

CHELTEHAM ZONE 15 PARKING REVIEW

Informal Consultation Report

Client Name - Gloucestershire County Council

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Date: 24/10/2024

Document Control

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Job Number	Issue	Description	Originator	Checked	Authorised
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GCC Cheltenham CPZ 15\2 Project Delivery\5 Design & WIP\Consultation\7. Report

Signature of Approval	
Name of Approver	Philip Williams, Assistant Director of Traffic & Transport, Gloucestershire County Council
Date	4/2/2025

1. Executive summary

- 1.1. As part of an ongoing review of Cheltenham Zone 15 Parking Scheme, Gloucestershire County Council (GCC) held an informal consultation between 28 August and 27 September 2024 to understand the community's view of proposed changes to the current scheme.
- 1.2. A total of 5037 properties were consulted within the area. The consultation area included all properties within the existing Zone 15, as well as some of the adjacent streets.
- 1.3. The informal consultation sought feedback on both the current Zone 15 operations and concept designs developed from the outcomes of the information gathering stage of the review.
- 1.4. Three in person drop-in sessions were conducted during the informal consultation period to provide an opportunity for local people to speak directly to the project team and have their questions answered about the proposal.
- 1.5. This report details the feedback received from the area as well as proposed recommendations on the next steps.

Response Rate

- 1.6. 649 submissions were received, this includes those submitted via the online platform and hard copy. Of which, a total of 618 responses were considered viable and were analysed once agreed data cleansing rules were applied.
- 1.7. This equated to a response rate of 6.49% based on the number of properties targeted.
- 1.8. Of the above, 510 responses came from households within the existing Zone 15 area. The majority (over 50%) of these were from within the proposed Zone 16 boundary located in the northern section of the area.

Feeback Received – views on existing controls

- 1.9. When asked about how current controls were operating, most individual respondents (46.60%) agreed or somewhat agreed that permit parking discouraged commuter parking.

- 1.10. However, many did not agree the scheme had helped to reduce things such as inconsiderate or perceived dangerous parking, traffic and congestion or parking pressure.

Feedback Received – view on design proposals

- 1.11. Respondents were also asked to give feedback on proposed adjustments to Zone 15, including on *Parking zone boundaries, Operating days and hours, as well as Signage and Safety*.
- 1.12. Overall, the majority of respondents (49.02%), across most households that responded (46.07%) did not agree that the proposed concept designs would help to improve the current Zone 15 restrictions for residents. This was true both as an overall, and for responses based on the newly proposed zone locations (e.g.: addresses within the newly proposed Zone 15 and Zone 16).
- 1.13. There was also a clear appetite within the northern section of the area (within the proposed zone 16 boundary) for shorter hours of control (over 35% of respondents requesting for weekday only restrictions) and support for retaining longer hours of control in the southern sections of the area (proposed zone 15 boundary) with most respondents (43.8%) from the area in support of the existing 8am to 8pm hours.
- 1.14. For the proposed Zone 16, 318 people (51.45%) from 250 households (49.05%) said that they had experienced difficulties on match days or event days and 161 households (31.6%) wanted to see restrictions on match days.

Feedback Received – standardising restrictions

- 1.15. Most respondents agreed that standardising road markings and signage would make it easier to know where to park. This was true across individuals (33.98%) and households (32.74%).
- 1.16. However, when looking at responses based on the newly proposed zone locations, a higher number of individuals who listed an address in the proposed Zone 16 disagreed (31.75%) that this would assist.
- 1.17. Importantly, while there was support for standardising road markings and signs, most fed back that they did not want a controlled parking zone to be introduced due to

perceived parking loss associated with the introduction of marked bays. This was in line with the feedback received in the free text comments.

Feedback Received – general comment themes

- 1.18. When analysing the free text comments, one key theme (15.9% of responses) was a request for restrictions to be removed. This was followed closely by comments which advised that the current scheme had improved parking (15.4%).
- 1.19. The majority of the comments requesting for the removal of restrictions were received from the Eldon Road area as well as roads along the proposed new boundary. More details regarding the main comment themes can be found in section 4 of the report.

Conclusion

- 1.20. The majority of the responses (52.2% of household responses) came from the newly proposed Zone 16. Received were from the northern section of the existing Zone 15, where new controls were introduced in September 2023 and where most properties have off street parking.
- 1.21. When analysing permit data (true as of 11 June 2024), this area had a lower permit take up than the south of the zone.
- 1.22. Overall, there was an average response rate received from the area indicating that majority of households consulted did not engage or take part in the consultation. This is not uncommon for a review consultation. However, consideration should be given to the distribution of response, as there were clear locational pockets of high response.
- 1.23. Although the majority of respondents were not satisfied with the existing restrictions and wanted some changes made including standardising restrictions, the majority were also not supportive of design changes proposed which aimed to address some of the common themes in the area.
- 1.24. There were concerns around the creation of a boundary to split the area as well as introduction of CPZ restrictions due to perceived loss of parking.
- 1.25. There was support for changes to operational days of parking restrictions as well as a reduction of operational hours in newly proposed Zone 16. While the majority said they had experience match day parking issues, there was no clear support for the introduction of event day controls. However, it's important to note, these figures are

representative only of those who responded to the consultation and not all households in the area.

- 1.26. A high number of comments were received from predominantly the northern section of the area requesting for controls to be removed. When mapped, these were predominately from a network of roads in the northeastern section of the area. These however only represent a minority of overall responses and households from the area.

Recommendation

- 1.27. Based on feedback received and results of the consultation process, it is recommended that the Council undertake an options assessment exercise to determine key next steps for the scheme.

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2. Introduction and background

In 2023, Gloucestershire County Council (GCC) implemented a new residents parking scheme (Zone 15) in Cheltenham.

Following some residents raising concerns that the scheme was not meeting their needs, a review was launched by the Leader of the Council. Project Centre Limited were appointed to undertake this independent review of the scheme commencing in May 2024.

The review of Zone 15 is being delivered over several stages, shown in the timeline below:



During the informal consultation, we asked members of the public for their comments on proposals that were developed based on onsite surveys and feedback captured during the information gathering stage.

This report outlines the results and feedback received during the informal consultation.

2.1 Current permit holders

Following the introduction of the restrictions, residents within the current Zone 15 are required to have an active permit, to park in Zone 15 permit bays on street, during the hours of operation.

Figure 1 below shows where permits are held within the current Zone 15 as of 11 June 2024.

Note this map does not include any visitors parking permits purchased by residents.

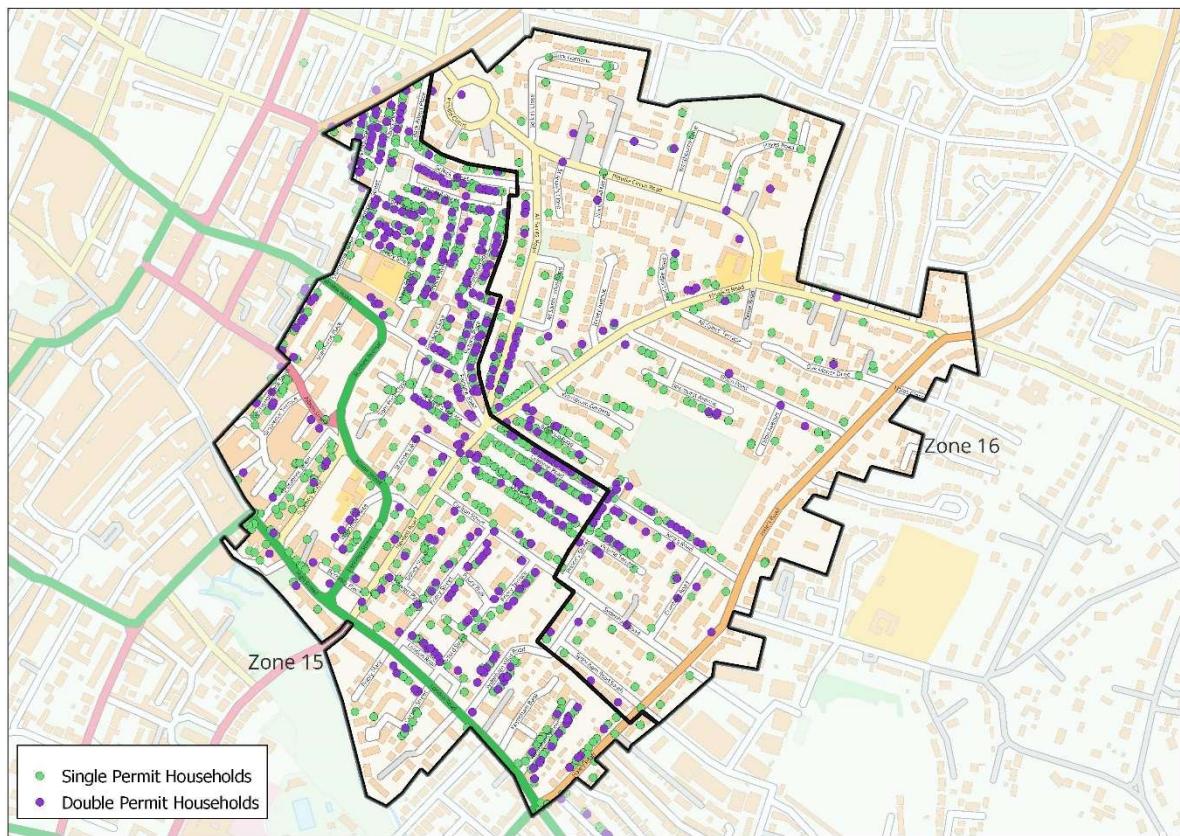


Figure 1. Permit holders as of 11 June 2024 mapped based on address

2.2 Information gathering and initial review

Prior to the informal consultation period, we conducted an initial information gathering exercise to understand the benefits and limitations of the existing Zone 15 area.

This feedback was used to inform the proposals put forward for informal consultation where members of the public could comment on the proposed changes.

The initial information gathering phase ran in July 2024. It consisted of:

- Onsite parking surveys, to better understand parking usage in the area and how effective the current Zone 15 parking controls are.
- Analysis of feedback received via email following the implementation of Zone 15 in 2023.
- Two community drop-in sessions to gather current feedback from the community and provide an opportunity for individuals to feed into the concept designs. 231 people attended the sessions held on, Thursday 18, July: Cheltenham Cricket Club 4pm-7pm and Saturday 25, July: All Saints Church 11am-3pm.

Following the feedback received, there were a number of strategic and location specific themes identified. This feedback was incorporated into the draft concept designs.

3. Informal Consultation Methodology

The informal consultation survey and events ran between 28th August and 27th September 2024.

A number of methods were utilised to directly engage with members of the community so they could have their say on the proposals and are highlighted below.

3.1 Engagement survey and dedicated webpage

The established Zone 15 review webpage that had been used for previous updates was updated for this stage of the review. It included an overview of key milestones, feedback from earlier engagement and draft concept designs based on this feedback, and onsite surveys.

The online engagement survey was hosted via the council's Engagement HQ platform and consisted of various questions on the current and proposed measures.

Respondents were initially asked for details of their addresses, to map and validate their responses, and the survey closed with an equality questionnaire to ensure that when deciding on changes to the design the council gives due regard to those with protected characteristics, for example gender, age and disability.

The questions were split into the following 5 main categories, as set out in detail on the following pages:

1. Feedback on implemented Zone 15 parking restrictions
2. Feedback on proposed adjustments to Zone 15 parking zone boundaries
3. Feedback on proposed adjustments to parking restrictions operating hours
4. Feedback on Signage and Safety
5. Other feedback

Additional information, context and plans between questions were provided as applicable to help inform respondent's answers.

Survey questions are listed below:

1. Feedback on implemented Zone 15 parking restrictions

Question: Current Zone 15 restrictions have been in operation since September 2023. Do you think these measures have:

- Reduced parking pressures?
- Discouraged commuter parking?
- Reduced traffic and congestion?
- Made streets safer?
- Encourage other forms of transport including walking and cycling?
- Reduced inconsiderate or perceived dangerous parking (e.g. parking that blocks driver visibility)?

Answer: Multi-choice:

- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree

2. Feedback on proposed adjustments to Zone 15 parking restrictions boundary

Question: The proposed boundaries are shown on the map above. Do you think the proposed changes to the boundaries will help to:

- Reduce Parking Pressures?
- Discourage commuter parking?

Answer: Multi-choice:

- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree
- Do not wish to respond

Question: If you selected 'somewhat disagree' or 'disagree' in the above question:

Please tell us why you don't agree that changing the current boundaries to create two zones will help to:

- Reduce Parking Pressures?
- Discourage commuter parking?

Answer: Free text

3. Feedback on proposed adjustments to parking restrictions operating hours¹

Zone 15:

Question: What do you think the operational days should be?

Answer: Multi-choice:

- Keep the days the same
- Monday - Saturday

Question: What do you think the new operational times should be?

Answer: Multi-choice:

- Keep the days the same – 8am – 8pm
- Shorter hours – 8am – 7pm
- Shorter hours – 8am – 6pm

Zone 16:

Question: Do you have difficulties parking in the area on match days or during large community events?

Answer: Multi-choice:

- Yes
- No

Question: What do you think the operational days should be?

Answer: Multi-choice:

- Keep the days the same
- Monday – Saturday
- Weekdays only

Question: Would you like to see restrictions operated on match or event days as well?

Answer: Multi-choice:

- Yes
- No

Question: What do you think the new operational times should be?

Answer: Multi-choice:

- Keep the days the same – 8am – 8pm
- Shorter hours – 8am – 6pm
- Shorter hours – 9am – 5pm

¹ Respondents were initially invited to opt out of this set of questions referring to operating hours if they wished (27.7% of respondents).

4. Feedback on Signage and Safety

Question: Do you think that standardising road markings and signage will help to make it easier to know where to park and improve the scheme?

Answer: Multi-choice:

- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree

Question: If you selected 'somewhat disagree' or 'disagree' in the above question - could you please tell us why you don't agree

Answer: Free text

Question: Do you think the proposals will help to improve the current Zone 15 Scheme for local residents, businesses and community?

Answer: Multi-choice:

- Agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Disagree

Question: If you selected 'somewhat disagree' or 'disagree' in the above question - could you please tell us why you don't agree

Answer: Free text

5. Other feedback

Question: Is there any other feedback you would like to give on the proposals?

Answer: Free text

Question: Is there any other feedback you would like to give regarding the current Zone 15?

Answer: Free text

3.2 Drop-in events

Three face to face community drop in events were held during the informal consultation period.

These provided opportunities for the community to speak with the project team and have any questions answered about the proposed changes. Importantly, feedback wasn't being directly captured at the tables during these discussions. Participants were encouraged to submit all feedback via the official channel and complete the online survey.

To ensure accessibility requirement were met, paper copies of the survey with prepaid return envelopes, were made available for people. Staff were also onsite with hand held devices to support individuals to do the online survey at the session if they needed assistance to do so.

Public drop-in session 1 – Cheltenham Cricket Club

Location - The Pavilion, Cheltenham Cricket Club, Princes Street, Cheltenham, Gloucestershire, GL52 6BE

Time - Wednesday, 11 September 4:00-7:00pm

Public drop-in session 2 – All Saints Church

Location – All Saints Church, All Saints Road, Pittville, Cheltenham, GL52 2HG

Time - Saturday, 14 September 11:00-3:00pm

Public drop-in session 3 – Cheltenham Cricket Club

Location - The Pavilion, Cheltenham Cricket Club, Princes Street, Cheltenham, Gloucestershire, GL52 6BE

Time - Thursday, 19 September 4:00-7:00pm

3.3 Leaflets, Lamppost wraps and Hardcopy Surveys

To coincide with the launch of the informal consultation, hardcopy leaflets were distributed to each property within the current Zone 15 and surrounding roads. The informal consultation area included more addresses than within the current Zone 15, to better understand the current impact on streets nearby to the current parking zone.

Leaflets were also supported by on street lamppost wraps that helped to raise awareness of the informal consultation and direct individuals to the survey.

To ensure the engagement process was accessible for all, members of the public could pick up hardcopy surveys and freepost envelopes from the following locations:

- Cheltenham Borough Council Offices - Municipal Offices, Promenade, Cheltenham GL50 9SA
- All Saints Church - All Saints Road, Pittville, Cheltenham, GL52 2HG
- Cheltenham Cricket Club - Princes Street, Cheltenham, Gloucestershire, GL52 6BE
- Cheltenham Library - Clarence St, Cheltenham GL50 3JT
- Berkhamstead School - Pittville Circus Rd, Cheltenham GL52 2QA.

3.4 Press release and social media

A press release was published on the GCC website to inform residents of the beginning of the informal consultation: [Have your say on the draft proposals for changes to the Cheltenham Zone 15 parking review | Gloucestershire County Council](#)

Social media posts were also published to the council's social media channels.

3.5 Correspondence

During the initial 'information gathering stage', participants could request to be added to a project distribution list and receive project updates.

Initial communications were distributed to advise subscribers of the new proposals and opportunity for feedback.

To ensure the informal consultation met accessibility requirements, a voicemail service was offered in addition to an email service.

Respondents raised queries about the informal consultation process, including access to materials and hard copy survey requests, as well as address specific questions.

4. Analysis process

A data cleansing process was undertaken to verify addresses and identify duplicate or irregular submissions. All addresses were checked to ensure they included a house or flat number, street name and postcode. Those without the three address elements were removed, unless the missing part of address was able to be verified manually, for example, if an address was missing a postcode, the house or flat number and street name were used to identify the postcode.

Duplicate or irregular submissions were identified using a proxy for IP addresses and cross-checking the survey responses and time and date of submissions.

No limit was placed on the number of responses per household that were accepted to accommodate respondents from Houses in Multiple Occupation (HMOs) and to help encourage widespread participation and representation of views.

A total of 32 responses were removed from the dataset, leaving 618 verified and complete responses.

Following data cleansing, the responses were analysed to determine if they lived in the current Zone 15 parking zone, or in key surrounding roads. This analysis is contained in section 5.

It's noted that the number of responses received was low given the total number of properties within the consultation area. This could be attributed to the ongoing review process, and possible influences of engagement fatigue on the targeted audiences.

Therefore, it is important to outline that the survey feedback may not be representative of the full area.

However, for the purposes of this report, if a significant number of responses for a street within the review area were received (relative to its size), it is assumed this generally reflects overall local sentiment toward the proposed scheme.

For instances where a low quantity of responses has been received, the data has been caveated as potentially less statistically significant.

5. Informal Consultation results

5.1 Informal Consultation Survey

Overall, 649 individual responses were received of which 32 were removed as they were either too far outside of the study area² or provided insufficient information about their address.

The remaining 618 came from 510 addresses across the study area. The distribution of households that answered the survey multiple times is shown in the table below.

Table 1. Summary of Responses quantities by household.

Responses per household	Number of households
1	417
2	78
3	8
4	4
5	1

Of the 510 households, 30.0% were in the newly proposed Zone 15 and 52.2% in the proposed Zone 16. The remaining 17.8% of respondents were outside of the proposed parking zone areas, but within Cheltenham.

² This filtering retained some responses outside the parking zones, but removed those outside of Cheltenham.

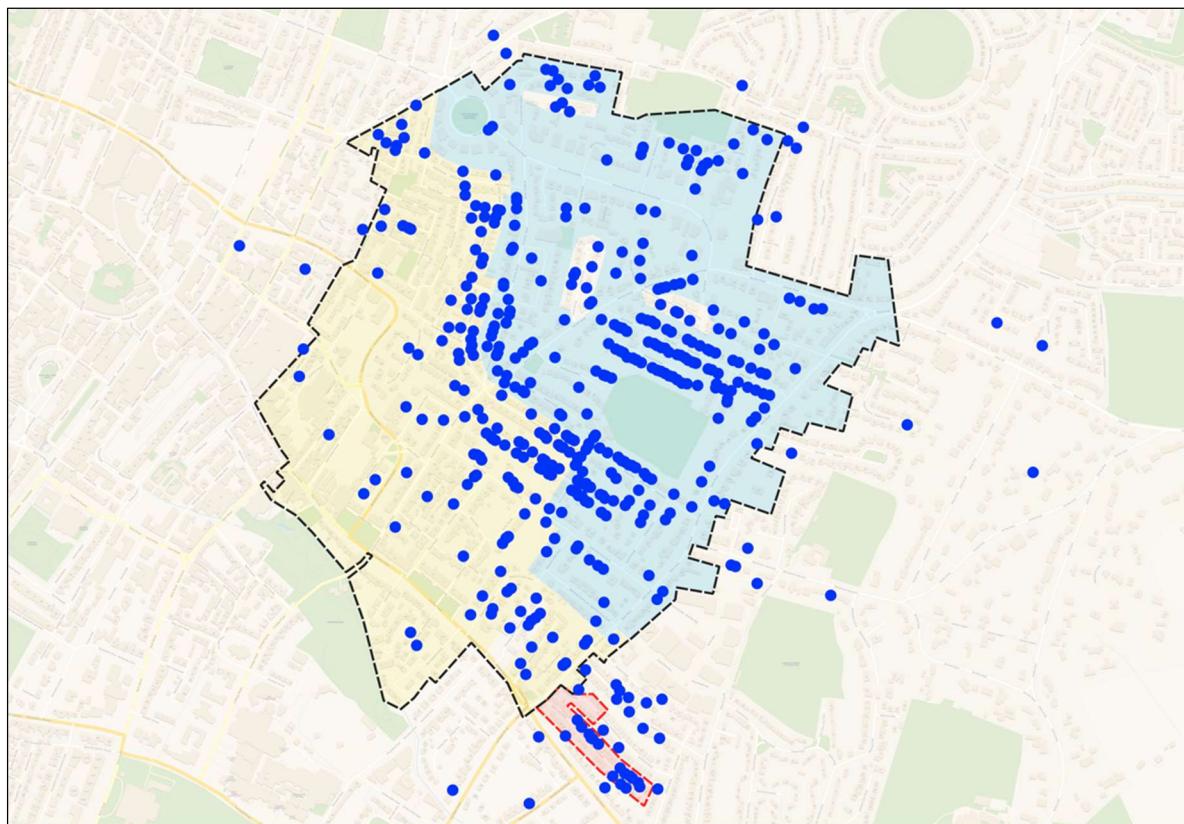


Figure 2. Distribution of responses around and within the study area.

The survey data is displayed in two forms, counted on an individual basis, as well as on a household response.

To determine a household response, if all respondents from a household responded with an 'Agree', they were counted as a single 'Agree' response. The same would apply to 'somewhat agree' or 'neither disagree nor agree'. If all respondents from a household responded with 'Disagree', they were counted as a single 'disagree' response. The same would apply to 'somewhat disagree'. If some respondents in a household selected 'Agree' and some selected 'Disagree' or chose confliction options, this was categorised as a 'mixed' response.

This was applied to all questions, except those that required a free text answer.

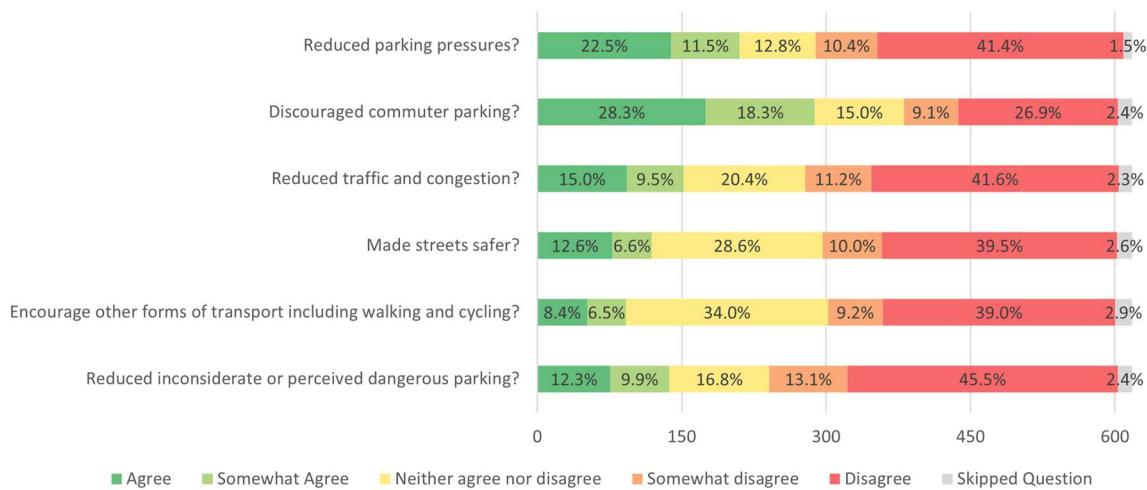
5.1.1 Feedback on the implemented Zone 15 parking restrictions

When asked about how current controls were operating, most individual respondents (46.60%) agreed or somewhat agreed that permit parking discouraged commuter parking. However, many did not agree the scheme had made the following improvements:

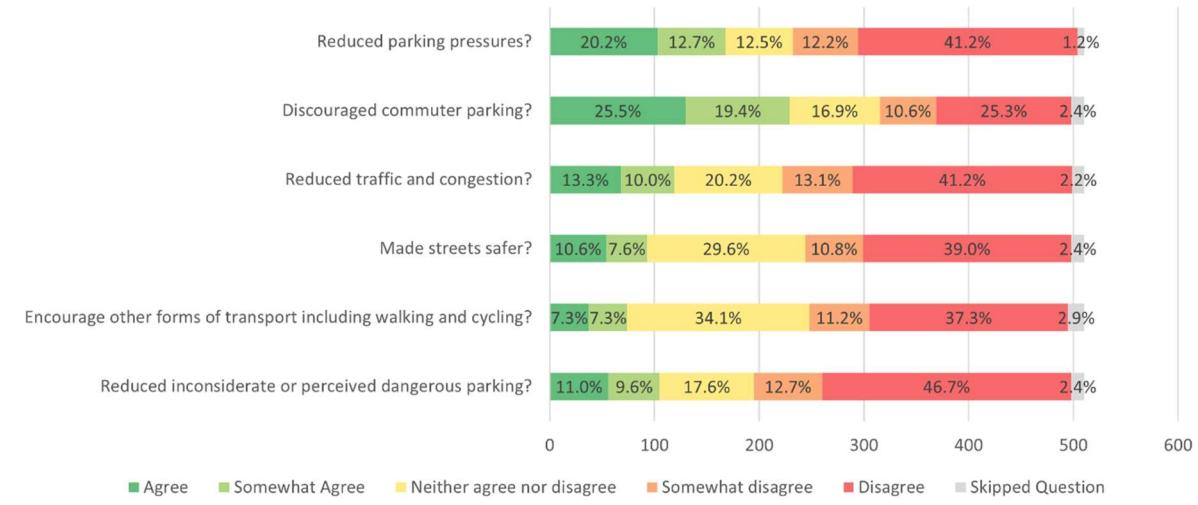
- Reduced inconsiderate or perceived dangerous parking (eg: parking that blocks driver visibility) (45.5% disagreed)
- Reduced traffic and congestion (41.6% disagreed)
- Reduced parking pressure (41.40% disagreed)
- Made streets safer (39.5% disagreed)
- Encouraged other forms of transport like walking and cycling (39% disagreed)

Q6. Current Zone 15 restrictions have been in operation since September 2023. Do you think these measures have:

Individual Responses:



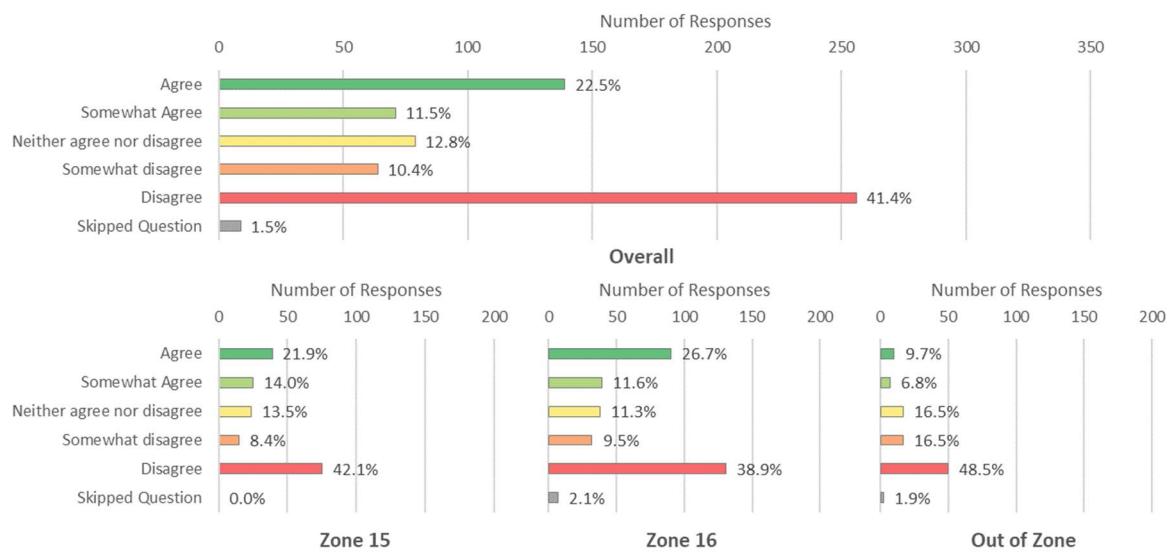
Household Responses:



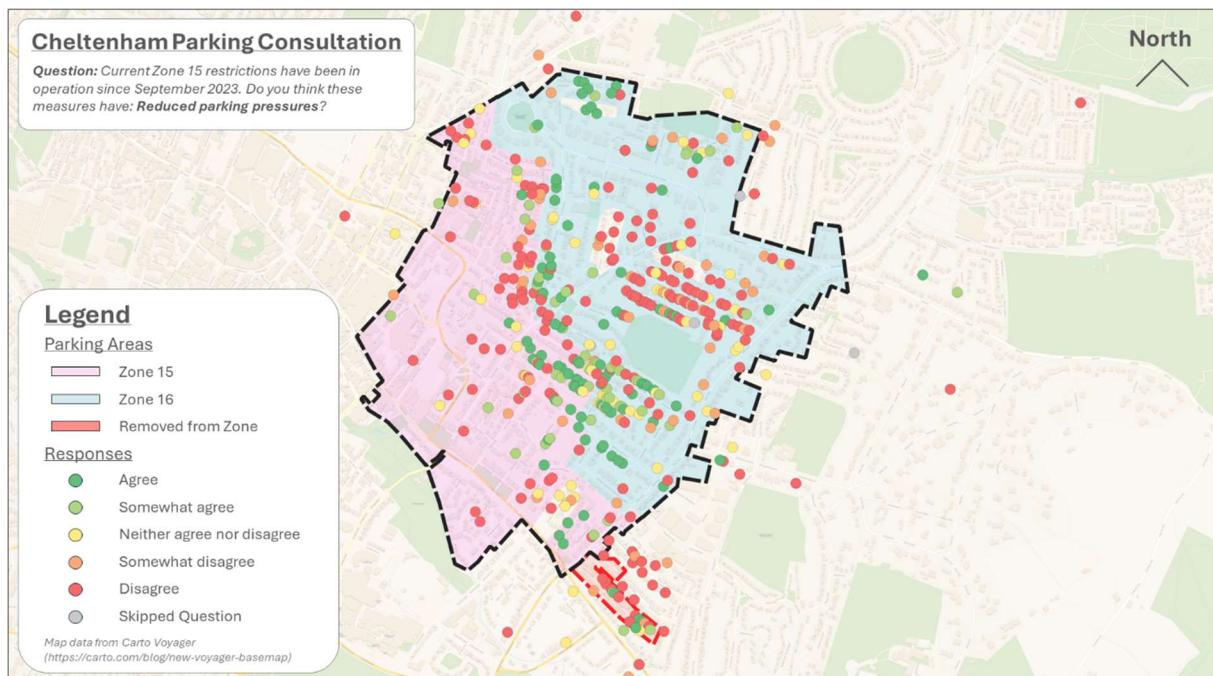
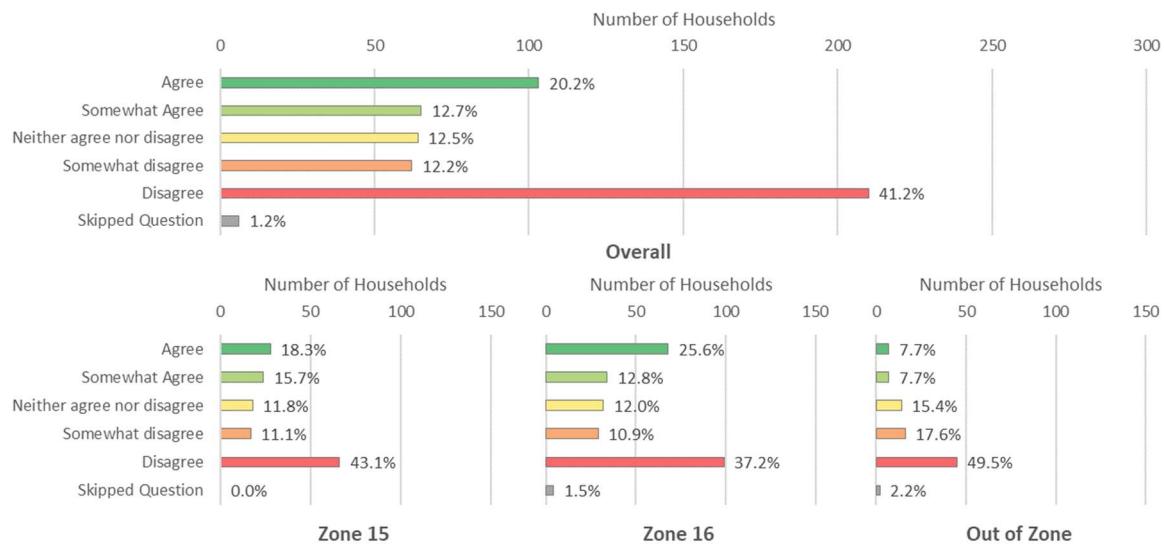
A full breakdown of results for Question 6 are outlined below:

Q6. Current Zone 15 restrictions have been in operation since September 2023. Do you think these measures have: **reduced parking pressures?**

Individual Responses:

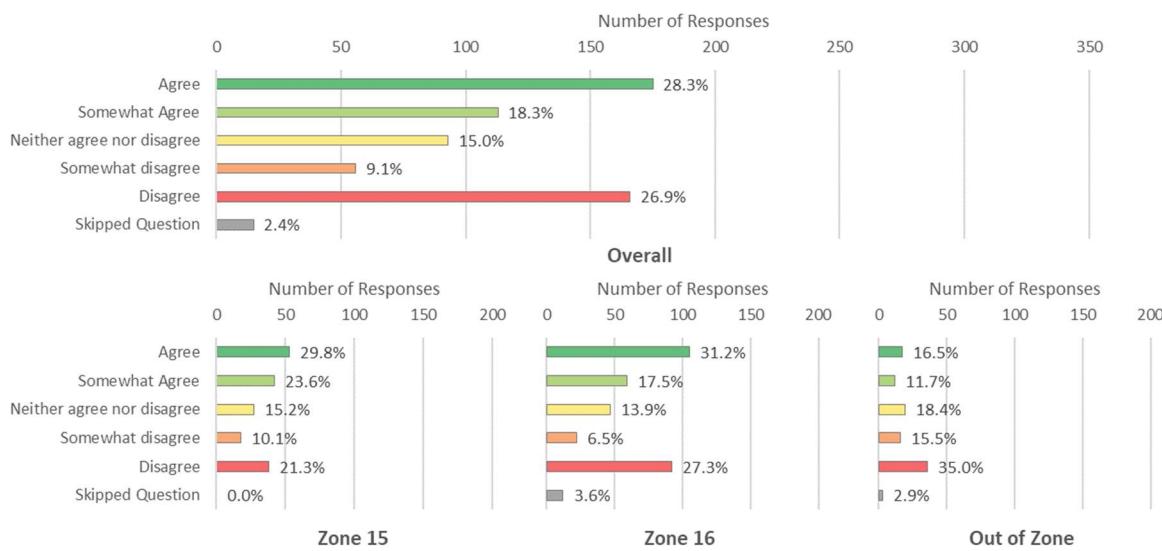


Household Responses:

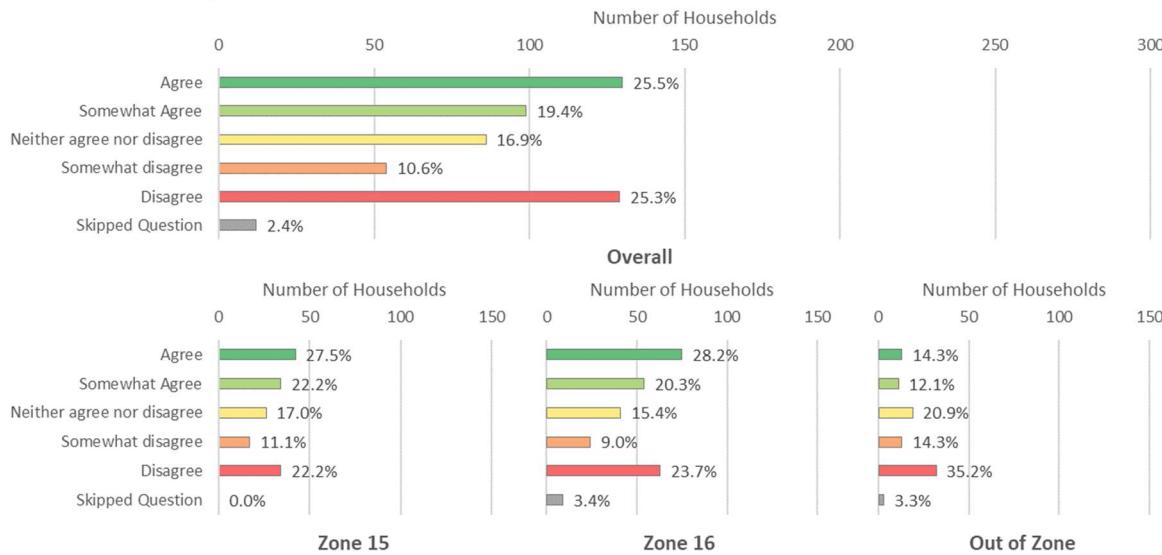


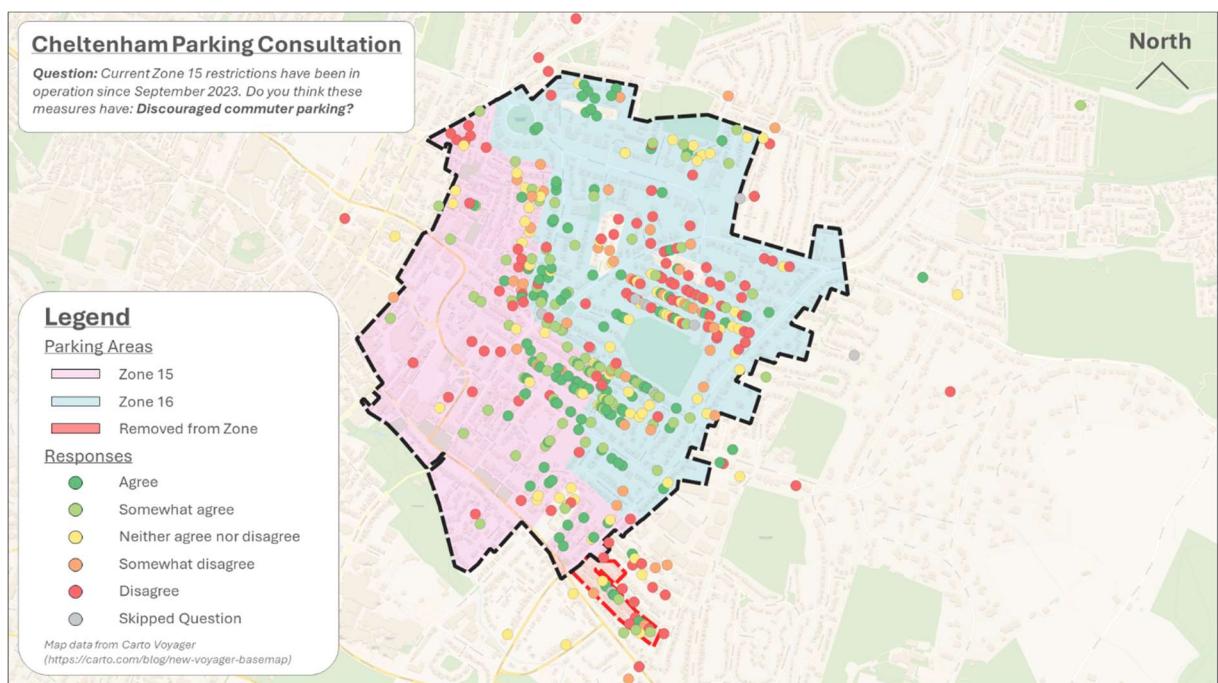
Q6. Current Zone 15 restrictions have been in operation since September 2023. Do you think these measures have: **Discouraged commuter parking?**

Individual Responses:



Household Responses:



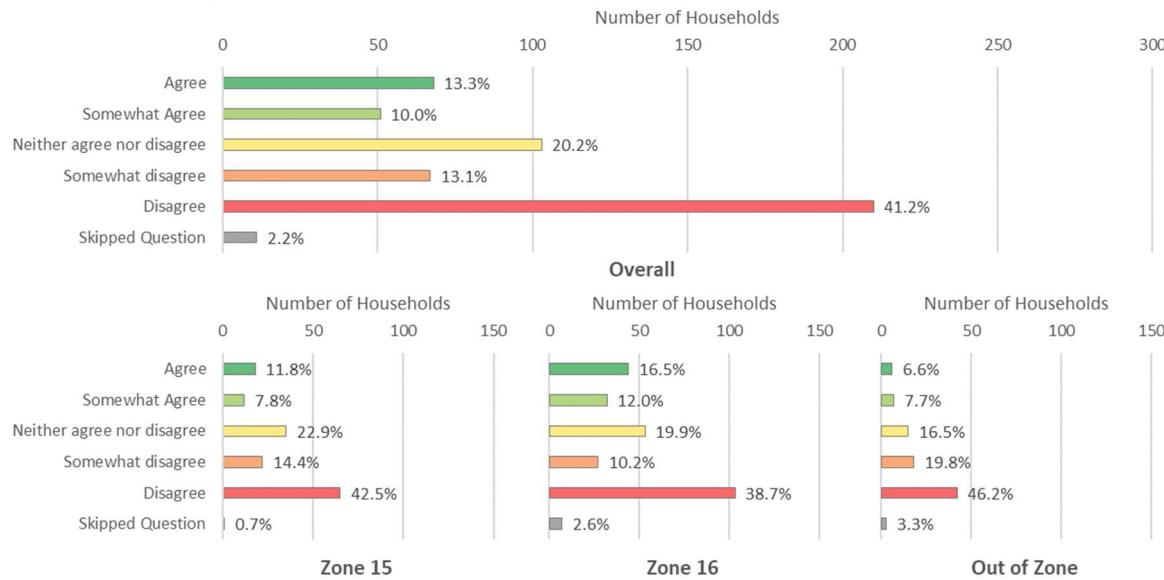


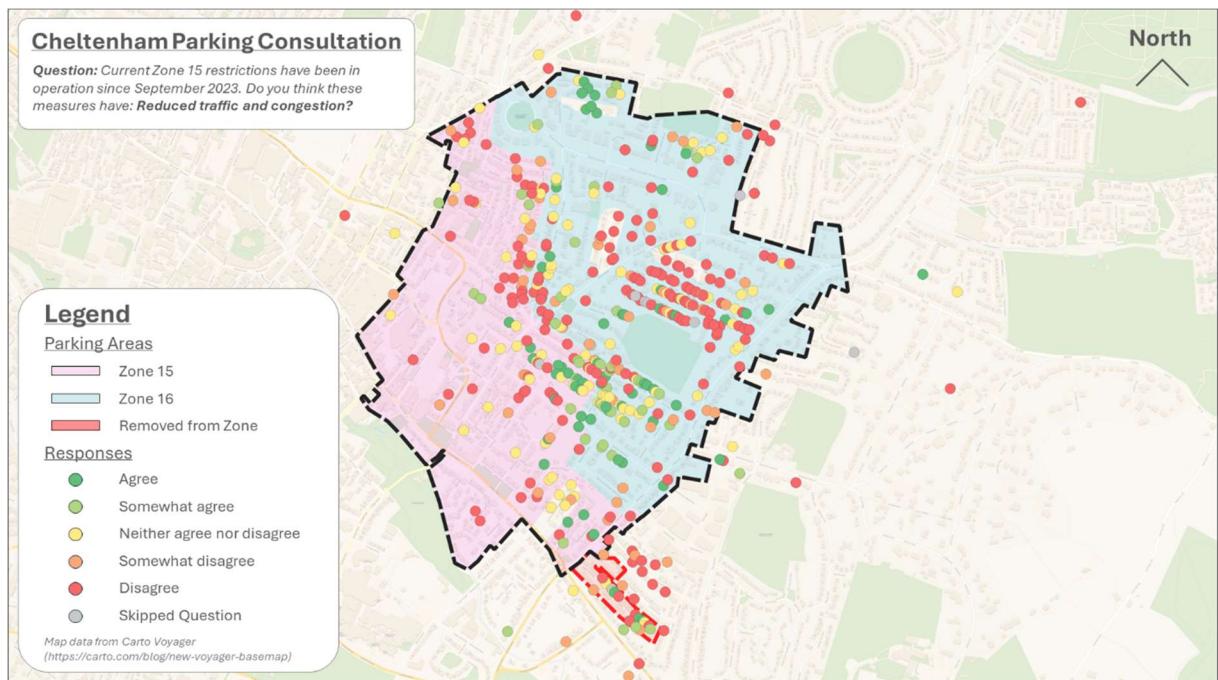
Q6. Current Zone 15 restrictions have been in operation since September 2023. Do you think these measures have: **Reduced traffic and congestion?**

Individual Responses:



Household Responses:



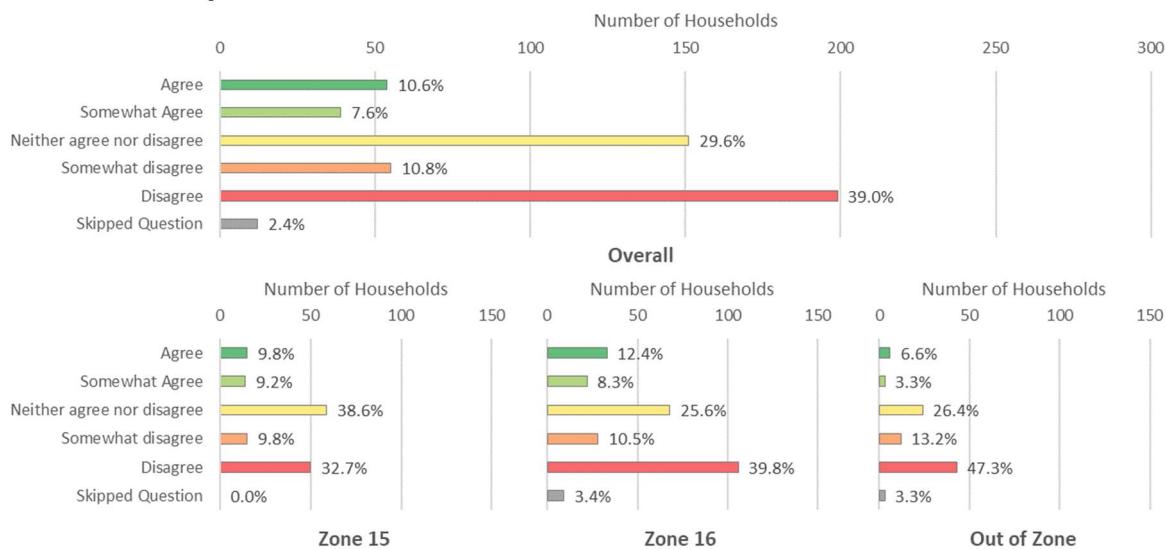


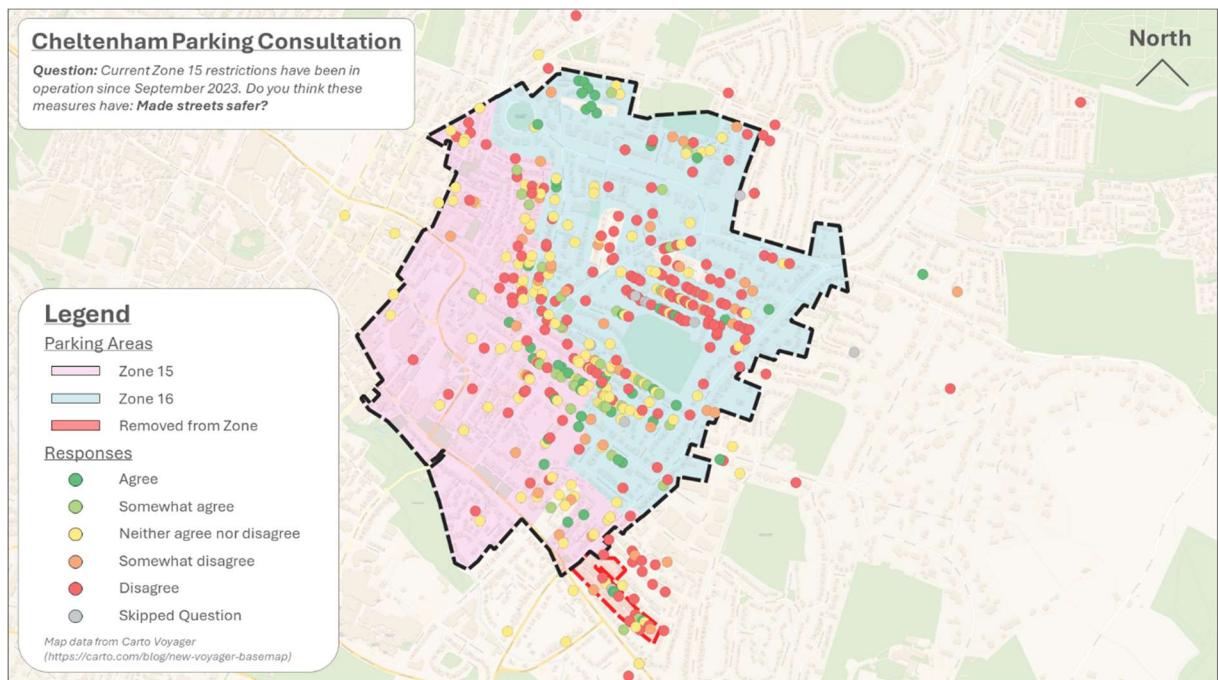
Q6. Current Zone 15 restrictions have been in operation since September 2023. Do you think these measures have: **Made streets safer?**

Individual Responses:



Household Responses:



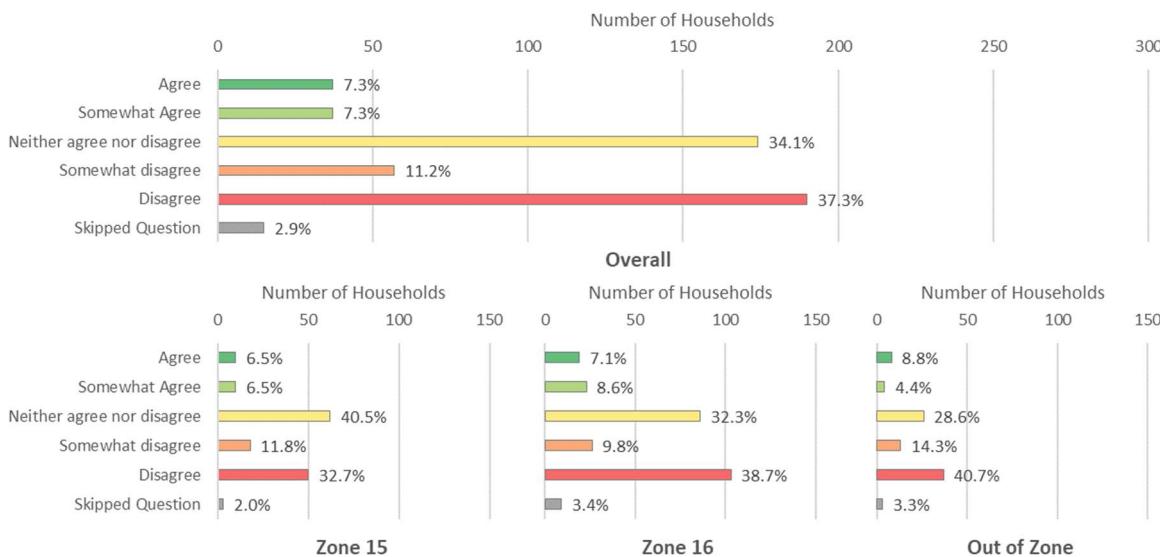


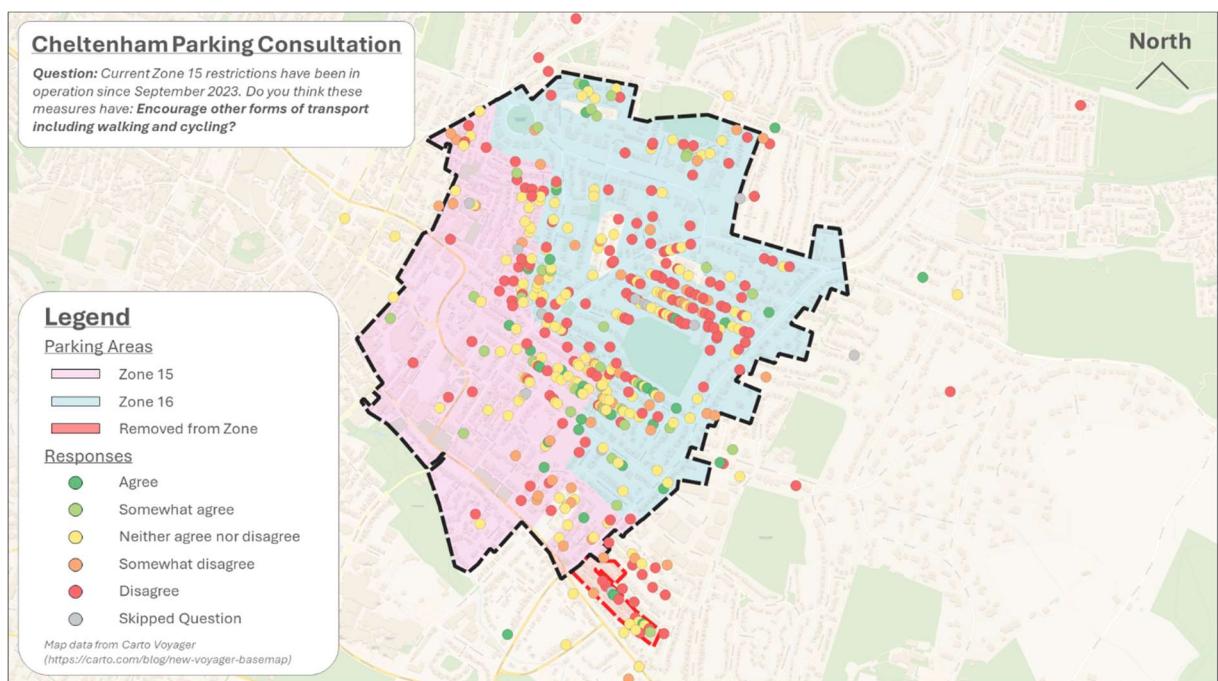
Q6. Current Zone 15 restrictions have been in operation since September 2023. Do you think these measures have: **Encourage other forms of transport including walking and cycling?**

Individual Responses:



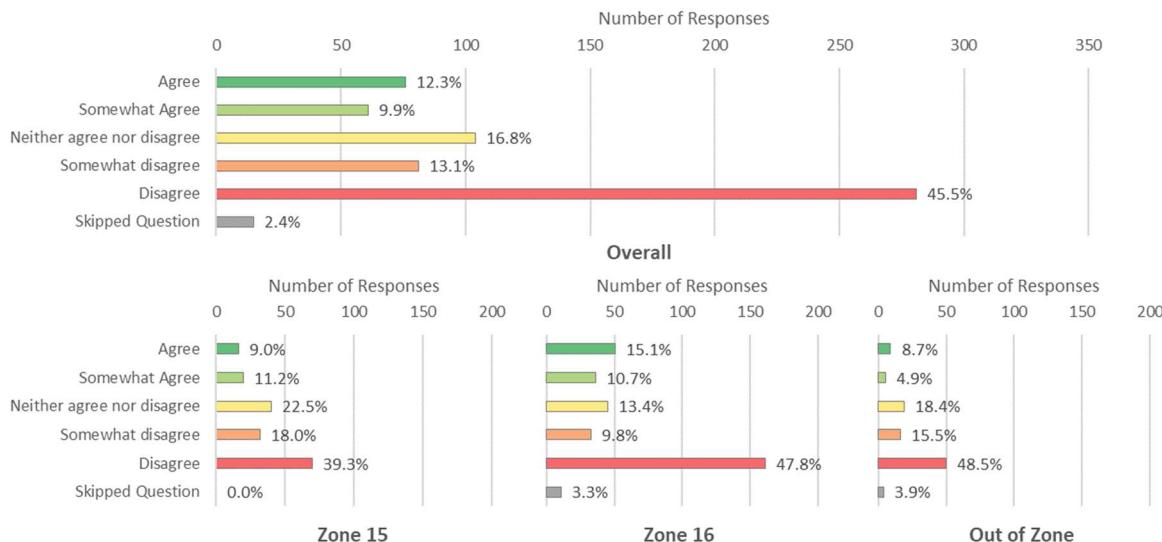
Household Responses:



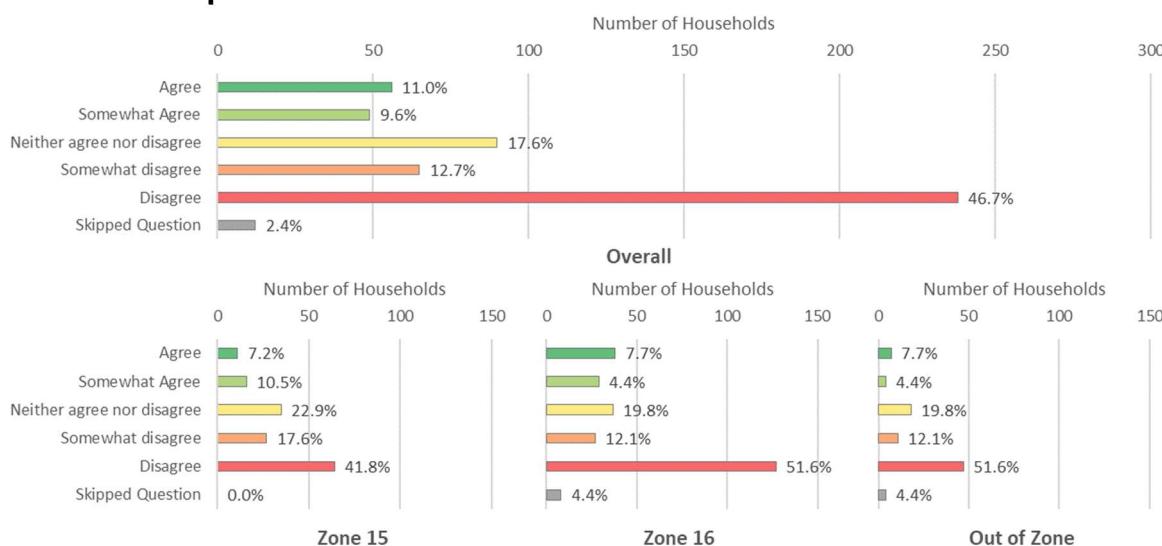


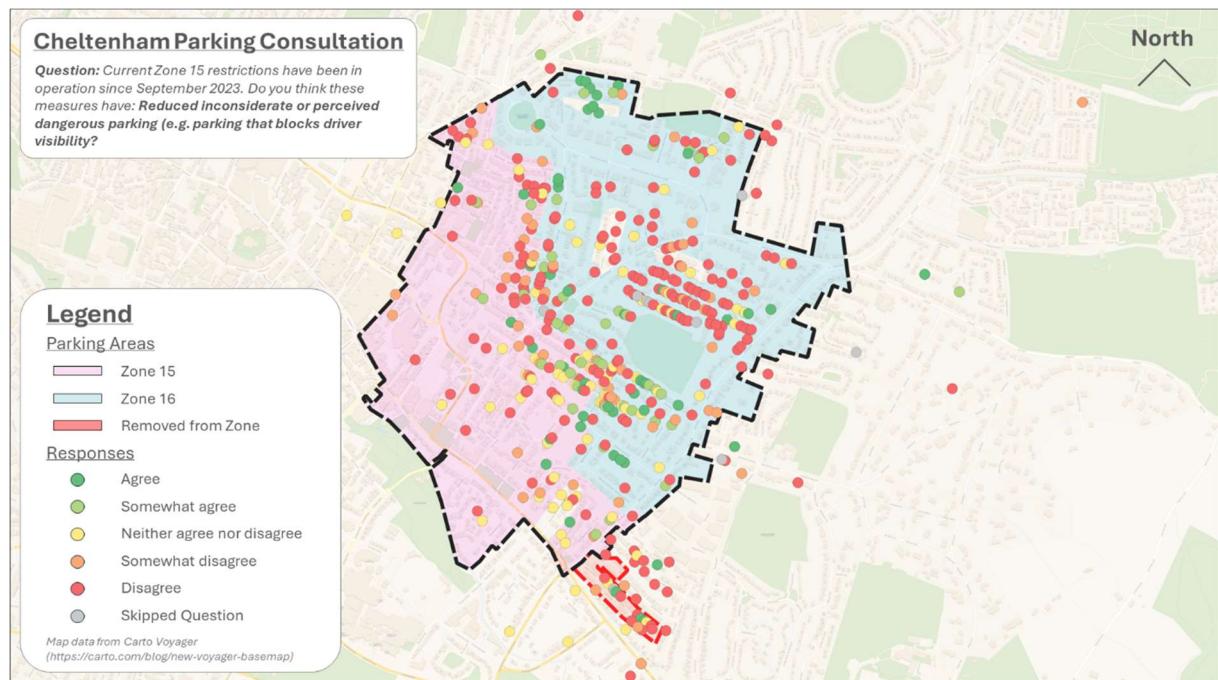
Q6. Current Zone 15 restrictions have been in operation since September 2023. Do you think these measures have: **Reduced inconsiderate or perceived dangerous parking (e.g. parking that blocks driver visibility)?**

Individual Responses:



Household Responses:





5.1.2 **Feedback on proposed adjustments to Zone 15 parking restrictions boundary**

One of the main principles of the revised proposal was to simplify the existing Zone 15 by reducing its size and splitting into two new zones to manage the different characteristics of the area. Respondents were asked to feedback on a proposal boundary, to establish two separate zones - Zone 15 and Zone 16.

When asked if they believed the proposed zones would help reduce parking pressures, most respondents didn't believe the proposed changes would help.

This was true when assessing both individual responses (56.95%) and household responses (55.49), across properties

When asked about discouraging commuter parking, respondents also mostly disagreed (40.12%).

Of those who disagreed key reasons noted for this included:

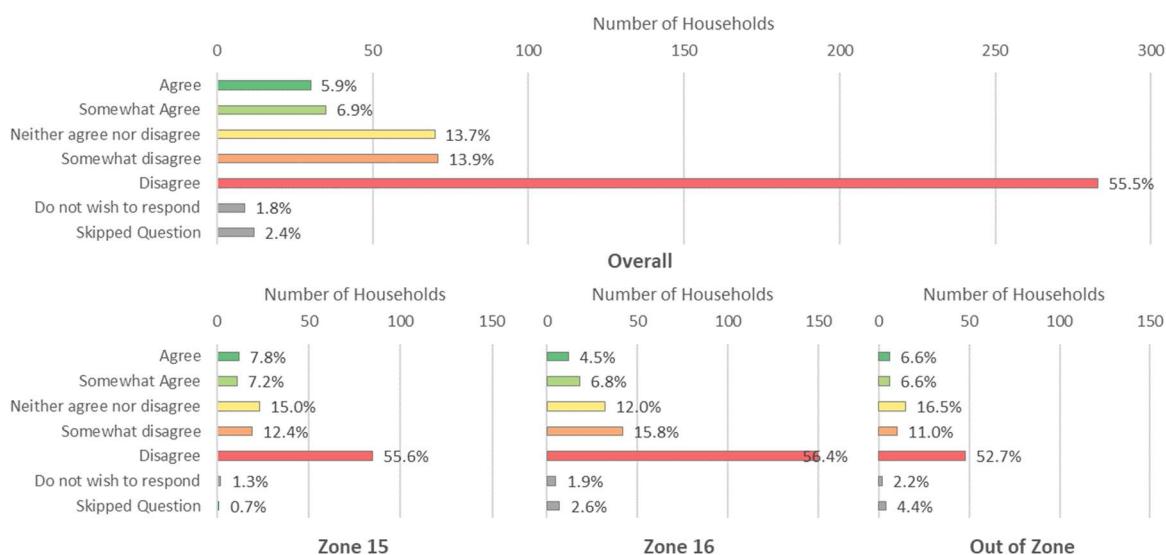
- Impacts to current parking opportunities and being unable to park in nearby streets in another zone. Requests for Princes St and Leighton Road to be within the same zone, and for All Saints Road to be included within proposed Zone 15.
- Concerns boundary split will cause a reduction in parking spaces, compounded with introduction of single yellow or double yellow lines

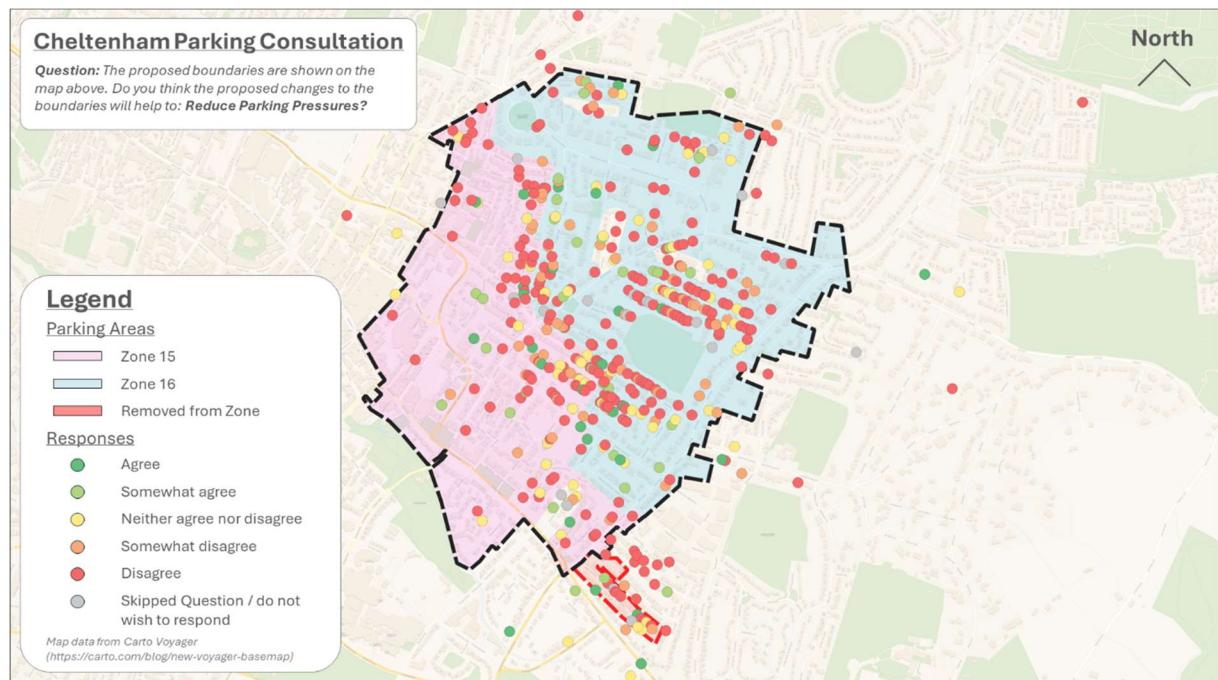
Q7. Do you think the proposed changes to the boundaries will help to: Reduce Parking Pressures?

Individual Responses:



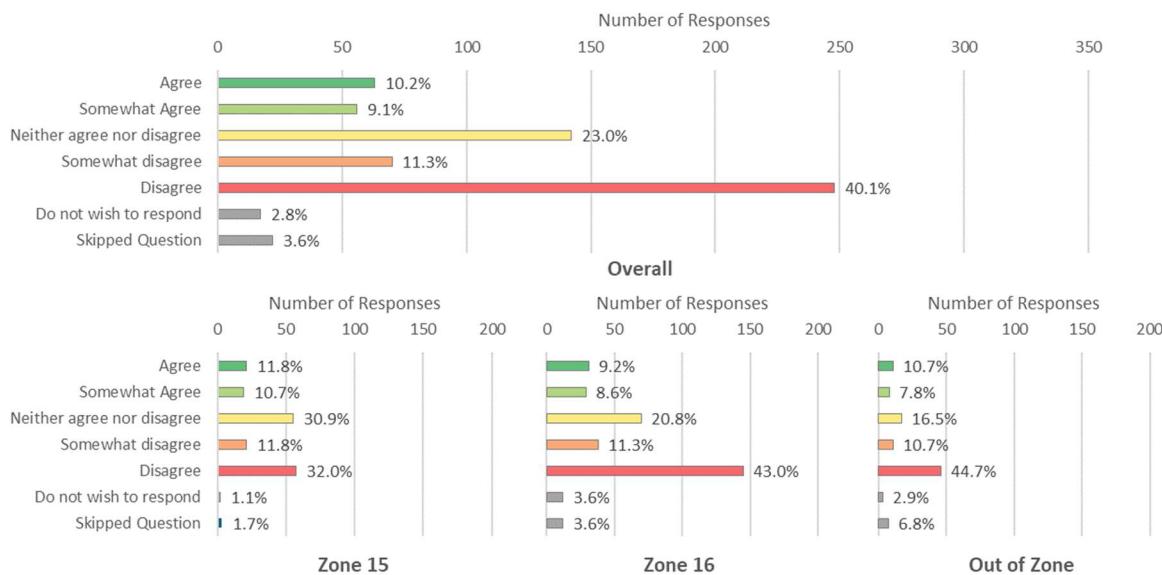
Household Responses:



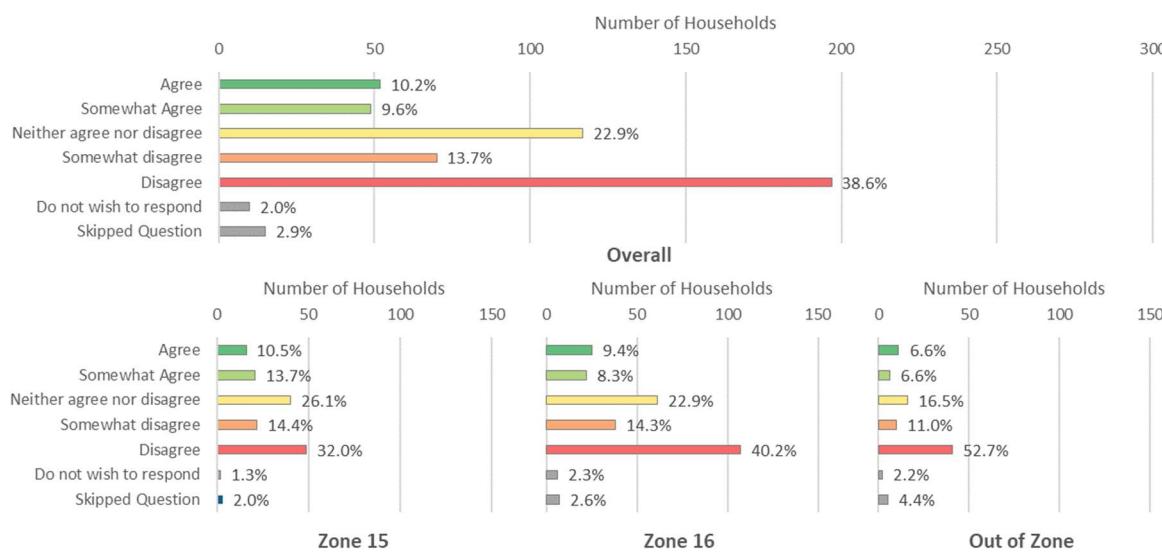


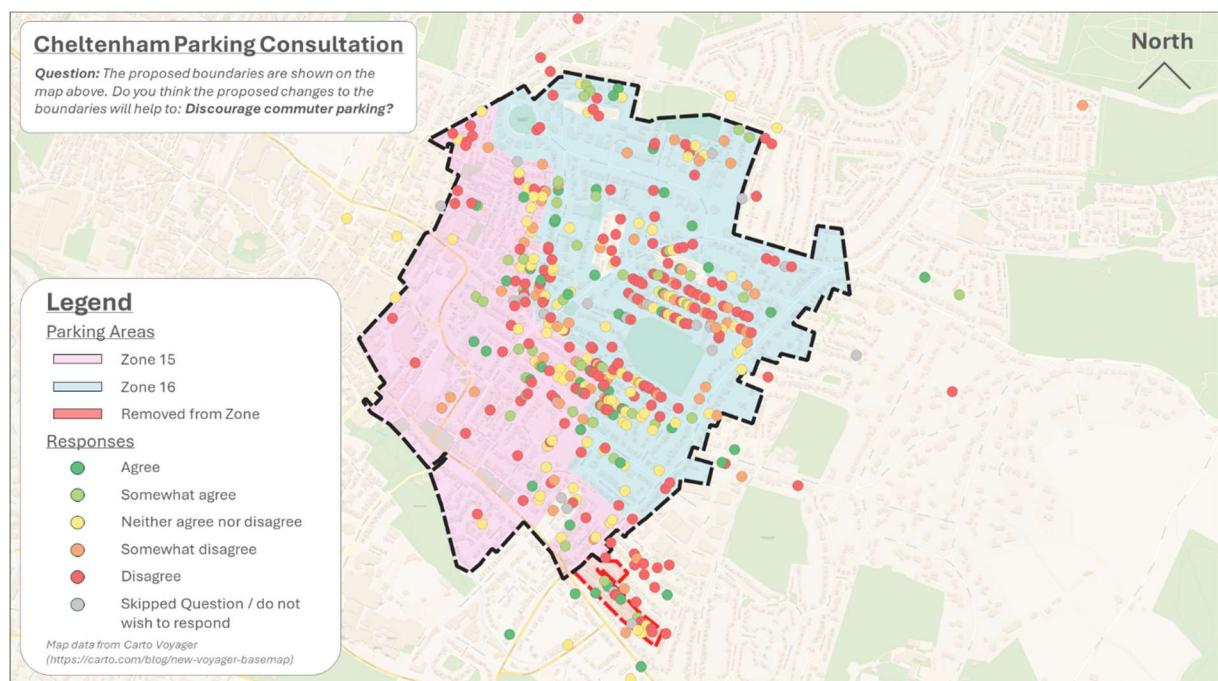
Q7. The proposed boundaries are shown on the map above. Do you think the proposed changes to the boundaries will help to: **Discourage commuter parking?**

Individual Responses:



Household Responses:





5.1.3 Feedback on proposed adjustments to parking restrictions operating hours

Respondents were asked to comment on days and times that restrictions were in operation, based on the proposed new boundaries, to accommodate for the different demands of the newly proposed Zone 15 and Zone 16.

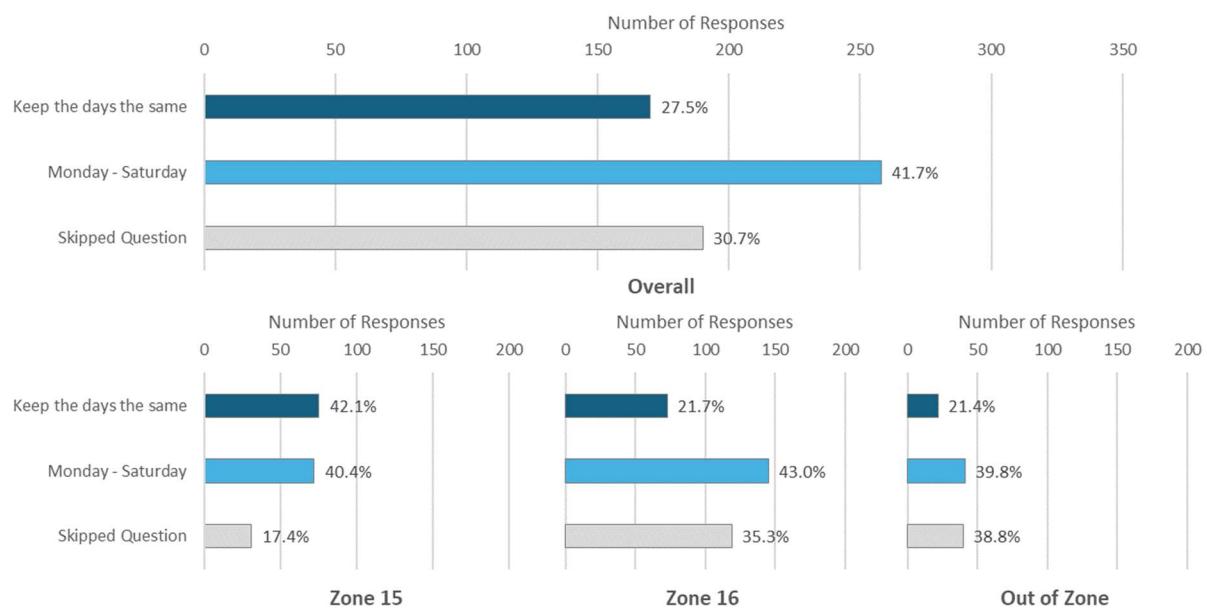
Newly Proposed Zone 15

For the newly proposed Zone 15, most (42%) suggested restrictions should be in place on Monday – Saturday, with many (29.6%) choosing to skip the question.

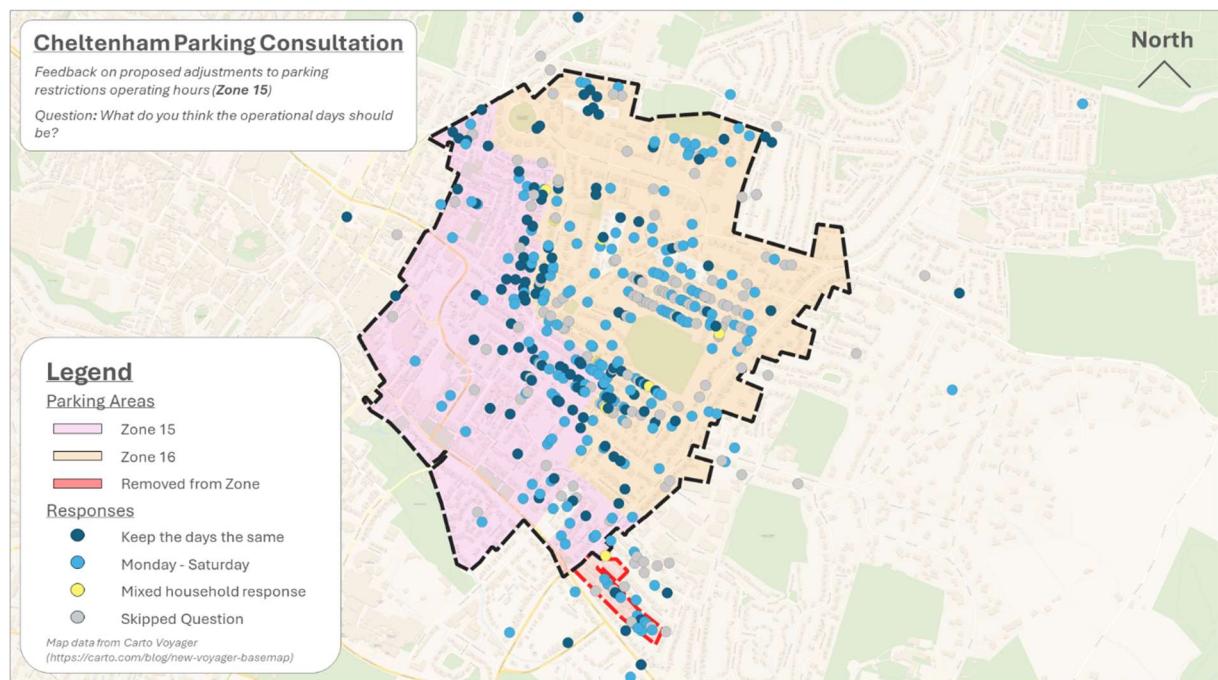
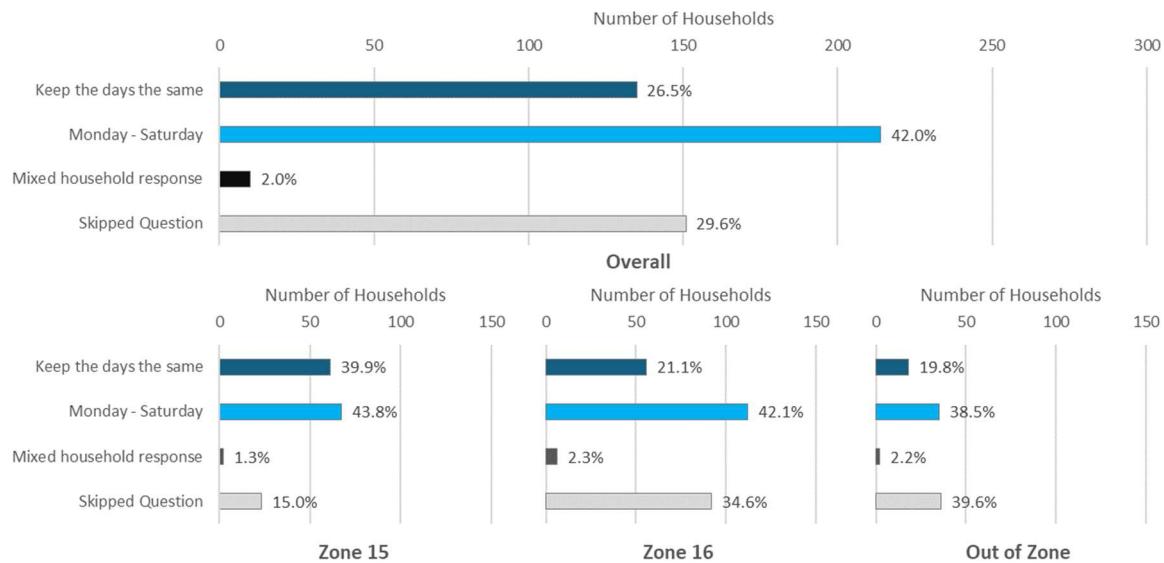
When considering household responses, of the addresses that fell within the newly proposed Zone 15 boundary most (43.8%) also agreed that restrictions should be Monday – Saturday.

Q9.i Zone 15: What do you think the operational days should be?

Individual Responses:



Household Responses:



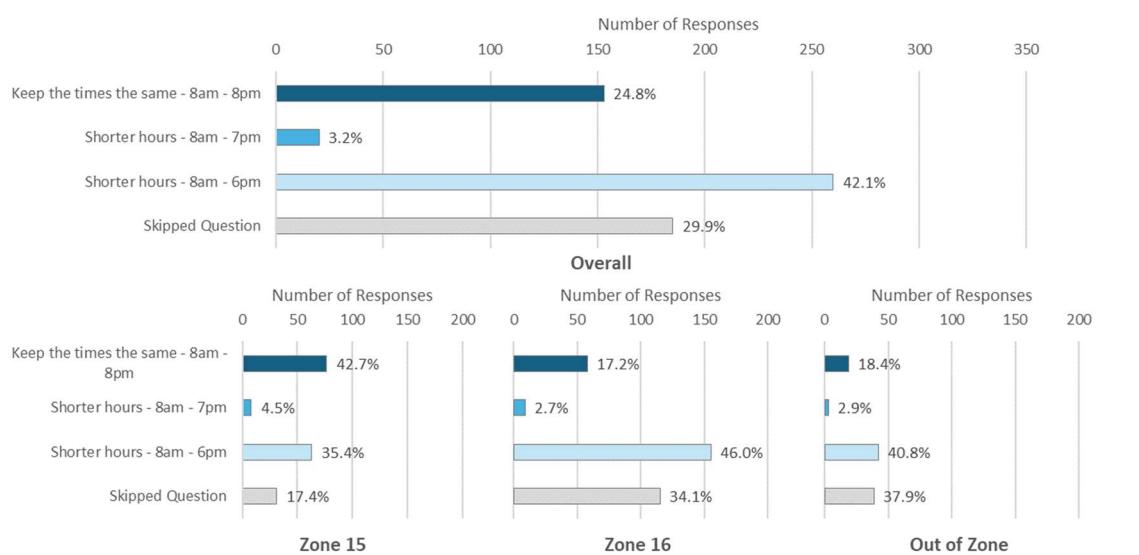
Q9.ii Zone 15: What do you think the new operational times should be?

When reviewing the individual responses from across the consultation area, the majority of respondents fed back that the newly proposed Zone 15 hours should be reduced to 8am-6pm (42.2%).

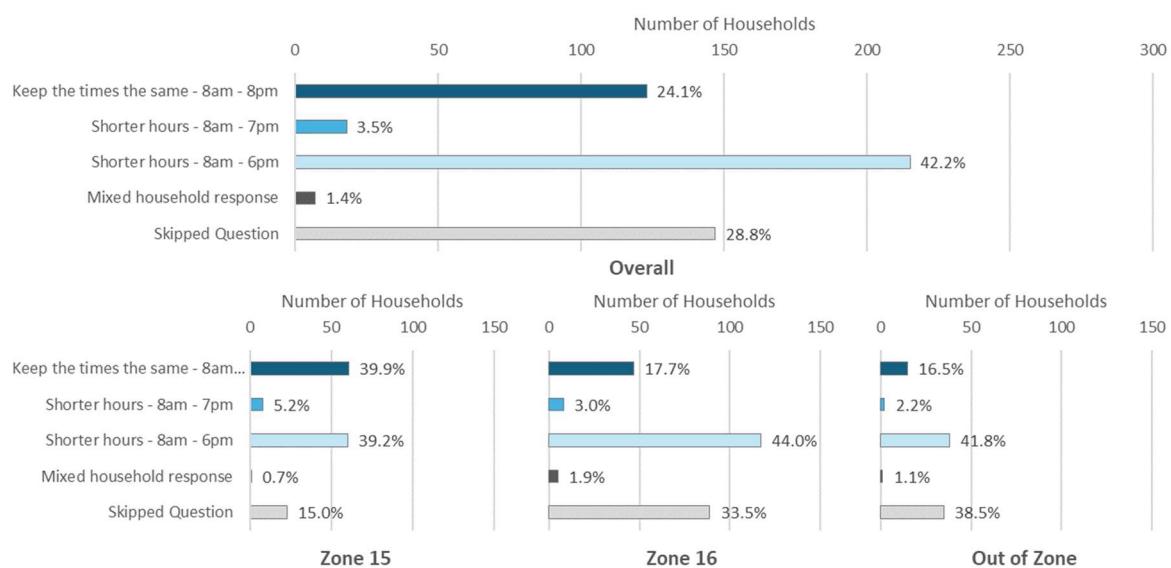
However, when analysed based on respondents who provided an address within the newly proposed Zone 15, most said that times should remain the same 8am-8pm.

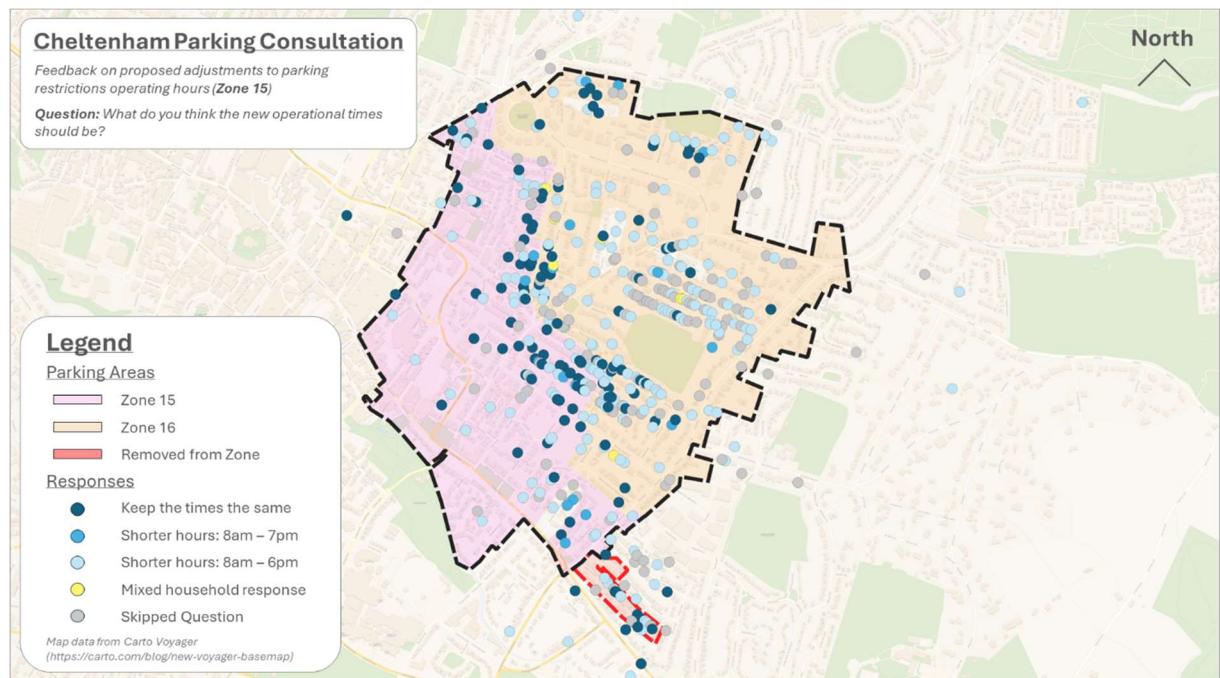
This request for hours to remain the same 8am-8pm was true when analysed based on both individual responses and on household responses.

Individual Responses:



Household Responses:



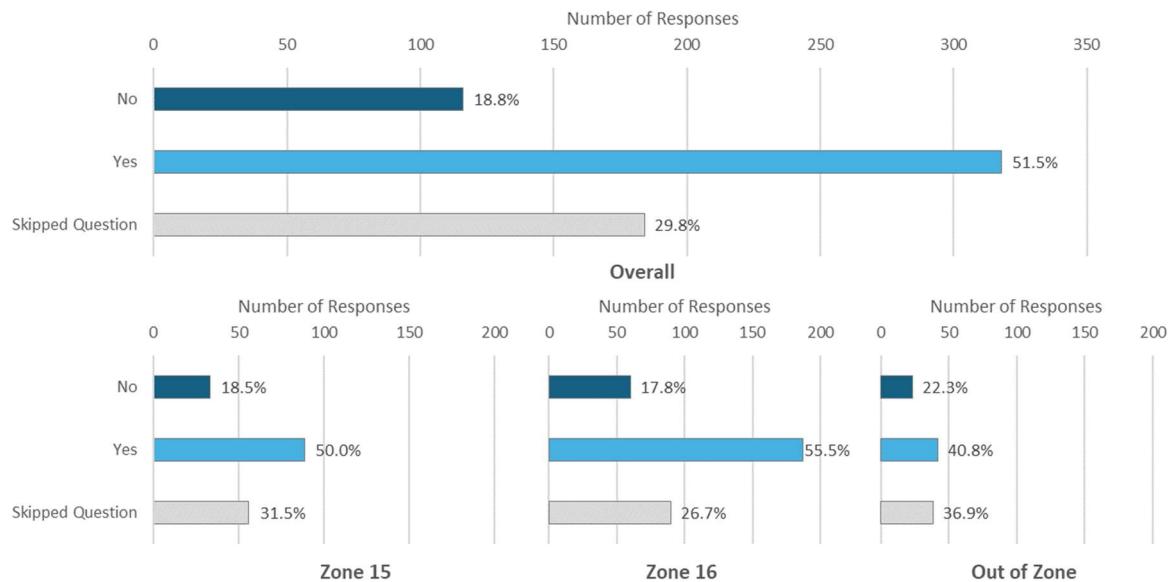


Proposed Zone 16

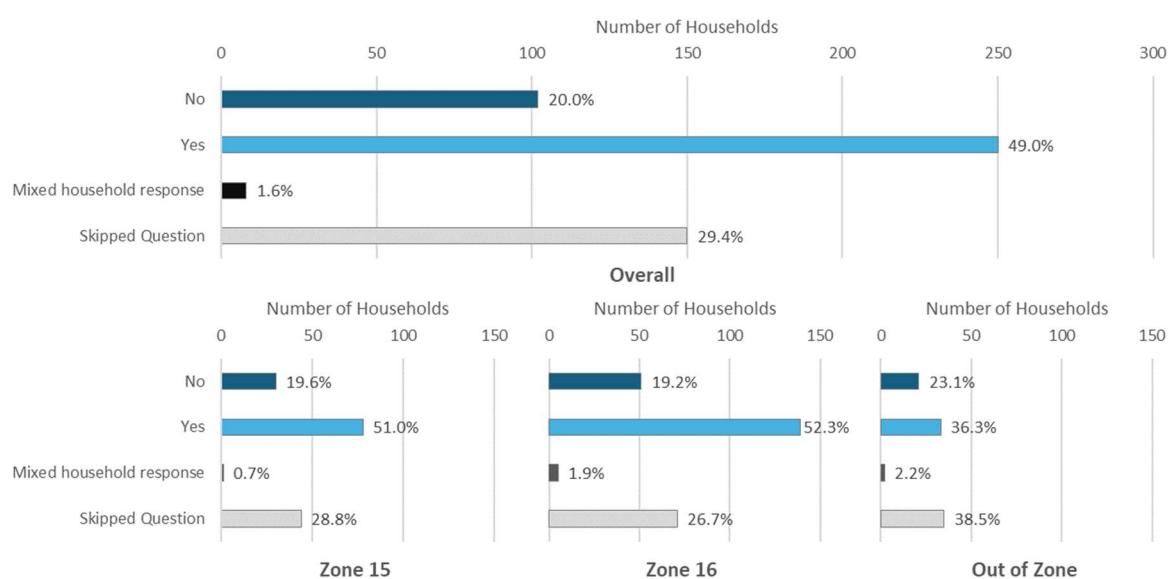
10.i Zone 16: Do you have difficulties parking in the area on match days or during large community events?

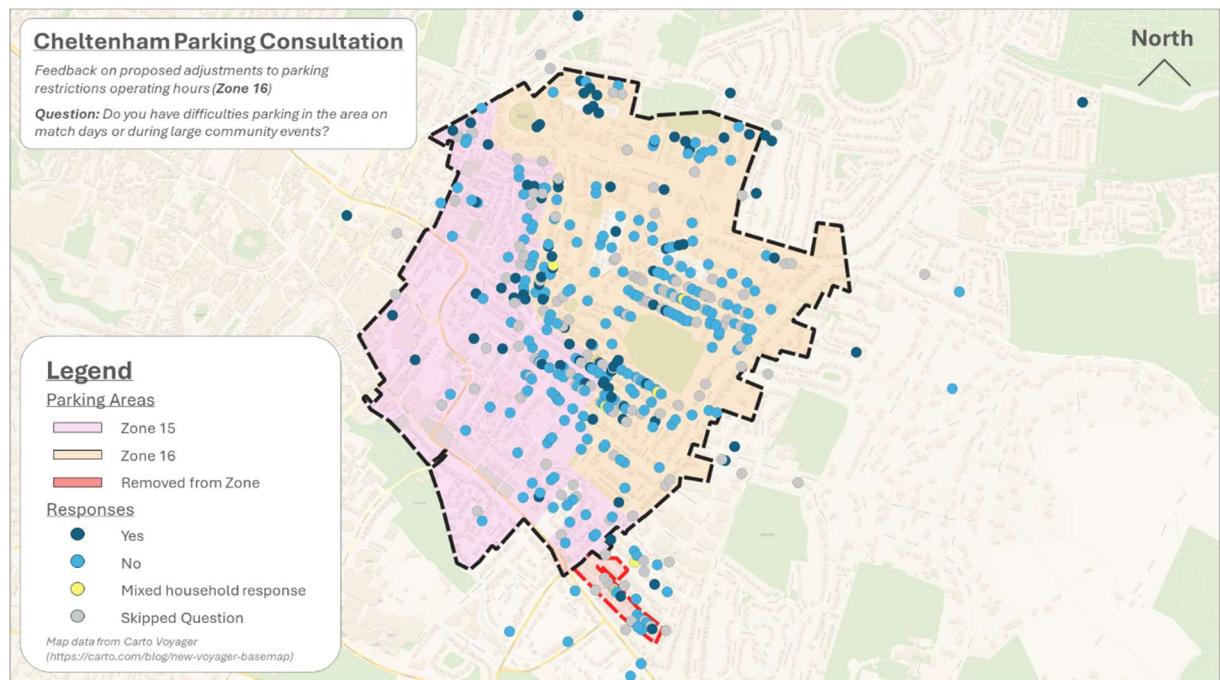
318 people (51.45%) from 250 households (49.05%) said that they had experienced difficulties on match days or event days.

Individual Responses:



Household Responses:



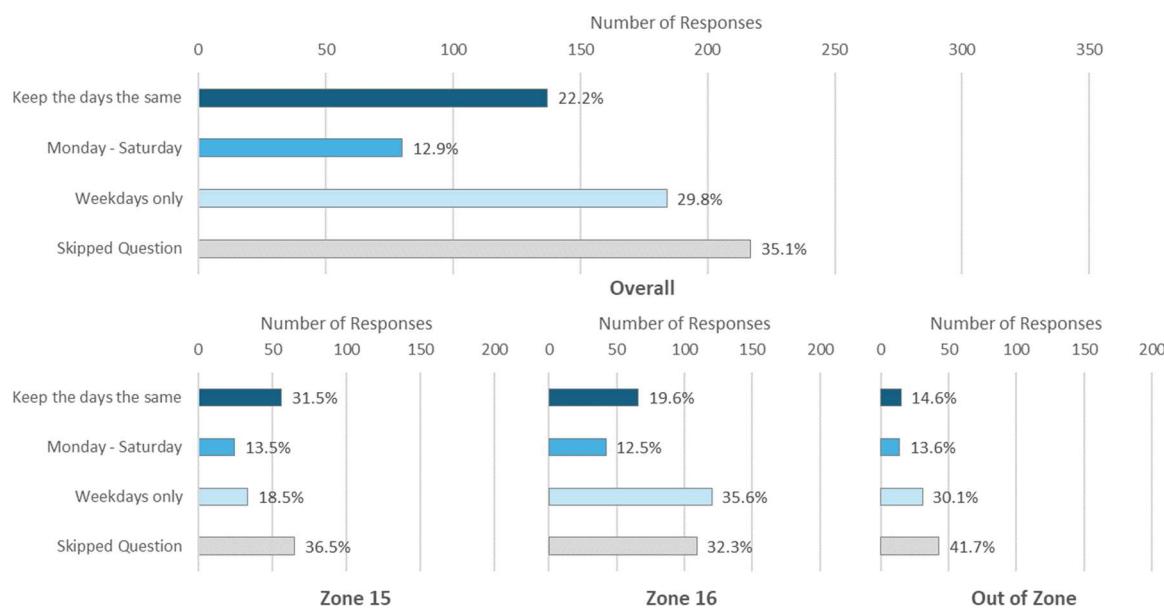


Q10 ii. Zone 16: What do you think the operational days should be?

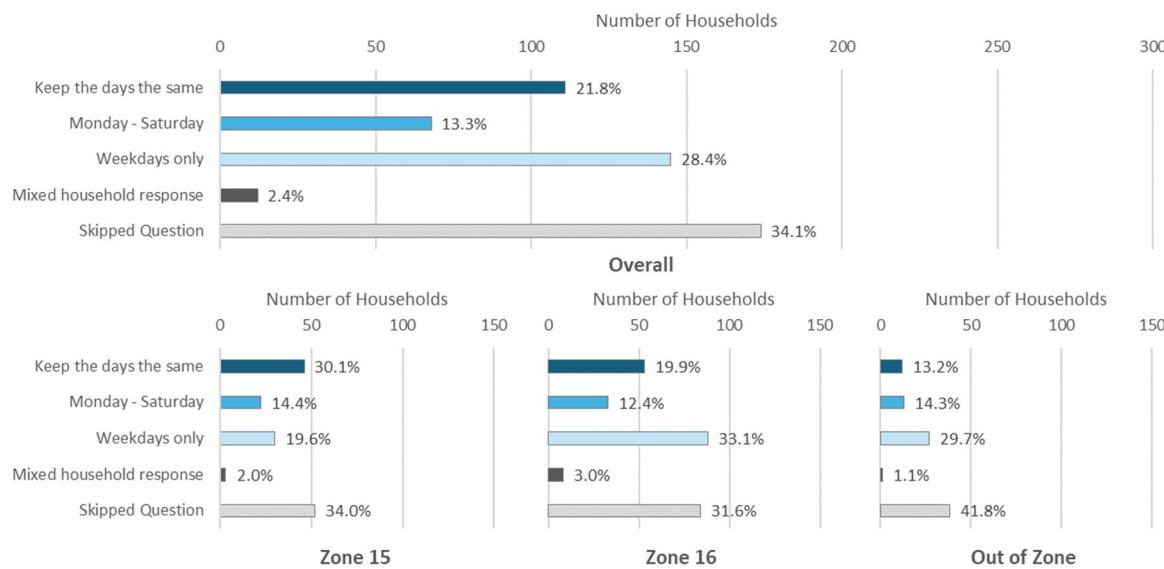
When asked about operational days for the proposed Zone 16, most (34.1%) skipped the question. Weekdays only was the highest option chosen across individual responses (28.4%) and at a household level (28.43%).

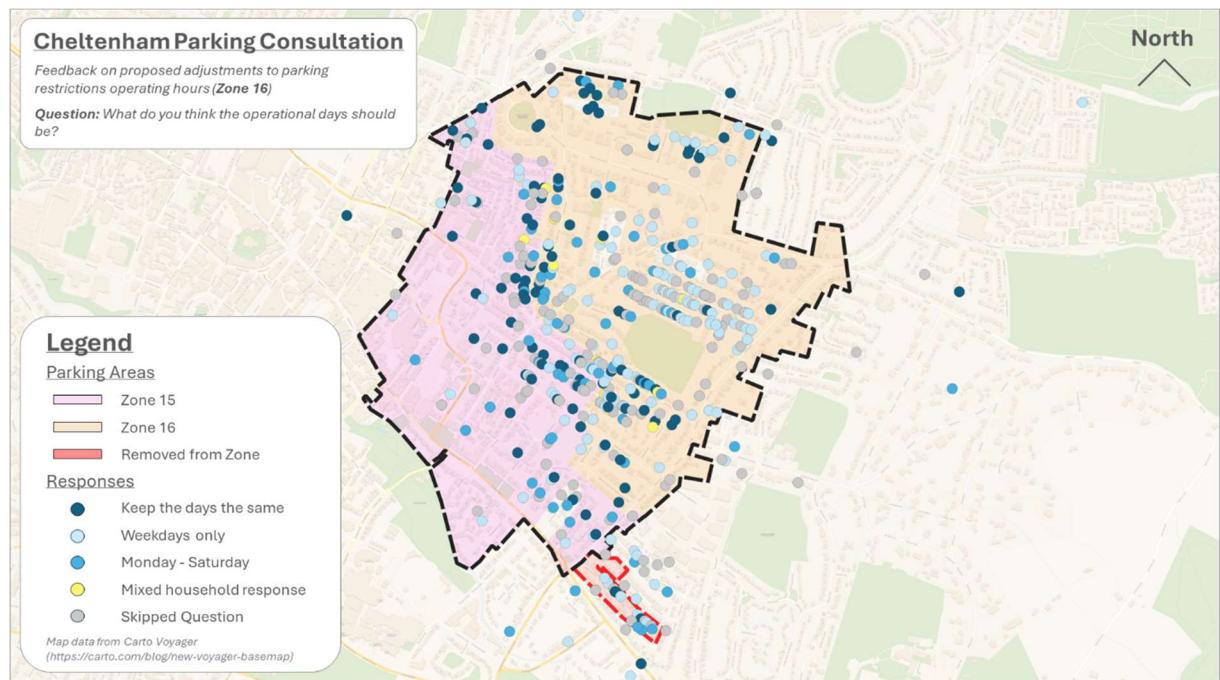
When considering households, whose address falls within the proposed Zone 16 boundary most (35.60%) also agreed that restrictions should be Weekdays only.

Individual Responses:



Household Responses:



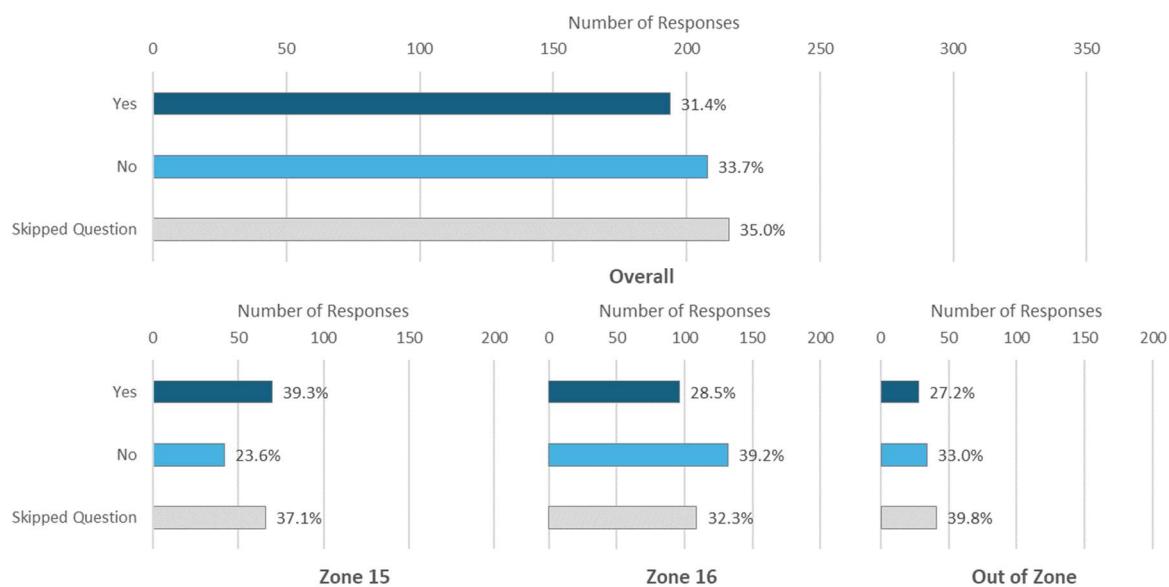


Q10 iii. Zone 16: Would you like to see restrictions operated on match or event days as well?

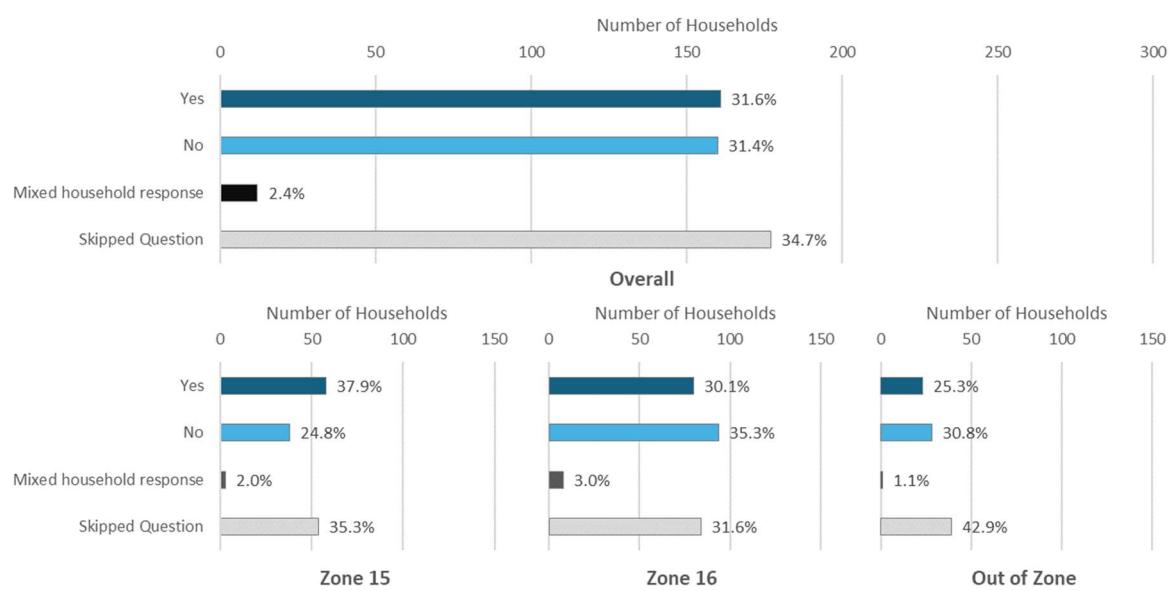
Whilst both individuals and households reported that event or match day parking caused difficulties, the split of those who wished to see match day parking restrictions and those who didn't was very close.

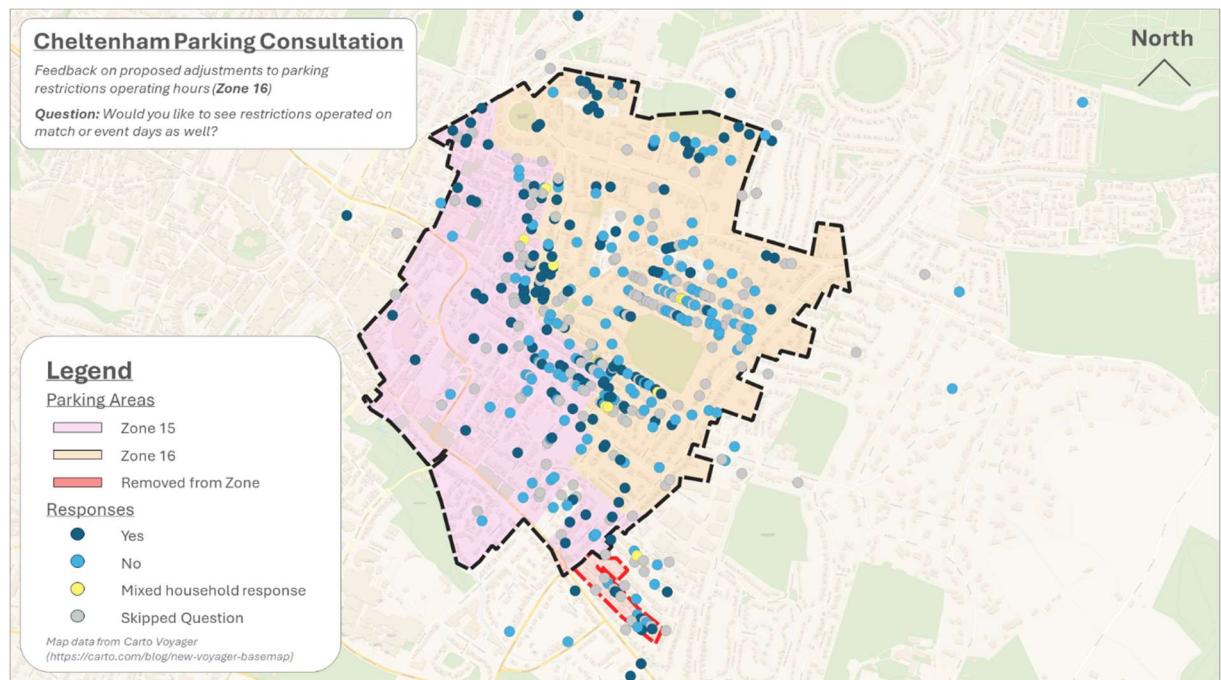
At an overall household level, 161 (31.6%) wanted to see restrictions on match days. Of the remaining households 160 (31.4%) said they didn't want to see match day restrictions, 12 (2.4%) reported a mixed response and 177 (34.7%) skipped the question.

Individual Responses:



Household Responses:



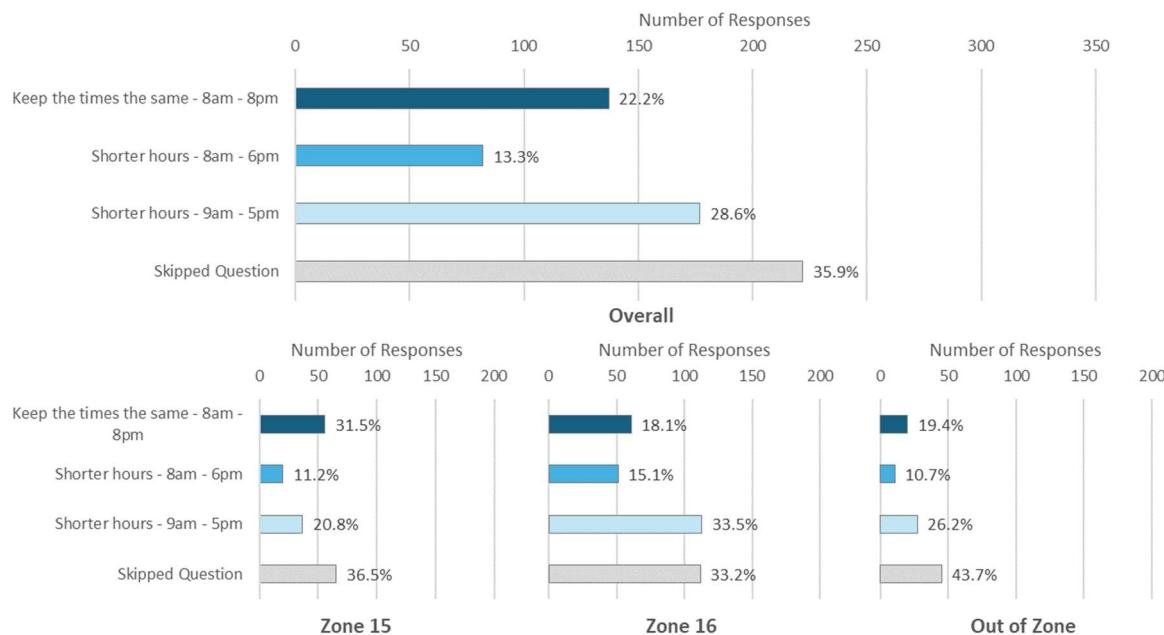


Q10 iv. Zone 16: What do you think the new operational times should be?

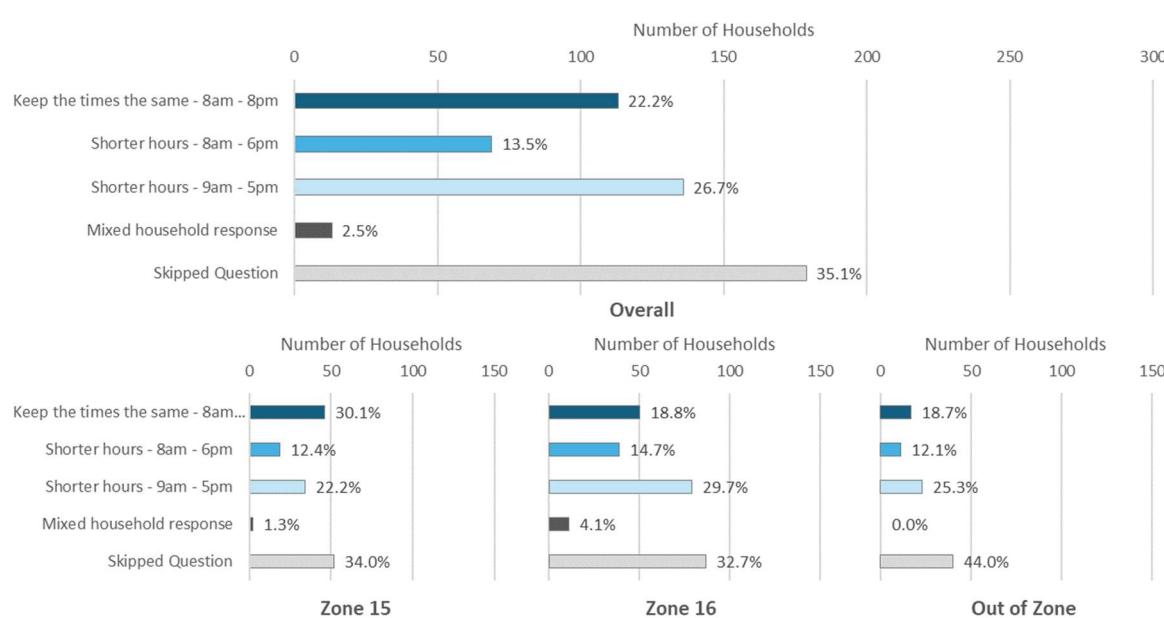
Of those that answered the question (35.9% of respondents skipped this question), most fed back that the proposed Zone 16 hours should be reduced to 9am-5pm (28.6%).

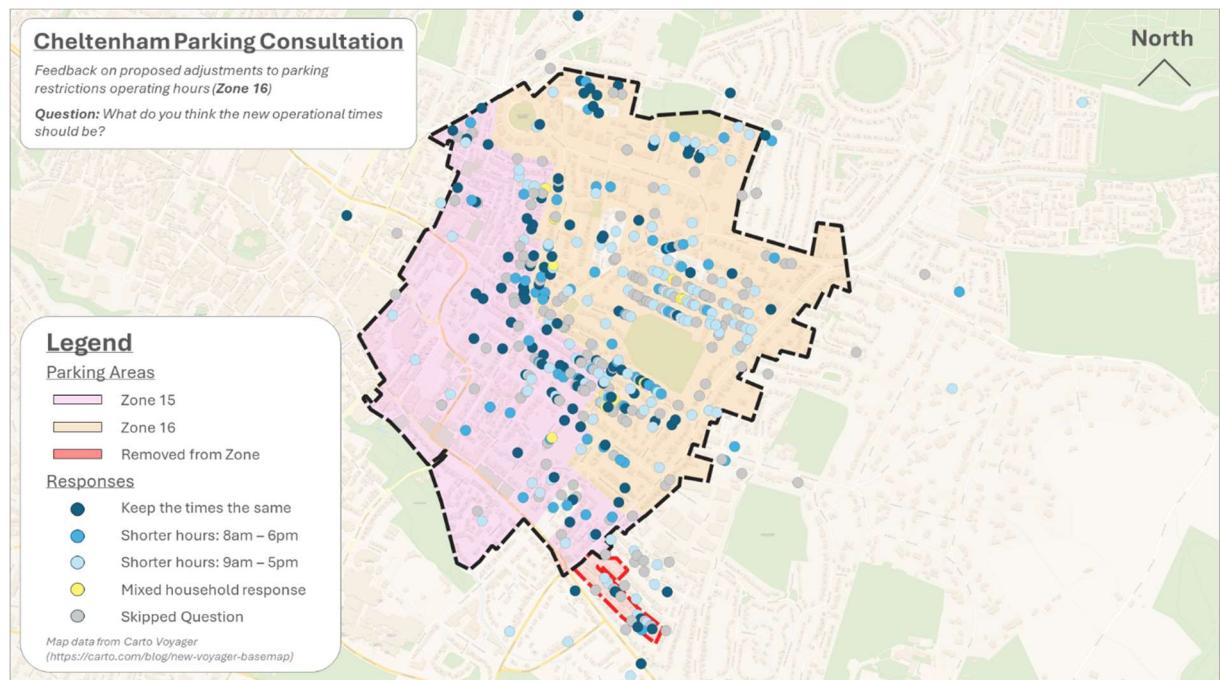
This was also true for the individual responses (33.53%) and household responses (29.69%) from addresses that were within the proposed Zone 16 boundary.

Individual Responses:



Household Responses:





5.1.4 Feedback on Signage and Safety

Most respondents agreed that standardising road markings and signage would make it easier to know where to park. This was true across individuals (33.98%) and households (32.74%).

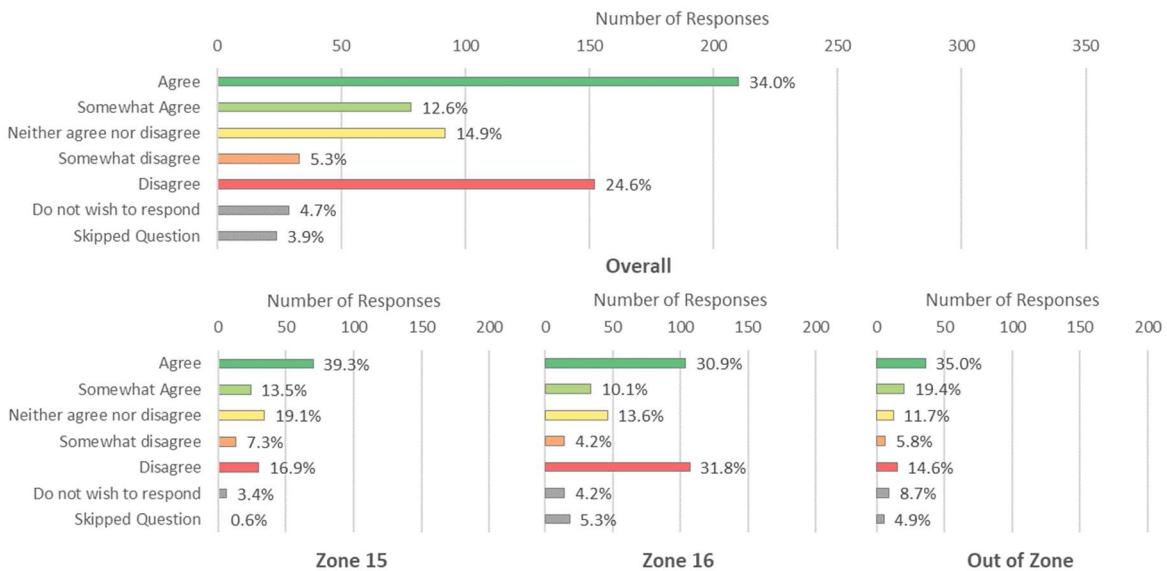
However, when looking at responses based on newly proposed zone locations, a higher number of individuals who listed an address in Zone 16 disagreed (31.75%) that this would assist.

Of the individuals who disagreed with the change, key concerns included:

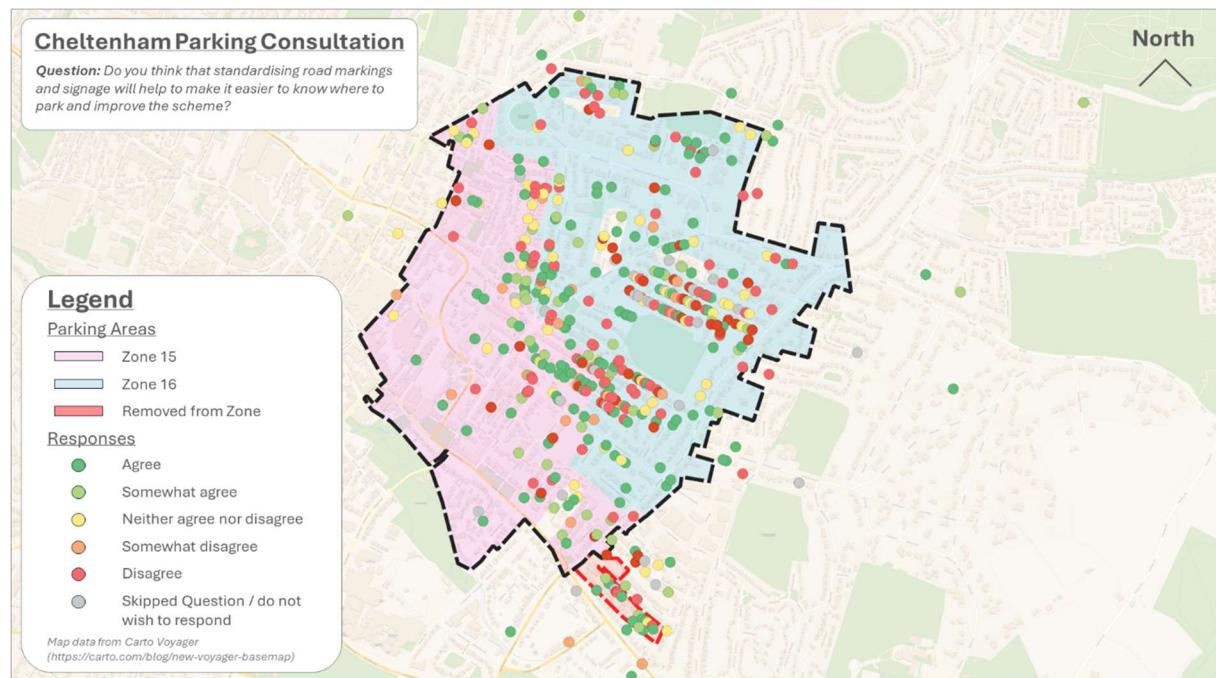
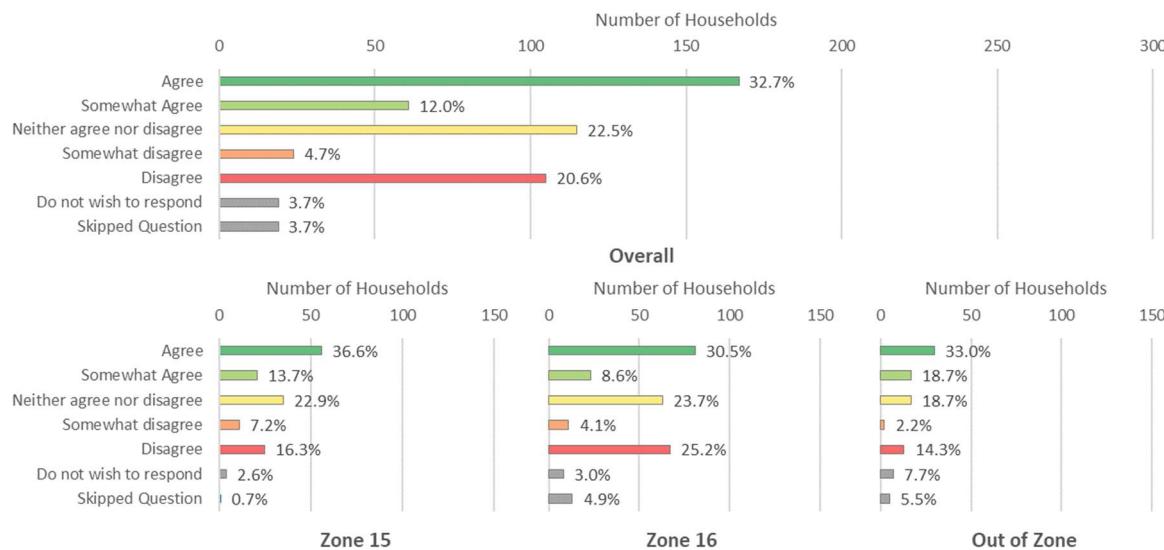
- A perception that the introduction of a Controlled Parking Zone (CPZ) and marked bays would result in a significant loss of parking opportunities
- Concerns, that with the introduction of single yellow lines, residents cannot park across their own drive (dropped curbs)
- Current sign position and wording is what needs to be corrected
- No perceived issues with parking, so scheme/ parking restrictions not required.

Q11. Do you think that standardising road markings and signage will help to make it easier to know where to park and improve the scheme?

Individual Responses:



Household Responses:

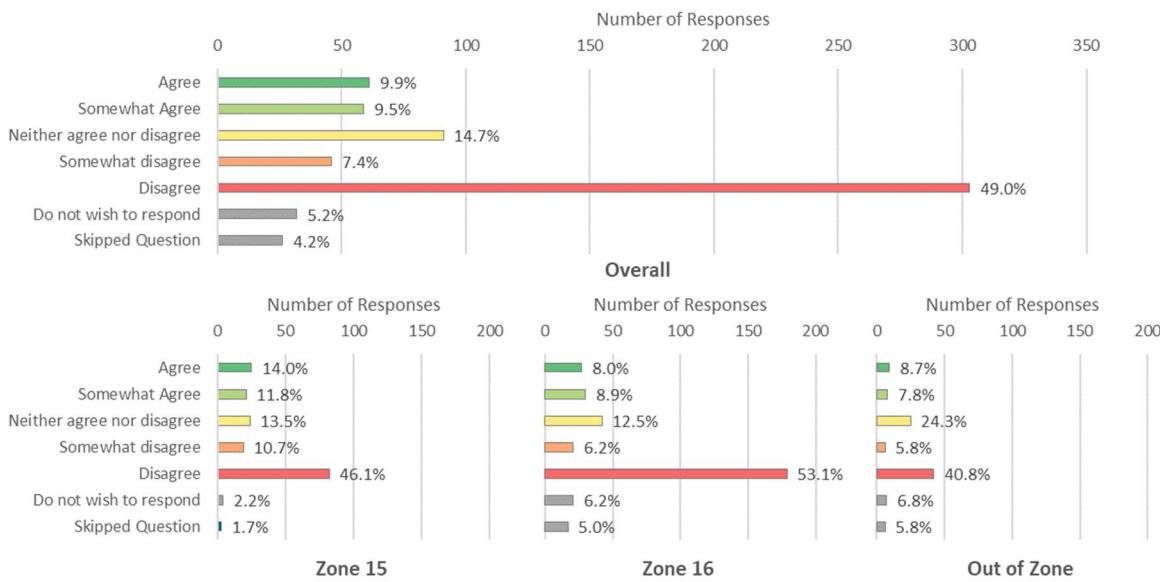


Q13. Do you think the proposals will help to improve the current Zone 15 Scheme for local residents, businesses and community?

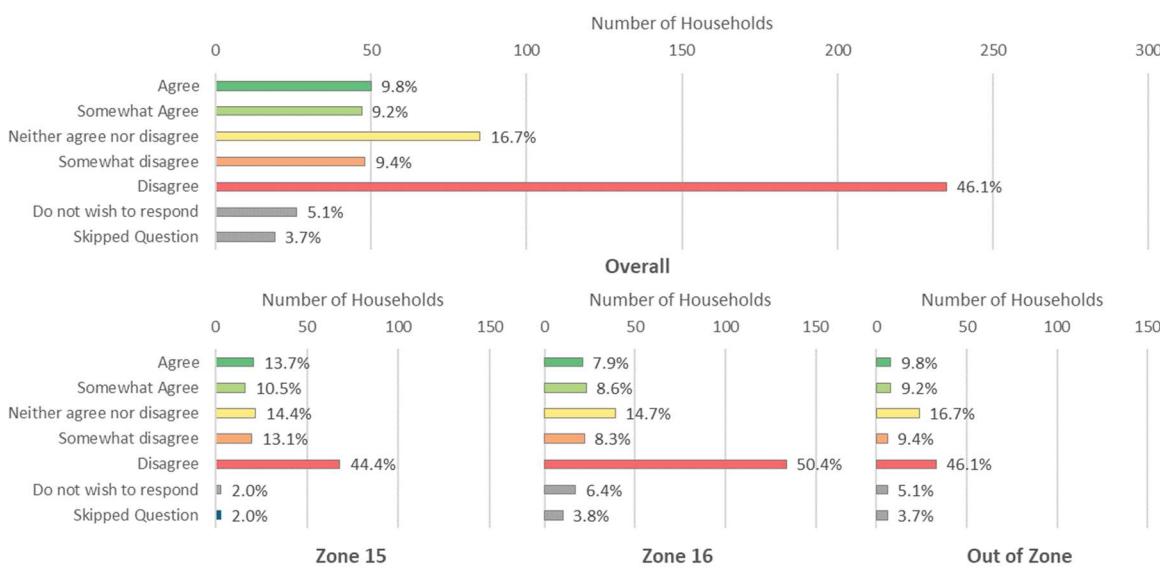
The majority of people (49.02%), across most households (46.07%) did not agree that the proposal would help to improve the current Zone 15 restrictions for local residents.

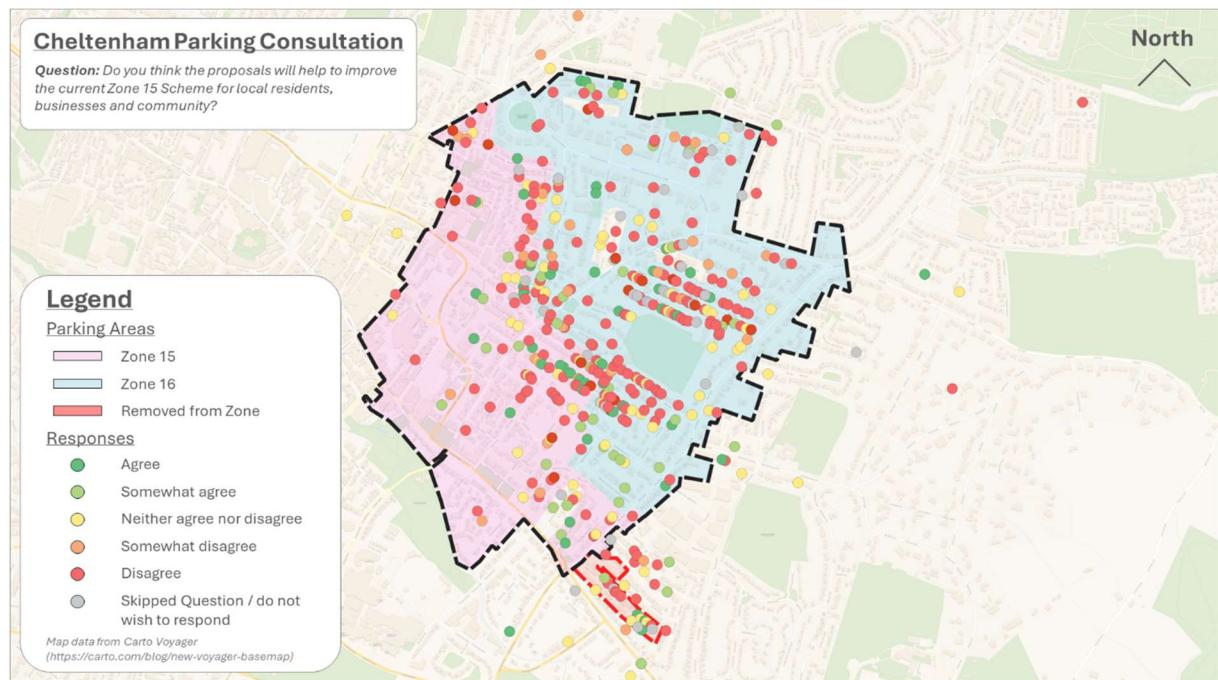
This was true as both an overall, and also for responses when reviewed based on newly proposed zone locations (eg: addresses within the newly proposed Zone 15 and Zone 16).

Individual Responses:



Household Responses:



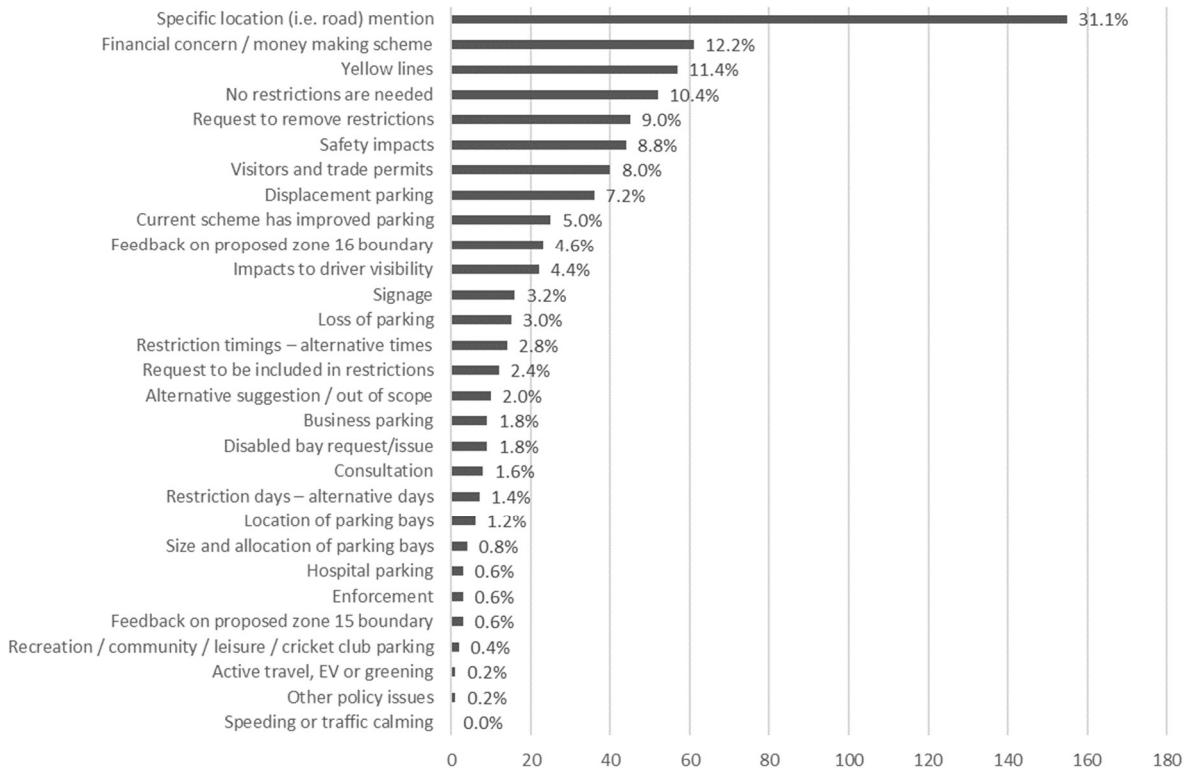


5.2 Free-text analysis

As part of the survey, respondents were given the opportunity for a free text submission.

498 individuals provided additional commentary on the proposed changes to restrictions. Most responses were categorised as negative responses (59.1%), 34.3% neutral or mixed and 6.6% were positive. The main themes are displayed in the graph below.

Q15. Is there any other feedback you would like to give on the proposals?



Percentages based off the total number of written replies.

Locational specific requests that received the most mentions were property and address specific, typically relating to vehicle access or sightlines.

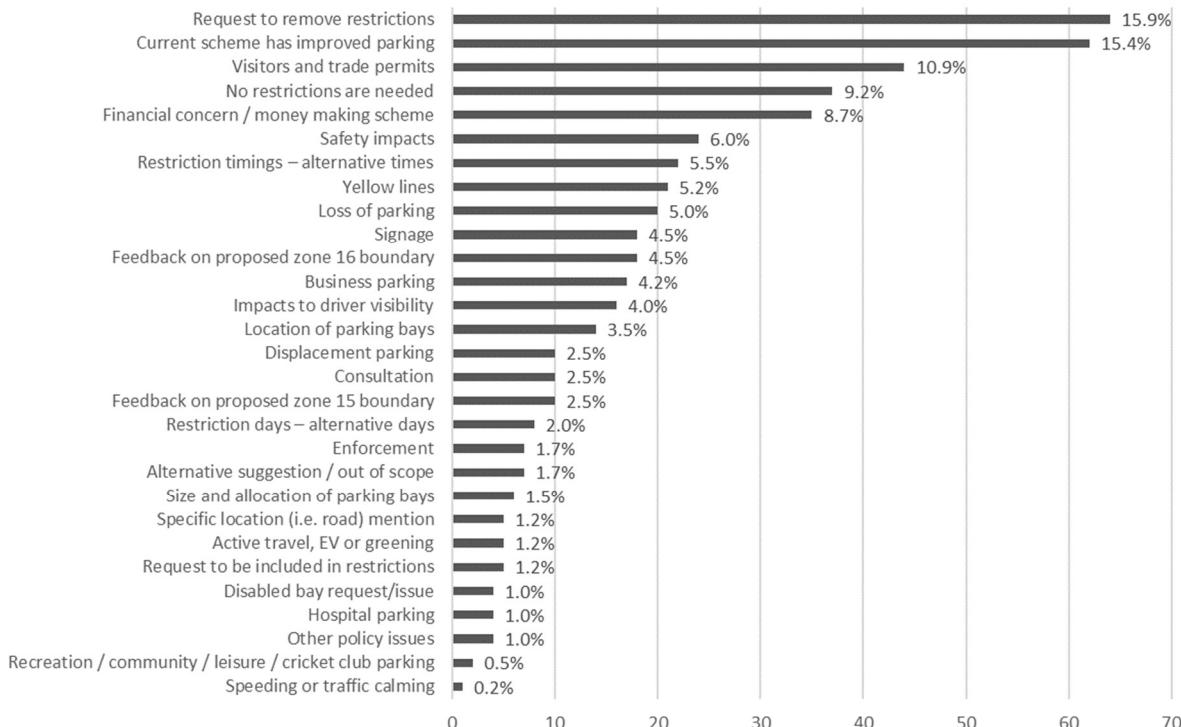
Perceptions that parking restrictions was a money-making scheme for the council and concerns regarding the introduction of yellow lines under the proposed CPZ requirements were other common themes.

Respondents feedback concerns around the overall loss of parking if marked bays (identified by yellow lines) were introduced. However, there was an acceptance for the need to increase double yellow lines around intersections.

13 respondents, who under the proposals would not have restrictions requested to be included, with 27 respondents requesting that disabled parking opportunities be reviewed on their street.

403 individuals provided additional commentary on current Zone 15 restrictions. Most responses were categorised as negative responses (49.4%), 31.5% neutral or mixed and 19.1% were positive. The main themes are displayed in the graph below.

Q16. Is there any other feedback you would like to give on the current zone 15?



Percentages based off the total number of written replies.

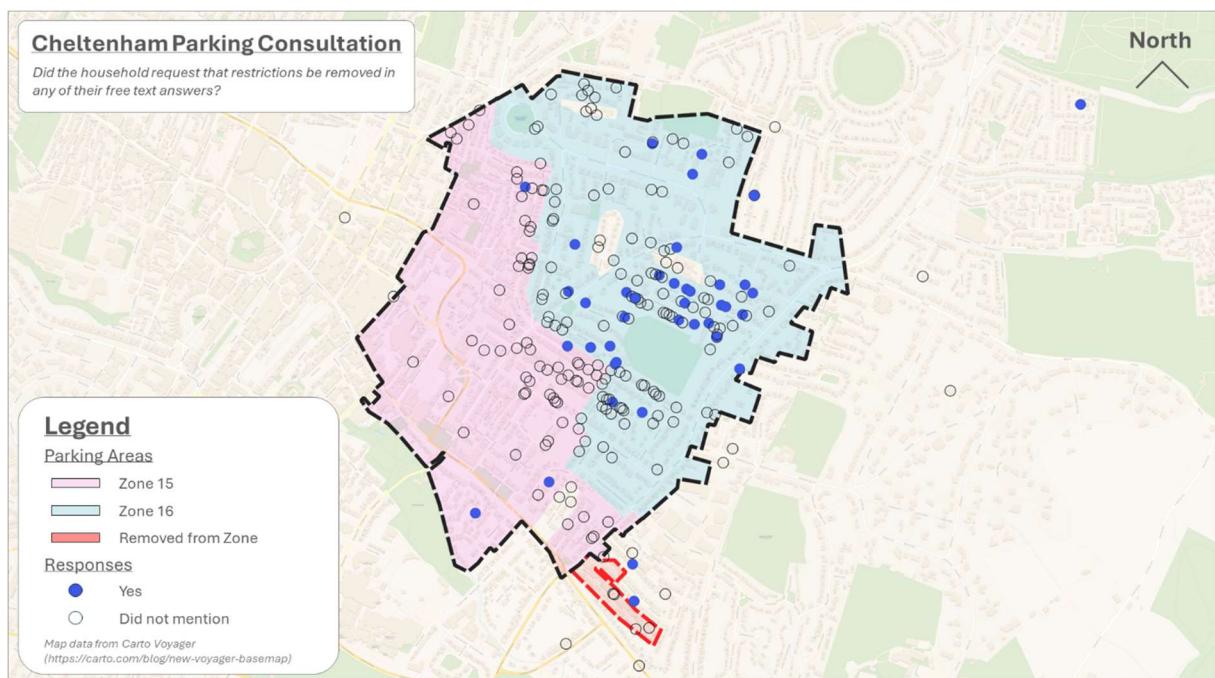
Responses were also analysed to identify specific requests or amendments to the current scheme, and requests for restrictions to be removed received the most mentions. This is further detailed in item 5.2.1.

However, 15.4% of responses did report that current scheme has improved parking.

Access for visitors and trade permit system remained a key theme. This is consistent with issues raised during the information gathering stage where residents raised concerns about restrictions on visitor permit numbers and allowances for trades.

5.2.1 Remove Restrictions

While the question was not directly asked during the survey, some free text entries did request that restrictions needed to be removed. Households that requested that restrictions be removed³ are mapped below:



³ Including negative but vague responses, such as those who asked for the scheme to be 'scrapped'

5.2.2 Key streets

The free text field was also reviewed for comments of those respondents on Upper Park Street, who are currently within the Zone 15 restricted area, but under the new proposal would be removed.

Most residents along Upper Park Street were against the proposed scheme, noting concerns about impacts of displacement and impacts of hospital parking if the proposal to remove them was implemented.

Further analysis was also conducted on responses whose addresses are located within Zone 15, but do not currently have parking restrictions on their road.

While the majority of respondents from Jersey Avenue were opposed to the proposed scheme, 50% of responses from All Saints Terrace wanted to be included in the newly proposed Zone 15/Zone 16 restriction areas. The main reason cited for this was concerns around displacement parking currently occurring. Some respondents also cited footway parking issues, which was impacting pedestrian and wheelchair access for residents, creating safety concerns.

A breakdown of responses is included below:

Theme	All Saints Terrace	Jersey Avenue	Upper Park Street
For Scheme (as it stands, including exclusions)	2	1	2
Against proposed scheme	2	9	16
Direct request to be re-added to scheme	2	1	0
Direct request to be re-added only if scheme is kept	0	2	0

Concerns about parking availability if whole area is taken out	0	5	11
Mentions of 'London Road' - that properties should not be able to get zone permits	-	-	6
TOTAL Number of responses	4	10	18

6. Key findings

This section summarises key findings from the informal consultation:

- Overall, there was little support for the proposed alternative scheme.
- Consideration should be given to location of boundary line between proposed new zones, as it is not supported in the current form.
- Concerns were raised about impacts to residents on the eastern border Zone 15 who would be no longer to park in southeast corner of proposed Zone 16 (near the cricket club).
- There was support for changes to operational days across both proposed zones, so consideration needs to be given to proposed reduction in operational days.
- Consideration needs to be given to changes in operational timings within proposed Zone 16, as there was support for shorter operating times. The majority of addresses within the newly proposed Zone 15 responded to say current timings (8am-8pm), should be maintained.
- On a household level, there is some support for the introduction of match day restrictions. Consideration should be given to match / event day restrictions as majority of individuals and households reported they experience parking pressures on these days.
- While there was support for standardising signage with clear parking requirements, consideration needs to be given to the implementation of a CPZ as respondents raised concerns for possible reduction in car spaces due to the use of marked bays. Concerns were also raised about impacts on conservation areas and the need for increased number of road markings.
- Consideration should be given to ensuring restrictions remain on Upper Park Street. Respondents from this Street and Strickland Road expressed concerns

about being removed from the new proposed parking zones. Citing hospital parking and displacement parking as a concern.

- Consideration needs to be given for introduction of restrictions for streets that are geographically located within the zone, but don't have restrictions. Respondents on All Saints Terrace raised complaints of displacement, and safety impacts due to footway parking, with a request received to be included in the scheme. Jersey Avenue however, while complaints of displacement were given, only 1 request to be included in the scheme.
- Grosvenor Street – concern that pay and display locations are taking up residents parking opportunities. Consideration needs to be given to offering alternative parking locations to non residents (for example car park facilities)

7. Quality

It is the policy of Project Centre to supply services that meet or exceed our clients' expectations of quality and service. To this end, the Company's Quality Management System (QMS) has been structured to encompass all aspects of the Company's activities including such areas as Sales, Design and Client Service.

By adopting our QMS on all aspects of the Company, Project Centre aims to achieve the following objectives:

- Ensure a clear understanding of customer requirements;
- Ensure projects are completed to programme and within budget;
- Improve productivity by having consistent procedures;
- Increase flexibility of staff and systems through the adoption of a common approach to staff appraisal and training;
- Continually improve the standard of service we provide internally and externally;
- Achieve continuous and appropriate improvement in all aspects of the company;

Our Quality Management Manual is supported by detailed operational documentation. These relate to codes of practice, technical specifications, work instructions, Key Performance Indicators, and other relevant documentation to form a working set of documents governing the required work practices throughout the Company.

All employees are trained to understand and discharge their individual responsibilities to ensure the effective operation of the Quality Management System.



Award Winning



Certifications



Accreditations



Memberships



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