlikely that a resident of Cecily Hill who is unable to locate a parking place will wish to park in St. Peters Road. It would be appropriate, therefore, to review the current arrangements in detail on a street by street basis.

Gloucestershire County Council set the criteria for a residents parking scheme and consider parking availability when considering whether a scheme is viable. It must be appreciated that residents parking schemes do not increase the total number of parking spaces available; indeed they may actually reduce the number by the act of formalising the parking arrangements. Concerns have been raised by communities with specific regards to the capacity of the streets concerned, (the number of spaces available), and the number of vehicles issued with permits.

There are concerns about the effectiveness of the schemes which provide for an exemption to the time limit in the limited waiting areas. For many residents these schemes do not provide for their needs. For example any resident leaving the area and returning during the working day is unlikely to be able to find a parking place because all the spaces will be occupied by short stay parkers. As there is adequate off street parking in Cirencester town centre it is suggested that the existing exemption schemes be replaced by full residents parking schemes.

In Lechlade there are concerns that the scheme is having an adverse effect on trade as the presence of long term parking reduces the spaces available for shoppers. The Town Council free car park is reasonably close to the town centre and could provide alternative parking for residents of the shopping streets.

The authority has received requests for schemes from residents of a number of other residential streets close to Cirencester town centre. RTA Associates noted that there are a number of areas where a Residents parking scheme may be viable solutions to the parking difficulties currently being experienced by residents.

Possible areas for consideration include:

- Chester Street
- Victoria Road
- King Street
- Church Street
- Queen Street
- Prospect Place

	<p>There have also been requests in other towns where long stay commuter parking is causing problems in residential areas:</p> <ul style="list-style-type: none"> • West Street, Tetbury • Well Lane area, Stow on the Wold <p>Gloucestershire County Council has recently published a new Residents Parking Policy – reproduced in Chapter 9 of the Parking Strategy supplementary information booklet.</p> <p>The policy sets out the criteria for new schemes, including the need for at least a 50% support level from residents responding to consultations. Details of current charges can be found on www.gloucestershire.gov.uk.</p> <p>Existing schemes will be reviewed in accordance with the new policy as adjoining schemes are introduced or residents require the scheme to be changed.</p> <p>The policy identifies a number of factors which should be considered in the prioritisation of schemes but does not detail a procedure for the assessment of requests for schemes. The County Council proposes to fund the implementation costs from the Highways Capital Programme. There will be a limit on the number of schemes that can be implemented in any year and a clear prioritisation process is required. The policy document does not provide details of how potential schemes will be prioritised. The District Council should work with the County Council to consider a method of prioritising requests for residents parking.</p> <p>There are significant resource implications for both the District and County Councils, in preparing Residents schemes. Where the designation of residents parking is a priority the District Council could work with communities to identify funding to accelerate the designation of schemes; managing consultation and preparing and adopting Traffic Regulation Orders. In order to facilitate this work, agreement may be needed with the County Council to apportion income from Residents Parking schemes.</p>
<p>Actions</p>	<p>Request County Council:</p> <p>(a) Consider Replacement of exemption to limited waiting for residents with residents parking schemes on a street by street basis in Cirencester,</p> <p>(b) Review continued provision of residents parking scheme in Lechlade,</p> <p>(c) Consider supporting the creation of additional residents parking schemes at:</p> <ul style="list-style-type: none"> • Chester Street, Cirencester • Victoria Road, Cirencester • King Street, Cirencester • Church Street, Cirencester • Queen Street, Cirencester • Prospect Place, Cirencester • West Street, Tetbury • Well Lane area, Stow on the Wold, <p>(e) Agree procedure for prioritisation of requests to consider Residents Parking Schemes with the Gloucestershire district councils,</p> <p>(f) Where Residents parking schemes exist careful consideration must be given to the needs of residents, the number of permits issued and the capacity of the streets.</p>

Chapter 9 - Provision of Public Information

Context	<p>The District Council provides information on the parking service on its website www.cotswold.gov.uk and via its Front of House service and Parking service when enquiries are received.</p> <p>In addition information is provided in the car parks themselves on display boards.</p>
Current situation	<p>Many car parks have tourist information displays with maps. These are ideal for the first time visitor and for the display of information about current and forthcoming events. However they do need to be located where the majority of people will see them and maintained in good condition with up to date information displayed.</p> <p>Some of the current display boards do not reach an appropriate standard.</p> <p>The parking information provided on the Council's website is generally satisfactory but there are a number of improvements that could be considered – notably the car park location maps.</p> <p>Improvements to directional signage have been identified for each individual Town however it is noted following feedback from consultees that there is a need to reduce nonessential signage and consider the placement of signage to enable signs to be noticed and followed with ease.</p>
Actions	<p>Provide display boards in all major car parks which should include maps indicating 'you are here' markings and identifying key information i.e. location of shops, toilets, tourist attractions.</p> <p>Provide location maps on the Councils website which clearly marks the location of each car park and provides postcodes for use by those using in-car satellite navigation systems.</p> <p>Explore options to highlight parking provision on Satellite navigation software maps through the download of Points of Interest files.</p>

Community specific Issues

Introduction

The parking needs of the communities in the Market Towns and larger villages within the Cotswolds vary greatly. The Strategy therefore looks at each settlement in turn, identifying the individual needs and considering the concerns of the Town and Parish Councils and other business and community groups.

The Towns and villages considered in detail are:

- Bourton-on-the-Water
- Chipping Campden
- Cirencester
- Fairford
- Lechlade
- Moreton-in-Marsh
- Stow-on-the-Wold
- Tetbury

Chapter 10 - Bourton-on-the Water

Context	Bourton-on-the-Water is a picturesque village in the north Cotswolds with a resident population of around 3200 and a thriving tourist industry. Demand for parking peaks during bank holidays and the summer season.
Consultation	<p>A Member workshop and consultation meetings have been held with Town Councils, Chambers of Commerce and the Cirencester and South Cotswold Access Group.</p> <p>Bourton on the Water Parish Council</p> <ul style="list-style-type: none"> • Concerns about insufficient parking provision for peak tourist season; • Long stay charge too high for local residents and people working in the village centre; leads to excessive parking in residential areas; need to consider reduced rate for local people and workers; • Long stay charges deterring visitors from staying longer, impacting on businesses • Need for a review of the Traffic Regulation Orders in High Street which are confusing and lead to congestion; need to consider restricted hours for HGV deliveries. • Some temporary provision provided locally but not sustainable; • No coach parking provision by District Council; need for layover parking out of village centre; • Much concern about inadequacy of enforcement of on-street Traffic Regulation Orders particularly at weekends and on Bank Holidays when the village is at its busiest; • Concern that the village may reach its environmental capacity at peak holiday periods. <p>Bourton on the Water Chamber of Commerce</p> <ul style="list-style-type: none"> • Concerns about the cost of parking and the fact that there is free long stay parking Stow on the Wold and in West Oxfordshire; • On street enforcement is considered to be spasmodic and as a consequence there are substantial numbers of parked vehicles breaching restrictions, in the village centre. • Concerns about the poor condition of the privately operated car park in Station Road; there are no litter bins and the tourism sign needs to be updated and relocated; • Concerns that the CEOs do not respect the needs of retailers when goods are being delivered to shops; • Concerns about the Traffic Regulation Orders in the High Street – particularly parking alongside the green where children are playing; consider there are safety issues; • No weekend contact arrangements if parking problems require attention.

On – street	
Current situation	There are currently no residents parking schemes.
Surveys and observations	<p>Assessments have been made of the appropriateness of some of the Traffic Regulation Orders, which detail parking restrictions, in the centre of Bourton-on-the-Water. The on street parking in High Street is causing problems partly due to the nature of the existing traffic regulation orders and the need for increased enforcement particularly at weekends. The results of the survey along with detailed recommendations for revised orders are provided in Chapter 4 of the Parking Strategy supplementary information booklet.</p> <p>A number of anomalies in the signing and lining were observed and these are also recorded in Chapter 4 of the Parking Strategy supplementary information booklet. The County Council is currently undertaking remedial works.</p>
Actions	<p>Request County Council;</p> <p>(a) Review TROs in the centre of Bourton on the Water,</p> <p>(b) Consider introduction of charges for limited waiting in the centre of Bourton on the Water,</p> <p>(c) Complete remedial works to address anomalies with lines and signs,</p> <p>(d) Consider increased attendance of Civil Enforcement Officers on-street</p>
Off-street	
Current situation	<p>The District Council operates one car park with 229 spaces in Rissington Road controlled by a pay and display order. Season tickets are available.</p> <p>Further car parking is provided elsewhere in the village by a private operator. This car park has a capacity of around 320 and also provides parking for tourist coaches. It is also controlled by pay and display machines.</p> <p>There is also temporary car park provision available at certain times owned by schools and other organisations.</p>
Surveys and observations	<p>Car park usage</p> <p>Surveys have been undertaken of car park usage, on a weekday and on a Saturday in April 2009. Previous surveys were undertaken in November 2005 and July 2006.</p> <p>The following observations were made for Rissington Road car park:</p> <ul style="list-style-type: none"> • Very much a peak season car park; low use out of season;

	<ul style="list-style-type: none"> • Virtually full on Saturday in summer; • Relatively high levels of non-compliance particularly on weekdays. <p>Car park condition</p> <p>An assessment has been made of the condition of the car park, details of which are given in Chapter 3 of the Parking Strategy supplementary information booklet..</p> <p>It was identified that additional provision of wide spaces for the disabled would be beneficial in Rissington Road car park.</p> <p>Car park signage</p> <p>The current signage to Rissington Road car park and pedestrian signage is considered to be adequate.</p> <p>Demand for parking provision</p> <p>The village reaches its environmental capacity on many occasions in the peak of the tourist season and many visitors find it difficult to locate a parking place, despite the use of some temporary car parks. There are concerns that this situation will not improve, deterring visitors from returning and impacting on the economy of the village. Additional off street parking on the outskirts of the built up area, would be required to resolve this problem.</p> <p>The current long stay parking charges are increasing the demand for free on street parking by employees of the businesses in the village; this in turn is causing additional problems for residents. If an additional car park could be constructed some of the facility could be allocated for reasonably costed long stay parking.</p>
Actions	<p>Increase provision of wide spaces for the disabled in Rissington Road car park.</p> <p>Enter dialogue with community to encourage, facilitate or enable the development of appropriate additional seasonal or permanent car parking, if a suitable site can be identified, funding sourced and ownership/management agreed.</p> <p>Highlight concerns regarding long stay tariffs during annual fees and charges review.</p>

Chapter 11 - Chipping Campden

Context	<p>Located in the North of the District at the start of the Cotswold way, Chipping Campden attracts tourists and walkers to the attractive town. Pressure for parking exists from workers, shoppers and tourists and from schools in the centre which do not have sufficient on-site parking.</p>
Consultation	<p>A Member workshop and consultation meetings have been held with Town Councils, Chambers of Commerce and the Cirencester and South Cotswold Access Group.</p> <p>Chipping Campden Town Council</p> <ul style="list-style-type: none"> • Use of the school car park at weekends and in the school holidays has proved essential to the economic viability of the town but there are concerns that health and safety issues may necessitate a review of the use of this facility; • Parking in town centre needs to provide for the needs of residents, traders, shoppers, tourists, employees and those with mobility difficulties. • Mixed views about proposal for new car park in Wolds End on land owned by the Campden Society. • Management and charges at the Town Trust car park in The Square are under review; • Concerns about long stay parking by walkers of the Cotswold Way; • Current provision of on street enforcement unacceptably low; • Consider that some amendments to parking provision are desirable: Some short stay (2 hours) on the south side of Lower High Street and increased provision of parking bays for the disabled • Provision of additional parking close to the town centre to provide for longer stay parking; • More frequent enforcement. <p>Chipping Campden Chamber of Trade</p> <ul style="list-style-type: none"> • Need for additional car parking; • Previous requests for provision of limited waiting on south side of Lower High Street – 3 hours to provide time for tourists to shop and have refreshments not implemented; • Need for some on street loading bays to assist with deliveries, additional parking bays for the disabled and coach parking. • Concerns that the recommendations of previous reports have not been implemented, particularly the County Council Transport Study of 2004; • Land in Wolds End has planning permission for a car park; new interest in the use of the site for a new Doctors' Surgery which would reduce potential capacity of a public car park; • Need for additional parking bays for the disabled; • Need for coach parking;

	<ul style="list-style-type: none"> • Current enforcement regime spasmodic and ineffective; much abuse of current restrictions; • Concerns that proposed housing developments will add to the pressure on the available parking.
On – street	
Current situation	<p>There are currently no residents parking schemes. Uncontrolled on street parking is available in much of High Street. There is some on-street car and coach parking in Back Ends, where the Cotswold Way starts.</p>
Surveys and observations	<p>Assessments have been made of the appropriateness of some of the Traffic Regulation Orders, which detail parking restrictions, in the centre of Chipping Campden. The results of the survey along with detailed recommendations for revised orders are provided in Chapter 4 of the Parking Strategy supplementary information booklet..</p> <p>A number of anomalies in the signing and lining were observed and these are also recorded in Chapter 4 of the Parking Strategy supplementary information booklet. The County Council is currently undertaking remedial works.</p> <p>There is no set down/pick up facility in the town centre for coaches.</p>
Actions	<p>Request County Council;</p> <p>(a) Review TROs in the centre of Chipping Campden</p> <p>(b) Consider introduction of charges for limited waiting in the High street and additional provision for the disabled</p> <p>(c) Consider provision for loading/unloading in the High Street</p> <p>(d) Complete remedial works to address anomalies with lines and signs</p> <p>(e) consider a set down/pick up facility in the town centre for coaches</p>
Off-street	
Current situation	<p>There is a small 30 space car park in the Town Square, operated by a private contractor on behalf of the Town Trust as a pay and display car park. A private contractor is employed to manage the car park. The first 15 minutes of parking is free of charge.</p> <p>There are 2 spaces for parking for tourist coaches at Back Ends.</p> <p>There have previously been proposals for the construction of an off street car park at Wolds End but this met with some local objections.</p>

	<p>At weekends and in the school holidays additional car and coach parking is provided at the school in Cider Mill Lane. Direction signage to the car park is managed by the Town Council.</p> <p>The need for improvements to be made to the current parking arrangements has long been recognised. The County Council commissioned a study in 2004, which indicated local support for improved regulation of on-street parking in the town centre. There remains local support for the provision of some limited waiting and additional parking for the disabled in High Street. Dedicated loading bays would also be advantageous as many retail premises do not have alternative accesses and need to take deliveries from the main road.</p> <p>However, there will be a need for any new parking restrictions to be properly co-ordinated with the provision of additional off street long stay parking. It would be beneficial for the existing pay and display parking in the Town Square to be incorporated into the revised Traffic Regulation Orders applicable to the adjacent highways but the Town Council is opposed to this, preferring to retain control of the parking in the Square. The current “free” period of fifteen minutes is likely to be abused due to the infrequent enforcement of the parking area and would no longer be required if short stay parking places became more readily available.</p> <p>There are concerns about the long term availability of parking at the school. The loss of this weekend and school holiday facility would cause intense pressure on the remaining parking spaces and its loss would inevitably be detrimental to the economy of the town.</p> <p>There is a need for additional parking for tourist coaches. At present there are limited spaces available in Back Ends, although the access is far from suitable.</p>
Actions	<p>Enter dialogue with community to encourage, facilitate or enable the development of appropriate additional car and coach parking, if a suitable site(s) can be identified, funding sourced and ownership/management agreed.</p> <p>Work with the Town Trust to seek a more appropriate management arrangement for the car park in the Square</p>

Chapter 12 - Cirencester

Context	<p>The largest of the Cotswold Market Towns, Cirencester has a high end shopping centre and numerous small, medium and large businesses in the town. With a resident population of approximately 20,000, there are significant demands for parking year round from residents, shoppers, workers and tourists.</p>
Consultation	<p>A Member workshop and consultation meetings have been held with Town Councils, Chambers of Commerce and the Cirencester and South Cotswold Access Group.</p> <p>Cirencester Town Council</p> <ul style="list-style-type: none"> • Concerns about the Forum car park; spaces and aisles too narrow need for refurbishment; • Concerns about long stay parking in residential areas; may be need for additional residents parking schemes; • Need for review of town centre on street parking – e.g. Dyer Street, Castle Street; need for additional short stay parking. • Concerns about current residents parking schemes – too many permits issued for spaces available; • Need for audit of sign clutter in town centre; • Parking tariffs very high and need to be reviewed to support the economy of the town; • Enforcement improved since CPE and generally considered to be at an appropriate level; some concern about CEOs operating in pairs. <p>Cirencester Chamber of Commerce</p> <ul style="list-style-type: none"> • Concerns about negative publicity given to annual increases in parking tariffs; suggest fix charges for three year periods; consider simpler tariff structure and/or cashless payment arrangements; • Need for lower cost long stay parking for people working in the town centre, many of whom are in lower paid employment; need to reduce long stay parking in residential areas; • Some locations suitable for on street parking charges – e.g. Dyer Street; • Need for more loading bays. • Why has discount card been discontinued? • Is Cirencester paying too large a share of the cost of the parking service? • Season tickets tariffs too high; • Additional parking will be required as town expands but concerns about capital costs of decked car parks; • Need for a review of the car park signage – identify parking for long stay, shoppers, visitors; include pedestrian signage to the town centre and attractions and back to named car parks; • Need for improvement in enforcement regime; • Cricklade Street orders ineffective;

	<p>Cirencester and South Cotswold Access Group</p> <ul style="list-style-type: none"> • General concern about the lack of parking spaces for the disabled in the Council's car parks; • Need to provide spaces in locations where the use of rear access for wheelchairs does not impede movement within the car park; • Concerns about the provision for parking on street by disabled people; particular problems in Market Place, Cirencester where taxis frequently obstruct the disabled bays; • Would support provision of disabled bays and loading bays in Castle Street, Cirencester. • Provision does not meet recommended standards, either for number of spaces or design; • The length of stay concession in the Forum car park is appreciated but unsuitable for disabled people who work in the west of the town centre; a similar concession in Brewery car park would be suitable; • Concerns about the location of some crossing points, notably in Dyer Street where vehicles frequently obstructed the dropped kerbs; • Enforcement considered to have improved following CPE
<p>On – street</p>	
<p>Current situation</p>	<p>There are currently residents parking schemes in thirteen streets in Cirencester.</p>
<p>Surveys and observations</p>	<p>Surveys have been undertaken of Usage of the on-street parking in the Market Place, Cirencester.</p> <p>Assessments have been made of the appropriateness of some of the Traffic Regulation Orders, which detail parking restrictions, in the centre of Cirencester. The results of the survey along with detailed recommendations for revised orders are provided in Appendix 6.</p> <p>There are a number of issues which should be given priority:</p> <ul style="list-style-type: none"> • The Restricted Parking Zone comprising Park Lane, Silver Street and Black Jack Street is not currently mapped in the consolidated parking order and enforcement of any regulations is impossible. This is known to some local residents and on street parking is causing difficulties for moving traffic – particularly at the junction of Castle Street and Sheep Street where there is no indication of the start of a short length within the restricted zone or no carriageway marking. Further parking problems arise in Black Jack Street which is understood to be within the restricted zone but where some of the older signs and lines still exist. Such confusion enables motorists to park with impunity. <p>It is appreciated that the restricted zone was introduced as part of a</p>

	<p>comprehensive environmental improvement scheme. However, it would seem necessary to remove the left hand section from Castle Street to Sheep Street from the zone and introduce a straightforward 'No Waiting at any Time' order with carriageway markings.</p> <p>Improved signage and removal of the old orders should enable enforcement to be re-introduced into Black Jack Street.</p> <ul style="list-style-type: none"> • There is confusion in the central area as some traffic regulation orders apply from Monday to Saturday and others are seven day orders. In some locations, e.g. Market Place, the demarcation between the six day order and the seven day order is unclear. It would be appropriate for all the central area orders to apply every day. • The limited waiting in Dyer Street is confusing because the times of the orders vary and are unclear to users. <p>A number of anomalies in the signing and lining were observed and these are also recorded in Chapter 4 of the Parking Strategy supplementary information booklet.. The County Council is currently undertaking remedial works.</p> <p>During consultation, the benefits of Short term limited waiting was raised, with consultees requesting either 20 mins or 30 mins limited wait in the middle of Cirencester. Whilst this can be considered it would require a considerable increase in resources to enforce this restriction, with regular turnover requiring frequent checks by enforcement officers.</p> <p>Consultees also raised the Pedestrianisation of Blackjack street and Cricklade street. The designation of these streets for limited access only is currently being considered in development planning for Cirencester.</p> <p>Concerns have been raised regarding the Taxi rank in the Market place which are detailed in Chapter 6. Improvements to location and layout could improve safety for drivers and pedestrians.</p>
<p>Actions</p>	<p>Request County Council;</p> <p>(a) Review TROs in the centre of Cirencester</p> <p>(b) Complete remedial works to address anomalies with lines and signs</p> <p>© Review on street parking in order to increase provision for the disabled and for loading and unloading;</p> <p>(d) Amend central area Traffic Regulation Orders to apply on all days;</p> <p>(e) Review access restrictions in Cricklade Street;</p>

	<p>(f) Amend the Orders in the “Restricted Zone” to enable effective enforcement;</p> <p>(g) Consider the introduction of charges for on street limited waiting in the central area;</p> <p>(h) Consider the introduction of additional Residents Parking schemes</p> <p>(i) Improve pedestrian crossing points to the Market place car park</p> <p>(j) Review the arrangements for taxis in the Market Place.</p>
Off-street	
Current situation	<p>The District Council operates 10 car parks in Cirencester. The total number of spaces available is 1415 of which 1360 are in the central area. All the central car parks are controlled by pay and display orders. A small 15 space free car park is provided in a residential area to the south of the town centre and a further 40 spaces are provided in the lorry park. A further on-street parking area with 43 spaces is available in the Market Place. It is enforced by the District Council and managed by Gloucestershire County Council.</p> <p>With the exception of the Queen Street car park charges are levied at all car parks via a pay and display system.</p> <p>In addition there is parking for up to 25 coaches (shared with lorries) at the Lorry park and approximately 10 coaches at Tetbury Road.</p>
Surveys and observations	<p>Car park usage</p> <p>Surveys have been undertaken of the usage of the car parks in Cirencester. The surveys were undertaken on a weekday and on a Saturday in April 2009. Previous surveys were undertaken in November 2005 and July 2006.</p> <p>The following observations were made for the car parks in Cirencester:</p> <p>Abbey Grounds</p> <ul style="list-style-type: none"> • Popular car park; • Usage higher in November survey than in other surveys; not full at any time in April or July; • Low level of non-compliance evident throughout the year; less non-compliance on Saturday; • High weekday usage by season ticket holders;

- Saturday usage lower than weekdays.

Beeches Road

- Underused throughout the year;
- Maximum usage 71% at 3 p.m. in November;
- Level of non-compliance reduced from peak in 2005 but still an issue;
- Weekday and Saturday usage levels similar.

Brewery

- Used to capacity during the day in November but usage reduced at other time;
- Weekday usage reducing;
- Non-compliance level high;
- Saturday usage higher than weekdays and near capacity early afternoon.

The Forum

- Car park is underused on weekdays throughout the year; maximum weekday usage 69% in July;
- Saturday usage higher and near capacity at midday;
- Non-compliance levels higher in the middle of the day on Saturday.

Leisure Centre

- Since the previous surveys the capacity of this car park has increased and therefore it is not possible to compare the surveys;
- Car park underused in all surveys;
- High level of non-compliance in earlier surveys due to relaxed enforcement during construction period;
- High level of non-compliance in latest survey, possibly due to confusion with Leisure Centre membership scheme.

Lorry Park

- Weekday usage increasing over time;
- Less use at weekends;
- Car space capacity exceeded on occasions;
- Lorry spaces underused;
- Extensive non-compliance by cars and lorries. On Saturday at 10.30 a.m. there were two cars with season tickets, eight cars with no ticket, three lorries with no ticket and one coach with no ticket.

Market Place

- Used to capacity throughout the day;
- Very high levels of non-compliance throughout the day in all three surveys; maximum 9 vehicles without a ticket at 10 a.m. on a weekday (21% of capacity).

Old Station

- Used to near capacity on weekdays; less on Saturday;
- Weekday usage consistent with the other three surveys;
- Low level of non-compliance;
- High level of weekday season ticket usage; less on Saturday.

Queen Street

- Well used throughout the year but seldom at capacity on weekdays;
- Saturday usage higher;
- Overnight usage likely to exceed capacity;
- Evidence of parking on grass areas adjacent to the car park.

Sheep Street

- Car park converted from short stay to mixed stay after first survey, so direct comparison with first survey not possible;
- Usage increased since 2006 and above capacity between 11 a.m. and 1 p.m. on weekdays;
- High level season tickets on weekdays;
- Lower usage on Saturday;
- Non-compliance very low.

Waterloo

- Usage appears to be reducing over time;
- High percentage of season tickets on weekdays; less on Saturday;
- Non-compliance very low on latest surveys.

Car park condition

An assessment has been made of the condition of the car park, details of which are given in Chapter 3 of the Parking Strategy supplementary information booklet.. However there are a number of specific issues that have arisen for car parks in Cirencester

- **Abbey Grounds Car Park**
 - Direction signs to this car park are inadequate and need improvement;
 - The pedestrian signs from the car park to the town centre are incorrectly aligned.
- **Beeches Car Park**
 - There are no direction signs to the car park;
 - The car park surface is in need of maintenance;
 - There is a need for improvements to the landscaping maintenance and cleansing regimes;
 - There is no provision for the disabled.

	<ul style="list-style-type: none"> • Brewery Car Park <ul style="list-style-type: none"> ○ Some remarking of bays and traffic flow markings is required; ○ The landscaping needs to be improved; ○ There is a need for improvement of cleansing of litter around recycling units. • Forum Car Park <ul style="list-style-type: none"> ○ The access road and car park surfaces need urgent attention to reduce trip hazards and improve the appearance of the car park; ○ The layout needs to be reconsidered to provide wider spaces and aisles; ○ The old cut off lamp columns need to be removed; ○ The car park would benefit from a landscaping scheme; ○ Review location and usage of recycling facilities ensuring facilities are provided in suitable locations, away from the busiest part of the car park where they impede vehicle movements. • Leisure Centre Car Park <ul style="list-style-type: none"> ○ There is a need for increased cleansing during Autumn to remove leave fall; • Lorry Park <ul style="list-style-type: none"> ○ There is a need for improvement to the cleansing regime; ○ Consider marking lorry bays; ○ Investigate apparent uncontrolled parking in part of site. • Market Place (Highway) Car Park <ul style="list-style-type: none"> ○ Consider improved pedestrian crossing points • Old Station Car Park <ul style="list-style-type: none"> ○ Repair surface to remove trip hazards; ○ Remark restriction markings. • Queen Street Car Park <ul style="list-style-type: none"> ○ Mark parking bays; ○ Consider provision of bollards to prevent parking on surrounding grass areas. • Sheep Street Car Park <ul style="list-style-type: none"> ○ No issues • Waterloo Car Park <ul style="list-style-type: none"> ○ Repair surface of car park; ○ Repair dished channel drainage to remove trip hazards; ○ Consider additional signage at entrance; ○ Remark disabled bays; ○ Consider replacement tree planting to remove root damaged areas; ○ Relocate recycling facility to area where it will not impede traffic movement.
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* Review number of payment machines, guidance suggests one additional machine is required.

Car park signage

The current signage to the car parks has been considered as has the pedestrian signage, where provided.

Specific issues noted are:

- o Generally signing for visitors approaching from all directions is good;
- o Specific car parks are individually signed as one reaches the town centre – with the exception of Beeches and Abbey Grounds car parks;
- o Identification of which car parks are short stay and which are long stay would be beneficial.

RTA Associates suggested the provision of variable message signs (VMS) which indicate to the motorist how many spaces are available in the car parks. This recommendation has not been developed as VMS are not considered in keeping with the character and architecture of Cirencester. Instead improvements to signage to indicate the location of alternate car parks will be considered.

The parking situation has now been studied at three different times in the year and these studies have demonstrated that there is currently an adequate supply of parking at most times. However future increases in vehicle ownership, continued high visitor numbers during peak seasons and any new development will increase demand. National guidance suggests an increase in parking provision of around 15% is recommended. Regular usage monitoring will be essential if the growth in demand is to be properly managed in the future.

The Local Plan and the Cirencester Town Centre SPD refer to the options for decking one of the existing car parks; possibly one of the Waterloo, Sheep Street or Brewery car parks. All of these are sensitive sites and the need for careful architectural treatment of the elevations will be necessary.

Prior to any decision being made on which car parks should be developed and which should be enlarged to provide replacement parking, it will be necessary to carry out, in association with the County Council, detailed traffic impact assessments.

Usage of off-street parking suggests provision currently meets demand however it is not known how much on-street parking in residential areas is taking place. Increased on-street restrictions such as new Residents parking schemes may move vehicles currently parking on-street and increase demand for off-street parking.

	<p>Any actions relating to the Market place will have regard to any planned development of the Market place and the 'Vision for Cirencester' to ensure improvements compliment planned development.</p>
<p>Actions</p>	<p>Consider business case for variable message signing</p> <p>Develop business case for improvements to the environment and quality of Beeches, Brewery, Forum, Old Station, Queen Street and Waterloo Car Parks to include consideration to lighting, marking of bays and surface repairs.</p> <p>Enter dialogue with community to encourage, facilitate or enable the development of appropriate additional car parking, if suitable site(s) can be identified, funding sourced and ownership/management agreed, with the aim of increasing parking provision by 15%.</p>

Chapter 13 - Fairford

Context	<p>Fairford is a small town to the east of the District with a resident population of around 3300. There is an active American airbase within the parish, where the annual Royal International Air Tattoo is held which attracts over 100,000 visitors in one July weekend.</p>
Consultation	<p>A Member workshop and consultation meetings have been held with Town Councils, Chambers of Commerce and the Cirencester and South Cotswold Access Group.</p> <p>Fairford Town Council</p> <ul style="list-style-type: none"> • Charging for parking inappropriate; • Residents have problems finding parking places; reluctance to leave cars in Town Council's off street car park overnight; • Request 2 hour limited waiting on east side of High Street; Monday to Friday 8.30 – 6.00; • Market Place and west side of High Street to remain unrestricted; • Errors in lines and signs being corrected; • Problems with long stay parking affecting access to the shops; resultant double parking on occasions; • Bays for the disabled require proper marking; • Additional signs required to direct visitors to the “free” car park from main road; • Possible consideration of residents/business parking permits for east side of High Street; • Review extent of limited waiting bays in London Street; extensive illegal parking in the evenings; • Improved level of enforcement of the Traffic Regulation Orders essential. <p>Fairford and Lechlade Business Club</p> <ul style="list-style-type: none"> • Charging for parking inappropriate in both towns; • Concerns about long stay parking in prime locations by traders and their employees; need to encourage use of free car park; • Concern about the resident permits issued in Lechlade as these reduce the parking spaces available for shoppers and visitors; • Overnight parking an issue in both towns as remote car parks perceived as security risks; • Enforcement considered to be too intermittent; • Lechlade – prefer no residents permits; reduce timing of limited waiting to increase turnover; improve signage to car park; • Fairford – introduce longer stay limited waiting as one hour is insufficient; retain unrestricted parking elsewhere. <p>The consultations with the Town Council and the Business Club indicated that there is no consensus view on the manner in which parking should be managed in Fairford. There is agreement that there is a need for</p>

	<p>improved enforcement – this has not been possible until recently due to errors in the lines and signs which have now been rectified. There are concerns about the lack of parking for residents during the day when most of the unrestricted parking is occupied by people working in the town, who could use the Town Council’s free car park.</p>
On – street	
Current situation	There are currently no residents parking schemes in Fairford.
Surveys and observations	<p>Assessments have been made of the appropriateness of some of the Traffic Regulation Orders, which detail parking restrictions, in the centre of Fairford. The on street parking in High Street is causing problems partly due to the nature of the existing traffic regulation orders and the need for increased enforcement particularly at weekends. The results of the survey along with detailed recommendations for revised orders are provided in Chapter 4 of the Parking Strategy supplementary information booklet.</p> <p>A number of anomalies in the signing and lining were observed and these are also recorded in Chapter 4 of the Parking Strategy supplementary information booklet. The County Council is currently undertaking remedial works.</p> <p>There is a need for a review of the existing on street parking restrictions and it is suggested that additional short stay parking be provided. There is a need for some one hour spaces for shoppers and some three or four hour spaces for those wishing to stay longer. Consideration could also be given to a permit parking scheme which provides residents with exemption from the short stay time limits.</p>
Actions	<p>Request County Council;</p> <p>(a) Review TROs in the centre of Fairford</p> <p>(b) Consider introduction of charges for on street short stay parking on East side of High Street</p> <p>(c) Complete remedial works to address anomalies with lines and signs</p> <p>(d) Consider provision of residents parking permits providing exemption from the limited waiting time limits.</p>
Off-street	
Current situation	A 21 space on-street car park is laid out in the Market Place. There is no limit on the length of stay.

	The Town Council operates a free car park in Mill Lane, which has a capacity of about 80 spaces. The surface is Grasscrete and the bays are not marked.
Actions	Discuss with the Town Council the reasons for underuse of existing car park i.e. improvements to safety and security

Chapter 14 - Lechlade

Context	Lechlade on Thames is a small Town in the East of the district with a resident population of approximately 3000.
Consultation	<p>A Member workshop and consultation meetings have been held with Town Councils, Chambers of Commerce and the Cirencester and South Cotswold Access Group.</p> <p>Lechlade Town Council</p> <ul style="list-style-type: none"> • Charging for parking is considered inappropriate; • Town Council car park underused; possibly due to inadequate signing; • Need to review on street orders to achieve consistency of timings and deal with anomalies. • No major problems apart from a lack of spaces; • Need to encourage use of car park for long stay parking by those working the town centre; • Disabled parking bays in the Market Place marked incorrectly; • Confusion over issue of permits for parking in Burford Street and Oak Street; • Concerns about lack of enforcement; CEO visits perceived as predictable and Traffic Regulation Orders ignored on other days; • Concerns about “vehicles for sale” parked on the highway, notably in Sherborne Street. <p>Fairford and Lechlade Business Club</p> <ul style="list-style-type: none"> • Charging for parking is considered inappropriate; • Concerns about long stay parking in prime locations by traders and their employees; need to encourage use of free car parks; • Concern about the resident permits issued in Lechlade as these reduce the parking spaces available for shoppers and visitors.
On – street	
Current situation	There are residents parking schemes at Burford Street and Oak Street.
Surveys and observations	<p>Assessments have been made of the appropriateness of some of the Traffic Regulation Orders, which detail parking restrictions, in the centre of Lechlade-on-Thames. The results of the survey along with detailed recommendations for revised orders are provided in Chapter 4 of the Parking Strategy supplementary information booklet.</p> <p>A number of anomalies in the signing and lining were observed and these are also recorded in Chapter 4 of the Parking Strategy supplementary information booklet. The County Council is currently undertaking remedial works.</p>

Actions	Request County Council; (a) Review TROs in the centre of Lechlade (b) Review the policy relating to the provision of residents' parking permits in Burford Street and Oak Street (c) Complete remedial works to address anomalies with lines and signs
Off-street	
Current situation	<p>A free 24 space car park is laid out in the Market Place, parking limited to two hours. There are two spaces reserved for use by the disabled.</p> <p>Free long stay parking is available at the Memorial Hall (60 spaces, including 2 reserved for the disabled). This car park is controlled by the Town Council.</p>
Surveys and observations	<p>There is a perceived lack of parking provision yet the Town Council has a large car park which is underused – perhaps due to inadequate signage. It would be an ideal location to meet the longer stay parking needs of people working in the town centre. Some employers encourage their employees to use this car park but many are reluctant to do so despite its relative proximity to the town centre.</p> <p>The parking provision in the Market Place needs to be reviewed and, in particular, the provision for the disabled brought up to standard to enable enforcement.</p> <p>There is confusion about the residents parking scheme applicable in Burford Street and Oak Street and there are allegations that it is being abused by some commercial premises. The availability of off street free parking in the Town Council's car park brings into question the need for permits allowing long stay day time parking, which restricts the number of parking spaces available for shoppers and visitors.</p> <p>Consultees were against the introduction of parking charges in Lechlade and were keen to maintain free parking provision.</p>
Actions	Review the parking provision in the Market Place, ensuring the spaces provided for the disabled are marked correctly; Recommend the Town Council to improve signage to the long stay car park

Chapter 15 - Moreton in Marsh

Context	Moreton in Marsh has a resident population of approximately 3500 and is a relatively large, thriving Market Town in the North of the district, served by a railway station which provides links for commuters to London.
Consultation	<p>A Member workshop and consultation meetings have been held with Town Councils, Chambers of Commerce and the Cirencester and South Cotswold Access Group.</p> <p>Moreton in Marsh Town Council</p> <ul style="list-style-type: none"> • Consider charges at Station Road car park too high which discourages the use of the car park; • Currently opposed to the introduction of charges in the Market Place but discussions ongoing; • Accept that the parking on the east side of High Street needs managing; possibly two hour limited waiting with some shorter term. • Supportive of new one way system in Station Road area; • Two hour limit imposed on Market Place to try to discourage longer stay parking by traders and employees but not enforceable; traders encouraging staff to park elsewhere; • Opposed to outside management of Market Place parking; • Seeking additional long stay car park site; • Need to review Tuesday restrictions in the new one way system.
On – street	
Current situation	<p>There are currently no residents parking schemes.</p> <p>There is a large parking area in the Market Place, available when the market is not in operation (every Tuesday). The capacity of the parking area varies according to how people park as the spaces are not properly marked. There are three parking spaces in the Market Place for use by the disabled. The area is in the ownership of the Town Council and parking is limited to two hours duration, although there is no traffic regulation order to allow enforcement of this time limit.</p>
Surveys and observations	<p>The main issue here is the current high level of uncontrolled parking available in the town centre. Much of this is used for long stay parking, which reduces the availability of spaces for shoppers and visitors to the potential detriment of the local economy. The signs erected by the Town Council indicating a 2 hour maximum stay are not enforceable and are being ignored by local residents and regular visitors. There is a need to introduce enforceable controls in the central parking areas, in particular to limit the length of stay, both on-street and in the Market Place. The introduction of modest charges for short stay parking would be appropriate.</p>

<p>Actions</p>	<p>Request County Council;</p> <p>(a) Review TROs in the centre of Moreton</p> <p>(b) consider introduction of charged for limited waiting on the High Street</p> <p>(c) Complete remedial works to address anomalies with lines and signs</p> <p>(d) Enter dialogue with the Town Council regarding charged for limited waiting in the Market place.</p>
<p>Off-street</p>	
<p>Current situation</p>	<p>The District Council operates one car park with 53 spaces in Station Road controlled by a pay and display order.</p> <p>There is parking provision for 2/3 coaches in the High Street.</p> <p>To provide for long stay parking the currently underused short stay car park in Station Road could be converted to a long stay car park.</p>
<p>Surveys and observations</p>	<p>Car park usage</p> <p>Surveys have been undertaken of the usage of the car parks in Moreton. The surveys were undertaken on a weekday and on a Saturday in April 2009. Previous surveys were undertaken in November 2005 and July 2006.</p> <p>The following observations were made for Station Road car park:</p> <ul style="list-style-type: none"> • Car park underused; maximum weekday usage on non-market day 37% of capacity; • Saturday usage higher; maximum 65% of capacity; • Usage declining over time; • Low level of non-compliance for most of the day during the week but not an issue on Saturday. <p>Car park condition</p> <p>An assessment has been made of the condition of the car park, details of which are given in Chapter 3 of the Parking Strategy supplementary information booklet.</p> <ul style="list-style-type: none"> • Station Road Car Park <ul style="list-style-type: none"> o Review direction signage following introduction of one way system on approach road; o Remark bays as necessary; o Consider provision of litter bins.

Actions	<p>Remark bays in Station Road car park as necessary and provide litter bins.</p> <p>Review need for coach parking, subject to need being established enter dialogue with community to encourage, facilitate or enable the development of appropriate coach parking, if a suitable site(s) can be identified, funding sourced and ownership/management agreed.</p>

Chapter 16 - Northleach

Context	Northleach is a small town which stands at a crossroads on the Roman Fosse Way, in an area of outstanding natural beauty. Northleach has a resident population of approximately 1600.
Consultation	<p>A Member workshop and consultation meetings have been held with Town Councils, Chambers of Commerce and the Cirencester and South Cotswold Access Group.</p> <p>Northleach Town Council</p> <ul style="list-style-type: none"> • Current on street parking causes problems for moving traffic and has resulted in some damage to vehicles; • Suggested one way system in The Green; • Review of orders in Market Square; day time parking prohibition on west side not required; • Consider limited waiting in The Green; one hour limit. • Town Plan questionnaire identified the need for additional off street parking; • Options considered include traffic calming and echelon parking on one side only; • Need for additional parking restrictions to reinforce accesses and outside the Cotswold Hall;
On – street	
Current situation	There are currently no residents parking schemes.
Surveys and observations	<p>Assessments have been made of the appropriateness of some of the Traffic Regulation Orders, which detail parking restrictions, in the centre of Northleach. The on street parking in High Street is causing problems partly due to the nature of the existing traffic regulation orders and the need for increased enforcement particularly at weekends. The results of the survey along with detailed recommendations for revised orders are provided in Chapter 4 of the Parking Strategy supplementary information booklet.</p> <p>A number of anomalies in the signing and lining were observed and these are also recorded in Chapter 4 of the Parking Strategy supplementary information booklet. The County Council is currently undertaking remedial works.</p> <p>The current on street parking arrangements are generally satisfactory but there is a need for some amendments to avoid conflict with moving traffic and obstruction of accesses.</p>
Actions	<p>Request County Council:</p> <p>(a) complete remedial works to address anomalies with lines and signs is completed as soon as possible</p>

	(b) Review the traffic regulation orders in Market Place and High Street in order to maximise the parking provision whilst maintaining safe traffic movements.
Off-street	
Current situation	<p>There are 27 car parking spaces laid out, in the Market Place and in The Green. There is no limit on the length of stay.</p> <p>There is a need for additional parking in Northleach and the Town Council is actively seeking a suitable site for a car park.</p>
Actions	Enter dialogue with community to encourage, facilitate or enable the development of appropriate additional car and coach parking, if a suitable site(s) can be identified, funding sourced and ownership/management agreed.

Chapter 17 - Stow on the Wold

Context	Stow on the Wold is a small market town with a thriving tourist industry and shopping centre. Stow on the Wold has a resident population of approximately 2100.
Consultation	<p>A Member workshop and consultation meetings have been held with Town Councils, Chambers of Commerce and the Cirencester and South Cotswold Access Group.</p> <p>Stow on the Wold Town Council</p> <ul style="list-style-type: none"> • Concerns about high cost of parking and “free” parking in West Oxfordshire; • Need for additional free long stay parking; • Opposed to charging in The Square. • Costs encourage increased long stay parking on street in residential areas; • Signage to free car park at supermarket need to be improved and town centre employees encouraged to use the car park; • Concerns that proposed additional housing developments will increase parking problems; • Concerns that the CEO rotas are known by regular parkers and the time limit in The Square ignored on days when no CEO visit expected; need more enforcement of limited waiting areas; • Need for better located coach parking; coaches not using Mangersbury Road car park; consider coach parking on supermarket access. • A business parking survey undertaken by the Town Council in 2006 had revealed excessive long stay parking by employees in residential areas; some abuse of the time limits in The Square to the detriment of trade; None of the respondents paid for long stay parking in Mangersbury Road car park; • There was some support for charges for parking in The Square as a means of improving compliance with the restrictions.
On – street	
Current situation	<p>There are currently no residents parking schemes.</p> <p>There is two hour restricted parking in the square but this is difficult to enforce and drivers can move their vehicles between parking spaces.</p>
Surveys and observations	<p>Assessments have been made of the appropriateness of some of the Traffic Regulation Orders, which detail parking restrictions, in the centre of Stow-on-the-Wold. The on street parking in High Street is causing problems partly due to the nature of the existing traffic regulation orders and the need for increased enforcement particularly at weekends. The results of the survey along with detailed recommendations for revised orders are provided in Chapter 4 of the Parking Strategy supplementary information booklet.</p>

	<p>A number of anomalies in the signing and lining were observed and these are also recorded in Chapter 4 of the Parking Strategy supplementary information booklet. The County Council is currently undertaking remedial works.</p>
Scope for improvement	<p>There is some support for the designation of Stow Square as a restricted zone, which would restrict parking anywhere within that zone to a limited period i.e. 2 hours. The geographic layout of the square with just two roads into the area means defining and signing the zone would be straight forward and the restriction would be easy for the public to understand.</p>
Actions	<p>Request County Council;</p> <p>(a) Review TROs in the centre of Stow in the Wold</p> <p>(b) Consider designation of Stow square as a restricted Zone.</p> <p>(c) Consider introduction of charges for limited waiting in the Square</p> <p>(d) Complete remedial works to address anomalies with lines and signs</p> <p>(e) Consider introduction of residents parking scheme</p>
Off-street	
Current situation	<p>There are two car parks; a charged car park of 61 spaces at Mangersbury Road with 5 coach spaces and a 100 space free car park located at the TESCO supermarket, provided for general use and also for users of the store.</p>
Surveys and observations	<p>Car park usage</p> <p>Surveys have been undertaken of the usage of the car park in Stow. The surveys were undertaken on a weekday and on a Saturday in April 2009. Previous surveys were undertaken in November 2005 and July 2006.</p> <p>The following observations were made for the car parks:</p> <p>Mangersbury Road</p> <ul style="list-style-type: none"> • Higher usage in spring and summer than the winter; • Usage in April 2009 higher than in July 2006; • Car park full at 2 p.m. in latest survey; • Very little non-compliance; • April 2009 Saturday usage considerably lower than July 2006. <p>Fosseway</p> <ul style="list-style-type: none"> • Usage increasing over time; • Maximum weekday usage at 1 p.m.; 88% of capacity; • Full to capacity at times on Saturday.

	<p>Car park condition</p> <p>An assessment has been made of the condition of the car park, details of which are given in Chapter 3 of the Parking Strategy supplementary information booklet.</p> <p>Fosseway Car Park</p> <ul style="list-style-type: none"> o Review winter maintenance regime with the land owner; o Review maximum length of stay. <p>Maugersbury Road Car Park</p> <ul style="list-style-type: none"> o Consider improved lighting; o Review provision for motor cycles; o Review car park layout by coach bays. o Review number of payment machines, guidance suggests one additional machine is required. o Consider improving drainage at the lower end of car park. <p>Car park signage</p> <p>The current has been considered as has the pedestrian signage, where provided.</p> <ul style="list-style-type: none"> o The is a need to rationalise the direction signing to direct visitors to both the short stay on-street parking the Market Place and to the car park in Maugersbury Road; o The free car park in Fosseway is well signed. <p>The current tariffs at the Maugersbury Road car park are reasonable for visitors to the town and the car park is well used in the peak of the tourist season. The all day charge is set at a level which will deter parking by employees of businesses in the town and this is increasing pressure on the limited availability of on street parking in residential areas. In turn this is leading to increasing demands by residents for parking controls and permit parking arrangements. Consideration of a revised tariff structure may help to ease this problem.</p> <p>The use of Maugersbury Road car park is reduced by the extensive free on-street parking throughout the town centre. This limited parking is difficult to enforce adequately without significant resources and much of the parking is likely to be for periods in excess of the current two hour limit.</p>
Actions	<p>Enter dialogue with community to encourage, facilitate or enable the development of appropriate additional car and coach parking, if a suitable site(s) can be identified, funding sourced and ownership/management agreed.</p> <p>Provide various options for car park charges and tariffs during annual charging review for 2011/12.</p>

Chapter 18 - Tetbury

Context	Located in the South of the district, Tetbury is a busy market town with a resident population of approximately 5400.
Consultation	<p>A Member workshop and consultation meetings have been held with Town Councils, Chambers of Commerce and the Cirencester and South Cotswold Access Group.</p> <p>Tetbury Town Council and Chamber of Commerce (joint meeting)</p> <ul style="list-style-type: none"> • Concerns about free parking in Stroud District and Malmesbury; • Revised charging tariff in West Street working well; • Supportive of introduction of limited waiting in areas currently unrestricted; one hour limit reasonable and should be consistent throughout the town to avoid confusion leading to penalty charge notices. • On street charging not considered necessary; • Tetbury concerned to remain competitive with its neighbours; • Support additional provision for parking by the disabled; possibly in Old Brewery Lane; • Current enforcement arrangements satisfactory.
On – street	
Current situation	There are currently no residents parking schemes.
Surveys and observations	<p>Assessments have been made of the appropriateness of some of the Traffic Regulation Orders, which detail parking restrictions, in the centre of Tetbury. The on street parking in High Street is causing problems partly due to the nature of the existing traffic regulation orders and the need for increased enforcement particularly at weekends. The results of the survey along with detailed recommendations for revised orders are provided in Chapter 4 of the Parking Strategy supplementary information booklet.</p> <p>A number of anomalies in the signing and lining were observed and these are also recorded in Chapter 4 of the Parking Strategy supplementary information booklet. The County Council is currently undertaking remedial works.</p> <p>There is a need for some amendment to the on street parking arrangements which would increase the number of short stay parking spaces to the benefit of the retail sector.</p>
Actions	<p>Request County Council;</p> <p>(a) Review TROs in the centre of Tetbury</p> <p>(b) Consider introduction of charges for limited waiting in the Square and short stay parking where restrictions do not apply at present.</p>

	<p>(c) Complete remedial works to address anomalies with lines and signs</p> <p>(d) Introduce on street parking for the disabled</p> <p>(e) Consider introduction of additional Residents Parking schemes (see 'Residents parking'.</p>
Off-street	
Current situation	<p>There are three charged car parks in the centre of Tetbury, all controlled by pay and display orders, providing a total of 158 spaces. In addition a free 80 space long stay car park with two spaces for coach parking is provided at the site of the Old Railyard and a 20 space lorry park on the northern outskirts of the town.</p> <p>The car park at The Chipping is owned by the Feoffees Charitable Trust but managed by the District Council.</p>
Surveys and observations	<p>Car park usage</p> <p>Surveys have been undertaken of the usage of the car parks in Tetbury. The surveys were undertaken on a weekday and on a Saturday in April 2009. Previous surveys were undertaken in November 2005 and July 2006</p> <p>The following observations were made for the car parks and Lorry park in Tetbury:</p> <p>The Chipping</p> <ul style="list-style-type: none"> • Under used at all times on weekdays; • Weekday non-compliance lower in latest survey but high level of non-compliance on Saturday; maximum 18 vehicles at 9 a.m. <p>Old Brewery Lane</p> <ul style="list-style-type: none"> • Car park nearly full late morning and early afternoon on weekdays; at capacity most of Saturday; • Some non-compliance early and late in the day. <p>West Street</p> <ul style="list-style-type: none"> • Usage higher in November than at other times; • Under used most of the day; • Some non-compliance; higher on Saturday than weekdays; • High level of season ticket use. <p>The Old Rail yard</p> <ul style="list-style-type: none"> • Usage increasing over time but still under used; maximum usage 56% of capacity at 3 p.m. on Saturday.

	<p>Lorry Park</p> <ul style="list-style-type: none"> • Under used; • Weekday usage April 2009 very low – one trailer; • Saturday usage April 2009 – two trailers. <p>Car park condition</p> <p>An assessment has been made of the condition of the car park, details of which are given in Chapter 3 of the Parking Strategy supplementary information booklet.</p> <p>Church Street car Park</p> <ul style="list-style-type: none"> o Remark bays as necessary; o Consider provision of lighting; o Repair surface as necessary. <p>Lorry Park</p> <ul style="list-style-type: none"> o Review need for facility; o Consider improvement to surface; o Review maximum length of stay. <p>The Chipping Car Park</p> <ul style="list-style-type: none"> o No issues. <p>The Rail yard Car Park</p> <ul style="list-style-type: none"> o No issues. <p>West Street Car Park</p> <ul style="list-style-type: none"> o Provide additional direction signs; o Remark bays as necessary; o Consider improved lighting; o Review number of payment machines, guidance suggests one additional machine is required. <p>Car park signage</p> <p>The current signage has been considered as has the pedestrian signage, where provided. The car park signing is generally satisfactory although a little confusing from the Fox Hill direction.</p> <p>The lower tariffs applicable in Tetbury appear reasonable and recent amendments have been well received locally.</p> <p>There is a need for additional parking provision for the disabled and one possible location is Old Brewery Lane, although there would be some benefit in additional on street provision throughout the central shopping area.</p>
Actions	<p>Provision of additional car parking facilities for the disabled.</p> <p>Develop business case for improvements to the environment and</p>

	<p>quality of Church Street (Old Brewery Lane) Car Park and West Street Car Park, to include consideration to lighting, marking of bays and surface repairs, as well as adequate number of suitable payment machines.</p> <p>Ensure consistent use of one name for Church Street (Old Brewery Lane) Car Park</p> <p>Review need for the Lorry Park. If continued provision is agreed, consider improvement to surface and review maximum length of stay.</p> <p>Review the car park signing from the Fox Hill direction.</p>
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DRAFT ACTION PLAN

ACTION TIME SCALE: Short Term: 1 Year; Medium Term: 1-3 Years; Long Term: over 3 Years, Ongoing: effective immediately and work continued for at least next 5 years

Achieving Aims and objectives

This Strategy sets out a draft Action Plan, the actions will be considered in detail and different approaches taken:

Actions identified on a settlement by settlement basis

These actions will be discussed in detail with the communities involved. Mutual agreement will be sought for changes to be implemented and prioritised actions identified with the Town, District and County Councils.

Actions requiring significant resource implications

Where actions require significant staffing or capital or revenue investment, which cannot be met from within the existing service resource allocations, a business case will be prepared. Business cases will detail the costs and benefits of the service improvement and will be subject to member approval.

Actions requiring Policy decision

These actions require a policy decision, some may be subject to Portfolio holder decision, others which have significant resource implications will require Cabinet and Full Council approval.

Actions achievable within existing resources

Some actions require minimal staffing or financial resources, do not require policy change and do not require further community consultation. These actions will be implemented in consultation with the Portfolio holder on a priority basis.

Actions which are the responsibility of Gloucestershire County Council

On-street parking provision is the responsibility of the County Council. Whilst the strategy and draft action plan may identify areas for improvement on-street, the agreement and resource commitment of the County council to undertake these actions would need to be secured.

It should be noted that some actions fall within more than one category. For example, some actions which have been identified on a settlement by settlement basis, will, once agreed and prioritised in principle by the group of councils, require formal approval by District Councillors at Cabinet or Full Council.

The actions have been prioritised based on a points score, with one point awarded for a contribution to each of the following objectives:

- Traffic management
- Meeting customer need currently not met
- Improved safety
- Environmental improvement
- Improved customer choice
- Service enhancement (Improved customer experience)
- Reduction in carbon emissions
- Community priority
- Operational requirement
- Managing demand

Score of 1 is low priority, score of 2 is medium priority, score of 3 or more is high priority

Actions that achieve more than one objective are deemed to be higher priority. It should be noted however that some actions will be linked and the most cost effective method of delivery will be to undertake actions together this may result in some lower priority actions being undertaken alongside high priority actions.

Actions identified on a settlement by settlement basis

These actions will be discussed in detail with the communities involved. Mutual agreement will be sought for changes to be implemented and prioritised actions identified with the Town, District and County Councils. The actions identified will form the basis for discussion, this includes references to Traffic Regulation Orders and Lines and signs.

Settlement	Reference	Action	Score	Timescale
Bourton on the Water	1.0	On-street issues - Request County Council;		
	1.1	Consider increased attendance of Civil Enforcement Officers on-street	3	Short
	1.2	Complete remedial works to address anomalies with lines and signs	2	Medium
	1.3	Review Traffic Regulation Orders in the centre of Bourton on the Water	2	Short
	1.4	Enter dialogue with the Town Council regarding possible introduction of charged for limited waiting in the centre of Bourton on the Water	1	Long
		Off-street issues		
	1.5	Consider increased attendance of Civil Enforcement Officers off-street	3	Short
	1.6	Increase provision of wide spaces for the disabled in Rissington Road car park.	2	Medium
	1.7	Enter dialogue with community to encourage, facilitate or enable the development of appropriate additional seasonal or permanent car parking, if a suitable site can be identified, funding sourced and ownership/management agreed.	2	Medium
	1.8	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.	2	Medium
1.9	Highlight concerns regarding long stay tariffs during annual fees and charges review.	1	Short	
Chipping Campden	20	On-street issues - Request County Council;		
	2.1	Complete remedial works to address anomalies with lines and signs	2	Short
	2.2	Review Traffic Regulation Orders in the centre of Chipping Campden	2	Short

	2.3	Consider a set down/pick up facility in the town centre for coaches	1	Medium
	2.4	Consider provision for loading/unloading in the High Street	1	Medium
	2.5	Enter dialogue with the Town Council regarding possible introduction of charged for limited waiting in the High street and additional provision for the disabled	1	Long
		Off-street issues		
	2.6	Enter dialogue with community to encourage, facilitate or enable the development of appropriate additional car and coach parking, if a suitable site(s) can be identified, funding sourced and ownership/management agreed.	2	Medium
	2.7	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.	2	Medium
	2.8	Work with the Town Trust to seek a more appropriate management arrangement for the car park in the Square	1	Medium
Cirencester	3.0	On-street issues - Request County Council;		
	3.1	Review the arrangements for taxis in the Market Place.	3	Medium
	3.2	Complete remedial works to address anomalies with lines and signs	2	Short
	3.3	Review Traffic Regulation Orders in the centre of Cirencester	2	Short
	3.4	Amend the Orders in the “Restricted Zone” to enable effective enforcement;	2	Short
	3.5	Consider the introduction of additional Residents Parking schemes in the following locations: <ul style="list-style-type: none"> • Chester Street, Cirencester • Victoria Road, Cirencester • King Street, Cirencester • Church Street, Cirencester • Queen Street, Cirencester 	2	Medium

		• Prospect Place, Cirencester		
	3.6	Improve pedestrian crossing points to the Market place car park	2	Medium
	3.7	Review access restrictions in Cricklade Street and Blackjack Street;	2	Medium
	3.8	Review on street parking in order to increase provision for the disabled and for loading and unloading;	2	Medium
	3.9	Consider Replacement of exemption to limited waiting for residents with residents parking schemes on a street by street basis in Cirencester	2	Medium
	3.10	Amend central area Traffic Regulation Orders to apply on all days;	1	Short
	3.11	Enter dialogue with the Town Council regarding possible introduction of charged for limited waiting in the central area	1	Long
		Off-street issues		
	3.12	Develop business case for improvements to the environment and quality of Beeches, Brewery, Forum, Old Station, Queen Street and Waterloo Car Parks to include consideration to lighting, marking of bays and surface repairs.	4	Medium
	3.13	Provision of improved signing to alternative car parks	2	Medium
	3.14	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.	2	Medium
	3.15	Enter dialogue with community to encourage, facilitate or enable the development of appropriate additional car parking, if suitable site(s) can be identified, funding sourced and ownership/management agreed, with the aim of increasing parking provision by 15%	2	Long /on-going
Fairford	4.0	On-street issues - Request County Council;		
	4.1	Complete remedial works to address anomalies with lines and signs	2	Short
	4.2	Review Traffic Regulation Orders in the centre of Fairford	2	Medium
	4.3	Consider provision of residents parking permits providing exemption from the limited	1	Medium

		waiting time limits.		
	4.4	Enter dialogue with the Town Council regarding possible introduction of charged street short stay parking on East side of High Street	1	Long
		Off street issues		
	4.5	Discuss with the Town Council the reasons for underuse of existing car park i.e. improvements to safety and security	2	Medium
Lechlade	5.0	On-street issues - Request County Council;		
	5.1	Complete remedial works to address anomalies with lines and signs	2	Short
	5.2	Review Traffic Regulation Orders in the centre of Lechlade	2	Medium
	5.3	Review the continued provision of Residents' parking schemes in Burford Street and Oak Street	1	Medium
		Off street issues		
	5.4	Encourage the Town Council to improve signage to the long stay car park	2	Medium
	5.5	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.	2	Medium
	5.6	Review the parking provision in the Market Place, ensuring the spaces provided for the disabled are marked correctly;	1	Medium
Moreton in Marsh	6.0	On-street issues - Request County Council;		
	6.1	Complete remedial works to address anomalies with lines and signs	2	Short
	6.2	Review Traffic Regulation Orders in the centre of Moreton	2	Medium
	6.3	Enter dialogue with the Town Council regarding possible introduction of charged for limited waiting in the Market place.	1	Long
		Off street issues		

	6.4	Remark bays in Station Road car park as necessary and provide litter bins.	2	Medium
	6.5	Review need for coach parking, subject to need being established enter dialogue with community to encourage, facilitate or enable the development of appropriate coach parking, if a suitable site(s) can be identified, funding sourced and ownership/management agreed.	2	Medium
	6.6	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.	2	Medium
Northleach	7.0	Off-street issues		
	7.1	Enter dialogue with community to encourage, facilitate or enable the development of appropriate additional seasonal or permanent car parking, if a suitable site can be identified, funding sourced and ownership/management agreed.	2	Long
		On-street issues - Request County Council;		
	7.2	Complete remedial works to address anomalies with lines and signs is completed as soon as possible	2	Short
	7.3	Review the traffic regulation orders in Market Place and High Street in order to maximise the parking provision whilst maintaining safe traffic movements	2	Medium
	7.4	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.	2	Medium
Stow on the Wold	8.0	On-street issues - Request County Council;		
	8.1	Review Traffic Regulation Orders in the centre of Stow in the Wold	2	Medium
	8.2	Consider designation of Stow square as a restricted Zone.	2	Medium
	8.3	Request County Council - Consider creation of additional residents parking schemes in the Well Lane area.	2	Medium
	8.4	Enter dialogue with the Town Council regarding possible introduction of charged for limited	1	Long

		waiting in the Square		
		Off-street issues		
	8.5	Provide various options for car park charges and tariffs during annual charging review for 2011/12.	2	Short
	8.6	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.	2	Medium
	8.7	Enter dialogue with community to encourage, facilitate or enable the development of appropriate additional car and coach parking, if a suitable site(s) can be identified, funding sourced and ownership/management agreed.	2	Long
Tetbury	9.0	On-street issues - Request County Council;		
	9.1	Introduce on street parking for the disabled	1	Medium
	9.2	Enter dialogue with the Town Council regarding possible introduction of charged for limited waiting in the Square and short stay parking where restrictions do not apply at present.	1	Medium
	9.3	Complete remedial works to address anomalies with lines and signs	2	Short
	9.4	Consider creation of additional residents parking schemes in West Street.	2	Medium
	9.5	Review Traffic Regulation Orders in the centre of Tetbury	2	Medium
		Off-street issues		
	9.6	Develop business case for improvements to the environment and quality of Church Street (Old Brewery Lane) Car Park and West Street Car Park, to include consideration to lighting, marking of bays and surface repairs, as well as adequate number of suitable payment machines.	4	Medium
	9.7	Review need for the Lorry Park. If continued provision is agreed, consider improvement to surface and review maximum length of stay. Alternatively sell lease to reduce service costs.	3	Short/Medium
	9.8	Review the car park signing from the Fox Hill direction.	2	Medium
	9.9	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.		
	9.10	Provision of additional car parking facilities for the disabled.	I	Medium

Actions requiring significant resource implications

Where actions require significant staffing or capital or revenue investment, which cannot be met from within the existing service resource allocations, a business case will be prepared. Business cases will detail the costs and benefits of the service improvement and will be subject to member approval.

Settlement	Reference	Action	Score	Timescale
Payment Options	10.1	Consider business case for replacement of existing Pay and Display machines, which should include consideration of number of machines provided, solar powered machines, energy efficient, and cashless payment options.	4	Short
Future Demand	10.2	Identify scope for increased parking provision based on demand on a settlement specific basis – review demand when any revised growth forecast is available or major development proposed. (noted in settlements above)		
Commitment to climate change	10.3	Consider the design and construction of car parks during planning development and improvements to ensure that, where possible, they are adapted to changing climate.		

Actions requiring Policy decision

These actions require a policy decision, some may be subject to Portfolio holder decision, others which have significant resource implications will require Cabinet and Full Council approval.

Settlement	Reference	Action	Score	Timescale
Commitment to climate change	11.1	Consider provision of charging points for electric vehicles as part of wider scale car park improvements.	3	Medium
Charging	11.2	Continue to conduct an annual review of charges, taking into account local issues and concerns and consider; <ul style="list-style-type: none"> - Level of charges - Level of discount on season tickets - Charging periods - Concessions for low carbon vehicles 	2	Ongoing

		During the review of charges for 2011/12 undertake a review of tariff structures considering various options available.	2	Short
Provision for specialist groups	11.3	Consider exemption for the disabled from the time limit on certain car parks.		

Actions which are the responsibility of Gloucestershire County Council

On-street parking provision is the responsibility of the County Council. Whilst the strategy and draft action plan may identify areas for improvement on-street, the agreement and resource commitment of the County council to undertake these actions would need to be secured.

Generic issue	Reference	Action	Score	Timetable
Parking for specialist Groups	12.1	Provide some disabled spaces suitable for vehicles which require wheelchair loading/unloading from the rear on-street.	3	Medium
	12.2	Request County Council make environmental improvements to the taxi rank in Market place Cirencester with improved access for pedestrians and provision for the disabled and taxis.	2	Medium
Residents Parking	12.3	Where Residents parking schemes exist careful consideration must be given to the needs of residents, the number of permits issued and the capacity of the streets.	2	Ongoing
Enforcement	12.4	Request the County Council consider simplifying the on-street parking restrictions to align times and durations where possible.	1	Medium
	12.5	Request that the County Council note the request from communities to remove certain vehicles and give consideration whether this action could be taken.	1	Long

Actions achievable within existing resources

Some actions require minimal staffing or financial resources, do not require policy change and do not require further community consultation. These actions will be implemented in consultation with the Portfolio holder on a priority basis.

Generic issue	Reference	Action	Score	Timetable
Enforcement	13.1	Consider increasing the Civil Enforcement Officer establishment to enable increased on-street enforcement in the tourist hot spots particularly at weekends and in the peak season; (N.B. Preparation of a business case to seek support for this action from both the County Council, under the terms of the agency agreement and Cotswold District Councils Cabinet will be necessary)	3	Short
Parking for specialist groups	13.2	Provide some disabled spaces suitable for vehicles which require wheelchair loading/unloading from the rear off street	3	Medium
Alternative Modes of Transport	13.3	Support the County Council in its promotion of bus use and rise the profile of alternative methods of transport, particularly 'green' transport in proposals for development.	2	Ongoing
Parking for specialist groups	13.4	Re-mark disabled spaces in accordance with guidance and provide signs.	2	Medium
	13.5	Review the provision of secure parking for motor cycles and promote availability of spaces.	2	Medium
	13.6	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.		
Provision of public information	13.7	Provide display boards in all major car parks which should include maps indicating 'you are here' markings and identifying key information i.e. location of shops, toilets, tourist attractions.	2	Medium
	13.8	Provide location maps on the Councils 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
	13.9	Explore practicalities of Civil Enforcement Officers carrying maps and if feasible, consider funding opportunities to enable the provision of maps to tourists.	1	Long

Parking for specialist groups	13.10	Review current usage of disabled spaces district wide to determine whether additional spaces are required. If demand is high provide additional spaces within suitable car parks, where needed.	I	Medium
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