

PARKING STRATEGY Report



March 2009

FINAL REPORT

<i>Project Title:</i>	Mendip District Council		
<i>Document:</i>	Parking Strategy		
<i>Issue Status:</i>	<i>Prepared:</i>	<i>Reviewed:</i>	<i>Approved:</i>
Draft v.1	John Day 18 August 2008	Norman Downie 19 August 2008	Norman Downie 19 August 2008
Draft v.2	John Day 8 September 2008	Norman Downie 10 September 2008	Norman Downie 10 September 2008
Final Draft	John Day 25 September 2008	Norman Downie 25 September 2008	Norman Downie 25 September 2008
Revised Final Draft	John Day 23 March 2009		

MENDIP DISTRICT COUNCIL

PARKING STRATEGY

EXECUTIVE SUMMARY

1. This report was commissioned by Mendip District Council as part of a review of parking services prior to the introduction of Civil Parking Enforcement.
2. The brief for the study asked the Consultants to consider a number of issues:
 - i. National and local policy guidance;
 - ii. The vitality and viability of the 5 main settlements and their hinterlands;
 - iii. Provision for all users including Blue Badge holders and heavy goods vehicles;
 - iv. Redevelopment proposals;
 - v. Improved accessibility to car parks;
 - vi. Security and safety for all car parks.
 - vii. The provision of secure and safe bicycle and motorcycle parking.
 - viii. Interchange between different modes of transport can be encouraged to enable mode shift;
 - ix. Tariff structures;
 - x. On-street parking enforcement;
 - xi. Coach parking;
 - xii. Residents parking.
3. The study involved a number of different aspects. Specifically:
 - Data Collection
 - Reviewing background material
 - Site visits
 - Meetings with Officers of Mendip District Council
 - Questionnaire inquiries of key stakeholders
 - Surveys of car parks to assess usage levels
 - Questionnaire enquiries of car park users
 - Analysis of the surveys
 - Overview assessments of car parks
 - Surveys of existing town centre traffic regulation orders both usage and appropriateness
 - Comparing charging levels with those in neighbouring authorities
 - Assessment of potential residents parking areas
4. National, Regional and Local policy documents have been considered and are summarised in the report. Generally, these strategies seek to promote more sustainable travel in the future and reduce dependency upon the private motor car. The policies do

recognise the difficulties experienced in sparsely populated rural areas where alternatives to the motor car are simply not available to many residents.

5. The study has been carried out outside the peak tourist season and therefore we only have anecdotal evidence of any increase in the level of demand for parking space during the peak season.
6. We have conducted studies of all the car parks in the five towns. We have consulted both stakeholders and users of selected car parks. We have reviewed the direction signage in each of the towns. The studies have provided some useful information, including:
 - Most car parks were not full to capacity
 - Some car parks were significantly underused; notably North Parade car park in Frome, St. Johns car park in Glastonbury, Cranhill Road car park in Street and Tucker Street car park in Wells.
 - Users generally felt that the current parking tariffs are “about right”;
 - Users generally found it easy to locate a parking space;
 - The majority of all parking was short stay.
7. In each centre one car park has been identified as the main visitor car park which, ideally, would have appropriate facilities – tourist information, good pedestrian signs to the attractions, toilets, etc.
 - Frome – Cattle Market
 - Glastonbury – St. Johns
 - Shepton Mallet – Commercial Road
 - Street – the Clarks Village car parks
 - Wells – Whiting Way
8. An analysis of the current system of signing of vehicular routes to car parks and pedestrian routes from car parks to the centres and visitor attractions has been undertaken. A number of improvements have been suggested which should encourage increased patronage of the currently underused car parks. The proposals are also designed to ensure that visitors are able to locate an alternative car park if the main visitor car parks are full.
9. The current tariff structure has been reviewed and it suggested that it be revised to ensure that individual car parks are used for the most appropriate purpose. A uniform tariff structure across the whole of the district is not appropriate. The tariff at any particular car park should depend upon a number of factors:
 - The nature of the town and its current economic vitality and viability;
 - The purpose of the users of the car park:
 - Business
 - Shopping

- Tourism
- The desired length of stay.

A suggested revised tariff structure has been suggested. A financial model has been developed which will enable an assessment of the effect of changes in tariffs at individual car parks.

10. Assessments of the future residential and commercial development proposals in each centre, the potential effect of the introduction of Civil Parking Enforcement and the national predictions for the growth in vehicle ownership indicate that the Council will need to plan for an increase in demand for parking of around 25% by 2026. Regular assessment of the usage of the car parks will be required in order that additional provision can be provided where and when required.
The identification of suitable locations for new parking in the central areas will be difficult. However, park and ride schemes are not considered to be financially viable in the relatively small centres. A park and walk scheme may well be appropriate in Wells and indeed could make an additional visitor attraction.
11. There was evidence of some non-compliance with the orders especially early and late in the day; together with evidence of overstaying in some limited stay car parks.
12. An assessment has been made of the appropriateness of the on street traffic regulation orders in the town centres. A number of the current orders are not considered to be appropriate and alternatives have been suggested. In some centres it would be appropriate for the on street parking controls to operate on every day of the week, reflecting the changing pattern of retailing. Consideration should also be given to the potential benefits of on street parking charges. These greatly improve compliance with the traffic regulation orders and increase the turnover of spaces to the mutual benefit of shoppers and retailers.
13. There is a need to increase the provision of special parking spaces for the disabled as the current provision is below the national standard. The additional spaces should be provided in suitable locations close to the desired destinations. Charging disabled badge holders for parking has been considered but the capital costs of alterations to the pay and display ticket machines required to make them accessible to wheelchair users probably makes the introduction of charges uneconomic.
14. The current provision for the parking of cycles and motor cycles is poor and additional secure provision in suitable locations close to the desired destinations is recommended. Charging for motor cycle parking is not a practical proposition.
15. Coach parking is provided in some locations but it may be insufficient at peak periods. The alternative provision of pick up and set down facilities with layover parking on the outskirts of the towns is recommended.
16. The current arrangements for the parking of heavy goods vehicles are considered adequate.

17. An initial assessment has been made of the need for residents' permit parking schemes. There are locations in some towns where a more detailed assessment and consultation with the residents would be justified. The main areas are on the periphery of the centres:

- Wells
 - St. Thomas Street
 - Southover
 - South Street
- Glastonbury
 - The Archers Way
 - St. Edmunds Road
 - Butt Close
 - Norbins Road
 - George Street
- Street
 - Grange Avenue
 - Merriman Road
 - Park Road
 - Grange Road
 - Brutasche Terrace

18. Every car park has been inspected and a condition assessment made. The car parks are generally in good condition with only routine maintenance and minor improvements required. A number of specific improvements have been identified. Extension of the CCTV scheme to cover all car parks is recommended.

19. Analysis of the survey data and consultations indicates that in general terms the Council is providing a parking service which meets the basic needs of the users. Parking spaces are generally available when required at a cost which is realistic and acceptable to the majority of the customers

Contents

1.	INTRODUCTION	6
2.	THE BRIEF	6
3.	OUR APPROACH TO THE STUDY	7
4.	DISTRICT PROFILE	7
4.1.	Population.....	7
4.2.	Environment	7
4.3.	Economy.....	8
6.	POLICY CONTEXT	8
6.1.	Legislation	8
6.1.1.	The Traffic Management Act 2004	8
6.2.	National and Regional Guidance.....	9
6.2.1.	White Paper: A New Deal for Transport: Better for Everyone	9
6.2.2.	Transport 2010	9
6.2.3.	Planning Policy Guidance and Statements	9
6.3	Somerset and Exmoor National Park Joint Structure Plan Alteration 1996-2016... 12	
6.4	Somerset LTP 2006-2011: Countywide Parking Strategy – March 2006	13
6.5	Mendip District Council Local Plan (adopted December 2002)	15
6.6	Mendip District Council Economic Strategy Action Plan 2006-2011	18
6.7	Civil Parking Enforcement (CPE)	19
7.	EXISTING PARKING PROVISION	20
7.1	Mendip District Council Car Parks.....	20
7.1.1	Frome	20
7.1.2	Glastonbury	21
7.1.3	Shepton Mallet	21
7.1.4	Street.....	21
7.1.5	Wells.....	22
7.2	Privately Operated Car Parks.....	22
7.2.1	Frome	22
7.2.2	Glastonbury	22
7.2.3	Shepton Mallet	23
7.2.4	Street.....	23
7.2.5	Wells.....	23
7.3	Car Park Tariffs	24
7.3.1	Tariff Boards	24

7.4	Excess Charges	24
7.5	Permits	25
7.5.1	Residents Parking Permits	25
7.5.2	Residents and Business Permits.....	25
7.5.3	Season Tickets.....	25
7.5.4	Staff Parking Permits.....	26
7.5.5	Christmas Discounts	26
7.6	Security.....	26
7.6.1	Closed Circuit Television.....	26
7.6.2	Parking Attendants	27
8	DEMAND FOR CAR PARKING	27
9	FUTURE DEMAND.....	28
9.1	Housing	29
9.2	New Commercial Development	30
9.2.1	Frome	30
9.2.2	Glastonbury	31
9.2.3	Shepton Mallet	31
9.2.4	Street.....	31
9.2.5	Wells.....	32
9.3	Effect of Civil Parking Enforcement	32
10	TOURISM.....	32
11	MODAL TRANSFER	33
11.1	Local Bus Services	33
11.2	Park and Ride.....	34
11.3	Park and Walk	35
12	FINANCE	36
12.1	Annual Income.....	36
12.2	Finance Model.....	37
13	SURVEYS	38
14	ANALYSIS OF SURVEY RESULTS	40
14.1	Frome – Wednesday 7 May 2008 (Market Day).....	40
14.2	Glastonbury – Tuesday 6 May 2008 (Market Day).....	41
14.3	Shepton Mallet – Thursday 1 May 2008.....	42
14.4	Street – Monday 21 April & Monday 28 April 2008.....	42
14.5	Street – Saturday 10 May 2008.....	43

14.6	Street – Sunday 11 May 2008	44
14.7	Wells – Wednesday 30 April (Market Day) & Tuesday 6 May 2008	46
14.8	Wells – Saturday 3 May 2008 (Market Day)	46
15	CONSULTATIONS	47
15.1	Stakeholder Consultations	47
15.2	Car Park User Consultations	49
16	ENFORCEMENT	53
17	ON-STREET TRAFFIC REGULATION ORDER APPROPRIATENESS REVIEW	53
18	TARIFF COMPARISONS	54
19	PARKING FOR SPECIALIST GROUPS	54
19.1	Parking for the Disabled	54
19.2	Cycle Parking	56
19.3	Motor Cycle Parking	56
19.4	Coach Parking	56
19.5	Lorry Parking	57
19.6	Taxis	58
19.7	Larger Vehicles	58
20	RESIDENTS PARKING	59
21	CAR PARK CONDITION SURVEY	60
21.1	Frome	60
21.2	Glastonbury	61
21.3	Shepton Mallet	61
21.4	Street	62
21.5	Wells	62
21.6	General Comments	63
21.7	Payment Machines	63
22	CAR PARK DIRECTION SIGNAGE	63
23	PARKING IN MARKET TOWNS	64
23.1	The Question	64
23.2	The Parking Service	64
23.3	Economic Links	64
23.4	Integrated Approach	64
23.5	Key Town Centre Objectives	64
23.6	Parking Operational Objectives	65
23.7	The Customers' requirements	65

23.8	Meeting the Customers Requirements	65
23.9	Meeting all the Various Requirements.....	66
23.10	Seven Day Charging.....	67
24	POSSIBLE REVISED TARIFF STRUCTURE.....	67
25	CONCLUSIONS.....	70
25.1	The Overall Position	70
25.2	Frome	70
25.3	Glastonbury	71
25.4	Shepton Mallet.....	72
25.5	Street.....	72
25.6	Wells.....	73
25.7	Policy Development.....	73
25.8	Enforcement	74
25.9	On Street Order Appropriateness.....	74
25.10	Provision for Specialist Groups.....	74
25.10.1	The Disabled.....	74
25.10.2	Cycles and Motor Cycles	75
25.10.3	Coaches.....	75
25.10.4	Lorries.....	75
25.10.5	Taxis	75
25.10.6	Larger Vehicles	75
25.11	Tourism.....	75
25.12	Parking Tariffs.....	76
25.13	Car Park Condition.....	77
25.14	Security	77
26	RECOMMENDATIONS.....	77

APPENDICES:

- A. Current Car Park Tariffs
- B. Vehicle Ownership
- C. Car Park Direction Signage
- D. Car Park Income 2004/05 – 2007/08
- E. Financial Model
- F. On Street Compliance
- G. Car Park Usage Surveys
- H. Stakeholder Consultations
- J. Car Park User Consultations
- K. On Street Traffic Regulation Order Appropriateness Survey
- L. Tariff Comparisons
- M. Parking for the Disabled
- N. Potential Residents Parking Areas
- P. A Strategy for the Introduction of Residents Parking Schemes
- Q. Car Park Condition Survey
- R. Payment Machines

1. INTRODUCTION

RTA Associates Ltd. has been commissioned by Mendip District Council to undertake the preparation of a district wide parking strategy.

Mendip is a local government district of Somerset in England. It covers an area of land ranging from the Mendip Hills through on to the Somerset Levels. The administrative centre of the district is Shepton Mallet.

The five main settlements in Mendip are:

Frome
Glastonbury
Shepton Mallet
Street
Wells

Frome, Glastonbury and Shepton Mallet are the only towns in the district, as Wells has city status and Street has maintained its status as a village despite a population in excess of 11,000.

2. THE BRIEF

The brief for the study asked the Consultants to consider the following objectives for the parking strategy:

- i. Identify and make recommendations to maximise existing resources in line with national and county guidance and strategies whilst seeking to reduce the environmental impact.
- ii. Protect and enhance the vitality and viability of the 5 main settlements and their hinterlands.
- iii. To make appropriate provision for all users including Blue Badge holders and heavy goods vehicles. Also, to manage that provision recognising potential conflict amongst users and in context to clause 1 above. To assess where there are car parking pressures and identify whether there is a need to provide additional car parking.
- iv. To assess highway implications with regard to potential redevelopment and demand projections.
- v. To make recommendations to ensure that any such identified appropriate development on selected town centre car parks to contribute towards regeneration and replacement parking.
- vi. To suggest ways to improve accessibility to the main settlements enabling users easy access to car parks devoid of undue traffic congestion impacting on both pedestrians and car users.
- vii. To recommend ways to optimise provision and access in terms of security and safety for all car parks. Also, to identify the measures necessary to establish the most appropriate beacon car park in each settlement.

- viii. To review the provision of secure and safe bicycle and motorcycle parking.
- ix. To investigate and recommend ways in which interchange between different modes of transport can be encouraged to enable mode shift.
- x. To provide a fee structure to make best use of the Council's assets to reflect the most appropriate use. Optimising revenue by reviewing charges whilst ensuring that the alterations are cost neutral, have no adverse effects upon the management of the highway network and ensures the vitality and viability of the town centres.
- xi. To make recommendations to manage on-street parking enforcement.
- xii. To make recommendations to provide appropriate coach parking provision for all 5 main settlements.
- xiii. To make recommendations for residents parking.

3. OUR APPROACH TO THE STUDY

The study involved a number of different aspects. Specifically:

- Data Collection
- Reviewing background material
- Site visits
- Meetings with Officers of Mendip District Council
- Questionnaire inquiries of key stakeholders
- Surveys of car parks to assess usage levels
- Questionnaire enquiries of car park users
- Analysis of the surveys
- Overview assessments of car parks
- Surveys of existing town centre traffic regulation orders both usage and appropriateness
- Comparing charging levels with those in neighbouring authorities
- Assessment of potential residents parking areas

4. DISTRICT PROFILE

4.1. Population

The population of Mendip recorded in the 2001 Census was 103,869 but this is increasing at around 1% per annum. The area is mainly rural in character but 61% of the population live in one of the five market towns. The largest town, Frome, has a population of 24,500; Street has 11,000 residents; Wells 10,400; Glastonbury 8,800 and Shepton Mallet 9,000.

4.2. Environment

The environment of Mendip is of high quality with a wealth of natural and manmade heritage and a wide diversity of wildlife, buildings and archaeology. The built heritage is one of the most important assets with around 2900 listed buildings.

Together with the natural environment this is the basis of the local tourism industry and an important factor in attracting and retaining businesses.

4.3. Economy

The economy of Mendip is made up predominantly of small and micro companies. Approximately 86.7% of companies in Mendip employ less than 10 employees, accounting for 30.5% of all jobs in the district, while companies that employ 11-49 people account for a further 31% of all jobs. Small businesses are the core of the local economy. Such companies are more likely to have been established and developed within the area, and as such are less likely to move outside the district because of premises or labour market constraints.

The traditional manufacturing businesses in the local economy have seen significant losses in recent years as manufacturing is moved overseas or demand for products has ceased. There is evidence of the emergence of specialist high tech, ICT and creative sector businesses, such as data management, electronics, and internet applications. These are either spin-offs from large company restructuring or relocation to the district. There is also expansion in the food and drink sector.

Tourism makes a significant contribution to Mendip's economy. There are some renowned country house hotels, and a broad range of quality inspected accommodation in guesthouses, bed and breakfasts, and small hotels. There are many important visitor attractions, such as Wells Cathedral.

In addition, the district is unique in being the venue for Europe's largest outdoor music festival, Glastonbury Festival. During the Festival the population of the district more than doubles for almost one week of the year and it plays a considerable part in supporting the local economy.

6. POLICY CONTEXT

There are a number of legal and local policy documents setting out strategies of the management of car parking provision including:

6.1. Legislation

6.1.1. The Traffic Management Act 2004

The Traffic Management Act (TMA) received Royal Assent on the 22nd July 2004. The main objective is to reduce congestion and disruption on the road network. The TMA sets out certain Network Management Duties, to help and encourage local traffic authorities to achieve its traffic aims:

- More effective co-ordination by highway authorities of the various works carried out in the street, whether these are authority road works, utility street

works or miscellaneous activities such as the placing of skips, scaffolds and deposits on the highway

- Co-ordination of any operation that may affect the highway network for example refuse collection, deliveries, school transport and events such as carnivals, sporting events etc
- Introducing a range of new powers to allow utility works to be better controlled by the introduction of The Traffic Management Permit Scheme 2007. Allowing certain contraventions of the law, such as parking offences, to be dealt with by civil means by Civil Enforcement Officers, rather than through the criminal process.

The Traffic Management Act is in seven parts:

1. Traffic Officers
2. Network Management by Local Traffic Authorities
3. Permit Schemes, Street works and Fixed Penalty Notices
4. Street Works
5. Highways and Roads
6. Civil Enforcement of Traffic Contraventions
7. Miscellaneous & General

Part 6 of the Act, which came into force in April 2008, provides a single framework for the civil enforcement by local authorities of parking and waiting restrictions, bus lane restrictions and some moving traffic offences. This Part enables regulations to be made giving authorities outside London civil enforcement powers to cover some moving traffic offences (such as ignoring the rules at box junctions and banned turns) on the basis of camera evidence or the statement of a civil enforcement officer, and giving additional powers in respect of parking enforcement in areas outside London equivalent to those which already exist in London.

6.2. National and Regional Guidance

6.2.1. White Paper: A New Deal for Transport: Better for Everyone

The White Paper addresses a wide range of transport issues from cycle parking to the imposition of congestion charges and workplace parking levies, the power for which was introduced by the Transport Act 2000.

6.2.2. Transport 2010

Published in July 2000 this document builds upon the White Paper and sets out the Government's funding intentions for transport initiatives.

6.2.3. Planning Policy Guidance and Statements

Planning Policy Guidance Notes (PPGs) and their replacements **Planning Policy Statements** (PPSs) are prepared by the Government to explain statutory provisions

and provide guidance to local authorities and others on planning policy and the operation of the planning system. They also explain the relationship between planning policies and other policies that have an important bearing on issues of development and land use.

Planning Policy Statement 3 (PPS3): Housing states that Local Planning Authorities should, with stakeholders and communities, develop residential parking policies for their areas, taking account of expected levels of car ownership, the importance of promoting good design and the need to use land efficiently.

As a guide to establishing parking policies that support sustainable development, PPG3, the predecessor of PPS3, points to an upper threshold of 1.5 spaces per dwelling on average. It is to be expected that, with a sustainable approach to parking, local authorities will revise their parking standards to allow for significantly lower levels of parking than have been the case recently, particularly for developments:

- in locations where services are readily accessible by walking, cycling or public transport;
- which provide housing where the demand for parking is likely to be less than for family housing;
- which involve conversions where off-street parking is less likely to be successfully designed into the scheme.

Whatever format of parking is chosen, special account needs to be taken of those with restricted mobility, especially in getting in and out of parked cars and approaching the front door of a house.

Planning Policy Guidance Note 13: Transport (PPG13) requires development plans to set maximum levels of car parking for broad classes of development. The region exhibits a wide range of social and economic circumstances that necessitates a flexible approach to identifying appropriate levels of car parking. Such an approach should provide a level of accessibility by private car that is consistent with the overall balance of the transport system at the local level. Nevertheless, the constraints that will continue to exist in terms of the capacity of the transport system, when coupled with the need to rebalance the use of the transport system, means that overall local authorities should seek a level of parking provision that is more demanding than that set out in PPG13.

Planning Policy Statement 6 (PPS6) has replaced PPG6 (Town Centres and Retail Developments). Key areas of policy emerging from this document in relation to parking policy include:

- Local planning authorities should assess the extent to which development proposals have been tailored to meet the Government's objectives as set out in PPG13.
- Developers and operators should consider reduced or reconfigured car parking areas

- New developments should be accessible by multiple forms of transport.

Planning Policy Statement 12: Local Development Frameworks (PPS12) which sets out the government's policy on the preparation of local development documents contains the following policy advice on the integration of transport and land-use policies:

B9. The integration of transport and spatial planning is central to the development and delivery of effective local development frameworks. Local transport policies need to reflect and support the aims of the core strategy development plan document. Land use planning, in turn, needs to take account of the existing transport network and plans for its development.

B10. To deliver integration, local development documents outside London should be consistent with the local transport planning policies of the local transport authority for their area. The local transport plan sets out the local authority's transport policies and detailed investment priorities over a five year period. The first local transport plans cover the period up to 2005/6 and the second 2006/7 onward. These should be consistent with the regional transport strategy, an integral part of the regional spatial strategy.

B11. Consistency between local development documents and local transport planning policy (as set out in the local transport plan or equivalent) is particularly crucial in shire counties where the district authority prepares local development documents and the county is responsible for transport planning.

The South West Regional Assembly published the draft South West (Regional Spatial Strategy (RSS) for consultation in June 2006. An Independent Panel held an Examination in Public about the draft RSS between April and July 2007, and their report setting out recommendations to change the draft RSS was published in January 2008. The Secretary of State has now considered the Panel report and is publishing Proposed Changes to the draft RSS for further consultation.

In relation to parking the proposed changes state:

"It is not practical or desirable to seek to apply a uniform set of parking standards in the South West region. The diversity of the region means that standards that might be appropriate in some of the larger urban centres may not be so in some of the smaller towns and villages. Therefore parking standards should be based on an assessment of accessibility by sustainable modes.

Appropriate parking provision and management can positively contribute to demand management objectives and be an important tool in encouraging a shift towards public transport, walking and cycling. Local Transport Planning Authorities are required to develop and deliver accessibility strategies and plans for their areas through their Local Transport Plans (LTPs) either individually or through Joint LTPs with neighbouring authorities. These accessibility strategies should be developed in close partnership with District Councils and should set out detailed parking policies

and standards. The parking policies should not only meet the requirements of national policy, but should also reflect the geographical diversity of the region. “

Policy RTS3 – Parking states:

“Parking measures should be implemented to reduce reliance on the car and encourage the use of sustainable transport modes. Relevant plans and strategies should include policies and proposals for:

Parking Standards

Standards should promote sustainable transport choices. In those parts of the region where levels of accessibility by sustainable modes are high (or are planned to be high), lower levels of parking provision for new development should be provided.

Parking Provision

The total parking stock should be managed to reflect local circumstances and the relative accessibility by sustainable transport modes.

Parking Charges

Parking charging regimes should be designed to:

- *Discourage commuting while protecting the commercial viability of town centres;*
- *Avoid wasteful competition between different locations; and*
- *Reflect the availability of alternative more sustainable travel modes.”*

6.3 Somerset and Exmoor National Park Joint Structure Plan Alteration 1996-2016

The Planning and Compulsory Purchase Bill proposed changes to the planning system that will replace Regional Planning Guidance with Regional Spatial Strategies (RSSs) and Local Plans with Local Development Frameworks (LDFs). Structure Plans are to be abolished, and their strategic planning role is to be placed with the RSS.

The Joint Structure Plan provides the strategic base for all land use planning in the combined area covered by Somerset and the whole of the Exmoor National Park.

The Plan is a statement of overall strategy for the conservation, use and development of land. Policies and proposals are strategic in nature and collectively provide a framework to inform the preparation of detailed policies and proposals prepared by the District and Borough Councils.

POLICY 48 ACCESS AND PARKING states:

“Developments which would generate significant transport movements should be located where provision may be made for access by walking, cycling and public transport. The level of parking provision in settlements should reflect their functions, the potential for the use of alternatives to the private car and the need to prevent harmful competitive provision of parking.

The level of car parking provision associated with new development should be minimised having regard to the need for access and the availability of alternatives to the private car and the availability of alternative public parking.”

The availability of car parking encourages car use and car parks often detract from the quality of the built environment. There is a need for a consistent approach to the provision and management of parking throughout the plan area, which implements the aims of the Spatial Strategy. This has been developed by Somerset County Council and has resulted in a parking strategy, included the Local Transport Plan (LTP). Existing development plan policies are being reviewed in the light of the emerging strategy. The strategies take account of the needs of residents and other users and include a range of measures to influence the pattern of parking. Such measures include pricing, residents parking, standards for new development and commuted payments. A general objective is to reduce the spaces available for long-term commuter parking.

6.4 Somerset LTP 2006-2011: Countywide Parking Strategy – March 2006

This document sets out the parking strategy for Somerset. It forms part of the second Local Transport Plan for the County, and will also contribute to the process of preparing new Development Plans. The strategy addresses parking for cars, cycles and motorcycles.

The current Structure Plan sets out a clear context for the development of parking policy. It states the need to develop parking policy at a strategic level to avoid unhealthy competition between towns and take into account the unique economic characteristics of each town in terms of its relationship with its hinterland.

The Parking Strategy

The document provides a comprehensive description of the different elements forming the parking strategy. It includes discussion of the following elements:

Development Control: maximum parking standards for new development, together with the practical application of the system for reducing maximum allowable provision in accordance with the location and accessibility of the site. It also includes discussion of travel plans in supporting the role of other modes in providing access to the site.

On-street Parking: discussion of the future role of Civil Parking Enforcement (CPE) and Controlled Parking Zones (CPZs). The parking strategy recommends movement towards the implementation of CPE on a County-wide basis in order to improve the level of enforcement of traffic regulation orders and to support the objective of reducing congestion.

Off-street Parking: the prior analyses of parking provision, demand and charges have revealed variations across the County, and it is considered that there is a need for a more structured framework for the management of off-street parking.

The parking strategy has been designed to provide a framework for a consistent approach to the management of parking across Somerset. The aim is that each District will be able to take forward the different elements of the strategy in managing parking within its area. This strategy has also been designed to integrate with, and be consistent with, national, regional and local planning policies.

The strategy includes a number of themes including:

Development Control

The provision of parking for new developments should comply with the requirements set out in the document. These set out the maximum permissible provision for different land uses, and are based upon the requirements of PPG 13 and the RSS (RPG 10).

Travel Plans

Any move to restrain parking must be accompanied by the introduction of travel plans or other initiatives to reduce the need for or usage of parking spaces. Employers are required to develop travel plans for all substantial new developments. As part of these travel plans developers should include parking management plans that are suited to the likely use of the new development. Where appropriate, these travel plans should include measures to reduce use of single occupancy vehicles and improve the management of parking stock. Travel plan measures may include:

- Car sharing initiatives with preferred parking places;
- Car parking permit and / or parking systems to manage the demand for parking;
- by single occupancy vehicles;
- Improved facilities for pedestrians and cyclists.

On-street parking;

Somerset County Council recognises the need for introduction of Civil Parking Enforcement across the whole County as a major tool in improving the management of the highway network. See also section 6.7.

Somerset County Council has stated its intention to implement Residents Parking Zones in areas where on-street parking problems are present. These zones help to limit invasive commuter parking by giving residents priority of the on-street parking stock. They can also assist daytime shoppers and visitors by increasing the availability of short stay on-street parking.

CPZ schemes generally require residents to apply for a parking permit within a certain area. The benefit to residents is that, once in possession of a permit, they are given priority for the on-street parking stock. A few potential disadvantages exist in relation to CPZs. A common difficulty is caused by the restricted status of visitor parking. During the hours when controls are in force, a visitor must utilise any available short term parking or display a visitor permit. As priority is given to residents, a limit usually exists on the number of limited waiting spaces, as well as the number of visitor permits issued. Residents must therefore weigh the benefits of better parking management in their area versus the potential pitfalls of increased level of parking restriction.

Off-street parking for public use;

The County Council considers that the responsibility for the management and control of off-street public parking should continue to be handled at the District Council level. The provision of and charges for off-street parking should reflect the different functions of the towns concerned.

In the smaller towns in the County, parking policy will be more flexible, taking into account the largely rural catchment areas of most centres, but also catering for tourism needs and the requirements of local authorities to raise revenue.

As a potential goal, long stay charges should be set at a level where other sustainable modes, if available, become a cost effective alternative to private car use. Residents of rural areas must have easy access to these sustainable modes prior to consideration of increasing the cost of parking to a level which would make private car use financially untenable.

District Councils should, wherever possible, work closely with private car park operators to ensure that charges are harmonised. Councils should also work with these operators to ensure that the pricing structures encourage short stay, as opposed to long stay, parking.

6.5 Mendip District Council Local Plan (adopted December 2002)

The Plan is built on a series of guiding principles which underlie the wider work of the District Council:

- Sustainable Prosperity:
The communities of Mendip should enjoy environmentally, economically and socially sustainable prosperity
- Healthy Lifestyles:
The people of Mendip should be able to live healthy lifestyles
- Equality of Access:
All members of the community should enjoy equal opportunities of access to the built environment and the countryside

- Protection and Enhancement of Mendip's Natural Assets:
High priority should be given to the protection and enhancement of Mendip's natural assets which include air, water, wildlife habitats and landscapes

These principles are translated into four strategic aims:

- To meet the economic and social needs of all members of the community;
- To contribute to the viability and vitality of the District's towns and villages;
- To:
 - Protect and improve the built environment;
 - Protect and enhance the cultural heritage;
 - Protect and enhance the natural environment;
 - Protect and enhance critical natural assets;
 - Protect and enhance settlement and countryside character for their own sake, the contribution they make to the quality of life and local communities and to global environmental sustainability
- To contribute to a reduction in the use of energy resources and promote energy efficiency in both new development and transport movements, including the need to travel.

The Local Plan therefore seeks to direct the bulk of development to the towns. Major generators of travel demand will be located in areas which already offer a range of shopping, employment and community opportunities. This will not only be more environmentally sound, it will also strengthen the vitality and viability of existing centres.

A major aim of the Plan is to provide greater choice of means of travel – allowing people the opportunity to walk, cycle or use public transport rather than drive between homes and facilities which they need to visit regularly. Car parking provision will in future be managed in a way that will discourage use of the private car for those journeys for which there are real alternatives.

Given that, in rural areas such as Mendip the motor car is, and will remain, an important means of transport for many local people, and goods and services will continue to be supplied by lorries, vans and other motor vehicles, adequate provision for servicing by such vehicles will be needed. There may also be opportunities for servicing by rail which will need to be taken, especially where it would, contribute to reduction in vehicular traffic on the District's roads.

Supporting the local economy

The main aim of the Council's involvement in economic development work is "to explore, evaluate and implement practical, environmentally sustainable measures by which the Council can help to maintain, stimulate and add robustness to the Mendip economy for the benefit of its residents". The Council's Economic Strategy is based

on the attraction of living in and visiting an area of such high environmental quality and the need to sustain that environment. The Local Plan is one tool which is being used to implement that Strategy. One of the functions of this Adopted Plan is to integrate the development necessary to sustain the economic and social well being of the District, with the protection and improvement of the environment which supports that activity.

Tourism Development

Tourism is an important element of the local economy supporting around 1,500 jobs and generating expenditure of over £40 million annually. The Council's Economic Strategy aims to:

- Promote the District as a high quality destination for holidays, short breaks and specialist interests;
- Secure improvements to the quality of information, facilities, tourism amenities, attractions and accommodation; and
- Protect and enhance the natural and manmade assets of the District, which underpin the area's draw as a tourist destination.

Promoting Town Centre Vitality

The centres of Mendip's five Towns play an important role in the economic and social life of the District. They each provide a focus for a variety of activities and contribute to the quality of life of a large number of people. Town centres make an important contribution towards achieving the aims of sustainable development by offering a variety of services which can be reached by making a single journey. They are the locations which are most accessible by alternative means of travel to the car.

The Council wishes to sustain and enhance the vitality and viability of each Town Centre. Attractive and lively towns can draw in investment. It will be important to have a balance between retail, services, leisure, community facilities and housing in the Town Centres in order to enhance their vitality and viability.

Meeting the Community's Social Needs

The Plan's objectives in this respect include:

- Provide sufficient housing to meet the needs of the population over the plan period;
- Maximise the amount of development within the existing urban areas of the District's towns.

See section 9.1 – new housing

A number of policies are included which relate to the management of travel and in particular the promotion of sustainable modes of transport:

Policy SN23 – Accessibility of New Development – Major Travel Generators

Development which would give rise to a significant number of travel movements will only be permitted in locations in the Towns, or on transport corridors, where the site is well served by public transport, and is highly accessible by bicycle and on foot. Exceptionally, major travel generating development may be permitted if the accessibility profile of the site can be improved to ensure it will be highly accessible by public transport and on foot and by bicycle, and the development is designed to demonstrably restrict potential use of the motor car.

Policy SN24 - Travel Plans

Permission will be refused for major schemes involving employment, retail, leisure and service uses unless the application is accompanied by a Travel Plan that sets out the measures by which sustainable transport objectives will be delivered. The measures will be secured by condition or planning agreement.

Policy SN25 – Vehicle Parking Provision Associated with Development

Development will only be permitted where on-site vehicle parking is limited to the minimum necessary to enable the development to function. When assessing and appropriate level of parking provision, regard will be had to the:

- 6.5.1.1.1 objectives of reducing growth in the use of private motor vehicles and promoting alternative means of travel;*
- 6.5.1.1.2 need for on-site provision to prevent problems of highway safety, congestion or visual intrusion in the vicinity of the site”*

The policy also sets maximum standards of vehicle parking.

Policy SN28 – New Car Parks

New car, coach or lorry parks will be permitted where they:

- 1) are an integral part of an approved traffic management plan for a settlement;*
- 2) would result in reductions in traffic in the locality; and*
- 3) would not encourage the use of motor vehicles or reduce the use of existing or potential public transport services.*

In Town Centres, parking facilities will be required to benefit the centre as a whole rather than as individual developments.

There are also specific statements and policies relating to developments in each of the five towns – see section 9.2

6.6 Mendip District Council Economic Strategy Action Plan 2006-2011

The Economic Strategy contains two specific references to car parking:

What are we trying to achieve?	Links into	How it can be achieved?	Potential Key Partners	Possible Targets /Outcomes
Improvements to car parking and on street provision		To undertake a strategic car parking review of the car parks in the Mendip area to assess demand, supply, pricing structure and maintenance. Decriminalisation of car parking	MDC	
Maximise use of Frome Station as Mendip's only mainline rail link	Business community	Develop parking and infrastructure at Frome Station, to maximise opportunities from the new First Rail franchise (April 2006 on) Promote new hourly connection to London in business and tourism publications, websites, etc.	First Rail, Heart of Wessex Rail Partnership, MDC	Increased passenger figures for Bristol-Weymouth and Frome-London rail services

6.7 Civil Parking Enforcement (CPE)

CPE is the process by which Local Authorities take over the responsibility of the enforcement of Traffic Regulation Orders from the Police.

In January 2007 Somerset County Council commissioned RTA Associates Ltd to carry out financial feasibility studies on the viability of CPE in the Districts of Mendip, Sedgemoor, West Somerset and South Somerset. The results of the feasibility studies were discussed openly with the County parking managers group which also includes members of Taunton Deane who have operated CPE for several years, the County Council and the Police.

The feasibility study included a financial model which identified the marginal costs of each district council running the on-street enforcement alongside their existing off-street service on behalf of the County Council under an agency agreement as Taunton had done for several years. It was clear from all of the districts that ongoing financial viability was achievable but marginal and on-going viability would therefore be at risk due to quite small sensitivities to the key areas of cost, PCN issue rates and PCN collection rates.

Viability was also generally reliant upon the marginal effects on current off-street income as a result of illegally parked vehicles being displaced into off-street paid for parking areas, an income the districts could not guarantee and therefore did not wish to commit to the project. Some districts also relied upon some on-street pay and display income which although technically part of the on-street account was currently included in district revenue budgets.

As part of the sensitivity analysis for the models further options were explored which included the provision of a central PCN processing unit with a single IT system this further reduced annual cost and also the initial capital costs. It was possible for this unit to be based in any one of the councils including Taunton. This type of arrangement has been implemented by several councils throughout the country and was considered to be a viable option for Somerset.

During the discussions about joint services for notice processing the councils were developing the 'Pioneer Somerset' concept which aims to establish much closer working relationships and efficiency savings from joint working. Parking services and in particular the new CPE service was considered to be an ideal project for 'Pioneer Somerset' and the councils are now developing the concept further by considering not only a joint processing unit but also a countywide Parking Services team which would be responsible for all operational aspects of the service but not for individual councils asset management or charges policies.

The County Council has now appointed a CPE project manager and is seeking to move this forward within the Pioneer Somerset timetable

7. EXISTING PARKING PROVISION

7.1 Mendip District Council Car Parks

Car parks are controlled by the Mendip District Council (Off Street Parking Places) Order 2008.

7.1.1 Frome

Car Park	Spaces	Payment Method
Badcox**	22	Free
Catherine Street	5	Free
Cattle Market	360	P&D
Cork Street	70	P&D
Market Place****	11	Free
Merchants Barton	71	P&D
North Parade	89	P&D
Rook Lane	5	Permit

South Parade	34	P&D
Vicarage Street	18	P&D
Wine Street	11	Permit

**The Council has approved the introduction of charges at Badcox car park.

7.1.2 Glastonbury

Car Park	Spaces	Payment Method
Butt Close	77	P&D
Norbins Road	54	P&D
Northload St West	41	P&D
St Johns	147	P&D
Silver Street	58	P&D

7.1.3 Shepton Mallet

Car Park	Spaces	Payment Method
Commercial Road	135	P&D
Great Ostry	100	P&D
Petticoat Lane	8	Free
Castle Court (Peter Street)		Permit
Regal Road East	18	P&D
Regal Road West	9	Free

7.1.4 Street

Car Park	Spaces	Payment Method
Church Road	7	Free
Cranhill Road	322	P&D
Goswell Road	17	Free
Greenbank Swimming Pool	23	P&D
Grange 1 (Clarks Village)	387	P&D
Grange 2 (Clarks Village)	441	P&D
Northside	255	P&D
Southleaze (Clarks Village)	276	P&D
Southside	116	P&D
Strode Road**	33	Free
Strode Swimming Pool	45	P&D
Wilfrid Road	47	P&D

** The Council has approved the introduction of charges at Strode Road car park

7.1.5 Wells

Car Park	Spaces	Payment Method
Tucker Street	74	P&D
Whiting Way	261	P&D
Market Place	21	P&D
Princes Road	78	P&D
Princes Road Coach Station (excluding service bus bays)	8	P&D
South Street	42	P&D
Union Street	158	P&D

7.2 Privately Operated Car Parks

There are additional car parks available for public use:

7.2.1 Frome

There is a car park at the Marks and Spencer store adjacent to the Merchants Barton car park. Charges are levied at the car park which is managed by a private operator on a pay and display basis. The current charges are:

- Up to one hour – free (Blue Badge Holders may stay for two hours free of charge)
- Up to two hours - £1.00
- Up to three hours - £2.00
- Maximum stay three hours.

7.2.2 Glastonbury

The Town Council operates a car park in Magdalene Street adjacent to the Abbey. The car park has spaces for 75 cars and a small number of coaches. The car park is operated on a pay and display basis although there is no Off Street Parking Places Order in effect.

The current charges are:

Cars		Coaches	
Less than 1 hour	70p	Less than 2 hours	£3.00
Less than 2 hours	£1.00	Less than 4 hours	£5.00
Less than 4 hours	£2.00	All day	£15.00
All day	£5.00		

7.2.3 Shepton Mallet

There is a large car park at the Tesco store to the south of the town centre. Use of this car park is controlled by an agreement pursuant to Section 106 of the Town and Country Planning Act 1990. The agreement includes the following provision for the management of the car park:

“Before occupation of the retail store the Owner shall submit a car park management policy to the Council for its approval which will:

- *Make the retail store car park available for use by customers of the retail store free of charge on a short stay basis up to a maximum of 2 hours per visit during the hours the retail store is open for trade to the public and any surplus spaces from time to time may be made available for use by non-customers of the retail store on the same basis.*
- *Require the owner to charge members of the public who park in the retail store car park for a period in excess of 2 hours a tariff equivalent to and in any event no less than those in operation in similar Mendip District Council town centre car parks.”*

7.2.4 Street

Most of the main car parks in Street are linked to Clarks Village; some are owned by the District Council and some privately.

The car park at Strode Swimming Pool is managed by the pool management and is included in the Off Street Parking Places Order. However, the fees levied are refunded to patrons of the swimming pool. It would be appropriate for this car park to become part of the overall parking stock fully under the control of parking management.

7.2.5 Wells

There is a small privately operated car park adjacent to Princes Road car park. The tariff charged by pay and display machine is lower than that applicable in Princes Road car park and a number of patrons of Princes Road car have bought tickets in the wrong machine, which has resulted in Excess Charge Notices being raised in respect of their vehicles. The erection of appropriate signs has reduced the problem to an acceptable level.

7.3 Car Park Tariffs

Charging hours and tariffs vary across the five towns. Details are given in Appendix A. It should be noted that the tariffs at all the privately owned, council managed, car parks cannot be amended without the agreement of the both parties.

7.3.1 Tariff Boards

The tariff boards have recently been amended to improve and clarify the wording relating to parking by the disabled. However there is a need to ensure that all the relevant information is provided. This will be especially important following the introduction of civil parking enforcement as the adjudicator will surely look to see that Councils have acted lawfully and reasonably and that the motorist has had the opportunity to comply.

It is essential to keep the information boards as simple as possible but there is certain information which needs to be included:

- The controlled hours
- Any fees and charges and the times of day or days when fees and charges apply, (include specific references to the situation on Bank Holidays and public holidays);
- Information on how to pay, if fees and charges are in place;
- Exemptions (Blue Badge, permit holders, etc);
- Any maximum stay periods / non return periods;
- What type of vehicles may or may not use the parking place;
- That a penalty charge might be incurred if the regulations are contravened.

Additionally it might be appropriate/desirable to advise the motorist about the following:

- Who operates the parking place (the name of the council);
- Contact information;
- Where additional information about the Parking Places Orders and related matters can be obtained.

The current tariff boards include all of this information.

7.4 Excess Charges

The current excess charge notice (ECN) cost is £60 reduced to £40 if paid within 14 days. The Council's website provides easy to understand comprehensive guidance on the appeal process, the grounds upon which an appeal against an ECN will be considered and the stages of the process. Both appeals and payments can be dealt with online. Contact addresses and telephone numbers are provided, although these will need to be amended following the introduction of civil parking enforcement.

7.5 Permits

7.5.1 Residents Parking Permits

The Council offers residents of selected streets the opportunity to purchase an annual parking permit for one of five car parks:

- Rook Lane, Frome
- South Parade, Frome
- Vicarage Street, Frome
- Wine Street, Frome
- Zion Hill, Shepton Mallet

The annual cost of a residents parking permit is currently £160, except for permits for Vicarage Street, Frome where the cost is £32 as the permits are only valid between 9 a.m. and 11 a.m.

7.5.2 Residents and Business Permits

These are available for use in Service Yards at Castle Court, Great Ostry and Regal Road in Shepton Mallet at an annual cost of £160.

7.5.3 Season Tickets

Season Tickets are available for use in certain car parks:

Town	Car Park	Annual Cost £	Cost of 240 days parking**	Discount	Equivalent daily charge £
Frome	Merchants Barton	405	768	47.3%	1.69
	North Parade	200	768	74.0%	0.83
Glastonbury	Norbins Road	250	768	67.4%	1.04
	St. Johns	405	768	47.3%	1.69
	Northload Street West	405	768	47.3%	1.69
	Butt Close	405	768	47.3%	1.69
	Silver Street	405	768	47.3%	1.69
Shepton Mallet	Commercial Road	250	768	67.4%	1.04
	Great Ostry	400	768	47.9%	1.67
Street	Cranhill Road	170	1008	83.1%	0.71
Wells	Tucker Street	250	1272	80.3%	1.04
	Whiting Way	380	1272	70.1%	1.58
	Princes Road	650	1272	48.9%	2.71
	Valid all the above car parks	575	average 903	36.3%	2.40

** cost assessed at 48 five day weeks

It is interesting to note that it is currently cheaper to purchase a season ticket valid for all the listed car parks than it is to purchase a season ticket valid solely for use at Princes Road car park in Wells.

The level of discount offered is substantial ranging from 46.3% to 83.1%. A discount, where there are no extenuating circumstances, in excess of 25% is often considered financially unsustainable. Some authorities have in the past been criticised by the former Best Value Inspectorate for offering excessive discounts. It is also becoming increasingly common to offer a greater discount for annual payments and a lower discount for half yearly and quarterly payments. Monthly payments are not recommended.

A possible range of discounts would be:

Annual Payment	25% discount
Half Yearly Payment	22.5% discount
Quarterly Payment	20% discount

The season ticket price has been lowered significantly for Cranhill Road car park in Street and Tucker Street car park in Wells. These two car parks remain underused despite the significant discounts now on offer.

A review of Season Ticket charges in line with the above discount percentages is recommended.

7.5.4 Staff Parking Permits

A number of consultees expressed concern about Mendip District Council and Capita staff permit holders using Commercial Road car park. This situation is being addressed although it is outside the scope of this study.

7.5.5 Christmas Discounts

It is understood that parking charges have in previous years been suspended from 3 p.m. for two weeks prior to Christmas. The benefits of this goodwill gesture may well be outweighed by the administrative problems that are generated.

7.6 Security

7.6.1 Closed Circuit Television

Some car parks in each town are covered by CCTV. Images are recorded at all times and at peak times the cameras are monitored in Wells.

Car Parks with CCTV coverage are:

Frome	Cattle Market Cork Street North Parade
Glastonbury	Northload Street West St. Johns
Shepton Mallet	Commercial Road Great Ostry Regal Road
Street	Northside Southleaze
Wells	Union Street Princes Road Whiting Way Market Place

A programme of extension of the coverage to include all main car parks would be advantageous.

7.6.2 Parking Attendants

There are currently seven full time Parking Attendants covering the car parks in the five towns. Shift rotas are designed to ensure that at least one attendant is on duty in each town every day when charges apply. Periodic checks on permit parking are also undertaken on Sundays in Frome and Shepton Mallet where parking is free of charge on Sundays. When staff numbers permit a second attendant is deployed in one of the towns.

The introduction of civil parking enforcement will assist with staffing as it will enable co-ordinated enforcement of on street and off street parking regulations.

8 DEMAND FOR CAR PARKING

The demand for car parking in any centre is governed by a variety of factors, including:

- Workplace parking
- Retail floor space/attractiveness
- Tourist attractions

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.

Shoppers generally require shorter stay parking with the option to purchase a parking time tailored to their needs on each particular shopping trip.

Tourists require parking conveniently located for the attractors with a parking time option suitable for the likely length of stay generated by the attractions in the centre. Although still the most common form of parking control, pay and display is an inflexible mechanism for tourists who can find it difficult to predict a length of stay especially if it is their first visit to a town.

The Mendip towns all have different attractors:

Frome is a market town where more people commute out, to Bath and West Wiltshire, than commute in to jobs in Frome. It functions as a local centre with a comparison goods role for the surrounding area. There are significant regeneration and redevelopment proposals for the town centre.

In recent years many of **Glastonbury's** traditional industries have declined and there are significant brownfield sites awaiting redevelopment. The town centre functions as a local centre for convenience shopping for the town and the surrounding area, although the retail sector has become focused on the tourist market. The town has a strong tourist function focused on the Abbey, the Tor, the Rural Life museum and the town's "New Age" links.

Despite being one of the smaller towns there is a net inflow of commuters to **Shepton Mallet**. The retail function of the town has supplemented in recent years to improve its function as a local centre. It is expected that further housing development will assist in reducing travel to other centres.

The traditional manufacturing industries of **Street** have ceased although the major shoe company is still a large employer. Street has close links with Glastonbury and there is commuting between the two towns. The development of Clarks Village has resulted in Street being a major attractor of visitors from far and near. The continuing development of Strode College also creates a significant inflow of daily movements.

Wells is England's smallest City and is a major attraction for visitors to the city and in particular the Cathedral and the Bishops Palace. Although there is some commuting out of Wells, more people commute in than travel out. The retail centre attracts shoppers from a wide area. Opportunities for new development are limited.

9 FUTURE DEMAND

The current level of demand for car parking in the District will be increased by the additional demand generated by new developments and increased tourism.

9.1 Housing

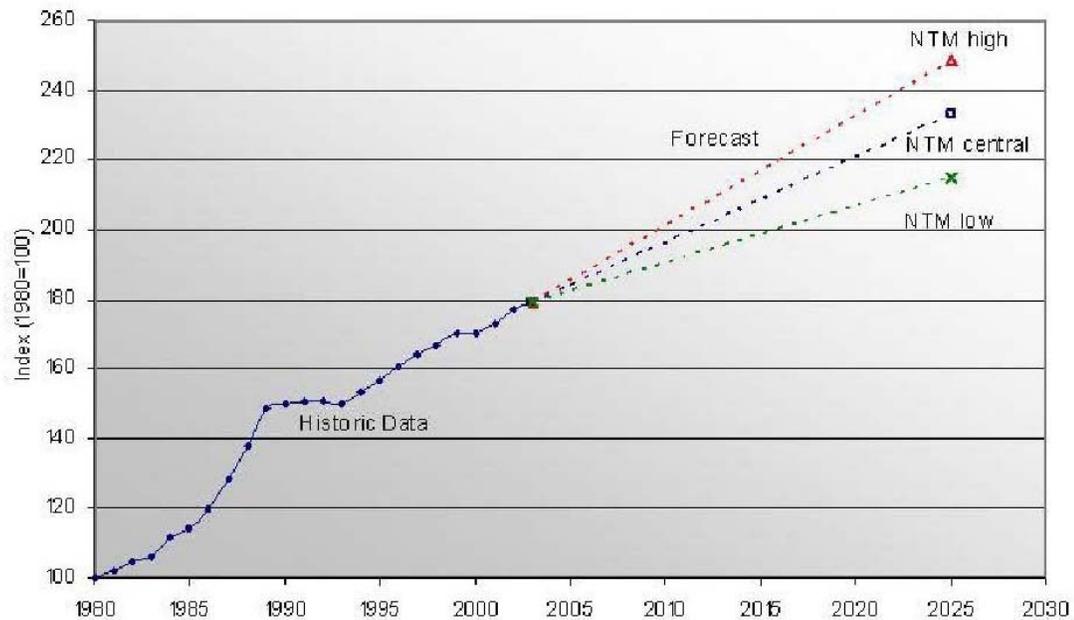
The Mendip Local Development Framework Core Strategy will determine the distribution of planned residential development across the district in the context of the Regional Spatial Strategy.

The anticipated numbers of additional dwelling in the period 2006-2026 are:

Frome	2500
Glastonbury	800
Shepton Mallet	1300
Street	1450
Wells	950
Rural Settlements	2000

According to the Office of National Statistics 2001 Census; KS17 car and vans, summary results for local authorities, vehicle ownership in the District is as indicated in Appendix B.

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 form 2003	Year	All Areas	London	Large Urban Areas	Other Urban Areas	Rural	Motorways	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

Table 4 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.

It is generally accepted that growth will be higher in rural areas, especially those attracting larger numbers of visitors. Clearly most of Mendip District will fall into that category.

Interpolation of the trend graphs indicate that between 2008 and 2026 traffic growth in the District will be between 15% and 20%.

9.2 New Commercial Development

9.2.1 Frome

Mendip District, Somerset County and Frome Town Councils are working in partnership with the Regional Development Agency and others to achieve the regeneration of Frome Town Centre. The initiative includes the provision of a mixed use development in the Garsdale area which will include a retail site to anchor the existing town centre.

A planning brief was published for the development site. Two of the overarching planning principles for the site are:

- A balanced approach to car parking so that it is at the minimum required to make the development work effectively (and avoid undue impact on

surrounding streets). Car parking on primary and secondary streets to be non-designated. Residential car parking to be off street other than in home zone type streets.

- A main expanded car park, to be managed as part of the town centre car parking strategy

The brief requires that least 296 public car parking spaces are provided with the development of Saxonvale and that these are to be managed as part of the town centre car parking strategy.

A planning application for this development is under consideration. The development will have an effect on the provision of and demand for car parking. The site will include the current car park at Merchants Barton. This will need to be replaced in a suitable location and the development should ensure that it is self sufficient in meeting any additional demand for parking that it generates. It is understood that the current proposal is to provide an additional 40-50 spaces. This would be less than the planning brief requirement.

9.2.2 Glastonbury

The former Morlands site is a large derelict industrial site and its comprehensive redevelopment is a priority. Much of the site has been cleared and new infrastructure installed. The site will be self sufficient in parking provision. There will be no retail development and the proposals should not adversely affect the town centre or generate the need for significant amounts of additional public car parking.

9.2.3 Shepton Mallet

The existing Commercial Road car park is allocated for a mixed use development including retail. The local plan recognises the need to address the loss of parking provision that such a development would cause as well as the additional demand created by an improved retail mix in the town. It will be essential that the existing parking is replaced in a suitable location and that further provision is made to deal with the demand generated by the development.

There are proposals to expand the educational facilities in the town in association with Strode College. These are expected to be in association with local schools and should not increase the demand for town centre parking.

9.2.4 Street

There are no significant proposals for additional retail development in Street; the local plan sets strict criteria against which any proposal to expand Clarks Village would be tested.

There are proposals for the expansion of Strode College. It is understood that a nearby school is to relocate and the site used for the college expansion, resulting in a large number of additional students. There are already on street parking issues associated with college students and, ideally, any expansion should be self sufficient in parking provision in order that these problems do not increase. If this is not possible then steps will need to be taken to protect nearby residential areas from the effects of student car parking.

9.2.5 Wells

Land in Princes Road is allocated for a mixed use development. This would affect both the car park and the bus station and alternative provision for both would be essential. The prospective developers have undertaken some local consultations but as yet have not submitted a planning application. The original proposal provided a 300 space two level car park on the former bus depot site in Priory Road. There is no definitive programme for this redevelopment but it will not only need to ensure that replacement parking is provided but also to make provision for the additional demand created by the development itself.

9.3 Effect of Civil Parking Enforcement

The improved enforcement of the on street traffic regulation orders that will result from the introduction of civil parking enforcement will increase demand for off street parking. Motorists who were previously prepared to “take the risk” and park illegally will recognise that the risk of receiving a penalty charge notice increases considerably with improved enforcement. Consequently many will seek off street parking.

In areas where civil parking enforcement has been introduced the patronage of car parks has increased by up to 5%. Indeed the civil parking enforcement financial model prepared for the Somerset Districts indicated a 5% displacement and increase in car park revenue for Mendip District. The issue of whether this additional income will accrue to the County Council or the District Council will be subject to the terms of the Agency Agreement between the two authorities.

10 TOURISM

As mentioned in Section 6.5 the Council's Economic Strategy aims to:

- Promote the District as a high quality destination for holidays, short breaks and specialist interests;
- Secure improvements to the quality of information, facilities, tourism amenities, attractions and accommodation; and

- Protect and enhance the natural and manmade assets of the District, which underpin the area's draw as a tourist destination.

It is well established that tourists are less concerned about the cost of parking than the ease by which they can locate a suitable parking space. Good vehicular signage to the main tourist car parks and good pedestrian signage to and from the tourist attractions is, therefore essential. For this purpose the tourist attraction may simply be the town centre and the shopping facilities it contains (this is particularly true of Street). Detailed comments on the current signage are given in Section 21 and Appendix C.

It is important, therefore, to try to ensure that there is a convenient supply of parking spaces available for visitors. In order to ensure that this is the case it will be necessary to implement appropriate controls on the spaces available. Of particular importance is the need to ensure that the short stay spaces designed for shoppers and visitors are not occupied by long stay parking. This can be achieved by the introduction of Traffic Regulation Orders setting charges and/or limiting the length of stay.

As the cost of travel increases it is likely that the number of tourists holidaying in the UK will increase and provision needs to be made for the consequent growth in demand for parking spaces.

In the course of our discussions we have heard anecdotal tales about the difficulties for find parking spaces during the tourist season, particularly in Frome, Street and Wells. Clearly we have not had the opportunity to witness at first hand the parking situation in the peak tourist season.

It would be sensible to identify at least one car park in each town as the primary tourist car park and ensure that the direction signage is appropriate; the following car parks are suggested:

- Frome – Cattle Market
- Glastonbury – St. Johns
- Shepton Mallet – Commercial Road
- Street – the Clarks Village car parks
- Wells – Whiting Way

Ideally all of these car parks would have appropriate facilities – tourist information; good pedestrian signs to the attractions; toilets; etc.

11 MODAL TRANSFER

11.1 Local Bus Services

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 that it believes are appropriate to meet social and accessibility needs, select an operator and provide the services with financial support.

Because of the rural nature of the Mendip area, outside the five main settlements, there are very few commercial services. Somerset 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.

As one would expect, the core network operates on the main routes between the various main settlements, including those nearby in neighbouring authorities, such as Cheddar, Castle Cary and Trowbridge. On those routes the service is typically hourly during most of Monday to Saturday, with a more limited or no service during evenings and Sundays. Apart from the streets adjacent to those main roads into each settlement, there is only limited scope for local town services, such as a 30-minute commercial daytime service to Clink and Lower Keyford in Frome.

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, but that is because usually 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 use of advance payments and season tickets.

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 in the group.

In larger towns, modal split 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 will only be possible in a limited way in the five settlements within Mendip.

Further analysis could be done to see if modal shift can be achieved by any of these factors, but the impact would be small and is in any event outside the direct scope of this study.

11.2 Park and Ride

Consultees have suggested that a park and ride scheme would be advantageous in Frome. 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. We do not believe that such a scheme would be viable.

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 an economic proposition. 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.

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.

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.

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 will not divert from their normal route, or at least not too far off their normal route.

Furthermore the availability of the current heavily discounted season tickets mean that there is little chance of a Park and Ride scheme being cheaper than the effective car parking charge actually available.

In our view a permanent Park and Ride scheme would never be a viable alternative for Frome, or indeed for any of the other 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.

11.3 Park and Walk

A site is allocated in the Local Plan for a Park and Walk car park in Wells. It is clear from our limited survey information that of all the towns in the District the one with potentially the largest parking problems is Wells. There is evidence that the current demand for parking at peak periods cannot be met and this is a situation that will possibly worsen over time. As making provision for visitors is such an important element of the economic vitality and viability of the town the demand for additional parking will need to be addressed.

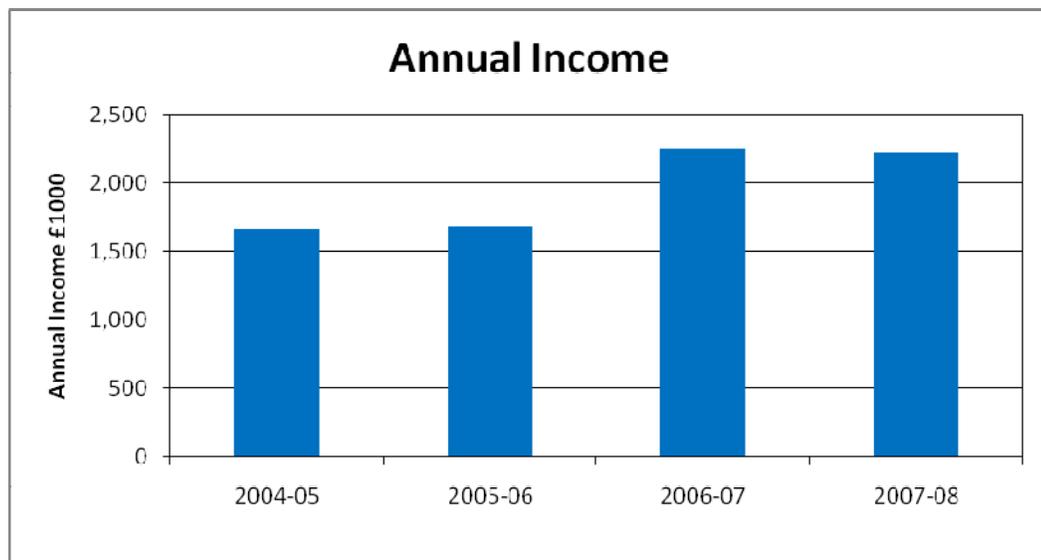
Building new large car parks close to the town centre is not an option and more radical solutions will be required. A park and walk option for longer stay parking could be a solution, providing that the site chosen is not too distant from the main attractions and the shopping area, that the route is secure and pleasant to use and that the cost of the parking is realistic.

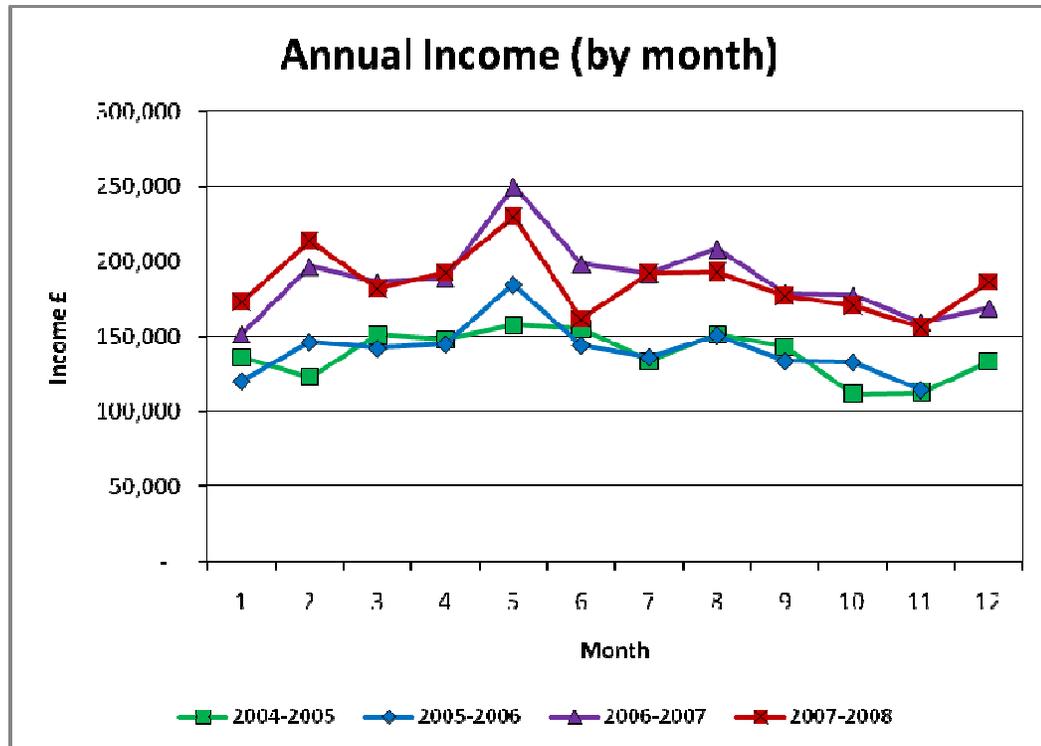
The site identified at Palace Farm is a reasonable distance from the town centre and a number of pleasant routes to the centre and visitor attractions would be possible.

12 FINANCE

12.1 Annual Income

Income from car parks over the last four years is shown the chart below. The chart does not indicate the annual costs of management, maintenance, improvements and enforcement.





Income for the individual car parks over the last four years is provided in Appendix D.

The annual income reflects the pattern of tariff increases. Tariffs were increased on 8 July 2008 and a resultant increase in income can be expected. The current high cost of fuel and the economic climate may affect car park income in the immediate future.

The pattern of income throughout the year remains fairly consistent with peaks at Easter, in August and during the pre-Christmas period.

12.2 Finance Model

A financial model has been developed which will enable the effects of change to be assessed. The model provides for change in:

- Capacity;
- The tariff structure;
- Charging hours and days;
- Usage patterns;

It will provide prediction of the income per car park; per town and over the whole District.

Sample pages are shown in Appendix E.

13 SURVEYS

The chart below indicates the car park surveys undertaken:

Number	Town	Car Park Name	Surveys undertaken			
			weekday	w/d evening	Saturday	Sunday
1	Frome	Badcox	✓	✓		
2	Frome	Catherine Street	✓	✓		
3	Frome	Cattle Market	✓	✓		
4	Frome	Cork Street	✓	✓		
5	Frome	Market Place		✓		
6	Frome	Merchants Barton	✓	✓		
7	Frome	North Parade	✓	✓		
8	Frome	Rook Lane				
9	Frome	South Parade	✓	✓		
10	Frome	Vicarage Street	✓	✓		
11	Frome	Wine Street				
	Glastonbury	Magdalene Street (GTC)				
12	Glastonbury	Butt Close	✓	✓		
13	Glastonbury	Norbins Road	✓	✓		
14	Glastonbury	Northload St West	✓	✓		
15	Glastonbury	St Johns	✓	✓		
16	Glastonbury	Silver Street	✓	✓		
17	S Mallet	Cannards Grave Road				
18	S Mallet	Castle Court				
19	S Mallet	Commercial Road	✓	✓		
20	S Mallet	Great Ostry	✓	✓		
21	S Mallet	Petticoat Lane	✓	✓		
	S Mallet	Peter Street				
22	S Mallet	Regal Road East	✓	✓		
23	S Mallet	Regal Road West	✓	✓		
24	S Mallet	Zion Hill				
25	Street	Church Road	✓	✓	✓	✓
26	Street	Cranhill Road	✓	✓	✓	✓
27	Street	Goswell Road	✓	✓	✓	✓
28	Street	Greenbank Swimming Pool				
29	Street	Grange 1 (Clarks Village)	✓	✓	✓	✓
30	Street	Grange 2 (Clarks Village)	✓	✓	✓	✓
31	Street	Northside	✓	✓	✓	✓
32	Street	Southleaze (Clarks Village)	✓	✓	✓	✓
33	Street	Southside	✓	✓	✓	✓
34	Street	Strode Road	✓	✓	✓	✓
35	Street	Strode Swimming Pool				

Number	Town	Car Park Name	Surveys undertaken			
			weekday	w/d evening	Saturday	Sunday
36	Street	Wilfrid Road	✓	✓	✓	✓
37	Wells	Tucker Street	✓	✓	✓	
38	Wells	Whiting Way	✓	✓	✓	
39	Wells	Market Place				
40	Wells	Princes Road	✓	✓	✓	
41	Wells	South Street	✓	✓	✓	
42	Wells	Union Street	✓	✓	✓	

In addition usage and compliance with on-street traffic regulation orders surveys were undertaken in the following streets:

Frome

	From	To
Market Place	Bridge	Bath Street
Cork Street	Market Place	Waterloo
Palmer Street		
Bath Street	Market Street	Christchurch Street West

Glastonbury

	From	To
High Street	Lanbrook Street	Market Place/ Magdalene St.
Market Place		
The Archers Way	High Street	The Close
Butts Close		

Shepton Mallet

	From	To
High Street		

Street

	From	To
High Street	The Cross	Vestry Road
Wilfrid Road	High Street	Hindhayes Road
Leigh Road	High Street	Hindhayes Road

Wells

	From	To
High Street		
Sadler Street		
Broad Street/Queen Street/St. Cuthberts Street triangle		

The results of these compliance surveys are shown in Appendix F.

Non compliance with the on street traffic regulation orders is very high in all five towns. There is non-compliance with all types of order at all times of the day. It is

clear that motorists feel free to park wherever they wish and have little or no expectation of being issued with a fixed penalty notice.

When Civil Parking Enforcement is introduced enforcement will increase and much of the current level of non compliance will disappear. This will result in an increase in the patronage of the off street car parks. Increases of between 5% and 10% have occurred in other locations.

14 ANALYSIS OF SURVEY RESULTS

Details analysis is given in Appendix G and summarised below:

14.1 Frome – Wednesday 7 May 2008 (Market Day)

- **Badcox Car Park**
 - Car park never full
 - Peak usage early afternoon
 - 4% overstay
- **Catherine Street Car Park**
 - Full in the afternoon
 - 14% overstay
 - Maximum stay 5 hours
- **Cattle Market Car Park**
 - Peak usage 80% late morning, early afternoon
 - Large numbers of Disabled Badge Holders(maximum 43)
 - 60% stay less than 2 hours
 - Only 19% stay more than 3 hours
- **Cork Street Car Park**
 - Never full
 - Maximum usage 83% mid morning
 - At peak 21% users Disabled Badge Holders
- **Merchants Barton Car Park**
 - Busy but never full
 - Peak 92% capacity mid morning
 - 23% permit holders
 - Not popular with Disabled badge holders
 - 45% stay less than 2 hours
 - 38% stay more than 3 hours
- **North Parade Car Park**
 - Underused; maximum 36% capacity
 - Majority of users are permit holders; peak 81%
 - Not popular with Disabled Badge Holders
 - Non permit holders stay for shorter periods; 69% less than 2 hours
 - 50% permit holders stay for 6 hours or longer
- **South Parade Car Park**
 - Never full

- Maximum usage 62% early morning
- 46% of users are permit holders
- 50% of non permit holders stay for less than 2 hours
- 72% of permit holders stay for more than 3 hours; 29% for more than 7 hours
- **Vicarage Street Car Park**
 - Only one permit holder observed
 - Never full
 - Peak 83% mid-day
 - 52% stay for less than 2 hours
 - Only 23% stay for more than 5 hours
- **Evening usage**
 - Catherine Street, Market Place and South Parade car parks were full
 - South Parade car park obstructed by additional vehicles possibly associated with adjacent social club
 - Badcox and Cork Street car parks were well used
 - Other car parks had little use.

14.2 Glastonbury – Tuesday 6 May 2008 (Market Day)

- **Butt Close Car Park**
 - Never full
 - Maximum usage 82% mid morning
 - Some non-compliance early morning and late afternoon
 - Majority stay less than 3 hours
- **Norbins Road Car Park**
 - Underused throughout the day
 - Maximum use 35% early afternoon
 - Majority of users permit holders
 - Some long stay by permit holders
 - Majority stay less than 2 hours
- **Northload Street West Car Park**
 - Underused throughout the day
 - Maximum car use 50% mid afternoon
 - Significant non compliance early morning and late afternoon
 - Majority stay less than 2 hours
 - Some long stay by permit holders
- **St. Johns Car Park**
 - Substantially under used
 - Maximum occupancy 40% at mid day
 - Some non compliance throughout the day
 - 60% stay less than 2 hours
 - Very little long stay
- **Silver Street Car Park**
 - Underused

- Maximum occupancy 45% in the afternoon
- Some non compliance early morning and in the afternoon
- 43% stay less than 2 hours
- 65% stay less than 3 hours
- **Evening usage**
 - Very little evening parking
 - Northload Street West occupancy 27%

14.3 Shepton Mallet – Thursday 1 May 2008

- **Commercial Road Car Park**
 - Nearly 90% full for most of the day
 - Vast majority permit holders
 - Most permit holders park for the whole day
 - 54% stay for more than 7 hours
- **Great Ostry Car Park**
 - Underused
 - Maximum occupancy 54%
 - Some non compliance throughout the day
 - 70% stay less than 2 hours
 - No abuse of one hour free parking
- **Petticoat Lane Car Park**
 - Never full
 - Maximum usage 75%
 - Only small number overstay one hour limit
- **Regal Road East Car Park**
 - Nearly full for most of the day
 - Some non compliance early morning
 - 55% stay less than 2 hours
 - Very little long stay
- **Regal Road West Car Park**
 - Nearly full for most of the day
 - 90% comply with one hour limit
- **Evening usage**
 - Regal Road West car park 89% full
 - Regal Road East car park 56% full
 - Great Ostry car park 29% full

14.4 Street – Monday 21 April & Monday 28 April 2008

- **Church Road Car Park**
 - Full all day
 - Majority long stay
- **Cranhill Road Car Park**
 - Significantly underused
 - Maximum occupancy only 14%

- 48% stay less than 2 hours
- Only 23 (21%) stay longer than 6 hours; all permit holders
- **Goswell Road Car Park**
 - Well used throughout the day
 - 95% comply with two hour limit
- **Grange 1 Car Park**
 - Maximum usage 85% at mid day
 - 27% stay less than 2 hours
 - 56% stay less than 3 hours
 - 75% stay less than 4 hours
- **Northside Car Park**
 - Maximum usage 47% mid day
 - Maximum 3 coaches
 - 48% stay less than 2 hours
 - 76% stay less than 3 hours
 - 92% stay less than 4 hours
- **Southleaze Car Park**
 - Underused
 - Maximum occupancy 26% mid day
 - 63% stay less than 2 hours
 - 91% stay less than 3 hours
 - 99% stay less than 4 hours
- **Southside Car Park**
 - Maximum occupancy 77% at 2 p.m.
 - Some non compliance
 - 73% stay less than 2 hours
- **Strode Road Car Park**
 - Nearly full for most of the day
 - 54% stay less than 2 hours
- **Wilfrid Road Car Park**
 - Maximum occupancy 30% late morning
 - Some non compliance early morning
 - 50% stay less than 2 hours
- **Evening usage**
 - Strode Road car park 56% full
 - Church Road and Southside car parks 29% full
 - Little use of other car parks

14.5 Street – Saturday 10 May 2008

- **Church Road Car Park**
 - Well used throughout the day
 - 50% stay less than 2 hours
- **Cranhill Road Car Park**
 - Higher use than weekdays but still underused
 - Maximum occupancy only 30%
 - 69% stay less than 3 hours

- **Goswell Road Car Park**
 - Well used throughout the day
 - 70% comply with two hour limit
- **Grange 1 Car Park**
 - Over 90% full between 11 a.m. and 3 p.m.
 - 36% stay less than 2 hours
 - 66% stay less than 3 hours
 - 85% stay less than 4 hours
- **Grange 2 Car Park**
 - 40% full in the afternoon
 - 41% stay less than 2 hours
 - 69% stay less than 3 hours
 - 86% stay less than 4 hours
- **Northside Car Park**
 - Maximum usage 67% mid day
 - 49% stay less than 2 hours
 - 74% stay less than 3 hours
 - 91% stay less than 4 hours
- **Southleaze Car Park**
 - 50% capacity in the afternoon
 - 39% stay less than 2 hours
 - 73% stay less than 3 hours
 - 91% stay less than 4 hours
- **Southside Car Park**
 - Virtually full late morning
 - High percentage use by Disabled Badge Holders; maximum 21 (19%)
 - 59% stay less than 2 hours
 - 86% stay less than 3 hours
- **Strode Road Car Park**
 - Maximum occupancy 82% mid morning
 - 51% stay less than 2 hours
 - 77% stay less than 3 hours
- **Wilfrid Road Car Park**
 - Full from mid day and late afternoon
 - Some non compliance early morning
 - 40% stay less than 2 hours
 - 72% stay less than 3 hours

14.6 Street – Sunday 11 May 2008

- **Church Road Car Park**
 - Well used throughout the day
 - Full early afternoon
 - Variable length of stay

- **Cranhill Road Car Park**
 - Very little use
 - Maximum occupancy only 16 vehicles mid morning
 - 66% stay less than 2 hours
- **Goswell Road Car Park**
 - Virtually full mid morning
 - Significant over stay
 - 73% stay less than 3 hours
- **Grange 1 Car Park**
 - Well used after 11 a.m.
 - Maximum usage 91%
 - 42% stay less than 2 hours
 - 70% stay less than 3 hours
 - 87% stay less than 4 hours
- **Grange 2 Car Park**
 - Underused
 - Maximum usage 26% at 1 p.m.
 - 67% stay less than 3 hours
 - 87% stay less than 4 hours
- **Northside Car Park**
 - Maximum usage 62% mid day
 - 73% stay less than 3 hours
 - 90% stay less than 4 hours
- **Southleaze Car Park**
 - Underused
 - Maximum occupancy 39% at 1 p.m.
 - 44% stay less than 2 hours
 - 76% stay less than 3 hours
 - 90% stay less than 4 hours
- **Southside Car Park**
 - Maximum usage 56% at 1 p.m.
 - 49% stay less than 2 hours
 - 76% stay less than 3 hours
- **Strode Road Car Park**
 - Well used throughout the day
 - Full late afternoon
 - 87% stay less than 3 hours
- **Wilfrid Road Car Park**
 - Full from 11 a.m. onwards
 - 41% stay less than 2 hours
 - 66% stay less than 3 hours
 - 86% stay less than 4 hours

14.7 Wells – Wednesday 30 April (Market Day) & Tuesday 6 May 2008

- **Princes Road Car Park**
 - Maximum occupancy 80% between 11 a.m. and 2 p.m.
 - 44% stay less than 2 hours
 - 79% stay less than 3 hours
- **Princes Road Bus and Coach Station**
 - Maximum usage 75% capacity
 - All vehicles stayed less than 2 hours
- **South Street Car Park**
 - Full for most of the day
 - High percentage of Disabled Badge Holders; maximum 21%
 - Significant non compliance particularly early morning and in the afternoon
 - 53% stay less than 2 hours
 - 82% stay less than 3 hours
- **Tucker Street Car Park**
 - Underused
 - Maximum occupancy 36% between noon and 2 p.m.
 - High percentage of permit holders
 - Length of stay variable
 - Most permit holders stayed 5 or 6 hours
- **Union Street Car Park**
 - Virtually full late morning and until early afternoon
 - Some non compliance
 - 51% stay less than 2 hours
 - 81% stay less than 3 hours
- **Whiting Way Car Park**
 - Never full
 - Maximum usage 69% mid day
 - 70% stay less than 3 hours
 - 84% stay less than 4 hours
- **Evening usage**
 - Market Place full
 - South Street 33% full
 - Less use of other car parks

14.8 Wells – Saturday 3 May 2008 (Market Day)

- **Princes Road Car Park**
 - Maximum occupancy 78% early afternoon
 - 44% stay less than 2 hours
 - 78% stay less than 3 hours
- **South Street Car Park**
 - Nearly full for most of the day
 - High percentage of Disabled Badge Holders; maximum 29%

- 51% stay less than 2 hours
- 88% stay less than 3 hours
- **Tucker Street Car Park**
 - Underused but higher use than weekday
 - Less permit holders
 - Maximum occupancy 51% at 1 p.m.
 - 44% stay between 2 and 3 hours
- **Union Street Car Park**
 - Virtually full from 11 a.m. to 4 p.m.
 - 49% stay less than 2 hours
 - 83% stay less than 3 hours
- **Whiting Way Car Park**
 - Near capacity at mid day (93%)
 - Over 80% full between 11 a.m. and 3 p.m.
 - 32% stay less than 2 hours
 - 66% stay less than 3 hours
 - 86% stay less than 4 hours

15 CONSULTATIONS

Questionnaire consultations have been undertaken with stakeholders and with users in selected car parks. These were essentially fact finding exercises designed to ascertain the views of both stakeholders and users on the current parking situation. The council will wish to consider further consultations on any revisions that may be proposed in the future.

15.1 Stakeholder Consultations

Questionnaires were despatched to 51 stakeholders and a total of 26 (51%) replies were received. A list of consultees, a copy of the questionnaire and an analysis of the responses, by town, are given in Appendix H.

Although the number of responses is not statistically significant a number of responses are worthy of comment:

Q.1 - Do you consider that there are sufficient off-street parking spaces provided to cope with demand?

Respondents in Glastonbury considered that there is sufficient parking; those in Street held a balanced view and those in Frome, Shepton Mallet and Wells felt that there is insufficient parking.

Q.2 - Do you agree that there is a need for a review of off street car parking within the District?

Virtually all the respondents support the need for a review.

Q.3. - Do you agree that convenient and well used car parking places should be regulated to maximise the turnover and make best use of the parking places?

Virtually all the respondents agree.

Q.4 - Do you agree that motorists generally accept that they should pay a fee to park providing the facility is convenient and well managed?

Views on this were mixed but the majority of respondents agree that motorists accept that a fee should be payable.

Q.5 - Do you agree that some parking should be time limited to increase turnover of spaces?

There was overwhelming support for this principle.

Q.6 - Do you agree that car park users should pay for parking at certain times?

Respondents generally felt that charges should only be levied during the day from Monday to Saturday, although those in Street supported charges on Sunday. There was little support for evening or overnight charges.

Q.7 - What do you consider to be the fairest charging band on Pay and Display car parks?

The majority of respondents preferred a one hour charging band although there was some support for a daily charge. Respondents in Street also support a 30 minute tariff.

Q.8 - What is your view of the cost of car parking?

Respondents in Frome, Shepton Mallet, Street and Wells consider the tariffs to be too high; those in Glastonbury held mixed views.

Q.9 - Should disabled drivers be charged for parking?

The majority of those who responded to this question consider that disabled drivers should pay for parking. There was no clear view about whether or not the payment should be for all parking or just for periods in excess of three hours.

Q.10 - Do you consider the parking facilities adequate for cycles and motor cycles?

Respondents felt that the parking facilities for both cycles and motors cycles to be inadequate.

Q.11 - Do you consider that the arrangements for parking ON STREET are appropriate:

Respondents were generally dissatisfied with the current on-street parking arrangements.

Q.12 - Would you support the introduction of modest charges for on-street parking to help to ensure the maximum use of the available spaces?

Except in Wells, respondents were opposed to the introduction of on-street charges.

Q.13 - Are you aware of any areas where there is a need for an on-street residents parking scheme?

A number of respondents suggested areas where schemes may be beneficial. These have been considered and are referred to in Section 19.

A number of respondents made additional comments which are summarised below:

- Introduce charges at all free car parks;
- High charges encourage on street parking and possible transfer to cheaper locations;
- Reduce charges at Cranhill Road car park in Street to encourage more use;
- Introduce a low charge for 30 minute parking;
- Open Council Office car park at weekends in Shepton Mallet;
- Improve maintenance of signs and lines;
- Increase two hour limit at Tesco's car park in Shepton Mallet;
- Improve enforcement on street;
- Improve parking provision for motor homes;
- Increase current one hour free parking in Great Ostry car park, Shepton Mallet, to two hours free parking.

15.2 Car Park User Consultations

Face to face questionnaire consultations were undertaken at the following car parks:

TOWN	CAR PARK	DAY	NO. CONSULTED
Frome	Cattle Market	Wednesday	59
	Cork Street	Wednesday	33
Glastonbury	St. Johns	Tuesday	35
Shepton Mallet	Great Ostry	Thursday	47
Street	Northside	Monday	33
		Saturday	33
		Sunday	58
	Southside	Monday	30
		Saturday	34

TOWN	CAR PARK	DAY	NO. CONSULTED
Wells	Union Street	Saturday	41
	Whiting Way	Wednesday	27

The results of the consultation together with a copy of the questionnaire are at Appendix J.

The results are summarised below:

Q1. What was the purpose of your visit?

- In Frome the predominant purpose was shopping;
- 43% of users of St. Johns car park in Glastonbury were on a leisure visit;
- At Great Ostry car park in Shepton Mallet the purposes of the visits was divided between leisure, business and shopping;
- At Northside car park in Street the primary purpose was shopping;
- At Southside car park in Street only half the weekday users were on shopping trips but on Saturday shopping was the main purpose;
- In Wells shopping was the main purpose for users of Union Street car park but more users of Whiting Way car park were on leisure trips.

Q2. How often do you visit this town?

- In Frome and Shepton Mallet the majority of users were weekly visitors;
- At St. Johns car park in Glastonbury there was a higher proportion of daily users;
- Interestingly, 37% of those questioned on a Monday at Northside car park in Street were daily users of the car park; at weekends the users are less frequent visitors;
- Users of Southside car park in Street tend to be weekly visitors;
- In Wells users of Union Street car park tend to be weekly visitors; users of Whiting Way car park visit less frequently.

Q3. Why did you choose this car park?

- The predominant reason for choice of car park in all towns was "convenience".

Q4. How did you choose this car park?

- Most drivers always use the same car park

Q5. Did you find the direction signs to the car park adequate?

- In all cases the majority of the users found the direction signs to be adequate;
- In Street and at Whiting Way car park in Wells every user questioned found the direction signs to be adequate.

Q6. How easily did you locate a parking space?

- In all cases the majority of users found it “very easy” or “easy” to locate a parking space;
- The percentage of users who had “difficulty” locating a parking space was higher in Southside car park in Street on a Saturday and also at Union Street car park in Wells.

Q7. How long do you intend to stay?

- The parking patterns vary from location to location and by day of week. The responses are tabulated:

Town	Car Park	Day	<1 hour	1-2 hours	2-3 hours	3-4 hours	>4 hours
Frome	Cork St.	Wed	82%	15%	3%		
	Cattle Mkt	Wed	36%	42%	5%	5%	12%
Glastonbury	St. Johns	Tues	37%	34%	14%	9%	6%
Shepton Mallet	Gt. Ostry	Thur	62%	28%	2%	2%	6%
Street	Northside	Mon	45%	21%	18%	12%	3%
		Sat	18%	37%	6%	6%	33%
		Sun	23%	26%	14%	18%	19%
	Southside	Mon	73%	10%	10%	4%	3%
		Sat	29%	50%	6%	12%	3%
Wells	Union St	Sat	41%	37%	12%	5%	10%
	Whiting Way	Wed	15%	33%	26%	7%	19%

Q8. Do you find locating a parking space easier in the winter or the summer?

- In most locations users felt that there was no difference in difficulty between the seasons;
- In Glastonbury and Street a larger proportion of users felt that locating a parking space in winter was easier.

Q9. Do you have a residents parking permit? and**Q10. Do you have a season ticket?**

- Insufficient users were permit or season ticket holders to produce any meaningful results.

Q11. What is your view of the cost of parking in this town?

- With the exception of Frome a majority of the users consider the cost of parking to be “about right”;
- Interestingly, a number of users felt the cost of parking in some car parks was “too low”.

The results are tabulated below:

Town	Car Park	About Right	Too High	Too Low	No View
Frome	Cork St.	48%	48%	-	-
	Cattle Mkt	47%	53%	-	-
Glastonbury	St. Johns	65%	29%	-	6%
Shepton Mallet	Gt. Ostry	50%	43%	5%	2%
	Street	69%	22%	-	9%
		67%	21%	9%	3%
		67%	19%	9%	5%
	Southside	71%	18%	-	11%
		59%	38%	3%	-
Wells	Union St	68%	25%	-	7%
	Whiting Way	67%	26%	-	7%

Note: The surveys were undertaken prior to the latest round of tariff increases.

Users were also asked for their general views on the parking situation and what improvements they would like to see. The comments expressed can be summarised:

- **Frome**
 - Access to Cattle Market car park is poor;
 - The market should not obstruct disabled parking spaces;
 - Not enough disabled parking spaces;
 - Need permits for local people;
 - Increase long stay parking tariff at Cattle Market car park;
 - Make some spaces short stay only at Cattle Market car park;
 - Improve lighting;
 - Need toilet block at Cork Street car park;
 - Increase size of parking bays.
- **Glastonbury**
 - Need 3 hour charging band;
 - Lack of signs to other car parks;
 - Reduce long stay charge;
 - Need more recycling facilities;
 - Better signs for visitors;
 - Need permits for residents;
 - Clear parking from streets
- **Shepton Mallet**
 - Too many commercial vehicles in High Street;
 - Bays need remarking;
 - Need more free parking;
 - Disabled bays not wide enough;
 - Should be free for first two hours;
 - Need change machine.

- **Street**
 - Need more disabled bays;
 - Better signs needed in the car parks;
 - Like the landscaping;
 - Need change machine;
 - Two hour tariff needed;
 - More spaces for motor cycles;
 - More parent and child spaces;
 - Clarify disabled badge holder instructions;
 - Need more enforcement.

- **Wells**
 - Reduce on street parking;
 - Union Street much improved;
 - Need wider spaces;
 - Need parent and child spaces;
 - More disabled spaces;
 - Need three hour tariff;
 - Stop charging on Sundays.

16 ENFORCEMENT

The pay and display ticket sales and the excess charge notice (ECN) data for the period October – December 2007 has been analysed. This is only a short period but it does enable an initial assessment of the current enforcement.

Assuming that each Parking Attendant works an average of 220 days each year the average ECN issue is 4.27 per shift. The need for a comprehensive attendant deployment rota covering all the charging hours in all the towns necessitates attendants travelling between towns during individual shifts. Whilst this “loss” of enforcement time is reduced to a minimum by careful staff deployment it does reduce the number of ECNs issued per shift when compared to the national norm of around one ECN per deployed hour – or 7 ECNs per shift.

Although the current ECN issue rate may appear low it is probably an issue best resolved when civil parking enforcement is introduced and off street and on street enforcement are combined.

17 ON-STREET TRAFFIC REGULATION ORDER APPROPRIATENESS REVIEW

The main central parking areas within all of the main towns in the District have been surveyed and observed in order to assess the appropriateness of the current parking restrictions. The review concentrated on the permitted parking places and other restrictions in the main central shopping areas with a view to suggesting amendments to the layout or restriction type in order to make best use of the road

space available to meet the needs of the town. It has been assumed that restrictions placed at junctions or other hazards for road safety reasons were appropriate in terms of visibility and addressing the reasons for their introduction. The surveys took place during 'typical' days in May. The surveys were observation surveys and did not involve lengthy occupancy surveys. The proposed changes may result in some displacement affecting other roads not included and the effect of this should be considered during the detailed investigation, design and consultation phase.

The results of the survey are shown in Appendix K for each of the towns with a general summary statement on the observations for each area. Streets where there are no proposed changes for consideration or comments have not been included within the tables.

18 TARIFF COMPARISONS

A comparison has been made of the charges levied by neighbouring Authorities and others within the Audit Commission Near Neighbour Group – Appendix L.

The comparison shows that the short stay charges levied in Mendip are reasonable when compared to similar authorities. Similarly, all day charges are reasonable when compared with other centres. In our view the current level of charging for short and long stay parking strikes a reasonable balance. However, a policy of annual inflationary increases should be retained.

Comparison of Annual Season Ticket costs paints a similar picture. It is difficult to compare prices in general terms because of the variation between car parks and towns.

The suggested tariff changes are unlikely to affect these comparisons.

19 PARKING FOR SPECIALIST GROUPS

19.1 Parking for the Disabled

The current provision of wider spaces for disabled motorists is not consistent across the District. The actual provision is tabulated in Appendix M. The overall level of provision is below the recommended level.

Government advice (*"Parking for Disabled People" DfT*) on the provision of parking facilities for the disabled is that the following formulae should be used to assess the number of spaces at each location:

For Shopping, recreation and leisure facilities:

For car parks with less than 200 spaces	Three bays or 6% of the total capacity whichever is the greater
For car parks with more than 200 spaces	Four bays + 4% of the total capacity

Our 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 but this is seldom distributed evenly throughout the car parks. The tendency is to make greater provision at the most convenient car parks and less at the more remote, usually long stay, car parks. At small car parks with less than 50 spaces provision of two spaces would be reasonable.

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.

To achieve full provision a further 6 spaces are required in Frome, 10 in Glastonbury, 8 in Shepton Mallet, 17 in Street and 10 in Wells. 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.

We have also previously researched the charging policies of a number of Local Authorities.

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; and others allow unrestricted free parking. There are other more complicated arrangements operated by some authorities.

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 Mendip DC car parks is that the disabled may park free of charge although there is provision in the Off Street Parking Places Order for this to be amended to enable the disabled to park for a maximum of four hours without payment. 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 lowering of the machines

and 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.

19.2 Cycle Parking

There is very little current provision for cycle parking in the car parks. If the council is to encourage increased use of cycles, additional provision needs to be made, particularly at the most central car parks, unless more convenient provision can be made within the town centres.

Cyclists will wish to leave their cycles at convenient locations where they can be confident that they will be secure. Ideally the location of the cycle stands should be within view of CCTV cameras and located where there is a good pedestrian movement. The actual demand for cycle parking is difficult to predict and the Council would be well advised to erect a small number of good quality stands at the convenient locations and then monitor usage. Additional stands can be added if demand increases.

More secure parking is available in the form of lockable containers for which a charge could be made, either on a daily basis or by annual licence.

19.3 Motor Cycle Parking

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. These tend to be unattractive to motor cyclists as they are often hidden from view and the owners perceive a security risk.

As with cycle parking, if the council wishes to encourage the use of powered two wheelers then more convenient and secure parking areas will need to be provided in the most central car parks. This may need to be at the expense of car parking spaces. The spaces provided should be within sight of CCTV cameras and located where there is a good pedestrian movement.

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

It is impractical to consider charges for motor cycle parking. The user is required by the provisions of the Traffic Regulation Order to display a valid ticket to indicate that the appropriate fee has been paid. There is not location on a motor cycle where a pay and display ticket can be securely displayed.

19.4 Coach Parking

There is limited coach parking provided within some of the town centres:

Frome	Cork Street	5 spaces
Glastonbury	Northload Street West	7 spaces
	Magdalene Street (Town Council)	4 spaces
Street	Southleaze	6 spaces
Wells	Princes Road coach Park	8 coaches
		4 service buses

The coach parking in Cork Street, Frome appears mainly to be service bus layover and the facility appears to cope with the demand. Similarly the service bus provision at Princes Road, Wells appears adequate for the demand.

The small coach/bus parking area in Cork Street, Frome is probably unsuitable for use by tourist coaches. An alternative would be to provide a central on street set down/pick up facility and a layover parking facility on the outskirts of the town.

Our study had not taken place in the height of the tourist season and we have not therefore been able to assess coach parking demand at that time. Anecdotally, we are advised that the provision in Wells is insufficient to cope with peak demand and that the provision at Street Village is sometimes inadequate.

If this anecdotal evidence is correct then it would be advisable to consider additional provision.

In Wells this would best be provided on the outskirts of the town as layover parking. To facilitate this some coach pick up and set down facilities would be required. These could be provided at the coach park in Princes Road by limiting the length of stay on the coach parking stands to, say 15 minutes.

In Southleaze car park in Street there is a potential danger to pedestrians due to the mix of car and coach parking on the east side of the access road. Removal of the car parking (10 spaces) would enable additional 3 coach parking bays to be provided.

19.5 Lorry Parking

There are no specific lorry parks in the District but heavy goods vehicles are permitted to park overnight in a number of car parks:

- Cattle Market, Frome
- Northload Street West, Glastonbury
- Commercial Road, Shepton Mallet
- Northside, Street
- Princes Road, Wells

The provision of one site in each town is reasonable and should meet the demand. The car parks chosen are not close to large numbers of residential properties and therefore disturbance is kept to a minimum.

19.6 Taxis

There are taxi ranks in all of the towns:

Town	Location	No .of spaces
Street	Leigh Road	5
Glastonbury	Magdalene Street	4*
	High Street	4**
Wells	Market Square	1
	Princes Road car park	4
	Priory Road	2
Frome	Cork Street	4 (9 after 1800)
	King Street	2 (0 after 1800)
Shepton Mallet	No ranks	

* - this is a new order not yet implemented. Existing ranks in Archers Way (2) and at the top of High Street (1) will be removed

** - on Market Days and after 2000 on Friday and Saturday

Only one of these ranks is located within a car park – Princes Road, Wells. There are four spaces allocated as the taxi rank. These are close to the bus station and facilitate easy interchange for passengers. However, the rank is often full and taxis are regularly seen over-ranking and obstructing the free movement of vehicles in the car park. The over ranking taxis also prevent access to and egress from some of the parking spaces.

The continuation of the presence of a taxi rank within the car park is not sustainable. It would be advisable to relocate the rank on street within reasonable walking distance of the bus station.

19.7 Larger Vehicles

Tourist driving larger vehicles such as motor homes or towing caravans often have considerable difficulty locating a suitable parking place. As a result they may choose not to visit a particular centre with a resulting loss of business.

Some authorities make provision for such vehicles by providing larger spaces on selected car parks. This would necessitate an amendment to the off street parking places order for the chosen car parks. It would be appropriate to consider provision in one car park in each town, possibly:

- Frome: Cattle Market
- Glastonbury: St. Johns
- Shepton Mallet: Commercial Road
- Street: provision is already available at a dedicated Clarks Village car park
- Wells: Whiting Way

20 RESIDENTS PARKING

As previously reported a number of stakeholder consultees highlighted areas where they considered there is a need for permit parking arrangements to facilitate parking by residents.

Each of the highlighted areas, together with a number of others identified by the Consultants, has been visited, both during day and in the evening in order to assess both the day time parking situation and the evening demand by residents. No detailed surveys have been undertaken. These will be required before any further more detailed assessment of potential schemes can be made.

The details of these observations are given in Appendix N

The introduction of permit parking schemes prior to the commencement of Civil Parking Enforcement is fraught with difficulties, the greatest of which is the low level of traffic order enforcement currently provided by the Police. In a post-CPE environment the Local Authority is able to ensure that targeted and effective enforcement is provided in permit parking areas. Residents purchasing permits will always expect an appropriate level of enforcement and it is recommended that further consideration of the introduction of permit parking schemes is deferred until CPE is operational.

If and when it is decided to proceed with permit parking schemes it will be necessary for the Authority to have a clear strategy for their introduction, including a process for prioritising requests for schemes to ensure that the limited budget is allocated appropriately. A suggested strategy is provided in Appendix P.

The site observations demonstrated that many of the areas suggested by consultees did not have any significant parking problems or problems that could be resolved by permit parking schemes. However, there are a number of areas where there is potential for schemes:

- **Wells**
 - St. Thomas Street
 - Southover
 - South Street
- **Glastonbury**
 - The Archers Way
 - St. Edmunds Road
 - Butt Close

- Norbins Road
- George Street
- **Street**
 - Grange Avenue
 - Merriman Road
 - Park Road
 - Grange Road
 - Brutasche Terrace

An alternative to the introduction of on street permit parking schemes which might be suitable, would be to introduce an “overnight” permit for use on local car parks. These could enable local residents to park in the car parks from, say, 5 p.m. overnight to 9 a.m. the following morning without the need to purchase a pay and display ticket. These could be issued for a nominal charge. There is unlikely to be any great effect on the car park revenue as the car parks will not be full before 9 a.m. under normal circumstances.

21 CAR PARK CONDITION SURVEY

Our survey has shown that, with some exceptions, the car parks are generally in good condition with only routine maintenance required. Details of the condition survey are given in Appendix Q.

However there are a number of specific issues that have arisen:

21.1 Frome

- **North Parade Car Park**
 - Trees obstruct the lighting and, more importantly, the CCTV in this remote car park;
 - Consider some tree removal and crown lighting of others;
 - Consider second payment machine;
 - Repair vandalised signs.
- **Cattle Market Car Park**
 - New toilets and market office obscure CCTV coverage of whole car park;
 - Re-locate CCTV camera
 - Remove partially obscured old disabled parking bays.
- **Cork Street Car Park**
 - Car Park signage needs refurbishment
- **Merchants Barton Car Park**
 - Consider the name of the car park – it is in Saxonvale
 - Consider provision of CCTV;
 - Review cleansing regime at recycling centre.

- **Vicarage Street Car Park**
 - Consider the provision of CCTV.
- **Badcox Car Park**
 - Consider the provision of CCTV;
 - Remove boarded up toilet block.
- **South Parade Car Park**
 - Improve cleansing regime and landscape maintenance;
 - Consider provision of CCTV;
 - Review arrangements for parking by patrons of adjacent club.

21.2 Glastonbury

- **Butt Close Car Park**
 - Review pedestrian routes to and from the car park;
 - Consider the provision of CCTV;
 - Seek inclusion of private land in the middle of the car park.
- **Norbins Road Car Park**
 - Consider the provision of CCTV;
 - Review landscape maintenance regime.
- **St. Johns Car Park**
 - Improve pedestrian facilities on perimeter of car park;
 - Re-surface and remark whole of car park and perimeter road;
 - CCTV coverage affected by trees; consider crown lifting;
 - Some tree routes starting to create pedestrian trip hazards;
 - Remove redundant posts;
 - Review cleansing regime by recycling centre.
- **Silver Street Car Park**
 - Consider height barrier to deter heavy goods vehicles;
 - Consider provision of CCTV.

21.3 Shepton Mallet

- **Commercial Road Car Park**
 - Re name car – it is Old Market Road;
 - Review arrangements at exit to reduce risk of conflict with vehicles leaving adjacent privately operated car park;
 - Consider re-surfacing to avoid pooling water;
- **Petticoat Lane Car Park**
 - Consider expansion to include unsightly derelict land;
 - Improve lighting;
 - Consider provision of CCTV;
 - Improve surface condition.
- **Great Ostry Car Park**
 - Review unclear tariff signage for the two halves of the car park;
 - Consider crown lifting some trees to reduce adverse effect on lighting and CCTV.

21.4 Street

- **Grange 1 Car Park**
 - Consider crown lifting some trees to reduce adverse effect on lighting and CCTV;
 - Consider paving clear pedestrian desire lines across landscaped areas;
 - Monitor damage and accident risks caused by tree roots.
- **Northside Car Park**
 - Clarify times of opening and ensure consistent signing;
 - Remark speed humps and provide advisory signage;
 - Clarify times of opening and ensure consistent signing;
- **Southleaze Car Park**
 - Clarify times of opening and ensure consistent signing;
 - Clarify times of opening and ensure consistent signing;
 - Provide signage for parent and toddler spaces;
 - Review car park provision in coach parking area.
- **Southside Car Park**
 - Review arrangements for pedestrians on access road;
 - Consider improved demarcation signage at boundary with Tesco's car park;
 - Repair damaged signs;
 - Consider the provision of CCTV.
- **Cranhill Road Car Park**
 - Consider the provision of CCTV;
 - Replace missing disabled parking signs.
- **Wilfrid Road Car Park**
 - Improve landscape maintenance regime to reduce security risks;
 - Consider the provision of CCTV;
- **Strode Swimming Pool Car Park**
 - Replace ticket machine;
 - Replace tariff board in corporate style.

21.5 Wells

- **Whiting Way Car Park**
 - Clarify name of car park and correct pedestrian signage;
 - Increase number of ticket machines.
- **Union Street Car Park**
 - Repair wall to access road;
 - Re-fix tree grilles and fill with suitable stone to reduce trip hazard.
- **South Street Car Park**
 - Consider the provision of CCTV.
- **Princes Road Car Park**
 - Consider removal of taxi rank from within the car park;
 - Consider removal/replacement of large trees affecting capacity;

- Relocate tourist information board;
- Consider additional CCTV camera.
- **Tucker Street Car Park**
 - Clarify name of car park;
 - Review pedestrian signage to car park;
 - Consider provision of CCTV.

21.6 General Comments

- Re-mark disabled spaces in accordance with guidance and provide signs (see also section on parking for the disabled);
- Remark parking bays, restrictions and directional markings where necessary;
- Consider improved facilities for cycles and motor cycles.

21.7 Payment Machines

The ratio of payment machines to car park capacity is important as is the distance patrons are expected to walk to purchase a ticket and return to their vehicle in order to display the ticket.

If there is only one pay and display machine on 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.

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.

Shorter stay car parks with greater turnover of spaces will generally require more payment machines than long stay car parks.

Details of the current provision of payment machines are given in Appendix R together with recommendations for increased provision.

22 CAR PARK DIRECTION SIGNAGE

The current signage to the main car parks in each town has been considered as has the pedestrian signage, where provided. Details are provided in Appendix C.

Generally the signage is considered to be adequate but there is potential for improvements to be made particularly in relation to the location of alternative parking if one car is full. Recommendations are made for improvements to the direction signage as appropriate in the Appendix.

Particular issues have been identified in both Glastonbury and Wells and recommendations are made to improve signage in these towns.

23 PARKING IN MARKET TOWNS

23.1 The Question

“How can parking in Market Towns be managed to best support the local economy and the needs of the local residents?”

23.2 The Parking Service

Parking is a service which has to be managed properly. A “free for all” (no restrictions, no charges, no enforcement) approach is not an option.

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

23.3 Economic Links

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. The 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.

23.4 Integrated Approach

A parking strategy should be a properly integrated element of an overall transportation strategy. This will ensure that appropriate measures are introduced to improve access to the centre by other modes of transport; so that as many people as possible are encouraged to use those alternatives. This will free up parking spaces for the many that do not and may never have alternative modes available to them.

23.5 Key Town Centre Objectives

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

- A strong economy;
- Improved accessibility;

- Quality environment;
- Improved land use.

23.6 Parking Operational Objectives

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 illegal parking 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 asset.

23.7 The Customers' requirements

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.

It is important to note that for many car park users the last “expectation” – the cost of parking – is actually the least important consideration. This is particularly the case with visitors who are usually more concerned about locating a convenient parking space than the cost of parking. This is also true, but to a lesser extent, with shoppers. However, workers, visiting every day, will usually seek a cheaper, albeit more remote, car park.

23.8 Meeting the Customers Requirements

i) 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.

ii) Visitors

- Needs will vary from location to location;
- Day visitors to a tourist destination (e.g. Wells) may require 3-5 hours parking;
- Will need clear direction signing to the car parks and the visitor attractions.

iii) Workers

- Either full time needing all day parking; 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.

iv) 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 even where it is not justified.

v) Local Businesses

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

23.9 Meeting all the Various Requirements

This can 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.

To achieve this, a parking service would need to provide:

- 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;

In all cases the 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.

23.10 Seven Day Charging

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 high volumes of visitors at weekends. Again it is considered unreasonable to charge residents on Saturdays and then provide uncontrolled free parking for visitors on Sundays.

24 POSSIBLE REVISED TARIFF STRUCTURE

It is not considered appropriate to set a uniform tariff structure across all the car parks in all of the towns. The tariff applicable at any car park should depend upon a number of factors:

- The nature of the town and its current economic vitality and viability;
- The purpose of the users of the car park:
 - Business
 - Shopping
 - Tourism
- The desired length of stay.

Different users have different requirements:

- Business people need longer stay parking provided at a reasonable cost. This can be further from the centre than other parking. The increasing number of part-time workers will require a half day option (say four hours). Regular users may prefer to purchase a season ticket at a reduced cost – see section 7.5.3.
- Shoppers will prefer to have the option to purchase parking time to suit the particular trip. They will expect to be able to park reasonably close to the central shopping area in order to avoid a long walk when laden with shopping.
- Tourists will be more concerned to easily locate a parking space than the cost of parking. They will expect good quality signs to the car parks and from the car parks to the town centre and the visitor attractions. Clearly naming the

car parks and providing signs back to the car park will be of great assistance. The quality of this experience will do much to encourage repeat visits.

Types of tariff could include:

Purpose of Car Park	Charging Structure	Potential Location
Business Users	Half day; whole day charge	Furthest from the town centre
Shoppers (predominantly local residents)	Short stay; hourly charge; limit on length of stay	Smaller central car parks whose location is known to local people
Tourists	Short stay with a long stay option; may also need an overnight option for those staying for longer periods	Easy to locate from the major access routes; reasonably located for the main tourist attractions

A suggested revised tariff structure based upon the above principles is given below:

Car Park	Primary Purpose	Possible Tariff Type	Max stay	Suggested Tariff	Comments
FROME					
Badcox	LS	hourly	2 hours	2	
Catherine Street	LS	free	1 hour	free	
Cattle Market	S,V	hourly	no limit	1	Discourage all day parking
Cork Street	S	hourly	2 hours	2	
Market Place****	S	free	1 hour	free	
Merchants Barton	B	hourly+daily	no limit	3	Encourage business parking
North Parade	B	daily	no limit	4	Encourage business parking
Rook Lane	RP	permit only		-	
South Parade	R	permit only		-	
Vicarage Street	R	hourly	2 hours	2	
Wine Street	RP	permit only		-	
GLASTONBURY					
Magdalene Street (GTC)	S,V	hourly	no limit	1	Need to persuade TC to review charges
Butt Close	S,B	hourly+daily	no limit	3	
Norbins Road	R,B	hourly+daily	no limit	3	
Northload St West	S	hourly	no limit	1	Discourage all day parking
St Johns	S,V	hourly	no limit	1	Discourage all day parking
Silver Street	B,V	hourly	no limit	3	

Car Park	Primary Purpose	Possible Tariff Type	Max stay	Suggested Tariff	Comments
SHEPTON MALLET					
Castle Court	RP	permit		-	
Commercial Road	S,B	hourly+daily		3	
Great Ostry (whole car park)	S,V	hourly		1	Remove "free" period; combine two halves
Petticoat Lane	S	free		free	
Peter Street	RP	permit only		-	
Regal Road East	S	hourly	2 hours	2	
Regal Road West	S	hourly	2 hours	2	remove free parking
Zion Hill	RP	permit only		-	
STREET					
Church Road	R	free		free	
Cranhill Road	B	hourly+daily		4	Encourage business parking
Goswell Road	R	free		free	
Greenbank Swimming Pool	LA	special		special	as existing
Grange 1 (Clarks Village)	S,V	hourly		5	Discourage all day parking
Grange 2 (Clarks Village)	S,V	hourly		5	Discourage all day parking
Northside	S,V	hourly		5	Discourage all day parking
Southleaze (Clarks Village)	S,V	hourly		5	Discourage all day parking
Southside	S	hourly	2 hours	6	Discourage all day parking
Strode Road	B	hourly+daily		4	Encourage business parking
Strode Swimming Pool	LA	special		special	as existing
Wilfrid Road	S	hourly		7	Discourage all day parking
WELLS					
Tucker Street	B	hourly+daily		4	
Whiting Way	V	hourly		8	Discourage non-visitors
Market Place	S	hourly	30 min	9	
Princes Road	S	hourly	3 hours	10	Encourage shoppers
South Street	LS	hourly	3 hours	10	Encourage shoppers
Union Street	S	hourly	3 hours	10	Encourage shoppers

Ref:	Primary Customer(s)
LS	Local Shopper
S	Town Centre Shopper
V	Visitor
B	Business
RP	Resident permit
R	Local Resident
LA	Local Attraction

Tariff No.	Tariff
1	<1hr 80p; <2hrs £1.10; <3hrs £1.60; <4hrs £3.00; >4hrs £5.00
2	<30min 50p; <1hr £1.00; <2hrs £2.00
3	<1hr 80p; <2hrs £1.10; <3hrs £1.60; <4hrs £2.10; >4hrs £3.20
4	<4hrs £1.50; >4hrs £2.50
5	<1hr 50p; <4hrs £1.50; <6hrs £4.00; >6hrs £6.00
6	<1hr 60p; <2hrs £1.20
7	<1hr 60p; <2hrs £1.20; <3hrs £2.40; <4hrs £3.00; >4hrs £5.00
8	<1hr £1.00; <2hrs £2.00; <3hrs £3.00; <4hrs £4.00; <5hrs £5.00; > 5hrs £6.00
9	<30min 60p
10	<1hr 80p; <2hrs £1.20; <3hrs £1.80

25 CONCLUSIONS

25.1 The Overall Position

Analysis of the survey data and consultations indicates that in general terms the Council is providing a parking service which meets the basic needs of the users. Parking spaces are generally available when required at a cost which is realistic and acceptable to the majority of the customers. An increase in demand of between 15% and 20% can be expected by 2026 plus the displacement effect of civil parking enforcement, say, an additional 5%.

Inevitably there are a number of issues which have been identified and these are dealt with by town and topic:

25.2 Frome

This is the only town where less than half of the consulted users did not consider the current parking tariffs to be “about right”. However the general level of charges seem reasonable and there is no need for significant changes. There is a need to encourage longer stay parkers to patronise North Parade and Merchants Barton car parks.

Given the usage of the car parks surveyed there would seem to be adequate overall parking provision for the needs of the town, although it is possible that demand on market days in the peak tourist season may be close to capacity. This would need to be monitored regularly and increased parking provided should the need arise. There is a peak in demand for parking on market days when the provision of parking spaces is reduced by the market. This is a dilemma faced by many market towns – the situation will potentially be improved by the transfer of long stay parking from Cattle Market car park to North Parade car park.

The public parking to be provided with the new developments proposed at Garsdale will need to be self sufficient and “lost” public parking will need to be replaced.

The direction signage to the main car parks is poor and a new comprehensive signing scheme is required to ensure that visitors to the town can easily locate the main car park at Cattle Market.

A number of consultees have commented that the access to Cattle Market car park is difficult but given the historic nature of the street pattern it is difficult to see how much can be done to improve the current arrangements.

Concern has been expressed by consultees and others about the parking situation in the evening and overnight at South Parade car park. The problems seem to arise from patrons of the adjacent club parking haphazardly in the car park and preventing local residents with parking permits from parking. A solution would be to make the car park only available to permit holders. This would no doubt lead to objections from the club but they could be allocated a number of permits for use by club staff and patrons. In this way the number of vehicles authorised to park on the car park could be controlled. Some degree of enforcement would be essential. In the short term some evening enforcement would help to contain the problem.

25.3 Glastonbury

Again the total amount of parking in the town appears adequate to meet demand. The biggest problem is the current level of patronage of the largest and most central car park at St. Johns. This would be very convenient for visitors to the town.

In order to encourage the increased use of this car park there needs to be a completely new car park direction sign system. The current linkage between parking and the Abbey that prevails on the current signage system tends to direct visitors to the Town Council's car park in Magdalene Street. Whilst this is a very convenient car park it has limited capacity and there are no direction signs for alternative parking; in any event the route from Magdalene Street to St. Johns is not straightforward.

It would be better for a new direction sign system to direct the visitors to St. Johns car park and then by pedestrian routes to the town centre and the Abbey. Removal of obstructive on street parking on the route to St. Johns will be essential.

On the periphery of the town centre there are a number of residential streets in which commuters park during the day. Many of the properties in these streets do not benefit from off street parking facilities and residents will have some difficulty locating parking spaces at all times. Further investigation of a permit parking scheme including consultations with the residents should be considered, along with provision of long stay parking for commuters.

The Town Council's car park in Magdalene Street is an important asset in the town. When CPE is introduced it will be important for the control and operation of this car park to be co-ordinated with the remainder of the parking in the town. To enable this to happen, the Town Council would need to delegate the enforcement of the car park

to the District Council, for an appropriate management fee, and for the car park to be included in the off street parking places order.

25.4 Shepton Mallet

The number of parking spaces provided appears adequate to meet current demand. The existence of large private car parks at Tesco and Haskins clearly assists overall provision – particularly as non-customers are permitted to use the Tesco car park for up to two hours.

Commercial Road car park needs to be renamed as it is accessed from Old Market Road. This is important now that many drivers rely on satellite navigation.

In part of Great Ostry car park users can stay up to one hour free of charge. The provision of free parking in central car parks should be discouraged. Similarly the removal of free parking at Regal Road West would be sensible and the two Regal Road car parks could be combined both with a maximum stay of two hours.

There is a problem with large numbers of permit holder parking in Commercial Road car park to the detriment of other potential fee paying users. This is an issue raised by consultees. This issue is being addressed.

There are some minor problems with the direction signage which need to be addressed.

25.5 Street

The situation in Street is dominated by the need to provide parking for the customers of Clarks Village. The surveys undertaken indicate that there is sufficient parking at normal times. Anecdotal evidence suggests that this may not be the case at peak periods. The currently underused car park at Cranhill Road should be sufficient to meet the additional demand.

Signing to the Clarks Village car park is very good and there are some signs to alternative parking. There are also variable message signs advising motorists when car parks are full. This system could be expanded to include Cranhill Road car park as one of the main car parks. The distance from Cranhill Road car park to Clarks Village is not much greater than the distance from Grange 2 weekend car park to the village entrance.

To encourage shoppers to use Southside car park a maximum stay of two hours would be appropriate.

A number of residential areas were highlighted by consultees as suitable for residents permit parking schemes. Site observations show that few of these would be justified. Many of the parking issues reported in these residential areas are

associated with the start and end of the schools day. This is a universal problem which would not be resolved by permit parking schemes.

There are some areas which may benefit from residents permit parking schemes and further detailed investigation and consultation with the residents should be considered.

25.6 Wells

Although the car parks in Wells were adequate at the time of the surveys, it is apparent that the overall capacity is likely to be less than the demand for parking at the peak of the tourist season and when special events are in progress.

The current signing arrangements are appropriate in that they direct visitors to the largest car park at Whiting Way and in effect leave the smaller car parks for use by local residents, shoppers, etc. Improvements to the signing are required to direct visitors to the alternative car parks when Whiting Way is full. This improved signage should increase the use of Tucker Street car park but even that is unlikely to satisfy the peak demand. There are no obvious locations for additional parking close to the city centre and a park and ride facility would not be economically viable. The park and walk proposal identified within the Local Plan is worthy of further consideration.

In order to maximise the availability of spaces for shoppers it is suggested that Union Street, Princes Road and South Street car parks be limited to a maximum three hour stay. This will also assist in maximising the use of Tucker Street car park for long stay parking.

There is a need to correct the names of some car parks on the existing pedestrian signage.

There are some areas close to the City centre which may benefit from residents permit parking schemes and further detailed investigation and consultation with the residents should be considered.

25.7 Policy Development

There is need for detailed policies to be developed on a range of issues, including:

- Enforcement;
- Residents parking;
- On-street charges.

It would be sensible for these to be developed on a county wide basis to ensure consistency between districts and in some cases achieve economies of scale.

25.8 Enforcement

There are concerns about the current level of enforcement of the off street car parks. The level of non-compliance in some car parks is unacceptable especially early and late in the day. The low level of ECN issue is a reflection of this problem.

These issues will need to be addressed when CPE is introduced. At that time every effort should be made to ensure that enforcement is financially self-sufficient. In the meantime it would be sensible to review the current enforcement rotas to increase enforcement at times when non-compliance is high.

Another area of concern is the extent to which motorists overstay on limited stay car parks. This can be addressed by improved enforcement.

The current parking attendant staffing level is low and there is little cover for periods of holiday, sickness and recruitment and training. An increase of at least one FTE is required. However, this is probably best left until the introduction of CPE when a complete review of staffing levels will be required as on street and off street enforcement are co-ordinated.

Compliance with the on street traffic regulation orders is low due mainly to a lack of enforcement by the Police. This situation will change with the introduction of CPE and will inevitably lead to increased demand for off street parking spaces.

25.9 On Street Order Appropriateness

There are a few locations where it is suggested that the current on street traffic regulation orders may not be entirely appropriate. Details of the suggested possible amendments are given in Appendix K. Consideration, post CPE, will need to be given to the introduction of charges for on street parking. Whilst this will always generate objections it is proven to increase turnover of available spaces to the benefit of both users and traders alike.

25.10 Provision for Specialist Groups

25.10.1 The Disabled

The current level of provision of special parking spaces for the disabled is below the recommended level and this needs to be addressed. Additional spaces are required and these should be provided in appropriate car parks close to the intended destinations. All specialist spaces should be marked out and signed in accordance with the current recommendations.

Currently the disabled are allowed to park without charge. It would be appropriate to review this policy and consider charging for stays in excess of three hours. Charging

for the initial three hours would not be advisable as it would encourage more on street parking to the detriment of normal traffic movements.

25.10.2 Cycles and Motor Cycles

There is currently little provision for cycle and motor cycle parking within the Council's car parks. Consideration should be given to the provision of additional secure parking in locations close to intended destinations.

25.10.3 Coaches

Coach parking is provided in Frome, Glastonbury, Street and Wells. The surveys do not indicate a shortfall in provision although it is accepted that there may be insufficient spaces at the peak of the tourist season. If this is the case consideration should be given to restricting the length of stay in the current coach parks to, say, 20 minutes for set down and pick up of passengers. It will also be necessary to provide suitably located, perhaps on the outskirts of the towns, suitable layover parking.

25.10.4 Lorries

Limited night time lorry parking is provided across the District. The surveys have indicated only a limited take up of the facilities, which appear adequate to meet the demand.

25.10.5 Taxis

There is insufficient data to enable comments on the on-street provision of taxi ranks. However the rank inside Princes Street car park in Wells is a source of concern. There is a loss of four parking spaces and over-ranking taxis frequently cause problems for car park users. The continuation of the presence of a taxi rank within the car park is not sustainable. It would be advisable to relocate the rank on street within reasonable walking distance of the bus station.

25.10.6 Larger Vehicles

It would be appropriate to consider provision for parking for larger vehicles such as motor homes and cars with caravans in order to encourage visitor numbers. See also section 19.7.

25.11 Tourism

Tourism is very important to the local economy and every effort needs to be made to ensure that the tourists' parking needs are well catered for.

It would be sensible to identify at least one car park in each town as the primary tourist car park and ensure that the direction signage is appropriate; the following car parks are suggested:

- Frome – Cattle Market
- Glastonbury – St. Johns
- Shepton Mallet – Commercial Road
- Street – the Clarks Village car parks
- Wells – Whiting Way

Ideally all of these car parks would have appropriate facilities – tourist information; good pedestrian signs to the attractions; toilet; etc.

25.12 Parking Tariffs

The current parking tariffs are complicated and vary considerably. They have no doubt developed over time and this has led to some inconsistencies. For example business permits costing considerably less than the season ticket charge in an adjacent car park.

The tariffs applicable in some car parks need to be amended in order to reflect the needs of the regular users of the car parks. A revised tariff structure is suggested in section 24. A number of consultees have suggested a three hour charge be introduced which would seem reasonable given the observed lengths of stay in some locations.

Residents parking permits are available for a number of small car parks and these are considered to be a reasonable service for local residents without the benefit of off street parking facilities.

Season ticket costs vary across the District and generally provide a very high level of discount. In some cases the discount has been increased in order to encourage use of under used car parks but to no avail. This may be because the length of stay in most car parks is fairly short and users are happy to pay on an hourly basis. The level of discount provided is more than that recommended and it should be reviewed and the cost of season tickets increased, over a reasonable period.

A number of consultees have suggested that there is a need for an arrangement whereby the parking charges levied on local residents is less than that levied on visitors. If the Council was minded to consider such a proposal there are a number of means by which it could be achieved, including:

- Residents parking discs purchased annually; e.g. New Forest DC
- Smart cards decremented at a reduced tariff at the pay and display machines; e.g. Royal Borough of Windsor and Maidenhead.

There is clearly a potentially high cost to such a scheme which would need to be carefully analysed prior to implementation. There is insufficient data available for this to be done at this stage.

The current tariff boards provide all the relevant information needed by a motorist using the car park.

25.13 Car Park Condition

The car parks are generally in good condition although there are a number of detailed issues that will need attention. These are identified for each car park in Appendix Q.

25.14 Security

A number of car parks do not have the benefit of closed circuit television coverage. Development of a programme of expansion of the CCTV system would seem appropriate.

26 RECOMMENDATIONS

From our observations, surveys and discussions we were able to reach the conclusions outlined in section 25 and from these conclusions a number of recommendations are made.

Following discussion by the Car Parks Working Group and the Car Park Manager, this report was considered by Cabinet on 12 January 2009. The Cabinet approved the Strategy as a working document for the District Council. All of the recommendations were agreed with the exception of those indicated below:

- **General**
 - Plan to increase parking provision by up to 25% by 2026;
 - Revise the current parking tariffs to encourage short and long stay in appropriate car parks (see section 24);
 - Identify main tourist car parks and ensure adequate facilities are provided;
 - Improve directional signage, both vehicular and pedestrian, as necessary;
 - Undertake identified car park condition improvements.

- **Town Specific**

- **Frome**

- Encourage the use of Cattle Market car park at the main visitor car park by improving direction signs;
- Ensure the proposed redevelopment scheme provides adequate car parking to replace lost public parking and to meet additional demand generated by the development;
- Review arrangements at South Parade car park.
- **Cabinet Decision: Explore creating an element of free parking in the Badcox car park**

- **Glastonbury**

- Encourage use of St. Johns car park as the main visitor car park by improving the route to the car park and providing new direction signs;
- Work with the Town Council to integrate Magdalene Street car park into the overall parking stock with an appropriate tariff;
Cabinet Decision: Work with the Town Council to integrate Magdalene Street car park into the overall parking strategy with an appropriate tariff
- Investigate the possibility of residents' permit parking schemes in identified streets peripheral to the town centre and consult with local residents.
Cabinet Decision: Not Agreed

- **Shepton Mallet**

- Re-name Commercial Road car park;
Cabinet Decision: Consider renaming Commercial Road Car Park to Commercial Road/Old Market Road Car Park
- Discontinue "free" parking at Great Ostry and Regal Road West car parks;
Cabinet Decision: Not Agreed – an element of free parking also needs to be retained in Badcox, Frome
- Review staff parking and permit arrangements.

- **Street**

- Extend variable message signing scheme to encourage use of Cranhill Road car park;
Cabinet Decision: Agreed subject to funding as and when signs need to be replaced
- Convert Southside car park to a limited stay shoppers car park;
Cabinet Decision: Agreed subject to wider consultation being carried out with street Parish Council

- Investigate the possibility of residents' permit parking schemes in identified streets close to the town centre and consult with local residents.
Cabinet Decision: Not agreed
- Monitor the on street parking situation as Strode College expands.
- **Wells**
 - Review current signing arrangements to ensure that visitors can locate alternative parking if the main car park is full;
 - Convert Union Street car park to a limited stay shoppers car park;
 - Investigate the possibility of residents' permit parking schemes in identified streets close to the city centre and consult with local residents.
Cabinet Decision: Not agreed
 - Relocate the taxi rank in Princes Road car park
Cabinet Decision: Not agreed
- **Policy Development**
 - Work with the County Council and other District Councils to develop county wide parking policies.
- **Enforcement**
 - Address problems of non-compliance early and late in the day;
 - Address problems of overstay;
 - Defer enforcement staffing review until the introduction of civil parking enforcement.
- **On Street Traffic Regulation Order Appropriateness**
 - Work with the County Council to review the existing traffic regulation orders in the town centres.
- **Provision for Specialist Groups**
 - **The Disabled**
 - Increase provision of special parking spaces to meet the national standard;
Cabinet Decision: Not agreed
 - Provide additional spaces in suitable locations close to desired destinations;
 - **Cycles and Motor Cycles**
 - Provide additional secure parking in car parks close to desired destinations.
Cabinet Decision: Not agreed

- **Coaches**
 - Consider the provision of pick up and set down facilities if the current parking provision proves to be inadequate.

- **Larger Vehicles**
 - Consider making provision for parking of larger vehicles such as motor homes and cars with caravans.
Cabinet Decision: Not agreed

- **Security**
 - Extend CCTV to all car parks.
Cabinet Decision: Agreed in principle but subject to capital consideration. No commitment at this time.

- **Proposed Revised Tariff Structure (see section 24)**
 - It is not considered appropriate to set a uniform tariff structure across all the car parks in all of the towns. The tariff applicable should depend on a number of factors.