

REPORT TITLE: MID-TERM REFRESH OF THE PARKING STRATEGY

CABINET

7 DECEMBER 2016

PORTFOLIO HOLDER: CLLR JAMES BYRNES - PORTFOLIO HOLDER FOR  
TRANSPORT AND PROFESSIONAL SERVICES

REPORT OF ASSISTANT DIRECTOR (ENVIRONMENT)

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WARD(S): ALL

PURPOSE

The purpose of this report is to present a mid-term refresh of the City Council's adopted Parking Strategy for the District.

The recently-undertaken public consultation has shown strong support for the aims and underlying principles of the Strategy. Most aspects of the refresh are therefore concentrated on how the Strategy is delivered. Whilst there are some parking issues outside of Winchester itself, most debate has centred on the city where there is a high demand for parking for a variety of purposes.

Recent car park occupancy surveys which were undertaken to inform this review show that occupancy rates have increased, meaning many car parks are operationally full much of the time. In this sense, the Strategy has been successful, as there are fewer unoccupied (and therefore non-performing) parking spaces provided, as a percentage of the whole. Consequently, the report focusses on actions needed to implement its aim and objectives in the light of changing external circumstances. It recommends measures relating to the marketing, signing and pricing regimes of car parks, along with investment in parking facilities within Winchester aimed at serving the city centre and promoting the use ULEVs (Ultra Low Emission Vehicles).

**RECOMMENDATIONS:****That Cabinet**

1. confirms the aim and objectives of the existing Winchester District Car Parking Strategy 2014-2018; and.
2. approves the recommendations made in paragraphs 8.11, 8.24, 8.32, 8.37, 8.41, and 8.46 of the Report (which relate to the Council's approach to car park charges, signing, parking capacity in central Winchester and park and ride on the north side of town, use of technology (including measures to support Ultra Low Emission Vehicles)) in order to assist with the continued implementation of the Strategy.

**IMPLICATIONS:****1 COMMUNITY STRATEGY OUTCOME**

- 1.1 Having an effective parking strategy is relevant to supporting two outcomes of the Winchester District Community Strategy, i.e. High Quality Environment and Economic Prosperity, in terms of delivering effective traffic management and supporting transport provision and the local economy.

**2 FINANCIAL IMPLICATIONS**

- 2.1 None directly at this stage but the Strategy will continue to require investment to achieve its aims in terms of managing and developing transport and parking infrastructure. Resources will need to be carefully planned in order to develop and deliver the actions recommended arising from the Strategy and this review of it. These will come forward primarily through the car parks major works programme, or as major projects which will be considered further by Cabinet, with funding identified through the formulation and approval of the Council's Capital Programme in the usual way.
- 2.2 Furthermore, any changes to parking charges intended to reinforce the implementation of the Strategy will potentially affect income and, in so doing, will have budget implications for the Council. This will need to be considered in a separate report dealing specifically with car park charges.

**3 LEGAL AND PROCUREMENT IMPLICATIONS**

- 3.1 The Council is able to provide and operate car parks, and to set and amend charges for car parking in those car parks, under the Road Traffic Regulation Act 1984. Section 122 of that Act places a duty on the Council to exercise those powers, to secure the expeditious, convenient, and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable

and adequate parking on and off the highway. In doing this, it must have regard, so far as practicable, to various matters, including in particular the effect on the amenities of the locality, the national air quality strategy, the importance of facilitating the passage of public service vehicles and safe use/convenience of these, and any other matters appearing to the Council to be relevant.

- 3.2 The Act further prescribes how income and expenditure from car parking charges is accounted for, and spent.

#### 4 WORKFORCE IMPLICATIONS

- 4.1 None

#### 5 PROPERTY AND ASSET IMPLICATIONS

- 5.1 Whilst making no direct implications for property and assets, the realisation of some of the longer term aspirations of the adopted Strategy would seek to consolidate some of the Council's parking assets in a more streamlined way. This could see the use of some existing car parking sites for alternative purposes and the development, or intensification, of car parking on others. The individual implications and approval of such actions would need to be developed as part of the Capital Programme, and therefore subject of further reports to Cabinet for decision, in the usual way.

- 5.2 Following a successful trial in the Chesil Multi-Storey Car Park, it is proposed to introduce the coloured surfacing throughout the Chesil , Tower St and The Brooks car parks. Intelligent LED lighting has been successfully installed in the Chesil MSCP and this will be extended to the Tower St and The Brooks car parks as funds permit.

- 5.3 Charging points have been installed in the Chesil MSCP and a work programme for the introduction of charging points at other locations will be included in the Asset Management Plan.

#### 6 CONSULTATION AND EQUALITY IMPACT ASSESSMENT

- 6.1 The evidence base for the Parking Strategy review focuses on two aspects; a public consultation exercise and a series of car parking occupancy surveys.

- 6.2 During the 6 week consultation period, the 241 responses received included many detailed points and suggestions. In addition, a wider audience involvement and awareness was gained through discussions with key stakeholders such as the Winchester Business Improvement District and Winchester Action on Climate Change.

- 6.3 A summary of the consultation responses has been produced; see Appendix 1 to this report. A full set of the consultation responses is also available as a background document.

- 6.4 The Strategy continues to offer a range of parking provision in terms of location and cost, as such it is not thought that any of the proposed changes would adversely affect equality issues for any users.

## 7 RISK MANAGEMENT

- 7.1 The delivery of a car parking strategy has a number of inherent risks. Building or providing too much car parking represents an inefficient use of the Council's assets and may miss an opportunity for better management of the environmental effects of traffic, whilst failure to provide sufficient capacity can result in both a loss of visitors and a subsequent loss of income to local businesses with subsequent harm to economy of the District. Individual risks will be considered in the development and agreement of actions arising

<b>Risk</b>	<b>Mitigation</b>	<b>Opportunities</b>
<i>Property – Inefficient or under use of Council assets.</i>	Assess parking requirements (evidence base) and provide a corresponding level of parking consistent with the aim of the Strategy.	Improve the way car parks are signed to enable drivers to make more informed choices so they use the first available car park which meets their needs.
<i>Community Support – Parking Strategy does not reflect community needs or views.</i>	Public consultation undertaken to understand customer needs and views.	Use these responses to inform the Strategy review.
<i>Timescales N/A</i>		
<i>Project capacity N/A</i>		
<i>Financial / VfM Changing parking provision and charges can impact upon Council income.</i>  <i>Infrastructure improvements will need capitol funding yet to be identified.</i>	Assess likely effects on income based existing patterns of use and parking receipts as far as possible.  Consider business cases for infrastructure improvements including funding as part of capitol programme. Look at all sources of funding including Community Infrastructure Levy.	
<i>Legal N/A</i>		
<i>Innovation N/A</i>		
<i>Reputation Failure to provide adequate parking with subsequent harm to</i>	Ensure that the Strategy is evidence-based and its aim delivers the	

Risk	Mitigation	Opportunities
<i>the District's economy or over or inefficient provision of parking will impact negatively on the Council's reputation.</i>	appropriate parking capacity for the District.	
Other None		

## 8 SUPPORTING INFORMATION:

- 8.1 This report presents a mid-term refresh of the City Council's adopted Parking Strategy for the District. It includes the results of a six-week consultation which looked at the levels of support for the principles and overall aim of the Strategy along with more detailed analysis of key parking elements related to parking provision (capacity) and occupancy, charges and signing. The report also seeks to ensure that there is strong and clear alignment with the Economic Strategy.
- 8.2 The Strategy was originally drafted and published following the publication of the document 'Towards a Winchester District Parking Strategy', which was subject to a 6 week public consultation in the autumn of 2013. It was adopted to cover a 5 year period (2014 to 2018) with the intention that it be reviewed part way through that period.
- 8.3 As a strategic document, it does not set out a detailed action plan for every aspect of car parking in the District. It does, however, set out the basis on which the Council will make decisions regarding off-street parking provision and what outcome it is intended these should achieve. The adopted Parking Strategy is available online and as a background document to this report.
- 8.4 The principle at the heart of the Strategy is to ensure that the Council provides sufficient (but not excess) car parking spaces in the city and market towns to ensure their economic and social sustainability. This means having the correct level of car parking where it is truly functional, and managing it in a purposeful way. To achieve this, it has been important to understand what purpose particular car parking fulfils and what levels of usage there are. This was originally informed by detailed surveys and studies undertaken in the development of the Strategy, and through the many comments and input received through consultation; this review has repeated most of those studies.
- 8.5 The Strategy as adopted favours the principle of parking consolidation, making sure that the parking needed is provided efficiently, probably in fewer but better designed car parks in certain settlements such as Winchester. It is important to recognise that consolidation does not necessarily mean reduction in the overall amount of parking provided but it does mean the best configuration of the spaces needed. This approach, if undertaken in the right way, can help to achieve environmental and social benefits whilst seeking to support good asset management principles and support the local economy.

- 8.6 The adopted Winchester Town Access Plan and the County Council's emerging Traffic Movement Study for Winchester includes, or will include, policies and actions which are relevant to the development of a District Parking Strategy with respect to the Town area and these have and will continue to be considered as part of the on-going development and delivery of the Strategy and will inform a full review which will take place in 2018.
- 8.7 This report looks at both the overall aim and its supporting principles and strategic approach, and having established that these are still appropriate and has public support, then seeks to evaluate how the Council can continue to deliver on the intended outcomes

### Strategy Aim and Objectives.

- 8.8 The overall aim of the adopted Car Parking Strategy is

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

In response to the key question **'Do you support the overall aim of the adopted Car Parking Strategy?'** there was a welcome and clear level of support from 76% of the respondents, with only 24% not supporting the overall aim.

The Car Parking strategy is also supported by ten underlying principles, the consultation sought to examine support for these principles and again there was a welcome and clear level of support for each. Eight of the ten principles achieved at least 80% support from respondents;

Efficient traffic and parking management is essential	98% support
On street parking issues need to be kept under review	97% support
Parking provision must be 'purposeful'	96% support
Car parks need to be a high standard in terms of facilities & conditions	95% support
Pricing of car parking and promotion needs to be 'intelligent'	95% support
Car park users expect charges to be reasonable and proportionate	95% support
Park & Ride services are a fundamental part of the parking provision	82% support
Marketing / promotion of car parking needs to be improved	80% support
At 85% occupancy a car park is considered full	65% support
Traffic signing is a useful tool, but has limited influence	56% support

- 8.9 In Winchester Town the strategic approach is supported by three underlying statements:
- That car parking levels serving the town will be retained at current levels (*2013 was the base year for the development of the strategy*) or expanded slightly in certain locations aiming to achieve 85% operational occupancy levels; (67% support)

- We will seek to consolidate parking in the most suitable locations within each quarter based on evidence of the way in which individual car parks are used; (69% support) and,
- The 'three ring' approach to pricing and allocating our car parks in Winchester Town will support tourism and the economy and will also help to reduce congestion, improve air quality and reduce our carbon footprint. (75% support)

Again, levels of support are demonstrably strong for this approach with at least two thirds of respondents endorsing each of the above statements.

- 8.10 In conclusion, it can be demonstrated that the majority of respondents support the overall aim and guiding principles of the Car Parking Strategy. **It is therefore recommended that the Council does not implement significant changes to the aim, objectives and outcomes of the Strategy at this point in time.** It is therefore appropriate to further examine the actual delivery of that Strategy focusing on the key consultation areas of capacities and car park occupancies, pricing and signing in conjunction with the parking data gathered as part of the review.

### Car Parking Capacity & Occupancies

- 8.11 To inform the review of the Parking Strategy, a series of car park occupancy surveys were carried out during May 2016. This replicated surveys carried out in 2007, 2010 and 2013. The information gathered is summarised in Appendix 2: Winchester Town Car Parks Occupancy Summary 2007 to 2016. This occupancy information was in addition to asking people's opinions as part of the public consultation.
- 8.12 The adopted Strategy identifies a 'three ring' approach to pricing and allocating Winchester town car parks;
- 'Centre' Ring Car Parks - The Brooks, Middle Brook Street, Colebrook Street, Cossack Lane, Upper Brooks Street, Friarsgate (now closed but to partially re-open in 2017), St Peter's, Tower St. & Gladstone St.
  - 'Inner' Ring Car Parks - Chesil Multi, Chesil Surface (now closed), Durngate, Worthy Lane, Coach Park, Cattle Market & River Park
  - 'Outer' Ring Car Parks - Park & Ride: Barfield, St Catherine's, Pitt & South
- 8.13 In comparison to the 2013 consultation, the majority of the respondents said that the current levels of car parking provision is insufficient to meet current needs most of the time and that there are some key pressure points in Winchester Town, along with some of the market towns (where some expansion is now needed to meet existing and future needs and growth). In response to the question 'do you think we are providing sufficient car parking in the right places?' three quarters of the respondents said 'no'.
- 8.14 This reflects the observed car park occupancies from the survey, which show that during a 'neutral' month (i.e. a month that does not exhibit the same 'peak' tendencies where there is higher than normal demand, an example

being December with pre-Christmas activity), occupancy rates for car parking defined as the 'centre' ring of Winchester are now at 99%, which is well in excess of the generally adopted definition of full (which is when 85% of spaces are occupied). This change in occupancy level is exactly what was intended to be achieved by the Strategy i.e. the higher occupancy of the available car parking spaces. However, the total closure the Friarsgate car park created unplanned additional pressure and it is recognised that the more capacity will be needed at peak times.

- 8.15 A similar picture exists with the 'inner' car parks; steady, and in some cases increased, occupancies, following a reduction in spaces means that, even in a neutral month, occupancy of 81% shows that there is little operational spare capacity (4%) to deal with any 'peak' occurrence.
- 8.16 Park and Ride continues to be a success story and there is currently a good balance between supply and demand. Sites are well used in neutral months but can still cope with peak periods. Increased provision of spaces ('South' and 'Pitt' car parks) has meant that occupancy is at 64% and this allows a healthy reserve for peak times – but it should also be noted in the context that demand (number of cars using the Park and Ride) has grown very considerably since 2007 (1173 in 2016 compared to just 695 in 2007).
- 8.17 Overall, therefore, the Strategy has performed as intended since it was adopted in 2014 in relation to Winchester, but in terms of capacity, the evidence suggests that there is a clear case for confirming that the level of parking in the city centre needs to be that which existed when the Car Parking Strategy was prepared, to ensure that the economic success of the town centre is sustained. Appendix 3 shows how the number of parking spaces in the 'Centre' and 'Inner' rings has declined over the period 2013 to 2017.
- 8.18 It is acknowledged that through mechanisms such as parking charges, it might be possible to manage some demand by making 'Centre' ring spaces more expensive for people parking all day, or for more than a few hours for example, which would encourage the use of 'Inner' or outer rings car parks where charges are lower (this is considered in more detail below at 8.27). However it is also the case that car parks outside the centre are not always appropriate for shoppers, if purchasing a number of goods, or those making shorter duration visits for other reasons. There is still a need to make provision to meet their needs or they may choose to go elsewhere.
- 8.19 Furthermore adopting such an approach to city centre pricing assumes that there is likely to be adequate capacity in the 'Inner' ring car parks to accommodate the increased demand, whereas the data now suggests that car parks in the 'Inner' ring are approaching capacity, so there is limited scope to divert drivers to these car parks from the 'Centre.' There is, therefore, justification for an increased supply of car parking spaces above the current level. Data collected from this review and recommendation for reinstatement of parking capacity should inform the emerging Central Winchester Regeneration SPD work.
- 8.20 Further work to determine the relative impact of WCC parking stock on traffic volumes and on air quality is planned as part of a comprehensive approach to



addressing air quality issues. This will assist in managing the impact of town centre visitors, as well as residential, business and 'through' traffic, so that measures to improve air quality can be further considered. This will also need to take into account any measures mandated by the Government in response to recent legal proceedings which found it to be in breach of its statutory duty to improve air quality nationally.

- 8.21 It is important to recognise the role of local authorities in encouraging a progression to Ultra Low Emission Vehicles (ULEVs) and therefore it is recommended that a proportion of spaces provided in the centre are reserved for ULEVs. It is proposed that the Council leads on encouraging greater ULEV use by a gradual increase in the number of reserved and equipped parking spaces. . There will also be a strong emphasis on further technological innovation to influence driver behaviour through accurate real-time information and enable drivers to see where parking spaces are available before they travel (a scheme for some Winchester car parks is to be introduced in late 2016 funded jointly by the Council and Winchester BID),

8.22 **It is therefore recommended that**

- **the Cabinet confirms that the provision of city centre parking spaces should form an element of the Central Winchester Regeneration SPD to ensure that sufficient car parking space is provided to support the town centre**
- **a proportion of new spaces provided in the centre should be reserved for ULEVs to encourage the use of vehicles which have the least environmental impacts.**
- **priority be given to the development of information and use technology to assist drivers find the most appropriate parking space.**

### **Pricing & Parking Charges**

- 8.23 Any review of the Strategy inevitably raises numerous questions on pricing regimes. The public consultation asked a number of questions relating to pricing and parking charges. The table below gives a breakdown of the responses to those questions.

Statement	Agree	Disagree	No. of responses
The 'three-ring' approach to charging is correct	81%	19%	194
The levels of charges are reasonable	62%	38%	212
Central car parks should charge on Sunday	26%	74%	223
Charges should be increased to encourage users to park away from the town centres	26%	74%	223
There would be support for Sunday charges if Park & Ride was running and free of charge	45%	55%	204
Central car parks should charge during the evenings	14%	86%	221
Parking in towns should not be limited by time (short stay only) but pricing should reflect premium locations	54%	46%	213
There should be more significant differences between the different pricing 'rings'	54%	46%	160
Some prices could increase, but only if other charges decreased	48%	52%	168

- 8.24 The consultation reinforced the view that the 'three-ring' approach to charging is correct, with 81% of respondents agreeing with the policy. This policy charges the highest prices for the 'Centre' car parks, and slightly less at the 'Inner' car parks, with the cheapest rates at the 'Outer' (Park & Ride) car parks.
- 8.25 In the current economic outlook, there is a strong economic argument for the retention of free Sunday and evening parking in order to support town centre businesses including the markets.
- 8.26 The Winchester Town Access Plan advocates that Centre car parks should offer parking up to four hours only, at a premium price, for those who occasionally find it essential to park centrally for a short period. However, to assist in allowing more choice in the use of car parks, whilst also managing demand, it is suggested that pricing is a more user-oriented mechanism which can reflect the management strategy better than simply prohibiting all-day parking in car parks. This is justified since it is proposed to move away from the notion of long and short stay car parks (in terms of signing and promotion) and the current situation allows drivers to park all day in two of the centre car parks but not others. There is a risk that this encourages drivers to hunt for an all-day space which is not helpful in terms of air quality. It therefore recommended that pricing is a better way of influencing driver behaviour than simply prohibiting all-day parking in some centre car parks (the details of car park charges will be covered in a separate report).

- 8.27 It is suggested that a general principle should be to encourage longer stayers to park outside the centre, by increasing charges accordingly, whilst keeping or lowering prices in the middle and outer rings. The overall objective is to influence parking patterns, and not to increase income overall, whilst not prohibiting all-day parking in the centre to achieve appropriate levels of use to support the city's economy.
- 8.28 Changes to the pricing regime should aim largely to be income-neutral, and any additional income generated not offset by price reductions at others could help to support the provision of additional 'ULEV' spaces and improved technologies which make better use of the car parking facilities and will help to promote improved air quality in the centre.
- 8.29 **It is therefore recommended**
- **that on the basis that there is strong support for the three ring approach to parking charging, parking charges should be reviewed with the aim of increasing the 'Centre' ring charges whilst decreasing the 'Inner' ring charges to create a wider differential between charges in these zones, in order to encourage drivers visiting the city for longer periods of time to use car parks outside the centre.**
  - **The provision of additional 'ULEV' spaces and improved technologies be introduced where appropriate to make better use of the car park facilities.**

### **Signing and making better use of the car parks**

- 8.30 Whilst there is limited evidence that signing affects a significant number of trips, for many occasional or new visitors there is inherent reliance on the provision of signing in terms of their end destination. Furthermore, whilst there are evident reliability problems with the Variable Message Signing (VMS) which purport to show the availability of spaces within the town's car parks, the value of the current system should not be taken as indicative of what should and could be achieved through efficient signing.
- 8.31 It is important to find smarter ways to direct people to car parks and to market them more effectively.
- 8.32 Along with improved 'static' signage, there are emerging technologies that allow for better use of spaces, directing users to the most appropriate space at the right time. This can maximise use of space resources and minimise driver trips in seeking those spaces. It is essential that the Council continues to invest in these to ensure the best use of its assets and to reduce the number of city centre trips which include unnecessary 'hunting' for car parking spaces.
- 8.33 **It is therefore recommended that**
- **a comprehensive review of all the car park signing be undertaken in order to agree a new signing and marketing strategy for car parks to deliver the principle of encouraging people to make**

**smarter choices and to use the first car park that meets their needs**

- **work be undertaken to consider and evaluate emerging technologies that allow for better use of spaces**

**Park and Ride**

- 8.34 It is interesting to note that at the time of the consultation on the emerging Strategy, there were many supportive comments about the Park and Ride services and suggestions about how they could be made better, extended and usage increased. As a result, it was proposed to refine and improve the Park and Ride, through a review of the services, as a way of reducing traffic in the town centre whilst offering a keenly priced and convenient option for the people who want to visit and work in Winchester.
- 8.35 The Park and Ride service was subject to a major review in 2014, which resulted in substantial improvements in the operation and timetabling, coming into effect with a new bus operation contract in April 2016. It is reassuring therefore that as part of the current consultation, there evidently less comment on the need to make changes to the existing Park and Ride operation. However, there are now some indicators which suggest that Park and Ride buses are nearing capacity at peak times, so any further growth in use may require additional investment in services.
- 8.36 Comments were made regarding the possibility of providing a new park and ride facility on the north side of the city, in addition to that to be developed at Barton Farm. This is a matter that should be considered further and it is considered that the best mechanism to do this is as part of the Winchester Movement Study which is currently being undertaken by the City and County Councils.
- 8.37 **It is recommended therefore that the possibility of introducing a park and ride facility on the north side of the city be considered as part of the Winchester Movement Study to be undertaken by Hampshire County Council and City Council and that the City Council considers whether there is, or will in the near future, a need to invest in additional buses to support existing Park and Ride facilities.**

**Market Towns**

- 8.38 In the market towns, officers will continue to look at improvements in the management and provision of parking space to ensure their continuing vitality, working in partnership with local business and the respective parish and town councils.
- 8.39 Since the adoption of the Car Parking Strategy, further work in Wickham and Bishop's Waltham has led to planned and delivered parking improvements. In the case of Wickham, additional capacity has been provided at the Station Car Park and an increase in parking spaces is planned for the Jubilee Hall car park in Bishop's Waltham. Furthermore, additional parking is now being considered in Alresford.

8.40 The pricing of car parking in the market towns has not changed since 2007, and whilst this has reflected the difficulties faced by businesses in such rural areas, longer term changes to the charging regime may be needed to fund ongoing improvements to the parking capacities and facilities. However, no changes are recommended at present.

8.41 **It is recommended that no changes be made to car park charges in the market towns but that the situation should be kept under review.**

## 9 OTHER OPTIONS CONSIDERED AND REJECTED

9.1 A number of other options have been considered and rejected; these have been discussed within the main report, but are repeated here for clarity.

9.2 The option for reducing parking provision in the town (trying to compel visitors and shoppers to use P&R) is discussed in detail in paragraphs 8.21 to 8.23. This consideration was rejected on the basis that it may potentially cause negative economic effects within the town.

9.3 The option of a pricing regime which includes charging for evening and Sunday uses was considered, but rejected because of potential negative impacts upon the economy of Winchester.

### BACKGROUND DOCUMENTS:-

#### Previous Committee Reports:-

CAB2539 - Winchester District Parking Strategy, 20 January 2014

CAB 2511 - Winchester District Parking Strategy, 11 September 2013

#### Other Background Documents:-

#### [Winchester Car Parking Strategy 2014](#)

Car Park Strategy Review - Consultation Results full report October 2016

### APPENDICES:

1. Car Park Strategy Review - Consultation Results summary October 2016
2. Winchester Town Car Parks Occupancy Summary 2007 to 2016
3. Winchester Town Car Parks Spaces 2013 to 2017

## Appendix 1

### Car Park Strategy Review - Consultation Results summary October 2016

This is a summary of the responses made to the Consultation on Winchester City Council's Parking Strategy. To help get a clearer picture of the responses it has amalgamated the views of 'Agree' and 'Strongly Agree' and the same has been applied to 'Disagree' and 'Strongly Disagree'. Where a respondent has not completed the question or expressed a view either way, this has been discounted from the analysis. The full results of the Consultation are available as a background document.

In total we received **241** completed questionnaires over the six week consultation period. For any question summarised below the number of responses analysed for that question is shown to put the response level into context.

#### Do you support the overall aim of the adopted Car Parking Strategy?

Yes 76% No 24% (237 responses)

#### What are your views on the different principles underpinning the Council's Strategy?

Principle underpinning the adopted Strategy	Agree	Disagree	No. of responses
Parking provision must be 'purposeful'	96%	4%	201
Efficient traffic and parking management is essential	98%	2%	233
Car parks need to be of a high standard in terms of facilities and conditions	95%	5%	208
At 85% occupancy a car park is considered full	65%	35%	197
Pricing of car parking and promotion needs to be 'intelligent'	95%	5%	201
Park & Ride services are a fundamental part of the parking provision	82%	18%	211
On street parking issues need to be kept under review	97%	3%	216
Marketing / promotion of car parking needs to be improved	80%	20%	187
Traffic signing is a useful tool, but has limited influence	56%	44%	178
Car park users expect charges to be reasonable and proportionate	95%	5%	221

## What are your views on the Strategic approach for Winchester town?

The Car Parking Strategy established an approach for Winchester Town which sets out a number of principles underpinning the adopted strategy, this question sought to evaluate the support for those principles:

Principle underpinning the adopted Strategy	Agree	Disagree	No. of responses
1) That car parking levels serving the town will be retained at current levels or expanded slightly in certain locations aiming to achieve 85% operational occupancy levels.	67%	33%	205
2) We will seek to consolidate parking in the most suitable locations within each quarter based on evidence of the way in which individual car parks are used.	69%	31%	185
3) The 'three ring' approach to pricing and allocating our car parks in Winchester Town will support tourism and the economy and will also help to reduce congestion, improve air quality and reduce our carbon footprint.	75%	25%	185

## What are your views on parking charges?

Statement	Agree	Disagree	No. of responses
The 'three-ring' approach to charging is correct	81%	19%	194
The levels of charges are reasonable	62%	38%	212
Central car parks should charge on Sunday	26%	74%	223
Charges should be increased to encourage users to park away from the town centres	26%	74%	223
There would be support for Sunday charges if Park & Ride was running and free of charge	45%	55%	204
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Parking in towns should not be limited by time (short stay only) but pricing should reflect premium locations	54%	46%	213
There should be more significant differences between the different pricing 'rings'	54%	46%	160
Some prices could increase, but only if other charges decreased	48%	52%	168

**Please give us your views on the following 'Signing' statements?**

Statement	Agree	Disagree	No. of responses
A comprehensive review of all the car park signing is needed	76%	24%	184
VMS signs are always useful to help find a parking space	74%	26%	175
We should dispense with the 'long/short' stay signing and sign according to the price charged	56%	44%	188
Most users take no notice of signs, and habitually use the same car parks	84%	16%	183
It would be right for the Council to invest in new technology to assist parking choices	74%	26%	190

**Based on the 'Occupancy' rates do you think we are providing sufficient car parking in the right places?**

**Yes 25% No 75%** (235 responses)

**What are your views on the capacity of our car parking areas?**

Parking Provision Area	More parking is needed	Its about right	Less parking is needed	No. of responses
Overall parking provision	64%	27%	9%	223
'Shopping Quarter'	66%	20%	14%	220
'Northern Quarter'	41%	48%	11%	197
'Station Quarter'	63%	29%	8%	211
'Chesil Quarter'	43%	47%	10%	204
Park & Rides sites	27%	64%	9%	195
Wickham	55%	38%	7%	84
New Alresford	63%	32%	5%	97
Denmead	28%	60%	13%	47
Bishop's Waltham	61%	35%	4%	75
Whiteley	46%	49%	6%	72



## Appendix 2

## Winchester Town Car Parks Occupancy Summary 2007 to 2016

'Centre' Ring Car Parks: The Brooks, Middle Brook Street, Colebrook Street, Cossack Lane, Upper Brooks Street, Friarsgate (now closed), St Peter's, Tower St. & Gladstone St.

May 2007		September 2010		May 2013		May 2016	
Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity
1500	Total	1458	Total	1436	Total	1397	Total
88%	1713	85%	1713	86%	1667	99%	1412

'Inner' Ring Car Parks; Chesil Multi, Chesil Surface (now closed), Durgate, Worthy Lane, Coach Park, Cattle Market & River Park

May 2007		September 2010		May 2013		May 2016	
Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity
1177	Total	884	Total	953	Total	1057	Total
80%	1464	60%	1464	69%	1380	81%	1298

'Outer' Ring Car Parks - Park & Ride: Barfield, St Catherine's, Pitt & South

May 2007		September 2010		May 2013		May 2016	
Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity
695	Total	1013	Total	927	Total	1173	Total
89%	785	61%	1649	57%	1628	64%	1827

Shopping Quarter Car Parks: The Brooks, Middle Brook Street, Colebrook Street, Cossack Lane, Upper Brooks Street & Friarsgate (now closed)

May 2007		September 2010		May 2013		May 2016	
Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity
732	Total	723	Total	655	Total	630	Total
82%	894	81%	894	74%	885	100%	630

Station Quarter Car Parks: Tower St. & Gladstone Street

May 2007		September 2010		May 2013		May 2016	
Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity
630	Total	627	Total	617	Total	617	Total
100%	630	100%	630	100%	617	100%	617

Chesil Quarter Car Parks: MSCP & Chesil Surface (now closed)

May 2007		September 2010		May 2013		May 2016	
Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity
594	Total	416	Total	402	Total	425	Total
84%	709	59%	709	57%	700	69%	618

Northern Quarter Car Parks: Worthy La, Cattle Mkt & Coach Park

May 2007		September 2010		May 2013		May 2016	
Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity
306	Total	187	Total	331	Total	437	Total
68%	450	42%	450	75%	440	99%	440

ALL Car Parks

May 2007		September 2010		May 2013		May 2016	
Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity	Maximum Occupancy	Car park capacity
3372	Total	3355	Total	3316	Total	3627	Total
85%	3962	70%	4826	71%	4675	80%	4537

## Winchester Town Car Parks Spaces 2013 to 2017

Ring	Car Park	2013	2014 Jan - Jun	2014 Jul - Dec	2015 Jan - Jun	2015 Jul - Dec	2016 Jan - Jun	2016 Jul - Dec	2017	
'Centre' Ring	Colebrook St	81	81	81	81	81	81	81	81	
	The Brooks	314	314	314	314	314	314	314	314	
	Friarsgate	251	251	200	200	0	0	0	0	
	Middle Brook St	140	140	140	140	140	140	140	140	
	Cossack Lane	38	38	38	38	38	38	38	38	
	Upper Brook	58	58	58	58	58	58	58	0	
	Tower St	509	509	509	509	509	509	509	509	
	Gladstone St	108	108	108	108	108	108	108	108	
	St Peters	165	165	165	165	165	165	165	165	
		<b>Sub Total</b>	<b>1664</b>	<b>1664</b>	<b>1613</b>	<b>1613</b>	<b>1413</b>	<b>1413</b>	<b>1413</b>	<b>1355</b>
	Change since 2013		0	-51	-51	-251	-251	-251	-309	
'Inner' Ring	Chesil MSCP	613	613	613	613	613	613	613	613	
	Chesil Surface	82	82	82	82	0	0	0	0	
	Cattle Market	202	202	202	202	202	202	202	202	
	Worthy Lane	150	150	150	150	150	150	150	150	
	Coach Park	88	88	88	88	88	88	88	88	
	RPLC	174	174	174	174	174	174	174	174	
	Durngate	66	66	66	66	66	66	66	66	
		<b>Sub Total</b>	<b>1375</b>	<b>1375</b>	<b>1375</b>	<b>1375</b>	<b>1293</b>	<b>1293</b>	<b>1293</b>	<b>1293</b>
		Change since 2013		0	0	0	-82	-82	-82	-82
	'Outer' Ring	Barfield	195	195	195	195	195	195	195	195
Park & Ride										
St Catherine's		575	575	575	575	575	575	575	575	
South		853	853	853	853	853	853	853	853	
Pitt							200	200	200	
<b>Total P&amp;R</b>	<b>Sub Total</b>	<b>1623</b>	<b>1623</b>	<b>1623</b>	<b>1623</b>	<b>1623</b>	<b>1823</b>	<b>1823</b>	<b>1823</b>	
	Change since 2013		0	0	0	0	200	200	200	
<b>Overall Total</b>		<b>4662</b>	<b>4662</b>	<b>4611</b>	<b>4611</b>	<b>4329</b>	<b>4529</b>	<b>4529</b>	<b>4471</b>	
	Change since 2013		0	-51	-51	-333	-133	-133	-191	