

Malmesbury Town Council

ENGLAND'S OLDEST BOROUGH – CHARTER GRANTED 880

REPORT RE: POSSIBLE PEDESTRIANISATION OF THE MARKET CROSS AREA



Background

A Town Council Working Party has been looking into the possibility of pedestrianising the area around the Market Cross after receiving a request signed by a number of residents.



Some background research was undertaken, but given the importance of the Market Cross and area around it, we decided it was absolutely necessary to provide an opportunity for all residents, shop keepers, business owners and visitors to be able to have their say, before any further action was considered.

In order to obtain people's views, a short survey was drawn up in both paper and electronic formats. Questions were designed to give people a rated choice from no change, to part-time or full pedestrianisation. There was also an option for leaving comments. The survey was available from 1 June to 30 June 2018.

Survey Results

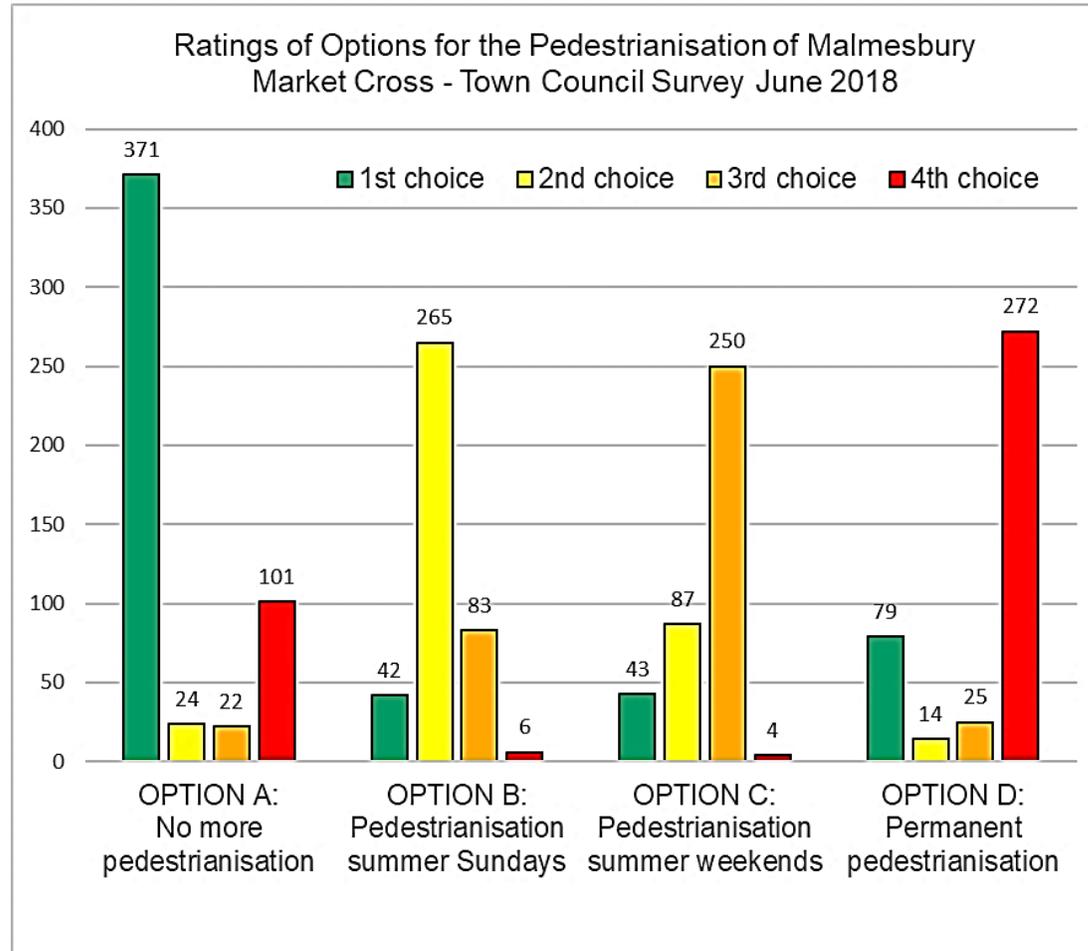
The survey information has now been collated and the majority preference of 70% is for **NO FURTHER PEDESTRIANISATION OF THE MARKET CROSS AREA** – that is NO CHANGE to the current arrangements. Only 15% of those answering the survey gave their first preference of full pedestrianisation of the area.



Some clear themes have been seen in many of the 543 surveys completed:

- Parking spaces behind the Market Cross are felt to be crucial to the prosperity of the High St.
- Close parking to the Abbey and top end of the High St. is needed particularly by those who are older, frail or not very mobile.
- The loss of parking spaces would worsen the current situation where people sometimes find it difficult to park in the Town Centre.

Survey Data



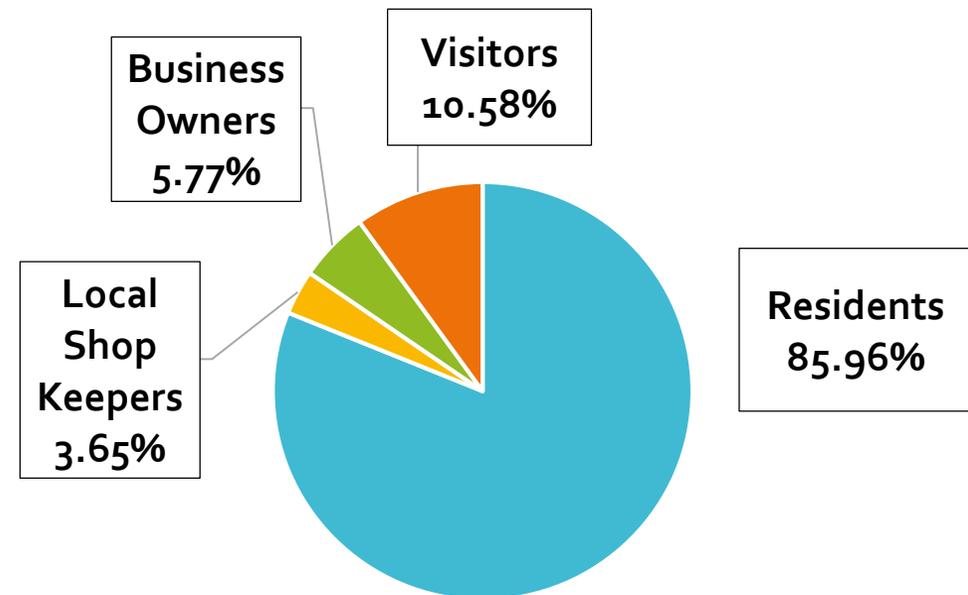
- **538** people responded to Question 1, being 1st to 4th choice of pedestrianisation options.
- **1 in 4** people gave us their first choice only and no further choices.
- Results show **decreasing preference** for more frequent pedestrianisation than at present.
- **70%** made “No more pedestrianisation than at present” their first choice, while **19%** made this their last choice.
- **15%** made “Permanent pedestrianisation” their first choice while for **50%** it was their last choice.
- The “Summer Sundays / weekends” options received only second and third choice support.

Whose Views

Post code analysis confirms that 87.3% of those who completed the survey form were from the SN16 post code area.



SURVEY REPLIES - WHO GAVE US THEIR VIEWS?



MOST SURVEYS WERE COMPLETED BY MALMESBURY RESIDENTS

Survey Comments

Some typical comments extracted from Survey replies:

"Malmesbury Town Centre is already very short of parking and losing yet more parking spaces is a bad idea for shops, businesses and residents."

"We feel as a business it would have a massive impact to change the current situation. A lot of elderly and disabled clients use this area on a daily basis."

"Closure for specific events in the summer, such as Carnival or Christmas Late Night Shipping is fine, but otherwise will impact negatively on shops and High St."



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MARKET CROSS AREA SURVEY

We would like to hear your view! The survey is available in paper form or online via the Town Council website www.malmesbury.gov.uk

Malmesbury Town Council is seeking views regarding the possible pedestrianisation of the area around the Malmesbury Market Cross. To help us with our decision, we are conducting a pilot survey to sound out the views of Malmesbury's residents, shopkeepers, business owners and visitors. This pilot survey will be open from the **1st June to 30th June 2018**. The results will help us decide if we should conduct a more detailed investigation of this proposal.

HAVE YOUR SAY!

PLEASE COMPLETE A SURVEY FORM
AND RETURN TO THE TOWN HALL,
OR COMPLETE ONLINE BY
30TH JUNE 2018



Options we are exploring range from no pedestrianisation, to pedestrianisation on some Sundays or weekends, to permanent pedestrianisation. These options may not necessarily be the only options open to the Town Council, but will be used as a guide. Obviously, any pedestrianisation would mean a loss of the current nine free parking spaces for all or some of the time.

Please note that there is no proposal to change the arrangements for the Friday Artisan and Farmers' Market, nor the current parking suspensions for events such as St Aldhelm's Fair and Petticoat Lane. The usual vehicle access would continue on Old Brewery Lane on the east side of the Market Cross.

ANY QUERIES, THEN PLEASE CONTACT THE TOWN HALL
MALMESBURY, WILTSHIRE SN16 9BZ TEL: 01666 - 822143

Conclusion

The Survey results clearly indicate that currently, the first preference of residents and others who gave their views, is that they do not wish to see the Market Cross Area pedestrianised.

Therefore the following recommendation and proposal presented by the Working Party, was firstly supported by Planning and Environment Committee on 11th September 2018 and then agreed by the full Town Council on 25th September 2018:

“That no further action is taken re pedestrianisation of the Market Cross, subject to future circumstances indicating there has been a change of opinion or need”.



Malmesbury Town Council
Cllrs. M. Asciak (Rtd), J. Gundry and K. Power

