

SUMMARY FEEDBACK REPORT

CHELTEHAM ZONE 15 PARKING REVIEW - INFORMATION GATHERING

Prepared by Project Centre for Gloucestershire County Council

16 August 2024



1. 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 that commenced in May 2024.

The initial information gathering stage sought to understand the current challenges, issues and opportunities with the scheme.

To date this stage of the review has consisted of:

- On-site parking surveys, which have been undertaken to better understand parking usage in the area and how effective the zone 15 parking controls are.
- Analysis of feedback received via email following the implementation of the zone in 2023.
- Two community drop-in sessions held in July 2024, to gather current feedback from the community and provide an opportunity for individuals to feed into the concept designs.

This review prioritises working with local people to update the scheme, so it is reflective of the needs and uses of the community.

This report analyses the feedback received via these methods and provides a number of recommendations to help inform and develop concept designs that will be presented to the community for further feedback.

2. COMMUNICATIONS AND ENGAGEMENT ACTIVITIES

2.1 Events

GCC's independent consultant, Project Centre, held two drop-in sessions to understand what the challenges, issues and opportunities are within the current scheme from residents and businesses.

These sessions occurred on:

- Thursday 18, July: Cheltenham Cricket Club 4pm-7pm
- Saturday 25, July: All Saints Church 11am-3pm

Residents and businesses within Zone 15 area were notified about the drop-in sessions via direct mail. Other promotional communications were issued by GCC communications, including a media release, social media posts, email marketing and webpage updates, which were also shared with the community. There were also stakeholder briefings with members of relevant interest groups.

There was widespread take up and engagement across all platforms and, notably, the events were also reported on by the BBC Points West news on 18/07/2024.

In total, 231 individuals attended across the two events.

2.2 Correspondence

Following the implementation of the Zone 15 controls in 2023, correspondence relating to the scheme was logged by GCC.

GCC provided a sample of historical feedback (37 submissions received prior to review launch), which was then analysed and logged for consideration when developing concept design proposals.

Since the review launch in May 2024, a designated inbox (consultation@projectcentre.co.uk) was set up, where community members could share feedback relating to the Zone 15 review.

This inbox has provided an alternative avenue for participation during the information gathering stage of engagement, if individuals couldn't attend the drop in events.

To date, 26 emails with feedback have been received by the Project Centre and analysed.

3. ANALYSIS

Attendees at the drop-in sessions were invited to complete a feedback form.

Feedback was also captured through discussions with Project Centre and GCC Parking team members who attended the events and via comments made on physical maps of the zone, which were available on each of the tables at both events.

The in-person discussions and questions on the feedback form sought to:

- Capture the addresses and postcodes of attendees (via feedback form and sign in sheet)
- Understand the issues faced by attendees relating to the current scheme
- Understand what changes residents and businesses would like to see to help improve the current scheme

From these two sessions, 275 pieces of feedback were collected.

When considering historical feedback (37 items) and review correspondence submissions received (26 items), 338 items have been reviewed.

When analysing the comments, two distinct types of feedback emerged.

- **Strategic themes:** feedback considered to impact the broader scheme. These were issues that impacted the whole zone or were related more to parking policy.
- **Location specific feedback:** related to individual locations, typically on a street level within the scheme.

3.1 Analysis approach

Analysis was conducted by assigning a thematic free text coding framework. This framework was applied to all individual entries, and some entries will have been categorized within multiple themes.

The themes and frequency of comments were as follows:

- There is a current parking problem (250)
- Feedback on safety impacts (60)
- Restriction timings – too long (57)
- Feedback on limit to visitors permits (50)
- Feedback on signage (50)
- Displacement parking issues (43)
- Loss of parking (35)
- Enforcement (32)
- Feedback on permits (30)
- Obstruction issues (27)
- Specific location requests (23)
- Financial concern / money making scheme (22)
- No current parking problem (18)
- Feedback on boundary issues (16)
- Alternative suggestion / out of scope (14)
- Feedback on other policy issues (14)
- Feedback on consultation issue (13)
- Feedback about parking blocking access (13)
- Restrictions have improved parking (13)
- Business parking (13)

- Feedback on speed issues (13)
- Cost of visitor permits (11)
- Impacts to driver visibility (7)
- Other (eg: EV, greening) (7)
- Restriction timings – suitable (5)
- Feedback on Hospital staff parking issues (4)
- Recreation / community / leisure parking issues – cricket club (4)
- Feedback on active travel (4)
- Disabled bay request/issue (4)
- Comments in scope but out of zone (3)
- No changes since restrictions came in (1)

3.2 Key findings – strategic themes

TIMINGS OF RESTRICTIONS

One of the most common feedback items received, relating to the scheme in general, was regarding the timings of restrictions. This was mentioned 57 times. Residents stated current restrictions 8am – 8pm are too long, with requests to shorten operational hours and exclude weekends.

Importantly though, some residents, typically in the southeast section of zone around Keynsham Street, prefer the current 8am-8pm restrictions.

Key feedback points included:

- Relax restriction times at weekends to allow more unrestricted parking.
- Reduce mid-week timings. Suggestions have included:
 - 8am-5pm
 - 10am-2pm
 - 10am-4pm
 - 9am-5pm (Monday to Saturday)
- Reduce the number of two-hour bays/ increase to four-hour bays.
- Reduce the number of four-hour bays in densely populated (smaller) streets.
- Make the week of Christmas free of restrictions.
- Make restrictions 5 days per week.

HOW GCC ARE RESPONDING

We have taken this on board and have reviewed timings of restrictions across the area.

No decision has been made on operational times and we will be consulting the community on what times will work best for their needs.

Respondents can provide feedback on operating times during the information public engagement period which runs from Wednesday 28 August 2024 until Friday 27 September 2024.

Parking restrictions are applicable year-round. This includes during the Christmas period.

SAFETY

The second highest level of feedback provided was around people saying that the new restrictions had caused safety concerns. People reported that because of changes to bays, issues like speeding, particularly on streets like Eldon Road, have become an issue. Placement of some bays had also impacted sightlines for drivers when entering or exiting an intersection.

Feedback comments included:

- The parallel parking bays on Hewlett Road are perceived as dangerous and block visibility.
- Eldon Road is considered too narrow at the exit to Hewlett Road to turn onto parking bays – visibility is poor.
- Pavement parking issues reducing visibility on Rosehill Street. Because of pavement encroachment, people tend to walk in the road.
- People drive too fast through the zone, requests for a 20mph zone.
- People reported speeding concerns along Eldon Road and Hewlett Road.
- Parking around the corner on Oak Manor Road, which reduces visibility.
- The double yellow lines are causing people to speed down Hales Road.

HOW GCC ARE RESPONDING

To address concerns around safety we are proposing to reposition of some of the parking bays within the two new zones, particularly around the intersection of Hewlett Road and Eldon Road. This will help to discourage drivers performing illegal behaviours like speeding and will also help improve access for those trying to get in or out of their property.

We have also proposed to extend yellow line markings at all intersections to ensure drivers can safely enter and exit a street, and sight lines are not impacted by parked vehicles.

SIGNAGE

Many reported that signage for the scheme was inconsistent and confusing. It wasn't obvious what restrictions meant. Some of this was attributed to a lack of understanding or communications around changes and others were related to controls not being clearly marked.

Key feedback comments included:

- Signage is inadequate and confusing.
- It is unclear what is meant by 'no return to zone 15'.
- There are too many different types of restrictions on some of the streets, which makes signage confusing.
- Lack of markings on the street make controls confusing, which often catches people out.
- The wording on the signs is too small, which makes it hard to see what the controls are.

- Excessive signage in a conservation area which could have been avoided if the locations had been physically visited and usage made of existing street infrastructure.

HOW GCC ARE RESPONDING

To help make it clearer, we are proposing to standardise signage and road markings across the zones by introducing a Controlled Parking Zone (CPZ).

Currently, Zone 15 is a Permit Parking Area (PPA). Unlike a CPZ, there is no requirement in a PPA to provide marked parking bays and supporting traffic signs to regulate parking.

By introducing a CPZ, we aim to simplify the on-street parking restriction for residents and visitors, as drivers will only be able to park in marked bays during hours of operation.

Importantly, if it is safe to do so, drivers will still be able to park on single yellow lines, outside the hours of operation. This will provide more flexibility for residents outside of the restricted hours.

GCC will also be repositioning signs where required to improve visibility. To address queries about 'no return to zone 15' requirements, we are also proposing to amend the rules on returning to park in limited wait bays.

The conservation area will be taken into account in any final implementation to ensure that signage is kept to a legal minimum and that the yellow lines are marked in the narrow width paler yellow colour where required.

VISITORS PARKING

Issues around visitors parking were raised 61 times. Concerns were raised that the current policies have negatively impacted on ability to have visitors, particularly with coordinating tradespeople. The cost has proved prohibitive, and many reported they were experiencing cost transfers from those completing work on their house.

Key feedback comments included:

- 50 permits are not enough for a year.
- The length of the restricted hours means that if you have visitors, they have to use a permit.
- There needs to be better provision for tradespeople, as it is unfair to have to use visitor permits if you have to get work done.
- Visitors should be able to have weekend permits, where they only need one permit to stay all weekend.
- Reduce the restrictions, so that visitors can stay longer without having to use a visitor permit.
- Visitor permits should be cheaper.
- You should be able to apply for just one permit, rather than buying them in blocks of 10, as it can be expensive.
- There should be a way to apply for visitor permits via mail, for individuals who do not use phones/ the internet.
- Encourage people to use the football car park and then reduce the number of controls on the streets.

HOW GCC ARE RESPONDING

We have noted this feedback.

As this is a policy issue that impacts all parking zones within Gloucestershire, any changes will require a full review and consultation with all parking zones within Gloucestershire, which is outside of the scope of this project.

However, we hope that the proposed changes to operating times will help to improve visitor access for those within the new proposed zones.

DISPLACEMENT PARKING CONCERNS

Comments were received that since controls had come into force, residents were experiencing more people parking in their road or displacement parking. This was mentioned 43 times.

Reported by both those in the zone and those from outside the zone.

Key items raised:

- Concerns for loss of parking after larger zone introduced – particularly residents along St Annes Road / St Anne Terrace
- Perception of commuting within the zone boundaries
- Controls have caused displacement on Rosehill Street
- The controls have caused displacement, as people in some parts of the zone are parking in other areas as they feel resident parking on their streets has been reduced.

- The controls have meant that no one parks on the streets where there are two-hour controls, but they instead park on the streets with four-hour bays, which makes it difficult for residents on those streets to park.
- The controls resulted in a loss of parking, such as on Hewlett Road, meaning that residents from those streets now park on other streets within the zone.
- The streets who opted out of the zone are now overrun with parking issues, which didn't exist before Zone 15 was implemented.

HOW GCC ARE RESPONDING

We have looked at the size of the existing zone.

To help address these issues, we are now proposing to split Zone 15 into 2 separate zones to better reflect the demand for parking and the availability of private off-road parking. These will be known Zone 15 and Zone 16.

We will be consulting with the community on these new proposed boundaries.

We also received feedback from residents who live just outside of the existing zone. Some residents were asking if they would be included in Zone 15 as part of this review.

The aim of this review was to address the issues within the current zone, so the proposed changes to the Zone boundary mean the residents at Rosehill Street and St Annes Terrace will remain outside of the zone.

However, we are still encouraging these residents to complete the survey, as your feedback will be considered and help us to determine if future residents parking zones need to be introduced.

3.3 Key findings – location specific themes

The table below provides a breakdown of some of the most common location specific feedback for the zone. Comments were also received regarding impacts to specific properties and addresses.

Those relevant to the scheme and with multiple common mentions are outlined below:

Area	Location Specific feedback
All Saints Road	<ul style="list-style-type: none">• Replace single yellow line with double yellow line at narrowest part of All Saints Road• The use of white lines out the front of houses and yellow lines elsewhere is confusing• Request for bays to be on one side of the road only.• Not enough width for services to access
Duke Street	<ul style="list-style-type: none">• Shorten space timings to 2 hours.• Hard to park at the end of Prince Street - change to 2-hour parking• 8am-8pm to change to 8am-6pm Monday to Saturday• Better enforce one way and improve signage• Review the drop kerbs, blocking pavements

Junction of Eldon Road/Hewlett Road	<ul style="list-style-type: none"> Parking bays on either side of Hewlett Road impacting sight lines for turning vehicles in Eldon Road.
Eldon Road	<ul style="list-style-type: none"> Parking Bays to the left of Eldon Road on Hewlett Road are dangerous and need reviewing No need for permit parking on as nearly everyone has a drive Has become a rat run due to new bay alignment Concerns around speeding Rethink size and location of bays. Request for more bays in middle of the road near Beechurst Avenue intersection Request to remove restrictions (x3 submissions) [redacted for privacy] Eldon Road - There is a bay directly outside house/drive that makes access difficult Small plate signage confusing
Hales Road	<ul style="list-style-type: none"> Footway parking in Hales Road is an issue - please review
Hayes Road	<ul style="list-style-type: none"> Pavement parking in Hales Road works well so take design learnings from this.
Hales Road, Jersey Avenue	<ul style="list-style-type: none"> Hales Road - allow pavement parking Jersey Avenue - put parking on either side

Hayes Road Junction	<ul style="list-style-type: none"> Consideration of parking bays close to major junctions restricting turning.
Hewlett Road, St Annes Road	<ul style="list-style-type: none"> Hewlett Road displacement on St Annes's - not enough parking on Hewlett Road for residents.
Hewlett road	<ul style="list-style-type: none"> 2 bays on Hewlett Road are dangerous - restricts line of sight More bays in the middle of the road.
Jersey Avenue	<ul style="list-style-type: none"> Jersey Avenue residents stated they didn't want to be included within the zone. However, the zone has caused displacement. Therefore, they suggest the following changes in the rest of the zone to reduce displacement: <ul style="list-style-type: none"> Reduce timings Monday to Friday Reduce to 2 hours per day Address confusing signage Jersey Avenue now used as long-term parking by non-residents, typically HMO residents from the area. Residents displaced are not able to park elsewhere as they do not have a permit.
Kings Road	<ul style="list-style-type: none"> Remove yellow lines at [number redacted for privacy] Kings Road and replace with white lines Bays should be marked in white for permit holders only as certain bays are unmarked with no signs.

King Alfred Way	<ul style="list-style-type: none"> • No signage - controls unclear • Displacement from Hales Road causes issues with parking.
Leighton Road, Hewlett Road	<ul style="list-style-type: none"> • Pavement parking on Hewlett Road is an issue. • Leighton Road opted out yet did not receive any confirmation and was implemented - please review processes.
London Road	<ul style="list-style-type: none"> • Boundary going through gardens/ crossing property • Boundary issues where the rear of properties has been classified as fronts • Insufficient parking spaces on London Road • Unclear enforcement on parking in front of driveways/on pavement • Residents from London Road whose properties back onto Upper Park St believe they ought to be able to get a permit for both streets.
Pittville Circus Road, Godwin Close	<ul style="list-style-type: none"> • Request to remove parking bays from opposite Godwin Close as the refuse lorries are restricted when turning into this road. • There is a restricted view to Pittville Circus Road exiting onto Godwin Close. Bay opposite restricts widths.
Rosehill Street	<ul style="list-style-type: none"> • Displacement from Hales Road causes issues with parking. • Rosehill not included within Zone 15 controls, which has caused displacement general parking issues.

	<ul style="list-style-type: none"> • Review problems at Rosehill St. • Mark up parking spaces so front doors are not obstructed and prams/wheelchairs can be pushed along pavement. • Drop speed limit on Rosehill St.
Strickland Road Hales Road	<ul style="list-style-type: none"> • Review boundary - make it Cheltenham wide so you can park anywhere in Cheltenham
Princes Street/Kings Road	<ul style="list-style-type: none"> • Review displacement of visitors to the cricket club • Review number of restricted hour parking bays near key facilities
Selkirk Gardens	<ul style="list-style-type: none"> • Reversing out of Selkirk Gardens is confusing • Poor road marking make is difficult to park • Electric vehicle (EV) charging points on Selkirk Gardens
Pittville Circus Road, Hewlett Road (garages)	<ul style="list-style-type: none"> • Teachers are now parking in the bays - shorter timings would help this issue • Hewlett Road garage has issues with parking because of the bays • There is displacement on Pittville Circus Road • Berkhamsted school is using the street to park on
Priory Street	<ul style="list-style-type: none"> • More four-hour bays in this location.

Priory Walk	<ul style="list-style-type: none"> Three different parking restrictions at this area - request to make it four hours
St Anne's Terrace	<ul style="list-style-type: none"> Signage on St Anne's Terrace not very visible Residents should be able to park in multi-story car park for free if on-street parking not available
Upper Park Street	<ul style="list-style-type: none"> Insufficient parking Lack of signage Lack of enforcement Displacement from London Road Bays on half kerbs cannot be accessible for pushchairs meaning people are entering the road in unsafe circumstances Request to remove from the scheme Review boundary - make it Cheltenham wide so you can park anywhere in Cheltenham

4. RECOMMENDATIONS

Based on the responses received during phase 1 of the review, we have recommended changes to the existing Zone 15. We believe these changes may alleviate some of the concerns raised by the residents.

These changes have been factored into our proposed concept designs for the area.

These have been split into recommendations for the strategic issues as well as recommendations for location specific comments.

4.1 Strategic

1. Review and reduce hours of operation in roads north of Fairview and Brighton Road to 9am to 5pm, Monday to Saturday. Recommended that options for hours are included within the consultation.
2. Create a new zone in the proposed roads with reduced hours to reduce interzone parking issues in town.
3. Review and simplify PPA areas. Rationalise CPZ restrictions across all areas.
4. Review and rationalise visitor parking maximum stay periods in area. With 2hr max stay restrictions concentrated in the south of the area in roads closer to the town centre and 4hr max stay in roads further north. Specific consideration to be given for roads around the Cricket Club
5. Holistic review of parking close to junctions
6. Review of existing parking policies to consider visitor permit allocation and tradespeople waiver permit prices (out of scope).

GCC response: this is out of scope of this review as permit policies are countywide and require a wider consultation with all parking zones in Gloucestershire.

7. Consider provision of complimentary active travel infrastructure as part of design review for area e.g EV parking or cycle parking in roads with low parking pressure (out of scope).

GCC response: refer to recommendation 17

8. Consider future programme for displacement areas.

GCC response: Out of scope of current proposals, however specific location requests can be submitted to parking@gloucestershire.gov.uk.

9. Consider proposal to either include section of London Road south of Hales Road into CPZ boundary or exclude Upper Park Street to create a logical boundary.

GCC response: Will consult the community on concept designs that exclude Upper Park Street from the CPZ to create a geographical boundary based on Hales Road being the southern boundary of the zone.

4.2 Location specific

10. Eldon Road / Hewlett Road - review and remove at junction to improve visibility along Hewlett Road. Complete detailed review of parking layout on Hewlett Road to identify areas where parking can be gained in safe locations

11. Hales Road and Hewlett Road - review parking pressure data and identify if parking can be relocated onto the carriageway in these roads
12. Sydenham Road South - review parking layout in road to improve parking opportunity
13. Remove parking bays from opposite Godwin Close, as the refuse lorries are restricted when turning into this road
14. Remove yellow lines at [redacted] Kings Road and replace with white lines
15. Remove designated parking bay outside [redacted] Selkirk Street as it blocks access to drive.

4.3 Further considerations

Outlined below are further items raised by local people during the information gathering stage that were considered out of scope for the scheme review. They have not been responded to via the concept designs, however, it is recommended that GCC consider their impacts on this and future parking schemes.

16. Allocation of parking in new developments – residents, particularly around Oxford Street, raised concerns about the increase in dwellings and the future pressures this puts on parking availability. It is suggested that GCC review how parking requirements are considered as part of the planning application process.

GCC response: GCC work with Cheltenham Borough Council, the planning authority, to review.

17. Kerb side strategy – some residents indicated that due to the lack of infrastructure to safely support alternative methods of transport, they feel they need to rely on motor vehicles. GCC could review their active travel programme and consider including as part of Council programme (currently out of scope). Consider other soft measures as part of review including car club and EV parking.

GCC response: The County Council climate change strategy contains a range of actions to support communities to reduce carbon emissions such as cycling, walking and EV Charging. [Greener Gloucestershire climate dashboard | Gloucestershire County Council](#)

18. Visitors/trade permit – review visitor permits process including number of permits allocated and how they are distributed (e.g. why must residents buy them in a pack of 10). Consider policy for trade permits as considered cost prohibitive if required works are delivered over an extended period.

GCC response: this is out of scope of this review as permit policies are countywide and require a wider consultation with all parking zones in Gloucestershire.

5. **NEXT STEPS**

Concepts design will now be revised to reflect this feedback wherever possible. They will also consider findings from on-site surveys.

A public consultation on these draft proposals will then take place from Wednesday 28 August 2024 until Friday 27 September 2024.