



Local Member(s)  
(With brief comments, if appropriate)

A briefing note detailing changes to the pricing structure has been circulated to all Stratford on Avon Area Committee Members. The note is appended to this report and comments received are included in this report.

Application to change street names:-  
Councillor J Appleton  
Councillor C Saint

Other Elected Members  .....

Cabinet Member  
(Reports to The Cabinet, to be cleared with appropriate Cabinet Member)

Councillor M Heatley – for information.

Chief Executive  .....

Legal  I Marriott – agreed.  
S Cammish – comments incorporated.

Finance  C Holden – agreed.  
R Phillips – agreed.

Other Chief Officers  .....

District Councils  .....

Health Authority  .....

Police  .....

Other Bodies/Individuals  .....

**FINAL DECISION**                      **YES/NO**      (If 'No' complete Suggested Next Steps)

**SUGGESTED NEXT STEPS :**

*Details to be specified*

Further consideration by this Committee  .....

To Council  .....

To Cabinet  .....

To an O & S Committee  .....

To an Area Committee  .....

Further Consultation  .....

## Stratford on Avon Area Committee - 18th July 2007

### Proposed Implementation of the Stratford on Avon District Council (Off-Street Parking Places) Order 2007 and Revocation of the 2004 Order and Two Applications to Change the Name of Two Streets

#### Report of the Strategic Director for Environment and Economy

#### Recommendation

That Stratford on Avon Area Committee:-

1. Gives consent for Stratford on Avon District Council's proposal to implement the Stratford on Avon District Council (Off-Street Parking Places) Order 2007 and to revoke the 2004 Order.
2. Supports the two applications to change the name of two streets within Stratford on Avon District.

#### 1. Introduction

- 1.1 Stratford on Avon District Council notified the County Council on 15th May 2007 about their intention to implement the Stratford on Avon District Council (Off-Street Parking Places) Order 2007 and to revoke the existing Stratford on Avon District Council (Off-Street Parking Places) (Consolidation) Order 2004.
- 1.2 The 2007 Order seeks to make some minor changes, including removing ambiguity from the existing Order, providing clarity and introducing some changes to off-street parking charges. Under Section 39(3) of the Road Traffic Regulations Act 1984 the District Council requires consent from the County Council to implement the new Order.
- 1.3 The purpose of this report is to inform Members of the proposals and to seek their consent for them.
- 1.4 Stratford on Avon District Council notified Warwickshire County Council on 15th June 2007 that it had received two applications to change street names. The County Council has been given the opportunity to respond to allow Stratford on Avon Area Committee Members' views to be considered in conjunction with

the application. County Council consent is not required in order to change road names.

## 2. Background

- 2.1 A briefing note was circulated to Stratford on Avon Area Committee Members at the end of May 2007 to inform them of the proposed changes to the parking charges and to seek their comments on the proposals. The briefing note is appended to this report as **Appendix A**. County Council consent for this element alone is not required as changes to parking charges can be introduced by a variation to the order, for which the District is only required to consult with the County Council.
- 2.2 One comment was received in response to the proposed changes to the pricing structure and was in agreement with the proposal to keep the price of parking for durations of less than two hours at the current level. The respondent also felt that the proposed increase in charging for parking durations of more than two hours could be higher in order to support Stratford Park and Ride. These comments have been reported to the District Council.

## 3. Summary of Proposals

- 3.1 Aside from the proposed changes to parking charges (which are summarised below) the amendments to the new order are minor and seek to remove ambiguity and provide clarity.
- 3.2 The proposed changes to parking charges proposed by Stratford on Avon District Council include:-
- (i) Increasing the charge in short stay car parks by 10p for stays up to three hours, by 30p for stays up to four hours, by 40p for stays up to ten hours and by 50p for stays of up to twenty four hours. There is no proposed increase for stays of up to one and two hours. The car parks affected include Bridgefoot, Windsor Street, Unicorn Meadow and Church Street.
  - (ii) Increasing the charges in long stay car parks by 10p for stays up to three and four hours, 20p for stays of up to six hours, 30p for stays of up to ten hours and 30p for stays of up to twenty four hours. The car parks affected include Arden Street, the Recreation Ground, Riverside and Swans Nest Lane.
  - (iii) It is proposed that charges for evening car parking will remain at the current level (£1.50) in both short and long stay car parks.
- 3.3 Two applications to change street names have been received by Stratford District Council. The roads in question include:-
- (i) Change of Street Name from 'Old Road' (adjoining Units 3 to 5 Gainsborough Trading Estate) to 'Leamington Road', Southam. The application has been made due to difficulties for transport to find the

trading estate units. The only other address affected on this particular section of road is Southam Cricket Club.

- (ii) Change of name from 'The Lane' (east side) to 'Rosary Lane', Little Wolford. The application has been made due to confusion (especially with matters like deliveries) arising from the fact that there are two streets in Little Wolford called 'The Lane'. Changing the name of one of these streets is deemed necessary by the Parish Council in order to mitigate this confusion.

#### **4. Comments and Recommendations**

- 4.1 Apart from the proposed changes to parking charges (for which Area Committee Members' views have already been sought and comments received notified to the District Council), the amendments to the new Order are minor, seeking to remove ambiguity and providing clarity to the Order.
- 4.2 It is therefore recommended that Stratford on Avon Area Committee approves Stratford on Avon District Council's proposal to implement these changes by making the Stratford on Avon District Council (Off-Street Parking Places) Order 2007 and revoking the 2004 Order.
- 4.3 It is recommended that Stratford on Avon Area Committee supports the two applications to change street names, from 'Old Road' (adjoining Units 3 to 5 Gainsborough Trading Estate) to 'Leamington Road' in Southam and from 'The Lane' (east side) to 'Rosary Lane' in Little Wolford.

JOHN DEEGAN  
Strategic Director for Environment and Economy  
Shire Hall  
Warwick

4th July 2007

## **Stratford on Avon Area Committee - 18th July 2007**

### **Proposed Implementation of the Stratford on Avon District Council (Off-Street Parking Places) Order 2007 and Revocation of the 2004 Order and Two Applications to Change the Name of Two Streets**

#### **Proposed changes to charges for off-street car parking in Stratford-upon-Avon town centre**

Stratford on Avon District Council are required to consult the County Council when varying off-street car parking charges. There is no duty on our part to respond and no express duty on the part of the District to give consideration to any response we might make. Please be aware that the District Council do not require our consent to proceed with the variation provided they are acting lawfully.

Stratford on Avon District Council notified the County Council on 15th May 2007 about the intention to increase some of its off-street parking charges by issuing a notice to vary its Off-Street Parking Order. The proposed date set by the District for introducing the new charges is 1st July 2007. Unfortunately this timescale does not allow us to prepare a report for consideration of the proposals at Area Committee in July.

The purpose of this note is to ascertain Members' views on the proposals and enable officers to provide a response that reflects the views of Stratford on Avon Area Committee Members prior to implementation of the new charges on 1st July 2007.

Stratford on Avon District Council are proposing a number changes for off-street parking services within Stratford-upon-Avon town centre. The changes proposed include small increases in charges for some parking durations.

#### **Background**

The current Local Transport Plan (LTP) parking strategy is intended to help maintain and enhance the economic vitality of town centres by reducing congestion, while ensuring that enough good quality parking is available to support the continuing viability of retail and leisure facilities.

The parking policies included in the second LTP seek to:-

- (i) Make sufficient short stay parking available at a cost and convenience that will enable every town to be competitive and promote economic vitality.
- (ii) Reduce the impact of the car on town centres.
- (ii) Control the amount and/or price/or location of long stay parking.

- (iii) Reduce the proportion of long stay parking, possibly replacing long stay with short stay parking and promote the use of Park and Ride.

## Proposals

The proposed changes to parking services put forward by Stratford on Avon District Council include:-

- increasing the charge in short stay car parks by 10p for stays up to three hours, by 30p for stays up to four hours, by 40p for stays up to ten hours and by 50p for stays up to twenty four hours. There is no proposed increase for stays of up to one and two hours. The car parks affected include Bridgefoot, Windsor Street, Unicorn Meadow and Church Street.
- Increasing the charges in long stay car parks by 10p for stays up to three and four hours, 20p for stays up to six hours, 30p for stays up to ten hours and 30p for stays up to twenty four hours. There is no proposed increase for stays of up to one and two hours. The car parks affected include Arden Street, the Recreation Ground, Riverside and Swans Nest Lane.
- It is proposed that charges for evening car parking will remain at the current level (£1.50) in both short and long stay car parks.

## Comments

The proposals by Stratford on Avon District Council are broadly consistent with the aims and objectives of the Local Transport Plan 2006-2011. Points to note include:

- No change to parking charges for stays of two hours or less: this will help to ensure that sufficient short stay car parking is available to enable the town centre to remain competitive.
- For stays of over two hours an increase in parking charges: The proposed increase in charges for stays of over two hours, with the greatest increases for the longer durations, will serve to increase the price differential between time bands and discourage people from parking for long periods of time. This may help deter long stay commuter car parking and encourage the use of Park and Ride for commuter and long stay leisure trips, higher increases would help to support the use of Park and Ride further. This will help to maintain the vitality and viability of the town centre, in accordance with LTP parking policies. In addition, the higher price for longer durations in short stay car parks than in long stay car parks should help to encourage the use of long stay car parks for longer durations, thereby freeing up space in short stay car parks.

### **Recommendation**

That Members of Stratford on Avon Area Committee endorse Stratford on Avon District Council's proposed changes to off-street car parking in Stratford-upon-Avon town centre.

Please let me have any comments you have on the above by 12th June 2007 to enable me to make a timely response to the District Council. If you would like to discuss the issues further please get in touch using the details below:

**Vicky Porter**

Transport Planner

Tel: 01926 735684 /email: [victoriaporter@warwickshire.gov.uk](mailto:victoriaporter@warwickshire.gov.uk)

**Details of Pricing Structure**

<b>Short Stay</b>	Present Charge	New Proposed Charge	% increase
Up to 1 hour	£0.70	£0.70	0%
Up to 2 hours	£1.30	£1.30	0%
Up to 3 hours	£2.50	£2.60	4%
Up to 4 hours	£5.50	£5.80	5%
Up to 10 hours	£7.50	£7.90	5%
Up to 24 hours	£10.00	£10.50	5%
Evening Charge	£1.50	£1.50	0%

<b>Long Stay</b>	Present Charge	New Proposed Charge	% increase
Up to 1 hour	£0.70	£0.70	0%
Up to 2 hours	£1.30	£1.30	0%
Up to 3 hours	£2.40	£2.50	4%
Up to 4 hours	£3.40	£3.50	3%
Up to 6 hours	£4.50	£4.70	4%
Up to 10 hours	£5.50	£5.80	5%
Up to 24 hours	£6.50	£6.80	5%
Evening Charge	£1.50	£1.50	0%