

Division(s) affected: *Shrivenham*

DELEGATED DECISIONS BY CABINET MEMBER FOR TRANSPORT MANAGEMENT

05 SEPTEMBER 2024

SHRIVENHAM: PROPOSED PARKING MEASURES INCLUDING RESIDENTS PERMIT PARKING SCHEME &

Report by Director of Environment and Highways

Recommendation

The Cabinet Member is RECOMMENDED to:

Approve the introduction of parking controls in Shrivenham as follows:

- a) The introduction of no waiting at any time restrictions on sections of High Street, Manor Lane, Church Walk and Hazell's Lane.**
- b) The introduction of parking places on High Street for permit holders or 3-hour maximum stay for non-permit holders during the hours of 8am to 5pm, Monday to Friday.**
- c) To retain disabled persons parking places on High Street adjacent to No.50 and in front of Elm Tree Surgery.**
- d) To remove existing in-carriageway cycle parking east of Elm Tree House, to be replaced with a Disabled persons parking place.**
- e) The introduction of a new Disabled persons parking places adjacent to No. 50b and No.33.**

Executive Summary

- 2. In order to address concerns raised by the Parish Council regarding commuter parking in the centre of Shrivenham, officers at the County Council have worked with the Parish Council and County Councillor to develop proposed parking changes which aim to better manage the on-street parking, whilst allowing flexibility for residents and their visitors.**
- 3. Prior to undertaking the public consultation, Shrivenham Parish Council discussed the proposals at a public meeting on the 3rd of April 2024, where councillors voted to approve the scheme and requested that the County Council to progress with the statutory consultation.**

4. A mixture of no waiting restrictions, dual purpose time limited bays with exemptions for permit holders and disabled bays are proposed to better manage parking in the centre of the village which will give priority to residents by preventing all day parking by non-residents. No waiting restrictions are proposed at locations where access needs to be maintained and to promote road safety.
5. Enforcement of the restrictions would be undertaken by the County Council's enforcement contractor Trelint, as the village falls within the Civil Enforcement Area for South Oxfordshire.
6. The report presents responses to the statutory consultation on the proposed parking controls as shown in **Annex 1**.

Sustainability Implications

7. The proposals would help facilitate the safe movement of traffic and alleviate parking stress in the area, and also help encourage the use of sustainable transport modes and help support the delivery of wider transport initiatives.

Financial and Staff Implications (including Revenue)

8. The parking project for the centre of Shrivenham is being funded by budgets secured under Community Infrastructure Levee grants and as such, there are no financial implications to the County Council.

Legal Implications

9. No legal implications have been identified in respect of the proposals, with proposed changes to existing Traffic Regulation Orders governed by the Road Traffic Regulation Act 1984 and other associated procedural regulations. Failure to adhere to these statutory processes could result in the proposals being challenged.

Equalities and Inclusion Implications

10. No equalities or inclusion implications have been identified in respect of the proposals, however it is noted that blue badge holders can park on double yellow lines and in permit holder/time limited bays without restriction.

Formal Consultation

11. For the proposed changes, formal consultation was carried out between 11th July and 9th August 2024. A notice was published in the Oxford Times newspaper, and an email sent to statutory consultees & key-stakeholders, including Thames Valley Police, the Fire & Rescue Service, Ambulance service, Bus operators, countywide transport/access & disabled peoples user groups, Shrivenham Parish Council, South Oxfordshire District Council, the local District Councillors, and the County Councillor representing the Shrivenham division.
12. A letter was sent directly to approximately 129 properties in the area, which also included a copy of the formal notice of the proposals - providing details on permit eligibility and costs. Additionally, street notices were also placed on site in the immediate vicinity.
13. The response rate to the public consultation was higher than would be expected for this type of proposal, which demonstrates that there are strong views around the parking situation in Shrivenham, both from the residents and businesses but also the users of the local facilities and services. A total of 214 responses were received via the online surveys during the course of the formal consultation, with 85% identifying as residents.
14. Charts shown in **Annex 2** present the general position of the respondent to each of the proposed elements of the Shrivenham scheme. This is based on the option chosen by the respondent (Object, support etc.) but it should be noted that on reviewing the detail of the responses, in a number of cases a respondent expressing support for the proposal had some qualifications / concerns, and similarly some of the objections related to specific details of the scheme.
15. Further tables shown in **Annex 3** provide details of the most common themes which have been summarised from the public feedback.
16. Additionally, a further 18 emails were received, the comments from these have been included with the individual responses in **Annex 4**. Typically email responses cover general views of the proposals and therefore it was not possible to assign an expression against each individual element of the scheme. Where comments have been generally fore against the proposals these have been documented, 2 were in favour (11%), 8 raised concerns or gave no comment (44.5%), and 8 wholly objected (44.5%) to the proposals.
17. Representatives of Thames Valley Police have responded to confirm that they have no objections to the proposals/
18. The County Councillor for Shrivenham has not responded to the public consultation but was in support of the scheme prior to public advertisement.
19. A representative of Shrivenham Parish Council has responded to confirm that they are due to discuss the proposals at a parish meeting and will present their position at the cabinet member decision meeting.

20. The individual responses are shown in **Annex 4**; copies of the original responses are available for inspection by County Councillors.

Officer Response to Objections/Concerns

a) General feedback to the proposals:

21. There was a high level of support for all elements of the proposed scheme, with on-line feedback demonstrating that 71% of respondents either supported or partially supported the general principles of the scheme, compared to 24% who wholly objected.
22. Responses submitted by email were mostly against the proposals, with 44.5% of the 18 responses not in favour of the scheme.
23. The most common general comment related to enforcement and the fear that without the restrictions being properly enforced then the scheme would likely fail and residents/ businesses would end of paying for permits with no benefit.
24. The provision of bus services in the area was raised as some felt improving links from other villages would reduce reliance for users to drive to Shrivenham to park. Also, concerns were raised that a reduction in patronage from Shrivenham from the impact of the scheme would affect its viability for village users.
25. A small number of respondents raised that the scheme would create unnecessary street clutter in Shrivenham, with additional signs and road markings required for the scheme to be introduced.
26. A single respondent questioned that no information has been provided on how the success of the scheme will be measured or monitored and there was a danger that if the scheme is introduced that it would never be altered, even if it was having a negative impact.
27. A response from a business owner highlighted that currently there is no clarity on who can use car parks in near to the village centre. Doing so will help in planning alternative options if the scheme goes ahead.
28. One resident questioned the legitimacy of the proposals as road markings including KEEP CLEAR legends were not shown on the plans.

Officer response:

29. If the scheme were to be approved, enforcement would be undertaken by our current provider Trellint who will work with officers at the county council to ensure that adequate coverage of the restrictions would be provided. Where new restrictions are introduced, it's typical that a higher level of enforcement is provided in the initial months of the scheme, both in terms of providing visibility, but also to drive compliance with the restrictions.

30. The bus services currently operating in Shrivenham include the S6, which provides travel between Swindon and Oxford. There are no plans to change the route of this service as part of these proposals, but officers are aware that the Parish Council is continuing to have discussions around alternatives for an informal park and ride.
31. The parking bays in Shrivenham are for the most part already marked, therefore the additional road markings required as part of the scheme are limited to double yellow lines and new disabled bays. These would be painted in a width and colour suitable for a conservation area. The necessary signage for the scheme would be kept to a minimum and posts and lamp columns would be used where possible to avoid the need for new posts. If this is not possible, we will contract property owners in an attempt to site signs on boundary walls.
32. The scheme has been developed in collaboration with representatives of Shrivenham Parish Council and with any scheme of this nature, we will continue to monitor and accept feedback from the public on their views after changes are introduced. Typically, a scheme is reviewed 12 months after its introduction to gauge whether further amendments are required. This may include undertaking parking beat surveys before and after introduction.
33. There are two main car parks near to the centre of Shrivenham including the Bowls Club on Martens Road, which the Parish Council have confirmed is unrestricted and accessible to the public. The second car park is attached to the Memorial Hall which is for Hall or recreation ground users only.
34. The consultation drawings show areas where formal restriction changes are planned, which are subject to a traffic regulation order. Existing keep clear markings are shown in the High Street to give context to adjacent bays. The Keep Clear on Church Walk is an advisory marking and as such, not part of the formal proposals. There are no plans to change or remove these lines as part of the proposals.

b) Introduction of permit bays and shared use bays:

35. In response to the proposals to introduce dual purpose bays on the High Street, there was a good level of support for the changes with 61% of on-line responses received either supporting, or partially supporting this element of the scheme. In contrast, 26% of responses to the on-line consultation were opposed to the proposed restrictions.
36. The most common type of response (29 responses) conveyed that commuter parking in the centre of Shrivenham is a problem and the proposed restrictions would be of benefit to users of the businesses and residents who would find it easier to park near their homes.
37. A further 24 comments received stated the 3-hour maximum limit being proposed offered the right balance as most tasks and visits to Shrivenham

could easily be accommodated in this time period and it would aid the turnover of spaces.

38. In contrast to positive comments in support of the scheme, the third most common response (27 comments) stated that there isn't currently a problem with parking on the High Street and the changes are not needed. Concerns were raised that the scheme was over bureaucratic and the scheme hasn't been thought out properly. A further 18 comments were made which mentioned that the issues around parking has largely been resolved since the school moved and a small number of respondents challenged that no supporting evidence has been provided for the scheme to justify the proposals.
39. A notable concern raised in the feedback received (25 comments) highlighted that if restrictions are introduced on the High Street, there is a real risk that parking could be displaced into the surrounding roads. This included Manor Road, Manor Lane, Stanswick Lane and the points made included the potential for obstructions to emergency vehicles, blocking of driveways and increased parking pressures for residents and their visitors.
40. Linked to the potential for displaced parking, business owners and NHS organisations raised the issue of parking for their staff if the maximum 3-hour limit is introduced. It is explained in the responses received, that in many cases staff travelled to work by car and parked on the High Street. If this option is taken away, there would be concerns about retaining and employing new staff and their safety when walking from further away. Some raised it would impact on the operation on their businesses/ organisations and it also may have a negative impact by driving customers away, who would be put off by the parking controls. Requests were made to provide more permits for businesses for staff parking and for these permits to not be vehicle specific to allow flexibility of their use.
41. The principle of paying for parking permits was raised in 14 comments received. Many objected to the idea of paying to parking near their homes, and businesses/ organisations saw the change as an extra financial burden which would impact on their operation. Some made points that even with a permit, it doesn't guarantee an allocated parking space and the 2-permit cap per property would impact on larger families.
42. With regards to the maximum wait times of 3 hours, the feedback to the consultation supported that this was a suitable amount of time for most users (as set out in paragraph 35). However, a small number of comments received questioned that this would be either too long or wouldn't drive sufficient churn of spaces (11 comments). Other respondents (8 comments) argued that it wasn't long enough, citing that users for hair treatments would need longer than 3 hours and some users park to go for a walk in addition to using the facilities.
43. A small number of comments were received that stated the council should be finding ways to increase the parking available, rather than focusing on restricting the existing spaces.

Officer comments

44. When considering options to manage on-street parking, there is often concern about the impact that this can have on the economy of town centres and that any increase in the types of control may discourage visitors to the town centre and reduce trade for businesses. However, there is no direct evidence that this is the case and careful kerbside management has proven to support parking for local retail centres in Oxfordshire including Abingdon, Wallingford and Henley-on-Thames.
45. There is no requirement to carry out parking surveys to demonstrate a parking problem. Most schemes originate from concerns raised by the community, which in this case was initiated by the Parish Council making contact with officers. The feedback from the consultation and the majority support given for the proposals demonstrates that locally there is a perception that parking is an issue that needs to be addressed and the proposed changes will be of benefit.
46. The potential displacement of any new parking control is a legitimate concern, and the proposals have included all areas of the High Street to mitigate this. If the proposals are introduced, further consideration for additional restrictions could be considered if problems occur. If the scheme is approved, officers will undertake pre and post implementation parking beat surveys to identify where further measures may be beneficial.
47. It is understandable that staff working in Shrivenham will want to park as close as possible to their place of work. However, in local retail centres this can be counterintuitive to the needs and demands of customers and other visitors accessing local services including doctor surgeries. The use of limited waiting restrictions in town and village centres is a common tool to ensure the turnover of spaces and there is a publicly accessible car park available 5-8 minutes' walk from the centre of Shrivenham on Martens Road.
48. The proposed shared use spaces are proposed to be in operation between 8am-5pm, Monday to Friday, with a max stay of 3 hours. Therefore, staff parking in the evenings (e.g. at local public houses or convenience stores) are likely to be unaffected. The restrictions would mean they could park from 2pm onwards into the evening without time limit.
49. The standard permit zone rules have been applied which work well in other areas and cater for the majority of users, whilst still applying some controls to avoid abuse and zones being oversubscribed. A basic principle is the costs to operate permit schemes must be met by the users who benefit from preferential parking and the charges are set by our cabinet annually to cover the costs to run the schemes.
50. Any businesses who are listed as eligible to apply for permits within the traffic regulation orders would need to demonstrate that there is an operational need for their vehicles (e.g. florists, or antique dealers).

51. With regards to increasing the amount of parking in Shrivenham, there is little scope for this to occur on public roads (highway) and any schemes to re-align footways etc. are prohibitively expensive.

c) Introduction of no waiting restrictions:

52. Under the scheme, small sections of no waiting at anytime (double yellow lines) have been proposed in areas where inappropriate parking is currently taking place, e.g. in front of dropped kerbs, or in sight lines for pedestrian crossings. In addition, restrictions are proposed near junctions or on sections of roads which could be impacted by the proposed changes.

53. In response to the public consultation, the most common type of response was positive and in support of the changes. Most agreed that restrictions were important to stop inappropriate parking and ensure safety for pedestrians and other road users (33 comments).

54. In contrast 19 comments were made that the proposed restrictions were not needed as there wasn't a problem with parking. Concerns were raised that restrictions would impact on local businesses and take away spaces for parking. A small number of respondents supported restrictions on the High Street but felt they were not needed on adjacent roads.

55. Although not part of the proposed scheme, 12 comments were received which related to existing double yellow lines outside the methodist church, which are often parked on by users visiting a nearby convenience store. Respondents felt that these lines could be removed to allow parking, perhaps for a short permit for short visits.

56. However, a small number of responses complained about the parking outside the methodist church, stating that it caused obstructions for passing buses and more enforcement was required in this area.

57. A number of respondents took the opportunity to explain that further that no waiting restrictions were needed in other areas not proposed as part of the scheme. Areas of particular focus included Ravens Lane, Fairthorne Way, Manor Lane, further along Hazell's Lane.

Officer response:

58. The no waiting restrictions proposed have been kept to a minimum and have been promoted in key areas such as in front of dropped kerbs, accesses or in areas where parking is deemed inappropriate.

59. In developing the scheme with the Parish Council, the potential removal of restrictions outside the methodist church was discussed. However, at site visit identified that parking on the carriageway would hinder the flow of traffic, especially for public transport vehicles and potentially impact driveways on the opposite side of the road. For these reasons, changes were not included in the proposals, but could be reviewed again in the future.

60. The concerns raised by some respondents regarding other areas that potentially require further restrictions is noted. A decision was made when developing the proposals, not to extend formal restrictions into the wider area, but to monitor any potential impact from the scheme. Under national procedure rules, new proposals for additional restrictions would need to come forward under a separate consultation and can not be considered under the current decision.

d) Monitoring and Evaluation:

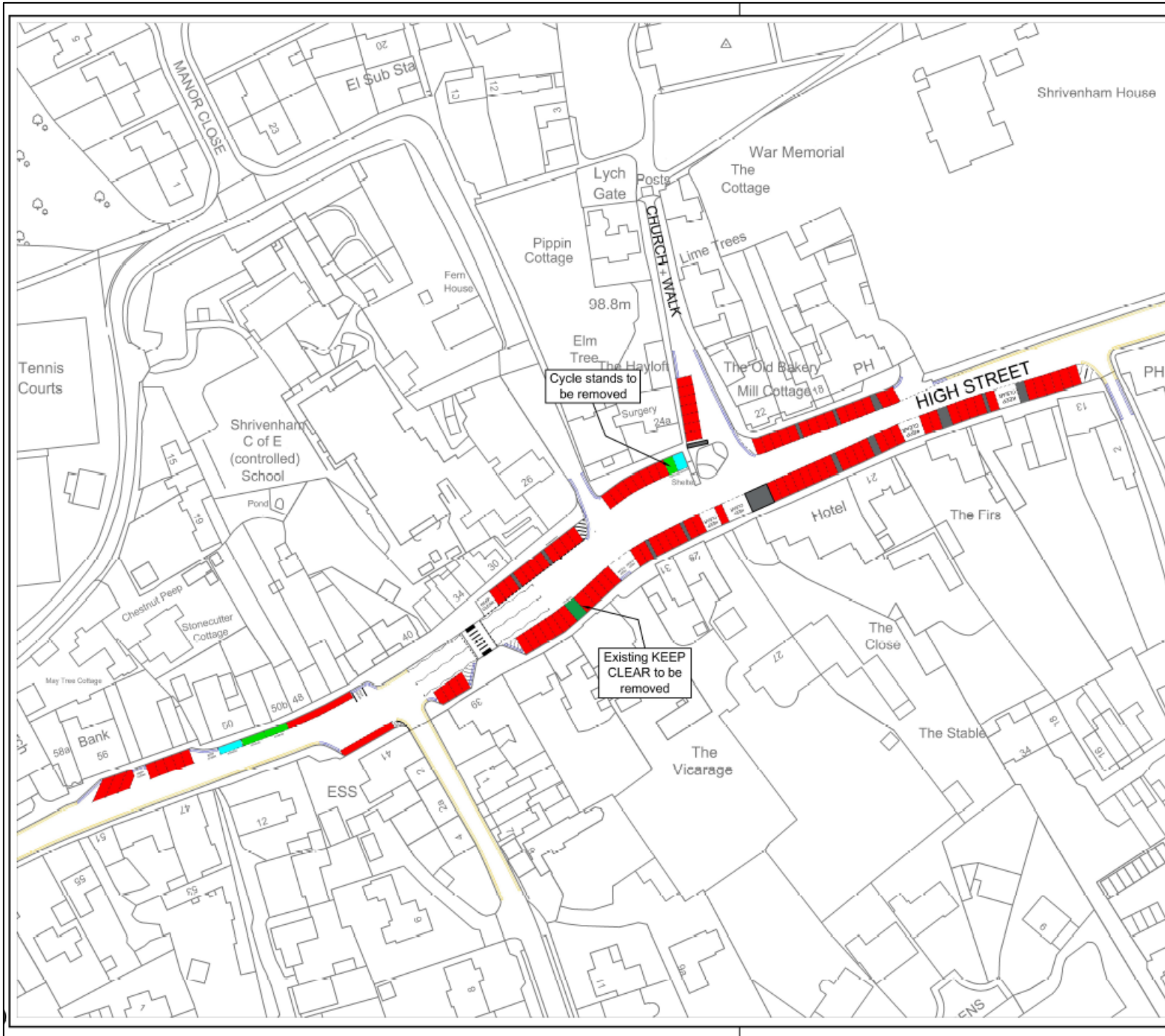
61. It is suggested that a review of the scheme is carried out approximately 12 months after implementation should it be approved.

Paul Fermer
Director of Environment and Highways

Annexes: Annex 1: Consultation plans
 Annex 2: Consultation response tables
 Annex 3: Summary of comments received
 Annex 4: Consultation responses (separate document)

Contact Officers: James Whiting
 (Parking Schemes and Traffic Orders Team Leader)

September 2024



Drawing No. **ANNEX 1**

KEY

- PROPOSED DUAL PURPOSE BAYS
MONDAY TO FRIDAY, 8AM TO 5PM
3 HOURS MAX STAY, NO RETURN
WITHIN AN HOUR. PERMIT HOLDERS
EXEMPT (SH PREFIX)
- PROPOSED DISABLED PARKING
BAYS (BLUE BADGE HOLDERS ONLY)
- PROPOSED NO WAITING AT ANYTIME
(DOUBLE YELLOW LINES)
- EXISTING DISABLED PARKING
BAYS (BLUE BADGE HOLDERS ONLY)
- EXISTING NO WAITING AT ANYTIME
(DOUBLE YELLOW LINES)

SAFETY, HEALTH AND ENVIRONMENTAL INFORMATION

IN ADDITION TO THE HAZARDS/RISKS NORMALLY ASSOCIATED WITH THE TYPES OF WORK
DETAILED ON THIS DRAWING, NOTE THE FOLLOWING SIGNIFICANT RESIDUAL RISKS

CONSTRUCTION
(ENTER NONE IF APPLICABLE)

MAINTENANCE/CLEANING
(ENTER NONE IF APPLICABLE)

USE
(ENTER NONE IF APPLICABLE)

DECOMMISSIONING/DEMOLITION
(ENTER NONE IF APPLICABLE)

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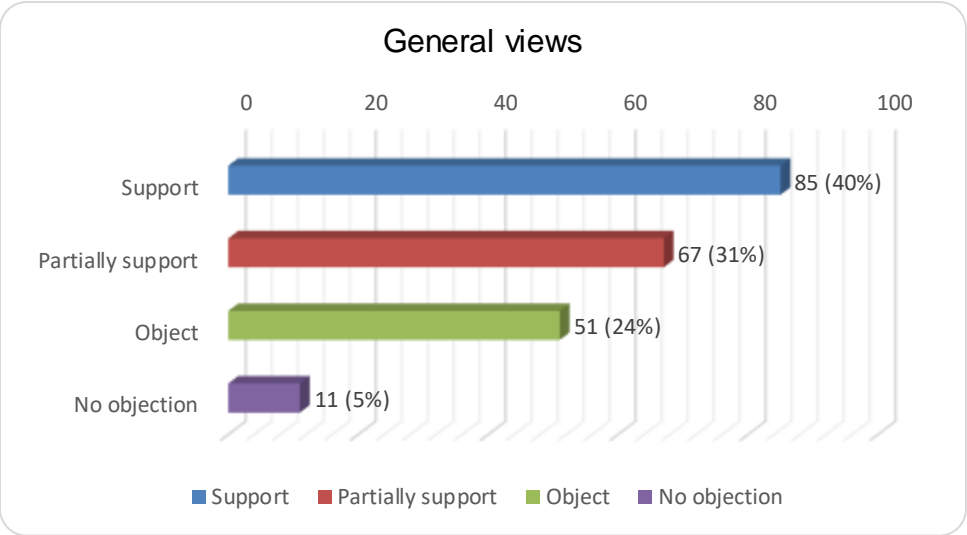
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Date drawn	Date checked	Date approved
11.03.24		

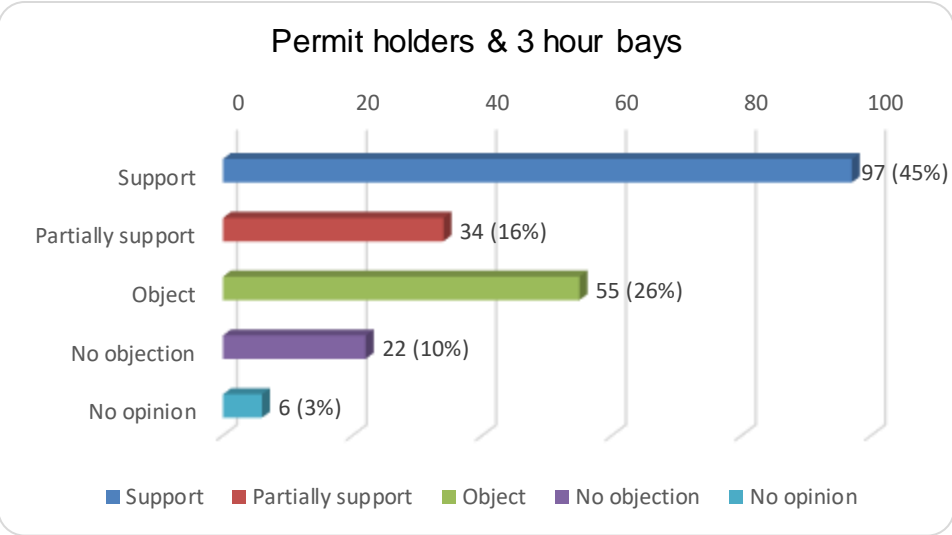
Oxfordshire Project No. & File Ref

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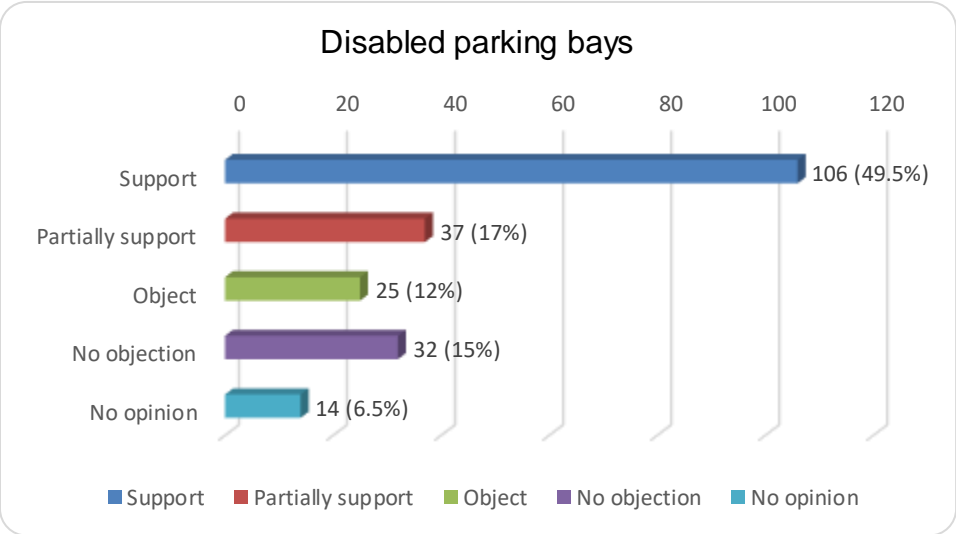
a. General views of the scheme as a whole



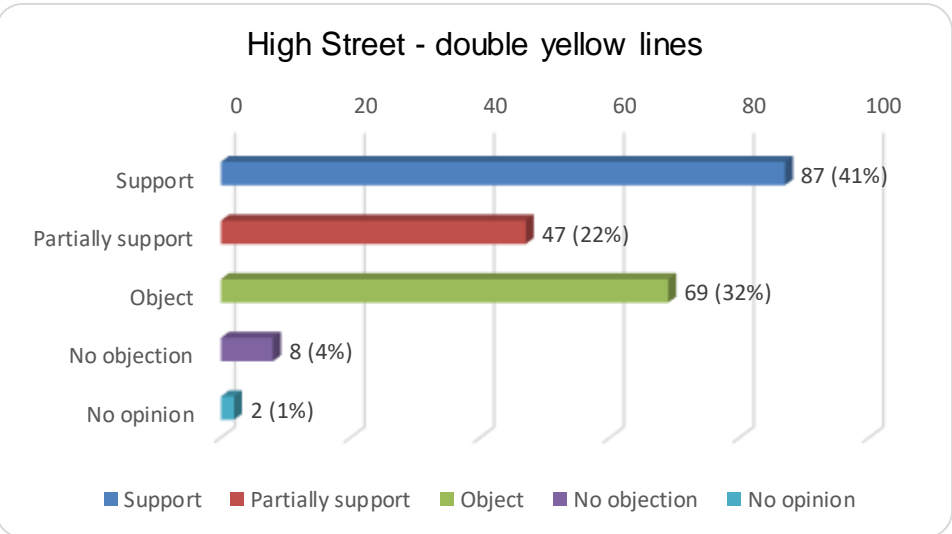
b. Introduction of dual-purpose permit holders or 3-hour parking bays – High Street



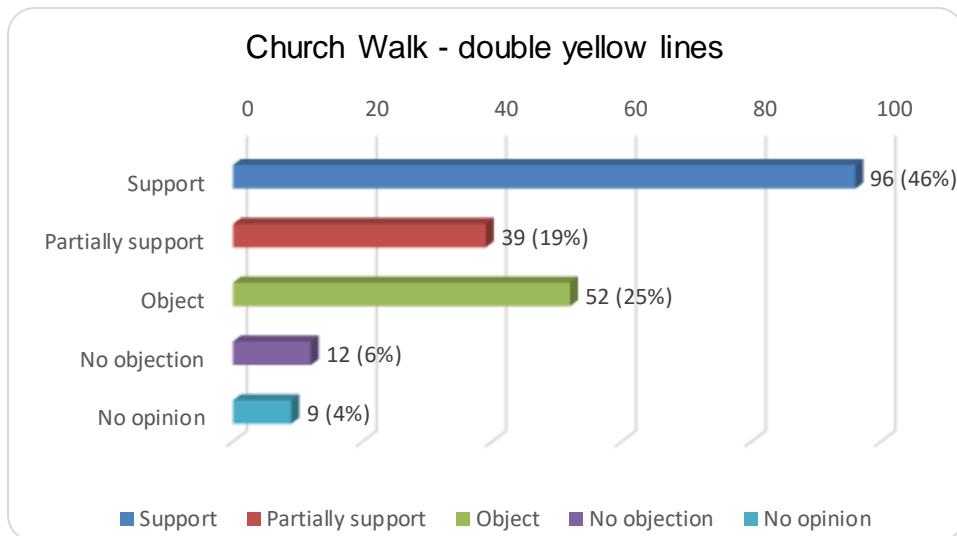
c. Introduction of Disabled Bays – High Street



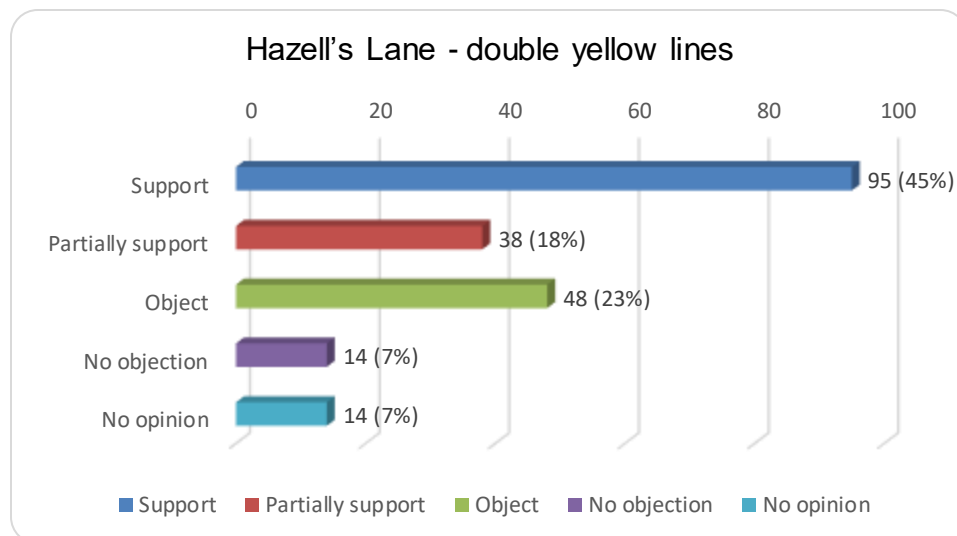
d. Introduction of double yellow lines – High Street



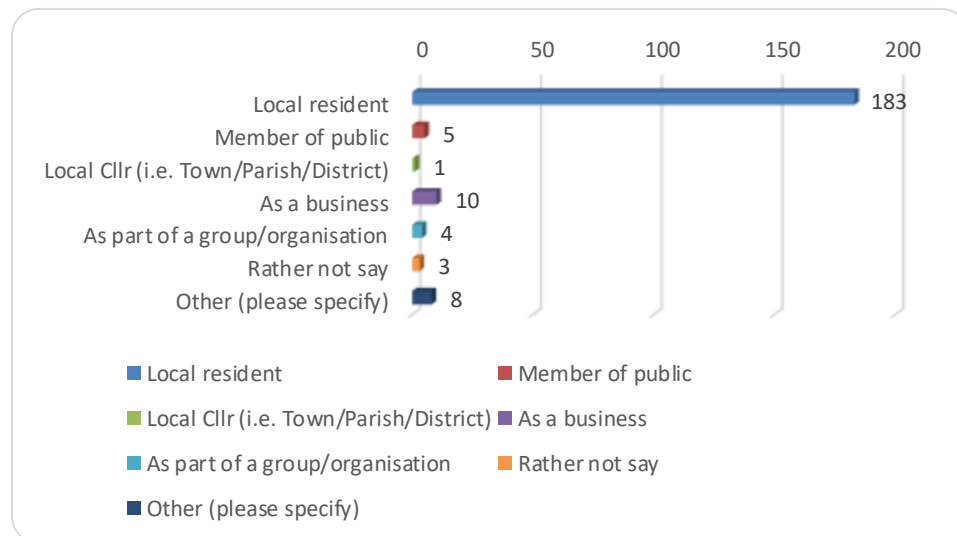
e. Introduction of double yellow lines – Church Walk



f. Introduction of double yellow lines – Hazell's Lane



g. In what capacity are you responding to this survey?



a: General comments for the proposed parking scheme

COMMENT	No. COMMENTS
The proposed parking restrictions will need to be enforced to be effective.	15
Improving bus services in surrounding villages would reduce the need for commuters to park in Shrivenham.	3
Extra lines and signs will ruin the look of the area.	3
The problems don't occur all day.	2
The proposals will impact on bus services in the village, people should be encouraged to use the bus.	2
The proposals will make the village quieter safer and greener as perhaps people will walk more.	1
Only reason for the proposals seems to be financial gain for the council.	1
Bigger problem is HGV's delivering to the Co-op, they should be banned at certain times.	1
How the success of the scheme will be measured has not been explained. We fear without this, the scheme will be in place forever.	1
The consultation is flawed as road markings including KEEP CLEAR legends were not shown on the plans	1
The usage of existing car parks needs to be better defined, as this might benefit business staff parking	1

b. Comments relating to the proposed disabled parking places:

COMMENT	No. COMMENTS
I support the proposed disabled bays as Shrivenham needs to be more accessible.	58
The proposed disabled bays are not needed, the current amount is fine.	30
More disabled bays are needed in the centre of Shrivenham	27
Additional disabled bays are required near the surgery	11
One is enough outside the chemist, although more are required further down the High St	6

Blue badge holders can park anywhere so changes are not needed.	4
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c. Comments relating to the proposed dual purpose 3 hours or permit holder bays:

COMMENT	No. COMMENTS
Commuter parking is problem in centre of Shrivenham & agree that proposed restrictions are needed to stop all day parking.	44
It is difficult to find parking on the High Street, I support the introduction of limited waiting restrictions to free up spaces.	29
There are no issues with the current parking - the proposed changes are not needed.	27
Proposals will cause displacement into surrounding roads creating other issues on roads including Manor Road and Manor Lane, Stanswick Lane.	25
Proposals will help visitors trying to park when using the shops and other local facilities – 3 hours is long enough for visitors and resident's needs have been considered.	24
The High Street is very busy for parking and traffic in general, action is needed to manage the spaces.	22
Staff who work on the High Street have not been included and need somewhere to park. Parking further away will cause conflicts with residents and put them at risk when walking back late at night.	22
The proposed restrictions are no longer needed, as parking has improved since the school moved.	18
The residents and businesses on High Street shouldn't have to pay for parking permits. Why is it needed?	14
The proposed 3 hours max stay period is too long, a shorter time should be proposed.	11
The proposed 3 hours max stay period is not long enough, e.g. for customers having hair treatments at Salons.	8
The proposals don't provide any evidence that there is currently a problem.	6
The proposals will impact negatively on businesses as it will drive customers away.	4
The council should explore solutions that include increasing the number of spaces, not restricting existing parking.	2
I have concerns that all the parking spaces will just be taken up by permit holders.	2
Businesses should be allowed more permits and they should not be vehicle specific to give them more flexibility.	2
Permits don't guarantee residents a space and a cap on the number of permits penalises some families.	2
Some regulation is needed but overt enforcement will drive people away.	1

Residents across the whole village should be exempted from the 3-hour restriction.	1
Residents should be charged at the same rate that others have to pay to have off-street parking.	1
Church Lane should be limited to 1 hour for doctor visits.	1
The operating hours of the restrictions should include weekends also.	1

d. Comments relating to the proposed no waiting at any time restrictions:

COMMENT	No. COMMENTS
Double yellow lines will prevent dangerous / inconsiderate parking, plus improve safety.	33
Double yellow lines will not make a difference / they are not needed.	19
Double yellow lines should be removed by the methodist church to create more spaces.	12
Church Walk and Hazell's Lane get overcrowded and are restrictions required.	10
Double yellow lines/ parking restrictions are required elsewhere (e.g. Ravens Lane, Fairthorne Way, Manor Lane, further along Hazell's Lane)	9
The proposed parking restrictions are not needed on the side roads off the High Street.	3
When people park on the yellow lines by the methodist church it blocks the route for buses.	2
If more parking becomes available the yellow line restrictions won't be needed.	1