

Appendix 2 – MTFS (Medium Term Financial Strategy) Parking Consultation 2023 Report

Highways and Transport Committee

25th January 2024

Publication Date:

January 2024

Executive Summary

Background to the Consultation

Cheshire East Council conducted a six-week statutory consultation period between Wednesday 20th September 2023 and Monday 6th November 2023.

A series of proposals were developed and consulted on during this statutory consultation period, which comprised:

- Introducing parking charges in some car parks where parking is currently free.
- Increase current parking charges by the rate of inflation in some car parks across the borough.
- Reducing parking charges in some car parks due to their location and usage.
- Changes to limited waiting bay periods at certain on-street locations.

Representations were sought by email or post from all stakeholders and the general public during the statutory consultation period.

Summary of the Main Report

In total, 8,384 representations were received and considered by the council. 2% supported the proposals and 96% objected to the proposals. 2% of responses were neutral (i.e., not against or in favour of the proposals).

Approximately 84% of the objections received were from towns that currently have free parking. 73% of those in support were from towns that currently have parking charges.

Key themes raised by those objecting to the proposals during the statutory consultation were:

- Concerns around the vitality of each place in the borough; specifically, that footfall would drop as members of the public would choose to drive to other towns or out of town retail parks with free parking.
- Displaced traffic would likely use surrounding residential streets and park inconsiderately/ illegally, making these streets more congested and difficult to access for residents.
- Parents would likely choose to park on neighbouring residential streets during school drop off/ pick up times, exacerbating existing parking issues and potentially compromising the safety of children walking between cars and schools.
- Proposals adding pressure to household budgets during a cost-of-living crisis, particularly residents and workers who currently use free car parks.
- In some places across the borough, some representations highlighted there is insufficient public transport or walking and cycling infrastructure to encourage trips by these modes.

- The proposed 30-minute stay duration for on-street parking is too short and could potentially impact town vitality. It was also noted that the decrease in time would potentially hinder access for those with pushchairs and/ or people with less mobility.

Those representations that were in support of the proposals cited:

- A lack of fairness with the current parking regime. Representations from charged towns did not think that cross-subsidising other free car parks is fair. Additionally, some representations stated that parking charges should be the same across all towns.
- The council should recover costs for operating and maintaining car parks. Reducing the amount of free parking means the recovery of costs are apportioned more fairly across the borough.
- Some representations stated that an increase in surplus revenue should help fund active travel schemes and improved local bus service provision.
- Free parking encourages and incentivises driving rather than travel by other modes of transport. Introducing parking charges will start to make other modes of transport more competitive from a cost perspective and potentially influence driver behaviour.
- In some key and local service centres, residents who live outside of town struggle to find a parking space in a free car park and drive to other towns (or back home). The lack of turnover encourages use of services in other areas and towns, impacting on the vitality of the town with no spare parking capacity.
- In some key and local service centres, representations stated that car parks were used by residents for parking second and third vehicles where there was insufficient parking space at home addresses. This was causing spaces to be taken up for long periods (particularly post-COVID where there is more home working), which reduces available spaces for workers and visitors, impacting on town vitality.
- In some key and local service centres, free car parking close to railway stations encourages trips by commuters from nearby settlements who park all day and travel by rail. This restricts the number of available spaces for other users who would support the local town economy.

Summary of Conclusions

The revised proposals presented within the report for consideration by highways and transport committee have taken onboard feedback provided as part of the statutory consultation period.

All representations made as part of this statutory consultation have been considered and have informed the development of an amended set of proposals, which are set out in Appendix 3.

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Introduction

Background

A series of proposals were developed for statutory consultation, which comprised:

- Introducing parking charges in some car parks where parking is currently free.
- Increasing current parking charges by the rate of inflation in some car parks across the borough.
- Reducing parking charges in some car parks due to their location and usage.
- Make changes to limited waiting bay periods at certain on-street locations.

Cheshire East Council conducted a six-week statutory consultation on these proposals between Wednesday 20th September 2023 and Monday 6th November 2023. Representations were sought by email or letters from all stakeholders and the public during the statutory consultation period.

Purpose

The purpose of the consultation was to obtain views and feedback from stakeholders and the public on the parking review proposals. This report analyses the feedback and themes provided during the statutory consultation period, as well as alternative suggestions/ proposals that were put forward by stakeholders and the public for each town.

This analysis appends the MTFs Parking Review report to Highways & Transport Committee and aims to demonstrate how the proposals have been refined and shaped using feedback from the statutory consultation.

Methodology

In line with statutory requirements, the council posted notices of proposal on street furniture at affected car parks and on-street locations. These notices were also published in newspapers during the first week of the statutory consultation. They included the email address and postal address that representations could be sent to.

The notice of proposal, draft orders, drawings, and individual town parking strategy reports were made available on the council's website for the full consultation period. Copies of these documents were also available in libraries to view by appointment only.

The statutory consultation was supported by press releases and regular social media posts by the council's communications team, which signposted responders to the consultation material.

Number of representations

Borough-wide representations

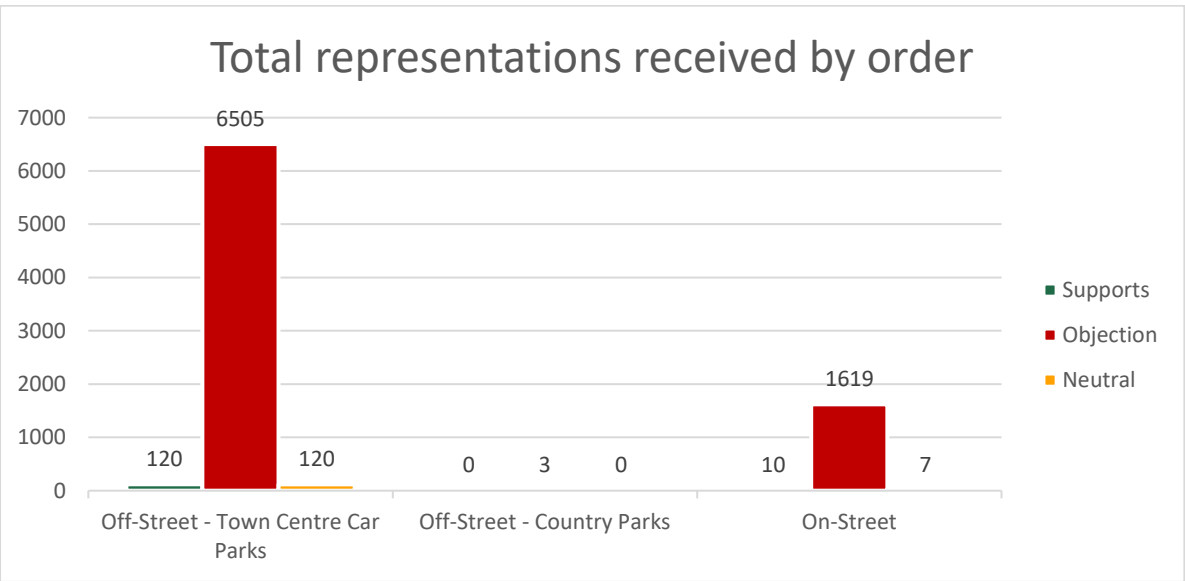
In total, 8,384 representations were received during the six-week consultation period. This comprised 8,127 objections (96%), 127 neutral (2%) (i.e., were not against or in favour of the proposals), and 130 (2%) in support of the proposals. The total number of responses to each legal order is shown in Figure 1.

A total of 6,745 (80%) representations were made against proposed changes to tariffs in car parks, which comprised 6,505 objections, 120 neutral and 120 in support.

A total of 1,636 (20%) representations related to changes to on-street parking restrictions, which comprised 1,619 objections, seven neutral and 10 in support.

Three objections were also received in relation to the proposed changes to tariffs for the Country Parks.

Figure 1: Total number of representations made to proposals for town centre car parks, parking arrangements at country parks and on-street parking restrictions

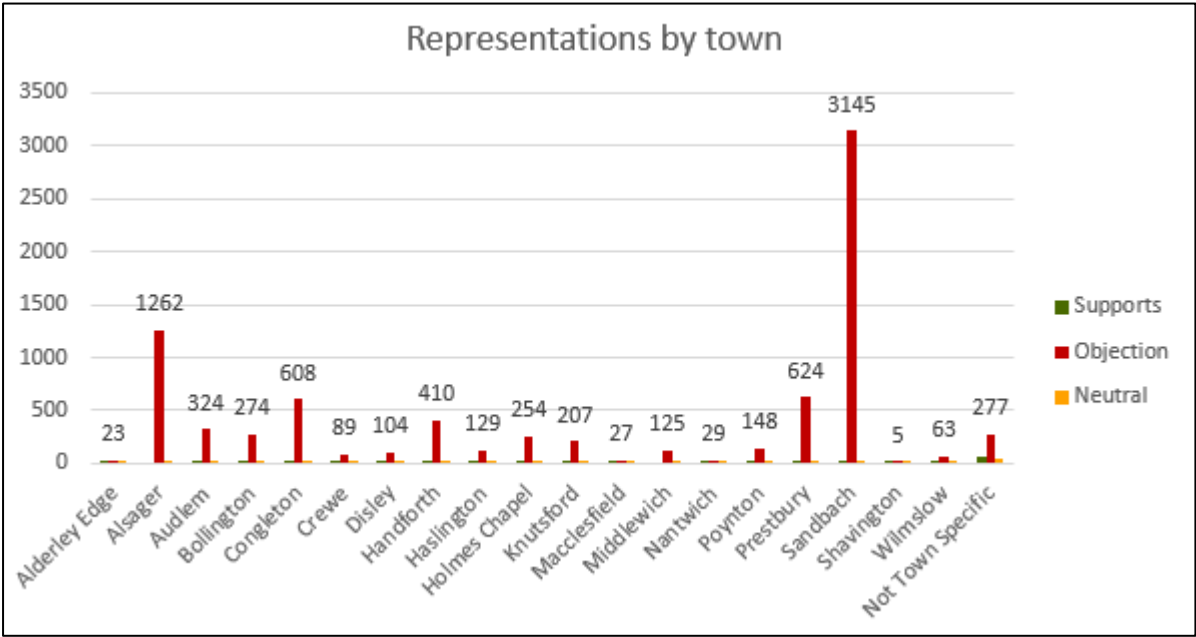


Number of representations by town

Of the 8,127 objections received, 6,804 (approximately 84%) were from towns that currently have free parking. 95 representations supporting the proposals (approximately 73%) were from towns that currently have charges. Figure 2 presents the representations by town, with the labels presenting the number of objections.

This shows that Sandbach returned the most representations with Alsager the other town to provide over 1,000 representations.

Figure 2: Total number of representations made to proposals by town



Main Report

The report sets out the main feedback and themes that were provided during the statutory consultation period on a borough-wide and town-by-town basis.

Borough-wide themes

Most representations received during the statutory consultation period often cited more than one theme, which were analysed and logged. This section presents the main themes that were cited in representations from across different parts of the borough.

Town vitality

5,874 (71%) representations referenced town vitality as a basis for their representation (both those in support and for objections). This theme was particularly prevalent in towns that currently have free parking, where responses cited that parking charges could deter visitors from using the town centre and encourage them to travel to other areas with free parking (e.g., out of town retail parks), resulting in business closures and reduced business rates for the council. There were also concerns that parking charges could further increase the amount of online shopping, which would further reduce custom in town centres.

There were concerns that parking charges could adversely impact community groups and charities. This included adding additional costs to volunteers and potentially making attendance at community groups unaffordable for the most vulnerable members of society, including the elderly. These led to concerns of increased social isolation.

Some representations also highlighted that parking in small villages should be free to support local independent businesses and their much smaller respective local economies. Providing free parking in smaller villages allows these smaller centres to compete with other towns who charge for parking but provide a much broader range of services and facilities that justify a parking charge.

Those representations in support of the proposals stated that free parking reduces the number of available spaces and prevents them from accessing our service centres, meaning that they travel further afield where they can park (either for free or for a charge). This results in lost revenue for the local economy and increases carbon emissions due to longer journeys.

Worsening existing parking problems

2,922 (35%) representations referenced worsening existing parking problems as a basis for their response. There were concerns that parking charges would encourage greater use of side roads and residential streets by drivers seeking to avoid charges. This would make it more difficult for residents to access their driveways and/ or park close to their home.

Additionally, there were concerns that more congested side roads could increase instances of illegal and dangerous parking. This could potentially increase the risk of collisions between non-motorised users¹ (NMUs) and vehicles as well as potentially block routes for emergency service vehicles and/ or refuse/ delivery vehicles.

Feedback from a number of towns also identified that implementing double yellow lines on residential streets would cause issues for residents and visitors parking close to their home.

School pick up/ drop off and road/ non-motorised user safety

Linked directly to the issues around displaced parking, 1,777 representations (21%) also highlighted concerns that on-street parking problems would intensify significantly during the school pick up and drop off periods as parents seek to avoid parking charges at nearby off-street car parks. Representations highlighted that the safety of school children and parents could be compromised as parents may park illegally or dangerously to avoid paying for parking. These representations referred to both the parents and children driving to/ from school and those also walking/ cycling/ scootering to/ from school.

In total, 1,929 (23%) representations were made about Road/ Non-Motorised User safety. The majority were directly linked to the school run and to the potential increase in congested side roads.

Lack of viable alternative modes of transport

1,588 representations (19%) cited a lack of viable alternative modes of transport as a basis for their representation. They highlighted that a lack of travel choices means that many people are reliant on their cars for most journeys.

Representations also identified incomplete/ poor condition of footways and a lack of safe cycling infrastructure (lanes and cycle parking) as other reasons why they currently use their car for most trips.

Stay duration too low

1,569 (19%) of representations stated that the proposed changes to on-street parking stay durations were too low. This theme was particularly prevalent in Knutsford and Sandbach.

Many representations stated that the proposed 30-minute stay duration was insufficient time to run errands and visit more than one shop. They also identified groups such as parents with pushchairs and the elderly would require longer to travel to/ from their car when visiting the town centre and were concerned that the proposal disproportionately impacts them.

Overall, stakeholders and the public stated that the current stay durations for on-street parking generally worked well.

¹ Non-Motorised Users (NMUs) are defined as someone who is walking, cycling or a horse rider.

There were also some representations relating to proposed changes to the maximum stay in some car parks across the borough, predominantly The Rex/ Hoopers car park in Wilmslow, Old Library car park in Macclesfield and Hope Street car park in Crewe. Some representations stated that these car parks should operate with their current stay durations.

Legal right to enforce charges

81 representations (1%) from across the borough queried whether the council can legally introduce and enforce parking charges on some of its estate due to alleged covenants and/ or ownership issues. The council has been conducting its own legal review of titles and deeds of all the free car parks and the outcome of this is provided as part of the committee report.

Cost of infrastructure vs revenue generated

396 representations (5%) questioned the economic viability of implementing proposed parking charges in some car parks, particularly smaller ones. Capital costs are presented as part of the committee report, including the payback period based on projected revenue.

Town-by-town themes

This section identifies and presents the key themes that were raised as part of representations made for each town in alphabetical order.

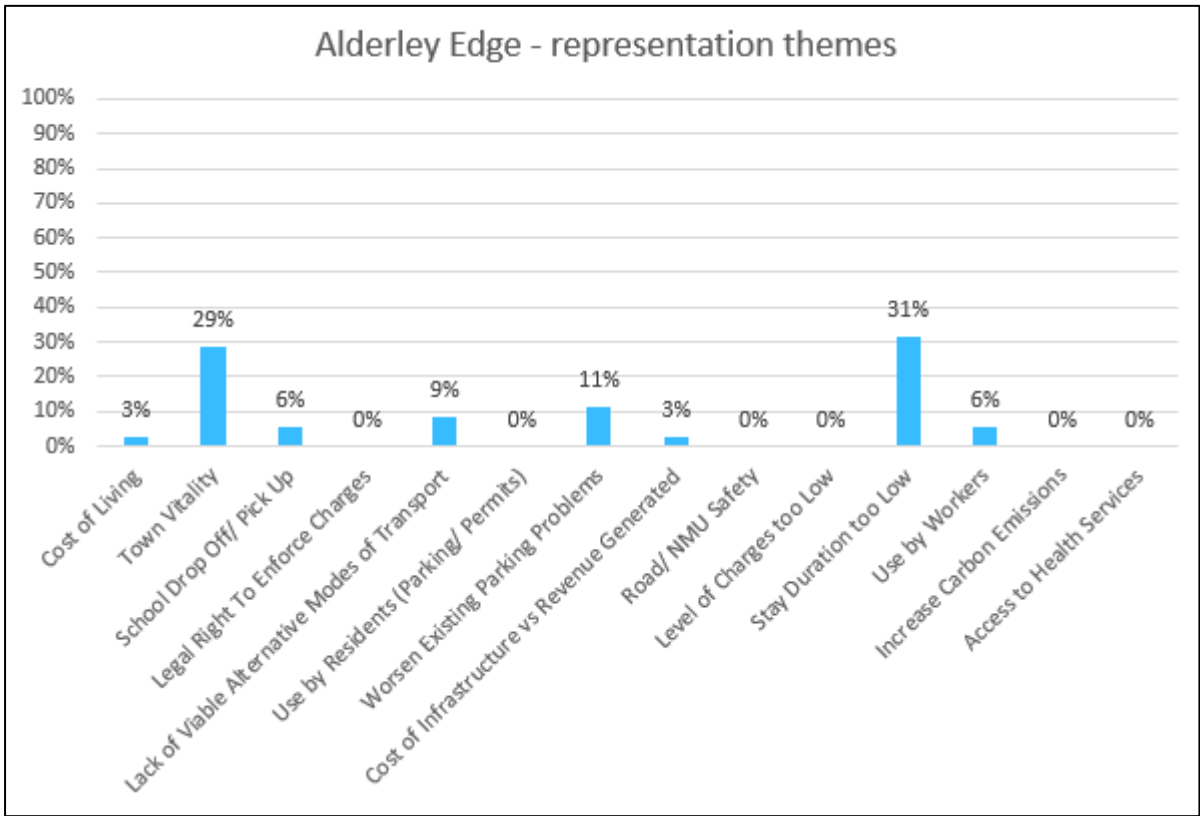
Alderley Edge

Overall, there were 35 representations received from Alderley Edge. This included 23 objections, two that were neutral and 10 in support of the proposals.

Themes

The main themes identified were the stay duration for the proposed on-street parking restrictions was too low (31%) and town vitality (29%). Figure 3 presents the themes as a percentage of the total number of representations received for Alderley Edge.

Figure 3: Themes identified as part of representations made from Alderley Edge



Off-street parking representations

This section analyses the representations received relating to proposed changes to car parks in Alderley Edge. In total, 17 representations were received, which is shown in Figure 4.

Ryleys Lane car park

10 representations were made specifically regarding the proposed introduction of charges to Ryleys Lane car park (including provision for 10 short stay bays). The car park was also referenced in representations that responded to proposals for both car parks, with the themes captured in this section.

Those in support of the proposals stated that it is difficult to find a space on Ryleys Lane car park. This is because workers and commuters occupy the spaces all day, which restricts access to the adjacent park. Therefore, the proposed allocation of 10 short stay bays, as well as charges being introduced to encourage turnover, was welcomed by some stakeholders and members of the public.

The remaining representations highlighted that Ryleys Lane car park was used for the school run during the morning and afternoon and cited concerns about displaced traffic. There were also concerns that commuters would park along Ryleys Lane and other surrounding streets to avoid charges, which would impact on parking availability during the school run.

There was also an objection raised about the proposed £5.20 charge for all day parking. There was concern that this is too high for workers on lower wages and could also reduce footfall and impact on the vitality of some businesses in Alderley Edge.

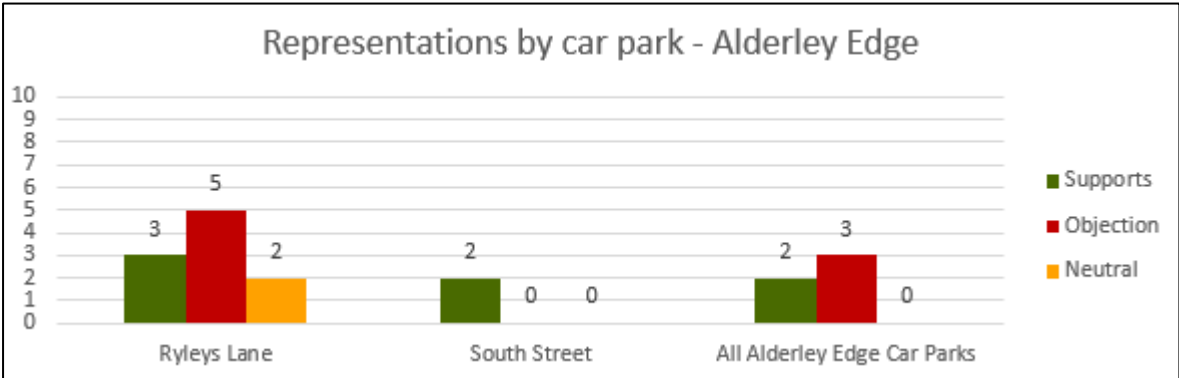
South Street car park

Two representations were made specifically regarding the proposed increase to charges in South Street car park. The car park was also referenced in representations that responded to proposals for both car parks, with the themes captured in this section. Representations highlighted the importance of retaining the current Free after 3pm initiative at South Street car park.

Those in support agreed that charges should be increased to cover rising costs associated with operating and maintaining the car park. However, representations also cited the need to explore options to increase car parking capacity in Alderley Edge. This is because South Street car park already frequently operates at capacity and is the only car park located within the centre.

There was also an objection to increasing parking charges during a cost-of-living crisis when household budgets are already stretched. There was a concern that this could encourage greater use of out-of-town retail parks (e.g., Handforth Dean) and impact town vitality.

Figure 4: Representations received for each car park in Alderley Edge



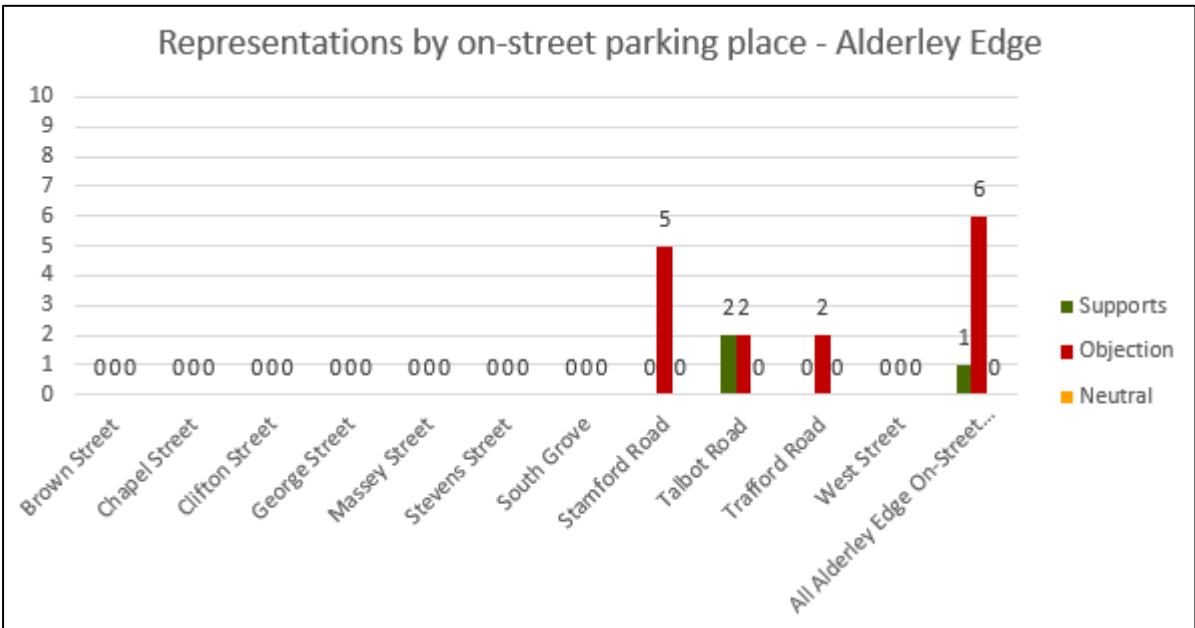
On-street parking representations

This section analyses the representations received for proposed changes to on-street parking places in Alderley Edge. In total, 18 representations were received, which is shown in Figure 5. The representations predominantly focused on proposed changes to the maximum duration of stay on Stamford Road, Talbot Road, and Trafford Road.

Of the 18 representations, 15 were objections and cited that the proposed changes to the maximum duration of stay would be too low. There were concerns that this would impact on the vitality of businesses in the town centre, as well as community assets such as the church (particularly during funerals) and the Festival Hall. Additionally, representations highlighted that turnover in these locations is not currently an issue.

Representations also cited the lack of available off-street parking and the importance of on-street parking in supporting the vitality of Alderley Edge.

Figure 5: Representations received for on-street parking places in Alderley Edge



Alternative suggestions

While responding to the proposed changes to off-street and on-street parking in Alderley Edge, some representations put forward alternative suggestions for consideration, which are shown in Table 1.

Table 1: Alternative suggestions put forward by representations from Alderley Edge

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • Explore options to increase off-street parking capacity. • Linked to the above, create parking for workers elsewhere with a reasonable tariff to free up existing car parks for visitors and residents. • Improved enforcement of illegal/ poor parking required – particularly on-street.
Ryleys Lane car park	<ul style="list-style-type: none"> • Allow the first 30 minutes parking free (or a grace period) to facilitate picking up and dropping off children at the start and end of the school day. • Further measures are necessary to mitigate displacement from Ryleys Lane car park. Introduce on-street parking bays for the Lakes Estate & Eaton Drive Estate with a maximum waiting limit of 3 hours, no return in 2 hours between 8.30am and 5.30pm, Monday to Friday to deter commuter parking. • Make the first two hours of parking free. • Need retractable bollards to reserve three spaces for United Utilities.
South Street car park	<ul style="list-style-type: none"> • Make the first two hours of parking free. • Retain Free after 3pm.
On-street parking	<ul style="list-style-type: none"> • Retain on-street parking restrictions (including charged periods) as they are.

Alsager

Overall, there were 1,267 representations received from Alsager. This included 1,262 objections and five that were neutral. No representations made were in support of the proposals.

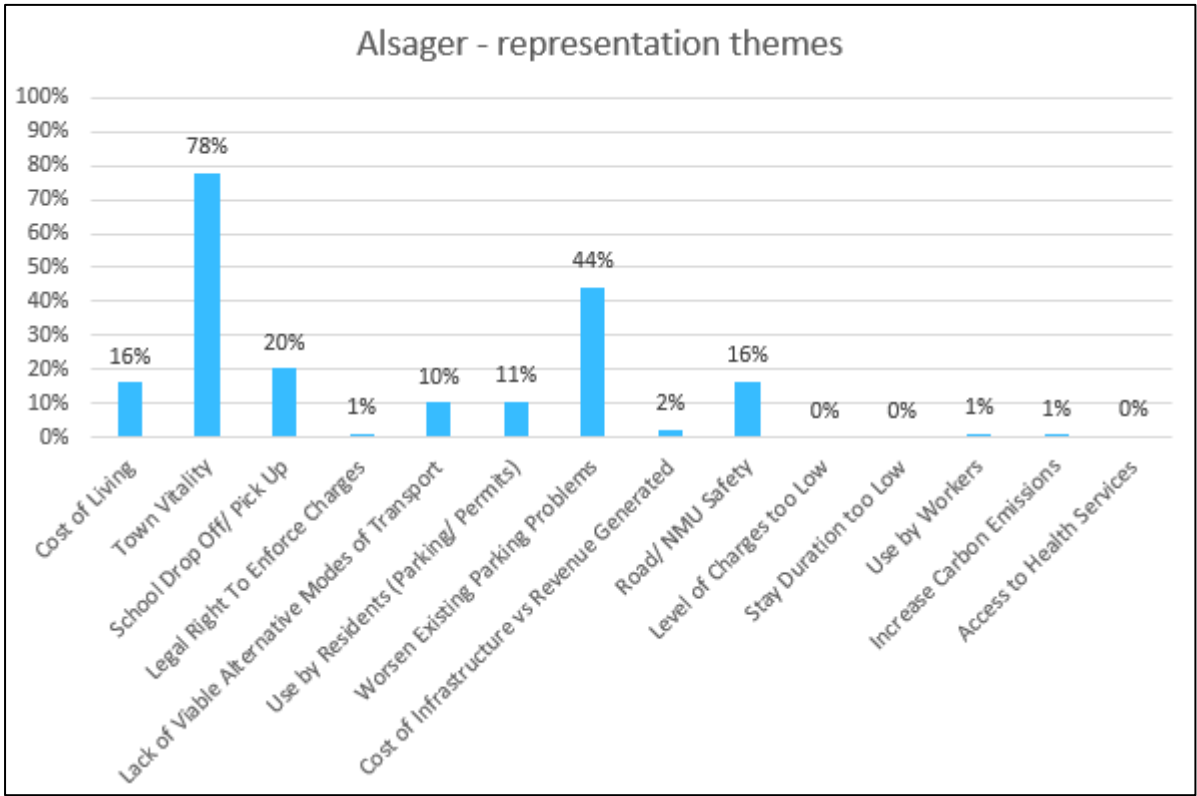
With the exception of one representation related to the proposed 30-minute time limited bay on Sandbach Road South, all representations related to off-street car parks.

The council met with Alsager Town Council during the statutory consultation period. There was also a separate meeting held with representatives from Asda who have a shared interest in Fairview car park. Both the Town Council and Asda made a formal objection to the proposals which have been considered alongside all other representations.

Themes

The main themes identified were the impact on town vitality (78%), the potential to worsen existing parking problems through displaced traffic (44%), school pick up and drop off (20%), impact on road/ NMU safety (16%) and cost of living (16%). 11% of representations also referenced issues that the proposals may cause residents who rely on off-street car parks. Figure 6 presents the themes as a percentage of the total number of representations received for Alsager.

Figure 6: Themes identified as part of representations made from Alsager



General feedback

Displaced parking

Representations were concerned that the volume of traffic parking on-street would increase as people seek to avoid charges and make it more difficult for residents who do not have driveways to park near their homes. They were also particularly concerned about on-street parking issues during the school pick up and drop off times.

There were also concerns that the council's displacement assessment did not incorporate other residential streets such as Fields Road and that they should be considered as part of any mitigation measures going forward.

Cost of living

There were concerns that the additional cost of parking for workers would be too expensive, making recruitment and retention for businesses more difficult. Additionally, concerns about residents and visitors on low incomes not being able to afford parking charges were raised, which could potentially increase social isolation (e.g., unable to attend community groups and charities) and makes services and facilities less accessible.

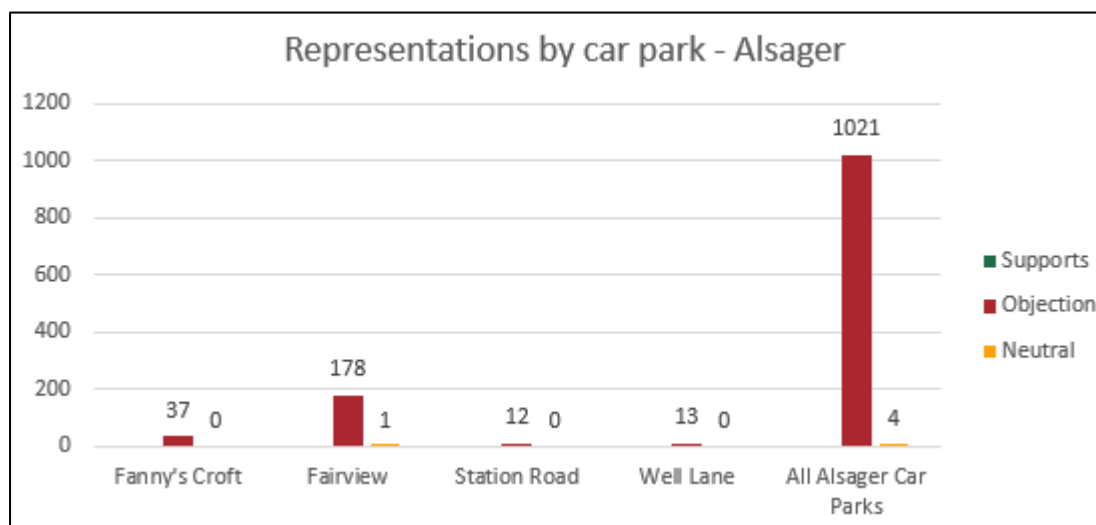
Town vitality

The councils adopted Town Centre Vitality Plan for Alsager outlines with the 'Threats' section that there are "*concerns that parking charges would result in commuter vehicles being parked on neighbouring residential streets (as experienced elsewhere in the borough).*"

However, under weaknesses, the Plan for Alsager also identifies commuters and those undertaking recreational activities using free car parks and occupying spaces all day. The proposals would aim to encourage greater turnover of spaces to increase parking availability, which would support town vitality.

Off-street parking representations

This section analyses the representations received relating to proposed changes to car parks in Alsager. In total, 1,266 representations were received, which is shown in Figure 7.

Figure 7: Representations received for each car park in Alsager

Fairview car park

Town vitality

There are significant concerns that the proposals may adversely impact on the vitality of Asda and local businesses in the town centre, the market and community groups such as the U3A.

Many responses considered free parking to be an asset to the town and a way of attracting people to visit Alsager. There were many concerns that introducing charges on Fairview car park would significantly impact the viability of local businesses in Alsager because it would encourage customers/ users to:

- Travel to nearby towns such as Kidsgrove where there is free parking at supermarkets;
- 'Group' their shopping trips into one visit at larger service centres and out of town retail parks; or
- Complete more shopping online.

Responses also identified that users who are not under pressure to get back to their vehicle are more likely to complete impulse purchases and dwell longer – meaning more money is spent per person. Many responses also highlighted that a loss of businesses in the town would lead to a reduction in business rates for the council.

Fairview car park was proposed in the 'higher' tariff band. Many representations stated that this was unfair, particularly given that other towns across the borough with a greater number of services and better retail offer had car parks on lower bands.

School pick up and drop off

Representations clearly stated concern for displaced parking, particularly around school pick up and drop off times as parents seek to avoid parking charges. Concerns primarily focused on the impact of the school pick up and drop off at

Alsager Highfields Foundation Primary School, where parents currently use Fairview car park.

Responders were concerned that the proposals would significantly increase the number of vehicles parking and circulating on side roads close to the school; potentially compromise the safety of parents and children. Representations did not only identify safety for those driving to school as an issue, but also those parents and children walking to school from their houses who would encounter increased traffic.

All representations made about the potential impact on school drop off and pick up referenced worsening of existing parking problems and/ or road safety and non-motorised user safety, which shows a clear link between these three themes.

Station Road car park

12 representations were received that specifically cited Station Road car park. Representations were concerned that introducing charges in the car park could deter customers from supporting the nearby shops, restaurants, pubs, and takeaways along Crewe Road. There are also concerns of more demand for on-street parking along Station Road and Well Lane, which could increase instances of illegal/ dangerous parking.

Other representations identified that Station Road car park was built for use by residents who do not have off-street parking and that charging for parking would create another 'tax' on local residents. They also highlighted that the purpose for building the car park was to remove residents from parking on-street to improve road safety.

It is worth noting that representations received indicate that Station Road is a multi-use car park, facilitating short stay trips to businesses along Crewe Road, as well as providing some off-street parking for nearby residents who do not have driveways.

Well Lane car park

13 representations were received that specifically cited Well Lane car park. Representations identified that Well Lane car park was built for use by residents who do not have off-street parking and that charging for parking would create another 'tax' on local residents. They also highlighted that the purpose for building the car park was to remove residents from parking on-street to improve road safety.

There were concerns about the proposed waiting restriction on Well Lane, which would restrict the ability for residents to park close to their homes. Representations raised that some properties in Well Lane are supported living accommodation, meaning many residents have reduced mobility and are unable to walk long distances. Therefore, retaining the car park as long stay was essential for them, as well as other residents who rely on the car park for off-street parking.

Fanny's Croft car park

37 representations were received that specifically cited Fanny's Croft car park. Representations highlighted that it was built to alleviate on-street parking issues for

residents, particularly on Audley Road. There was particular concern that the proposed annual permit cost for residents would be unaffordable, and cause displacement to nearby streets.

Additionally, representations highlighted that introducing charges would significantly increase illegal/ dangerous parking on Audley Road, which is already congested, leading to potential safety concerns.

Many representations believed that Fanny's Croft car park should remain free because it is located too far out to support town centre vitality. Representations acknowledged that some people use the car park as an overflow for the railway station, but that the car park is predominantly used by residents.

Sandbach Road South on-street parking place

One objection was received regarding the proposed introduction of a 30-minute limited waiting bay, no return in 2 hours on Sandbach Road South between Brookhouse Road and the traffic signal junction. The objection stated that 30 minutes was not long enough to run errands and support businesses.

Alternative suggestions

Some representations put forward alternative suggestions/ proposals for parking in Alsager, which are shown in Table 2

Table 2: Alternative suggestions put forward by representations from Alsager

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> Improving active travel and public transport infrastructure to encourage greater levels of walking, cycling and public transport use. 20mph zones should be introduced on Audley Road, Lawton Road, Sandbach Road North, and other roads near to schools. Six free parking days should be provided to support annual events. Consider impact of displacement on Ashmore's Lane, Sandbach Road North, Fields Road and Brookhouse Road (in addition to those already identified). A period of free parking should be provided on all car parks. This ranges from the first 20 minutes to the first four hours being free. Free (or reduced rate) permits for residents and workers in the town. Retain free parking at all car parks in Alsager (and across the borough).

Theme/ Location	Alternative Suggestion
	<ul style="list-style-type: none"> • Increase council tax to cover charges and keep free parking. • Devolve the car parks to Alsager Town Council with a view to keeping them free.
Fairview car park	<ul style="list-style-type: none"> • Reassessing Fairview at the 'level 2' (middle) tariff band rather than the currently proposed 'higher' tariff band. This is because there are car parks in other towns with more retail offer that have lower parking charges. • Several disability bays should be located near to the school entrance. • A designated drop off zone should be available for school use. • Only charge for parking between 9am and 3pm (to avoid school drop off and pick up periods). • Partial/ full refund scheme for those that shop at Asda.
Station Road car park	<ul style="list-style-type: none"> • Residents parking schemes should be provided as mitigation on Station Road. • Introduce 20mph speed limit on Station Road if double yellow lines are implemented (parked cars create a natural traffic calming effect). • Implement a one-way system on the top part of Station Road with no entry to Station Road from Crewe Road and a reversal of the one-way system on Cross Street (reference to a proposal in the Town Centre Vitality Plan).
Well Lane car park	<ul style="list-style-type: none"> • This car park should remain free of charge. • Well Lane should be long stay. • Residents parking schemes should be provided as mitigation on Well Lane.
Fanny's Croft car park	<ul style="list-style-type: none"> • This car park should remain free of charge. • Mitigation required on the bend located near to Lavender House on Audley Road if charges are implemented.

In addition, many representations stated that double yellow lines cause many issues for residents trying to park near their home and that displacement assessments need to better consider the needs of residents.

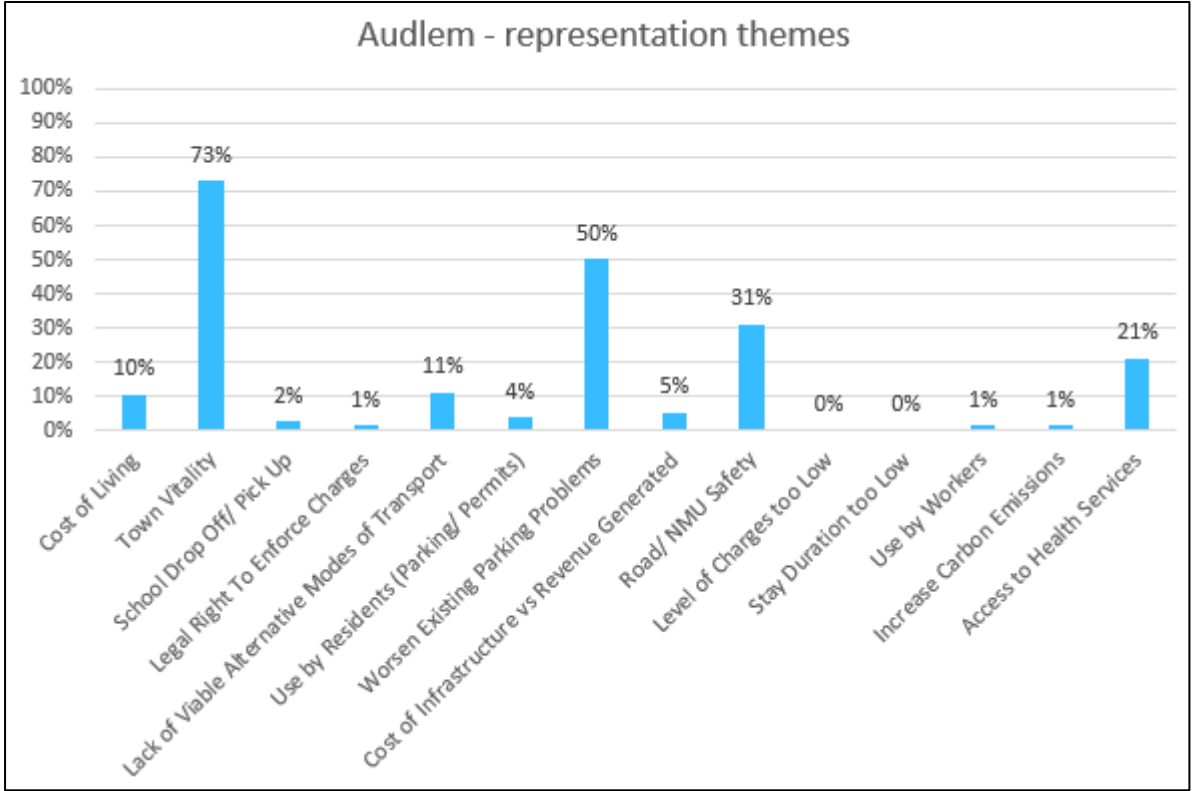
Audlem

Overall, there were 331 representations received from Audlem. This included 324 objections, four that were neutral and three in support of the proposals.

Themes

The main themes identified were the impact on town vitality (73%), the potential to worsen existing parking problems through displaced traffic (50%), and impact on road/ non-motorised user (NMU) safety (31%). 21% of representations also raised that patients accessing healthcare services should not have to pay for parking. Figure 8 presents the themes as a percentage of the total number of representations received for Audlem.

Figure 8: Themes identified as part of representations made from Audlem



Cheshire Street car park

Figure 9 presents the representations received for Cheshire Street car park.

Figure 9: Representations received for Cheshire Street car park in Audlem



Town vitality

Representations raised that Audlem is a service centre for many surrounding rural areas of which its local economy relies on. There are concerns that the introduction of parking charges would:

- Encourage those who live outside of Audlem to travel to larger service centres (e.g., Nantwich) where more services and facilities are on offer. Representations highlighted that the increased services and facilities in other centres would better justify paying for parking; and/ or
- Encourage use of out-of-town retail parks and/ or supermarkets in larger town such as Nantwich, Crewe, and Market Drayton.

If these concerns were realised, the consequences highlighted by representations were an increased number of empty units and a corresponding decrease in business rates for the council. Given Audlem's rural location, it would also mean residents would need to drive to other service centres (or get deliveries), which would increase carbon emissions.

Representations also highlighted concerns about the ongoing viability of community groups (e.g., ADCA access to park, football teams etc), events (e.g., Festival of Transport) and charity groups held at the Public Hall and Church who support vulnerable residents if parking charges are introduced.

Those representations in support of the proposals cited difficulty finding a parking space in Cheshire Street car park. Representations believe that this is partly due to the car park being used by residents. Additionally, they also believe that proposals aiming to support the transition to more sustainable and active modes of transport and reducing car ownership is important given the current climate emergency.

Worsen existing parking problems and road/ non-motorised user safety

Representations received highlight that there are already many issues with illegal/ dangerous parking, particularly along the A525 where the road narrows significantly to the east of its junction with the A529. There is also limited on-street parking bays available, and drivers often park on the double yellow lines either side of these bays, creating issues for drivers trying to turn onto the A525 and A529 from side roads.

There are concerns that the introduction of parking charges at Cheshire Street car park will significantly increase demand for the limited on-street parking bays and cause more instances of illegal/ dangerous parking and increased risk of collisions between vehicles and pedestrians.

Access to health services

Cheshire Street car park serves all services within the community, which includes the Medical Practice. All representations that cited this theme were concerned about patients being charged to access medical services and thought this was immoral.

The Medical Practice is also concerned that parking charges may deter patients from seeing a doctor, meaning health issues are diagnosed at a later stage. Additionally, there are also concerns that the number of missed appointments would increase if parking charges were introduced.

Alternative suggestions

Some representations put forward alternative suggestions/ proposals for parking in Audlem, which are shown in Table 3.

Table 3: Alternative suggestions put forward by representations from Audlem

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • More parking spaces are needed in Audlem. Suggestions included building a new car park (although no locations were put forward) or considering using the pavement to the north of the cemetery as echelon parking or the large green verge next to it. • Introduce walking and cycling facilities between the Hatherton and Walgherton Parish and Audlem to reduce reliance on cars.
Cheshire Street car park	<ul style="list-style-type: none"> • Patients of the medical practice in Audlem should be able to park for free. • Reserve dedicated free parking spaces for users of the Medical Practice and Village Hall and register number plates to be recorded using Automatic

Theme/ Location	Alternative Suggestion
	<p>Number Plate Recognition (ANPR) cameras. Allow 90-minute stays for these bays.</p> <ul style="list-style-type: none"> Consider residents permits on Cheshire Street car park. A period of free parking should be provided. Representations ranged from the first 30 minutes free to the first two hours being free. Charge for parking on-street in Audlem to encourage use of the free car park. Consider EV (Electric Vehicles) charging points as a means for making additional revenue rather than parking charges. Voluntary drivers who drop older people off at the rear of the Annexe for community events can continue doing so free of charge. This was a clear need when ADCA was part of the team who fundraised and designed the Annexe and liaised over the change of car parking bays with Cheshire East Council at the time.
On-street parking/ mitigations	<ul style="list-style-type: none"> Residents parking scheme would be required on Chapel Street and other residential roads. Mitigations need to consider: <ul style="list-style-type: none"> School Lane, which is nearer to the car park than Windmill Drive and Tollgate Drive; and Implementing double yellow lines along Cheshire Street, between the car park entrance and The Lord Combermere Public House.

In addition, many representations stated that double yellow lines cause many issues for residents trying to park near their home and that displacement assessments need to better consider the needs of residents.

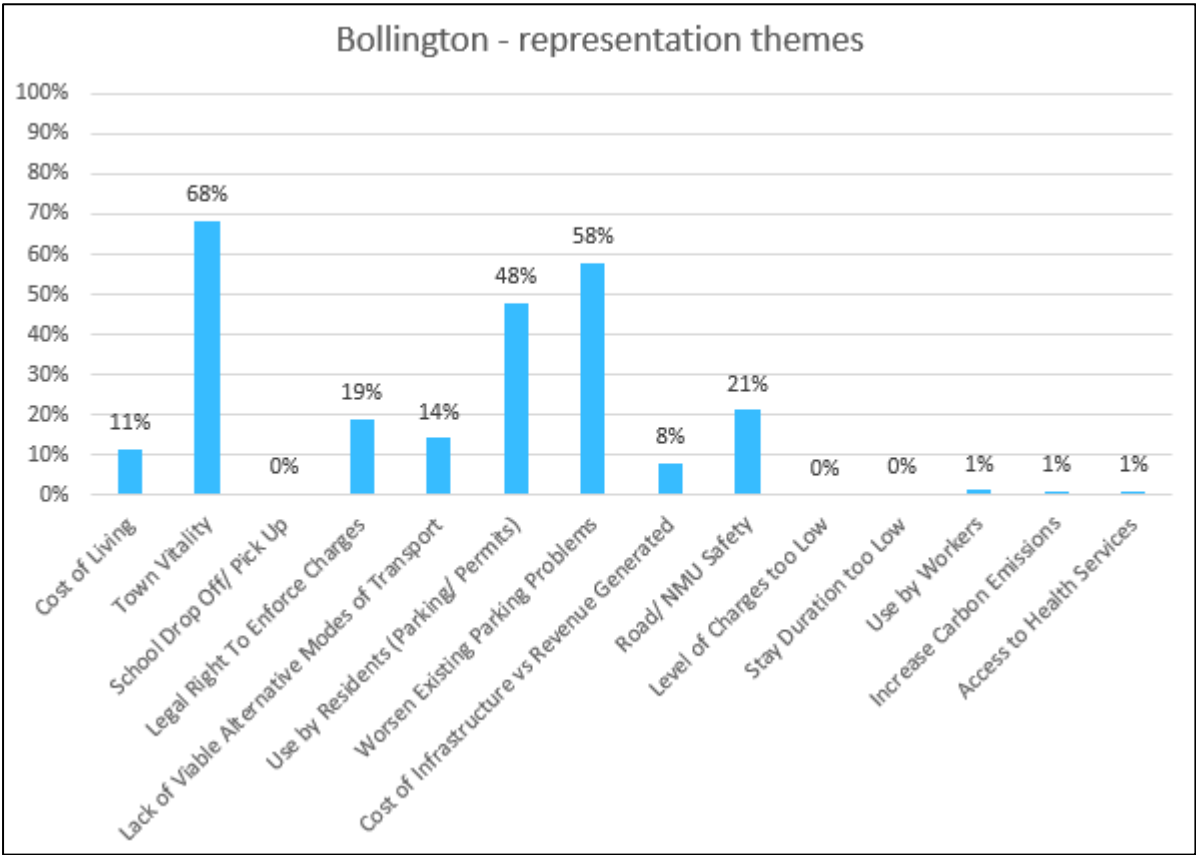
Bollington

Overall, there were 285 representations received from Bollington. This included 274 objections, seven that were neutral and four in support of the proposals.

Themes

The main themes identified were the impact on town vitality (68%), the potential to worsen existing parking problems through displaced traffic (58%), the use of the car park by residents (48%) and impact on road/ non-motorised user (NMU) safety (21%). Figure 10 presents the themes as a percentage of the total number of representations received for Bollington.

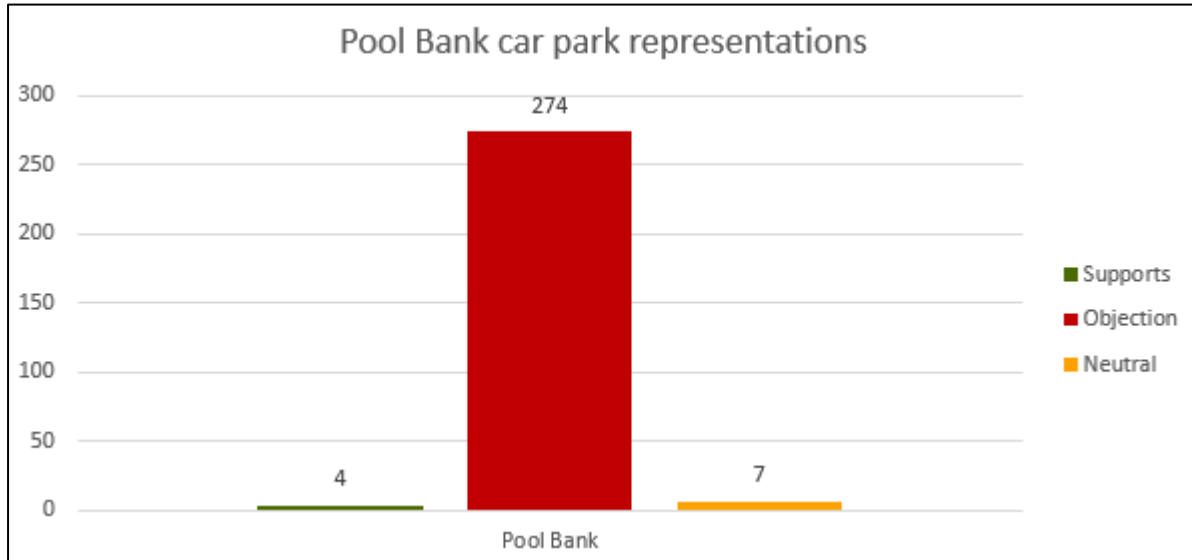
Figure 10: Themes identified as part of representations made from Bollington



Pool Bank car park

Figure 11 presents the representations received for Pool Bank car park.

Figure 11: Representations received for Pool Bank car park in Bollington



Town vitality

Representations raised that the majority of businesses, community groups and charities have little off-street parking and rely on parking within Pool Bank car park and along Palmerston Street. There are concerns that the introduction of parking charges could reduce footfall, making businesses, community groups and charities unviable.

Bollington also attracts many walkers due to its proximity to the Peak District National Park who utilise Pool Bank car park. There are concerns that these visitors would choose other places with free parking to start/ finish their walk, which would reduce footfall into the town.

However, those in support of the proposals to introduce parking charges in Pool Bank car park highlight that they regularly struggle to get a space due to the use of the car park by residents and those using the car park for walks etc. Therefore, they believe that introducing parking charges would increase turnover in the car park and provide more availability of spaces to allow more people to support the vitality of the town.

Worsen existing parking problems and road/ non-motorised user safety

Representations received highlight that there are already many issues with illegal/ dangerous parking on double yellow lines – mostly due to a lack of parking capacity within Bollington. There are concerns that the introduction of parking charges will exacerbate existing parking issues and cause more instances of illegal/ dangerous on-street parking. Many representations were concerned this would increase the risk of collisions between vehicles and pedestrians.

Due to the narrow streets in Bollington, there are also concerns that increasing the number of vehicles seeking spaces on-street to avoid parking charges would increase instances where emergency services cannot travel down streets due to illegal parking.

Use by residents

48% of representations cited the use of the car park for residents parking. Due to the nature of Bollington, a large proportion of houses are terraced and/ or do not come with off-street parking. Additionally, streets are narrow, which restricts the ability for residents to park safely. Therefore, the car park is seen by many as a safe option for parking their vehicle.

There was particular concern that the proposed annual permit cost for residents would be unaffordable, and cause displacement to nearby streets. Additionally, residents highlighted that purchasing a permit would not guarantee them a space, which is unfair. Some also thought that the introduction of parking charges would be impractical as they would need to move their vehicles before charges start at 8am.

Linked to the theme above, there are concerns that this would cause more illegal/ dangerous on-street parking for residents who could not afford a permit, leading to potential safety concerns and potentially making some streets impassable.

Alternative suggestions

Some representations put forward alternative suggestions/ proposals for parking in Bollington, which are shown in Table 4.

Table 4: Alternative suggestions put forward by representations from Bollington

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • Parking should remain free for residents and visitors should pay charges. • Devolve the car park to the Town Council who will take on the operation and maintenance, keeping it free through increases in council tax. • Consider providing more off-street parking by converting the field near Jackson Lane/ Hollin Hall into a car park. • Charge for Adlington Road car park in Bollington. • Ensure pay and display machines can take cash. • Better enforcement of on-street parking restrictions is required. • Bus services need to be improved significantly, particularly with connections to Macclesfield.
Pool Bank car park	<ul style="list-style-type: none"> • Introducing affordable residents parking permits if parking charges are introduced and also provide an

Theme/ Location	Alternative Suggestion
	<p>allowance for purchasing visitor permits (one cost of £35 was put forward).</p> <ul style="list-style-type: none"> • Issue one free residents parking permit to households who do not have off-street parking. If more than one is required, then households would need to purchase a permit. • Part of the car park should have designated residents only bays. • A period of free parking should be provided – representations ranged from the first 20 minutes free to the first two hours being free. • Increase number of disabled spaces and Electric Vehicle charging points. • Convert Pool Bank to a multi-storey car park to increase off-street parking capacity. One example given was Clarence Mill. Another suggestion was to add an underground car park to Pool Bank. • Close back entrance/ exit of Pool Bank car park or making Queen Street one way traffic. • Limit the number of permits on the car park to 20. • Consider changing times of proposed period from 9am (at least) to 6pm.
On-street parking/ mitigations	<ul style="list-style-type: none"> • Introduce a residents parking scheme for the whole of the conservation area in Bollington if parking charges are introduced. • Consider mitigations for Hamson Drive, Shrigley Road, Ashbrook Road and Queens Street where parking blocks access at present.

Additionally, feedback provided also stated that the proposed double yellow lines on Church Street, High Street, Palmerston Street and Hanson Drive will further exacerbate existing parking problems and decrease parking capacity.

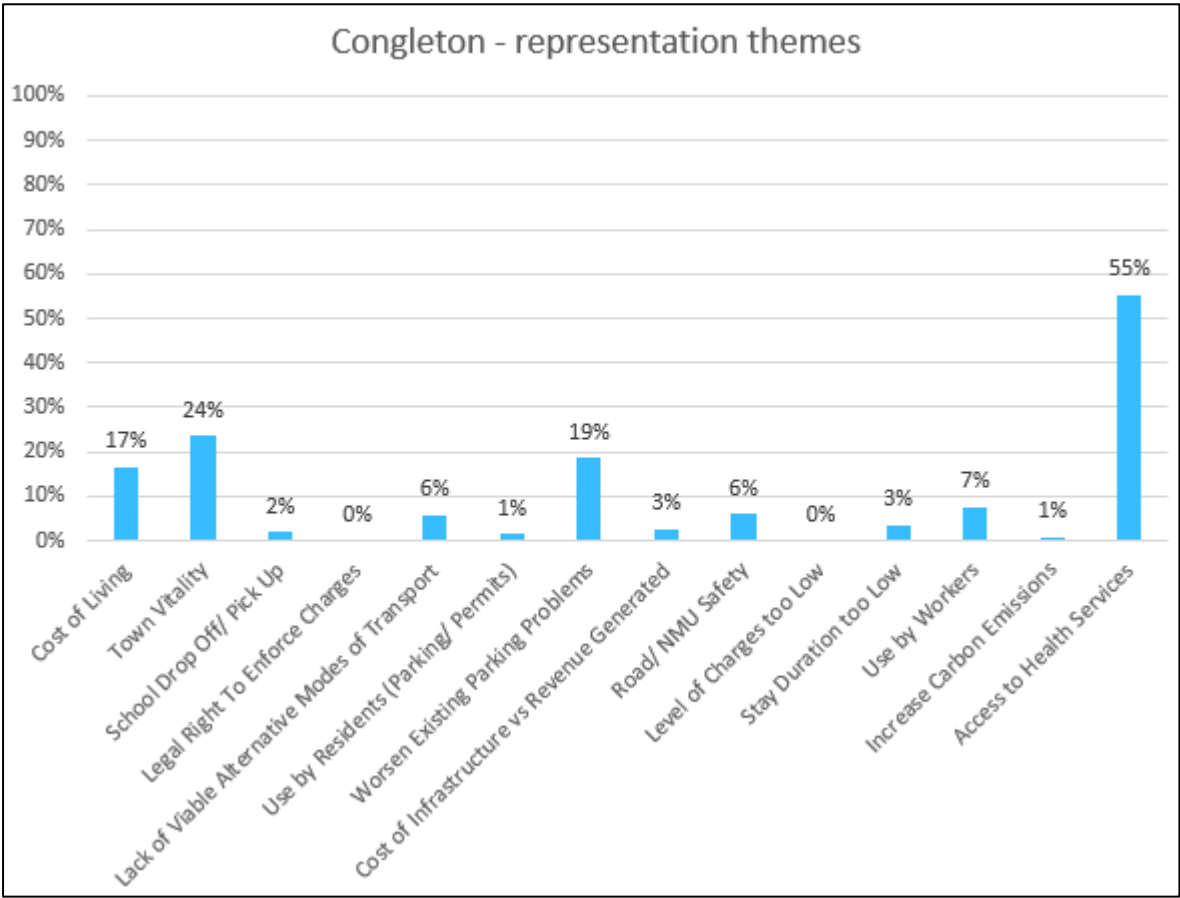
Congleton

Overall, there were 629 representations received from Congleton. 628 responded to the proposals for the town centre car parks and one responded to proposals for Brereton Heath Country Park.

Themes

The main themes identified were the impact accessing health services (55%), town vitality (24%) the potential to worsen existing parking problems through displaced traffic (19%) and the cost of living (17%). Figure 12 presents the themes as a percentage of the total number of representations received for Congleton.

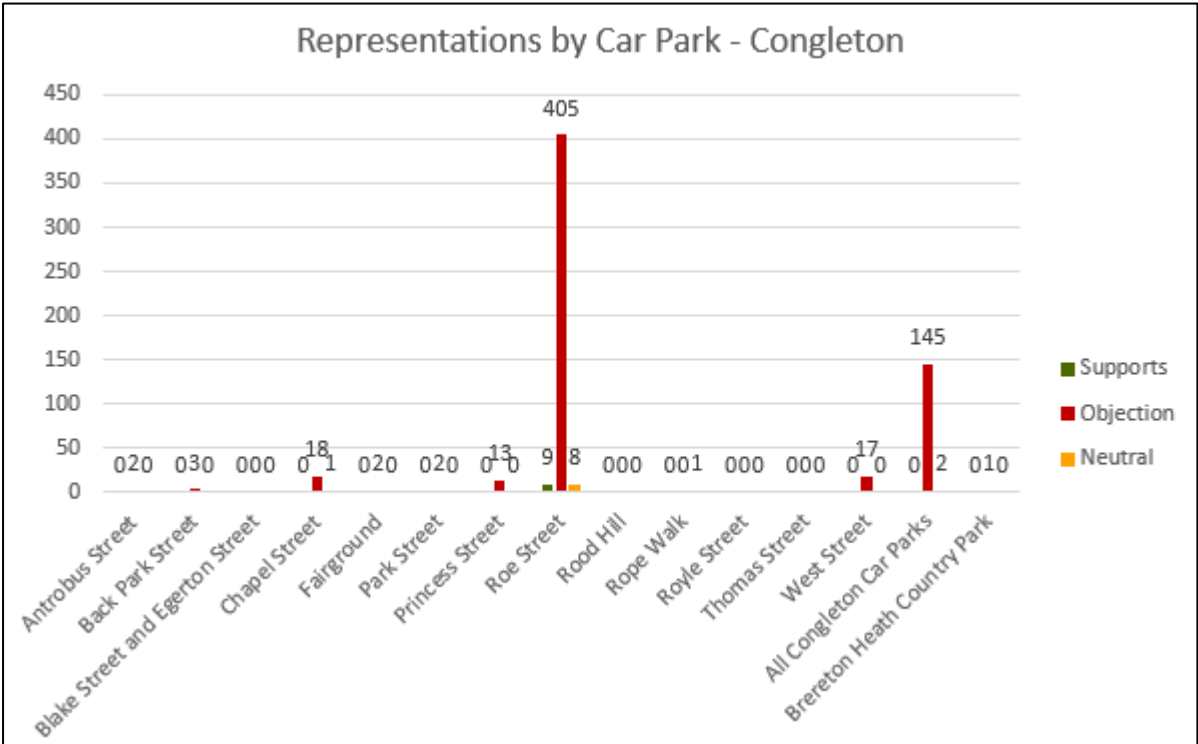
Figure 12: Themes identified as part of representations made from Congleton



Off-street parking representations (Congleton town centre)

The representations received for the town centre car parks comprised 607 objections, 12 that were neutral and nine in support of the proposals as shown in Figure 13. 422 of the representations received related to the proposed introduction of charges at Roe Street car park, comprising 405 objections, eight that were neutral and nine in support.

Figure 13: Representations received for car parks in Congleton



Access to health services

As noted above, the majority of representations received were regarding the proposed introduction of parking charges in Roe Street car park. Representations received also highlighted that Roe Street car park was predominantly used by medical practice users and not users for the town centre because of the walking distance to services and facilities.

The majority of representations were concerned about patients being charged to access health services, particularly low income and elderly groups who are more likely to need access to health services. There were also concerns that parking charges may deter patients from seeing a doctor, meaning health issues are diagnosed at a later stage. Additionally, there are also concerns that the number of missed appointments would increase if parking charges were introduced.

Those in support of the proposed parking charges stated that the car park is often full, and a parking charge could help to deter non-medical practice users from using Roe Street car park. Those in support stated that parking should be free for patients.

Town vitality

Although Congleton already charges for parking, there are concerns that the scale of increase in parking charges will significantly impact town vitality. Representations received for car parks across the town centre highlighted concerns that the proposed increases in charges in Congleton could have a negative impact on:

- The regeneration of Congleton town centre, particularly the Market Quarter; and
- Footfall for current businesses, forcing them to close and increasing the number of empty units in the town.

There are concerns that increased parking charges will encourage shoppers to travel elsewhere to places with more retail offer and free parking.

Linked to the regeneration of the Market Quarter, 13 representations were received about the proposal to make Princess Street car park short stay. The car park is used by workers of the Market Quarter and there were concerns that the proposed three hour stay duration would affect the length of time that visitors would spend in development.

Worsen existing parking problems

Representations highlighted that the proposed increases to parking charges in Congleton would likely increase the number of drivers seeking free parking on-street. There were concerns that this demand for free parking could exceed existing parking supply and encourage more illegal/ dangerous parking on double yellow lines and on residential streets.

Cost of living

16% of representations cited the cost-of-living crisis as a basis for their objection. Many representations stated that they understood the need to increase parking charges but thought that this should be in line with inflation to help maintain town vitality and support low-income families during the cost of living crisis.

The objections were made against the proposed scale of increase to parking charges, rather than the principle of paying to park. There were concerns raised by workers who stated that the proposed increase to all day parking would put a significant pressure on their budget and, in some cases, would be unaffordable. As a consequence, these workers stated that they may need to search for another job, making recruitment and retention more difficult for businesses.

Off-street parking representations (Brereton Heath Country Park)

One objection was received for proposed changes to Brereton Heath Country Park. This stated that it is a well-used by the community (particularly dog walkers) and needs to remain accessible. There were concerns that increasing parking charges may exclude some members (predominantly low-income families and vulnerable users) of the population from the Country Park.

The representation also highlighted that charges should not increase in excess of the Park's running costs because it will reduce the number of visitors (potentially resulting in decreased revenue) and diminish the value and benefit of the Country Park.

There were also concerns that Brereton Heath Country Park should have the same operating times as other Country Parks such as Teggs Nose and the first 30 minutes should be free for consistency.

Alternative suggestions

Some representations put forward alternative suggestions/ proposals for parking in Congleton, which are shown in Table 5.

Table 5: Alternative suggestions put forward by representations from Congleton

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • A period of free parking should be provided – representations ranged from the first 30 minutes free to the first two hours being free. • Parking in Congleton should be free to attract business to Congleton town centre, increase customer footfall and reduce travel to alternative centres. • Keep charging hours as 9am to 5pm to avoid impacting on nursery/ school pick up and drop off. • Parking tariffs should be frozen in Congleton town centre to support the regeneration efforts. • Parking tariffs in Congleton should be increased at a smaller rate and in a gradual/ phased way over the medium term. Suggestions for a fair increase vary as follows: <ul style="list-style-type: none"> ○ 10-20p per day. ○ 20-25% increase on existing tariffs. ○ First hour of parking starts at 60p. ○ Low tariff band should be implemented in car parks across Congleton. • Long stay parking tariffs need to be lower for workers or discounted permits should be made available to workers. • Free after 3pm should remain on Back Park Street. • Consider making Fairground car park long stay. • Consider selling some under-utilised car parks for development. • Improve active travel infrastructure and frequency of local bus services to encourage use by alternative modes of transport. • Devolve car parks to Congleton Town Council. • Introduce a parking disc system that allows Congleton residents free parking for up to one hour.

Theme/ Location	Alternative Suggestion
	<ul style="list-style-type: none"> • Opportunities to purchase a book of tickets at a reduced rate. • Rent spaces for Electric Vehicle Charging Points on car parks. • Explore emissions-based parking charges. • Reduce the cost of permits from two-thirds of the five-day rate to half of the five-day rate to make it more palatable for people to pay in advance. • Pay & Display machines must be able to take cash or debit card.
Antrobus Street car park	<ul style="list-style-type: none"> • Allow the first 15 minutes free of charge at Antrobus Street to allow for pick up/ drop off of prescriptions. • Consider making Antrobus Street car park long stay.
Chapel Street car park	<ul style="list-style-type: none"> • Retain Chapel Street car park as long stay.
Princess Street car park	<ul style="list-style-type: none"> • Retain Princess Street car park as long stay.
Roe Street car park	<ul style="list-style-type: none"> • Keep Roe Street car park free and designate as a medical practice car park only. • Consider transferring ownership of Roe Street car park to the medical practice. • If Roe Street is charged for parking, ensure patients can park for free/ first hour free and charge for longer stays.
Rope Walk car park	<ul style="list-style-type: none"> • Make Rope Walk car park a resident only car park.
Park Street car park	<ul style="list-style-type: none"> • Consider making Park Street car park workers only. • Consider making Park Street car park residents only with discounted permits.
On-street parking/ mitigations	<ul style="list-style-type: none"> • If a free period of parking is not possible, increase stay duration on-street from 30 minutes to 1 hour to support town vitality. • Residents permits/ parking schemes required to mitigate impact of increased parking charges.

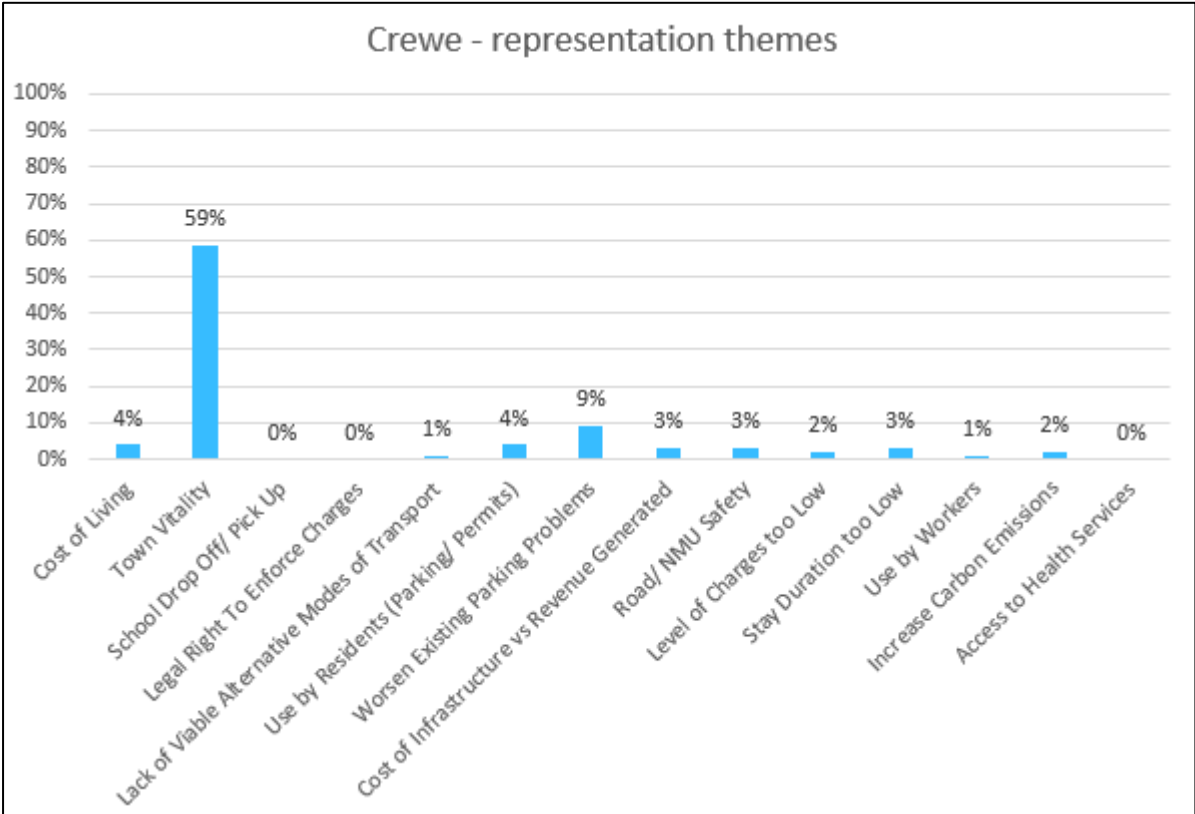
Crewe

Overall, there were 99 representations received from Crewe, which all responded to proposed changes to car parking tariffs.

Themes

The main theme identified was the impact on town vitality (59%). Figure 14 presents the themes as a percentage of the total number of representations received for Crewe.

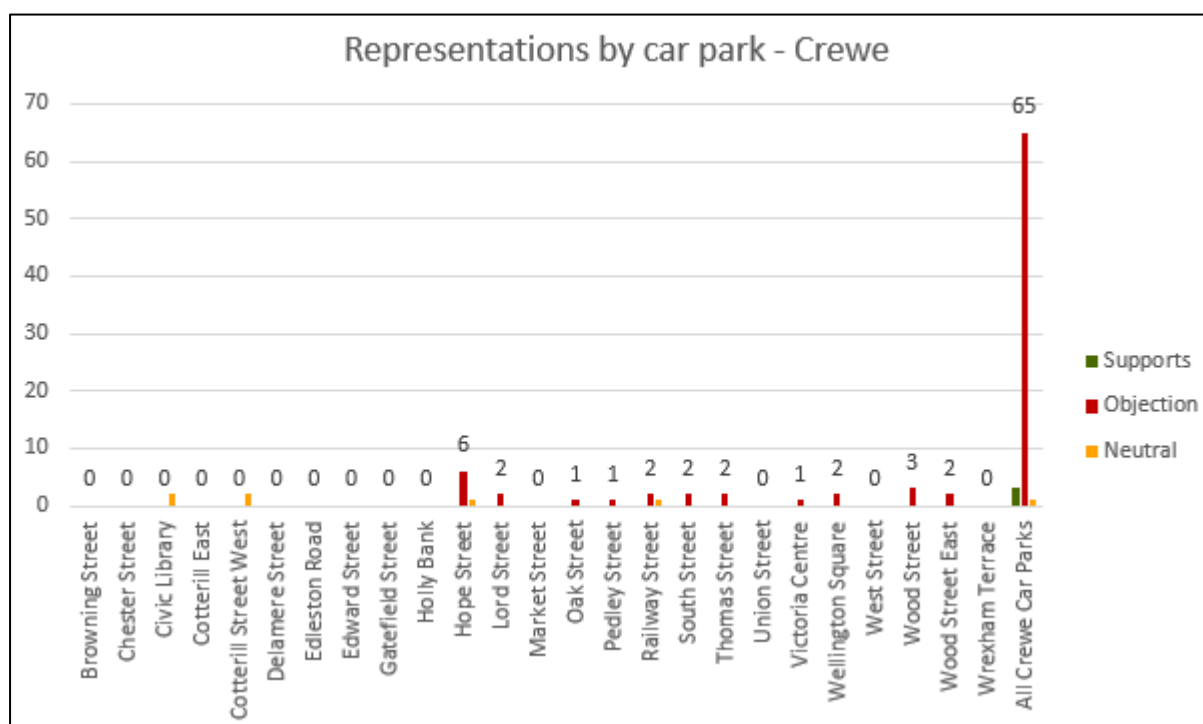
Figure 14: Themes identified as part of representations made from Crewe



Off-street parking representations

The representations received for the car parks comprised 89 objections, seven that were neutral and three in support of the proposals as shown in Figure 15.

Figure 15: Representations received for car parks in Crewe



Town vitality

Objections made from Crewe highlighted that the proposed increase to tariffs would further deter visitors to the town centre, which needs regeneration. Representations already cite Crewe as a 'ghost town'. There are concerns that further increases to parking charges will deter new businesses from investing in the town centre, particularly with Grand Junction Retail Park also being located very close to the town centre.

Those objecting also outlined that Crewe is one of the most deprived areas in the borough and that having higher parking charges than other more affluent service centres is unfair. Many also stated that charges cannot be changed in Crewe without the introduction of parking charges in current free towns. They were particularly concerned that the current parking regime is unfair and service users in Crewe should not be subsidising free car parking in other more affluent areas.

Those supporting the proposals believe that this provides the council with opportunities to consolidate car parking and sell some surface car parks for development. This in turn would facilitate opportunities to redesign the town centre to improve accessibility by walking and cycling.

Alternative suggestions

Some representations put forward alternative suggestions/ proposals for parking in Crewe, which are shown in Table 6.

Table 6: Alternative suggestions put forward by representations from Crewe

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • Smaller increase in parking charges to support town vitality. • Make parking free for a measurable trial period (six months to one year) to encourage use of Crewe town centre, greater investment from businesses and discourage travel to out-of-town shopping centres. • Charge parking equally across the borough. • Increase cycle parking provision in Crewe • The council should join the National Parking Platform. • If parking charges are increase in Crewe, reduce business rates to encourage investment. • Increase the number of disabled spaces in Crewe car parks.
Hope Street car park	<ul style="list-style-type: none"> • Retain Hope Street as a long stay car park and make charges similar to Wood Street East.
Lord Street car park	<ul style="list-style-type: none"> • Consider option to purchase residents parking permits in Lord Street car park.
Wellington Square car park	<ul style="list-style-type: none"> • Make Wellington Square car park a permit only car park rather than pay and display. If charged, provide option to purchase residents parking permits at a reduced rate. • Improve enforcement of illegal parking in the turning circle at Wellington Square car park.

Disley

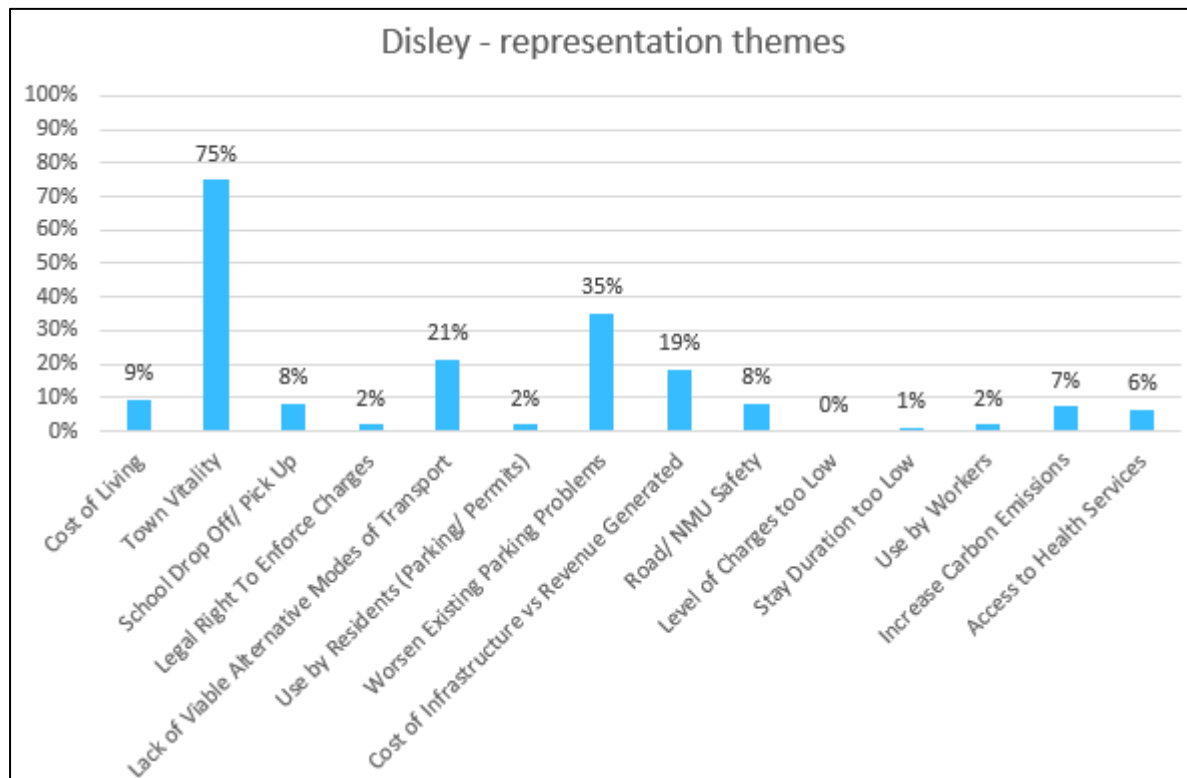
Overall, there were 108 representations received from Disley, which all responded to the proposed introduction of parking tariffs. There was also an online petition set up in opposition to the proposals. This petition obtained 801 signatures by 26 November 2023. While the petition is noted, the analysis only focuses on the representations received during the statutory consultation period by email or by post.

Themes

The main themes identified were the impact on town vitality (75%), the potential to worsen existing parking problems through displaced traffic (35%), lack of alternative modes of transport (21%) and the cost of infrastructure versus revenue generated (19%). Figure 16 presents the themes as a percentage of the total number of representations received for Disley.

The cost of infrastructure versus revenue generated has been summarised as part of the borough-wide themes and will not be repeated here. However, specific to Community Centre car park, a general concern raised was that the site includes spaces belonging to Cheshire East Council, Disley Parish Council, and Peaks and Plains. Representations identified the potential for confusion, which would need to be managed through clear lining and signing to ensure that service users knew they were parking in a chargeable space.

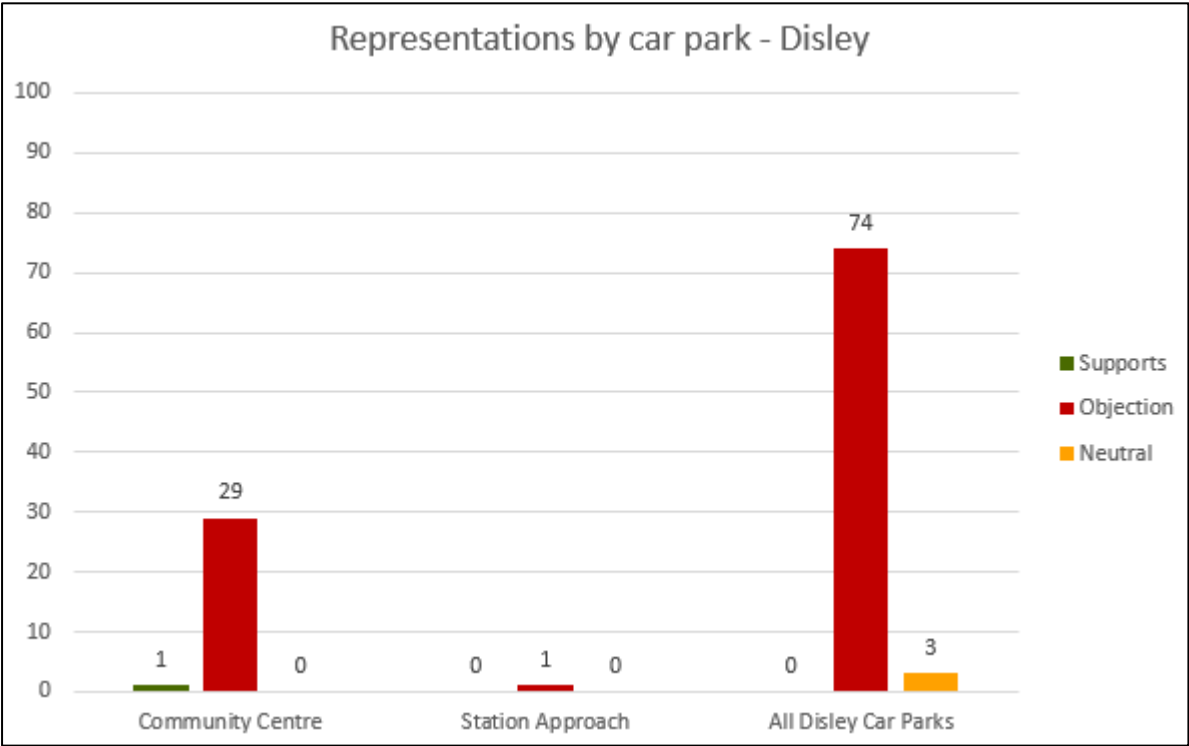
Figure 16: Themes identified as part of representations made from Disley



Off-street parking representations

The representations received included 104 objections, three that were neutral and one in support of the proposals as shown in Figure 17.

Figure 17: Representations received for car parks in Disley



Town vitality

Representations raised that Disley is a service centre for many surrounding rural areas of which its local economy relies on. There are concerns that introducing parking charges would deter visitors from using the local businesses, resulting in reduced footfall, and increasing the risk of businesses in Disley closing. Many representations cited that residents and visitors would visit supermarkets in nearby settlements with free parking (e.g., Whaley Bridge, Marple or New Mills in High Peak). Therefore, free car parking in Disley put businesses on a ‘level playing field’ with neighbouring settlements.

There are also concerns that the proposals could make many community events and activities held at the Library and Community Hall less viable and, in some cases, double the cost of attending them. There are also concerns that some events and activities may be less accessible to more vulnerable members of the population, increasing social isolation.

Those representations that were neutral or in support highlighted that overstays on Community Centre car park are common due to a lack of enforcement, which has resulted in some users being unable to find a parking space. This restricts their ability to access local businesses and services in Disley, which also has a negative impact on town vitality. Those citing their support believe that there should be a short

period of parking free (30 mins to one hour) and then a charge for longer stays should apply to encourage:

- Greater compliance with the current three-hour maximum stay; and
- Turnover of spaces.

Representations received for proposed charges in Station Approach car park highlighted that the car park is also used by the 1st Disley Scouts and that the community scout hut is located adjacent to the site. In some cases, the Scouts meet before 6pm and there were concerns that implementing a parking charge could impact the attendance to the Scouts and events held at this location.

Worsen existing parking problems

Representations highlighted that parking capacity in Disley is limited. There are concerns that the introduction of parking charges would increase demand for the small amount of free on-street parking located close to the town centre; particularly along the A6 Buxton Road, Dane Bank Drive, Jacksons Edge, and Buxton Old Road. The consequences of this additional demand would be an increase to the amount of illegal/ dangerous parking (e.g., parking on double yellow lines), which could increase the risk of collisions between vehicles and pedestrians.

There was also some concern that the demand for on-street parking would intensify significantly during the school pick up/ drop off, where some parents who currently use Community Centre car park would seek free parking. There are concerns that this could increase instances of illegal/ dangerous parking and potentially compromise the safety of parents and children travelling to/ from the school.

Lack of viable alternative modes of transport

The majority of representations cited that Disley is located within a valley with steep hills on either side making walking/ cycling along Jacksons Edge Road and Buxton Old Road more difficult. Representations also highlighted that the population has a higher proportion of elderly residents who would struggle to walk or cycle to/ from the centre of Disley.

The infrequent bus service was also referenced, which given the topography of Disley increases the reliance on private vehicles to access services in the town centre. Many also cited that the rail services were impractical for travel to other towns in Cheshire East because users would have to travel via Stockport to travel to key service centres such as Macclesfield.

There were also concerns that charging for parking at Station Approach car park would encourage commuters to travel further in their cars to other stations where parking is free, increasing carbon emissions through an already designated Air Quality Management Area. On the other hand, those representations in support/ neutral stated that commuters do not contribute to the local economy in Disley, and it was therefore right that they were charged to use the public car park.

Alternative suggestions

Some representations put forward alternative suggestions/ proposals for parking in Disley, which include:

- A free period of parking should be provided – suggestions ranged from the first 30 minutes free to the first two hours of parking being free on both car parks;
- Charges for long stay would be more appropriate than charging for short stay;
- Parking permits would be required for residents on the A6 if parking charges are introduced; and
- If parking charges are introduced, carers permits would be required on Community Centre car park.

Handforth

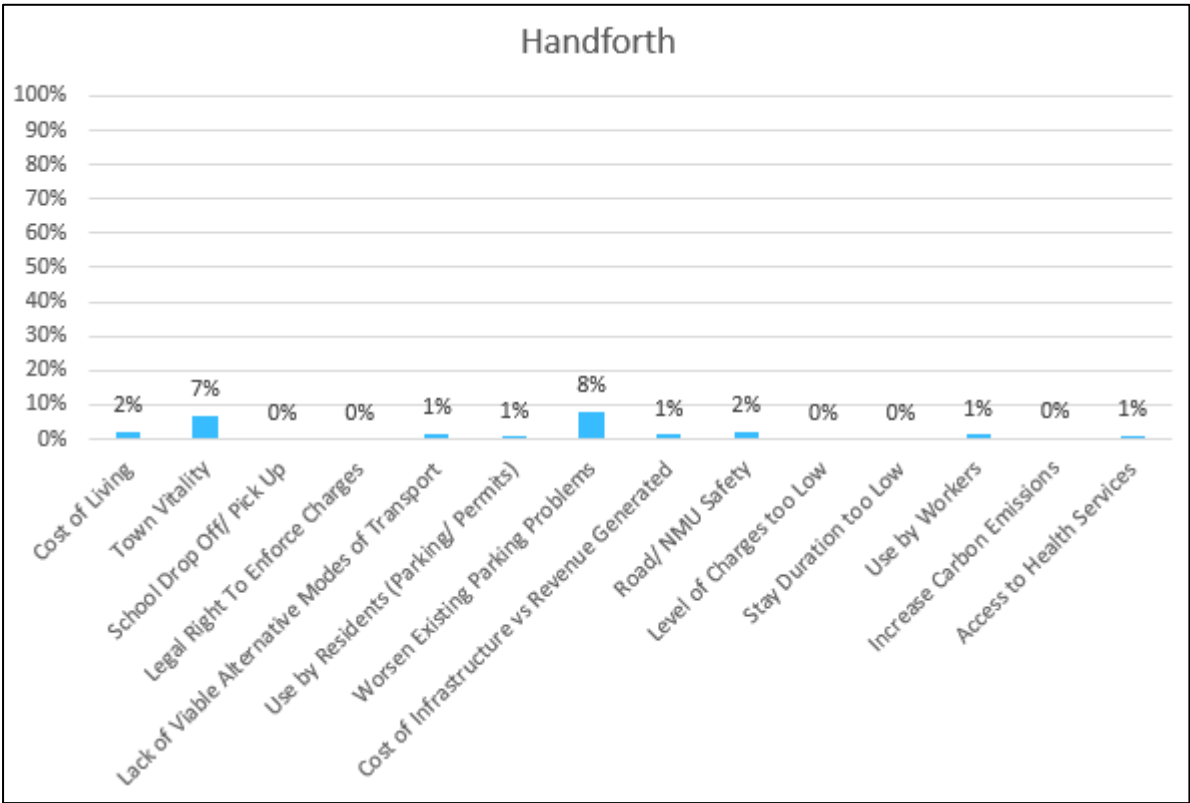
Overall, there were 416 representations received from Handforth. This included 410 objections, four that were neutral and two in support of the proposals.

Handforth Town Council conducted a survey of residents, visitors, and businesses during the statutory consultation period. The results of the survey were received, analysed, and included in the overall results. As this survey did not present reasons for the responses provided, no further analysis (e.g., categorisation into themes) could be conducted.

Themes

The main themes identified were the potential to worsen existing parking problems (10%) and the impact on town vitality (8%). Figure 18 presents the themes as a percentage of the total number of representations received for Handforth.

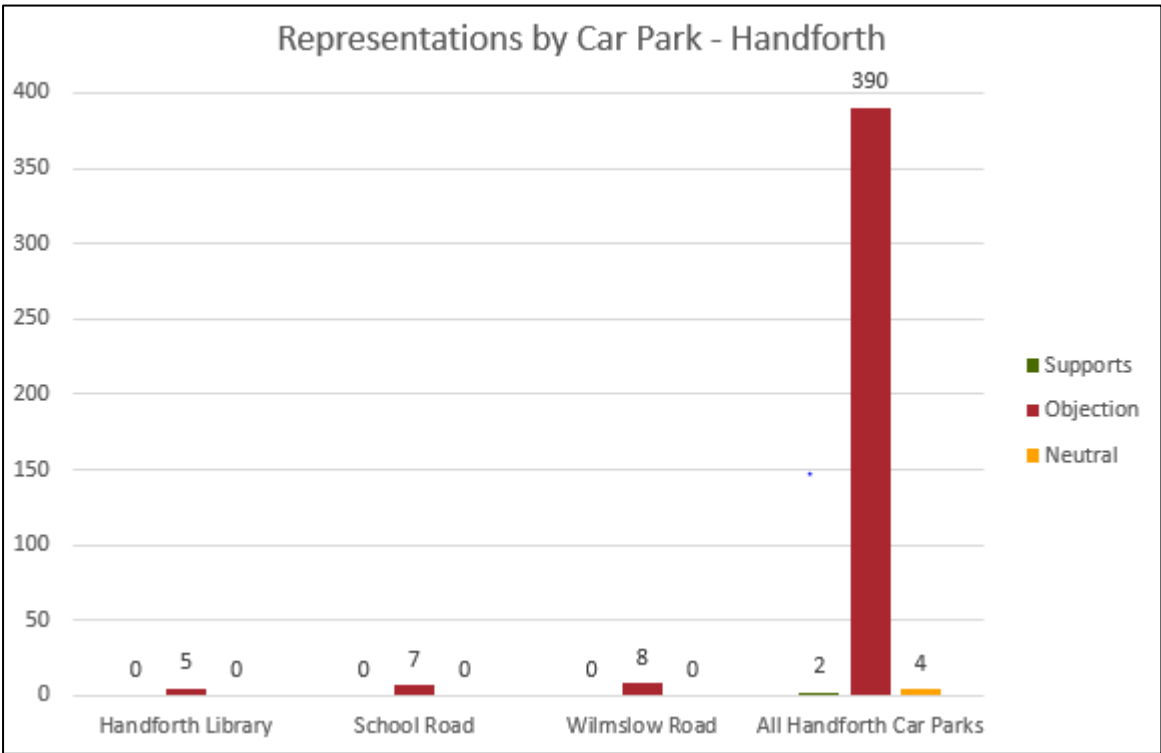
Figure 18: Themes identified as part of representations made from Handforth



Off-street parking representations

The representations received included 410 objections, four that were neutral and two in support of the proposals as shown in Figure 19.

Figure 19: Representations received for car parks in Handforth



Town vitality

Representations highlighted concerns that introducing parking charges could deter residents and visitors from using the businesses, services, and facilities in Handforth, resulting in reduced footfall, and risking the viability of some businesses. Many believe that parking charges could encourage:

- Customers to use Handforth Dean Retail Park, Heald Green or Wythenshawe where there is free parking instead of town centre businesses;
- Those using Handforth businesses may consolidate their shopping into one or two trips a week, reducing the potential for 'impulse' purchases;
- Increase the use of online shopping; and/ or
- Reduced usage of the library – noting that opening hours have already been reduced – making this community facility potentially less viable.

Additionally, some representations noted that they use the car parks in Handforth to pick up and drop off children attending classes at Just Gymnastics and the cost of paying twice for parking would make it too expensive for children to attend classes.

Those who are in support of parking charges cite that the lack of turnover in car parks can make it difficult to find a space. However, they all stated that a short period of free parking should be provided on all car parks to facilitate pick up and drop off at classes such as Just Gymnastics, as well as prescriptions at the local medical practice.

Worsen existing parking problems

A number of representations cited concerns with current on-street parking issues, particularly pavement parking. There are concerns that the volume of traffic parking along unrestricted residential streets will increase if parking charges are introduced, particularly workers who would seek to avoid all-day parking charges.

Residents raised concerns that increased demand for parking on residential streets will make parking outside of their homes difficult. There are also concerns that the increased demand could lead to more illegal/ dangerous parking and increase the risk of collisions between vehicles and pedestrians.

Alternative suggestions

Some representations put forward alternative suggestions/ proposals for parking in Handforth, which are shown in Table 7.

Table 7: Alternative suggestions put forward by representations from Handforth

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • A short period of parking free – suggestions ranged from the first 15 minutes to one hour of parking free. • No charges for parking on a Saturday to support town vitality. • Parking charges should not be introduced until the park and ride scheme is implemented. • Council tax should be used to fund free parking. • Bus service frequency and active travel infrastructure need to be improved significantly to encourage greater travel by more sustainable modes of transport.
Wilmslow Road car park	<ul style="list-style-type: none"> • The proposed £5.20 all day charge at Wilmslow Road car park is would disproportionately impact workers.
On-street parking/ mitigations	<ul style="list-style-type: none"> • Residents parking schemes will need to be considered on School Road, Church Road, Crossfield Road, and Church Road if charges are introduced. • Grangeway and Sagars Road should be added to the monitoring list as these streets are likely to experience the effects of displacement from parking. • More regular enforcement is needed to enforce existing waiting restrictions. Increased patrols would also likely increase revenue due to regular illegal/ dangerous parking. • Parking permits should be provided for Wilmslow Road car park free of charge to residents of Wilmslow Road, Station Road, and South Acre Drive, as well as businesses who need/ rely on the car park.

Haslington

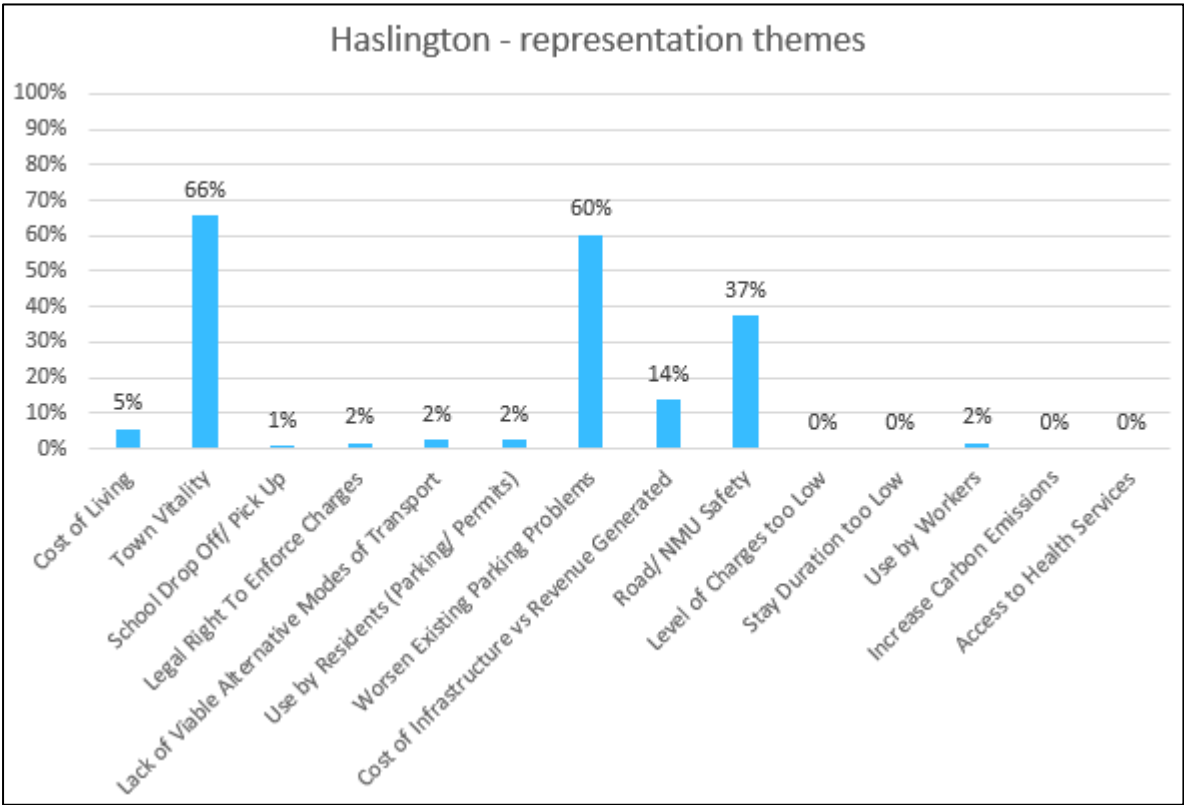
Overall, there were 131 representations received from Haslington. There was also a petition with 1,015 signatures delivered to the council at the end of the statutory consultation period. While the petition is noted, the analysis only focuses on the representations received during the statutory consultation period by email or by post.

Themes

The main themes identified were the impact on town vitality (66%), the potential to worsen existing parking problems (60%) and road/ non-motorised user (NMU) safety (37%). Figure 20 presents the themes as a percentage of the total number of representations received for Haslington.

The cost of infrastructure versus revenue generated has been summarised as part of the borough-wide themes and will not be repeated here.

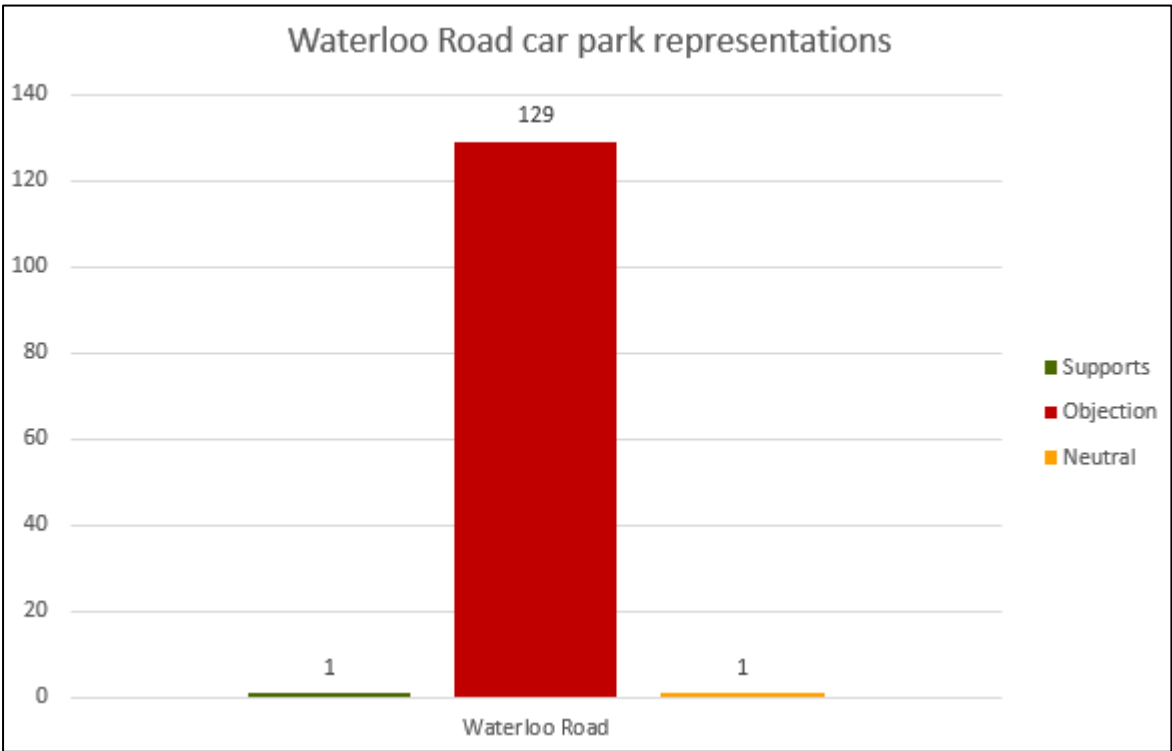
Figure 20: Themes identified as part of representations made from Haslington



Off-street parking representations

The representations received included 129 objections, one that was neutral and one in support of the proposals as shown in Figure 21. Haslington only has one car park (Waterloo Road) and therefore all representations received related to the proposals to introduce charges on this car park.

Figure 21: Representations received for Waterloo Road car park in Haslington



Town vitality

Representations raised that Haslington was a small community with local independent shops and businesses that support residents for everyday essentials. Most trips to these shops last less than 15 minutes and therefore there were concerns that even charging for parking on the lowest consolidated tariff band would encourage users to park on the road (see next section) or shop in nearby Crewe or Sandbach.

Given the relatively small catchment for these businesses, representations were concerned that parking charges could significantly impact the ongoing viability of businesses in Haslington. If businesses closed, this would decrease business rate income to the council and also force residents to travel to nearby service centres for their essentials.

Worsen existing parking problems and road/ non-motorised user safety

The majority of representations were concerned that the introduction of parking charges would encourage much more on-street parking. Issues have already been raised about parking on the bend of St Michael's Close, as well as along Waterloo Road on double yellow lines. There are concerns that the increased demand for on-street parking will cause more dangerous and illegal parking to take place, which could increase the risk of collisions between vehicles and pedestrians.

Some representations also highlighted that a number of residents have a business and park their vans overnight and at weekends. There are concerns that the

proposed annual charge of £490 per year will cause them to avoid the car park and park on the road, creating more obstructions to the highway.

Alternative suggestions

Some representations put forward alternative suggestions/ proposals for parking in Haslington, which include:

- A short period of parking free – suggestions ranged from the first 30 minutes to one hour of parking free;
- Devolve control of, or lease, the car park to the Parish Council to retain free parking;
- Provide a barrier to prevent overnight parking by commercial vehicles; and
- Greater enforcement of current waiting restrictions is required.

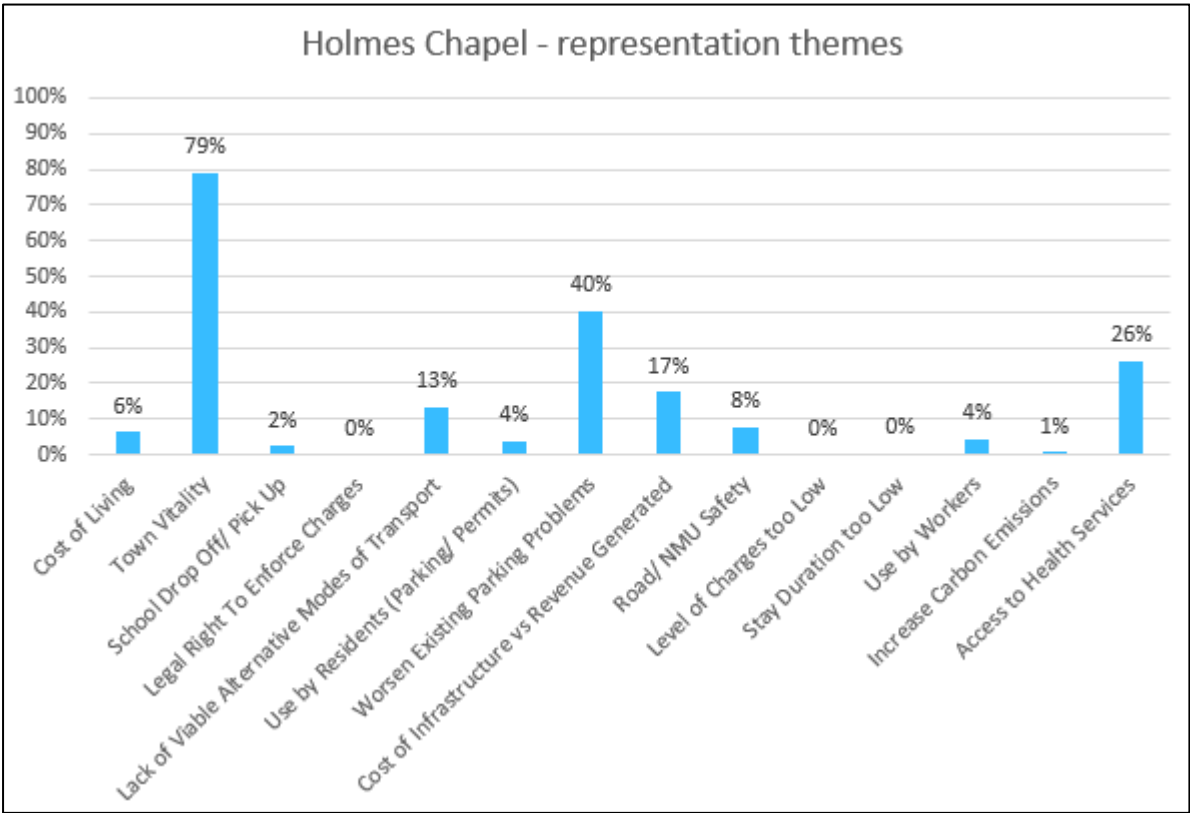
Holmes Chapel

Overall, there were 258 representations received from Holmes Chapel, which all responded to the proposed introduction of parking tariffs.

Themes

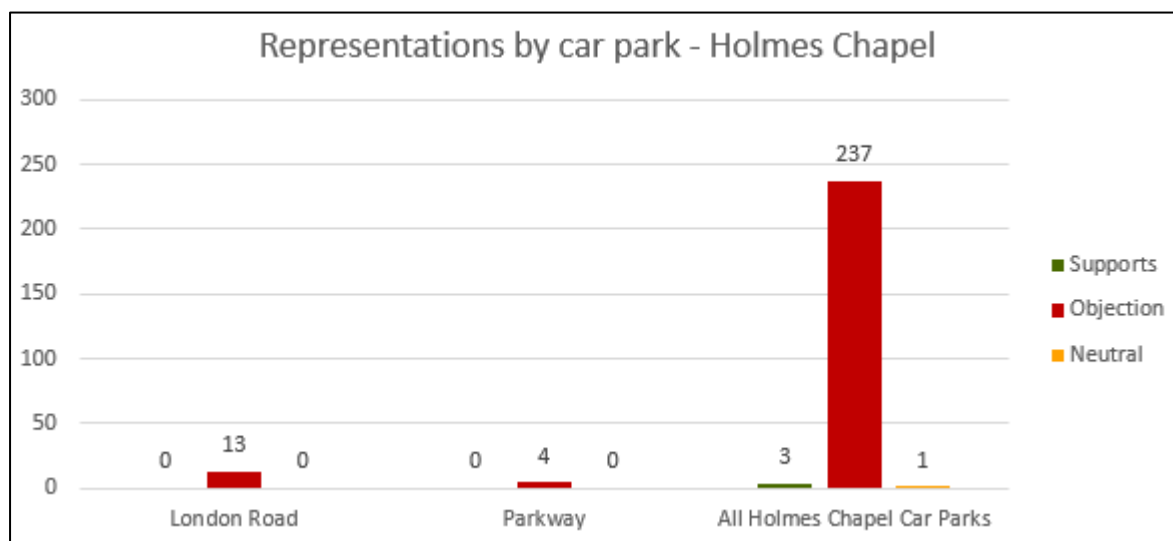
The main themes identified were the impact on town vitality (79%), the potential to worsen existing parking problems through displaced traffic (40%) and access to health services (26%). Figure 22 presents the themes as a percentage of the total number of representations received for Holmes Chapel.

Figure 22: Themes identified as part of representations made from Holmes Chapel



Off-street parking representations

The representations included 254 objections, one that was neutral and three in support of the proposals as shown in Figure 23.

Figure 23: Representations received for car parks in Holmes Chapel

Town vitality

Representations raised that Holmes Chapel is a service centre for many surrounding rural areas such as Cranage and Goostrey of which its local economy relies on. There are concerns that the introduction of parking charges could:

- Encourage more use of supermarkets on the edge of Holmes Chapel (e.g., Aldi) where parking is free, reducing footfall for businesses in the town centre;
- Deter passing trade from stopping at Holmes Chapel;
- Encourage those who live outside of Holmes Chapel to travel to larger service centres (e.g., Knutsford) where more services and facilities are on offer;
- Representations highlighted that the increased services and facilities in other centres would better justify paying for parking; and/ or
- Encourage use of out-of-town retail parks and/ or supermarkets in larger towns.

If these concerns were realised, there would be a decrease in business rates for the council. Additionally, some representations highlighted that the majority of visits are for less than 30 minutes and having to pay a full hour of parking is not proportionate.

Representations also highlighted concerns about the ongoing viability of community groups (e.g., mum/ baby groups, library) and voluntary groups that help maintain the village. These services are seen as integral to the overall vitality of Holmes Chapel and the wellbeing of residents.

Those representations in support of the proposals cited difficulty finding a parking space in Holmes Chapel mostly due to the limited parking capacity available. Therefore, encouraging turnover of cars will help to improve accessibility to shops and community groups (e.g., local baby group and library) and support town vitality. Additionally, they also believe that proposals aiming to support the transition to more sustainable and active modes of transport and reducing car ownership is important because:

- Of the current climate emergency and;
- Holmes Chapel being heavily dominated by cars, creating an unattractive environment for walkers and cyclists.

Worsen existing parking problems

Representations received from residents on streets close to car parks highlight that there are already existing parking problems, particularly on Alumbrook Avenue which is connected directly to London Road car park via a footway. Other representations cited that Bessancourt could also experience the effects of displaced traffic if parking charges are introduced.

There are concerns that the introduction of parking charges in Holmes Chapel will significantly increase demand for free parking on residential roads, cause more instances of illegal/ dangerous parking and increased risk of collisions between vehicles and pedestrians.

Access to health services

London Road car park is located adjacent to London Road Medical Practice. The medical practice has its own small car park, but reserves many of its spaces for staff, which results in most patients using London Road car park as an overflow.

All representations that cited this theme were concerned about patients being charged to access medical services. There are concerns that parking charges could deter patients from seeing a doctor, meaning health issues are diagnosed at a later stage. Additionally, there are also concerns that the number of missed appointments would increase if parking charges were introduced.

Alternative suggestions

Some representations put forward alternative suggestions/ proposals for parking in Holmes Chapel, which is shown in Table 8.

Table 8: Alternative suggestions put forward by representations from Holmes Chapel

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • A short period of parking free – suggestions ranged from the first 30 minutes to two hours of parking free. • Free parking should be provided at weekends. • More parking capacity is needed in Holmes Chapel. Turn the old Barclays bank into a multi-storey car park. • Devolve control of the car parks to Holmes Chapel Parish Council. • Council tax should fund local free parking. • Introduce a disc scheme that allows parking for free. • Free parking should be provided for workers in the village.

Theme/ Location	Alternative Suggestion
	<ul style="list-style-type: none"> • Bus service frequency and active travel infrastructure need to be improved significantly to encourage greater travel by more sustainable modes of transport. • Charges are higher than larger towns that have more services and retail offering. They should be lower in Holmes Chapel.
London Road car park	<ul style="list-style-type: none"> • Ensure London Road is retained as a long stay car park.
Parkway car park	<ul style="list-style-type: none"> • Do not make Parkway a short stay car park. • Carers permits should be provided for those visiting the supported living accommodation at Lovell Court. • Match the maximum stay for Parkway car park with the shopping precinct across the road and provide free of charge.

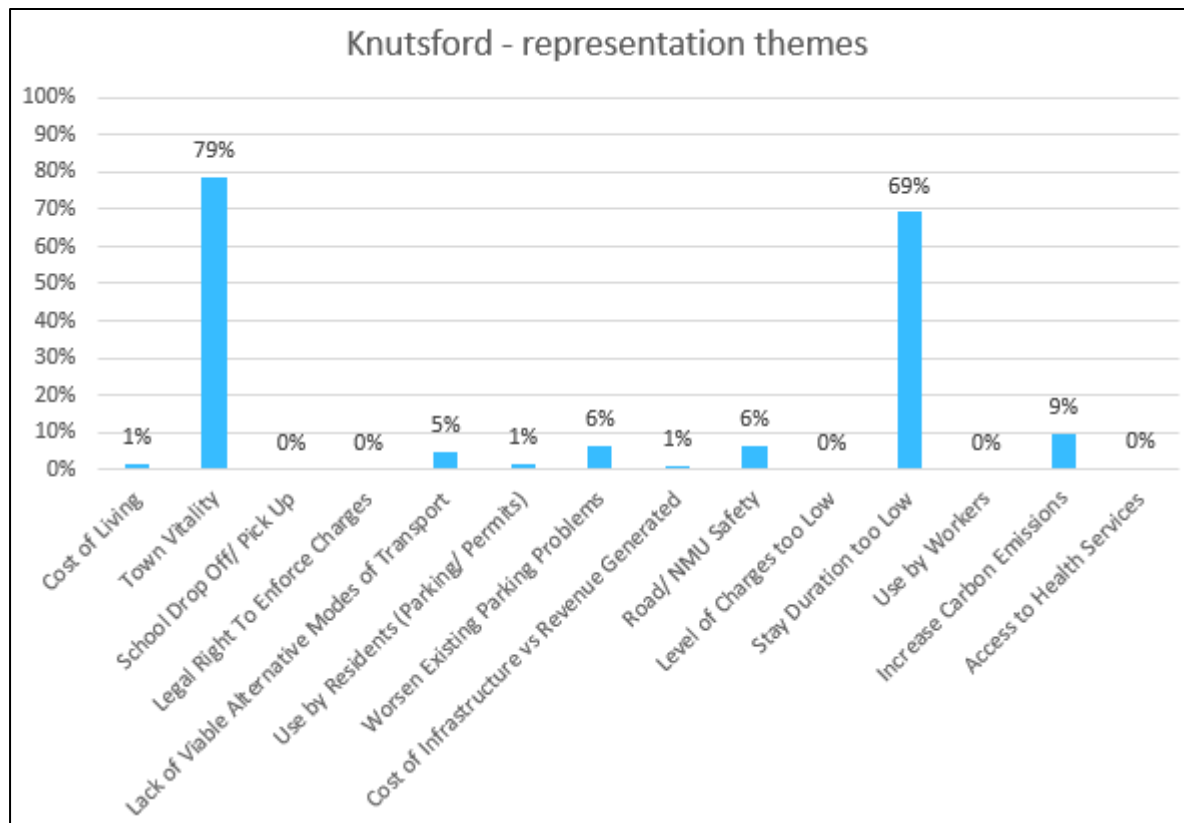
Knutsford

Overall, there were 211 representations received from Knutsford. This included 207 objections, one that were neutral and three in support of the proposals. Seven representations related to changes to off-street car parks while the remaining 204 related to proposed changes to on-street parking restrictions.

Themes

The main themes identified was the impact on town vitality (79%) and the stay duration for the proposed on-street parking restrictions being too low (69%). Figure 24 presents the themes as a percentage of the total number of representations received for Knutsford.

Figure 24: Themes identified as part of representations made from Knutsford



Off-street parking representations

This section analyses the representations received relating to proposed changes to car parks in Knutsford. In total, seven representations were received, which is shown in Figure 25.

The objections outlined concerns that increasing charges in Knutsford off-street car parks would potentially impact town vitality, particularly as:

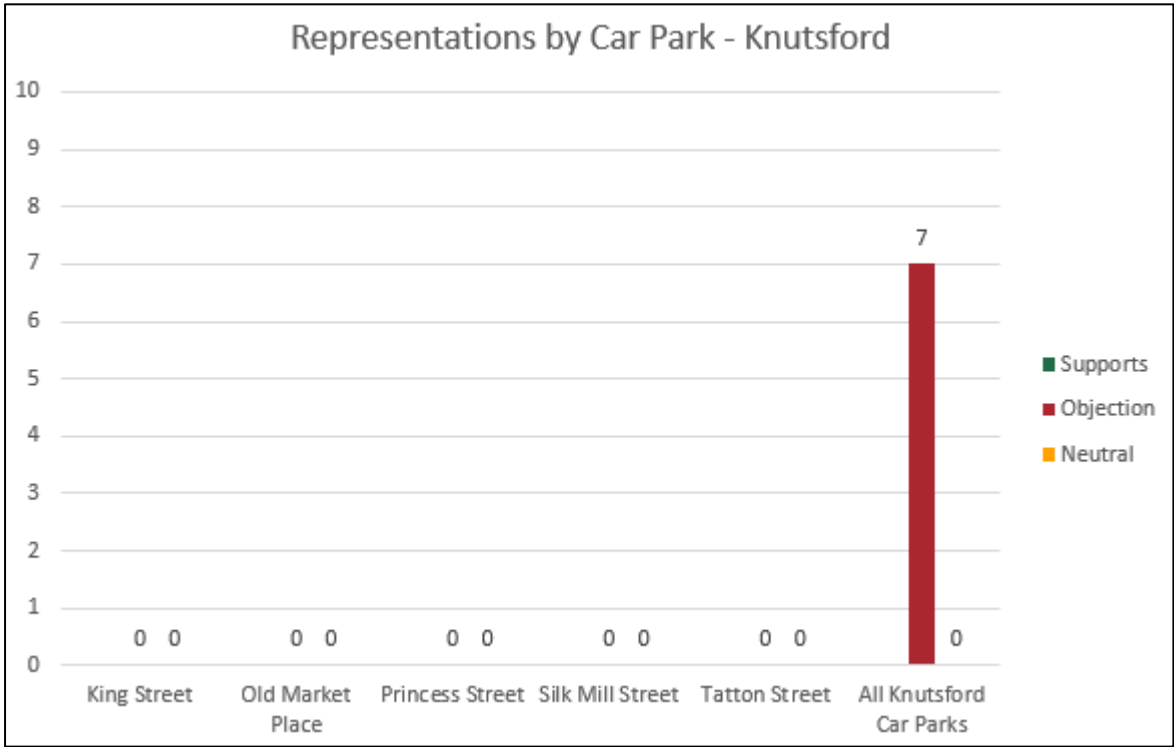
- Residents are already struggling with the cost-of-living crisis; and
- Businesses recovering from the pandemic currently face increased costs.

There are concerns that increasing parking charges will reduce footfall and place greater pressure on the vitality of businesses.

Additionally, the Town Council has raised that present coach parking provision is not sufficient and restates its previous call to:

- Convert the coach parking on Tatton Street car park to ordinary parking bays to increase car parking provision within Knutsford;
- Designate the former taxi-rank parking at the Bexton Road bus station as coach parking; and
- Work with Knutsford Town Council on a management system for coach parking to enable the Town Council to market Knutsford as a coach friendly town and increase the number of coach trips to Knutsford.

Figure 25: Representations received for car parks in Knutsford



On-street parking places representations

This section analyses the representations received relating to proposed changes to on-street parking places in Knutsford. In total, 204 representations were received, which is shown in Figure 26.

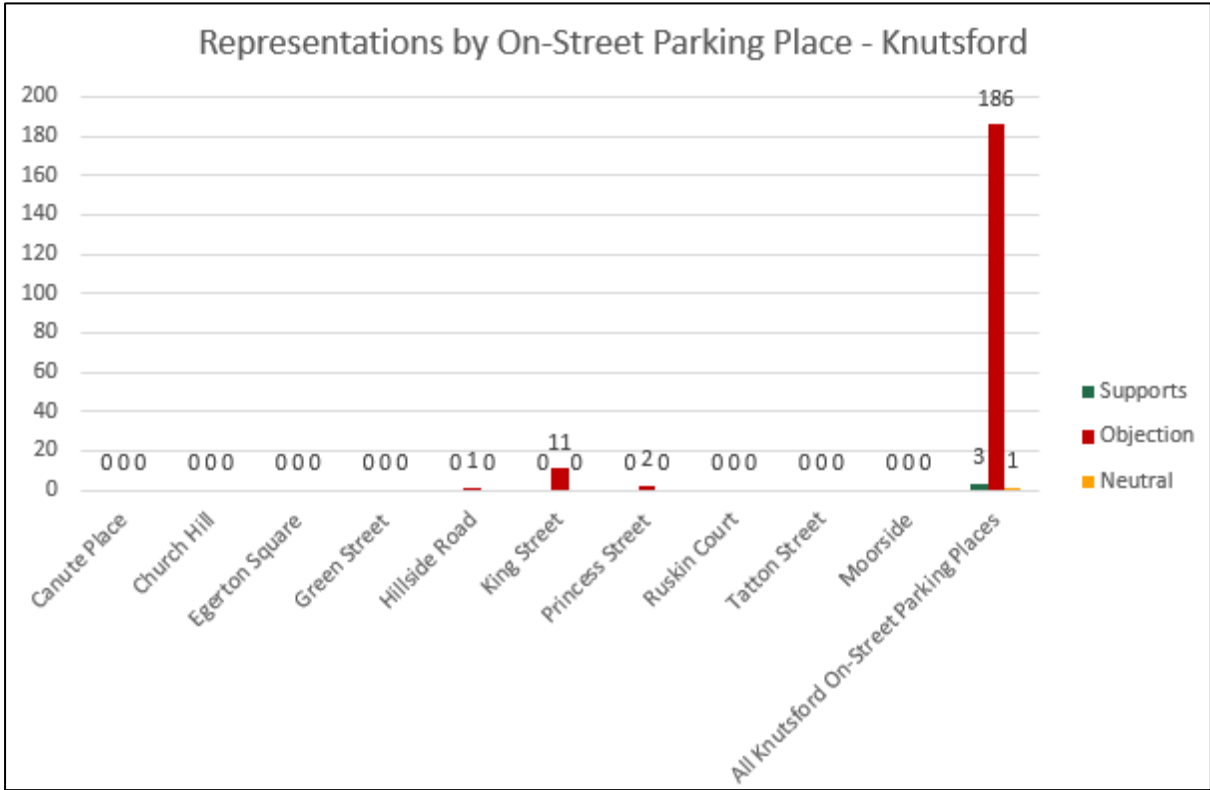
Nearly all representations received stated that the stay duration was too low. There were concerns that this would impact on the vitality of businesses in the town centre and would disproportionately impact on the elderly and parents with push chairs and children. This is due to the elderly needing more time to walk to/ from their chosen destination and the time it takes to take push chairs in/ out of vehicles.

There were also concerns that the proposals would lead to more vehicles travelling through the town centre due to a greater turnover and increase risk of collisions between vehicles and pedestrians. Some representations also asked the council to consider potentially removing some on-street parking bays (King Street and Princess Street) at pinch points where the footway is far too narrow to improve pedestrian safety. They also noted that the narrow pavements make it very difficult for wheelchair users and parents with prams to access all of the town centre on a footway.

Representations also cited that the majority of off-street parking in Knutsford is at capacity and the reliance that this puts on on-street parking places across Knutsford.

Those in support stated that it can be difficult to find a space on-street and greater turnover of vehicles would increase parking capacity. It should be noted that those in support of changes to 30-minute stay durations in the town centre were not in favour of reducing stay durations at bays located close to Tatton Park and Moorside park.

Figure 26: Representations received for on-street parking places in Knutsford



Alternative suggestions

While responding to the proposed changes to off-street and on-street parking in Knutsford, some representations put forward alternative suggestions for consideration, which are listed in Table 9.

Table 9: Alternative suggestions put forward by representations from Knutsford

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • More public off-street parking is required in Knutsford. • Improve public transport provision and walking and cycling infrastructure to encourage more trips by sustainable modes of transport.
Off-street car parks	<ul style="list-style-type: none"> • A short period of parking free to support town vitality – suggestions ranged from the first hour to two hours of parking free. • Provide free parking all year round in Knutsford. • Make all Knutsford car parks free after 3pm.
On-street parking/ mitigations	<ul style="list-style-type: none"> • Retain on-street parking restrictions as they are. • Consider introducing on-street parking charges if revenue generation is the primary driver for the proposals. • Consider reducing on-street parking restrictions once off-street parking capacity has been increased significantly. • On-street parking restrictions by Tatton Park entrance need to be at least one hour stay duration. • Remove parking bays between The Old Sessions House and Waitrose (Princess Street) due to very narrow footway and potential for collisions between vehicles and pedestrians. • 10-15mph speed limit should be introduced on King Street with pedestrian priority. • Better enforcement of waiting restrictions is required. • Pedestrianise King Street.

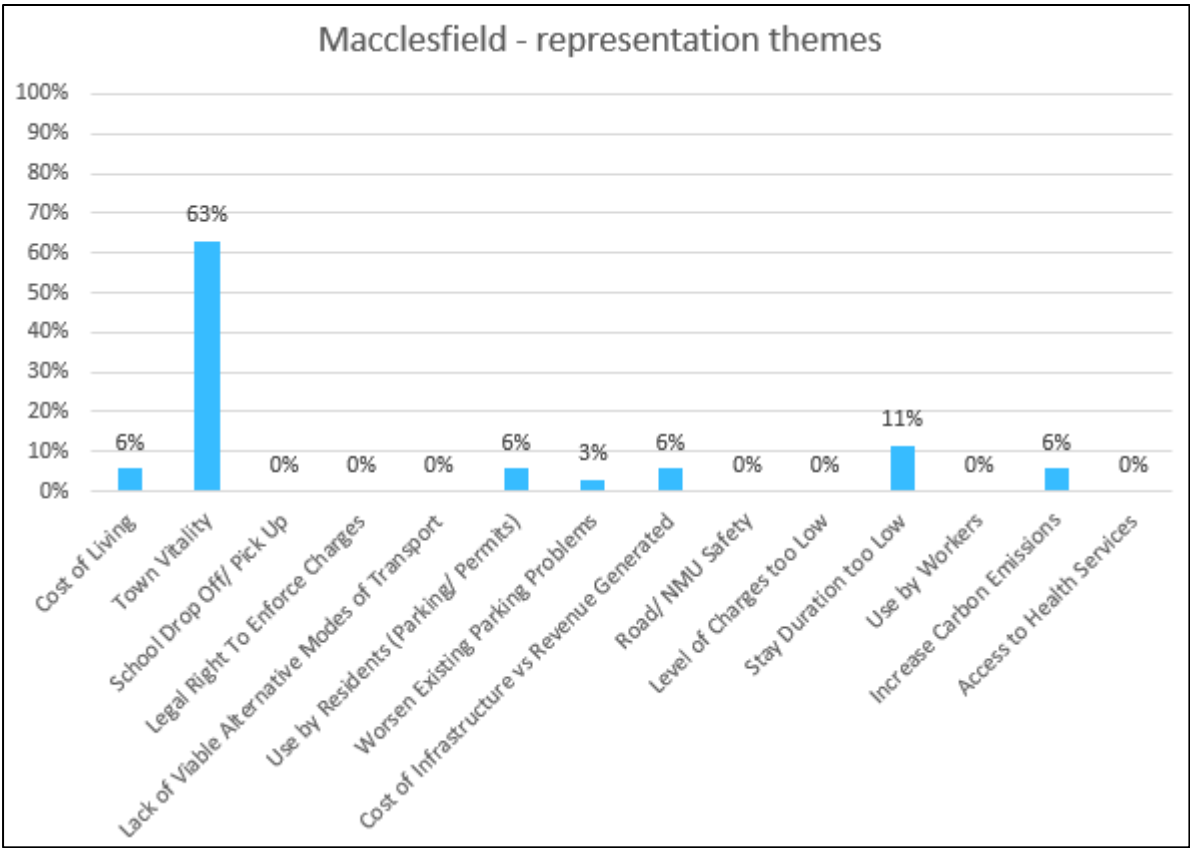
Macclesfield

Overall, there were 35 representations received from Macclesfield. This included 27 objections, seven that were neutral and one in support of the proposals. 33 representations were received for the off-street car parks and two representations were received for proposed changes to on-street parking restrictions.

Themes

The main themes identified were the impact on town vitality (63%) and stay duration for proposed changes to some car parks and on-street parking places being too low (11%). Figure 27 presents the themes as a percentage of the total number of representations received for Macclesfield.

Figure 27: Themes identified as part of representations made from Macclesfield



Off-street parking representations

This section analyses the representations received relating to proposed changes to car parks in Macclesfield. In total, 33 representations were received, which is shown in Figure 28 overleaf.

A large proportion of car parks in Macclesfield were not individually subject to representations made in response to the proposals. Therefore, the graph only shows the car parks where representations were received.

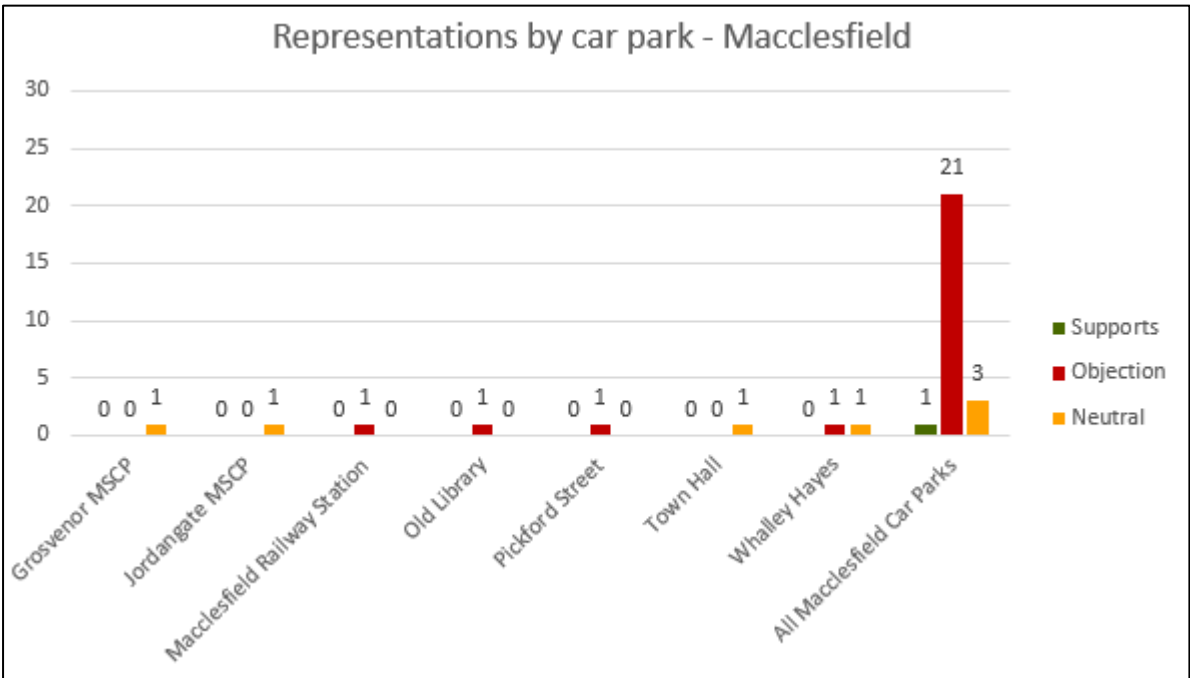
Objections from residents and businesses outlined concerns that increasing charges in Macclesfield off-street car parks will deter visitors to the town centre, reducing footfall and placing greater pressure on the vitality of businesses. There are concerns that supermarkets on the outskirts of the town centre, as well as out of town retail parks (e.g., Barracks Mill) would become even more popular and attractive for existing town centre users, resulting in more business closures within Macclesfield. Representations requested that the Free after 3pm initiative is continued, citing that it helps improve footfall for late afternoon/ evening economy.

There were also concerns that the proposed reduction in maximum stay on Old Library car park would impact the vitality of the Silk Museum and Paradise Hill. It was noted that Duke Street is nearby but is a more difficult walk for people with mobility issues.

One representation highlighted the need to review the parking estate in Macclesfield and consider disposing of car parks that are under-utilised to help regenerate the area and provide capital for investing into other town centre schemes (e.g., Chestergate). Some representations also cited that Macclesfield has already contributed significantly to the parking services revenue and that residents/ visitors should not be required to pay more – and as a minimum should not be placed in the higher tariff band. These objections highlighted that, if implemented, parking revenue would be increased through introduction of charges in current free towns.

Residents who live close to some car parks were concerned that on-street parking would increase and make it more difficult for them to park outside/ near to their home if the proposals were introduced.

Figure 28: Representations received for car parks in Macclesfield



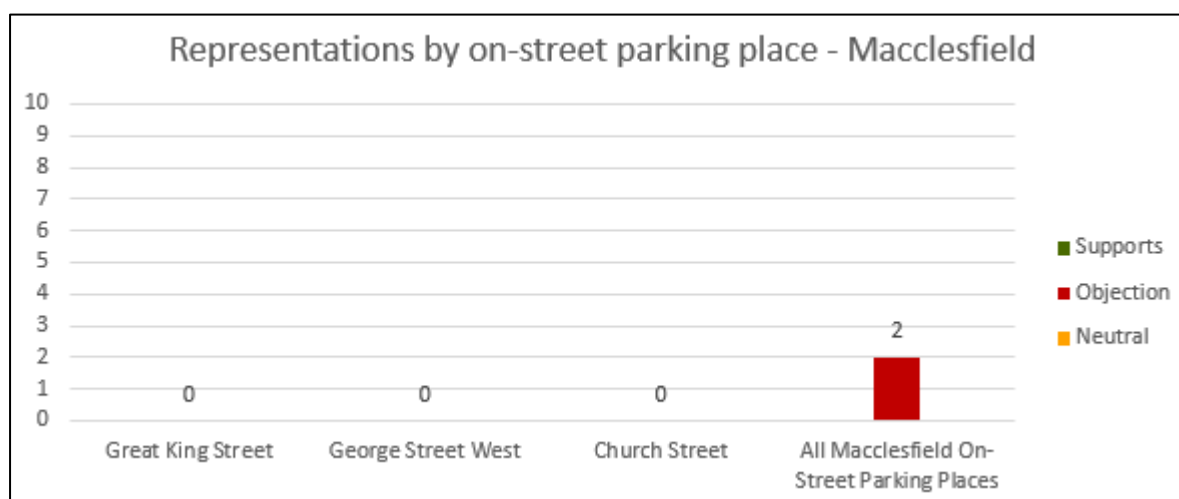
On-street parking places representations

This section analyses the representations received relating to proposed changes to on-street parking places in Macclesfield. In total, two representations were received, which is shown in Figure 29.

The two objections made about proposed changes to on-street parking restrictions stated:

- It would increase the turnover in traffic in the bays close to terraced homes with the potential for reduced air quality;
- The waiting restriction on Great King Street should be reduced from 8am-6pm to 8am-5pm to enable residents to park close to their homes from a reasonable time in the evening;
- On-street parking bays on George Street West should be consulted about removing the bays altogether and facilitating resident only parking; and
- The proposed changes to on-street parking restrictions would not significantly benefit the public and the cost of new signage if the on-street parking places would not be insignificant.

Figure 29: Representations received for on-street parking places in Macclesfield



Alternative suggestions

While responding to the proposed changes to off-street and on-street parking in Macclesfield, some representations put forward alternative suggestions for consideration, which are listed in Table 10

Table 10: Alternative suggestions put forward by representations from Macclesfield

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • Prices should be frozen or reduced, particularly on Saturday to encourage visitors to town centre.

Theme/ Location	Alternative Suggestion
	<ul style="list-style-type: none"> • Review disabled bay provision (off-street and on-street) with a view to increasing the number of spaces to improve accessibility to the town centre. • Consider disposing of under-utilised car parks in Macclesfield. • Parking charges across the town and the borough should be the same. • Market parking permits via estate and letting agents to better advertise them. • More free parking should be provided to encourage people back to the town centre and support businesses. Consider providing free parking during non-peak times. • Free after 3pm initiative should be retained. Some representations requested this is retained on Whalley Hayes car park and others have suggested that the car park should be changed (without stating which car park should become the Free after 3pm car park). • A short period of parking free to support town vitality – suggestions ranged from the first hour to two hours of parking free. • Introduce Sunday parking charges, with a view to this revenue funding a Sunday bus service.
Old Library/ Parsonage Street/ Park Green car parks	<ul style="list-style-type: none"> • Car parking outside of the Silk Museum should be retained as long stay.
Town Hall car park	<ul style="list-style-type: none"> • Open up the Town Hall car park and make it available to the public 6 days a week. Consider encouraging council staff to use Jordangate multi-storey car park as an alternative location.
Jordangate and Grosvenor multi- storey car parks	<ul style="list-style-type: none"> • Parking spaces in Grosvenor and Jordangate multi-storey car parks should be relined and made bigger to account for the size of modern-day cars. Part of the reason for its under-utilisation is that the parking spaces are too narrow.
On-street parking/ mitigations	<ul style="list-style-type: none"> • Residents parking scheme on Bond Street and surrounding residential streets would be required to mitigate potential displacement.

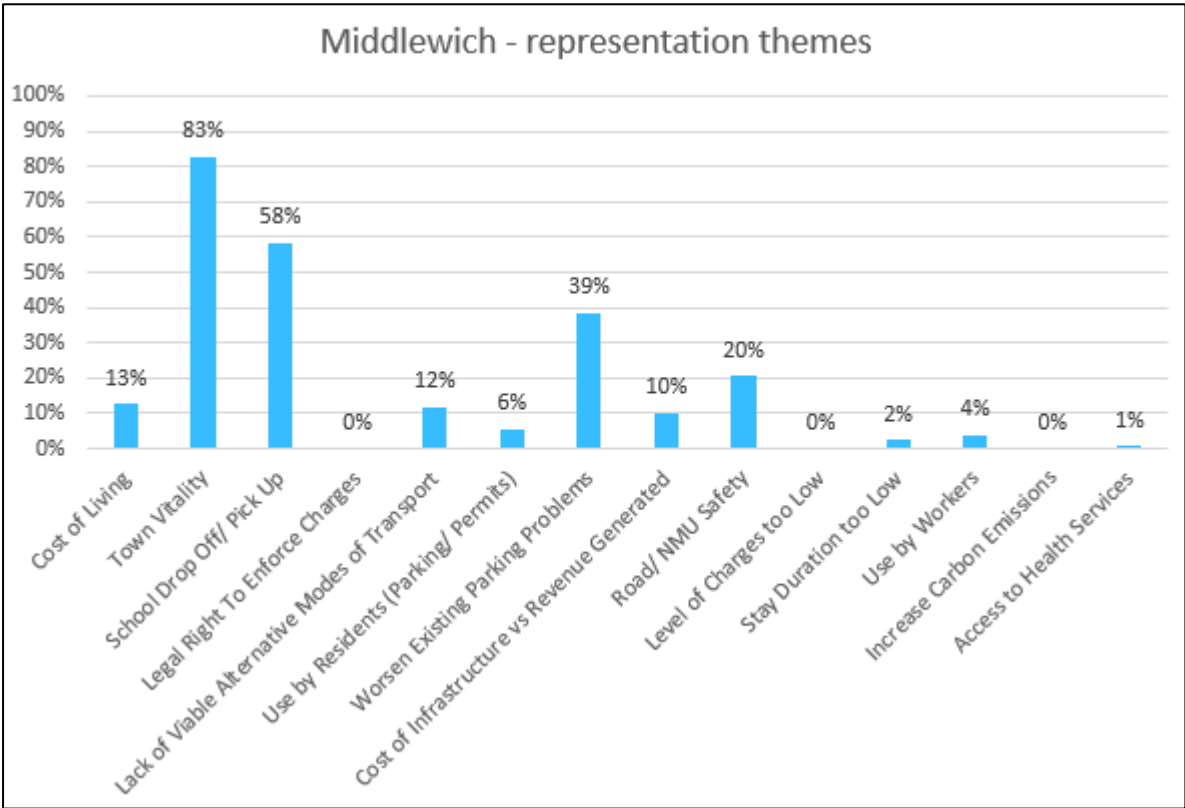
Middlewich

Overall, there were 127 representations received from Middlewich, which all responded to the proposed introduction of parking tariffs.

Themes

The main themes identified were the impact on town vitality (83%), school pick up and drop off (58%), the potential to worsen existing parking problems through displaced traffic (39%) and road/ non-motorised user (NMU) safety (20%). Figure 30 presents the themes as a percentage of the total number of representations received for Middlewich.

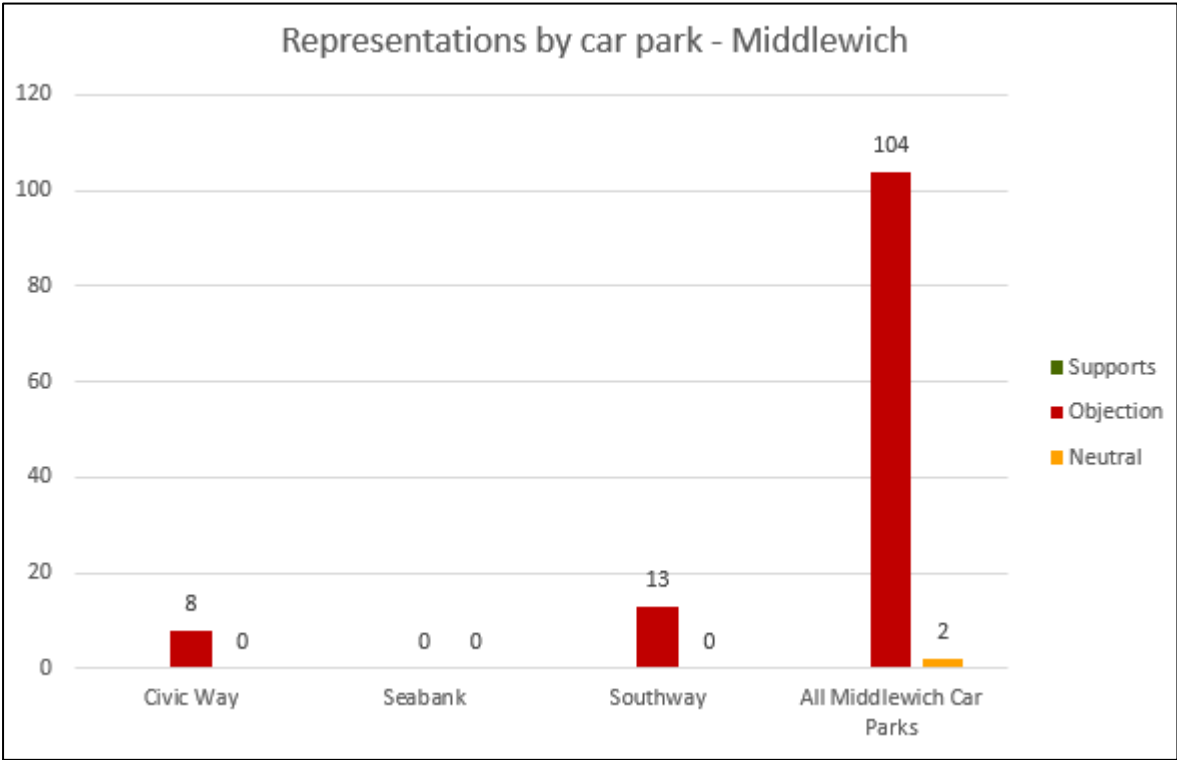
Figure 30: Themes identified as part of representations made from Middlewich



Off-street parking representations

The representations included 125 objections and two that there neutral. No representations were in support of the proposals as shown in Figure 31.

Figure 31: Representations received for car parks in Middlewich



Town vitality

Representations raised that Middlewich town centre is struggling and the introduction of parking charges could risk more businesses closing. There are concerns that the proposals would also discourage new enterprises and businesses due to reduced footfall, as residents and visitors would travel to other towns or out of town retail parks where there is free parking, such as Northwich or Winsford.

If businesses closed, this would decrease business rate income to the council and also force residents to travel to nearby service centres for their essentials.

School pick up and drop off

Representations clearly stated concern for displaced parking, particularly around school pick up and drop off times as parents seek to avoid parking charges at Southway car park. Representations highlighted that this car park was promoted by schools and the Council for the safe pick up and drop off school children.

There were concerns that this would significantly increase the number of vehicles parking and circulating on side roads close to the school (namely St Ann's Road, Queen Street/ King Edward Street, St Ann's Walk, and the residential streets off these roads); potentially compromising the safety of parents and children.

All representations made about the potential impact on school drop off and pick up referenced worsening of existing parking problems and/ or road safety and non-motorised user safety, which shows a clear link between these three themes.

Worsen existing parking problems and road/ non-motorised user safety

The majority of representations were concerned that the introduction of parking charges would encourage much more on-street parking. There are concerns that the increased demand for on-street parking along roads such as Wheelock Street, Queen Street/ King Edward Street and St Ann's Road will cause more dangerous and illegal parking to take place, which could increase the risk of collisions between vehicles and pedestrians. Representations also highlighted instances where emergency vehicles struggle to travel along some streets due to illegal/ dangerous parking.

Some representations also highlighted that residents without driveways use the car parks (particularly Civic Way) to park their vehicles overnight and at weekends. There are concerns that the proposed annual charge of £490 per year will cause them to avoid the car park and park on the road, contributing to more congested and dangerous parking.

Alternative suggestions

Some representations put forward alternative suggestions/ proposals for parking in Middlewich, which are shown in Table 11.

Table 11: Alternative suggestions put forward by representations from Middlewich

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • Devolve the car parks to Middlewich Town Council. • Free parking should be provided through council tax. • Revenue raised from Middlewich parking charges should fund active travel and public transport schemes for the town. • Consider providing free parking to business owners and staff, or a subsidised annual permit for high street businesses. • Use a similar charging model to Northwich where it is 20p for two hours. • A short period of parking free – suggestions ranged from the first 30 minutes to three hours of parking free. • Avoid charges during school drop off and pick up times or provide the first 30 minutes parking for free. • Charge 50p for all day parking to support town centre regeneration.
Civic Way car park	<ul style="list-style-type: none"> • Civic Way should be made the Free after 3pm car park.
Southway car park	<ul style="list-style-type: none"> • Make Southway a two-hour short stay car park to align with the privately owned part of the car park.

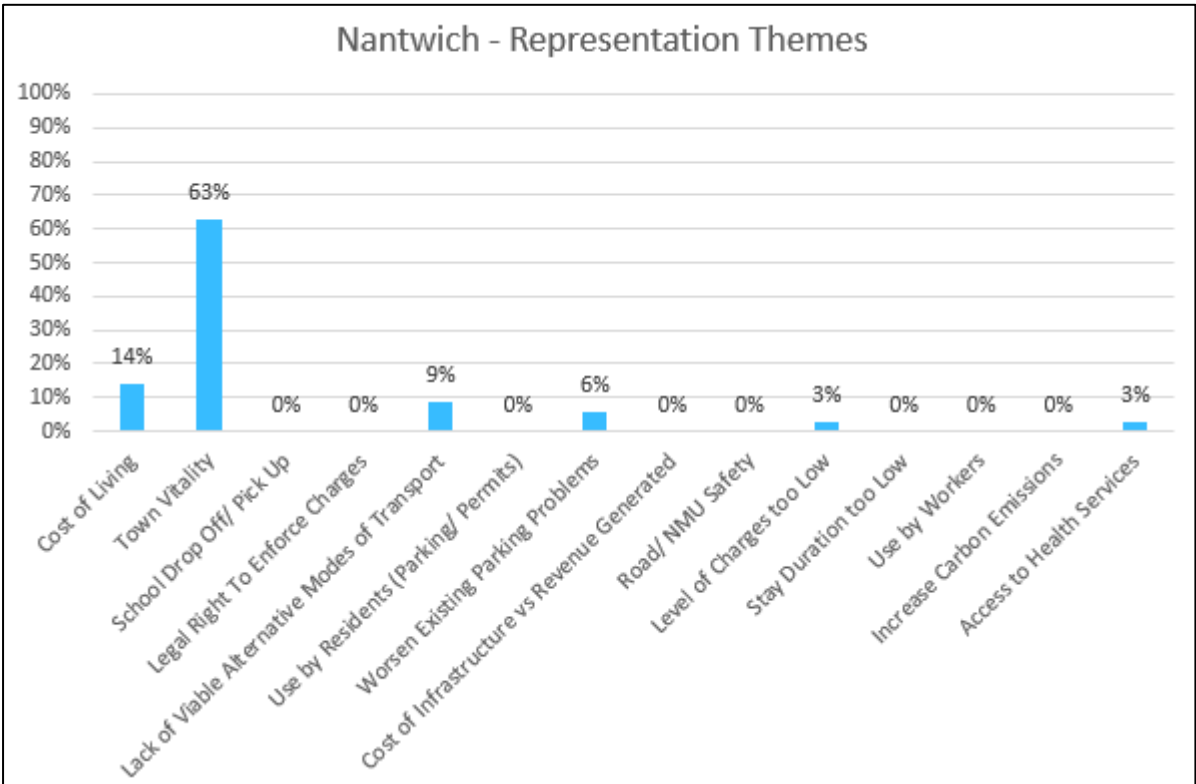
Nantwich

Overall, there were 35 representations received from Nantwich, which all responded to the proposed changes to existing parking tariffs.

Themes

The main themes identified were the impact on town vitality (63%). Figure 32 presents the themes as a percentage of the total number of representations received for Nantwich.

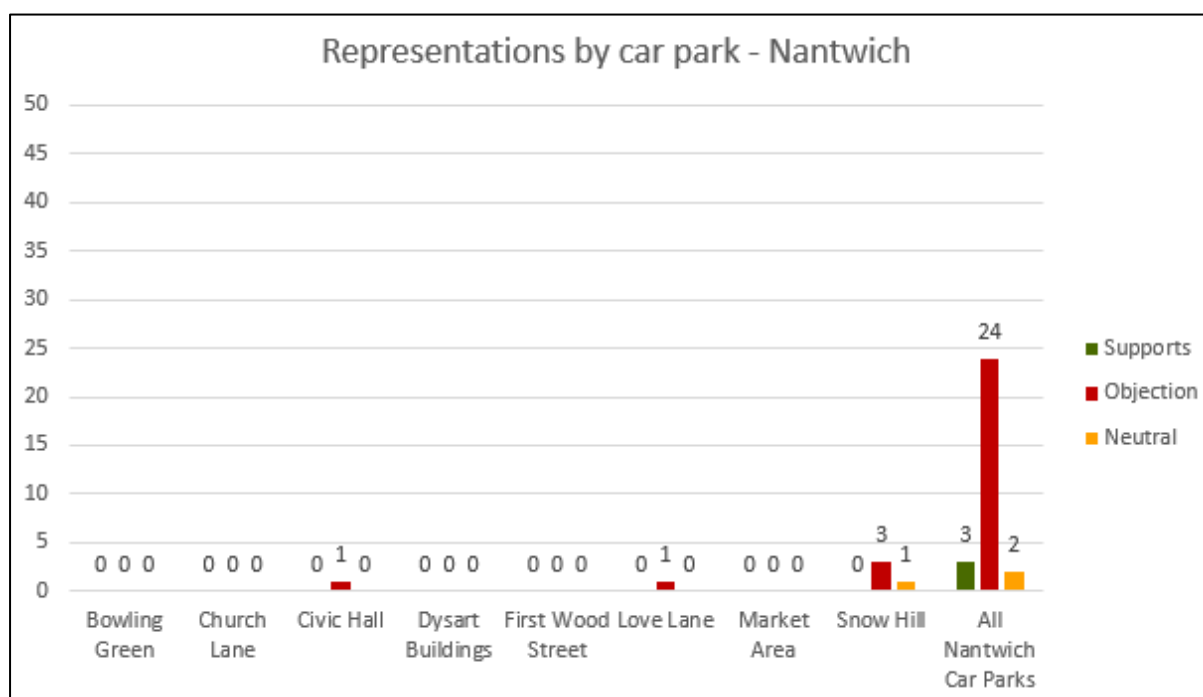
Figure 32: Themes identified as part of representations made from Nantwich



Off-street parking representations

This included 29 objections, three that were neutral and three in support of the proposals as shown in Figure 33.

Figure 33: Representations received for car parks in Nantwich



Town vitality

Representations highlighted that businesses in Nantwich are closing and they believed parking charges was a contributing factor. They were concerned that the proposed increases to parking charges would accelerate the trend of business closures by reducing footfall and encouraging greater use of other towns and retail parks with free parking (e.g., Grand Junction Retail Park, Crewe).

Representations cited that Free after 3pm in Snow Hill car park is extremely beneficial to users (particularly of the leisure centre) and town centre businesses and should be retained. Some representations requested that this is extended to all car parks.

Off-street parking capacity in Nantwich needs to be increased as currently car parks are operating close to full capacity. Options have been put forward by stakeholders and were highlighted in the Nantwich Parking Strategy report. It was clear that the proposal to implement parking on Coronation Gardens/ Volunteer Fields was unpopular and other options, including redesigning or extending existing car parks, should be considered.

Those in support cited that proposed increases to parking charges were reasonable considering recent effects of inflation since April 2019. However, there were representations made stating that wages had not increased in line with inflation and the proposed increases were unfair.

Additionally, those in support cited that the current parking regime is unfair with some towns paying for parking and others having free car parking. They do not believe that Nantwich should be cross-subsidising free car parks in other towns.

Alternative suggestions

Some representations put forward alternative suggestions/ proposals for parking in Nantwich, which are shown in Table 12.

Table 12: Alternative suggestions put forward by representations from Nantwich

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • Keep Snow Hill as Free after 3pm. • Extend Free after 3pm to other car parks and parts of the day (non-peak times). • Improve signage within car parks to clearly show charging periods and tariffs (including better advertisement of Free after 3pm initiative in Nantwich). • Parking should be free in Nantwich. • Improve bus services into Nantwich to encourage greater travel by bus. • Consider providing supporting concessionary parking passes for individuals that work in town and on lower incomes.
Civic Hall car park	<ul style="list-style-type: none"> • Some spaces on Civic Hall car park should be free for the first 15 minutes.
Love Lane car park	<ul style="list-style-type: none"> • Improve security in Love Lane car park, which is poorly lit and vegetation blocks CCTV.
Mitigations	<ul style="list-style-type: none"> • Consider converting the Lakeside car park on Shrewbridge Road to pay & display. • Consider introducing residents parking scheme on Station View to tackle commuters travelling from Nantwich Railway Station. • Monitor displacement parking and mitigate appropriately where required.

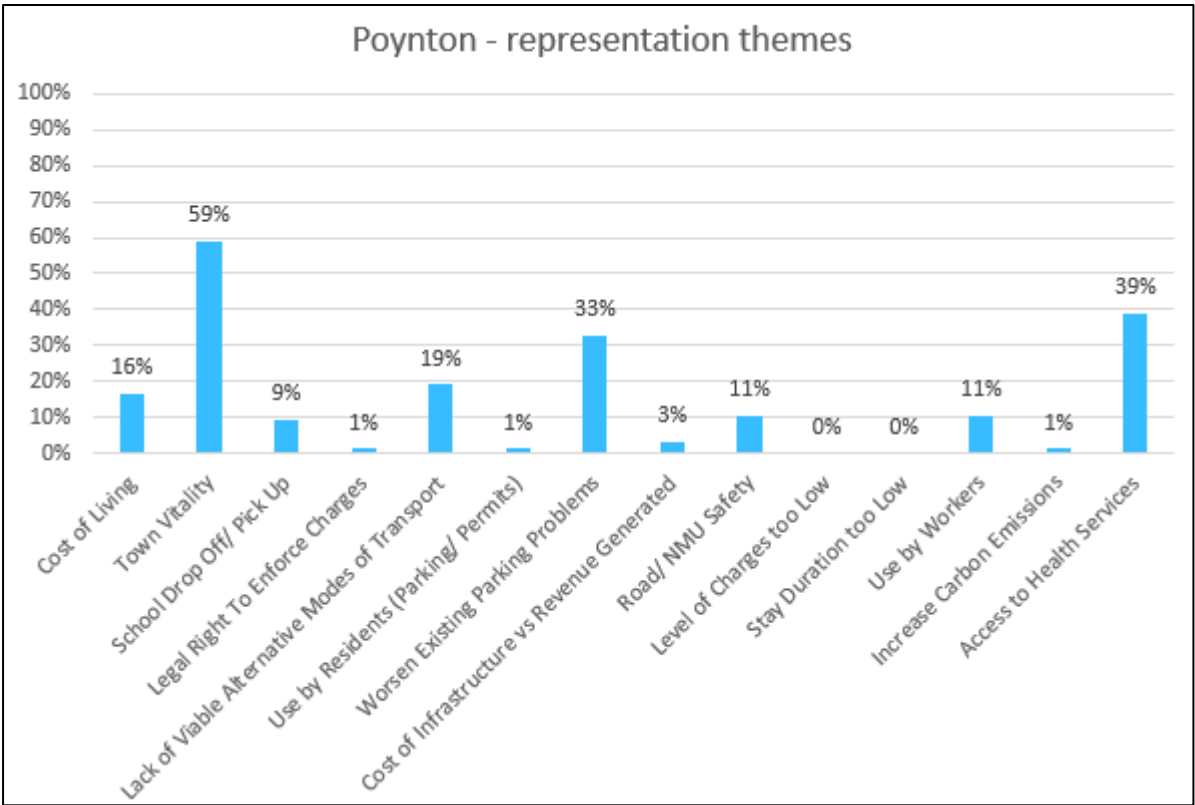
Poynton

Overall, there were 152 representations received from Poynton, which all responded to the proposed introduction of parking tariffs at Civic Hall car park and proposed changes to parking arrangements at Nelson’s Pit Country Park. As part of these proposals, the parking charges would only apply to the area under the council’s control, not the area (circa 150 parking spaces) that will be controlled by Waitrose.

Themes

The main themes identified were the impact on town vitality (59%), access to health services (39%) and worsen existing parking problems (33%). Figure 34 presents the themes as a percentage of the total number of representations received for Poynton.

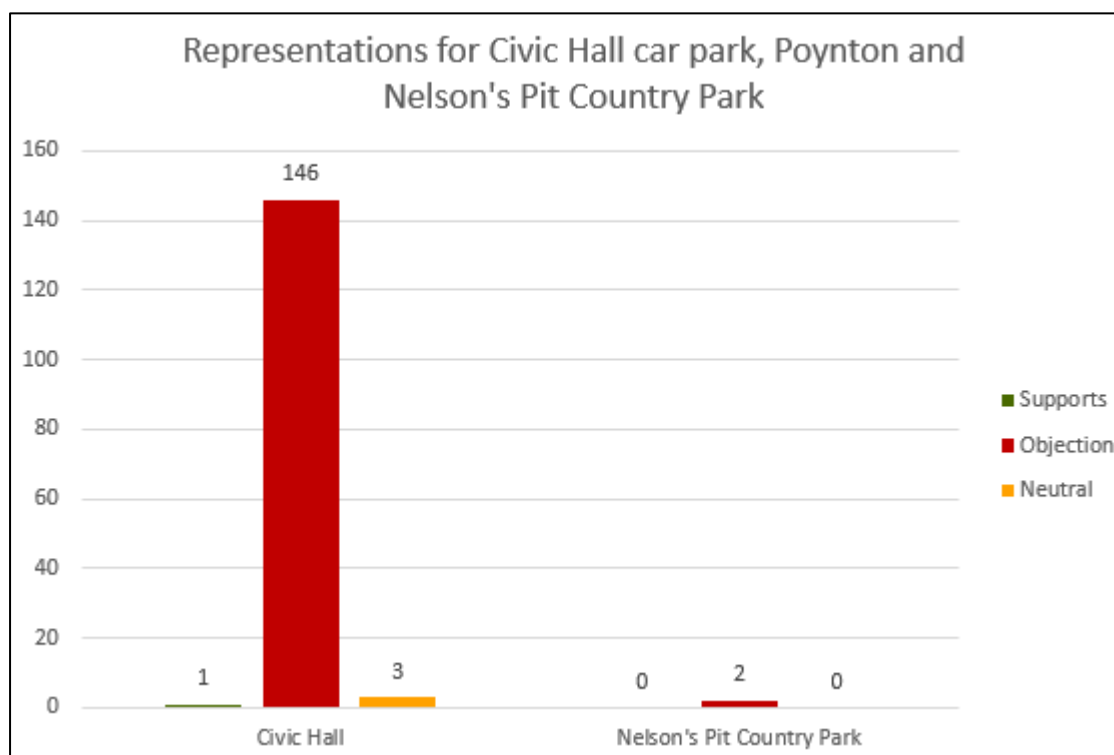
Figure 34: Themes identified as part of representations made from Poynton



Off-street parking representations (Civic Hall car park)

This included 146 objections, three that there neutral and one in support of the proposals for Civic Hall car park. Two objections were also received against proposed changes to tariffs in Nelson’s Pit Country Park. Figure 35 sets out the representations made for each car park.

Figure 35: Representations received for Civic Hall car park, Poynton and proposed changes to parking at Nelson's Pit Country Park



Town vitality

Representations identify Civic Hall car park as a community asset, which serves all town centre facilities, including but not limited to: Priorslegh Medical Practice, independent businesses, Waitrose, the care home, library, and the church.

There are concerns that the proposals would deter people from visiting Poynton town centre and encourage greater use of out-of-town retail parks such as Handforth Dean. As a result, the reduced footfall would affect the ongoing viability of some businesses and result in closures which would impact the council's income from business rates.

There are also concerns that the viability of community groups based in the Town Hall, which provide activities, events, and support networks for residents of all ages would be affected as fewer people attend these events. Additionally, representations noted that library hours have already been reduced and the introduction of parking charges could reduce the viability of the library further.

A couple of representations also cited the need for more off-street parking to be provided in Poynton to accommodate new developments being approved around Poynton.

Access to health services

Representations have confirmed that Priorslegh Medical Practice is the main hub for the Middlewood Partnership. Concerns have been raised that the introduction of parking charges will create a barrier for some people who will not attend

appointments or seek early medical advice. There are concerns that those who would not attend appointments would be the more vulnerable residents. Concerns cite that missed appointments and failure to seek early medical advice costs money to both the GP surgery as well as the NHS and increases pressure on finite resources.

Representations also cited that workers at the GP surgery use Civic Hall car park as a base and travel to home visits etc during the day. This means that they could be parking multiple times per day resulting in higher costs. It is worth noting that purchasing a long stay ticket or displaying a valid permit would remove the need to purchase a ticket for every parking session.

There are also concerns about recruitment and retention of staff. Some representations cited that workers in the surgery are earning around minimum wage and could not afford parking. A representation made by partners of the Medical Practice were concerned that the introduction of parking charges may make employment for some members of their staff unviable. They also highlighted this could indirectly impact the ability of the Middlewood Partnership to provide safe care for their patients.

Worsen existing parking problems

Representations highlighted that there are already existing parking problems, particularly along Park Road, Clumber Road, and Brookside Avenue. There are concerns that the introduction of parking charges will significantly increase demand for free parking on residential roads, cause more instances of illegal/ dangerous parking and increased risk of collisions between vehicles and pedestrians.

There are also concerns that the proposals will encourage more parents to park on-street rather than at Civic Hall car park, intensifying existing on-street parking problems.

Off-street parking representations (Nelson's Pit Country Park)

The two objections for proposed changes to Nelson's Pit Country Park stated that the car park is rarely full but neighbouring roads and other "free" parking areas are used for those wishing to take a walk along the canal. There are concerns that these parking areas will see increased congested and will cause inconvenience to drivers as well as non-motorised users and reduce overall income for the council.

Additionally, one objection cited that the only annual permit option at Nelson's Pit Country Park is a combined ticket for Nelson's Pit, Brereton Heath, and Teggs Nose, at a cost of £73.40. In the proposal for the other Country Parks, a single site annual permit for between £47.00 and £53.20 is provided, which is unfair and unequitable to the primary users of Nelson's Pit Country Park.

Alternative suggestions

Some representations put forward alternative suggestions/ proposals for parking in Poynton, which are listed in Table 13.

Table 13: Alternative suggestions put forward by representations from Poynton

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • A period of free parking – representations varied from the first 30 minutes free to the first four hours of parking being free. • Free parking for users of Waitrose. • More free parking is needed throughout the town. • Increase council tax to cover the cost of parking. • Use the income from the lease with Waitrose, plus council tax and business rates to subsidise free parking in the rest of Civic Hall car park. • Public transport and active travel infrastructure needs to be improved in Poynton to reduce reliance on cars. • Pay & Display machines must not be solely reliant on a smart phone application. • More traffic calming measures on Park Lane between School Lane and the Community Centre would help to improve road safety.
Civic Hall car park	<ul style="list-style-type: none"> • Staff parking permits (free or subsidised) for council staff at the library. • Significantly reduced parking rate (ideally free) for staff in GP Practices and Community Services. • Middlewood NHS Staff should have parking permits free or at a minimal affordable charge. They should not be more expensive than the permits that staff at Macclesfield hospital pay. • Patients attending the medical centre should get free parking. • Allow motorcycles to continue parking for free. • Community nurses and therapists need their cars to carry equipment etc. Their parking should be free. • Use the income from Electric Vehicle charging points to subsidise free parking in Poynton.
On-street parking/mitigations	<ul style="list-style-type: none"> • Waiting restrictions in Poynton need to be better enforced.
Nelson's Pit Country Park	<ul style="list-style-type: none"> • The only annual permit option is a combined ticket for Nelson's Pit, Brereton Heath, and Teggs Nose, at a cost of £73.40. In the proposal, both other 'country parks' offer a single site annual permit for between £47.00 and £53.20. This is inequitable to primary users of Nelsons Pit.

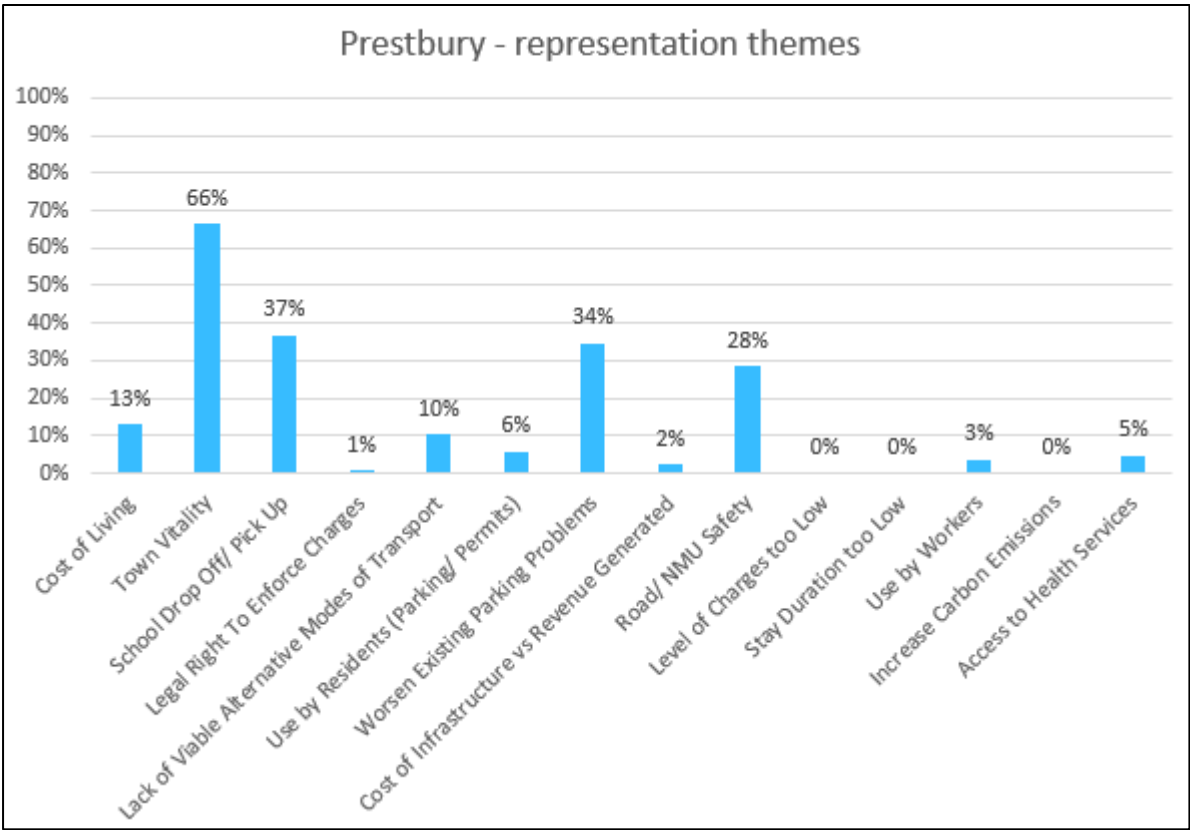
Prestbury

Overall, there were 638 representations received from Prestbury, which all responded to the proposed introduction of parking tariffs. 637 representations related to proposed changes to car parks, and one was made about the proposed change to ‘no returns’ period at The Village on-street parking bays.

Themes

The main themes identified were the impact on town vitality (66%), school pick up and drop off (37%), worsening existing parking problems (34%) and road/ non-motorised user (NMTU) safety (28%). Figure 36 presents the themes as a percentage of the total number of representations received for Prestbury.

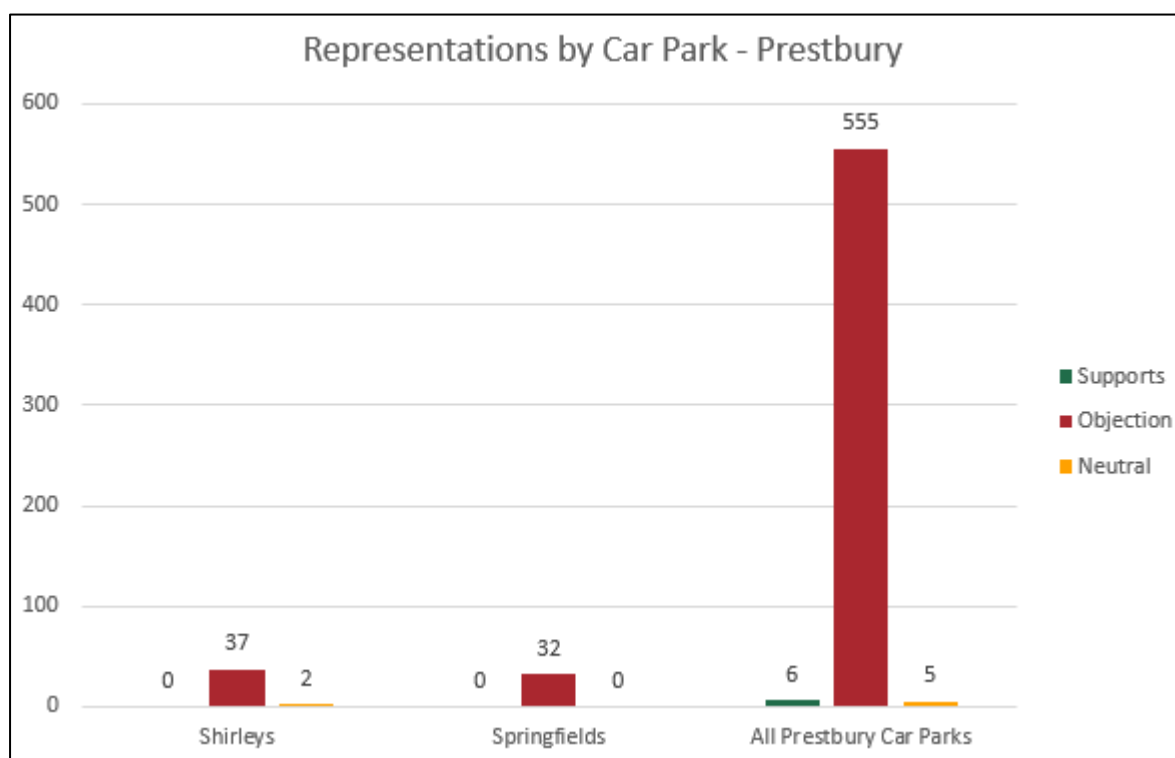
Figure 36: Themes identified as part of representations made from Prestbury



Off-street parking representations

The representations included 624 objections, seven that there neutral and six in support of the proposals as shown in Figure 37.

Figure 37: Representations received for car parks in Prestbury



Town vitality

Representations raised that Prestbury is a service centre for many surrounding rural areas (e.g., Mottram St Andrew, Adlington and Butley Town) of which its local economy relies on. There are concerns that the introduction of parking charges would deter visitors and residents from surrounding rural areas to come to Prestbury and reduce footfall, citing that visitors would be:

- Encouraged to use out of town retail parks (e.g., Handforth Dean) and/ or supermarkets in larger towns; and/ or
- Complete more shopping online.

Prestbury currently has few vacant units and a thriving centre, but businesses are under pressure with rising costs. Free parking is seen as an asset for the town to allow them to compete with other larger service centres. Representations raised concerns that reduced footfall would increase the number of empty units and result in a corresponding decrease in business rates for the council, as well as increased unemployment. There are also concerns that attracting new businesses to the area would be more difficult if parking charges were implemented because of reduced footfall.

There are concerns that independent businesses will lose out on trade from tourism. Currently, Prestbury is used as a starting point by visiting walkers for the Bollin Way and there are concerns that parking charges may restrict their use of independent businesses or encourage them to start from another point along the Bollin Way.

There are also concerns that the cost of parking would stretch budgets, particularly of low paid workers, which may cause recruitment and retention issues for businesses. Depending on the scale of this issue, this may impact on the viability of some businesses.

Representations also highlighted concerns that membership of community groups (e.g., Gardening/ Flower clubs, dance groups, walking groups etc) held at the Village Hall and Church could fall if charges are introduced at the Shirleys car park. This may cause some community groups to become unviable.

School pick up/ drop off and road/ non-motorised user safety

Representations clearly stated concern for displaced parking, particularly around school pick up and drop off times as parents seek to avoid parking charges. Representations highlighted that there was limited use of Shirleys car park for school pick up and drop off, but most concerns primarily focused on the impact of the school pick up and drop off at Springfields car park.

Representations highlighted that there have been great efforts made by the primary school, alongside local police community support officer, to encourage greater use of Springfields car park and educate drivers on the issues associated with illegal and dangerous parking. They are concerned that increased demand for on-street parking would undo a lot of work that has been put into these campaigns.

There are concerns that the introduction of parking charges at Springfields car park would significantly increase the number of vehicles parking and circulating on side roads close to the school; potentially compromise the safety of parents and children. There were particular concerns for the impact on Bollin Grove and Scott Road.

Nearly all representations made about the potential impact on school drop off and pick up referenced worsening of existing parking problems and/ or road safety and non-motorised user safety, which shows a clear link between these three themes.

Worsen existing parking problems

In addition to the potential issues during the school pick up and drop off periods, most representations were concerned that the introduction of parking charges would encourage much more on-street parking and more demand for the Parish Council operated car park located on Bridge Green. There are concerns that the increased demand for the limited on-street parking will cause more dangerous and illegal parking to take place.

There were also concerns that mitigation measures, such as double yellow lines, would detract from the character of the village and cars parked on-street would make the environment within the centre of Prestbury less welcoming.

Some representations highlighted that more vehicles now park on Scott Road following the introduction of parking charges at Prestbury railway station in 2015 to avoid charges. They are concerned that there would be similar consequences if parking charges were introduced in both council car parks.

Alternative suggestions

Some representations put forward alternative suggestions/ proposals for parking in Prestbury, which are listed in Table 14.

Table 14: Alternative suggestions put forward by representations from Prestbury

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • A period of free parking is required to support businesses and school pick up/ drop off – representations varied from the first 20 minutes free to six hours of parking being free. • Only charge for parking between 10am and 2pm. • Reduced parking permit cost for residents in both car parks. Visitors permits should also be considered. • Introduce charges for longer stays (the period at which parking charges would start was not defined). • Introduce charges during peak hours only (peak hours were not defined). • Free parking permits for all workers in Prestbury. • Charging period to start at 9am. • Only charge between 9.15am and 3.15pm. • Charge for evening and weekend parking and provide free parking during school hours. • Subsidise free parking through council tax (targeting upper bands). • Ensure Pay and Display machines are not just reliant on card and smart phone applications. • Do not charge for parking at weekends. • Public transport frequency and active travel infrastructure need to be improved before reliance on cars can decrease. This includes improving street lighting. • Parking across the borough should be free. • Consider only charging for large polluting vehicles. • Increase the number of Parent/ Child bays and blue badge holder bays in both car parks. • Provide electric vehicle charging points. • Devolve the car parks to Prestbury Parish Council. • Do not charge for parking in smaller service centres such as Prestbury. • If parking charges are implemented, an evidence-based review should be carried out after 12-18 months

Theme/ Location	Alternative Suggestion
	that looks at income generation and effect on town vitality.
Shirleys car park	<ul style="list-style-type: none"> Free parking permits for employed staff at the Pharmacy.
Springfields car park	<ul style="list-style-type: none"> Avoid charging during school drop off/ pick up times or provide parents of the school with free permits to exempt them from parking fees during the pick-up and drop off times. Carers permits at an affordable rate will be required, particularly at Springfields car park. Designate some parking spaces in Springfields car park for residents at a reduced rate.
On-street parking/ mitigations	<ul style="list-style-type: none"> Reduce speed limit on Shirleys Drive from 30mph to 20mph. Allocate four existing on-street parking bays outside Henry's café as blue badge spaces. Improved enforcement of waiting restrictions is required to prevent abuse of restrictions. This would also increase income for Penalty Charge Notices.

In addition, many representations stated that double yellow lines cause many issues for residents trying to park near their home and that displacement assessments need to better consider the needs of residents.

Sandbach

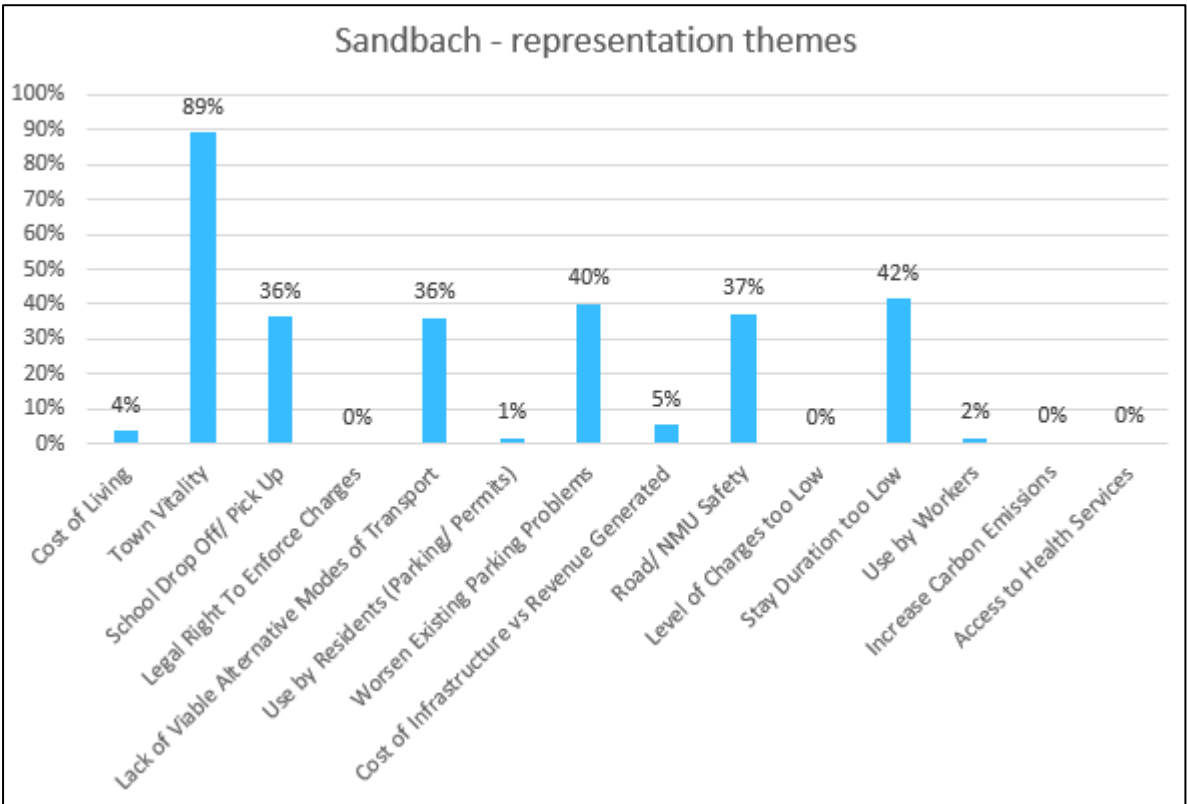
Overall, there were 3,171 representations received from Sandbach. This included 3,145 objections, 14 that were neutral and 12 in support of the proposals.

The council did not put forward proposals for Scotch Common or Little Common car parks because there are legal conditions which prevents the introduction or enforcement of parking charges/ restrictions. Therefore, these car parks would remain free of charge if the proposals are implemented.

Themes

The main themes identified were the impact on town vitality (89%), the stay duration for the proposed on-street parking restrictions being too low (42%), worsening existing parking problems (40%), road/ non-motorised user (NMU) safety (37%), school drop off/ pick up (36%) and a lack of viable alternative modes of transport (36%). Figure 38 presents the themes as a percentage of the total number of representations received for Sandbach.

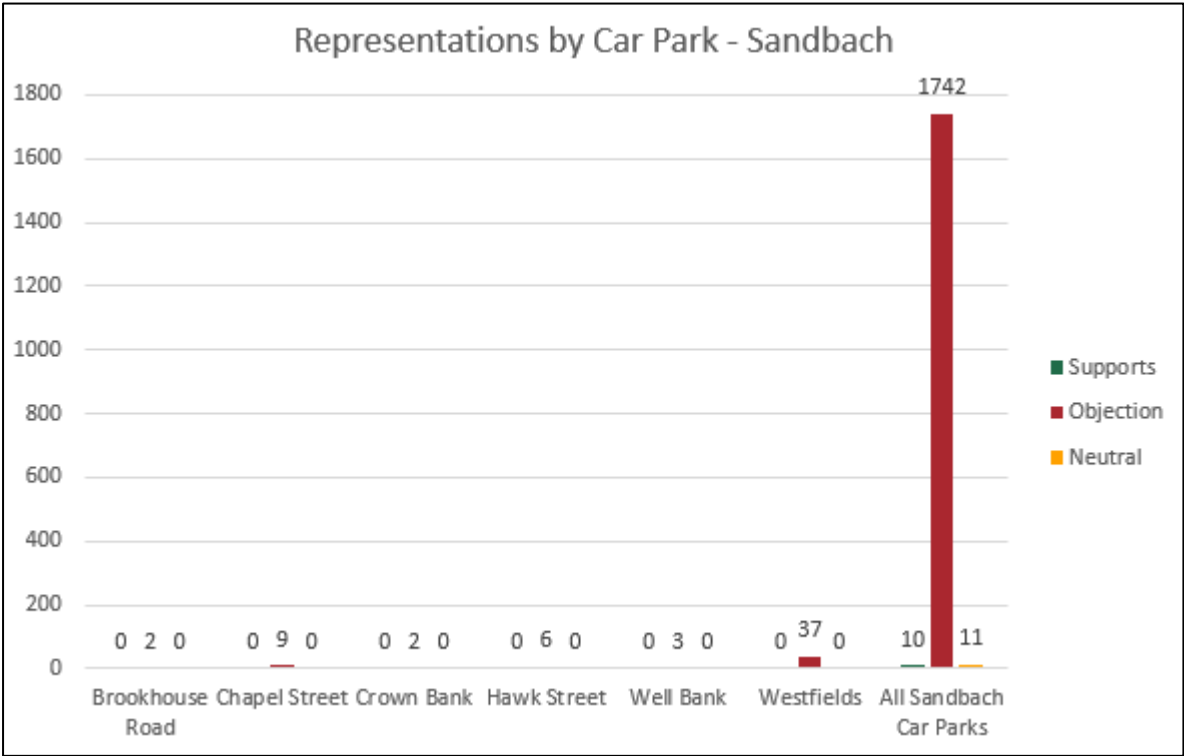
Figure 38: Themes identified as part of representations made from Sandbach



Off-street parking representations

This section analyses the representations received relating to proposed changes to car parks in Sandbach. In total, 1,822 representations were received, which is shown in Figure 39.

Figure 39: Representations received for car parks in Sandbach



General feedback

Town vitality

Representations cited that the councils own Vitality Plan for Sandbach refers to the 'threat' that the introduction of parking charges would have on local businesses. There are concerns about the ongoing viability of independent businesses within the town who are still trying to recover post-pandemic if the proposals are implemented, including that:

- Charges will deter visitors to travel to Sandbach, resulting in reduced footfall and causing businesses to close, increasing the level of unemployment in Sandbach and surrounding areas. Empty units would also mean a reduction in business rates to the council;
- Visitors may choose to go to larger retail parks/ other towns with free or cheaper parking (increasing carbon emissions from longer journeys); or
- Revert to online shopping.

Representations highlighted that many people commute to Sandbach to work and help businesses succeed. There are concerns that introducing parking charges may cause recruitment/ retention issues and/ or encourage commuters to park in surrounding streets or on The Commons, taking up spaces for shoppers.

There are concerns that charges would also discourage volunteers who support charities and community activities/ groups/ services in light of declining support from councils and government. A reduction in these voluntary services may increase the

burden on councils who would need to fill the gap which would further offset the revenue received from parking.

Representations acknowledged that other towns operate parking charges, however they did not believe these towns are comparable with Sandbach in terms of size and scale.

However, those in support of the proposals to introduce parking charges in Sandbach highlight that they regularly struggle to get a space due to a lack of turnover. Therefore, they believe that introducing parking charges would increase turnover in the car park and provide more availability of spaces to allow more people to support the vitality of the town.

School pick up/ drop off periods

Representations about the school pick up and drop off periods have also been raised, with concerns that parking charges will encourage parents to park on-street (e.g., Platt Avenue where there is already parking issues), which could compromise the safety of parents and children attending schools.

Lack of viable alternative modes of transport

Representations cited that bus services are not frequent or always reliable, which reduces the attractiveness of this mode of transport. They also cite that bus routes do not serve all residential areas. The lack of safe cycling infrastructure (and secure cycle parking) was also cited as a barrier which encourages greater use of cars.

Crown Bank/ Well Bank and Hawk Street Car Parks

Representations highlighted that the parking area which comprises the three car parks is generally used by local residents and workers in adjacent buildings, including the Royal Mail sorting office. As a result, it tends not to be used by shoppers because it tends to be full all day with workers and residents' vehicles. There are concerns that time limited parking will further reduce available parking for workers in the town.

There are also concerns that have been raised by residents that they rely on the three car parks for parking. They have highlighted the need for residents parking permits to be provided to provide a means of parking vehicles close to their homes, without charge.

Existing parking problems around the three car parks has also been referenced, which causes obstructions to larger vehicles including delivery vehicles and refuse vehicles. There are concerns that the introduction of parking charges at the three car parks will exacerbate this issue by encouraging more illegal and dangerous parking.

Brookhouse Road

A formal objection was received from Waitrose, who stated that they would not accept a situation where Brookhouse Road car park operated under a tariffed arrangement and Waitrose customer car park remained free because:

- The arrangement could confuse Waitrose's customers, who may consider the two car parks to function as a single entity.
- Displaced traffic may use Waitrose car park for other purposes other than visiting the Waitrose store, which may reduce accessibility for its customers, which could reduce footfall.

Waitrose is concerned that the introduction of parking charges would potentially undermine their business and also impact wider town centre vitality.

It is worth noting that the car park in Poynton, which also serves Waitrose, is a surface car park that is part managed by Waitrose (first two hours of parking free). There was no formal objection raised by this store to the proposal to introduce parking charges on the long stay areas. Additionally, appropriate signage would be erected to show that Brookhouse Road car park is a chargeable area.

The other objection relating to this car park also cited that workers use this car park and there are concerns about the cost of parking for workers and the link with recruitment and retention. This could impact town vitality and impact on the operation of businesses if workers chose to seek employment elsewhere.

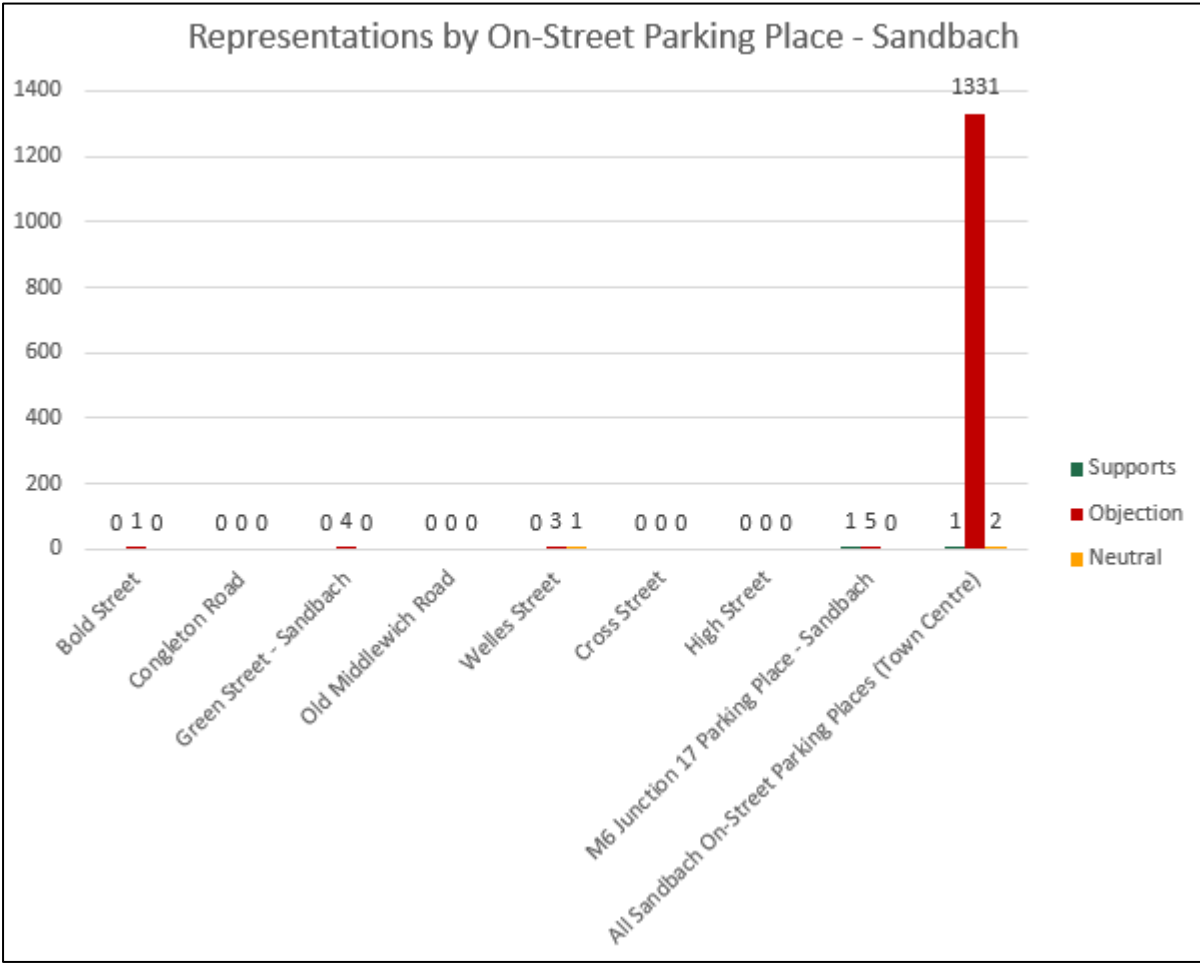
Westfields

Representations cited that there are already significant parking challenges due to the proximity of the schools and in particular the lack of onsite parking at the High School. The High School encourages parents to use the free Westfields Car Park to alleviate some of the current parking issues on Platt Avenue. The High School, who formally objected to the proposals, cited their concerns that the proposals will exacerbate this situation and will put lives at risk.

On-street parking place representations

This section analyses the representations received relating to proposed changes to on-street parking places in Sandbach. In total, 1,349 representations were received, which is shown in Figure 40. The representations predominantly focused on proposed changes to stay durations for all on-street parking places across Sandbach.

Figure 40: Representations received for on-street parking places in Sandbach



1,344 representations were objections and cited that the proposed changes to on-street parking restrictions made the stay duration too low. Representations cited that the proposed maximum stay of 30 minutes was not long enough to run errands, attend appointments or go shopping. There were concerns that this would impact on the vitality of businesses in the town centre by reducing footfall and the number of 'pop in' trips that currently take place. Additionally, there were also concerns that community assets such as the church (particularly during funerals) and the market would be adversely impacted.

There were concerns that the proposals would disproportionately impact on the elderly and parents with push chairs and children.

There were also concerns that the proposals would significantly increase demand for The Commons and Little Common car parks, which would remain free of charge, or surrounding streets without waiting restrictions. This would mean more vehicles travelling through the town centre and more illegal/ dangerous parking on side streets, which would increase the risk of collisions between vehicles and pedestrians. There are also concerns that more congested side streets could potentially block access for emergency services.

Green Street

Representations cited Green Street and Welles Street has competing demands from residents, community assets (e.g., the church and Oasis Community Centre) and dog walkers using the field to the north of these streets.

A representation received from the Baptist Church and Oasis Community Centre cited concerns with proposed mitigations for residents only parking schemes on Welles Street and Green Street. Many vulnerable users need to park as close to the entrance as practicably possible and introducing residents-only parking restrictions would significantly affect their ability to access events, activities, and support groups.

M6 Junction 17 Parking Place

Proposals included introducing a flat rate £3.40 charge on the car park located at the Congleton Road/ Old Mill Road junction near to M6 Junction 17, which is predominantly used for car sharing to destinations outside of the borough.

Objections received to the proposals highlighted the following concerns:

- Car sharers would come back into the town centre to avoid paying, citing the introduction of charges at Sandbach railway station as an example.
- Encourage displacement into neighbouring residential roads (Parkhouse Drive was specifically referenced) and cause issues for residents accessing their driveways.
- The revenue made by the council will be limited and the cost of setting up parking charges may not cover the revenue generated.
- The Congleton Road/ Old Mill Road junction would be much better off having this car park removed altogether and an improved slip road/merging lane put in there instead.
- Introducing charges will discourage car sharing and the council should investigate whether some land on the business park opposite could be used as additional car sharing parking.

The representation in support cited that the car park is mostly used by business trips/ commuters so that they can car share and save on parking at their destination. They also suggested increasing capacity for car sharers by making use of undeveloped land on the business park opposite to deter business drivers coming into town to park on the Commons.

Alternative suggestions

While responding to the proposed changes to off-street and on-street parking in Sandbach, some representations put forward alternative suggestions for consideration, which are listed in Table 15.

Table 15: Alternative suggestions put forward by representations from Sandbach

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • Provide a period of parking for free – representations vary from the first 30 minutes to the first four hours of parking free. • Devolve car parks to Sandbach Town Council. • Charging periods should only be between 9am and 4pm. • Do not add an administrative cost to quarterly permits – make purchasing four permits the same as the cost of an annual permit. • Public transport and active travel infrastructure needs to be improved significantly to encourage modal shift. • Subsidise free parking through increases to council tax. • Provide free parking for workers and residents on market days (Thursday and Saturdays). • Make car parking across the whole borough free. • Limit parking to two hours on larger car parks, with the exception of Brookhouse Road that should remain long stay. • Create an out-of-town car park for dog walkers to remove traffic from Green Street/ Welles Street. • Use pay on exit systems to encourage more dwell time in the town centre. • Do not charge for car parks adjacent to residential areas. • Charge 50p per hour across all Cheshire East car parks. • Provide Electric Vehicle charging points. • Ensure that payment for parking is not only reliant on a smartphone application. • Need to increase off-street parking capacity in Sandbach. • Stop up the road between Iceland and Chatwins. • Generate revenue from advertising in car parks and consider sponsorship from businesses to run bus services. • Parking charges should not apply on town event days. These days are critical to the social identity regionally

Theme/ Location	Alternative Suggestion
	<p>of the town and critical to businesses in the town especially those in hospitality.</p> <ul style="list-style-type: none"> • If charges are introduced, the charging period should finish at 5pm. • Proposed residents parking permit costs are too high. • Provide secure and safe cycle parking to encourage more cycling. • Consider a 12-, 24- and 36-month review of the impact car parking charges and direct and indirect impact; ideally using a third-party. • Consider adding more child parking bays – this has been raised by some residents. • Consider providing a free after 3pm parking scheme. • Consideration of a scheme where parking charges will not apply for 4 days per year to be nominated by the Town Council annually based on popular town events.
Brookhouse Road car park	<ul style="list-style-type: none"> • Reline Brookhouse Road to provide a better layout and increase parking capacity.
The Commons/ Little Common car parks	<ul style="list-style-type: none"> • The Commons car park is already used by commuters (including car sharers) and local office/shop staff such that it is invariably full every weekday by 8.45am. A 3-hour limit should be enforced to stop long stay parking. • Charge on the Commons (restricted to a four-hour maximum stay). • Implement a camera system on The Commons and enforce the existing two-hour advisory waiting limit. • As The Commons and Little Common car parks are owned by Sandbach Town Council, they should pay the full cost of maintaining and operating the car park.
Westfields and Chapel Street car parks	<ul style="list-style-type: none"> • Retain Westfields as a free car park. • Avoid charging for parking on Westfields and Chapel Street during school pick up and drop off hours. • Refund leisure centre users for car parking (same as Crewe Civic Centre). • Council staff at Westfields should also have to pay for parking.
Well Bank/ Crown Bank/ Hawk Street car parks	<ul style="list-style-type: none"> • Keep Well Bank, Crown Bank and Hawk Street car parks free. • Retain Well Bank, Crown Bank and Hawk Street car parks as long stay.

Theme/ Location	Alternative Suggestion
M6 Junction 17 parking place	<ul style="list-style-type: none"> Displacement from the M6 Junction 17 car park should be monitored on Parkhouse Drive and Congleton Road should also be monitored, with possible single yellow lines to prevent all day parking by commuters/car sharers.
On-street parking/ mitigations	<ul style="list-style-type: none"> Provide permit parking on High Street for up to one hour in place of single yellow lines. Consider double yellow lines on both sides of Welles Street, as well as 20 mph speed limits on Welles Street, Green Street, Cross Street, Bold Street, and other town centre roads. Pedestrianise Welles Street up to Bold Street. Issue Cheshire East rate payers and locals to Sandbach with car parking permits issued per household (two per household). Spaces opposite the field on Green Street should be residents only parking. Provide residents only parking on Welles Street and Green Street. Extend parking at the Leisure Centre onto the unused grass verge next to the school car park. Provide a parking permit for all members of the Leisure Centre. Instead of implementing double yellow lines on High Street, propose on-street time limited waiting bays to increase on-street parking capacity. Provide designated parking bays for residents in Chapel Street car park. Free or discounted parking permits for residents and workers should be provided. Increase all on-street parking to two hours maximum stay. Retain existing on-street parking restrictions. Consider residents parking schemes for Well Bank, Crown Bank and Hawk Street car parks, and on residential streets near The Commons (including Newfield Street). Do not restrict maximum stays on streets in Sandbach. Implement double yellow lines on Cross Street. Ensure that proposed charges and waiting restrictions are appropriately enforced.

Theme/ Location	Alternative Suggestion
	<ul style="list-style-type: none"> • Provide Oasis Community Centre with a number of transferable parking permits to ensure regular visitors have access. • If charges are introduced, do nothing for a year and then apply appropriate mitigations. • Instead of implementing double yellow lines on Cross Street, make it a one-way link. • Replacing single yellow lines with double yellow lines on High Street will not achieve much because parking is already restricted between 8am and 6pm, Monday to Saturday. • Reduced pricing for regular users of the town and free concession for essential workers (including teachers) • Negotiation and agreement with residents, council and business on traffic restriction changes and associated parking and traffic enforcement on roads close by to the town centre but not covered by current proposals and resources to enforce any changes. • Increased provision for parking and traffic enforcement. • There is a need for mitigation measures on Welles Street, Green Street and Newfield Street from the date any town centre parking charges are implemented. This could take the form of 'shared space' schemes with residents having parking permits and others having to pay for parking. • Displacement parking on The Spinney should be monitored. • Business parking permits should be considered, particularly for low paid workers. • Scheme that enables low-income groups to pay for parking at a reduced rate should be considered. • Provide residents parking permits for free.

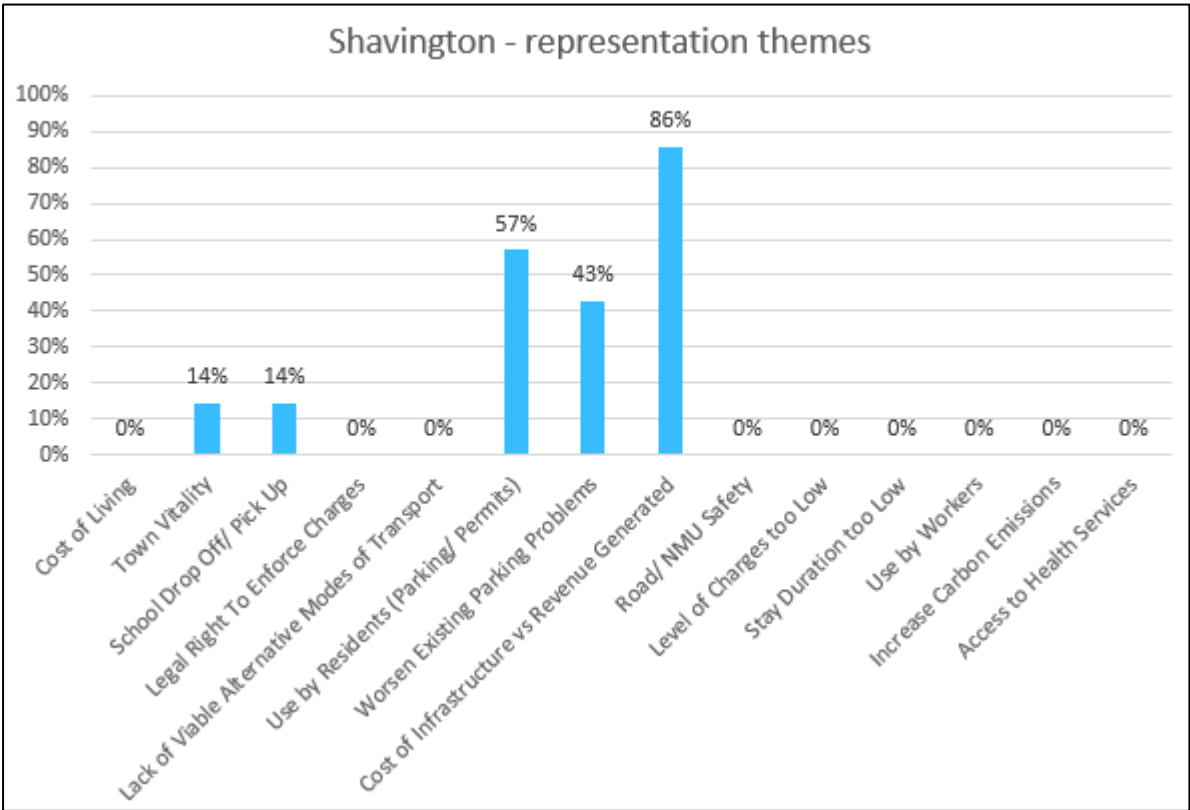
Shavington

Overall, there were seven representations received from Shavington, which all responded to the proposed introduction of parking tariffs.

Themes

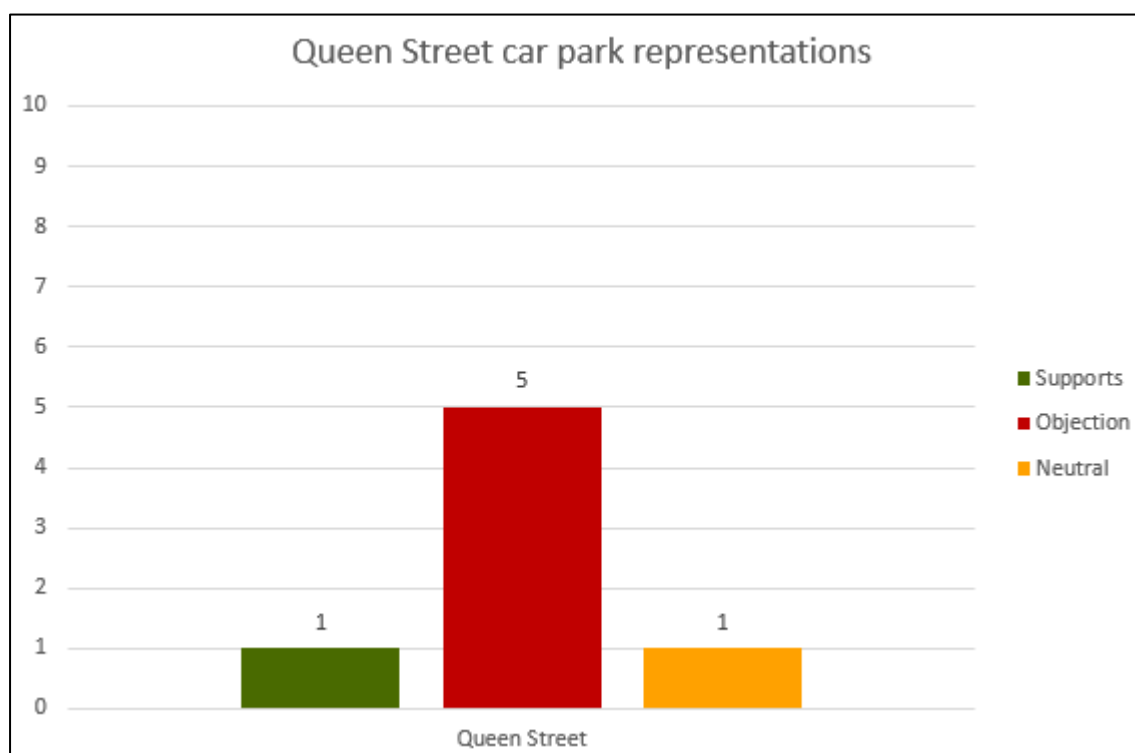
The main themes identified were the impact on cost of infrastructure versus the revenue generated (86%), use by residents (57%) and worsening existing parking problems (43%). Figure 41 presents the themes as a percentage of the total number of representations received for Shavington.

Figure 41: Themes identified as part of representations made from Shavington.



Queen Street car park representations

This included five objections, one that was neutral and one in support of the proposals as shown in Figure 42.

Figure 42: Representations received for Queen Street car park in Shavington

Cost of infrastructure versus revenue generated

Most representations highlighted that the forecast net revenue (£5,730) would not cover the cost of installing the pay and display machines, signage and enforcement, meaning that the council would not recover its costs for a long period of time.

Representations have highlighted that most trips at this school last less than 15 minutes to use shops or as part of the school pick up and drop off, which further reduces the business case for implementing parking charges.

Use by residents and worsen existing parking problems

Representations stated that the car park was used by residents of terraced houses on Osborne Grove and Main Road that did not have off-street parking (16 in total). The introduction of charges could cause these residents to park on the road and create more congestion and potential road safety concerns.

Alternative suggestions

The only alternative suggestion/ proposal was put forward by Shavington-cum-Gresty Parish Council to explore the possibility of transferring the ownership of the car park to the Parish Council.

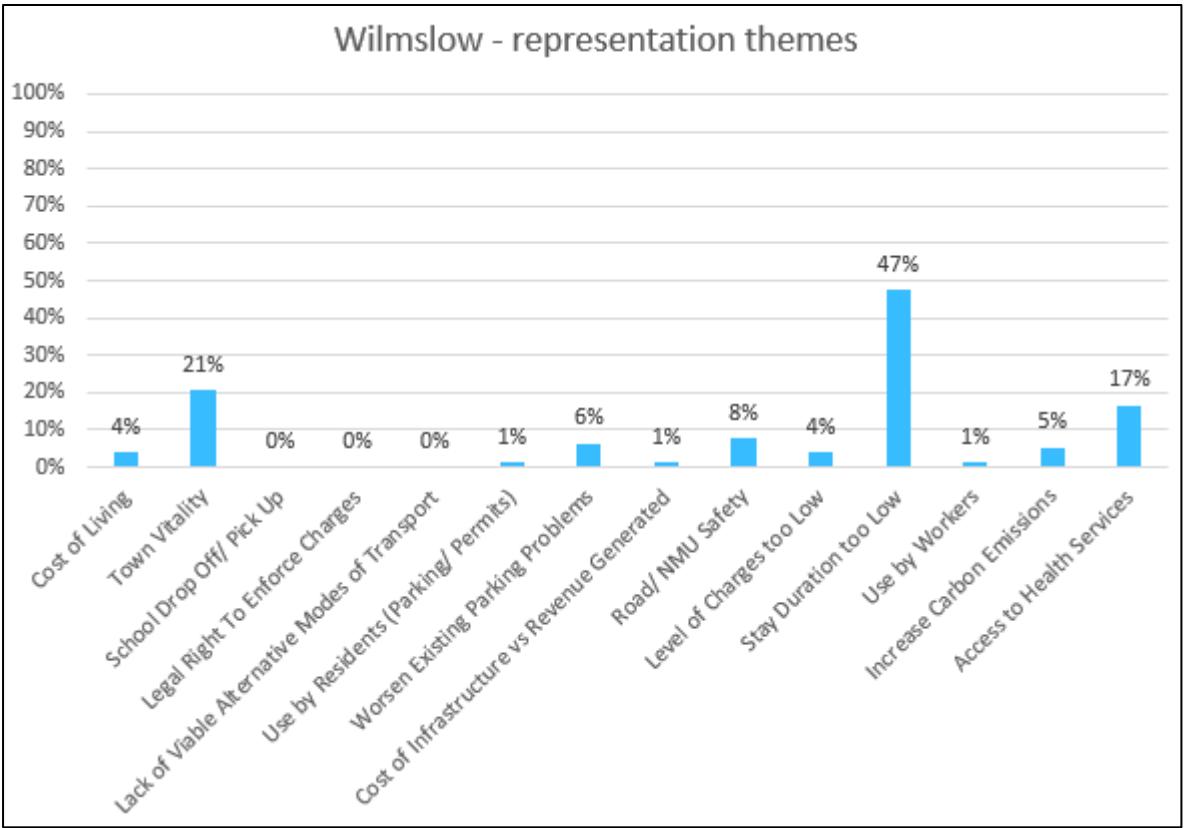
Wilmslow

Overall, there were 78 representations received from Wilmslow. This included 63 objections, seven that were neutral and eight in support of the proposals. 38 representations related to changes to off-street car parks while the remaining 40 related to proposed changes to on-street parking restrictions.

Themes

The main themes identified was the stay duration for the proposed on-street parking restrictions and proposed changes to The Rex car park being too low (47%) and impact on town vitality (21%). Figure 43 presents the themes as a percentage of the total number of representations received for Wilmslow.

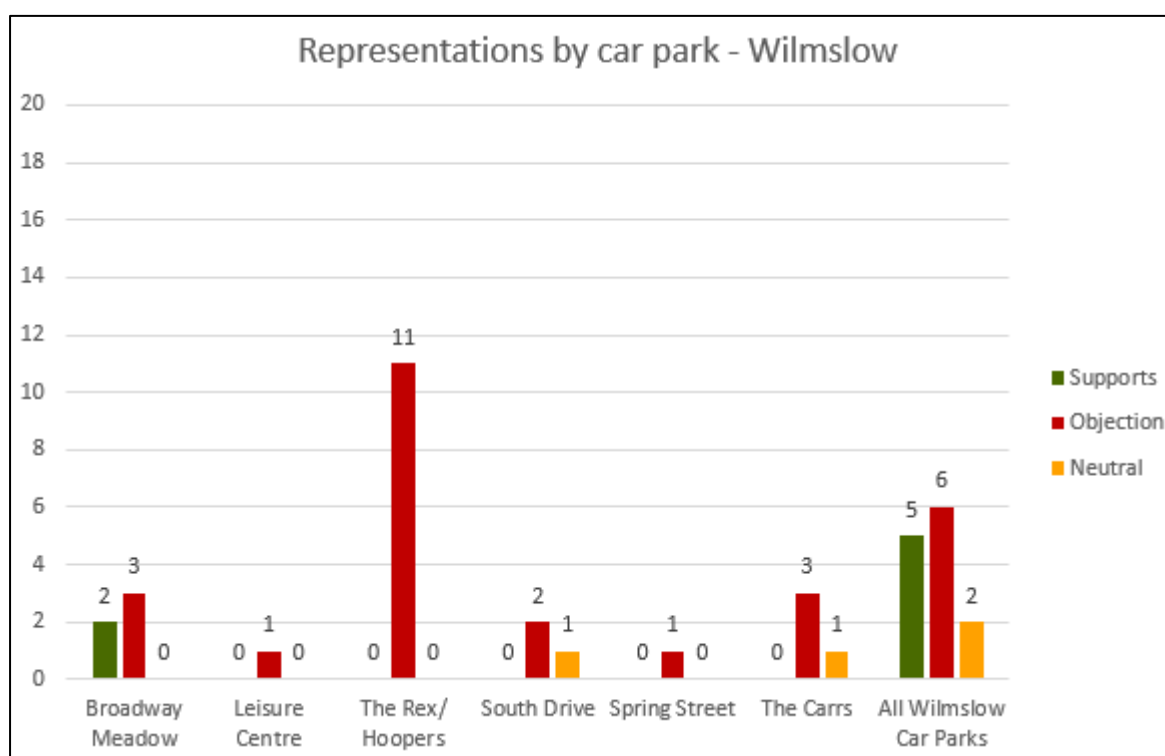
Figure 43: Themes identified as part of representations made from Wilmslow



Off-street parking representations

This section analyses the representations received relating to proposed changes to car parks in Wilmslow. In total, 38 representations were received, which is shown in Figure 44.

Figure 44: Representations received for car parks in Wilmslow



The graph shows a mix of objections, those in support and neutral responses. Generally, some residents were concerned that the proposed increase to parking charges was too soon after covid-related restrictions and the town needed more time to recover. There were also concerns that increased parking charges and a reduction in the maximum stay duration in some car parks could result in users going to out of town retail parks such as Handforth Dean or Altrincham where charges are cheaper and there is a better retail offer.

Those in support cited that:

- The cost of travelling by public transport has increased and the cost of parking should also increase to keep public transport competitive;
- It is reasonable to increase parking charges as the cost of operating and maintaining car parks has increased; and
- Reduced costs of quarterly and annual permits will help workers and businesses with recruitment and retention of staff.

The Rex/ Hoopers

Representations were made against the proposed change to the stay duration in The Rex/ Hoopers car park from four hours to three hours. All representations stated that three hours was not long enough to support the cinema, given that films frequently last three hours. Representations highlighted that the current four-hour maximum stay duration was sufficient and should be retained.

Broadway Meadow

Generally, those in support were pleased to see that the parking charges in Broadway Meadow car park were being reduced to encourage local workers to use the car park rather than side streets further out of town. One representation stated that the car park is 'hidden' with little signage directing drivers to it and this should be reviewed and improved to increase utilisation. There was also a suggestion to consider working with the Town Council and Business Improvement District to advertise these lower rates, with the hope of increasing utilisation of the car park.

A representation cited concerns that utilisation has increased significantly since 2022 (reportedly now 75% utilised) and that tariffs should not be decreased as it will reduce revenue for the council and increase the attractiveness of parking there when it is already nearly full.

Another representation also cited concerns that Broadway Meadow is full of short stay parking, which reduces its long stay capacity for workers and rail commuters. It was suggested that the short stay prices should be more expensive than nearby car parks to increase available spaces for long stay parking. Another concern was raised that parking sessions can be extended by the PaybyPhone app, meaning people can park their car for longer than five days.

South Drive

There were also representations stating that South Drive car park is used to support the cinema, with regular matinee showings, and more frequent daytime showings during school holidays. There were concerns that reducing South Drive car park to a three-hour maximum stay would impact vitality of the cinema and town centre.

The Carrs

There were a couple of representations made specifically about The Carrs. There were concerns that increased parking charges would impact on the viability of the Wilmslow Parkrun, which takes place every Saturday at 9am. While organisers encourage all participants to walk, cycle or run to The Carrs, not everyone can. There are concerns that parking charges could deter volunteers and participants from attending, which would be detriment to the social, health and wellbeing benefits of the community event. There are also concerns that participants and volunteers would spend less time socialising after the Parkrun because they would not want to incur greater charges, which would be to the detriment of smaller businesses.

The representation regarding the Parkrun, and the other objections received specifically for The Carrs, are specifically concerned about increased illegal parking along Cliff Road.

On-street parking representations

This section analyses the representations received relating to proposed changes to on-street parking restrictions in Wilmslow. In total, 40 representations were received, which is shown in Figure 45.

No representations were made specifically about the proposals to:

- Implement double yellow lines on Alderley Road Service Road South between Parkway and Broadway;
- Replace the existing single yellow line restriction with a double yellow line restriction from Green Lane to Alderley Road Service Road North.

Nearly all representations received stated that the proposed stay duration was too low. There were concerns that this would impact on the vitality of businesses in the town centre and would disproportionately impact on the elderly and parents with push chairs and children. This is due to the elderly needing more time to walk to/ from their chosen destination and the time it takes to take push chairs in/ out of vehicles.

Objections that specifically referenced Albert Road, Queens Road, and Victoria Road (with proposed maximum stay durations of one hour) stated that the limited waiting bays are used to support access to the Kenmore and Wilmslow Medical Practices as the car parks are small and often full. They cited that the time for a medical appointment can be longer than one hour, particularly if the surgeries are running late. Some representations also stated that the number of disabled bays should be increased along these streets.

Figure 45: Representations received for on-street parking places in Wilmslow



Alternative suggestions

While responding to the proposed changes to off-street and on-street parking in Sandbach, some representations put forward alternative suggestions for consideration, which are listed in Table 16.

Table 16: Alternative suggestions put forward by representations from Wilmslow

Theme/ Location	Alternative Suggestion
General	<ul style="list-style-type: none"> • First 30 minutes parking should be free. • Continue refunds for parking at Leisure centre car park in Wilmslow. • Consider allowing permits to be purchased by a monthly direct debit with an agreement of 12 months and then 3 months rolling. • Stop charging for parking in Leisure Centre car park by 6pm.
Broadway Meadow car park	<ul style="list-style-type: none"> • Broadway Meadow charges should have two changes: <ul style="list-style-type: none"> ○ Short stay (up to 3 hours) should all be increased to be more than the nearby Short Stay car parks. Example given was £1.20 for one hour, £2 for two hours and £3 for three hours; and ○ The rules (and associated software of the Parking App) should be adjusted to stop repeat long stay parking beyond five days, with return only allowed after two days. • Broadway Meadow needs to be better signed from the road (and separately from Leisure Centre car park) • Free parking at weekends at Broadway Meadow.
The Rex/ Hoopers car park	<ul style="list-style-type: none"> • Retain 4 hour stay duration at The Rex/ Hoopers car park.
South Drive car park	<ul style="list-style-type: none"> • Revoke refund from Sainsburys for parking on South Drive, Wilmslow. •
Spring Street multi-storey car park	<ul style="list-style-type: none"> • Concerns displacement from Spring Street multi-storey car park would impact Bourne Street significantly. Request that marking on-street parking bays properly and restricting stays to three hours, no return within two hours, Monday to Saturday.

Theme/ Location	Alternative Suggestion
The Carrs car park	<ul style="list-style-type: none"> Consider more modest increases at The Carrs or delay charging for parking at The Carrs to 10am on Saturdays.
Albert Road/ Queens Road/ Victoria Road	<ul style="list-style-type: none"> Retain parking at 2 hours on Albert Road, Queens Road, and Victoria Road as it serves Kenmore and Wilmslow Health Centres and Dentist Practices or provide more disabled bay provision. Consider creating more blue badge parking on Albert Road if changes to one hour parking goes ahead.
On-street parking/ mitigations	<ul style="list-style-type: none"> Retain existing on-street parking restrictions Lacey Green should be included for mitigation/ monitoring from the previous consultation (Wilmslow). More blue badge parking is required on-street across Wilmslow.

Conclusions

The revised proposals presented within the report for consideration by highways and transport committee have taken onboard feedback provided as part of the statutory consultation period.

All representations made as part of this statutory consultation have been considered and have informed the development of an amended set of proposals, which are set out in Appendix 3.