

Report No.8

Report to P&E 12th September 2017

Station Road Free Car Parking Trial – First Two Years' Usage Data

1. Purpose of the report

- 1.1 To advise the Committee of usage data for the first two years 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 since August 2015.
- 2.2 The two organisations have shared the yearly subsidy of £5000 to Wiltshire Council.
- 2.3 This Committee agreed in May 2017 to continue a subsidy, if at approximately the same amount, until July 2018, as did the Town Team.

3. Two year data

- 3.1 Appendix A to this report summarises the uptake of free parking in the trial's first two years.

4. Recommendations

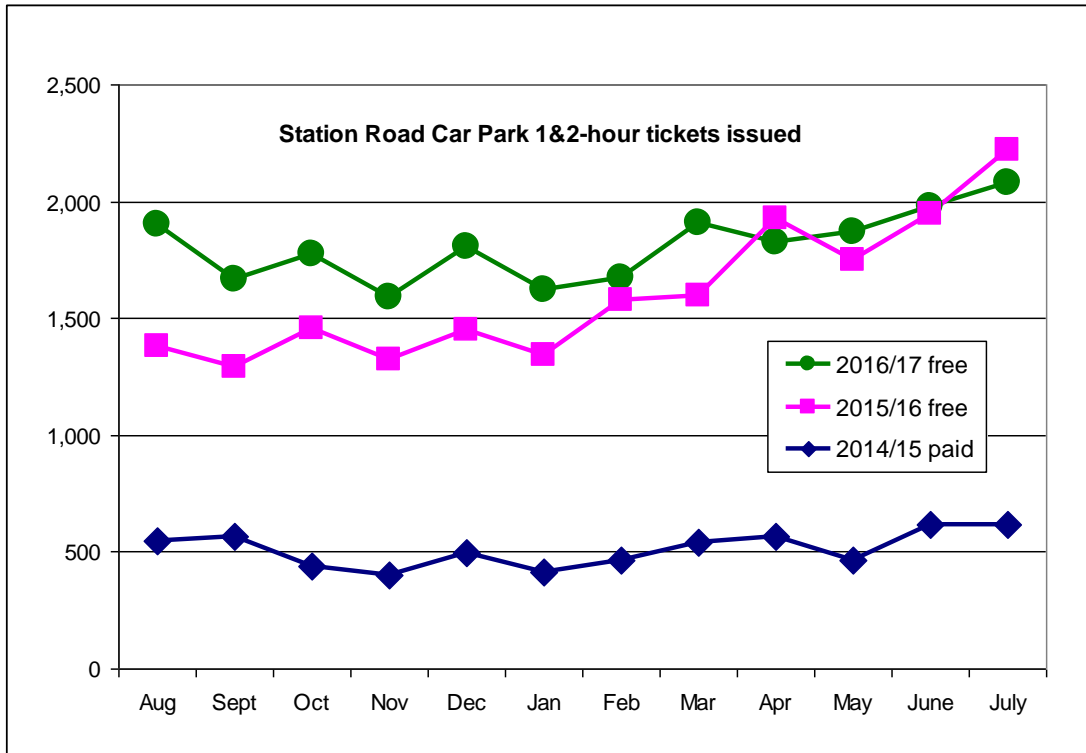
- 4.1 No decision is required. Committee is requested to note the data presented.

Cllr John Gundry
30th August 2017

APPENDIX A

MALMESBURY STATION ROAD CAR PARK FREE PARKING TRIAL SUMMARY OF FIRST TWO YEARS USAGE DATA

Here are summary data about the first two years of the subsidised free parking trial. All the data here are based on those kindly provided by Wiltshire Council, the latest being 7th August 2017.



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

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

- In the year before the trial, August 2014 to July 2015, a total of 6,131 1&2-hour paid-for tickets were issued.
- In first year of the trial, August 2015 to July 2016, 19,253 free 1&2-hour tickets were issued.
- In the second year of the trial, August 2016 to July 2017, 21,693 free 1&2-hour tickets were issued.
- Over the two-year trial period, on those days when parking was chargeable at the Station Road Car Park, the number of 1&2-hour tickets issued rose from a pre-trial average of 20 (paid for) a day to 68 (free) a day.