

Cotswold Market Towns Parking Review  
**Moreton-in-Marsh**

Review Aims and Objectives

April 2015

**DRAFT**



Gloucestershire  
COUNTY COUNCIL

# Overview

Gloucestershire County Council is leading a review of parking in Moreton-in-Marsh.

This review will consider what changes are needed to how parking is managed in the town in order to better meet the needs of local residents, businesses and visitors to the town.

The County Council has been working with Moreton-in-Marsh Town Council, and the Moreton Business Association to identify the current issues, and aspirations. Together, we have developed some key aims and objectives for the parking review.

This document sets out these aims and objectives, as a record of the agreed goals for parking in the town. These will act as the foundation for more detailed plans, which will be the subject for public consultation over the coming months.



**TC LOGO**

**BUSINESS ASSOCIATION LOGO**

# Contents

1. Who is responsible for managing parking in Moreton-in-Marsh? .....	4
2. Current Issues .....	5
2.1. GCC Parking Survey .....	5
2.2. MiMTC Resident Questionnaire .....	5
2.3. Other Issues.....	6
3. Parking Review Objectives .....	7
4. Parking Scheme Options .....	8

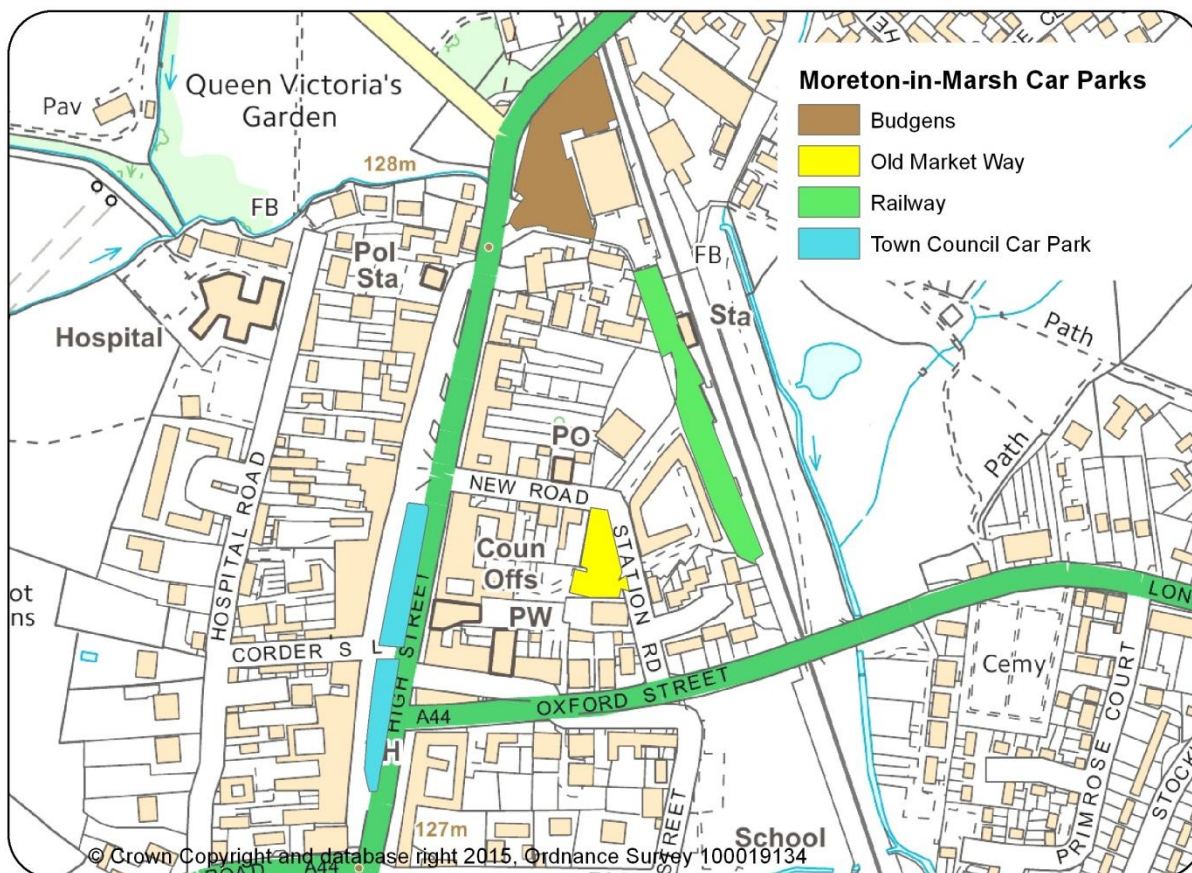
# 1. Who is responsible for managing parking in Moreton-in-Marsh?

Parking in Moreton-in-Marsh is managed by different organisations as follows:

- **Gloucestershire County Council** is responsible for managing **on-street parking**, as the local Highway Authority. This includes the access roads to the side of High Street.
- **Cotswold District Council** own and operate the **Old Market Way Car Park**.
- **Moreton-in Marsh Town Council** manages the **High Street Car Park** - the area where the weekly market is held.

A plan showing these areas is shown below. The parking restrictions, time limits, parking charges etc for each of these locations is set by the organisation responsible for the area. However, this review aims to take a holistic approach to ensure that parking controls in each area complement each other, and work as part of a town-wide parking scheme.

Note: Other parking areas, including the railway station and Budgens are owned privately and managed by the owners. Whilst the parking review will consider the potential impact upon these locations, no changes will be proposed as part of the review.



## 2. Current Issues

Gloucestershire County Council (GCC) and Moreton in Marsh Town Council (MiMTC) have been investigating and identifying current parking issues. The councils have also met with Moreton Business Association (MBA) to discuss parking. The following issues have been identified as the key issues relating to parking in the town.

### 2.1. GCC Parking Survey

GCC have undertaken a parking survey in August 2013 and 2014. The survey provides data relating to the number of vehicles parked in the town, the duration they parked for, and an estimate of the vehicle origin based upon the Registered Keepers postcode. The survey showed that:

- Parking is congested in the town centre (High Street);
- Parking on Hospital Road and other areas around the town centre and railway station also experience congestion;
- Congested parking is having a negative impact on access to businesses/ attractors/ tourist sites, as well causing difficulties for residents;
- Station Road Car Park is under-used;
- There is a need to accommodate local workers, and long stay parking in appropriate locations;

A full summary of the survey results is available separately.

### 2.2. MiMTC Resident Questionnaire

In recent years, MiMTC have been developing a Community Plan to set out a vision for the town for the future. Local residents have been consulted to identify their key aspirations for the town, most recently with a questionnaire undertaken in autumn 2014. That questionnaire included a number of questions specifically about parking, and the results showed that:

- A comprehensive review of parking across the town was the highest priority for improving car based travel;
- Three quarters of local people travel around MiM by car.

A series of options to improve parking were presented to residents – they are listed below ranked by priority amongst local residents:

- Construct new parking areas for all day workers;
- Introduce a short period of free parking in Station Road Car Park
- Discourage all-day parking on High Street to improve access;
- Introduce a short free period, followed by a charge in High Street Car Park
- Introduce a Permit parking scheme on High Street
- Reorganise existing spaces to increase capacity
- Strictly enforce existing restrictions;
- Create more disabled parking bays.

Construction of new parking facilities is challenging both in terms of land availability and funding, although opportunities are always considered. The general priority highlighted is to remove all-day parking from the High Street to improve access, provide a separate facility for long-stay parking, and improve use of the Station Road car park. The town council have indicated their desire to maintain free parking on the High Street Car Park that they manage.

The fact that many local people drive around town creates a particular challenge – it is important local people are able to access local services easily, but with large new developments planned, managing short-distance car trips and encouraging more sustainable travel options will be important to maintain good access to the town centre.

### **2.3. Other Issues**

Recent discussions between GCC, MiMTC, and the Moreton Business Association have highlighted a number of further parking issues, which include:

- Difficulties for deliveries/loading due to congested parking in High Street;
- The Town Council wish to address abuse of the Market Place Car Park by improving enforcement should a cost effective solution be available.
- Reduce the occurrence of visitors 'driving by', failing to stop in the town due to congested parking.
- Address issues relating to overflow parking from the Railway Station.

### 3. Parking Review Objectives

Having considered the issues highlighted above, GCC, MiMTC and the Business Association have agreed the following objectives for the parking review:

The Moreton-in-Marsh town-wide parking review will:

- A. Take a holistic view of all parking in the town, so that parking controls for on-street parking and the off-street car parks complement each other in meeting these objectives.
- B. Improve access to the town for local residents and businesses, and their visitors/customers.
- C. Identify options to increase capacity by reviewing on-street restrictions and the layout of car parks.
- D. Encourage visitors to stop by making parking accessible and convenient.
- E. Divert commuter parking from High Street and prioritise parking here for visitors/customers, and residents of the street.
- F. Manage on-street parking across the town centre, including near the railway station to ensure good accessibility for everyone.
- G. Provide affordable long-stay parking in an appropriate location for commuters.
- H. Provide opportunities to enable local people to make regular visits to the towns businesses.
- I. Support the Town Council to effectively manage their car park and provide free parking opportunities.
- J. Provide efficient and consistent enforcement of restrictions throughout the town, including on-street parking and the car parks.
- K. Establish parking controls that will accommodate and manage future demands.
- L. Support the charter market.

**OPTION**

**SIGNATURES FROM GCC, MiMTC, MBA**

## 4. Parking Scheme Options

This section outlines a number of options being considered as part of the parking review. These will be discussed at public consultation events in the coming months, as a final parking scheme is developed.

**No decision has yet been taken as what parking controls may be suitable in order to meet the review objectives. This will depend entirely on the feedback and discussions held over the coming months with local people.**

Parking Control Option	Notes	Contribution to Objectives
Review all on-street parking restrictions to maximise capacity whilst maintaining good access and safety.	Remove out-dated or unnecessary 'No Waiting' restrictions to free up new spaces where possible.	B, C, D, K
Time limits for parking stays in Town Centre (on-street parking)	Would prevent commuter parking and therefore improve access for visitors/customers. Demand is likely to be high and therefore may not be effective on its own. Local residents and businesses would also be prevented from parking near their property.	B, D, E, F, H, K
Parking Charges on High Street (on-street parking)	Used alongside time restrictions or as a standalone feature (using price to manage behaviour). Small charges focus drivers' behaviour and encourage a good turnover of spaces, maximising access and convenience for customers – issues which have been shown to be the consideration for visitors/customers. Enforcement is also easier and more cost effective.	B, D, E, H, K
Permit Parking Scheme	In conjunction with time limits and/or parking charges over a number of streets. Allows local residents and businesses to ignore any time limits and/or parking charges in place for non-permit holders, meaning they are not prevented from parking near their property.	B, E, F, K



Parking Control Option	Notes	Contribution to Objectives
Support the Town Council to provide free short stay parking in High Street Car Park	Free, time limited parking in High Street Car Park facilitating short, regular visits free of charge. Enforcement is onerous and costly.  Charges could apply to longer stays after an initial free period to off-set enforcement costs.	B, D, H, I, J
Station Road Car Park	Alterations to the use of Station Road Car Park to encourage long-stay parking.	C, E, G
New off-street parking facility	Land and funding availability are the key constraints. Should any changes introduced generate a surplus in parking income, a proportion of this money could be put towards developing new car park facilities, particularly for commuters/long stay parking.	C, G, K
Restrictions to run 10am-5pm	Parking restrictions are focussed on the busiest periods. Parking would be unrestricted prior to this, giving local people an opportunity to visit town and park for free.	F, H
'Worker' permit scheme	Low cost weekly permits/tickets enabling commuters to park in some locations (not High Street) for an affordable daily fee.	G
'Cotswolds Pass'	Marketing tool making use of 'virtual' P&D tickets (cashless parking through mobiles/apps). A customer, who buys parking in one local town, could be offered some free parking in another town in order to encourage visits to multiple sites.	A, B, D
In-store pay-points	In-store pay points where visitors can pay for/top up their parking (should charges apply).	D
Driveway Letting	Locally managed and run driveway letting service, allowing residents to let their driveways to commuters.	D, G