

## Report No.2

Report to P&E 11<sup>th</sup> September 2018

### Station Road Free Car Parking Trial – Third Year's Usage Data

#### 1. Purpose of the report

- 1.1 To advise the Committee of usage data for the third year of the Station Road Free Car Parking Trial.

#### 2. Background

- 2.1 The Town Council (P&E Committee) and the Town Team have jointly subsidised free 1&2-hour parking at the Station Road Car Park in the period August 2015 to July 18..
- 2.2 The two organisations have shared the yearly subsidy of ~£5000 to Wiltshire Council.
- 2.3 This Committee agreed in June 2018 to continue a subsidy, if at approximately the same amount and with a limit of liability of £7,500, until July 2019. This subsidy for a fourth year will not be shared with the Town Team.

#### 3. Two year data

- 3.1 Appendix A to this report summarises the uptake of free parking in third year and re-presents the first two years' summary data.

#### 4. Recommendations

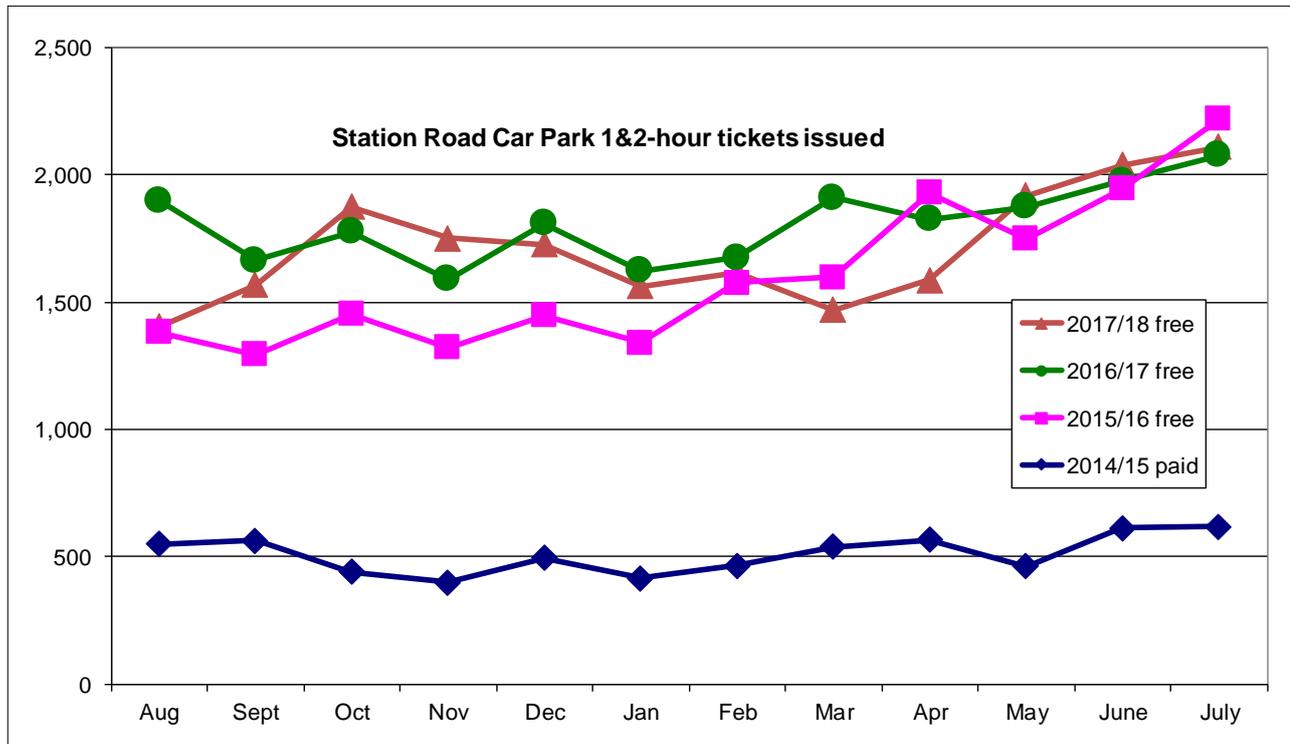
- 4.1 No decision is required. Committee is requested to note the data presented.

Cllr John Gundry  
3<sup>rd</sup> September 2018

**MALMESBURY STATION ROAD CAR PARK FREE PARKING  
SUMMARY OF FIRST THREE YEARS**

Summary data for the first three years (August 2015 to July 2018) of the subsidised free 1&2-hour parking at Station Road, Malmesbury are shown below. All the data are based on those kindly provided by Wiltshire Council, the latest being 29<sup>th</sup> August 2018.

For these three years the subsidy was paid equally by Malmesbury Town Council and the Malmesbury Town Team. The subsidy was paid to Wiltshire Council to compensate for its loss of revenue when free 1&2-hour tickets were issued.



**1&2-hour tickets issued in the year before the subsidy (paid for tickets)  
and in its first three years (free tickets)**

The data from the third full year show that the free parking subsidy continues to be an enormous success:

- In the year before free parking was subsidised, August 2014 to July 2015, a total of 6,131 1&2-hour paid-for tickets were issued.
- The number of 1&2-hour free tickets issued in the next three years were as follows
  - August 2015 to July 2016: 19,253
  - August 2016 to July 2017: 21,693
  - August 2017 to July 2018: 20,621.
- Over the three-year subsidised parking period, on those days when parking was chargeable at the Station Road Car Park, an average of 68 free 1&2-hour tickets a day were issued, compared with the year before the subsidy when an average of 20 paid-for tickets a day were issued.
- Malmesbury Town Council will continue paying the subsidy for a fourth year until July 2019 for the benefit of residents, workers, visitors, shopkeepers and businesses. The Town Council welcomes feedback and views on the subsidised parking. Please email [admin@malmesbury.gov.uk](mailto:admin@malmesbury.gov.uk).