

Cabinet

8 November 2021

Phase 2 Parking Charges Transformation Project

For Decision

Portfolio Holder: Cllr R Bryan, Highways, Travel and Environment

Local Councillor(s): All Councillors

Executive Director: J Sellgren, Executive Director of Place

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Report Status: Public

Recommendation to:

1. Align the day rate in the main tourist locations car parks during peak and low season
2. Align charges in all other car parks (rural and town locations)
3. Align on-street parking charges in areas that already have on-street pay & display
4. Withdraw all current public car park permits and introduce a long stay and short stay car park permit for residents and workers in the Dorset Council area

Reason for Recommendation:

Dorset Council Parking Services is currently working under the Parking Orders of the former six Councils, this has led to a disparity of tariffs between areas to the extent that some areas are free to park all day and others pay £9. An alignment of the Parking Orders is necessary to standardise charges to ensure equality for residents. This is also necessary to standardise the regulations within car parks, so that there is transparency of what is permitted in car parks for customers and consistent enforcement is easier to deliver.

On-street tariffs and time restrictions also vary greatly depending where you park in the Dorset Council area, this is confusing for customers. Implementing a

standardised tariff and time limit will make it clearer for customers and will reduce the possibility of them receiving Penalty Charge Notices.

There is disparity in terms of the cost and benefit of the car park permits in circulation across Dorset. A public survey undertaken as part of this project (the results can be seen in Appendix 1) has shown that car park permits are required, but the number of different permits (currently over 70) is not necessary as the majority of residents would like the same type of permit (either a short stay or a long stay for the purposes of work or leisure).

1. Executive Summary

The purpose of this report is to seek agreement on the proposed parking charge changes. During the Shaping Dorset Programme, the Interim Section 151 Officer requested a paper on aligning off-street parking across the Dorset Council area, this decision was deferred for day one implementation.

Phase 1 of this project was implemented in April 2021. Parking Services now needs to deliver on the second phase of the original alignment plans, enabling future transformation. Details of the proposed changes can be viewed in Section 9 of this report.

1.1 Dorset Council Legal Duty

Legal advice was sought to confirm that the method for updating the parking charges follow guidance as per the Road Traffic Regulations Act 1984.

As per legal duty, Dorset Council has statutorily consulted with the chief officer of police for the area. Also, as per the former Council's parking policies, consultation has taken place with Chambers of Commerce, Business Improvement Districts and Town Councils. Non-statutory consultation has also been undertaken with Parish Councils.

Dorset Council has chosen to undertake a non-statutory engagement in advance of publishing its proposals with the public (although there is no general duty to do so).

1.2 Notification to Town and Parish Councils

Two notifications were emailed to Town and Parish Councils with a request for queries and comments to be received within four weeks. The first notification was sent in June, which was the draft proposed charging strategy and the second was sent in August, which was the final proposed charging strategy. A number of queries were received and have been answered.

There was a total of 179 emails sent to the Town and Parish Councils in June and in August. From the draft proposed strategy 21 formal responses were received and

from the final proposed strategy there were 7 formal responses received. The comments can be seen in Appendix 2 (full text) and Appendix 4 (analysed text).

The main perceived concerns raised from the draft proposed strategy responses were with regards to the impact on local businesses/high streets (9% of comments) and the lack of local public transport (9% of comments). There were other perceived concerns, these can be seen in Appendix 4.

The main perceived concerns raised from the final proposed strategy responses were with regards to the impact on local businesses/high streets (8% of comments), the lack of local public transport (8% of comments) and that the increase in charges is too high (8% of comments). There was support for the proposed strategy too (8% of comments). There were other perceived concerns, these can be seen in Appendix 4.

1.3 Notification to Chambers of Commerce and Business Improvement Districts

As per Town and Parish Councils, two notifications were emailed to the Chambers of Commerce via the Dorset Chamber. The notifications were also emailed to the three Dorset Business Improvement Districts (Dorchester, Weymouth & Wimborne) with a request for queries and comments to be received within four weeks. A few queries were received and have been answered. 1 formal response was received for the draft proposed charging strategy and 1 formal response was received for the final proposed charging strategy.

The comments can be seen in Appendix 3 (full text) and Appendix 4 (analysed text).

1.4 Public Response

Although there was no legal duty to undertake public engagement, the public were given the opportunity to email comments/queries to the Parking Transformation Team. There were responses received with regards to the draft and final proposed charging strategy. One letter was also received.

The main perceived concerns raised from the draft proposed strategy responses were with regards to the impact on local businesses/high streets (14.5% of comments) and the lack of local public transport (10% of comments). There were other perceived concerns, these can be seen in Appendix 4.

The main perceived concern raised from the final proposed strategy responses were with regards to the impact of the price increase of the car park permit for Wimborne residents and for those who currently have the West Dorset Shoppers Permit (52% of comments). There was support for the proposed strategy and new permits too (18% of comments). There were other perceived concerns, these can be seen in Appendix 4.

Comments were also received in response to the press releases referring to the draft and final proposed charging strategy through:

- Dorset Council news website (101 total comments).
- Dorset Council Facebook page (147 total comments).
- Local press website (76 total comments).

The perceived issues raised in the comments were:

- The cost increase of the car park permits for Wimborne residents and those who have the current West Dorset Shoppers Permit (15% of comments).
- Impact on local businesses/high streets (10% of comments).
- Increase in car park charges are too high (8% of comments).

There were other perceived issues, these can be seen in Appendix 4.

There was support for the proposed strategy and new permits too, these amounted to 18% of the total comments.

1.5 Overview Committee on 19 October 2021

The Place and Resources Overview Committee received and considered a report which set out the details and recommendations of the phase 2 parking charges transformation project. Councillors considered the issues arising from the report and discussions were had (Overview notes can be seen in Appendix 5).

The recommended changes were proposed by C Jones seconded by A Starr. Overview 'Minded to' recommend to Cabinet:

1. Align the day rate in the main tourist locations car parks during peak and low season
2. Align charges in all other car parks (rural and town locations)
3. Align on-street parking charges in areas that already have on-street pay & display
4. Withdraw all current car park permits and introduce a long stay and short stay car park permit for residents and workers in the Dorset Council area

The Executive Director of Place confirmed the 'minded to' Recommendation to Cabinet, under delegated powers on behalf of the informal meeting of the Place and Resources Overview Committee.

2. Financial Implications

The projected income from the proposed changes is £1.8m. The calculations for the projected income are reserved, reflecting a reduction of people choosing to park in the car parks and based on the estimated sales of the new car park permits.

3. Well-being and Health Implications

Due to the increase in parking charges in some areas, residents may choose to use active forms of transport rather than vehicles. This could lead to an increase in the feeling of well-being and could significantly improve a person's health.

4. Climate implications

Research has shown that reducing the number of cars on the road helps the climate by reducing harmful emissions. Locations that see an increase in parking charges may show positive climate impact, as the public may be persuaded to use green transport rather than using their vehicles and pay for parking. However, should drivers choose to drive around in search for cheaper/free parking then it could cause an increase in pollution thus have a negative impact on climate.

5. Other Implications

The officer has not identified any other implications from the recommendations in this report.

6. Risk Assessment

Having considered the risks associated with this decision, the level of risk has been identified as:

Current Risk: Low

Residual Risk: Low

Having considered the risks associated with this decision using the Council's approved risk management methodology, it is the officer's opinion that there are no high risks that need to be reported.

7. Equalities Impact Assessment

A full Equalities Impact Assessment has been completed and this is shown in Appendix 6. The assessment found that there were no negative impacts on Dorset Council residents' protected characteristics.

8. Appendices

Appendix 1 – Permit Survey Report

Appendix 2 – Responses from Town and Parish Councils

Appendix 3 – Responses from Chambers of Commerce and Business Improvement Districts

Appendix 4 – Response Analysis

9. Background Papers

9.1 Proposed Charging Strategy

9.1(a) Proposed Levels

The Parking Charging Strategy is based on a 3-level structure that acknowledges the rural, coastal and town locations that Dorset enjoys. It also takes into consideration Dorset's popular visitor and tourist destinations.

The following table shows which location sits under each level:

Level 1	Level 2	Level 3
Location	Location	Location
Beaminster	Blandford	Corfe Castle
Charmouth	Bridport	Lyme Regis
Ferndown	Dorchester	Portland
Gillingham	Shaftesbury	West Bay
Sturminster Newton	Sherborne	Weymouth (beach area)
Verwood	Wareham	
West Bexington	Weymouth (shops)	
	Wimborne	

Level 1 is Dorset's smaller and more rural locations. It is proposed to have one all year-round charge for this level, except for West Bexington and Charmouth that will have a seasonal charge (see tariff in section 9.1(b) Proposed Car Park Tariff). Level 2 is Dorset's shopping destinations. It is proposed that there is one all year-round charge for these car parks.

Level 3 is Dorset's main tourist destinations. It is proposed that this level have seasonal charges. Weymouth appears in level 2 and 3. The car parks in Weymouth that are used for shopping will sit in level 2 and the beach area car parks will sit in level 3. Swanage is not included on this table as the car parks are owned by the town council.

9.1(b) Proposed Car Park Tariff

The following table shows the proposed tariff for each level:

Level 1	Short stay					Long stay	
	30 minutes	1 hour	2 hours	3 hours	4 hours	4 hours	10 hours
Low season	£0.50	£0.70	£1.00	£1.50	£2.50	£2.50	£4.00
Peak season ¹	£1.00	£2.00	£3.00	£4.00	£5.00	£5.00	£10.00

Level 2	Short stay					Long stay	
	30 minutes	1 hour	2 hours	3 hours	4 hours	4 hours	10 hours
	£0.50	£1.00	£1.50	£2.20	£3.50	£3.50	£6.00

Level 3	Short stay					Long stay	
	30 minutes	1 hour	2 hours	3 hours	4 hours	4 hours	10 hours
Low season	£0.50	£1.00	£1.50	£2.20	£3.50	£3.50	£6.00
Peak season	£1.00	£2.00	£3.00	£4.00	£5.00	£5.00	£10.00

The tariff simplifies current charges and aims to be logical and gradual. The three levels acknowledge the diversity of Dorset's locations, by having charges that suit the local environment.

Peak season charges are 1st April to 31st October, to cover the extended visitor season that is now seen in Dorset. Level 1 high season charges refer to Charmouth and West Bexington only, the other locations in level 1 and all locations in level 2 do not have seasonal charges as these car parks tend to be used by Dorset Council residents more so than visitors.

Peak season charges are aimed at visitors to Dorset, these charges are benchmarked to similar tourist destinations. Level 3 low season matches level 2, which enables residents to access our tourist destinations at the same cost during the low season.

9.1(b)i Motorhome/Campervan Bays

Car parks that have motorhome/campervan bays will charge a higher amount for those bays as they are much larger than the standard car park bay. The following table shows the proposed motorhome/campervan bay tariff for each level:

¹ Level 1 high season charges refer to Charmouth and West Bexington only

	Short stay				Long stay	
	1 hour	2 hours	3 hours	4 hours	4 hours	10 hours
Level 1 Low season	£1.00	£1.50	£2.00	£3.00	£3.00	£5.00
Level 1 High season	£2.50	£3.50	£4.50	£5.50	£5.50	£13.00
Level 2 All year	£1.50	£2.00	£3.00	£4.00	£4.00	£7.00
Level 3 Low season	£1.50	£2.00	£3.00	£4.00	£4.00	£7.00
Level 3 High season	£2.50	£3.50	£4.50	£5.50	£5.50	£13.00

Motorhomes/campervans will only be permitted to park in car parks from 8am-10pm.

9.1(b)ii Commercial Car Parks

Commercial car parks that have coach and lorry bays will charge a higher amount for those bays as they are much larger than the standard car park bay. The following table shows the proposed commercial tariff:

Level 1, 2 and 3	2 hours	6 hours	10 hours	24 hours	7-day ticket	Overnight charge ²
Proposed commercial	£3.50	£7.00	£15.00	£22.00	£85.00	£15.00

Motorhomes/campervans will only be permitted to park in commercial car parks from 8am-6pm.

9.1(c) Proposed Dorset Car Park Permit

There are currently many different car park permits that are issued to the public across Dorset Council. As part of this strategy the former public permits will be discontinued in a phased approach (live permits will not be withdrawn but will be replaced by the new Dorset Car Park Permits when they expire).

There will be eligibility criteria for permit applications and the vehicle must be registered in the name of the permit holder. Residents will need to prove that they are a resident of Dorset Council. Businesses will need to prove that they pay business rates (or equivalent) to Dorset Council. People who work in the Dorset Council area will need to evidence this to be eligible for the permit.

² This only applies where the Parking Order allows overnight parking.

There are two car park permits:

9.1(c)i Pop & Shop Car Park Permit

The Pop & Shop permit allows the holder to park in the majority of short stay car parks across the whole of the Dorset Council area for 2 hours every day of the week. The Pop & Shop permit can be purchased annually for £78 a year.

9.1(c)ii Live, Work & Play Car Park Permit

The Live, Work & Play permit can be used in the majority long stay and short stay (time limited) car parks across the whole of the Dorset Council area. The proposed price for the long stay car park permit is £260 a year or £25 a month including an administration fee if paid for monthly. Holders must sign-up to this permit for a minimum of 3 months.

9.1(d) Proposed On-Street Tariff

The following table shows the proposed tariff for each level:

	30 mins	1 hour	2 hours	3 hours	4 hours	10 hours	Overnight charge ³
Level 2	£1.00	£1.50	£2.00	£3.00	£4.00	£8.00	£2
Level 3	£1.50	£2.50	£3.50	£4.50	£6.00	£12.00	£4

On-street charges are higher than car park charges to encourage drivers into car parks in accordance with the local transport plan. This helps to keep town centres clear of traffic and thus assists in the safety of active transport users, it also supports Dorset Council's economic growth and climate change agenda. Additionally, it helps to keep on-street parking spaces clear for Blue Badge holders.

This tariff is for locations that already have on-street charging, including Swanage (Shore Road will be level 3 and Station Road will be level 2). There are no on-street charges in Level 1 locations at present.

9.1(e) Charging Strategy Review

Charges will be reviewed annually. When reviewing parking charges Dorset Council will take into account a large number of factors, including but not limited to:

- The recovery of expenditure incurred on the provision and management of the public car parks to avoid this financial burden falling on to the council taxpayer and depriving other vital council services of crucial funds.
- The parking charges of its competitors, including the charges made by private sector car parks within the local area, as well as comparing its charges with Dorset's Town Councils.

³ Overnight charge for dual resident permit and Pay & Display parking bays only

- The effectiveness of short-term parking charges in town centre car parks in facilitating turnover of car parking spaces in order to attract more visitors/shoppers to the town centres.
- The demand for car parking, as evidenced by occupancy rates at different time and date points.
- The consumer price index to understand the impact of inflation rate on parking charges.

Any increase in charges will be subject to the usual legal procedure for consultation and advertisement.

Footnote:

Issues relating to financial, legal, environmental, economic and equalities implications have been considered and any information relevant to the decision is included within the report.

Permit Survey Report



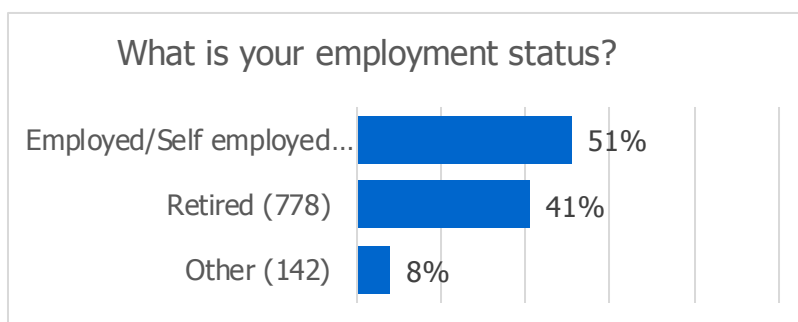
**Parking Permit Survey
Summary Results
July 2021**

Mark Simons

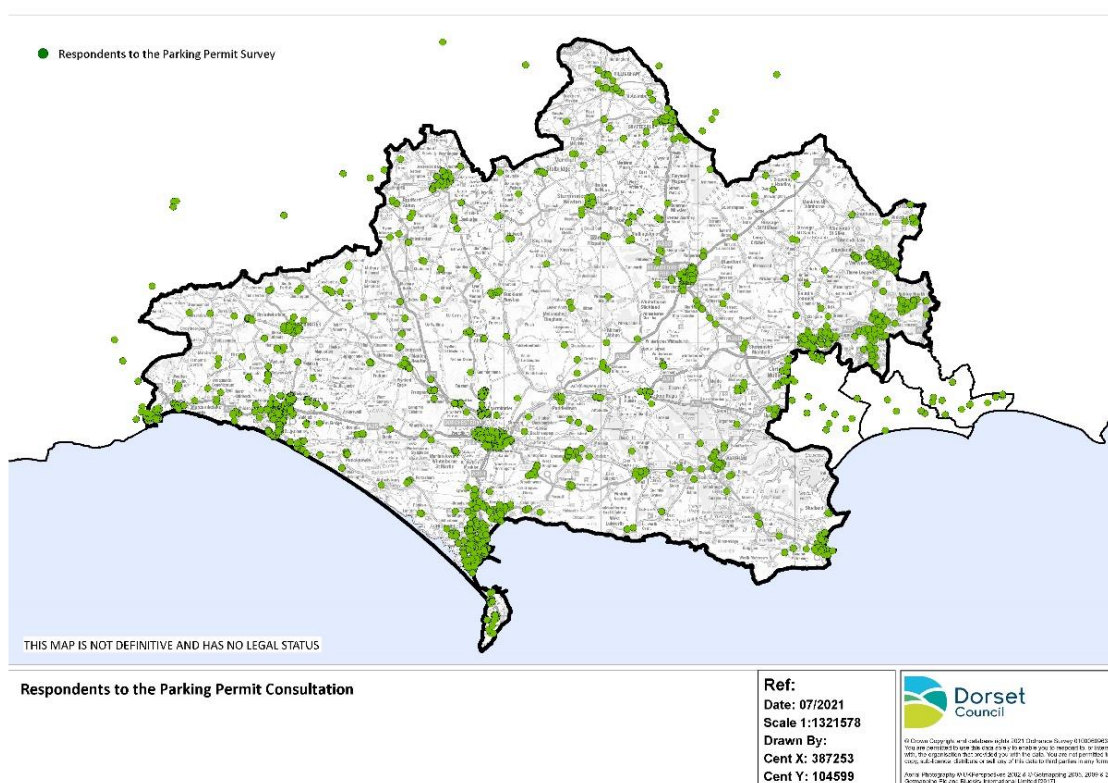
Corporate Consultation Officer

Parking Permit Survey

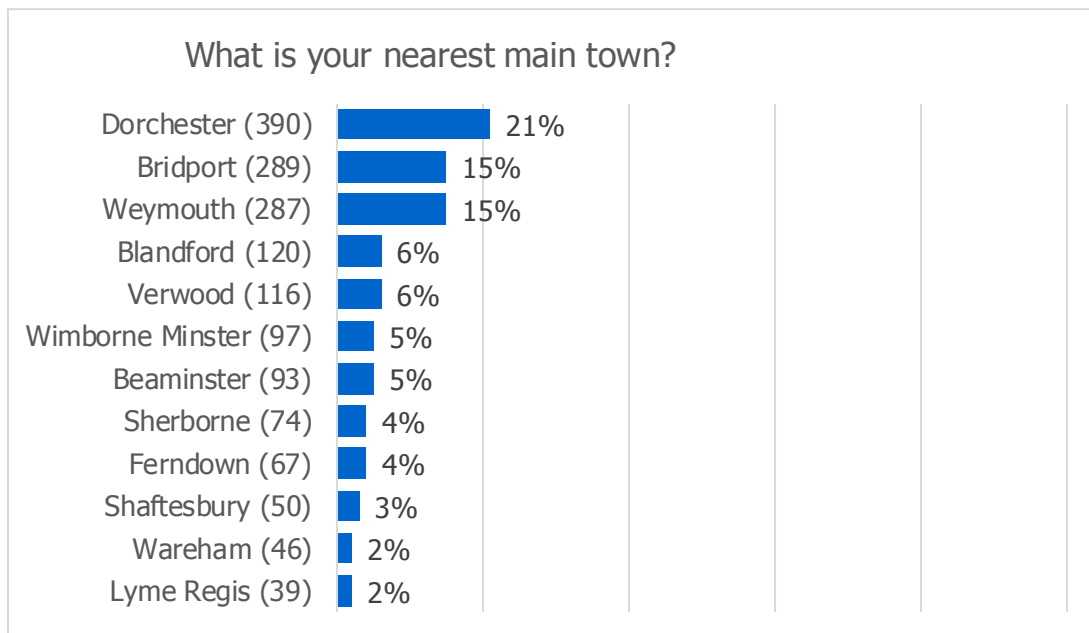
- 1,906 survey responses were received from across the Dorset Area
- The survey ran from 22 June to 11 July inclusive.
- Respondents came from across the age ranges with 37% aged 65 and older and 60% aged under 65.
- 60% of responses came from women compared to 35% from men – quite usual in council surveys.
- The biggest group of respondents was from “employed/self-employed” at 51% and the second biggest “retired” at 41%.



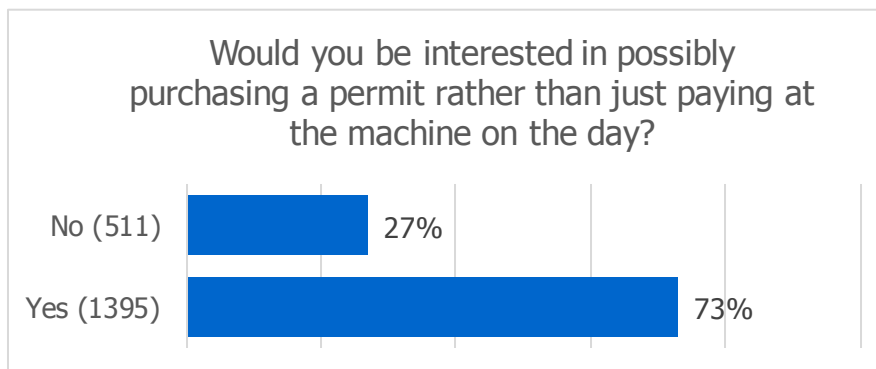
- The map(below) shows the distribution of the postcodes of respondents. The coverage is good, showing responses from right across the Dorset Council area.



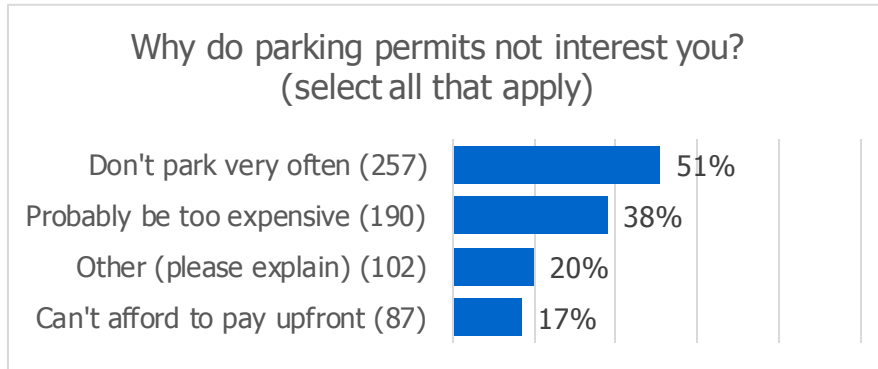
- There were responses from across the Dorset area, but three towns stood out from the other areas as respondents nearest main town. Dorchester was the highest with 21% of responses (388 people) followed by Bridport (15%) and Weymouth (15%)



- Of those responding, the overall response shows 73% were potentially interested in buying a permit of some description.



- 511 people were not interested in buying a permit and the key reason was that they felt they wouldn't be parking enough to justify it. The second most common reason was they felt it would be too expensive. There were also concerns about their ability to pay upfront.

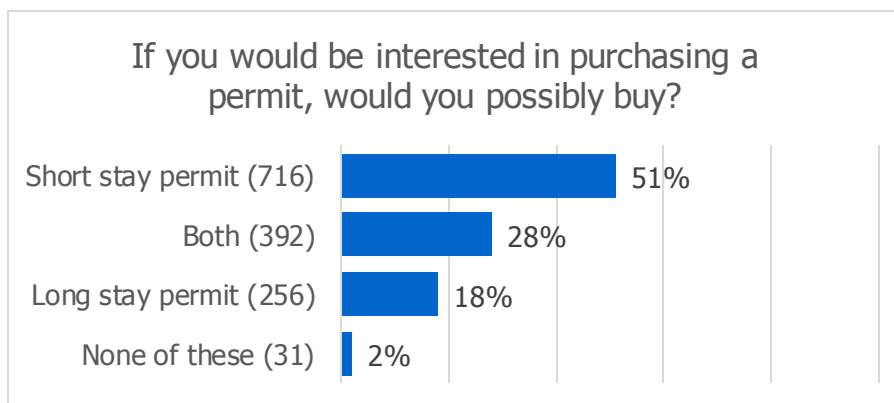


- Other reasons for not being interested in a permit included that they had a blue badge or would rather park out of the centre and walk in.
- Whilst quite a number of people were not interested in buying a permit over $\frac{3}{4}$ of them felt a permit may be useful for other people. It was clear that personal circumstances would determine whether people thought a permit might help them.

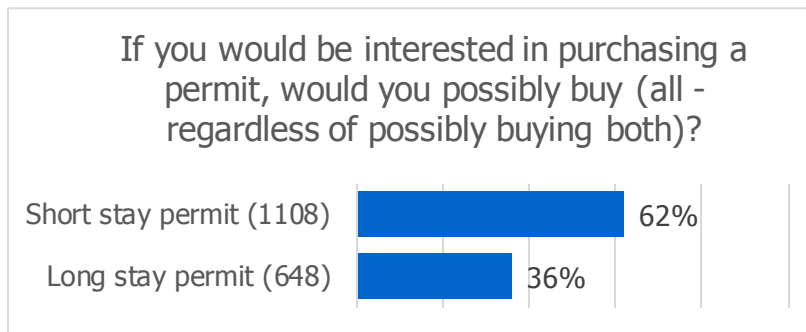


Permit types

- People were asked about whether they were interested in a long stay permit, a short stay permit or both. The short stay permit was the most popular overall with 51% saying they would be interested. Only 18% overall were interested in a long stay permit but a surprisingly high 28% (391 people) were interested in both.



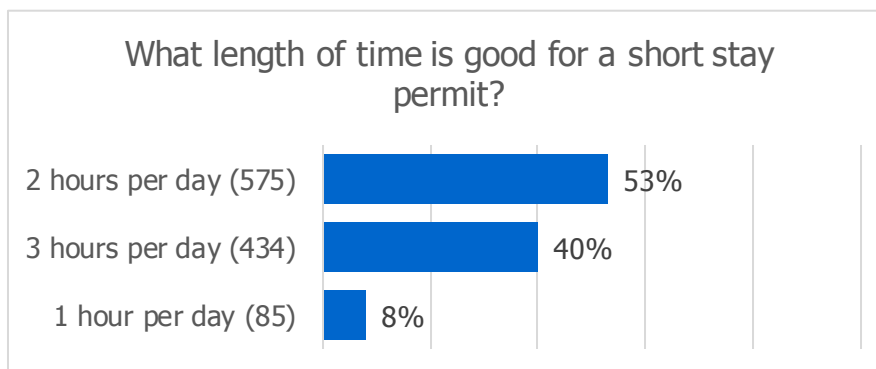
- So, breaking the figures down for long and short stay gives
 - ~ Short Stay 1,108 (62%)
 - ~ Long Stay 648 (36%)



- As you might expect short stay permits were more popular with retired people (71%) but again significant support for both permits. (22%)
- Looking at the responses from working people there was much less differentiation between short stay (38%), long stay (29%) and both (31%) but short stay was still the most popular.
- Disabled people were mainly interested in a short stay permit (48%) but again there was support for both permits (33%).

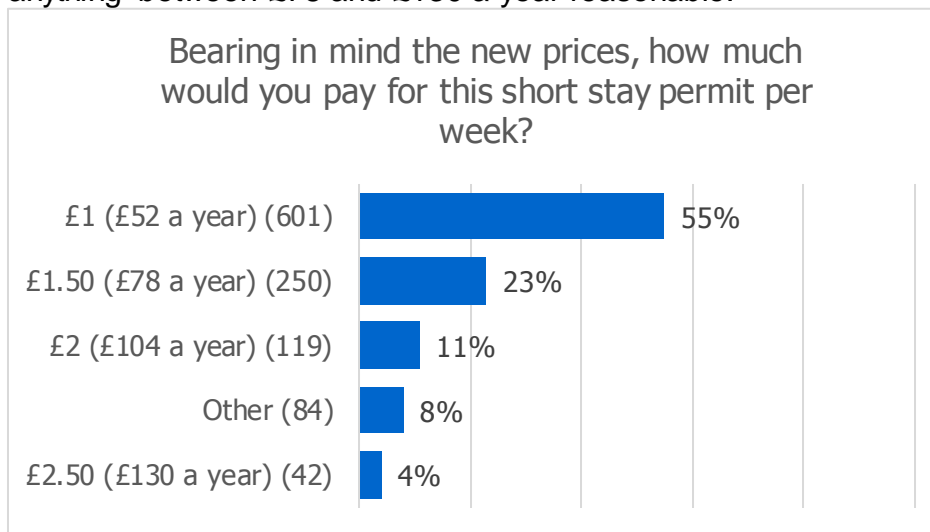
Short Stay permits

- Overall there was little support for a 1 hour permit, with the majority (53%) favouring 2 hours. A strong 40% supported a three hour permit.



- Looking at different towns and different users (e.g. workers, retired, disabled etc) showed little deviation from the overall support for a 2-hour short stay permit. Again, there was support for 3 hours but not for 1 hour.

- 55% thought £52 a year (£1 a week) was acceptable, whilst 38% thought anything between £78 and £130 a year reasonable.



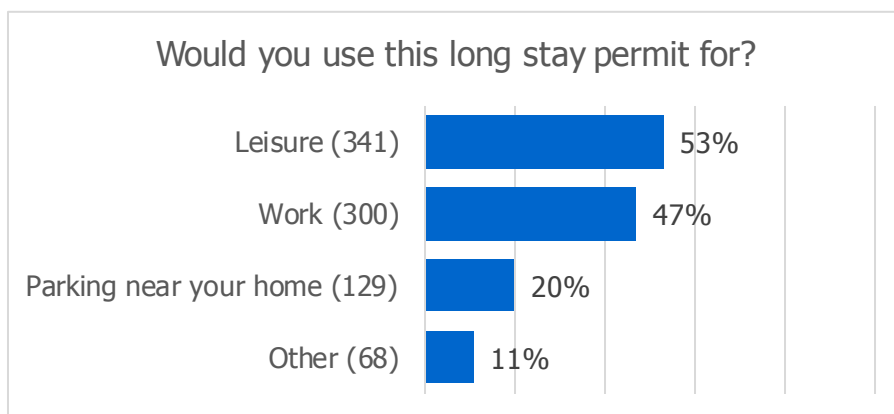
- Looking at average prices people were prepared to pay depending on how long they thought the short stay permit should be valid for, showed people were prepared to pay more for longer. 1 hour the average was £1.08, 2 hours the average was £1.24 and 3 hours £1.41 (a week)

Proposed length of stay	Average amount willing to pay
1 hour	£1.08 a week
2 hours	£1.24 a week
3 hours	£1.41 a week

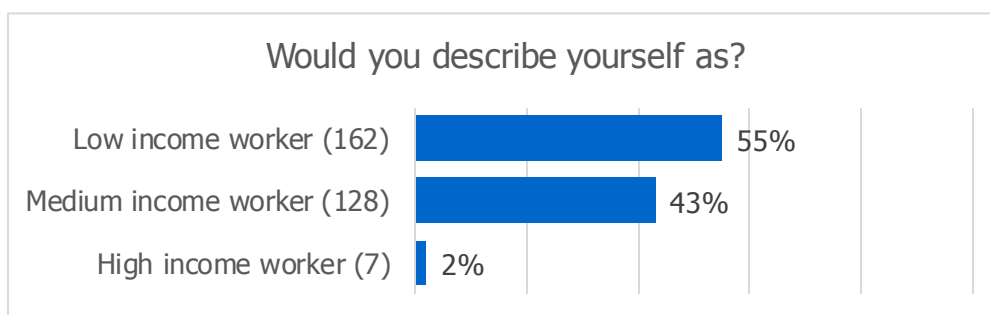
- Disabled respondents were generally accepting of the charge of £52 a year with 47% selecting this option. Whilst 43% were happy to pay more.
- Other people compared the offer unfavourably to the old West Dorset Shoppers Permit (£32 a year), the New Forest Permit and the Hampshire County Council short stay permit.

Long Stay Permit

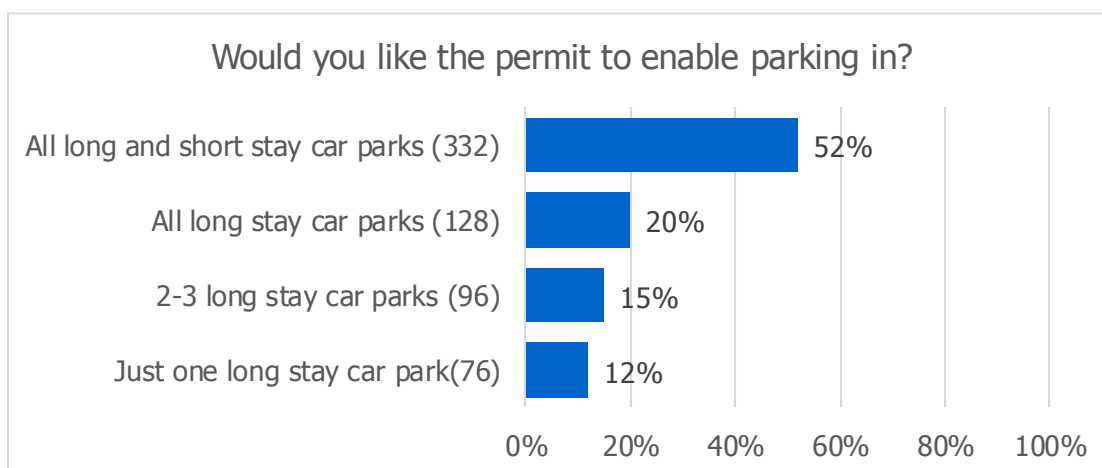
- The proposed use of the long stay permit was varied, but the most popular was Leisure (53%) followed by work (47%) and parking near their home (20%)



- Other uses included shopping, medical appointments and doing voluntary work.
- In Dorchester the predominate long stay use was work related, with 57% proposing this. In all other major towns including Weymouth, Bridport, Blandford etc Leisure was the main proposed use.
- People who were intending to use the permit for work were asked about their relative income levels. Overall, 55% were low income workers, 43% medium income and 2% high income. There was minimal variation between towns.



- When considering which car parks the long stay permit could cover, the majority (52%) would have liked the option of All long stay and short stay car parks. The option of All long stay car parks was the second most popular choice with 20%, followed by 2-3 long stay car parks (15%) and finally one long stay car park at 12%.



- Looking at different users and different locations there was minimal variation from this overall figure.
- Analysis of how much people were prepared to pay based on how many car parks people wished to be able to access showed no real appetite for paying more for accessing more car parks.

Access to:	Average amount willing to pay
Just 1 car park	£4.90 a week
2-3 car parks	£5.36 a week
All long stay	£4.96 a week
All long and short stay	£4.92 a week

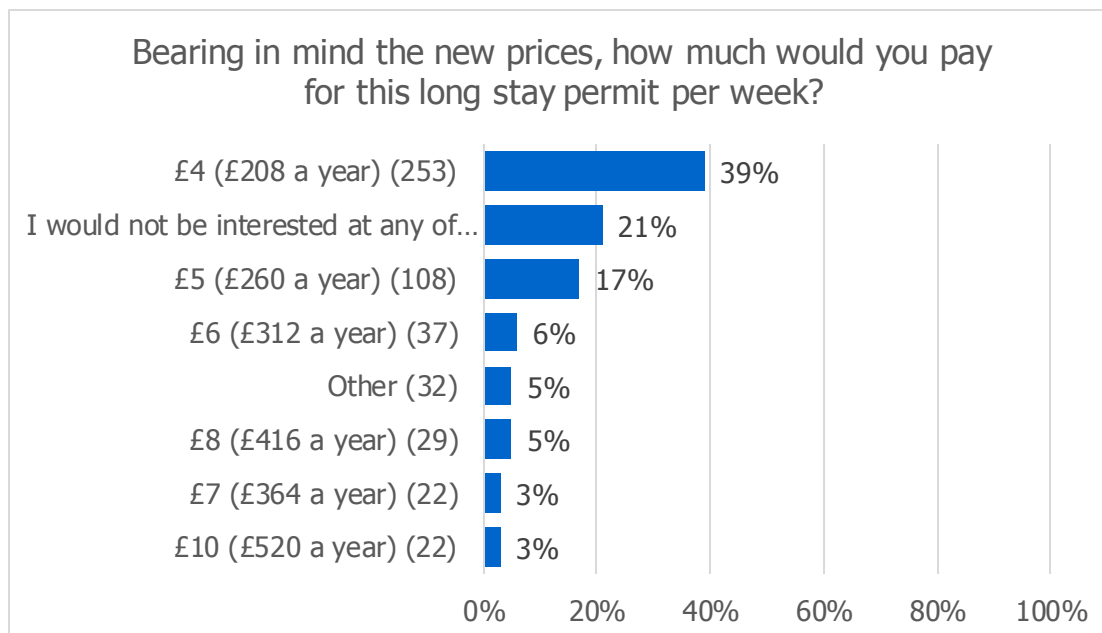
- Looking at respondents proposed use of the long stay permit, average price per week was calculated for work, leisure and parking near their own home. So, whilst people were possibly prepared to pay slightly more for parking for work and parking near one's home over leisure use, there was very little in it.

Proposed use	Average amount willing to pay
Work	£5.11 a week
Leisure	£4.82 a week
Parking near home	£5.14 a week

- 39% thought that a reasonable weekly cost for a long stay permit was £4, the lowest suggested. 20% thought that was too high and they weren't interested even at that level. A further 34% felt a figure between £5 and £10 was acceptable to them. The full overall results are shown in the table below.

Weekly charge	% selecting this weekly amount
£4	39%
£5	17%
£6	6%
£7	3%
£8	5%
£9	1%
£10	3%

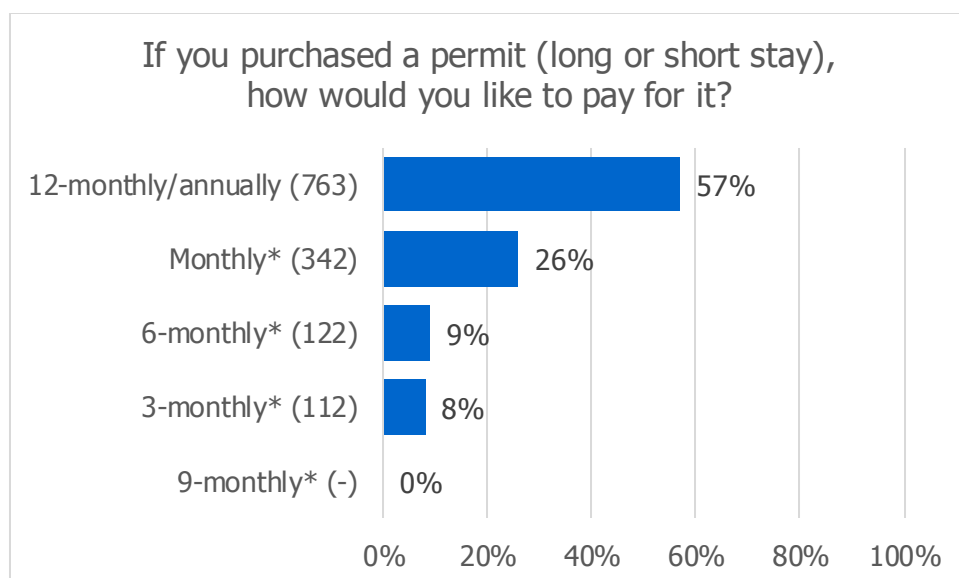
Other	5%
Not interested at any of these prices	21%



- Looking at low paid workers, they varied very little from the overall figures with 37% willing to pay £4 a week and 21% £5 a week. 17% were not interested at any of the suggested prices.
- Overall, 178 responded saying that they were disabled. Again, their responses varied very little from the overall figures in the table above. 35%, were willing to pay £4 a week and 20% £5 a week. 20% were not interested at any of the suggested prices.

Payment for Permits

- The overwhelming support was for paying for long and short stay permits on an annual basis, with 57% support. The second most popular way of paying was monthly with 26% of responses.



- Those only interested in a short stay permit were even more in favour of an annual payment, with 69% supporting this method.
- Those only interested in a long stay permit were fairly mixed between annual (41%) and monthly (38%)
- Low income workers were more in favour of a monthly payment (44%) than an annual payment (39%)

Overall Comments

There were 974 general comments with many relating to the overall parking fees and concerns about the proposed changes.

The table below shows the main issues raised particularly relating to potential permits. Aside from overall parking prices the next biggest issue was the importance of making permit prices affordable. There were 120 mentions of this particular issue, particularly from people interested in buying a short stay permit. Many existing Shopper Permits are bought by older people for convenience rather than money saving. They felt they would only pay a certain amount for that convenience. The third biggest issue raised was the very real concern that town centres had already been damaged by the general decline in retailing and changing shopping patterns brought about by COVID. Many felt the council had an important role, particularly at this point in time, to drive forward the recovery of high streets and were concerned that proposed changes would have the opposite effect.

Issue	Mentions
New parking fees are ridiculous/too high/ill considered	173

Increasing/high permit prices makes them unviable/ keep permits affordable to all	120
The result of this will be damage to town centres/high streets that must be helped at this difficult time	112
Support short stay permit idea	99
Other assorted issues	69
Carers/Wellbeing/disabled/blue badge issues	48
Negative effect on key workers, low paid workers, care workers etc	47
Cars will be displaced into residential areas causing issues	40
Detail of the management of permit and how permit is used	40
The old WDDC Shoppers Permit worked well/ was good value	36
Permits should be county-wide	27
Permit should be per household/ allow 2 cars on 1 permit	27
General moan about Dorset Council	25
Support for long stay permit	25
Permit for fishing/ sporting activities	22
Resident and on street residents scheme issues	21
Individual towns have too big a rise/no charging	17
There are other good/ better schemes elsewhere (e.g. New Forest)	14
Improve public transport/ sustainable options	14
Do local discount instead	11
Reciprocal arrangements needed with adjacent authorities	9
Should have an initial free period at the beginning of the day	8
Flexibility between long/short stay if one is full	8
Permit could help DC staff	7

Over use/ overcrowding issues	7
Payment type issues/spreading payments/	6
County wide permit not environmentally friendly	6

APPENDIX 2

Responses from Town and Parish Councils

Responses 1: Draft Proposed Charging Strategy

- **Sturminster Newton Town Council**

With reference to the recent 'Proposed Parking Charges Strategy Report' Sturminster Newton Town Council have the following comments in response:

We strongly object to any changes in the chargeable parking times at the Station Road car park. An agreement was secured to have the time for charges in the Station Road Car Park changed between 9am-3pm to allow parents to park at the beginning and end of the school day. This has been very successful in reducing the number of cars parking on Bridge Street by parents doing 'the school run' (you will appreciate that Bridge Street has very limited parking and can easily become a pinch point causing serious congestion throughout the Town.) To lose this free parking would be far from beneficial and would certainly cause negative feedback.

We feel street parking meters would cause more problems than they solve. We understand that street parking is often abused and causes disruption to residents, as we have brought this matter to the attention of our Highway officers when trying to address issues in problem areas of Town. We were advised that restrictions in one place push the problem elsewhere and would suggest such a response could also be applied in this instance.

Regarding parking in Market Place, we would respectfully point out that this is still used for the Monday market and is subject to market rights held by the Hinton St Mary Estate. Charging in this area would be extremely unpopular with businesses and residents alike, the area is well used by shoppers supporting local businesses rather than visiting out of Town supermarkets.

The loss of free parking on a Sunday is most regrettable as the North Dorset Trailway begins/ends in Sturminster Newton and is well used by families and walkers. Having free parking on a Sunday thus far has encouraged visitors to the Town, but with free parking in Shillingstone we would question why Trailway users would park in a chargeable car park at Sturminster Newton (or indeed Blandford). Out of area visitors often arrive by car with their Bicycles, something that is not easy in the limited space at Shillingstone car park, these people often visit the Town afterward for refreshment and to use the facilities.

Your report groups different Towns together to bring charging in all of them in line, these areas vary hugely even within each proposed level, and we are not alone in objecting to your 'one size fits all approach'.

We hope you will take these and other comments on board when finalising the Dorset Council proposal.

- **Upper Marshwood Vale Parish Council**

Having now read and discussed at length at this evenings Parish Council Meeting of the Upper Marshwood Vale Parish Council the Dorset Council Proposed Parking Charges Strategy Report by Elizabeth Murray Strategic Parking Project Manager of 21st June - it seems to the Parish Councillors that the people who regularly use the Long Stay Car Parks to go to work, and the residents from Rural Areas who have to use their car to go into town for shopping, medical / dental appointments etc, especially those on low wages, are the ones who are going to be penalised the most.

With the majority of car park charges doubling and according to Cllr Bryan's YouTube presentation car parking will be priced at a point where residents will find using public transport a cheaper option "more could use the bus" that's if there is a Bus Service, there are many Rural Areas that have a very limited service (some have one bus a week) or have no Bus Service at all - the Government did say that they were going to level up services for everyone, no matter where you live.

Cllr Ray Bryan also stated that buying a parking permit will negate the new charges "parking permits will help workers and locals from paying the increased charges" – but he did not give any indication as to the cost of these permits.

Dorset Council must revisit their pricing structure, making it affordable for the working population of Dorset and local shoppers to use the Car Parks, if this new pricing structure is - if this new car parking structure is going to work. It must NOT penalise residents, especially the young people who work part-time in 'seasonal jobs' one example is Lyme Regis where the long stay has already quadrupled from £2 to £8 & yes Lyme Regis TC (who own the Car Park) have a 'non residents permit' available for £400 per Annum which is fine for those who work the whole year but not for seasonal workers - Dorset needs to have a permit especially for seasonal workers, mainly our youngsters who are at University the rest of the year.

- **Sherborne Town Council**

Sherborne Town Council have previously responded to the consultation on this strategy, but felt that a further observation was necessary. Members were disappointed with the proposals and worried about the impact on the people of the town. According to the new strategy, the increase in the cost of parking in a car park in Sherborne would be double that of now and Members felt this unfair on workers in Sherborne who are on lower incomes as it would be a disproportionate amount to

pay. Members also felt that parking charges should not be increased so drastically at a time when all towns are endeavouring to encourage shoppers in to enliven and rejuvenate the High Streets. Members did not see the merit in reducing parking permits from 70 types to just 1, as it would seem impossible to have a single permit that would be appropriate for all occasions.

It was presumed that the increase in parking charges is driven by the need for Dorset Council to increase its income, so it was suggested that Dorset Council adopt a pilot policy making all car parks in Sherborne free to local residents, whilst increasing the local Council Tax by the amount that the parking fees would have generated. As parking charges and fines are a constant cause for debate and complaint, it would alleviate this problem.

- **Broadwindsor Group Parish**

Broadwindsor Group Parish Council has considered Dorset Council's Proposed Parking Charges Strategy of 21 June and it seems that the people who regularly use the Long Stay Car Parks to go to work, and the residents from rural areas who have to use their car to go into town for shopping, medical / dental appointments etc, especially those on low wages, are the ones who are going to be penalised the most.

With the majority of car park charges doubling and according to Councillor Bryan car parking will be priced at a point where residents will find using public transport a cheaper option - "more could use the bus" that's if there is a bus service, there are many rural areas that have a very limited service (some have one bus a week) or have no bus service at all - the Government did say that they were going to level up services for everyone, no matter where you live.

Councillor Ray Bryan also stated that buying a parking permit will negate the new charges "parking permits will help workers and locals from paying the increased charges" – but he did not give any indication as to the cost of these permits.

Dorset Council must revisit their pricing structure, making it affordable for the working population of Dorset and local shoppers to use the car parks, if this new pricing structure is implemented people will be parking on the streets, and if Dorset Council want us to use a Bus, they must provide them.

- **Loders Parish Council**

Comment 1:

Bridport is only beginning to emerge from challenging times caused by Covid. I think this is the wrong time to be discouraging shoppers from coming into the town by introducing horrendous parking charges. Bridport area is normally welcoming to outside visitors who can stop for a few hours to browse local shops and have lunch or visit galleries, cinema etc which has a positive result for local businesses and keeps the town open for business. This proposed strategy resulting in hefty parking

charges could undermine the delicate balance of our local economy. I would hate to think Dorset Council were using this as a local tax rise in disguise?

The environmental concerns that are being used as a reason for this may be important but there are also other equally important matters to consider. This is being hailed as an **effective** policy response but surely this is a very crude and over simplified response to a complicated problem which as usual will result in other undesirable consequences. Obesity and ill health is not just caused by sedentary lifestyles but surely parking up and walking round a high street is at least some form of exercise, as opposed to sitting at home because you cannot afford or wish to pay huge parking charges. It will result in those living in rural areas or the edge of town, who are put off by the parking charges, becoming more isolated. Where public transport is available, walking to catch a bus with a heavy bag in the pouring rain and freezing cold is not exactly a welcome prospect even amongst a healthier younger population let alone an older, more frail or vulnerable group. The inevitable ensuing mental health problems arising from this isolation and the feelings of exclusion from society is certainly not desirable.

Comment 2:

This strategy needs to be 'parked' for the foreseeable and at least until a better public transport system is put in place and technology has caught up with environmental demands.

Timing of parking charge increase is inappropriate given the pandemic and the immediate future is inherently uncertain.

Investment in and provision of alternative transport facilities, in particular bus services for rural parts of the county, must precede any increase in parking charges.

The shoehorning of towns and villages into three categories is inappropriate and inherently unfair. This categorisation does not take into account sufficiently the unique characteristics of each place resulting in unfair anomalies and some significant increases from current charges. A more sophisticated and subtle approach is needed.

Comment 3:

This "Strategy" is a blatant exploitation of the motorist and a money making ploy dressed up with "Strategy" waffle.

The increase from .40p to £1 for an hour at Bridport is extortionate.

Presumably the "on street" parking charges will be made via meters of some sort adding to pavement clutter plus installation cost, not to mention additional staff to

police it. This charge is also extortion considering most people only stop for a short time.

Comment 4:

I think the timing of these proposed parking charges changes is wrong, the Market town of Bridport has just gone through one of its most challenging times. Shops, restaurants and pubs are struggling to survive, if we wish to preserve the unique atmosphere of Bridport, we must be committed to helping business in any way we can. Increasing parking charges now does not feel we are being supportive. I think we should give the town a period of stability without changes for at least a year to recover.

The disparity between areas is not fair and therefore needs to be addressed but not now as it will only be adding to the challenges of running a business in these most difficult of times.

Bridport will be classified as level 2, if a Loders resident wants to go to town to shop followed by a meal the parking charge will be £4.00 for a five hour stay. The strategy of higher charges for on road parking is again not something I can support. Low cost and free parking in town is a real unique selling point for our businesses and again I repeat now is not the right time to change anything. On road parking is a huge benefit if you just want to pop in for a specific item i.e., Chemist or Post Office and will only be parking for a few minutes.

In the conclusion paragraph Dorset Council says its goal is to reduce the carbon footprint and on the first paragraph on page 4 it states It Intends to be priced at a point that customers will choose to use active or green forms of travel rather than driving. I think both statements are very short-sighted. Dorset Council does not yet have a strategy for the introduction of green forms of travel and the elderly residents of Loders have no choice but to use cars or taxis. So, I think this is cart before the horse, when the residents of Loders have an affordable green alternative then I would support the reduction of the carbon footprint.

I would propose Dorset Council concentrates over the next year on providing alternative forms of transport for the villages and postpones the implementation of parking charges changes.

Comment 5:

Effective policy responses to the Climate & Ecological Emergency will impact us all. In particular, effective policies are likely to encourage travel by public transport rather than private car.

Dorset Council Local Plan section 6.7 The Transport Network (page 238) states;

6.7.1. Dorset is a largely rural area with a dispersed population and with mostly poor public transport. The car continues to be the main mode of transport for most people, enabling them to access work, education, leisure and shopping opportunities. People in rural areas without access to a private car often find it more difficult to meet their

daily needs. However, the high level of car use is a significant contributory factor in some of the major environmental and public health challenges of our time.

6.7.2. Transport is the biggest carbon-emitting sector in Dorset, contributing around 40% of the total carbon emissions. Emissions from transport further contribute to poor air quality, and sedentary lifestyles are associated with rises in obesity, heart disease, diabetes and other chronic conditions.

Increased car park charges will encourage residents to transfer from car to bus as well as contribute essential funds to improve public transport. Improved public transport will be an important boon for those without access to a car; in particular the young and the old.

Funds raised by increased car park charges are likely to be complemented by central government grants to local government for bus investment. See Guidance for 'Bus back better' a long-term strategy for

buses: <https://www.gov.uk/government/publications/bus-back-better> which states; *"In February 2020, the Prime Minister announced that bus services across the country would be transformed with simpler fares, thousands of new buses, improved routes and higher frequencies. This national strategy sets out the vision and opportunity to deliver better bus services for passengers across England, through ambitious and far-reaching reform of how services are planned and delivered."*

Finally, the inclusion of permits in Dorset Council's plans for increasing car park charges will be a useful option to provide cheaper parking for local residents who need to continue to use car parks regularly.

- **Dorchester Town Council**

1. This is not the time to be increasing any car parking charges in Town Centres when businesses have been so badly hit by the pandemic and the future is so uncertain. Many charges propose increases of 50%, which is far, far too high.

2. Increases in all day charges will force worker parking out into residential areas exacerbating existing problems. Residential streets in Dorchester will be effected more significantly than other Towns such as Weymouth that have resident parking schemes in place in most of the streets that are within a 15 minute walk to the Town Centre.

3. The proposed level structure is not supported. Each town has different needs and priorities – and even within a town, different car parks would benefit from different pricing strategies.

4. There is still a need for designated long and short stay car parks - short stay parking is essential to make Town Centres accessible for shoppers and those visiting businesses or attending appointments.

5. The on-street charging strategy is welcomed in principle, encouraging cars into car parks so that spaces are available for 'quick pop in'

6. Payment Machines need updating so that they can take coins, cards, contactless or pay by phone. The machines need to be accessible to people with disabilities. Previous machines have been the wrong height and the buttons have been too small.

7. Maintenance, repairs and lighting updates need to be scheduled to make the car parks accessible and attractive.

8. PERMITS - Some rationalisation would be acceptable, but more detail is required before the Town Council can comment fully. The Dorchester Shoppers Permit is popular and works well. We would like to keep it.

9. Fair Field Car Park –The short stay car park charges that are applied on a Wednesday need to be applied on a Sunday.

- **Broadmayne Parish Council**

1. Broadmayne Parish Council welcomes the proposal to try to make parking charges consistent across the county, whilst still recognising the difference between coastal and rural locations.

2. The Strategy outlines the need to replace the current 76 different car park permits across Dorset Council area with one new 'Dorset Car Park Permit'. Whilst listing the eligibility criteria for a permit no indication is given of costs but merely a statement that market research is being done into the cost and offer of the permit. The charges for Dorchester car parks will see an increase under this proposal and Broadmayne Parish Council finds it difficult to see how to respond to the consultation without knowing the cost of the parking permit. Dorchester serves a large rural area and much of the area is not well served by public transport and therefore many residents visiting the town have no option but to drive. For the sake of Dorchester businesses and rural residents, people must not be put off visiting their market town by either lack of available parking or by its cost.

3. We would however make the following points in respect of the charging regime:

- The cost of level 2 permits (retail destinations) should be towards the affordable end of the range indicated in the survey in order to help regeneration of the high street.
- The cost of level 3 permits (tourist areas) should be affordable for Dorset residents.
- Fees for parking low carbon vehicles (electric / hydrogen etc) should be nil or nominal unless recharge facilities are in place. We recognise that the continuing and accelerating trend towards low carbon vehicles would mean an increasing negative impact on revenue, but we are concerned that parking policy is being developed in isolation and solely as a source of revenue rather than strategically in a post-Covid high street and carbon-challenged world.

4. On-street charges are higher than car park charges on the basis that this helps to keep town centres clear of traffic supporting the safety of pedestrians and cyclists. This seems half-hearted, only one car has to be parked in the middle of a line of on-street parking and the obstacle for cyclists and pedestrians is still there. On-street parking should be at the same rate as the car parks if it is available, or removed altogether if the intention is to deter parking on the streets.

5. There is no mention in the Strategy of Residents Parking Permits. The proposed increases, both in the car parks and on-street, are likely to push traffic further into the residential areas that are currently free of parking zones and is likely to create more problems for the residents of Dorchester. Residents with no parking space on their property should be able to park relatively close to home at a reasonable rate.
6. Cash payment machines should be phased out but all new machines should continue to have a card option so that users are not reliant on payment via an App. Apps are not accessible to everyone and are reliant on having a charged phone and a reliable signal.

- **Swanage Town Council**

Please find below the response from Swanage Town Council in relation to Dorset Council's Proposed Parking Charges Strategy Report dated June 2021:

Comments/recommendations:

- Station Road, Swanage (shops) - Level 2 tariff.
- Shore Road, Swanage (beach) – Level 3 tariff.
- Station Road – 15 minute period to remain.
- Station Road – Maximum stay 1 hour.
- Station Road – no objection to the increase of charges, if at Level 2 tariff.
- Shore Road – no objection to level 3 or charges.
- Request for clarification over the operating times for charge period e.g. 8 a.m. – 6 p.m.

Extract from a meeting of the Car Parks Working Party held on 9th July 2021:

It was noted that the on-street car parking areas affected by the proposal in Swanage are Shore Road, a beach area, and Station Road, shops.

Councillors noted that the tariff for Weymouth had been separated into level 2, shops, and level 3, beach, and councillors strongly object to the two different areas of Swanage sitting under level 3.

The 'one level' approach for Swanage, was strongly opposed by those in attendance, and via email from other councillors, and all wished to express that the town was not merely a tourist destination. It was widely felt that the businesses operating in Station Road should be acknowledged and supported, especially during a time of recovery.

Councillors stated they would be opposed to the removal of the 15 minute tariff in Station Road as they felt this would be detrimental to businesses, and inconvenient to shoppers wanting a short trip to shops. They would also like to see the maximum stay period limited to one hour.

Councillors had no opposition to the increase in charges, at level 2 tariff for Station Road, however, did request some clarity over the operating times that the charges would be implemented e.g. 8 a.m. to 6 p.m.

There was no opposition to the changes to tariffs proposed for Shore Road.

- **Chideock Parish Council**

The comments below are in relation to the proposals for Bridport.

1. The significant increase in the cost of 1 hour's parking (and removal of the 20 minute rate) penalises local shoppers who are "popping" into Bridport for a specific purpose.
2. The 114% increase to the daily rate penalises locals, who, because of ever decreasing (in some cases non-existent) bus services, have to travel to work by car 5 or even 6 days a week. Given that many jobs only pay the minimum wage this is an unacceptable additional expense.
3. The consultation document claims that car parks will be priced so that customers will find using public transport a better option. However, this implies that there is a **reliable** and **frequent** bus service in place, which is far from the case in rural parts of Dorset.
4. **Many West Dorset villages do not have a bus service** at all so this pricing structure penalises locals because the only way for them to get out of their village to shop, visit a doctor, dentist, hospital, library, etc is by car.
5. In the YouTube feature Ray Bryan states that buying a parking permit will negate the new charges - "parking permits will help workers and locals from paying the increased charges." However there is no indication anywhere as to the cost of the new parking permits or what hours they cover. Surely this consultation should have given this information?
6. The current costs for long stay season tickets in Bridport are level 4 at £500.00 per year and level 5 (allowing use in any long stay car park in West Dorset) at £720.00 per year. I.e. £9.62 / £13.85 per week. Will the new tickets be at a comparable price?
7. The introduction of parking meters to Bridport
 - a) will further disadvantage people who are "popping" into Bridport for a specific purpose.
 - b) is unlikely to help to keep the town centre clear of traffic as the majority of Bridport's car parks are accessed from the "town centre".
8. Please publish the projected overall costs, for Bridport, of installing, maintaining and emptying the proposed meters; counting and banking money collected; employing additional parking enforcement officers; etc versus the projected income.

9. What is any surplus money from parking used for currently?

10. Finally, Chideock Parish Council asks what the additional money collected under the proposed charging structure will be spent on, and reminds you of Section 55 of the Road Traffic Regulation Act, 1984: -

The purposes referred to in subsection (2) above are the following, that is to say—

- a) the making good to the general fund of any amount charged to that fund (to make good any deficit in the SPA) in the 4 years immediately preceding the financial year in question;
- b) meeting all or any part of the cost of the provision and maintenance by the local authority of off-street parking accommodation, whether in the open or under cover;
- c) the making to other local authorities or to other persons of contributions towards the cost of the provision and maintenance by them, in the area of the local authority or elsewhere, of off-street parking accommodation, whether in the open or under cover;
- d) if it appears to the local authority that the provision in their area of further off-street parking accommodation is unnecessary or undesirable, the following purposes—
 - i. meeting costs incurred, whether by the local authority or by some other person, in the provision or operation of, or of facilities for public passenger transport services,
 - ii. the purposes of a highway or road improvement project in the local authority's area,
 - iii. in the case of a London authority, meeting costs incurred by the authority in respect of the maintenance of roads maintained at the public expense by them,
 - iv. the purposes of environmental improvement in the local authority's area,
 - v. in the case of such local authorities as may be prescribed, any other purposes for which the authority may lawfully incur expenditure;

- **Corfe Castle Parish Council**

Please find below Corfe Castle Parish Council's review to the charging strategy.

1. Corfe Castle Parish Council believe that the charging strategy needs to have a more local approach, taking into account local needs, which may include more bands within the scheme to allow for certain situations. The scheme should be tailored to the local communities rather than trying to fit all local communities into 3 bands.

2. Corfe Castle Parish Council request the changes already agree to be carried out in West Street Corfe Castle by the square with regards to “no loading” be carried out as soon as possible
3. Corfe Castle Parish Council request a token scheme be introduced for patients for the doctor’s surgery
4. Corfe Castle Parish Council request urgent action be taken to complete the Norden to Corfe Castle path / cycle path so that long stay parking at Purbeck Park is a safe viable option.
5. Corfe Castle Parish Council request the charges at Purbeck park NOT be changed, unless it is incorporates a ticket with either the Swanage Railway or More Bus
6. Corfe Castle Parish Council request to have more information on the residents permit scheme so that an informed discussion and further comments can be made.

- **Bradpole Parish Council**

It makes sense for Dorset Council to standardise prices and have a uniform pricing strategy across the Dorset Council area and the three-tier pricing system seems sensible (anymore tiers would be confusing) although there may be different charges in the BCP area which might be confusing for visitors.

The suggested pricing levels seem to make sense and whilst people will complain about any price increases the suggested price levels seem fair and about right going forward. There is, however, the danger that higher prices will push visitors to park on nearby residential streets. If the intention is to "encourage" the use of car parks rather than on-street parking at least in Bridport there would seem to be insufficient capacity particularly in the summer months.

Of concern is how much charges will rise in particular car parks. The strategy does not list current charges. A recommendation would be that the new charges should be phased in so that no increase can be more than say 20% in any year.

It is unfortunate that the parking permit pricing is still to be determined despite earlier consultations, this should be considered alongside the proposed charging levels. Sensibly priced parking permits for Dorset residents are important in supporting local businesses, community gatherings and the vitality of town centres. The permits are useful for those people that use the car parks regularly for shopping and also for overnight parking.

A final comment relates to the car park phone payments system. On days when the car park is free, the app does not tell you this and will still charge you, this needs to be looked at.

- **Bryanston Parish Council**

Blandford services the needs of the town and extensive local area. It has a low average income and a large proportion of aging residents dependent on medical and dispensing services. There are at least 12 empty retail outlets with most of the remaining outlets providing for areas not readily available online. These outlets are heavily dependent on footfall and have suffered during the pandemic. To rebuild the town centre, footfall will have to increase beyond pre-pandemic numbers.

Many residents of the area are dependent on the car for access to the town with its chemists, banks and food shopping. An aging population cannot walk, cycle or carry heavy shopping. Increased parking charges will lead towards the use of out-of-town supermarkets with free parking and on-street charges will put further pressure on residential neighbourhoods. The proposed increased charges will add an extra burden on the vulnerable members of the population, decrease footfall in the town centre and cause further decline.

There is a strong case for making the first 30mins of town centre parking free and decreasing charges for the first 2 hours. Towns adopting this attitude have shown an increase in the use of local shops and the local hospitality industry. There is an opportunity to copy the marked success of towns such as Stockbridge in Hampshire and Steyning in Sussex which have attracted thriving retail outlets and have become a realistic “Hub” for the local area. They attract substantial numbers of visitors. If Blandford is to achieve the “Hub” status as outlined in the DCC Local Plan, free or cheap parking will be essential to its success.

Whilst it is obvious that DCC is viewing parking as revenue producing, it needs to take into account the loss of Business rates for the first 3 mths of a closed retail outlet and the long-term advantages of a thriving business community. This is dependent on the town being an attractive area for customers and a destination for new service providers.

It is the opinion of Bryanston Parish Council that the Proposed Car Parking Strategy does not take into account local needs and will be detrimental to the future of Blandford.

- **Charmouth Parish Council**

The Committee unanimously felt that it would be totally unsuitable to introduce the proposed summer charges for the Charmouth Car Park.

It was felt that it would unfairly impact on local residents who might use the car park. It would also discourage tourists from parking there as other beach car parks are cheaper. When the beach car parks are full, because of the proposed increase in charges, visitors will try and park in side roads causing congestion, risks to pedestrians and inconvenience to the local residents.

We would urgently ask you to reconsider your plans to have summer parking charges in Charmouth.

- **Verwood Town Council**

1. Verwood is not comparable to the other towns in level 1. We have a sizeable population but in comparison to the other towns of Ferndown, Beaminster, Charminster, Gillingham, Sturminster Newtown and West Bexington our high street is small and much less vibrant.

2. The standardization of parking charges across Dorset is understandable due to the new unitary authority.

3. We are concerned on the effect on businesses in Verwood and that people here only pop into the shops and do not stay long anyway. The Potters Wheel Car Park is used by many elderly residents, due to health mobility issues, who visit the café's which are a lifeline for them to meet other people and is good for their mental health. They will not be able to just walk into the town centre instead. Therefore, if charges are forthcoming, we feel that the first two hours should be free.

4. Many residents use their cars as the bus service in the parish is hourly which may involve a simple errand being transformed into a lengthy wait for the bus home. There is no bus service on the C2 east of Three Legged Cross. The introduction of parking charges should be supplemented by an improved bus service.

5. The Hub is a central focal point for the Verwood community. Those wishing to subscribe to the Gym etc, some medical events or to attend films may decide not to support The Hub which could affect the current financial situation of The Hub. Consideration should be given to incorporate free parking for users.

6. We feel that the car park at the Doctors Surgery on Station Road should remain free of charge.

7. There is concern that parking in side streets may happen due to charging. The streets are already busy anyway.

8. Public car parks should have investment now in car charging points for electric vehicles for the future, the Potters Wheel have such points now.

9. Consideration should be given if charges do apply for free parking between 6pm and 6am.

10. If charging is to be put in place, then card or phone-app payments are needed immediately for all car parks due to the cashless society but cash transactions should also be available.

11. If charges are to be brought in then they should be phased in over a period of time. There never have been charges here so an immediate introduction at a high level (as proposed) will be likely to have a significant impact on the usage of the Town Centre.

12. When considering the Dorset Local Plan that was recently consulted on, and the push to improve and use local town centres, the introduction of parking charges seems contrary to that aim.

CONCLUSION

Overall the Town Council feel that parking charges should not be made in Verwood, as it will be detrimental to the town centre and the elder residents with mobility issues but if charges are introduced then the first two hours should be free.

PARKING PERMITS.

1. The standardization of permit charges would be welcome as it allows consistency across the authority.

2. Concern is raised, as in our comments regarding charging, that there may be an increase in side street parking.

3. What terms of permit will be given? Short/Long term (for shoppers/workers)

4. Where will the Parking Permits be able to be used, the whole of Dorset or just East Dorset/North Dorset/West Dorset? Many of our Verwood residents visit Ringwood as the nearest town where this parking permit would not be valid.

5. We would recommend that two permits are prepared, one to cover the local area, to include Ferndown/Wimborne etc as that would cover trips that are already being undertaken. It is considered that it would be more acceptable if charges were to be paid, that this included parking in other towns not just Verwood. The Second permit could be a full Dorset Wide permit for those that want it.

CONCLUSION

Overall, the Town Council feel that a parking permit for just Verwood would not benefit any of our residents. However, if the parking permit covered the whole of Dorset or at least East Dorset area this would be more appropriate.

- **Litton Cheney Parish Clerk**

4.1 tiers 1 and 2 seem reasonable, however, the Parish Council fails to understand why West Bay is included in the same tier as Weymouth & Lyme Regis. The PC feels that families wishing to spend a whole day on the beach currently visit West Bay because it is cheap to park there. Faced with the same charge at any seaside location, they are likely to go to locations with sandy beaches and more facilities such as Weymouth or Lyme Regis, negatively impacting businesses at West Bay.

4.2 Tier 3 high season charges after 2-3 hours are too high and will put people off. The impact of this will be

- to encourage on-street parking beyond the charged for area
- irresponsible parking on private land
- visitors staying for shorter periods
- those with National Trust membership will switch to one of the numerous NT car parks along the coast, particularly those using car parks to access the coast paths.

All of which will affect local businesses already struggling with the impact of COVID

4.3 Whilst the PC understands the consultation on car park permits is a separate consultation by parking services, the 2 are intrinsically linked from residents' perspectives: the impact of car park charges will depend on the cost and benefits of permits. The PC therefore expects both services to collaborate closely to ensure that the needs of different types of users are met (workers - both full time and those who work limited days per week; carers who visit multiple locations; residents where parking is restricted or charged for; as well as casual users who use car parks occasionally). Any charge made to cover administration of issuing permits should be kept to a minimum or subsidised from car park revenue: this is especially the case for multiple car households. Many workers are low paid and have no alternative to using cars for work. High parking and/or permit costs will cause significant hardship and impact on retail and hospitality industries, which already face significant recruitment problems.

4.4 With regard to charging for on street parking, careful consideration should be given before extending charges to areas not currently covered. This would mean residents not currently requiring permits would in future require them at an additional cost to their household. What criteria will be used to determine where on street parking charges should be introduced? The PC is concerned that any extension of on street parking charges would push parking further out, away from beaches etc.

5. The PC agrees that the parking service should be self-funding, but feel there is a risk that too high charges could reduce overall income by driving users away from public car parks

- **Wimborne Minster Town Council**

The Council was minded to support the proposals within the draft Strategy and agreed that it did not appear to affect Wimborne Minster residents unduly.

- **Shaftesbury Town Council**

Shaftesbury Town Council fully supports the response that Shaftesbury Chamber of Commerce submits.

Along with these following points;

- Shaftesbury should be put in the same category as Gillingham, currently the strategy puts Shaftesbury at a considerable disadvantage. Shaftesbury is also rural, with less population and fewer shops than Gillingham.
- Due to specific parking issues in individual towns, the committee disagrees that a 'blanket policy' is appropriate to enforce across Dorset.
- Shaftesbury has parking issues already due to the loss of 140 parking spaces when the Cattle Market was sold.

- **Portland Town Council**

Portland Town Council would like to make the following response to the proposed Parking Charges Strategy.

Portland Town Council feel that the proposal to have a possible charge of £10 per day, in Level 3, would be excessive. The increase in charges generally could have a detrimental, financial effect on local residents and dog walkers.

- **Corscombe, Halstock and District Parish Council (CHDPC)**

I understand and accept the need to undertake a county wide car park review and for Dorset Council to develop fair charging options. Car parking charges are a relatively easy way to raise funds but there is a much bigger picture to consider than appears in the above report. There is clearly a relationship between car park capacity/charges and spend in shops/cafes etc and it is in everyone's interest to get that balance right so that we have a thriving local economy. One of my main concerns has been the proposal to **more than double** the price of car parking without any commentary from "business" on that impact. These proposals were also done against the backdrop of the potential withdrawal of permits, such as Shoppers Permit which would impact these businesses even more. I have listed some of my specific concerns below:-

Impact on Rural Communities

As you know, there is little and, in many cases, no public transport in rural villages. Residents in these areas are heavily reliant upon their cars (and, therefore, parking). Residents inform me that when they go to pick up their medication, as an example, they will take the opportunity to visit the local shops. This footfall will be important to those businesses. Raising the fees for an hourly visit to Beaminster from 30p to 70p, with planned annual reviews (ie price increases), is likely to have a detrimental effect. What discussion has taken place with the businesses of

Beaminster? Nobody wants to see businesses close due to loss of footfall - so these discussions are essential. Residents also need to visit medical facilities where car parking has to be paid for. This level of increase could put some off from making these medical visits.

My personal suggestion would be that a more modest increase is proposed for the year 2022 - eg 40p for the hourly rate and that work is done with the local chambers of commerce and businesses to assess the impact. This would enable an optimum rate to be determined for the following year. All level 1 towns could work together on this. I would also query the point of introducing a 30 minute rate?

Surely the point is to optimise car park throughput and visits to local shops (doctors etc)? This cannot be done in 30 minutes. This is why the 1 and 2 hourly rates are critical to get right.

Impact on Towns

Bridport is quite a unique town with a theatre, cinema and many independent traders. I feel that not only should the businesses of Bridport have a clear voice in the above report, but that the Portas Review (decline of the High St) should have also been referenced. The cost of car parking was a key consideration in the Portas Review. I note from the strategy report that "on street charges are higher than car park charges to encourage drivers in the car parks". I believe that is fine as a principle, but what work has been done to ensure car parks have sufficient capacity?

Rope Walks car park was mentioned among some of the Stakeholder Group members, specifically concern that it may become a development site. Whilst the development proposals themselves would be out of scope of the car park report, the risk of loss of car parking to a busy town such as Bridport, is an issue and again I feel that at least a statement about maintaining capacity should be included in the strategy report as well as an understanding about how close Bridport is to reaching capacity?

Permits

I completely accept the need to reorganise permits. The proposed Dorset Car Park permit will be particularly useful for those working in towns, particularly if they were offered on a household basis. The cost of £186 per annum seems high. Have checked with friends in Hampshire, they pay £120 pa. How has £186 been calculated? This type of permit would not represent good value for those who shop in towns once per week or fortnight.

An updated Shoppers Permit would be more suitable and would help to maintain footfall for retailers.

Comments from others:

CHDPC - taken from minutes of meeting dated 28th June 2021

Resolved: *this Council expresses its concern about the financial impact of these parking fee rises on local traders and its parishioners.*

Residents

Being a local resident and living in a village where having a car is vital I would be very upset if the Beaminster annual parking permit was either discontinued or increased in price significantly.

I understand that prices will have to rise just as everything else is but having the annual parking permit at a reasonable cost is such a necessity. It means that I can “pop” down to Beaminster to do my shopping and not have to have a purse full of cash. At the moment it is 2 hours per day which gives enough time to do my shopping in the wonderful range of food shops and also a quick coffee.

My concern is that I work at Dorset County Hospital, notorious for lack of parking for both staff and visitors. As a staff member it is extremely rare that I manage to get a space on site, therefore I park in nearby residential streets.

Firstly the street parking charges appear to be a max of 1.5 hours so perhaps this is for streets where parking meters are currently, or do they propose to put parking meters in many more streets?

With regard to annual permits would this be valid in any car park in Dorset? It appears to be non-transferable in a household with more than one car? A suggestion could be one permit per household but at a lower price than that proposed or have a system similar to the National Trust whereby you scan the card / permit (NT members then get free parking) , but by scanning the card Dorset County council could then charge a lower rate for residents.

The proposal penalises those of us who live in rural communities with no public transport. DCC continue to cut back on public transport making the elderly in particular more isolated than ever. The hospital encourages staff to cycle or use public transport to get to work. This is impossible for many.

Already our high streets are becoming like ghost towns. Independent traders rely heavily on local support. This will be another nail in the coffin. This is a useful article discussing the correlation of car park charges and footfall on the high street:

https://www.britishparking.co.uk/write/documents/re-thinking_car_parking.pdf

- **Blandford St Mary Parish Council**

1. The Parish Council is curious to know what is the balance of “gross cost in use” against income? GCIU being the cost of the parking wardens incl total employment cost and their management, the parking ticket machines inc maintenance, the cost of signage and upkeep, comms and power interface, admin of penalty notices inc legal support.
2. The proposed level 2 charges in our area are not particularly unreasonable. However I think there is little support for local shops in particular and encouragement for local shopping in general.

Responses 2: Final Proposed Charging Strategy

- **Blandford Forum Town Council**

Proposed Parking Charging Strategy

Blandford Forum Town Council (BFTC) would like to thank the Dorset Council again for the opportunity to comment on the Proposed Parking Charging Strategy for the Dorset Council area. A working group has reviewed their previous response and would like to reiterate it, with a few additions.

BFTC notes the latest consultation document dated August 2021. Since the document has been presented in full, with some changes to original proposals and the addition in detail of the proposed permit schemes, BFTC re-presents its response with the addition of specific comments on the permit schemes. We note that there has been no change to the levels, particularly in regard to Gillingham which seem to ill fit the criteria, as laid out in the document, for a Level 1 settlement. A point also raised by Shaftesbury Town Council in their previous response. Since no further justification has been offered, BFTC, whilst acknowledging the hard work and difficulties on drawing up the draft proposals, nevertheless, reiterates this point in full below.

Proposed Parking Charging Strategy

BFTC welcomes the rationalisation of car-parking charges into three tiers; we believe that this is proportionate and fair, reflecting the various environments of Dorset. The charges themselves, with the varying seasonal tariffs, are fair and also reflect the diversity of Dorset, with perhaps, the exception of long-stay charges.

However, we do query the inclusion of Gillingham in Tier 1. The estimated population of Gillingham in 2018 was 11,792 and that of Blandford Forum 10,992.¹

By population criteria alone, Gillingham should not be regarded as a 'smaller and more rural' settlement. Whilst we acknowledge that Blandford Forum is the principal service centre for our area of Dorset, with a large hinterland, Gillingham should also be regarded as the principal service town for its area with an equally extensive hinterland, there being little difference between the comparison and service shopping facilities in both towns (Carter Jonas 2017).

¹ Source: <https://mapping.dorsetcouncil.gov.uk/statistics-and-insights/AreaProfiles/Town/gillingham> and <https://mapping.dorsetcouncil.gov.uk/statistics-and-insights/AreaProfiles/Parish/blandford-forum-and-langton-long-blandford>

In addition, Gillingham has a mainline rail connection similar to Wareham (Tier 2). Shaftesbury (Tier 2) is smaller in population to both Blandford Forum and Gillingham (just under 9000) with a slightly smaller convenience and service provision.

We respectfully request that the criteria by which this apparent anomaly in the tiering was arrived at, be reviewed.

BFTC Specific response to suggested Parking Permits' scheme

BFTC also welcomes the rationalisation of parking permits across the county. We acknowledge the difficulties of how permits might be used in areas with varying seasonal tariffs, and we welcome the commonality of time allowed in the car parks for both types of permit holders regardless of tiering and seasonal car-parking rates. This we believe will not only avoid confusion, but would be fair and an incentive, perhaps, for Dorset residents to invest in a parking permit.

However, we question the minimum term of six months and see no logical reason why this has to happen. People's job roles change at short notice, often in a much shorter term than six months. This may also involve a move out of Dorset. Giving one months' notice would, we feel, be more appropriate.

BFTC seeks clarity on the 'Live Work Play permit' Will retirees, councillors and voluntary sector workers also be allowed to participate in the scheme?

We also request that DC look carefully at the possibility of amending the permit scheme to allow families to use one permit on more than one car. We feel that if there are two or more people in one family each with a vehicle that this would be on over burdensome cost and a disincentive to purchase a permit. We suggest either a family permit or record two number plates on one permit.

We believe that the on-street parking charges, the commercial vehicles and motor caravan bays are also fair and proportional.

BFTC understands the desire to incentivise Dorset residents with an annual fee for permits but we see no reason to penalise anyone for paying monthly over yearly as the costs of Direct Debit payments are tiny. This seems overly burdensome and will disadvantage low-income families who, if they wish to participate in the scheme, will pay £300 over the course of a year. The burden again falls disproportionately on those least able to pay the annual charges. We cite the example of council tax where residents can pay monthly, quarterly, six monthly or annually.

Town Centre Parking

BFTC agrees with the policy to reduce the number of cars in town centres and would ask the Dorset Council Parking Services to fully support Blandford Forum's desire to eventually explore the possibility of using half of the Market Place to enable the instigation of a cafe culture, and other cultural activities, similar to Wimborne's. This will support the stated aim of: *'keep(ing) town centres clear of traffic and thus support(ing) the safety of pedestrians and cyclists'*.

BFTC believes that supporting this policy will also help to reduce pollution in Blandford Forum's town centre and increase footfall thereby helping to invigorate our town.

Sunday Charging

BFTC remains implacably opposed to car parking charges levied on a Sunday.

Casual observation of the paying car parks in Blandford, on a Sunday, reveals little use, with town centre residents with no parking on their properties or in the immediate street, (often poorer members of our community) preferring to park on *nearby* residential roads rather than pay the charges. This cannot be economically viable for Dorset Council. It will inevitably lead to more congestion on narrow streets with the concomitant of increase pollution.

Visitors to churches are now forced to pay charges, deterring potential worshippers. This may be alleviated somewhat by the permit scheme, but the cost still falls disproportionately on those least able to afford it.

Whilst we recognise the importance of raising revenues through car parking, ideally we should like to see the complete removal of Sunday parking charges from all but the in-season tourist areas.

Although again alleviated by the permit scheme, the sudden increase of approximately 300% on the current charges in Blandford Forum for long-stay parking, on a daily basis, will only increase the pressure on residential streets and will act as a disincentive to use the car parks. There will inevitably be an increase in street pollution from the overall increase in *residential* on-street parking and whilst residents search for ever-decreasing parking spaces. This would appear self-evident.

We would respectfully ask that the all-day levy, with a leap of over 300% on current charges be urgently reviewed, with a view to reduction to a more modest increase *perhaps stepped annually to avoid the sudden large increase*. This will, we believe, help both the residents who wish to park and to ensure income for car parking. Perhaps a similar levy to park and ride schemes could be considered?

Long-term, BFTC respectfully requests that the policy of charging for car-parking on a Sunday in off-coast/tourist hot-spots car parks be judged against objective evidence on the efficacy of the policy and the negative impact on communities.

- **South Tarrant Valley Parish Council**

Thank you for the opportunity to comment on the Proposed Parking Charging Strategy report. South Tarrant Valley Grouped Parish Councillors wish to submit the following:

Whilst Dorset Council's desire to have consistency of charging across its car parks is appreciated, the reality is that most residents will pay more than currently. Two examples:

- Long stay in Wimborne e.g. Allenvie car parks. Currently 70p for 2 hours. Proposed £1.50 for 2 hours; + 114%

- Stour Meadows Blandford. Currently Free all day. Proposed £1.50 for 2 hours.

So while Dorset Council suggest their proposals are designed to be fair to local residents, the reality most people will pay more than they do now. This will have a knock on affect on businesses if people decide not visit the towns as regularly as they do now.

In addition, the last time charges were imposed at Stour Meadows, nobody used it and parked, instead, on all the approach roads or in Tesco. This will happen again unless approach roads have double yellow lines painted or pay machines installed.

However, it would seem Dorset Council are out of touch with reality and continue to misjudge the situation. If there is a desire for town centres to succeed, it is felt the charges to visit the towns will be unhelpful.

Finally, there is a general feeling costs are increasing everywhere. Council tax rose by 5% but residents appear to get little for it. This North Dorset rural area's Parish Council consider it is time some positive benefits are seen for our ever increasing expenditure post the creation of Dorset Council.

- **Bryanston Parish Council**

Blandford Parish Council would like to stress their extreme disappointment at your latest Parking Strategy.

Whilst the proposals might be acceptable in an urban situation with reasonable public transport, they do not meet the requirements of the rural area with dependence on small towns (with extensive local village populations) and virtually no public transport.

Anything which deters residents and visitors from shopping locally and using the hospitality industry will lead to a further decline in town centres at a time when there is an urgent need to reverse this trend. Already towns are losing service industries such as Banks, Building Societies etc.

The argument that these Proposals lead to lower car use and help with climate change does not hold water. These charges encourage people to use out of town retailers with free parking which increases car use. Moreover, with the decline in services car use will increase exponentially as customers have to travel longer distances to larger towns.

A comparison with your proposed Parking permits with New Forest District Council reveals the following:

NFDC:

Annual Short stay £25 – up to 3 hours parking in all town and village car parks except coastal areas.

Annual Long Stay £120 – up to 20 hours parking per visit (depending on car park limits) **in all towns.**

These permits can be used as often as needed, are transferable between cars and are open to non-residents.

DCC:

Annual Short stay £78 – up to 2 hours parking in limited areas

Long Stay £260 – for most DCC car parks, **non-transferable and limited to residents only**

NFDC towns are thriving. DCC towns are declining.

In summary:

The DCC proposals do not meet the needs of residents, visitors and small towns.

They penalise Rural areas and low-income families.

They will increase car use and do not meet climate change objectives.

They do not conform with “best practice” for regeneration (see NFDC)

They do not meet the needs of small businesses and the and the independent hospitality sector

They prioritise short term income generation over a sustainable long term financial future

As a new Unitary Council, it would appear that income generation takes priority over the needs of residents. We can only hope that a complete rethink over Parking will be undertaken, accepting that this short-term policy is damaging to the county. A long-term policy of regeneration is urgently needed and we urge DCC to make this its priority. It is the opinion of Bryanston PC that failure to address the problems already obvious in Blandford+ and pursuing a Parking Strategy which further exacerbates the decline of Blandford town centre is unacceptable.

- **Shillingstone Parish Council**

Shillingstone Parish Council would like these comments in relation to the parking strategy:

- The general increase in tariffs appear to be severe and difficult to justify
- The ‘pop & shop’ permit does not guarantee that a space will be available and does not offer any cost saving for those who visit a short stay car park say only once a week – it’s not particularly attractive – why not make to cost of this £ 50 rather than £ 78?
- Will parking on street that is currently ‘free’ remain ‘free’? E. G Salisbury St in Blandford and East St are free but have time limits
- The long term car park by M&S (In Blandford) is currently very cheap and not over-used – the PC can’t see any reason to put charges up other than income raising

- **Beaminster Town Council**

Beaminster Town Council considered the above document at a recent meeting.

They accept the levels and agree Beaminster is in the correct level at level 1, however with regard to the proposed tariff members were very concerned to note that Short Stay car parks would permit 4 hour parking and we acknowledge that would probably be appropriate in most short stay car parks however they strongly disagree in respect of the short stay car park in Beaminster Square.

The shops and business rely on footfall and a turn over of cars in the Square, to allow parking for 4 hours would have a detrimental impact – it could even lead to some instances of workers coming into town parking blocking spaces for those wishing to pop in to one or two shops.

Members have asked me to enquire whether we might come to some arrangement whereby parking is set at 2 hours for the Square car park only and a footnote be added to the strategy as in the season charges that refer to Charmouth and West Bexington.

- **Melbury Abbas and Cann Parish Council**

Shaftesbury has been placed in level 2. It should be the same as Gillingham and Sturminster Newton.

The following comment

“It intends to be priced at a point that customers will choose to use active or green forms of travel rather than driving”

fails to address the fact that Shaftesbury is on top of the hill and the surrounding villages all have a steep climb with no pavements, narrow and busy roads and no bus services to town. NOONE is going to walk or cycle from Melbury, Cann, Motcombe, Guys Marsh, Stour Row or Ludwell to do their shopping. Even the Shaftesbury housing estates are too far for most folk to walk to the High Street and then carry shopping home and IF there is a bus service even there it is very spasmodic.

Please reconsider this banding of parking charges. Going green is only feasible when it is possible. In this case it is not. The Shaftesbury topography prevents it.

- **Char Valley Parish Council**

There does not seem to be any allowance for casual workers who need to park in our local towns but only have employment for part of the year, or even, part of the day or week. As we don't have a reliable, frequent, or well-timed bus service, anyone here in rural west Dorset must use a car to access employment activities in our local towns. The proposed car park charges represent a prohibitive tax on their earnings. Would it be possible to provide, say, employers with transferable parking permits to allow the various part-time and seasonal workers to access their work sites?

APPENDIX 3

Responses from Chambers of Commerce and Business Improvement Districts

Draft Proposed Charging Strategy

- **Wimborne BID**

The Wimborne Business Improvement District (BID) exists to provide additional funding and vital representation to the business community in Wimborne Minster. The BID is voted in by a ballot of the businesses of the town that contribute financially, practically and emotionally to its work, and hold it to account. The BID represents over 330 businesses in Wimborne. The businesses vote for the BID on the strength of a five year business plan, and the BID is held to account every five years via renewal ballots against the delivery of that business plan. The Wimborne BID Business Plan can be found at www.wimborne.info or by request via email to office@wimborne.info. Wimborne BID represents the views of the businesses in Wimborne

The Wimborne BID have been exemplary both as a business organisation in the district, and in the wider national BID industry, at working with partners and stakeholders to achieve our aims. We have contributed to projects that benefit residents as much as businesses and have forged unprecedented productive relationships with many organisations, including Dorset Council (DC), and East Dorset District Council (EDDC) before it. We hope the BID is seen by DC as a valuable partner – financially, practically and strategically.

The BID feel very strongly about the availability and accessibility of car parking, which is always one of the top two issues raised by our levy payers. In the 2017-18 financial year the BID spent more than £12,000 on a wayfinding project, which developed a plan to clarify signage across the town so that visitors can find their way into and around Wimborne. Making sure people can find car parking is a vital component of that strategy.

The proposed strategy represents a large increase in parking charges in Wimborne, particularly in the vital 3-4 hour tickets, which research shows is the optimal day trip visit duration.

Duration	Current long stay	Current short stay	Proposed charge
30 minutes		£0.40	£0.50
1 hour	£0.60	£0.70	£1.00
2 hours	£0.70	£1.00	£1.50

3 hours	£0.80	£2.00	£2.20
4 hours	£2.00	£3.00	£3.00
5 hours	£2.00	£4.00	£4.00
6 hours		£5.00	
7 hours		£6.00	
8 hours		£7.00	
9 hours		£8.00	
10 hours	£3.20	£9.00	£6.00 (all day)

Dorset Council's data, provided for King Street (Short Stay) and Westfield (long stay) car parks suggests that the most bought tickets are for 2 or 3 hours.

The £2.20 charge for 3 hours is a particular concern, as it makes it harder for customers to park for three hours (and find the extra 20p). They may therefore elect to park for a shorter amount of time, decreasing dwell time and spend in the town.

The BID strenuously opposes any increase to parking charges in Wimborne. Our objections and recommendations are set out below:

1. Supporting Economic Growth

The Dorset Council proposed Local Plan states: "A prosperous local economy is vital to achieving the strategic priorities of Dorset Council."

In the Dorset Council Economic Growth Plan, the Council states it plans to:

- "promote Dorset as a place to do business and attract inward investment
- support the growth of new and existing businesses"

Raising parking charges does not demonstrate this. Any increase has the potential to damage businesses in Wimborne.

That is not just the BID's view:

- In 2015 the High Streets Minister said that "The Government is growing increasingly concerned that punitive parking costs and fines are deterring shoppers from using their local high streets."
- The Federation of Small Businesses has said that "Small market towns and their outlying rural communities are hit particularly hard by the imposition of parking charges."
- The Association of Town Centre Managers says that that "poorly thought out tariffs can turn motorists away from town centres, or simply not attract the right people to help a centre thrive."
- Mary Portas said that "there should be free parking for town centres".

- In the 2019 Parliamentary report “High streets and town centres in 2030” Jake Berry, the MHCLG Minister, said that this was an issue for local authorities to determine in consultation with their business community, but that it seemed like “good sense to provide some element of free parking in town centres”

The effect of the Covid 19 pandemic has been disastrous to businesses in Wimborne, and it will take a great deal of time for customer confidence to return and for businesses to recover.

In a High Street survey conducted by City Dressing this year, 38% of Wimborne customers said that they intend to spend less time in shops.

The next two years are vital for building customer confidence and removing barriers to people visiting the town centre.

Rather than the proposed raising of car parking charges for the first two hours, we would suggest that they might be scrapped to boost the local economy!

2. Unnecessary profit

The Department for Communities and Local Government has said that parking “should not be used as a way of generating revenue” and Members have assured us that the exercise is about aligning car parks in Dorset and not about generating income.

Surplus monies raised should be ringfenced for transport links associated plans once the car parks are paid for.

Using data from the King Street and Westfield car parks, the weekly income generated for Dorset Council would be almost double:

Westfield Car Park

Old income	new income
£360.00	£600.00
£762.30	£1,633.50
£871.20	£2,290.20
£786	£1,179.00

King Street Car Park

Old income	New income
£192.80	£241.00
£894.60	£1,278.00
£3,383.00	£5,074.50

£2,410.00	£2,651.00
£1,122.00	£1,122.00
£424.00	£424.00
£205.00	£246.00
£186.00	£186.00
£35.00	£30.00
£32.00	£24.00
£18.00	£12.00

3. Short term fix not a long term solution

Given the spread of autonomous vehicles, on-demand taxi services, the increased cost of motoring and the advancement of motoring technology, industry experts are predicting that there will be less need for car parking in the long term (10-year timeframe). It can be argued that relying on income from car parking to subsidise council services is not a dependable long term strategy.

Increasing the cost of parking in Wimborne is yet another tax on businesses that are already squeezed by increasing rents and rates and will have a negative impact on residents, making Wimborne a less attractive place to do business, and to live.

4. Fairness

- Although we understand the benefits to Dorset Council of aligning parking fees, it is a beauty of the area that our towns are so diverse in character and need.
- The methods used to calculate the proposals are rudimentary at best, with little or no consideration of either the current car park usage or the impact that changes may have on businesses and residents. When Wimborne BID asked for data relating to ticket durations, this information was not available and we were told it “would take too long to extract.” Dorset Council agreed to look at the two car parks we have used in this response.
- Town centre car parks in Weymouth have been added into the calculations for these proposals, with beach car parks coming under the coastal charges. We would argue that Weymouth should be removed from the figures used to calculate the averages as realistically, people visiting Weymouth would not consider it a long walk to park in town to go to the beach.

Taking Weymouth out of the calculation, gives town centre bands the following average tariffs:

Duration	Average
30 minutes	
1 hour	£0.61
2 hours	£1.04
3 hours	£2.04
4 hours	£3.09
All Day	£4.35

These figures are close to Wimborne's current car park cost and would be much fairer.

5. Encouraging sustainable transport

DC have cited the need to encourage people to use sustainable transport.

Wimborne BID wholeheartedly supports this endeavour, and we are investing in excess of £10,000 this year into pedestrian signage to encourage people to walk more. We are working with Poole Wheelers on a Cycling tournament with a number of events to encourage cycling and we have committed in our business plan to creating a cycle friendly town.

With that in mind, we would like DC to support the proposed increases with proper facilities for cyclists, particularly those commuting to Wimborne for work:

- **Bicycle lockers**
Safe lockers provided in car parks for people to safely leave these often valuable possessions. In view of the new cycle lanes being delivered locally, some strategic thinking needs to be done to remove other barriers to people cycling to town, including where the 'bike is stored once here, and that the condition of the cycle lanes are kept clean and safe.
- **Shower units**
While government grants are available for individual businesses to build shower units, Wimborne is an old town, with small business units in listed buildings. Communal, good quality shower facilities could encourage workers to cycle in.
- **Our Wayfinding study** has found that many car parks are badly signed and, as a result, potential visitors (and potential parking revenue) is lost. The BID would like to work with DC in implementing key findings from the study EDDC should support the BID with the Wayfinding project to ensure that visitors can easily find their way to the available parking spaces.

Conclusion

We feel that more in-depth strategic work needs to be carried out before these proposals are implemented:

- A full business impact assessment
- Detailed examination of parking habits, with informed prediction on the impact of Covid 19 on people's habits.
- Strategic action about sustainable transport and the long term needs of the town

We feel that any changes should be postponed for at least 24 months:

- To allow businesses time to recover from the pandemic
- To allow customer confidence time to recover
- To allow DC to properly predict the pandemic's long term effect on car park use.

Weymouth's car park charges must be removed from the Town Centre averages (irrespective of the band that Weymouth Town Centre car parks are in).

References

Dorset Council Local Plan January 2021 consultation - <https://www.dorsetcouncil.gov.uk/planning-buildings-land/planning-policy/dorset-council-local-plan/about-the-dorset-council-local-plan-january-2021-consultation.aspx>

Dorset Council Plan - <https://www.dorsetcouncil.gov.uk/your-council/about-your-council/dorset-council-plan/economic-growth.aspx>

Marcus Jones; from 'Free parking in town centres to save the high street'; Daily Telegraph, 17/7/2015
'Parking. Policies for sustainable communities'; FSB, 9/2008

'In-Town Parking: What Works'; ATCM, 7/2014

'Portas Review: An Independent Review into the Future of our High Streets'; Mary Portas; 2011

'Free parking in town centres to save the high street'; Daily Telegraph, 17/7/2015

Visit Britain

City Dressing High Street Survey, 2021. This was a national survey but results given for Wimborne specifically, with 274 respondents.

Final Proposed Charging Strategy

• Shaftesbury Chamber of Commerce

I have been given your contact details by fellow Chamber committee member, David Taylor of Shaftesbury Tourist Information Centre. I don't understand how we have been kept so out of the loop on the subject of countywide parking rationalisation; Dorset Council have not approached us before now and indeed, it was Dorset Chamber who sent us the information just this week.

Having reviewed your document and proposed charging strategy, I'm afraid Shaftesbury Chamber of Commerce cannot accept the proposed changes to Shaftesbury town centre parking charging arrangements in their current form.

We understand Dorset Council's intention in aiming to harmonise fees across all of the former district council areas.

But a proposal which makes shopping more expensive in Shaftesbury than in adjacent towns is not harmonisation. It's harmful and divisive. The Chamber requests that Shaftesbury is placed in the same charging regime as Gillingham and Sturminster Newton. We cannot understand why Gillingham, with a 2019 estimated population of 11,490 - 2500 more residents than Shaftesbury - is considered a "smaller more rural" location. Gillingham is the economic and administrative centre for this part of North Dorset. Gillingham has more national and multiple retailers than any other town in North Dorset, and indeed rivals most towns in Dorset for national supermarkets. These businesses can better shoulder the burden of increased fees because they enjoy the economy of scale in their operations. Many of Shaftesbury's independent shops have to exist as sole businesses.

As a chamber and community, we've worked hard to improve our tourism offer and visitor experience and were therefore very disappointed by the recent introduction of Sunday fees.

Now we'd like Dorset Council to consider giving something back to our town.

To support our small independents, the lifeblood of our High Street, and to encourage passing visitors to stop and sample our town centre and potentially stay longer, the chamber is requesting free parking for the first 30 minutes at Angel Lane and Bell Street car parks.

We believe this arrangement would also encourage locals to 'pop' into town on short shopping trips to pick up what they need and leave quickly, thereby creating the car park turnover we desperately need, considering our restricted parking options.

Shaftesbury's needs are unique and unlike any other North Dorset town because our situation on top of the promontory means there's no potential to expand car parking opportunities so we do need special consideration, however, all we're asking for is to be treated on a par with our neighbouring towns.

We also want to understand how the tariffs will be applied in our Bell Street car park as currently, there is a short stay area and a long stay/permit area. Will these stay in place, or will it be treated as one whole car park? We don't want people with permits being allowed to park closer to the town and deter shoppers; currently, the short stay section of the car park is closer to the town so we would appreciate clarification on your intended implementation.

APPENDIX 4

Response Analysis

Analysis of Town/Parish Councils Comments	Draft Proposal		Final Proposal	
	Number of comments	%	Number of comments	%
Blandford placed in incorrect level			1	4
Cash payments should be withdrawn	1	1.5		
Charging times at Station Rd car park (Sturminster Newton)	1	1.5	1	4
Church goers			1	4
Cheaper parking for residents	1	1.5		
Council tax increase			1	4
Contrary to Local Plan	1	1.5		
Disagree with 3 level strategy	5	7.5		
Displacement, narrow roads, traffic flow	2	3		
Elderly people	1	1.5		
General complaint about Dorset Council			1	4
Impact on local business/high streets	6	9	2	8
Impact on low wage/seasonal/part-time/volunteer workers	5	7.5	1	4
Impact on residents who live in rural locations	2	3		
Increase all day charge too high	1	1.5	1	4
Increase council tax to cover parking costs	1	1.5		
Increase in charges too high	5	7.5	2	8
Increase should be no more than 20%	1	1.5		
Further research needs to be done	1	1.5		
Lack of local public transport	6	9	2	8
Lack of parking spaces	1	1.5		
Permit - minimum 6 months unfair			1	4
Permit - monthly cost unfair			1	4
Permit - need further detail	5	7.5		
Permit - need local and Dorset wide	1	1.5		
Permit - Pop & Shop too expensive			1	4
Permit - use in more than 1 vehicle			1	4
Positive comment regarding on-street tariff	2	3		
Purbeck Park car park (Corfe Castle) to remain the same	1	1.5		
On-street should be the same price as car parks	1	1.5		
Maintenance of car parks/machines	1	1.5		
New charges not suitable for rural communities			1	4

Residents parking	2	3		
Shaftesbury placed in incorrect level	1	1.5	1	4
Suggest free 30 minutes/other	2	3		
Suggest free for low carbon vehicles	1	1.5		
Suggest 'The Square' parking remains 2 hours maximum			1	4
Suggest Stour Meadows car park remains free			1	4
Sunday charging withdrawn	1	1.5	1	4
Support 3 level strategy	2	3	2	8
Support new charges	1	1.5		
Timing of changes (Covid)	2	3		
Verwood does not fit into the 3-level strategy	1	1.5		
Withdraw high season charge in Charmouth	1	1.5		
West Bay in the incorrect level	1	1.5		

	Draft Proposal	Final Proposal
Analysis of BIDs and Chamber Comments	Number of comments	Number of comments
Impact on local business/high streets	1	1
Increase in charges unfairly calculated	1	
Further research needs to be done	1	
Shaftesbury placed in incorrect level		1
Timing of changes (Covid)	1	
Unnecessary profit	1	

	Draft Proposal		Final Proposal	
Analysis of Emailed Public Comments	Number of comments	%	Number of comments	%
Blandford placed in incorrect level	1	1.6		
Blue badge charging	4	6.4		
Carers			1	2
Charities parking	1	1.6	1	2
Disabled	1	1.6		
Disagree with 3 level strategy	1	1.6		
Dorchester placed in incorrect level	1	1.6		
General complaint about Dorset Council	1	1.6		
Impact on local business/high streets/holiday lets/tourism	9	14.5	1	2
Impact on residents who live in rural locations	1	1.6		
Increase in charges too high	8	13	2	4
Impact on low wage/seasonal/part-time/volunteer workers	7	11		
Lack of consultation	2	3.2		
Lack of local public transport	6	10	2	4
lack of parking spaces			1	2
Maintenance of car parks/machines	1	1.6		

Motorhome facilities/parking	2	3.2		
Needs greater link to transport strategy	1	1.6		
Positive comment regarding strategy			2	4
Permit - too cheap			2	4
Permit - positive comments			6	12
Permit - too expensive/high increase			26	52
Permit - payment in one go unfair			1	2
Permit - need further detail	1	1.6		
Permit - flexible charging days	1	1.6		
Purbeck Park - all day charge too expensive			3	6
Parking for motorhomes			1	2
Retain cash payment option	2	3.2		
Shaftesbury placed in incorrect level	2	3.2		
Sunday charging withdrawn	1	1.6		
Support new charges	1	1.6	3	6
Timing of changes (Covid)	1	1.6		
Verwood introduction of parking	1	1.6		
West Bay placed in incorrect level	4	6.4		
Withdraw high season charge in Charmouth	1	1.6		

	Draft Proposal			Final Proposal				
	FB	DC news	Local Press	FB	DC news	Local Press		
Analysis of Online Public Comments	Number of comments			Number of comments			Total	%
Total comments	4	45	66	143	56	10		
Abusive/disrespectful visitors		1					1	0.7
ANPR		1	1				2	1.43
Ban parking on pavement					1		1	0.7
Cash payments should be withdrawn		1					1	0.7
Church goers				1			1	0.7
Consultation good		1					1	1
Disabled		1		2	1		4	3
Displacement, narrow roads, traffic flow			1				1	1
General complaints about the council		1	5			1	7	5
High council tax		1	1		1	1	4	3
Impact on local business/high streets/holiday lets/tourism		1	7	1	5		14	10
Impact on low wage/seasonal/part-time/volunteer workers			1		1		2	1
Improve P&R Weymouth		1	1				2	1
Include BCP					2		2	1
Increase in charges too high	1	4	5			1	11	8
Lack of enforcement		1	1				2	1
Lack of local public transport		2		2	1		5	4
Lack of parking spaces				1			1	0.7
Maintenance of car parks/machines		1	2				3	2
Permit - discount for second vehicle				2			2	1
Permit - increase in price is too high/price too high	1			9	9	2	21	15
Permit - monthly charge too high				1			1	1

Permit - one needed for tradespeople				1			1	0.7
Permit - positive comment				8	5		13	9
Permit - suggest cheaper price and more expensive if Weymouth included				1			1	0.7
Permit - suggest extra hour free for disabled				1			1	0.7
Poor number of consultation responses/unfair consultation/DC don't listen		1			1	2	4	3
Residents parking		1		1			2	1
Should be linked to green agenda				2			2	1
Suggest charge cyclists		1					1	0.7
Suggest charge overnight						1	1	1
Suggest free bus pass for over 60s				1			1	0.7
Suggest free parking/at weekends/first or second hour		2		1	4		7	5
Support new charges		2	10	1			13	9
Timing of changes (Covid)		1					1	1
Verwood introduction of parking		1					1	1
Visitors to residents/carers				1			1	0.7
Weymouth is more expensive than anywhere else				1			1	0.7

APPENDIX 5

Extract of notes of Informal Meeting of the Place and Resources Overview Committee on 19 October 2021

Phase 2 Parking Charges Transformation Project

The committee received and considered a report of the Strategic Parking Project Manager which set out the details and recommendations of the phase 2 parking charges transformation project.

The Portfolio Holder for Highways, Travel and Environment introduced the report and thanked Councillor Cherry Brooks, former Lead Member for Highways, for her work in this area and also the Strategic Parking Project Manager for her work on the review.

The Strategic Parking Project Manager provided a presentation to the committee, which provided an overview of the report and recommendations.

Councillors considered the issues arising from the report and during discussion the following areas were covered:

- In response to comments raised with regard to the 'Pop and Shop' and 'Live, Work and Play' permits, the Portfolio Holder indicated he was happy to talk to councillors about issues in their areas and to discuss further, points raised and make adjustments where appropriate
- Further work was to be undertaken as part of phase 3 of the transformation project
- The purpose of phase 2 was to harmonise arrangements across the Dorset Council area
- The scale of charges was discussed and examples noted of arrangements for parking in other council areas
- The situation with parking in Wimborne and Verwood were highlighted and further discussion could be held with ward councillors
- The implementation date for the changes was yet to be confirmed
- Payment arrangements and opportunities to move to a digital platform to allow for ease of payment were noted
- Car parks had been included in the council's asset management plan and areas such as improvement of standards and commercial opportunities would be considered as part of future phases
- A review of arrangements for car parking in other areas had been undertaken and learning would continue to be taken from other councils

- Links to the Local Transport Plan and Local Plan were noted
- This was a living plan over a 5-year period
- The Portfolio Holder indicated that the banding for Shaftesbury could be discussed with local councillors.

It was proposed by C Jones seconded by A Starr

‘Minded to’ Recommendation to Cabinet

That the following recommendations are supported:

1. Align the day rate in the main tourist locations car parks during peak and low season
2. Align charges in all other car parks (rural and town locations)
3. Align on-street parking charges in areas that already have on-street pay & display
4. Withdraw all current car park permits and introduce a long stay and short stay car park permit for residents and workers in the Dorset Council area.

The Executive Director of Place, having heard the debate, confirmed the ‘minded to’ Recommendation to Cabinet, under delegated powers on behalf of the informal meeting of the Place and Resources Overview Committee.

APPENDIX 6

Equalities Impact Assessment

Equality Impact Assessment (EqIA)

Initial Information

Name:	Paul Hutton Elizabeth Murray
Job Title:	Service Manager for Parking Strategic Parking Projects Manager
Email address:	p.hutton@dorsetcouncil.gov.uk Elizabeth.murray@dorsetcouncil.gov.uk
Members of the assessment team:	Paul Hutton, Elizabeth Murray
Date assessment started:	25/03/2021
Date of completion:	14/09/2021
Version Number:	Final 1

Part 1: Background Information

Is this (please tick or expand the box to explain)

Existing	
Changing, updating or revision	/
New or proposed	
Other	

Is this (please tick or expand the box to explain)

Internal (employees only)	
External (residents, communities, partners)	
Both of the above	/

What is the name of your policy, strategy, project or service being assessed?

Phase 2 Transformation project (parking charges)

What is the policy, strategy, project or service designed to do? (Include the aims, purpose and intended outcomes of the policy)

The outcome of this project is to deliver greater consistency for our customers, from aligned charging and opening times across the Dorset Council car park estate. The change in charging may bring in additional income to the parking service which will be used in accordance with the Road Traffic Regulations Act 1984 section 122 which stipulates the statutory purpose of the imposition of traffic regulation orders, including the imposition of charges, is: "to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities on and off the highway...".

The scope of the project is as follows:

- All Dorset Council car parks (long stay, short stay and those that are currently free of charge)
- All Dorset Council on-street pay & display parking
- Review, agreement and implementation of 3-level charging structure
- Parking permits (long stay, shoppers (long and short stay), local area specific, Alderman permits)
- Recreational vehicle (RV) parking spaces and facilities

What is the background or context to the proposal?

Since the formation of Dorset Council, aligning parking charges has been a key priority to bring consistency across the former council areas. The first phase of this work was implemented in April 2021, and consisted of:

- Implementation of Sunday charging in towns that did not already have it
- Changing charging hours in all car parks to 8am – 6pm
- Increasing the all-day car park prices in Lyme Regis and West Bay

The link to the Phase 1 EqlA can be found [here](#).

The portfolio holder, Cllr Ray Bryan, has requested these changes be reviewed and implemented accordingly. Consultation on these proposals will take place through the format of stakeholder working groups and the final proposal will be shared with Members, Town and Parish Councils and BIDs for their review and feedback.

The aim for parking charges is to create a 3-level pricing structure across the Dorset Council parking estate with on-street parking charges aligning with off-street charges. The project includes the implementation of two new car park permits (to replace current car park permits), the aim of the permits is to give frequent car park users who live or work in Dorset better value parking.

Part 2: Gathering information

What sources of data, information, evidence and research was used to inform you about the people your proposal will have an impact on?

This project chose to engage with the public through stakeholder working groups. The purpose of the stakeholder groups was to provide data and evidence on the potential impact of changes to charges and the implementation of resident and worker permit.

Benchmarking was undertaken to compare Dorset Council parking charges to similar locations across the south of the UK to check that pricing is fair and logical.

Research has been done on each location in Dorset Council that has a car park to look at the demographic of the population and who may possibly use the Dorset Council parking in that area. One of the purposes of this was to understand whether people with protected characteristics or other social factors may be adversely impacted.

What did this data, information, evidence and research tell you?

The main concerns with the change in parking charges which came out of the stakeholder working groups was the negative impact on low wage workers and local high streets/businesses. The new residents and workers car park permit seemed to have mitigated these concerns.

Please see appendix 1 for local demographic data and benchmarking data.

Is further information needed to help inform this proposal?

No

Part 3: Engagement and Consultation

What engagement or consultation has taken place as part of this proposal?

Engagement has taken place with the following groups:

Towns and Parish Councils

Local Business Improvement Districts (BIDs)

Local residents

Local business

Disability access groups

How will the outcome of consultation be fed back to those who you consulted with?

The final stakeholder working group will show the final proposed changes and how their input has shaped it.

Comments will be collated into a report and will go to Overview, Scrutiny and Cabinet for final sign-off in Autumn 2021.

Please tick the appropriate option:

An EqlA is required (please continue to Part 4 of this document)	Yes
An EqlA is not required (please complete the box below)	

This policy, strategy, project or service does not require an EqlA because:

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Name: Elizabeth Murray Job Title: Strategic Parking Project Manager

Date: 25/03/2021

Part 4: Analysing the impact

Who does the service, strategy, policy, project or change impact?

- If your strategy, policy, project or service contains options you may wish to consider providing an assessment for each option. Please cut and paste the template accordingly.

For each protected characteristic please choose from the following options:

- Please note in some cases more than one impact may apply – in this case please state all relevant options and explain in the 'Please provide details' box.

Positive Impact	<ul style="list-style-type: none">• the proposal eliminates discrimination, advances equality of opportunity and/or fosters good relations with protected groups.
Negative Impact	<ul style="list-style-type: none">• Protected characteristic group(s) could be disadvantaged or discriminated against
Neutral Impact	<ul style="list-style-type: none">• No change/ no assessed significant impact of protected characteristic groups
Unclear	<ul style="list-style-type: none">• Not enough data/evidence has been collected to make an informed decision.

Age:	<i>Unclear</i>
What age bracket does this affect?	Unclear
Please provide details:	There is no data held on the number of car park users who fall into each age bracket, so we cannot establish the scale of this impact. The changes will affect all residents, visitors and businesses who use Dorset Council car parks. We do not anticipate at this stage; the proposals will have any impact on this protected characteristic group.

Disability: (including physical, mental, sensory and progressive conditions)	<i>Unclear</i>
Does this affect a specific disability group?	Unclear
Please provide details:	Disability exemption permits/blue badge permits are not being changed as part of this project, however no data held on the number of car park users who fall into this category, so we cannot establish the scale of impact. The changes will affect all residents, visitors and businesses who use Dorset Council car parks. We do not anticipate at this stage; the proposals will have any impact on this protected characteristic group.

Gender Reassignment & Gender Identity:	<i>Neutral Impact</i>
Please provide details:	There is no data held on the number of car park users who fall into this protected category, so we cannot establish the scale of this impact. The changes will affect all residents, visitors and businesses who use Dorset Council car parks. We do not anticipate at this stage; the proposals will have any impact on this protected characteristic group.

Pregnancy and maternity:	Unclear
Please provide details:	There is no data held on the number of car park users who fall into this protected category, so we cannot establish the scale of this impact. The changes will affect all residents, visitors and businesses who use Dorset Council car parks. We do not anticipate at this stage; the

	proposals will have any impact on this protected characteristic group.
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Race and Ethnicity:	<i>Neutral Impact</i>
Please provide details:	There is no data held on the number of car park users who fall into this protected category, so we cannot establish the scale of this impact. The changes will affect all residents, visitors and businesses who use Dorset Council car parks. We do not anticipate at this stage; the proposals will have any impact on this protected characteristic group.

Religion or belief:	<i>Neutral Impact</i>
Please provide details:	There is no data held on the number of car park users who fall into this protected category, so we cannot establish the scale of this impact. The changes will affect all residents, visitors and businesses who use Dorset Council car parks. We do not anticipate at this stage; the proposals will have any impact on this protected characteristic group.

Sexual orientation:	<i>Neutral Impact</i>
Please provide details:	There is no data held on the number of car park users who fall into this protected category, so we cannot establish the scale of this impact. The changes will affect all residents, visitors and businesses who use Dorset Council car parks. We do not anticipate at this stage, the proposals will have any impact on this protected characteristic group.

Sex (consider both men and women):	<i>Unclear</i>
Please provide details:	There is no data held on the number of car park users who fall into this protected category, so we cannot establish the scale of this impact. The changes will affect all residents, visitors and businesses who use Dorset Council car parks. We do not anticipate at this stage; the proposals will have any impact on this protected characteristic group.

Marriage or civil partnership:	<i>Neutral Impact</i>
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Please provide details:	There is no data held on the number of car park users who fall into this protected category, so we cannot establish the scale of this impact. The changes will affect all residents, visitors and businesses who use Dorset Council car parks. We do not anticipate at this stage, the proposals will have any impact on this protected characteristic group.
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Carers:	<i>Neutral Impact</i>
Please provide details:	Carers will not be affected as there are no changes to Carers permits.

Rural isolation:	<i>Possible Negative Impact</i>
Please provide details:	The changes could impact those living in rural villages outside of towns as an increase in parking charges could deter them from visiting.

Single parent families:	<i>Unclear</i>
Please provide details:	There is no data held on the number of car park users who fall into this protected category, so we cannot establish the scale of this impact. The changes will affect all residents, visitors and businesses who use Dorset Council car parks. We do not anticipate at this stage; the proposals will have any impact on this protected characteristic group.

Social & economic deprivation:	<i>Possible Negative Impact</i>
Please provide details:	The changes could deter those from using car parks due to the increase in costs. The project is implementing a parking permit for residents that will give them better value long stay parking. This will help those on minimum or low wage.

Armed Forces communities	<i>Neutral Impact</i>
Please provide details:	There is no data held on the number of car park users who fall into this protected category, so we cannot establish the scale of this impact. The changes will affect all residents, visitors and businesses who use Dorset Council car parks. We do not anticipate at this stage; the proposals will have any impact on this protected characteristic group.

Part 5: Action Plan

Provide actions for **positive**, **negative** and **unclear** impacts.

If you have identified any **negative** or **unclear** impacts, describe what adjustments will be made to remove or reduce the impacts, or if this is not possible provide justification for continuing with the proposal.

Issue	Action to be taken	Person(s) responsible	Date to be completed by

EqlA Sign Off

Officer completing this EqlA:	Elizabeth Murray, Paul Hutton	Date:	14/09/2021
Equality Lead:	Rebecca Forester	Date:	14/09/2021

Appendix 1: Demographics and Benchmarking Data

	Population	16-64	65+	Gender Male Female	Diversity White British BME	Good health	Unpaid Carers	Mosaic socio-economic data	Owner occupied housing	No cars in household	Employed (16-64)	Average house price
Level 1												
Beaminster	3,947	50.8%	36%	49%	97%	79.3%	11.9%	Rural reality 49.6%	68.9%	12.6%	43.2%	£285,596
Small market town				50.8%	2.7%			Country living 33.9%				
Data for Ward								Senior security 5.9%				
Charmouth	1,414	44.1%	44.6%	47.6%	97%	75.7%	13.2%	Rural reality 47.2%	72.4%	18.1%	32.1%	£276,667
Coastal village				52.4%	3%			Country living 45.6%				
Data for parish								Vintage value 3.6%				
Ferndown	20,936	49.3%	37.1%	47.9%	95.6%	77.3%	13.4%	Senior security 30.8%	84.3%	13.1%	40.5%	£387,910
Town				52.1%	4.4%			Prestige positions 27.7%				
Data for town								Domestic success 8.8%				
Gillingham	12,052	57.5%	25.6%	49%	94%	82.5%	10%	Rural reality 32.4%	73.7%	14.1%	48.4%	£234,665
Town				51%	6%			Senior security 13.7%				
Data for parish								Country living 12.6%				
Sturminster Newton	4,742	56.7%	27.4%	48.6%	94.5%	80.7%	10.2%	Rural reality 55.3%	67%	14.8%	45.1%	£310,405
Town				51.4%	5.5%			Country living 24.6%				
Data for Ward								Vintage value 6.1%				
Verwood	15,180	55.4%	26.8%	48.4%	96.3%	83.0%	10.9%	Prestige positions 26.7%	84.10%	7.30%	46.10%	£345,808
Town				51.6%	3.7%			Senior security 21.5%				
Data for parish								Domestic success 12.4%				

	Population	16-64	65+	Gender Male Female	Diversity White British BME	Good health	Unpaid Carers	Mosaic socio-economic data	Owner occupied housing	No cars in household	Employed (16-64)	Average house price
Level 2												
Blandford	11,040	59.9%	22.4%	49.7%	94.3%	81.1%	10.2%	Aspiring homemakers 18.7%	65.6%	18.3%	19.2%	£228,981
Market town				50.3%	5.7%			Suburban stability 15.1%				
Data same for Ward and town								Senior security 12.1%				
Bridport	14,722	53.1%	32.7%	47.4%	96.3%	76.9%	12.3%	Senior security 19.2%	69.6%	21.4%	44.9%	£267,296
Market coastal town				52.6%	3.70%			Vintage value 12.3%				
Data for Ward								Rural reality 9.6%				
Dorchester	21,082	57%	26.8%	48.2%	94.2%	80.5%	11.2%	Aspiring homemakers 15.1%	66.50%	23.20%	43.60%	£302,077
Market and County town				51.8%	5.8%			Senior security 13.7%				
Data same for Parish and town								Vintage value 13.2%				
Shaftesbury	8,782	57.5%	23.1%	23.1%	93.3%	82.4%	10%	Aspiring homemakers 22.8%	69.1%	18%	41%	£228,852
Town					6.7%			Senior security 14.9%				
Data same for town and parish								Suburban stability 11%				
Sherborne	9,922	51.1%	31.4%	46.8%	92.5%	79.6%	10%	Senior security 20.7%	61.9%	23%	37.6%	£331,958
Market town				53.2%	7.6%			Vintage value 18.9%				
Data same for town and parish								Prestige positions 11.6%				
Wareham	10,193	54.3%	29.9%	48.1%	96.5%	83.5%	10.8%	Rural reality 22.5%	86.2%	7.2%	58.9%	£342,543
Market town				51.9%	3.5%			Senior security 16%				
Data for Ward								Country living 15.3%				
Wimborne	7,715	55.4%	28.2%	47.3%	95.6%	79.2%	11.4%	Senior security 18.7%	61.7%	22%	40.9%	£397,126
Market Town				52.7%	4.5%			Vintage value 16.9%				
Data for town								Aspiring homemakers 13.7%				

	Population	16-64	65+	Gender Male Female	Diversity White British BME	Good health	Unpaid Carers	Mosaic socio-economic data	Owner occupied housing	No cars in household	Employed (16-64)	Average house price
Level 3												
Corfe Castle	1336	55.2%	32.5%	51%	97%	78.1%	14%	Country living 64.6%	60.5%	14.1%	45.9%	£476,417
Village				49%	3%			Rural reality 29.9%				
Data for parish								Vintage value 3.9%				
Lyme Regis	3,653	51.5%	36.8%	46.9%	94.8%	76.8%	12.5%	Rural reality 51.5%	70.6%	20.5%	40.4%	£370,394
Seaside town				53.1%	5.2%			Country living 28.5%				
Data same for town and parish								Vintage value 6%				
Portland	12,797	60.4%	21.6%	51.2%	93.9%	79.9%	11.5%	Rural reality 53.1%	68.7%	24.6%	45.9%	£199,047
Town				48.8%	6.1%			Transient renters 7.6%				
Data same for town and parish								Modest traditions 6.4%				
Weymouth	53,068	57.9%	26.3%	49.2%	95.2%	78.8%	11.6%	Senior security 14.9%	67.1%	24.8%	45.4%	£225,040
Seaside town				50.8%	4.9%			Suburban stability 11.7%				
Data for town								Vintage value 9.9%				

LEVEL 1						
Location	Population	Cost for 1 hours parking	Cost for 2 hours parking	Cost for 3 hours parking	Cost for 4 hours parking	Cost for all day parking
Sturminster Newton	4742	£0.70	£1.20	£2.40	£2.40	£3.50
Midhurst	4914	Free	Free	£0.80	£1.00	£2.30
Martock	4766	Free	Free	Free	Free	Free
Ottery Saint Mary	4898	£1.00	n/a	n/a	n/a	£3.00
Beaminster	3947	£0.30	£0.50/£0.60	£1.10	n/a	£2.00
Tisbury/Downton	2056/2916	Free	Free	Free	Free	Free
Arundel	3408	£0.70	£1.20	£2.10	£2.50/£3.50	£5.00/£7.00
Bruton	2945	Free	Free	Free	Free	Free
Charmouth	1414	£0.30	n/a	n/a	£1.20	£2.00
Rottingdean	3200	£1.10	£2.20	£3.30	£4.00	£5.00
Charlestown	unknown	£0.40	£0.80	£1.50	£3.10	£5.90
Porlock	1440	£1.10	£2.20		£3.30	£5.50
Polperro	1554	n/a	n/a	£5.00	n/a	£12.00
West Moors	9105	Free	Free	Free	Free	Free
Liphook	8491	Free	Free	Free	Free	Free
Cullompton	8499	£1.00	£1.80		£2.00	£5.00
Southwater	8692	Free	Free	Free	Free	Free
Polegate	9034	Free	Free	Free	Free	Free
Corfe Mullen	10175	Free	Free	Free	Free	Free
Kingsteignton	10,451		£0.70			£1.20
Ferndown	20936	£0.70	£1.00	£2.00	£3.00	£9.00
New Milton	25717	£1.00	£2.00	£2.50	£3.00	£5.00
Hailsham	20997	Free	Free	Free	Free	Free
Caterham	21437	Free	Free	Free	Free	Free
Sandhurst	20495	Free	Free	Free	Free	Free
Verwood	15180	Free	Free	Free	Free	Free
Alton	17,816	£1.00	£1.40	£1.90	£2.50	£5.70
Westbury	16989		Free	£1.60	£2.20	£5.60
Wellington	14549		£1.10	£1.60	£2.20	£2.70
Gillingham	12052	£0.70	£1.20	£2.40	£2.40	£4.00
Chard	13000			£1.50		£2.70
Street	11805	£0.80	£1.60	£2.20	£3.20	£5.90
W Bexington		£0.60	n/a	£3.50	n/a	£5.00
Port Isaac	721	£0.70	£2.20	£3.40	£4.50	£5.20
Beer	1317	£1.00		£3.00		£6.00
Yarmouth	865	£0.80				£4.00

LEVEL 2						
Location	Population	Cost for 1 hours parking	Cost for 2 hours parking	Cost for 3 hours parking	Cost for 4 hours parking	Cost for all day parking
Dorchester	21,082	£0.60/£0.70	£1.00	£2.00/£2.60	£3.00/£4.00	£4.00
Truro	18,766	£1.30/£1.50	£2.50/£3.10	£3.60/£4.60	£4.60/£4.80	£8.00/£8.20
Lewes	17,297				£2.20	£4.10
Chichester	23,731				£4.40	£13.80
Cirencester	19,000	£1.60	£2.80	£3.70		£7.50
Tiverton	20,411	£0.80				£4.00
Bridport	14722	£0.40	£0.80	£1.70	£4.00	£2.80
Romsey	19441		£1.00	£2.00	£3.00	£5.90
Godalming	21804	£1.00	£2.10	£3.60	£4.90	£14.00
Wadebridge	9000	£0.60/£0.70	£1.20/£1.50/£2.30	£1.80/£3.10	£2.20/£3.50	£5.00
Bideford	14599	£1.00	£2.00	£3.00	£4.00	£24.00
Wimborne	7715	£0.60/£0.70	£0.70/£1.00	£0.80/£2.00	£2.00/£3.00	£3.20/£9.00
Crewkerne	6728	£0.65	£0.85	£1.30	£2.40	
South Molton	5108	£0.50	£1.50	£2.00	£2.50	
Blandford	11040	£0.70	£1.20	£2.40	£2.40	£4.00
Petersfield	13303	£1.00	£1.40	£1.90	£3.30	£6.20
Honiton	11,822	£1.00		£3.00		£10.00
Sherborne	9922	£0.40	£0.70	£1.50/£1.70	£4.00	£2.10/£2.80
Axminster	5626	£1.00	£2.00	£3.00	£4.00	£10.00
Wells	12,000	£1.00	£1.50	£2.00	£3.00	£5.00
Shaftesbury	8782	£0.70	£1.20	£2.40	£2.40	n/a
Haslemere	10417	£0.80	£1.70	£2.50	£3.40	£9.50
Bradford-on-Avon	9402	£0.40/£0.60	£1.30/£1.50	£2.20/£2.30	£2.70	£6.30
Bovey Tracey	7721	£0.80		£1.50		£3.70
Wareham	10193	£0.70	£1.40	£2.10	£2.80	£3.50
Totnes	8076	£1.20	£2.00	£2.50	£3.50	£6.00
Shepton Mallet	10369	£1.10	£1.50	£2.60	£3.10	£5.90
Henley-on Thames	11619	£0.60	£1.00	£1.60		£3.20
Weymouth	53,068	£1.00/£1.50/£2.00	£2.00/£2.50/£3.00	£3.50/£4.00	£4.50/£5.00	£8.00
Bournemouth shops	10,771		£2.50	£3.50	£4.50	£10.00
Weston-super-mare	80,000	£1.40	£2.40	£3.60	£5.10	£8.10
Ringwood	14181	£1.00	£2.00	£2.50	£3.00	£5.00

LEVEL 3						
Location	Population	Cost for 1 hours parking	Cost for 2 hours parking	Cost for 3 hours parking	Cost for 4 hours parking	Cost for all day parking
Lyme Regis	3653	£0.70	£1.60	£4.00	£4.50	£8.00
Looe	5280	£0.70	£2.30	£3.60	£4.70	£5.70
Padstow	2993	£1.00	£2.10	£4.00	£5.10	£6.20
Seaton		£0.70	£2.60	£3.90	£4.90	£6.20
Corfe Castle	1336	n/a	n/a	£3.10	£4.20	£5.30
Dunster	1219	£1.10	£2.20		£3.30	£5.50
West Bay	4285?	£0.50/£1.00	£1.00/£2.00	£1.60/£3.00	£4.50	£8.00
Freshwater	5369	£1.40	£2.50	£3.50	£4.50	£8.50
West Mersea	7183			£3.00		£5.00
Perranporth	3066	£1.00	£2.50		£3.50	£6.60
Portland	12797	£1.00	£2.00	£3.00/£3.50	£3.50/£4.50	£6.50/£8.00
Hayling Island town	16,887	£0.80	£1.60	£2.40		£3.20
Hayling Island beach		£1.40	£2.90	£4.30	£5.80	£7.20
Harwich	12,243	£1.00	£2.00		£3.00	£5.00
Weymouth	53,068	£1.00/£1.50/£2.00	£2.00/£2.50/£3.00	£3.50/£4.00	£4.50/£5.00	£8.00
Bournemouth beach		£2.70	£5.40	£8.10	£10.80	£20.00
WSM beach					£6.00	£10.00
Margate	61,223	£1.40	£2.80	£4.20	£5.60	£7.00
Torquay	65,245	£1.40	£2.50	£3.50	£4.50	£8.50